

# Indie Fashion in Dubai and UAE

## MARKET RESEARCH



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## INTRODUCTION

In the last couple of decades, the Middle East is a hot spot for everything expensive and chic. Fashion is no exception. Because this is a complicated subject this paper is divided into several detailed parts that cover all the aspects of the fashion industry. The aim of the research is to provide an insight into the indie fashion scene in Dubai. Indie fashion is a small sub-segment of the fashion industry and as such it's closely dependent on the fashion industry as a whole. The overview of the Dubai's fashion industry as a whole will give the reader an idea of the indie fashion scene as well.

Firstly, a general overview is made in the fashion industry and market in the Middle East and its fashion center, Dubai. The apparel market in the region is dissected by sectors and its potential is measured. Furthermore, the attention is directed toward one of the most profitable branches on the internet, e-commerce. It's worth and growth is measured and trends are being presented. Then, the population is dissected by age, sex, and nationality and with that potential customers are being targeted.

Competition is separated into two parts: direct, online stores that sell indie clothes and indirect, online stores that sell all kinds of clothes.

A special emphasis is given on the next two parts. First, industry influencers are targeted as fashion authorities and possible clients because they also are involved in the selling and creation of fashion apparel. Then, brick and mortar stores are targeted also as potential customers because they possess fashion equipment.

At the end, the summary is constructed with the conclusion of the competition, markets potential and its future.

## INDUSTRY AND MARKET OVERVIEW

When the word fashion is mentioned, usually the first countries that come to mind are France and Italy. This is natural because in the past these countries were centers of fashion. However, things are slowly changing.

The United Arab Emirates (UAE) are known for their growing economy. Dubai is a shining example for this. In the past 40 years, this city has risen virtually from nothing and has become one of the most famous and luxurious places on the planet. This economic prosperity has fueled the consumeristic habit of people living in UAE. For example, [a 2017 Forbes article](#) showcases the 5 best shopping malls in Dubai. Here, explicitly enormous malls with hundreds of shops can

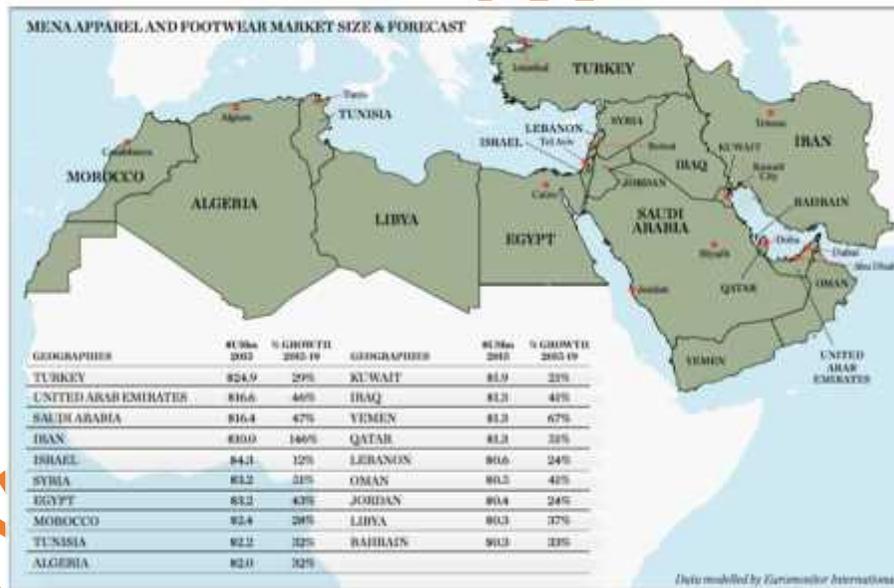
be seen. It is a clear indicator that the fashion industry has blossomed in this part of the world, and there is only room for improvement and growth.

## FASHION INDUSTRY AND MARKET OVERVIEW

In the past couple of decades, Dubai's fashion scene has been largely upgraded. Because of this, many popular brands have opened shops and held fashion exhibitions in the UAE and Dubai.

According to [the National 2016 article](#), **Dubai has become a key player in the global modest fashion trade - from retail shopping to design and production.** The markets are growing rapidly and every day something new is happening.

The World Bank predicts that economic growth in the MENA (The Middle East and North Africa) region will increase from 2.2 percent in 2015 to 3.8 percent in 2017. Also, [2017 WWD](#) reports that **Arab consumers spent \$320 billion on luxury fashion in 2016, and that number is expected to grow to \$490 billion by 2019.**



Additionally, [according to a 2016 Business of Fashion article](#), **apparel and footwear sales in the MENA region totaled around \$93 billion in 2015 and will skyrocket for 49% or \$139 billion in just four years' time, according to data modeled by Euromonitor International.**

According to a [2016 Emirates article](#), **Dubai's market for apparel and footwear is estimated to be worth \$12.8 billion, registering 5.5% annual growth in sales since 2010.** The data was

gathered from a report by the Dubai Chamber of Commerce and Industry based on data from Euromonitor International. A [2016 Research Konnection article](#) claims that **UAE is ranked 7<sup>th</sup> on the 2015 Global Retail Development Index and has the highest market attractiveness score (97.6%) and the lowest market saturation score (16.5%)**. These indicators offer the opportunity for new, independent fashion stores and designers to set foot on Dubai's fashion scene and carve out their own niche markets. With the wealth of the population being at an all-time high, craving for fashion and trendiness is on the rise, and low market saturation allows for new players to emerge and fulfill the market gap.

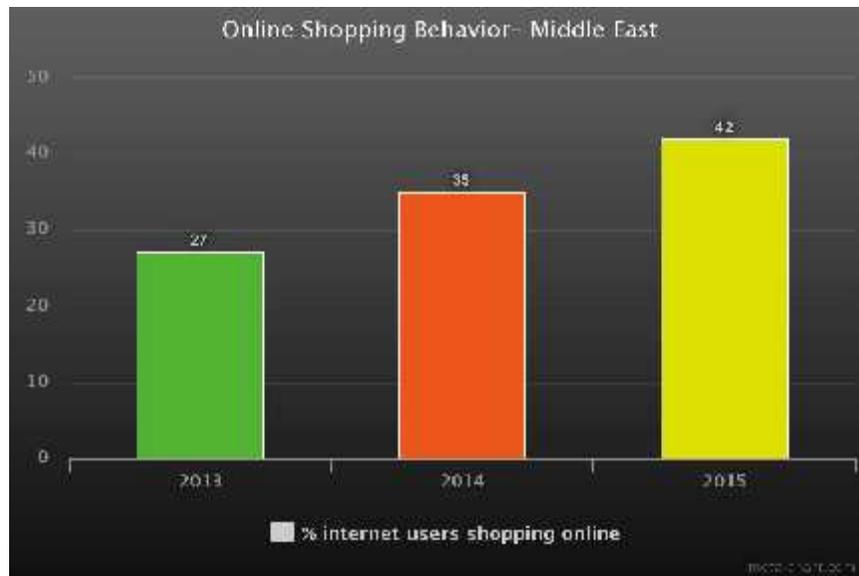
**UAE is the 11<sup>th</sup> biggest clothing importer in the world with USD\$ 4 billion**, ahead of countries such as Turkey and Saudi Arabia. This automatically makes it a highly desirable market for international as well as domestic retailers.

The rise in high-end, luxury fashion has been followed by a rise in the "fast fashion" in Dubai with chain stores like Zara and Mango and subsequently, a rise in indie, low-cost fashion players armed with e-commerce. Indie fashion designers have managed to carve out their own niche market in the US and other countries, and they are beginning to do the same in Dubai as well, with many local designers and independent shops on the rise. The city has showcased a growing independent shopping scene, hidden in detached villas or smaller community malls, according to an article by [Lonely Planet](#).

Beirut and Cairo were once fashion centers of the Middle East, but because of wars and revolutions, they no longer are. A stable political and economic climate is a must for the fashion industry to thrive. That is why UAE with its growing economic prosperity, steady population growth and rising income is quickly becoming number one in the area.

## E-COMMERCE INDUSTRY AND MARKET OVERVIEW

According to a [2017 Friday Magazine article](#), the e-commerce boom in the UAE started around 2013. And just in a couple of years, it seems that the region is catching up with the UK and US. Until recently, the average shopper preferred going to the mall and lacked the confidence to shop online. Things are changing rapidly and consumer behavior is evolving. In 2015, 42% of consumers shopped online, compared to 35% in 2014 and 27% in 2013.



Furthermore, according to a 2016 [Magento Company report](#), the Middle East e-commerce market is worth USD\$ 7 billion and UAE's e-commerce market is expected to reach USD\$ 2 billion by 2018.



It can be clearly seen that online clothing shopping is a popular activity. Online video games are the most popular category with 41%, Computer games are next with 31%, followed by electronic items with 28%, and clothing with 17%. A [2016 Branex article](#) claims that **47% of the citizens in the UAE own an online payment card**. Additionally, **in the whole Middle East, 15% of businesses have an online presence**.

With the expansion of online shopping habits and the entrance of digital commerce businesses, there will most definitely be a shift from bricks-and-mortar stores to online stores. The fashion industry is not an exempt from this trend. It is certain that the habit of visiting Dubai's super malls will never go away, but e-commerce is an easier, more convenient option that is a welcome change from the fast, eclectic lifestyles of the today's era.

## CUSTOMER CHARACTERISTICS

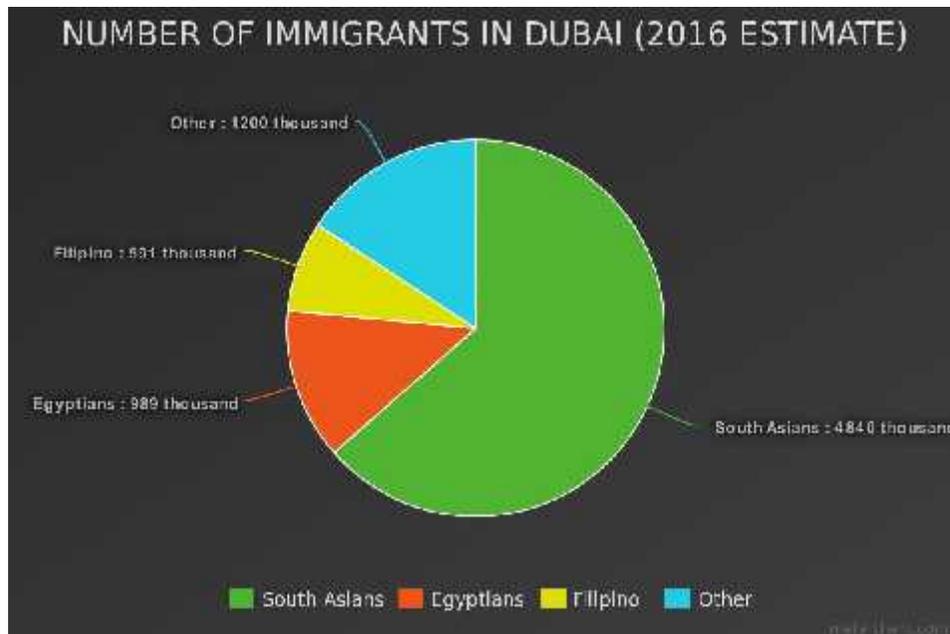
In regards to a customer base, things are pretty diverse in Dubai and UAE. In [a 2017 Fashionista article](#), Shashi Menon, the publisher of Vogue Arabia, stated that there are over 350 million people in the Arab world and more than half of them are under 26 years old. Additionally, with the rise of mobile and e-commerce technology, a huge opportunity lies for the fashion industry in this age group.



When dissected, even more, it is revealed that in the Middle East, **68% of the online shoppers are men and 32% are female.**

However, there is an opportunity to be exploited to other categories besides local population in the Middle East. In [a 2014 Emirates 24/7 article](#) Shaimaa Gargash, a fashion mogul claims that Dubai is a melting pot of more than 200 nationalities. This means that there are people with different tastes living there and the potential is unlimited because an entrepreneur can appeal to a different audience without even leaving the city. When we look at the structure in UAE more closely, a [CIA 2016 estimate](#) claims that there are 9.27 million people in the Emirates. **88% or 8.16 million of**

**them are immigrants** and only 12% or 1.11 million are natives. Of immigrants, south Asians comprise 59.4% or 4.84 million, 10.2% or 989 thousand are Egyptian, 6.1% or 591 thousand are Filipino, and 12.8% or 1.2 million are others.



Tourists are the most natural potential customers on the market. Shopping is tax-free in Dubai so it's no wonder that the retail industry makes up a third of Dubai's economy. Tourist over flood the region all the time. A perfect example for this is the [Dubai Mall that was visited](#) by more than 80 million people in 2015.

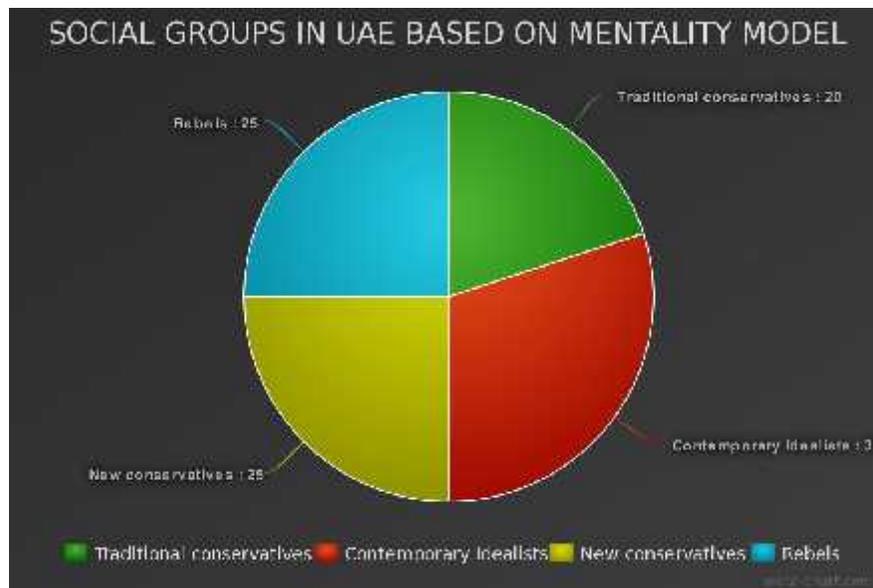
According to [emirateswomen.com](#), Emirati women were revealed to be the most secretive with their shopping habits, with one in five keeping their habits secret. In comparison, 6 out of 10 Asian respondents claimed to never, or 'almost never' keep their shopping habits from friends and family. According to Shedd "Westerners seem to be the proudest of their shopping habits; with 65% of Western women polled claiming they almost never keep their shopping habits private."

When it comes to how much women spend, the results showed that Asian and Western women spend a similar proportion of their income on fashion shopping – 16% and 15% respectively, with Emirati women spending 43%. **Almost a third of Emirati women polled (27%) spend 60% of their income or more on shopping each month, compared to just 3% of Westerners and Asians who spend the same proportion.**

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## TARGET GROUPS

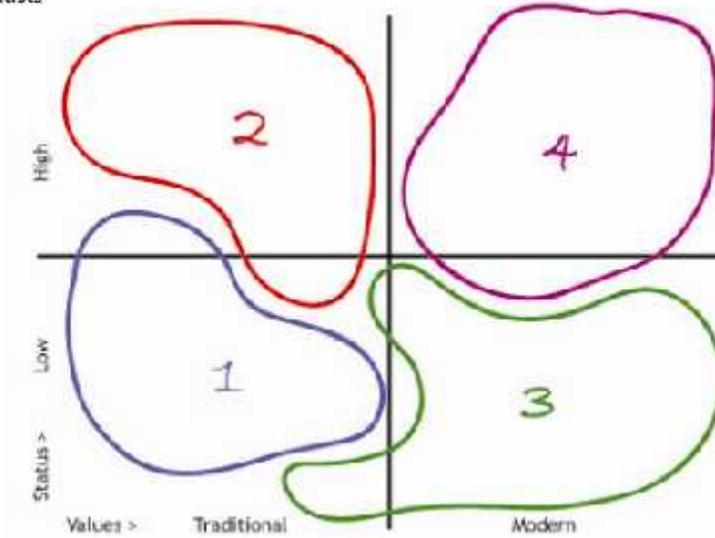
According to “[Online retailing & Fashion Accessories U.A.E](#)” market research from 2009, the UAE female fashion consumers can be divided into 4 target groups: Muhafizeen - Traditional conservatives (around 20% of the GCC (Gulf Cooperation Council) women), Usariyeen - Contemporary Idealists (around 30% of the GCC women), Mutazineen - (around 25% of the GCC women), and Motamaredeen - Rebels (around 25% of the GCC women).



1. **Traditional conservatives** - the moralistic, duty faithfully and status oriented conservative class hold on to traditions and material possessions.
2. **Contemporary Idealists** - the conformist, status-sensitive class who are looking for a balance between tradition and modern values consume and having fun.
3. **New conservatives** - the liberal-conservative social elite who wants to give full scope to technological development, but against social and cultural renewal.
4. **Rebels** - the open, critical and postmodern cosmopolitan aims to develop themselves. They are integrating experiences with modern values such as social success, materialism and having fun.

The diagram below showcases the four social groups based on their mentality model:

- 1- Traditional Conservatives
- 2- Contemporary Idealists
- 3- New Conservatives
- 4- Rebels



The **traditional conservatives** have high religious observance and are family oriented with a dislike for foreign influence. They tend to have collective attitudes & seek product led values in brands. The **contemporary idealists** strike a balance between friends and family, collectivism and individualism. They search as well emotional values and product values in a brand.

**New conservatives** dislike foreign influence but would be more open to egalitarian relationships and women working. They exhibit more individualism than the traditional conservatives. Seek emotional values as well as product led values in a brand.

The **rebels** are pioneers who exhibit a relatively low religious observance compared to the other groups, are more orientated towards friends than family, more open to working wives and show individualistic attitudes. They are career focused, neutral to foreign influence, believe in egalitarian relationships and seek emotional values in brands.

## COMPETITIVE LANDSCAPE

Dubai and the Emirates are a highly competitive and lucrative place for fashion retail. According to [2014 Emirates 24/7 article](#), more than half of all international retailers have their outlets in Dubai and around 1/3 of all luxury spending happens in the Middle East. The proof of this is hundreds of shopping malls and thousands of fashion shops that sell all kinds of apparel.

Furthermore, e-commerce sites are taking a swing in Dubai. Since 2011, [Namshi](#) is one of the most successful local online-only fashion retailers. International brands are shipping and delivering products in the Emirates.

## DIRECT COMPETITION

Independent stores that only sell online and cater to a small niche in Dubai are considered as direct competition.

Indie and alternative clothing styles are a rarity in the United Arab Emirates, but they are on the rise. After reviewing [a 2014 Raghunter article](#) as the most comprehensive source available on the net and analyzing the rankings if they fulfill the requirements, a couple of candidates have been singled out. Using a Google search for confirmation, only three online shops from the source and two from a Google search closely fit the criteria:

- [U Thrift Clothing](#) - an opposite from DIA, this Dubai based online shop offers a large spectrum of classical clothing at a low price.
- [DIA Style](#) - this site is the first site offering Arabic speaking buyers to buy luxurious brands from independent designers.
- [Ma Vintage World](#) - this store sells vintage items from different brands like Cartier, Chanel, Louis Vuitton and much more.
- [OMG Fancy That](#) - an e-commerce site specialized in discounted new, second-hand and vintage clothes features brands like Chanel, Louis Vuitton and more.
- [Garderobe Dubai](#) - an online boutique that gives space for individual sellers to sell vintage clothing and accessories.

## INDIRECT COMPETITION

Besides the direct competitors that offer the same products through the same distribution channels, several indirect competitors were identified as well. An indirect competitor can be any store that besides physical presence has an online presence as well and sell similar products that can be viewed as substitutes. As it's mentioned above, e-commerce is a booming branch in the last years. Dubai is slowly catching up with the rest of the world and is a serious contender to be one of the leading markets regarding internet sells. For example, from [Dubai Poster 2017 blog post](#) “**Awok**” and “**Next Direct**” fit the criteria. [2016 Magento Company article](#) participated in the list with the likes of “**Awok**”, “**Next Direct**”, “**Fashion World**” and “**Souq**”. [2014 Living Dubai article](#) adds

to the list sites like “Souq” and “Namshi”. [2017 Emirates Diary](#) contains all of the above-mentioned sites and contributes with the likes of “DODUAE” and “Dubai Bazaar”. It is apparent that most sites appear on a number of different ranking lists. According to the sources, top sites that commence retail on the web:

- [Namshi](#) - one of Dubai’s most popular and oldest fashion e-commerce portals.
- [Sivvi](#) - an online fashion shop for the Middle East.
- [DODUAE](#)- an online shopping site for women’s apparel.
- [Next Direct](#) - one of the most popular e-commerce Dubai stores, it offers many fashionable clothing accessories.
- [Fashion World](#)- 100% authentic products with free shipping all over the Middle Eastern region.
- [Awok](#)- probably the best e-commerce website. It’s not exclusively for fashion but there’s a lot to choose from.
- [The Dubai Bazaar](#)- a Dubai online shop is one of the top places to buy products that fit every consumer.
- [Souq](#) and [Sukar](#)- one of the most famous online shopping destinations, Souq is like a Middle Eastern eBay. Sukar, a derivative of Souq, is a place for shopping for fashion items at affordable prices.

## SELLERS

As one of the richest places on Earth, there are no shortages of stores in Dubai and The United Arab Emirates also. Clothing stores and boutiques are not exceptions. After an extensive search on [LinkedIn](#), [Google Maps](#), [Google](#) and [Emirates Yellow Pages](#), regarding the keywords **indie or independent shops/stores**, there were just few sources that will be presented below. Most of the stores are taken from the [2014 Time Out article](#) and a couple, [The Closet](#), [Reem’s closet and Sophie’s Closet](#) from a [2014 Raghunter article](#). Some of the most popular indie shops are:

Name	Address	Shop Info	Facebook/Owner	Social Media			Online Store	Alexa		Product Categories	Price range	Type of company
				Facebook	Instagram	Twitter		Rank	Daily Pageviews			
West L.A. Boutique	35 Sa Street - Dubai - United Arab Emirates	A Western style shop that offers modern clothes for moderate prices.	Ala Korayem	Facebook Page		Twitter	No	/	/	Trendy, cool Los Angeles inspired clothing, shoes and accessories.	/	Seller
Melrose Etc.	Sheikh Zayed Rd - Dubai - United Arab Emirates	Offering high-quality brands to customers in Dubai.	/	Facebook Page	Instagram	Twitter	Yes	/	/	Branded, new clothing and accessories.	/	Seller
Q-Cosmos	SHOP NO 2, BEACH HOTEL APARTMENT AL HUDAIBA RD, JUMEIRAH 1 - Dubai - United Arab Emirates	One of the unique shopping destinations in Dubai.	Omar Bin Khadija	Facebook Page	Instagram	Twitter	No	13,567,652	95	Branded, new clothing and accessories.	/	Seller
WillyDor	Galena Mall, Retail Store #5, Al Wasl Rd, Jumeirah 2 - Dubai - United Arab Emirates	A fanboy and super-funky boutique. This shop also sells their products online.	Mrs. Ghalla Ali Abbas	Facebook Page	Instagram	Twitter	Yes	11,341,433	241	Branded, high-end, new clothing and accessories.	\$27 - \$1200	Seller
Seed&S	City Walk phase 2, The Boulevard, Building T3 - Dubai - United Arab Emirates	A perfect place to buy vintage pieces of clothes beginning from the 1930s up the 80s.	Maha Akhla Hashmi	Facebook Page	Instagram	Twitter	Yes	2,841,148	338	Branded, high-end, new clothing and accessories.	\$199 - \$2710	Seller
Concept 102	112 Saadi Rd Jumeirah 1 - Dubai, UAE	A mixture of a coffee shop and a boutique, this shop is owned by two French brands and offers a plethora of international brands.	Emmanuelle Savito and Alexandra de Montaubain	Facebook Page	Instagram	Twitter	No	8,190,846	534	Trendy fashion, home decor and food.	/	Seller
Sauce	Dubai Design District (D3) Dubai, UAE P. O. Box 74115	is an avant-garde fashion store in Dubai, which offers many regional brands and contemporary collections.	Zayan Ghandour	Facebook Page	Instagram	Twitter	Yes	2,000,130	1215	Trendy, contemporary clothing, shoes and accessories from regional designers.	\$53 - \$2300	Seller
Urbanist Shop	Box Park, Al Wasl Rd - Dubai - United Arab Emirates	Concept store for trendy fashion, home objects, and a touch of Art.	Sandra Malkin	Facebook Page	Instagram	/	No	/	/	Branded, new clothing and accessories.	/	Seller
Audrey's Cat	Dubai, United Arab Emirates	A sanctuary for unique vintage pieces of clothing and jewelry.	Lynda Kirby	Facebook Page	/	/	No	/	/	Vintage Jewellery.	/	Seller
GetHerbie	Vila 556, Jumeirah Al Mizna, Umm Suqyan 1, PO Box 13581 Dubai, UAE	A predominantly online shopping place, this is a pretty cheap store that offers large discounts.	Micha Maatouk	Facebook Page	Instagram	Pinterest	Yes	3,210,733	258	Pre-owned branded accessories.	\$110 - \$4350	Seller
The Zoo Concept	Vila 142, Jumeirah Road Jumeirah 1 - Dubai - United Arab Emirates	A store for unique, innovative and up and coming brands.	Maha and Hussein Abdul Raheem	Facebook Page	Instagram	Twitter	No	/	/	Quirky, unique, hipster fashion.	/	Seller
The Closet	Jumeirah Centre, 1st floor, Shop 77A, Jumeirah 1, Dubai	Since 2010, this is the largest shop in the Middle East for selling and buying pre-owned and brand new designer handbags and other accessories. They also sell online and individuals can sell their branded bags that they no longer use through their website.	Hafsa Soliman	Facebook Page	Instagram	Twitter	Yes	2,106,580	543	Pre-owned branded accessories, jewelry and bags, that are mainly vintage.	/	Seller
Sophie's Closet	Jewelry store in Dubai, United Arab Emirates	One of the most famous places to stop for vintage jewelry.	Sophie Khalil	Facebook Page	Instagram	Twitter	Yes	2,085,115	362	Vintage Jewelry.	\$19 - \$2000	Seller
Raeen's Closet	Shop 107 Mazaya Centre sheikh zayed rd Dubai, United Arab Emirates	A shop for non-organically second-hand clothing and accessories.	/	Facebook Page	Instagram	Twitter	Yes	/	/	Pre-owned designer handbags, clothing and accessories.	/	Seller

In conclusion, 14 sellers were detected in Dubai and the UAE. The modern internet influenced is noticeable immediately. **12 of the boutiques have web sites.** Retailers have realized the potential that a social platform like Facebook **and all of them have an official Facebook page.** Also, as other portals of free promotion exist, 12 boutiques have an Instagram page and 11 have a Twitter profile. Only one company promotes itself through Pinterest. Regarding a web sites popularity, the most popular on the list is “Sauce”, ranking on Alexa on the 2069192nd place with 1215 daily page views. When it comes to online shopping, **most of the boutiques, or 8 in total, have the option to purchase their apparel online.**

## INDUSTRY INFLUENCERS

Fashion is a booming industry. Because of that, lately, there are a bunch of fashion authorities appearing on the Internet. Most common places where people can voice their opinions is a blog and Instagram. So, after researching a couple of sources such as [2015 Sassy Mamma article](#), [2016 Culture Trip article](#), [2013 Vogue article](#), [Grafdom Article](#) and [a 2016 Emirates Woman article](#) a list of influential and popular people in the fashion industry can be made:

Name	Address	Basic Info	Franchise/Owner	Social Media			Alcova		Product Categories	Price range	Type of company	
				Facebook	Instagram	Twitter	Online shop	Stock				Help / experience
<a href="#">Kafya Koutanouchi</a>		Dubai-based, Dubai-based Kouty showcases her collection of local made West pieces. She started out selling on Facebook and through her own website at Kaf, but now Instagram is her main selling point where customers can see her designs.	Kafya Koutanouchi	Facebook, Page, Instagram	Twitter	Yes	2013/2014	17	Independent designer, showcasing unique, indie clothing pieces.	\$100 - \$1000	Individual Designer/Seller	
<a href="#">Alena Karaman</a>		Dubai based fashion designer with an ever evolving brand. Hooma Al Karama is the young designer and owner of the UAE-based, women's clothing brand Alena Karaman. Launching her 2016 collection soon, Hooma continues to create new fashion season after season.	Alena Karaman	Facebook, Instagram, Twitter	Twitter	No	2011	153	100	Independent designer, showcasing unique, indie clothing pieces.		Individual Designer/Seller
<a href="#">Reem Al Roma</a>		Dubai based freelance stylist Reem Al Roma is currently showcasing her 2016 collection on her Instagram page.	Reem Al Roma	Facebook, Page, Instagram	Twitter	No	2014	238	120	Independent designer, showcasing unique, edgy, bold, and playful fashion designs.		Individual Designer/Seller
<a href="#">Karl Alkaseb</a>		Dubai based freelance stylist Karl Alkaseb currently showcasing his 2016 collection on his Instagram page.	Karl Alkaseb	Facebook, Page, Instagram, Twitter	Twitter	No	2014	125	100	Fashion and Lifestyle Blog		Individual Designer/Seller

In conclusion, four influencers were identified. While without a doubt there are more of them out there, these 4 are the most influential and are trend setters of Dubai's Indie fashion scene. Naturally, all of them are recognized and present on the web. All of them have their personal Facebook page. As a more useful marketing tool for this type of industry, it's no wonder that all of them promote themselves on Instagram too. On the other hand, only two of them are present on Twitter and only one of them holds an online shop. And lastly, three of them are independent designers and one is a fashion blogger.

## SUMMARY

This research clearly shows that **the fashion industry is in expansion in the world and especially Dubai and the Emirates**. As a growing economy and a home of hundreds of luxurious malls, it is expected for Dubai to surpass the likes of Paris and Milan as far as fashion goes. [The National 2016 article](#) reports that Dubai and the region have become leaders for fashion, from design to production. So, it is no wonder that Arabs have spent \$320 billion on luxury fashion in 2016 alone. More precisely, a [2016 Research Konnection article](#) reports that **UAE is ranked 7<sup>th</sup> on the 2015 Global Retail Development Index and has a highest market attractiveness score (97.6%) and lowest market saturation score (16.5%)**. When combined with the fact that Dubai's apparel market is expected to grow by 5.5% each year, it is apparent that this industry is highly profitable and popular.

An addition of a new technology has made things even more interesting. Since 2013, e-commerce has taken a swing in Dubai and UAE. According to a 2016 [Magento Company report](#), **Middle East e-commerce market is worth USD\$ 7 billion and UAE's e-commerce market is expected**

**to reach USD\$ 2 billion by 2018.** This means that slowly shopping habits are changing and people, especially young ones, are more comfortable with their products being delivered to their door than spending the whole day in a supermarket. This is why, according to [2016 Branex article](#), **47% of citizens in the UAE own an online payment card and 15% of businesses in the Middle East have an online presence.**

Regarding potential customers, [a 2017 Fashionista article](#) states that **over half of the Arab population are young people.** However, not only natives are targeted as potential customers. For example, **Dubai is a melting pot of more than 200 different nationalities.** In pure numbers, **less than 12% of the United Arab Emirates population is native.** Also, because Dubai is a tax-free zone for shoppers, tourists flood the place all the time.

When it comes to how much women spend, the results showed that Asian and Western women spend a similar proportion of their income on fashion shopping – 16% and 15% respectively, with Emirati women spending the most with 43%. **Almost a third of Emirati women polled (27%) spend 60% of their income or more on shopping each month, compared to just 3% of Westerners and Asians who spend the same proportion.**

Fashion market can be divided into 4 target groups: Muhafizeen - **Traditional conservatives** (around 20% of the GCC (Gulf Cooperation Council) women), Usariyeen - **Contemporary Idealists** (around 30% of the GCC women), Mutazineen - **New conservatives** (around 25% of the GCC women), and Motamaredeen - **Rebels** (around 25% of the GCC women).

The rebels are the most attractive target group; they are pioneers who exhibit a relatively low religious observance compared to the other groups, are more orientated towards friends than family, more open to working wives and show individualistic attitudes. They are career focused, neutral to foreign influence, believe in egalitarian relationships and seek emotional values in brands.

Regarding **competition**, this segment is separated into two parts: **direct and indirect.** Direct competitors are scarce because obviously **indie fashion scene is under represented in UAE and Dubai.** However, a few representatives of this culture are the e-commerce sites: [U Thrift Clothing](#), [DIA Style](#), [Ma Vintage World](#), [OMG Fancy That](#) and [Garderobe Dubai](#).

The list is long when looking at the indirect competition. This is no wonder for Dubai which is becoming Mecca for business and fashion. E-commerce sites such as [Namshi](#), [Fashion World](#), [Awok](#) and much more rule the internet market.

Dubai has its fair share of indie fashion shops. Two sources, [2014 Time Out article](#) and [2014 Raghunter article](#) present the most famous and successful indie shops such as [Bambah](#), [Sauce](#), [Audrey's Cat](#) and much more.

One of the most underrated parts is industry influencers. **These people shape and grade the fashion industry with their expertise and talent.** [Aiisha](#), [Shoestova](#), [Katya Koynovich](#) and more are fashion designers and bloggers that shape and give their opinion about fashion and everything related. Also, many of them sell their designs online or are employed by companies in the process of creating new apparel.

In conclusion, there is scarce information about indie fashion in Dubai and UAE. However, it is certain that this region is booming economically and culturally. Additionally, **e-commerce is becoming more and more popular, especially among young people.** The result is that indie fashion is underrepresented in this part of the world and with internet trends, it can be monetized quite successfully.