



AMAL AZHARI

**TRENDING WITH
EXPERIMENTATION**

Vibrant and pulsating with life, the colours and prints on the Amal Azhari kaftans are so mesmerising we could hardly take our eyes off them. The pieces are perfect accompaniments this season whether for celebrating the Holy Month and Eid or a beachside summer escapade. Marketing wiz turned designer Amal Azhari began making kaftans and bags in 2005 and quickly gained success following her presentation at Paris Fashion Week the year after. As her collections debut in Qatar this season at Per Lei Couture boutique, we caught up with the designer on a 101 to her work.



INSPIRATIONS AND DESIGN

In my creations, I strive to fuse elements of civilizations and cultures from all around the globe. Everything I encounter inspires me in ways I can't explain. I look upon my family and home as the primary sources of inspiration, especially when I retire to do my study late into the night. I jot down all sorts of ideas and thoughts in my notepad which I keep close all the time. My latest collection, Wind, is inspired by the desert, the golden sands and dunes. It is a piece of art full of vivid eye-catching colors that reflect a spirit full of life and joy. It is a fusion between the bohemian style and an easy-going pattern, giving a feminine aura. Wind was mostly made of three types of fabrics with Indian designs, manufactured from cotton, silk and chiffon transparent fabrics.





HISTORY

Ever since I was a child, I used to frequently head down to our family-owned sandy beach resort in north Lebanon, wearing puffy loose clothes, which earned me the nickname "the tanned gypsy". The turning point in my career took place whilst I was attending an event in southern France, where I wore for the very first time, an abaya of my own design. I received compliments and praise which gave me the push I needed to actively start designing my own collection.





THE MIDDLE EASTERN MUSE

Middle Eastern women have a unique aura, an air that stands out from other women elsewhere. Arab women are stylish, love fashion, and always strive to better themselves. This sense of self-worth motivates me in designing pieces that reflect these characteristics. As a muse, the Arab woman inspires me to stay innovative, to constantly aim to raise the bar in my next collection.

