

NICHE

AWARD OF EXCELLENCE

*A Ceremony
Full of stars*

EGYPT'S
MOST
LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

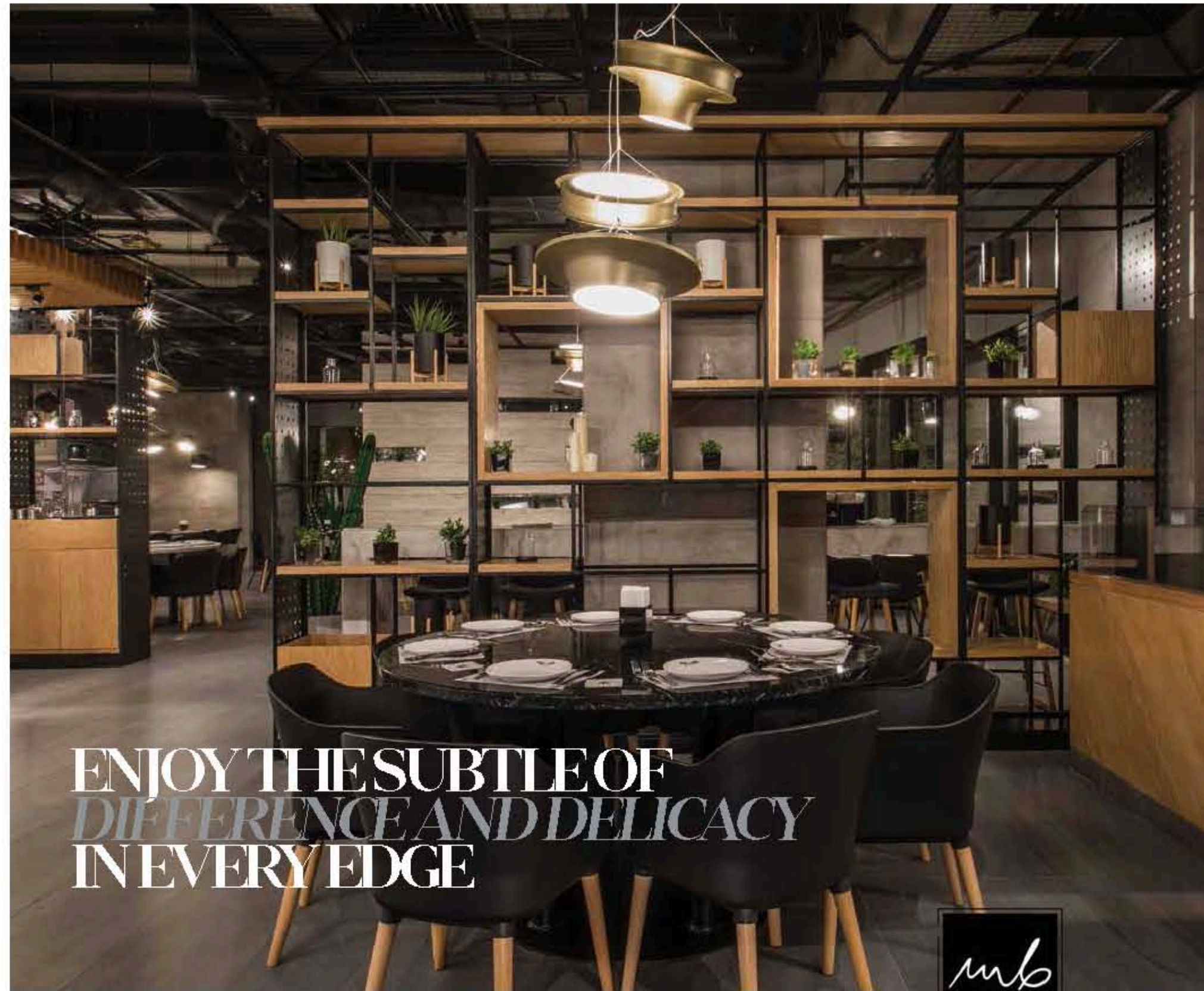
Recognizing some of Egypt's most exclusive brands that have thrived in 2020, maintaining their identity at the highest international standards.

DAR
DESIGN ACADEMY

TDS THE
DESIGN
SHOW

**LA
CASA**
FURNITURE EGYPT

LONGEBLACK



ENJOY THE SUBTLE OF
DIFFERENCE AND DELICACY
IN EVERY EDGE



MOHAMED BADR

Renowned for his innovative, unique, and stylish designs, fused with a critical understanding of raw materials and how they function, Mohamed Badr has a well-earned prominent reputation in the world of architecture and interior design. With over 24 years of experience in design, project management, and consultancy. History, music, nature, and human potential exist at the core of every project Badr works on. Using this combination of expert practical skill and artistic focus, Badr creates sleek, contemporary designs imbued with nature, inspired by music, and informed by life; each one with its own unique and special story.

Since our establishment in 1995, every member of the MB Designs family has strived to bring forth architectural excellence that inspires wellbeing, and we continue to do that every day.

Our mission is one of life; we endeavor to strike the sophisticated balance between elegance, function, quality, and value. Every project we design is a genuine reflection of its owner, be it a home, an office, or a commercial space. Every detail we invest time in is an experience; a chance at a better quality of life and an outlet for the unlimited human potential that lies within us all. The spaces we use define much of who we are. They inspire us, comfort us & empower us to become the best possible versions of ourselves.





Mohamed Talaat Architects (MTA) is a design firm based in Cairo since 1996. The firm was established by architect Mohamed Talaat to revive the whole community with fresh and unique ideas for residential and commercial designs. Over sweeping years of experience in interior design, architecture, and landscaping & urban planning, the world has been enthralled by the ingenuity of M.T. Architects.

MTA embraced a wide range of projects in the various fields of engineering, design, and construction wholeheartedly. Thus, becoming worldly recognized as one of the committed, finest, and modernist design firms. At M.T Architects, the team endeavors to incessantly design expeditiously. Furthermore, they value open communication, collaboration, and innovation to bring out imagination & passion, skills, and techniques, research & creativity into one vigorous and greater picture. Thus, inspiring the lifestyle of our clients.



EXPERIENCE **THE BEAUTY** OF AN **INTRICATELY**
DESIGNED **PROJECT.**

MOHAMED TALAAT



MOHAMED TALAAT
ARCHITECTS

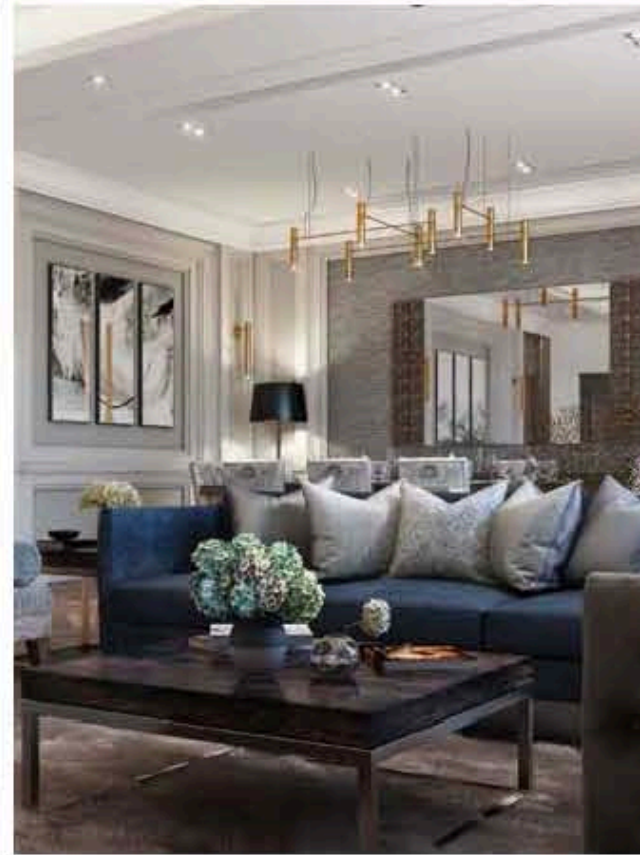
M.T Architects, with its unshakable team is built to elevate the country's development through delivering the best pieces of architecture in the world. The firm is encouraging its clients to think freely and set down their dreams





STANDING OUT INTERIOR DESIGN SOLUTIONS THAT NEVER GOES OUT OF STYLE.

Professionalism is what sets us apart, along with specializing in innovation, sustainability, and inspiring interiors. Thus, Elite offers complete consultancy services that begin with an all-inclusive interior design package and ends with turn-key service.



DR AHMED ABD EL HALIM

CEO & Co-founder

AMR KAMAL

Business Development Manager & Co-founder



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THE CROWN YOU NEVER TAKE OFF YOUR HAIR IS OUR MASTERPIECE



Experience will make you stand out, and with more than 25 years of experience, you begin to understand your clients' needs! A hair salon is more than a beauty stop where you get your hair and nails done; it is a therapeutic retreat where the clients run to in order to distress from the noises of their busy life. Give a woman the proper hairstyle, and she will conquer the world; it's incredible how a simple change can give her the confidence boost she needs. Being a hairstylist is more than having magic fingers that master the perfect hairstyle. It is about having a charming heart that enables you to understand people and make personal connections. It is about bringing the inner beauty of the person sitting in your chair, gazing at the mirror, and making a connection with their beautiful souls and their outer looks. You have to dig deep and make them shine to be part of the minor changes that form the bigger picture. This is a field that allows you to grow as an artist and as a person. You are constantly on your feet trying to learn the latest techniques to give your clients everything they wish to maintain them and obtain new ones. You have to be part of the change! Stop once in a while and instead of following the trends, you become the trendsetter — a leader that others follow.

The Focus:

Our mission is to contribute to developing this industry and bring out its best by merging our management expertise and our flawless technique. Our focus is being able to handle the clientele and offer what they need even if they don't know it. We want to gain the client's trust and become their acquaintance on their self-discovery journey.

We want to help build a solid and robust beauty industry that offers females everything they need to feel powerful. This will allow us to give back to the community through charitable contributions. Such as collaborating with cancer hospitals, i.e., Baheya and 57357, to provide the patients with what they need to project their inner beauty.

We want to open the doors to those who have the same dream we once had but lacked the opportunity; so we are offering a chance to help them reach for the stars and achieve their goals no matter their background or professional level.

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

**AWARD OF THE
YEAR**

Hamo Mohsen



**FEATURED
AWARD**

Amr El Essawy

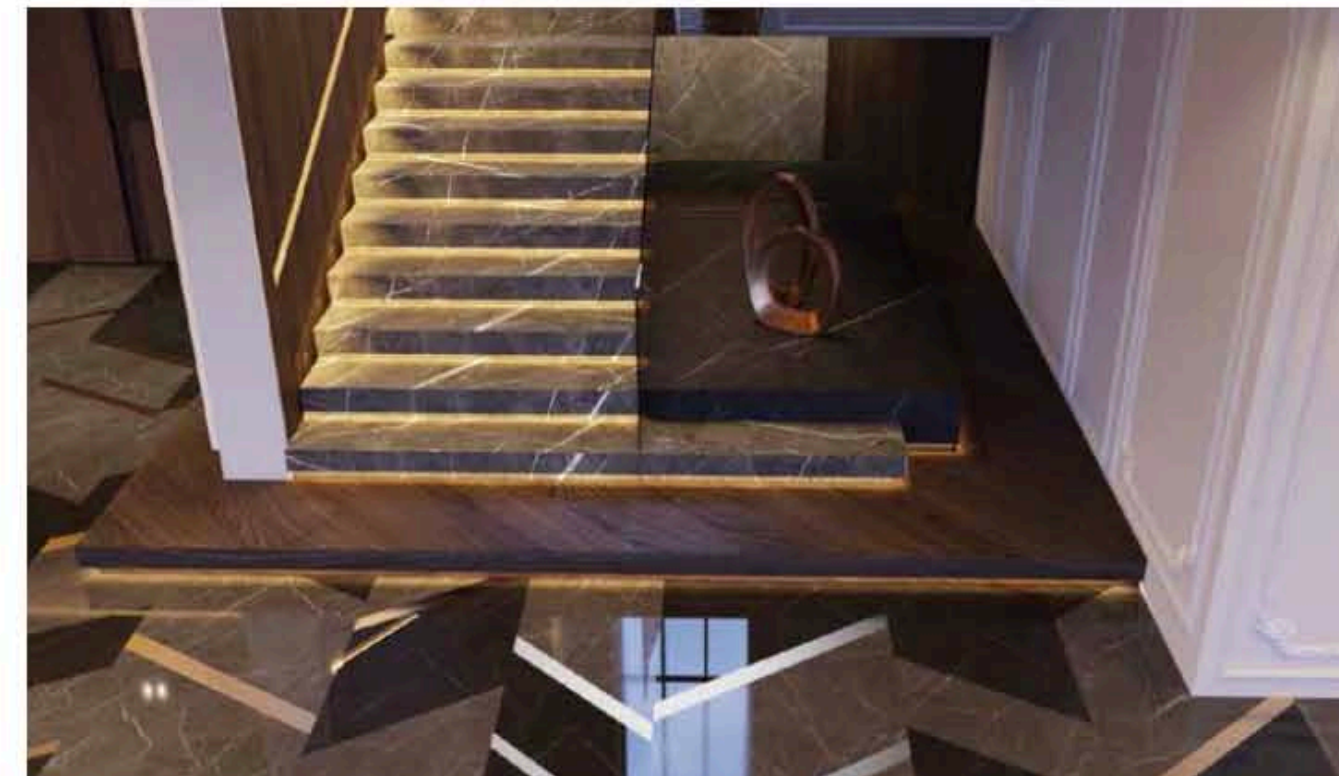
EGYPT'S
MOST
LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

x DAR
DESIGN

A LOOK TO ONE OF THE BEST DESIGN FIRMS IN EGYPT

x DAR
DESIGN

Interior design completed more than 600 projects worldwide from residential, commercial, corporate, hotels, and governmental head offices. Every space we create has its own distinctive character, carefully designed to express an individual narrative and showcasing its best international design standards.



As a guest stepping to a residence, immediately, you will feel a certain vibe which will usually be delivering a message or a hint about the inhabitants. When entering your home, you deserve a vibe that totally expresses you. The way to execute every detail imagined is no longer complicated thanks to experts like XDar, who master advanced methodologies and solutions of architecture & design which are introduced in the big event, The Design Show.

2021 is ought to be the launch of a new era for XDar design. It will hold the showcasing of its best international design solutions in the most famed «The Design Show».

Coming from a background of an industry owner, Eng. Amr EL Essawi, has long ago started his career in engineering as a consultant after the completion of his further studies in Germany till he became an expert and established XDAR in 1996 believing that every space created has to have its own distinctive character, and carefully designed to express an individual narrative. XDar interior has completed more than 600 projects worldwide, from residential, commercial, corporate, hotels, and governmental head offices, and have worked on prestigious projects such as Hotel Al Masa Royal Palace – New Administrative Capital and the Media administrative department for Ministry of Interiors. This is in addition to delivering VIP client villas with respect to all privacy of their home design apart from publicizing it.





**FEATURED
AWARD**
Ahmed Sultan



EGYPT'S
MOST
LUXURIOUS
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IN 2021



INCLUDES
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THE MOST
LUXURIOUS
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ORIENTALS

FOR URBAN DEVELOPMENT

One of Egypt's leading real estate developers with more than 25 years and more than 25 projects in different sectors; Residential, Commercial, Tourism and Agriculture.

We believe there are no limits to excellence and innovation.



INCLUDES SOME OF THE MOST

The Oriental Coast is located 30 km north of Marsa Alam Airport with a beach of 75 km. It includes eight international hotels with a capacity of 3,700 rooms. Other major entertainment projects are being established, including international water parks, a world golf course, and an international marina for yachts.

For the 3rd year in a row, OUD has been acknowledged globally and has been granted 4 Awards by the African Property Awards in 2020 across different OUD projects. Our work has been recognized for achieving high standards in terms of development, architecture, interior design & marketing with special focus on services, sustainability, living standards, ergonomics, originality and creativity.

- Best Architecture Multiple Residence in Egypt – AZADIR Presidential Suites
- Best Residential Development in Egypt – J'noub
- Best Retail Architecture in Africa – Sidewalk
- Best Leisure Development in Egypt – Matangi, J'noub, Azadir & Las Cabanas Club houses

Oriental for Urban Development (OUD) wins four prizes for the years 2020/2021 for the distinction of its real estate projects, and its added value to the Egyptian market.

OUD wins the Housing Award for "Azadir" project in New Cairo. It provides models to fit the demand of the largest segment of customers with affordable prices and a unique architectural design, according to a recent company press release.

"Azadir" spans over an area of 70,000 sqm, with a building ratio of 18.5% of the total area. It includes more than 1,000 trees, the statement continues.

The Real Estate Development Prize goes to OUD as well for its projects that fit with the state plans such as the J'noub project in the R7 residential district in NAC. It provides distinguished facilities like inter-building spaces used as gardens each of them spans over 2500m, parking areas for each unit, and availability of solar energy for 50% of the project.

J'noub is in a premium location next to the presidential district, cabinet, and parliament buildings in the New Administrative Capital. It includes 1940 housing units, villas, and twin houses.

OUD also wins the Excellence in Administrative and Commercial Buildings Award for its Side Walk Mall project in New Cairo. Not to mention, the award for providing an enjoyable atmosphere for life and comfort. The company motto is "Live life with OUD".

OUD provides customers needs with a healthy climate. The company is also keen to hold competitions, events, and entertainment activities to boost customer engagement, the statement concludes.

oud

CELEBRATING

MORE THAN

25
twenty five

YEARS
PROJECTS

AZADIR
NEW CAIRO

J'noub
NEW CAIRO

Heliopolis
Hills

FOUNTAIN PARK

Oriental Coast
Marsa Alam

KORBA

BARON KATAMAYA

Las Cabanas

MATANGI

BARON
— city —

SARHUS PARK
IN SHARPIYA CITY

نخيل
الغيزة

الباسمين

Marina Gate
مارينا جيت

رواق
الغيزة

BARON
MALL

SIDEWALK

BARON PLAZA
KATAMAYA

BARON KATAMAYA
The Egyptian City

MARINA COURT

ARENA

HOTELUX
ORIENTAL COAST
MARSALA ALAM

HOTELUX
LA PLAZA
LA PLAZA

COURTYARD
Marriott
DUBAI

STRIP MALL

OIP
ORIENTAL INVESTMENT PROJECT

OIP
ORIENTAL INVESTMENT PROJECT

OVI
ORIENTAL VILLAS INVESTMENT

OIC
ORIENTAL INVESTMENT CENTER

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oud-egypt.com

LONGEBLACK

DEDICATED CONSULTANT FOR ALL BRANDS NICHE.

As legacy developers, we are committed to deliver an unprecedented blaze of quality work, transform businesses into powerful brands, and set brands apart from the competition.



Consulting for & Rebranding Felopateer Palace after 20 years of them being in the market, now raising the bar high as Egyptian brands now have International standards in both their look and feel. highlighting luxury in every detail we were able to reposition the holding group as a bold stallion in both the Egyptian and regional market.

www.longeblack.com



As we believe that Egyptian brands now are looking for International standards in both their look and feel, we were proud to consult and rebrand Felopateer Palace, the agent of Rolex, Hublot, Audemars Piguet, and several high end luxury brands, after twenty years of them being in the market. We were able to highlight their luxury in every detail and reposition their holding group as a bold stallion in both the Egyptian and regional market.

LONGEBLACK



SET YOUR GOALS HIGH
AND DON'T STOP TILL YOU
GET THERE

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COVER STORY



A DREAM THAT BECAME A REALITY

A new successful story revolves around a team that spent sleepless nights preparing for an unforgettable event is written. Even though the world is witnessing struggles, on the 8th of April 2021 at St. Regis Cairo Hotel, Niche Magazine created the most top-notch event for Niche Awards 2021, which has branded Excellence Awards for Business owners and Celebrities. Annually, this special event aims to stimulate the true spirit of a luxury lifestyle and unify masterminds under one ground so they can inspire, communicate, and celebrate their achievements. This event was made specially to acknowledge and award Luxury brands and businesses that have impacted the world and to shed light on magnificent businesses for their amazing achievements.

NICHE
LUXURY LIFESTYLE MAGAZINE

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LUXURY LIFESTYLE MAGAZINE

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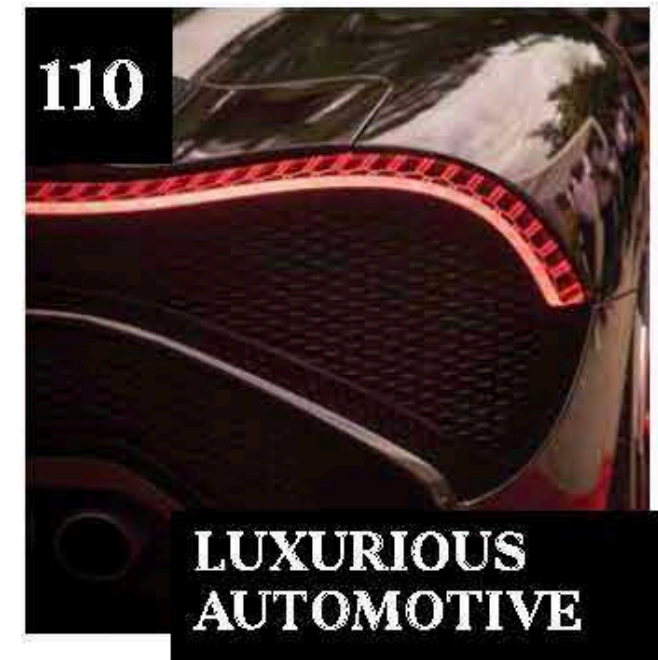
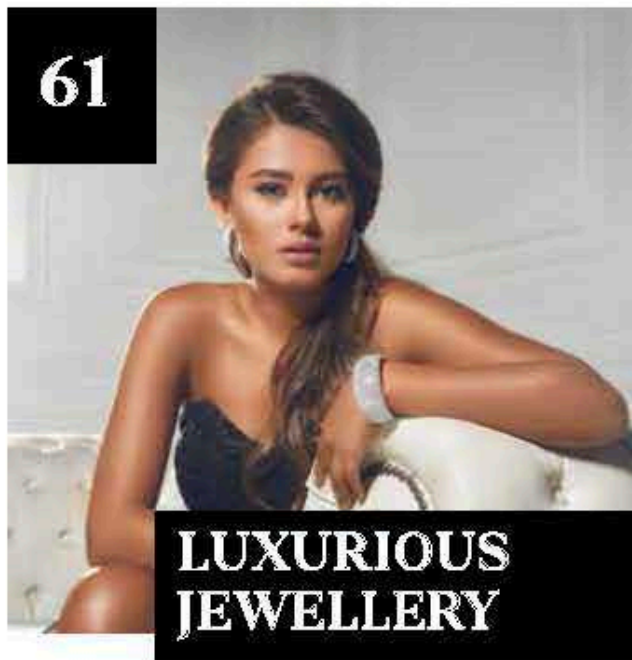
OLD



U BISTRO & BAR



HOT CONTENT



CEO LETTER



Dear Readers,

I am proudly writing for you all this letter. As we all know the world has been witnessing struggles for the past year and up until these days, but we always look at the bright side and learn how to fight each struggle. Every issue of Niche is characterized by a separate form and a gorgeous spirit, we are aiming to reflect an elitist and elegant way of life to attract our target audience. An attitude of luxury is meant to be on every page of the magazine. Niche magazine focuses on the interests of the elite society giving them extraordinary ideas and classy designs that reflect the way they are and their interests. We are heading straight forward to the crème de la crème of our community and we are aiming to keep going. I am so happy that we achieved these luxury goals and so glad to communicate to you and wish you the success and happiness in every step. Finally, I would like to thank the ones that I couldn't have achieved anything without their support and passion. I would also like to thank my parents for their efforts, support, and unconditional love.

NICHE
LUXURY LIFESTYLE MAGAZINE



AWARD OF
EXCELLENCE EVENT
2021

Hany Saad

A prominent figure in the field of elegant designs, luxurious finishes, and visionary layouts, Hany Saad is an architect and interior designer that has redefined the architecture industry in Egypt. He founded Hany Saad Innovations in 2003. Hany Saad has been responsible for superb designs in several residential, commercial, and administrative projects that are characterized by mixed materials, dynamic forms, and bold styles. This is rooted in his innate interest in arts, raising the bar for how architecture and design should be.

Aly Mazhar

Through being an everyday Coach, Athlete, and entrepreneur, he faces powerfully his struggles and believes in leading by example. The CEO & Founder of BeFit 360, Aly Mazhar was awarded Niche Award of Excellence for being well known for his persistence and powerful influence on the community. The mission is never impossible as he encourages, instructs, motivates, and most importantly inspires.

Ayman Baky

He created the Baky Hospitality Group concept to intellect best-in-class services which is responsible for Sachi, Kazuku, Sachi by the Sea, and Shinkō. Revolutionizing the society, Niche Awarded Ayman Baky, in "Hospitality" as one of the greatest gurus in the hospitality industry. His strategy is considered a strategy of class. Built upon his unshakable vision and excellence. Today, the Baky hospitality embraces award-winning restaurants, catering services, and hotels.

Dr. Ehab Faltalous

Creator & founder of Felopateer palace, the mastermind of all elegance and excellence is Dr. Ehab Faltalous Shenouda, promoting luxury lifestyle for over 20 years, positioning several high-end watches and jewelry Swiss brands in the Egyptian market, he was proudly welcomed up on Niche's stage to receive his award. Over decades of broad experience and in-depth expertise in luxurious brands, Dr. Ehab with ingenuity, enriched the luxury lifestyle of the community. In addition, He is currently launching the first iconic boutique mall for an unparalleled high-end shopping destination.

Galal Zaki

In "Marketing", a symbol of brilliance and expertise, Galal Zaki showed up on Niche stage and received the award of excellence as a special expert in his own field. He carried out one of the most influential missions in life, namely: Women's Empowerment, bringing a wealth of local, regional, and international experiences to the world.

Rabih Mokbel

Moving on to life styling & events, a man on a mission to transform the entertainment and hospitality scene in Egypt was honored. This Lebanese lifestyle guru is the Chairman of Venture Lifestyle, one of the top event management and concept creation companies today in Egypt. Rabih Mokbel shined up on Niche's stage while receiving his award of excellence in "Events & Lifestyle" for his massive potential and excellence, and redefining the vision of brands and paved the road of certainty and assurance for foreigners and international stars.

Ahmed Hassan

His presence on the football field was always impactful. His dribbles were magical and his goals were breathtaking. Ahmed Hassan, stepped up on stage & received his award of excellence as one of Egypt's ever-greatest football strikers. He is truly a legend of his own and a great reference for younger generations.

MUSIC

Maestro Nader Abbasi

The music flew, woven with hieroglyphic words that summoned the greatness of the ancestors, lead with his delicate hand movements, Maestro Nader Abbasi dazzled the world, through the leadership of the Philharmonic Union orchestra and choir, at the ceremony of the Parade of Mummies Property, Leader of the Cairo Opera Orchestra and the Peace Orchestra of France, Niche was delighted to honor Nader Abbasi with an award of excellence in "Music" for shaping the music industry with his deep passion and talent.

FASHION

Hany El Behairy

The epic Fashion designer who started his career at an early age and has participated at the Mediterranean Festival in Napoli. He was awarded the "Best Fashion Designer" prize at the Haute Couture in the Middle East. His designs pervade the elite Egyptian society and all Arab countries while dressing some of the most famous celebrities in the region. Hany El Behairy, the first Egyptian to engage in the Oriental Fashion show at the Carrousel du Louvre in Paris, starred on stage as he received his award of excellence and shook hands with Nady Ghaly, Niche magazine CEO. Proudly, he has reigned the fashion industry with his breathtaking designs. He never failed to create awe-inspiring designs and lead the industry with his captivating talent.



NICHE 2021

MOST EXCLUSIVE AWARD OF THE YEAR

CELEBRATES THE MOST FAMOUS AND INFLUENTIAL ICONS IN 2021

The star, whose fruitful career spans six decades, Ragaa El Gidawy was recognized with the Legacy Award of the year which was received by her daughter, Amira Mokhtar. The legendary Egyptian actress left us all heart broken in the sorrow of her tragic leave yet we'll always remember her outstanding work beginning with her debut in popular Egyptian movie Douaa Al karawan (The Nightingale's Prayer) in 1959.

The sensational actress lately mastered drama leading roles especially in "Amal Hayati", within the series "Except I", Hanan Motawie was granted the On Screen Charisma Award in the Niche Awards event. She has also received the Legendary Drama actress award on behalf of her Mother Soheir El Morshedy.

With 2771 winning votes, Dr. Ehab Heikal has won the chair of head of General Syndicate of Dentists. Recognizing his honorable career, Niche Magazine has granted him the Niche Medical Award of the Year. In 2004, Dr. Ehab attained his MBA followed by the DBA in 2008. Dr. Ehab was the first to introduce the science of practice management to the Middle East in 2005. He has published books like "Business Administration for the Dental profession".

The beautiful captivating Tunisian star, Dorra Zarrouk shined the stage of Niche on that special night, as she stepped up to receive the Immense Egyptian star Award this year.

Adding glam to the night, Ehab Tawfik was granted the Legendary Egyptian singer Award for the outstanding history full of amazing memorable songs.

The talented star, Eyad Nassar, has shown up on the night and received the Renowned Actor Award. The attractive actor since day one has captured our attention until he starred some influential and strong roles such as the movies in Adrenaline, A Wedding Day, and Blue elephant – part 2 alongside some series like "The End".

Legendary Voice Award went to the top famous radio presenter, Osama Mounir as he amazed all the guests with a great hopeful speech wishing everyone a happy Ramadan and lives full of success, peace and safety.

The renowned event planner, Waleed Mansour, has received the Iconic Events Award during the ceremony for his outstanding events.

The glamorous Niche Awards night was entertained by the romantic singer, Sami Zaen, as he stepped on stage to receive the Golden Singer Award and sang his newly released song "Set El Kol".

The great professional footballer whose strikes has cheered a lot, Mohamed Zidan was granted the Post Career Pioneer Award.

The famous fashion designer who is considered an icon in fashion, Moustafa Makhoul, founder of The International Fashion House, showed up on Niche stage and received the Fashion Legend Award of the year.

Passionate with the most luxurious cars and their technologies, Karim Elshabrawy won the Exotic Car Collector Award as Abdelhamid Elshabrawy showed up and received it on his behalf.

For his astonishing signature hair trends and his well known masterful work of art with the hair Hamo Mohsen was granted the Distinguished hair stylist Award this year on Niche Stage.

For a very promising future career, the two young yet influential Tarek Elebiary and Alaa Arafa have won the Rising Comedian Award and the Rising Star Award.

The young rising comedian, Hassan Abouelrous has lately made a significant presence in show business. Recognizing his funny spirit, he received The Joker Award this year as broke the hall's silence with the guests' laughter throwing a funny small story.

The cinematographer and actor, Hussien Nassar received The Impressionist Award for his great charisma and charm shown in his recognized performances.

For her light soul and social media continuous activities, Nurhan Abu Bakr received the social media butterfly award with content and happiness to her recognition.

Lastly and ending the great list of society figures, the Egyptian champion, Omar ElEssawi was honored and granted the Sports Global Shield Award as Egypt's number one equestrian champion.



Dorra Zarrouk
Superstar Award of the Year



Ehab Tawfik
Arabic POP Award of the Year



Alaa Arafa

Rising Star Award of the Year



Eyad Nassar

The Renowned Actor Award of the Year



Hassan Abouelrouss

The Impressionist Award of the Year



Hussien Nassar

The Impressionist Award of the Year



Hamo Mohsen

The Distinguished Hairstylist
Award of the Year



Hanan Motawie

The Legendary Drama actress award
on behalf of her Mother Soheir El Morshedy.

celebrates the most famous and influential icons in 2021



Dr. Ehab Heikal

Medical Award of the Year

celebrates the most famous and influential icons in 2021



Osama Munir

Legendary Voice Award of the Year



Karim Elshabrawy

Exotic Car Collector Award of the Year



Omar ElEssawi

Sports Global Shield Award of the Year



Nourhan Abu Bakr

Social Media Butterfly Award of the Year



Waleed Mansour

Iconic Events Award of the Year



Mostafa Makhlouf
Fashion Legend Award of the Year



Ragaa Al Giddawy - Amira Mokhtar
Legacy Award of the Year



Tarek El Ebiary
Rising Comedian Award of the Year



Samo Zaen
Golden Singer Award of the Year


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MOHAMED ZIDAN

***Was born in Port Said, Egypt, to an Egyptian family.
His career started as a striker for his hometown club
El Masry in 1998.***

During the 2007 season Zidan contributed many spectacular goals, but could not save Mainz from relegation. The club had only been able to score 34 goals in the entire season, 13 of which, despite having played for less than half of a season, came from the Egyptian forward's feet. Unfortunately Zidan's hard-work and valuable solo contribution was insufficient to prevent Mainz from the depths of despair of being relegated to the second division. However, Zidan's work was noticed by a number of top established clubs based in Spain, France and England as well as German champions VfB Stuttgart.

Zidan was handed the number 7 shirt, a number previously worn by Hamburger SV prized player and Iranian captain, Mehdi Mahdavia. Zidan proved himself as a capable striker and could adjust to the new team in friendly games, often scoring when substituted or scoring four goals when he played the full game. Mohamed Zidan scored his first official

goal for Hamburger SV in the away DFB-Pokal match versus Holstein Kiel. He also scored Hamburg's only goal in the game against Real Madrid in the Emirates Cup which took place in the summer of 2008, and later only played one competitive game for Hamburg during the 09-2008 season, as a late substitute in the first round of the DFB-Pokal against FC Ingolstadt 04.

On July 31st 2012, Zidan signed for Emirati club Baniyas, signing a two-year contract. In January 2013 he was omitted from the Baniyas squad for the rest of the season and decided to have his contract terminated. He wasn't registered in the clubs squad list for the next season, so he didn't play a single match in the 14-2013 Season. He left the club after his contract expired. He later described his stay in UAE as the biggest mistake in his life.



@mohamedzidanofficial

Mohamed Zidan
Career Pioneer Award of the Year



**FEATURED
AWARD**

Hisham Wahdan

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021



GREEN HOMES

Green Homes is a story of success and was established in 2009 with the ambition of adding value to the Real Estate consultancy market and as the years progressed, to be one of the pioneers in marketing and selling our developers projects. We provide the most professional Real Estate Consultancy Services and are a leading provider of real estate services including residential home sales, villas, and chalets. We seek to gain our customer's trust and build a great relation with them, as such we are always finding new and innovative ways to satisfy our clients' needs and be at the forefront of the Egyptian property market.

INTEGRATED
FUTURISTIC
CONSULTING



OUR MISSION

To make our customer's life easier by providing top-quality service and the best real estate experience possible. Whether buying, selling, or renting your residential, commercial, or industrial property

OUR VISION

To Be recognized as the leading agency in property services and become the real estate team of choice for buyers, sellers and highly talented professionals who value relationships over transactions.

WE PROVIDE

Green Homes Egypt real estate company helping the customer to find what suits their needs, step by step, whoever they are (private clients - companies - real estate developers) by providing and meeting all of the real estate needs of residential buildings, administrative buildings, and commercial stores through a professional team that knows exactly what is required of the customer. We also help the Customer to make the right decision by making a detailed comparison between all projects in the market to provide them with the best prices and the best payment plans. We are ready to assist in all cases of buying or renting for all types of units villas, apartment, shops or administrative offices in different areas in Egypt such as New Cairo, New Capital Sheikh Zayed, Ain Sokhna & North Coast. We offer Full Real Estate service to our clients in Egypt and the Middle East property management services. Our main concern is managing and marketing the Real Estate projects In Cairo and the cities around it



We Helped
a lot of Customers
in Egypt and
Middle
East .



GREEN HOMES

OUR BRANCHES:

We are located in Zayed, new Cairo w Sheraton and soon in Dubai.



SUCCESS PARTNERS:

These medals are telling about our story of sharing the success that we were sharing with a lot of real estate developers such as (Mountain View - Madinet Nasr For Housing & Development - Misr Italia Properties - Arco - Maxim Development - pyramids etc. ...).

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021



**FEATURED
AWARD**

Amir ElNaghy

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**FEATURED
AWARD**

Mohamed Aboulela

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**TRANSFORMERS
FITNESS CENTER**



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FITNESS CENTER**

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TRAINING**

Transformers Fitness center: Start the perfect customized training program now brought to you by Transformers specialists.

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**FEATURED
AWARD**

Dr Amr El Naggary

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IN 2021



Hotline : 15490



YOUR BODY IS *BEAUTIFUL* IN 2021

Professor of Plastic Surgery MD, Ph.D.
Reconstructive and aesthetic surgery. A
member of the Egyptian society of plastic
and Reconstructive surgery.
During his years of work since 1996, Dr. Amr
conducted more than 10,000 successful
plastic surgeries between Liposculpture, Breast
Surgeries, face surgeries, Body Contouring
surgeries, and all kinds of injections such as
Botox, Fillers, Fat injection, etc.

A Certified APTOS™ Trainer.
First APTOS™ Expert in the Middle East.
International Teosyal Trainer
International Spherofill Ambassador
Consultant plastic surgery (Medical Harmonie)
Cosmetic Center in Germany.
A member of the Royal College of Surgeons.
A member of the ISAPS.
Professor of Plastic and reconstructive Surgery Cairo
University.
Started using the first generation of Aptos from the
year 2000 and building up experience till now.



**FEATURED
AWARD**

Ahmed Hamdy

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IN 2021

AH
AHMED HAMDY



THE NEXT GENERATION'S FRESH PERSPECTIVE FOR MENSWEAR

AH
AHMED HAMDY

AHMED HAMDY DESIGNS: Italian Soul, Egyptian Made

A pristine Italian fashion trend was introduced in 2015 as Ahmed Hamdy Designs. From the outset, the brand has exuded a unique personality manufacturing Egyptian clothes and raising the bar for men's wear expectations in Egypt.

The story of the creator goes back to 2015, when a young Egyptian fashion designer launched his eponymous unique brand. Ahmed Hamdy graduated from Faculty of Law Ain Shams University in 2009 following that he did a mini MBA in marketing. He then discovered his passion while he is working in a fashion retail industry in 2005 where He started as a salesperson then a visual merchandiser till he reached a marketing executive. In 2011, he started working in a petroleum company for 6 years, however, he decided to follow his passion and did a career-shift to study fashion designing and pattern making in 2014.

Based on a concept of exclusivity, Ahmed Hamdy Designs meet the A class customers' needs in the production of suits, shirts and jackets who seek the quality of global luxury brands. Hamdy's limited edition is catered to Egypt's finest class providing customers a well-appointed experience.

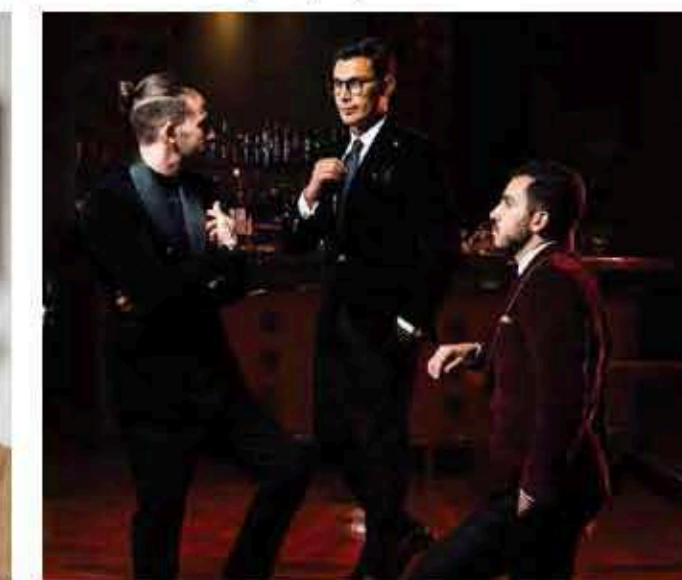


Hamdy designs owns two lines, "Heritage" which is ready to wear designs and "Ahmed Hamdy Limited Edition" which are tailor made to personalize men's clothing choosing from a wide selection of fabrics and personal finishes. What makes the designs significant is the individualization of the linings, buttons and felts rounded out by a personalizing service, giving the suit an exclusive finish.

Hamdy lines value exclusive dedication, quality of materials and the combination of textures and styles shown in every collection. Therefore, each piece from Ahmed Hamdy's limited edition feels like a collector's piece because of how delicate and luxurious the experience is in store.

With perseverance, passion and hard work, Hamdy's vision is to be recognized locally and worldwide as one of the most opulent stores offering an unprecedented experience. Ahmed Hamdy's fashion house doesn't only provide the customers with the best quality products that guarantee their satisfaction, but it also ensures to build a long-term relationship with them wholeheartedly.

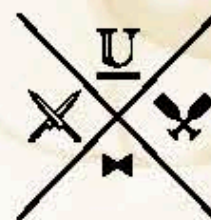
To deliver you an exquisite service at their stores while offering you the most fashionable and leading international trends is what Ahmed Hamdy Designs pursues.





**FEATURED
AWARD**
Erfan Malek

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IN 2021

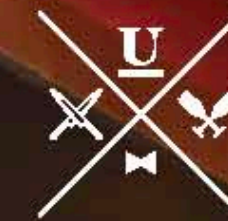


U BISTRO & BAR

www.ubistrobar.com



BISTRO & BAR:
SO MUCH
MORE THAN A BISTRO.
ELITE VIBES WITH A
TOUCH OF COZINESS



U BISTRO & BAR



Consistently hailed by guests complementing the fabulous decor and atmosphere for over 5 years, U Bistro & Bar is a collection of a classic eatery, a sumptuous steak & fish house, and a cozy warm venue. Having expanded more outlets in Cairo and in North Coast; U Palm and U North, they aspire to create the finest experience for every visitor by combining the highest quality catering, with exceptional service in a cosmopolitan and entertaining atmosphere.

U Bistro is committed to achieving excellence through a large competent hospitality-minded employees that are supervised by international chef, Erfan Malek, seeking to create "guests for life" that are loyal to the brand. Henceforth, another outlet will be opening soon this summer in the north coast. Await it!



**FEATURED
AWARD**
Ahmed Yousry

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IN 2021

**ICONIC
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*By balancing the art and
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combination between the
technical and artistic aspects to
provide our clients with extreme
satisfaction.*

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Architecture
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(+202) 267 832 86
(+201) 060 022 807

info@iconic-ds.com



Adham Afify.
CO-FOUNDER & HEAD OF
INTERIOR DESIGN DEPARTMENT.



Ahmed Yousry
CO-FOUNDER & CEO.



Yehia Idlbi
CO-FOUNDER & HEAD OF
BRANDING DEPARTMENT.

KATTAMEYA DUNES VILLA 291
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A team of creatives that aren't just good at what they do, but also driven with passion, creativity and love for their work, always ready to offer you tailor-made architectural and interior design concepts, along with a wide range of branding, advertising, execution and architecture services all in one place!

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**FEATURED
AWARD**

Dr Sherif Ashmawy

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IN 2021



Dr. Sherif Ashmawy

Dr. Sherif Ashmawy

YOUR **SMILE** CAN CHANGE THE WORLD

Dr. Sherif Ashmawy, a specialist in Endodontics and cosmetic dentistry is the founder & CEO of "Safwa Dental Clinics & Dentistree Dental Care". He has a vision towards developing dentistry in Egypt, quoting his words "At Dentistree Dental Care, we're committed to provide qualified dental treatment for you and your loved ones with exceptional care in a compassionate and friendly atmosphere."

Located in Maadi, Dentistree Dental Care is known to be one of the best dental clinics around the area. Believing that patients deserve the best care, they exert effort to make sure you always feel welcomed and at ease. Whether you're coming in for a simple checkup or a more complex treatment regimen, the dedicated team of health practitioners have the skills and resources to manage all your health needs.

Also being the owner & founder of 50 Hub Medical Center, Dr. Sherif Ashmawy has been in the field for more than 10 years attending several conferences and sharing complicated cases about Endo. Dr. Sherif owns three of the most over the top dental clinics in different areas; Maadi, Nasr City, and Faisal. He aims to change what too many people mistakenly believe which is needing to see a dentist only if they are in pain or think that something is wrong. A dental visit means a full check-up by a doctor of oral health capable of diagnosing and treating conditions that can range from routine to extremely complex.

"When your dentist has the knowledge to guide you, decisions become easier, procedures are more predictable, and you enjoy every visit."

THE
PERCISION
AND BEAUTY

Facebook: @Dentistree Dental Care Instagram: @dr.ashmawy
Phone Number: 01000 98 38 38 Email: Ashmawy22@gmail.com

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**FEATURED
AWARD**
Hany Talaat

FIND YOUR
PIECE
WITH GLAMOUR
JEWELLERY

Instagram @GlamourEgypt
Facebook @glamour.jewellery

glamour-jewellery.com



ENCHANT WITH ROYAL
GEMS



As much as we love our day-to-day pieces, though, we're always on the hunt for new ones to add to our collection, ones we will hopefully be able to pass on as family heirlooms. And so, more often than not, to acquire a piece that will outlast trends and generations, you have to invest in designer jewelry brands. With only a small factory, Glamour Jewellery was founded in 1988. Through dedication and hard work, it's now one of the prime names in the gold and diamond industry. In 1997, Glamour opened its first showroom and shop; and now they have 10 branches all around Cairo plus one seasonal branch in Stella Walk, North Coast. To broaden the clientele, the head office is planning to launch more galleries by the end of 2021.

They decided to spread their wings and have a joint partnership with international companies in countries like: Hong Kong, Thailand, Italy, Turkey, and UAE. Glamour offers exquisite artistic designs to suit all tastes and age groups with impeccably trained staff to help you make the best choice.



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**FEATURED
AWARD**

Hossam Moftah
Tamer Abdelaziz

PDG
PLATOON
DESIGNS GROUP

PDG
PLATOON
DESIGNS GROUP



**PLANNING
ARCHITECTURE
INTERIOR**

PDG was founded in 2000 by two partners Dr. Hosam Moftah & Dr. Tamer Abdel Aziz and is specialized in all kinds of Architectural, Urban Planning, Interior design, execution & landscape. We find creative solutions to any design challenge, putting into consideration our clients' interests and needs as the main goal of our Projects which is located in Egypt & Saudi Arabia & different countries. Our team consists of over 30 Engineers in different disciplines and sub-consultants for Electromechanical, Structural, and Roads consultancy.

Phone Number: 01227617609 / 01001460660
Website: www.platoondesigns.com
Facebook: @platoondesigns



AHMED SALEH
Design & Build
Make your own



**EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021**

**FEATURED
AWARD**

Ahmed Saleh



**ENG. AHMED TELL US MORE ABOUT YOUR TALENTS
& WHAT DETERMINED YOUR PASSION FOR DESIGN?**

At first, I'd like to welcome you, it's such an honor to be with Niche. I must say that an interior designer is a very influential person. Unfortunately, some interiors are very predictable, they follow what's normalized, which I totally refuse. On the other hand, I am very enthusiastic about creating new challenges in every life stage as I consider each new project a new passion.

CAST YOUR
IMPRESSIONS
THROUGH DESIGN AND ART



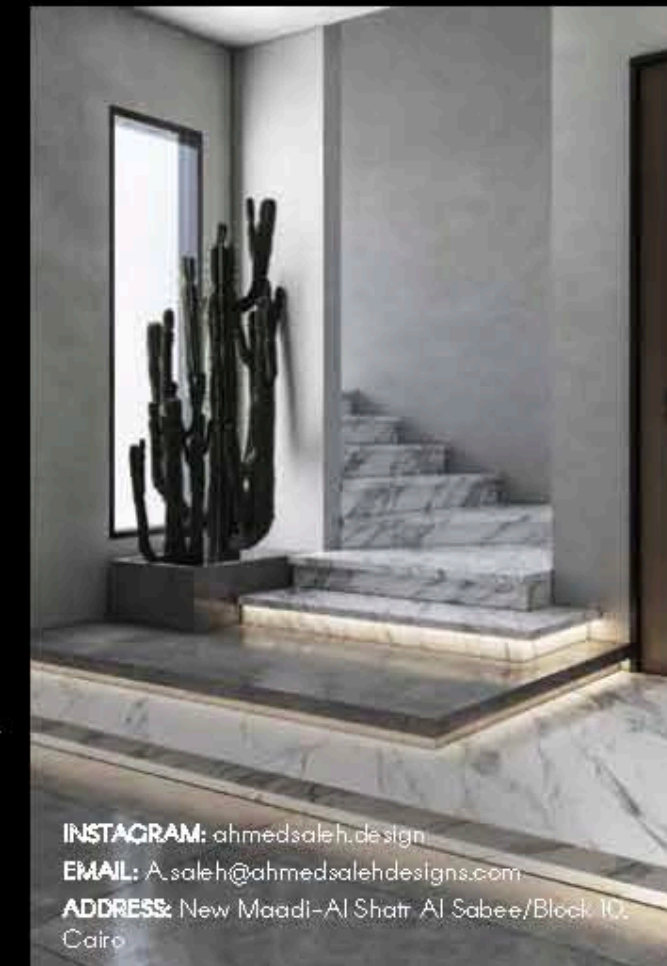
AHMED SALEH
Design & Build
Make your own

**WHAT IS THE STORY BEHIND AHMED
SALEH DESIGNS?**

It all started after Graduation in 2014 and after 2 years of hard work with different architecture & Interior design studios, I decided to dive into my own experience and found my own office in 2016. The beginning was with small residential apartments then it elevated to wider scale projects which gave us a chance to showcase our strengths.

**WHAT SERVICES DOES AHMED
SALEH DESIGNS OFFER?**

At Ahmed Saleh design & construction, we execute architectural and interior design as well as the execution of many houses among residential villas & apartments inside Egypt and Saudi Arabia. Aside, we have also designed and equipped many commercial sites such as tourism companies, restaurants, engineering offices, lawyers, and beauty salons. Our designs extended to beyond the borders of Egypt to some Arab countries such as Saudi Arabia, Kuwait, Qatar, UAE.



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EMAIL: A.saleh@ahmedsalehdesigns.com

ADDRESS: New Maadi - Al Shatrai Al Sabee/Block 10,
Cairo

**FROM YOUR POINT OF VIEW A
GOOD DESIGNER IS TALENTED OR
PRACTICES A LOT?**

To be fair, some designers are talented however are not pros in their work or their services to clients which is a priority. I believe that the real talent conveys in how fast you learn, adapt and avoid having recurrent faults but admit and edit to keep progressing.

**WHAT IS YOUR FUTURE VISION OF
AHMED SALEH DESIGNS FIRM?**

If you asked me about my aspirations regarding my career in Egypt, it would be having academies and specializations in the field especially accurate finishing phases. I hope that more opportunities would be created for expert office owners and interior engineers to pass on their professional experience and knowledge to young designers and students, in which they are qualified for today's market. As an interior design office, in my future plans, I aspire to have the opportunity to create specialization sections to train design and execution in our sites.



**FEATURED
AWARD**
Moustafa Mohsen

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IN 2021



MASTERFUL CREATED SPACE INTERIORS

CAN YOU TELL US MORE ABOUT THE FOUNDER OF EMPIRE?

Eng. Moustafa Mohsen 42 years old, Graduated from applied arts major furniture and interior design. Started the business with a specially designed furniture manufacturing factory then established an interior design company that provides interior and exterior architectural designs for both commercial and residential projects. Then extended the scale of work to conclude commercial and retail construction work for mega projects.

HOW DID YOUR PASSION BEGIN FOR DESIGNING & CONSTRUCTION? WAS THIS YOUR DREAM ALL ALONG?

2ND Part: Empire's future will be accentuated around the projects in the new administrative capital, with Global business consideration for the future; Always Being on track with progression of real estate field and new areas upscale in Egypt.

WHICH SERVICES DOES EMPIRE PROVIDE?

Provides interior and exterior architectural designs for both commercial and residential projects, full 3D interior design, finishing, and turnkey installations service including Architectural, Electromechanical and wood supply.

TELL US ABOUT YOUR LATEST COLLABORATIONS.

Empire foresees "The grand square mall" project in the new administrative capital city by Pyramids developments as our current emphasized accomplishment.
The project is located in the new capital – el wazara district.

LANDLINE: 02 267 82 630

MOBILE: 010 00 00 3014

EMAIL: info@empireinterior.co

ADDRESS: Villa 80, Nargis 3, 5th Settlement -
New Cairo – Egypt



EGYPT'S
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BUSINESSES
REBRANDED
IN 2021

EXCELLING IN LASTING IMPRESSIONS MADE BY SHAPED DIVERSE SOLUTIONS

Mohamed Thabat, born in 1979, has a BA in Architecture from Cairo university class of 2002, an MA in Landscape in 2007 and a PhD in Interior Design in 2013. Starting his career in interior design since 2008, his vision is realism and adaptation of building materials, in the sense that an interior designer is an artist with an engineering degree, meaning that he should not design without knowing how he will transform lines into a tangible reality with which the user lives. Adapting the materials the easiest way is to use expensive materials to reach a sophisticated interior design, but the power of an engineer lies in his ability to reach this goal by using all kinds of high, medium and low-cost materials. As for the human being, which is the most important thing in the system, the design must be compatible with him. How is this, and each person has his mood and personal qualities, so this is the most important problem that the designer deals with.

MTH
DESIGNS

**FEATURED
AWARD**

Mohamed Thabat

MTH
DESIGNS

Phone: 01062305225 - 01091001016
Facebook: @interior.designer.MohamedThabat
Instagram: @mohamed_thabat



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BUSINESSES
REBRANDED
IN 2021
**FEATURED
AWARD**
Saif Mourad



Can you introduce Saif Mourad Creations & how did it start?

Saif Mourad Creations is a bootstrap company that I solely launched in 2017. The intrinsic concept and vision behind SMC was to create and build designs that are viewed as hard or impossible to render and construct. Therefore, by having a goal to create distinctive statement designs that are functional yet stunning, SMC was able to grow exponentially even during the COVID-19 Great Lockdown with its client base and with its projects' size and magnitude due to its ability to build the renders we design even better in reality than in 3D.

If you can think of a key factor to your success, what would it be?

I believe that the ultimate factor of success to SMC is the family environment within the workplace we were able to create since our establishment. The way we maintain an atmosphere of comfort, understanding, thrill, and thirst for achievements, family more than friendship and most importantly a shared responsibility of vital company decisions and directions, this resulted in each team member being a partner and a primary contributor in this journey rather than a member of the team.

Tell us about a very important project that you've accomplished & you're so proud of.

Every project we have completed is a source of pride and honor for SMC, as every time we embark upon a new project, it turns out even better than the client's and our vision and renders, which is one of our most distinctive traits as SMC.

How would you describe your work & designs?

Our work is distinguished with its ability to create a tailored experience for the client, whether residential, commercial, or administrative projects. It is a great challenge to meet the client's needs and expectations while simultaneously creating a stunning and comfortable ambiance for each project type, yet with our vision coupled with our seamless sense of what each project should be like, we are able to create Reality Beyond Dreams in all project types.

Can you describe an evolution in your work from when you began until today?

The evolution that I experienced since I started is the progression of my vision from being an architect and a designer academically, to becoming a real-life on-ground architect and designer. Being on-site and birthing out my renders has prompted my perspective to broaden and evolve, and made me strive more for sustain-ability and functionality intertwined with beauty and distinctiveness of taste and concept.

What are your current projects in process?

We are currently working on a number and variety of residential and commercial projects, focusing more on creating spaces and experiences that people love. We are also competing in a number of international competitions.

From your point of view, how do you reach client's satisfaction through your mission & vision?

We always aim to deliver more than the client expects and forecasts, which is a direct manifestation of our slogan "Reality Beyond Dreams"; we always deliver higher than anticipated quality and execution of designs, from the overall client relation and experience till the most trivial details of logistics and suppliers' operations. Upon every project delivery the client's reaction is always the same: utter amazement.

What are your near & far future plans?

I strongly believe that Egyptian Architecture & Interior Design companies possess a more characterized quality of design and execution compared to other parts of the world, which is why I believe we are to go global in a matter of very few years. We are aiming to be one of the biggest Design and Build companies in the Middle East & North Africa in the next 5 years and worldwide in the next 10 years by taking the honor to represent Egypt in this field.

Facebook: Saif Mourad Creations
Instagram: Saifmouradcreations
Email: s@saifmouradcreations.com





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**FEATURED
AWARD**

Hossam El Kabbani

ENDURI

**Dale Carnegie.
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OF EXPERIENCE
OFFICES +200
GLOBALLY**

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30 LANGUAGES IN
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+ MILLION 8
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TRANSFORMATIONAL
FUTURE



Founded in 1912, Dale Carnegie Training® has evolved from one man's belief in the power of self-improvement to a performance-based training organization with offices worldwide. It focuses on giving people in the public and private sector the opportunity to sharpen their skills and improve their performance to build positive, steady, measurable results. For over a century, Dale Carnegie has been improving individual and business performance around the world. While our training techniques continue to evolve, our core principles remain true to a single vision: real transformation begins within. Dale Carnegie knows better than anyone that a company can only be successful when the right people are in the right jobs, working together at every level. Hard skills may get someone in the door, but they're only half the story – true excellence comes when your employees marry their education and experience with a mastery of communication and relationships. For more than **100 years**, we've helped companies of all sizes generate revenue, increase productivity, and reduce costs by revealing their bright and resourceful workforce. Together, we'll set your team in motion and help your entire organization reach new heights, powered by the unique talents of your employees.

Email: oe@dalecarnegie.com.eg

Mobile: 01227872355-01221160651

www.dalecarnegie.com

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HIGH END EXECUTIONS OF
TOP SELECTIVE DESIGNS

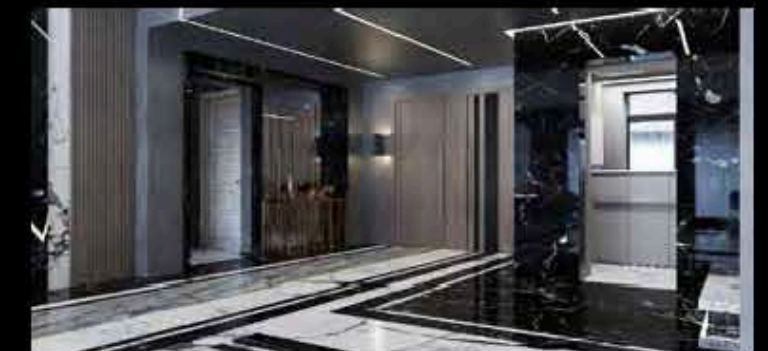
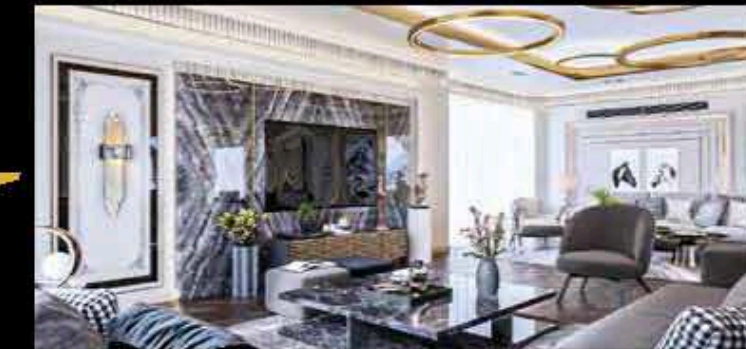
CELEBRATING 25 YEARS

Amgad Shamaa

**ARCHITECTURE &
INTERIOR DESIGN**

Designs is considered one of the largest experienced firms in architecture and interior design. It has executed hundreds of projects in Egypt since 1996. These projects varied between extravagant residential palaces, villas, lavish flats, office buildings, commercial malls, shops, and other public projects. The history of ASD started in Kuwait with its first branch where many projects were designed including deluxe residential villas and high-end public projects above all of them is the famous Al weqyan Mosque. In 2008, ASD collaborated with many partners within the Middle East region aiming to expand in all of Europe. The success continues as ASD designs reach all over the Middle East amongst Saudi Arabia, UAE, and Tunisia with the remarkable Golden Tulip Conference Center – Cathage.

Mobile: 01015157785
Website: www.amgadshamaadesigns.com



**FEATURED
AWARD**

Amgad Shamaa

SIMPLE BUT **SIGNIFICANT**



Contact Us:

+202 2900 918 +20100 706 3333

Address:

15 Latif Mansour Street, Heliopolis, Cairo, Egypt

Email: info@dilegno-eg.com

Every year new batches of design ideas set the trend, and this is what Di Legno is about. We've kept our ears firmly on the ground to provide you with the latest trends. This year, 2021 looks are set to be the year of more adventurous interior design choices. Di Legno will show you fabulous furniture styles that are rising in that time whether you want to update your bedroom, living room, or any space in your home or want to invest in some decorative pieces to complete your house style.

Customize your Furniture color, size, and style the way you like with Di Legno, our vision is clear and will help you to choose the best for your home. We create high-quality, handcrafted furniture designed especially for our customers. Enjoy our great style and high-quality fabrics that are customized by Di Legno especially for you.

ENCORE



ENCORE COMPANY

is one of the leading companies in
interior design in Egypt

We offer turnkey interior design and fit-out services. It started since 2014 and based in the heart of Heliopolis, the company previously worked on great projects with top-notch clients and the company employees are making their best to approve that the future holds the best for us. The vision of Encore Company is to always be unique and recognizable to the clients and to usually be up to date with the new designs and trends, also to produce a super good quality designs to the clients. We believe that our designs reflect our vision, our huge experience in designing Hospitality, Residential, Corporate, and Commercial spaces.

www.encore-eg.com Heliopolis - Cairo 01007063333

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**FEATURED
AWARD**

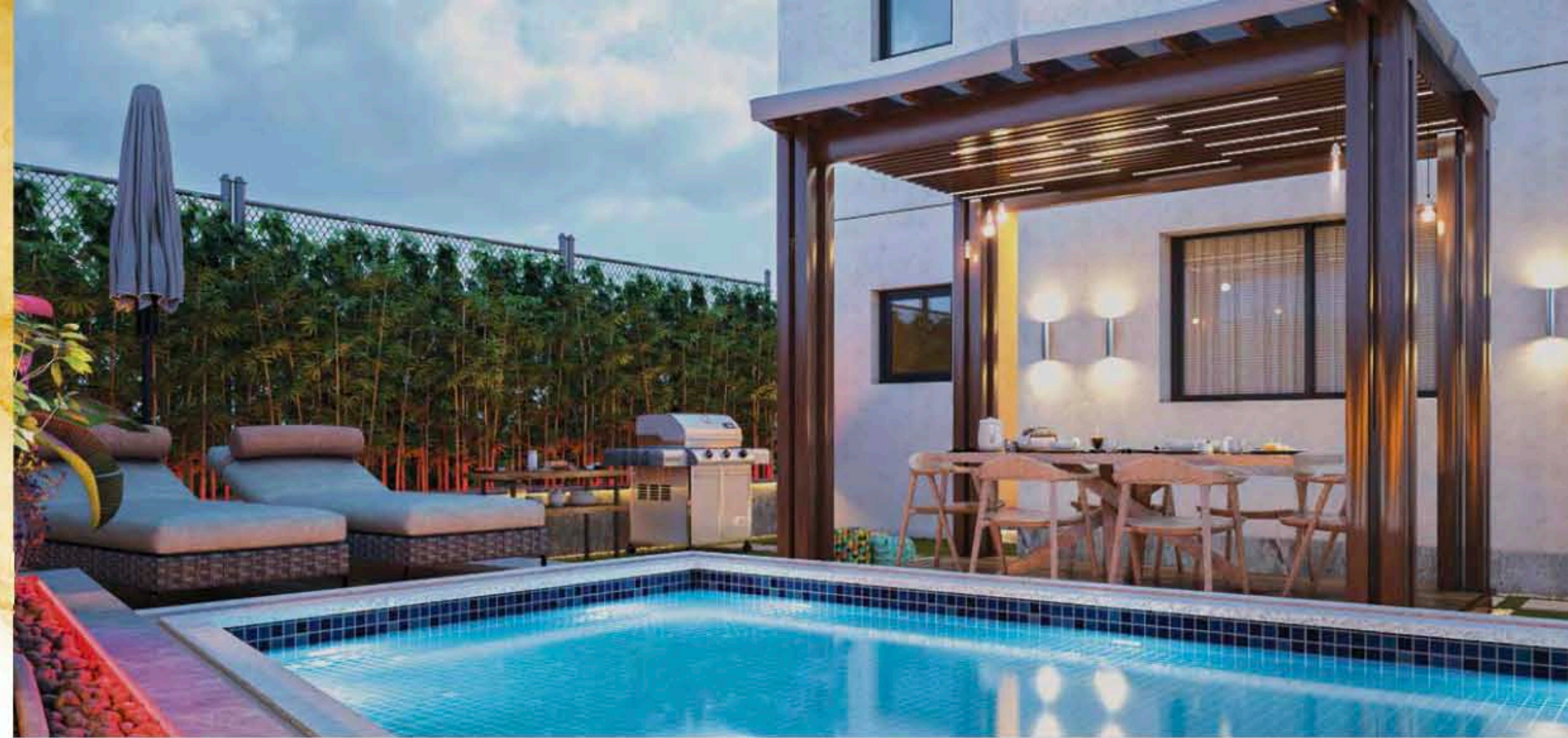
Noura El Fakharany



**FEATURED
AWARD**
Thraa Refaat

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MOST LUXURIOUS
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IN 2021

CONCEPT
Thraa Refaat



RESEARCH
IS THE KEY TO OUR
DESIGN PRACTICE

Tharaa Refaat innovations

At Concept, we trust that design is a concealed journey experience awaiting to be unfolded. Hence, we depend on design research which allows us to experiment, develop and come up with smarter design solutions. We constantly focus on developing viable surroundings which are eco-friendly and human friendly aiming to revive and elevate on both spiritual and physical basis. All that is foreseen as we strive for a further resilient future. Certainly, our design research and development teams have learned that we must test, tinker, build and break things to make them better next time. We view design as a process of exploration and discovery fueled by limitless thinking. That's why research is the key to our design practice. It's a platform for us to experiment, improve, and deliver extraordinary execution. Concept takes an integrated approach to interior design, bringing together interior designers, architects, environmental graphic designers, researchers, and more to build Places that delight, heal, and stimulate peak performance. Our purpose is to design environments that engage and inspire people.

CONCEPT
Thraa Refaat



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Address: 188 West Aabella, Fifth Settlement Giza, Egypt
Mobile: 010-16391041



EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

**FEATURED
AWARD**

Mahmoud Fouad



Boulevard Architects

CAN YOU INTRODUCE BOULEVARD ARCHITECTS & HOW DID IT START?

If I want to start talking about Boulevard, I will have to go back a little bit in the past, before I was even born. I will go back to the 1970s when my father started his own construction company where I started learning a lot about the industry and the market. Gradually through the years, the company expanded its scope and I decided to include interior, landscape, and urban works. So, you can say that for the past 10 years or so, we have been working extensively on a wide range of projects with a variety of clients.

IF YOU CAN THINK OF A KEY FACTOR TO YOUR SUCCESS, WHAT WOULD IT BE?

There are several qualities in our work that factored into our success throughout the years. I can say that we have the ability to design for every user according to his/her needs and desires. We always strive not just to meet the client's satisfaction, but also to understand the different people we are dealing with, and with that comes our own vision. It is this sort of compromise that makes us unique. We are quite punctual in our deliverables. We tend to spend significant time on our projects to come up with the optimum quality. Also, we receive good reviews from users who have been our longtime clients.



Boulevard Architects

TELL US ABOUT A VERY IMPORTANT PROJECT THAT YOU'VE ACCOMPLISHED & YOU'RE SO PROUD OF.

Well, there are several projects that I'm very proud of. If I can name a couple, I would say Stone Marr, which is one of the biggest showrooms in Egypt for marble and granite. We also have numerous residential units which we have delivered and work on its exterior scale.

WHO ARE THE STARS BEHIND BOULEVARD FOUNDATION?

Shall I say it's only me? No, I'm joking of course. Well, you know that nobody reaches success in life solo. Despite not having partners before, I have to say that the support I got from my father and other engineers have motivated me to bring my vision to life. The cooperative clients that I first started working with enhanced my scope of work. All the way to the passionate hard working team I have right now whom I consider to be more than just work colleagues. Yes, they haven't been around since the beginning, but every day I feel they have played a huge role in our success.



BOULEVARD ARCHITECTS

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AWARD OF THE YEAR

Omar El Essawy

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

Omar El Essawy

Equestrian addict: I've had my routine fixed with horseback riding since I was 10 and it shaped a great part of my personality. *Family attached:* A profound support system, that's how we are together. I owe them a lot and I can never repay their goodwill. *X-Dar:* 3 years ago I took a life decision of a milestone in my career by joining X-Dar firm with my father Amr El Essawy and from that day, plans started to embellish. *Sportaholic:* I have always been a proactive healthy person since childhood, but then recently I realized that I needed a new addition to my routine to have a better body shape, so I started working out at the gym. *My life is mostly centered on these things and only if I have the time I would hang out with friends.*

Omar El Essawy

RIDING TO GLORY



Having double careers, which one gets more of your attention?

Well before I join architecture I could only see it as a way out to obtain my bachelor degree and peruse my dreams as a horse riding champ. Nevertheless, pitching into architecture, I realized that my passion for it is not less than that of Equestrian.

As a champ and derived by the urge of competing, what are your future plans for your career?

Even though I practice Equestrian jumping not racing, I do have the feeling of contesting and I am aiming towards a defined target in my career and for the future of X-Dar. My dad, Amr El Essawy has accomplished a lot and one day I will amplify this till X-Dar becomes among the best top 3 in Egypt and a well-known reputation worldwide.

Tell us about your first participation in an international championship, how was the experience?

I remember my first championship was in Alexandria for a national show, and while I was on the way I could feel a burden of responsibility that got me terrified yet my family supported me a lot. Once I arrived, I was able to zone myself out and remind me of hard work which paid off and got me the first place.

What are things horse riding taught you that supported you in your business?

Equestrian is a sport that teaches you perseverance as you only see the results on the long run. Same goes with work, you don't expect your work to be accomplished in a blink but you need to spend hours designing, sketching and searching till you reach a conclusion.

How did it feel to be back in the saddle after your first severe injury?

I faced two severe injuries among many small others; the first one lead to a brain concussion which I didn't realize till I finished the tournament. While on the second, I broke my arm and all I can think of at that time is the wasted day and the lost points of the competition. Surprisingly, both injuries happened with riding the same horse so, and while I was still in cast, I decided to get back to training with my horse to make sure we were on good terms. "Add a full stop & start over" is my dad's famous advice to me.

If you can give one advice to young passionate horse riders & one to young architects, what would they be?

In Equestrian, you are not the one solely in control you share efforts with your horse so spend as much time with it as you can. And never think of giving up for any reason there is no iconic champ in Equestrian that you can point out unlike other sports. While for your architects, you have to be passionate about it as it takes a great part of your life and you need to always be on track and develop a sense of art to see different perspectives.



NICH
AWARD
EXCELLENCE
2021



**FEATURED
AWARD**

Dr. Shady El Zayat

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021

OLD


HAMO MOHSEN
HAIR ARTIST



With experience exceeding 25 years in the beauty industry, I've come to realize that although beauty is sought after by many, yet they do lack awareness and education, not just about their hair types and the products that go with them, but in general about the field itself. Aspiring vanity beauty isn't just about haircutting, shading, and nail treatments during your spare time. On the contrary, the magnificence of cosmetics is continually surprising us with new concepts and technologies which we long for and get to learn about daily. It is an industry where education is always the key and to boom, you should learn from the best.

Phone Number: 01226844449/ 01220689122 Youtube: Hamo Mohsen beauty salon Snapchat: Hamo Mohsen hair artist
Instagram 1: @HamoMohsen Instagram 2: @hamomohsensalon Facebook 1: Hamo Mohsen Facebook 2: Hamo Mohsen beauty salon
Address 1: 1, Mostafa Mahmoud Square, (beside Cilantro Café), Mohandsien, Giza Address 2: 19, El Hegaz St. (in Front of Maryland Garden)

THE REAL LUXURY



FEATURED AWARD

Dr. Ahmed Abd El Halim
Amr Kamal

EGYPT'S
MOST LUXURIOUS
BUSINESSES
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IN 2021



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FEATURED
AWARD

White Bus



HOTLINE
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White bus is a market-leading value operator in Egypt with the aim of providing a travel experience on edge for customers, and established as a strong transport group that offers lavish, smarter travel at great value prices. The mass-transportation service, which was recently launched, offers superb value fares across the country, linking more than 30 provinces and offering high-quality travel in some of the country's most modern vehicles. White bus carries millions of passengers a year at a soothing experience.

Facebook: @WhiteBus2021 Instagram: @whitebusegypt

EGYPT'S
MOST LUXURIOUS
BUSINESSES
REBRANDED
IN 2021



**FEATURED
AWARD**
Mohamed Talaat



MOHAMED TALAAT
ARCHITECTS

NICHE AWARD OF EXCELLENCE 2021

A FESTIVE NIGHT BURSTING WITH GLORIES

ST. REGIS CAIRO HOTEL – ASTOR GRAND BALLROOM

Caroline Astor, Gilded Age doyenne, invited a selective elite group of 400 acquaintances, friends, and luminaries to private parties, night suppers, and prosperous galas. New York society expression was born by her royalty through assembling her social circle to shape the first true high society register in America.

Ensuing the legacy of his mother, John Jacob Astor introduced The St. Regis New York in 1904 to be the finest hotel in America as declared by the New York Times magazine. The visionary inventor and entrepreneur Astor ensured every room was as technologically advanced as it was luxurious. More than a century later, the legacy of one of the Titanic's wealthiest and most famous lives perished in the tragic incident continues till today and extends to reach 46 St. Regis-branded hotels around Africa, Asia, Central America and Caribbean, Europe, Middle East and North America.

St. Regis has redefined the meaning of a luxury hotel outlining lavish resorts all around the world. They trust that to live exquisite is all about a remarkable experience for each and every guest highlighting families. For that, St. Regis holds on to a traditions program which was designed to cherish intimacy living through a unique destination.

Stepping up as one of the finest hotels, St. Regis. A cozy home that embraces different cultures and backgrounds. A story that treasures beauty and luxury. This alluring and the most divine hotel has granted Niche Magazine a unified space from the heart of Egypt to commemorate and glorify the rituals of the originator & hold the Niche Awards 2021 ceremony precisely at the Astor Grand Ballroom. So, we can all encounter and celebrate this precious moment in our lives.

For premium experiences, renowned for its tradition of innovation and commitment to impeccable service, Ms. Aliaa Morsy received the Niche award on behalf of St. Regis Cairo hotel.



ST. REGIS



**FEATURED
AWARD**
Mohamed Badr

EGYPT'S
MOST LUXURIOUS
BUSINESSES
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IN 2021



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RAOUF**
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As Damac's business partner in Egypt and on their behalf, we're delighted to invite you to our esteemed event held on 28th and 29th of May 2021 at Westin Golf Resort & Spa, Katameya Dunes in New Cairo.

Don't miss the chance to Fly in to Dubai when booking a unit through us for 3 days & 4 nights in addition to staying in one of Damac's top luxurious hotels in Business Bay, Dubai.

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"In this ever-changing society, the most powerful and enduring entrepreneurs are built from the heart. Those who are real and sustainable. The foundations are stronger because my company is built with the strength of dedication, commitment, and being a leading powerhouse. The companies that are lasting are those that are authentic. I myself strive to build my enterprise towards an everlasting impression and trusted collaborative relationships with my clients, and my team. To me, it's about performance with integrity." - Concept Elite.



Founded in 2017, Concept Elite was established by professional bankers and financial gurus with wide exposure for offshore investments, and became the doorway to luxury lifestyle international investments & lavish real estate properties where you can find the utmost prestigious and exclusive properties and holdings offered globally. With two headquarters, based in Dubai and Egypt, Concept Elite's investors and clientele are based across GCC, North Africa and Europe. Concept Elite offers to investors Dubai's market and lifestyle.

From branded properties like Fendi, Just Cavalli, and Trump Estates. The list goes on with these unique abodes, along with UAE residency permits and trade licenses. There is everything for everyone when it comes to Dubai. The qualified & experienced advisors at Concept Elite know that real estate isn't just about prices; it's also about building relationships. We match our clients with properties in Dubai that fit their lifestyle, budget, and needs. Having the edge of our availability with our second headquarters in Egypt, being able to have an interpersonal relationship with your advisor is what really matters when thinking of investing. Some of the proud partners in Dubai are Damac, Emaar, Sobha Hartland and many more. We cover 80% of Dubai's real estate market along with the prestigious Dusit Thani Sri Lanka. There is an extensive array of services besides Dubai's market. Concept Elite provides Second Citizenships in various countries and across all continents whether it's Europe, Caribbean Islands beautiful commonwealth countries like St. Kitts & Nevis or Grenada, Northern America and many more the possibilities are endless. We help you find the right fit for you to become a Global Citizen, opening amazing opportunities to your business and your family. Additionally, we provide extravagant, premium holdings and purchases worldwide such as private jets and yachts. Beginning with Egypt, our vision is to be the Middle East and Africa's leading company in international investments as we aim to build our investor's trust and satisfaction in all their investments & to give them the opportunity to be part of a global community. We are an Elite enterprise for Elite clientele.





WINCHESTER BRITISH INTERNATIONAL SCHOOL



WWW.WINCHESTEREG.COM

ABOUT US

"Winchester British International School is a selective coeducational British school located in the heart of 6th of October City, Giza, Egypt.

The School was established by a team of investors and educational professionals dedicated to the mission of creating a benchmark in international education in Egypt. Winchester British International School is committed to implementing best practices in educational leadership and teaching in order to empower pupils with the skills, knowledge and attitudes necessary for achieving international school-leaving qualifications and pursuing further education whether locally or in international universities. At WBIS, pupils' welfare and care go hand in hand with the highest academic expectations. Winchester British International School graduates will stand out for their outstanding performance throughout their further education and future careers."

OUR VISION

We will build a community where all pupils feel safe, supported and appreciated for their unique qualities. We will provide a culture that upholds our core values of tolerance, empathy, mutual respect and acceptance, kindness, honesty, humility and courtesy. We will be role models who inspire through a love of continuous learning. Pupils, staff and stakeholders and the entire community will celebrate Winchester International Schools as a benchmark

OUR MISSION

We are dedicated to meeting and exceeding the highest standards of teaching and learning in a safe, nurturing

learning environment where every pupil is inspired, empowered and motivated to reach their fullest potential. We are committed to respecting diversity and responding to the individual differences among our pupils by ensuring that the unique personal, social, emotional, cognitive and physical needs of each and every student are addressed. We will develop a strong sense of community pride among our staff and parents by creating a culture of continuous professional development for our staff, listening to our parents' voices and supporting them with their child's learning journey.

OUR VALUES

At WBIS, we uphold the core values of :
•Kindness , Empathy and Humility
•Courtesy, Tolerance and Respect

OUR PREMISES

Winchester British International School is a purpose-built, state-of-the-art eco-friendly facility with accommodating classrooms, ICT suites, libraries, science laboratories, creative art studios, assembly halls, a fully-equipped theatre and a dining hall. Our outdoor areas comprise magnificent landscaping, numerous green shaded areas, outdoor play areas and sports fields: tennis courts, basketball courts, football pitches and volleyball courts. In order to enrich teaching and learning, the School has invested in the latest academic and technological resources and manipulatives available for the implementation of our curriculum. Accordingly, all classrooms are equipped with interactive panel boards, white boards and computers as well as teaching resources, books and manipulatives.

OUR CURRICULUM

The WBIS curriculum is unequivocally broad and balanced. It meets pupils' interests and needs exceptionally well. Pupils find the wide range of stimulating experiences in school and the many extra-curricular clubs, visits and activities, exciting and interesting.

In WBIS we take pride in our Egyptian local context, national heritage and identity. Accordingly, in addition to the subjects of the British international curriculum, the WBIS curriculum comprises the Arabic, Religion and Social Studies curricula of the Ministry of Education Egypt. All subjects of the Curriculum are designed to motivate pupils to become highly enthusiastic learners and take every opportunity to deepen their knowledge and understanding. Moreover, pupils are excited by the wide range of learning activities which enable them to develop their skills effectively.

OUR STAFF

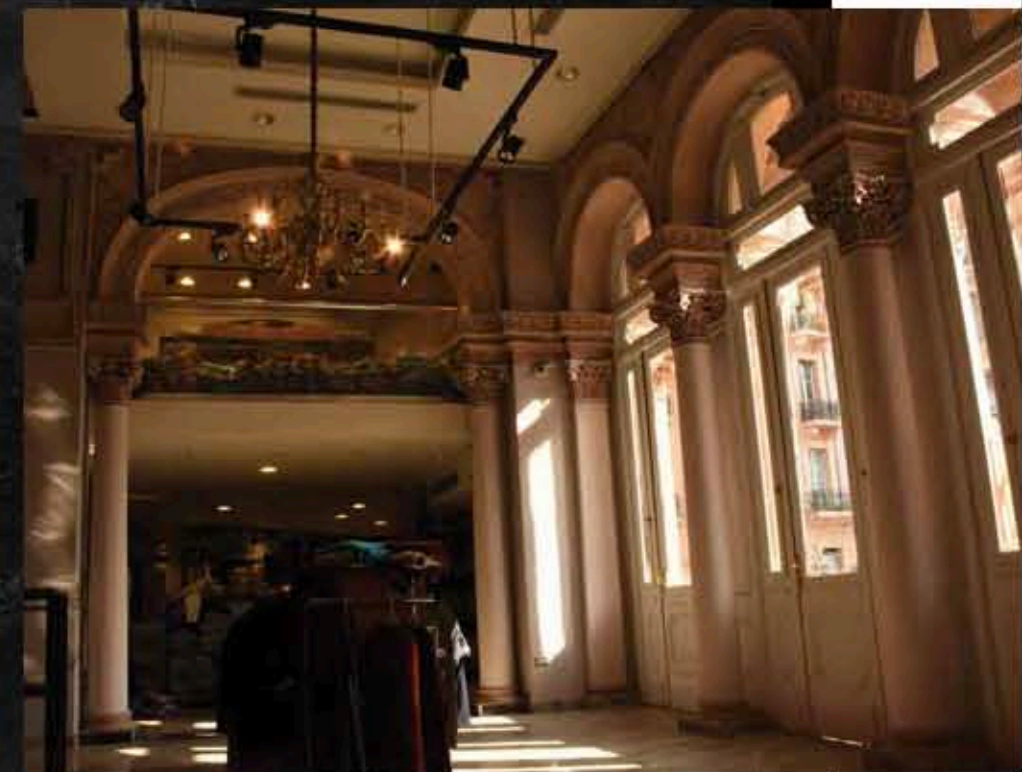
WBIS is expertly led and managed by a visionary team of highly effective leadership who are dedicated to ensuring that pupils receive a first-class education. The entire team share a clear vision and deep-rooted values. Together, they place pupils' well-being and achievement right at the centre of everything the school does. All staff share this passion for excellence. They work very effectively to ensure that pupils' personal and academic achievements are second to none. Leaders at all levels work successfully to provide an extremely strong culture for learning that enables all pupils to reach high standards. This

culture pervades the school's work, whether welcoming parents and carers and pupils in the morning or making sure that learning is fun, enjoyable and successful. It ensures that there is a highly supportive atmosphere in which all pupils are able to develop into thoughtful and respectful young people who value learning. In WBIS, high-quality teaching is the norm. Teachers make learning enjoyable and, at the same time, challenging. Pupils are motivated to become highly enthusiastic learners and take every opportunity to deepen their knowledge and understanding. They are excited by the wide range of learning activities and develop their skills effectively.

CONTACT US

WINCHESTER BRITISH INTERNATIONAL SCHOOL
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work and all in all solutions with functionality,
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having clientele involved in each
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consultant, we
are firm in our belief to
suggest unbeatable solutions
and deliver the matchless service
possible. The main factor of our self-rating criteria is
the client's Satisfaction which constitutes a major part
of our company's philosophy. Hany Omar designs are
dedicated to upholding the long-established reputation
of honesty and integrity in all business relationships.



Ahmed Rabie

At Atrium Group, we bring together talent, art, creativity, architecture, quality and above all style to create your comfort – home – zone. With steady and planned steps, Atrium Group has significantly created a niche market with only but a few a players in Egypt. Starting off at different continents in 1999; the Middle East, Asia and Australia, then residing in Egypt in 2005, we inhabited the interior designing market with three branches, in China; located in Baiyun District, Guangzhou that is specialized in raw materials, finishing materials, and home accessories, and two in Egypt.

Our collections possess a unique blend of ethnicity, harmony, lasting comfort, stunning craftsmanship, astounding design, daily functionality and lifelong quality. We aim to convert a mundane, bland space into a vibrant, colorful and full-of-life delight. We input your taste and budget, process them, and add a touch of art, a pinch of color, and tons of creativity to create the perfect output for you. Having created a solid infrastructure, we trust that Atrium Group will be the market leader nationally, and among the finest market players regionally.



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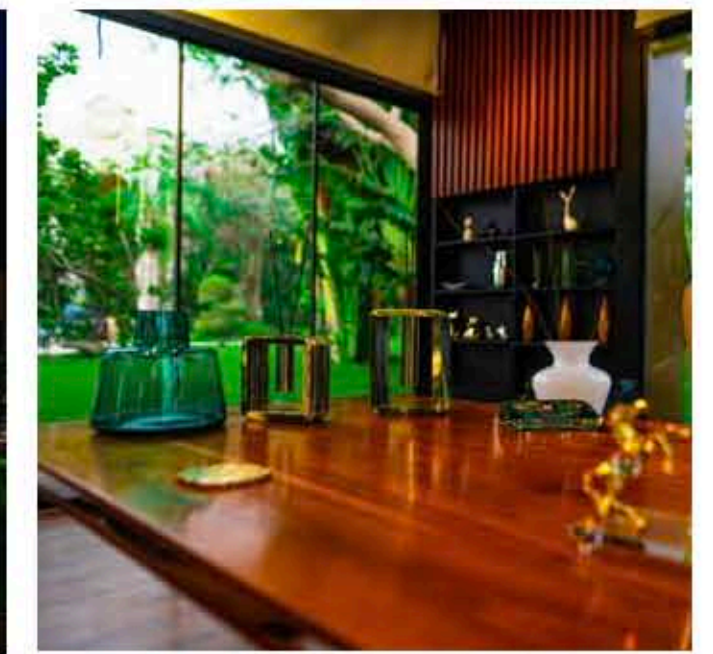
Mohamed Omar Is an architect who crossed his place in the industrial construction segment, with over 20 years of experience. Mohamed Omar started his career alongside studying architecture, he used to manage the regular maintenance for running big industries and factories. That gave him a perfect experience to see the tiny details that can highly boost the efficiency and functionality of the building. Later on, this reflected on how he managed the design process for meticulous work & outstanding outcomes. Mohamed reached to manage the construction department as a third party for top clients in the local markets such as L'Oréal, Bel Egypt, Dow, Cadbury, Danone, Juhaina, etc. Now, he has expanded his business to include architecture and interior design with an experienced team in the designing and executing aspects of the project. Together with his skilled team, he offers creative and unique ideas that suit and empower the client's lifestyle while providing the utmost comfort, innovative and affordable environment at home, work, and leisure, and even in public space.



Madinaty - New Cairo

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01100761111



KH Project is a standalone office in a private house garden in Obour City. It reflects the simplicity and luxury together as it connects to surrounding nature that compliments it with a good vibe for working. Not only is it a working space but a room next to many entertainment & activities happening around and connecting all family to the office space. It has an outdoor cinema in the backyard, and an outdoor sitting area in front of the fountain to gather all the family members at night.



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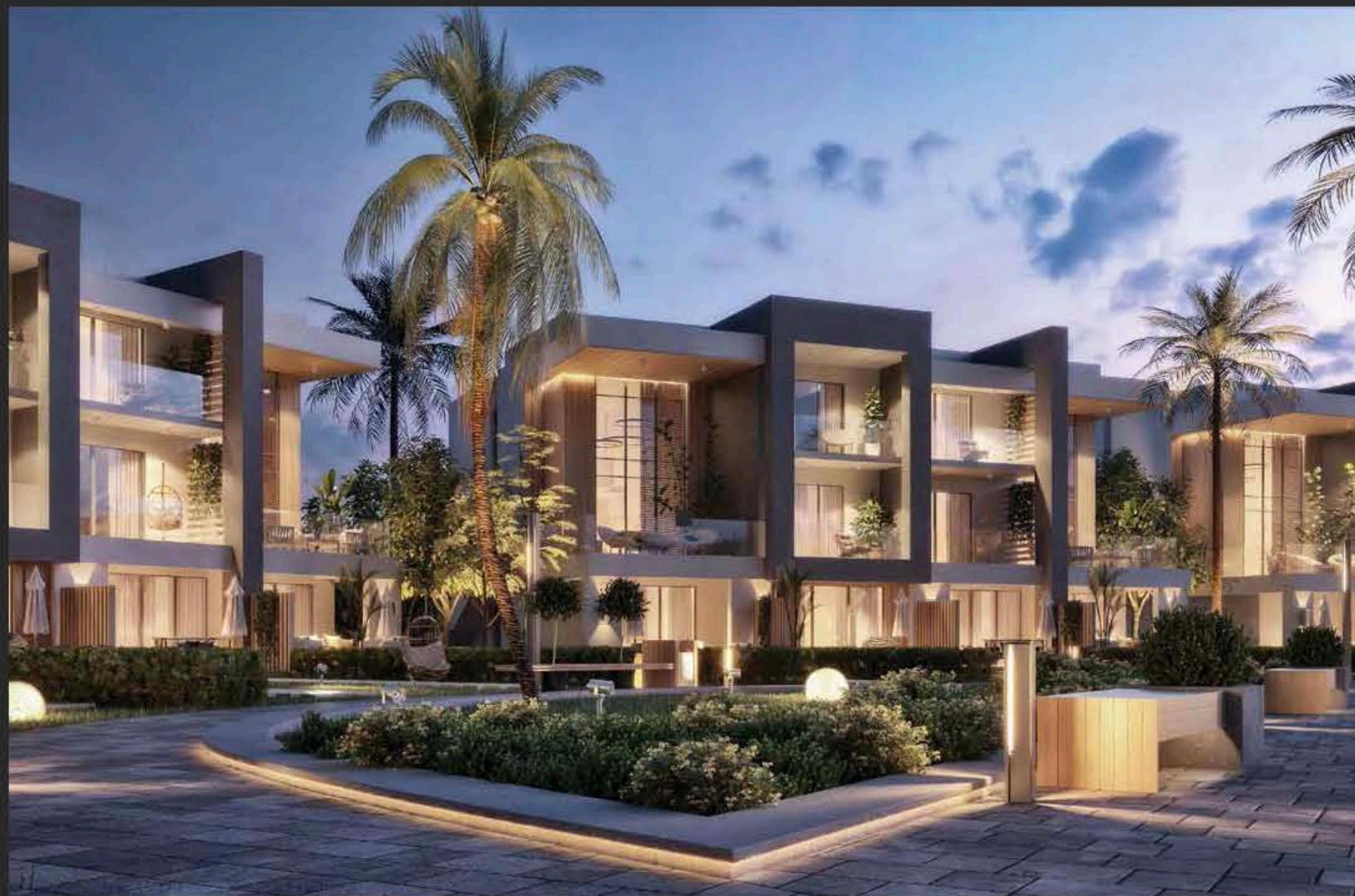
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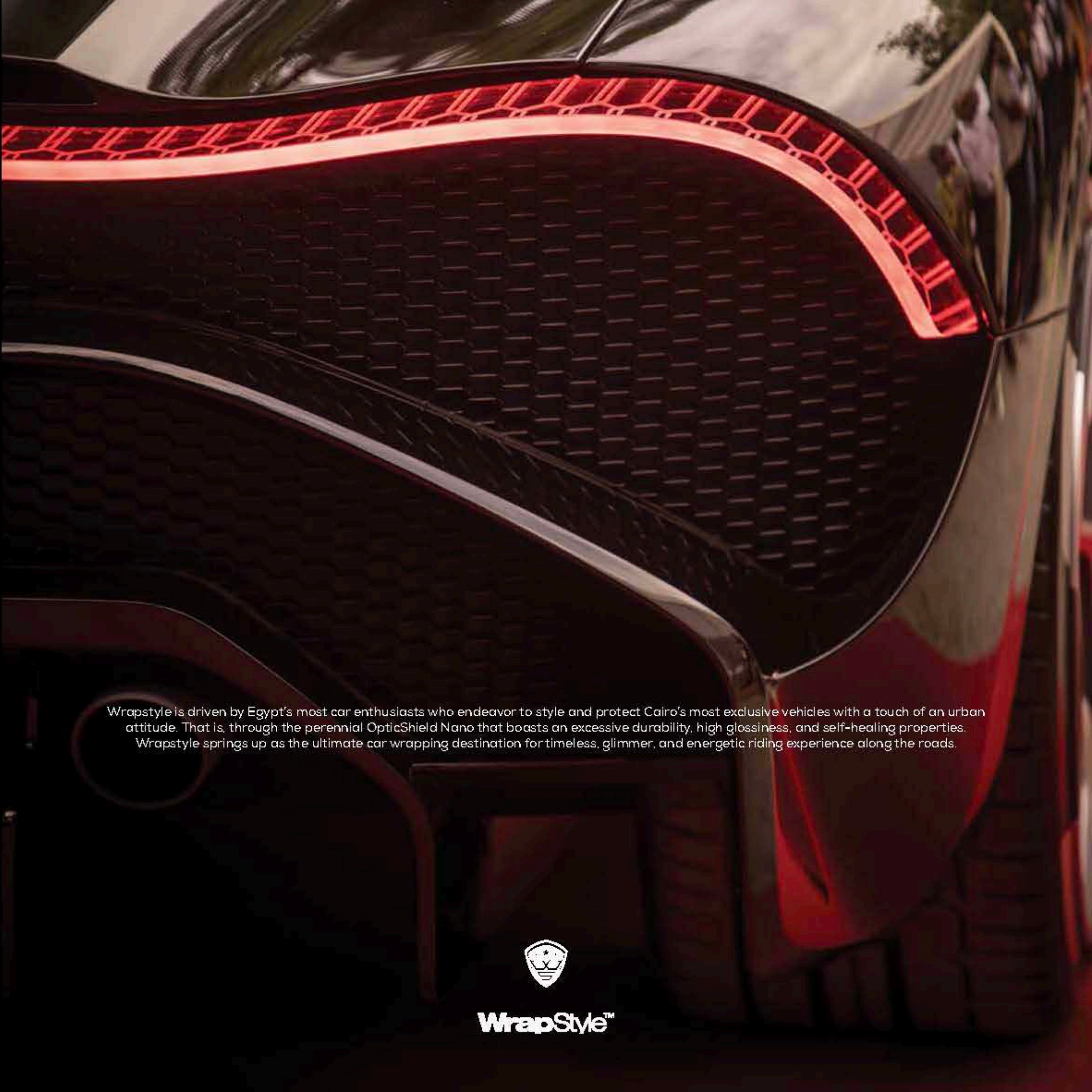
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WRAPSTYLE: CAIRO'S MOST TRUSTED EXCLUSIVE VEHICLE WRAPPING HOUSE.

Located in the heart of New Cairo, Wrapstyle is one of the leading luxurious car styling and protection companies worldwide. Its masterly skill, trustworthy reputation, and top-notch performance and quality expanded worldwide to embrace 21 different locations.



Wrapstyle is driven by Egypt's most car enthusiasts who endeavor to style and protect Cairo's most exclusive vehicles with a touch of an urban attitude. That is, through the perennial OpticShield Nano that boasts an excessive durability, high glossiness, and self-healing properties. Wrapstyle springs up as the ultimate car wrapping destination for timeless, glimmer, and energetic riding experience along the roads.





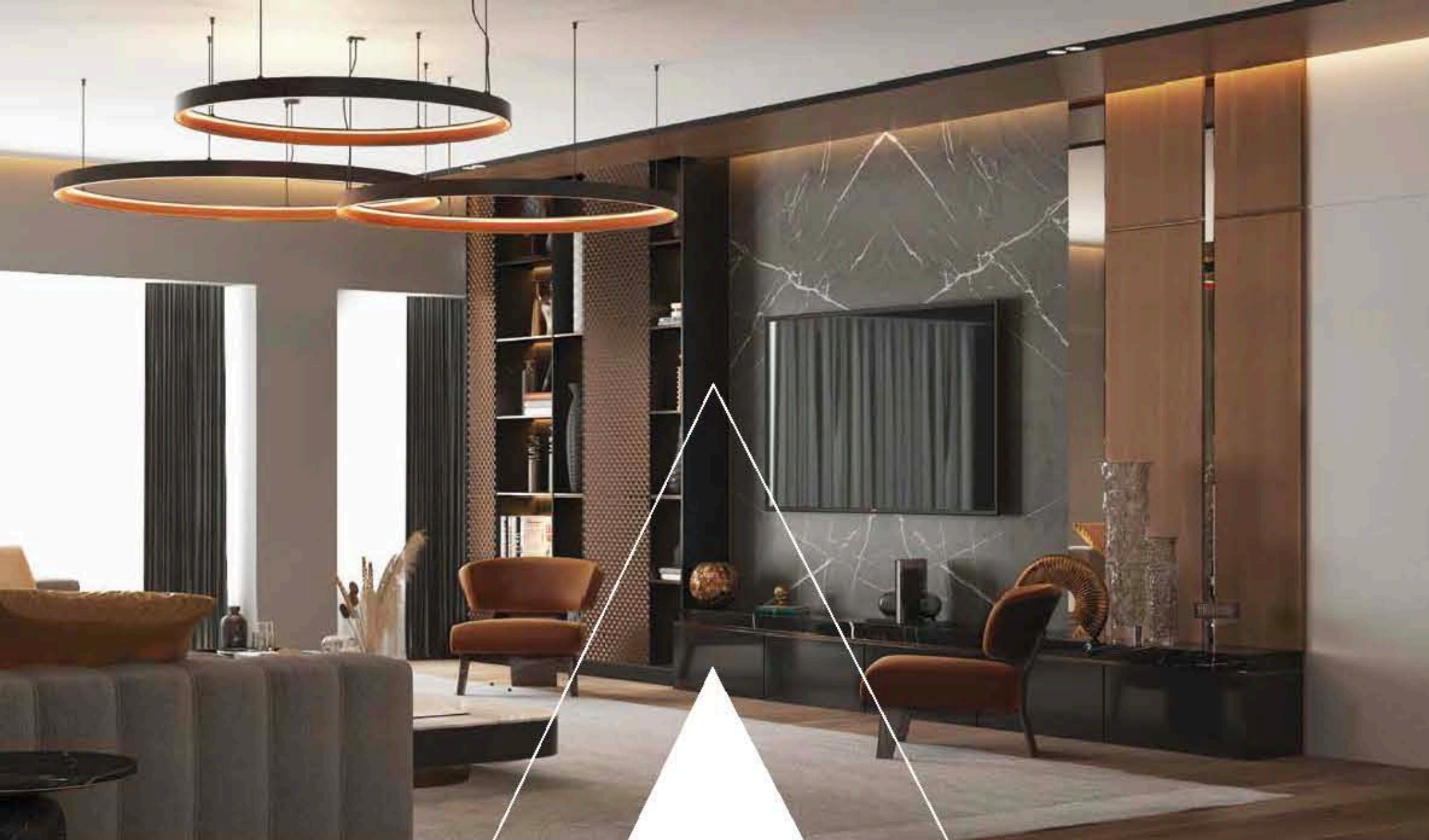
Aligore & Myth

At A Glance

"It's all about creating passionate and loyal clients". Aligore & Myth is an exclusive real estate agency, bringing the top-of-the-line estates to its clientele. Through this unswerving notion, Aligore & Myth refines the real estate world by ensuring that its clients are ultimately rewarded by their dream houses. A&M is distinguished within the industry. That is, through its ability to consistently provide the finest selection of real estate available within a multitude of Egypt's highly sought-after districts. Furthermore, staying on top of the latest trends in the ever-growing real estate market with its fast-changing pace.

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Interior Architecture is the balance of art and science in designing an interior space. It's a mix between Architecture and Interior design, which is exactly what we do. We are professionals with an intimate knowledge of architecture and interior spaces, we got the tools to design them and the construction experience to ensure the desired results. A Zone Architects is an architecture and interior design company that was founded back in 2009 by architect **Taher Mostafa** with a passion to turn imagination into reality.



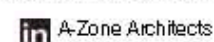
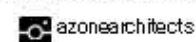
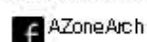
Taher Mostafa
Founder & CEO

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FEEL THE MEDITERRANEAN DELIGHT LIKE NO OTHER.

In 2005, Heliopolis elite guests were attracted to a bar lounge luxury eatery where they enjoyed the simplicity or perhaps perfect fusion of refined pattern, texture, and color.

Alle Botti is one of the most dazzling and spectacular restaurants and bars in the heart of Cairo. Relaxed and informal, the restaurant and bar captures the passion and personality of its location. With new places opening up every five minutes, it's common to easily forget about places that have always been there but not when they leave you a first best impression & a great experience. The menu is extensive and seasonal to a particularly high standard. It was created by Lebanese chef Chef Charbel Abi Rachid, featuring Mediterranean seafood dishes, off the grill veal & chicken dishes as well as a wide selection of appetizers and Meze to accompany their wide selection of cocktails. First time in Alle Botti and this place is great! Do yourself a favor and visit this lovely restaurant in the heart of Cairo. The ambiance is very welcoming and charming. It combines amazing cocktails, food, service, wonderful dessert and everything you taste melts in the mouths. The staff are extremely knowledgeable and make great recommendations.

From the starter to the dessert the quality and tastes of everything were outstanding. We had an exceptional 3-course meal, with a couple of beers. We've made the right decision to begin with the Fresh beef "shawarma pouch" dish wrapped in phyllo pastry smothered in muhammara and pomegranate molasses, in addition to their signature cordon bleu bites doused in wild mushroom spinach cream and goat cheese dip aside. The main course is to die for. Their famous "Dutch veal tenderloin" with mushroom duxelle cream, red wine reduction, and a side of truffle potato purée and roasted seasoned vegetables was fire! We were also lucky as recommended by the maître de chef to savor the mouthwatering schnitzel chicken served with a fusion portion of French fries & sweet potato fries and wild Rocca salad.

The dish came with a warm superb truffle cream for topping which took the dish to a new level. Saving the best for the last, the inventive Lebanese chef Abi Rachid surprised us with an extraordinary dessert. Well! There's always room for dessert even though we were completely full.

A traditional Middle Eastern delicacy with a new twist, the refreshing "Mafroukeh Achta". If you're a fan of pistachios then this dish will drive you crazy. Alle Botti is ideal for those who want a romantic night out, a couple of shots with a friend, or even a classy business dinner. There was also plenty of room for bigger groups outdoors or indoors next to the bar.

147 El Merghany, Heliopolis

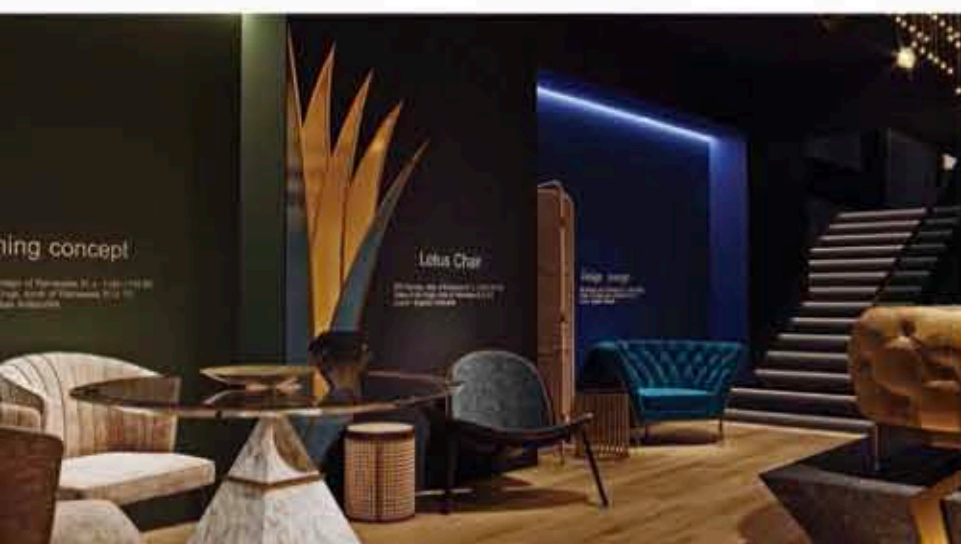
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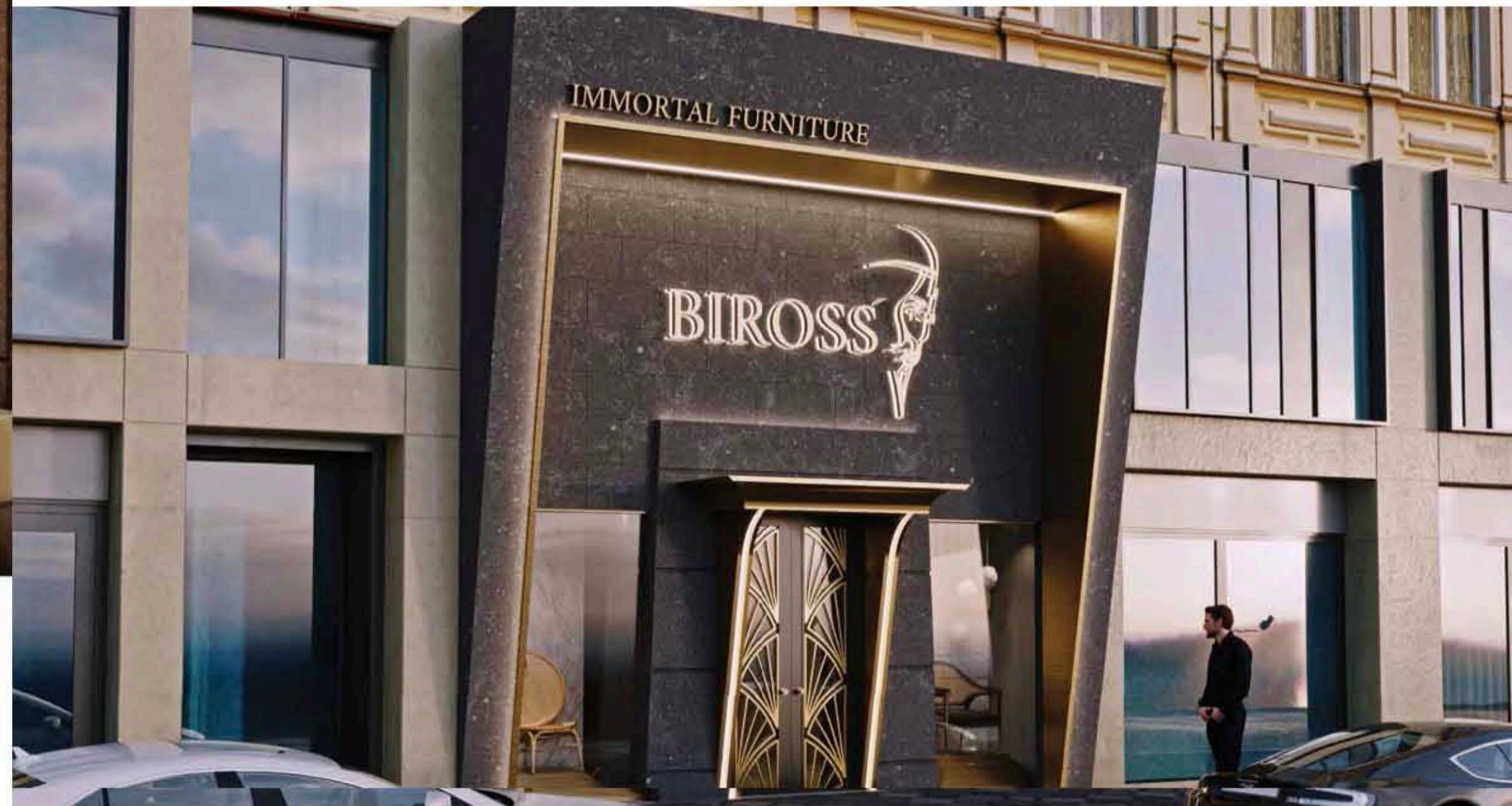
Where past meets future

Each creation carries the legacy of centuries. At Biross, talented artisans challenge ancient styles and directions with the latest technological methods and trends to shape the finest materials into remarkable furniture, upholstery pieces, which gives rise to timeless cosmopolitan environments.



Iconic piece of art

We at BIROSS committed to reinterpret ancient art and styles to create unexpected pieces of contemporary furniture. The collections are inspired and accurately handcrafted in Egypt with attention to detail, and passion for beauty. On the other hand with quality and reliability our showroom is neatly designed by Tobian Design Studio to deliver our concept using innovation and creativity.



Phone: +1 323-899-3011, **Facebook:** @BirossInternational, **Instagram:** @biross_egypt.

Head office: 2150 W Chapman ave orange, ca 92868, California city, ca.

Showroom address: 84 Joseph Tito St, Cairo. **Factory address:** 252 New Cairo, Industrial Zone, The One Thousand Factory Zone.

WWW.BIROSS.COM



STORY BEHIND TROPHY

After a silver jubilee of successful collaboration with some of the top world class brands in Egypt and other countries, I am grateful to have been given the opportunity to design Niche Magazine Award of Excellence 2021.

Art is a form of communication. It is a touchstone, that touches us in ways words do not. It is not linear. It goes all over the place and can hit you below the belt when you least expect it. It is difficult to say how I did it but in the process of creating the trophy, many ideas came on my mind but only few touched my heart. I tried to portray the inside world of the award winners and translate their humanistic spirit into a modern context with an ancient Egyptian touch. A trophy that would be special enough to honor the outstanding journey of different market leaders who I got a lot of respect for. A trophy that would tell the heroically glorious success story of every one of the awarded.

Ramses Herodes

www.RamsesHerodes.com



Ramses is a supranational visionary entrepreneur and investor. His wealth of experience, passionate and creative art in different fields, was and still is, an added value to the finest and most leading brands in the world throughout 25 fruitful years of business.

From investing to founding, Ramses has played a paramount role in the career path of many companies:



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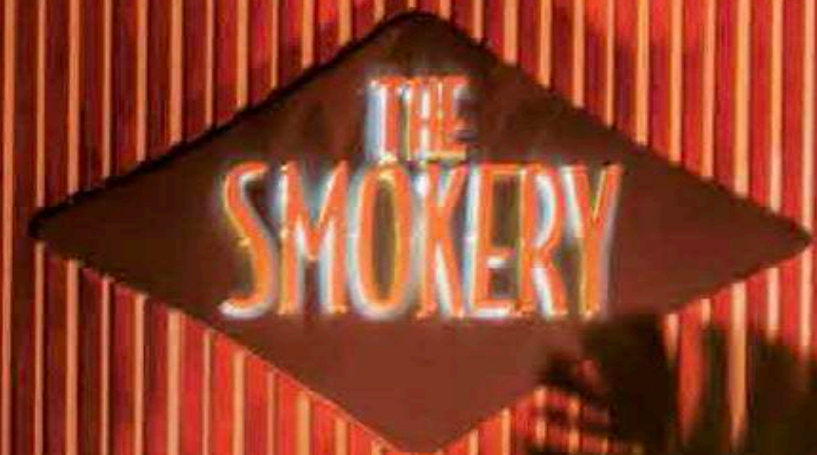
WHEN FINE DINING REACHES ITS PEAK AND DELICACY MEETS APPETITE

AN AMBIANCE FILLED WITH LUXURIANCE

The Smokery has been a major player in the Food and Beverage industry since 2012. Being one of the pioneers in the category of Upscale Dining, they have remained on top of the scene by continuously upgrading their Restaurants and Cuisine over the years with thorough attention to detail and quality, both in the kitchen and with their loyal clientele. Their 7 restaurants in Katameya Heights, Palm Hills, Heliopolis, El Gouna and the North Coast are exceptionally unique, located in the most prestigious locations. The Smokery Katameya Heights simply has a charm that cannot be found anywhere else. The just recently renovated "Smokery Heliopolis" is an outdoor gem in the heart of Heliopolis, with a Bar design that has given the venue an edge over its sister restaurants. Moreover, you don't get the view from The Smokery Palm Hills anywhere else, where you can spot the Pyramids on a clear day! And we can not leave out El Gouna and the North Coast with views overlooking the Yachts in the Marina and the beautiful Mediterranean Sea. Their scenic venues across Egypt complemented by their high quality food and service have been selected as some of the most popular in the country to celebrate numerous Special occasions, making The Smokery more than just a restaurant.

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WHEN UNIQUE FORM MEETS FUNCTION



E&E is a firm established by Eng. Mohamed el sabban and Eng. Eslam Swellam specialized at the field of interior design and architecture with contemporary visions to fit the recent developments of décor and furniture . The needs of the clients and their taste are a priority to them yet with the up to date engineering solutions, excellent area usage and the new décor designs. They .have experience to work in interior residential and commercial designs along with landscape



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CONTOURS
Obesity Solutions
Dr. AHMAD SHABANA

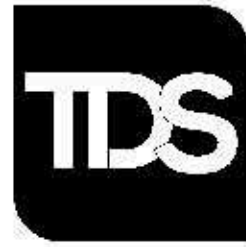
MEET THE EXPERT

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
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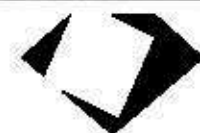


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The third generation of a family that's been working in the furniture field of furniture since 1954 while in 1996 they started trading and importing wood when it all started.

ARO ART is considered to be one of the largest luxurious wood distributors in Egypt. A brand established based on massive market awareness & knowledge of wood and its industries by the expert Awad Rashad. Among different forests in the US, Europe, and Africa, **ARO ART** chooses carefully the types of wood before introducing it to the Egyptian market. The Wood qualities chosen vary depending on two main factors; the type of project it will be used in and the budget. All kinds of wood at **ARO ART'S** end are 100% natural or manufactured from natural material such as Ingleno, Tropik, Faggio, Cherry Hill, Spaan. Rashad has distribution channels all over Egypt besides Dubai, Jeddah, Morocco, Tunisia, and Alegria. The rare pieces of **ARO ART** woods can be spotted among Egypt's finest hotels, residential and commercial works all supplied from his current warehouses in Egypt. Awad Rashad's passion with wood is sensed in his artwork and pieces, henceforth, he wishes people would fall in love with it the same way he did.

**Ing
Legno**

Faggio

Tropik

Spaan



CHERRY HILL

Office Address: Head office & Show Room 32 El Obbour Building Floor 13 - Flat, 1 Salah Salem St., Cairo, Egypt



Characterized by its forward-looking approach and philosophy, Alca is one of Egypt's ideal malls to take home a memorable experience. Its excessive attention-to-details in every element resulted in it being the most aesthetically and sophisticated mall to provide diversity delightfully and brilliantly.

A lively family-friendly environment where comfort, luxury, and convenience are encountered ingenuity. A powerful entertainment destination where everyone is generously entertained. A highly organized and outlined retailer selection where shopping enthusiasts conveniently fill their shopping bags. Alca is the new Egypt's journey to greatness that started with a passion, followed by an impressive and leading shopping complex.

ALCA
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AWAD RASHAD AND HIS WOODEN CREATED MASTERPIECES



FEATURED AWARD
Awad Rashad

