

# Dubai

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# Background

located in the United Arab Emirates and richest city in UAB (Saxena, 2021).

Took 50 years to transform from a fish village to a luxury city(Ulrichsen, 2020 ).

largest economic and financial center in the Middle Eas



Figure 1  
The city view of Dubai

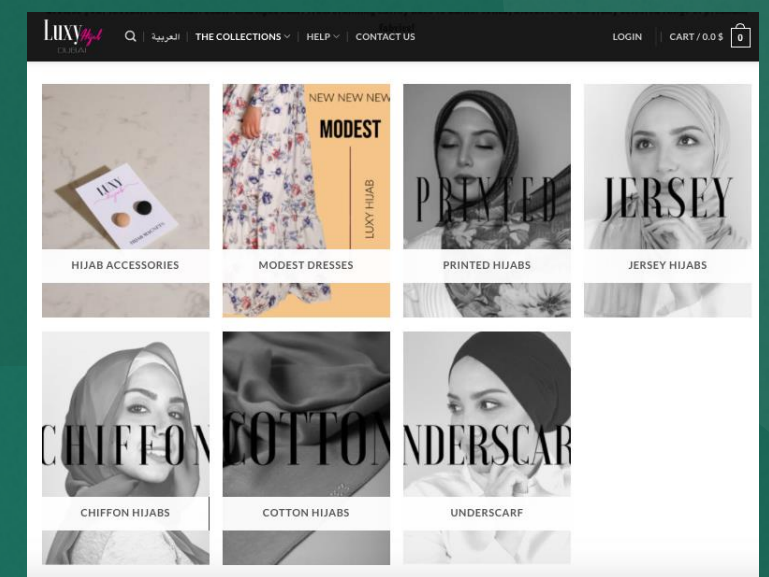
# Synopsis of company

**Company:** Luxy Hijab. <https://www.luxyhijab.com/>

**Product:** Hijab, under scarf, dress, and accessories

**Stage of retail:** Maturity

- The company doing successfully online, locally, and internationally selling hijabs and trying to enter the new markets.
- New market & business expand to dresses and hijab accessories to attract new customers

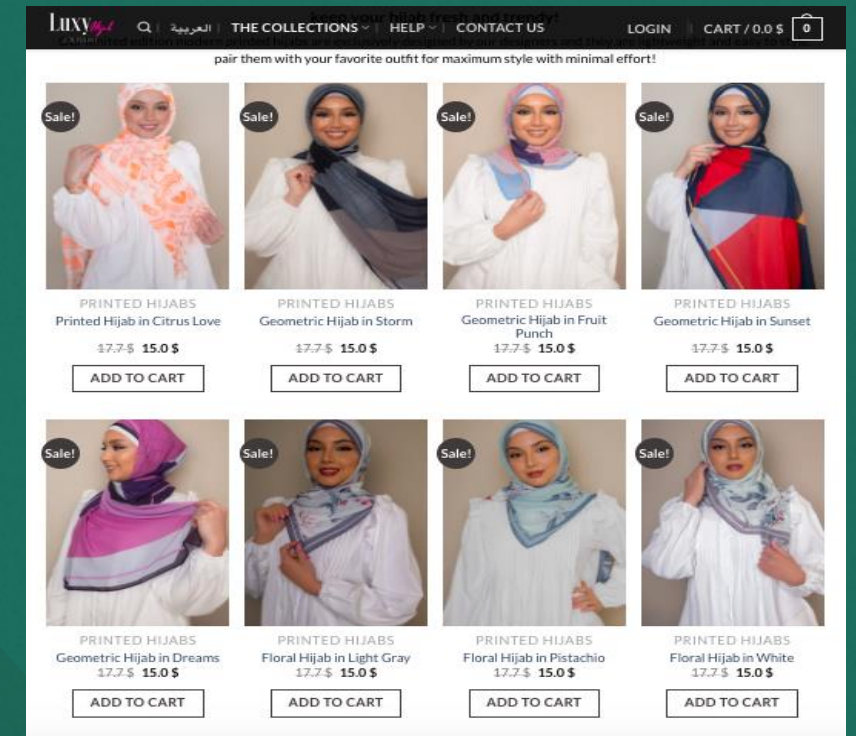


## Why it's going to internationally?

- Need to purchase over \$120 for free shipping therefore there's a risk for new customers to purchase the item due to the unknown of the quality of the product.
- International shipping takes longer time to deliver, and consumers might lose patience.
- It's difficult for international customers to return and exchange the items.

## How it's going to internationally?

- Collaboration with other brands
- Partnered with other retail stores, for example like Nordstrom, Macy, and Bloomingdales.



# Customer service

## Representatives available on line

- Monday – Friday 9:00 Am – 6:00Pm PT
- Weekend 11:00Am – 5:00PM PT

## Payment Method

- Visa
- Mater
- Amex

# ARAB FASHION WEEK



Figure 4  
Arab Fashion week Logo

# Fashion event – Arab Fashion Week

- Arab fashion week 4 times a year
  - Oct & Mar Womenswear
  - Jan & Jun Menswear
- Arab Fashion week recognized as one of the world's 5 most important fashion weeks
- It was a real time broadcast fashion show presentation partner with meta on Facebook & Instagram, also displayed on the big screens at the venue.
- First platform to pioneer “Ready Couture” — a combination of ready-to-wear and haute couture that is less costly than luxury couture and much expensive than high-end ready-to-wear.
- D3's executive director said "Our goal at d3 is to continue nurturing an infrastructure that makes it easier for brands to adopt more eco-friendly practices, in support of our government's sustainability agenda and Road to Net Zero by 2050 strategy."



Figure 5  
A dress on Arab fashion week runway

# Current Event

- Roxy Cinemas at Dubai Hills Mall is preparing to introduce Roxy Xtreme on August, 31.
- 15 screens in total, seven Platinum Screens, seven Sliver, and one groundbreaking
- 423 square metre screen, twice the size of a tennis court
- Largest cinema screen ever in the middle east
- 382 deluxe reclining seats divided into three tiers: Standard, Premium, and Director's Boxes.



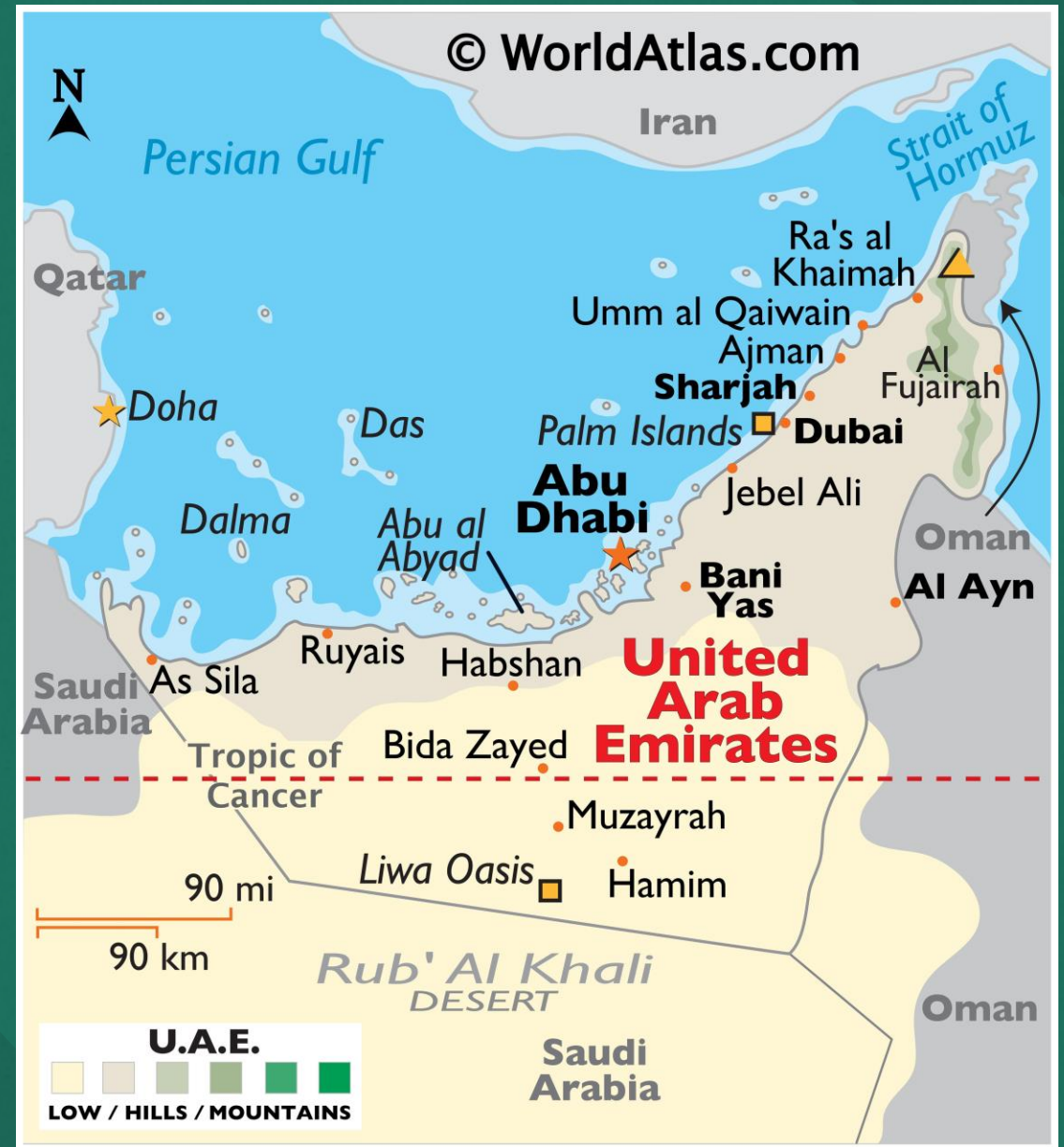
Figure 2  
VIP Seats layout in the Cinema.



Figure 3  
The screen in the Cinema.

# Geography:

- Dubai is the richest city in the United Arab Emirates
- Dubai developed into a world-class tourist city in 2012
- Dubai also has the only seven-star hotel in the world
- only artificial island in the world that can be seen by artificial satellites



# Natural Recourses

The annual amount of water resources per capita is less than 900 cubic meters

In Dubai only about 1/3 of the residents' daily water comes from groundwater

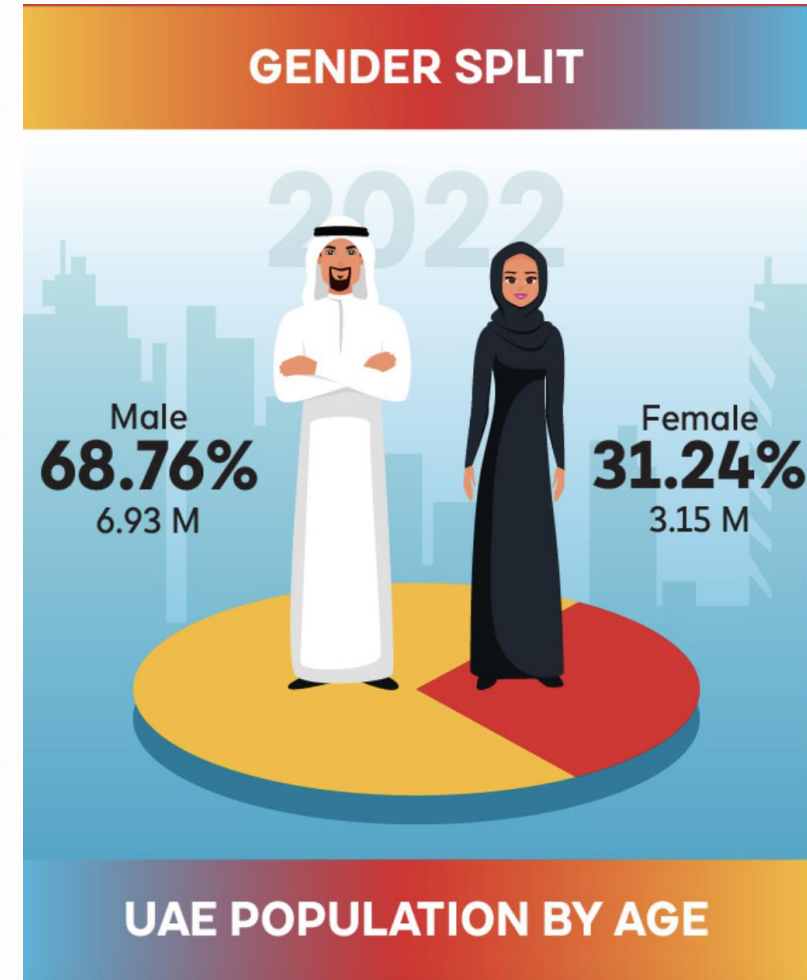
(By the number, n.d.)

the Dubai government has shifted the main sources of fresh water to desalination and wastewater recycling to restore the storage capacity of Dubai's groundwater resources (By the number; Scott,2019)



# Population & Demographic

A capital city in the United Arab Emirates, Dubai is the capital of the Emirate of Dubai (Dubai population, 2022). The Arabian Gulf is located on the eastern coast of the Arabian Peninsula (Dubai population, 2022). As a result of a diverse and fast-growing economy, the country has experienced tremendous growth in recent years (Dubai population, 2022).



# Technology Ecommerce

- Dubai has established itself as a fashion center with the Dubai Design District. This is a creative hub built at a cost of \$ 1.1 billion
- Dubai is in the limelight as the world's luxury fashion hub. In addition to offering a large number of Dubai-based tourists the opportunity to buy everything, Dubai is thriving by offering a number of large-scale events to the fashion and retail industry.
- The average lifetime of eCommerce businesses in UAE is 2 to 3 years stating that the ultimate reason for any business to stay in the UAE is to “Innovate or Die”.

# Economy

First cities in the world to restart tourism in July 2020.(Natasha,2021).

wholesale and retail commerce and financial services grew (Natasha,2021)

Around 150 ready-made clothing factories are mostly concentrated in Dubai (Fibre, 2022).

Government supports small – medium size industrial business to expand (Fibre,2022).

# Fun Facts

- Dubai is the host of major fashion brands and home to the largest retail shopping Mall in the world (4 key facts from Dubai's fashion retail scene)
- Many fashion events and shows are also being featured in Dubai all year long (4 key facts from Dubai's fashion retail scene)
- Luxury sales in the Middle East are dominated by Dubai alone, accounting for 30% of sales (Fang, 2021)
- Dress code at Dubai hotels, restaurants, and malls (Jurga, 2021)
- Dubai's fashion scene importance is weighed upon the witnessed customization of this booming sector into the local identity (4 key facts from Dubai's fashion retail scene)

**“Dubai will be a main player in the creation and development of fashion, architecture and graphic design.”**

# Climate

- There are two seasons in Dubai, the summer season and the winter season. The summer season runs from April to October and the winter season runs from November to March (Diebel et al., 2022).
- An interesting fact is Dubai located at a high-pressure zone with wind tending to flow from high pressure to low pressure. This means that there's light clouds in Dubai (Chambers & Reeve, 2020).
- People tend to wear lightweight garments such as linen, cotton and crepe in Dubai due to the hot weather (Jurga, 2021).
- To prevent sun burn and sand storm in the desert men in Dubai would wear Ghutra which is a fabric made headpiece (dayoutdubai.ae, 2022).



# Labor & Employee practice

- Dubai has been considered a “the capital of fashion” in the UAE (ADVB Strategic Minds srl, 2022).
- UAE is the second-largest exporter in the Gulf after Saudi Arabia, and is also a major importer of goods and services from the United States and other countries around the world (Ananya, 2021).
- UAE's economic success over the past several years can be attributed to the large number of businesses that have relocated their operations to the "free zone" (Ananya, 2021).
- Dubai is known as a Muslim country, Friday is treated as their prayer day meaning the workers work only half a day every Friday.
- An important aspect and etiquette for businesses to have since Islam is a major religion in the UAE, it can be seen on their identities are focused around religion.

# Culture

- diverse immigrant groups has transformed with Islam being the majority group.
- Women dress in abaya, hijab, mukhtiar-burqa, and sheila, while men in Dubai wear an ankle-length, loose-fitting white cotton garment known as a kandora or dishdasha.
- Cultural variety has strengthened the UAE's social fabric and enabled the country to achieve significant progress in various areas of social and economic growth.
- Language is peculiar and distinct, and it is khaliji Bedouin Arabic.



# Interpersonal relationship & Political safe

- Dubai has been strongly connected with India for more than 50 years with both countries being part of an economic partnership agreement as a testament to their brotherly relations (Oraibi et al., 2022).
- Dubai was able to expended and strengthen their economy, which helped improve their relationship with other countries such as China, United States, United Kingdom, Saudi Arabic, and others after signed a comprehensive strategic partnership agreement between UAE & India (Kumar, 2013).
- The image of the Gulf region's which includes Saudi Arabia, the UAE, and Qatar depicts their international image as stable and peaceful on the surface (Berni, 2022).
- In actuality, the countries continue to focus on benefitting their own economies while competing with one another (Berni, 2022).



# Technology- Shaping the future of fashion

We are living in an age of technology-enabled disruption, and it is happening in every industry, from food to engineering. So it is no surprise that we see increasing signs of disruption in the world of fashion, which will massively shift the way the industry operates.

- 3D Printing
- AI and algorithms
- Internet of things (IoT)
- Novel Fabrics

# Import / Export trade policies & practice

- Dubai is one of the largest international trade countries in the Middle East and also a major trading partner for many countries such as United States, China and India.
- UAE has an open trade regime, which means that there are low tariffs and few non-tariff barriers (Hall, 2021).
- low tariffs include the zero customs duty on most goods and the duty-free importation of many goods (Hall, 2021). The non-tariff barriers include the free movement of people, capital, and services (Hall, 2021).
- Muslims in Dubai are *halal* so alcohol and pork is restricted from import to Dubai (Hall, 2022).
- General airport restrictions like drugs, meats, plants and others are prohibited from importation as well (Hall, 2022).
- Dubai is one of the largest natural resources exporter around the world. The goods exported from Dubai include crude oil, metals, and fiber or textile (Awadhi, 2020).
- As a result, the trade for many Muslim garments like the *Hijab* are centered around exports from Dubai to the other countries since is considered as one of the fashion capitals in the world.

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