

Dubai, Sydney and Mumbai Emerge as Unexpected Fashion Powerhouses in 2025

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The global fashion landscape is experiencing a **pronounced shift**, with cities long outside the traditional quartet of Paris, Milan, New York and London now emerging as influential style hubs. A recent *Fashion Influence Index* identifies **Dubai, Sydney and Mumbai** as the top three **unexpected fashion powerhouses**, signalling the rise of fresh centres of creativity, media attention and cultural influence.

Traditionally, Western cities have dominated global fashion narratives, setting seasonal calendars and shaping major trends. But new data shows that **Asian and Middle Eastern fashion scenes** are making significant headway — driven by media coverage, bustling event schedules and robust local industries.

Dubai: The Desert City Becomes a Style Hub

Topping the list as the world's **fastest-rising fashion capital**, **Dubai** leads with extraordinary digital and in-person engagement. The city's fashion scene boasts *nearly 100,000 media mentions* and more than *7 million fashion-related Instagram posts*, backed by a busy roster of **84 annual fashion events**. These include major runway showcases, cultural collaborations and fashion weeks that attract both regional designers and global labels.

Dubai's ascent reflects its mix of **luxury retail growth, international tourism appeal and cross-cultural design influences** — factors that are drawing industry attention from around the world.

Sydney: Stylish Momentum Down Under

Ranking second, **Sydney** demonstrates the power of sustained activity and community participation in fashion. With an estimated *420 fashion events per year* and extensive media coverage, the city serves as Australia's creative epicentre. Its design ecosystem supports both emerging and established talent, helping Australian fashion carve out a defined identity that resonates locally and internationally.

Sydney's growing calendar of runway shows, pop-ups and design exhibitions signals a broader trend: fashion culture isn't just big in the traditional Western capitals — it's thriving wherever creative communities find momentum.

Mumbai: India's Style Metropolis on the Rise

Third on the list, **Mumbai** is rapidly expanding its footprint on the fashion map. India's largest city generates a remarkable *120,000+ media articles* focused on design and trends, backed by more than *2 million fashion-related Instagram posts*.

Mumbai's growth reflects not only its **vibrant street style and celebrity culture** but also its **expanding design infrastructure** — from fashion schools nurturing new talent to a growing number of industry jobs and events that

spotlight local creativity.

The city has long been a crucible for Indian fashion — hosting major fashion weeks, designer showcases and high-profile collaborations — and its recognition as a rising fashion capital underscores India's influence in shaping contemporary style narratives.

A Broader Shift in Global Fashion Influence

The report also highlights other cities such as **Lagos** and **Delhi**, underlining how diverse regions are becoming integral players in the fashion ecosystem. Lagos leads as Africa's standout hub with multiple fashion weeks, while Delhi commands significant media attention and event activity.

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