

Aisha Al Bedeed

info@darz.com.qa

+974 4416 1112 / 1111

PO Box 16465, Doha, Qatar

WORK HISTORY



Darz Design collections:

- | | |
|------------------|------------------------------------|
| ✦ Ready to Wear | ✦ Darz Couture |
| ✦ Darz Opening | ✦ Darz Limited Edition |
| ✦ Darz Honest | ✦ L' Original Spring / Summer 2013 |
| ✦ Darz Signature | ✦ 51 Degrees Autumn / Winter 2013 |
| ✦ Darz by Darz | |

Darz (www.darz-design.com)

Managing Director and Head Designer
February 2010 – present

Roles

- Create unique sketch designs for clothes and accessories, selection of fabric, and conceptualization of the final product.
- Analyze fashion trends and work closely with production, marketing, and sales departments to design, produce, and promote luxury female abaya.
- Source fabrics, and other apparel materials, and integrates findings with personal interests, Arabic tastes, and knowledge of design to create new designs for clothing and accessories.
- Confer with and coordinates activities of tailors who draw and cut patterns and construct garments to fabricate sample garment
- Responsible for providing Quality Assurance with guidelines when checking prototypes and initial pilot run on new products and new colors with samples prior to audits

Achievements

Awarded the "Designer of the Year" in 2012 L'Officiel Inspirational Arab Woman Awards

This award is in recognition of inspirational Arab women in the fields of business, arts, charity, and fashion.

Black

Owner and Head Designer of Black Boutique, an abaya shop which caters to local Arab market
2004-2006

Roles

- Sketch rough and detailed drawings of apparel and writes specifications describing factors, such as color scheme, construction, and type of material to be used.
- Attend fashion and fabric shows to observe new fashions and materials.
- Examine sample garment on and off model and modifies design as necessary to achieve desired effect.
- Conduct research and design on country, high end, and social class abayas

EDUCATION BACKGROUND

Degree : Business Management
University : Qatar University

REFERENCES

Ahmed A. Al Sulaiti
Chairman
VisionV Holding
aalsulaiti@visionv.net
+974 4432 4444

Mohd Al Mannai
Managing Director
Harayer Publishing
malmannai@harayer.com.qa
+974 4469 3535