



ROXX  
LUXE

roxx  
*luxé*

2016 | autumn  
winter

# ABOUT US

Roxx Luxe is the high – street ready to wear brand of Atelier Roxx base in Ajman, United Arab Emirates, a high fashion made to order and retail shop catering the mid and high profile local ladies of the country.

It is the new “baby” of the renowned Supermodel of the Emirates and was once Miss Qatar, Miss Tanya Ashraf. Being in the fashion industry as a professional fashion model for long years, Tanya has developed a very keen taste in fashion both in ready to wear and high fashion.

Roxx Luxe is a bridge line for the young adult fashionistas (18 – 35 years of age) who are not timid to dress up differently and stylishly stunning.



# TANYA ASHRAF

## FOUNDER-CEO



Tanya is one of Dubai's most recognised super models and is a well known personality among the UAE's fashion elite; having won the Miss Qatar crown in the past. She is a featured face of many multinational lifestyle brands and has also appeared on the cover of several international fashion and lifestyle magazines.

Apart from her foray into the world of fashion she is an excellent artist who has won several accolades for her paintings in the UAE and has exhibited her works of art in various international solo and group exhibitions, all to high acclaim.

Her paintings are much sought after and are housed in renowned private collections and public art galleries around the world.

Tanya established Roxx fashion in 2006 with an outlook to bring her uniquely distinctive fashion sense to the world around her and beyond.

2016 marks the year when Tanya launches her own private pret a porter label Roxx Luxe.







TOP WF16 RXPD 703

PANTS WF16 RXPD 745

TUNIC WF16 RXPD 716



The pilot collection of Roxx Luxe is playful, colours are in pastels - mint green, off - powder blue and baby pink. Silhouettes are trendy with prints and embellishments that sum it up the whole fresh look of the collection. The prints are inspired from musical instruments and nature and just to mention the sassy frogs!

The fabrics used for this collection are soft crepe, light jersey and mesh that are easy to wear and comfortable.

This would certainly create an iconic ensemble to every fashion denizens.

CHRYSLIS

BY

ROXX LUXE



# CHRYSLIS



SHIRT WF16 RXPD 711

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TOP WF16 RXPD 715

PANTS WF16 RXPD 714

TOP WF16 RXPD 701

PANTS WF16 RXPD 745





TOP WF16 RXPD 752

SHORTS WF16 RXPD 750



TOP WF16 RXPD 701

SKIRT WF16 RXPD 742





TOP WF16 RXPD 713

SKIRT WF16 RXPD 707



DRESS WF16 RXPD 702





CAPE WF16 RXPD 704



TOP WF16 RXPD 705







DRESS WF16 RXPD 712

SKIRT WF16 RXPD 763







KAFTAN WF16 RXPD 719





SHIRT WF16 RXPD 720







DRESS WF16 RXPD 722



TOP WF16 RXPD 723

PANTS WF16 RXPD 739







TOP WF16 RXPD 729

PANTS WF16 RXPD 725





TUNIC WF16 RXPD 726



TOP WF16 RXPD 729

SKIRT WF16 RXPD 727





TOP- WF16 RXPD 730

SKIRT- WF16 RXPD 731



TOP WF16 RXPD 732

SKIRT WF16 RXPD 733





JACKET WF16 RXPD 734

PANTS WF16 RXPD 759



KAFTAN WF16 RXPD 735







JACKET WF16 RXPD 737

TOP WF1R6 RXPD 723

SKIRT WF16 RXPD 738



CAPE DRESS WF16 RXPD 740







DRESS WF16 RXPD 743



KAFTAN WF16 RXPD 744







DRESS WF16 RXPD 747







KAFTAN WF16 RXPD 749



JACKET WF16 RXPD 751

PANTS WF16 RXPD 745



DHOTI WF16 RXPD 760

KURTI WF16 RXPD 754

DUPATTA WF16 RXPD 762





JACKET WF16 RXPD 755

TOP WF16 RXPD 756

PANT WF16 RXPD 757



KURTI WF16 RXPD 758

PANT WF16 RXPD 759







DRESS WF16 RXPD 764



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LUXE

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AUTUMN  
WINTER  
2016

WF16 RXPD 706



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