



MONTAHA ALAJEEL

**M** MONTAHA  
COUTURE

MONTAHA ALAJEEL



## WHO IS MONTAHA AL AJEEL

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From an early age starting at Abaya Sharqiaa, the passionate Kuwaiti fashion designer, MontahaAlAjeel, has astonished everyone around her with her unique eye for fashion and enthusiasm for creating beautiful things that soon became masterpieces.

Montaha, a thriving businesswoman and leader, has been inspiring and influencing the industry since 2001. Her designs and creations embody the perfect touch of originality, style, and elegance, giving her a reputable name in the Arabian Gulf world of fashion with boutiques spanning between Kuwait and Qatar. Montaha's continuous success and achievements did not stop there, she established a significant international presence with recurring appearances at major shows in New York, London, Dubai, Oman, Bangkok, and Paris.

## WELL-DESERVED RECOGNITION

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Her reputable brands, MontahaAlAjeel and Montaha Couture, fuse together traditional and modern designs that express the individuality, character, and style that she is well known for. Her couture designs, made famous by numerous world celebrities, are an example of the innovation and creativity inherent in her work.

Prominent magazines and celebrities, such as Kali Hawk, Bella Thorne, and Mayim Bialik have endorsed her extraordinary designs and worn Al Ajeel's modern brand that enthralled everyone keen to fashion. Her use of a startling palette of colors for fabrics, playful creative smart touches, and intrincating patterns make the designer truly in a class by herself.

In addition to her designs being featured in the famous movie "Fifty Shades Of Black", Montaha has also presented her distinctive designs in high-profile fashion shows on different occasions. Among them, the celebration of the Golden Jubilee of Kuwait's accession to the United Nations and an outstanding fashion show in New York for the world's first ladies and influential leaders organized by the United Nations.

## AGILE DESIGNING

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Beyond having a business mindset, Montaha is well known for her agility and rapid designs that include Ready-to-wear, Evening Dresses, and Haute Couture. For instance, her quick and flexible response to the recent pandemic by designing breathtaking Pijamas has comforted loyal customers whilst having difficult times at home.

Montaha's efficient operation is ongoing all year round nonstop. She proactively detects changes and meets the needs of her fans and customers in all seasons of the year and on special occasions like Ramadan, making it even more special.

## AN AWARD-WINNING DESIGNER AND HUMANITARIAN

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Following her father's footsteps in humanitarian work, Montaha has presented charitable fashion shows in Dubai and created successful charitable initiatives in Kuwait providing physiological and financial support to children with cancer putting a smile on their faces, and supporting them with their fight against the disease.

Montaha, titled as fashion ambassador and icon, has been granted multiple prestigious international awards throughout her eminent career including the Fashion Icon Award, the 6th Middle East Business Leaders Award, and Global Leadership Award to which she was honored by the former Emir of Kuwait, His Highness, Sabah Al-Ahmad Al-Jaber Al-Sabah. In addition, she has been listed among seven influential figures in the world by the esteemed Emirates Women magazine.



## SUMMER COLLECTION

MontahaAlAjeel fabrications for each season to suit the needs of customers, part of the summer collection.

Fabricated and produced in the Kuwait factory and distributed to Kuwait and Qatar Boutiques.

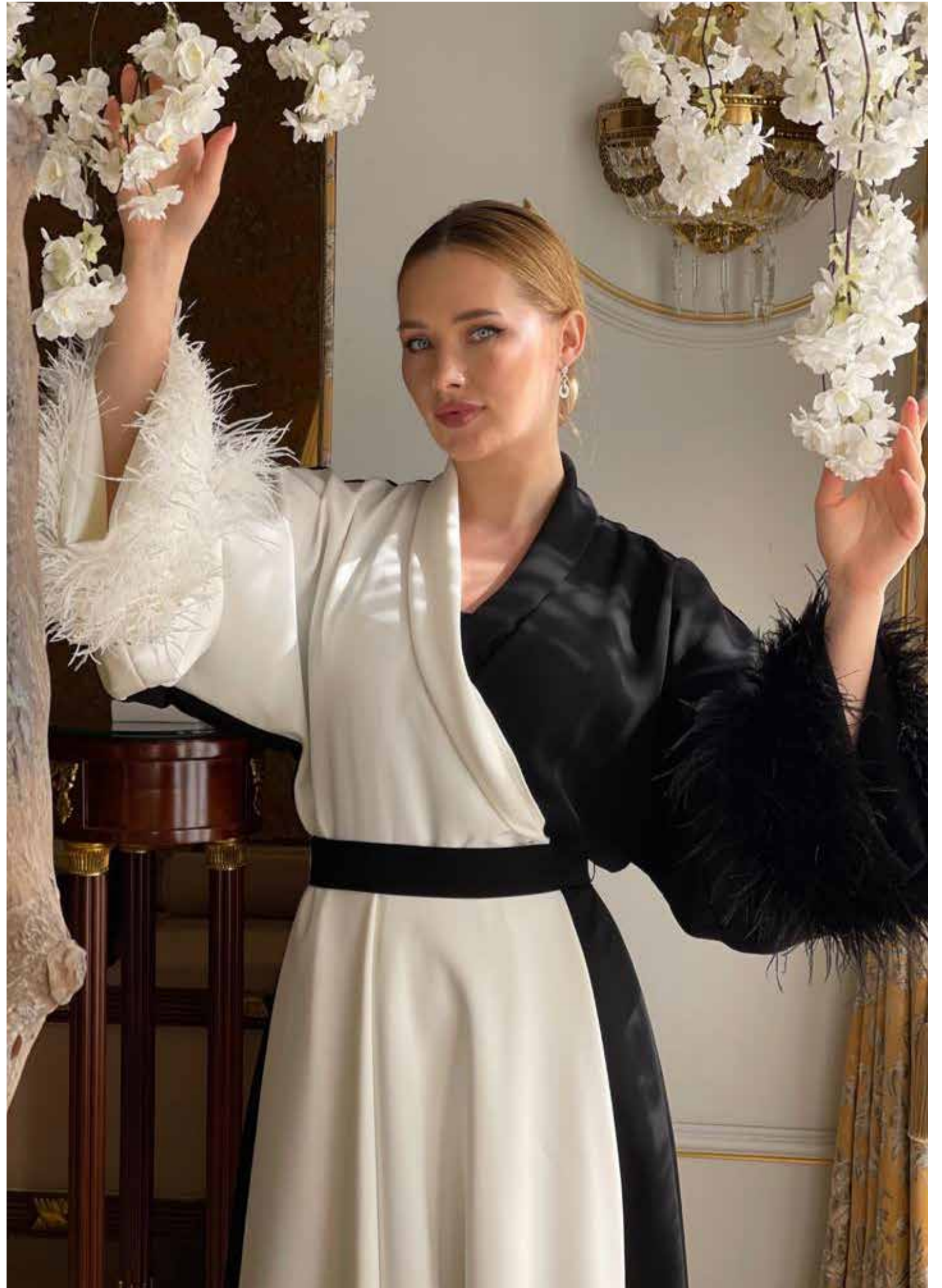




MontahaAlAjeel is keen to allocate a budget for marketing while the filming of her products is carried out with her guidance.



**MONTAHA ALAJEEL**





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## WINTER COLLECTION

MontahaAlAjeel diverse designs for the winter collection are perfect & suitable for receptions, camping and family gathering.





WINTER COLLECTION



MONTAHA ALAJEEL



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Montaha Al-Ajeel  
Galeria Lafayette  
Doha  
RarveyNichols Doha

بوتيك منتهي الجميل -  
تجمع خلال (الترويج)  
#montahacouture  
#fashionstyleDoh  
atwedding #red  
carpet #dress #fashio  
nweek #ootd #fashion  
#swan



## BISHT

The Bisht simulates the history of Kuwait and is designed to suit family gatherings.



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**MONTAHA ALAJEEL**

## ABAYA

MontahaAlAjeel Abaya designs,  
she has dedicated a special  
production line for the  
fabrication of Abaya.





**MONTAHA ALAJEEL**

HAUTE COUTURE KAFTAN  
(RAMADAN)

MontahaAlAjeel Kaftan is distinguished by the merging of different fabrics, depicting The Arabic culture.





**MONTAHA ALAJEEL**





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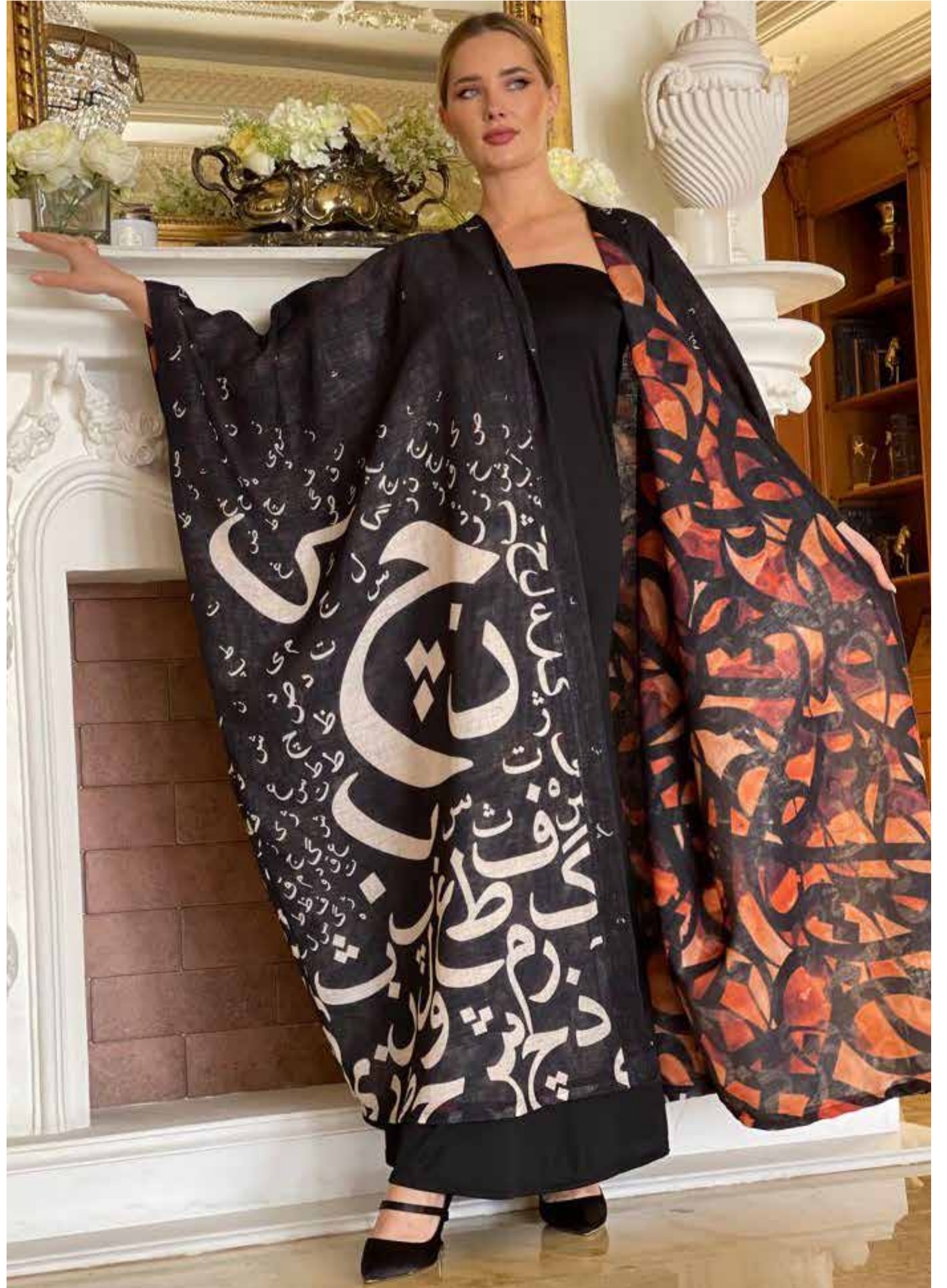


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## COVID-19 PAJAMAS

MontahaAlAjeel had a quick and flexible adaptation in response to the recent pandemic. She designed Pajamas and other comfortable apparel to meet customers' needs. Due to the circumstances of the Corona crisis She photographed the collection herself”



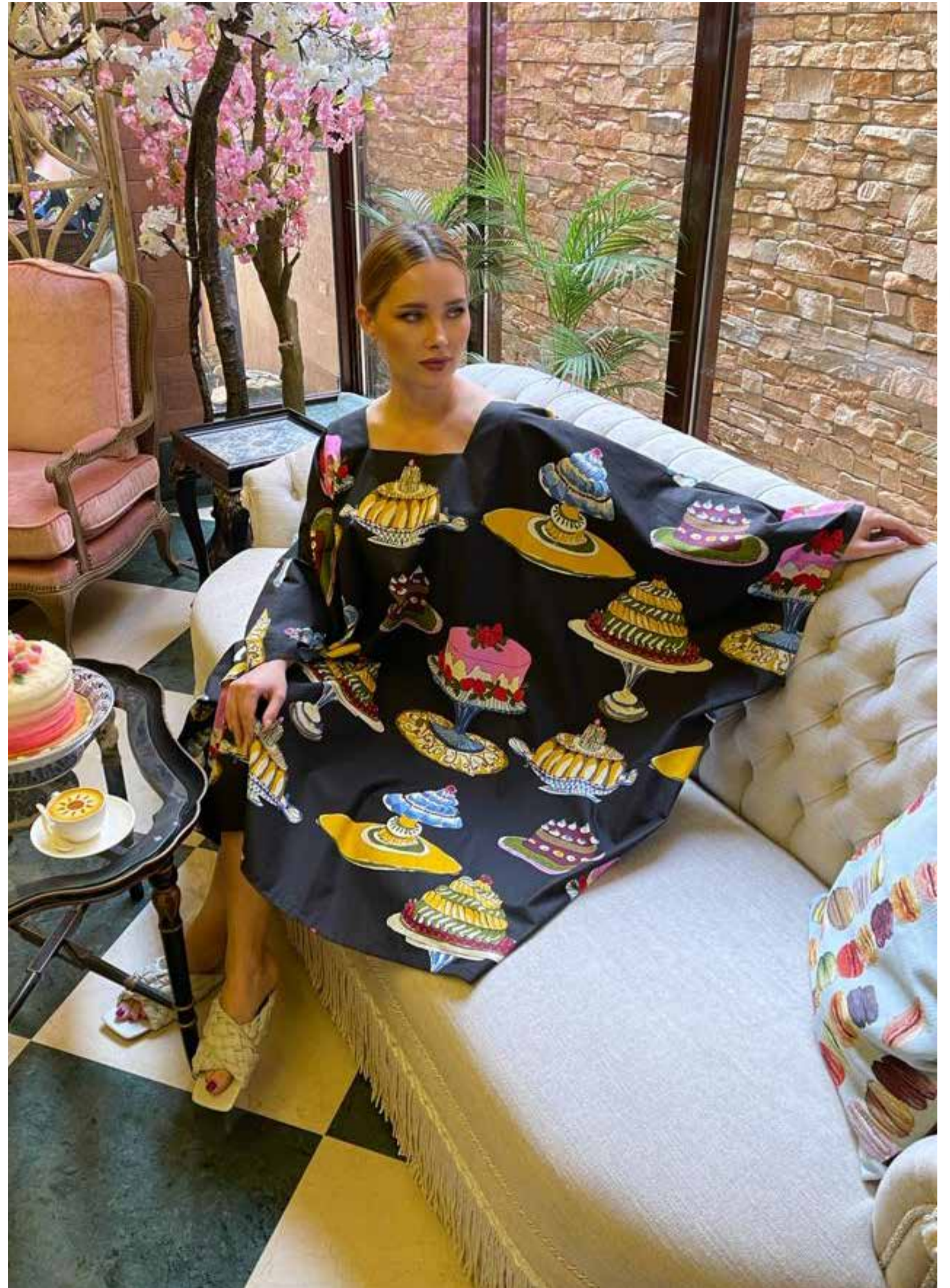


**MONTAHA ALAJEEL**

Comfortable home clothes



MONTAHA ALAJEEL

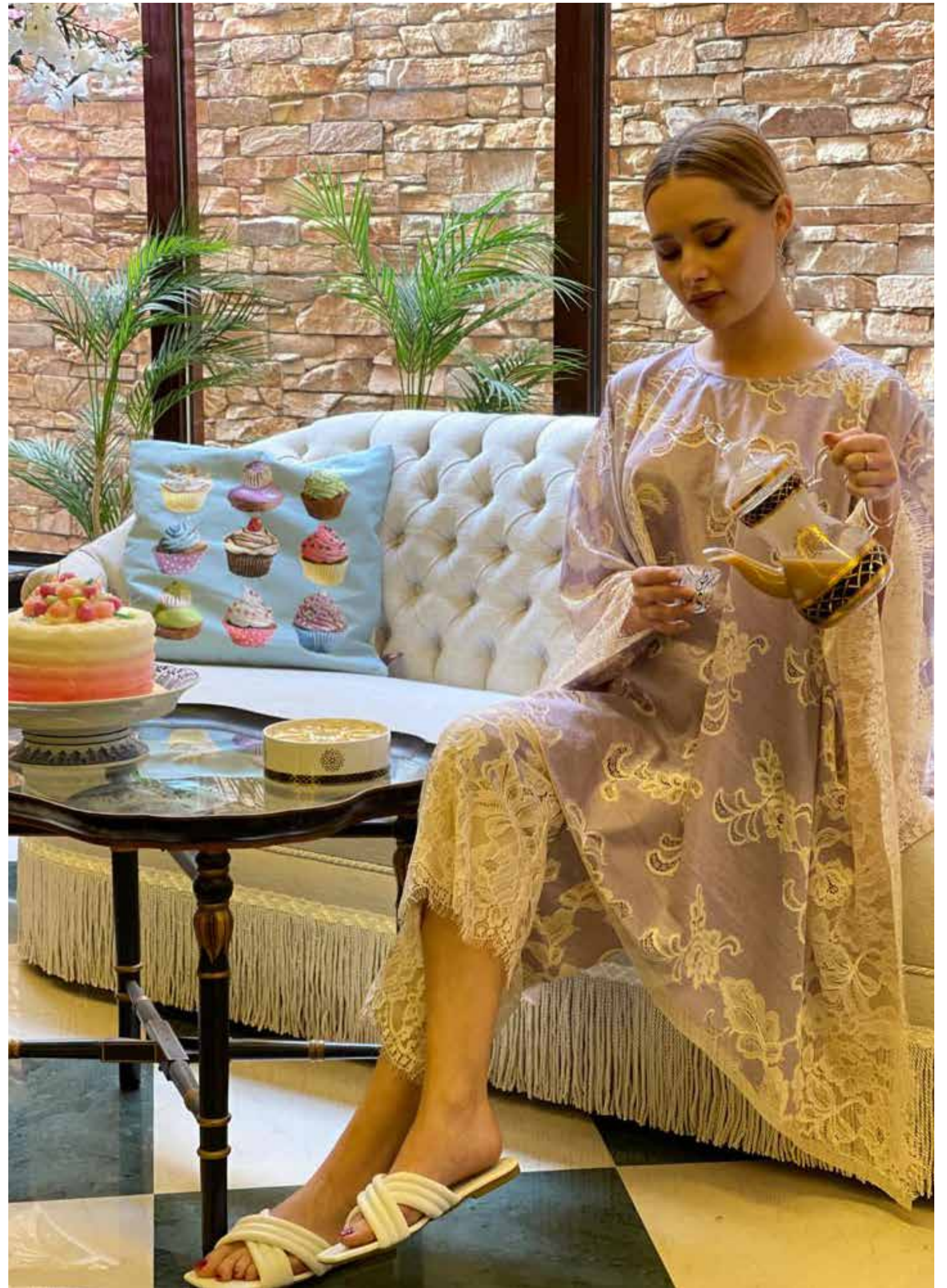




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Pajamas design during  
the corona crisis





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Pajamas design during  
the corona crisis





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# MONTAHA ALAJEEL

MontahaAlAjeel fashion show in Paris



**MONTAHA ALAJEEL**

From MontahaAlAjeel  
fashion show in Paris

Invitation to MontahaAlAjeel  
from the Arab World Institute  
in Paris to participate in her  
fashion show.

MontahaAlAjeel participates  
with her heritage collection in  
a fashion show held in Paris







MONTAHA ALAJEEL



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**MONTAHA ALAJEEL**

**New York**

MontahaAlAjeel representing Kuwait in an outstanding fashion show for the world's first ladies, The show organized by the United Nations and attended by more than 31 women world leaders aimed to use its proceeds to support women in Asia.



MontahaAlAjeel participating in the 14th season of Brooklyn Fashion Weekend (2012) at Industry City in Sunset Park. The exquisite event astonished a wide range of beauty, fashion, media and political professionals by the amount of creativity it held.



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MontahaAlAjeel with the Deputy International Experts and the European Union Economic Expert at the European Gulf Business Forum in Johannesburg



**MONTAHA ALAJEEL**

**Bangkok**

MontahaAlAjeel participation in a fashion show in Bangkok representing Kuwait with the presence of the prime minister of Thailand





MONTAHA ALAJEEL

Dubai



MontahaAlAjeel participation in Dubai Fashion Week



London

MontahaAlAjeel while being honored at the Women's Economic Forum in London and presenting her designs in a fashion show



**MONTAHA ALAJEEL**

**Stockholm**

**Stockholm International Fashion  
Fair 2021**

## CELEBRITIES

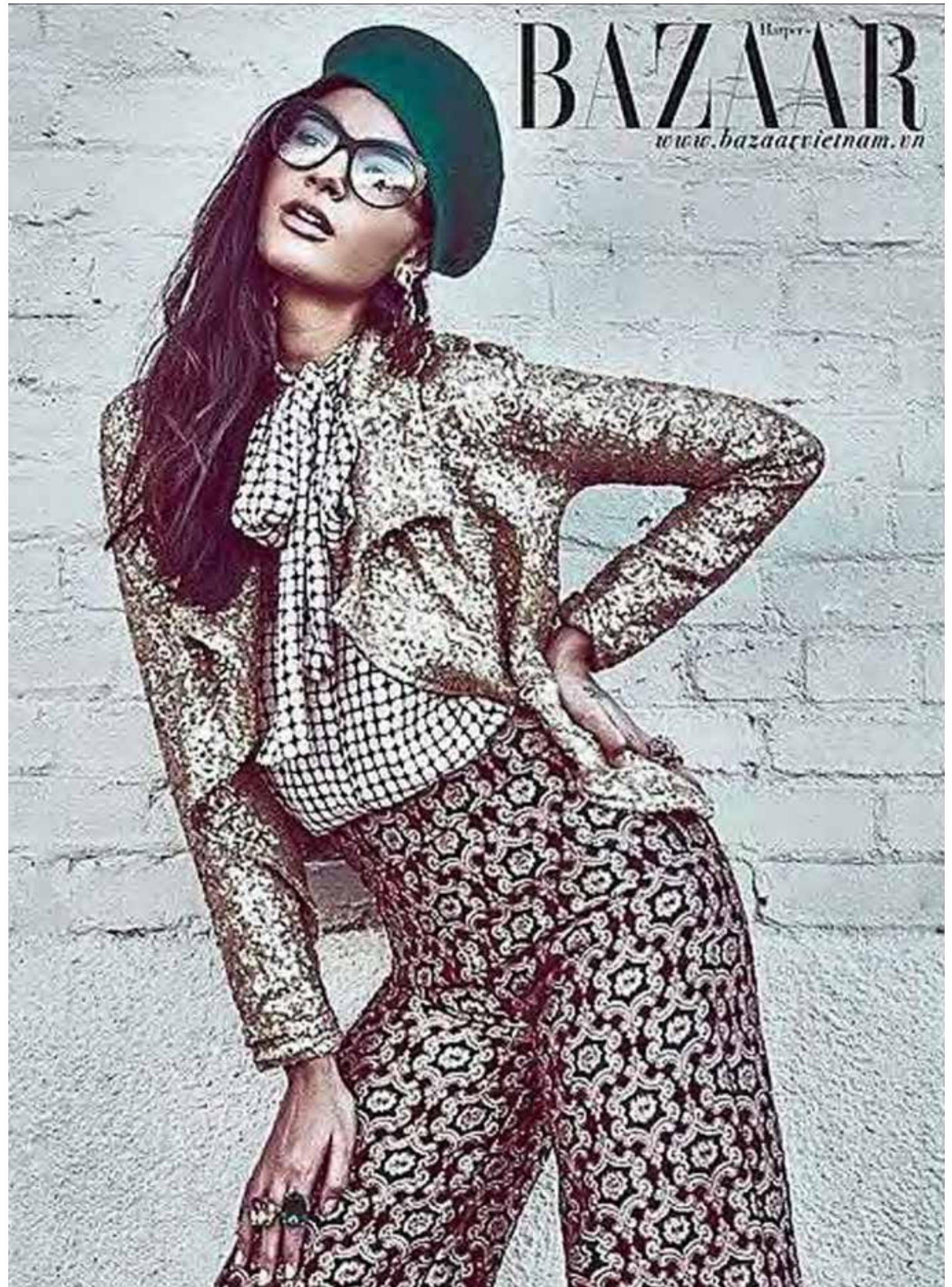
Kali Hawk, the “50 Shades of Black” celebrity movie star wearing a Montaha Couture design





MontahaAlAjeel Couture  
advertising in  
“The International”  
magazine

Montaha's Couture  
design on the cover of  
the Harper's Bazaar  
Vietnam fashion  
magazine





**W**ith each new fashion season, Kuwaiti businesswoman and fashion designer, Montaha Al-Ajeel is always keen on presenting unique designs that reflect international glamour and combine the beauty of both soul and body. For the second time, Al-Ajeel named her unusual 2019 collection "Monaliza", which reflects her full admiration of the legendary 3D painting that combines beauty, professionalism and mystery. As creative as always in fashion design, Al-Ajeel used traditional British country fabrics known as tweed, a rough woolen fabric, with embroidered roses. This iconic fabric is known to be recreated each season. Al-Ajeel was also keen on photographing her collection in the Lebanese country side where the nature background fully matched the collection. Monaliza collection is on display at Montaha Couture, the Avenues, Montaha Al-Ajeel and Moon Secret at Talal Shopping Mall. The collection is also on display at Harvey Nichols Kuwait and Doha as well as Bloomingdale's, Kuwait.

Photos show Kuwaiti businesswoman and fashion designer, Montaha Al-Ajeel.



Models showcase designs for the Kuwaiti businesswoman and fashion designer, Montaha Al-Ajeel.



# Kuwaiti fashion designer MontahaAlAjeel presents The Monoliza Royal Look collection



Jeannie Mai, “The Fashion Expert”, wearing a Montaha Couture design at The Insider Programme during Fashion Week





Jeannie Mai, “The Fashion Expert”, wearing a Montaha Couture design at The Insider Programme during Fashion Week



Bella Throne wearing a  
Montaha Couture design  
in the Kode Magazine

Bella Throne wearing  
a Montaha Couture  
design in the Kode  
Magazine





Montaha Couture  
advertisement in  
“The International”  
magazine

Part of the Los Angeles  
photoshoot





Montaha Couture in the  
famous Jute Magazine

Montaha Couture design in  
the REGARD Magazine







The star of the Big Bang Theory, Mayim Bialik, wearing a Montaha Couture skirt on the Darling woman's fashion magazine

## MEDIA

Coverage of  
MontahaAlAjeel fashion  
show in Paris by Kuwait  
TV and in the  
presence of the  
Kuwaiti Ambassador  
in Paris



MontahaAlAjeel joins  
Harvey Nichols Kuwait





Kuwaiti designer Montaha Al-Ajeel participated in fashion show in Bangkok.

### **43 designers compete**

## Montaha Al-Ajeel takes part in Int'l Fashion Week in Bangkok

KUWAIT CITY, Dec 1: Fashion designer Montaha Al-Ajeel participated in an international fashion show held in Bangkok, Thailand, during the 9th Silk Fashion Celebration, which was held over a week with support from the Queen Mother.

The ceremony, organized by the Tourism Authority of Thailand, was attended by Prime Minister Prayut Chan-o-cha and a number of ministers, senior officials, diplomats and some members of the Thai royal family.

The ceremony was attended by 43

designers from 71 countries who competed for the design of the Thai Royal Silk costumes for ambassadors and their wives in Bangkok.

About 3,500 meters of royal silk were distributed to fashion designers to showcase their talents, creations and touches in designing clothes for 33 ambassadors and 88 representatives of ambassadors in Thailand, Al-Ajeel said in a statement.

She expressed her happiness to take part in such a celebration attended by some of the world's leading fashion designers.

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Mrs Montaha Al-Ajeel (right) receives the award.

## **Businesswoman Montaha Al-Ajeel honored during Int'l Women's Day celebration**

As part of celebration of International Women's Day, the Kuwaiti Lawyers Association organized an event in the presence of prominent personalities from prominent Kuwaiti women who contributed to the service of their community, they were highlighted by "distinguished women" who proved their success with great merit in the political, economic and social battle, and Mrs Mon-

taha Al-Ajeel was honored, who participated in heritage art pieces representing the Kuwaiti traditional costume in international fashion shows in Paris, London and New York, and put their designs in festivals and international stores.

On the sidelines of the honor, businesswoman Montaha Al-Ajeel stated that she had the honor to meet His Highness Sheikh Sabah Al-Ahmad

Al-Sabah, may God protect him, after receiving the International Prize for Entrepreneurship. His Highness encourages Kuwaiti women in all fields.

Al-Ajeel thanked Kuwait TV and the Kuwaiti media, who are always present for covering Kuwaiti events and participation everywhere in the world.

# جمعية المحامين الكويتية تكرم «العجيل» ضمن احتفالية اليوم العالمي للمرأة



جانب من تكريم منتهى العجيل

و وضعت تصاميمها بالمهرجانات والمتاجر العالمية  
وعلى هامش التكريم ذكرت سيدة الأعمال منتهى  
العجيل بانها حصلت على شرف مقابلة سمو اه  
البلاد الشيخ صباح الاحمد، بعد حصولها على  
الجائزة العالمية لريادة الأعمال، إذ أن صاحب  
السمو يشجع المرأة الكويتية في جميع المجالات.  
وتوجهت العجيل بالشكر لتلفزيون الكويت  
ووسائل الإعلام الكويتية الحريصة دائماً على  
تغطية فعاليات و مشاركات الكويتيين في  
مكان بالعالم.

ضمن احتفالها باليوم العالمي للمرأة نظمت  
جمعية المحامين الكويتية احتفالية بحضور  
كبار الشخصيات من سيدات المجتمع الكويتي  
البارزات واللاتي اسهمن في خدمة مجتمعهم. تم  
تسليط الضوء عليهم من خلال «نساء متميزات»  
اثبتن نجاحهن بكل جدارة في المعترك السياسي  
والاقتصادي والاجتماعي. و تم تكريم السيدة  
منتهى العجيل والتي شاركت بقطع فنية تراثية  
تمثل الزي التراثي الكويتي الخليجي في عروض  
الازياء العالمية باريس ولندن ونيويورك.



Businesswoman MontahaAlAjeel launches humanitarian, charitable initiative to support children cancer patients

# منتهى العجيل تطلق مبادرة لدعم الأطفال المصابين بالسرطان

واضافت: مبادرتي ايضا استكمال لمسيرة والدي الخيرية المحسن محمد العجيل التي يتردد صداها في عدد كبير من البلدان العربية والإسلامية، وشجعت العجيل الآخرين على زيارة المرضى والعمل على رفع معنوياتهم، وقد لاحظت العجيل أن الأمهات المتواجדות مع أطفالهن المرضى يمتلك بعضهن الحزن والكآبة ويحتاجن أيضا للدعم النفسي والمعنوي لمساعدتهن على تحطى الأسم البدني والنفسي الذي يعانون منه.

واختتمت العجيل بانها سوف تكرر زيارتها لهذا المستشفى في رمضان والأعياد، وتوجهت لدعوة أصحاب الأيادي البيضاء ليحذوا حذوها بالإنخراط في الأعمال الخيرية والإنسانية لدعم المرضى، مشيرة الى أن عمل الخير لا يتطلب الجهد الكبير، وهو أمر يسير وينعكس بالإيجاب على من يبادر به من جهة، وعلى من يتلقونه من جهة أخرى.



اطلقت سيدة الأعمال الكويتية منتهى العجيل مبادرة إنسانية خيرية تحمل اسمها، ودشنت أولى فعالياتها في مستشفى البنك الوطني التخصصي للأطفال، حيث زارت الأجنحة الخاصة بالأطفال المصابين بالسرطان، ورسمت البسمة على وجوه المرضى، وشاكرتهم وأمهاتهم لحظرات جميلة بزيارتها لهم خلفت من معاناتهم.

بهذه المناسبة، قالت منتهى العجيل: مبادرة منتهى العجيل الخيرية الإنسانية تهدف بالدرجة الأولى الى تقديم الدعم المعنوي والنفسي لمرضى السرطان، خصوصا فئة الأطفال الذين يكونون بأمر الحاجة الى المواساة بكلمة طيبة وللمسة حنونة، تخلف عنهم معاناتهم اليومية والمستمرة مع المرض الخبيث، علاوة على انعكاس ذلك على حالتهم الصحية بشكل عام ودعمهم في حروبهم ضد الأورام السرطانية التي يعانون منها ورفع معنوياتهم.



# ARABISK

LONDON

**CELEBRATING LUXURY  
AND ELEGANCE:**  
Jewellery Exhibitions held  
in the Middle East

سيدة الأعمال و أيقونة الموضة  
الخليجية :

**منتهى العجيل**

أسعى لتصدير الموضة الكويتية  
إلى العالم

*Businesswoman and Fashion Icon*

**MONTAHA ALAJEEL**

"I want to introduce the Kuwaiti  
fashion industry to the world"

ARABISK London  
magazine publishing  
MontahaAlAjeel image at the  
cover page while  
celebrating luxury and  
elegance jewellery exhibitions  
held in the Middle East

وفقاً لاختيار مجلة «Emirates woman» الإماراتية

# منتهى العجيل ضمن 7 شخصيات نسائية كويتية مؤثرة في العالم

البناء

والصالون الأزرق (الدوحة) الى جانب شركة منتهى العجيل للأزياء في الكويت.

بدورها، أكدت العجيل أن نجاحها جاء بسبب إصرارها واتخاذها لجميع أسباب النجاح والمثابرة، وكذلك بتشجيع المحيطين بها والذين كان لهم الدافع الكبير في حرصها على تقديم الأفضل في كل ما تقدمه، وأيضا لتوافر عوامل النجاح وفي مقدمتها الإرادة والتأكيد على أنه لا مستحيل مع العمل والاجد، مشيدة في الوقت ذاته بما وصلت إليه المرأة الكويتية في جميع المجالات وقدرتها الفائقة على العطاء والتميز.

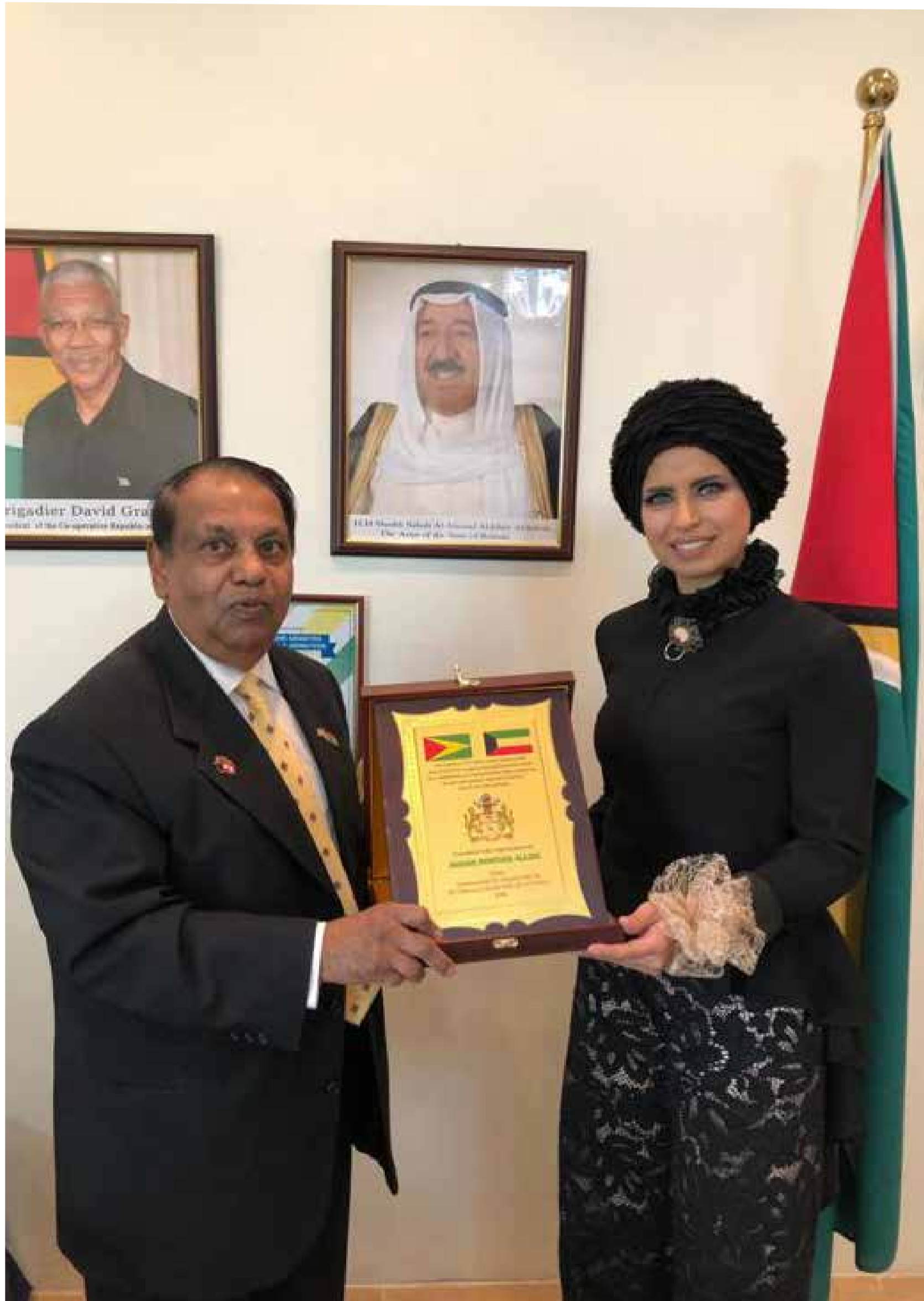


منتهى العجيل

بطريقتها الفريدة، إذ تعرض أزياءها في «هارفي نيكلز الدوحة»، «جاليري لافاييت الدوحة»،

نشرت مجلة «Emirates woman» الإماراتية أسماء سبع شخصيات نسائية من الكويت مؤثرة في العالم، وقد اختارت المجلة الإماراتية مصممة الأزياء منتهى العجيل ضمن النسوة اللاتي تم اختيارهن، حيث ذكرت المجلة أن العجيل حققت أول ظهور لها خلال أسبوع الموضة في باريس، ومن ثم في نيويورك ولندن ما أوصلها إلى شهرة عالمية في غضون بضع سنوات من خلال ابتكار وتصميم فساتين راقية عالية الجودة.

كما فازت بعدد من الجوائز المرموقة في العالم العربي، وأصبحت نموذجا يحتذى



MontahaAlAjeel  
honored by the Ambassador  
of Guyana for being a role  
model for  
Kuwaiti women

MontahaAlAjeel invited by  
the Ambassador of Italy in  
Kuwait to participate in the  
Italian week as a  
representative of Kuwaiti  
Women





Post on Instagram by the  
US embassy in Kuwait  
highlighting  
MontahaAlAjeel passion  
for fashion



**MONTAHA ALAJEEL**

**Fashion Icon Award - (London)**



**MONTAHA ALAJEEL**

**6th Middle East Business Leaders Award - (Dubai)**



**MONTAHA ALAJEEL**

**Global Leadership Award - (Bali Island)**





**GR8!** MONTAHA ALAJEEL

GR8 Award – Fashion & Design - (Dubai)



Part of supporting  
Kuwaiti women:  
MontahaAlAjeel  
honored by the former  
Emir of Kuwait, His  
Highness, Sabah  
Al-Ahmad Al-Jaber  
Al-Sabah for receiving  
the Global Leadership  
Award



### Kuwait branches

- Harvey Nichols
- Al Tilal Mall

### Qatar - Doha

- Harvey Nichols
- Gallery Lafayette
- Blue Salon, Doha

[www.montahacouture.com](http://www.montahacouture.com)

 [montahacouture](https://www.instagram.com/montahacouture)

# MONTAHA COUTURE

