

Ready to Wear! Everyone is Welcome to Wear!

Shimmers, long trench coats, bright, bold colors, and patterns. All these flourishes are becoming added to abayas, creating a unique new ready-to-wear that truly welcomes everyone to wear!

Abaya trends have taken a turn for the fashionable. The styles and colors have evolved tremendously. Previously, abayas mostly came in jet black and dark denim blue with the occasional rhinestones and stitched embroidery for a pop of color. Now, abaya designers are embracing vivid and daring colors such as lime green and Munsell purple, with shimmery fabrics adorning the abaya and bold, courageous patterns.

1309 Studio is the first locally owned design house to tick all of the boxes.

Founder and creative director Ghada Al-Subaey started her business in 2015. At first, she created her designs at home, but then she decided to start a business and stand out in the Qatari abaya industry (Saleh, 2023).

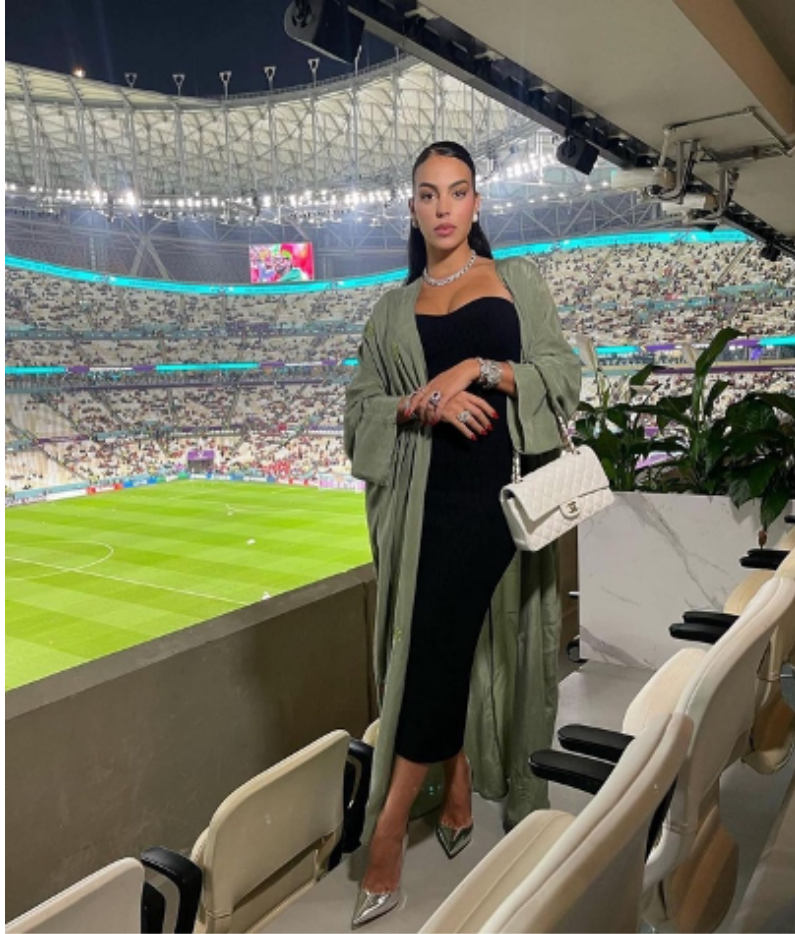


Look 1: Ghada Al-Subaey,
<https://www.facebook.com/studentsinqatar/photos/a.1821051971308783/5715800341833907/?type=3>

[Al-Subaey's brand name is](#) an homage to Al-Subaey's mother's birthday, 13/09, who is the inspiration behind Al-Subaey's fashion sense (Saleh, 2023). Growing up she saw her mother stitch and cut fabric and that is what made her interested in fashion (Saleh, 2023).

[Her designs are described](#) as bold, minimalist, feminine, unique, and bohemian. Al-Subaey's designs use the concept of the traditional Qatari abaya and modernize it. That is what truly makes her stand out in the sea of all the abaya businesses in Qatar and the Middle East.

You may have heard about this Qatar women-owned business during the World Cup when Cristiano Ronaldo's girlfriend, Georgina Rodríguez, wore one of Al-Subaey's abayas, (the signature palm tree abaya to be specific) to the Portugal vs Morocco match.



Look 2: Georgina Rodríguez in 1309 Abaya:

https://www.instagram.com/p/C13H68xhymJ/?utm_source=ig_embed&ig_rid=ad7c456c-dabe-438a-820c-00b1d5a67ed4

Having Rodríguez wear one of the brand's abayas met one of Al-Subaey's goals, which was to [make her pieces](#) accessible and wearable for everyone; she wanted to make the abaya a fashion statement rather than a cover-up (Saleh, 2023).

[Al-Subaey also](#) focuses on how her pieces emotionally affect her wearers; she wants her customers to feel empowered, relaxed, and their true selves when wearing her pieces (Saleh, 2023). This is something that is not very much talked about and sought after in the fashion industry.

What distinguishes the brand from other Qatari abaya brands is its concern for environmental sustainability. [About 70%](#) of the fabrics used are vegan, including vegan linen and vegan silk. Furthermore, the packaging is biodegradable, compostable, and environmentally friendly (*About*, n.d.).

Aisha Abdulla Al Thani, 22, is a sophomore at Northwestern University. She has previously bought from the brand. She is in love with the brand's concepts and designs. She describes the brand to be funky, fashionable, and minimalistic.

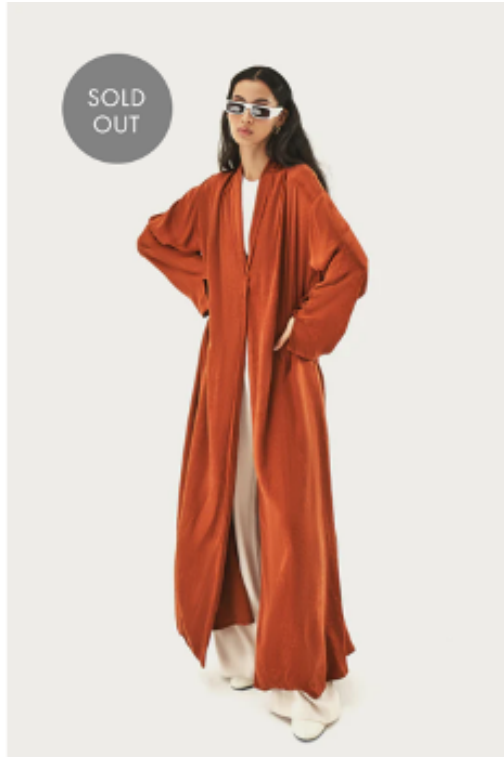
“In my eyes, they were the first brands that made unique abayas in Qatar; there were not any abayas like them in Doha,” she explained. “Their abayas are funky, and at the same time, they are simple, which is why I love their styles. For example, you can choose funky and fashionable or simple and a little bit funky.”

Al Thani began wearing the abaya two years ago when the abaya style became modernized and more fashionable. She also enjoys 1309 Studios pieces because they are unique and draw inspiration from our surroundings.

Shouq Al-Ali, 20, is a freshman at Northwestern University Qatar. She has never bought from the brand but has seen the brand’s advertisements on her Instagram page. She has surfed through 1309 Studios’ Instagram page and concluded that this style was not for her.

The one word that came to her head while looking at their Instagram page was hideous. She states that “it’s not something that I would want to buy or wear.”

Al-Ali is new to wearing colored abayas, so she usually opts to wear darker-colored abayas like, walnut brown, royal blue, and shadow grey. Al-Ali states, “I don’t mind them because I personally wear colored abaya. Of course, I would not go with bright colors such as yellow or orange just because they’re not my style.”



Look 3: Zendaya Amber:

<https://1309studios.com/collections/abayas-2021/products/zendaya-amber>

This [blazer-style burnt](#) reddish orange abaya is made of soft Silk jacquard fabric with a special texture of flowers and branches (*About*, n.d.). This must be a popular design because it is sold out on the 1309 Studios website. The color of the abaya is so distinctive.

While this reporter would not have the courage to wear such bright abayas, here are some fashion tips on how to make it work: pair it with an all-cream outfit, cream shoes, and a cream-colored bag.

Wearing a monochromatic black shirt and pants with black shoes and a bag would also look great and highlight the color of the abaya. All gold jewelry would look good with this abaya. Depending on the color of the outfit underneath the abaya, cream, white, or black sunglasses would complete the look.



Look 4: Farrah Matallic:

<https://1309studios.com/collections/abayas-2021/products/farrah-metalic>

This metallic greyish gold abaya is flowy and has a matching dress; it also has a built-in scarf. It is [made out of](#) silk jersey fabric and lined with soft chiffon to prevent itching (*About*, n.d.).

This abaya is very bold, so you need to know when to wear it.

If you are an influencer, you can wear this abaya to an event with black shoes, and bag, and silver jewelry. If you are a normal person, you can wear this abaya to gatherings.



Look 5: Flowers and Spaceship - Brown:

<https://1309studios.com/collections/abayas-2021/products/flowers-and-spaceship-brown>

This abaya radiates Arabian alien princess galaxy vibes. It is charcoal black with cinnamon brown lining on the sides of the abaya, and pearl white UFO, flower details between the black and brown.

[This abaya is made](#) of black and brown linen rayon blends fabric. It has a matching dress and gloves. To style it, you can either go with brown, black, or white shoes and bags. For accessories, you can wear gold jewelry (About, n.d.).

1309 Studios has created a safe environment for women to express themselves through their clothing. It also has paved the way for newer brands to step up and be unique to themselves rather than simply following current trends or historic traditions. Their styles have demonstrated that abayas can be worn by anyone. It is not just for Arab women to wear; it is for all women around the world to wear.

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Source List:

Aisha Abdulla Al-Thani – Instagram: @ayyalthani

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About. (n.d.). 1309Studios. Retrieved April 3, 2023, from

<https://1309studios.com/pages/about-us>

SALEH, H. (2023, February 7). *1309 Studios founder Ghada Al-Subaey talks Arab representation, dressing Georgina Rodriguez*. Arab News.

<https://www.arabnews.com/node/2246371/lifestyle>