



It's my party...
and I'll buy
what I want to

Who wants to traipse from shop to shop when you can **have a fashion party**? Get your friends together, crack open a bottle and get ready for a spend-up



JHC

Judith Hobby used to sell other designer's clothes, but then she tried her hand at creating her own pieces and hasn't looked back...

"I used to have a business with a friend, which involved travelling around the world buying clothes and then selling them in home sales. It was pretty successful, but it became increasingly difficult to find new and interesting pieces. We had really reached the end of the road for that business, so I decided to try and design a couple of pieces myself and have these made in Dubai. They flew off the racks and I knew that I was onto something."

"My collection, JHC, is made for women who are active and busy, and who recognise the need for comfort and ease of movement but don't want to compromise on style. The pieces represent an easy style with a contemporary, edgy

elegance and are priced around Dhs150-500.

"I regularly hold 'open house events' and they are madness! We generally have 9-10 vendors, all of whom are friends, and therefore we are always having fun. When people arrive they often say they feel like they are arriving at a private party where everyone is pleased to see them! It's not pressured, it's just relaxed."

"It's great too as the vendors include jewellery, homewares, food and more, so it's a great way to check out something different, but without any pressure. Customers have time to have a look and, with so many options, they might leave with a bracelet or a pie or maybe nothing... but potentially

next time they might find loads of things they love."

Check out Judith's range online at www.judithhobbyclothing.com or on the Judith Hobby Clothing Facebook page. Email judithhobbyclothing@gmail.com to find out when she is holding her next open house

Hayet Jewellery

Hayet Zerelli makes her own unique pieces for her Hayet Jewellery range and loves for friends to try and buy.

"I started making jewellery for myself and my friends liked my designs, so they started placing orders. As costume jewellery was becoming a big fashion trend, this really helped my brand to flourish."

"My main inspiration is Tunisian jewellery, modernised to complement today's fashion. I like to use different materials in the same piece, such as silver and copper or silver and pearls. I collect old antique pieces, like silver Hands of Fatima, and I tend to mix old and new. This makes my line of jewellery quite unique and helps me create one-off pieces. I also have a line of unique Hand of Fatima mirrors from Tunisia, which I introduced recently."

"My jewellery parties offer an exciting way to shop as you can try on jewellery with your girl friends in a relaxed atmosphere. I often hold

events for hen parties, or even for team building, when the team is primarily made up of women. I also have a line for children, so kids can get involved too."

"As well as my jewellery parties I also have a permanent space at Object & Elements in Al Quoz, and I've been taking part in the monthly Arte Souk at Times Square Mall for the past five years. My prices start from Dhs25-90 for the kids' range, while the main collection goes from Dhs100 up to around Dhs600 and anything in between."

Email hayetzerelli@gmail.com to arrange a jewellery party with Hayet

OUT OF THE CLOSET

Home fashion parties are a great opportunity to get together with friends, have a try-on and find that special piece that's just a little different to the norm



Hunni

Debbie Baisley travels the world to find unique pieces for her boutique, Hunni, and brings them straight to your home.

"I moved to Dubai in 2009 and quickly realised that there was a massive gap in the UAE market for boutique-style clothes – it was either high-end or high-street – so I started up Hunni. We sell a variety of different styles from an array of designers that we have hand-picked from around the world, many of which are exclusive to Hunni. We also only stock one design in each size to ensure our customers stand out in a crowd and do not have to worry about bumping into someone in the same dress! We pride ourselves on providing affordable, beautiful styles and bringing the hottest looks for each season."

"Our client base ranges from the busy mum in-between school runs, to ladies who like to experience a more personal shopping service and advice, to the most stylish customer who knows exactly what she wants. We are trying to give women a reasonably priced shopping

experience with a twist of exclusivity. "Our fashion parties are great fun, either as a coffee morning or a girl's night in. You tell us where and when you want us and the pop-up Hunni Boutique will arrive at your house for a morning or evening of retail therapy. Then all you need to do is invite your girlfriends, making it a great social event."

"What's really great is it allows the ladies to share fashion ideas and relax while shopping together. It cuts down on the time and effort sometimes needed to get in a car and go the mall to plough through the shops, too. We offer a personal shopping experience in the comfort of your own home or ours and we make it a fun experience." *

You can shop online at hunnonline.com, which offers next-day delivery in the UAE. Email events@hunnonline.com or call 056 1036 052 to arrange a fashion party with Hunni

