



# Cynthia Merhej

Creative Director and Fashion Designer

Paris, France

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Work Proficiency)

Arabic (Work Proficiency)

## About

Fashion creative director and consultant with experience in working in the apparel industry. Driven to create worlds inspired by stories of collaboration, craftsmanship and feminine innovation.

I launched my brand Renaissance Renaissance in 2016 in Beirut. Carrying on the tradition of my mother and great-grandmother, I belong to the third generation of couturiers in my family. Created and executed bi-annual collections and marketing and supervised production in Beirut and Italy.

Fashion Trust Arabia Prize Winner 2023  
MMM Fund Special Grant recipient 2022  
LVMH Prize Shortlist 2021  
Net-a-Porter Vanguard Program 2021

### BRANDS WORKED WITH

Académie Libanaise des Beaux-Arts

Bokja

Lebanese American University

Renaissance Renaissance

## Experience

### ● Fashion Designer, Creative Director

Renaissance Renaissance | Jul 2016 - Now

As the third generation of female couturiers in my family, I launched Renaissance Renaissance with the intention of bridging the sustainable practices of my design heritage to the erudite woman of today.

We presented biyearly women's collections in Paris which were partly RTW and partly artisanal. Built a community of loyal clients and collaborators, culminating in several milestones such as being selected for the LVMH Prize in 2021 and being stocked internationally at retailers such as Net-a-Porter and SSENSE.

Highly skilled at design and development, problem-solving, trend research and analysis, visual and textual research, collection development, sustainability, brand strategy and communication.

Experienced in adeptly leading cross-functional teams across various departments, I possess a unique blend of curiosity, imagination, analytical acumen, and a commitment to rigor. Thriving under pressure, I consistently demonstrate high adaptability to dynamic environments.

Proficient in clothing design, sketching, fabric research, print design, and draping, pattern cutting, fitting, technical illustration and Adobe Suite. Currently training on CLO 3-D. I have a solid grasp of development processes spanning various product types.

### ● Course Instructor, School of Fashion

Lebanese American University | May 2018 - Aug 2019



### ● Course Instructor, School of Fashion in collaboration with La Cambre

Académie Libanaise des Beaux-Arts | Oct 2017 - Oct 2019



### ● Art Director

Bokja | Jun 2014 - Jun 2016

Led the launch of their wearable products, designed their now signature prints and best selling kimonos.

Responsible for all their activities in communication, image, and brand

strategy.

Supervised and consulted on their brand strategy revamp with the Future Laboratory.

## Education & Training

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- **Royal College of Art**

MA, Visual Communication,

2008 - 2011

- **Central Saint Martins, University of The Arts London**

Bachelor's degree,