

NOON BY NOOR

[FOR IMMEDIATE RELEASE]

Noon By Noor presents Spring Summer 2024 collection at London Fashion Week, 'Moonlit'.

LONDON, 15th September 2023 – Founders and Designers Shaikha Noor Rashid Al Khalifa and Shaikha Haya Mohamed Al Khalifa of Noon By Noor presented their Spring Summer 2024 collection titled 'Moonlit' today at London's 'HERE at Outernet'.

Inspired by the duality of light and shade seen in the moon, the collection personifies the balance of contrasting elements across colors, fabrics, structure, mood, and silhouette.

Cape-like sleeves create an airy and voluminous effect, with low cuts and narrowing cuffs. Square-cut shirts, some cropped, and others transformed into bibs or featuring buttoned hems, add volume and versatility. Utilitarian cargo pockets make a stylish appearance on chinos, shorts, and cotton dresses tied at the back, while jackets showcase clean lines and simplicity without linings, facings, or canvas.

In a collaborative effort with their creative team, the designers took a cinematic approach, delving into the multifaceted nature of the Noon By Noor woman by seamlessly blending romance, softness, independence, and strength to celebrate versatility and individuality.

"A mother, a boss, a lover, a leader. Our woman at Noon By Noor is all of these and more," expressed Shaikha Noor, highlighting the brand's commitment to inclusivity and embracing the diverse roles women play in society.

Noon By Noor's choice to showcase the collection during London Fashion Week at 'HERE at Outernet' reflects their dedication to extend the experience beyond the invited press and buyers and empower a wider audience to appreciate the artistry throughout the day.

The catwalk film, shot amidst the gardens of the RAK Art Foundation in Bahrain, holds special significance for the designers. It emphasizes Noon By Noor's support for local and international creative talent, pushing the boundaries of innovation and artistic expression.

Embracing the unexpected and the beauty of accidents, Shaikha Haya Al Khalifa highlighted the brand's adaptive creative process, "The Middle East in August is extremely hot and humid, so we worked with the elements, the heat and humidity as we created our show look. We made our woman glossy and wet as if she had just emerged from a shower or a swim in the sea, confident and strong."

Noon By Noor's Spring Summer 2024 collection is a testament to the brand's vision of harmonious contrasts and adaptive creativity. With its captivating designs that embody versatility, the brand continues to inspire and celebrate the unique spirit of women.

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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, as embodied by delicate, cobweb-like knits – provide a tactile wearability, best appreciated in hand.

For more information, visit noonbynoor.com.

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