

# Style Vault Dubai

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MATHIEU CHAUVAUX  
BRINGS A FRENCH  
TOUCH TO SHO CHO  
DUBAI

FOOD VAULT  
FAVORITE EATS

THIS SEASON'S BEAUTY  
ESSENTIALS: EVERYTHING  
YOU NEED FOR CHRISTMAS

FEATURING: PAUL RAMOS, LINA MUSTAFA,  
JUDITH HOBBY, THE GIRLS BEHIND  
SUPER LOCAL

## SHOP THE VAULT



2

4



1



5



6



3

We are lusting over these unique and trendy pieces.

1. Evita Peroni Origami Folds Bracelet AED150 -
2. G-Star snapback AED 229
3. Gaydamak Kures Earrings AED 42,559
4. Judith Hobby Imogen Jumpsuit\_AED 425
5. Lulu Guinness Sparkling purse
6. Sargossa red heels- available at <http://www.sargossa.com/>

## JUDITH HOBBY

Style Vault Dubai chats with designer Judith Hobby about her fashion brand and creative process, check out the full interview below.

**1. How long have you been in Dubai?**  
16 Years

**2. Is fashion designing something you have always done?**  
No, it's something I fell into. Previously I had worked in marketing, but I started a business with a friend bringing in clothes from around the world - and this developed into JHC.

**3. When did you start Judith Hobby Clothing?**  
October 2011

**4. What kind of woman do you design for?**  
Me! Actually, it's for anyone with a busy lifestyle who wants to have comfortable and stylish clothes with an edge.



**5. How difficult is it to run a homegrown brand? What are the challenges you face?**  
It's easy to get started in Dubai, but if you want to have a shop or move up to the next level, it's very expensive. You really need to trust in your brand. On a more personal level, I also find it difficult to delegate when I have so much personally invested in JHC so I end up juggling far too many balls.

**6. How do you find the fashion scene in Dubai? Are people more responsive to homegrown brands or international ones?**  
People do seem responsive to homegrown brands. But of course they still love their international ones. I do find that people are quite conservative here though. Not many people take risks with their style.

## JUDITH HOBBY

**7. Your clothes have an easy to wear flair, what inspired this minimalist style of design?**

It's how I like to dress. The clothes are all designed with the type of style that I personally like to wear.

**8. Tell us more about your fashion background?**  
I don't have any formal fashion background, but I have always loved clothes and fashion. It's from this interest that the brand started.

**9. What would you be doing if you weren't a fashion designer?**  
I have no idea. I can't imagine not doing this now!

**10. Which local and international celebrity would you like to dress?**  
I don't have any celebrity that I would like to dress. My dream would be to see my clothes on people doing the supermarket shopping, picking up the kids from school or going out for dinner.

**11. Who is the quintessential Judith Hobby muse?**  
My muse is any woman who is juggling a busy life and is still trying to look stylish.



**12. Judith Hobby clothing is not the usual style of women in the Middle East, what has the response being like?**

Excellent. I think a lot of women are looking for clothes that are easy to wear but still look good. I don't believe that style and comfort are mutually exclusive.

**13. What are your fashion must haves for this festive season?**  
A great jumpsuit (the Imogen and Lizzy are my faves at the moment) and a fab party dress - it has to be the Betty...