

# NICHE

## LUXURY LIFESTYLE MAGAZINE

*Luxurious  
Lifestyle*

The crown awaits the woman who embodies the  
essence of true luxury!

QUEEN EDITION  
2024

EXPERIENCE THE EPITOME  
OF LUXURY WITH  
NICHE MAGAZINE'S







## MR.EHAB SHOUMAN

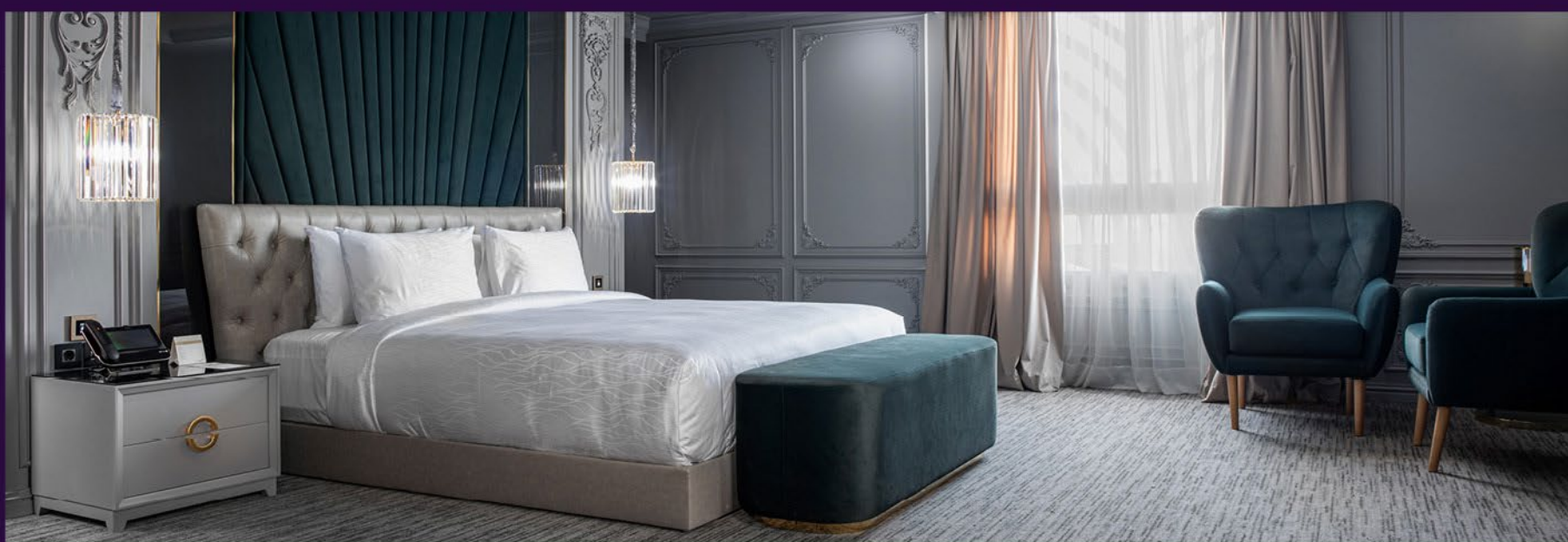
Area General Manager tells us the success story of Triumph Hotels: the first Egyptian hotel chain operating according to Global hospitality standards. The Triumph Hotels chain was inaugurated in 2007. "Our first hotel was Triumph Plaza Hotel in Heliopolis. It consists of 147 rooms and suites in various spaces, as well as several elegant executive meeting rooms that qualified the hotel to win "Best Business Hotel in Cairo" for the year 2021. Our second hotel, Triumph Luxury Hotel, launched in 2019.



It's located in the heart of New Cairo and includes 249 rooms and suites that have varying spaces and specifications ranging from elegant rooms to luxury suites. Rooms and suites in Triumph Luxury Hotel feature a combination of full/partial view of the swimming pool and other city views. Triumph White Sands, our newest hotel, opened in 2023 in Marsa Matrouh with a direct view of the historical Gharam Beach which witnessed so many historical love stories starting from Anthony

and Cleopatra to the deceased singer Laila Mourad who was famous for her love songs on Gharam Beach in 1950. Triumph White Sands consists of 60 rooms, 6 suites, and a royal suite as well as a magnificent restaurant with a direct sea view and other elegant facilities suitable for family quality time and honeymooners. We are expanding the range of our hotels, whether through the establishment of new hotel branches that will be announced in close proximity or the acquisition of hotels under "Triumph Management"





A hotel management company that fully operates under international hospitality standards, in order to provide our guests with a unique experience of its kind and a unified guest service at the highest level in all our hotels. We are working on the continuous development of our hotels to become one of the most luxurious brands in the accommodation industry. Our chain has already succeeded in attracting a large number of national and international guests as well as cooperating with a large number of international big corporates. We are currently expanding Triumph Luxury Hotel by launching "Triumph Elite" extension that consists of 140 new rooms that will change the concept of luxury, comfort, and hospitality for guests in Egypt, with new features that include automated smart rooms that allow the guest to control the room from a distance and many more smart options. Triumph Elite also includes so many services for our guests such as internationally renowned restaurants like "Chef Burak" the famous Turkish restaurant chain for the first time in Egypt, as well as other international names that shall be announced around the opening time. Believing in our corporate social responsibility; we have collaborated with 57357 Hospital to support children undergoing cancer treatment. Triumph management and staff have provided numerous ways of support for those children. We have also organized a conference in cooperation with "Baheya" Hospital for the treatment of breast cancer and held an educational seminar to educate women about the risks of breast cancer, such as the need for early detection. We also host other events, such as "Wahda Gedida," supporting inspiring Egyptian women. Also, we annually host various beauty pageants competitions such as "Miss Eco" and many more.

LAND LINE : +2 26 72 9900

**TRIUMPH**  
HOTELS



# WEDDINGS AT TRIUMPH LUXURY



Hotels are carefully planned, as we are aware of the importance of a lifetime event like this for all couples. Our team is trained at the highest level to help make the wedding of any bride and groom extraordinary, from top notch open buffets, dazzling set menus carefully prepared by our expert chefs to magical setups and decorations. Our enchanting wedding venues accommodate a wide diverse of packages that will cater to every dream from marriage announcements to mega ceremonies and weddings. Our dedicated team will help you make the wedding of your dreams come true. At Triumph Luxury Hotel, we pay close attention to every guest's needs. We also launched a new offer, specifically for morning and outdoor weddings in our spacious venues, that can carry up to 1500 guests with outstanding decorations for an unforgettable grand day.



**TRIUMPH**  
HOTELS

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# DR ENGY

Docteur Beauté



## Influencing Women to Feel Truly Beautiful!

Docteur Beauté is to be considered the epitome of enlightening women of their beauty and enhancing their perception of how to reach a point where they are more than just satisfied with how they look, but also comfortable in their own skin and utterly capable of both appearing and feeling confident. Dr. Engy El Sayegh, also known as "Docteur Beauté," is a medical influencer with a certified Bachelor's degree in Pharmaceutical Science, aiming to professionally and medically boost her clients' self-esteem as well as offer emotional and mental support to further heighten their sense of tranquility, coziness and wellbeing. As inspiring and motivating as she aspires to be, it is necessary to mention that Dr. Beauté has already built a firm base of fans that put their absolute faith in Dr. Engy's trustworthy, and graceful advice. The main reason behind this fascinating, luxurious woman being such a successful influencer who is consistently eager to assist other women and support them in all ways possible, is continuous learning and constant growth. By being active on social media platforms, Dr. Engy is always rather keen on keeping up with the latest trends that interest women, discovering the needs and demands of the female sector of society in the present time, and regularly researching medical advancements and distinctive practices to offer the most reliable, accurate information to her followers. Docteur Beauté: A place where science, empathy, and luxury meet... for the sake of BEAUTIFUL women urging to simply connect with their existent beauty.



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*Engy El Sayegh*



# AHMED MOHSEN

A portrait of Ahmed Mohsen, a man with short dark hair and a beard, wearing a black sweater and a watch, sitting in a chair. The background is a gradient from white to purple.

*Ahmed Mohsen*  
CEO & MANAGING DIRECTOR

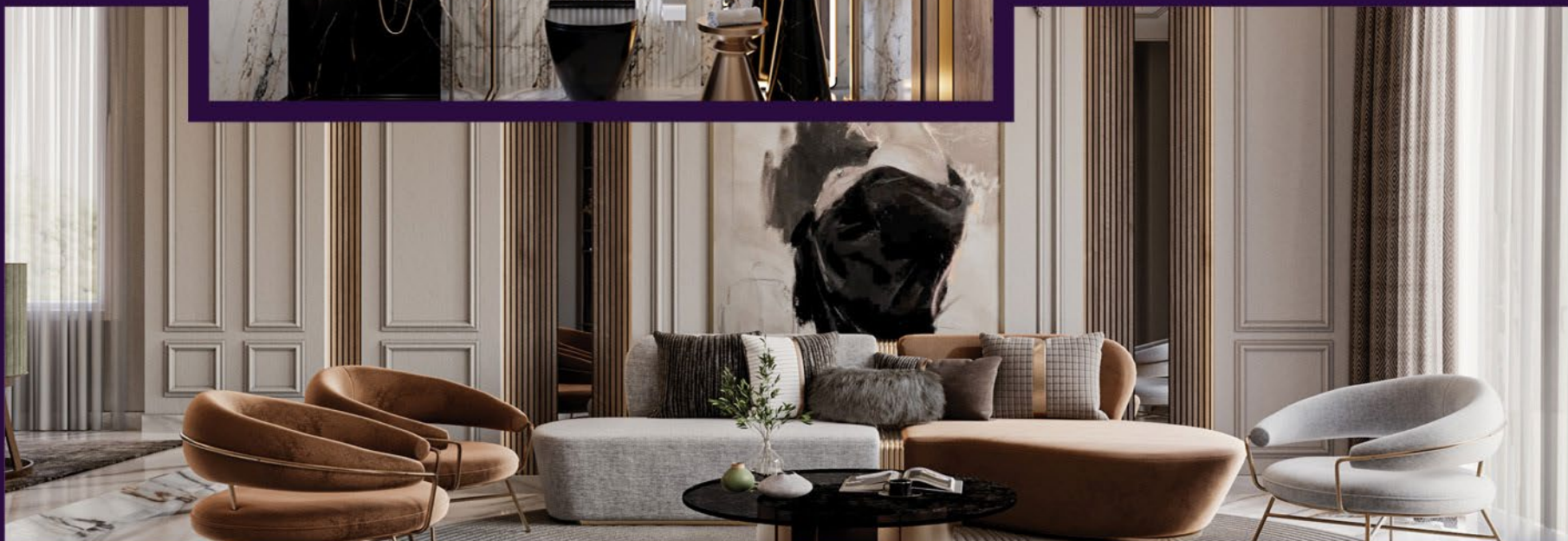
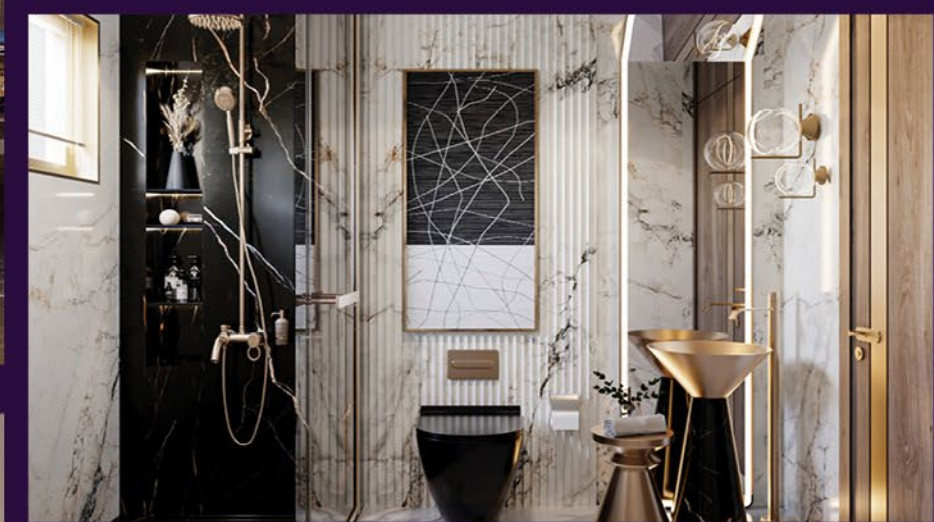
## STEP INTO THE LUXURIOUS WORLD OF INTEGRATED DESIGNS BY NOVI

Novi Designs isn't just bricks and mortar; we're storytellers with blueprints. Our architects and designers wield expertise and imagination to transform mere spaces into captivating chapters in your life. We're the architects of your aspirations, translating dreams into stunning structures. From intimate homes to bustling spaces, each project is meticulously crafted. We weave aesthetics, functionality, and sustainability into every design, ensuring your space is as beautiful as it is efficient. Inside Novi, interior design is an alchemy of style and purpose.

We collaborate closely, drawing inspiration from your unique story to curate spaces that resonate with your personality. Whether it's a welcoming refuge or a dynamic workspace, we blend creativity, ergonomics, and an unwavering eye for detail to exceed expectations. Novi Designs is more than just a name; it's a commitment. We specialize in bringing your vision to life, creating spaces that not only serve their purpose but also ignite inspiration. With your input as our driving force, we turn dreams into tangible realities.



# NOVI



Our track record speaks for itself, built on a foundation of trust and shared vision. We prioritize delivering projects promptly, within budget, and with an unwavering dedication to excellence."



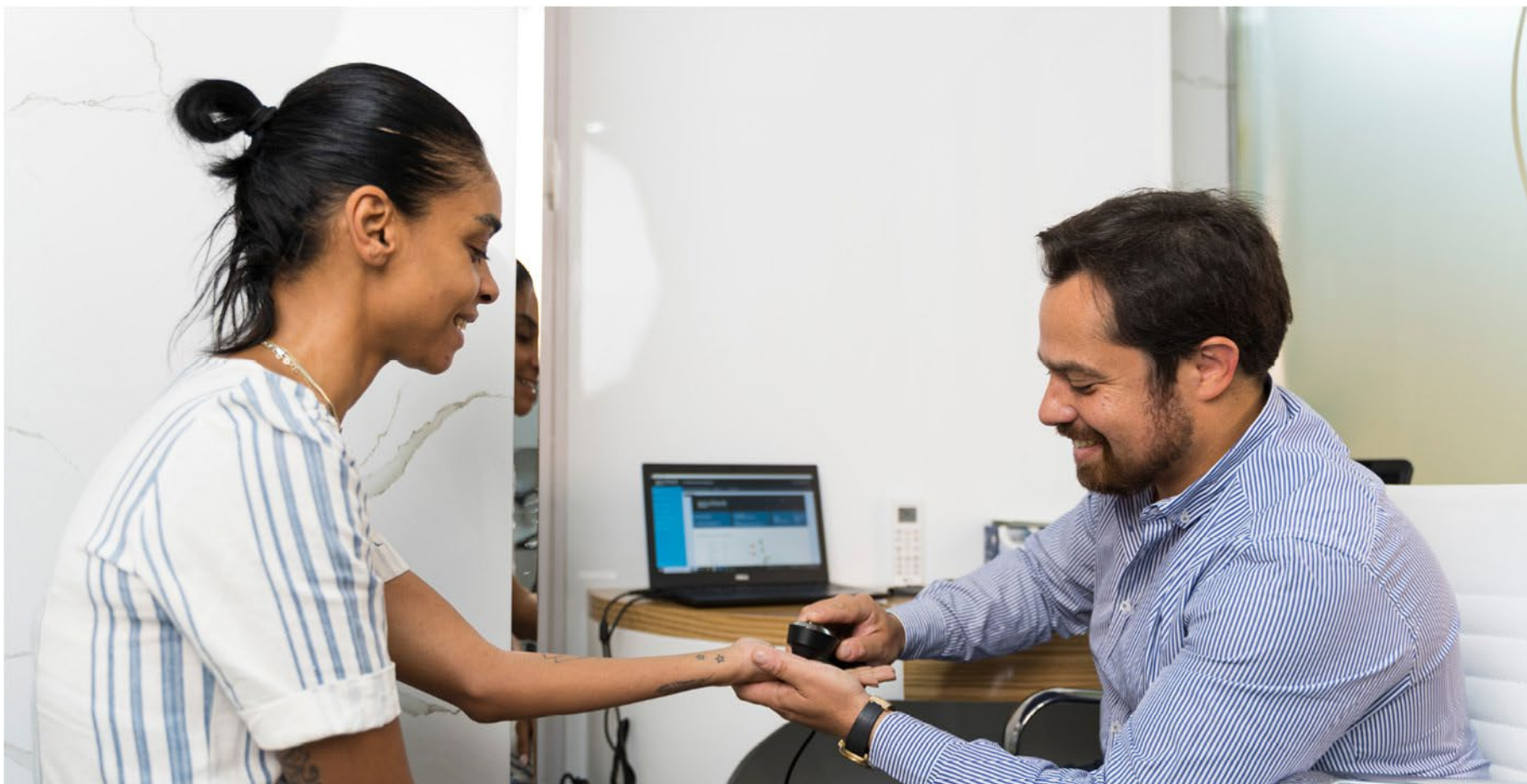
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**DR. WAFIK ABDELRAHMAN**  
**WELLNESS MEDICAL PARK**

FOUNDED BY DR. WAFIK ABDELRAHMAN WITH A VISION AND A DREAM OF A WELLNESS HAVEN THAT OFFERS BOTH MEDICAL AND HOLISTIC SERVICES UNDER ONE ROOF TO HEAL BODY, MIND, AND SOUL ALTOGETHER, REACHING FOR THE ULTIMATE WELLNESS LEVELS. AIMING TO CHANGE THE POLYCLINIC GAME IN EGYPT, WELLNESS MEDICAL PARK COMBINES A UNIQUE ARRAY OF SERVICES LIKE NO OTHER. FROM ALL TYPES OF COACHING FOR YOUR MENTAL WELL-BEING TO TRADITIONAL CHINESE MEDICINE PRACTICES LIKE CUPPING AND ACUPUNCTURE, IN ADDITION TO HOMEOPATHY AND NATURAL REMEDY TREATMENTS TO RESTORE THE BODY'S NATURAL BALANCE AND ABILITY TO SELF-HEAL. ALL THE PREVIOUS HOLISTIC APPROACHES ARE COMPLEMENTED BY CUTTING-EDGE TECHNOLOGIES AND THE LATEST DIAGNOSTIC TOOLS IN OUR CONVENTIONAL MEDICAL CLINICS, SUCH AS DENTAL CLINICS, DERMATOLOGY CLINICS, NUTRITION CLINICS, PHYSIOTHERAPY CLINICS, AND ORTHOPEDICS CLINICS. WELLNESS HAS A TEAM OF IMPECCABLE DOCTORS AND TOP-NOTCH PRACTITIONERS WHO BRING OUR VISION TO LIFE AND DELIVER THE BEST HEALTHCARE SERVICES. THE WELLNESS EXPERIENCE WE OFFER AND PROMISE, IS UNPRECEDENTED FROM THE MOMENT YOU BOOK YOUR APPOINTMENT TO THE TIME YOU SPEND INSIDE OUR RELAXING AND ZEN-DESIGNED CLINIC. WELLNESS MEDICAL PARK IS A TOP-TIER MEDICAL SERVICE PROVIDER FOR MENTAL, DENTAL, BODY & SOUL WELL-BEING.

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# DESIGNING A LIFE STYLE

**Where Art Whispers, Luxury  
Blossoms: Unveiling the Masterpieces  
of Mostafa Kamal Innovations**

Mostafa Kamal Innovations' philosophy lies in a world where art blossoms within meticulously crafted sanctuaries. Let's embark on a journey through two of their most captivating projects, where luxury whispers in every detail. Mostafa Kamal Innovations transforms this Parisian retreat into an ode to light and elegance. Walls adorned with impressionist masterpieces and custom chandeliers dripping with crystals evoke a sense of timeless grandeur. Bespoke furniture in rich jewel tones dances with the sunlight, while plush velvet drapes frame breathtaking vistas of the city below. Nestled amidst the dunes of Morocco, a private villa

emerges as a mirage of serenity. Mostafa Kamal Innovations breathes life into spaces, drawing inspiration from the surrounding landscape. Earthy tones and textures create a sense of grounding, while intricate mosaics and hand-woven tapestries add a touch of exotic glamour, crafted with an understanding of both modern comfort and ancient artistry. So, if you seek a sanctuary that speaks to your soul, where art finds its voice and luxury embraces comfort; embark on your journey with Mostafa Kamal Innovations. Let them transform your space into a masterpiece, whispering your story in every exquisite detail



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# ENG. MOSTAFA KAMAL

Pioneering Interior  
Excellence

## Beyond Walls: Mostafa Kamal Innovations - 20 Years of Artfully Curated Lives

For two decades, Mostafa Kamal Innovations has transcended the realm of interior design, elevating spaces in Egypt into captivating narratives of life. Rooted in a legacy of over 50 years, the company carries the torch of esteemed Egyptian Construction, weaving an unwavering dedication to excellence into every thread of its creations. Here, design transcends mere aesthetics. It becomes a symphony of purpose and beauty, orchestrated by a seasoned team of artisans who understand the language of timeless elegance. Every line, every texture, and every curve whisper a story, echoing the dreams and aspirations of those who dwell within.

Drawing upon a wealth of experience in both construction and interior design, Mostafa Kamal Innovations approaches each project with fresh eyes and a boundless spirit. Whether it's a private sanctuary, a vibrant workspace, or a haven for hospitality, their touch imbues the space with an unmistakable identity. So, why choose Mostafa Kamal Innovations? We don't just follow trends; we set them. Experience groundbreaking concepts that redefine the possibilities of space and impeccable quality. Masterful craftsmanship and an unwavering commitment to excellence define every detail.







# Lana

*for Architecture & Interior Design*

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## CRAFTING REFINED LIVING: ELEVATE YOUR RESIDENCE

Crafting Refined Living: Elevate Your Residence Under the visionary eye of Faiza Al Sarami, architect, interior designer, and engineer, Lana transforms spaces into complete expressions of you. Our artistry flows seamlessly from architecture to landscaping, furniture, and accents, offering an integrated design journey.

Led by Lana's belief that your home speaks volumes, our team crafts timeless, elegant designs that capture your unique identity and story. Trust our creative vision to weave your dreams into reality, ensuring the quality you deserve.





# Lana

*for Architecture & Interior Design*

Having founded my own interior and architecture company, I have accumulated substantial experience in the design sector. This, combined with my enduring passion for the artistic realm, has fueled a continuous expansion of my knowledge and honed my creative skills. My journey has instilled in me a deep understanding of diverse preferences and cultural nuances, thanks to years of dedicated work and exposure across the Middle Eastern landscape.

The invaluable experience from practicing in Saudi Arabia and Egypt over the past 14 years has significantly shaped my professional trajectory and personal character. The exposure to various design ideologies and the privilege of catering to unique tastes have fostered a well-rounded perspective that informs my approach to every project.

Now, I am driven by a focused ambition to further develop and refine my skill set. By delving deeper into the intricacies of design and pushing the boundaries of my creativity, I aim to secure a more advanced position within the industry. This aspiration embodies my commitment to continuous learning and my steadfast desire to contribute meaningfully to the design world.

*Faiza al sarami*

Architect & interior designer  
Co-founder & ceo







# CONRAD

## CAIRO

Step into the refined luxury as Conrad Cairo proudly unveils its renewed wedding venues. Exquisitely fully redesigned, the hotel seamlessly combines contemporary aesthetics with timeless charm, creating an ambiance that befits the most extraordinary celebrations. Every corner of the hotel radiates a sense of sophistication, making it the perfect canvas for capturing unforgettable moments. Brides and grooms are invited to revel in the epitome of indulgence with two complementary days in our luxurious Nile Suite, offering panoramic view of the majestic Nile River. Situated in the heart of Cairo, this exclusive accommodation provides a serene oasis for couples to savor the precious moments leading up to their special day. The breathtaking Nile view becomes the backdrop for a romantic escape, creating an intimate and unforgettable prelude to the celebration of a lifetime. The renovated Conrad Cairo's ballrooms, a masterpiece of sophistication where dreams come to life. Imagine exchanging vows surrounded by timeless elegance, the air filled with the soft glow of chandeliers and the gentle rustle of luxurious interior. To tantalize the senses, Conrad Cairo offers meticulously crafted menu packages that elevate the culinary experience to an art form. The chefs curate a symphony of flavors, presenting an exquisite fusion of local and international cuisines. From the first sip of a drink, to the last bite of decadent dessert, every element is a testament to the hotel's commitment to unparalleled excellence. Your wedding day at Conrad Cairo is not just an event; it is a masterpiece in the making, perfectly curated to reflect your unique love story. As you step into the timeless embrace of luxury, let Conrad Cairo be the stage where your dreams unfold, creating memories that will last a lifetime.



# COVER QUEEN EDITION 2024 *Story*

Urban Automotive is a prominent and esteemed car dealing business that specializes in providing luxurious vehicles to its discerning clientele. Established in the year 2014, the company has quickly gained recognition for its high-quality automobiles and exceptional customer service.

With a wide range of premium cars, Urban Automotive caters to the sophisticated tastes of individuals who appreciate elegance, style, and superior performance. The company prides itself on its meticulous selection process, ensuring that every vehicle in its inventory meets the highest standards of quality and craftsmanship. Whether it's a sleek sports car, a spacious SUV, or a prestigious sedan, Urban Automotive offers an extensive collection of luxury vehicles to suit diverse preferences. With its strong commitment to exceeding customer expectations, Urban Automotive has emerged as a trusted name in the automotive industry, providing an unparalleled buying experience for those seeking the epitome of luxury on wheels.

*Luxurious  
Lifestyle*

The crown awaits the woman who embodies the essence of true luxury!





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LUXURY LIFESTYLE MAGAZINE



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Nady Ghaly

# CEO LETTER

For years on end, I've been extending gratitude for the actual partners of success who assisted Niche, and still do, to be where it resides till this current moment. I'd like to thank and express my appreciation to all our valuable, reputable and esteemed clients for being a firm base that not only continuously and consistently help Niche reach its peak, but also anchors it there on a solid ground. As founders, employers and employees, we greatly support women and aim to empower them, for we believe that they are more than worthy of said empowerment. Through our annual Queen of Luxury event, we introduce dedicated and inspiring business women to the community, aiding them in believing that all is possible with the correct steps toward success, even if it means taking the road less travelled. We are positive that they can and they will, thus; they are deserving of recognition for all the efforts they exert to truly influence the community in various, yet specialized methods. I would like to sincerely give thanks to our team of fellow colleagues, whom I personally consider this entity's backbone. As a family at Niche, we tend to always thrive for the best as each second passes by, and we're confident that our passion will continue to erupt and be conveyed to our society in the most of delightful ways. Thank you for your trust and belief in Niche. We aim to always be and acknowledged as your getaway to steady and stable success.



# THE PARTNERS





# QUEEN OF LUXURY



## QUEEN OF LUXURY NOMINEES REAL ROYALTY

As they majestically walked up to the stage, the 27 nominees surely appeared as queens before the official Queen of Luxury was crowned. The way each and every woman gracefully set foot forward to speak of her career, what motivates her through her journey, and the passion that took over her and greatly helped in making her dreams come true, show with absolutely no second thoughts how confident and lively they all were. Carefree, pure souls. Independent, strong minds. Passionate hearts with overwhelming sensations and a crystal-clear state of mind all of which are traits of real royalty. During the event and up until the moment of crowning, the 27 nominees massively supported one another and intensely assisted each other through the entire day from scratch to finish. Even though the candidates nominated for the title emerge from various fields, they are all dedicated to what they do to the extent of extreme hard-work aligned with enthusiasm and fulfilling achievements. This is definitely a common trait that is present in all our significant and brave nominees of Queen of Luxury. Niche proudly presented and hosted such fascinating attributes of these marvelous women via its luxurious event, and the family of Niche is indeed thankful for the opportunity of introducing these successful examples to the society of business and entrepreneurship.





# QUEEN OF LUXURY

## A MAJESTIC SYMPHONY OF TRIUMPH AND ELEGANCE

Under the shimmering glow of anticipation, an invitation beckons - a plush rope waiting to be crossed. Luminaries, bathed in light, paint the crimson path with elegance, their brilliance mirroring the sun. Interviews weave tales of ambition and grace, capturing the essence of these remarkable women. Laughter and clinking glasses fill the air, punctuated by coffee whispers and budding connections, fueling the evening's excitement. Anticipation hums as the coveted nominations are revealed. Each name, a beacon of accomplishment, is echoed with reverence. From architects of empires to healers of hearts, they embody the limitless strength and diversity of womanhood. A hush descends as the top 12 nominees are announced, their names resonating like victories. The spotlight narrows, illuminating the chosen few, their eyes reflecting shared narratives and hard-won triumphs. Each nominee steps forward, bathed in the warm glow of acknowledgment. Five minutes paint intricate canvases of their journeys, questions, crafted like jeweled arrows, pierce deeper, revealing hidden facets of personality and resilience. Backstage, a silent ballet of votes unfolds, culminating in a crescendo of anticipation. A hush falls as your host's voice trembles with the weight of the moment. "Queen of luxury is the Fighter Gehan Mohamed", bathed in golden light, sends ripples of elation through the room. As the crown graces the Monarch's head, a fire spectacle erupts, mirroring the internal fire of ambition burning within each nominee. Gifts, exquisite and symbolic, are bestowed - tangible tributes to her reign. Each whispers tales of her journey, a reminder of the climb that brought her to this pinnacle. The jury, united in their admiration, joins the Monarch for a final photo symphony. Cameras capture the essence of triumph, As the curtains close, a soft hum lingers. Equipment is dismantled, but the echoes of brilliance persist, long after the lights dim. In this fleeting pause, connections forged in firelight solidify, and the seeds of future collaborations are sown. May the Queen of Luxury event be an enduring legacy, woven with ambition, grace, and the unyielding spirit of extraordinary women.



# A MOMENT OF ULTIMATE

The family of Niche is intensely proud of the delightful, professional collaboration with the reputable jury members that honored us with their visit and greatly assisted in choosing Queen of Luxury of

# 2024



## JURY MEMBERS

"IT WAS NOT AN EASY DECISION."

# GRATITUDE TO QUEEN OF LUXURY'S

The esteemed jury members:

- Superstar Actress Laila Ezz ElArab
  - Journalist and Poet Fatima Naoot
  - CEO of Baheya Hospital Dr. Jaylan Ahmed
  - Brilliant Film Director Mr. Amir Ramses
  - Singer Lena Chamamyan
  - Founder of FitHub Nour Khatab
  - Gorgeous Actress Heidy Karam
  - International PR Guru Mrs. Mona ElNemr
  - CEO of Niche Magazine Mr. Nady Ghaly
  - Prestigious Member Mrs. Rasha Michael
- Special recognition and appreciation to the renowned jury members who couldn't make it.
- Fashion Designer Mr. Hany ElBehairy
  - TV Presenter Rana Arafa

It's safe to say that the jury members were under a lot of pressure and stress due to the tough decision of choosing the official Queen, however; their fair judgement and selfless nature aided them in ridding the confusion and hesitation. Without a doubt, all nominees deserved the title and the crown, and that's precisely what the jury stated, affirming that it's not one bit easy to make a final decision because of how all candidates were absolutely brave, independent and worthy. Nevertheless; the jury took a stance and decided on the one nominee that they viewed as a perfect choice; Mrs. Gehan Mohamed.





# QUEEN OF LUXURY

## IT'S THEIR DAY TO BLOOM

ON A DAY FULL OF BEAUTY, GRACE AND INDEPENDENCE; QUEEN OF LUXURY OFFICIALLY ENTERED THE BUILDING OF PROFESSIONALISM AND ENCOURAGEMENT.

BY SIMPLY LAUNCHING THIS REMARKABLE EVENT; NICHE MOST CERTAINLY MOTIVATED ALL THE NOMINEES IN SPECIFIC AND ALL BUSINESS WOMEN WITHIN OUR SOCIETY IN GENERAL. WITH ALL PRIDE EXISTENT IN EACH AND EVERY NOMINEE, IT IS QUITE NOTICEABLE THAT THEY'RE ALL QUEENS WHO DO DESERVE TO BE CROWNED AS THE QUEENS OF LUXURY. DIFFERENT SPECIALTIES WERE PORTRAYED WITHIN THE EVENT, WHICH MADE IT SOMEWHAT DIFFICULT TO CHOOSE ONE QUEEN OUT OF THE TOP 12 NOMINEES, HOWEVER; OUT OF ALL THE DISTINCTIVE CAREERS THAT EACH NOMINEE HOLDS, THE JURY CHOSE THE OFFICIAL QUEEN OF LUXURY 2024: MRS. GEHAN MOHAMED. TO HOST A LUXURIOUS EVENT, YOU NEED A LUXURIOUS VENUE, THUS; NICHE DECIDED TO CELEBRATE THE FIRST EDITION OF QUEEN OF LUXURY AT TRIUMPH LUXURY HOTEL.

AS SIMPLE AS CAN BE, TRIUMPH LUXURY HOTEL WAS THE PERFECT CHOICE FOR NICHE, AS WELL AS A PRIORITY. THE EXPERIENCE OF PROFESSIONALISM MIXED WITH PASSION RESIDES IN THIS MAGNIFICENT LOCATION. AT LAST, NICHE WOULD LIKE TO GIVE THANKS AND UTTER APPRECIATION TO THE SUCCESS PARTNERS WHO WERE OF TOTAL SUPPORT TO THE QUEEN OF LUXURY EVENT: OUR SINCERE SPONSORS. THEY SURELY WENT ABOVE AND BEYOND TO PROVIDE AID AND ASSISTANCE TO NICHE GENERALLY AND THE QUEEN OF LUXURY EVENT SPECIFICALLY.





# LUXURIOUS QUEENS WELL DESERVING OF RECOGNITION AND APPRECIATION



QUEEN  
OF LUXURY'S





# NICHE MAGAZINE AWARD

## Egyptian Edition of Successful Examples

Niche Magazine Awards of Egypt was officially launched three years ago, dedicating its concept entirely to give thanks and convey appreciation to young entrepreneurs, intelligent and sophisticated business men and women of the region, and elite brand owners who offer their clients and customers luxurious services and products.



It's necessary to encourage those who work on fulfilling their wishes, making their dreams come true, pinpointing their visions, missions, work their best on achieving their goals and creating an environment to further develop their entities in order to eventually get to where they seek: the peak of their success, the road of triumph and victory that should never cease to exist. Niche Magazine's Awards Event in Egypt highly recognizes these wonderful examples of men and women who know precisely what they need and want, and what they urge to accomplish along the way of trial and error. Thus; appreciating them is mandatory and obligatory, to elevate the society and the overall standard of living.





# NICHE MAGAZINE AWARD

Egypt Is the Land of Business



Niche is greatly invested in throwing a heart-warming ceremony to celebrate those inspiring individuals to further encourage them as well as allow them to be acknowledged and appreciated within our elite society. Renowned business men and women from the region are all worthy of recognition, for the simple fact of exerting immense effort to raise the quality standards of living, and assist the rest of the community to thrive towards success. The upcoming event set up by Niche Magazine in Egypt shall most certainly introduce business and brand owners to the stage of extravagant and mesmerizing accomplishments.

In honor of those who not only work hard, but also smart; Niche has made an exceptional decision: An event full of pride and grace, solely supporting all those who are well-aware of the current era's changes and transformations, eventually doing the absolute best to ensure victory and triumph. Await this celebration of luxury that will gather all successful elite figures of our community.



# FEATURED FANTASTIC

Let Them Grow in Grace



The grand celebration of Niche Awards quite definitely depends on the appreciation of the exceptional individuals within Egypt, as it celebrates not only business and brand owners but also celebrities and public figures that are indeed worthy of applause and respect. Niche Awards event by mentioning those who are featured and honored. Typically, they consist of 3-5 exceptional persons that have massively influenced our community in one way or another.

## Motivation is the Road to Passion

During the event, mostly in the very beginning; Niche's host shall announce the featured individuals from a variety of career paths, and honor them for everything they have done in order to aid the country in various ways. They ought to be highlighted and noticed for their continuous endeavors towards Egypt and its people. In a nutshell, it is rather important to encourage the inspirational characters of our community and reward them as well, so that many others are motivated to follow their footsteps in their own distinguished ways.





# AMBASSADORS OF NICHE



## The Elite Brilliant Minds

As always, Niche urges to give thanks and recognition to those who serve as successful examples who represent our community in a variety of ways. Along the way of this significant event, The Niche Awards of Egypt; elegant men and women will be announced from amidst the audience in order to be honored and acknowledged in harmony with all the marvelous figures existent among the crowd.

## Reputable and Renowned

Our ambassadors are indeed a few in a billion. They deserve all the respect and gratitude that there is for all the hard work they have been doing. By representing the elite sector of our society, these gentlemen and beautiful ladies have certainly proved to be deserving of such titles and are more than worthy of being recognized as the crème de la crème of our beloved country









## KSA NICHE AWARDS CEREMONY

It is rather known that the Kingdom of Saudi Arabia has utterly developed and continues to swiftly make its way towards success by climbing its ladder in major steps of achievements. To highlight those who have greatly assisted in this remarkable advancement; Niche Magazine decided to introduce those distinctive and triumphant figures to the society of business and entrepreneurship in an attempt to appreciate and give thanks to their tremendous efforts. For the mere fact of recognizing these successful examples of business men and women, entrepreneurs, brand owners and public figures : Niche Magazine aims to consistently celebrate and grand them gratitude for everything they have accomplished so far, as well as present the plans they have in mind for the future. From real estate developers, brilliant diamond and jewelry crafters, innovation of automotives, and precision of plastic surgeons, all the way to the creativity of fashion designers, expertise of dermatologists and the professionalism of dentists; this graceful event shall be a grand celebration and a beautiful night full of recognition and exceptional accomplishments



# THE EXCELLENCE AWARD



An Outstanding Individual Worthy of Recognition

In all aspects of this delightful night and throughout this event; there will be major preparations in regards to one exceptional individual to celebrating his/her achievements. Among the entire crowd, those who have highly reached the peak of victory within their field, and everyone else successfully fulfilling their visions, missions and goals, emerges ONE person who is impressively capable of being the top achiever amongst the rest of the audience. Niche Magazine is most certainly dedicated to giving thanks and ultimate recognition to this affluent individual who is deserving of appreciation and acknowledgement. Amidst the event; all will be on the edge of their seats, anticipating to figure out the shining figure of the night. By the end of the ceremony, the audience, sitting back in comfort and tranquility, will most certainly be astonished and in awe as Niche announces the persona most worthy of the KSA Niche Award.







## Our Partners of Success

# THE SPONSORS AWARD

A standing ovation is essential at the moment to give credit to Niche Magazine's success partners, the valuable sponsors who made this event possible. They are more than deserving of recognition and acknowledgement, as they are Niche's top supporters when it comes to events, advertisements and a graceful night such as this one: The KSA Niche Awards Ceremony. Due to being intensely encouraging, our sponsors do, indeed, deserve all words of recognition, appreciation and gratitude. At Niche Magazine, and as a big family, we have taken a final decision to reward our sponsors in a luxurious way that would hopefully be somewhat enough to portray our gratefulness in regards to our brilliant, uplifting and inspiring success partners; our generous sponsors.







ECHO  
DESIGNS



# MANAR MOHAMED

Beyond Decor: Where Form Embraces Function at Echo Designs  
Cairo's bustling heart beats with a touch of elegant artistry, nurtured within the walls of Echo Designs. Founded by the visionary Engineer Manar Abdallah, Echo Designs transcends the canvas of mere decoration, transforming spaces into sanctuaries of life and purpose.

Forget cold colors plastered on walls and cushions devoid of soul. At Echo Designs, interior design becomes a symphony of function and form, meticulously orchestrated to enrich the lives of those who dwell within. Every line, every texture, every curve whispers a story, echoing the needs and aspirations of its inhabitants.

Manar Abdallah understands that a space can be more than just bricks and mortar. It can be a haven for dreams, a stage for aspirations, a balm for the soul. Her passion and expertise guide a team of talented artisans, weaving magic with light, texture, and form.

For Echo Designs, success isn't measured in square footage or trendy accents. It's the quiet symphony of joy played out in a functional kitchen, the whispered conversations nurtured by a cozy reading nook, the laughter born within a sun-drenched living room. It's the art of living, beautifully composed.

Step into the world of Echo Designs, and let your space find its voice. Discover where form embraces function, and the symphony of life begins.



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Architect  
**MOHAMED EMAD**  
Art Director & co founder

of **iBUILD** a multidisciplinary company.  
Specialized in design and construction  
and finishing high-end residential,  
commercial and administrative.



GET IN TOUCH

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 **MAJESTY**  
DEVELOPMENT



Real estate developer

**MOHAMED ELMEKAWY**

CEO & co founder

of **MAJESTY DEVELOPMENT**

Opulent Living Experience,  
Architectural Excellence,  
Innovation, Sustainability,  
and Personalised Customer Experience.

@majestydevelopments



# MR. AHMED KASSEM

## The Path Towards Constructing a Better Society

With values worthy of recognition and acknowledgment, Mr. Ahmed Kassem manages AlSalam Company of construction and engineering. With more than 12 years of experience in managerial roles and management field in general, Mr. Kassem is as capable as can be when it comes to multitasking-considering he has been working non-stop ever since he was at such a young age, approximately 19 to 20 years old.

This remarkable man ought to be honored and greatly valued for the precious work he has been providing the society throughout the previous and on-going years, and also the efforts he exerted along the way of his exceptional journey-from being a young entrepreneur to being an excellent business man who is not only self-dependent but is also a grateful person that appreciates his employees and encourages the team he leads in such a significant, professional way.

As specifically speaking about AlSalam Company, Mr. Ahmed Kassem is more than eager to enlighten others through his work and looks forward to building more success stories with his success partners, which is bound to occur through hard-work and dedication towards his passion.



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# DR. YOMNA KASSEM

With a business vision of providing full nutritional services for families in the region, Dr. Yomna is piercing through the ice of unhealthy living mechanisms by doing her ultimate best to support a great number of families, including kids, teenagers and adults. One of the main goals that Dr. Yomna urges to reach is to become of assistance to over a hundred families, and to serve them customized nutrition plans in order for them to stay healthy and fit throughout the rest of their lives. Dr. Yomna states that it is quite the dilemma to change a lifestyle, not just to amend a family's eating habits. Following a certain diet plan is not enough for a person to become healthy, on the contrary; the change is essentially applied to their lifestyle as a whole. Positively impacting people is another goal of Dr. Yomna's, through transforming them from being unhealthy and physically drained to becoming the best version of themselves. Being a listener, Dr. Yomna says, is of major significance to both the customer and the nutrition specialist. As it is important to offer health tips, it is even extremely essential to lend an ear to the customer's needs and wants, how they feel about turning their lives upside down, and if they are actually ready to begin the path of wellbeing makeover.



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# DR. REEM MAHER

PASSIONATELY HIGHLIGHTING  
EXISTING BEAUTY

Encouraging patients to accept and admire their own features is number 1 priority to Dr. Reem Maher.

Dr. Reem, a certified dermatologist and aesthetic doctor whose main goal is to elevate women's significant facial details, highlight their existing beauty, enhance their self-esteem and boost their confidence by heightening their characteristics in accordance to their natural face. The emphasis she urges for her clients to comprehend is that a customized plan for each patient is much better than acquiring features of public figures or celebrities, for the mere fact that each woman has a magical face of her own, with certain attributes that are specific to her persona and hers only!

A moment of glamour that Dr. Reem holds close to her heart is when one of her patients takes a glimpse in the mirror and a genuine smile curves her lips and is firmly apparent on her face. If that conveys anything, it is that Dr. Reem is dedicated and emotionally attached and committed to her career. "My patients' happiness is the fuel that keeps me passionately walking towards success." Dr. Reem Maher







## The Number One Expert In Cables Industry

EGYPLAST FOR CABLES AND PLASTICS INDUSTRY CORPORATE HAS RECENTLY OPENED THE DOOR TO EXPORTING THEIR PRODUCTS TO VARIOUS MARKETS. THIS STEP COMES AS A RESULT OF THEIR COMMITMENT TO EXPANDING THEIR REACH AND ESTABLISHING A GLOBAL PRESENCE. WITH THEIR EXPERTISE IN MANUFACTURING HIGH-QUALITY CABLES AND PLASTICS, EGYPLAST AIMS TO MEET THE GROWING DEMAND FOR THEIR PRODUCTS INTERNATIONALLY. BY ENTERING NEW MARKETS, THE COMPANY HOPES TO INCREASE ITS CUSTOMER BASE AND BOOST ITS REVENUE. EGYPLAST'S DEDICATION TO INNOVATION AND QUALITY ASSURANCE ENSURES THAT ITS PRODUCTS WILL MEET THE STANDARDS AND REQUIREMENTS OF CUSTOMERS WORLDWIDE. WITH ITS STRONG MANUFACTURING CAPABILITIES AND COMPETITIVE PRICING, EGYPLAST IS WELL-POSITIONED TO SUCCEED IN THE GLOBAL MARKETPLACE.

IT WAS QUITE POSSIBLY THE BIGGEST OCCASION IN THE EGYPT PLAST PRESENTATION TO SEE EVERYTHING NEW IN THE REALM OF THE LINK AND PLASTIC MATERIALS INDUSTRY UNDER THE MANAGEMENT OF THE SERVICE OF EXCHANGE AND INDUSTRY. WITH THE RECOGNIZED PRESENCE AND INVESTMENT OF OUR ORGANIZATION EGYPLAST IT WAS A RECOGNIZED PRESENCE AND WE WORK IN ASSEMBLING A WIDE RANGE OF PLAS- TIC BUSINESSES AND LINKS

MOHAMED HAMED, CEO OF EGYPLAST CABLE AND PLASTIC INDUSTRIES FACTORY AND MH MIDDLE EAST GROUP OF COMPANIES FOR TRADING SECURITY DEVICES AND EQUIPMENT "UNITED ARAB EMIRATES", AND MISR PLAST BUSINESS BAY LONDON AND MISR PLAST BAY CAPETOWN SOUTH AFRICA A ND DEALER BUSINESS FOR IMPORT AND EXPORT.

EGYPLAST, AN EGYPTIAN CABLE AND PLASTICS COMPANY, HAS GROWN STEADILY SINCE ITS HUMBLE BEGINNINGS IN CAIRO. FOCUSING ON CUSTOMER SATISFACTION AND CONTINUOUS IMPROVEMENT, THE COMPANY HAS EXPANDED ITS OPERATIONS AND REACHED CUSTOMERS ACROSS EGYPT AND BEYOND. EGYPLAST HAS SUCCESSFULLY ENTERED THE AFRICAN MARKET IN CAPETOWN.

### Alexandria

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Alexandria Showroom 1  
20 malak Hefny - Vectorya Bahary  
Factor EGY Plast Amriya Abdul Qader  
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### Cairo

5 ElZahawy street - front  
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CEO/ EVRATrading

CEO MOHAMED HAMED

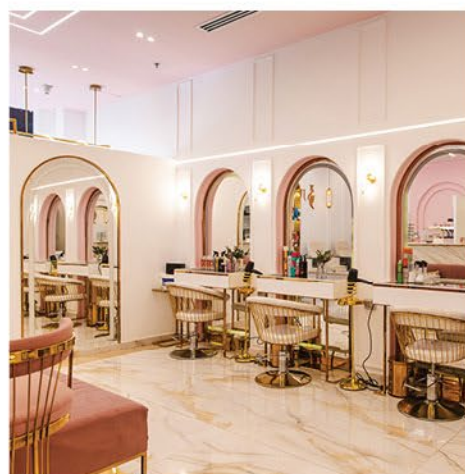




# JUMANA BEAUTY

## Jumana Beauty Center: Where Dazzling Passion Meets Undeniable Professionalism

Here's to beauty, here's to being a lady, here's to extravagance, here's to staying feminine in the most luxurious of ways, and here's to all women out there; My clients often ask me about my story, and why I penetrated the field of makeup artistry, so I've decided to share my morale and the effect it had on me throughout the years. Whether grand, or humble; we've all had experiences that shaped us into who we are now. Straight from my heart and directly from my mind, let me start... Ever since I was a young girl with little to no knowledge about the world, I've always loved playing with makeup and hairstyling my dolls. I began applying makeup to myself entering high school. I was about 15 years old, with an extreme passion for beauty. I started with a small makeup hub, but practiced a lot, thus; my business expanded rather rapidly. In no time, my plans got more realistic. Due to the support of my loving family, especially my significant other; I began looking for a venue to foster my talent. One of the most ethical concepts that I hold is that hygiene plays a major role in this field, and thankfully; all equipment and tools we use are cleansed and disinfected regularly. Lastly, I consider Jumana Beauty Center my baby, and I'm ecstatic watching it evolve on a daily basis. It's currently competing with major names in the market, strongly empowered by an experienced staff, highest quality of products and equipment, high-class facility and a warm, friendly environment.





# WALAA SHATH

## Toronto



### TORONTO PRODUCTION HOUSE

We are an agency that has surpassed all limits of creativity and accomplishments in little to no time. Patience, consistency, persistence and empowerment for being different in a market full of competitors are our keys which enlightened Toronto's path towards achieving major & difficult goals within the field of events production. Toronto focuses mainly on clients' satisfaction, by giving them all means of diversity in order to fulfill their needs and wants whilst giving each the opportunity to stand out among the rest of their competitors.

Toronto's business strategy is as brave as could possibly be. Visualizing dreams is one of the main motivational schemes that we employ in order to reach our ultimate goal in penetrating all markets, including but not limited to Dermatology and Cosmetology. We intend on leaving a noteworthy impression on various countries around the globe, so that we are capable of piercing the field of events' planning and production all over the world.

Despite the challenges the entire market might face in the near future, in accordance with inflation in the Arab region, as well as the control taking over the imports, exports and the trade industry in general; Toronto Production House made a firm decision to stand still on rigid feet and keep a steady pace. As we deal with multinational companies and potential worldwide ones as well, keeping up is expected to be quite mind boggling because of cash flow issues; however, Toronto aspires to always innovate through stable consistency rather than consider the possible problems and dwell on them.

Competitive advantages come hand in hand with assisting Toronto in reaching their ultimate goals and achievements in regards to creativity, quality, service and exclusive client-handling. Sooner than later, Toronto Production House seems to be nearing its peak, with absolutely no chance for anything to pull the plug on its pathway towards it!

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# G-DESIGN “DRAW YOUR MIND.”

INTERIOR DESIGN IS A *JOURNEY TO YOUR DREAM HOUSE,*  
AND WE ARE THE GUIDE.

G-Design is an interior design firm that is dedicated to using the power of interior design to help you embark on a journey towards your dream space. Our team of talented designers is passionate about creating personalized and inspiring interiors that perfectly align with your vision and lifestyle. We strive to bring your dreams to life through innovative and captivating design solutions.

Through our expertise in space planning, color schemes, furniture selection, and decor, we will transform your space into a sanctuary that not only looks beautiful but also feels like a true reflection of who you are. Whether you are seeking a contemporary, minimalist aesthetic or a cozy, rustic atmosphere, G-Design is committed to turning your interior design dreams into reality. Let us guide you through

this exciting journey, as we collaborate with you every step of the way to create a space that is truly your own. Our vision is to create beautiful and functional spaces that enhance the lives of our clients, while also promoting sustainability and environmental responsibility. Our mission is to provide exceptional interior design services that are tailored to the unique needs and preferences of each client.

We strive to create spaces that are not only aesthetically pleasing, but also functional, comfortable, and sustainable. We believe in using high-quality materials and innovative design solutions to achieve our clients' goals, while also minimizing our impact on the environment. Our ultimate goal is to exceed our clients' expectations and create spaces that they will love for years to come.



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# DR. YASMIN

## Hedaya Clinic



### Harmony Between Beauty and Wellness

Throughout her career, Dr. Refaat has grappled with the age-old debate: prioritize medical needs or cosmetic desires? she seeks a more harmonized approach. Her experiences as a dentist and her awareness of the impact health has on our lives fueled her desire to create a unique method. This method integrates the scientific precision of medicine with the artistic touch of cosmetology, recognizing that we are not simply machines to be fixed.

While Dr. Yasmine began with traditional oral and dental studies, she delved deeper, exploring cosmetic dentistry and laser applications. Then, she took a distinct path, merging facial and jaw beautification with modern techniques from diverse sources, ultimately developing her own signature approach.

Dr. Yasmine recognizes that we are emotional beings. We experience a range of emotions, from sadness about aging to frustration with physical limitations. This understanding propelled her to seek her own answers, not just for her patients but for herself. Her journey transcends the boundaries of dentistry, encompassing a holistic view of well-being and self-expression.

In essence, Dr. Refaat seeks a balanced approach, where cosmetic desires can be addressed in harmony with medical needs, respecting the emotional and practical realities of being human.

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## Hedaya CLINICS

*Your Smile, Our Passion*





# NOUR ELRIFAIE

NURI Interior's origin story is a journey of immense passion for design and art. NURI Interiors was founded in 2020 by Nour El Rifaie, founder & creative director. The journey began when Nour decided to acquire her expertise from the heart of the Capital of Arts, Florence, Italy. After an inspirational course of study, she gained her bachelor's degree in Interior Design in the year 2016. Upon graduating, she set out on a mission to advance her practical skills and joined only the most distinguished and prestigious design firms in Egypt, to then launch the company in 2020.

At NURI Interiors, we aim to provide high-quality designs that are timeless and unique with the finest styling service. A natural aptitude towards the arts, where living better begins at home, where dimensions take shape and statements are made in style. We are not designers; we are artists who use design to reflect personalities and shape spaces to enhance the human living experience.

NURI Interiors is dedicated to providing a design experience that is timeless & lavish, enabling clients to enhance their lifestyles. The unique value we provide when it comes to timeless and lavish designs sets us apart in the field. NURI is an experience for clients to discover the joy of living through minimal and sleek yet functionally transformed spaces.

Nour El Rifaie's distinct and unique vision set her apart from others. With a keen eye for detail and a creative mind, she was able to create distinguished designs that were truly one of a kind. Through her work, she pushed the boundaries of traditional architecture and challenged the status quo. Her visionary approach to design inspired and influenced a new generation of architects. Her architectural vision continues to be celebrated and admired in the field, making her a true trailblazer in the world of interior design.

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## NOUR ELRIFAIE

### Beyond Walls, Within Souls: NURI Interiors - Where Art Shapes Lavish Living

NURI Interiors isn't born of blueprints but of an artist's yearning to paint life's canvas with design. Founded in 2020 by Nour El Rifaie; it's a love letter to the transformative power of space, honed in the artistic crucible of Florence and seasoned by the finest design firms in Egypt.

This isn't about trendy décor; it's about crafting timeless sanctuaries. We are your design gurus, blending your personality with the finest materials and meticulous precision to forge spaces that whisper with elegance and sing with comfort. At NURI Interiors our only applause is your awestruck smile and the fulfillment of exceeding your every expectation. We are your partners in a journey of lavish living, weaving narratives of effortless style and function into the very fabric of your home.

NURI is an experience, not just an address. It's discovering the joy of living through spaces that are minimalist masterpieces, where every line speaks volumes and every curve invites indulgence. And while our dreams whisper of global conquests for now, we focus on painting the Middle East with our brushstrokes of artistry.

Nour El Rifaie, our visionary maestro, leads this symphony of elegance. Her keen eye for detail and untamed creativity craft designs that are not just unique, but deeply personal. With bold shapes, innovative concepts, and a masterful blend of form and function, she redefines interior design. Step into the world of NURI Interiors, and let us unveil the masterpiece that is your life, beautifully framed by design.





# MAXIMILION

CRAFTING INNOVATION WHERE  
PEACE MEETS YOU.



Meeting the mystic enactment towards your interior demand, Maximilion luring the vision of futuristic trendsetting design. With capable heads of architect and engineers, we are conveying the message of groundbreaking interiordesignforRestaurant,Apartment,Office, Showroom, Exhibition stand and Villa. Following to the trend of future, we believe the power of trendy design can light up the positive changes and bring vibes that promotes impartiality, flexibility and wellbeing for every client.

## Pouring Harmony with A Drop Of Innovation In Living.

At Maximilion, we have been targeting a mystical approach towards peace of mind, building interiors whilst satisfying the client both psychologically and materialistically. Studies have proved that, "an interior with peaceful vibes can find a way for people to have work-life balance that is pleasant and positive."

We believe that people's mental health and wellbeing are hugely impacted by the design of interior, always seeking home that they should be comfortable living in and can find their personality and inner peace in it. Maximilion is improving the interior experience; building the design and materials through deep research and complying with your mental state, which will bring peace to both your mind and eyesight.

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# NOBS

## BESPOKE TAILORING

Here is to the success story of two childhood friends who grew up to be extraordinary, elegant gentlemen. Raised amongst respectable and reputable families, the two boys grew up to be as influential as their parents. With their own delicate essence of fashion, accurate attentiveness to details, and ultimate passion for suits; NOBS came to life. A noticeable sense of extravagance took over their brand throughout the years, highlighting their belief that "a perfect suit is not found, but created." They urge others to understand, however, that it's not difficult to customize your own piece even though it's an unfortunate belief for most. NOBS' aim is not only to stress on the fact that suits have always been a gentleman's true best friend, but to also spread awareness that how a man looks exteriorly affects others' perception of who he is and what his distinctive persona is like. The first and foremost aspect that allows NOBS to stand out from a rather wide crowd of designers belonging to the same field is essentially their taste in creating a perfect final look. Also, their precise selection of fabrics and accessories definitely came in handy to keeping the brand at the top amongst other similar emblems. Last but certainly not least, their boldness in trying new designs and styles greatly welcomed them to the club of "simple and sophisticated." That being said, it's safe to openly settle on the fact that NOBS' upcoming designs will be exceptional masterpieces that would turn heads whenever spotted.

*Mohamed Hany*

LOCATION : Fifth Settlement- New Cairo

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# AMR MASRY

FROM 3D VISUAL TOURS TO ENTREPRENEURIAL SUCCESS  
WITH DEN REAL ESTATE CONSULTANCY

## EXCELLENCE



**DEN**  
Real Estate Consultancy

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Amr Masry's career has been a testament to his relentless drive and determination to excel in the business world. Starting with his expertise in 3D visual tours, he transitioned into a role as a sales official in large gyms before venturing into the real estate field in 2020. With a clear vision in mind, he founded his own company, Den Real Estate Consultancy, in 2023, with the ambitious goal of becoming the number one real estate company in the market. Amr Masry's career began in the field of 3D visual tours, where he showcased his exceptional skills in creating immersive and captivating virtual experiences for real estate listings. His meticulous attention to detail and ability to present properties in a visually appealing manner gained him recognition and established him as a trusted expert in the industry. Seeking new challenges, Amr Masry transitioned into the role of a sales official in large gyms. Here, he honed his sales and interpersonal skills.

In 2020, Amr Masry embarked on a new chapter by entering the dynamic world of real estate. He immersed himself in learning about property valuation, market trends, and customer preferences. With a genuine passion for real estate, he quickly established himself as a knowledgeable and trustworthy professional, gaining the respect and confidence of clients and industry peers. In 2023, driven by his entrepreneurial spirit, Amr Masry took a bold step and founded Den Real Estate Consultancy. With a clear vision and unwavering determination, he assembled a team of skilled professionals who shared his passion for excellence. The company's core mission is to redefine the real estate experience by providing exceptional services, innovative solutions, and a customer-centric approach. He strives to create a brand known for its exceptional client experiences and transformative industry practices.



A portrait of Mohamed Abdullah, a man with a beard and sunglasses, wearing a dark blazer over a maroon polo shirt. He is looking slightly to the right.

# MOHAMED ABDULLAH

MOHAMMAD ABDULLAH ENTREPRENEUR AND FOUNDER OF  
DEN REAL ESTATE CONSULTANCY

## BOLDNESS

Mohammad Abdullah realized his entrepreneurial aspirations by founding Den Real Estate Consultancy, a significant milestone in his career. Over the past decade, Abdullah's passion for real estate led him to recognize the industry's vast potential, inspiring him to carve his own path in this dynamic field. Through years of dedication and hard work, Abdullah acquired invaluable experience in various aspects of the real estate market. He immersed himself in market trends, property valuation, investment strategies, and client relations, laying a strong foundation for his future endeavors. The consultancy offers a range of tailored services to meet diverse client needs. Abdullah and his team leverage their expertise and industry insight to deliver personalized solutions that drive success, including property management and investment advisory. Abdullah's unwavering dedication to professionalism, integrity,

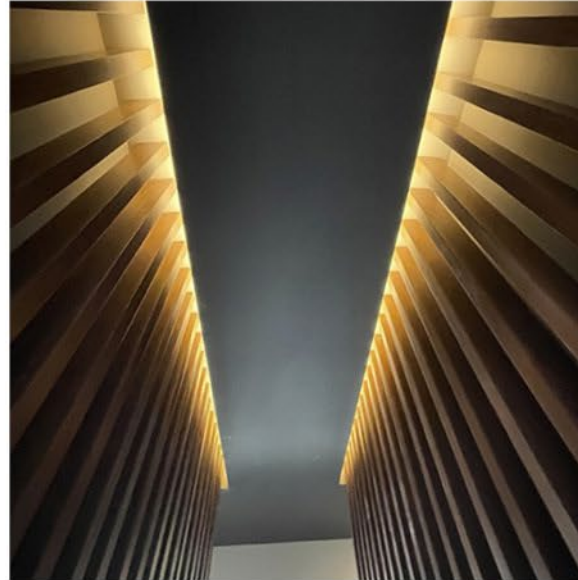
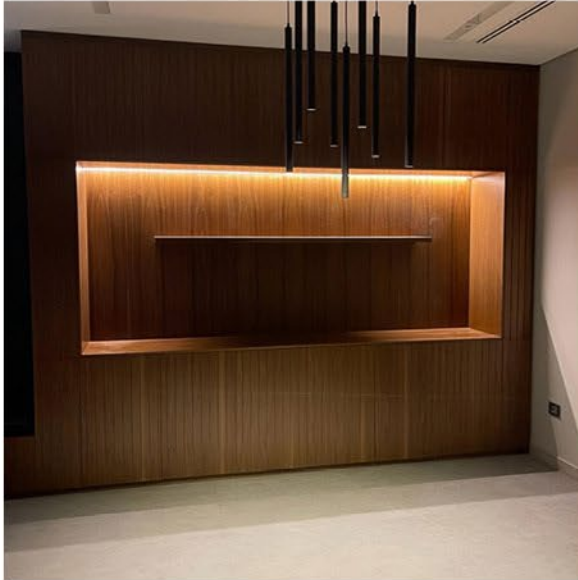
and client satisfaction has earned him a reputation as a trusted advisor in the real estate community, has been instrumental in the growth and success of Den Real Estate Consultancy. Looking ahead, Abdullah envisions continued growth and expansion for Den Real Estate Consultancy. With a focus on innovation and staying ahead of market trends, he aims to position his company as an industry leader, offering unparalleled services and setting new benchmarks for excellence. Mohammad Abdullah's journey from a real estate enthusiast to an accomplished entrepreneur is a testament to his passion, perseverance, and entrepreneurial spirit. Through Den Real Estate Consultancy, he has created a platform to share his expertise and make a lasting impact in the real estate field. Abdullah's success story serves as an inspiration to aspiring professionals, highlighting the possibilities that come with pursuing one's dreams.



**DEN**  
Real Estate Consultancy

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## SHERINE SAIED

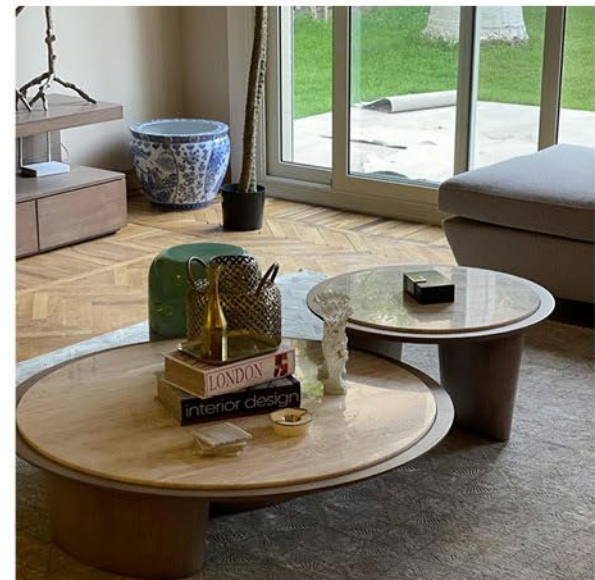
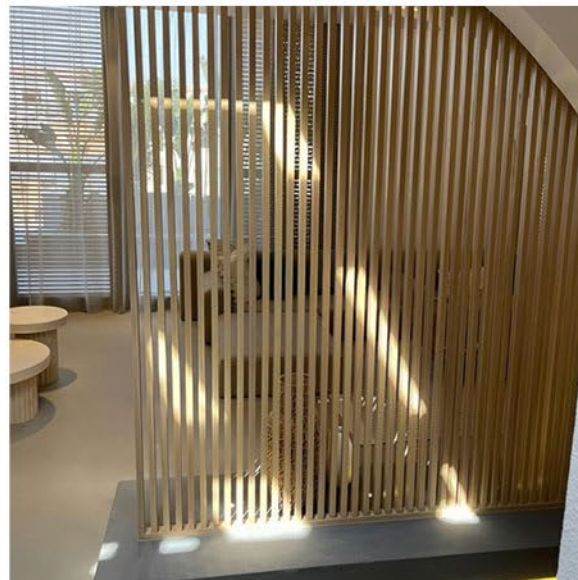


VISIT TK FURNITURE



Mona Hussein between 2008 and 2020. She not only improved her abilities at this time, but she also gained a deep appreciation for woodworking. Equipped with knowledge and experience, Sherine embarked on a new venture in 2020 the creation of TK Furniture. The name TK itself holds a special meaning, as it is derived from the first letters of Sherine's daughters' names, Talia and Khadija. It is this personal touch that sets TK Furniture apart, infusing each piece with love and meaning. TK Furniture stands out by its emphasis on providing top-quality materials and colors, enhancing its overall aesthetic and creating a harmonious environment. Her commitment to sustainability and preservation is a testament to Sherine's dedication to creating timeless pieces that resonate with her clients.

Sherine Saied owner of TK Furniture, Where Passion Meets Furniture Design In the world of furniture design, some individuals stand out for their creativity, passion, and dedication to their craft. One such individual is Sherine Saied, the owner of TK Furniture. She has emerged as a prominent figure in the industry, offering her clients a unique blend of aesthetic appeal, functionality, and expert craftsmanship. After graduating from the Faculty of Commerce in 2005, Sherine started her career as a furniture designer. Acknowledging her natural affinity for design, she enrolled in fine arts and applied arts courses, as well as several computer courses linked to design. Sherine got the chance to collaborate on numerous design related projects with famous designer





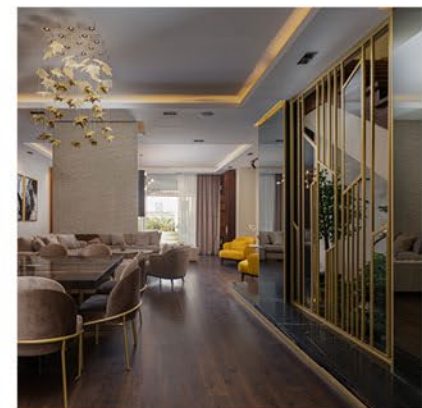
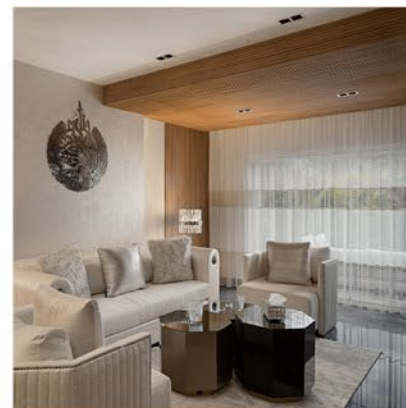


# NOUR ELMAHDY

Dar Interior Design, a once-in-a-lifetime, brilliant business, was first founded in 2016 by Nour El Mahdy. She established a brand of her own, freelancing her way toward ultimate success and creating an entirely distinctive brand that turns heads whenever people visit a place that was blessed by Nour's magical touches. This outstanding businesswoman managed to do all the work on her own, passionate and attentive to the details of everything related to her business, including but not limited to financials and all that has to do with them. She also succeeded in the expansion of her company and office in both Egypt and KSA. Despite the coronavirus, Nour was highly capable of keeping her feet on the ground. Not only did she manage to anchor the entity she so eagerly created, but she also delighted her customers by staying steady and firm through the epidemic and inflation that negatively affected business owners over the entire globe.

Nour initially decided to launch her own brand because of how passionate she was (and still is) toward interior design, as well as assisting others to experience luxury and tranquility through the creation of the beautiful and functional spaces she creates.

One of the most important factors behind the uniqueness of "Dar Interior Design" is Nour's keen eye for detail and how she implements her creative ideas into a realistic, beautiful, and calming environment that eventually sweeps her clients off their feet and guides them to ultimate satisfaction. When asked about her next steps, and what she aims to reach, Nour confidently stated that she will embrace new opportunities whenever she spots them, and that by targeting new geographical territories, she will reach new client segments worldwide.



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# AMIRA KHIDR

## A VISIONARY APPROACH TO DESIGN

In the world of interior design, few names command as much respect and admiration as Amira Khidr. With over two decades of experience and a unique approach to creating inspiring spaces, she has established herself as one of Egypt's leading interior designers. Her firm, Amira Khidr - Decorista, has become synonymous with distinguished luxury and has been recognized for its forward-thinking excellence in the industry. She has developed a unique approach to interior design that sets her apart from others in the field. Her aim is to provide exceptional design solutions that cater to her clients' individual needs and tastes.

Amira's journey as an interior designer began with her licensure in California, USA. This international exposure allowed her to bring a fresh perspective to the Egyptian design scene. She takes pride in her ability to bring ideas and inspirations to life, offering, alongside her team, a wide range of services including interior and architectural design, landscaping, furniture & accessory consultancy, and furniture design & execution.

Amira Khidr's innovative approach to design has not gone unnoticed. In 2022, her firm, Decorista, was honored with the Luxury Lifestyle Award for Best Luxury Villa Interior Design for The Alegria Villa in Egypt. This recognition further solidifies her position as a leading interior designer in the region. Her ability to create luxurious and sophisticated interiors that reflect her client's unique personalities and lifestyles has garnered widespread acclaim.

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# AHMED FARRAG



# IN OUT STUDIO

To build an unrivaled legacy, Eng. Ahmed Farrag debuted In Out studio, aiming to create epic interior and exterior design and a human-centric ambiance. With more than 5 years of experience in renowned art houses, mega projects, developed establishments, private residential units and villas to multi-use commercial districts,



Hotels, malls & administrative buildings, Farrag decided to embark on an entrepreneurial adventure that would bring creativity to a state that serves purposes of lifestyles. Farrag adopts the concept of smart systems and contemporary design technologies to craft the future footprint of green art and eco-friendly interiors. In Out Studio's detailed conceptual insight into how the mental and physical well-being of our clients can be improved by using certain design principles. aiming to create epic interior and exterior design and human centric ambiance. curating the use of solar panels to build a foundation; and compelling up-to-the-minute designs. In Out Studio goes beyond aesthetics, delving into the profound impact design has on our mental and physical well-being. By strategically incorporating natural elements and leveraging sustainable practices like solar panels, Farag creates spaces that not only impress but nurture the human spirit. This holistic approach ensures that every project leaves a lasting impact – on both the environment and those who experience it.



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BRANCHES : MIAMI , ALEXANDRIA





# LUXURIOUS LIFESTYLE

Cairo, Egypt - Trims10 Men, one of prime care cosmetics brands, is revolutionizing the world of men's grooming with its unique blend of Egyptian heritage and cutting-edge skincare advancements. Offering a diverse range of products, Trims10 Men aims to provide men with the ultimate grooming experience. In a market saturated with shower gels that exude floral scents and shampoos packaged

in pink, Trims10 Men seeks to break the mold. Understanding that men require tailored grooming solutions, the brand has curated a line of products designed specifically to address men's unique needs, taking into account their distinct skin composition and lifestyle. Men's skin is naturally thicker, more resilient, and structured differently than women's. Therefore, Trims10 Men formulates

its products to cater to these differences, providing simple and effective solutions that fit the demanding and fast-paced lives of men. Recognizing the need for an effective and user-friendly skincare, hair, and body care products for men, Trims10 Men is committed to using active natural ingredients while avoiding harsh chemicals. This dedication ensures that their products are not only

highly efficient but also gentle on the skin. Confidence plays a vital role in achieving success, and Trims10 Men understands this well. By helping men achieve a charming and charismatic look, the brand empowers them to radiate positive vibes and conquer the world. The carefully crafted products are designed to make men look good, feel good, and ultimately be satisfied with themselves.



As an Egyptian brand, Trims10 Men takes great pride in formulating products exclusively tailored for men. The brand acknowledges the inherent differences between men's and women's skin, allowing them to create products that effectively cater to men's unique needs. Additionally, their hair and body care products are thoughtfully designed.

## TRIMS10

— FOR MEN —

FACEBOOK: trims10men  
 INSTAGRAM: trims10men  
 TikTok: trims10men  
 WEBSITE: www.trims10men.com





# WHITE INVESTMENT

## THE WHITE WARRIORS OF REALESTATE

In little to no time, White Investment started out its exceptional journey of providing ultimate quality, highest standards and remarkable services to its clients. Although the market is currently in a downfall and sort of deteriorating, White Investment was able to achieve its goals and achievements of the year as planned. They acquire both dedication and commitment that successfully aided in exceeding 3.2 billion with their top four partners. Through this great entity's devotion and persistence, White Investment transformed from being a start-up consisting of a small team, to one of the top five brokerage companies in the market. Truly stated and proudly announced, White Investment accomplished victory that widely emerged and was quite noticeable in a very short interval of time. A family of 70 brilliant sales gurus and 30 non-sales employees working together as one big family that tremendously urges for more success. They are relentless, consistent perfectionists that are continuously hungry for major triumph along the real estate path. As planning ahead if a trait of those who reach their peak in a minimal amount of time, White Investment adopted this concept of time management and recognition of all the attributes in relation to establishing a new office in Dubai and a branch in New Cairo. Truth be told, what is expected from this significant entity is very close to being achieved within a few months, and it is rather apparent that by the end of 2024: they will indeed reap what they sowed these past couple of years.

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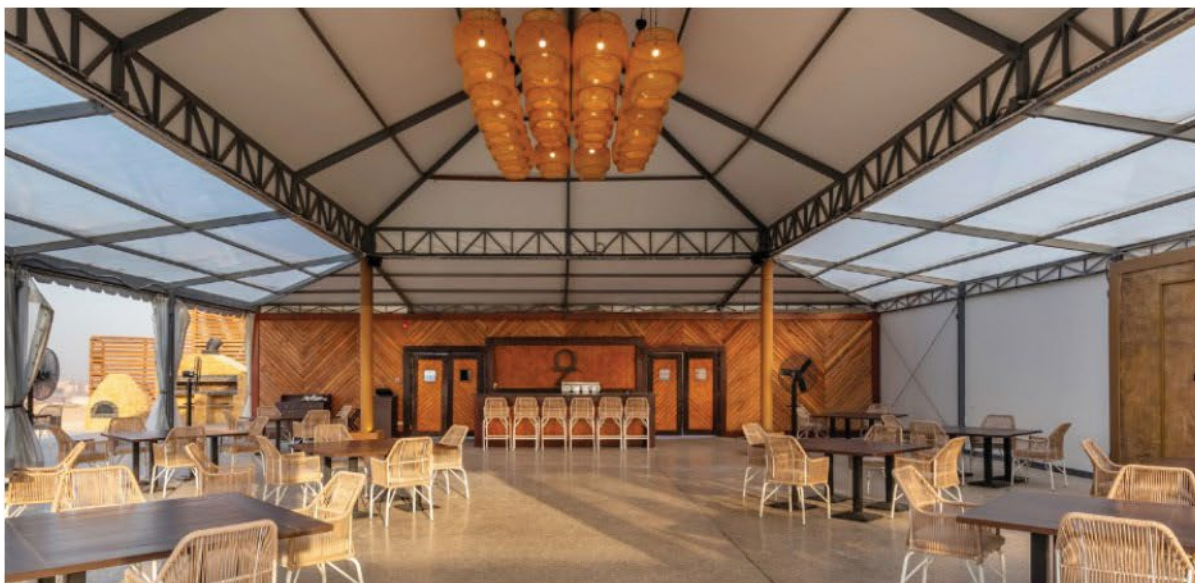
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**WEBSITE:**

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SHOUSE is a design and implementation studio founded in 2014 by architect Ahmed Hendawy. SHOUSE was created in response to clients' requests for comprehensive projects that were designed in accordance with our style and philosophy. SHOUSE provides clients a full range of services, from room decoration to full architectural planning, while executing the SHOUSE style in a variety of contexts and shades. SHOUSE considers spaces to be a place where clients may completely rest inside a harmonious framework of colors and shapes that influence feelings and mood in order to foster a sense of inner serenity. All of our projects reflect our taste, enthusiasm, aesthetic code, and deep need for comfort and functionality.



**SHOUSE**  
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**“AN EMPTY SPACE IS A  
STORY WAITING TO HAPPEN,  
AND WE ARE THE AUTHORS”**

–AHMED HENDAWY





# OSAMA EISA

FOUNDER OF OED

Has always had an unmatched passion for creating beautifully executed designs by mixing art, talent, engineering, and experience to reach client satisfaction through creative designs and perfectly executed spaces with unique and luxurious touches.

He founded OED studio in 2016 with the purpose of helping his customers with luxury interior design, luxury business design, luxury exterior design, luxury villa design, and house décor with a high-end finish. OED offers its services for both residential and commercial projects including architectural and interior designs presented in high-quality 3D presentation, fit, and execution.

OED Studio covers the whole project from planning to execution, making sure everything is in sync and executed as imagined. They realize that a home should match the soul of its owner, so they work closely with clients to understand their needs, preferences, and budgets. OED then develops design concepts and plans that make use of the space effectively and reflect the client's style and taste.

They aim at changing the lives of people through great designs that fit every single life use, yet still look incredibly luxurious.



OSAMA EISA DESIGNS

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# DR NADINE HAMADA

## ENHANCING BEAUTY: THE SUPERPOWER BEHIND PURE PERFECTION. (BE-YOU-TIFUL)

It is rather well known that the field of aesthetic medicine is rapidly growing, taking over the entire society and positively affecting people around the globe. Also, competition plays a massive role in the aesthetic sector, as Egyptian specialists have been providing various offers and discounts on their services. However; what is truly essential is for patients to search for and decide on a certain aesthetician that would fit their wants and needs in accordance to experience as well as word of mouth. High quality products and professional techniques both come hand in hand with bearing great results that satisfies the patient, allowing a boost of confidence that could turn heads and directly infatuate people. The one and only concept Dr. Nadine Hamada believes and follows is that natural beauty should be enhanced and not transformed.

Essentially, beautifying and highlighting facial aspects is far more credible than what is considered fake or exaggerated. This is precisely what Dr. NADINE prefers to act upon, portraying one's natural beauty whilst keeping individuality intact and not just copying and pasting facial traits belonging to someone else other than the patients' themselves. With an eye for detail and a hand that is skilled to reach perfection, Dr. Nadine (Instructor, The American Academy of Aesthetic Medicine) has proved to countless of people that she is capable of practicing, applying and mentoring others within such a high-demand field of medicine. Passion is definitely a valuable addition to Dr. Nadine's dedication and persistence in her business, as her love towards what she does constantly keeps her motivated to expand and augment in regards to her career. Fortunate enough, Dr. Nadine Hamada current branches cover a wide area with two branches, one located in New Cairo, and the other in Dokki, Giza. Sooner than later, further expansion shall occur to fulfill her patients' needs and urges. "I promise you the highest quality treatment for a natural, youthful and enhanced version of you" -Dr. NADINE HAMADA.

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*Dr. Nadine*



# PERSONALIZING YOUR VEHICLE

FOR A LUXURIOUS JOURNEY



NICHE MAGAZINE | luxurious lifestyle

When it comes to luxury car dealerships, exceptional customer service is paramount. At Urban Automotive, we understand the importance of providing a personalized and seamless buying experience to our valued customers.



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URBAN  
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# NOURHAN KAMAL

## Light the Way to Comfort with Elegance

"We offer you a local product, made by Egyptian hands, in the highest quality and most competitive prices" Nourhan Kamal, Product Designer and CEO of Ylights. In all ways possible, Ylights by Nourhan Kamal is aiming to be ultimately recognized as a local business that creates products solely made by Egyptian hands, not only to support the country and give various chances and opportunities to its citizens, but also to earn customers trust and maintain pride of executing all products with no need to import from foreign lands. Achieving customer's satisfaction is one of the main goals of Eng Nourhan : thus, Ylights is consistently eager to generate luxurious lighting systems that would fascinate every single person that simply takes a glimpse at one of their products.

The audacity associated with confidence and professionalism is definitely what allows Ylights to be portrayed as distinctive and different if compared to similar brands, especially that it's established to meet customers wants of high quality accompanied by their needs of affordable prices. Many channels convey the latest trends, which greatly assists Ylights to follow up with constantly updated customers' needs, as well as keeping up with national and international interior designers to match the environmental perspective of the design with the supplied lighting units. Last but not least, said channels go hand in hand with providing valuable information about local behavioral changes to precisely offer what the market demands to fulfill customer's wishes.







# HEBA DABBOUR



## RÜYA DUBAI

FOOD OF THE SOUL

of the restaurant ensures that every table offers a breathtaking view, allowing patrons to immerse themselves in the surroundings while enjoying a delectable meal. Heba's exceptional talent as an architect shines through in the Rüya Dubai restaurant. Her ability to seamlessly blend functionality with aesthetics has resulted in a space that is as visually stunning as it is functional. The success of this project is a testament to Heba's ingenuity and creativity, solidifying her status as one of the top architects in the industry.



### 15 YEARS OF DESIGN EXPERIENCE

Heba Dabbour is a highly acclaimed architect known for her exceptional work in the field. One of her notable projects is the Rüya Dubai restaurant, which has gained attention for its innovative design and unique concept. Explore the Niche project that is the Rüya Dubai restaurant. Heba's attention to detail is evident in every aspect of the restaurant's design. The use of natural materials and warm tones creates a welcoming atmosphere, while the strategic placement of lighting fixtures adds a touch of drama to the space. The layout



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# HEBA DABBOUR ARCHITECT



## HIGHLY ACCLAIMED ARCHITECT

Heba Dabbour's passion for architecture extends beyond creating visually stunning spaces. With her prime project, Rüya Dubai restaurant, she embarked on a mission to introduce the rich and diverse Anatolian cuisine to the heart of Dubai. With influences from numerous historical civilizations, Anatolian cuisine is a culinary treasure trove. Working with well-known Turkish chefs, Heba has painstakingly created a cuisine that highlights the true flavors of this area while also embracing contemporary preparation methods and presentation. Visitors to Rüya Dubai can partake in a culinary adventure that will whisk them away to the stunning scenery of Turkey. Every meal, from classic mezze spreads to tender grilled meats and delicious sweets with Ottoman influences, is a work of art that captures the spirit of Turkish hospitality.

Heba's well known YouTube program "Tafasily, is a mood changing program that targets all who are interested in architecture, engineering and architectural tips and tricks are given through a cinematic vision to view the projects in a majestic and wonderful preview.

Stay tuned for Engineer Heba's return in Tafasily!



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