



Elisabeth Mac Hale

Founder and CEO
Design Directive

Elisabeth Mac Hale is the founder and CEO of The Design Directive, a fashion buying and design consultancy based in Dubai. Recognised as an industry expert, she has worked in all areas of the fashion retail business for apparel design, buying, sourcing and brand and product development.

A fashion graduate of the award winning LSAD college in Ireland, her career has taken her from senior design and buying roles in Ireland to the UK, Europe and the Middle East.

In the last 20 years Elisabeth has worked with some of the largest retail groups and global licensors in the world including Primark, C&A, Marks & Spencer, Disney, Mattel, Warner Brothers, Nike, Nickelodeon, Sanrio, Lee Cooper, Maui & Sons and The Landmark Group in Dubai.

Elisabeth has an exceptional track record of achievement, outstanding vision and creative skills and a proven ability to make things happen. Her unerring eye for product along with her vision and attention to detail has enabled her to turn around and deliver stunning sales growth. During her career she has spent time coaching and mentoring junior designers and buyers to senior management roles. She is committed to quality, growth and progress, and she inspires teams to strive for the same.

She is deeply passionate about her work and has a very sound business acumen combined with a strong design & aesthetic sense. Her experience in design and product manufacturing has given her a multi-faceted approach to the business of buying and spotting new trends. Her particular skillset is recognised across a wide network of industry leaders in retail and manufacturing.