

Loai Naseem

Lomar



COUNTRY	Saudi Arabia
INDUSTRY	Consumer
YEAR SELECTED	2012
WEBSITE	http://www.lomarthobe.com

COMPANY SNAPSHOT

The thobe, a traditional, robe-like garment worn by Arab men for centuries, is coming into the modern era thanks to Lomar, a Saudi fashion house led by designer Loai Naseem. Fed up with the shapeless, uniform cloth he was required to wear for myriad business and social occasions, Loai decided to apply his eye for design to create more comfortable and trendy options for Arab men. Lomar has overcome resistance from those who did not believe in modernizing the thobe and has established its position as a leading men's traditional luxury brand since opening its first showroom in 2005. The company sells 50,000 thobes per year, with 380 employees and a large production facility. Now, it can use this leading position to take advantage of rapid growth in Saudi luxury goods, an important segment of the Middle East's largest market.