



Elizabeth Muir
Fashion Designer



INSPIRATIONAL WOMAN

The creations of Dubai-based designer, Elizabeth Muir, have graced the catwalks of many a fashion show, but none more so than those that put their name to charity. With a deep-rooted passion for the developing world, Elizabeth's vision is to support, showcase and invest in international artisans through her work. With Bono and Aerosmith among her followers and interviews with Reuters, *The Washington Post* and *Grazia* magazine, to name just a few, Elizabeth's designs have fast made her an international name.

It was after years spent travelling to far-flung corners of the world, and on a camel trek to Tunisia, that her interest in fashion was first piqued. "I remember the embroidered trousers and flowing robes we were given from a local artisan," she recalls. "They were ornate, beautiful and, most importantly, traditional." So began her love affair with the developing world. "I adore travelling to different countries and capturing the unique characteristics

of the local cultures and translating them into sophisticated apparel that works today. But it's vital to me that these pieces are produced in the local market place, because who better to recreate the traditional craftworks than the craftsmen themselves."

It is these designs, inspired by her travels to India, Kyrgyzstan and Afghanistan, that truly bridge the gap between the developing and developed worlds. "I don't want to produce on a mass scale and I don't want to see traditional pieces and craftwork become extinct, either. Therefore marrying the artisans' skills with my skills and love of fashion, seemed the perfect way for others to benefit from their unique designs and a way to preserve their livelihood and heritage."

Elizabeth's designs of Swarovski-studded belts, Afghani-inspired clothes and ornate jewellery are now internationally recognised. "They've been featured on the catwalk in partnership with U2's Bono and Ali Hewson's EDUN Fair-Trade Clothing line and Loomstate for the United Nations Association Fashion Fights Poverty

Fashion Show," she says, clearly proud of her achievements. "People appreciate my work because each piece is unique, incorporating indigenous designs, from local artisans. It's important for me to showcase these local artisans, and by featuring their works in magazine shoots and fashion and charity shows, give them a voice. I want to show the world their work, but beyond that, it also serves a higher value, that of providing financial remuneration to the artisans, which is the area that I'm most committed to."

And despite several setbacks along the way, it's this responsibility for those she works with that sees her become ever more determined. "I just never take no for answer," she smiles. "If someone shuts the door in your face, I've been taught to knock louder. The job that I do and the people I work with are enough to constantly drive me forward, even when people tell me my goals are impossible."

For Elizabeth Muir Design and information on her personal styling, visit www.elizabethmuir.com

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