

# HUBARA DESIGN, SINCE 2023

As a Made in Dubai fashion brand, HUBARA DESIGN is about stepping back, slowing down, and appreciating the natural landscape around us through an inward, quiet expression and appreciation for what matters. Rooted in the raw beauty of the UAE's natural environment, HUBARA DESIGN draws inspiration from the quiet strength of the desert and the majestic grace of the Hubara bird — a symbol of resilience, freedom, and heritage. HUBARA'S vision is to create clothing that honours the land and the life it sustains — capturing the essence of open skies, shifting sands, and the subtle richness of nature through timeless, comfortable design.

The HUBARA DESIGN brand story is deeply rooted in the inspiring and caring gesture of His Highness Sheikh Mohammed bin Rashid Al Maktoum towards the cultural heritage of the United Arab Emirates.



## OFFER

Men's and Women's  
Desertwear.

Uncompromising Quality  
Emphasizing on: Craftsmanship,  
Comfort and Quiet Style.

A 100% Made in Dubai brand,  
with a design thread that  
presents to the world the natural  
desert environment of the UAE.

## VALUES

Effortless Style  
Mindful Design  
Cultural Authentic  
Quiet Expression

## POSITIONING

Where Luxury Quiet Expression  
and Style Meets Nature.

A World of Understated  
Desertwear and Comfort.

## NETWORK

E-Commerce platform

## SERVICES

Exceptional Client-telling  
Customer Service,  
Delivery and Sensorial  
Gift Packaging

# BRAND & RETAIL CREATION



## PRODUCT AND BRAND DESIGN



HH Sheikh Mohamed bin Zayed Al Nahyan



HH Sheikh Mohammed bin Rashid Al Maktoum



HH Sheikh Mansour bin Zayed Al Nahyan



HH Sheikh Nasser bin Hamad Al Khalifa



HH Sheikh Duaij bin Salman Al Khalifa

### Signature Collection



Hubara Cargo Pants



Hubara Cashmere Jacket



Hubara Cashmere Jacket



Signature Lounge Hoodie

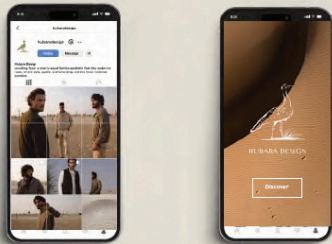


Signature Lounge Shorts

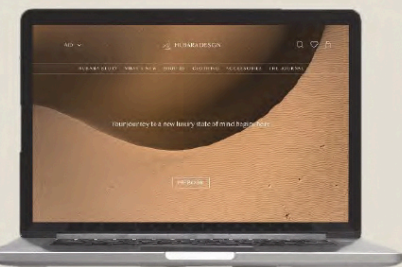


Signature Lounge Pants

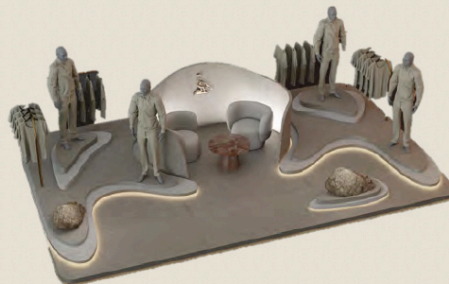
### Social / Hubara App



HUBARA 2.0



### Pop-Up



### OHH / Print

