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Founder & Creative Director of Somy London



Bridging East and West:

THE POWER OF CULTURAL STORYTELLING IN
LUXURY FASHION



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In a world increasingly shaped by fast-paced trends and fleeting aesthetics, I have always believed that true elegance lies in **narrative depth**—in the stories our creations tell and the heritage they dignify. As the Founder and Creative Director of **Somy London**, I have had the privilege of building a fashion house rooted in the belief that cultural identity is the finest form of couture.

Drawing from my Afghan ancestry and Saudi heritage, my vision for **Somy London** is not merely to create clothing—it is to craft **wearable poetry**, each piece whispering the tales of tradition, resilience, and refinement. It is this fusion of East and West, of legacy and innovation, that I believe defines the future of luxury.

A handwritten signature in black ink, appearing to read "Somy Jaffer".

Editor-in-Chief



THE ELEGANCE OF ORIGIN

From intricate motifs inspired by Afghan craftsmanship to the timeless silhouettes of Saudi design, every collection I curate carries the essence of cultural elegance. These influences are not decorative, they are defined. They reflect the strength of women who carry both their past and future with grace.

At Somy London, we are intentional in every stitch, every fabric, and every form. Our designs are a tribute to ancestral wisdom and modern femininity, meant to be worn not just as garments, but as expressions of identity.

LUXURY WITH A SOUL

Luxury today is not solely defined by exclusivity or embellishment, it is defined by meaning. A woman of substance seeks more than beauty; she seeks purpose. She desires pieces that echo her values, that connect her to her roots, and that align with a world becoming ever more conscious.



That is why I believe cultural storytelling is not just a creative approach, it is a responsibility. It allows us to preserve narratives, elevate unheard voices, and create fashion that empowers, heals, and inspires.

A VISION BEYOND FASHION

Our journey at Somy London is deeply aligned with Saudi Arabia's Vision 2030—an inspiring call to innovation, sustainability, and cultural renaissance. As we expand internationally, our mission remains clear: to offer discerning global clientele not just luxury pieces, but experiential elegance—fashion that resonates with wellbeing, authenticity, and artistic legacy.

Having presented at London Fashion Week, Cannes Film Festival, and featured in Vogue, ELLE, and BBC, our story has reached prestigious platforms. Yet what humbles me most is the opportunity to represent the evolving narrative of the Middle East region where creativity, tradition, and modernity co-exist in extraordinary harmony.





DESIGN AS DIALOGUE

Design, at its finest, is a conversation. Between cultures. Between generations. Between the soul and the surface. In my work, I strive to create pieces that evoke dialogue—quiet yet powerful reminders of where we come from and who we aspire to be.

Each collection is not just a showcase of style, but a curated reflection of shared heritage. It invites the wearer to move through the world with confidence, dignity, and grace.

A MESSAGE TO THE NEXT GENERATION

To the emerging voices in fashion, especially those rooted in culturally rich yet underrepresented backgrounds, know that your identity is not a barrier, it is your brilliance. Authenticity is timeless. Do not dilute your voice to fit in; instead, elevate it to stand out.

It is my sincere hope that the journey of Somy London serves as a quiet affirmation that luxury can be both conscious and captivating, that culture is not just relevant but revolutionary, and that fashion can indeed be a force for global connection.



Unleash Your Inner Visionary:

The Art of Embracing Uniqueness, Consistency, and Building Your Empowering Tribe

In a world that often measures success through external validation, we forget that the greatest achievements come from within. Each of us possesses a unique creative superpower—a signature that is ours alone. This superpower isn't something we create; it's something we discover, nurture, and allow to shine.

When I founded Somy London, it was never just about creating beautiful designs or establishing a luxury brand. It was about embracing my authentic voice—the one that fuses my Afghan and Saudi heritage with the modern world's love for fashion. It's about celebrating the intersection of culture, sustainability, and empowerment, and offering it to the world in a way that's never been done before.

But finding your unique voice is just the first step. The real magic happens when you make the conscious decision to nurture and protect that voice, especially when the world around you seems to pull in a thousand different directions.

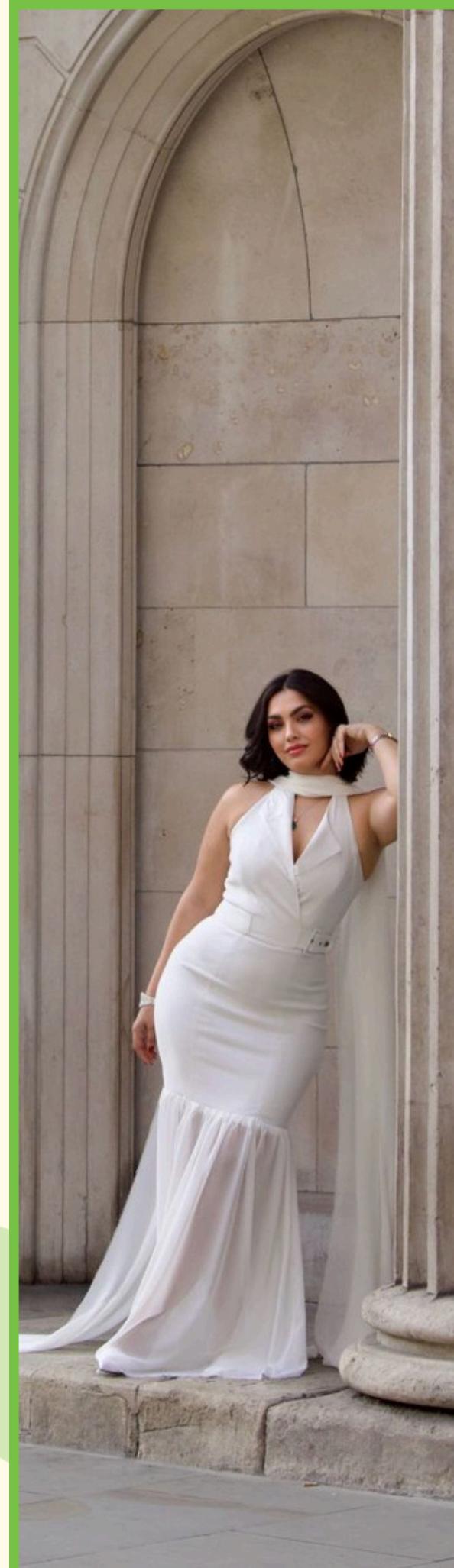
Embrace Your Unique Superpower:

A SIGNATURE ONLY YOU CAN CREATE

Your uniqueness is your most powerful asset. It's what sets you apart and gives you the strength to carve your own path. In a world saturated with trends and imitation, the courage to stand out is revolutionary.

At Somy London, we've built our brand on this principle: staying true to who we are and what we stand for. Our designs are a celebration of heritage, blending the richness of Afghan and Saudi culture with contemporary fashion. It's about creating pieces that tell a story—stories that are as individual as each person who wears them.

Your superpower is not just about what you create but about how you express your authenticity. And when you own it, you create something irreplaceable.





THE QUIET POWER OF CONSISTENCY: Small Steps Lead to Big Dreams

When I reflect on the journey of Somy London, one thing stands out more than anything else: consistency. Success doesn't happen overnight. It's the quiet, daily efforts, the small steps, and the constant dedication to your craft that lead to real, lasting change.

In the fashion world, trends can be fleeting, but true elegance endures. This is the core of what we do at Somy London. Every collection we release is not just a reflection of a trend, but a manifestation of our values: sustainability, quality, and timeless beauty.

There's a common misconception that success is a single grand moment. But in reality, it's a long, continuous journey—one that requires patience, commitment, and a deep sense of purpose.

BUILD YOUR TRIBE: The Right People Make All the Difference

One of the greatest lessons I've learned throughout my journey is the importance of community. The people you surround yourself with are a reflection of your journey—they are your support system, your challenge, and your greatest source of inspiration.

Building your tribe isn't just about finding people who agree with you. It's about finding those who will uplift you, challenge you, and make you better. These are the people who will remind you of your vision when the road gets tough, who will celebrate your victories with you, and offer a helping hand when needed.

The right people will fuel your growth, and together, you can achieve things you never imagined. It's all about creating an environment that nurtures success, creativity, and collaboration.

EMPOWERMENT THROUGH FASHION:

Bridging Cultures, Inspiring Change

As a woman born at the intersection of Afghan and Saudi cultures, I have always believed that fashion can be a powerful vehicle for change. It's not just about creating beauty—it's about empowering individuals and bridging cultures.

Somy London is not just a brand; it's a platform for empowerment. We believe in responsible fashion that heals, inspires, and uplifts. Each collection we create is a celebration of cultural heritage, crafted with care for both the wearer and the planet.



SELF-BELIEF:

The Key Ingredient to Your Success

If there's one thing I've learned throughout this journey, it's that belief in yourself is the most powerful force you can have. In the face of doubt, it's easy to second-guess yourself, to listen to the critics, and to fall into self-doubt. But self-belief is the key to overcoming those obstacles.

I remember the early days of Somy London when I had nothing but a vision and a passion for what I was creating. There were countless challenges—financial, market-related, and personal. But I never let those doubts stop me. I believed in my brand, in my vision, and most importantly, I believed in myself.

It's that belief that will carry you through the toughest times. And when you hold on to that belief, you'll find the strength to push past any barrier.

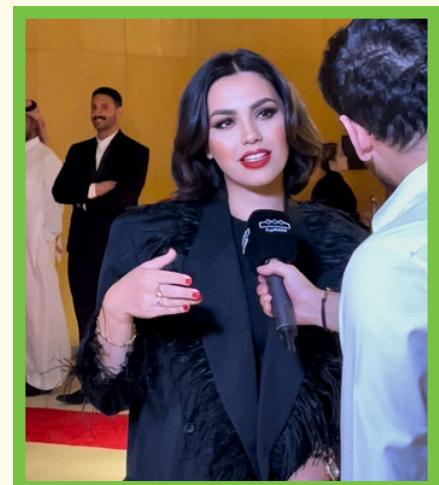
In a world where sustainability is often an afterthought, we aim to build a brand that is synonymous with conscious luxury—where quality and responsibility go hand in hand.

TRUST THE PROCESS:

Growth Happens in the Waiting

One of the hardest things to accept in the pursuit of a dream is the time it takes to see results. There will be days when you feel like nothing is moving forward, when you question if the effort is worth it. But this is part of the process.

Growth doesn't happen instantly. It takes time, patience, and a great deal of perseverance. But each small step, each lesson learned, and each setback is part of the journey. Trust the process. Success isn't about rushing toward the finish line; it's about showing up consistently, making steady progress, and knowing that every day brings you closer to your goal.





SHINE BRIGHT:

Let Your Light Inspire the World Around You

At the end of the day, success is not about what you accumulate or what you contribute. The greatest impact you can have been by shining your light in the world, by sharing your unique voice, and by helping others do the same.

In every action, let your light reflect your purpose, your authenticity, and your passion. The world is waiting for what only you can offer.

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