

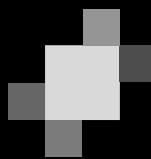
THE REGION'S LARGEST FASHION,
BEAUTY & LIFESTYLE CONFERENCE



PROGRAM OVERVIEW

OCT 30 — NOV 03

OUR PARTNERS



FASHION مستقبل
الأزياء FUTURES

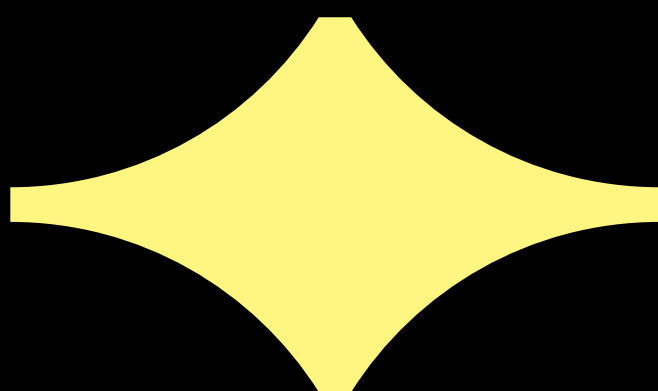


THE
SKINCARE
EDITION



JAX District حي جاكس

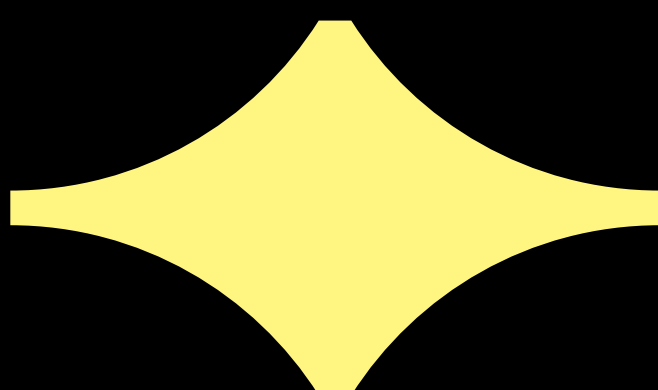
HIA HUB



DAY ONE

WEDNESDAY

OCT — 30



3:30- 3:45 PM

TALK

In partnership with



B8
FF Masterclass
Room

Fashion Futures Opening Notes



Burak Çakmak
CEO, Saudi Fashion
Commission

3:45 - 4:15 PM

TALK

In partnership with



B8
FF Masterclass
Room

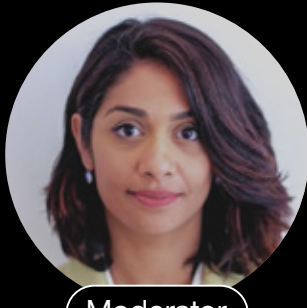
Fashion Futures Digitized: Gateway to the
Saudi Fashion Industry's Insights and Innovation



Stijn Groenink
Senior Partner &
Executive Board Member,
Metyis



Ammar Bogari
General Manager for
Strategy & Business
Development,
Fashion Commission



Moderator

Dr. Rawan Maki
Director of Advisory,
The Business of Fashion

4:25 - 4:45 PM

PANEL

In partnership with



B8
FF Masterclass
Room

Capitalizing on KSA and Beyond: Unveiling
Market Opportunities In Saudi Arabia



Burak Çakmak
CEO, Saudi Fashion
Commission



Patrick Chalhoub
Group President,
Chalhoub Group



Mazroua Al-Mazroua
Chief Marketing & Experience
Officer, Board member, KAFD



Moderator

Ritu Upadhyay
Middle East Bureau Chief, WWD

4:55 - 5:25 PM

TALK

In partnership with



B8
FF Masterclass
Room

Furlan Marri: Building a Saudi-Swiss
Luxury Watch Brand



Hamad Al Marri
Co-founder & Artist,
Furlan Marri



Mashael Al Dakheel
Features Director,
Hia Magazine

Moderator

5:55 - 6:25 PM

TALK

In partnership with



B8
FF Masterclass
Room

Inside the TikTok Community: Trends, Insights,
and the Evolution of Fashion Culture



Kinda Ibrahim
Regional GM, Operations
- TikTok METAP, Central &
South Asia



Nirvana
Content Creator



Raneem Basyoni
Partnership Manager,
TikTok MENA

Moderator

6:35 - 7:05 PM

PANEL

In partnership with



B8
FF Masterclass
Room

The Future of E-commerce and How to
Hyper-Personalize the Gulf’s Digital Market



Amit Keswani
Chief Omnichannel Officer,
Chalhoub Group



Alexandra Van Houtte
Founder & CEO, Tagwalk



Katie Golding
Chief Marketing Officer,
SRMG

Moderator

DAY
01

OCT
30

8:30 - 9:00 PM

PERFORMANCE

In partnership with



Billboard
Arabia
Mainstage

DJ Mubarak



9:00 - 10:00 PM

PERFORMANCE

In partnership with



Billboard
Arabia
Mainstage

Lil Eazy



10:00 PM -
12:00 AM

PERFORMANCE

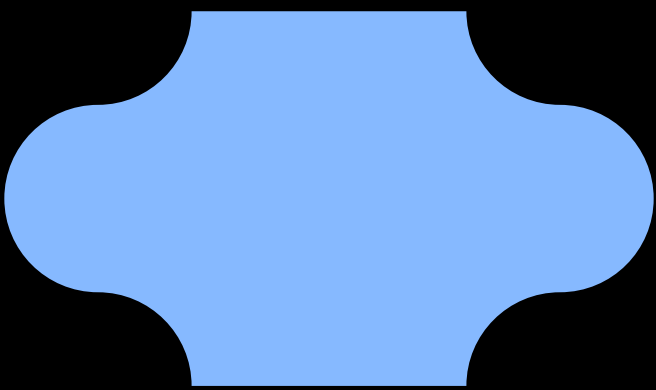
In partnership with



Billboard
Arabia
Mainstage

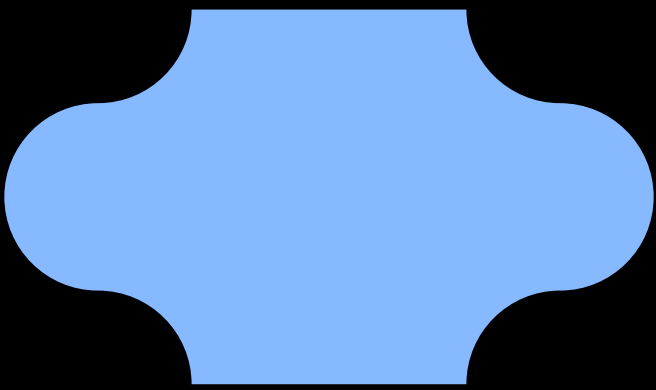
Sannude





DAY TWO

THURSDAY
OCT ____ 31



3:30 - 4:15 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

The Current Landscape of Beauty
& The Evolution of Skincare



Patrick Chalhoub

Group President,
Chalhoub Group



Franck Marilly

Chairman,
Shiseido EMEA



Hasmik Panossian

Regional Managing Director,
Sephora ME



Laurent Duffier

Managing Director,
L'Oréal Middle East



Henk van der Mark

VP retail, Commercial &
business Development,
Estée Lauder Companies
EMEA



Moderator

Lynn Al Khatib

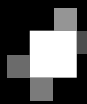
VP Communications,
Chalhoub Group

4:00 - 5:30 PM

WORKSHOP



In partnership with



FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room A

A Hia Magazine Workshop: Crafting Impactful
Fashion Editorials and Resonant Content



Mashael Al Dakheel

Features Director,
Hia Magazine



Jeff Aoun

Fashion Director,
Hia Magazine



Abdelrahman

El Shahed

Artist



Abdulrahman Al-Abed

Fashion Designer, Founder of
Qormuz



Nour Aldhahri

Fashion Designer, Founder
of Nour Aldhahri

4:25 - 4:55 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Gen Z’s Skincare Evolution in GCC:
UNFILTERED

Report presentation by:



Jasmina Banda
Chief Strategy Officer &
SVP Fashion JVs,
Chalhoub Group



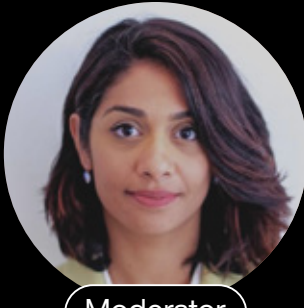
Andrea Fetzer
VP Strategy,
Chalhoub Group



Marriam Mossalli
Co-Founder & Chief Marketing
Officer, Powder Beauty



Mohamad Al Khalil
Managing Director, Shiseido



Moderator

Dr. Rawan Maki
Director of Advisory,
The Business of Fashion

5:00 - 7:00 PM

WORKSHOP



In partnership with

FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room B

Runway to TikTok: Mastering Fashion & Beauty
Content Creation



Raneem Basyoni
Partnership Manager,
TikTok MENA



Sara Moaz
Lifestyle Partnership Manager,
TikTok MENA

5:05 - 5:35 PM

PANEL

In partnership with



THE
SKINCARE
EDITION

B3
Masterclass
Room

Beauty in Retail: Maximizing Growth Opportunities
for Home-Grown and International Brands



David Vercruysse
President Managed Companies,
Chalhoub Group



Hind Sebti
Founder and CGO,
Waldencast



Hasmik Panossian
Regional Managing Director,
Sephora ME



Youssef Benkirane
General Manager,
L'Oréal LUXE



Moderator

Lynn Al Khatib
VP Communications,
Chalhoub Group

6:05 - 6:20 PM

KEYNOTE

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

The Story Behind Aesop



Suzanne Santos
Chief Customer Officer,
Aesop

6:30 - 7:30 PM

WORKSHOP

JOALI BEING

In partnership with



B8
Workshop
Room A

Wellbeing Workshop



Jason Sloan
Wellbeing Director



Marina Kurban
Resident Herbologist

6:30 - 7:00 PM

PANEL

In partnership with



THE
SKINCARE
EDITION

B3
Masterclass
Room

Driving Skincare Growth: Consumer-Driven
Trends and Omnichannel Partnerships



Salem Kaissi
SVP Beauty,
Chalhoub Group



Maha Rifai
Co-founder and Chief
Scientific Officer, Beesline



Elyes Jeribi
Chief Strategy Officer,
Nice One



Youssef Benkirane
General Manager, L'Oréal LUXE



Moderator

Sujata Assomull
Journalist and Author

7:10 - 7:40 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Skincare for All: Importance
of Inclusivity in Skincare



Nicole Nitschke
Managing Director,
Faces



Joewsef (Skinfits)
Skincare Influencer



Dr. Rana K Shahab
Dermatologist



Evangelo Bousis
Founder, Enhanse



Moderator

Lara Akkari
Strategy & Communication
Director, Hia Magazine

8:00 - 9:00 PM

WORKSHOP



Cosmo Dreams’
Exhibit

Performance “Painting Turns into Dress”
by Artist Marina Fedorova



Marina Fedorova
Artist

8:00 - 9:00 PM

MASTERCLASS

In partnership with



B8
Masterclass
Room

A Masterclass in the Art of Piercing,
Fine Jewelry Design, and Ear Curation
with Maria Tash



Maria Tash
Founder, Maria Tash



Moderator

Lolwah AlShaqha
CEO of the Fashion Association

8:15 - 8:30 PM

TALK

Mainstage

Moatasem Al Nahar on Crafting a
Timeless Presence On & Off Screen



Moatasem Al Nahar
Middle Eastern Actor



Nada Baeshen
TV Host, Entrepreneur,
and fashion enthusiast

8:30 - 9:15 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Discover The Guerlain Skincare Essentials
With The Secret of Facialist Gestures



Daniel Hamdan
Regional Beauty Ambassador

8:30 - 9:15 PM

TALK

In partnership with

FASHION مستقبل
الآزياء FUTURES

THE
SKINCARE
EDITION

B3
Masterclass
Room

Noor Stars: Redefining Digital Success in
Conversation with TikTok



Noor Stars
Entrepreneur & Content Creator



Melina Malliaroudaki
Celebrity and Public Figure Partnerships
Manager, TikTok MENA

DAY
02

OCT
31

9:45 - 10:45 PM

PERFORMANCE

In partnership with



Billboard
Arabia
Mainstage

Jori Qattan & Hams Fekri



11:00 PM -
12:00 AM

PERFORMANCE

In partnership with

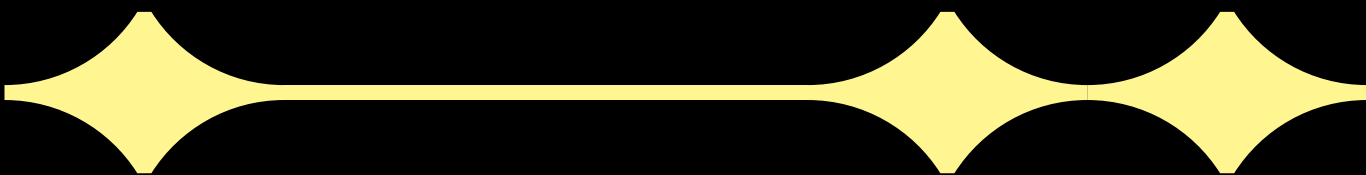


Billboard
Arabia
Mainstage

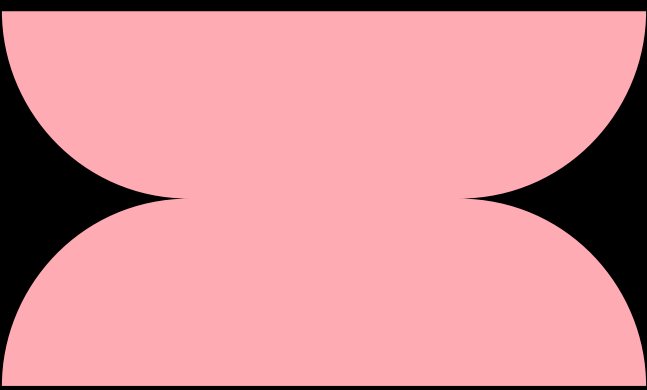
Sannude



GET YOUR
TICKETS NOW

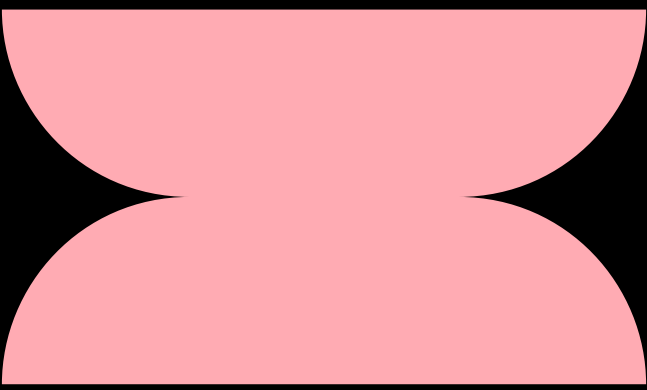


HIAHUB.COM



DAY
THREE

FRIDAY
NOV — 01



3:25 - 3:55 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Creating the Winning Formula Transparency in Ingredients, Formulation, & Personalized Solutions

Keynote by:



Jennifer Palmer

Senior Vice President, Global Skincare Category & Brand Scientific Authority Strategy, Estée Lauder



Rita Silva

Scientific Communications and Brand Engagement Manager, The Ordinary



Alexandre Benamran

Co-CEO, Patyka



Dina Sidani

Founder and CEO, ilik Health



Moderator

Miriam Abadi

Founder, Tru & Beyond

4:05 - 4:50 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Innovations and Sustainability for the Future of Skincare



Pierre Juhen

Group President, Patyka



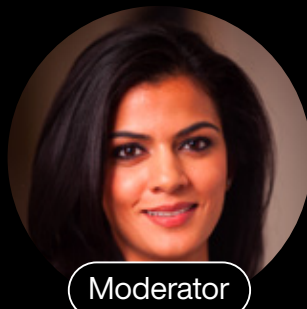
Michel Brousset

Founder and CEO, Waldencast



Vincent Jeanniard

Chief Commercial Officer, L'Occitane en Provence



Moderator

Ritu Upadhyay

Middle East Bureau Chief, WWD

5:00 - 5:30 PM

TALK

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

TikTok’s Skin in the Game



Aref Yehia

Head of Retail & E-commerce,
TikTok

5:00 - 6:00 PM

WORKSHOP

YVES SAINT LAURENT
BEAUTÉ

In partnership with



FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room A

The YSL Touch: A Makeup Masterclass



Iman Boutari

YSL Beauty Regional Trainer
& Makeup Artistry Manager



Daim Gaw

Saudi content creator

5:30 - 6:30 PM

WORKSHOP

SHISEIDO

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Workshop by Shiseido:
Potential Has No Age



Saori Umebayashi

Regional Training Manager

6:00 - 6:30 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Re-Defining The Pharmacy Channels in Skincare



Pierre Juhen
Group President, Patyka



Charlotte Devaux
General Manager of the
Wellness & Masstige



Mahmoud Mamdouh
CEO, Whites Pharmacy



Moderator

Cynthia Kattar
Editorial Director of Hia Magazine

6:00 - 7:30 PM

MASTERCLASS

In partnership with

THE
SKINCARE
EDITION

B8
Masterclass
Room

Facial Fitness: A Skincare Masterclass
With FaceGym Founder Inge Theron



Inge Theron
Founder of FaceGym



Moderator

Dr Dina Al Tayeb
Pioneering Triathlete

6:40 - 6:50 PM

KEYNOTE

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Keynote: The Age of AI in Beauty & Skincare



Anna Germanos
Group director of CPG, Retail,
E-commerce & Luxury, META

6:50 - 7:20 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclas
Room

Leveraging Technology for Skincare
(Omnichannel, Assessment and Engagement)



Olfa Messaoudi
Chief Digital Marketing
Officer, L'Oréal Middle East



Angelica Munson
Executive Officer of Digital
Transformation, Shiseido



Hala Zgheib
Head of Luxury at
Snap MENA



Dr Costi
Acclaimed Dermatologist



Zaher El Dassouky
General Manager of Beauty Division
at Chalhoub

Moderator

7:00 - 7:45 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Discover The Guerlain Skincare Essentials
With The Secret of Facialist Gestures



Daniel Hamdan
Regional Beauty Ambassador

7:00 - 8:00 PM

WORKSHOP

benefit

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room A

Workshop by Benefit: Do More for Your
Pores See More from Your Skin



Elinor Castaldi
Regional Education Manager for
Benefit Cosmetics in the Middle East

Session 1
7:00 - 8:00 PM

Session 2
8:30 - 9:30 PM

Session 3
10:30 - 11:30 PM

Hublot
Stand

WORKSHOP


HUBLOT

Hublot Watch Academy



Quentin Delava
Watchmaker, Hospitality Manager
at Hublot

7:30 - 8:00 PM

PANEL

In partnership with
THE SKINCARE EDITION

B3
Masterclass
Room

How To Up Your
Game on Instagram



Dr Costi
Acclaimed Dermatologist



Michaela Reilly
Beauty Trainer



Nada Baeshen
TV Host, Entrepreneur,
and Fashion Enthusiast



Farah Kouatli
Senior Trainer,
Chalhoub Group

8:30 - 9:00 PM

TALK

Mainstage

Behind the Screen: Nour AlGhandour
on Comedy, Challenges, and Growth



Nour AlGhandour
Actress



Moderator
Ajwa Aljoudi
Journalist/ TV host

DAY
03

NOV
01

8:30 - 9:15 PM

WORKSHOP

DIOR

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Workshop by Dior Skincare: Unlocking
the Secrets to Youthful, Radiant Skin



Sara Faily
Regional Skincare
Expert

8:45 - 9:15 PM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

Seera



9:30 - 10:15 PM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

Maritta Hallani



10:15 PM -
12:00 AM

PERFORMANCE

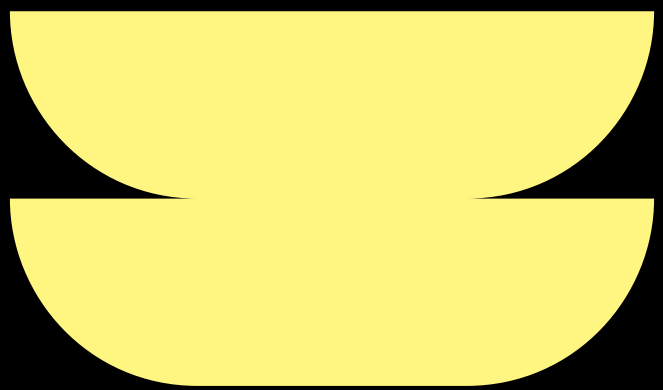
In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

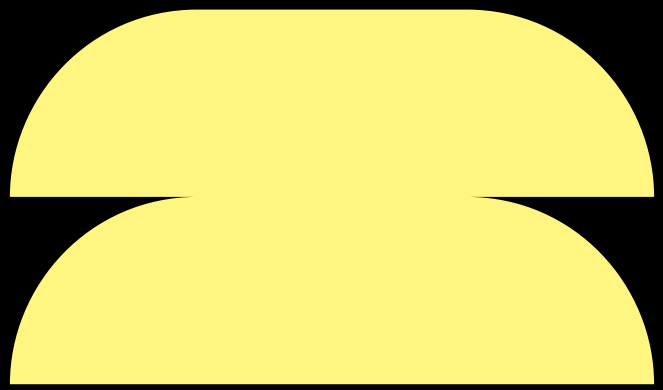
Sannude





DAY
FOUR

SATURDAY
NOV — 02



4:30 - 5:30 PM

WORKSHOP

LANCÔME 

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

Unlocking The Science of Radiant Skin With Lancome



Dr. Annie Black
International Scientific Director,
Lancôme

5:00 - 6:30 PM

WORKSHOP

In partnership with

 FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room B

Mastering your Signature Style and Image with Renowned Style Expert, Özlem Çakır



Özlem Çakır
Professional Image and
Communication Consultant

5:30 - 7:00 PM

MASTERCLASS

In partnership with

 FASHION مستقبل
الأزياء FUTURES

B3
Masterclass

Crafting Couture: A Fashion MasterClass With Oscar De La Renta Creative Directors Laura Kim & Fernando Garcia



**Fernando Garcia
& Laura Kim**
Creative Directors,
Oscar De La Renta



Alex Bolen
CEO of
Oscar De La Renta



Mai Badr
Editor in Chief,
Hia Magazine

Moderator

6:00 - 7:00 PM

WORKSHOP

CLINIQUE

In partnership with

THE
SKINCARE
EDITION

B3

Workshop
Room A

Workshop by Clinique: Powerful Efficacy
with Rigorous Safety for Sensitive Skin



Giselle Venter

Retail Operations Director EMEA,
Clinique

7:00 - 7:30 PM

TALK

Mainstage

A Candid Conversation
with Daniella Rahme



Daniella Rahme

Lebanese-Australian Actress



Moderator

Dima Hijazi

Reporter and Producer
at Billboard Arabia

7:00 - 7:45 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B8

Workshop
Room B

Discover The Guerlain Skincare Essentials
with The Secret of Facialist Gestures



Daniel Hamdan

Regional Beauty Ambassador

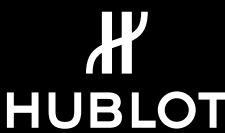
Session 1
7:00 - 8:00 PM

Session 2
8:30 - 9:30 PM

Session 3
10:30 - 11:30 PM

Hublot
Stand

WORKSHOP



Hublot Watch Academy



Quentin Delava
Watchmaker, Hospitality Manager
at Hublot

7:15 - 8:00 PM

PANEL

In partnership with
THE SKINCARE
EDITION

B3
Masterclas
Room

Demystifying Your Skin: A Deep Dive
into Understanding Your Skin Biology



Dr. Annie Black
International Scientific
Director, Lancôme



**Dr. Abdulraheem
Alawneh**
Manager of R&D Strategy,
Shiseido



Jennifer Palmer
Senior Vice President, Global
Skincare Category & Brand
Scientific Authority Strategy,
Estée Lauder



Sham Alzahabi
Chemist & Aesthetic
Clinic Owner



Moderator

Lara Akkari
Strategy & Communication
Director, Hia Magazine

7:30 - 7:50 PM

PANEL

Tamakani
Space

Communication as a Superpower



Alaa Shahine Salha
Managing Director of SRMG Academy and Group
Managing Director of Content Development.

DAY
04

NOV
02

8:00 - 8:45 PM

TALK

In partnership with



Mainstage

Yasmine Sabri, Unveiling the Woman Behind the Spotlight



Yasmine Sabri

Egyptian Actress



Moderator

Nadia Bsat

Presenter of Businessweek, Asharq Business with Bloomberg

8:30 - 9:15 PM

WORKSHOP

DIOR

In partnership with

THE SKINCARE EDITION

B8

Workshop
Room B

Workshop by Dior Skincare: Unlocking the Secrets to Youthful, Radiant Skin



Sara Faily

Regional Skincare Expert

9:15 - 10:15 PM

PERFORMANCE

In partnership with



Billboard
Arabia
Mainstage

Majaz



10:30 - 12:00 AM

PERFORMANCE

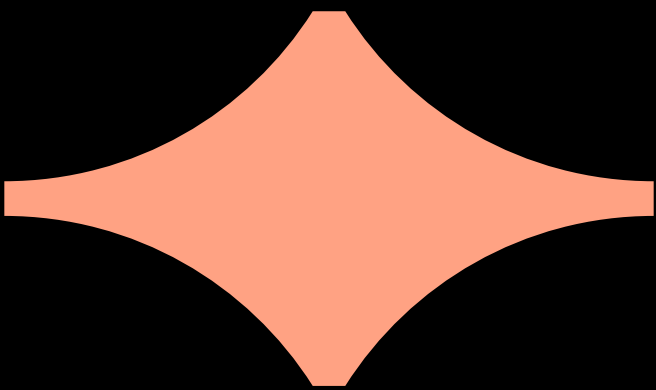
In partnership with



Billboard
Arabia
Mainstage

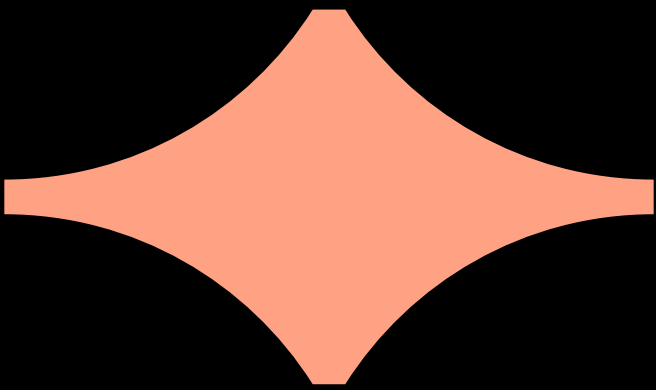
Sannude



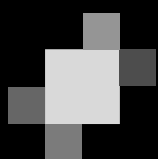


DAY FIVE

SUNDAY
NOV — 03



OUR PARTNERS



FASHION مستقبل
الأزياء FUTURES



THE
SKINCARE
EDITION



JAX District حي جاكس

4:00 -5:00 PM

WORKSHOP

In partnership with



FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room A

Concept to Capital:
Financing Pathways for Fashion



Sahar Albahkali
Investment Manager at
Fashion Commission



Mohannad Elrass
Senior Director at KPMG



Faisal Alaseeri
Funding Program
Development Director,
CDF

5:30 - 6:30 PM

WORKSHOP

istitutomarangoni
enhancing talent since 1935



In partnership with



FASHION مستقبل
الأزياء FUTURES

B8
Workshop
Room A

What's next? Key Trends Driving
Change in Fashion & Emerging Lifestyles



Elena Marinonil
Director of Education Istituto,
Marangoni Dubai

7:00 - 7:30 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Discover The Guerlain Skincare Essentials
With The Secret of Facialist Gestures



Daniel Hamdan
Regional Beauty Ambassador

Session 1
7:00 - 8:00 PM

Session 2
8:30 - 9:30 PM

Session 3
10:30 - 11:30 PM

Hublot
Stand

WORKSHOP


HUBLOT

Hublot Watch Academy



Quentin Delava
Watchmaker, Hospitality Manager
at Hublot

7:00 - 8:30 PM

B3
Masterclass

MASTERCLASS

Mastering Timeless Beauty: A Masterclass with
Renowned Makeup Artist Bassam Fattouh



Bassam Fattouh
Celebrity Makeup Artist

7:30 - 8:30 PM

B8
Workshop
Room A

WORKSHOP

The
Ordinary.

In partnership with
**THE
SKINCARE
EDITION**

Decoding Skincare with The Ordinary



Rita Silva
Scientific Communications and Brand
Engagement Manager, The Ordinary

8:00 - 8:30 PM

TALK

In partnership with

THE
SKINCARE
EDITION

B8
Masterclass
Room

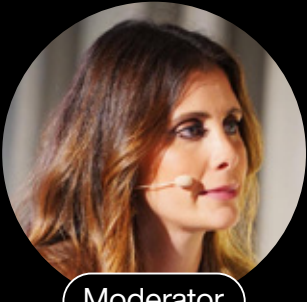
Generational Beauty: Inheriting
Skincare Wisdom



Yara Al Namlah
Influencer & Founder
of Treat



Amani Al-Ayed
Yara Al Namlah's Mother,
Visual Artist & Founder of
VD Design



Moderator

Joelle Tamer
Senior Editor,
Hia Magazine

8:30 - 9:15 PM

TALK

Mainstage

Fifi Abdou On Redefining Arab Entertainment



Fifi Abdou
Egyptian Icon



Moderator

Mahmoud Oraby
Content Producer
at Billboard Arabia

9:00 - 9:45 PM

WORKSHOP

DIOR

In partnership with

THE
SKINCARE
EDITION

B8
Workshop
Room B

Workshop by Dior Skincare: Unlocking
the Secrets to Youthful, Radiant Skin



Sara Faily
Regional Skincare Expert

DAY
05

NOV
03

11:00 PM -
12:00 AM

Billboard
Arabia
Mainstage

PERFORMANCE

In partnership with 

Sannude



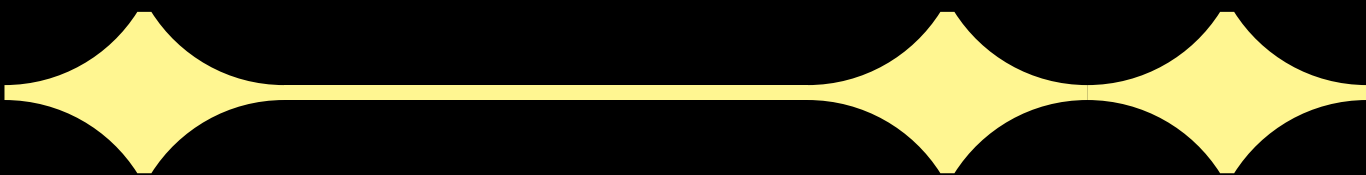
SPECIAL APPEARANCE

Bruna Biancardi

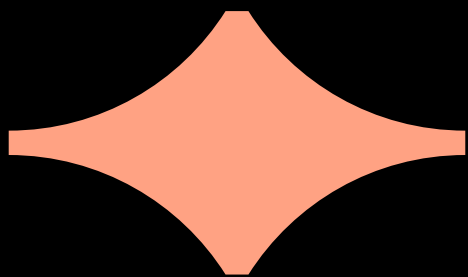
Brazillian Influencer



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