



HIA HUB

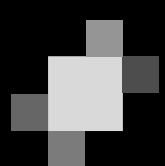
THE REGION'S LARGEST FASHION,
BEAUTY & LIFESTYLE CONFERENCE



PROGRAM OVERVIEW

OCT 30 — NOV 03

OUR PARTNERS



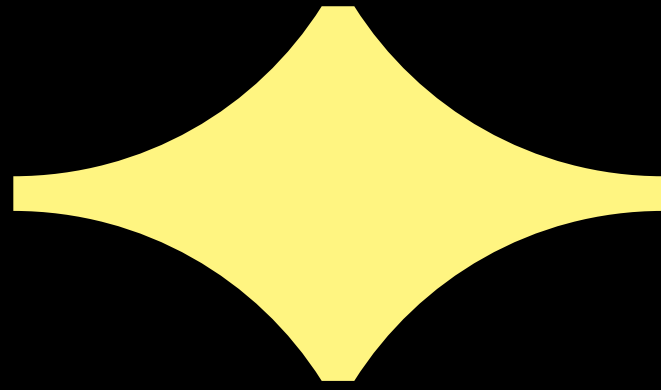
FASHION مستقبل
الأزياء FUTURES

THE
SKINCARE
EDITION



JAX District حي جاكس

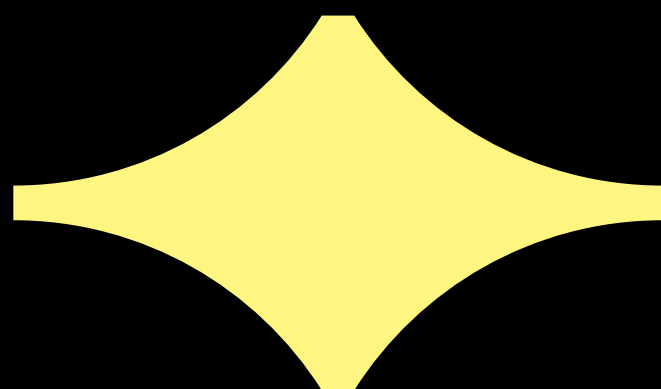
HIA HUB



DAY
ONE

WEDNESDAY

OCT — 30



DAY
01

OCT
30

2:45- 3:00 PM

TALK

In partnership with



B8
FF Masterclass
Room

Fashion Futures Opening Notes



Burak Çakmak
CEO, Saudi Fashion
Commission



Majed Al Hugail
CEO, CDF

3:00 - 3:30 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

3:40 - 4:00 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



Moderator

Mashael Al Dakheel
Features Director,
Hia Magazine

DAY
01

OCT
30

4:10 - 4:40 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

5:10 - 5:40 PM

TALK

In partnership with

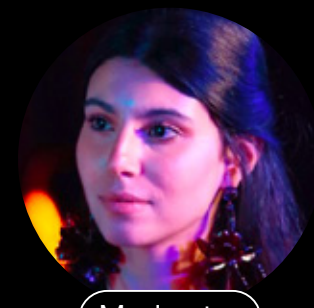


B8
FF Masterclass
Room

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



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



Moderator

Raneem Basyoni
Partnership Manager, TikTok MENA

5:50 - 6:20 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

DAY
01

OCT
30

8:30 - 9:00 PM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

DJ Mubarrak



10:00 - 12:00 AM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

Sannude

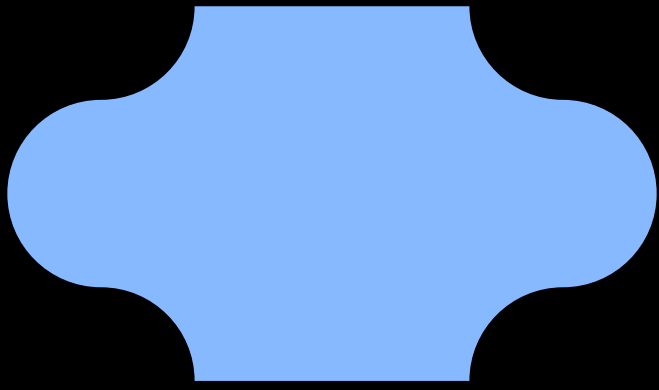


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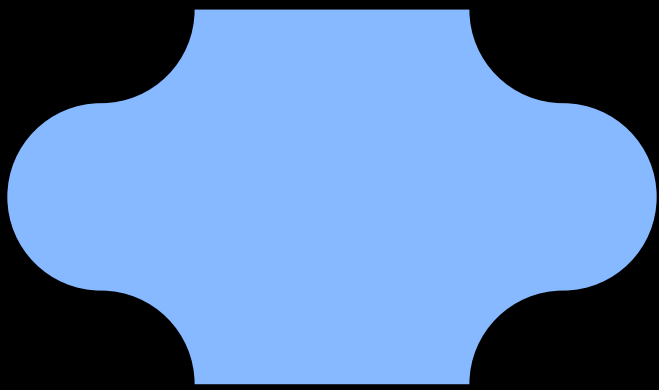
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DAY TWO

THURSDAY
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 General Manager,
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

4:25 - 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



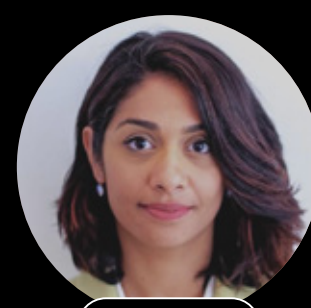
Marriam Mossalli

Co-Founder & Chief Marketing
Officer, Powder Beauty



Mohamad Al Khalil

Managing Director, Shiseido



Moderator

Rawan Maki

Director of Advisory,
The Business of Fashion

5:05 - 5:35 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

Editor, Vogue Business

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

DAY
02

OCT
31

6:30 - 7:00 PM

PANEL

In partnership with



THE
SKINCARE
EDITION

B3
Masterclass
Room

Beauty in Retail: Maximizing Growth Opportunities for home-grown and international brands



David Vercruyse
President Managed Companies,
Chalhoub Group



Hind Sebti
Founder and CGO,
Waldencast



Hasmik Panossian
Regional General Manager,
Sephora ME



Youssef Benkirane
General Manager,
L'Oréal LUXF



Moderator

Lynn Al Khatib
VP Communications,
Chalhoub Group

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

DAY
02

OCT
31

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

6:30 - 7:30 PM

WORKSHOP

JOALI BEING

In partnership with



B8
Workshop
Room A

Wellbeing Workshop



Jason Keith

Wellbeing Director



Marina Kurban

Resident Herbologist

8:00 - 9:00 PM

In partnership with



B8
Masterclass
Room

Creating a Category-defining Business with Maria Tash



Maria Tash

Founder, Maria Tash

DAY
02

OCT
31

8:15 - 9:00 PM

TALK

In partnership with



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

8:30 - 9:15 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B3
Workshop
Room B

Discover The Guerlain Skincare Essentials With The Secret of Facialist Gestures



Daniel Hamdan

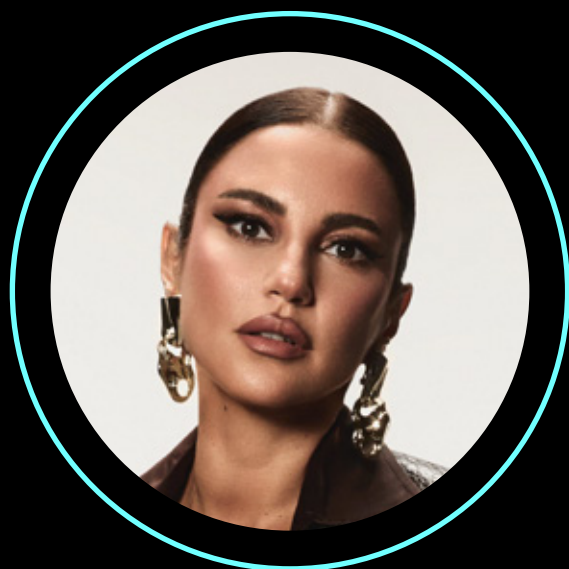
Regional Beauty Ambassador

9:00 - 9:30 PM

MEET & GREET

B1

Meet & Greet: Dorra Zarrouk



Dorra Zarrouk

Actress & Entrepreneur

DAY
02

OCT
31

9:00 - 10:00 PM

WORKSHOP

In partnership with

THE
SKINCARE
EDITION

B3
Workshop
Room A

Marly Parfums - Painting

9:45 - 10:45 PM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

Jori Qattan & Hams Fekri



11:00 - 12:00 AM

PERFORMANCE

In partnership with

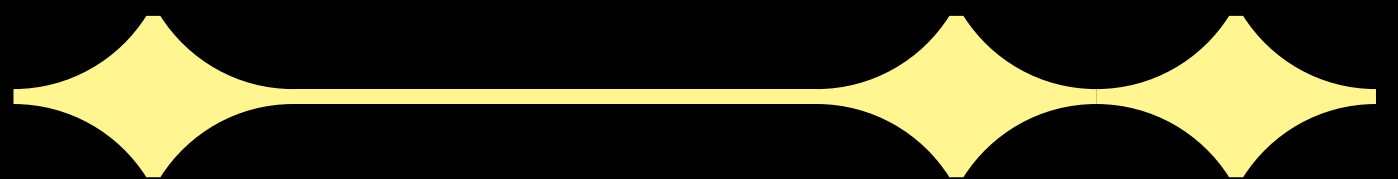
billboard
بيلبورد

Billboard
Arabia
Mainstage

Sannude

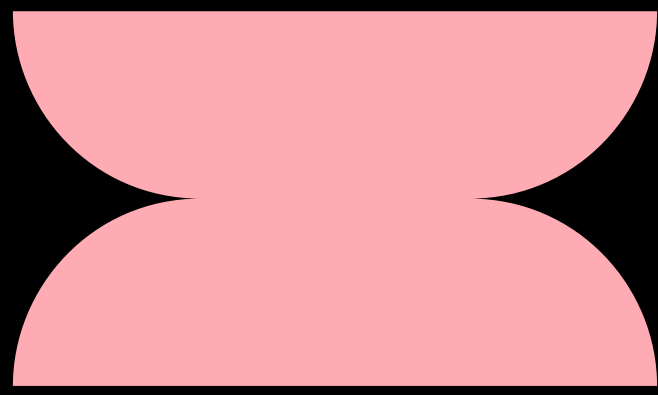


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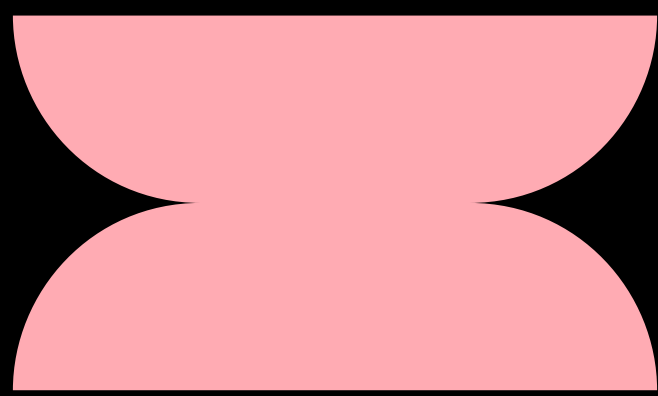
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DAY
THREE

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



Dina Sidani

Founder and CEO,
ilik Health



Rita Silva

Scientific Communications
and Brand Engagement
Manager, The Ordinary



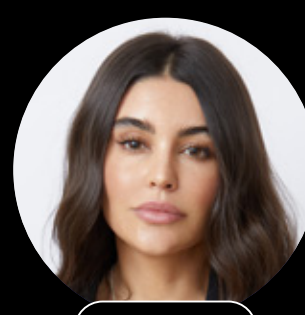
**Alexandre
Benamran**

Co-CEO, Patyka



Jennifer Palmer

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



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, Patyk



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

5:30 - 6:30 PM

WORKSHOP

SHISEIDO

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

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



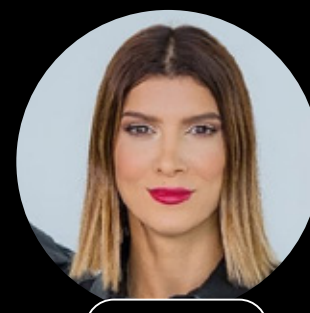
Pierre Juhen
Group President, Patyk



Charlotte Devaux
General Manager, Fragrance
& Makeup, Chalhoub Group



Mahmoud Mamdouh
CEO, Whites Pharmacy



Moderator

Cynthia Kattar
Editorial Director of Hia Magazine

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
FF 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,
Estee Lauder Regional

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

B8
Workshop
Room B



Sara Faily
Regional Skincare
Expert

7:30 - 8:00 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
Masterclass
Room

How To Up Your Game on Instagram



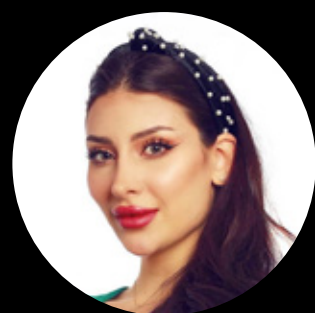
Dr. Costi
Acclaimed Dermatologist



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 - 12:00 AM

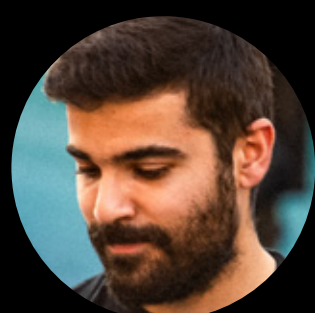
PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

Sannude

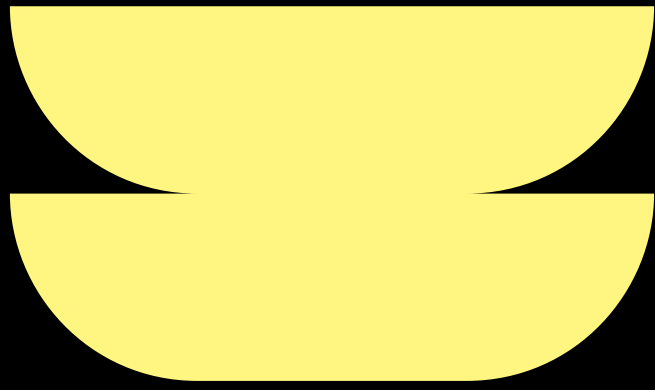


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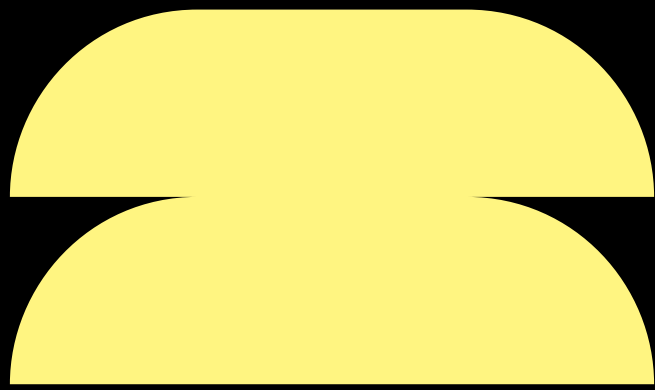
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DAY
FOUR

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

B8
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

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 - 7:45 PM

WORKSHOP

GUERLAIN
PARIS

In partnership with

THE
SKINCARE
EDITION

B3
Workshop
Room B

Discover The Guerlain Skincare Essentials with The Secret of Facialist Gestures



Daniel Hamdan

Regional Beauty Ambassador

7:15 - 8:00 PM

PANEL

In partnership with

THE
SKINCARE
EDITION

B3
FF Masterclas
Room

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



Dr. Annie Black

International Scientific
Director, Lancôme



Jennifer Palmer

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



Dr. Abdulraheem

Alawneh
Manager of R&D Strategy,
Shiseido



Sham Alzahabi

Chemist & Aesthetic
Clinic Owner



Moderator

Lara Akkari

Strategy & Communication
Director, Hia Magazine

DAY
04

NOV
02

8:00 - 8:45 PM

TALK

In partnership with



Mainstage

Yasmine Sabri, Unveiling the Woman Behind the Spotlight



Yasmine Sabri

Egyptian Actress



Moderator

Nadia Bsat

Presenter of Businessweek,
Asharq Business with Bloomberg

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

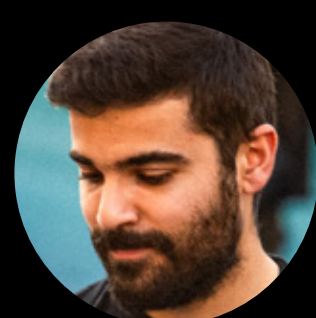
In partnership with

billboard
بيلبورد

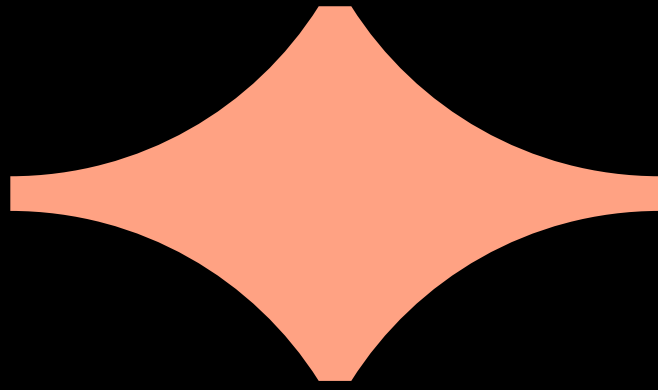
Billboard
Arabia

Mainstage

Sannude



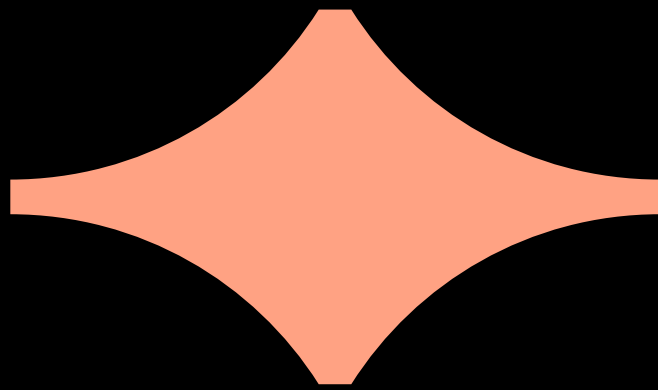
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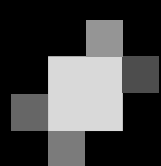
DAY
FIVE

SUNDAY

NOV — 03



OUR PARTNERS



FASHION مستقبل
الأزياء FUTURES



THE
SKINCARE
EDITION



JAX District حي جاكس

DAY
05

NOV
03

5:00 - 6:00 PM

WORKSHOP



In partnership with



B8
Workshop
Room B

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

5:30 - 6:30 PM

WORKSHOP



In partnership with



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



In partnership with



B8
Workshop
Room B

Discover The Guerlain Skincare Essentials With The Secret of Facialist Gestures



Daniel Hamdan

Regional Beauty Ambassador

DAY
05

NOV
03

7:00 - 8:30 PM

MASTERCLASS

In partnership with



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

B3
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

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



Moderator

Mahmoud Oraby
Content Producer
at Billboard Arabia

9:45 - 10:45 PM

PERFORMANCE

In partnership with

billboard
بيلبورد

Billboard
Arabia
Mainstage

El Massrein



11:00 - 12:00 AM

PERFORMANCE

In partnership with

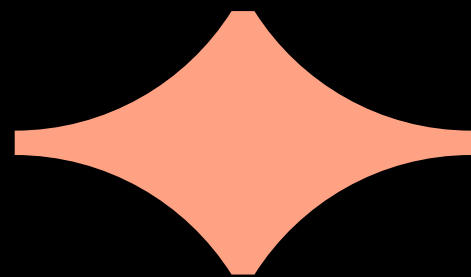
billboard
بيلبورد

Billboard
Arabia
Mainstage

Sannude



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OCT 30 — NOV 03

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