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In the Madame Rêve workshop a vintage earring is reworked into the centerpiece of a beautiful bracelet, a brooch is welded into a modern setting and dangles from a striking necklace and custom made pieces for clients incorporate their own heirlooms in these hand-crafted accessories that are both unique and simply fabulous.

Created by vivacious duo Hala Mouzannar and Lina Chamaa, Madame Rêve specializes in vintage jewelry pieces that are reworked with modern settings and embellishments – a perfectly executed concept that has proved both beautiful and popular.

Madame Rêve



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The vintage pieces the duo uses are sourced mainly in New York and London, but their reworked accessories are sold at several high-end locations across the world from Madame Bugali in Valencia, Spain to 10 Corso Como in Seoul, Korea and the house of all things fabulous that is Holt Renfrew in Toronto, Canada. And as of December 9th the design house will have a permanent location in Beirut with the opening of a namesake atelier at the end of Gouraud Street in Gemmayzeh.

The idea that crystallized into Madame Rêve began with a trip to London five years ago, where





Mouzannar and Chamaa perused 30 or 40 vintage stores and brought a meticulously selected collection of vintage beaded evening gowns, accessories and bags back to Beirut. They reshaped a few pieces, reworked others and kept a handful exactly as they were, launching the collection with a dramatic affair at BO 18.



“Our idea was to add value to the Middle Eastern woman’s wardrobe by introducing the concept of vintage as an item of value. A lot had no idea what it was, only very few had been exposed to vintage items,” said Chamaa. “Our role was to educate them by telling them that although this product had been used, it is of great value because it is vintage, because it is a hand-made item, because it is unique, because it is irreplaceable. People were hesitant and a bit apprehensive.”

As the country's fashionistas slowly developed a taste for vintage, the Madame Rêve creators simultaneously re-developed their concept, moving from clothing to jewelry, accessories and most recently, bags.



As Chamaa explains it, "vintage clothing has size and fit limitations. Although the fabrics are now being reproduced among most designers, as well as the style, for us to alter a nice piece was heartbreaking. So we decided to get into accessories where we get a vintage brooch or bag or button and use it along with modern material and create a unique piece with an authentic vintage piece."

While the end products are certainly unique, they are also undoubtedly fabulous.