



**ELIE SAAB**



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## INCEPTION OF THE BRAND

Elie Saab was born and raised in Damour, a town in Lebanon. Before Saab turned 10 years old, he had an interest in fashion. He taught himself to sew and made dresses by sewing scraps of fabrics together with the help of his sister. At 18 years old, Saab created his fashion label and studio Elie Saab in Beirut, the capitol of Lebanon. Saab was influenced by Western silhouettes and Middle Eastern flair (Hallas, 2021).

## RETAIL BOOM



After Saab launched his label, he was gaining popularity little by little throughout the years within his country and certain parts of the world. Although his label gained some popularity, he still wasn't as big and widely known. But in 2002, that changed when Halle Berry wore a dress that included an embroidered gown and a crimson taffeta skirt to the Oscars. This made Saab become known and popular in the U.S. especially in Hollywood as Halle Berry would go on to win the Best Actress award (Hallas, 2021).

Ever since Elie Saab created his label, he has opened numerous stores in certain regions such as Europe, the Middle East, and Southwest Asia. In 2017, Saab added a new location to his list across the world. Saab opened their New York flagship store located in 860 Madison Avenue. This is their first location in the Western Hemisphere (Muret, 2017).



# PORTFOLIO



**Dresses**



**Interior Design**



**Fragrance**

## MAJOR CHALLENGE

A major challenge Elie Saab faced was the destruction of their Beirut office. In 2020, there was a financial crisis in Lebanon that led its economy to go into freefall which resulted in street protests and riots. A couple days after these protests and riots started, there was an explosion at the main Beirut port which caused hundreds of casualties and billions of dollars worth of property damage. Saab's Beirut office was caught in the explosion which was horribly damaged and put a pause to any current and upcoming projects like their collection for the 2020 Paris fashion show. As a result, Elie Saab obtained a new showroom and office space to continue working on their collection for the 2020 show. Saab and his team did not give up even after these obstacles (Paton, 2021).

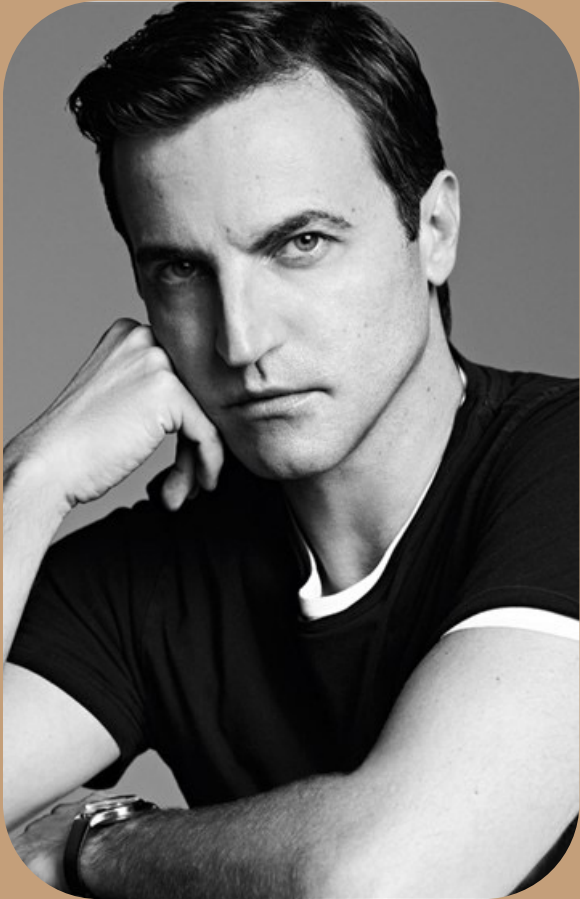


## MAJOR SCANDAL

A scandal Saab faced was posting a photo on Instagram of the actress, Gal Gadot, in a blue sash dress from Elie Saab with a caption that read “flawless”. This caused the label to face backlash because of the tension between Israel and Lebanon. Elie Saab being from Lebanon and Gal Gadot from Israel, many believed that both parties shouldn’t show support for one another, meanwhile others disagree. Saab saw the backlash they were receiving and decided to take down the photo from their Instagram page (Gerken, 2018).



**TOP 3 COMPETITORS**



**LOUIS VUITTON**



**Dolce &  
Gabbana**



**Alexander  
McQueen**

## SHIFT TO CURRENT POSITION



Elie Saab started off as creating and designing bridal gowns for specific clients, slowly getting his name out he grew to creating and designing dresses with Eastern and Western influences. As Elie Saab stated, “I like feminine elegance, not extravagance” (Nast, n.d.). In 2011, Saab entered the fragrance industry and launched their first fragrance named Elie Saab Le Parfum. Saab decided to add fragrance to his label so he can make women feel gorgeous (“Elie Saab,” n.d.). In 2020, Saab and the Corporate Brand Maison partnered up to join the interior design industry. Both parties came out with a sophisticated and classy collection (Hallas, 2021).



## INTERNATIONAL CAMPAIGN

One major international campaign Elie Saab launched was for the label's fragrance "Girls of Now." The campaign had a series of photos and a video ad showing a group of three women heading to a private club and showing an attitude of them owning the night. The campaign was powerful because at the time, "Girl Squad" was very popular because of celebrities like Taylor Swift displaying women dominance and their personalities (Emma, 2018).



THE NEW FRAGRANCE  
**ELIE SAAB**



## **BRAND STRUCTURE**

In the next 30-50 years, Elie Saab will continue to grow its label by launching more haute couture and ready to wear collections, fragrances, and interior furniture. Elie Saab will also do more partnerships to expand into other markets, as well as collaborations to release new and different collections. The label will also have multiple haute couture and ready to wear collections for men, as the label is starting to display menswear in their upcoming shows (Farid, 2022). The label will also its ready to wear collections in over 200 retailers and its haute couture collections in over 20 of its locations, with more than 5 locations being in the Western Hemisphere.

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