



Moulham Obid

PHI
COLLECTION

2017

Moulham Obid's 2017 Couture Collection focusses on how numbers create and influence space. Geometry differs between mathematical fact and symbolical value.

The myth of the GOLDEN CUT - the perfect equation - can be found in arithmetic, geometry, astronomy, art, music and even nature itself. Leonardo Da Vinci has been known to work according to this rule of divine proportion centuries ago: "The Sectio Aurea (lat.) is the eternal foundation to universal perfection". That is the reason why the young Designer has chosen this theme for his first collection. As a result of his success he won the Austrian Fashion Talent Award 2017 sponsored by Austria's leading Diva Fashion Magazine.

Moulham Obid's imaginative and skillfully crafted creations made of the finest textiles included a handmade tulle coat that was the most publicly acclaimed item.

Mastering the transition of the applied laws of the golden ratio to the cuts and patterns was the challenge for the Bachelor of arts. He himself made these extraordinary fashion garments including all hand embroidery and the elaborate couture techniques which he has acquired in his education at Vienna's Fashion college Herbststrasse. The viewer can admire his unique execution of the secrets of harmonic forms.













































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Photography: Vrinda Jelinek
Models: Nina, Victoria & Malina
Hair and Make-Up: Yolanda Dohr

Special Thanks to Dennis and Nabil

dedicated to my grandmother.