



Nayla Sabbagh

Creative Director
Chalhoub Group

Born and raised in Lebanon, graduated with a Bachelor degree in Graphic Design, and a minor in Fashion Couture, Nayla is a trans-disciplinary designer, practicing a collaborative design-led approach to innovation and service design. She has been responsible for building and overseeing design individuals from various disciplines, and has spent more than a decade understanding brand goals and framing those into solutions. She believes that flexibility, adaptation, and innovation. As technology emerged and evolved, so did she, adapting to the newest trends and creating new ones. She has worked on multiple global and local brands, from across the industries, such as Expo2020, Ooredoo, noon.com, Lexus, Al Rajhi Bank, and many more