



THE QODE UPDATE

AUGUST 2026

WHAT'S IN THE SHOWROOM?

Located at our offices in Dubai and Riyadh, The Qode Showroom is a premier destination for media professionals, stylists and influencers, showcasing press samples of fashion, accessories, and jewellery from our key brands.

These samples are available for:

Editorial Magazine Shoots | Celebrity and Influencer Event Styling | Social Media Content Creation

To arrange a showroom visit, please contact our PR team
between 9:00 AM – 6:00 PM, Monday to Friday

Scan the QR code to reach us on WhatsApp



showroom@theqode.com

NEW TO THE QODE

UAE & KSA

BEAUTY

GUESS

GUESS DUO – ICONIC SUBLIME & ICONIC BLUE

Iconic Sublime and Iconic Blue form the GUESS Duo, a paired fragrance launch targeting women and men respectively. Sublime leans into a soft, radiant femininity, while Blue offers a deeper, grounded masculine profile. Positioned together, the duo tells a complementary love story.

FOR MORE INFORMATION

UAE TEAM

Gopika Madan

Gopika@theqode.com

Nermin Al Zakhab

Nermin@theqode.com

Anastasia Chamberlain

Anastasia@theqode.com

KSA TEAM

Mazen Haykal

Mazen@theqode.com

Bader Jichi

Bader@theqode.com

Mirey Hilal

Mirey@theqode.com



THE QODE

UAE

FASHION



&OTHER
STORIES

& OTHER STORIES PRE-FALL 26: THE RESET

This is the reset – a recalibration of both wardrobe and mindset. The result is sharper and more assured, shaped by the energy of the city and the clarity that accompanies change.

Inspired by a dreamlike expression and confident spirit, the collection strikes a balance between self-expression and refinement. Each piece is thoughtfully designed, creating a wardrobe that transitions seamlessly.

Lightweight trench coats lead the transition, reimagined in new silhouettes – including sculptural sleeves and cropped in length, with subtle vintage design details. Jacquard knits provide a layer of warmth with an understated, effortless attitude, leather adds an elegant edge, while colourful denim introduces a refreshed and dynamic colour palette. Checks and tweed add graphic sophistication and throughout, gathered dresses and blouses bring softness, volume and fluidity.

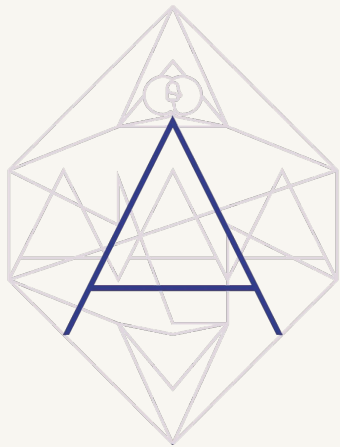
Accessories complete the narrative - meticulously designed bags complement the looks - crafted in supple leather, soft suede, and woven leather. Gold plated sculptural jewellery adds a distinctive finish while loafers balance practicality with polish – making them perfect seasonal wardrobe staples.

The colour story is built on a foundation of earthy tones, elevated by vivid accents of pink, red burgundy, and purple, creating a palette that captures the transition of both tone and mood ahead of Fall.

[SEE MORE](#)

Michael Sy
Michael@thegode.com

JM Dimapilis
JM@thegode.com



ARDAZAEI PRESENTS “THE NIGHTINGALE’S ROSE” 26/27 COUTURE
COLLECTION

ArdAzAei presented its fifth couture collection, “The Nightingale’s Rose” in Paris on July 6, 2026.

Inspired by the expression of love and longing embodied by the nightingale and the rose, enduring symbols of Persian poetry, ArdAzAei’s 2026/27 couture collection is a story of these two celestial beings told through pleating and smocking, and layers of rose-patterned lace, silk and chiffon, upon a silhouette inspired by the seductive dimensions of the songbird’s form.

The Nightingale’s Rose approaches the intertwined bird-and flower motif imprinted across centuries of Persian decorative arts and architecture as a library of timeless allegory, where the rose symbolises beauty and perfection, and the nightingale, the heart that cannot resist that beauty, to be reassembled through the lens of modernist couture. Across the collection’s 26 looks, this ornamental symbolism becomes embodied, and fashion becomes a living manuscript; a vessel of inherited memory.

[SEE MORE](#)

Gopika Madan
Gopika@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Farah Idriss
Farah@theqode.com

Berluti

Paris

BERLUTI PRESENTS SS27 AT PARIS FASHION WEEK

For the third year running, Berluti chooses the Simone & Cino Del Duca Foundation as the setting to showcase the inspirations, savoir-faire and creative decisions that shape the Maison's world.

Housed in an imposing late 19th-century classical townhouse overlooking Parc Monceau, the Simone & Cino Del Duca Foundation perpetuates its founders' cultural vision under the aegis of the Institut de France. It was set up by Simone Del Duca to further the philanthropic legacy of her husband, Italian entrepreneur Cino Del Duca, who became a key player in the French publishing landscape of the 20th century. The Foundation promotes the arts, literature and sciences, singling out an author of international distinction to award its annual Prix Mondial Cino Del Duca.

There's a natural resonance between the Foundation's history and that of Berluti; like Simone Del Duca and her husband Cino before her, the Maison has its roots in both Italy and France. Founded by a family from the Marche region, Berluti has since its earliest days cultivated a dialogue between the two cultures, driven by the same dedication to knowledge-sharing, the creative arts, and exceptional craftsmanship.

This year, the Maison takes the garden as its theme, with spaces that bring to life the transformation of an idea into material form. On one side are the images, emotions and references that fuel the creative process; on the other, these are translated into tangible pieces through Berluti's savoir-faire and technical expertise.

The conception of these pieces was further enriched as the Maison entered into creative dialogue with the story of The Little Prince, which also inspired a limited edition to be released at the end of the year. This immersion revealed profound affinities between Saint-Exupéry's universe and that of Berluti: an attentive observation of nature, a reverence for all living things, and a sensitivity to the details that imbue life with meaning.

[SEE MORE](#)

Shelly Mistry
Shelly@thegode.com

Emitis Mortazavi
Emitis@thegode.com

Tej Mohapatra
Tej@thegode.com



BLOOMINGDALE'S UNVEILS THE DISCOVER BEAUTY SPACE

Bloomingtondale's introduces the Discover Beauty space, a new destination dedicated to skincare, haircare and beauty innovation. Bringing together expert advice and sought-after brands in one curated setting, the space invites visitors to discover the latest launches, refresh their routines, and find their summer beauty essentials.

The Discover Beauty space features a selection of leading skincare, haircare and beauty brands, including 111SKIN, Davines, Oribe, Noble Panacea, GHD, LYMA, Philip Kingsley, NuFace, The Light Salon, MZ Skin, Living Proof, MarocMaroc, Olaplex, and Coola.

[SEE MORE](#)



Shelly Mistry
Shelly@theqode.com

Dhrishti Kateja
Dhrishti@theqode.com

Piya Devnani
Piya@theqode.com

Mina Al-Ameri
Mina@theqode.com

BOSS

BOSS BY BECKHAM: THE SUMMER CAPSULE

BOSS BY BECKHAM presents The Summer Capsule for Spring/Summer 2026: a focused edit of smart-casual pieces for the warmer months.

Now available, the capsule brings together lightweight tailoring, seasonal fabrics, and clean silhouettes across suiting, shirting, knitwear, and summer separates. Presented in a neutral palette with selected color accents, the collection offers a considered approach to warm-weather dressing.

Alongside the main capsule, BOSS BY BECKHAM presents exclusive styles for BOSS XP members, including a limited-edition sneaker and a members-only polo.

[SEE MORE](#)

Shelly Mistry
Shelly@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Tej Mohapatra
Tej@theqode.com



CH CAROLINA HERRERA PRESENTS VICTORIA, MAKING HER OWN MARK

VICTORIA Bag enters the ROYAL universe, inspired by the simplicity of a classic correspondence envelope, a statement even before it is opened. Like personal letters, it evokes that striking hint of romance that is making a powerful return.

A gesture conceived with care and intention, created to be shared and cherished over time. VICTORIA Bag is that emotional object, transformed into a handbag, to be treasured and kept forever, carrying within its unique emotions, hopes, and life stories Mrs. Herrera has always stood apart in her way of communicating, cultivating a special appreciation for handwritten letters on personalized stationery. Her unmistakable white envelopes edged in red, along with her bold, expressive handwriting, consistently deliver kind, comforting words, as if each letter holds a small secret waiting to be discovered.

[SEE MORE](#)

UAE TEAM

Shelly Mistry
Shelly@thegode.com

Dhrishti Kateja
Dhrishti@thegode.com

Mina Al-Ameri
Mina@thegode.com

KSA TEAM

Wissal Dandachi
Wissal@thegode.com

Rana Salem
Rana@thegode.com

COS

COS UNVEILS AUTUMN WINTER 2026 CAMPAIGN

COS unveils its Autumn Winter 2026 campaign, bringing iconic pieces into focus through precise tailoring, rich textures and refined silhouettes. Captured by acclaimed photographer Mark Kean in New York, the campaign stars global COS ambassador and South Korean actor Park Gyu-young and supermodel Awar Odhiang, alongside Jacqui Hooper, Leon Dame, Malick Bodian and other familiar faces from COS campaigns and runway shows.

The collection explores a monochromatic palette of black and white with unexpected purple accents, combining tactile fabrics including cashmere, wool, leather and suede with heritage-inspired pinstripes and delicate floral embroidery.

Tailoring takes centre stage through relaxed proportions and fluid silhouettes, with double-breasted blazers, dresses and statement maxi coats defining the season. Womenswear and menswear reinterpret classic wardrobe staples through elevated fabrications and considered details.

The COS Autumn Winter 2026 collection will be presented during New York Fashion Week as part of the official CFDA schedule. The show will take place on Sunday, 13 September at 1pm EDT.

[SEE MORE](#)

Michael Sy

Michael@thegode.com

Adrian Dimalanta

Adrian@thegode.com



H&M HOME AND KELLY WEARSTLER REVEAL FULL GLOBAL COLLABORATION, FEATURING INTERIORS AND READY-TO-WEAR CAPSULE

H&M HOME is launching its first-ever furniture collaboration with celebrated American designer Kelly Wearstler, unveiling a 29-piece interior collection. Exploring design as a daily ritual and rooted in the philosophy of democratic design, the collection brings Kelly's bold aesthetic – a celebration of beauty, form and function – to a wider audience for the first time, featuring everything from modular furniture to sculptural décor. The collaboration is further extended with an 8-piece ready-to-wear fashion capsule, bridging interiors and fashion in a cohesive, design-led vision.

[SEE MORE](#)

UAE TEAM

Dhrishti Kateja

Dhrishti@theqode.com

Piya Devnani

Piya@theqode.com

KSA TEAM

Wissal Dandachi

Wissal@theqode.com

Rana Salem

Rana@theqode.com

HUGO

HUGO LAUNCHES RED MEANS GO – A NEW PLATFORM FOR FEARLESS AMBITION

Many young people grow up navigating the gap between what's expected of them and what they truly want to pursue. Yet a new generation is emerging—one that's quietly rejecting the corporate grind to redefine success on their own terms.

In a world that keeps telling them to stay put, they're choosing to GO. HUGO is responding to this cultural shift with its new campaign, Red Means Go: a mantra that celebrates those who leave behind what no longer serves them to pursue something self-made – whether that's a creative career, a business, or a new way of living.

The new campaign brings the #RedmeansGO ethos to life through provocative statements and bold campaign visuals that appear both together and separately across billboards, social media, and digital platforms – phrases like "Why couldn't you get a proper job?", "And how is that going to pay off a mortgage?", and "Too risky. Too different. Too new." serve as both a mirror to societal noise and a badge of defiance for those who refuse to listen. Rather than shying away from doubt, Red Means Go reframes it as fuel – the friction that sparks early ambition.

[SEE MORE](#)

Shelly Mistry
Shelly@thegode.com

Emitis Mortazavi
Emitis@thegode.com

Tej Mohapatra
Tej@thegode.com

L'AGENCE

L'AGENCE DRESSES FOR EVERY WEDDING INVITATION

Wedding season calls for a wardrobe that feels effortless, elegant, and ready for every celebration. Whether it's a beachfront ceremony, a countryside estate, a chic city soirée, or a destination wedding abroad, L'AGENCE presents a refined edit of occasion dressing designed to suit every setting.

Balancing timeless sophistication with contemporary glamour, the collection features fluid satin gowns, shimmering sequins, and elevated co-ords that transition seamlessly from the ceremony to the dance floor. Thoughtfully paired with sleek heels, each look offers a polished take on modern event dressing while remaining versatile enough to be worn beyond the wedding season.

From intimate ceremonies to grand celebrations, L'AGENCE offers versatile occasion dressing that feels as memorable as the events themselves. Designed with impeccable tailoring, luxurious fabrics, and timeless appeal, each piece ensures guests arrive impeccably dressed, wherever the invitation leads.

[SEE MORE](#)

Lara Obeidat

Lara@theqode.com

Yasemin Hayri

Yasemin@theqode.com

Maryam Al Ghanma

Maryam@theqode.com

MANGO

TRENDING NOW | MANGO WOMAN

Mango presents a new collection in which femininity is redefined through a sophisticated lens. The elegant and meticulously crafted garments strike the perfect balance between delicacy and character.

Satin fabrics and a neutral color palette create a refined and timeless wardrobe, designed to accompany you in style on special occasions.

[SEE MORE](#)

Shelly Mistry

Shelly@theqode.com

Yasemin Hayri

Yasemin@theqode.com

Maryam Al Ghanma

Maryam@theqode.com



TOM FORD UNVEILS THE CAPSULE COLLECTION INSPIRED BY THE NEW TOM FORD TAORMINA ORANGE FRAGRANCE

TOM FORD EYEWEAR presents a capsule collection of sunglasses inspired by the newly created TOM FORD Taormina Orange fragrance, celebrating the meeting of eyewear and beauty through a special edition with a distinctive character.

The collection features two new colorways of the brand’s two iconic models, marking the beginning of Haider Ackermann’s creative direction and paying tribute to the fragrance’s sensory universe by translating its aesthetic, notes, and color palette into a sophisticated and evocative eyewear project.

[SEE MORE](#)

Lara Obeidat
Lara@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Farah Idriss
Farah@theqode.com

Massimo Dutti

MASSIMO DUTTI CONTINUES TO CHAMPION CONTEMPORARY DESIGN

Massimo Dutti continues to present timeless womenswear and menswear collections that combine premium craftsmanship with refined, contemporary design. The brand remains committed to creating sophisticated wardrobe essentials that reflect its understated approach to modern style.

[SEE MORE](#)

Lara Obeidat
Lara@theqode.com

Yasemin Hayri
Yasemin@theqode.com

Anika Raja
Anika@theqode.com

Q A S I M I

QASIMI PRESENTS SPRING SUMMER 27: UNDERCURRENT

For Spring/Summer 2027, QASIMI presents Undercurrent, a collection shaped by labour, process and repetition. Exploring how garments carry the traces of their making, the collection considers clothing as an evolving record of gesture, time and transformation rather than a finished object. Relaxed tailoring, modular construction and material manipulation define the season. Deep pleats structure shirts and outerwear, sheer layers reveal the architecture of garments, and exposed threads, displaced seams and visible construction details celebrate the act of making. Silhouettes move fluidly between utility and refinement, balancing precision with ease.

Undercurrent expands QASIMI’s signature wardrobe of relaxed tailoring, seasonless layering and wearable workwear. As with last season, manual dyes stain relaxed twill tailoring, exposing the marks of the treatment and reinforcing the collection’s focus on process. Classic denim arrives in pleated and barrel-leg silhouettes, worn with ease. The house’s signature check returns in a lightweight modal, while knitwear silhouettes inspired by Khalid Al-Qasimi’s earlier work are revisited through a contemporary lens.

[SEE MORE](#)

Dhrishti Kateja
Dhrishti@theqode.com

Piya Devnani
Piya@theqode.com



VICTORIA'S SECRET

INTRODUCING THE NEW AND ENHANCED VS SIGNATURE COLLECTION, THOUGHTFULLY REIMAGINED TO ELEVATE EVERYDAY ESSENTIALS WITH A REFINED, MODERN SENSIBILITY.

Building on the styles you already love, this updated collection blends innovation with comfort, offering a seamless foundation designed to complement every wardrobe. At the heart of the collection is the best-selling T-Shirt Wireless Bra, crafted to deliver effortless support and a smooth, barely-there finish under any outfit. Designed with versatility in mind, the collection transitions seamlessly from day to evening, making it an essential staple for the modern woman who values both comfort and sophistication.

Signature Bras – Features & Benefits:

- Refined logo detailing for a modern, elevated look
- Memory foam cups that adapt to your unique shape
- Infinity Edge neckline for a smooth, nearly invisible finish under clothing
- Crafted from a premium, soft-touch cotton blend using US-grown cotton
- The Cotton Lightly Lined Wireless Bra remains our number one wireless style

[SEE MORE](#)

Gopika Madan

Gopika@theqode.com

Dhrishti Kateja

Dhrishti@theqode.com

Piya Devnani

Piya@theqode.com

ZIMMERMANN

ZIMMERMANN BECOMES AN OFFICIAL MEMBER OF THE FÉDÉRATION DE
LA HAUTE COUTURE ET DE LA MODE

ZIMMERMANN is proud to announce its admission as an official member of the Fédération de la Haute Couture et de la Mode.

ZIMMERMANN’s membership of the Fédération de la Haute Couture et de la Mode celebrates the House’s distinctive creative voice. As it looks ahead, ZIMMERMANN remains committed to contributing to the global fashion conversation through creativity, craftsmanship and optimism.

[SEE MORE](#)

Gopika Madan
Gopika@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Farah Idriss
Farah@theqode.com



WATCHES + JEWELLERY



NEW POOL DIAL COLOR GIVES THE INGENIEUR AUTOMATIC 35 A VIBRANT EXPRESSION

IWC Schaffhausen presents a new variant of the Ingenieur Automatic 35 featuring an eye-catching dial in a new shade called Pool. Refreshing and aquatic, this new color casts the Ingenieur's signature clean architecture in a new light. The 35-millimeter stainless steel case and integrated bracelet ensure high wearing comfort, while an elaborate combination of satin-finished and polished surfaces plays beautifully with light at any hour of the day – or night.

[SEE MORE](#)

Gopika Madan
Gopika@theqode.com

Nermin Al Zakhab
Nermin@theqode.com

Nikila Zacharia
Nikila@theqode.com



JAEGER-LECOULTRE INTRODUCES THE RENDEZ-VOUS JEWELLERY NIGHT & DAY AND RENDEZ-VOUS HOUR-MINUTE

Jaeger-LeCoultre unveils two new Rendez-Vous models, highlighting the collection's versatility and distinct expressions of feminine elegance.

The Rendez-Vous Jewellery Night & Day, in a limited edition of just 10 pieces. Its multi-layered dial, miniature-painted in lacquer, is encircled by baguette-cut diamonds, all housed within a 34mm platinum case, offering an evocative new expression of the Night & Day complication.

In contrast, the Rendez-Vous Hour-Minute presents the collection's signature feminine elegance in a new, minimalistic style. It features a 29mm case in steel or 18K (750/1000) pink gold, a smooth polished bezel, an engraved caseback and a supple 'second skin' bracelet available in matching metal or polished alligator leather.

[SEE MORE](#)

Suhasini Rajpal

Suhasini@theqode.com

Shelly Mistry

Shelly@theqode.com

Emitis Mortazavi

Emitis@theqode.com

Tej Mohapatra

Tej@theqode.com



PARURE ATELIER PRESENTS ITS MAHENGE SPINEL COLLECTION

There are stones with a history, and there are stones with an origin story still being written. Spinel is the latter.

What sets this stone apart is its fire. A high concentration of chromium lends it a brilliance that is pure, luminous and unclouded, radiant under the sun, unwavering under any light.

At Parure Atelier, the Mahenge spinel is this rarity made wearable, a colour still finding its audience, a stone whose story is only beginning to be told.

[SEE MORE](#)

Shelly Mistry
Shelly@theqode.com

Tej Mohapatra
Tej@theqode.com

SWAROVSKI

SHINE ON: SWAROVSKI SUMMERTIME BRINGS THE ENERGY

Swarovski welcomes the sunshine season with a new jewelry collection that captures the euphoric feeling of a sugar rush. Bursting with joy and vibrant color, Swarovski Summertime marks an extravagant and expressive moment for the House.

Global Brand Ambassador Ariana Grande takes her pick of playful pieces and juicy color combinations in the summer brand campaign, embodying the more-is-more energy of the season.

[SEE MORE](#)

Gopika Madan
Gopika@theqode.com

Yasemin Hayri
Yasemin@theqode.com

Maryam Al Ghanma
Maryam@theqode.com

BEAUTY

A black and white photograph of a cluttered pile of beauty products. The image shows various items such as glass jars, tubes, and boxes, some of which are open or broken. A prominent box in the foreground features a close-up image of a woman's face. The word 'BEAUTY' is overlaid in large, white, sans-serif capital letters across the center of the image.

ACQUA DI PARMA

LA CALETTA: CELEBRATION OF INDEPENDENT CHIC DESIGN BY LAURA GONZALEZ

Acqua di Parma celebrates the essence of independent chic with La Caletta as imagined by Laura Gonzalez, where simplicity becomes sophistication - a summer collection starring the traditional craftsmanship of Bergamotto La Spugnatura Eau de Parfum.

Tucked away beyond the usual paths lies La Caletta: a quiet ledge of stone where the rocks slide gently into crystalline waters. It is an intimate retreat where the almost-secret kind of Italian summer reveals itself in a different register, embracing a form of sophistication that feels both effortless and personal. It is from this spirit that La Caletta, the new Acqua di Parma Summer 2026 Collection, takes its inspiration. An ode to independence, the freedom of choosing one’s own rhythm, and finding elegance in restraint and gestures that are unmistakably authentic.

[SEE MORE](#)

Shelly Mistry
Shelly@thegode.com

Dhrishti Kateja
Dhrishti@thegode.com

Piya Devnani
Piya@thegode.com



MARIO BADESCU'S SUMMER SKINCARE EDIT

As temperatures rise, Mario Badescu is championing a curated edit of skincare essentials designed for effortless summer routines. Featuring the brand's new Advanced Peptide PDRN Jelly Cream, bestselling Hyaluronic Dew Cream, award-winning Mineral Sunscreen SPF 30, and the iconic Facial Spray with Aloe, Cucumber & Green Tea, the collection delivers lightweight hydration, daily UV protection and refreshing skincare for healthy, radiant skin all season long.

Lara Obeidat
Lara@theqode.com

Dina Abuhilal
Dina@theqode.com

Fatima Shatat
Fatima@theqode.com



NOELIE INTRODUCES A NEW STANDARD FOR LUXURY ORGANIC BEAUTY

Award-winning German beauty brand NOELIE has officially launched in the UAE, introducing its certified organic skincare and haircare powered by patented Cell Membrane Technology. Combining advanced cosmetic science with highly concentrated botanical ingredients, the brand delivers high-performance formulations designed to support long-term skin and hair health.

[SEE MORE](#)

Gopika Madan
Gopika@theqode.com

Yasemin Hayri
Yasemin@theqode.com

Anika Raja
Anika@theqode.com



DISCOVER THE SCENT OF THE SUMMER SEASON WITH THE “RITUAL OF SESHEN” – RITUALS’ NEWEST LIMITED EDITION

Luxury wellbeing brand Rituals Cosmetics proudly presents “The Ritual of Seshen”, their newest summer limited collection. The ancient Egyptians saw Seshen – the lotus flower that blooms at dawn from the mud – as a symbol of fresh starts and natural beauty. Just like the lotus, Rituals encourages you to begin each day with a fresh perspective, letting go of what no longer serves you.

This new collection symbolizes renewal and purity and invites you to embrace a mindful self-care routine, while drifting away to the calm, sunlit banks of the Nile. With its light, refreshing textures and summery scents, this is the perfect collection to renew your spring and summer routine.

[SEE MORE](#)

FOR MORE INFORMATION:

UAE TEAM

Shelly Mistry
Shelly@thegode.com

Yasemin Hayri
Yasemin@thegode.com

Maryam Al Ghanma
Maryam@thegode.com

KSA TEAM

Gopika Madan
Gopika@thegode.com

Wissal Dandachi
Wissal@thegode.com

Sarah El-Sheikh
Sarah@thegode.com

roberto cavalli

EMBRACE SUMMER IN STYLE WITH ROBERTO CAVALLI'S SERPENTINE
COLLECTION

Roberto Cavalli embraces the spirit of summer with its iconic Serpentine collection—a celebration of bold femininity, timeless elegance, and the House's unmistakable glamour. Inspired by the captivating serpent motif, the collection showcases striking accessories that blend refined craftsmanship with contemporary sophistication. Perfect for the season, Serpentine elevates every summer look with effortless style, making it the ultimate expression of modern luxury.

Designed to transition seamlessly from sun-soaked days to elegant summer evenings, the Serpentine collection embodies confidence, sophistication, and the bold aesthetic synonymous with Roberto Cavalli. Whether paired with relaxed resort wear or elevated evening looks, each piece adds a distinctive touch of glamour, making it the perfect companion for a season defined by effortless luxury.

[SEE MORE](#)

UAE TEAM

Gopika Madan
Gopika@thegode.com

Dhrishti Kateja
Dhrishti@thegode.com

Piya Devnani
Piya@thegode.com

KSA TEAM

Wissal Dandachi
Wissal@thegode.com

Sarah El-Sheikh
Sarah@thegode.com

Rana Salem
Rana@thegode.com



ULTA BEAUTY CONTINUES TO EXPAND ITS PRESENCE IN THE GCC

Ulta Beauty is continuing its expansion in the UAE with the opening of its third store at Dubai Hills Mall. The new location will further strengthen the brand's presence in the region, offering customers an elevated beauty retail experience with an expanded selection of exclusive international brands across makeup, skincare, fragrance, wellness and haircare.

Gopika Madan

Gopika@theqode.com

Yasemin Hayri

Yasemin@theqode.com

Anika Raja

Anika@theqode.com

HOSPITALITY





RADISSON HOTEL GROUP EXPANDS FRENCH RIVIERA FOOTPRINT WITH CANNES SEASIDE OPENING

Set against the sparkling backdrop of the Mediterranean coastline, Radisson Hotel Cannes Seaside welcomes guests to one of the French Riviera's most iconic destinations. The contemporary 100-room hotel marks the latest addition to Radisson Hotel Group's growing portfolio in France, combining Radisson's signature hospitality with relaxed Riviera charm and offering effortless access to Cannes' celebrated beaches, cultural landmarks and year-round events.

[SEE MORE](#)

UAE TEAM

Suhasini Rajpal
Suhasini@theqode.com

Nermin Al Zakhab
Nermin@theqode.com

Nikila Zachariah
Nikila@theqode.com

KSA TEAM

Mazen Haykal
Mazen@theqode.com

Taleen Istanbuli
Taleen@theqode.com

Bader Jichi
Bader@theqode.com

Mirey Hilal
Mirey@theqode.com



LIFESTYLE



BACHA COFFEE CELEBRATES THE ART OF ICED COFFEE THIS SUMMER

Bacha Coffee showcases a curated selection of specialty 100% Arabica coffees to be enjoyed iced this summer. Alongside its signature coffees, the Maison highlights elegant coffee accessories and gourmet pairings, offering customers a refined seasonal coffee experience both at home and on the go.

[SEE MORE](#)

Suhasini Rajpal
Suhasini@theqode.com

Yasemin Hayri
Yasemin@theqode.com

Anika Raja
Anika@theqode.com



CHAMPAGNE OF TEAS: TWG TEA UNVEILS THE HIGHLY ANTICIPATED 2026 DARJEELING FIRST FLUSH TEA

This year, the brand unveils its limited-edition 2026 Darjeeling First Flush Tea from the Grand Mode Tea Collection, alongside a curated selection of fourteen first flush harvests. Revered by connoisseurs as the “Champagne of Teas”, this high-grown infusion opens with notes of ripe orchard fruits and toasted nuts, unfolding with layered complexity and a clean, lingering finish, and is presented in a collector’s tea tin rendered in imperial yellow and gold.

[SEE MORE](#)

Suhasini Rajpal
Suhasini@theqode.com

Nermin Al Zakhab
Nermin@theqode.com

Nikila Zachariah
Nikila@theqode.com



BANG & OLUFSEN TAPS JOHN LEGEND AS GLOBAL BRAND AMBASSADOR

Bang & Olufsen is thrilled to announce a two year partnership with multi platinum musician, producer, activist, and Emmy, Grammy, Oscar, and Tony (EGOT) winning artist John Legend, who joins the brand as Global Brand Ambassador, embodying Bang & Olufsen’s Beautiful Sound philosophy. The collaboration brings together one of the world’s most influential artists and a company with more than a century of craftsmanship, design, and acoustic precision, united by a shared belief that music is more than sound.

[SEE MORE](#)

Lara Obeidat
Lara@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Farah Idriss
Farah@theqode.com

RIMOWA

RIMOWA LAUNCHES AN EXCLUSIVE ALUMINUM DARTBOARD CASE ACCOMPANIED BY A CAMPAIGN STARRING WALTON GOGGINS

Rooted in a century of dedication to mobility and refined craftsmanship, RIMOWA is proud to introduce a limited edition specialty piece: the RIMOWA Dartboard Case in Silver.

Crafted in Cologne, with RIMOWA's signature approach to functional luxury, the dartboard case draws on the German Maison's decades of aluminium expertise, blending precision engineering and exceptional craftsmanship. This unexpected yet refined statement piece is a perfect marriage of professional-level performance and purposeful design.

[SEE MORE](#)

Lara Obeidat
Lara@theqode.com

Emitis Mortazavi
Emitis@theqode.com

Farah Idriss
Farah@theqode.com

AUTOMOTIVE



GENESIS ANNOUNCES OFFICIAL ENTRY INTO TUNISIA

Genesis has officially announced its entry into Tunisia through a strategic partnership with Alpha Hyundai Motor, marking another milestone in the brand's expansion across the Middle East and Africa. The partnership will introduce Genesis' distinctive vision of modern luxury to the Tunisian market, with a dedicated showroom in Tunis and an initial lineup of luxury SUVs and electrified models launching in Q3 2026.

[SEE MORE](#)

UAE TEAM

Lara Obeidat
Lara@theqode.com

Yasemin Hayri
Yasemin@theqode.com

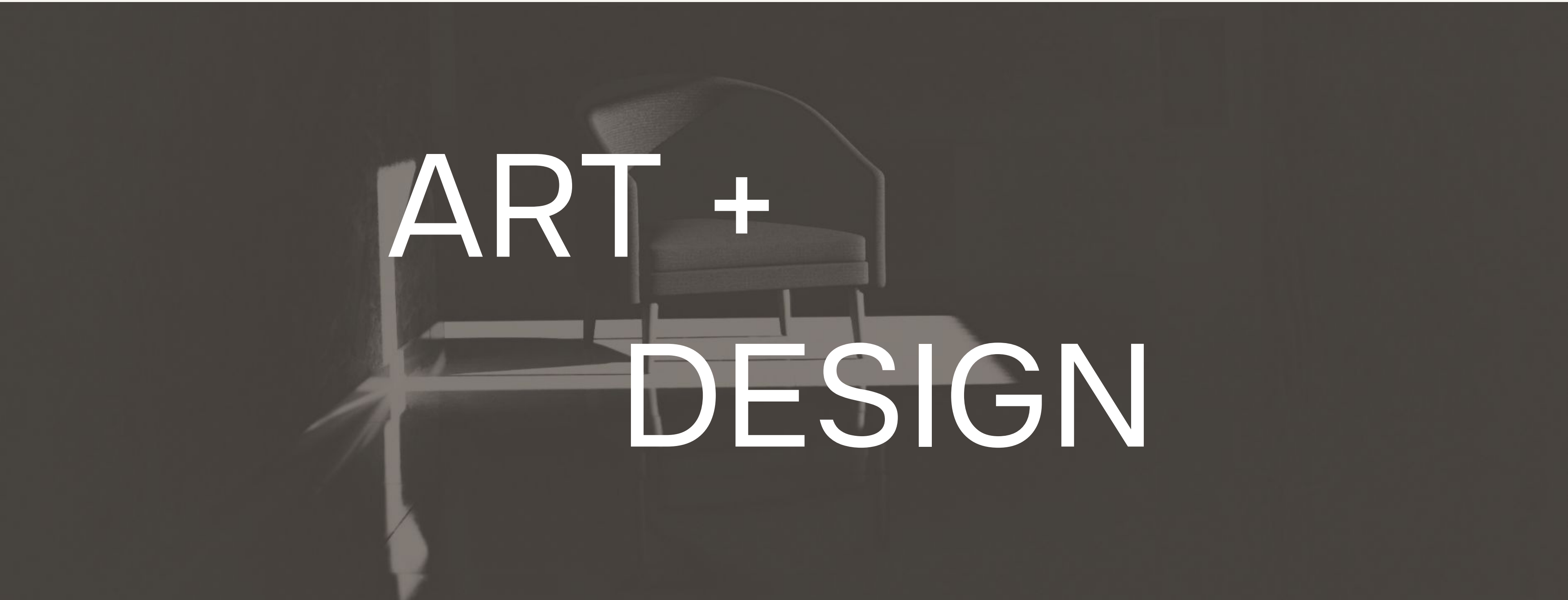
Anika Raja
Anika@theqode.com

KSA TEAM

Wissal Dandachi
Wissal@theqode.com

Sarah El-Sheikh
Sarah@theqode.com

Rana Salem
Rana@theqode.com



ART + DESIGN



YABU PUSHELBERG AND KEILHAUER REVEAL ETTA, A COLLECTION DESIGNED FOR THE FUTURE OF THE WORKPLACE

The acclaimed design studio Yabu Pushelberg continues to shape the future of contemporary interiors with its latest collaboration with Keilhauer, unveiling the brand's new North American showroom at THE MART during NeoCon 2026. Together, the showroom and the debut of the Etta collection present a new vision for the workplace, one that is rooted in warmth, sophistication, and human-centered design.

Designed by Yabu Pushelberg, the new showroom reimagines the workplace through the lens of luxury hospitality. More than a showroom, the space is an immersive expression of the studio's design philosophy, where thoughtful storytelling, refined craftsmanship, and timeless aesthetics come together to create an inspiring environment that reflects both Yabu Pushelberg's visionary approach and Keilhauer's commitment to beauty, comfort, and sustainability.

[SEE MORE](#)

Suhasini Rajpal
Suhasini@thegode.com

Dhrishti Kateja
Dhrishti@thegode.com

Mina Al Ameri
Mina@thegode.com

THE QODE

INDIA



JAEGER-LECOULTRE INTRODUCES REVERSO TRIBUTE MONOFACE ‘OR DECO’ SERIES

Recalling the golden age of gem-set cocktail watches born from the Art Deco movement, first seen in the 1920s and truly coming into their own during the 1930s, the Reverso Tribute Monoface Small Seconds ‘Or Deco Cocktail’ is presented in three versions: in 18K pink gold (750/1000) with rubies and 18K white gold (750/1000) with either emeralds or blue sapphires – each model is an edition limited to 30 pieces. The baguette-cut stones for each timepiece, set between the gadroons above and below the dial, amplify the Reverso’s rectilinear geometry and create a vivid contrast with the polished gold case and Milanese bracelet, complemented by the subtle texture and matte effect of the grained dial.

The baguette-cut stones, set between the gadroons above and below the dial, heighten the Reverso’s signature rectilinear geometry while reinforcing its vintage character. The gem-setters of Jaeger-LeCoultre’s Métiers Rares™ atelier use rail setting – an ‘invisible setting’ technique perfected in the 1930s – to create an unbroken line of colour and light. Requiring extreme precision to achieve loupe-perfect straight edges and to lock the stones securely in place while ensuring that their surfaces are exactly level with each other, rail setting involves forming a framework of tracks (rails) a fraction of a millimetre wide in the gold beneath what will be the level of the stone. The gem-setter then slides the stone onto the track and folds a minute amount of gold over its edge to secure it before sliding the next stone into place. Through the rail setting technique, the gem-setter’s challenge lies in delicately folding the gold of the case over the 46 baguette-cut blue sapphires without compromising the stones. Each stone is set edge-to-edge and secured thanks to the rail and the case’s gold, creating a continuous flow of light with no other points of support. Each gem-setting technique demanded meticulous work; however, due to its inherently fragile attributes, the emerald was the stone that required the most specialised attention. Its delicate nature necessitated extreme precision in handling and setting, ensuring every facet of its vibrant beauty was preserved and perfectly showcased without risk of damage.

[SEE MORE](#)**Suhasini Rajpal**Suhasini@thegode.com**Pooja Mehta**Pooja@thegode.com**Uma Rane**Uma@thegode.com**Mishfa Kazi**Mishfa@thegode.com**Kimaya Kulkarni**Kimaya@thegode.com



THE QODE

KSA

FASHION





CH CAROLINA HERRERA PRESENTS VICTORIA, MAKING HER OWN MARK

VICTORIA Bag enters the ROYAL universe, inspired by the simplicity of a classic correspondence envelope, a statement even before it is opened. Like personal letters, it evokes that striking hint of romance that is making a powerful return.

A gesture conceived with care and intention, created to be shared and cherished over time. VICTORIA Bag is that emotional object, transformed into a handbag, to be treasured and kept forever, carrying within its unique emotions, hopes, and life stories Mrs. Herrera has always stood apart in her way of communicating, cultivating a special appreciation for handwritten letters on personalized stationery. Her unmistakable white envelopes edged in red, along with her bold, expressive handwriting, consistently deliver kind, comforting words, as if each letter holds a small secret waiting to be discovered.

[SEE MORE](#)

UAE TEAM

Shelly Mistry

Shelly@thegode.com

Mina Al-Ameri

Mina@thegode.com

KSA TEAM

Wissal Dandachi

Wissal@thegode.com

Rana Salem

Rana@thegode.com

COS

COS PRESENTS THE SUMMER 2026 COLLECTION

The COS Summer 2026 collection explores modern minimalism through fluid tailoring, lightweight fabrics, and sculptural silhouettes. Inspired by '80s power dressing and '90s simplicity, the collection blends structured cuts with soft movement, featuring airy linens, technical textures, and understated layering in a refined palette of cream, slate grey, warm brown, and deep oxblood. Designed for effortless everyday luxury, the collection captures a balance of precision and ease with a contemporary, architectural feel.

[SEE MORE](#)

UAE TEAM

Michael Sy
Michael@theqode.com

Adrian Dimalanta
Adrian@theqode.com

KSA TEAM

Wissal Dandachi
Wissal@theqode.com

Rana Salem
Rana@theqode.com

HARVEY NICHOLS

THE SUMMER SHOP: A VERY RIPE REVERIE

This season, summer arrives not as a moment, but as a mood.

Harvey Nichols Riyadh invites you into The Summer Shop: Ripe Reverie, a sensorial celebration of the season at its most indulgent, expressive, and alive. Launching on April 20th, the campaign transforms the store into a vivid, immersive escape, where colors ripen, textures soften, and fashion unfolds in full bloom.

More than a visual experience, The Summer Shop is a curated wardrobe for the season’s most memorable escapes. From statement resort wear to effortless day-to-night pieces, the edit brings together a vibrant mix of international designers known for their bold storytelling and craftsmanship. Highlights include the spirited femininity of Agua Bendita, the tropical exuberance of Farm Rio, the artisanal charm of Alemais, the sculptural elegance of Cala de la Cruz, the distinctive silhouettes of Maygel Coronel, and more.

[SEE MORE](#)

Shaheena Usman
Shaheena@thegode.com

Mazen Haykal
Mazen@thegode.com

Taleen Istanbuli
Taleen@thegode.com



H&M HOME AND KELLY WEARSTLER REVEAL FULL GLOBAL COLLABORATION, FEATURING INTERIORS AND READY-TO-WEAR CAPSULE

H&M HOME is launching its first-ever furniture collaboration with celebrated American designer Kelly Wearstler, unveiling a 29-piece interior collection. Exploring design as a daily ritual and rooted in the philosophy of democratic design, the collection brings Kelly's bold aesthetic – a celebration of beauty, form and function – to a wider audience for the first time, featuring everything from modular furniture to sculptural décor. The collaboration is further extended with an 8-piece ready-to-wear fashion capsule, bridging interiors and fashion in a cohesive, design-led vision.

[SEE MORE](#)

UAE TEAM

Piya Devnani

Piya@theqode.com

Dina Abuhilal

Dina@theqode.com

KSA TEAM

Wissal Dandachi

Wissal@theqode.com

Rana Salem

Rana@theqode.com



IYMAA JOINS MONTBLANC & HIA MAGAZINE FOR A CELEBRATION OF CREATIVITY IN RIYADH

IYMAA recently participated in an exclusive evening hosted by Montblanc and Hia Magazine in Riyadh, celebrating creativity, craftsmanship, and artistic expression. Bringing its contemporary Saudi perspective to the gathering, the brand joined a curated group of creatives, artists, and cultural figures in a dialogue centred around identity, storytelling, and design.

About IYMAA

Founded by Abdullah Alkhorayef, IYMAA is a Riyadh-born luxury fashion house rooted in cultural integrity, expressive elegance, and timeless intention. The brand bridges heritage and modernity through architectural tailoring, refined craftsmanship, and silhouettes designed to move seamlessly across cities, roles, and generations.

Each collection reflects a commitment to slow, considered design, where garments are created not as trends, but as enduring extensions of personal identity. With a focus on depth over display and meaning over moment, IYMAA approaches fashion as a dialogue between legacy and the future.

Balancing regional soul with global perspective, IYMAA cultivates a universe where storytelling, craftsmanship, and individuality converge.

[SEE MORE](#)

Mazen Haykal
Mazen@theqode.com

Taleen Istanbuli
Taleen@theqode.com

Nadine Alafifi
Nadine@theqode.com

HOSPITALITY





RADISSON HOTEL GROUP EXPANDS FRENCH RIVIERA FOOTPRINT WITH CANNES SEASIDE OPENING

Set against the sparkling backdrop of the Mediterranean coastline, Radisson Hotel Cannes Seaside welcomes guests to one of the French Riviera's most iconic destinations. The contemporary 100-room hotel marks the latest addition to Radisson Hotel Group's growing portfolio in France, combining Radisson's signature hospitality with relaxed Riviera charm and offering effortless access to Cannes' celebrated beaches, cultural landmarks and year-round events.

[SEE MORE](#)

UAE TEAM

Suhasini Rajpal
Suhasini@theqode.com

Nermin Al Zakhab
Nermin@theqode.com

Nikila Zachariah
Nikila@theqode.com

KSA TEAM

Mazen Haykal
Mazen@theqode.com

Taleen Istanbuli
Taleen@theqode.com

Bader Jichi
Bader@theqode.com

Mirey Hilal
Mirey@theqode.com



DESERT RESORT ESCAPE IN SAUDI ARABIA

We invite you on an exciting journey into seldom-experienced nature, wildlife, and culture. Located along the historic incense trade route against the backdrop of desert plains and the Hijaz Mountains, Six Senses Southern Dunes, The Red Sea resort pays homage to Nabataean architectural heritage and majestic desert surroundings while introducing our trademark crafted experiences and wellness approach. By setting new standards in sustainability and desert hospitality, we hope to write the next chapter in the region's story, as Saudi Arabia drops its pin on the global tourism map.

[SEE MORE](#)

Mazen Haykal
Mazen@theqode.com

Taleen Istanbuli
Taleen@theqode.com

Nadine Alafifi
Nadine@theqode.com



A SEASON OF FAMILY ADVENTURES AWAITS AT THE ST. REGIS RED SEA RESORT

The St. Regis Red Sea Resort is preparing to welcome the summer season with a collection of family-focused packages designed for effortless island escapes. Guests can enjoy daily breakfast, complimentary dining for children under 12, curated activities at the Children's Club, selected water sports experiences, and access to the dedicated family pool, making it the perfect destination for a memorable summer getaway.

[SEE MORE](#)

Mazen Haykal
Mazen@theqode.com

Taleen Istanbuli
Taleen@theqode.com

Nadine Alafifi
Nadine@theqode.com



A TALES & TREASURES LOVE STORY
THE STORY OF QAYS & LAILA IMMORTALIZED BY BAB SAMHAN AND
CHARMALEENA

Bab Samhan, a Luxury Collection Hotel, Diriyah, and Saudi fine jewellery house Charmaleena come together to celebrate the timeless love story of Qays and Laila through a limited edition piece from the Tales & Treasures collection. Inspired by Qays’ immortal poetry and the architectural beauty of traditional Najdi doors and homes, the Locket of Love is crafted in 18k gold and diamonds, transforming one of the Arab world’s most enduring stories into a contemporary heirloom. The piece is on display at Bab Samhan, reflecting a shared commitment to preserving heritage through storytelling, craftsmanship, and design.

[SEE MORE](#)

Mazen Haykal
Mazen@theqode.com

Bader Jichi
Bader@theqode.com

Mirey Hilal
Mirey@theqode.com

the lighthouse

THE SIMPLE JOY OF AN AFTERNOON SHARED AT THE LIGHTHOUSE RIYADH

The Lighthouse Restaurant & Lounge has introduced Afternoon Tea, a new experience that brings together sweet and savoury bites with a choice of tea or specialty coffee, offering guests an easy way to enjoy the afternoon.

Reflecting The Lighthouse's signature blend of quality ingredients, elevated comfort food, and warm hospitality, Afternoon Tea is designed for leisurely catch-ups, afternoon meetings, or simply taking a break over good food and conversation.

Served as a three-tier spread for two, the experience features a selection of sweet and savoury canapés alongside two hot beverages from The Lighthouse's tea, herbal infusion, and specialty coffee menu.

Priced at SAR 150 for two, Afternoon Tea for Two is available daily from 4:00 PM onwards at The Lighthouse Restaurant & Lounge in 1364 Diplomatic Quarter and Solitaire Mall.

[SEE MORE](#)

Mazen Haykal

Mazen@thegode.com

Bader Jichi

Bader@thegode.com

Mirey Hilal

Mirey@thegode.com



FLOAT INTO SUMMER WITH A FLOATING SOUND HEALING EXPERIENCE AT MANSARD RIYADH

Mansard Riyadh, A Radisson Collection Hotel, invites guests to embrace a moment of calm this summer with a unique Floating Sound Healing experience, presented in collaboration with Be Here Studio. Taking place on 8 August at 9:00 PM at Mansard Spa by L’Occitane, the immersive evening combines the soothing sensation of floating with the restorative power of sound therapy, offering guests a tranquil journey designed to promote deep relaxation, mindfulness, and inner balance.

Set within the serene surroundings of Mansard Spa by L’Occitane, the experience provides the perfect escape to recharge both body and mind in a peaceful and luxurious setting.

Advance booking is highly recommended, as spaces are limited to ensure an intimate and personalized experience.

[SEE MORE](#)

Wissal Dandachi
Wissal@thegode.com

Sarah El-Sheikh
Sarah@thegode.com

Rana Salem
Rana@thegode.com



NUJUMA, A RITZ-CARLTON RESERVE AMONG THE WORLD'S FIRST RESORTS TO RECEIVE INTERNATIONAL DARKSKY CERTIFICATION

At Nujuma, a Ritz-Carlton Reserve, the end of the day marks the beginning of something extraordinary.

Nujuma has become one of the world's first resorts to receive the newly launched DarkSky Approved Resort certification, developed by DarkSky International in collaboration with Red Sea Global.

Awarded by DarkSky International, the certification recognises resorts that meet rigorous international standards for protecting the natural night environment through responsible lighting design, environmental stewardship and ongoing operational practices.

The recognition reflects the measures introduced across Nujuma to reduce unnecessary artificial light while maintaining guest comfort and safety. Lighting has been carefully considered throughout the resort to preserve clear views of the night sky and limit disruption to the surrounding environment.

At night, Nujuma's setting is an integral part of the experience. Guided stargazing sessions allow guests to take in the constellations. The designation also recognises the resort's commitment to supporting biodiversity, advancing sustainability and preserving one of nature's greatest wonders.

The importance of responsible lighting extends beyond the guest experience. Natural darkness supports the behaviour, movement and survival of nocturnal species. Limiting artificial light helps protect the natural cycle relied upon by surrounding wildlife, such as sea turtle hatchlings, which instinctively navigate towards the natural brightness of the horizon.

[SEE MORE](#)

Mazen Haykal

Mazen@theqode.com

Bader Jichi

Bader@theqode.com

Mirey Hilal

Mirey@theqode.com



RADISSON COLLECTION RESIDENCES, RIYADH OPENS THE SPA AND HEALTH CLUB, A REFINED ESCAPE FOR WELLNESS AND RELAXATION

Radisson Collection Residences, Riyadh opens its unique Spa and Health Club, a new wellness and leisure experience designed to bring together spa treatments, fitness, and poolside relaxation in the heart of the capital. Combining a calm spa setting, dedicated health club facilities, and an outdoor pool experience, the destination invites guests and members to enjoy a refined escape focused on relaxation, movement, and wellbeing.

Open daily from 10:00 AM until 10:00 PM, The Spa and Health Club offers guests a complete wellness experience, including The Spa at Radisson Collection Residences, Riyadh, health club access, wet areas, personal training, fitness assessments, and outdoor pool facilities.

[SEE MORE](#)

Wissal Dandachi
Wissal@theqode.com

Sarah El-Sheikh
Sarah@theqode.com

Rana Salem
Rana@theqode.com

BEAUTY

A black and white photograph of various beauty products and packaging, including glass jars, tubes, and boxes, with the word 'BEAUTY' overlaid in large white letters. The background is a dense collection of beauty-related items, such as glass jars, tubes, and boxes, some of which are labeled 'NUDE' and 'Color'. The overall aesthetic is clean and modern.



DISCOVER THE SCENT OF THE SUMMER SEASON WITH THE “RITUAL OF SESHEN” – RITUALS’ NEWEST LIMITED EDITION

Luxury wellbeing brand Rituals Cosmetics proudly presents “The Ritual of Seshen”, their newest summer limited collection. The ancient Egyptians saw Seshen – the lotus flower that blooms at dawn from the mud – as a symbol of fresh starts and natural beauty. Just like the lotus, Rituals encourages you to begin each day with a fresh perspective, letting go of what no longer serves you.

This new collection symbolizes renewal and purity and invites you to embrace a mindful self-care routine, while drifting away to the calm, sunlit banks of the Nile. With its light, refreshing textures and summery scents, this is the perfect collection to renew your spring and summer routine.

[SEE MORE](#)

UAE TEAM

Shelly Mistry
Shelly@thegode.com

Yasemin Hayri
Yasemin@thegode.com

Maryam Al Ghanma
Maryam@thegode.com

KSA TEAM

Gopika Madan
Gopika@thegode.com

Wissal Dandachi
Wissal@thegode.com

Sarah El-Sheikh
Sarah@thegode.com

roberto cavalli

EMBRACE SUMMER IN STYLE WITH ROBERTO CAVALLI'S SERPENTINE
COLLECTION

Roberto Cavalli embraces the spirit of summer with its iconic Serpentine collection—a celebration of bold femininity, timeless elegance, and the House's unmistakable glamour. Inspired by the captivating serpent motif, the collection showcases striking accessories that blend refined craftsmanship with contemporary sophistication. Perfect for the season, Serpentine elevates every summer look with effortless style, making it the ultimate expression of modern luxury.

Designed to transition seamlessly from sun-soaked days to elegant summer evenings, the Serpentine collection embodies confidence, sophistication, and the bold aesthetic synonymous with Roberto Cavalli. Whether paired with relaxed resort wear or elevated evening looks, each piece adds a distinctive touch of glamour, making it the perfect companion for a season defined by effortless luxury.

[SEE MORE](#)

UAE TEAM

Gopika Madan
Gopika@thegode.com

Dhrishti Kateja
Dhrishti@thegode.com

Piya Devnani
Piya@thegode.com

KSA TEAM

Wissal Dandachi
Wissal@thegode.com

Sarah El-Sheikh
Sarah@thegode.com

Rana Salem
Rana@thegode.com



LIFESTYLE



TWG TEA WELCOMES THE SEASON WITH REFRESHING SUMMER SELECTIONS

As the summer season approaches, TWG Tea is spotlighting a curated selection of refreshing blends and iced tea experiences designed for warmer days. From vibrant fruit-infused teas to light and uplifting flavours, the seasonal offering celebrates the art of tea through refreshing moments of indulgence, making it the perfect companion for summer gatherings, leisurely afternoons, and elevated everyday rituals.

TWG Tea, the world's finest luxury tea brand, marks a defining milestone with the opening of its first flagship Salon & Boutique in Saudi Arabia, located at Solitaire Mall, Riyadh. This debut represents TWG Tea's fifth location across the GCC, following its established presence in Dubai, Abu Dhabi and Kuwait. Spanning 1,990 sq. ft., the new flagship is set within Riyadh's premier luxury lifestyle destination and introduces TWG Tea's full experiential concept to the Saudi market for the first time. The Salon & Boutique brings together the brand's iconic tea collections, refined tea gastronomy, and an elevated Takeaway Tea experience, offering a destination designed for discovery, connection and modern hospitality in one of the region's most dynamic capitals.

[SEE MORE](#)

Mazen Haykal

Mazen@thegode.com

Taleen Istanbuli

Taleen@thegode.com

Nadine AlAfifi

Nadine@thegode.com

AUTOMOTIVE





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UAE TEAM

Lara Obeidat
Lara@theqode.com

Yasemin Hayri
Yasemin@theqode.com

Anika Raja
Anika@theqode.com

KSA TEAM

Wissal Dandachi
Wissal@theqode.com

Sarah El-Sheikh
Sarah@theqode.com

Rana Salem
Rana@theqode.com

A stack of smooth, dark stones is balanced vertically in the center of the frame. The background shows a blurred beach scene with waves and a sandy shore. The text 'HEALTH & WELLNESS' is overlaid in large, white, sans-serif capital letters.

HEALTH & WELLNESS



THE LONGEVITY SUITE MILANO PREVIEWS ITS RIYADH DEBUT

The Longevity Suite Milano is coming soon to Riyadh's Diplomatic Quarter, bringing its signature approach to longevity, preventive health, and cognitive wellness. Ahead of its official opening, the brand partnered with Kimpton KAFD Riyadh to host an exclusive preview experience at the hotel's penthouse, offering guests a first look at the innovative therapies and personalized treatments set to define The Longevity Suite Milano.

[SEE MORE](#)

Mazen Haykal
Mazen@theqode.com

Bader Jichi
Bader@theqode.com

Mirey Hilal
Mirey@theqode.com

THANK YOU!



THE QODE FZ LLC

UNIT A505, BUILDING 7
DUBAI DESIGN DISTRICT
DUBAI, UNITED ARAB EMIRATES

P.O. Box 391995
TELEPHONE: (971) 4 431 7005

www.theqode.com