

*E. Arsouni*

Edward Arsouni

PRESS KIT



# The Designer

Edward arsouni was born in June 1937, an Italo - Lebanese fashion designer.

Arsouni's fashion sense started at an early age where he later pursued his passion for art by moving to Milano to study styling and fashion designing.

Edward arsouni began his fashion-designing career in the early 30's after graduating From Milan.



Shortly after Edward returned to Lebanon and established the Edward arsouni maison du couture in 1994.

More than 20 fashion shows and video clips were organized in Lebanon, Italy and USA .

His creations inspire all oriental, modern, traditional, fashionable and classic women.





# Mission

Mission of Edward Arsouni Maison du couture is to dazzle and portray the femininity and curves of every women who wears his designs

To Edward Arsouni couture every women is special, unique and should be treated like one, so if, you are looking to be at your best without changing the real you.

If what you are searching for is to reflect the women that you are.

If your goal is to show the femininity inside of you.

If you love who and what you are and you want to revel it then you reached your destination.

# Vision

Our vision is to focus on perfection and put all of our efforts for you to reach it.

Today we are living in a world where all societies, communities, home, individuals, are open to each other and where everything is changing constantly and very quickly. All Women should be open to all the changes.

Edward arsouni sees the world from that angle. Where a woman in all of her aspects should be dazzling.



# Values

Flexibilities in the offer: we personalize the outfit according to your needs.

Good value for price: All of Edward arsouni's creations are embroidered, sewed, and hand made.

Work ethics: we assure that all of our customers will be satisfied with and happy with the result, concerning the duration of the delivery, and the outfit itself .

# Divina

by Edward Arsouni

Since 6 years ago, Edward Arsouni launched his new brand Divina ready to wear in Paris. It made a huge success, as our clients are satisfied concerning the service that we provide to them, plus the finishing, date of delivery, and the sale out is over 75 %.

Simple elegance and a contemporary vision, that is how the Italo-Lebanese-international designer Edward Arsouni presents the beauty of a woman and makes it a priority.



The new Fall Winter 2018/19 Divina, on which Edward Arsouni gave his young and peaceful! view, is "L'armonia"

The collection is based on colorful looks and comfortable textiles made from Mikado, satin, Crepe, Lace, Guipure, Jacquard and a bit of feather which allow the woman certain elegance in her personal and formal event, so that she could be a Diva wherever she is standing out like a unique queen.

# Couture F. W 18/19





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*Divina*  
by Edward Arsouni



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by Edward Arsouni F. W 18/19





*Divina* F. W 18/19  
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*Divina* SS 18  
by Edward Arsouni





*Divina* SS 18  
by Edward Arsouni



# Wedding Dresses 17





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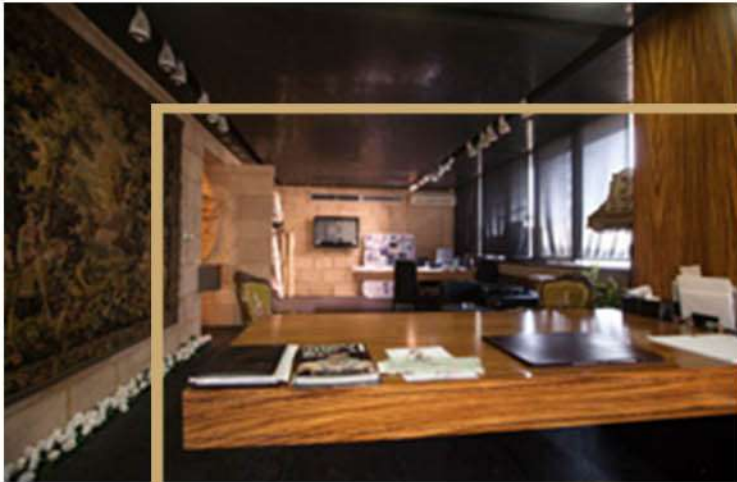
# Retail Distribution



## LEBANON

BEC Tower 8<sup>th</sup> Fl.

Jal EL Dib- Highway Beirut- Lebanon



## ITALY

Corso Vittorio Emanuele II, 18 Lodi

Italy 26900



# Celebrities



MISS RUSSIA 2016 | YANA DOBROVOLSKAYA



THE AMERICAN SINGER | SONGWRITER & ACTRESS JOJO DRESSES



# Celebrities



ACTRESS | DALIDA KHALIL



# Celebrities



**PRESENTER OF STYLE | ALINE WATFA**



# Celebrities



**SAMAR KAMOUJ**



**MAJIDA AL ROUMI**



**MISS LEBANON 2010**



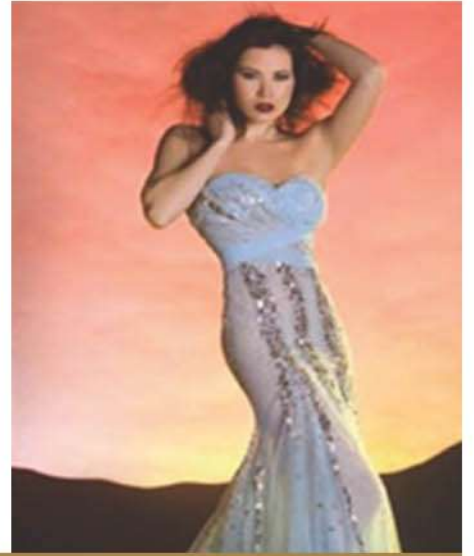
**SINGER ROLA SAAD**



**CHERYL BURKE**



# Celebrities



LEBANESE SINGER | NANCY AJRAM



CHRISTINA MILIAN



VIKTORJIA PASHUTA



DENISE RICHARDS

# Celebrities



FRANCESCA EASTWOOD



RAGHIDA CHALHOUB



RAWAN BIN HUSSAIN



LEBANESE ACTRESS | DIAMAND ABOU ABOUD



# Celebrities



LEBANESE SINGER AND DANCER | MAYA NEHMI



LEBANESE SINGER | DINA HAYEK