

NICHE

LUXURY LIFESTYLE MAGAZINE


DESIGNS DREAMS THAT
LIVE BEYOND THE FRAME.

"IN A WORLD WHERE SPACES OF-
TENSPEAKLOUDERTHANWORDS,
MONA HUSSEIN HAS CRAFT-
ED A LANGUAGE OF HER OWN."

QUEEN OF LUXURY

2025


Patchi

 ODYSSEY

THE
GRAND
THEATRE



Forks and Knives Clink on a Spectacular Nile View

4 RESTAURANTS FOR YOUR NEXT FINE DINING OUTING

In a city where history meets the horizon and the Nile shimmers beneath a thousand stories, Cairo's fine dining scene has mastered the art of serving up decadence with a view. From glistening riverside terraces to skyline-skimming lounges, these eight destinations don't just plate exquisite cuisine: they offer a feast for the senses. Whether you're chasing a romantic sunset or savoring a dish that speaks in the language of luxury, here's where to make your next reservation count.

At the top of the Grand Nile Tower, the **Revolving Restaurant** offers not only a cinematic rotation of the city skyline but also a dish that matches its drama. **The Lobster Thermidor** is an indulgent composition: tender lobster folded into a velvety Dijon mustard cream, resting on ribbons of fettuccine, and crowned with melted Parmesan. It's opulence in slow motion, each bite echoing the elegance of the ever-shifting view.

For a more aromatic journey, **Birdcage at the Hilton Cairo** World Trade Center Residences invites you into its hushed, Thai-inspired space where the lighting is soft, the spices are bolder, and the plating is poetry. Their signature **Thai Green Curry with Chicken** arrives steaming and fragrant coconut milk, galangal, kaffir lime, and a touch of heat cradling tender cuts of chicken. Served beside jasmine rice, it's a comforting crescendo of flavor and finesse.

Italian soul meets Nile-side romance at **Pane Vino**, tucked into the InterContinental Cairo Semiramis. With its warm wood accents and terrace views, the mood is rustic elegance, but the food leans confidently into refinement. **The Porcini-Crusted Salmon**, layered over sautéed leek, fennel, celery, and potato, is both earthy and elevated. A warm orange vinaigrette infused with dill and mint ties the dish together with citrusy clarity and aromatic lift.

A few floors above the river's flow at the Four Seasons, **Zoe leans** into sleek modernism and Mediterranean ease. Its **Seared Sea Bass** is a quiet triumph of restraint: crisp-edged and tender-centered, flanked by seasonal vegetables and brushed with a lemon butter sauce that whispers luxury.

These restaurants don't just deliver on ambiance. They tell stories through plating, flavor, and place: Each dish is a small masterpiece framed by one of the world's oldest cities. Come for the view, stay for the meal, and remember it for everything in between.





How Diana Drifted Away

From the Palace Long Before the World Let Her Go

She signed out of the royal drama years before abandoning it. After it took her glorious years, her mind and soul trying to fit in, Diana decided she just wouldn't. The palace expected her to be polished, composed, and silent. But Diana, with her rebellious soul and thoughtful criteria, was never made to fit molds. She was born to feel, to connect, to challenge, to choose honesty over obedience. And though she tried, for the sake of love, tradition, and family, the fit was never satisfying to her.



However, Diana never chose to start a war; even in her most desperate moments, she stood with grace and a calm smile, drifting away in solitude and making strong statements of kindness and support to those who truly needed it. Born into aristocracy and married into monarchy, Diana Spencer was expected to become a symbol. But instead of merging into the royal machinery, she bloomed against it, and proudly showed herself as radiant, flawed, human. From the moment she entered public life, she redefined what it meant to belong to the royal world, touching people without gloves, listening without judgment and speaking the truth in front of a gun's muzzle. Skipping gloves when greeting the sick, bending down to hug children, and meeting eyes instead of bowing heads were her small rebellions. Then came louder ones: candid interviews, honest tears, and finally a bold divorce that shocked a nation trained to whisper. The Tragedy lies within the fact that Diana always tried to escape camera, Yet it remained its favorite subject until the very end, In the final years of her life, Diana didn't disappear, she transformed. From global charity work to her quiet moments as a mother, she remained rooted in empathy. Diana didn't burst the bubble. She let it go gently. She didn't wage war on royalty, she simply chose to love differently. To feel more. To heal others while trying to heal herself. In doing so, she gave the world a new kind of royalty, one that reigns not in titles or crowns but in memory.



A large, modern blue yacht is shown from a side profile, floating on calm water. The sky is a vibrant orange and yellow, indicating a sunset or sunrise. The yacht has multiple decks, a radar scanner on top, and several antennas. The water reflects the colors of the sky and the silhouette of the yacht.

Waves Instead Of Walls

A DAY ON A YACHT DOESN'T HAVE TO BE ALL ABOUT A PROPOSAL



Whenever I'm in the middle of the sea, surrounded by nothing but water and sky, I get overwhelmed by one thought: the soft, surreal line where the sea kisses the sky. I've always called it "the unlimited leash of dreaming," because that's precisely what it feels like: limitless, quiet, and wildly open to all possibilities.

Unlike a traditional venue or setting, a yacht asks for presence. You can't run errands, take calls, or scroll endlessly when you're wrapped in the open sea. Here, the world softens. Boundaries dissolve. Time becomes elastic. Whether you're reflecting, healing, dreaming, or simply existing, the yacht holds space for it all. And it doesn't need to be romantic to be beautiful. It doesn't need a proposal to be unforgettable.

Across Egypt's Red Sea coast, luxury yacht experiences are quietly reshaping the way we retreat. El Gouna Sailing Club, nestled beside Sheraton Miramar, offers an elevated yet grounding sailing experience, ideal for both still mornings and golden-hour escapes. Yacht Rental Egypt at Abu Tig Marina invites you into timeless opulence, offering vessels designed to cradle every kind of emotion, whether you're sailing in solitude or celebration. The sea has always been a mirror. It reflects what we carry and invites us to let it go. There is something profoundly healing about a solo morning on a yacht. You wake up without the sound of traffic or urgency.



You pour yourself a glass of something cold, open a book that's been waiting, and let the sunlight melt into your skin, sunscreen, of course, the luxury kind. Your playlist hums softly in the background, and without realizing it, you're reintroducing yourself to yourself. For a more tailored, customizable journey, El Gouna Boats and Egypt Yachting, both based in Hurghada, make it possible to sail on your terms, with private charters that balance elegance and freedom. Meanwhile, Abiedos Marina, also in Hurghada, remains a serene, understated launch point for those craving something simpler and quieter.

Just like that soft line where the sea kisses the sky, a yacht day doesn't need to follow a script. It doesn't need to be grand to be unforgettable. It can be your mirror, your refuge, your pulse. Not a symbol of romance but of presence. Of feeling everything, and then, gently, letting it go.

Aerial Hoops and Hammock

Femininity in Circles and Textiles

A woman's body is a mirror to her inner world. It speaks her unapologetic truth, not in shape or size, but in every dynamic she undergoes. Sports, however, do nurture the soul, offering a rewarding feeling that lingers for days after a burning workout. Aerial sports are a great example, not only for their many health benefits but also for the mindset shift they inspire. Hammocks and Hoops are the core of aerals, and they play with the chemistry of the mind, resulting in healthier patterns. Here is a simple guide to where they take the mind and body. Movement takes shapes, whether in circles like Lyra Hoops or in waves like Hammocks.

Lyra Hoops: an elegant steel or aluminum ring suspended overhead, where performers spin, swing, transition, and pose, showing great flexibility, strength, and grace. Yet, it's not an easy challenge; it leaves the body with so many bruises that only a committed performer can endure. In Hammocks, you start with a basic fabric made of silk, well-knotted to the ceiling to hold the whole body, giving flow within. As challenging as it gets, the mind craves more because of the lingering feelings mentioned above. Once you overcome the uncomfortable phases of aerals, you start going for double hoops and hammock swings.

And to better places in your life, the more you're inclined to something as hard as aerial sports the more you take it easily around it, a breakfast specifically crafted for a light move, a core of discipline implanted in your veins and ultimate love for the new life.

"No matter how many bruises I get, I always get to the next workout thirsty for more." Noor Ali, Niche Magazine's Operation Manager It gives her more to look after and definitely more to give. At the end of the day, sore muscles aren't the only thing you get from performing aerals, but a steady will to go places where your movement speaks boldly for you.







Mona Hussein

ENGINEER MONA HUSSEIN

Designing Dreams That Live Beyond the Frame

In a world where spaces often speak louder than words, Mona Hussein has crafted a language of her own, one made of light, texture, emotion, and timeless grace. As the founder and CEO of Mona Hussein Design House, she is far more than an interior designer. She is a storyteller, building narratives you can walk through, pause in, and feel long after you leave. Each design under her vision doesn't just fill a room; it breathes life into it. Her journey began in 1992 with the launch of Temple of Light, a Cairo-based lighting showroom that sparked her lifelong pursuit of sensory centered design. Just a year later, she established MHDH, now an award-winning multidisciplinary firm with over 400 projects in its portfolio, spanning residential, commercial, hospitality, medical, and even yacht design, both locally and internationally.

Among her many achievements, one project stands as a crown jewel: the Mona Hussein Design House showroom. More than a workplace, it's a living manifesto of her design philosophy, a curated space where luxury meets ease, and every material tells a story. Visitors move through textured layers of natural light, neutral tones, and thoughtful form, experiencing firsthand the emotional language she brings to every client. This showroom isn't just a display; it's an immersive journey into Mona's world, where beauty serves purpose and design becomes deeply personal. It's the soul of her brand, embodied in space. From luxury residences to experiential commercial spaces, Mona's portfolio reflects a rare blend of cultural depth and contemporary elegance. Her recent showcase, captured in an immersive 3D walkthrough, offers a glimpse into her world, a fluid fusion of serenity and strength, where every curve and corner is intentional, and no detail is ever just aesthetic. But what truly sets her apart isn't just her eye, it's her ethos. With every project, Mona brings forward a deep respect for functionality, emotion, and identity. She designs not for fleeting trends, but for the way people truly live, feel, and connect. It's this sincerity that has earned her not just loyal clients, but lasting admiration across the region.

Beyond interiors, Mona has expanded her vision into landscape, architecture, product design, signage & wayfinding, branding, and even education, launching MHIDA - her interior design academy, and The Mahally Award, a platform nurturing emerging talent in the region. Her recent shoot with Niche Magazine, styled at Art Heritage with a soft glam hair look by Hamo Mohsen, captures a woman at the height of her creative - reign, timeless, curious, and still evolving. As Niche honors her work, we don't just celebrate a designer. We celebrate a woman who turned vision into volume. Who proved that a well-designed space can hold far more than beauty, Because some people decorate spaces. Mona Hussein gives them a soul.



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www.mahally.net





Is it fast, or is it sleek

The fine line between trendy and timeless in fashion.

Slipping into a pair of high heels feels and looks entirely different from sliding into sandals. The latter, however, shouldn't be underestimated. Some brands master both, elevating even the simplest designs to a level of sophistication. Just as quality fabrics can define the essence of a garment, designers' hard work and intention can transform any fashion piece into something that screams luxury. Here are some Egyptian local brands that managed to follow the latest (fast) in fashion and the timeless in tastes and sophistication without missing the craziness identity of evolving statements:

OKHTEIN – Like the molecules that hold golden pieces together, the unbreakable bond between sisters defines OKHTEIN. Founded by **Aya and Mounaz Abdelraouf**, the brand fuses traditional Egyptian craftsmanship with contemporary luxury. Their handcrafted leather bags and brass accessories have become global fashion statements, proving that heritage and modernity can coexist.

Temraza – Bold and chic are lifelong parallels, occasionally colliding in moments that leave the air charged with confidence and beauty. Founded by **Farida Temraz**, this haute couture label has made waves on international red carpets. Temraza is known for its bold, feminine designs that speak glamour and sophistication. With a focus on luxurious fabrics, impeccable tailoring, and dramatic silhouettes.



RebelCairo – The bold echo within a concrete interior results in timeless fashion pieces that speak of comfort with a touch of chic elegance. A contemporary Cairo-based label founded by Dara and her mother, Dalia in April of 2019. The RebelCairo piece is a synthesis of two voices: one that is intuitive, fiery, and free-spirited and the other considered, perceptive, and settled.

Azza Fahmy – If timelessness had a face, it would wear the motifs of Azza Fahmy where history and modernity, gold and silver, speak in harmony. In 2013, Fahmy founded 'The Design Studio by Azza Fahmy', in partnership with Alchimia, Contemporary Design School in Florence.

MRS KEEPA – Boldness is a gateway for wild dreamers who see life as their blank canvas. MRS KEEPA painted hers with bold colors, refusing to settle for the ordinary. Boldness is a sanctuary for dreamers and MRS KEEPA painted it in all the colors she imagined. Launched in 2016 by French-Egyptian designer Mariam Yehia, MRS KEEPA is anything but ordinary. With its daring cuts, lavish fabrics, and avant-garde aesthetic, the brand fuses fearless style with luxury, refusing to play by the rules.

In a world where fashion moves at lightning speed, these Egyptian brands prove that you don't have to choose between trend and tradition. Each one tells a story: not just of fabrics and cuts, but of heritage, vision, and identity. Whether bold or minimalist, loud or subtle, their creations blur the line between fast and forever. true style isn't just about keeping up: it's about standing out while staying rooted.



Egyptian Queens are not Ancient History

From stubborn childhood to boardrooms, Egyptian women are rewriting history from scratch. They are not just excelling in male-dominated industries but also dominating through various positions. Leading and directing thousands of employees from chairs that, for decades, were reserved only for men. Today, women hold key positions in government, such as ministers, ambassadors, and parliament members. Women were not allowed to be judges until the early 2000s. Now, there are female judges, prosecutors, and legal advisors in high-ranking positions, leading with courage, integrity, fairness, and wisdom.

In business and entrepreneurship, Egyptian women have built their empires, breaking stereotypes and proving their leadership. Whether in finance, real estate, or technology, female entrepreneurs are thriving, running successful enterprises, and inspiring a new generation of ambitious women. The startup ecosystem in Egypt has also witnessed remarkable contributions from female innovators who have not only challenged the status quo but also introduced groundbreaking solutions in multiple industries.



In media and journalism, women have taken the stage, shaping narratives and influencing public opinion. Prominent journalists and TV presenters have re-defined storytelling, raising awareness on crucial societal issues. A Figure like Mona El Shazly have become household names, demonstrating that media is no longer a male-exclusive domain. Women now dominate newsrooms, directing discussions and making their voices heard in every living room across the country.

The field of medicine and healthcare has also seen Egyptian women excelling in areas that were once considered beyond their reach. From neurosurgery to cardiology, women have proven that dedication and knowledge know no gender. Female doctors and researchers now lead hospitals, contribute to groundbreaking medical advancements, and hold influential positions in the healthcare system. Their contributions not only enhance the quality of medical services but also serve as an inspiration for young girls aspiring to join the medical field.

The military and police forces have opened doors for women, allowing them to serve as officers, investigators, and even pilots. Once confined to administrative roles, women are now an essential part of law enforcement, demonstrating bravery and commitment in safeguarding the nation. Their presence in these forces has reshaped the perception of women's capabilities in high-risk professions, proving that strength and resilience are not limited to men.

Sports, too, has witnessed a female revolution. Champions like Sara Samir in weightlifting and Nour El Sherbini in squash have brought international recognition to Egypt, setting records and proving that Egyptian women can excel on global stages. Their victories serve as a testament to the determination and perseverance of female athletes who continue to push boundaries.

In the film industry, female directors and producers are bringing powerful stories to life. Names like Kamla Abou Zekri and Marianne Khoury have challenged traditional norms, creating content that reflects the strength and struggles of Egyptian women. Their films shed light on societal issues while paving the way for more female filmmakers to enter the industry.

Egyptian women have demonstrated that leadership, intelligence, and innovation are not bound by gender. Their journey from being sidelined to leading industries is a testament to their perseverance and capability. They are not just participants in history they are making history.



Women Matching Their Businesses

How emotion, vision, and strategy turn women's dreams into legacies

A woman's strongest weapon is not always logic or force. It is often something far more powerful: a compelling emotion entangled with an idea that keeps her up at night. It stirs her, consumes her, drives her, sometimes quietly, sometimes fiercely. And because women understand emotion so intimately, they don't suppress it; they shape it into momentum. For every passionate spark, there's a quiet shadow of doubt. But she moves anyway, not despite emotion, but because of it. Her sleepless nights aren't wasted; they are woven with threads of vision, clarity, and an unshakable desire to bring something meaningful into the world. Her greatest ideas are born in a place not many dare to go, deep within her soul. A place where honesty and originality coexist with restlessness and longing. Often, it begins with a quiet desperation: to climb mountains while her feet are still firmly planted on the ground. But her dreams move faster than logic. Between the dream and the destination, there is only time and her decision to bridge it. The beginning is fluid. Unformed. Gentle: The dreaming stage, where she dives into her vision with curiosity, not certainty. Her ideas float, swirl, and shimmer. She listens to what lingers in her thoughts, what stirs her emotions, what refuses to let go. The edge of choosing looks different for every woman, but the act itself is sacred: she selects the dream worth pursuing and calls it a win. Once chosen, the dream begins to take shape. She grounds it, gives it language, form, and focus. The once-elusive idea becomes a goal she can name and chase. With feet on the ground and eyes still on the sky, she begins the walk toward what she envisions. It's no longer a fantasy; it's a plan. A goal without direction is a distraction, and so is a dream without a map. So, she begins to create her map. Not perfect, but purposeful. She outlines her path, marks the turns, and prepares for the detours. The strategy is not rigid; it's responsive, flexible, and living. It gives her structure, yes, but it also honors her instinct. She doesn't just map out success, she designs it on her terms.

The middle is the hardest part, where doubt creeps in and the shine begins to dull. But she doesn't quit. She recalls not only the surface-level targets, sales, metrics, and milestones but also the hidden drivers: freedom, fulfillment, and the legacy she wants to leave. These dual visions anchor her. They remind her that her business is not just about outcomes; it's about purpose.





Huda Elturky

Designing Emotion

One Space at a Time

In a world often driven by visual noise and fleeting trends, interior designer Huda Elturky is creating something different: spaces that feel like a soft landing. At just 30 years old, this Cairo-based visionary has established herself as a rising force in the world of spatial storytelling, blending realism with raw emotion, and minimalism with meaning. A graduate of Applied Arts with a finishing materials diploma from the American University in Cairo, Huda crafts interior and exterior 3D visualizations that do more than look beautiful. They feel lived in. Her signature palette is a meditative blend of nude tones, soft textures, and natural light, designed to evoke calmness, depth, and above all, connection. **“My goal is to redefine how people emotionally connect with their spaces,” she says. “It’s not just about their taste, but about seeing their soul reflected in the room.”** That deeply human approach has become the hallmark of her design philosophy. Whether transforming a minimalist loft or conceptualizing an editorial-worthy show apartment, Huda sees each space as a visual poem, where light, material, and silence speak volumes. Her creative journey began as a student in love with spatial harmony, but a defining moment came when she completed a monochrome loft using only abstract art and neutral tones. That project sparked the aesthetic language she continues to evolve today: tactile, timeless, and emotionally intelligent. From residential havens to curated concept homes, her work has become quietly magnetic, attracting clients who seek more than just beauty. They seek belonging. Part of what sets Huda apart is her ability to marry the personal and the professional.

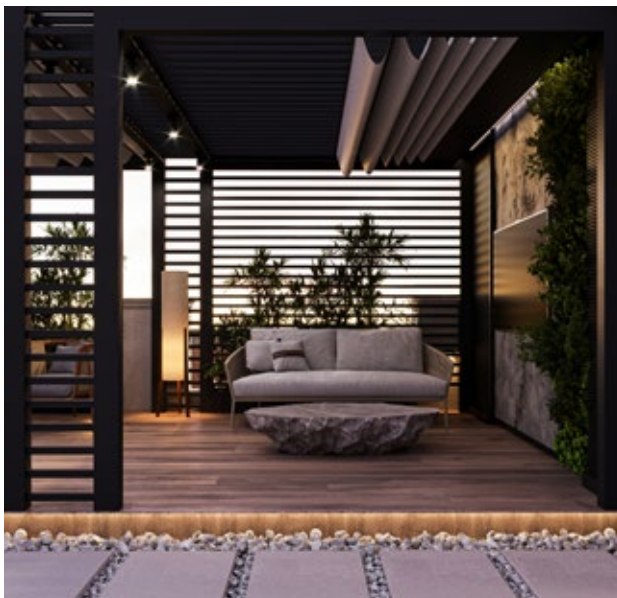
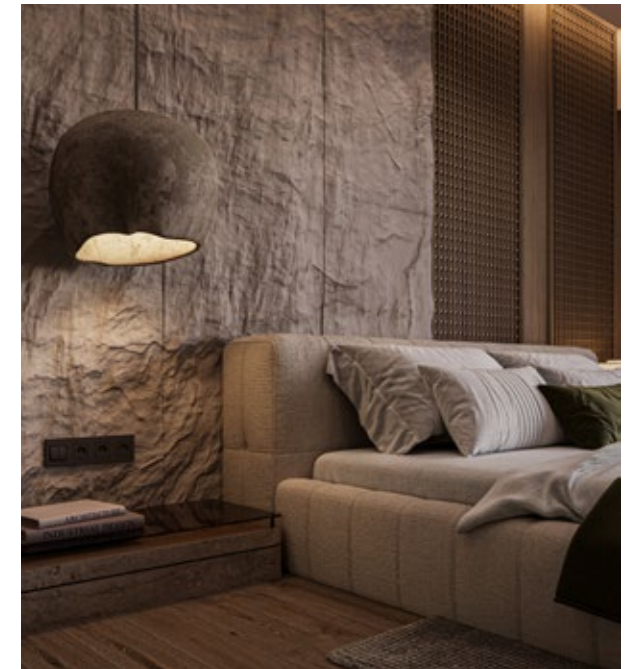
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She integrates her creative rituals, gallery visits, nature studies, and silent sketching: into her daily routine, feeding her imagination while protecting her inner calm. Balance, for her, comes not from separation but alignment. **“I embrace stress as a signal for growth,” she explains. “Art journaling and moments of silence keep me grounded. I’ve learned that creativity needs both discipline and stillness.”** That calm confidence extends to her business. she designs environments that are as strategic as they are poetic. Her clients value her intuitive approach, emotional sensitivity, and ability to create interiors that linger in memory long after one has left the room. Adaptability is key in her work, but it is driven by something more profound than market trends curiosity. She stays ahead by engaging with new materials, exploring sustainable options, and remaining deeply attuned to client feedback. And while her aesthetic is timeless, her mindset is forward-looking. Huda’s growth is not measured only in square footage but in resonance. **“I realized I was gaining traction when referrals started coming in from people I’d never met,” she recalls. “That’s when I knew my designs were speaking for themselves.”** Today, Huda Elturky continues to build a business rooted in storytelling, empathy, and visual clarity. Her vision is clear: to inspire soulful living through art-centric design. In a landscape often dominated by flash, she offers a refreshing alternative: spaces that whisper, linger, and heal.





Be a Partner in Power

Align with Queen Leaders 2025



In a world where elegance met empowerment, Niche Magazine invited its audience to witness a night where reality was transformed into royalty, and powerful women were celebrated as Queens. Because powerful ladies deserved recognition, wrapped in sparkles and gold, Niche Magazine cooked up a Retro-Reign event for all women to experience royalty. Twenty-five exceptional Queens were chosen by attendees who recognized their impact and were honored for their hard work and excellence, with a green carpet beneath their poised dresses and a magically crafted royal venue designed exclusively for the night. But honoring these Queens wasn't about setting them apart, it was about uniting different personalities, industries, and talents under one roof, celebrating the unique essence of each woman while giving them an unparalleled royal experience.

On April 27th, the prestigious Queen of Luxury event unfolded at the glorious Grand Theatre EDNC by Sodic, fully prepared to embody the spirit of success and grandeur. This year's edition brought together: exclusive retro dance performances that transported guests to a golden era of luxury, celebrity appearances that wrapped up the event with sparkles, and immersive luxury brand experiences that redefined timeless elegance. Royalty had changed colors over the years; one culture had reshaped worlds, and one world had defined royalty by different names. Luxury Queens were symbolized in open wings that spoke of vision, legacy, and a queen's enduring spirit. Presented by Genius Gold by Shaker Mounir, each queen was honored with a mark of flight, a symbol that mirrored her journey.

Niche Magazine was there to ensure that every success story was told in the most appealing way that screamed each woman's identity. So, she wove her silk dress and stepped into a night of royalty, recognition, and radiance.



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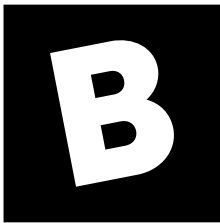
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CEO Letter

Queen of Luxury is not just an edition of Niche Magazine. It is a heartfelt tribute, a celebration of the women who have inspired me from the very beginning. For as long as I can remember, I have looked up to women with awe. Their strength, resilience, and endless capacity to give without expecting anything in return have shaped my understanding of leadership, elegance, and true luxury. In Queen of Luxury, we honor women who embody quiet power and commanding presence. Women who redefine success not only through what they achieve, but through how they carry themselves, how they uplift others, and how they remain rooted in purpose. At Niche, we believe luxury is more than aesthetics. It is about intention, influence, and innovation. This edition is our way of showcasing that belief and shining a light on the extraordinary women who bring it to life. Thank you for opening these pages and stepping into this world with us. With deep respect

Nady Chafy

OUR PARTNERS IN SUCCESS





Dubai Misr

Urban Community Developments

A Bold Rebranding A Future Reimagined

Dubai Misr is entering a transformative new chapter defined by vision, purpose, and a refreshed identity reaffirming its leadership in Egypt's real estate sector. With a strong presence in the Egyptian market, Dubai Misr is reintroducing itself with a renewed mission and a refined design philosophy. This is more than a rebrand. It is a strategic shift that reflects the company's commitment to building communities that are both forward-thinking and deeply rooted in culture. Guided by local insight and a future-focused mindset, Dubai Misr is shaping Egypt's urban landscape with projects that blend heritage with innovation. The new identity signals a clear ambition to lead with authenticity, architectural excellence, and a lasting respect for Egypt's unique character. Dubai Misr is not just building spaces. It is creating the foundations of enduring legacies. With over 25 years of collective experience, the company continues to build on a legacy rooted in trust, quality, and forward-thinking execution. Among its most significant milestones is acquiring more than 367 acres in Egypt's New Administrative Capital. This expansive land bank has been master-planned to include a diverse mix of residential, commercial, and lifestyle projects tailored for tomorrow's investors, residents, and businesses. One of the standout developments under the new brand is Lumia Residence in the New Capital. This premium residential community reflects Dubai Misr's updated identity, offering elegant living spaces surrounded by top-tier amenities. It is designed for those who seek sophistication, smart infrastructure, and a vibrant lifestyle within one of the most promising urban areas in the country. The rebranding is also a

reaffirmation of the company's core values. Dubai Misr now places an even greater emphasis on sustainability, connectivity, and design excellence. Its projects are not only built to the highest standards, but they are also shaped by a vision of Egypt's future as a hub of innovation and inclusive growth. With a portfolio valued at over one billion dollars and a workforce of more than 200 professionals, the company delivers every project with meticulous attention to detail. This new chapter brings with it a bold outlook and a sharpened focus, paving the way for upcoming landmark developments that will raise the benchmark for quality, livability, and design. As Dubai Misr moves forward with its renewed identity, it remains committed to creating value and building vibrant, future-ready communities. The brand may be new, but the commitment to excellence remains as strong as ever

DUBAI MISR **DM**
URBAN COMMUNITY DEVELOPMENTS

Queens of Presence

You Don't Need A Crown To Be A Queen

Today's queens don't inherit crowns. In fashion houses, sound studios, open kitchens, or local councils, women are redefining power. Here, we will explore four realms of reign: Presence, Space, Craft, and Legacy. Queen of luxury was nothing short of magical, Niche Magazine collaged twenty-five exceptional queens. Each with an outstanding character, all in one space. Attention is currency, and these women know how to earn it with intention. Whether draped in couture or broadcast through a lens.

Fashion as Presence: The Language We Wear

Fashion is a language that the tongue speaks. Presence is curated in so many different aspects, like knowing the best color for your pH level in skin, it is another experience, so let's take a ride in the marvelous ways our queens did. Fashion speaks, before you do. In a world where first impressions flash by, what you wear becomes your first declaration. For these queens, style isn't trend-chasing. It's storytelling, as **Margo Hanna** redefines. With her sharp tailoring and devotion to structure, she reclaims the classic men's suit and reshapes it in suits that scream character. **Rosy Khedr**. Her look tells a story, and she unapologetically owns every chapter. She embodies a modern glamour rooted in beauty, resilience, and individuality. **Sandra Fares's** tales of shopping transformed online shopping. Her digital platforms aren't just selling fashion. She doesn't follow trends; she frames them, placing power in women everywhere. **Pacinte Badran** is fluent in fashion's emotional language. She connects with her audience on a deeply personal level. Confidence, softness, ambition, she styles it all while **Hilda Louca**, founder and CEO of **MITCHA**, has revolutionized Egypt's fashion landscape by creating a digital platform with over 300 Egyptian designers. Her mission is to revive the culture of fashion in Egypt on a digital platform of international standards. These women together remind us that style isn't surface: it's soul in silk, grit in heels, and power in a perfectly placed button. But presence doesn't end at the hemline. Because hair, too, tells a story. Hair holds memories. It's a canvas of identity and rebellion.





The Hair Addict Community, founded by **Doaa Gawish**, flipped the narrative: curls are not just beautiful, they are powerful. The Hair Addict community sparked the movement. Her platform empowered thousands of Arab women to unapologetically embrace their natural hair textures. **Yasmin Fekry**, co-founder and CEO of **Raw African**, transformed a personal journey into a thriving enterprise. Starting with a single product to embrace natural beauty, she and her family built a brand that offers over 100 natural hair and skincare products. If fashion is how you enter, and hair is how you root, media is how you echo. It's not just about being watched: it's about controlling how you're seen. These queens don't wait for permission to take up space; they build their stages. The commanding presence of **Rana Arafa** on screen. Whether hosting or speaking, she anchors herself in truth, aspiring the wellness she crafts as a wellness coach, reminding us powerful voices echo honesty. Some stars don't just perform: they become. **Laila Ezz El Arab** is one of those rare actors. In every scene, Laila creates not just a role. You can anticipate a line, a gesture, a look, because it's hers. Laila doesn't just embody her characters; she shapes sophistication that makes them unforgettable. In this arena, the gaze is political. Visibility is power. And these women don't just appear, they arrive. Fully formed, of how they are framed.





Queen Of Luxury

2025

Queens of Space & Form

"Where We Dwell and Dine: Designing the Worlds We Live In" Presence isn't limited to personal style, but the spaces we enter. From the grand archways of a boutique hotel, these queens choreograph how we move through the world. They design spaces, they shape how we feel within them. The great **Mona Hussein** has become synonymous with elevated, intuitive design. With every project, she merges functionality with elegance. Her interiors speak with softness, but carry strength structured spaces that whisper luxury. **Asmaa Hemaya** brings the soul to the surface. Hospitality concepts or intimate interiors, she understands the emotional impact of spatial storytelling. Her touch: the curve of a chair, the warmth of a light fixture, the rhythm between comfort and style. But presence isn't only built with walls and windows. If design is the frame, then fine dining is the living art within it. **Mirette Aly**, the creative mind behind The Lemon **Tree & Co**, is A self-taught chef with a background in journalism and performance, she brings a narrative eye to everything. Her restaurants are not just about what's on the plate, but also air: mood, music, light, laughter. **Suzan Sabah**, Culinary Director at EsCA Hospitality, blends refinement and restraint in her kitchen philosophy. EsCA has become a landmark for its elevated Mediterranean fare and for its breathtaking interiors, where design and flavor exist in harmonious conversation. Suzan's vision is holistic: the atmosphere is as curated as the menu, and it serves the experience. Her leadership is luminous. Together, these women show that presence is served, it's savored, and it stays with you.



Queen Of Luxury

2025

Queens of Culture & Craft

"The Sound, the Flavor, the Feeling: Culture as a Sensory Crown" Presence lingers in the air, on the tongue, in the chest. Culture lives in our queens, Their creations live. They turn it into a legacy. **Rula Zaki** sings with a voice that feels like home. She brings the past forward with every note. Interpreting classics or presenting originals, Rula performs, and connects. She reminds us that music is not just to be felt, and a powerful presence that speaks to the soul. Nesma El Shazly, a gifted songwriter through her pen. Nesma's presence lies in the line that catches your breath, the verse that was written for you. She proves words, when chosen with care, can echo louder. In the culinary realm, music is a background must, and flavor is the language. These chefs cook, but narrate. **Mai Yacoub**, both chef and TV presenter, brings food to life. With charisma, warmth, and culinary expertise, she creates recipes into emotional invitations, a dish into a moment of connection.







Queen Of Luxury

2025

Queens Who Uplift

“Leading with Love: The Queens Who Build Beyond Themselves” Not all power shines. It holds, heals, and quietly transforms. These queens lead by making space for others, ideas, and futures to feel more just, more open, more whole. These queens carry more than crowns: communities. In every project, every campaign, every conversation, they plant seeds of something bigger than themselves. **Sara Aziz**, founder of **Safe Kids**, turns protection into empowerment. Her work in trauma healing and child safeguarding doesn’t just respond to pain, it builds futures. With each program, she restores dignity, safety, and possibility for those who need it most. Her presence is a shield, strong, compassionate, and life-changing. **Rania Ayman**, the driving force behind **Entreprenelle**, empowers women economically by equipping them with the tools, networks, and confidence to thrive. Through entrepreneurship education and inclusive community-building, she uplifts countless voices that might have gone unheard. Rania doesn’t just open doors, she builds them. **Fayrouz Eid**, a mental wellness advocate and the founder of **The Therapy Space**, turns vulnerability into visibility. In a culture still learning to speak openly about emotional health, Fayrouz creates soft landing spaces where people feel safe to unravel, rebuild, and rise. She leads by listening. She heals by humanizing. Fayrouz Eid, a certified nutritionist and founder of Well B, is a wellness entrepreneur dedicated to helping individuals achieve sustainable health and well-being. **Nada El Ashmouni** redefines what visibility means. Miss Basket events and groups are home to empowering women’s events as advocacy in action. Whether through storytelling, public speaking, or media presence. **Dr. Ghada Abdelhadi Kandil** and **Dr. Rania Elwani** are two of Egypt’s most inspiring trailblazers, one mastering the currents of global finance, the other redefining the limits of athletic achievement. Though they rose in different arenas, both women have become symbols of what it means to lead with vision, integrity, and heart. **Dina Adelkerim**, her voice is soft but resolute, her style unforgettable. She navigates social platforms, using them for narrative. In a landscape, she offers clarity crowded with content. **Chef Yasmin Radwan**, with flavor rooted in heritage, elevated with skill. Her cuisine is a reflection of selfhood and sophistication. **Rana Adel**, founder of **Girlz Space**, her platform nurtures confidence, community, and bold selfhood, helping girls reclaim their narratives. Rana uplifts it from the inside out.

Crowns Worn Boldly, Stories Told Brightly

In every stitch sewn, lyric written, space designed, or hand-held, these women are not simply present in their fields. They are storytellers, space makers, tradition shapers, and quiet revolutionaries. Each one a queen in her own right, not crowned by chance. “Queen of Luxury” by Niche Magazine was not just an event but a gathering of legacy in motion: a moment where elegance met empowerment, where presence met purpose. These 25 women, each radiant with vision and voice, stood in communion. And in that space, they reminded us: luxury isn’t just what you wear. It’s what you give, what you grow, and what you leave behind. Long live their reign.





Boho Style Is Not Comfortable for Some

More Than Macramé

A place should reflect personalities more than aesthetics. Comforting spaces play a vital role in shifting moods, replacing auras, soothing anxiety, and relieving tired eyes. Each space should first convey its functional purpose and then serve its emotional feel, which is something often lost among all the boho trends around. A designer who can scoop into souls is far more valuable than one who is only great at technicals. Having both is a rare and elevated talent, one that requires a truly visionary mind. The whimsical boho exists in everything around us, reflected in streets and greens all around us. With a splash of reds and oranges, it reflects the vibrance needed by some, but not all. However, there is more than boho that speaks on a larger scale and to different personalities. Still, when given the right attention, boho can carry personality with grace. A low-hanging rattan lamp that casts warm, scattered light can feel like a hug in the evening. A worn leather pouf tucked into the corner beside a floor plant may speak of travel, storytelling, and slow mornings with coffee. Patterned textiles from Morocco, handwoven throws from Oaxaca, and vintage wooden shelves filled with second-hand books can turn a boho space from trendy to deeply personal. These touches make boho less about the look and more about the life being lived inside it. The edge of boho is where its warmth and charm meet its limits. It's not about rejecting it entirely, but about recognizing when a trend overshadows true comfort. Home should feel like a gentle conversation, not a loud statement. A well-designed space listens before it speaks. It doesn't just look good it feels right. Whether through boho or beyond, design should always begin with who we are, not just what we see.



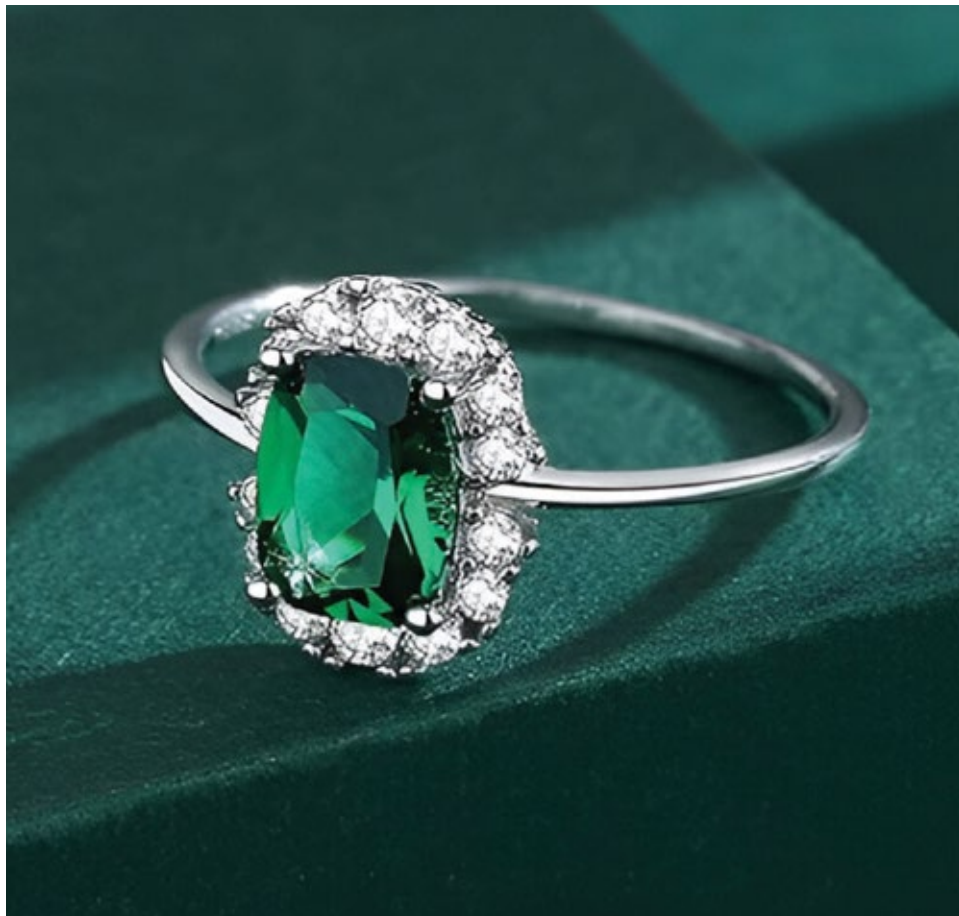
Diamond Cuts Deeper Than People

Jewelry as a Fashion Statement

The new era of luxury is not just about owning beautiful things, it's about wearing meaning and jewelry has always been more than sparkle. It's a memory. It's definition. It's a mirror. From the gold collars of ancient Egypt to the Art Deco diamonds of the Roaring Twenties, jewelry has told stories of power, of romance, of rebellion. It's been used to crown queens and commemorate revolutions. A piece of jewelry can symbolize commitment or make a silent protest. A diamond's cut can whisper "I do," or boldly dare "watch me." A necklace might carry the weight of heritage, or radiate the shine of reinvention. Across every era, jewelry has remained a bold signature, subtle, intentional. In today's fashion world, jewelry is more than an accessory. It's a language fluent in edge and emotion. **A Chanel brooch**, pinned just right, channels timeless Parisian chic. It says you know the codes and more of it you know yourself and when to break both character and style. **Tiffany & Co.** blue boxes are stories of nostalgia; it's about big moments. Engagements, milestones, declarations of independence. A single Tiffany diamond will transform your simplicity into a statement. **Cartier's Love bracelet** isn't just a classic; it's a cultural icon, a modern heirloom locked with certainty and intention. Dior's rose gold chokers, delicate yet defiant, blend femininity with a hint of danger. Van Cleef & Arpels' Alhambra motifs aren't just lucky charms; they're symbols of elegance worn by



icons across generations, from Grace Kelly to modern royals of the red carpet and they each give their significant character. Layered gold chains say you're not afraid to mix legacy with attitude. Stacked rings: one vintage, one sculptural, one not trendy but very personal to the core: all tell a story of contrast and character. And sometimes, one loud piece oversized, unapologetic becomes your armor in a world that demands you shrink. This is the power of adornment. It's how you enter a room before you speak. It's the flicker that catches the light and keeps attention. Every stone, every clasp, every curve of metal is a choice. And in a world obsessed with fast everything, jewelry remains a slow, deliberate art. Passed down. Gifted. Bought for oneself in a moment of clarity, heartbreak, or boldness. So next time you reach for gold, pearls, or precious stones, remember: It's not just decoration. It's a declaration. Because the real sparkle? It comes from the story you wear and the woman you are while wearing it and these are plenty.





Genius Gold

Crafting More Than Jewelry

Genius Gold by Shaker, though discreet in name, speaks volumes through craft. A brand that believes true luxury is felt before it is seen, Genius Gold bridges ancient techniques with contemporary artistry. Their creations are not mass-produced statements; they are heirlooms born from passion, precision, and storytelling. Crafting gold is an act of pure artistry; the difference between today's shimmer and yesterday's lies in the fearless evolution of lines, curves, and vision. Genius Gold by Shaker steps into this lineage of mastery with a breathtaking gold-plated creation: the Queen of Luxury 2025 necklace, collaborating with Niche Magazine. Featuring a hand-sculpted falcon in flight, adorned with deep green stones, the piece speaks of heritage, power, and eternal elegance. More than jewelry, it is a legacy, forged for the new queens of our time.

The Queen of Luxury 2025 necklace is not merely an ornament but a story carved into gold. At its center, the falcon: a symbol of protection, kingship, and resilience since ancient Egypt, spreads its wings in triumphant flight. The sculpted feathers capture movement and life, each detail handcrafted to perfection. Around the falcon, luminous green stones shimmer to honor 25 Queens in the outstanding hall of The Grand Theatre, at Sodic by EDNC. The choice of 50 grams of silver, plated into gold, is deliberate: pure in its intention and untarnished in symbolism, reflecting Genius Gold by Shaker's ethos of creating pieces that transcend royalty and showcase realms of immortality. Every element of the necklace, from the curve of the wings to the subtle engraving of Queen of Luxury 2025, carries meaning. It honors not just luxury but leadership, strength, and the quiet confidence of those who wear their crown of integrity. As the Queen of Luxury 2025 necklace takes its place among icons, it marks a new chapter, where jewelry is no longer about trends but about a timeless legacy: a masterpiece not just for a moment but for a lifetime and beyond.



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BTL House

Turning Ideas Into Impact

Since its establishment in 2010, BTL House has emerged as a leading name in the production and branding landscape across the Middle East. With fully equipped factory in Egypt and growing operations extending into Kuwait and the United Arab Emirates, BTL House has become synonymous with precision, creativity, and reliability. From booth construction and signage to immersive event setups and internal branding, the company offers a comprehensive suite of services designed to bring brands to life.

What makes BTL House exceptional is not just the scale of their work but the soul they bring to each project. Their ability to execute under pressure, meet tight deadlines, and still deliver high-quality results reflects a team deeply committed to its craft. Whether managing the logistics of event setup, creating striking indoor and outdoor displays, or delivering shop branding that captures attention, they approach every detail with care and clarity while maintaining full control over the production process. BTL House offers far more than physical structures. Their expertise spans every aspect of the brand experience. From planning, venue sourcing, and event management to ticketing, catering, and entertainment booking, they create environments that reflect each client's unique identity. They seamlessly integrate 3D simulations, innovative technologies, and themed designs into their work, transforming ideas into tangible, immersive moments. Their capabilities extend to staffing, public relations support, outdoor activations, and post-event reporting, making them a true full-service partner. Niche Magazine had the pleasure of collaborating with BTL House for one of our recent signature events: Queen Of Luxury, Tasked with delivering our Green Booth and branded backdrop, the BTL team brought our vision to life with flawless precision, despite extremely limited preparation time. The results were elegant, cohesive, and impactful. From the earliest conversations to the final unveiling, the process was seamless and professional.

With 17 years of industry experience, BTL House stands at the forefront of production and design. Their reach now extends into Europe, where they continue to craft distinctive, high-end brand experiences that blend innovation with storytelling. Their portfolio includes partnerships with some of the region's most prestigious clients across various sectors, and their consistent commitment to quality and creativity has made them a name that clients trust. In a world where experiences speak louder than words, BTL House continues to set the standard. They are more than a production company. They are a dedicated creative force helping brands express themselves with clarity, beauty, and lasting impact.



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NICHE
LUXURY LIFESTYLE MAGAZINE

Queen Of Luxury

Patchi



THE
GRAND
THEATRE



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Φ ODYSSEY



WellSpring
Live—from the Inside Out

gk
HOSPITALITY



Φ ODYSSEY

THE
GRAND
THEATRE

WellSpring
Live—from the Inside Out

gk
HOSPITALITY

GENIUS
GOLD
MOUNTAIN

GENIUS
GOLD
MOUNTAIN

The Grand Theatre

Where Fantasy Takes the Stage

Light finds its way into places that celebrate the magic of pure entertainment, and The Grand Theatre is one such destination. It is where charm meets vibrance, and where elevated cuisine accompanies unforgettable performances. More than just a venue, The Grand Theatre is a curated world of immersive experiences designed to awaken every sense. Operated by the visionary GK Hospitality, the theatre offers guests a full fantasy-like escape. From lavish morning brunches crafted by a rotating selection of top-tier caterers to mesmerizing performances by dancers and singers at the height of their craft, every detail is orchestrated to enchant. Stepping inside The Grand Theatre is like entering a dream draped in velvet and gold.

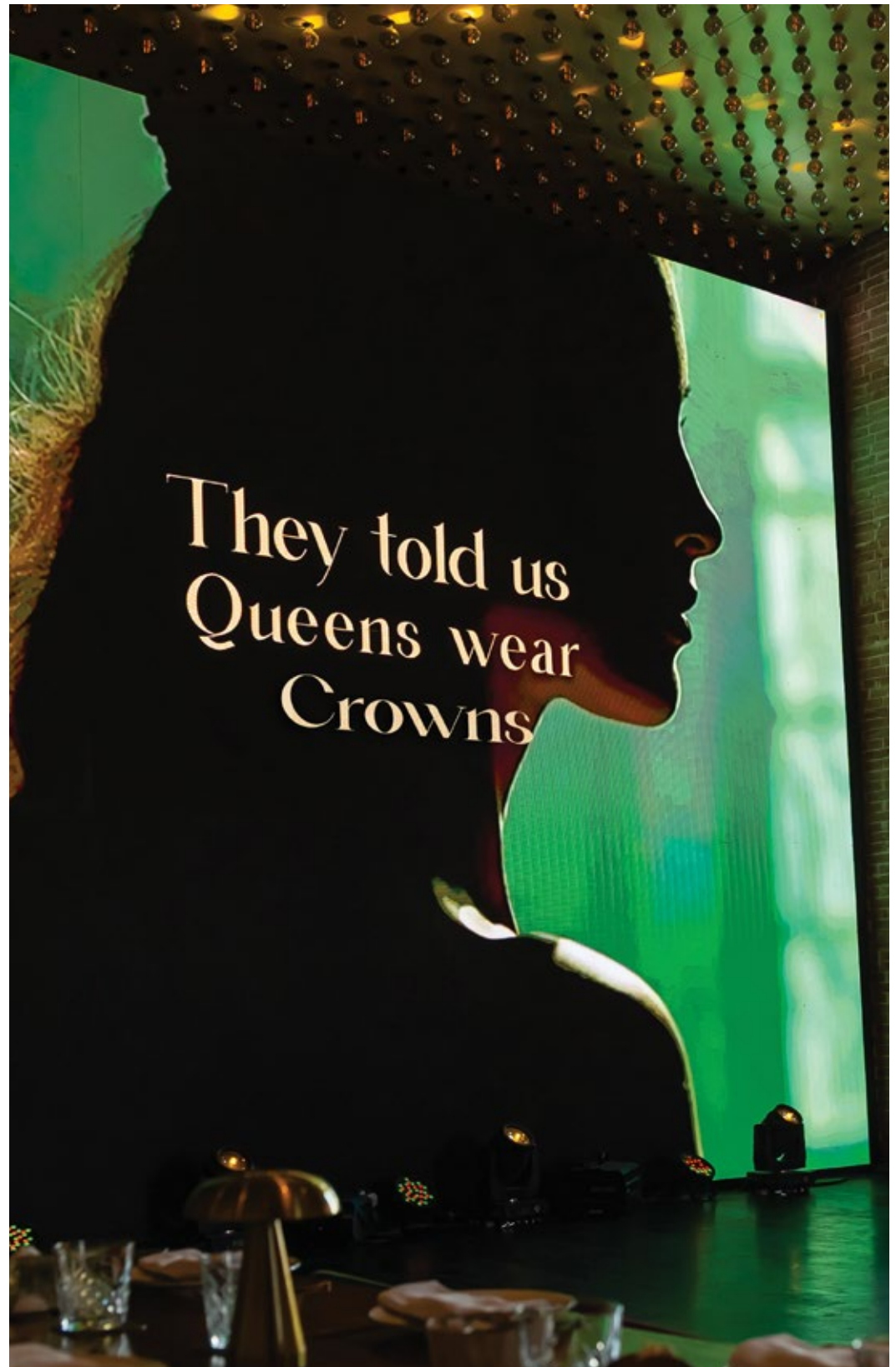
Its interiors are a harmonious blend of modern grandeur and old-world glamour, with plush seating, ornate moldings, dramatic drapery, and ambient lighting that casts a warm, theatrical glow. The space is designed to be both opulent and intimate, inviting guests to feel enveloped in elegance while remaining fully engaged in the experience unfolding before them. Every corner whispers sophistication, from the richly textured walls to the gleaming brass finishes and art-deco inspired accents.

On the 27th of April, in a magical collaboration, The Grand Theatre played host to 25 Queens during the Queen of Luxury event. The venue was transformed into a sanctuary of celebration and refinement, reflecting the grandeur of the occasion. Guests were treated to a curated selection of gourmet bites that showcased the theatre's unwavering commitment to culinary excellence.

The passed-around menu included prime steak tartare, tuna tartare, dynamite sushi bites, merguez sausage bites, grilled cherry shrimp, and fried cheese balls: each bite a celebration of flavor, elegance, and artistry. At The Grand Theatre, entertainment is not an afterthought. It is the essence, redefining cultural engagement by blending fine dining, live performance, and impeccable ambiance into one unforgettable journey.



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Art Galleries

LOCAL GALLERIES ARE A REFLECTION OF PEOPLE SOULS

The eye is drawn to what resonates most deeply within; that's why I believe art is not only a reflection of the artist's inner world but also a mirror to the soul of the viewer. I love wandering through galleries, observing how people respond to art, how their expressions shift, and how their energy changes. The lover will find the most delicate, tender detail in a painting, while the realist will catch onto the rawest, most grounded emotion it conveys. Someone in between the two will fight the urge to touch it. However, since it's illegal in most galleries, I find this rule very annoying. I find beauty in watching people watch art. It's like each artwork speaks a different language to each soul that passes by. And here, I'm talking about local galleries: the ones that hold ambition and dreams tied within their walls. Where hope finds its way, and fame hasn't burned out young souls just yet. To me, local galleries are where art feels most human and raw. They don't try to impress you; they invite you in. And when you leave, you don't just remember the art: you remember how it made you feel. You remember who you were for a moment while standing in front of it. I began to appreciate the subtle diversity within Cairo's art community. Some galleries speak in hushed tones, inviting quiet introspection, while others burst with color and energy, unapologetically bold. Each space holds its atmosphere, its rhythm, and that's where the magic lies.



Great Art

BRING OUT THE LOST PARTS OF THE SOUL

The parts you've hidden while trying to fit into everyday work life and meetings. If that part of you is found, you start adopting healthier habits that feed your soul. Picking favorites when it comes to local art galleries in Egypt is no easy task. Each one carries its unique flavor, and interestingly, the visitors are often the same, a detail I didn't appreciate at first. But over time, I began to understand the rhythm of the scene and started seeking out spaces with different vibes and artistic voices. I began to appreciate the subtle diversity within Cairo's art community. Some galleries speak in hushed tones, inviting quiet introspection, while others burst with color and energy, unapologetically bold. Each space holds its atmosphere, its rhythm, and that's where the magic lies.

Place Des Arts, founded by Layla, created an open space where artists feel at ease expressing themselves. By bringing together workshops, exhibitions, and community gatherings under one roof, she kept the experience simple, warm, and true to her approachable personality. In contrast, **Maison 69**, shaped by Amir Fayo's vision, brought a sense of sophisticated elegance to the gallery experience. His curation blends luxury with simplicity, creating an environment where each piece is both elevated and accessible, art that breathes in a space of refined calm.

Every gallery visit became more than just viewing art; it became a discovery of intention, mood, and the invisible energy woven into the walls. And through these contrasting experiences, I found a deeper connection not only to the art but to the people, the places, and the evolving creative spirit of Egypt.





If Mark Twain championed the idea of “write what you know,” then Maya Angelou embodied it with heartbreaking clarity, titling her first autobiography *I Know Why the Caged Bird Sings*. Hers wasn’t just writing; it was survival, self-definition, and liberation through storytelling. Angelou’s early life as she experienced racism, trauma, and the search for identity in the segregated South. Despite the hardships she faced, Angelou managed to find her voice and become an influential figure in literature, civil rights, and social justice.

Women painting themselves with gold

women portraying women in media

The dearest brush to an artist is the one they know by heart: a brush they’ve crafted themselves over the years. Mark Twain once embraced the idea of “write what you know,” and time has proven him right across countless fields beyond writing. Art evolves from original stories and personal battles; it doesn’t have to be a specific struggle the artist has faced, but rather the authenticity behind it.

Many versions of womanhood can emerge from a single story. Women intertwine, building empires of new concepts while crafting their world because women are warriors with mind-swords. They have written their destinies unapologetically, breaking molds and reshaping them through their own lenses. Historically, they’ve changed societies, set new rules, and shifted perspectives. Whether she’s curating her Instagram feed behind a phone screen, taking us to places we’ve never been, or standing behind a camera, building a woman’s world from scratch, talented women are everywhere, presenting themselves through raw stories and films.

In Greta Gerwig’s *Little Women*, there’s a pivotal moment when Jo March stands firm in a publisher’s office, refusing to give away the rights to her book. She’s not just negotiating a contract: she’s claiming ownership over her story, ensuring her words, her life, belong to her alone. The printing press whirs in the background as her manuscript is set in ink, symbolizing more than a book deal; it marks the moment a woman paints her own narrative, gilded with the value she places on herself. This act of self-authorship echoes far beyond the 19th century setting. Women have long been crafting their own versions of womanhood. In *Pride and Prejudice*, Elizabeth Bennet stands as a woman ahead of her time: bold, intelligent, and unafraid to speak her truth. She refuses to let society’s rigid expectations dictate her worth. Whether rejecting a marriage proposal that doesn’t align with her principles or standing firm in her beliefs, Elizabeth carves out her own identity in a world eager to paint her in muted tones.



The Taste of Dreams

EACH PIECE OF PATCHI CHOCOLATE IS A DREAM IN A DREAM ITSELF

⌘ Patchi