

Meet the designers

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is bad for you

Swiggers, liquid cocaine, food porn,
brink fashion, confessions,
critic lit, buzzed film, male art
Warning: May be dangerously
addictive for you



Rabih Kayrouz has helped a handful of fashion designers (and one architect) since the launch of **Starch** in 2008. The start of its third season comes with a completely new and improved roster, which reads: one leather-happy handbag and accessory designer, one conceptual jewellery designer, one whimsical interior architect and three innovative fashion designers. I don't know what Kayrouz is feeding them, but I'll have what they're having! By **Chantale Raad**.

1 Deena Wassef, 22 & Rouba Mouawad, 22
Their inspiration for the Emily Cremona collection: The book 'Les Fleurs du Mal', poetic dandies and fragile androgynous silhouettes.
How should we wear your pieces: Why should we put boundaries? Let the wearer fiddle and twiddle.!

2 Najla el Zein, 27
Inspiration for your collection: I was inspired by white, clouds, ephemerence and lightness. White because it's a symbol of purity and the beginning of a new life. And clouds because it represents fantasy.
Style tip for Beirutis: Just look around you – right, left, down and especially up.

3 Rana Mikdashi, 37
Inspiration for the collection: The Oh my lady! collection is a whimsical take on high society jewellery from the nineteenth and early twentieth centuries.
Favourite piece of jewellery you own: It changes constantly, but I always wear my wedding band and an antique Roman bronze pinky ring.

4 Ghita Abi Hanna, 30
Inspiration: This verse from Shel Silverstein: 'Columbus said the world is round? Don't you believe a word of that... And I can tell you, boys and girls, the world is FLAT!'
Why handbags? The saturated market has challenged me to offer a new outlook on such a mainstream fashion accessory.

5 Nadine Mneimneh, 27
Personal style: Effortless chic during the day; more feminine and textures at night. As for accessories, I like them to be decade-inspired, but I'm not a big fan of bling, crystals and chunky bags.
Which designer can you relate to? Belgian designers, in terms of mood and aesthetic.

6 Rachal Abbas, 30
Personal style: I don't really search for a style, rather a particular way of working, which is influenced by my previous experience as a graphic designer.
What trend do you want to kill at the moment? I would say the trend of trying to fit one self into a mould made for a mass.