

EGYPT'S MOST  
LUXURIOUS  
BUSINESSES  
REBRANDED IN  
2020

AUG 2020  
HIGHLIGHTING  
EGYPT'S TOP  
BRANDS  
EXCLUSIVELY  
SPECIAL ISSUE



**LONGEBLACK**: DESIGNING EGYPT'S FINEST BUSINESSES  
LUXURY BOUTIQUE MALL: INTRODUCING FP'S **ICON** IN NEW CAIRO  
20 YEARS OF SUCCESS, **FELOPATEER PALACE** CELEBRATES A NEW LOOK FOR A NEW ERA  
**THE MARQ**: EGYPT'S FIRST PERSONALLY BRANDED VILLAS

NICHE | LONGEBLACK

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



*M. Samman*

Turning businesses into brands is a complete process that involves multiple fine elements. The look and feel of a business is of utmost importance, to allow it to thrive in its respective industry among its competition. Implementing international standards is the way to go when it comes to scalable businesses. Focusing on developing a brand's look along with following precise guidelines that allow it to compete among the world's greatest key players is essential. At Longe Black, our focus is placed on completely transforming each unique brand, allowing it to withstand the test of time, in its respective market.



*F. fallous*

We are proud to be a part of a circle of unique individuals that share a fine taste in all the elements behind luxury. Over the years, we have built ourselves becoming the country's largest multi-brand high-end watches and jewelry store. Apart from serving a role in the commercial world, we take pride in having brought together members of the community. We hope to see this circle grow among all those that seek the fine things in life.



“ DESIGNING EGYPT’S MOST LUXURIOUS  
MANSIONS INSIDE & OUT ”

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*A. Hashem*

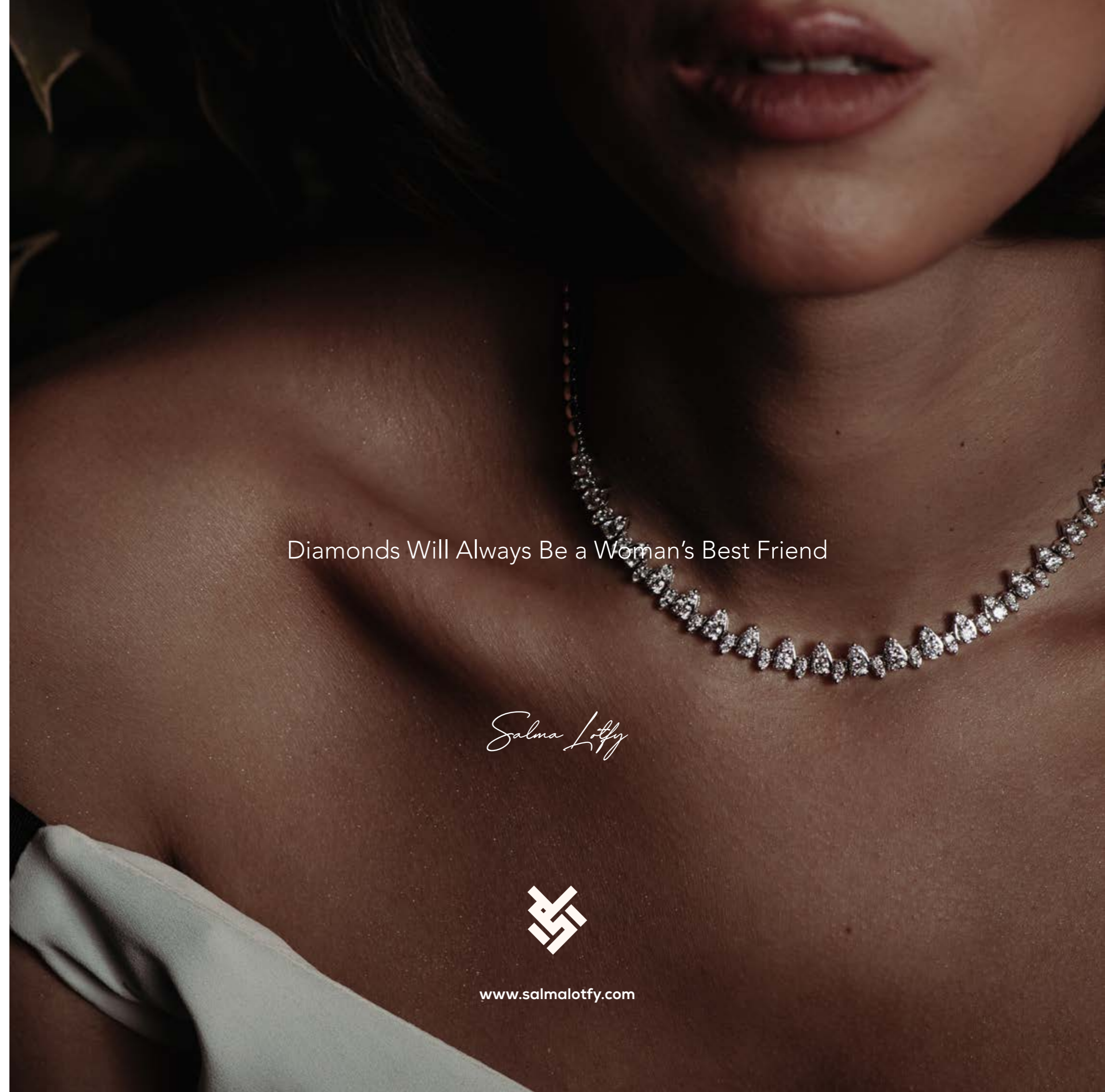
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**N. Ghaly**

CEO - Niche Magazine



**M. Samman**

Managing Director - LB

Niche Magazine and Longe Black have collaborated to create a special issue covering Egypt's finest businesses. The Egyptian economy has always been built on successful businesses that invest in the country and create jobs; and highlighting that should be a priority among all publications. Our special issue covers Egyptian brands that pioneered in their respective industries, making them top choices for their clients. It is time to show the world that Egyptian businessmen and businesswomen can most definitely compete internationally and offer a high-standard quality.

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NICHE  
LUXURY LIFESTYLE MAGAZINE

Copyright 2019/2020 Niche  
Magazine seasonal publication  
published by:  
BeBrand Advertising Agency

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Advertising Agency

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**MEET EGYPT'S FINEST  
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Dear Readers,

In this issue, I'm writing this to share with you how excited I am about the current changes.

Change is usually something we dread, we're afraid of, some people can't even deal with change. Yet, if change isn't a part of our lives, we wouldn't be where we are today. All the technology that we have in the world is here because we decided to accept change.

Niche Magazine has been there for all its incredible readers for ten years now, building a community for luxurious brands and co-creating success stories with them, and now it's time for change.

I'm very thrilled to be celebrating the magazine's 10<sup>th</sup> anniversary by renovating its design, content, and positioning. Niche is a luxury lifestyle magazine, and this new look has taken it to the next level of luxury, striving to meet its luxurious readers' high expectations.

We collaborated with Egypt's finest business design firm, LONGEBLACK, to ensure the utmost quality in every detail regarding our brand. This issue is dedicated to change and renovation to show that change shouldn't be something that's feared, it's something to be welcomed and celebrated.

*Nady Ghalby*



**LONGEBLACK: CONSULTING FOR ELITE BUSINESSES, WITH DESIGN TWIST.**

As business designers, we provide a tailored story to each client exclusively by creating an unmatched quality of work that sets the definition of brand positioning.

**LUXURY BRAND DESIGN, NOW REFINED**



**Business**

“When we first started our firm, we wanted to change the business culture in the region and give Middle Eastern companies a strong story that positions them in the international market.”

Mohamed El Samman

**Design**

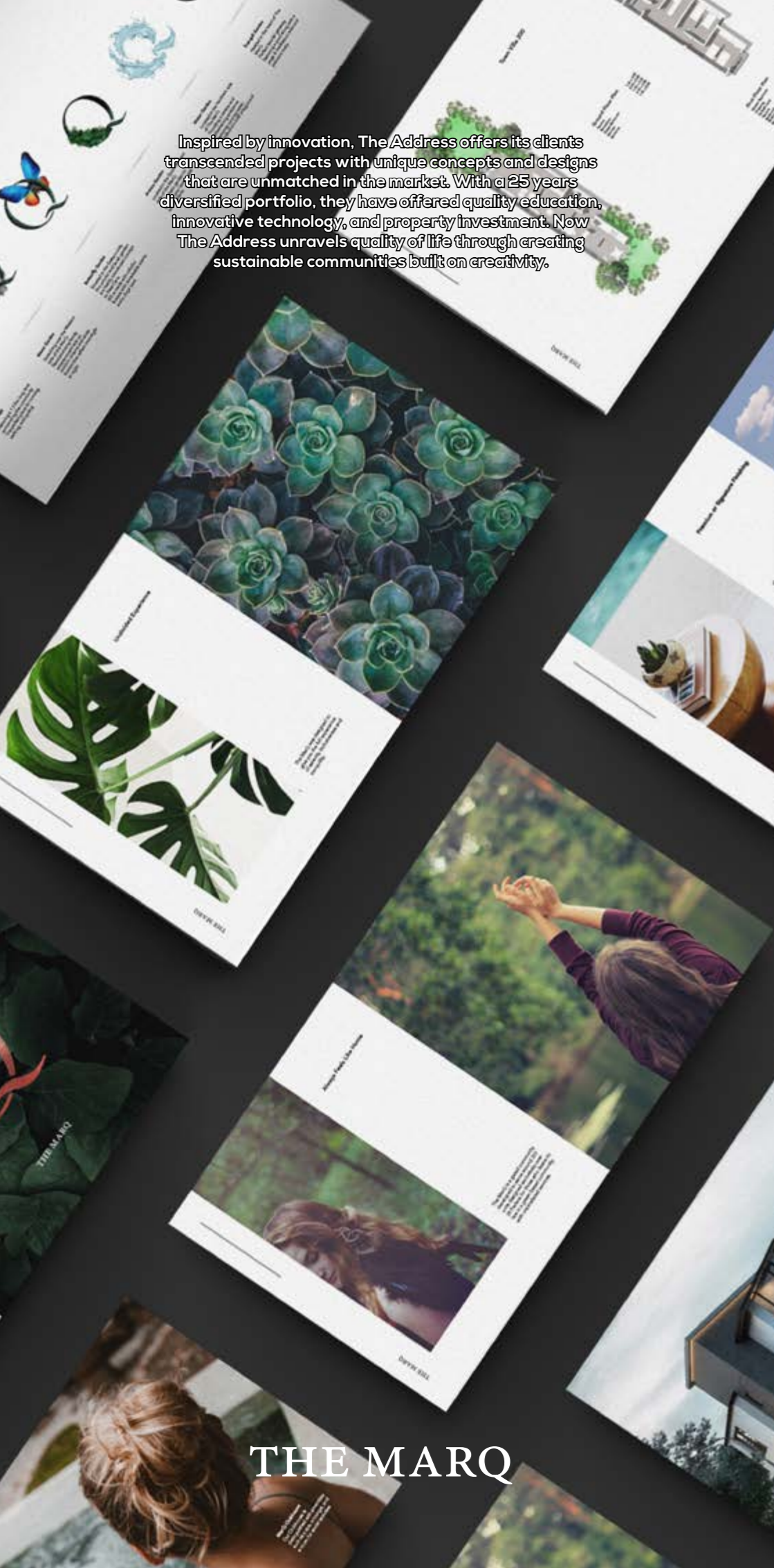
“At Longe BLack, we create the ultimate blend between art and functionality to bring forth visually appealing premium brands that would grow and prosper within their industries.”

Nour Nadim



**LONGEBLACK**

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Inspired by innovation, The Address offers its clients transcended projects with unique concepts and designs that are unmatched in the market. With a 25 years diversified portfolio, they have offered quality education, innovative technology, and property investment. Now The Address unravels quality of life through creating sustainable communities built on creativity.

THE MARQ

A marketing and advertising agency founded by a team that have been offering creative solutions to local and global clients for over ten years. Pejacs translates their clients' briefs into all sorts of communication materials to help them reach their specified goals while still conveying their missions and visions.



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Deutsche Heilmittel is a German pharmaceutical company operating in several continents. The company commits to serving its clients with the best supplements such as vitamins and healthy oils to upgrade their life quality and health.



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Keviri is an Egyptian furniture store that sells ready-made or customized products produced with hand-picked and high-quality wood.



KEVIRI

# EXCLUSIVE: FELOPATEER PALACE’S NEW LOOK IN CELEBRATION OF THEIR 20TH ANNIVERSARY.



## Felopateer Faltaous

Excellence. A word we constantly work to reflect through our everyday client retail experience. Here at Felopateer Palace, we dedicate our research and development to the ultimate satisfaction of client needs.

We honor the beauty of acquiring luxury timeless pieces. Throughout the years, we developed unique strategies to highlight the importance of premium client relations, providing exceptional security in all our stores with authenticity guarantees.

Prestigious and heritable pieces deserve a timeless brand. So, gents say hello to the new Felopateer Palace!



This year, we reflect back on nearly two decades of luxury brands in which we've had the honor to bring the finest luxury and Swiss craftsmanship to our dear clients. As a retailer for countless high-end watches and jewelry brands, we have built a reputation for creating an exceptional shopping experience that is worthy of the brands that we have been entrusted with. This shopping experience hinges on impeccable service in a luxurious setting and an attention to detail down to the wood work and choice of marble in our stores.

*Ehab F. Shenouda*



## Ehab F. Shenouda

Our family-owned brand strives to offer personalized service and expertise. Our valued clients have come to know us for anticipating their wishes and serving to exceed their expectations. Our emblem of excellence is built on years of experience and commitment to superb quality. We stand grateful for the continuous support of the Swiss embassy as we offer a part of their nation's legacy brands to Egypt. Such valued relationship has enriched the expertise we have been able to offer to our clients. As we celebrate these achievements and to highlight the FP shopping experience, we are proud to announce the opening of Felopateer Palace luxury boutique mall "Icon" next year, located in New Cairo, in front of the American University in Cairo.

Icon is designed by the German firm, 3 Deluxe, and includes new shops from FP's top watch brands including Rolex, Audemars Piguet, Chopard and Hublot as well as many other luxury fashion brands. The mall is built on a 4,000 square-meter lot, with each floor ranging from 1,200 to 1,400 meters, and it includes two underground parking levels. The sleek design is airy and open with its glass walls, palm trees and water cascades. A leafy restaurant terrace, shisha oasis and roof top bar make Icon a prime destination for a day of shopping and relaxation. Our clients can expect the same unique atmosphere and luxury at Icon that has earned our company its high reputation and loyal clients. We look forward to serving you, and hope to always surpass your expectations.

LE LUXE ÉTERNEL  
*Soon*



ICON

A Proud Member Of Felopateer Palace  
Launching in New Cairo



Felopateer Palace embodies all that is luxury, over a wide array of industries, bringing the finest worldwide brands to Cairo. The theory behind FP's new logo is that it maintains a fine balance between a simplistic design, yet demonstrates the ultra luxury appeal. The letters in the logo are conjoined by a dot in the center representing that it is the epitome of luxury. The dot in the center further portrays the outline of an abstract watch. The new logo is inspired by the old logo's luxury appeal with a refined and elevated new look.

*Say hello to the new felopateer palace*

  
FELOPATEER  
PALACE

[www.felopateerpalace.com](http://www.felopateerpalace.com)



# NICHE

LUXURY LIFESTYLE MAGAZINE

Niche is a luxury lifestyle magazine that caters to all aspects of a premium style of living. The magazine represents the values and attitudes that are of utmost importance to its readers. Through its content, the magazine aims to enrich its loyal readers through exploring a multitude of their interests and preferences in its selected topics.

## A DIVE INTO NICHE MAGAZINE'S NEW LOOK

# NICHE

LUXURY LIFESTYLE MAGAZINE

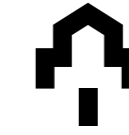


# Nady Ghaly

Reflecting on the ten years of Niche, we now proudly introduce an updated look and feel for our magazine. Our goal in design and concept is to match both our published brands and readers levels of expectations. With a more solid look, we now look forward to our upcoming issues.

For every article, issue, and year, thank you.





**MOHAMED TALAAT**

ARCHITECTS



### MTA: A MORE REFINED LOGO TO REPRESENT OUR LEGACY

Mohamed Talaat Architects is a design firm founded in 1999 by Architect Mohammed Talaat to provide the market with fresh and unique designs for residential and commercial projects. MTA designs buildings and spaces that leave a lasting and memorable impression on individuals and create an impactful experience.

The team consists of talented architects and interior designers that are always keen on delivering projects that are of multiple types and scales, characterized by their unique taste and innovation.

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DESIGNED PROJECT.**



## By Maha Samir

BRAND STRATEGIST - LB

# THE IMPORTANCE OF BRAND STATIONERY DESIGN

Brand stationery including but not limited to letterheads, business cards and envelopes is important for any brand as it plays two significant roles in marketing the brand's services. Stationery in its most basic form is a functional form of printed materials that is used in day-to-day business. One of the primary benefits of branded stationery is that it's the sole part of the brand that can be held in one's hand. If designed and used strategically, it can have a large positive impact on the perception of prospective clients.

The stationery produced by a company needs to maintain a fine balance of being professional and impactful, while also allowing the actual message to be communicated. Along with incorporating the company logo, stationeries should also include the company catchphrase where applicable to allow individuals to effectively identify with the brand. If a business has been operating within its market for several years, the date of establishment can be used in branding stationery to portray that the business is flourishing.

One of the most important factors behind creating branded stationery is driving action. This can be achieved through adding a call-to-action such as adding contact details to allow for a two-way communication between the company and clients. The whitespace allotted for company employees to use the stationery needs to be considered.

It should be noted that consistency is key when creating branded stationery for a business. The stationery needs to be consistent in feel and look to the website, social media, and all other branded elements used by the business. There needs to be coherency between all the marketing tools used. If a business is operating on a global scale it will prove worthwhile to include certifications it has acquired over the years as a primary differentiator within the market.

Bold business stationery will ensure that it grabs the attention of individuals, and this can be supported through visuals integrated within the design. The quality of the stationery also plays a significant role in its perception. Compromising quality or cheap stationery does not reflect well on a company, while investing in materials and design will produce a final product reflective of the brand and its attention to quality and detail. Branded stationery will support a company's staff while networking, and ignite awareness of the brand if it has a strong visual identity. High-end printing options will also be worth the cost to make that brand's stationery both bold and memorable. Investing in the production process is worthwhile to make a lasting and good first impression.

# THE SIGNIFICANT ROLE OF NAMING A BRAND



Naming a brand is perhaps one of the first tasks a business will need to carry out and its impact will be ever lasting on the business in its future operations within the market. An effective name is one that allows for successful branding of the business and stands out as different among competitors. Among the primary goals of a brand name is recognition and its understanding. When people hear a brand name and think of its core value, it's indicative of its successful branding.

A good brand name is recommended to be simple and it's a good idea for the name to give a clue to what the business does. This is a branding element and provides a constant reminder to individuals to what the business does and its scope of operation. A brand name could also be an acronym that is easily identifiable and memorable. A name can also be an invented name, which provides the business with a wide scope of options. Finally, a brand name could also be an explanatory name that positions the business.

A good brand name is one that is visionary and creative, and furthermore able to emotionally connect with prospective clients. When a client picks between a multitudes of businesses within the

market, they are choosing the name and the image they would like to be associated with.

When naming a brand it can be worthwhile to consider the process of acquiring a domain name. It is substantially easier to acquire a domain name for a unique name made up of a combination of words rather than one word. The easier the domain name the better as this provides the business with a strategic edge online.

# ELEMENTS FOR CREATING A STRONG COMPANY PROFILE

A strong company profile is essential in showcasing the identity and work of a business over the years. When presented to potential clients, the company profile is of paramount importance as it is an all-inclusive summary of the business and its capabilities within the industry. The look and feel of the company profile should not just look visually appealing or sophisticated but contain the essential components listed below to make it as effective as possible to yield the greatest number of benefits:

- Quick facts about the company including its goals and mission statement.
- Company structure and the story behind its creation.
- The vision and values of the company should be emphasized.
- A section about staff members to give a face to the company profile.
- Clear and up to date contact information.
- Date of establishment and its progression with time.
- Mention partners if applicable and main clients.

An annual company profile will act as a roadmap for growth. The simpler the language with a focused introduction, catchy terms, and an easily understandable format, the more likely it will be an effective profile.



Our —  
philosophy

The spaces we develop are for people to live in, work in, and learn in together. At Make, our designs are more than the sum of their parts; it is not solely about the aesthetic. We seek to establish a fusion of elegance, ingenuity, and expediency to meet the satisfaction of international design standards. The Make team coordinates every aspect of your project to ensure a smooth process from cradle to the grave. Client satisfaction is our utmost priority, and we strive for our customers to enjoy a pleasant experience with us in every step. Our all-inclusive service-approach fosters long-term relationships: once we work with you, we consider you family.

MAKHLOUF  
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A closer look into Make’s  
design philosophy —



Make is an uprising company with versatile experience in various divisions of the contracting industry. They prominently aim to infuse each project with their enthusiasm for innovative designs and outstanding detailing. They’re a dynamic architecture firm based in Cairo, Egypt, offering a comprehensive concierge service to fill the gap between the design and engineering phases and ensure high-end quality services.

Make works to transform your concepts into realities and your dreams into something concrete – literally.



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# WISSIX

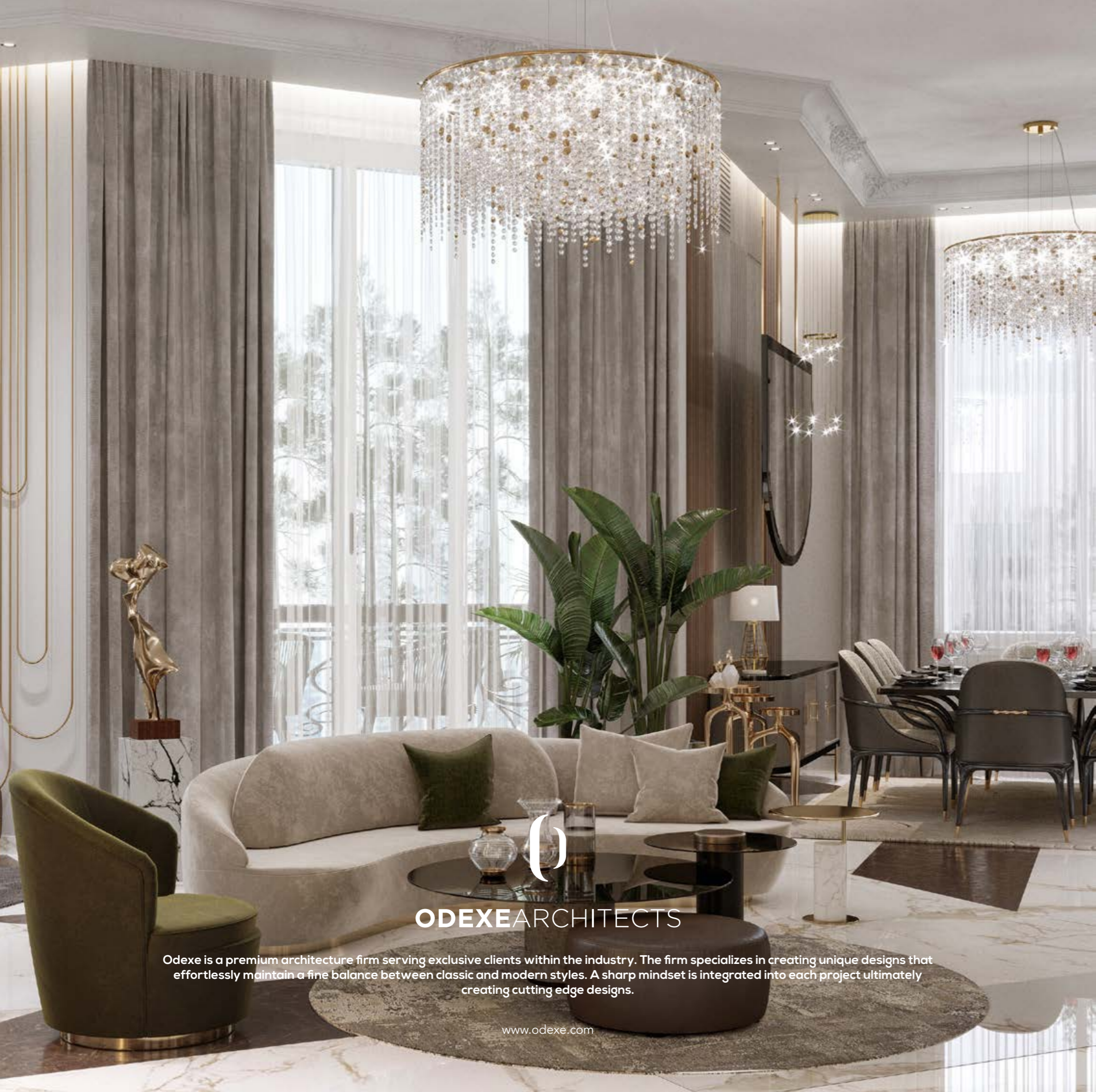
Wissix is a strategic creative sports marketing company founded in 2019 with the goal of maximizing brand engagement with fans. Wissix works hand-in-hand with sports associations, ambassadors, and sports teams. To ensure that the best results are achieved for all parties involved in the process, the company takes thorough care, going above and beyond throughout all stages. Wissix constantly looks ahead and evolves as an entity to suit the individual needs of clients and their sponsorship objectives.

[www.wissix.com](http://www.wissix.com)

## WHAT WE DO

The Wissix family is a team consisting of the most distinguished sports marketing experts. The team has unique experience in strategizing, designing, organizing, and managing sports marketing activities. Wissix assists its clients with valuation and execution of rights, ensuring signage of the best deals for all parties. One of the primary beliefs at Wissix is that sponsorship is a brand communication platform that can be strategically brought to life across a broad range of consumer touch-points. Wissix authentically positions brands among the competition within the market.





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# GOLDEN RULES FOR LOGO DESIGN – 7 VITAL TIPS FOR EFFECTIVE LOGOS



## By Sherif Emad

DESIGN SUPERVISOR - LB

Designing the perfect logo is essentially the first step to ensure that your business catches the eye of prospective clients within the market. In theory a logo is symbolic of the personality of a brand. In many ways it conveys the essence of the brand and the services it extends to clients. While logos are subjective among different individuals it is important for a logo to capture the attention of the audience or prospective clients. There is a higher likelihood of a prospective client reaching out if they are attracted to your logo. The logo is among the primary differentiators between brands within the market. The following are 7 golden rules that can be used as a guideline when designing an effective logo for your unique business:

### Simplicity

Simplicity can make a logo easily recognizable, which is one of the key differentiators between brands. A simple logo is one that clearly and effectively conveys the requirements of a prospective client while still maintaining its edge in uniqueness. A simple logo can also be beneficial especially when it's intended for marketing purposes and widespread promotions.



### Memorability

From small startups to large multinationals, a

memorable logo will always be of significant importance to your business. In today's modern day world, all markets are becoming increasingly saturated with a significant number of competitors. Creating a logo that stands out is not enough as it must also be memorable so it can be distinct and easily recognized.



### Relevance

An effective logo needs to be relevant in the way that is positioned for its intended audience. For example the logo created for a fitness brand will differ substantially from a logo created for an interior design company. Keeping your intended audience into consideration while designing a new logo is essential to ensure appropriateness, relevancy, and positive reception.



### Versatility

Versatility is important when designing a logo for your brand especially if it's intended for use on multiple platforms. Each platform whether online or offline will require a different size. A logo that is easily adjustable and can be scaled for a multitude of platforms is likely to perform well. When resizing a logo the simpler the elements and colors are, the easier the process. This, in turn, boosts the versatility of the logo on the long run.



### Timeless

When creating a new logo for your brand, it can be tempting to incorporate current trends and over the top elements within the design. However a timeless logo will be beneficial on the long-term as it will stay relevant over the years, withstanding any changes in trends within the market. A timeless logo will not only remain relevant but it will also eliminate the need for redesigning the logo in the future to ensure that it keeps up with the market.



### Color Selection

When considering colors for your new logo, design a logo that looks professional and presentable while maintaining a sense of sophistication and an overall refined look. The logo design is essentially the image and personality your brand intends to portray within the market. The logo designed must also be suitable when used in black and white formats, as well as platforms of varying resolutions.



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# Hesham Zayed



Bin Zayed Investment Group aims to achieve a more balanced business and product portfolio capable of delivering sustainable growth to the group while improving and developing the Egyptian community. The group works in the fields of pharmaceuticals, cosmeceuticals, interior, construction and architectural design. Bin Zayed prides itself in maintaining a high-standard quality in all its works.

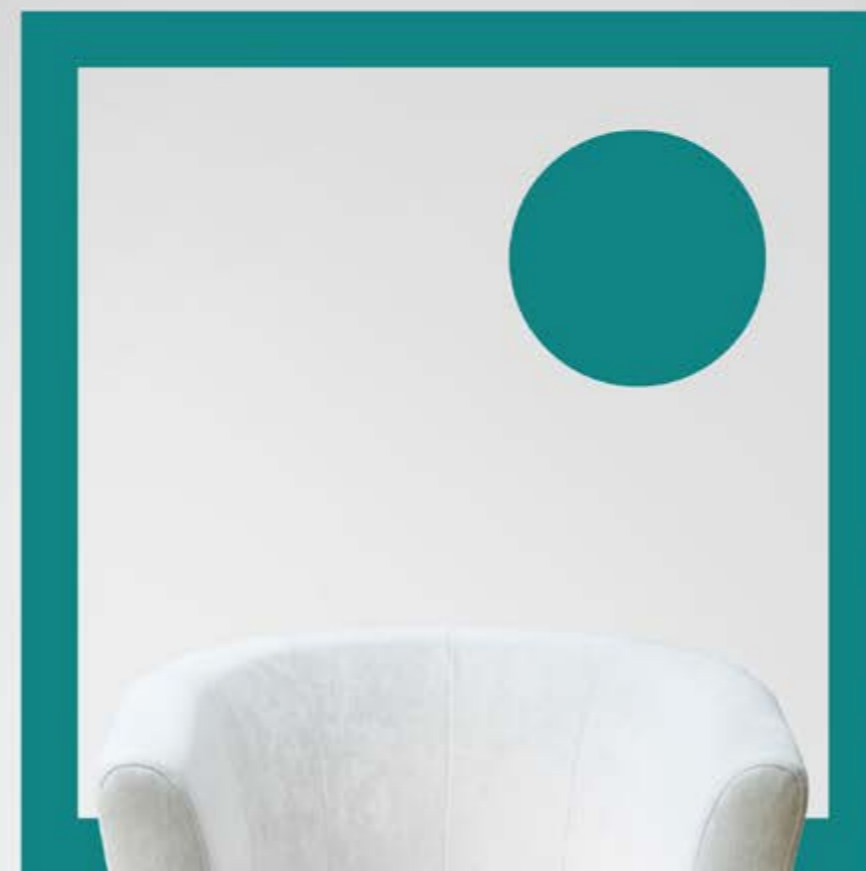


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# ALL YOU NEED TO KNOW ABOUT EGYPT’S FIRST PERSONALLY BRANDED VILLAS: THE MARQ

## Behind The Name

Since its discovery, diamonds have been universally acknowledged as the most valuable precious rock. The meticulous process from the initial mining to the final revelation, artists finely craft each diamond. We chose the pink diamond for its natural beauty of color & the marquise cut for its fine edges & expressive reflections.



## Always Feels Like Home

The MarQ is a gated community developed to serve around 300 families and designed exclusively over 26 Feddans for those who desire to live in a green based community with unparalleled services.



## Design That Matters

All our villas are designed to fit your lifestyle. We provide the ultimate balance between design & functionality.



## Undivided Experience

A modern lifestyle in the heart of New Cairo, with close proximity to Suez Rd., Sokhna Capital Rd. and the New Capital with easy access to the Ring Road and Cairo airport.



## Your Home, Your Brand

We pride ourselves as the first personal-branded compound in Egypt. We collaborated with **LONGEBLACK** to provide every resident a hotel-like experience.

Your home will be branded with your name/initials for your choice of liking to match your style of interior and taste.



1. The MarQ
2. Cairo International Airport
3. Downtown Cairo
4. New Capital

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# THE IMPORTANCE OF COLOR CHOICE IN BRANDING YOUR BUSINESS



**By Chahenda Ossama**  
SENIOR BRAND STRATEGIST - LB

Color plays a significant role in branding beyond providing an aesthetic feel to the logo. The color of a brand is going to be a prospective customer’s very first impression. Color plays an essential role in giving a brand a certain set of characteristics. The human brain is designed to respond to certain colors as they trigger thoughts, memories, and associations.

The role that color psychology plays in brands is relevant in a number of different business scenarios. An example is when a business has a desire to completely rebrand its current identity. This would influence its choice of color palette based on association of different colors with certain business traits. When establishing new business colors, it is essential to conduct a market research to categorize future clientele and their characteristics. Overall color selection plays an essential role in a number of different marketing functions and needs to be considered for a strategic edge within the market.

In order to select a suitable color for your brand, there are three main factors that need to be considered: The first factor is the target audience. Choosing the brand colors should be based on the mood the clients would be in while using the brand’s services. The culture of the target audience also needs to be considered. Different cultures perceive colors in different ways. The color chosen for a brand should also be supportive of the brand positioning in place, and be bold enough for the customer to remember the brand.

The study of brand color psychology outlines how certain colors impact the way we perceive brands. For example, when used in a brand, the color red has positive implications such as power, passion, and strength. The color black has implications such as sophistication, elegance, and authority. It is of paramount importance for a business to clearly understand the psychology of color when picking a brand color. This color will ultimately become how the brand is perceived within the market.

# ROLE OF BRANDED ELEMENTS IN CREATING A COHESIVE BRAND



**By Mohamed Salem**  
BRAND DESIGNER - LB

A brand is the perception an individual has about a certain product, service, or a company. While companies cannot directly control the gut feeling prospective customers have, it can highly influence the process. This is where the role of branded elements comes in to create a cohesive brand that leaves a positive impact and perception within the market and in the eyes of consumers.

More often than not, a business will have a strategically designed website. This serves a functional role of providing customers with contact information. In a subtle way it influences people’s perception of the brand based on the colors used, the design style, and the elements that make it unique in comparison to competitors’ websites. Visual graphics featured in the website are an excellent area to allow designers within the company to showcase the branding of the company.

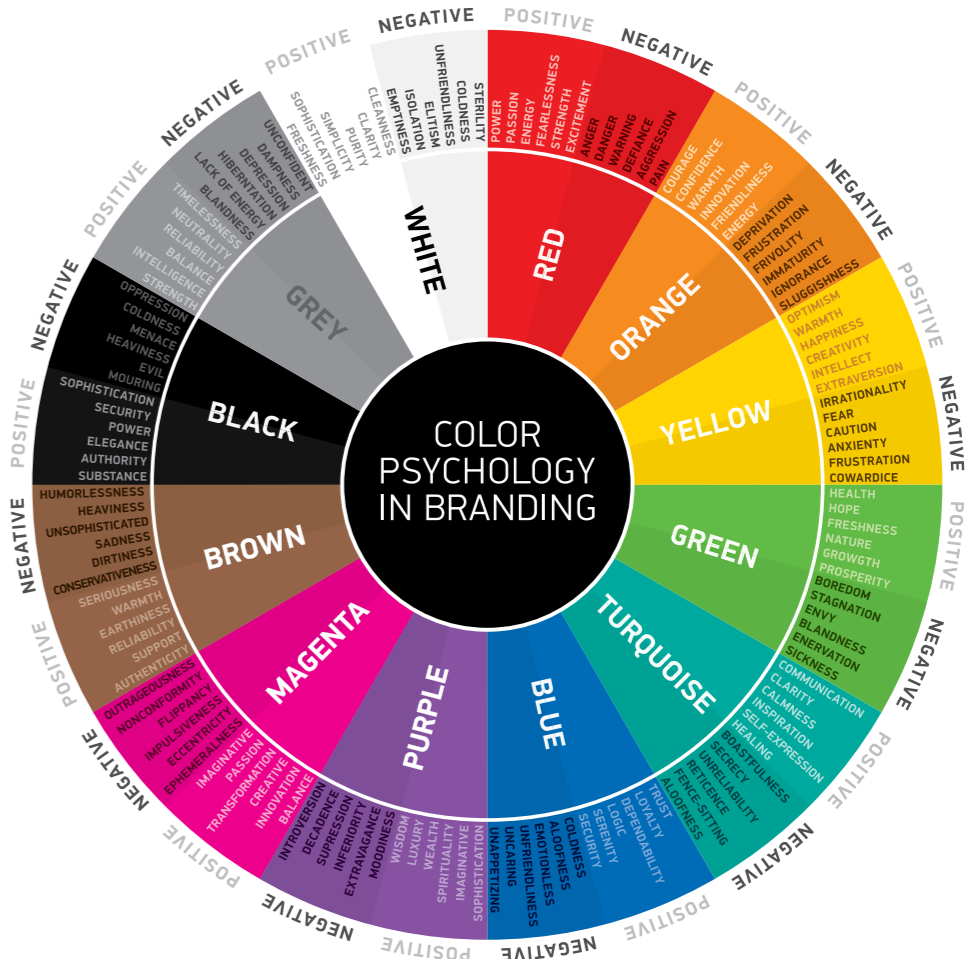
The staff is an integral part of branding for a company. Each company has a unique set of core values and ideas reflected through its employees. Each individual will take part in emphasizing the company’s core beliefs and values, and will use such characteristics in their day-to-day work and in external marketing to represent the company. This also extends to the customer experience of a company. There are various companies, both on the national and global level, that are renown for their excellent customer experience. This is a strategic form of branding, and creates a positive image for a company as well as enhances positive word of mouth between consumers and within the purchasing community.

From the interior design to the actual product and its packaging, branding is an extensive concept that is integrated into each and every single business aspect. The stronger the branding of a certain product or service, the more impact and visibility it will have within the market and in the industry as a whole.

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16 Al geza-marriott  
hotel

### International Eye Hospital Kids

19 Adel Hussein  
Rostom - Vinni  
Square

### City Stars

City Stars mall - 3<sup>rd</sup>  
floor - shop no. 216

### Mohy Eldin

114 -Mohy Eldin abou  
el ezz- Mohandessein

### Concord Plaza

Concord Plaza mall  
Fifth settlement

### Maadi

Street 151-Al Maadi

### Saudi German Hospital

Jozef Tito street -  
Airport road - Saudi  
German hospital

### International Eye Hospital Dokki

14 Adel Hussein  
Rostom - Vinni  
Square

### Galleria 40

Galleria 40 - 26<sup>th</sup> July  
corridor - Sheik  
Zayed

### Abbas Elakkad

59 Abbas El akkad  
street- Madinet nasr

### Four Seasons

Four seasons hotel -  
Alexandria

### Downtown

G15, S3-Downtown  
Mall-Fifth settlement

### Mohandseen

Zamalek club wall

### International Eye Hospital Roxy

21 Andalus street -  
next to Maryland  
Garden

### The Park Mall

The Park Mall - Southern  
90th Street - shop No  
G222A -New Cairo

### Zamalek 26<sup>th</sup> of July

159 - 26<sup>th</sup> of July  
street - Zamalek

### Nour Al Hayah

193 - El Merghany  
street

### First Mall

First Mall - 3<sup>rd</sup> floor -  
shop No 219 - Four  
Seasons - Giza

### Air force Hospital

Street 151-Al Maadi

### Msadaq St

79 musaddaq st - Dokki

### Porto Marina

Porto Marina shop  
no.26

### Porto Soukhna

Porto Soukhna -  
Store N19

### Mall of Tanta

### Four Seasons Sharm

Four seasons hotel  
Sharm el sheikh

### City Center Hurghada

City Center -  
Hurghada

### Senzo Mall

City Center -  
Hurghada

### San Stefano

San stefano mall - 3<sup>rd</sup>  
Floor - Alexandria

### Port Said

23<sup>rd</sup> of July st.

### Porto Said

Porto Said -Shop No  
16

### UAE BRANCHES

### City Center Deira

Dubai

### Al-Barsha Dubai

Saudi-German hospital

### Ajman

Saudi-German hospital

### Jumirah Road

Dubai

### OPENING SOON BRANCHES

### Open Air Mall

Madinet

### International Eye Hospital

Gena/Fayoum

### Saudi German Hospital

### Dar Al Fouad Hospital

6<sup>th</sup> of October

### Dar Al Fouad Hospital

Madinet Nasr

### Mall of Arabia

Phase 1/2

### Mall of Egypt

### City Center

Maadi/ Alexandria/  
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# BRANDS



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TRUE Fitness has always promoted the same guiding principle of delivering superior products, service and support for our customers, over the last 34 years. Our equipment has always encompassed the latest technology and safety features.



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Eng/ Andrew Athanasius

### How did you start in the field?

To be a special designer, you have to visit sites and learn to execute before becoming a designer because no one can design anything without knowing how it's done. I started as a site engineer and a supervisor on the finishing work. Then, I became a site manager and had my own work in design finishing.



After a while, I decided to specialize in interior design as that's what I love the most. I chose to work in a designing office to gain experience in the market and develop my skills. I was promoted in this office to be a senior designer and then I decided to have my own business, I started "AM Design Studio" with my partner, Ahmed Mohy. We started to grow with our business till we became "AM Group" with 3 different departments (AM Design, AM Construction & Relief Furniture).

### YOUR WORK IN DESIGNING, IS IT A HOBBY OR JUST A JOB?

I worked in interior design because I love it and I believe it's the talent God gave me. I found myself in this field and I feel really happy when I'm working... That's what keeps me passionately going. Each project I work on has to be different, unique, and unrepeated; this is what always convinces me that the client deserves the best no matter what.



### What distinguishes your business?

1-First of all, we don't deal with clients as a project that we have to deliver to get our money, we are passionate about our work; we deliver and implement it at the finest quality. That makes us happy and satisfied before the client is. We walk with our client step by step, trying to always give him the best possible options.

2-We deal with each project separately and consider that it must be very distinctive and unique. We make sure that the client is totally satisfied with the design before proceeding as we understand that we are

giving him his lifetime home.

3-We work by the concept of giving timeless projects. We give the client designs to last not less than 10 years

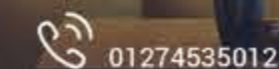
so that the client after a couple of years doesn't feel the need to redesign his home and stay content as long as possible.

4-We have many different ideas that we try to add them to each project. One of the most attractive ideas that took a positive feedback from our clients is integrating the Pharaonic style with the Contemporary style to mix between our civilization and identity in a

modern way that adds an aesthetic touch to the place. Another idea that took a great response is making a corner in each home to be called Antikka Zone, this corner combines antiques, accessories, and paintings to make it extra unique and attracts whoever sees it.

### What is your goal in the future?

Our goal is to spread our art to a wider range and to have a global print in the field of interior design. As well as being recognized as a distinctive brand across the world, not just in Egypt



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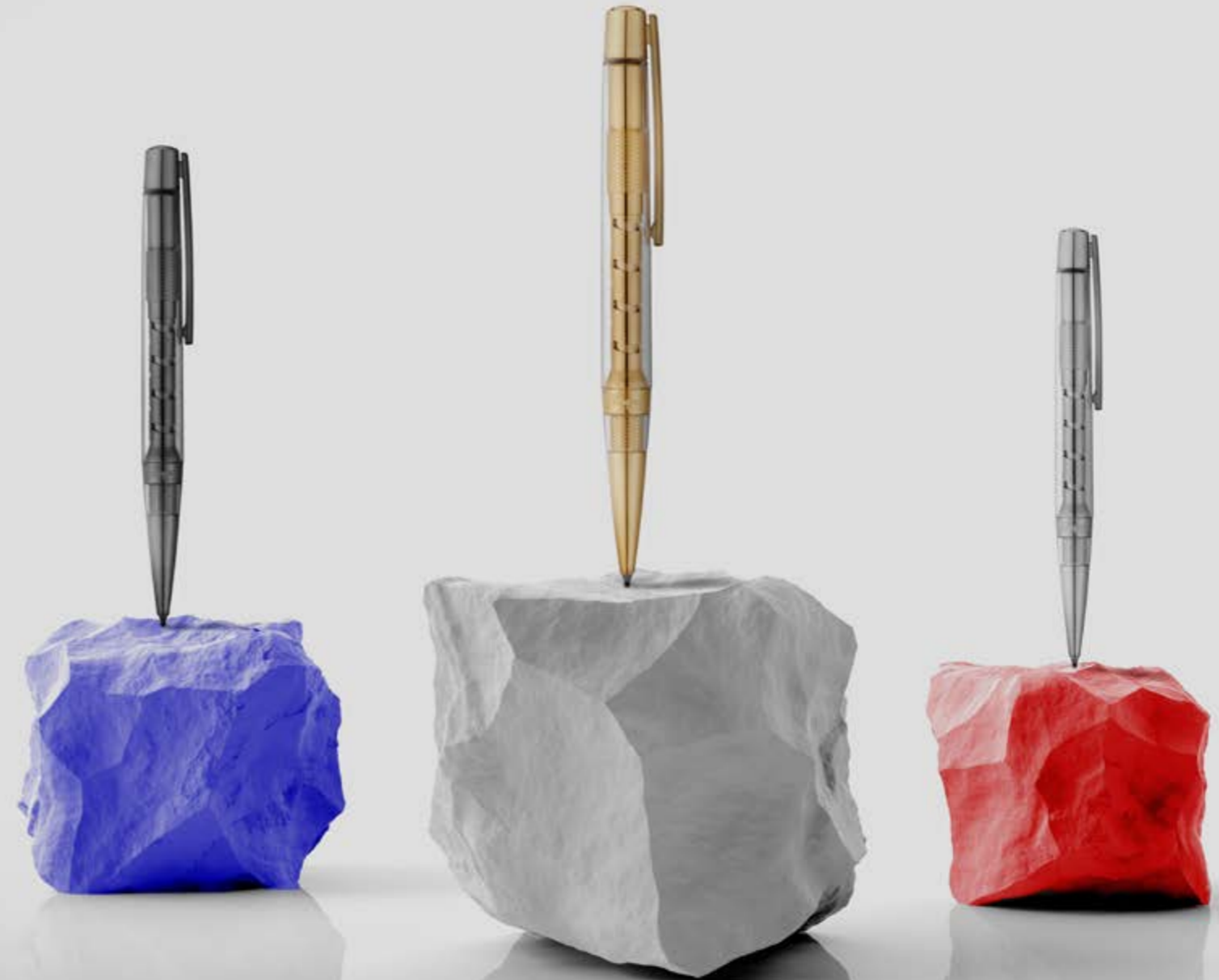
A J U R S

Ajurs is a footwear and accessories store that serves A-class customers who are looking for comfortable, stylish and high-end brands. Ajurs limited caters to A++ customers and gives them an even more luxurious experience. The in-store experience of Ajurs limited resembles a five-star hotel in terms of hospitality and service, everything is handled with international standards.

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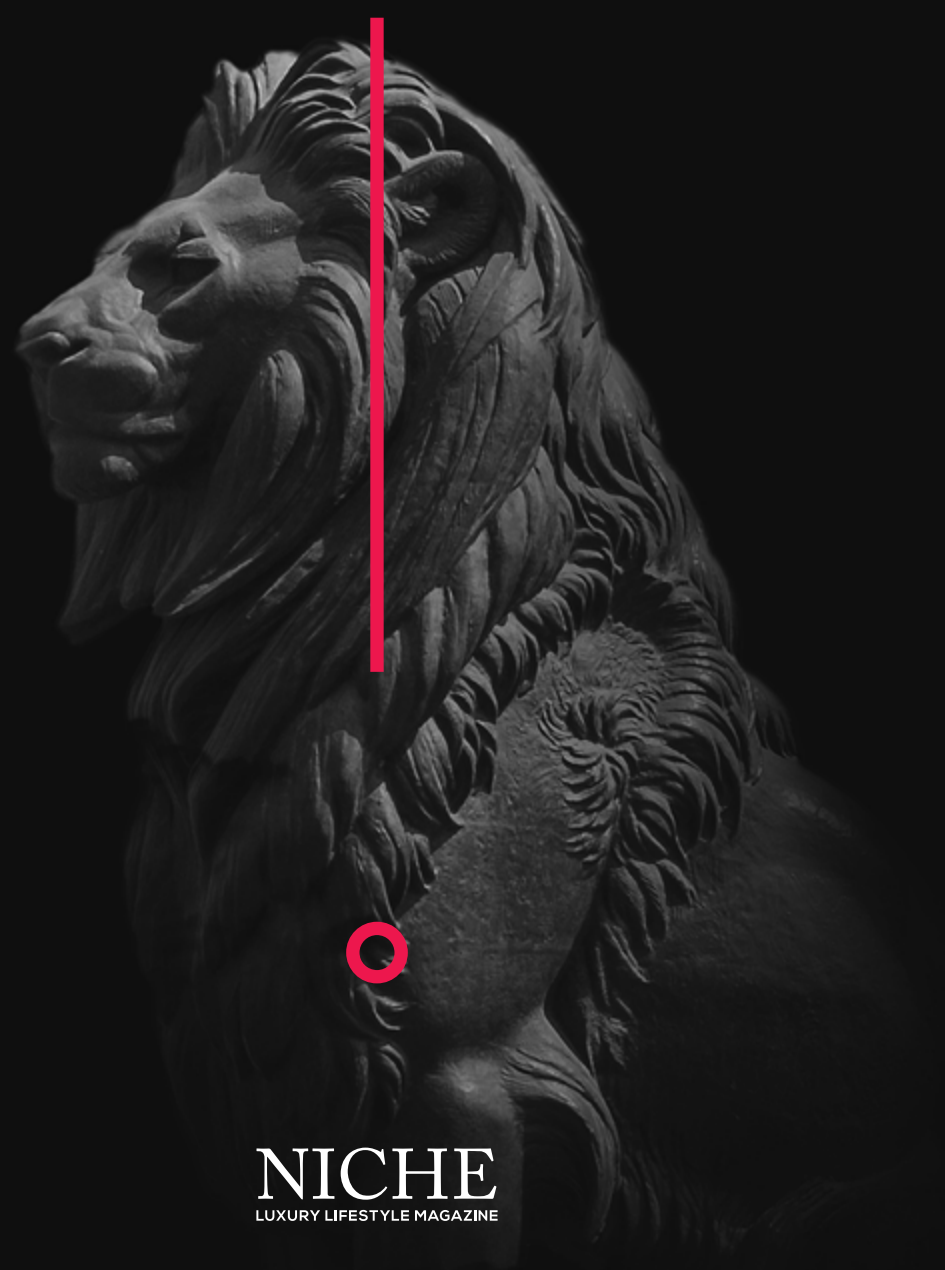
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# THIS ONE IS FOR YOU.

This cover page is dedicated from the Niche Magazine and Longe Black families to all the businessmen and businesswomen struggling to maintain and expand their businesses through the COVID-19 pandemic. This one is for the entrepreneurs, the dreamers and the fighters who are spending their days and nights helping our economy and maintaining the international quality of excellence in their every day process.  
This one is for you.



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