

Press Release: Horse of Arabia Menswear in Los Angeles, CA

Horse of Arabia is a unique new menswear label created by industry talent, Husam (Sam) Salman, available exclusively in Los Angeles, CA via his atelier and website (www.HorseofArabia.com). The colours and fabrics are inspired by the urban nature of the city, the beautiful community, cultural diversity and the people who make the streets come to life.



Horse of Arabia focuses on an organic approach to the entire design process, from raw material to local manufacturing, helping to promote business practices and progress in the United States. The brand stays true to the significance of its name - a state of existence, a path of life truer than the simple, yet simple in the execution of each piece as a definition of a body, position, or personality.

"In the effort to define Horse of Arabia, I have found that it has started to define me. My day-to-day is lead solely by observing everyone everywhere who define today and will be defining tomorrow. In the long street corridor flats of the downtown cityscape, it's hard to be so detached as to not ravel in the awe and humility of the history and cultural value; which fuels my

creative drive and satisfies my artistic appetite. It is this vain that I tap and draw nutrice from, from these shared ideas, collectively from today and what's to come...

The label was designed around our boyfriends, our guy friends and their buddies – – clothing for the guys' guy. He likes to look good, fashionable, but not a slave to the rhythm. He likes quality and fit as well as realistic prices, he loves travelling, sports, and the great outdoors. He lives a dynamic life. He is your BFF, brother, father, friend and 'boyfriend,' commented Husam.



Supporting the use of natural fabrics, Horse of Arabia is made up primarily of cotton and cotton blends. Cotton tends itself to be much softer, warmer and more breathable than most synthetic fabrics. Because of its superior

qualities, Cotton fabrics will help keep you warm in winter and cool in summer.



Husam also added, "It was also important for us to not only separate ourselves from what's out there at the moment but to create things that are both durable enough to last the test of time and have a well balanced design enough to stay relevant for years to come."



Because Los Angeles has had the fate of finding itself, over the decades, as the melting pot of the great Eastern and Western cultures and of power struggles through war in deserts and seas that rule primetime airwaves, teetering between logic and reason, where magic is the only force between the heart and the head; one has to flex his creativity beyond any 'box'. In this reality the United States suffers from an excess of identity, and a lack of singular culture – perhaps this New Babylon is the true “City of Tomorrow? Today this city is mine”. It emulates our identities separately but potentially equally...well...that’s the goal.”



~ Husam (Sam) Salman