



**Have it fashioned
Have it a One-Off**



Hiba Hourani design was created to give today's woman a look that speaks the language of our modern world and empowers her beauty while she leads a successful life.

We produce four different lines of fashion:

- Uniforms
- Ready-to-wear outfits
- Custom-Made fashion
- Custom accessories
- Creative T-shirt line with empowering messages

Starting from the moment of conceptualization, each one of these lines represents the values and aesthetics of our vision and the sense of fashion of our founder. Which revolves around offering a new concept of beauty that empowers femininity with a vintage and elegant look that suits 21st-century women and highlights their beauty, passion, and dreams.

Our Story

Born to a family of artists, Hiba Hourani began her journey in the fashion design industry at an early age, learning the craft from her grandmother, a renowned fashion designer herself, and then with her mother, and keeping the legacy alive until today. Hiba continued exploring art and beauty to find her style by studying at ESMOD Dubai, following fashion gurus, and collaborating with local brands like OLYMPIA Sports Wear. She developed a distinctive style inspired by international aspects of fashion design and local elements of her culture as a Syrian designer.

Hiba's designs reflect her unique ideas about beauty and fashion, where feminine meets strength and royal classicism meets modernity.



Bespoke Uniform Designs

Here at Hiba Hourani, we believe that uniforms should be stylish, comfortable, fashionable, and as unique as your brand. From the start, designing your uniform is all about your brand and image. We understand that everyone's needs and wishes are different. Thus, we will be working hand-in-hand to revitalize your brand through a customized uniform that is mainly inspired by your brand, story, industry, and message. We will communicate with you throughout all designing stages; fabric, range, color, style, cut, and final touches.

With years of experience in the fashion industry, our founder Hiba Hourani is passionate about enabling companies to create a uniform that expresses their brand and encourages their team. A great outcome can only come from our cooperation, with your desires, needs, and goals combined with our sense of fashion, knowledge, and imagination.

First impressions do really count, and branding is vital. We are here to differentiate your business from your competitors; the last thing you want is to end up looking just like everyone else!

Our business has been built on the concept of customization. Filling a catalogue with a generic range of products would be easy, but easy will never suffice our vision for branding.

Your story will be heard!
we will draw it with you.



Quality And Durability

The superiority of every garment begins with the proper fabric selection. The uniform market is filled with poor-quality textiles, but that is confidently not our basket! We take the production and quality of your uniforms seriously. We work very closely and precisely with the best fabric suppliers and manufacturers in UAE. We constantly examine and assess our products in order to ensure they encounter our solid standards.



Our carefully selected range of hard-wearing fabrics ensures durability whilst enabling the staff to perform their tasks and daily routines comfortably and safely. We trust that the durability of our garments plays a significant role in guaranteeing long-term solutions to uniforms, hence reducing waste and loss.

We are highly committed to delivering your expectations in terms of fabric, measurements, fittings, quality, and fine finishing, all in accordance with schedule.



How We Do It

We consider the process to be in collaboration!

— Blank Canvas:

Each venture starts with a blank canvas, and each costume is tailored to meet your individual requirements. After meeting up with you, we will determine the plan of work. We will be able to comprehend your business and needs. We then will go through your style guide, color palette and a particular theme you desire, and then we will dive in!

— Mood Board:

We will prepare mood boards, assemble & compare fabrics, and present sketches to you.

— Fabric Selection:

We wisely choose the fabric based on the quality, price, suitability, and the existing fashion trends, keeping in mind what would work the best with the design. With constant observation and experience, we can develop the ability to picture a scenario in mind with the fabric chosen to visualize the final result. Fabric selection will be in line with your needs and what trends interest you.

— Measurements and Sampling:

We will create a sample in one specific size then our team will test it to ensure it meets standard sizing. We strive to make the process as smooth as possible. You get to try out and approve as we go on so we can eliminate any surprises at the end.

— Production and Finishing:

After you approve the final sample, production begins with due diligence and sufficient care for details and finishes.

— Follow Up:

We will keep in touch for your feedback and comments. We deliver what we promise. And we promise to commit.