



Concept Realisation  
Sketchbook & Portfolio  
BA (Hons) Cordwainers Fashion  
Bags and Accessories  
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20022002



# Sketchbook



Beit Litani

## Acknowledgements

استطيع كل شيء في المسيح الذي يقويني

I would like to begin by expressing my profound gratitude to my tutors for their continuous guidance and support over these three years.

My deepest gratitude goes to my parents, for their countless sacrifices and unwavering support, which have been the foundation of my journey. Their selflessness in fleeing their homeland to offer me greater opportunities, and their enduring love and support, have shaped all that I am and aspire to be. Without their immeasurable sacrifices and the nurturing environment they created none of this would have been achievable.

I also extend my sincere appreciation to my grandfather and muse, Elias Aoun. His notable contributions to journalism and leadership within the Lebanese Press Editors Syndicate have been pivotal in advocating for journalists' rights and press freedom. His unwavering influence has inspired me to pursue creativity and become an agent for change.

A heartfelt thank you to my friends, who have been steadfast companions throughout my creative journey. Their presence during times of joy is just as meaningful as in times of hardship. I especially acknowledge my creative friends in Lebanon, whose talents may have been hindered by the current circumstances. I hope that any success I achieve will contribute to improving the creative industry in Lebanon, enabling them to pursue and fulfil their dreams.

My heartfelt appreciation is extended to the women of Beit Litany, whose elegance, femininity, strength, and perseverance have profoundly inspired my work. Special recognition is due to my mother, who, upon arriving in London, achieved the distinction of becoming the first woman to establish a shop on the traditionally male-dominated Savile Row, exemplifying exceptional courage and determination.

Finally, I send my thoughts to my people, the resilient people of Lebanon. Despite facing significant hardship and upheaval, they continue to persevere with remarkable strength and determination.

## فصل الشكر

استطيع كل شيء في المسيح الذي يقويني

أود أن أبدأ بالتعبير عن امتناني العميق إلى معلمي لإرشادهم المستمر والدعم على مدى هذه السنوات الثلاثة.

أعمق شكري يذهب إلى والدي، على تضحياتهم اللائحة ودعمهم الثابت الذي كان أساس رحلتي. إن براءتهم في الفرار من وطنهم لتقديم لي فرصاً أفضل، ومحبتهم ودعمهم المستمر، قد صاغ كل ما أنا عليه وأطمح لأكون. بدون تضحياتهم اللائحة والبيئة الداعمة التي خلقوها، لم يكن من الممكن تحقيق أي من هذا.

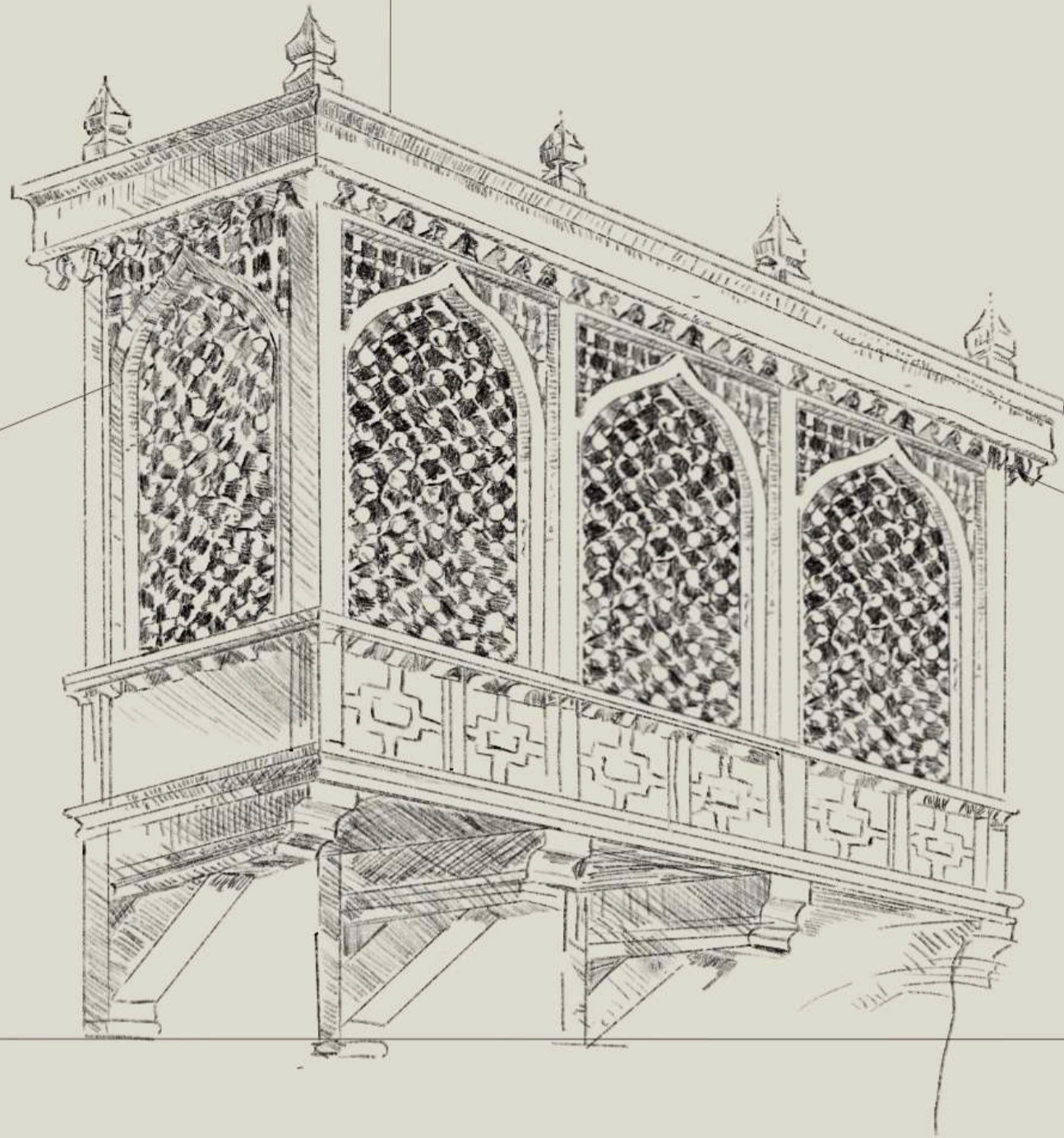
أرفع أيضاً تقديري الصادق إلى جدي ومصدر إلهامي، إلياس عون. مساهماته الملحوظة في الصحافة وقيادته ضمن نقابة الصحفيين اللبنانيين كانت حاسمة في الدفاع عن حقوق الصحفيين وحرية الصحافة. تأثيره الثابت ألهمني لمتابعة الإبداع. وأن أكون عاملاً في التغيير.

شكراً من القلب لأصدقائي، الذين كانوا رفقاءً مخلصين طوال رحلتي الإبداعية. حضورهم في أوقات الفرح له معنى كبير كما في أوقات الصعوبات. أرفع التقدير بشكل خاص إلى أصدقائي الإبداعيين في لبنان، الذين قد تعثرت مواهبهم بسبب الظروف الراهنة. أمل أن يساهم أي نجاح أحققه في تحسين صناعة الإبداع في لبنان، مما يتيح لهم متابعة أحلامهم وتحقيقها.

أمدّ امتناني العميق إلى نساء بيت ليتاني، اللواتي ألهمني بأنوثتهن، وقوتهن، وصمودهن، وإصرارهن. التقدير الخاص يذهب إلى والدتي، التي بعد وصولها إلى لندن، نجحت في أن تكون أول امرأة تفتتح متجرًا في شارع سافيل رو المعروف بالهيمنة الذكورية، مثالاً للشجاعة والإصرار الاستثنائي.

أخيراً، أرسل تفكيري إلى شعبي، الشعب اللبناني المتحمل. على الرغم من المصاعب الكبيرة والاضطرابات التي يواجهونها، فإنهم يستمرون في الصمود بقوة وعزيمة رائعتين.

# Manifesto



At Beit Litany, we embark on a journey to celebrate the enchanting allure of the Middle East, aiming to challenge and redefine the Western orientalist perspective. Our designs are a tribute to the region's rich cultural heritage, embodying its unique elements and timeless beauty.

## **A Bridge to Heritage**

Drawing inspiration from the diverse and vibrant traditions of the Middle East, Beit Litany evolves into a brand that encapsulates the essence of this captivating region. Each piece is a story, a reflection of the intricate patterns, colors, and motifs that have defined our heritage for centuries.

## **Empowering the Modern Arab Woman**

Our mission extends beyond aesthetics. We seek to empower modern Arab women, particularly those who are part of the diaspora. Through our designs, we aim to reconnect them with their roots, enabling them to embrace and celebrate their identity with pride and confidence.

## **A Play on Words, A Play on Identity**

The name Beit Litany is more than just a brand. It's a symbolic journey "back to the ballad," back to our homeland. Our accessories are not just fashion statements; they are keepsakes of nostalgia and love for one's country. They represent a longing to return, a desire to hold a piece of home close to the heart, and a way to wear it with pride.

## **Nostalgia and Love**

Every design in our collection is imbued with the emotions of nostalgia and love for our homeland. We strive to create pieces that resonate with the deep affection one has for their country, evoking memories and a sense of belonging. Our accessories are crafted to be cherished, a tangible connection to the cherished memories of home.

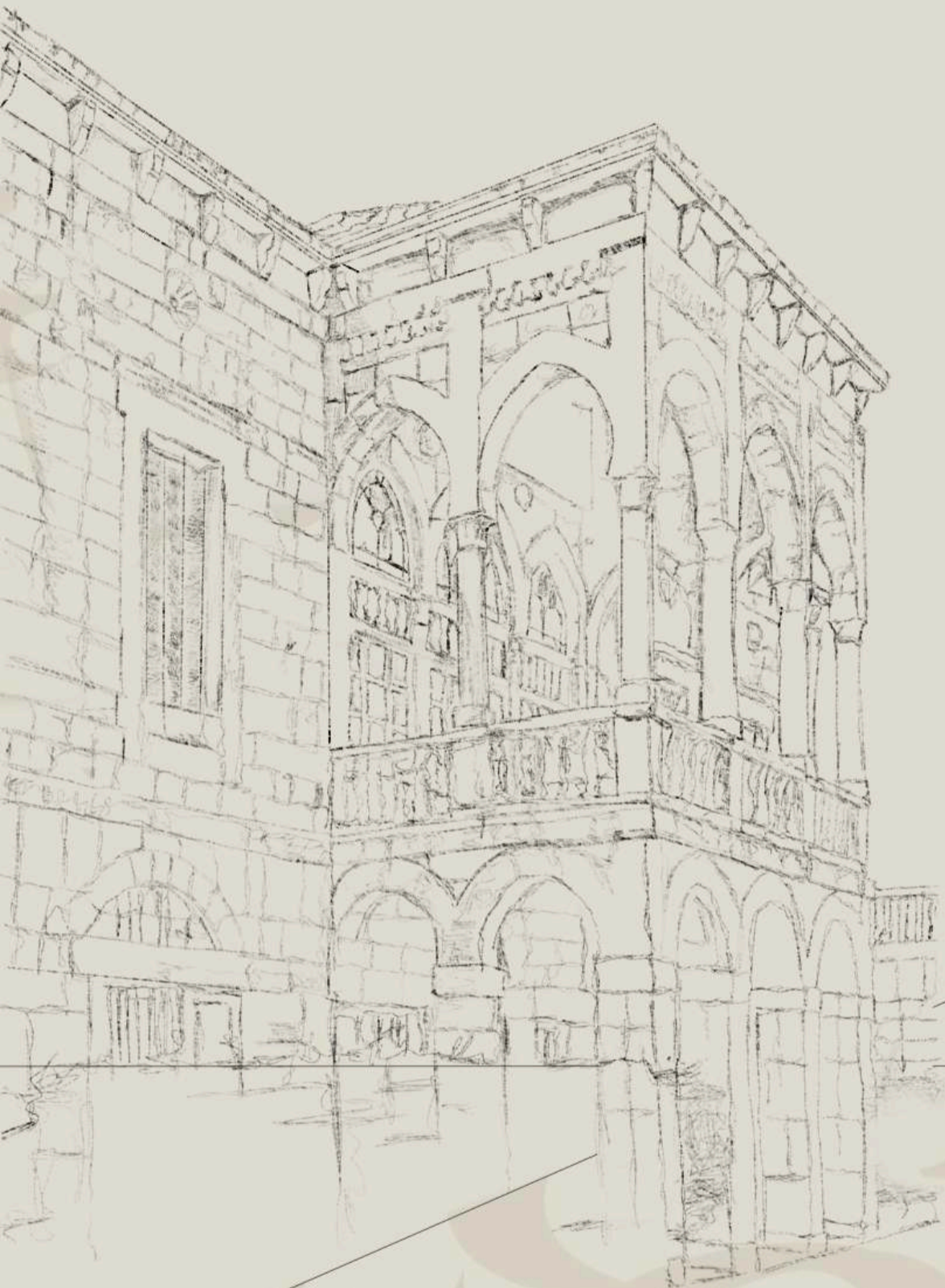
## **Wear Your Heritage with Pride**

At Beit Litany, we believe that fashion can be a powerful statement of identity. Our designs encourage modern Arab women to wear their heritage with pride, to hold onto their cultural roots, and to express their love for their country through beautifully crafted accessories.

Join us in this celebration of heritage, empowerment, and love. Wear Beit Litany, and carry a piece of home with you, always.



# Mind Map



## Central Concept

For Beit Litany  
Transforming Middle Eastern Narratives  
with Empowering wearable Art

### Celebration of Middle Eastern Allure

- Challenge Western Orientalist Perspectives
- Tribute to Cultural Heritage
- Unique Elements and Timeless Beauty

### Design Inspiration

- Diverse Traditions
- Intricate Patterns and Motifs
- Vibrant Colors

### Empowering Modern Arab Women

- Reconnecting with Roots
- Embracing Identity with Pride
- Celebrating Heritage

### Symbolic Brand Name

- "Back to the Ballad"
- Journey to Homeland
- Keepsakes of Nostalgia and Love

### Heritage with Pride

- Fashion as Identity Statement
- Holding onto Cultural Roots
- Expressing Love for Country

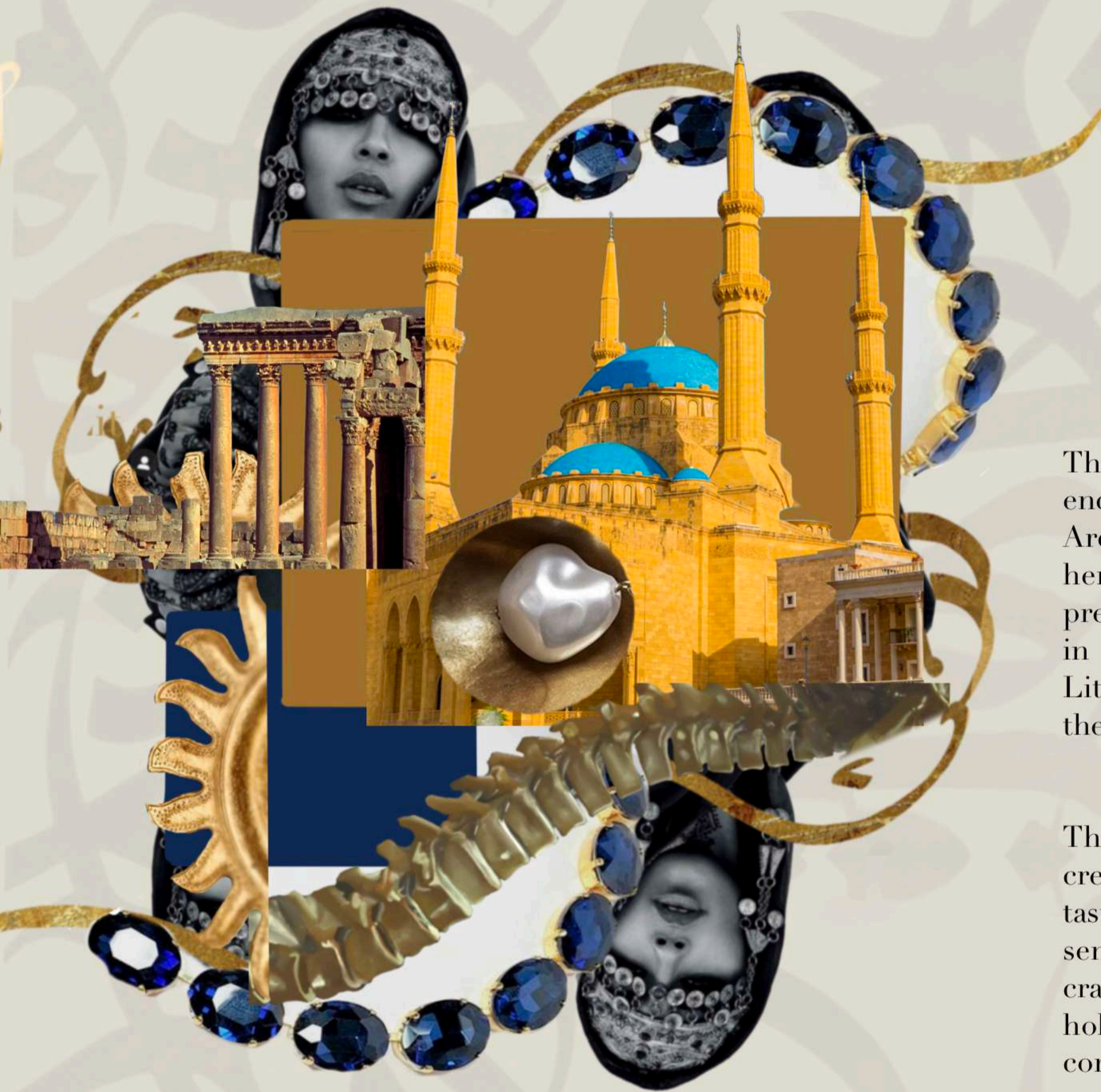
### Emotional Connection

- Nostalgia for Homeland
- Love for Country
- Longing and Belonging

### Crafted Accessories

- Tangible Connection to Memories
- Cherished Pieces
- Beautifully Crafted Designs

# Initial Mood Board



The mood board for Beit Litany artfully combines various elements to encapsulate the brand's core values of heritage, empowerment, and nostalgia. Architectural motifs such as wind towers and domes highlight the rich cultural heritage of the Middle East, emphasizing the brand's commitment to preserving and celebrating traditional beauty. The depiction of women adorned in traditional jewelry represents strength and pride, resonating with Beit Litany's goal to empower modern Arab women by reconnecting them with their cultural identity.

The fusion of traditional and modern elements illustrates the brand's vision of creating designs that honor cultural roots while appealing to contemporary tastes. Symbolic imagery, such as hands holding a cup of coffee or tea, evokes a sense of nostalgia and longing for home, underscoring the brand's mission to craft accessories that are cherished keepsakes. These pieces allow wearers to hold a piece of their homeland close to their hearts, providing a tangible connection to their cultural heritage and enabling them to wear it with pride.

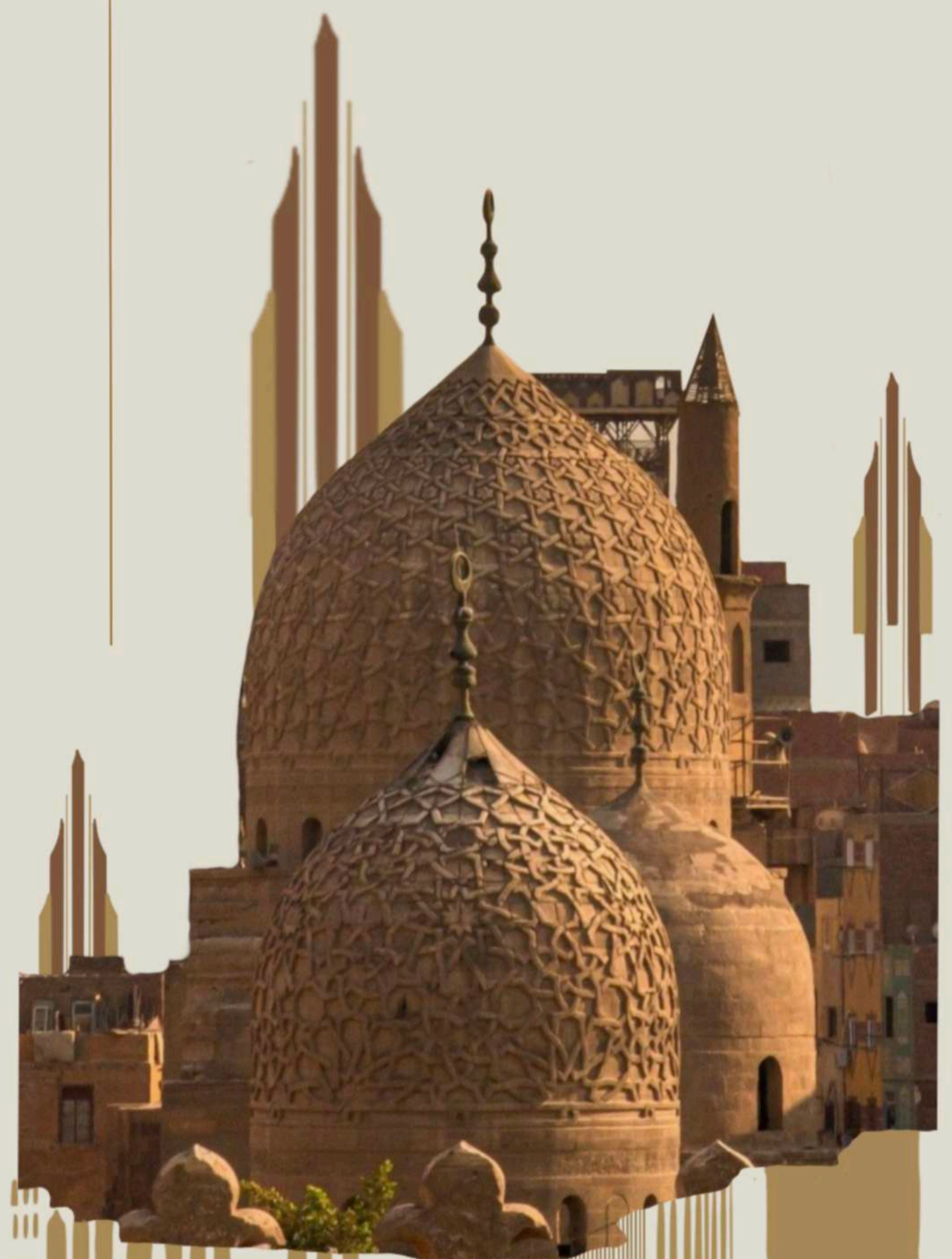
# Muqarnas

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Arabic domes are architectural marvels that exemplify the intricate craftsmanship and rich cultural heritage of the Middle East. Often adorned with elaborate geometric patterns and calligraphy, these domes not only serve as functional elements in buildings such as mosques and palaces but also symbolise the celestial heavens and divine harmony. Their distinctive curves and structural elegance have influenced architectural styles worldwide, making them iconic representations of Arabic art and architecture.

Another fascinating feature often found in conjunction with these domes is the use of muqarnas. Muqarnas are a form of ornamented vaulting that creates a stunning three-dimensional, honeycomb-like pattern within the dome or on other architectural surfaces. This complex design not only enhances the aesthetic appeal but also demonstrates the advanced mathematical and engineering skills of the architects. Muqarnas add depth and texture, creating an interplay of light and shadow that gives the impression of a celestial canopy, further emphasizing the spiritual and heavenly connotations of these magnificent structures.

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# Initial Inspiration

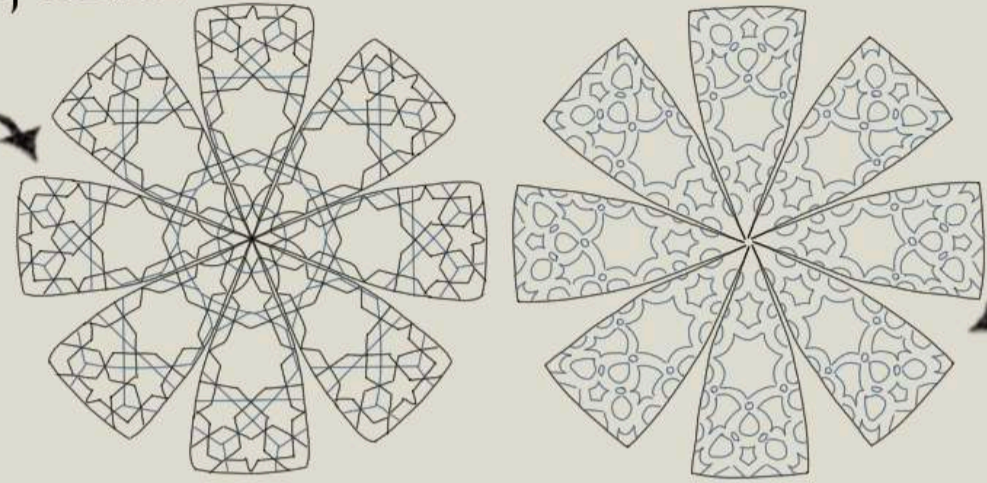
Going inside



Arch

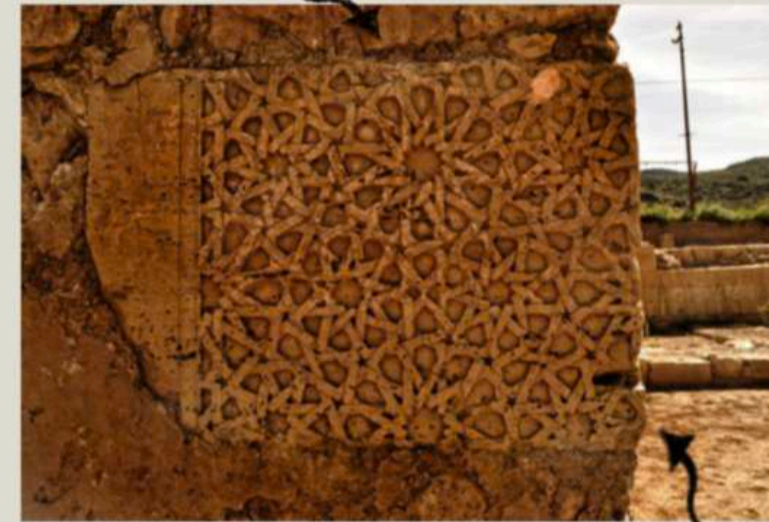


Technical style drawing of dome



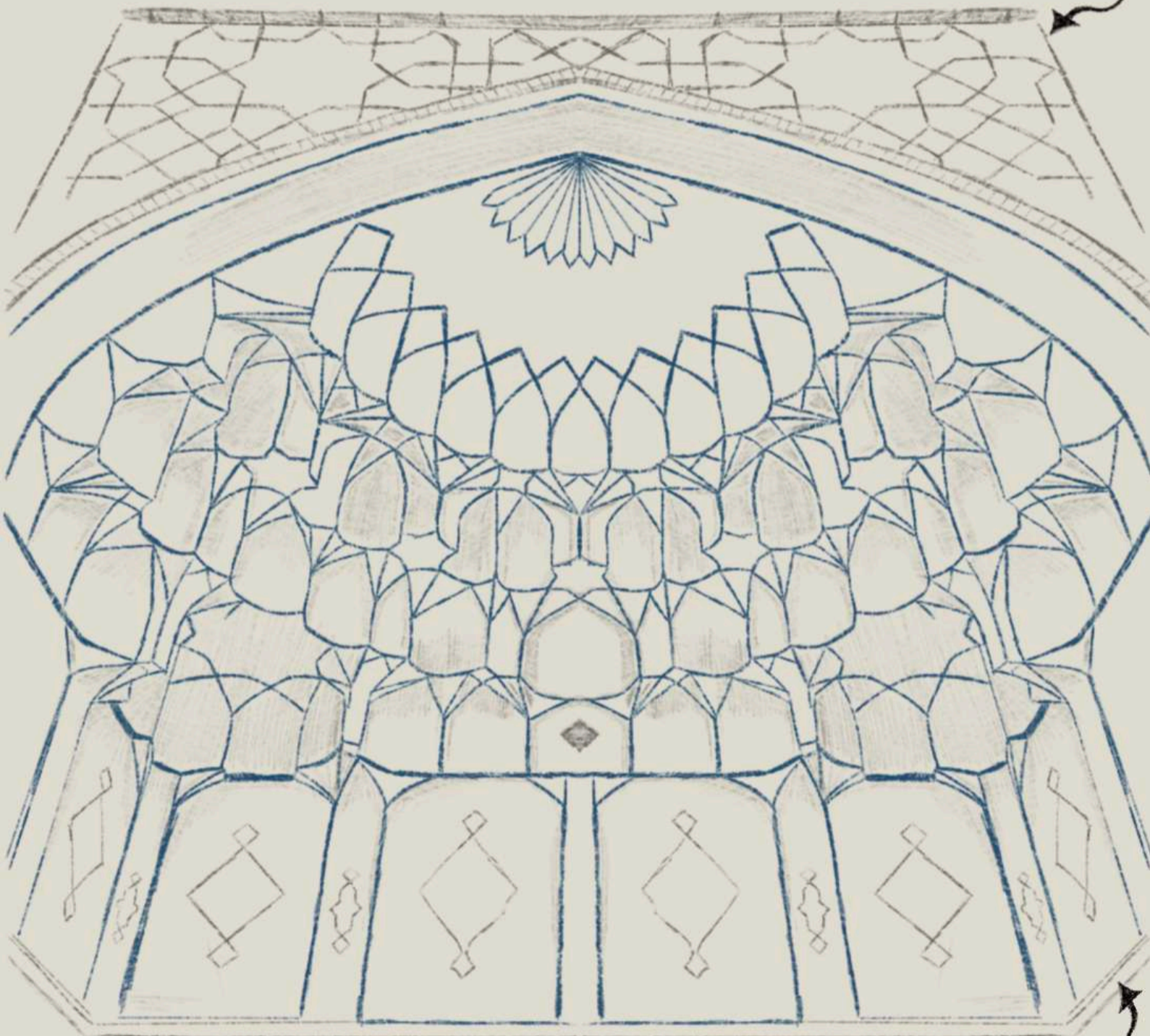
If each piece is cut and folded it would create inner dome shape

Carved detailing

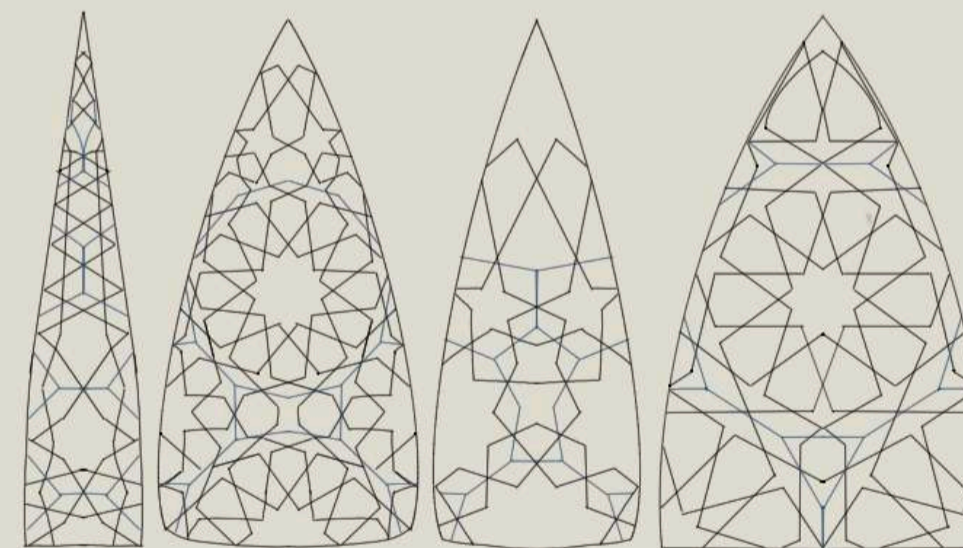


Could be replicated by plugging

Sketch to understand

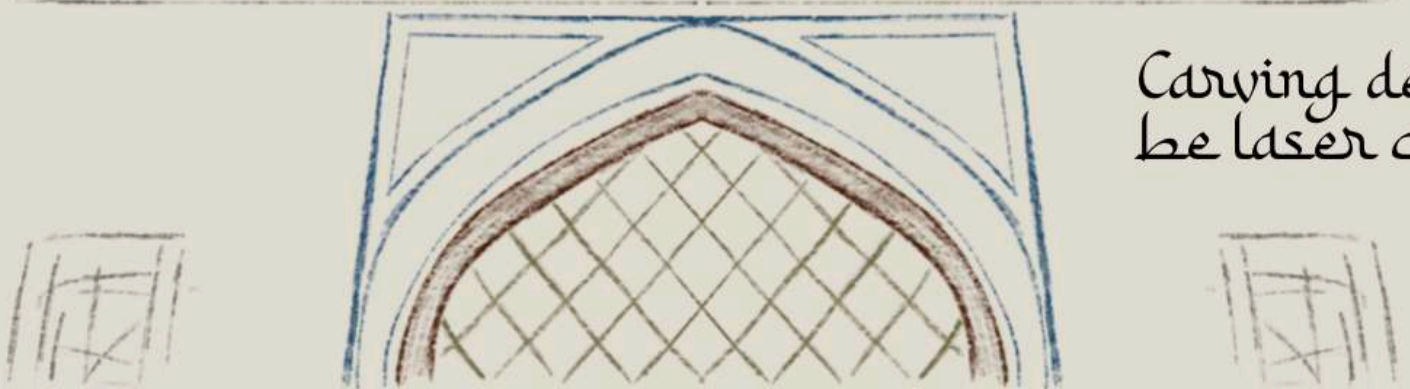


More detailed image of intricate detailed found on domes



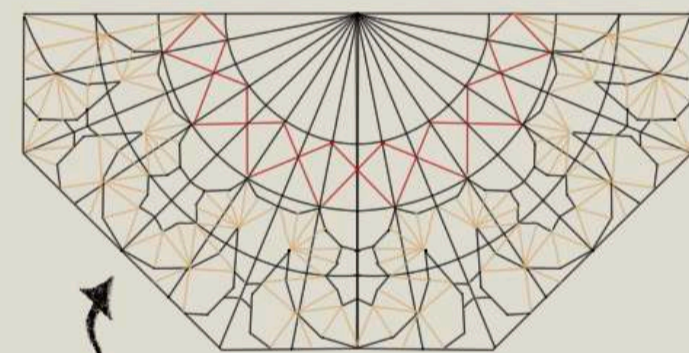
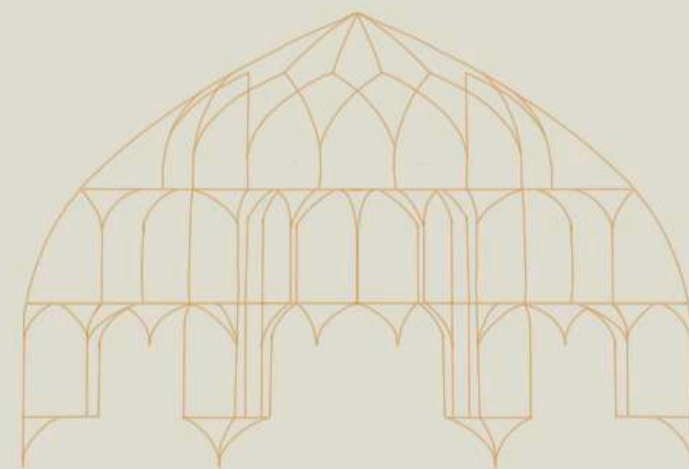
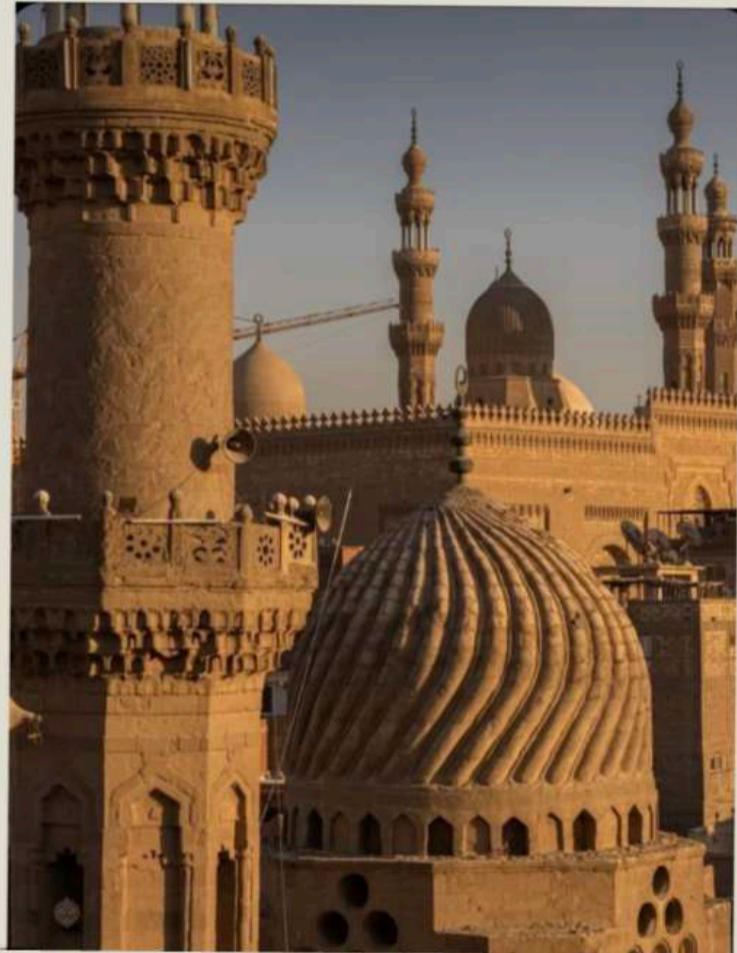
Technical drawing of patterns

Carving detail could be laser cut





# Initial Inspiration details



Domes going inside with detailing

Bottom view detailing



Detailing up close

Simplified technical drawing



Overall shapes



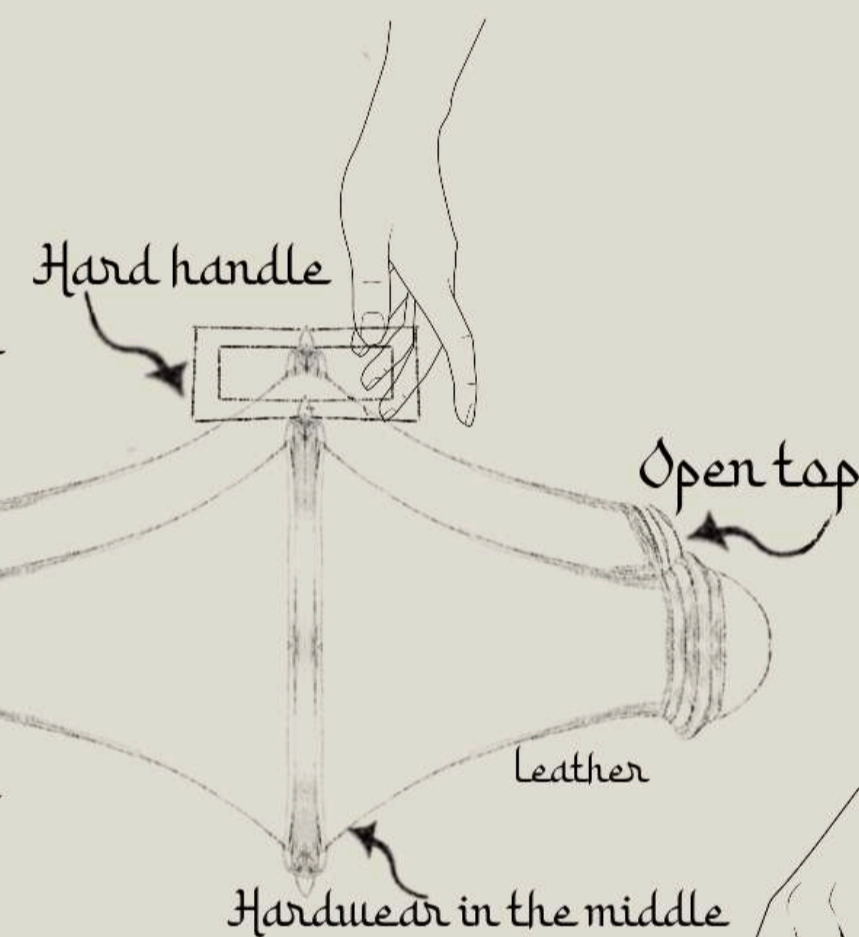
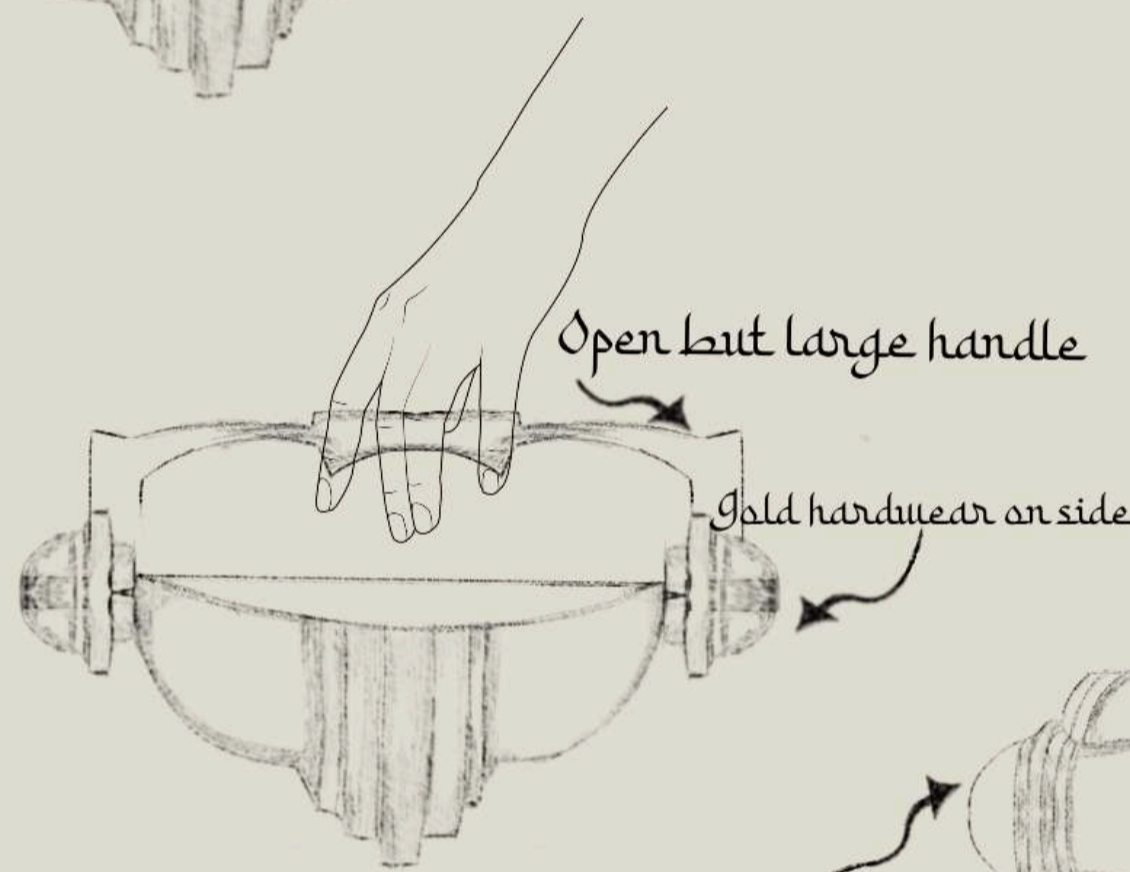
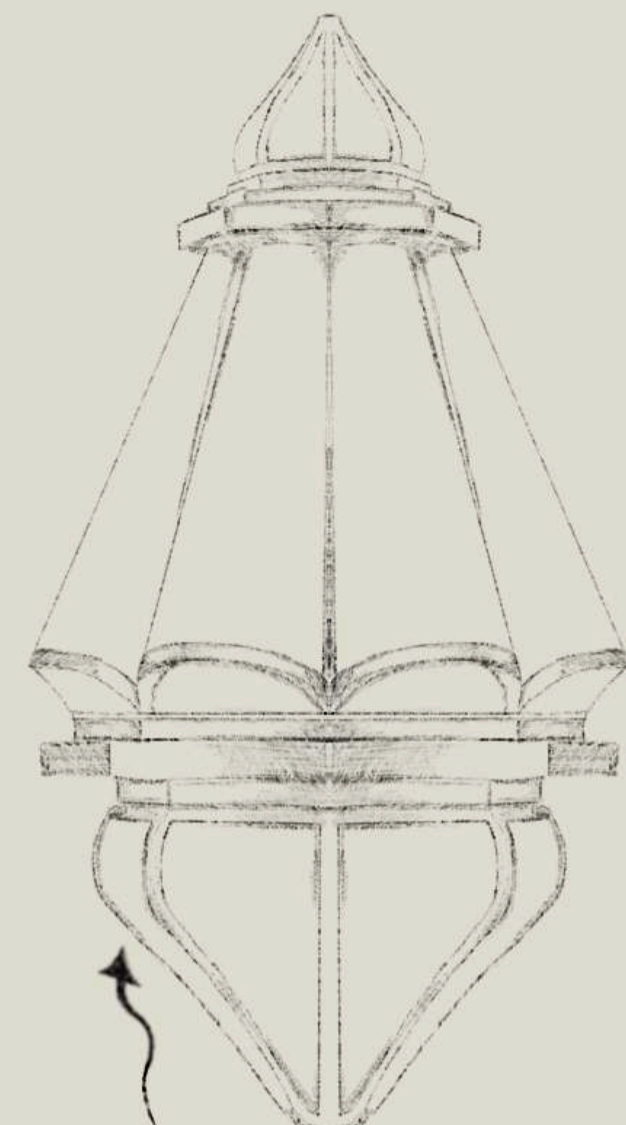
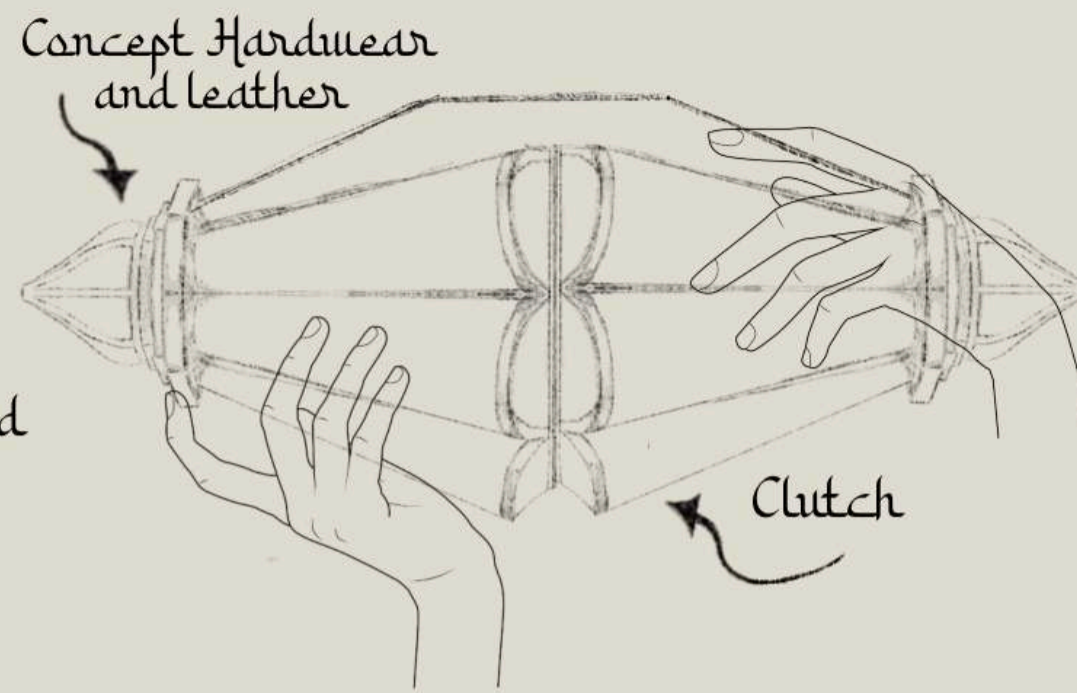
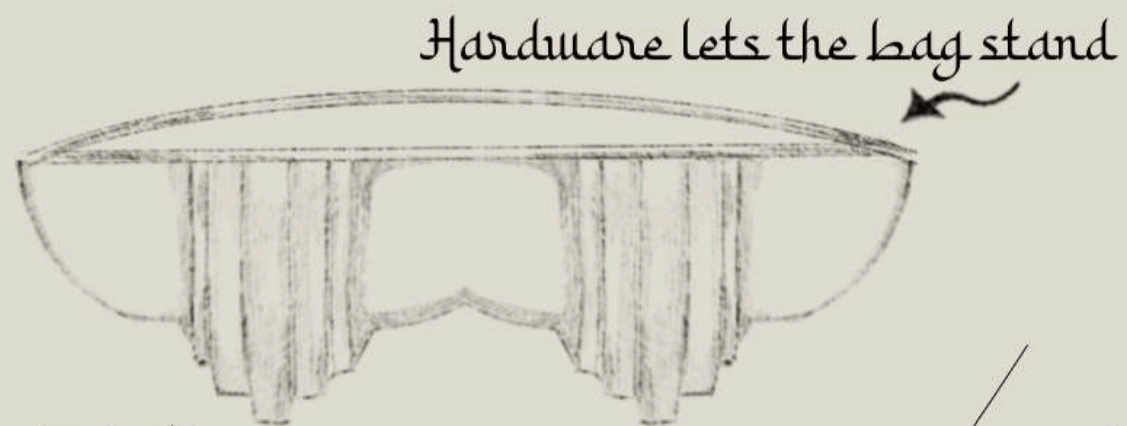
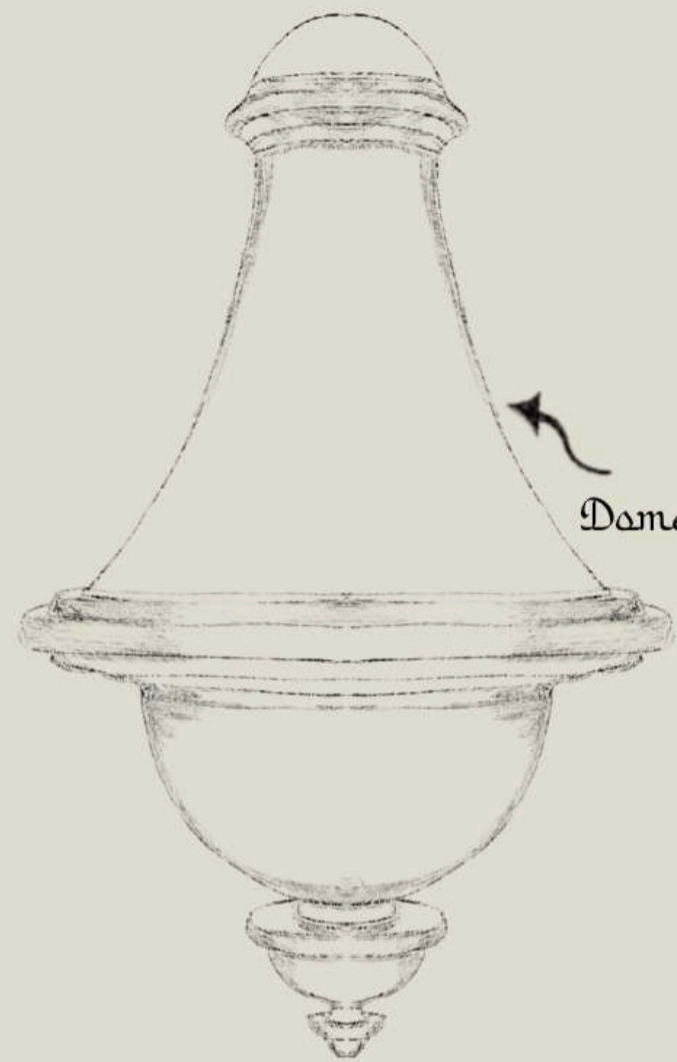
Detailing shown from afar

Side view perspective

Detailing on top of cut outs



# Muqarna inspired Designs

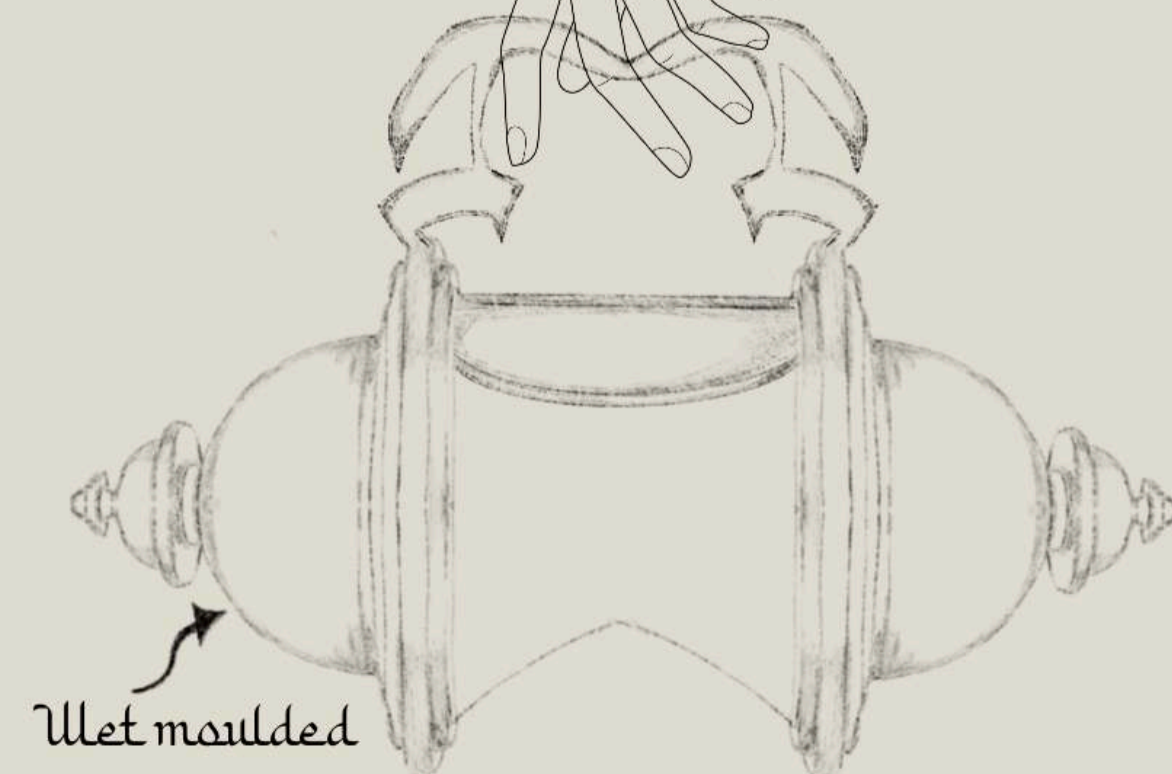
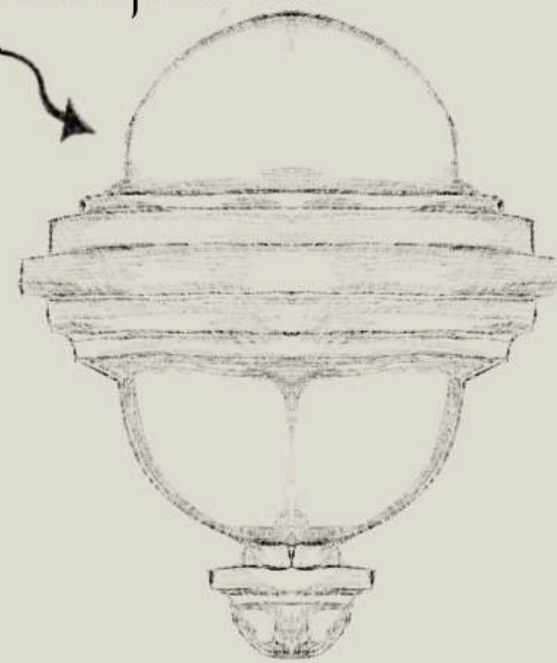


Translated into this shape

Hard wear on side

Hard handle not leather

Dome inspiration

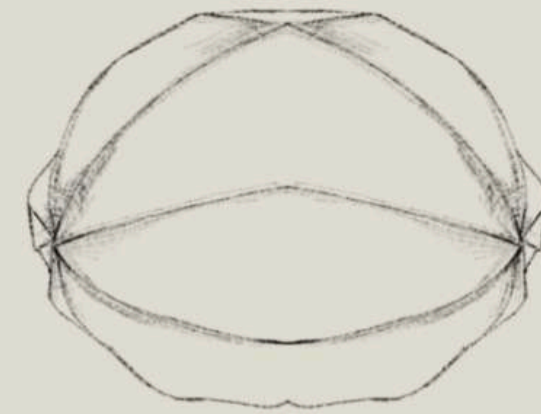
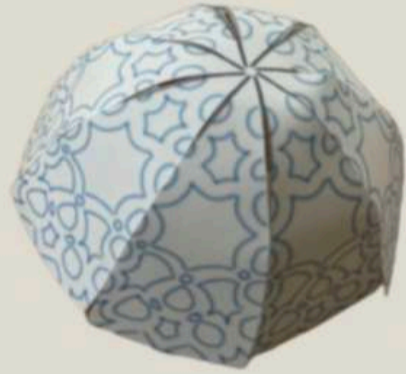
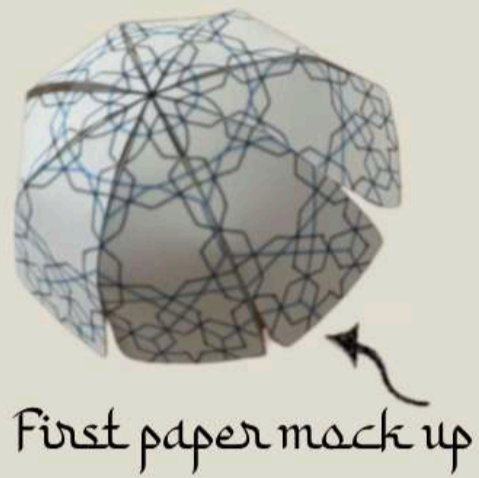


Domes created horseshoe gusset technique

# Muqarna inspired Designs

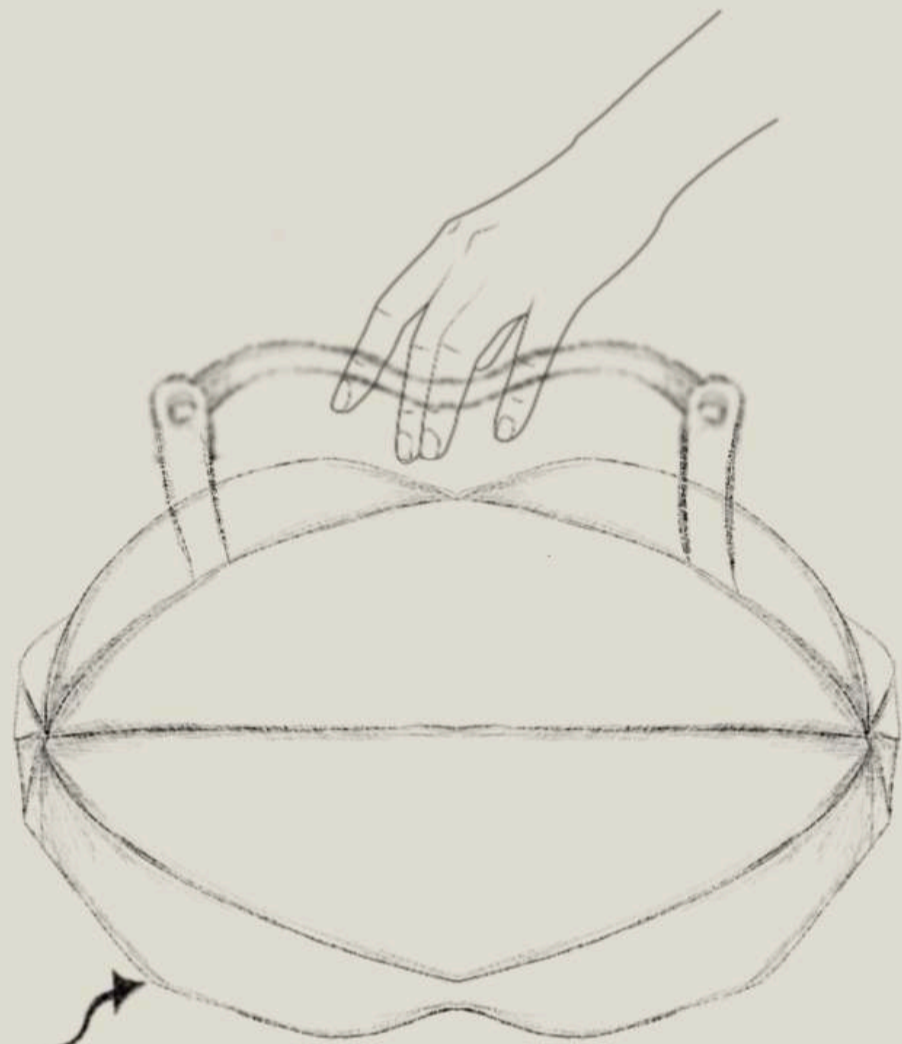


# Muqarna inspired Designs

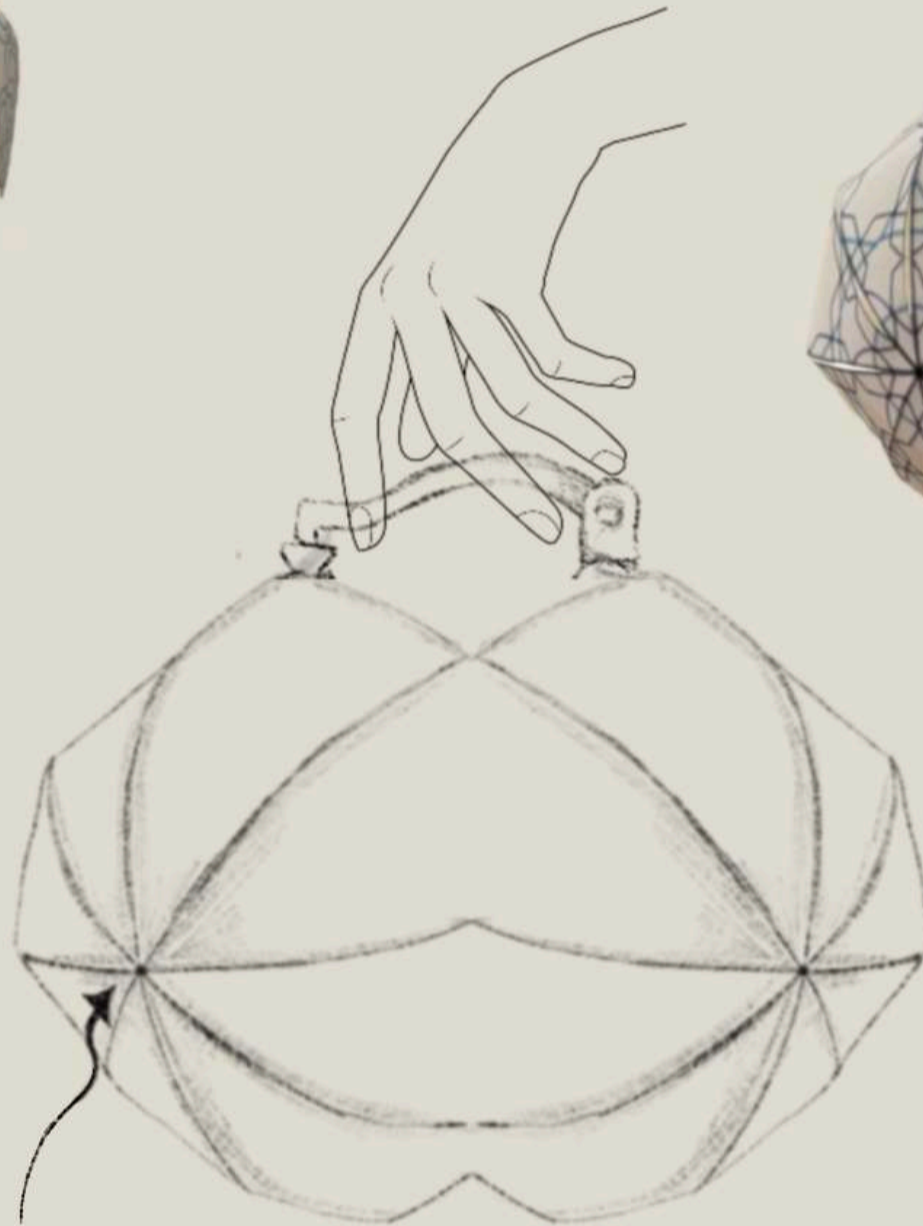


Aquiline in middle to hold shape

Design etched onto leather with laser cutter

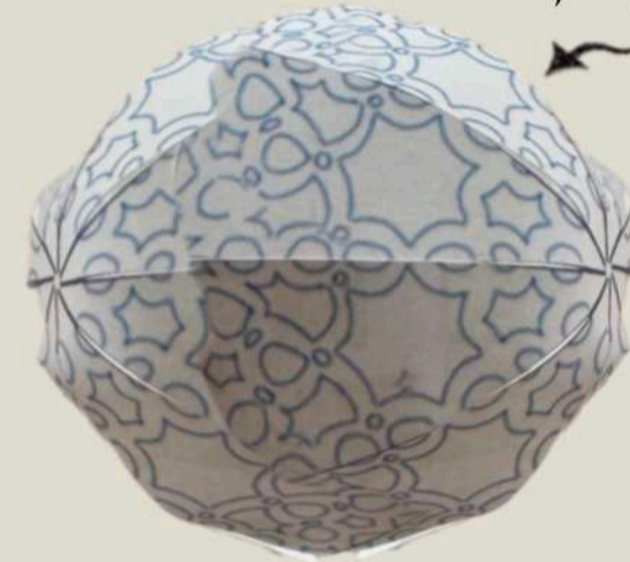


Sketch of shape

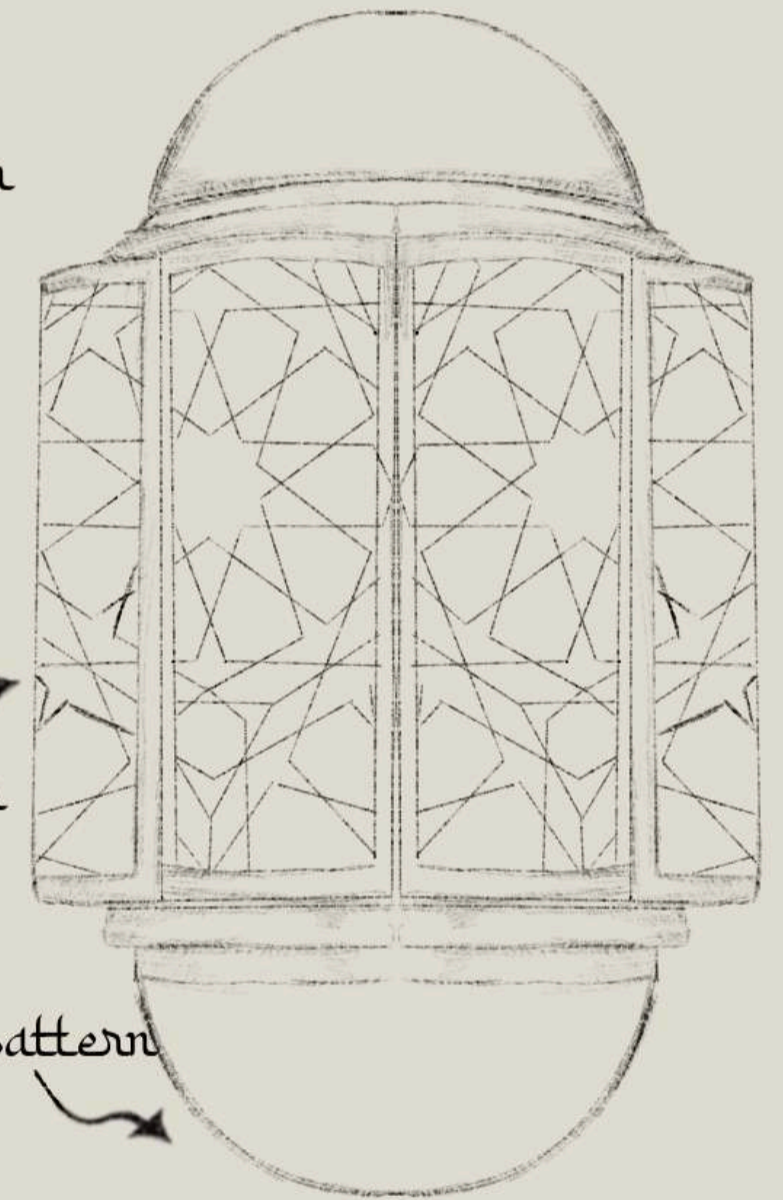


Jusset poking out from front to see curves

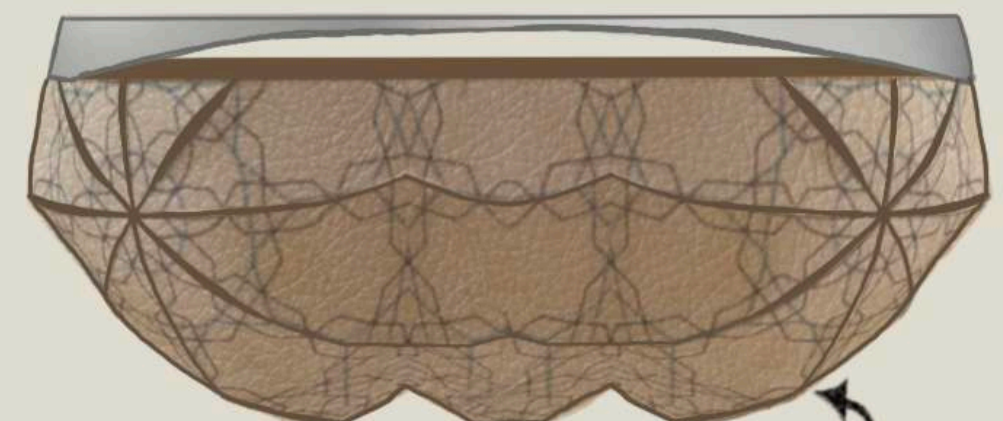
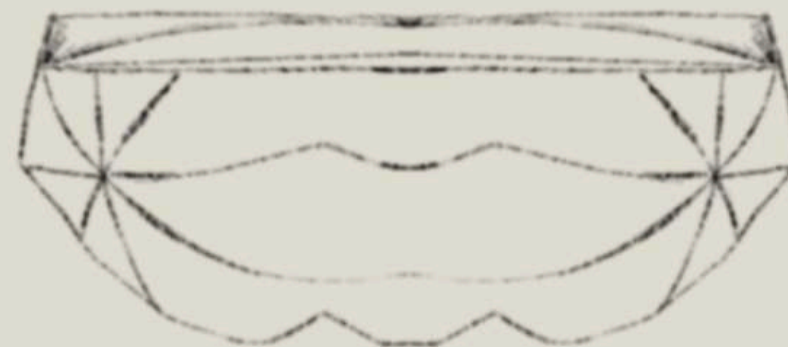
Laser cut for precision



Initial inspiration



Curves and geometric pattern



How to implement with leather

# Bridging Cultures

The agal, a traditional Arabic headpiece, is a black cord used to secure the keffiyeh or ghutra, scarves elegantly draped over the head. In Lebanese and broader Levantine culture, the agal holds profound cultural and historical significance. It transcends mere functionality, symbolizing identity, dignity, and heritage. Worn historically by Bedouins and farmers, it signified social status, wisdom, and tribal affiliation. Today, the agal graces formal events and traditional ceremonies, a testament to enduring pride in Levantine and Arab ancestry. Its presence evokes a deep connection to the past, weaving a beautiful tapestry of cultural continuity and honor in the modern era.

Inspired by a traditional garment, I was drawn to the agal—a piece deeply woven into my family’s history, as seen in pictures of my great-grandfather wearing it. The enduring beauty of this historical and traditional accessory, still worn with pride today, is something I wanted to highlight and celebrate. Traditionally worn by men, I sought to reimagine the agal in a way that could be embraced by women as well, making it a versatile accessory for everyday use. This modern adaptation would not only honor its rich cultural heritage but also gain recognition and appreciation in the West, bridging cultures through a timeless piece of attire.



Reimagining the Agal for Modern Elegance

# Initial Inspiration



Playful



Old family photos

Worn by both farmers and royalty

Worn by young and old



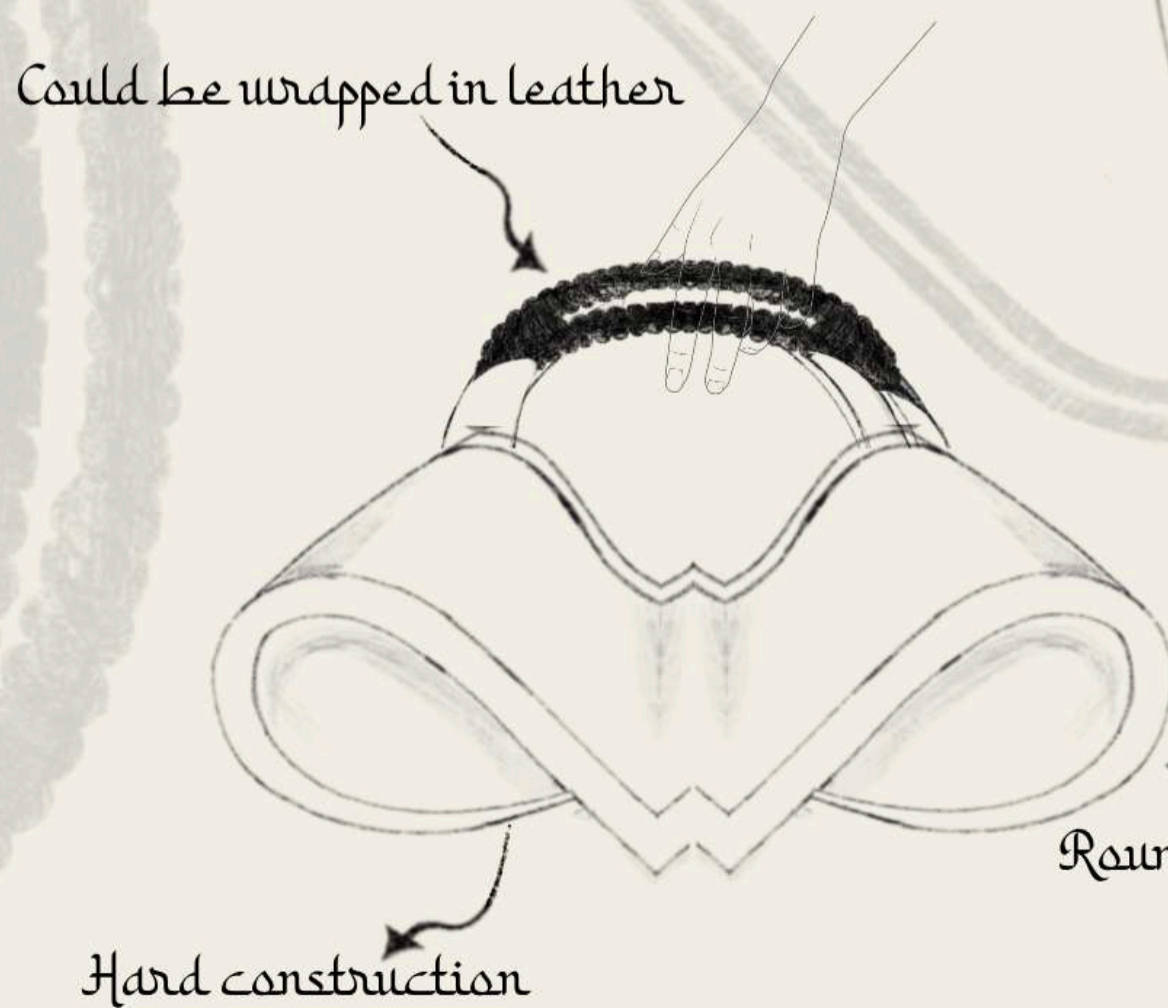
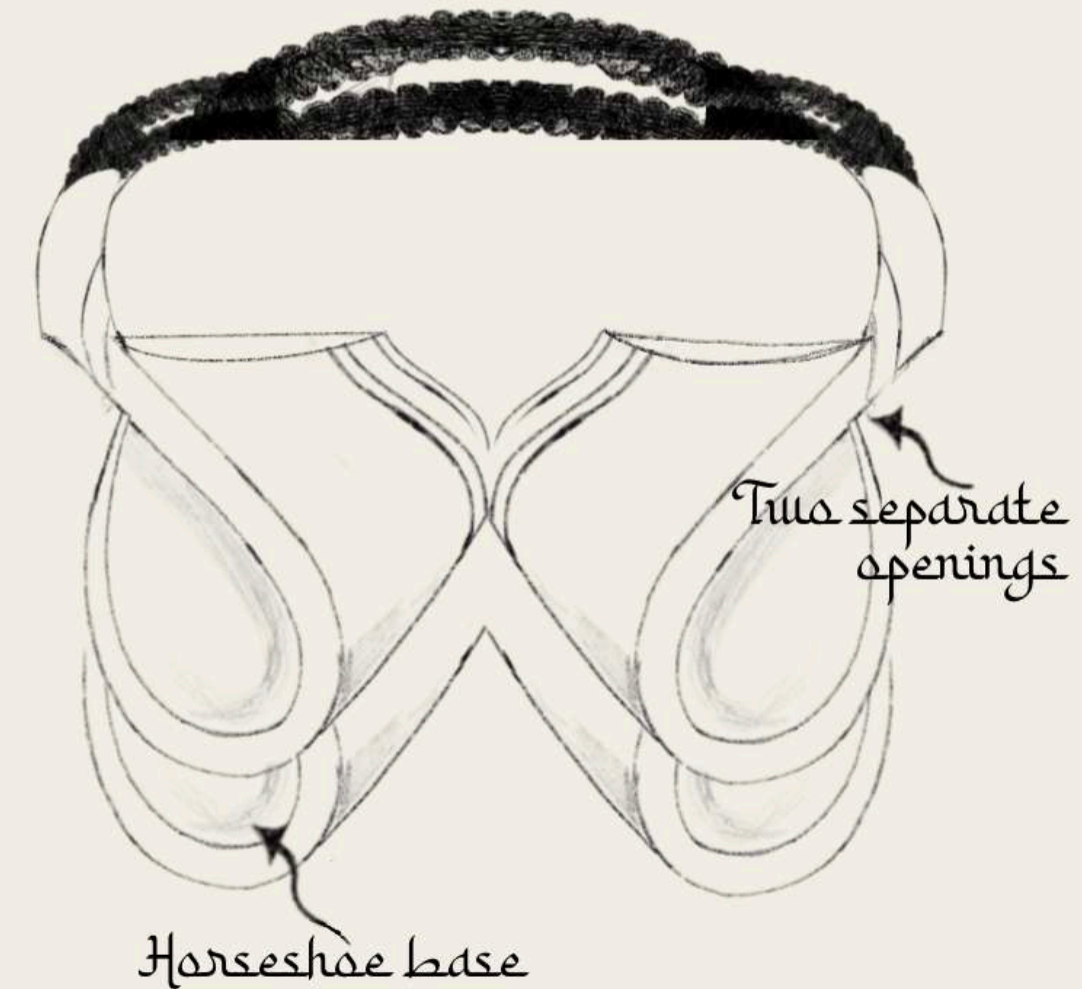
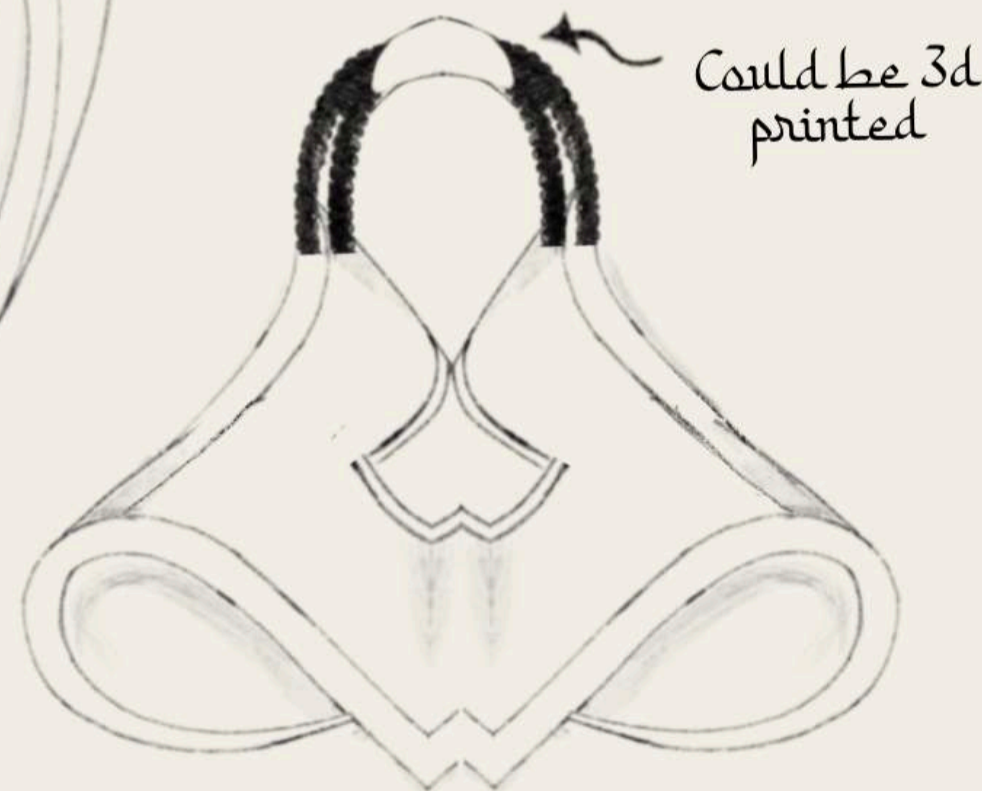
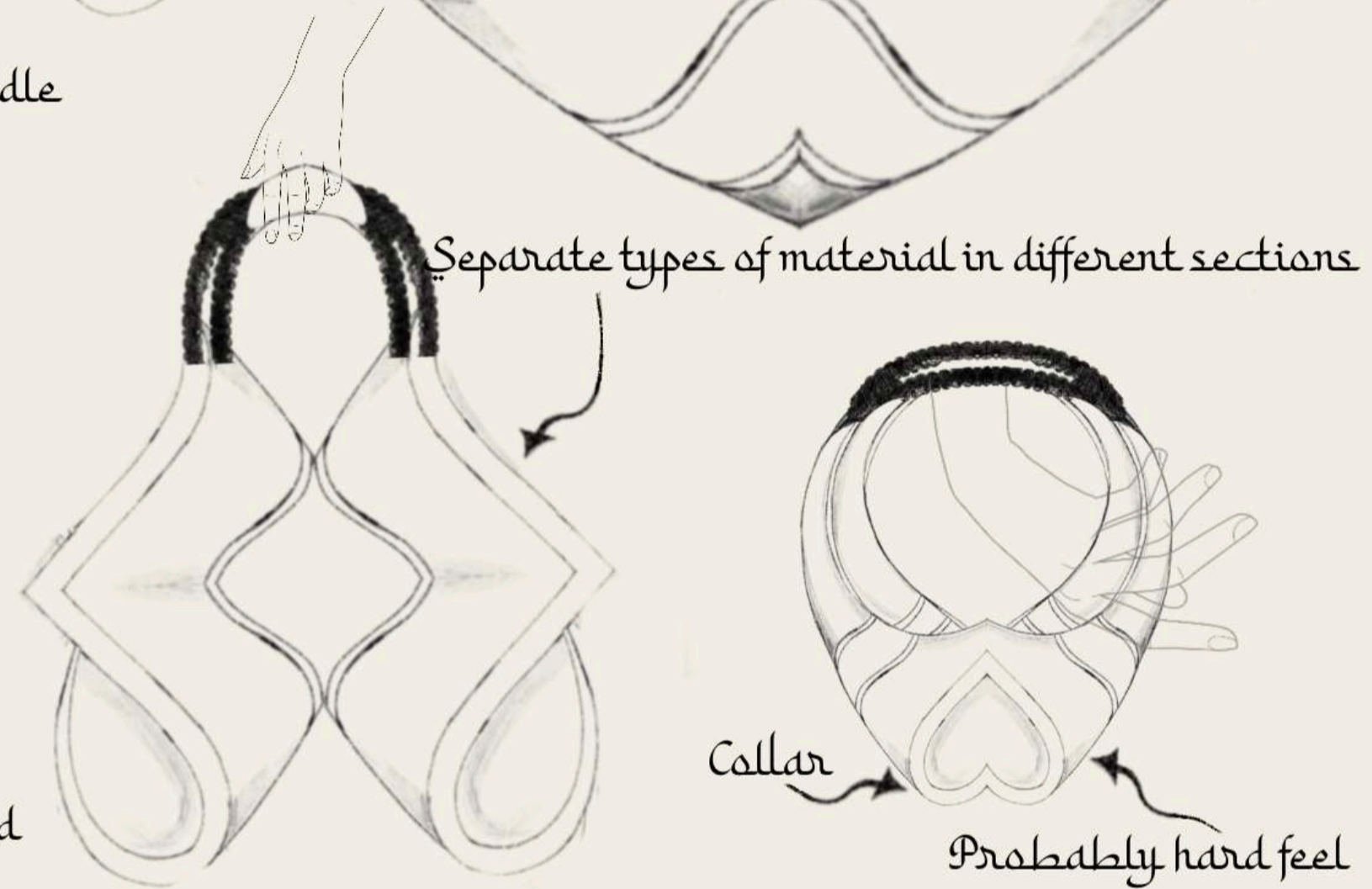
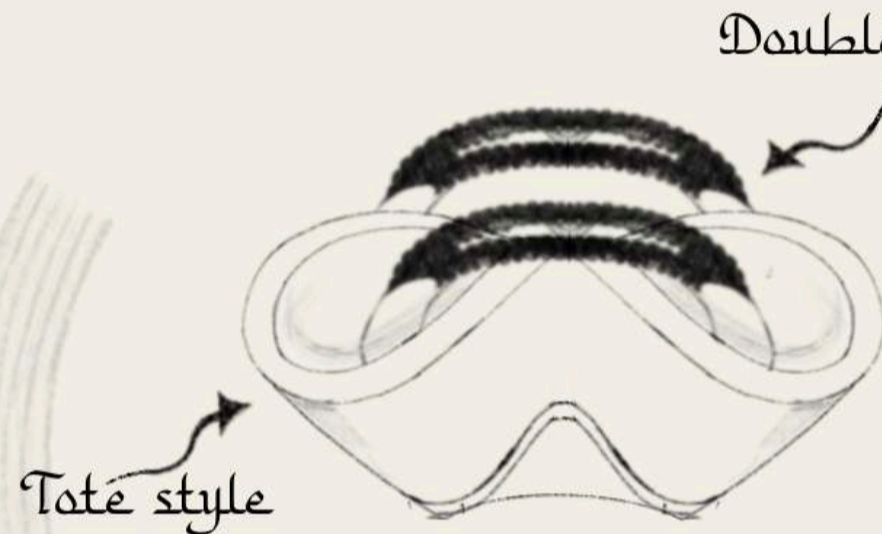
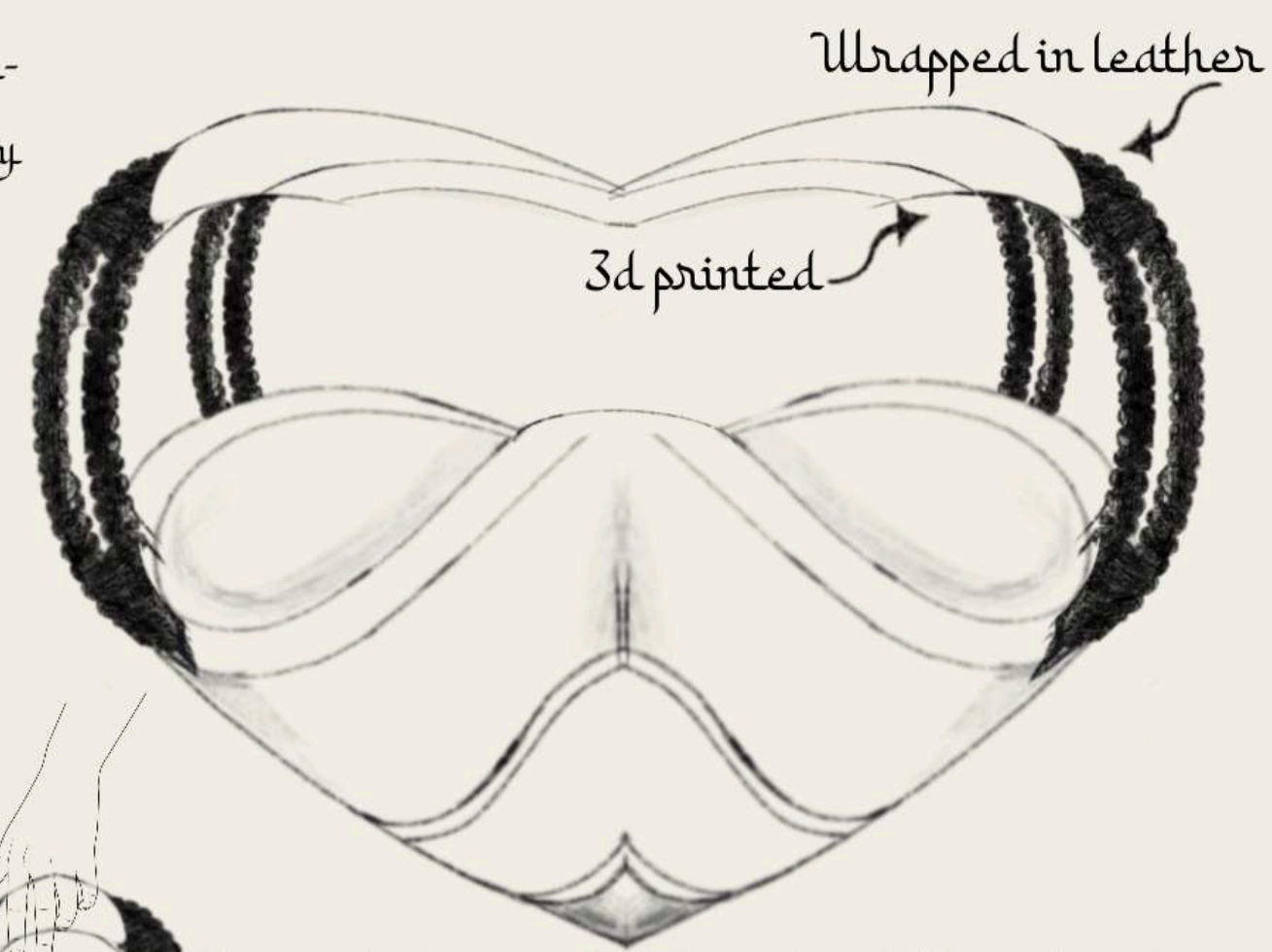
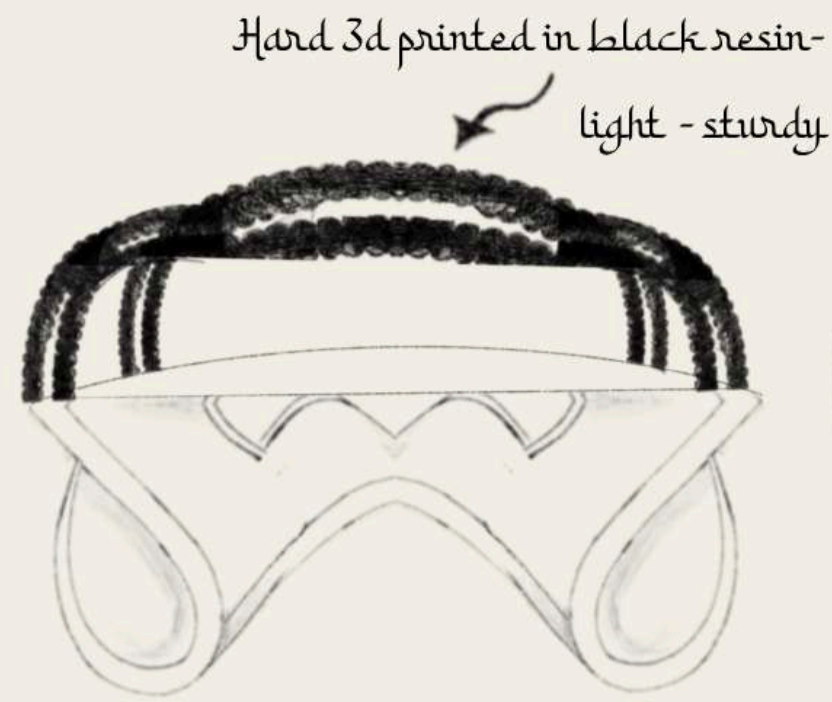
But only men



Worn throughout the Levant



# Agal inspired designs



# Agal inspired designs



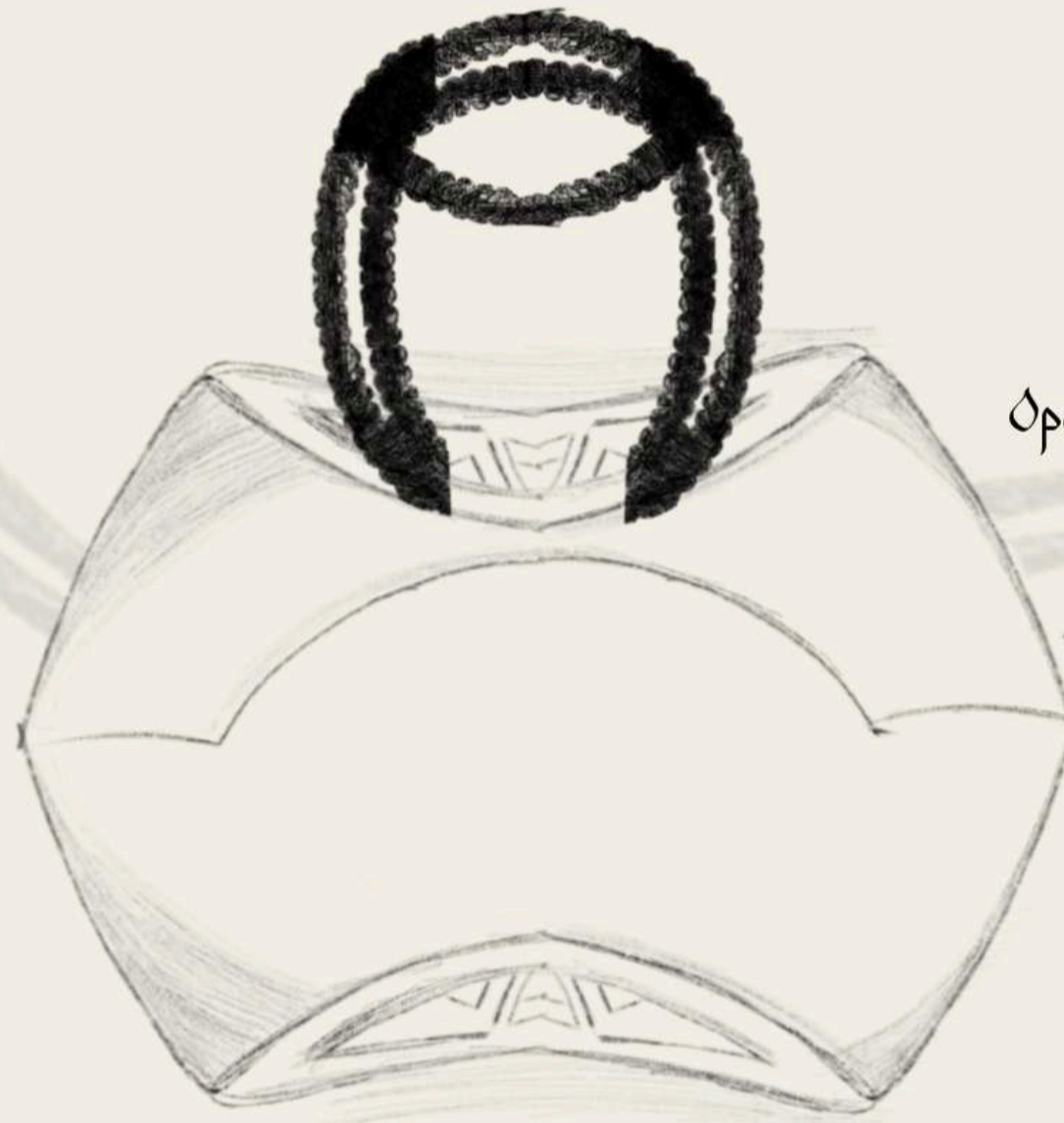
Agal incorporated into the handle



Agal highlighted numerous times



Simpler shape due to wanting to highlight agal



Opens up to enter bag



Bucket style



Two different materials leather and fabric

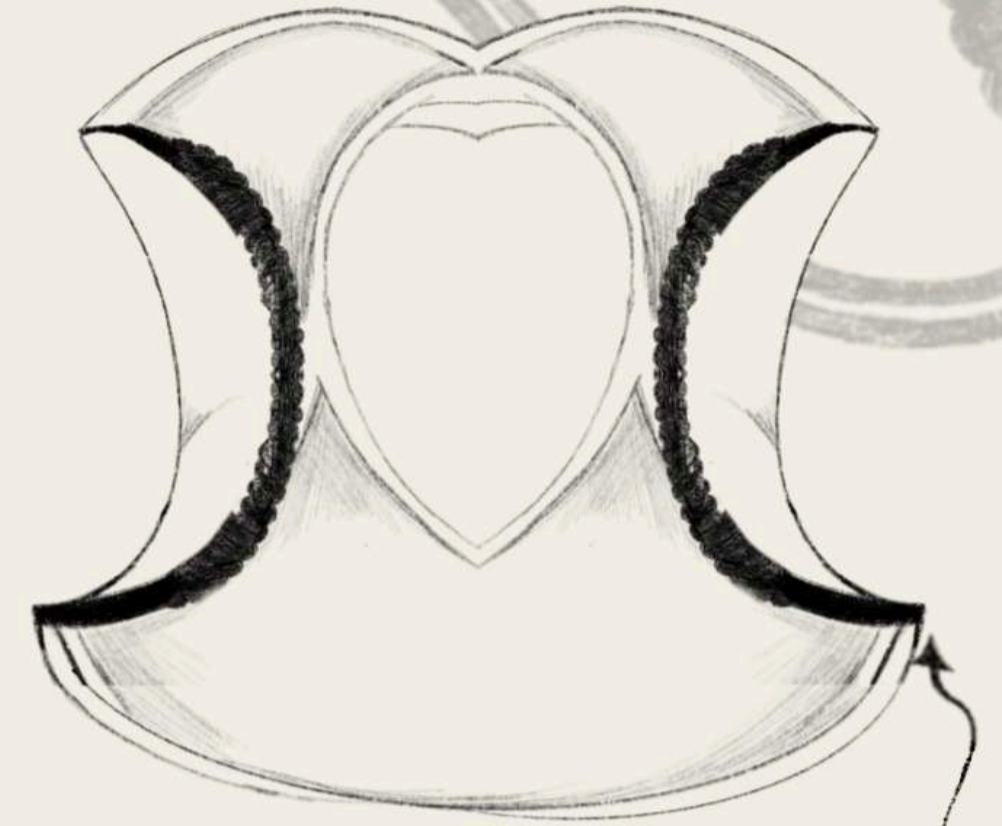


# Agal inspired designs

Opens from both tops

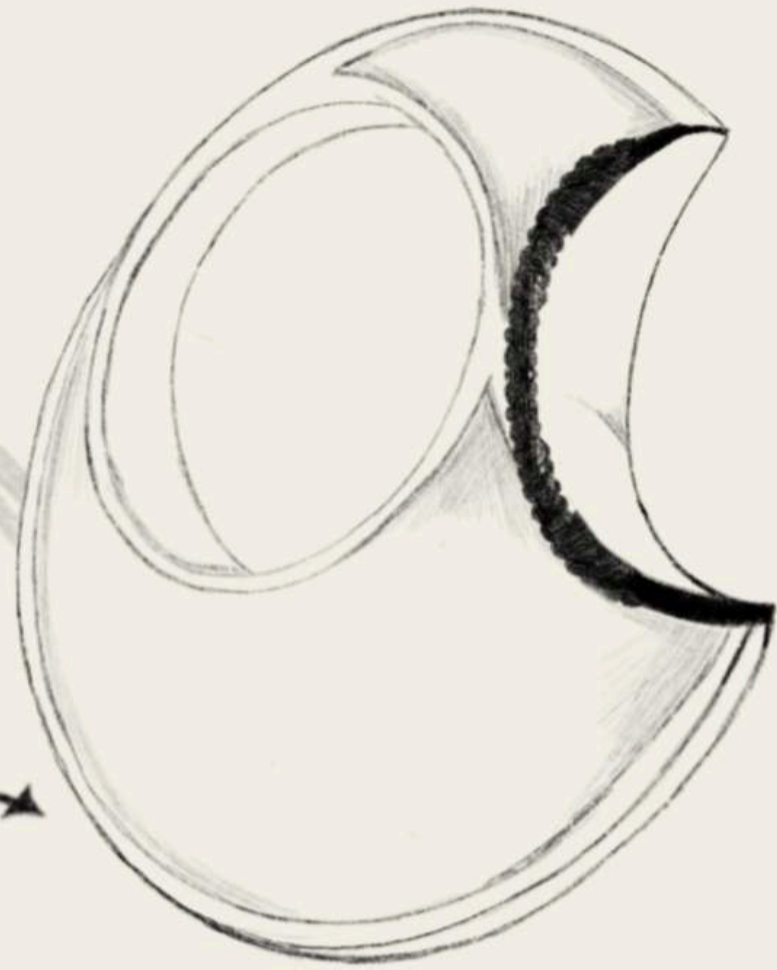


Bag stands on both sides



Agal not part of handle  
here just decor

Simpler shape



Part of handle and embellishment



Leather wrapped  
in rope



Longer versions would be tied with leather



Same concept as top bag but different opening



# Agal inspired designs & evaluation

I transformed the traditional agal shape by wrapping it in leather to create a unique handle design. I was pleased with how this approach complimented various bag shapes. This innovation brings a distinctive element, typically associated with Arab men, into a playful and wearable accessory for women. It aligns perfectly with Beit Litany's principles of rendering and creating a new narrative for Arab women, challenging orientalist perspectives by integrating Arab traditions into Western fashion.



Wrapped in leather



Can implement idea more than just a handle



Could use rope for inside



As an embellishment or handle

Marks on various design styles



Double handle opens up the whole bag when handle is opened



Agal wrapped in leather

# Intricate Details



Arabic patterns, renowned for their intricate geometric designs and delicate arabesques, hold significant cultural and aesthetic value. Beyond their historical roots, these patterns are celebrated for their beauty and precision. The harmonious repetition of shapes, often combined with elegant symmetry, creates mesmerizing visuals that have captivated artists and observers for centuries. This beauty is not only an expression of artistic skill but also a reflection of the broader philosophical and mathematical concepts that influenced their creation.

These patterns have a profound significance, serving as a bridge between cultures and eras. They symbolize the fusion of different artistic traditions, illustrating how diverse influences can come together to create something uniquely captivating. As a result, Arabic patterns are more than just decorative elements; they embody a timeless sense of order, creativity, and interconnectedness that resonates with people across the world.

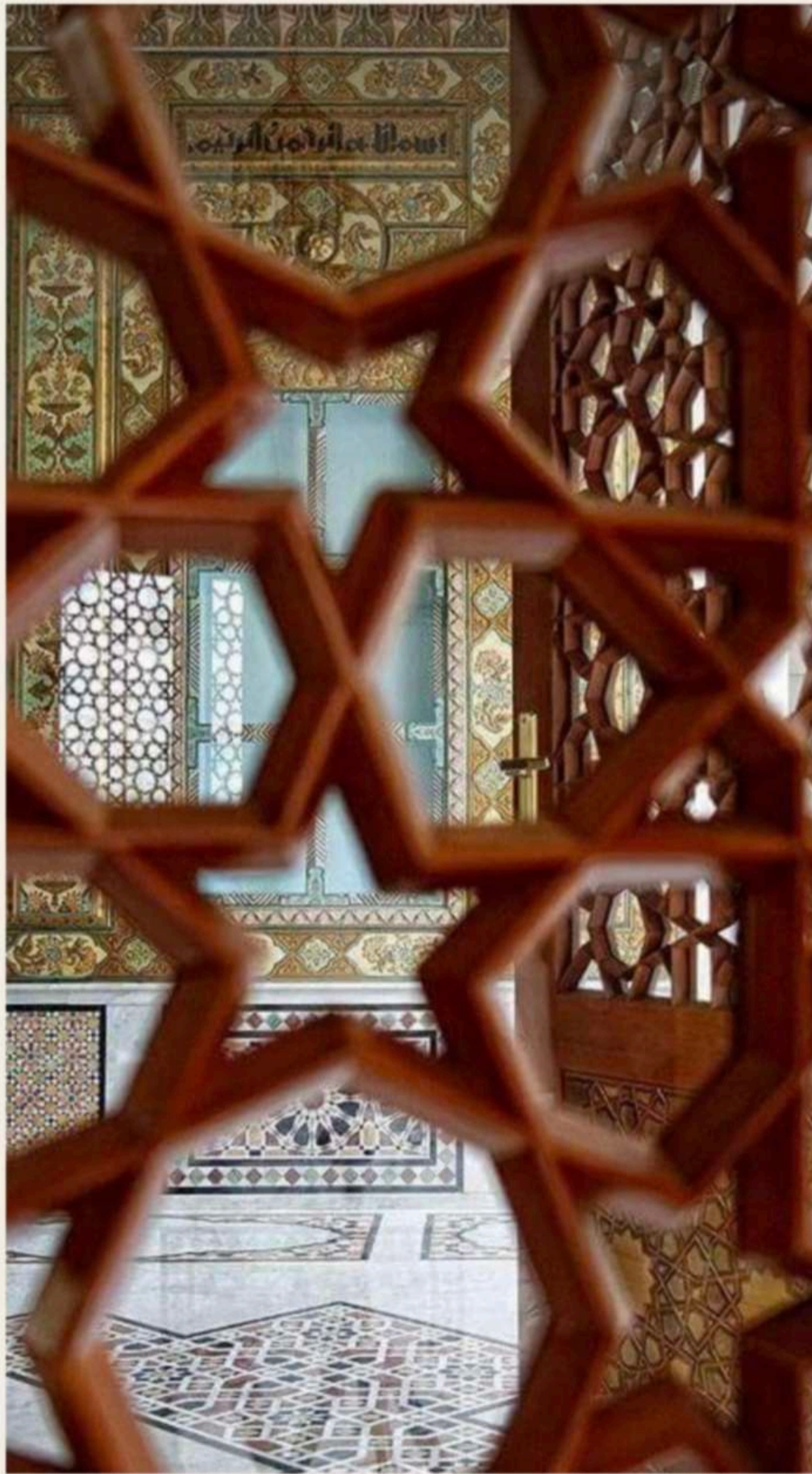
# Initial Inspiration

Multiple types of patterns

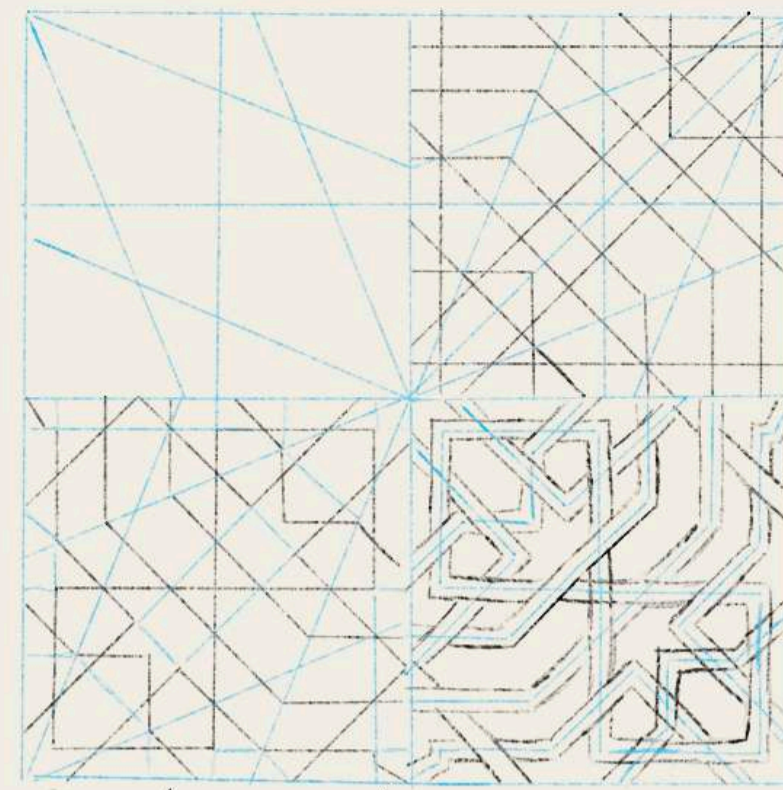
Busy designs



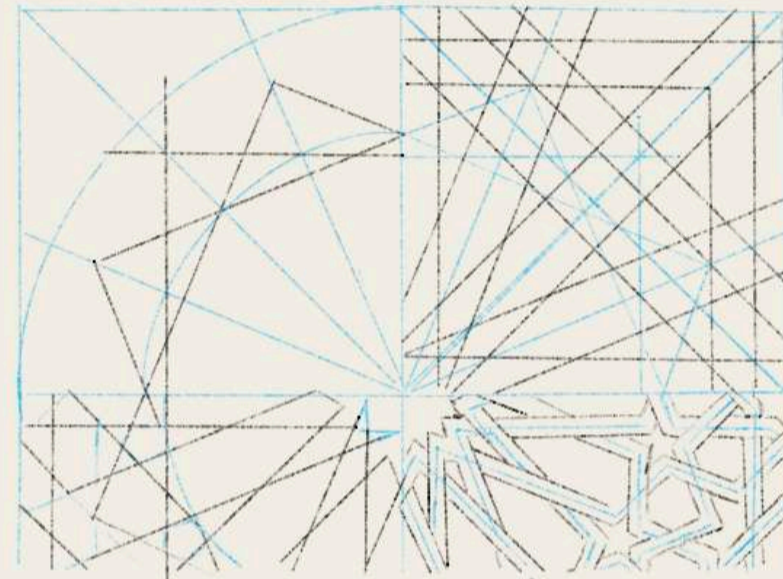
Repetitive designs



Geometric

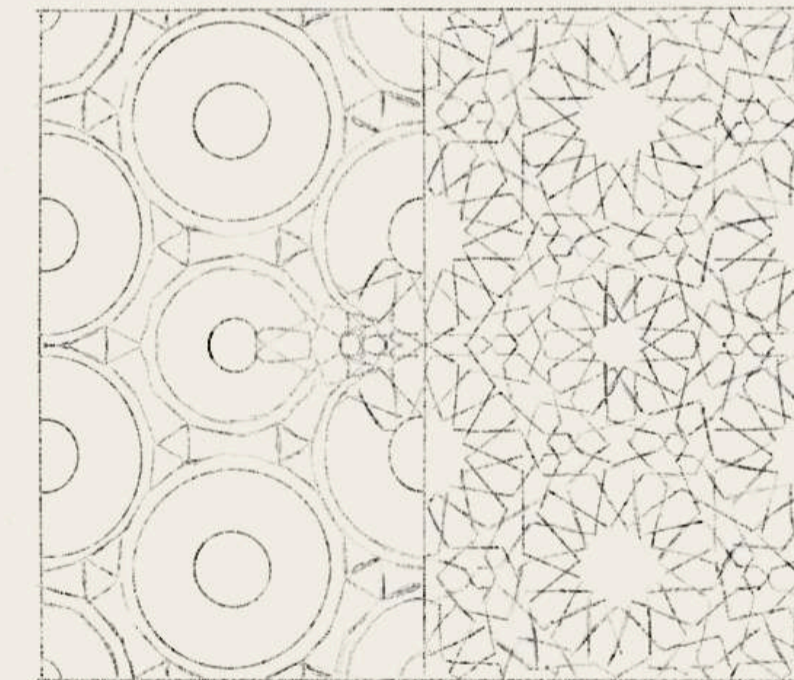


Organised

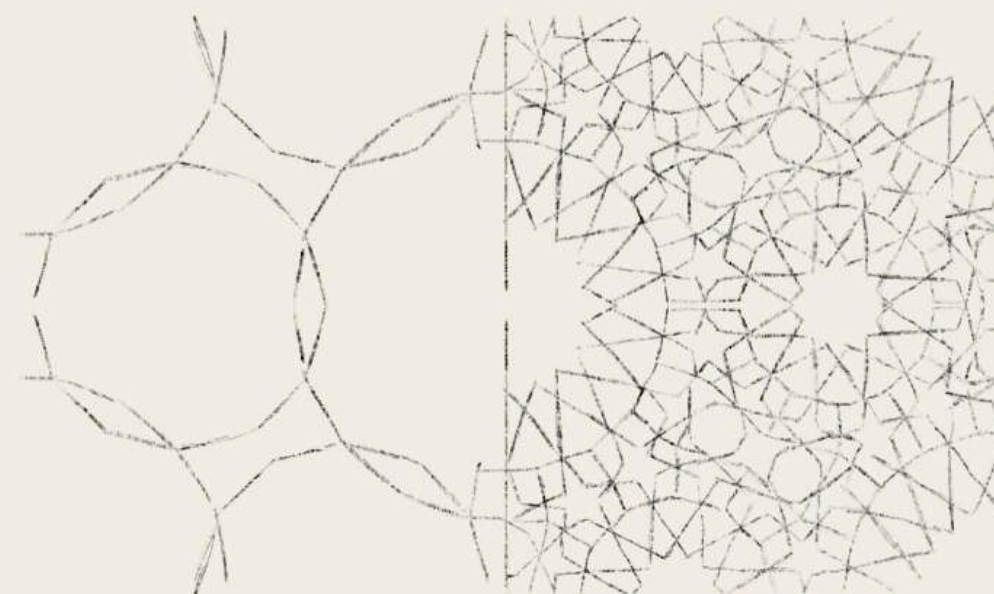


Not just random

Not clustered

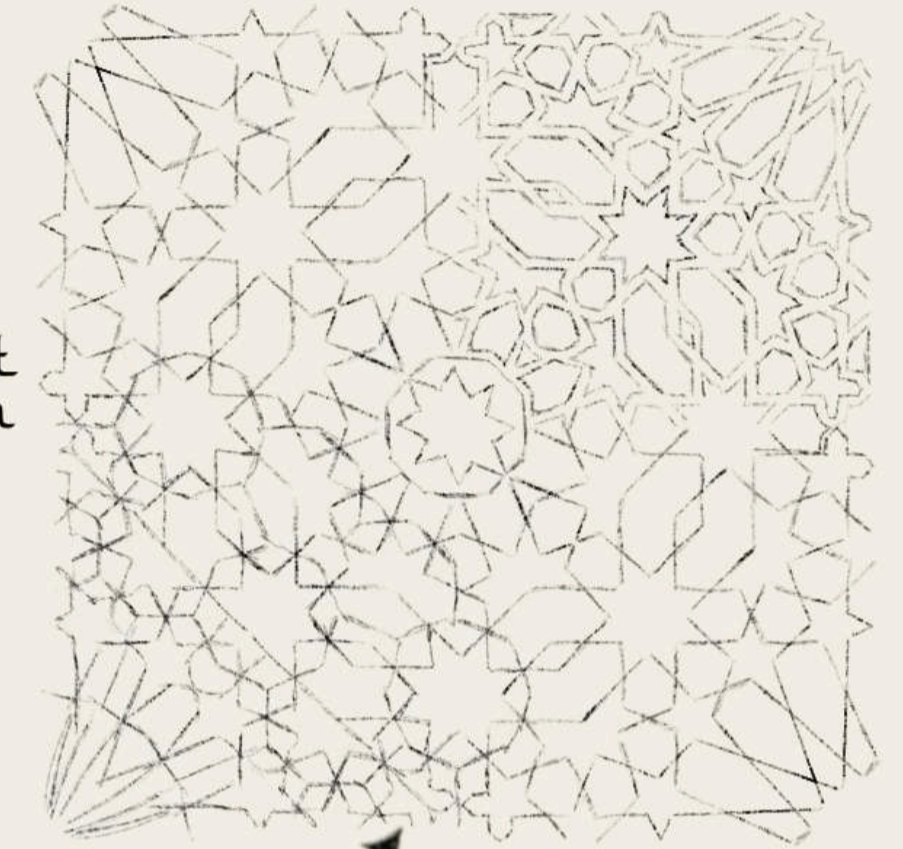
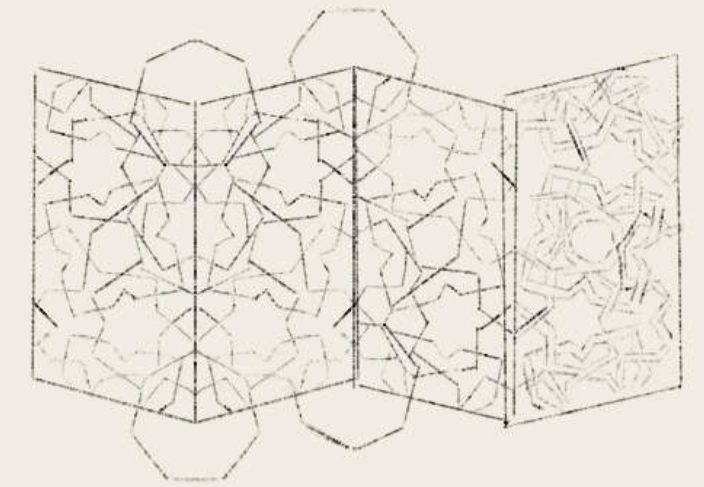


Shapes intertwined

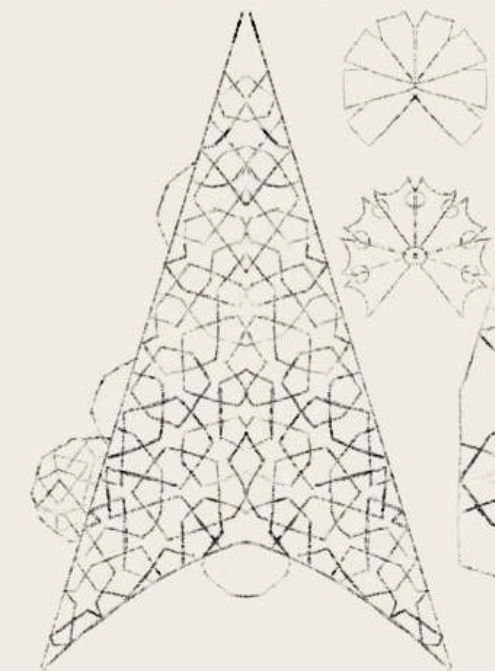
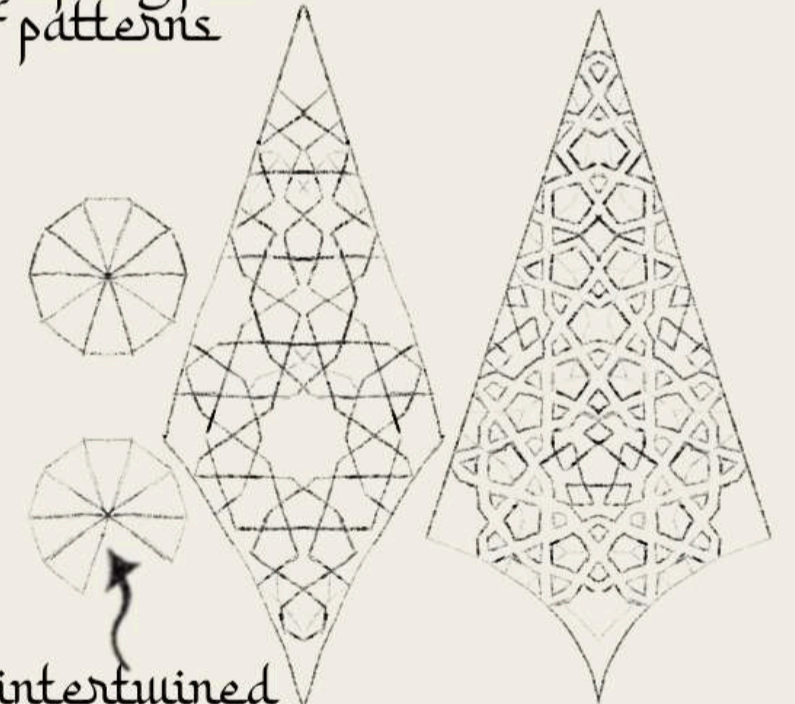


Symmetrical

Symmetry



Multiple types of patterns



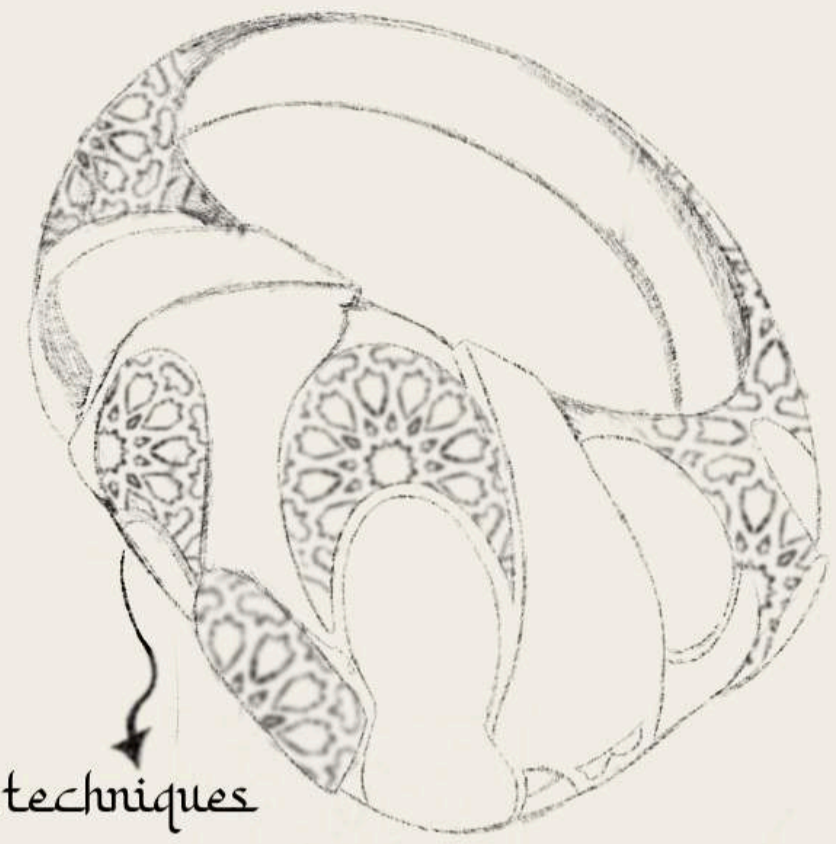
# Intricate details inspired designs



Plugging



Two types of leather



Different techniques



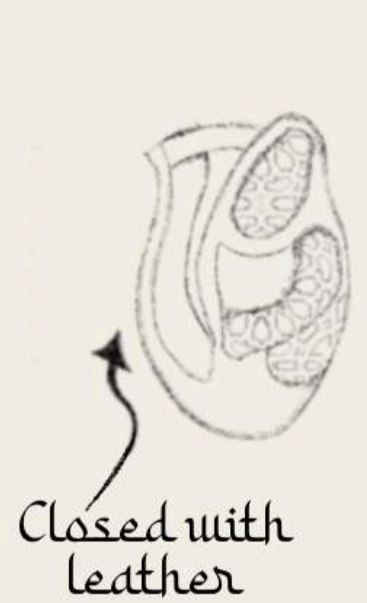
Simpler version for more commercial sales



Simpler more commercial designs



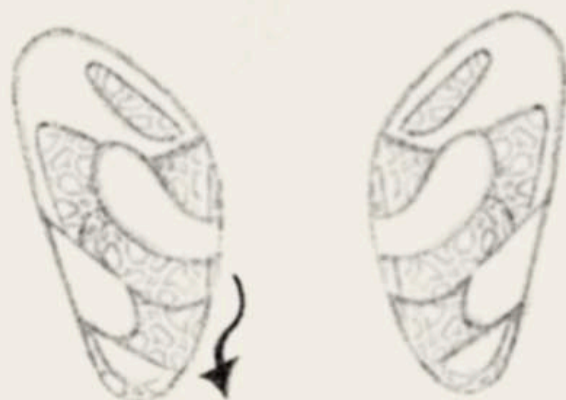
Base view



Closed with leather



Side profile variation



Front angle

# Intricate details inspired designs

Curved on other side

Smaller start at top expands outwards

Front view

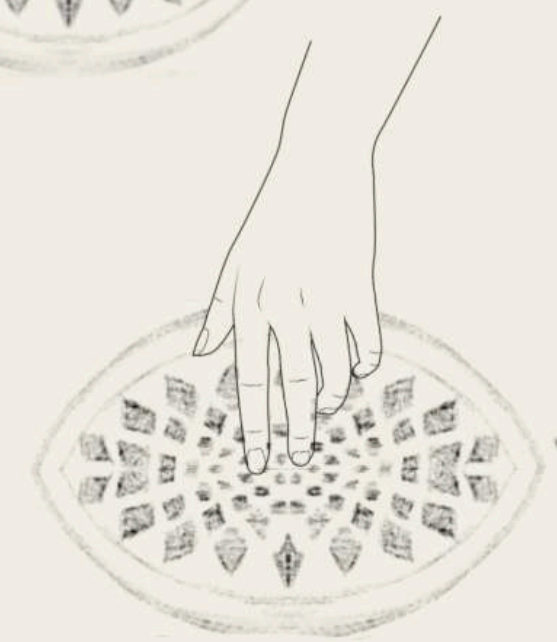
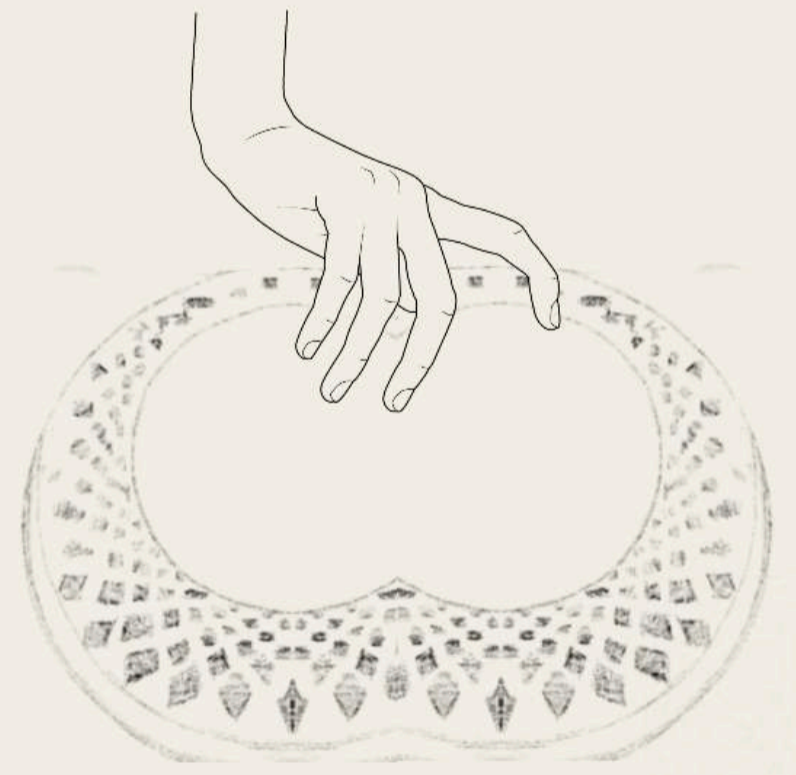
Side view

Plugging or laser cut effect

Flat on one side

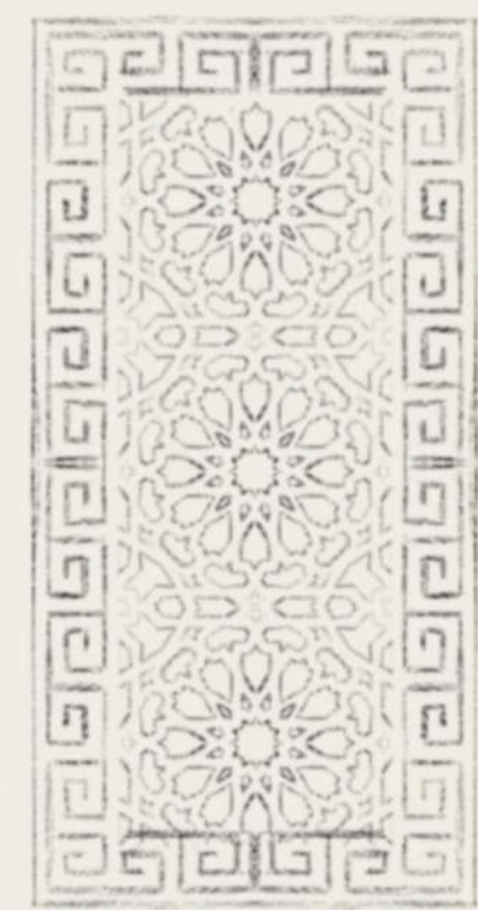
Base view

Top view

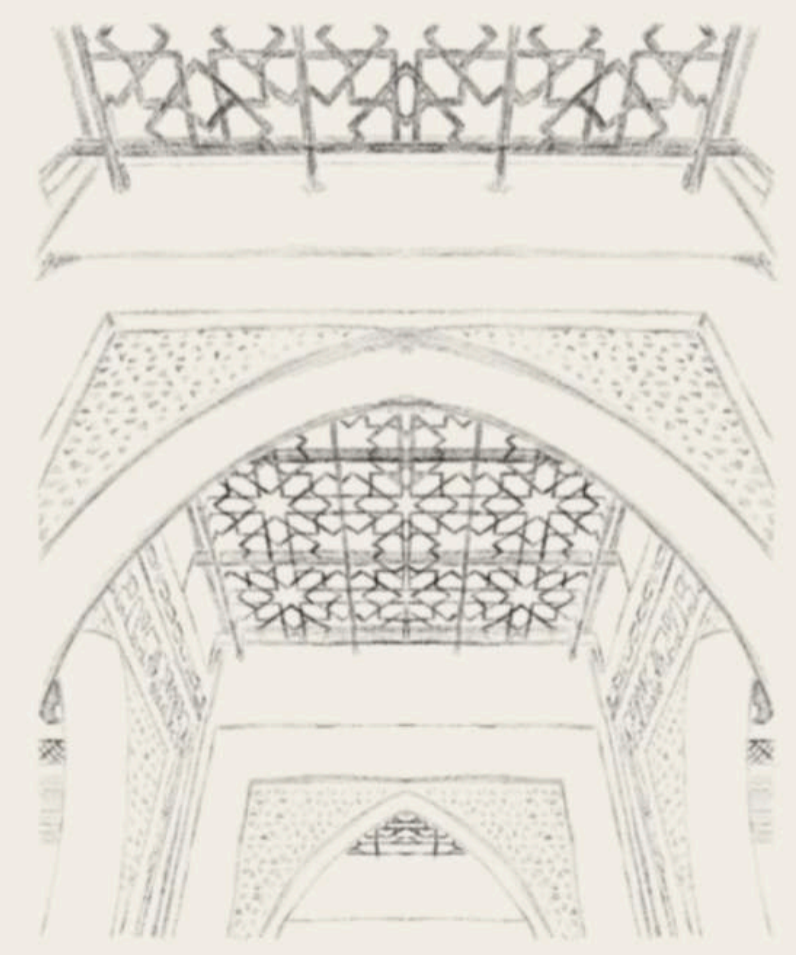


Another larger variation

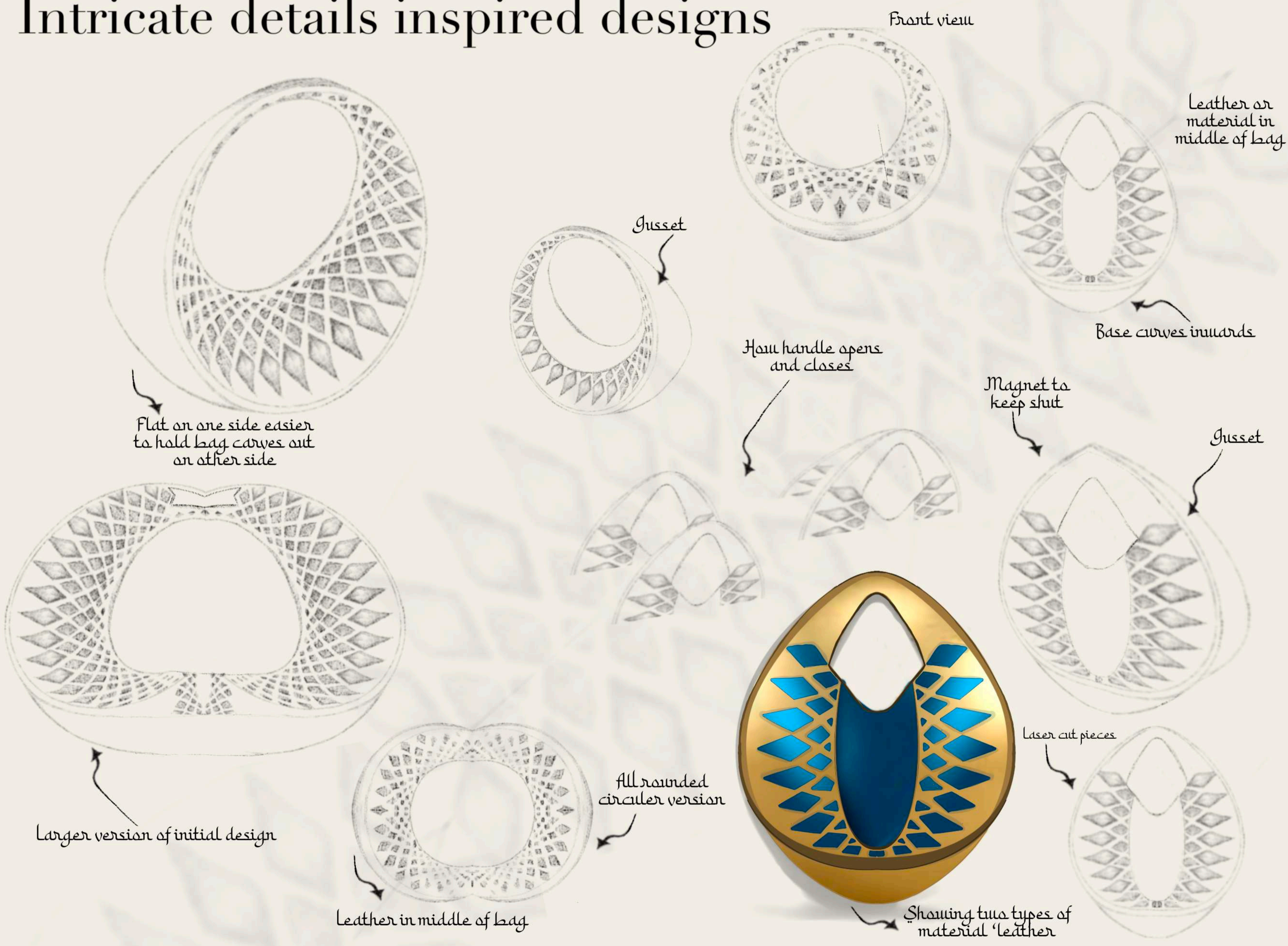
Clutch version



Inspiration for design on the bag

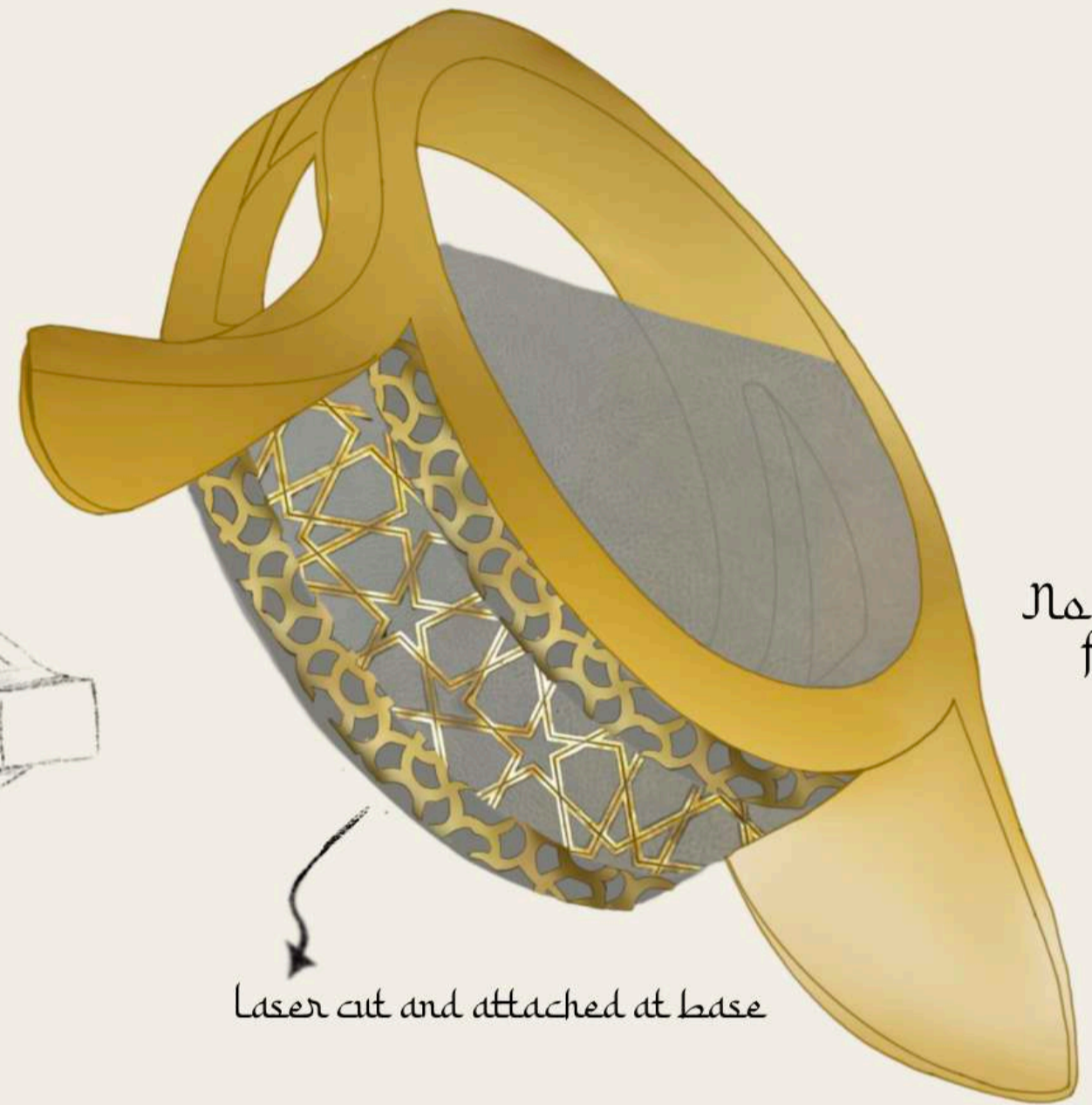


# Intricate details inspired designs



# Intricate details inspired designs

Flaps would need reinforcement if made leather



Laser cut and attached at base

No bag use just for design



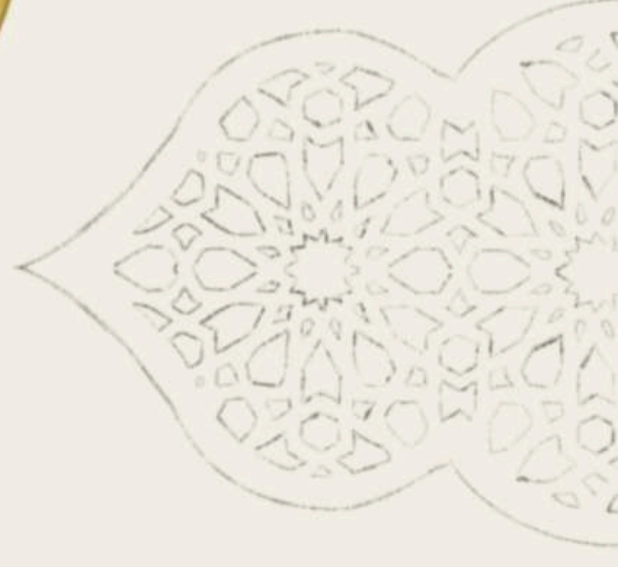
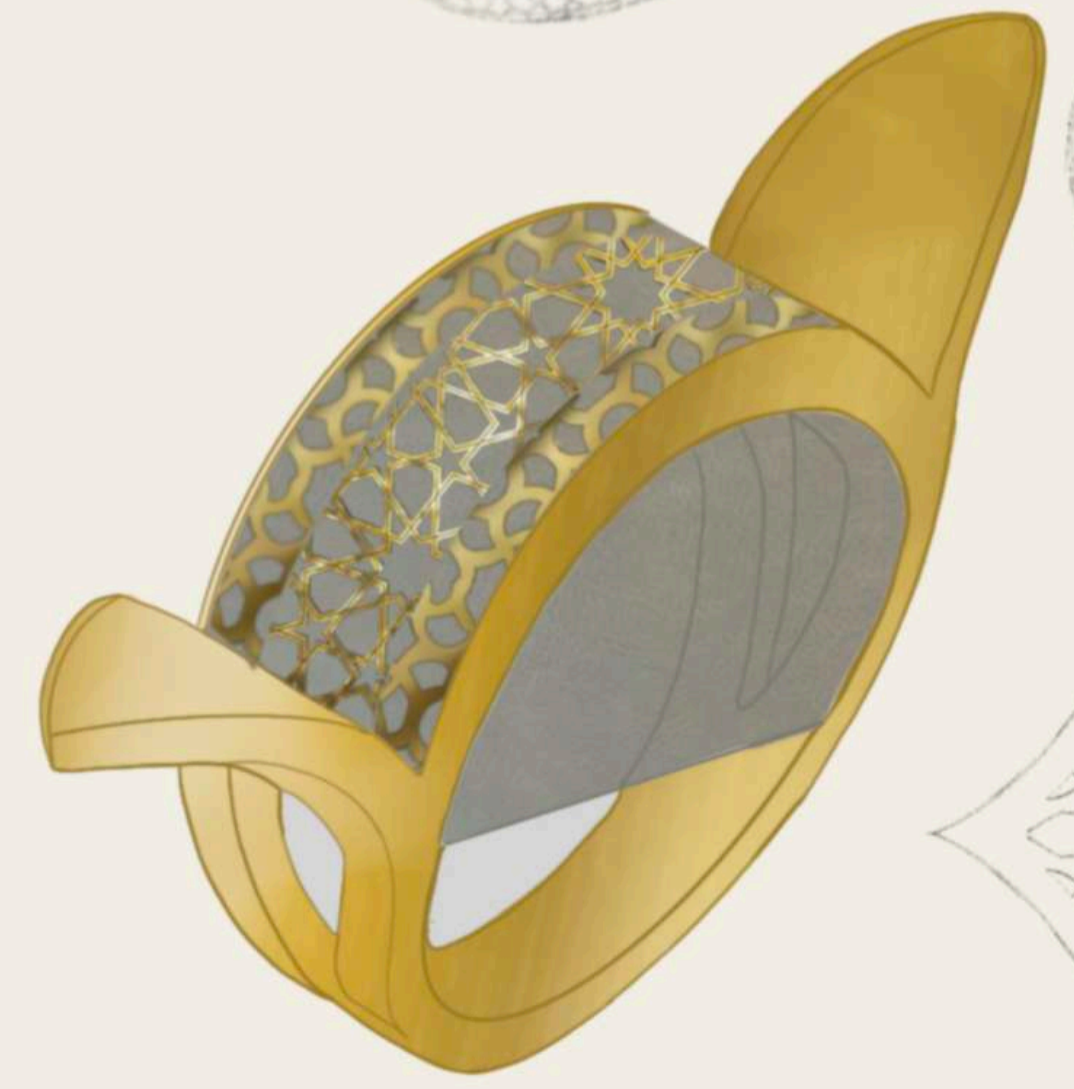
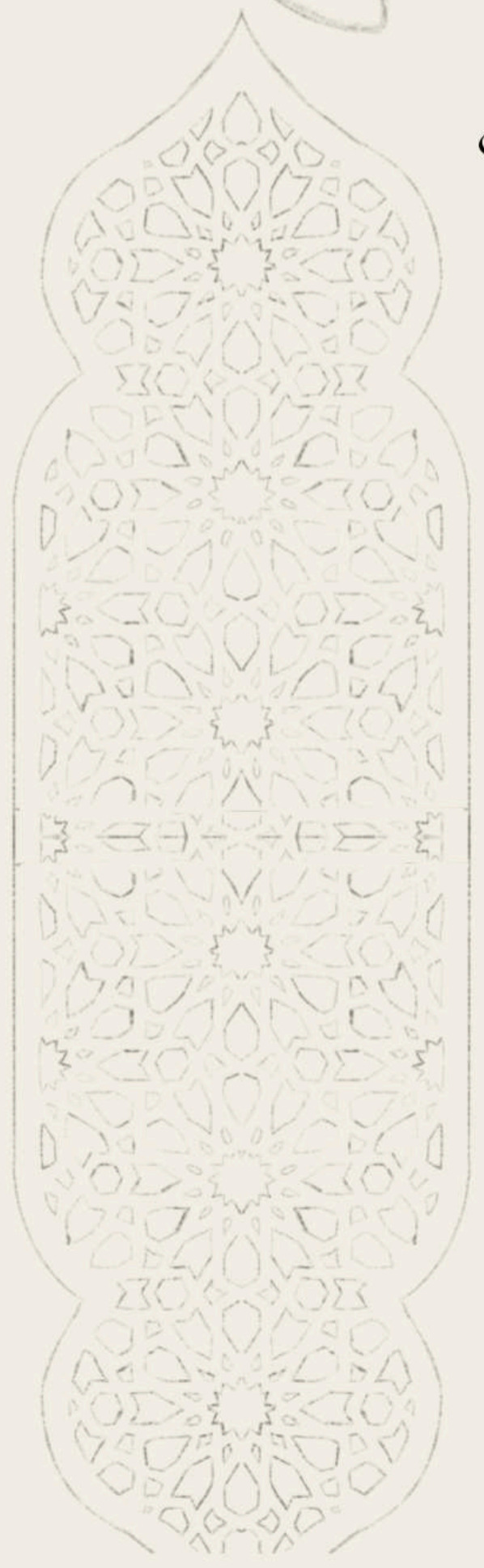
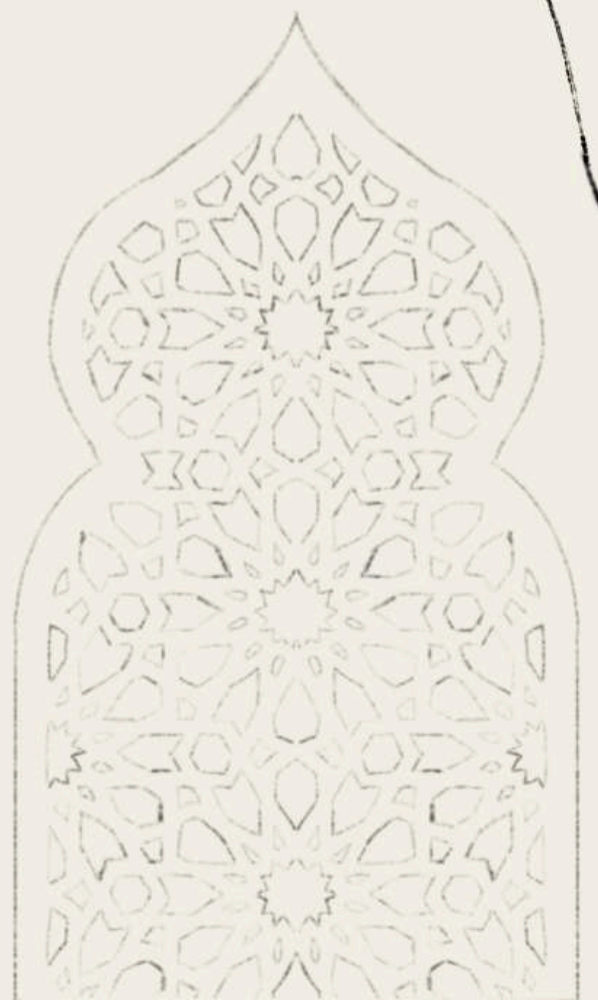
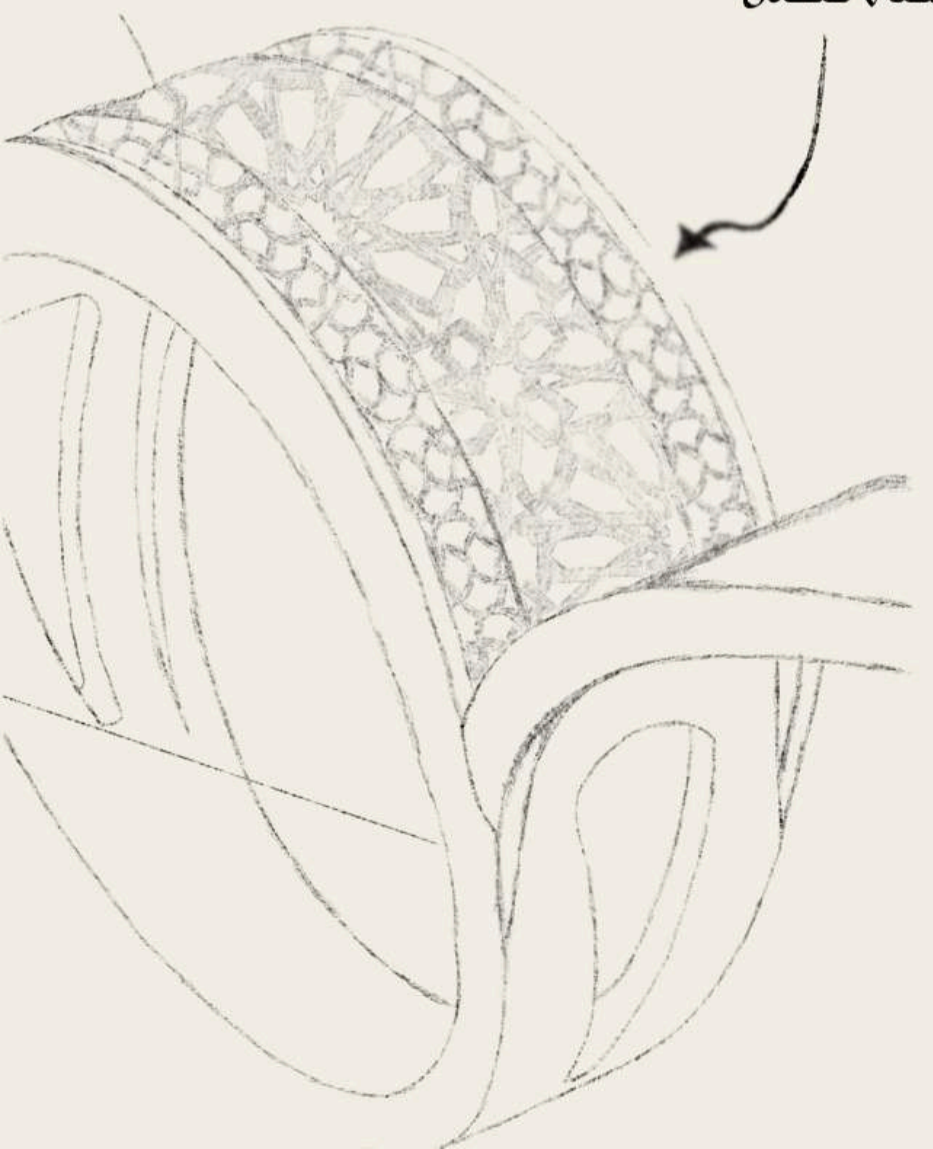
Other variation of how it can be

Bag section



Base view

Initial design inspiration





# Intricate details inspired designs



Handle

Various layers on base

Base

Side view

Base view

Plugging effect

Translated in materials

Lining to prevent items from falling

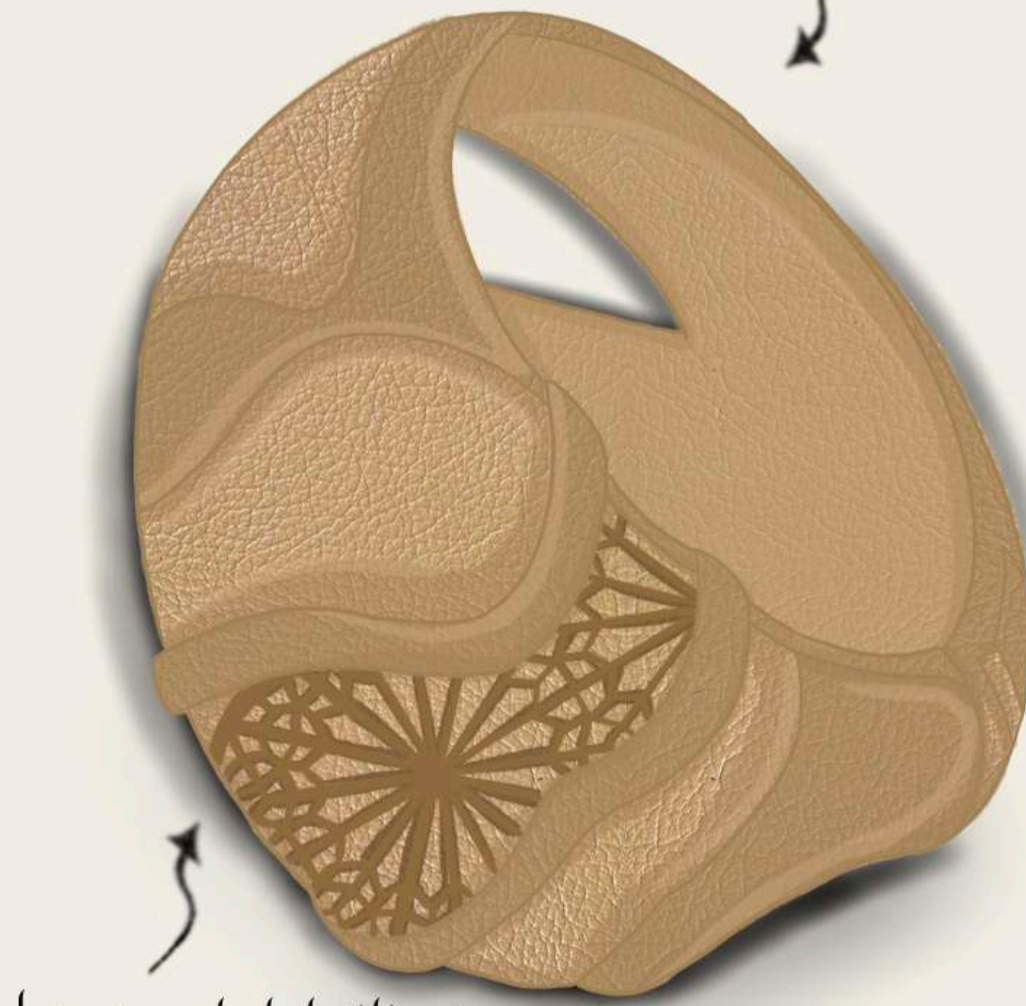
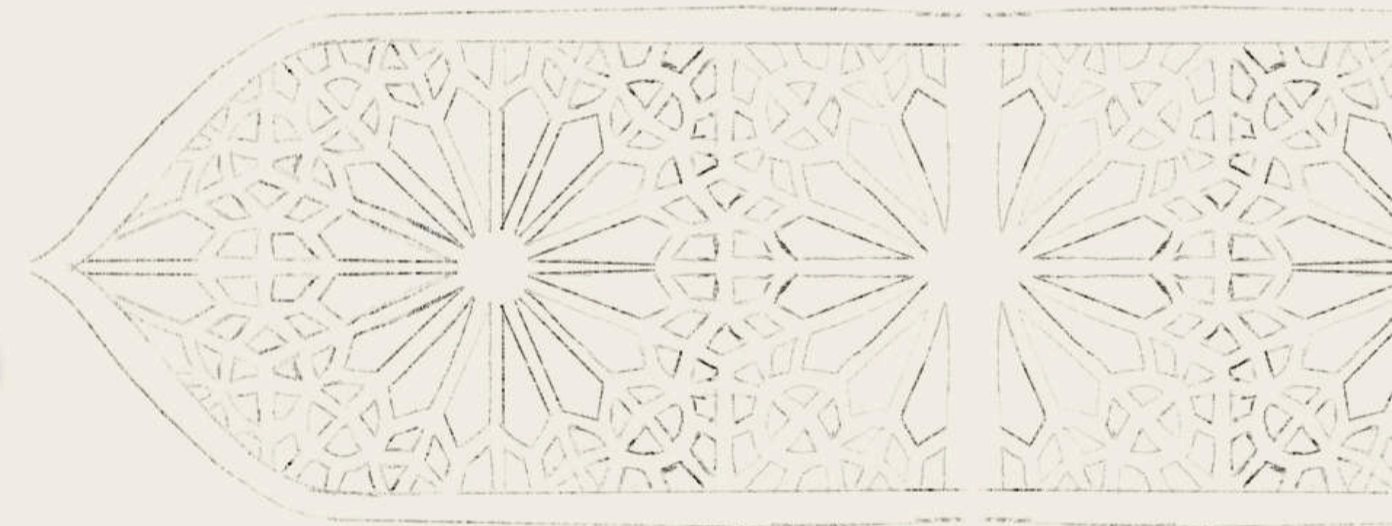
Base view

# Intricate details inspired designs

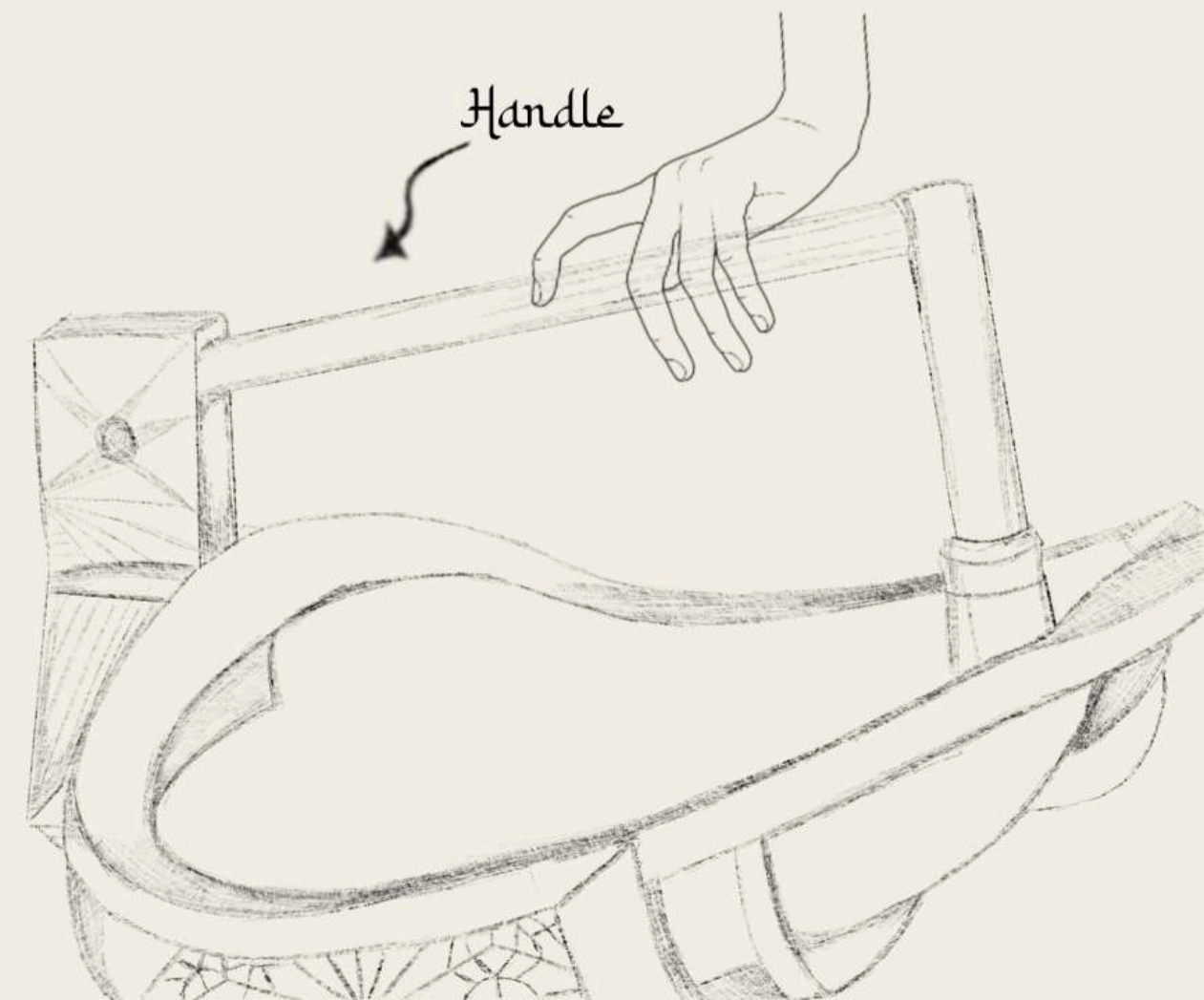


Main access to bag through top

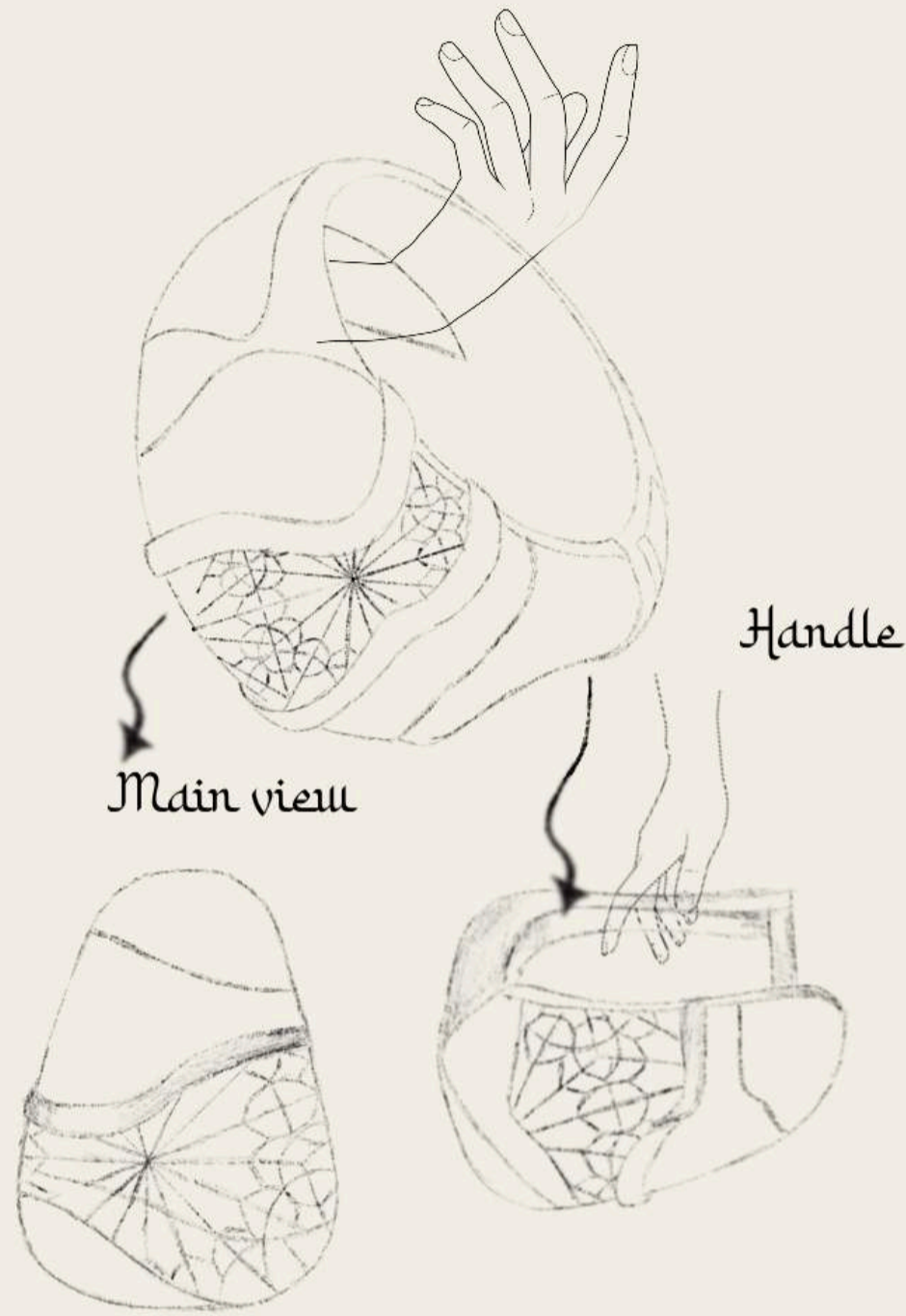
Circular version



Laser cut detailing



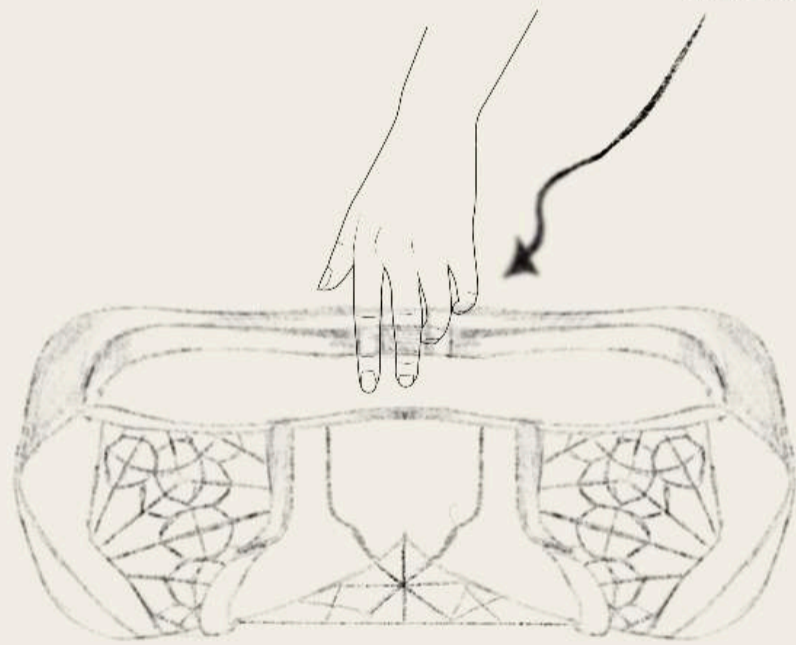
Handle



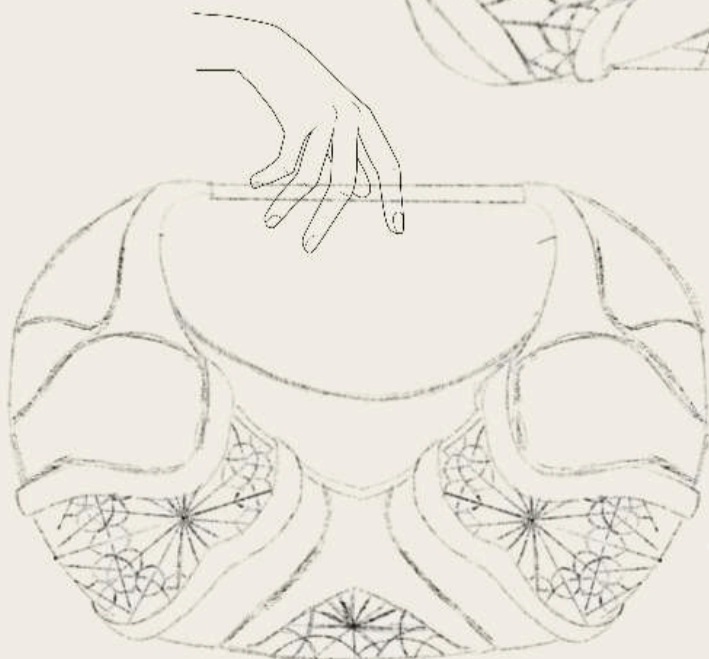
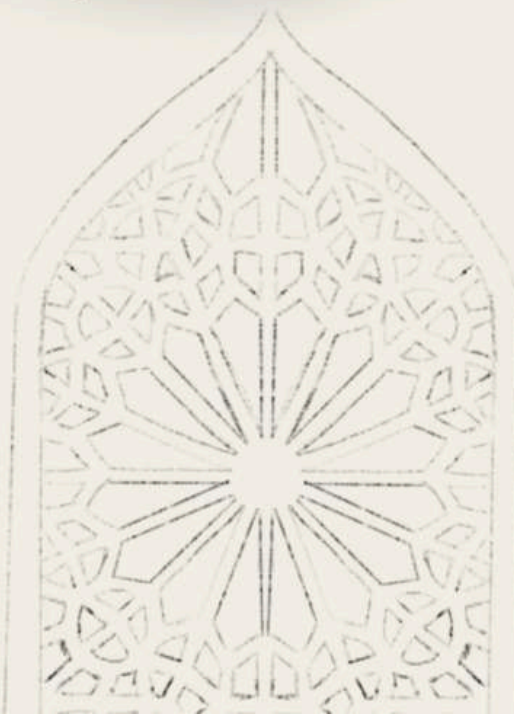
Handle

Main view

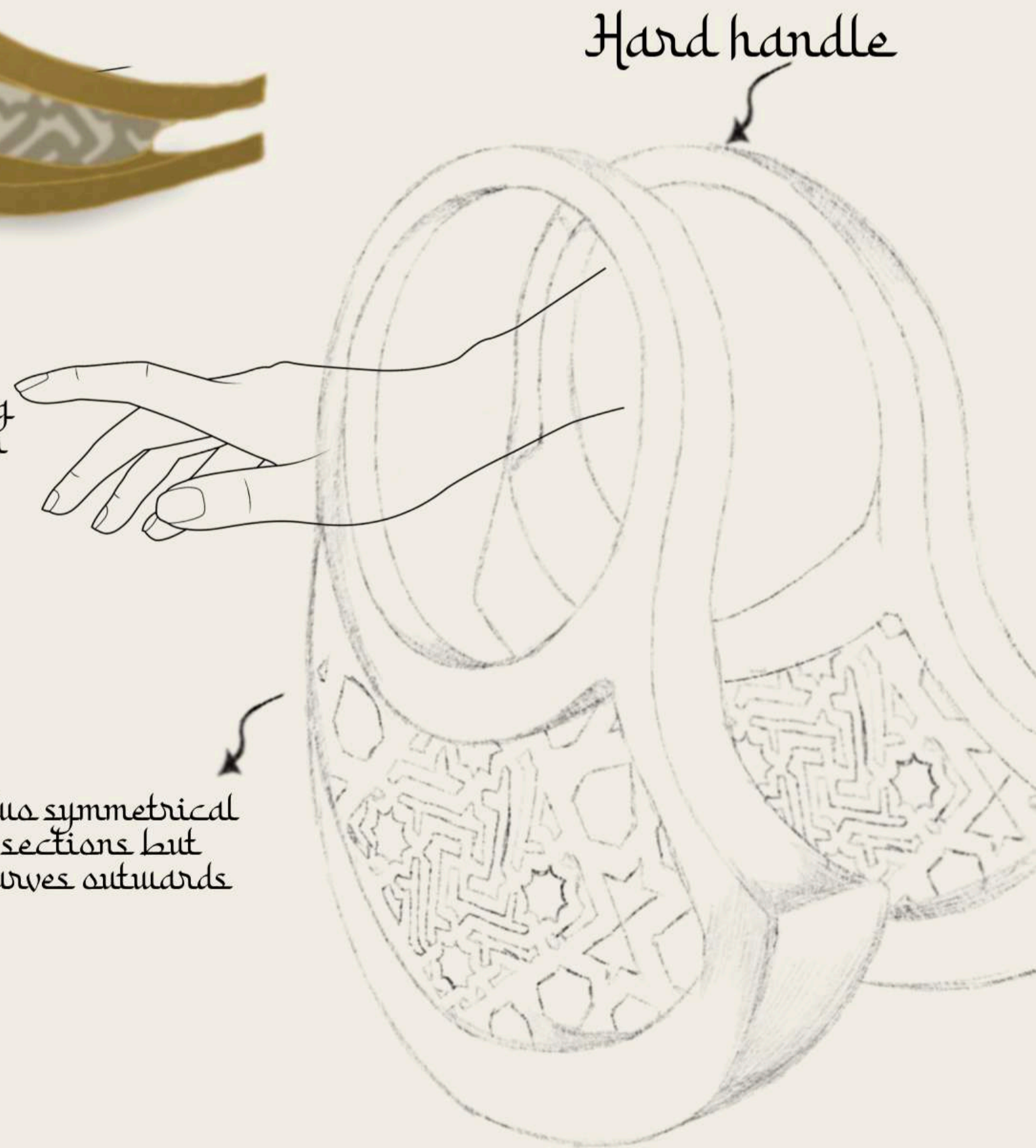
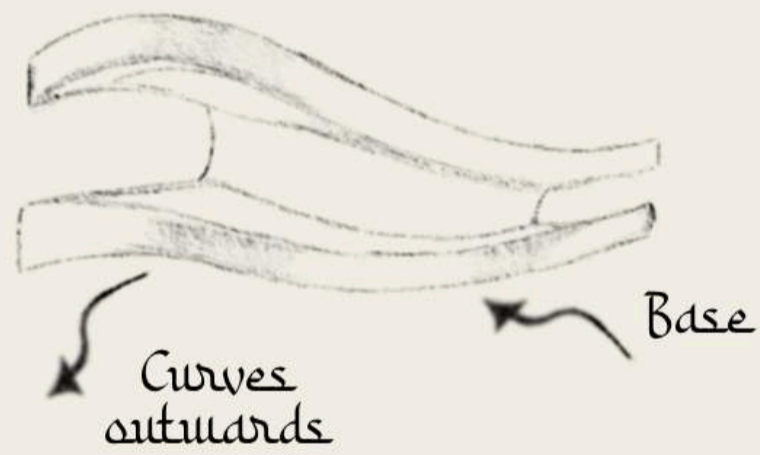
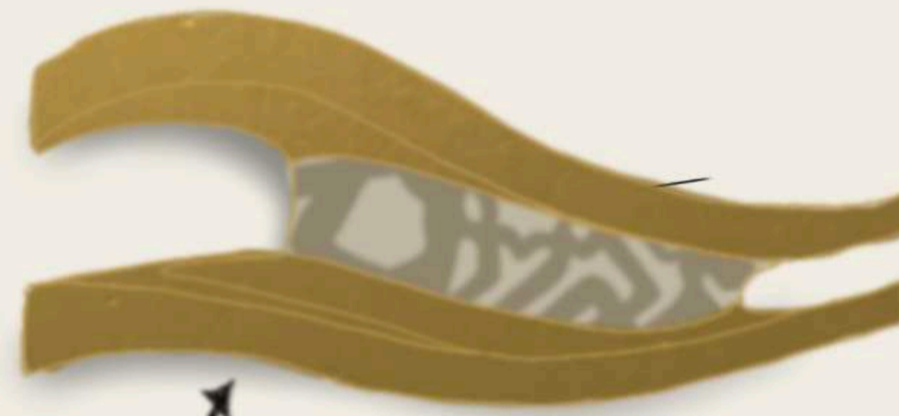
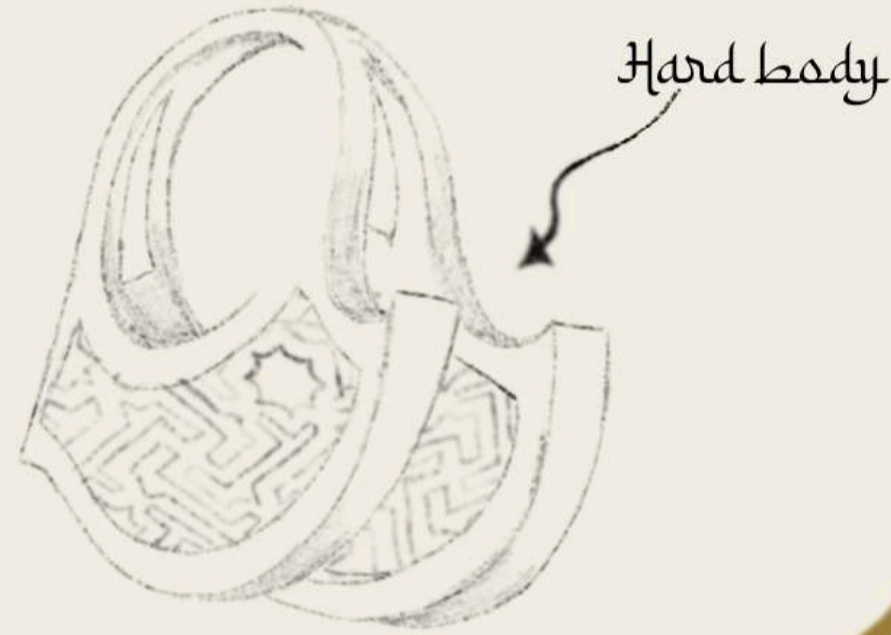
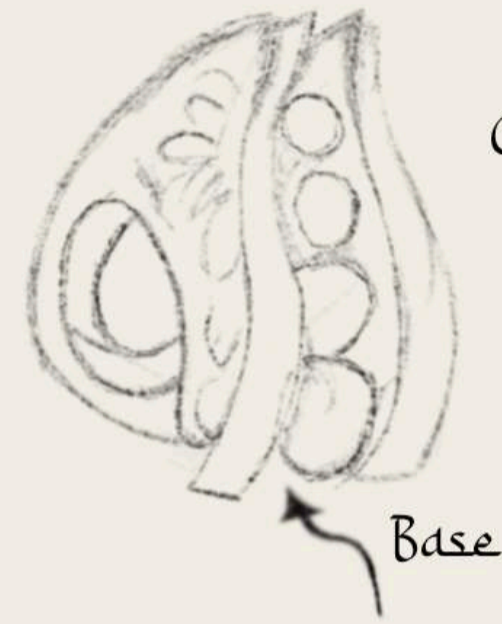
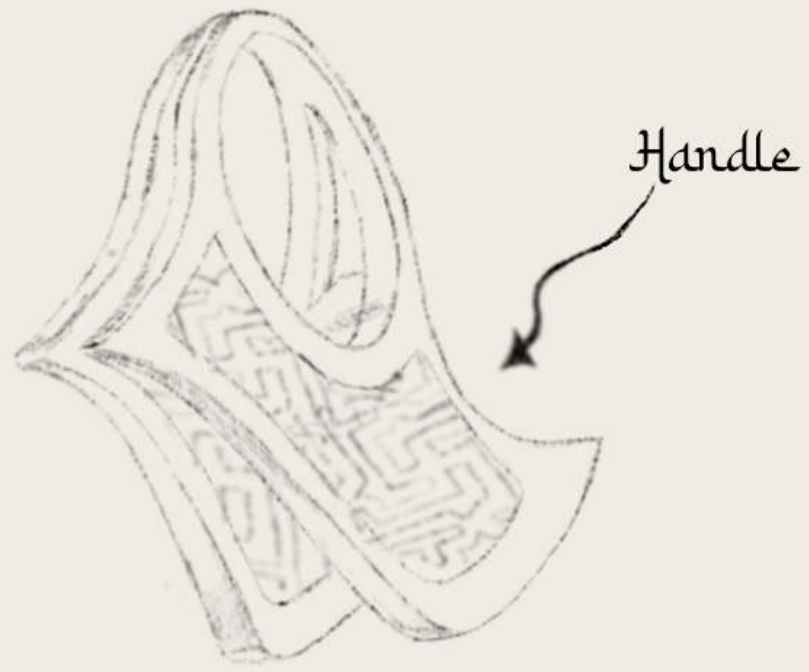
Variations of initial design



More practical/ everyday

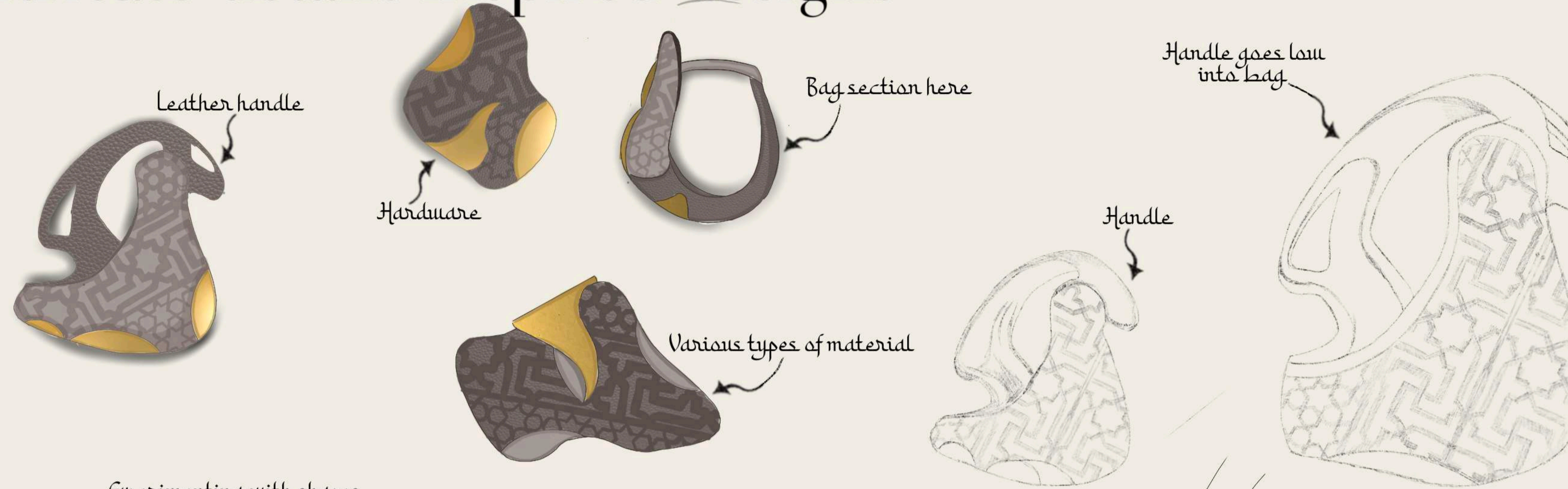


# Intricate details inspired designs

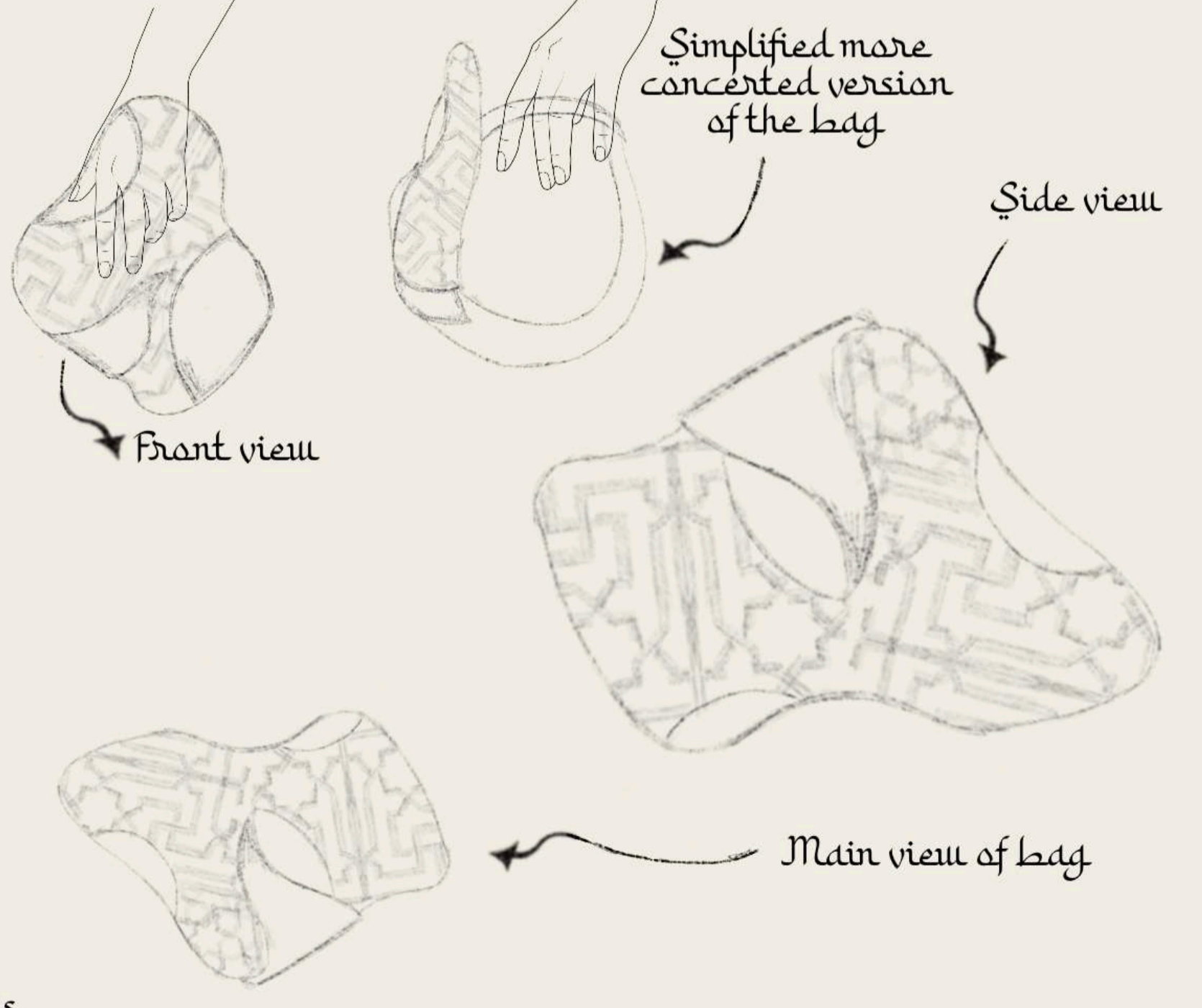
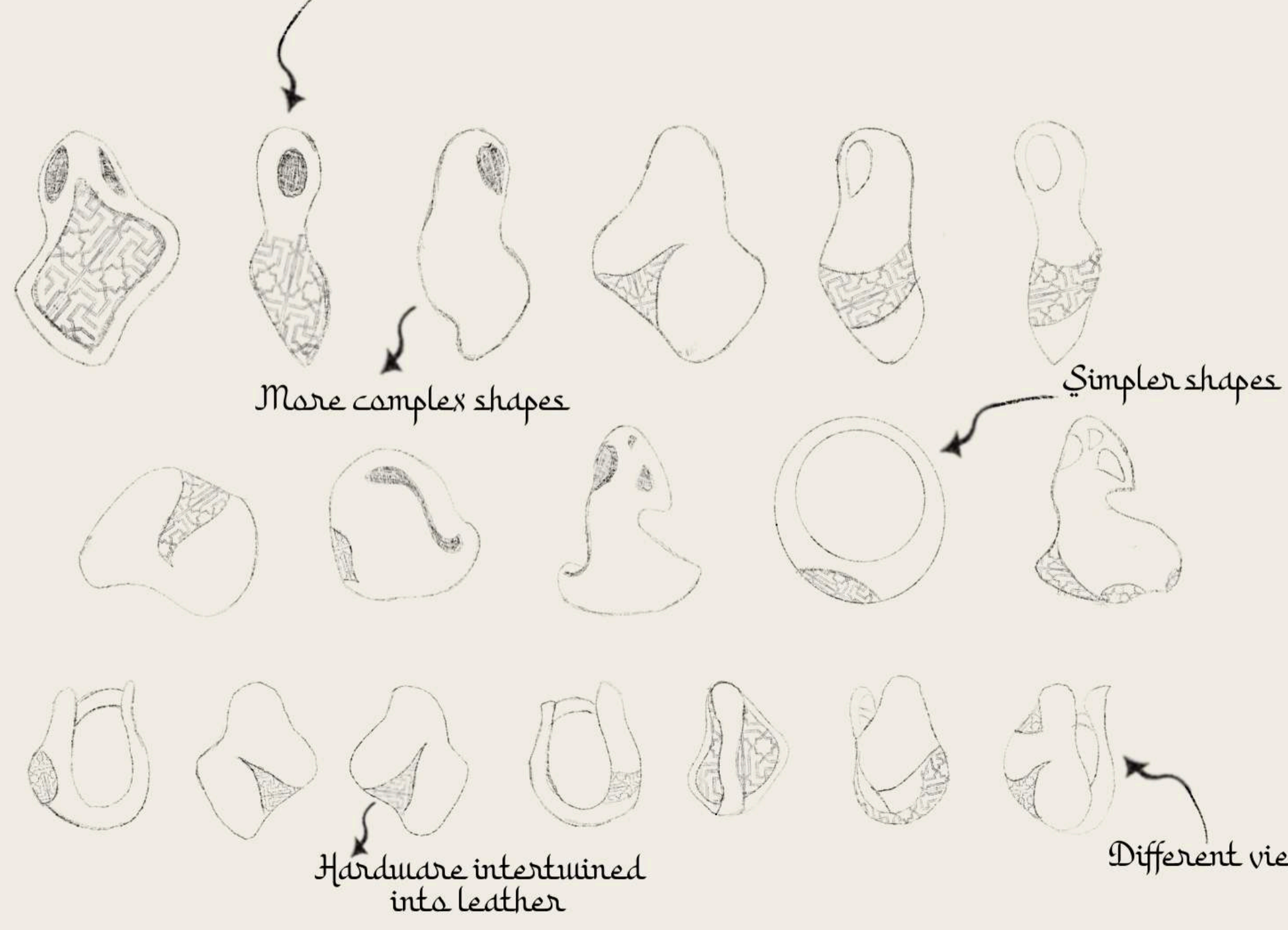


Two symmetrical sections but curves outwards

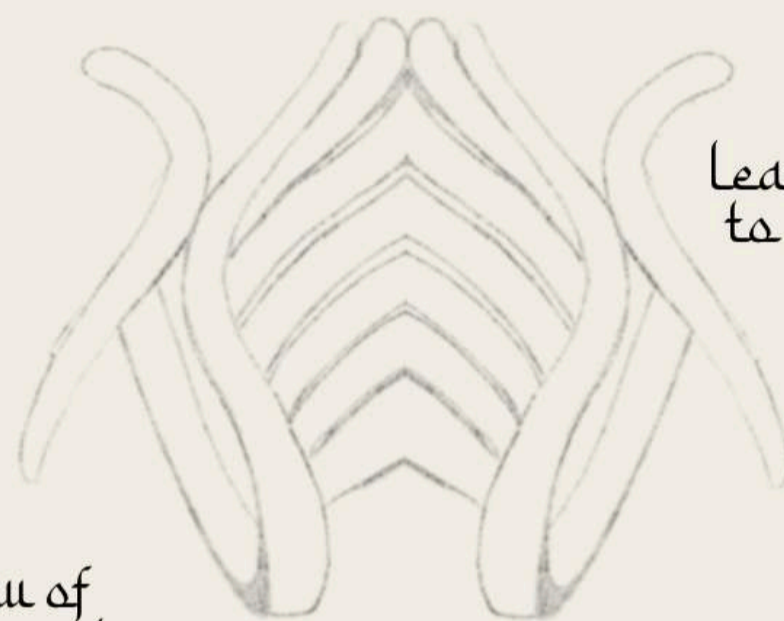
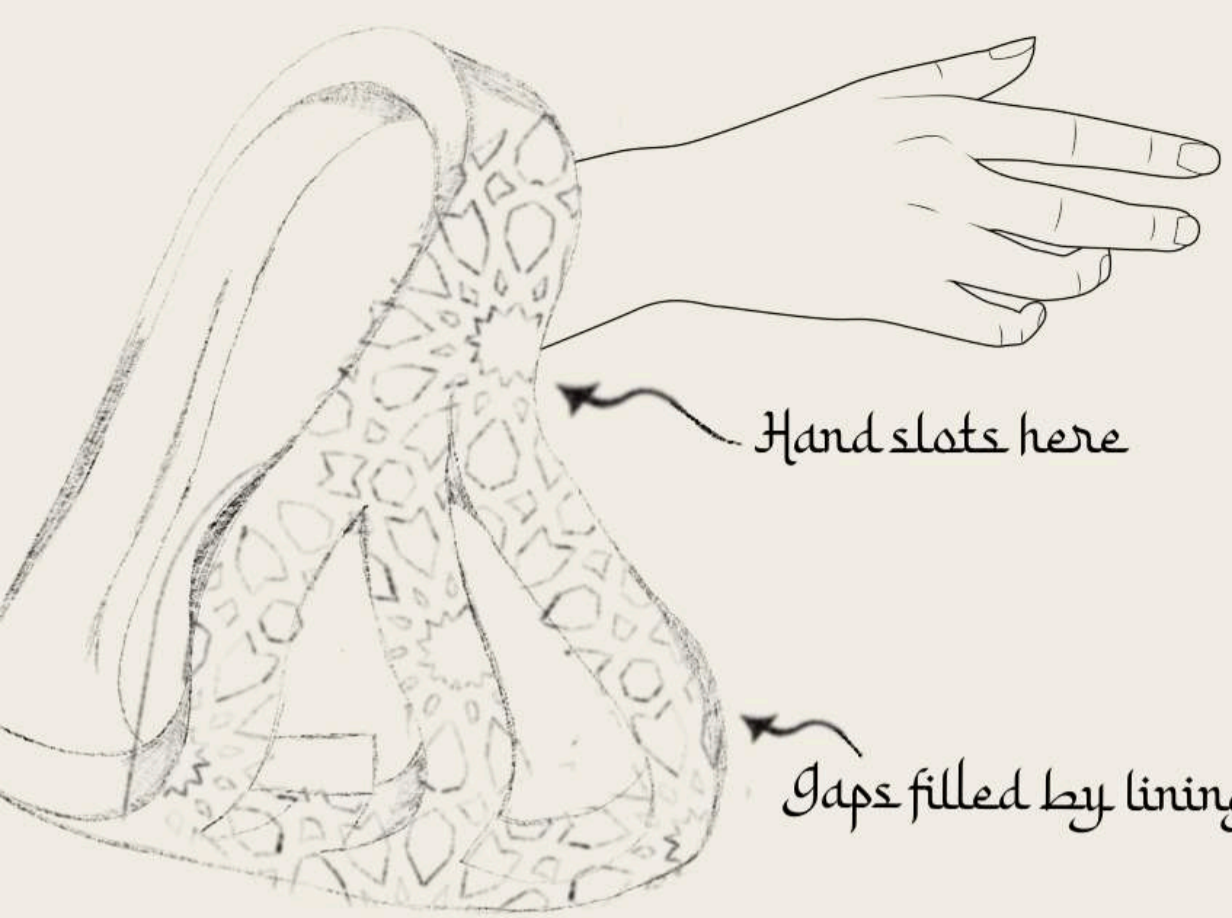
# Intricate details inspired designs



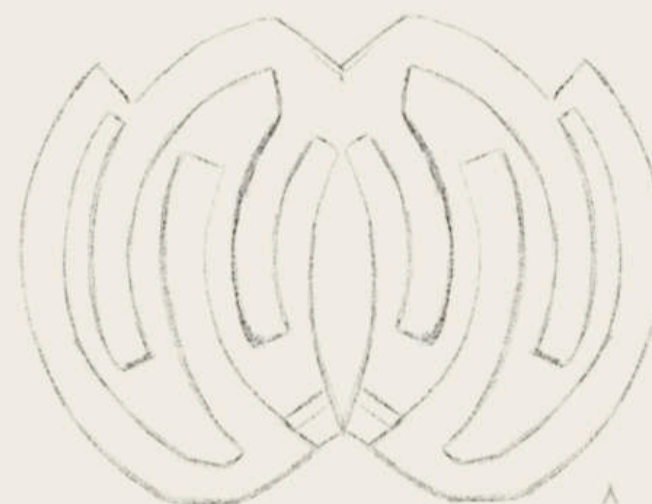
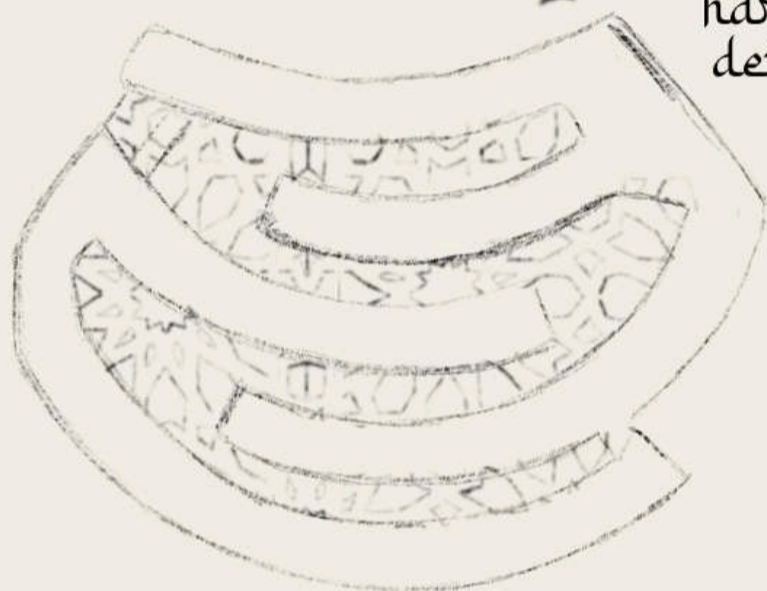
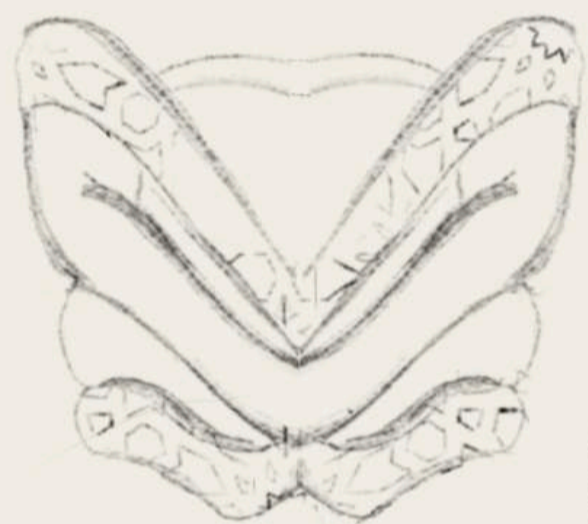
Experimenting with shapes



# Intricate details inspired designs

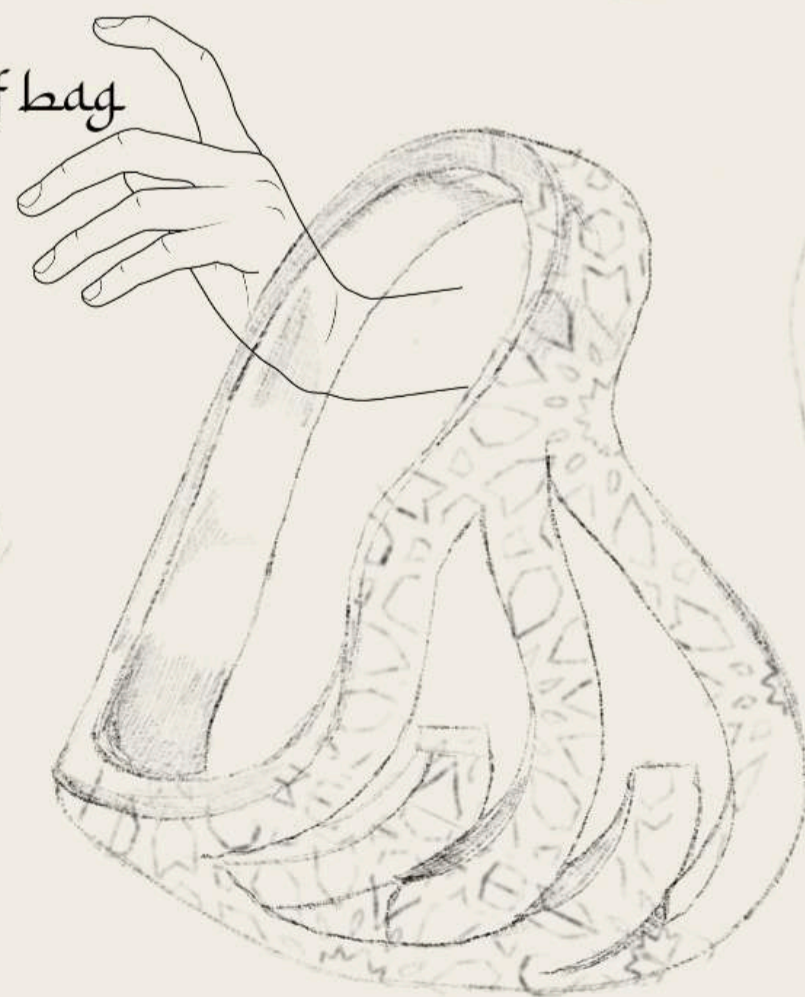


Opens up at top

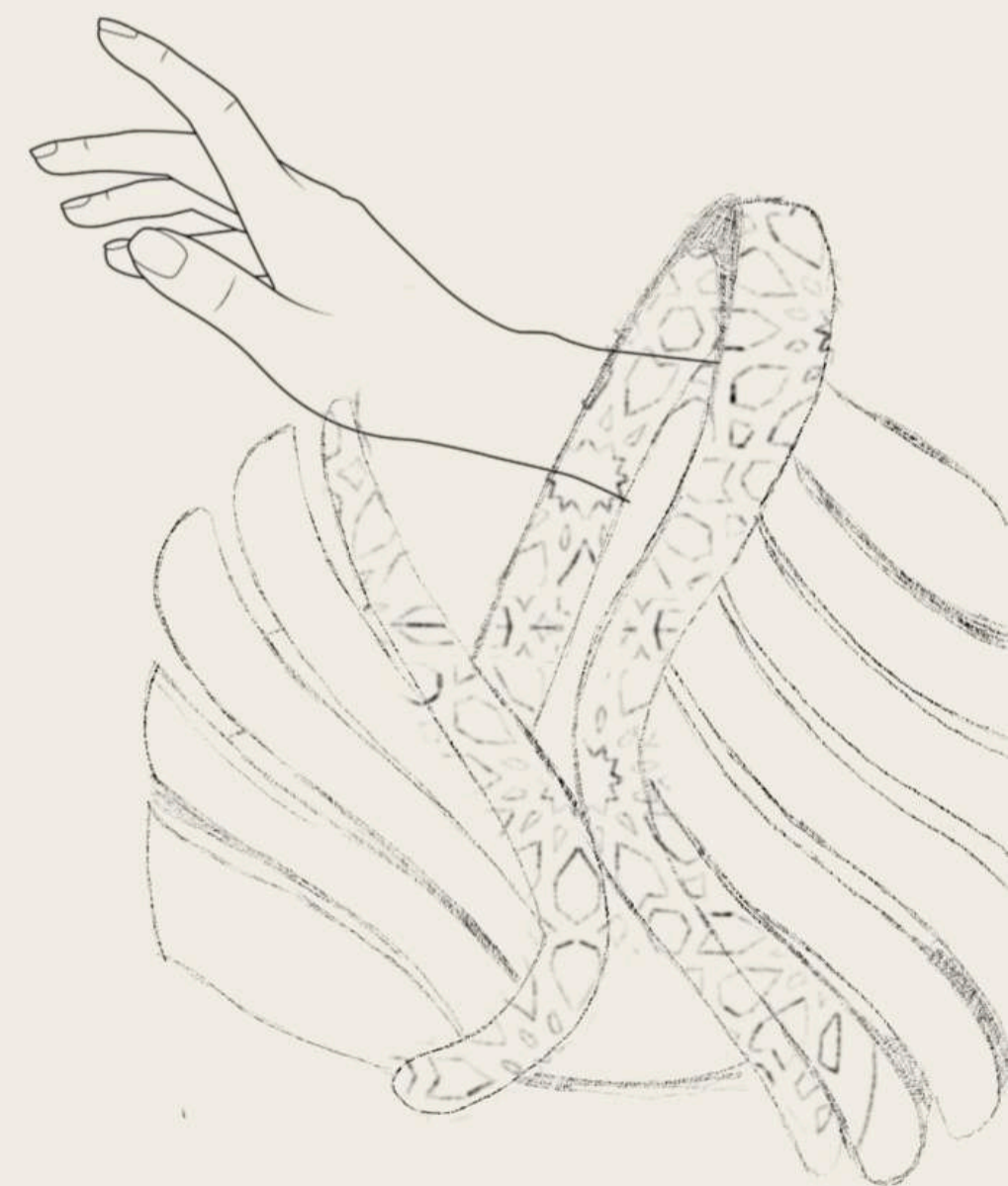
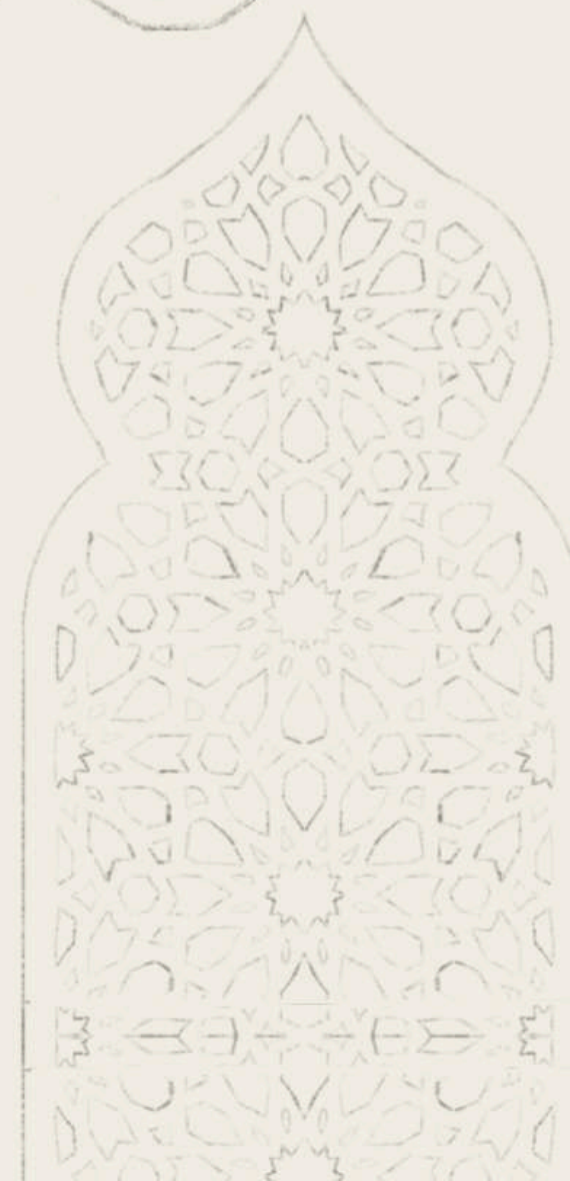


Bag held upright with reinforcement

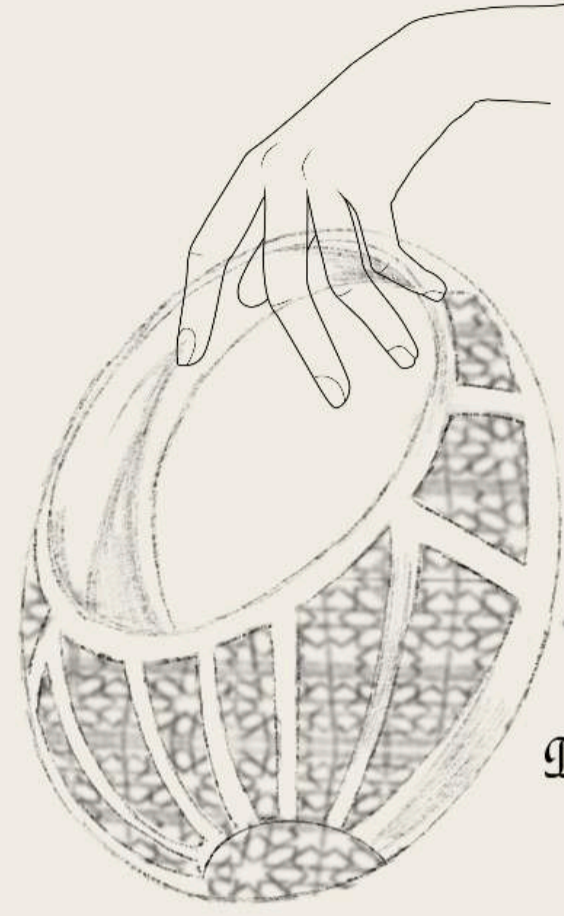
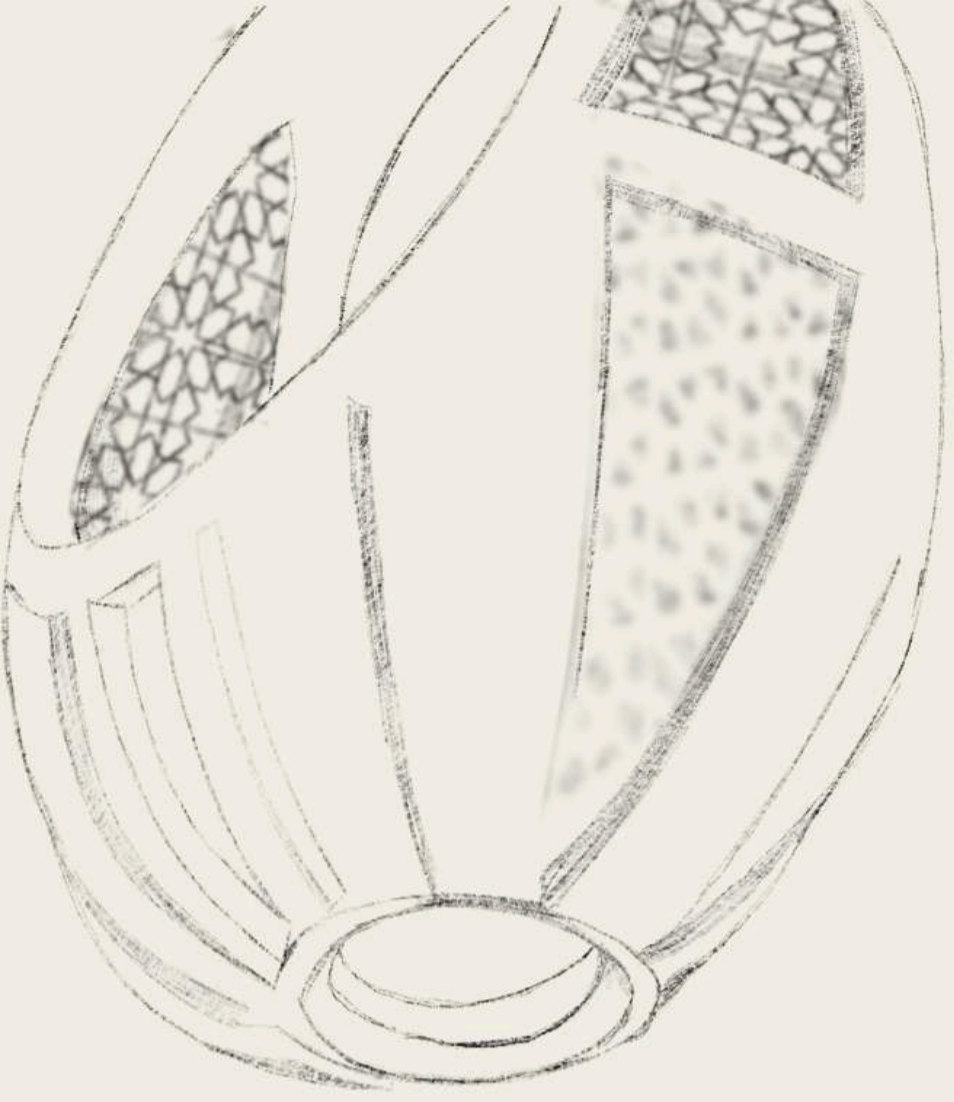
Simpler version of bag



Variation of clutch

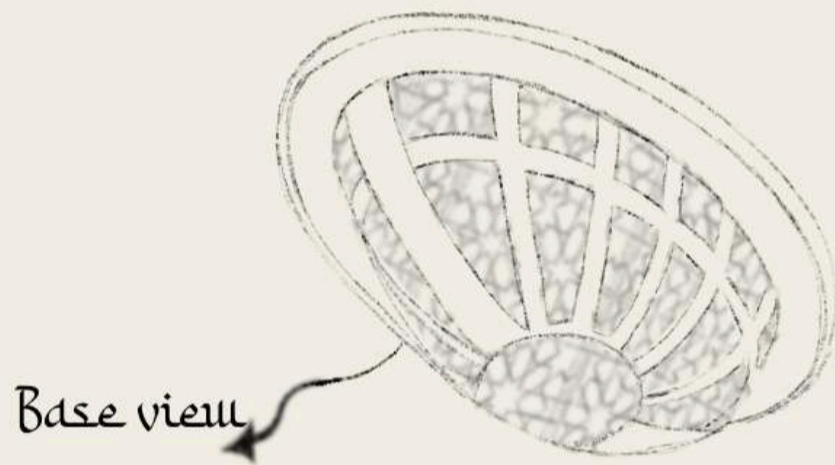
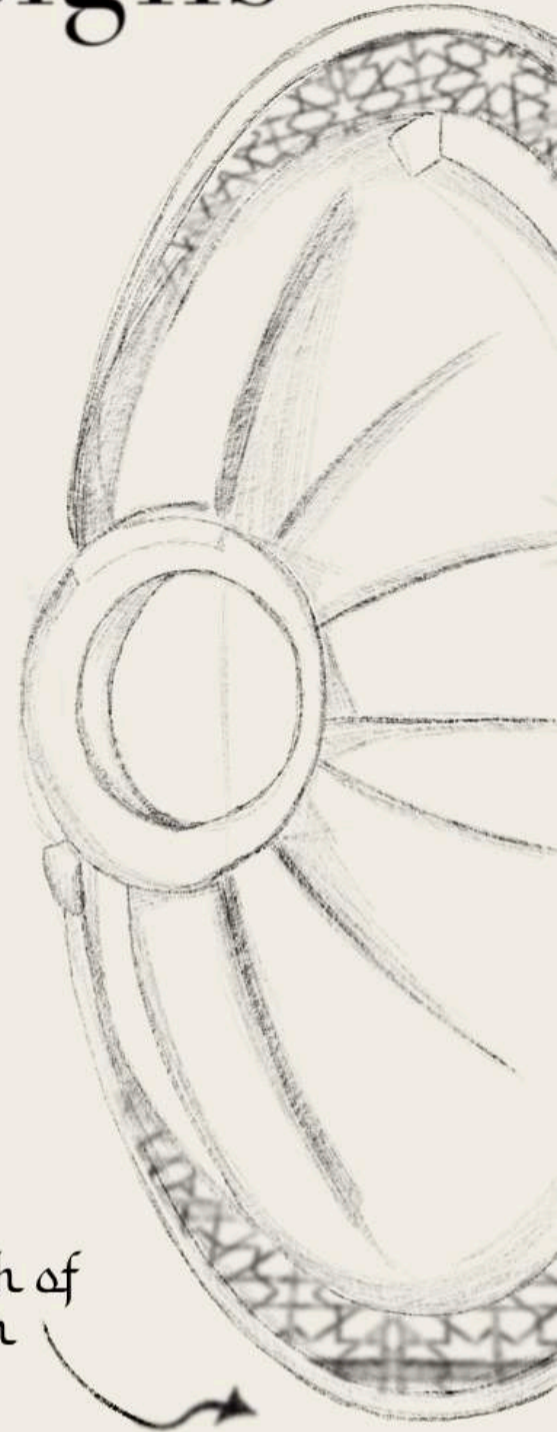
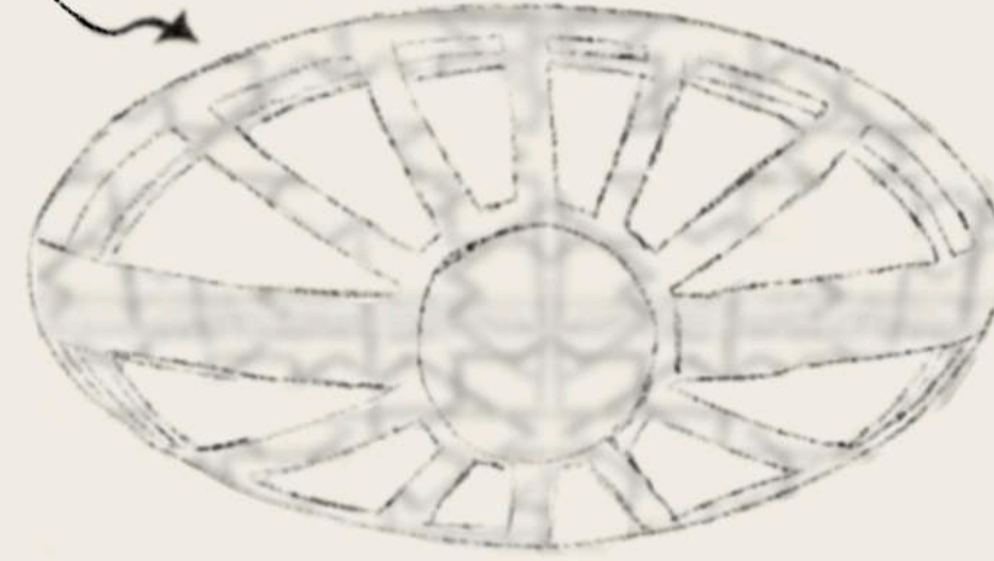


# Intricate details inspired designs



Intertwined with hardware

Detailing



Base view

Side view

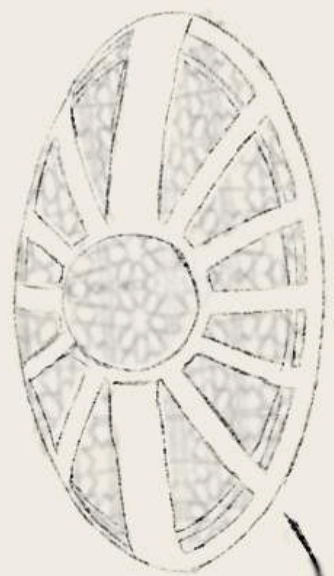
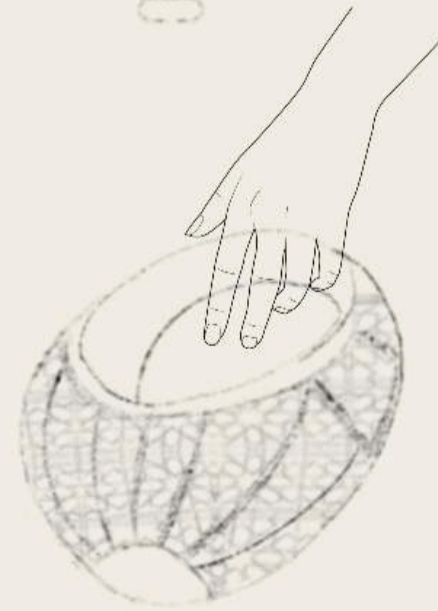


Simpler version

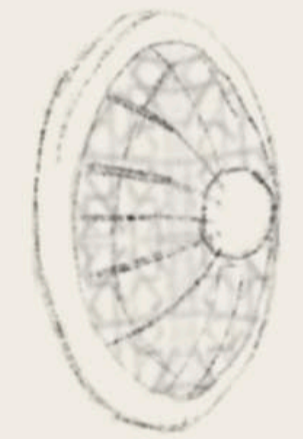
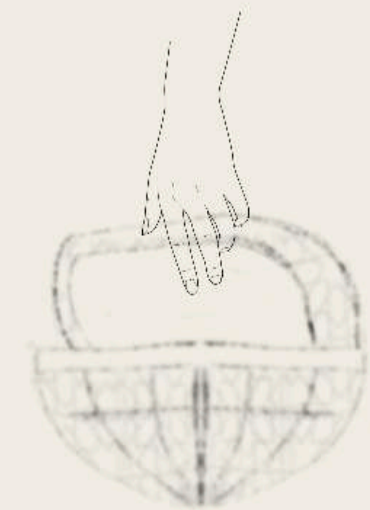
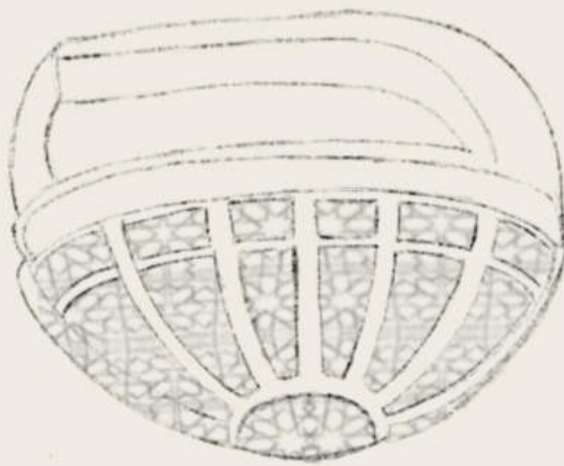


Detailed sketch of construction

Simple handle as detailed bag



Base view



# Samples relating to intricate designs



Arabic influenced intricate designs



Example of plexi plugging



Laser cut pieces



Examples of laser cut on bag designs

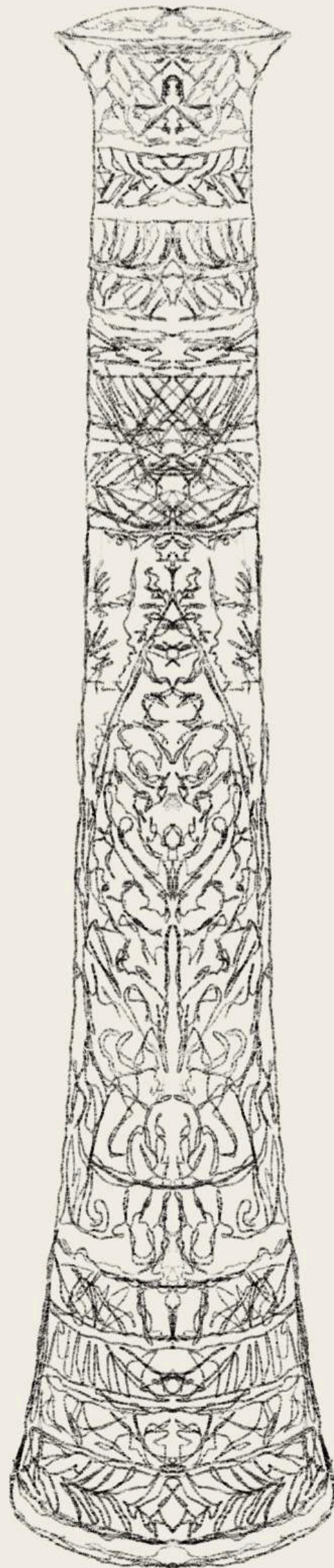


Laser cut in plexi or thick leather for plugging



# Tantour

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The Lebanese Tantour is a traditional headdress worn by women in Lebanon, particularly during the 19th century. Resembling a tall, conical hat, the Tantour was often made from precious metals like silver or gold and adorned with intricate decorations and jewels. This elaborate headpiece symbolized wealth and social status and was typically worn by brides or women from affluent families. The height and opulence of the Tantour varied according to the wearer's status and region, with some reaching impressive heights of up to two feet. Despite its decline in everyday use, the Tantour remains a significant cultural artifact, reflecting the rich heritage and craftsmanship of Lebanon's past.

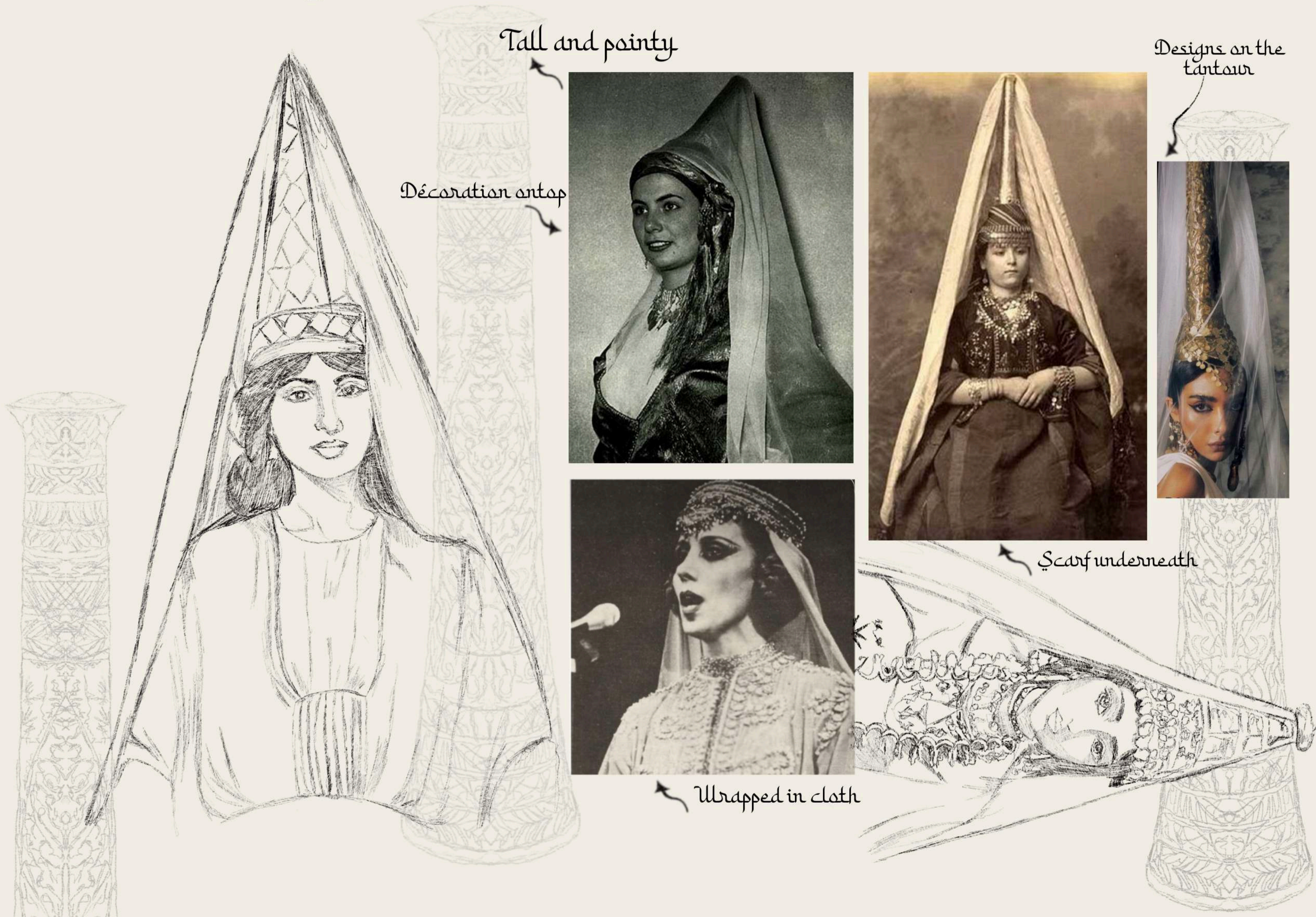
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Drawing inspiration from the Lebanese Tantour, I incorporated its distinct conical shape and intricate embellishments into my bag and accessory designs. This modern reinterpretation serves as a powerful symbol of empowerment and a celebration of Lebanese women's cultural heritage. By infusing contemporary fashion with elements of the Tantour, I aim to create pieces that not only showcase the rich history and craftsmanship of Lebanon but also empower women to connect with and proudly display their cultural identity. These designs blend tradition with modernity, transforming a historical symbol of status and elegance into everyday accessories that resonate with strength and cultural pride.

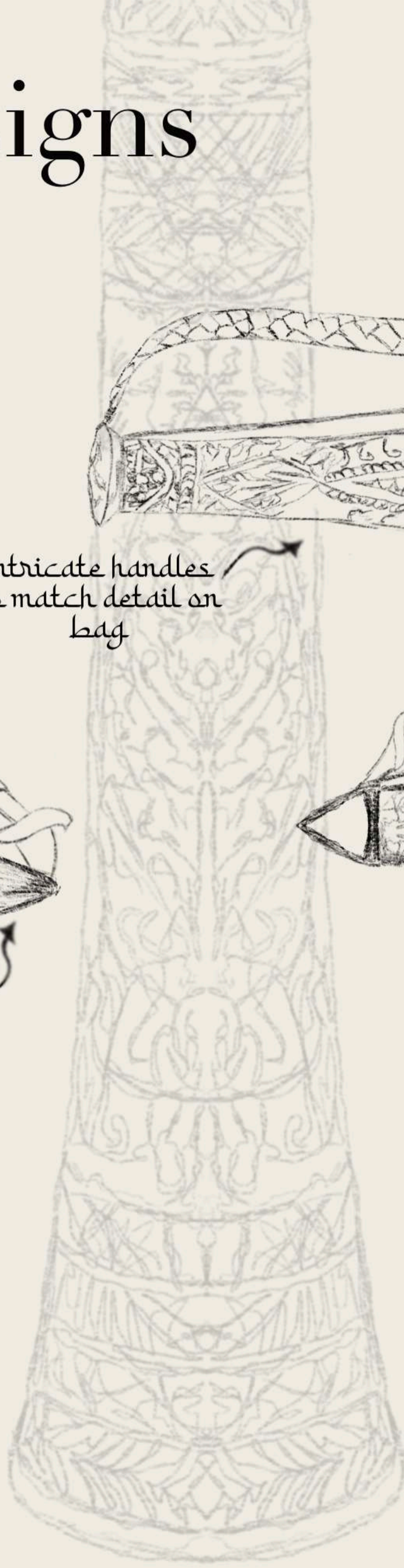
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# Initial Inspiration



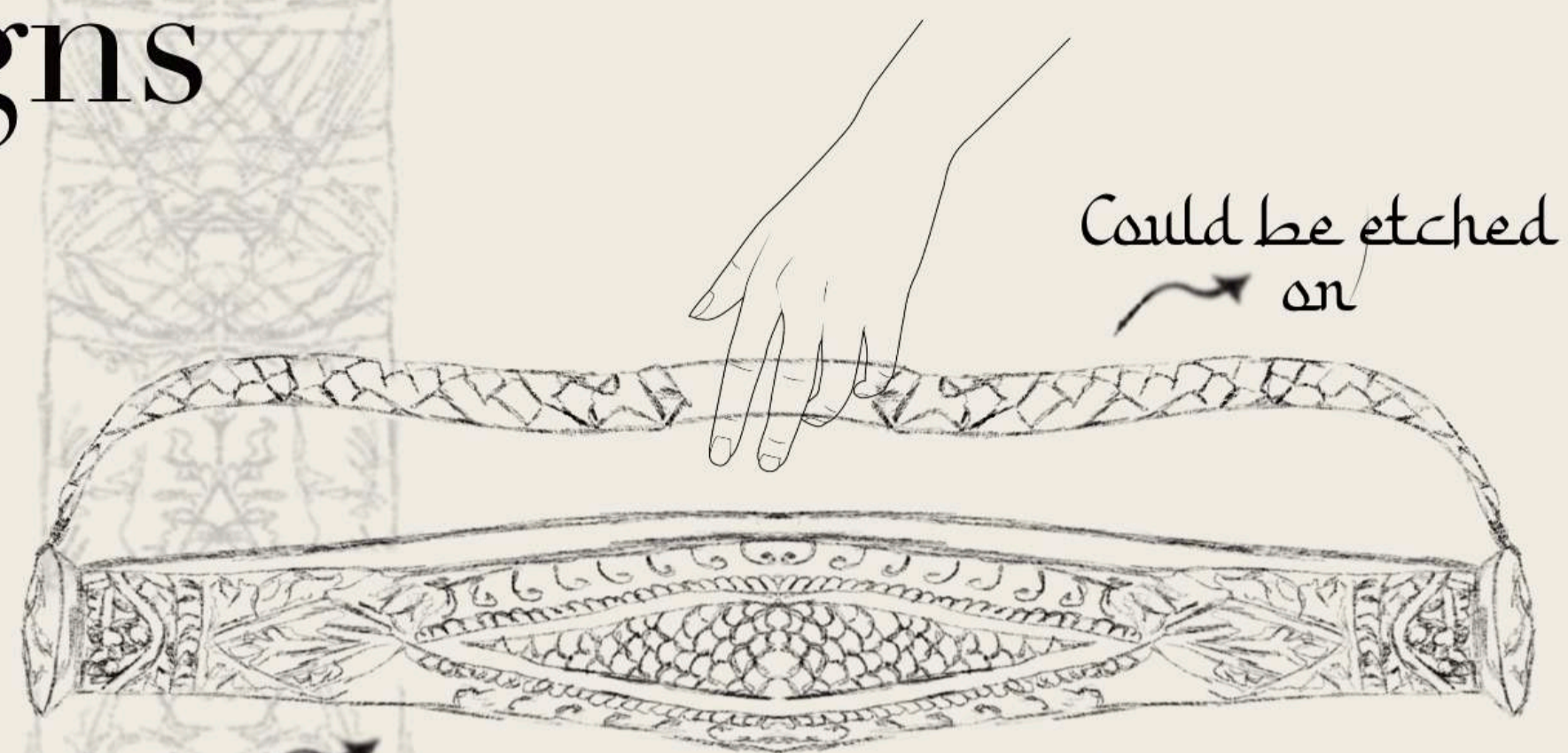
# Tantour inspired designs



Taking some inspiration from cone shape



Whole bag inspired from cone shape

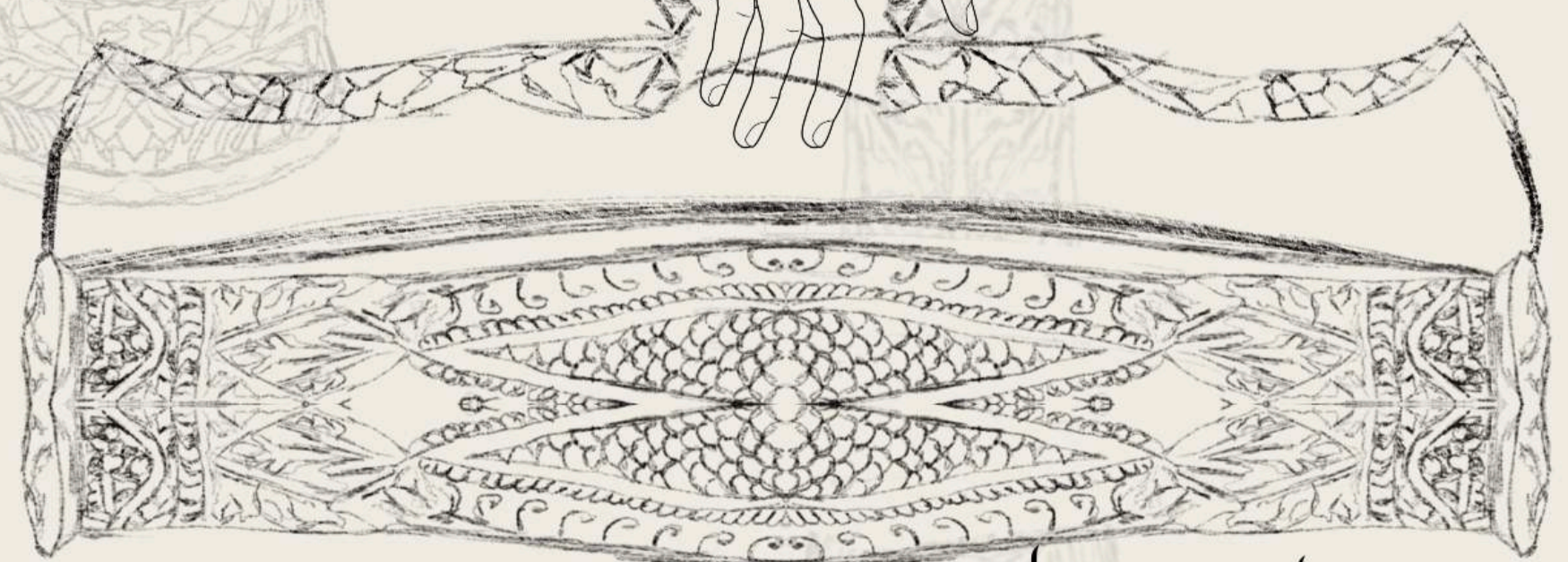


Could be etched on

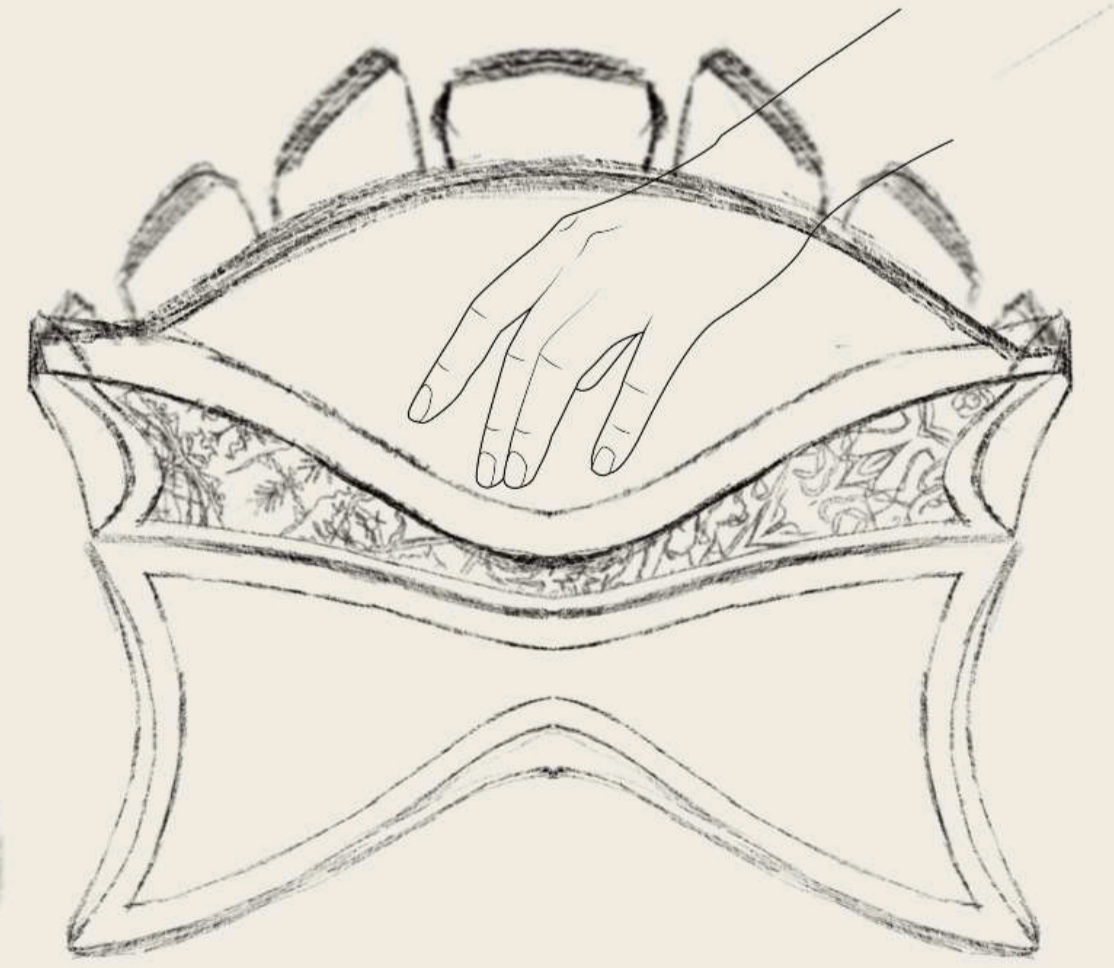
Intricate handles to match detail on bag



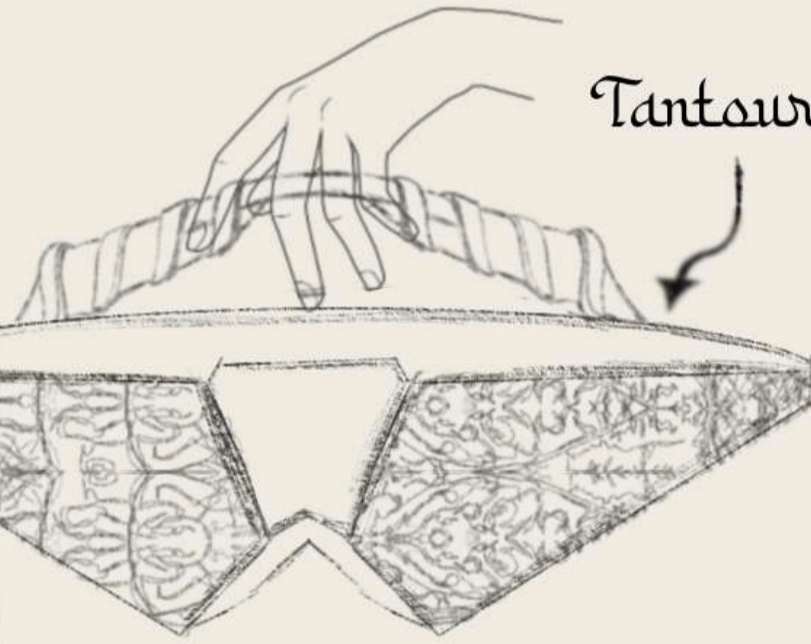
Decorated like tantour



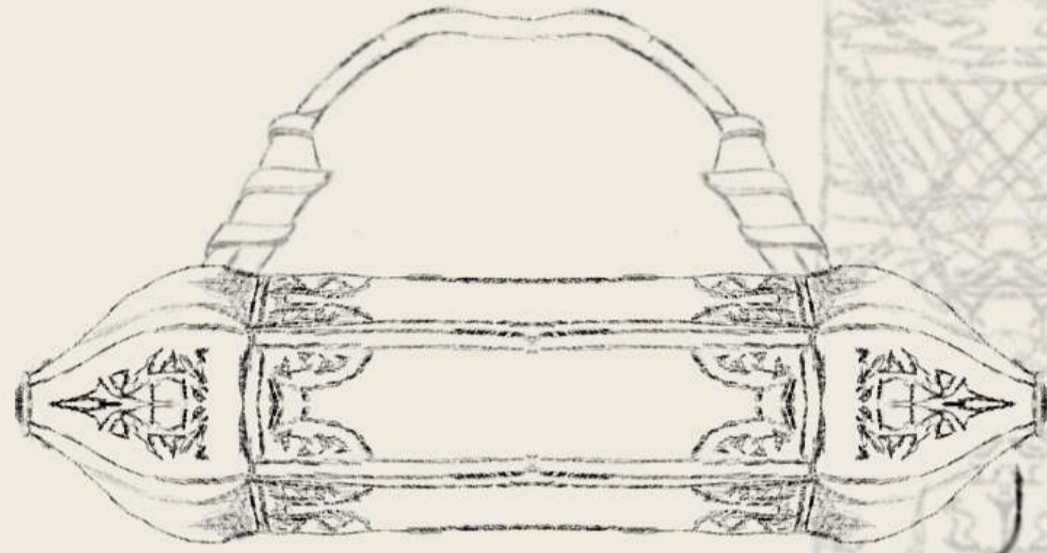
Larger shape



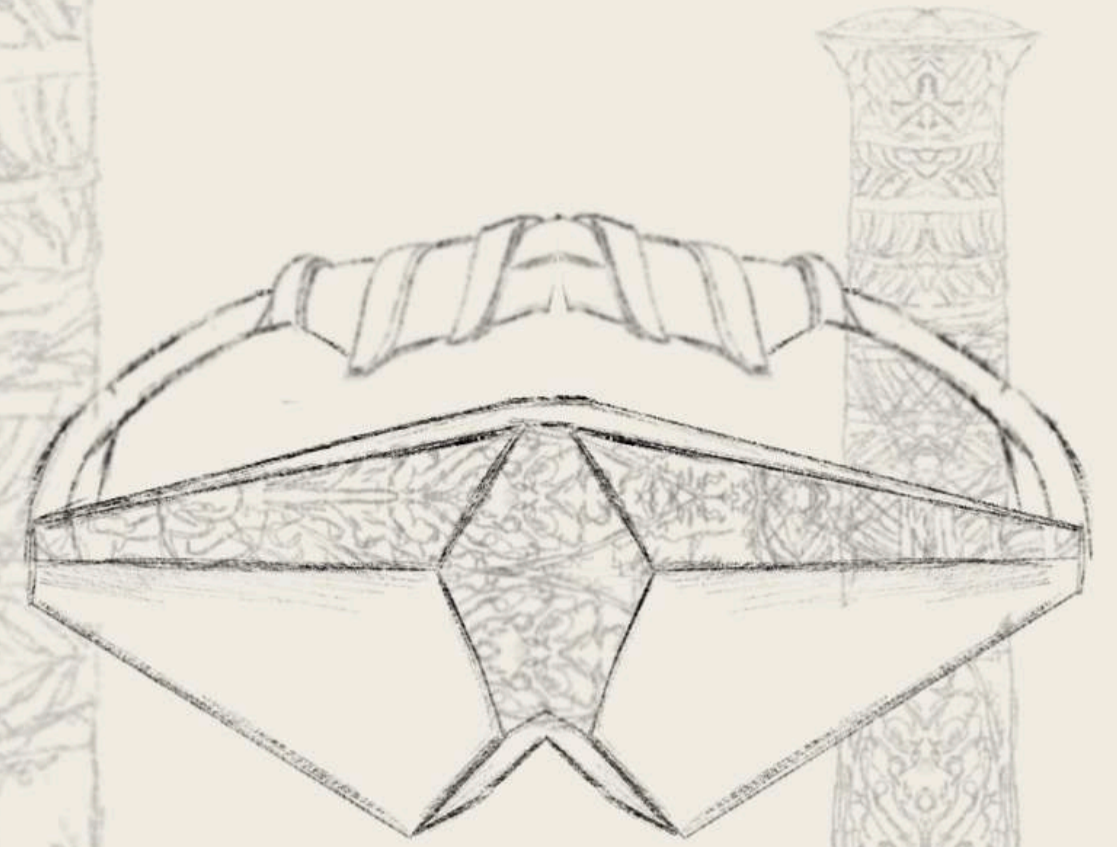
# Tantour inspired designs



Tantour print



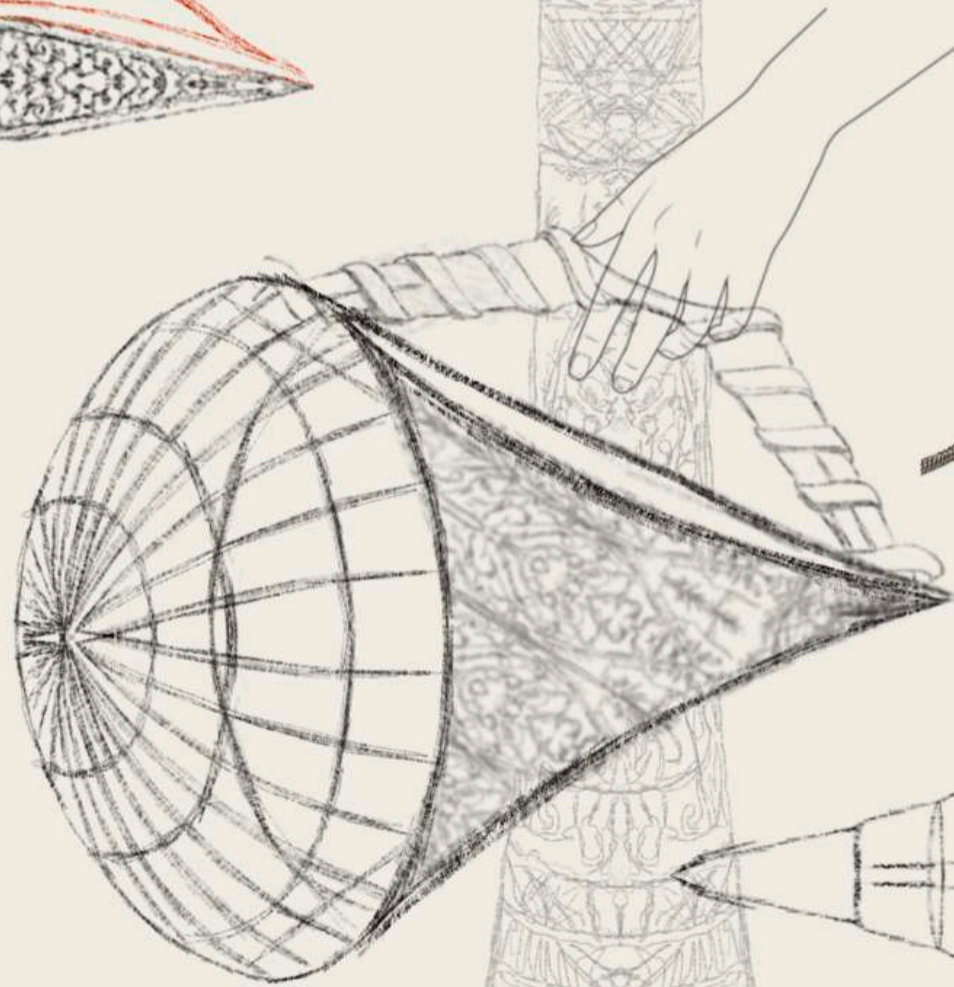
Pointed cylinder tantour inspired



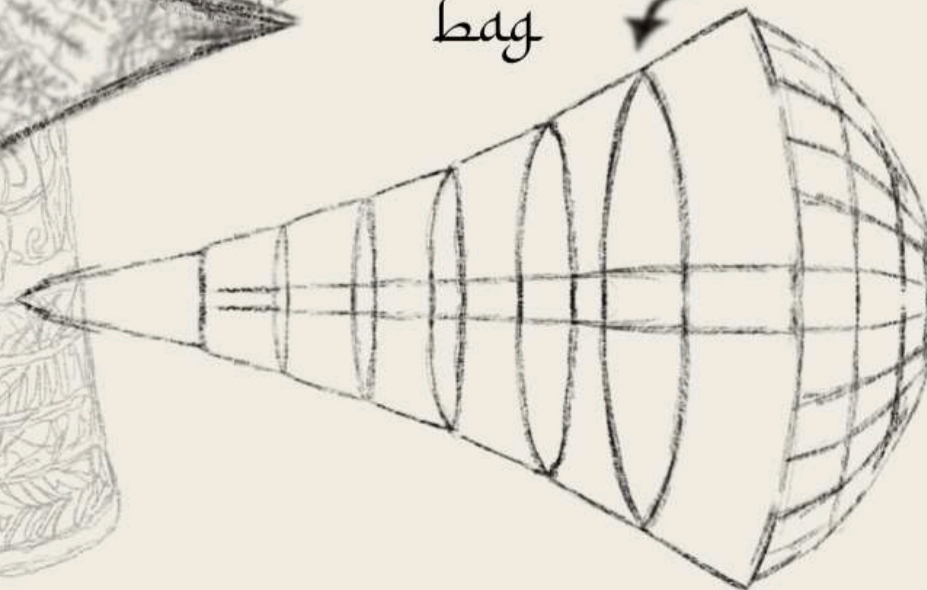
Tantour shapes



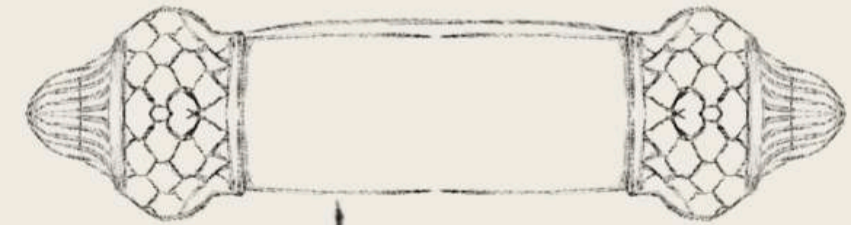
Interpretation of tantour



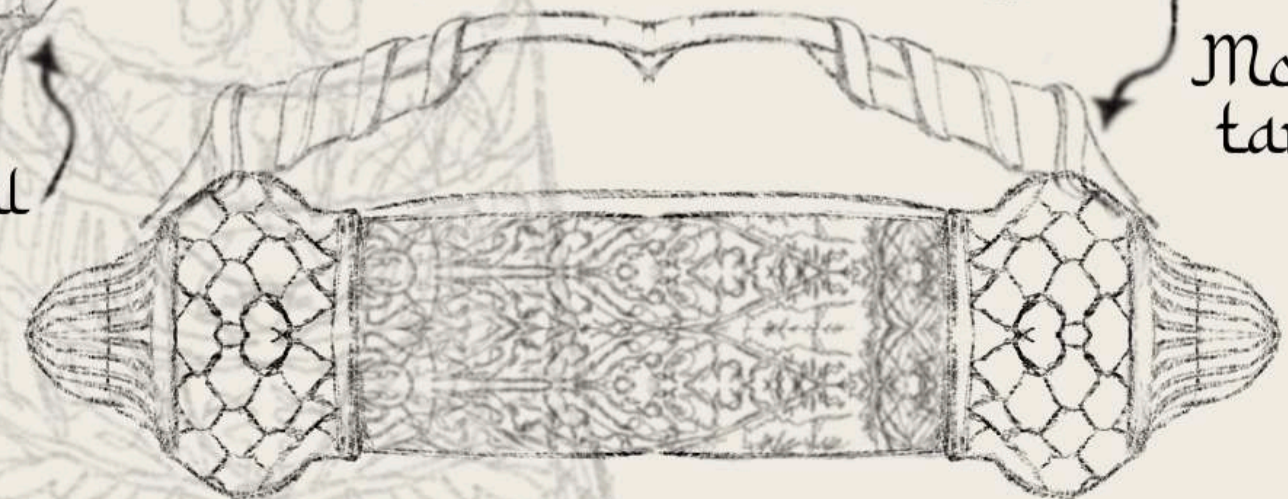
Translated to bag



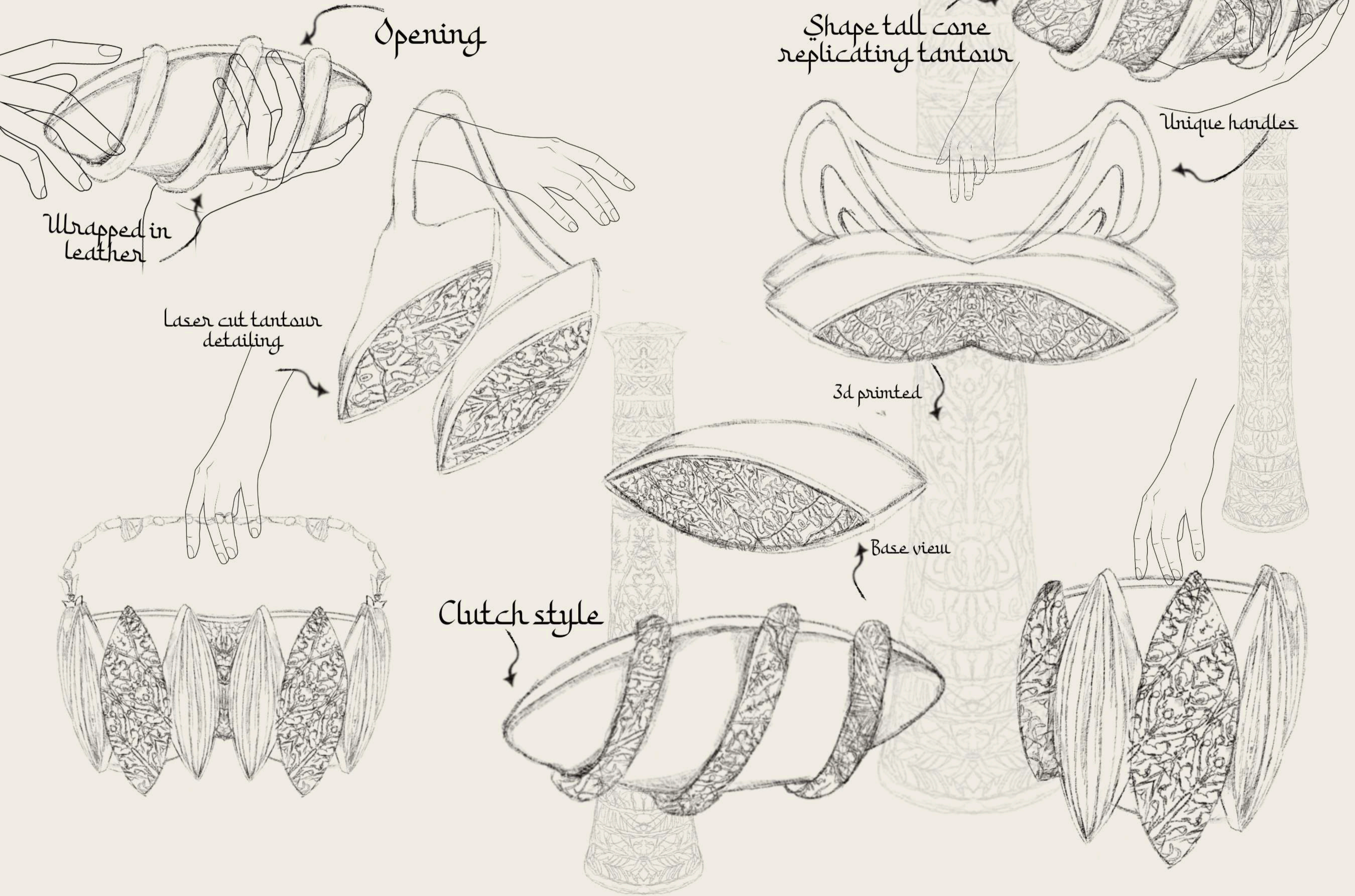
More commercial version



More closer to tantour shape



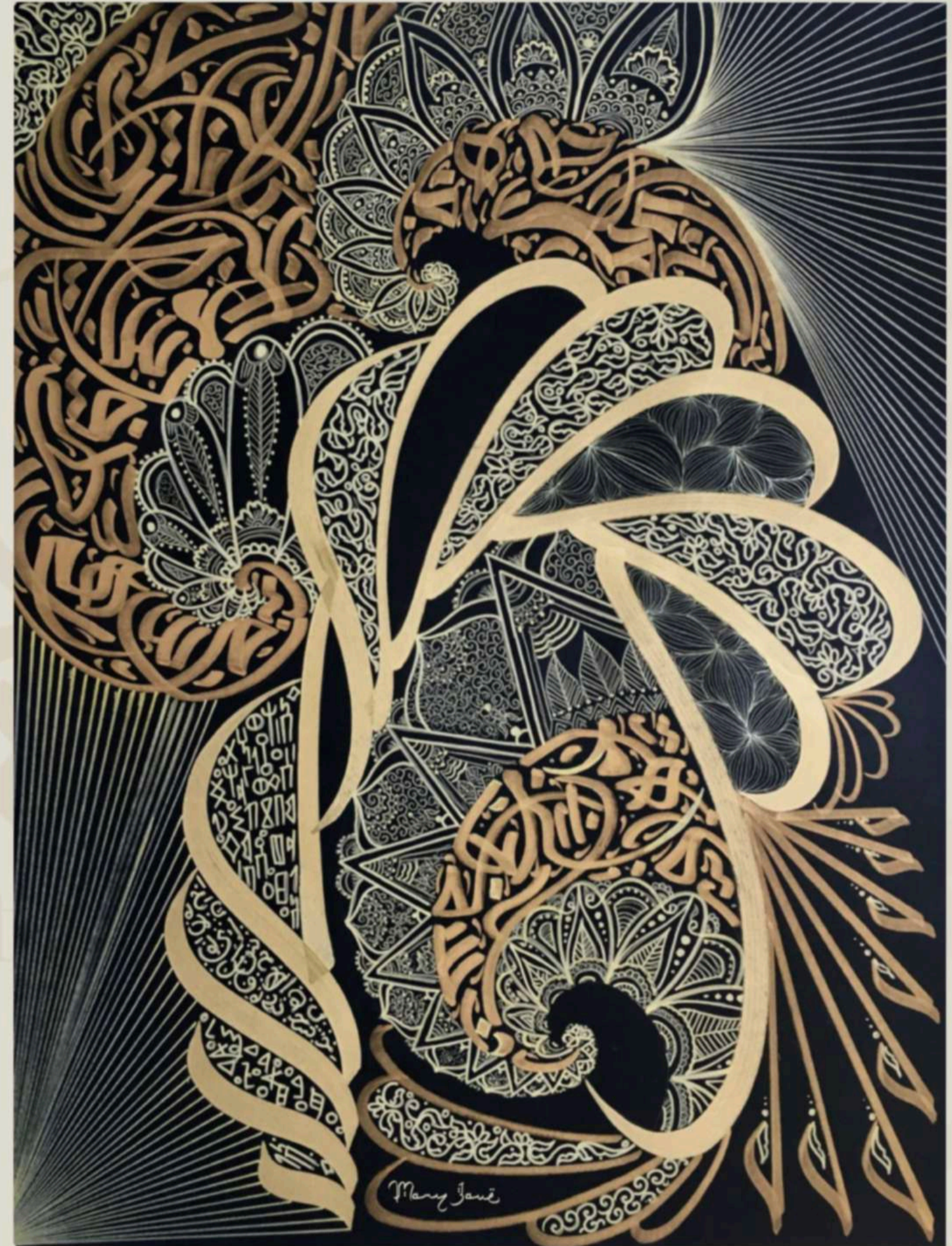
# Tantour inspired designs



# Arabic Calligraphy

The captivating beauty of Arabic calligraphy is unfortunately marred by the negative lens through which it is perceived in Western media. Frequently associated with unjust stereotypes related to terrorism and violence, the art form struggles to escape unwarranted biases. Contrary to these misconceptions, in the East, Arabic calligraphy is embraced and revered for the genuine aesthetic and cultural significance it embodies.

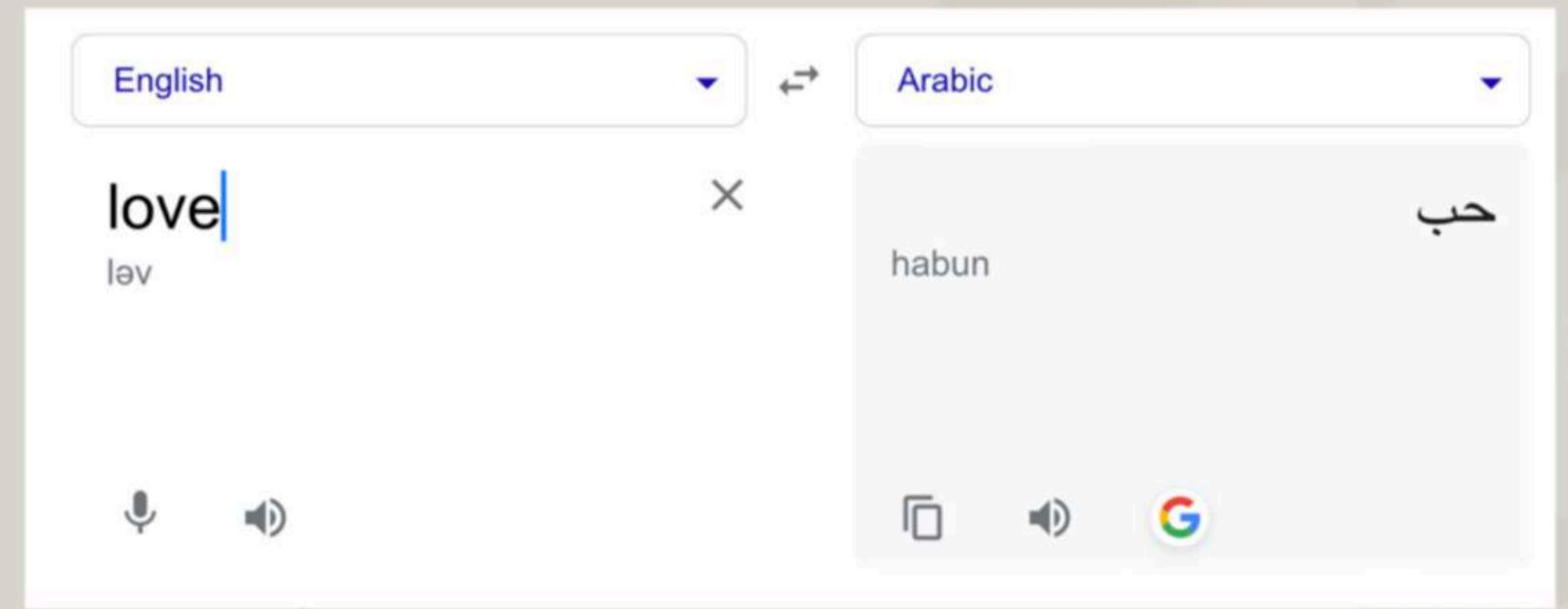
In this dichotomy of perception, I see an opportunity for creative intervention. By harnessing the intricate strokes and fluid lines of Arabic calligraphy, I aim to craft visually compelling pieces that transcend these misguided stereotypes. Through meticulous design, I aspire to showcase the true essence and artistic richness of Arabic calligraphy, challenging Western audiences to appreciate its beauty beyond the limiting constraints of preconceived notions. This creative endeavor, I believe, holds the power to reshape narratives and foster a more nuanced understanding of this venerable art form.



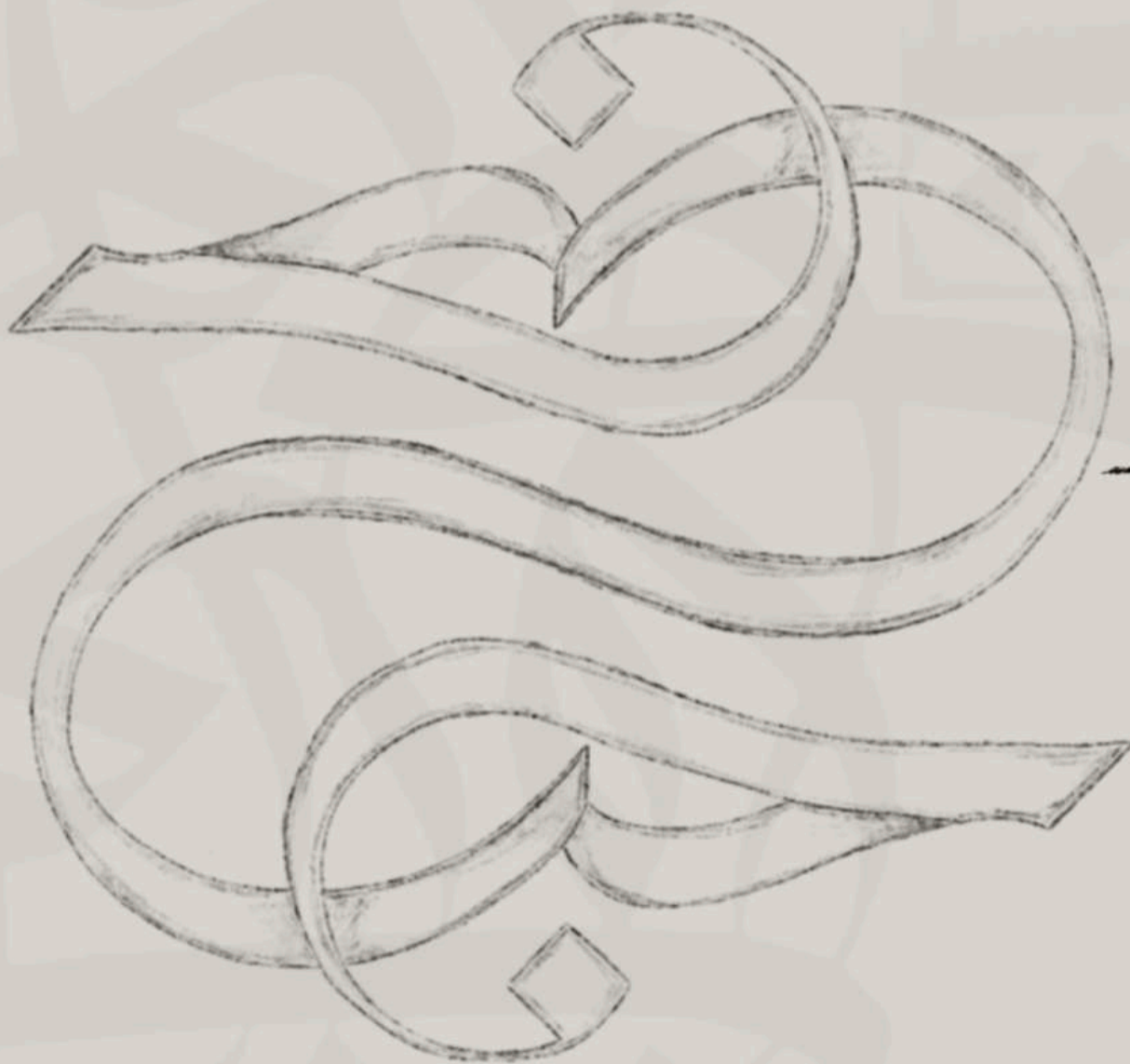
# Initial Inspiration



# Initial Designs

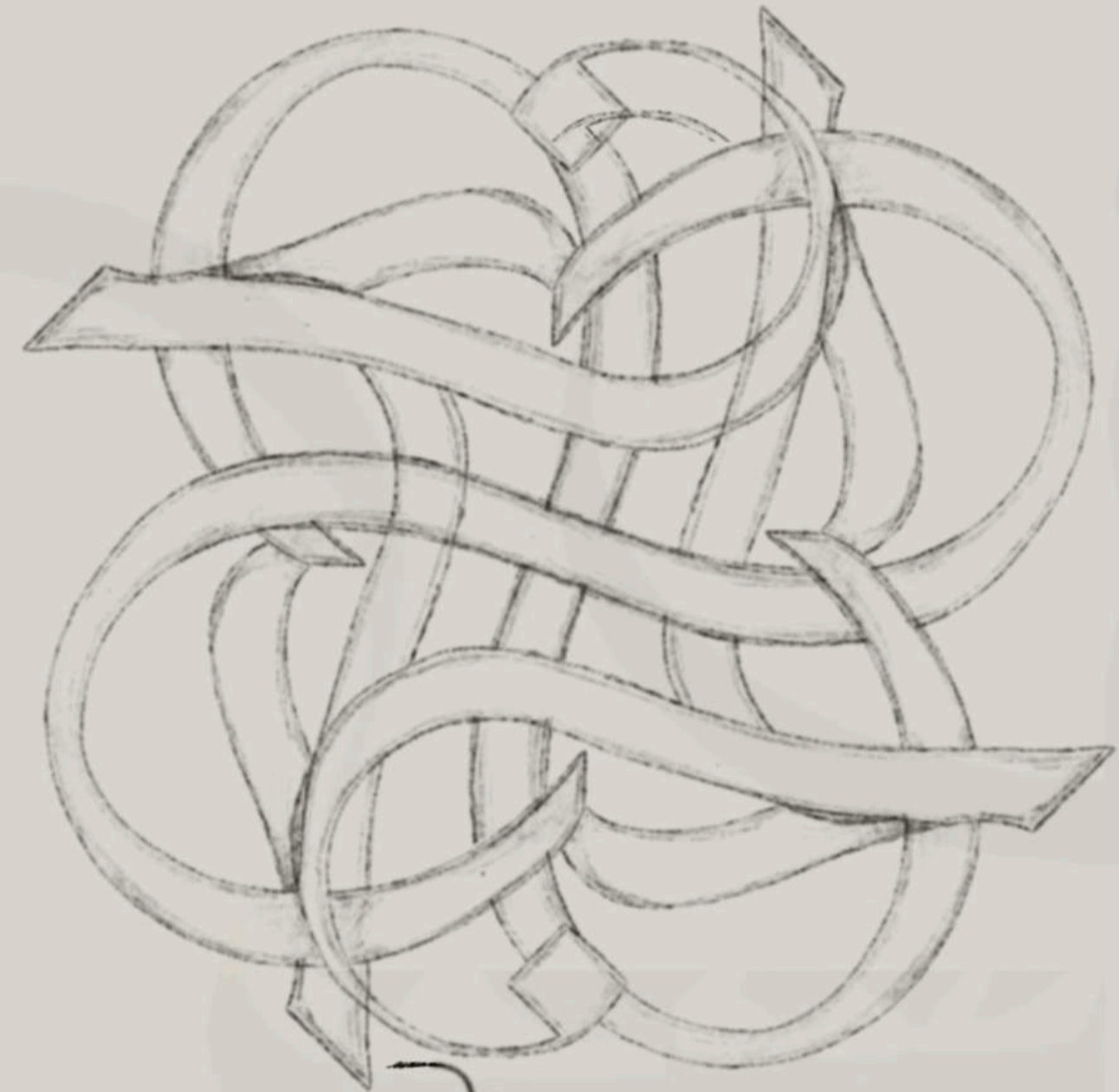


Text Taking Arabic word for love



Creating a calligraphy shape

Duplicating and flipping it



Putting it in four ways

# Design Development



Embarking on a creative journey, I am enthused by the prospect of transforming the Arabic word for "love" into a distinct and personalized calligraphy design. This unique rendition will serve as the focal point, capturing the essence of affection and connection. Through an artful fusion of these calligraphic elements, I envision crafting a bespoke leather accessory that transcends conventional embellishments.

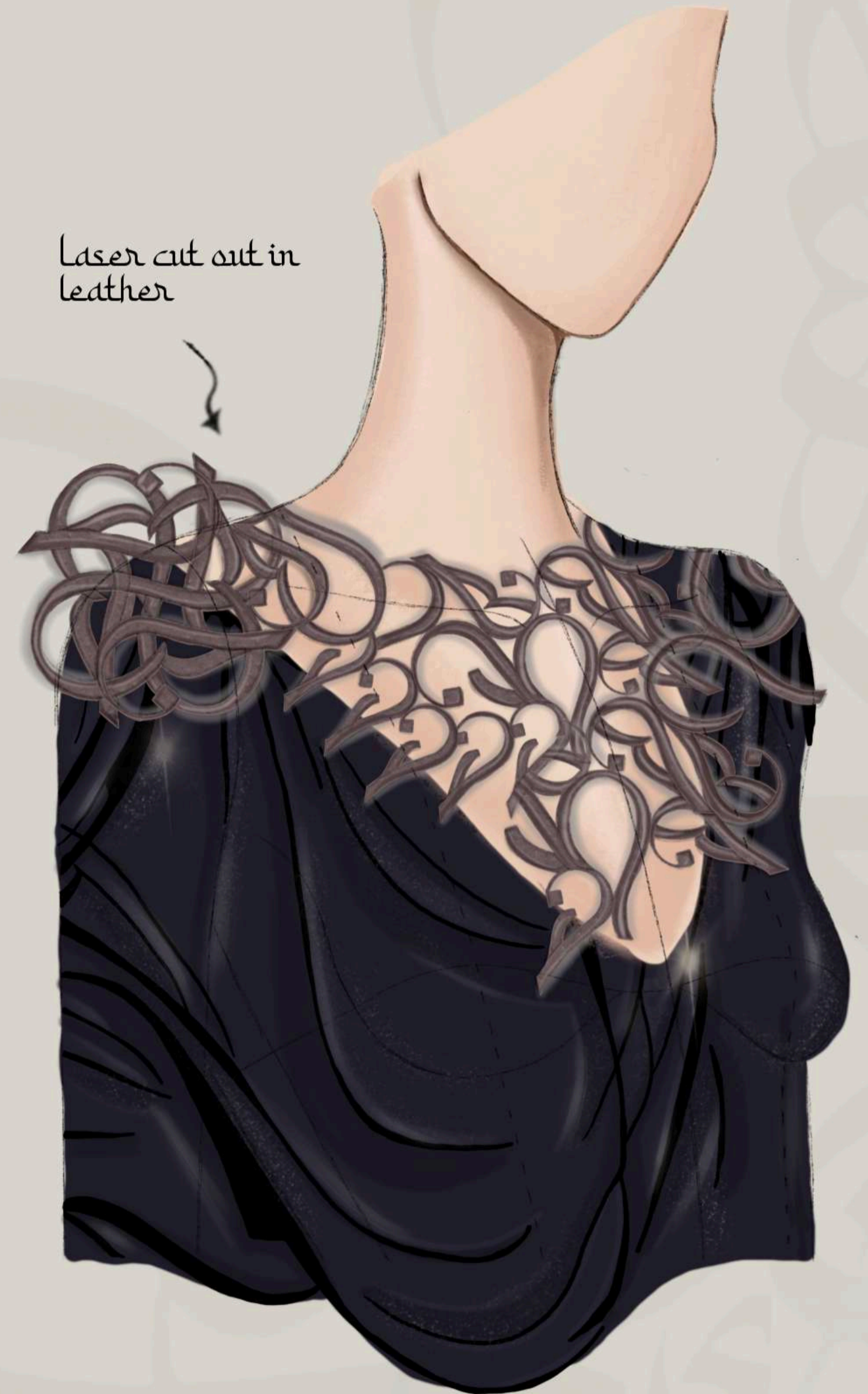
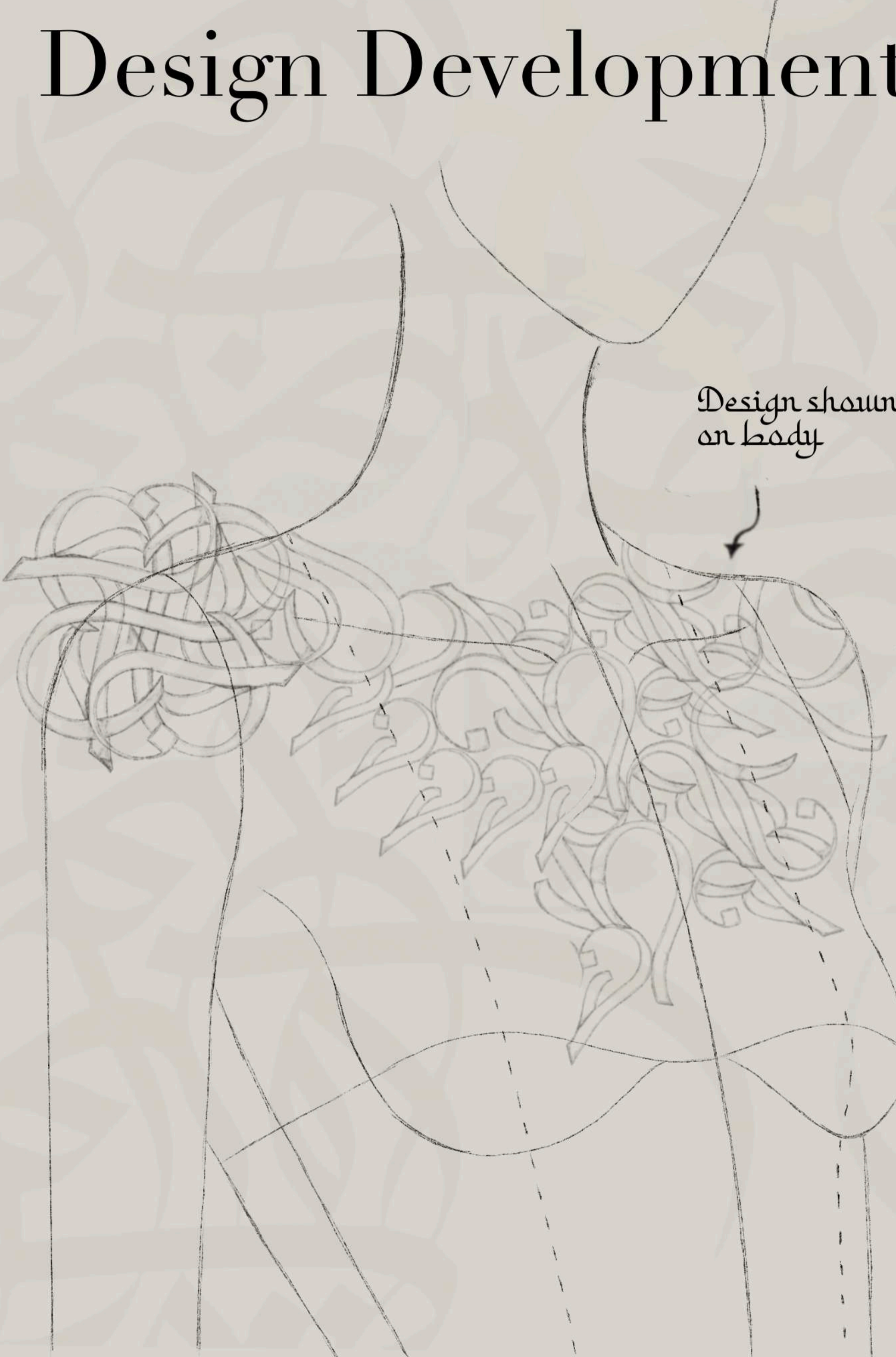
The intention is to elevate this accessory into a statement piece, delicately placed atop garments to infuse a sense of refined expression with a distinctive Middle Eastern flair. This fusion of linguistic artistry and craftsmanship seeks to not only adorn the wearer with a symbol of love but also to challenge preconceived notions and promote a deeper appreciation for the cultural richness embedded within the design. In this endeavor, I aim to redefine the intersection of fashion and cultural identity, creating accessories that serve as a bridge between tradition and contemporary expression.



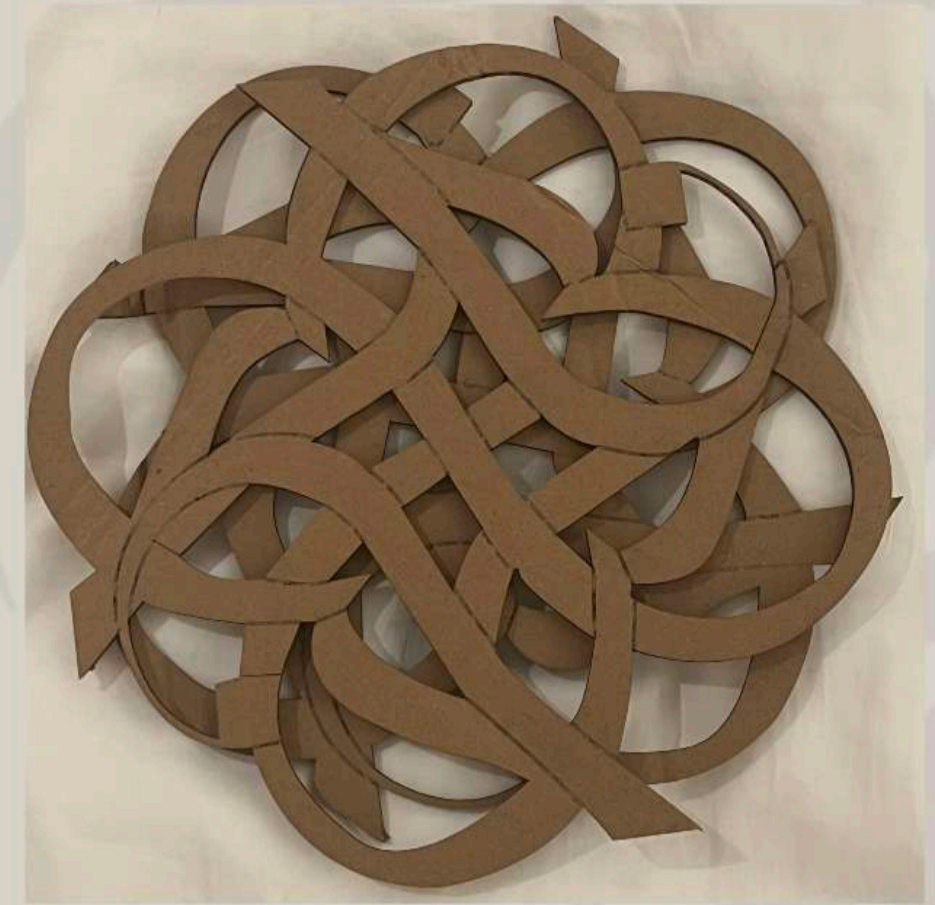
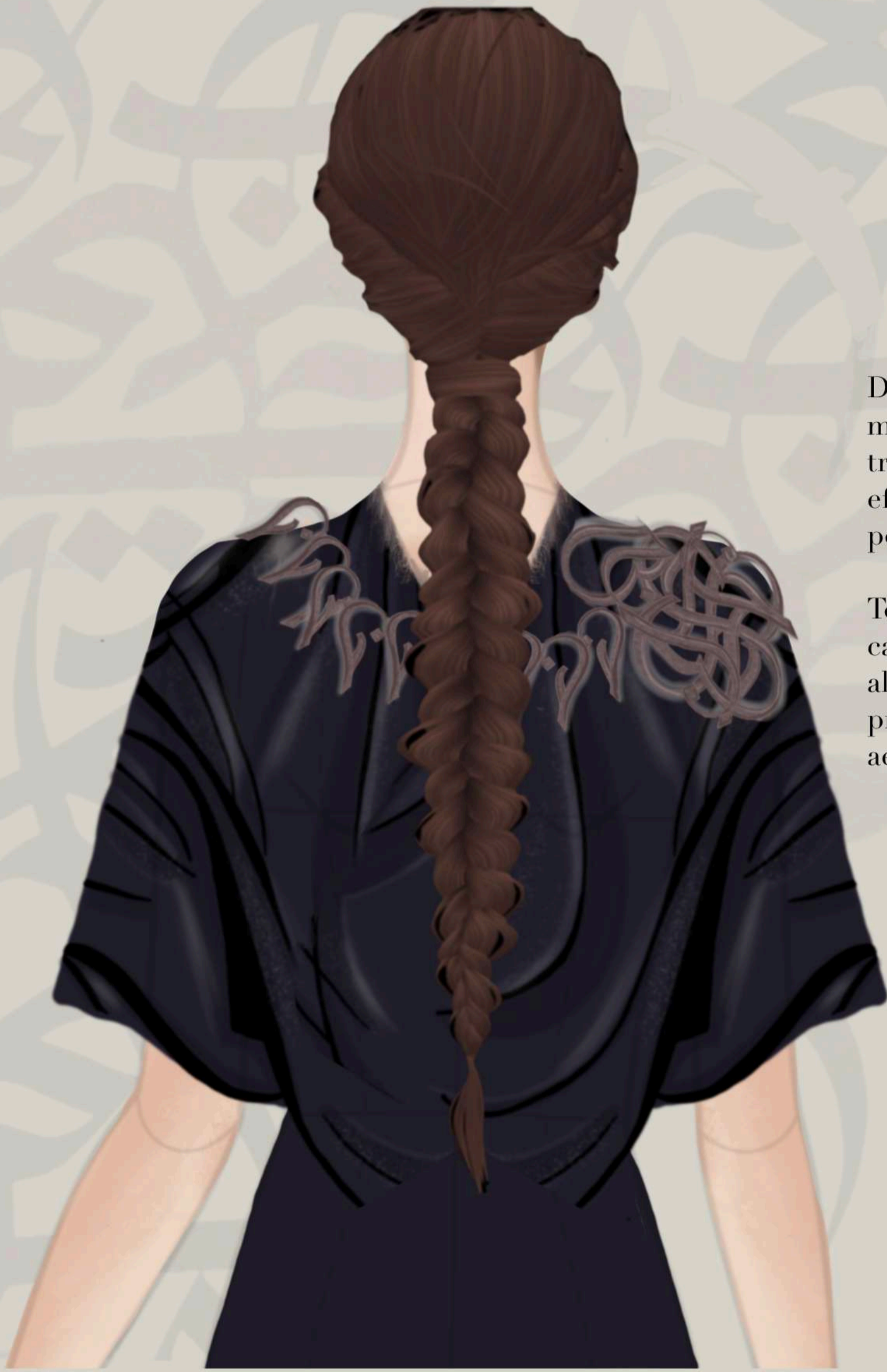
# Design Development

Design shown  
on body

Laser cut out in  
leather



# Sample Development



Discovering the transformative potential of laser cutting on the elements derived from my intricate shapes was a captivating experience. Witnessing how the laser cut translated the initial sketches into a textured reality unveiled an unexpected visual effect. I noticed the need for a more cohesive visual language, contemplating the possibility of aligning various elements to share the same shape for enhanced harmony.

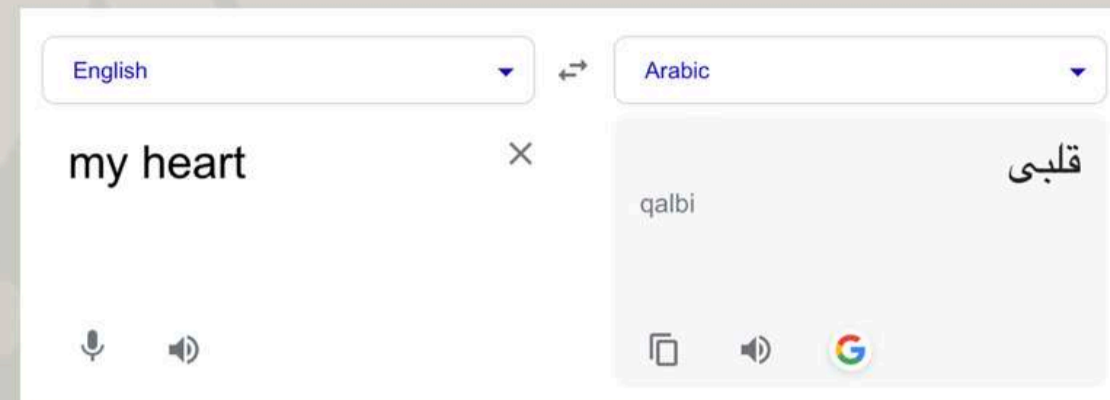
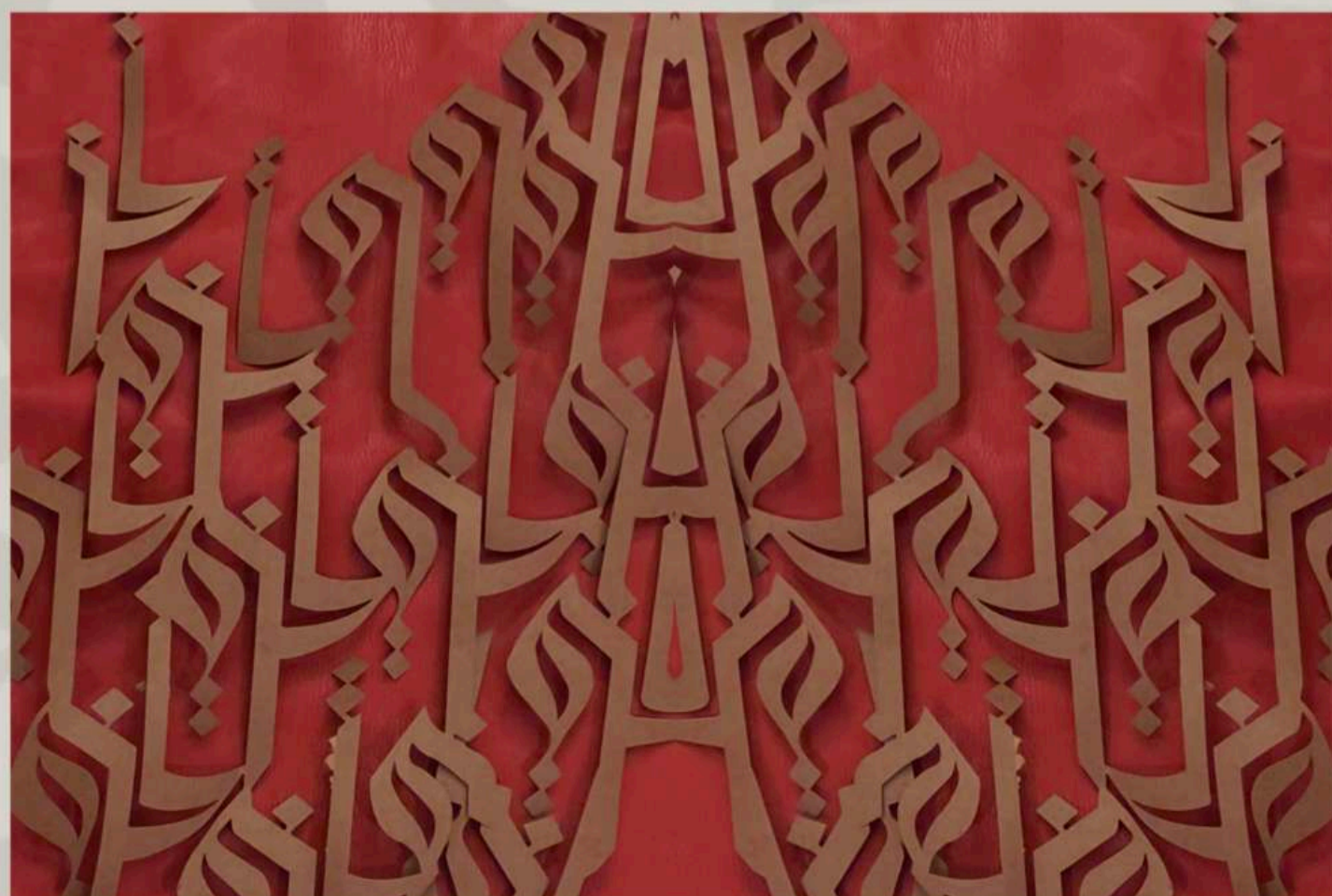
To experiment with a thicker, more substantial appearance, I chose cardboard as the canvas for laser cutting. The result not only added a tactile dimension to the design but also provided valuable insights into the interplay of materials and shapes. This iterative process, evolving from sketches to laser-cut prototypes, is instrumental in refining the aesthetic nuances and achieving the desired visual impact.



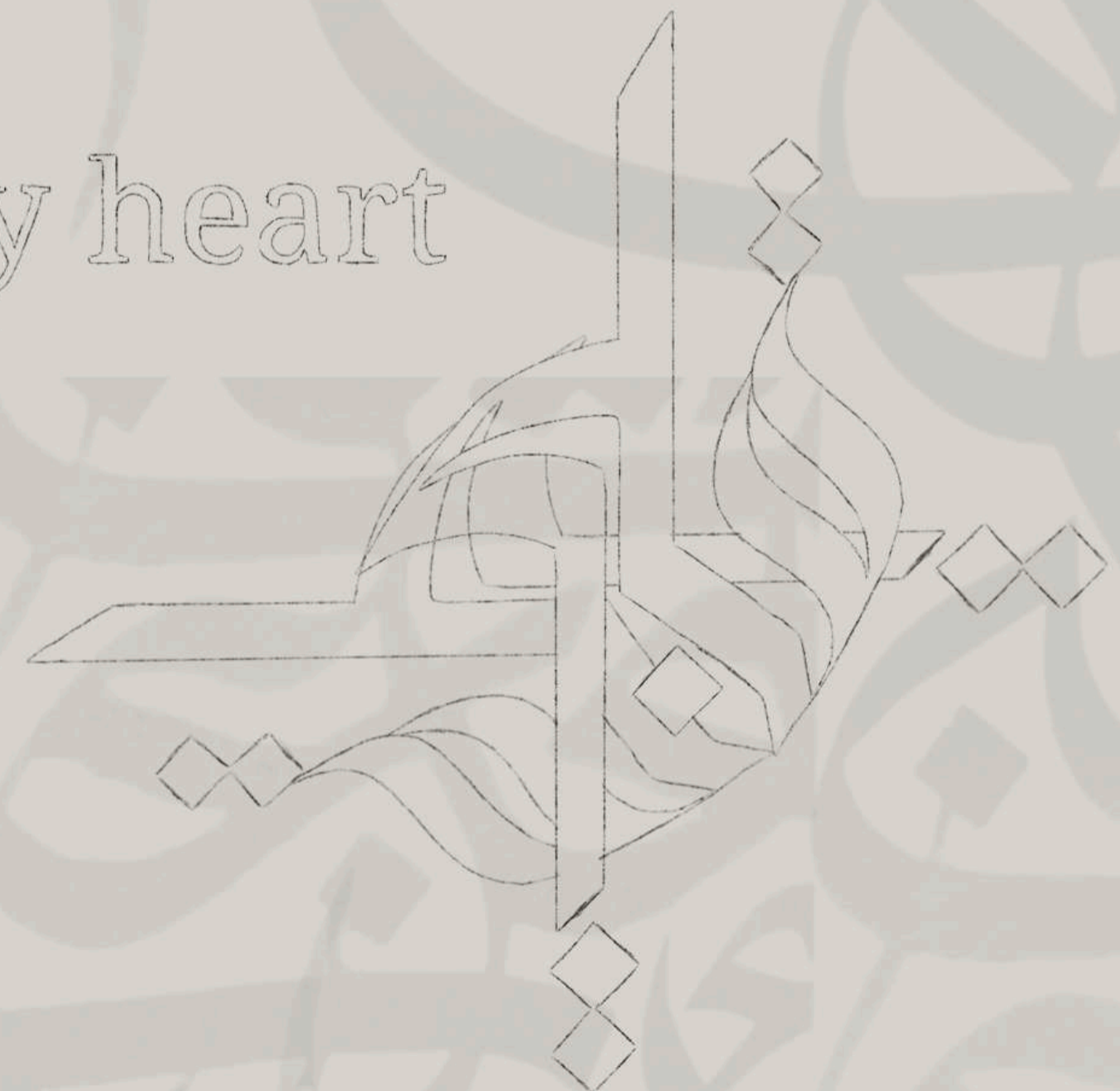
# Initial Design

Exploring the same design concept with another word, I discerned a wealth of potential in the shapes derived from this particular calligraphy. Intrigued by the idea of venturing into wearable art, I seized the opportunity with the laser cutter now operational. To gauge the design's sturdiness without committing to leather, I opted for thick paper as the medium for the laser-cut prototype.

This experimental shift not only allowed me to envisage the potential of the shapes in a wearable context but also provided a tangible, sturdy feel to the piece. The use of paper in lieu of leather serves as a practical and sustainable exploration, ensuring that the design's form and structure are effectively conveyed before transitioning to more precious materials. This iterative process is instrumental in refining the wearable art concept and aligning it with my vision for a harmonious fusion of cultural richness and contemporary expression.



My heart



# Design Development



Formed into  
bodysuit



Taking the  
calligraphy



Laser cut onto  
leather



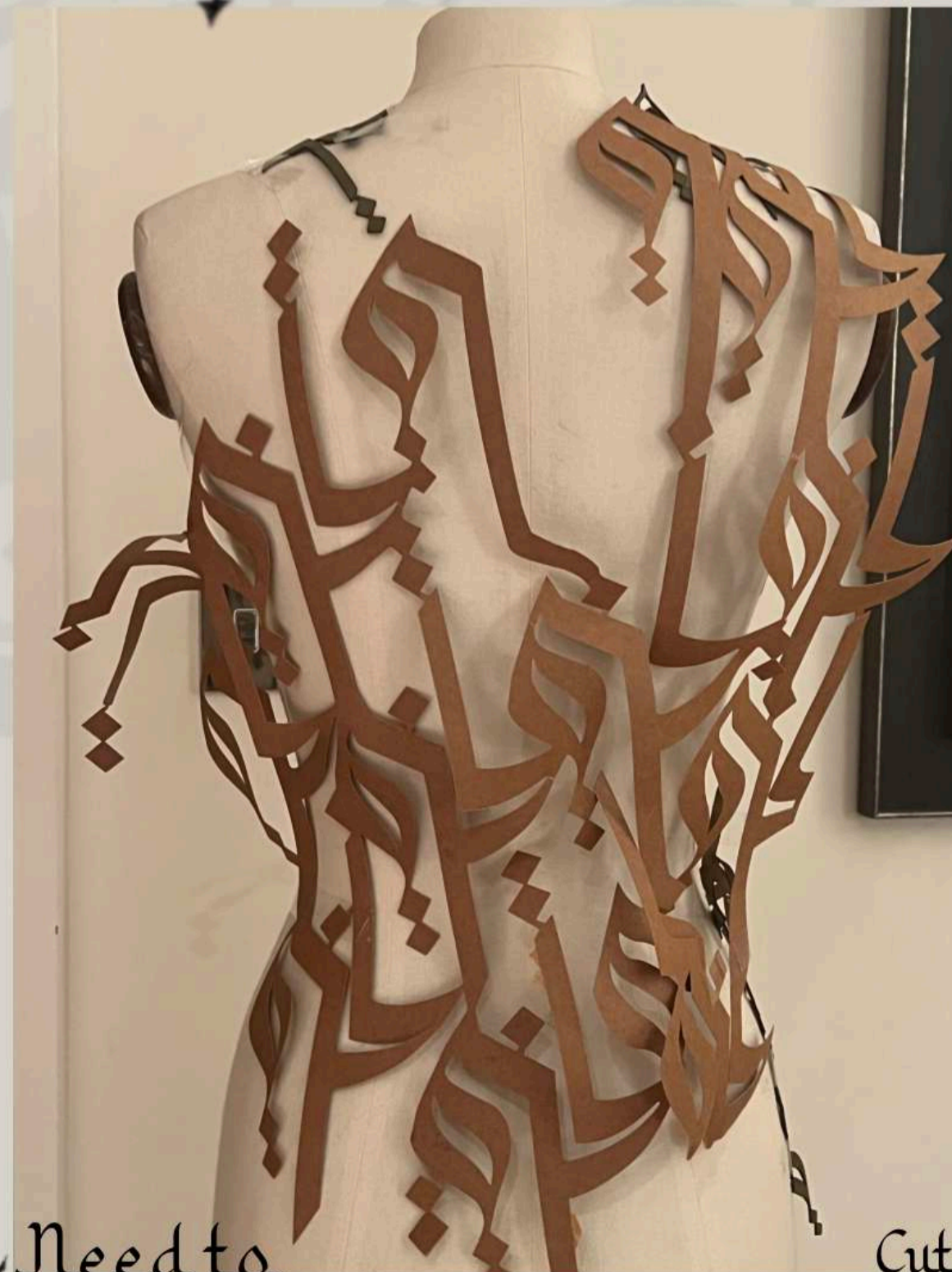
Beaded onto need  
to use  
sustainable  
beading

# Sample Testing

Doesn't hold shape when laser cut as one piece



Too stiff out of cardboard



Like the effect



Will be worn on top of something



Need to figure out way to get this Effect



Need to Experiment

Cut many singular pieces

# Sample Development



Recognizing that the initial laser-cut samples did not capture the same visual impact as my original sketch, I opted for a more intricate approach, deeming the effort worthwhile. Embracing a meticulous process, I laser-cut numerous iterations of the calligraphy shape and skillfully sewed them together. To my pleasant surprise, the resulting piece exhibited a remarkable sturdiness, validating the meticulous effort invested

.

In the pursuit of enhancing the design, my focus now shifts towards implementing sustainable beading. Once the details are finalized, I intend to incorporate them seamlessly into the body suit, creating a wearable art piece that not only reflects the intricate beauty of the calligraphy but also embodies a commitment to sustainability. This iterative and patient journey, from conceptualization to execution, underscores the dedication to achieving a design that resonates with both visual allure and ethical considerations.

# Developing body piece



Took laser cut calligraphy hand stitched on



Laser cut calligraphy design



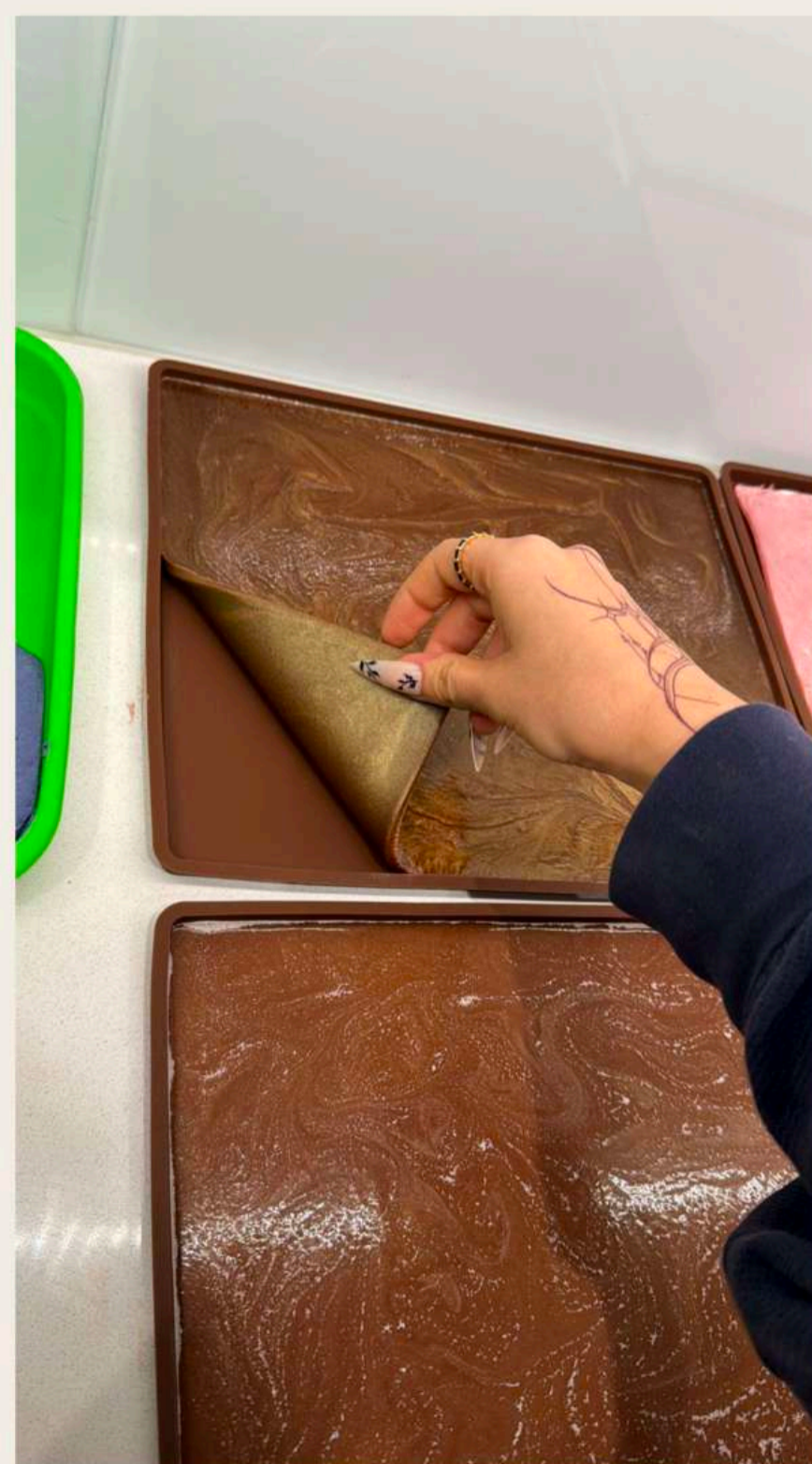
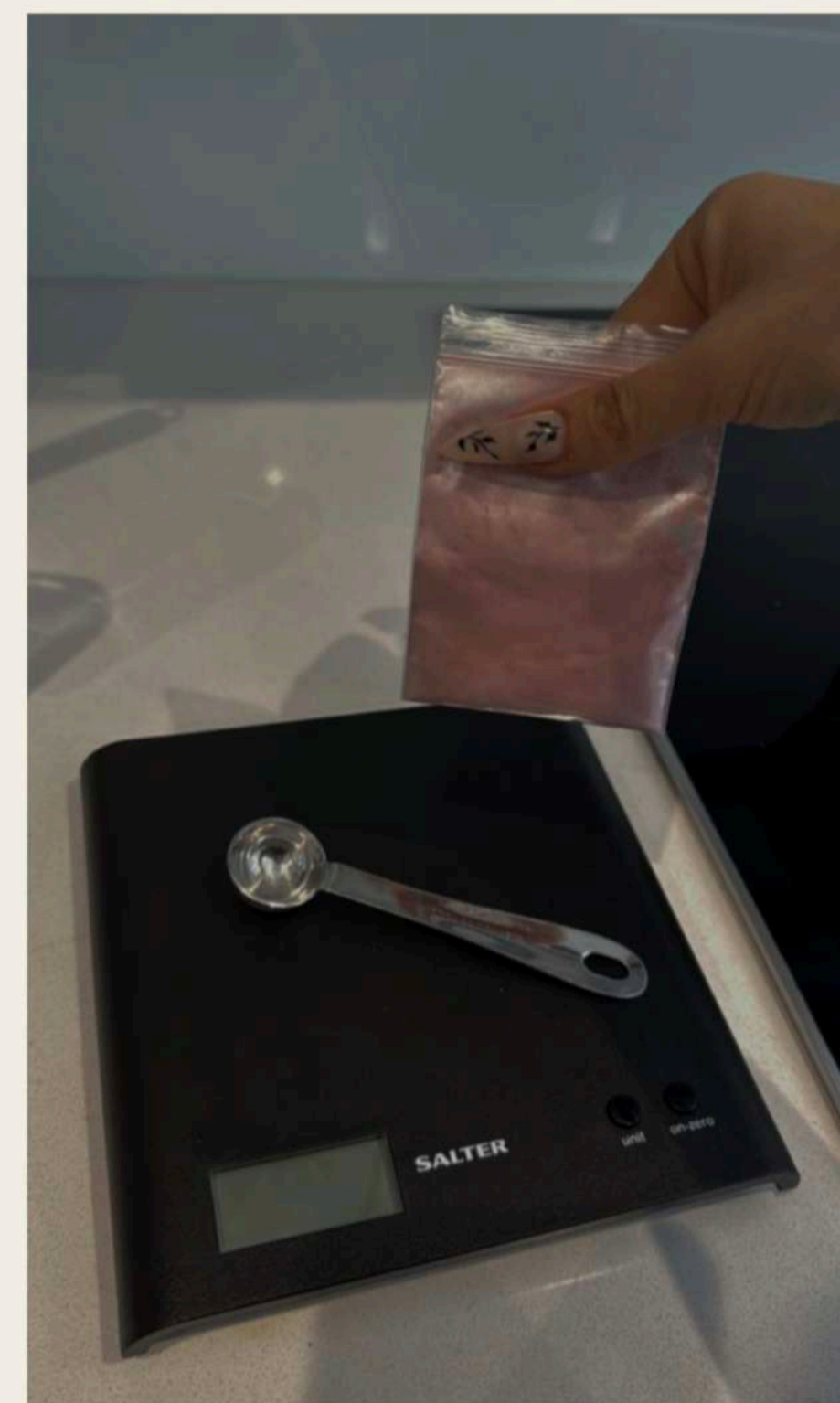
Created beaded on tulle e then cut and sewed as body piece



\* Refer to tech file for in depth process

# Testing Biomaterials for beads

I experimented with various bio-material recipes, tweaking them to create a plastic sheet suitable for laser cutting into sequins and beads. The samples turned out perfectly. However, due to the university's laser cutter being unavailable and outsourcing services unwilling to cut bio-materials, large-scale production was not feasible. Instead, I repurposed recycled glass beads, transforming what would otherwise have been waste into a valuable resource.

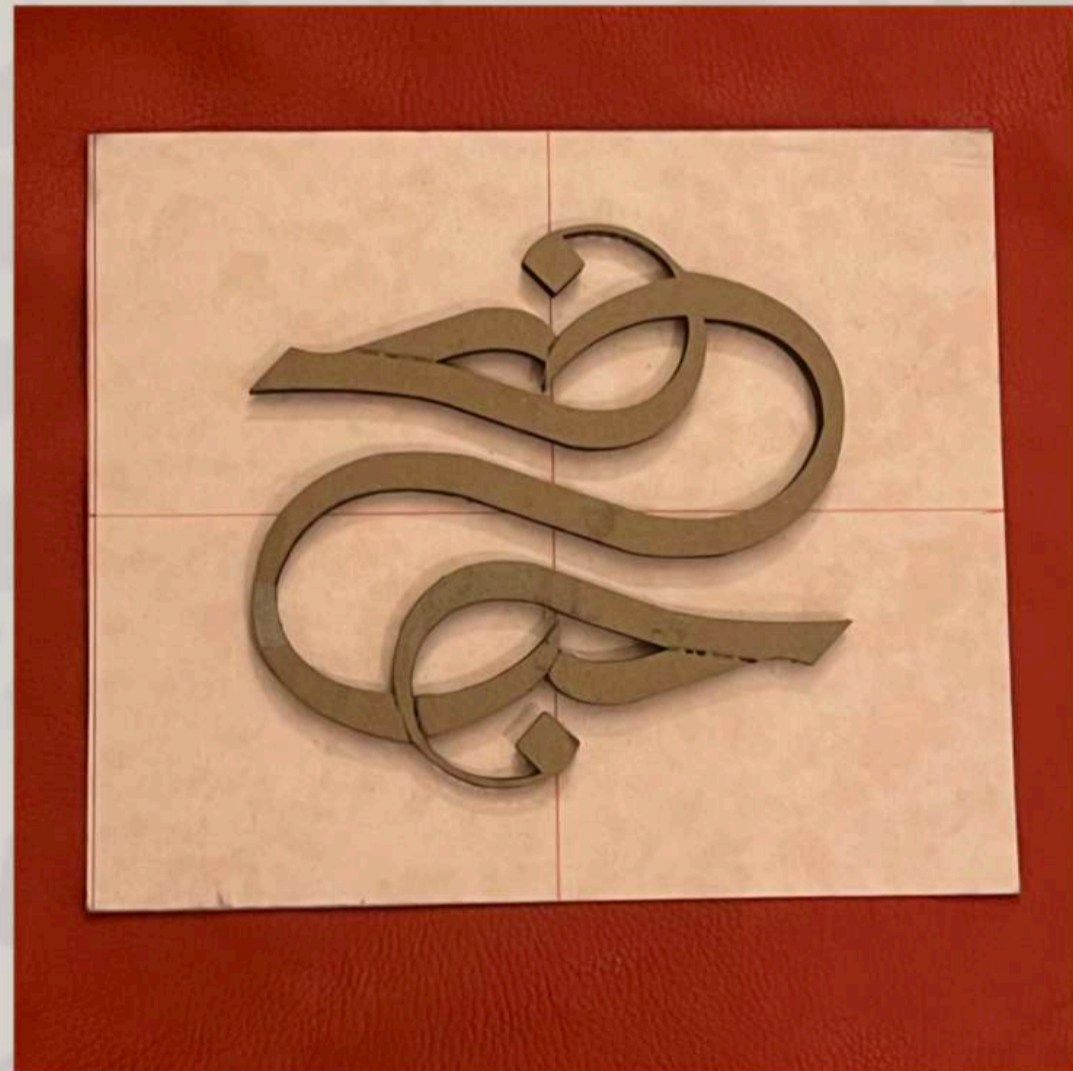


find out  
come of  
biomaterial sheets  
for biobeads



# Sample Development

I found inspiration in the calligraphy approach but sought a more advanced development beyond mere laser cutting. My exploration led me to a technique involving laser-cutting and plugging the pieces on top of each other. The result was impressively satisfying, showcasing a layered and textured effect. However, being a handcrafted endeavor, I acknowledged that the precision might not match that achieved by a machine.

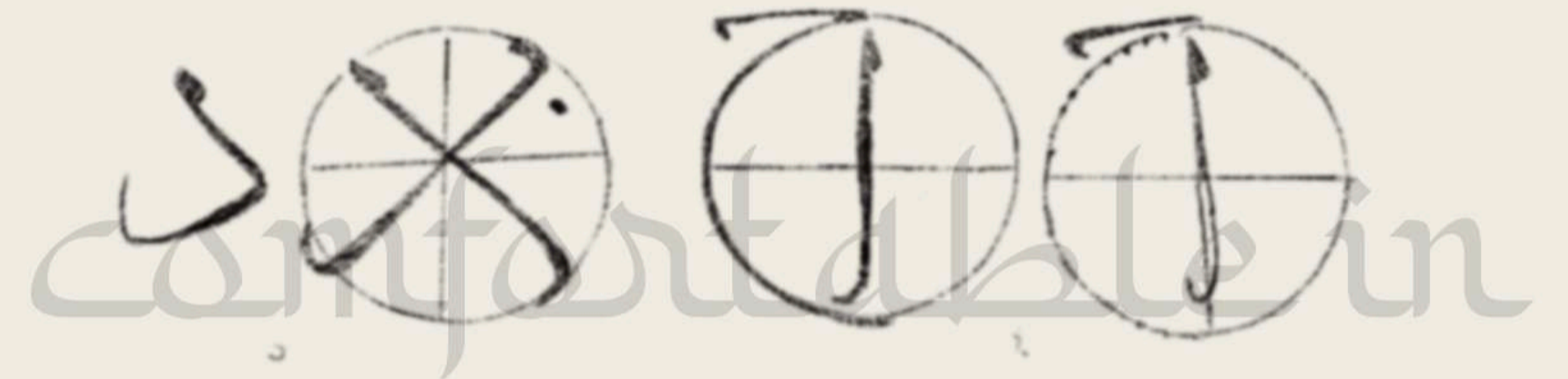
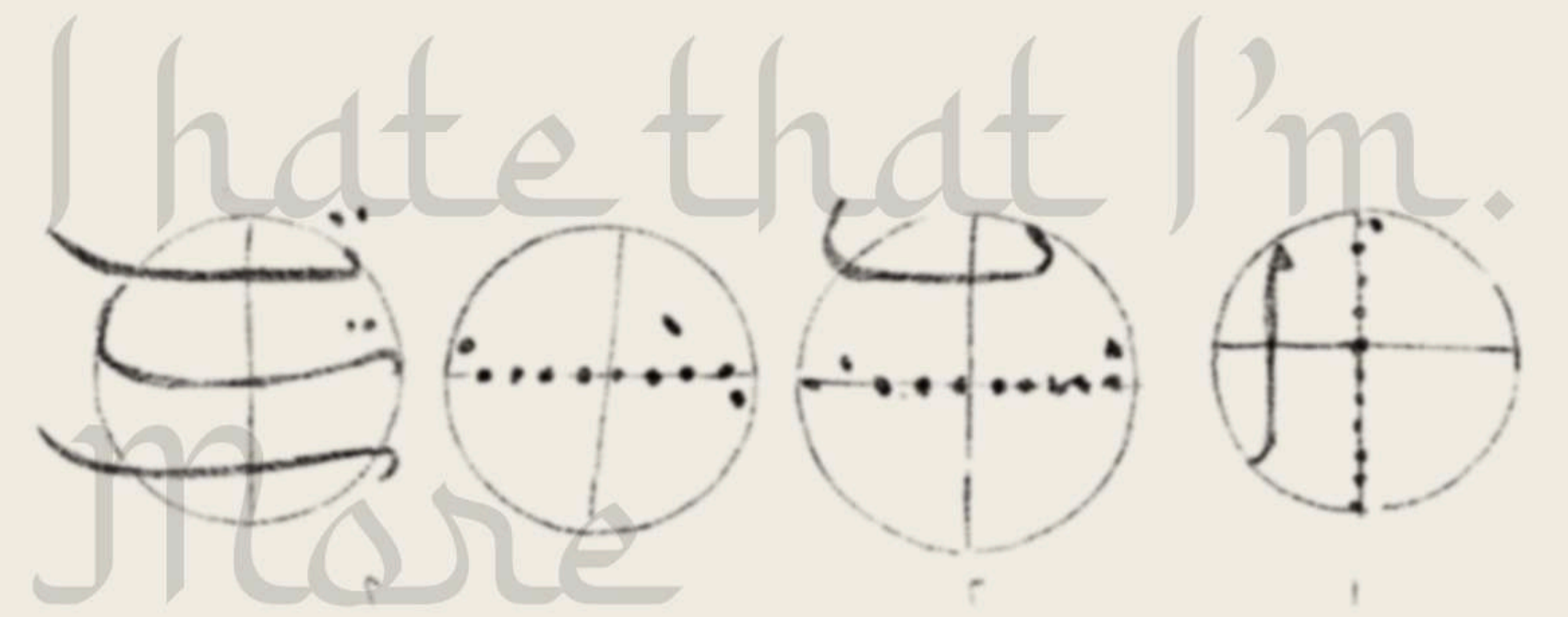


I really liked the outcome of plugging and think it can really enhance the quality of a product and is very unique this is so, eyeing I'd want to progress onto despite not being able to test more practice samples since the laser cutter is not working how we've i feel confident enough that I could execute this neatly

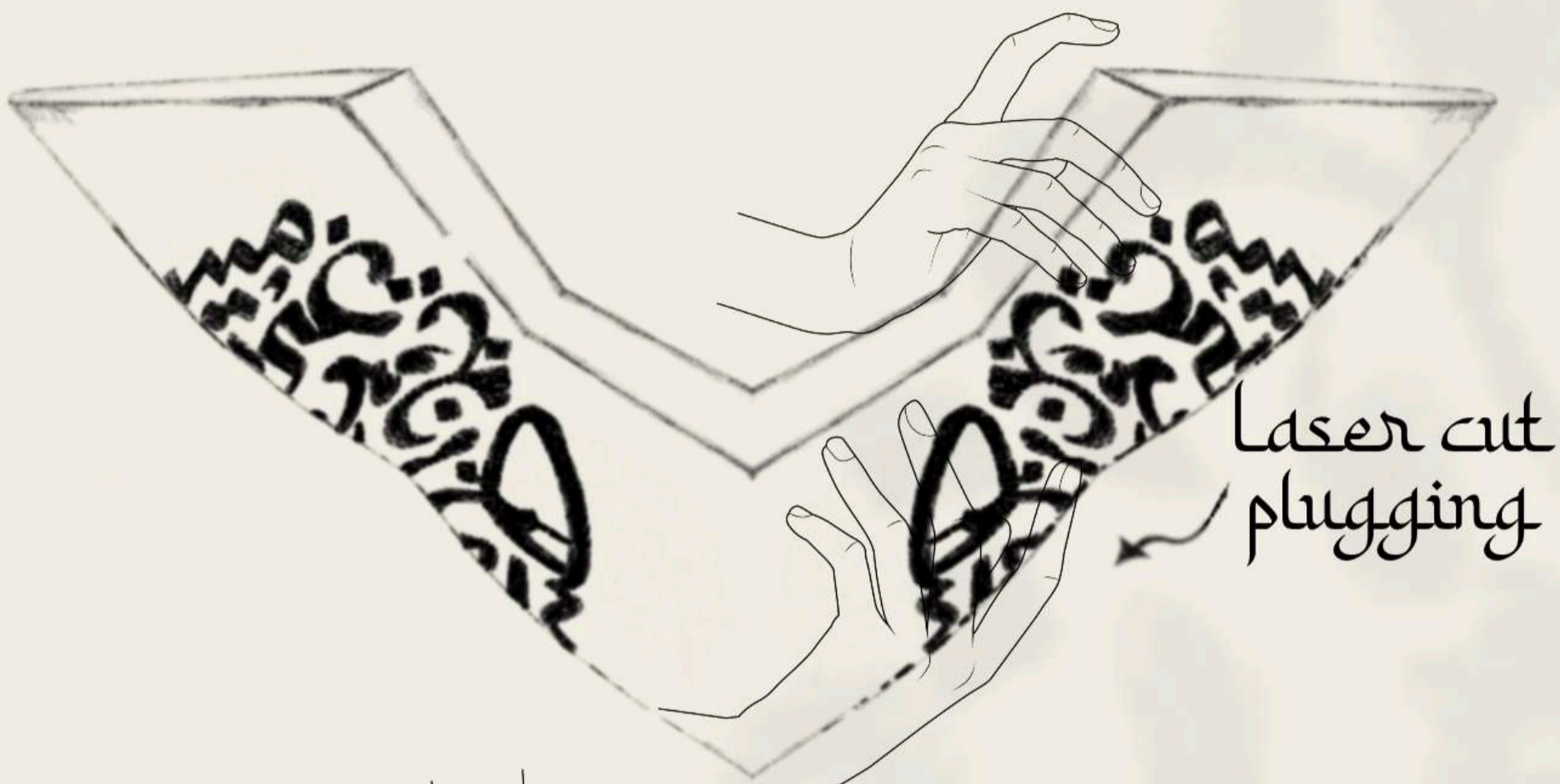
# Deeper understanding of calligraphy shapes

I was really pleased with the outcome of my initial calligraphy pieces, especially in how I developed the idea. However, I felt that the designs were a bit too literal. I didn't like the idea of using words that were obviously Arabic calligraphy. Instead, I wanted the designs to hint at Arabic calligraphy in a way that would be evident to someone familiar with the style, but not so obvious as to just spell out a word. This inspired me to look at the general shapes of calligraphy and develop them further into my own designs, resulting in a more unique and subtle approach.

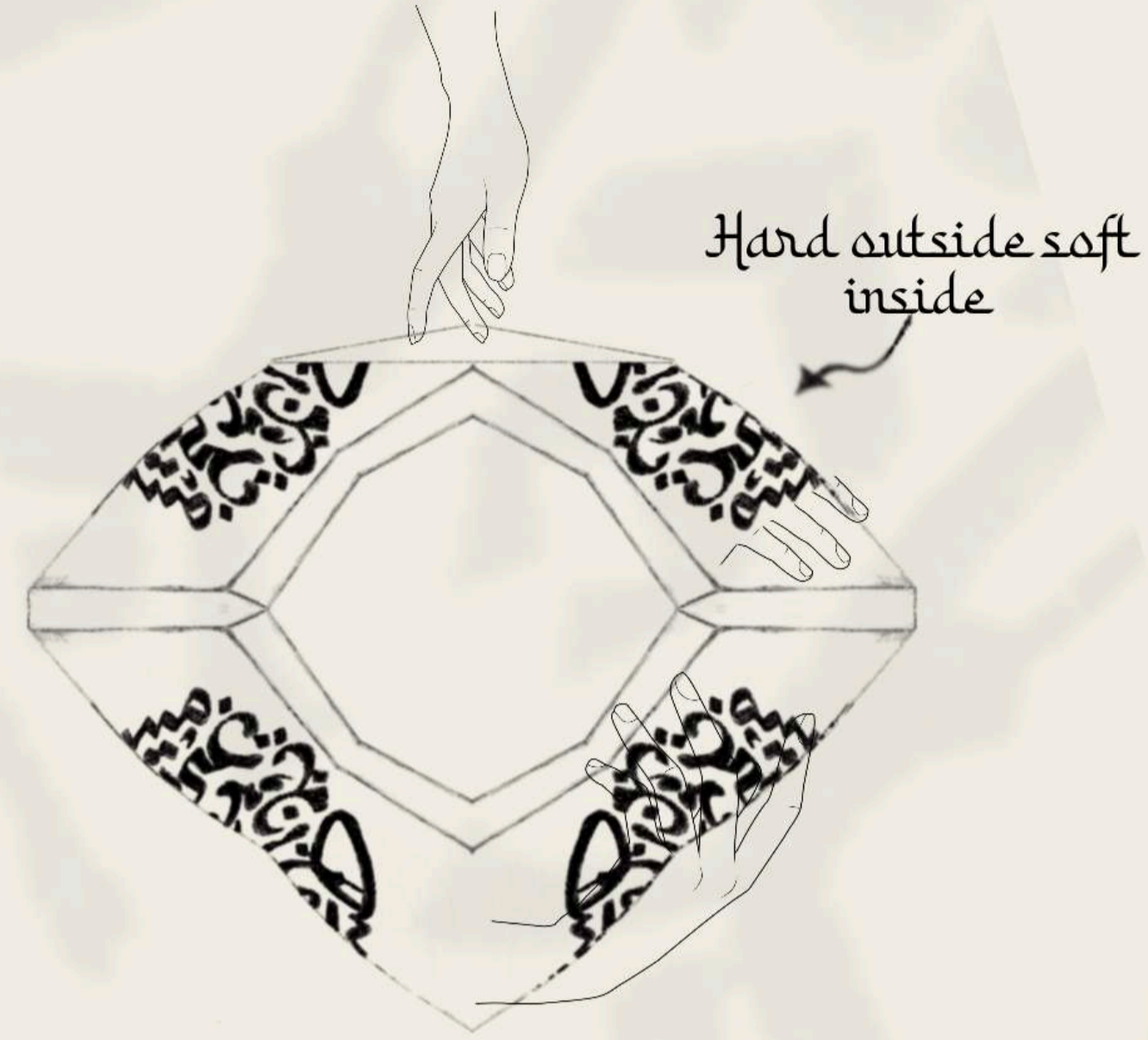
A large part of my inspiration to focus on calligraphy in a more abstract, aesthetic sense rather than on specific words stems from the experience of many in the diaspora, including myself. Many of us struggle with reading Arabic, yet we deeply appreciate it as our language. We recognize that being more comfortable in a foreign language is a privilege, but that doesn't diminish our appreciation for Arabic. In fact, it often heightens our reverence for it. This approach allows us to connect with and celebrate our heritage in a way that is accessible and meaningful, honoring the beauty of the language without being constrained by literal interpretation.



# Calligraphy inspired designs



Laser cut  
plugging



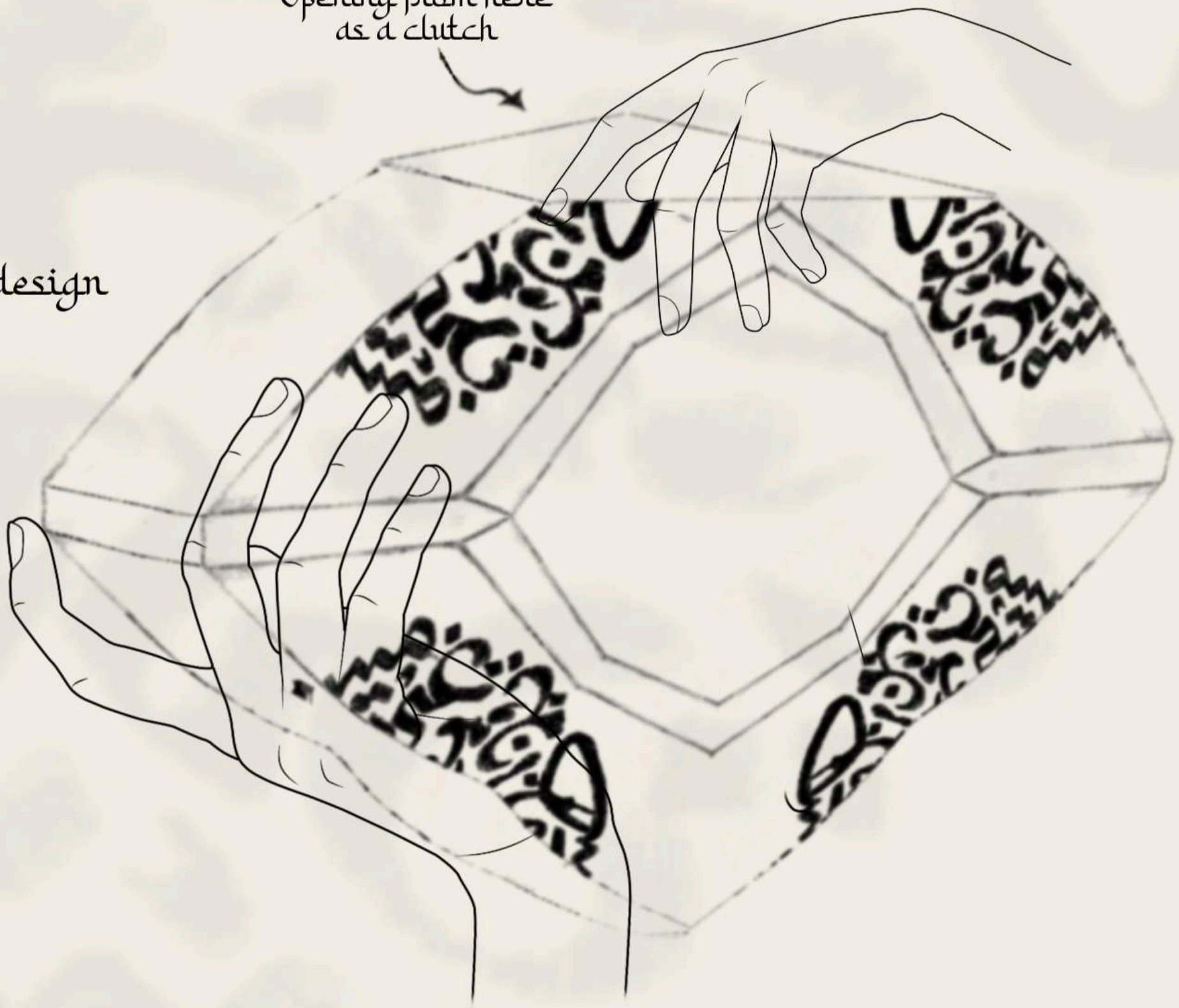
Hard outside soft  
inside

Opening from here  
as a clutch

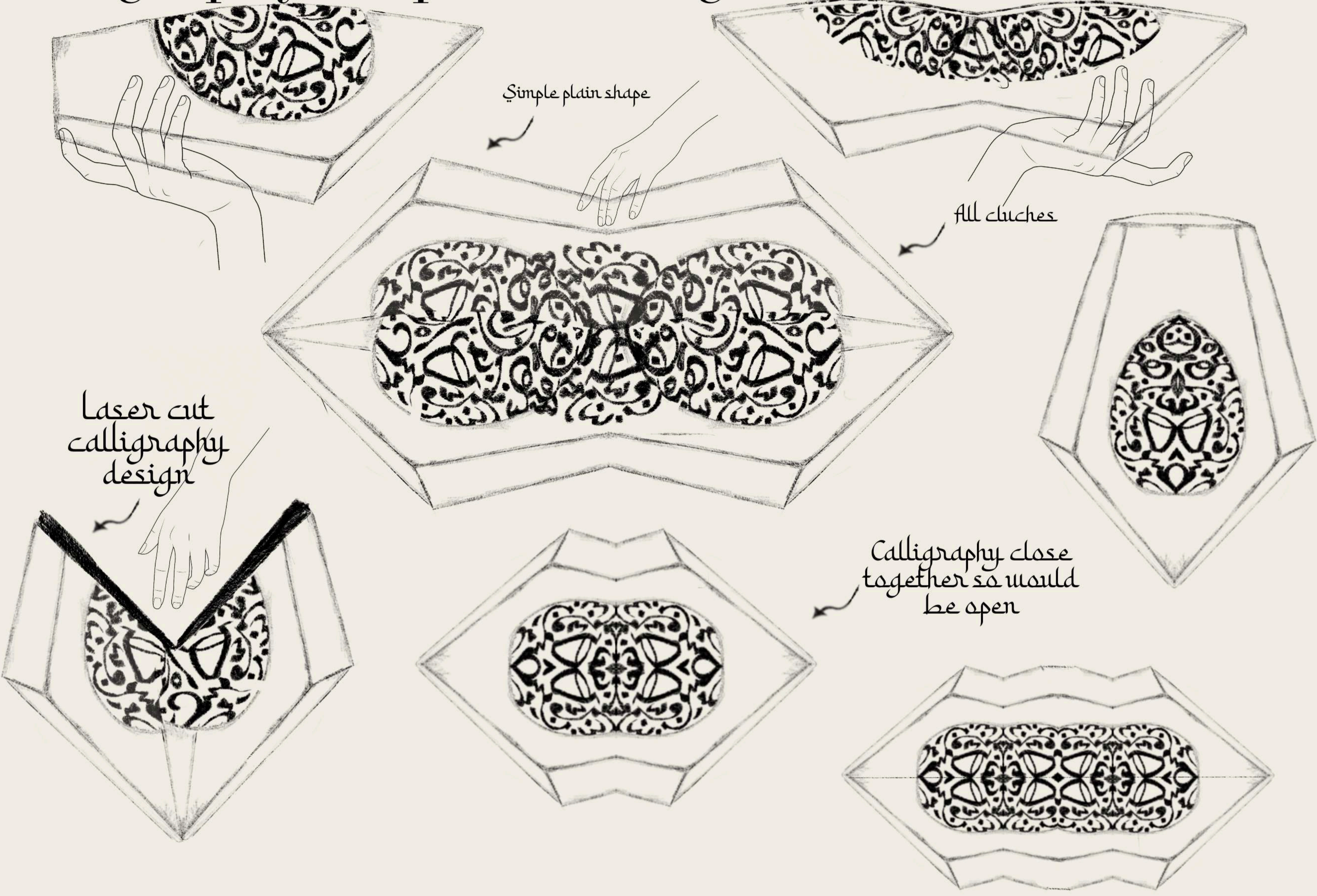


Opening here

Calligraphy design



# Calligraphy inspired designs



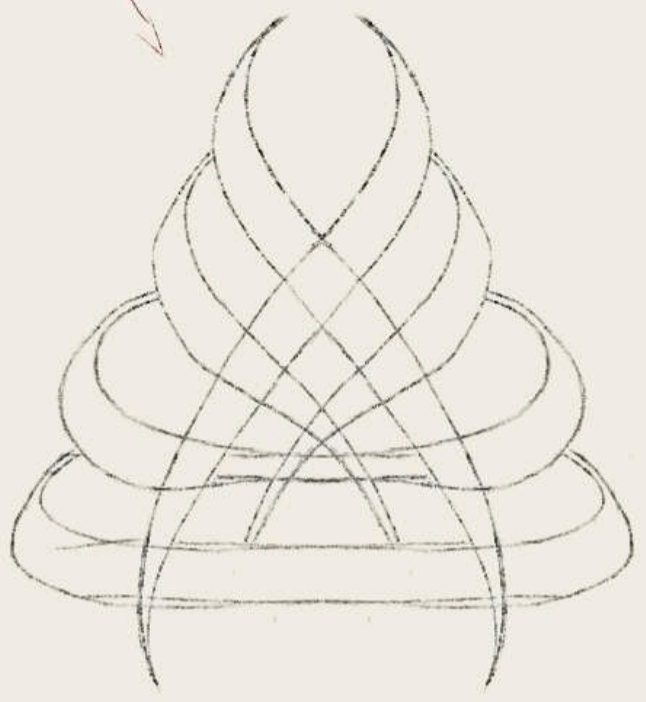
Simple plain shape

All clutches

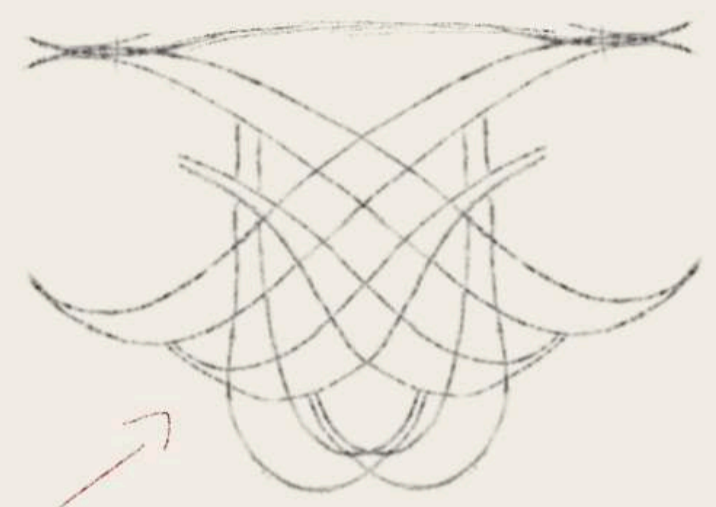
Laser cut  
calligraphy  
design

Calligraphy close  
together so would  
be open

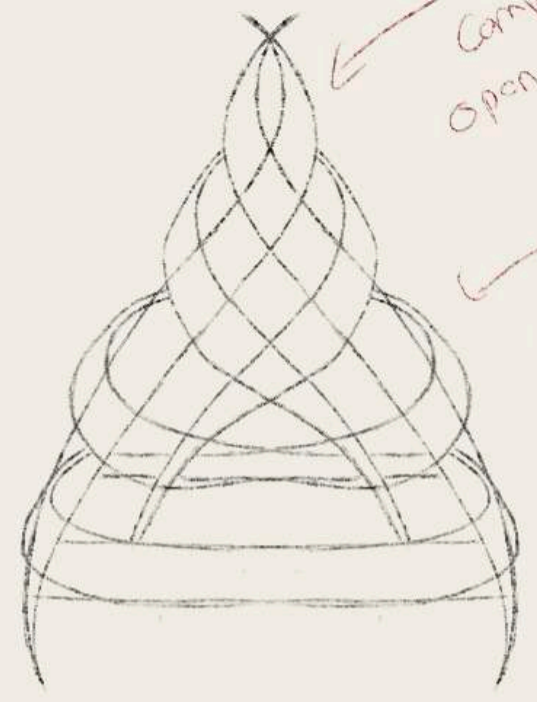
woven traps



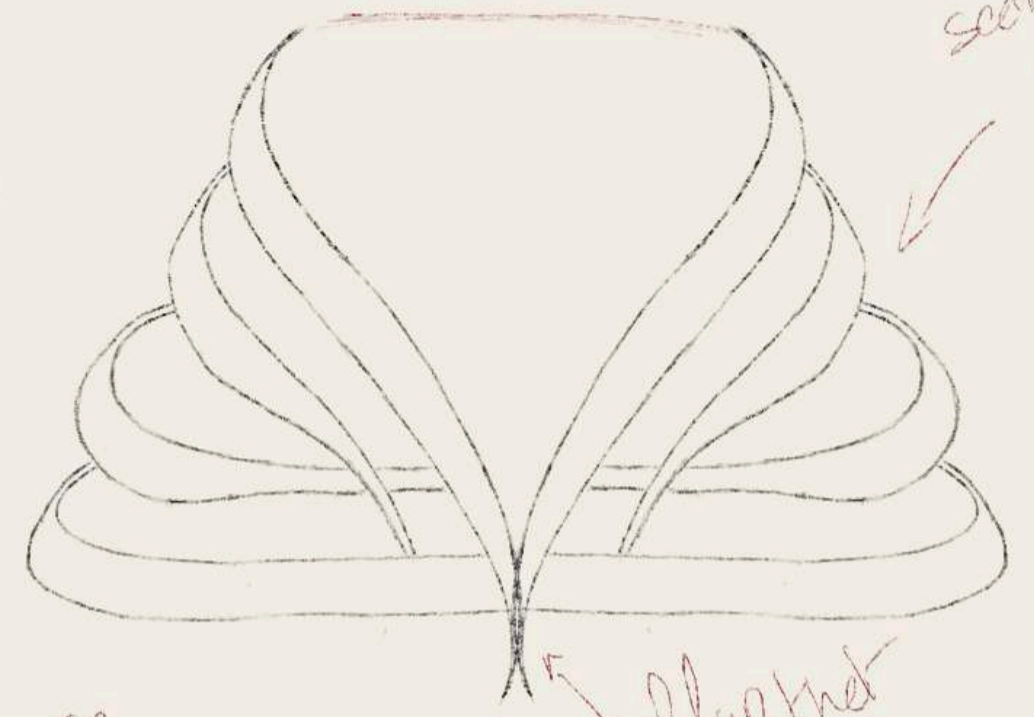
open top



complex opening  
not very commercial



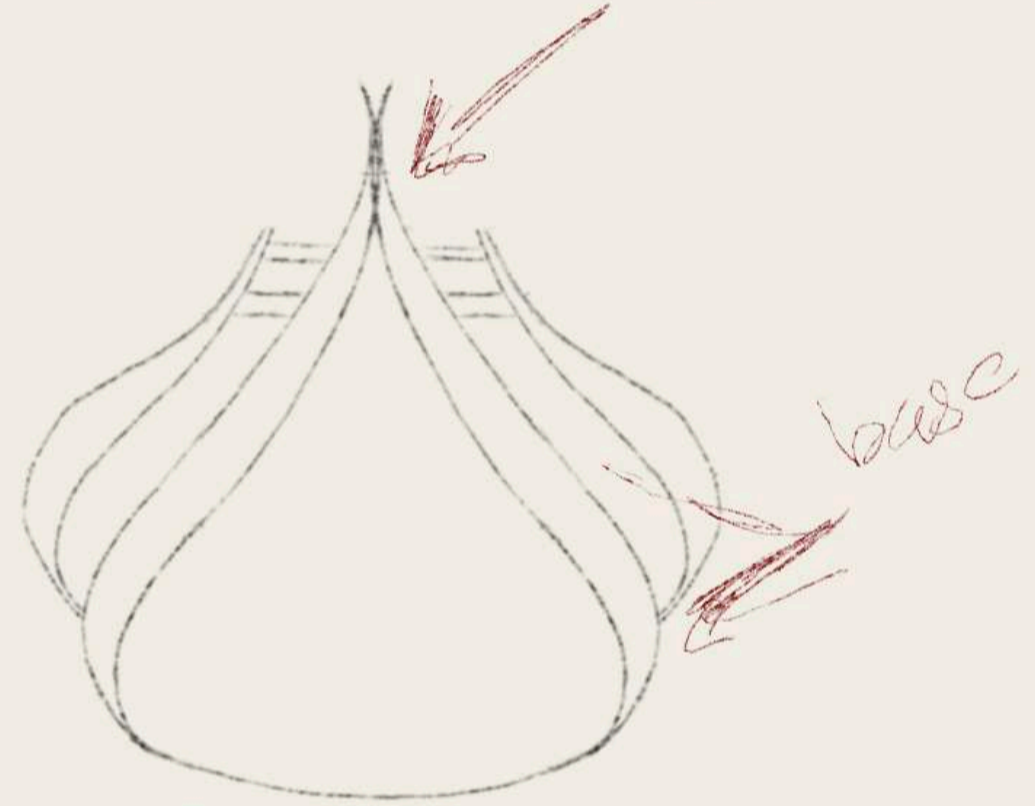
second material in the gaps



like front look



entrance



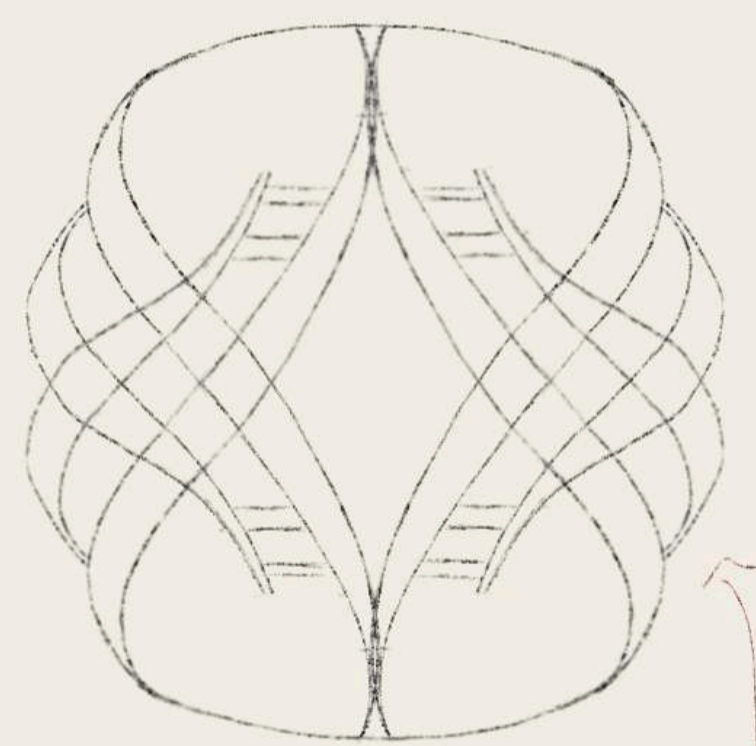
flap that lifts up



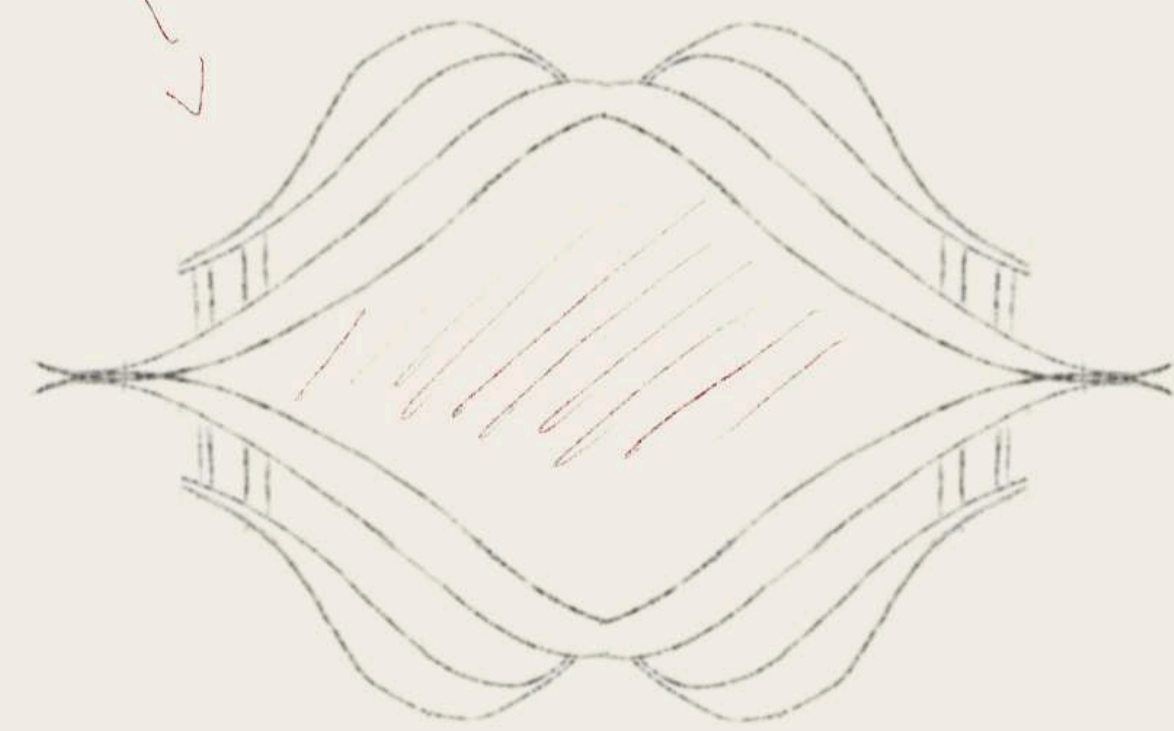
Shape example



base



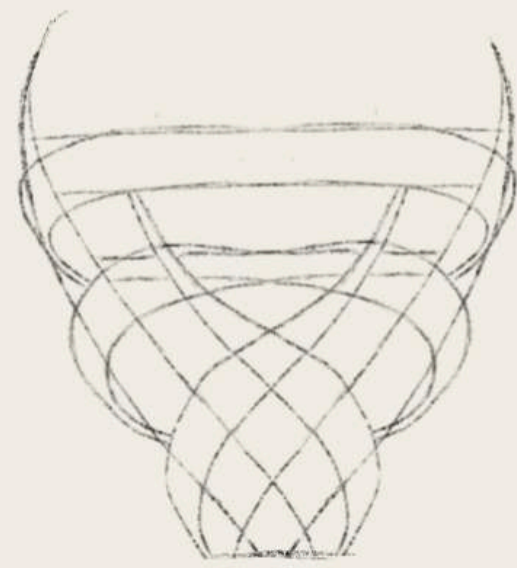
Top View



too basic



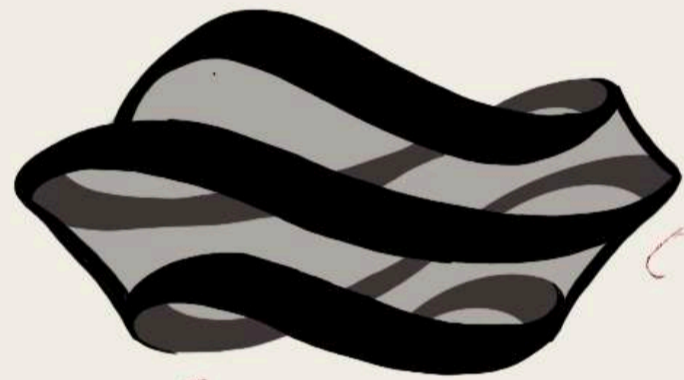
like this gusset concept



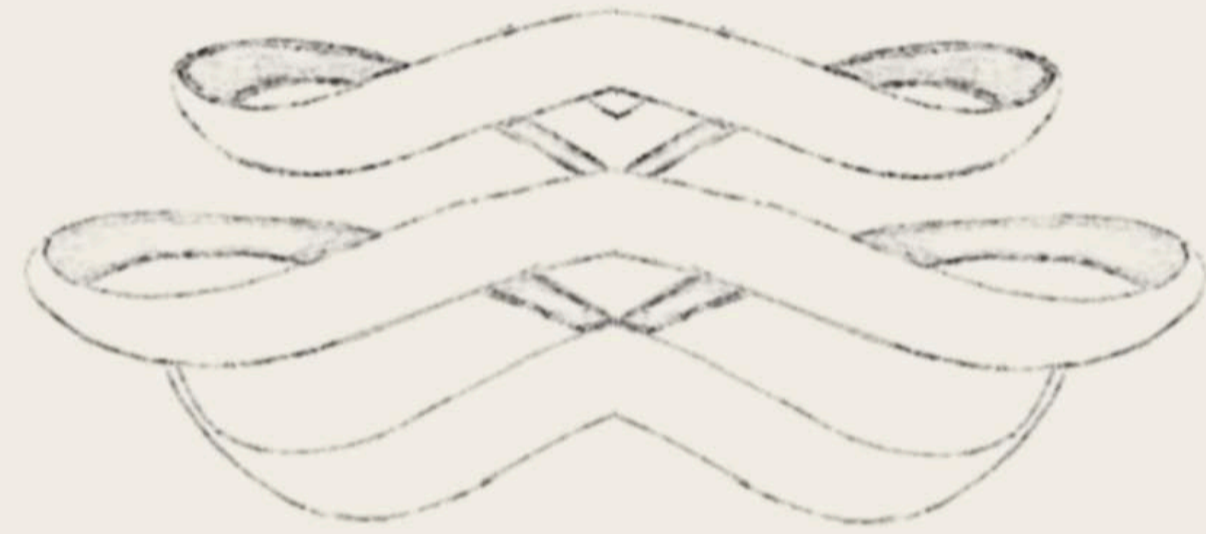


inside needs something  
leather on outside

balances



needs to be thick enough



organize something translucent



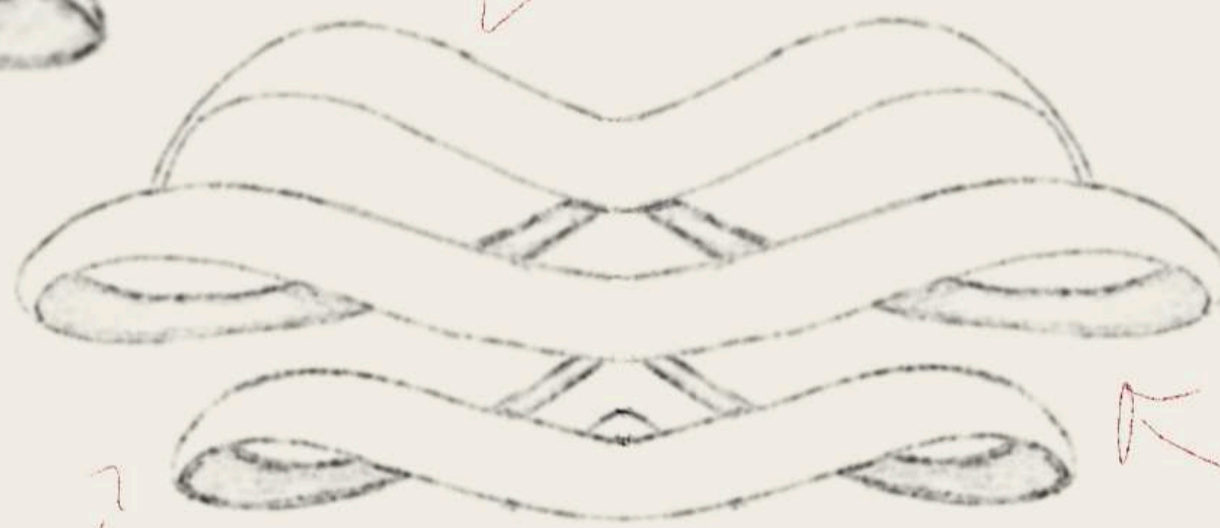
top  
just like that

entences

Initial "pattern" thoughts

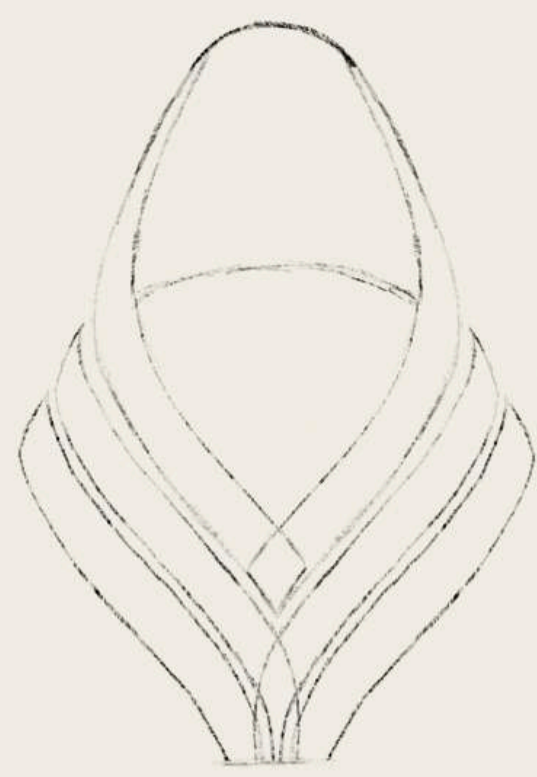
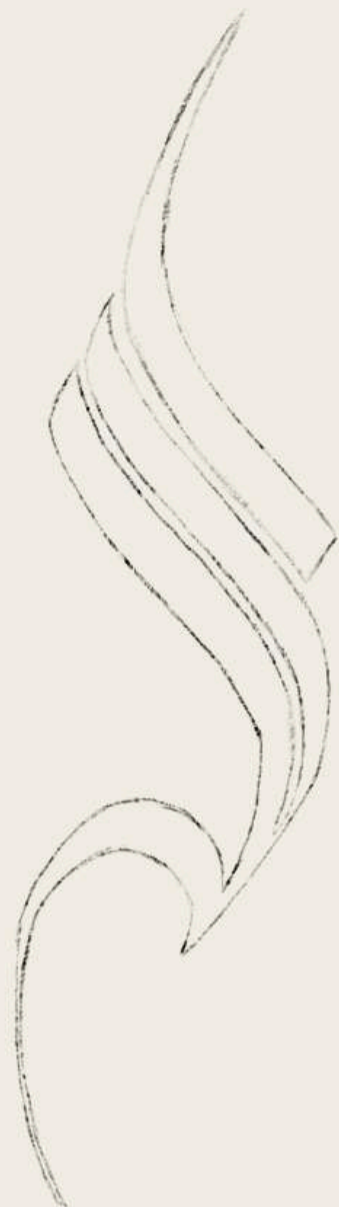
base can be balanced

or held by lining

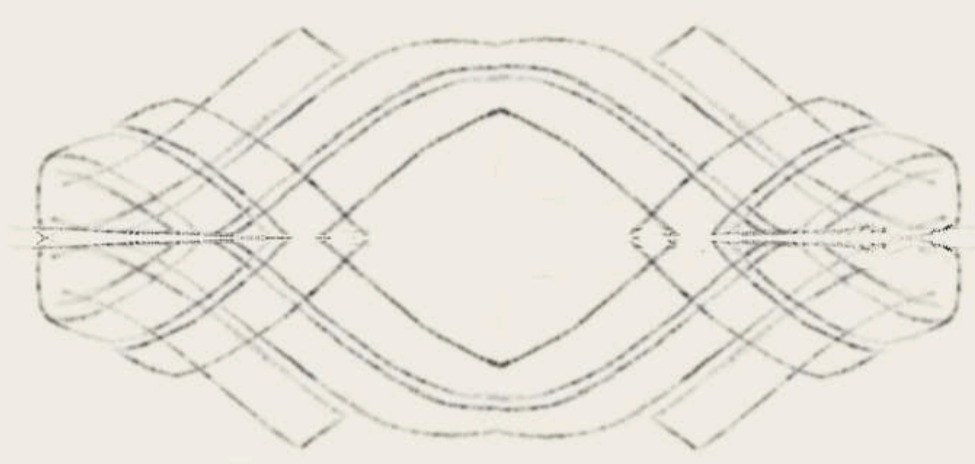
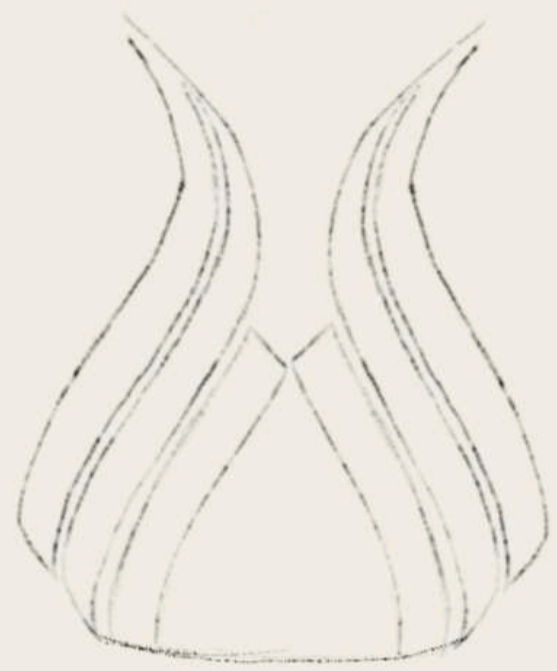


needs to be closed

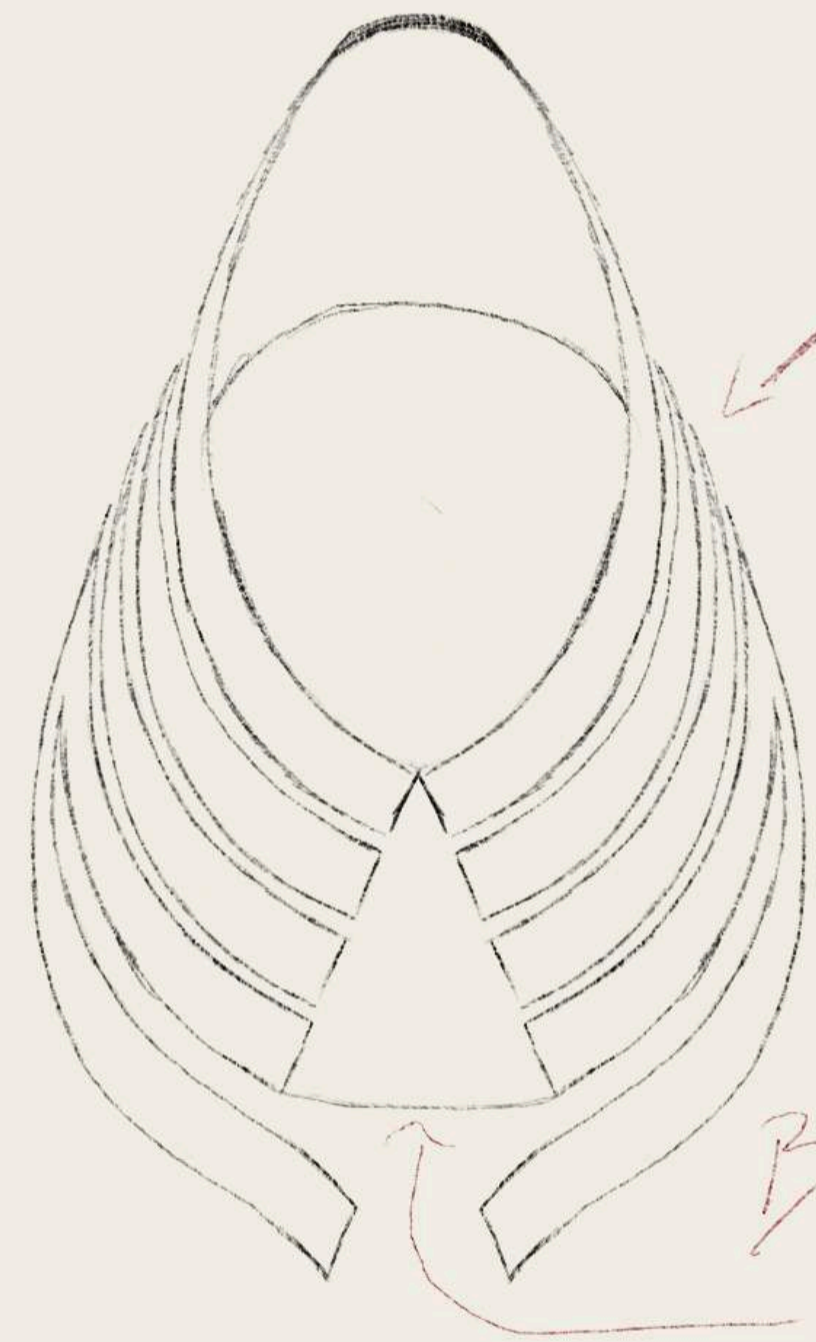




Same concept



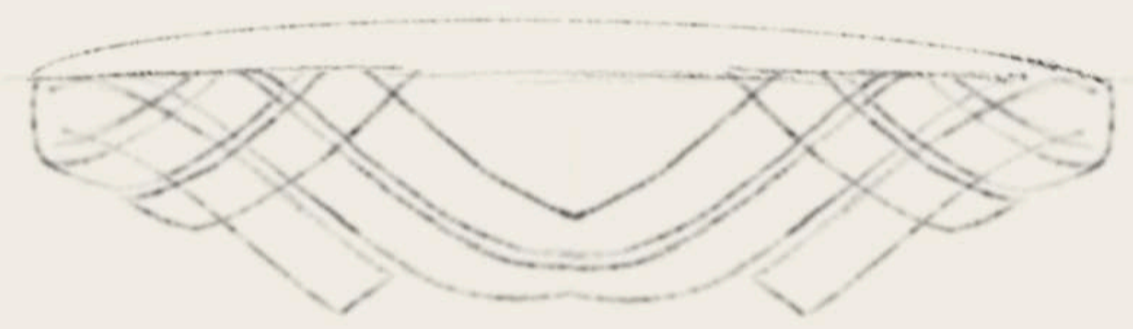
Clutch



wrap around



opening here



wrap around



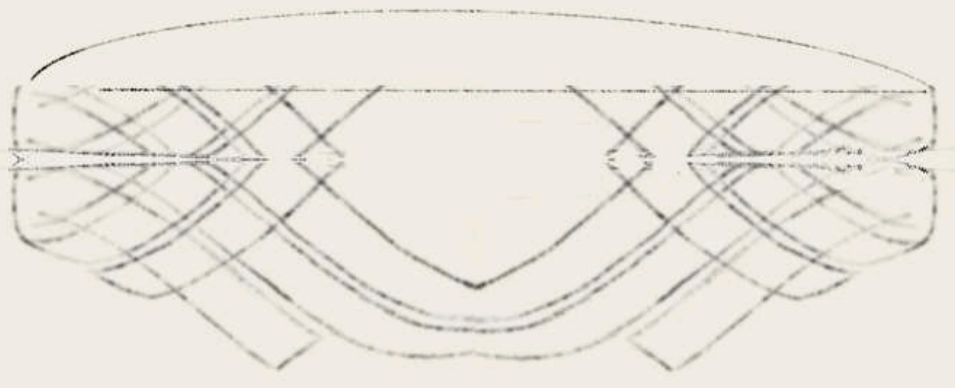
Bag inside



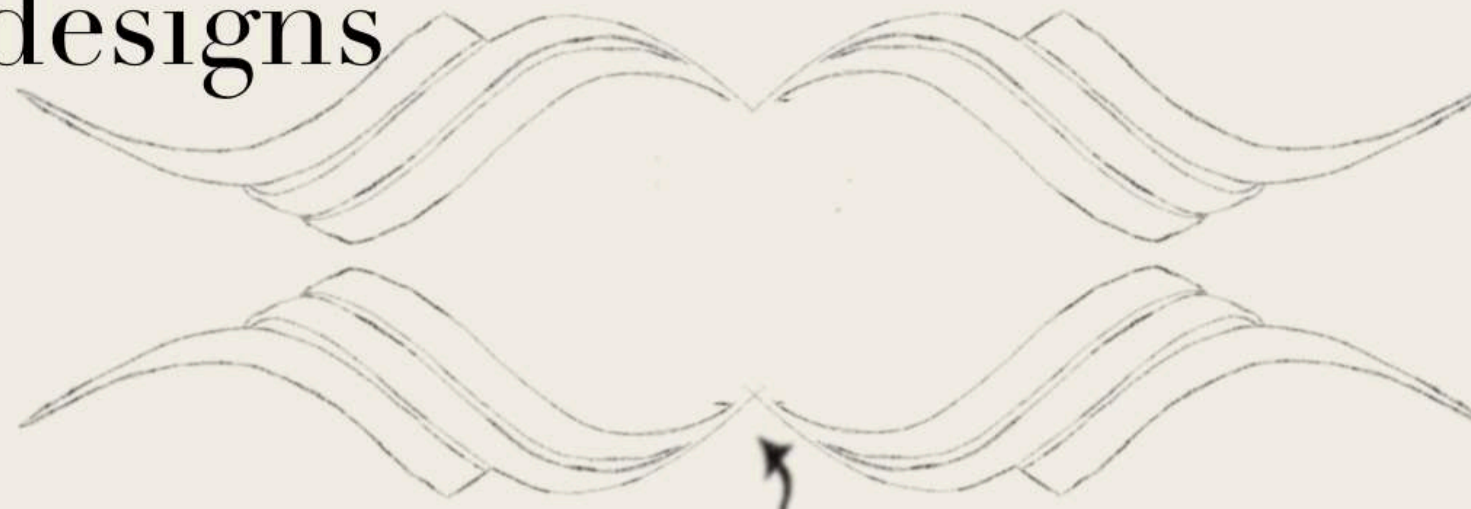
open from here



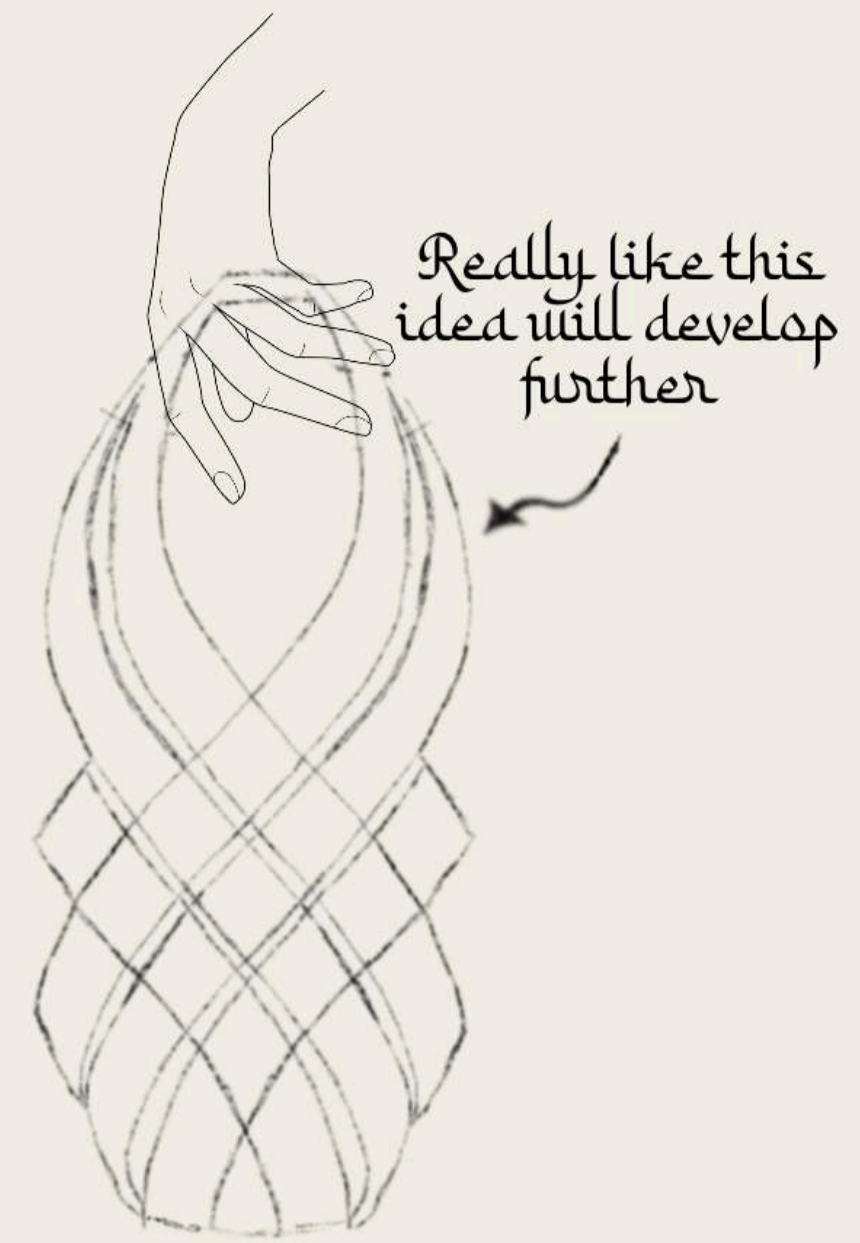
opening as a clasp



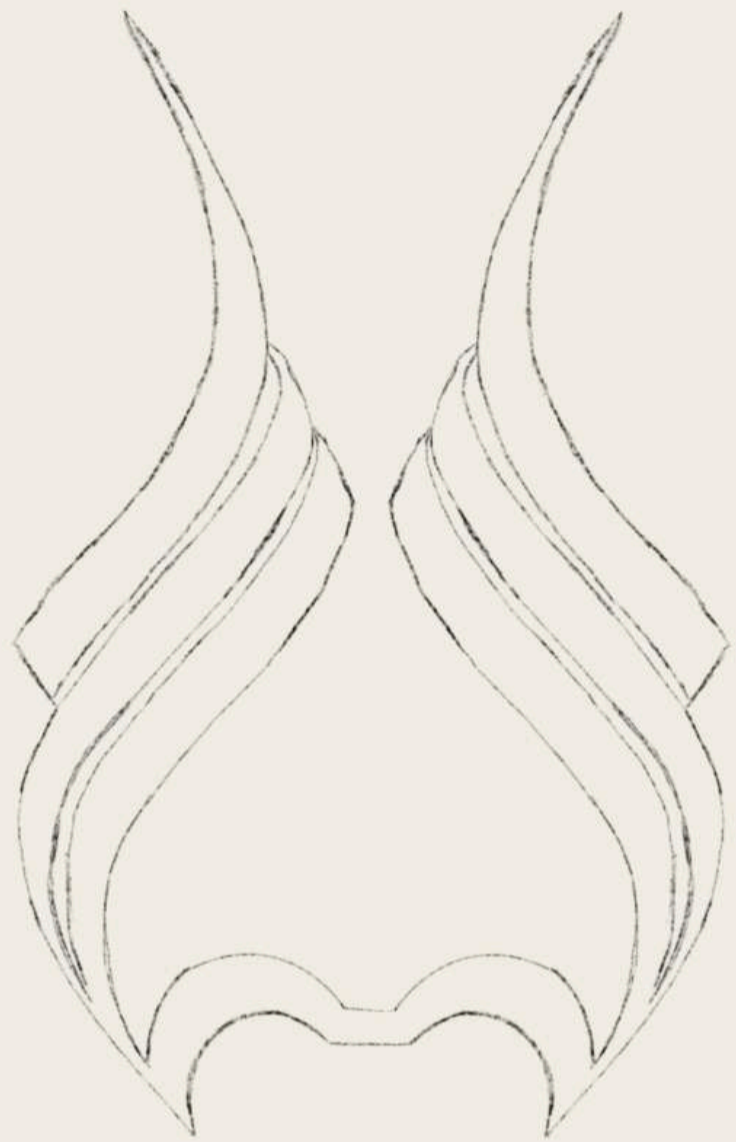
# Calligraphy inspired designs



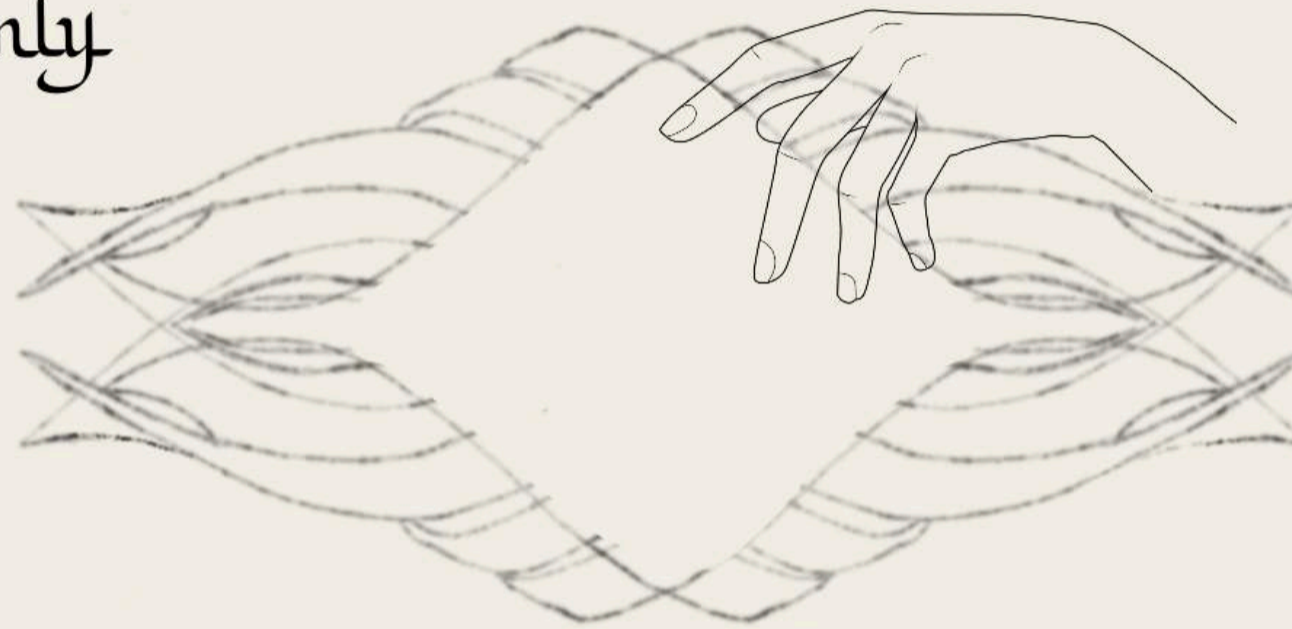
Bag in the middle



Really like this idea will develop further

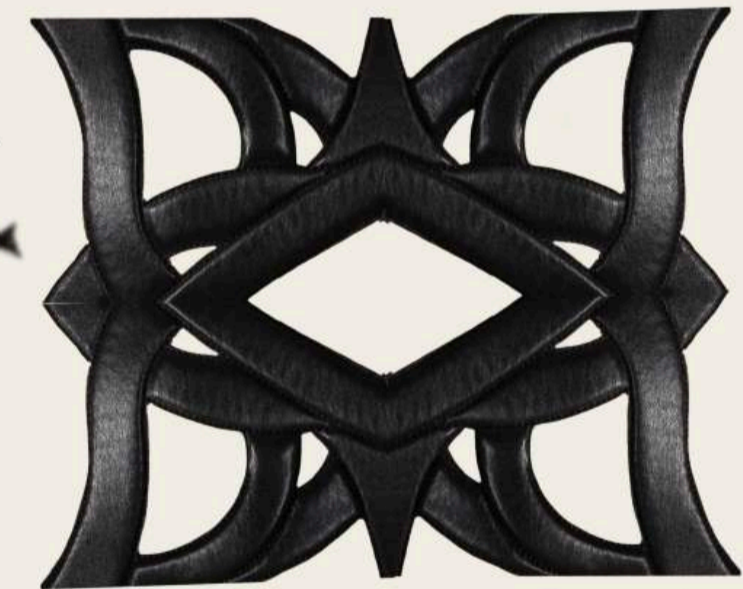
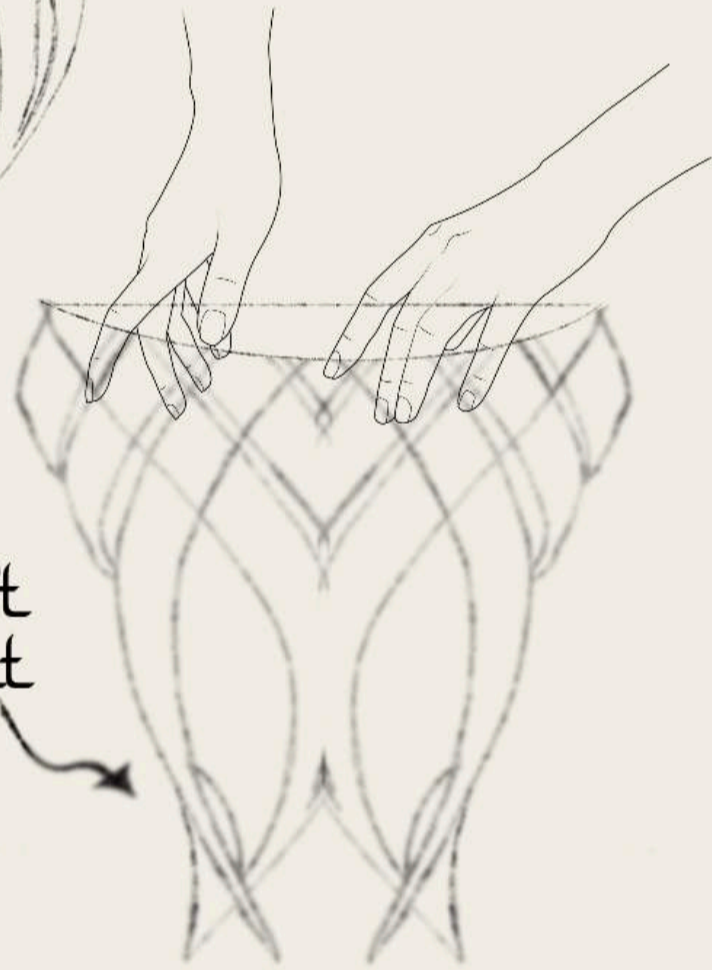


Technique on guess et only



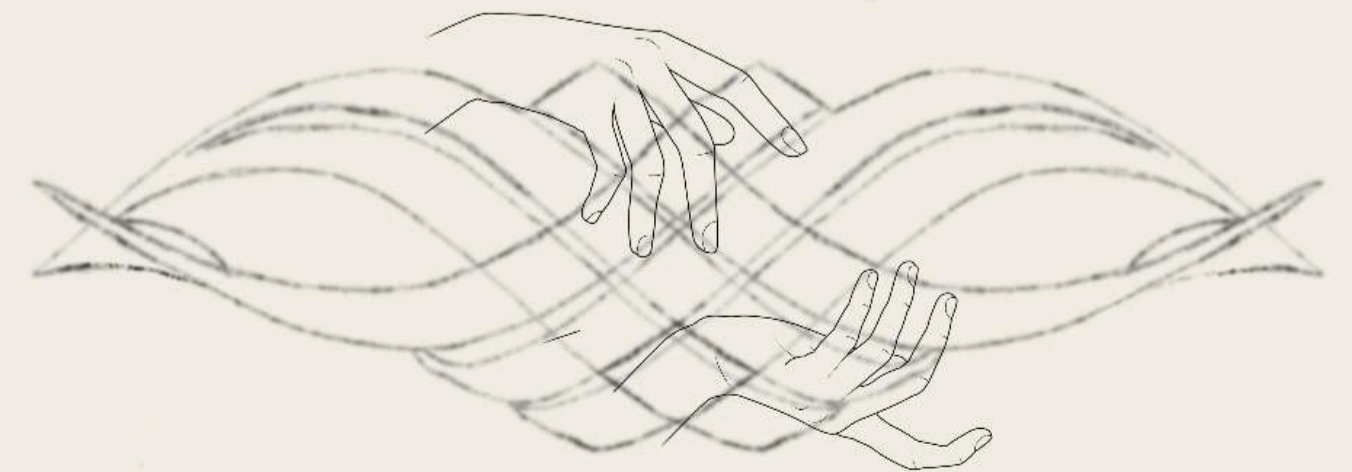
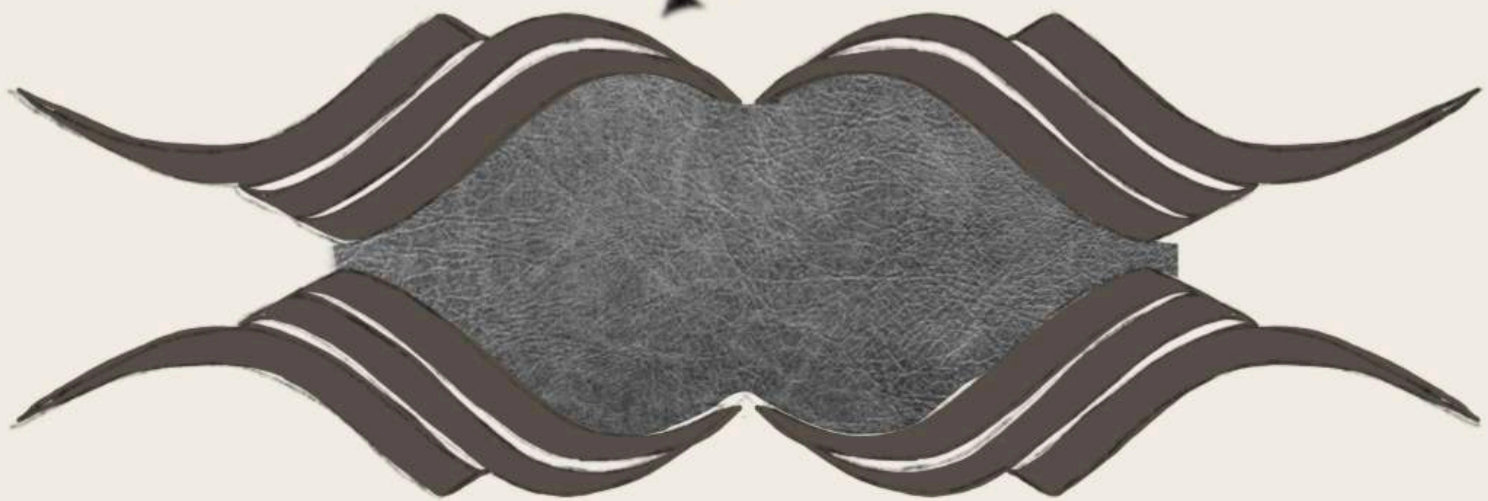
Would be made with this technique

Maybe don't develop as not practical



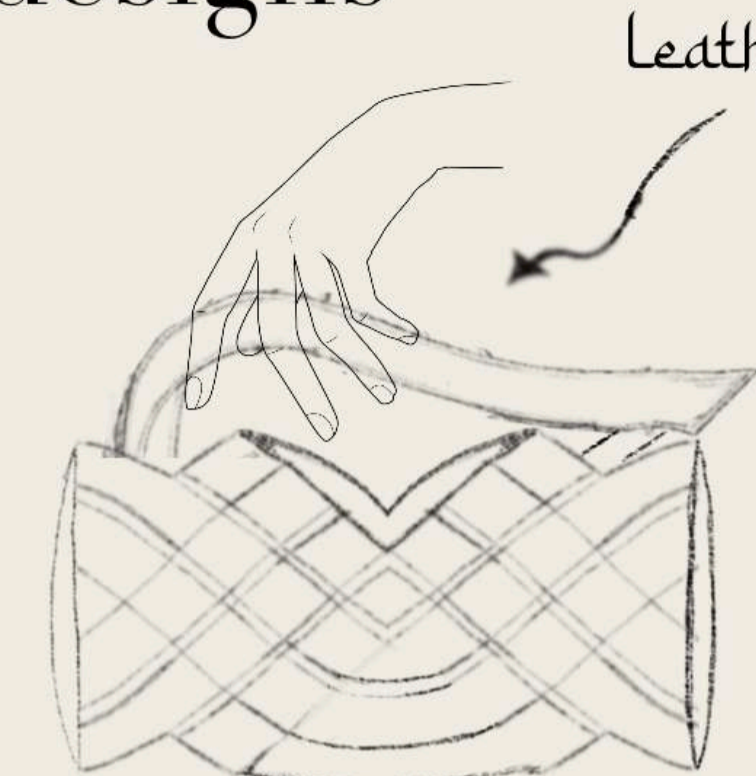
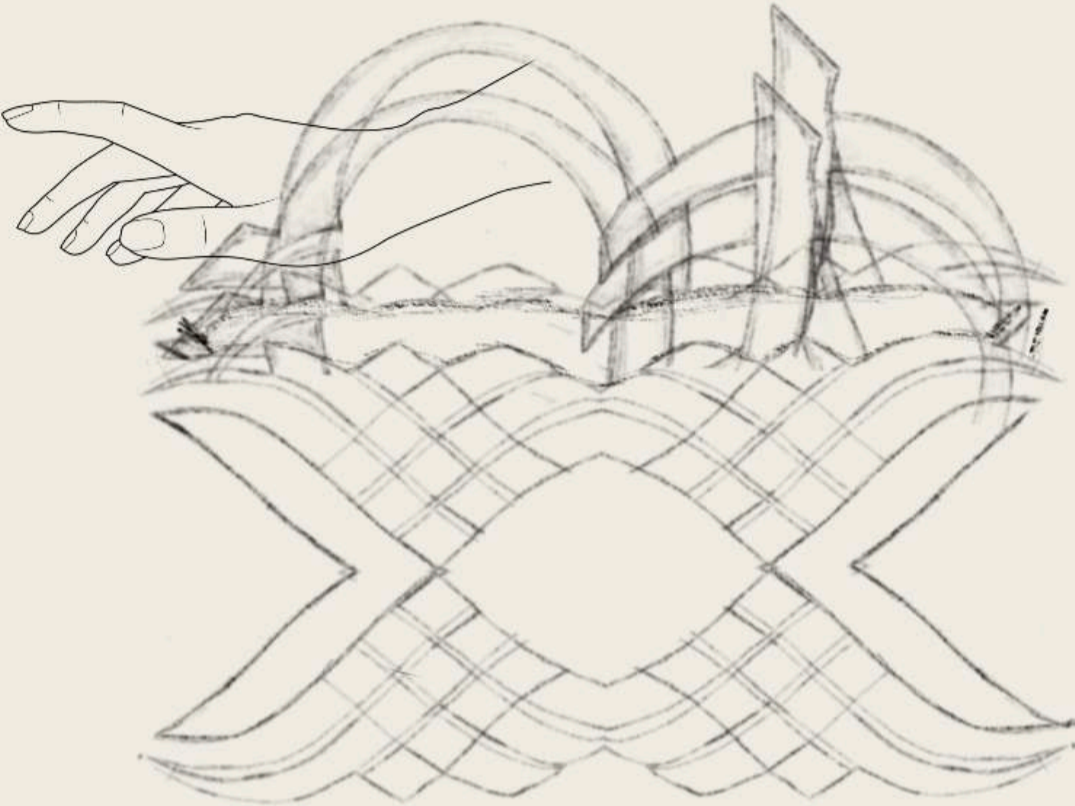
Sample technique

Clutch





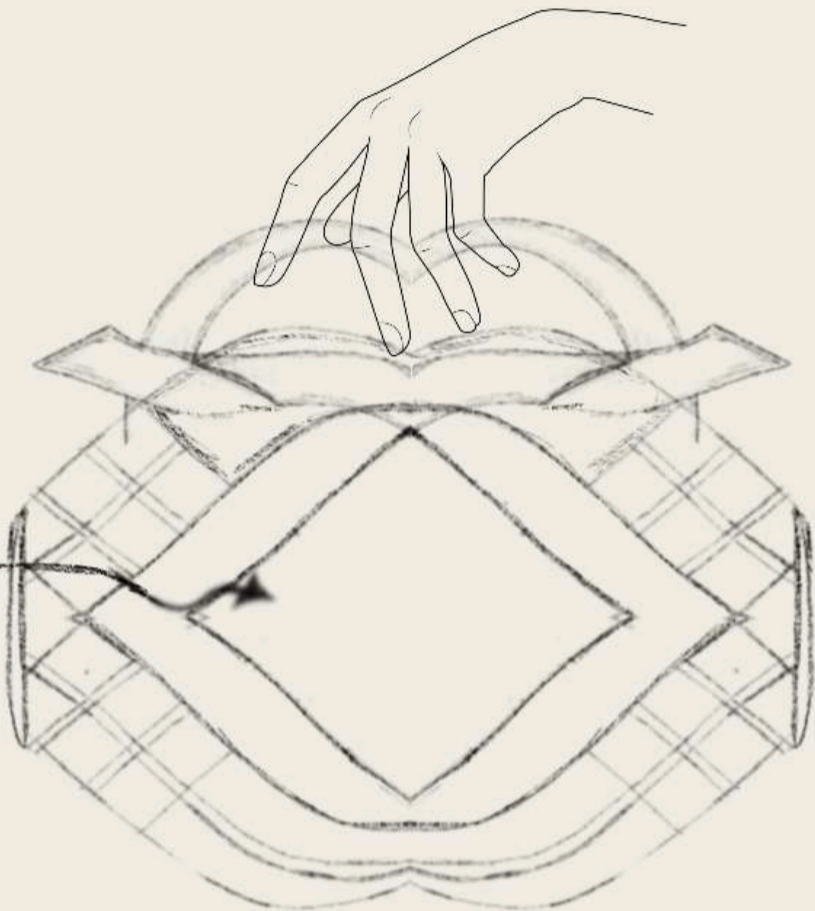
# Calligraphy inspired designs



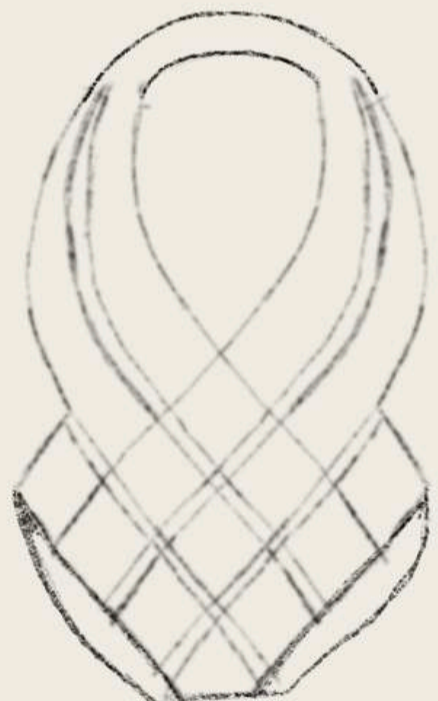
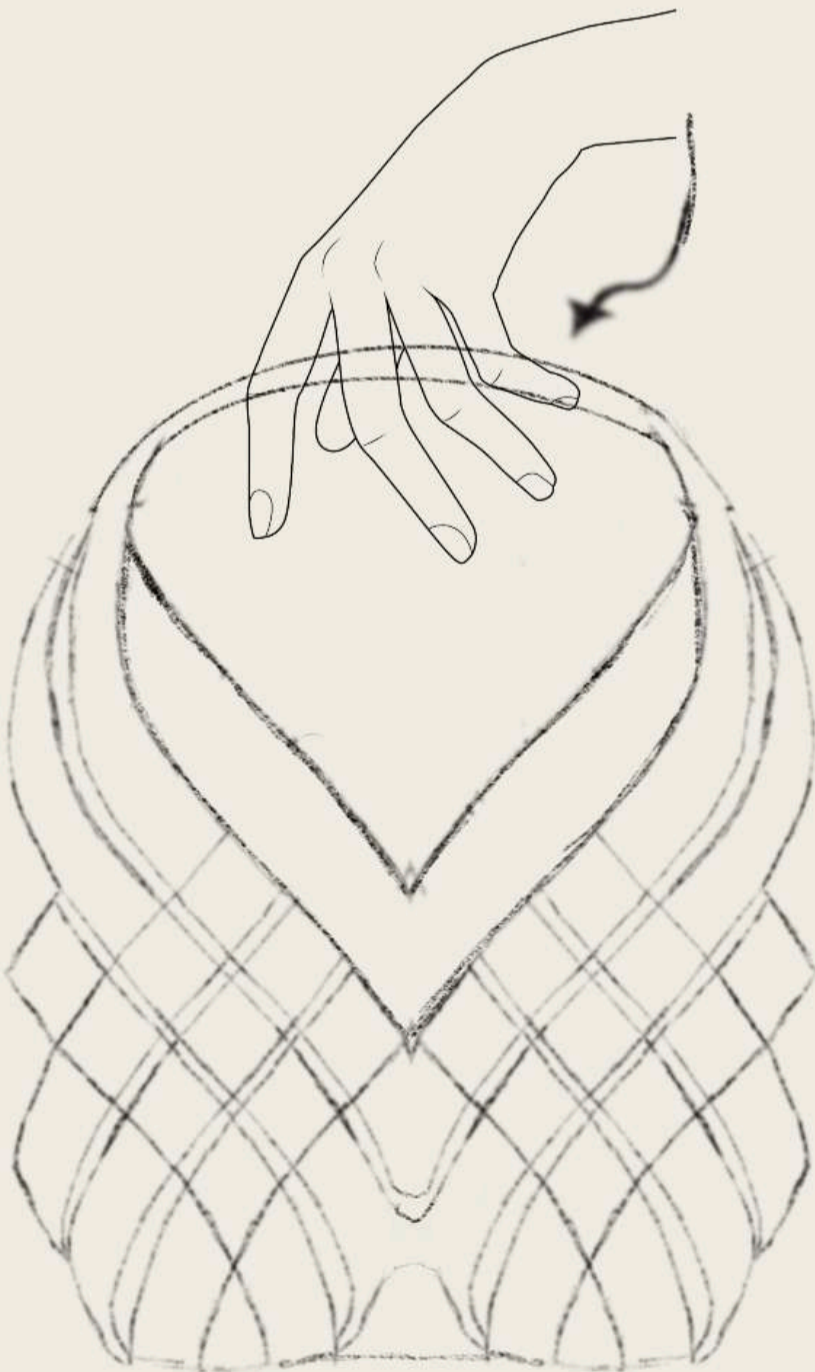
Leather strap for handle

Base goes all around

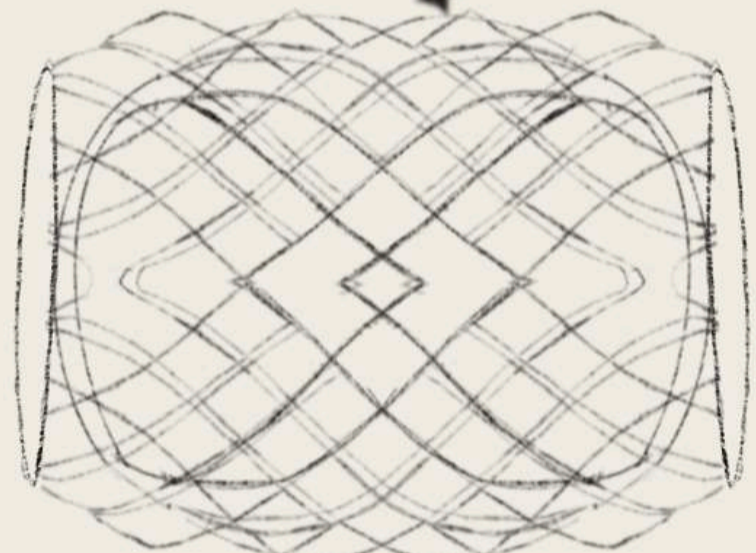
Plain leather not woven on inside



Still really keen on this design

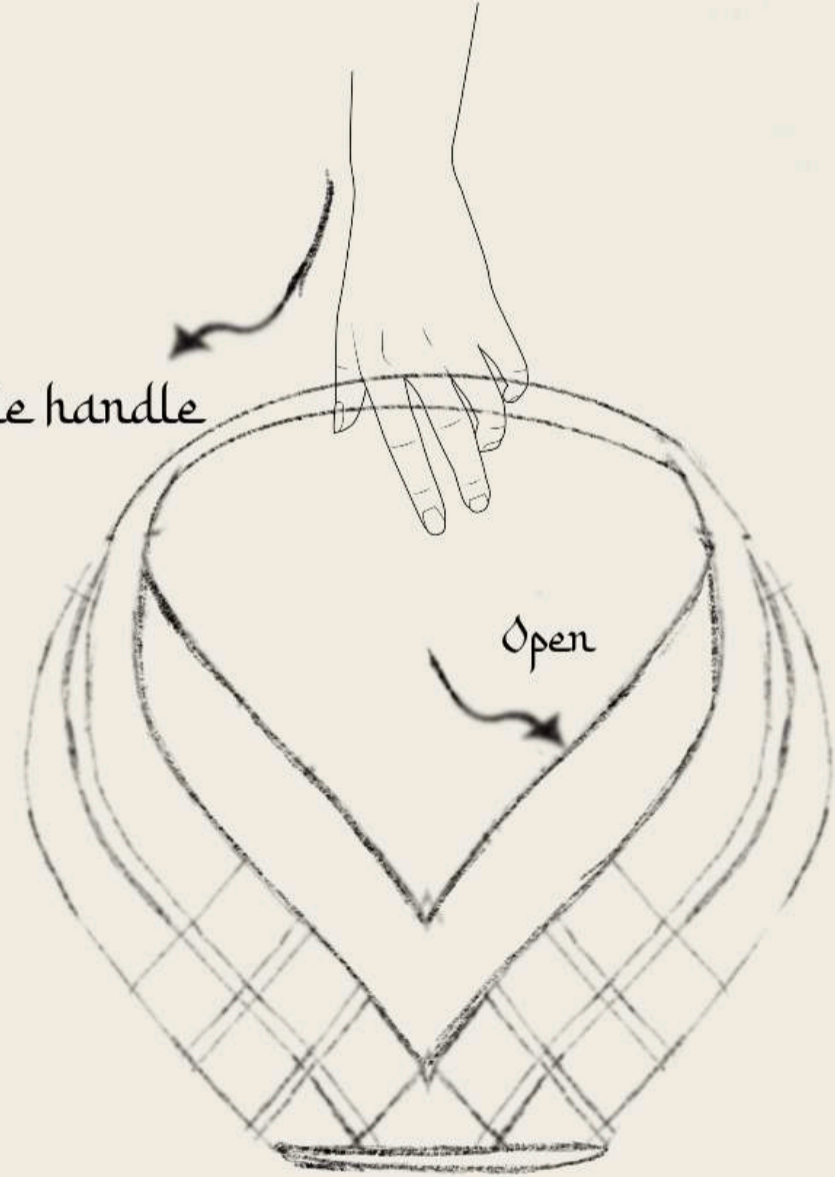


Different gusset interpretation

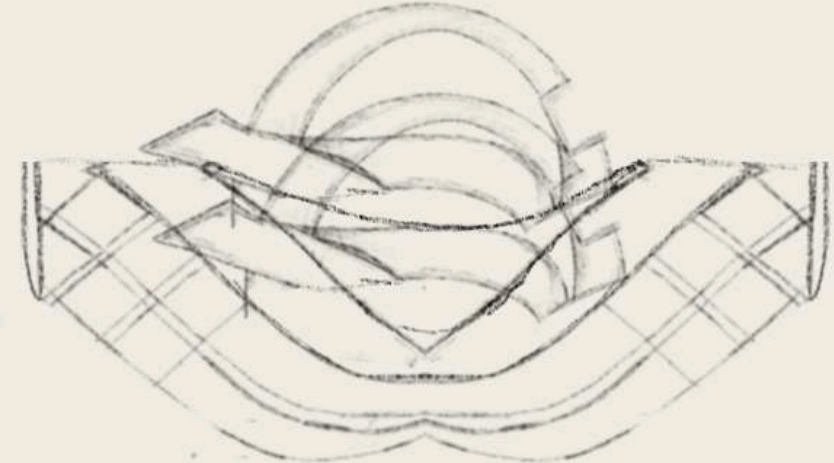


Clutch

Simple handle



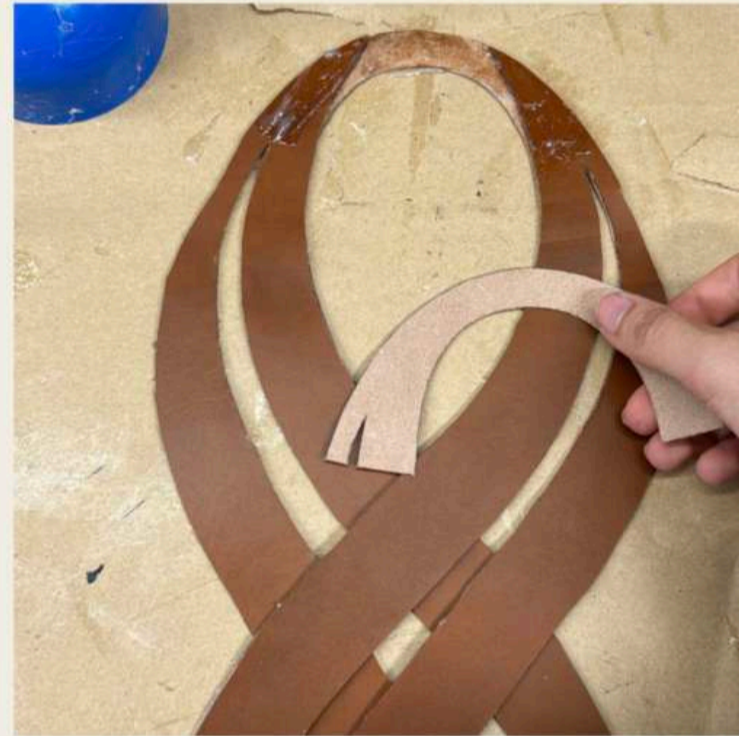
Open



# Sample Development



Initial sketch



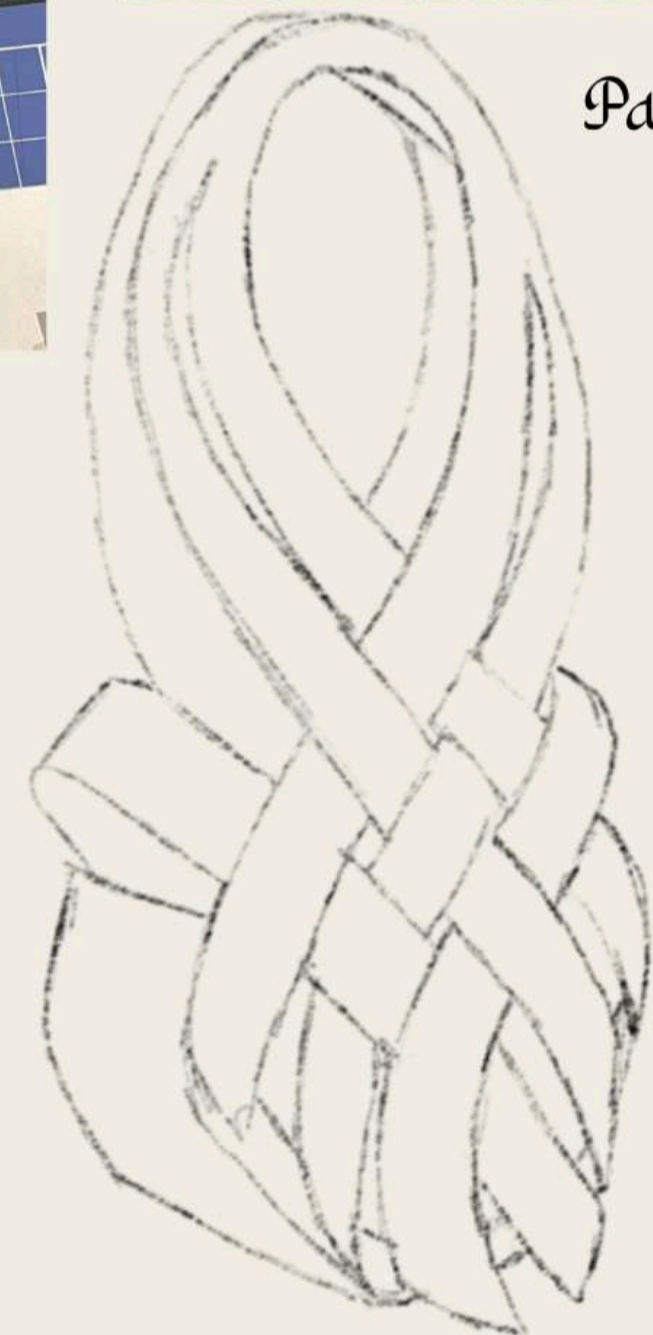
Regular base  
could add  
something to it



Plugging  
technique  
wouldn't work



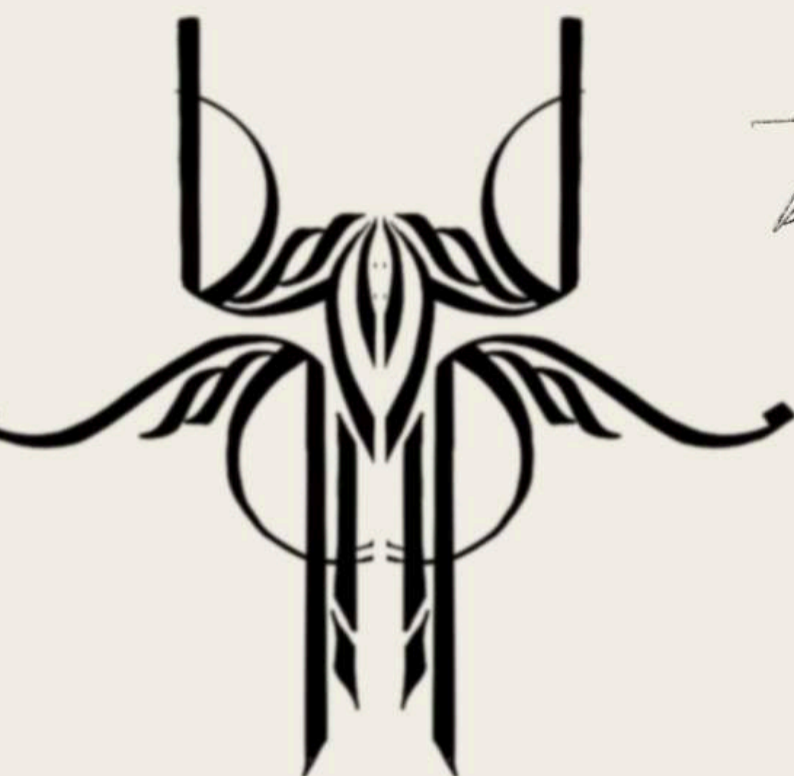
Paper mock up



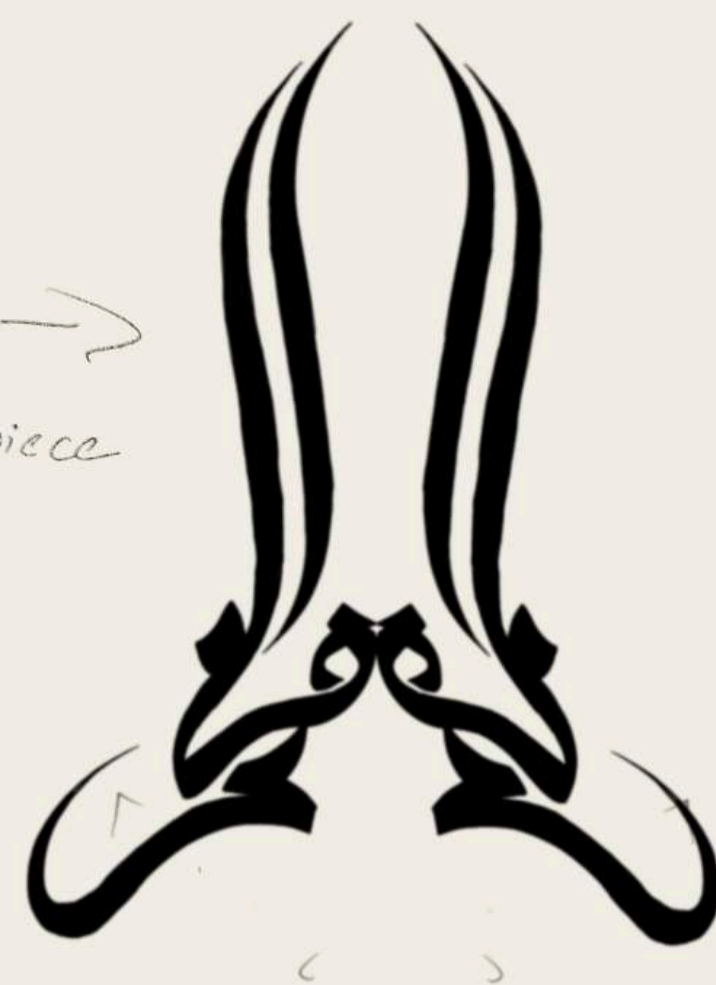
# Calligraphy inspired designs



← Symmetrical  
inspired  
from  
arabic  
calligraphy



→  
back piece



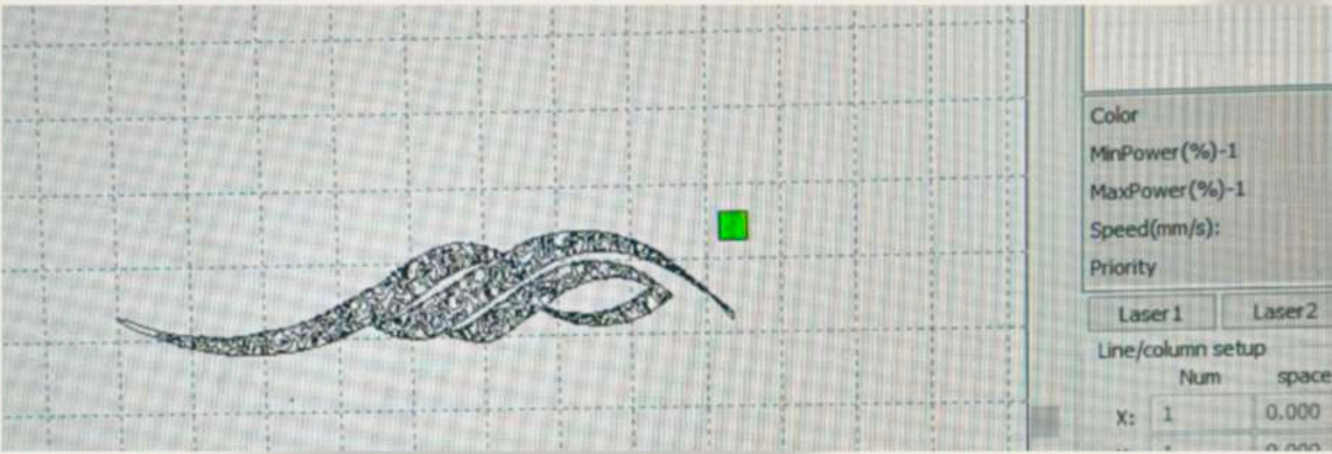
↙ laser cut out  
of  
leather



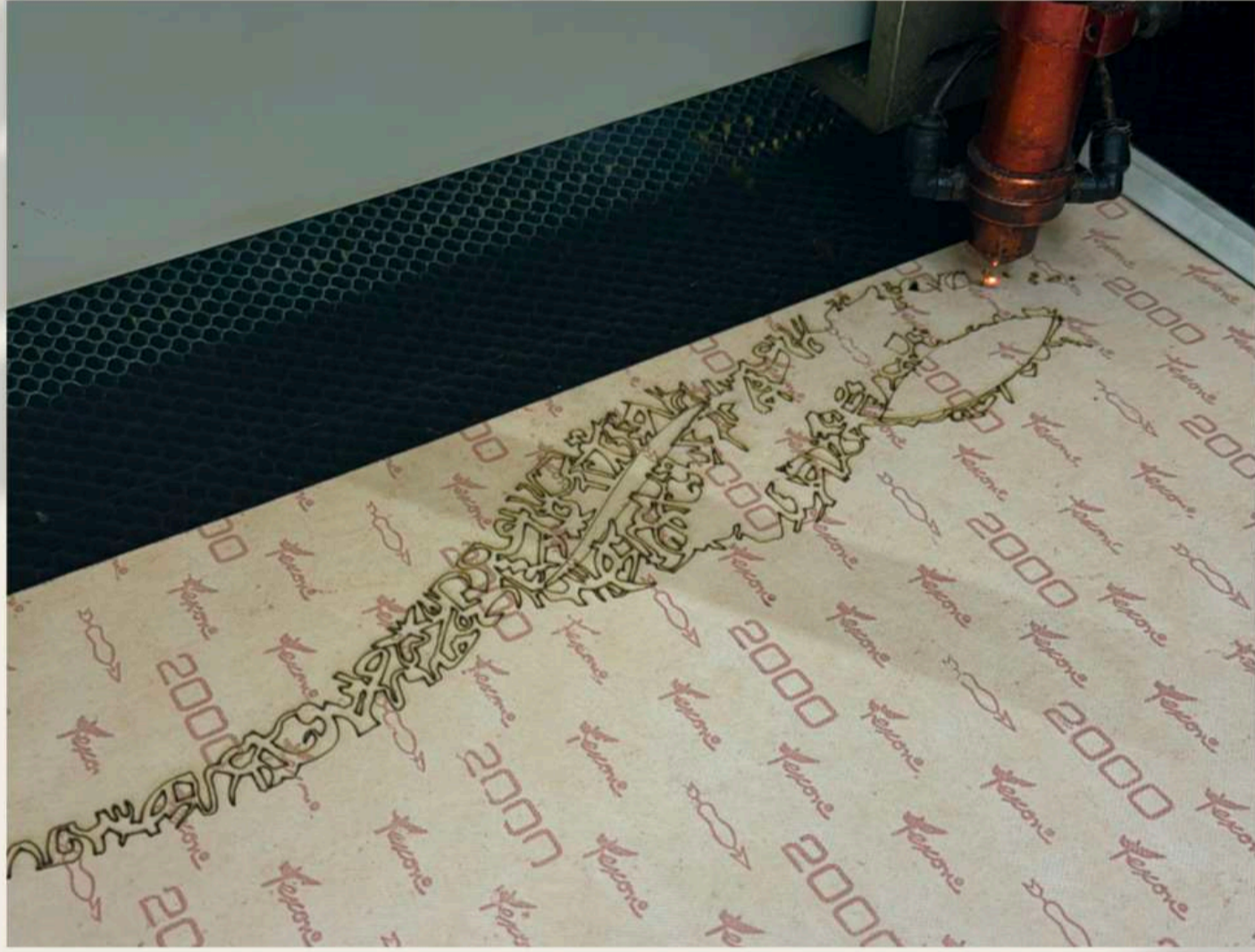
↙ beading  
on  
bodysuit



# Belt Sample development



Edgecoated and painted gold



Laser cut piece stuck onto

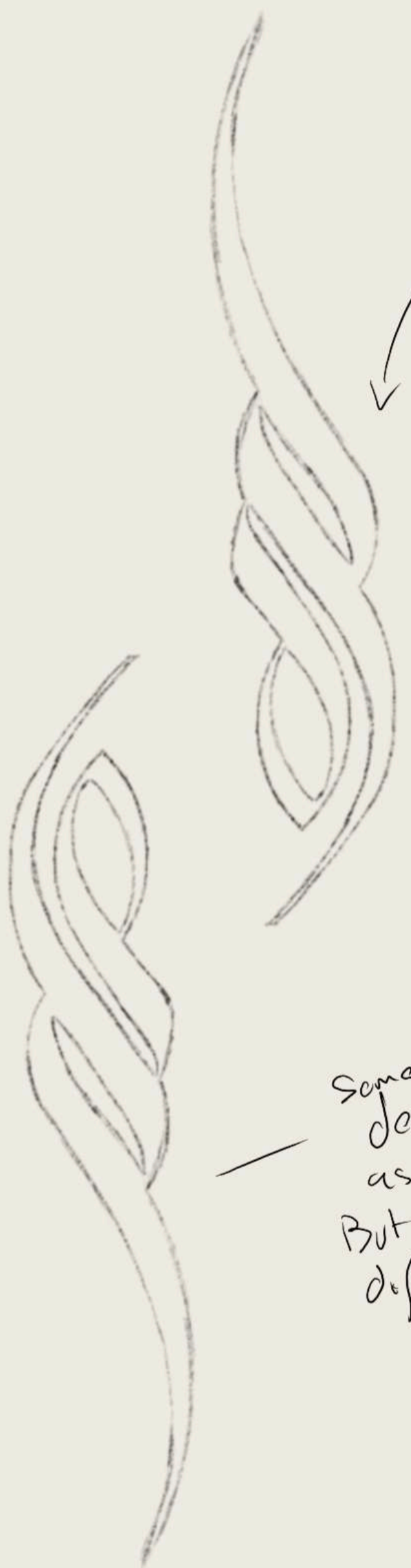


Final result on malien



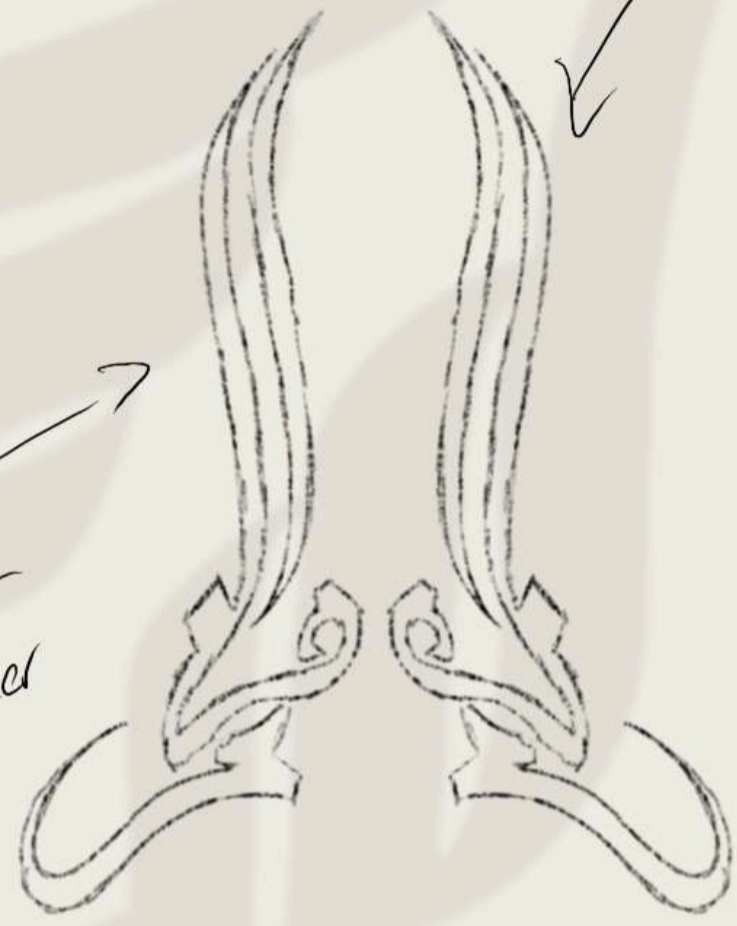
Upclose details

# Calligraphy inspired designs



front body piece laser cut with leather

laser cut leather



Back piece

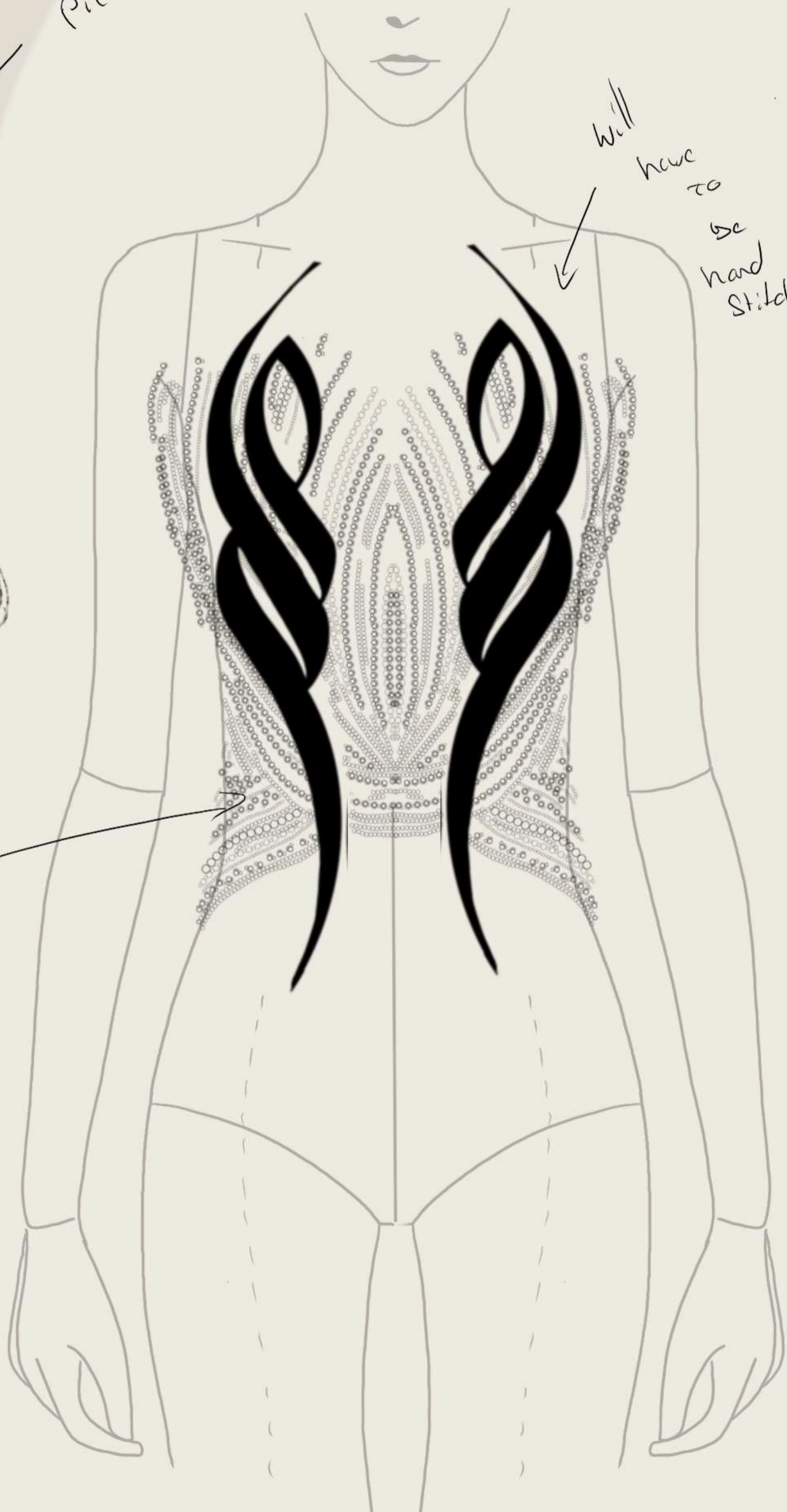
will have to be hand stitched

Some design as belt But will look different



Back piece

will make custom embroidery

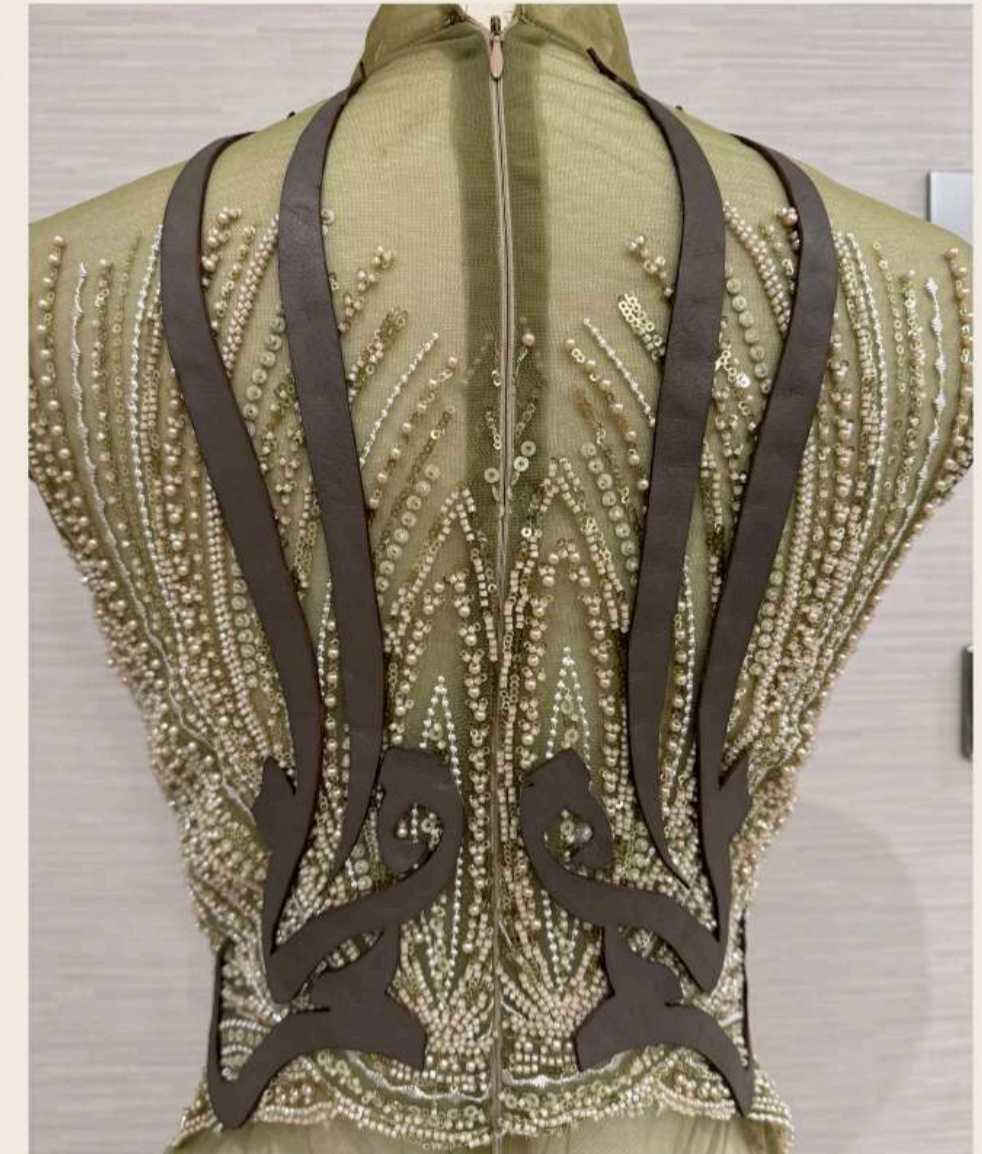
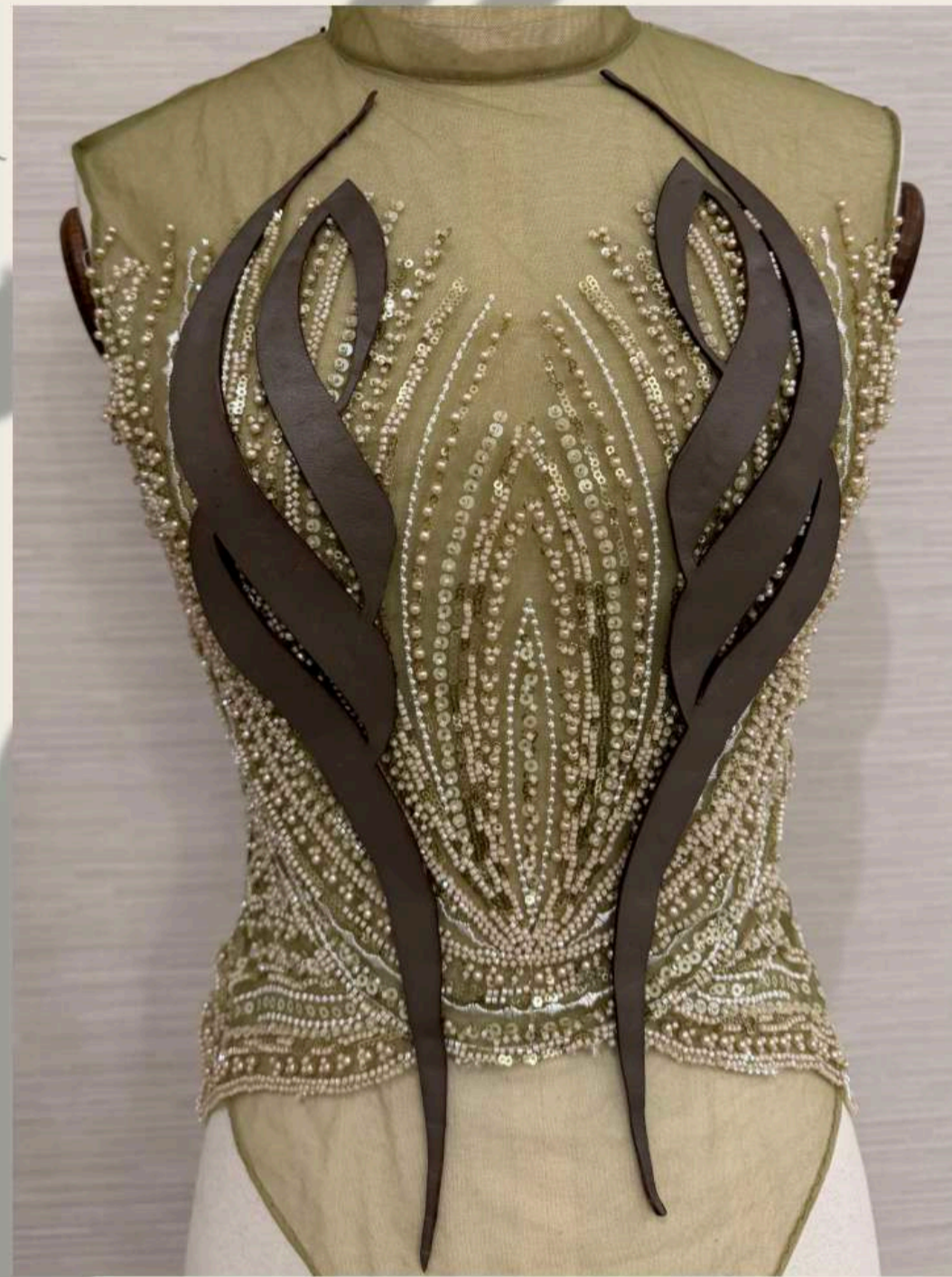


# Creating second body piece sample

laser cut  
pieces  
in texon



Then leather



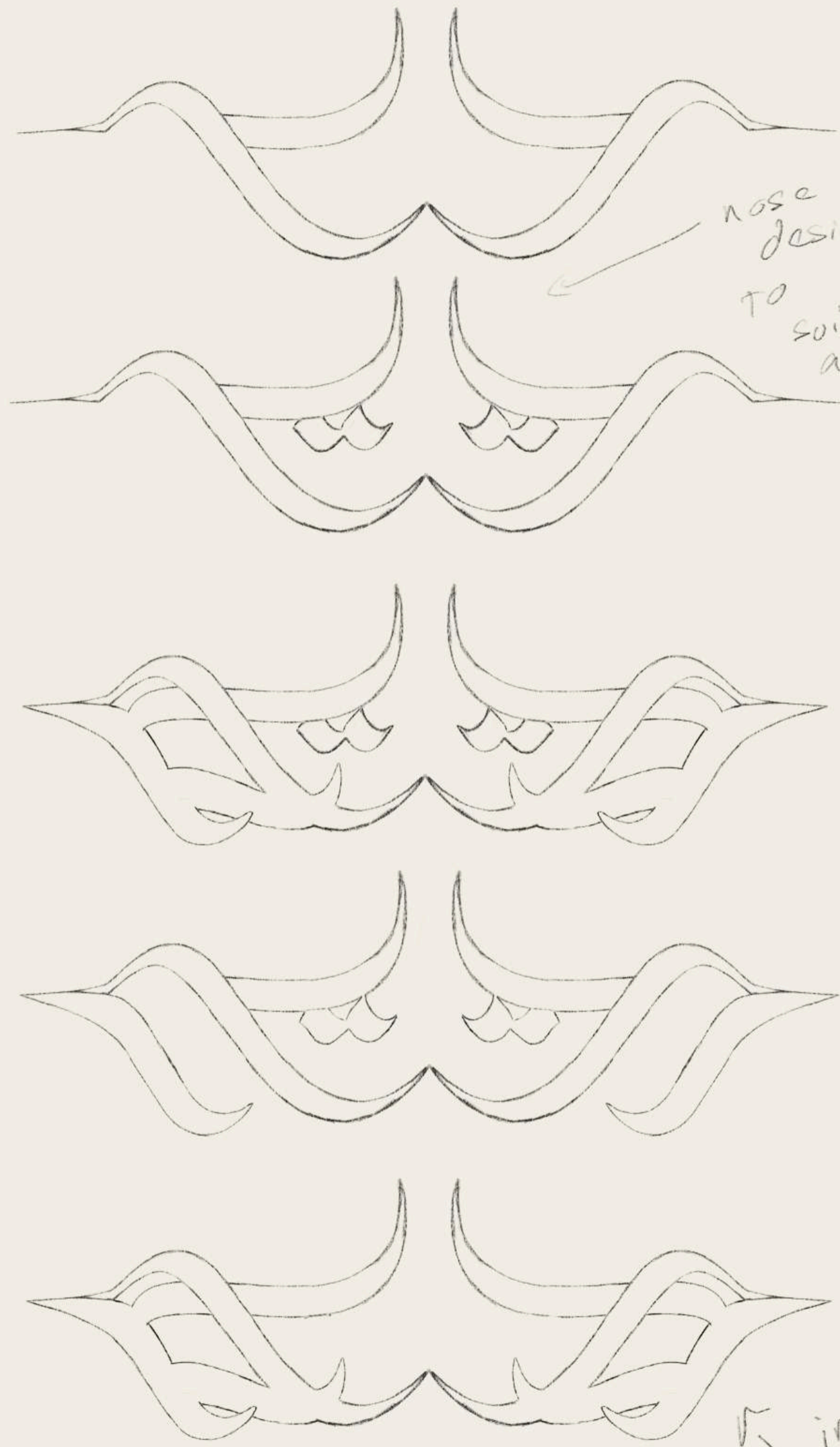
Tambour embroidery  
made then cut  
out pattern of  
body suit

before attaching  
leather body  
piece was dyed  
using vine leaves  
sourced from local  
Lebanon village

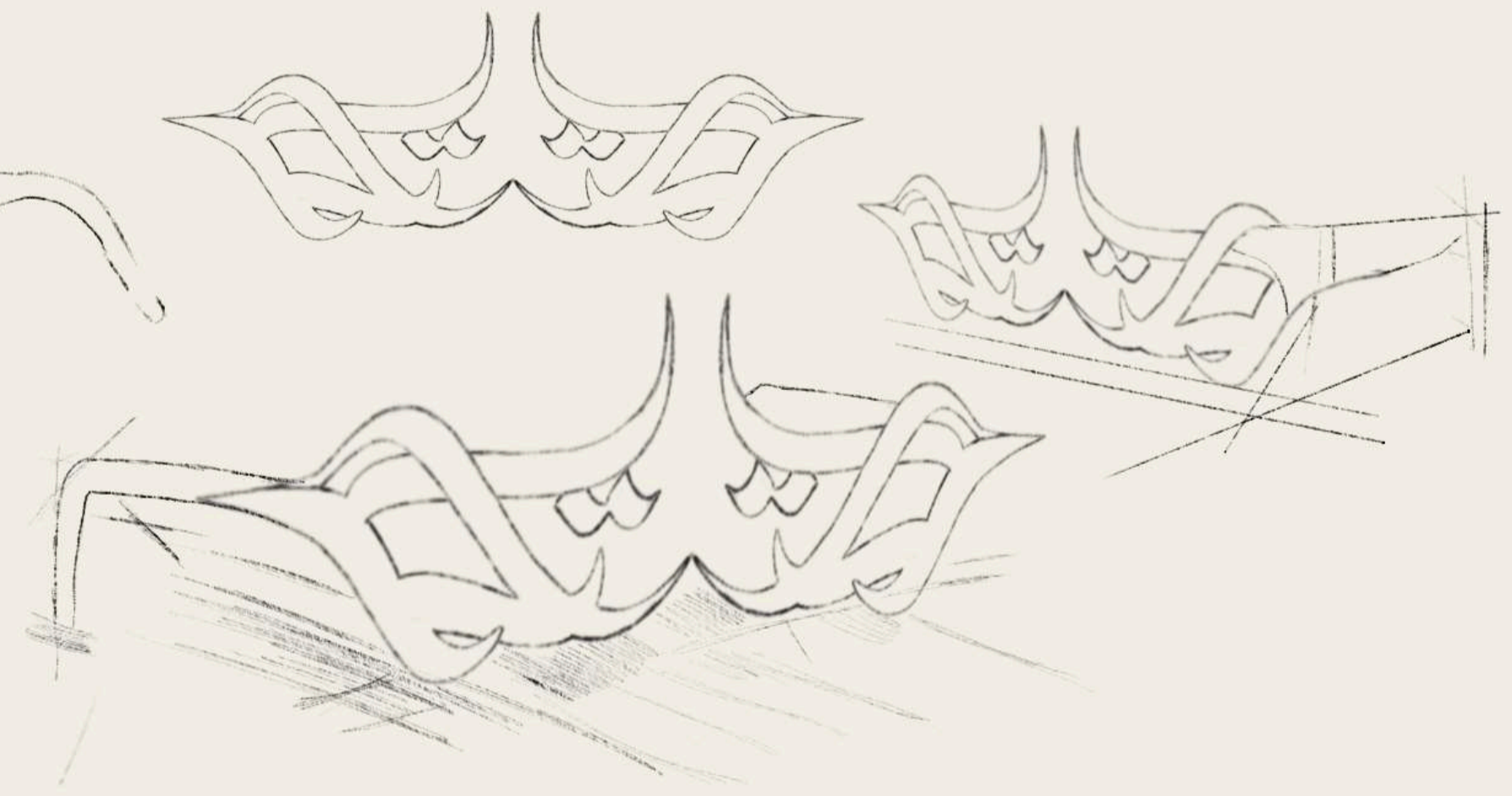
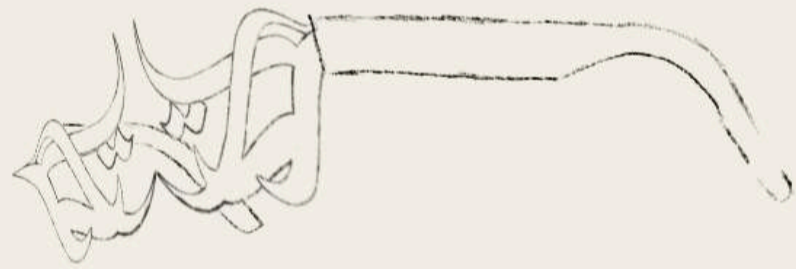
hand  
sewed  
from  
back onto  
body piece



# Sunglasses Designs



nose design  
to  
soil  
arab  
nose



inspired  
from  
arabic  
calligraphy

# Sketchbook Evaluation



Overall, working on this sketchbook was a truly fascinating experience. I delved deeply into various aspects of Lebanese culture and explored new ways to rethink orientalism. To be honest, with the ongoing war in Lebanon, I sometimes found it challenging to focus on a project so closely tied to my culture. However, this experience made me realize that creating these designs, despite the pain of being part of the diaspora, is precisely why I want to continue this work—to offer a sense of comfort. I really enjoyed how I interpreted my designs, keeping them from being too literal, and found the process playful and exciting. This is definitely something I want to pursue and develop further in the future.



# Sunglasses Designs



not Traditional  
but still  
works



Jewelry  
fell

ears sits  
near

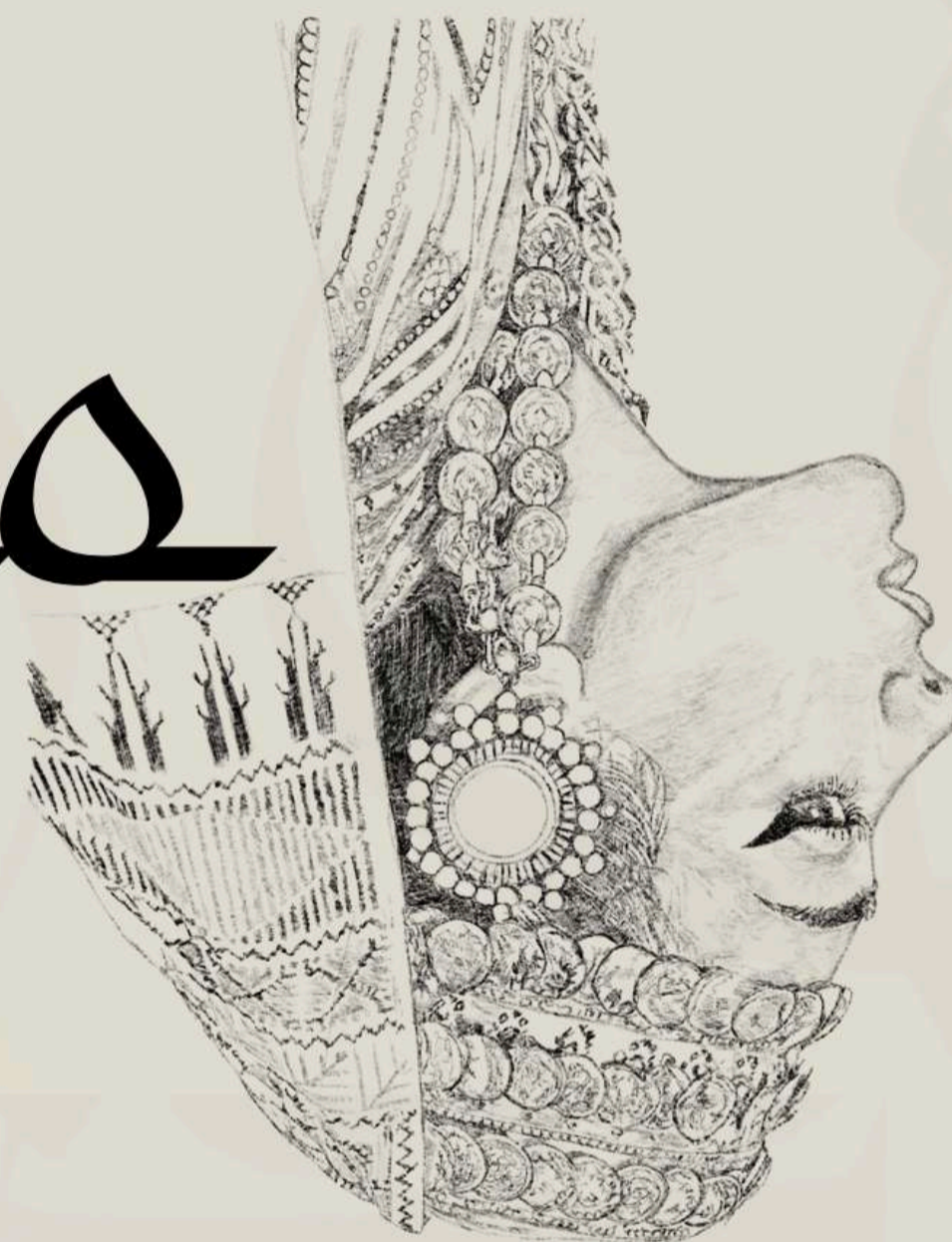


wraps around  
ear



# Portfolio

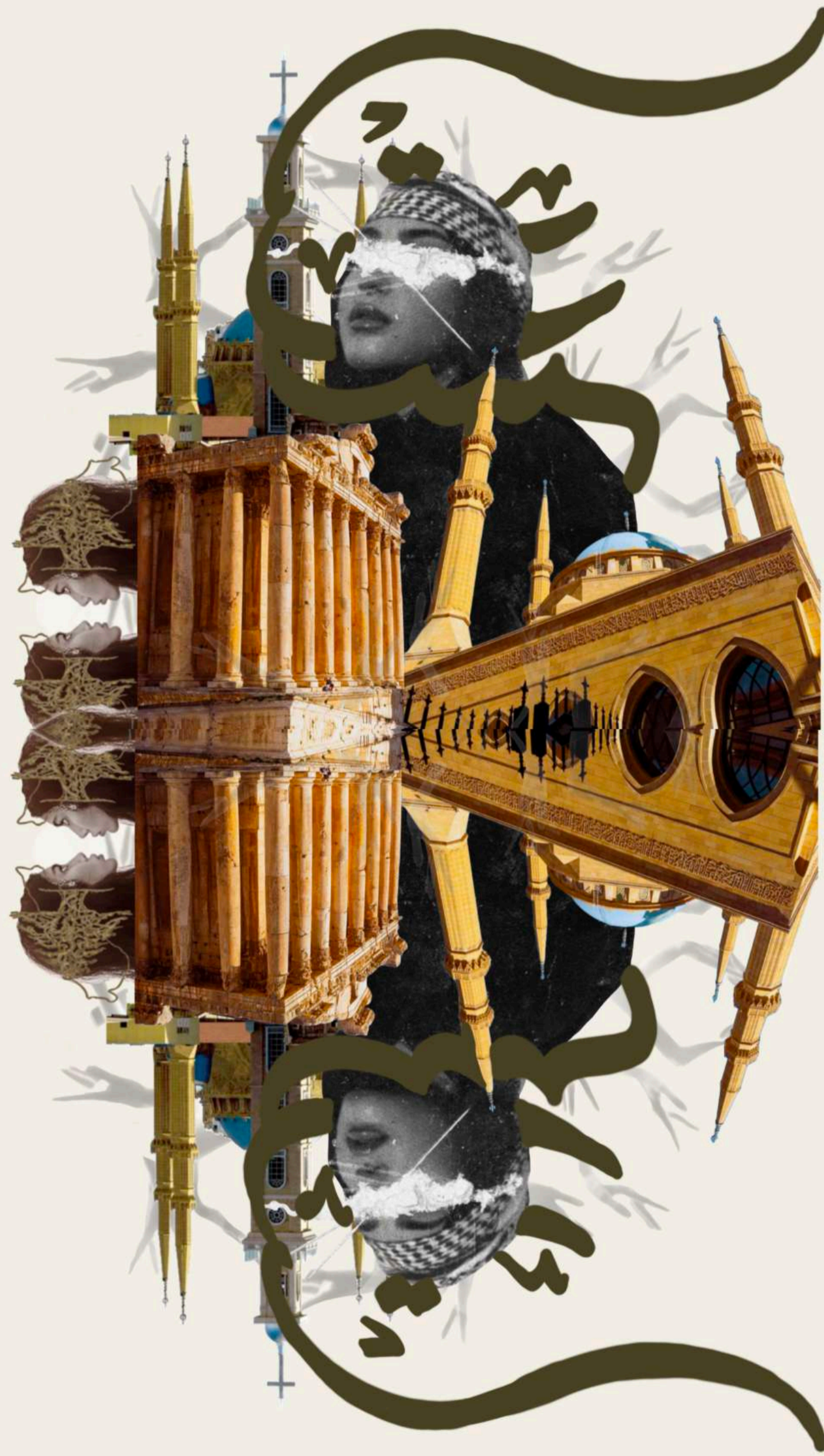
Beit Litani





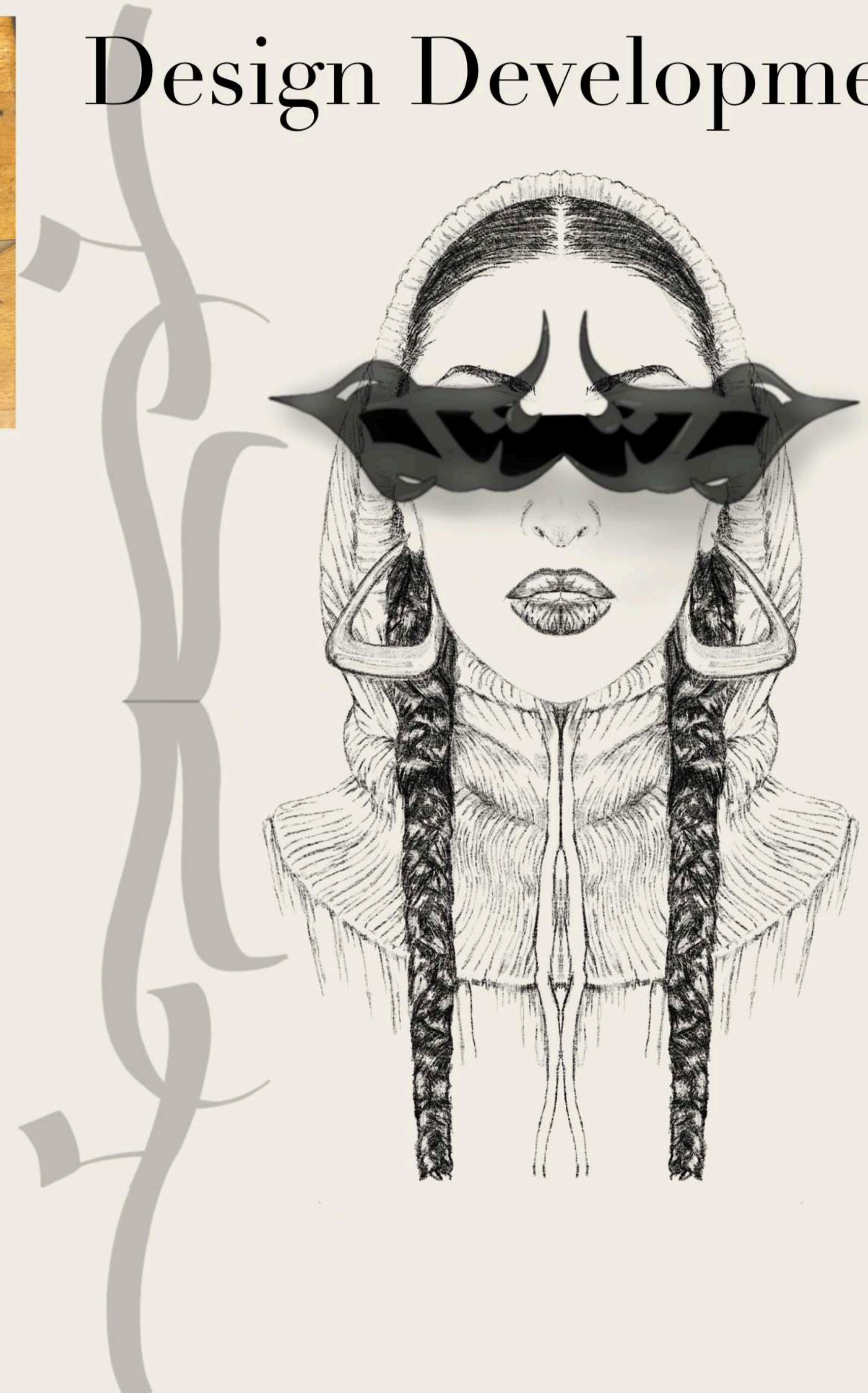
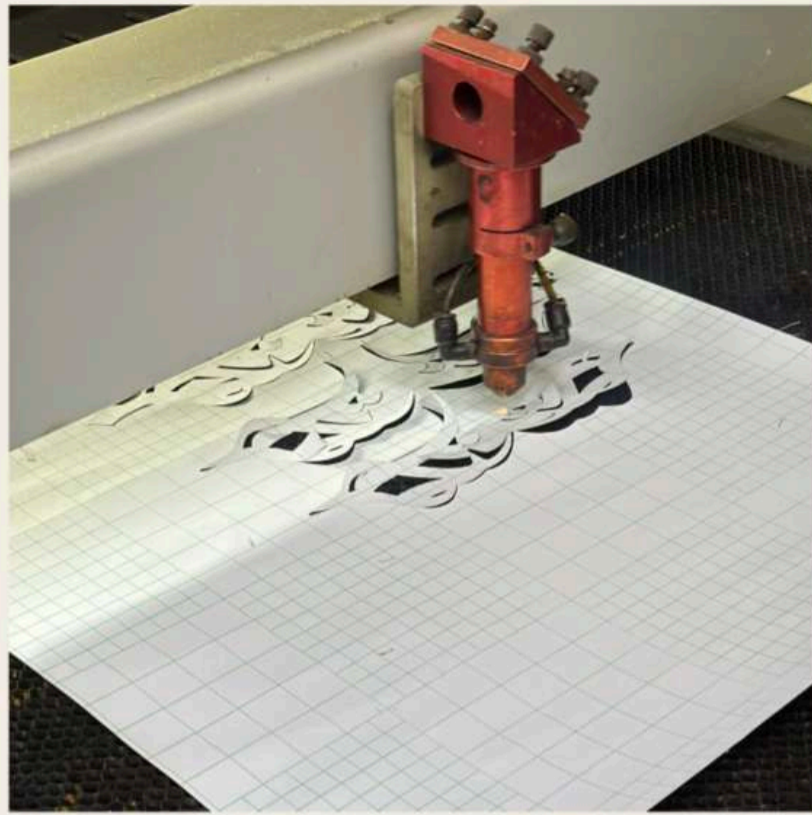
Concept Board



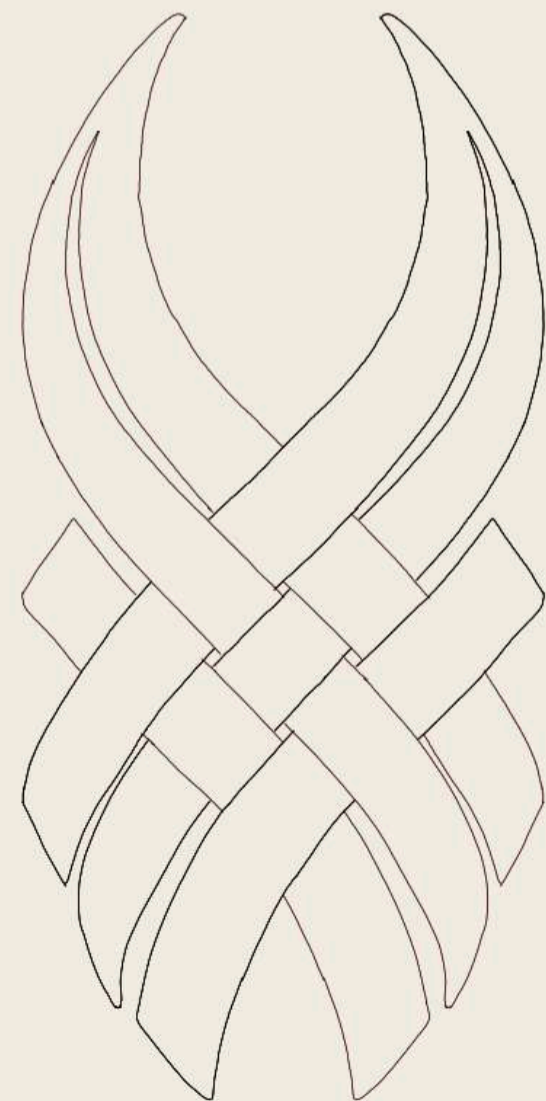
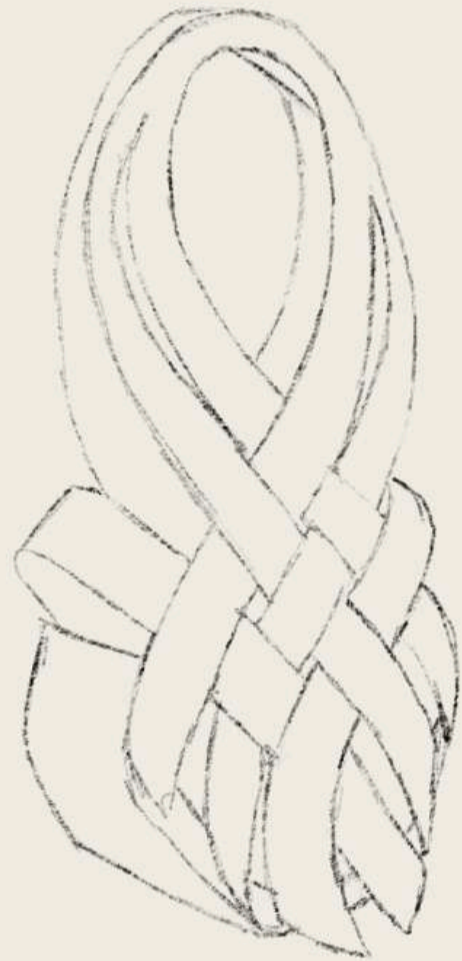


Colour board

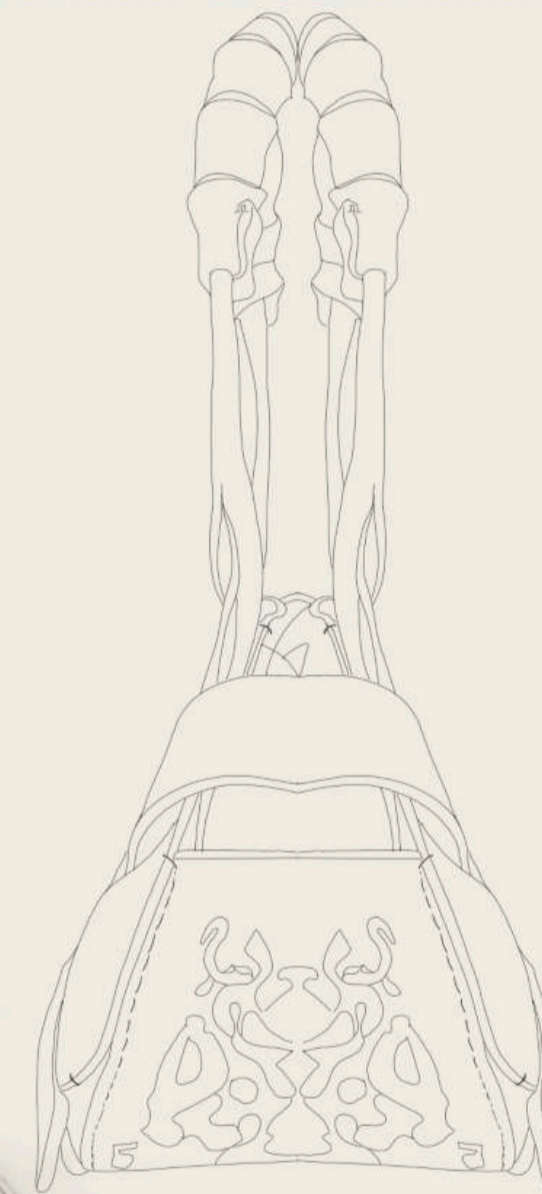
# Design Development



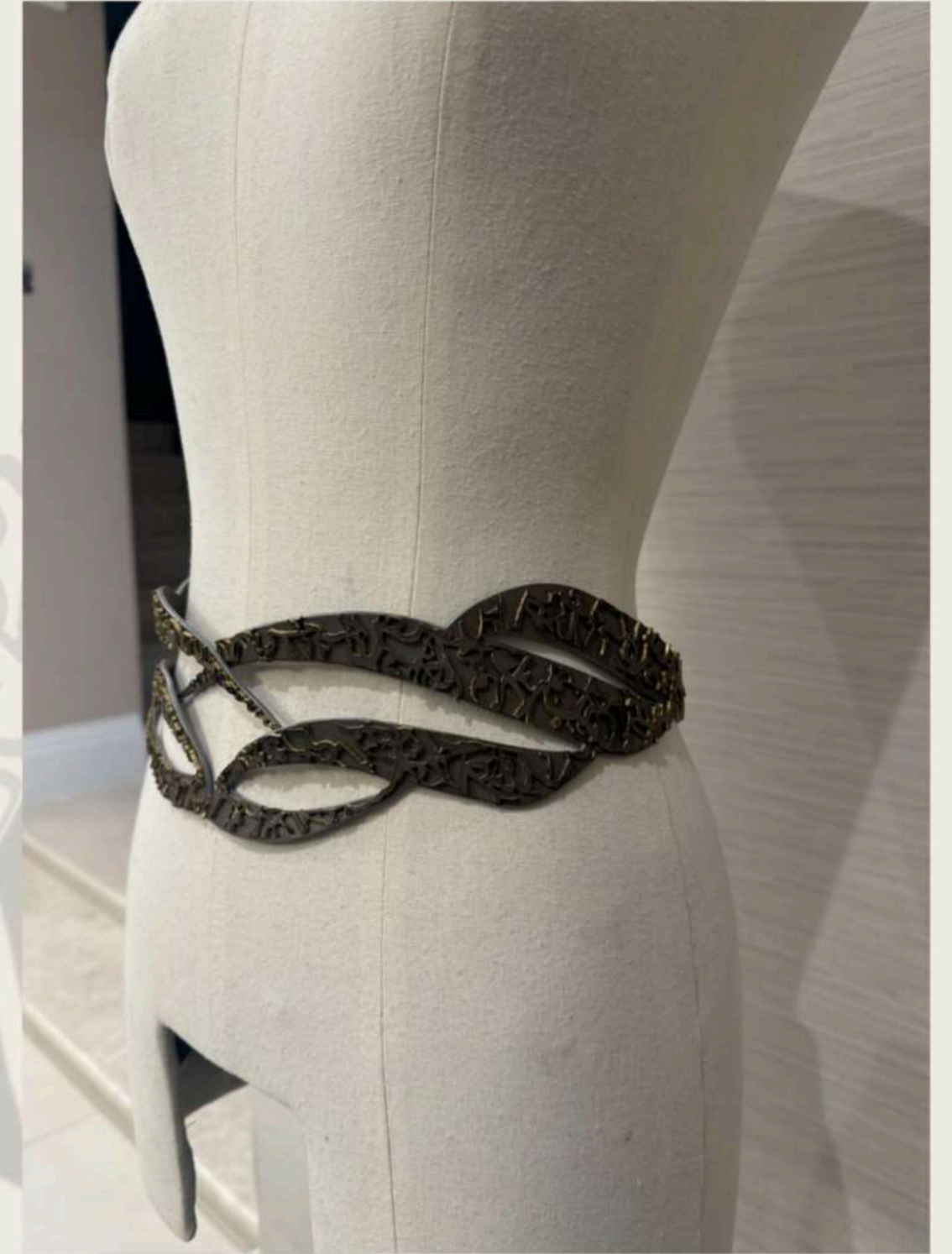
# Design Development



Woven technique

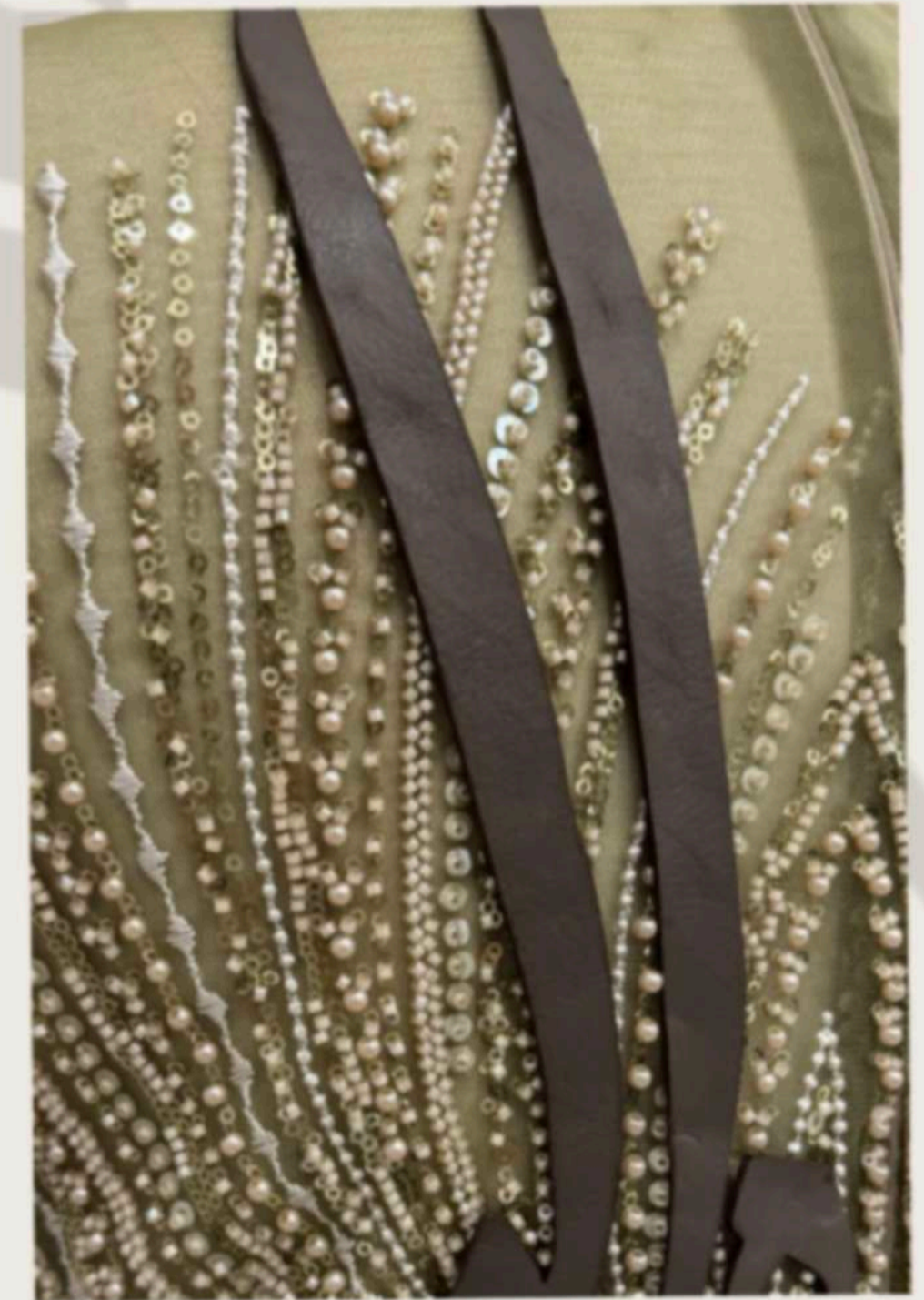


# Design Development





# Design Development



# Presentation Boards

Beit Litan



Beit Lina

حليبي

Embellished BodySuit

£1,200

Tuelle, leather, beads



Beit Litar

أحبك

Embellished body suit

£1,300

Tuelle, leather, beads



## Beit Litan

3ayouni  
Sunglasses  
£350  
Plexi, lens



## Beit Litan

Hayeti  
Sunglasses  
£375  
Plexi lens



## Beit Litan

Habibi

Leather belt

£750

Cow Leather



قلبي  
Leather bag  
£1,200  
Lambskin, Vegtan

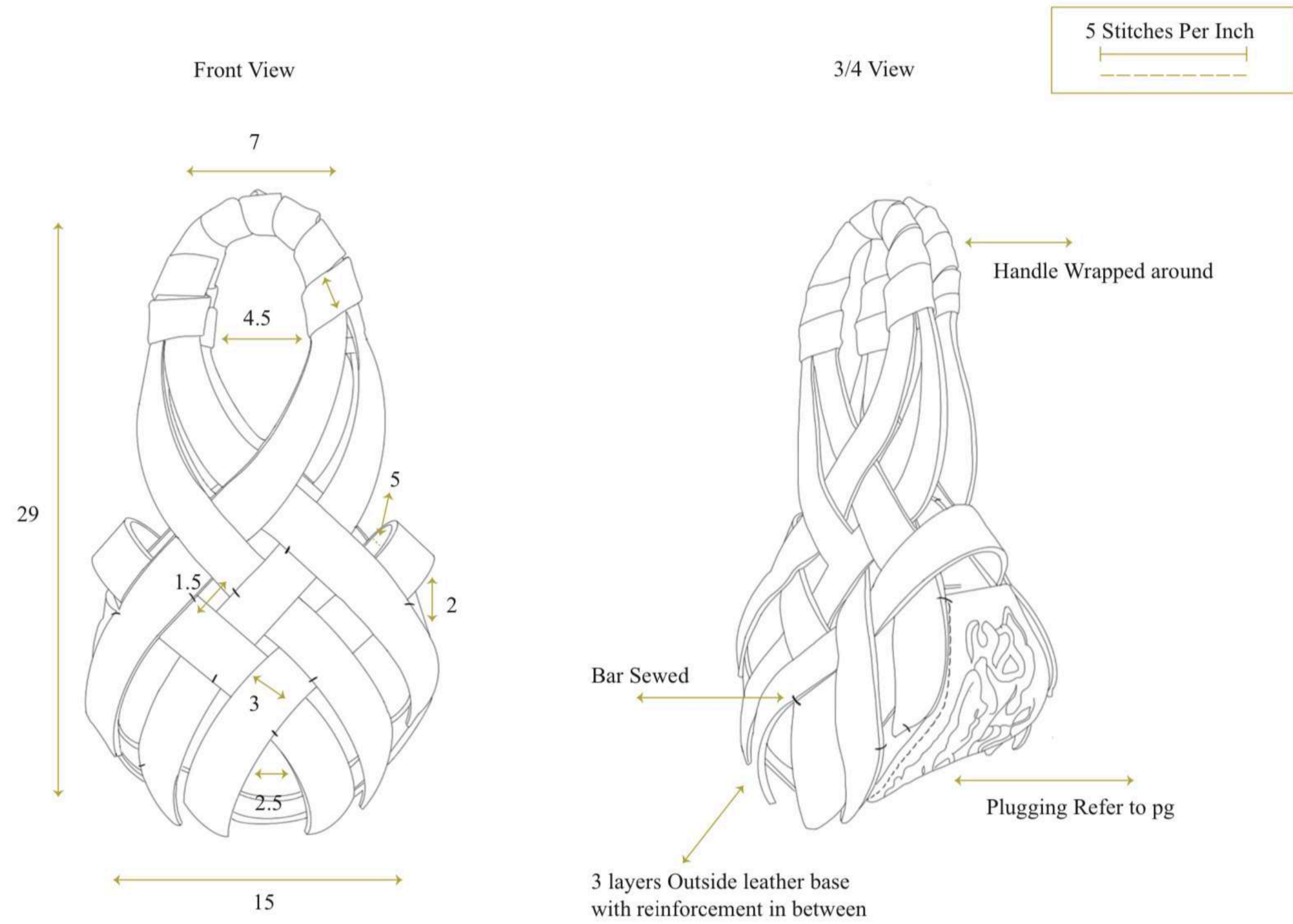


# Spec Sheets

Beit Litan



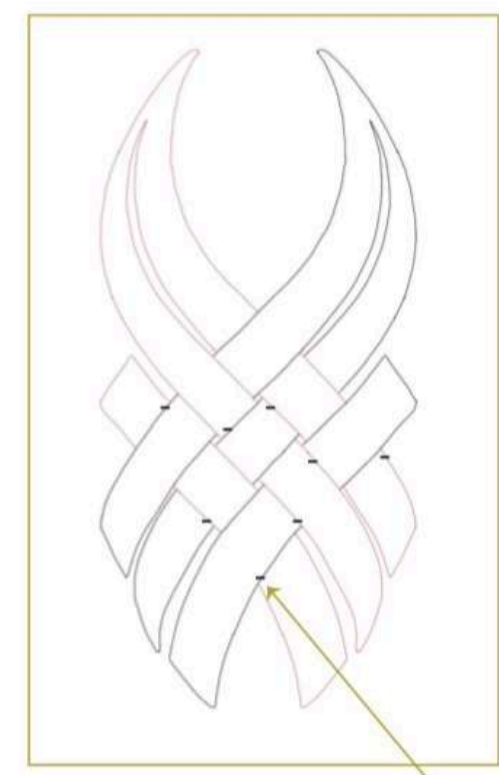
Date: 10/06/2024	Brand: Beit Litany	Collection: Rethinking Orientalism	Designers Name: Mary Jane Aoun
Product Name: بلق	Product Type: medium evening bag	Thread No.TKT: 224	Type of Sample: Confirmation
Stitch Length: 0.4 mm	Thread Type: Gütermann creativ	Construction: Raw Edge lap seam all round Gusset	Due Date: 25/06/2024
Page NO: 1/	Views: Front & 3/4	Unit: CM	Factory: ICF East Bank



<b>Materials:</b>	
<b>Body:</b>	
- Lambskin	
<b>Reinforcement:</b>	
- Vegtan Leather	
<b>Edgecoat:</b>	
- Giardini Maxmatt Basecoat Dense	
- Tokonole Burnishing Gum	
- Pebeo Black no99	
<b>Notes:</b>	
- Reinforce front and back by Placing Vegtan in Middle	

Xray View of Weave

Note Front and Back matching



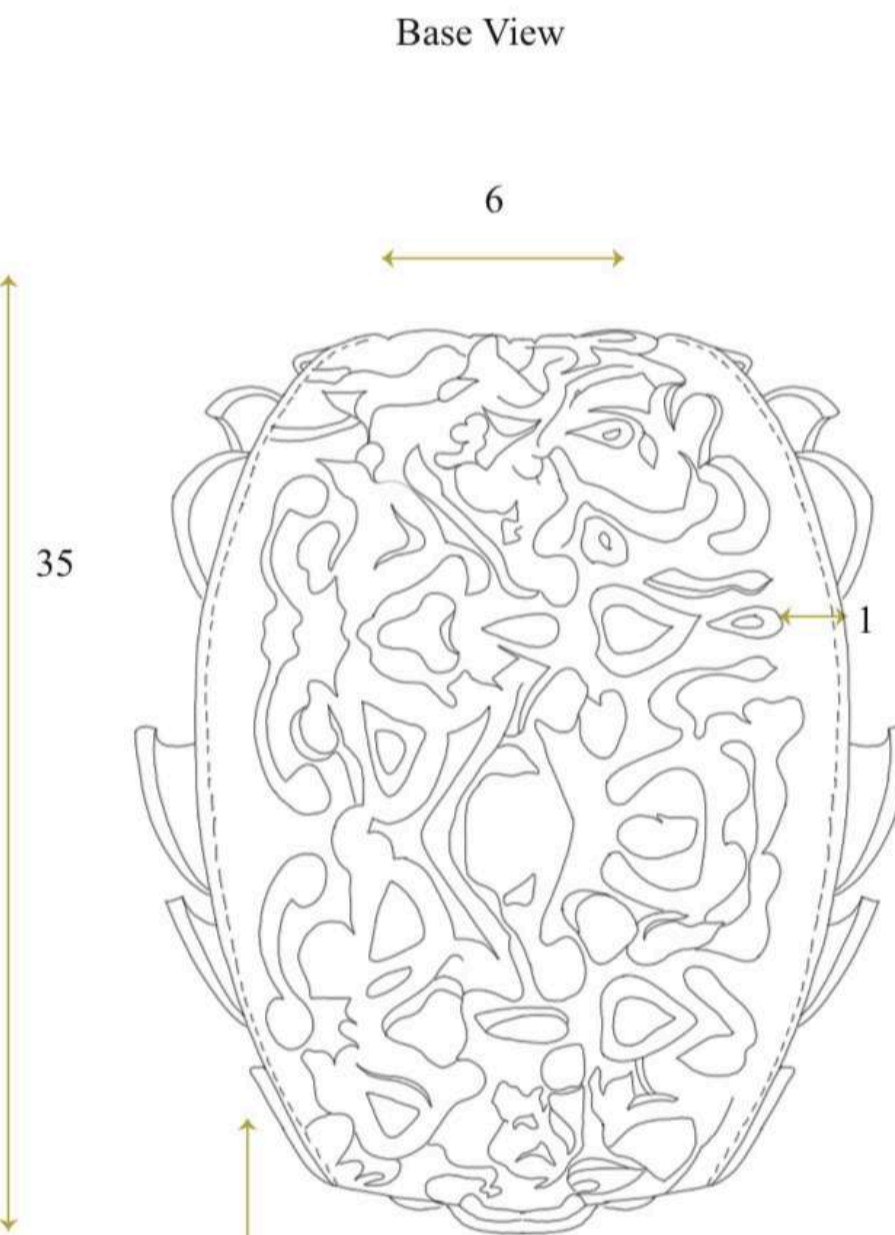
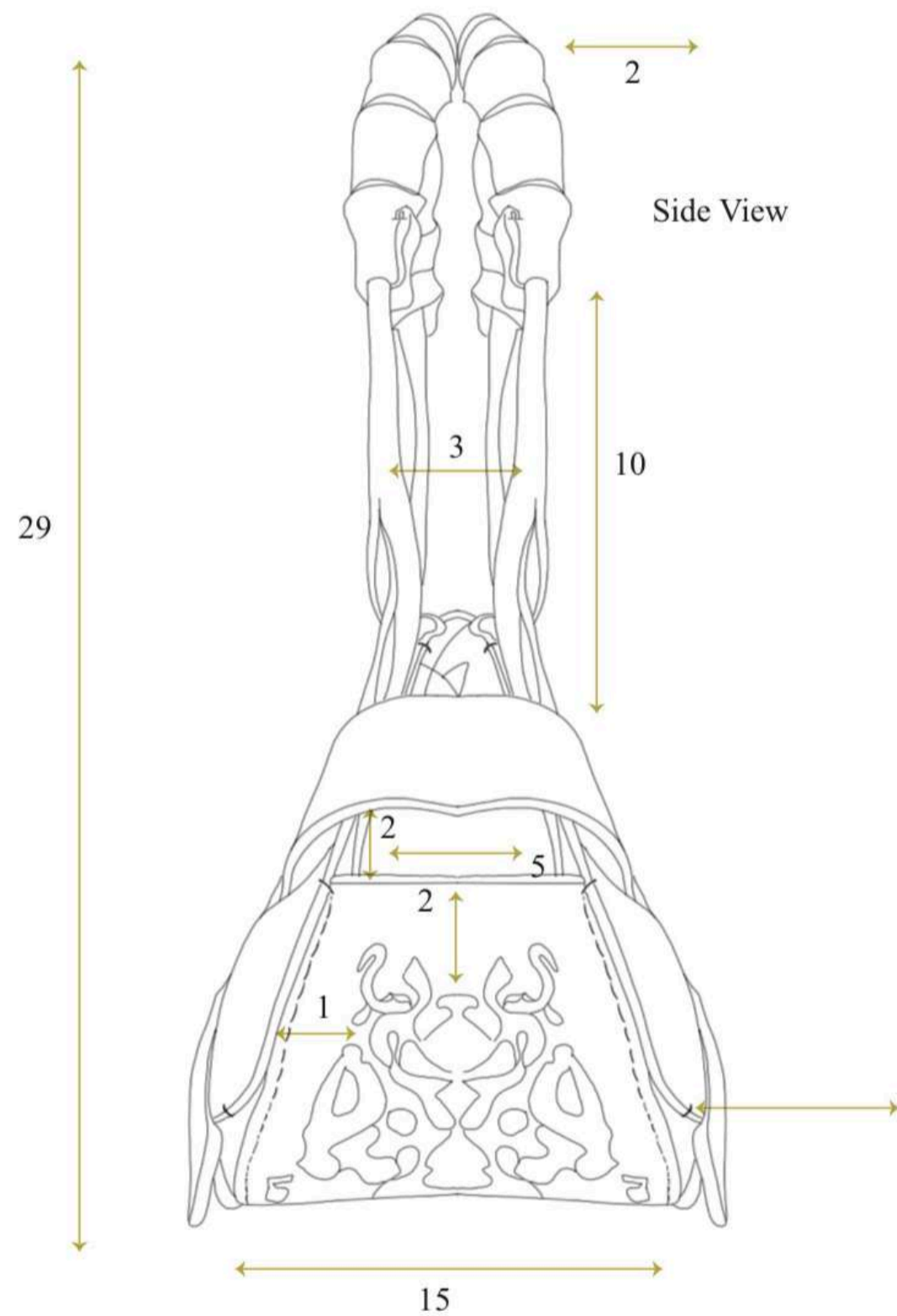
Points to bar stitch

Date: 10/06/2024	Brand: Beit Litany	Collection: Rethinking Orientalism	Designers Name: Mary Jane Aoun
Product Name: بلىق	Product Type: medium evening bag	Thread No.TKT: 224	Type of Sample: Confirmation
Stitch Length: 0.4 mm	Thread Type: Gütermann creativ	Construction: Raw Edge lap seam all round Gusset	Due Date: 25/06/2024
Page NO: 2/	Views: Front & 3/4	Unit: CM	Factory: ICF East Bank

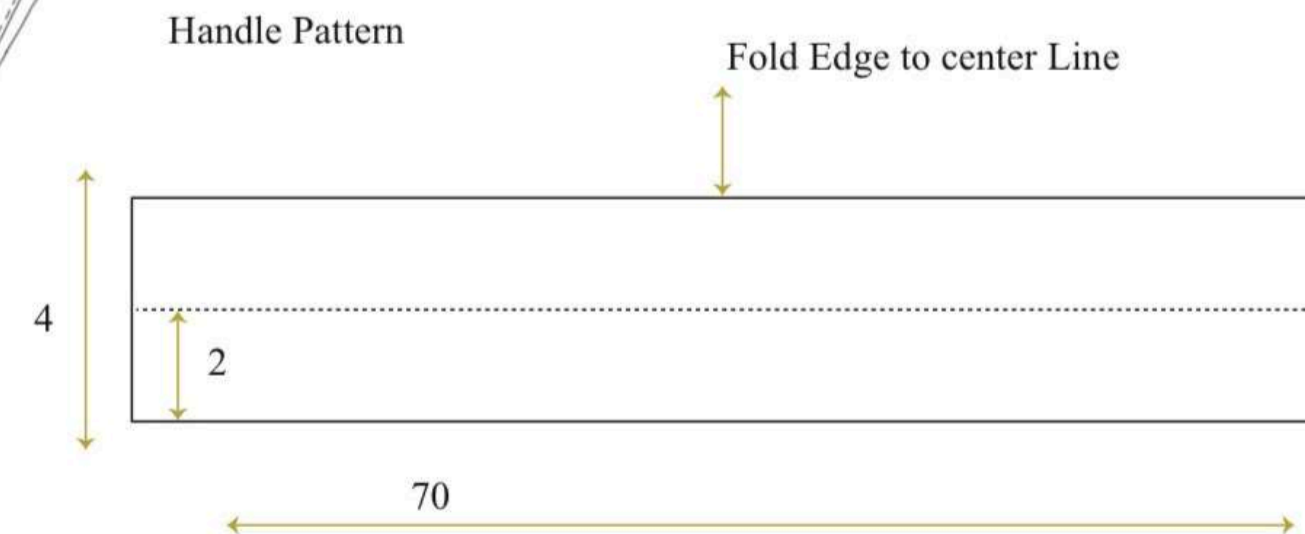


5 Stitches Per Inch

<b>Materials:</b>	
Body:	
- Lambskin	
Reinforcement:	
- Vegtan Leather	
Edgecoat:	
- Giardini Maxmatt Basecoat Dense	
- Tokonole Burnishing Gum	
- Pebeo Black no99	
<b>Notes:</b>	
- Reinforce front and back by Placing Vegtan in Middle	




Refer To pg 3 for In depth Plugging Information



Date: 10/06/2024	Brand: Beit Litany	Collection: Rethinking Orientalism	Designers Name: Mary Jane Aoun
Product Name: بلىق	Product Type: medium evening bag	Thread No.TKT: 224	Type of Sample: Confirmation
Stitch Length: 0.4 mm	Thread Type: Gütermann creativ	Construction: Raw Edge lap seam all round Gusset	Due Date: 25/06/2024
Page NO: 2/	Views: Front & 3/4	Unit: CM	Factory: ICF East Bank



5 Stitches Per Inch  


**Materials:**

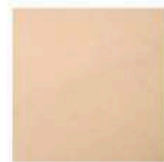
**Body:**

- Lambskin



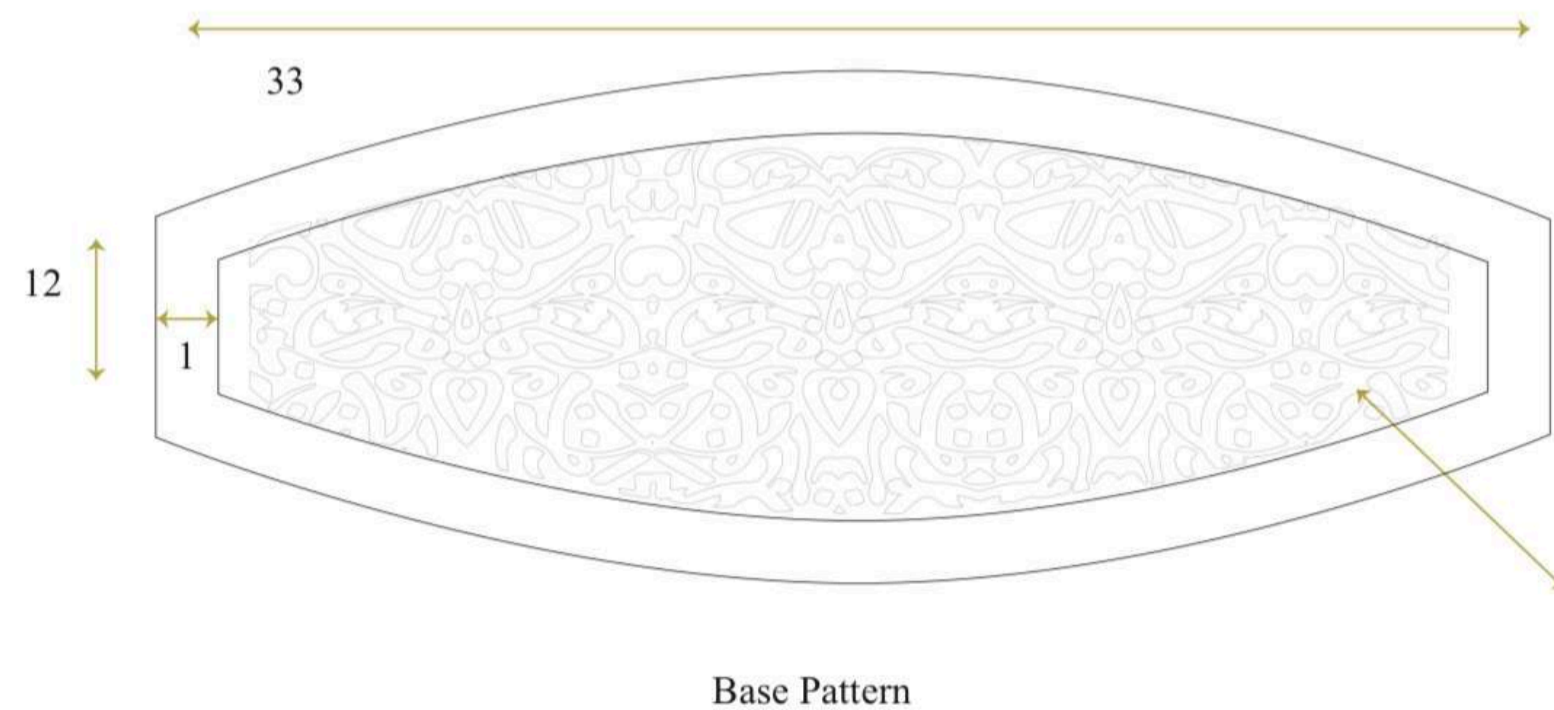
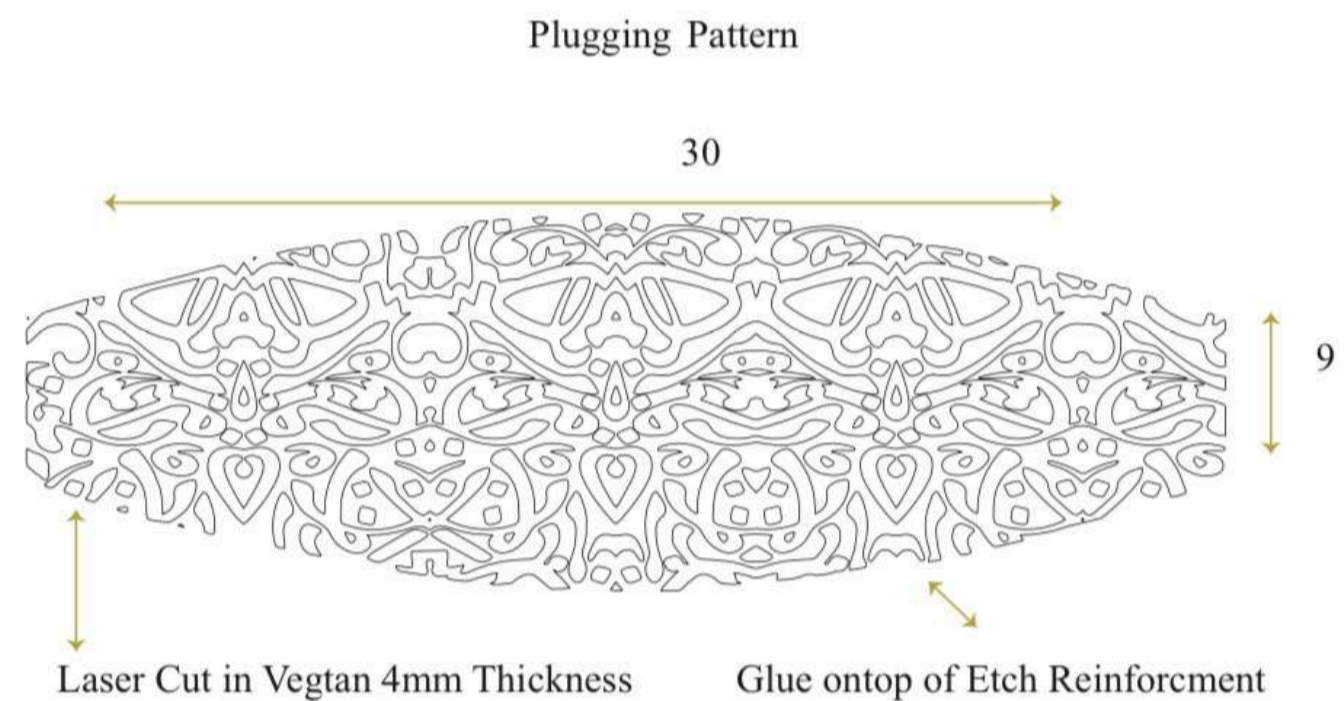
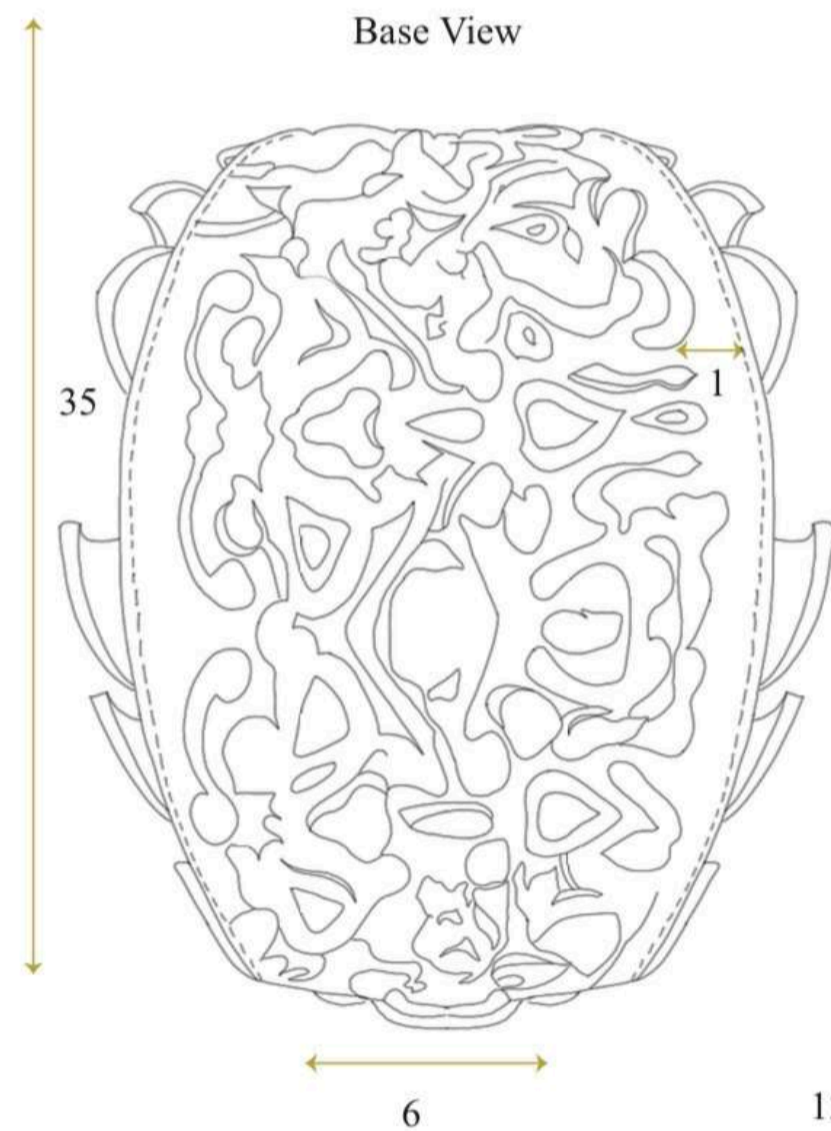
**Reinforcement:**

- Vegtan Leather



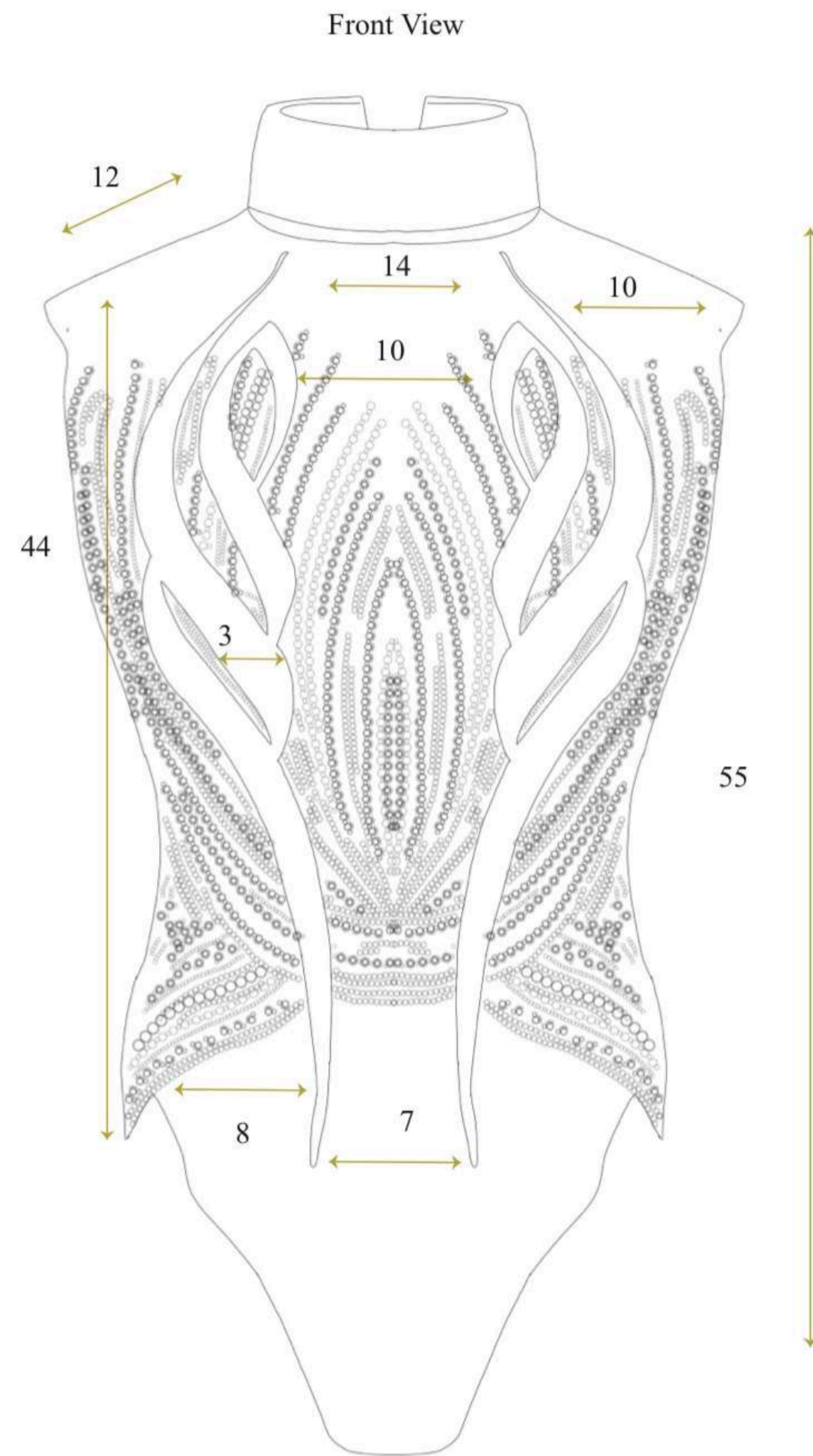
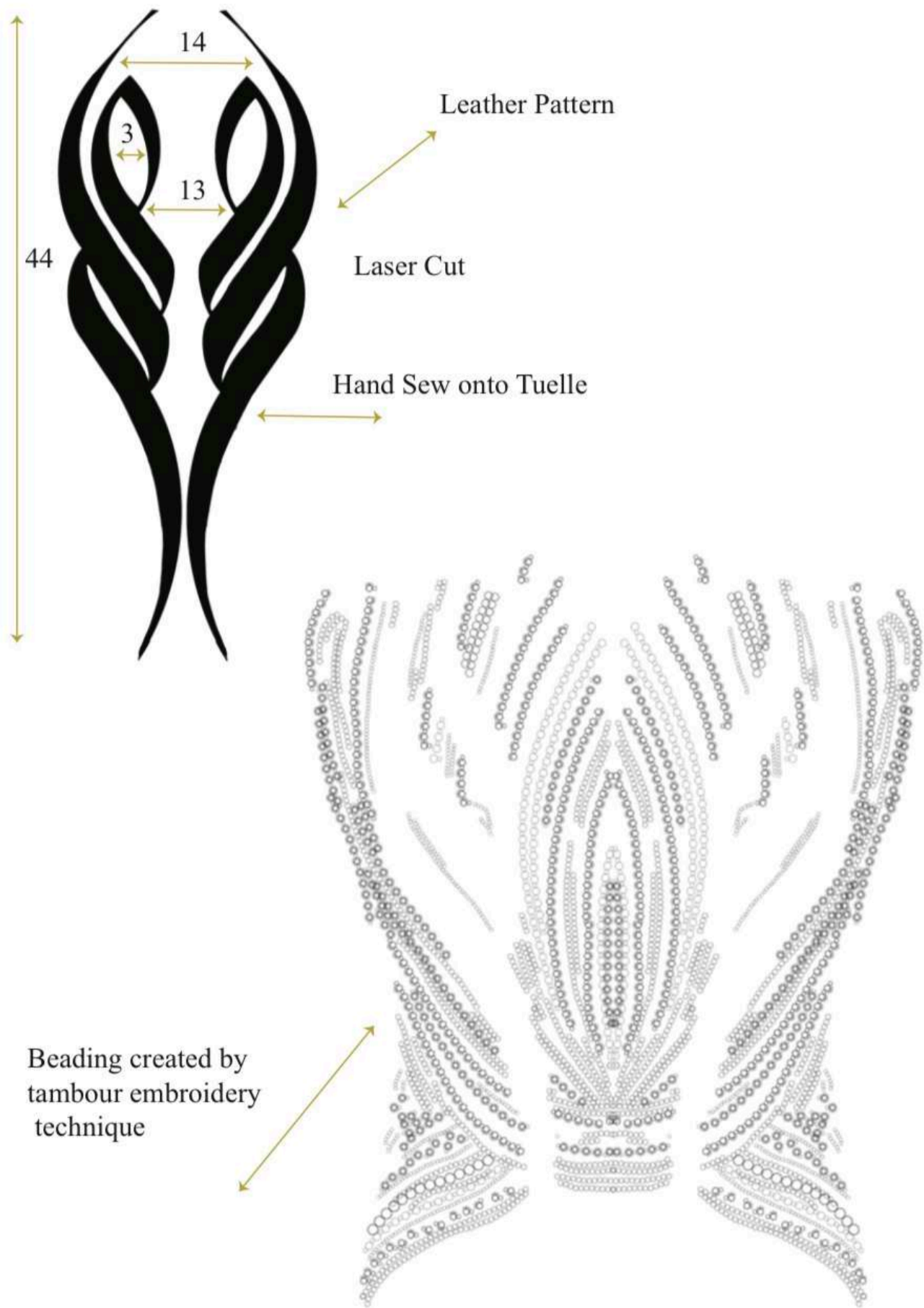
**Notes:**

- Etch plugging pattern onto leather
- Cut rough outline of Leather to plug onto leave about 10 cm



When laser cutting Etch Plugging pattern 1cm inside so that plugging is easy to place on top

Date: 10/06/2024	Brand: Beit Litany	Collection: Rethinking Orientalism	Designers Name: Mary Jane Aoun
Product Name: مبنوي ع	Product Type: Beaded body Suit	Thread No.TKT: 224	Type of Sample: Confirmation
Stitch Length: 0.4 mm	Thread Type: Gütermann creativ	Construction:zEmbellished Body Suit	Due Date: 25/06/2024
Page NO: 1/	Views: Front	Unit: CM	Factory: ICF East Bank



Materials:
Body:
- Tuelle Body Suit
Embellishment:
- Hand Embroidered on tuelle
- Cow aAALeather:
- Laser Cut
Notes:
- Use tookonol on edge of leather to seal before placing on body

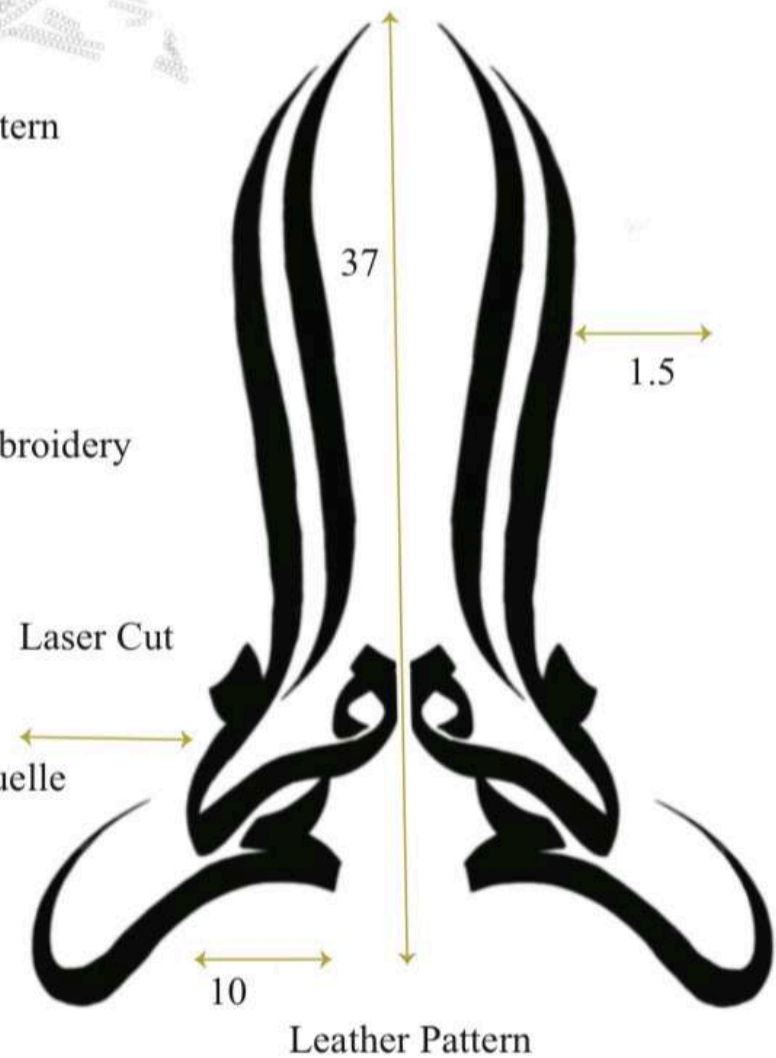


Date: 10/06/2024	Brand: Beit Litany	Collection: Rethinking Orientalism	Designers Name: Mary Jane Aoun
Product Name: كنويح	Product Type: Beaded body Suit	Thread No.TKT: 224	Type of Sample: Confirmation
Stitch Length: 0.4 mm	Thread Type: Gütermann creativ	Construction:zEmbellished Body Suit	Due Date: 25/06/2024
Page NO: 1/	Views: Front	Unit: CM	Factory: ICF East Bank

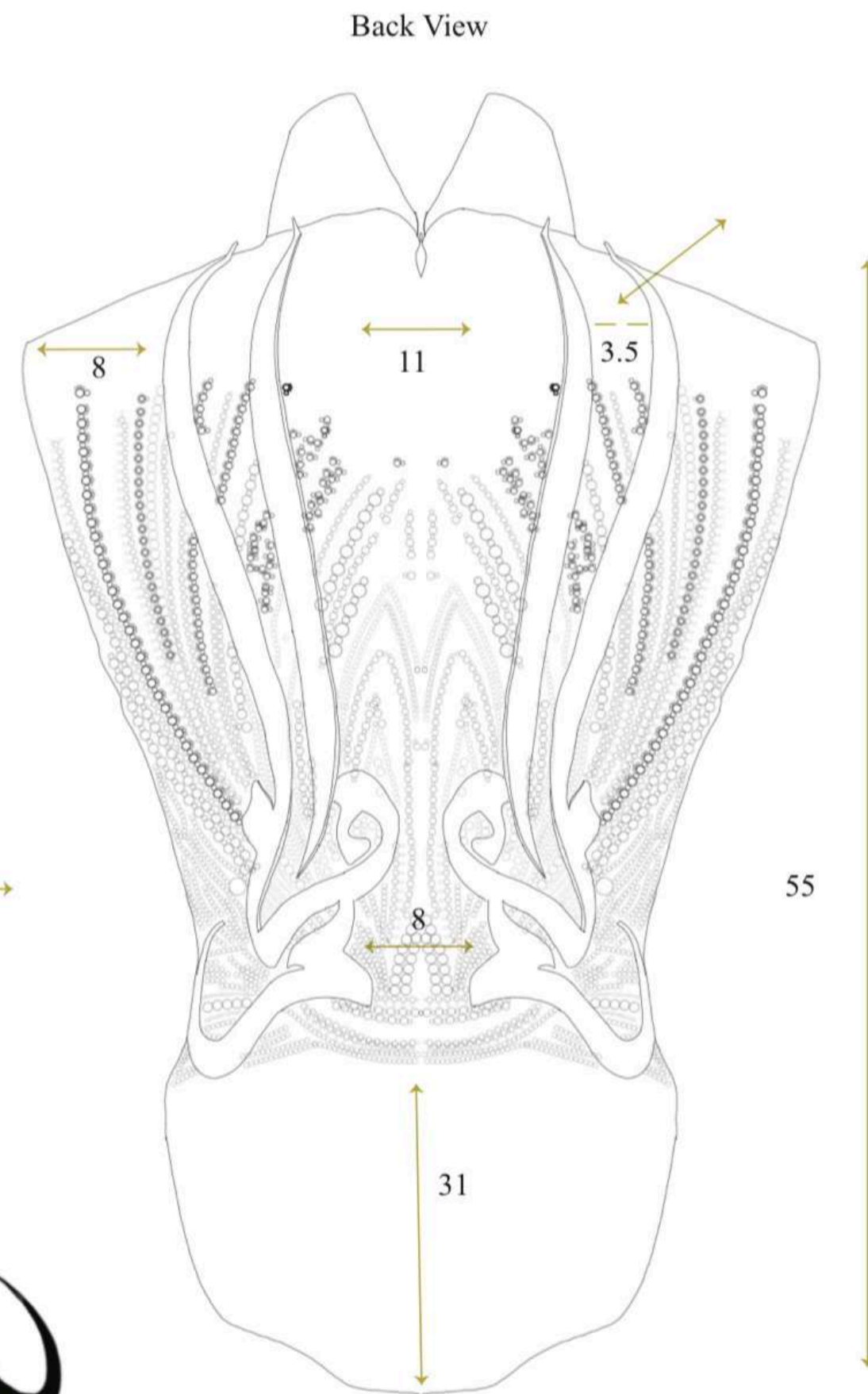


Detailed Beading Pattern

Beading created by tambour embroidery technique



Leather Pattern



Back View

Materials:
Body:
- Tuelle Body Suit
Embellishment:
- Hand Embroidered on tuelle
- Cow Leather:
- Laser Cut
Notes:
- Use tookonol on edge of leather to seal before placing on body
- Pieces are made to order



# Range Plan



حبيبي  
Embelished BodySuit  
£1,200  
Tuelle, leather, beads



Habibi  
Leather belt  
£750  
Cow Leather



3ayouni  
Sunglasses  
£350  
Plexi, lens



Hayeti  
Sunglasses  
£375  
Plexi lens



أحبك  
Embelished body suit  
£1,300  
Tuelle, leather, beads



قلبي  
Leather bag  
£1,200  
Lambskin, Vegtan

# Line up



Beit Litani



# Marketing

Beit Litan

# Arabic Events



The Arab regions are known for hosting conventions for specific topics there's often ones for couture abbaya's and evening wear. Beit Litany would fit in perfectly but also the unique fusion of Arabic influenced pieces would stand out and gain attention

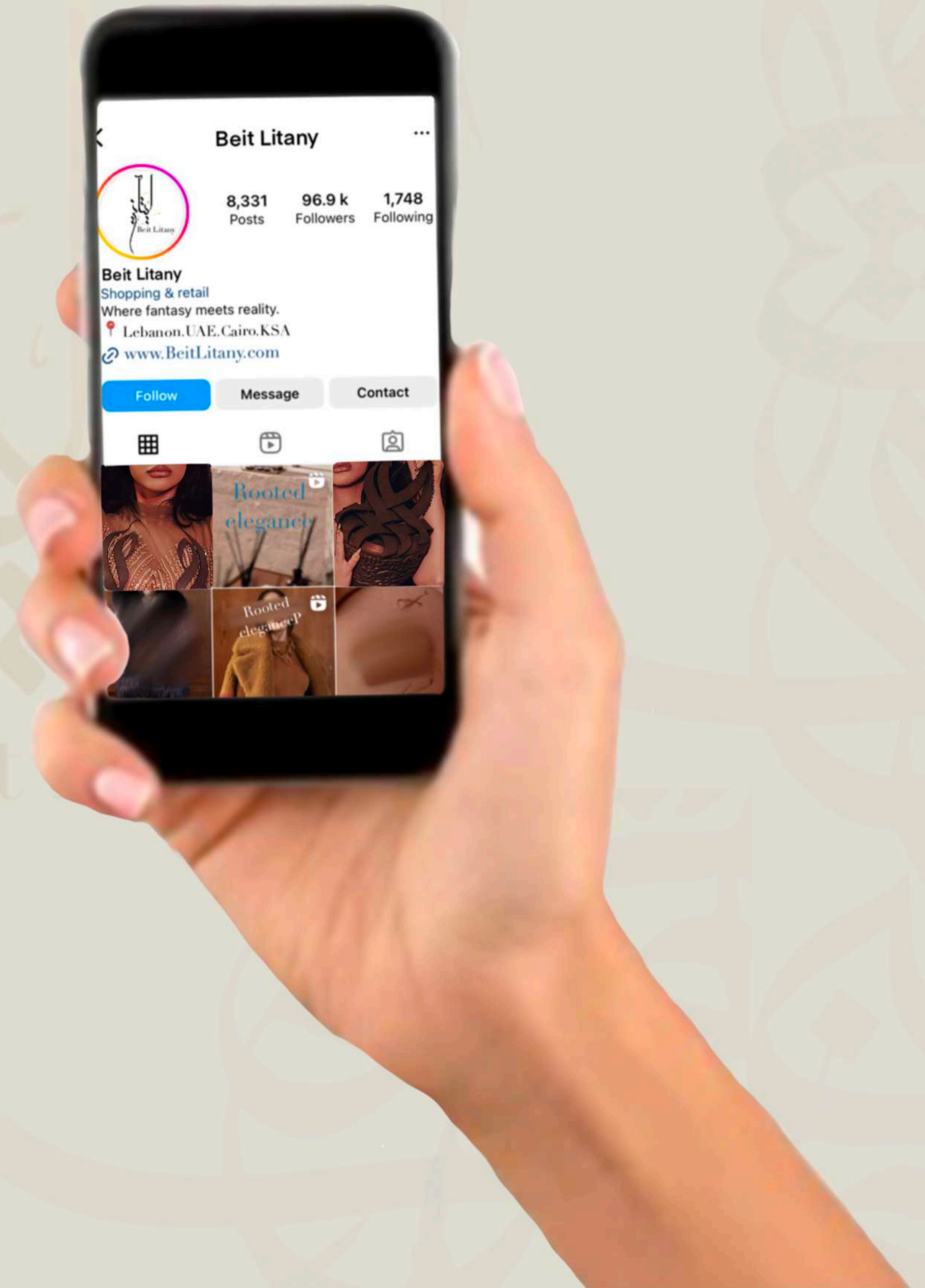
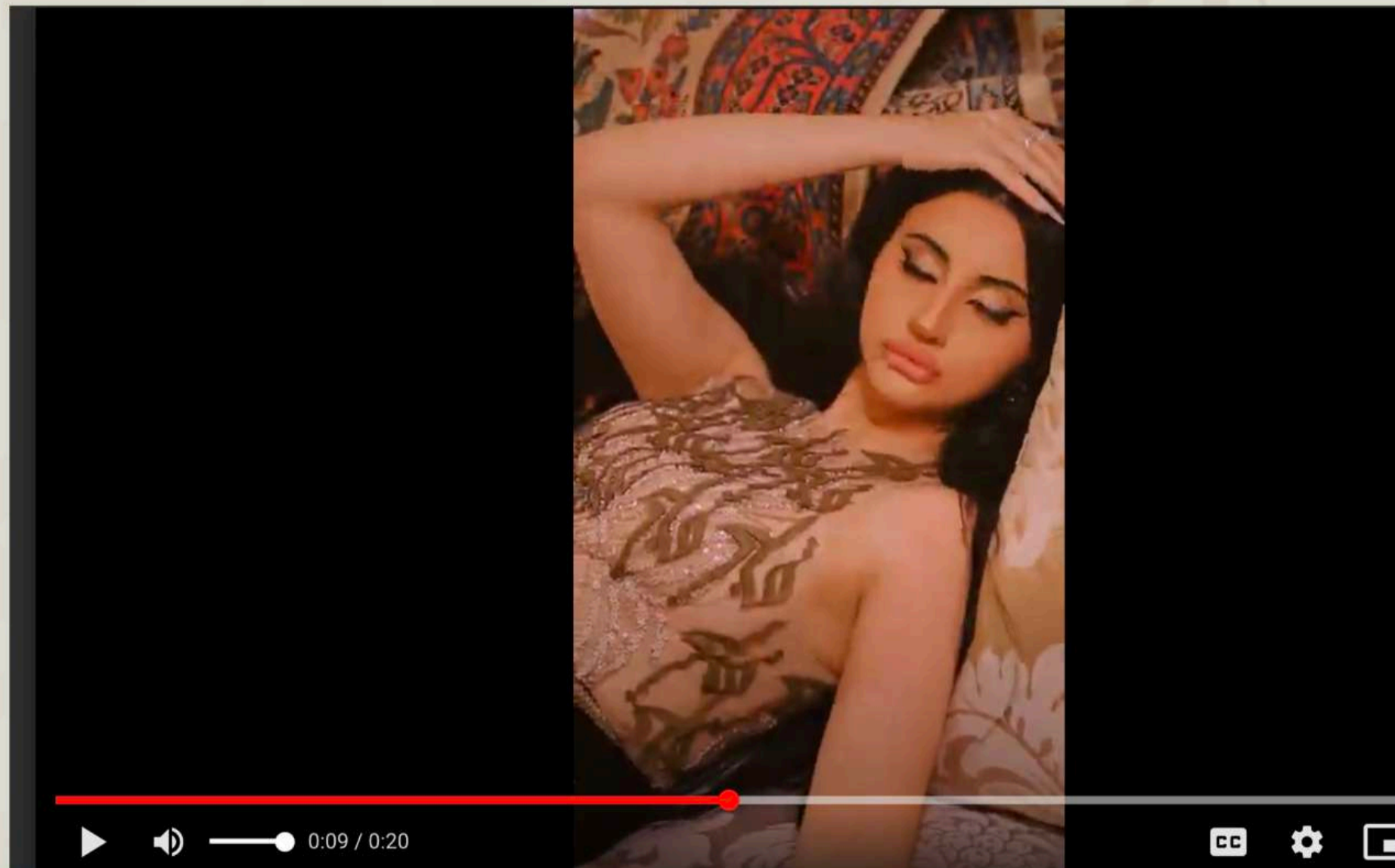


# Social Media

In a world that relies so heavily on social media it is essential that Beit Litany has a social presence which will gain attraction to the brand and also play as a visual communication for its audience.

This will be achieved through photoshoots and relevant videos

Promo vidéo can be found on USB submitted with work

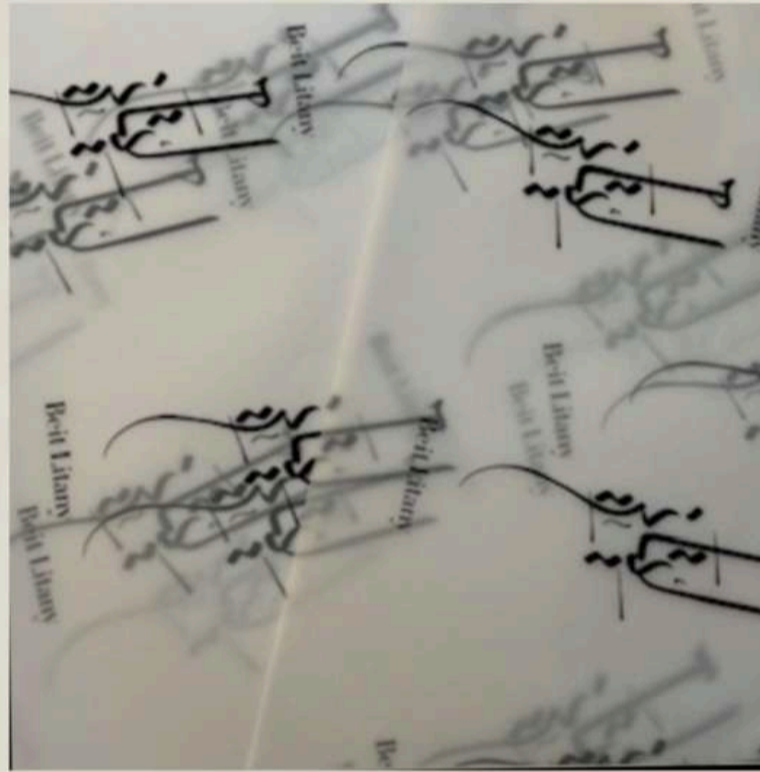


# Relevancy

Being stocked in relevant places where it is likely that Beirut's clientele will be e.g. The airport of Beirut will attract and gain customers. Being stocked in unique concepts also plays a key role in attracting customers



# Packaging



packaging that is seamless throughout the brand is extremely important this showcases the fact that the brand has a strong identity and can sometimes serve as an invite for new customers

# Final Look

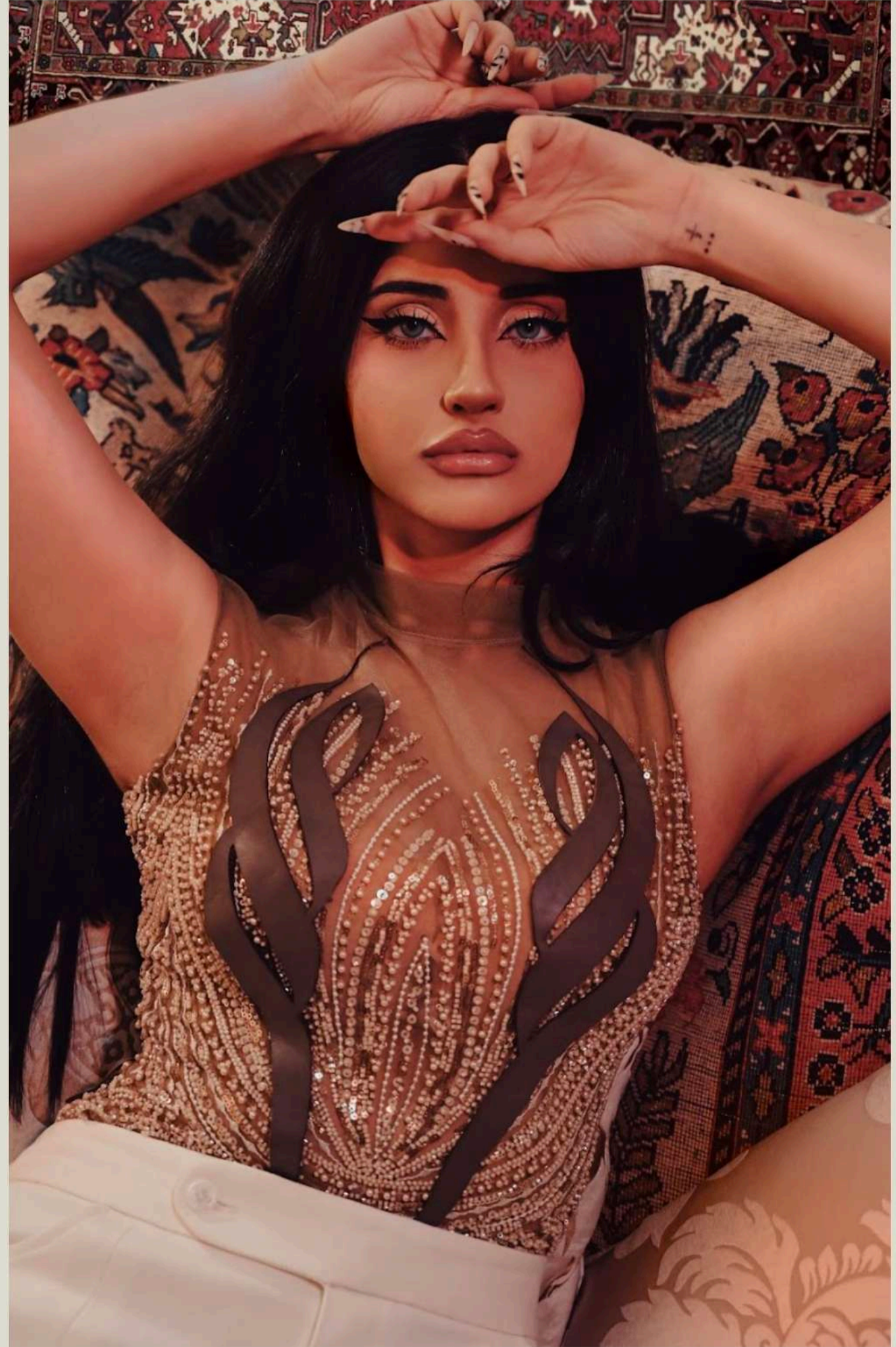
Beit Litan

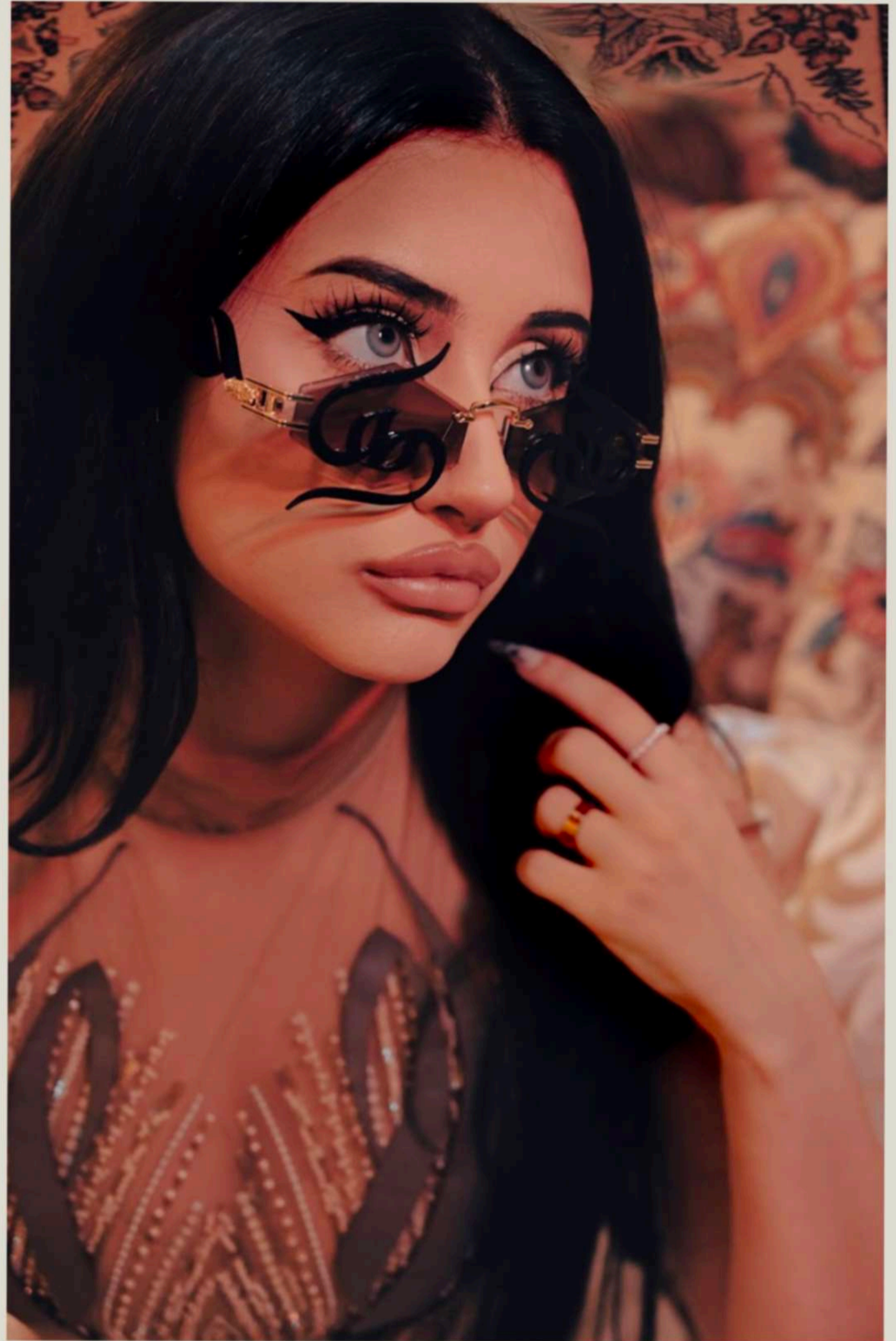
More images can be found in Look book

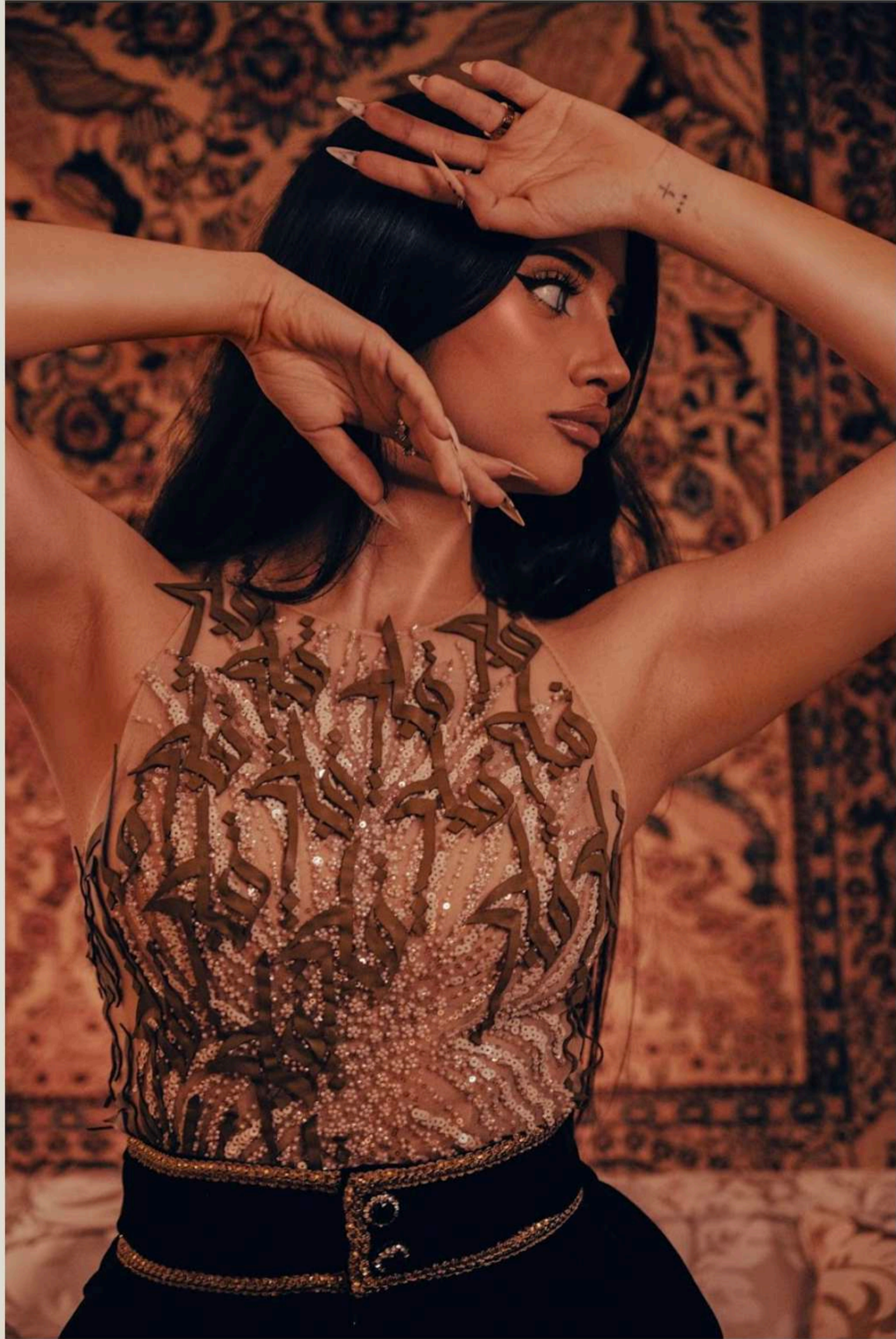












# Evaluation

Overall, I am incredibly pleased with this project. The final outcomes have met my goals precisely, reflecting the vision I had from the start. Through this project, I believe I have successfully explored various facets of Lebanese and Levantine culture, highlighting aspects that are often misinterpreted through an orientalist perspective. By doing so, I aimed to present a more authentic and beautiful representation.

The garments created as part of this project resonate deeply with many people, particularly Arab women, including those who are part of the diaspora. This connection underscores the cultural significance and emotional impact of the work, which goes beyond mere aesthetics.

This project has been a deeply fulfilling experience, and it has ignited a passion within me to continue pursuing this path even after graduation. I am eager to delve further into the rich tapestry of Levantine culture, creating more pieces that honor and celebrate its beauty and complexity.

