✓ Read the sentences about Mohammed Kazim's experiences. Use information from the text to put them in the correct order (1–8)

_____ **a** Kazim and his team began brainstorming ideas for a new business.

_____ **b** New embroidery designs and patterns for the shoes were introduced.

_____ **c** Kazim resigned from his government job.

_____ **d** Kazim and his team found a Spanish factory to work with them.

_____ **e** Kazim and his team redesigned the zbairiya to make it more comfortable and colourful.

_____ **f** Kazim and his colleagues looked through photographs of the Old Souk.

_____ **g** Kazim's company, Tamashee, released their first collection.

_____ **h** Kazim and his colleagues launched Tamashee.

LIVEWORKSHEETS

Meet the Emirati entrepreneur who turned his hobby into a fashion-related business

Driven by passion and a vision, an Emirati entrepreneur is well on the way to contributing to his culture's fashion footprint in the UAE. Mohammed Kazim saw a market for his idea and **went for it**.

Kazim, 32, wanted to **make his mark** in the region, so he decided to resign from his government job to follow his dreams.

"I quit my job with another colleague," he explains. Not long after, along with Muneera Al Tamimi, Ali Al Youha and Amine Mamlouk, he began brainstorming ideas for a project to focus on. After some thought, they concluded that their project should include three main social goals: to preserve identity, represent the Emirati culture and colour people's lives.

"We didn't know where to start," the Dubai-based Kazim admits. "We wanted to leave a good **legacy** in our community, but were clueless about how to move forward."

Kazim and his team decided to **build on** the zbairiya – a traditional men's sandal worn by people in the GCC. They went through historical photographs of the Old Souq in Dubai and the types of footwear people wore in the past.

"We wondered why such footwear **died out** in this part of the world," he says, adding that the answer was simply that it wasn't comfortable to wear.

Today, people look for style and comfort, something missing from the zbairiyas of years gone by. So they began their reinvention of the traditional footwear, adding colours and comfort with a 21st-century twist, eventually launching their sandal brand, Tamashee.

The journey was not easy. They were met with many challenges, from the detail and logistics involved in creating their own brand through to finding the right manufacturer. However, their efforts were rewarded when a factory in Spain agreed to work with them.

Tamashee released its first collection last year and it became a big hit. Today, the UAE-based Tamashee sandals are known for their range of colours and comfort. For Tamashee's founders, "colouring life" is dear to their hearts. They place importance on integrating art and fashion in the footwear. For this reason, the team has been recruiting artists from the GCC as a means of encouraging the community to work together and represent the culture of the UAE internationally.

They also make it a priority to educate the community about their products by providing background information about the materials used.

"We work directly with universities in the GCC to find artists and give exposure to them," Kazim says. Last year in Saudi Arabia, for example, his team found some talented artists, but their families were **hesitant** about their daughters working with Tamashee.

"We – Tamashee's founders – went to their homes and tried to convince their families to allow their daughters to participate for **a common good**," he says. "It was amazing to work with everyone."

The Tamashee team is also on a mission to raise awareness about people with Down syndrome. A portion of the money from every Tamashee sale supports the UAE Down Syndrome Association.

For Eid, Tamashee introduced embroidery and patterns to its footwear collection, which can be found in the Level Shoe District at Dubai Mall or online at www.tamashee.com.

LIVEWORKSHEETS