Fashion

Talented designers, vintage 2015

A beautiful bouquet of creativity

In 2014, Prestige began hunting Lebanese creative talents, and more than twenty designers had the chance to see their works unveiled on its pages. In 2015, the round continues with Marianne creating original and unique clothing and accessories; Yolla who tells her story with beautiful stones, Ahjar; Carla and Angela who present a line of ready-to-wear young and practical, and Samar passionate of craftsmanship. Long live the Lebanese creativity!

«The line Cigarette is

very popular with young people.»

Carla and Angela Mahseredjian

Young and affordable fashion

**How did you come in the world of fashion?** Carla: My sister Angela and I discovered this passion for fashion at a young age. We grew up in a family owing a company, which mainly manufactures casual clothes and ready-to-wear. Our passion was nurtured and enriched by many years of studies we have made at Esmod and the Lebanese American University, LAU. After perfecting our vocation and our expertise in the fashion industry, we have decided to join and develop the family business by creating fashionable clothes at affordable prices.

**Which line do you develop?** Angela: We have developed, Carla and me, a line of young and vibrant clothes. Cigarette line is the result of our collaboration, which has a great success with the public, especially young people.

**Do you participate in exhibitions?** Carla: In recent years, we regularly participated in fashion shows to unveil our collections. We also take part in various exhibitions held in Lebanon as Beirut Designer's Week in Zaitunay Bay and summer festivals at Fakra.

**Where can we find your collections?** Angela: Our mono brand shop is in Bourj Hammoud, Arax Street. Cigarette line is also available on the UAE markets, Kuwait, Bahrain and Qatar.

For more information: Facebook: Cigarettefashion

Cigarettefashionleb

«I would like to create a special line for teenagers.»

Marianne Mallah

Comfort and Coquetry

**Why did you choose Fashion Design?** Since my childhood, I like design and creation. I drew and dressed my Barbie dolls, it was my great passion. And since my father has a clothing factory, this made the task easier. I accompanied him often to the factory and I was curious to observe the concept of couture from A to Z. Gradually, I started to create my own models within the factory. At 18, I specialized in fashion design at the University of Notre Dame Louaizé to develop my work and devote myself entirely to my passion, fashion.

**Can you describe what is your job?** I make comfortable and stylish clothes. To each season its theme, a specific and original theme. I also create accessories, embroidered bags with Arabic slogans or printed with images from the Lebanese heritage, earrings and rings mounted with former Lebanese currency and buttons, as well as handmade wool scarves and others.

**In which exhibitions do you participate?** I regularly participate in exhibitions held in Lebanon as «Ayyam el Loulou» in Champville, «Sprints» in Montana and most recently «The Handmade Expo» at Rabweh, on the occasion of Christmas. My creations are exposed at F as Female shop in Fanar and are currently available in our shop «Geober» in Mazraat Yachouh.

**What distinguishes your creations?** My creations are unique, practical and of superior quality. I emphasize on every detail, from the design of the model to the finish. Each piece tells a story about a specific topic. I am picky and perfectionist in the choice of fabrics and colors for the collection to be complete and malleable.

**What are your future projects?** I realized, for the moment, a part of my dream. I have many plans for the future. I would like to create a special line for teenagers, participate in exhibitions held not only in Lebanon but also abroad, and of course, my delight is to always see customers happy and proud to wear my creations.

For more information: Facebook: mariannemallah

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«I dream to develop the brand

and expand it to the Arab and foreign markets»

Yolla Hayek

Classic and Custom made

**Tell us about Ahjar, your jewelry brand ...** The story of my love for gemstones and accessories goes back to my childhood, when I dressed my dolls and adorned their hairstyles and outfits with pieces that go with it. Later, I had the chance to realize my dream and start my own company, Ahjar. Why this brand? For the simple reason that Ahjar, in Arabic, or precious stones, is a name that is very rich in meaning and easy to remember.

**What was your aim through this name?** I wanted to give my space a name both imposing and flexible. Ahjar in Arabic can be pronounced and interpreted in the same way in all Arab countries, my aim is to develop the brand and extend it to Arab and foreign markets.

**What kind of jewelry do you create, and where do you get your inspiration from?** Ahjar offers a wide variety of fake jewelry and accessories in sterling silver and gold plated in white or yellow gold, like earrings, bracelets, necklaces, pendants and other creations to suit all tastes and all budgets. Along with pieces imported from Europe and the United States, I design my own creations inspired by the latest fashion trends and brands to have unique and classic models, and custom made pieces for all occasions, Christmas, Valentine's Day, Mother's Day, engagements, weddings, etc.

**Do you participate in exhibitions?** Through social networks, Instagram and Facebook, I managed to retain serious customers and participate in exhibitions held in Lebanon, as part of Beirut Designer Week and Afkart at Zaitunay Bay, and abroad in Jeddah, Bahrain and Kuwait.

**Where can we find your collections?** Ahjar is available in Nails Beauty Centers Gemmayzeh Pasteur Street, Samaya Kaslik complex in Verdun Plaza and Pointure Achrafieh.

For more information, Instagram: AHJARLEBANON.

«I would love to continue developing my craft, so that it would represent the lebanese spirit in the best way.»

Samar Itani

Crafts from the heart

**You participate this month in an exhibition of painting on glass abroad ...** Yes, from February 1st to the 15th  , there is a craft exhibition held in India, as part of «International Surajkund Crafts Mela 2015» during which I present my new collection of mirrors and glassware decorated in the colors of Lebanon. Twenty artisans from all over Lebanon are also involved with food and other products typical of the country. For over ten years I have been a member of the Union of Lebanese craftsmen, I aim and other colleagues to worthily represent our country by reviving and promoting Lebanese heritage craft. In a simple and beautiful way.

**In which exhibitions do you participate?** I regularly participate in exhibitions held in Beirut at Zaitunay Bay. I represented Lebanon at «Lubnaneyat» held in Kuwait, and participated in a solo exhibition of calligraphy and oriental art in Saudi Arabia, as well as Canada, to unveil the traditions of Old Quebec. Besides the costumes I've created for the performance of Folk Dance, in compliance with canadian family traditions, won the first prize at the American University of Beirut. Finally, L’Artisan du Liban holds a permanent exhibition of my creations.

**How did you come to the craft world?** To succeed in life, one must love what he does. My passion for this art goes back to my childhood when on school benches, I presented my end of the year project, the Sultan Saladin portrait, not in simple drawing but rather a mosaic with colorful bugs. Later, I made interior design studies, but my heart has looked for artisanal creation.

**Tell us about your collection of mirrors ...** My new collection of 40x40cm mirrors decorated with semiprecious stones and colored stones, is vintage and customized. The red color is new; pearls reveal the person's delicacy. The mirror is fixed on a transparent Plexiglas that gives gradient wonderful colors. I also put together a collection of mirrors to newborns, boys and girls and for children aged 8 to 10 years.

**What characterizes your work?** My experience in crafts date for a quarter century. My pieces are unique, light and affordable. My work reflects my feelings, my mood, I am close to my creation. I spend the morning training the girls and ladies on crafts in my studio in Verdun. I must say that I have been teaching for 20 years drawing and crafts at Fabriano Institute and in various technical centers. And at night, I devote myself to my favorite hobby, creation. Pitchers colored heat resistant, wicker chairs typical of Lebanese villages, hookah, stained glass, the basket of the garden, hat, broom, «jern» which was used to beat the «Kibbe» and others, decorated with blue stone and other colored stones that recall the beauty of Lebanon.

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