

# 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

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### Artist – 2025

*“Art Antwerp”, Fair, Antwerp, Belgium*

- Group Exhibition.

### Artist – 2025

*“Fragile/Fragments”, arthaus Beirut, Beirut, Lebanon*

- Group Exhibition.

### 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

*Gendai Tokyo Art Fair, Tokyo, Japan*

### 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**

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## Skills & Expertise

<ul style="list-style-type: none"><li>Fashion &amp; Accessory Design</li><li>Artistic Direction &amp; Concept Development</li><li>Textile &amp; Material Research</li></ul>	<ul style="list-style-type: none"><li>Pattern &amp; Prototype Development</li><li>Adobe Photoshop, Illustrator</li><li>Mood Board &amp; Trend ForecastingMicrosoft</li></ul>
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## Languages

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