

The career of Lara Khoury since the 2011 OpenMyMed Prize

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A Graduate of the Esmod school for fashion design and techniques in 2006, Lara Khoury started her career at Elie Saab in Beirut, before being noticed by Rabih Kayrouz in 2009. Thanks to his support, she decided to take the risk and create her eponymous label in 2010. Her success deserved her nomination for the 2011 OpenMyMed Prize, which has acted as a springboard for this talented fashion designer, who since then, continues along her road to success. Promoted on the London based global sales platform, virtual showroom and online community "Not just a label", she was invited last November to present her 2018 Spring/Summer collection at Fashion Forward Dubai.