

روكس
ROXX

fashion boutique



KALEIDOSCOPE
AW 17/18

About Roxx Fashion:

Established in 2006, Roxx Fashion was founded as a multi-designer fashion store but swiftly grew into an exceptional fashion label in its own right. With an outlook to offer uniquely distinctive fashion sense, Roxx Fashion has become synonymous with exquisite haute couture, evening gowns, fusion-wear and bridal ensembles.



Tanya Ashraf Co Founder-CEO

Tanya Ashraf, a known personality amongst the UAE's fashion elite, paired her innate natural talent and flair for the creative with a dedicated design team to bring her brand to life, from conceptual avant-garde illustrations through to beautifully crafted pieces adorned with stunning prints. As Creative Director and CEO of roxx, Tanya has garnered a reputation as a pioneer amongst the Haute Couture brands of the Northern Emirates region. Building a highly respectable "house" with exceptionally talented international artisans, Roxx Fashion is now renowned for its unique designs, embellished with exquisite embroidery and fashioned from the finest materials.

Roxx Fashion's flagship store is located in Ajman, on Ajman Beach Road U.A.E.



Roxx Fashion Presents “Kaleidoscope” Autumn Winter 18 Collection

Dubai, July 2017 Renowned fashion house Roxx showcases characteristic eccentrically distinctive prints, whimsical designs and delicate embroidery in its latest AW18 collection – Kaleidoscope.

Kaleidoscope, meaning a constantly changing pattern or sequence of elements, is inspired by the essence of what the brand Roxx is known for - quirky, unique and eccentrically distinctive prints that stand out from the crowd. The flamingo was chosen as the signature motif due to the playful yet elegant nature the flamboyant bird represents; the second signature design is the rabbit; these characters echo the playful and intriguing nature of the brand.

Creative Director Tanya Ashraf, plays with extremes in this collection, mixing both light and dark elements to create each masterpiece. Every piece tells a story, bringing to life a whimsical dream like fairytale world and taking each wearer and voyeur on a new adventure. The palette ranges from pastel blues, blush pinks, midnight blacks, regal purples, and monochrome, with intricate attention to detail throughout, including metallic accents, fringe sleeves, and beautifully embroidered applique.



TUNIC KAL 415 A



SHIRT DRESS- KAL 473





TOP- KAL 483 TROUSER- KAL 406 SHORT DRESS- KAL 415





RAP DRESS- KAL 445



SHIRT DRESS- KAL 473 TROUSER-KAL 493





TRENCH COAT- KAL 426, SILVER LEATHER PANT- KAL 490B



CROP TOP- KAL 458, SHORT PLEATED SKIRT- KAL 408A



DRESS- KAL 487, DRESS WITH APPLIQUE- KAL 413



CAPE- KAL 448, JUMPSUIT- KAL 484





KAL- 491JUMPSUIT (1)





BOMBER- KAL 440, RAP PANT- KAL 419A



JACKET- KAL 456 A, PANT- KAL 493



DRESS- KAL 430



TOP- KAL 423A, PENCIL CUT SKIRT- KAL 468, WHITE TOP- KAL 437, LONG SKIRT- KAL 407



CROP TOP- KAL 480, SKIRT- KAL 427A



KAL - 401 DRESS (1)



KAL- 421 JACKET, KAL- 427 B SKIRT (1)



KAL- 416 B KAFTAN (1)







KAL- 454 JALABIA (1)



KAL- 489 DRESS (1)



BOMBER in SHIMMER- KAL 463, SKIRT- KAL 408B





DRESS- KAL 403





TOP- KAL 420, SKIRT- KAL 407B





KAL- 414 TUNIC (1)



KAL- 492 SHIRT DRESS



SHORT JUMSUIT- KAL 475



SHIRT DRESS- KAL 425



BISHT- KAL 453A, JALABIA- KAL 416A



SHIRT DRESS- KAL 477



KAL- 482 TOP, KAL - 479 PANT



KAL-455 TOP, KAL - 479 PANT



KAL- 437 TOP, KAL - 412 SKIRT



KAL - 404 COUTURE DRESS (1)

