



Rami Al Ali

Fashion Designer

Rami Al Ali, son of architect Ghassan and mother Sameeha, a graduate in Middle Eastern history, grew up in Deir ez-Zor, Syria. Al Ali took an early interest in fashion and was mesmerised by the power of style and the confidence it brings.

In 1991, Rami Al Ali moved to Syria's capital city, Damascus, and enrolled at the College of Fine Arts to study Visual Communications. It was during this time that Al Ali started to experiment with his interest in creative pursuits; excelling in subjects that allowed him freedom of expression. In 1995, Al Ali designed and produced a fashion show for his final graduation project; the professors were astounded by his portrayal of fine arts through fashion.

Rami Al Ali later travelled to the United Arab Emirates to gain valuable experience working within some of the most prestigious fashion houses, learning the secrets of Haute Couture techniques to the highest standards. His talent, combined with the master craftsmanship quickly gained him respect from the industry, resulting in an immediate, loyal client base, which ultimately led to the creation of the Rami Al Ali label in 2000. The Rami Al Ali woman ranged from sweet bride to blossoming socialite, with femininity being his core design aesthetic. A number of inspiring shows around the Gulf led to his designs occupying the covers of leading fashion magazines and red carpet celebrations, where he participated in many large award ceremonies.

Through growing recognition of the brand, Al Ali's designs soon caught the attention of international corporations, which led to Al Ali to participate at the 2006 Asian Olympic Games in Qatar along with a select number of key international designers. Global Austrian crystal brand Swarovski followed suit by choosing Al Ali to be a part of their book, *UNBRIDLED*, alongside revered couture veterans Giorgio Armani, Vivienne Westwood and John Galiano, amongst others.

Al Ali's ultimate breakthrough came in 2009, when his Spring/Summer couture collection graced the runway at Rome's AltaRoma couture week. This was the first time Al Ali engaged professionally with the European fashion media, and was the

first of six consecutive shows to take place during this prestigious fashion week. His success was further cemented by being named as one of the top 50 most influential Arabs by *The Middle East Magazine*. Further fashion shoots with high-profile celebrities extended Al Ali's notoriety, with his designs being sought after by celebrities and socialites alike, adorning the likes of Beyoncé, Kelly Rowland, Jennifer Lopez, Kerry Washington, Chanel Iman, Carla Gugino, Isabeli Fontana, Aishwarya Rai, Vanessa Mae, Youssra and Googoosh, amongst others. In January 2012, Al Ali debuted at the Couture Fashion Week in Paris alongside International designers such as Elie Saab, Chanel, Valentino and Dior. Now on his ninth consecutive season in Paris and forth prêt-à-porter collection, Al Ali has successfully built and maintained a brand that exhibits unique craftsmanship and a vision of creativity.