Beat: Vips

THE WONDERS FROM MIDDLE EAST - Once upon a time...

Great Designers devoted to women beauty

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USPA NEWS - Three great Designers coming from Middle-East devoted to the beauty of women.
Dany ATRACHE from Libanon, Abed MAHFOUZ from Libanon too and Rami AL ALI from Syria. This short list will give an idea of what you can imagine coming the specific part of the world including Irak and Palestine. In PARIS.

Abed MAHFOUZ : with his new collection "Color Contrast", he tells us a Fairy Tale composed of 35 unique evening dresses which were topped with 1 bride dress. His collection is rich in colors & the cuts composed of geometrical lines inspired by architecture vertical, horizontal & curved lines. He uses fabrics such as satin, gazar and taffeta. Also, contemporary designs in the form of short dresses composing a 1/4 of the whole collection. He choosed modern materials such as small phosphoric cubes, ranging from blue, white to pistachio. Born in Lebanon, he started to join his older sister in design & making evening gowns. 2001, after his first private wedding collection, moved to the world of couture. One of first Lebanese to join ALTA ROMA...

Dany ATRACHE is a contempory Designer weaving sophistication & simplicity. In 1995, he competed his studies at ESMOD Paris and interned at DIOR & MONTANA. In 2000, he established a workshop in BEIRUT. In 2005, after numerous successful shows at BEIRUT, he held his first Couture Show in PARIS. In 2008, launched his Ready-to-Wear Line by Dany ATRACHE. In 2008, his Line debuted in New York. In 2009, relocated his workshop in heart of BEIRUT. French-Lebanese Designer, in no time, he was dressing the Stars & Celebrities of the Arab Entertainment's World. He is inspired by the rich tapestry of his culture which is perfected by his european savoir-faire.

Rami AL-ALI is a Syrian born Fashion Designer. Moved to Damascus and joined the College of Fine Arts in 1991 studying visual communication. In 1995, he designed & produced a Fashion Show for his final graduation presentation. In 2000, in UAE, he founded the brand RAMI AL ALI. During 2006, Asian Olympic Games in Qatar, La Mode En Images selected him with a number of key international Designers. In 2009, he was ranked the 17th Most Influential Arabs in Middle East. In 2012, he debuted with his Spring-Summer collection at the Paris Couture Fashion Week, showcasing alongside Elie SAAB, CHANEL, DIOR, VALENTINO... In 2014, was preparing to launch Ready-to-Wear clothing Line.

Abed MAHFOUZ at SAINT-JAMES ALBANY HOTEL: Four stars Historical & Luxury Hotel in the center of PARIS, facing the Tuileries Gardens, close to the Louvre, the Opera and Concorde.
Dany ATRACHE at ESPACE PIERRE CARDIN: Pierre Cardin is a famous Designer and Businessman. He opened the Espace Pierre Cardin in 1970, at the end of Avenue des Champs-Elysées, taking place at the site of previous "ThéÃ¢tre des Ambassadeurs". It is an Arts complex.
Rami AL ALI at LA MAISON DES CHAMPS-ELYSEES: Situated in the heart of "Triangle d'Or", Luxury five stars Hôtel- Boutique, with minimalist decor created by Martin MARGIE. Contemporary lines and discreet luxury, situated between Avenue Montaigne and Le Grand Palais.

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