



Reem Acra

Chief Executive Officer
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Reem Acra's designs epitomize global glamour by offering women her innate fashion sense, European style and understanding of what looks and feels beautiful. Interlaced with her sense of luxury, her regal designs are developed with a modern aesthetic. Her ready-to-wear and bridal collections evoke an ethereal quality, which appeals to a discerning clientele, including personalities, royalty and style-setting women from all over the world.

In 1997, Acra launched her fashion business with a bridal collection that quickly became recognized for its elegance and impeccable designs. This success led to the introduction of the Reem Acra prêt-à-porter collection six years later. Similar to its bridal counterpart, the collection features meticulously constructed designs ranging from understated chic to ornate. It is distinctly modern but marked by rich color, lush fabrics, playful patterns and flawless construction.

While attending the American University of Beirut, Acra was discovered by a fashion editor. Captivated by the lavishly embroidered silk organza gown that was made by Acra from her mother's dining room tablecloth and worn to a party, the editor instantly offered to host a fashion show for Acra that took place ten days later. Following the serendipitous encounter, Acra studied at the Fashion Institute of Technology in New York and its Paris counterpart École supérieure des arts et techniques de la mode (ESMOD).

After a short stint as an interior designer, Acra returned to her fashion roots while working in Hong Kong and New York. A style-setting friend wore Acra's first bridal design to her society wedding, sparking international interest for the designer and Reem Acra Bridal was born. The gowns became renowned for transforming classic bridal designs through the finest silks, intricate beading and exquisite embroidery.

Celebrated for her ability to match a look to a woman's personality, Acra has dressed global icons of style for weddings, red carpet appearances and awards ceremonies. Her following includes established stars like Angelina Jolie, Madonna, Catherina Zeta-Jones, Halle Berry, Beyonce Knowles, Eva Longoria, Jane Fonda and Olivia Munn; up-and-coming starlets like Kristen Stewart, Selena Gomez and Taylor Swift; as well as royal families around the world.

Acra's prêt-à-porter and bridal collections are carried by some of the world's most exclusive retailers, including Bergdorf Goodman, Neiman Marcus and Saks Fifth Avenue in the United States, with an international presence in over two-dozen countries at luxury retail outlets such as Harrods in London and Saks Fifth Avenue and Harvey Nichols in the Middle East.

Acra is a member of the Council of Fashion Designers of America and serves on the Board of the Dubai Design and Fashion Council.