

Babet McCall: The Visionary Creative Director Redefining Fashion Through Mursemed

MURSEMED

London, United Kingdom Oct 15, 2025 ([IssueWire.com](https://www.IssueWire.com)) - In the heart of London's creative renaissance, **Babet McCall**, the Creative Director of Mursemed, stands as a compelling new voice in fashion and beauty innovation. With her leadership, Mursemed will evolve into a multidisciplinary house that merges couture artistry with modern cosmetic science — redefining what it means to create with purpose, luxury, and conscience.

Where Fashion Meets Function: The Mursemed Ethos

At Mursemed, McCall has established a design philosophy that extends beyond aesthetics — one that champions sustainability, craftsmanship, and sensory storytelling. Each product and concept under her direction embodies an artful balance between scientific precision and poetic expression.

From the sculptural silhouettes of her couture pieces to the clean formulations of Mursemed's skincare innovations like LUMÉRA, and the COMMENCE fashion collection, McCall's creative hand bridges two worlds: the tactile and the transcendent.

"Design isn't only about what you see — it's about what you feel," says McCall. "At Mursemed, every product tells a story, every curve and composition holds intention. We design for the spirit as much as the skin." - **Babet McCall**

A Cross-Disciplinary Legacy

With a background spanning textile development, fashion design, and luxury product innovation, McCall has positioned Mursemed as a creative force at the intersection of couture and conscious beauty. Her collaborative projects — from textile experimentation with global fabric artisans to the artful creation of healing skincare lines — embody a new generation of holistic luxury.

Under her creative direction, Mursemed's portfolio plansto expanded into a distinctive ecosystem: couture fashion, botanical skincare, and sensorial beauty routines — all rooted in a philosophy of refined healing and emotional design.

About Mursemed

Founded in London, Mursemed is a forward-thinking fashion and beauty company uniting art, science, and sustainability. The brand's mission is to craft emotionally intelligent design experiences through high-performance cosmetics and haute couture. Mursemed's product portfolio includes the LUMÉRA radiant body elixir, — being developed with a commitment to clean, luxury-grade ingredients and The [COMMENCE](#) fashion collection of Mursemed timeless artistry.

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