



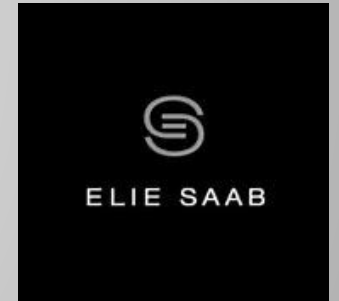
Getting to know
Vera Wang
and
Elie Saab



By Mercedes Potts

Outline

- Introducing the Designers
- Look(s) the Designers are known for
- The Brands of the Designers
- The Importance of the Designers



Introducing the Designers

Background - Vera Wang

- She was born on June 27, 1949, in New York City, New York (currently 69 years old)
- Attended Sarah Lawrence University, where she earned a bachelor's degree in Art History
- Was a talented figure skater, but failed to make the U.S. Olympic team
- Worked for Vogue magazine for 15 years as Senior Editor
- Then became Creative Director for accessories at Ralph Lauren for 2 years
- Opened her own bridal boutique in the Carlyle Hotel on Madison Avenue in New York City at the age of 40

Background - Elie Saab

- He was born on July 4, 1964, in Damour, a suburb of Beirut, Lebanon (currently 54 years old)
- At the early age of nine, he showed an interest in fashion creating sketches and learning how to sew
- His family moved closer to Beirut when Damour was burned down in 1976, a year after the Lebanese war began.
- He went to a design school in Paris but quickly decided to drop out
- At 18 years old, he opened his first atelier in his home country

Look(s) the Designers are known for

Vera Wang

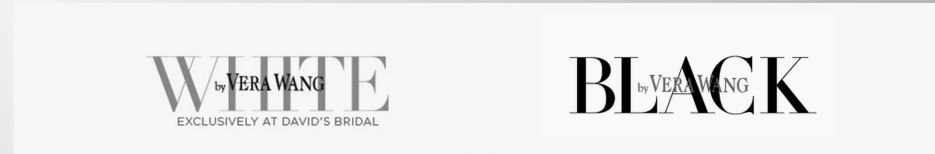
- She is best known for her elegant wedding dresses that fuse modern and traditional aesthetics.
- Her designs are wedded to feminine detail, intricate layering and exquisite luxury.
- The fabrics she uses are the best quality and imported from Europe. These fabrics include silk crepe, silk faille, french tulle, and a variety of laces specifically from Italy and France.
- Also razor cut fabric has become a Vera trademark.

Elie Saab

- He is known for his stylish wedding gowns and haute couture dresses that have an intermixture of Arabic and Western influences.
- is renowned for his use of rich materials such as taffeta, organza and satin intertwined with lighter, more fluid fabrics like muslin and lace.
- His elaborate gowns also include sequins, semi-precious stones, and Swarovski crystals (a kind of precisely-cut lead crystal) sewn into feminine curves and shapes.

The Brand of the Designers - Vera Wang

- Her main range collection has three brands, which are her Couture, Bride, and Fashion (Ready-to-Wear) line.
- Wang's lifestyle collection consists of nine brands which are White by Vera Wang, Black by Vera Wang, Bedding, Papers, Flowers, Fragrance, Simply Vera Vera Wang, and Tabletop.



The Brand of the Designers - Elie Saab

- The Elie Saab label has three main lines, ELIE SAAB Couture, Elie Saab Ready-to-Wear and Elie Saab Accessories.
- He also has another bridal line sold all around the world under the “Elie by Elie Saab” brand.
- The Elie Saab company has also added Elie Saab fragrances as well.



ELIE
by ELIE SAAB

ELIE SAAB
LE PARFUM

The Importance the Designers

Vera Wang

- Never let anything get in the way of her dream to become a designer, not even her father refusal to support her.
- She has always had this fearless approach when it comes to her love of fashion.
- Also her bridal collection includes women who were considered “too old” to being getting married.

Elie Saab

- Even though people didn't understand why his opened his atelier in Lebanon, he knew that is country was his inspiration for his creativity
- Has made a name for himself with his beautiful, ultra-feminine designs
- He is the first non-Italian and Arab designer to become a member of the Italian Camera Nazionale della Moda (the National Chamber of Italian Fashion)
- He was also the first Arab to be admitted to France's Chambre Syndicale de la Haute Couture, which is the governing body if the French fashion industry