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Arte & Lusso

“Couture Divas” by Azaïdé in Fann À Porter, Dubai

<https://arte8lusso.net/art/couture-divas-by-azaide-in-fann-a-porter-dubai/>



Couture Divas, a two-year project by Azaïdé, showcases vibrant and expressive pieces that celebrate independent and strong women in diverse settings. The collection highlights the heritage of various patterns, seamlessly blending vintage and modern codes into authentic traditional wear.

Azaïdé draws inspiration from her grandmother, who has been a profound influence on the artist’s life. Her grandmother’s stories about advocating for women’s rights in North Africa left a lasting impression on Azaïdé, who views her as a role model. The artist’s name is also derived from her grandmother’s travels to Iran in the ’80s, where she discovered the Persian word ‘Azadeh’, which translates to ‘free-minded’. This name aptly reflects Azaïdé’s artistic inspirations and her mission to promote emancipation and liberation through her Couture Divas collection.

“It is important to highlight the beauty and courage of every woman. Through my work, I pay a tribute to all of them. Being a woman, a mum and an artist may be challenging, but Dubai has been great for honouring female artists and highlighting their work by having a proactive policy when it comes to women’s rights,” said Azaïdé on her collection.

Founder of Fann À Porter, Ghada Kunash, stated, “It brings us great pleasure to showcase Azaïdé’s collection during Women’s History Month, as we are delighted to support and celebrate her work, which beautifully preserves Arab heritage and celebrates women everywhere.”

Azaïdé's creative process is fascinating. She begins by selecting an old black and white photograph and envisions a story about the women portrayed in the image. Through her art, she empowers women to shatter boundaries and explore their full potential by creating new narratives. Azaïdé incorporates modern elements from pop culture to ensure that everyone can relate to her pieces.

Astrid Lesuisse exhibition collaborator and curator expressed her excitement about the upcoming pop-up exhibition, stating, "It has been an absolute honor to be part of the Couture Divas project that tells a story of strength and confidence, highlighting the beauty and determination of women in creating a more balanced world. Azaïdé's work is a celebration of Arab heritage, showcasing her unique interpretation of traditional Arab attire and dress with a modern twist that empowers and encourages global cross-cultural dialogue, inspiring us all."