



ALAA' NAJD

Fashion Designer and Educator

A Lebanese Fashion Designer, with an international profile and consolidated experience in fashion design and pattern drafting. I founded my brand, started freelancing and consulting in 2017 after gaining years of experience and after winning Project Runway ME. I also have more than 4 years of teaching experience (fashion design and pattern making).

Contact

Phone

+96176491055
+393463044637

Email

alaa.najd@gmail.com

Address

Beirut, Lebanon
Rome, Italy

Education

2022 - 2023

Master in Fashion Management
Rome Business School

2010 - 2013

Fashion Design and Pattern Making
ESMOD Beirut

2001 - 2006

Management of Information Systems
AUST Beirut

Skills

- Concepts and Mood Boards
- Illustrations
- Technical Sheets / Tech Packs
- Pattern Drafting
- Sizes Grading
- Sewing
- Draping
- PAD system
- Adobe Photoshop
- Adobe Illustrator
- MC Office

Languages

Arabic - Native

English - C2

Italian - A2

Experience

Septemembr 2026 - Present

Beirut Arab University | Beirut - Lebanon

Fashion Design and Pattern Drafting Instructor

Courses:

- Fashion Design Studio 2
- Fashion Design Studio 4
- Draping / Pattern Drafting 1

November 2024 - August 2026

FORM Corporate Couture | Amman. Jordan

FORM is a uniform/corporate couture company

Head of Design Department

Key responsibilities:

- Managing the Design Department and the daily tasks
- Managing the Communication with the other departments
- Creating Design Files for hotels, restaurants and companies
- Creating the collections and garments' designs
- Creating the detailed techpacks for the factory
- Following up with the production for samples' finalizing

June 2023 - December 2024

EGO Sustainable | Dubai - UAE (Freelance)

EGO is a sustainable activewear and loungewear brand for men, using sustainable materials only.

Fashion Consultant and Freelance Fashion Designer

Key responsibilities:

- Creating the whole brand concept
- Creating the collections and garments' designs with the graphics and prints
- Creating the detailed techpacks for the factories
- Quality Control

August 2022 - January 2023

Gemy Maalouf | Beirut - Lebanon

Freelance Fashion Designer and Patten Maker

Key responsibilities:

- Creating Designs for garments following the concept agreed on
- Creating the patterns for each design

September 2018 - June 2021

LAU in colloaboration with ELIE SAAB and LCF | Beirut - Lebanon

Fashion Design and Pattern Cutting Instructor

Key responsibilities:

- Teaching Fashion Design Level 2 and Level 3 courses
- Teaching Pattern Cutting Level 2 course

Experience

February 2018 - December 2018

BLOOM Fashion Institute | Cairo - Egypt

Fashion Design Consultant and Instructor

Key responsibilities:

- Creating the Fashion Design course syllabus and schedule
- Teaching Fashion Design Level 1 course
- Planning and managing the Level 1 final show

January 2017 - Present

ALAA NAJD | Beirut - Lebanon

Founder / Creative Director

Key responsibilities:

- Ready to wear collections
- Customized orders

September 2015 - April 2016

ESMOD | Beirut - Lebanon

Fashion Design Instructor

Key responsibilities:

- Teaching Fashion Design Level 1

January 2014 - April 2015

Caroline Seikaly | Beirut - Lebanon

Creative Designer Assistant and Pattern Maker

Key responsibilities:

- Coming up with collections' concepts
- Creating garments' designs
- Creating patterns for the collections' garments

April 2011 - July 2012

Azzi and Osta | Beirut - Lebanon

Pattern Maker

Key responsibilities:

- Creating Patterns for chosen collections' samples

April 2008 - April 2009

Dany Atrache | Beirut - Lebanon

Managerial Assistant and RTW Line Manager

Key responsibilities:

- Managing general office tasks
- Managing the RTW Line and the Store

Achievements

December 2016

Winner

Project Runway Middle East Season - in collaboration with Elie Saab and MBC Group

June 2013

Jury's First Prize

Esmod Third (Graduation) Year

June 2012

Fashion Design Prize

Esmod Second Year

June 2011

Jury's First Prize

Esmod First Year

 alaanajdoofficial

 Alaa Najd