



Reem Acra

Reem Acra is a renowned international designer known for her breathtaking collections in Ready to Wear and Bridal. She combines tradition with a modern aesthetic and leads the way by continuously redefining the boundaries of fashion.



While a student at the American University of Beirut, Acra's talent was first discovered by a fashion editor when attending a party. Captivated by the intricately embroidered silk organza gown that Acra was wearing, she was pleased to discover that Acra herself had designed it from her mother's dining room tablecloth. The editor instantly offered to host a fashion show for the budding designer, which took place ten days later with resounding success. Following this encounter, Acra recognized her calling and went on to study at the prestigious Fashion Institute of Technology in New York and its Paris counterpart École supérieure des arts et techniques de la mode (ESMOD).

In 1997, a high-profile socialite wore Acra's first bridal design to her wedding, sparking immediate interest in the designer. To keep up with demand, Acra launched her eponymous line, Reem Acra New York, the same year. After successfully establishing herself in the bridal market with her detailed and innovative couture designs, Acra expanded into Ready to Wear in 2001. Similar to its bridal counterpart, the collection features carefully crafted pieces with ornate beading, flawless embroidery and layered texture details.

Celebrated for her ability to make a woman feel confident and sensual, royalty, heads of state, and celebrities such as Angelina Jolie, Taylor Swift, Jennifer Lopez, Beyoncé, Halle Berry and Selena Gomez have worn her captivating designs to VIP and red carpet events such as the Oscars, Grammys and Golden Globes.

Reem Acra's collections are carried by some of the world's most exclusive retailers including: Bergdorf Goodman, Neiman Marcus and Saks Fifth Avenue in the United States, with an international presence in over two-dozen countries at luxury retail outlets around the world.





Some of her notable accolades include being named the 7th Most Powerful Arab Woman in the World by Forbes Magazine and being the recipient of the Building Bridges Award from the Bridges of Understanding Foundation, a non-profit organization which seeks to improve relations between the Middle East and the United States.

Acra is a member of the Council of Fashion Designers of America, the Bridal Council of America, the International Advisory Council of the American University of Beirut, on the Honorary Board of the American Foundation for Saint George Hospital, a member of Fashion Group International and serves on the Board of the Dubai Design and Fashion Council.

Recently, Acra appeared on the hit Middle Eastern reality TV show, Fashion Star, where she served as the lead judge and mentor to 12 aspiring up-and-coming designers.



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www.reemacra.com



