

# FZ A S H I O N W I N D O W



## ZUHAIR MURAD

Designer Zuhair Murad grew up in Baalbek, Lebanon. Since his childhood, he always dreamt of evading to a world of fantasy. He started sketching dresses at the age of ten, quoted as saying “I don’t recall a day in my life without a pen in my hand!”.

In 1997, Zuhair Murad opens his first atelier in Beirut, catering to a growing private clientele.

In 1999, Murad celebrates his international debut at the Alta Roma Fashion Week, following an invitation from the Camera Nazionale della Moda.

In 2001, Murad presents his couture collection for the first time during Haute Couture Week in Paris, gaining momentum with international media.

In 2005, Murad debuts the first Zuhair Murad Ready-to-Wear Collection, a more simple – yet still aesthetically glamorous – contemporary line designed to meet the expanding needs of his clientele.

In 2007, Murad inaugurates his Parisian “Maison de Couture” in the heart of the Triangle d’Or on “François 1er” Street.

In 2011, Zuhair Murad signs a licensing agreement with an Italian manufacturer, launching a ‘Made in Italy’ Ready-to-Wear line of daywear and eveningwear.

In 2012, the Zuhair Murad Fashion House relocates to a new, eleven-story building in Gemayze, in the heart of Beirut. The majestic space houses not only the corporate offices, but the heart of the Zuhair Murad Design Studio, including designers, pattern makers, tailors and embroidery experts.

The supervisory board of the Chambre syndicale de la Haute couture in Paris elects him as new guest member to the Haute Couture calendar.

The ground floor of the Parisian showroom is dedicated to ready-to-wear collections, whereas a new luxurious yet simplistic floor is inaugurated to display the couture and bridal dresses; it contains a workshop and a design studio conceived as an extension to the Lebanese Fashion House in Paris.

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