



أسبوع أسلوب الحياة السعودي
SAUDI LIFESTYLE WEEK

Fashion | Sportswear | Design

05-07 October 2026

RICEC - RIYADH SAUDI ARABIA

www.saudilifestyleweek.com



SAUDI LIFESTYLE WEEK

Dedicated Saudi B2B platform, bringing international and local talent together with Saudi and GCC wholesale buyers, distributors, agents, franchise partners, e-commerce/omnichannel category buyers, developers, and industry decision-makers shaping the Kingdom's next wave of lifestyle growth.

Hosted in Riyadh, the commercial heart of the Saudi market, the show is built for real business outcomes: market entry, partner discovery, distribution conversations, and buyer engagement across fashion, sportswear, and design.



WHAT MAKES **SLW** DIFFERENT

100% B2B VISITOR JOURNEY

- Three high-growth sectors in one destination: Fashion, Sportswear, and Design.
- Saudi & GCC buyer ecosystem, with Saudi Arabia as the primary commercial target market.
- A curated floor bringing international brands, Saudi/GCC brands, designers, and textile suppliers together, built for category relevance and higher-quality B2B conversations.



NEXT EDITION CONFIRMED

DATE: ——— 5th - 7th of OCTOBER 2026

VENUE: ——— RICEC, RIYADH, SAUDI ARABIA



THE 2026 PROMISE

Meet decision-makers.
Build wholesale routes to market.
Enter or scale in Saudi with clarity.

WHY SAUDI ARABIA

Saudi Arabia is one of the most dynamic lifestyle growth markets globally, driven by Vision 2030, store expansion, tourism growth, and a young, digitally connected consumer base. For lifestyle brands, this creates immediate wholesale opportunities across multi-brand and concept store networks, distributors and agents, and e-commerce and omnichannel buyers.

DEMAND DRIVERS

- Fast growing lifestyle spend supported by tourism and year round activation
- Rapid expansion of multi brand and concept store buying, plus omnichannel growth
- Strong appetite for new to market brands with distinctive design and storytelling



CURATED RELEVANCE

International and **local** exhibitor mix across three sectors. Curated for **wholesale readiness** across **listings, distribution, franchise, and e-commerce**

“A high potential market with real openness to new brands and concepts”

Exhibitor's feedback



FASHION & ACCESSORIES

Market 2025: \$ 52.7B (¥ 197.6B)
2026: \$ 57.7B (¥ 216.4B)

Categories:

| Jewelry & timepieces
| Ready-to-wear and couture
| Swim wear | Leather Goods
| Contemporary & modest fashion
| Bags & accessories | Footwear
| Fashion innovation | Sleep wear
| Fashion sustainability | Textiles



SPORTSWEAR & ACTIVE WEAR

Market 2025: \$ 2.0B (¥ 7.5B)

Categories:

| Performance activewear
| Training & sport footwear
| Team & club supply | Athleisure
| Lifestyle | Fitness accessories
| Outdoor & adventure wear
| Wellness & recovery products
| Sports essentials & equipment



DESIGN & LIFESTYLE

Market 2025: \$ 12.1B (¥ 45.4B)
By 2030: \$ 7B (¥ 63.8B)

Categories:

| Interior design & furniture
| Home décor and lifestyle objects
| Lighting | Materials & surfaces
| Smart homes | Fragrance design
| Hospitality & contract solutions
| Kitchen & home utility design
| Design-led gifting

EXHIBITORS ARE ORGANIZED ACROSS FIVE CATEGORIES: FASHION, TEXTILES, FOOTWEAR AND ACCESSORIES INCLUDING JEWELRY, SPORTSWEAR, AND INTERIOR DESIGN.

WHY EXHIBIT AT SAUDI LIFESTYLE WEEK

Designed to accelerate wholesale led market entry and growth. It connects international brands and Saudi and GCC talent with Saudi and GCC buyers and channel partners, enabling commercial discussions that progress toward listings, distribution, franchise, e-commerce, and omnichannel outcomes across Fashion, Sportswear, Design, and Textiles.



KEY EXHIBITOR BENEFITS

01

RIGHT BUYERS RIGHT MARKET

Access Saudi and GCC wholesale buying teams, with Saudi Arabia as the primary commercial focus.

02

CHANNEL PARTNERS IN ONE PLACE

Meet multi-brand and concept store buying teams, distributors and agents, franchise partners, and e-commerce and omnichannel category buyers.

03

CLEAR ROUTE TO MARKET

Build wholesale listings, distribution partnerships, and channel collaborations through focused B2B conversations.

04

VISIBILITY BEYOND THE FLOOR

Strengthen brand credibility through a focused B2B platform and visibility with the right industry stakeholders.

05

CURATED RELEVANCE

Clear category scope and cross-sector curation reduces noise and improves lead relevance and meeting quality.



FIRST EDITION RESULTS (2025)

2025 edition delivered exceptional results across every metric, cementing Saudi Lifestyle Week as the region's essential marketplace for fashion, sportswear, design and textile brands.

The 2025 edition established a commercially focused meeting point for brands seeking distributors, wholesale listings (within multi-brand and concept stores), franchise discussions, and direct buyer access in the Kingdom and across the GCC.



4,750

SQM Exhibition Space



168

Brands Exhibiting
From 14 countries



2,800+

B2B Visitors
Local and International

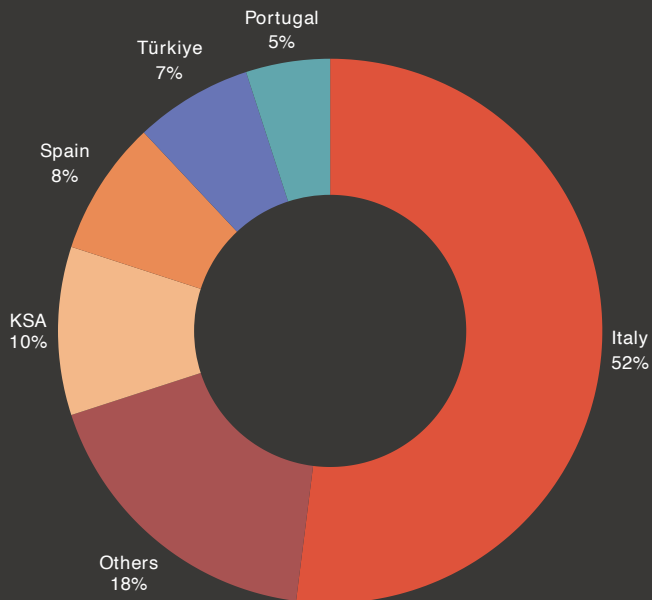


100%

B2B Focus
Professional audience



EXHIBITOR COUNTRY MIX TOP COUNTRIES



EXHIBITOR PRODUCT MIX

- Fashion and accessories
- Sportswear and athleisure
- Design, furniture, and home lifestyle
- Footwear
- Leather goods
- Textiles: apparel fabrics, home textiles, and technical fabrics

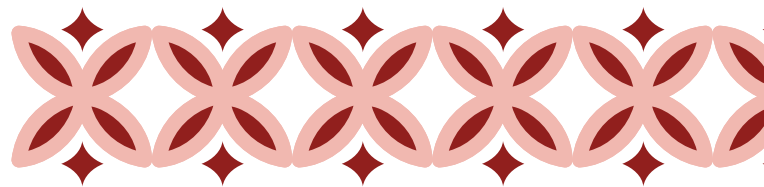
“Strong buyer quality and meaningful conversations with decision makers in the Saudi market.”

Exhibitor's feedback



“It was a proud and insightful moment to connect, exchange ideas, and discuss future opportunities in the footwear and retail industry. Events like these truly reflect the growth and innovation shaping the Saudi market.”

— Daniele Callegari, Italy



OUR PARTNERS

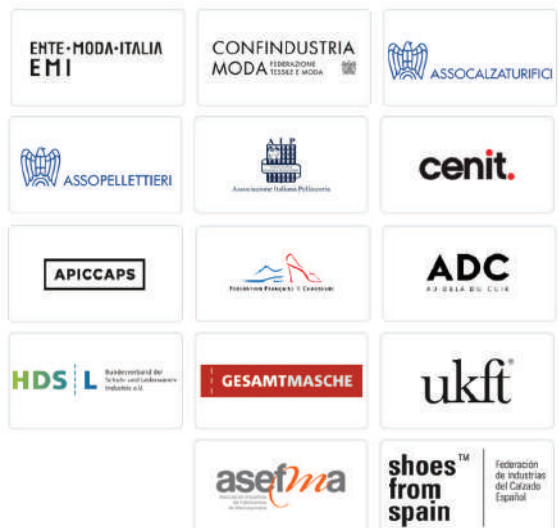


INNOVISION



S N I M

INSTITUTIONAL PARTNERS



SAUDI LIFESTYLE WEEK CONFERENCE

WHERE INDUSTRY, POLICY & DESIGN ARE SHAPING THE FUTURE OF LIFESTYLE

The Saudi Lifestyle Week Conference brings together industry leaders, designers, policymakers, and academic institutions to explore the forces shaping the future of fashion, lifestyle, and sportswear in Saudi Arabia and beyond.



KEY TOPICS

Saudi Fashion National Pride: The Past & The Present

Exploring Saudi identity, heritage, and its evolution within the modern fashion ecosystem.

Saudi Homegrown Brands & Sustainability

Showcasing sustainable growth models and the future of locally rooted brands.

The Global Fashion Show & Manufacturing Cycle

Insights into international production timelines, sourcing, and market readiness.

Government & Academia Programs for Emerging Brands

Highlighting national initiatives, education pathways, and institutional support for new talents.

CONFERENCE HIGHLIGHTS

3

Conference Days

06 - 08 October 2025

4

High-Impact Panel Topics

15+

Speakers
(Industry, Government & Academic)

Fashion Sportswear Design
Focus

MEDIA COVERAGE

SLW media supports exhibitor visibility before, during, and after the show through a targeted B2B media mix focused on Saudi Arabia and the GCC.



63+
PUBLICATIONS



99%
INCREASE IN
IMPRESSIONS 2 WEEKS
PRIOR TO THE EVENT



35%
RISE IN PAGE
SEARCHES



603K
AVG. REACH
FOR THE ADS



5.6M
IMPRESSIONS



1.8M
ACCOUNTS
REACHED



305K
AVG. VIEWS
ON THE ADS



375K
TOTAL POST
PLAYS



85K
STORY VIEWS

“Grateful for this incredible experience, meeting professionals from around the world, seeing real interest from the Saudi audience, and feeling the energy of a market full of possibilities.”

Rieker Group, Switzerland



INTERNATIONAL TRACTION. CURATED RELEVANCE. COMMERCIAL OUTCOMES.

Saudi Lifestyle Week brings together international brands and Saudi and GCC talent in a focused B2B environment designed for wholesale led growth. Across Fashion, Sportswear, Design, and Textiles, the exhibitor mix is curated to mirror how lifestyle buying happens, helping Saudi and GCC buyers source efficiently and helping exhibitors enter or scale in the Saudi & GCC market through wholesale listings, distribution, and partnerships.



ON SITE COMMERCIAL DYNAMIC

Exhibiting brands present collections to B2B buyers to start commercial discussions and establish order intent. Where applicable, timelines align with seasonal buying cycles.

ON THE FLOOR EXPERIENCE

Business-focused environment designed for high-value conversations and deal discussions.

International and Saudi brands side by side, supporting cross-market collaboration.

Clear category navigation to help buyers find you faster.

BUYER AND DISTRIBUTOR ZONE STRATEGIC ADVANTAGE

A BUYER FIRST B2B JOURNEY DESIGNED TO IMPROVE DISCOVERY AND MEETING QUALITY.

- Clear category zoning and exhibitor tagging help buyers navigate efficiently.
- The wholesale buyer and channel partner ecosystem is communicated upfront, so exhibitors know who they are targeting.
- Lead capture and next-step guidance support follow-up after the show.



WHO YOU WILL MEET

SAUDI ARABIA AND GCC B2B BUYERS, AND CHANNEL PARTNERS.

- Multi-brand & concept store buying teams
- Franchise partners
- Lifestyle procurement (hospitality, developers, and project buyers)
- Department store buying teams
- E-commerce/omnichannel category buyers & marketplaces
- Distributors and agents
- Tailors (Textiles)
- Media, KOLs, and industry stakeholders

“Valuable cross cultural exchange and partnership opportunities”

Exhibitor's feedback



“Excellent organisation and a clear B2B environment focused on business outcomes.”

Exhibitor's feedback

HOW TO JOIN SLW 2026 | NEXT STEPS

1. Fill in the form with your details to notify the organizer of your interest in participating.
2. You will receive a call from the organizer, who will provide all the information you need to evaluate your participation.
3. Complete the application form you receive from the organizer, stating your preferred square meters and stand solution.
4. You will receive the participation invoice.
5. Once the invoice is paid, you will receive your official space allocation and onboarding will begin.

BOOK YOUR SPACE AT SAUDI LIFESTYLE WEEK 2026



For Local Exhibitors:

info@saudi-lifestyleweek.com | +966 56 627 5739

For International Exhibitors:

sales@saudilifestyleweek.com | (+39) 02 4779 1490

Organized by:



شركة معارض الرياض المحدودة
Riyadh Exhibitions Company Ltd.

Launched in 1980 in Riyadh, the center of the largest market in the Middle East region, REC pioneered the Business to Business (B2B) international trade fairs and conferences in the Saudi Kingdom and the region by offering a broad range of event organizing services for trade shows, conventions, conferences and seminars.

honegger

Founded in 1970, the Honegger Group has been working in the international exhibition sector for over fifty years. The network is headquartered in Milan with branches in Düsseldorf, Paris and Dubai to cover global markets in the promotion and organization of multi-sector trade fairs around the world.