

Meet Fidelverta, the lady behind the Lebanese Successful Brand.

The Lebanese Clothing Brand, FidelVerta, is named after Fidelverta Saade Saba, a Lebanese successful entrepreneur who made it all the way to become one of the best-selling retailers in the world of men fashion in Lebanon.

1- Who are you and what drives you in life?

"You can have anything you want in life if you dress for it." — Edith Head.

"Fashion is about dressing according to what's fashionable. Style is more about being yourself."
The great Oscar de la Renta once said.

Having always had a Passion for Fashion, I used to wonder as a teenager what best suited me and which colors can reflect my true Identity... This is why, I decided to look for the answers myself and go where my passion can lead me.

2- How do you introduce Yourself?

Coming from a Spanish-Lebanese background, I have always had the best of both cultures: *The Lebanese-Oriental from one side, and the Latino from another; and this is reflected in my style, look and feel.*

Fashion design to me is not a job, not a task, and not even a profession: It's a passion! And because I know that a passion alone is not enough to become professional, I studied the art of design and fashion.

3- What is your slogan?

"It's all about Love & Care"

Every chapter in my life was marked by an experience. Over the last decade I worked in the medical field where I dealt with patients and provided them care and love. These values will always remain when working in the fashion industry.

4- How did you End up doing what you're doing today? Tell us more about your journey.

Believing that great work requires good marketing, I have accumulated an experience in that field with the internationally renowned company "Sanofi" where I was granted in 2017 the *Trade and Marketing Award* by that company.

Working as a marketing executive, I have managed to benefit from the 40 years of experience of our family business to create Our brand name "Fidelverta".

Expert in men fashion, my life partner and I traveled to many cities in the world including Italy where we attended an exclusive fashion exhibition in Italy - *Pitti Uomo*- where we discovered everything related to men clothing and the newest trends in the domain. In *Milano-Unica* exhibition, we discovered the latest in men fabric and textile.

Inspired by this "four decade experience in the world of men fashion"; I've taken another challenge which is to expand my knowledge in image consultancy and with *E-Scolis-Paris* I found what I was looking for. At "*Esmod (USJ)* I continued my courses in men fashion and design.

From the capital of fashion Paris to the country of Elegance in Italy arriving to the royalty of Grand Britain, I pursued my studies in Advanced Image Consultancy & presence at the ***London Image Institute*** where I learned the art of image consultancy and *Etiquette*.

As a professional image consultant I became a member at the Association of Image Consultants International (AICI) and with its president: *Ferial Wakim*, I took several courses on how to become a professional image consultant in fashion.

I believe that first impressions are of high importance. Thus, I want to create a positive and memorable first impression to all my clients for All their Occasions.

5- What message do you have for men who want to deal with you?

"Guiding you to a better version you"

My role as a Fashion consultant & Designer is to save your time and effort in order to get the desired result.

In life, you never get a second chance to make a first impression, this is why the first impression should be the best one you can have.