

New Fashion Company in Dubai Unlocks the Market for Independent Brands

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New York, US, Tuesday, 10th February, 2015 □ Dubai is one of the retail capitals of the world, with 80 million shoppers visiting Dubai Mall in 2014,¹ yet it is still very much an emerging market for e-commerce, said fashion entrepreneur Emma Ponsonby, who is building a new company to connect high-end boutique fashion brands with online consumers in the region.