

Charbel Abou Zeidan

Fashion & Artistic Director | Designer | Visual Artist

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Summary

Born and raised in Lebanon, my creative vision is shaped by a landscape of contrasts between peace and chaos, refinement and rawness, structure and emotion. With a background in architecture and fashion design, my work merges form, material, and meaning. Through silicone, latex, charcoal, and paint, I balance industrial precision with fine-art sensibility. My creations reveal hidden beauty in stitches, seams, and surfaces, a tactile exploration of contrast, depth, and transformation.

Experience

Artist – 2025

“Beautiful Scars”, arthaus Beirut, Beirut, Lebanon

- Solo Exhibition.

Artist – 2025

“Calamity”, Wonder Festival, Kortrijk, Belgium

- Immersive installation exploring material tension and human vulnerability.

Artist – 2025

“Another Language from the Middle East”, Verduyn Gallery, Moregem, Belgium

- Group exhibition reflecting regional identity through abstract visual language.

Artist – 2025

“The Hand Follows the Mind”, DAcollection, Kortrijk, Belgium

- Group show examining the intersection of concept and craft.

Artist – 2025

“Identity”, Verduyn Gallery, Moregem, Belgium

Artist – 2024

“Triad”, Wonder Festival, Kortrijk, Belgium

Artistic Director – 2020 to 2024

OCTOGONY, Brussels, Belgium

- Directed design and creative concept of leather goods and jewellery collections.
- Developed mood boards, sourced materials, and guided all prototypes.
- Led the artistic direction and styling of campaigns and social media.
- Collaborated with management, product development, and marketing teams.

Artist – 2023

“The Extraordinary within the Ordinary”, Bulthaup, Bruges

Artist – 2022

“Apollowlands”, Kunstenhuis Harelbeke, Belgium

Artist – 2021

“Apollowlands”, Galerie Ruimte P60, Assen, Netherlands

Artist – 2020

“Redirect”, Falconry 67, Antwerp, Belgium

Co-Founder – 2018 to Present

WOVENS, Belgium

- Conceived and designed machine-made jacquard rug collections.
- Researched materials, fibers, and textures; developed unique yarns and finishes.
- Directed artistic concept and prototype execution.

Head Designer – 2006 to 2013, 2018 to 2019

ELIE SAAB, Paris/Beirut

- Led haute couture and ready-to-wear design teams.
- Developed collection themes, sketches, color palettes, and materials.
- Oversaw couture and prêt-à-porter collections, celebrity pieces, and collaborations (Vogue, Hello Kitty for Mac, Barbie).
- Worked directly with Elie Saab in creative direction and show production.

Founder & Artistic Director – 2012 to 2018

LEBRAHC, Belgium

- Created and produced six full ready-to-wear collections, entirely designed and made in Belgium.
- Directed branding, research, design, sourcing, and production.
- Managed suppliers, photoshoots, and retail operations.

Assistant Head Designer – 2003 to 2003

NICOLAS JEBRAN, Beirut, Lebanon

- Co-designed couture collections; developed prints and embroidery concepts.
- Coordinated closely with tailors and artisans on prototype creation.

Selected Artistic Collaborations

- Genesis Book, Carnet d’artistes – Studio Marant (Art Brussels & Independent Art Fair), 2017
- Pictural Architecture – Atelier Relief, Brussels, 2016
- 1914–2015 Actuele kunst tussen oorlog en vrede – BUBOX, Kortrijk, 2015

Education

Diplôme d’Études Supérieures en Architecture – 2003

Institut National des Beaux-Arts, Beirut, Lebanon

Skills & Expertise

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|--|---|
| • Fashion & Accessory Design | • Pattern & Prototype Development |
| • Artistic Direction & Concept Development | • Adobe Photoshop, Illustrator |
| • Textile & Material Research | • Mood Board & Trend ForecastingMicrosoft |

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent | **Dutch:** Advanced | **Italian:** Beginner