

NICHE

A portrait of Mohamed Emad, a man with a grey beard and glasses, wearing a grey suit, white shirt, and dark tie. He is looking directly at the camera with a slight smile. The background is a solid dark grey.

MOHAMED EMAD

The Maestro Of
Dental Industry

Whity is far
from being just
a dental clinic!
The story
behind the big
dream

Summer 2022

Egypt's hottest
exclusives
spotted

Luxury Lifestyle



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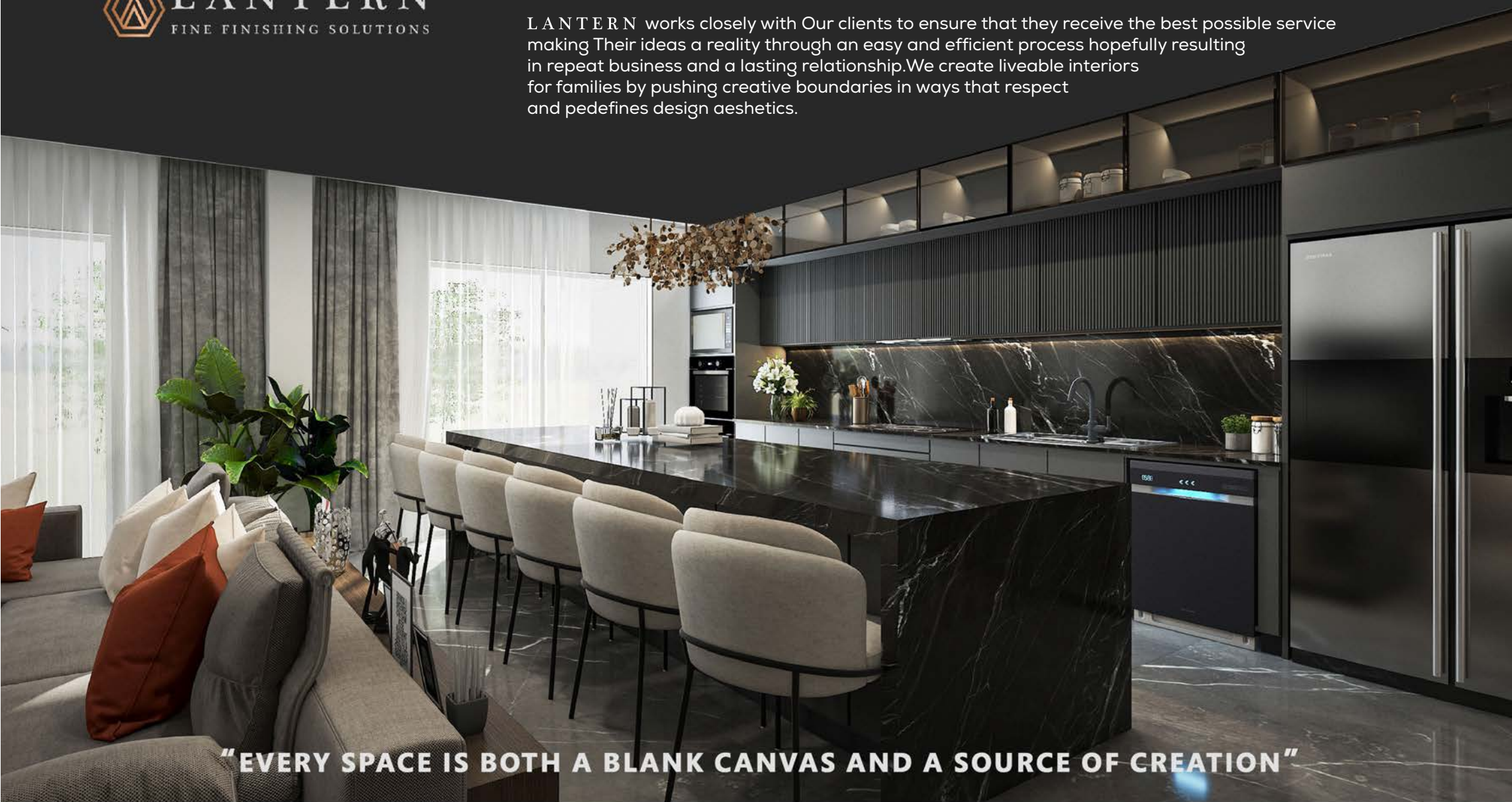


الجوهرة
السيراميك البورسلين



LANTERN is an architectural design and execution company based in alexandria and cairo, Specialized in interior designs and Architectural fine solutions , We also offer high quality landscape, furniture designs and execution.We aim to make our clients proud, both of their newly-enhanced space, as well as in how we make it happen ,actively seeking to optimize our environmental, production and design processes.

LANTERN works closely with Our clients to ensure that they receive the best possible service making Their ideas a reality through an easy and efficient process hopefully resulting in repeat business and a lasting relationship.We create liveable interiors for families by pushing creative boundaries in ways that respect and pedefines design aeshetics.



"EVERY SPACE IS BOTH A BLANK CANVAS AND A SOURCE OF CREATION"



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Engineer Mohamed El Haddad

occupies an advanced position on the list of the most successful entrepreneurs in Egypt and the Middle East. Being a descendant of a humble background, he pursued his passion in the field of construction early in his career.

Since 2011, Eng. Haddad has managed to successfully create and run a group of leading sister companies under the name MHG, which provide services in the fields of regional engineering, construction, and electromechanical services. This enables the group to offer a flawless workflow with optimum and premium results.

Sustainability is another aspect that the group considers when constructing buildings that utilise state-of-the-art technologies in the field of construction; these advanced technologies help create modern, reliable, and self-sustaining structures that prioritise security, safety, and comfort as well as protect the environment.

El Haddad companies are famous for their superior portfolio in the fields of military, residential, administrative, banking, medical, and commercial construction. El Haddad group aims to add value to the community and establish modern, sustainable cities locally, in addition to expanding our values and vision worldwide.



urbnlanes
DEVELOPMENTS

EMEEL
ABDALLA
INVESTMENTS

LEVELS, WHERE ART MEETS ARCHITECTURE

Urbnlanes, the real estate development agent of Kuwaiti "**First Group Investments**", member of "**Emeel Abdallah Investments**", launches its first of multiple projects in Egypt in the field of development, "Levels Business Tower". The tower is located in NAC's downtown, offering different types of units such as administrative, commercial, and hotel apartments.

The company penetrated the Egyptian market with a vision of setting a new benchmark in the field of real estate development. They aim to inspire the world through buildings that not only reflect technicality but also mirror and refer to our community, while also creating a state of diversity that would attract different clients and global investments to the Egyptian market, which aligns with the unprecedented urban development that Egypt is witnessing now.



By providing a luxurious real estate product with all the services that would come to mind, and while presenting a healthy work environment, and maintaining the trust and credibility that the group gained during its years of work in Kuwait and Egypt, over 100 projects have been built and developed, including 34 high-rise buildings.

Eng. Fadi Abdullah, CEO of Urbnlanes, says that "Levels Business Tower" is the first project of Urbnlanes and is part of a strategic plan that includes launching three projects with a total investment of EGP 10 billion during 2022 assuring that his company is following international standards when it comes to executing each project as well as prioritising its clients' needs and demands. This is why Eng. Mohamed Hafez CEO of "Hafez Consultant" and Eng. Francesco Anzolin CEO of "Whitespace Architects" were selected to work hand in hand on the project's design.

In addition to the company's expansion strategy, two mixed-use projects will be offered in an ideal location in the Northern 90th and the Southern 90th in New Cairo.



levels[®]
Business
Tower

Amun Starr Promotes Egyptian Culture & Tourism

THROUGH MUSIC, PHOTOGRAPHY & FASHION

The award-winning artist recently appeared on every news channel in the Middle East after shooting her music videos in several historical landmarks in Egypt, including the Great Pyramids of Giza, Nefertiti and Nefertari tomb.

April 23rd, 2022: Amun Starr is making good on her promise to promote Egyptian culture and tourism through music, photography, and fashion.

The multitalented artist was recently the centre of attention in the Middle East after appearing on major television news stations, thanks to her new music videos which were shot in ancient Egyptian landmarks, many of which have restricted access. Amun Starr, who dresses her modern music with ancient language underneath as a frequency, has received several humanitarian awards from Egypt, in recognition of her sterling work that presents the country as a safe and beautiful place to visit.

In addition to winning the Hollywood Music Award in 2019 for a vocal produced in Egypt, Amun Starr is now the first and only recording artist to make music videos inside the great Pyramids of Giza. The music videos contained footage from sacred landmarks including the Great Pyramids of Giza, Nefertiti, and Nefertari tomb, The Black Pyramids of Dashur, Karnak Temple, Champollion Palace, and the Saqqara Pyramids.

Speaking on challenges faced in the course of her journey, the amazing musician says while she has been blessed with a somewhat smooth and joyful ride, her biggest challenge has however been making progress in a male-dominated and governed industry.

"To be honest we are our own obstacles. Challenges happen no matter what, but for me, I didn't know any Arabic before I came to Egypt and for some reason, I could still understand everyone. I can't really say it has been a challenge because music is communicating but at a higher level. The biggest challenge is always about making music in a man's world. I had to learn how to express myself in a way that was heard. It had to be earned."

The self-proclaimed Queen of Egypt is also a talented author, and recently published a book titled The Ka Method which highlights her experiences and how they reflect on ancient Egyptian culture and mentality. Currently, Amun Starr is working with a Multi-platinum producer to make additions to her new collection of songs scheduled for a summer release. The Queen of Egypt also has some really Amazing live shows coming up and is expected to open a show for John Legend in North Coast, Egypt.

Anyone interested in checking out her amazing songs and videos can reach out to Amun Starr via the contact info below.

Spotify: Amun Starr | **Soundcloud:** Amun Starr | **Instagram:** @amunstarr



COVER STORY

The summer issue 2022 cover features a great entity depicting a sharp-edged dentist. The maestro of dental industry, Mohamed Emad, is this season's hottest discovery! He is constantly striving to raise the bar for dental standards and to be the first to implement all new information and technologies from around the world at his clinic. The person's inner drive to success and experience leads to an amazing reputation, and that's exactly what happened with

Dr. Mohamed Emad.



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Be LETTER

Dear Readers,

Be Happy! Life has a million reasons to smile, and among them are summer, warmth, travelling, and beauty. I would like to seize an opportunity in this issue to highlight that even self-development genuinely makes you happy! And that's BeBrand's vision: to create and develop the world's happiest client ever. When you begin to put your attention on self-improvement and your passions, you will start to experience tangible happiness, which is a sense of calm and gratitude that comes from within. The happiest people in the world treat themselves well and spend their days working to make the greatest advancements. We want to remind you that Niche and BeBrand are always open to new ideas, travel, pleasure, and development.

Nady Ghaly





DR. OMAR EL-DIDI
D E N T A L C L I N I C

Omar El Didi Dental Clinics is a medical institution that has been functioning since 2010 and have performed over 10000 oral and aesthetic dental surgeries in addition to being ISO certified 9001/2015 and GCR certified. They don't just offer a wide range of oral cosmetics, surgeries and treatments, as well as implants yet they introduce a new era of dental practices that attracts patients worldwide making them pioneers in dental tourism.

Founder & Dentist, Dr. Omar has been in practice for over twelve years driven to provide the highest quality of care and treatment for his patients. He is constantly expanding his knowledge to ensure his skills and qualities remain up-to-date and that's what makes his dental clinic classified among the top dental clinics competing with the international standards. They have a vision by 2030 to be among the top 10 dental institutes in the Middle East.

INTERNATIONAL DENTAL CARE EXPERTISE



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M Ō M O C H I

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SQUISHY FLUFFY MOCHI INTRODUCED AS
MOMOCHI
by Omar Khattab

Being an entrepreneur has been his dream since childhood! Omar, the sixteen-year old passionate cook, seemed to enjoy his grandmother's kitchen really early; they created delectable recipes until he became the youngest food critic. Many hope to start a venture someday, some make plans, but only a few manage to hit it out of the park. What's even more difficult is the talent to impress and convince an investor; especially he's your father! At first, Ahmed Khattab, Omar's father, opposed the idea being a realistic marketing expert who judged over the limited resources, but that only fired Omar up to launch the page, brand identity, and logo on his own. Through his parents' support and his determination to have his name recalled with a renowned brand that's new to us, the young chef was the first ever to bring the Japanese Mochi Ice-cream to Egypt as "Momochi" in late 2020.

It's Deliverable !

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Mall of Arabia, Gate 19



momochi



HOW DID YOU START IT ALL AT A YOUNG AGE?

During the Corona quarantine, I decided that now was the time to peruse my dream and establish my own product. I did some research and thought of the Boba, but after discovering it's already in Egypt, I chose the Mochi. I did multiple trials till I reached the most attractive home-prepared formula. We had no clear plan at that time but to fulfil the orders rushing from our friends' recommendations. Cool food reviewers also liked my Momochi, and their reviews boosted my account from 200 followers to 3000 plus organically in one night! We figured that since it's now a family business, it's time to expand the team to satisfy the hail of orders on the pipe.

WHAT IS MOCHI?

A Mochi dough is made of steamed glutinous rice and is prepared traditionally to have different kinds of fillings. We chose ice-cream for its various flavours, appealing to everyone.

WHAT MAKES MOMOCHI INTERESTING?

It's fresh and new! We've just celebrated our one year anniversary as it was officially established on May 27 last year. Momochi started as an individual business then was transformed into family. It's handmade, created from scratch, and takes around two to four hours to prepare. And finally – I know it's cheesy, but it's made with love!

AND FINALLY WHO DO YOU OWE YOUR SUCCESS TO?

We wouldn't have come so far without my mom & dad, Eng. Amgad khattab, Eng. Ahmed Shawky &, Kamal Moufid.





VANITY LIES IN THE EYES OF TAWOOS

AMIRA TAWOOS is an Egyptian leading consultant dermatologist and expert in aesthetic medicine.

She masters helping women find confidence through her refined and natural-looking aesthetic technologies. Dr. Amira Salem Tawoos is an assistant professor of dermatopathology at Zagazig University, a New York University colleague (Bellevue and Tisch hospitals), a speaker in several international and national cosmetic conferences and trainer for many international cosmeceutical companies. Dr. Amira's meticulous techniques leave no bruising or scars, and allow for a short recovery time. Although she has been well experienced for over 15 years in all areas of aesthetic beauty treatments and skin care advancements, she is known for her signature "natural-looking treatments" and for being a pioneer in filler injection, thread lifting, regenerative medicine, fractional laser therapy, and vaginal rejuvenation. Dr. Amira is an unapologetic perfectionist who demands only the best possible results and an unparalleled experience for her patients. She maintains her good reputation by being on track with the latest technologies and advancements, and focusing on academic research and publications, ensuring the safety of long-term procedures.

WHY DID YOU CHOOSE THIS CAREER?

I have a clear mission of empowering women to stay youthful and young to cope with this era's requirements of being active and staying in business at a late age. A woman's self-esteem is a great part of her success, and so ageing leads to drastic changes to the body where you may feel incapable of following up with today's life needs,, exposure in careers and daily activities.

WHEN SHOULD A WOMAN START HER ANTI-AGING SKIN TREATMENT?

The earlier the better in order to have full control and stand against the ageing features, so mid-thirties would be a perfect age to begin with consideration to every case's specialty, of course. In addition, women who have had bariatric surgery or lost weight frequently require face-lifting and enhancement sessions to regain their healthy facial appearance.

HOW DO YOU BALANCE THE QUALITY AND BUDGET?

It's not the hardest equation ever when you think of it this way what we seek is results with quality, safety, and maintaining the natural look, and for that, we always advise to

avoid making changes unless it's a necessity, such as chin recidity, nose asymmetry, or facial asymmetry, but keeping the original face parameters.

WHAT IS THE MOST IMPORTANT SUCCESS FACTOR AT TAWOOS CLINIC?

Setting expectations to receive the optimal satisfying results for the clients and explaining the case clearly with time tracking for the enhancements and results.

DREADFUL RESULTS ARE EVERYONE'S BIGGEST FEAR FROM FILLERS OR AESTHETIC TREATMENTS. HOW DO YOU GUARANTEE A NATURAL LOOK? IS IT POSSIBLE?

Well, first you have to go with subtle treatments, have a good eye, and work with the patients because they may ask to do changes that doesn't suit them, so what we do is stage the treatment into two or three parts. We do it gradually, examining how the body reacts. From experience and having been in the field for years, I can get an indication of how the body will respond to my treatment and which type would be most suitable.



@TAWOOSCLINIC
@AMIRATAWOOS

AHMED NEGM

*THE
RENOWNED
ENT CONSULTANT,
IS EVERY CELEBRITY'S
GO-TO*



a name that has always been associated with a lot of celebrities like Tamer Hosny, Amir Karara, Samira Saeed, Omar Khairat and more from the elite community, gives us an in-depth look into the making of his prominent name.

Ahmed Negm's name is usually associated with top celebrities, but isn't limited to it. His father, the previously renowned OGBYN taught him that being a doctor has its moral responsibilities. In honour of his great father, he never declines a patient, whether he can afford his services or not.

His success was never a coincidence. Coming from a family of doctors and researchers, he developed his passion for knowledge and helping those in need. Following in the footsteps of his siblings, he graduated with high honours and completed his residency at the university hospital with excellency. Becoming a faculty member made him dedicated to learning from his professors, not only that but also to passing on this knowledge, being now a professor himself.

Medical life would be too much for anyone, but Negm was never single-handed. He contributed to medical market research and conference management, especially annual ones that were "Mark Your Calendar" kinds of events. He was one of the first to come up with the "poly-clinic" concept, as well as an online system. A multidisciplinary approach ensures nothing pertinent to the diagnosis and treatment of his patients gets missed.

Throughout the years, Negm has always been on a quest to find the best for his patients. People say he must have a secret because of the completely different surgical experience his patients always claim. Indeed, he has two key ingredients: compassion and passion. Compassion towards his dear patients and a passion for medicine. Not only was he a pioneer in using radio frequency coblation in his surgeries, but he became a moderator for it in the Middle East. He gets to teach his techniques and methods using this magical wand to his fellow colleagues and professors.

Ahmed Negm is a surgeon, a professor, and, above all, a humanitarian physician. "Negm" is his name, and a real star he is.



01020000028

Instagram: dr.ahmed_negm

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Sheikh Zayed Twin Towers, building D, 4th floor, clinic H.
New Cairo Medical Park Permier, City Clinic.

DON'T GO ON A DIET MAINTAIN A HEALTHY LIFESTYLE!

Dr. Riham Eliraky is your guide to not only a better shape but also a better health. She is a clinical and fitness Nutritionist with more than ten years experience in the medical field. Riham has dealt with thousands of cases achieving great transformations with athletes, children and adults and she's written several success stories with cases who suffer from medical issues, chronic diseases and eating disorders. Riham came to change the concept of Dieting by guiding her clients to a healthy lifestyle which affects positively their entire health, energy, mood, productivity and performance. She teaches them how to develop healthy habits, understand body composition and needs, set the proper portions and provide healthy alternatives to their cravings through new simple techniques and plans that let them love the healthy food and wonder why they haven't started this earlier!

**Your new success story begins now
with Dr. Riham.**

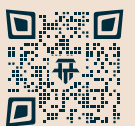
Phone: 01018060847 **Instagram:** dr.riham.eliraky





Teleb's world of design is

distinguished by a refined taste that not only reflects the user's taste but also narrates a story through every element displayed in space. Teleb's designs are a manifestation of all the art that surrounds us, including the art of living, nature, details, and even the art of relaxation, You are considered art, and in order to progress, you must inhabit a piece of yourself. Besides being great builders and having an honourable portfolio with prominent partners, Teleb balances an equation of beauty and functionality that manages to gain its partner's consent.



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HELLO SUMMER

Summer is finally here after what felt like an extremely long winter! Nothing beats the feeling of a new set of nails to level up all your summer outfits and overall summer looks.

Tarek Nail Center is ready with spectacular summer nail art and brand new nail polish collections.

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AMIR RAMSES

With his endless inquisitiveness and native talent as a visual storyteller, Amir Ramses is creating a remarkable biography for himself, one that will always be a wonderful subject in the realm of cinema art. After resigning from Gouna and with a decision to devote his time to film directing, Amir Ramses mentioned that it was difficult for him to decline Cairo International Film Festival director offer from Hussein Fahmy, the legendary actor and currently the CIFF president. "The charm, trust, and intelligence... I was flattered and also anxious, but you can't think twice when Hussien Fahmy is asking you to be his wingman. " Since the success of El Gouna Film Festival and having done amazing job there, CIFF is considered a different opportunity for Amir, being held for 44 years and internationally accredited by FIAPF. Amir intends to follow and highlight the identity of CIFF, keeping up with its success for the past ten years, especially under the supervision of Mohamed Hefzy and his team. Among the exquisite film selection, the current CIFF director is looking forward to presenting a lineup to look up to with fresh film discoveries and the strongest jury coming to Cairo. "We're currently in the final phase of negotiations with some of Europe's most acclaimed directors to have one of them on board."

Smart 43-year-old Amir Ramses is self-amusing and occasionally self-deprecating, yet justly proud of the journey he's made from the delicious entertainments of his youth to the kind of thoughtful quest movies that have marked his career. He may seem quiet, but there is about him a youthfulness...even a kind of innocence that is ineluctable, seen in the love he has for dogs, his passion for cooking, and spontaneousness. He is excited about the screening of his upcoming series, "Al Nazwa," or The Affair, starring Khaled El Nabawy and Aisha Bin Ali which will soon be available on Watchit. When asked how he made his decision to film directing, he said that after watching Alexandria Forever and Ever movie by his favourite, Youssef Chahine, it was clear to him that directing movies was a language of communication with the world, which he intelligently spoke.



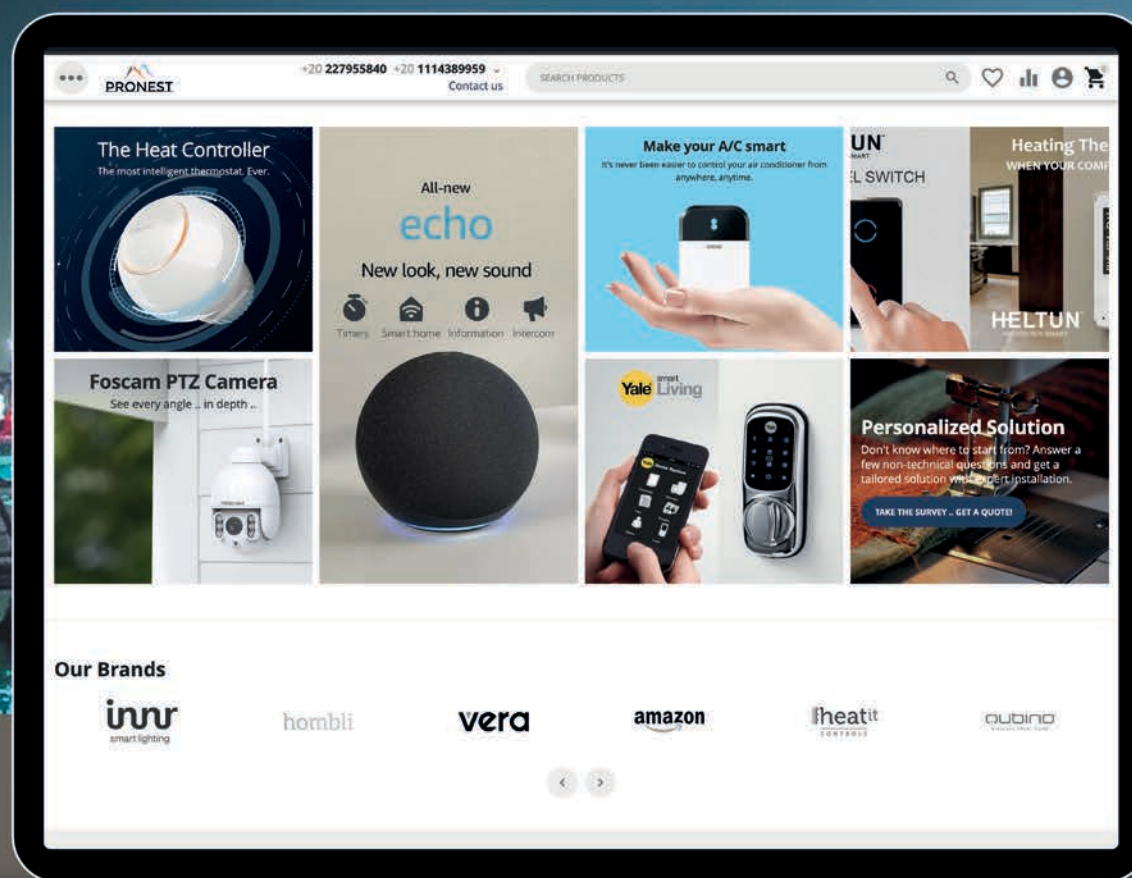
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begins with Savant, a global leader in premium home automation systems, providing smart solutions for homeowners to create experiences that match their lifestyle. Founded by telecommunications pioneer and visionary Robert Madonna, Savant redefines your experience at home with smart energy solutions, controlled with a single home app. The Savant user experience allows every customer to personalise their living and working experience from festive celebrations and entertainment, to enhanced safety and security, to automated lighting and shades, and now state-of-the-art energy management.

Today, your access to Savant systems is brought to you by Pronest, a local pioneer in home automation, responsible for overseeing the entire Savant ecosystem from provisions to installation and maintenance.



BROUGHT TO EGYPT BY  PRONEST





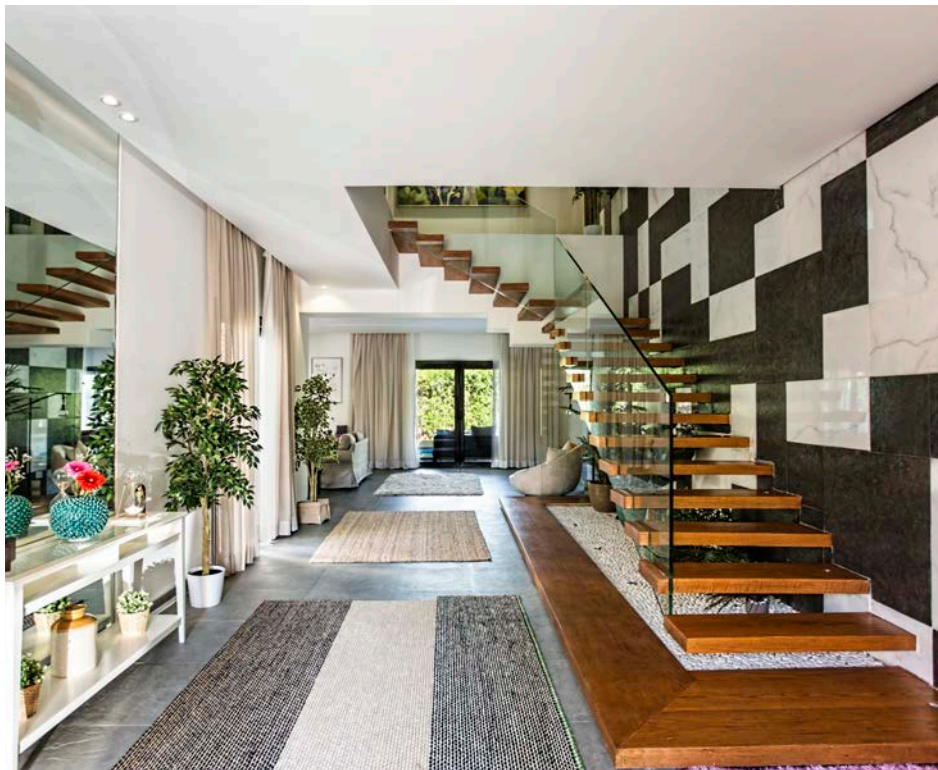
CASA

LA CASA
FURNITURE EXPO.

EGYPT'S BIGGEST FURNITURE FAIR

La Casa's 40th edition wowed visitors and exhibitors alike by combining diverse, impeccable collections of luxury furniture and space equipment for homes, offices, and outdoors.

Held at Egypt's International Exhibition Center, the flawlessly organised expo fueled the challenge and raised the bar for next year, leaving us on the edge of our seats for the upcoming 41st edition.



You've probably ran into one of GRID's commercially significant projects as they've been providing design, construction, fit-outs and turn-key solutions for a number of prestigious brands since their establishment in 2015. Specialized in various project types and scales, they create the perfect GRID through thinking, planning, innovating, and executing, gaining the satisfaction they seek from their clients and partners. Expect to do a lot of expressing and elaboration of your vision when embarking on a new project with GRID, as they care about nothing more than the heritage and aspirations of their clients' businesses.

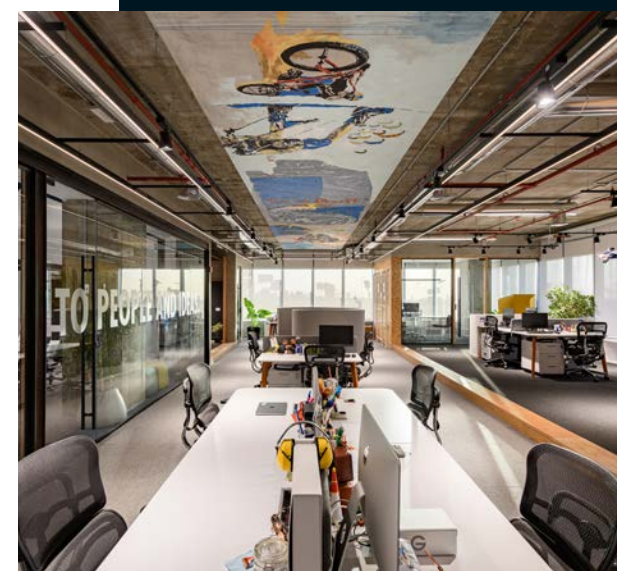
Grid Fine Finishes has managed to deliver more than 80 unique projects, working with more than 32 corporations, up to the international standards of finishing and design execution. Partners collaborate with GRID workplace consultants to create a healthy and sustainable workplace environment where people can thrive. They empower and support your processes with a considered workplace structure executed by experts. A team of conceptual thinkers race to construct a vision for your space that represents your brand, culture, and values, and they cater to a wide array of sectors, ranging from competent solutions in the commercial sector, to customised design executions in the residential and office sector, to extravagant solutions in the hospitality sector.



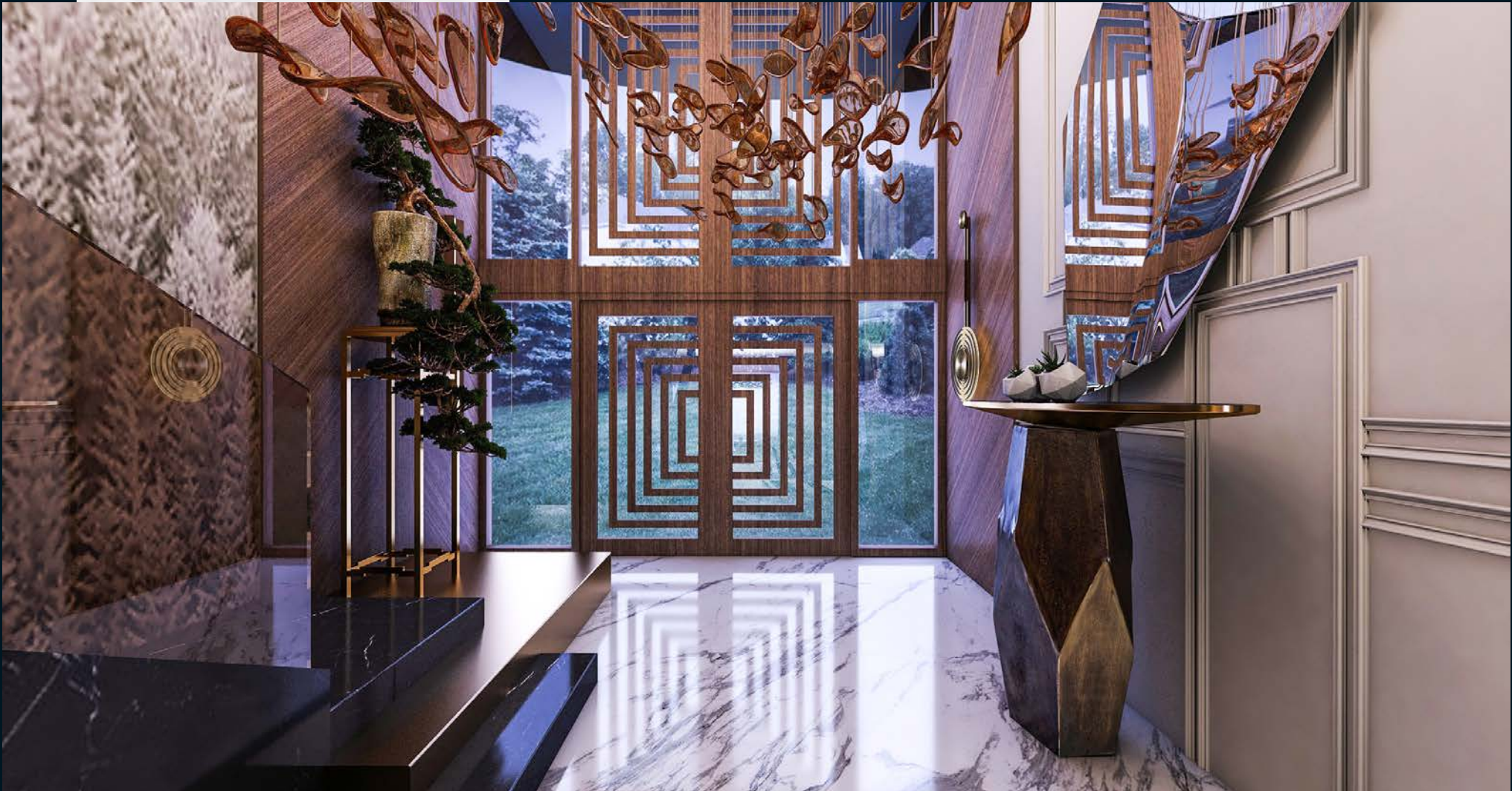


COMPLIANCE TO FINE FINISHING KNOW-HOWS

The founders, **Nabil Badr**, **Mohamed Selim**, **Mohamed Nouh**, **Aley Selim**, and **Mohamed Badr**, have diverse knowledge and backgrounds, resulting in a wide range of proposals and solutions that complement their distinct studies. Their team of professionals is constantly developing and growing to create what GFF is today, with a keen focus on details. They take pride in having worked in various fields at the international and national levels for the past +20 years, despite having different engineering specialisations. They manage their work by integrating their services to tailor and meet the needs and desires of their clients.



17 Mohamed Maraashly street, 5th Floor
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THE MERGE OF ART *And* ARCHITECTURE

- By Ollaya Said -

With more than 12 years' experience, the core strength of O designs is derived from an enthusiastic integrated team of consultants, interior designers, execution engineers, and, of course, architects that lie under the supervision of financial, technical, and quality administration.

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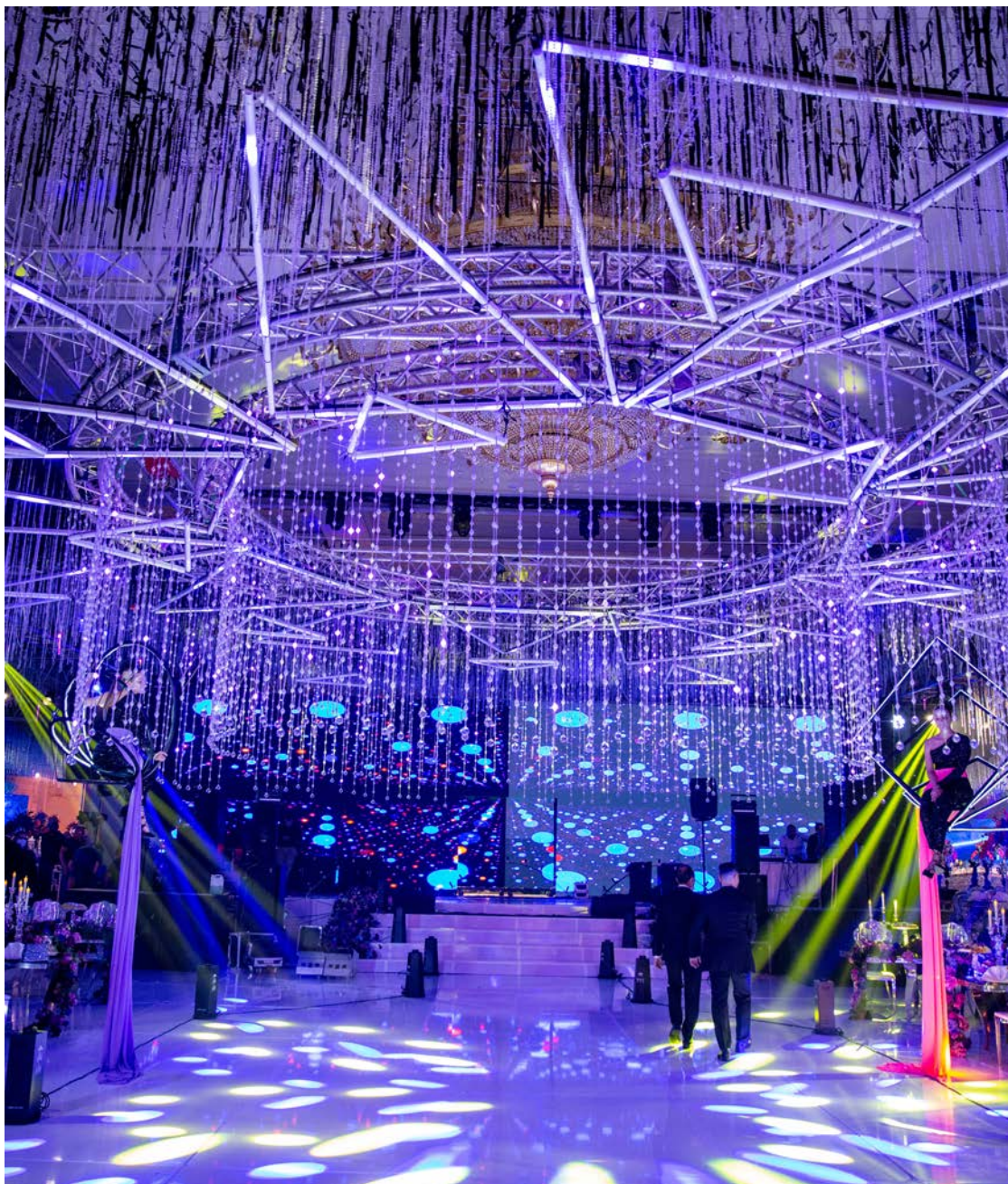
BY ENG. RABAB TURNS DREAMS INTO REALITY

by weaving a story into every thread of her events. She is the owner and managing director of "Rosa Flowers," a company that pioneered the field of event planning in Egypt and is a leading supplier of flowers and ornamental plants. She has mastered this business for over twenty-five years, creating magical, unforgettable experiences inspired by her father's fifty-year career in the same field, Mohamed Abd El Atti.

Having a great prestige, Eng. Rabab has designed and operated numerous mega weddings and imperative events held in the largest hotels inside and outside Cairo. Besides her business, she currently operates flower shops in a number of luxury hotels such as Marriott Cairo Hotel, Conrad Cairo Hotel and Al Masa Hotel.

IN 2019, SHE WAS AWARDED AS ONE OF THE "TOP 50 WOMEN AWARD" BY AMWAL AL GHAD MAGAZINE.

Some of the important events handled by Rosa Flowers include engagement and wedding parties of many leaders and highly ranked officers of The Egyptian Army. She also designs and prepares the decorations of wedding scenes in movies and TV series. She also organizes the Arab Satellite Channels Annual Festivals while handling parties and events held under the umbrella of "Tahia Misr", since its establishment.





BACK TO NATURE

AMD invited the inspirational power of nature indoors to create a welcoming and inviting space, highlighting the great influence of nature on our daily lives, which was the purpose of this design.

An artistic fusion of natural elements from raw materials and colours emanating from "Mother Nature" and their reflection on the interior space was highly implied by AMD in this design; the act that forces the user to be in direct contact with nature and be inspired when inhabiting this area.



The precise selection of texture and materials for the furniture reflects the function of the interior space, whether it is a public reception area, a private sitting room, or a dining room. Each space has a unique material that reflects its function and the level of comfort desired.



Facebook: [AMD.DesignFinishingHome](#) | Instagram: [amd.designfinishinghome](#)



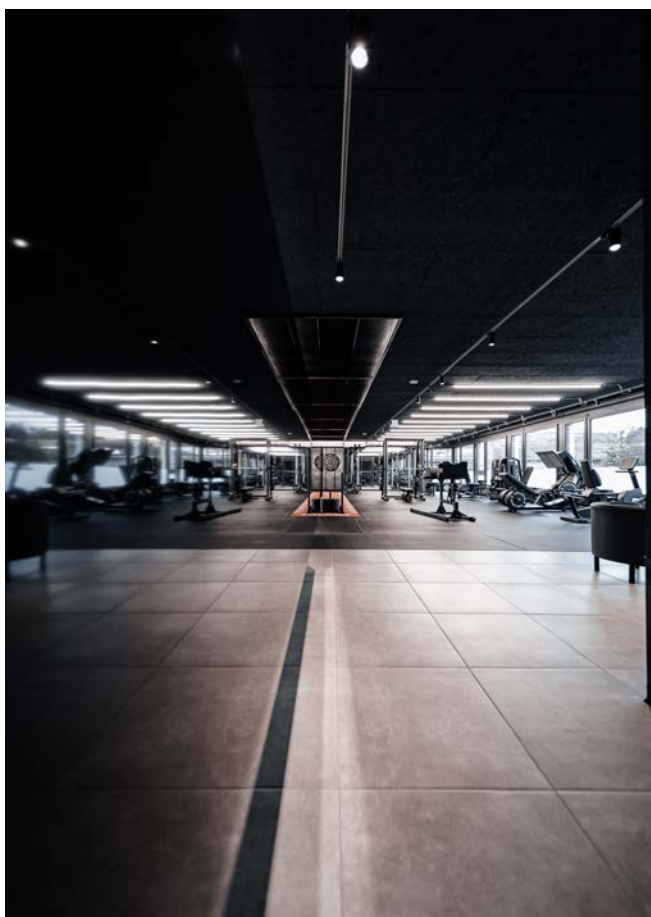
Cotton and linen fabrics contribute to a sense of warmth and comfort throughout the home. In addition, choosing the right lighting elements and incorporating them into the design helped to light the house in a way that accommodates the activity and movement of those who live in it.

HEALING YOUR INSIDE

The breathing sound of sunrise as well as the sense of freshness and energy was shown in the beauty and grandeur of this beautifully designed interior spaces by AMD. With minimal touches, the design nicely evokes energy and activity.

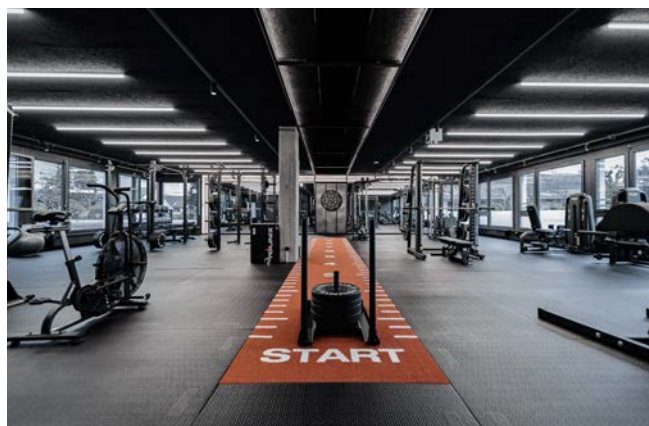
The choice of light colours stemming from the reflection of positive energy in the design elements helped in the emergence of inner beauty in the design. Interior shaping creates an inner movement by combining sharp shapes and curves, allowing people to feel the positive energy within the space.





T GLOSSY HE SPORT

Through their work in Switzerland and Egypt, Sanels understands space functionality and aligns it with the target group to support their client's business plan, playing the most important role in commercial interior design. In the project **Pleasure & Pain Health Club** in Zurich, Switzerland, Sanels synchronised the function identity with the target group class, achieving pleasing results.



The concrete walls, the metal grid element, as well as the raw wood pieces reflect the rough identity of the fitness activity. To highlight the luxury class of the target group, the glossy surface as well as the golden light vote have been integrated into the design to create a high contrast with the raw materials. Even the noise absorption has been taken care of by ceiling cladding with acoustic materials. All these factors served to enhance the space quality for a luxurious ambience. That's how space shines above its function and users, as guided by **Ayman Eldesoki**, Sanels' founder and CEO.

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PERFECTING SMILES

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Facebook: Dr. Haytham Othamn **Phone:**
 Dr. Ayman Osman 01090609207



ESTETICA DENTAL TWIN BROTHERS

When you first arrive at Estetica Dental, you will be pleasantly surprised by its luxurious, beautiful design, which is not standard fare for dental clinics. The clinic's atmosphere is comforting and reassuring, providing a calming space for patients, especially those who normally fear going to the dentist, and Dr. Ayman and Dr. Haytham Osman's friendly demeanour also puts patients further at ease. The big part of what makes Estetica dental different from other clinics is that they are adamant about helping the less fortunate and offering their services free of charge to those can't afford them.





MTH
DESIGNS

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Amie Sultan
FOUNDER & CEO OF TARAB



SUPPORTED BY NAGUIB SAWIRIS, AMIE SULTAN LAUNCHES THE FIRST OFFICIAL BELLYDANCE ACADEMY UNDER UNESCO IN EGYPT.

Tarab is the brainchild of Amie Sultan, and combines three projects significantly "Taqseem" which has been recently launched and celebrated by Naguib Sawiris, other cultural institutes and UNESCO. "Taqseem Institute" opens its doors wide for women and girls who are passionate and want to learn everything about bellydance starting from its history and how its picture was ruined. They also provide the students with an official certificate signed by UNESCO encouraging the girls to take future positive steps with it.

Amie is an Egyptian dancer and actress who began her career as a classical ballerina, dancing lead roles in ballets such as Swan Lake, La Bayadere, Don Quixote, and many others. After attending Cairo American College in Egypt, she went on to obtain a Bachelor of Arts in Interior Design from Rhodex Institute. While on tour in 2014, she

discovered her love for Egyptian dance and music, and so she retired from the ballet to pursue a revival and rejuvenation of Egyptian dance. She believes in dance and music as heritage arts and expressions of civilization, and was successful in conveying that message via several interviews with local and international media outlets. She was selected by CNN to present a segment of Cairo POV, a special which was produced in cooperation with the Ministry of Tourism to promote famous heritage sites in Cairo. Amie was interviewed by Bloomberg, BBC Africa, The Guardian, BBC Arabic, CNN, Deutsche Welle, ARD German Channel, The New York Times, Associated Press, CBC Canada, and Elle Arabia, among many others.

Since her debut, Amie has made a name for herself as Egypt's most sought after and highest paid

dancer at events and weddings of the elite both locally and internationally. She has performed for dignitaries in France, Spain, Greece, the United Kingdom, Bahrain, Dubai, Lebanon, and Jordan, and she continues to perform live with her 15-piece orchestra to the music of Oum Kalthoum, Abd el Halim Hafez, Abd el Wahab, and many other arrangements rooted in Egyptian folklore. Her latest endeavour was her production of The Golden Age of Egyptian Cinema Tribute, a theatrical spectacle that premiered at the closing of the Gouna International Film Festival 2021.

The spectacle is the first of its kind in the Middle East, bringing Egyptian dance to the stage with a live classical and traditional orchestra, backup dancers, stage projections, and stage direction. Currently, the show is preparing for its first tour.

Filler & Botox are

Magic

Choose Your Magician Wisely

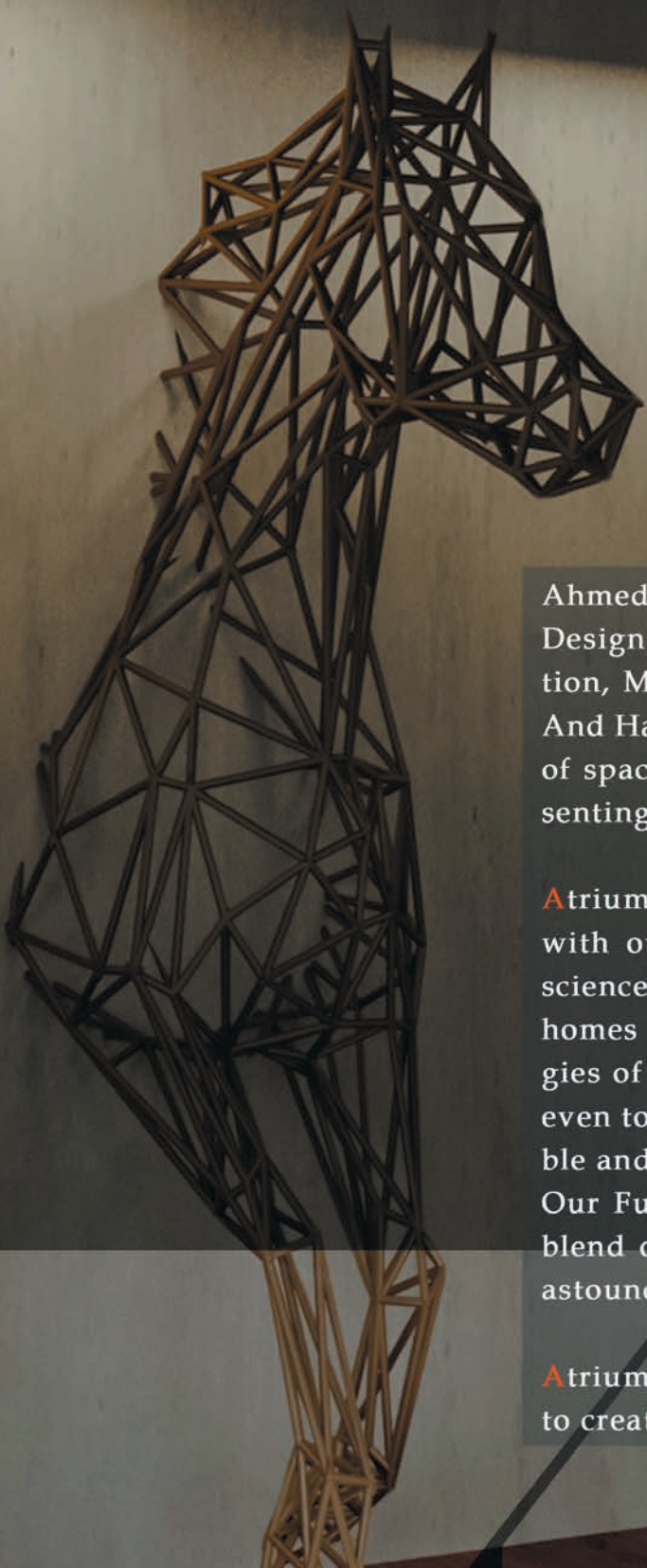
Holding a fellowship in facial
aesthetic (filler & botox) injection
at the University of Genova, Italy,

Dr. Mohammed Abu Halima,
cosmetic & facial aesthetic dentist,

invites you to his wonderland of
transformation and beauty.

Instagram: [dr.mohammedabuhlima](#)
Facebook: [mabu.halima.da](#)





Ahmed Rabie (CEO & Founder) in Atrium Design. Holds bachelor degree in decoration, Master's in bussines skills from AUC, And Had different Diplomas between power of space sciences and the Tv programs presenting.

Atrium inhabit the interior design market, with our specialization in power of space sciences and its impact on the design of homes and its compatibility with the energies of our clients, to meet their needs, and even to provide them with a more comfortable and practical future.

Our Furniture collections possess a unique blend of ethnicity, stunning craftsmanship, astounding design, and lifelong quality.

Atrium Design aims to convert a mundane, to create the perfect output for you.

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Atrium Furniture Factory
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Egypt





CONTOURS
Obesity Solutions

Dr. AHMAD SHABANA

MEET THE EXPERT

What is "Gastric plication"?

It is a type of weight loss surgery that will help you lose between 15 to 30 kilograms effectively and safely. It is a restrictive procedure which reduces the stomach's size accordingly this limits the amount of food you can eat at a single meal and makes you full rapidly without affecting your ability to digest the nutrients from food. Contrasting other bariatric procedures, it does not involve gastric banding, stomach stapling, or bypassing the stomach. Instead, large folds are created in the stomach to reduce its size. With Dr. Shabana, Gastric plication is quite exceptional as it takes less time using a pain control device, and it is performed in highly equipped hospitals and guaranteed by a Lifelong periodic medical follow-up. Gastric plication is distinguished from other obesity surgeries by some astonishing facts. It's reversible, you can simply unfold it! It does not require using any foreign materials or implanting anything in the stomach, hence, convalescence after surgery is short as two hours after the operation, you'll be assisted to leave the bed, move around and drink a cup of water, Six hours later, you can leave the hospital and head home and after 48 hours, you can get back to your daily routine while complications are almost non-existent.

Dr. Shabana guarantees losing 60% of excess weight, besides helping the patient get rid of many diseases related to obesity. Unlike gastric balloons, Gastric plication assures permanent weight loss even though you can eat all kinds of food, and you will only have to avoid eating sweets. The solution is Safe for elderly people and risk-free as well as for children starting from 10 years old, with no effect on growing up. During the 30 to 60-minute of Gastric plication procedure, the patient is given general, regional, or local anesthesia. Using mini laparoscopic tools, the surgeon makes 5 tiny holes in the patient's abdomen, then folds the greater curve of the stomach wall into the stomach cavity itself in two or three layers using advanced non-absorbable sutures. The size and capacity of the stomach decrease by approximately 70%, which increases the feeling of fullness quickly and with less food. If you have failed to lose weight, whether by following a diet, doing sports or by taking medications that increase fat burning and suppress the appetite, gastric plication is your anticipated solution. For those who aspire having a surgery to lose weight, consider taking an appointment with Dr. Shabana.

Website: ahmadshabana.com
Mobile: 01018040433



Israa Azzam, founder of Livelli, is an architect and interior designer as well as a CG & Interior Design instructor.

Since 2014, she has been creating inspirational art and captivating her clientele's admiration with her home and space designs. In 2019, she managed to establish Livelli Architects with determination, passion, and expertise along with her exerted efforts in interior design, furniture design, execution, and architecture, which led to cross-functional experience.

Offering professional design services and effective and bespoke solutions, Livelli Architects was founded as a creative start-up, creating exceptional, unparalleled designs in architecture, interior design, and landscape from planning through the designing stage, choosing materials, and managing the whole execution process. They work closely with their top-notch clients to ensure the high-end finish of every space in Egypt and the Arabian Gulf countries. Studying the client's vision and lifestyle is an



LIVELLI
ARCHITECTS



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BESPOKE DESIGN AND ARCHITECTURE SOLUTIONS BY ISRAA AZZAM



essential step for each project before going through the design processes, whereas their designers are always aiming to visualise their client's thoughts and story, so he feels that the design service is unique and it's really "him."

Livelli Architects' main goal is to offer the best design service with a very high level of detail. What is very important for them is to create long-term relationships with their clients, taking into consideration sustainability, carbon footprint, ergonomics, and other technical standards. Over the last three years, Livelli Architects has designed over 120 completed residential, commercial, and administrative projects in Egypt, the United Arab Emirates, Kuwait, Oman, Saudi Arabia, the United Kingdom, and Paris. Many of Livelli Architects' designs were featured by different global design pages on social media & in décor magazines.





SAY **YES** TO YOUR WEDDING PLANNER TOO !

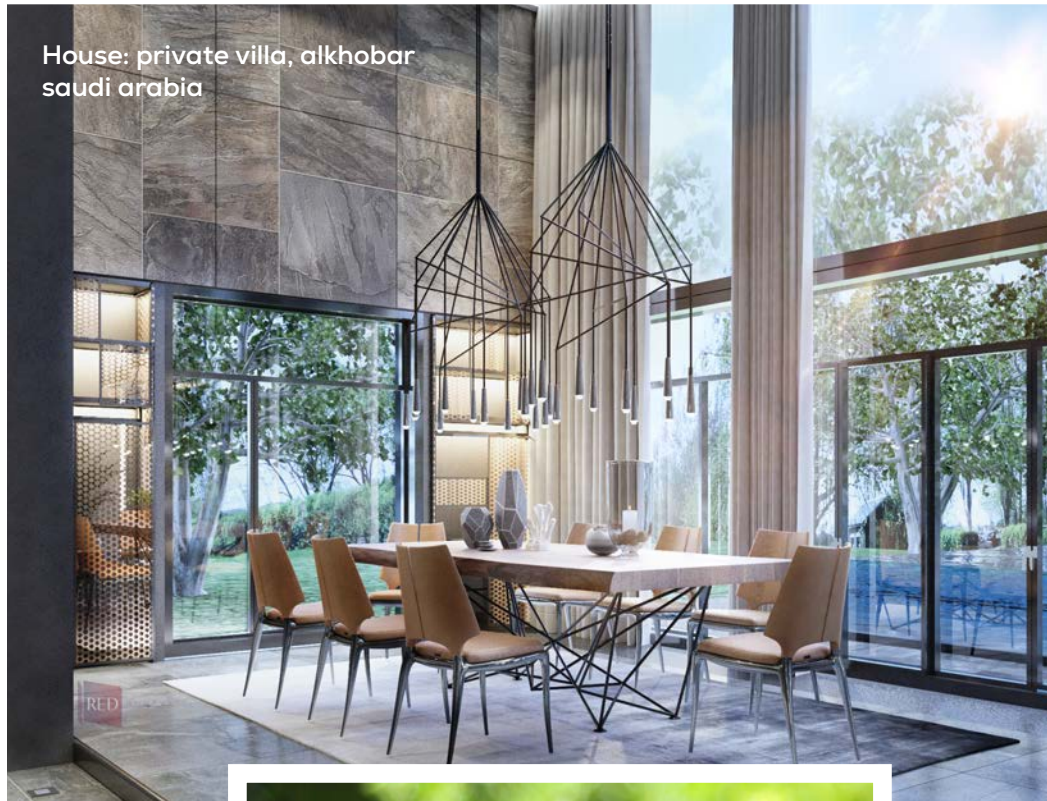
Zain Wedding & Event Planner understands how frustrating it must be for a bride to choose among numerous options. For that, Zain's teams cut a long story short by offering the best full-fit wedding solutions and easily winning a YES from the bride. Having worked with celebrities and popular bloggers, Zain transforms every special moment into magic through his artwork.



Instagram: [zainweddingplanner](#) Facebook: [zain.events.z](#) Mobile: +201001060739



white cafe, saudi arabia



House: private villa, alkhobar
saudi arabia



The owner and founder of RED bureau, Rana Ezzat, sees herself as an ambitious self-taught architect who has never accepted work restrictions and has always given it her all to accomplish more. Whether residential or commercial, RED Bureau's finished projects always meet the clients' expectations. Red Bureau projects are renowned for their imaginative points of view that use the precise materials provided to produce a design that is usable, adaptable, and ultimately mesmerising.

Given her extrinsic experience, Rana Ezzat has been chosen to be the mastermind behind many residential and commercial luxury projects in Egypt, followed by branches all over the world and continues. "My way of thinking is that design is to express, not to impress! so, my ultimate goal in every project is to be 100 percent sure that the concept, design and execution met the client's Vision"- She said.

Rana presents elegance, sophistication, and luxuriant imagination in her style, which will carry over into her future ventures. She wants to demonstrate her own unique, new approach in a posh neighbourhood through these samples.

Phone: +2 0100 4954 600 Instagram: red_bureau



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Ali Motors Trade for Exotic Cars has made it easy for you to find your perfect exotic car by following the advanced, lifestyle, and standard car search options. Together with their founder, **HAYTHAM ABU MADAWY**, AMT strived to obtain a remarkable leadership position in the Egyptian market. Haytham endeavoured with passion till he began this remarkable entity in 2010, and through his father's support, he gained faithfully the trust of his lifelong partnerships and clientele relationships.

AMT's core strength is well-defined by their capability to develop, as well as their dynamic approach across all their lines of business. Providing a matchless user experience is entrenched in the heart of everything they do relying on high quality, authenticity, sincerity, and creativity.

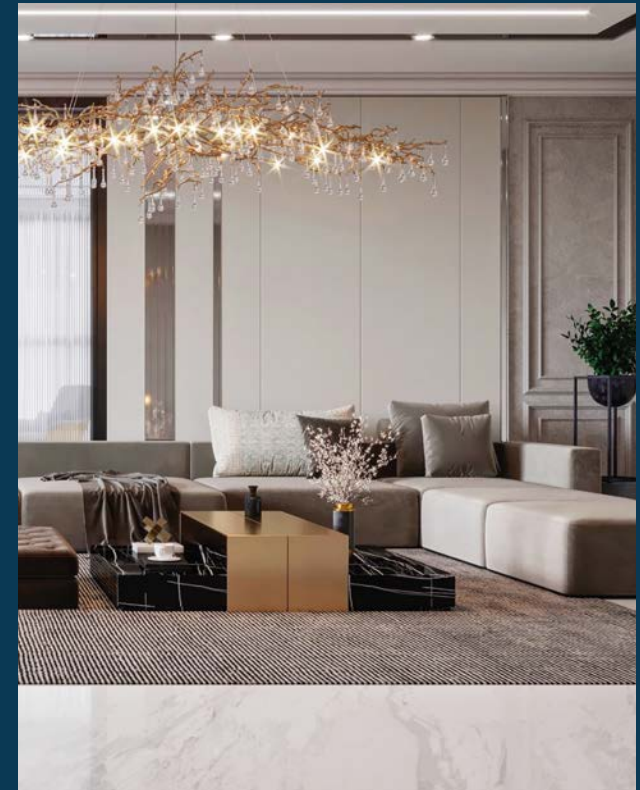


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DISTINGUISH YOUR DREAM HOMES WITH **FARAH MAGDY**



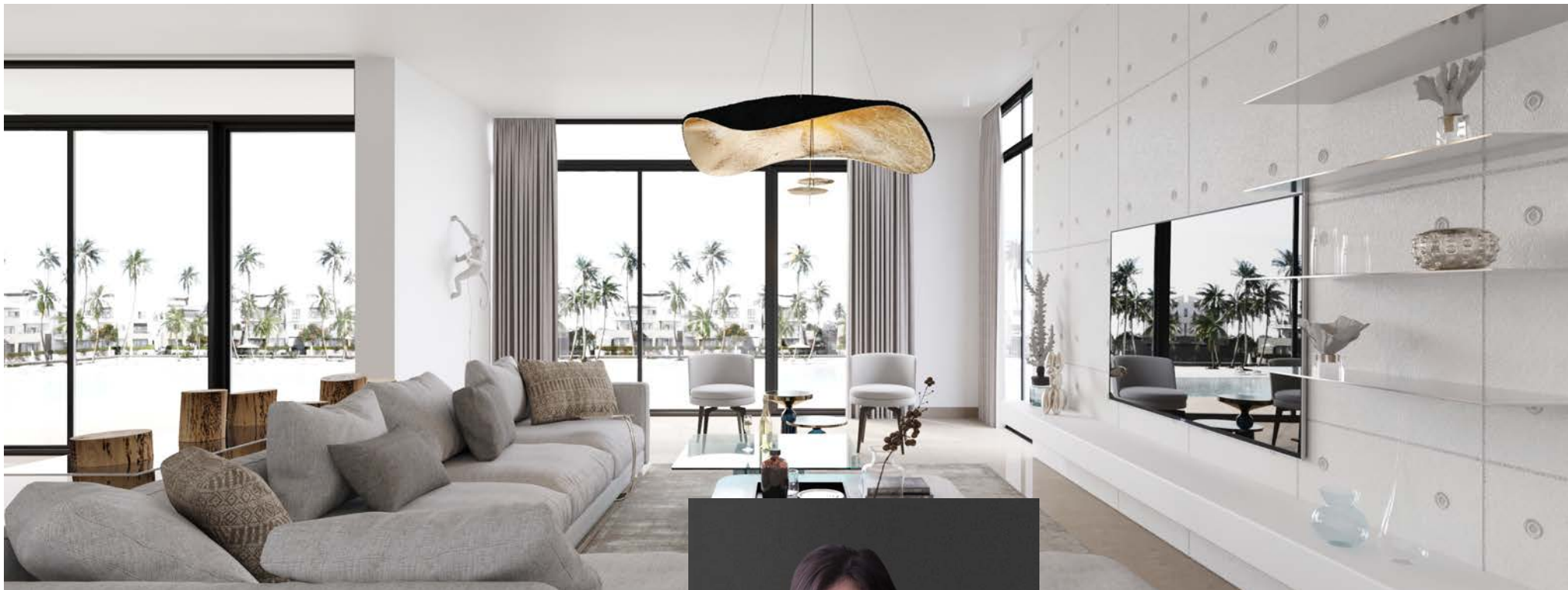
Farah Magdy is the owner of FM Designs, the prominent contracting, interior and architectural design firm.

Farah Magdy is an interior designer herself, who studied interior design at the Instituto Marangoni in Milan. She grew up with a huge passion for interior design because of her father, her role model. Her father also had a passion for interior design, and he would always buy houses for himself and design them for fun, which he always included her in, and that's when she realised that this was her passion too.

Farah worked for two years at one of the best interior design firms in Cairo, Saudi Arabia, and Italy, where she wanted to gain all the experience she needed to start her own journey. Eventually, she started her own company from scratch independently and established the best dream team exactly as she imagined. Farah Magdy Designs aims to provide aesthetically pleasing designs while consulting her clients on what style to utilise and being the key that unlocks their desired design.



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SWANHAUS

“DON'T POUR EGO INTO DESIGN
POUR YOUR SOUL”
Sawsan El Marsafy



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01273665577 | email info@swanhaus.co



"As a design studio, we pride ourselves on interpreting memories and creating dreams based on our clients' touchpoints, aspirations, and lifestyles. From synopsis to result, all our design concepts provide harmony and functionality with the use of spaces and elements that evoke emotion and feed the senses," explained Sawsan.

Within the studio's most notable recent projects are **Baia beachfront restaurant** located in Telal North Coast, the latest addition to the dining scene, and **Slimnastics**, one of the largest ballet studios in the Middle East located in Galleria 40. "SWANHAUS's culture is driven by three main pillars: our passion for what we do; our individuality, which ensures the uniqueness of each project; and our persistence to turn the dream into a reality from the conceptual phase all the way until the delivery of the project," added Sawsan.

SWANHAUS

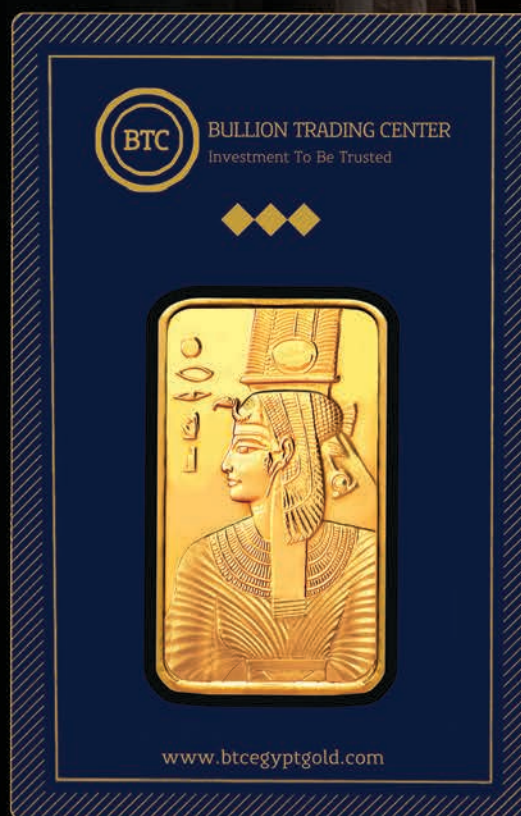
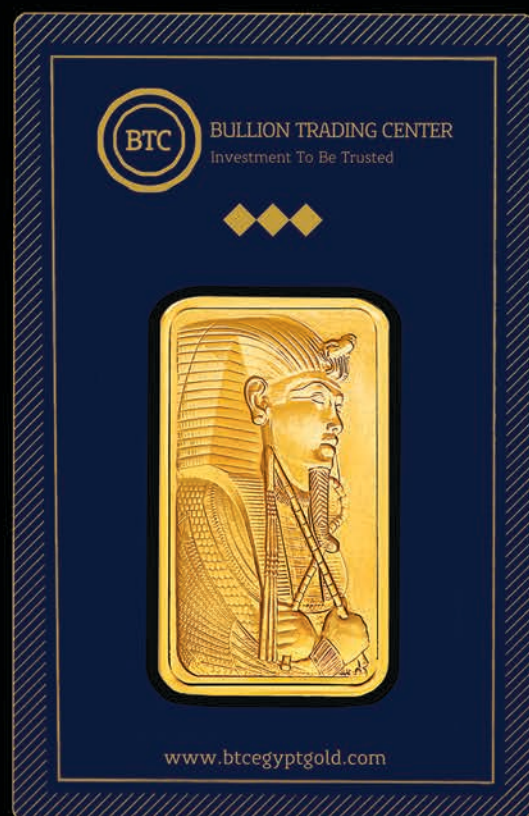
is a new-age multidisciplinary studio leaving its mark on the luxury design industry. Founded by Sawsan El Marsafy, the studio creates designs and atmospheres that recollect, showcasing both versatility and style that's pervaded with passion and originality.

Housed in the heart of Cairo, SWANHAUS is a full-service architectural and interior design studio that spans residential, retail, and hospitality projects, skillfully fusing both spheres of the design and contemporary art worlds. The studio's service offerings range from conceptualising to project management for both private and property developers, as well as, collaborating with international and local artisans to produce furnishings, textiles, and lighting designs.



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MADJESTY



MOUNIR SHAKER, a well-known name in the gold industry, founded his company in 1980 and has remained at the top ever since. Genius Gold collection is handcrafted by masters of jewellery craftsmanship using only the finest stones, materials, and metals.