

FABULA



www.vibesintl.com | +971 4547 7747 | retail@vibesintl.com

OUR STORY

It all began with a shared passion for fashion and style. A group of young, passionate fashion enthusiasts who shared a common dream - to create a clothing and fashion manufacturing facility that would embody their values and reflect their vision for the industry. They saw an opportunity to make a difference, and to create a brand that would inspire people to express themselves through their clothing.

With this in mind, they poured their hearts and souls into the business, researching, learning, and working tirelessly to create a brand that would stand out for its unique designs and high-quality clothing. Fabula was born out of their dedication, hard work, and unwavering commitment to excellence.

Today, Fabula is a brand that is synonymous with passion, creativity, and innovation. We are driven by a desire to make a positive impact in the industry, and to create a brand that people can feel proud to wear.





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**A PASSION
FOR FASHION**

Fabula is not just another clothing brand. It's a community of individuals who came together with a shared passion for fashion and style. We are a brand that is rooted in passion, creativity, and innovation, and we strive every day to push the boundaries of what is possible in the fashion industry. Our team is made up of young, talented designers, skilled artisans, and experienced industry professionals who work together to create clothing that not only looks good but feels good too.

At Fabula, we believe that fashion is not just about looking good, but also about feeling good. That's why we use only the finest materials, and pay close attention to the details to ensure that our clothes are not only stylish but also comfortable to wear. We strive to create a sustainable and socially responsible brand that promotes ethical and fair practices throughout our supply chain, while continuously innovating and improving our products and services to meet the evolving needs of our customers.

OUR COMPANY



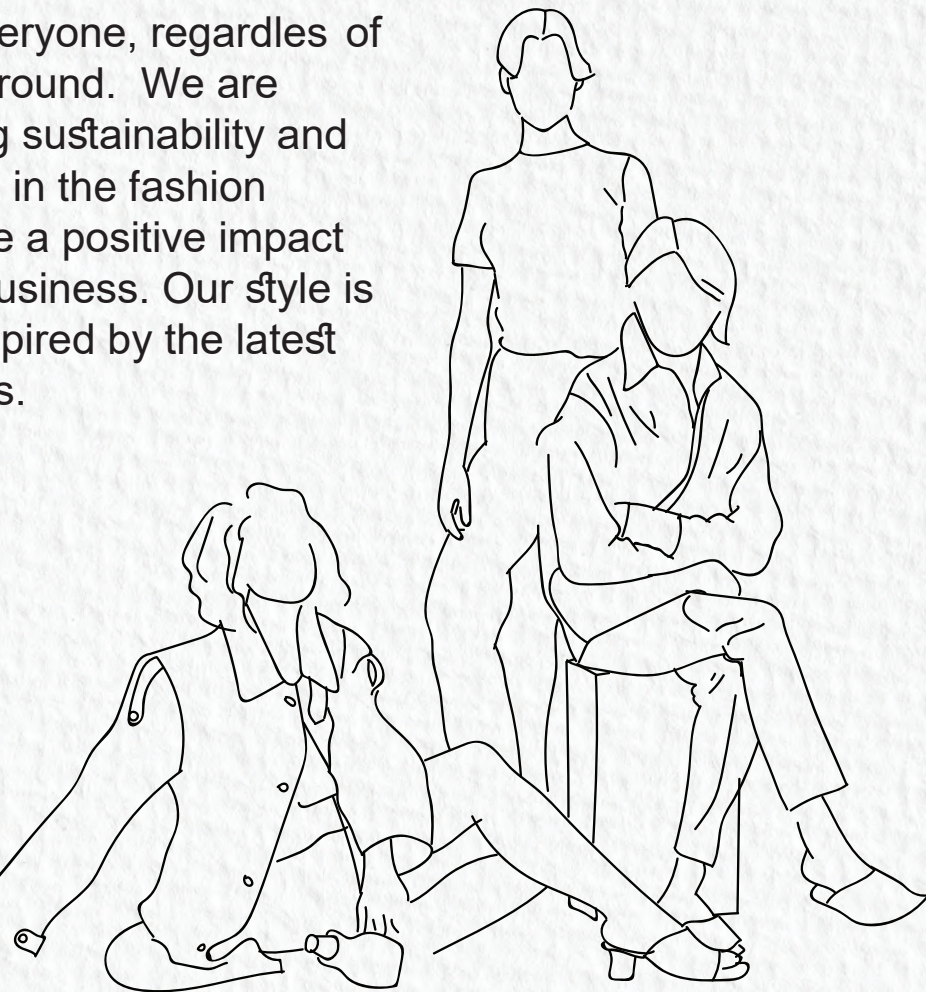


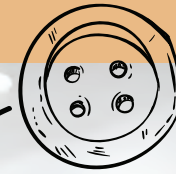
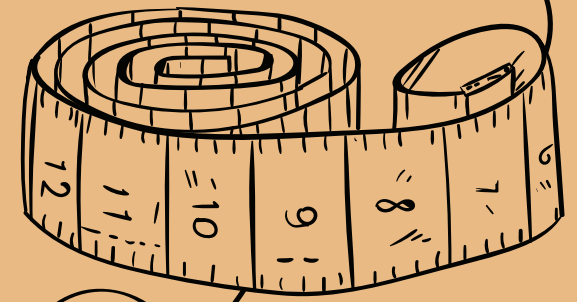
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**CRAFTED
WITH CARE**

OUR BRAND DNA

Our brand DNA is all about style, sustainability, and accessibility. We believe that fashion should be accessible to everyone, regardless of their budget, size, or background. We are passionate about promoting sustainability and ethical production practices in the fashion industry, and strive to make a positive impact on the world through our business. Our style is unique, innovative, and inspired by the latest trends and timeless classics.

So, if you're looking for a brand that is fueled by passion, look no further than Fabula. We are a brand that believes in the power of passion to create something truly remarkable.



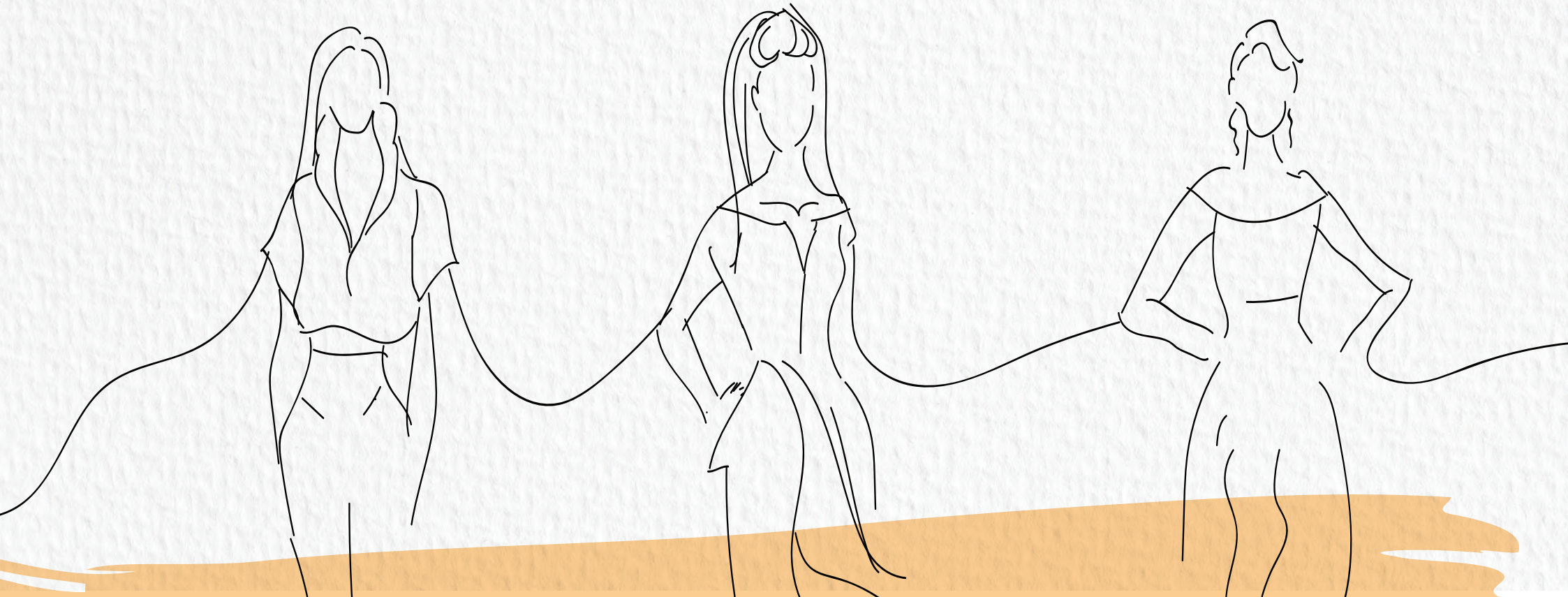


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**A GARMENT WITHOUT
A DESIGNER IS A GARMENT
WITHOUT A SOUL.**

OUR HISTORY

At Fabula, we're proud of our rich history. Our brand was founded with a simple goal in mind: to create high-quality clothing that celebrates individuality and inspires people to express themselves. Since our founding in 2005, we've grown to become a trusted name in the fashion industry, thanks to our focus on creating clothing that not only looks great but also feels great to wear, as well as our commitment to ethical and sustainable practices. Today, we continue to push the boundaries of fashion and inspire our customers to express their unique styles with confidence.





2005

We initially began as a retailer of medium to medium-high Italian brands including List, Laltramoda, and Compagnia Italiana, with three retail stores.

2008

Expanded our business by opening mono brand stores in Down Town Beirut and ABC Malls, showcasing Max & Co. and Liu-jo.

2012

Launched Fabula as a multi-brand store featuring 15 Italian and European brands such as Penny Black, Nenette, Weekend, Pinko, Bagatt, Sportmax code, Persona, Max & Co, Supertrash, Caractère...

2015

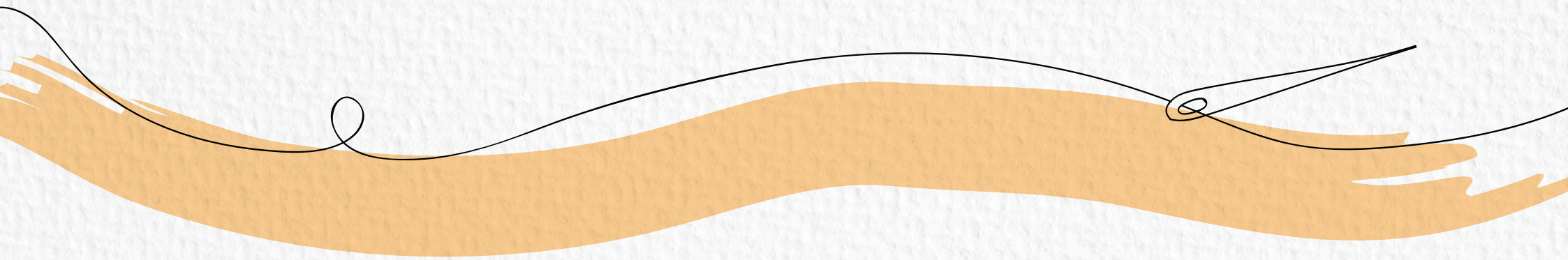
We had opened five mono brand stores in Beirut city centre including Liu-jo, Max & Co, Persona, List, and Fornarina, as well as our first Fabula Men store showcasing 10 Italian medium to medium-high brands such as Trusardi Jeans, Sartoria Latorre, Liu-jo Men, Impulso, Webb and scott... Later that year, we opened a second men's store in BCC.

2019

We expanded our business by creating and developing our own brand, Fabula, while maintaining our medium to medium-high standards. We also established our own factory.

As of today, Fabula has experienced substantial growth within the Lebanese market with six stores located in key areas.

OUR COLLECTION





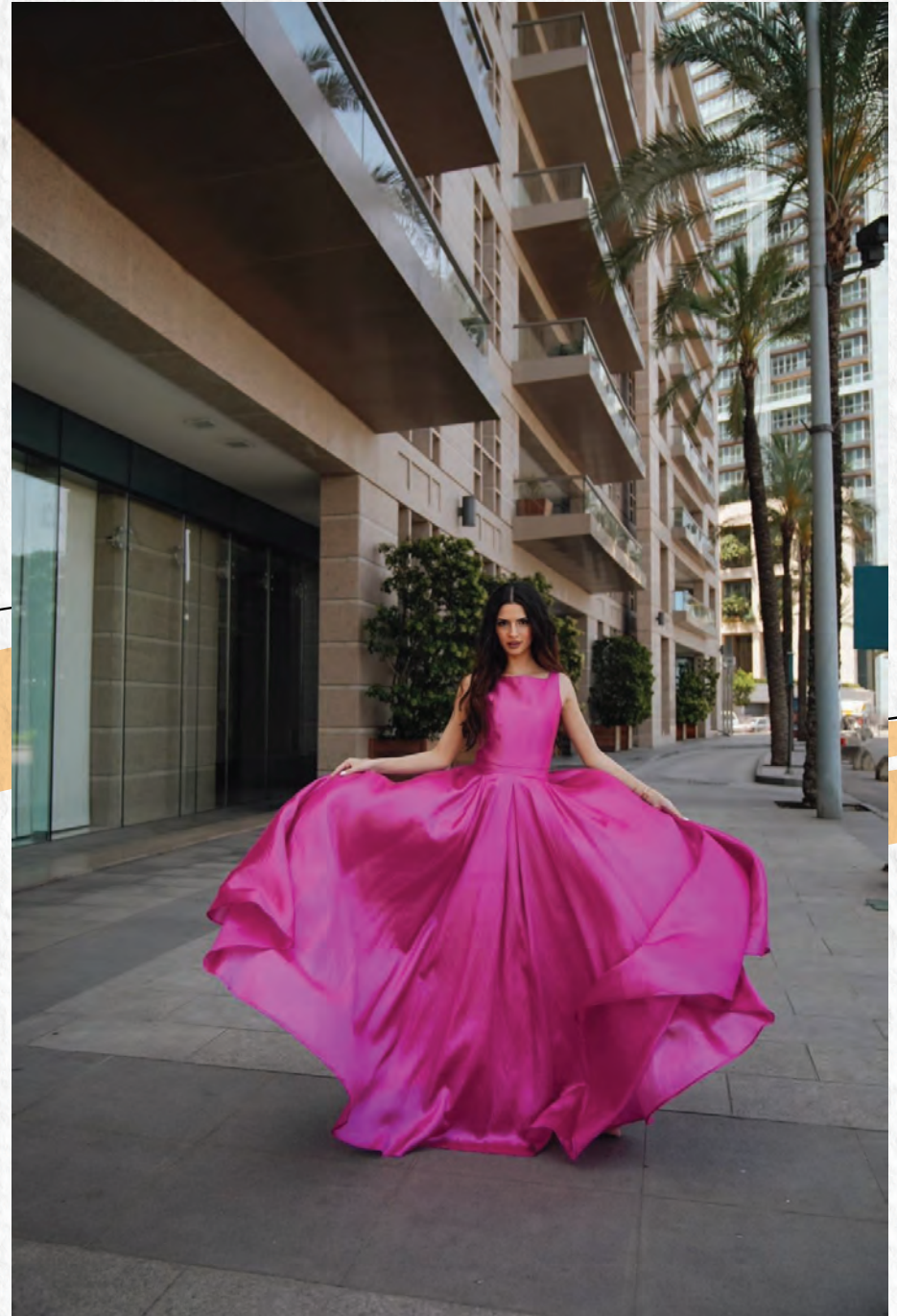








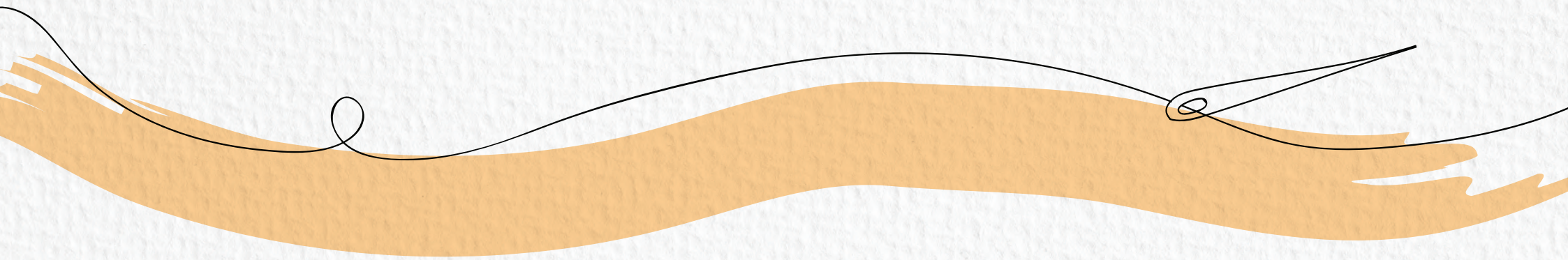








FABULA STORES











VIBES

International

BRINGING YOU THE BEST BRANDS

FABULA

THANKYOU

 +971 45 47 77 47

 retail@vibesintl.com

 www.vibesintl.com

 Jafza One Tower B, Office BB - 1101
Dubai - Jebel Ali - U.A.E