

Named Arab Women Designer of the Year 2017, her contribution to the industry gained further international recognition through her collaboration with the Dubai Fashion Council, which paved the way for her debut at London Fashion Week.

Her global travels across fashion capitals and textile hubs shaped a design philosophy rooted in refinement, empowerment, and the belief that clothing is a powerful medium of identity and expression.

Her experience with Azzalia revealed a consistent market gap: uniforms were not reflecting the brand image, standards, or professionalism expected in the region. This realization led to the creation of Attire by Azzalia, developed to elevate the standards of uniform design in the market. The division applies a strategic, brand-focused approach delivering uniforms that align with each brand's identity and operational needs. Its work is defined by precision, refined execution, and consistent quality.

Today, Shaikha Amal leads Attire by Azzalia with a hands-on approach, treating every project with full ownership and precision. Her leadership is defined by passion, intuition, meticulous attention to detail, and an unwavering commitment to delivering design solutions that empower both individuals and organizations.