



ELIE SAAB

1001 seasons...

We condense a lifetime of experience and a journey spanning decades into a single night, setting the stage for a new beginning. Today, we are not simply concluding 45 years of heritage; instead, we are ushering in fresh years, marked by a pivotal moment laden with hope.

Elie Saab's celebration at Riyadh Season is a culmination of generations of fashion, rooted in traditions that preceded me, and which I have had the privilege of reinvigorating and evolving. The event captured vast expanses of creativity drawn from the essence of Arab culture and its golden years of intellect and innovation, now showcased to the world through this magnificent event.

My journey began amidst the turmoil of war in Beirut, where I built a world of beauty, carrying it with gratitude wherever opportunities led me. Saudi Arabia has always held a special place in my heart, being the first place outside Lebanon where I ventured, succeeded, and launched further into grander dreams and horizons.

Vision 2030, spearheaded by King Salman bin Abdulaziz Al Saud and Crown Prince Mohammed bin Salman, is embodied in this magnificent event, presenting the vibrant and intricate Arab identity to the world and establishing Riyadh not just as the capital of Saudi Arabia, but as a cultural and creative epicenter for the Arab world, poised among leading nations shaping human history.

From the initial conception over a year ago to the final execution, this event was the result of tireless collaboration, powered by the unwavering support of His Excellency Turki Al Sheikh, Chairman of the General Entertainment Authority. His dedication enabled the event's grand and breathtaking realization.

I am proud that Elie Saab's name now resonates worldwide through this occasion, and I extend heartfelt gratitude to all who played a part—thousands within the Elie Saab team, the global execution crews, and the distinguished figures whose creativity shone throughout.

Today, the world gathers in Riyadh with a shared declaration: beauty knows no borders; it is the universal identity we seek in all we perceive and create. When beauty and creativity become our highest pursuits, the world transforms into a more splendid place.

My message to you transcends borders, leaving traces of joy in everything we have strived for from the very beginning, wherever we plan and dream. Beauty is boundless, and our Arab world is brimming with talents that radiate their creativity globally.

A salute to every bearer of peace and love, and a sincere thank you to those who dream with us of a world worthy of beauty. Each step, as I pledged 45 years ago, is a new beginning, and what lies ahead is undoubtedly more beautiful.

With all my love,

Elie Saab