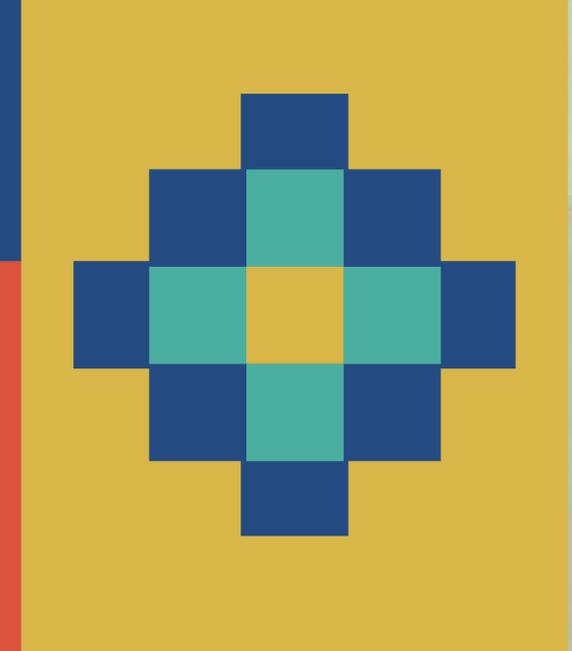
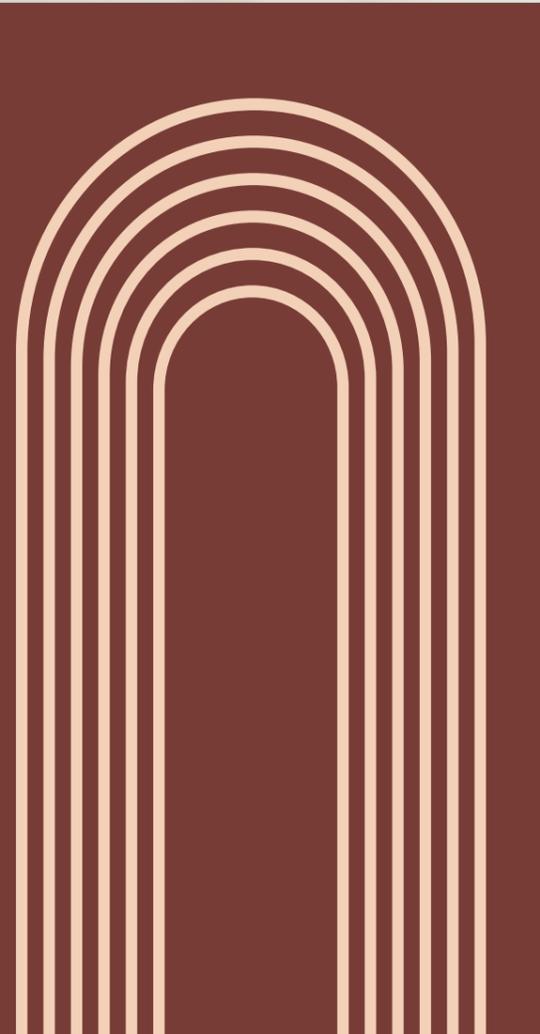
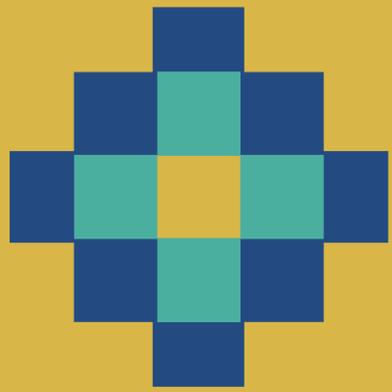


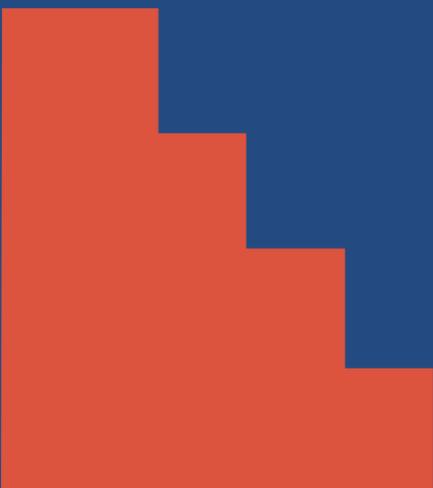
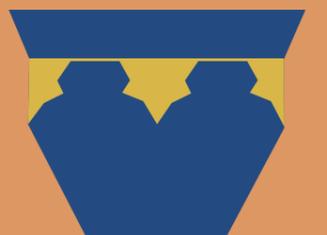
ETHER
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CELEBRATE EID IN STYLE WITH ETHER

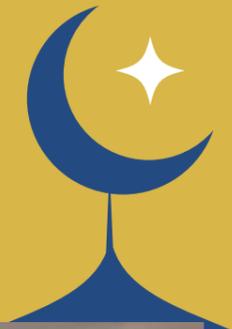
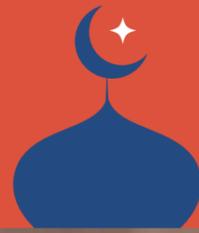
Discover a thoughtfully curated collection that brings together timeless traditions and contemporary style - perfect for gifting, gathering, and celebrating.



FASHION

ANDREA IYAMAH

Andrea Iyamah is a fashion brand founded by Nigerian designer Andrea Dumebi Iyamah that blends African heritage, travel inspiration, and elements of nature to create bold, modern resort wear celebrating confident and adventurous women.

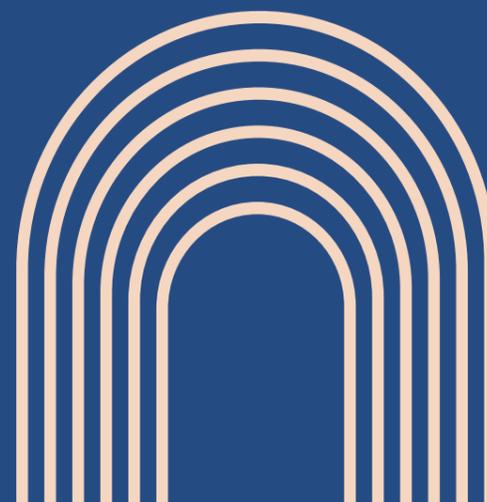




FASHION

OSH OFFICIAL

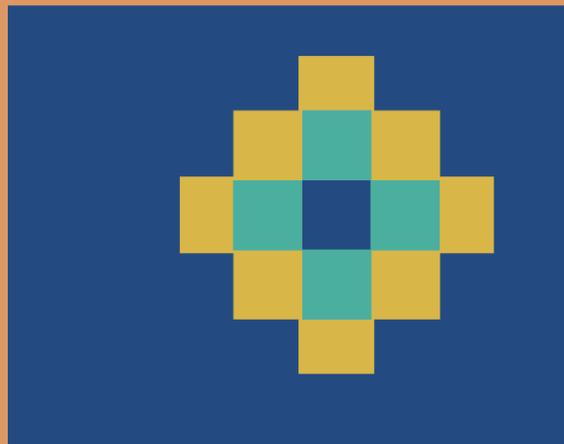
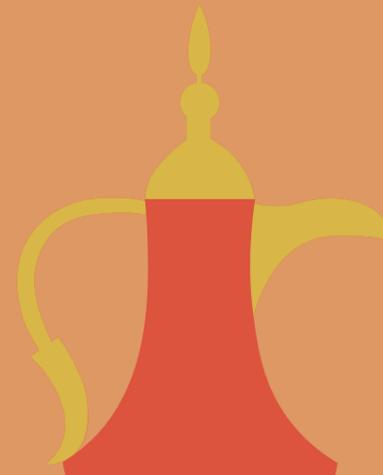
Founded by Emirati designer Ayesha Al Mheiri, Osh blends modest femininity with modern design.



ACCESSORIES

LA PORTEGNA

Inspired by a vintage travel album and a lion rug gifted by Ernest Hemingway, the brand captures the spirit of adventurous, slow travel through a collection of handmade Spanish bags and travel accessories.





FASHION

TAAKA TALES

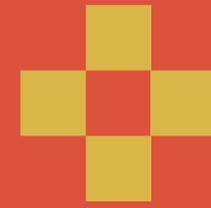
Taaka Tales creates sustainably made children's fashion for ages 0-10, using 100% pure cotton to combine comfort, quality, and conscious style.



FASHION

SAGHIRI ALMODALAL

Saghiri Almodalal is a UAE-based baby store offering high-quality clothing, shoes, blankets, and accessories sourced from Britain, America, and Spain, designed to provide babies with comfort, style, and practicality.



ACCESSORIES

RITZY

An Emirati fine jewellery brand, Ritzy brings delicate craftsmanship to life with its collection that honors femininity and timeless sophistication.



ACCESSORIES

CHOU CHOU

Chou Chou, founded by Victoria and Ksenia, offers carefully crafted jewelry and accessories made from natural materials, helping girls and women express their femininity, elegance, and unique style.





ACCESSORIES

HOOR

An Emirati footwear brand creating elegant designs for women with purpose, blending style, confidence, and meaningful impact.



ACCESSORIES

NKSHA

These loafers are crafted using a specialized and complex technique that makes them feather-light and extremely comfortable. They are designed for leisure time, lounging, and casual city looks, making them a versatile everyday shoe.





ACCESSORIES

THE 5TH ELEMENT

The 5th Element is a Romanian footwear and accessories brand founded in 2013, creating elegant women's shoes and bags from natural leather through local craftsmanship and contemporary design.

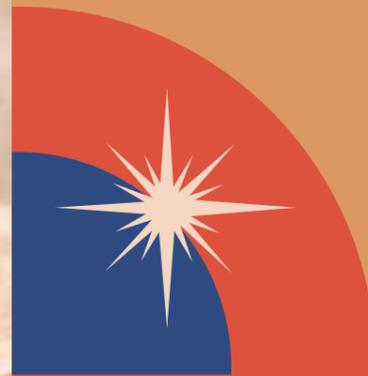
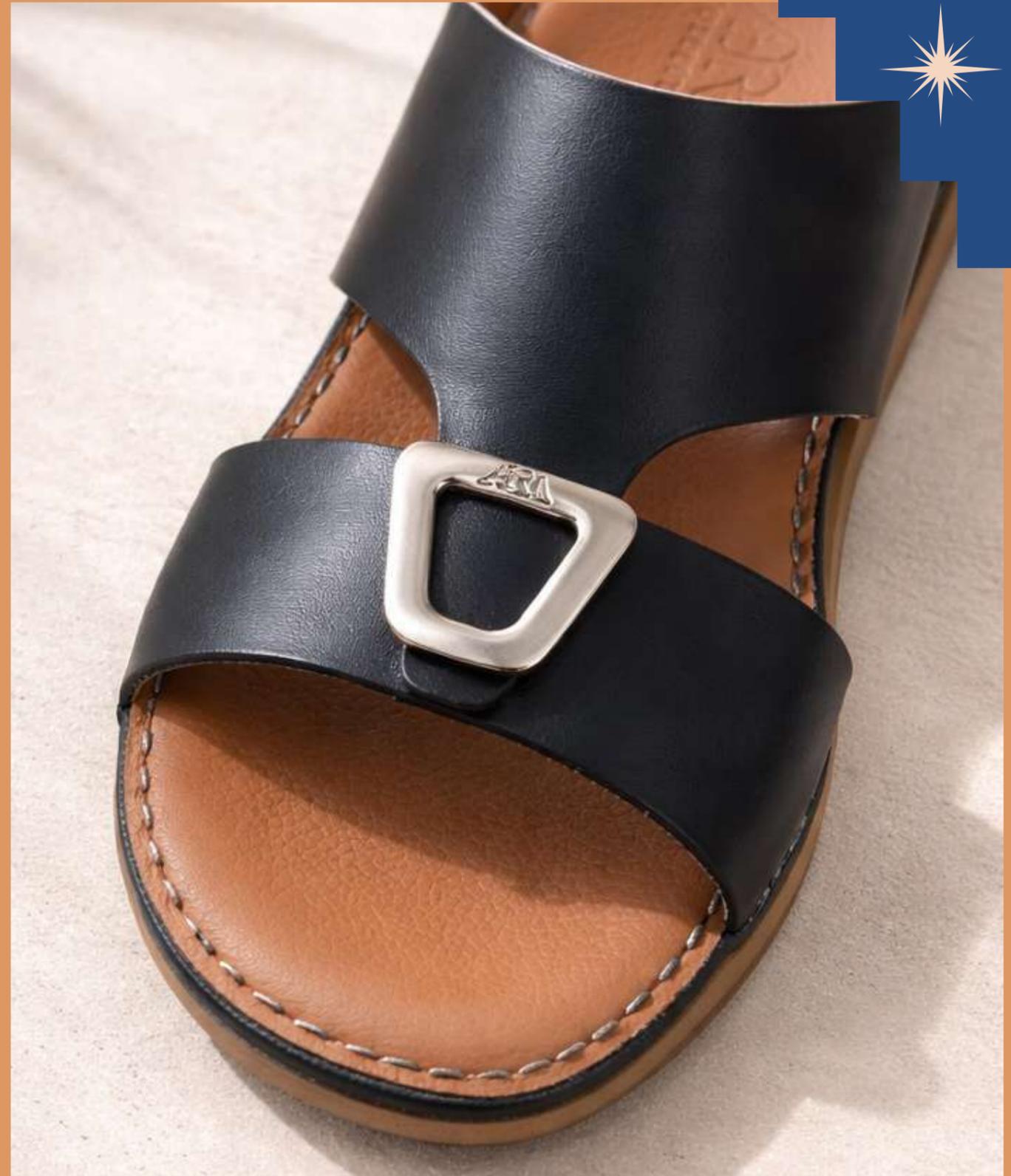




ACCESSORIES

ARA

Ara Collection is a fashion brand offering a curated range of clothing and footwear that blends comfort, practicality, and contemporary style for versatile everyday wear.

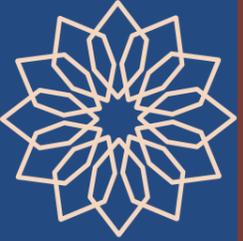


ACCESSORIES

NATIVE DUBAI

Rooted in timeless craftsmanship and driven by modern design, Native creates versatile leather pieces that balance style and function. Each collection reflects thoughtful design, meticulous detailing, and a sense of cultural depth.

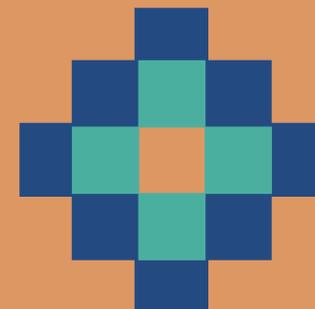




F&B

MURBAN

Murban offers handcrafted, premium chocolates using the finest ingredients for a rich, indulgent experience.



ACCESSORIES

LYNOR

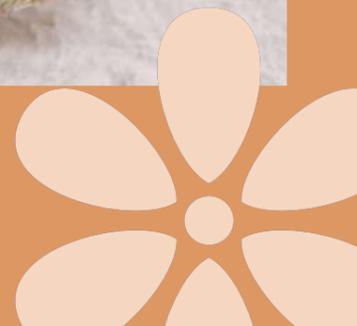
Lynor Jewelry, founded in Dubai in 2020, offers high-quality, colorful, and timeless jewelry crafted from 18K gold, diamonds, and ethically sourced gemstones, inspired by happiness and optimism.



FASHION

QUMAZ KIDS

Qumaz Boutique Kids is a children's fashion boutique offering stylish and comfortable outfits that combine quality fabrics, playful designs, and modern trends for everyday wear and special occasions.



ACCESSORIES

SEFSAN

SEFSAN is a Dubai-based fashion brand founded in 2020, creating modern, detail-focused designs that combine elegance, individuality, and accessible style.



ACCESSORIES

SAWSAN FAISAL

Sawsan Faisal is an Emirati jewelry designer who creates soulful pieces inspired by depth, resilience, and meaning, designed for women who embrace quiet confidence and effortless distinction.

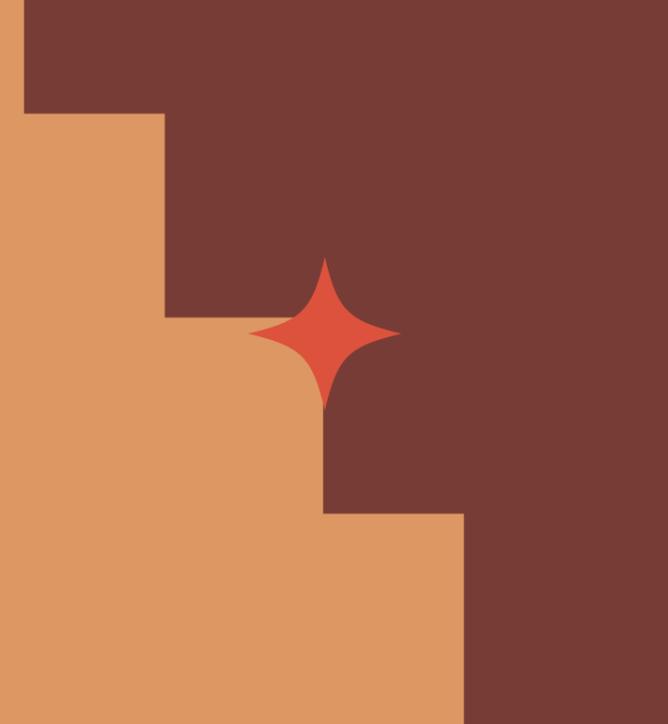
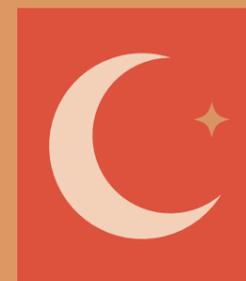
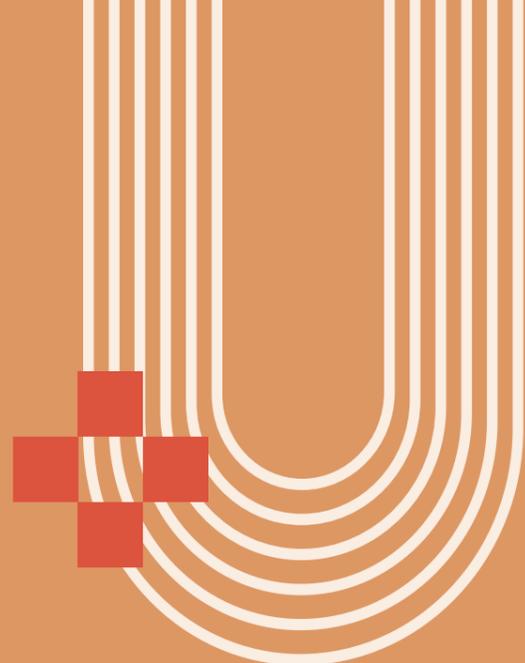
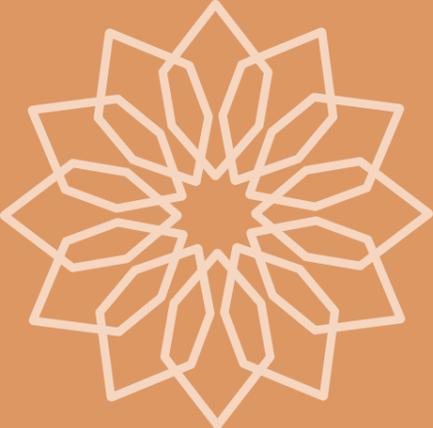


HOME

SELETTI

Seletti is an Italian design brand founded in 1964 that blends pop art with everyday objects, creating innovative collections that combine creativity, functionality, and playful lifestyle design.





VISIT US

ETHER

YAS MALL, FASHION AREA, 1ST FLOOR

