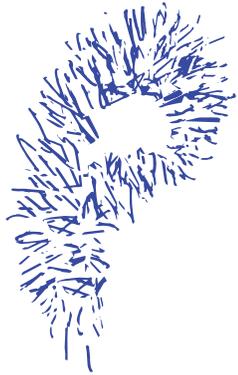


THE INTUITIVE ACT OF CREATION



ELIE SAAB **ual:** london college
of fashion



Fashion is part of our culture, and it's about more than just a pretty dress.

Joan Smalls

The fashion design program at LAU continues on its ascending path, graduating this year the third promotion of aspiring designers, whose work appears in this catalog under the theme of “play”. It is a moment to celebrate and to recognize the diversity of talents among our graduates.

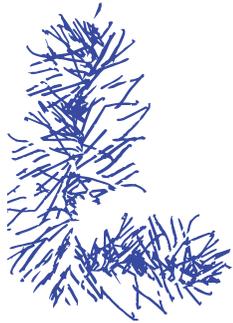
It is also a moment to reflect on how far this program has come, in a short time, positioning itself as a reference in design education in Lebanon and the region. This is due in large part to the efforts of its faculty and staff, but also thanks to the generation of students who chose to enroll in it, and to take up this challenge. Our program has succeeded in distinguishing itself by nurturing each student individually, prompting them to find their way and their voice, within a very competitive field. Of course, our success was also due to the support of Elie Saab, whose guidance and directives have opened the way, and to the assistance provided by the London College of Fashion.

Fashion is inextricably bound to culture, and fashion, as the actress and supermodel Joan Smalls mentioned, is more than just a pretty dress. It draws on the cultural context of the school, the vibrant and complex city of Beirut, as well as on the particular experiences of each and every student who bring with them their share of desires, aspirations and cultural narratives, into this laboratory which is the design studio. The elaborate collections herein represented, are a testimony to the persistent dynamism of our youth, and their creative efforts.

Elie G. Haddad

Dean

School of Architecture & Design



The Department of Art & Design at the Lebanese American University is proud to present "PLAY", a fashion show and exhibition reflecting the unique experiences of our fashion design graduates. From concept to process, execution and final output, our students have demonstrated their creativity and maturity at every step of the way in the production of their proposed collections.

The act of play triggers in us a feeling of joy and excitement, of amusement and delight. This year's final senior collection evokes a range of similar emotions as it reveals the skilled and vibrant designs of our fashion design graduates. Each collection showcases a unique style, with colors, textiles, shapes, and materials all interacting and playing off of one another to create a blend that is a testament to each student's creativity and skill. The culmination of all this work comes together in an effervescent fashion line that is each student's singular and personal creation.

The Department of Art & Design would like to express its appreciation to Mr. Elie Saab and his team for their support and encouragement, The London College of Fashion for their collaboration and dynamic exchange, and the Fashion Design faculty and staff for the unconditional commitment, guidance, and support they extend to their students.

Randa Abdel Baki

Chair, Department of Art & Design
School of Architecture & Design



We don't stop playing because we grow old; we grow old because we stop playing.

George Bernard Shaw

Having worked with young designers around the world, I have seen myriad ways of expressing fashion practice. Common to most students is the idea that fashion is somehow outside of them, with few realizing that what they create is a reflection of their inner world. This principle is hard to convey due to their fear of rejection or ridicule. Yet it is this very individuality that we nurture, hoping it might blossom in the form of diverse collections that are rigorously tested throughout the academic year.

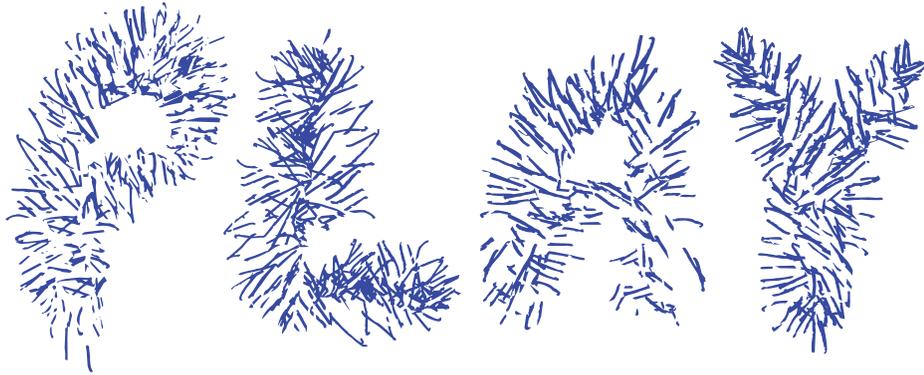
To be successful, this inner world requires a narrative that is constantly evolving through experimentation and play. The latter is essential as it allows for a what if approach, which in turn allows for unexpected outcomes. These graduates have all embraced this philosophy for a global audience and we look forward to seeing them continue to push boundaries in the future. None of this, however, would have been possible without a dedicated team. I am grateful that our joint efforts have graduated another cohort of fashion pioneers.

Jason Steel

Program Coordinator
Fashion Design Program

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Jana Abou Zahra
jana.abouzahra@gmail.com

Depersonalized

Depersonalized is a project that explores the internal struggle of losing control of both time and direction and falling out of touch with reality. The journey of becoming detached from one's self and surroundings is observed through the muse's eye.







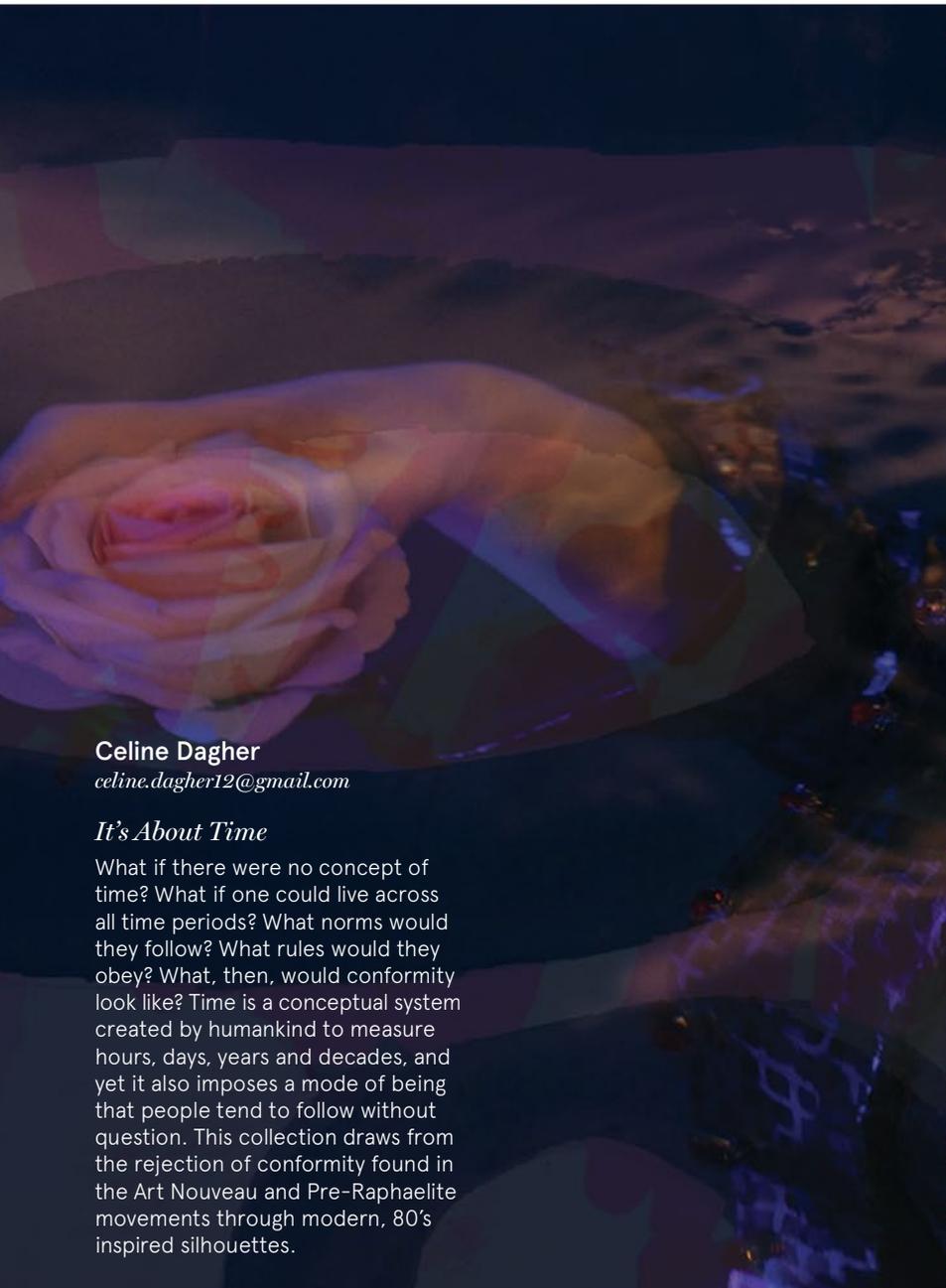
Ghenwa Al Alam
 ghenwaalam@gmail.com

Art et Force

Art et force explores the fascinating world of the circus. From bearded ladies to jugglers, acrobats, and fire breathers, the circus arts are full of femininity with a twist of extravagance. Her line showcases bright colors and fun dreamy designs that include a range of knit pieces.







Celine Dagher

celine.dagher12@gmail.com

It's About Time

What if there were no concept of time? What if one could live across all time periods? What norms would they follow? What rules would they obey? What, then, would conformity look like? Time is a conceptual system created by humankind to measure hours, days, years and decades, and yet it also imposes a mode of being that people tend to follow without question. This collection draws from the rejection of conformity found in the Art Nouveau and Pre-Raphaelite movements through modern, 80's inspired silhouettes.



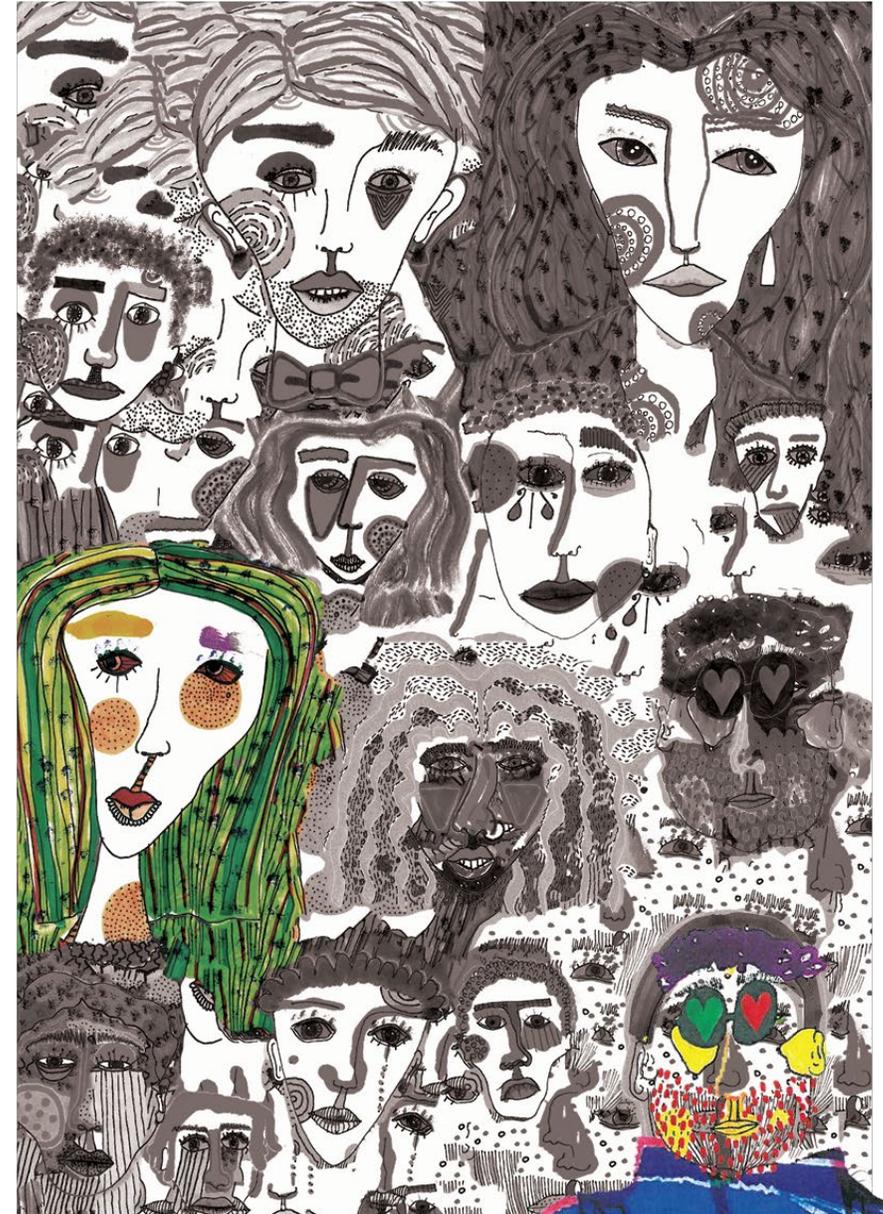


Yara El Sabbagh

silverskies.tb@gmail.com

Amelia

Jack and Amelia are raised by a single father in the Australian military. They move to Seattle to continue their education, where they really start to enjoy grunge rock and eventually learn about grunge fashion. They find it hard to fit in any group so they start their own grunge fashion showdown club. They use scraps and waste fabrics to create their outfits, drawing inspiration from their father's job in the military.



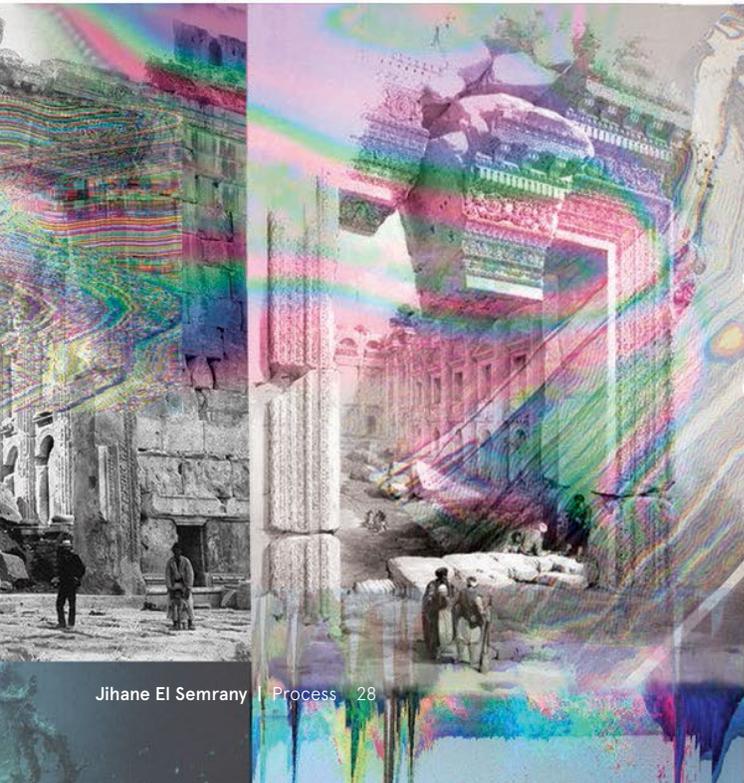


Jihane El Semrany

jihane.semrani9747@gmail.com

O'stora

O'stora story is inspired by the beauty which emerges from the transformation of displaced entities, such as the grain of sand that becomes a pearl. The Lebanese youth/young Lebanese immigrants are one such portrayal of this transformation (inspiration). The collection combines vintage silhouettes from the 80's (referring to old Lebanese immigrants) which at the same time illustrate the sculptural movements of a shell, especially with the use of pleating. The colors of the collection are all iridescent, the fabrics reflecting the allure of shine and success.



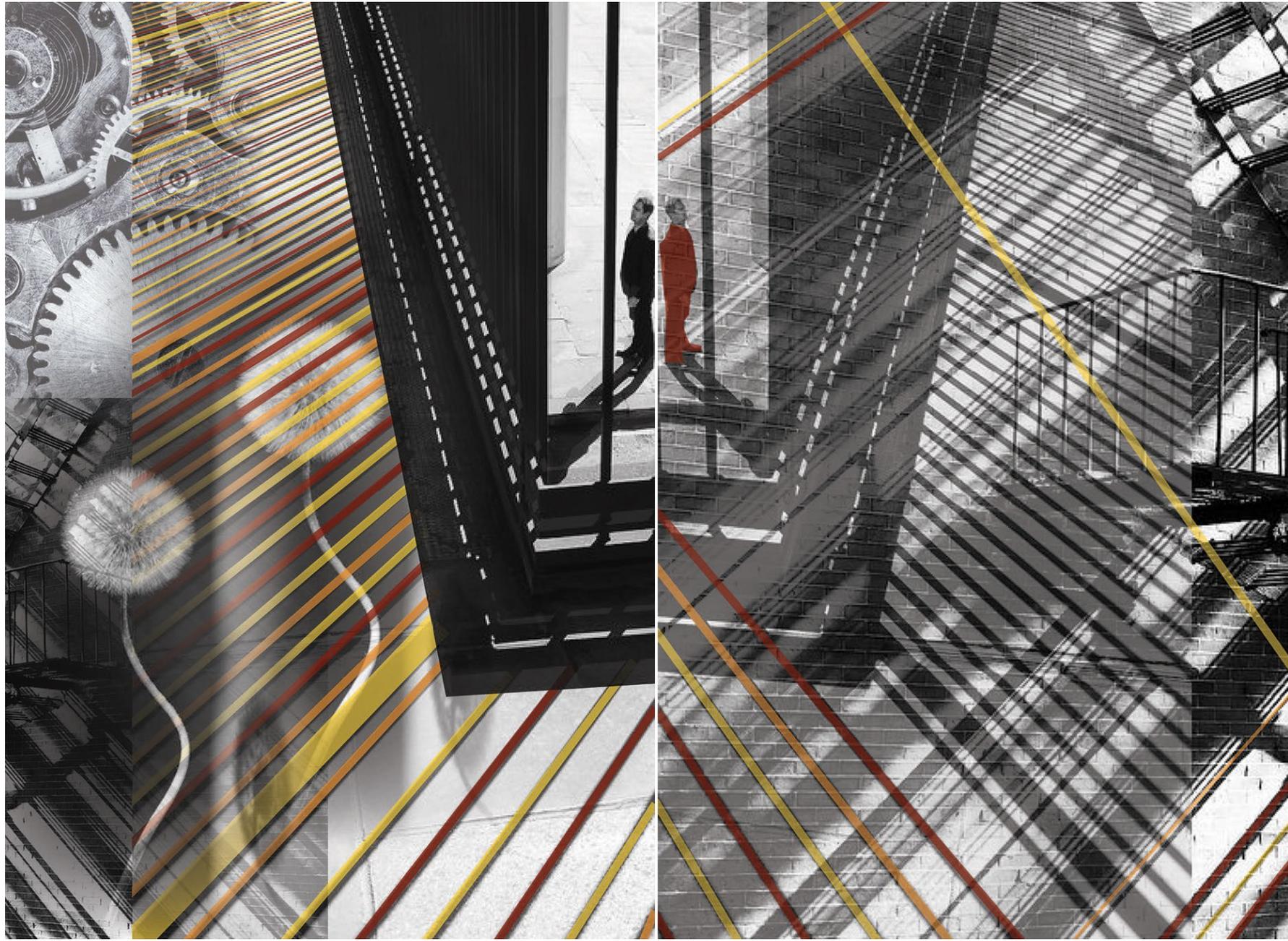


Tanya Skaff

taniaskaff95@hotmail.com

The Real Life

The Real Life is a collection inspired by a person who was born in the 1960s and has always been fascinated by things that turn, move, and rotate, leading to him becoming an engineer. Learning about mechanics and things that happened in the '60s inspired Tanya to dig deeper into this era. Motivated by her research, she created garments inspired by an engineer's uniform, playing with oversized silhouettes and different fabrication methods, looking to integrate technology into every aspect of the collection.

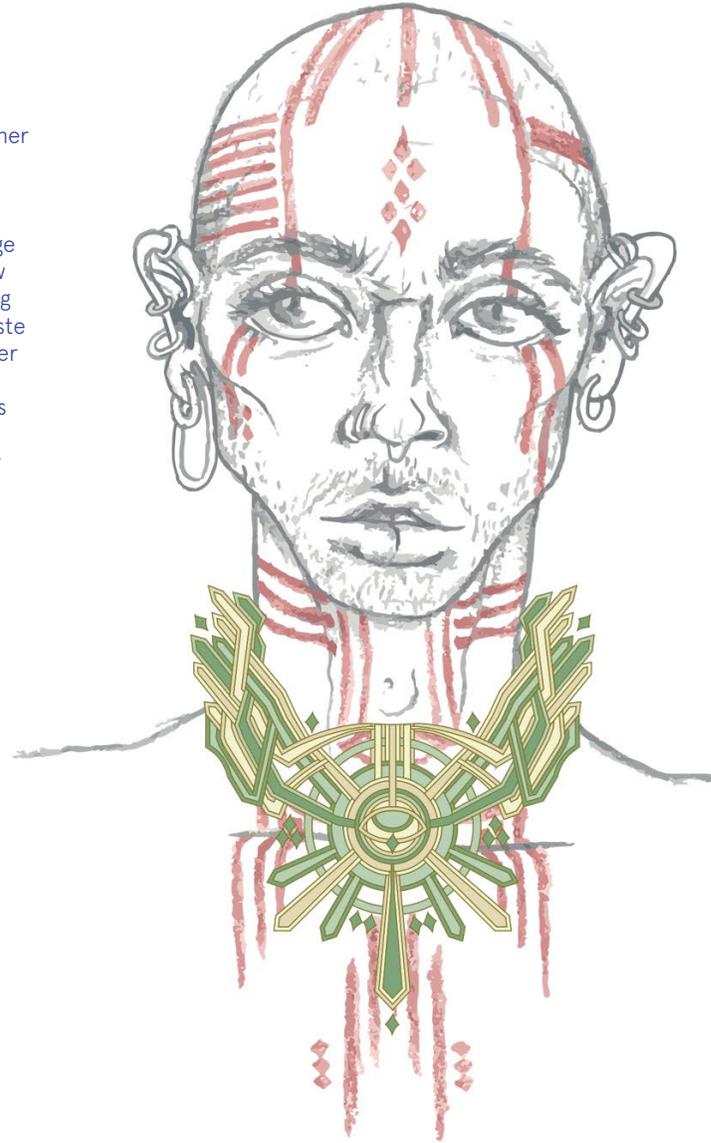


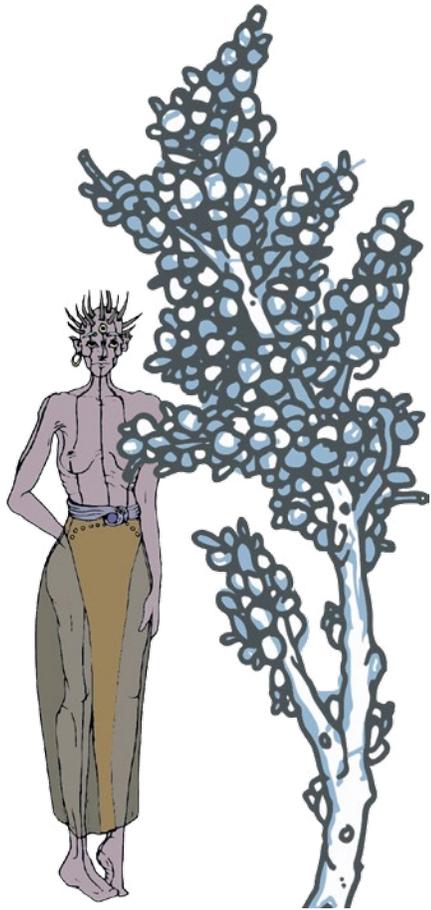


Philippe Elriachi
philippe.elriachi@gmail.com

4 TRIBES

Philippe El Riachi is an apparel designer who employs design philosophies grounded in notions of wearability, durability, and ethically sound production. His techniques challenge learned methods by developing new substrates and focusing on upcycling through found objects and zero waste pattern drafting. Rooted in the Maker Movement, his collection, 4 TRIBES, consists of a wide range of products including materials and software developed for designers' use rather than mass consumption.

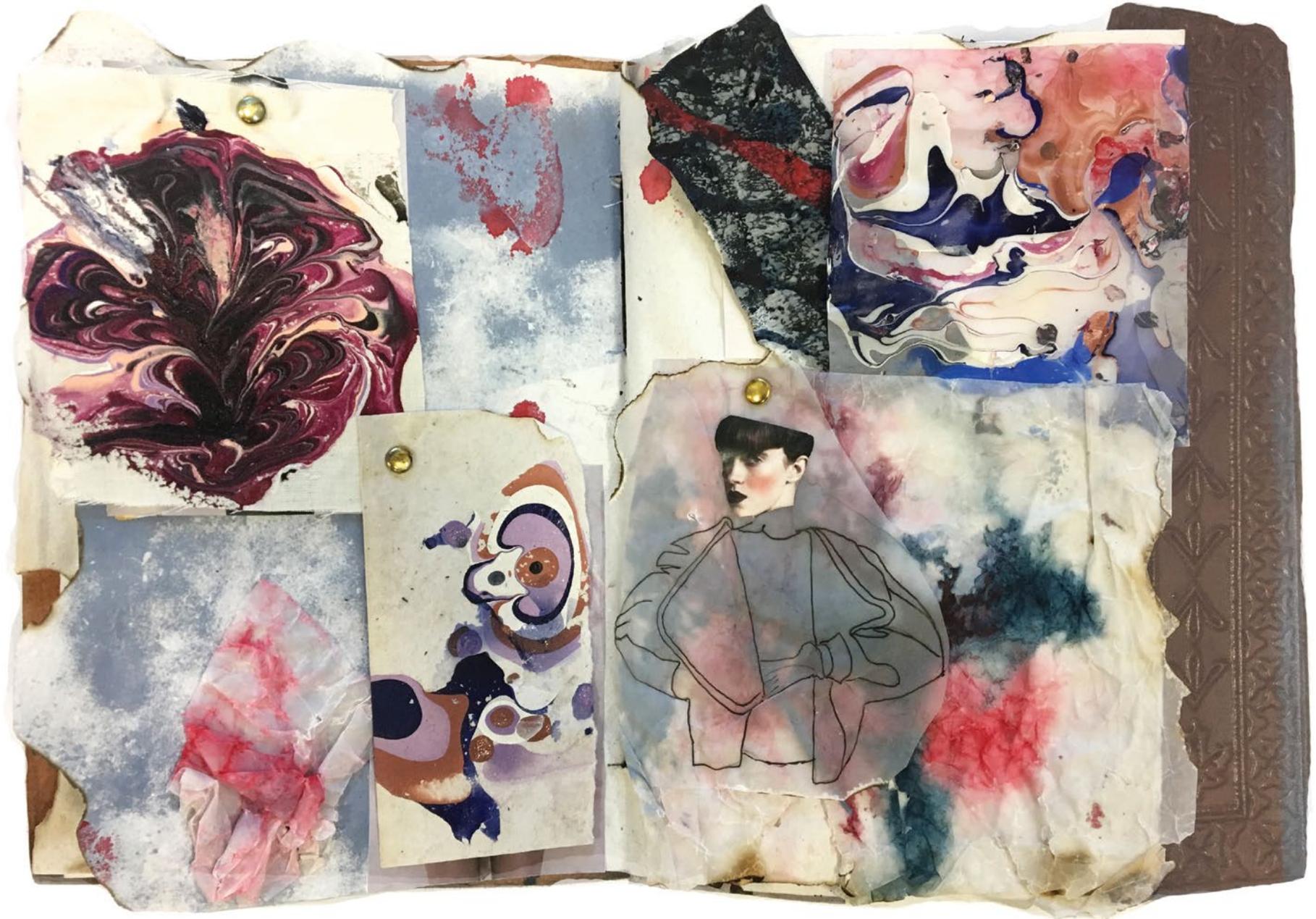




Chantale Nour Hassoun
chantalehassoun54@gmail.com

Serpentine

Serpentine, is based on the curves of a woman's body. Inspired by the beauty standards of the 1960s, this collection revels in a positive approach of self-celebration and self-confidence. All female figures are appreciated equally as womanly curves inspire voluminous garments, and voluptuous silhouettes are paired with form-fitting pieces designed to be functional, which can be adjusted using zippers or metallic shapes in accordance with the body size of each woman. In this collection, avant-garde and unique design aesthetic clearly deliver a loud message of self-acceptance, no matter one's shape or figure.





Ghaidaa Ibrahim El Housseini

ghida.h.ibrahim@gmail.com

Zoku

Zoku is inspired by different Japanese gangs from different eras, like the Bosozoku and Yamagishi gangs, whose tattoos found their way into her prints, mixed and blended with traditional Japanese attire.





Nour Khalil

nourkhalil12@hotmail.com

The Second Summer of Love

The Second Summer of Love is a streetwear/ready-to-wear collection inspired by the 1990's culture and contemporary American art. Capturing the century's music, film, and rave culture, the collection conveys a fun and nostalgic feeling, taking inspiration from neon art such as Bruce Nauman. Bold prints and illustrations dominate the collection. Garments come to life through colors, fabrics, and different art mediums and techniques, such as digital printing, silkscreen, neon tubing, etc.



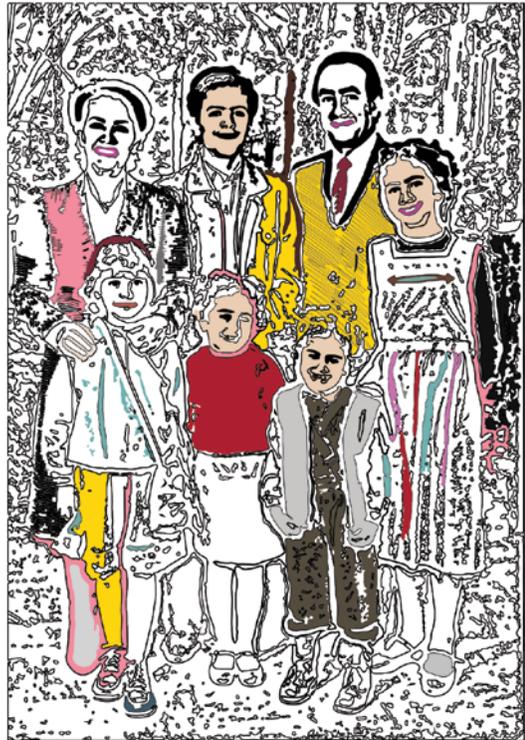
DULL
BOY



Mikaella Nassar
mickaellamnassar@gmail.com

Marie-Noël

Marie-Noël is a tribute to the designer's mother, narrating her story from childhood to the time of her passing. Inspiration is drawn from the work of various different artists such as Bob Mackie, Cher's costume designer, as well as Andrew Logan, who was the designer's mother's favorite artist, and whose winged horses with their terrestrial setting function as a metaphor for her transition to the heavens. Each stage of the mother's story is reflected in the different outfits through the use of particular elements characteristic to each.

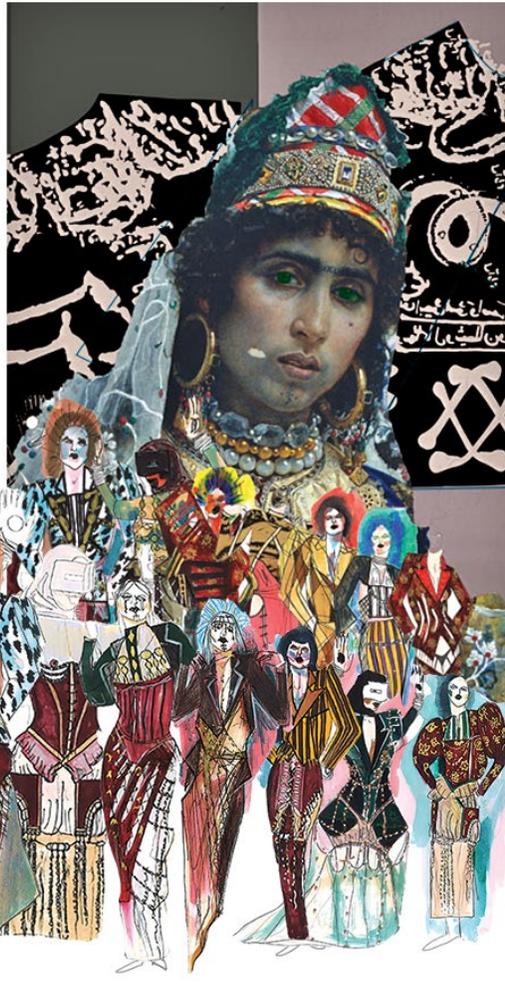




Therese Samir Raffoul
therese.raffoul1@gmail.com

Perversions of Quiet Girls

This graduate collection explores the stunted evolution of women in the MENA region. It is inspired by historical women such as Fadma N'soumer, Shirin Neshat, who have exhibited immense strength and genius in the face of adversity and oppression. It is a suggestion of what these women might look like today had their voices not been muted, had their sexuality not been erased and had they not been robbed of their supernatural powers. It explores the almost mystical aura that surrounds these women, the secrets behind their Kohl, the powers behind their Persian spells, the pain of their marginalization and the greatness of their emancipation.





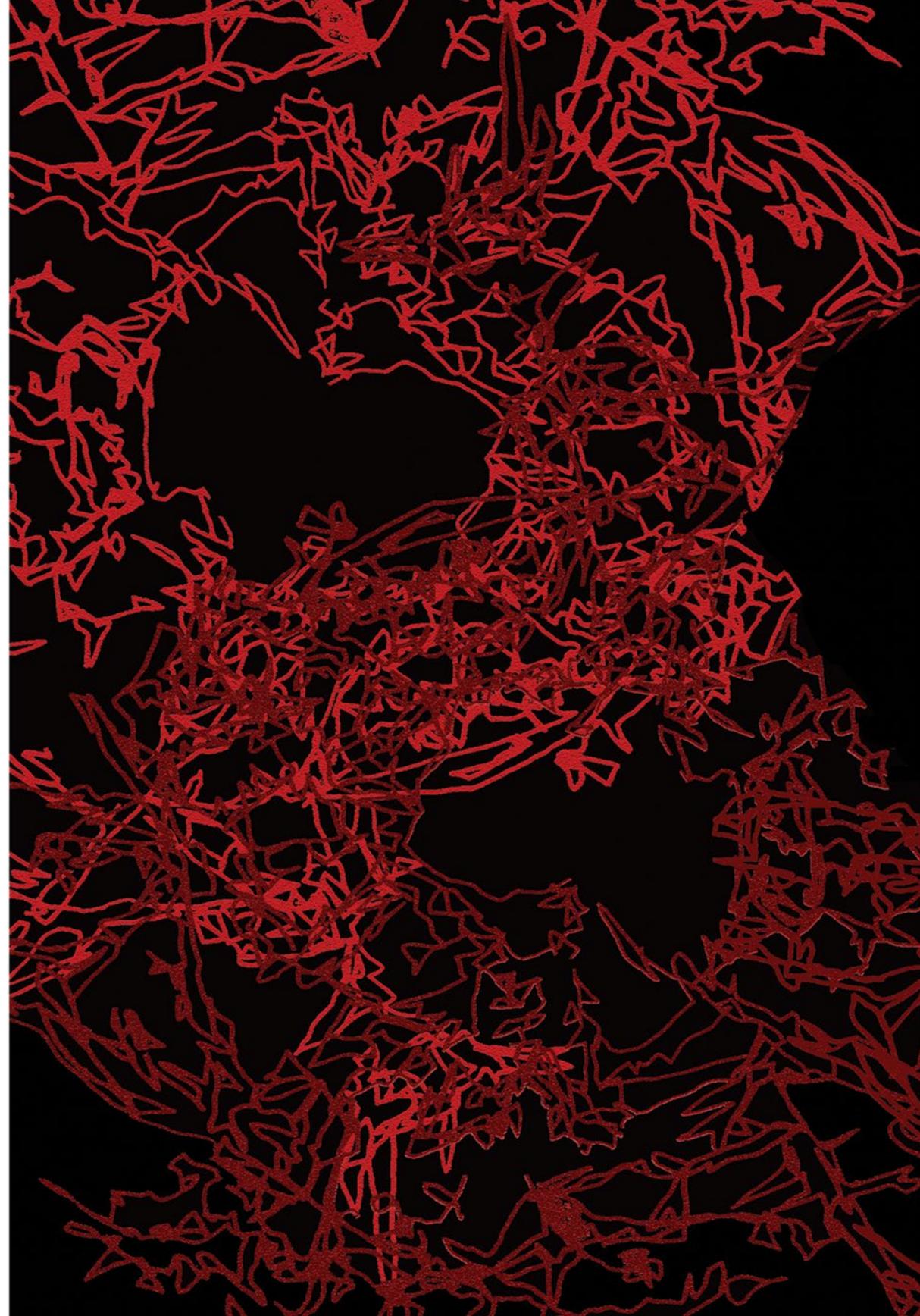


Martine Sayegh

martine.sayegh@hotmail.com

Seem

Seem is a revisit of the life of Mata Hari, a double agent forced to use her body to seduce men in order to retrieve information for the CIA. By playing with the spy aesthetic and the modernization of this character, elements of futuristic architecture are introduced, resulting in structured tailoring mixed with lingerie. Bias cut dresses, for example, allude to the enticing role female spies are obliged to take on. The resultant visuals evoke something purposefully mysterious and provocative, revealing the hidden manipulation of women at the heart of this roleplay, and proving that not everything is always what it seems.





FABRICATION DETAILS



Nour Khalil



Philippe Eriachi



Mikaella Nassar



Chantale Nour Hassoun



Therese Samir Raffoul



Ghaidaa Ibrahim El Housseini



Tanya Skaff

Jana Abou Zahra

Martine Sayegh

Ghenwa Al Alam

Jihane El Semrany

Yara El Sabbagh

Celine Dagher



Karen Heard
Mapping Creativity: The Journey of an Idea

In this lecture, London College of Fashion academic, Karen Heard will explore how ideas evolve into products, be they fashion, accessories or products. Inspiration comes from everywhere and depends on our ability to perceive the potential in the mundane and everyday things we generally ignore. Successful designers are those who are constantly curious about the world in which they live and work.



Linda Watson
Watson on Westwood

Linda Watson will be exploring the work and life of Dame Vivienne Westwood. Once the rebel fashion designer and founding co-creator of Punk, Westwood has come full circle: A former outsider, she is now a global celebrity. Universally shunned in the early years for her anti-establishment sentiments, Westwood has used her fame to promote causes close to her heart including climate change and fashion as a life-enhancing commodity.

MAPPING CREATIVITY:
 The journey of an idea
 FEBRUARY 20th, 2019
 12:00 - 1:00 PM
 WKSC 201

2019
KAREN HEARD
 FASHION DESIGN

WWW.SARD.LAU.EDU.LB
 ART & DESIGN
 LAU School of Architecture and Design

VIVIENNE WESTWOOD:
 FEARLESS FASHION ICON
 MARCH 6th, 2019
 12:00 - 1:00 PM
 WKSC 201

2019
LINDA WATSON
 FASHION DESIGN

WWW.SARD.LAU.EDU.LB
 ART & DESIGN
 LAU School of Architecture and Design

ATELIER VISIT

INTERNSHIP AWARD

TRAVEL AWARD

SENIOR JURY

PRIX DU JURY

The highlight of the fashion design program is the senior jury, in which students have the opportunity to present their collection to globally renowned designer and visionary, Mr. Elie Saab. This can be daunting, not least because a unique vision is being seen in its entirety for the first time on models and in a formal academic setting.

At the beginning of the program, students visit the ELIE SAAB atelier to see the complex process of making world-class haute couture and meet Mr. Elie Saab to learn about his unique journey within the world of luxury fashion. As the program progresses, an internship is awarded, and in the final year, a travel award is also given to an outstanding student. This is followed by the senior jury and runway show, where Mr. Saab presents the Prix du Jury to an outstanding young designer.



PRIX DU JURY AWARD

Tatyana Antoun

PORTFOLIO AND CONCEPT AWARD

Genny Haddad

CRAFTSMANSHIP AWARD

Yasmine Hassouna

ENTREPERNEURSHIP IAAF AWARD

\$10,000 AWARD BY INAS ABOU AYYASH FOUNDATION

Lea Maria Nahas and Diala Dabbous

JURORS

Juries are an integral part of the program and an opportunity for designers to explain and defend their rationales.

ELIE SAAB Fashion Designer | **RITA LAMAH** Personal Stylist & Blogger | **LARY BOU SAFI** Designer, Stylist, TV Personality | **RABIH SALLOUM** Professor of Philosophy . AUB | **TANIA HADDAD** Fashion Designer | **HUSSEIN BAZAZA** Fashion Designer | **ALAA NAJD** Fashion Designer | **CYNTHIA MERHEJ** Fashion Designer | **DR. MIRVAT EL SIBAI** Professor of Biology . LAU | **MAYA MUKKI** Jewelry Designer | **NANCY EL FATA** Interior Designer, Accessory Designer | **DR.SARIA GEBEILY** Industrial Designer | **RANDA ABDEL BAKI** Chair of Art and Design Department . LAU | **LARA SAAB** Administrative Manager . Ashkal Alwan | **LARA HAJJ** Jewelry Designer | **LINDA WATSON** Reader in Fashion . Northumbria University | **KAREN HEARD** International Academic . London College of Fashion



The Fashion Design academic team with Rita Lamah, Hussein Bazaza and Rabih Salloum after the December 2018 jury.

INTERNSHIPS

Internships give young designers the opportunity to engage firsthand with practitioners in the creative industries.

CAMIEL FORTGENS Amsterdam | **DILARA FINDIKOGLO** London | **ELIE SAAB** Beirut | **EMILIO DE LA MORENA** London | **ESPOSA** Beirut | **EUDON CHOI** London | **FASHION FORWARD** Dubai | **FAUSTINE STEINMETZ** London | **FFIXED STUDIOS** Hong Kong | **FIRAS ABOU HAMDAN** Beirut | **GEORGES CHAKRA** Beirut | **GEORGES HOBEIKA** Beirut | **INAASH** Beirut | **JESSICA K** Beirut | **JUDY WU** London | **LARA KHOURY** Beirut | **LES ATELIERS GRANDIS** Paris | **LÉO** Antwerp | **MAIKA** Beirut | **MARIA GRACHVOGEL** London | **MARY KATRANTZOU** London | **MILIA M** Beirut | **MIRA HAYEK** Beirut | **MIREILLE DAGHER** Beirut | **MISSAK HAJIAVEDIKIAN** Beirut | **NATHALIE BALLOUT** London | **RABIH KAYROUZ** Paris | **REEM BAYDOUN** Beirut | **SARA MELKI** Beirut | **SIMEON MORRIS** Amsterdam | **STUDIO SAFAR** Beirut | **THREEASFOUR** New York | **TONY WARD** Beirut | **WINDOWSWEAR** New York | **ZUHAIR MURAD** Beirut | **YASSMIN SALEH** Beirut | **DIAMOND DOGS** Beirut | **REEM KACHMAR** Beirut | **FYODOR GOLAN** London | **MANNISTO** Finland | **MISS K** Beirut | **TUBA ERGIN** Istanbul | **NIHAN PEKER** Istanbul | **BASHAK CANKES** Istanbul | **MARWAN & KHALED COUTURE** Beirut | **RONI EL HELOU** Beirut | **REEMAMI** Dubai | **FAISSAL EL MALAK** Dubai | **MIRJAM ROUDEN** London | **BY ANY MEANS** Beirut | **HASSAN IDRIS** Beirut | **SHARON WAUCHOB** London | **MARQUES ALMEIDA** London | **MONTCE SWIM** Florida



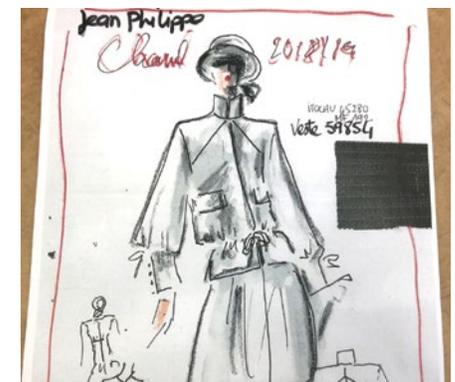
Atelier Chanel Spring '18



Fitting Yves St-Laurant Spring '18



Elie Saab "A Tale of Fallen Kings" Fall-Winter '17 '18



Sketch by Karl Lagerfeld for Chanel, Spring '18



"New Wave" Runway Show 2018

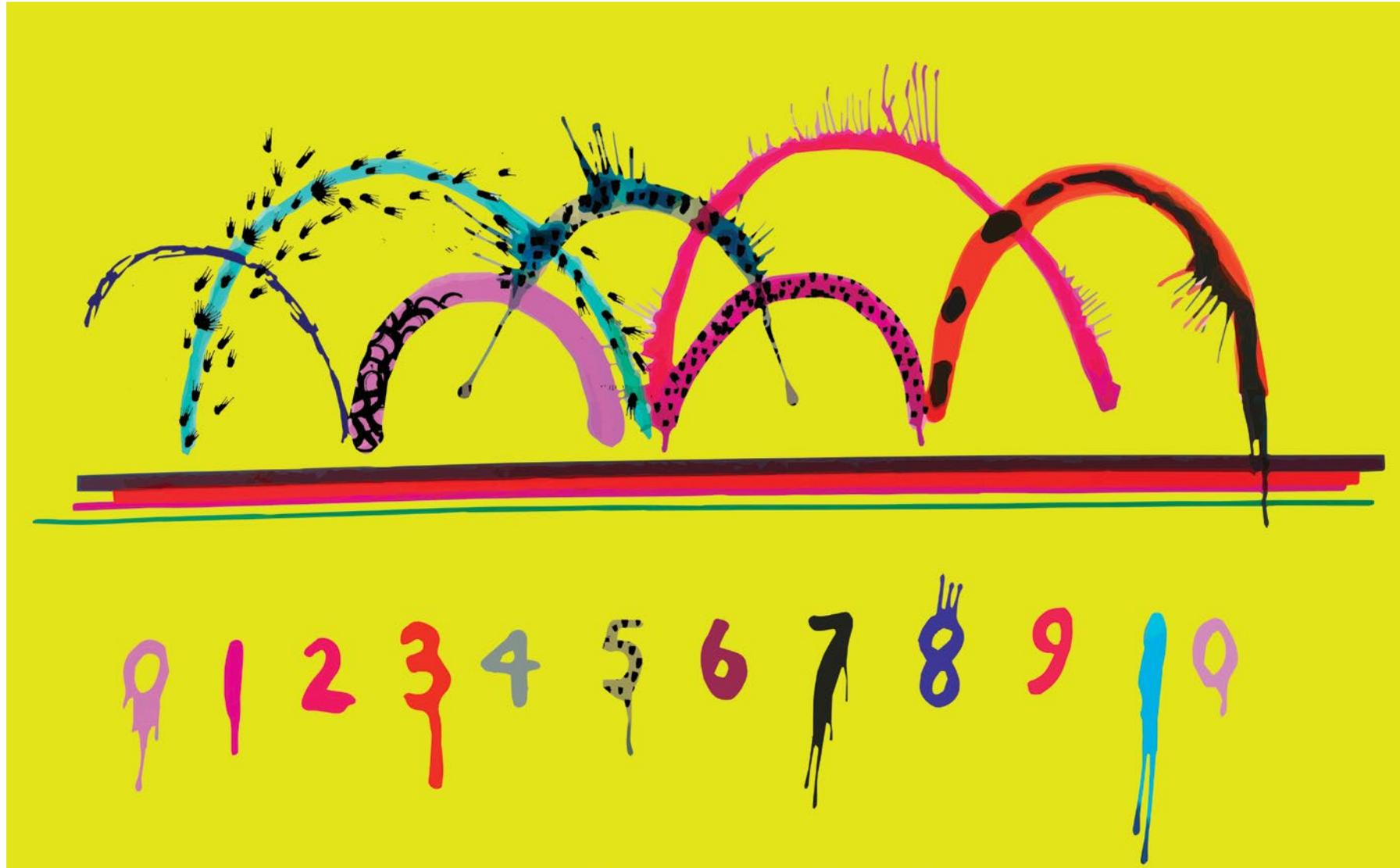
DESIGNERS' CREDITS

- 16 **GHENWA AL ALAM**
Photographer: Ghadi Al Alam
- 20 **CELINE DAGHER**
Photographer: Leah Skayem
Model: Demi Kanaan
- 28 **JIHANE EL SEMRANY**
Model: Mr. Lebanon Farid Matar
Photographer: Bernard Moukarzel
- 36 **PHILIPPE ELRIACHI**
Photographer: Rosette Stephan
Models: Raghid Awada,
Philippe-Henry Riachi
- 40 **CHANTALE NOUR HASSOUN**
Photographer: Rayan Chehab
Model: Ghaidaa El Housseini
- 44 **GHAIDAA IBRAHIM EL HOUSSEINI**
Photographer: Nour Alhouda Chaaban
Model: Wissam Osseily
- 52 **MIKAELLA NASSAR**
Photographer: Youssef Itani
Models: Paloma Nassar, Tara Idriss,
Sarah Zeidan, Diane Sophie Tomb
- 56 **THERESE SAMIR RAFFOUL**
Photographer: Aia Atoui
Models: Luana Tabbara, Celine Dagher
- 60 **MARTINE SAYEGH**
Model: Yara Mattar

0-10 SCALE

On days when everything is going wrong or problems seem insurmountable, remember this illustration. The game is not won by reaching a 10, but rather by aiming for a 6 or 7 and realizing that some days are just terrible. All problems have solutions when you allow the answer to present itself.

Believe.



CREDITS

PLAY is a compilation that was made possible through the collective efforts of everyone at the Fashion Design Program, Department of Art & Design at the Lebanese American University.

DEAN, SCHOOL OF ARCHITECTURE & DESIGN
Dr. Elie Haddad

CHAIR, DEPARTMENT OF ART & DESIGN
Randa Abdel Baki

ASSOCIATE CHAIR, DEPARTMENT OF ART & DESIGN
Melissa Plourde Khoury

PROGRAM COORDINATOR
Jason Steel

ADJUNCT FACULTY
Missak HajiAvedikian

PART-TIME FACULTY
Niloufar Afnan
Siwar Kraytem
Cynthia Merhej
Alaa Najd
Yesr Saab
Angelique Sabounjian
Lunma Saleh
Aline Seukunian
Suyin Tsang

FASHION DESIGN LAB SUPERVISOR
Raya Salloum Hamadeh
Tatyana Antoun, Lab Assistant

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CATALOGUE
Creative Direction: Randa Abdel Baki
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Beirut Campus
P.O. Box 13 5053, Chouran
Beirut, 1102 2801 Lebanon
T +961 1 786456/64
F +961 1 867098

Byblos Campus
P.O. Box 36, Byblos, Lebanon
T +961 9 547254/63
F +961 9 944851

New York Office
211 East 46th Street
New York, NY 10017
USA

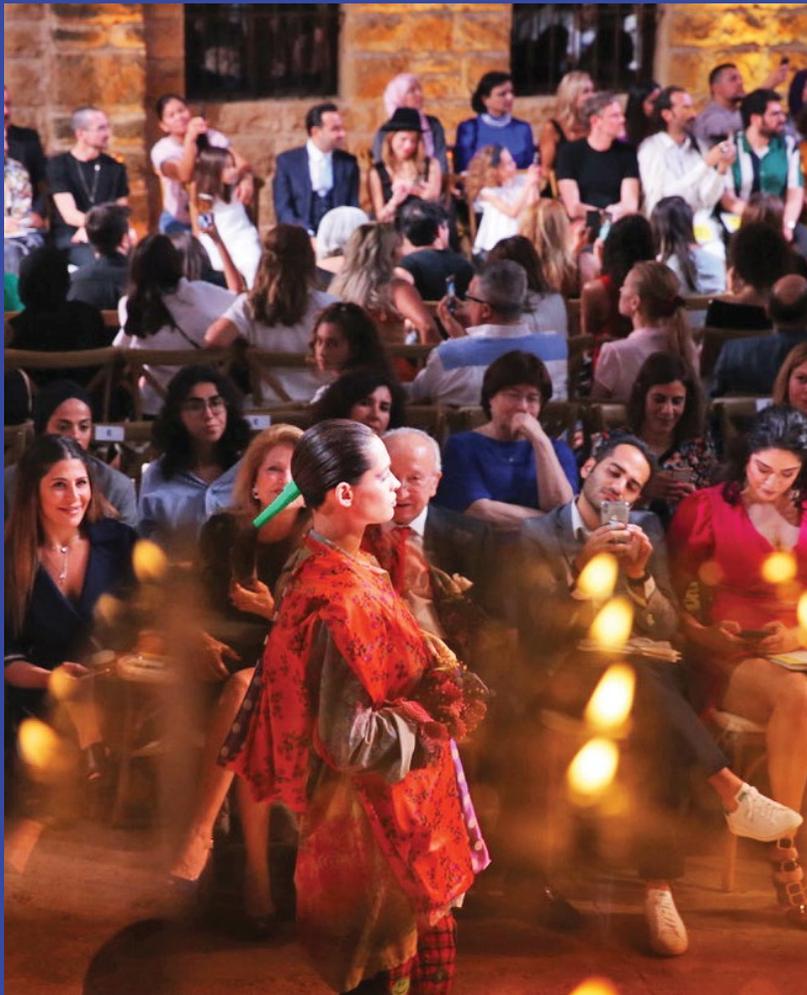
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@lau.art.design



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"New Wave" runway show 2018