





PERISCOPE ON

REEM ACRA

By Lubna Dairanien

REEM ACRA IS AN INTERNATIONALLY CELEBRATED LEBANESE FASHION DESIGNER WHO STUDIED DESIGN IN PARIS AND NEW YORK. HER CAREER AS AN EMBROIDERY ARTIST BEGAN IN NEW YORK WHEN SHE LAUNCHED HER OWN BRIDAL GOWN COMPANY IN 1995. ACRA MOVED TO THE TOP IN THE BRIDAL INDUSTRY AND DRESSED GLOBAL CELEBRITIES OF STYLE FOR WEDDINGS, RED CARPET APPEARANCES AND AWARDS CEREMONIES. HER CLIENTS INCLUDE ANGELINA JOLIE, HALLE BERRY, CATHERINE ZETA-JONES AND BEYONCE. HER READY-TO-WEAR AND BRIDAL COLLECTIONS ARE CARRIED BY 150 OF THE WORLD'S MOST EXCLUSIVE RETAILERS.



Isabell Werth & Satchmo during the 2010 World Cup Competitions

Recently, Acra has signed a three year sponsorship for the Western European League and the Final of the FEI World Cup™ Dressage. Here is a bit about her background and how she is prepared to take on the new challenge.

Can you tell us about your background with horses?

As a young girl I began to take

riding lessons but they were abruptly stopped at the onset of the war there. I still have my black velvet riding hat from then. Unfortunately I presently do not ride, I live in New York but I wish my apartment was big enough for a horse!

How did the idea of being an official sponsor for the FEI come about ?

I have good friends who are passionate about riding and are a part of the equestrian community who encouraged me to participate as a sponsor. For me, it's very fulfilling to participate in such an elegant and widely esteemed sport in this way.

We understand you sponsor the Western European League

& the Final of the FEI World Cup Dressage; any reason as to why those two disciplines in particular?

Dressage at this level has many of the qualities that I work hard to achieve in my own collections. The horses are very elegant and dramatic, and the riders perform with great precision and style



▲ Angelina Jolie wearing Reem Acra during the premiere of *The Curious Case Of Benjamin Button*

whilst competing.

Do you occasionally have time to visit international horse shows and the Dressage World Cups of the Reem Acra Western European League?

If not me, than there is always someone there from the Reem Acra brand to represent the company.

If you attended any international dressage events, which top horse and equestrian personality has caught your attention the most or like to watch the most?

I enjoy watching them all. They each have their own way with the horses who are more beautiful each time I see them.

Equestrian clothing is designed to a certain style; do you have any plans to incorporate your design visions into that style, and do you have any plans on establishing a Reem Acra equestrian line?

The idea of the sponsorship is to bring the Reem Acra style to the equestrian community which is a new audience for me.

You are a full time renowned fashion designer and have now taken on a new task, what challenges do you face when managing between both?

I can't do it all and am blessed to have very talented people around me so that I can manage all of the different aspects of my business.

Have you ever visited any equestrian events in the Middle East? If not, do you intend to or would you like to?

I would like to and hope to in the near future.



▲ Beyonce wearing Reem Acra during the *Diamond Ball*

Do you have any information about the development of equestrian sport in the Middle East?

I have an idea but I'm sure there's much more to know.

Finally, do you think there is a question I should have asked you but did not?

I have lots of ideas about future projects; who knows? Maybe one day I will have the opportunity to make a wedding dress for a horse wedding. 🐾