



## Saleem Shaban (Sash)

Founder & Menswear Designer

Jordanian - Kuwait

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## Who is Saleem Shaban (Sash)

Saleem Shaban, professionally known as "Sash," is a prominent Jordanian fashion designer and the founder of the Kuwait-based menswear label, SASH DESIGNS. Leveraging his academic background in Graphic Design from the University of Petra, he officially launched his brand in March 2012. Shaban has carved a niche for himself by skillfully blending traditional craftsmanship with modern aesthetics, gaining particular acclaim for his innovative reinterpretations of heritage garments like the 'bisht' for the contemporary man. His journey into fashion began with designing pieces for himself, which quickly garnered admiration from friends and acquaintances, inspiring him to professionalize his passion. At the core of his brand is a meticulous focus on detail and the use of high-quality fabrics to create unique, identity-defining garments. Through his social media presence, Saleem showcases his sophisticated and elegant collections, establishing SASH DESIGNS as a distinguished name in the men's fashion market in Kuwait and the broader Gulf region.

## Achievements of Saleem Shaban (Sash)

Saleem Shaban successfully founded his brand, SASH DESIGNS, in 2012 and has established it as a recognized name in Kuwait's luxury menswear sector. The brand is celebrated for its distinctive fusion of traditional heritage and contemporary design, which has been met with significant positive reception. He has made a notable impact by modernizing and reviving the traditional Gulf 'bisht,' re-imagining it with contemporary cuts and styles that have made it a coveted item among fashion-forward young men. His work and brand story have been featured in local media publications, including an interview with bazaar.town magazine, highlighting his influence on the fashion scene.

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