

Paraiso Miami Swim Week to Make Dubai Debut in October 2026

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Paraiso Miami Swim Week Expands to Dubai in 2026

Paraiso, the globally renowned platform behind **Miami Swim Week**, is taking a bold step into the Middle East with the launch of **Paraiso Dubai**, set for **October 8–11, 2026**. The inaugural event will showcase **spring/summer 2027 collections** through runways, curated pop-ups, and immersive beauty and fashion activations.

? A Global Bridge Between Miami and Dubai

The event aims to create a “**commercial bridge**” connecting Miami and Dubai, two cities celebrated for **luxury and resort culture**. Paraiso co-founder **Natalija Dedic-Stojanovic** highlights that the UAE edition will provide global brands access to “one of the world’s fastest-growing luxury markets, while simultaneously elevating Middle Eastern talent to international runways.”

A strategic collaboration with **Sand**, the Middle Eastern resortwear and swimwear trade show organiser, will further enrich the schedule, featuring brands like **Lisa Marie Fernandez, Oceanus, and Charo Ruiz**. Sand co-founder **Karim Hatab** called this a “landmark moment,” combining regional expertise with Paraiso’s international platform.

? UAE: An Untapped Luxury Market

Paraiso Dubai capitalises on **the Middle East’s booming luxury sector**, projected to grow from **\$15 billion in 2023 to \$30–35 billion by 2030**. Dubai, a key destination for high-end tourism and domestic luxury consumption, presents a prime opportunity for resortwear and swimwear brands.

Dedic-Stojanovic adds, “Dubai is already one of the key markets for resortwear brands. We envision Paraiso Dubai becoming a mainstay of the city’s culture, connecting global designers to the vibrant MENA consumer base.”

With over two decades of success in Miami, Paraiso is now poised to **cement its role as a definitive global voice for swimwear and resortwear**, bringing international runway glamour to Dubai while spotlighting regional talent.

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