

For immediate release

THEARSENALE UNVEILS APPAREL COLLECTION FOR WOMEN LIVING IN THE FAST LANE

Doha, Qatar, 11 October 2023 - TheArsenale, a global leader in avant-garde mobility and design, is thrilled to present its first activewear collection for women jumping from a boat to a plane. Unveiled this Saturday 7 October, in the fourth location of the brand at the heart of creativity, the Doha Design District, the collection will be available for purchase worldwide on TheArsenale.com



Designed by Marcela Mayorga Meignan, co-pilot in TheArsenale, this new collection brings together the worlds of luxury and speed, catering to individuals who appreciate fine craftsmanship without compromising on their love for fast-paced lifestyles. Madame Meignan has chosen high-quality, innovative materials that not only provide comfort but also reflect the brand's commitment to sustainability and ethical fashion practices.

The collection features a range of versatile uniforms suitable designed for various occasions, from chic evening events to casual outings. Each piece seamlessly combines comfort and style. Some pieces are specifically designed for the active lifestyle, featuring performance-enhancing elements such as moisture-wicking fabrics and ergonomic cuts.

«The collection draws inspiration from the speed, innovation, and dynamic energy that characterize the fast lane of today's world.»



Marcela Mayorga Meignan, co-pilot TheArsenale

Besides TheArsenale where she acts as a driving force, hand in hand with husband founder Patrice meignan, Marcela Mayorga Meignan has multiple creative roles and wears several hats including ; publisher and editor of the creative REGIA magazine, fashion producer for outlets such as VOGUE, she also designs her own fine jewelry collection under the name of NIBIRU COLLECTION. Inspired by powerful women that are fully committed to what they aim for, Marcela Meignan has a flair for innovation and an innate understanding of style.

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Step into the future as TheArsenale has opened pioneering mobility design hub in Qatar, Doha Design District.

TheArsenale, just inaugurated its first Middle East location in the Doha Design District. With a presence in Miami, City of Dreams in Macau, New York, and an online marketplace, TheArsenale works with the most cutting-edge designers and independent builders to create the world's most diverse showcase of technology and design advancements in mobility.

"With immense respect and gratitude, we are humbled by the opportunity to introduce TheArsenale to the visionary city of Doha. TheArsenale has always been a testament to the fusion of art, innovation, and futuristic mindset. Our commitment to showcasing exceptional craftsmanship, revolutionary design, and pioneering ideas resonates deeply with the cultural values that Qatar holds dear. Just as Qatar is a bridge between tradition and modernity, we too embrace the same duality, and have a shared passion for excellence, creativity, and pushing boundaries," said **TheArsenale CEO and Founder Patrice Meignan**.

The Future Of Mobility is Now

TheArsenale Mobility Lab in the Doha Design District not only showcases cutting-edge and groundbreaking designs but also serves as an advocate for the importance of innovative mobility solutions in securing a prosperous future for generations to come. In a rapidly changing global landscape, where urbanization, sustainability, and technological advancements are at the forefront of challenges facing society, the innovative designs showcased by TheArsenale are set to revolutionize the notion of transportation. TheArsenale Mobility Lab in the Doha Design District displays incredible feats of mobility, from flying cars and motorcycles to electric snow bikes, and sailboats with foldable designs, art, gear, apparel, and books.

TheArsenale Doha Design District
Sikkat Wadi Msheireb
https://www.instagram.com/thearsenale_doha



About TheArsenale
Launched in 2017 by French businessman Patrice Meignan, TheArsenale stands as an international reference in the world of design and mobility. The digital platform www.thearsenale.com showcases the latest innovations and trends in the world of mobility, with a particular focus on sustainable and eco-friendly solutions. With his wife Marcela, the mobility couple have found success opening their concept stores in Macau at City of Dreams (COD), as well as in Miami and New York. www.thearsenale.com

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