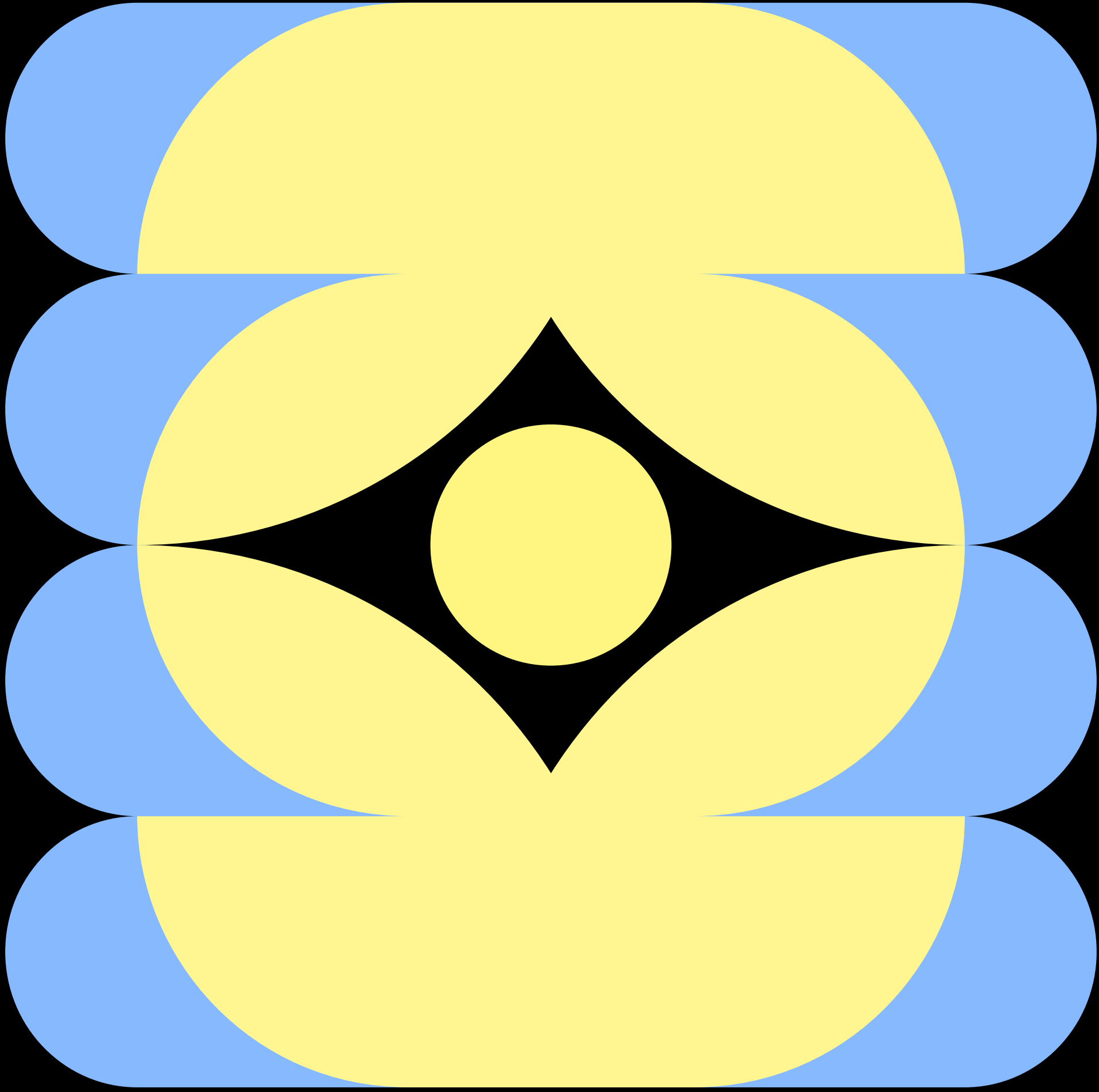


# HIA HUB



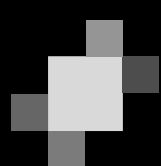
THE REGION'S LARGEST FASHION,  
BEAUTY & LIFESTYLE CONFERENCE



## PROGRAM OVERVIEW

OCT 30 — NOV 03

OUR PARTNERS



FASHION مستقبل  
الأزياء FUTURES

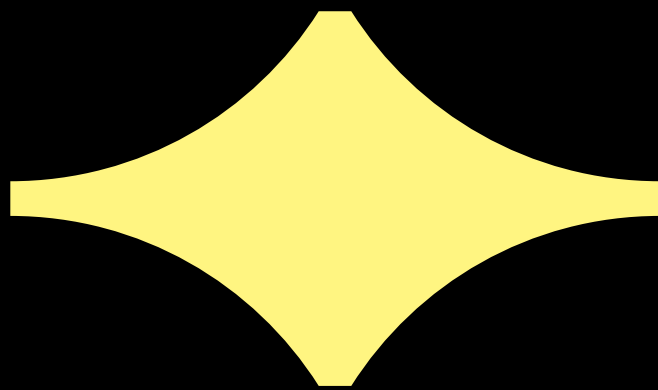


THE  
SKINCARE  
EDITION



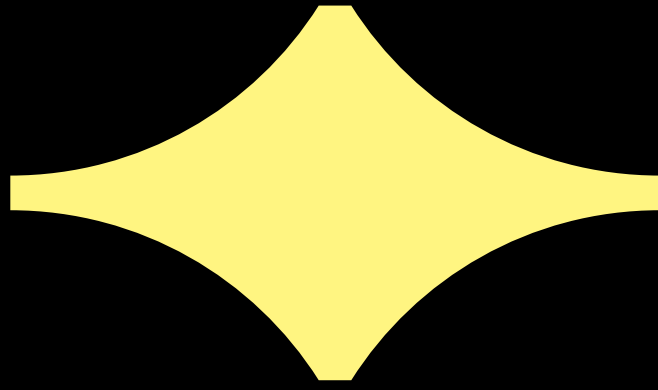
JAX District حي جاكس

HIA HUB



DAY  
ONE

WEDNESDAY  
OCT — 30



DAY  
01

OCT  
30

3:30- 3:45 PM

TALK

In partnership with



B8  
FF Masterclass  
Room

## Fashion Futures Opening Notes



**Burak Çakmak**  
CEO, Saudi Fashion  
Commission

3:45 - 4:15 PM

TALK

In partnership with



B8  
FF Masterclass  
Room

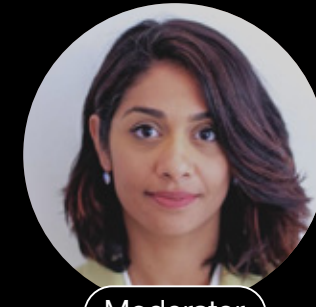
## Fashion Futures Digitized: Gateway to the Saudi Fashion Industry's Insights and Innovation



**Stijn Groenink**  
Senior Partner &  
Executive Board Member,  
Metyis



**Ammar Bogari**  
General Manager for  
Strategy & Business  
Development,  
Fashion Commission



**Dr. Rawan Maki**  
Director of Advisory,  
The Business of Fashion

Moderator

4:25 - 4:45 PM

TALK

In partnership with



B8  
FF Masterclass  
Room

## Furlan Marri: Building a Saudi-Swiss Luxury Watch Brand



**Hamad Al Marri**  
Co-founder & Artist,  
Furlan Marri



**Mashael Al Dakheel**  
Features Director,  
Hia Magazine

Moderator

DAY  
01

OCT  
30

4:55 - 5:25 PM

PANEL

In partnership with



B8  
FF Masterclass  
Room

## Capitalizing on KSA and Beyond: Unveiling Market Opportunities In Saudi Arabia



**Burak Çakmak**  
CEO, Saudi Fashion  
Commission



**Patrick Chalhoub**  
Group President,  
Chalhoub Group



**Mazroua Al-Mazroua**  
Chief Marketing & Experience  
Officer, Board member, KAFD



Moderator

**Ritu Upadhyay**  
Middle East Bureau Chief, WWD

5:55 - 6:25 PM

TALK

In partnership with



B8  
FF Masterclass  
Room

## Inside the TikTok Community: Trends, Insights, and the Evolution of Fashion Culture



**Kinda Ibrahim**  
Regional GM, Operations  
- TikTok METAP, Central &  
South Asia



**Nirvana**  
Content Creator



Moderator

**Raneem Basyoni**  
Partnership Manager,  
TikTok MENA

DAY  
01

OCT  
30

6:35 - 7:05 PM

PANEL

In partnership with



B8  
FF Masterclass  
Room

## The Future of E-commerce and How to Hyper-Personalize the Gulf's Digital Market



**Amit Keswani**

Chief Omnichannel Officer,  
Chalhoub Group



**Alexandra Van Houtte**

Founder & CEO, Tagwalk



Moderator

**Katie Golding**

Chief Marketing Officer,  
SRMG

8:30 - 9:00 PM

PERFORMANCE

In partnership with



Billboard  
Arabia  
Mainstage

## DJ Mubarak



9:00 - 10:00 PM

PERFORMANCE

In partnership with



Billboard  
Arabia  
Mainstage

## Lil Eazy



10:00 PM -  
12:00 AM

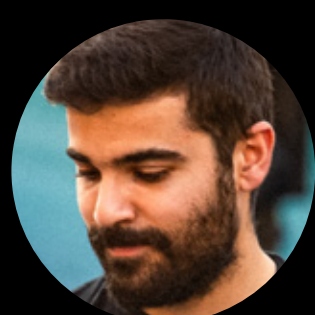
PERFORMANCE

In partnership with

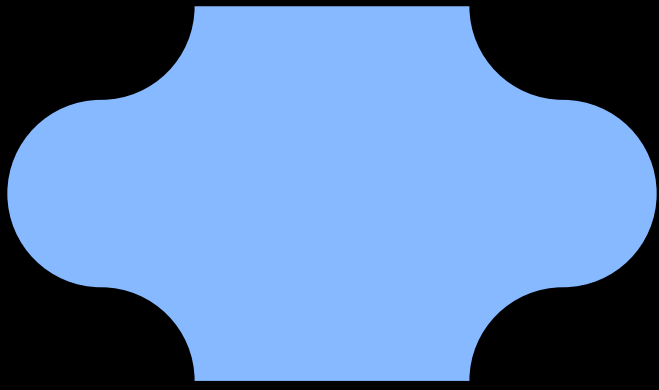


Billboard  
Arabia  
Mainstage

## Sannude

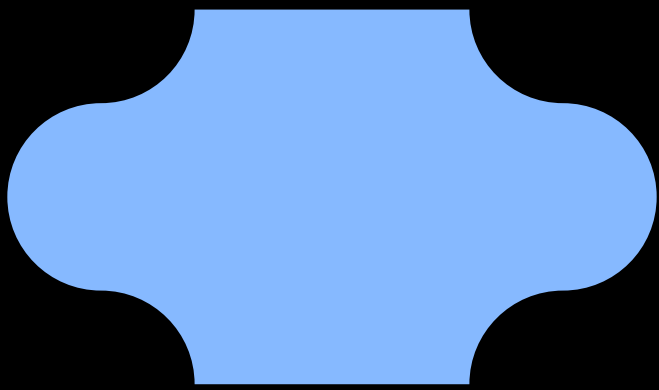


HIA HUB



# DAY TWO

THURSDAY  
OCT — 31





DAY  
02

OCT  
31

3:30 - 4:15 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## The Current Landscape of Beauty & The Evolution of Skincare



**Patrick Chalhoub**

Group President,  
Chalhoub Group



**Franck Marilly**

Chairman,  
Shiseido EMEA



**Hasmik Panossian**

Regional Managing Director,  
Sephora ME



**Laurent Duffier**

Managing Director,  
L'Oréal Middle East



**Henk van der Mark**

VP retail, Commercial &  
business Development,  
Estée Lauder Companies  
EMEA



Moderator

**Lynn Al Khatib**

VP Communications,  
Chalhoub Group

4:00 - 5:30 PM

WORKSHOP



In partnership with



B8  
Workshop  
Room A

## A Hia Magazine Workshop: Crafting Impactful Fashion Editorials and Resonant Content



**Mashael Al Dakheel**

Features Director,  
Hia Magazine



**Jeff Aoun**

Fashion Director,  
Hia Magazine



**Abdelrahman  
El Shahed**

Artist



**Abdulrahman Al-Abed**

Fashion Designer, Founder of  
Qormuz



**Nour Aldhahri**

Fashion Designer, Founder  
of Nour Aldhahri

4:25 - 4:55 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Gen Z's Skincare Evolution in GCC: UNFILTERED

Report presentation by:



**Jasmina Banda**

Chief Strategy Officer &  
SVP Fashion JVs,  
Chalhoub Group



**Andrea Fetzer**

VP Strategy,  
Chalhoub Group



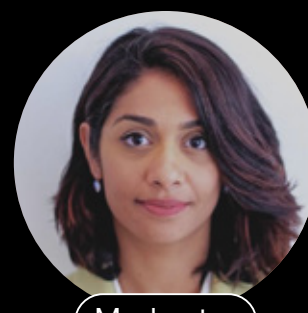
**Marriam Mossalli**

Co-Founder & Chief Marketing  
Officer, Powder Beauty



**Mohamad Al Khalil**

Managing Director, Shiseido



Moderator

**Dr. Rawan Maki**

Director of Advisory,  
The Business of Fashion

5:00 - 7:00 PM

WORKSHOP



In partnership with



B8  
Workshop  
Room B

## Runway to TikTok: Mastering Fashion & Beauty Content Creation



**Raneem Basyoni**

Partnership Manager,  
TikTok MENA



**Sara Moaz**

Lifestyle Partnership Manager,  
TikTok MENA



DAY  
02

OCT  
31

5:05 - 5:35 PM

PANEL

In partnership with



THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Beauty in Retail: Maximizing Growth Opportunities for Home-Grown and International Brands



**David Vercruysse**  
President Managed Companies,  
Chalhoub Group



**Hind Sebti**  
Founder and CGO,  
Waldencast



**Hasmik Panossian**  
Regional Managing Director,  
Sephora ME



**Youssef Benkirane**  
General Manager,  
L'Oréal LUXE



Moderator

**Lynn Al Khatib**  
VP Communications,  
Chalhoub Group

6:05 - 6:20 PM

KEYNOTE

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## The Story Behind Aesop



**Suzanne Santos**  
Chief Customer Officer,  
Aesop

6:30 - 7:30 PM

WORKSHOP

JOALI BEING

In partnership with



B8  
Workshop  
Room A

## Wellbeing Workshop



**Jason Sloan**  
Wellbeing Director



**Marina Kurban**  
Resident Herbologist

6:30 - 7:00 PM

PANEL

In partnership with



THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Driving Skincare Growth: Consumer-Driven Trends and Omnichannel Partnerships



**Salem Kaissi**

SVP Beauty,  
Chalhoub Group



**Maha Rifai**

Co-founder and Chief  
Scientific Officer, Beesline



**Elyes Jeribi**

Chief Strategy Officer,  
Nice One



**Youssef Benkirane**

General Manager, L'Oréal LUXE



Moderator

**Sujata Assomull**

Journalist and Author

7:10 - 7:40 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Skincare for All: Importance of Inclusivity in Skincare



**Nicole Nitschke**

Managing Director,  
Faces



**Joewsef (Skinfits)**

Skincare Influencer



**Dr. Rana K Shahab**

Dermatologist



**Evangelo Bousis**

Founder, Enhanse



Moderator

**Lara Akkari**

Strategy & Communication  
Director, Hia Magazine

8:00 - 9:00 PM

WORKSHOP



Cosmo Dreams'  
Exhibit

Performance "Painting Turns into Dress"  
by Artist Marina Fedorova



**Marina Fedorova**  
Artist

8:00 - 9:00 PM

MASTERCLASS

In partnership with



B8  
Masterclass  
Room

A Masterclass in the Art of Piercing,  
Fine Jewelry Design, and Ear Curation  
with Maria Tash



**Maria Tash**  
Founder, Maria Tash

8:15 - 8:30 PM

TALK

Mainstage

Moatasem Al Nahar on Crafting a  
Timeless Presence On & Off Screen



**Moatasem Al Nahar**  
Middle Eastern Actor



**Nada Baeshen**  
TV Host, Entrepreneur,  
and fashion enthusiast



DAY  
02

OCT  
31

8:30 - 9:15 PM

WORKSHOP

GUERLAIN  
PARIS

In partnership with

THE  
SKINCARE  
EDITION

**B8**  
Workshop  
Room B

## Discover The Guerlain Skincare Essentials With The Secret of Facialist Gestures



**Daniel Hamdan**  
Regional Beauty Ambassador

8:30 - 9:15 PM

TALK

In partnership with

FASHION مستقبل  
الأزياء FUTURES

THE  
SKINCARE  
EDITION

**B3**  
Masterclass  
Room

## Noor Stars: Redefining Digital Success in Conversation with TikTok



**Noor Stars**  
Entrepreneur & Content Creator



Moderator

**Melina Malliaroudaki**  
Celebrity and Public Figure Partnerships  
Manager, TikTok MENA

DAY  
02

OCT  
31

9:45 - 10:45 PM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Jori Qattan & Hams Fekri



11:00 PM -  
12:00 AM

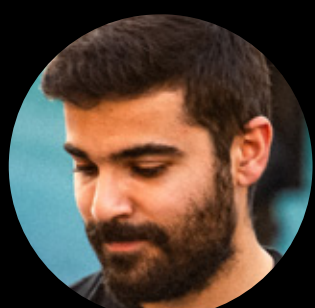
PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Sannude



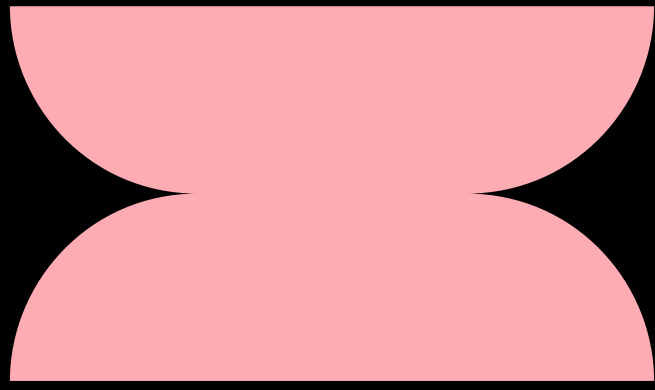
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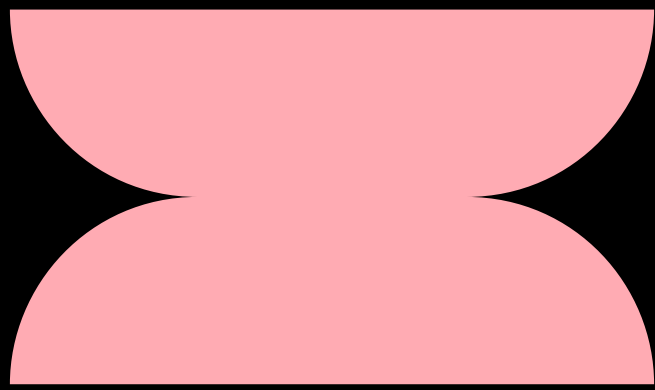
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DAY  
THREE

FRIDAY

NOV — 01



3:25 - 3:55 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Creating the Winning Formula Transparency in Ingredients, Formulation, & Personalized Solutions

Keynote by:



**Jennifer Palmer**

Senior Vice President, Global Skincare Category & Brand Scientific Authority Strategy, Estée Lauder



**Rita Silva**

Scientific Communications and Brand Engagement Manager, The Ordinary



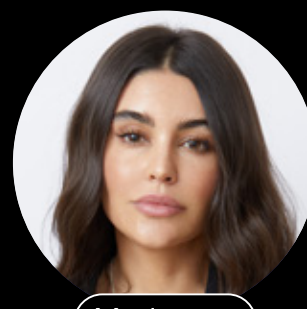
**Alexandre Benamran**

Co-CEO, Patyka



**Dina Sidani**

Founder and CEO, ilik Health



Moderator

**Miriam Abadi**

Founder, Tru & Beyond

4:05 - 4:50 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Innovations and Sustainability for the Future of Skincare



**Pierre Juhen**

Group President, Patyka



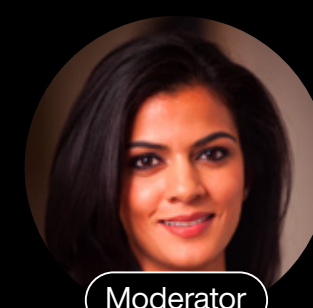
**Michel Brousset**

Founder and CEO, Waldencast



**Vincent Jeanniard**

Chief Commercial Officer, L'Occitane en Provence



Moderator

**Ritu Upadhyay**

Middle East Bureau Chief, WWD

DAY  
03

NOV  
01

5:00 - 5:30 PM

TALK

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## TikTok's Skin in the Game



**Aref Yehia**

Head of Retail & E-commerce,  
TikTok

5:00 - 6:00 PM

WORKSHOP

YVES SAINT LAURENT  
BEAUTÉ

In partnership with

FASHION مستقبل  
الأزياء FUTURES

B8  
Workshop  
Room A

## The YSL Touch: A Makeup Masterclass



**Iman Boutari**

YSL Beauty Regional Trainer  
& Makeup Artistry Manager



**Daim Gaw**

Saudi content creator

5:30 - 6:30 PM

WORKSHOP

SHISEIDO

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

## Workshop by Shiseido: Potential Has No Age



**Saori Umebayashi**

Regional Training Manager

DAY  
03

NOV  
01

6:00 - 6:30 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Re-Defining The Pharmacy Channels in Skincare



**Pierre Juhen**  
Group President, Patyka



**Charlotte Devaux**  
General Manager of the  
Wellness & Masstige



**Mahmoud Mamdouh**  
CEO, Whites Pharmacy



**Cynthia Kattar**  
Editorial Director of Hia Magazine

Moderator

6:00 - 7:30 PM

MASTERCLASS

In partnership with

THE  
SKINCARE  
EDITION

B8  
Masterclass  
Room

## Facial Fitness: A Skincare Masterclass With FaceGym Founder Inge Theron



**Inge Theron**  
Founder of FaceGym

6:40 - 6:50 PM

KEYNOTE

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Keynote: The Age of AI in Beauty & Skincare



**Anna Germanos**  
Group director of CPG, Retail,  
E-commerce & Luxury, META



DAY  
03

NOV  
01

6:50 - 7:20 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclas  
Room

## Leveraging Technology for Skincare (Omnichannel, Assessment and Engagement)



**Olfa Messaoudi**  
Chief Digital Marketing  
Officer, L'Oréal Middle East



**Angelica Munson**  
Executive Officer of Digital  
Transformation, Shiseido



**Hala Zgheib**  
Head of Luxury at  
Snap MENA



**Dr Costi**  
Acclaimed Dermatologist



Moderator

**Zaher El Dassouky**  
General Manager of Beauty Division  
at Chalhoub

7:00 - 7:45 PM

WORKSHOP

GUERLAIN  
PARIS

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

## Discover The Guerlain Skincare Essentials With The Secret of Facialist Gestures



**Daniel Hamdan**  
Regional Beauty Ambassador

7:00 - 8:00 PM

WORKSHOP

benefit

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room A

## Workshop by Benefit: Do More for Your Pores See More from Your Skin



**Elinor Castaldi**  
Regional Education Manager for  
Benefit Cosmetics in the Middle East



DAY  
03

NOV  
01

Session 1  
7:00 - 8:00 PM

WORKSHOP

HUBLOT

Session 2  
8:30 - 9:30 PM

## Hublot Watch Academy

Session 3  
10:30 - 11:30 PM

Hublot  
Stand



### Quentin Delava

Watchmaker, Hospitality Manager  
at Hublot

7:30 - 8:00 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## How To Up Your Game on Instagram



### Dr. Costi

Acclaimed Dermatologist



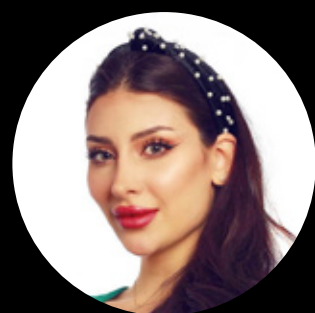
### Michaela Reilly

Beauty Trainer



### Nada Baeshen

TV Host, Entrepreneur,  
and Fashion Enthusiast



### Farah Kouatli

Senior Trainer,  
Chalhoub Group



Moderator

### Samer Jamal

Strategic Partner Manager,  
Global Partnership MENA, Meta

8:30 - 9:15 PM

WORKSHOP

DIOR

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

## Workshop by Dior Skincare: Unlocking the Secrets to Youthful, Radiant Skin



### Sara Faily

Regional Skincare  
Expert

DAY  
03

NOV  
01

8:45 - 9:15 PM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Seera



9:30 - 10:15 PM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Maritta Hallani



10:15 PM -  
12:00 AM

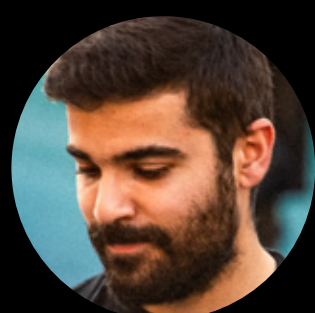
PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Sannude

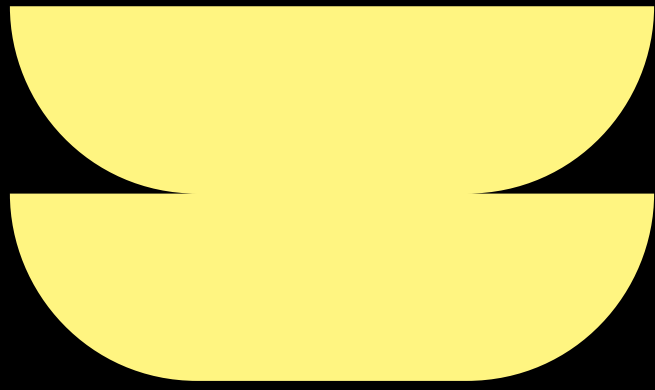


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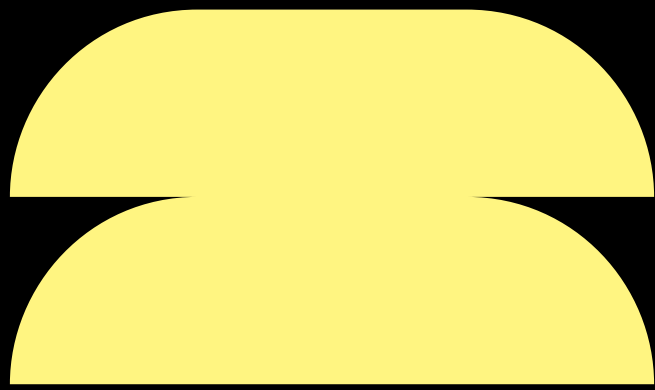
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DAY  
FOUR

SATURDAY  
NOV — 02



DAY  
04

NOV  
02

4:30 - 5:30 PM

WORKSHOP

LANCÔME

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclass  
Room

## Unlocking The Science of Radiant Skin With Lancome



**Dr. Annie Black**  
International Scientific Director,  
Lancôme

5:00 - 6:30 PM

WORKSHOP

In partnership with

FASHION مستقبل  
الأزياء FUTURES

B8  
Workshop  
Room B

## Mastering your Signature Style and Image with Renowned Style Expert, Özlem Çakır



**Özlem Çakır**  
Professional Image and  
Communication Consultant

5:30 - 7:00 PM

MASTERCLASS

In partnership with

FASHION مستقبل  
الأزياء FUTURES

B3  
Masterclass

## Crafting Couture: A Fashion MasterClass With Oscar De La Renta Creative Directors Laura Kim & Fernando Garcia



### **Fernando Garcia & Laura Kim**

Creative Directors,  
Oscar De La Renta



**Alex Bolen**  
CEO of  
Oscar De La Renta



Moderator

**Mai Badr**  
Editor in Chief,  
Hia Magazine

DAY  
04

NOV  
02

6:00 - 7:00 PM

WORKSHOP

CLINIQUE

In partnership with

THE  
SKINCARE  
EDITION

**B3**  
Workshop  
Room A

## Workshop by Clinique: Powerful Efficacy with Rigorous Safety for Sensitive Skin



**Giselle Venter**

Retail Operations Director EMEA,  
Clinique

7:00 - 7:30 PM

TALK

Mainstage

## A Candid Conversation with Daniella Rahme



**Daniella Rahme**

Lebanese-Australian Actress



Moderator

**Dima Hijazi**

Reporter and Producer  
at Billboard Arabia

7:00 - 7:45 PM

WORKSHOP

GUERLAIN  
PARIS

In partnership with

THE  
SKINCARE  
EDITION

**B8**  
Workshop  
Room B

## Discover The Guerlain Skincare Essentials with The Secret of Facialist Gestures



**Daniel Hamdan**

Regional Beauty Ambassador



DAY  
04

NOV  
02

Session 1  
7:00 - 8:00 PM

WORKSHOP

HUBLOT

Session 2  
8:30 - 9:30 PM

## Hublot Watch Academy

Session 3  
10:30 - 11:30 PM

Hublot  
Stand



**Quentin Delava**

Watchmaker, Hospitality Manager  
at Hublot

7:15 - 8:00 PM

PANEL

In partnership with

THE  
SKINCARE  
EDITION

B3  
Masterclas  
Room

## Demystifying Your Skin: A Deep Dive into Understanding Your Skin Biology



**Dr. Annie Black**

International Scientific  
Director, Lancôme



**Dr. Abdulraheem  
Alawneh**

Manager of R&D Strategy,  
Shiseido



**Jennifer Palmer**

Senior Vice President, Global  
Skincare Category & Brand  
Scientific Authority Strategy,  
Estée Lauder



**Sham Alzahabi**

Chemist & Aesthetic  
Clinic Owner



Moderator

**Lara Akkari**

Strategy & Communication  
Director, Hia Magazine

8:00 - 8:45 PM

TALK

In partnership with

FASHION مستقبل  
الآزياء FUTURES

Mainstage

## Yasmine Sabri, Unveiling the Woman Behind the Spotlight



**Yasmine Sabri**

Egyptian Actress



Moderator

**Nadia Bsar**

Presenter of Businessweek,  
Asharq Business with Bloomberg

DAY  
04

NOV  
02

8:30 - 9:15 PM

WORKSHOP

DIOR

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

Workshop by Dior Skincare: Unlocking  
the Secrets to Youthful, Radiant Skin



**Sara Faily**  
Regional Skincare Expert

9:15 - 10:15 PM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Majaz



10:30 - 12:00 AM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Sannude

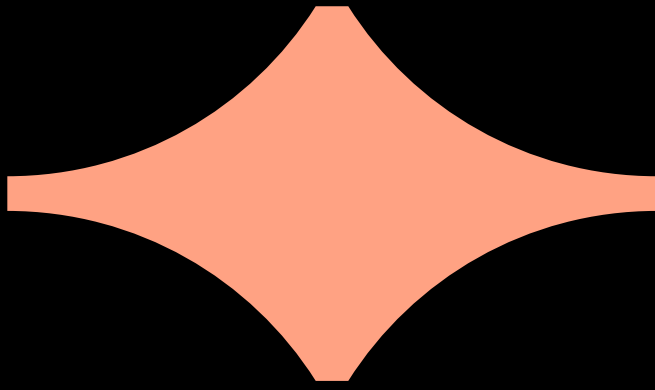


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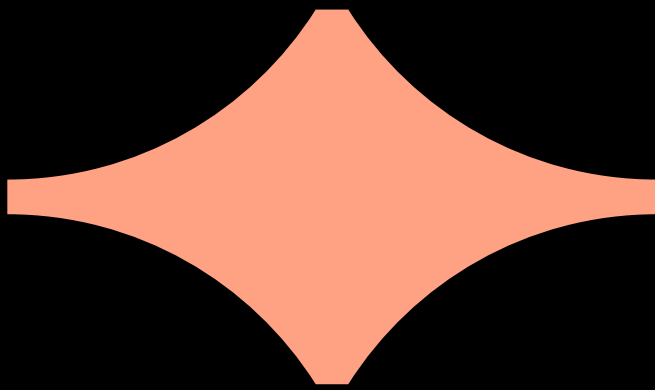
HIA HUB



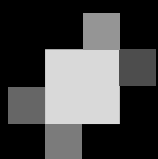
DAY  
FIVE

SUNDAY

NOV — 03



OUR PARTNERS



FASHION مستقبل الأزياء FUTURES



THE SKINCARE EDITION



JAX District حي جاكس

DAY  
05

NOV  
03

5:30 - 6:30 PM

WORKSHOP

istitutomarangoni  
enhancing talent since 1935

In partnership with

FASHION مستقبل  
الأزياء FUTURES

B8  
Workshop  
Room A

## What's next? Key Trends Driving Change in Fashion & Emerging Lifestyles



**Elena Marinonil**

Director of Education Istituto,  
Marangoni Dubai

7:00 - 7:30 PM

WORKSHOP

GUERLAIN  
PARIS

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

## Discover The Guerlain Skincare Essentials With The Secret of Facialist Gestures



**Daniel Hamdan**

Regional Beauty Ambassador

Session 1  
7:00 - 8:00 PM

WORKSHOP

HUBLOT

Session 2  
8:30 - 9:30 PM

## Hublot Watch Academy

Session 3  
10:30 - 11:30 PM

Hublot  
Stand



**Quentin Delava**

Watchmaker, Hospitality Manager  
at Hublot

DAY  
05

NOV  
03

7:00 - 8:30 PM

MASTERCLASS

B3  
Masterclass

## Mastering Timeless Beauty: A Masterclass with Renowned Makeup Artist Bassam Fattouh



**Bassam Fattouh**

Celebrity Makeup Artist

7:30 - 8:30 PM

WORKSHOP

The  
Ordinary.

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room A

## Decoding Skincare with The Ordinary



**Rita Silva**

Scientific Communications and Brand Engagement Manager, The Ordinary

8:00 - 8:30 PM

TALK

In partnership with

THE  
SKINCARE  
EDITION

B8  
Masterclass  
Room

## Generational Beauty: Inheriting Skincare Wisdom



**Yara Al Namlah**

Influencer & Founder of Treat



**Amani Al-Ayed**

Yara Al Namlah's Mother, Visual Artist & Founder of VD Design



Moderator

**Joelle Tamer**

Senior Editor, Hia Magazine



DAY  
05

NOV  
03

8:30 - 9:15 PM

WORKSHOP

DIOR

In partnership with

THE  
SKINCARE  
EDITION

B8  
Workshop  
Room B

Workshop by Dior Skincare: Unlocking  
the Secrets to Youthful, Radiant Skin



**Sara Faily**  
Regional Skincare Expert

8:30 - 9:15 PM

TALK

Mainstage

Fifi Abdou On Redefining Arab Entertainment



**Fifi Abdou**  
Egyptian Icon



**Mahmoud Oraby**  
Content Producer  
at Billboard Arabia

9:45 - 10:45 PM

PERFORMANCE

In partnership with

billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

El Massrieen



11:00 PM -  
12:00 AM

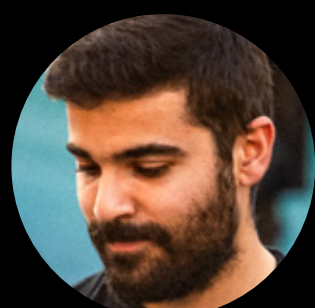
PERFORMANCE

In partnership with

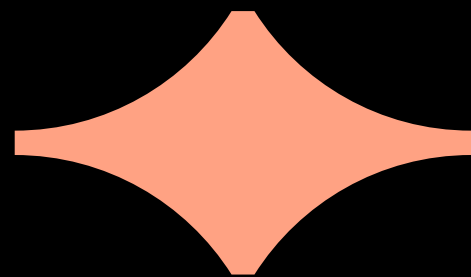
billboard  
بيلبورد

Billboard  
Arabia  
Mainstage

Sannude



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