

N O O N B Y N O O R

Noon By Noor showcases its Spring 2023 Collection at London Fashion Week

LONDON, 16th Sept 2022 – Noon By Noor designers Shaikha Noor Al Khalifa and Shaikha Haya Al Khalifa showcased their Spring 2023 collection at an intimate presentation today at London Fashion Week.

The collection is realised in a simple and natural colour palette: Pale Pink, Mint Green, Stone, Navy and Ivory, leaving plenty of room to play on texture and form best appreciated in hand.

Utilitarian details and oversized shapes are infused with transparencies and elements of lightness and softness. Beautifully engineered sportswear-inspired shapes and sculptural layers sit alongside dresses and tops with dainty crisscross strap-tie open-back detailing. Subtle lingerie details are used throughout the collection.

Boxy oversized shirts and luxurious sheer tops in coated organza, or sometimes crinkle chiffons and lace are layered over dresses or paired with low-slung pants. Two floral prints in different scales and colours are cut in a range of versatile separates in modern shapes.

“We wanted to celebrate with this collection a moment of joy and innocence where fashion once again is a moment of pleasure,” said Shaikha Noor Al Khalifa.

“We think the Noon By Noor woman will have fun styling this collection. It is conceptually simple yet rich with unexpected details,” said Shaikha Haya Al Khalifa.

Extending the design concept of the collection into a deliberately understated yet classical set of imagery, the new season collection lookbook is documented in a stark white studio, allowing the garments to speak for themselves.

Clean yet striking, the lens focuses on the personality and attitude of the talent, allowing individuality and strength to take centre stage.

Complimenting it, the film showcases a portrayal of sisterhood in the context of the home. Through sculptural gestures, touch and togetherness, the film highlights the beautifully engineered collection details, layers and transparencies.

With no audible dialogue, subtitles, or linear narrative, a deep sense of trust is felt throughout the film, creating an air of authentic femininity that extends beyond the frame.

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The designers worked alongside Art Director Sarah-Jayne Todd, Photographer and Filmmaker Esther Theaker, Stylist Hanna Kelifa and Casting Director Gabrielle Lawrence to craft the season's visual media starring identical twins Amelie Köpf and Charlotte Köpf exclusive to Noon By Noor at London Fashion Week.

"Having reputable female creatives interpret our designs through their lens is inspiring," said Shaikha Noor Al Khalifa. "We loved engaging with an all-woman team this season and are very grateful for everyone who has helped us bring our vision to life."

Founded in Bahrain in 2008 by Designers Shaikha Noor Al Khalifa and Shaikha Haya Al Khalifa – business partners and cousins, Noon By Noor is a womenswear brand. In 2013, Noon By Noor became the first GCC-based fashion brand to be invited to NYFW where it continued to show prior to its shift to LFW in 2021.

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[Download Noon By Noor's Spring 2023 LFW Presentation Press Kit.](#)

Team Credits

Lookbook, Film

Photographer & Filmmaker: Esther Theaker @esther_theaker

Art Director: Sarah-Jayne Todd @sarahjaynetodd_

Stylist: Hanna Kelifa @hannakelifa

Hair: Chi Wong @chiwonghair

Makeup: Crystal Bel @crystabelmakeup

Manicurist: Lauren Michelle @laurenmichellepires

Casting Director: Gabrielle Lawrence @peoplefile

Film Talent: Amelie Köpf @ameliekpf, Charlotte Köpf @charlotte.

Lookbook Talent: Karolina @karoodoo, Sara Leila @saraleila_1

Production: North Six @northsix

Film (Extended Team):

DP: Sam E.H. Hooper @samehhooperdop

Sound Design: Hannah Thurlow @hannahtthurlow

Set Design: Amy Stickland @amystickland_setdesign

Presentation (Extended Team):

FOH: L52 Communications @l52world

Location: @regentscrescent #regentscrescent

Special thanks to Design Consultant Michael Herz (@earlyherz)

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About Noon By Noor

Noon by Noor's modern aesthetic and ethos fuses understated luxury with a sense of self-assured femininity. Relaxed silhouettes and intricate details combine with a deep appreciation of masculine dress codes, to create signature pieces: a perfectly tailored blazer and oversized shirt, fundamentals that continue to define the designers' vision.

Noon by Noor's design philosophy lies in true artistry with a subtle hand, where timeless wearable pieces are constructed and adorned with exquisite details. Precise yet relaxed crisp-cotton shirts that riff on masculine codes are worn under immaculately structured tailoring and paired with impeccably cut trousers. The brand sources the very finest quality fabrics and materials – understated yet truly luxurious.

For more information, visit noonbynoor.com.

Press Contact:

International	ruba@noonbynoor.com
London	iselin@L52.co.uk
Dubai	charlotte@fauxconsultancy.com