

# ALI

## stylist &



## production

**ALI** originally trained as an engineer but soon after realised his real talents, where his heart lay, so he diversified his skills to become a professional stylist and costumer. He has successfully worked in film and stills productions for regional and international clients, built from the solid foundations of eleven years in management in the high street fashion retail industry in Dubai and formerly trained in textile manufacturing in Pakistan.

### Experience

Some of the key projects in recent years;

**Nov - Dec 2022 - "Tia Babe" C - POP / K - POP music video - Central Films**

**'Glam Team' supervisor**

Managing a team of 40 wardrobe and hair & makeup artists, 10 costume alteration team and 60 dancers on a feature film sized pop video with 280 people on set daily for 1 week.

**Expo2020 Dubai - August 2021 to April 2022**

**Costumer and Acting supervisor - David Atkins Entertainment.**

Expo was a monumental event to be involved in, he worked as a costumer in a team of 22 people managing the styling, fitting and dressing of 170 performers daily for 7 months, involving over 5000 costumes. He held a key role in making and designing costumes, accessories and managing the teams daily scheduling and dispatching of wardrobe to various performance locations around Expo each day. Expo had a high level of maintenance of costumes throughout the many performances, therefore the understanding of fabrics and the movement required during performance, was a constant requirement, needing an eye for detail.

His training in Pakistan in his early days helped him understand how a fabric could perform and be worked with, and he could draw on that knowledge for Expo and really apply it. A decade in retail management in Dubai drew to the forefront the experience he had in team work, scheduling, team management and dressing skills.





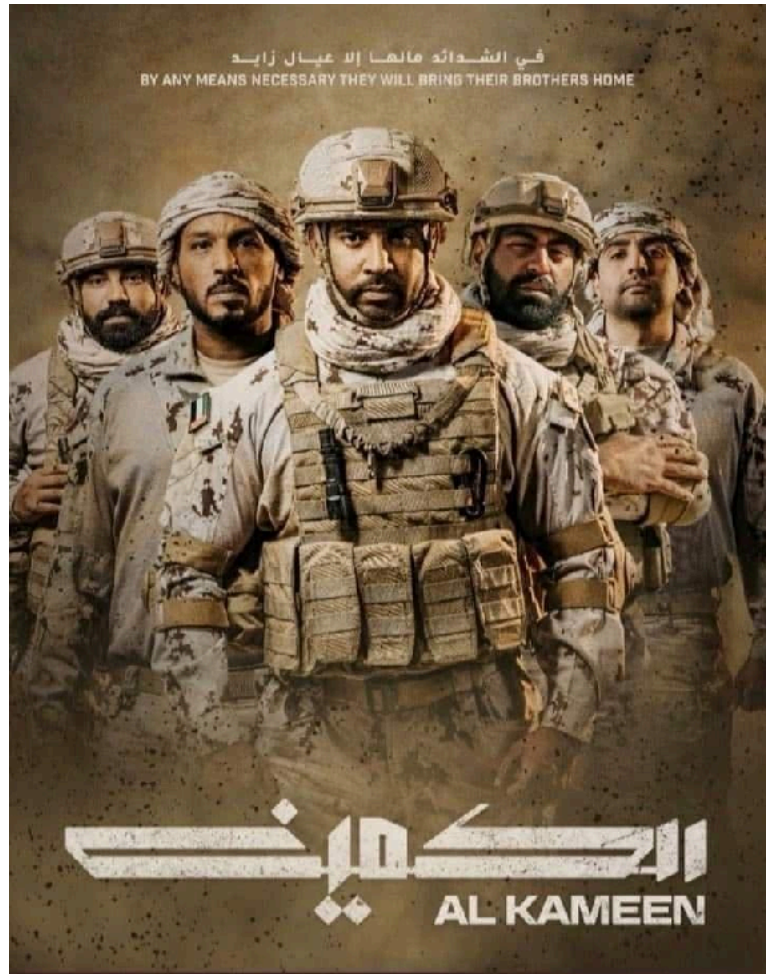
**FILM - Al Kameen - ([The Ambush](#))**

**Feature film**

**Imagination Abu Dhabi.**

**2020/21**

Costume assistant for the main filming and the recall filming.



**2018 to present - Business partner -**

**Redfern Productions**

**Producing stills, video and film for global companies/ brands**

Managing clients, running budgets, casting and overall production coordination.

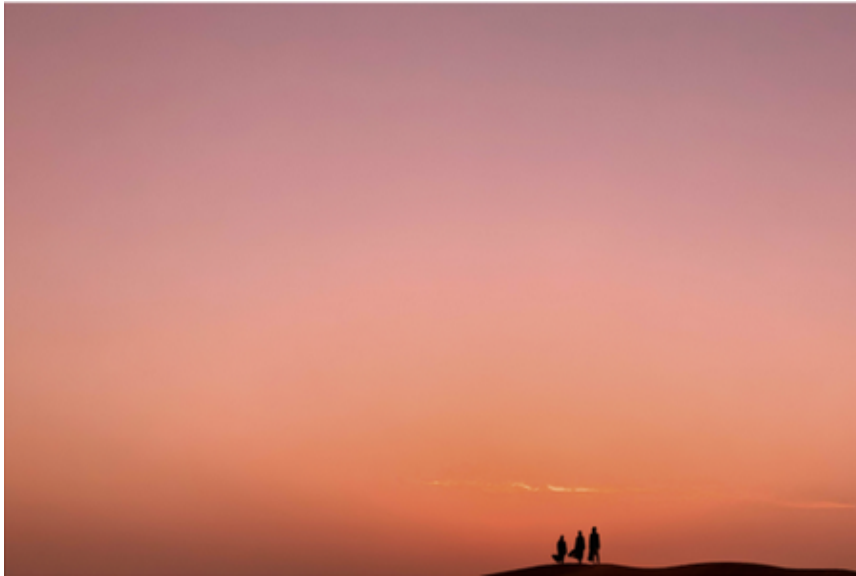
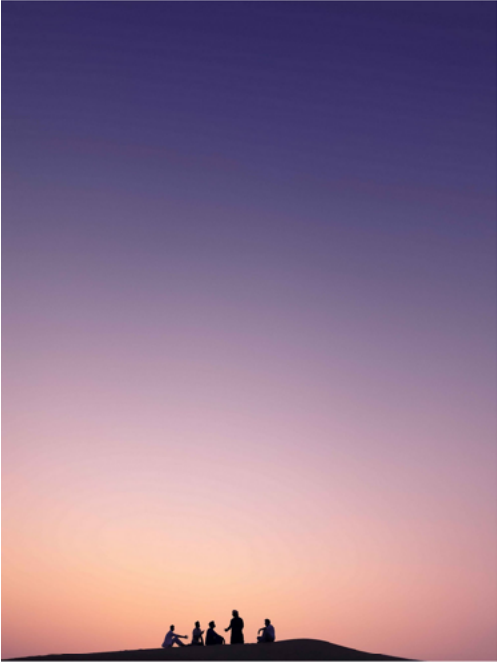
Wardrobe stylist on set for regional and international clients.

**Clients : Dior, Land Rover UK, Huda Beauty, Apple UK, Yas Island, Emirates, Qatar & Oman  
Air campaigns**



**DIOR DUBAI POP-UP  
@Nammos Dubai 2021**

**Apple - Last Light 2018  
Global Ramadan Campaign  
Stylist**



**Apple - Finding Balance  
Global Ramadan Campaign  
Stylist / Production  
2019**



**Oman Air  
Stylist on set &  
production co-  
ordination  
[rebranding film](#)  
2018**



**TOPSHOP-TOPMAN & Miss Selfridge - M H Alshaya Co.  
Store Manager - The Dubai Mall and Mall of the Emirates  
Visual Merchandising Consultant - Gulf**

**Jul 2011 - Feb 2018**

He managed the TopShop flagship store managing a team of 25 staff, and launched 4 fashion shows for TopShop and Miss Selfridge in Dubai Mall. As a committed store manager, he was proud of his stores, their appearance and successes, with strong leadership in visual appearance and layout, staff management and planning for launching new trends, products and sales. Managing staff development plans, coaching, counselling, disciplinary, in-store trainings, performance appraisals and empowering personnel was a daily job. Ali was responsible for stock take preparations, trainings and post stock take investigations. A track record of "Manager of the Year" twice and top accolades in the Al Shaya group and my store was rated World No 1 store by Sir Philip Green - who personally accoladed me.

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Ali, through his experience in fashion management for 11 years, is an organised, disciplined and well presented man with a great sense of responsibility and professionalism. He has an innate creativity and style that allows him to see and get the best out of people, as well as understand a brief and a story to interpret the looks required and fulfil a job well. Managing a staff of 25, the stocktake and the visual merchandising of such a large store, built his business and people skills immensely and along with his creativity it makes him a great asset to have in any organisation. He trained in the basics of stitching and understanding fabric creation at the early part of his career which stands him a head above the rest when it comes to tailoring management. His communication and linguistic skills mean he can bridge many gaps and bring his sense of humour, fun and flair into the projects he works on. He is not afraid of a challenge.

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**TOPSHOP-TOPMAN - M H Alshaya Co.**

**Jul 2010 - Jun 2011**

In-House Wardrobe Stylist - The Dubai Mall

**TOPSHOP-TOPMAN, Miss Selfridge - M H Alshaya Co.**

**Nov 2008 - Jun 2010**

Visual Merchandiser - UAE and Gulf

**UMER APPARELS (PVT) LTD. (Garments Production House)**

**Aug 2006 - Jul 2008**

Merchandiser / Design Assistant - GAP, River Island, TOPSHOP, American Eagle

Managing creation of fabrics from textile design to weaving and dying process to the final garment.

**Education**

Government High School

Government College of technology

Bahaudin Zikriya University - BA, social sciences (2004 - 2006)

**Languages**

Professional English

Professional Urdu & Punjabi

Basic Arabic

[Umar Ali - LinkedIn](#)

[Umar Ali - Instagram](#)