Somexing Art Agency opens **The Doors of Happiness** with **Lancôme**'s ramadan limited edition By **Huda Al Nuaimi.**

By Hudai Al Nuaimi

PRESS CONTACT
SOMEXING ART AGENCY | Alexia Macera | +33.6.14.35.62.37 | alexia@somexing.com

Ramadan Limited Edition Coffret

This Ramadan, Somexing Art Agency takes you on a journey with Dubai-based artist Huda Al Nuaimi and Lancôme through «The Doors of Happiness». A luminous creation that celebrates the spirituality of this sacred season.

This exclusive collaboration, orchestrated by Somexing Art Agency, pays **tribute** to the **cultural richness of Ramadan** through exclusive Lancôme gift sets, available in selected markets during March and April.

A CREATIVE TRIBUTE TO RAMADAN

Inspired by Islamic art and traditional architecture, Huda Al Nuaimi **infuses** every detail of her artwork with **profound symbolism**, incorporating into her design elements that reflect the true **spirit of Ramadan**.

The artist reimagines rose, symbolizing both Lancome and the flower of the heavens stands as a reminder of **beauty & purity**. The stems reflect the foundations and **flow of faith**, while the crescent signifies **new beginnings**. The arch stands as the pillars of faith, the stars offer **light and hope**, the butterflies symbolize **transformation**, and the lanterns illuminate our path with **prosperity**. Matured in a frame that symbolizes the passage of time & new beginnings that Ramadan brings.

The collaboration between **Lancôme** and **Huda Al Nuaimi** is a **creative dialogue** where the brand's universe meets the artist's singular vision. By blending storytelling and cultural heritage, Huda Al Nuaimi brings a **poetic and symbolic dimension** to this limited edition. Her design embodies the Lancôme's core values: timeless **elegance**, the celebration of **femininity**, and a commitment to revealing **inner beauty**. Together, they celebrate renewal, light and spirituality, in perfect harmony with the spirit of Ramadan.

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A SIGNATURE COLLECTION:
A blend of modernity and heritage

The packaging for this limited edition, designed by Somexing Design Studio, offers a **bold** and **contemporary** interpretation of the essence of Ramadan. Two exclusive coffrets were created.

The first coffret features **warm pink** tones elevated by refined touches of **gold**, giving it a contemporary allure and an understated sense of luxury.

The second coffret presents an elegant pairing of **white** and **gold**, symbolizing **purity and light**, core values of Ramadan. The pristine white evokes serenity and renewal, while the subtle gold accents add a sense of timeless celebration.

Both coffrets feature a frame and an arch-shaped door, inspired by Islamic architecture, subtly embossed to blend **modernity with tradition**.

Lancôme's Ramadan limited edition coffrets embody the alliance between the brand and Huda Al Nuaimi: a fusion of **luxury, cultural heritage, and contemporary art**, created to celebrate Ramadan.

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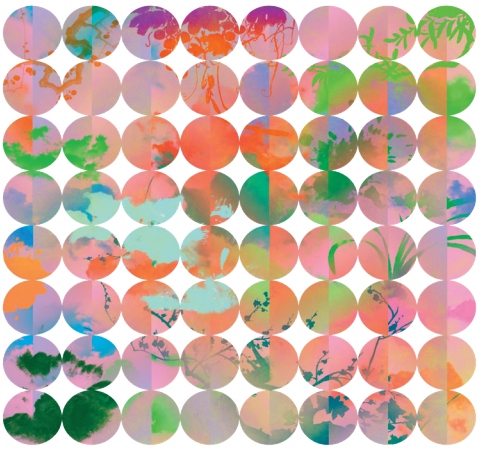

About Somexing Art Agency

The Somexing Art Agency supports international **brands and institutions** in defining their artistic strategy and developing **tailor-made projects**. It undertakes the curation and artistic direction of projects and manages every step, from **conception to execution**.

With its **in-house design studio**, Somexing creates brand content, designs packaging, and develops gifting objects, ensuring a faithful interpretation of the artist's vision. The agency **combines** cultural relevance and storytelling to deliver collaborations that merge **art**, **design**, and **brand identity**.

Somexing worked alongside Lancôme on its collaboration with Huda Al Nuaimi, providing full **creative direction**, artist selection, the **coffrets** and **gifting** objects design, and the creation of **brand content**. The agency managed each step, ensuring a consistent alignment between Lancôme's universe and Huda Al Nuaimi's artistic expression.

About Huda Al Nuaimi

Huda Al Nuaimi is an **Emirati designer** and founder of the Nuaimi brand, which specialises in luxury ready-to-wear, accessories and lifestyle design.

Her work is characterised by an elegant **fusion** of Middle Eastern **cultural heritage** and **contemporary influences**, with a focus on artisanal details, bold prints and high-end finishes.

Through her collections and collaborations, she offers a refined **creative universe** that celebrates modernity while valuing craftsmanship and sustainable design.

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