



Hama

FW 2017





The Designer

Hama Hinnawi

Hama is a business administration –PMP graduate, worked as a consultant at several local companies, and chose a career in fashion design to rekindle her ties to her heritage and help preserve and reinvigorate it.

Hama

Hama Fashion Biography

HamaFashion- trendy oriental wear described as “one of Her Majesty Queen Rania Al Abdullah favorite designers” in the Daily Mail newspaper. And “Royalty designer” after dressing Her Majesty Queen Mathilde; Queen of Belgium at the same year of 2016, only one year from launching the brand.

Our mission isn't limited to design only, but also to raise awareness about traditional embroidery and design, by making them easier to wear in a more contemporary setting. Through HamaFashion we opened markets for women refugees by giving them the knowledge and the way to work by training them and selling their work under the umbrella of our brand. Which led to different NGO's that hired Hama as a consultant in the field of women empowerment and capacity building; which highly needed in our society back in Jordan.

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Pencil sheath Spandex Jessica lycra white short dress

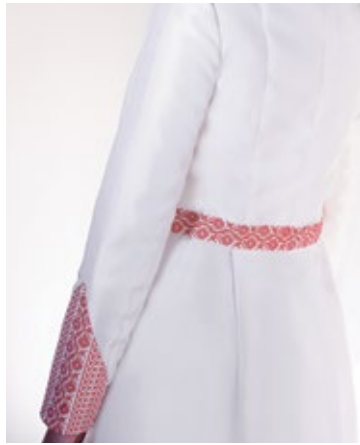
Two lines of flower cross-stitch embroidery





Faux fur fleece with one line of straight line red cross-stitch embroidery

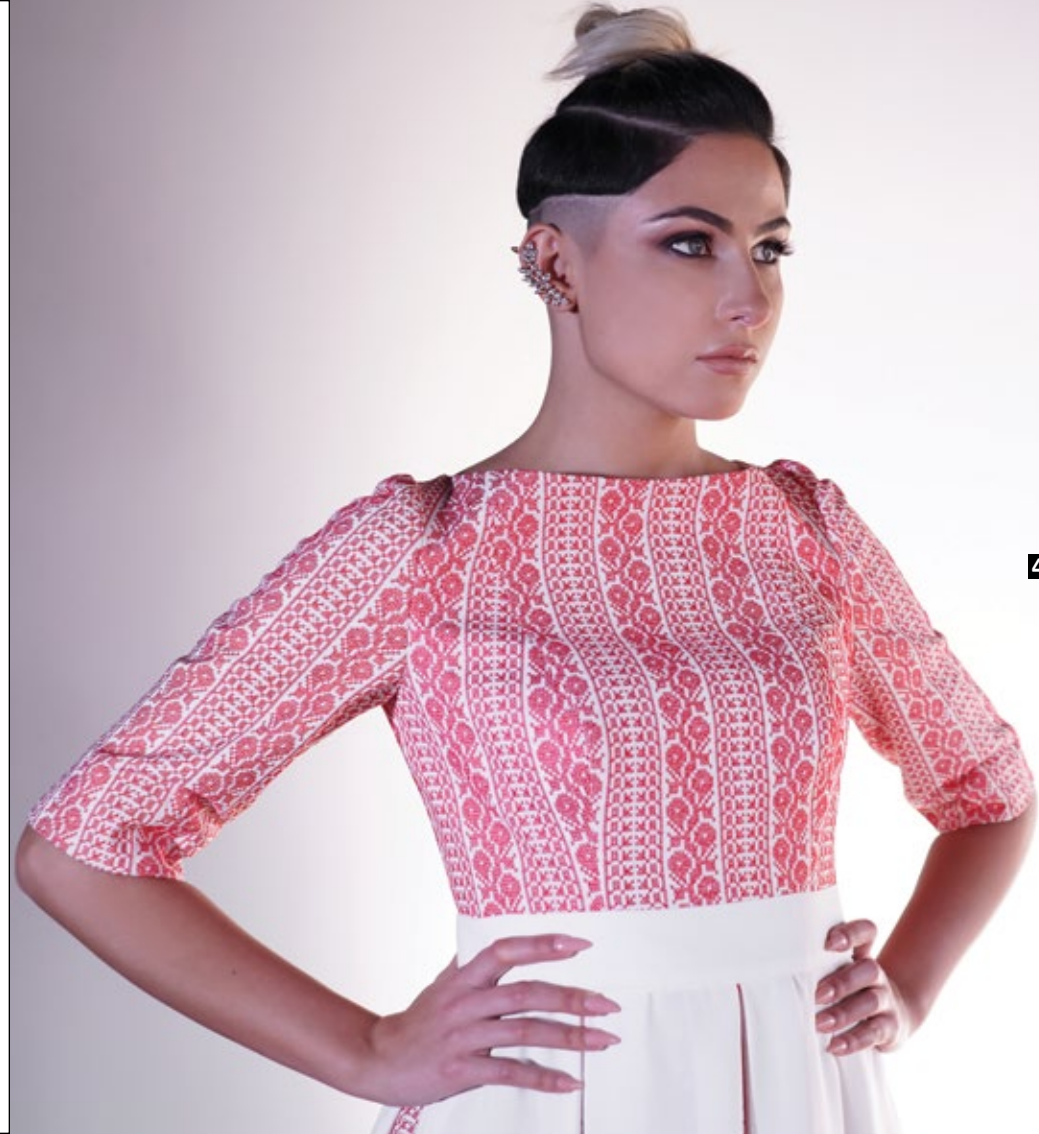




Duchess satin long white jacket
with red cross-stitch embroidery



Crepe Moroccan white Crums dress
with red cross-culture embroidery



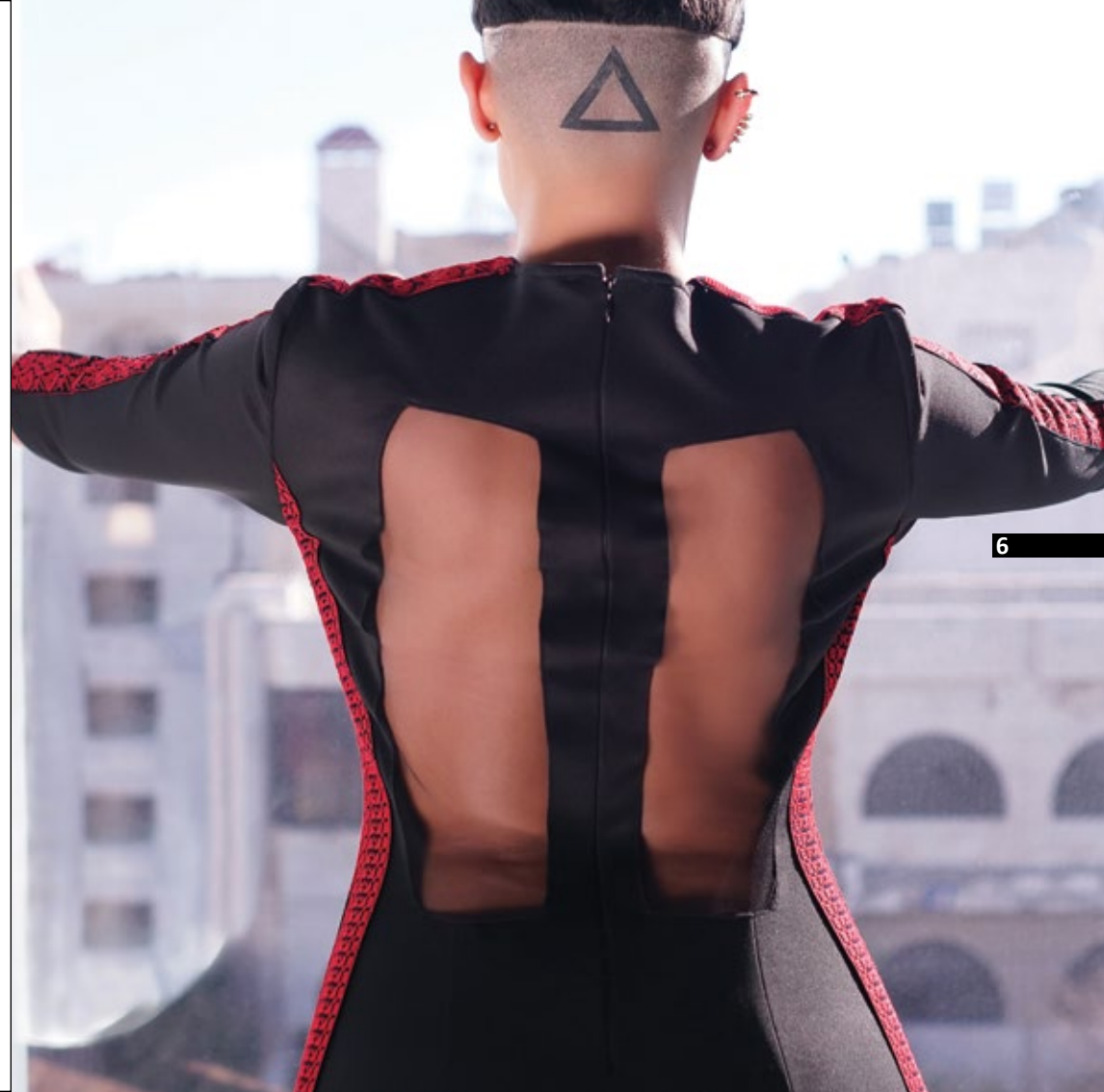


Brocade fully embroidered cape

Pencil satin open side leg skirt

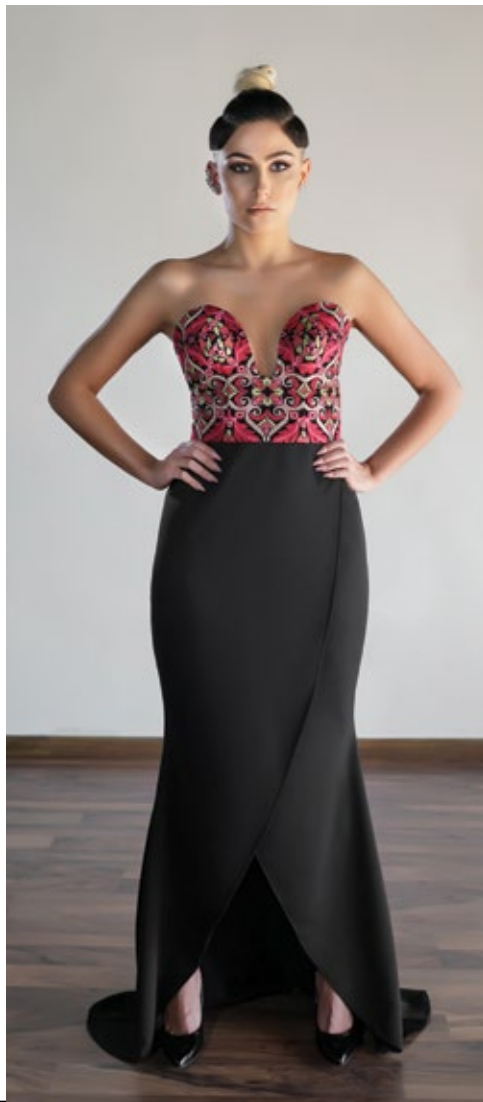
Embroidery: Red Cross-Cultures
stitch





Pencil sheath spandex lycra black dress with sided lines of red cross-culture embroidery

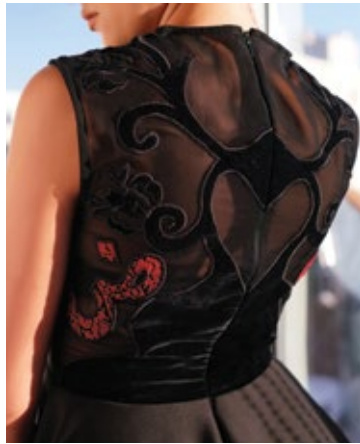
Tulle seen through back and front



A statement gown sheath long dress

Embroidery: flower pot





Flared dress; crepe chiffon top with spandex Jessica skirt

Embroidery: "Black Iris"; flower of Jordan

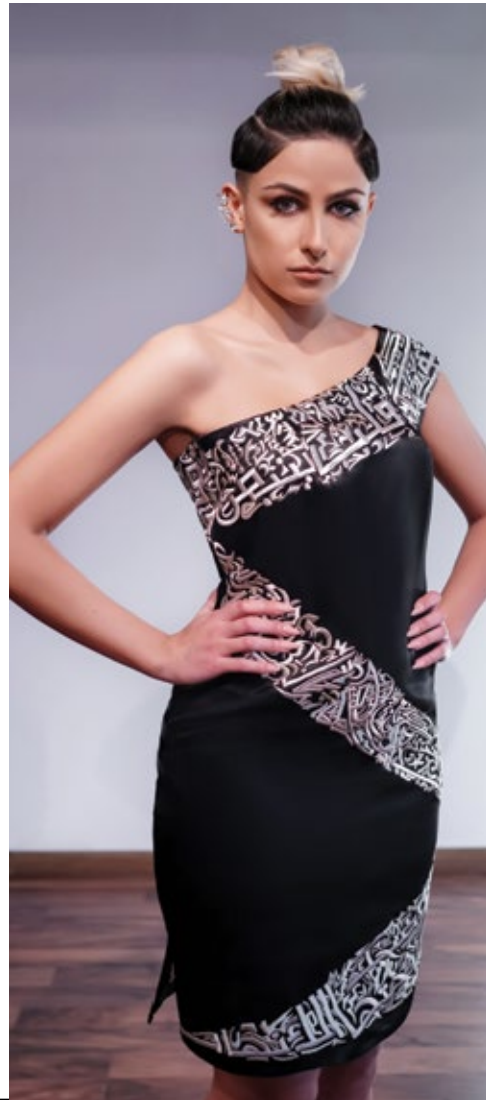


Duchess satin long black jacket with gold cross-stitch embroidery

Duchess satin black skirt

Stitch name: cross cultures





Symmetric one shoulder party satin black dress

Embroidery : "Your body pales against you, Your femininity a flooding heart, A laugh under which rivers flow" Poet Zahi Wehbeh

جسمك قليل عليك :

انوثتك قلب يفيض

و ضحكة تجري من تحتها الأنهار .



High-low black satin dress

Embroidery: "Dazed by her figure is the Earth" Poet Zahi Wehbeh

من شدة قامتها تدوخ الارض





Sheath satin Champaign hug shoulder dress

Embroidery “Your beauty is fertilized with tenderness, with wit. Your fluent body the eloquence of creation, the proof of perfection” : By Poet Zahi Wehbeh

جمالک مخضب بالرقعة، بالذكاء جسدک
الفصیح بلاغة الخلق برهان الکمال

Pattern: assembling our Jordanian Palestinian food with grapes leaves, pastry flour and olives



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Photography by:



Model:



Anny Gnatovskaya
Insta. anny__g



