



THE QODE UPDATE

JULY 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



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](#)

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THE QODE

UAE

FASHION



&OTHER
STORIES

& OTHER STORIES SUMMER 26 THE DEPTH OF SUMMER

A new aesthetic emerges, where heat and colour converge - turning contrast into harmony and femininity into raw energy. Inspired by intense sunsets and a vibrant spirit, the collection moves with fluidity and comes alive with pops of saturated colour.

The wardrobe unfolds with elegant, draped dresses, supported by inspired separates. Warm and cool colours blend together - rich terracotta, vibrant fuchsia, vivid yellow sit against soft seashell, and sky Blue.

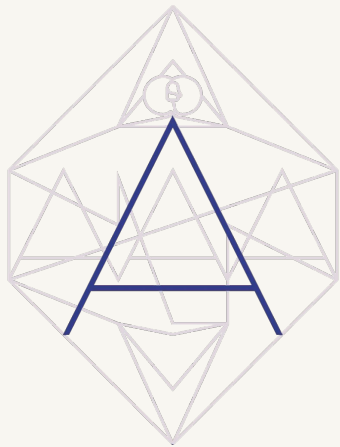
Texture plays a subtle yet important role, balancing matte finishes with a gentle sheen, and patterns come alive in motion. Gingham and checks meet playful polka dots, creating a sense of dynamic contrast and visual rhythm.

Accessories complete the look with a refined yet playful attitude - mesh shoulder bags, supple suede ballerinas, and silk scarves bring an effortless finish.

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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.

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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.

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BLOOMINGDALE'S UNVEILS THE DISCOVER BEAUTY SPACE

Bloomingdale'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.

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BOSS

SERVING STYLE: THE BOSS OPEN 2026 KICKS OFF THE GRASS-COURT
CALENDAR

The BOSS OPEN 2026 transformed Stuttgart into a magnet for star power, with BOSS once again serving bold style and performance as title sponsor of the prestigious ATP 250 tournament. Across one week on the renowned grass courts of Tennis Club Weissenhof, the event united world-class tennis, an outstanding roster of guests, and a curated blend of fashion, culture, and entertainment.

This year’s tournament was defined as much by the action on court as its high-profile audience. The BOSS OPEN 2026 welcomed an exceptional line-up of guests, including BOSS brand ambassador Matteo Berrettini, Corey Mylchreest, Matthew Broome, Josh Heuston, Emilia Schüle, Tom Bischof, Josefine Scholl, Tim Schaecker, Olivia Elliott, Timothy Mudiayi, and Janis Danner. From courtside seats to an exclusive BOSS VIP hospitality area and intimate dinner moments in the region’s vineyards, attendees experienced the tournament at close range, turning the grounds into a live stage for contemporary tennis culture. Shared content across social media, spontaneous encounters between talents, and relaxed yet elevated get-togethers underscored the BOSS OPEN’s role as a standout lifestyle highlight of the season.

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CH CAROLINA HERRERA UNVEILS ITS FALL COLLECTION

CH Carolina Herrera presents the Fall Evening collection where color and texture come together in a continuous dialogue. Set within a space that feels both constructed and evolving, the collection reveals a wardrobe defined by movement. Silhouettes are shaped, released, and redefined, always calm, yet never static.

Colour becomes the starting point. Vibrant orange in rich brocade, bold duos of red and fuchsia, and luminous touches of turquoise bring energy and presence, balanced by black, ivory, and navy. Each shade is designed to stand out.

Exquisite fabrics define the rhythm of the collection. Silk chiffon, silk crepe de chine, organza, brocade, and jacquard create an enhanced game of textures: from light and ethereal to rich and structured. Transparency, sheen, and tactile depth coexist, giving each piece its own character while creating a cohesive day and evening wardrobe.

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COS

COS PRESENTS WOMEN'S VACATION WARDROBE ESSENTIALS

COS presents the absolutes of summer with a selection of vacation wardrobe essentials defined by ease, versatility and timeless simplicity. Designed for warm days and nights, the edit brings together light linen, crinkled silk, featherweight tailoring and minimalist silhouettes to create an adaptable destination wardrobe that transcends seasons and settings.

From pared-back maxi dresses and barely-there slips to monochrome swimwear, sheer summer suiting and relaxed matching linen sets, each piece is designed to move effortlessly from the coast to the city.

COS PRESENTS ITS MEN'S BEACH WARDROBE ESSENTIALS

COS presents its Men's Beach Wardrobe Essentials, a curated edit of versatile pieces designed for effortless summer dressing. Created for a season of travel, the collection brings together lightweight linen, modern shirting, classic polos, tailored shorts and refined swimwear in a fresh palette of sky blues, muted yellows and rich coastal hues.

Relaxed silhouettes, timeless stripes and checks, and breathable fabrics capture the ease of warm-weather escapes, while versatile styling allows each piece to transition seamlessly from the beach to the city.

Rooted in understated design and enduring craftsmanship, the collection offers a timeless summer wardrobe made for every destination.

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H&M’S NEW COLLABORATION WITH WARDROBE.NYC MASTERS THE
MODERN WARDROBE

H&M is thrilled to announce a new designer collaboration with New York-based luxury essentials label, WARDROBE.NYC. Founded by editor and stylist Christine Centenera, and designer Josh Goot, the collection translates the duo’s defining vision, distilling a pioneering decade into a single, definitive wardrobe — directional and effortlessly wearable in equal measure.

The WARDROBE.NYC H&M collection will launch in select stores and online on 6 August 2026.

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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.

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L'AGENCE

L'AGENCE FOR EVERY SUMMER ESCAPE

With summer plans around the corner, L'AGENCE presents a destination-ready edit designed for every itinerary. From Mediterranean coastlines and city breaks to long weekend escapes, the brand's signature blend of effortless sophistication and modern glamour delivers versatile pieces that transition seamlessly from day to night.

Featuring lightweight tailoring, elevated denim, breezy silhouettes, and statement prints, the edit captures the spirit of vacation dressing while remaining timeless, polished, and easy to pack.

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MANGO

MANGO AND ECKHAUS LATTA CREATE A SUMMER COLLECTION THAT MOVES BETWEEN THE CONCEPTUAL, THE FUNCTIONAL, AND URBAN SENSIBILITY

MANGO, one of the leading international fashion brands, joins forces with Eckhaus Latta, the New York and LA based label founded by designers Mike Eckhaus and Zoe Latta in 2011, to create a capsule collection for this summer under the MANGO COLLECTIVE concept, available in select stores and online.

Eckhaus Latta, one of the most distinctive independent American brands, is known for its use of experimental and unconventional materials, inclusive design approach and focus on authentic, real-world wearability. They create clothes grounded in wearability rather than runway fantasies. These qualities carry through the collection created with MANGO, an urban proposal in which lightweight, textured fabrics and bold prints take center stage.

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LENI KLUM STARS AS THE FACE OF FOREVER GUESS, THE NEW EYEWEAR
CAMPAIGN CELEBRATING THE MANY DIMENSIONS OF MODERN FEMININITY

Leni Klum is unveiled as the face of FOREVER GUESS, the latest eyewear campaign from GUESS that transforms the brand's iconic G logo into a symbol of confidence, individuality and self-expression.

Fronting the campaign, Klum takes centre stage in a cinematic series inspired by the glamour, drama and arger-than-life energy of 1990s soap operas. Captured across four distinct narratives, she effortlessly embodies a range of contemporary female archetypes, showcasing the versatility and transformative power of the FOREVER GUESS collection.

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Q A S I M I

A NEW CHAPTER FOR QASIMI: THE BRAND LAUNCHES ITS FIRST
PERMANENT LEATHER GOODS COLLECTION

QASIMI, the London-based fashion brand under the creative direction of Sheikha Hoor Al Qasimi, continues to shape a distinct design language rooted in cultural dialogue, functionality, and refined contemporary form. Known for its quiet balance between softness and structure, the brand approaches clothing and objects with a sense of purpose, tactility, and understated elegance.

Marking a significant milestone in the brand's ten-year evolution, QASIMI introduces its first Permanent Leather Goods Collection, a new chapter that extends the house's design philosophy into everyday objects made to move with their wearer. Conceived as a permanent line, the collection reflects QASIMI's signature dialogue between softness and structure, translating the functionality and tactility of nomadic carrying objects into refined contemporary forms.

[SEE MORE](#)



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](#)

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ZIMMERMANN

THE CLASH: ZIMMERMANN INTRODUCES CRUISE READY TO WEAR 2027

ZIMMERMANN's Cruise 2027 collection is inspired by Australia II's historic 1983 America's Cup win and its spirit of grit, energy, and national pride. The collection blends nautical references with glamour through sail-inspired prints, billowing silks, sculptural denim, lace, and rich textures. Maritime details continue through the accessories, from boat-style mules and barrel bags to nautical hardware and scarf-wrapped necklaces.

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WATCHES + JEWELLERY



THE IWC SCHAFFHAUSEN INGENIEUR TOURBILLON 41 IN 18-CARAT 5N GOLD WITH A FLYING MINUTE TOURBILLON

IWC Schaffhausen introduces the Ingenieur Tourbillon 41 at Watches and Wonders in Geneva. The new flagship Ingenieur model pairs a case and bracelet crafted from 18-carat 5N gold with an olive green “Grid” dial. The highlight is the flying minute tourbillon at 6 o’clock, which rotates around its axis once every minute. This elegant and refined luxury sports watch is further distinguished by its highly detailed finishing, including techniques such as satin finishing and polishing.

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JAEGER-LECOULTRE INTRODUCES REVERSO HYBRIS ARTISTICA CALIBRE 17G PEGASUS

As it continues to expand the mechanical and artistic potential of Haute Horlogerie through the Hybris series of limited-edition timepieces, Jaeger-LeCoultre revisits the Reverso Hybris Artistica Calibre 179, harnessing the skills of the master engravers in the Manufacture's Métiers Rares™ atelier.

Presented in an 18K pink gold (750/1000) case richly engraved with an image of Pegasus, the flying horse of Greek mythology, the new timepiece also features hand-lacquered dial plates and bridges. The fully skeletonised reverse dial is complemented by hand-bevelling of the bridges and tourbillon cage.

Reverso Hybris Artistica Calibre 179 Pegasus is presented on a blue alligator strap with an innovative, micro-adjustable clasp and will be a limited edition of five pieces.

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PARURE ATELIER UNVEILS ITS ROSE CUT COLLECTION

There are stones that adorn, and there are those that speak. The emerald belongs to the latter. Its green is not merely a colour, but a state, profound, saturated, almost tangible. It is life distilled into hue: refined, composed, and quietly assured in its power.

The rarest and most coveted shade is vivid green, an intensity that transcends geography, found only in exceptional stones.

At Parure Atelier, the emerald is never merely a gemstone. It is a presence. Each stone holds a narrative shaped over millions of years - singular, unrepeatable, and deeply personal.

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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.

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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 with visible text like 'NUDE' and 'Color'. The overall aesthetic is artistic and textured.

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.

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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.

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NOELIE INTRODUCES A NEW STANDARD FOR LUXURY BEAUTY IN THE GCC

NOELIE Organic Beauty Revolution develops certified high-performance organic active cosmetics for skin and hair. As a pioneer in COSMOS ORGANIC-certified premium natural beauty, NOELIE combines cutting-edge active ingredient research with the power of highly concentrated organic botanical actives. The patented Cell Membrane -Technology featuring the unique CELL BOOST-EFFECT was developed to enhance the delivery of bioactive ingredients into the skin and hair while supporting the body’s natural regenerative processes at a cellular level.

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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.

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roberto cavalli

INTRODUCING ROBERTO CAVALLI MARBLEOUS CYPRESS: A NEW CONTINUATION OF THE HOUSE’S MARBLEOUS COLLECTION

An homage to the ever-enduring Italian Cypress trees, Roberto Cavalli proudly introduces Roberto Cavalli Marbleous Cypress, an olfactive exploration of the iconic Tuscan landscape and delightful addition to the Marbleous Collection.

An extension of the signature Gold Collection, the Roberto Cavalli Marbleous Collection celebrates the power of metamorphosis and change, standing as a true testament to the brand’s craftsmanship and creative genius. Marbleous Cypress joins the existing trio of Marbleous Leather, Marbleous Rose, and Marbleous Vetiver – each fragrance spotlighting a distinct olfactive facet, honoring the divine rarities found on Earth.

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RADISSON BLU HOTEL, DUBAI CANAL VIEW UNVEILS THE ULTIMATE FOOTBALL SEASON EXPERIENCE FOR 2026

At The Hotel That Never Sleeps, the only question is: why would you ever leave? The exclusive Stay & Play package, priced from AED 315 per night, is built for fans who refuse to miss a single moment of the tournament, from the opening whistle to the final nightcap.

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LIFESTYLE



BACHA COFFEE CELEBRATES ICED COFFEE THIS SUMMER

This summer, Bacha Coffee spotlights a curated selection of 100% Arabica coffees best enjoyed served iced, offering a refreshing way to experience the Maison's exceptional collection during the warmer months.

From bright and aromatic Single Origin Coffees to rich, cocoa-infused Fine Blended Coffees, the selection highlights a diverse range of flavour profiles designed to suit every palate.

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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.

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BANG & OLUFSEN ANNOUNCES NEW BEOSYSTEM 3000C DUNE GREY EDITION

Bang & Olufsen unveils the Beosystem 3000c Dune Grey Edition, a complete music system centred on a restored Beogram 3000 Series turntable originally released in 1985, paired with modern Beolab 8 speakers. As part of the Recreated Classics programme, the Beosystem 3000c celebrates a lasting relationship with music listening – where well-made audio designs become part of people’s lives and remain relevant over time.

The Beosystem 3000c brings together the tactile ritual of vinyl and the flexibility of contemporary listening in one compact music system.

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RIMOWA

RIMOWA’S SHORT-FORM SERIES FOLLOWS MULTIPLE ACADEMY AWARD WINNING COMPOSER HANS ZIMMER WHILE ON TOUR

Building upon RIMOWA’s ongoing commitment to champion creative voices, the German Maison is delighted to continue its short-form series by accompanying long-time friend of the brand, Hans Zimmer, during the last concerts of his European tour.

Conceived to celebrate iconic cultural voices, RIMOWA’s short-form series captures the renowned composer sharing personal stories and explores the dedication and resilience required to refine his craft.

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AUTOMOTIVE





GENESIS UNVEILS MAGMA GT₃ CONCEPT AT LE MANS

Genesis has unveiled the Magma GT3 Concept at the 24 Hours of Le Mans, further advancing the brand's global motorsport ambitions. Revealed alongside the Magma GT Concept, the debut expands Genesis' high-performance vision from road to race while reinforcing the connection between luxury performance and motorsport.

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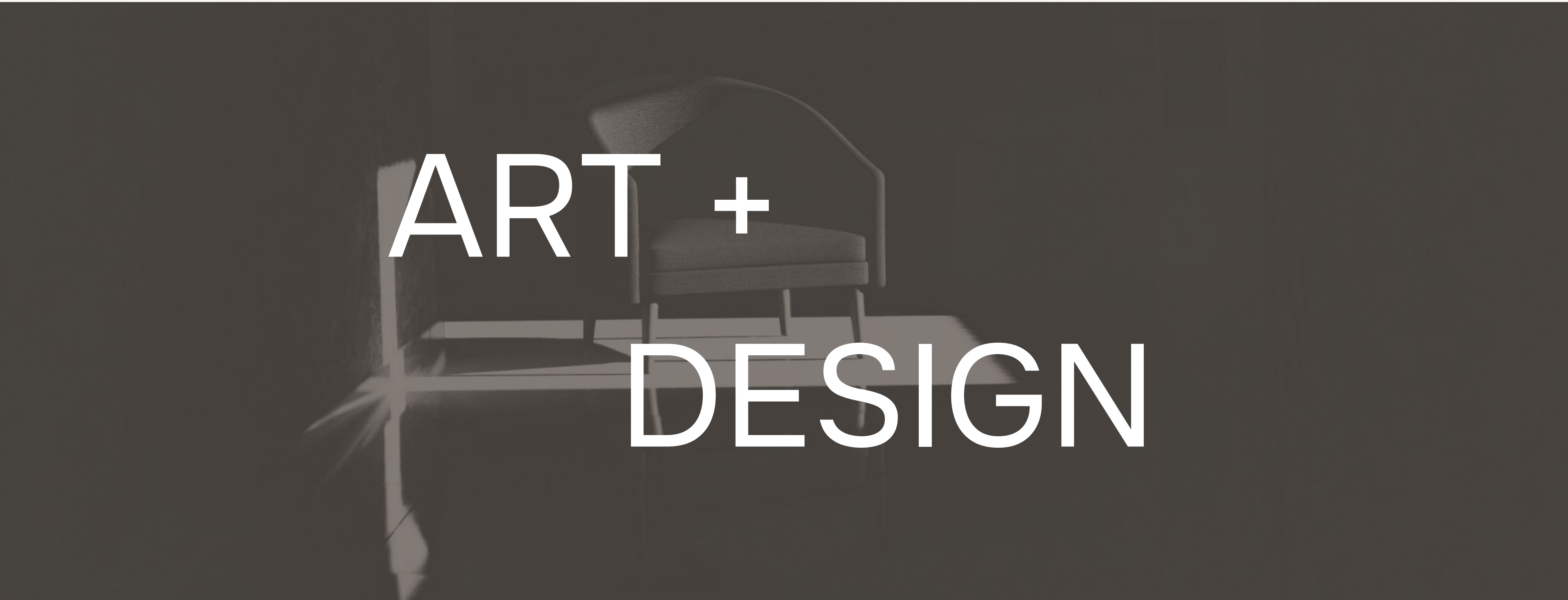
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ART + DESIGN



ONUKE ATHENS REDEFINING THE ART OF SUMMER DINING

As the summer season unfolds, Onuki Athens emerges as a new signature destination for contemporary Japanese dining, defined by its craftsmanship, seasonality, and spirit of togetherness.

Designed by Yabu Pushelberg, the concept artfully merges principles of Japanese design with the rich tradition of Greek hospitality, creating a harmonious dialogue between the two cultures that results in an immersive experience shaped by balance and intention.

At its core, Onuki is guided by the spirit of “Kizuna” the enduring bonds between chef and guest, season and plate, tradition and the present moment.

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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.

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FASHION





CH CAROLINA HERRERA UNVEILS ITS FALL COLLECTION

CH Carolina Herrera presents the Fall Evening collection where color and texture come together in a continuous dialogue. Set within a space that feels both constructed and evolving, the collection reveals a wardrobe defined by movement. Silhouettes are shaped, released, and redefined, always calm, yet never static.

Colour becomes the starting point. Vibrant orange in rich brocade, bold duos of red and fuchsia, and luminous touches of turquoise bring energy and presence, balanced by black, ivory, and navy. Each shade is designed to stand out.

Exquisite fabrics define the rhythm of the collection. Silk chiffon, silk crepe de chine, organza, brocade, and jacquard create an enhanced game of textures: from light and ethereal to rich and structured. Transparency, sheen, and tactile depth coexist, giving each piece its own character while creating a cohesive day and evening wardrobe.

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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.

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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.

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SCARF PRINTS AND SUNSET HUES: INTRODUCING H&M’S ECLECTIC SUMMER 2026 COLLECTION

H&M’s Summer 2026 collection takes the scarf as its starting point, referencing the item’s rich symbolism within style, luxury, travel and fashion history. Its inspiration can be seen across prints, patterns and silhouettes, anchoring a collection that offers a confident and colorful vision of summer that is eccentric yet refined.

The scarf’s versatility and potential for adaptation and self-expression, by offering wearers the creative freedom to form varied and elegant shapes, are central to the vision. The wrapping and flowing properties of the scarf inform key pieces such as sarong-style skirts, tops and dresses, and dynamic sets that offer both drama and effortlessness.

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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.

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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.

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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.

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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.

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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.

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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.

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KIMPTON KAFD RIYADH KICKS OFF ULTIMATE WORLD CUP EXPERIENCE AT KANZA LOUNGE

This FIFA World Cup season, Kimpton KAFD Riyadh invites football fans to experience every goal, cheer, and celebration with the World Cup Screening Experience at Kanza Lounge. Combining live sport, vibrant poolside energy, and curated hospitality, the hotel transforms every match into a memorable social moment in the heart of King Abdullah Financial District.

World Cup Screening Experience

Guests can watch live FIFA World Cup matches on a large outdoor screen, enjoying the excitement in a lively poolside setting. Throughout the tournament, interactive experiences including competitions, raffle draws, giveaways, games, challenges, and surprise activations will keep energy levels high and fans fully engaged.

World Cup Dining

The experience extends beyond the matches with a dedicated World Cup menu featuring flavorful bites and refreshing drinks. From casual snacks to specialty beverages, every offering is designed to complement the vibrant social atmosphere at Kanza Lounge.

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MANSARD RIYADH LAUNCHES SUMMER ESCAPES AND WORLD CUP LOUNGE

Mansard Riyadh, A Radisson Collection Hotel, launches its World Cup Sports Lounge at Pucho Cigar Lounge, inviting guests to enjoy selected key matches in a vibrant setting complemented by a dedicated sharing-style menu.

Available from 11 June to 19 July, the lounge will operate daily from 5:00 PM until 6:00 AM, screening the Opening and Final matches, Saudi Arabia National Team fixtures, Arab team matches, and major international clashes.

The World Cup menu features a selection of casual favourites designed for sharing, including flavoured popcorn, sliders, pizzas, wings, snacks, mezze, salads, and dips.

Throughout the summer, Mansard Riyadh will also introduce a selection of seasonal stay, wellness, dining, and lifestyle experiences across the property. The summer programme is designed for couples, families, GCC visitors, business guests, and luxury lifestyle audiences.

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SUMMER AT NUJUMA, A RITZ-CARLTON RESERVE

This summer, Nujuma invites families and couples to slow down and reconnect through curated island activations inspired by the Red Sea. Families can enjoy swimming classes, pool games, beach football, badminton, table tennis, sea-view dining, and shared moments by the water, with Kids Stay, Play & Eat Free adding ease to every stay.

At Ritz Kids Club, younger guests can discover ocean crafts, turtle tales, nature walks, kite flying, recycled art, Hijazi postcards, cultural storytelling, and cinema under the stars. For couples, the island offers quiet villa retreats, sunset moments, and dining privileges through Space to Reconnect, creating time to savour stillness, privacy, and each other.

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RADISSON COLLECTION RESIDENCES, RIYADH WELCOME GUESTS TO ELEVATED RESIDENTIAL LIVING IN THE CAPITAL

Radisson Collection Residences, Riyadh welcomes guests to a refined residential hospitality experience on King Fahad Road, introducing a new address for luxury living in the heart of the Saudi capital.

Blending contemporary luxury with authentic Saudi charm, the property features 170 serviced suites, including duplex penthouses and villas, designed for both short and extended stays. As the first Salmani Architectural Tower in the Kingdom, the residence reflects Saudi heritage through a distinctive architectural identity.

Guests can enjoy a complete lifestyle experience with dining at Emily’s Brasserie and Obi Urban Sushi, alongside wellness facilities, an outdoor pool, health clubs, and dedicated meeting spaces overlooking Riyadh’s skyline.

With its prime location, spacious residences, and curated hospitality offering, Radisson Collection Residences, Riyadh brings a new dimension of luxury residential living to the capital.

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BEAUTY

A black and white photograph of a cluttered surface with various beauty products. In the foreground, there are several glass jars of different sizes, some with lids. Behind them are tubes of cream or lipstick, and boxes, one of which has the word 'NUDE' visible. The background is filled with more products, creating a sense of abundance. The word 'BEAUTY' is overlaid in large, white, sans-serif capital letters in the center of the image.



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.

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roberto cavalli

INTRODUCING ROBERTO CAVALLI MARBLEOUS CYPRESS: A NEW CONTINUATION OF THE HOUSE’S MARBLEOUS COLLECTION

An homage to the ever-enduring Italian Cypress trees, Roberto Cavalli proudly introduces Roberto Cavalli Marbleous Cypress, an olfactive exploration of the iconic Tuscan landscape and delightful addition to the Marbleous Collection.

An extension of the signature Gold Collection, the Roberto Cavalli Marbleous Collection celebrates the power of metamorphosis and change, standing as a true testament to the brand’s craftsmanship and creative genius. Marbleous Cypress joins the existing trio of Marbleous Leather, Marbleous Rose, and Marbleous Vetiver – each fragrance spotlighting a distinct olfactive facet, honoring the divine rarities found on Earth.

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LIFESTYLE



REFORM ATHLETICA LAUNCHES “SUMMER BINGO” CHALLENGE TO
INSPIRE MOVEMENT, REFLECTION, AND CONNECTION

Reform Athletica is pleased to announce the launch of its Summer BINGO Challenge, running from July 1st through August 15th, an engaging seasonal initiative designed to encourage participants to move, reflect, and connect throughout the summer.

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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.

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AUTOMOTIVE



GENESIS UNVEILS MAGMA GT₃ CONCEPT AND OUTLINES NEXT-DECADE VISION AT 24 HOURS OF LE MANS DEBUT.

Building on its previous Le Mans participation, Genesis steps up to the Hypercar class at the prestigious 24 Hours of Le Mans (24 Heures du Mans), marking a defining new chapter in its global motorsports journey.

At a press conference held within the Genesis Hospitality inside the famed Circuit de la Sarthe, the brand unveiled the Magma GT3 Concept, outlined a potential future vision for Genesis and Genesis Magma Racing, and shared plans to expand its presence into new European markets as part of its broader global growth strategy.

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