

# NICHE

## LUXURY LIFESTYLE MAGAZINE

AWARD KSA 2024

Dr. Sami Angawi is rewriting the rules of architecture. He doesn't just design spaces; he tells stories that echo through time. Dr. Sami Angawi's architecture transcends design. It is a conversation between the past and the future.

*How Tradition Meets  
Tomorrow's Vision*







# Saudi Arabia

## A Thriving Hub of Vision, Innovation, and Opportunity

This December, Riyadh became the focal point of innovation and creativity as it hosted the prestigious Niche Magazine Awards. The event brought together talents from across the Arab world and international communities, celebrating Saudi Arabia's ascent as a global leader in progress and excellence. This remarkable gathering showcased the Kingdom's ability to unite cultures and drive a shared vision for the future, highlighting its ongoing transformation and inspiring achievements. A Visionary Economy on the Rise Saudi Arabia is undergoing one of the most ambitious economic transformations of the modern age. While its vast oil reserves remain a cornerstone of its wealth, the Kingdom's Vision 2030 initiative is redefining its economy. Investments in technology, renewable energy, tourism, and entertainment are fostering diversification, making Saudi Arabia a hub for innovation and sustainable growth. A Young and Dynamic Consumer Base Central to this transformation is Saudi Arabia's young population. With a median age of around 30, this tech-savvy, ambitious generation is driving demand for cutting-edge products and services. Rising disposable incomes and a growing appetite for modern experiences make the Kingdom an ideal destination for businesses aiming to engage with an enthusiastic and evolving consumer market. Strategic Location and Global Access Geography enhances Saudi Arabia's strategic importance. Positioned at the crossroads of Asia, Africa, and Europe, the Kingdom offers businesses unparalleled access to some of the world's most lucrative markets. This prime location serves as a gateway for global trade and expansion.



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Niche Magazine KSA  
2024





# AWARDS OF



## Award of the Year by Niche Magazine

Niche Magazine proudly introduces its prestigious “Award of the Year,” celebrating individuals who have made groundbreaking contributions to their industries. This honor recognizes excellence in diverse fields, including acting, interior design, engineering, and beyond. These remarkable influencers and leaders are not only at the forefront of innovation but also inspire change and set new standards of success. The “Award of the Year” pays tribute to their creativity, dedication, and impact on society. As we shine a spotlight on these extraordinary individuals, we honor their ability to lead, inspire, and transform their fields, leaving an enduring legacy of excellence.

LEBLEBA  
AWARD OF THE YEAR

# THE YEAR





LAILA ELOUI

AWARD OF THE YEAR



SHERIF MONEER

AWARD OF THE YEAR

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SPECTACULAR  
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# AWARDS OF



ARWA GOUDA IBARHIM AL HAJJAJ

AWARD OF THE YEAR



AWARD OF THE YEAR

# THE YEAR





SALEH ABUAMR

AWARD OF THE YEAR



NADER ABBASSI

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# AMBASSADOR



NOUR KHATAB

FOUNDER OF FITHUB



MONA HUSSEIN

MANAGING PARTNER  
OF MAK ARCHITECTS

# AWARDS





AHMED HUSSEIN

MANAGING PARTNER  
OF MAK ARCHITECTS

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KARIM AL ASSAL

MANAGING PARTNER  
OF MAK ARCHITECTS

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# AMBASSADOR



HANY ELBEHAIRY

FASHION DESIGNER



NOUR ELDIN MOSTAFA

MEMBER OF THE GLOBAL  
CONGRESS OF IMPLANT DENTISTRY

# AWARDS



**AWAD RASHAD**  
FOUNDER OF AROART WOOD



**MAGED FAWZY**  
CHAIRMAN WELLSPRING EGYPT

**NICHE**  
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# AMBASSADOR



MOHAMED TALAAT

FOUNDER OF MOHAMED  
TALAAT ARCHITECTS



KARIM USAMA

ACTOR

# AWARDS

# AWARDS OF



GIORGIO DIANA

EXCELLENCE IN  
HOSPITALITY

## Excellence: The Leaders of Industries

Excellence defines the leaders who shape the future, innovate tirelessly, and inspire others to strive for greatness. Niche Magazine celebrates these trailblazers who have risen to prominence across various industries, from the arts to engineering and design. Their commitment to quality, creativity, and progress sets them apart as role models and catalysts for change. These leaders embody a unique vision and dedication, consistently raising the bar for success. By honoring their achievements, Niche Magazine acknowledges the profound influence they have on their industries and beyond, inspiring future generations to dream, innovate, and lead with purpose.

# EXCELLENCE





DR.DHAIFALLAH AL SHEHRI

EXCELLENCE IN  
DENTISTRY

NICHE  
LUXURY LIFESTYLE MAGAZINE  
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ENG.AHMED AL WARDANY

AHW ARCHITECTS D+B PROJECTS  
EXCELLENCE IN ARCHITCTURE



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ONE

# AWARDS OF



DR. AHMED BADR

EXCELLENCE IN  
COSMETIC GYNECOLOGY



ENG. AHMED ABDO

EXCELLENCE IN  
INNOVATION

# EXCELLENCE





DR. ASMA AL SADI

EXCELLENCE IN  
COSMETIC DERMATOLOGY



ENG. ANAS AL ZHRANI

EXCELLENCE IN  
CONSTRUCTION

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# Dr. Sami Angawi

*Cover Story*



Dr. Sami Angawi, a visionary Saudi architect, masterfully blends tradition and modernity through his philosophy of Mizan, achieving balance in design. Renowned for preserving Islamic heritage, he harmonizes Hijazi architecture with global influences. His dedication to cultural documentation and sustainable urban planning has shaped a timeless legacy of living architecture that honors both heritage and innovation.





# Niche Magazine KSA 2024

It started in a small office, tucked away in Cairo's vibrant heart, where the hum of the city almost drowns out the whispers of change. Inside, under the harsh light of a dentist's lamp, a man sculpts more than teeth he sculpts confidence. Dr. Nour El-Din Mostafa is no ordinary dentist. He is, by all accounts, a visionary reshaping not just smiles, but the very landscape of cosmetic dentistry in the Arab world. Dr. Nour's story begins decades ago, in a household where ambition was the family creed. His father, an engineer, built tangible structures, while his mother, an educator, built intangible ones. From them, Dr. Nour inherited a unique blueprint, the courage to dream big and the discipline to make those dreams real.

## Dr. Nour El-Din Mostafa The Architect of Smiles and Dreams Today, Dr. Nour is a pioneer, the first Egyptian dentist to receive an honorary doctorate from Cambridge International College

That blueprint carried him through Cairo University's Faculty of Dentistry, where he quickly earned a reputation for his precision and artistry. But it wasn't enough to excel Dr. Nour wanted to redefine what dentistry could be. He ventured far beyond Egypt, training with the International Society of Digital Imaging in Berlin and earning membership with elite institutions like the American Society for Cosmetic Dentistry. In these global corridors, he absorbed not only knowledge but also an audacious vision

to bring world-class cosmetic dentistry to Cairo. Back home, he co-founded a sprawling 2,000-square-meter center a behemoth of innovation in a city where tradition often outweighs technology. His approach? Immediate, painless cosmetic dentistry. For his patients, the experience is transformative, they enter with insecurity and leave radiant, their confidence restored in just a few hours. But for him, accolades and recognition are mere markers on a much larger journey. His true reward lies in the faces of the people he's helped, the smiles he's restored, and the legacy he's building. But what sets Dr. Nour apart is not just his technical prowess. It's his humanity. He often speaks of how dentistry is not about fixing teeth but

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"restoring a person's ability to smile freely." In that single sentence lies his philosophy a belief that dentistry is an act of healing, not merely a service, he mentors dozens of young dentists, passing down the lessons of his craft but also the heart behind it. He teaches them that dentistry is not just about fixing what's broken but about healing what is fractured within an art of restoration, a gift of transformation. Today, Dr. Nour is a pioneer, the first Egyptian dentist to receive an honorary doctorate from Cambridge International College. His influence stretches far beyond the walls of his center. He mentors dozens of young dentists, instilling in them the same passion that fuels his work. He built a legacy, not just through awards or accolades, but through the thousands of smiles he's transformed. His panel talks at prestigious global events elevate the profession, where he passionately shares his vision for a future where dental artistry meets unparalleled innovation. Though his services cater primarily to those who seek luxury and precision, Dr. Nour is committed to raising awareness about the importance of cosmetic dentistry for all. In a field often reduced to sterile clinics and impersonal procedures, Dr. Nour has reintroduced heart and artistry. Dr. Nour El-Din Mostafa leverages social media as a powerful tool to redefine luxury in dentistry. His marketing approach is innovative, blending personal stories with high-end visuals that resonate deeply with his audience. Through captivating content, he doesn't just promote his practice; he shapes the future of cosmetic dentistry globally. His story isn't just about one man's rise it's about the ripple effect of passion, care, and vision. And in his hands, a smile is not just a smile it's a masterpiece.



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# The Architect of Dreams

## Ahmed Al Wardany

In the elite world of luxury architecture, where every structure tells a story and every detail captures the essence of sophistication, Ahmed Al Wardany stands as a visionary figure. As the founder of AHW Architects D+B Projects, he redefines the concept of architectural excellence. His work is more than construction; it's an artistic expression of luxury, culture, and sustainability woven into the fabric of bespoke spaces. "Architecture isn't just about creating a roof over one's head," Al Wardany shares with conviction. "It's about crafting legacies that stand the test of time." This philosophy forms the cornerstone of AHW Architects D+B Projects, a firm celebrated for its ability to merge timeless aesthetics with cutting-edge technologies. From sprawling private villas to state-of-the-art commercial spaces, each project is an example of Al Wardany's relentless pursuit of perfection.

Al Wardany's path to becoming one of the most sought-after names in architecture was driven by a deep fascination about how a built environment shapes human experiences. "I realised early on that architecture is more than bricks and mortar. It's about how spaces inspire, connect, and elevate lives," he explains. One of his most defining moments came in 2008 when he took on his first major project; a luxurious 1000m<sup>2</sup> villa for a young architect, the project was both a challenge and an opportunity. "There were obstacles at every turn, from complex design specifications to tight deadlines," he recalls. "But I approached it with a commitment to precision, collaboration, and unwavering focus." This project not only marked the beginning of his illustrious career but also established his reputation for innovation and sustainability.

The villa featured green technologies that minimised its carbon footprint, a bold move at a time when sustainability in luxury design was still in its infancy. The Craft of Building Experiences What sets AHW Architects D+B Projects apart is its meticulous and client-centric approach to design. Each project begins with an extensive analysis of the site to understand its unique environmental and cultural context, followed by in-depth consultations with clients to align the design with their vision, lifestyle, and functional needs. **"For us, the client's aspirations are the foundation upon which we build everything," Al Wardany emphasises. One of the miraculous projects made by Al Wardany was the 2022-2024 project. The project was made by construction cost of 12 million dollars through Comprehensive Site Analysis, Sustainable Design and Landscaping Excellence. The project encompassed Custom Interior and exterior Layouts with Modern Facade Design, Statement Infinity Pool and Smart Technologies.**

## AHW Architects

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# Sustainability as a Core Principle

One of the hallmarks of Al Wardany's work is his unwavering commitment to sustainability. At AHW Architects D+B Projects, eco-conscious design is integrated from the earliest stages of planning. From optimising site orientation to maximising natural light and ventilation to sourcing locally produced and recycled materials. Every decision reflects a commitment to reducing environmental impact. Green spaces, energy-efficient systems, and renewable materials are not mere afterthoughts; they are central to the firm's philosophy. "Sustainability isn't a luxury; it's a necessity," Al Wardany insists. "It's about creating spaces that are not only beautiful but also responsible and forward-thinking." Through his work, Al Wardany is not just building structures; he's contributing to a global movement toward more sustainable and responsible design practices. "Our goal is to create spaces that enhance lives while protecting the planet for future generations," he says. Redefining Luxury, Al Wardany's Vision for the Future For Ahmed Al Wardany, luxury is not about excess or opulence. It's about creating spaces that strike a perfect balance between form and function, beauty and sustainability, tradition and innovation. "True luxury is about thoughtful design that enhances life," he explains.

Collaboration is central to this philosophy. At AHW Architects D+B Projects, every client is viewed as a partner. "The most successful projects are the result of strong relationships built on trust and communication," Al Wardany says. His team works closely with clients at every stage of the process, ensuring that their vision is not only realised but also elevated through innovative design solutions. One of the projects that holds a special place in his heart is his first villa. It was more than a milestone; it was a bold statement of his values as a designer. "That project taught me that great architecture is about more than just design; it's about the impact it has on the people who live and work within it," he says. Looking to the future, Al Wardany envisions a world where architecture continues to play a pivotal role in addressing global challenges. "As architects, we have a responsibility to shape spaces that not only meet today's needs but also anticipate the challenges of tomorrow," he says. Through AHW Architects D+B Projects, he is committed to creating designs that inspire, endure, and leave a lasting legacy. For those who seek not just a home but an experience, not just a building but a work of art, Ahmed Al Wardany's work offers a glimpse into the possibilities of elevated living.

WE ONLY CRAFTING DREAMS





# Al Yamamah

## Pioneering Saudi Arabia's Architectural Design

In the dynamic architectural realm of Saudi Arabia, Al-Yamamah Engineering Consultancy Office stands as a beacon of excellence in design, project management, and engineering supervision. Founded in 1981 by visionary consulting engineer Salem Al-Shuraim, Al-Yamamah has continually set new standards in the industry. With a commitment to creating innovative, sustainable, and functional spaces, the firm has played a significant role in shaping Saudi Arabia's architectural identity and advancing its urban landscape. Architectural Excellence At the heart of Al-Yamamah's success is its dedication to architectural design that blends aesthetics with purpose. The firm's philosophy centers on creating spaces that are not only visually striking but also deeply rooted in the cultural, social, and environmental contexts of their locations. This design ethics has enabled Al-Yamamah to craft iconic structures that reflect Saudi Arabia's heritage while embracing modernity. The architectural team at Al-Yamamah employs a collaborative approach, working closely with clients, stakeholders, and communities to ensure every project aligns with its intended vision. Advanced technologies, such as Building Information Modeling (BIM), play a crucial role in the design process, allowing for precise planning, visualization, and execution. This integration of technology with creativity ensures that the firm's designs meet the highest standards of innovation and functionality. Moreover, sustainability is a cornerstone of Al-Yamamah's design philosophy. The firm prioritizes environmentally friendly materials, energy-efficient systems, and green building certifications, addressing both global environmental challenges and local needs. By incorporating climate-responsive design principles, Al-Yamamah creates spaces that are not only sustainable but also resilient in the face of environmental changes.





# Project Management Expertise

Al-Yamamah's commitment to excellence extends beyond design into project management, where the firm has built a reputation for precision and reliability. Its project management methodology focuses on detailed planning, risk assessment, and effective communication, ensuring that all aspects of a project are meticulously coordinated. Key elements of Al-Yamamah's project management approach include: Strategic Planning Comprehensive roadmaps are developed to guide projects from conception to completion. Stakeholder Collaboration: Open and consistent communication with clients and partners ensures alignment with project goals. Risk Management: Proactive measures are taken to identify and mitigate potential challenges, minimizing delays and cost overruns. By maintaining a clear focus on timelines, budgets, and quality, Al-Yamamah ensures that every project meets and often exceeds client expectations. Engineering Supervision Al-Yamamah's expertise in engineering supervision is another critical factor in its success. The firm's supervision team plays an integral role in overseeing construction processes, ensuring adherence to design specifications, safety

standards, and quality benchmarks. Through on-site monitoring, technical problem-solving, and rigorous quality control, the engineering supervision team guarantees that each project is executed with precision. This attention to detail not only minimizes errors but also upholds the integrity of the firm's designs during construction. Comprehensive Services What sets Al-Yamamah apart is its ability to offer a comprehensive suite of services that cover every aspect of architectural and engineering projects. These services include: Architectural Design: Crafting innovative and sustainable designs that reflect the client's vision. Structural Engineering: Developing robust frameworks to ensure the safety and durability of buildings. MEP Systems Design: Integrating mechanical, electrical, and plumbing systems for optimized functionality. Interior Design: Creating aesthetically pleasing and functional interior spaces. Landscape Architecture: Designing outdoor environments that enhance the overall appeal and usability of projects. This integrated approach allows for seamless coordination between disciplines, resulting in more efficient and cohesive project delivery.



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Notable Projects Al-Yamamah's portfolio is a testament to its capabilities and innovation in architectural design and engineering. The firm has worked on numerous high-profile projects that have contributed significantly to Saudi Arabia's urban transformation. Mahd Academy: A state of art educational facility designed to inspire creativity and learning in a modern environment. Technical College for Girls: A purpose-built campus that empowers female students through innovative design and functionality. Bahrain Tower: An iconic skyscraper that showcases Al-Yamamah's ability to blend bold architectural design with practicality. These projects highlight the firm's dedication to creating spaces that serve communities while setting new benchmarks in design and execution. Sustainability and Innovation are at the core of Al-Yamamah's mission. The firm believes that successful design goes beyond aesthetics; it must also be functional, efficient, and environmentally responsible. By incorporating green building practices, energy-efficient technologies, and environmentally friendly materials, Al-Yamamah ensures that its projects have a minimal ecological footprint. This commitment to sustainability aligns with Saudi Arabia's Vision 2030, which emphasizes environmental stewardship and the development



f a knowledge-based economy. Shaping the Future With over four decades of experience, Al-Yamamah Engineering Consultancy Office remains at the forefront of architectural innovation and engineering excellence. The firm has continually adapted to the evolving demands of the construction industry, embracing new technologies and methodologies to enhance efficiency and sustainability. As Saudi Arabia embarks on ambitious development initiatives under Vision 2030, Al-Yamamah is uniquely positioned to play a pivotal role in realizing these goals. Its expertise in sustainable design, project management, and engineering supervision makes it an invaluable partner in transforming the Kingdom's urban design.

By prioritizing innovation, quality, and sustainability, Al-Yamamah is not only shaping the architectural future of Saudi Arabia but also contributing to the nation's cultural and social advancement. With each project, the firm reaffirms its commitment to excellence, setting new standards for the industry and leaving a lasting legacy of visionary design.





# The Art of a Radiant Smile

## Dr. Dhaifallah Alshehri and Shiny Centrals

Dr. Dhaifallah Alshehri's journey is nothing short of an inspiring miracle. With a Bachelor of Dental Surgery from King Khalid University, further training in esthetic dentistry, advanced endodontics and orthodontics, Dr. Alshehri combines his deep knowledge of science with the finesse of an artist. Turning routine visits into transformative experiences, Dr. Dhaifallah is on a mission to redefine what dental care can be. The Birth of Shiny Centrals was more than just a medical condition, it was a haven where dental dreams come true. Dr. Alshehri envisioned a place where technology meets beauty and art, creating an environment where patients feel valued and understood. His clinic is a testament to his belief that every smile tells a story, and it's his mission to ensure that story is one of radiance and joy.

One of the names that shines bright in the world of dental care throughout the kingdom of Saudi Arabia is Dr. Dhaifallah Alshehri. As the visionary behind Shiny Centrals, Dr. Alshehri has redefined the standards of dental aesthetics, transforming smiles and boosting confidence one patient at a time.

Founded with the goal of providing top tier dental care, Shiny Centrals offer a wide range of services, from routine check-ups to advanced aesthetic treatments. The clinic's state of art facilities and welcoming atmosphere make it a preferred destination for individuals seeking high quality dental care. At Shiny Centrals, Dr. Alshehri's expertise shines through in every pro-

cedure. Dr. Alshehri meticulously plans and executes each treatment, from veneers to dental implants, with precision. His keen eye for details and commitment to using the latest techniques ensure that every patient leaves with a smile that not only looks great but feels great too. Dr. Alshehri's approach to dental aesthetics is both innovative and patient centered. He understands

that every individual is unique, and he tailors his treatments to enhance their natural beauty. Whether it's a simple tooth whitening procedure or a complex orthodontic treatment, Dr. Alshehri combines his technical skills with an artistic touch to deliver exceptional results. Dr. Alshehri's approach to dentistry is deeply rooted in empathy and understanding. He believes that successful treatment goes beyond technical proficiency, it requires building a connection with the patient. By listening to their needs and concerns, he creates a treatment plan that aligns with their expectations and lifestyle. This patient-centered approach has earned him a loyal following and glowing testimonials from those whose lives he's touched. At Shiny Centrals, patient comfort and satisfaction are top priorities.



# Dr. Alshehri and his team go above and beyond

To create a welcoming and relaxing environment. From the moment a patient walks through the door, they are greeted with warmth and professionalism, setting the stage for a positive and rewarding dental experience. In the ever evolving field of dentistry, staying ahead of the curve is crucial. Dr. Alshehri is a pioneer, embracing new technologies and techniques that enhance the patient experience. From digital smile design to laser dentistry, he continuously seeks out innovations that can provide better outcomes and more comfortable treatments. Dr. Alshehri is particularly passionate about the potential of digital dentistry. By incorporating advanced imaging and diagnostic tools, he can create highly accurate treatment plans and predict outcomes with greater precision. This not only improves the efficiency of treatments but also enhances patient satisfaction by providing clear and realistic expectations. Dr. Alshehri's impact extends beyond his clinic. He is actively involved in the dental community, sharing his knowledge and expertise through workshops and seminars. His collaborations with other professionals in the field have led to groundbreaking advancements and a collective effort to elevate the standards of dental care. As a respected figure in the dental industry, Dr. Alshehri is committed to giving back to the community. He frequently participates in outreach programs, providing free dental care to underserved populations. By doing so, he hopes to raise awareness about the importance of oral health and inspire future generations of dental professionals. As Shiny Centrals continues to grow, Dr. Alshehri's vision for the future is clear: to make exceptional dental care accessible to everyone. He plans to expand his clinic's services to ensure that more people can benefit from his expertise. His dedication to excellence and patient satisfaction remains unwavering, driving him to achieve new heights in the world of dental aesthetics. Looking ahead, Dr. Alshehri is excited about the potential for further innovation in the field of dental care. He envisions a future where technology and personalized care converge to create even more effective and comfortable treatments. Through ongoing research and professional development, he aims to stay at the forefront of dental advancements and continue to lead Shiny Centrals with passion and vision. Dr. Dhaifallah Alshehri's legacy is one of transformation and inspiration. Through Shiny Centrals, he has touched countless lives, turning ordinary smiles into extraordinary ones. His commitment to his craft and his patients is a testament to the power of a radiant smile and the difference it can make in someone's life. Each smile transformed at Shiny Centrals represents a story of confidence regained and lives improved. Dr. Alshehri's dedication to excellence and his compassionate approach have made a lasting impact on the dental community and beyond. His work serves as a reminder that a beautiful smile is not just about aesthetics; it's about empowerment, self-love, and the joy of living life to the fullest. In the world of dental aesthetics, Dr. Dhaifallah Alshehri stands out for innovation and compassion. His journey from a dedicated student to the founder of Shiny Centrals is a story of passion, perseverance, and relentless pursuit of excellence. As he continues to shape the future of dentistry, his impact will be felt for generations to come, one brilliant smile at a time.



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# YOUR GATE WAY TO LUXURY

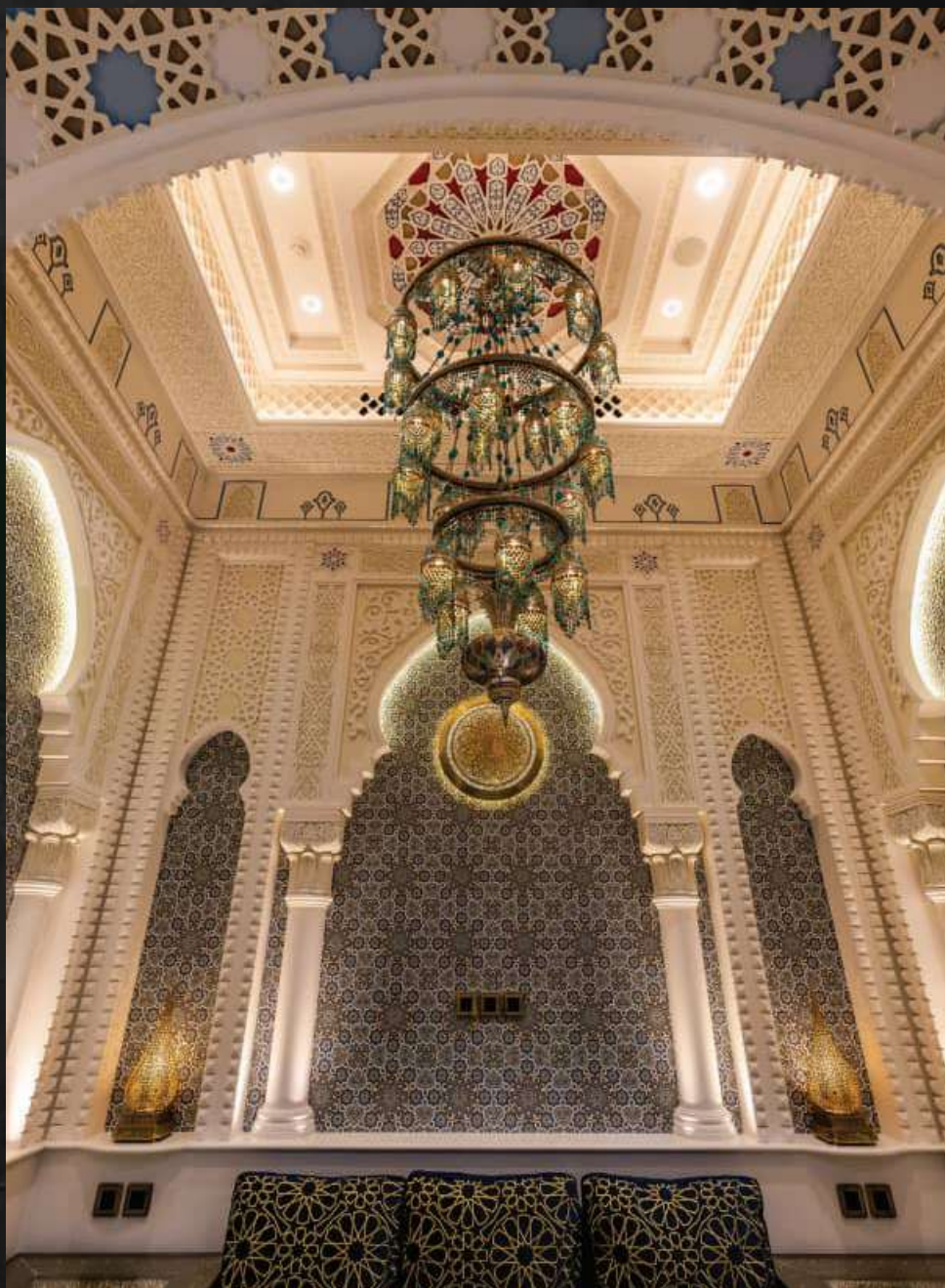
**I**n a world driven by innovation, PYLONS Group shines as a symbol of creative brilliance and architectural excellence. With over two decades of expertise, this Saudi-based company has redefined luxury, blending elegance and functionality in high-end fit-outs and contracting. Founded in 2001 by Eng. Ahmed Abdo, PYLONS Group is renowned for crafting exquisite spaces, from opulent royal palaces to luxurious villas and prestigious commercial projects. Its dedication to precision and craftsmanship has left an indelible mark across the Middle East. What sets PYLONS apart is its unique ability to harmonize world-class craftsmanship with clients' visions. Each project becomes an iconic masterpiece that reflects timeless sophistication while meeting the distinct aspirations of its clientele. Innovation is at the core of PYLONS' success. The company embraces cutting-edge technologies and sustainable practices, creating visually stunning yet environmentally conscious spaces. This forward-thinking approach not only enhances the aesthetic appeal of its designs but also establishes new industry benchmarks. Every project by PYLONS exemplifies a seamless blend of form and function. From state of art amenities to ergonomic designs, each detail is meticulously curated to deliver beauty and utility. By integrating renewable materials and eco-friendly solutions, PYLONS demonstrates a commitment to sustainability, ensuring longevity and minimal environmental impact. Specializing in the royal sector, PYLONS Group has earned a stellar reputation for its work on Saudi Arabia's most magnificent palaces. By collaborating with global artisans and selecting premier materials, the company infuses every project with unparalleled charm and elegance.



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## TRANSFORMING VISIONS INTO REALITY

PYLONS Group turns ordinary spaces into extraordinary experiences. From breathtaking murals to exquisite chandeliers, every detail is thoughtfully chosen to meet clients' dreams. Whether designing bespoke interiors or offering end to end project management, PYLONS transforms ambitious visions into reality. The company's artistry shines in projects that blend modern and classical styles. Its innovative luxury fit-outs incorporate cutting-edge materials, delivering timeless designs that exceed expectations. Collaborating with skilled artisans and sourcing premier materials, PYLONS crafts spaces that are functional yet breathtaking. Whether upscale villas or inspiring commercial spaces, every project reflects PYLONS' commitment to excellence, creativity, and perfection. With a passion for artistry and innovation, PYLONS Group has cemented its position as a trusted leader in luxury architectural design.





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# Chef Giorgio Diana

Culinary Alchemy and the Art  
of Storytelling through Food

In the tantalizing world of fine dining, where every dish tells a story and each ingredient orchestrates a symphony, the name Chef Giorgio Diana shines brightly. His journey is a flavorful blend of trials, triumphs, and an unyielding quest for culinary excellence. From humble beginnings to the apex of gastronomic prestige, Chef Giorgio Diana's life and career are seasoned with resilience, creativity, and an unwavering passion for his craft. A Flavorful Start, Chef Giorgio Diana was born in Sardinia, Italy. Giorgio Diana's early life was simmering with expectations that clashed with his dreams. His father's architectural aspirations were swapped for his true calling, a decision seasoned by a devastating football injury. Amidst the ruins of lost aspirations, a new flame was ignited. A fervent love for cooking that would transform his life. The kitchens of Hotel Sofitel Timi-Ama in Sardinia became the crucible for Giorgio's rebirth. Starting as a dishwasher, his culinary talents were first recognized by Executive Chef Carlo Diana, whose mentorship was a catalyst for his transformation. The artistry of flavors, discovered through a serendipitous experiment with leftover dinner ingredients, sparked a culinary fire that would never be extinguished. Germany became the forge where discipline and dedication were tempered. At Munich's Cleopatra restaurant, under the guidance of Giovanni Marchesani, the rigorous demands of professional cooking were embraced. Marchesani, a disciple of the legendary Gualtiero Marchesi, instilled in Giorgio a profound respect for precision and excellence. Books by culinary giants Ferran Adrià, Alain Ducasse, and Massimo Bottura were devoured like rich, decadent desserts, their pages mapping a world Giorgio was determined to conquer. Long hours in the kitchen were spent not as toil but as a labor of love. Esteemed establishments like Ca-Brunello and Vinaïolo, where Michelin stars illuminated his culinary path, further honed his mastery. A Twist of Fate, Life's unpredictability served Giorgio a bitter course when an accident sidelined him for three years. Yet, even in adversity, growth persisted. A culinary degree was earned in Germany,

PROPS BOX  
ENTERTAINMENT



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sharpening both his skills and ambition. Competitions were entered, accolades claimed, and the seeds of an international career were planted. Asia, with its vibrant markets and exotic flavors, became Giorgio's muse. Hong Kong, a culinary paradise, profoundly shaped his style, introducing him to the intricacies of Asian cuisine. The vibrant chaos of its fish markets, visited at dawn, and the treasures of its culinary traditions were inspirations woven into his Mediterranean heritage. Blending Cultures, Creating Magic is Chef Giorgio Diana's ultimate power. Turkey and Russia became stages where Giorgio's culinary magic flourished. Epicure by Giorgio Diana earned him the title of Chef of the Year twice, while his tenure with the Pier 88 group in Egypt brought both accolades and acclaim. A philosophy of blending cultures through food began to take shape.

The launch of Dinner Incredible during the pandemic embodied this vision, a global initiative that united chefs from diverse backgrounds to celebrate local ingredients and foster community. Amidst a whirlwind of achievements, the creation of Storia in Katameya Heights stands as Giorgio's crowning jewel. A sanctuary of fine dining, Storia reflects not only his culinary genius but also his belief in storytelling through food. Plates are transformed into canvases, ingredients into poetry, and flavors into emotions that linger long after the last bite. Culinary Symphony, Chef Giorgio Diana's style transcends traditional and innovative boundaries. Rooted in his Mediterranean heritage, it embraces modern techniques, Asian influences, and molecular gastronomy. The result is cuisine that surprises, delights, and inspires—a testament to the alchemy of passion and creativity. Recognition has followed wherever Giorgio has ventured. From being named among the best 300 chefs in the world to his restaurants earning accolades for excellence, his work speaks volumes. Yet, these honors are not merely milestones;

**STORIA**  
*Mediterranean*  
**RESTAURANT**

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they are reminders of a journey defined by perseverance and love for the craft. Today, as the doors of Storia welcome diners into a realm of gastronomic wonder, the lessons of Giorgio's journey are etched into every detail. It is a story of believing in dreams, embracing failures, and finding beauty in the imperfect. Through his artistry, Chef Giorgio Diana invites the world to taste not just food but a piece of his soul, crafted with love and presented with pride. The story of Chef Giorgio Diana is not just a narrative of culinary success; it is a symphony of resilience, passion, and creativity, a reminder that even the most challenging paths can lead to breathtaking destinations. His journey, told through his dishes, serves as an inspiration to dreamers, creators, and food lovers worldwide. With every plate served at Storia, Chef Giorgio Diana proves that food, when crafted with heart and soul, transcends the ordinary, becoming an extraordinary expression of life itself. As Chef Giorgio Diana continues to push the boundaries of culinary expression, his journey is far from over. Every dish that leaves his kitchen is not just a meal, but a testament to the power of transformation through food. With each carefully selected ingredient,

**H**e crafts stories that invite diners into a world where flavors are more than tastes they are memories, emotions, and connections. The international recognition he has earned is not simply for his skill, but for his ability to blend culture, history, and innovation in ways that captivate and inspire. Looking ahead, Giorgio remains deeply committed to his vision of culinary excellence. His philosophy of creating food that transcends the plate and food that is an experience, an emotion continues to guide his work. The opening of new ventures, collaboration with global chefs, and mentoring the next generation of culinary talents are all part of his ongoing mission to elevate the art of dining. For Giorgio, success is not measured solely in Michelin stars or awards, but in the lasting impact his creations have on those who experience them. His passion for storytelling through food is a constant reminder that cuisine is more than sustenance it's an art form that brings people together and evokes a deeper appreciation for life's simplest and most complex pleasures. As the culinary world watches his next move, there's no doubt that Chef Giorgio Diana's legacy will endure, inspiring future chefs and food lovers to follow their own passion and never stop creating. The world of gastronomy is richer for his contributions, and his journey continues to unfold, one unforgettable dish at a time.





# Dr. Ahmed Al Badr

## Healing Hearts with Surgical Precision and Unwavering Hope

In the heart of Saudi Arabia, the name Dr. Ahmed Al-Badr resonates as a hope and a testament to the boundless potential of combining surgical expertise with an unwavering dedication to women's health. His journey, much like a masterful symphony, weaves together threads of innovation, compassion, and a relentless pursuit of excellence. From the outset of his career, Dr. Ahmed Al-Badr distinguished himself as a trailblazer in the field of urogynecology. Founding the first ever urogynecology center in the region at King Fahad Medical City (KFMC) and the Saudi Urogynecology Group, he redefined the landscape of women's health in Saudi Arabia. His vision materialized through the establishment of the first urogynecology fellowship at KFMC, placing Saudi Arabia on the global map for advanced medical practices. Under Dr. Ahmed's leadership, the Research Center at KFMC earned the prestigious Best Research Centre Award in 2019. His dedication to education and mentorship was also recognized with the Best Teacher Award at Women's Specialized Hospital in 2011 and 2012. These accolades are but a glimpse into the profound impact he has made in the medical community. Beyond his surgical prowess, Dr. Ahmed embodies innovation. His creation of Bylsan, the first feminine wash utilizing natural resources from Saudi Arabia, reflects his commitment to sustainable and locally sourced health solutions. This endeavor not only champions women's health but also underscores the importance of empowering women through accessible, natural products. With over 60 publications in global medical journals and a presence at conferences worldwide,

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Dr. Ahmed's influence extends far beyond the borders of Saudi Arabia. His work as a founding member of the Saudi Society for Evidence-Based Medicine (Borhan) and the Arab Urinary Control Society (PACS) highlights his dedication to advancing medical knowledge and practice on a global scale. Dr. Ahmed's story is a compelling narrative that defies conventional perceptions of a doctor's life. His passions extend beyond the operating room, encompassing travel, adventure, sailing, fashion and speed track driving. This love for exploration and thrill infuses his life with a vibrancy that complements his medical achievements. Fashion, for Dr. Ahmed, is not merely about clothing it is an expression of individuality and innovative thinking. His refined sense of style stands as a testament to his belief that success does not necessitate sacrificing personal interests or aesthetic values. Instead, it is a harmonious blend of professional excellence and personal passion. Dr. Ahmed's career milestones reflect

a relentless pursuit of progress. As a consultant at the Women's Specialized Hospital in KFMC, he played a pivotal role in developing urogynecology as a specialty in Saudi Arabia. Even after his retirement from KFMC in 2021, his impact on the field remains significant, and his commitment to his specialty continues unwaveringly in his private practice. Former Executive Director of the Research Centre at KFMC and a senior international faculty member of the American Aesthetic Association, Dr. Ahmed's influence in urogynecology and cosmetic gynecology transcends borders. His numerous research initiatives and publications serve as invaluable resources for healthcare professionals globally. Dr. Ahmed Al-Badr's journey is not just one of professional milestones; it is also a story of resilience and inspiration. Overcoming cancer, pioneering in the field of urogynecology, embodying a lifestyle that blends medicine with personal fulfillment, he continuously motivates and inspires those around him.



**I**s daily motivational and inspirational posts on social media serve as a beacon of positivity, touching the lives of many. By harmoniously blending his passion for medicine with his personal interests, Dr. Ahmed illuminates the path to a fulfilling and balanced life. His story is a powerful reminder that the boundaries to success are indeed limitless. In every endeavor, Dr. Ahmed Al-Badr's legacy radiates hope, innovation, and an unyielding commitment to women's health. His journey, interwoven with profound contributions to medicine and a life brimming with passion and purpose, serves as a beacon of inspiration for future generations. As he tirelessly pushes the boundaries of what is possible, Dr. Ahmed epitomizes the transformative power of unwavering dedication and boundless compassion, forever altering the landscape of medical excellence and human care. Dr. Ahmed Al-Badr's story is a testament to the belief that medicine is not just a profession but a calling that requires heart and soul. The lives he has touched and the standards he has set serve as a lighthouse for all those who dare to dream and innovate in the field of healthcare. His influence will continue to ripple through the generations, a reminder of what can be achieved with courage, vision, and an unshakeable commitment to making the world a better place. Dr. Ahmed stands not just as a doctor, but as a luminary whose legacy is etched in the annals of medical history and the hearts of those he has healed.



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# DR. ASMA AL SADI

## A Legacy of Excellence in Aesthetic Medicine

Dr. Asma Al-Sadi, an expert in dermatology and aesthetic medicine, has made her mark on the beauty and healthcare industry with more than 20 years of experience. Born and raised in Riyadh, Dr. Asma has dedicated her career to blending medical expertise with an artistic touch to help individuals feel their best. **A Comprehensive Education and International Recognition** Dr. Asma's educational journey began at Cairo University, where she earned her medical degree, followed by a Master's in Dermatology. Her relentless pursuit of excellence didn't stop there. She became certified in Aesthetic Medicine by the American Board, solidifying her expertise in this growing field. Dr. Asma also holds a Hospital Management Diploma, which has equipped her with the necessary skills to lead and manage her clinic with precision and professionalism. In addition, she obtained a laser license from NILES, Cairo University, expanding her capability to deliver cutting-edge treatments. **Exciting News: New Clinic Opening in Cairo** As part of her ongoing commitment to expanding her impact, Dr. Asma Al-Sadi is pleased to announce the upcoming opening of her new clinic in Cairo. The clinic will be located in the upscale Sheikh Zayed area, directly across from Mall of Arabia at Kazan Plaza Mall. This new clinic marks a significant step in Dr. Asma's vision to bring world-class aesthetic treatments to even more people in Egypt and the broader Middle East region. The opening of this clinic will provide residents of Cairo with the opportunity to experience Dr. Asma's renowned services first-hand.

The clinic will offer a luxurious, state of art setting, with the latest medical technology and aesthetic treatments designed to meet the highest standards of care. Whether clients are looking for rejuvenating laser treatments, injectable procedures, or advanced skin care, Dr. Asma's clinic will be the go-to destination for anyone seeking to enhance their natural beauty. **A Journey of Expertise Across Two Countries** Dr. Asma's career has spanned across two countries—Egypt and Saudi Arabia. She spent the first five years of her career in Egypt, gaining invaluable experience. Over the last 15 years, she has been practicing in Riyadh, where she has earned a reputation for excellence in skin care and aesthetic treatments. Throughout her career, Dr. Asma has developed a diverse set of skills, from treating acne and pigmentation issues to tackling more complex cases such as cleft lip, facial asymmetry, and post-facial palsy deviations. With her vast experience, Dr. Asma specializes in medical dermatology, laser treatments, injectables, and skin tightening procedures. She is highly sought after for her ability to treat challenging cases, providing patients with results that enhance their natural beauty and restore their confidence.



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# The Art of Beauty and Aesthetics

Dr. Asma's passion for aesthetics goes beyond medicine. She sees beauty as an art form—something that requires a keen eye for detail, creativity, and a dedication to precision. As she often says, "The creation of beauty is an art." For Dr. Asma, her work is a fusion of science and art, where every treatment is a carefully executed masterpiece aimed at achieving flawless results. Her love for drawing, fashion, and travel further fuels her inspiration, keeping her at the forefront of emerging trends and innovations in the world of aesthetics. **Specialized Expertise in Complex Cases** Dr. Asma is particularly renowned for her expertise in treating complicated cases. She has gained a reputation for being one of the top professionals in the field, particularly when it comes to injectable treatments. Her specialization includes intricate cases such as cleft lips, facial asymmetry, post-facial palsy facial deviation, acne scars, and post-surgical scars. Dr. Asma's refined skills, combined with her artistic eye, allow her to provide highly customized solutions that address her patients' unique concerns. **Innovative and Comprehensive Services** Dr. Asma's clinic offers a wide range of services, each designed to meet the specific needs of her clients. The services can be divided into four main categories: Medical, Laser Treatments, Injectables, and Skin Tightening Machines. Under medical services, Dr. Asma provides treatment for skin diseases, acne, pigmentation issues, hair fall, and skin tag removal. Her laser treatments include laser hair removal, fractional CO2 lasers for skin rejuvenation, and Q-switched Nd Yag laser for tattoo removal and skin rejuvenation.

For injectables, Dr. Asma offers dermal fillers, Botox, mesobotox, hyaluronidase (filler melting), and Platelet-Rich Plasma (PRP) injections for facial rejuvenation, hair fall treatment, and more. She also specializes in mesotherapy, thread facelifts, and chemical peels to enhance the skin's appearance. Her clinic also features state of art skin-tightening machines, such as High-Intensity Focused Ultrasound (HIFU), which helps lift and tighten the skin non-invasively. Dr. Asma is constantly innovating, ensuring that her clinic uses the latest technologies and techniques to deliver the best results for her clients. **A Mission for Beauty and Health** Dr. Asma's mission is simple: to provide patients with the best possible care and help them achieve their most radiant, youthful self. She believes in educating her clients about their skin and guiding them through their aesthetic journey with transparency, professionalism, and responsibility. With her dedication to quality care, Dr. Asma strives to make her clinic synonymous with healthy, youthful, and vibrant skin in both Egypt and the Middle East. As the opening of the Cairo clinic approaches, Dr. Asma Al-Sadi invites everyone to experience her high-quality treatments and become part of her growing community. Whether you're seeking to address skin concerns or simply rejuvenate your appearance, Dr. Asma's clinic will be the ultimate destination for beauty and well-being.







# Sara Dahlawi

## The Essence of Emotions in a Bottle

In the ethereal world of fragrances, where every scent whispers secrets and every bottle captures memories, Sara Dahlawi stands as an artistry and elegance. As the visionary behind Maison Dahlawi, Sara has woven her passion for luxury and art into every drop. Creating perfumes that transcend mere scents, they are emotions encapsulated capturing the essence of life's most profound moments. A Luxurious Heritage is born into a multicultural family of traders, Sara's upbringing was steeped in the allure of luxury. Her childhood, bathed in the refined elegance of French influences, laid the foundation for her future endeavors. Though her journey began with a business degree, it was the enchanting world of perfumery that truly captured her heart. Enrolling in the prestigious Cinquieme Sens, a French perfumery school, Sara emerged as an olfactory expert, her soul dancing to the symphony of scents. An Olfactory Symphony, Maison Dahlawi, where each fragrance is a meticulously crafted masterpiece, designed to evoke deep emotions and vivid memories. Sara's creations draw inspiration from her surroundings, personal experiences, and the art forms she admires. Whether it's the salty sea air of a summer beach or the tender embrace of first love, each scent tells a story, transporting its wearer to realms of romance, adventure, and artistry. The process of creating a perfume at Maison Dahlawi is an intricate blend of science and art. Essential oils and synthetic compounds are carefully selected and balanced to create harmonious blends that unfold over time. The top notes offer an initial impression, the middle notes provide depth, and the base notes leave a lasting essence. This alchemy transforms raw materials into fragrances that resonate with the heart and soul. Sara's vision for Maison Dahlawi extends beyond the realm of perfumes. Her ambition is to lead a renaissance of the Dahlawi family name, expanding into cosmetics and furniture, all while maintaining the essence of luxury and sophistication. Each product is crafted to reflect the elegance and artistry that define Maison Dahlawi, ensuring that every touchpoint with the brand is a sensory delight. Evoking Memories through Scent, one of the most magical aspects of perfume is its ability to evoke memories. Scents are directly linked to the brain's limbic system, which governs emotions and memories. A whiff of a fragrance can transport one back to a cherished moment, be it a childhood home, a special event, or a loved one. Sara understands this power and strives to create fragrances that forge deep, emotional connections with their wearers. Sara's dedication to her craft is unwavering. Her commitment to quality and innovation ensures that Maison Dahlawi remains at the forefront of the fragrance industry. Each bottle is a testament to her passion, creativity, and the relentless pursuit of excellence. Through her art, Sara Dahlawi has created a legacy that will continue to inspire and enchant for generations to come. Capturing Emotions in Every Bottle At Maison Dahlawi, the essence of emotions is captured in every bottle. Each fragrance is a carefully crafted masterpiece, designed to resonate with the wearer's heart and soul. From the initial spark of inspiration to the final product, every step is infused with Sara's vision and dedication, ensuring that each scent is a unique and unforgettable experience. Maison Dahlawi is more than just a brand. It is a world of sensory delight, where luxury, art, and emotion converge. Her creations are not just perfumes, they are bottled emotions capturing the essence of life's most profound moments and offering a glimpse into a world of elegance and artistry.



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# In the heart of Maison Dahlawi,



Sara Dahlawi's vision comes to life. Each fragrance is a reflection of her love for luxury, art, and the intricate dance of scents. Through her dedication and creativity, Sara has created a brand that stands as a beacon of excellence in the fragrance industry, captivating hearts and minds with its bottled emotions and timeless elegance. Sara Dahlawi's journey is a testament to the power of passion and perseverance. From her multicultural upbringing to her education at Cinquieme Sens, every step has been a stepping stone towards realizing her dream of creating fragrances that capture the essence of emotions. Maison Dahlawi is not just a brand; it is a legacy of passion, creativity, and the relentless pursuit of excellence. At Maison Dahlawi, the art of perfumery is elevated to new heights. Each fragrance is a carefully crafted masterpiece, designed to evoke emotions and memories. Sara's dedication to quality and innovation ensures that Maison Dahlawi remains at the forefront of the fragrance industry offering its clients a world of sensory delight and timeless elegance. An Ongoing Symphony, Maison Dahlawi is more than just a brand. It is a world of sensory delight, where luxury, art, and emotion converge. Sara Dahlawi's journey from a business degree to a celebrated perfumer is a testament to the transformative power of passion and dedication. Her creations are capturing the essence of life's most profound moments and offering a glimpse into the world of elegance and artistry. In the heart of Maison Dahlawi, Sara Dahlawi's vision comes to life. Each fragrance is a reflection of her love for luxury, art, and the intricate dance of scents. Through her dedication and creativity, Sara has created a brand that stands to be the excellence in the fragrance industry captivating noses, hearts and minds with its bottled emotions and timeless elegance.







# Spinneys - Elevating Retail in Saudi Arabia

With its first store opening in Riyadh in June 2024, Spinneys has brought its decades-long tradition of quality, innovation, and customer-focused service to the Kingdom. This expansion marks a significant milestone in the brand's history and reflects its commitment to meeting the demands of the Saudi market. **A Premium Shopping Experience** The debut Spinneys store in Riyadh's La Strada Yard is a sprawling 43,520-square-foot facility designed to offer a superior shopping experience. With an emphasis on quality and freshness, the store features an extensive range of products, including freshly baked goods, organic fruits and vegetables, premium cuts of meat, and international pantry staples. Every detail, from the store layout to the quality of its offerings, is crafted to cater to discerning customers who prioritize convenience and excellence. The vibrant atmosphere, coupled with

Spinneys, a premium supermarket chain with a legacy rooted in the United Arab Emirates, has embarked on a remarkable journey to transform the retail landscape in Saudi Arabia.

attentive service, creates a shopping environment that is both welcoming and sophisticated, setting a new standard for supermarkets in the region. **Commitment to Local Production** In alignment with Saudi Vision 2030's objectives, Spinneys emphasizes supporting local agriculture and production. By collaborating with Saudi farmers and food producers, the supermarket ensures that a significant portion of its offerings are locally sourced. This not only enhances the freshness and quality of the products but also strengthens the Kingdom's agricultural sector. By prioritizing local partnerships, Spinneys contributes to reducing reliance on imports, bolstering food security, and fostering economic sustainability. These efforts underscore the brand's dedication to being more than just a retailer—it aims to be a partner in Saudi Arabia's growth story. **Expansion Plans** Spinneys has ambitious plans for its footprint in Saudi Arabia, with a vision to operate up to 12 stores by 2028. Following the

success of its flagship store in Riyadh, the company plans to expand to other major cities such as Jeddah and Dammam. Each new store will embody Spinneys' commitment to quality and customer satisfaction while incorporating the unique characteristics of its local community. This expansion underscores the company's confidence in Saudi Arabia's retail potential and its strategic importance in Spinneys' regional growth plans. **Sustainability at the Forefront** Sustainability is a core principle for Spinneys, evident in its operational strategies and product offerings. The company has taken steps to minimize environmental impact, including reducing single-use plastics, improving energy efficiency, and offering eco-friendly product options. These initiatives resonate with environmentally conscious consumers and reflect Spinneys' forward-thinking approach to retail.



# AL HOKAIR GROUP

A Legacy of Entertainment and Hospitality

Al-Hokair Group, founded in 1975 by Sheikh Abdulmohsin Al-Hokair, has cemented itself as a cornerstone in Saudi Arabia's entertainment and hospitality sectors. With nearly five decades of experience, the group has evolved into a leading force in leisure and tourism, delivering exceptional services and unforgettable experiences. Its dedication to innovation, quality, and cultural enrichment has played a significant role in shaping the Kingdom's modern entertainment landscape. **A Comprehensive Entertainment Ecosystem** At the heart of Al-Hokair Group's success is its vast network of entertainment centers. With 92 locations across Saudi Arabia and the United Arab Emirates, the group provides a diverse range of attractions for families, children, and thrill-seekers alike. These include indoor playgrounds, bowling alleys, and state of art climbing walls. Popular brands like Sparkys and Al Hokair Time are synonymous with family-friendly fun, offering something for every age group. By blending cutting-edge technology with engaging activities, the group ensures that visitors enjoy immersive and memorable experiences, solidifying its reputation as a pioneer in the entertainment industry. **Redefining Hospitality** in addition to entertainment, Al-Hokair Group has established a formidable presence in hospitality. The group operates 35 hotels, ranging from luxury accommodations to budget-friendly options, catering to a wide array of travelers. By partnering with internationally acclaimed hotel brands, Al-Hokair offers world-class services tailored to meet the expectations of both leisure and business travelers. Locations in key cities such as Mecca, Riyadh, and Jeddah make the group a preferred choice for visitors seeking convenience, comfort, and quality. This dual focus on entertainment and hospitality enables Al-Hokair Group to offer a complete travel experience. **Commitment to Vision 2030** Al-Hokair Group actively aligns its strategies with Saudi Vision 2030, the Kingdom's ambitious roadmap for economic diversification and tourism development. The group's initiatives include promoting local talent, fostering cultural heritage, and adopting sustainable practices across its operations. By supporting the Kingdom's goals, Al-Hokair contributes to transforming Saudi Arabia into a global hub for tourism, entertainment, and culture. This synergy not only boosts the group's growth but also enhances Saudi Arabia's reputation on the international stage. **Future Endeavors** As Saudi Arabia undergoes a transformative period, Al-Hokair Group is preparing to scale its operations further. With new projects in the pipeline, the group aims to expand its reach and introduce innovative concepts that resonate with evolving customer preferences. By continuously adapting to market trends and consumer needs, Al-Hokair remains at the forefront of the Kingdom's entertainment and hospitality industries. Al-Hokair Group's journey exemplifies excellence, innovation, and a steadfast commitment to enriching lives. As it continues to set benchmarks in the industry, the group solidifies its status as a key player in shaping the future of entertainment and hospitality in the region.



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# PROGRESSIO

## A Movement Redefining Innovation In Egypt

Progressio is a tech R&D company with a mission to reshape how innovation happens in the Middle East. It doesn't just design products or develop technologies—it connects inventors and businesses to create impactful, market-ready solutions that can compete globally. While the company's achievements are remarkable, Progressio is about much more than just delivering results. At its core, it's a movement aimed at addressing the region's gaps in innovation and fostering self-reliance in industries that have long relied on imports. The story of Progressio began with its founder and CEO, Yoeil Waheeb, who recognized a fundamental issue. While the Middle East has produced some of the brightest minds globally like Nobel Prize winner Ahmed Zewail or world-renowned heart surgeon Magdi Yacoub, these successes often happen outside the region. Locally, there is little infrastructure to support innovation. For businesses, the high costs and risks associated with research and development (R&D) often make it easier to import products rather than create their own. This cycle of dependency on imports has stifled the region's ability to become

a global player in industries like technology, manufacturing, and design. Yoeil saw an opportunity to change this. His vision was to bridge the gap between inventors and entrepreneurs, enabling them to collaborate on building products that solve real-world problems while also driving economic growth. Progressio was founded with a simple but ambitious question in mind: Why isn't the Middle East creating its own global success stories, and what needs to change to make that happen? The answer lay in creating a collaborative ecosystem where inventors, scientists, and engineers could work with businesses to develop products that are not just innovative but also commercially viable. This collaborative model has become the foundation of Progressio's work.

»PROGRESSIO |

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In just a few years, Progressio has made significant strides in industries ranging from healthcare to manufacturing. The company has delivered cutting-edge projects involving AR, VR, AI, and advanced embedded systems. Its clients include global names like L'Oréal, P&G, WHO and Dell, as well as regional leaders such as Selah El Telmeez and AIOtheim.

Progressio's projects have ranged from virtual reality platforms for education to truck maintenance monitoring systems for logistics companies. Each of these initiatives reflects the company's ability to take a concept and turn it into a functional, impactful product. But as impressive as these achievements are, Yoeil emphasizes that Progressio's ultimate goal goes beyond project success. The company exists to spark a movement, one where innovation becomes a natural part of the region's economy. Progressio brings together scientists, engineers, designers, and business leaders under one vision: to create products that address real challenges while meeting global standards of quality and functionality. This process begins with analyzing the business case understanding market needs, identifying gaps, and ensuring that the product is solving a relevant problem. Progressio then focuses on the technical side, working with its partners to develop innovative, efficient solutions that adhere to industry standards. Finally, the company places a strong emphasis on design and user experience, ensuring that the products are not just functional but also easy to use and appealing to customers. This holistic approach reduces the risks typically associated with R&D. But Progressio doesn't stop there it shares the financial burden with its partners, co-investing in the development process and splitting profits. This unique model makes R&D more accessible to local businesses, enabling them to innovate without bearing the full cost and risk. What truly sets Progressio apart, however, is its long-term vision. Unlike traditional companies that aim for endless growth, Progressio's ultimate goal is to become unnecessary. "We exist because there's a gap," Yoeil explains. "Our mission is to close that gap. We want to build a system where inventors and businesses collaborate naturally, without needing us as a bridge." Every product Progressio develops is a step toward self-reliance and economic empowerment, but more importantly, it's a signal of what's possible when bold ideas meet collaborative action. By connecting inventors and businesses, Progressio has demonstrated that local innovation isn't just feasible it's critical for the future of the region. As Progressio continues to grow, it remains focused on its mission: to spark a movement that outlasts the company itself. For those who share its vision of a self-reliant, innovative Middle East, Progressio offers more than just a partnership it offers a chance to join a transformative movement.





# Sifr Creative Group

Leading the Future of Design, Strategy,  
and Innovation in Saudi Arabia

When Meshari Almuhanha founded Sifr Creative Group in late 2019, it was the beginning of a bold journey to shape the creative landscape of Saudi Arabia. With a unique blend of entrepreneurship, architectural design, and a passion for people, Almuhanha turned a vision into reality. Today, Sifr is not just a creative agency—it's a "campus" of creativity, a thriving ecosystem where strategic thinking and innovative execution come together to inspire and shape the future of design. Sifr's philosophy is built on one key principle: People are at the heart of creativity. Almuhanha's personal journey to entrepreneurship is as much a story of passion as it is a testament to resilience. "I was always a curious kid," he recalls. Growing up in the small town of Alrass in Saudi Arabia, Almuhanha developed an early love for creative expression. His first job at 11 years old was an eye-opening experience. By 13, he was already building a career in the communications and advertising industry, working with major local companies. "In a small town, you can gain recognition quickly, and that motivated me to keep pushing forward," he says. As Almuhanha continued to expand his skill set, he became the acting Managing Director of a company by the time he was just 15, earning more than \$100K monthly for them. But he didn't stop there. At 18, he joined King Fahad University of Petroleum and Minerals, a move that marked a pivotal moment in his career. A significant life event followed shortly after when Almuhanha's father passed away. In that moment, one of his professors delivered a piece of advice that would forever change his perspective: "Don't let the push coming from the back make you fall, rather make it push you forward." This moment of clarity led Almuhanha to not only graduate with honors but to launch Sifr Creative Group at the age of 19. By 24, Almuhanha was leading the creative direction for the launch of the "Jewel of the Kingdom" in Diriyah, a monumental event in Saudi history, attended by the King and Crown Prince. His involvement in Vision 2030 initiatives further solidified his position as one of the Kingdom's leading creative minds.



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Sifr Creative Group, since its inception, has been dedicated to fulfilling the “Creative Spectrum” in Saudi Arabia. The company operates through multiple arms, each representing a crucial aspect of the creative process. From strategy and marketing with **Boslah Consultancy Firm**, to cutting-edge visual content with **Sifr Creative Shop**, to music and sound design with **Mrodun**, and even photography and production through **ORB**, Sifr offers a comprehensive approach to creativity. This multi-disciplinary structure is what sets Sifr apart. Almuhanha’s firm belief in “Creative Human Capital” underscores every decision made at Sifr. While the company could have chosen to invest heavily in machinery and technology, Almuhanha insists that the true value lies in nurturing talent. “It’s about people, not machines,” he states confidently. “Investing in human creativity is what drives innovation.”

This human-centric approach is echoed throughout Sifr’s growth. From a team of just five people, the company has expanded into a robust organization with a 7,000 square meter creative hub in Riyadh an innovative space designed to foster creativity and collaboration. But this is just the beginning. Sifr plans to expand this creative campus model across the Kingdom to continue supporting Saudi Arabia’s creative future, aligning with the broader goals of Vision 2030. Almuhanha’s belief that “every single human being is creative” informs his leadership style. Whether designing a new city or a single object, Almuhanha sees design as a universal language, deeply rooted in culture and functionality. “Culture eats strategy for breakfast,” he says, citing his personal philosophy that culture should always guide creative work. He firmly believes that creativity is not limited to artists or designers; it is embedded in everyone. This view is what drives the team at Sifr to break boundaries and produce innovative work for clients. One of the most valuable lessons Almuhanha has learned through his career is the importance of resilience.



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Reflecting on his personal and professional journey, he often recalls Winston Churchill’s words: “Fail fast.” He elaborates, “Sometimes I win, and sometimes I learn from the school of life.” This mindset has helped him navigate through the challenges of his career, whether it was managing the pressures of launching major events or maintaining a work-life balance as an entrepreneur. Looking ahead, Meshari Almuhanha sees vast potential in Saudi Arabia’s creative industry. “People now recognize the true value of design and creativity more than ever,” he says, reflecting on the Kingdom’s evolving landscape. Just a decade ago, the demand for high-end architectural and creative services in Saudi Arabia seemed almost unimaginable. Today, however, world-class design is not merely a desire—it’s an expectation. Almuhanha points out that the Kingdom’s rapid growth and transformation have made top-tier design an essential part of every sector. The demand for luxury and innovation in design has surged, shaping the future of the country. As Saudi Arabia continues to embrace 2030 Vision, creativity is becoming the cornerstone of its development. With this growing appreciation for creativity, Almuhanha believes that the country is poised to become a global leader in design and innovation. For both local and international talent, the opportunities are abundant, and the future of Saudi Arabia’s creative industry shines brighter than ever.





# The Visionary Path of Alaa Shafie

From humble beginnings in middle school, where he hustled by buying and selling stationery to fund his ambitions, to founding two companies, two of the most innovative companies in the market today, Alaa Shafie's entrepreneurial journey is nothing short of inspiring. His story is one of resilience, adaptability, and a relentless drive to turn challenges into opportunities. Alaa's journey to founding Voagazi agency and Leeward investments wasn't paved with ease. It started long before his days as an established entrepreneur. At an early age, he found a passion for business by selling stationery equipment during his service job at a restaurant. With every sale, he learned valuable lessons about business dynamics whether it was managing finances, understanding customer needs, or negotiating deals. After high school, Alaa's interests took him in a new direction. He explored the world of fashion design, where he found an outlet for his creative side. However, it was the personalization of designs tailoring them to fit the unique characteristics of each client that sparked a deeper passion. "I found joy in understanding what a person wanted and turning that into something tangible

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Yet, as with many entrepreneurial journeys, the road wasn't always smooth. The inconsistency of his clients' needs and the unpredictable nature of the fashion industry led him to pivot. It was at this point that Alaa found himself working on beanbags for a while, a product that allowed him to explore craftsmanship and design while maintaining a connection to the world of personalization. At the same time, he was building a marketing company, one that would eventually align with his long-term vision. "I realized that business isn't just about the products you make; it's about the consistency of the experience you create for your clients," Alaa explains. "That's when I knew my true vision was to create something that combined my love for design,

My understanding of client needs, and my drive to build a meaningful brand." With a clear vision of where he wanted to take his business, Alaa knew the road ahead would require all his energy and commitment. Vogazi agency was born from that passion for creating personalized solutions, and it soon became a company synonymous with innovation and quality. Leeward investments, is a boutique asset manager built on a time-tested investment process and deep-rooted, institutional client relationships. Getting to this point wasn't easy. He began with minimal resources, with working long hours, often for free, alongside other companies in the industry to gain experience and credibility. His willingness to learn, constantly taking courses and seeking advice, was instrumental in the company's growth. Despite the lack of initial resources, Alaa remained focused on his dream and never wavered in his resolve. One of Alaa's greatest challenges was not external it was internal. His biggest struggle was battling against himself, staying motivated,



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and Alaa focuses on offering cutting-edge solutions that push the boundaries of what's possible in the industry, and Alaa's leadership is the key reason behind the companies' successes. His emphasis on consistency, quality, and client-centric innovation has allowed him to stand out in an increasingly competitive market. For Alaa Shafie, the key to his success lies not just in the vision he had, but in the relentless effort he has put into it every single day. From his early days hustling in middle school to navigating the ups and downs of entrepreneurship, he has always adhered to one central philosophy: there is no substitute for hard work. As he looks to the future, Alaa remains driven by his passion for creating personalized experiences and pushing the boundaries of innovation. His vision for is to continue expanding, developing new, tailored products that meet the ever-changing needs of his clients. My goal is simple, Alaa says. "To keep growing, keep innovating, and keep building Expanding Horizons: Alaa Shafie's Vision for the Future of Real Estate As the founder of Leeward Investments, Alaa Shafie's aspirations extend far beyond current achievements. His visionary leadership is driving the company into uncharted territories of real estate innovation. With plans to integrate cutting-edge technology such as artificial intelligence.

By harnessing predictive analytics, Leeward Investments will empower clients to make data-driven decisions, identifying lucrative opportunities and mitigating risks with unparalleled accuracy. Additionally, Alaa envisions creating a global network of real estate professionals trained in the Leeward methodology, setting new for professionalism and customer-centric service. This initiative includes the launch of an academy to equip aspiring real estate agents with the tools and knowledge to excel in high-stakes markets. The academy will focus on modern sales techniques, advanced negotiation tactics, and market trend analysis, fostering a new generation of industry leaders. Beyond business, Alaa is committed to fostering community growth and social responsibility. He plans to introduce philanthropic initiatives through Leeward Investments, including affordable housing projects and educational programs aimed at uplifting underprivileged communities. For Alaa, real estate is not just a transaction but a powerful tool for societal transformation. By merging technological innovation, educational excellence, and a strong ethical foundation, Alaa Shafie is poised to reshape the real estate landscape.

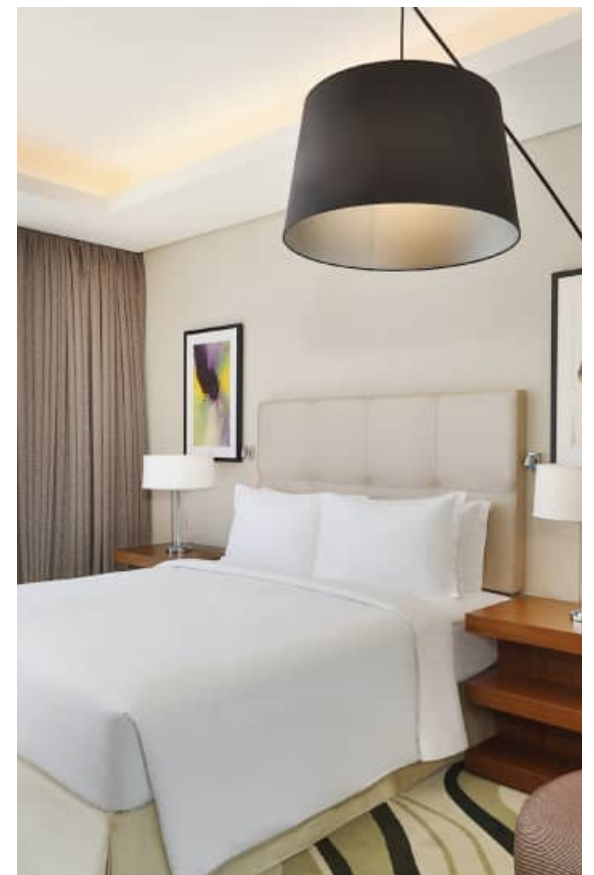


# Hilton Riyadh Hotel & Residences

## A Beacon of World-Class Hospitality in Saudi Arabia

Nestled in the heart of Saudi Arabia's vibrant capital, Hilton Riyadh Hotel & Residences stands as a paragon of world-class hospitality. Renowned for its unwavering commitment to exceptional service, the hotel offers an unmatched blend of strategic location, cutting-edge amenities, and personalized guest experiences. Hilton Riyadh Hotel & Residences is not only a premier destination for travelers but also a proud supporter of Saudi Vision 2030. A World-Class Landmark in Riyadh The hotel's prime location offers seamless access to the city's cultural, business, and entertainment hubs. Yet, what truly sets it apart is its state of art facilities. The hotel features a 3,833-square-meter pillarless ballroom—a sought-after venue for grand events, conferences, and weddings. In addition to the ballroom, the hotel provides a wide range of amenities to cater to diverse guest needs. Guests can savor culinary delights at the on-site restaurants, rejuvenate in the spa, or maintain their fitness routine at the cutting-edge gym. Business travelers benefit from the executive lounge, business center, and modern meeting rooms, while families and long-term visitors appreciate the convenience of connecting rooms and fully equipped residences. Free WiFi and concierge services further ensure that every stay is seamless and comfortable. The hotel's vibrant dining options underscore its commitment to culinary excellence. From international buffets to local specialties, guests enjoy an array of flavors curated by expert chefs. At Mayrig, guests can savor authentic Armenian cuisine, reflecting rich traditions and flavors. For those seeking Asian delicacies, Lotus presents a fusion of Indonesian, Thai, and Japanese dishes crafted with traditional techniques. Additionally, Ambar provides a modern New York-style coffee experience, complemented by a selection of French patisserie and lunch delicacies. This array of dining options underscores the hotel's commitment to delivering exceptional culinary excellence to its guests. The lobby lounge and café provides an ideal space for casual gatherings or business meetings, while private dining options are available for special occasions. A Commitment to Sustainability Hilton Riyadh Hotel & Residences is dedicated to sustainability. This is evident in its participation in eco-conscious initiatives. The hotel actively supports Earth Hour and implements energy-saving measures to reduce its environmental footprint. Its involvement in the Travel with Purpose Hilton initiative exemplifies its broader commitment to making a positive impact on the community and the planet. During Travel with Purpose Week, the hotel organized impactful activities such as a public park cleanup, repairs at the

Abdullatif Center for Early Detection of Cancer , and a social walk in collaboration with the Leajlihum Association, during which 150 meal bags were donated. These efforts reflect the hotel's dedication to community engagement and alignment with Saudi Vision 2030. Additionally, the hotel incorporates sustainable design elements, including energy-efficient lighting, water conservation measures, and recycling programs. By prioritizing eco-friendly operations, Hilton Riyadh Hotel & Residences inspires guests to adopt sustainable practices during their stay. Enhancing Guest Experiences Through Innovation At Hilton Riyadh Hotel & Residences, guest satisfaction is more than a priority—it's the cornerstone of the hotel's operations. The innovative Satisfaction and Loyalty Tracking (SALT) system enables the hotel to rigorously assess and enhance the guest experience. By gathering detailed feedback, the hotel continually refines its services to exceed guest expectations.



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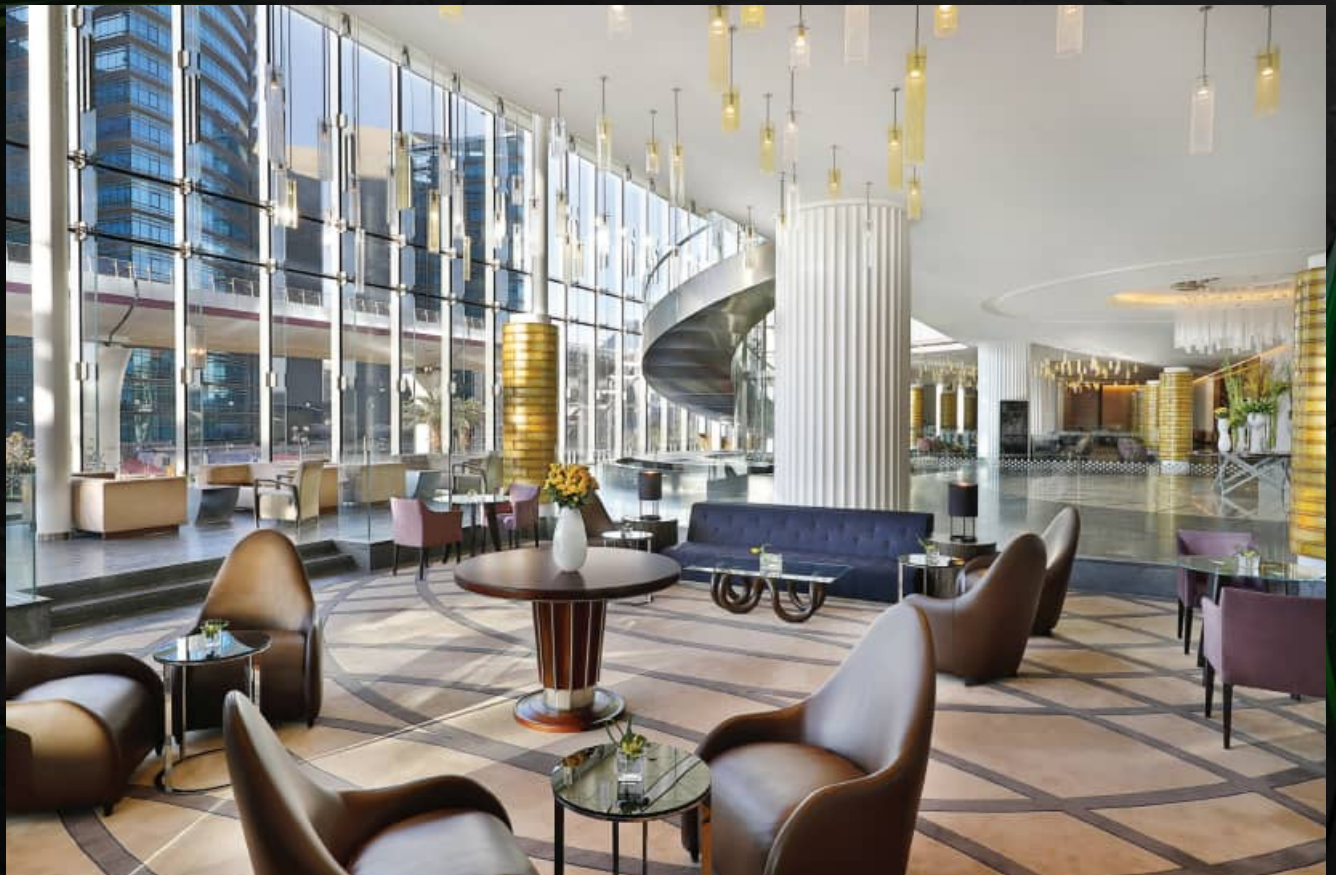
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## Supporting Saudi Vision 2030

Hilton Riyadh Hotel & Residences commitment extends beyond its guests to the broader community and local economy, aiding in developing local talent and the next generation of hospitality professionals. Through initiatives like Travel with Purpose, Hilton Riyadh aligns its operations with Saudi Vision 2030, fostering a more sustainable and prosperous future. From its unparalleled facilities and eco-conscious practices to its alignment with Saudi Vision 2030, Hilton Riyadh Hotel & Residences exemplifies the best of modern hospitality. Whether catering to business travelers, families, or solo adventurers, Hilton Riyadh ensures every guest leaves with an experience that is nothing short of exceptional.



The team members play a pivotal role in creating memorable experiences for every guest. Their commitment to anticipating needs and delivering personalized service ensures that every detail contributes to a seamless and enjoyable stay. From the moment guests arrive, they are enveloped in an atmosphere of care and professionalism. To further elevate the guest journey, Hilton Riyadh Hotel & Residences integrates advanced digital solutions. Features like mobile check-in, keyless room entry, and real-time service requests via the Hilton Honors app provide unparalleled convenience and flexibility. These innovations cater to modern travelers while maintaining the warmth of personalized hospitality.





# Dareed Cleaning Solutions Setting Higher Standards



Dareed Cleaning Solutions Company stands out as one of the prominent players in the cleaning and maintenance services industry in Saudi Arabia. Established in 1992, the company has set new standards in offering comprehensive and specialized cleaning services. Dareed was the first to introduce complete cleaning solutions, focusing on modern techniques such as steam cleaning, reflecting its commitment to enhancing the quality of services offered to clients. **Strategic Partnerships** In 1995, Dareed formed a strategic partnership with Saudi Care, which enabled the company to expand its service offerings to include marble treatment and protection solutions. This collaboration not only enriched Dareed's service portfolio but also established the company as a trusted name in the cleaning industry. The partnership allowed Dareed to develop valuable expertise in the installation of chemical materials, enabling the company to provide specially formulated cleaners that meet its quality standards. **Expertise in Cleaning Services** Today, Dareed proudly boasts a prominent position in the cleaning services sector, supported by a highly skilled workforce and a fleet of equipped vehicles. The company is dedicated to catering to a wide range of clients, from residential properties to commercial establishments. **Commitment to Quality and Innovation** Dareed's commitment to quality is further demonstrated by its role as the official partner of the Italian company Klindex, a global leader in manufacturing floor treatment equipment. Dareed was one of the first companies to introduce and design a comprehensive system for treating concrete, marble, and other types of flooring using diamond discs. This partnership not only enhances Dareed's service capabilities but also positions the company at the forefront of innovation in the cleaning industry. **Diverse Clientele** Over the years, Dareed has had the privilege of providing its services to a wide range of prestigious clients. The company has worked with royal palaces, embassies, diplomatic areas, hotels, restaurants, exhibition halls, banks, corporate offices, hospitals, and various residential properties, including apartments, villas, and housing complexes. This diverse clientele underscores Dareed's ability to deliver high-quality services that meet the specific needs of different sectors.



# A Leader in Cleaning Solutions in Saudi Arabia

**Steam Upholstery Cleaning** One of Dareed's standout services is steam upholstery cleaning. This method not only provides a deep clean but also sanitizes the fabrics, eliminating allergens and bacteria. The use of steam ensures that the upholstery is not only clean but also free from harmful chemicals, making it a safe choice for families and businesses alike. **Stone Cleaning and Protection** Dareed's expertise in stone cleaning and protection is another highlight. The company employs specialized techniques to clean stone surfaces, ensuring they retain their natural beauty and durability. Additionally, Dareed offers protective solutions that guard against stains and wear, extending the life of stone installations in both residential and commercial settings. **Marble Polishing and Treatment** Marble surfaces require special attention to maintain their elegance and shine. Dareed provides professional marble polishing and treatment services, which enhance the visual appeal of these surfaces while protecting them from damage. The company's skilled technicians utilize advanced equipment and techniques to ensure optimal results. **The Future of Cleaning Solutions** As the cleaning industry continues to evolve, Dareed remains committed to enhancing its service offerings and staying abreast of the latest trends and technologies. The company's focus on quality, customer satisfaction, and innovation positions it well for future growth and success in a competitive market. Dareed Cleaning Solutions Company exemplifies excellence in the cleaning and maintenance services industry in Saudi Arabia. With a rich history of innovation, strategic partnerships, and a diverse clientele, Dareed has established itself as a trusted leader. Its commitment to quality and specialized cleaning methods not only ensures customer satisfaction but also paves the way for continued growth and success. As the company looks to the future, its dedication to enhancing service offerings and embracing new technologies will undoubtedly keep it at the forefront of the cleaning solutions market, setting new benchmarks for quality and reliability.



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# Redefining Event Experiences in Saudi Arabia

In the world of events, creating experiences that captivate and leave lasting impressions demands more than just meticulous planning. It requires creativity, vision, and a deep understanding of how to engage audiences on an emotional level. Propsbox, Saudi Arabia's leading event solutions provider, has mastered the art of transforming ordinary gatherings into extraordinary celebrations. At the top of this innovation is CEO Ahmad Albawab, whose leadership and vision have shaped Propsbox into a Trendsetter in the event industry. What started in 2016 with a single photo booth has grown into a company known for crafting unforgettable event experiences for a diverse range of clients, including iconic global brands, government organizations, and private clients. Propsbox's success lies in its ability to combine cutting-edge technology, bespoke designs, and a deep commitment to creativity, making it the go-to partner for some of the most memorable activations in Saudi Arabia.



# Founded in 2016 by Ahmad Albawab

Propsbox began with a simple yet powerful idea: to revolutionize how events are celebrated in Saudi Arabia.

What began as a modest venture with just one photo booth evolved into a full-fledged event solutions company driven by Ahmad's unwavering dedication to creativity and innovation. His vision was clear from the start: Propsbox

wouldn't just provide event services; it would create unforgettable experiences that left lasting impressions. What sets Propsbox apart from other event solutions providers is its commitment to creativity. For Ahmad and his team, every event is more than just a service it's a unique story waiting to be told. Propsbox works closely with clients to understand their vision, offering tailored solutions that align with the tone, theme, and objectives of the event. One of the standout offerings of Propsbox is its custom photo booth, which can be designed to match the style and atmosphere of any occasion. From sleek, modern designs to vintage-inspired setups, these booths allow guests to create memories with high-quality prints and digital sharing options. In addition, Propsbox integrates interactive activations using cutting-edge technologies like AI,



Augmented reality (AR), and 360° video to deliver immersive experiences that engage guests in innovative ways. Whether it's a product launch, a wedding, or a national celebration, these interactive experiences create a lasting impact on participants, turning ordinary moments into extraordinary ones. Propsbox's portfolio includes some of Saudi Arabia's most iconic events. For Saudi National Day, they designed photo booths that celebrated the country's heritage while engaging guests of all ages. At corporate events, from annual days to product launches, Propsbox's personalized solutions have become the centerpiece of client engagement, making each event memorable. The company has also worked with global brands like Emirates NBD and SEPHORA, crafting tailored experiences that elevate brand visibility and interaction with guests. At the heart of Propsbox's success is Ahmad Albawab, whose leadership and vision have propelled the company forward. Ahmad's passion for innovation is reflected in every aspect of the company's operations. "Every event has a story, and our job is to bring that story to life," he says. Under his direction, Propsbox has fostered a culture of creativity, where team members are encouraged to think outside the box and challenge conventional approaches to event planning. Behind every successful event delivered by Propsbox is a dynamic team of designers, event planners, and technical experts who are committed to excellence. Ahmad emphasizes, "Our team is the backbone of Propsbox. Their passion and creativity are what set us apart." This commitment to delivering exceptional experiences has earned Propsbox its stellar reputation across the region. As Propsbox continues to grow, Ahmad remains focused on innovation and expansion. His vision is not only to maintain the company's leadership in Saudi Arabia but also to expand its reach across the region. "Our goal is to continue creating moments that inspire joy, connection, and unforgettable memories," he says.



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# Niche Magazine KSA

## 2024



### **Oska Water:**

Pioneering Quality in Saudi Arabia, the company has emerged as one of the leading water brand in the bottled water sector, epitomizing quality and innovation.

### **Oska Water:**

Quality and Innovation the company, represents a significant advancement in the bottled water industry in Saudi Arabia. It's mission is to provide high-quality drinking water that meets international standards while also promoting sustainable practices. This commitment to quality is evident in every aspect of Oska Water's operations, from sourcing and purification to packaging and distribution.

### **State of art Technology:**

Oska Water employs the latest technology in the purification and bottling processes. The company utilizes advanced filtration and purification systems to ensure that its water is free from contaminants and meets the strictest quality standards. This focus on technological innovation not only enhances product quality but also contributes to the overall sustainability of the operation.

### **Commitment to Sustainability:**

Sustainability is at the heart of Oska Water's mission. The company is dedicated to minimizing its environmental footprint through various initiatives, including the use of eco-friendly packaging and efficient water management practices. By promoting responsible water consumption and reducing plastic waste, Oska Water aligns itself with the broader goals of Vision 2030, which emphasizes environmental stewardship and sustainable development.

## **The Importance of Quality Drinking Water:**

Access to clean and safe drinking water is crucial for public health and well-being. In Saudi Arabia, where water scarcity is a pressing issue, companies like Oska Water play a vital role in ensuring that communities have access to high-quality drinking water. The company's efforts contribute not only to individual health but also to the overall quality of life within the region.

## **Meeting Consumer Needs**

Oska Water has made significant strides in understanding and meeting the needs of consumers. With a growing population and increasing demand for bottled water, the company has expanded its product range to include various sizes and packaging options. This flexibility allows Oska Water to cater to different market segments, from individual consumers to businesses and institutions.

## **Community Engagement and Corporate Social Responsibility**

Oska Water is committed to making a positive impact on the communities they serve. Through various corporate social responsibility (CSR) initiatives, the companies strive to enhance community well-being and promote awareness about the importance of water conservation.

## **Educational Campaigns**

Oska Water conducts educational campaigns aimed at raising awareness about the importance of drinking clean water and the need for sustainable water management. These initiatives not only inform consumers but also engage them in conversations about environmental responsibility and community health.

## **Supporting Local Communities:**

In addition to educational efforts, Oska Water actively supports local communities through various programs and partnerships. By collaborating with local organizations, the company contributes to community development projects that enhance access to clean water and promote healthy living.

## **Future Prospects:**

The future looks promising for Oska Water. As the demand for quality bottled water continues to rise, Oska Water is well-positioned to expand its market presence both locally and internationally.

## **Aligning with Vision 2030:**

As Saudi Arabia continues to implement its Vision 2030 initiative, companies like Oska Water will play a crucial role in achieving the Kingdom's economic diversification goals. By focusing on sustainability, quality, and innovation, these companies not only contribute to the economy but also set a benchmark for other businesses in the region. Oska Water exemplifies the potential of Saudi Arabia's private sector to drive economic growth and promote sustainability. Through their commitment to quality, innovation, and community engagement, they are making significant contributions to the Kingdom's development goals. As they continue to expand and evolve, Oska Water will undoubtedly remain at the forefront of the bottled water industry in Saudi Arabia, serving as models for excellence and sustainability in the region.

Oska Water's dedication to excellence is not only evident in their commitment to quality and sustainability but also in their continuous efforts to innovate and adapt to the evolving needs of consumers and the industry. With a strong emphasis on research and development, the company is constantly exploring new purification techniques, eco-friendly packaging solutions, and water management practices to stay ahead of the curve.

Furthermore, Oska Water's focus on transparency and accountability sets them apart in the bottled water sector. They actively engage with consumers, stakeholders, and regulatory bodies to ensure that their operations meet the highest standards of safety, quality, and ethical business practices.

In line with their mission to promote environmental stewardship, Oska Water invests in green initiatives such as water conservation projects, renewable energy sources, and waste reduction programs. By embracing sustainable practices across their value chain, from sourcing to distribution, Oska Water sets a positive example for the industry and encourages others to follow suit.

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OSKA

BOTTLED DRINKING WATER

INSTAGRAM:  
oskawatXer





# Trailblazing Tourism

The Journey of Mohanad Nada and Saudi Trips

Among these trailblazers is Mohanad Nada, the founder of Saudi Trips. Mohanad's journey is a testament to ambition, resilience, and the unwavering pursuit of one's dreams. The Beginnings of an Inspiring Entrepreneur Mohanad Nada, an inspiring entrepreneur and the founder of Saudi trips stands out as an example of ambition, resilience and passion. Mohanad is 2015 graduate of faculty of hotel management and tourism; he started working in tourism field in 2005 in Egypt then moved to Saudi Arabia in 2009. Mohanad worked in The pilot group for traveling and tourism, GTS Aramco as a sales regional manager in 2011, and he is one of the founders of Fly In, the first electronic agency for tourism in Saudi Arabia and Firefox startup, the first b2b model

Driven by technology, innovation and passionate individuals committed to redefining the way people experience travel, the world of tourism is constantly evolving.

for tourism. Then finally, in 2022, Mohanad took his passion to the next level by founding Saudi Trips. This venture reflects his deep understanding of the market, his innovative approach, and his desire to revolutionize tourism in Saudi Arabia. inspiration Mohanad was mainly

one. This shift not only challenged him but also paved the way for a more sustainable and accessible travel experience. Mohanad's ability to adapt and innovate has been a driving force in his career. He built his startup from scratch to be one of the firsts who use e-commerce in tourism. Travel became more than a job—it became his passion and life's work. Cultural influences His cultural influences mainly came from his family. Although his family was predominantly involved in the legal profession, Mohanad chose a different path, driven by his passion for travel and exploration. His decision to forge his own way exemplifies his independent spirit and determination to pursue what he loves. Mohanad's whole family was in law field, Mohanad's up

# Bringing In Damietta

Egypt, played a significant role in shaping his character and entrepreneurial spirit. he was influenced by the trade-working roots of his town.

**H**e started sculpturing at eleven to be one of the youngest traders in the city as well as gaining the experience of dealing with different kinds of people. A Philosophy of Resilience and Innovation Mohanad Nada's philosophy is rooted in embracing challenges and finding opportunities within adversity. One of the most significant challenges he faced was during the COVID-19 pandemic, a time when the tourism industry came to a standstill. Rather than succumbing to the difficulties of the time, million Saudi Riyals. Starting with just five employees, Mohanad grew Saudi Trips into a thriving enterprise with a workforce of over 1,050 individuals. This remarkable growth is a testament to his leadership, strategic planning, and unwavering belief in his vision. Commitment to Sustainability and Technology Mohanad's dedication to sustainability is evident in his approach to business. He advocates for the use of carbon-free technologies. His commitment to sustainable practices ensures that Saudi Trips not only delivers exceptional experiences to travelers but also contributes positively to the planet. Additionally, Mohanad is a strong proponent of integrating artificial intelligence (AI) with human expertise. He understands that technology can enhance efficiency and customer satisfaction, but it must work in harmony with the human touch that defines great service. Continuous Learning and Personal Growth Mohanad's success can also be attributed to his commitment to continuous learning. He stays updated with industry trends and technological advancements, ensuring that his company remains at the forefront of innovation. His willingness to evolve and adapt has been a cornerstone of his enduring success. Despite his achievements, Mohanad remains grounded and focused. He is not easily swayed by others' opinions, choosing instead to stay true to his values and goals. This mindset has enabled him to navigate challenges and maintain a clear vision for the future of Saudi Trips. Looking Ahead Mohanad Nada's journey is far from over. As he continues to push boundaries and set new benchmarks in the tourism industry, his story serves as an inspiration to aspiring entrepreneurs worldwide. Through Saudi Trips, Mohanad is not only transforming the way people travel but also contributing to the vision of Saudi Arabia as a global tourism destination. His unwavering dedication, resilience, and passion for innovation ensure that he remains a trailblazer in the industry.



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# Invest Global

Your Comprehensive Partner for Business Success in Saudi Arabia

In today's dynamic and competitive business landscape, establishing a company and navigating the complexities of legal and financial frameworks can be daunting. For entrepreneurs and businesses looking to thrive in Saudi Arabia, Invest Global emerges as a trusted partner, offering a comprehensive suite of services designed to facilitate business establishment, legal compliance, and strategic growth. With over 15 years of experience, Invest Global has positioned itself as a leader in business consulting, providing expert guidance tailored to the unique needs of its clients.

**Comprehensive Company Establishment** Starting a company is an exciting venture, but it often comes with its own set of challenges. Invest Global's Company Establishment Solutions are designed to make this process easy, efficient, and customized. From the initial planning stages to the legal formalities, their team of experts guides clients every step of the way. This tailored approach ensures that entrepreneurs can focus on their core business activities while Invest Global handles the complexities of company registration and compliance. The firm's expertise extends beyond just paperwork; they provide valuable insights into market trends, helping clients identify opportunities and make informed

# Niche Magazine KSA

Expert Legal Consultation\Navigating the legal landscape can be challenging, especially for new businesses. Invest Global offers Expert Legal Consultation Services to help individuals and companies understand their rights and obligations. Their seasoned legal professionals provide personalized and strategic advice tailored to each client's unique situation. Whether facing a legal challenge or seeking proactive counsel to safeguard interests, clients can count on Invest Global for clarity and support. The firm's legal experts specialize in commercial law, ensuring that businesses remain compliant with local regulations and avoid potential pitfalls. This level of legal guidance is crucial for maintaining the integrity and reputation of any business.



Their expert team provides tailored advice that helps clients align their financial strategies with their business goals. Whether a company is looking to expand, optimize operations, or make significant investments, Invest Global equips clients with the knowledge and insights needed to make informed choices. This level of financial planning is essential for long-term sustainability and success in a competitive marketplace. Performance Improvement In a rapidly evolving business environment, staying ahead requires not just adaptation but also strategic enhancement. Invest Global offers Performance Improvement services specifically tailored for small and mid-sized companies. Their expert team is dedicated to identifying opportunities for improvement, streamlining processes, and implementing tailored solutions. This focus on performance improvement ensures that companies can enhance their structures and decision-making flows, driving sustainable success. By leveraging data-driven insights and industry best practices, Invest Global helps businesses operate more efficiently and effectively. Trademark Registration Services

Comprehensive Accounting Services Financial management is a critical component of business success. Invest Global provides Comprehensive Accounting Services aimed at improving the financial health of businesses of all sizes whether startups, small businesses, or large enterprises. Their dedicated team goes beyond mere data analysis; they work closely with clients to develop customized accounting solutions that align with their specific needs. By offering accurate and timely financial reports, Invest Global supports informed decision-making, helping clients understand their financial position and plan for the future. This proactive approach to accounting not only enhances transparency but also fosters trust between the business and its stakeholders. Strategic Financial Consultations Unlocking the full potential of a business's financial future requires strategic insight and expert advice. Invest Global's Strategic Financial Consultation Services are designed to empower businesses as they navigate growth and major financial

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In today's competitive marketplace, protecting intellectual property is essential for brand recognition and growth. Invest Global's Trademark Registration Services safeguard clients brands by guiding them through the registration process. This legal protection provides a solid foundation for a brand's development

and expansion. The firm assists startups and established businesses alike in navigating the complexities of trademark law, ensuring that their intellectual property is secure. This proactive approach not only helps prevent legal disputes but also enhances the overall market presence of the brand. Strategic Feasibility Studies Embarking on a new project or venture requires a solid foundation of knowledge and insights to mitigate risks. Invest Global's Feasibility Study Services provide clients with a comprehensive understanding of the viability and potential challenges associated with their projects. Whether for startups or expanding businesses, their expert team delivers strategic insights that empower informed decision-making. These studies are invaluable for assessing market conditions, financial implications, and operational considerations, ensuring that clients can move forward with confidence in their business endeavors.



A full-length portrait of Ramses Herodes, a man with a grey beard and mustache, wearing a black tuxedo with a white shirt and a black bow tie. He is smiling and holding a golden trophy with both hands. The trophy is a stylized figure with wings, standing on a rectangular base. The background is a solid dark grey.

# Celebrating Excellence in Design

## Ramses' Vision Behind the Award

The designer of the Niche Awards trophy, Ramses Herodes, is a dynamic entrepreneur, award-winning designer, and artist with a rich legacy of transforming spaces and concepts into works of art. With a career spanning multiple industries, Ramses has founded pioneering companies in fit-out, finishes, project management, and art. His expertise extends to designing numerous prestigious international award trophies. Known for his passion for sustainable development, cutting-edge technologies, and creative excellence, Ramses combines his mastery in fit-out, finishes, and art to craft experiences that inspire and engage. His award designs are timeless symbols of his dedication to celebrating achievement and excellence.

## The Award Design Concept

The award design reflects a harmonious balance of innovation and elegance, symbolizing the pinnacle of achievement. Its overall concept embodies niche, uniqueness, and excellence, making it a true testament to greatness. At the heart of the design is the head of the trophy, inspired by Queen Kiya, one of Akhnaton's wives, celebrated for her profound societal impact and timeless beauty. This element pays homage to her legacy, symbolizing grace and influence. The wings refer to Horus, the ancient Egyptian deity of goodness and justice, underscoring the values of fairness and righteousness. The upright body represents greatness, strength, and steadfastness, while the base steps forward symbolizes progress, leadership, and the drive to innovate and inspire. Designed with passion and precision, this award is a timeless tribute to those who lead, inspire, and achieve excellence.



Ramses Herodes  
CEO

# Aranda اراندا



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ARANDA Group combines innovation, expertise, and integrity to deliver exceptional value across diverse sectors. By fostering creativity and strategic solutions, we transform visions into reality, driving sustainable and impactful growth.

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# Niche, A Name Synonymous With Elegance And Innovation,

Celebrates the boundless potential of human creativity through its iconic Niche Awards. More than an event, the Niche Awards 2024 is a testament to the power of dreams, determination, and the pursuit of excellence. At its heart lies the "Statuette of Luxury," a beacon of success that inspires all who dare to strive for greatness. Through its breathtaking coverage, Niche Magazine invites readers to embark on a journey of aspiration and wonder. The dazzling event comes alive within its pages, offering glimpses into a world where visionaries and trailblazers redefine possibilities. With stories that celebrate opulence and progress, the magazine becomes a guiding light for those who dream of leaving their mark on the world. Hosting the Niche Awards in Saudi Arabia symbolizes more than just a location; it represents the spirit of transformation and innovation. This vibrant nation, brimming with ambition and creativity, serves as the perfect backdrop for an event that honors the extraordinary. It is here that the seeds of ingenuity take root, growing into ideas that shape the future. The Niche Awards is not merely a celebration of achievements; it is a call to action. It reminds us that greatness lies within each of us, waiting to be awakened. It brings together pioneers, dreamers, and leaders to spark inspiration and ignite change. In every story shared, every achievement celebrated, and every dream realized, the event echoes a profound truth: that the pursuit of excellence has the power to transform lives. Let the Niche Awards be your inspiration. Let its stories fuel your ambition. Together, let us create a world where dreams know no bounds and where the spirit of innovation shines brighter than ever.



# NICHE

LUXURY LIFESTYLE MAGAZINE

# CEO *Letter*



As we reflect on 2024, a year filled with incredible milestones, I am overwhelmed with gratitude. Niche KSA stands as a testament to the power of vision and hard work, a journey that would not have been possible without the unwavering support of my family. To my wife, Rasha Michael, my son, Mathew Nady, and my brother, Shady Ghaly your love, encouragement, and belief in me have been my greatest strength. To my Niche family, my partners in this dream, thank you for making the impossible a reality. As we step into 2025, let's continue to innovate, inspire, and achieve together. The best is yet to come.

*Dr. Nady Ghaly*





# Dr. Ahmed El Sherifa

## A Visionary in Cosmetic Surgery

"My ambition was always my biggest motivator," Dr. El Sherifa says. "I didn't want to just be another doctor I wanted to build something meaningful, something that left a lasting impact. I wanted to be known for my ethics, for the trust I built with my patients, and for the legacy I would leave behind." What truly sets him apart is his deep-rooted sense of responsibility and cultural values, which guide every decision he makes. Honesty, compassion, and a commitment to the well-being of his patients are the cornerstones of his practice. He believes that, especially in cosmetic surgery, a doctor's role goes beyond merely performing procedures it's about understanding the patient's emotional needs, their desires, and making informed decisions together. "The cultural values I inherited from my family honesty and perseverance have always been my guiding lights.

Dr. El Sherifa's journey began in 2003 when he chose to pursue medicine with the vision of making a meaningful impact in the world. After completing his medical studies, he entered into a surgical residency, honing his skills and advancing in his academic pursuits. With a doctorate under his belt, he launched his own private clinics in Cairo, cementing his place in the field.

They remind me that every patient is a person first, not just a client," he explains. This ethos, instilled in him from a young age, has been instrumental in his rise to success and his ability to navigate the ever-evolving landscape of cosmetic surgery. Dr. El Sherifa's approach to cosmetic surgery blends art with science.

His work is not just about achieving aesthetic perfection; it's about creating balanced, natural results that enhance a person's self-confidence. He is driven by a vision of delivering more than just physical transformation, aiming to improve his patients' emotional well-being as well. "When I began my journey in private practice

I took inspiration from the best clinics in the world. I wanted to bring that level of excellence to my patients in Cairo. But I also had to adjust the practices to fit my own philosophy," he reflects. Dr. El Sherifa's ability to adapt, innovate, learn from both the experienced and less experienced is a key factor that has set him apart in the competitive world of cosmetic surgery. "Success isn't just about applying new techniques or using the latest technology. It's about finding the right balance between medical expertise and empathy. Technology is vital, but without the human touch, the results may not meet the patient's expectations," he says. With a focus on combining advanced technology with a compassionate, patient-first approach, Dr. El Sherifa has created an environment where innovation thrives while maintaining the highest standards of care.

# In Dr. El Sherifa's world,



cosmetic surgery is about creating a unique and personalized experience for each patient. His focus is not just on delivering high-quality results but also on ensuring that the entire experience, from consultation to recovery, is seamless and supportive. I ask myself with every new project: What can I bring to the table that's different from what's already out there? How can I make the patient experience better?" Dr. El Sherifa explains. It's this attention to detail, from offering a comprehensive consultation to delivering aftercare, that has earned him a loyal following of clients, many of whom return for additional procedures or refer others.

Dr. El Sherifa's ability to anticipate patient needs is one of the reasons his clinics have seen tremendous success. His clinics are not just places where cosmetic procedures are done; they are centers for transformation, healing, and support. "When a patient walks in, I don't just look at them as someone who wants a procedure done—I look at them as a person who has specific needs, emotions, and expectations," he adds. This personalized care has helped create a strong reputation, not just in Egypt, but internationally, especially in Saudi Arabia, where his work at Abas Clinics has solidified his status as a leader in the field. One of the most exciting aspects of cosmetic surgery today is the role that technology plays in shaping outcomes. Dr. El Sherifa believes that while advancements in technology have revolutionized the field, they must always be paired with the surgeon's artistic vision and hands-on expertise. "Technology is incredible—tools like 3D imaging and AI-driven design systems have made it easier to predict and plan surgeries with precision. But at the end of the day, beauty is still subjective, and achieving the perfect result requires an experienced surgeon who understands both the technical and emotional aspects of the procedure," he emphasizes. He notes that as technology advances, it will continue to improve the patient experience, making procedures safer, less invasive, and more effective. However, for Dr. El Sherifa, it is the combination of technology and human touch that will define the future of cosmetic surgery. Dr. El Sherifa's commitment to excellence extends beyond his individual success. He has invested considerable time and effort into building a team that shares his values and vision for the future of cosmetic surgery. "The team I've built is what I'm most proud of," he says. "I've chosen each person carefully, ensuring they are not only skilled but aligned with my core values of honesty, compassion, and dedication." Looking ahead, Dr. El Sherifa plans to continue expanding his network of clinics, aiming to offer cutting-edge services while mentoring the next generation of cosmetic surgeons. "Sustainability in this field is about continuous innovation and always striving for improvement," he shares. "You have to stay hungry, constantly evolving while never compromising on quality. That's what has kept me moving forward and what I hope will inspire others in the field." Dr. El Sherifa's vision for the future includes growing his medical tourism network and further establishing Egypt as a destination for high-quality, ethical cosmetic surgery. By combining his world-class skills with his deep sense of cultural responsibility, he is set to continue shaping the future of the cosmetic surgery industry for years to come.



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# Novi Mastering Architectural Excellence

## Integrating Design, Technology, and Cultural Sensitivity across Diverse Regions

Novi excel in architectural design and infrastructure development across diverse regions. We emphasize the integration of unique architectural elements that enhance infrastructure, the challenges of tailoring designs to meet the specific cultural, regulatory, and environmental needs of regions like Egypt, KSA, and the UAE, and the importance of fostering collaboration across multidisciplinary teams.

### Innovative & Interactive Design Integration

In a mixed-use urban development, we incorporated a unique design featuring integrated green spaces and energy-efficient systems where we met some challenges and we've managed to overcome them by providing Engineering Collaboration: Worked closely with structural engineers to redesign the framework and ensure stability. Sustainable Sourcing: Conducted thorough research and partnered with suppliers to secure eco-friendly materials. Stakeholder Engagement: Held community meetings to gather feedback and adjust the design to address local needs and preferences.



### Adapting Architectural Solutions

We integrate local architectural styles and cultural elements into the design. For example, in KSA, we respect privacy norms, while in the UAE, we incorporate modern luxury elements. Regulatory Compliance: We ensure adherence to each region's building codes and regulations. In Egypt, we navigate complex local laws; in KSA we align with Vision 2030; in the UAE, we follow stringent safety and sustainability standards. Environmental Adaptation: We design for local climates, such as implementing cooling techniques in Egypt's hot weather, water conservation measures in KSA's arid environment, and high-efficiency systems in the UAE's extreme heat.

### Leveraging Technology

We drive innovation and efficiency in our projects, we incorporate new technologies in the following ways: Building Information Modeling (BIM): We use BIM to create detailed 3D models that enhance planning, coordination, and reduce errors during construction. Smart Sensors: We deploy sensors for real-time data on structural health and environmental conditions, enabling proactive maintenance and better decision-making. Virtual Reality (VR): VR allows for immersive design reviews and client presentations, improving design accuracy and client engagement. Automation and Prefabrication: We use automation and prefabrication techniques to speed up construction processes and improve quality control. By integrating these technologies, we enhance project efficiency, accuracy, and overall innovation"



### Sustainable Design Strategies

We ensure our designs are sustainable and environmentally responsible in extreme climates: Climate-Responsive Design: We incorporate features like passive cooling, natural ventilation, and high-performance insulation to adapt to extreme temperatures. Energy Efficiency: We use energy-efficient systems, such as solar panels and LED lighting, to reduce energy consumption. Sustainable Materials: We select durable, low-impact materials that are suited to the local climate and reduce the overall environmental footprint.

# Niche Magazine KSA 2024



Local Expertise: Collaborating with local experts ensures our designs meet regional environmental conditions and regulations. **Navigating Future Trends** We deploy technology trends shaping the future of architectural design and infrastructure include: Sustainable Architecture: Increasing focus on green building practices and renewable energy sources to minimize environmental impact. Smart Buildings: Integration of IoT and automation technologies for improved energy efficiency and operational control. Resilient Design: Emphasis on designing for climate resilience to handle extreme weather and environmental changes. Digital Twins: Use of digital twin technology for real-time monitoring and simulation of building performance.



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# A Journey of Excellence

Dr. Amer AlKudmani on Redefining Plastic Surgery with Passion and Precision In the intricate world of modern medicine, few individuals embody the harmonious blend of science, art, and humanity as profoundly as Dr AlKudmani does. A consultant in plastic, hand, and cosmetic surgery, he stands as a beacon of innovation and dedication in Riyadh, Saudi Arabia. With over 20 years of experience, he is a distinguished holder of the Canadian and American Boards and a Canadian Fellowship. Beyond his surgical expertise, he serves as an assistant professor, inspiring students in the College of Medicine, and plays a pivotal role in the Saudi Plastic Surgery training program. His journey is a testament to resilience, vision, and a profound commitment to transforming lives. Dreams Molded into Reality: The Beginnings of a Remarkable Journey His path to becoming a plastic surgeon was shaped by a childhood dream. "Since high school, I aspired to be a plastic surgeon," he recalls. Encouraged by his uncle's lighthearted teasing and motivated by an elective rotation in medical school, he discovered his passion. The field's unique interplay of art and science struck a chord, a connection deeply rooted in his upbringing. His father's precision as a civil engineer and his mother's creativity as a painter nurtured his ability to balance technical expertise with an artistic touch.



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The road to achieving his dreams, however, was anything but easy. With an unwavering commitment to excellence, Dr. AlKudmani pursued advanced training abroad, earning the prestigious Canadian Board in Plastic Surgery. "The journey was challenging, especially being far from family and friends," he shares. Yet, these sacrifices fueled his determination and

shaped his exceptional career. Defining Moments: Service, Sacrifice, and Success defining moments in his career are closely tied to his sense of duty and service. Inspired by his grandfather, who served as a medical advisor to King Faisal, he chose to join the military after medical school. Rising to the rank of Colonel, he participated in humanitarian missions and served in war zones, refining his surgical skills and strengthening his character. "My experiences in these challenging environments refined my manhood," he reflects. These formative years instilled in him a deep sense of empathy and purpose. Today, his practice encompasses a wide range of procedures, from rhinoplasty and forehead reduction to cosmetic gynecology and complex reoperations. "My ultimate goal is always patient satisfaction," he says, underscoring his commitment to excellence and personalized care. The Philosophy Behind the Practice: Art Meets Function. The Doctor views plastic surgery as more than a medical discipline; for him, it is a craft that bridges art and function. His philosophy emphasizes the importance of understanding each patient's unique cultural and aesthetic needs. "Studying in the West and working with diverse patients has given me the depth to approach every individual differently," he explains. This individualized care is particularly evident in his work with procedures such as body contouring, skin reduction after massive weight loss, and facial surgeries aimed at restoring youthful appearances. He meticulously balances technical precision with aesthetics, ensuring that the outcome not only restores functionality but also enhances the natural beauty of his patients.



# Innovation and Sustainability in Plastic Surgery

In an ever-evolving field,

he remains at the forefront by embracing new technologies and techniques. His approach to sustainability is rooted in achieving the best possible surgical outcomes while maintaining a strong reputation. "Happy patients lead to word-of-mouth referrals, the strongest form of sustainability in our field," he emphasizes. He is particularly excited about the future of regenerative medicine, including the use of stem cells, platelet-rich plasma (PRP), and exosomes to enhance wound healing, combat aging, and treat conditions like hair loss and hyperpigmentation.

**Inspiration Through Challenges A Legacy of Excellence** Among his proudest achievements is his role in Saving hope Series season 1 episode. "Being chosen for this position among my peers was a fascinating experience," he recounts, highlighting his ability to merge his medical expertise with creative ventures. However, his journey was not without its challenges. During his training in Canada, he faced the unfamiliar task of conducting research projects. "It was a steep learning curve, but with the guidance of supervisors and collaborative efforts, I succeeded," he recalls. These experiences reinforced his belief in perseverance and adaptability.

**Looking Ahead: Shaping the Future of Plastic Surgery** As the industry continues to evolve, he foresees significant advancements in cosmetic and reconstructive surgery. He notes the growing acceptance of aesthetic procedures among men and the increasing integration of technology in practice. "Cosmetic surgery is no longer limited to women; it's a growing trend among men as well," he observes. He also predicts that regenerative medicine will play a transformative role in the years to come.

**A Personal Touch Balancing Work, Life, and Passion** Despite his demanding career, he values the importance of maintaining balance. Though he admits it's challenging, he cherishes moments spent with family, engaging in sports like motor racing, and exploring his hobbies. "The variety in plastic surgery, from reconstructive to cosmetic procedures, keeps me constantly excited about my work," he shares. His advice to aspiring plastic surgeons is rooted in humility and dedication. "Be patient with patients. Treat them as individuals, not clients," he says, emphasizing the importance of empathy and continuous learning.

**A Vision of Excellence** His journey is a remarkable testament to what can be achieved through perseverance, passion, and a commitment to excellence. From serving his country as a military surgeon to shaping the future of plastic surgery in Saudi Arabia, he has consistently pushed boundaries. Through his expertise, compassion, and innovation, he is not just transforming appearances but also inspiring lives one patient at a time.







# DESIGNING DREAMS

## Amal Alfaqih's Vision for Modern Interior Spaces

In the dynamic realm of interior design, where creativity meets functionality, striking a balance between client needs and aesthetic desires is paramount. Amal Alfaqih, a prominent Saudi interior designer, epitomizes this equilibrium. With her educational background in Interior Design and Furniture from King Abdulaziz University, she has carved a niche for herself as a leading figure in the industry since her graduation in 2014. Amal's journey reflects a passionate commitment to her craft, viewing her work not merely as a profession but as a calling to transform spaces into meaningful experiences.

### Understanding Client Needs

One of the core philosophies that guide Amal's work is the belief that "needs are more important than wants" in design. This principle drives her approach to each project, emphasizing the importance of understanding client requirements. For Amal, every project is a unique journey that begins with an in-depth exploration of her clients' specific needs and lifestyles. This meticulous focus on detail ensures that her designs are not only visually appealing but also functional, enhancing the quality of life for the residents.

Amal employs a consultative approach, engaging clients in discussions that reveal their preferences, habits, and aspirations. This initial dialogue is crucial, as it helps her create spaces that resonate with the inhabitants. By prioritizing functionality and tailoring her designs to meet practical needs, Amal demonstrates her understanding of the intricate relationship between people and their environments. Her clients often express gratitude for her ability to translate their visions into tangible designs that reflect their personalities and lifestyles.

### Material Selection and Modern Techniques

In her designs, Amal is known for her thoughtful selection of materials, adapting her choices based on the distinct requirements of each project. She prioritizes high-quality materials that respect environmental factors and cater to the natural conditions of the region. A notable example of her work is the Mina Residential Apartments, where she chose 'Smooth Cement' porcelain for its durability and ease of maintenance. This decision not only enhances the aesthetic appeal of the apartments but also contributes to a sustainable living environment, demonstrating her commitment to eco-friendly practices.

Modern technology plays a significant role in Amal's design process. She stays updated on the latest trends and materials, ensuring that her designs incorporate innovative solutions that meet contemporary needs. By embracing new technologies, such as 3D modeling and virtual reality, she enhances both the functionality and sustainability of her projects. This forward-thinking approach positions her as a driving force in the urban development sector in Saudi Arabia, where the integration of modern techniques is crucial for meeting the demands of a growing population.





## Schools of Thought in Design

As the design industry evolves, various schools of thought emerge, each with its own philosophy. Amal identifies with the functionalist school of design, which posits that functionality should dictate design choices. She believes that it is essential to ensure that client needs are met logically and effectively. This approach contrasts with purely aesthetic considerations, emphasizing a balance that prioritizes usability without compromising beauty.

Amal's commitment to functionality does not mean sacrificing style; rather, she views it as a foundation upon which to build aesthetically pleasing environments. By integrating functional elements into her designs—such as smart storage solutions and flexible layouts—she creates spaces that are as practical as they are beautiful. This dual focus on functionality and aesthetics allows her to cater to a diverse clientele, from young families seeking practicality to individuals looking to express their personal style.

## Future of Interior Design in Saudi Arabia

The future of interior design in Saudi Arabia appears promising, with a shift towards inclusivity and broader applications beyond residential spaces. Once limited to specific sectors, design is now permeating various industries, including corporate environments, hospitality, and even healthcare. As cultural attitudes evolve, there is a growing acceptance of the importance of professional interior design in enhancing functionality and aesthetics across diverse contexts. Amal envisions a future where interior design plays a pivotal role in shaping public spaces and communal areas, contributing to the overall well-being of communities. She believes that well-designed environments can enhance productivity in workplaces, create welcoming atmospheres in hospitality settings, and foster healing in healthcare facilities. This vision aligns with Saudi Arabia's broader goals of urban development and community enhancement, positioning interior design as a vital component of the nation's progress.



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# THE ARTISTRY OF DR. ASEEL

Transforming Beauty Through  
Dermatology and Cosmetology

Dr. Aseel shines, Her journey a tale of passion and grace. In dermatology's world, she found her place where beauty transcends mere sight. Dr. Aseel emerges as a luminary, weaving together science and artistry in the field of dermatology and cosmetology. Her journey and dedication to her craft, making her on the peak of hope and transformation for countless individuals. Here's the genesis of a dream, Dr. Aseel's foray into dermatology was sparked by a deep-rooted belief that healthy skin and hair are not just about aesthetics but integral to one's self-confidence and overall well being. This conviction guided her to specialize in dermatology, where she could give her love for science with her intrinsic passion for beauty. With science and art, With science and art, Dr. Aseel crafted her way, In dermatology's field, she aims to reflect beauty and boost confidence. Healthy skin and hair are the true reflections of core and confidence. This philosophy has been the bedrock of her

career that drives her, ignites her flames. Dr. Aseel's path to becoming a distinguished dermatologist began with a simple love for organizing and beautifying the world around her. This passion matured during her university years, evolving into a fascination with natural facial beauty and cosmetic enhancements. However, her journey was not solely about professional milestones; it was also a profound personal transformation. As a teenager, Dr. Aseel grappled with weight gain that impacted her appearance and skin health. Through relentless reading and research on beauty and skincare, she navigated these challenges, emerging stronger and more determined. This personal odyssey fueled her passion to assist others in achieving their aesthetic aspirations, solidifying her resolve to excel in dermatology. Cosmetic medicine is a field that demands stability, expertise, and an unyielding commitment to excellence. For Dr. Aseel, this meant immersing herself in continuous learning and honing her skills to offer the best possible care to her patients. One of her most significant challenges has been innovating combined techniques to address the signs of aging, as clients often seek natural enhancements that uplift their confidence without compromising authenticity. Integrating new techniques to achieve natural-looking results is always a challenge. Yet, this challenge is one she embraces with enthusiasm, constantly pushing the boundaries of cosmetic medicine to deliver superior results. A cornerstone of Dr. Aseel's practice is the deep, trust based relationships she cultivates with her patients. She approaches her work with a fervor and dedication that transcends the mere transactional nature of business, viewing it instead as a heartfelt calling. Seeing the patients leave the clinic with smiles of satisfaction strengthens the love for this field.





**F**or Dr. Aseel, dermatology is not just a profession but a passion and a hobby, and this genuine care resonates deeply with her patients. Her commitment to providing exceptional care has cultivated a loyal clientele who trust her expertise and appreciate her empathetic approach. Honest communication, integrity, and the highest standards in materials and services are the hallmarks of her practice.

Dr. Aseel's primary goal is to elevate awareness about the importance of health and beauty within the Arab community. She strives to offer cosmetic procedures that enhance patients' natural looks while educating them on the benefits of proper skincare. Staying abreast of the latest advancements in dermatology is pivotal for Dr. Aseel. She regularly attends conferences, enrolls in courses, and engages in extensive reading to stay ahead of industry developments. Her passion and ambition drive her dedication, ensuring her patients receive the most advanced and effective treatments. Looking ahead, Dr. Aseel envisions integrating cutting edge technologies and launching educational campaigns that prioritize knowledge over commercial promotion. She believes in the transformative power of education and seeks to equip her patients with the tools they need to make informed skincare decisions. Establishing her clinic was a dream intertwined with passion, making the challenges seem much lighter. The journey was filled with obstacles, particularly in building trust within the competitive field of cosmetic medicine, where procedures can be costly and entail risks. Her patient centered approach ensures that every individual feels valued and understood. Dr. Aseel's unwavering commitment to excellence and her genuine care for her patients distinguish her as a leading figure in dermatology and cosmetology. Dr. Aseel's journey in dermatology and cosmetology is a poetic blend of passion, dedication, and relentless innovation. Her commitment to enhancing natural beauty and spreading awareness about skincare has transformed countless lives. As she continues to push the boundaries of what is possible in cosmetic medicine, her impact on the field and her community will undoubtedly leave an enduring legacy. Honesty, integrity, and quality prime. Patient concerns, addressed in time. Exceptional care, values so strong. In Dr. Aseel's clinic, beauty belongs. Dr. Aseel, with a skilled, gentle hand. Transforming lives with passion and care. In dermatology's field, she's beyond compare.

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2024

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# Dr. Sami Angawi

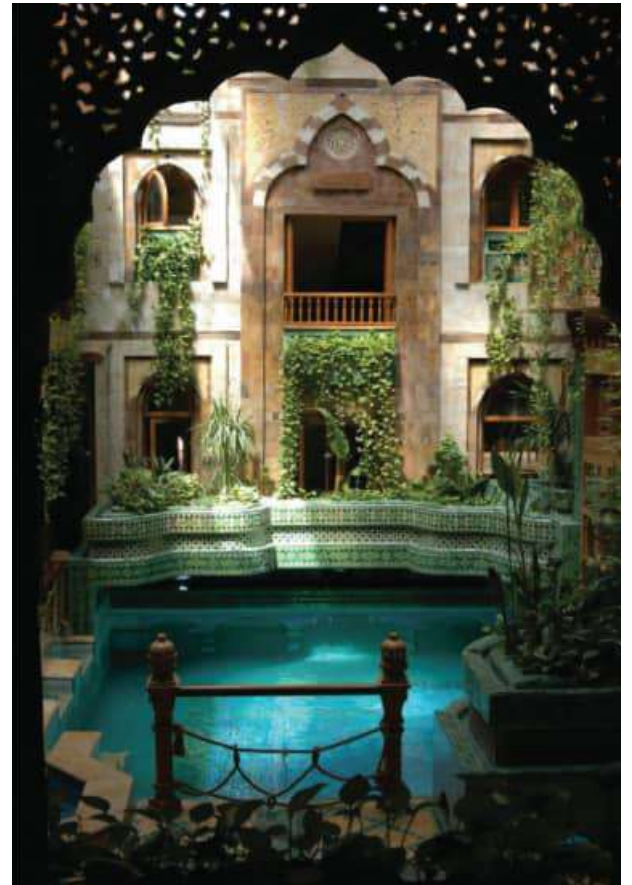
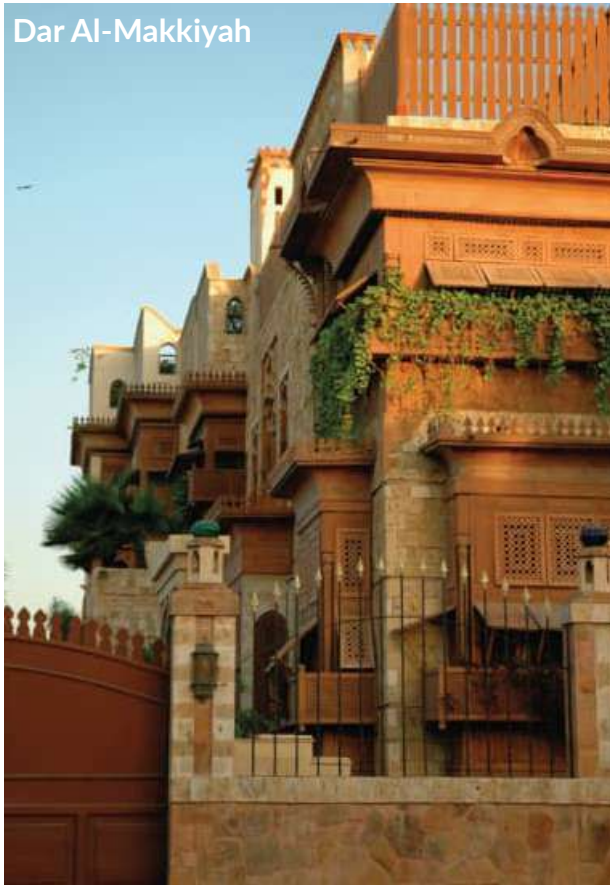
A Visionary in Islamic Architecture and Cultural Heritage



Dr. Sami Angawi, a distinguished Saudi architect, has dedicated his life to the preservation, innovation, and advancement of Islamic architecture. As a thought leader and practitioner, Dr. Angawi bridges the cultural, spiritual, and environmental dimensions of design, creating timeless works that embody his philosophy of Al-Mizan—the principle of balance. This concept reflects his commitment to harmonizing tradition and contemporary design principles, offering a vision of architecture that is deeply rooted in heritage while addressing modern needs with sensitivity and precision. Dr. Angawi is the founder of several pivotal institutions, including the Hajj Research Center, established in 1975, and Sami Angawi Architects, which he launched in 1988. Serving as its CEO and lead architect, Dr. Angawi remains actively engaged in design, leading multidisciplinary teams and shaping projects that transcend boundaries. His influence extends beyond practice, as he has held various prestigious positions and committee memberships over the decades, contributing significantly to global architectural discourse. Educated at the University of Texas, where he earned his bachelor's and master's degrees—his master's focusing on the Hajj—and at SOAS, University of London, where he completed his PhD on Meccan architecture, Dr. Angawi seamlessly integrates a global perspective with his deep appreciation of Islamic traditions. He further enriched his expertise through a fellowship at Harvard's Graduate School of Design in the 1990s, deepening his understanding of contemporary architectural challenges and opportunities. Throughout his journey, he collaborated with renowned figures such as Professor Frei Otto, the celebrated German architect, and Hassan Fathi, the legendary Egyptian architect. Dr. Angawi's architectural portfolio is vast, encompassing significant projects both locally and internationally. Among his most renowned works are Dar al-Makkiyah, a living prototype of balanced architecture and cultural preservation; the International Medical Center Hospital in Jeddah, which integrates healing principles with Islamic design, referred to as Healing by Design; and the Islamic Society of Boston Cultural Center, a beacon of heritage and community connection in the United States. At the heart of Dr. Angawi's work is his commitment to fostering cultural understanding through architecture. His designs are not merely structures but bridges—connecting civilizations, honoring histories, and embracing diversity. His philosophy of Al-Mizan is not only a design principle but a legacy that has inspired a generation of architects to prioritize sustainability, cultural identity, and balance in their own practices. Dr. Sami Angawi continues to lead with vision and passion, mentoring the next generation of architects and contributing to a global dialogue on the future of architecture. Through his enduring philosophy and groundbreaking work, he has not only redefined Islamic architecture but also left an indelible mark on the world, ensuring that the principles of balance, harmony, and cultural integrity remain at the forefront of architectural innovation. As he continues to inspire others, his work stands as a timeless reminder that architecture, when guided by balance and purpose, can shape a more harmonious world.



Dar Al-Makkiyah



International Medical Center Hospital



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# Dr. Azza Saleem

Dermatology as the New Therapy

Her journey is not merely a career path but a heartfelt expression of art, science, and an unwavering commitment to enhancing beauty. Dr. Azza's journey began humbly as a young doctor at a polyclinic, where her passion and skill quickly set her apart. Clients, amazed by her work, often remarked, "Why are you working here? You deserve a place more renowned." This recognition and encouragement spurred her to seek higher opportunities, eventually leading her to the pinnacle of her profession. Inspired by a lifelong love for art and beauty, coupled with a passion for drawing, tailoring, and sewing, Dr. Azza found her calling in cosmetic dermatology. She always dreamed of creating unique aesthetic touches that blend scientific precision with artistic

In a world where the ephemeral intertwines with the eternal, Dr. Azza Saleem shines as a luminous beacon of creativity and expertise in the field of cosmetic dermatology.

creativity. A pivotal moment in her career came when she was tasked with operating advanced cosmetic devices from China and Korea. Delving deeply into their mechanics and mastering their use, she discovered a profound passion for innovation and growth within her field. Each project Dr. Azza undertakes begins with a deep understanding of the client's needs and goals. She meticulously analyzes the skin and medical history to craft a personalized treatment plan. This approach ensures that every client's unique vision is brought to life with precision and care. Balancing technology

and beauty is a cornerstone of Dr. Azza's practice. By staying abreast of the latest advancements in cosmetic treatments and combining them with artistic precision, she achieves results that are both effective and aesthetically pleasing. Her commitment to sustainability is evident in her choice of eco-friendly products and support for brands that adhere to ethical practices. Mastering filler injections, particularly the "Russian lips" technique, posed one of Dr. Azza's greatest challenges. Through continuous learning and perseverance, she overcame this hurdle, honing her skills to perfection. The joy she brought to a client through her first dimple creation procedure remains a cherished memory, inspiring her to continually



# Develop New And Innovative techniques.

**I**nnovation is at the heart of Dr. Azza's success. Attending global conferences and staying informed about industry trends allow her to maintain her competitive edge. Engaging with clients and understanding their aspirations further fuels her creativity and commitment to excellence. Dr. Azza reaches her clients through social media, where she showcases her work and connects with those seeking her expertise. She advises clients to thoroughly research their doctor's qualifications and avoid sudden

drastic changes for a natural and harmonious look. Handling differing opinions with grace, Dr. Azza communicates her professional perspective honestly, always striving to balance her vision with the client's desires. This approach ensures the best outcomes for her clients while preserving her integrity and reputation. Looking ahead, Dr. Azza anticipates a growing focus on non surgical procedures and personalized treatments in the cosmetic industry. Integrating advanced technologies like lasers, she continues to deliver precise and effective treatments that meet the evolving needs of her clients. Maintaining a balance between work and personal life is essential for Dr. Azza. She dedicates time to travel and relaxation, recharging her energy and returning to her practice with renewed vigor. The heartfelt appreciation from her clients and their satisfaction with the results are constant sources of inspiration and motivation. For those starting their journey in cosmetic dermatology, Dr. Azza emphasizes the importance of a strong foundation in medical sciences and a thorough understanding of anatomy to prevent and address complications. Essential skills for success include creativity, effective communication, and a commitment to staying current with industry developments. Dr. Azza Saleem's work is a symphony of art and science, celebrating beauty in its most exquisite form. Her journey is a testament to the transformative power of dedication and innovation. Through her artistry, she not only enhances appearances but also enriches lives, fostering confidence and joy in her clients. As she continues her path, Dr. Azza remains a beacon of inspiration, nurturing dreams and creating legacies that will resonate for generations. In every procedure, every consultation, and every smile she brings to life, she encapsulates the essence of what it means to truly celebrate and enhance human beauty.



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# The Art of Design

## From Concept to Creation

the GCC, and Europe, Hiba's work transcends borders, reflecting her passion for creating environments that blend beauty, functionality, and positive energy. With a portfolio that spans iconic locations in Paris and Italy, her designs aim not only to meet clients' needs but to evoke emotions and elevate daily experiences. From a young age, Hiba was captivated by how design could transform spaces into sources of joy and comfort. This early fascination with the way environments influence people's emotions led her to pursue a career that would allow her to combine her creative talents with a deep understanding of cultural nuances. "I've always believed that the spaces we inhabit have a direct impact on our mood and well-being," says Hiba. "That's why I am driven to create

**Hiba Bitar, an interior designer with a unique global perspective, is redefining how spaces can influence mood, productivity, and well-being. Specializing in both design and execution across Lebanon,**

designs that bring happiness and harmony." A life changing moment in Hiba's career came when she expanded her work beyond Lebanon, undertaking projects in Riyadh, Qatar, Dubai, and Europe. "When I began designing internationally, I realized that design isn't one-size-fits-all," she explains. "Every project is a personalized experience, tailored to the client's needs, culture, and lifestyle. Working in diverse regions deepened my understanding of how cultural influences can shape a space and opened my eyes to endless possibilities for creative solutions." Her work is influenced by local cultures, which she seamlessly blends with innovative design concepts. Whether designing in the vibrant energy of Riyadh or the timeless charm of Paris, Hiba remains committed to honoring each location's heritage while crafting unique, contemporary spaces.

"My goal is to create designs that feel authentic to their surroundings, drawing from local culture while incorporating modern design elements that reflect my clients' personalities." For Hiba, every project is a new creative challenge that blends functionality with beauty, ensuring that every space not only looks stunning but also serves its intended purpose. Whether residential or commercial, her design philosophy revolves around personalization and careful consideration of her clients' needs. "I always begin by understanding who my clients are, what their lifestyle is like, and what they value most in their spaces," she says. This approach ensures that each project reflects the personality of its inhabitants while maintaining a harmonious, efficient design.



# Hiba Bitar's



reative process is grounded in collaboration and communication. "I always start by listening to my clients," she explains. "Understanding their vision, preferences, and needs is essential to designing spaces that resonate with them once I have a clear understanding of their goals, I start conceptualizing a design that balances functionality with aesthetics." Balancing these elements is key to Hiba's design approach. "Functionality is the foundation," she says. "The space must work well and meet

the client's practical needs. Once that's in place, I layer in the aesthetic details that bring the space to life. Lighting, materials, and textures all play a role in creating an atmosphere that feels both beautiful and functional." For Hiba, sustainable design is a crucial aspect of her work. "Design should be both beautiful and responsible," she states. "I aim to use sustainable materials and energy-efficient solutions whenever possible. This ensures that my designs contribute to a healthier environment while still being stylish and functional." She believes that as the world becomes more eco-conscious, interior designers must consider their environmental impact and integrate more sustainable practices into their work. One of the most challenging yet rewarding projects Hiba has worked on was the transformation of a rundown warehouse into a high-end fitness space in Lebanon. "It was a true creative challenge, taking a space in very poor condition and turning it into something artistic and functional," she reflects. "It was like breathing new life into a canvas. I wanted to create a space that not only served its purpose but also amazed anyone who stepped inside." Hiba's commitment to innovation and creativity ensures that her designs never follow the same path twice. "To stay innovative in a competitive market, I focus on continual learning and embracing new ideas," she says. "Each project is an opportunity to explore new design techniques, materials, and technologies. This ensures that my work remains fresh and distinct."

*Hiba Bitar*

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# Ataeef Interior Design

A Journey starts with radical passion to creation

In the interior design world, that is built to reflect creativity. Ataeef Interior Design by Awatef Alshahrani stands for creativity and innovation. Since diving into the design industry in 2016 and launching her own business in 2018, Awatef has been transforming spaces with her unique aesthetic and artistic vision. Her journey is a testament to the power of following one's passion and the impact of creating spaces that resonate with beauty and functionality. Awatef fell in love with the feel of art and every color texture. Awatef's love for furniture, colors, and art has always been more than a mere hobby. It's a lifelong passion. In 2014, after completing her university studies

in a different field, she made the pivotal decision to pursue interior design, chasing her dream with fervor. This passion for design wasn't a newfound interest; it was a deep-seated love that had been evident since childhood. Her inclination toward furniture and painting was apparent to everyone around her, fueling her drive to turn this passion into a profession. Awatef's life and personality significantly influence her design philosophy. Her practical, straightforward nature results in simple yet elegant and comfortable designs. Her sociable, energetic, and bold character manifests in her fearless use of colors and materials, unafraid to experiment with any element to enhance a space's aesthetics. The challenges she faced at the beginning of her journey have instilled in her a profound appreciation for the value of things, reinforcing her belief that everything around us holds potential beauty if harnessed creatively. For Awatef, the creative process begins with visual nourishment and exposure to various

designs and styles. She places immense importance on incorporating essential elements as the highest value in her designs. At Awatef Interior Design, beauty is not the only priority. Sustainability, aesthetics, and quality are equally crucial, resulting in breathtaking outcomes. As a working mother, balancing her responsibilities at home and in the challenging field of interior design has been one of Awatef's greatest obstacles. Her passion and desire for success, coupled with divine support, have helped her navigate these challenges. Awatef's designs, particularly her unique 'Alphabet' line, which draws inspiration from Arabic poetry and incorporates it into furniture pieces, exemplify her innovative spirit and determination. She takes pride in being the first Saudi to embark on this path, continually pushing the boundaries of creativity and design. Awatef believes in maintaining a close connection with her clients. Her showroom and office serve as welcoming spaces where clients can visit anytime, fostering an environment of open communication and collaboration. Her advice to aspiring designers is to persevere

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with patience, determination, and a relentless pursuit of their dreams. She envisions her design philosophy aligning with the grand vision of her country, creating imaginative and stunning spaces that reflect Saudi Arabia's ambitious future. Striking a balance between professional and personal life is a constant struggle, especially in a demanding field like interior design. However, Awatef has managed to keep things under control, finding fulfillment in the creativity and design that come to life in real-world applications. She draws inspiration from the success stories of others in her field, continuously motivated by the accomplishments of



those around her. Awatef's advice to aspiring designers is straightforward take the plunge. Embrace honesty, passion, and integrity in your work. Collaboration, innovation, and thriving under pressure in a creative environment are key factors for success in any team. She encourages her team to think out loud and implement creative ideas without hesitation, fostering a culture of continuous improvement and excellence. Awatef Interior Design aspires to become a globally recognized name in the world of furniture and design. She leaves the evaluation of her work to her clients, confident that their satisfaction speaks volumes about her dedication and craftsmanship. By fostering

an environment where every team member's creative input is valued, Awatef ensures that her designs not only meet but exceed client expectations. Awatef Alshahrani's journey in the world of interior design is a story of love, dedication, perseverance, and creativity. From her early fascination with furniture and colors to establishing a thriving business, Awatef's designs reflect her unique vision and dedication to creating beautiful, functional spaces. Her ability to balance her professional and personal life, her innovative approach to challenges, and her commitment to client satisfaction set her apart in the industry as Awatef Interior Design continues to grow



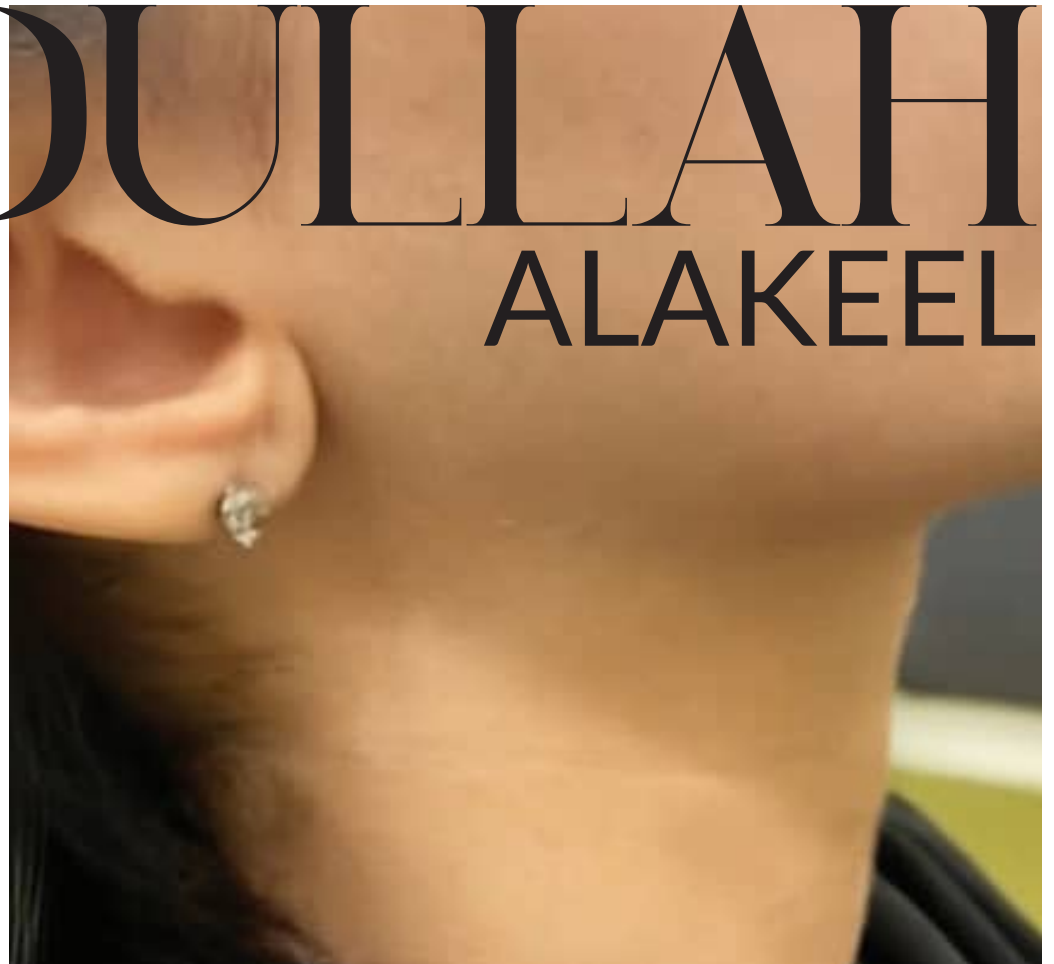


# DR. ABDULLAH ALAKEEL

## The Dermatologist Transforming Lives.

Dr. Abdullah AlAkeel is more than just a dermatologist. His journey in dermatology showcases his unexceptional dedication, empathy, and relentless pursuit of excellence. Dr. Abdullah offers a glimpse into beauty world blending professional expertise with personal insights and heartfelt connections with his patients. Every case with Dr. AlAkeel's narrates a story of transformation and renewal. The before and after photos of his patients that we see are not just visual proofs of his skill but also tales of regained confidence and restored self-esteem. These images encapsulate the essence of his work transforming lives. The gratitude and joy in his patients' eyes speak out loud without saying a word. Dr. Abdullah AlAkeel gives his patients' lives. For many he is not just a doctor but a guiding light through the darkest tunnels to reach their dreams. Education is central to Dr. AlAkeel's mission. Dr. AlAkeel transformations are a treasure trove of knowledge, where he demystifies complex dermatological concepts and shares practical skincare tips. His educational videos and infographics are crafted with care, making intricate medical information accessible to all.

Dr. AlAkeel adds a layer of authenticity to his online presence every time he's sharing moments from his travels celebrating family milestones or reflecting on personal achievements. These moments humanize him and make him relatable. He always reminds his patients that behind the white coat is a person who values balance, cherishes relationships, and finds joy in life's simple pleasures. Dr. AlAkeel creates a holistic picture of a man dedicated to both personal growth and professional excellence. Dr. Abdullah AlAkeel is not just a dermatologist; he is a beacon of hope and healing for many. His journey in the field of dermatology is a testament to his unwavering dedication, profound empathy, and relentless pursuit of excellence. Through his Instagram account. He opens a window into his world, offering a blend of professional expertise, personal insights, and heartfelt connections with his patients. a holistic picture of a man who is as dedicated to his personal growth as he is to his professional excellence. A significant aspect of Dr. AlAkeel's work is his commitment to continuous learning. His Instagram chronicles his participation in international conferences and workshops, where he stays abreast of the latest advancements in dermatology. By sharing insights from these events, he not only keeps his followers informed but also demonstrates his dedication to staying at the forefront of his field. His forward-thinking approach ensures



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that his patients benefit from the latest and most effective treatments available. Dr. AlAkeel's advocacy for the integration of technology in dermatology is evident in his posts. He highlights the use of cutting-edge treatments like laser therapy and non-invasive procedures, showcasing how technology can enhance patient care. His belief in the potential of teledermatology to reach underserved populations is particularly inspiring. By embracing technological advancements, he is not only improving patient outcomes but also making quality dermatological care more accessible. Beyond his clinical and educational endeavors, Dr. AlAkeel is deeply committed to community service. His Instagram features his involvement in outreach programs and health campaigns, where he provides free consultations and treatments to those in need. These initiatives reflect his belief in the importance of giving back and ensuring that everyone has access to quality healthcare. His philanthropic efforts are a testament to his compassionate nature and his dedication to making a positive impact on society. Mental health is another area where Dr. AlAkeel's influence is profoundly felt. He often addresses the psychological impact of skin conditions, emphasizing the importance of a holistic approach to treatment.

His posts encourage open conversations about mental health, reducing stigma and promoting well-being. By acknowledging the emotional struggles that accompany dermatological issues, he provides a safe space for his followers to seek support and find solace. In conclusion, Dr. Abdullah AlAkeel's Instagram is a reflection of his multifaceted career and his deep commitment to his patients, his community, and his continuous growth. Through his posts, he educates, inspires, and connects with his followers on a profound level. His holistic approach to dermatology, his advocacy for mental health, and his dedication to community service make him a true leader in his field. As he continues to push the boundaries of dermatological care, Dr. AlAkeel remains a beacon of hope, healing, and innovation in Saudi Arabia. His journey is a testament to the power of compassion, the importance of continuous learning, and the impact of genuine human connection.







# The Art of Beaut  Naturelle

## Dr. Gazal Jighel's Transformative Touch in Aesthetic Medicine

A symphony of science and artistry is woven into the hands of Dr. Gazal Jighel, a luminary in the realm of aesthetic dermatology. Known for her unique philosophy, "Beaut  Naturelle," her practice thrives on celebrating individuality while enhancing natural beauty. Every procedure, every consultation, and every transformation is approached with a deep reverence for the harmony between outer allure and inner confidence. Her journey, marked by passion, precision, and artistry, has inspired a generation and redefined the standards of aesthetic medicine. Born into a family where creativity was a cornerstone, Dr. Jighel's upbringing immersed her in the nuances of art. Her parents, artistic souls themselves, imbued her with an eye for detail and an appreciation for beauty's multifaceted nature. This artistic sensibility became the foundation of her career, seamlessly blending with her fascination for science and dermatology. What emerged was not just a profession but a calling: to empower individuals by illuminating their natural beauty. Dr. Jighel's practice transcends mere physical enhancement; it is an ode to self-empowerment. Each patient's journey begins with a bespoke consultation, designed to understand their unique desires, cultural influences, and personal narratives. Her methodology emphasizes authenticity, tailoring treatments to preserve individuality while achieving harmony and balance. In every face, she sees a canvas, and in every treatment

she crafts a masterpiece, a testament to her belief that true beauty lies in the delicate balance of natural features and modern innovation. Her expertise encompasses a wide spectrum of non-invasive and minimally invasive procedures. From Botox and dermal fillers to laser skin rejuvenation, non-invasive facelifts, and collagen biostimulators, every technique is executed with meticulous precision. These treatments are not merely technical endeavors but artistic expressions that enhance without overshadowing the patient's unique identity. Pivotal moments define every great artist's journey, and for Dr. Jighel, one such moment arrived early in her career. A patient, visibly moved after her transformation, expressed newfound confidence and self-love. It was a profound realization: aesthetic dermatology holds the power to change lives, not just appearances. This experience solidified her mission to create meaningful impacts, one patient at a time. Cultural diversity further enriches her practice. Having worked with individuals from varied backgrounds, she understands that beauty is as much a cultural construct as it is a personal expression. Each treatment plan reflects this understanding, honoring the patient's heritage while incorporating her artistic vision. By intertwining these elements, she crafts results that are both authentic and timeless. The artistic lens through which Dr. Jighel views her work is complemented by her commitment to sustainability. Long-lasting treatments, such as collagen-stimulating techniques, form the cornerstone of her approach. Patients are empowered with education on effective skincare routines, fostering sustainable beauty that extends beyond the clinic. It is a philosophy of care that respects both the patient's investment and the environment.



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Her practice's innovation is driven by a relentless pursuit of knowledge, Continuous education, attendance at global conferences, and exploration of emerging techniques ensure that her methods remain at the forefront of the industry. Advanced technologies from radiofrequency microneedling to regenerative therapies are integrated thoughtfully, each chosen to enhance precision, safety, and efficacy. For Dr. Jighel, every procedure tells a story, and every patient's transformation is a verse in the poetry of beauty. One case, in particular, remains etched in her memory a patient battling years of acne scars. Through a multi-faceted approach involving lasers, fillers, and skincare, a radiant complexion was revealed. Yet, the true transformation lay in the patient's newfound confidence, a reminder that her work extends far beyond the surface. As aesthetic medicine evolves, Dr. Jighel's foresight ensures her practice remains ahead of the curve. She predicts a continued rise in minimally invasive treatments and a focus on natural, preventative care. Techniques such as regenerative therapies and advanced injectables promise a future where beauty is enhanced with subtlety and grace. personalized skincare are anticipated to further revolutionize the field, tailoring treatments with unparalleled precision. Her vision extends beyond innovation, it encompasses holistic wellness, Future initiatives include launching a regenerative skincare line designed to complement clinical treatments, integrating skin health with overall well-being. It is a holistic approach that underscores her belief in beauty as a reflection of inner vitality. Dr. Jighel's work is defined not only by technical mastery but also by her profound empathy. Patients describe her as a listener first and a doctor second, valuing her ability to truly hear and understand their concerns. Differences in opinion are handled with grace, as she prioritizes education and dialogue to guide patients toward informed decisions. This compassionate approach builds trust, ensuring every patient feels valued and empowered. For aspiring aesthetic doctors, Dr. Jighel's advice is clear: embrace continuous learning and patience. Success in this field demands not just technical skill but also an artistic eye and emotional intelligence. Building trust with patients, understanding their needs, and prioritizing ethical practices are essential pillars of a thriving career. Her dedication to education extends to her team, fostering creativity through collaboration and innovation. Dr. Gazal Jighel's journey is a testament to the transformative power of aesthetic dermatology. Her practice, rooted in artistry and innovation, celebrates individuality while empowering patients to radiate confidence. Through her hands, beauty becomes more than a physical attribute, it becomes a reflection of self-love and authenticity.





# Dr. Amal Sewidan

Sculpting the Symphony of Natural Radiant  
Beauty through Dermatology and Cosmetology

the magic Dr. Sewidan brings to her patients every day. As a board certified dermatologist and cosmetologist, her mission is simply to enhance both the aesthetic and emotional well being of her client. Dr. Sewidan's discovered a passionate journey began with a deep seated passion for skin health and beauty. With over 12 years of experience in injection fillers, Botox, non surgical facelifts, and hair treatments. she has mastered the delicate balance between medical precision and artistic flair. Her work isn't just about treating skin conditions, it's about helping people rediscover their confidence and glow. Dr. Sediwan specializes in diagnosing and treating various skin conditions while offering advanced cosmetic procedures to enhance skin health

In a world where beauty and wellness are ever evolving, Dr. Amal Sewidan emerges, hope and brilliance blending artistry with science to transform lives. Picture a serene clinic where each visit feels like a step into a rejuvenating oasis, and you'll understand

and appearance. Her patient centered approach focuses on both the medical and aesthetic aspects of skincare, ensuring that each individual achieves healthy, radiant skin. One of the standout treatments Dr. Sewidan offers is the non surgical facelift, known as the Marline

session. This innovative technique involves the use of needle injections to lift and tighten the skin without the need for surgery. By stimulating the facial muscles, Marline provides a natural, youthful lift, making it ideal for those seeking effective facial contouring with minimal downtime

and no scarring. Marline lifting is a game changer for those wanting to enhance their facial features without the invasiveness of traditional surgery. The before and after transformations speak volumes, showcasing smoother, more lifted faces that radiate youth and vitality. Dr. Sewidan views cosmetology as a perfect fusion of art and science. Her treatments are meticulously designed and customised to improve skin health, texture, and appearance. Whether it's through innovative skincare regimens, non-surgical facelifts, or rejuvenating treatments, she tailors her techniques to each individual, ensuring personalized and natural looking results. Cosmetology combines art and science, and her main goal is to deliver personalized techniques

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hat help individuals feel confident, beautiful, and simply radiant. Through continuous education and the use of technologies, Dr. Sewidan stays ahead of the curve, providing the most effective and safe procedures for her patients. Dr. Sewidan also takes great pride in maintaining a healthy work life balance. She understands that to give her best professionally, she must also nurture her personal well being. By prioritizing time for self care, family and personal growth, she ensures that

her clients receive the dedicated attention they deserve. Balancing a career in dermatology and cosmetology with personal life is something that Dr. Swidan very much deserves great pride in. Because, while her work is incredibly fulfilling and requires dedication, she also understands the importance of maintaining a healthy work-life balance. Dr. Sewidan's approach to cosmetology is rooted in the belief that less is more. She is passionate about enhancing natural beauty without overdoing it. Her treatments support the skin's inherent health and rejuvenation, allowing her patients to look and feel their best while maintaining a fresh, natural appearance. She has always been passionate about natural cosmetology because she believes in enhancing the inherent beauty of each individual without overdoing it. Whether it's through non-invasive procedures like Marline lifting or using organic skincare, she focuses on methods that enhance beauty from within, respecting the skin's natural balance. To new professionals entering the field of cosmetology, Dr. Sewidan offers sage advice: stay curious and committed to continuous learning. "Cosmetology is a dynamic and ever-evolving field, and keeping up with the latest treatments and technologies is essential," she says. Building strong, trusting relationships with patients, she adds, is equally important. Don't be afraid to start small and take time to perfect your skills, success comes with dedication and experience. Most importantly, remember that passion and integrity are key to building a fulfilling and impactful career in cosmetology. Dr. Sewidan is excited about the future of dermatology and cosmetology. With continuous education and the latest technologies, she aims to offer the most effective and safe procedures, helping individuals achieve beautiful, natural results. Her dedication to innovation and patient care ensures that she remains at the forefront of the industry. Dr. Amal is truly passionate about helping people feel their best. By combining advanced treatments with personalized care, they can achieve amazing results that enhance both appearance and confidence. She Sewidan's journey in dermatology and cosmetology is a beautiful blend of passion, innovation, and care. Her commitment to natural beauty and personalized treatment has transformed countless lives, helping individuals rediscover their confidence and radiance. As she continues to push the boundaries of what is possible and how skincare and beauty will undoubtedly leave a lasting impact. So, if you're seeking a path to healthier, glowing skin, look no further than Dr. Sewidan, the true artist in the world of dermatology and cosmetology.



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# Dr. Mustafa Haddad

## The Maestro of Smiles

In the delicate craft of orthodontics, where precision and artistry converge, Dr. Mustafa Haddad has emerged as a beacon of excellence. With over a decade of dedication to the field, his journey has been marked by an unyielding commitment to transforming smiles and enriching lives. The tale of Dr. Mustafa's ascent in the world of dentistry is painted with strokes of passion, dedication, and an unrelenting pursuit of innovation. Dr. Mustafa's journey in dentistry began in the heart of the Kingdom of Saudi Arabia, where he earned his bachelor's degree in Dentistry and Surgery from Al-Farabi College. This foundational education ignited a fervor for orthodontics, leading him to further his expertise in the Philippines. There, a master's degree in orthodontics was obtained, followed by certification from the esteemed Philippine Board of Orthodontics (PBO). Currently, the pursuit of a master's degree in business administration complements his clinical acumen, reflecting a holistic approach to his profession. A clinical practice was established in the Kingdom of Saudi Arabia, where a full-time commitment to patient care is maintained. Beyond the borders of Saudi Arabia, Dr. Mustafa's expertise is sought after in the United Arab Emirates, serving as a consultant for private clinics. This dual dedication underscores his relentless drive to provide exemplary care and share his knowledge across regions.

Embracing Innovation and Advancement, Dr. Mustafa's career is characterized by a commitment to staying at the forefront of orthodontic advancements. An openness to new approaches and technologies in patient care is evident, ensuring that the most effective and modern treatments are provided. This commitment to innovation is further solidified by active membership in several prestigious organizations, including the American Association of Orthodontists (AAO), the World Federation of Orthodontists (WFO), the Saudi Orthodontic Society (SOS), and the Syrian Association of Orthodontists (SAO). These affiliations provide a platform for continuous learning and collaboration with peers globally, enriching his practice with the latest advancements in the field. The impact of Dr. Mustafa's work is a symphony of smiles transcending the technical aspects of orthodontics. Each smile crafted is a symphony, blending science and art to enhance the natural beauty of his patients. The meticulous attention to detail, combined with a deep understanding of the aesthetic and functional aspects of orthodontics, allows Dr. Mustafa to create smiles that resonate with confidence and joy. The journey of transforming smiles is not without its challenges. Complex cases that require intricate planning and execution are approached with a strategic mindset and a compassionate heart. Each challenge faced is an opportunity for growth, pushing the boundaries of what is possible in orthodontic care. The triumphs, reflected in the smiles of satisfied patients, are the greatest rewards, fueling the passion that drives Dr. Mustafa's practice. The Future of Orthodontics, looking ahead, the future of orthodontics is envisioned as one rooted in personalization and



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technological integration. The emphasis on clear aligners and minimally invasive treatments is expected to grow, offering patients more comfortable and aesthetically pleasing options. Dr. Mustafa is poised to lead this wave of innovation, ensuring that his practice remains at the cutting edge of orthodontic care. Dr. Mustafa Haddad's journey is not merely a career, it is a legacy of excellence, marked by an unwavering dedication to patient care and professional growth. Each milestone achieved is a testament to his commitment to the field of orthodontics and the countless lives transformed through his work. In every smile crafted, the essence of Dr. Mustafa's artistry and expertise is reflected. His journey continues to inspire, as a beacon of hope and excellence in the world of orthodontics. The legacy of Dr. Mustafa Haddad, the maestro of smiles, will undoubtedly shine brightly for generations to come, illuminating the path for future orthodontists and enhancing the lives of those he touches.





# THE ART OF SMILES

A Glimpse into Dr Lamis Koshak's World. The Mastermind  
Behind Transformative Orthodontics

In the bustling city of Jeddah, where tradition intertwines with modernity, Dr Lamis Koshak has redefined the art and science of orthodontics. With an illustrious career that spans continents and cultures, Dr Koshak stands out not just for her technical brilliance but for her dedication to transforming lives through the power of a confident smile. "My inspiration stems from a desire to help people feel confident about their smiles," Dr Lamis shares, encapsulating her ethos. Raised in Jeddah, she was surrounded by a culture that values beauty and harmony. Her fascination with science, artistry, and human connection led her to dentistry, eventually specialising in orthodontics. After earning her credentials from University College Cork in Ireland, she returned to Saudi Arabia, enriched by her experiences in a multicultural, cutting-edge environment. Currently serving as the Director of the Saudi Board of Orthodontics Programme, Dr Koshak shapes the next generation of orthodontists. Her mentorship combines technical rigour with a philosophy of empathy, ensuring her students appreciate the profound emotional and social impact of their work.

At her clinic, Dr Lamis approaches each case with a meticulous blend of science and artistry. She likens her work to crafting a sculpture, where every adjustment contributes to a harmonious and natural result. "A smile is more than aesthetics; it's about creating balance and confidence," she explains. Her ability to tailor treatments to each patient's unique needs and cultural preferences reflects her commitment to patient-centred care. A memorable case involved a patient who had endured years of dental insecurity. Dr Koshak designed a comprehensive smile makeover, transforming not only the patient's teeth but their entire outlook. "Seeing their reaction when they first saw their new smile was unforgettable," she recalls. "Moments like these remind me why I chose this path." Sustainability is another cornerstone of Dr Lamis' practice. She actively integrates eco-friendly materials and techniques into her treatments, believing that every effort counts towards a healthier planet. Her approach extends to educating patients about sustainable oral hygiene, including biodegradable toothbrushes and plastic-free products. Dr Koshak's ability to seamlessly blend traditional aesthetics with cutting-edge technology sets her apart. Her time in Ireland introduced her to modern techniques, while her roots in Jeddah inspire her to preserve the timeless beauty of Arabian artistry. This duality shapes her unique design philosophy, creating outcomes that resonate with harmony and innovation.

  
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# Shaping the Future of Orthodontics

Dr Koshak's impact extends far beyond her clinic. As a leader and educator, she plays a pivotal role in Saudi Arabia's evolving healthcare sector. Her position as Director of the Saudi Board of Orthodontics Programme in Makkah Healthcare Cluster allows her to instil her values excellence, compassion, and sustainability into the orthodontists of tomorrow. "Education is the foundation of progress," Dr Lamis asserts. "By empowering the next generation, we can shape a brighter future for the industry." Her approach to mentoring is as innovative as her clinical work. Dr Koshak prioritizes collaboration and creativity, fostering an environment where students feel encouraged to share ideas and explore new methodologies. Her programme emphasises the importance of staying at the forefront of technology, from AI-driven diagnostics to teledentistry, which she believes will revolutionise patient care. "The future of orthodontics lies in personalisation," Dr Lamis predicts. AI and 3D imaging tools are already enhancing diagnostic precision, enabling tailored treatment plans that reflect each patient's unique needs. She envisions a world where teledentistry expands access to care, particularly in underserved regions. "Technology isn't just about efficiency; it's about making care accessible and impactful," she explains. Despite her demanding schedule, Dr Koshak values balance in all aspects of life. Her love for art and architecture often informs her work, drawing inspiration from the intricate patterns of Islamic design and the minimalist beauty of Irish aesthetics. "It's about finding harmony," she says, reflecting on how her personal passions complement her professional ethos. Challenges have been a defining part of her journey. One particularly complex case involved a patient with extensive dental issues requiring multiple restorations. The challenge lay in balancing technical precision with the patient's emotional well-being. "Communication was key," Dr Koshak explains. By breaking the process into manageable steps and maintaining transparency, she ensured the patient felt supported throughout. The successful outcome reaffirmed her belief in the transformative power of empathy in dentistry. Looking ahead, Dr Lamis is excited about her new role in an orthodontic residency teaching programme. This initiative allows her to merge her clinical expertise with her passion for education, equipping residents with the skills to excel in a rapidly evolving field. "It's a thrilling opportunity to inspire and be inspired," she remarks. Dr Koshak's commitment to innovation doesn't stop at technology. Sustainability remains at the forefront of her practice. From sourcing eco-friendly materials to reducing waste, she sees environmental responsibility as integral to modern healthcare. As patients increasingly prioritise sustainable practices, Dr Lamis believes this approach will become a cornerstone of the industry. Her dedication has earned her a reputation as a trailblazer in orthodontics. Whether mentoring students, adopting the latest technologies, or creating life-changing smiles, Dr Koshak embodies the perfect union of compassion, artistry, and precision. "Every smile I create is a reflection of my philosophy," she concludes. "It's about more than just teeth—it's about confidence, harmony, and a better future."





# Wafaa Kamal

My famous nickname is Sugar.

Sugar (Wafaa) is a dynamic business owner, devoted wife, and loving mother who thrives on bringing out the best in others.

With a passion for beauty that has spanned nearly a decade, Sugar has established herself as a skilled esthetician specializing in semi-permanent cosmetic procedures and skin care. Renowned in her field, she has earned the trust of everyone who experiences her services. Sugar creates a luxurious business atmosphere that is defined by high standards and exceptional hospitality. Her journey in the beauty industry is marked by a strong commitment to enhancing natural beauty through holistic and healthy approaches. As a natural leader, Sugar combines her extensive knowledge with humour, creating an inviting space where clients feel comfortable and valued. Her ability to connect with people stands as a testament to, As a natural leader, Sugar combines her extensive knowledge with humour, creating an inviting space where clients feel comfortable and valued. Her ability to connect with people and her funny, A testament to her expertise and influence in the beauty industry, Sugar has been chosen as Ambassador, speaker and serves as a judge at international beauty events in countries such as Russia, Indonesia, Vietnam, Dubai, Morocco, Germany, Italy, and Turkey. These experiences have enriched her perspective and further fueled her ambition to promote a natural look. Driven by her passion for holistic beauty, Sugar has dedicated her career to helping others achieve their beauty goals while embracing their unique features. She firmly believes that beauty should be an expression of individuality, and her holistic techniques reflect this philosophy. Outside of her professional life, Sugar enjoys spending quality time with her family, finding joy in the simple moments that life offers. She believes that a balanced life contributes to true beauty, and she strives to inspire others to embrace their natural selves. With a vision rooted in authenticity and a deep passion for beauty, Sugar continues to innovate and lead in her field, leaving a positive impact on everyone she encounters.



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# Wafaa Kamal's Influence in the Beauty World

These experiences have allowed her to share her knowledge and passion for natural beauty on a global scale. Her involvement in these events helps her connect with other professionals, learn about the latest trends, and inspire people to embrace beauty in a way that is real and unique to them. As a judge at international beauty events, Wafaa brings her years of experience to evaluate new ideas and techniques. She is known for her deep understanding of the beauty industry and her ability to spot quality and authenticity in beauty trends. Encouraging Future Beauty Professionals Wafaa's impact goes beyond her work with clients. She is passionate about

**A Voice on the Global Beauty Stage**  
Wafaa Kamal's influence extends far beyond Sugar Beauty Lounge. She is also an ambassador, speaker, and judge at beauty events around the world.

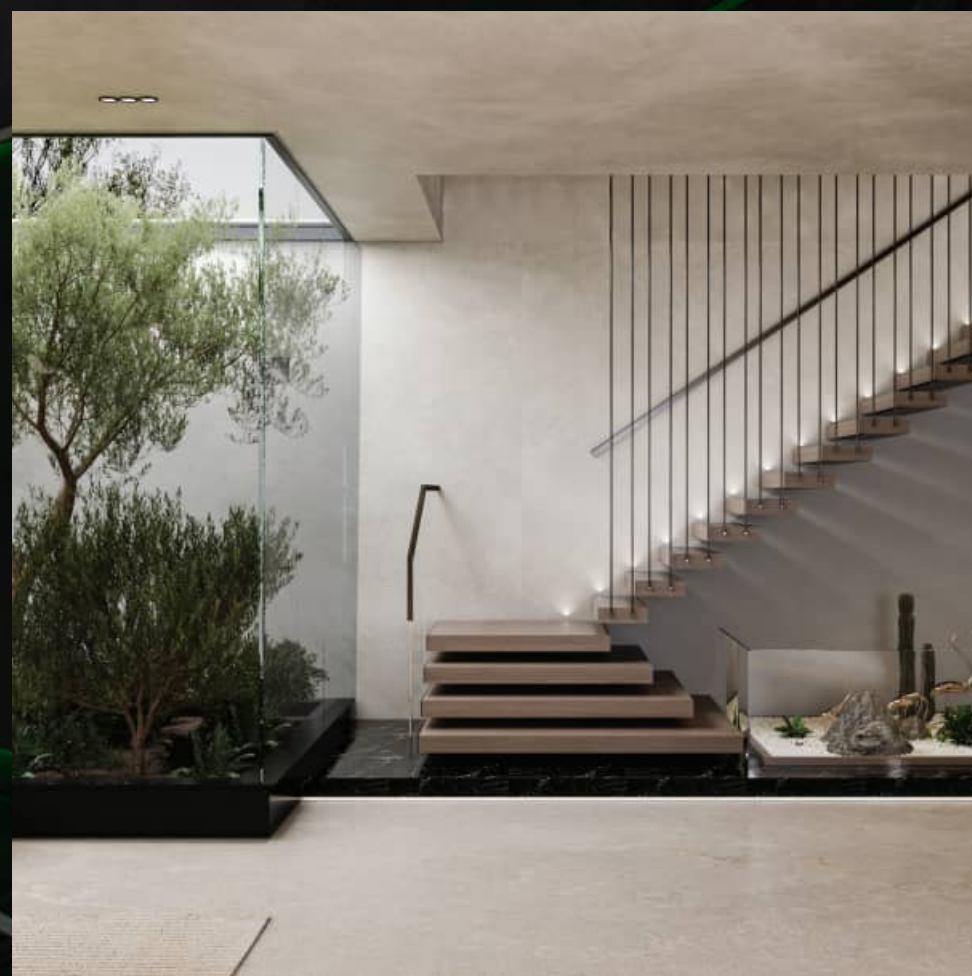
helping new beauty professionals the right mindset to make meaningful connections with their clients. Through mentoring, speaking, and sharing her experiences, she encourages others to follow their dreams in the beauty field. Wafaa believes that the best beauty professionals not only have the right skills but also

to connect with people and build lasting relationships. Her approach Balancing Work and Family Life While Wafaa's career is a major part of her life, she also places great value on spending time with her family. This balance allows her to stay grounded and stay true to herself. Wafaa believes that her family helps keep her focused and motivated in both her personal and professional life. Her ability to balance a demanding career with a fulfilling family life shows her dedication and the importance of staying true to one's roots. This balance helps her connect with her clients on a deeper level, as she understands the importance of family, well-being, and authenticity.



# Niche Magazine

2024





# ENG. OLLAYA

## THE CEO AND FOUNDER OF O DESIGNS

**H**as built a distinguished career in the architecture and design industry over the past 15 years. With a track record of more than 600 successful projects spanning residential, commercial, administrative, and medical sectors, Ollaya has established a reputation for excellence. Her firm thrives on teamwork, integrating designers and execution engineers to ensure projects are delivered on time, on budget, and to the highest standards of quality. Ollaya's passion for creating spaces that enhance people's lives was the driving force behind starting her journey. She recognized the power of design to bridge functionality with beauty, and she wanted to create a firm that not only executed clients' visions but also pushed the boundaries of design. "I believe design should not only meet the practical needs of clients but also elevate their experience," Ollaya shares. One life-changing moment in her career was the completion of a large-scale commercial project with a challenging deadline and strict budget constraints. This project tested the limits of her team and further solidified her belief in the importance of meticulous planning and innovative thinking. Cultural influences play a central role in Ollaya's design philosophy. She draws inspiration from traditional patterns, local materials, and historical elements blending them with modern functionality to create spaces that feel both timeless and contemporary. Architecture, contemporary art, and nature are constant sources of inspiration, fueling her creativity. Ollaya's creative process is a thoughtful client-centered approach that begins with understanding the client's needs, lifestyle, and vision. "The first step is always to listen," she explains. This phase is crucial in ensuring that the final design reflects the client's desires while addressing any practical considerations. After understanding the client's goals, Ollaya's team embarks on research, mood boarding, and conceptualization. The result is a comprehensive proposal that includes design development and the subsequent execution of the vision. Striking a balance between techniques, functionality, and aesthetics is at the core of O Designs' success. For Ollaya, functionality is the foundation of any project, while aesthetics are carefully layered to enhance the space. Advanced techniques are then applied to refine every detail, ensuring that the design is not only beautiful but practical and purposeful. This approach guarantees that every element of a design serves a specific function, contributing to the overall harmony of the space. Sustainability is another cornerstone of Ollaya's design philosophy. "We prioritize eco-friendly materials, energy-efficient designs, and waste-minimizing practices," she says. Sustainability is integrated into every project to create designs that respect both the environment and the future.



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# Nouf and Noha Almuhaideb Sketch

## Elegance in Riyadh's Fashion Scene

Nouf, the real artist designer behind the brand, and Noha, her equally creative and entrepreneurial sister, have joined forces to create unique and luxurious clothing and abayas. Their passion lies in crafting designs that embody elegance and sophistication, ensuring that every piece, detail, and fabric narrates a story. Nouf and Noha's vision for women embraces culture and celebrates the spirit of untamed freedom and discovery that Spring Summer 2025 brings to life. Their desire to provide women with distinctive fashion choices that reflect individuality inspired their journey. They envisioned a brand that showcases beauty and empowers women to express themselves through fashion.

Here in Riyadh, where tradition meets modernity, a fashion brand known as Alia Line has emerged as a symbol of cultured elegance and rooted modern sophistication. Founded by sisters Nouf and Noha Almuhaideb, Alia Line encapsulates the essence of luxury and individuality, redefining fashion in Saudi Arabia. Together, they have built a brand that transforms dreams into luxurious realities.

A moment of dignity and pride in Alia Line's career involved participating in the "Ana Arabia" exhibition in December 2021. This event marked their entry into the fashion industry on a larger scale and helped gain recognition, especially when one of their designs was featured by the Saudi Entertainment Authority. Cultural influences have deeply shaped the design philosophy of Nouf and Noha. Saudi culture and heritage inspire the use of traditional elements blended with modern aesthetics. This fusion creates a unique identity for the brand and resonates with their target audience.

Various forms of art, particularly traditional textiles and calligraphy have been their primary sources of inspiration. These elements influence their color palettes and patterns, adding depth and meaning to the designs. The sisters' creative process begins with absorbing real art from everywhere to create original pieces of art, researching current trends, materials, and cultural elements. Initial sketches evolve through collaboration with their team and feedback from potential clients. Creating designs that are not only visually stunning but also practical for everyday wear is an art that Alia Line, under the leadership of Nouf and Noha, has mastered. Every piece is meticulously crafted, ensuring a perfect



# The Creative Process



harmony between beauty and functionality. The result is fashion that doesn't just look good but feels good, offering elegance that seamlessly fits into daily life. Commitment to sustainability isn't just a buzzword for Nouf and Noha; it's a core value of Alia Line. The brand is devoted to using eco-friendly materials and ethical production methods, ensuring beauty and durability. One particularly proud achievement was a collaboration with a global model in London. This project catapulted Alia Line onto the international stage, showcasing the brand's unique designs and elevating its visibility. It was a moment that not only highlighted the brand's creativity but also its ability to resonate with a global audience. Innovation is the lifeblood of Alia Line. Nouf and Noha stay fresh and competitive by continuously researching trends, attending fashion shows, and engaging with the fashion community. Understanding the evolving tastes and preferences of their clients is crucial, and the brand thrives on this dynamic interaction. Their commitment to staying ahead of the curve ensures that their designs remain relevant and exciting. At the heart of Alia Line's success is a commitment to open communication with clients. Nouf and Noha encourage their clients to share ideas and feedback throughout the design process, ensuring that their vision is brought to life. This collaborative spirit allows the brand to create bespoke pieces that truly reflect individual desires and needs.



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Clients are advised to be clear about their vision and to remain open to suggestions. This mutual exchange fosters creativity and achieves the best possible results. Differences in vision or opinions are handled with empathy and understanding, with a focus on listening and finding common ground. The future of fashion, as envisioned by Nouf and Noha, leans heavily towards sustainable practices and personalized designs. They anticipate a growing trend towards eco-friendly fashion and individualized pieces catering to unique tastes and preferences. The future of design is predicted to emphasize multifunctional spaces that combine aesthetics with practicality, meeting the needs of modern living. Nouf and Noha are poised to lead in this new era, where each piece is not just a garment but a testament to art, sustainability, and personal expression. The journey of Nouf and Noha Al-muhaideb with Alia Line is a story of growth and inspiration that mirrors the powerful blend of passion and creativity in the fashion industry. From their humble beginnings to their status as symbols of luxury and sophistication, the sisters continue to inspire and empower women through unique designs. Their commitment to innovation, art, and celebrating Saudi culture ensures that each piece is a masterpiece that tells a story.





# Dr. Heba Awaad

## The Revolutionary Snow White Session

A Symphony of Passion and Innovation in Cosmetic Dermatology At the forefront of Dr. Heba Awaad's remarkable career is her groundbreaking innovation the "Snow White Session." Officially licensed by the Saudi Authority for Intellectual Property, this revolutionary treatment is the culmination of a year of meticulous research and patient trials. It addresses the fleeting effects of many rejuvenation treatments by offering 3-4 months of lifted, glowing, and deeply hydrated skin. By integrating advanced devices with injectable materials, Dr. Heba crafted a procedure that has set new benchmarks in the region, earning widespread acclaim. Patients describe the experience as transformative, not just for their skin but for their confidence and well-being. The Genesis of an Artist

Dr. Heba's journey began in Egypt, where history and culture blend seamlessly. She pursued her degree in dermatology with

a vision that extended beyond a traditional career, viewing it as a canvas to merge academic knowledge with her innate artistic flair. Her love for art and colors found a new expression in cosmetic dermatology, where she began to redefine natural beauty With advanced diplomas in aesthetic s, including fillers, Botox, body fillers, threads, and hair loss treatments, her expertise grew. Her commitment to continuous medical education became the brush that painted her path with strokes of excellence. Establishing

her first cosmetic center in Egypt, followed by a second, Her centers became not just places of transformation but hubs for education, inspiring younger generations of dermatologists to innovate and excel. A New Horizon in Saudi Arabia Building on her success in Egypt, Dr. Heba expanded her practice to Saudi Arabia, bringing her expertise to a broader audience. It was here that her innovative spirit truly flourished with the introduction of the "Snow White Session," a treatment that exemplifies her dedication to enhancing natural beauty. Her practice in Saudi Arabia quickly became synonymous with cutting-edge treatments and personalized care. A Philosophy Rooted in Natural Beauty Dr. Heba's philosophy celebrates individuality, viewing every face as a unique masterpiece.



# Opposing trends of excessive

she focuses on enhancing each patient's natural characteristics

**H**er mantra, "Age is just a number," reflects her approach to restoring youthfulness and confidence with subtle and natural results. Her treatments, including Botox, fillers, threads, laser procedures, and body contouring, are tailored to meet specific needs and preferences. Through thorough consultations, she ensures her work aligns with her patients' expectations, empowering them and enhancing their natural beauty. Dr. Heba's gentle techniques and empathetic approach have made her a trusted name among

patients seeking natural, graceful transformations. The Princess of Cosmetology Dr. Heba's dedication to innovation and excellence has earned her the title "Princess of Cosmetology." This accolade reflects her unique contributions to the field and her relentless pursuit of knowledge. Whether addressing hair loss, enhancing facial features, or sculpting body contours, her focus remains on delivering natural, harmonious results that boost confidence and self-esteem. Her ability to balance scientific precision with an artistic eye has positioned her as a true trailblazer in cosmetic dermatology. A Vision for the Future Dr. Heba Awaad's journey is far from reaching its zenith. Driven by a vision to expand her impact, she continues to introduce groundbreaking treatments to the world. Her dedication to her craft, her patients, and her philosophy of embracing individuality set new standards in cosmetic dermatology. She aspires to mentor upcoming talents in the field, sharing her expertise to elevate global standards of care. A Legacy of Inspiration Dr. Heba's journey is a powerful reminder that true beauty lies in celebrating our unique traits while enhancing them with artistry and care. Her story is a testament to the transformative power of dedication, creativity, and innovation. Through her work, she not only enhances appearances but enriches lives, instilling confidence and joy in her patients. As she continues her path, Dr. Heba Awaad remains a beacon of inspiration, nurturing dreams and creating legacies that will resonate for generations. Each treatment, consultation, and transformation encapsulate the essence of celebrating and enhancing human beauty. In the world of cosmetic dermatology, Dr. Heba Awaad's name will forever be synonymous with artistry, innovation, and the profound impact of natural beauty. Her journey, painted with passion and precision, serves as an enduring inspiration to all who seek to follow in her footsteps.



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# ASMAA HEMAYA

In the realm of interior design, Asmaa Hemaya stands out as a noticeable name for her outstanding experience spanning over 18 years and inspiring educational path. Through her college years, Asmaa managed to keep her position as the first in her class. Her journey, marked by academic excellence and professional achievements, is a testament to her passion, dedication, and resilience. **Academic journey** In 2007, She obtained a bachelor's degree in applied arts, Department of Interior Design, with a grade of Very Good with Honors. In 2008, she was appointed as a teacher assistant, a role she embraced for several years before shifting her focus to practical execution in the industry. In 2011, Asmaa furthered her academic credentials, obtaining a master's degree in interior architecture from Helwan University. This educational foundation bolstered her understanding of design principles and enhanced her capabilities as she ventured into the professional realm. **Career path** After gaining invaluable experience, Asmaa immersed herself in projects. She embarked on numerous distinguished projects, including the design and execution of residential, administrative, and hotel buildings. Her commitment to excellence in her work has consistently set her apart in a competitive landscape. A pivotal moment in Asmaa's career came when she her own contracting company, stepping into the role of general contractor. This decision marked a significant milestone,

her own contracting company, stepping into the role of general contractor. This decision marked a significant milestone, allowing her to oversee and manage large-scale projects. One of her most notable achievements was the renovation of the Mövenpick Hotel in the Media Production City, a task that involved transforming over 3,000 square meters and more than 100 hotel rooms within a tight three-month timeline. **Challenges** As a woman general contractor, Asmaa faced unique challenges, particularly in an industry often perceived as male dominated. The economic and global uncertainties added layers of complexity to her projects. Nevertheless, her determination and strategic planning allowed her to navigate these hurdles effectively **Inspiration** From a young age, Asmaa's passion for art and home design was evident. At just seven years old, she dreamed of becoming an interior designer. Her father played a crucial role in nurturing her aspirations, encouraging her every step of the way. However, the path was not without obstacles. Asmaa recognized the societal responsibilities women often shoulder, balancing work, family, and the pursuit of dreams. Among her beloved projects is the renovation of the Mövenpick Hotel, which she regards as a significant responsibility, given its status as a state hotel. Competing against established companies in the bidding process was daunting, yet her perseverance paid off, and she secured the contract. Managing a massive project within a three-month timeframe, particularly during Ramadan, required meticulous planning and risk assessment. Asmaa prioritized the safety and well-being of her workforce, drafting daily risk assessments to mitigate potential challenges.



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carefully selected team were integral to the project's success. The collaboration resulted in the completion of stunning spaces, including a lobby, Asian restaurant, lobby bar, and terrace. Reflecting on her journey, Asmaa emphasizes that success lies in embracing challenges and finding solutions. She believes in balancing various aspects of life, which she refers to as the "pillars" supporting one's mental stability. These pillars include her relationship with God, self-care, family, continuous education, and a fulfilling career. Her love for equestrian sports has also played a pivotal role in shaping her leadership skills and self-discovery. Through dedication to her craft and personal growth, Asmaa has learned that obstacles can be transformed into opportunities. Asmaa's accomplishments extend beyond professional accolades; they represent a personal evolution. Her father's belief in her potential fueled her ambition, even as she navigated societal perceptions of her role as a female interior designer and general contractor. She gradually gained recognition and respect, owing much to her unwavering commitment and continuous study in management and psychology. In addition to her professional accomplishments, Asmaa Hemaya's personal journey is deeply intertwined with her values and experiences. She reflects on the significant role her family plays in her life, especially her children, Areej and Yamen. Asmaa prioritizes nurturing their love and providing quality time for connection, understanding that family support is essential for her well-being. She acknowledges that her journey has not been easy; the balancing act of managing work responsibilities while fostering a nurturing home environment often presents challenges. Yet, her unmatched passion for her craft and her determination to succeed serve as a powerful example for her children, demonstrating that dreams can be pursued without sacrificing the bonds of family. This holistic approach to life integrating personal aspirations with family values underscores Asmaa's belief that true success encompasses more than professional achievements; it involves cultivating meaningful relationships and a sense of fulfillment in all aspects of life.







# The Art and Precision of Facial Harmony

## A Journey with Dr Talal Alandejani

in achieving the perfect blend of aesthetics and functionality. His philosophy, encapsulated in the phrase “Breathe with Beauty,” reflects his dedication to creating natural, harmonious results while ensuring optimal functionality, particularly in nasal procedures. Dr Talal’s journey began with rigorous training in some of the world’s leading medical institutions. He honed his skills in facial plastic surgery at the University of Ottawa, Canada, and further advanced his expertise in endoscopic nose and sinus surgery at the University of British Columbia. These experiences, combined with mentorships under top surgeons in Beverly Hills, equipped him with a comprehensive understanding of both the structural and aesthetic aspects of facial surgery. The Architect of Natural

In the realm of facial plastic surgery, where artistry meets precision, Dr Talal Alandejani has carved an unparalleled niche. With over 15 years of expertise, Dr Talal is celebrated as a pioneer

Arabian Beauty. As an inventor, Dr Talal has introduced transformative techniques such as the “Arabian Diamond Tip” procedure and the “Andi Procedure for the Nasal Dorsum.” These innovative approaches have redefined the standards of facial and nasal aesthetics, particularly for patients seeking results that celebrate and enhance natural Arabian beauty. “Natural beauty will return and be the trend again,” he asserts, noting that patients increasingly value subtlety and authenticity over exaggerated changes. His work reflects this ethos, drawing inspiration from the natural symmetry and grace of Arabian features. Dr Talal’s dual expertise in aesthetics and functional surgery sets him apart. His meticulous approach ensures that each procedure is tailored to the individual, achieving results that enhance natural beauty while maintaining essential functions. “I always say ‘Breathe with Beauty,’ because I master both the inside and outside of the nose,” he explains. One of the cornerstones of his success

is his commitment to patient education. For Dr Talal, collaboration with his clients begins with clear communication. “When there’s a difference in vision, I focus on educating them,” he shares. By providing a comprehensive understanding of the options available, he ensures that patients make informed decisions that align with their goals and expectations. Beyond his clinical practice, Dr Talal is an educator and researcher. As an Assistant Professor at a prestigious Saudi university and a researcher at the King Abdullah International Medical Research Centre, he contributes to advancing the field of facial plastic surgery. Through teaching and attending global conferences, he stays at the forefront of innovation, sharing insights and learning from peers worldwide.



# “Arabian Beauty”

Innovating the Future of Facial Plastic Surgery

**D**r Talal Alandejani's influence extends far beyond the operating theatre. His dedication to the craft and his contributions to the global medical community have solidified his reputation as a leading figure in facial plastic surgery. As an instructor and speaker at international conferences, he shares his expertise on the latest advancements in technology and techniques, shaping the future of his field. One of Dr Talal's most celebrated contributions is the “Arabian Diamond Tip” procedure, designed specifically to enhance the unique contours of Arabian noses. This technique has been lauded for its ability to achieve a refined, natural aesthetic that celebrates cultural identity. Similarly, his “Andi Procedure for the Nasal Dorsum” combines functionality and beauty, addressing both aesthetic and structural concerns. These innovations are a testament to his ability to think beyond conventional methods, delivering results that are both groundbreaking and timeless. As trends in the industry evolve, Dr Talal predicts a resurgence of natural beauty. “Patients are realising the value of subtlety,” he observes. Overly dramatic changes are being replaced by procedures that enhance rather than alter, a shift that aligns perfectly with his philosophy. “The goal is to refine, not redefine,” he says, echoing the sentiments of a growing number of clients. Integrating technology is a vital part of Dr Talal's practice. He employs advanced imaging systems and minimally invasive techniques to deliver precise results with shorter recovery times. By staying abreast of technological developments, he ensures that his patients benefit from the safest and most effective methods available. “I learn from my colleagues worldwide, constantly incorporating the best practices into my work,” he explains.

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# REDEFINING SPACES

The Visionary Journey of MR Interior Design



Since its launch in 2011, MR Interior Design has been a redefining contributor in interior world with their creativity and precision. MR has grown into a leading name in the design world, transforming homes, offices, and public spaces. This journey of innovation reflects a unique blend of artistry, functionality, and sustainability, all tailored to meet the specific needs of their clients. **The Defining Moments** MR's leap into the Kingdom of Saudi Arabia marked a significant turning point. Here, the team embraced a new culture, incorporating local traditions, indigenous materials, and culturally relevant symbols into their designs. This integration of cultural elements not only showcased and solidified their commitment to creating meaningful and personalized spaces. Their inspirations span a broad spectrum, including contemporary and minimalist art, architectural photography, and industrial and digital design. **Design Philosophy: Balance and Aesthetics** MR's design ethos centers on achieving harmony between functionality, techniques, and aesthetics. By prioritizing effective space planning, ergonomic principles, and clever storage solutions, they ensure practical and organized spaces. Additionally, their focus on color, materials, and textures fosters a cohesive and harmonious look. Incorporating artistic elements, MR elevates their designs to create visually stunning environments. From bold decor to unique features, each space resonates with personality and creativity. By blending innovation with client preferences, MR crafts environments that reflect both utility and beauty. For MR, sustainability isn't just a practice—it's a philosophy. They use eco-friendly materials like bamboo flooring, reclaimed wood, and natural fabrics to ensure minimal environmental impact. Energy efficiency is achieved through LED lighting, smart systems, and optimized natural light usage. Water-saving fixtures, waste reduction strategies, and low-VOC finishes further underscore their commitment to responsible design.





By collaborating with local artisans and choosing durable, high-quality materials, MR not only minimizes their carbon footprint but also supports ethical practices and promotes long-term value for their clients. Among their many accomplishments, MR takes pride in their work on the Diriyah Project in Saudi Arabia. This culturally significant endeavor allowed them to blend modern design with the Kingdom's rich heritage. By respecting the historical context while introducing innovative ideas, MR created spaces that honor tradition while meeting contemporary needs. The project stands as a testament to their ability to harmonize past and present, showcasing how design can be both respectful of history and forward-looking. MR places collaboration at the heart of its process. From initial consultations to final walkthroughs, they ensure open communication with clients, incorporating their visions into every stage of the design. Visual tools like 3D renderings and mood boards help clients visualize concepts, while regular feedback loops refine designs to perfection. This client-first approach fosters trust and satisfaction, with MR consistently delivering spaces that not only meet but exceed expectations. Innovation is key to MR's success in the ever-evolving design industry.

They stay ahead by embracing new technologies, such as 3D modeling and virtual reality, and drawing inspiration from diverse art forms, cultural events, and global travel. This allows them to adapt to changing trends while maintaining a distinct creative edge. Their commitment to sustainable design practices pushes them to think beyond conventional methods, experimenting with materials and solutions that align with modern values. By continuously learning and collaborating, MR remains at the forefront of the industry. Looking ahead, MR envisions a design future dominated by sustainability, smart technologies, and wellness-centered spaces. Eco-friendly materials and energy-efficient solutions are set to become staples, while smart home integrations and biophilic elements will enhance comfort and functionality. Adaptability in space usage will be a growing focus, with modular furniture and flexible layouts meeting the demands of changing lifestyles. Additionally, personalization will take center stage, with handmade and artisanal touches creating uniquely tailored environments. To the upcoming designers, MR emphasizes the importance of education, creativity, and resilience. Building a strong foundation in design principles, embracing new technologies, and continuously seeking inspiration are essential steps. Networking, creating a compelling portfolio, and staying adaptable in the face of challenges are equally important for success. MR's journey serves as a beacon for those passionate about transforming spaces. Their ability to balance artistry with practicality, sustainability with innovation, and tradition with modernity exemplifies the power of thoughtful design. As they continue to evolve, MR remains dedicated to crafting environments that inspire and enrich lives.



INSTAGRAM: [mr\\_interior\\_design](https://www.instagram.com/mr_interior_design)





# MAK Architects a story of exceptional encounter

Between history and vision

In a world where old and new often clash, Mak architects Collective stands out by skillfully blending both into a vision for the future. MAK is a global design firm with over 65 years of combined experience, working across 10+ countries. Founded by Mona Hussein, Ahmed Hussein, and Karim El Assal, MAK isn't just a design company, it's a mindset. They connect cultural roots with bold, modern ideas, creating spaces that feel both timeless and fresh. The MAK Philosophy: Connecting Past and Present For MAK, design is about creating meaningful connections. They believe spaces should tell stories, not just look pretty. "We design experiences that last through time," says Mona Hussein. Their work mixes natural materials with modern styles think ancient patterns in sleek, minimalist buildings. From homes in Cairo to business hubs in the Gulf, MAK's projects don't just fill space they inspire feeling.





But MAK cares about more than buildings. They treat clients as partners, weaving their unique stories into every project, whether it's a hotel or an office. They also focus on community, hosting events like workshops and the Mahally Award competition to support young designers and keep creativity alive in the region. The Founders: Three Minds, One Vision MAK's strength comes from its founders, each bringing their expertise

**Karim El Assal: The Nature Lover** Karim, co-founder of SEGMENTS Architects, designs spaces that blend people and nature. His award-winning projects, like Golden Park, use raw materials to create peaceful, eco-friendly spaces. "Natural materials show real beauty that polished surfaces can't," he says.

**Mona Hussein: The Multitasker** With 30 years in design, Mona leads MAK's creative heart. She runs her own design studio, an academy for students, and has won multiple awards. Her work from beach resorts to offices mixes practicality with elegance. She also mentors young designers, teaching them to find inspiration in everyday life and tradition

**Ahmed Hussein: The Personalizer** Ahmed turns spaces into stories. Since 2008, his studio has crafted custom interiors for homes and businesses, winning a 2021 Luxury Lifestyle Award. He combines tech and craftsmanship to make spaces reflect their owners' personalities. "A great space should improve your life, not just look nice," he explains.

**Building a Legacy** Together, the trio creates projects that honor the past while embracing innovation. Karim's nature-inspired designs, Mona's educational spaces, and Ahmed's personalized interiors all share a deep respect for heritage. Beyond design, MAK supports youth programs and cultural projects, aiming to keep tradition alive in a fast-changing world.

In a time where modernization often overshadows history, MAK proves that progress and tradition can coexist. Their work isn't just about buildings—it's about creating lasting legacies. As they look to the future, MAK remains focused on one goal: designing not just for today, but for generations to come. For those who experience MAK's work, the result is clear: a place where culture lives, creativity thrives, and people feel they belong..



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# A Journey of Precision, and Purpose: Rahaf AlOgaily's Inspiring Path

Rahaf's journey is a testament to her commitment to making a difference in the world through healthcare, entrepreneurship, and community service. **From Dentistry to Nail Artistry:** Bridging Fields with Precision Rahaf's journey began with her love for dentistry, a field that allowed her to combine care and meticulous attention to detail. However, her entrepreneurial spirit led her to explore beyond the dental chair. Drawing from the materials and techniques she mastered as a dentist, she launched a nail salon. This venture redefines the intersection of beauty and precision, creating a space where artistry meets functionality. Her innovative approach stems from her belief that skills are transferable across fields. Rahaf's salon is more than a business; it's a celebration of creativity, skill, and

Rahaf AlOgaily, a 30-year-old dentist and businesswoman, is a trailblazer who blends precision and passion into her multifaceted career. As a certified personal trainer, dedicated volunteer, and owner of a nail salon,

her dedication to empowering others to embrace their unique beauty. **The Heart of Community Service** Beyond her professional endeavors, Rahaf's passion for giving back shines through. She has devoted her time to volunteering with organizations such as the Ministry of Health, the Saudi Red Crescent Authority, and the Disabled Children Association. These experiences shaped her worldview, teaching her the value of compassion and the importance of serving her community. One of the most transformative moments in her career ifoundly impacted her, reminding her of the human

spirit. These lessons inspire Rahaf to use her blessings to uplift others and to advocate for inclusivity and understanding in every aspect of her work. **Turning Pain into Purpose:** A Pivotal Career Moment Rahaf recalls a heart-breaking experience that reshaped her outlook on life and work. She was devastated to learn of the tragic loss of a dental assistant who had been part of her team. This event served as a stark reminder of the invisible battles people face. Motivated by this experience, Rahaf became an advocate for mental health awareness. She strives to create environments where individuals feel seen, heard, and supported. "Compassion and empathy are crucial," she says. "They remind us that success isn't just about what we achieve but how we uplift those around us."



# Sustainability and Innovation in Dentistry



ustainability plays an essential role in Rahaf's dental practice. She emphasizes the use of eco-friendly products such as biodegradable floss and recyclable materials, aligning her work with global efforts to reduce environmental impact. Rahaf believes sustainability isn't just about protecting the planet it's a reflection of a socially responsible practice that attracts eco-conscious clients and contributes to a healthier future. This forward-thinking mindset highlights her dedication to innovation and adaptability in an ever-changing industry.

**Balancing Beauty and Functionality** For Rahaf, the creative process begins with understanding her clients' needs and blending beauty with functionality. Whether in dentistry or her salon, she ensures that her work reflects precision, aesthetics, and the values she holds dear. Her childhood fear of dental treatments inspired her to change the narrative for others, turning potentially traumatic experiences into positive, comforting ones. Similarly, her nail salon embodies her belief that beauty is both a reflection of God's creation and a way to enhance self-confidence. **Overcoming Challenges with Faith and Determination** Rahaf's career hasn't been without challenges. One of the greatest hurdles she faced was convincing others of her vision. Doubts and skepticism were constant companions in her early days, but her unwavering faith in God, the support of her family, and her belief in herself kept her moving forward. By staying committed to her values and continuously improving, Rahaf proved that perseverance and passion can overcome even the toughest obstacles. Her journey is a testament to the power of faith and determination in achieving success. **Inspiring the Next Generation** To aspiring professionals, Rahaf offers a simple yet powerful message: believe in yourself and your vision. "Curiosity, resilience, and a commitment to lifelong learning are essential," she says. "Master the basics, embrace innovation, and never underestimate the value of meaningful connections." Rahaf's story is one of transformation and purpose. Her ability to combine technical expertise with compassion, creativity, and innovation has allowed her to leave a lasting impact on her community and beyond. In everything she does, Rahaf exemplifies the belief that success isn't just about personal achievement it's about uplifting others and creating a positive legacy.



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# Dr. Adel Al Harbi

## A Visionary in Orthodontics

When it comes to transforming smiles and building confidence, few names resonate as strongly as Dr Adel Al Harbi a highly esteemed consultant, recognized for achieving the highest medical rankings across the Middle East, Europe, and Africa. As a key member of the medical team at Apex Care Clinics in Al-Qassim, Saudi Arabia, he consistently delivers exceptional healthcare, ensuring patient care and treatment excellence. The Making of a Pioneer Dr Al Harbi's academic and professional credentials are nothing short of extraordinary. After earning his qualification as an orthodontist, he pursued the Swedish Board in Orthodontics at the University of Gothenburg.

But his journey didn't end with academic accolades. Driven by a passion for innovation and continuous improvement, Dr Al Harbi immersed himself in international forums, joining prestigious organisations such as the American Association of Orthodontists. These affiliations not only enhanced his professional network but also ensured that his practice remains at the forefront of global advancements in orthodontics. Apex Care: Redefining Patient-Centric Orthodontics At the heart of Dr Al Harbi's mission is Apex Care, a clinic that has become synonymous with top-tier orthodontic solutions. Located in Buraydah, Saudi Arabia, Apex Care focuses on delivering personalised treatment plans tailored to each patient's unique needs. From traditional braces to the increasingly popular Invisalign system, Apex Care offers a comprehensive range of services. The clinic employs the latest technologies, including 3D imaging and digital planning, ensuring precision at every step. This technological edge allows Dr Al Harbi to create highly accurate treatment plans, minimising discomfort and maximising results. Beyond Clinical Excellence Dr Al Harbi's impact extends beyond his practice. As an advocate for education, he frequently shares his expertise through seminars, workshops, and collaborative projects. His vision is clear: to elevate the standard of dental care not just locally but globally. A Legacy of Smiles In a world where aesthetics and health often go hand in hand, Dr Adel Al Harbi stands out as a figure who bridges the gap seamlessly. Through his expertise and leadership at Apex Care, he has helped countless individuals achieve the smiles of their dreams.

But his legacy is more than just smiles it's about empowering people with confidence, transforming lives, and inspiring a new generation to carry the torch forward. For Dr Al Harbi, orthodontics is not just a career but a calling one that he continues to pursue with unyielding passion and dedication. Apex Care: More Than Just Orthodontics Dr Adel Al Harbi's vision for Apex Care was simple yet profound: to create a space where science meets compassion. Over the years, this clinic has evolved into a beacon of excellence in orthodontic care across Saudi Arabia. The Apex Care Philosophy At its core, Apex Care is built on three pillars: precision, innovation, and empathy. Dr Al Harbi's belief that orthodontics goes beyond aesthetics is reflected in every aspect of the clinic. Patients are not merely cases; they are individuals with unique needs, concerns, and aspirations. Cutting-Edge Treatments are One of the defining features of Apex Care is its embrace of technology. The clinic boasts state of art equipment that allows for precise diagnostics and treatment planning. Advanced imaging systems, such as 3D cone beam CT scans, enable Dr Al Harbi to visualise complex cases in remarkable detail, ensuring optimal results for even the most challenging conditions. In addition to traditional braces, Apex Care is a recognised provider of Invisalign, a discreet and effective alternative that



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Community Impact Dr Al Harbi's work at Apex Care is not confined to the walls of the clinic. His dedication to the community is evident in his outreach initiatives, which focus on raising awareness about oral health. From hosting free dental check-ups to conducting workshops in schools, Apex Care is deeply invested in educating the public. Looking Ahead As Apex Care continues to grow, its mission remains unchanged: to provide world-class orthodontic care while maintaining the personal touch that sets it apart. For Dr Al Harbi, the journey is far from over. He envisions a future where advanced orthodontic solutions are accessible to all, fostering a culture of preventive care and lifelong oral health. And with every patient who leaves his clinic smiling brighter, his vision becomes a reality. His legacy, much like the smiles he creates, is built to last.







# Revolutionizin Egypt's Furniture Industry

A Vision Rooted in Tradition and Innovation

From humble beginnings to becoming a trailblazer in Egypt's furniture and decor industry, Engineer Awad Rashad's story is one of perseverance, passion, and vision. Born into a family deeply connected to craftsmanship and design, Rashad's early life was shaped by the artistry he witnessed in his hometown. "My father was a carpenter who treated every piece of wood like a work of art," Rashad recalls. "Growing up in that environment taught me the value of precision, patience, and creativity." As a child, Rashad often spent hours in his father's workshop, fascinated by the transformation of raw materials into exquisite furniture. This early exposure ignited his curiosity and laid the foundation for his future career. Encouraged by his family, he pursued engineering, blending technical expertise with the artistic flair inherited from his upbringing. Overcoming Challenges in Furniture Manufacturing Today, Rashad is one of the most prominent figures in Egypt's furniture industry, known for his relentless drive to push the sector forward. However, the journey has not been without challenges. The Egyptian furniture industry faces significant hurdles, including high production costs, limited resources, and the need to align with international standards. Rashad notes, "We struggle to create products that meet global expectations. But in the past nine years, we've made remarkable progress, with Egyptian furniture now competing with European products in terms of quality and durability."



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Despite these achievements, Rashad believes government intervention is critical to sustaining growth. Key areas of focus include: Export Incentives: Supporting manufacturers to explore international markets. Simplified Regulations: Reducing bureaucratic barriers for businesses. Investment in Technology: Encouraging innovation to enhance productivity. The Role of Global Exposure Rashad credits much of the industry's recent progress to global exposure through international trade fairs. These events have allowed Egyptian manufacturers to stay updated on global trends, materials, and designs. "Frequent participation in trade fairs has been a game-changer," Rashad explains. "It has opened our eyes to the possibilities and pushed us to innovate."



**Talent, Innovation, and Technological Advancement** A firm believer in the power of education and innovation, Rashad emphasizes that talent alone is not enough. "You must stay informed, evolve with the times, and adopt new technologies," he asserts. His company is currently working on a groundbreaking project to integrate artificial intelligence (AI) into woodcutting machines. This initiative, developed in collaboration with a Dutch company, aims to optimize efficiency and minimize waste. Scheduled for testing by 2026, the project exemplifies Rashad's commitment to blending tradition with modernity. Additionally, Rashad has played a key role in introducing 11 new types of wood to the Egyptian market over the past 12 years, catering to evolving consumer tastes and positioning local products on par with international standards. **Advice for Aspiring Entrepreneurs** For young entrepreneurs looking to make their mark in the furniture industry, Rashad offers three guiding principles:



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- 1- Solve Market Problems:** Identify challenges in the market and provide innovative solutions.
- 2- Take Calculated Risks:** Step outside your comfort zone, but base your decisions on thorough research.
- 3- Leverage Technology:** Embrace advancements to innovate and stay competitive. A Vision for the Future Reflecting on the challenges posed by global crises, Rashad acknowledges the need for stability and resilience. He envisions a future where Egypt's furniture industry becomes a global leader, driven by innovation, sustainability, and skilled talent. "The Egyptian market is evolving rapidly, and we have the resources to match global standards. Dream big, work hard, and let ambition guide your path," Rashad concludes. From his family's workshop to leading cutting-edge projects, Engineer Awad Rashad's journey is a testament to the power of tradition, innovation, and perseverance. As the Egyptian furniture industry continues to evolve, leaders like Rashad ensure that its rich legacy will not only endure but thrive on the global stage. Building on Engineer Awad Rashad's visionary insights, the future of Egypt's furniture industry hinges on a balanced integration of innovation, sustainability, and global competitiveness. To sustain its momentum, the industry must



continue investing in green manufacturing and leveraging smart technologies. By adopting eco-friendly practices and smart solutions, Egypt can create products that cater to the needs of a global, environmentally conscious market while enhancing its competitive edge. Moreover, fostering a culture of continuous education and innovation is pivotal. Rashad's emphasis on blending talent with education highlights the importance of staying informed about market trends and technological advancements. A skilled and adaptable workforce can not only meet contemporary demands but also pioneer new design and production paradigms. Collaboration remains a cornerstone of success. Engaging in global partnerships, attending international trade fairs, and participating in knowledge exchanges are essential strategies to stay ahead in a competitive landscape. Such efforts can ensure that Egyptian furniture manufacturers are equipped with the latest tools and techniques to thrive on a global scale. Ultimately, Rashad's vision underscores the critical role of resilience, adaptability, and entrepreneurial spirit. By embracing these values, the Egyptian furniture industry can position itself as a symbol of excellence, innovation, and sustainability. The future lies in dreaming big, pushing boundaries, and inspiring the next generation to lead with creativity and purpose.



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# Dr. Amr Abdalla Ibrahim,

In the ever-evolving realm of aesthetic medicine, certain names transcend the ordinary, embodying a legacy of innovation, skill, and compassion. One such luminary is Dr. Amr Abdalla Ibrahim, an Egyptian consultant and board-certified plastic surgeon whose career spans over three transformative decades. With an unparalleled commitment to both science and artistry, Dr. Ibrahim has redefined the standards of plastic surgery, establishing himself as a beacon of excellence in the field. A Journey of Academic and Professional Distinction Dr. Ibrahim's journey into the world of aesthetic and reconstructive medicine is marked by an unwavering pursuit of knowledge and mastery. Graduating with an MB.B.Ch. from Ain Shams University in Cairo in 1995, his academic foundation set the stage for a remarkable career. By 2000, he had completed his Master of Science in Surgery, a testament to his dedication to surgical precision and innovation. In 2007, Dr. Ibrahim's expertise earned him membership in the Royal College of Surgeons of England (MRCS), a prestigious credential that underscored his proficiency in reconstructive surgery. Not content to rest on his laurels, he furthered his academic achievements with an MSc in Surgical Science from Imperial College London in 2011. His crowning accomplishment came in 2012 when he earned certification from the European Board of Plastic, Reconstructive, and Aesthetic Surgery in Munich, Germany.

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a distinction that cemented his reputation as a leader in his field. A Career Defined by Precision and Compassion Over the past 30 years, Dr. Ibrahim has honed his craft across diverse roles and environments. His early career as a military surgeon for nearly two decades equipped him with unmatched adaptability and surgical precision, skills that would later define his civilian practice. In the United Kingdom, he furthered his expertise as a plastic surgery fellow, mastering advanced techniques and innovative approaches that would set him apart. For the past ten years, Dr. Ibrahim has served as a senior registrar at Cidic Clinics in Riyadh, Saudi Arabia. Here, he has garnered widespread acclaim for his ability to blend technical

mastery with an empathetic approach, creating life-changing outcomes for his patients. His dedication to patient-centered care and mentorship has solidified his reputation as a world-class surgeon and an inspiration to the next generation of aesthetic professionals. VITALÉ Clinics: A Visionary Approach to Aesthetic Medicine Recognizing the burgeoning demand for advanced, patient-focused cosmetic procedures in Saudi Arabia, Dr. Ibrahim took a bold step in 2024 by founding VITALÉ Clinics. This groundbreaking concept reimagines the aesthetic experience, offering a holistic approach that prioritizes both physical transformation and emotional well-being. At the heart of VITALÉ Clinics is a philosophy that true beauty lies in harmony where external aesthetics align seamlessly with inner peace. The clinic's bespoke treatments focus on empowering patients, enhancing their natural features while fostering confidence and self-assurance. Redefining the Patient Journey

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VITALÉ Clinics is not just a medical facility; it's a sanctuary of transformation. Designed to meet the needs of the modern aesthetic client, the clinic offers one-day aesthetic procedures that blend convenience with world-class care. Each treatment is meticulously crafted to deliver exceptional results while minimizing downtime, ensuring patients can return to their routines with renewed confidence. The clinic's innovative approach extends to its comprehensive aftercare program, which emphasizes recovery and long-term well-being. This commitment to holistic care reflects Dr. Ibrahim's dedication to exceeding patient expectations, setting VITALÉ apart as a leader in the region's aesthetic landscape. A Commitment to Excellence and Sustainability At VITALÉ Clinics, excellence is not just a goal—it's a standard. Dr. Ibrahim and his team are deeply committed to delivering personalized treatments tailored to the unique needs of each client. From non-invasive procedures to transformative surgeries, every treatment is performed with the utmost precision and care. In an era where sustainability has become a global imperative, VITALÉ Clinics embraces By utilizing advanced, sustainable materials and ethical production methods, the clinic ensures that its impact extends beyond the a healthier

**P**lanet. Pioneering Innovation on a Global Stage Dr. Ibrahim's influence extends far beyond the walls of his clinic. A collaboration with a renowned global model in London catapulted VITALÉ Clinics into the international spotlight, showcasing its cutting-edge designs and transformative results.

This project highlighted the clinic's ability to resonate with a global audience, setting a benchmark for innovation and artistry in aesthetic medicine. The Future of Aesthetic Medicine As the industry evolves, Dr. Ibrahim envisions a future where sustainability and personalization take center stage. With a growing demand for eco-friendly practices and individualized treatments, VITALÉ Clinics is poised to lead the charge, offering solutions that cater to the diverse preferences of modern clients. Dr. Ibrahim's commitment to staying ahead of trends ensures that VITALÉ remains at the forefront of innovation. Through ongoing research, engagement with the global aesthetic community, and participation in prestigious events, the clinic continues to redefine what's possible in aesthetic medicine.





# The Life of Dr. Heba Farouk

Dr. Heba Farouk has carved a remarkable path in the field of dermatology and aesthetic medicine over her 23 year career. Her story is one of serendipity, passion, and an unwavering commitment to her profession. She reflects on her journey with gratitude and enthusiasm, eager to share her experiences with others. She expresses a deep sense of gratitude, acknowledging that even if she had not initially become a dermatologist, she would have spent her life striving to enter this field. Her passion for her work is evident, as she credits her career choice with giving her a profound sense of purpose and fulfillment. Dr. Farouk's entry into dermatology was not a conventional one. She admits that stepping into this uncharted territory was both risky and challenging. However, these challenges only fueled her determination. She viewed every new procedure and innovation as an opportunity to grow and learn, even if it meant taking risks. This adventurous spirit and willingness to embrace the unknown set the foundation for her success. At the time she began her career, the field was not as well-known or celebrated as it is today. Despite the challenges, she embraced the opportunity to work in an area that was relatively new and evolving. Although she initially had limited knowledge about dermatology, especially in aesthetic procedures—which were still in their experimental phases she was determined to learn and grow.

Her early days were filled with uncertainty, but Dr. Heba saw this as a thrilling challenge rather than a setback. The aesthetic field offered a unique landscape, one where innovation and trial were the norms. This environment pushed her to step out of her comfort zone, take risks, and strive for excellence. This pivotal decision set the course for her future, transforming her life in ways she could never have imagined. As she delved deeper into the intricacies of dermatology, Dr. Heba began to cultivate her skills and expertise. She dedicated herself to hard work, focusing on gaining experience and achieving tangible results. For her, ensuring patient satisfaction and delivering effective treatments became paramount. In her eyes, the journey towards mastering her craft was as significant as the outcomes she achieved for her patients. Over the years, Dr. Heba's reputation grew, and she became a well-respected name in her field. Her commitment to continuous learning and improvement allowed her to stay ahead of emerging trends and advancements. Dr. Heba believes in setting no limits on what one can achieve. Her vision for her career remains expansive, and she is continually motivated to push boundaries and explore new horizons.





**D**ermatology and aesthetic medicine. In a world where careers can often feel like a race, Dr. Farouk advocates for a more mindful approach. She encourages aspiring dermatologists and medical professionals to pursue their passions. Her journey is a testament to the idea that when one aligns one's work with their passions, success and satisfaction are inevitable. As she continues her journey in dermatology and aesthetic medicine, Dr. Heba Farouk remains an inspiration to many. Her story reminds us that with dedication, love, and a willingness to embrace challenges, one can create a fulfilling and impactful career. Through her work, she not only transforms the lives of her patients but also contributes to the evolving narrative of dermatology as a respected and vital medical field. Dr. Farouk's hard work and dedication paid off as she gained expertise in her field. Over time, her reputation grew, and so did her name.

She attributes this success to her commitment to achieving tangible results, which she values as much as, if not more than, her patients do. For her, the journey has been as much about personal growth and discovery as it has been about professional achievement. Her passion for her work is boundless, and she remains determined to push the limits of what she can achieve in her career. Dr. Farouk's story is a testament to the power of passion and perseverance. Her journey highlights the importance of taking risks, embracing challenges, and committing oneself fully to one's chosen path. It also serves as an inspiration to others, showing that with love and dedication, it is possible to achieve great things and make a meaningful impact in one's field. As she continues to grow and contribute to the field of dermatology and aesthetic medicine, Dr. Heba Farouk remains a shining example of what it means to truly love one's work. Her journey is not just a story of professional success but also a celebration of the human spirit and its capacity for growth and transformation.



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# Ohoud Mazhar

## harmonious blend of modernity and tradition with OD Design

In the realm of interior design, Saudi designer Ohoud Mazhar stands out as a shining name, blending modern aesthetics with traditional elements to create spaces that resonate on multiple levels. Her work at OD Design is a testament to her commitment to pushing boundaries while honoring cultural heritage, as the founder of OD Design, an interior design studio based in Saudi Arabia, Ohoud has successfully managed to blend luxury, innovation, and practicality to redefine interior spaces. This harmonious blend is not merely a stylistic choice; it reflects her deep understanding of the importance of identity in design. Her firm specializes in transforming ordinary environments into extraordinary ones. The Vision Behind OD Design is well known for its unique approach to interior design. From sophisticated hidden doors to Dior-inspired aesthetics, OD Design's portfolio is a testament to its ability to merge modern trends with timeless designs. OD Design's projects go beyond mere aesthetics; they embody a deep understanding of spatial dynamics and client requirements. Whether designing a luxurious villa, a contemporary apartment, or a professional workspace, the firm tailors each project to ensure that it resonates with its intended purpose. The ability to balance practicality with high-end design has positioned OD Design as a leader in the competitive world of interior design. A harmonious blend of modernity and tradition is the main pillar of Ohoud Mazhar's work. She draws inspiration from global trends while staying true to her Saudi roots, resulting in designs that are both unique and culturally resonant keeping with her original roots. Her dedication to crafting spaces that evoke beauty, and functionality is what made her a prominent figure in the interior design field. The main pillar on which OD Design stands is its founder, Ohoud Mazhar, the aspiring designer. Her approach to designing is deeply personal. She believes in understanding her clients' stories, lifestyles, and aspirations to create spaces that truly feel like home. Her attention to detail is evident in every project, from the selection of materials to the organization of furniture and decor. Beyond her designing skills, Ohoud has also made appearances on television programs, such as the popular Saudi show "Sayidaty," in which she shared her insights and thoughts on the role of home decor in enhancing psychological well-being. Her involvement in the media,

particularly through appearances on popular television programs, allows her to share her vision on a broader scale. She emphasized how colors, textures, and layouts can influence mood and create a supportive environment, particularly for those in recovery or seeking a comfortable and cozy living space. Her advice highlights the transformative power of design, not just as an art form but as a tool for improving quality of life. A Philosophy of Design Mazhar's philosophy of design revolves around creating spaces that inspire and motivate. She is characterized by her ability to evoke emotion. She believes that the spaces we inhabit significantly influence our moods and well-being. She believes that a well-designed space can have a profound impact on one's emotions, productivity, and overall well-being. This philosophy is evident in her work, in which she combines elements like natural light, and soothing colors to create environments that feel both luxurious and inviting. By incorporating natural light, thoughtful layouts, and soothing color palettes, she crafts environments that are both luxurious and comforting. Her



philosophy emphasizes that a well-designed space can enhance productivity, foster creativity, and promote emotional wellness. This understanding is particularly relevant in today's fast-paced world, where the physical environment can profoundly affect mental health. The meticulous attention to detail that Ohoud applies to her projects is evident in every aspect, from the choice of materials to the arrangement of furnishings. Each design element is selected not only for its aesthetic appeal but also for its functional role in the overall space. This careful consideration ensures that her projects are as practical as they are beautiful, making her a sought-after designer for both residential and commercial spaces. Ohoud is also passionate about mentoring young designers and contributing to the growth of the interior



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design industry in Saudi Arabia. She is dedicated to nurturing the next generation of designers. Her mentoring initiatives focus on empowering young talents, encouraging them to explore their creativity and embrace their unique perspectives. Through workshops, collaborations, and social media, she shares her knowledge and experiences, encouraging young designers to pursue their creative dreams. Her role as a mentor reflects her commitment to fostering talent and innovation in the field.

Ohoud Mazhar and OD Design are redefining interior design in Saudi Arabia. Through a combination of innovative designs, a strong social media presence, and a passion for creating meaningful spaces. Ohoud's dedication to her craft continues to inspire, making OD Design a beacon of creativity and excellence in the world of interior design.

As OD Design continues to gain recognition, Ohoud Mazhar remains a beacon of creativity and excellence. Her ability to merge modernity with tradition not only defines her work but also sets a standard for the future of interior design in the region. By prioritizing client stories, cultural resonance, and emotional impact, she is reshaping how spaces are perceived and experienced. In doing so, Ohoud not only transforms interiors but also transforms lives, making her a pivotal figure in the ever-evolving world of design.





# Dr. Mohammed Al Asqah

## Redefining Dentistry with Compassion and Innovation

A Passion for Dentistry Dr. Mohammed Al-Asqah's journey into dentistry is marked by a deep passion for improving lives through healthcare. His commitment to excellence has been the driving force behind his academic and professional achievements, as well as the success of his practice. Inspired by the transformative power of a healthy smile, he has dedicated his career to not only treating dental issues but also educating people about the importance of oral hygiene. The Dental Clinic: A Haven of Care Located at the heart of his community, Dr. Al-Asqah's dental clinic offers a comprehensive range of services designed to meet the diverse needs of patients. From routine check-ups and cleanings to advanced cosmetic and restorative procedures, the

Dr. Mohammed Al-Asqah is a distinguished figure in the field of dentistry, known for his exceptional clinical skills and a compassionate approach to patient care. Through his thriving dental clinic and an active online presence, Dr. Al-Asqah has built a reputation as a trusted professional dedicated to enhancing oral health and spreading smiles

clinic is equipped with state of art technology and staffed by a team of highly trained professionals. Dr. Al-Asqah's approach to patient care is centered on empathy and understanding. He takes the time to educate patients about their oral health, ensuring they feel empowered and informed about their treatment options. Commitment to Innovation Innovation is a cornerstone of Dr. Al-Asqah's practice. He continually invests in the latest dental technologies to ensure his patients receive the best possible care. From digital imaging systems that enhance diagnostic accuracy to

minimally invasive techniques that prioritize comfort, his clinic remains at the forefront of modern dentistry. Dr. Al-Asqah also keeps abreast of the latest research and advancements through continuous education. His dedication to learning reflects his belief that staying informed is essential to providing top-tier care in a rapidly evolving field. By integrating cutting-edge methods and materials, Dr. Al-Asqah ensures that his patients benefit from the most effective and comfortable treatments available. Building a Community of Trust Beyond clinical excellence, Dr. Al-Asqah is deeply committed to fostering a sense of trust and connection with his patients. He understands that many individuals experience anxiety about dental visits, and he strives to create



# A Welcoming Environment where they

feel safe and supported. His warm demeanor and genuine care for his patients have made him a beloved figure in the community.



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Building a Community of Trust Beyond clinical excellence, Dr. Al-Asqah is deeply committed to fostering a sense of trust and connection with his patients. He understands that many individuals experience anxiety about dental visits, and he strives to create a welcoming environment where they feel safe and supported. His warm demeanor and genuine care for his patients have made him a beloved figure in the community. Dr. Al-Asqah also engages with the local community through outreach programs and partnerships. By organizing free dental check-ups, workshops, and awareness campaigns, he aims to make oral healthcare accessible to underserved populations. His efforts reflect his belief that everyone deserves a healthy smile, regardless of their circumstances.





# SYMETRY'S JOURNEY



of Innovation and Passion in Furniture Design From a small family workshop to becoming a leader in custom furniture and design, the story of this unique business is one of passion, dedication, and a relentless pursuit of quality. For the founder, the journey began long before the first piece of furniture was ever crafted. A passionate lover of design and furniture, that always found himself at the helm of decisions in his family and friend circle when it came to choosing and coordinating décor and furniture. This natural inclination towards design led to the birth of a family-run project that would soon evolve into something much larger. What started as a modest workshop primarily focused on wedding setups and event organization took a bold step forward with the addition of a furniture and décor division. This transition marked the beginning of a new era one where creativity met precision, and dreams were transformed into tangible realities. Their first major project came in collaboration with Safa Real Estate Development Company, where the team was tasked with creating custom woodwork for the corridors of ten buildings. This project would set the stage for the growing reputation

of the company and open the doors to numerous opportunities in both residential and commercial sectors. As the years passed, the company evolved, steadily expanding its reach and capabilities. The factory, initially small, now sees year-on-year growth due to the increasing demand for its custom-made products and the diversification of projects. Today, the team prides itself on delivering furniture that is as unique as the clients themselves. Whether it's for a home, office, or large-scale project, their specialty lies in creating pieces that perfectly match the client's vision, down to the finest detail. Their strength lies in their flexibility and dedication. Clients can choose the materials, colors, and dimensions of each piece, ensuring the final result is precisely what they've envisioned.



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What makes this company truly unique is its ability to deliver exactly what the customer desires. "We craft what they dream of," says the founder. This commitment to bringing their clients' visions to life is a defining feature of their approach. From concept to creation, the team works closely with clients to ensure every detail is perfect. By using advanced machinery and techniques, the company is able to produce custom furniture and décor that meets the highest standards of craftsmanship, all while adhering to the specific preferences of each client. Technology plays an integral role in the production process. With state of art woodworking machines and tools, the team can create complex designs with precision, ensuring the final product not only looks beautiful but is built to last. Despite the reliance on technology, however, the company's roots remain deeply tied to tradition. Most of the materials used in their projects are locally sourced, with only a few specialized items being imported. This commitment to local sourcing not only supports the economy but also allows the team to maintain complete control over the quality of the materials they use. Customer satisfaction is the company's highest priority. "We try to understand what our clients want and help them choose the best materials to achieve results that satisfy them," the founder explains. This personalized approach has led to long-lasting relationships with clients, who return time and again for their design needs. One of the challenges the company faces is staying ahead of constantly changing trends. "Tastes really vary annually depending on fashion," says the founder, acknowledging the need to remain

adaptable. The company keeps pace with shifting trends by listening to the desires and feedback of its clients, ensuring their designs are always fresh and relevant. In addition to client demands, another significant challenge has been assembling a highly skilled team. The founder highlights the importance of cultivating a professional workforce, one that shares the same passion for design and craftsmanship. "Building a professional team is one of the biggest challenges, but it's essential to our success," they share. One of their most notable achievements has been the design and execution of the "Symetry" exhibition, which showcased their full capabilities. Every aspect of the exhibition was designed and created in-house, demonstrating the level of expertise and commitment to excellence that defines the company. As the business continues to expand, the team remains focused on maintaining the balance between innovation, quality, and customer satisfaction. Through dedication, creativity, and an unwavering commitment to quality, this company is not just making furniture—it's making dreams come true. Whether you're looking for modern, contemporary pieces or bespoke, one-of-a-kind designs, this company offers the perfect solution to bring your vision to life. Through dedication, creativity, and an unwavering commitment to quality, this company is not just making furniture—it's making dreams come true. Whether you're looking for modern, contemporary pieces or bespoke, one-of-a-kind designs, this company offers the perfect solution to bring your vision to life.







# HUSSEIN ALI

## Revolutionizing Interior Design with Creativity and Passion

**H**ussein Ali, a celebrated interior designer and founder of HA Design House, has carved a unique name in the world of design by blending innovation with timeless aesthetics. His work reflects a deep understanding of spatial dynamics, functionality, and artistic flair which made him earn a reputation as a trailblazer in the industry. A Journey Rooted in Education and Vision Hussein Ali's journey into the world of design began with a strong foundation in academia. He holds an associate's degree in interior design from the National Design Academy (NDA), Staffordshire University, UK, which he completed in 2017. His studies at NDA provided him with a solid grounding in design

The Birth of HA Design House Hussein Ali's passion for transforming spaces led to the establishment of HA Design House, a firm that stands at the forefront of interior design innovation. Hussein's design philosophy revolves around the belief that every space has a story to tell. By integrating elements of tradition and modernity, he creates environments that resonate with the emotions and lifestyles of his clients. This approach is exemplified in one of his notable projects the Vintage branch at the Courtyard Sheikh Zayed in Cairo. The project's warm, relaxed atmosphere and innovative use of materials like solid oak and Spanish floor tiles have garnered widespread acclaim

Design Philosophy: When Art Meets Functionality Hussein Ali's design ethos are guided by the idea that spaces should be both aesthetically pleasing and highly functional.





He emphasizes the use of high-quality materials and meticulous attention to detail, ensuring that each project reflects the personality and preferences of its occupants. His designs often incorporate natural elements, rich textures, and innovative lighting solutions to create harmonious and inviting interiors. A signature feature of Hussein's work is his ability to reimagine traditional design concepts in contemporary ways. By doing so, he bridges the gap between the past and the present, offering designs that are both timeless and relevant. A Legacy of Excellence Under Hussein Ali's leadership, HA Design House has become a beacon of excellence in the interior design industry. The firm's projects stand out for their creativity, attention to detail, and commitment to sustainability. By prioritizing eco-friendly materials and practices, Hussein ensures that his designs not only enhance space but also contribute positively to the environment. Hussein's ability to translate his clients' visions into reality has earned him a loyal following and numerous accolades. His work has been featured in prominent design publications and showcased on platforms like Instagram, where he shares his latest projects and design inspirations with a global audience. Inspirational Leadership and Mentorship As a leader and mentor, Hussein Ali inspires emerging designers to pursue their passion and push the boundaries of creativity. He often collaborates

with young talent, fostering a culture of innovation and continuous learning at HA Design House. His belief in the transformative power of design motivates his team to deliver exceptional results in every project. Hussein's favorite quote, "Live as if you were to die tomorrow. Learn as if you were to live forever," by Mahatma Gandhi, encapsulates his approach to life and work. This philosophy drives him to embrace new challenges, explore innovative ideas, and strive for excellence in all aspects of his career. The Future of HA Design House Looking ahead, Hussein Ali envisions HA Design House expanding its footprint both locally and internationally. With a focus on cutting-edge design solutions and sustainable practices, he aims to redefine the way people experience and interact with their surroundings. His commitment to pushing the boundaries of creativity ensures that the firm remains at the forefront of the interior design industry. In a world where design trends come and go, Hussein Ali's work stands as a testament to the enduring power of thoughtful and innovative design. His ability to transform spaces into works of art has not only elevated the standards of the industry but also enriched the lives of those who inhabit his creations. Hussein Ali's journey from an aspiring designer to a leading figure in the industry is a story of passion, perseverance, and innovation. Through HA Design House, he has redefined interior design by seamlessly blending aesthetics with functionality and tradition with modernity. His work continues to inspire and influence the design community, leaving an indelible mark on the spaces he transforms and the people he touches. As he continues to explore new horizons.



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# Anat Spa

## A Harmony of Serenity and Splendor

In the heart of Dammam and Khobar, a sanctuary for the soul has been established ANAT Spa, where every touch, every aroma, and every detail is curated to create a symphony of serenity and luxury. This international award winning spa, crowned as the Best Luxury Spa, has set a new standard in the world of wellness and relaxation. The journey of ANAT Spa, infused with passion, resilience, and a deep rooted commitment to excellence, serves as a testament to the transformative power of holistic well-being. Defining Moment, A pivotal decision to institutionalize the business, creating a self sustaining entity with structured systems and procedures, was made This transformation allowed ANAT Spa to operate seamlessly, even in the absence of its visionary founder. Such foresight ensured that the spa's legacy of excellence would endure, providing a consistent and unparalleled experience for clients. Cultural Roots, Identity, The rich cultural heritage and spirited upbringing in the mountainous regions, where warmth and hospitality flow like the natural springs, have deeply influenced the identity of ANAT Spa. The Saudi culture, with its innate need for a serene and relaxing environment amidst the heat, inspired the creation of a tranquil haven, a serene and relaxing environment amidst the heat, This cultural backdrop, marked by a vibrant and dynamic spirit, shaped the ethos of ANAT Spa, making it a place of rejuvenation for the body and soul, visual arts, and fine craftsmanship. Each artistic expression nurtures the soul and informs the design and services offered, ensuring that every aspect of the spa exudes beauty and refinement. The inception of new projects at ANAT Spa begins with a visionary approach towards integrating beauty with mental health and well-being. Embracing a holistic perspective, the spa aims to transcend traditional cosmetic

treatments, focusing instead on promoting overall wellness and inner peace. Advanced administrative knowledge and a strategic use of technology have been skillfully employed to balance technical precision with aesthetic elegance in every project. From offering impeccable hospitality to client evaluations, internal management, feedback collection, and a robust social media presence, every aspect of the business has been meticulously crafted to enhance the client experience. Sustainability remains at the core of ANAT Spa's operations. Ensuring that the business operates independently of any single individual's presence, a resilient system and processes were established. This approach guarantees that the spa remains robust and sustainable, unaffected by any potential disruptions.

Overcoming Challenges, The journey of transforming an academic career into a thriving business venture posed significant challenges. The stark contrast between theoretical knowledge and real-world business operations was navigated with determination. Government procedures, human resources management, and the practical aspects of running a business were all mastered, turning initial obstacles into stepping stones for success. A Project Close to the Heart, The greatest pride is



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not found in multiple projects but in the singular dedication to ANAT Spa. The personal journey of self transformation, overcoming numerous challenges, and building ANAT Spa from the ground up stands as the most significant achievement. This project, born from personal growth and perseverance, holds a special place in the heart of its founder. Creativity and innovation are continually nurtured through various sources of inspiration. Client feedback serves as a valuable insight, sparking new ideas and refining existing services. Observing the world and drawing inspiration from every interaction and experience ensures that the spa remains a vibrant and dynamic space. A dedicated customer service team manages all communication channels, including Instagram, Snapchat, WhatsApp, and Google Maps. Ensuring that clients' visions are realized with meticulous care, feedback links are sent to keep updated with every client's opinion and feedback.



Feedback links are sent post service to maintain an open line of communication. Listening to clients and adapting to their needs is the foundation of ANAT Spa's success. Advice for Aspiring Entrepreneurs, For those looking to follow in similar footsteps, clarity of vision and understanding the unique value offered to the market are essential. Success lies not in offering a generic array of services but in creating a distinct brand identity with a clear purpose and value proposition. Differences in vision between clients and the spa are addressed with patience and understanding. Listening to both sides, analyzing the situation, and ensuring that clients are satisfied with the resolution is the approach taken. Compensation and efforts to exceed client expectations are made to maintain trust and satisfaction. Maintaining a clear distinction between personal and professional time is crucial. Prioritizing mental health, physical fitness, and hobbies ensures a balanced life, enabling one to handle challenges with grace and hobbies ensures a balanced life, enabling one to handle challenges with

grace and resilience. The Joy of Creation, The most enjoyable aspect of the work lies in creating and designing unique client experiences. From the beginning to the end of each service, every detail is crafted to ensure a memorable and transformative experience for the client. An enlightening moment came from reading a book on self-sustaining businesses. This revelation prompted a shift from micromanagement to building a system where the business could operate independently. This transformation ensured that ANAT Spa would thrive even in the founder's absence, preserving the hard-earned legacy. ANAT Spa, with its serene ambiance and luxurious offerings, continues to stand as a beacon of excellence in the wellness industry. The journey, filled with challenges, triumphs, and a deep-rooted passion for holistic well being, serves as an inspiration to many. The story of ANAT Spa is a testament to the power of vision, dedication, and the relentless pursuit of excellence. Every corner of the spa whispers a tale of serenity, inviting clients to immerse themselves in a world of tranquility and luxury.







# DN Interiors

Crafting Harmonious Dreams in Living Colors

DN Interiors is not just about creating spaces but about turning dreams into reality. This exceptional brand is defined by its journey, inspiration, and creative process. As an interior design engineer, a deep seated passion for colors, arrangement, and coordination has shaped the journey. The pursuit of excellence and relentless ambition has driven the path. Dreams and grand ambitions, coupled with a determination to achieve them, served as the driving force behind the venture. The support of a spouse, who introduced the idea and helped establish the project, played a crucial role. The early days were marked by significant challenges, often referred to as the "stagnation period." Despite immense effort, little

**In Riyadh, tradition blends seamlessly with modernity, and DN Interiors has carved out a niche in the world of interior design. Founded by a visionary designer, driven by a passion for colors, arrangement, and harmony,**

progress was seen initially. Overcoming feelings of frustration and failure, standing back up, and starting anew were some of the hardest yet most crucial moments in the career. A designer can never stop learning, and culture is an integral part of their life. Staying updated with trends and fashion in décor is essential for success and remaining competitive in today's market. Interior design encompasses a myriad of artistic elements, from fine arts, painting, and coloring to architectural art. The aim is to reflect this art in daily life, embodying emotions through design. The creative process begins with an idea, followed by a precise and meticulous

plan to implement that idea. Persistence and dedication are key to completing projects. Today's technology has greatly aided designers, enabling more accurate and easier presentations of ideas and designs to clients. Aesthetics and functionality are seen as two sides of the same coin. Beauty without function is useless, and functionality without beauty is incomplete. Sustainability plays a vital role in the work at DN Interiors. Commitment to using eco-friendly materials and methods ensures that designs are not only beautiful and functional but also kind to the planet. The most challenging project wasn't just one specific venture but dealing with different types of people in society.



# The Diversity in Mindsets

and ways of thinking can sometimes be difficult to manage, placing designers in awkward or stressful situations that can drain energy and spirit. However, there was a particular project that marked a turning point.

**A**ssociated with a famous personality, this successful experience contributed to significant professional development and holds a special place in the heart. Staying innovative and fresh in a competitive market involves continuous learning and education in architecture and design, understanding the market, new materials, and top trending products. Additionally, creativity and the unique application of ideas by designers play a crucial role. Client collaboration and ensuring their vision is realized involve a set mechanism. Meetings with clients at the beginning of projects to agree on all information and ideas are standard practice. Once the design is complete, it is presented to the client, allowing them to make changes until they are satisfied with the final result. Experience has taught that with time and numerous clients, learning how to satisfy them all and dealing with each person in a manner that suits their personality and preferences is essential. A growing emphasis on sustainable fashion and personalized designs catering to individual tastes is foreseen. New technologies play a significant role in today's fields. In interior design, technologies like AI enhance image quality, while programs that blend images into realistic videos help clients visualize their future spaces. Virtual reality also allows clients to virtually walk through their projects. In the past, interior design was seen as a luxury. Today, it has become essential for many. It is predicted that in the future, interior design will be a fundamental need that most people cannot do without. Maintaining a worklife balance remains a challenge, especially as a spouse, parent, and working individual. It's not an easy equation and requires constant effort and energy. The most enjoyable aspect of the work involves meeting clients and understanding their thoughts and design aspirations. As a social person, the interaction with diverse individuals is particularly gratifying.



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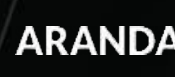
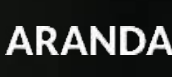


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# Dhai Space

## Crafting

Personalised Interiors with  
Cultural Elegance



In the vibrant world of interior design, Dhai Space stands as a beacon of personalised elegance and cultural sophistication. Founded by the cheerful and dynamic Dhai Yasser Mezayen, the firm has swiftly garnered attention for its bespoke designs that seamlessly blend tradition with modernity. Dhai's journey into the realm of interior design commenced at Umm Al-Qura University in Makkah, where she earned her degree. Post-graduation, she immersed herself in the industry by working at a local interior design firm in Jeddah for nearly three years. This period was instrumental in honing her skills and understanding the nuances of design aesthetics. However, her entrepreneurial spirit and desire for creative freedom led her to establish **Dhai Space**, where she now serves as her own boss, demanding nothing less than excellence from herself. **Dhai Space** is renowned for its client-centric approach. Dhai begins each project by engaging deeply with her clients, understanding their needs, personalities, and aspirations. This collaborative process ensures that every design is a true reflection of the client's vision, enhanced by Dhai's unique touch and inspiration. Her designs often incorporate elements from the western region's culture, a nod to her roots as a Makkah native. Additionally, her extensive travels to countries like Italy, Spain, and France have enriched her design perspective, allowing her to infuse international aesthetics into her projects.



Sustainability is a cornerstone of **Dhai Space's** design philosophy. Dhai meticulously selects materials that are not only aesthetically pleasing but also environmentally friendly. She emphasizes the incorporation of natural lighting and greenery, enhancing the quality of the space and promoting the well-being of its occupants. One of the most rewarding aspects of Dhai's work is witnessing the joy and satisfaction of her clients. She recalls her first major project as a significant milestone, where despite challenges and a tight schedule, her belief in herself and the trust placed in her by the client culminated in a successful outcome. Through **Dhai Space**, Dhai continues to inspire and influence the interior design landscape, not only by creating beautiful spaces but also by educating and raising awareness about the importance of personalized and functional design. Her journey reflects a blend of passion, dedication, and an unwavering commitment to excellence.

### Dhai Space: Merging Tradition with Innovation in Interior Design

In the ever-evolving field of interior design, Dhai Space has emerged as a distinctive entity that harmoniously blends cultural heritage with contemporary aesthetics. Founded by the effervescent and visionary designer, Dhai Yasser Mezayen, the firm has carved a niche by delivering bespoke interior solutions that resonate with clients' personal narratives and cultural backgrounds.

### The Genesis of Dhai Space

Dhai's foray into interior design was marked by her academic pursuit at Umm Al-Qura University in Makkah, where she developed a foundational understanding of design principles. Upon completing her degree, she embarked on a professional journey in Jeddah, working with a local interior design firm for nearly three years. This experience was pivotal in refining her design sensibilities and understanding the intricacies of client relationships. However, driven by an innate desire for creative autonomy and excellence, Dhai ventured into entrepreneurship, establishing Dhai Space. As the founder and principal designer, she holds herself to the highest standards, ensuring that each project embodies perfection and innovation.



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## Cultural Infusion and Global Inspirations

Being a native of Makkah, Dhai inherently incorporates elements of the eastern region's culture into her designs. This cultural infusion adds a layer of authenticity and relatability for clients from similar backgrounds. Moreover, Dhai's extensive travels to countries such as Italy, Spain, and France have broadened her design perspective, allowing her to seamlessly integrate international design philosophies with local traditions. This amalgamation results in spaces that are both globally inspired and locally grounded.

## Commitment to Sustainability

Sustainability is a fundamental aspect of Dhai Space's design ethos. Dhai is meticulous in selecting materials that are environmentally friendly and sustainable. She places significant emphasis on maximizing natural light and incorporating indoor plants, creating spaces that promote health and well-being. This commitment to sustainability not only benefits the environment but also enhances the quality of life for the occupants.

## Overcoming Challenges and Celebrating Successes

Dhai's journey has been marked by challenges that have served as catalysts for growth and innovation. She reflects on her first major project as a defining moment in her career. Despite facing numerous obstacles and a stringent timeline, her unwavering self-belief and the client's trust culminated in a successful project delivery. Such experiences have reinforced her resilience and commitment to excellence.

## Educator and Influencer

Beyond her role as a designer, Dhai is passionate about education and raising awareness about the significance of personalized and functional design. Through hosting and moderating lectures, as well as influencing through social media platforms, she shares her insights and experiences, inspiring both clients and aspiring designers. Her dedication to making a positive impact in people's lives through design is a testament to her holistic approach to her profession.

## The Future of Dhai Space

Looking ahead, Dhai Space is poised to continue its trajectory of growth and innovation. Dhai envisions expanding her firm's reach, undertaking projects that challenge conventional design norms, and further integrating technology to enhance design efficiency and client engagement.



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DHAI30





# DONE CREATIVE STUDIO AND ENG. SARA

ABDULAZIZ Mohammed Badr have a vision  
for excellence in the vibrant world of design,

where creativity meets innovation, Done Creative Studio shines as a true landmark. Led by siblings Sarah and Abdulaziz Mohammed, this dynamic studio is known for crafting designs that elevate everyday life. From brainstorming new ideas to executing polished final products, Done Creative Studio embodies what it means to turn dreams into reality. Done Creative Studio was born from a desire to push the boundaries of design. Founded by engineer Sarah Mohammed Badr, the creative force behind the studio, with a simple yet powerful mission: to redefine what is possible. Her design journey was driven by an uncompromising passion for creating spaces that inspire and delight. Through a combination of technical know-how and artist intuition, she transformed her vision into a thriving enterprise. At the heart of Done Creative Studio is a team of engineers synonymous with innovation and artistry. Their journey has not been without challenges, but their dedication and passion have made them pioneers in the world of design. By combining a strong professional background with an innate ability to think outside the box, they have become a force to be reckoned within their field. Their approach to leadership is collaborative and inspiring.





# Shaping The Future of Design

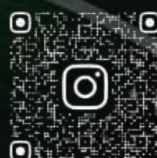


They foster an environment where creativity thrives, and every team member feels empowered to contribute their best ideas. Their commitment to excellence ensures that every project is executed with precision and care, resulting in stunning designs that leave lasting impressions. One of the things that sets Done Creative Studio apart is its versatility. The studio's portfolio is a testament to its ability to adapt to a wide range of core clients. Whether designing luxury homes or temporary spaces, each project truly reflects a deep understanding of aesthetics and functionality. Here are some of the highlights: Residential Masterpieces: Designing homes that look personal and inviting, yet sophisticated. Commercial Excellence: Transforming workspaces and retail environments into stunning, highly functional spaces. Event Wonders: Created for unforgettable events that accelerate and engage. In today's world, sustainability is more than just a buzzword, it's a responsibility. Done Creative Studio has embraced this wholeheartedly, incorporating Viridis chemicals for energy-efficient infrastructure into its projects. For Done Studio, sustainability isn't just a trend; it's about responding better to aesthetics. With its original medical portfolio and a passionate team, Done Creative Studio's future is brighter than ever.

It includes a vision that takes the latest advice, explores new concepts for the bold, and continues to set new standards in the industry. Whether re-defining interior spaces or designing large-scale events, the studio's dedication to quality and creativity ensures that it remains at the forefront of the design world. Each project tells a unique story, and the team's ability to bring those stories to life is what truly sets Done Creative Studio apart. Done Creative Studio's versatility is matched by its commitment to creating functional and aesthetically pleasing spaces. Each project begins with a deep understanding of the client's vision, followed by meticulous planning and execution. This approach has earned the studio a loyal clientele and a reputation for excellence. Here's what some of the studio's satisfied clients have to say: "Working with Done Creative Studio was an incredible experience. They truly understood our vision and brought it to life in ways we could never have imagined." "The attention to detail and commitment to quality was evident from start to finish. The team is exceptional." Looking ahead, Done Creative Studio aims to expand its scope even further, taking on more ambitious projects while maintaining its commitment to innovation and sustainability. Leadership ensures that the studio will continue to inspire and set new standards in the design world. Done Creative Studio is more than just a design studio, it is a testament to what happens when vision and passion come together. The studio continues to raise the bar, delivering functional and stunning designs. For anyone looking for innovative, sustainable and truly inspiring design, Done Creative Studio is the perfect partner.

**Done**  
Design

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# Amani Abdulwasea is one of the most prominent fashion designers in the region,

**L**eaving a distinctive mark in the world of fashion with her unique designs that blend tradition and innovation. Her creations radiate sophistication and, making her a focal point for fashion enthusiasts worldwide. Amani's passion for art and beauty is unmistakably reflected in her work, where each design tells a story of empowerment, cultural identity, and aesthetic brilliance.

**Early Life: The Seeds of Creativity** Amani grew up in an environment that fostered creativity and artistic expression. Her family encouraged her to explore her imagination, which played a pivotal role in shaping her vision as an artist and designer. As a young girl, she was captivated by the interplay of fabrics and colors, often repurposing available materials to craft clothes for her dolls. These early experiments not only honed her innate sense of style but also instilled in her a deep appreciation for craftsmanship and detail. This childhood passion would later become the foundation for her remarkable career.

**Education and Training: Nurturing Talent** After completing her high school education, Amani pursued a degree in fashion design at a prestigious university. Her academic journey was marked by numerous awards and accolades, underscoring her exceptional talent and dedication. Beyond the classroom, Amani interned at several renowned fashion houses, where she gained invaluable experience. These internships allowed her to immerse herself in the intricacies of the fashion industry and develop a unique style that seamlessly merges traditional elements with contemporary aesthetics. Her education and training laid the groundwork for a career defined by innovation and excellence.

**Design Philosophy: A Symphony of Tradition and Modernity** Amani Abdulwasea's design philosophy is rooted in the belief that fashion is a powerful form of self-expression. Her creations aim to empower women by highlighting their individuality and femininity. Every piece she designs is a testament to her artistic vision and strong personality, characterized by bold colors, intricate details, and a harmonious blend of tradition and modernity. Amani's ability to infuse cultural heritage into her designs while maintaining a contemporary appeal sets her apart in the competitive world of fashion.

**Impact on Society: A Role Model for Women** Amani is more than a fashion designer; she is a beacon of inspiration and empowerment for women in her community. Through her work and initiatives, she actively supports female entrepreneurship and encourages women to pursue their dreams. Amani views fashion not merely as a profession but as a platform to celebrate identity and culture. Her efforts extend beyond design, as she seeks to uplift others and create opportunities for women to excel in the fashion industry.

**Awareness Programs: Empowering Through Education** Recognizing the importance of skill development, Amani organizes workshops and training sessions for aspiring fashion designers. These programs provide women with the tools and knowledge they need to thrive in the competitive fashion landscape. By enhancing their skills and boosting their self-confidence, Amani opens doors for women to explore new possibilities in the fashion world. Furthermore, she is a strong advocate for sustainability in the industry, emphasizing the need for eco-friendly practices and ethical production methods.



# Showcasing Talent

## A Global Presence

Amani Abdulwasea has showcased her collections at numerous local and international events, earning widespread acclaim for her innovative designs. Her participation in major fashion shows in cities like Paris and Dubai has solidified her reputation as a talented and forward-thinking designer. These platforms not only allow her to connect with other industry professionals but also keep her attuned to emerging trends and global influences. The praise she receives from critics and audiences alike highlights her ability to captivate and inspire through her work.

**Future Aspirations: Expanding Horizons** Looking ahead, Amani has ambitious plans to expand her brand and elevate her impact on the fashion industry. One of her primary goals is to launch a new collection focused on sustainability, incorporating eco-friendly materials and ethical production methods. She also envisions opening stores across the globe, making her designs accessible to a wider audience. Amani's commitment to innovation and renewal ensures that her brand will continue to resonate with modern women seeking elegance and individuality.

**Vision for the Future: A Legacy of Elegance** Amani Abdulwasea sees endless opportunities in the world of fashion and remains dedicated to pushing the boundaries of creativity. Her vision is to create clothing that reflects the aspirations of contemporary women while honoring their cultural roots. By blending elegance with a modern flair, she seeks to redefine the standards of fashion and inspire others to embrace their unique style. Amani's journey is a testament to the power of passion, perseverance, and artistic ingenuity.

**A Symbol of Success and Innovation** Amani Abdulwasea's story is one of transformation and triumph. From a young girl with a dream to a celebrated designer with a global presence, she has turned her aspirations into reality through unwavering dedication and creativity. Her designs are more than garments; they are expressions of her artistic vision and her desire to empower women. As she continues to innovate and inspire, Amani remains a symbol of elegance and a trailblazer in the fashion world, leaving an indelible mark on the industry and the lives she touches.



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# Mona Alatawi Design

Is Your Destination to Craft  
Spaces That Tell Stories



In the enchanting world of interior design, where artistry intertwines with innovation, creating spaces that resonate with emotion and elegance. Mnwah Design's journey, painted with strokes of passion and creativity, begins with an intrinsic appreciation for the transformative power of design and its profound impact on human experiences. The journey of Mnwah Design is rooted in the cultural tapestry of Saudi Arabia, where the seeds of creativity were sown early. The fascination with how design can morph ordinary spaces into extraordinary experiences ignited the passion that led to the inception of Mnwah Design. This endeavor is driven by the belief that every space is a blank canvas, waiting to be transformed into a work of art that tells a unique story. Mnwah Design's creative process is akin to composing a symphony, beginning with an in depth engagement with clients to grasp their visions, needs, and preferences. This collaborative journey involves exploring diverse sources of inspiration, sketching initial concepts, and meticulously developing designs that strike a perfect balance between artistic expression and functional elegance. This holistic approach ensures that each project is not only visually stunning but also deeply personalized. The philosophy of Mnwah Design revolves around the harmonious blend of advanced



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techniques, functionality, and aesthetics. Smart lighting solutions, ecofriendly materials, and sustainable practices are seamlessly integrated into the design process to create spaces that are both beautiful and environmentally conscious. The goal is to achieve a design that is as practical as it is breathtaking, reflecting the unique character of each space. Among the many projects undertaken by Mnwah Design, one stands out for its complexity and success. Designing a multifunctional space for a large family with diverse needs posed significant challenges. The task required balancing aesthetic appeal with practical functionality, all while adhering to tight deadlines. These challenges were surmounted through detailed planning, effective communication, and adaptability, resulting in a space that was both harmonious and functional. A particularly memorable project involved the transformation of a private villa, where traditional Saudi elements were seamlessly woven into a modern design

framework. This project exemplified the perfect fusion of heritage and innovation, bringing immense joy to the clients and showcasing the transformative power of thoughtful design. At the heart of Mnwah Design's approach is a commitment to client collaboration. Active listening forms the cornerstone of this process, with a focus on understanding clients' aspirations and translating them into tangible, personalized designs. Clear communication and respectful dialogue ensure that any differences in vision or opinion are navigated with patience and understanding, leading to solutions that satisfy both aesthetic desires and functional needs. Staying innovative and fresh in a competitive market is achieved through continuous learning and exploration of new trends, technologies, and materials. Mnwah Design regularly attends design expos, collaborates with other creatives, and draws inspiration from various sources such as art, nature, and architecture. This relentless pursuit of knowledge ensures that their designs remain distinctive and cutting-edge. Looking ahead, Mnwah Design envisions a future where personalization, sustainability, and technology take center stage in interior design.



The emphasis will be on biophilic designs, smart home technology, and creating flexible, multifunctional spaces tailored to hybrid lifestyles. By integrating new technologies into their work practices, Mnwah Design ensures that their designs meet modern expectations and are both interactive and efficient. Education plays a pivotal role in shaping the future of interior designers. It provides a foundation for understanding design theory and practice, encouraging critical thinking and creativity. Mnwah Design's commitment to fostering creativity and innovation within their team is evident in their open communication, idea-sharing culture, and opportunities for skill development. This nurturing environment encourages experimentation and exploration, keeping their designs fresh and dynamic. Transforming ideas into reality and witnessing the joy these designs bring to clients is the most fulfilling aspect of Mnwah Design's work. Each completed project feels like a personal achievement, reaffirming the belief in the transformative power of thoughtful design. Memorable moments, such as a client expressing that their newly designed home felt like a dream come true, continue to inspire and influence the work style at Mnwah Design. For aspiring designers, staying curious, patient, and persistent is the key. Building a strong foundation in

**D**esign principles, seeking mentorship, and continuously exploring new ideas and techniques are essential for success. Strong communication, creativity, adaptability, technical proficiency in design tools, and a deep understanding of materials and spatial planning are critical skills for thriving in the design industry.

Mnwah Design stands apart in the industry for its commitment to personalized designs that blend cultural authenticity with modern aesthetics. Client collaboration and sustainable practices are prioritized in every project, ensuring that each design is not only beautiful but also meaningful and environmentally conscious. Upcoming projects at Mnwah Design include a community focused initiative that incorporates local craftsmanship and sustainable materials. This project provides an opportunity to showcase innovative solutions while supporting cultural heritage, reflecting the core values of Mnwah Design. In a capitalistic, materialistic, industrial, and commercial world that actually doesn't give any care to real art, Mnwah Design's journey continues to inspire. The blend of artistic expression, functionality, and cultural heritage creates spaces that elevate daily living and resonate deeply with those who inhabit them. The future holds endless possibilities for Mnwah Design, as it continues to push the boundaries of creativity and innovation.

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# AMAL ALAMOUDI

## when creativity meets passion

**Journey and Inspiration:** From a young age, Amal AlAmoudi was captivated by the impact of well-designed environments on mood and interaction. This fascination stimulated her to get into the world of interior design, driven by a desire to transform spaces into personalized sanctuaries. With a master's degree in furniture design, Amal's work involves creating spaces that merge functionality, comfort, and aesthetics. She focuses on transforming interiors into personalized environments that reflect the clients' personalities while considering their needs and spatial constraints. Amal has always been fascinated about how design affects the way people interact within environments and observing how well-designed spaces influence mood, productivity, and connection stirred her passion to get into this field. A pivotal moment in Amal's career was working on a project where she had the opportunity to design a custom piece of furniture that became the centerpiece of space. This experience deepened her understanding of how a single element can tie together a room's aesthetic and functionality.

**Cultural influences** Each culture brings its own materials, craftsmanship, patterns, and storytelling traditions. She tries to incorporate these influences into her work, whether it's using local artisans, traditional motifs, or color palettes. As an interior designer, she is always exposed to functional art like furniture, lighting, and architectural elements that combine creativity with practicality. She also draws inspiration from travel, exhibitions, and collaborations with other creative disciplines to keep her perspective diverse and evolving.

**The Creative Process** Every project begins with understanding the client's needs. starting by conducting in-depth consultations to learn about their lifestyle and preferences for the space. Then, analyzing the physical site, paying close attention to its existing elements. Then, she creates mood boards and concept sketches, exploring color palettes, textures, and layouts that reflect the client's vision. Balancing techniques, functionality and aesthetics of work are vital factors to her work. She manages to balance them by making functionality come first, a design must serve its purpose efficiently. Then, techniques are applied to enhance usability. Aesthetics tie it all together to create visual harmony by selecting pieces, textures, and finishes that complement one another.

**Sustainability** By using eco-friendly materials, sourcing locally whenever possible, repurposing existing pieces to reduce waste, designing timeless interiors that avoid short-lived trends to minimize environmental impact sustainability is a vital factor to Amal's work.

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# Challenges and fights

One of the most challenging projects for Amal was designing a clinic, working with contractors who had no experience with such projects, making it extremely difficult to complete. This experience taught her the importance of choosing the right team as it greatly affects the project's smooth execution. A project that she's most proud of involved transforming the first floor of a villa into a multifunctional living space and three bedrooms. By designing custom pieces to maximize functionality while maintaining an open and airy aesthetic. Seeing the client's delight in how the space exceeded their expectations was deeply rewarding. One of the main challenges that faces anyone is staying innovative and keeping up with trends and she manages to do this by attending design expos, engaging with other creative disciplines like art and fashion for inspiration and experimentation within projects. Amal foresees some trends dominating the industry in the coming years as sustainability, focusing on eco-friendly materials and energy-efficient designs. In addition to Multifunctional spaces, bringing nature indoors as people prioritize wellness in their environments. She integrates new technologies into her work using design software like AutoCAD and 3D rendering tools to visualize projects in detail. Also exploring AI-driven tools for concept generation to help clients experience designs before implementations. In Amal's opinion, the future will emphasize personalized, sustainable, and tech enabled spaces for smarter, greener interiors.

**Advice for Aspiring Designers** Amal gives some advice to beginners to never stop learning, to be willing to start small to build experience and understand that mistakes are part of the process and use them as opportunities to grow. According to Amal designers must have Strong communication, creativity, problem-solving, and an eye for detail. Additionally, technical skills in design software and knowledge of materials and construction processes are critical. Company Insight Amal focuses on blending timeless aesthetics with innovative solutions. She prioritizes client collaboration, ensuring every project is personalized and functional while standing out creatively. She fosters creativity by encouraging open brainstorming sessions. Team members are given the freedom to experiment and share new ideas, fostering an innovative work environment.

**Upcoming projects** Amal is currently working on a multipurpose residential space for teens and she is very excited to see how design can merge nature, technology, and comfort in a seamless way to provide what is needed for the client.





# Pioneering Architectural

## Excellence Across the Middle East



In the world of architecture and engineering, Stream stands out to innovate. This integrated firm, under the leadership of the mastermind Ahmed Abd-Alla, has been crafting exceptional solutions that span the full spectrum of architectural and engineering needs. From the first spark of a design idea to the final touches of implementation and supervision, Stream's journey is a narrative of over 15 years of dedication, creativity, and outstanding achievement. Ahmed Abd-Alla, the man behind Stream, is much more than an architect. He is a pioneer, pushing the boundaries of real estate and entrepreneurship. His career is marked by significant contributions to both academia and industry. Armed with a master's degree in architecture and currently pursuing his PhD, Ahmed has also delved into public administration, enhancing his grasp of the interplay between architecture and governance. Ahmed's accolades are numerous. He shone brightly in international and local competitions, earning recognition as a critic and referee. His commitment to education is evident in his role as a mentor and trainer to over 1000 engineers, guiding the next wave of architectural talent. His literary work, The Book Project, further cements his position as a thought leader in the architectural world. The Stream Journey crafted art and excellence. Stream's story began in 2011, with a clear vision to redefine architectural design and create spaces that are both innovative and inspiring. This vision quickly took shape as Stream built a reputation for excellence in interior design and space

utilization. Stream Crafts Architectural Excellence Through the Years. 2011 was the birth of Stream, the architectural world witnessed the birth of a revolutionary firm. This year marked the beginning that would soon transform spaces and elevate the standards of design. The years that followed were nothing short of remarkable. Between 2012 and 2014, Stream experienced rapid growth, earning recognition for its outstanding interior design and effective space utilization.

The firm's ability to create harmonious, functional spaces that resonated with elegance quickly set it apart in a competitive market. 2015 was an actual expansion into exterior design. Stream's reputation had solidified, and the firm expanded its expertise into exterior design. This strategic move not only broadened their portfolio but also affirmed their position as a leading architectural firm. 2020 marked another significant milestone for Stream. To support its growing portfolio of projects, the firm opened a new office, reflecting its success and expansion. This new base enabled Stream to



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handle larger projects and continue its trajectory of growth. 2021 was a year of accolades for Stream. The firm garnered four prestigious awards, highlighting its excellence across various domains: Best Luxury Office Interior Design for AA Entity Group. Corporate Hospitality Venue Interior Design for Paris Plaza. Public Services Interior Design for Delta College International School. African Property Awards Interior Design. These awards underscored Stream's commitment to quality, innovation, and exceptional design. Seeking to Reach New Heights In 2022, Stream reached new heights, expanding its market share and earning the trust of both government and private sector officials. This trust translated into numerous assignments, enriching Stream's role in community participation and development across various fields.



The journey of innovation and excellence continued in 2023 with the launch of a new branch in the United Arab Emirates, Stream Dubai. This expansion marked a significant step for Stream, broadening its geographical reach and bringing its amazing designs to a new market. With the Kingdom's Vision 2030 in mind, 2024 saw Stream expanding into Saudi Arabia, capturing new opportunities in a rapidly growing market. This move aligned with Saudi Arabia's ambitious plans for development and modernization, allowing Stream to contribute its expertise and innovative designs to the Kingdom's evolving landscape. Stream's success is built on its comprehensive range of services, designed to meet every architectural and engineering need- Architectural Design Crafting innovative and functional spaces Interior Design

Creating personalized environments that reflect unique styles. Urban Planning Comprehensive planning for cities, sites, and public spaces. Landscape Design Designing sustainable and beautiful outdoor environments. Project Management Ensuring timely delivery and quality across all construction projects. Construction Management Coordinating on-site activities from preparation to final finishes. Interior Fit-Out Managing all aspects of interior finishes, fixtures, and furnishings. Furniture, Fixtures, and Equipment (FF&E) Procuring high-quality items to complete spaces Project Oversight Ensuring projects meet the highest standards. Quality Control Implementing rigorous measures for exceptional results. Feasibility Studies Assessing the viability of real estate projects. Urban Development: Specializing in planning and development projects. Urban Development.







**A Conversation with a Visionary Interior Designer** Interior design is more than aesthetics; it's an art form that merges functionality with beauty, reflecting individuality while providing comfort. For our featured designer, this philosophy drives every project. With an unwavering dedication to excellence, she transforms spaces into elegant, functional masterpieces that resonate deeply with their inhabitants. **The Inspiration Behind the Craft** From an early age, the designer found inspiration in her mother, a woman of refined taste and artistic vision. "She wasn't just an amateur designer; she was an artist at the heart of our home," she reminisces. Watching her mother breathe life into every corner of their home instilled an appreciation for the transformative power of design. These early lessons, coupled with a deep-seated passion for art and creativity, set the foundation for a remarkable career.



**A Career-Defining Moment** A pivotal moment came when she was entrusted with designing for a member of the Saudi royal family. This high-profile project demanded exceptional attention to detail, professionalism, and a deep understanding of luxury. "It was a turning point that strengthened my skills and proved my ability to handle complex, large-scale projects," she shares. The experience solidified her place as a designer capable of delivering unparalleled quality. **Cultural Heritage and Modern Aesthetics** Culture is a cornerstone of her design philosophy. Drawing inspiration from Arabian artistry, she seamlessly blends traditional elements, such as intricate woodwork and geometric patterns, with contemporary aesthetics. "This approach allows me to celebrate the soul of Arabian heritage while creating timeless spaces," she explains. Her ability to harmonize past and present creates designs that are both authentic and modern, captivating clients from diverse backgrounds. **The Creative Journey** Every project begins with a conversation. Understanding a client's needs, preferences, and vision is paramount. From there, the designer meticulously analyzes the space, crafting mood boards and sketches that reflect her artistic inspirations. Sustainability is also integral, as she prioritizes eco-friendly materials and energy-efficient solutions. This collaborative process ensures that each design evolves into a space that is both functional and visually striking. **Sustainability as a Design Ethos** In a world increasingly aware of environmental impact, sustainability is central to her work. She incorporates natural materials, repurposes old furniture, and integrates smart technologies to enhance energy efficiency. "For me, sustainability means designing spaces that are beautiful, durable, and environmentally conscious," she says. Her commitment to eco-friendly practices positions her as a leader in sustainable interior design. **Overcoming Challenges with Creativity** One of her most challenging projects involved restoring a villa with low ceilings. "It was difficult to create a sense of openness and comfort," she recalls. By employing vertical lines, light colors, and strategically placed mirrors, she successfully transformed the space into an airy, luxurious haven. Her innovative approach to problem-solving is a hallmark of her practice.





**Pride in Personal Projects** Of all her accomplishments, designing her family home remains the most meaningful. "It gave me the chance to apply everything I've learned in a deeply personal way," she shares. Seeing her mother's pride in the final result was a moment of profound fulfillment, symbolizing a full-circle journey from inspiration to mastery.

**Future Trends and Technological Integration** Looking ahead, she predicts sustainability and biophilic design will dominate the industry, alongside flexible, multifunctional spaces. She also embraces technology, using 3D rendering and virtual reality to help clients visualize their designs. "These tools allow clients to experience their spaces before implementation," she explains, ensuring every detail aligns with their vision.

**A Unique Signature in a Competitive Market** What sets her design firm apart is a commitment to personalized service and innovation. Each project is tailored to reflect the client's unique personality while achieving a perfect balance of beauty and practicality. By collaborating with local artisans and incorporating eco-friendly materials, her designs not only stand out but also support communities and the environment.

**Advice for Aspiring Designers** For those just starting, her advice is simple yet profound: patience and passion. "Success in this field takes time and constant learning," she advises. Aspiring designers should embrace creativity, learn from mistakes, and draw inspiration from diverse sources like art, nature, and travel.

**Balancing Work and Life** While her career demands significant time and energy, she strives to maintain a work-life balance. Family trips and quality time with loved ones help her recharge and return to work with renewed focus. "These moments are essential for maintaining perspective and creativity," she reflects.



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# Meaad Al Aboud

## Crafting Timeless Designs with Purpose

Meaad Al Aboud, a Saudi-born trailblazer in interior design, luxury goods, and entrepreneurship, has established herself as a global leader known for crafting spaces that combine cultural depth with contemporary elegance. Her journey reflects a unique ability to merge heritage and innovation, delivering designs that resonate emotionally and function practically. Growing up immersed in Saudi Arabia's rich cultural traditions, Meaad developed a keen understanding of how art and design could tell stories, preserve heritage, and shape human experiences. This fascination inspired her to pursue a career where she could blend creativity with purpose. A defining moment in her career came when she led a cultural project that required seamlessly integrating traditional craftsmanship with modern design techniques. This experience reaffirmed her belief that true innovation comes from respecting the past while embracing the possibilities of the future. Cultural influences are at the heart of Meaad's design philosophy. She often draws inspiration from traditional crafts such as intricate geometric patterns and natural materials, blending them with the bold textures and abstract forms of contemporary art. This fusion results in timeless designs that celebrate history while meeting the evolving demands of modern life. Sustainability is another cornerstone of her approach. Meaad incorporates eco-friendly materials, energy-efficient systems, and designs that harmonize with their natural surroundings. For her, luxury and environmental responsibility go hand in hand, ensuring that her projects have a lasting positive impact. Today, Meaad continues to lead the industry with her visionary work. Her designs transcend aesthetics, creating environments that evoke emotions, foster connections, and stand as a testament to the power of thoughtful, meaningful design. She remains dedicated to shaping a future where tradition and innovation coexist in perfect harmony.





# The Creative Process and Beyond

## Meaad's Approach to Design

The heart of Meaad Al Aboud's design philosophy is a dedication to crafting spaces that resonate deeply with their users. This approach stems from her belief that design is not merely about aesthetics but about creating environments that evoke emotion, foster connection, and enhance functionality. Every project begins with a simple yet profound principle: understanding the client's vision and aligning it with the site's unique context. For Meaad, this means diving deep into the nuances of each project studying the environment, the cultural backdrop, and the specific needs of the space's intended users. It's this meticulous attention to detail that ensures her designs are not just visually appealing but also meaningful and impactful. Collaboration is the cornerstone of Meaad's creative process. She believes that the best designs emerge from collective insights and shared expertise. Her approach is highly iterative, involving extensive research,

Conceptualisation, and sketching to refine ideas into cohesive and innovative masterpieces. "Design is a dialogue," Meaad often says. By engaging with clients, stakeholders, and her team at every stage, she ensures that the final outcome not only meets but often exceeds expectations. This open and inclusive approach fosters a sense of ownership and alignment among all parties involved. Balancing functionality with beauty is no small feat, but for Meaad, it's a natural rhythm. She approaches each project with the philosophy that spaces must not only look stunning but also serve their purpose seamlessly. This duality is central to her work, where practicality meets elegance in every detail. One of the ways she achieves this is by weaving sustainability into the very fabric of her designs. From selecting eco-friendly materials to employing energy-efficient systems, Meaad ensures that her projects are as kind to the planet as they are to the eye. Her dedication to sustainability exemplifies her belief that luxury and environmental consciousness can coexist harmoniously.



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Innovation is another hallmark of Meaad's design philosophy. She is deeply invested in leveraging cutting-edge technology to enhance her creative process and deliver exceptional results. By integrating advanced tools like 3D modelling, virtual reality, and augmented reality, she provides clients with a tangible glimpse of their envisioned spaces long before construction begins. These technologies also allow her team the flexibility to experiment with bold ideas, pushing the boundaries of what's possible in design. This commitment to innovation ensures that every project is not only contemporary but also ahead of the curve. One of Meaad's proudest achievements is the creation of a public space designed to foster inclusivity and social interaction. This project exemplifies her people-centric approach, where the end goal is to enhance experiences and create lasting connections. "Seeing people engage with the space in ways we envisioned was profoundly rewarding," she reflects. Whether it's a bustling community hub or a serene private retreat, her designs are always rooted in the human experience. This focus on people their needs, behaviors, and aspirations is what sets her work apart.



Looking to the future, Meaad sees the design industry embracing exciting trends such as biophilic design, modular architecture, and AI-powered smart spaces. These innovations promise to revolutionize the way spaces are conceptualized and utilized. However, Meaad remains steadfast in her belief that timeless design is the true hallmark of great design. While she embraces modern advancements, her work continues to draw inspiration from cultural heritage and traditional craftsmanship. This blend of old and new ensures that her creations are not only relevant today but will remain cherished for years to come. To aspiring designers, Meaad offers valuable advice: "Stay curious, be persistent, and let creativity guide you." Her journey is a testament to the power of these principles. By combining passion with discipline and innovation with empathy, Meaad Al Aboud has carved a niche for herself as a designer who doesn't just create spaces but shapes experiences. Her work stands as a beacon of excellence in the ever-evolving world of design, proving that with vision and determination, the possibilities are truly limitless.





# Revolutionizing Aesthetic Medicine

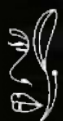
## 20 Years of Expertise in Dermatology and Cosmetic Treatments

**D**r. Rana, a renowned dermatologist and aesthetic specialist with over 20 years of experience, is at the forefront of the ever-evolving world of dermatology and aesthetic laser treatments. Holding dual Master's degrees in Medicine and Dermatology, Venereology, and Aesthetic Medicine, she has built a reputation for combining cutting-edge technology with a patient-first approach to deliver transformative results. Throughout her career, Dr. Rana has continually expanded her expertise, offering a comprehensive range of cosmetic services tailored to the individual needs of her clients. These services include Botox and dermal filler injections, water lifting, PRP (Platelet-Rich Plasma) therapy, cosmetic thread lifts, collagen boosters, and advanced hair loss treatments such as RegenEra biopsies and Acell. She also incorporates state of art technologies like ultrasound for facial and neck lifting, radiofrequency waves for skin enhancement and tightening, and microneedling for collagen stimulation. Additionally, fractional lasers are used to treat scars, burns, and surgical marks, providing patients with noticeable improvements. Her commitment to excellence is evident in her rigorous focus on safety and quality. Dr. Rana adheres to the highest sterilization standards during all treatments, ensuring a safe and hygienic environment for every patient. She places great importance on accurate diagnosis, tailoring each treatment plan to meet the specific needs of her clients, whether they seek anti-aging solutions, skin rejuvenation, or hair restoration. Dr. Rana's dedication to staying at the cutting edge of her field has earned her numerous certifications and accolades from global conferences and workshops, where she collaborates with top international experts. This ongoing pursuit of knowledge ensures that her practice remains at the forefront of dermatological and aesthetic medicine. As the world of aesthetic treatments continues to advance, Dr. Rana is excited about the future. She remains committed to using the latest innovations to improve treatment outcomes and enhance the patient experience, all while helping clients achieve natural beauty and combat the effects of aging.



# Innovating Beauty Dr. Rana's Approach to Aesthetic Dermatology

With two decades of experience in dermatology and aesthetic medicine, Dr. Rana is a leading authority in the field, renowned for combining advanced medical techniques with an artistic approach to aesthetics. Her clinic stands as a beacon of excellence, where science and beauty meet to create personalized treatments that enhance her patients' natural beauty while maintaining the highest standards of safety and care. Dr. Rana's expertise extends to a wide array of treatments, ranging from non-invasive procedures such as Botox, dermal fillers, and PRP therapy to more advanced techniques like water lifting, collagen boosters, and growth-stimulating treatments. She is particularly skilled in performing hair restoration treatments, utilizing technologies such as RegenEra biopsies and Acell, which have proven to be highly effective for those suffering from hair thinning or loss. The clinic employs state of art technology to ensure that patients receive the most effective treatments available. Ultrasound technology is used for facial and neck lifting, radiofrequency waves enhance skin tightening, and microneedling is performed to stimulate collagen production and rejuvenate the skin. Fractional lasers are another advanced tool in Dr. Rana's arsenal, used to address scarring, burns, and surgical marks. A critical aspect of Dr. Rana's practice is her commitment to patient safety. Every procedure is performed with the utmost care and attention to detail, and Dr. Rana ensures that her patients are always informed and comfortable throughout the process. She follows rigorous sterilization standards and uses only the highest quality products to ensure the best results. What makes Dr. Rana a sought-after specialist is her philosophy of personalized care. She takes the time to understand the unique needs of each patient and designs a treatment plan that is tailored specifically to them. This individualized approach ensures that every patient achieves their desired outcome, whether it's rejuvenating their skin, enhancing their features, or restoring their hair. In addition to her practice, Dr. Rana continuously invests in her professional growth. She attends global conferences and workshops to stay at the forefront of new technologies and trends in aesthetic dermatology. Through this ongoing education, she ensures that her patients receive the most innovative and effective treatments available. With a dedication to helping her patients look and feel their best, Dr. Rana's work transcends beauty treatments—she empowers individuals to embrace their natural beauty and age gracefully.



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# Hiba Farrash

## Redefining Saudi Luxury in Fashion

In the ever-changing realm of luxury fashion, certain names leave a mark that transcends seasons and trends. Hiba Farrash, a distinguished Saudi designer, is one of those rare visionaries. With her eponymous brand, launched in 2007, Hiba has effortlessly fused her rich cultural heritage with modern aesthetics, creating pieces that embody elegance, innovation, and timelessness. Her work is not just about clothing; it is about crafting stories, honouring traditions, and boldly stepping into the future of Saudi luxury fashion.

### THE JOURNEY OF AN INNOVATOR

Hiba's journey into the world of high fashion began with a passion that was deeply rooted in her upbringing. Influenced by the refined styles of her mother and grandmothers, she cultivated an appreciation for understated elegance. When she debuted her first collection in Beirut in 2007, it was clear she wasn't just another designer. The collection was a revelation, catching the attention of industry elites and opening doors to international recognition. The following year, her showcase in Cannes further cemented her status as a designer to watch. Hiba's success is not just a product of ambition but also meticulous attention to detail and a fearless embrace of innovation. Her collections feature an exquisite blend of vintage-inspired cuts with a contemporary twist, celebrating the idea of "inherited pieces" garments that carry the soul of tradition while resonating with modern tastes.

### THE ESSENCE OF HER DESIGNS

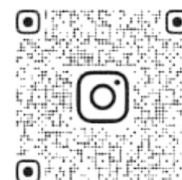
At the heart of Hiba's brand lies her design philosophy: creating pieces that stand the test of time. Her collections are crafted with the finest fabrics, each element chosen with care to ensure both beauty and durability. Think flowing abayas in silk crepe, tailored coats with intricate embroidery, and evening dresses that feel as though they belong in an art gallery. Hiba's mission is as much about fostering the next generation of creatives as it is about defining her own legacy. Through workshops and mentorships, she shares her expertise with emerging designers, creating a ripple effect of talent within the Saudi fashion industry. Her participation in prestigious events such as the Saudi Cup and the 100 Saudi Brands showcase demonstrates her commitment to putting Saudi design on the global map.

### CRAFTED FOR THOSE WHO DARE TO STAND OUT

Hiba Farrash's creations are more than garments; they are a celebration of heritage, innovation, and individuality. As Saudi Arabia continues to carve out its place in the global fashion landscape, Hiba stands at the forefront, championing a vision of luxury that is as bold as it is elegant. For those who appreciate fashion as art, her designs are an invitation to stand out beautifully, confidently, and timelessly.



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# Unlocking Spaces That Tell Your Unique Story

SEN5E is redefining how we experience spaces by combining passion with a multidisciplinary approach to design. Founded by Saudi Interior Architect/Designer Leen Al Sadat, Sen5e transforms environments into immersive, sensory-rich experiences that evoke emotion and inspire change. By merging aesthetics, functionality, and storytelling, the company creates spaces that truly resonate with their occupants. Leen's passion for interior design was sparked by a deep fascination with how spaces influence human emotions. She observed how thoughtfully designed environments could inspire creativity, provide comfort, or ignite a sense of wonder. This curiosity led her to pursue studies at Dar Al-Hekma University in Jeddah, where she developed a solid foundation in design. Her journey continued with a Master's degree in Florence, Italy, where she immersed herself in the rich heritage of European art and architecture. Along her travels around the world, Leen explored diverse cultures and design philosophies, discovering how spaces can transcend functionality to tell stories and reflect cultural identity. This global perspective shapes her work today, as she blends international influences with local traditions to create unique, impactful designs in Saudi Arabia. Sen5e's design philosophy is built on the idea that great design goes beyond aesthetics. It tells a story, builds emotional connections, and enhances well-being. Every element, from materials and textures to lighting, is carefully considered to engage the senses. This approach results in spaces that are visually striking yet deeply personal and meaningful.

A hallmark of Sen5e's work is its seamless integration of traditional and modern elements. By incorporating local craftsmanship, patterns, and materials, the company pays homage to cultural heritage while embracing innovation. Drawing inspiration from nature, Sen5e emphasizes authenticity and sustainability, using eco-friendly materials and energy-efficient solutions to ensure its designs are as forward-thinking as they are timeless. Leen's time in Italy was a turning point in her career. Immersed in the country's rich design heritage, she gained a deeper understanding of how spaces can evoke emotion and tell compelling stories. This experience solidified her belief that each project should be authentic, honoring its cultural and contextual roots while meeting the needs of its users. At Sen5e, each project begins with a thorough understanding of the client's vision, focusing on their unique needs and aspirations. Through a collaborative and detailed process, the team ensures that every element aligns seamlessly with the client's goals, resulting in spaces that are both functional and inspiring. Collaboration is at the core of every project, with regular feedback sessions allowing adjustments to align the final outcome with the client's goals. Looking ahead, Sen5e is dedicated to pushing the boundaries of design while maintaining its commitment to sustainability and authenticity. As the world evolves, Sen5e embraces trends such as smart technologies and biophilic design, which incorporates natural elements to promote well-being. Future projects, including a large-scale hospitality venture that blends innovation, sustainability, and cultural storytelling, exemplify this forward-thinking approach.



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# From Dreams to Reality

Engineer Khaled Hashem's Inspiring Journey  
to Transforming KSA's Skyline

In the heart of the Kingdom of Saudi Arabia, where tradition meets modernity, one man stands at the forefront of a revolution in architecture and construction. Engineer Khaled Hashem, a name synonymous with innovation and excellence is not just building structures. He is crafting legacies. As Niche Magazine prepares to spotlight the Kingdom's burgeoning market and its influential business community, we delve into the story of a visionary whose work is set to redefine the skyline of KSA. Khaled Hashem's journey began in the bustling streets of Riyadh, where his fascination with buildings and structures was ignited at a young age. Growing up, he would often be found sketching intricate designs, dreaming of the day he could bring them to life. His passion led him to pursue a degree in architecture, where he excelled. Earning accolades for his innovative designs and forward-thinking approach. After years of honing his craft, Khaled founded KH Elite, a consultancy and construction firm that quickly gained a reputation for excellence. His Instagram accounts, showcase a portfolio that is nothing short of breathtaking. From luxurious residential projects to state of art commercial buildings, each project is a testament to his commitment to quality and innovation. Khaled's vision extends beyond mere aesthetics. He is deeply committed to sustainable architecture, integrating ecofriendly practices into his designs. His projects are not just visually stunning. They are environmentally responsible, setting a new standard for the industry. This commitment to sustainability is evident in his social media posts, where he often shares insights and updates on his latest green initiatives.



The upcoming event in KSA, organized by Niche Magazine, is set to be a game changer for the business community. Khaled's role in this event is pivotal. His experience will not only serve as the backdrop for this grand occasion but will also symbolize the future of Saudi architecture. The event aims to bring together the brightest minds in the industry, fostering collaboration and innovation. Despite Khaled's professional success, he remains deeply connected to his roots. His life offers a glimpse into his life beyond the drawing board. Here he shares moments with his family, his travels and his inspirations. It is this blend of professional excellence and personal authenticity that endears him to his followers and clients alike. Khaled's approach to business is as innovative as his designs. He believes in building relationships, not just structures. His clients are more than just customers. They are partners in a journey towards creating something extraordinary. This philosophy is reflected in the testimonials from satisfied clients, who praise his attention to detail, his dedication, and his unwavering commitment to excellence.

*Khaled Hashem*  
ELITE ARCHITECTURE

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# Niche Magazine KSA

## 2024



As Khaled looks to the future, his goals are ambitious. He envisions a KSA where sustainable, innovative architecture is the norm, not the exception. His upcoming projects are detailed on his promise to push the boundaries of what is possible, blending cutting edge technology with timeless design principles. Khaled Hashem is not just an architect. He is a visionary, an artist, a leader, and a pioneer. His work is shaping the future of KSA, one project at a time. As Niche Magazine celebrates the Kingdom's progress and potential, we are honored to share the story of a man who embodies the spirit of innovation and excellence. Before every September, I sit back and think, Am I still contributing to my community? How am I adding value to architecture and the design business in general? Are we still inspiring youth? Do fresh architects still find us attractive and look up to us? Did I design the dream project I wish I had? I think my role is still unfulfilled, I'm still learning, It's the beginning of it all, Because I'm thriving to make a change, It's happening eventually, little by little, in every year. Keep your goals high. Keep challenging yourself. Keep fighting for a better tomorrow. That's where I'm heading. That's my purpose. Khaled's story is a testament to the power of perseverance and the importance of following one's passion. His father's guidance and support have been instrumental in his success and Khaled's achievements reflect the fulfillment of a dream nurtured with unwavering determination. In a world where buildings often stand as silent witnesses to history, Khaled's creations speak volumes. They tell a story of passion, dedication, and a relentless pursuit of perfection. They are a testament to what is possible when vision meets action, and they inspire us all to dream bigger, reach higher and build better.



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*KSA 2024 Celebrates Timeless traditions and bold innovation, crowned by the prestigious Niche Awards Ceremony.*



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*Tradition Inspires tomorrow's vision.*