

EMIRATES LUXURY SHOW ETERNAL RUNWAY

EMIRATES AWARDS

*THE OASIS EVOLVES – NOW BESIDE THE TIMELESS NILE
CULTURE. POWER. ETERNAL ELEGANCE.*

27TH SEPTEMBER
2026

LE MERIDIAN
DUBAI

PRESENTED BY

ADVENTURE



PZ PEZON

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CINEMA

ABOUT THE PLATFORM

Emirates Luxury Show is a premier international fashion and luxury platform dedicated to curating high-impact runway experiences that unite designers, celebrities, influencers, media, and high-net-worth audiences.

With successful editions in Dubai, the platform has rapidly positioned itself within the region's elite fashion and luxury ecosystem — blending couture, entertainment, culture, and influence into one powerful showcase.

Each edition is designed not just as a fashion event, but as a statement of prestige.



2025 EDITION

A GRAND SUCCESS

The 2025 edition marked a defining milestone in our journey, hosting over 1,500 distinguished guests in Dubai.

The runway featured internationally acclaimed designers including Ken Ferns, Zayna , Rosy Ahluwalia, Mona Al Mansouri and others, elevating the platform to global couture standards.

The event successfully merged fashion excellence with celebrity influence and strong media traction.



CELEBRITY & MEDIA IMPACT – 2025

The 2025 edition welcomed renowned Bollywood personalities and public figures including

Nia Sharma,
Garuda Ramv,
Parth Samthaan,
Madhur Bhandarkar,
Karan Kundrra,
Eijaz Khan,
Shibani Kashyap and other distinguished guests.

Their presence amplified regional media coverage and generated multi-million digital impressions across social platforms, television features, and online publications.

The combined influencer and celebrity reach extended into millions, creating strong brand visibility for partners.



2025 IN NUMBERS

1,500+ Attendees

10+ Designers

60+ Models

80+ Influencers

30+ Media & Press

OVER 100 MILLION Digital Impressions

The 2025 edition firmly established Emirates Luxury Show as a high-impact luxury fashion platform in Dubai.



MADHUR BHANDARKAR

4 MILLION

INSTAGRAM: 2.1M | OTHER PLATFORMS: 2M



KARAN KUNDRRA

12 MILLION

INSTAGRAM: 5.8M | OTHER PLATFORMS: 6M



NIA SHARMA 13 MILLION

INSTAGRAM: 8.3M | OTHER PLATFORMS: 5M



EIJAZ KHAN 1 MILLION

INSTAGRAM: 500K | OTHER PLATFORMS: 500K



PARTH SAMTHAAN

10 MILLION

INSTAGRAM: 5M | OTHER PLATFORMS: 5M



GARUDA RAM

1.3 MILLION

INSTAGRAM: 300K | OTHER PLATFORMS: 1M



SADIQ AHMED

18 MILLION

INSTAGRAM: 10M | OTHER PLATFORMS: 8M



SHIBANI KASHYAP

2.5 MILLION

INSTAGRAM: 1.5M | OTHER PLATFORMS: 1M



LEKHA PRAJAPATI
1 MILLION



OTHER INFLUENCERS
20 MILLION

TOTAL CELEB & INFLUENCERS REACH =
82 MILLION ABOVE

30+ MEDIA & OTHERS = 20 MILLION

TOTAL REACH ABOVE
100 MILLION

SNAPSHOT OF 2025 SHOW









MEDIA COVERAGE



Q

Maghrib 7:16 PM | DXB ☀️ 42°C

[UAE](#)
[Prayer Timings](#)
[Gold/Forex](#)
[World](#)

HOME / KT NETWORK

Eternal Runway redefines Dubai fashion with inclusive showcase

The gala welcomed over 300 distinguished guests, including top fashion buyers, influencers, media professionals, and key dignitaries

Published: Fri 11 Jul 2025 at 11:09 AM

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ENTERTAINMENT & CELEBRITY

EMIRATES LUXURY SHOW – ETERNAL RUNWAY KICKS OFF GLOBAL FASHION TOUR THIS JULY

MAY 26, 2025 | UAENEWS247

Emirates Luxury Show – Eternal Runway Kicks Off Global Fashion Tour This July

Emirates Holding Group & MOVE (Moda Orama) Launch “Emirartes luxury Show – Eternal Runway” in



DUBAI · LIFESTYLE · UAE

Emirates Holding Group & MOVE Launch “Emirates Luxury Show – Eternal Runway” In Dubai

Grand Debut on 4th July 2025 at Marriott Al Jaddaf to Feature Celebrity Designers, Model Grooming Academy & Prestigious Real Estate Awards









L-R: Hanif Shaikh, H.H. Sheikha Aisha bint Saud Al Qasimi, Sudhir Padiyar at the Press Conference

LUXE VARIÉ MAGAZINE
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Hanif Shaikh | Dubai's Fashion Industry King



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Emirates Luxury Show – Eternal Runway Kicks Off Global Fashion Tour This July

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BUZ TV MAGAZINE

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نجوم ومشاهير

Hanif Shaikh – Dubai's Fashion Industry King Strengthening the Country's Global Fashion Presence

بواسطة سهام حليمة — آخر تحديث 28 أغسطس 2025

شارك



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Emirates Luxury Show – Eternal Runway Kicks Off Global Fashion Tour This July

MAY 26, 2025 DUBAI 2 MINS READ

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Dubai, UAE – In a landmark collaboration, **Emirates Holding Group** Dubai and **MOVE (Moda Orama Ventures Pvt.**

SD LUXURY MAGAZINE

Emirates Luxury Show – Eternal Runway Kicks Off Global Fashion Tour This July



Emirates Holding Group & MOVE (Moda Orama) Launch "Emirates Luxury Show: Eternal Runway" in Dubai – A Signature Fashion Showcase.

Emirates Holding Group Dubai, in partnership with MOVE (Moda Orama Ventures) Pvt Ltd, a fashion and lifestyle division of Rose Show Ltd, India, proudly announces the launch of "Eternal Runway" – the inaugural edition of an exclusive fashion showcase under the esteemed Emirates Luxury Show brand. The event will take place on 4th July 2025 at the Marriott Al Jaddaf, Dubai.

Khaleej Times

Maghrib 7:05 PM | DXB 44°C

UAE Prayer Timings Gold/Forex World

HOME / KT NETWORK

Eternal Runway to debut in Dubai, launching global fashion tour on July 4

Blending Indian couture with Middle Eastern glamour, Emirates Luxury Show kicks off at Marriott Al Jaddaf before touring the GCC and Europe

PARADIS NEWS

Emirates Luxury Show - Eternal Runway Kicks Off Global Fashion Tour This July



Dubai, UAE – In a landmark collaboration, Emirates Holding Group Dubai and MOVE (Moda Orama Ventures) Pvt Ltd, a fashion and lifestyle division of Rose Show Ltd, India, proudly announces the launch of "Eternal Runway" – the inaugural edition of an exclusive fashion showcase under the esteemed Emirates Luxury Show brand. The event will take place on 4th July 2025 at the Marriott Al Jaddaf, Dubai.

ایمریٹس لکڑی شو – ایٹرنل رن

وے اس جولائی میں گلوبل فیشن ٹور کا آغاز کریگا۔

2025-26 Last updated By Admin

INTRODUCING 2026

Building upon the remarkable success of 2025, the upcoming edition expands in scale, ambition, and influence.

Emirates Luxury Show 2026 transforms into a three-day luxury experience — designed to surpass previous milestones in attendance, media coverage, and global positioning.



THE THEME OASIS ALONG THE RIVER NILE

From the golden dunes of Arabia to the eternal waters of the Nile, the Oasis transforms.

What once symbolized life in the desert now flourishes beside the legendary river where civilization, power, and elegance were born.

This year's edition merges Arabian luxury with timeless royal heritage — creating a runway experience rooted in culture and elevated by modern couture.



THE TWO-DAY EXPERIENCE

Day 1 – Vida Awards

Honoring excellence in web series, digital content, and the visionaries shaping modern entertainment.

Day 2 – Emirates Luxury Show, Eternal Runway & Emirates Real Estate Awards

A celebration of luxury fashion, visionary leadership, and excellence in business and real estate.



MEDIA PARTNERS



EXPECTED SCALE – 2026

Over **2,500** Distinguished Guests

60+ Designers

80+ Models

150+ Influencers

50+ Media Houses

200+ VIP Guests

Projected Digital & Media Reach: Over Half a Billion Impressions

Emirates Luxury Show 2026 is positioned to become one of the region's most influential luxury fashion gatherings.



TARGET AUDIENCE

- High-Net-Worth Individuals
- Luxury Consumers
- Fashion Buyers
- Entrepreneurs & Business Leaders
- Government Representatives
- Celebrities & Influencers

An audience defined by influence, purchasing power, and brand affinity toward premium experiences.



WHY PARTNER WITH EMIRATES LUXURY SHOW ETERNAL RUNWAY

Emirates Luxury Show offers brands unparalleled visibility within a curated luxury environment.

Partners gain direct association with celebrity influence, international media coverage, high-profile networking, and premium audience engagement.

This is not just sponsorship — it is strategic positioning within Dubai's luxury ecosystem.



SPONSORSHIP PACKAGES

We offer tiered partnership opportunities designed to deliver strategic value and high-impact visibility for our sponsors. Each package can be further customized to meet specific marketing objectives.

PLATINUM
AED 300,000

DIAMOND
AED 200,000

GOLD
AED 100,000

SILVER
AED 60,000

CUSTOMISED
AED 40,000

BRAND DELIVERABLES & SPONSORSHIP

PARTICULARS	PLATINUM	GOLD	SILVER	CUSTOM
Integrated Logo Placement Across Event Assets	✓	✓	✓	✓
Exclusive Mention Before Main Show	✓	✓		✓
Centre Stage LED Branding	✓	✓		✓
Red Carpet Backdrop Branding	✓	✓	✓	✓
Dedicated Segment / Show Naming Rights	✓			✓
Designer Collaboration Showcase	✓	✓	✓	✓
Exclusive VIP Lounge Branding	✓			✓
After Party Branding Integration	✓	✓		✓

PARTICULARS	PLATINUM	GOLD	SILVER	CUSTOM
Brand Experience / Activation Zone	✓	✓	✓	✓
Press Release & Media Coverage Mention	✓	✓	✓	✓
Podium Acknowledgement During Press Meet	✓	✓	✓	✓
Collaboration with Influencers, Designers & Celebrities	✓			✓
Official Event Content Production (Reels, Photos, Interviews)	✓	✓		✓
After Movie Logo Integration	✓	✓	✓	✓
Logo on All Branding Materials (Signages, Website, Booklet)	✓	✓	✓	✓
Logo on Official Merchandise	✓	✓		✓

PARTICULARS	PLATINUM	GOLD	SILVER	CUSTOM
Social Media Campaigns & Giveaways	✓	✓	✓	✓
Gift Hamper / Product Placement	✓	✓	✓	✓
VIP Guest Transportation Branding	✓			✓
Contest / Promotion Integration	✓	✓		✓
Fashion Calendar / Model Hunt Association	✓			✓
Content Creation Access — Main Show Area	✓	✓	✓	✓
Content Creation Access — Festival Area	✓	✓	✓	✓
Content Creation Access — Backstage & Red Carpet	✓			✓

PARTICULARS	PLATINUM	GOLD	SILVER	CUSTOM
Invitations to Launch Night & After Party	✓	✓	✓	✓
Year-Round Content Rollout Association	✓			✓
Merchandise Collaboration Opportunity	✓	✓		✓
Hospitality & VIP Access	✓	✓	✓	✓
Special Installations / Creative Brand Integration	✓	✓		✓

JOIN US IN MAKING LUXURY HISTORY

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www.emiratesluxuryhub.com

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LIFE 2.0

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Holding
Group

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PEZON

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