

Redefining Middle Eastern Luxury,
Merging Heritage and Innovation :

May 2025

ELIE SAAB:
ARTEFACT
DEVELOPMENT



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I, Yasmine acknowledge the use of AI technology tools in the process of working on this assessment, however I confirm the work submitted is my own and is not generated by any AI tools or technologies. I have kept a log of the use of AI for this assessment.



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Figure 1 - (Open AI, chat gpt, 2025)



Figure 2 - (Open AI, chat gpt, 2025)

PHASE 1: STUDENT COMPETITION

Figures above exhibit mock up examples of how the Gen z targeted student competition, will be communicated through universities throughout the MENA region.

For instance as shown, a poster will be hung up around university campuses and communal zones

PHASE 1: STUDENT COMPETITION PROMOTION

Figure 3 - (Open AI, chat gpt, 2025)



Figure 5 - (Open AI, chat gpt, 2025)

Visual mock up of the campaign's promotional methods ahead, during and after the competition.

Social media strategies were also created to show, Gen z's student take overs and the student winner taking over the @eliesaab.houseofstories instagram account, which is the instagram account created for this line.

Below, is the mock up of the image that will be sent within the email marketing list to students.

ELIE SAAB
X
SARAH'S BAG
DESIGN COMPETITION

OPEN TO DESIGN UNIVERSITY STUDENTS
IN THE MENA REGION

القِيقَافَة

SUBMIT A CULTURALLY INSPIRED
ACCESSORY, T-SHIRT, OR BAG
DESIGN WITH A SHORT STORY
ABOUT YOUR HERITAGE

THE WINNING DESIGNER
Will be invited to

An exclusive dinner at SURSOCK PALACE
and the Main Event at OTHMAN EL
HOUSSAMI HOUSE in Byblos

Your design will become part of the
Elie Saab x Sarah's Bag diffusion line
featured as a limited edition piece in
the official collection.

BE SEEN. BE CELEBRATED. BE PART
OF THE STORY.

#ESXSBDISIGNCHALLENGE
#BAYTALHEKAYA

Figure 4 - (Open AI, chat gpt, 2025)



Figure 6 - (Open AI, chat gpt, 2025)

ELIE SAAB
X
SARAH'S BAG
DESIGN
CHALLENGE

القِيقَافَة

DESIGN A PIECE
INSPIRED BY
YOUR CULTURE

OPEN TO DESIGN
STUDENTS IN THE
MENA REGION

Figure 8 - (Open AI, chat gpt, 2025)

SOCIAL MEDIA / WEBSITE EXSAMPLES FOR THE LAUNCH

Including influencer promotion mock ups, including Elyanna promoting the new line and creating awsrnes



Figure 7 - (Open AI, chat gpt, 2025)

Figure 9 - (Open AI, chat gpt, 2025)



Figure 10 - (Open AI, chat gpt, 2025)



Figure 11 - (Open AI, chat gpt, 2025)

PRODUCT LOOK BOOK : INSIDE THE BAYT AL HEKAYA (بيت الحكاية) LINE

ELIE SAAB x SARAH'S BAG LOOKBOOK



Figure 12 - (Open AI, chat gpt, 2025)



PRODUCT SHOWCASE



Figure 14 - (Open AI, chat gpt, 2025)



PHASEE 2 : THE IMMERSIVE EXPERIENCE

Images created to give a visual understanding as to what the immersive simulation would look like in both Dubai Mall and Riyadh Park Mall.



Figure 16 - (Open AI, chat gpt, 2025)



Figure 17 - (Open AI, chat gpt, 2025)



Figure 18 - (Open AI, chat gpt, 2025)



Figure 19 - (Open AI, chat gpt, 2025)



Figure 20 - (Open AI, chat gpt, 2025)

PHASEE 3 : INTIMATE DINNER IN THE SURSOCK PALACE

This mock-up highlights an intimate dinner curated to spark anticipation, while offering a close-up first look at the featured products



Figure 21 - (Open AI, chat gpt, 2025)



Figure 22 - (Open AI, chat gpt, 2025)

FOOD MENUE AND WINE LIST : IN PARTNERSHIP WITH BIOMASS

The curated food and wine menus showcase a rich culinary journey across the region, featuring dishes inspired by diverse Middle Eastern cuisines and wines sourced from local wineries, including a collaboration with an organic Lebanese producer. These examples reflect the authenticity and regional pride behind the event's gastronomic experience



Figure 23 - (Open AI, chat gpt, 2025)



Figure 25 - (Open AI, chat gpt, 2025)



Figure 24 - (Open AI, chat gpt, 2025)

PHASE 4 : LAUNCH PARTY - OTTOMAN BUILDING

These visuals offer a conceptual representation of the campaign's main event, providing a clear sense of the aesthetic, atmosphere, and presentation style envisioned for the experience



Figure 26 - (Open AI, chat gpt, 2025)



Figure 27 - (Open AI, chat gpt, 2025)



Figure 28 - (Open AI, chat gpt, 2025)

SPOTLIGHT ON THE EVENT :

These visuals outline the layout of the panelists, performances, food offerings, and user-generated content opportunities such as a photo booth and personalised embroidered designs

Figure 29- (Open AI, chat gpt, 2025)



Figure 30- (Open AI, chat gpt, 2025)



Figure 31 (Open AI, chat gpt, 2025)



Figure 32- (Open AI, chat gpt, 2025)



**PHASE 5:
THE POP UP
BAYT AL
بيت) HEKAYA
(الحكاية)**

These visuals illustrate the envisioned layout of the Bayt Al Hekaya (بيت الحكاية) pop-up shop and exhibition at the Sursock Museum. The design merges the aesthetics of Elie Saab and Sarah's Bag, incorporating interactive elements to attract and engage Gen Z consumers

Figure 34- (Open AI, chat gpt, 2025)



Figure 35- (Open AI, chat gpt, 2025)



Figure 36- (Open AI, chat gpt, 2025)





MOCK-UPS OF THE PROPOSED COLOUR SCHEME AND AESTHETICS:

Mock-ups of the proposed colour scheme and aesthetics, designed to ensure alignment and consistency across all partner and brand collaborations involved

Figure 38- (Open AI, chat gpt, 2025)



Figure 39- (Open AI, chat gpt, 2025)



Figure 40- (Open AI, chat gpt, 2025)

ELIE SAAB x SARAH'S BAG IMMERSIVE POP-UP

Inside Beirut's Sursock Palace, in partnership with the Sursock Museum, Blending Lebanese culture with modern storytelling, Showcasing luxury to a younger, digitally-engaged audience



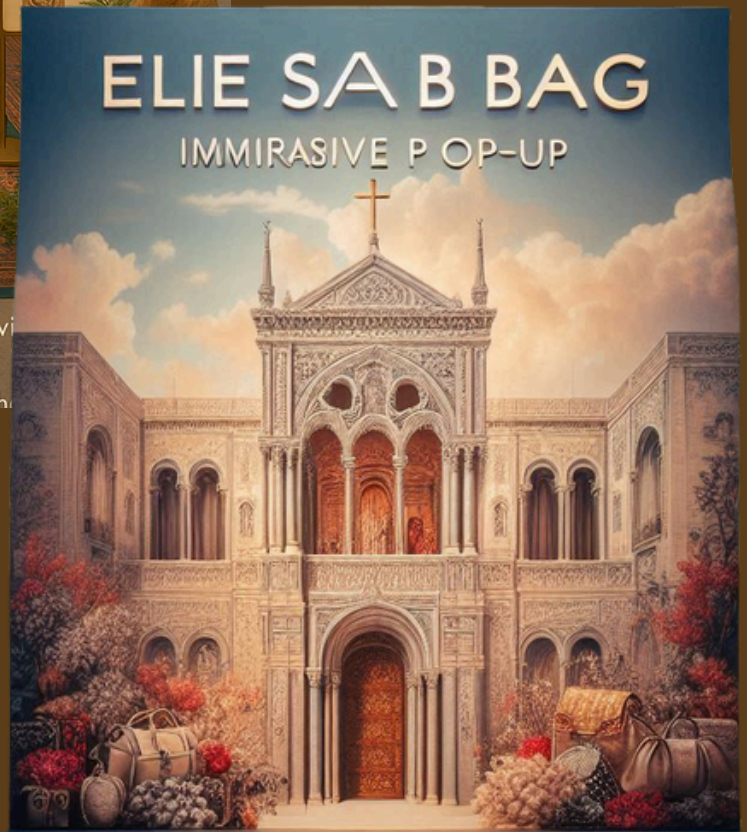
Inside Beirut's Sursock Palace, in partnership with the Sursock Museum.

Blending Lebanese culture with modern storytelling. Showcasing luxury to a younger, digitally-engaged audience

Figure 42- (Open AI, chat gpt, 2025)

THE PROMOTIONAL APPROACH FOR THE POP-UP:

Conceptual mock-ups of posters and Instagram invitations, were designed to drive pre-event anticipation, by maximise brand visibility, and building targeted awareness across key digital and physical touch points.



CONCEPT BY OPENAI
THE ELIE SAAB x SARAH'S BAG
 A conceptual rendering for the pop-up store, designed to drive pre-event anticipation, by maximise brand visibility, and building targeted awareness across key digital and physical touch points.

Figure 43- (Open AI, chat gpt, 2025)

BAYT AL HEKAYA

بيت الحكاية

PHOTO
BOOTH

#BaytAlHekaya

#ElieSaabXSarabsBag

Bayt Al Hekaya

بيت الحكاية



THE INTERACTIVE PHOTO BOOTH:

The interactive photo booth features a stylised backdrop inspired by Beirut's cityscape, encouraging visitors to capture Polaroid-style moments with friends. These images are designed for instant sharing across platforms such as TikTok and Instagram, driving UGC and expanding campaign reach

IMAGE REFERENCES

- Figure 1 - (Open AI, chat gpt, 2025) Create mock up of gen z students in AUB with the poster given . (Accessed: 1/5/2025)
- Figure 2 - (Open AI, chat gpt, 2025) Create mock up of gen z students in AUB interacting with the Elie Saab and Sarah's Bag poster . (Accessed: 1/5/2025)
- Figure 3 - (Open AI, chat gpt, 2025) Create mock up of gen z student winner taking over the @eliesaab.houseofstories instagram . (Accessed: 1/5/2025)
- Figure 4 - (Open AI, chat gpt, 2025) Create mock up of gen z student interacting with the campaign. (Accessed: 1/5/2025)
- Figure 5 - (Open AI, chat gpt, 2025) create a poster to send in a email list . (Accessed: 1/5/2025)
- Figure 6 - (Open AI, chat gpt, 2025) create poster with QR code. (Accessed: 1/5/2025)
- Figure 7 - (Open AI, chat gpt, 2025) create elyanna doing a brand deal . (Accessed: 1/5/2025)
- Figure 8 - (Open AI, chat gpt, 2025) create collaborated instagram post with Elie Saab and Sarah bags. (Accessed: 1/5/2025)
- Figure 9 - (Open AI, chat gpt, 2025) show a student takeover . (Accessed: 1/5/2025)
- Figure 10 - (Open AI, chat gpt, 2025) show mock of the website of the collab. (Accessed: 1/5/2025)
- Figure 11 - (Open AI, chat gpt, 2025) Show me 15 images of product mock ups of bags and t shirts for this collection. (Accessed: 1/5/2025)
- Figure 12 - (Open AI, chat gpt, 2025) zoom in on this for a more in depth look. (Accessed: 1/5/2025)
- Figure 13 - (Open AI, chat gpt, 2025) present a look book for these products. (Accessed: 1/5/2025)
- Figure 14 - (Open AI, chat gpt, 2025) show me what an interactive experience for this campaign in Riyhad Mall would look like. (Accessed: 1/5/2025)
- Figure 15 - (Open AI, chat gpt, 2025) show me what an interactive experience for this campaign in Dubai Mall would look like, with speakers talking about thier stories on the screen (Accessed: 1/5/2025)
- Figure 16 - (Open AI, chat gpt, 2025) show me what an interactive experience for this campaign in Dubai Mall would look like. with visitors interacting (Accessed: 1/5/2025)
- Figure 17 - (Open AI, chat gpt, 2025) show me what an interactive experience for this campaign in Dubai Mall would look like. with visitors interacting (Accessed: 1/5/2025)
- Figure 18 - (Open AI, chat gpt, 2025) Create an interactive experience of the sursock dinner including trying bags . (Accessed: 1/5/2025)
- Figure 19 - (Open AI, chat gpt, 2025) Create an interactive experience of the sursock dinner including networking . (Accessed: 1/5/2025)
- Figure 20 - (Open AI, chat gpt, 2025) Create an interactive experience of the sursock dinner including trying bags and guests talking . (Accessed: 1/5/2025)
- Figure 21 - (Open AI, chat gpt, 2025) Create a bio mass menus that shows food sourced from lebanon that . (Accessed: 1/5/2025)
- Figure 22 - (Open AI, chat gpt, 2025) following this, create a wine menue howing what regions and wineries its from . (Accessed: 1/5/2025)
- Figure 23 - (Open AI, chat gpt, 2025) show a mock up of the main event - including all gen z interacting nd over the sunset . (Accessed: 1/5/2025)
- Figure 24 - (Open AI, chat gpt, 2025) show a mock up of the main event - including all gen z interacting and over the sunset and lookign at products . (Accessed: 1/5/2025)
- Figure 25 - (Open AI, chat gpt, 2025) make the interactive Photo Booth . (Accessed: 1/5/2025)
- Figure 26 - (Open AI, chat gpt, 2025) show a mock up of the main event, where the performances will happen. (Accessed: 1/5/2025)
- Figure 27 - (Open AI, chat gpt, 2025) show gens interacting with the Photo Booth . (Accessed: 1/5/2025)
- Figure 28 - (Open AI, chat gpt, 2025) show a mock up of the main event - show a mock up of the food that will be offered, traditional food by biomass (Accessed: 1/5/2025)
- Figure 29 - (Open AI, chat gpt, 2025) show a mock up of the main event - including the panelists and sunset . (Accessed: 1/5/2025)
- Figure 30 - (Open AI, chat gpt, 2025) show a mock up of the proposed embroidery name (Accessed: 1/5/2025)
- Figure 31 - (Open AI, chat gpt, 2025) show a mock up of the hand worked embroidery. (Accessed: 1/5/2025)
- Figure 32 - (Open AI, chat gpt, 2025) show guests interacting with the embroidery stand. (Accessed: 1/5/2025)
- Figure 33 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 34 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 35 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up lay out of the products with gen z . (Accessed: 1/5/2025)
- Figure 36 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up lay out of the products with gen z . (Accessed: 1/5/2025)
- Figure 37 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 38 - (Open AI, chat gpt, 2025) show the colour palette for the pop up . (Accessed: 1/5/2025)
- Figure 39 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 40 - (Open AI, chat gpt, 2025) show mock up of how the sursock palace with incorporate the elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 41 - (Open AI, chat gpt, 2025) show mock up of a instagram promotion for the sursock palace, elie saab diffusion line pop up . (Accessed: 1/5/2025)
- Figure 42 - (Open AI, chat gpt, 2025) show mock up of a promotion poster for the the elie saab diffusion line pop up in the sursock palace. (Accessed: 1/5/2025)
- Figure 43 - (Open AI, chat gpt, 2025) show mock up of a billboard sign for the elie saab diffusion line pop up in the sursock palace . (Accessed: 1/5/2025)
- Figure 44 - (Open AI, chat gpt, 2025) show mock up of the Photo Booth with Lebanese influence for the elie saab diffusion line pop up in the sursock palace . (Accessed: 1/5/2025)
- Figure 45 - (Open AI, chat gpt, 2025) show mock up of the pictures from the Photo Booth , including the products for the elie saab diffusion line pop up in the sursock palace . (Accessed: 1/5/2025)