



LEAD.

Luxury is achieved when it all seems flawless. It's when you reach the perfect balance between sophistication and simplicity.



British Automotive

BACK TO BUSINESS 2021





ALL IN ONE FITNESS FACILITIES



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STUNNING INTERNATIONAL DESIGN QUALITY BY AS STUDIO

Always challenging their limits to develop and enhance their design process and providing all engineering services which result in outstanding designs, AS Studio has delivered OVER 400 SUCCESSFUL projects throughout their 8 YEARS' EXPERIENCE.

Building his clientele's trust as soon as he graduated, Architect Abdelrahman Saied worked with different well-known companies to gain experience and worked on delivering freelance projects for the first two years. In 2016, he founded his own studio to expand business and feed his passion. In 2018, he added to his bachelor's degree in architecture and he acquired an interior design diploma to develop his vision and enhance the quality of his projects.

AS DESIGN STUDIO'S intention is mainly architectural designing and in order to get the best design quality they are aware of all the technical engineering needs to bring your design to a real-life, that's why they have four main departments, ARCHITECTURAL DESIGN, TECHNICAL ENGINEERING, BIM CONSULTING AND SUPERVISION. AS DESIGN'S significant work is Westbury House & Wellington Heath with Thomas studio in the UK, Residential Commercial designs with Addar studio in Oman, Beauvilliers Hotel renovation project in France, and Several Private villa designs with Mountain View in Egypt.

Phone: +20 101 1442 678

Address: Fairouz District, Villa 134, 6th of October – Behind Mall Of Arabia

Website: asdesign-studio.com/

Email: contact@asdesign-studio.com

dio.com Instagram: @as designstudio /







fter 10 years of pioneering this young sector of exotic car maintenance and repair services in Egypt, today ECS are taking another pioneering leap into its future.

Looking back at how exotic wheels weren't that popular 10 years ago as there was lesser access to own one and lesser agents for global exotics manufacturers in Egypt, ECS had a vision to lead and pioneer exotic car maintenance and repair services in Egypt, playing a crucial role to help flourish this automotive segment.

THE NEXT TO YEARS

after 10 exciting years, ECS stand proud, happy and honored that they have participated making the environment day after day ready to bring in more of these beauties to our streets. ECS gave exotic cars owners the peace of mind and assurance that they will find the exotic services their exotics look for.

GLOBALLY, EXOTIC CARS MARKET IS TRANSFORMING!

The manufacturers are now battling to cater to the transforming needs of a new breed of exotic car owners who are much younger, more eco-minded, and are not only males. In chorus, ECS are relentlessly developing themselves to cater to technology advancements and new clients' needs.

THE NEXT 10 YEARS ARE MUCH MORE EXCITING FOR ECS.

They will continue flourishing their cornerstone of providing the technical assurance to their clients with guaranteed genuine parts and best in class technical expertise for all their exotics under one roof. But that's not it, they will add another dimension to their mission, they will reimagine exotic cars services through introducing for the 1st time an exotic suite of convenience services.

Exotic Personal
Virtual Assist

It is like hi Siri, get expert advice on issues virtually, request your service history anytime, schedule next maintenance, request reminders, and more.

Exotic Clean & Clear

Worry less about safety during the pandemic; get your exotic cars clear of germs in contact areas like keys and steering wheels.

Exotic Pick & Drop

No more worries or rescheduling several times as ECS delivers & collects anywhere, anytime.

Exotic Tech Talks

ECS is partnering with MotoGeeks, a one of a kind automotive communications house, to launch for the 1st time a series of short videos clarifying top technical myths about exotics, crucial technical tips to keep your exotics on and answer frequently asked inquiries.

ECS ARE PROUDLY READY FOR THE NEXT 10 YEARS, READY WITH THEIR NEW MISSION TO KEEP EXOTICS ON AND KEEP THE JOY ON.



BY Lavin Gt Warhar







BEAUTIFULLY DESIGNED HOMES NOT SHOWROOMS

Your home is not a showroom; however, it's the place where you feel relaxed the most. Once you walk through the door, you must immediately feel unburdened and set free from all accountabilities, stress and duty nagging. Therefore, Ahmad El-Sherif has mastered the perfect balance between an attractive design yet very purposeful and fits the highest standards of a cozy living. Don't follow the legendary fake idea of creating a museum out of your home like those we see on the media platforms. Those are meant to show off design principles and furniture rather than be lived in. Instead, throw in more eclectic or sentimental pieces so that your house has the perfect balance of a gorgeous design and livability.

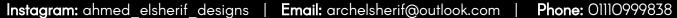




AHMAD EL-SHERIF

Here are a few tips shared by Ahmad when designing your space.

- Settle on a specific Style to keep your space cohesive and focused such as, shabby chic, Bohemian, Tuscan, mid-century modern, industrial, Scandinavian, or farmhouse.
- Have only one focal point! Make it interesting and a piece of art like a fireplace, a nice couch or a special table corner.
- Distribute the visual weight of your furniture and accents to achieve balance.
- Consider lighting as it can ruin a perfect design.





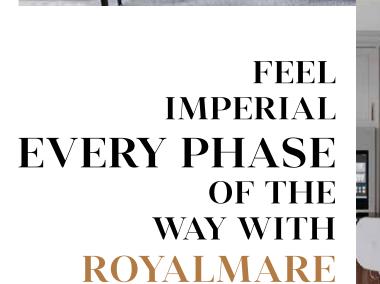
FURNITURE EXPRESSING UNIQUE PERSONALITIES







While "design" and "art" are different and measured based on their ability to "function" or not, furniture can exist as both with Self Made, Established by Abdallah Awni in 2018, Self Made makes a dream come true to many interior designers and people creating their dream home or office furniture. His experience spanned designing long after he has dived into studying and testing new materials as Epoxy, Carbon Fiber, Concrete, Plasma tech and Chrome. The Egyptian Palestinian artist was driven by passion for geo, colors, dimensions, and art till he created Self Made to express his own language and pursue his dream to found a leading company in interior and exterior design locally & internationally especially in Italy. From A to Z, Self Made will Design, style, and customize exclusive pieces of furniture according to your own preference and style following the highest standards of quality.







5/4 Saint Fatima sq. Heliopolis +201147773819 +201022884446 instagram royalmare_1

In 2017. Architects Omar Sherif and Yasmeen Mohsen Wasfy have started Royal Mare designs and Luxia furniture with a vision to end the nightmare of meeting the time schedule which is constantly experienced by most clients. They both got their bachelor's degrees in Architectural Engineering from the British university in Egypt and Yasmeen was the Former president of the engineering students union and acquired a Master's degree of Science in Architectural Engineering, Ain Shams University. The strong influential co-founders have a determined ambition of being categorized from the top 10 most influential people in Forbes magazine and becoming the most inspiring and influential architects worldwide in the interior design and construction field. Royal Mare brings a unique luxurious blend of royal details, lifelong quality, enduring comfort, balanced harmony, and authenticity. All of this mainly occurs beside the most important factor: Time











Website: www.nisantasi.com.eg

Located at two prime locations, a journey into the opulence of Turkey's magnificent atmosphere commences once you open the gates of Nişantaşı where you are taken into the fascinating splendor of the rich Turkish culture through its cuisines. Pay a visit to one of their branches at Citystars Mall in Nasr City, or experience a great outdoor seating with a special view of the dancing fountain at Cairo Festival City Mall.

Nişantaşı is named after an exclusive quarter on Istanbul's European side, and brings the authentic Turkish flavors through their family enticing traditional dishes and the welcoming home-baked bread with the guest's name engraved. The restaurant always aspires to make their ambiance enjoyable for their guests through hosting different events and activities like Tuzda (fire) Show with Turkish music in the background. Seeking perfection at every aspect, **Nişantaşı** has won several awards like Trip Advisor travel's choice award in 2020 & 2021, "Best Dish" award from Cairo festival city mall, and "The Hygiene" award from Citystars mall.

Niṣantaṣi's Turkish chefs prepare dishes using the finest ingredients based on culinary techniques passed down through the generations. From a range of hot and cold beverages to a variety of mezze, kebabs, and tempting desserts to the ceremonious flourish of sealed terracotta cooking pot cut open at your table, get ready for an unforgettable Turkish experience at their branches or order it home online through their website.



PAMPERING 9 YOUR HANDS FEET AT TAREK NAIL CENTER

Looking for a luxurious cheerful spot for a manicure, whether you want next-level nail art or a neat simple pedicure, check out Tarek Nail Center's unique services and accessible locations around Cairo.

WHY IT'S ESSENTIAL TO CARE FOR YOUR NAILS?

The feet are the most abused and often tired parts as it carries all your body not just physically but also mentally. It's true even your feelings, burdens, and duties have weights too, and it's all pressuring your feet. Therefore, you'll never regret pampering your feet with a fancy pedicure and a spoiling massage at Tarek Nail Center. Every spot in your feet links to your body organs and by massaging the relevant spot; you can get rid of the pain that stresses you out. Tarek Nail Center outrivals in Manicure & Pedicure, Facials, Moroccan Baths, Acrylic Nails, Gel Nails, and Gel Colors. Believe it or not! You can be judged by the outlook of your hands and feet, so make sure you leave not only the best impression but also one that represents you. Being a woman, consider bold fiery colors if you're more spontaneous and outgoing, such as orange, red, and royal blue, magenta. While you can go for gray, maroon, or nude if you are more of calm person and like nature. Take a look at more of their services through their website, or you can book an appointment through their Facebook page.

0122 235 9707 FB/IG TarekNailCenter www.tareknail.com





ALL THE WAY FROM CONCEPT TO CREATION

"My aim has always been and still for our designs and construction to be topnotch but also stimulating, spaces made to create and develop talents of different tastes." he says. "I've never had a specific goal out of every project; it's always been more about the feel and surrounding myself with things and colors, shapes, textures and plants that serve the objective of my clients. Being very determined, I started my business really early, right after graduation, I started my own furniture manufacturing factory which designed mainly exclusive pieces until I took it all the way to a considerable interior design firm and extended to commercial and retail construction for large-scale projects."

Monstafa Mohsen

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My

EL CENTRO BUSINESS COMPLEX

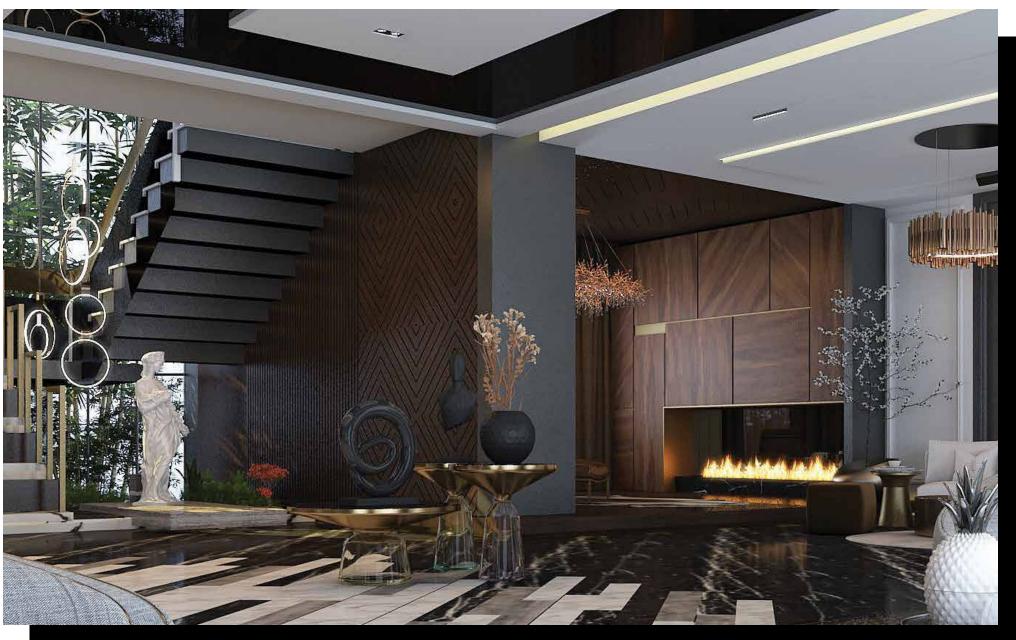
EL CENTRO'S uniqueness comes behind a perfect combination of factors that merge together to make EL CENTRO BUSINESS COMPLEX the preferred choice.

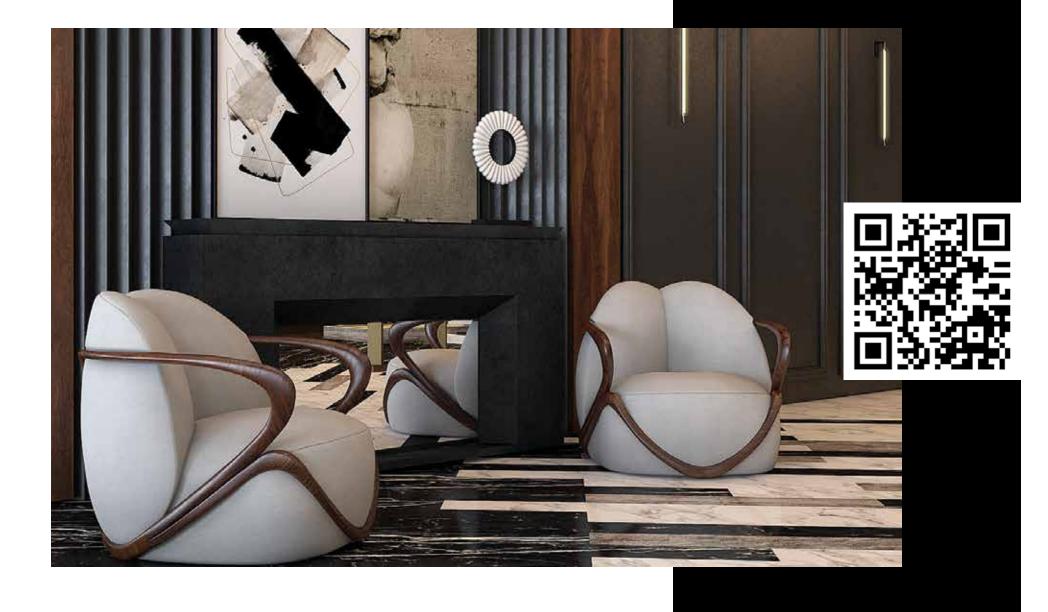


AMR ESSAWI D E S I G N

SINCE 1996

XDAR design completed more than 600 projects world wide, from residential, commercial, corporate, hotels and governmental head offices.





Every space we create has it's own distinctive character, carefully designed to express an individual narrative and showcasting it's best international design standards.







ABSTRACT GALLERY makes life less boring

Ali Elkomy founded Abstract Gallery aspiring it to be one of the leading contemporary figurative galleries in Egypt & worldwide. They aim to be the voice of the Art & Decorating Industry, by promoting professional and ethical business practice amongst members and non-members alike.

> Abstract Gallery is a concept that not only provides some types of art but also focuses on abstract art combining it with other types by using some materials to create innovated, fine and exclusive art.

Influencing their client's artistic tastes, Abstract provides luxurious art work with no limitations as they are able to customize various sizes, textures and colors.



Facebook: Abstract Gallery Mobile 1: 01129881733 Instagram: abstractgallery2021 Mobile 2: 01141278808





The Luxury of Simplicity.



Mai Saad Interior Designer

The beautiful elegant Mai Saad sharing with us some of her secrets to her successful career and excellent connections with her clientele.

• WHEN DID YOU START YOUR CAREER AND HOW DID YOU ESTABLISH YOUR BRAND NAME?

The beginning of my career was back in 2005 when I took the path of becoming an interior designer. I then established my brand later on in 2009 by opening my first branch in the Sultanate of Oman, and the second one in Dubai afterwards. In 2016, I decided to come back to Egypt and pursue my career here.

TERM GOALS?

On the short term, my goals include working my hardest, inspiring those who're still paving their way, and guiding young engineers through their journey. My long term goal is to establish a strong firm to meet new challenges.

• WHAT MAKES A DESIGN WONDERFUL?

Balance. The perfect balance between objects My designs are unique as I consider them the and colors can take your design to the next level.

• WHAT IS ONE THING WE SHOULD CONSIDER WHEN DESIGNING HOMES?

One essential aspect to consider is comfort. A home should be the comfort zone that we seek when the outside life gives a tough time.

• DO YOU BELIEVE IN SATISFYING THE **CLIENT'S REQUESTS REGARDLESS OF YOUR** POINT OF VIEW AS A DESIGNER?

I do satisfy my clients for sure, but I am grateful to have the ability of persuading them to let me decide on what looks best in their home and what feels best to my vision. So they end up even more satisfied with what I pick when they see the end

• WHAT ARE YOUR SHORT TERM & LONG • TELL US ABOUT A PROJECT THAT YOU ARE **VERY PROUD OF.**

I am very proud of a villa that I worked on in Lake View compound. The unlimited budget and spacious interior allowed me to unleash my creativity & make the impossible possible by executing their home exactly the way we pictured it.

• WHAT MAKES YOUR DESIGNS UNIQUE?

perfect combination of both simplicity and luxury.





DESIGNS PREAPPROVED by Your Soul and Foreseeing the Future

HOW OFTEN DO YOU PICK YOUR FAVORITE DESIGNS AFTER GOING THROUGH

A MATHEMATICAL CALCULATION?

Never, simply, because designs are visuals that connect to the right hemisphere of your brain which is responsible for creativity, intuition, arts, creation, feeling, and imagination. From here, Insite's vision was generatedbelieving that every soul has a vivid imagination of the place it belongs to visualized beforehand by your brain's right hemisphere. Accordingly, Insite functions following the guidelines of your own unique recommendations and the latest design advancements to create masterpieces. With Experience of over 9 years, Ahmed Shehta, founder of Insite architects, is ahead of his time and has mastered simplicity and clarity in his designs creating a very unique identity, and an imprint in his work.



STORY



Every "Back to Business" is distinguished by the energy of fall season where you see "Back to school" around you everywhere. We, too, are, so glad to be back to work all charged with creativity and passion from last season. Throughout the pages of this issue, you will get introduced to some of the top automotive exclusives as well as pioneering interior designers and more related to successful businesses that are noteworthy to our luxurious platform. Our cover features Mostafa Mohsen, a self-made Architect & businessman who has an urbane, elegant approach to interior design that lies in his artful composition of construction and furniture design. Get to know more about the V.P. of Empire State Developments, CEO & owner of EMPIRE Design & Construction, Empire Furniture and Interior Design, and Orro Vettro Factory as he conveys his success story inside our pages.





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OUR PARTNERS IN SUCCESS







































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MOHAMED ZAKI
BRITISH AUTOMOTIVE





Dear Readers.

"Just like my first issue, it still feels so exciting to write my letter for every issue. Sometimes thoughts rush to me and other times I stare at my paper for too long waiting for it; the beginning or the start. It's always the hardest but once you clasp the beginning, everything just follows and falls in its place. I remember back in 2018, the start of Niche awards, my vision and purpose were to provide a luxurious platform to connect with top esteemed brand owners and legendary figures. Now, and after successfully fulfilling this vision, I am starting a new beginning. I am providing another platform to connect with tycoons maintaining and strengthening long-term relationships with them. In 2021, we're proud to have always been a noteworthy hub for the elites not only through the magazine but through ceremonies, friendly gatherings, events, and even one to one meetings. Expanding our Niche network, we hope to see you in every spotlight."

Mady Ghaly



OVERCOMING YOUR FEARS LEADS TO SUCCESS

Ahmed Sharaawy is the CEO of Mural Fine Finishing, Cofounder of Architrave interior Design, and Co-founder of Junktion marketing agency. Beginning with his work on Zewail City of Science and Technology, Grand Museum, City Stars New Extension, Mall of Arabia, and Council of Ministers, he gained a huge experience throughout eight years.

Ahmed Sharaawy cooperated with esteemed names in the field, which has powerfully motivated him to expand and enrich his experience to different backgrounds while exploring new areas. Thus, besides his civil engineering bachelor's degree, he obtained a Management Diploma from the AUC, a marketing & business development diploma from ESLSCA, and an Interior design diploma from the AUC.

Ahmed aspires to become a tycoon in the field of real estate and engineering services through merging his companies to establish a strong firm that will then be launched in the global market someday.

"I strongly believe that overcoming your fears leads you to success as you take greater steps forward. I overcame Acrophobia a year ago when I decided to do parachuting, and I also overcame my fear of being limited to only the construction field and developed my education branching to different fields"- Ahmed Sharaawy sees that there are two factors for success: positioning and development.

He trusts that you have to first understand your current position in the market, with an accurate evaluation of your strengths and weaknesses. Then, you start the development plan with a precise clear conception considering market exchange and challenges and focusing on improving your own version rather than increasing your profit.





Founded in 2014
Mural Fine Finishing



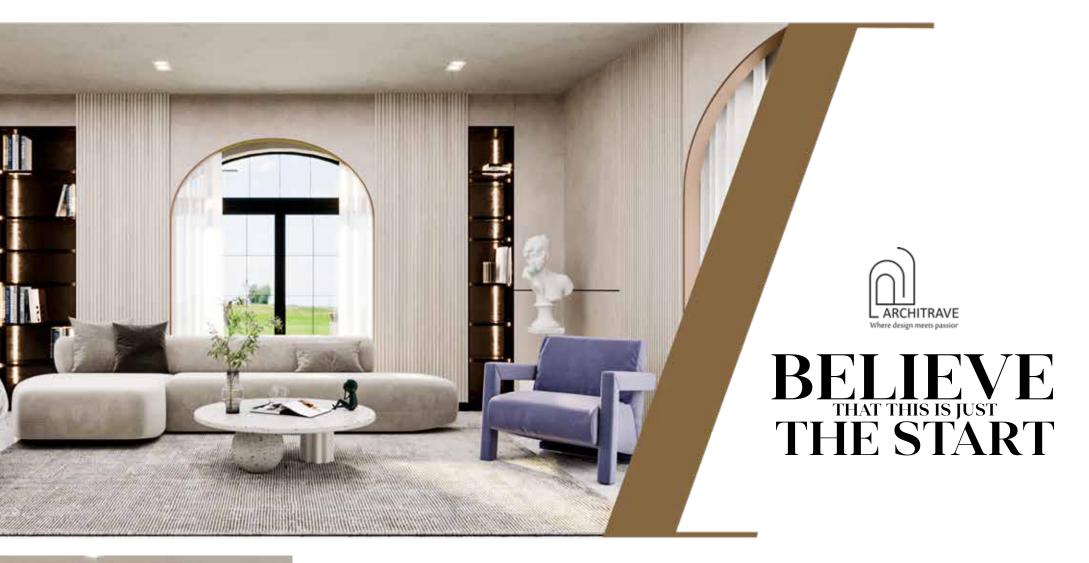
AN UNFORGETTABLE TOUCH

Being one of the strongest firms in the Egyptian construction market implementing prestigious significant administrative, residential, and commercial projects, Mural has formed the basis of major projects, set the framework for many industrial facilities, and has always focused on providing quality while maintaining the highest health and safety standards.

Between turnkey solutions, customized furniture, maintenance, execution, redesign visualization, and material recommendation, Mural promises its clientele the best experience with high finishing standards service leaving an unforgettable touch wherever they are in their unique way.









EVERY PROJECT IS A MILESTONE

Architrave Interiors has proudly designed prominent commercial, administrative and Residential projects in Egypt, showing their passion for design. Rania EL Sallamy and Ahmed El Shaarawy are the true face of Architrave with their vast experience and resilient unconventional vision of interior design.

They believe that this is just the start for them to show off their work in the market as they dream to have their fingerprint on every project not only to meet their clientele's expectations or satisfaction but because they consider every project a milestone in their history which they are creating now.





ABOUT CUT 'N' SHAVE

Cut 'N' Shave is a "Salon de Coiffure" for men. Specialized in hair styling, cutting, beard shaving and trimming along with other facial treatments for seniors and kids.

With aspirations to become the standard benchmark in the Egyptian market, we use the finest equipment and supplies and hire "PRO" stylists and barbers to ensure an outstanding experience for our clients.

Cut 'N' Shave also implement the latest trends in the industry so our clients always look at their best and up to speed with nowadays fashion.















Cut 'N' Shave New Cairo Galleria Mall, Ground Floor (GR14) 90th St., 5th Settlement - Cairo, Egypt Call us on: 01097622221

AXON IS PROUD TO ANNOUNCE THE LAUNCH **OF ITS MOBILE APPLICATION** AVAILABLE ON BOTH IOS & **ANDROID**





Their innovative application features many benefits through providing attractive discounts up to 70% for AXON members on the top renowned hospitals, clinics, labs, physiotherapy centers, pharmacies, wellness & fitness centers and more.

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AXON MEDICAL & WELLNESS **BENEFITS APPLICATION** provides a lifetime exceptional service for all its special users.





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www.axon-eg.com





TRANSFORMING TANGIBLE REALITY

As complicated as it sounds, it's a lot simpler with Dr. Mohamed Thabat. Where art and realism cannot live together, He creates artistic designs that would surprise you of how similar it is to your imagination, yet it's very functional to our daily lives and very much connects to our reality. He believes that one should only design what he can realize. MTH Designs is a Cairobased architecture and interior design firm since known to create awe-inspiring spaces for their clients. It was founded by Dr. Mohamed Thabat who holds a master's degree in landscape and Ph.D. in interior design. According to their work, MTH Designs are leading the way in innovative design solutions.

STAR NATIONAL AUTOMOTIVE, MERCEDES-BENZ'S FIRST AUTHORIZED DEALER,

GRANTS A MERCEDES CAR TO THE WINNERS OF STAR PADEL TOURNAMENT.

Brought to you by

تار الوطنية للسيارات

FOR THE FIRST TIME IN STAR PADEL TOURNAMENT WHICH WAS HELD ON FRIDAY, 3RD OF SEPTEMBER IN NORTH COAST AT ALEXANDRIA NATIONAL AUTOMOTIVE FACILITY, THE WINNERS WERE GRANTED A MERCEDES-BENZ CAR B-CLASS MODEL 2021

BY STAR NATIONAL AUTOMOTIVE.

NICHE MAGAZINE IS GLADLY PROUD TO HAVE COVERED THE CLOSING CEREMONY OF THE STAR PADEL TOURNAMENT POWERED BY STAR NATIONAL AUTOMOTIVE, THE FIRST AUTHORIZED DEALER OF MERCEDES-BENZ IN EGYPT. BELIEVING IN THE INFLUENCE OF SPORTS AND THE SPIRIT OF CHALLENGE, STAR NATIONAL AUTOMOTIVE POWERED THE START PADEL TOURNAMENT TO SUPPORT LIVING A HEALTHY LIFESTYLE AND HAVING SPORTS AS PART OF OUR DAILY LIFE ROUTINES.

THE VICTORY CAME AFTER A MONTH OF FIERCE COMPETITION AMONG 60 PLAYERS WHILE 9 WINNERS MADE IT TO THE FINALS WHILE THE LUCKY STARS FROM LEVEL A, LEVEL B, AND LEVEL C RECEIVED THEIR PRIZES IN CHEERING VIBES. A MERCEDES B-CLASS MODEL 2021 WAS GRANTED TO THE FIRST WINNER OF THE A LEVEL, THE FIRST WINNER OF THE B LEVEL WON TICKETS TO SPAIN TO ATTEND A PADEL TOURNAMENT, AND A SCOOTER WAS GIVEN TO THE FIRST WINNER OF THE C LEVEL, ASIDE FROM OTHER CASH PRIZES FOR THE 2ND AND THE 3RD PLACES. THANKS TO THE CHAIRMEN, SAMY SAAD & YASSER SALEH, THE NIGHT WAS GLAMOROUS WITH THE SPECIAL PERFORMANCE OF ELESSEILY WHO LIT THE STAGE ON FIRE.





GO BEYOND THE BORDERS

INVEST SMART

GOCIONAL

WITH AN HQ IN DUBAI AND EGYPT, CONCEPT ELITE, AN INTERNATIONAL REAL ESTATE & INVESTMENT FIRM WITH WORLDWIDE ESTATES OFFERS BIGGER & BETTER INVESTMENT.

EXPO 2020 is causing the demand for real-estate investments to skyrocket in Dubai. With tourists and investors from all over the world coming to leverage 6 months of networking and exposure to world-class entities, earning the highest ROI is guaranteed.

Concept Elite is your gateway to Dubai and esteemed partners with the top-notch developers in the UAE. Paving the way for you to plan your next steps and allocate your funds globally.

Owning your second passport is now a hassle-free process! Offering golden visas and dual citizenship in UK, Greece, Portugal, Canada, and more through real-estate investments to benefit from the market as well. Concept Elite also provides Investors Visa in the United States through Grenada, a passport that will provide you with access to 125+ Countries Visa-free. Become a Global Citizen and keep pace with the future visions of investments.

Not only do they offer estates, but also esteemed lifestyle products like private jets & yachts such as the one and only Tecnomar by Lamborghini, which has been known to be their clientele's favorite joyride.

Niche would like to congratulate Concept Elite on their special recognition award from Emaar - Dubai and also congratulate Concept Properties, Concept Elite's mother Company, for being awarded the "Best Property Sales & Management Company in Egypt & the Gulf" certificate by MEA Business Awards.

Scan the QR Code below and visit the website to know more about the countries you can invest in and get a consultation with an Investment Specialist.



SPACES ARCHITECTS

- BY AMGAD NAGATY -

A MAN WHO FOLLOWS HIS ARTISTIC INTUITION

Due to his meticulousness and passion for interior, Amgad Nagaty was able to establish SPACES ARCHITECTS. being renowned for his artistic talent and experience. He has shown great work creativity, expertise, and commitment to his vision, and he has launched

residential, hospitality, and commercial large-scale projects and introduced styles to fit his aesthetics, becoming his own trademark. He studies carefully the personality of his clientele as he directs his approach towards their delivering the best satisfying compelling solutions.





257(5

SPACES ARCHITECTS is where you can achieve the highest functionality and the best atmosphere. They also provide the highest quality standards for fabrics, floor coverings, furniture, and lighting, in addition to their wide range of services among Architectural modeling and design, interior design, execution, consulting, furniture, visualization & VR, OS&E, and landscape. SPACES ARCHITECTS professional experts & engineers have got what it takes to deliver the best elegant customized designs for you.

SINCE 2008

OVER 60 PROJECTS



Address: Sheraton Heliopolis, Misr Taameer Buildings, Cairo, Egypt Web: www.spaces-eg.com Email: info@spaces-eg.com Tel: +2 22 687110 Mob: +2 0127 641 6941

































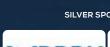
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LANDSCAPE ARCHITECTURE

OUR SERVICES

- Hardscape Softscape
- Irrigation
- Green walls
- Water features
- Lighting

PROJECTS **COUNTRIES**



















































































Loc: Fifth District, New Cairo, Egypt







66

The people who are crazy enough to think they can change the world are the ones that do.

STEVE JOBS

ASHRAF A SADEK

has established a conspicuous name in the field of construction and fit out industry in Egypt. Since 1983, Modern Interiors has become a market leader in the field of construction and design, and it acquired vast professional experience through its participation in major successful interior and construction projects in diverse segments. Their portfolio includes notable brands such as Mercedes-Benz, Sodic, New Giza, Microsoft, Lenvo, Le Meridien, Hilton, Movenpick, Johnson & Johnson and more which you can check out through their website



OUR TRACK RECORD SHOWS WE GET THE JOB DONE





What makes a good wedding planner?

Being committed to the deadline is on the top of the list, followed by precision and meticulousness because it is the most important day in a couple's life. Just like the master scenes, it's a one take! So it's important to have plans b & c as there are no rooms for mistakes. Moreover, Passion, innovation, and expertise are essential to create your own special style which is unmatchable.

What makes your planning and themes special?

We give a great attention to the smallest details, as this is where all the charm lies. The coherency of the color palette besides the creative new ideas results in a great design, and surely it all comes after meeting up with the bride & groom to decide based on their preferences.

What is trendy these days in weddings and engagements?

Colors & tropical theme is what's trending these days in most of the fancy weddings unlike before when it was limited to fairytale themes or royal whites & off whites which have also now been upgraded using baby blue or gold or a mix of both. Also, the rustic theme which goes best with a garden venue and prints are looking very good nowadays with unique vibrant flowers.

HAS A SHIMMERY GLAM

SAFINAZ RASLAN,

the prominent wedding & events planner, started her journey five years ago after gaining a wide experience and knowledge about the field working closely to very reputable names and following her passion to be the reason behind people's happiness and satisfaction as she creates art that long lasts as a blissful memory. She decided to give us some tips & hints about her events planning.





When should a bride start booking her event? A bride should book her wedding planner at least 3 months before the event to give time for research, brainstorming, visualization and accurate execution.

What is the most important thing to consider when planning a venue?

Lighting can put everything together in an amazing harmony, or it can ruin the final outlook and waste the efforts, so it must be considered in every step of planning.

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Designs advocating your needs.

With experience over 21 years, Eman Gamal has accompanied her clients on their combat against stress, and boredom providing a comfort zone out of every creative design. She believes that every space should reflect the dweller's personality.

Adding to her special talent & her applied arts bachelor's degree from Helwan University, Eman Gamal expanded her services into Landscape, Architecture, Furniture Design and production, execution and installation, and space planning. Eman has delivered over 30 prominent projects between Commercial, Residential, Hospitality, and Architecture whereas her creative yet functional designs can be spotted at Caesar – SODIC, Hacienda Bay, Uptown Cairo, Katameya Dunes, Rixos Alamein, and many more.

Design is my life mission. Design is not just an execution of a good-looking room, but it's a space meant to be used to help us overcome life's everyday challenges. I am not a dream designer, nor a paradise creator; I just show my clients how an ideal space to live their life in can be comfortable yet stylish.

EMAN GAMALINTERIOR DESIGNER











OPULENCE OF EVERY SPACE DESIGN

With over 20 years of experience, Mohamed Omar has grossed his place in the industrial construction segment and has reached to manage the construction department as a third party for premium brands in the local markets such as L'Oréal, BEL Egypt, Daw, Cadbury, DANONE, Juhayna, and many more.

He started his career alongside studying architecture; he used to manage the regular maintenance for running big industries and factories. That gave him a perfect experience to see the tiny details that can highly boost the efficiency and functionality of the building. Later on, this reflected on how he managed the design process for meticulous work & outstanding outcomes. He then expanded his business to include architecture and interior design with an experienced team in design and execution. Together with his skilled team, he offers creative and unique ideas that suit and empower the client's lifestyle while providing the utmost comfort, innovative and affordable environment at home, work, and leisure, and even in public space.











A journey of a thousand miles begins with a single step; tell us about the beginning and the first steps of establishing platoon.

Platoon designs group (PDG) was founded in 2001 by Dr. Tamer and I. Our target was to create a leading specialized firm in all fields of architecture.

What is the story behind this particular name, Platoon?

Other than the unique name, platoon means a group of soldiers as we believed that good and accurate work should be done by team spirit with discipline, order, and time.

Tell us about your career & your education.

In 2000, I graduated from Cairo university, majoring in architectural studies. Then, I started my PHD studies journey alongside building Platoon Designs in 2009 because I believe that successful careers should be in parallel with continuous learning.

What are the major prominent projects that you have delivered and are proud of?

In PDG, we're proud of all our projects but one of the most significant is La Prestigia complex in Hurghada, Red Sea as it reflects the significant vision of PDG in the field of tourism.

What is the source of your inspiration & the reason behind the success of Platoon?

We're inspired by modern and sustainable designs, the reason behind the success of Platoon designs is the spirit of love, co-operation and accuracy between our team in PDG.

What's your vision for the future of architecture and interior design?

Our vision is, simple, economic & more sustainable futuristic architecture fulfilling our clients needs.

Function or form, which one do you prefer the most?

I always believe that form follows the function, not the opposite.

Out of all the designs you've made, which one is your favorite and why?

We like of all our delivered projects, but one of the most important projects is SANA EI KHEIR project in MEKKA,KSA on 4,000,000 m² and it was constructed on a rock land. which was a big challenge.

What are the things you have to take care of while designing and what makes your designs special?

While designing we put in consideration, first, our clients' needs & creating a piece of art that we make sure is constructed exactly as the design.

What are your short term and long term future plans?

Our short term plan is to be the leading firm in architecture & interior design nationally and participating effectively in the development of Egypt, and developing globally along different international and Arab countries.



CONTACT US

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A sport is a necessity for those who seek adventure or crave personal fitness. Search for the correct gears among Pryzm's newest collection of Athletic wear. Feel inspired and motivated to workout keeping confidence and satisfaction in your look. Established since 2019, Pryzm encourages you to change your look, not your personality, as we take every client as our ambassador. We want you to feel comfortable, we invest in you.

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The Elegance of Precision

Mural is a design and execution firm founded in Cairo as an outcome of 10 years' international experience in the field. Mural's executions have extended to cover a range of projects in Egypt in the field of engineering, design, and construction among architectural, interior design, landscaping & urban planning up to construction work. We primarily propose fresh, unique, and out-of-the-box solutions for residential and commercial designs. When it comes to design, we choose to do it the hard way to achieve nothing but uniqueness. Putting everything together leading us to the final picture, our designs are the outcome of a comprehensive process in which we combine skills, knowledge, techniques & inspiration. We function based on the importance of going through a journey of discovery till we fulfill our goal and embrace our vision to enrich design architecture in Egypt providing credibility, precision & superiority to our customers.





Address: RPB 9-5, 5th floor, Rihana Plaza, Tower B, Zahraa Al-Maadi, Cairo Whatsapp: (+20) 1097980302

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OF style and design

Having remarkable projects in Egypt and abroad in several countries

such as Malaysia, Kuwait, Saudi Arabia, the Emirates, Qatar, as well as Kenya, KARISMA DESIGNS has flourished with bare hands of visionary entrepreneur engineers, Ahmed Saeed & Walaa Elkomy. For over sixteen years, KARISMA has managed to build a worthy reputation in quality standards and market reliability as a successful proven interior design company with both public and private sector partners and clients, setting its goals on always exceeding its own limits and clients satisfaction. Karisma's specialization varies among Engineering, Construction Operations, Interior Design & Fit-out, and Furniture supply, Maintenance, Logistics and Project Management Services. Nature, architecture, travel, landscape design, art, people, Books are all sources of inspiration for Karisma's team of experts who embrace diverse styles, new technologies and space functionality.

Looking forward to being the world's premier engineering, construction, and project management organization,

Karisma works hard to achieve extraordinary results for their clientele, building satisfying careers their people, and grossing a fair return on the exceptional value they deliver.







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TOWN. Your best jewelry isn't just a glittering trinket or status symbol, but It should tell a story. Silver Town create treasured pieces that win admiration and trust for the quality and service they offer.

Pioneering the field of silver jewelry, They provide the finest, well crafted and the most artistic pieces where each piece is considered a masterpiece in a various collection that suit every taste, age and gender. Launched in 2011 to change the known concept of silver jewelry, they don't just sell unique silver pieces, but they also provide the best after sales service taking care of your special collections.







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Leader in the field of beauty fancying deluxe beauty products aims to create a welcoming beauty shopping experience and inspire fearlessness in our community. COLORS was established in 2001 by Mostafa Afifi followed by a visionary partnership with Islam Azzam! Forming the beauty chains with a strong vision and philosophy to become the "Ultimate Beauty Destination".

For almost two decades, COLORS has been defined by its unique, wide-sell platforms with an ever-increasing assortment of products and has cemented its presence through being the main supplier for the top-notch makeup gurus and artists such as Lancôme, Giorgio Armani, Yves Saint Laurent and Christian Dior, in addition to being the most competitive makeup supplier in town.

COLORS have always thrived to identify the latest trends and drifts worldwide either in perfumes or makeup to genuinely understand the needs and the tendencies of the consumers, offering them the right products that feel smart, and keeping them up with the latest beauty movements.

Today, COLORS has a powerful beauty presence in Egypt either online or offline, thanks to their matchless collection of prestige products in every category, unbiased service from beauty experts, cooperative shopping platforms, and persistent innovation. Expanding more and more, in West Cairo besides their robust presence in East Cairo.

A UNIQUE
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MOZAKI ITADS AIRUIL

You may be the person who owns a simple four— is why I am a hard worker and I always waiting—my recommendations to my clients based on their automotive furious addict who gets excessively turned down for work. excited when special new models come out as you can't wait any longer to add it to your collection. It How do you take your decisions? starts by a small love spark for wheel games since childhood and then you purchase your very first I am a self-made man and I learned it the hard How did you shift your career? with the one and only Mohamed Zaki.

How would you describe your success?

more. I believe that there is always more which to simplify the comparison process. Also, I give interviews and cooperation with Niche Magazine.

wheel car that works fine, or you can be the to gain the results of every outing or vacation I requirements, personality and needs. Because I

vehicle until the love grows to establish one of the way that every decision you take regardless of biggest Car dealership brands in the Arab world, how small it is will affect your life in a way. For I took this decision back in 1981 when I first British Automotive. It's a one-man show that set off in that, every decision I took was based on my free launched my car dealership business. It was the the business world with transparency, perseverance, will and thankfully do not regret any of them. hardest yet the best decision ever. I had to take and passion till he was recognized in the Arab world Even though I changed my career to cars after this great risk to give up five years of hard work with his milestone in the luxury car trading sector. spending full 5 years in architecture, I still do not and studying architecture and switch to something We had a fortunate chance to interview him and get regret it because I believe that architecture has I am obsessed with and very passionate about. to know more about his journey. Here's an exclusive guided me to be a great critical thinker, planner and organizer of my career.

What's special about British Automotive?

guide my client, I promise him the best after sales service long after he purchases the car and also once they wish to change it.

What would you say for Niche Magazine?

First of all, thank you for this interview. I truly respect Niche audience as I believe that Niche I currently have unlimited passion and aspirations Variety and after sales service. I am always making magazine has a very respectful taste, and I am towards my field and I am still looking forward for sure not to be limited to a certain brand or style, very glad to have made this interview with Mr. more which I personally consider success. Many yet I do my best to satisfy all tastes. I work very Nady Ghaly and the whole team of experts who people wake up every day unsatisfied about carefully on my collections combining different are professional and are very aware of different where they stand in life, but for me I am very exotic cars having similar and different options topics and fields. I hope that I was an addition to satisfied, yet I still have the passion and strive for and features, and I place them in a special way the readers and I am looking forward for more



British Automotive













HOUSE OF LUXURY BRANDS



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MAPPING OF BUSINESS LEADERS



"A man should never neglect his family for business."

- Walt Disney



onsidered among the world's greatest business leaders, Disney believed that family always comes first. So no matter how busy you are, remember your priorities and don't drift away from the most important people you have. To have a well-planned strategy leading your life and positioning your priorities while growing your business you might want to have a look on the business leaders' mind chart. Some successful tycoons have discovered the secrets to a winning life. The good news is that anyone is able to think like an entrepreneur, and to put these powerful secrets to work in their own lives.

Know Your Priorities

There is a key to your priorities which is managing your responsibilities.

Set your target

Lucidity of thought is valuable to the commitment of any sort, and in order to keep it up with full efforts, you must know what it is that you want.

Realistically irrational expectations

You have to realize that what is possible for you won't be given without the efforts from your side, so work hard to earn it.

Know your strengths and boundaries

Find out what you are good at, what you love and then work on it till you develop some form of competitive advantage and don't bow to your limitations.

Take the risk

As they say "Higher the risk – higher the returns" Playing safe has never made strong leaders and decision makers.

Embrace the change

In order for your business to grow and develop, you must accept change and adapt to it.

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It's pretty common to find a coffee place, but it's uncommon to find all what makes you comfortable at one place. For example, you'd find exquisite coffee in a very noisy atmosphere and jammed neighborhood where it's impossible to park your car, or you'd find a beautifully designed setting, yet it comes with very limited menu options. At Wanted Café, you'll feel the cozy vibes of the place which has the best looking western style coffeehouse in Egypt. For that, Wanted café was seen in several media productions such as "Sabea Gar", "Amr Wake'a", "Khali Balek Men Zizi", "Leh Laa", "Hagma Mortada", and many more.

While you wait for a few minutes to receive your cup of coffee, it goes on a long journey of perfection and dedication just for you and your health. Their roasted coffee beans are finely selected & imported from different countries in Asia, America, and Africa, so everything is as fresh as it can get. Wanted Creators are not just passionate about coffee, but everything else that goes with it. They offer a selection of coffee beverages and fine pastries.

A strong passion began back in 2017, when the owner was in China, he got obsessed with the idea of a self-serve coffee bar, yet the concept was still missing. Then it hit the team! A wild western theme under the name "Wanted". The outcome was a mix of the old western style and the modern coffee shop service for a special spectacular experience, that is renowned by celebrities, media, press, and for sure their recurring daily clients.









Meeta Greet

Amira Elsaadani

7 alue's is one of the largest and most influential Architecture. V Furniture and Interior Design firms in the Middle East, Value's was established in 1975 and founded on the belief that design has the power to transform lives and enhance communities. We use design to enrich people's lives and help organizations succeed. Value's mission is to deliver exceptional design ideas and solutions for our clients through the creative blending of human need, technology, value creation, science and art. Our design solutions result from a collaborative process that encourages multidisciplinary professional teams to research alternatives, share knowledge and Imagine new ways to solve the challenges of the built environment. Value's has completed over hundreds of projects for hospitality, residential, educational, healthcare, commercial corporate, cultural and private clients throughout the middle East and Abroad Value's adds a taste of luxury to the art of living with meticulous attention to details and materials, approaching every project with a fresh eye, a keen appreciation for environmental concerns and strong belief in collaborative effort, Innovative research, design tools and expertise. Value's offers a board range of exclusive made-to order designs, manufactured with a high level of customization, including lighting, carpets, cushions and accessories offering a perfect environment for customers seeking style and comfort. Creativity and technology, glamor and functionality quality and innovation a combination of extraordinary factors together has contributed to the lasting success of Value's

> Citystars - Mall of Arabia - Concord Plaza www.valueshome.ae





We at Value's execute projects that are as diverse as our clients. Not one to apply a singular design vision to any of our projects, we draw direction and inspiration from our clients and how they function in their surroundings. Our integrated approach to design makes us one of the most sought after designers in the MENA Region and GCC area. With 40+ years of design experience, Value's understands that success of a design project lies in the precise comprehension and execution of the details. Through our creative, well established background, Value's knowledge and expertise in the process of design, extends beyond the aesthetics of a space. Our experience in managing a team of contractors, craftsmen and artisans, sets us ahead and apart from the competition. The factory started with a vision to be a pioneer in the business of furniture not only locally but worldwide as well, with a leading thinking in the furniture designs to have it fashionable and far ahead from its beginning time was the way they think to move on and end up with an interior design and furniture supply office of a leading marketing all around the GCC and to have a one stop service to our clients with a name expressing its abilities and proficiency "Value's".



The furniture that defines you!

Our reputation guarantees creating contemporary, and elegant commercial design is second to none. Our track records delivering our projects on time. Value's Home experiment with new materials to give shape to a domestic space where true wellbeing and aesthetic qualities can be enjoyed to the full. This is furniture that imparts an emotion to the surroundings. Value's is a path in which the finishes, technologies, processes and the actual shapes are not an end unto themselves, but a means of satisfying man's desires and of conveying completely











WHY ARE RICH PEOPLE NOT ON CLOUD NINE?



oney doesn't change your ability to be happy. Strongly agree or strongly disagree? It's been believed that the cliché sentence of "Money doesn't buy happiness" is not true and that when you have your financial level stable, you feel satisfied and happy. But why do rich people feel unhappy?

The research on wealth and happiness is filled with contradictions. More wealth does make people more satisfied with their lives, even if they still had day-to-day frustrations, yet rich people's souls are burdened by the fears, worries and family distortions of too much money. Wealthy people have shown symptoms of deep anxieties due to issues involving love, work, and family. Undeniably, they are frequently disappointed even with their good-sized fortunes. In addition, most of them still do not consider themselves financially secure; for that, they are in continuous demand for more. They would require an average of one-quarter more wealth than they currently possess.

People who own fortunes are still humans at the end of the day. The rich are liable to pain, worry, fear negativity, and may still fall prey to a poor mindset towards placing money as a life priority. This concludes that it requires a lot of control & management to exchange money for happiness. Money is seen as potential, consequently it represents potential energy. Referring to physics, potential energy doesn't just convert to kinetic energy on its own, same as how money does not automatically equate to happiness.

Money solely can lead us far in our pursuit of happiness. From there, real happiness has to be generated from something a lot deeper, something inside of us.

STAY TUNED

NICHE Wards 2022



