

Ibrahim Ibrahim

Ibrahim is the Managing Director of Portland Design, a leading strategic branding and retail design business focused on “future readiness”.

Through Portland, Ibrahim works on a broad range of projects including retail, F&B, consumer brands, shopping centres, airports, train stations, mixed use developments and urban regeneration.

His understanding of consumers’ relationships with brands, and their engagement with branded physical and digital environments, lies at the heart of his work.

Ibrahim originally trained as an aeronautical engineer and is a post graduate of the Royal College of Art and Imperial College London and a Fellow of the Royal Society of Arts. He is a regular speaker at conferences and a frequent contributor to journals and trade press. He has written regular pieces for The Economist ‘Insights’.

During his 32 years in design consultancy he has worked with clients globally including Mondelez, Nestle, Diageo, Bugaboo, Pernod Ricard, CNN, SSP, Heathrow Airport, Schiphol Airport, Dubai Airport, JFK, TfL, Inter Ikea, ECE, Corio, Hammerson, Mubadala, Nakheel, TDIC, JAFZA, Westfield, British Land, Coach, Lagadare, Welford, David Clulow, Selfridges, Harrods, Luxottica, Travelex, Arcadia, ADNOC.