



Amal Al Azhari

I dream of building my private empire

Her passion, ambition and love toward the world of fashion changed her life completely, so she left her diploma and her long-time career so she can start from level zero in the world of fashion, a new world she knows nothing about except her passion. She is the designer Amal Al Azhari who we met to know more about her career and her designs.

Four years ago, you took a decision that changed your life completely, tell us more about it?

Four years ago, I decided to enter the world of fashion despite that I didn't study fashion and I was just in love with this world. I had a Master's degree in "International Affairs and diplomacy" and I worked in this domain, but I was not really happy. I became more patient and more positive after being negative all the time. I had no personal life and I was working for others. But today I work passionately for my own interest and my life changed 180 degree concerning my happiness.

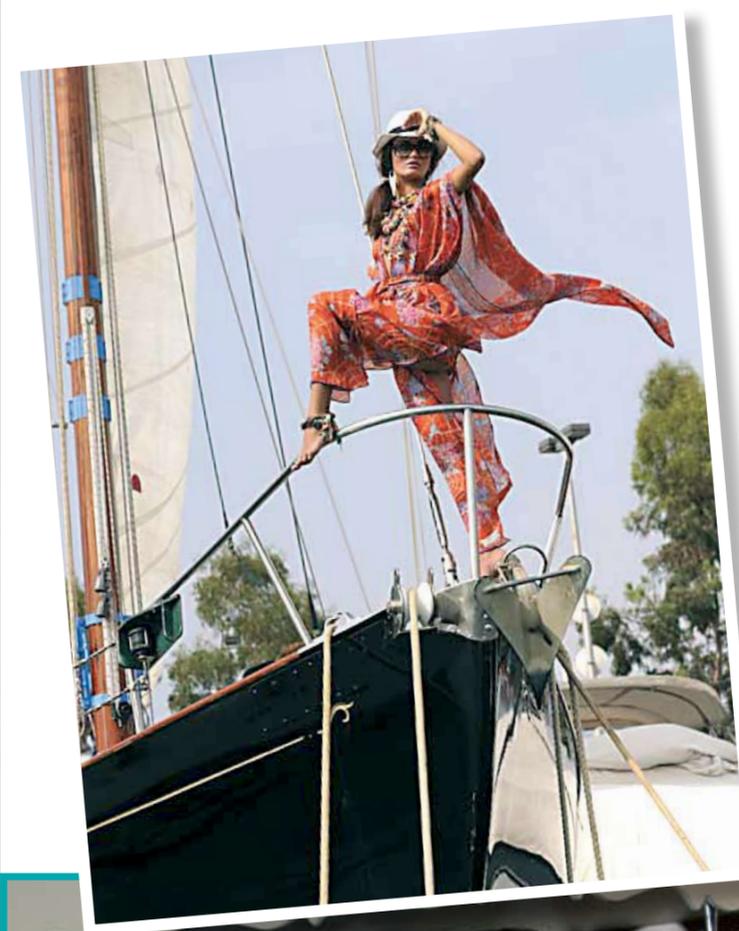
How did you take such decision and who helped you?

All my life I adored fashion, but I knew nothing about this domain. My husband's cousin, Samia Al Azhari, who is also a professional tailor, helped me a little, so I learned from her the technique of sewing and choosing textiles. I started

making clutches and I used to organize shows at home and invite my friends, and after a while I started designing Abayas. And after becoming pro, I got rid of them especially that my husband helped me opening my private atelier.

Your designs are now diffusive in more than 12 Arabic and Western countries, a soon in Russia, what does this means to you?

I was shocked when I was at St. Tropez and I found Russian women wearing my designs! I have never thought of something happening with me in my life similar to this especially that I know nothing about the Russian style



and the market in this country, and we all know that it has a cold weather and that my designs are related to the beach... I was pleased when I knew that what I have presented got the Russian women's attention and I hope I would find all the success when I will be there.

How far are you proud with what you have achieved and to whom you dedicate it?

I am really proud of what I have achieved with the full support of only my husband, so we discuss every step I make and this because of his experience in the market.

What is the secret behind your success? The ambition, the passion or the luck?

The luck is the product of all these, I mean the ambition, the passion and the love for work... luck doesn't come alone, but after hard work, will and deep decision for achieving all dreams, then comes the luck which makes you meet one designer or one celebrity related to the domain you are in, and so the door opens.. I participated in many shows, I faced many difficulties.

What characterizes your designs from others?

Despite that my designs are specialized for beach Abayas, but the woman can adopt them for any special occasion by adding elegant accessories or a special clutch. And what is special in my designs is that I make handmade accessories and put them on the back of many abayas and I choose most of my textiles from India especially the Bohemian and I only use the real snake leather.

What designer impressed you the most?

I really like Valentino, I adore his designs and special line and I dream of his empire and international fame, but he didn't impress me. The one who did is Christian Lacroix because of his magical way of mixing colors and assembling textures and I learned this technique from him. I'm also in love with Elie Saab's elegant and distinguished designs. He is my friend and I watch all his shows.

What do you dream of achieving in the future?

I have one dream I wish to achieve in my life, which is to build my private empire and I am for the moment working on my first collection of ready to wear and I should be launching it next winter.

Beside your work, you are a mother for two children, tell us more about them and how do you manage between your work and your responsibilities as a mother?

Rayan Aboudi (4 years and a half), and William Omar (two years and a half) and they are all my life. I take care of each and every detail related to them, their food, their sleep, their education and I never disregard them despite the pressure I face in my work... what should it matter if I gain my life and I failed raising my children.