



# BRAND PROFILE



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# ABOUT

ByEma is a modern Bahraini fashion brand founded in **2018** by designer **Eman Mirza**.

The brand started with a small boutique in Isa Town and has grown into a regional fashion presence with multiple branches across Bahrain and the GCC.

## **ByEma is built on a simple idea:**

Minimal design. Refined details. Everyday elegance. Each collection features limited-edition pieces crafted from carefully selected fabrics and produced in small batches by our in-house team.

As the brand evolved, **ByEma** expanded its operations locally and regionally, establishing a dedicated headquarters and production unit in Bahrain while strengthening its presence across the GCC. This reflects the brand's ongoing commitment to wider accessibility and strategic development.



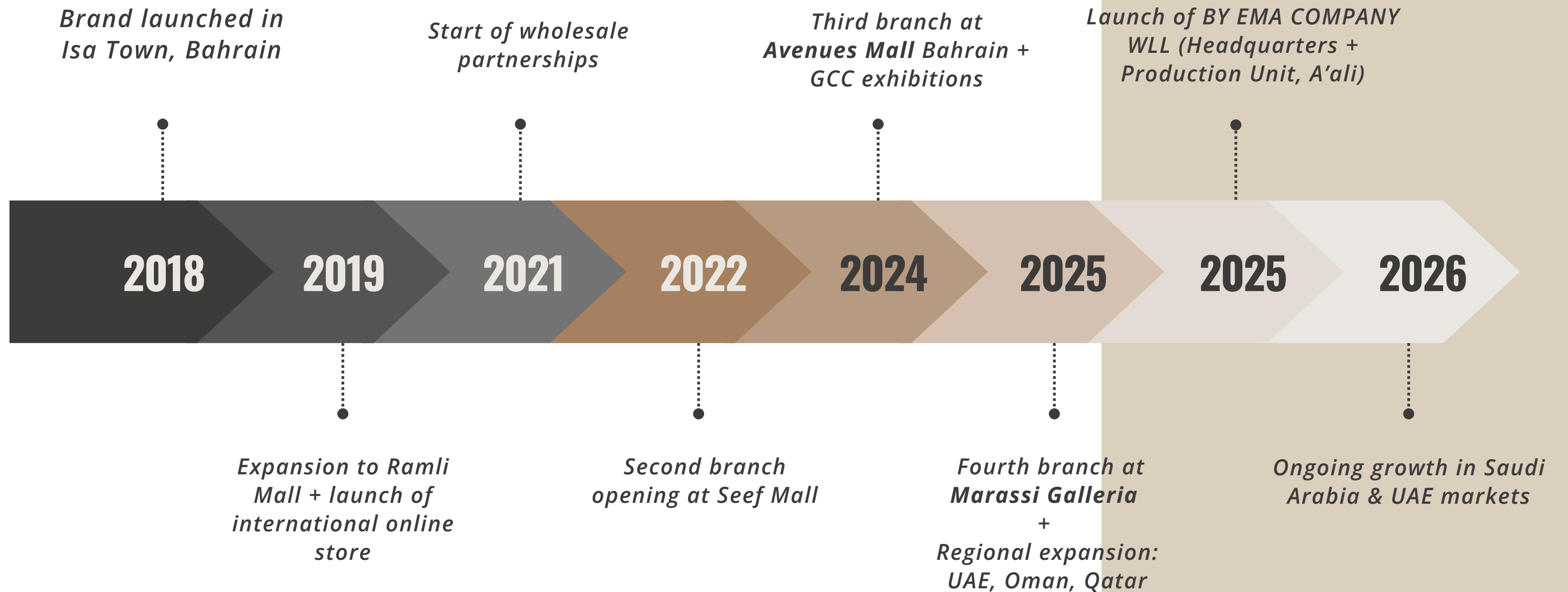


## WHO WE ARE?

We design pieces that are modern, comfortable, and effortlessly elegant. Every fabric is hand-selected. Every cut is tested. Every detail is intentional.

Our purpose is to offer women clothing that feels personal—pieces that fit naturally into their lifestyle, reflect confidence, and highlight their individuality.

# HISTORY



# WHY BYEMA?

**ByEma** stands out for its commitment to high-quality fabrics, limited-edition designs, and fully in-house production, ensuring precision and consistency in every piece.

The brand focuses on cuts tailored specifically for Gulf women, combining comfort with refined simplicity. With more than **25,000 customers** across the GCC and over **10,000 pieces** produced annually, ByEma continues to strengthen its regional presence—achieving more than **60% sales** growth in 2024.



# MISSION

To become the leading modern fashion brand in the GCC—where women discover pieces that match their style, personality, and everyday life.



# VISION

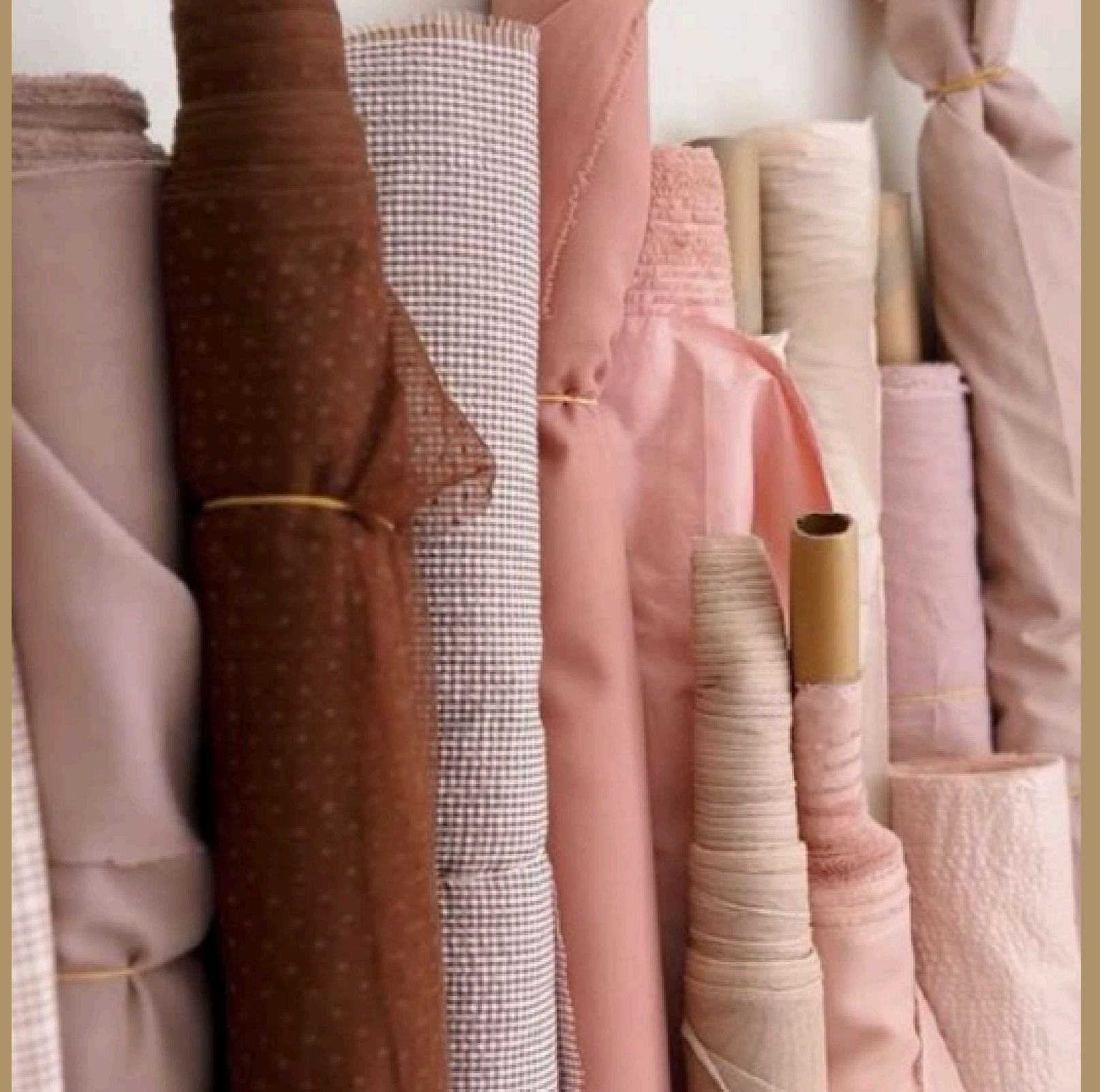
To design minimal, high-quality collections that empower women to feel confident, comfortable, and effortlessly elegant.

# MATERIAL

At **byema**, Quality is at the center of everything we do.

Our fabrics are sourced from different countries and chosen for their texture, drape, and suitability for Gulf climates and occasions.

From light summer pieces to elevated evening fabrics, each material is selected to create a balanced, versatile wardrobe.



# GLOBAL EXPANSION

ByEma began in Bahrain but quickly expanded beyond borders. Our customers today include women across the GCC, as well as international markets such as Germany, the UK, the United States, South Africa, and Australia.

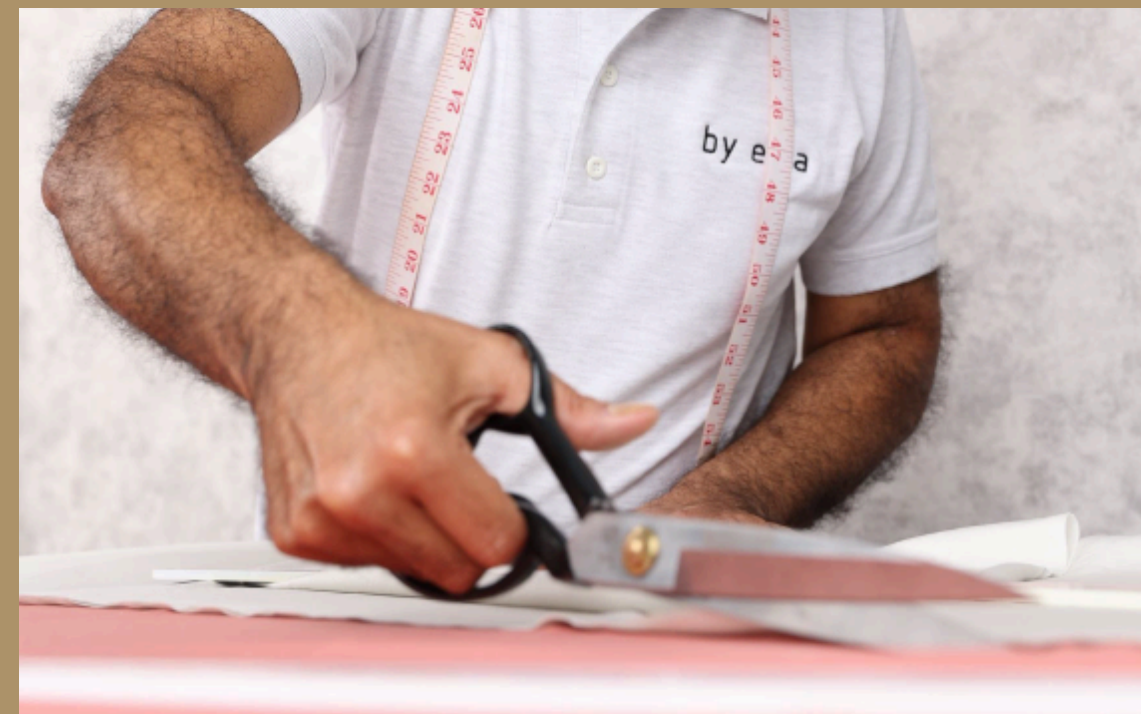
This global demand reflects our commitment to delivering modern, timeless design.





# OUR WORKSHOP

All ByEma designs are produced in-house at our Bahrain production unit. This allows us to maintain consistent quality, limited quantities, and fast development cycles—while ensuring every piece meets our standards.



# OUR CUSTOMERS



ByEma is designed for the modern woman: professionals, entrepreneurs, mothers, and women who value simplicity, comfort, and refined design.

They choose ByEma because our pieces are:

- **Versatile**
- **Comfortable**
- **Elegant**
- **Modern**
- **Limited in quantity**



# OUR BRANCHES IN BAHRAIN



MARASSI GALLERIA  
MALL



AVENUES MALL



SEEF MALL



RAMLI MALL

# GCC PRESENCE



**UAE**  
1020 AVENUES,  
SHARJAH



**OMAN**  
PALM GALLERY



**QATAR**  
STAR SUHAIL

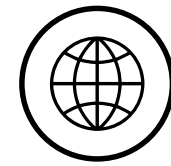
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