

# JULIANE KNIPS

Words by **Charlie Reiss**

Juliane Knips was born in Germany but has lived all over the world as her father was an international journalist. Juliane finally moved to the UAE in 2007.

Despite receiving a scholarship for Art and Fashion, Juliane's family insisted on a formal education to back up her dreams and went on to study Hotel Management in Munich, but this did nothing to extinguish her passion for fashion; deciding to major within housekeeping and continuing to work with fabrics and uniforms and later moving into sales and marketing for high-end brands.

It wasn't until much later that Juliane decided to take the plunge into the world of fashion. In 2012 Juliane launched her very first ready-to-wear collection of designer, his and her Tee's. These were so successful that this launch was

shortly followed by an influx of orders from ready-to-wear dresses to couture gowns, including wedding gowns and some small uniform projects.

In 2013 Juliane moved to Ras Al Khaimah and opened the Juliane Knips Fashion House Atelier in the exclusive Al Hamra Mall.

Since then, the fashion house has grown from strength to strength now employing a full staff from master tailors to fashion designers and setting up a new Uniform division in Dubai.

Juliane has three distinct areas of focus and each area has its own brand, SpinK focuses on casual wear with Knipsy taking care of the little people providing 100% organic baby rompers made from the softest Peruvian Cotton.

JK Uniforms is responsible for creative and quality uniforms, with clients ranging from the Sheraton to Sofitel.

JK Exclusive is the face of the couture, with bespoke wedding dresses and formal evening wear for him and her. Many of the designs feature French laces and raw silk jacquards, all carefully selected to the individual bride to emphasize their beauty and elegance.

[www.julianeknips.com](http://www.julianeknips.com)

