

# MERCEDES SHOWCASES DUBAI'S YOUNG FEMALE DRIVERS

By Livvy Houghton and Holly Friend

11 : 02 : 2019 Automotive : Culture : Female Futures



My Chosen Family by She's Mercedes, Dubai

Watch this video at <https://www.lsnglobal.com/news/article/23598/mercedes-showcases-dubai-s-young-female-drivers>

Dubai – **My Chosen Family** is a short film that explores friendship, feminism and Middle Eastern youth culture.

With its latest campaign, Mercedes hopes to appeal to a new generation of drivers who view car ownership as freedom. It features **Leena Al Ghouti**, a 28-year-old visual artist who has become one of the most recognised faces of Dubai's creative scene, who takes a road trip with her female friends.

The film acts as a guide to Dubai's youth culture, featuring many of the city's local artists and makers, such as **Cheb Moha**, who acted as creative director, as well as photographer **Mashael Alsaie** and musician **DJ Karrouhat**. Mercedes has also populated Instagram account **She's Mercedes**, which is dedicated to female drivers.

As more women in the Middle East take the driving seat, automotive brands will need to consider how their messaging can be tailored to speak to this demographic. In our microtrend **Supercar Clubs**, we explore how hyper-masculine car culture is being redefined by **feminist** collectives like the Arabian Gazelles.