

NICHE
LUXURY LIFESTYLE MAGAZINE

Portfolio

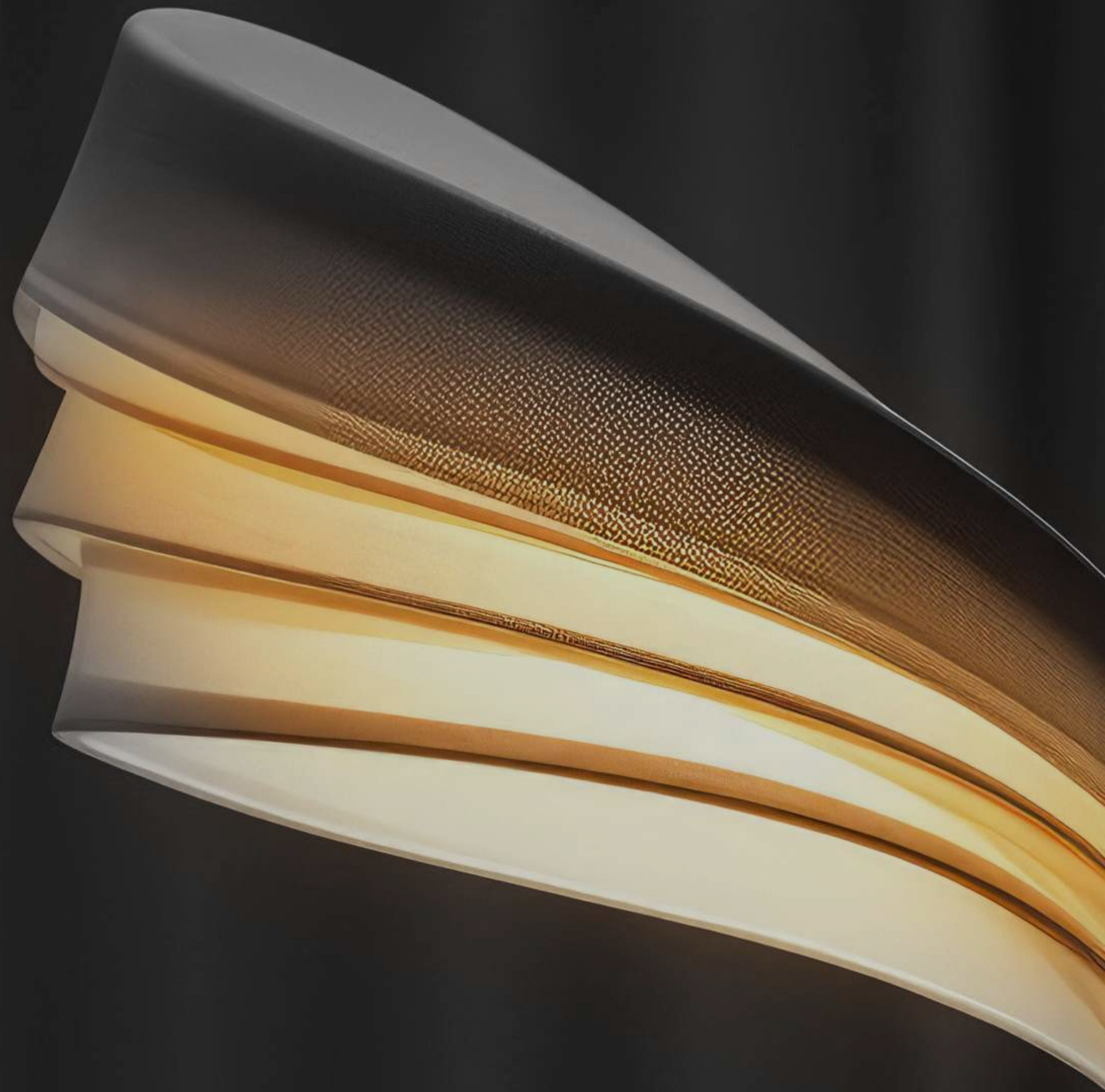
ABOUT US

NICHE is a quarterly lifestyle magazine founded in 2010 that redefines luxury in the Middle East, setting a new standard for elegance, innovation, and impact. Founded by Dr. Nady Ghaly and produced by BeBrand Advertising Agency, NICHE serves as a hub for an of visionaries and industry leaders across business, design, hospitality, and wellness.

With a distinctly selective approach, NICHE curates stories that resonate with depth, ethics, and lasting values, enhancing both reputation and cultural influence. We believe in purposeful publicity, celebrating individuals and brands that elevate the region through excellence, authenticity, and a shared commitment to quality NICHE isn't just a publication, it's a movement shaping the future of luxury in the region.

MISSION

To open a doorway to the essence of the luxury lifestyle, where diverse stories reflect the impact of success: all while connecting leaders who invest in and grow their networks.





VISION

Through golden lenses and compelling editorials, we showcase a world of refined living, where influence, innovation, and inspiration align.

QUEEN OF LUXURY

There is simplicity, and there is woman In a ceremony of elegance and distinction, we crown the women who embody success effortlessly, endlessly, unapologetically



NICHE AWARDS

For the success journeys and the golden originals The Awards Issue praises power, driven by success and gasped at in a spectacular ceremony that honors leaders across different sectors for their significant stories.



SUMMER CAMP

Rays of sunshine hit different in the life of luxury The Summer Camp Issue is a peek into sun-soaked spaces, summer fashion, and elite experiences: where whispers, parties, and standout personalities come together under the heat of the season.



Visit nichemagazine.me for detailed issues.

BACK TO BUSINESS

A round table thickens connections The Business Dinner Issue offers a glimpse of influence mixed with curiosity, served to luxurious icons from different sectors, where power meets poise and strong networks are built.



KSA AWARDS

After the glory of the Niche Awards The KSA Issue arrives in an extravagant ceremony to reveal the fine taste of Saudis and highlight the nobility Influenced by the tapestry hidden in their deserts.





MORE IS YET
TO COME

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Thank you