



Press Release  
19<sup>th</sup> April, 2016

## **W Doha Hotel & Residences and VCUQ collaborate to award VCUQ's most talented fashion student**

**Doha – Qatar. W Doha Hotel & Residences** and Virginia Commonwealth University in Qatar (VCUQ) collaborate for the sixth year to give away the prestigious “W Doha and VCUQ Fashion Award.” The recipient of the coveted award, Saadia Khabab, was declared during the 17th Annual VCUQ Fashion Show dubbed “Reach”, held on Thursday, April 14th at Salam, The Gate Mall.

As part of W Doha’s on-going commitment to supporting emerging local talents across arts, fashion and music, the winner will be given the unique opportunity to showcase her collection to esteemed VIPs and guests in a fashion show sponsored by the hotel. “It is truly an honour for W Doha to be part of the judging panel. For the last six years, we've been a witness to the artistry of each student and the dedication of their mentors to impart the best of their skills to achieve a truly world-class fashion show that just keeps getting better. We congratulate everyone, particularly this year's winner, Saadia; and we look forward to supporting her as she launches her career,” said Safak Guvenc, Area Manager Qatar and Oman, Starwood Hotels & Resort and General Manager of W Doha.

“Reach” showcased the work of VCUQ's fashion design sophomores, juniors and seniors, launching graduates into professional careers. The show has presented a line-up of distinct and individual creative looks that the students have researched, experimented with, and presented for the audience.

Rami Al Ali, a Syrian-born fashion designer currently based in Dubai was the guest designer, who also showcased his most recent ready-to-wear collection. His designs are popular with celebrities and athletes around the world and have been worn by Beyoncé, Natasha Beddingfield, Kerry Washington and Petra Nemacova.

For further information about W Doha Hotel & Residences and its projects, please visit <http://www.whoteldoha.com/> or call +974 4453 5000.

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**About W Doha Hotel & Residences**



Casual glamour meets urban energy at W Doha Hotel & Residences. Find insider access to the hottest shopping, buzzing nightlife and full array of restaurants and lounges located in the hotel. W Doha features 289 rooms and suites each with iconic design. Experience creative cuisine at Spice Market and Market by chef Jean-Georges, La Spiga by Paper Moon or try the W Café for mouth-watering snacks. The hotel invites you to mingle at one of the three bars & lounges, the Living Room, Wahm and Crystal, the sleekest spots in town, or kick back and re-energise at the BLISS® Spa or the WET poolside. Finally, get some business done and connect with the world in the Wired Business Centre or meeting rooms. Should guests need to leave the hotel, they can discover historical culture at the Museum of Islamic Arts in the Corniche, or take in the sounds and spices of Souq Waqif, both only minutes away from W Doha, with the help of the hotel's own W Insiders. Too much choice? Rest assured the W brand's signature Whatever/Whenever service philosophy, will be able to offer you whatever you want – day or night!