

A woman with dark curly hair, wearing a vibrant red dress, is shown in profile, looking thoughtfully to the left. Her hand is raised to her neck, and she wears large hoop earrings and a bracelet. The background consists of light-colored vertical blinds. The entire image is overlaid with a semi-transparent orange filter. A large, white, serif font text '18 Fashion' is centered over the image, with the subtitle 'THE ART OF PERSONAL EXPRESSION' in a smaller, white, sans-serif font below it.

18 Fashion

THE ART OF PERSONAL EXPRESSION



Introduction

In 2005, 18 Fashion L.L.C. was founded by the visionary duo of Kusum Soni and Nayan Soni, establishing itself as a prominent and esteemed name within the fashion industry. With a reputation built on trust and admiration, ***the company proudly owns the renowned brand, Pink Pearl.*** This brand encompasses a captivating array of Indo-Arab traditional and occasional women's wear, including the exquisite kaftans, farasha, and the intricately designed Kashmiri mukhavar.

Today, 18 Fashion LLC boasts an extensive and far-reaching presence that transcends national boundaries. While our influence is strongly felt within the United Arab Emirates, our network has expanded across borders, encompassing more than 12 distinct points of sale in various countries. Under the distinguished banner of Pink Pearl, we showcase an exquisite collection that harmoniously blends modern aesthetics with ethnic charm, featuring an array of chic kaftans and dresses that cater to the diverse tastes of our global client especially Emirati's women.

Clothes Are The Things That Describe You

Fashion allows us to communicate without words, making a statement about our individuality, creativity, and confidence. Whether it's a bold fashion statement or a simple, timeless outfit, our clothing choices reveal a part of our identity to the world, making fashion a powerful form of self-expression.

[Fashion](#)

[Shopping](#)

[Design](#)



Our Vision Will Make You Stylish

The Vision

At 18 Fashion, we hold a steadfast belief in the transformative power of fashion to boost one's self-assuredness and self-expression. That's why our collection of fashion labels is dedicated to crafting designer attire that not only leaves an indelible mark on the world but also possesses the versatility to traverse the boundaries of individuals, locations, and occasions.

The Mission

We understand that fashion is more than just clothing; it's a means to empower, inspire, and leave a lasting impression on the global stage, all while remaining adaptable to diverse lifestyles and moments.



About Fashion

Kaftan fashion is a timeless and versatile style that has been cherished for centuries, with its origins tracing back to various cultures, including the Middle East, North Africa, and South Asia. A kaftan is typically a loose, flowing garment that is characterized by its long, wide sleeves and a comfortable, relaxed fit. What makes kaftans so appealing is their ability to seamlessly blend elements of tradition and modernity, offering a perfect combination of comfort, elegance, and cultural significance.



**We do wholesale marketing in all
GCC Countries like:
ALGERIA
USA
UK**



Our Aesthetic Gallery



Design.

Fashion that will take
your breath away.



Our Testimonial



Fatima

Wearing a kaftan has become a cherished tradition in my family. We all have our unique kaftans that we wear during Eid, Ramadan, etc.



Mariyam

For me, kaftans are not just about fashion; they're a form of self-expression. I love experimenting with different colors and patterns to reflect my mood and personality. They've become a canvas for my creativity.



Saima

I started a collection of vintage kaftans handed down from my grandmother. Each one has its own unique story and history. It's amazing how a piece of clothing can carry so much nostalgia and heritage.



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[pink_pearlks](https://www.instagram.com/pink_pearlks)

The logo for 'Pink Pearl' features the word 'Pink' in a black serif font and 'pearl' in a pink serif font, with a pink geometric outline behind the text.

Pink
pearl

A woman is shown from the chest up, wearing a bright yellow long-sleeved top with intricate floral embroidery in pink, black, and green. She is also wearing a delicate necklace. The background is a plain, light-colored wall.

Thank You

FOR ALL YOUR ATTENTION