

Fifty One East Presents Its First-Ever Eveningwear Trunk Show in a Celebration of Artistry and Innovation



Published on November 4, 2025

Document Date: Thu, Mar 05 2026 03:49:33 pm

Category: , English, Qatar - , Snippets

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- *An exclusive showcase spotlighting the craftsmanship of 11 international designers alongside immersive fashion experiences*

Doha, Qatar – November 04, 2025: Fifty One East, Qatar’s favorite department store, unveiled its first-ever eveningwear trunk show of this scale, an unprecedented showcase uniting eleven of the world’s most prestigious brands under one roof. The exclusive event celebrated the artistry of couture, the innovation of contemporary design, and the immersive experiences that define modern luxury.

The opening event welcomed loyal clientele and key media partners to a showcase that seamlessly blended fashion, art, and emotion. Against a backdrop inspired by Roman architecture, each brand presented its Spring/Summer 2026 eveningwear collection in a uniquely designed booth adorned with Roman-style pillars and ethereal lighting. Guests enjoyed premium catering by Pierre Hermé and the exquisite offerings of Boucheron’s Jardin d’Hiver Café, complemented by captivating performances featuring a saxophonist on a ladder, a violinist encased within a decorative frame, and the mesmerizing spectacle of a flying piano.

A Curation of Global Excellence

Bringing together *Carolina Herrera, Georges Hobeika, Giambattista Valli, Jenny Packham, Kiton, Marmar Halim, Monique Lhuillier, Naeem Khan, Oscar de la Renta, Saiid Kobeisy, and Tony Ward*, the event showcased the latest eveningwear collections through a unified lens of artistry and innovation.

Each designer offered a unique interpretation of contemporary elegance: *Carolina Herrera* paid tribute to Madrid's Golden Age and La Movida movement through vibrant florals and sculptural tailoring; *Georges Hobeika* celebrated slow craftsmanship and timeless sophistication; *Giambattista Valli* revealed ethereal romanticism with airy, floral-infused silhouettes; and *Jenny Packham* evoked cinematic glamour with crystal-embellished gowns. *Kiton* brought understated Neapolitan precision to soft, flowing tailoring, while *Marmar Halim* balanced strength and grace through sculptural draping and metallic hues. *Monique Lhuillier* expressed radiant femininity with bold colors, florals, and intricate embellishments, while *Naeem Khan* dazzled with cultural motifs and vibrant embroidery. *Oscar de la Renta* embraced nature's renewal through porcelain florals and textural movement; *Saiid Kobeisy* refined couture codes with modern refinement; and *Tony Ward* reimagined Atlantis as a poetic metaphor for beauty and allure.

An Immersive Fashion Experience

Beyond the runway, the event offered guests a rare opportunity to engage directly with the brands in a curated, sensory experience that merged storytelling, design, and retail. Every detail was conceived to reflect Fifty One East's commitment to elevating the luxury fashion landscape in Qatar.

With this debut, Fifty One East reaffirmed its role as a tastemaker and cultural hub, curating not only access to the world's most esteemed designers but also experiences that celebrate beauty, creativity, and innovation in every form.