

Noon By Noor Spring 2013 Collection

Mercedes-Benz Fashion Week in **New York** provides the opportunity to experience long established as well up-and-coming exciting designers, such as **Noon By Noor**, launched in 2011 by **Designing Cousins Shaikha Noor Rashid Al Khalifa** and **Shaikha Haya Mohammed Al Khalifa**, where their focus is "balancing timeless shapes with modern femininity."

Designer cousins Shaikha Noor Al Khalifa and Shaikha Haya Al Khalifa of Noon by Noor based in the Kingdom of Bahrain, bring opulent, feminine details to their eveningwear, as well as their daywear collection. The name, Noon by Noor, comes from the Arabic letter "N" pronounced as "noon."



**Designer cousins Shaikha Noor Al Khalifa and
Shaikha Haya Al Khalifa**

The Noon by Noor color palette for Spring Summer 2013 includes such gorgeous, flattering shades as saffron, coral, peach, sand, gold, bronze, and celadon green. Prints make their appearance throughout the collection that includes blouses, slim pants, statement piece jackets, shorts, dresses, and eveningwear that will enchant. Sumptuous fabrics, hand-embellished details such as hand stitching, and homemade accents make the collection a standout.



Designs by Noon By Noor - Spring 2013

"Concentrating on sleek minimalist contouring, pared back separates are realized in the most luxurious fabrics. Utilitarian tailoring balances structure and fluidity. Unexpected textile choices keep classic shapes modern and fresh, brocade biker jackets, silk chiffon t-shirts, bronze metallic shorts, and metallic jacquard suiting breathe life into timeless forms."



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One of the many highlights of the Spring Summer 2013 collection included a saffron biker jacket, saffron blouse, and gold and saffron printed evening pants. Also nice was a three-quarter sleeve blouse with jeweled accents at the round neckline paired with matching shorts; a printed shirtdress with bracelet-length sleeves and belted with slim leather belt; and a gold and ivory print blouse with matching slim pants. Elegantly easy and sophisticated was a gold and saffron printed evening jacket with matching slim pants, and an attractive long dress with above the elbow length sleeves and mid-thigh slit in the skirt.





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As always, remember, that when it comes to fashion, it is not only about what you wear, it is also, how you wear it! Know your own style and have a fashionable season!

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