

19.52x24.76	1/2	עמוד 82	אטמוספירה - אנגלית	31/05/2016	53516211-4
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## Fashion Design



# Always Looking Ahead

Beyonce scorched the Grammy Awards stage wearing a dress from Inbal Dror's Spring 2016 collection, and Dror also designed one of the dresses for Bar Refaeli's wedding. But Dror doesn't see those at the peaks of her career, and continues to march forward / **Sharon Ben-David**

Though she's not yet 40, Inbal Dror rules over a fashion empire. Despite that, she still lives in Ashdod, the city where she was born, and doesn't forfeit quality time with her husband and two children. She broke through onto the international fashion stage with a dress she designed for her 2012 collection. "It's a genuine best seller, classic with a unique back. It has delicacy and elegance, modernity too, and women really

love it. Foreign stars have bought the dress and been photographed in it, and I began getting requests by email and on the social networks," she says. Dror made her way to the top through her own hard work and lots of talent. After studying fashion at the **Shenkar** College of Engineering and Design in Tel Aviv and graduating with honors, she spent three years interning at megadesigner Roberto

Cavalli's fashion house in Italy. On her return home, she designed wedding dresses from her parents' home in Ashdod, winning great popularity due to her unique style. Today Inbal Dror Haute Couture has 100 employees in Israel and abroad and her collection of evening and bridal dresses is sold in more than 75 leading bridal salons and boutiques around the world. In 2014, Vogue France chose Dror as one of the



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▶▶▶ world's 10 top fashion designers. And Vogue in the U.S. selected a dress from her 2015 collection as one of the top 15 unconventional bridal looks.

### Inspiration from everything

Dror draws inspiration for the variety and richness that characterize her dresses from many sources, including previous centuries and the history of art and fashion. "I'm inspired by everything. Last year I found an old crown in a Paris vintage market. I went back several times because it was too expensive, but finally decided to buy it and developed an entire collection from it," she says. Two things inspired her 2016 collection of bridal and evening dresses: New York City and the world of masculine

fashion. The colors range from cream, vanilla and champagne to coal gray, and the luxurious fabrics are combined with laser cuts and rich embroidery. The dresses have a dreamy look that combines classic and modern, but are still clearly wedding dresses. "My dresses seem traditional, as wedding dresses are supposed to be, and are very light and pleasant to wear. On the other hand, there's something punk in them, a kind of kick, just like me." Dror is currently working on sketches for dresses for Beyoncé, but doesn't see that as the pinnacle of success. "Certainly I was happy when Beyoncé chose one of my dresses for the Grammys. I'm sure she had many offers, and she liked mine. But peaks can only be seen if you look back, and I never stop. I'm always moving forward." ➔