

EMIRATES

WOMAN

in association with

VHERNIER
MILANO

WOMAN OF THE YEAR AWARDS 2018

November 21, 2018

Garden Area, Rixos Premium Dubai

POST-EVENT REPORT

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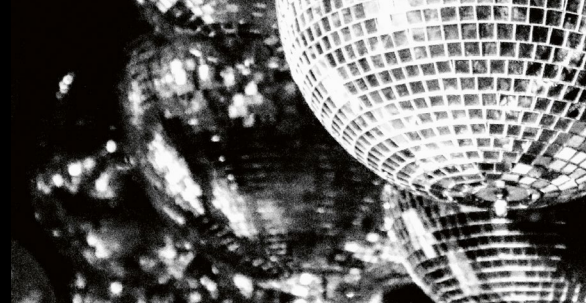


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THANK YOU



Motivate Media Group would like to extend a big thank you to sponsors of *Emirates Woman*, Woman of the Year Awards, without whom this event would not have been possible. We do hope that the evening was as enjoyable for you as it was for us. We are very proud to have been supported by the region's big brands celebrating inspirational women of the UAE.

We look forward to working with you all in the very near future on yet another successful event.

Thank you,
Motivate Events Team

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YOU ARE INVITED....



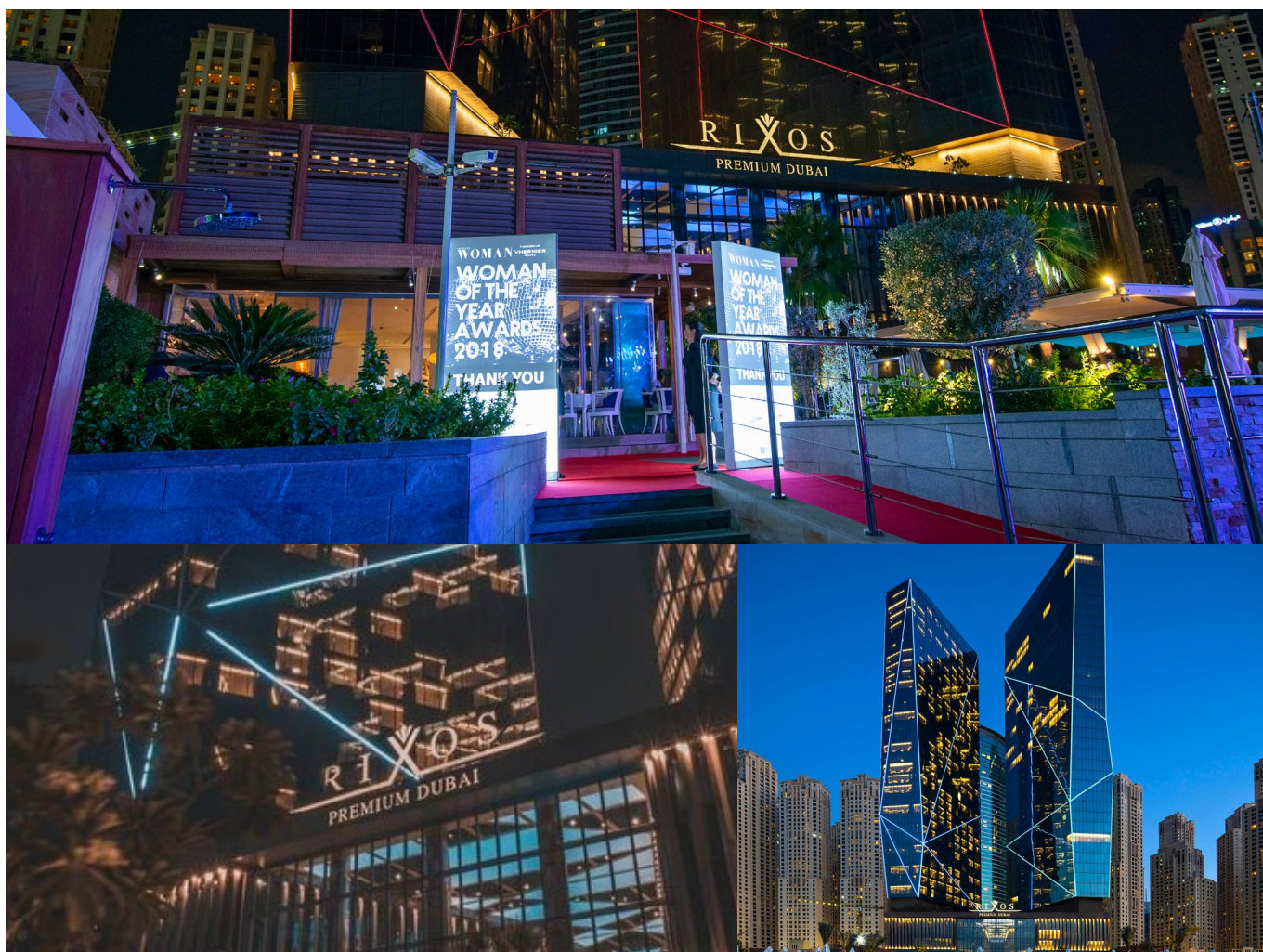
DIGITAL INVITATIONS



More than 350 guests attended the *Emirates Woman, Woman of the Year Awards* to celebrate the achievements of the winners of our eight awards...



YOU ARE INVITED....



A stylish urban hotspot located in the heart of Dubai's Jumeirah Beach Residence, Rixos Premium Dubai is where one can experience trendy living, where iconic design meets contemporary luxury, setting up the stage for exclusive and glamorous lifestyle experiences.

With panoramic room views overlooking the beach and the world's largest Ferris Wheel, The Dubai Eye, the 35 storey lifestyle hotel welcomes its guests from all around the world to stay at this exotic heaven where the pulse of the city can be best felt.

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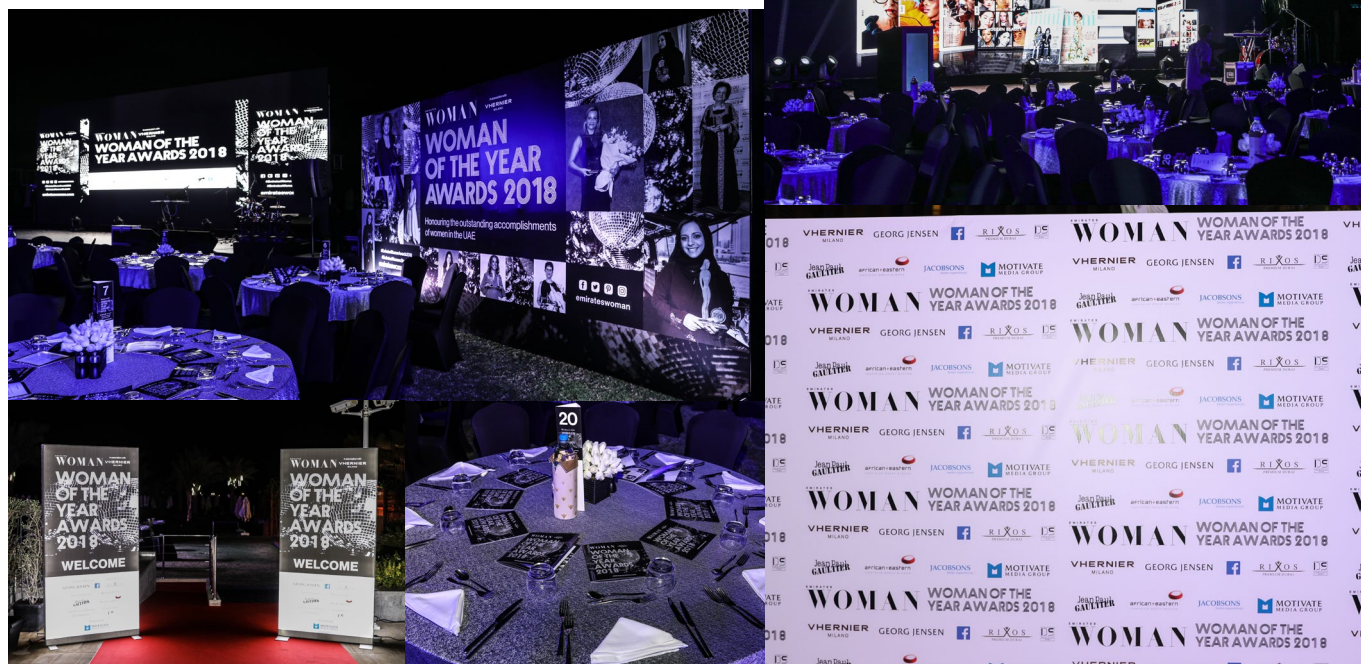
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EVENT BRANDING



Sponsor logos strategically placed on all event collateral such as: invitations, photo back drop, menu programmes, outdoor wall displays, etc..



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ART & CULTURE CATEGORY SPONSOR



VHERNIER MILANO

Headline sponsor's Vhernier had a display of their product line in the pre function area on the outdoor lawn of the Rixos Premium Dubai. The corridor of the hotel, leading up to the outdoor venue, was also branded with 24 framed Vhernier images.

Greig Fowler, CEO of Lifestyle at Al Rostamani, presented the award for Art & Culture to Batool Jafri.



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#SHEMEANSBUSINESS CATEGORY SPONSOR

This year a new category, #SheMeansBusiness was introduced by request of our sponsor's Facebook.

Rasha Kashkoush, Head of communications of Facebook, Middle East, North Africa and Turkey presented the award for #SheMeansBusiness category to Dina Ghandour.



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#SHEMEANSBUSINESS CATEGORY SPONSOR

GEORG JENSEN

Sponsor's Georg Jensen equipped the bar with their drinks product line.

Greig Fowler, CEO of Lifestyle at Al Rostamani, presented the Humanitarian award to Dr. Mai Al Jaber.



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ACTIVATION PARTNER



Vamp

Activation sponsor, Vamp, set up a photo booth allowing guests to take pictures and have a print out as a souvenir of the event.



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ACTIVATION PARTNER

**Jean Paul
GAULTIER**

Activation Sponsors,
Jean Paul Gaultier, set
up a display stand having
guests sample their product
through the night.



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VOTE PROCESSING PARTNER

We would like to extend a special thanks Jacobson's Direct, our official vote-processing partner for *Emirates Woman, Woman of the Year Awards*.

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FLOWER PARTNER



Design Studio arranged the *Emirates Woman, Woman of the Year Awards* flower centerpieces and flower bouquet.



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Vote Processing Partner



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The collage features a variety of items including a braided metal bracelet, a bottle of Fiji water, a poster celebrating 10 years of BoConcept, a Bioderma skincare kit in a silver pouch, a Parfois gift card for AED 200, a Deigual gift card for AED 200, a Kiehl's gift box, a porcelain tea set, a quilted handbag, a tube of mascara, a Rebecca Minkoff watch, a candle holder, a pair of sunglasses, and a card for Stefania Mode featuring a dress illustration and the website STEFANIAMODE.COM.



THE WINNERS

**EMIRATES WOMAN
WOMAN OF THE YEAR
DR MAI
AL JABER**



**LIFETIME
ACHIEVEMENT
PATRICIA
MILLNS**

**ACHIEVER
ALISHA
MOOPEN**

**ART & CULTURE
BATOOL
JAFRI**

**HUMANITARIAN
DR MAI
AL JABER**

**VISIONARY
KAMILLA
OMARZAY**

**YOUNG TALENT
ALIA AL
NEYADI**

**#SHEMEANSBUSINESS
DINA
GHANDOUR**

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ART & CULTURE

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WINNER

BATOOL JAFRI
Mixed media visual artist



BARBARANNE HEATON
Founder and designer of bridal wear, House of Moirai



HAIFAA AL MANSOUR
Saudi Arabian film director



SAMAR KAMEL
Internationally acclaimed artist



NUJOOM NASSER
Poet and film director

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ACHIEVERS



WINNER

ALISHA MOOPEN
*Executive director
of Aster DM
Healthcare*



DR ANNA ZICKERMAN
*Medical director
and founder of Up &
Running*



MANAL ATAYA
*Director General of
Sharjah Museums
Authority*



SHAYMA FAWWAZ
*Founder and CEO
of GOSSIP The
Brand*



ZEINA EL DANA
*Founder and MD, Z7
Communications*

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HUMANITARIANS

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WINNER

**DR MAI AL
JABER**

*Acting medical
director and public
health medicine
specialist at
Healthpoint, Abu
Dhabi*



**MANAL ADEL
ROSTOM**

*Clinical pharmacist,
personal trainer,
Nike Run Club
coach and Nike
trainer*



NOHA HEFNY

*Senior Consultant at
UN Women Former
Director of CSR &
Communications at
PepsiCo*



ENJY KIWAN

*Presenter and
friend of UNICEF*



NEZHA ALAOU

*Social impact
entrepreneur,
founder of Mayshad*

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DS
dubai

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VISIONARIES



WINNER

**KAMILLA
OMARZAY**
*Founder of The
Snack Society*



**HALIMA
JUMANI**
*Director of Kibsons
online home
delivery service*

**HANAN
MAZOUZI
SOBATI**
*Founder of Arabian
Gazelles, the first
female-only luxury
and supercar club in
the region*



HUDA KATTAN
*Founder and CEO
of Huda Beauty*

LAILA HAREB
*Advisor for the
Director General
of the Civil Aviation
Authority, UAE*

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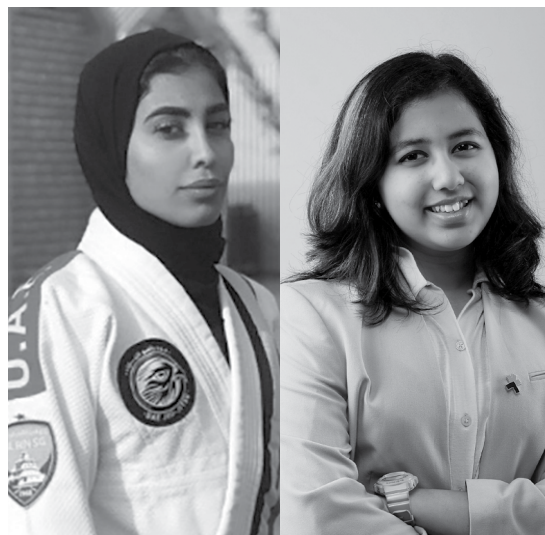


YOUNG TALENT



WINNER

**ALIA AL
NEYADI**
*The first Emirati
ballerina*



**WADIMA
SAEED
ABDULLA
ALYAFEI**
*JiuJitsu player for
the UAE national
team*

**KEHKASHAN
BASU**
*Founder of global
youth sustainability
organisation,
Green Hope
Foundation*



**Wafa AND
AMIRAH
TAJDIN**
*Film director and
Film producer*

**PARVANÉ
BARRET**
*Model, content
creator and DJ*

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#SHEMEANS BUSINESS

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WINNER

**DINA
GHANDOUR**
*Founder of
yApparel*



ALIA EL ALAMI
*Owner and
managing director
of Looshi's Bakery*

**AZRA
KHAMISSA**
*Designer and founder
of Azra*



**NASREEN
AFSHAR**
*Founder of Buttons
& Bows Tailoring*

**RANIA
AND ZAINA
KANNAN**
*Founders of
Charicycles*

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dubai style

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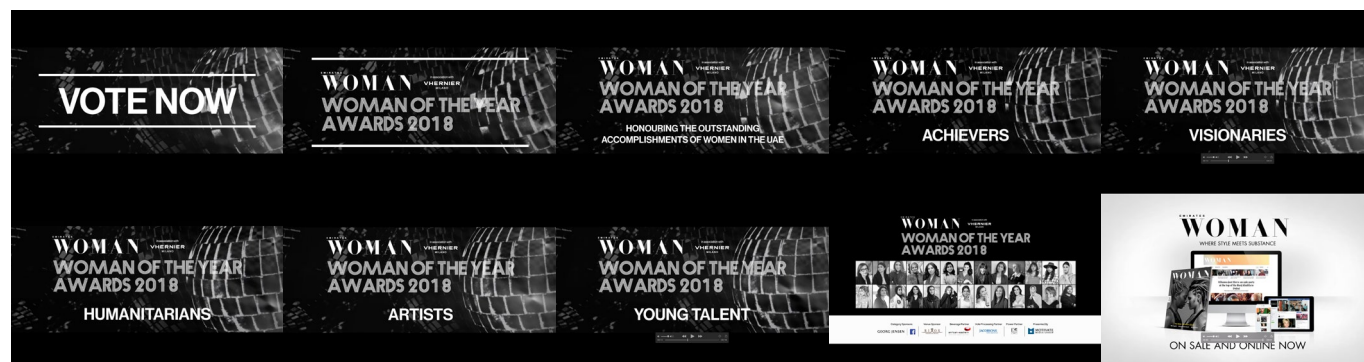


PRE-EVENT COVERAGE



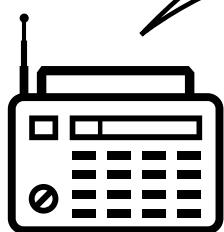
CINEMA

The *Emirates Woman, Woman of the Year* ad featured in VOX cinemas In Mall of the Emirates, Mirdif City Centre, Mercato Mall and Marina Mall from 11th October to 26th October.



RADIO

The *Emirates Woman, Woman of the Year* ad aired on Dubai 92 from 18th till 30th September 2018.



Vote now for your *Emirates Woman – Woman of the year*.
Honoring the outstanding accomplishments of woman in the UAE
The *Emirates Woman – Woman of the year* awards celebrates...
Achievers, Visionaries, Humanitarians, Artists and young talent

This is your opportunity to recognise the UAE'S brilliant woman, the
thinkers, the doers, the kind, the brave and the strong.

To vote now, go to emirateswoman.com/awards
Voting closes October 27.

Emirates Woman. Where style meets substance.
On sale and online now!

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PRE-EVENT COVERAGE



ELEVATION

Digital lift advertisement ran across the Dubai Media City and Business Bay from 14th till 26th October 2018.

DIGITAL BANNERS

MPU's, HP's LB's ran across EmiratesWoman.com

LB 3,739,329 impressions

MPU 2,220,074 impressions

HP 2,207,568 impressions

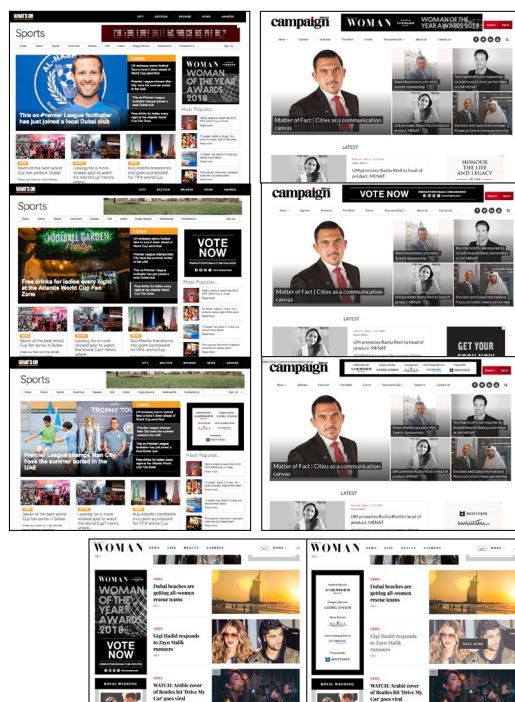


EDM

Emirates Woman database
36,000 recipients

24 October 2018

4 November 2018



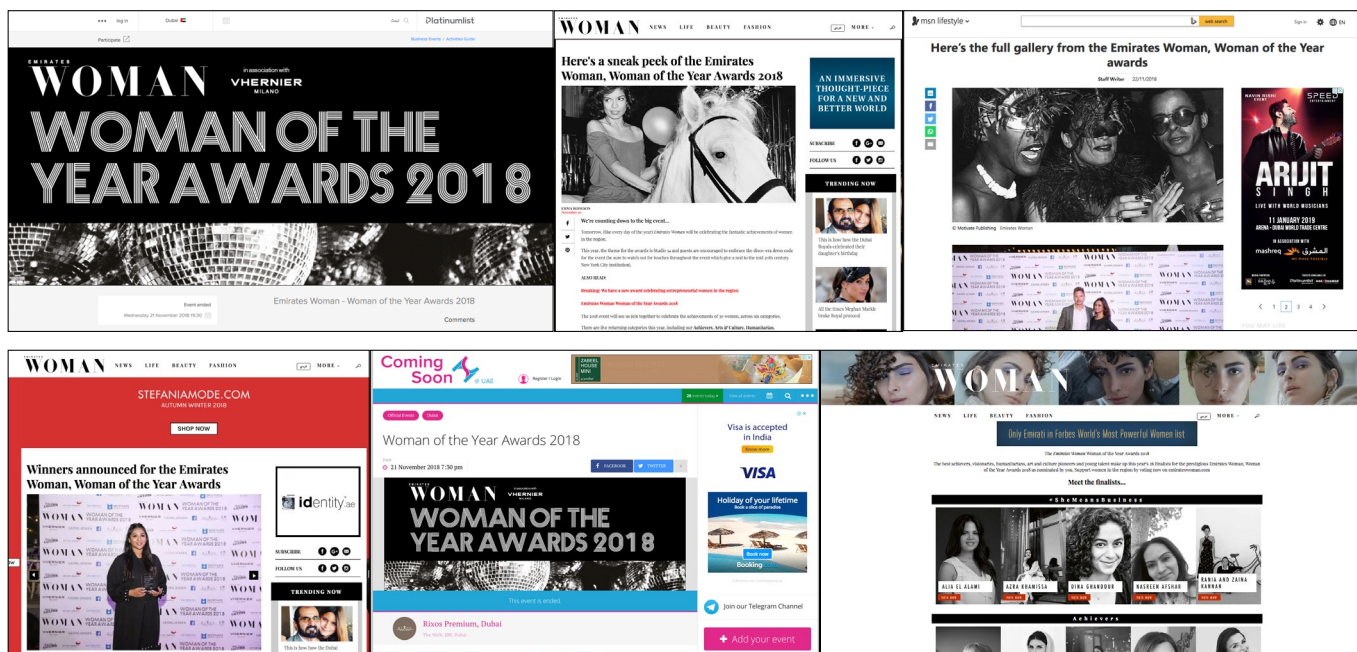
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PRE-EVENT COVERAGE

ONLINE ARTICLES



PRESS ADS

WHAT'S ON

June 2018
July 2018
August 2018
September 2018
October 2018

GULF BUSINESS

June 2018
July 2018
August 2018
September 2018
October 2018

EMIRATES WOMAN

June 2018
July 2018
August 2018
September 2018
October 2018

GOOD

June 2018
July 2018
August 2018
September 2018
October 2018

IDENTITY

June 2018
July 2018
August 2018
September 2018
October 2018

CAMPAIGN

26 August 2018
23 September 2018
21 October 2018
4 November 2018



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The collage consists of several social media posts:

- Top Left:** A Facebook post from @KrisBlackRose announcing the nominees for the Emirates Woman, Woman of the Year Award 2018. It includes a link to the winners gallery.
- Top Center:** A Facebook post from @LailaAliBinHareb announcing her nomination for the award and providing a link to her Instagram profile for voting.
- Top Right:** A Facebook post from @EmiratesWoman showing a gallery of the winners.
- Middle Left:** A Facebook post from @WafaTajdin announcing her nomination and providing a link to her Instagram profile for voting.
- Middle Center:** A Facebook post from @manirostom showing a photo of a hand holding a book titled "Humanitarian" and announcing her nomination.
- Middle Right:** A Facebook post from @LilyPischKlabnikov announcing her nomination and providing a link to her Instagram profile for voting.
- Bottom Left:** A Facebook post from @georgiebradley6 announcing her nomination and providing a link to her Instagram profile for voting.
- Bottom Center:** A Facebook post from @artysamar announcing her nomination and providing a link to her Instagram profile for voting.
- Bottom Right:** A Facebook post from @ManalRostom announcing her nomination and providing a link to her Instagram profile for voting.



PRE-EVENT COVERAGE

EDITORIAL

EMIRATES
WOMAN
JULY 2018 ISSUE

THE *Emirates Woman,* **WOMAN OF THE YEAR AWARDS 2018**

The best achievers, visionaries, humanitarians, art and culture pioneers and young talent make up this year's 26 finalists for the prestigious *Emirates Woman, Woman of the Year Awards 2018* as nominated by you. Support women in the region by voting now on emirateswoman.com

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VISIONARIES				
				
Kamilla Omarzay Founder of The Snack Society	Halima Jumari Director of Kibsons online home delivery service	Laila Hareb Advisor for the Director General of the Civil Aviation Authority, UAE	Hani Mazouni Sobati Founder of Arabian Gazelles, the first female-only luxury and supercar club in the region	Huda Kattan Founder and CEO of Huda Beauty
YOUNG TALENT				
				
Alia Al Noyadi The first Emirati ballerina	Kehkashan Basu Founder of global youth sustainability organisation, Green Hope Foundation	Wadima Saeed Abdulla Ayedat Judo player for the UAE national team	Parvaneh Barret Model, content creator and DJ	Wafaa and Amrath Tajdin Film directors and producers
ACHIEVERS				
				
Dr. Anna Zickerman Medical director and founder of Up & Running	Shayma Fawwaz Founder and CEO of GOSSIP The Brand	Aisling Moopen Executive director of Aster DM Healthcare	Maral Alaya Director General of Sharjah Museums Authority	Zaina El Dana Founder and CEO, ZT Communications
ART & CULTURE				
				
Barbaranne Heaton Founder of bridal wear, House of Motai	Haifa Al Mansour Saudi Arabian film director	Samer Kamel Internationally acclaimed artist	Batool Jafri Mixed media visual artist	Nujoom Nasser Poet and film director
HUMANITARIAN				
				
Maral Adel Rostom Clinical pharmacist, personal trainer, Nike Run Club coach and Nike trainer	Nezha Alaoui Social impact entrepreneur, founder of Mayahad	Enay Kwan Presenter and friend of UNICEF	Dr. Mai Al Jaber Acting medical director and public health medicine specialist at Healthpoint, Abu Dhabi	Noha Helmy Senior consultant, UN Women

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#SheMeansBusiness

For the first time in the *Emirates Woman* Woman of the Year Awards history, we have a special category in partnership with Facebook's #SheMeansBusiness programme that honours the innovation and empowering spirit of the region's leading entrepreneurial women.

The idea behind #SheMeansBusiness is that when women do better, economies do better. That's why Facebook is celebrating women who have built and run businesses. #SheMeansBusiness is a global program Facebook launched in the Arab world to inspire and train women entrepreneurs. *Emirates Woman* and #SheMeansBusiness share like-minded values in helping to foster a community of ground-breaking women. Here are the nominees.

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JULY 2018 ISSUE

The nominees



Azra Khamissa
Designer and founder of Azra

What I do
I am a handbag designer and a chiropractor. I started fostering my love for design and began making my own backpacks. Through the power of word of mouth, it eventually became something much bigger.

My milestone moment
I showcased my collection at Fashion Forward a couple of years ago which really helped establish the brand. It was then that I also launched my website and had my first professional photoshoot.

Up next
The master plan is to create the coolest, most comfortable slides you've ever worn. I also plan on making clothing - most importantly desert-friendly and modest basics.



Alia El Alami
Owner and managing director of Looshi's Bakery

What I do
After leaving my job and having my first son, I started baking at home. I started up a Facebook page and received requests from many clients. With the help and encouragement of my father and brother, we started up Looshi's in 2014.

My milestone moment
The first B2B client that signed on board with Looshi's was a great moment. It was one of the toughest clients to capture, and they're still with us to this date. Receiving our first award as Best Boutique Bakery in 2017 by the UAE Business Awards was also a very grateful moment for me and the team.

Up next
I really love what I do, and it has been the best decision I have made in my career. Persistence, faith and surrounding yourself with good, positive people is what really makes the difference. Our future plans for Looshi's is to expand and focus on operating more branches.



Dina Ghandour
Founder of yApparel

What I do
I am the founder and manager of yApparel - a multi-brand concept store for ethical activewear, lifestyle clothing and accessories. I've also been practicing yoga for almost 15 years.

My milestone moment
I was nominated for the Emirates Woman Awards 2016 which helped drive awareness and recognition of our brand and our efforts. I also have to mention that I was very lucky in finding and hiring my sales manager who has been with me from day one, and who has taken yApparel on as her own.

Up next
In 2018, we responded to the changing economic climate and moved out from our flagship store to focus our efforts online as well as supply yoga, pilates and gym studios directly across the country - currently at 15 and counting!



Zaina & Rania Kanaan
Founders of Charicycles

What we do
We run a custom designed bicycle company called Charicycles. To reduce waste, we salvage bicycle frames from Japanese landfills and give them a new lease of life. Every Charicycle sold contributes to donating a bicycle for children in refugee camps around the MENA region.

Our milestone moment
A major moment was the first time we saw a random Charicycle on the street. We were sitting in a Caravan at the traffic light in Dubai Marina and looked up to see someone commuting on a Mint Macaroon Charicycle. We teared up!

Up next
We are trying to create more awareness about upcycling through running workshops on how to upcycle different things like bicycles, glass bottles, and clothes. But our next big thing is creating an electric version of our Charicycles and entering the EU market.



Nasreen Afshar
Founder of Buttons & Bows Tailoring

What I do
Buttons & Bows Tailoring is a door-to-door tailoring service catering to the busy lifestyles of Dubai residents. I always talked and dreamed of owning a tailoring/ fashion boutique in clothing. And I shared this passion with my friend and colleague basket, Gigi Hamati. Gigi was the push I needed and the driving force that led us to start Buttons & Bows Tailoring.

My milestone moment
Being part of the Emirates Loyalty program has been a big thing for us. And every time we get brides from different parts of the world contact us, even as far as the UK and USA, we consider it to be an achievement.

Up next
We have already had a soft launch of our own line of exclusive headwear. And we look forward to more successes and happy clients. We really believe every problem has a solution no matter how big or small the issue.

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POST-EVENT COVERAGE

DIGITAL BANNERS

MPU's, HP's LB's ran across
emirateswoman.ae

LB 73,185 impressions

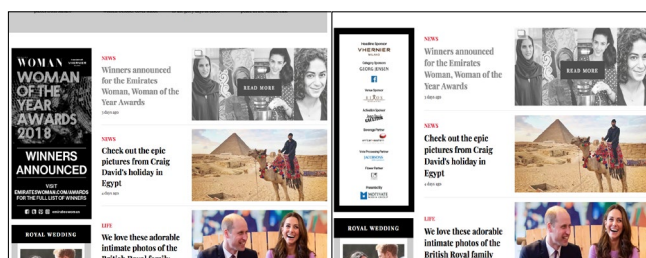
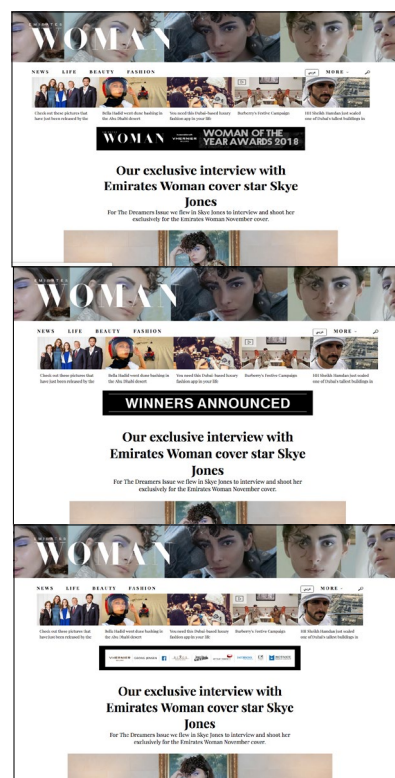
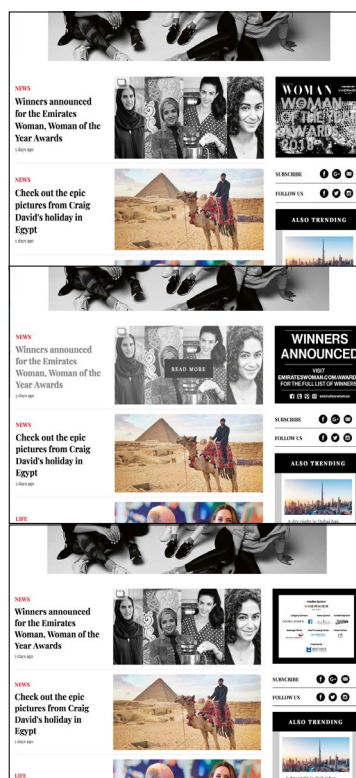
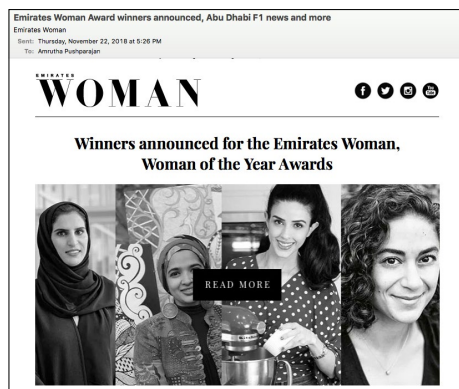
MPU 18,868 impressions

HP 16,858 impressions

EDM

**Emirates Woman database,
EWA (Guestlist+Nominees)
50,000 subscribers**

22 November 2018



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THE WINNERS

WORDS: GEORGIE BRADLEY

The Achiever
Alisha Moopen
Executive director of Aster DM Healthcare



The Artist
Batool Jafri
Mixed media artist



You've said that at Aster DM Healthcare you strive for a healthier and happier tomorrow. How are you achieving this in small and effective ways? At Aster DM Healthcare, we live by our brand promise: "We'll Treat You Well". This is also our commitment to everyone around us. Not just our customers but also our employees. While we have training programmes to nurture career and individual growth, we have introduced a Women Leadership Programme which encourages capable and talented female employees to achieve their true potential and facilitate career growth.

What's your personal philosophy in life? I believe that happiness is related to healthiness. It is crucial that each one of us enables or creates an environment that encourages physical, social and mental well-being. The one thing that you can control in your life is your own health and well-being and we should do everything we can to ensure our own health and happiness.

If you were to dedicate this award to someone, who would it be? I would like to dedicate this award to my dearest sweetest Mom, for instilling in me the belief to dream. She has always nudged me and my sisters to dream big and create an environment in which we can strive to turn these dreams into a reality.

Do you have a muse? I don't actually have a muse but I am inspired by a couple of artists that I always go back to whenever I am stuck in a blank space. I love Van Gogh for his art but also for how much he suffered in his life but still kept going. Then there is a Pakistani artist called Sadequain - he didn't care about money or anything. He used to paint images from poetry verses. I love the lines, textures and emotions that come through both of their works.

Which international art fair would you most like to exhibit at one day? The Venice Biennale! It's the event in the art world. If you've reached there, you've done. It's also the mix of people and the vibe of Venice. It's an amazing place.

If you were to dedicate this award to someone, who would it be? It would be to two people: my grandmother who was an artist and really believed in going for it no matter what and my mother because she has had a difficult life but has always been my family's foundation. She's that rock for all of us.

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