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AMAL MORSY

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Amal Morsy is awarded as One of the Best Interior Designers. She has been in the field for more than 28 years with very rich experience in all aspects of the business. Amal Morsy cares a lot about her clients and projects, she gives meticulous attention to every single detail; that's what makes her unique. Also, she truly cares about quality and finishing in the execution of the projects. For more than two decades, Amal Morsy has been creating residential and commercial interiors that are elegant, imaginative and timeless. Her designs are always representing an exemplary standard and time-honored style, selecting and presenting the finest in every era of classic and contemporary decor. Amal interprets the ideas of her client to create living spaces that suit their lifestyles using her many years of experience in conventional style combined with knowledge of the latest developments and solutions in interior design. With appreciation of every desire and every detail alongside her abilities as a genuine creative designer, Amal Morsy creates enduring and timeless interior spaces that evoke simplicity with an appropriate balance of proportion, scale and style.



Amal Morsy, a designer like no other. Amal Morsy is an Egyptian Interior Designer that has been fulfilling dreams for more than 30 years, she designs everything; residents, hotels, offices, boats. She also designs furniture pieces and landscape models; she can remodel and redesign any old piece or previous design. Her signature is how to live in a paradise, she turns your place into a dream with all of your desires in her own elegant way. Amal Morsy doesn't only design with her eye but with her heart, she analyzes every wish that her clients want and then studies the clients with their activities, their hobbies, their lifestyle and every little detail she can use, she understands that every person has his own special way of thinking and she works on what suits each person the best. Amal Morsy believes that her duty is to create timeless designs that can be renovated or updated anytime.

The most common complaint she receives is that she's a detailer, Amal Morsy cares about every tiny little detail as she believes in the saying "Details are not the details; they make the design" and also the details are the baseline of quality in every design. Interior Design is a business of trust so, she loves it when she starts the project from A to Z all by herself. She puts her heart in every project and reflects your personality in every room and design. She also loves to use natural materials that are environmentally friendly especially Wood and Marble. What she loves to use the most is the Wood, it can be designed as you want, can be remodeled to match the style of the home and is very durable. She always thinks and looks for ways to take the place to the next level, it has to be durable yet elegant. She makes the place fits best to the personality of the client; she loves to make the whole atmosphere as if it's a part

of the people who are living in it. Designs and objects in a room must communicate, respond and balance with one another. Amal Morsy believes that your home should tell the story of who you are and be a collection of what you love.



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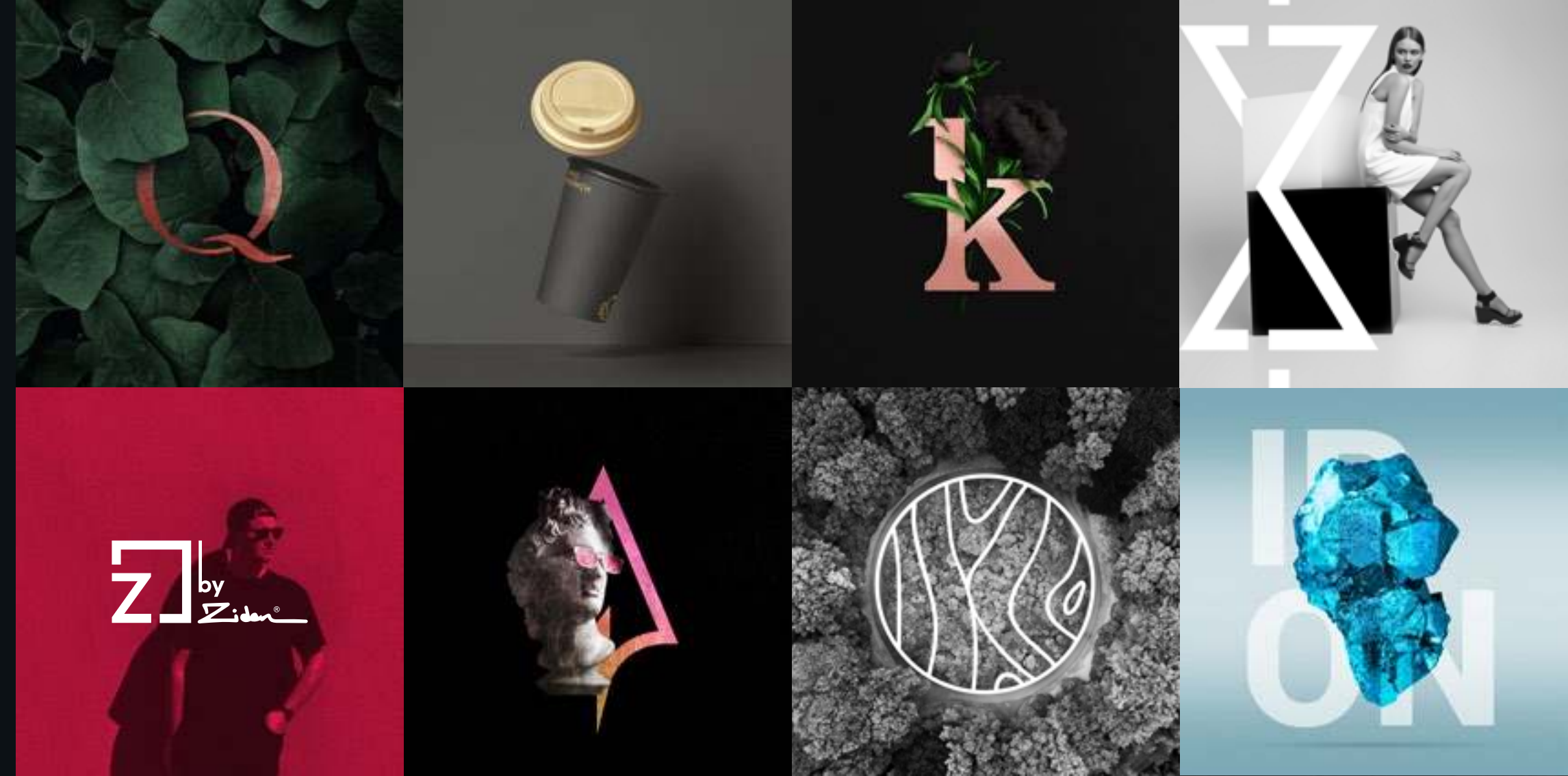
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COVER STORY



The first issue of the year, for the past two years, has been dedicated to our special Niche Award event; This year, we're so happy to be celebrating the 10th anniversary of Niche Magazine with the 3rd Niche Award Event!

Unfortunately, due to the situation with Coronavirus, we couldn't go on with the event as planned. But we won't let that stop us from recognizing and appreciating the honorable luxurious brands that leave their marks in the society.

In this issue, we're not only awarding the most luxurious brands for 2020, we're reminiscing and honoring Niche Award 2018 and 2019.

You'll also find this issue a guide for the spring trends, beauty, accessories, and fashion, as well as some insights and lessons learned from the Coronavirus period.

Hoping this issue finds you in good health, and as hopeful as ever.

Angie Elaraby

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THAT WILL
OPEN YOUR MIND**

THE LETTER

Dear Readers,

Dear Readers,

I hope that my letter finds you safe and in the best shape and health. I've thought to write this letter to share with you my mixed feelings about these very special trying times. With the spread of CoronaVirus, fear has taken over all of us, it's definitely heart-breaking seeing the number of people dying growing, if not doubling. It reminded us that life is precious and every moment is valuable.

As sad as I am that Niche Award 2020 had to be canceled because of it, I am actually grateful for CoronaVirus for it has taught us many lessons. It showed us that we have been taking our lives for granted, like everything is here forever, and the normal routine is boring, now we see that our normal life was a blessing. With social distancing, we connected with our emotional needs, understanding the importance of the hug that we thought was useless before. With self-isolation and quarantine, we got the opportunity to connect with God, improve ourselves, learn new skills and enjoy our hobbies more. With CoronaVirus we learned to appreciate time and health, and reconsider our most important resources.

I don't know about you, but I'm very positive that this event will change the world as it changed our perspectives, and this change will be for the better.

Hopefully the world continues to stay safe with the same hygienic and healthy habits that started because of the pandemic, and continues to act as one.

Nady Ghaly



NICHE AWARDS CEREMONY

Since 2018 and we hold a very special night at this time of year, Niche Award Event, where we get to award all the luxurious brands and businesses that impact the world. It's how we honor the efforts of everyone who worked hard to see results, and to help comfort and ease our lives.

This year, we had planned to host the same event in a unique way, we planned to yet again amaze our audience and take the event to a whole new level. But unfortunately due to the circumstances with the CoronaVirus pandemic, we had to cancel it. Nevertheless, we couldn't miss the opportunity to appreciate our clients, the most luxurious brands that leave a mark, so we still dedicated this issue to honoring these brands.

Get ready to be amazed next year and see you in Niche Award 2021.





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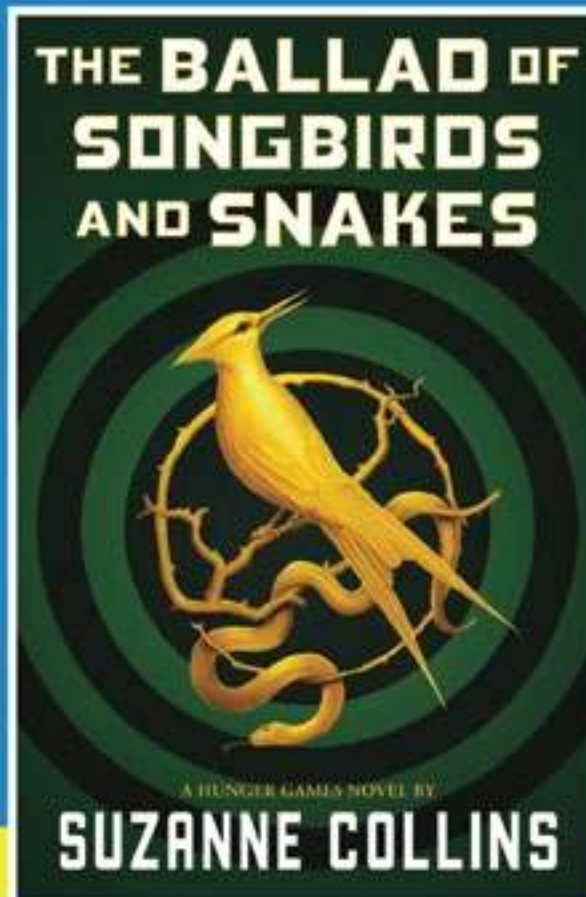
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Most Awaited Books of **SPRING** 2020



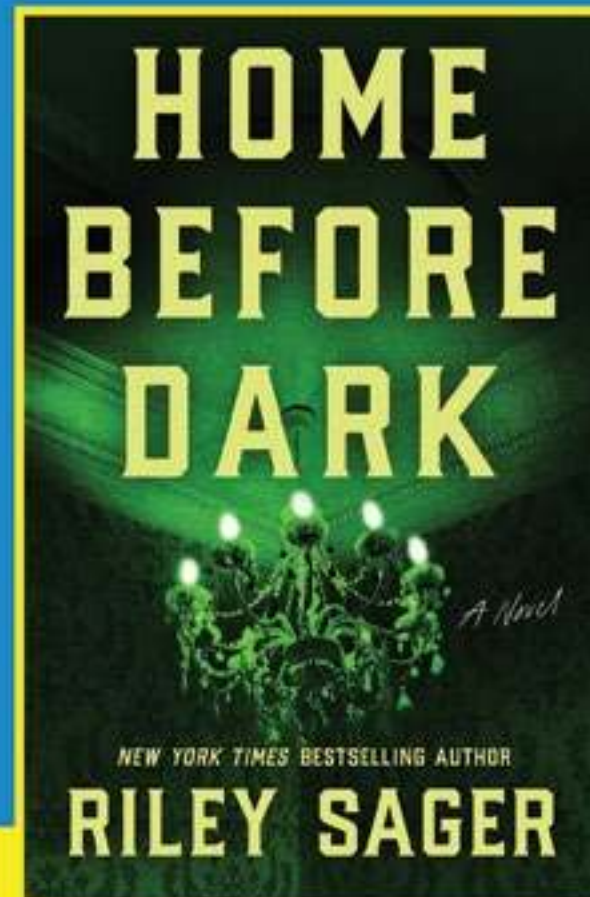
Little Secrets by Jennifer Hillier

Marin had the perfect life. Married to her college sweetheart, she owns a chain of upscale hair salons, and Derek runs his own company. Until everything turns upside down when their son disappears and Marin learns her husband is having an affair with the woman who might have kidnapped him. Four hundred and eighty seconds. That's how long it took for someone to steal Marin Machado's four-year-old son.



The Ballad of Songbirds and Snakes by Suzanne Collins

The Hunger Games series is NOT over! Suzanne Collins takes us back 64 years earlier with this amazing prequel of the trilogy. It is the morning of the reaping that will kick off the 10th annual Hunger Games. In the Capitol, 18-year-old Coriolanus Snow is preparing for his one shot at glory in the Games. The once-mighty house of Snow has fallen on hard times, its fate hanging on the slender chance that Coriolanus will be able to out charm, outwit, and outmaneuver his fellow students to mentor the winning tribute.



Home Before Dark by Riley Sager

After twenty-five years, Maggie Holt, following her father's death, returns to renovate and sell the house that she used to live in with her parents when she was a kid, and that was made famous by her father's bestselling horror memoir "House of Horrors". Is the place really haunted by evil forces, as her father claimed? Or are there more earthbound—and dangerous—secrets hidden within its walls?

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MEN MUST-HAVE ACCESSORIES FOR A *luxurious look*



With the growth of the menswear market comes a newfound focus on men's accessories. The 2020 runways in London, Florence, Milan, and Paris were loaded with outfit plus-ones to want. The right accessories can add personality, break up the monotony of your daily office attire, and elevate your style to a whole new level. And that's fortunate for those of us who are not looking for a total style change. Not sure what accessories to get, though? Then allow us to share with you the absolute must-haves.

Suit Accessories

Being dapper and princely is a classic look that will never run out of style, what changes, though, are the look of the suit accessories.



Tie

For your tie, we don't recommend getting one with an obvious logo or emblem, but getting your tie in a luxurious brand's iconic patterns is a stylish way to display your taste.



Pocket Square

Wearing a tie clip is not the only way to add color and interest to your suit. You can do so with your pocket square as well. We advise choosing one that matches the color palette of your tie, but most of all, 2020 is the year to learn new ways on how to fold your pocket square.



Cuff Links

Have a love for luxury? You have two choices: either go for a plain piece of solid brushed silver or go for a monogram of your favorite high-end brand. Just make sure that your shirt or your tie isn't monogrammed as well.



Belt

A belt isn't just a practical item, and it's not just for your suit. When you're rocking a tucked-in shirt and opened up blazer, your belt is front-and-center. This is just one scenario, but many more exist where your belt will be seen, so make sure to understand that belts can both help and hurt your outfit.



Tie Clip

Despite being one of the smallest and simplest pieces in your suit accessories collection, a tie bar can add volumes of classic style to your look and serve a functional purpose as well.

Upgraded Essentials

Suits are not something you wear every day, so the question is, how would you display your elegance in a casual setting? That's simple. Just upgrade your essentials.



Eyewear

The latest design trends point out that we're going to see a lot of futuristic glasses this year. If you find this daunting or, gulp, kitschy to wear, then we're glad to say that aviators are making a big comeback. So think about the best sunglasses for your face shape.



Watches

Futuristic glasses might be difficult to wear and style with your existing wardrobe, but not watches. Inject the edge of steampunk and luxury with skeleton watches that are going to be more in trend this year.



High-Quality Wallets

Do you know what else is getting more futuristic? Unfortunately, theft. Don't be a victim of electronic pickpocketing and identity theft by protecting your credit cards and IDs equipped with radio frequency identification chips (or RFIDs) by getting a high-quality RFID wallet with a built-in RFID-blocker.

Jewelry

Finally, an accessories line-up will never be complete without talking about jewelry. There are two pieces that are big this year.



Bracelets

If you're not a fan of wearing bracelets, then you might want to consider starting. You can go with a chunky solid metal bangle or a leather wrap-around with a silver, gold, or platinum charm. Here are some tips when wearing bracelets: If you want to stack your bracelets, just choose one arm or wrist to do so. You can stack thin-stripped and beaded bracelets. Don't stack chunkier bracelets. Just one piece is enough.



Rings

Another piece of jewelry that you are going to see more of this year is rings. You can go for either a chunky statement ring or a more subtle band. Just make sure that they match your bracelet if you choose to wear them together.

To sum up, the statement of luxury accessories trends this year for men is "quality over quantity". Invest in quality items. Go for a few accent pieces like a solid metal bracelet or a delicately engraved tie clip than wearing a bunch of them together. We also encourage you to think more before making any purchase and we're sure you'll do great.

OUTSTANDING

FASHION TRENDS OF THIS *Spring*

THE SPRING 2020 RUNWAYS WERE ALL ABOUT CHANGE WITH DESIGNERS LIKE CHANEL, GUCCI, AND ALEXANDER WANG DELIVERING NEW, SURPRISING SILHOUETTES. DESIGNERS GIFTED US WITH COLLECTIONS THAT WERE THE PERFECT MARRIAGE OF WEARABLE AND INNOVATIVE. THE TRENDS YOU'LL SEE HIGHLIGHTED FOR YOU BELOW ARE THE ONES WE SAW REPEATED MOST FREQUENTLY THROUGHOUT THE COLLECTIONS. THEY'RE THE ONES THAT ARE THE MOST DIGESTIBLE AND THE ONES WE'RE PREDICTING WILL BE THE HEAVY HITTERS ALL SEASON LONG.

STUCK ON SUITS

Surprisingly, suits are still a thing. Yet, there have been a handful of fresh updates to the world of suiting that will relight your fire for all things tailored and coordinated this season. With the addition of vests and waistcoats resulting in the return of three-piece suits, as well as Bermuda shorts for the more casual girl, the sartorial world has proven that when it comes to a well-rounded wardrobe, a good suit is a must.

Not Your Grandmother's Crochet

Crochet is getting a cool update with spring. Think ultra-feminine dresses, polished suiting, and eveningwear that feels modern with a special touch of Grandma's handmade crochet. As the fashion industry looks for ways to become more sustainable, there's something special about a "trend" that embraces a slow, handmade technique that can be passed down generation after generation; that treasured family heirloom that lasts forever.

Highlighter Reel

What's fluoro pink, orange, blue, green, and yellow, and refuses to blend in with the crowd? All the highlighter-inspired neons gracing your favorite catwalks, from Tom Ford to Christopher John Rogers, and Courreges. Fortunately, these vibrant shades pair wonderfully with black, white, or tan, and know how to make an entrance.



One With Nature

How about some tropical print or a utility jacket? Amazing right? There were many odes to an outdoorsy lifestyle among the spring collections this season—including everything from raffia dresses and bags to vacation-ready getups that had us craving summer more than we ever have before. The good news is that this trend doesn't really require you to be outside. Basically, consider this your official fashion girl's guide to dressing like a nature lover.

STRIPE GALORE

Featuring a formal, and laid-back look, the striped-suit craze has arrived. Pinstripes were known to be worn by glamorous, womanizing men, now that they're back in fashion, we can't wait to see the smart looks made by the different ways of wearing stripes.



Nineties-style cargo trousers

Part of a wider utilitarian trend, men's cargo pants most clearly made a comeback in different collections this spring. Whether with drawstring ties for a more cinched waist or loosely flowing with larger-than-life pockets, the cargo is the new choice.



Open Collars

What to wear when it can be either hot or cold, monsoon or drought? The key is the perfect layering piece. You already know that a light jacket is invaluable, but so too is the open collar shirt. It will layer wonderfully with both casual jackets and tailoring but it also possesses the very important quality of looking far superior to the pique buttoned polo in almost all instances.



EGYPTIAN NICHE BRANDS CAN STILL SAVE US

NO ONE knows what will happen next. Where the world is going. Will we be able to exchange trading goods or that will take a while? Nothing is really clear. But it is okay, our Egyptian designers will still have our backs. We will still look fashionable through our niche local market. Who knows? Maybe we will like it more than any other market as it deserves to be on top. Take a look on 5 of the most elite and classy Egyptian brands. Get to know more about them, and worry less about your fashion.



AZZA FAHMY

"To immortalize heritage, some write books, others take pictures, on the other hand, we design jewelry" - Azza Fahmy. We cannot start here with anyone other than the great Azza Fahmy. The one who did not just take the Egyptian brand to be on the list of international celebrities' choices, but maintained that for years as well. Azza Fahmy did set herself to be a Niche Egyptian brand that is going through generations. What really makes her designs unique is the originality and cultural aspects. The oriental sense that goes down through your soul when you look at her pieces.



KOJAK

"It's like highlighting ordinary experiences. In a way, it's seeing beauty in the ugliness." - Mohanad Kojak. From dressing cat dolls at a young age to creating his Kojak dolls, this young man who already built his name as an Egyptian high-end brand is putting too much glamour to our world. He quickly became a favorite designer for celebrities on red carpets in the Middle East. He is outstanding on the fashion level by always creating masterpieces that are out of the box. You can never see a Kojak dress, without easily knowing it is a Kojak dress.



TEMRAZA

"It is always the 3 P's for me: work with passion, be persistent, and always be prepared!" - Farida Temraz. Farida Temraz started her fashion career back in 2012 at the age of 21 after studying integrated marketing communication. What makes Temraza special is that this brand is keen on presenting different cultures. She is so open and that is her key to success. The very fine sophistication through her designs are fabulous. A very well-educated lady that has done her homework perfectly.



MAISON YEYA

"When I used to work on normal dresses, I looked at the woman and I saw vanity, I saw sex. With wedding dresses, I didn't see that; I saw beauty." - Yasmine Yeya. Yasmine brought a new concept to wedding dresses in the Egyptian community. There was the long and the short. Then she brought the beautiful hi-lo ruffled dress to our world. She gives a kind of royal look to the dresses. Her dresses are full of classy details. You can never look at a dress of her design without going to places inside your imagination.



OKHTEIN

"We always dream bigger and aim higher, seeking to inspire people around us and represent our country in the best possible light." - Aya and Mounaz. Okhtein was founded back in 2013. Their ultimate goal was presenting how luxurious an Egyptian brand can be. They started setting new trends and presenting "Egypt" as a design on a bag to the whole world. Both of them studied media arts and marketing which helped them throughout their career. They collaborated with NGOs that helped them create their brand.





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The BIG BEAUTY TRENDS OF THE SPRING

SHINE LIKE GLASS

Skin is so dewy and soft, it mimics the reflective appearance of glass — originated as a Korean beauty trend in the early 2010s and swiftly boomed across the global beauty space not long after. Glass skin is achievable for any skin type because, at its core, it's more about a commitment to skincare with products meant to enhance the skin's natural glow over anything else. Luckily, for people who can't commit to the endless steps of skincare, you can achieve this look in just three steps:

- 1) A non-greasy, moisturizing primer to prep the skin
- 2) A little bit of foundation to even out skin tone and mimic the smooth surface of glass, make sure to add it using a blush brush to give more control of how much foundation you use while blending easier than a foundation brush.
- 3) For the final touches to achieve truly glass-like shine, pat on a bit of illuminating powder.



ROCK ON SMOKEY EYES

If you miss the grunge-y vibes of the early '90s, rest assured Courtney Love and Winona Ryder's messy glam is back and better than ever. And no, you do not need to sleep in a full glam for several days to achieve this look. In fact, the process is simpler than you think. Now, because a heavy smoky eye comes with a severe potential for fallout, you need to start with a strong base for the shadow to stick to and make way for stellar color pay off. For the ultimate smoky shadow, start by applying a charcoal-colored shadow all over the lid with a medium-sized eyeshadow brush. Gradually blend the shadow starting from the inner eye outward until the desired shape and intensity is achieved. Then line the eye with the same charcoal shade but using a damp smoky eyeshadow brush, so the color would appear darker. A few coats of Mascara to bring glamorous definition and nude matte Lip tint to top it all off.

FRESH FACE MEETS BOLD LIPS

The bold red lips is back! But don't start dreaming about retro-inspired makeup looks. Bold red lips are good to be paired with a gorgeous, clean, almost crisp eye. Leaving a neutral face can allow the lips to speak for itself. A bare face can act as a clear canvas to allow your bold lip to really pop, but a minimal base doesn't have to be bereft of shine. You should still add a bit of gloss and highlight to the high points on your face. We still have that shine trend, focusing on the eyelids and the cheekbones to really help that lip feel powerful. For the highlighter tone, something more natural and warm like rose gold would take this look to a whole new level.

As for our hair, of course during quarantine we've all been taking care of it, deep conditioning and all, to prepare for gorgeous hair during the summer. So it's time to start trying some new hairstyles to follow the trend, so here are the biggest hair trends for summer 2020.



Of course, this spring's makeup and hair trends are only the building blocks for a wealth of fresh, vivid, and glamorous iterations of these looks and so much more. Get ready, because it's time to play.

BEAUTY

DEEP SIDE PARTS

It's time to try a razor-sharp side part in 2020. You can see deep side parts on just about every spring runway. At Chanel, they were slicked back; at Tory Burch, they were inspired by Princess Diana's locks; and at Michael Kors, hair was free-flowing.



FLOATY FRINGES

If you're considering bangs but don't want to take the full plunge into the deep, try the floating-over-the-eyebrow solid bangs. This square shape is flirty but still considered serious when it needs to be on-guard. It's also a length and shape that you can play around with.



70'S INSPIRED

The '70s made a huge mark on the runways, and hair unquestionably got the retro touch too. From textured shaggy waves at Celine to afros at Chanel, think back to the era for inspiration but with a modern touch.



The TikTok Phenomenon

And who hasn't downloaded Tiktok yet?

More and more people of all ages are embracing this entertaining platform and the dance challenges on it. It's the new reality as quarantine and stay-at-home orders kept people indoors around the world. TikTok, which is owned by the Beijing-based tech company ByteDance, began as the lip-syncing app Musical.ly. The platform was known for being most popular among teens, but quarantine has helped it to break down age barriers. Dancing on TikTok during the pandemic was considered a form of expression and a break from the constant flow of depressing news, and this has resulted in a huge growth for the platform.

Since the beginning of March, the company's Facebook mentions have gone up from 19.4 million to 20.4 million. The hashtag #quarantine is trending on the app, as is #safehands, #happyathome, and #boredathome. In just a month, TikTok's ratings count on the Apple App Store has jumped from 492 million to 577 million, a 17% increase, total downloads for March 1-23 in Italy were up 14% from 555,000 to 630,000.

TikTok is becoming a growing threat to Facebook, especially given its popularity with the younger Generation Z, a demographic Facebook is eager to recapture. Sensor Tower reports that TikTok was the third most-downloaded app behind WhatsApp and Messenger, but came ahead of Facebook and Instagram. Essentially, TikTok is the only app in the top five that isn't owned by Facebook. Since the beginning of March, and with the rise of TikTok downloads, it became inevitable that celebrities and high-profile people would take an interest in the platform. As the Guardian reported,

"The success of any burgeoning app is often tied to the early adoption of a key celebrity. The fortunes of Snapchat have been closely tied to the whims of Kylie Jenner, Instagram has Selena Gomez, and Twitter now has a certain Mr. Trump. For TikTok, late-night comedian Jimmy Fallon may be the user that pushes it over the edge in the United States."

Jimmy Fallon spoke about TikTok videos on a segment on NBC's The Tonight Show Starring Jimmy Fallon in November 2018. He suggested that people might like to use TikTok to upload videos of themselves lip-syncing along to standup comedy routines. He encouraged viewers to take part in a series of challenges, such as the #TumbleweedChallenge, where people stop what they're doing and roll around on the ground like a tumbleweed while an old western movie soundtrack plays.

International brands in Egypt started to promote themselves through TikTok videos. They make use of what is trending and make fun content out of it in a very nice way. Vodafone did this with Tameem Younis with the video that he randomly did shoot at his kitchen and it was really fun. Macdonald's did that with Khaled Mokhtar as well after his big boom through his sequenced videos that contained a love relationship story between two couples and their kid in a very cool way. TikTok is not just an entertaining platform but a smart one as well. A platform that is really not just spreading easily but keeps on playing inside people's heads with their melodies as well.

There can be no doubt that TikTok is continuing to rise in popularity. It is far more than just a lip-syncing channel for teenagers now. While its demographic is still young, its fans seem to stay with the network as they age, gradually increasing the length of the fanbase.





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However, as part of our commitment to ensure the safety, social distancing and maintain the health of our customers and tribe members, BOUNCE temporarily closed its venues to aid in preventing the spread of COVID-19.

But as part of the dedication to our customers, we launched a social media campaign, #BOUNCEATHOME, which encourages all bouncers to grab their BOUNCE socks and send us their best creative videos doing even the simplest tricks!

Stay safe till we all meet and bounce together again soon!..

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All The Bright Places

Director: **Brett Haley**

The story of Violet and Theodore, who meet and change each other's lives forever. As they struggle with the emotional and physical scars of their past, they discover that even the smallest places and moments can mean something.

AVAILABLE ON



The Giver

Director: **Phillip Noyce**

In a seemingly perfect community, without war, pain, suffering, differences or choice, a young boy is chosen to learn from an elderly man about the true pain and pleasure of the "real" world. He then begins to realize that everything the leaders of the community stand for is wrong, and sets out to change this and breaks the rules.



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Circle

Director: **Aaron Hann, Mario Miscione**

Fifty strangers wake up in a dark room with no idea how they got there or why. They soon find that one of them is being killed every two minutes, or if they attempt to leave the room. When they realize that they can control who is next to die, alliances start to form based on their judgments of the people around them.

COVID-19 HAS PUSHED ALL EDUCATION SYSTEMS TO BE ONLINE

1- THE STRATEGY OF "SOLUTION":

Yes, there will always be a solution from now on. Alternatives will always be considered. Things will be easier to fix, as figuring out a solution will always be present.

2- LEARNING WILL BE ANYWHERE, ANYTIME:

You are not obligated to places or times anymore; you will have total control of the "when and where?". Welcome to the time when students can have more control than the past.

3- THINKING OUT OF THE BOX:

As students are locked up in houses, they start to feel their need to create and to take the energy level out. They will focus more to create something innovative.

4- NEW TYPE OF COMMITMENT:

When you are submitting an article to a system, it is totally different than submitting it to a person that you can talk to. You just act with no immediate reaction.

5- STUDENT INDEPENDENCE:

The constant need of a human being to elaborate everything will gradually disappear as there will not be options other than helping yourself.



It's our role to help the world in its fight for safety and health



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The Brands Stand Against CORONAVIRUS

Covid-19 has come to test the world, and the world is responding and showing its true colors. It's inspiring seeing the world united for one cause, people supporting each other, companies donating supplies to the health care sector, even fashion brands joined with their ventures in fighting Coronavirus.

Many luxury labels used their posh fashion factories for coronavirus relief, and to shine a spotlight on their amazing work, we've collected a list of the best cause-marketing seen across industries.

EMPORIO ARMANI

The Armani Group announced that all of its Italian production stations have switched to manufacturing single-use medical overalls, in an effort to protect health care workers in Milan, Rome and the Tuscany region.

BVLGARI

Rome-based label Bulgari, which resides under the LVMH umbrella and is typically known for its jewelry, watches, fragrances and leather goods, started crafting hand sanitizers. The high-end brand pledged to make hundreds of thousands of recyclable bottles of hand-sanitizing gel, to be distributed to medical facilities in Italy.

LVMH MOËT HENNESSY, LOUIS VUITTON

LVMH announced plans to address the medical face-mask shortage in France. "By virtue of its global distribution network, LVMH has managed to secure an order with a Chinese industrial supplier for a delivery of 10 million masks in France," the conglomerate said in a release.

GUCCI

Gucci, meanwhile, has donated more than \$2 million to the cause, which was allocated between the World Health Organization's **Covid-19** Solidarity Response Fund and the

Italian Civil Protection Department. The Italian label also used its social media platforms to encourage followers to make donations in a campaign called "We Are All In This Together."



Prada is another big-name fashion brand to turn its production lines, usually focused on elegant blazers and blouses, to meet the needs arising from the coronavirus crisis. It pledged to produce 80,000 medical overalls and 110,000 masks — personal protective equipment (PPE) to be delivered to healthcare workers.

ZARA

High-street brands have similarly shifted their focus. Spanish-owned Zara pledged to produce surgical masks and donated thousands. H&M Group rearranged its supply chain to produce protective equipment for hospitals and healthcare workers.

In the US, some smaller brands popped up to help: Christian Siriano and the kooky sustainable brand Collina Strada are making masks for doctors in New York.

BEAUTYCON

That's not all, the beauty industry also participated in different ways, starting with Beauty United. BeautyUnited is a new initiative, launched on April 8, by Moj Mahdara, the CEO of Beautycon. The project brought together more than 40 established beauty brands to donate, collect funds and personal protective equipment (PPE) for health care workers fighting **Covid-19** on the front lines. According to the initiative's official website, participating brands included Charlotte Tilbury, Barbara Sturm, Huda Beauty, Beautyblender, the



Uniqlo decided to make 10 million surgical masks for delivery to front-line workers worldwide. Hermes, the French brand pledged to donate €20 million to public hospitals in the Paris region. Donatella and Allegra Versace have reportedly donated €200,000 to the intensive care unit at San Raffaele hospital in Milan. Versace as a brand gave 1 million renminbi to the Chinese Red Cross.

WANTABLE

Wantable, the personal styling service, wanted to do more to help those on the medical frontlines who were running out of supplies while caring for patients suffering from **Covid-19**. The company used its technology and resources to turn its fulfillment center into a hub to create and distribute face masks. It also enlisted help from its customers, activating sewers and crafters to join them in the fight from home.

ARITZIA

Canadian women fashion brand, Aritzia, is committed to providing financial continuity to both their internal team and employees from their overseas partners who have been impacted by the coronavirus crisis. 100% of the company's profits will go to the Aritzia Community™ Relief Fund to support its people.

These acts are not simply an act of corporate social responsibility, these relief efforts have generated real change, benefiting the larger public while also demonstrating the brand values of those who joined the collective cause.




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 The best cozy hotel

Hilton Cairo Zamalek Residences wins the best cozy hotel in Niche Awards issue 2020. In this issue Niche Magazine recognized the efforts of niche brands in the luxurious sector and awarded Hilton Cairo Zamalek according to their warm atmosphere and fancy style.

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
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