

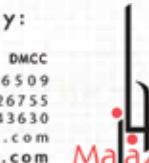
Rasha Nour El Din

Fashion Designer & Stylist



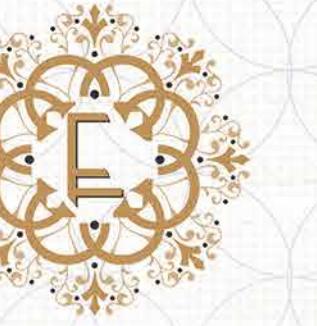
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Rasha Nour El Din
Fashion Designer & Stylist

إيلجا نزا
لتدود



ELEANZA
LA MODE

Eleganza La Mode

Al Wasl road opposite to Safa park - Al Wasl square building.

Dubai, UAE

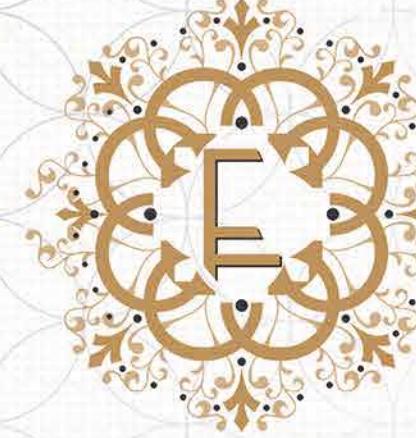
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إيلجا نزا
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every stitch counts



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UNIQUENESS
is my favorite color

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Rasha Nooreldin
Fashion Designer & Stylist



ELEGANZA
LA MODE



Our Story

Eleganza Brand

The UAE based **Eleganza La Mode** started as simple home grown brand. From an extension of her house backyard, Rasha Noureldin started a small abayas collection to serve her relatives, neighbors, and friends, after her own self designed cloths attracted the attention of many during social gatherings and occasions.

Eleganza La Mode was officially created in 2005 operating from home with extremely limited number of staff. Since then the brand has evolved to a multi-store brand across the emirates, with over 30 employees including tailors, cutters, and designers.

Eleganza La Mode has established its first branch at Dubai – Jumeirah canter on 2010 followed by the second branch at Dubai – Al Wasl Square complex mall on 2012 and 3rd branch at Dubai Shopping Festival on 2020.

Eleganza La Mode has now became one of the UAE leading fashion brands, known for every UAE house, and fashion industry after becoming one of most prominent e-commerce brands and after participating in many fashion events, exhibitions, and fashion shows, including: Dubai Bride, Abu Dhabi Bride, Al Ain bride and Ras Al Khaimah Bride

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Rasha Noureldin
Fashion Designer & Stylist



Rasha Noureldin

Rasha was born, raised and educated in Egypt and then moved to the UAE in 1992. Following her mother lead as a master cutter, Rasha had an eye for design and elegance. She involved in various art studies and courses to develop her passion for fashion. With her Middle Eastern background, and involvement in the UAE culture, Rasha was inspired to create a brand which reflects the Arabic traditions yet suite everyday modern successful women. Her career in fashion has equipped her with skills to handle the complexity of running a business and building brands.



Our Story

Eleganza designs

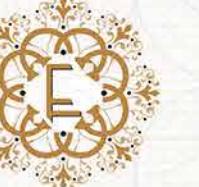
With the sought to revive the art of Arabic Abaya in a contemporary world for modern successful women, Rasha created a sense of traditional, modern design with beautifully crafted garments. Known for its high-quality materials, clean lines with layered details, the brand evolved to include more product lines. While the focus was on Abayas, the brand extended to include Moroccan caftans, dresses, gowns and evening wear as well as mommy & me occasional collection, appealing to wide variety of customers across different ages.

The brand's uniqueness was developed in its use of best quality of fabrics, handmade details, fine embroidery, at desirable prices for a wider range of clientele.

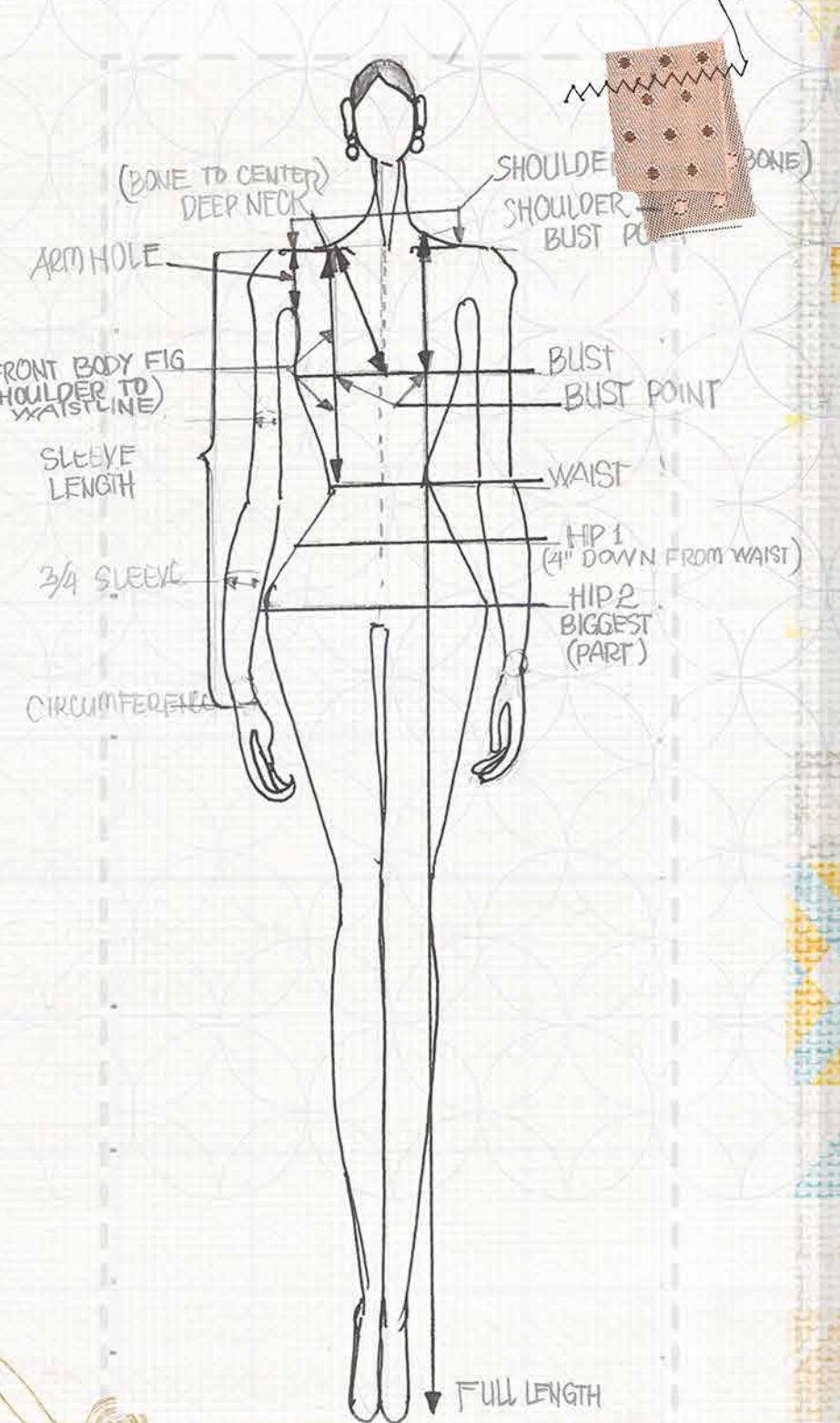
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Design Process

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- 1 IDEA** • think creatively and uniquely
or
WHAT IS YOUR NEED?
• study and analyze different types of bodies

2 BRAINSTORM - EXPLORE

- think of ways to make your idea a reality.
 - related approaches and ideas
 - possible solutions
- critique related approaches and solutions
 - compare and contrast



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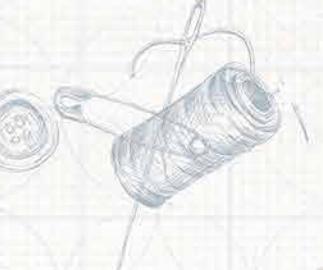


1 IDEA

- think creatively and uniquely
or
WHAT IS YOUR NEED?
• study and analyze different types of bodies

4 CREATE

- apply the idea
- make a model
- customize the idea to fit the types of different bodies



5 IMPLEMENT

- track success and failure



6 MAKE IT BETTER

- refine



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Our Collections



MOROCCAN CAFTANS



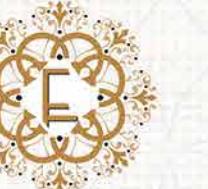
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Fashion Designer & Stylist

Freehand Sketching Arts
for all Models by Eleganza



MOROCCAN CAFTANS

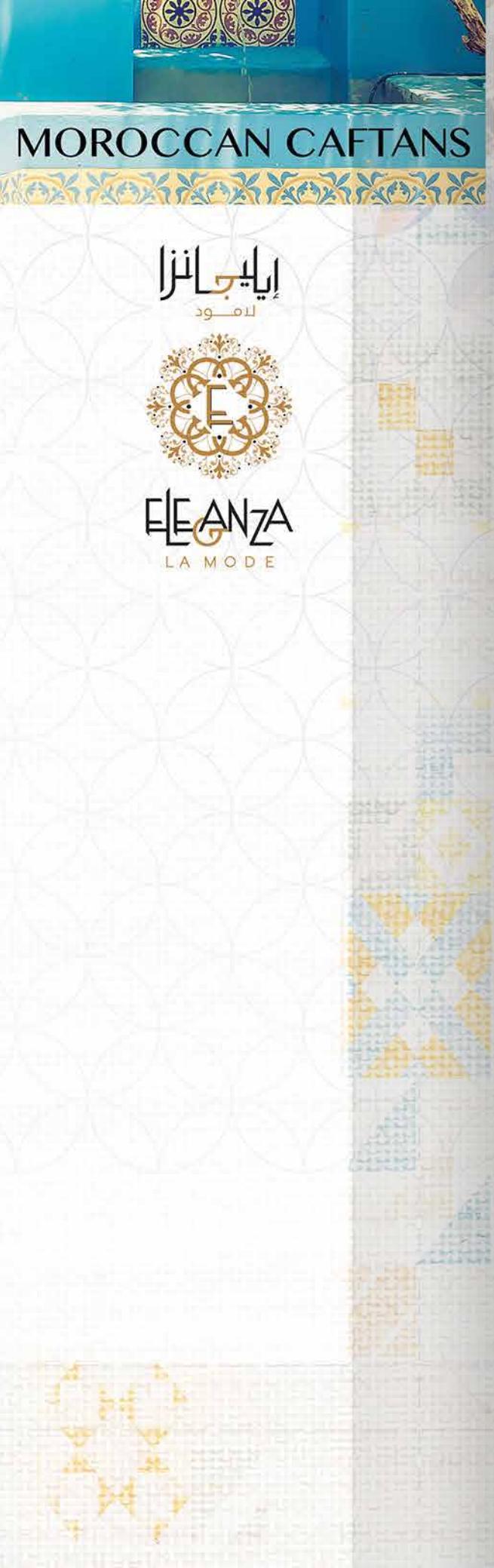
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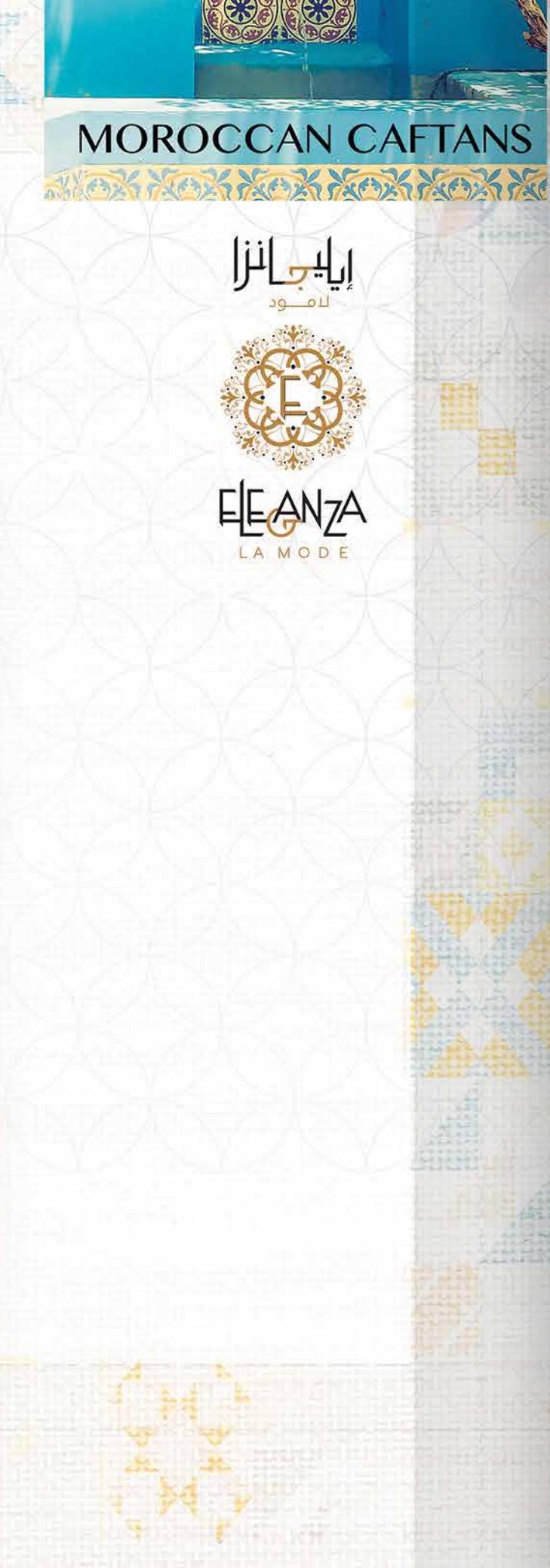
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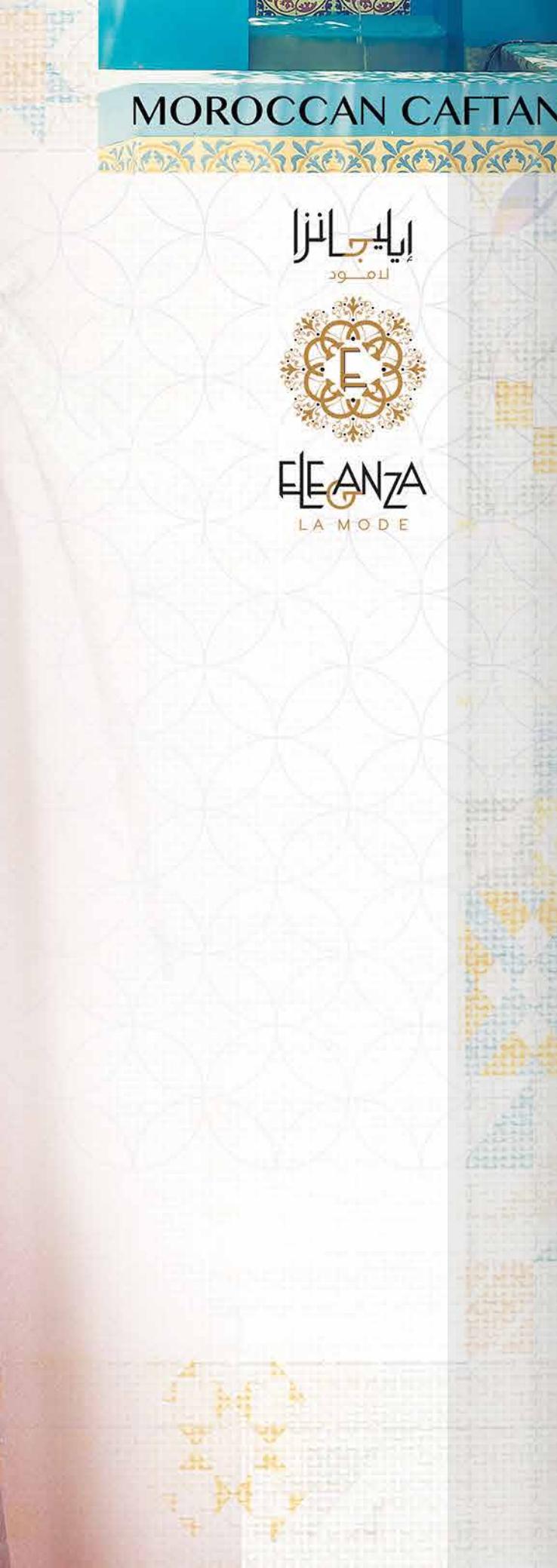
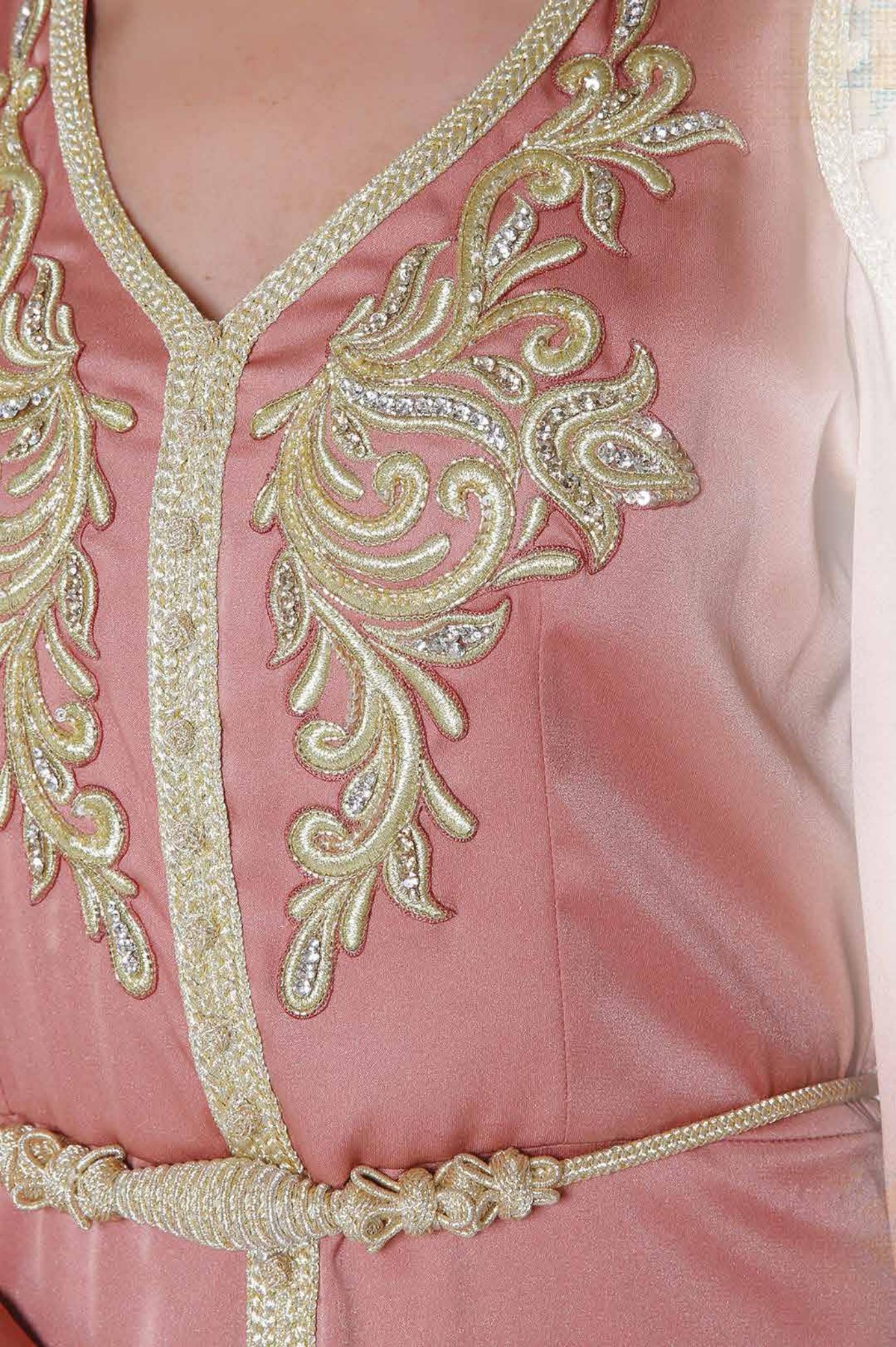
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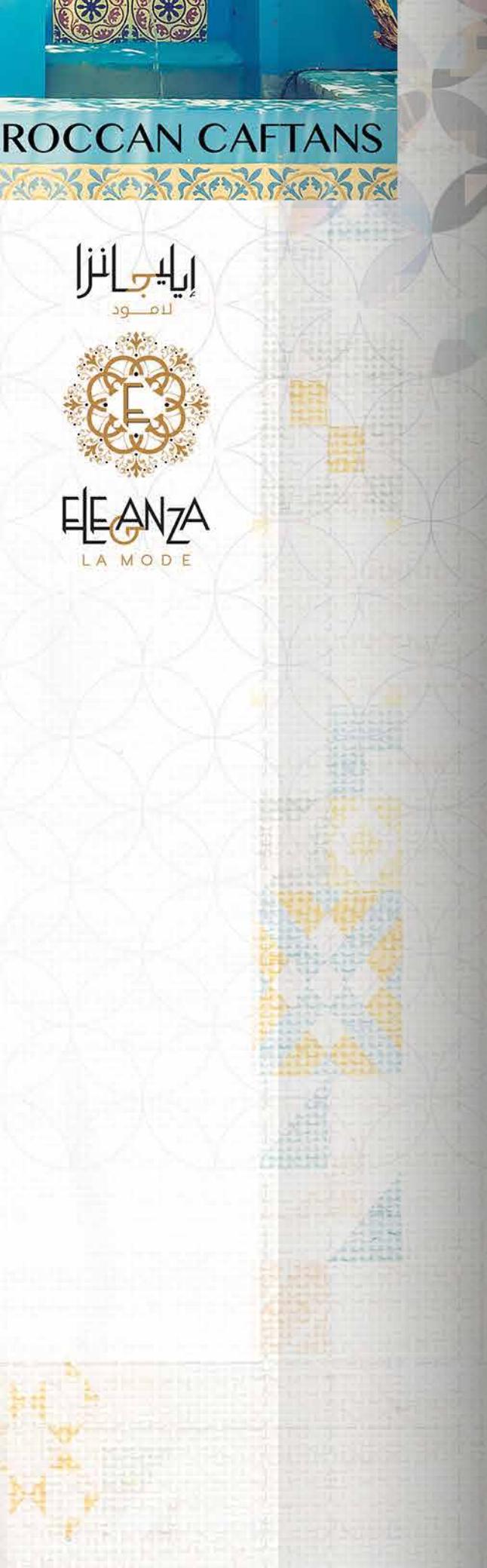


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Our Collections

DRESS



Freehand Sketching Arts
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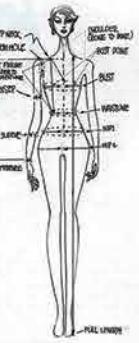
JALABIYA

Our Collections



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Freehand Sketching Arts
for all Models by Eleganza





JALABIYA

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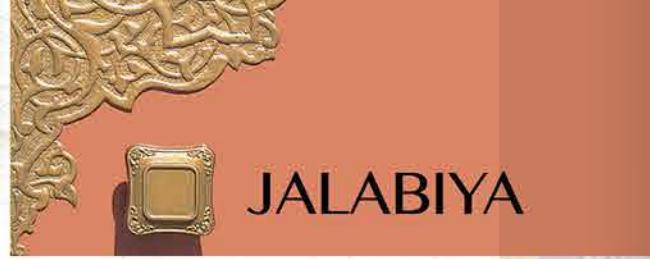


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LA MODE



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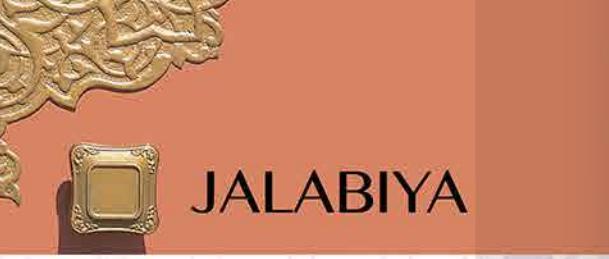


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LA MODE



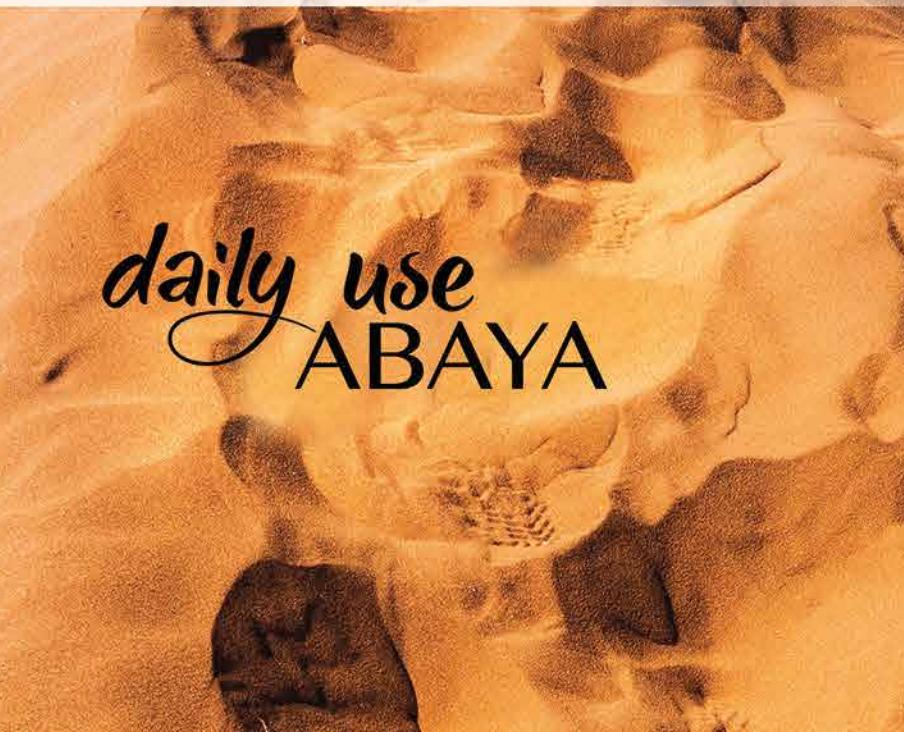
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Fashion Designer & Stylist







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Our Collections



daily use ABAYA



Rasha Nooreldin
Fashion Designer & Stylist

Freehand Sketching Arts for all Models by Eleganza



daily use
ABAYA

ابياتانزا
للموضة



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LA MODE



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LA MODE



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Fashion Designer & Stylist



daily use
ABAYA

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ELEGANZA
LA MODE



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ELEANZA
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Rasha Nooreldin
Fashion Designer & Stylist



daily use
ABAYA

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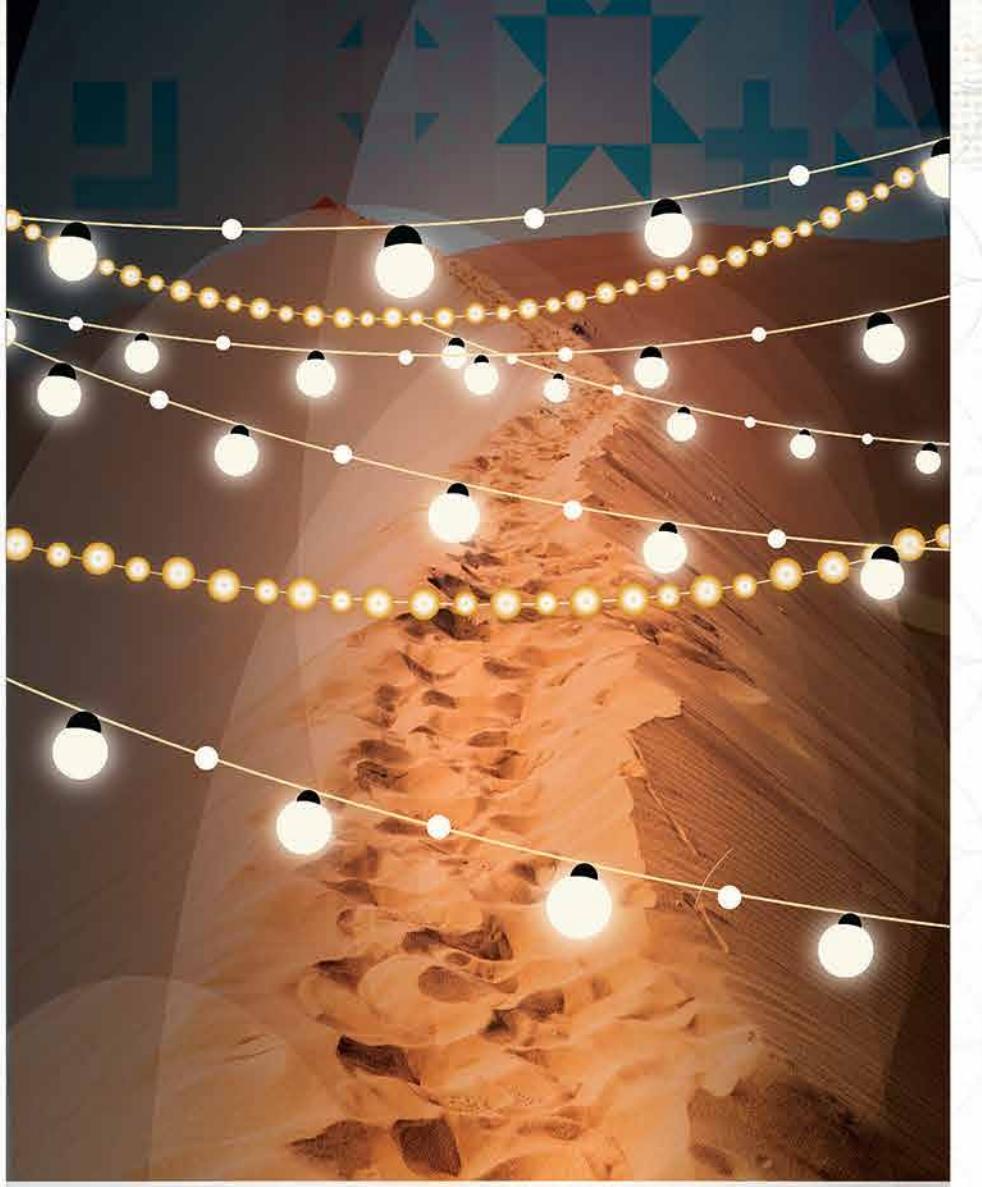
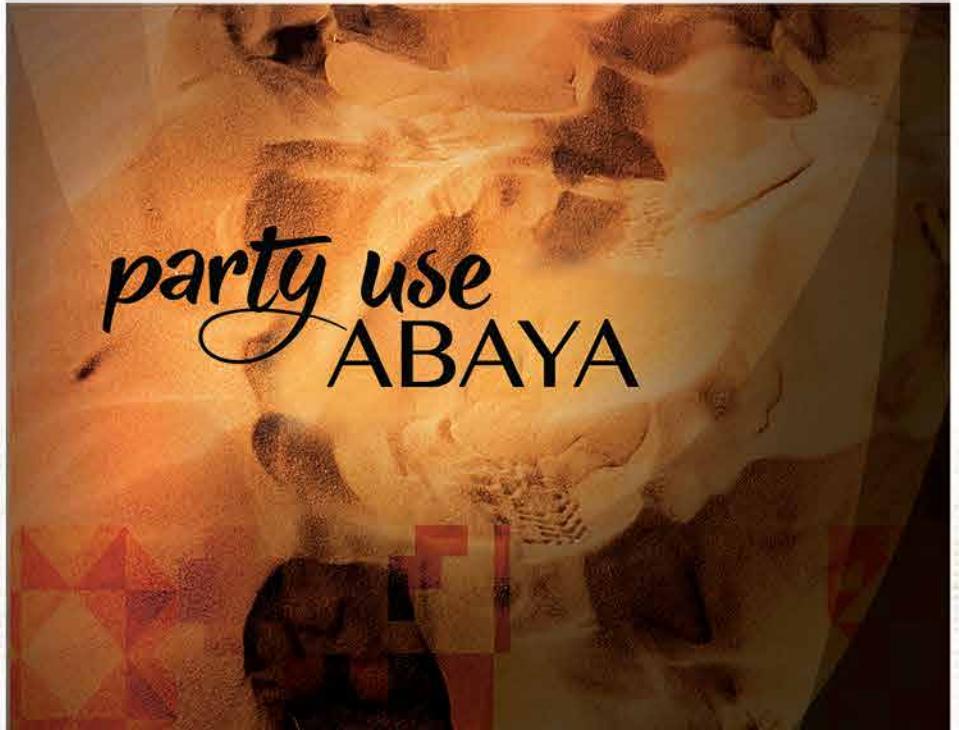
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Rasha Nooreldin
Fashion Designer & Stylist

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Our Collections

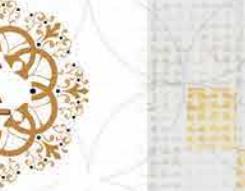


Freehand Sketching Arts
for all Models by Eleganza



party use
ABAYA

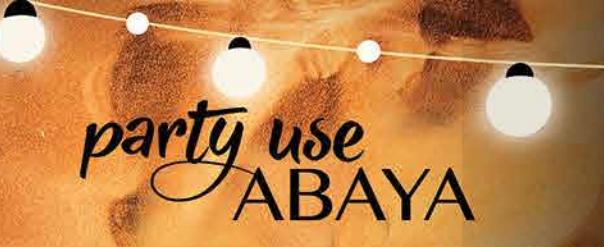
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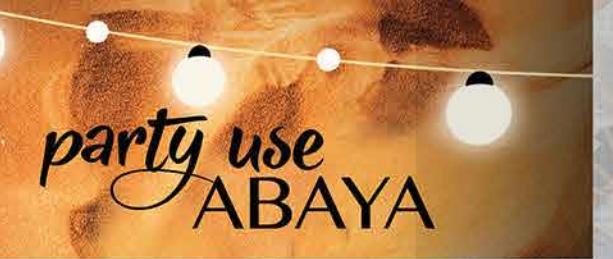


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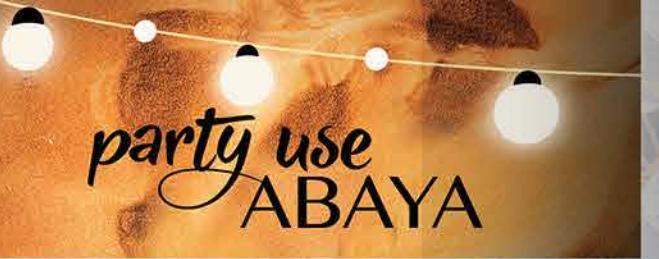
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party use
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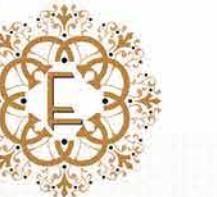
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Fashion Designer & Stylist



Our Collections

MUMMY and ME

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ELEANZA
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mommy
YOU ARE THE BEST

To The Best
Mom

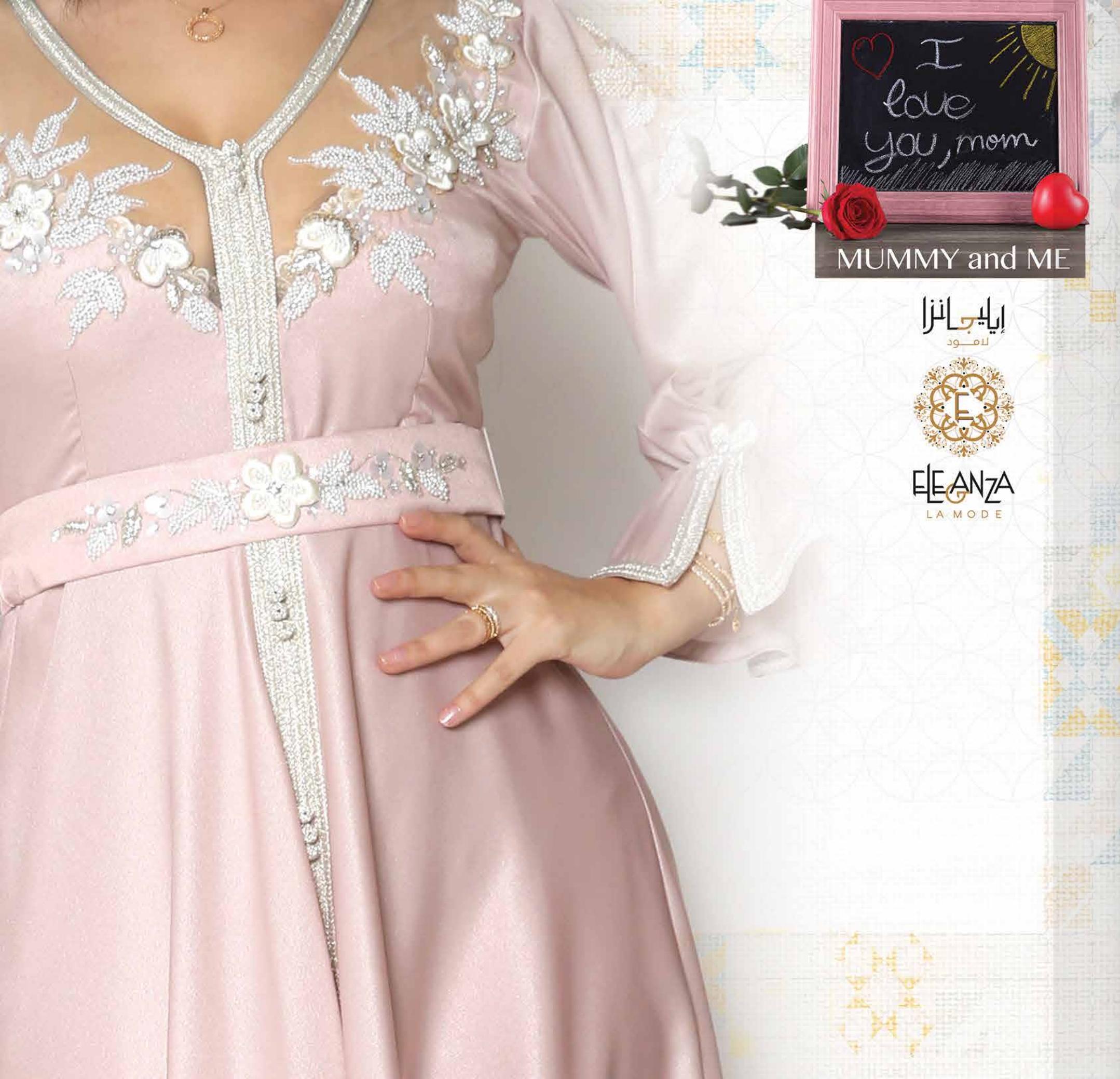
MOM & Me

I LOVE YOU



Rasha Nooreldin

Fashion Designer & Stylist



MUMMY and ME

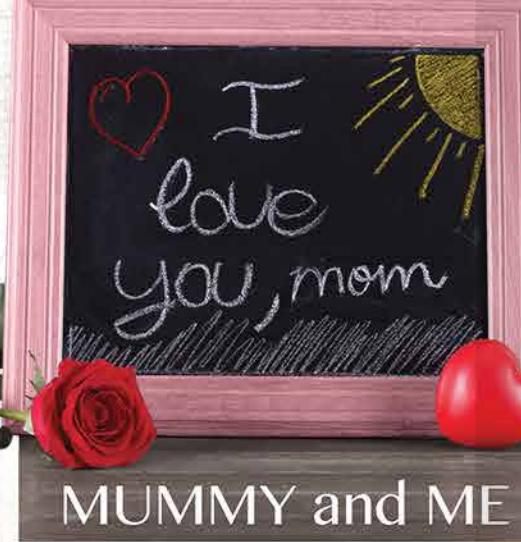
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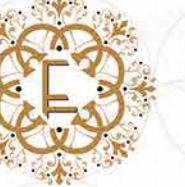


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MUMMY and ME

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MUMMY and ME

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