

NICHE  
LUXURY LIFESTYLE MAGAZINE

HIGHLIGHTING  
EGYPT'S TOP  
BRANDS  
EXCLUSIVELY

TAWNY  
6TH OF OCTOBER

A BOUTIQUE  
COLLECTION OF  
EXCLUSIVE VILLA

PLACE  
LIKE  
NO  
OTHER

NICHE | *Back to Business* 2020

 HYDE PARK  
NEW CAIRO

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

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New Look

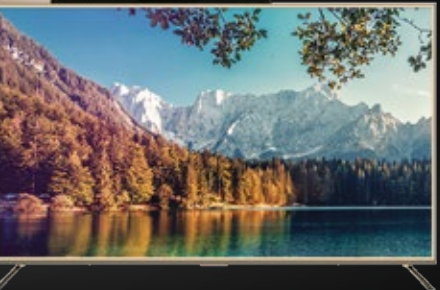


**Tel:** (202)27580512 to 17 **Fax:** (202) 27580506 **Facebook:** KatameyaHeights **Instagram:** katameya

**Address:** New Cairo City, Fifth District, Ring Road, Cairo, Egypt, P.O Box 5984 West Heliopolis, Postal Code 11771

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**HAMO MOHSEN**  
HAIR ARTIST

[www.hamomohsen.net](http://www.hamomohsen.net)



During our childhood, we dream of what we will be when we grow up. Our dreams usually begin with being a movie star, or a superhero. As we begin to grow up, sometimes our dreams change, either because we have changed, or because the world has told us we need to change our dreams. My dream has always been to be a hairstylist. The Beauty Industry is one of the only industries I know of that make someone look and feel like a movie star, or make a woman feel as beautiful as she thought her beauty icon is, and I think that is pretty awesome. What I have come to realize after over 25 years in our industry is that many people need to be educated, not only about their hair and what products they should use, but also about the industry itself. People need to become educated in the services of a salon; it isn't just about hair cutting, coloring and manicures while everyone drinks coffee and talks about the newest celebrity couples. In fact, the beauty industry is always changing, evolving and improving. There is always something new to learn, be it a new formulation, a new cutting technique or a better way to retain your clientele. It is an industry where education is key. On a daily basis, stylists deal with the science of hair and the chemistry of hair color and perms, how to manage their clientele, their budget, their time, their retail, all at the same time. Being a hairstylist is more than just about the skills of giving good hairdos. It is about making personal connections with your clients. Helping them through life's trial and celebrating life's achievements. It's about helping the ladies and gents sitting in your salon chair find their beauty whether inside out. It's an industry that helps you grow as a person, as an artist and with hard work, sweat and tears – one becomes a thriving business professional.

*Hamo Mohsen*

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

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FOREVER TO GO.**



**THE RITZ - CARLTON**

Cairo, Egypt. October 15th, 2020 – This October, The Nile Ritz-Carlton, Cairo celebrates its fifth anniversary. Over the past five years, The Nile Ritz-Carlton, Cairo has delivered the legendary Ritz-Carlton experience to guests in Egypt and continued to redefine the standard of luxury. Known for its refined quality and impeccable service, The Nile Ritz-Carlton has created wonderful memories through distinctive and personalized service. The luxury hotel is a preferred destination for tailored wedding experiences, exceptional conferences as well as curated events delivered by the Ladies and Gentlemen of The Ritz-Carlton. Though just five years old, the hotel has a legacy that dates back to the late 50s, when it was a prime location for the world's elite. The hotel's restaurants and bars are amongst the best in the city, including the Italian Vivo restaurant. Fusing high-end gastronomic technique, with creative application and local produce, Vivo has emerged as one of the most popular restaurants of its kind in Cairo. The Nile Ritz-Carlton, Cairo has achieved a number of accomplishments that add to its roster of unparalleled experiences for guests, representing the true essence of Egyptian culture and hospitality. It has consistently created unforgettable experiences for guests to fulfill their expectations and crowned its presence by a number of international awards such as Travel + Leisure Award for being one of the top hotels in the Middle East and the Certificate of Excellence on Trip Advisor 2020. In celebration of its fifth anniversary, the hotel is offering guests an exclusive 5 days staycation package including breakfast, at the same value as a three-night stay. the Guests who avail from this package will be receive %15 savings on all food and beverage and %35 savings on all spa treatments plus complimentary parking. Guests are welcomed to enjoy this special package till the end of October 2020.

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*Nady Ghalaly*

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A glamorous, elegant gift recieved from Eye fashion optics to Niche CEO. Can't express how amazing choice it was, yet it's not something new to Eye fashion to have unique and authentic eyeglasses brands. As Eye fashion optics always features number of luxurious names such as Maybach, Bentley, Blauer, Cavallo Bianco, Charriol, Cogan, Dario Martini, Enni Marco, Exalt Cycle, ItalyLentiBaldinini, Le Tanneur, Lina Roma, Mario Rossi, MiraFlex. Carrying largest selection of authentic designer eyewear, which reflect our care for our clients ensuring the best fashion for their daily life routine.

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# NICHE MAGAZINE GETS AWARDED IN THE 4<sup>TH</sup> MIDDLE EAST FASHION FESTIVAL

On an amazing night,at the sparkling Golf Al Solaimaneyah, Middle East Fashion Festival has boomed with the participation of its unique Aarb fashion designers Nermeen Safwat ,Omar Mahfouz & Sarah Tayel And our success partners in this event needless to mention that this night wouldn't have boomed without all of our guests specially Jomana Mourad,Amira Abdel Azim ,Menna Fadali ,Rami Wahid ,Ahmed Shaker ,Nedal El Shafey ,Jory Bakr and Rana Raes This unforgettable night with prepared and organized by one of the pioneer events management or- ganization blue moon for events manged by Mr.

Waleed Khalil

Telephone: 01090051005



Our  
Partners

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<10>

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NICHE MAGAZINE TEAM

FOUNDER & CEO	Nady Ghaly
CEO ASSISTANT	Yara Mohsen
VP OF OPERATIONS	Mariam Jacobs
HEAD OF NICHE	Ahmed Ibrahim
EDITOR-IN-CHIEF	Ahmed I. Darawy
ADMINISTRATION	Manal Wagih Mohamed Ahmed Botros Shoukry
SALES DIRECTOR	Mourad Fayez
ACCOUNT MANAGERS	Bothina Khaled Amira Badr
ACCOUNT EXECUTIVES	Mostafa Anwar Mariam Nagy

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Address:  
12, 161 Maadi, Cairo, Egypt.  
Telephone:  
(+20) 25252230 - 25252240  
25287179 - 25253186  
Support:  
(+20) 1227972010  
Sales:  
(+20) 1202702701/9  
E-mail:  
info@nichemagazine.me  
Website:  
www.nichemagazine.me

CREATIVE DESIGNERS

Muhmmad Sami  
Ahmed Hussein

COPYWRITERS

Amr Atef  
Aya Mohamed  
Mariam Jacobs

DOP

Mina Nasser

DIGITAL MARKETING  
SPECIALISTS

Amr Atef  
Aya Mohamed  
Ghadah Maghraby  
Yasmine Saied

DUBAI ADVERTISING

Aml Wassef

UK ADVERTISING

Eriny Makram

LEBANON ADVERTISING

Iman Loubani

ONLINE BUSINESS DEVELOPERS

Christine Magdy  
Amr A. Hegazy  
Shaker Mohamed

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## CEO's letter



**Dear Readers,**

**Back to Business...**

When I thought about creating Niche Magazine, all my passion was to keep it a powerful tool to direct business conversations, especially if you consider your business targets *Crème de la Crème.*

Niche Magazine is a way to unify brands, promote products, engage with audiences in a unique & luxurious way. I have selected Niche Magazine's team to maintain a lavish concept, of how you want your business to be recognized. As well as providing a focal point for your organization that acts as the "voice of your industry". All of that comes to action through a simple yet sophisticated Ad Design. Niche Magazine builds products stories, creates an ongoing success journey and builds brand loyalty. Attractive content always comes first, supported by quality editorial as prints that delivers the desired commercial goals. Niche Magazine is uniquely positioned to build deep and long-lasting relationships with clients. We're not trying to be all things to all people; we're trying to be everything to specific ones. When you're Niche, specificity is essential. If you are looking for a new elegant way to refine your brand and promote your products, then Niche Magazine is definitely your guide among that journey. Another story I am happily writing this issue with my beloved audience, is Niche Magazine's existence in GFF 2020. My team and I got to be part of a magical elite festival among the exquisite vibes of cinema and fashion. We felt like this is where we belong, beside the red sea, fresh air, elegance and beauty.

Niche Magazine is all about luxurious businesses, and I am presenting you this issue of back to business.

*Nady Ghalby*





### NICHE MAGAZINE:

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

## Business

"Niche is an icon of luxury because Elegancy is when the inside is as beautiful as the outside."

*Nady Ghalib*

*For elites*



## Design

"Niche is all about minimalism and precision. It's tastefully exquisite."

*Ahmed Ibrahim*

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**Phone Number:** +20 1029363607 **Website:** www.oleods.com **Email:** operations@oleods.com  
**Instagram:** @oleo\_design\_studio\_eg **LinkedIn:** Oleo Design Studio **Address:** District 9 -1st neighborhood, 3, Cairo, Sheikh Zayed EG

## Gordon Ramsey BRING THE FLAME TO DAHAB

**Uncharted** is an American television series featuring Gordon Ramsay, it premiered on July 21, 2019, on the National Geographic and was broadcast in six episodes for its first season directed by Jon Kroll.

Ramsay travels around the world meeting with indigenous people to learn about their foods and cultures. In each location, harvesting new ingredients and samples new dishes, showing a humbler side in Uncharted, as the show is more about adventures and food around the world.

Ramsay decided to harvest South Sinai land, picking Dahab & Saint Catherine to learn more about the cooking customs of the Bedouins, Sinai's folklore, and there most popular dishes searching for culinary inspiration, epic adventures, and cultural experiences he will never forget.

The show is a true love letter to foods of the world and much of it is sold by the enthusiasm of Ramsay that is the most joyous and exuberant he's been on television in quite some time.



*Gordon Ramsay*



**Uncharted** offers viewers the chance to do something that's very difficult right now; travel. Another hit and even better than the previous seasons. Fascinating locations and real connection with local culture and cuisine! If only National Geographic could figure out how to send a sample of the food through the TV, this would be a perfect experience.

Gordon James Ramsay, born 8 November 1966 in Johnstone, Scotland, British chef, restaurateur, writer, and television personality.

His restaurants have been awarded 16 Michelin stars in total and currently holds a total of seven. His signature restaurant, Restaurant Gordon Ramsay in Chelsea, London, has held three Michelin stars since 2001. After rising to fame on the British television miniseries Boiling Point in 1998, Ramsay had become one of the best-known and most influential chefs in the UK by 2004.

Gordon Ramsay is well-known for shows such as "Hell's Kitchen", "MasterChef", also a published author of several books, many of which have become bestsellers around the world, most notably his autobiography, Roasting in Hell's Kitchen.





# Dude Perfect

## Your guide to be a perfect dude

Youtube: [Dude Perfect](#) Facebook: [@DudePerfect](#)

Dude Perfect (DP) is an American sports and comedy group headquartered in Frisco, Texas, United States. Roughly three million more than the NBA's channel. You know, the league that has LeBron James, Steph Curry, and Kevin Durant? Well, trick-shot artists of twins Cory and Coby Cotton, Garrett Hilbert, Cody Jones, and Tyler «Ty» Toney, all of whom are former college roommates at Texas A&M University had a massive impact with a channel that is the second most-subscribed sports channel on YouTube, and the twelfth most-subscribed channel overall.

*Dude Perfect*



### Cory Cotton

Born on July 17, 1987, He grew up in Woodlands Texas, which is a little north of Houston. His father is a pastor, but they claim he never pressured them into believing in Christianity. The twins came up with the Dude Perfect name, as Jones, our camera guy, Sean, set the camera down on a ledge. When he turned on the camera, Tyler was already in the frame and he just said «dude, perfect» Not only him and his twin are the marketing geniuses in the group, they also seem to be the technical guys. In fact, the main Dude Perfect YouTube url is Youtube.com/user/corycotton



### Tyler Toney

You can call him the first, Ty is one of the founders of Dude Perfect, always a winner, bothering his friends a little but he's a very charismatic guy loves his friends and support them specially Coby, who barely wins battles. Tyler is married to Bethany Toney, and they now have three boys, named Barrett Nathan Toney, Colton James Toney, and Rhett Silas Toney.



### Cody Jones

The bad boy, the girls dude, wins when you least expected! Cody Jones says that towards the end of high school and the beginning of college, he strayed from the Lord. He focused more on basketball and girls. It sounds like he had a baller three months when he first got to Texas A&M, then felt guilty, stopped his evil ways, and prayed for forgiveness. Once Jones got back on the straight and narrow, he met the twins while playing basketball at the university rec center, and they asked if he wanted to be the fifth roommate in their house.



### Coby Cotton

Coby is unlucky! Let's go team Coby, Coby has won the least amount of battles, with a total of 4 won, which were the Giant Sumo Battle, the RC Airplane Battle, the Goliath Grouper Fishing Battle, and the Quarantine Classic - Roller Hockey battle. The Quarantine Classic was not part of the main battle series. He has a twin brother name Cory Cotton. He also has a sister Catherine who is an artist. He became engaged to Aubrey Ellett in August 2017 and they married in December of that same year.



### Garrett Hilbert

The calmest, the most sane one, also winning pretty much **AKA** «The Purple Hoser». He's called that since he gets really sunburned often? Anyway, his dad's job moved him to California during his early childhood. Hilbert went to Texas A&M as an architecture major, remained close with his high school teammate Toney, and found his way into the college house that brought them all together. He claims to be the one to have initially bet Toney that he couldn't make a particular trick shot.



**5  
YEARS  
OF  
STYLE**  
*10<sup>th</sup>* of November



**HOTLINE: 15095**



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# Neuralink:

## THE GATE TO THE FUTURE

### ELECTRODES ID THE KEY

Understanding the Brain was the first step for NEURALINK to start working on Brain chip, There Are 86 Billion Neurons in Brain allows you to move, think, feel and sense, send and receive information signals through axon-dendrite connections called synapses.



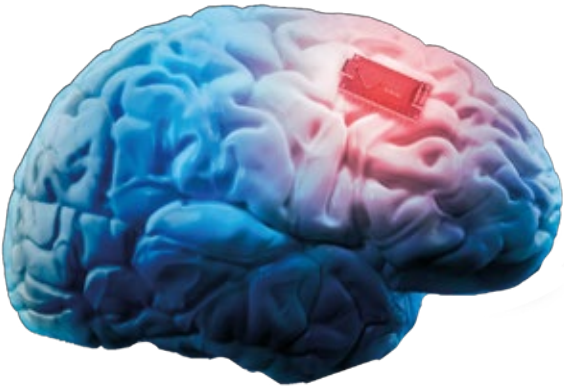
Neurons Communicate Through Electric Signals, small molecules bind to receptors on dendrites, opening channels causing flow across the neuron’s membrane. When a neuron receives the ‘right’ combination of spatiotemporal synaptic input, it initiates an action potential. Recording Electrical Signals in the Brain can be done by placing electrodes near neurons in order to detect action potentials, allowing decoding of information represented by mentioned cells as there are neurons in the brain that carry information about everything we see, feel, touch, or think.

ELECTRODES are meant to be directly connected to the brain as Neural activity can be monitored from outside the head using non-invasive techniques. To clarify it better, each channel records the summed activity of millions of neurons, which

means the details are blurred away. As an example, if you are experiencing a sports event on radio, from the roars or surrounding sounds of the crowd you can tell when something good or bad happens to the home team, but you’ll have a hard time distinguishing whether they scored or made a great defensive play adding to that you lake of accuracy for individual people review about the game. The same is true for recording from the brain: recordings made at a distance provide some useful, high-level information, but to access fine-scale information, you need to be close to the source. Here, that means recording action potentials, or voltage “spikes,” from individual neurons. Currently, that can only be done by placing electrodes inside the brain.

### Interfacing with the Brain

NEURALINK designed the first neural implant that will let you control a computer or mobile device anywhere you go. Micron-scale threads are inserted into areas of the brain that control movement. Each thread contains many electrodes and connects them to an implant, the Link Sealed, implanted device that processes, stimulates, and transmits neural signals. Neural threads are small and flexible thread contains many electrodes for detecting neural signals. Compact inductive charger wirelessly connects to the implant to charge the battery from the outside.



### Brain Engineering

A Direct Link Between the Brain & Everyday Technology. Goal of that technology is to help people with paralysis to regain independence through the control of computers and mobile devices. Giving people the ability to communicate more easily via text or speech synthesis, to follow their curiosity on the web, or to express their creativity through photography, art, or writing apps. VISUAL CORTEX processes visual information from our eyes. AUDITORY CORTEX assists with the perception and interpretation of sound. SOMATOSENSORY CORTEX helps process sense of touch. MOTOR CORTEX responsible for planning and executing motor movements.

### Neuralink App

An app that allows you to control your iOS device, keyboard and mouse directly with the activity of your brain, just by thinking about it. BE IN CONTROL, SIMULATION, BE AUTONOMOUS with Bluetooth connection.



# Elon Musk

is a South African-born American entrepreneur and businessman who was born on June 28, 1971, founded X.com in 1999 (which later became PayPal), SpaceX in 2002 and Tesla Motors in 2003. Musk became a multimillionaire in his late 20s when he sold his start-up company, Zip2. In July 2019, Neuralink executives and Musk gave a presentation on the technology the firm has developed so far. The big reveal was a tiny microchip that could, theoretically, be implanted behind a person’s ear with tiny threads containing electrodes fanning out into the brain.

*Elon Musk*





# Icon A5 Aeroplane

The **ICON A5** is an American amphibious light-sport aircraft designed and produced by ICON Aircraft. Designed as a high-wing flying boat-type amphibious monoplane with a carbon fiber airframe and retractable undercarriage, seats a pilot & a passenger in an enclosed 46-inch-wide cockpit and is powered by a single 75 kW Rotax 912 iS engine driving a three-bladed pusher propeller. The wings can be folded aft for ground transport and storage. The factory installed equipment includes an angle of attack indicator as a safety enhancement for stall awareness, a feature not usually found in general aviation aircraft. A whole-airframe Ballistic Recovery Systems parachute is optional, except for in U.S.-registered A5s where it is mandatory, due to ICON's exemption to the U.S. light-sport aircraft (LSA) weight limit. The A5 uses many different design elements to provide a manageable stall recovery. Flying the Icon A5 Is Like a Driving a Sports Car in the Sky, if you're seeking adventure, ICON makes flying more exciting and more accessible than ever before. Prepare to redefine everything you thought you knew about aviation.



## FLYING MADE EASY.

### Angle Attack (AOA)

Small Gauge. Big difference. This instrument is unique to the A5. It simplifies flying, telling you everything you need to know during flight. Located at the top of the instrument cluster and within easy line of sight for the pilot, the Angle of Attack gauge provides an instantaneous read of how close the wing is to stalling. This informs the pilot how much more it's possible to ask of the airplane, regardless of the atmospheric conditions, the maneuver, or how the plane is loaded and configured.

### Windows

Enjoy flying with the windows out. The A5 provides an immersive flying experience unlike anything you've ever felt before. The side window can be removed with one hand and stowed in the baggage area.

### Canopy

See the world in 3-D, with the engine in the back and a low instrument panel, the A5's panoramic canopy allows you see the world in a new dimension.

### Intuitive Control

Flight Control Stick, inspired by military aircraft, the A5 uses a central stick to control the ailerons

and elevator. This intuitive interface provides very direct feedback, in keeping with the A5's sport flying mission.

### Avionics

A5 is available with the removable Garmin Area 796 GPS. The touch screen 796 has a 3D terrain view, moving map with sectional markings, secondary instrument cluster, and flight planning system.

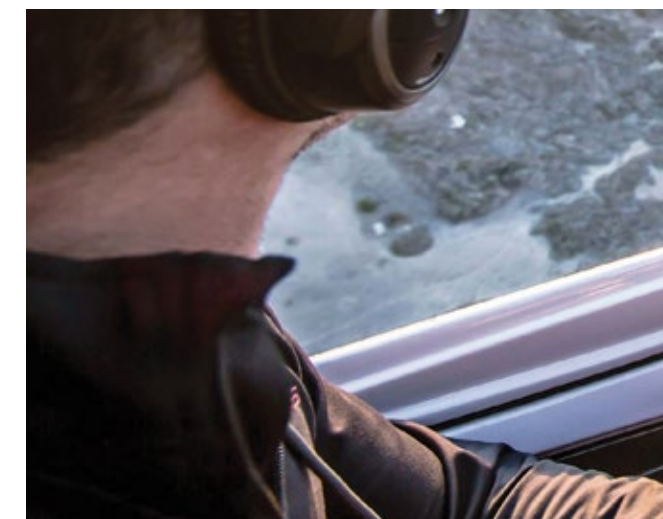
### Arts meets aviation

A stunning product of function, Engine Rotax 912iS Sport reliable, lightweight and efficient, delivers even simple operation in all conditions, using electronically fuel injected version for A5.

Advanced running lights for all exterior lighting. In addition to consuming less energy and generating less heat, they are lightweight, exceptionally bright, allowing very sharply defined beams, 2 minutes is the perfect timing to unfold the A5's wings and get it ready to be in sky.

### Safety Innovation

Peace of mind at 1,000 feet, Featuring safety aspects like ICON Spin-Resistant Airframe (SRA), ICON Parachute System (IPS), ICON Angle of Attack Indicator (AoA), Planning Wingtips, ICON Parachute System (IPS), ICON Predictable Flying Characteristics, Finally Low Stall Speed.







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**DATA  
SOLUTIONS**

**WIRING  
DEVICES**

**POWER  
SOLUTIONS**

Al Andalus Electrical solutions was founded in 2007, to be a rapidly growing company in the field of electrical supplies. Our scope expanded to include fields are: **Lighting ( Indoor & Out door ) , Wiring devices, Power panels and Data Solutions.**

Since establishment, Al Andalus has gained a very good reputation as it provides the state-of-the-art Products and Services in the field of lighting, data and other electrical supplies in the Egyptian market. The variety in brands and sectors enabled Al Andalus to Provide integrated solutions for all kinds of projects including Residential, Commercial, Healthcare, Banks...etc. We carefully Select and employ professional and passionate Engineers to present pre and after sales services in addition to the technical support for any technical issues.

*Tamer Mour*

**Phone Number:** 02 23925813 **Website:** [alandaluselectric.com](http://alandaluselectric.com) **Email:** [info@alandaluselectric.com](mailto:info@alandaluselectric.com)  
**Instagram:** @AlandalusElectrical **Instagram:** [alandaluselectrical](https://www.instagram.com/alandaluselectrical) **Address:** 42 el gomhorya st , opera square downtown





## STARTED WITH A SKETCH



KAYAN Design House is awarded as The Best Design House. KAYAN is specialized in all services related to designing; Architectural Design, Interior Design, Structural Design, Landscaping, 3D Presentation and Furniture Design. Their vision is to always exceed their client's expectations by providing them with excellent services and practical solutions. They always aim to achieve the goal of the design with the lowest cost with the latest engineering solutions and technology that take into account the interests of the project, financial and aesthetic, which offers modern methods in their work. KAYAN provides its services in many countries like Egypt, U.A.E, K.S.A, Oman and more. They also have a consultant group which allows them to provide a full range of engineering consultancy services. Their goal is to always strive to have a progressive outlook in adopting international good modifications; to suit various styles of architecture in all of its designs.

**Phone Number:** 01270055588 **Website:** [kayan-design.com](http://kayan-design.com) **Facebook:** Kayan Design House

## Finally.. Hyde Park Developments Heads West! The Leading Real Estate Developer Announces TAWNY

### ***A Practically Perfect Compound at the Heart of It All!***

Yes, the news has been confirmed! Hyde Park Developments are heading west, bringing their leading expertise in the creation of integrated livable community to the residents of 6th of October city as well as luxury and seclusion seekers. After their breakthrough in the east, offering their "Hyde Park New Cairo" project, Hyde Park Developments is coming to the west side with a practically perfect modern Avant guard designs and livable community concept that cater to the needs of families "Tawny". The coziness of the community and its young, , fresh look makes it a safe haven for younger generation of families looking to start a new beginning , but still in a well-established area that has access to all lively areas in 6th of October, only minutes far from the most prominent destination including Gezira sporting club, shopping & retail districts in addition to national & international schools such as Lycee Albert, Al Alson, The International School of Chouhaifat, The American International School (AIS) and The British International School In Cairo (BISC), and others.

***With premium location amidst the landmark places of 6th October and Sheikh Zayed, "Tawny" arrives to redefine the residential community of the west, granting its owners extra luxury of the inclusive compound, surrounded by vibrant destination. "Tawny" will be on total size of 31 acres, featuring lavish boutique collection of exclusive 216 villas of diverse types and sizes, ranging from 240 SQM to 288 SQM***



Modernity and novelty surrounds each and every corner of the project, which is manifested in the units. Hyde Park Developments also went an extra mile, offering the "Quad Villas", that are considered an addition to the market. This leading product concept is all about bigger space for bigger families and those who want to be immersed in the friends and family gathering. This comes as part of Hyde Park Developments' thought as the creators and shapers of the ultimate familial lifestyle. Conceptualizing the spaces revolves around mixing rounded by an air of coziness, catering to the different needs, tastes and preferences of the owners. The total landscape of the project was designed so as to reflect this diversity, with less than 20% of the project is dedicated to the residential purpose. We are all excited about this new addition to the west side and we know you're too, so decide on your preference from the 4 types of villas and join this desirable community at the heart of it all!

**TAWNY**  
6TH OF OCTOBER



**HOTLINE  
16696**

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# AZZA FAHMY A STORY TO BE TOLD BY AN ICONIC FAMILY.

This issue is about business, so Niche decided to interview the first woman to train in EGYPT's jewelry, specially after knowing that her daughters happens to be part of her business. So we had to get the full story.



*Azza Fahmy*

## Investing in jewelry was a decision, why Azza Fahmy took it?

**AZZA FAHMY:**

When I first graduated from the faculty of fine arts, I worked in a governmental job where I felt like this was not what I was destined to do for the rest of my life. I was lucky to find my calling when I visited the first international book fair that happened in Egypt in the late 1960s and when I was walking in the German isle, I reached out for a book that I didn't understand but its pictures spoke to me. It was a book about medieval jewelry, and I felt that this was the sign I was waiting for. Afterwards, I started learning how to make jewelry in Khan el Khalili, for you to design something, you must know how to make it. My journey in the jewelry world started from there.

## 2-Let's talk about your preferable pieces and the story behind it?

**AZZA FAHMY:**

I can't single out pieces because they are all very dear to my heart. But I love the Pharaonic collection because it pays tribute to this strong culture and civilization that the whole world is still discovering thousands of years later.

## 3-Fashion is a major industry, how jewelry industry influences it?

**AMINA GHALI:**

It's the other way around, the fashion trends influence the jewelry trends. Every year, we sit with trend forecasters to discuss what's new in the fashion world and how that would affect the jewelry world. For example, if the fashion trend is all about showing skin then the jewelry will be bold and chunky to compliment the clothes, if the fashion is about big sweaters then the jewelry will be daintier.

## 4-Can you guide us about jewelry criteria and how it reflects personal character?

**AZZA FAHMY:**

Jewelry is a very personal item, when people choose a piece of jewelry it's usually something they connect to. That's why a lot of our clients buy pieces based on the message they carry or the story behind them, because it reflects who they are.

## 5-What is the Biggest challenges Azza Fahmy faced during her journey to perfection?

**AZZA FAHMY:**

Of course, at the early stages of my journey I faced many challenges, especially that I was a female and university graduate entering the male dominated field of silversmithing and jewelry making. In the late 60s and early 70s, it was unheard of for a woman to work in a "warsha" to make jewelry with all her male colleagues. But little by little, I was able to break this stereotype and pave the way for other women to enter this domain.

With time and with the growth of my business, I faced different problems in different fields like financing, operations or others. But I was lucky to have a strong team that helped me grow and overcome these challenges.

## 6-Tell us about your current collection and how behind the inspiration of making it?

**AMINA GHALY:**

The new collection is inspired by the Pharaonic era and is being released with Egyptomania trend happening worldwide in line with the 100th anniversary of Howard Carter's discovery of Tut Ankh Amun's tomb. I took an art deco angle in the designs and reinterpreted them in a dainty and stackable approach for the summer.

## 7-Who would you most like to see wearing your jewelry?

I am happiest when a client tells me the genuine reason why they're wearing a certain piece; that's what makes me feel like I achieved my goal.



*Amina Ghalaly*



*Fatma Ghalaly*

## 8-Young designers consider you a role model, what advice would you give to who look up to you to enter a career in design?

**AZZA FAHMY:**

- Follow your passion
- Keep learning, never think you have enough knowledge
- Make sure your product is unique, the market is very competitive so you need to stand out





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T  
TEMRAZA

# AN INTERVIEW WITH THE INFAMOUS FARIDA TEMRAZA.

Temraza is recognized by their unique and elegant designs that perfectly sculpt and enhance a woman's silhouette using glamorous details. Since my first Defile prize at Paris Fashion Week Temraza has steadily gained enormous visibility and has been worn by Hollywood and international VIPs on the red carpet at the Academy Awards, Grammys, Primetime Emmy Awards, Cannes Film Festival, Venice Film Festival, Screen Actors Guild Awards, Country Music and Television Awards and many more prestigious events globally.

*Farida Temraza*



## NICHE MAGAZINE HAS GONE TO ASK THE FASHION ICON

**What is the earliest memory you can remember that is related to fashion?**

Memories are considered best thing in my life, going back to oldest and first memory turns me back to When I was 7 years old, I started to draw dresses in my sketchbook, 2 years later I asked my mom to design my dress to attend my cousin's wedding. It's something that came very early when I was a child.

**What is the best and worst fashion trend from your perspective since you started your professional career?**

"Don't change to fit fashion, change the fashion to fit you." I believe that there is nothing called best or worst specially in fashion trends. Because what looks good on me may be different from what looks good on someone else. The real fashion trend could be characterized by what makes you feel comfortable, confident, and reflects your inner soul. If you have these elements, then you have a wonderful fashion trend, it all comes to who you are and how you use fashion to show up the real you!!

Marc Jacobs said a very nice quote about fashion I can rely on it now "Clothes mean nothing until someone lives in them."

**Can you give us a quick comparison between your starting point and where you are now?**

Wow!! what a question, every day of my life is considered a new lessons & new opportunity for more to know.

When the Temraza brand was a baby, I dedicated my effort, working with passion to make difference in fashion world. "Temraza" is no longer a baby and since then, we are challenging ourselves to maintain our success and create new stories for "Temraza" by working with passion, persistence, and consistency.

**Where do you enjoy shopping the most & why?**

Holland is my favorite destination. I believe they have an outstanding taste and always up to new ideas. But I've never shopped an evening or bridal dress as my ultimate love is to wear what I craft with my own hands.

**What motivates you during your brainstorming?**

Music naturally inspires me; my clients inspire me as well. Every girl has her personality, style, and characteristics; and this inspires me to create unique dresses. Besides, the Egyptian culture inspires me to a great extent because of the heritage of our cities.



**Do you represent your fashion line identity in your daily personal style & What is your favorite fashion era?**

Sure, representing Temraza through my daily style is considered part of my brand identity, focusing on showing who am I through my fashion and how I wear it on daily basis, as an example wearing black; I love it considering it my favorite color, feeling power and sophistication when putting this color on. Black is a color that is taken seriously, according to psychology research, the color black is perceived by others as an indicator of prestige, power, seriousness, and intelligence. My favorite fashion era is the 20s.

**What is the one skill you cannot skip when hiring someone at your brand?**

Passion and professionalism are the most significant skills I look at when Hiring

**What did you fear the most when you were first establishing your brand, and how did you handle your industry Stress?**

I didn't fear anything. I was ready & excited because it was my dream and Thank God it came true. There are ups and downs everywhere, Fashion industry is evolving every single day. So, when I feel down, I try to handle the stress by meeting my family and friends – Simply I fill up my cup with positivity.



## A POTENTIAL VOICE TO MAKE A DIFFERENCE

I am Mahmoud Morsi Kamala, a young man who grew up in Maadi and going through the parliament elections for 2020 as an independent individual with the symbol of the cannon and the number 9. I know Maadi and its people well and I am aware of their problems and how to help and support in them.

I had my bachelor degree of Commerce and Business Administration from Helwan University in 2008, then I went through my postgraduate certificates and diplomas in crisis management, leadership preparation and quality control.

I did run important positions, as the chairman of the board of directors of DS Group for commercial agencies and general contracting, in addition to the position of Managing Director of Al-Morsi marble, granite and quarries and one of its founders.

I was also the founder and chairman of the board of directors of "My Home is Your Home" for services and development, which is a charitable organization that works to provide aid to the people of Maadi and Tora.

Because of the love that I have for my country and my people, I decided to nominate myself in the upcoming parliament elections to be able to serve them all and fulfill their needs. I am running in the elections with the symbol of the cannon, the number 9 and I chose the slogan of "Together we can" as I believe that together we really can do anything.

*Mahmoud Morsi*



## DOMINATING THE YELLOW BALL AT ROLAND GARROS

*Mayar Sherif*



Mayar Sherif, Egyptian female shining recently in women's tennis sport. This 24-year-old young lady is the first Egyptian female to reach the main role of the prestigious Roland Garros tennis tournament, one of the Grand Slam tournaments.

During her debut in first Grand Slam, Mayar gave a marvelous performance winning the first set with the fourth-ranked Pliskova after holding serve before prevailing in a drawn-out tiebreaker, not only having a big serve or the power of Pliskova but used the sluggish conditions smartly to her advantage to create a lot of trouble for the 2017 semi-finalist.

Mayar's remarkable journey this season shows how the Cairo native turned into an icon of success in a very short period. Starting 2019 unranked after graduating with a degree in sports medicine from Pepperdine University, the 24-year-old shot up the rankings to land at a career-high No 189 in November.

In the span of 10 months, she amassed a massive 71 match-wins across all levels, including Fed Cup and was qualified to become the first-ever Egyptian woman to crack the top-200 in the world rankings. From the end of April to the beginning of July, she went on a 26-match winning run that included a stretch where she captured 45 sets in a row. It's hard to imagine such amazing records, but Mayar was on a mission and she's eager and deserves more.

In 2019, she made history along with Mohamed Safwat as the first-ever Egyptians to be qualified for competing at the Olympic Games after earning gold medals and achieving a record-breaking number each.

Currently, her spot is 172nd in the world's top 300 and will be making her Olympic debut at the Tokyo 2020 Olympic Games. She is only the second Arab to break into the top 200 of the world ranking, joining Tunisian Ons Jabeur.

She later embarked on high achieving career, winning eight singles titles and six doubles titles on the ITF Women's Circuit.

Mayar's exploits in the French Open have caused her home club, Al Ahly, to move in order to reward her for her achievement. Mayar graduated from Pepperdine University in Malibu, California, in 2018 with a Bachelor of Science in Sports Medicine and was part of the university's women's tennis team.

"I don't think I played my best. I think I could have done so many things much better," said Mayar, whose \$69,000 cheque was more than half of her career prize money.

She has received support from her compatriot the

Egyptian Liverpool footballer Mohamed Salah, who She has received support from her compatriot the Egyptian Liverpool footballer Mohamed Salah, who has shared the news of his compatriot's success on his Twitter account.

For her, dreaming was never going to be the hard part; it's the confidence she has in herself that sets her apart from other aspiring players in the region.

***"Belief for us back home doesn't come easy. What we see on TV, the top players and all that... that seems very far away from us, but it's actually not that far."*** Mayar's said during Al Habtoor Tennis Challenge in Dubai, where she lost to top seed Kristina Mladenovic.

She hopes to become among the best 100 players in the world, this is the first step in her dream, but she has bigger dreams, might be she will win the Roland Garros title one day, but all she needs is more experience, as she said on a TV channel.

Despite her first-round loss at Roland Garros, Mayar believes she has what it takes to compete at the highest level and go the extra mile in the future. Thus, we can see her TV interviews and her sayings, brimful with all positive and successes energy. Makes her to be an ideal for the rising generation, considering everything she has accomplished this year, and it's fair to say stagnation won't be a problem for Mayar moving forward.





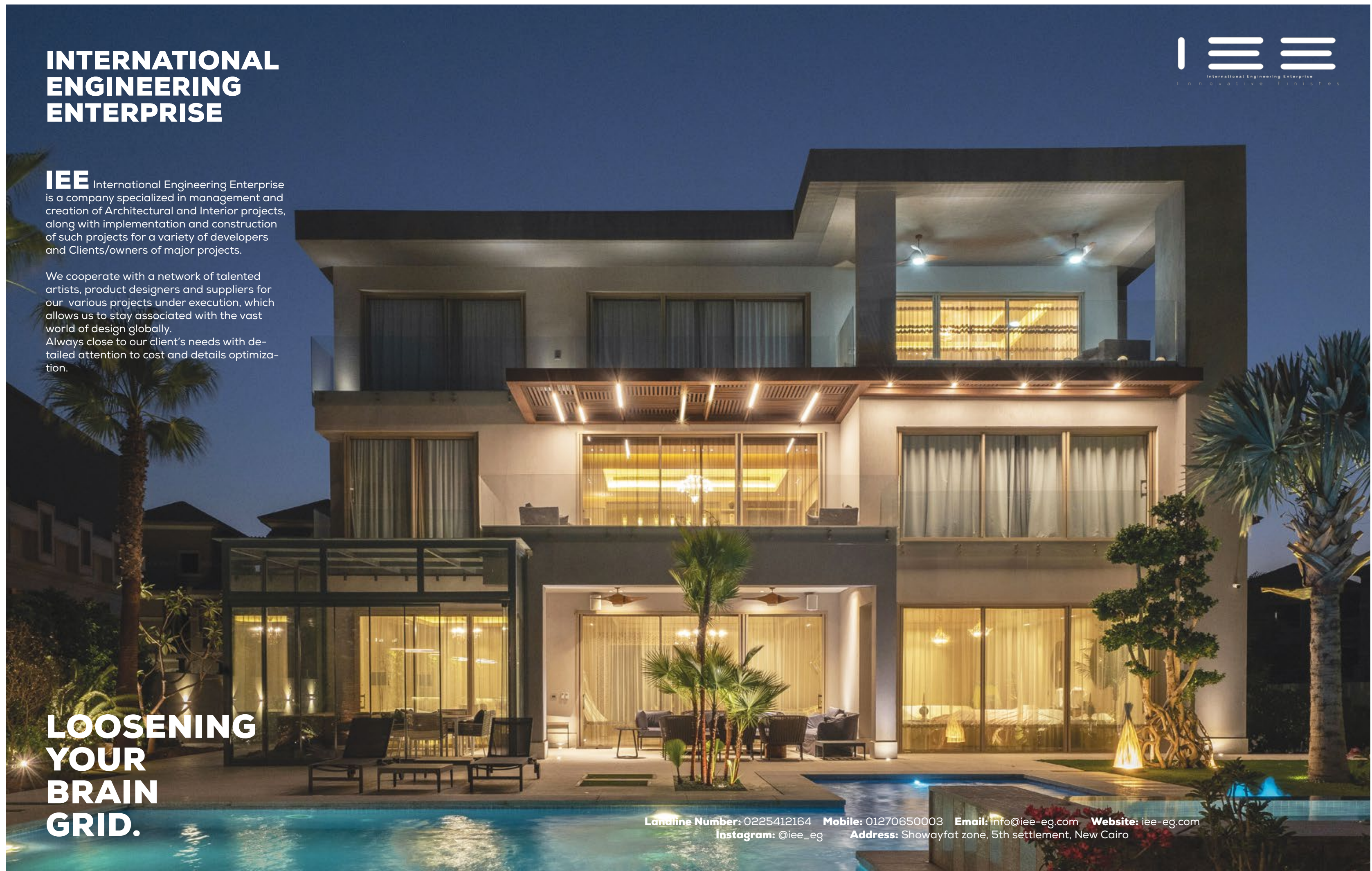
*Ahmed Eraky*

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*Amal Morsy*

Amal Morsy, a designer like no other. Amal Morsy is an Egyptian Interior Designer that has been fulfilling dreams for more than 30 years, she designs everything; residents, hotels, offices, boats. She also designs furniture pieces and landscape models; she can remodel and redesign any old piece or previous design. Her signature is how to live in a paradise, she turns your place into a dream with all of your desires in her own elegant way. Amal Morsy doesn't only design with her eye but with her heart, she analyzes every wish that her clients want and then studies the clients with their activities, their hobbies, their lifestyle and every little detail she can use, she understands that every person has his own special way of thinking and she works on what suits each person the best. Amal Morsy believes that her duty is to create timeless designs that can be renovated or updated anytime.



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# NICHE COVERAGE FOR THE 4<sup>TH</sup> GFF OPENNING CEREMONY



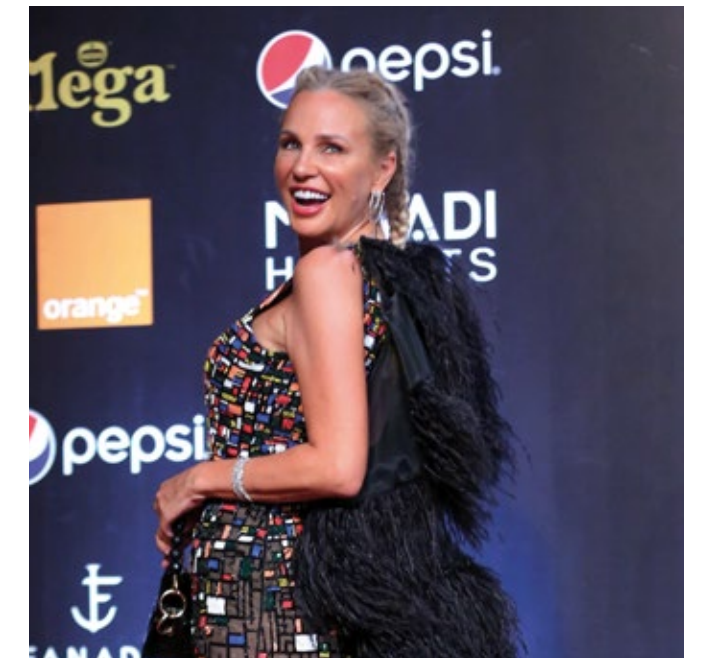
Following same steps of our attitude of luxury that we put on each page. Niche Magazine walked on the red carpet of Gouna Film Festival in its fourth round. A walk of luxury and glamor exactly where we belong, among the stars and elite vibes. The carpet was red, yet the whole place was full of different colors. The event was one of a kind, we had the privilege of being in the best environment for cinema and fashion.

We had the chance of talking with celebrities about their latest updates that is related to movies and elegance. Niche Magazine reflects the crème de la crème, so was everything around us there. The exquisite spirit filled the whole place. The soul concept of showing elitist and most elegant lifestyle attracted us and everyone as well. It was not the first time for Niche Magazine to exist in such a huge event, but absolutely one of our favorite times.

People there couldn't wait to see the daily outfit of each other. Everyone was wondering who will wear it better and who will not? Who will make a good fashion statement and who will make a disaster one? Another thing that kept everyone waiting was Ahmed Malek's performance in The Furnace. Everyone was really excited about it and he did not let anyone down of course.



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