

N O O N B Y N O O R

PRE-FALL 2018

Noon By Noor's Pre-Fall 2018 collection highlights the juxtaposition of masculine and feminine. Rooted in masculine tailoring and woven in feminine fiber combinations, this season Shaikha Noor Rashid Al Khalifa and Shaikha Haya Mohammed Al Khalifa showcase the refined balance of softness and strength through luxe fabrication and delicate embellishments, offering the quintessential Noon By Noor look.

Silhouettes this season attest to this balance with varying strong proportions. Tailored jacquard long dresses add bold modernity to the collection, while fluid voluminous sleeves featured on dresses and shirts give softness and movement. Masculine trousers are all cut in the same cloth to offer the new modern suit.

Pre-Fall 2018's core color pallet of Black, Midnight and Dove Grey are accented with a vibrant pop of Atomic Yellow. Textile patterns range from classic pinstripes, broken surface plains, wool gauze grids and Bahraini inspired black and soft white jacquards.

Embellishment is minimal and worked on plain surfaces in tone on tone components, while all patterns pay homage to the traditional Bahraini costume, with crisp, neat tessellating graphics. Garment edges are trimmed with tone on tone colored textural trims, softening the overall outline and giving a delicate finish.