

360° FASHION

Dany Atrache

By

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Dany Atrache, Leading French -Lebanese fashion designer, had his U.S. debut at Couture Fashion Week in New York City. The highly anticipated fashion show was held on February the 13th at the Waldorf Astoria hotel.

Dany Atrache is considered one of the leading fashion trendsetters in the MEA. He attended ESMOD International, the most prestigious fashion school in PARIS where he was awarded the top prize by the Grand Jury, a gathering of the most renowned fashion designers worldwide.

After 12 years working in Paris with top French fashion houses, he decided to return to Lebanon with one goal in mind: turning his fashion dreams into reality. His aspiration, creativity ambition and hard work led him to create his own couture line in 2000. In no time, Dany Atrache was dressing the stars and celebrities of the Arab entertainment world with his unique exquisite pieces.

After the great success of his first five shows in Beirut, he expanded his shows to Paris, the fashion capital of the world, where he hosted his first private show in 2004 and continues to do so to date.

In 2007, Dany Atrache expanded his line and launched his ready-to-wear collection, « D by Dany Atrache ».

Dany Atrache brought back the 70's by resurrecting the hippie- chic look with astonishing graphic prints, bold colors and sheer fabrics married with lustrous embroidery at Couture Fashion Week. His collection is a tribute to the glamorous woman of Paris, Los Angeles and New York.

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