

NICHE

LUXURY LIFESTYLE MAGAZINE

EGYPT AWARDS 2025

The Kingdom Awaits
Elegance returns
NICHE KSA 2025

Turning Dreams Into Reality
25Years Of BeBrand

Ahmed Ashour

You don't grow by being handed
Everything. To learn, you must go
Through it



MAYFAIR
haus privé





A Closer look

NICHE AWARD

A storied history since 2010, carrying grace with intention, striding to fulfill a vision with purpose. Every win bestowed upon those deserving the most; each honorable success story shines under the spotlight. The essence of the Niche awards has always been, and will always be, to showcase the triumphs of the individuals who carried their work's burden and transformed it into affluence and expertise. Classifications were established to distinguish between the different disciplines. The "Award Of The Year" is a recognition of the illustrious icons and the stars that shine in our present times; they are the ones that leave a lasting impact, and are not content with just rising to fame, but redefining it along the way, elevating the standards, challenging the norm, and shaping our culture. The "Ambassador Award" happens to be something very specific and very personal to the Niche brand; it is awarded to distinguished individuals who embody the true ideals of Niche and everything it sincerely represents. The faces of the brand exuding sophistication and elegance wherever they go, and whenever they talk on our behalf. The "Excellence Award" is where Niche spotlights the crème de la crème of every field; an exquisite selection of individuals at the peak of their success, and those who choose to go even further beyond. Established and renowned, yet continually moving forward to achieve their goals tenfold. The "Sponsor Award" as an acknowledgment to the champions of the overall brand and the annual celebration; they are esteemed entities that witnessed our journey and decided to accompany us to the finish line. Last but certainly not least, we have the "Featured Award" which is a specialty at Niche; a fine selection of some of the most brilliant and talented artists and businessmen. It is at its core awarded to those who hold immense potential not only to rise in the ranks of their field, but to surpass even the greatest to ever grace it. At the Niche Awards, we celebrate everyone and their success on equal grounds. Everyone is honored, because everyone plays an important role in the grand vision we put forward; a vision summarized in a simple sentence, "luxury is a state of mind"



AWARD OF THE YEAR



HAMADA HELAL

ACTOR



AHMED ZAHER

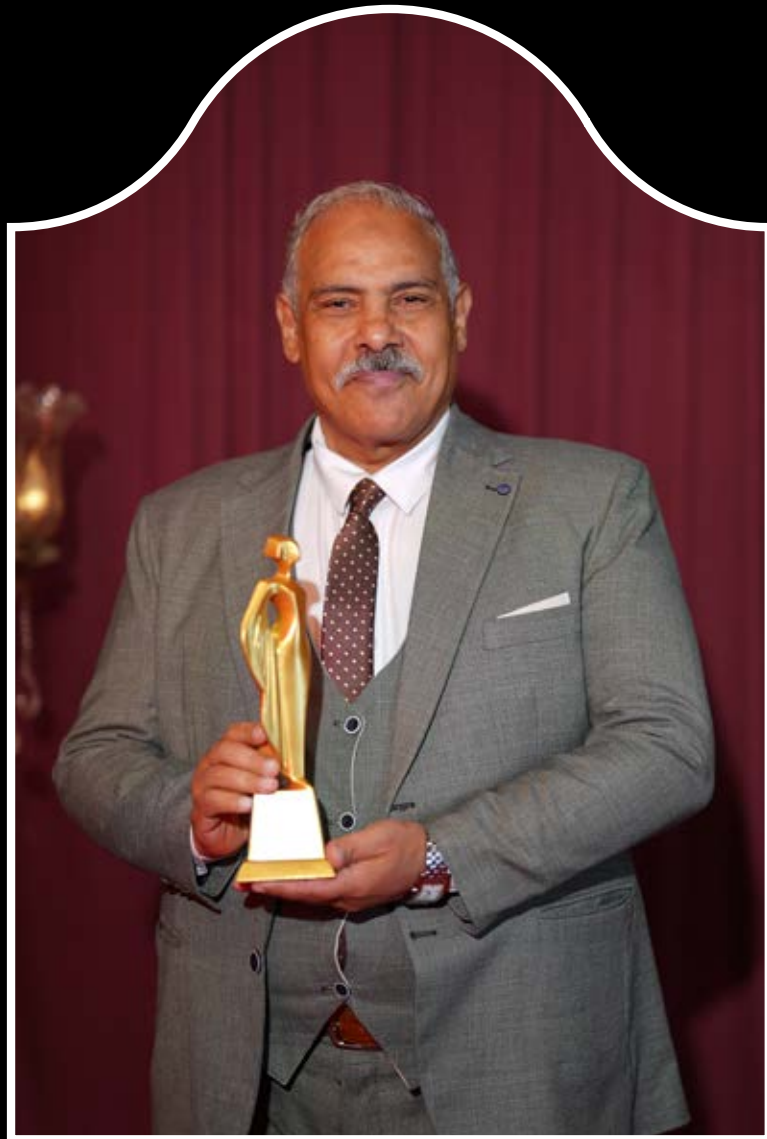
ACTOR

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



MOHAMED RADWAN

ACTOR



EDWERD

ACTOR

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



MENNA FADALI

ACTRESS



OSAMA MOUNIR

PRESENTER

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



KHALED SELIM

ACTOR



SAMO ZAEN

SINGER

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



HAMZA EL EILY

ACTOR



HEBA MAGDI

ACTRESS

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



DAREEN HADDAD

ACTRESS



MALAK ZAHER

ACTRESS



LENA CHAMAMYAN

ACTRESS

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



RANA ARAFA

PRESENTER



MAHMOUD HEGAZY

ACTOR



MOHAMED MAHRAN

ACTOR

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AWARD OF THE YEAR



MICHEAL MILAD

ACTOR



AHMED SAMIR FARAG

DIRECTOR



**AMIN GAMAL- SHERIF
YOUSRY - WALID ABO
ALMAGAD**

BEST TV SERIES STORY

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



PROF. HOSSAM ABO EL ATTA

PLASTIC SURGEON



DR. GALAL ZAKI

EXPERT IN INTEGRATED
MARKETING COMMUNICATIONS

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



DR. NOUR EL DIN

DENTIST | MEMBER OF THE ITI
GLOBAL CONGRESS FOR DENTAL
IMPLANTS



DR. MOHAMED AL ALEM

EXPERT IN COSMETICS AND
LASER DENTISTRY

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



NOUR KHATAB
OWNER OF FITHUB



MAGED FAWZY
FOUNDER AND CHAIRMAN AT
WELLSPRING EGYPT

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



MOHAMED TALAAT
FOUNDER OF MOHAMED
TALAATARCH



ENG. AHMED HUSSEIN
ARCHITECT AND INTERIOR
DESIGNER

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



ENG. KARIM ELASSAL

FOUNDER AND MANAGING PRIN-
CIPLE OF SEGMENTS ARCHITECTS



HANY EL BEHAIRY

FASHION DESIGNER

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

AMBASSADOR



HANY OSAMA
CHIEF EXECUTIVE OFFICER OF
TEZ TOURS



ESLAM SHERIF
COO OF ART HERITAGE

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

EXCELLENCE



MOHAMED ABD EL HAK

EXCELLENCE IN
HOSPITALITY



ENG. MOHAMED FARES

EXCELLENCE IN
INTERIOR DESIGNING

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

EXCELLENCE



DR. AHMED NEGM

EXCELLENCE IN
OTOLARYNGOLOGY



DR. RAMY ELANANY

EXCELLENCE IN
PLASTIC SURGERY

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

EXCELLENCE



AHMED HAMDY

EXCELLENCE IN
FASHION



KAREEM MAMOUN

EXCELLENCE IN
REAL ESTATE

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

EXCELLENCE



DR. AMIRA TAWOOS

EXCELLENCE IN
DERMATOLOGY



MAYFAIR

EXCELLENCE IN BEAUTY

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

EXCELLENCE



MAYA KAMEL

EXCELLENCE IN LUXURY
RETAIL ENTREPRENEUR



SAMA KAMEL

EXCELLENCE IN INTERNATIONAL
HEALTH AND BEAUTY

NICHE
LUXURY LIFESTYLE MAGAZINE



EGYPT AWARD
SEVEN EDITION

OUR PARTNERS IN SUCCESS



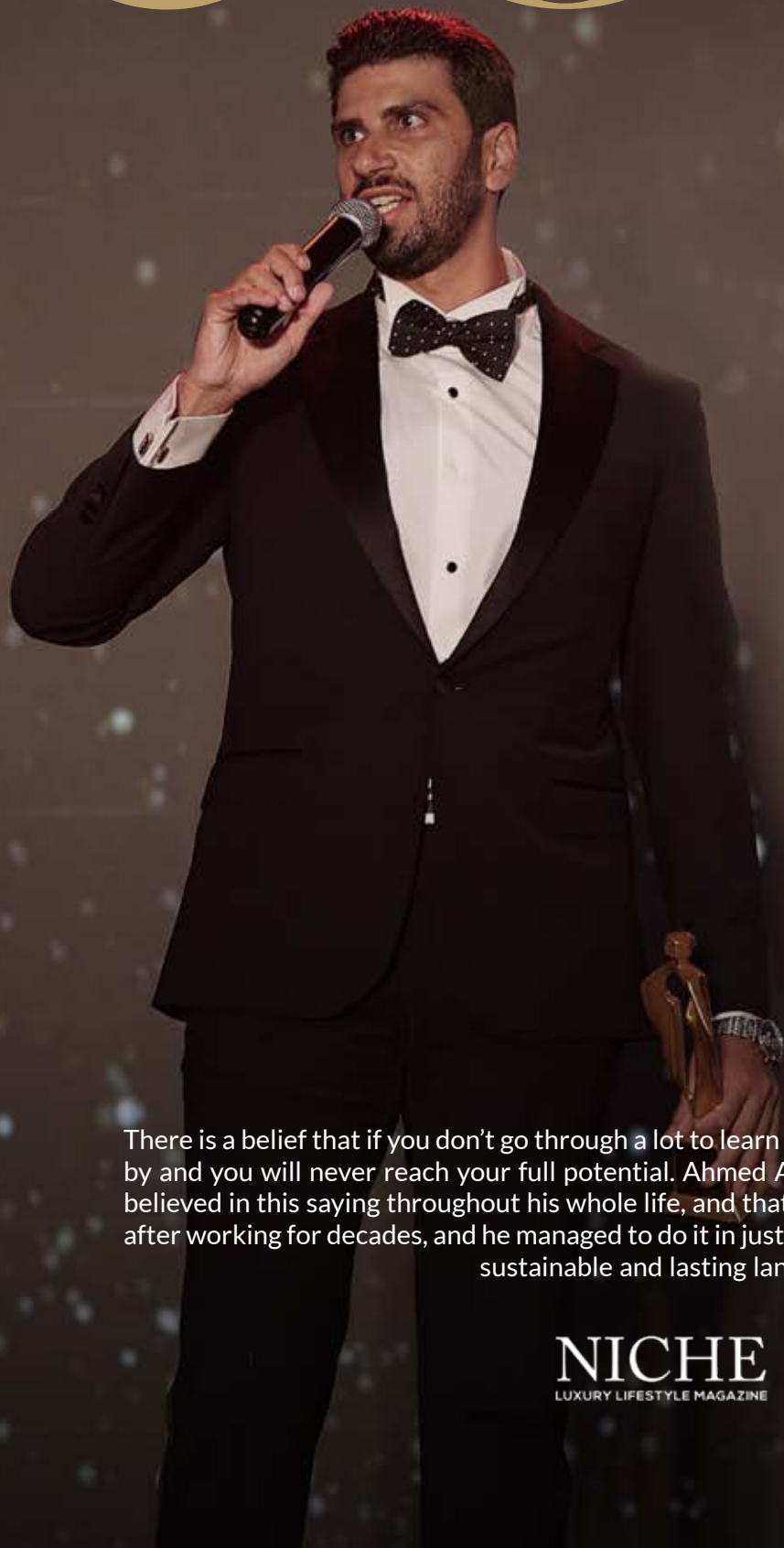


25 years ago, BeBrand was born from a vision, not just to build brands, but to shape how they live, lead, and last. I had unbridled ambitions to create a brand reflecting prestige and elegance with every satisfied client it manages; a brand with a clear vision, and a grand mission to prove to the whole world that excellence is not just leisure, it's a lifestyle, it's a statement. Long before Niche launched as a magazine or an award platform, there were years of quiet creation, developing identities that could compete globally. BeBrand was founded in an era before the advantage of social media was truly harnessed; there was no internet buzz and no trends that fizzle and sweep away before the week is over. Today, Niche is entering a new chapter. From London to Cairo, to KSA, and soon gracing Milan, we're expanding internationally, not just with presence, but with purpose. Niche has become entrenched into BeBrand's core, and its success is automatically translated into BeBrand's success. At BeBrand, we always believed that branding is more than design, it's performance. It's showing up. And now, through Niche, we've created the stage for that performance to shine. This isn't just growth. It's a continuation of a dream, one built on instinct, storytelling, and the power of platform. So, join me in celebrating 25 years of BeBrand, because without the mother, there would be no child to grow and succeed. Here's to another 25 years of making dreams come true; here's to another 25 years of BeBrand.

Dr.Nady Ghaly Ceo and Founder of Bebrand advertising agency, Niche Magazine & Kickers

Nady Ghaly

COVER *Story*



There is a belief that if you don't go through a lot to learn something, and you are instead handed everything, then you will never get by and you will never reach your full potential. Ahmed Ashour - Founder and CEO of Archplan Developments - wholeheartedly believed in this saying throughout his whole life, and that's why he has reached heights in his field, that so many dream of reaching after working for decades, and he managed to do it in just a few years time. A visionary, a dreamer, and a man on a mission to create sustainable and lasting landmarks that reflect our storied civilization.

NICHE
LUXURY LIFESTYLE MAGAZINE

| ARCHPLAN
DEVELOPMENTS



TRIUMPH
HOTELS

MOBILE: 020226729900 - +201099255001
EMAIL: info@triumphhotel.com

This Summer

Feel at Home ; Wherever You Are with Triumph Luxury Hotels

Summer doesn't need a grand plan. Sometimes, all it takes is the right place; the right people; and a little sunshine to make everything feel better. That's the kind of summer we believe in at Triumph Hotels. In New Cairo; **Triumph Luxury Hotel** is more than just a five-star stay; it's where the rhythm of the city slows down. Picture yourself by the serene outdoor pool; sunlight dancing on the surface; a cold drink in hand from the nearby pool bar.



Golden sand; wide skies; the sound of waves mingling with laughter here; days stretch longer and nights feel easier. Whether you're chasing family memories or quiet moments; every part of the resort is made to help you let go and just enjoy. Across all three properties; Triumph Hotels isn't about flashy gestures; it's about genuine hospitality; thoughtful spaces; and summer stories that stay with you long after check-out. So come for the calm; the joy; or just a change of scene. Wherever you land; Triumph is here to make this summer truly yours.



Inside; you'll find soft morning conversations over fresh coffee; quiet luxury at every corner; and that subtle sense of care you don't have to ask for. You come here for the comfort; but you stay because it feels personal. Just across town; in the heart of Heliopolis; **Triumph Plaza Hotel** feels like Cairo at a gentler pace. Business travelers; weekend explorers; and longtime regulars all find the same thing: a familiar welcome. It's a place that remembers your preferences; where everything works without a fuss; and where you can unwind without stepping far from the energy of the city. And for those who dream of summer by the sea; **Triumph White Sands Hotel** on Egypt's North Coast is your open invitation.





Where Every Detail

Whispers Triumph Luxury Hotel and the Art of Hosting

When elegance is effortless and hospitality feels like home, you've entered Triumph Luxury Hotel. Located in the heart of New Cairo, Triumph isn't just a destination, it's a statement. A refined blend of contemporary design, timeless service, and grand spaces, it has become one of Egypt's most trusted addresses for high-end travelers and elite occasions. And for good reason. With its sweeping marble interiors, serene spa, curated dining concepts, and stunning ballroom spaces, Triumph sets the tone for gatherings that matter. That's why the 7th Edition of the Niche Awards found its perfect home here, a setting that matched the magazine's vision of grace, celebration, and timeless excellence. The event unfolded under glittering chandeliers, surrounded by artfully dressed tables and seamless service. Triumph's ability to transform moments into memories made it more than just a venue, it became part of the story. From VIP receptions to cultural showcases, Triumph Luxury Hotel doesn't just host events. It elevates them.



NICHE AWARD

2025





The old Roman myth of Jupiter talks of his many disguises and deceits that fool the unaware and the unassuming individuals. The stories are varied and plenty, but they all tell the same lesson about the worth of transparency, even in the olden times. But how does that translate into our modern world? Transparency is important in life, in love, and in work. So, when you talk about an industry like hospitality, you tend to talk about values that are set, and the foundations that are laid to make sure your venture is successful; transparency is a very important value to keep in mind, as it informs your journey and how you build trust with your customers. Many businesses come and go - failing to grasp the foundations of hospitality; Ovio is not one of these examples. Setting out to leave an imprint on the industry that lasts for hundreds of years, Ovio takes the essence of hospitality and dissects it. Derived from the Italian word "ovvio" which roughly translates to clear and transparent, Ovio makes sure to have transparency guide them through their business practices; it aids them in the process of choosing the cuisine to serve and the ingredients to choose from, the interior of the locations, the type of hospitality they offer, and their thoughtful relationship with their customers. But every story has a beginning, and Ovio's is unique from the rest. Amira Elebrashy - Managing Director At Ovio - talked about the circumstances that landed her in a leadership position at Ovio. After completing her Executive MBA at IMD from Lausanne, Switzerland, Amira Elebrashy worked at Raya Group in the field of HR and organizational development. As part of Raya Group's effort to motivate talent and give them the space for growth, alongside their affinity towards qualities that lead to being a people's person, it was only a matter of time for Amira Elebrashy to venture into hospitality.



She was offered the chance to shift into operations which led her to choose the restaurant business as she always had the passion for food. Her leadership affected Ovio and guided it to bring a special kind of flare to hospitality in Egypt; the high quality artisan dishes that are inspired by European cuisine. The pastry is lighter, healthier and tastier than the usual assortment of desserts across Egypt. Not to mention Ovio's elegant hospitality, guaranteeing absolute sophistication with every dish served. Ovio manages to reach this exceptional level by taking care of their employees as well as taking care of their customers. Investing in people's growth with programs like the RAC initiative to reward top achievers. The biggest indication of the atmosphere and the culture Ovio created working as intended was during the launch of the "Guilt Free" campaign. With so many excited about the concept, Ovio realised they truly understood their customers and supported their unique lifestyles, and that was a collective success for the entire team. Ovio managed to converge customer care, employee satisfaction, and an aptitude for extraordinary cuisine in one singular restaurant. The Ovio team continues to develop in order to keep the consistent quality, while staying true to their promise of transparency through every step of the way - all in an effort to bestow luxury to every individual.



EMAIL: info@ovio.eu
 HOTLINE: 19801
 WEBSITE: www.ovio.eu
 INSTAGRAM: [ovio.eu](https://www.instagram.com/ovio.eu)
 FACEBOOK: [ovio](https://www.facebook.com/ovio)

NICHE AWARD

At Sharkawy Automotive, the engine behind every decision is principle. Founded on the belief that trust is the most valuable currency in business, the company has built a community not just by selling cars, but by earning confidence. At the core of Sharkawy Automotive are its founders, Ahmed Sharkawy and Mohamed Elwaziry, lifelong friends united by shared values of honesty, transparency, and a commitment to delivering genuine value for money. Their guiding principle is simple: never sell a car they wouldn't personally trust and believe in. This philosophy led them to become authorized dealers for Škoda in 2010, choosing the brand for its reputation in safety and performance. From the beginning, their aim wasn't just to sell cars, but to deliver value-packed experiences with outstanding service and care. Over the years, this honest approach has paid off. Sharkawy Automotive earned the trust of thousands, achieving strong sales through word-of-mouth and loyalty. Their name is built not just on competitive pricing, but on comprehensive customer-first service. Buyers receive the highest complementary free service kilometers in the market, and top quality maintenance through the official agency with premium pickup services available whenever needed. Many clients return again and again, some even upgrading for the tenth time through Sharkawy's seamless resale service. Their success in maintaining Škoda's reputation in Egypt comes from a long-term mindset. The relationship doesn't end after a sale, it begins there. From resale assistance to ongoing support





Sharkawy ensures every step of car ownership is handled with care and integrity. This lasting bond sets them apart. Today, Sharkawy Automotive distributes to 131 sub-dealers nationwide and operates two major showrooms in Cairo, one in Sheraton and another in Mivida Compound. A third is underway in New Cairo's 5th Settlement, with plans to expand into two more locations next year. Always ahead of the curve, the company embraces technology for customer convenience. By year-end, the company plans that all services will be accessible through a mobile app. Looking forward, they aim to begin assembling European vehicles within five years, move into full manufacturing in ten, and eventually export Egyptian-made cars globally. They also haven't overlooked electric vehicles, they plan to support the market as well, but only when the quality aligns with their high standards for the local market. Innovation is also part of their DNA. They launched the first digital showroom in the Middle East that meets global standards and introduced the trademarked Škoda Café concept which is an engaging, community-centric space that even earned recognition from the Škoda Auto board, who praised the idea publicly on social media. With every new milestone, Sharkawy Automotive proves that honesty, service, and trust aren't just good values, they're great business. And they truly exist to Serve Better.



EMAIL: info@sharkawyauto.com

MOBILE: 01001999465

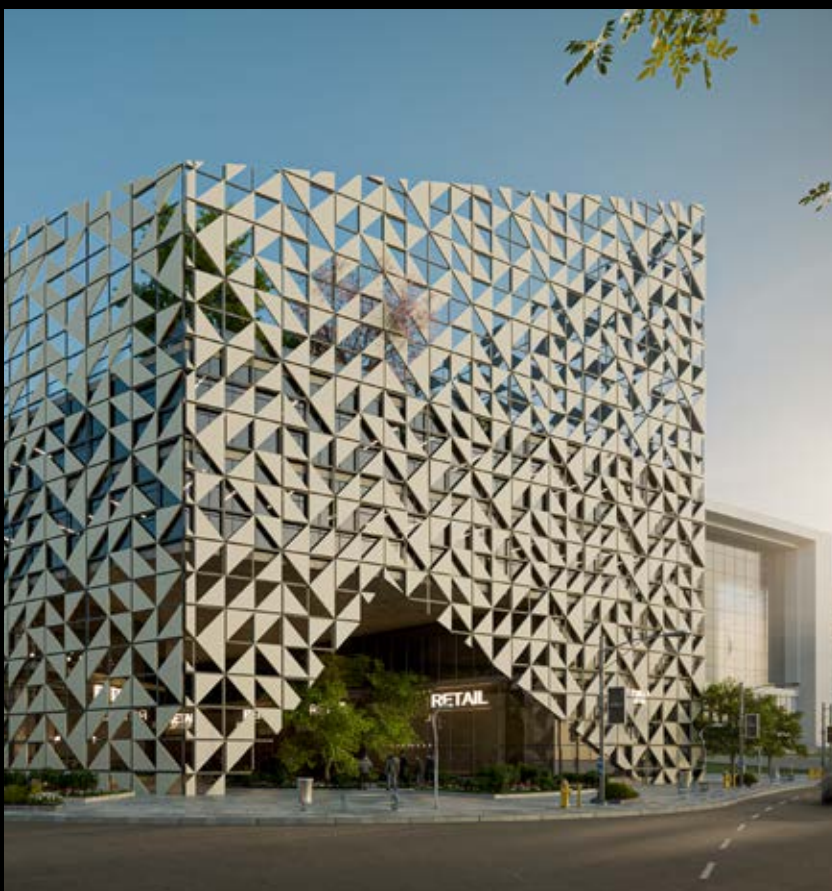
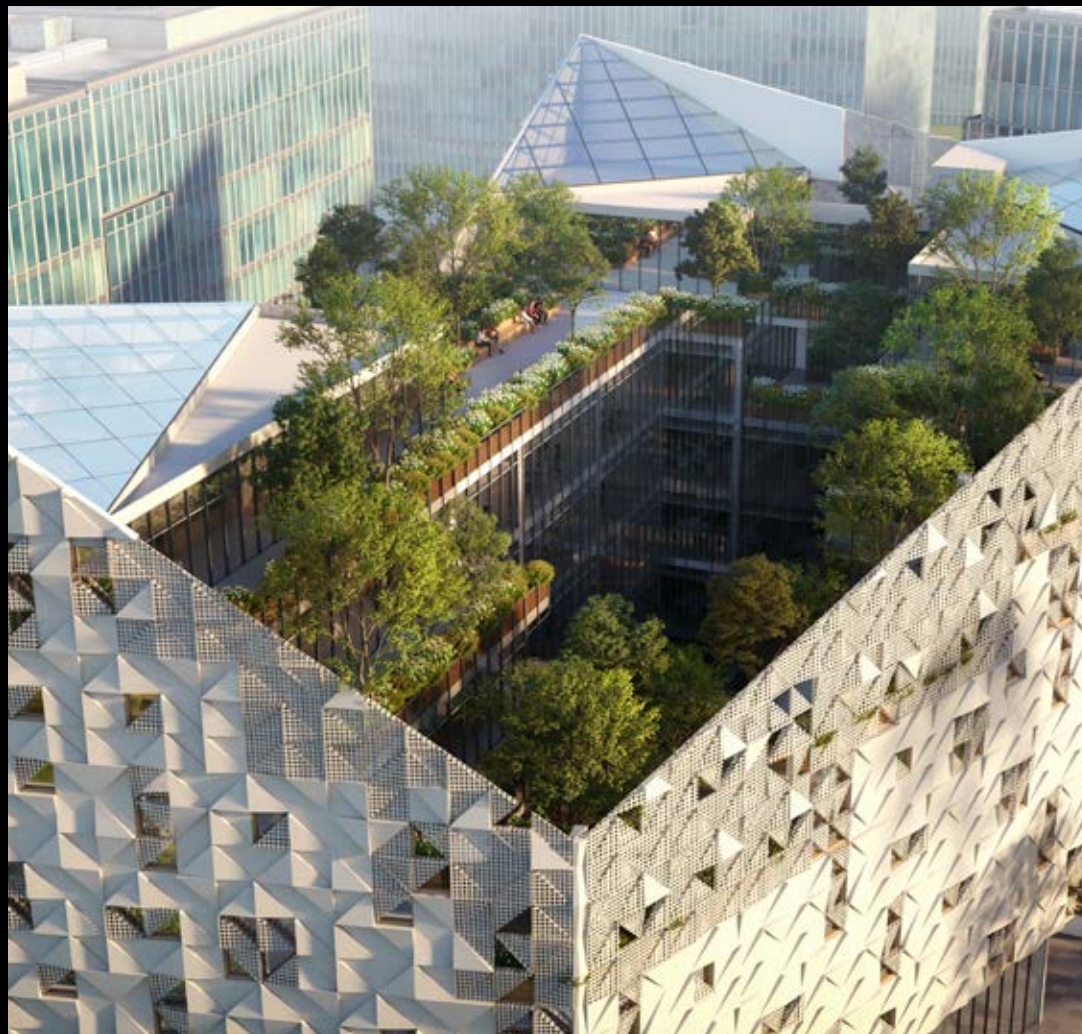
INSTAGRAM: [sharkawyautomv](https://www.instagram.com/sharkawyautomv) - [sharkawyauto](https://www.instagram.com/sharkawyauto)

FACEBOOK: [Sharkawy Auto](https://www.facebook.com/SharkawyAuto)



ARCHPLAN
DEVELOPMENTS

ADDRESS: 56 El-Imam Ali, Almaza, Heliopolis,
Cairo Governorate, Egypt.
EMAIL: info@archplandependments.com
HOTLINE: 15450
WEBSITE: www.archplandependments.com



HUMANITY & FORM CONVERGE

In an industry often dominated by convenience, it often takes a true visionary to disrupt the industry - not by destroying what is already present, building onto the foundation and exploring beyond the already set boundaries. Arch. Ahmed Ashour - Founder and CEO of Archplan Developments - is one such visionary. Although Archplan Developments was created in 2021, it wasted no time making a name for itself with an esteemed reputation ringing all across Egypt, and resonating far beyond the borders. Arch. Ahmed Ashour brings a rather refined research driven-perspective into the fold, as a result of his education during his amateur years in the United Kingdom. The academic footprint is not just a credential to show off, it acts as a foundation for his professional beliefs, which launched Archplan Developments into the stratosphere of the architectural industry in the first place. Intersecting design philosophies with human psychology to create spaces that feel more like reflective experiences, rather than just another structure to add to the pile. The elegant and human centered designs allowed for Archplan Developments to rise in a crowded field with a unique reputation that favors more thoughtfulness behind built work, alongside encapsulating the psychological well-being of its residents. With this ideology in mind, and a clear vision for the future of the firm and the wider architecture industry, Archplan Developments embarked on a trilogy of projects that stand as a reflection of the bold innovation of the firm - these projects were the Il Cuore Verde, Il Cuore Giallo, Il Cuore Azzurro. Designed in collaboration with renowned Italian architect, Stefano Boeri who is known for green urbanism projects, it is a testament to the promise of Arch. Ahmed Ashour's commitment to innovation integrated with human emotion.



Niche Award

DRIVEN FORBES ETCHES ITS LEGACY IN EGYPT



An established Regional Manager by the name of Amged Elsewaissy, with an exceptionally decorated portfolio reflecting his immense expertise and varied experience, working for the top luxurious real estate company in the middle east by the name of Driven Forbes; what would be the next step for such a unique individual? Taking this monumentally successful business and conquering greener pastures over in Egypt. This is the story of Driven Forbes - a Dubai based real estate establishment that garnered the attention of the prestigious Forbes empire for its consistent success in the luxurious real estate market of Dubai, and then subsequently partnered with Forbes to become a member of Forbes Global Properties - an exclusive and prestigious network of the top real estate firms in the world. Despite record breaking sales in Dubai, Amged Elsewaissy recognised the potential of Egypt's

thriving real estate market and pitched an expansion of the real estate firm. The sky high demand from affluent clients for high-end properties, mixed with the expanding foreign investment, and the evolving infrastructure, make Egypt a budding bed for prime real estate. Driven Forbes opened a branch in Egypt in 2024 under the leadership of Amged Elsewaissy. The firm foresaw unparalleled success in the new market - netting 1 billion Egyptian pounds in sales during the first year of operation. This unmatched success highlighted the Amged Elsewaissy's remarks about Egypt's thriving luxury real estate. It also gave way to the firm's vision for 2025 as the year they become renowned as the leading provider for luxury real estate all across Egypt - dominating the market by proving themselves the same way they continue to do back in Dubai. As the real estate market continues to grow, Driven Forbes is honing in on areas of interest worth the expansion: places like Sheikh Zayed, New Cairo, and the North Coast. Driven Forbes seeks to continue to leave the world in awe of its elegant selection of real estate spaces, as they perforate key interest areas all around the world, like China and India. The only measure of success is becoming the first choice for discerning buyers, investors, and renters everywhere.



EMAIL: info@drivenegypt.com
MOBILE: +201080044064
WEBSITE: www.drivenegypt.com
INSTAGRAM: [drivenpropertiesegypt](https://www.instagram.com/drivenpropertiesegypt)

ARCHIE AWARD

2025



ADDRESS: 10th of Ramadan - G67 - C1
EMAIL: info@woods-eg.com
MOBILE: 01117273337/ 01140626124
WEBSITE: www.woods-eg.com

When Passion Turns To Profession

Rooted in Craft, Grown with Vision, The Legacy of Samy Habashy, When authenticity is built into every grain, you don't just see it, you feel it, Samy Habashy, the creative and visionary force behind Woods Furniture and New Village, is a name that resonates far beyond the world of wood and interiors. As a founder, craftsman, and visionary, his journey is one of passion turned profession, and dreams turned into spaces people live, love, and grow within, not just by crafting furniture, but by designing experiences that start with purpose and end in beauty.



Not just materials or business models — but with people. Whether it's a handcrafted dining table or a residential project blueprint, his philosophy stays the same: listen, understand, and deliver value that lasts, Both Woods and New Village operate with the same heartbeat: design with integrity, build with care, and grow with consistency. Samy Habashy, is not only as a leader in design and real estate but a name that brings craftsmanship and community into perfect harmony. Because when you build with meaning, what you create becomes more than space, it becomes legacy.



What started as a deep fascination with materials and textures evolved into a thriving ecosystem of design underpinned by precision, taste, and ambition, and what started as a simple passion for honest materials has evolved into two thriving brands that are now defining luxury, comfort, and conscious living in Egypt. With Woods Furniture, Habashy took the essence of natural wood and elevated it, shaping furniture that isn't just functional but emotional. But Habashy didn't stop at the surface. Through New Village, he expanded his canvas, creating living environments that reflect a deep understanding of what people truly need from the places they call home. From thoughtfully planned communities to interiors that embrace both luxury and comfort, New Village isn't just real estate, it's lifestyle architecture. What sets Samy apart is his ability to connect.





NICHE AWARD

In the heart of Mivida by the Lake District in New Cairo City, there lies a cozy spot that promises to indulge you in the most delightful and luxurious desserts your taste buds will ever experience. Alaa Ismail - founder of Vanilla Egypt and &Beans - looked upon the sorry state of the hospitality scene in Egypt, and decided to create a reflection of the Egyptian heritage, which is known for its utmost hospitality and generosity. Bringing the first authentic trifle dessert to Egypt, Vanilla is proud to offer a once in a lifetime experience that is comparable to the most prestigious brands you could find worldwide. The high quality ingredients Vanilla and &Beans use, highlight the out of world tastes you will experience eating dessert and drinking coffee. Vanilla is now seeking to expand beyond its bubble, and conquer various different hospitality ventures, but the crucial challenge lies in maintaining the consistently high quality of the services provided, no matter how far reaching and influential the brand may one day become. It is all about being slow, steady, and mindful; one bite at a time; one sip at a time; Vanilla is demonstrating what makes them truly shine.



ADDRESS: Mivida parcel 39
EMAIL: vanilla@vanilla-eg.com
MOBILE: 01223960992

NICHE AWARD

2025





A family tradition, turned to a business that is inherited by the ambitious grandchild and cultivated into something bigger than the family would have predicted, leading to over 15 years of excellence in execution when it comes to architectural design. Our genesis begins at the heart of development strategies firm by the name of Dar El Emmar; Mohamed El Bana Designs is not a recent evolution of the craft as many may falsely believe, it was a family's legacy that culminated in the rebranding of Dar El Emmar into a new direction with a new lifelong purpose. It is the story of a grandfather and a father that excelled in architectural designs and everything in relation to the specific craft, just to give the latest child prodigy a chance to build upon the legacy that came before him while making a name for himself. Now, Mohamed El Bana Designs is taking this experience and delving deeper than usual while managing almost every aspect from the interior design, to the structural design, to the general urban planning and landscape architecture. The company consists of many departments and teams that specialize in each sector, which leads to coordination and strategizing between the different teams, resulting in consistently high quality designs inside and outside.



MOBILE: 0223291103 - 0223078778
INSTAGRAM: mohamedelbanadesigns
FACEBOOK: Mohamed Elbana Designs
WEBSITE: mohamedelbana.com



With Mohamed El Bana Designs, you can trust they will deliver the most comforting built work, while also remaining functional and sustainable for the long run. This emotional perspective of design didn't just come from nowhere, it was established since Mohamed El Bana's childhood when he first laid his eyes upon his grandfather's house and saw glimpses of simplicity mixed with comfort and familiarity; it was this moment that affected El Bana's love for design and architecture, and taught him one of the most important lessons - architecture is not about appearances, it is about how the spaces makes us feel. This sentiment is carried throughout the creative process for Mohamed El Bana Designs, as they get to know their clients first, understand their needs, following through with extensive research, sketching, and digital modeling, then consulting with the client to come up with the most appropriate solutions for the designs. This emotional and sustainable design philosophy truly shows when Mohamed El Banna described his dream project of renovating the United Nations headquarters to add warmth and better reflect the world's collaboration and inclusivity. Apart from dream projects however, Mohamed El Banna has an extensive catalogues from interior designs for residential units in Madenty and District Five, to compounds like Lavender Capital. For someone who envisions an architectural future that is more inclusive and human-centric, Mohamed El Bana has constructed a 15 year legacy creating spaces where people feel more connected and at home.

NICHE AWARD

2025



AVUVA

EMAIL: info@avuva.com
WEBSITE: www.avuva.com

Not the version that’s polished for the camera. Not the one performing perfectly. But the woman who wraps her hair in a towel after a long shower. The one who lights a candle before opening her body butter. The one who takes 10 minutes each day to reconnect with herself, through touch, scent, and softness. From the moment AVUVA’s pastel jars hit the shelves, it was clear this wasn’t your typical self-care brand. Their packaging was playful, their names were flirty, and their brand voice? Unapologetically girly, witty, and real.



Their legacy isn’t just in the soft skin they leave behind, it’s in the soft power they’ve cultivated. The kind that whispers, “**you’re enough,**” even on the days you doubt it. The kind that teaches younger generations that beauty isn’t about erasing imperfections, it’s about embracing your essence. And this is why AVUVA’s presence at the Niche Awards is not a nod to popularity, it’s a celebration of substance. It may sound strange to place body butter next to haute couture, but this year, we’re doing exactly that. Because when legacy is defined not just by elegance, but by emotional impact, AVUVA belongs on the same stage as the region’s most celebrated icons.



Their tagline, “**Alive in your skin**” isn’t just a cute phrase; it’s a declaration. A reminder that wellness doesn’t need to be complicated to be powerful. A sugared scrub can be an act of resistance. A floral mist can mark a new beginning. A cherry-scented lotion can bring back joy on the hardest day. AVUVA speaks woman to woman, in a language that blends fun with functionality, sensuality with science. And in that mix, they’ve found something rare: a skincare ritual that feels like friendship. Scroll through AVUVA’s Instagram feed and you’ll notice a recurring theme: self-worth. Not in a preachy way. Not in a “**you-go-girl**” way that rings hollow. But in gentle, meaningful affirmations. One of their brand lines says it best: “**We make the good stuff. For the days you feel like a goddess. And the days you fake it ‘til you do.**”



NIGHTFALL AWARD

2025



WHEN VISION BECOMES EXPERIENCE

Mohamed Gomaa isn't just the founder of TEB SPACE — he's the energy behind it. A strategic thinker with the soul of a creative mind, Gomaa built his name on one belief: experiences matter more than impressions. His Entrepreneurship journey began in 2015, when he launched The Events Boutique, a passion project designed to redefine experiential marketing in Egypt. That vision evolved into TEB SPACE, now one of the region's most respected event production agencies — trusted by global brands, cultural institutions, and governments alike. But Gomaa's story is more than a business timeline. It's a blueprint for building a legacy. His early ventures in marketing, real estate, and digital media gave him an edge in identifying unmet needs and solving them creatively. What sets Gomaa apart is his ability to blend creative excellence with operational discipline.

From organizing Aida Verdi by the Pyramids to launching hybrid events across the Gulf, Gomaa has consistently delivered experiences that not only impress but also connect. His cultural sensitivity across the Egyptian and GCC markets, his commitment to innovation, and his relentless pursuit of quality have made him a thought leader in experiential marketing. He leads a team of over 60 professionals, empowering them through quarterly innovation workshops, tech adoption, and a strong company culture built on adaptability and excellence.



He is motivated to see young talent thrive and craft moments that leave a mark. His ultimate goal is to build a regional legacy grounded in creativity, impact, and integrity. TEB SPACE is more than an event management house — it's a storytelling studio that turns space into sensation. Born a decade ago from a desire to elevate brand experiences in Egypt, the agency has become synonymous with high-impact activations, multi-sensory designs, and technical brilliance. From luxury brand launches and architectural installations to public exhibitions and immersive pop-ups, TEB SPACE crafts events that blur the line between art and engineering. A seamless fusion of creativity, signature, and execution. Every event begins with a narrative and ends in an atmosphere one that audiences feel, not just attend. As they mark 10 years of TEB, 10 years of success, the studio is not slowing down. Their portfolio spans major cultural productions like Opera Aida Verdi at the Pyramids, to cross-border collaborations across Saudi Arabia and the UAE. With a deeply integrated team and a culture of continuous innovation, TEB SPACE has become the go-to partner for brands that don't just want events they want experiences with soul. **TAB SPACE exporting a new standard of emotion-led spatial design and setting the stage for the next decade of unforgettable moments.**

TEB | SPACE |

ADDRESS: New Cairo, Cairo, Egypt.
EMAIL: info@tebspace.com
WEBSITE: www.tebspace.com
INSTAGRAM: tebspace



ADDRESS: 340, Sothern 90th St, 5th Settlement,
Cairo, Egypt
EMAIL: info@empirestate.com.eg
HOTLINE: 16989
WEBSITE: www.empirestate.com.eg



BUILDING A FUTURE YOU CAN BE PROUD OF

Real estate development and construction firms come and go, but few truly stay rooted in their initial vision and keep moving forward to fulfill their grand mission, with even fewer that look towards the future and build for what's to come and not what is present. Empire State Developments, or ESD for short, is a different breed. They see the future of urban development in a different light. They envision a future where green infrastructure, sustainable environments, and technologically advanced solutions converge together, and subsequently get integrated into built work that will last for generations to come. They see a future that maintains luxury and opulence in every corner, but also one that doesn't skim on solving real world problems and supporting long term resilience; a future that uplifts the planet and everyone living on it. It's a pretty ambitious goal, but it is one that they are actively working on with no hesitation or second thought. But to first understand where they want to go, we have to understand where they came from. ESD emerged 33 years ago, uniting the expertise of several veteran level construction investors who were inspired by the opportunity to redefine how real estate development could further support economic growth and sustainable living. At the end of the day, they do believe in a holistic vision, centered on improving the quality of life, but this is not at the expense of building something with luxurious and elegant qualities; a piece of art that leaves people in awe, but is also functional at its core. ESD faced a unique amount of complexities early on, but they quickly overcame those challenges by adhering to their values of sustainability, local intelligence, and economic contribution, as well as aligning their entire team to focus on the legacy they want to leave behind. The future for them is expanding further and setting the benchmark for the whole MENA region.

NICHE AWARD

2025





In the dynamic world of engineering and construction, where precision meets creativity, Hazem Mansour Engineering Services stands out as a beacon of innovation and excellence. Founded in 2014, The company has rapidly ascended to become a leading name in Egypt's engineering sector, known for its commitment to quality, safety, and client satisfaction. At the heart of Hazem Mansour's success is a team of dynamic, knowledgeable, and driven professionals. Their extensive experience in managing industrial projects internationally sets them apart, blending youthful energy with seasoned expertise. This unique combination allows the firm to approach each project with a fresh perspective while adhering to the highest standards of engineering excellence. One of the company's core philosophies revolves around client-centricity. Every project begins with a fundamental question: **"What is the client's vision, and how can we bring it to life?"** This approach ensures that each endeavor is tailored to meet specific needs, resulting in bespoke solutions that resonate with clients' aspirations. Hazem Mansour Engineering Services offers a comprehensive range of services, including: Design & Build (Turnkey Projects), Project and Construction Management, Facility Management, Construction Safety Management, Training on Construction Management and Safe Work Practices, Safety and Construction Management Audits. A notable aspect of their operations is the emphasis on safety and quality.



ADDRESS: 99 AL Hekma street shiekh zayed
EMAIL: info@hmansour.com
MOBILE: 01066666590
INSTAGRAM: hazemmansour.eg



Collaborating with global partner CLN Global Engineering, the firm ensures that all safety-related activities meet international standards, A notable aspect of their operations is the emphasis on safety and quality. Collaborating with global partner CLN Global Engineering, the firm ensures that all safety-related activities meet international standards, reflecting their unwavering commitment to excellence. The company's portfolio boasts collaborations with industry giants such as Procter & Gamble, Henkel, Unilever, Givaudan, and Fine. These partnerships underscore Hazem Mansour's capability to handle complex projects, delivering results that exceed expectations. In an era where engineering solutions must be both innovative and sustainable, Hazem Mansour Engineering Services continues to lead by example. Their approach is not just about constructing buildings but about creating spaces that inspire, function seamlessly, and stand the test of time. For those seeking engineering services that combine technical prowess with a deep understanding of client needs, Hazem Mansour Engineering Services offers a partnership built on trust, innovation, and a shared vision for excellence. Hazem Mansour is not just building structures - he's shaping the future of engineering in Egypt. With a proven track record in managing complex projects and a commitment to international standards, Hazem brings visionary thinking and practical precision to every project. His engineering services combine design, construction, and safety with unmatched attention to detail. Whether collaborating with global brands like Procter & Gamble or training future leaders in construction safety, His work spans high-impact projects, safety leadership, and international collaborations. With a deep focus on quality and sustainability, he's redefining what engineering excellence looks like in Egypt-one blueprint, one structure, and one success story at a time.



For Amr Mahmoud, Co-founder and Managing Director of Ultra Protech, the road to automotive innovation didn't begin in a garage or on a racetrack. It started in the quieter, number-driven world of finance. For over 15 years, Mahmoud built a solid career in financial compliance, structured, analytical, and by all definitions, successful. But beneath the suits and spreadsheets lived a passion too loud to ignore cars. **"I've always been obsessed with the details,"** he says. **"The paint finish, the curve of a fender, the harmony between form and function. Cars represent design, engineering, lifestyle, and identity. That stayed with me, no matter what I was doing."** It wasn't until a close friend purchased a luxury vehicle only to see its shine fade within months, that the idea for Ultra Protech began to crystallize. **"That moment stuck with me,"** he says. **"I started researching paint protection, watched hours of technical videos, reached out to international suppliers, and slowly connected the dots between what was missing in the Egyptian market and what I could create."** Born from Passion, Built on Precision Founded with a clear mission, to protect vehicles with unmatched quality, Ultra Protech quickly rose to set a new standard in Egypt's automotive care sector. Partnering with global leaders like XPEL and Hexis, the brand secured early credibility by focusing not on mass appeal, but on premium, detail-oriented execution. **"Our breakthrough came when we completed high-profile installations for top-end vehicles,"** he says. **"These early projects weren't just technically demanding, they were trust-building moments. Once clients saw what we could do, the referrals came naturally."** Ultra Protech doesn't just install Paint Protection Film (PPF), they deliver an experience. **"From the materials to the method, everything is focused on long-term protection and visual perfection. It's not just about avoiding scratches, it's about preserving value."** Ultra Protech isn't trying to be the cheapest. It's aiming to be the best. **"Our edge lies in our consistency,"** he explains. **"Premium materials, rigorously trained technicians, and a culture of quality. We compete on excellence, not price."** It's this approach that allows Ultra Protech to cater to Egypt's most discerning car owners, individuals who want to protect their investments without cutting corners.



ULTRA PROTECH
PREMIUM INSTALLER

ADDRESS: Fifth settlement, Southern 90 St. Beside Ahmed
Elsalab Co. S Teseen, New Cairo 1, Cairo Governorate

EMAIL: amro.ahmed9@gmail.com

WEBSITE: Ultra-protech.com

INSTAGRAM: ultra_protech

MOBILE: 01114933111



ULTRA PROTECH

And in a country with harsh climate conditions, vehicle preservation isn't just luxury, it's a smart strategy. But the company's success wasn't automatic. **"The concept of PPF was new here,"** he shares. **"Building awareness took time. We invested in education, one-on-one client consultations, and showing results, not just making promises."** Like many businesses, Ultra Protech faced serious challenges during the pandemic, especially with delays in car production and disruptions in global supply chains. But instead of retreating, the company leaned into resilience. **"We focused on client retention, optimized resources, and doubled down on training,"** he says. **"It wasn't about growth during that phase, it was about stability, and we came out stronger."** At the core of Ultra Protech's reputation is trust, built slowly, deliberately, and through consistent delivery. **"We use only top-tier products,"** he affirms. **"Our clients know we're not cutting corners. That gives us the freedom to innovate, because our base is strong."** The company also leads in tech adoption, from staying up to date with global PPF innovations to embracing electric vehicle (EV) compatibility and prepping for smart mobility integration. **"We've already worked on a wide range of EVs and are constantly adapting our tools and methods to serve that future,"** he says. **"Our next chapter is intelligent protection, not just for cars, but for connected vehicles and smart mobility ecosystems."** When asked what he's proudest of, Mahmoud doesn't hesitate. **"Our team,"** he says. **"We've built a culture rooted in professionalism, accountability, and passion. Every member is trained to deliver more than a service. They deliver trust."** Today, Ultra Protech is one of Egypt's most recognized names in high-end vehicle protection, but Amr's eyes are on bigger horizons. **"We're already collaborating with Gulf and European partners,"** he says.



"From training to materials innovation, we're ready to expand, and we're proud that the world is beginning to see what Egyptian entrepreneurship can deliver." His dream, To position Ultra Protech as a globally respected brand, with the stamp: Born in Egypt. Respected worldwide. At every step, Mahmoud returns to the same four guiding principles: integrity, quality, trust, and innovation. **"These aren't just words we put on a wall,"** he says. **"They shape how we train, how we hire, how we serve. When you stay consistent in your values, your reputation becomes your strongest asset."** Looking ahead, he sees a world where Ultra Protech leads a new category, combining PPF, smart tech, and AI-informed vehicle care. **"In 5-10 years, I don't want to just be protecting paint,"** he says. **"I want to be protecting smart mobility systems. That's where the future is, and we're already on the road,"** he says **"Focus on quality. Stay consistent. Never stop learning. Tough days will come, but if you build something meaningful, the good years will find you."**



NICHE AWARD

In a world where spaces define lifestyles and design whispers the language of culture, Design-Itude Associates (DiA) emerges not merely as an architectural studio, but as a custodian of aesthetic refinement. With Studio's in London, Cairo, and Kent, this internationally lauded design house is at the forefront of a movement to elevate the built environment into something altogether more evocative: architecture that tells stories, interiors that stir the soul. Founded on a philosophy that interlaces modernist principles with profound cultural reverence, DiA's projects are exquisite tapestries of form, function, and feeling. At the helm is Ahmed Youssef, a British-Egyptian visionary whose passion was kindled in childhood, when spatial dynamics first revealed their subtle power to influence emotion. Architecture he reflects is both science and sculpture, technical yet poetic, rational yet resoundingly human.

What sets DiA apart is its obsession with immersive design. Every project is not merely designed but choreographed, spaces are not filled, they are composed, like musical scores in marble, brass, and light. With clients spanning continents and disciplines, DiA continues to prove that luxury lies not in excess, but in intention, context, and detail. DiA's work is rooted in a singular vision: to marry heritage with innovation, crafting designs that respect cultural narrative while embracing forward-thinking solutions. Youssef's dual heritage informs this balanced dialogue where British restraint and Egyptian exuberance converge, and where ancient symbolism coexists with sleek modernism.

Sustainability Youssef declares is the true definition of luxury. In a world awakening to environmental urgency, DiA leads with conviction. From low-impact materials and native landscape strategies to passive design technologies, the firm weaves ecological intelligence into every element. But sustainability here is never austere; instead, it is a catalyst for elegance. Each DiA commission is a masterclass in eco-conscious opulence, proving that ethical design can -and should- be beautiful. Above all, DiA believes in partnership. From visionary developers to private clients with deeply personal briefs, the studio's approach is defined by trust, transparency, and co-creation. **"We don't just design spaces, we translate dreams, and every dream deserves reverence"** says Youssef.

With over 500 projects across 12 countries, including luxury restaurants, private residences, cultural pavilions, and hospitality destinations, DiA has quietly but confidently become one of the most definitive voices in luxury architecture today. Their work has been celebrated not only for its visual splendor but for its ability to provoke thought, elicit emotion, and stand the test of time. As we look to the future, one increasingly defined by biophilia, smart technology, and human-centric design, DiA continues to forge new paradigms. For those who demand more from the places they inhabit, Design-Itude Associates offers not just a service, but a sanctuary.



ADDRESS:

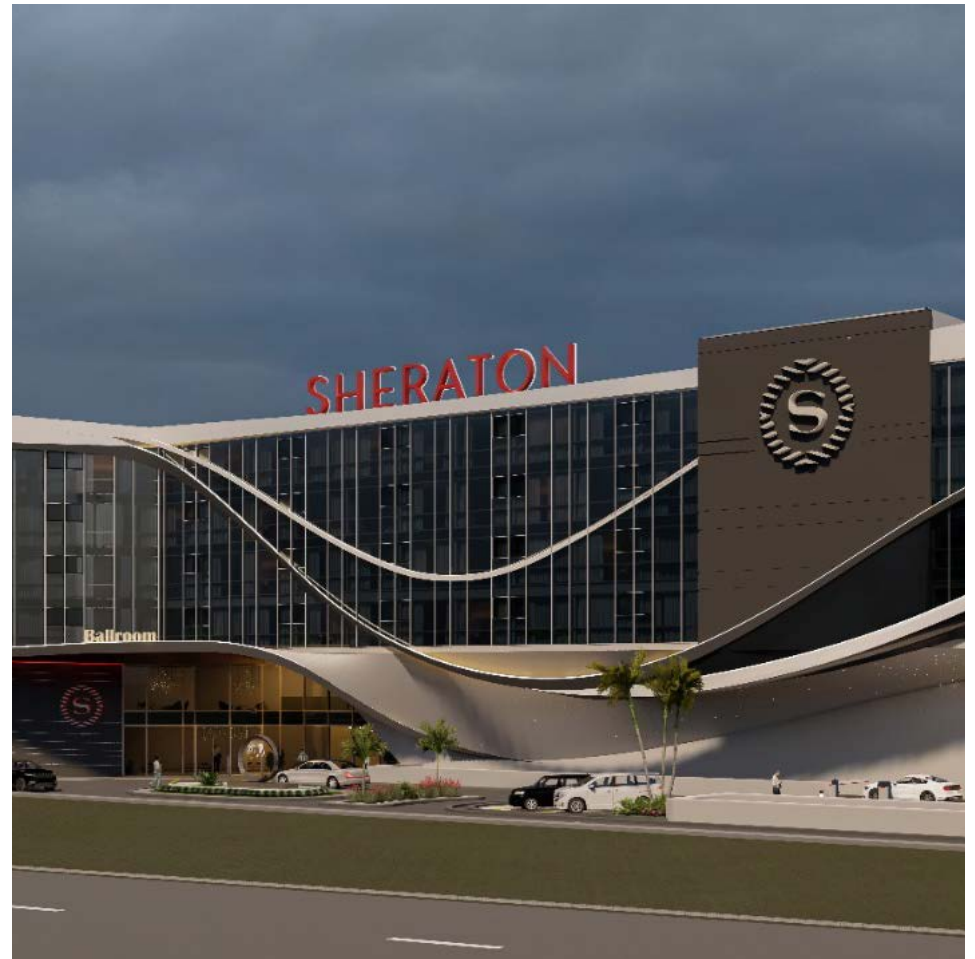
Cairo: 311 Hyde Park , Business Plaza, New Cairo

Kent: 1 James Whatman Court, ME15 5PP

London: 124 City Road, EC1V 2NX

EMAIL: Hello@design-itude.com

TELEPHONE: +44(0)2074594964 / +20(0)222222753





Niche Award



Niche Award



TURNING VISION INTO REALITY

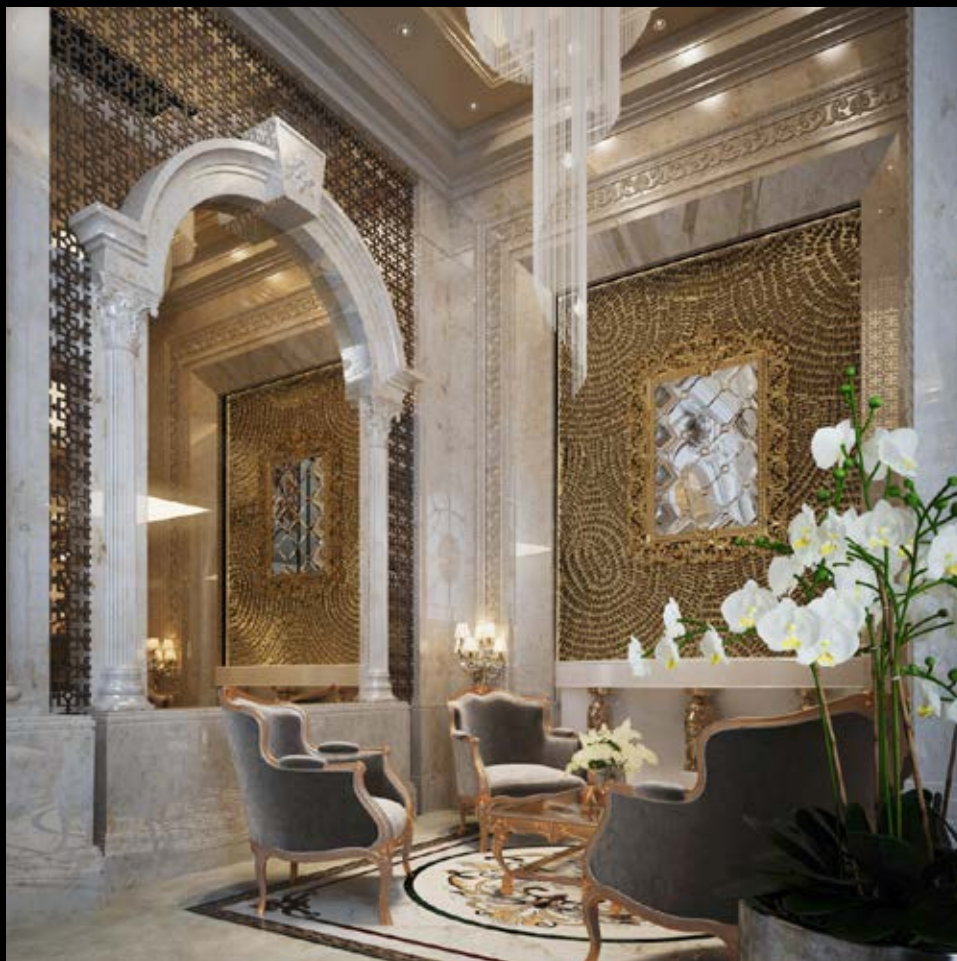
In a year marked by shifting dynamics and fast-paced urban transformation, Contact Developments continues to solidify its standing as a key player in Egypt's real estate landscape, especially in the New Administrative Capital. Following its 2024 recognition by Niche Magazine for Best Architectural Design, Contact returns in 2025 not merely as a headline-maker, but as one of the official sponsors of this year's edition. What was once a visionary sketch is now taking physical form, redefining how vision translates into built reality. Our first landmark project, Mercury Business Complex, has officially reached its final stages. Both interior and exterior finishing works are nearing completion, representing the final steps before full handover. Strategically located in the New Administrative Capital, Mercury was the start of Contact's journey into redefining commercial excellence and continues to represent our signature attention to detail, elegant design, and operational integrity. Simultaneously, Quan Tower, Contact's second project, is rising rapidly. The tower has now reached Level 2 of construction, a clear indicator of the momentum behind this uniquely positioned development. Located in a prime zone and offering a hybrid mix of business and lifestyle features, Quan Tower is designed with contemporary demands in mind, bringing together efficiency, accessibility, and aesthetic balance. Meanwhile, Cayo Mall, our third project, is also reaching completion. Like Mercury, Cayo is in its final finishing phase, with interior and exterior works nearly finalized. Cayo has always stood out with its modern architecture, curated retail experiences, and customer-centric facilities, and is now poised to welcome tenants and visitors into a refined, ready-to-operate environment. Beyond these nearly completed developments, new stories are unfolding with even greater promise. Eval Towers and the Upove Community have officially entered the construction phase. Both projects represent the next generation of Contact's vision—mixed-use environments, smart living, and community-centered designs that answer the needs of today while anticipating the trends of tomorrow. As Contact Developments continues to expand and evolve, its mission remains clear: to build with integrity, innovate with purpose, and contribute meaningfully to the growth and transformation of Egypt's urban future.



ADDRESS: Mall 280, South 90, New Cairo, Cairo, Egypt
 WEBSITE: www.contactdevelopments.com
 HOTLINE: 15694

SHAPING THE FUTURE OF ARCHITECTURE IN THE MIDDLE EAST

In today's rapidly evolving urban landscapes, few architectural firms manage to strike a balance between innovation, cultural integrity, and technical excellence. Stream, a multidisciplinary architectural and engineering firm founded in 2011, stands as a model of that balance. With its headquarters in Egypt and expanding operations across the Middle East, Stream has emerged as a regional leader in integrated design and engineering. Founded with a vision to create spaces that are both functional and meaningful, from the first spark of an idea to the final detail on a finished space. What sets Stream apart is its holistic approach. Clients benefit from a streamlined process where creativity, precision, and implementation align seamlessly from the earliest sketch to project delivery. To understand Stream's success, you must first understand the mind behind it. At the heart of Stream's success is its founder, Ahmed Abd-Alla, a renowned Egyptian architect and entrepreneur whose influence extends far beyond his architectural practice. **"I was fascinated by how spaces could shape experiences and reflect identity"**, says Abd-Alla, reflecting on the early spark that drew him to architecture. With over 15 years of experience, Ahmed has shaped not only structures but also the next generation of architectural talent. He has served as a Teaching Assistant in Architecture since 2011 and holds a Master's degree in Architecture. Currently pursuing his PhD, he has also studied Public Administration at the Faculty of Economic and Political Science, broadening his leadership insight. Ahmed has mentored and trained over 1,000 engineers throughout his career, and his expertise has been recognized through multiple awards and invitations to serve as a critic in international conferences and design competitions.



He is also the author of “**The Book Project**”, reflecting his commitment to bridging design thinking with intellectual discourse. His entrepreneurial vision extends through A.A. Entity Group for Business and Investments, the parent company behind Stream. In 2020, he launched Venere Store, a decorative supply and manufacturing company that complements Stream’s services by integrating design and materials under one ecosystem. This strategic diversification supports a comprehensive approach to architectural delivery. Stream gained early recognition between 2012 and 2015 for its innovative interior design and efficient space utilization. By 2021, the firm had earned several prestigious awards, including the Best Luxury Office Interior Design for AA Entity Group and the Corporate Hospitality Interior Design for Paris Plaza, solidifying its reputation for delivering sophisticated and impactful projects. In the past few years, Stream has taken bold steps toward regional expansion. The opening of Stream Dubai in 2023 allowed the firm to enter one of the most dynamic architectural markets in the Gulf. Just a year later, Stream extended its footprint to Saudi Arabia, aligning its efforts with Vision 2030 and positioning itself as a key player in the Kingdom’s ambitious urban transformation. Today, Stream is not only shaping buildings but also shaping the urban future of the region. From Egypt to the Gulf, the firm continues to deliver solutions that combine beauty, sustainability, and purpose. Under Ahmed Abd-Alla’s leadership, Stream exemplifies how architecture can honor heritage, embrace innovation, and elevate the quality of life for generations to come.

MOBILE:
Egypt: +201004959898
Saudi: +966548943373
UAE: +971581299733



WEBSITE:
www.aa-entity.com
www.stream-co.com
www.venere-archstore.com
INSTAGRAM: aaestream
FACEBOOK: AAE Stream

THE FUTURE IS HUMAN-CENTERED

If you ask yourself what is lacking in today's real estate landscape, you might come up with quite a few varying answers; from the lack of functionality, to the built work not holding up the test of time in terms of aesthetics. But Salam Properties seemed to have found the answer, and is actively redefining the entire landscape to fix the issue. What sets Salam Properties apart from every other real estate development firm, is that they commit to delivering to their clients under the guide of their core principles: Integrity, quality, and long-term value. From day one they approach every project while balancing functionality, exquisite aesthetic, and the essential human element that turns a place from a simple built project to a habitable environment with walkability, green spaces, and modern innovative tech implemented. The biggest indicator that Salam Properties sticks to their values is their recent collaboration with Hilton Garden Inn and DoubleTree by Hilton, both of which are featured in several of their projects. Their vision for the future aligns with their actions in the present as well; they envision a complete redefinition of premium real estate in Egypt, by creating smart and sustainable communities from the ground up, making sure to include modern design, quality craftsmanship, and peaceful nature-inspired serenity. It is a legacy that is purposeful just as it is human centered; because at the end of the day, it is more important for Salam Properties to transform spaces into eco-systems that enhance daily life and inspire future generations.



SALAM[®]
PROPERTIES

HOTLINE: 17051



A-02

THE
RESIDENCE
NEW CAIRO

NICHE AWARD

2025





In a market where prices keep climbing and clarity feels harder to come by, Solid Egypt has managed to carve out something rare. It's not just a materials supplier, but a strategic partner for architects, designers, and developers who want quality without compromise. What started as a niche porcelain importer has grown into a reliable name in Egypt's high-end interior and construction scene. Solid found its edge by asking one simple question: Why does premium always have to mean overpriced? Founder, Haitham Abed, had a clear goal to bring top-quality porcelain into Egypt at fair, transparent prices. That goal never changed, it just grew. Today, Solid doesn't focus on a single product. Instead, it builds systems and offers full material solutions tailored to teams seeking design flexibility and technical support. Every product, from engineered wood and HPL to fire-rated doors and high-spec porcelain, is chosen with intent. Quality remains non-negotiable, and budgets are always respected. What keeps people coming back isn't just the range of materials, but the way Solid operates. Clients appreciate the clarity, the thoughtful documentation, and the honest conversations about timelines and logistics. When working with Solid, they don't just deliver products,

of the team when creating a project. What truly sets the company apart is how it approaches creative decisions. Instead of chasing trends, the team focuses on staying ahead by engaging directly with the design world, attending exhibitions, exploring new brands, and having real conversations with industry voices. **"We browse endless collections and attend every expo we can, not just to stay updated, but to feel what's coming,"** they say. Still, the biggest win is trust. Not flashy branding or product launches, but long-term relationships built quietly and consistently. Clients come back not just for what Solid sells, but for how reliable and committed they are to their clients satisfaction. That kind of consistency is rarer than any tile. Solid now offers large-format porcelain slab installation. This is the natural next step for clients who want more than just stunning materials, but want flawless execution too. With flexible order sizes, predictable lead times, transparent pricing, and genuine dependability, Solid has created something people actually enjoy working with; a brand designers specify, contractors trust, and clients choose again and again. Because at the end of the day, it's not just about what you build, it's about who you build it with.



EMAIL: solidfurniture_eg@outlook.com
MOBILE: 01222254340 - 01212999267

A man with short dark hair, wearing a dark grey suit, white shirt, and a blue patterned tie, stands against a deep red background. He is smiling and holding a gold trophy with both hands. The trophy is a stylized, abstract figure on a rectangular base. The base has the Patchi logo and name on it. The overall mood is celebratory and professional.

*A taste that transcends time
The patchi story*

Some dreams begin with a spark, for Nizar Choucair, it was chocolate. What started as a childhood fascination bloomed into Patchi, the globally renowned brand born in Beirut in 1974. More than just confectionery, Patchi introduced a new era of luxury chocolate, marrying craftsmanship with emotion. Each piece tells a story of tradition, innovation, and elegance, wrapped not just in gold foil, but in intention.

From Lebanon to the world, Patchi has become a symbol of celebration and refined gifting, where culture, design, and flavor come together. At the 7th Edition of the Niche Awards, we honor Patchi for turning chocolate into an experience that lingers far beyond the last bite. In the presence and receipt of the award Mr. Emad Abd Elmo-neim as Corporate Sales Manager of Patchi.

 **Patchi**

Hakim Gamal

You may think Odyssey Group is just about logistics and everything pertaining to that specific field, but you would be sorely mistaken. Odyssey Group is more than just a logistical company, it intently curates convenience, gracefully delivers luxury, and sets the global standard for retailers, travelers, and its respective field across the whole region. Odyssey Group is a powerhouse organization that connects a myriad of brands to a variety of travelers and tourists all across the region, as well as providing utmost excellence to be highlighted at every checkpoint in every place. With Odyssey Group, you will never have your trust tampered with.



 ODYSSEY



Ahmed Zain

An attentive eye for the beauty lying in the midst of chaos, and the potential for elite festivity that is hiding in the intricate details. Zain Wedding and Event Planner manages to extract the often underutilised potential of the blandest spaces, and then transforms them into unforgettable experiences that capture life's most cherished moments, be it a normal celebration or a grandiose festival. Zain Wedding and Event Planner brings the right amounts of elegance, luxury, grace, and magic to an event, as meaning is spread across every little detail, all in the name of delivering exceptional experiences.

zain
EVENTS

INSTAGRAM: [zainweddingplanner](#)



Tamer Mostafa

The combination of luxurious and meticulous production, alongside an unmatched excellence in landscape branding can only signify one thing, and it's BTL House. Since its establishment in 2010, BTL House rose the ranks of its field and became a leading name across the Middle East. The exquisite and unique touch they bring to every project, elevates beyond what was once thought to be the limit. Every detail, every nook and cranny is not overlooked as they pour their heart and soul into bringing the event to life, matching your ambition and grand vision. 15 years of setting the standard, and continuing.



Brand Activation

WEBSITE: www.btlhouse.net
INSTAGRAM: [btl_house](https://www.instagram.com/btl_house)

Big Dreams, Bigger Realities

When Martin Luther King delivered his iconic “I Have A Dream” speech, during the height of the civil rights protests in the early 60s, it touched the soul of every witness and resonated within their hearts. A message so powerful and potent, it stayed true to the test of time. Everyone has a dream, and everyone has the right to dream. Interior designer extraordinaire Abd Alhamed Albahbah was one of the many people affected by Martin Luther King’s eloquent speech. From a young age, Abd Alhamed Albahbah realised something significant about his day to day life; humans are quite affected by their surroundings, and this can lead to comfortable living, or endless induction of stress into every minute thing they attempt to do. How can you live the life you deserve when your environment brings down your spirit? The answer to the question lies with changing the very essence of those surroundings. Abd Alhamed Albahbah desired to do something different. No more should the people accept anything less than what they deserve. Everyone deserves to live in luxury, and it all starts with Abd Alhamed Albahbah taking the first step.

That first step however, was quite a challenging one to take. Journeying first into the United Nations Institute, Abd Alhamed Albahbah managed to obtain an academic certificate in interior design, architecture, and human development. The next step was at the Canadian Institute of Dr. Ibrahim Alfaqeeh, where Abd Alhamed Albahbah graduated with a certificate for project management and marketing. He continued his studies to obtain a Business Administration Diploma from the American Institute, alongside a TOT certificate. It was time for him to uproot the existing standard, induce his vision and expertise into the mold, then uplift everyone surrounding him.



ADDRESS: Znatah - Tripoli/ Libya
EMAIL: abgroup.coo@gmail.com
MOBILE: 00218915944414





With years of accumulated experience, and a vision for the future that has laid dormant for years, waiting to be unleashed into the world, Abd Alhamed Albahbah started AB Group. AB Group is everything Abd Alhamed Albahbah wished for since his younger days; The immaculate skills and the level of expertise he achieved, can now be used to transform the dreams of others into tangible changes to their environment. Whatever your heart desires, Abd Alhamed Albahbah is ready to make it a reality. Styles will range from bohemian, to minimalist; classic, to modern; yet the one common thing that you will find amongst his exceptional work, is the attention to the meticulous details that brings these designs to life. Although the company was founded only 5 years ago, AB Group has managed to secure its place amongst the elites of the interior design and architecture field, with projects all over the MENA region. His most recent work in Rofey World - the largest and most affluent cafe in Tripoli, the capital of Libya - showcases the level of aptitude and elegance that Abd Alhamed Albahbah displays in his designs. It takes a departure from the ordinary and dives into the eccentric and the bold; A space that gives every visitor a corner that reflects who they are. This is a project that will revolutionise the commercial market in Libya, and Abd Alhamed Albahbah is spearheading the aesthetics of said revolution.

NICHE AWARD

In an era where influence often fades as quickly as it rises, Karim Mamoun's vision makes him a living model of enduring impact. As the CEO of Serac Developments, leading five pioneering projects and generating billions in sales, he has turned vision into reality, and proves that becoming one of the top 10 CEOs in five years is no longer a dream, but an approaching reality. In 2006, he entered the real estate field with a clear understanding of its key dynamics (developer, customer, and broker). From the start, he saw himself not as a broker, but as a consultant carrying real responsibility. His sharp foresight opened new frontiers, reaching Egyptians abroad for Marsa Alam, pioneering sales in the North Coast, and spotting the early promise of New Cairo. Even now, many of his first clients remain loyal, proving the value he consistently delivers. His leadership journey accelerated in 2016, he's led ever since with heart, and precision. At Edge Holding, Nile Development, and Al Borouj Misr, he mastered projects across residential, commercial, and hospitality sectors, adapting seamlessly while infusing each project with innovation. But what truly distinguishes Karim is his genius management style. He leads through inspiration, not instruction, uniting teams around one shared vision and passion. He creates an ecosystem where every team member feels seen, heard, and valued. He believes that a director must have both macro vision and micro-awareness, touching every detail and understanding every emotion within the team. As CEO of Serac Developments, his leadership has already redefined the company. He orchestrated five project launches in record time, maintaining a strong and growing cash flow while delivering unprecedented sales. His success stems from a rare dual awareness, he fluently speaks both the language of developers and the dreams of customers. That's how he creates projects that are visionary yet affordable, bold yet grounded. He's also revolutionized real estate marketing, from pioneering the use of strategic hashtags and embracing AI technology, to hosting unforgettable events like the latest Tamer Hosny concert at CityHall New Cairo Mall, he remains consistently ahead of the curve, deeply attuned to the pulse of this era and every new technological wave that shapes it. He turns launches into immersive stories. The event held on actual project land with operating restaurants gave investors a live taste of the future. But his impact reaches far beyond the industry. He views his role as a national and generational responsibility, mentoring youth, fostering positive culture, and shaping a legacy of achievement. His dreams are bold and ever-evolving, a "Global Village" in Marsa Alam, showcasing miniature replicas of the world's leading institutions in education, healthcare, and tourism. But he doesn't stop there; his mind is always pushing boundaries, imagining world-class landmarks like the largest outlet mall in the New Administrative Capital and a Pharaonic Aqua Park near the Pyramids, transforming Egypt's rich heritage into vibrant, living experiences. His plans are bold yet calculated. He is not a CEO chasing titles, he's a leader creating transformation. His goal to be among the top 10 CEOs in five years isn't just a personal milestone, it's a vision to uplift industries, ignite youth, and build a future where legacy and leadership walk hand in hand.



KAREEM MAMOUN

ADDRESS: 11G/4 El-laselky in front of Maadi
technology Park gate 3. Cairo, Egypt
EMAIL: info@makanakoffice.com
MOBILE: 01200002092
WEBSITE: www.makanakoffice.com





Niche Award

NICHE AWARD

2025



Mayfair Haus Prive is Egypt's leading international luxury beauty destination, delivering world-class services along with exclusive British beauty franchises for nails and hair. As the official home of Nail'd It London and Blush & Blow London, Mayfair Haus Prive brings the UK's most celebrated beauty experiences to Cairo. Beyond nails and hair, it offers a full range of premium beauty services delivered by highly skilled international technicians —from advanced facials and lash extensions to microblading, lip tinting, eyelash and eyebrow lamination, and more. The space is also home to Carousel Beauté Makeup Studio, curated by beauty expert Sama Kamel, offering celebrity-standard, glamorous makeup services. Together, these elements make Mayfair Haus Prive the ultimate international beauty destination for celebrities, ambassadors, and public figures in Egypt. Under the remarkable leadership of Hoda Hassan, Maya Kamel, and Sama Kamel, Sky HighGroup Sloane Alliances embodies entrepreneurial brilliance. Each of these leaders brings a unique set of skills that have shaped the company into a premier player in the international and local luxury sectors. From Hoda's extensive experience in management and finance across diverse industries to Maya's mastery in high-end retail management and her marketing doctoral expertise, and Sama as an international business guru along with her creative ingenuity in beauty makeup artistry and innovative fashion styling — the leadership team represents a rare blend of seasoned expertise and fresh vision.



The finest of British beauty is exclusively found within the walls of Mayfair Haus Prive. The destination proudly hosts Britain's most celebrated beauty brands that have redefined global standards of excellence. From the flawless artistry and celebrity-loved nail experiences of Nail'd It London, to the cutting-edge hair styling and treatments of Blush & Blow London, both using world-renowned products such as L'Oréal and Kérastase, and the premium, ethically sourced Great Lengths Celebrity Hair Extensions, favoured by A-list icons such as Selena Gomez and Jennifer Lopez — these exclusive brands elevate the Egyptian beauty scene to an international level. Carousel Beauté is where beauty meets global creativity. The jewel in the crown of Mayfair Haus Prive, Carousel Beauté Makeup Studio, curated by Sama Kamel, offers a bespoke makeup experience that blends artistry, technical precision, and luxury. From daily glam to exclusive masterclasses and global designer collaborations, Carousel Beauté Makeup Studio ensures every client leaves radiant and empowered. Meanwhile, Carousel Beauté Showroom, expertly managed by retail strategist and luxury marketing leader Maya Kamel, is a refined retail concept that seamlessly blends fashion, beauty, and exclusivity. The showroom offers global brands and designers a prestigious local platform to showcase their creations. Through exclusive events, limited-edition collections, and seasonal highlights, Carousel Beauté Showroom is transforming style into a curated storytelling experience. A vision rooted in passion is at the heart of Sky High Group Sloane Alliances. The group is more than a business; it is a movement toward excellence and empowerment. Its mission to provide best-in-class luxury experiences is paired with a commitment to social responsibility, particularly empowering women through equal opportunities. With a vision to inspire and innovate, Mayfair Haus Prive' part of Sky High Group Sloane Alliances integrates cutting-edge technology, skilled professionals, and curated products to deliver transformative experiences. Through relentless passion and exceptional leadership, it has carved a niche in the world of high-end franchising. The group's commitment to quality and its vision to transform dreams into tangible realities make it not just a company, but a legacy of entrepreneurial excellence.



SKY HIGH GROUP
SLOANE ALLIANCES
MAYFAIR
haus prive

ADDRESS: 5,7 Geziret El Arab St. Mohandeseen Star Capital Building, Cairo - Egypt
EMAIL: operations@skyhighgroup.c
MOBILE: 01010954940 - 01012327229
INSTAGRAM: blushandblowlondon.eg
- wenailditcairo - mayfairhausprive



A Stunning Day For A Spectacular Celebration

Every year Niche leaves everyone in awe with its annual awards' event, and every year Niche continues to raise the ceiling and set the standard for everyone to follow. This year was no different; this year, Niche Magazine celebrated its 7th edition of the illustrious Niche Awards event on the 21st of June with a grandiose festivity at the magnificent Triumph Luxury Hotel. The lavish event featured an ensemble of affluent individuals from all possible occupations and positions on life's hierarchy. Some with potential, and a drive to further themselves on the road to success; some already reached elite status within their respective profession, and garnered enough recognition and respect, yet chose to continue pushing even further beyond; some were here to support and represent Niche as best they can; everyone was out there indulging themselves and celebrating yet another year where the Niche Awards continue to be stronger and finer than ever.



The festivities started with none other than Miss Lena Chamamyan delivering a once in a lifetime performance, as she left the esteemed audience in a state of euphoria listening to a selection of her most iconic songs. Mister Nady Ghaly, Founder and Visionary behind BeBrand and Niche, took to the stage to reflect on the legacy that was built by BeBrand 25 years ago, and how it birthed the Niche brand which took a life of its own and carved its own path, now spanning 15 years. Mister Nady Ghaly continued talking about the history of the Niche Awards, and welcoming everyone to the 7th Edition, but not before promising to continue setting the standard, and then teasing a new Niche Magazine edition straight from Milan, Italy. The awards ceremony then commenced with every attendee receiving the honors for the work and the effort they have put in to get to their elite level. A lot of candid moments filled the evening; from Samo performing an upcoming song of his to give us all a sneak peak into his future, to artists like Khaled Selim, Hamada Helal, and Edward gracing us with their appearances, to all the celebrities and entrepreneurs mingling up and having a grand time. Niche once again showcased why it's the superior platform to experience luxury lifestyles and commemorate them. Now, the only way to go is forward, and onto something greater and bigger than ever.



NICHE AWARD

2025



In a world driven by fast trends and formulaic interiors, where style often overshadows soul, Nader Victor—founder & Chief Designer of Red Door Studio—has carved a different path. His vision is rooted in emotional clarity and depth, creating spaces that speak to something far beyond surface beauty. For him, a well-designed home isn't just functional or impressive—it's a living extension of the people who inhabit it. It's a space that offers calm, presence, and belonging. Luxury, for Nader, isn't defined by price tags or extravagant materials—it's defined by how a space makes you feel. That belief led him to pause and reassess what a home should truly offer in today's world. He realized that most interiors were missing something essential: soul. It was time for a new concept to take the world of interior design by storm—it was time for the Healing Home. The Healing Home is more than a design approach—it's a philosophy rooted in emotional depth, human behavior, and intentional living. It challenges the idea that beauty is enough, and instead focuses on how a space can ground you, inspire you, and support your inner world. Nader's vision brought something entirely different to the table: spaces that restore and realign, designed not only to be seen—but to be felt.

RED DOOR[®]
THE ————— STUDIO

EMAIL: nadervictor91@gmail.com
MOBILE: 01276673385



RED DOOR

His inspiration was rooted in something deeply human: that quiet sense of comfort when you return home after a long day—the softness, the grounding, the familiarity. Years spent working closely with some of the industry’s most talented and seasoned designers gave Nader the precision and technical fluency to succeed, but he sensed something was still missing. What he sought was soul. What he created was Red Door. At its heart, Red Door Studio is a rebellion against repetition. It doesn’t follow a fixed style or aesthetic. Every design is guided by the client’s essence—how they live, what they value, and what they hope to feel. Nader’s approach blends natural materials, subtle details, and layered storytelling to create interiors that are not only timeless but transformative. It’s a studio grounded in empathy, intention, and deep observation. Launching Red Door and introducing the Healing Home philosophy wasn’t easy. Nader was offering something intangible—design based on feeling, not just form—and that required a leap of faith, both from himself and his clients. At times, it meant defending ideas that didn’t fit the conventional mold, or asking people to trust an unfamiliar process. But over time, the emotional impact of the work began to speak for itself. Clients felt the difference. They returned, shared their stories, and credited real shifts in their mood, habits, and connection to space. That was the confirmation Nader needed: the risk was worth it. Today, Red Door Studio is recognized across Egypt for its thoughtful, layered, and emotionally rich designs. The Healing Home philosophy is resonating with a growing audience—people who are searching for more than just a beautiful space, but a space that truly supports how they live and feel. Still, this is only the beginning.



Nader’s vision extends far beyond private residences. Red Door is slowly stepping into retreats, creative spaces, and curated experiences—bringing the same emotional intelligence and sensorial depth to new contexts. His goal is simple yet bold: to raise awareness around conscious design and shift the narrative from how a space looks, to how it supports the way we live. Every project at Red Door begins with a conversation. The studio doesn’t design for people—it designs with them. Through dialogue, trust, and deep listening, each interior becomes a reflection of the individual it’s created for. Nader draws inspiration from art, travel, nature, and wellness philosophies, always observing how people move, behave, and evolve within their spaces. It’s not about inspiration alone—it’s about insight. What began as an idea is now a growing movement toward intentional living through design. Red Door Studio continues to redefine what it means to come home—not to a trend, but to yourself.





EXPERIENCE, BRILLIANCE, RESULT

It's quite demanding to create an innovation studio from the ground up; you think of the creativity, the workflow, the team, and everything in between, you start to realise it almost amounts to a sisyphian task, pushing the boulder of change upwards a hill of conformity. Sometimes however, innovation studios push through and build something essential to the architectural process of built work. Mokbel Design Studio kept moving forward with a foundation built on trust, creativity, commitment, and transparency; values and principles that helped them stand on solid ground and reach heights that were once thought impossible to even scratch by other innovation studios. And every great studio has an even greater behind the scenes, Eng. Esraa Mokbel, a visionary individual that sought to transform the interior design and architectural landscape worldwide, was the mind behind the creative machine.

10 years ago was when Eng. Esraa Mokbel realised that taking a risk was sorely needed if she were to redefine what interior design and architecture is all about. To create unique and exquisite spaces acting as beacons of inspiration from all possible perspectives, you need more than just the drive, you need the resources; Esraa Mokbel was lacking in those resources. She had no reliable team to aid her in fulfilling her mission, and she didn't even have an office space to launch her operations from. To anyone in her position, things would be tremendously dire, but not to Esraa Mokbel. She began working hard, pulling herself up by her bootstraps and getting to work. It took a lot of time, and it took a lot of effort, but after Esraa Mokbel managed to successfully convince clients of her vision, and after delivering outstanding results for her first three projects solo, it was time for her to utilise her newfound success and build what she always envisioned. She started building her dream team, a group of equally ambitious individuals that will see the studio's grand mission be fulfilled. The next step was establishing her office, the base of operations where the team will turn the conceptual into the tangible; and thus Mokbel Design Studio was founded. Along the way, Esraa Mokbel's family, and especially her husband, were quite supportive of her efforts as she went to them for advice and specific solutions for very specific problems. She found solace and recognition in their consultation. There were clearly challenges along the way, and one of the biggest challenges was convincing the clients of the vision they see ahead of them. A daunting task to elucidate the significance of blending aesthetics with functionality;

NICHE AWARD

To convince everyone to take a chance and invest in new and innovative ideas that other design studios may or may not have taken a gander at them. Innovation often means risk, and risk is a powerful and chilling word for the majority of people who are comfortable with the norm they are accustomed to. But with time, patience, and diligence, Mokbel Design Studio managed to overcome those bothersome troubles and build a solid foundation of trust by building strong relationships through their overall work, showcasing visual presentations, and always delivering more than the expected results.

What sets Mokbel Design Studio apart from every other innovation studio is their process of listening carefully to their clients and communicating clearly no matter the type or the scope of the project, then translating the thoughts and visions residing in their mind to real life. Merging elegance with practicality, Mokbel Design Studio inches ever so close to realizing their dream of transforming the innovation landscape as a whole and setting new standards in the field and in client experiences. Now, Mokbel Design Studio, under the leadership of Esraa Mokbel, has ventured beyond Egypt and the MENA region to establish themselves worldwide in places like the United States. The journey is not done however, as they plan to continue expanding locally, and internationally, slowly ascending to the throne on top of the innovation industry, setting a new standard, while conducting the architecture and the interior design's worlds into a new era; an era full of creativity and spark that blends seamlessly with sustainability and practicality; an era full of comfort and convenience blending with beauty and technology; the era of Mokbel Design Studio.



EMAIL: esraa.mokbel@mokbeldesign.com

MOBILE: 01289188887

WEBSITE: www.mokbeldesign.com

FACEBOOK: Mokbel Design & Architecture

INSTAGRAM: mokbeldesignco



NICHE AWARD

In the ever-changing world of interior design, where trends are constantly evolving, Rasha Mahmoud stands out as a beacon of timeless elegance and thoughtful innovation. As the founder and CEO of Rasha Mahmoud Designs, she has established herself by creating spaces that not only exude design brilliance, but also deeply reflect the identities and aspirations of her clients. With a growing list of notable projects, an inspiring design philosophy, and a rich portfolio of work, The design studio is quickly becoming the go-to destination for those looking to transform their spaces. Rasha's innate passion for creating harmonious environments was the impetus behind her entry into the world of design. With a background in architecture and a diploma in interior design from the American University in Cairo, Rasha possesses a unique blend of technical expertise and creative flair. Her commitment to excellence is evident in every project she undertakes, ensuring that each space tells its own story, with every element carefully selected to enhance the client's lifestyle. Her design studio offers a comprehensive range of services, including interior design, contracting, and turnkey solutions. Rasha's design philosophy is rooted in her belief that simplicity is the ultimate in sophistication. Her approach involves understanding the client's vision, the significance of the location, and the potential of the space. as she aptly puts it, **"Every space should inspire you to live your best life."** What sets Rasha apart is her empathy and client-centric approach. Her motto is simple: **"You dream, I plan. Enjoy it all."** Before even a sketch is drawn, Rasha's portfolio is diverse and impressive, a testament to her versatility and commitment to excellence. Ranging from luxury residential and commercial projects across Egypt and Saudi Arabia, and golf-areas, even the UK, among others, she transforms dream spaces into reality. She consistently delivered outstanding results in one-to-one online collaborations, with 90% of her clients based overseas, reflecting her strong communication skills and adaptability in cross-cultural environments.



EMAIL: rasha.m@rashamahmouddesign.com
info@rashamahmouddesign.com
MOBILE: 01223378807 - 01111402401
WEBSITE: www.rashamahmouddesign.com
INSTAGRAM: [rm_rashamahmouddesign](https://www.instagram.com/rm_rashamahmouddesign)





We will demonstrate examples of her projects which include: Hyde Park Villa: A luxury residence characterized by its neoclassical design elements, rich colors, and the integration of smart home technologies. Mivida Villa: A contemporary space that balances modern design and comfort, featuring open-plan layouts and natural light. The Crown. Palm Hills Villa: The embodiment of elegance, this project showcases Rasha's ability to create timeless interiors that align with the client's vision. Each project reflects her dedication to designing spaces that are not only visually appealing but also deeply personal. Rasha's dedication to her craft has not gone unnoticed. Her firm was a finalist for the Big5 Construction Egypt Interior Design Firm of the Year 2024 award, and She was invited to Participate in the Big5 Global impact Awards by Eng.Naseibah Abdulla Almaezooqi – Chief Innovation Officer of UAE Ministry of Energy and Infrastructure. What sets Rasha apart is her holistic approach to design. She believes that interior design is not just about aesthetics, but also about enhancing the quality of life. While focusing on the functionality of spaces and ensuring they align with the lifestyles of their residents, Rasha is also keen to mentor the next generation of designers. Through workshops and collaborations, she shares her insights and expertise, helping to build a community of emerging designers inspired by her work and ethos. As Rasha looks to the future, she aims to continue pushing the boundaries of design, exploring new materials, techniques, and methodologies.





NICHE
LIFESTYLE MAGAZINE
AWARDS
EDITION

Niche Award

WHERE CULTURE MEETS CONFIDENCE, THE WORLD OF SAFAA JEWELRY



Some dreams begin in silence, not with a grand plan, but with a child staring in awe at her mother's earrings. For Safaa, founder of Safaa Jewelry, that fascination started early. **"Since I was a child, I was drawn to gold, how it sparkled, how it meant something. I used to collect small pieces and study every detail. I didn't just want to wear jewelry. I wanted to create it."** Today, with over 20 years of experience in the fine jewelry world, including a leading role at L'azurde as Creative Section Head, Safaa has transformed that early spark into a brand that blends Arabic heritage with the pulse of today's fashion-forward woman. Her designs celebrate more than beauty, they celebrate identity. yet wearable, expressive yet elegant, Safaa Jewelry is rooted in storytelling.

"Culture is the soul of my work," she says. **"Whether it's Arabic calligraphy or Egyptian motifs, I design to reflect who we are and where we come from, but with a playful, colorful energy."** Working primarily with 18K gold, natural pearls, and vibrant semi-precious stones like tourmaline, Safaa's pieces aren't just accessories, they're tiny works of art. Collections like Zaina, inspired by Arabic letters, carry both legacy and emotion, making each creation deeply personal and unmistakably modern. But building her own brand wasn't without challenges. **"Leaving a stable career to start Safaa Jewelry was terrifying,"** she admits. **"But it taught me resilience. I had to build everything, the vision, the brand, the trust, from scratch."** Her creative process starts with stories, trends, cultural inspiration, mood boards, and sketches. Then come long hours of refining, sampling, and sourcing ethically, because to Safaa, sustainable luxury isn't optional. It's the future. Safaa Jewelry is not just for its design, but for its soul, a brand where every detail reflects emotion, heritage, and the strength of women who dare to shine their way. Because when jewelry tells a story, you don't just wear it, you become part of it.



SAFAA
JEWELRY

ADDRESS: CityStars Mall cairo , Egypt
MOBILE: 01005613926
INSTAGRAM: safaa.jewelry.eg

NICHE AWARD

Because Every Piece Has a Voice, There's Jewelry You wear. And there's jewelry that becomes part of you, echoing your rhythm, your memories, your evolution. Aura Jewelry lives in that second category. Born from a desire to redefine modern elegance, Aura isn't just a brand. It's a statement. A whisper of confidence. A reflection of identity, one that's bold enough to shimmer without shouting. At a time when fast fashion dominates the scene, Aura slows things down. It reminds us that real beauty is not rushed. It's crafted. Aura Jewelry was built on a belief that women don't need permission to shine - they just need the right pieces to match their frequency. From the beginning, the brand positioned itself as more than a label, it became a platform. A platform that celebrates individuality, empowers confidence, and reclaims feminine strength through fine craftsmanship. Each Aura collection is intentionally designed to blur the line between daily wear and statement art. The pieces are meant to live with you, not just in your jewelry box. Jewelry That Carries Meaning, What makes Aura special isn't just the shine, it's the soul. The team behind the brand carefully curated collections that go beyond trends, leaning into timeless silhouettes, ethically sourced materials, and handcrafted finishes that feel both elevated and emotionally resonant. Their signature stackable rings, textured cuffs, and mixed-metal necklaces have quickly become bestsellers, often spotted on stylists, influencers, and artists who appreciate the intersection of fashion and feeling. Each design speaks to a different energy: soft power, bold clarity, inner fire. This is jewelry designed to accompany your becoming, not distract from it. Designed in Egypt, Worn Everywhere, While deeply proud of its Egyptian roots, Aura Jewelry is quickly making waves across the region, gaining attention for its minimalist, contemporary aesthetic that holds its own on any global stage.



AURA
JEWELLERY
SINCE 1948

EMAIL: maha.nassar@bue.edu.eg
MOBILE: 01000230057



Made locally but designed for the world, Aura proves that **“Made in Egypt”** can mean modern, refined, and deeply original. Their pieces fit seamlessly in a wardrobe that moves between Cairo’s streets and Paris runways, Dubai rooftops and New York art openings. It’s a global style through a local lens, the kind of jewelry that speaks fluently in elegance, no matter the language. What sets Aura apart from many luxury jewelry brands is its emotional intelligence. The brand doesn’t speak down to its audience, nor does it overpromise unattainable glamour. Instead, Aura speaks with women, meeting them in moments of self-celebration, new beginnings, or quiet confidence. In a world where women are constantly being told to be more or less of something, Aura Jewelry offers a refreshingly clear message: You are already enough. Let your jewelry remind you. Campaigns are often minimal, raw, It’s luxury without ego. Elegance without the mask. Ethics Meets Aesthetics, From using sustainable packaging to working with local artisans and transparent sourcing methods, the brand is committed to building luxury that doesn’t compromise the world it celebrates. By collaborating with small workshops, supporting female creators, and creating limited-run collections that reduce waste, Aura is part of a growing movement redefining what it means to be premium, where value is about craft and conscience, not just cost. Aura Jewelry isn’t here to impress. It’s here to connect.





The Story Of Genius Gold

WHERE PRECISION MEETS PRESTIGE

Greatness isn't always loud, sometimes it gleams quietly in gold. Genius Gold, a name now synonymous with quality, creativity, and craft, is more than just a jewelry factory. It's a homegrown Egyptian legacy shaped by precision, rooted in heritage, and driven by innovation. Founded by Shaker Gold Factory, Genius Gold has built its reputation by doing what many in the industry overlook, combining timeless artistry with modern design and consistent excellence in manufacturing. Step inside their atelier, and you'll find more than just workshops. You'll find generations of expertise passed down like heirlooms. Every link, clasp, and setting is executed with intent, not just to shine, but to last. Their collections, whether bold or delicate, speak a universal language of luxury while staying deeply connected to Egyptian craftsmanship. What sets Genius Gold apart is its rare balance between mass production capabilities and handcrafted soul. From bridal sets and heritage pieces to modern designs tailored to today's tastes, their work never loses its meticulous edge. The brand believes in creating not just jewelry, but stories you can wear, milestones, emotions, and identity cast in carat. Equally committed to technical excellence, Genius Gold invests in state-of-the-art tools, sustainable practices, and high-caliber teams, a triad that has kept it ahead in a competitive market. And their client list? Built on trust and referrals, the oldest and most honest marketing there is. Genius Gold here. not only for its craftsmanship, but for the integrity it brings to the gold industry. In a world of fleeting trends, they remind us that true value never goes out of style, it simply glows, quietly and confidently.



MOBILE: 01200008008

INSTAGRAM: shaker.gold.factory.geniusgold

WEBSITE: www.genius-gold.com

EMAIL: info@genius-gold.com



RIADARCHITECTURE

A journey of glory and a legacy extending past 90 years, turning into a seemingly endless downward spiral filled to the brim with deterrents and obstacles from each and every aspect, only for the near fall to spur a rise like never seen before. RiadArchitecture has been a stable name in the industry since 1934 - a family led business that spanned three very distinct generations, with each passing the torch to their subsequent heir. RiadArchitecture managed to procure a business and a name that was honored for years. Partaking in the designing and the supervision of iconic built works like **"The Arab League Headquarters"**, **"The Nile Hilton Hotel"**, and the **"Cairo Municipality Building"**. Some of the most notable works that RiadArchitecture was the mastermind behind, and yet walking around in places like downtown Cairo, you will witness the semblances of influence that the RiadArchitecture designer have left with every design they constructed, no matter how small or how significant. But the higher you may rise, the harder the challenges of keeping up with the times will manifest. Slowly but surely, RiadArchitecture was facing irrelevancy, but as soon as Mahmoud M Riad - current head of RiadArchitecture - had taken hold of the company back in 2012, he started ushering the third generation of the long standing company and taking it back to its former glory days. Could rebuilding something from scratch be substantially easier than rebuilding something and rooting out all the negligence over the years? Mahmoud M Riad will tell you that the latter trumps the former in terms of difficulty. In a more perfect world, a world that kept the values of the golden age of RiadArchitecture, they would have been merely a step behind, but the 2000s was a harsh climate for anyone sticking to tradition like the company at the time. The world was not running anymore, it was sprinting. Despite their unyielding efforts, RiadArchitecture was pushed away from the limelight it once dominated with ease. Now, Mahmoud M Riad is running RiadArchitecture with a sharp mind and a clear intention - it is time to prove once again why they are one of the oldest architectural companies in Egypt, and why they stood the test of time for over 90 years. Mahmoud Riad graduated from the fine arts faculty at Helwan university back in 2006, then proceeded to procure a master degree in architecture from the university of Maryland in 2009. But to live up to your name as part of the leading families in the field of architecture in Egypt, Mahmoud Riad continued his academic research into architecture and Arabic music, leading to him winning numerous awards and getting the recognition he sought out after. Taking his experience to the next level when most people would think it is sufficient to stop by the time, he traveled to the USA and started forming valuable connections to start his career in Washington DC.



This has led him down a road that found him working with Zaha Hadid back in London - in what he called the most fruitful and insane three years of his young professional career. The new RiadArchitecture approach viewed things from a more logical perspective; they are fond of designing things like they belong in the space they reside in. In the words of Mahmoud Riad himself - the world was moving to a very homogeneous and bleak future, Riad Architecture is here to add flair and sensible magic to the world. Marwa Ally - the Chief Operational Officer - helped Mahmoud see the value in working smarter not harder, just to achieve the same result - if not better in some cases; like utilising AI tools to streamline the initial pitch process and deliver their vision how they see fit. Mahmoud Riad managed to build a team that upholds the legacy of RiadArchitecture, and is more than willing to continue that very same legacy for years to come. Transparency, punctuality, honor, stamina, and compassion; these were those ideals through which RiadArchitecture found itself once again in the limelight. The biggest indicator that things were turning out magnificently for the company, was when the **“Arab League Headquarters”** announced their plans for an expansion back in 2014. RiadArchitecture threw in their bid to compete for the management of the extension. Things looked dire when they didn’t hear back for years. Suddenly, they got the call back in 2017. Despite all of the obstacles, RiadArchitecture managed to win the competition. Mahmoud Riad describes the feeling of this win in the same vein as an old dear friend of yours coming back to you. And just like back in 1955 when they first built the headquarters and put their name on the map, they were going to build the extension and show the world they are here to stay.

RIAD EST. 1934 ARCHITECTURE |

EMAIL: info@riadarchitectureee.com
 MOBILE: 01064922067
 WEBSITE: www.riadarchitecture.com
 INSTAGRAM: Riadarchitecture

NICHE AWARD

2025



Eterna is Redefining Smart Living from Concept to Completion. In a world where buying property and designing a home often feel like two entirely separate battles, Eterna stepped in with a bold promise: what if you could do it all in one place with zero hassle, no compromises, and results that feel personal, beautiful, and future-ready. And after years of refining their model, they're not just offering a service, they're offering a lifestyle solution. Their integrated model brings real estate consulting, architectural and interior design, finishing, furnishing, and styling under one roof, an approach born from empathy, insight, and vision. From Spark to Signature Style, It all began with a spark, a love for how spaces make people feel. But what started as a passion for design quickly expanded into something deeper. **"You can't separate good design from its context",** says Eterna's Founder and CSO, Mister Ahmed Shehata. **"A space isn't just about how it looks. It's about how it works. How it supports your goals. How it holds value over time".**

This thinking laid the foundation for Eterna's model. Instead of leaving clients to juggle property search, floorplans, furniture, and finishes across different vendors, they built a model that combines everything. The result? A brand that guides clients from the very first property viewing to the final, fully styled handover, delivering not just a beautiful space, but a meaningful experience. One of Eterna's most loved projects tells this story perfectly. A young couple, buying their first home, came in overwhelmed by options and uncertainty. Eterna began by helping them choose the right property, not just in terms of price, but location, light, layout, and long-term potential. Then came the magic of a design concept that balanced warmth with elegance, clean lines with cozy textures. Every detail, from layout optimization and material selection to furniture, lighting, and final styling, was handled. When the couple walked into their finished home, they didn't just see a space. They saw themselves in it.



ADDRESS: Hyde Park Business district , Building 04 , Ground floor , Head office 019 , sales office 007

EMAIL: eternainvestments019@gmail.com

MOBILE: 01070700750

INSTAGRAM: ETERNA DESIGN HOUSE
ETERNA.INVESTMENTS

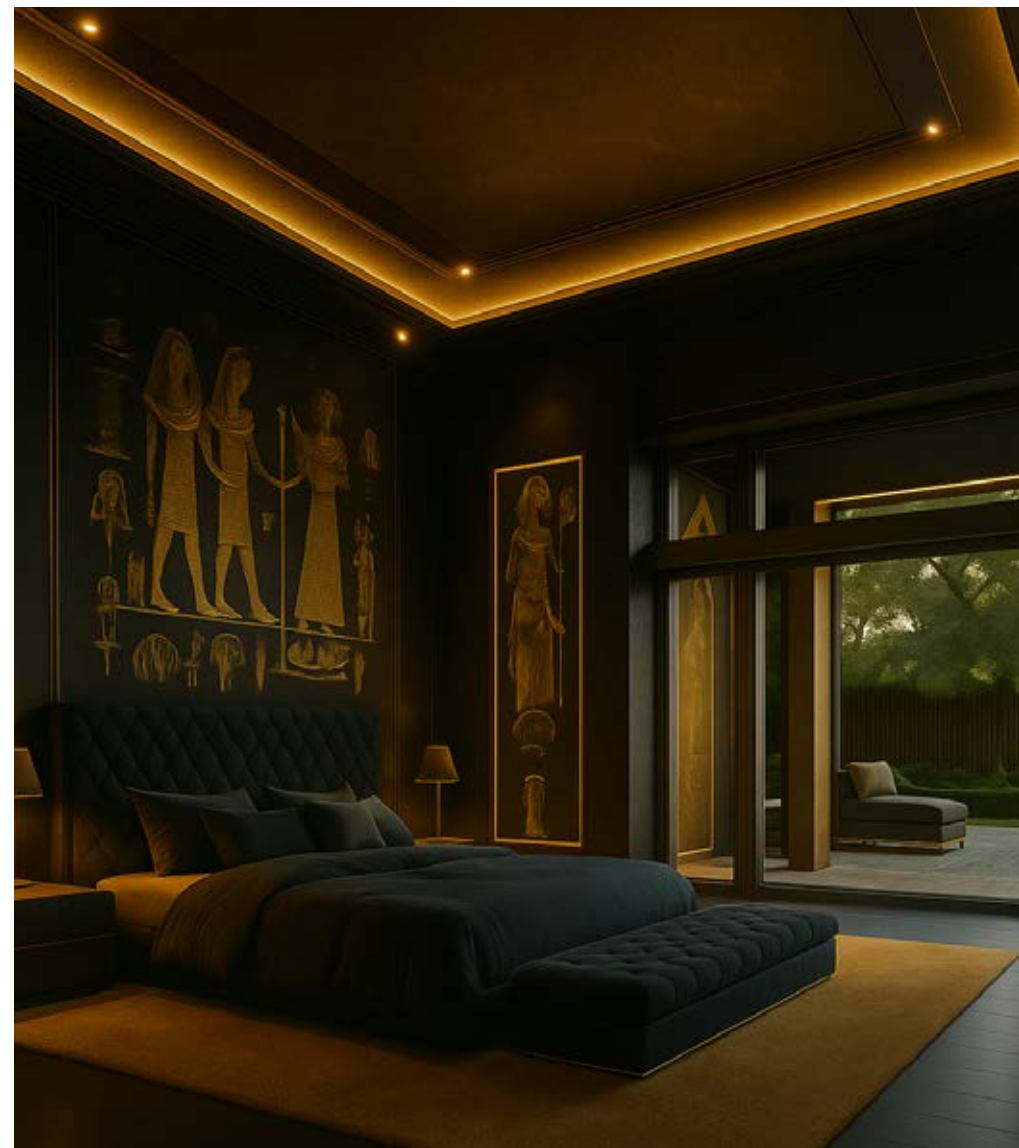


NICHE AWARD

Each discipline, real estate, design, finishing, furniture, is led by specialized experts. Yet they work as one, through integrated project management and collaborative systems. **“Our structure isn’t just efficient”, Ahmed Shehata explains. “It’s intentional. We’ve built it to deliver not just outcomes, but excellence”.** Residential vs. Commercial? Eterna Knows the Difference Eterna is also keenly aware that design isn’t one-size-fits-all. Residential clients want comfort, emotion, and a personal touch. Commercial clients need functionality, branding, and a return on investment. From storytelling-driven residential interiors to sharp, branded commercial designs, their flexibility is backed by a consistent commitment: to give each client exactly what they value most. Tech-Driven, Human-Centered, One thing that sets Eterna apart is how they embrace technology, not to replace human connection, but to enhance it. From 3D visualization and virtual property tours to layout optimization software and data-driven real estate tools, Eterna uses tech to bring clarity and speed to the client experience. This approach doesn’t just impress clients, it empowers them. And in a market full of uncertainty, that’s a major win. Staying Ahead of What’s Next In every aspect of its business, Eterna doesn’t just react to trends, it leads them. In design, they’re seeing a move toward clean, timeless aesthetics with sustainable materials and multi-functional layouts. In real estate, buyers are demanding smarter specs and flexible payment plans. Eterna responds by researching constantly, collaborating with leading developers, and listening, deeply, to client feedback. With such an integrated offering, the biggest challenge is, unsurprisingly, alignment. Coordinating vision, execution, market forces, and evolving client needs is no small task.



But for Eterna, this challenge is also the most rewarding. **“When a project comes together, when the right design meets the right property, with the right finish and the right timing, and the client feels seen, safe, and inspired... that’s the moment we work for”.** It’s the balance between creativity and strategy, artistry and precision, that drives the team, and defines the brand. Relationships Over Transactions More than anything, Eterna Their clients don’t just get a service they get a partner. Someone who’s there from the first conversation to the final walkthrough. Trust, transparency, and shared success are the pillars of every project and they’re the reason Eterna has become one of Egypt’s most loved boutique real estate and design brands. A Vision Built to Last Eterna isn’t just building spaces. It’s building a legacy, a symbol of taste, smart living, and emotional connection. A full experience that blends signature furniture, elegant design, and strategic real estate under one timeless name.





NICHE AWARD

In the world of architecture and development, some stories begin with ambition and evolve into legacies, the journey of Eng. Mostafa Amer, founder and CEO of MOD +Partners for Engineering and Architectural Consultancy, is one such story, rooted in deep expertise, sharpened by global experience, and driven by a vision to reshape the built environment across the Middle East and beyond. After graduating from Cairo University's Faculty of Engineering in 1996, Eng. Mostafa Amer headed to Saudi Arabia, where he spent over a decade working closely on large-scale real estate projects. It was there that he honed not only his technical acumen but also a rare understanding of what makes architecture both impactful and profitable. By 2010, Amer had returned to Egypt with a clear goal: to launch a consultancy that combines design excellence with market-driven strategy. When Amer founded MOD, his goal was for the company to be not just an architectural firm, but a forward-thinking, multi-skilled consultancy. Amer infused the firm with a belief that great architecture must serve both the eye and the economy. Under his leadership, they've completed more than 3,000 projects across Egypt and the Gulf, with a portfolio that includes hospitality, residential, commercial, and mixed-use developments. The company holds the rare distinction of being accredited by both Hilton and Marriott, a testament to its commitment to international standards. One of MOD's flagship achievements is its contribution to Egypt's dynamic hospitality landscape, including a high-profile Hilton-branded hotel poised to become a landmark destination. Meanwhile, in Saudi Arabia, Amer succeeded in making MOD actively involved in a series of expansive hotel projects in Riyadh in collaboration with top-tier developers like Al-Oula and Ajdan, establishing its presence in one of the region's most competitive markets. MOD +Partners is perhaps best known for its innovative approach to mixed-use development. Projects like "555 by DAI" in Sheikh Zayed and the 30,000-square-meter Juno Plaza showcase the firm's talent for transforming urban spaces into dynamic, livable communities. In the residential sector, MOD is leading the way with projects like Rosa in Mostakbal City and a bold mixed-use complex along the New Mansoura Corniche, which includes beachfront towers and hospitality elements. The firm is also contributing to Egypt's New Administrative Capital, designing towers that stretch as high as 170 meters, symbolizing both ambition and achievement. Looking ahead, MOD +Partners is entering an exciting new chapter. With plans to open new branches in Saudi Arabia, Oman, and Libya by 2025, the firm is executing a strategic expansion aimed at positioning itself as a global player.



Anchored by its headquarters in Cairo and a growing hub in Riyadh, MOD is building the infrastructure for long-term international success, leading the market even abroad. At the heart of it all is Amer's guiding philosophy: a relentless pursuit of innovation. **"We don't just design, we listen, analyze, and evolve,"** he says. This mindset fuels a culture of continuous learning, where even setbacks become stepping stones for smarter, bolder solutions. Under Mostafa Amer's leadership, MOD not only builds structures, a future where design, value, and vision meet.



MOBILE: +201008560909 - +96653 8360182



DR. EMAN BADAWI

A Sanctuary Where Science Meets Self-Care In a world that rarely pauses, Wellness Oasis Clinic offers something revolutionary - the permission to slow down, realign, and truly feel well again. Nestled in the heart of Cairo's dynamic medical scene, Wellness Oasis Clinic is not your typical medical center. It is a multidisciplinary sanctuary where health meets healing, where functional medicine, aesthetic treatments, and preventative care intersect under one refined roof. For those seeking more than just a prescription for those looking for a personalized health journey that prioritizes long-term wellness over quick fixes. Where Modern Medicine Meets Holistic Living Founded by a visionary team of doctors and health experts, Wellness Oasis Clinic was born from a belief that true wellness is not a trend - it's a lifestyle shift. Whether you're struggling with fatigue, digestive imbalances, skin issues, or simply feeling out of sync, the clinic is built to support you with real, science-backed solutions. **"We don't just look at your symptoms,"** says one of the clinic's functional specialists. **"We look at your story."** This patient-centered model is what makes Wellness Oasis a trusted destination for those who've spent years jumping between doctors, labs, and contradictory advice. It's also what's earned them a loyal following of clients who come not just to feel better, but to understand their bodies with clarity and treat them with care. Your Body's Best Advocate At the heart of the clinic is a strong philosophy: Listen to the body. Work with it. Honor its signals. This is especially evident in their gut-focused programs, a core pillar of the Wellness Oasis method. Recognizing that gut health is connected to everything from energy levels to mood, immunity, and skin — the clinic offers comprehensive gut healing protocols that are highly individualized. Patients looking to treat IBS, leaky gut, food intolerances, or chronic inflammation can book a functional assessment and receive a roadmap that includes diagnostic testing, customized supplementation, and nutrition coaching. It's a trusted option for anyone searching for gut health specialists in Egypt or natural solutions for chronic conditions. Every client journey starts with a comprehensive consultation, often supported by advanced tools like bio-resonance testing, functional blood analysis, or gut health diagnostics. The clinic's signature programs are fully customized. This kind of full-body insight allows the team to treat the cause - not just the condition. Skincare Boosts This kind of full-body insight allows the team to treat the cause - not just the condition. While the clinic has a strong foundation in medical wellness, it also offers cutting-edge aesthetic and anti-aging treatments, From non-invasive body sculpting to skin lifting and radiofrequency facials, every aesthetic service is paired with wellness from within - because at Wellness Oasis, they don't believe in surface-level solutions. **The Gut is the Center - And the Start,** If there's one thing Wellness Oasis has become known for, it's their gut health protocols. **"Most of the people we see don't realize their gut is behind the way they feel,"** explains a clinic team member. **"From low mood to skin breakouts, immune issues, or brain fog - it all ties back to the gut."** The result? Clients don't just look better - they think clearer, sleep deeper, and feel emotionally lighter.



An Experience That Feels Like You're Finally Heard Every visit feels collaborative. You're not handed a diagnosis and rushed out. You're guided, listened to, and empowered. And in today's rushed medical world, that alone is rare. **A Growing Community of Empowered Health Seekers**, As word spreads, **Wellness Oasis Clinic** is quickly becoming a preferred destination for health-conscious individuals in Egypt and beyond.



ADDRESS:

- Leven square in front of garden 8 - 221
- Arkan Plaza Medical - floor 4
- 14 Faculty of medicine street

MOBILE: 01120053047

INSTAGRAM: Wellness_oasis_clinics



DR.MARWA EL-GAZAR

EMAIL: marwagazar33@gmail.com
MOBILE: 011209033662 - 01021387606



AMBITIOUSLY CHANGING TASTES, ONE DIET AT A TIME

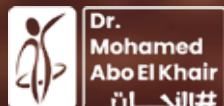
Partaking in the delights of everyday meals, without sparing a second thought about the more nuanced effects of the foods we indulge in, has been an unbeatable habit for the wider public. It is quite convenient to consume the easily found and the quickly prepared, when the taste is captivating and consistent. This erratic and unpredictable dietary life has caused countless illnesses to people who would have been immensely flourishing had they eaten substantially healthier options. An ambitious soul with a sharp mind and clear intention is the only salvation these individuals can get. Dr. Marwa had to endure firsthand the drastic and dangerous effects of a poor dietary lifestyle resulting in avoidable illness afflicting the people closest to her. An event like this would drive you to change your lifestyle at a moment's notice, but Dr. Marwa took the extra valiant step. What inspired her to continue and fueled her drive to pursue her career as a dietary doctor, was the countless patients she encountered throughout her tenure, and ones she has witnessed improve dramatically when they adopted healthier eating habits. Now the **"Diet & Health"** clinic owned by Dr. Marwa El Gazar is taking the healthy philosophy and spreading awareness to those who care to listen and change their life. Her usual approach is more personalized and holistic; she takes the time to invest and listen to her patients' concerns regarding their lifestyles and medical histories, then tailoring a diet that matches their needs. A diligent individual like Dr. Marwa El Gazar, with extensive ambitions to lead people to eat healthier and live longer, would have even bigger goals for the future of her clinic. Dr. Marwa wants to expand her clinic to a full chain with a multidisciplinary wellness team covering everything from fitness coaches to mental health professionals. It is not a place to visit and just lose weight; it is a place to transform your very being.

THE SCULPTOR

For a long time, humanity has tried its hardest to discover and find elementary and expeditious solutions to the overweight complexities that plagued so many people all across the world. Some try to find these solutions and fix their weight in a convenient way trying to avoid the daunting reality of a strict and consistent diet, alongside fatigue inducing workout routines; some aim to discover these quick solutions to ease the burden of everyday life, finding it hard to squeeze in all the planning that precedes and continues beyond what is needed to lose the weight in the first place, within their hectic life schedule. No matter the purpose or the reason, the fact remains that humanity will always search for convenience. And despite the advent of medical prescriptions like Ozempic, there is one man that promises to offer a favourable road to reach your ultimate body goals, while keeping it all natural; this man is known as **"The Sculptor"**, and his 45-day miracle program does wonders for the average individual looking to get back to shape. Doctor Mohamed Abo El Khair, also widely known by his nickname **"The Sculptor"**, was born in 1990 with an ambition from a young age to change the lives of those around him for the better. You could say those were the dreams of a little kid still discovering himself, but Doctor Mohamed Abo El Khair's success journey would prove you wrong, as he enrolled in the Cairo University's Faculty of Physical Therapy and graduated with remarkable grades, instigating the rest of his extraordinary path to completely transforming the lives of the general public.



Doctor Mohamed Abo El Khair took the acumen that he absorbed throughout the years and applied it dutifully to start a career filled with innovation and impact. However, just attempting to help people with their health and wellness would not get you to stand out, so **"The Sculptor"** attempted to reach those who want to change but think the first step is always too daunting. This is when the 45-day miracle program was born; a full fledged unique nutrition system designed to boost metabolism naturally through specific foods and drinks without overtly relying on sugary or even extreme dietary choices, like the ones you find in trendy diets online. This uniquely intricate method proved to be impressively successful for Doctor Mohamed and over 10,000 patients throughout the 7 years he has been operating. 10,000 successful cases that lost 15 to 40 kilograms within only a three months period. This may seem quite impossible to anyone not familiar with **"The Sculptor"** but it ends up proving the quality expertise and exquisite professionalism that has made him stand head and shoulders above the rest. Doctor Mohamed Abo El Khair managed to crack the weight code, and he did everything without relying on strenuous physical efforts or complicated medical procedures; just the natural healthy way, but under a more precise and focused lens. Now, **"The Sculptor's"** reputation has expanded beyond the Egyptian borders, due to his significant online presence and remote follow-up system that aids people with the program from the comfort of their homes.



ADDRESS: HCC Mall- Third floor, Clinic
320 - Fifth Settlement, Cairo, Egypt
FACEBOOK: Dr. Mohamed Abo Elkhair
INSTAGRAM: el.nahat2022
TIKTOK: mohamedaboelkher3
MOBILE: +201223311655



Niche Award

NICHE AWARD

Crafting more than furniture, sculpting each moment to make you enjoy it, Archi Touch creates each piece in the design for a purpose to make you savor it. Born from the vibrant soul of Egyptian artistry, its creations ripple across global horizons, each one a deliberate brushstroke of intent. Every line and texture weaves a narrative, transforming spaces into living galleries where beauty and purpose entwine, inviting you to linger in the poetry of crafted experience. Founded in 1997 by the Kandil family and now under the inspired ownership of Amr Kandil, Archi Touch was born from a desire to elevate how to interact with space. Not just to fill it, but to give it character, to let furniture breathe life into walls, light into corners, and harmony into movement. From the earliest sketches to the final polish, their creations emerge not merely from machines but from minds that see design as an emotional language. It's this very language that has allowed Archi Touch to stand as one of Egypt's major market players, a true innovator in a world that often plays it safe.

Archi Touch began as a bold vision and grew into a living evolving brand. In 2002, a factory in Abu Rawash came to life, sprawling over 5000 square meters and equipped with the tools and precision technologies that would allow imagination to take physical form. From CNC woodcutters and hot presses to edge banding and upholstery, the factory became a heartbeat and a pulse that transformed raw materials into stories of wood, metal, and textile. Each piece, whether designed for a home, an office, a restaurant, or a university, carries the signature of deep care and attention.



ARCHI TOUCH

In 2012, the arrival of Architect Engineer Hatem Abou Taleb as CEO added a significant layer of depth to Archi Touch's journey. With over 30 years of experience in shaping design across Egypt, his presence brought renewed energy and expanded vision to an already solid foundation.

He elevated the brand, helping articulate its voice with greater clarity and purpose. Under his guidance, Archi Touch began to sharpen its aesthetic, crafting not just beautiful pieces, but complete experiences. His philosophy, rooted in innovation, sustainability, and user well-being, seamlessly aligned with the brand's values, helping steer its evolution toward a more globally aware.

What makes Archi Touch truly magnetic is its unique ability to blend. Not just materials, though they do that with elegance, combining wood, aluminum, fabric, metal, and paint into seamless masterpieces, but styles, atmospheres, and time itself. Behind the elegance is a force of minds, a symphony of designers, engineers, artisans, and sales professionals who work as one. Every detail, from concept to creation, is born through collaboration. They are not just building furniture, they are building relationships with space, pushing against the ordinary to reach something more refined, more meaningful. **And now, as the brand prepares to open its newest chapter, a breathtaking showroom at Waterway 5A, Building H9, Floor 3, Archi Touch is offering even greater access to its world of artistry.** The Waterway showroom promises more than a display. It is a canvas, an immersive invitation into the soul of the brand. There, clients will be able to explore collections that stir curiosity, that reflect global standards with a distinctly Egyptian heartbeat. It's a place for interior designers seeking inspiration, architects searching for synergy, and individuals who believe that their spaces deserve more than furniture, they deserve poetry, form, and memory. Every corner of the new showroom has been envisioned not just to showcase products but to reveal the process, the philosophy, and the spirit behind every piece. At the core of Archi Touch's ethos lies a set of unwavering values, innovation that never stops asking questions, quality that speaks in every seam, efficiency that honors both time and resources, gender equality that empowers talent, and sustainability that respects the planet. These are not slogans hung on walls, they are embedded in the wood grain, stitched into the fabric, welded into the frame. It's this authenticity that allows Archi Touch to transcend trends and redefine the role of design in daily life. With every project whether furnishing an international corporation's new headquarters or designing a cozy corner of a family home, Archi Touch reaffirms its mission to improve well-being through creative and thoughtful design. And with every passing year, the vision grows clearer. This is a brand not satisfied with national praise alone. With sights set on the global stage, Archi Touch continues to explore new territories, build new partnerships, and create new collections that carry its identity across borders. As the light floods through the windows of their showroom, casting soft shadows across hand-finished surfaces and sculpted forms, it becomes clear that Archi Touch is not just furnishing spaces, it is shaping how we live, work, and feel within them. It is, above all, a reminder that when furniture is made with purpose and soul, it becomes more than a piece. It becomes part of your story and identity.

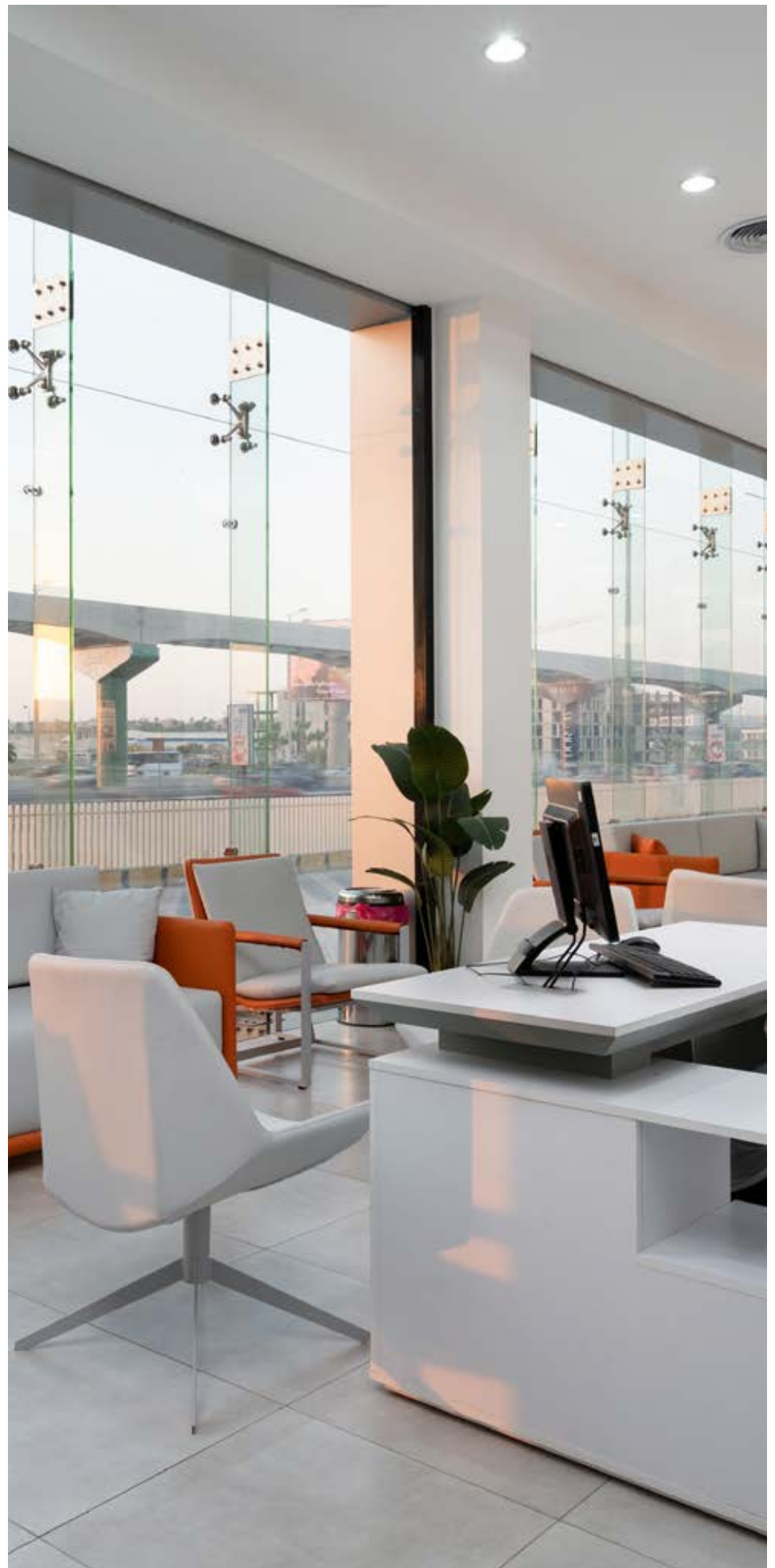


ADDRESS: Area 107D, 28KM, Industrial Zone,
Abo Rawash, Giza, Egypt.

EMAIL: info@architouch.com

MOBILE: (+2) 01115559933 - (+2) 01227957777

WEBSITE: www.architouch.com





Niche Award

A philosophy of design that merges sunlight, soul, and sophistication into every piece. From its graceful silhouettes to its bold statements, Nord doesn't just decorate spaces - it animates them with meaning. the warmth of purposeful design. The Founder of Nord, Eng. Kirolos Zariel was inspired by the natural rhythm of sunlight and its emotional pull, and that's why Nord's aesthetic approach is deeply sensory - each collection is designed to capture light, shift moods, and invite calm. **"Nord is more than a name,"** says Eng. Kirolos Zariel **"It's a point of orientation - for the eye, for the emotion, for the soul"** From sculptural armchairs and sleek coffee tables to statement lighting and luxurious woodwork, every Nord piece tells a story. One of intentions. One emotion. One of designed elegance. What sets Nord apart isn't just how it looks - but how it feels. Every collection is developed with human experience at its center: the feel of polished oak beneath your fingertips, the calm glow of sun-drenched corners, the comfort of design that respects both form and function. **"We believe luxury is what makes you breathe slower,"** Eng. Kirolos Zariel explains. **"It's not about price. It's about peace."** This approach has made Nord one of the most emotionally resonant furniture brands in Egypt today - not just appealing to the eyes, but to the rhythm of everyday life. Though proudly based in Egypt, Nord's vision travels far beyond borders. The brand blends regional craftsmanship with global design language - creating pieces that could sit comfortably in a Cairo penthouse, a Scandinavian loft, or a boutique hotel in Dubai. It's this universal sensibility that positions Nord as a new ambassador for Middle Eastern design excellence - soft-spoken, and grounded in artful intelligence. Nord doesn't chase clout. It doesn't copy others. It creates from a clear center: a compass of calm, clarity, and aesthetic authenticity. And in a world that's always rushing, that kind of stillness feels like a luxury in itself. **"When people bring Nord into their homes,"** Eng. Kirolos Zariel says, **"they're not just choosing furniture. They're choosing alignment"** That's what makes Nord a true Niche-worthy brand. Because it doesn't just design for today - it designs for the kind of tomorrow we want to live in.



ADDRESS : 5 El Madina El Monawara street
behind El Sendbad - El Nozha El Gdida
INSTAGRAM : nordfurnituree
MOBILE : 01286627383
FACEBOOK : NORD FURNITURE



ALTOPIANO

What do you see when you look at the furniture around your own private abode? Do you see comfort? Do you see familiarity? Perhaps you see something concealed within the details of the fabric, or the intricate carving of the wood; something you can't quite explain the reason for existing, but it manifests an avalanche of feelings within the confines of your cognizant mind. Perhaps you are devoid of any feelings towards your furniture. Perchance, you long for something that gives back more than it apparently takes; longing for someone to fulfill the promise of creating furniture that suits your very needs. Altopiano took an oath to offer you sophistication and grace contoured into intimate and inviting pieces of furniture. The furniture in our home is not antiques to gaze upon and admire, they are tools to use and utilise in our daily hectic life. Resting on a pleasant couch after a hard day's work. Gathering around a sturdy table to have a meal with your loved ones; resting your mind and body upon a soft bed calmly whispering to your very being. Nevertheless, it doesn't hurt to have something with its practicality layered underneath its exquisite aesthetic. Altopiano serves as the medium through which your desires for opulent furniture shall be fulfilled. Growing up in Damietta, the Co-Founder of Altopiano, Mister Mohamed Abo Elnin, speaks highly of his upbringing, surrounded by bespoke craftsmanship and the pinnacle of creativity within the field of furniture making. The craft was all around him, and in every corner complimenting his daily life. His father was married to the furniture making craft, and through the kinship,



Mister Mohamed Abo Elenin learned to love and respect the trade. His passion heightened until it spread throughout his very essence. He sought out his own passage into the world of furniture, not to imitate, but to create something eccentric and unique; something modern but also modest. Drawing upon natural and rich materials ingrained into luxurious designs, Altopiano crafts every piece with utmost care and meaning. They pour their heart and soul into every piece, engraving intricate details that carry the love that was cascaded deep into its depth. What sets Altopiano's work far apart from other furniture craftsmen is the honesty and fondness that guides every step throughout the involute process. It is not just work to be displayed and traded between the diverse clientele, because it is dear and near to Mohamed Abo Elenin's heart; it matters a lot to him. Altopiano's endmost goal is to spread its Egyptian wings far and wide, all over the world and in every country that ought to witness the brilliance and true worth of Egyptian craftsmanship. In the present, it is striding elegantly towards the future, as it raises awareness about the significance of form embracing comfort in our usually dull and sometimes irritating daily lives, so that when you go back to your home you find furniture emanating warmth, and embracing the worries away. Altopiano promises you devotion, adoration, and passion when crafting your personal furniture, and it will continue to climb the highest peaks of success due to your trust and belief.



EMAIL: info@altopiano.com

MOBILE: 010804200005

WEBSITE: www.altopiano.co



Niche Award

PRECISION WITH PURPOSE

THIS IS DR. AHMED KHATER'S JOURNEY
FROM PASSION TO PRACTICE.

Not every story begins with a bold step. Some begin quietly, in childhood, in conversations with a parent, in a home where science wasn't just discussed, but lived. Dr. Ahmed Khater grew up surrounded by knowledge. His late father, director of a chemist and pharmaceutical company, was not only a role model but also the spark. **"He would explain to me how things worked, and how medicine could change people's lives,"** Khater recalls. **"But what stuck with me more than anything was what he often said: 'Knowledge is a responsibility; use it to help others.'"** This has shaped everything I've done ever since. Khater's passion for medicine has always been there. But over time, it has evolved into something more specific: a love of detail, structure, and the precision of dentistry. This love deepens with every patient, every case, and every transformation. The Smile That Changed Everything. In the early years of his career, one case changed everything. A patient who had lost his smile, both physically and psychologically, came to Dr. Khater hoping for something he thought was impossible. **"We worked on a complete restoration,"** Khater explains. **"It was difficult. But when we finished, he looked in the mirror, smiled, and then cried. At that moment, I realized it wasn't just about beauty or function, but about hope."** Since that day, Khater has dedicated himself to dental implants and cosmetic dentistry, fields where medicine meets art, where life-changing transformations occur every day. The boldest move meant closing one door to open another. After building a successful clinic in Alexandria, Dr. Khater did something unexpected: He closed it. Not because it wasn't working, but because his vision was growing and outgrowing the surrounding space. **"I wanted to build something bigger, something fully integrated, where patients could receive all types of dental services under one roof,"** he says. **"And I realized that this vision needed a new city, a new foundation."**



ADDRESS: 26 Syria Street - El mohandeseen, Cairo , Egypt
MOBILE: 01092266552





DR. AHMED KHATER

He moved to Cairo and started from scratch, opening Khater Dental Clinics, a comprehensive dental center where each department is supervised by specialists, latest equipment is used, and every decision is based on patient-centered values. This risk paid off, but it wasn't without its challenges. **"Gaining trust in a new market, rebuilding my network, and doing all of this without compromising quality pushed me to work harder than anything else in my life. But I had a clear vision and a strong team."** Trust is at the heart of the practice. When Khater was asked what truly sets his practice apart, he didn't mention technology or techniques first, but rather trust. He says, **"I believe patients don't come to us for procedures; they come for reassurance. That's why I take the time to listen to them and explain every step. When patients feel informed, they feel safe. And when they feel safe, their recovery improves."** The same emphasis on communication applies to his team. We build our culture on mutual respect, respect for each other, and respect for our patients. Everyone on my team knows that we don't just treat mouths, we treat people. Excellence through Specialization and Precision. At Khater Dental Clinics, excellence isn't a passing achievement; it's a daily norm. Every department, from orthodontics to endodontics, is led by dedicated experts. Every treatment plan is tailor-made. Every piece of equipment is carefully selected. And every patient experience is designed to be both comfortable and satisfying. Khater explains, **"Dentistry today isn't just about filling a cavity or replacing a tooth. It's about aesthetic harmony, biological function, and long-term stability. We treat it with a vision for the future."** Beyond the chair, he teaches and mentors. Khater is not just a dentist, but a passionate educator. He regularly shares real-life case studies with young dentists and provides hands-on training in dental implants.

His goal is not just to impart knowledge, but to impart a new mindset. My advice to the next generation? Master your craft, but don't compromise your ethics. Be humble. Be curious. Always put your patients first, no matter how successful you are. Looking to the future, Khater is working to launch an in-house training academy within his practice, a place where emerging dentists can learn, grow, and lead with purpose. Ethics, Innovation, and the Business of Healthcare: One of the most impressive things about Dr. Khater is his ability to balance medical ethics with business acumen, a rare combination in a rapidly evolving industry. He says, **"Yes, we run a business, but how we run it is everything. I believe if you focus on quality, transparency, and care, the business will grow on its own."** Khater invests heavily in innovation, from digital impressions to guided implant surgery, and stays ahead of the curve by attending international conferences and continually evolving his practice. **"I see a future where digital dentistry and smart technologies allow for rapid advancements."** Future Vision: A Chain of Specialized Centers Dr. Khater's long-term vision is not just about business growth, but also about building a legacy that will live on in history. **"My dream is to establish a chain of dental centers across Egypt and the Middle East, each focusing on dental implants and cosmetic dentistry, each operating with the same level of quality, ethics, and excellence."** But it's not just about size; it's also about impact. **"I want these centers to become a reference, not just for patients, but for professionals as well. Centers for education, innovation, and care that put the patient first."** Final Words: The importance of this lies at the core of Dr. Ahmed Khater's journey. A simple yet powerful truth: When you treat people with compassion and lead them with integrity, everything else falls into place. He's not building a brand, he's building trust—one patient, one case, one smile at a time. Not just a pioneering dentist, but a pioneer in ethical healthcare, human-centered design, and the future of dentistry in the Arab world. Because true success lies not in the number of smiles you fix, but in the number of lives you revive.



NICHE AWARD

2025



From Wood to White Coats Dr. Mahmoud Ismael Gaafar built it from scratch. Today, he's known as a rising star in Egypt's cosmetic dentistry field and the co-founder of Renova Dental Care. But his story doesn't begin with drills or dental chairs. It starts, perhaps unexpectedly, in a completely different world the lumber trade. **"I started as a regular employee at my father's company,"** Gaafar recalls the Gaafar Sons Wood Importing Company, a family business established in the 1960s. **"I learned the value of structure, consistency, and legacy early on. But even back then, I knew where my heart was: medicine."** Since childhood, Gaafar was captivated by the human body, especially the intricacies of oral care. **"I've been passionate about dentistry since I was six,"** he says with quiet pride. **"That fascination never left me."** Choosing the Harder Road and Loving It After graduating from St. Fatima Schools, Gaafar made the leap to Cairo University's Faculty of Dentistry. The path was anything but easy. **"Dentistry is grueling,"** he says. **"The academic pressure, the long hours it breaks some people. But for me, I loved every part of it. Every detail mattered. Every challenge felt like a stepping stone."** Still, graduation brought new uncertainties. Like many young dentists, he faced the familiar post-university fog navigating a saturated market, unclear direction, and mounting pressure to **"figure it all out."** **"Dr. Reham Qabeel changed everything for me,"** he shares. **"She wasn't just my teacher she became my role model, my business partner, and one of the most pivotal people in my journey."** Renova Dental Care: Built from Crisis, Grown Through Grit, In 2018, Dr. Gaafar and Dr. Qabeel launched Renova Dental Care a clinic that began modestly, serving local clients with a clear mission: deliver dental care that felt human, precise, and professional. Then came COVID-19 **"That was a turning point,"** Gaafar says. **"We had two choices pause everything, or push harder. We chose the latter."**



ADDRESS: Building 13th main nasr road, nasr city, 5th floor, Renova dental clinics.
EMAIL: dr.mahmoudismaelgaafar@gmail.com
MOBILE: 01017200002 - 01140055514

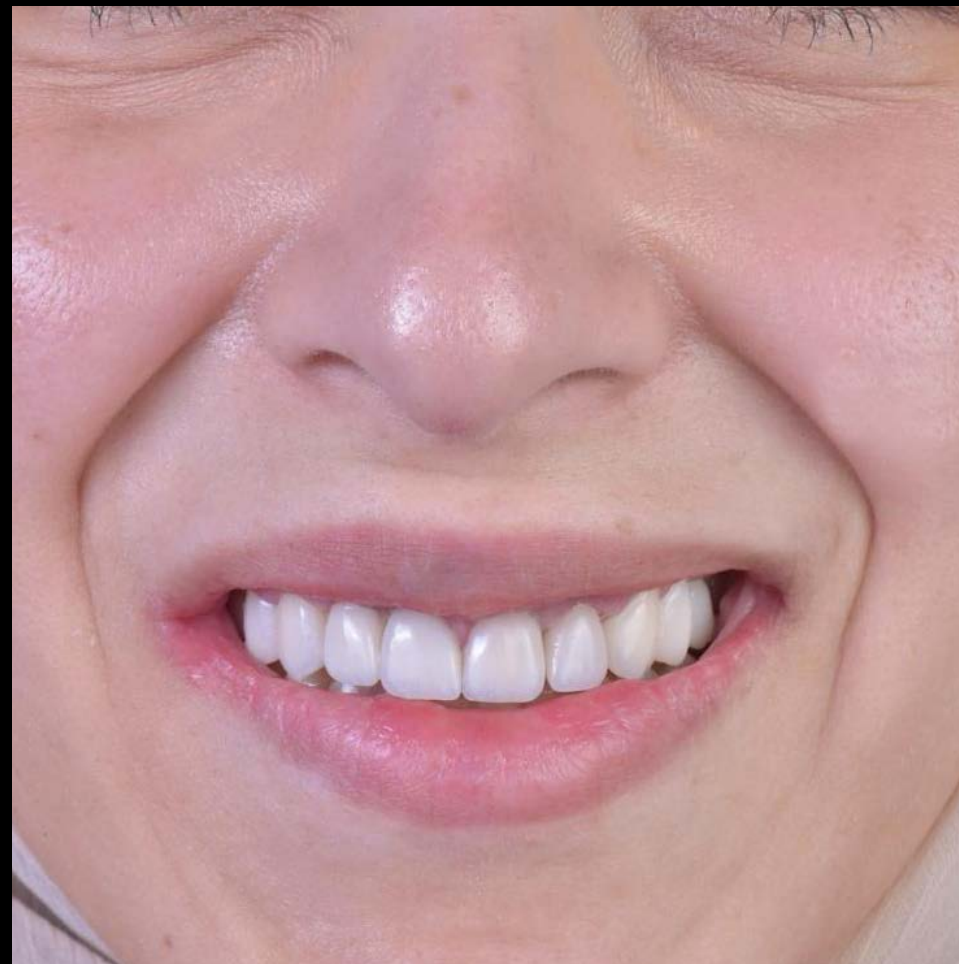
Dr. Mahmoud Ismael

Instead of slowing down, they saw the pandemic as a gap year a chance to rebuild. The clinic was fully renovated. New technology was introduced. Every system was revisited, and a team was handpicked to reflect Renova's values: calm under pressure, fast yet thorough, and trained to handle anything. Today, that team serves patients from over 32 nationalities, with the largest base being fellow Egyptians — all gained through organic word-of-mouth. **"We've never done paid marketing,"** Gaafar says. **"Our reputation is built in chairs, not clicks."** The Formula for Success Threefold. According to Gaafar, it comes down to three core investments: Self-Investment: **"We're not just practicing dentistry — we're also teaching it. Staying close to academia helps us remain evidence-based and current. It keeps us sharp."** Technology: **"From imaging to treatment, we've invested in state-of-the-art tools that make procedures faster, more accurate, and more comfortable for the patient."** Team Building: **"From the receptionist to the follow-up coordinator, we believe in every single role. We've built a unit that works like a system tight, efficient, and human."** Beyond Dentistry: Introducing 'Para-Dentistry' Gaafar is passionate about more than procedures — he's passionate about people. **"Dentistry isn't just technical,"** he explains. **"It's also operational, psychological, and emotional. That's why we've trained over 80 young dentists in what we call para-dentistry a holistic approach that includes clinic management, crisis response, and patient experience."** This training is now one of Renova's most celebrated contributions to the field equipping dentists to lead, not just treat. Respect, Not Just Results What truly defines Renova, Gaafar says, is culture. **"We see our clinic as a home. Our patients aren't numbers they're people. And they feel that."** This human-first philosophy echoes through every decision. Consultations feel collaborative, not clinical. Staff are trained to balance friendliness with professionalism. And every room is designed to feel less like a clinic — and more like a calm, curated space of care. **"It's about trust,"** Gaafar says. **"Respect is our most valuable currency."** Balancing Passion with Practicality In a field that's becoming increasingly commercial, Gaafar remains firmly grounded in purpose. **"We teach our students that profitability should never come at the cost of integrity,"** he explains. **"A good dentist knows how to deliver value without losing soul."** That's the mindset that drives every project at Renova whether designing a treatment plan, purchasing new equipment, or opening the door for a patient's first visit. Gaafar is also clear-eyed about the future. He sees dentistry evolving fast. **"We're moving toward a world where every patient file is digital, every procedure is streamlined, and care is standardized without becoming robotic."** He envisions Renova leading that future expanding internationally while upholding the same values that made the original clinic stand out. **"I want to open branches abroad,"** he shares. **"To show the world what Egyptian dentists can do when passion meets precision."** His dream For Egypt to become a global hub for dental excellence not just because of talent, but because of philosophy. Passion: The Foundation of Everything. So Gaafar's advice for the next generation **"Don't chase the trend. Chase the why. If your only motivation is money or fame, this field will eat you alive. But if your love for it is real if you're here to heal, not just hustle then you'll find your path."**





ADDRESS: Building 46 Zahraa El Maadi ,
Khaleej Buildings 3rd Floor.
MOBILE: 0227320106 - 01114591117
INSTAGRAM: HAMIDO DENTAL



RE-SHAPING THE DENTAL INDUSTRY

There's doctors healing you physically and aiding you in overcoming your body's woes, and then there's doctors with the sole purpose of giving you back your confidence, and your smile. Hamido Dental Clinics may seem like every other dental clinic you probably encountered sometime within your lifetime, but the passion for innovation and precision fueling Hamido Dental Clinics makes them rise above the usual sea of clinics offering nothing more than basic care. Dr. Amr Hamido, and Dr. Mohamed Hamido had a vision; to merge the handmade artistry that is ingrained into the dental aesthetics space, and combine it with cutting-edge technology such as the latest 3D printing to elevate their patient's quality of life and give them back the confidence they sorely needed, through the natural smiles they aid in creating, and the injection of confidence and satisfaction they bestow upon them. This practice has given the clinic a reputation it continues to uphold to this very day - personalized care and clear investment in tailoring the treatment to every individual. It wasn't easy at first - there were logistical, operational, and regulatory problems, not to mention the challenge of convincing the patients with their unique methods, but the result was a solid foundation, leading to satisfied patients with immense trust in the process. Hamido Dental Clinics managed to build a space that offers patients a unique experience, combining art and science. Although the present time distinctly reflects this vision, Hamido Dental Clinics is not halting any time soon; they aim to revolutionise the dental industry in Egypt, and to reach their goal, they invest in continually educating and training themselves by attending international conferences and workshops, alongside aiming to expand the clinics to expand on their services and incorporate more technologies.



ADDRESS: S207, Polygon X, Beverly Hills, Giza, Egypt.
EMAIL: info@aghadesignhouse.com
MOBILE: 01066675733
WEBSITE: www.aghadesignhouse.com



BLENDING CULTURAL RICHNESS WITH MODERNITY

It's quite convenient for a firm specialized in innovation to mander about their expertise and the true meaning behind every piece of their creative process, however it is immensely more tasking to have the necessary tangible work showing for it. Agha Design House is unique in the sense of not needing anything more than their interior design artistry to do the heavy lifting. Sublime in their craft, Agha Design House has become a leading voice amongst a sea of just noise, and it's all under the leadership of Eng. Ahmed Agha. Like almost everyone at the genesis of their career, aesthetics trumped everything, but over time, the firm - and the people behind it - touched back with their own roots to realise the significance of a space evoking feelings of calm, confidence, and warmth. It is the warmth of handwoven fabrics, mixed with the layered textures of antique furniture carrying their storied histories on every thread, coming together in a thoughtful arrangement; this is the elegant language Agha Design House speaks through their work. With every step forward, there comes a time when challenges ensue, and for Agha Design House, their biggest challenge was to balance innovation with preservation when they were renovating a once historical villa into a modern boutique without losing its original soul. Working closely with conservation experts, they managed to honor its legacy, make it function for modern needs, and prove themselves in the innovative field. Agha Design House aims to evolve beyond its limitations however, by becoming a multidisciplinary design studio that spans fields like architecture, product design, and even lifestyle branding. The ambitiousness of Agha Design House comes in the form of their dream project, which is a cultural center that fuses art, design, community, and education. They aim to create a holistic ecosystem that gives back to the people. With Agha Design House, design is just the beginning.





CRAFTING CULTURE THROUGH SPACE

Some firms build projects. Others build purpose. Innovation Design Studio does both. Innovation Design Studio has spent over a decade not just shaping buildings, but shaping the culture behind them. The studio has emerged as a multidisciplinary force across Egypt and the GCC, offering integrated solutions in architecture, interior design, urban planning, and landscape architecture. But behind the sleek renders and seamless spatial flows lies a deeply human philosophy **“design is about people first”**. **“Balance doesn’t come easy in this industry,”** Mahmoud Farouk -Co-founder and Chief of design at Innovation Design studio - shares. **“But I’ve learned to be intentional with my time, to protect the space for family, reflection, and focus. Because if we can’t be fully present in our own lives, how can we design spaces where others can thrive?”** From major collaborations with Orascom Development, Hassan Allam, Marakez, and Emaar KSA, to regional urban and lifestyle projects in Oman, UAE, and Saudi Arabia, Innovation Design Studio is known for elevating human experience through wellness-centered architecture. Their spaces are intuitive, emotionally intelligent, and filled with energy, designed not just for function, but for feeling. **“Scaling a design firm without losing our soul, that’s been one of the hardest parts,”** Alaa Abdelhameed Co-founder and CEO of Innovation Design Studio expresses. One of the most exciting developments underway is a Reward & Recognition program, part of a broader effort to retain creative talent and nourish innovation from within. Because for Farouk & Abdelhameed, growth isn’t just about metrics. It’s about meaning. Whether it’s a residential sanctuary, a commercial hub, or a master-planned destination, every project is guided by a singular goal: to elevate the human experience. Their philosophy of **“well-being architecture”** merges spatial intelligence with emotional depth, crafting environments that support physical, mental, and social wellness. With 11 years of impact and 500+ projects delivered, The next chapter is focused on expansion, not just geographically, but intellectually.

NICHE AWARD

2025





A journey in pursuit of absolute excellence and success in a market with a noticeable gap for well coordinated electro-mechanical design services (MEP) tailored for small and mid-sized projects in the MENA region; starting out from a quite miniscule 90 cm home office desk, Eng. Amr Hafez took his design studio, Al Hafez Engineering Design Studio, from irrelevancy to satisfying +100 clients. Eng. Amr Hafez started his journey working alongside the biggest and most dominant design firms and consultants in the market, gathering knowledge and much needed experience along the way to establishing his own engineering design studio in Alexandria that promises loyalty, commitment, consistent quality, and delivering fully realised projects on time. Eng. Amr Hafez is motivated by the dream of building the most reliable electro-mechanical design studio in the MENA region; to have his firm as a leader in the field within the next few years. To achieve this accomplishment, Al Hafez EDS maintains a solid collaboration with every architect, designer and developer, and in turn delivers designs that reflect both quality and functionality. Specializing in many different aspects of MEP, Al Hafez EDS tackles engineering services like design, shop drawings, coordination and site supervision for all project scales. Moreover, they specialize in turnkey and fit-out projects for residential, administrative and commercial spaces, providing all the essential solutions and finishing activities for their clients. Utilizing the exceptionally advanced BIM and Revit software, they also manage to specialize in HVAC designs and fire protection systems. Alongside the plumbing, CCTV cameras, sound systems, lighting & power systems.



A rich list of services only applicable to an engineering design studio valuing quality, consistency, and a lifelong dedication to unprecedented MEP consultant services like no other. Starting with a project that was the true turning point for the Studio in the words of the CEO himself, Beit El Gomla Supermarket's Obour branch posed a challenge for the realisation of Eng. Amr Hafez's dreams. The scale, complexity, and the client expectations pushed the company to elevate their performance to a whole new level by improving on coordination across all disciplines, alongside delivering on extremely tight timelines without ever compromising on quality. It proved how the company could definitely handle high-demand projects with precision and efficiency. Apart from Beit El Gomla supermarket, Al Hafez EDS also worked on designing electro-mechanical systems for notable projects: like the first Chuck E. Cheese location to ever open in Egypt, Dolato in Lakeyard North Coast, Volvo Ezz El Arab Showroom, Le Sable Patisserie, Coldwell Banker New Admin building in New Cairo, and Soliman Ezzat Hotel (Naval Forces) In Alexandria. Al Hafez EDS managed to elevate these projects to new heights of luxury as they continue to elevate his expertise in the field.



EMAIL: amr.hafez@alhafezec.com
MOBILE: 002 - 01005542225
WEBSITE: www.alhafezec.com
INSTAGRAM: [alhafezengineering](https://www.instagram.com/alhafezengineering)
FACEBOOK: Al Hafez Engineering Design Studio

TURNING DREAMS INTO ADDRESSES

The Vision Behind Zone Real Estate

It all started with a dream, not of profit, but of purpose. The dream is to help people find not just houses, but homes, to be more than just part of a transaction, but part of someone's journey. For Muhammad Jamal, CEO and Founder of Zone Real Estate, the journey into real estate wasn't only about bricks and land, it was about belonging, about guiding others toward the life they envisioned and deserved. Located in the heart of New Cairo, Zone Real Estate has quickly emerged as one of the top real estate companies in the real estate field. But the story behind its success is anything but ordinary. Jamal began this dream alone, driven by his experience and passion for décor, finishing, and the small details that often go unnoticed, but truly make a space feel personal. His unique eye for design and quality laid the groundwork for what would become a successful career in real estate. In those early days, Jamal was not handed success, his beginnings were humble and challenging. But with unwavering belief, a strategic plan, and the determination to create something lasting, he founded Zone Real Estate. What began as a solo dream slowly evolved into a shared mission, as Jamal brought together a team that not only matched his work ethic but shared his vision. Today, they are more than colleagues, they are co-dreamers and builders of lives. A key turning point in Jamal's journey came through inspiration from large-scale projects that challenged him and reshaped his vision. But perhaps no influence was greater than his mentor, Maged Osman. It was Osman's early guidance that lit a spark in Jamal's career, reminding him that every step forward, no matter how difficult, was one step closer to changing lives. At the heart of Zone Real Estate's success lies something rare in the real estate world: trust.



EMAIL: info@zone-realestate.com
MOBILE: 01010666616
INSTAGRAM: [Muhammadjamal](https://www.instagram.com/muhammadjamal)
WEBSITE: www.zone-realestate.com



@MUHAMMADJAMAL



Jamal's philosophy is simple: real estate is one of the most significant decisions in a person's life, and it must be handled with honesty, patience, and integrity. From the first consultation to the final signature, Jamal's company offers not just Real Estate but solutions tailored to each client's dreams and goals. **"We don't sell homes,"** Jamal often says. **"We offer futures."** This mindset has built a loyal base of hundreds of permanent clients who return to Zone Real Estate not just for new investments but because they feel seen, heard, and valued. That relationship-focused approach has made Zone the first name people think of when it comes to real estate in New Cairo, and increasingly, beyond. And Jamal's vision doesn't stop here. His roadmap for the future is ambitious: to expand Zone Real Estate to 10 different locations across the Middle East within the next five years. It's not just about growth, it's about multiplying impact, helping more people, and changing more lives. Jamal's vision for Zone Real Estate is to be more than a company. It's a story of perseverance, of vision, and of compassion built into every square meter. It's a reminder that with the right intention, business can still be human, ethical, impactful, and enduring. As the skyline of the Middle East continues to rise, one thing is certain: the dreams behind every home will continue to find their way, guided by those, like Muhammad Jamal, who never stopped believing that homes are made not just of walls, but of hopes, perseverance, love, and vision.

NICHE AWARD

2025



The superlative of us can often look at a piece of land and imagine an extraordinary vision of a unique built work erected within its confines. Whether that may be a living space for a comfortable family life, a professional environment that is convenient for the hard working individuals, or a community hub where people gather and connect, the end result doesn't matter as long as it serves the community. It takes a visionary with the creative eye to see the value in barren land, and the guts to take the step forward and work on said land. Mister Ahmed Taia had an ambition to scratch; to turn empty landscape into something viable and of value to satisfy both investors buying into a vision, and the surrounding community that will benefit from the future utilization of the vacant space. But to get to the point where he could turn what's clouding his mind, into something more tangible, steps had to be taken to change the landscape of real estate development in KSA and Egypt.

The journey started in the year 2000 with the graduation of Ahmed Taia with a degree in architectural engineering. Determined to live out his ultimate dream of mastering the field of real estate development through management and planning, he initiated his professional journey by working for some of the leading names in the architectural engineering industry. Gathering all the sufficient experience and knowledge in design, planning, and understanding the essential needs of the individual users and the community at large. This hard work turned fruitful when in 2006, Ahmed Taia managed to procure an opportunity to work for one of the largest real estate development companies in the Kingdom of Saudi Arabia. Now, and after 25 years of accumulated experience with challenges and opportunities coming in from every possible direction, Ahmed Taia can proudly proclaim that the field of real estate development has become inseparable to his daily life; if you ask him what he sees in this industry, enchanting him to keep moving forward with his dreams, Ahmed Taia would highlight the endless challenges testing his mettle, the myriad of never-miss opportunities to make use of, and the irreplaceable feeling of a true impact on society.



EMAIL: ahmed@ahmedtaia.com - pr@ahmedtaia.com

MOBILE: 00966569132376 - 002011016665

WEBSITE: www.ahmedtaia.com

INSTAGRAM: [ahmedtaiaofficial](https://www.instagram.com/ahmedtaiaofficial)

FACEBOOK: [ahmedtaiaofficial](https://www.facebook.com/ahmedtaiaofficial)



AHMED TAIA

Ahmed Taia's foregoing love for the developmental cycle is deeper than just surface level love for the nature of the business. The business requires an understanding of several high level concepts in the vein of engineering, finance and other legal aspects. To some, the bar is too high and almost impossible to reach to make the result worth it, but to Ahmed Taia, this was just more of an incentive to enter the field and keep learning and building his expertise further. Seeing a project from its mere inception as a piece of barren land to its completion as part of a project that drives social and economic value is a cherished feeling for Ahmed Taia.

Understanding the true value of trust, transparency, and communication between himself and the clients, Ahmed Taia managed to build a capable and reliable empire. His creative and comprehensive approach to real estate development managed to garner him successful projects utilising landscapes in KSA and Egypt. This process is not without its challenges however, as Ahmed Taia perpetuates the importance of balancing the needs of the investors and the demands of the surrounding communities. Ahmed Taia manages to engage with the investors to convince them of the vision while maintaining financial balance, and delivering built work where positive impact on the surrounding communities can be felt and valued. That is the optimum goal for Ahmed Taia; a vision of real estate projects that bring real value and contribute to people's overall quality of life. If Ahmed Taia has to become a leader in real estate developments to see his vision into reality, then he will gladly go through the trouble - one project at a time.



Real estate development is a merciless business - not for any vicious competition that aims to take you out of the playing field, but for the innovation requirement that stops anyone lacking grit and creativity to advance any further. Ahmed Taia describes the business as a harmonial dance sequence between all of its elements in order to transform ideas into a feasible reality. From conducting analytical studies, to designing the concept on paper, to careful site selection, then comes the implementation phase with diligent overseeing, and finally the post construction phase and keeping up with the clients to satisfy any needs that may arise in the future - all these elements work in cautious coordination to deliver a service of utmost quality and practicality. Transparency, professionalism, quality, and providing ceaseless support to investors; these are the core ideals the Ahmed Taia followed throughout his professional life, and act as the foundation through which his personal development company was built.





FLY HOME WITH EXPERTS

In a fast-moving world where speed often overshadows substance, Owl Properties has chosen a different path **one grounded in vision, rooted in trust, and guided by clarity.** This isn't a brokerage chasing leads or market trends. It's a curated movement of expert advisors, intentional matchmakers, and trusted consultants reshaping not only where people live and invest, but how they experience the process of getting there. Since its inception, Founder of Owl Properties, Ahmed El Araby, has positioned the company as more than a brokerage. It is a vision-driven real estate partner — operating across residential, commercial, and investment sectors with the kind of insight and intentionality rarely seen in the region. From luxury family homes to prime commercial assets, every client journey at Owl is anchored by three core values: clarity, trust, and direction. These aren't just slogans on a brochure. They are the principles that guide every property recommendation, every client consultation, and every negotiation table we sit at. **Clarity** means more than transparency — it's about ensuring that every buyer, seller, and investor truly understands the why behind each property decision. **Trust** is not built overnight. It comes from consistently showing up with integrity, deep market knowledge, and honesty. **Direction** is the compass that keeps our clients confidently moving forward — not overwhelmed, but empowered. **"We don't believe in transactions for the sake of transactions,"** the founders recently shared. **"Every deal is an opportunity to solve a real need, unlock potential, and create lasting value for our clients."** At the heart of Owl Properties is the belief that real estate isn't just about square footage or location. It's about people — their hopes, their needs, their futures. That's why Owl takes a human-first approach, prioritizing relationships over quotas and long-term value over volume. Whether guiding a first-time homebuyer, advising an investor on a strategic portfolio expansion, or connecting a growing family to their forever home, we always ask: Does this choice support their growth, their peace of mind, and their long-term goals? This perspective has struck a deep chord in the market especially among discerning clients looking for more than just **"another agent."** Owl Properties' clients are purposeful, often value-driven, and seeking real partnerships in their property journeys. Perhaps Owl's greatest achievement lies in **redefining what it means to be a broker.** We're not just closing deals we're building relationships, co-creating pathways, and listening deeply. Whether it's a meeting with a developer, a consultation with a family, or a strategic plan with an investor, our mission remains the same: **to guide every step with clarity, trust, and direction.**

NICHE AWARD

This client-centered approach has earned Owl Properties a reputation for high-touch service, meticulous follow-up, and agile responsiveness in a real estate landscape that often feels rushed or impersonal. As one client put it: “With Owl, I didn’t feel like a customer. I felt like a co-author of something that will last.” Today’s luxury is no longer just about marble finishes or skyline views it’s about meaning, efficiency, and alignment with modern values. Owl Properties understands this shift intimately. Every property recommendation, client interaction, and strategic consultation reflects a deep commitment to thoughtful living and purposeful decision-making. Owl’s approach blends market expertise with emotional intelligence. Whether they’re guiding a first-time buyer, a growing family, or a seasoned investor, Owl Properties goes beyond features and prices. They consider how a space feels, how it functions in daily life, and whether it truly supports the goals and wellbeing of its future owner. From prioritizing smart-home readiness and sustainable neighborhoods to identifying homes that offer peace of mind and room for growth, Owl takes a whole-living approach to brokerage. And while the process is rigorous, it never feels clinical or automated. It’s warm, intuitive, and remarkably human a rare trait in a results-driven industry. At Owl Properties, success isn’t measured solely by transactions closed, but by the impact they leave behind. The company has shifted the conversation from noise to nuance, from pressure to purpose. For Owl, a deal isn’t done when papers are signed. It’s done when the client feels safe, understood, and empowered. That’s why the Niche Awards 2025 honored Owl Properties as a true emblem of The Art of Legacy not just for what they’ve achieved, but for how they’ve done it: with clarity, care, and an unwavering commitment to human connection. As they look to the future, Owl Properties remains steadfast: growing with intention, never compromising on values, and continuing to serve as a trusted compass in a marketplace that often loses its direction.



EMAIL: info@owlproperties.net
MOBILE: 01114438008
WEBSITE: www.owlproperties.net
INSTAGRAM: Owl.properties
FACEBOOK: Owl Properties





NICHE AWARD

In a region known for importing solutions, Progressio is doing something radically different — it's building them. Not from boardrooms alone, but from the real stories of people, the daily challenges of businesses, and the dreams of inventors who've been told to **"wait their turn."** Founded by the visionary Yoeil Waheeb, Progressio didn't start with funding or fame. It started with frustration. Frustration that some of the brightest minds in the Middle East had to leave the region to succeed. That local businesses were forced to buy what they couldn't afford to build. Progressio is a tech R&D company that's rewriting the region's narrative around innovation. It's not about shiny gadgets or short-lived prototypes—it's about long-term impact. For Progressio, innovation isn't a slogan. It's a process rooted in empathy. Every project starts with a question: What problem are we solving, and who are we solving it for? From this clarity, real solutions are born, not gimmicks. Whether it's helping L'Oréal redefine customer experiences using AI or partnering with WHO to develop life-saving tech, Progressio's work is never just about technology, it's about people. Progressio is more than a company. It's a platform — a bridge — connecting the inventors who create, with the businesses that need. The Progressio model is unique; It begins with purpose, moves with data, and ends in impact. Each phase — research, development, design, deployment — is approached with rigorous care. Progressio's list of clients includes international giants like Dell and P&G, but its loyalty is to the region. It's about turning the Middle East into a source of innovation, not just a market for it. Ironically, Progressio's goal is to make itself obsolete. **"We don't want to be permanent,"** says Yoeil. **"We want to build a system that no longer needs us."** That's a radical stance in an industry obsessed with scale and dominance. But for Progressio, true success is measured not in growth charts but in empowerment—when local businesses can design, build, and scale tech without depending on foreign markets. It's a symbol of what's possible when a company dares to re-imagine what innovation can mean for a region. Progressio is not here to sell you technology; they're inviting you to build the future with them. Whether you're a founder with a bold idea, or a business seeking a smarter solution, Progressio is your partner, your lab, and your launchpad. And the best part? It's only the beginning.

» PROGRESSIO

ADDRESS: 51 Beirut Street, Heliopolis, Cairo, Egypt

EMAIL: info@progressiosolutions.com

MOBILE: 01270111510

WEBSITE: www.progressiosolutions.com



NICHE

LUXURY LIFESTYLE MAGAZINE

Old Is Gold, But New Is Diamond

Luxury is not merely a concept attached to the tangible extensions of our being - luxury is far more; it is transcendent of our usual understanding. The 7th Edition Of The Niche Awards aimed to celebrate luxury in all of its faces, flavors, and facets; because luxury is a spectrum, and recognizing the worth and weight of what has come, is as valuable as honoring the dazzling legacy of what's to come.



The Team

Just as there wouldn't be "Niche" without BeBrand, the Niche Magazine and the Niche Awards wouldn't exist in its current exceptional form, without a hard working multifaceted team doing their absolute best behind the scenes. At BeBrand we always talk about the world being a show where some play a part, while others witness the ensemble; so naturally, the team performed their part with exquisite talent, and the collective endeavor resulted in an extravagant play that will be remembered forever. Every successful step Niche takes forward, there are a myriad of extraordinary individuals that are committed, adept, and willing to pour their heart and soul to see every milestone through; going beyond what is asked of them, to do justice by Niche and elevate it to peaks that a few could only dream of achieving. The show never stops, and this diligent team is already thinking of ways to make Niche bigger and better than ever.

THE TEAM

FOUNDER AND CEO

NADY GHALY

DEPUTY CEO

DINA HAMAD

R&D MANAGER

JOHN BESHERA

HEAD OF ADMINISTRATION

YUSSEF MANSOUR

HR SPECIALIST

DOAA MOHAMED

HR EXECUTIVE

CHRISTEEN ATEF

IT & SUPPORT

ESLAM SALAH

FINANCE MANAGER

MOHAMED AHMED

FINANCE MANAGER ASSISTANT

ISEAK YOUSSEF

OPERATION MANAGER

NOOR ALI

ACCOUNT MANAGERS

CHRISTEEN KARAM

LORA OMAR

MARIAM ZAHER

PR MANAGER

PASSANT YASSER

PR COORDINATOR

JENNY EHAB

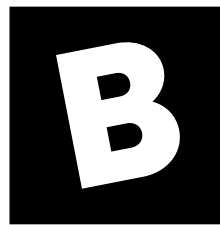
HEAD OF MEDIA

SAIFELDIN OMAR

VIDEO EDITOR

MOHANAD MAGED

NICHE
LUXURY LIFESTYLE MAGAZINE



BEBRAND
Agency



ADDRESS
19 st 100, maadi, Cairo, Egypt

WEBSITE
www.nichemagazine.me

EMAIL
info@nichemagazine.me

SALES NUMBER
01202702700 from 2700 to 2709

SUPPORT
012279720100

PRINTED BY
International Printing House (IPH)

ART DIRECTOR

AYA MOHAMED ELBAGIR

CREATIVE TEAM

ABANOUB GIRGES

MOHAMED MUBARAK

AMR TAREK

COPY WRITER

MOHAMED SOLIMAN

MARIAM TAREK

SOCIAL MEDIA SPECIALIST

MARTINA ROMANY

WEB DEVELOPMENT MANAGER

MINA NASR

BUSINESS DEVELOPMENT TEAM LEADER

FATMA MUSTAFA

LISA HALIM

SAHAR WAEI

MARIAM WAGEEH

NAWAL MOHAMED

BUSINESS DEVELOPMENT

GEHAN MAGDY

MAYAN HAZEM

MAYAR ASHRAF

AMMAR KOURISH

AMGAD ELPRINCE

HAGER HUSSIEN

BASMA HOSNY

SHAAM SHEBL

RUNNERS

AYMAN BEKHET

MANAL GHATAS

SAMAH SAMIR

EMAD YOUSEF

CHRISTEENA ABDELSHAHEED

EDITOR-IN-CHIEF

AHMED L. DARAWY

MAYA-S.H KAMEL

CEO and Regional Vice President of Sky-High Group Sloane Alliances
Redefining the landscape of premium retail, Beauty, and Lifestyle
Experiences in Egypt and Beyond.

Maya Kamel, Vice President of Sky-High Group S.A., is ahead of redefining the luxury beauty and retail landscape in Egypt and the region. As a pioneering entrepreneur, beauty brand builder, and lifestyle curator, she is setting new benchmarks for what refined, high-end experiences should feel like—merging global standards with culturally resonant sophistication. Maya has carved her place as one of the most influential figures shaping Egypt's luxury service scene. A retail strategist and creative marketer, she has successfully blended the artistry of beauty with the precision of business, cultivating a portfolio of elite experiences that speak to the aspirations of today's modern Arab clientele. Making history as Egypt's first female franchisee of the renowned British beauty houses Nail'd It London and Blush + Blow London, and Great Lengths Hair Extensions. Maya didn't just open beauty salons — she transformed the definition of luxury care in Egypt. Her approach goes beyond service delivery; it's about crafting immersive, high-touch environments where every detail reflects excellence, elegance, and a promise of consistency. From leading fashion and retail operations to launching franchise ventures, Maya has elevated the beauty industry by curating spaces and services that merge functionality with opulence. She has been leading the development of Mayfair Haus Prive — a flagship destination that unites British franchise concepts with Egypt's elite beauty community, offering full-spectrum self-care under one roof. Expanding her portfolio, Maya introduced Carousel Beauté Showroom, a curated showroom experience that merges fashion, beauty, and prestige — giving global brands and designers a local stage to shine. Whether through curated events, capsule collections, or seasonal showcases, Carousel Beauté showroom speaks to her vision of storytelling through style. Further amplifying her impact, Maya is also the founder of The High Society Network — Société Elite, a luxury-focused marketing agency designed to elevate premium brands through bespoke digital strategies, celebrity partnerships, and high-tier PR activations. Together, these projects form an ecosystem built on elegance, experience, and influence. **“What I value most is the loyalty we've cultivated — our clients come back for the experience, the memory, the standard. It's not just beauty, it's belonging to a world crafted with care,”** she says. **“Building a brand with international roots but a deeply local soul has been my proudest accomplishment.”** Maya continues to explore new frontiers. Her upcoming ventures include high-end partnerships and a foray into the F&B space, as well as collaborations across regional and international stages — all reinforcing her role as a multifaceted leader in the luxury industry. Maya is currently pursuing her Doctorate in Business Administration (DBA) — a reflection to her commitment to strategic depth and academic excellence. **“True leadership is not about position alone — it's about continuously learning how to evolve, refine, and empower,”** she notes. As a public figure, Maya uses her influence to champion clean beauty, conscious entrepreneurship, and the empowerment of women in business. Her brands embrace wellness, authenticity, and global relevance, while remaining firmly rooted in cultural grace and regional pride. Whether through high-profile campaigns, meaningful collaborations, or luxurious experiences, Maya Kamel is proving that luxury, when done with precision and consistency, becomes a timeless legacy.



SKY HIGH GROUP
SLOANE ALLIANCES
MAYFAIR
haus privé

ADDRESS: 5,7 Geziret El Arab St. Mohan-
deseen Star Capital Building , Cairo - Egypt
EMAIL: Operations@skyhighgroup.co
MOBILE: 00201009610894
INSTAGRAM: _miimiik

SAMA KAMEL

Reshaping Egypt's Beauty Industry

Sama Kamel stands at the forefront of a new era in beauty and wellness as a pioneer redefining health and beauty industry standards in Egypt through a unique blend of global excellence and regional identity, Sama has created a space where international standards meet local culture, and where beauty is rooted in self-worth, wellness, and empowerment. As the exclusive franchise partner of Nail'd It London and Blush + Blow London and Great Lengths hair extensions. Sama has introduced a visionary approach that positions beauty not as a superficial luxury, but as a powerful form of self-expression and empowerment. With a deep belief in raising the bar for what modern beauty experiences can be, her leadership has brought these internationally acclaimed salon brands to Egypt for the first time. Through these exclusive partnerships, Sama has transformed the local beauty scene, offering clients access to world-class service, conscious care, and clean, health-driven alternatives. As Co-Founder and Partner at Sky High Group S.A., Sama's leadership has been central to the group's strategic expansion and market positioning in Egypt's beauty and wellness sector. Her ability to align global brand standards with regional market demands has not only filled a critical gap in the industry but has also established Sky High Group as a key player in delivering high-end, results-driven beauty experiences. Through the first British franchised lifestyle beauty lounge of its kind in Egypt " **Mayfair Haus privé** ", Sama continues to drive the group's growth while setting new benchmarks for quality, innovation, and leadership within the market with a clear operational vision and commitment to excellence insuring 360 luxury pampering from hair artistry and skincare to nails, holistic wellness and retail. Her expertise in international business goes beyond global partnerships and strategic expansion. Sama's vision extends far beyond products and services, it reflects a deeper mission. For her, beauty is a platform for empowerment, an opportunity to inspire confidence and elevate self-worth through sophisticated, conscious self-care. She has been a driving force behind the region's clean beauty movement, championing health-conscious alternatives and advanced techniques in makeup, retail and wellness. She is the Mastermind behind the makeup studio " **Carousel Beauté** " empowering beauty with purpose. Her collaborations with high-profile celebrities, red-carpet icons have solidified her status as a trusted visionary in the industry. With every celebrity look, she blends artistry and intention, proving that beauty is not only skin deep, it's a powerful expression of identity. In a market historically dominated by chemical-heavy solutions, Sama has positioned herself as a key advocate for responsible, results-driven beauty setting a new industry standard rooted in accountability, education, and long-term wellbeing. Her dedication to excellence is reflected not only in the brands she introduces but in her relentless pursuit of global certifications and her ability to stay at the forefront of treatments, tools, and technologies shaping the international beauty landscape. A firm believer in the power of collaboration, Sama continues to build bridges between Egypt and the global beauty stage. From partnerships with internationally recognised experts to collaborations with influential public figures and Arab entrepreneurs, she uses her platform to amplify regional excellence and showcase the strength, sophistication, and potential of the Arab beauty industry. **"Being a pioneer means leading with purpose," says Sama. "It's about building something that lasts - something that uplifts people, not just transforms appearances."** With every project, collaboration, and strategic decision, Sama is helping reshape the beauty narrative in Egypt positioning it not only as a market ready for global standards, but as one setting them.



SKY HIGH GROUP
EGYPTIAN ALLIANCE
MAYFAIR
haus privé

ADDRESS: 5,7 Geziret El Arab St. Mohandeseen Star Capital Building, Cairo - Egypt
EMAIL: Sama.k@skyhighgroup.co
MOBILE: 01060067131
INSTAGRAM: samarizmakamel



Niche Howard

NICHE AWARD

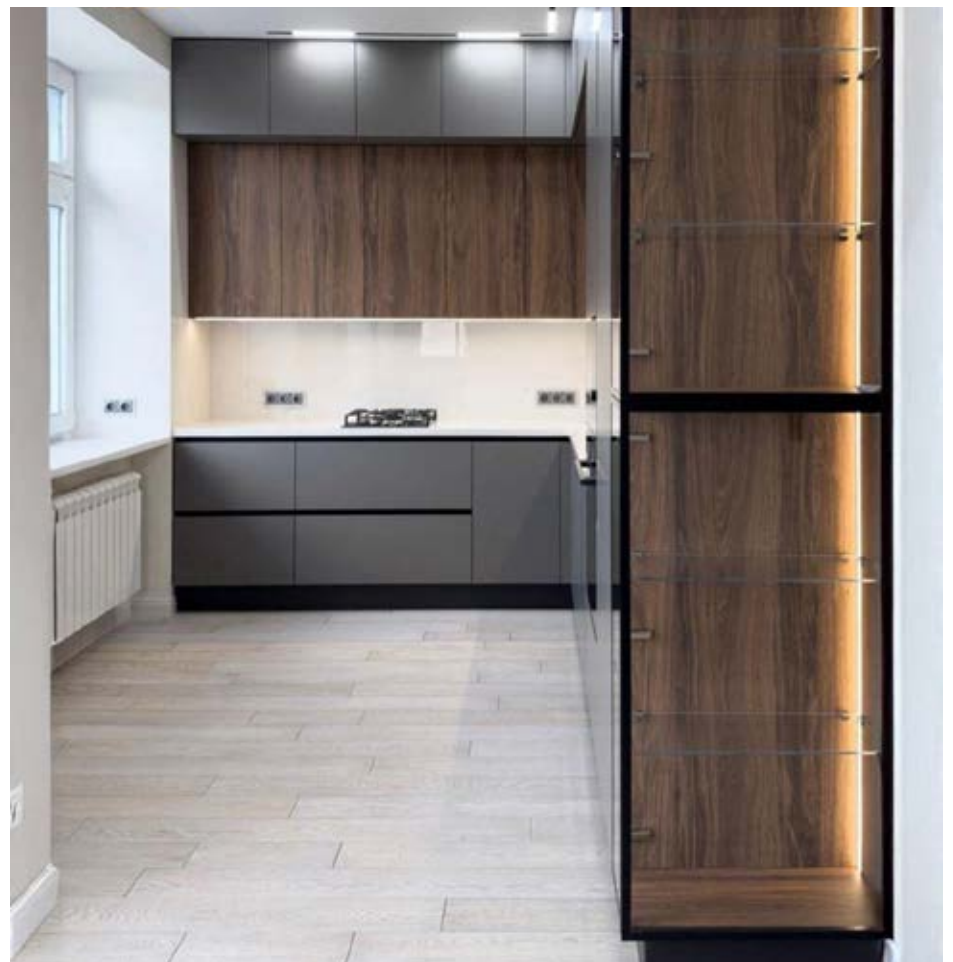
When it comes to the world of furniture, reliable and resilient is always the go-to. Everyone looks for something sleek, modern, convenient and commodious at the end of the day. To them, furniture is nothing more than a means to an end.

Only a few people truly appreciate and recognize the heart, soul, and time put into crafting superlative furniture with intricate details, reflecting the myriad of stories belonging to those who chipped in to design and create in the first place. Only a few people can admire the beauty in the unseen, and appreciate the meaning behind each and every part of the craft. But every once in a while, a visionary like Mister Samy Habashy, the Founder of Woods Furniture, comes along and proves that furniture can rest its laurels in the reasonable middle ground and still satisfy everyone; furniture doesn't have to lay on either extremes, it could be pronounced in different ways, and on a much wider spectrum than initially believed to exist.

So onward to a journey full of love, diligence, and a whole lot of passion. With a promise to bring you reliable, resilient, and beautifully crafted pieces of furniture that serve all your various needs without compromising on the quality or the expected functionality, Mister Samy Habashy founded Woods Furniture; a name that will be synonymous amongst the elite of the field, and talked about for generations to come if you desire to discuss the beauty of the craft. Taking the pure essence of natural and attested wood, then carving it into everyday furniture that exudes sophistication and elegance from every angle; and that's what Wood's Furniture truly is at its deepest and purest core, it has always been about blending the already existing beauty of nature and turning it into something more, something quite better. When it comes to the offerings at hand for Woods Furniture, and the styles they exude through their careful crafted work, we recognize the sleek and modern feel, still speaking a litany of words pertaining to the soul and purpose engrained into each and every piece; we talk about the functional form, but also the one displaying emotional and graceful reflections. Admiring Woods Furniture's work will leave you witnessing authentic Egyptian craftsmanship at its absolute finest, combining modernity in all of its exceptionalism, with the timeless designs that guarantee a legacy behind, all in complete congruency. It's a story about a rooted vision, fueled by a deep fascination for the materials that get put together to create a masterpiece. It's the textures, the materials, the carvings, the designs, dancing in harmony and resonance, guided by absolute precision, and an unyielding passion for the craft and every piece it results in. From full office furniture set-ups and various home furniture designs, to specialized pieces like spacious and inviting chairs, alongside focus inducing workstations and calm coffee corners; you desire and Woods furniture fulfills with ease and without complications. Integrity, care, and consistency, that's the motto for Mister Samy Habashy, and the solid foundation through which Woods Furniture was built upon to shine and redefine the furniture landscape. Creating a legacy in the art of furniture has always been the goal for Woods Furniture, and it doesn't seem like they would be stopping anytime soon.



ADDRESS: 10th of Ramadan - G67 - C1
EMAIL: info@woods-eg.com
MOBILE: 01117273337 - 01140626124
WEBSITE: www.woods-eg.com





DALIA OWEIDA

A Master of Timeless Luxury Designs

In a world filled with fast-changing trends and fleeting styles, only a few designers create something that stands the test of time. Dalia Oweida, a visionary interior designer, engineer, and accomplished artist, is one of those rare individuals. As the founder of Dalia Oweida Designs, she has carved out a unique space in the world of interiors by merging form and function with rich artistic heritage. What sets her apart is her masterful use of copper, a metal she transforms into breathtaking works of art by embedding it into furniture pieces in classic, groundbreaking, and luxurious ways. Raised in a home that felt more like an art gallery than a house, Dalia was surrounded by beauty from an early age. Her mother, an interior designer, played a major role in cultivating her aesthetic sensibilities. Growing up in this creative environment allowed Dalia to see design not merely as decoration but as a form of storytelling and emotional expression. Her passion grew stronger with time, and she chose to study design in college, turning her childhood dreams into a tangible career. But for Dalia, design has always been more than just a profession, it is a calling, an artistic journey that continues to evolve.

The spark that inspired her signature style came during an encounter with a traditional copper artifact. Fascinated by its texture, warmth, and timeless appeal, Dalia imagined how such elements could be integrated into contemporary luxury furniture, a creative breakthrough that would go on to define her artistic path. Her work is shaped by a philosophy of craftsmanship that blends traditional hand engraving with high-end, luxury materials like copper, marble, and natural stone. Each piece Dalia creates is infused with intention and emotion. To her, furniture is more than functional, it's a canvas for storytelling. Her attention to detail and dedication to handcrafted excellence ensure that every design is truly one of a kind, and each item tells a story all its own. A major factor in Dalia's enduring success is her commitment to balance. She believes that artistic designs should never come at the expense of comfort or functionality. Her designs always reflect a harmonious blend of aesthetics, usability, luxury, and elegance. Her work has long been celebrated, with a notable highlight being her appearance on Share`a Sharif TV Show, where she showcased her artistry to an expansive audience. The response was overwhelmingly positive, with Sherif Madkour praising her unparalleled originality and exceptional craftsmanship, further cementing her reputation as a leading figure in the luxury design world.



Today, Dalia Oweida remains at the forefront of innovation and creative expression. Her work transcends conventional furniture design, embodying timeless, luxurious statements of artistry and individuality. With a profound respect for cultural heritage, an exceptional sense of aesthetic balance, and an unwavering commitment to pushing creative boundaries, Dalia has rightfully earned recognition as one of the most influential and distinctive designers in the field.



EMAIL: daliaoweida@gmail.com
MOBILE: 012222293950

NICHEKSA

Awards 2nd Edition



The Best Is Yet To Come

The First Niche Awards event that took place on Kingdom of Saudi Arabia soil back in 2024 was a resounding success by all accounts and purposes. The Kingdom is a sensational place that is filled with a multitude of talented and exceptional individuals that deserve to be honored as much as they deserve to be highlighted; that is why we are elated to announce the return of the Niche KSA Awards in December of 2025. Stay tuned for when the time comes for elegance and luxury to shine under the spotlight once again in The Kingdom of Saudi Arabia.





SKODA

MOBILE: 01001999465

EMAIL: info@sharkawyauto.com

FACEBOOK: [Sharkawy Auto](#)

INSTAGRAM: [sharkawyautomv](#) - [sharkawyauto](#)