

# NICHE

## LUXURY LIFE MAGAZINE

KSA AWARDS 2025

From Milan to Cairo, London, and Riyadh, an upcoming global celebration prepares to mark a defining moment.

BORN FROM HERITAGE.  
BUILT FOR THE FUTURE.

A SYMBOL OF KSA'S VISION  
TRANSFORMATION 2030.

### The Winds Of Change

HOW AL-HOKAIR GROUP REDEFINED TOURISM  
AND ENTERTAINMENT FOR THE GULF REGION

رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

**Hilton**  
RIYADH HOTEL & RESIDENCES  
فندق هيلتون الرياض والشقق الفندقية

مجموعة عبد المحسن الحكير القابضة  
ABDUL MOHSEN ALHOKAIR HOLDING GROUP

**EGYPTAIR**  
STAR ALLIANCE

**ARCHPLAN**  
DEVELOPMENTS

**FITHUB**  
by.hourkhatib


**KSA AWARDS 2025**

A black and white photograph of a man with a beard and glasses, seen from the side, speaking at a podium. The background is dark and out of focus, with some light sources visible. The text is overlaid on the lower half of the image.

## *At The Land of The Landmarks,* **NICHE MAKES A STATEMENT**

What started in 2024 with the first ever illustrious Niche Awards KSA event, has been carried forward on the shoulders of Niche, all the way to December 2025 when expectations were at their highest, and all the starry eyes were on us not just to deliver an equally exquisite evening, but to go beyond the already set threshold in 2024, and leave the new year's attendees awe-struck at the magnificence unveiling right before their very eyes. The task ahead would be demanding and challenging for anyone to take head on, but these words had no meaning in the Niche dictionary. Sooner rather than later the brainstorming phase started, and the concept for this year was laid out like it was meant to be. Niche was all for putting success on a pedestal, and in the land of progress, success, and landmarks, it is most fitting that the Niche Awards ceremony would be a landmark of its own - one that represents success in all of its facets.





Fast forward to the day of the ceremony at the heart of Riyadh, and a very familiar air was overpowering that day - an air of pure excitement. The stage was beautifully set; the curtains were put up; the radiating red carpet was laid out on the ground; the spotlights were shining like the night sky on that same day; and the awards were glimmering with grace and authority. Everything was in its intended place; everyone was waiting in anticipation, up until the clock hit 7 PM, and the guests started gracefully arriving - walking in stride on the red carpet path ready for an extravagant night of lavish proportions. Every corner of the venue was gleaming. The blinding spotlights dazzling the place added to the gleam, but the shining faces of the attendees, and their hearty laughs as they posed to capture unforgettable moments and socialize sparked something unique that very few will find anywhere else but a Niche held ceremony. It was not long before the doors were opened to the masses as each took to their seats awaiting the official start of the Second Edition of The Niche Awards KSA. Warming up the crowd before the awards ceremony officially started, Dr. Nady Ghaly took the stage to deliver a significant speech. His words laced with reverence to the beauty and the exceptionality of Saudi Arabia, alongside unparalleled confidence and optimism for the future of the Niche Awards under the Niche Global umbrella. Cheers and applause erupted in profusion, before the mood was set by an elegant band of musicians playing tunes that were heavily influenced by the culture of the Arabian peninsula. After all was set and done, the long awaited awards ceremony started, with everyone from cultural figures, to artists, businessmen, architects, doctors, and a plethora of other highly skilled disciplines receiving their golden Niche statue, as a sign of commemoration and admiration to their success. This year was no different than the last, and will not be different from what comes next: Niche is all about shining a spotlight on the success of individuals that truly deserve all the attention. This year we aimed to focus on that aspect and extend it to the idea of the ceremony in the land of landmarks becoming a landmark in and of itself - one that represents success and all that results from it. Reaching that level of achievement is not a convenient task, so to do so, and to stand proudly on the Niche stage to accept the honor, it means you have reached the epitome of the mountain, where everyone else looks at you in reverence and as a goal for them to reach one day - it means you have become a landmark for success.

# AWARD OF THE YEAR



**Ahmed Bedair**

Actor



**Amira Mohamed**

Actress and Public Figure

**NICHE**  
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KSA AWARDS  
SECOND EDITION



# AWARD OF THE YEAR



**Aziz Buhais**

Actor



**Abdulmohsen Alnemer**

Actor

**NICHE**  
LUXURY LIFESTYLE MAGAZINE



**KSA AWARDS**  
SECOND EDITION

# AWARD OF THE YEAR



**Tareq Alnefisi**

Actor



**Ibrahim Almaedi**

TV Presenter

**NICHE**  
LUXURY LIFESTYLE MAGAZINE



**KSA AWARDS**  
SECOND EDITION



# AWARD OF THE YEAR



**Helda Yassin**

Actress



**Khaled Selim**

Musician and Actor

**NICHE**  
LUXURY LIFESTYLE MAGAZINE



**KSA AWARDS**  
SECOND EDITION

# AWARD OF THE YEAR



**Faisal Alzahrani**

Actor



**Eleen Suliman**

Personal Blogger

**NICHE**  
LUXURY LIFESTYLE MAGAZINE



**KSA AWARDS**  
SECOND EDITION



# AMBASSADOR



**Hany El Behairy**

Fashion Designer



**Dr. Arch. Sami Angawi**

Founder and Chairman of Sami  
Angawi Architects Co.

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LUXURY LIFESTYLE MAGAZINE



KSA AWARDS  
SECOND EDITION

# AMBASSADOR



**Dr. Mohamed Al Alem**

CEO of Al Alem Dental Group



**Maged Fawzy**

Founder of Well Spring

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LUXURY LIFESTYLE MAGAZINE



**KSA AWARDS**  
SECOND EDITION



# AMBASSADOR



**Dr. Dhaifallah Alshehri**

Dentist



**MSc. Arch. Ahmed Ashour**

CEO and Chairman of Archplan  
Developments

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SECOND EDITION

# AMBASSADOR



**Eng Awad Rashad**

Founder of AROART Wood



**Dr. Hany Usama**

Chief Executive Officer of  
T.E.Z TOUR



**Nour Khatab**

Owner of Fithub

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# EXCELLENCE



**Ramy Gendy**

CEO & Founder Nineteen  
Furniture



**Eng. Ahmed Diaa**

General Manager, Al Olayan  
Contracting (Turnkey Luxury Palaces)



**Eng Muhammed  
El Sepaey**

Founder and Principal Architect  
at HWS

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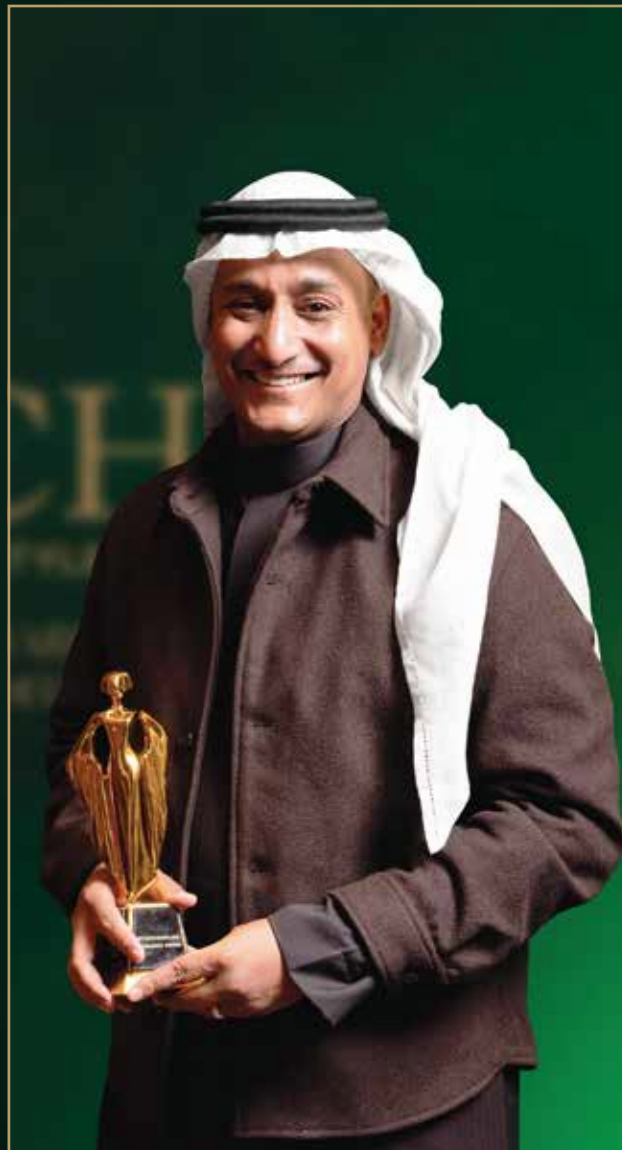
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SECOND EDITION**

# EXCELLENCE



**Dr. Amer Al Kudmani**

Plastic Surgeon



**Riyadh Musallam**

Journalist & Editorial Director



**Arch. Ahmed Taia**

Real Estate Development  
Management

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SECOND EDITION



# EXCELLENCE



**Abdulrahman Alnaser**

Head of the Culture and Art  
Section at Al-Riyadh Newspaper



**Dr. Ali Alamri**

Consultant Dermatologist and  
Aesthetic Expert



**Dr. Ghaseb Al Ghaseb**

Cosmetic Dentistry, Operative  
Dentistry and Dental Implants

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SECOND EDITION

# COVER

## Story

For decades, the Al-Hokair Group has stood at the intersection of vision and experience, shaping how people across the region travel, engage with leisure, and connect. Founded on the pioneering foresight of Sheikh Abdul Mohsen Al-Hokair who helped redefine destinations in the Gulf region through early recreational parks, landmark hotels, and innovative experiences that changed how communities gathered and celebrated life. Today, the Al-Hokair Group carries this legacy forward with scale, ambition, and purpose. Its entertainment destinations welcome millions, and its expansions into new sectors continue to drive growth. The group remains rooted in its heritage while embracing sustainability, and experience-driven development. More than a business, Al-Hokair represents a legacy, continuing to shape how the region experiences the world today, and for generations to come.



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ABDULMOHSIN ALHOKAIR HOLDING GROUP





# *CEO Letter*

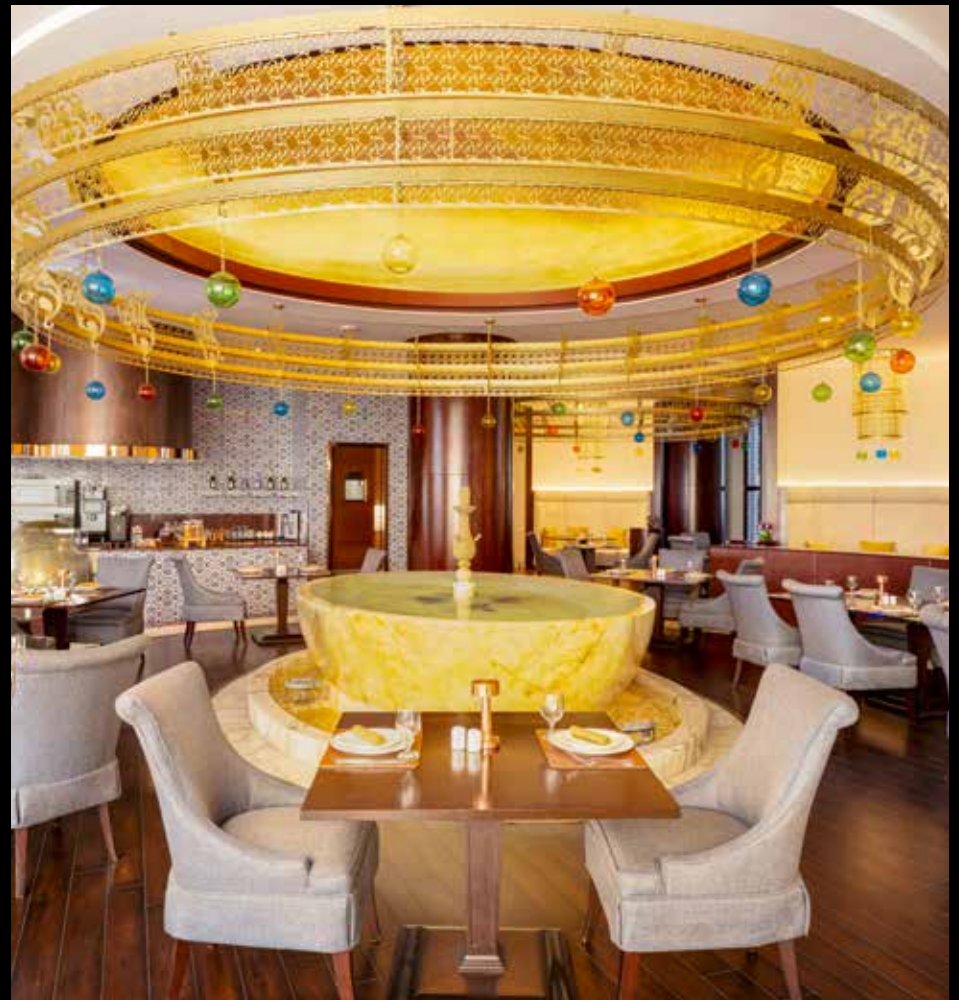
Faith has always been the compass guiding every step of my journey. From the earliest days of launching Niche Magazine, to the day it became Niche Global, I believed that a single vision, when pursued with conviction, could grow beyond borders and touch lives in ways we never imagined. That belief turned a small idea in 2011 into a global platform where inspiration meets action, and where achievements are recognized not just for success, but for the courage, resilience, and dedication behind them. Building Niche was never just about publishing stories. We began our journey by obtaining the license from the UK, a step that allowed us to bring Niche Magazine to the Middle East. Now, we have acquired our UK counterpart and transformed mere visions into tangible reality. Looking back, I am grateful for every step and every partnership. I am grateful I got to start with BeBrand, which celebrates its 25th anniversary this year with pride. Looking forward, I am excited for the future we will shape, the stories we will tell, the leaders we will highlight, and the bridges we will build between creativity, opportunity, and impact. Through every challenge and milestone, I have learned that true success is rooted not only in what we create but also in the belief that drives us and the people we share it with.





# BEYOND A STAY

Hilton Riyadh and the Art of Visionary Hospitality in the Kingdom, where innovation meets tradition and elegance embraces sustainability. Hilton Riyadh stands not merely as a hotel, but as a symbol of a new era in Saudi hospitality. With exceptional service, expansive facilities, and a strong commitment to people and planet, Hilton Riyadh continues to redefine what it means to lead regional hospitality. From the moment guests enter the vast lobby, they are welcomed not only with five-star service but with a philosophy rooted in care, precision, and elevated comfort, making Hilton Riyadh a standout partner of Niche KSA's upcoming event. Hans Schiller, Area General Manager of Hilton Hotels in Riyadh, stands at the forefront of luxury hospitality in the Kingdom. With a refined leadership style rooted in innovation and cultural awareness, Schiller has not only elevated the guest experience across Hilton properties but also led meaningful initiatives that invest in the future of Saudi talent. Under his leadership, Hilton Riyadh has become a hub of excellence where world-class service meets local authenticity. A firm believer in empowering local communities, Schiller champions the recruitment, development, and promotion of Saudi nationals across all levels of hotel operations. His commitment to nurturing homegrown talent aligns with the Kingdom's Vision 2030, making Hilton not just a luxury destination, but a proud contributor to national growth. Hans Schiller's blend of elegance, forward-thinking leadership, and dedication to cultural impact continues to shape the future of hospitality in Riyadh.



# NICHE AWARD



As part of Hilton's global Travel with Purpose initiative, the Riyadh team is deeply invested in giving back. During Purpose Week, the hotel led a series of community-forward efforts, cleaning public parks, repairing cancer centers, and donating over 150 meal bags through local partnerships. These actions are not mere PR moments. They reflect a philosophy rooted in responsibility and echo Saudi Arabia's broader Vision 2030, a future where progress is paired with purpose. Hilton Riyadh also takes practical steps to minimize environmental impact. Participation in Earth Hour, energy conservation measures, and ongoing eco-friendly initiatives form part of its everyday operations. It's a hotel that doesn't just serve its guests, it serves its future. Behind the scenes, Hilton Riyadh is powered by innovation. Its Satisfaction and Loyalty Tracking (SALT) system gathers real-time guest feedback, allowing teams to swiftly adapt and enhance experiences with precision. But data is only half the equation. What truly sets Hilton Riyadh apart is its people. Every team member, from concierge to culinary, is trained not only to perform, but to anticipate. To deliver warmth, attention, and that distinct sense of being truly seen and heard. This combination of analytics and empathy makes the guest experience not just enjoyable but memorable. As Saudi Arabia charts a bold course for its future, Hilton Riyadh stands proudly as both participant and partner. Beyond hospitality, the hotel supports local business collaborations, champions sustainable tourism, and creates opportunities for Saudi talent to grow and lead. It's not just about building a brand. It's about building a better, bolder Kingdom. Whether you're a business traveler sealing deals by day and dining under stars by night, a family creating memories over brunch, or an event guest swept into a night of elegance, Hilton Riyadh doesn't just host you. It elevates you. It is, in every sense, a sanctuary of world class service wrapped in the warmth of the Saudi spirit.



## Hilton

RIYADH HOTEL & RESIDENCES

فندق هيلتون الرياض والشقق الفندقية

**ADDRESS:** 6623 Al Shohda Eastern Ring Road  
Riyadh, 13241 - 2892 Saudi Arabia, P.O. Box 86230  
**MOBILE:** +966112346666 - +966 56 789 3073  
**WEBSITE:** [www.hilton.com](http://www.hilton.com)



# EGYPTAIR

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STAR ALLIANCE



[egyptair.com](http://egyptair.com)



# Introducing State-of-The-Art Airbus A350-900





# THE WINDS OF CHANGE



Tourism, entertainment, and hospitality may seem like separate worlds, but they all share one essential connection: they thrive on creating experiences. Sheikh Abdul Mohsen Alhokair recognized this long before these industries began to take shape in the Gulf. Sensing the region's untapped potential, he invested his savings and set out to build its earliest recreational parks and hotel chains, launching Riyadh's first theme park in the 1970s.

By 1978, his trailblazing vision earned him the title **"Sheikh of Tourism in the Gulf,"** marking the beginning of a transformation that would redefine destinations across the region. With a clear mission to deliver exceptional services, the company continues to uphold Sheikh Abdul Mohsen Alhokair's enduring vision. **"Believe in what you do, and you shall become the master of your craft"** BAAN Holding Group's success spans Saudi Arabia, the UAE, and Egypt, with 78 entertainment centers attracting over 12 million visitors annually. In hospitality and food services, the group manages 22 hotels and five major brands across 19 restaurants. BAAN is also expanding into new sectors, including catering, securing an exclusive SAR 750 million, seven-year contract for a NEOM residential community. BAAN Holding Group honors Alhokair's vision by strengthening tourism, innovating, and bringing his Gulf dream to life.





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ABDULMOHSIN ALHOKAIR HOLDING GROUP

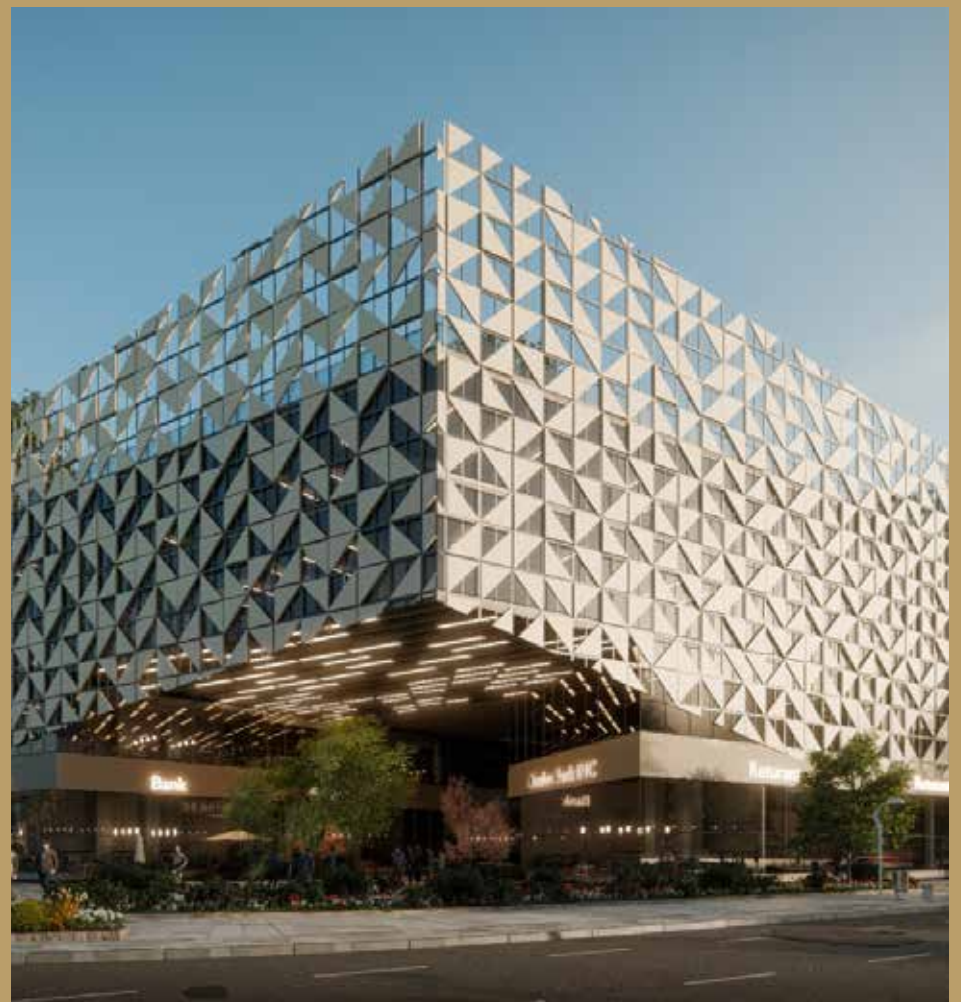
**ADDRESS:** Northern Ring Road, Al Muruj District P.O.  
Box 57750 Riyadh 11584 Kingdom of Saudi Arabia  
**EMAIL:** info@alhokairholding.com  
**MOBILE:** 00966114134444  
**FAX:** 00966114131111





# Making of A Future

With over 40 years of experience, Archplan Developments has proven time and time again that it is a major leading force behind the creative, sustainable, and future-proof developmental evolution of Egyptian architecture and urban spaces. Through their collaboration with a global network of experts, and their expertise that spans across continents - from the Middle East to Europe - Archplan developments is shaping the future of real estate through innovation, and into green, sustainable, and heritage respecting landmarks. A prime example of their work paving the way for Egypt's future, is their "Il Cuore" series - which are a series of built work that aim to tangibly represent the ideal image of a new Egyptian landmark; one that respects our culture, while pushing us forward towards a more green future. Built at the heart of the business district in the New Administrative Capital, the "Il Cuore" series is a shining beacon of how Egypt should be represented in the real estate and architecture space for the foreseeable future.







Behind every great idea seeing the light however, is a diligent and hard working individual, facing every obstacle and every challenge head on just to keep moving forward towards achieving his dream - the individual in question is developer extraordinaire, MSc. architect, and the CEO of Archplan Developments, Ahmed Ashour. A man with a strong conviction and a zealous vision for the Egyptian urban landscape. For an individual with his wealth of experience throughout the years, he brings to the table what the landscape lacks at the time - a young innovative mindset that doesn't outright reject the old ways, but rather embraces everything that made this era as pronounced as it was, while adopting newer technologies and techniques never before seen in Egypt. The "Il Cuore" series is the biggest indicator to this assessment, as Ahmed Ashour took the initiative to partner with world-renowned Italian architect, Stefano Boeri to adapt his "Vertical Forest" concept - already used for "Bosco Verticale" in Milan, Italy - and apply it here in Egypt with "Il Cuore Verde," "Il Cuore Giallo," and "Il Cuore Azzurro." All of these builds carry the same mantra and follow the same ideal - sustainable and green architectural builds that make use of the vertical forest concept where greenery and trees harmonize with glass and concrete to create a beautiful delicate dance, balancing Egyptian heritage in the overall look, while making use of current and future technologies that bring the increasingly necessary contemporary and appealing touch, as the cherry on top of a perfect cake. Ahmed Ashour has a grand and ambitious vision for Egypt, and although it is easy for anyone to talk the talk, Ahmed Ashour has walked the walk, all the way back since he began his professional career right after graduating from the University of East London. The path is full of hurdles and obstacles, but what others may lack in skill or determination to continue, Ahmed Ashour has all of that doubled, just to keep moving forward to a brighter future.

ARCHPLAN  
DEVELOPMENTS

**ADDRESS:** 56 El-Imam Ali, Almaza, Heliopolis,  
Cairo Governorate, Egypt.

**EMAIL:** [info@archplandependments.com](mailto:info@archplandependments.com)

**HOTLINE:** 15450

**WEBSITE:** [www.archplandependments.com](http://www.archplandependments.com)



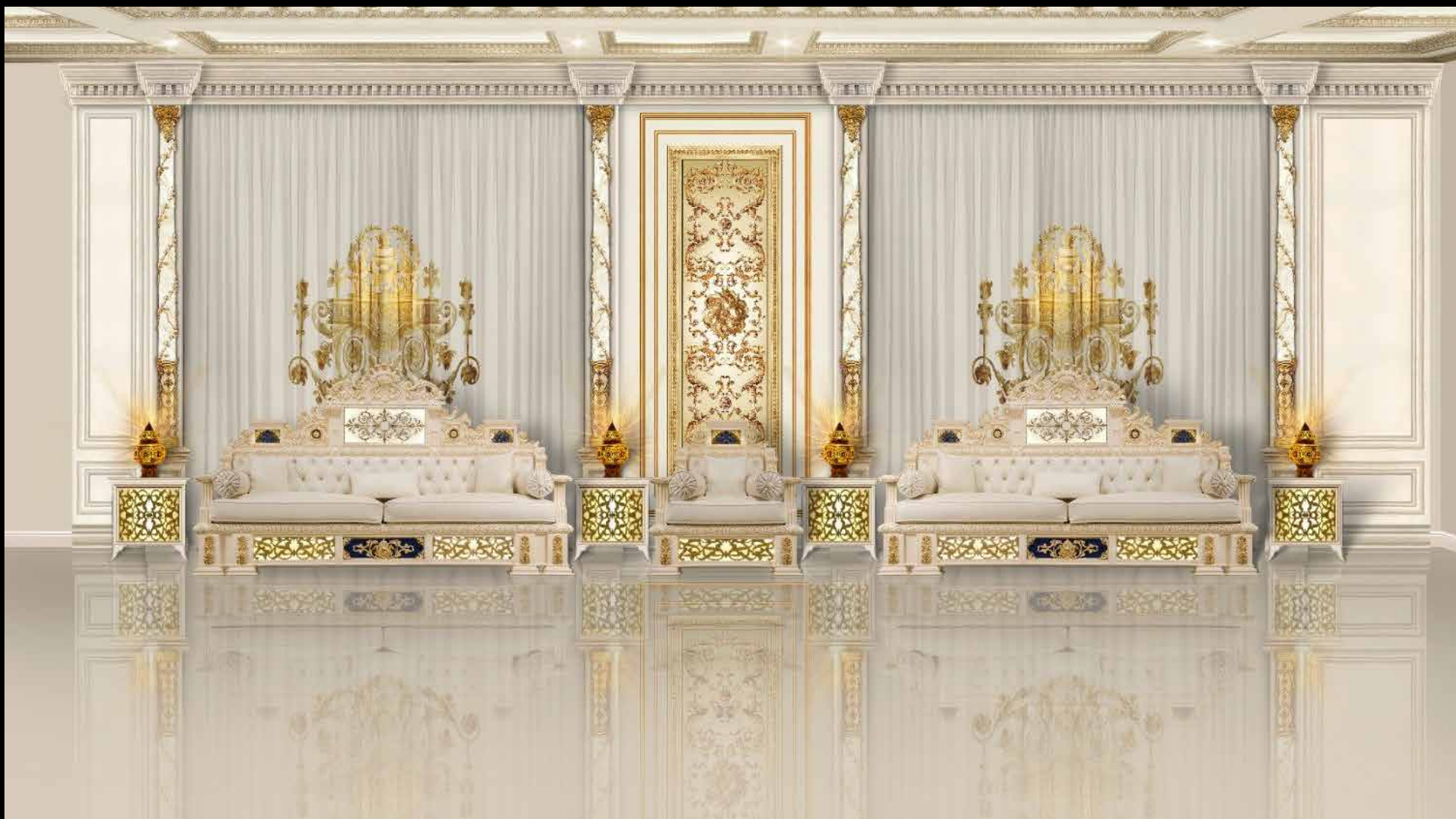
# ART HERITAGE

## A Legacy of Generational Artistry

Under the leadership of **Engineer Eslam Sherif**, the fourth generation of Art Heritage continues a century-long legacy of artistic excellence. By harmonizing classical Italian-influenced aesthetics with a modern framing, the brand crafts furniture that remains the pinnacle of timeless elegance. This journey began in 1920 with the foundations laid by renowned artist Youssef Khafagy, a vision further elevated by the third generation, Engineer Mohammed Sherif, who solidified the brand's reputation for old-school luxury. Today, Eng. Eslam Sherif - as Chief Executive Officer - honors this lineage by blending the atelier's historic roots with his own innovative perspective. By building upon the work of Eng. Mohammed Sherif ensures every generation respects the legacy and translates it into the pieces respecting the past's impeccable attention to detail while feeling right at home in a fast-moving new age.







Art Heritage's design philosophy is clear cut and expresses the sophisticated brand behind the most opulent of designs: authenticity, craftsmanship, and storytelling. The authenticity is what glues the foundation together; it's the promise to fully represent the classical and intricate style of the past through a modern lens, without losing the magic and the style that makes the past as unique and beloved as is. The craftsmanship is a showcase of the pure artistry that goes into each and every piece. Finally, the storytelling part is the heart of Art Heritage - the fuel that captivates and enchants the witnesses into believing that a true piece of the past has been plucked and carefully placed in our modern times. Art Heritage believes there will always be a future for classical furniture designs as a reflection of cultural identity and timeless elegance. Through executing major projects all over the world - working on palaces, luxury hotels, government buildings, heritage restoration initiatives, and alongside a selective network of artists, designers, and architects, to create unique and bespoke collections for a myriad of projects, Art Heritage continues to prove why classical designs will continue to persist through the modern times. Because modern masterpieces could stand to have a sophisticated classical touch, and Art Heritage is here to deliver.



# WHERE JOURNEYS BECOME TIMELESS EXPERIENCES



Led by Dr. Hani Osama, the company's General Manager, this ambitious vision is transformed into reality through leadership defined by strategic depth, innovation, and an unwavering commitment to excellence. With a refined understanding of both global tourism standards and Egypt's distinctive cultural essence, T.E.Z TOUR Egypt operates at the intersection of insight and inspiration. In the world of refined travel, where every detail carries meaning and every moment becomes a memory, the company emerges as a curator of truly unforgettable journeys. As one of Egypt's leading Destination Management Companies and a proud member of an internationally recognized tourism group, T.E.Z TOUR Egypt has long moved beyond the boundaries of conventional travel. Since its inception, it has seamlessly woven international expertise with authentic local knowledge, crafting experiences that embody elegance, personalization, and distinction. Each journey is meticulously designed to reflect a philosophy rooted in precision and thoughtful storytelling. More than a service provider, T.E.Z TOUR Egypt stands as a trusted partner, redefining luxury travel through seamless execution, elevated comfort, and enduring value that resonates long after the journey ends.



Let's travel

**ADDRESS:** (B16- B127A) Building, Second floor,  
Smart Village, Giza, Egypt  
**EMAIL:** offers@cairo.tez-tour.com  
**HOTLINE:** 15502







Travel solutions tailored to the expectations of the most discerning travelers and global partners. From bespoke leisure travel and charter operations to tailor-made itineraries, corporate travel, and premium MICE services, the company delivers experiences shaped by reliability, innovation, and understated luxury. Its expertise extends beyond tourism into the realm of experiential storytelling, curating high-impact corporate events, refined brand activations, and immersive experiences that leave a lasting impression. Elevating perspectives both literally and figuratively, T.E.Z TOUR Egypt also offers aerial advertising and sightseeing experiences over Cairo, the North Coast, and El Gouna, presenting panoramic views that transform the skies into a canvas of prestige and visibility. Central to its operational excellence is a modern, meticulously maintained transportation fleet, ensuring safety, comfort, and punctuality while granting the company full control over service quality across every destination. This strength is reinforced by a robust operational infrastructure that encompasses hotel contracting, airport assistance, transfers, excursions, and comprehensive destination management services, all supported by advanced technological systems and a powerful logistics network. At the heart of this seamless operation lies a multilingual team of seasoned professionals whose collective commitment defines the company's exceptional standards, guided by a transformative leader with over 24 years of experience and a vision rooted in strategic foresight and human-centric values. Beyond excellence in execution, T.E.Z TOUR Egypt embodies a philosophy where luxury is defined not only by elegance but by meaning, responsibility, and emotional connection. Each journey is crafted with deep respect for culture and authenticity, while a strong commitment to sustainability and ethical tourism shapes long-term value. By embracing innovation while honoring Egypt's rich heritage, the company consistently delivers journeys that feel both exclusive and personal, positioning Egypt not merely as a destination but as an enduring expression of timeless luxury.





# NICHE 2025 AWARD

In the world of fitness, commitment and discipline reigns supreme if you ever want to lead a healthy life and keep leading that life forever. However, getting to the necessary level of commitment and discipline that each and every unique individual personally needs for the betterment of their life, can take from a myriad of contrasting perspectives and approaches; not to mention the level of dedication that is required by the individual partaking on this journey to be able to traverse a long and winding road. Nour Khatab of FitHub is ready to assist you on this journey of yours alongside his immensely experienced team of coaches and experts. It is all about the motivation for change, and Nour Khatab is ready to be by your side, not as a coach and an expert with a wealth of knowledge about his field, but as a full fledged partner that accompanies you every step of the way, making sure you become confident enough to keep walking.





Nour Khatab, and FitHub as a famed powerhouse in the fitness industry, sparked up from a mere idea, to an active execution of said idea like so many of us: motivated to do more, to change how things are, and to become the best version of ourselves that we can be. Nour Khatab started his journey into the fitness world by working to better himself first. He aimed to change his life completely, turn it upside down, and alter the physical and mental aspects of it all for the healthier. Over time, and throughout his journey of dedication, Nour Khatab realised something peculiar about himself and his beliefs; he noticed the greater positive impact that arose as a result of partaking in the healthy lifestyle he was leading, and the realisation was clearer than ever for him: Nour Khatab wanted to extend these positive aspects to everyone else. Beyond his needs and his self fulfillment, Nour Khatab sought to change the world for the better - one individual at a time. His first step was to dive deeper into the fitness field - deeper than anyone would have the patience and diligence for. Sooner rather than later, he turned what was once his personal passion that grew from a life long journey of self betterment, into a full fledged profession where he can take the wealth of knowledge and experience he has accrued over his tenure, and help others reach their own personal goals, leading a consistent prosperous life in good shape, and a healthy mindset. It all starts by defining the catalyst itself - the act of fitness; Nour Khatab defines fitness from the perspective of FitHub as more than just changing appearances. The well-known chiseled appearance is a given, and a plus for a lot of people, but the ability to live with strength, energy, and good health in the long term.

The right mindset is to always favor health and sustainability over attempting to just look good; chasing the final cherry on top in terms of results, will usher you into a world of stress, confusion, and frustration, because you end up looking for quick fixes and shortcuts to get to a goal that can only truly be attained through consistent hard work. Nour Khatab - and FitHub as an extension - address these types of issues with education, gradual progression, and building a strong and safe foundation through which the individual that usually favors the quick and easy fixes, would be informed enough and guided carefully develop a consonant mindset that carries their healthy lifestyle forward and beyond. FitHub makes sure to tailor every plan to your needs. They not only keep in mind your weight and how your body looks before the life transformation, but they also understand your lifestyle - your day to day life, when you are available and when would you be busy, the ambitious fitness goals you have for yourself in the future, and they take all of that into account just to construct the perfect plan suited only for you. Results may take time, but FitHub is helping you change a lifestyle not just a physical body. Through continuous follow-ups, clarity and transparency in setting up personal goals for you, and committing to you before you ever commit to them, FitHub manages to build a powerful foundation for trust between the experts and the individuals looking for true change. In the end, fitness is not a mere destination marked by a number on a scale or a fleeting visual transformation - it is a life-long commitment to showing up for yourself with intention, patience, and purpose. Nour Khatab and FitHub stand as a testament to what happens when fitness is approached as a sustainable way of life rather than a temporary solution. By prioritizing education, individuality, and long-term well-being, FitHub empowers people to build strength that lasts beyond the gym and confidence that carries into every aspect of life. This journey is not about rushing toward an end result, but about learning how to walk forward with resilience and clarity. With Nour Khatab and his team beside you, fitness becomes more than a goal - it becomes a mindset, a partnership, and a lasting transformation.



EMAIL: [Nourkhatab@fithubeg.com](mailto:Nourkhatab@fithubeg.com)  
[Drayatabdelhady@gmail.com](mailto:Drayatabdelhady@gmail.com)  
 INSTAGRAM: [fithubegypt](https://www.instagram.com/fithubegypt)  
 FACEBOOK: [FitHub Gym](https://www.facebook.com/FitHubGym)

# NICHE AWARD

## WEAVING THE FUTURE'S FABRIC

To create an authentic fashion brand that is elegant, high quality, and accommodating for a wide variety of women, including the sophisticated bunch that crave designs paying homage to the golden era of fashion and culture, it would be a grand challenge for a fashion enthusiast to undertake it. It is easy to follow trends and curate contemporary pieces that speak of the modern age, satisfying the majority of the women population without second thoughts. The challenges lie in creating a facade - an identity that hooks the intended audience, getting them invested into the experience you are trying to sell. But for Layan Al Sharif - the eccentric mind behind LAS fashion - the challenge to tackle everything previously mentioned was one she was willing to take head on. Having a passion for all art forms from a very young age, Layan Al Sharif was not quite sure where her love for art in all of its manifestations would lead her. She could have been a famous painter, having her art displayed in galleries all over the world; perhaps a graphic designer that rises up the ranks and opens her own advertising agency;



In the words of Layan Al Sharif herself, It was like life drew her own path towards fashion, and she truly found her place. Her journey in the exciting world of fashion began with Master's degree in from Princess Nourah bint Abdulrahman University. Believing that fashion is not just a profession, but a message that carries tastes, value, and identity, she set out to show the whole world the true value of fashion by building the foundation through which LAS Fashion would be born; a foundation of authenticity, quality, art, sustainability, and graceful femininity. These would be the pillars that guide the brand's identity to a global future. These were the indicators on the journey Layan would take to make her dreams come true once and for all. Layan began to draw inspiration from the past - specifically the 50s, 60s, and 70s - as she carved her niche in an industry that bowed down to contemporary trends.







## LAS Fashion Redefines Elegance

The road to globalisation and stardom is a long and tiring one. Layan Al Sharif was not to be deterred however, as she faced all her challenges head on, realising they are catalysts for growth instead of mere obstacles. She continuously learned, became persistent in overcoming anything negative that comes her way, and believing that every honest idea will eventually find its way to the light, even if delayed for a long time. One of the biggest challenges facing Layan had to do with the nature of the industry, and how she can make her fashion brand distinct and unique compared to everything on the market. To Layan, LAS Fashion redefines classic elegance, packaging it with a contemporary spirit, making the piece feel timeless, unique, and refined. Layan understood that her audience was looking for something different from the repetition that is prevalent in the fashion industry in this day and age. She values the intricate details coming together to create precise tailoring and meticulous finishing, resulting in pieces that are carefully curated in a variety of designs that suit each and every need. Layan's designs highlight a woman's beauty through studied cuts, unique collars, carefully chosen buttons, and belts that complete the harmony of choices, all while staying in tune to the original vision of bringing timeless and classical fashion from past eras to the women of today. Every piece crafted by Layan holds a special meaning to her and conveys a deeper message of authenticity, confidence, elegance - so when she is asked the special emotions she felt making her first design, her answer leaned more into appreciating the trial and error experience rather than focusing on the singular emotion. To Layan, it was never about a specific design, it was always about discovering herself as a designer day in and day out, while fulfilling her client's needs through her illustrious work. Layan's biggest inspiration throughout her journey happens to be Marilyn Monroe, and Princess Kate Middleton. For Marilyn Monroe, it was all about classic femininity and showcasing the power of fashion through self expression. Kate Middleton on the other hand embodies beauty that is not imposed, but understood. Kate Middleton's outfits evoke the LAS Fashion philosophy - elegance is not noisy, it is the awareness in choice, and the appreciation of the careful mastery in timeless pieces. Layan forged a path for herself that will be echoed for the next generation to learn from, but she is far from the end of her long road. The future for LAS Fashion is to be a global brand on par with the upper echelon of the market, with boutiques all over the world. The name LAS Fashion will be synonymous with redefining elegance in fashion by what is not revealed, but by what is covered in taste.



**MOBILE:** 0566297391

**WEBSITE:** [www.lasksa.com](http://www.lasksa.com)

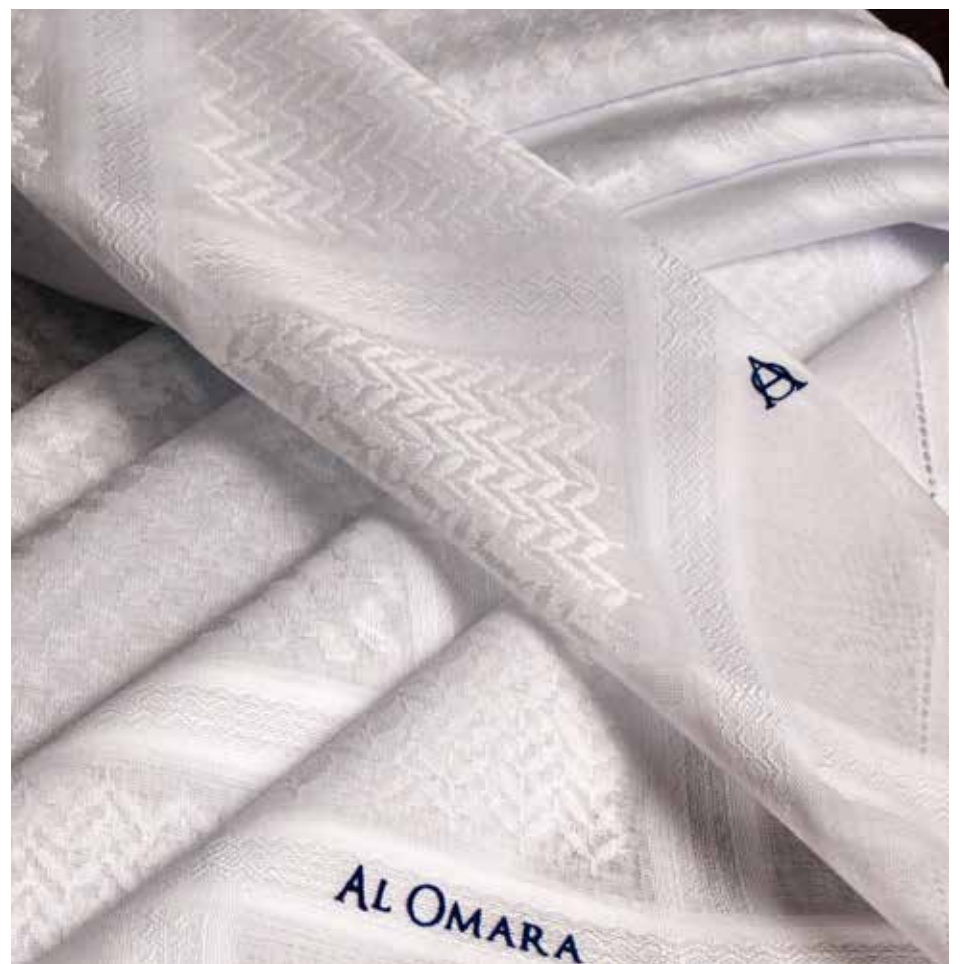
**INSTAGRAM:** [las\\_fashion\\_designer](https://www.instagram.com/las_fashion_designer)



# Legacy

## in Every Thread

The Story of Mahmoud Al Demachqeh and Al Omara, before a suit is tailored, before a fabric is chosen, and before a customer even enters the boutique, there's a legacy stitched behind the curtain. A legacy carried by Mahmoud Al Demachqeh, Founder and General Manager of Al Omara, a brand that has become synonymous with timeless elegance and unmatched fabric craftsmanship across the Gulf region. Raised in a family where the fabric trade wasn't just a business but a birthright, Mahmoud's journey began when he moved from Syria to Kuwait in the 1960s. It was more than migration, it was the continuation of a tradition passed down through generations. **"My motivation wasn't just business, it was my genuine passion for textiles and honoring my family's heritage,"** he shares. That passion manifested in the opening of his first store in 1978, where he implemented a then-bold strategy: offering a wide range of fabrics that catered to every taste and every budget. The idea wasn't only to sell cloth.







but to create a space where texture, color, and emotion meet. That philosophy still defines Al Omara today. His company was founded on values that haven't faded with time: honesty, excellence, exclusivity, and a relentless dedication to service. It's this consistency that earned Al Omara over 50 years of industry trust and loyalty. **"Our clients don't just come for fabric, they come for experience, trust, and legacy."** For Mahmoud, fabric is more than just a material. It's an experience. The soft brush of cotton on the skin, the warmth of cashmere in winter, the quiet luxury of silk, these sensations are at the heart of what Al Omara offers: the art of self-expression through fabric. With 10 branches in Kuwait and a showroom in Qatar, Mahmoud now has his eyes set on Saudi Arabia and the UAE, regions where heritage, luxury, and individuality meet in perfect harmony. **"We're always innovating, following the latest production technologies, staying ahead with every seasonal collection."** What sets Al Omara apart isn't just the stunning variety of textiles, it's the feeling of confidence and exclusivity clients carry when they leave with a fabric crafted just for them. As Mahmoud puts it, **"If you want a specific color, a particular texture, you come to Al Omara."** And if legacy had a texture, it would feel like this.

الأمارة  
AL OMARA

**ADDRESS:** Salhia Complex, Gate 1, Floor 1, Kuwait City  
13080, Kuwait  
**EMAIL:** [info@alomara.co](mailto:info@alomara.co)  
**MOBILE:** +965 69990855 - +965 22281189 - +965 22469219  
**WEBSITE:** [www.alomara.shop](http://www.alomara.shop)





# Eng. Mohamed Khalil

## *Crafting Luxury Experiences in The Gulf*

In today's competitive market, where precision, refinement, and strict quality are non-negotiable, EBA, Efficiency Business for Fit-out & Advertising has emerged as a benchmark of excellence in the Gulf region. Known for its dedication to high standards and detailed execution, Eng. Mohamed Khalil Founder & Chief Executive Officer of EBA has positioned the company as a trusted partner for companies, brands, and individuals seeking solutions that reflect both sophistication and reliability. Operating under a Luxury Execution philosophy, Khalil ensures that every project is more than just a deliverable, it is a statement of quality. From the earliest stages of planning to the final handover, the company guarantees outcomes that meet the expectations of the most discerning clients. This philosophy drives every action, decision, and detail, ensuring that each project carries a signature of excellence synonymous with premium brands and spaces. By integrating advanced techniques with design aesthetics, Khalil transforms concepts into environments that are both functional and visually compelling. In addition to fit-out services, he excels in Signs & Printing, delivering materials that not only meet brand standards but also enhance the overall identity of the client. Khalil also provides advertising solutions, helping brands communicate their messages through impactful campaigns and creative strategies. The company's advertising services reflect a deep understanding of the market and the value of premium presentation.





# NICHE AWARD



**ADDRESS:** Riyadh – Al Muruj District – Olaya Street – Next to McDonald's

**EMAIL:** [info@eba.com.sa](mailto:info@eba.com.sa)

**MOBILE:** + 966556567798

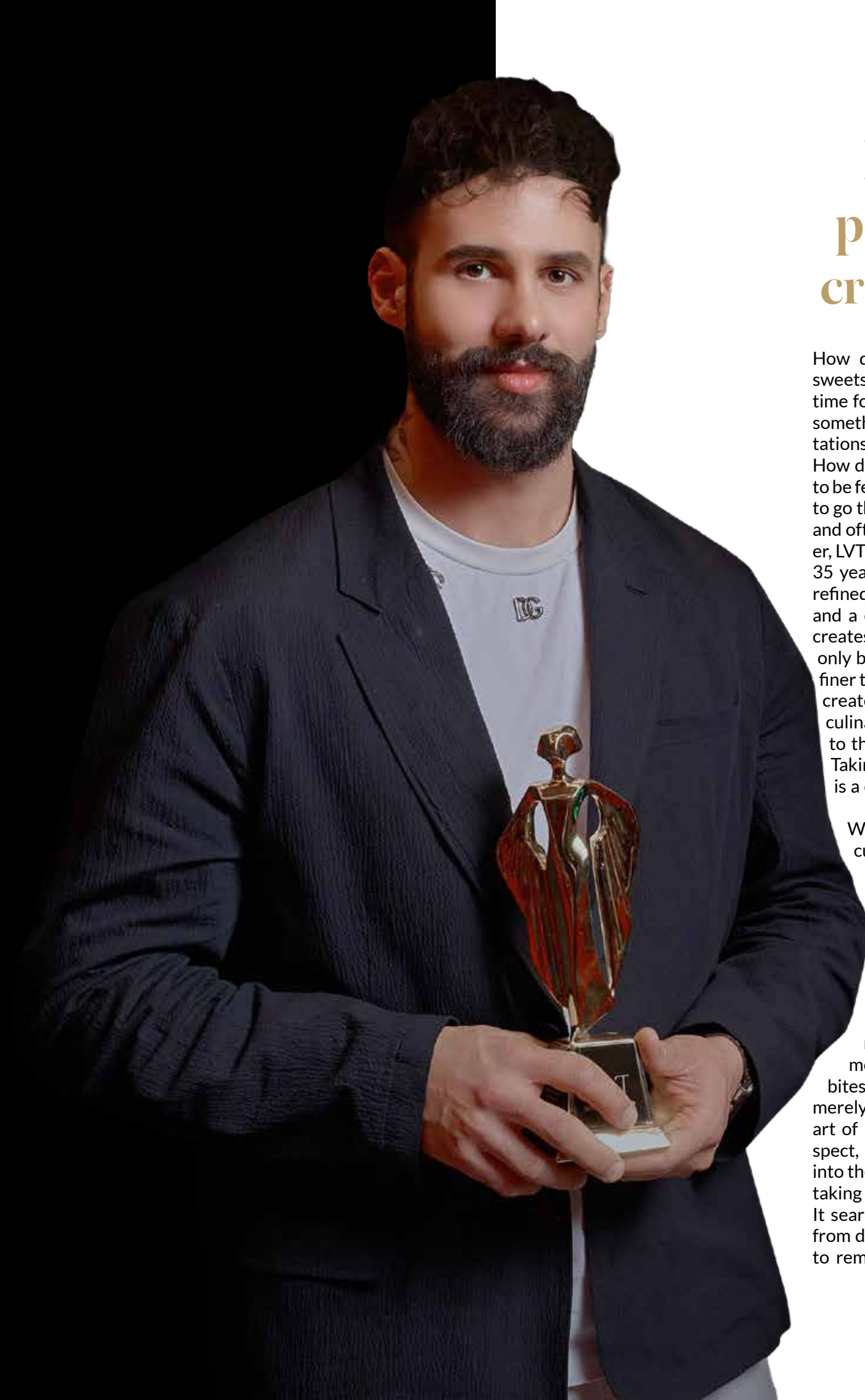
**PHONE:** 920016461

**INSTAGRAM:** [efficiency\\_business](https://www.instagram.com/efficiency_business)

**WEBSITE:** [eba.com.sa](http://eba.com.sa)

Central to the company's success is its rigorous quality system. Every project is built on a foundation of careful planning, thorough execution, and strict adherence to Gulf market requirements. Khalil understands the unique demands of luxury clients and ensures that each element, from materials and finishes to timing and delivery, aligns with the highest standards. EBA serves diverse clients across both B2B and B2C sectors. For B2B clients, the company works with companies, brands, retailers, institutions, and organizations seeking high-quality execution that accurately reflects their identity and values. By delivering consistent results across projects of varying scale and complexity, the company has become a preferred partner for businesses that demand premium quality and reliability. On the B2C side, the company caters to individuals seeking exceptional quality for personal projects, whether it is a home fit-out or a unique design experience. Every engagement is tailored to provide a refined and personalized service, ensuring that client expectations are not only met but elevated. What sets the company apart is its commitment to excellence at every touchpoint. The company understands that luxury execution is not just about aesthetics or functionality; it is about creating experiences that leave a lasting impression. By combining creativity with technical expertise, Khalil ensures that every outcome not only reflects the client's brand identity but also resonates with the broader market of premium experiences. For those seeking a partner capable of delivering premium fit-out, advertising, printing, and event solutions, EBA represents a reliable choice. The company's holistic approach, rigorous standards, and talented team ensure that every project is executed with precision and care. Whether serving corporate clients or individuals, EBA's focus on luxury execution guarantees that each endeavor is carried out to the highest standard, transforming ideas into reality while leaving a lasting impression.





## LVT - Saudi luxury pastry and chocolate, crafted beyond déjà vu

How do you make the experience of tasting and savoring sweets, pastries, and chocolates, an unforgettable moment in time for the masses that dare to take a bite? How do you craft something so sweet, and so exquisite, that it shatters all expectations and lingers on in the minds of the people for a long time? How do you transform sweets and pastries into an experience to be felt and not only savored? There's a myriad of perspectives to go through to be able to answer these questions adequately, and oftentimes, the answers are not sufficient enough. However, LVT is the unique exception to the already laid out rule. With 35 years of collective market experience that is meticulously refined through the sands of time, purposeful craftsmanship, and a clear and conscious understanding of what makes and creates true luxury in the culinary space - a space conquered only by the most elegant of individuals with a keen eye on the finer tastes of things in life. LVT is Proudly born in Saudi Arabia, created to inspire the world. To reach the upper echelon in the culinary world, you need to stay ahead and reserve attention to the most intricate details of every dish and every recipe. Taking this understanding to the world of pastries and sweets is a challenge on another level depending on your approach.

What was once invaluable and indispensable knowledge curated throughout the years, has blended together into a magnificent and opulent concoction known by the name of LVT - a Saudi Arabian national brand dedicated exclusively to luxurious pastries, chocolates, and the illustrious presentation that accompanies the craft at lavish and grandiose events. From intimate indulgences to large scale celebrations, LVT understands that standing out is not to only be the best at the culinary arts, but to go further beyond and deliver something that not a lot of people in the space are capable of - curating moments where refinement meets desire, turning fleeting bites into lasting impressions. In doing so, the brand does not merely serve confections - it defines a standard, elevating the art of pastry into an experience worthy of reverence and respect, leaving the people awe-struck, and completely melted into the savory sweetness that is intensely and vigorously overtaking their senses. LVT doesn't recreate what already exists. It searches constantly for something new, distinctive, and far from déjà vu-creations that are not easy to copy, yet effortless to remember.





# Setting The Standard

It is a long and taxing road to reach the stratosphere of success and recognition among intense and preserving competition in the luxurious culinary scene. Despite the hurdles however, LVT managed to pave its way with determination and pure and unadulterated skill. And it is in the core belief of LVT as a brand, that they find the glimmer that sets them apart and gives them the edge: luxury is found in the smallest and most intricate of details - the sum of which creates the prestigious whole. It is in the precision of the flavors - how they mellow on the tongue, relish on the mind, and linger within the traces of the aftertaste. It is the harmony of texture and design - how the shape and the feel of the cuisine clashes with the senses to awaken a deep sated desire for an escapade. It is the experiences that feel like a once in a lifetime moment, that cannot be simply captured for eternal preservation. LVT gives you all of these intrinsic desires and takes you on a whirlwind of flavor and glee through its assortment of luxurious pastries and chocolate.



They don't re-create what already exists, and they don't aim to keep doing what everyone is already honing in on. But when it comes to something unique, something new and unexplored, or even taking the familiar and twisting it with an eccentric perspective, LVT is happy to serve with utmost delight, and the highest possible level of craftsmanship. Their culinary art philosophy is to make what can't be replicated easily, and is etched in the deepest parts of an individual's mind, that it becomes an effortlessly remembered core memory. At LVT, indulgence is not an afterthought, but the very foundation upon which every creation is built. Each pastry, each chocolate, is conceived with this core mindset where nothing is left to chance. This devotion elevates the act of tasting into a ceremonial experience, where luxury is not merely seen, but deeply felt. In this realm, sweetness becomes storytelling, craftsmanship becomes identity, and every bite becomes a lasting impression engraved in time.

LVT

**EMAIL:** [lvt@hanadonline.com](mailto:lvt@hanadonline.com)  
**MOBILE:** 0552323068 - 0561564538  
**INSTAGRAM:** [lvt.ksa](https://www.instagram.com/lvt.ksa)

# EGYPTAIR

## *A Legacy That Continues to Fly*

EGYPTAIR is more than Egypt's national airline; it is a long-standing symbol of reliability and connection. Founded in 1932, the airline is one of the most experienced carriers still operating today. For over nine decades, it has linked Egypt to major cities around the world, playing an important role in travel, tourism, and economic growth. Marwan Moustafa, District Manager - Riyadh at EGYPTAIR AIRLINES, represents the airline's operations and presence in Riyadh; one of the airline's key markets in Saudi Arabia with extensive daily operations between Riyadh and Cairo. A key milestone in the airline's global journey came in 2008, when EGYPTAIR joined the Star Alliance. This membership expanded its international reach and gave passengers access to a wide global network, smoother connections, and shared benefits with leading airlines worldwide. Through its main hub in Cairo, EGYPTAIR connects Africa, the Middle East, Europe, Asia, and North America. The airline continues to invest in modern aircraft to improve performance and passenger experience. At the heart of the airline's growth strategy is a comprehensive fleet modernisation programme, to blend Egypt's rich heritage with modern onboard innovation with the first new aircraft entering service in the first quarter of 2026. EGYPTAIR is introducing 16 Airbus A350-900s and 18 Boeing 737MAX8s within the next three years, as well as the Boeing Dreamliner B787-9, B777-300ER, B737-800, Airbus A330-300, A321 and A320Neos to enhance fuel efficiency and expand long-haul capabilities to key cities such as London, Toronto, Los Angeles, Narita, and Shanghai. EGYPTAIR is enhancing its loyalty program EGYPTAIR Plus offering its members exclusive benefits whether on EGYPTAIR flights or on the Star Alliance Members. Join now through [egyptairplus.com](https://egyptairplus.com). In recognition of the recent developments in the field of human resources, EGYPTAIR has recently received the "Best Airline Staff" award in Africa from the Sky Trax Awards 2025. As EGYPTAIR looks ahead, its strategy is clear: Combine long experience with modern innovation. With ongoing digital development, fleet expansion, and global partnerships, the airline aims to remain a trusted bridge between Egypt and the world. After nearly a century in the skies, EGYPTAIR continues to move forward, grounded in history, yet firmly focused on the future.

**EGYPTAIR** 

STAR ALLIANCE 





# OUR PARTENRS IN SUCCESS

**Hilton**  
RIYADH HOTEL & RESIDENCES  
فندق هيلتون الرياض والشقق الفندقية



مجموعة عبد المحسن الحكير القابضة  
ABDULMOHSIN ALHOKAIR HOLDING GROUP

**EGYPTAIR**

STAR ALLIANCE

**ARCHPLAN**  
DEVELOPMENTS



**TEZ**  
TOUR  
EGYPT

**FIT+HUB**  
by.nourkhatab

**Hilton**  
RIYADH HOTEL & RESIDENCES  
فندق هيلتون الرياض والشقق الفندقية



مجموعة عبد المحسن الحكير القابضة  
ABDULMOHSIN ALHOKAIR HOLDING GROUP

**EGYPTAIR**

STAR ALLIANCE

**LAS**  
BY LAYAN ALSHARIF

**AL OMARA**

**ELBA**  
EFFICIENCY BUSINESS CONTRACTING  
FIT OUT & ADVERTISING

**ARCHPLAN**  
DEVELOPMENTS

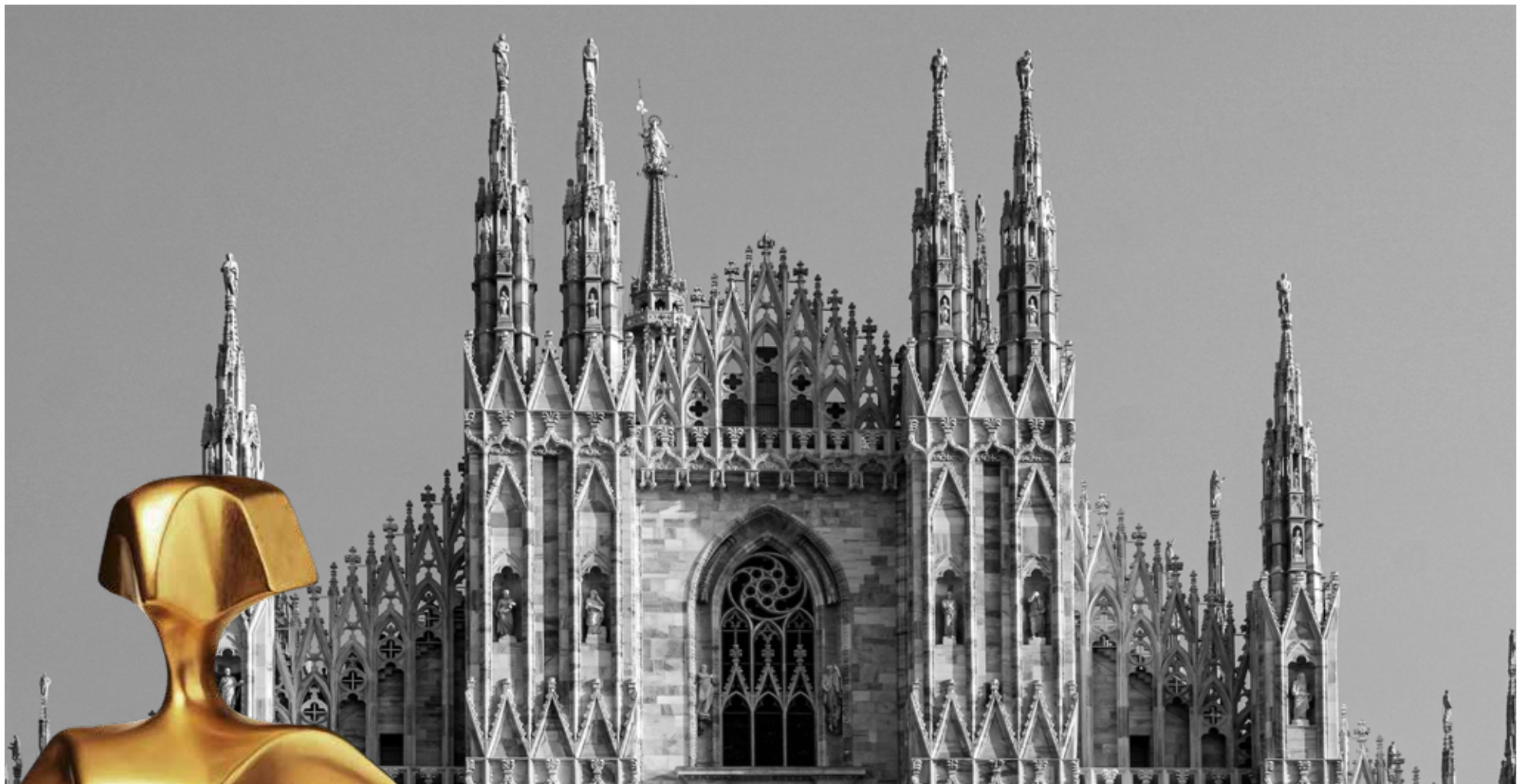


**TEZ**  
TOUR  
EGYPT

**FIT+HUB**  
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**Hilton**  
RIYADH HOTEL & RESIDENCES  
فندق هيلتون الرياض والشقق الفندقية

رؤية  
**2030**  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



# NICHE'S GLOBAL JOURNEY OF SUCCESS

Niche has always been more than a magazine. It is a platform that celebrates achievement, creativity, and leadership across industries and borders. Each year, Niche Awards brings this vision to life, honoring individuals and companies that leave a lasting impact. In 2025, the spotlight shines on Saudi Arabia with Niche Awards KSA, under the theme **"A Landmark of Success."** This edition highlights the remarkable achievements and visionary leadership shaping the Kingdom today. From pioneering entrepreneurs to cultural innovators, Niche Awards KSA showcases the stories that define excellence and inspire the next generation. Every achievement, every milestone celebrated here reflects the growing ambition and innovation that the Kingdom is witnessing across multiple industries, and it reinforces Niche's ongoing commitment to recognizing those who lead with vision and purpose. It is a celebration not only of individual success but also of the collective progress and transformation happening across the region, emphasizing the role of innovation and determination in shaping the future. Looking ahead, Niche is preparing to continue its global journey. Our upcoming events will take place in Milan, Italy a city known worldwide for its creativity, design, and innovation. Milan offers a stage that perfectly aligns with Niche's mission to celebrate leaders and visionaries who push boundaries and shape industries. It is an opportunity to connect voices from across the globe and to continue building a platform where creativity, ambition, and excellence are recognized and celebrated. Milan's reputation as a hub for forward-thinking innovation makes it an ideal destination for Niche to extend its vision to new audiences while maintaining the high standards of recognition and celebration that the awards are known for.





The city's dynamic energy, its blend of artistry and business, and its global influence make it a natural next step in Niche's ongoing journey to honor remarkable achievements and inspire future generations. Following Italy, Niche will host another event in the UK in 2026, marking a return to the city where the journey began. This edition promises to honor innovators, thought leaders, and visionaries whose impact extends beyond their fields. The event will reinforce Niche's commitment to bridging cultures, celebrating achievements, and inspiring excellence on an international scale. Returning to the UK also represents a full-circle moment for Niche, highlighting both where the journey started and its continued global expansion, while emphasizing Niche's dedication to fostering meaningful connections between creators, leaders, and communities. Across every edition, the essence of Niche Awards remains unchanged: to highlight stories of vision and creativity, and to recognize individuals leaving a meaningful mark on their industries. From Egypt to KSA, Italy, and the UK to beyond, each event is a testament to the power of innovation and legacy. With Niche Awards KSA already establishing itself as a landmark of success, the upcoming events in Milan and the UK are set to continue Niche's mission of celebrating global excellence. Each location becomes a stage where achievements are honored, creativity is celebrated, and connections are made across borders. Niche's journey continues, proving that true legacy knows no boundaries and that remarkable stories deserve to be heard everywhere.





# *Al Olayan's* Signature in Saudi Architecture

In the heart of the kingdom's most prestigious landscapes, Al Olayan Construction, Finishing & Fitout has risen as a distinguished master of luxury palaces, shaping architectural dreams into timeless realities. Renowned for its precision, artistry, and uncompromising standards, the company has become a sanctuary for those who seek excellence in the design, finishing, and fitout of elite residences and palatial landmarks. Guided by visionary architects and master engineers, Al Olayan approaches each project as a bespoke story, one in which innovation meets heritage, and craftsmanship becomes the very language of beauty. This philosophy materializes magnificently in the Luxury Private Palace in Jeddah, commissioned by Sheikh Mohamed Alsharbatly, where four private palaces and an exclusive diwaniya unfold across 25,000 sqm of refined opulence.







It is in these grand spaces that Al Olayan's commitment to elegance finds its fullest expression, transforming vision into environments that embody exclusivity, serenity, and enduring quality. Beyond palaces, the company has also shaped cultural and social landmarks that redefine contemporary experiences, none more vibrant than the Formula One Art Promenade in Jeddah, created in collaboration with SELA. Imagined as a dynamic social hub that merges hospitality with art, the 3,600 sqm promenade features eight signature restaurants, ten modern cafés, and more than 100 restrooms, all crafted with meticulous detail and completed within an extraordinary six-month timeframe. The project stands as a testament to flawless coordination, efficiency, and architectural sophistication. Equally emblematic of Al Olayan's versatility is The Good Butcher Restaurant, a bold reinvention of a former Nobu space executed for El Nawras. Within a 300 sqm space, the team orchestrated a transformation featuring tailored furniture, bespoke materials, high-end finishes, and a custom steel structure, all completed in just two months. Each project, whether a palace, promenade, or modern dining destination, reflects Al Olayan's unwavering dedication to craftsmanship and its innate ability to elevate spaces into immersive, luxurious masterpieces.

**Olayan**  
العليان

**ADDRESS:** King Road Tower, 902, Saudi Arabia, Jeddah  
**EMAIL:** [Constructions@alolayangroup.com](mailto:Constructions@alolayangroup.com)  
**MOBILE:** +966566565055  
**WEBSITE:** [www.alolayangroup.com](http://www.alolayangroup.com)  
**INSTAGRAM:** [olayan\\_contracting](https://www.instagram.com/olayan_contracting)

# Land Meets Vision

Ahmed Taia has been an architect at heart since his youth, drawn to the way spaces shape lives. Today, he stands as a design, construction, and sales management expert. Since 2003 until 2025, he has been actively working in Saudi Arabia, gaining extensive knowledge and expertise in the market. As the founder of L.O.T Developments, his expertise is rooted in real estate development, land consultancy and full cycle projects. What sets Ahmed apart is his focus on one defining question: **“What is the most economically viable and sustainable project to develop on this land - today and in the future?”** This guiding principle has shaped his approach, making him a goal-oriented professional whose work crosses multiple sectors.







# BRIDGING VISION AND REALITY

For Ahmed Taia, real estate development is far more than constructing on a plot of land - it is about unlocking hidden potential and creating lasting value. He views each project as an opportunity to tell a story, one that reflects both the character of the land and the aspirations of the people who will inhabit it. His philosophy centers on bridging the gap between vision and viability, ensuring that every parcel of land is not just developed, but carefully optimized for sustainable and long-term success. This forward thinking approach has positioned Ahmed as a trusted voice in some of the most ambitious projects in the region. His portfolio includes contributions to transformational developments such as Al Ula and Rua Al Madinah and projects with Rafal Real Estate. These experiences have shaped his ability to see beyond immediate commercial gains, focusing instead on creating projects that enrich communities and guide future urban development. Ahmed's career has been devoted to helping landowners and investors see the true potential of their assets. He believes that success lies in aligning creativity with strategic business architecture - finding the ideal balance between visionary design, financial feasibility and market relevance. This blend of artistry and strategy is what allows him to transform raw land into high performing, sustainable developments that generate value for generations to come.

His expertise covers the entire real estate cycle, from land consultancy to full scale projects. Beyond individual projects, Ahmed has built L.O.T Developments into a practice that reflects his vision for the future of real estate. Through L.O.T, he combines strategic planning with innovative design thinking - delivering projects that balance market demands with long-term sustainability. From identifying the best use for each site to integrating modern urban solutions, L.O.T transforms raw land into thriving communities that create lasting value. The company's approach bridges technical expertise with creative vision, making every project both commercially sound and socially relevant. Through L.O.T, Ahmed has built a practice that reflects his comprehensive approach. Each project is treated as a unique opportunity, combining strategic planning, data driven insights and innovative design thinking. His developments are crafted to respond to market trends, integrate environmentally conscious solutions and deliver measurable returns for investors. From state of the art green buildings to vibrant mixed use communities, Ahmed's work is driven by the belief that real estate can be both profitable and purposeful. In many ways, Ahmed is more than a developer; he inspires entrepreneurs by blending expertise with inspiration, he encourages others to think strategically and act with intent and discover opportunities where others may only see challenges. For Ahmed, the future of real estate is not about building faster, but about building smarter - proving that with the right vision, the right strategy, every piece of land can become something extraordinary.



**THE IDEA MAKER**

**L.O.T.**  
Development

**EMAIL:** [ahmed@ahmedtaia.com](mailto:ahmed@ahmedtaia.com) - [pr@ahmedtaia.com](mailto:pr@ahmedtaia.com)  
**MOBILE:** 00966569132376 - 002011016665  
**WEBSITE:** [www.ahmedtaia.com](http://www.ahmedtaia.com)  
**INSTAGRAM:** [ahmedtaiaofficial](https://www.instagram.com/ahmedtaiaofficial) - [lotdevelopments](https://www.instagram.com/lotdevelopments)  
**FACEBOOK:** [ahmedtaiaofficial](https://www.facebook.com/ahmedtaiaofficial) - [LOT Developments](https://www.facebook.com/lotdevelopments)





# Designing with Empathy: Muhammed El Sepaey and the Human Side of Architecture

When design is driven by empathy, architecture transcends structure. It becomes a living, breathing experience, one that heals, inspires, and quietly elevates the way we live. That is the philosophy of Muhammed El Sepaey, Founder at HWS Architects, and the visionary behind some of the most groundbreaking healthcare and human-centered spaces in the region. His journey began not in buildings, but in brushstrokes. A childhood passion for art and Arabic calligraphy sparked an early fascination with lines, form, and expression. **“Architecture became the medium where I could blend beauty, function, and emotion,”** he reflects. Growing up in Egypt, where ancient monuments are everyday scenery, only deepened his desire to create designs that stand the test of time. But Muhammed’s work isn’t about grandeur. It’s about clarity, comfort, and sculptural simplicity. His spaces, especially in healthcare, are intentionally fluid, where circulation isn’t forced but felt. **“I carve space the way a sculptor shapes stone,”** he explains, **“integrating ceilings, floors, and light in a natural flow.”** A prime example is his work on Al-Aziziyah Hospital for Al Mana Group in Dammam. What could’ve been another sterile, stressful facility became a nationally recognized model, welcoming, intuitive, and patient-focused. It earned six international awards, but more importantly, it shifted mindsets about what a hospital could feel like. In Saudi Arabia, where modern ambition meets rich heritage, Muhammed’s challenge is translating traditional identity into contemporary design language. What sets him apart is his belief that every project has its own voice. **“I don’t force my vision,”** he says. **“I listen to the project, to the people, to the context.”** Whether starting from scratch or reshaping existing structures, his designs remain flexible, functional, and deeply human.



ADDRESS: World Trade Center, Office 1906, Bahrain.  
EMAIL: [info@hwsarchitects.com](mailto:info@hwsarchitects.com)  
MOBILE: +966 59 338 9592 | +973 34 104 152  
WEBSITE: [www.hwsarchitects.com](http://www.hwsarchitects.com)



*Niche*  
AWARD



# Transforming Skin Health With Science, Innovation, and Human Impact

In the evolving world of dermatology and aesthetic medicine, few stories demonstrate dedication, scientific depth, and human impact like Dr. Ali Alamri, Consultant Dermatologist and one of Saudi Arabia's leading voices in skin health and regenerative treatments. Today, his influence extends beyond clinical practice. As the founder of Alwan Al Dwaa Trading Company, he continues to drive innovation, and redefine the future of patient care in the region. Dr. Ali's passion for dermatology began early. As a child, he always imagined himself in the field of aesthetic medicine. When he entered medical school, he continued practicing aesthetic treatments even during his summer breaks. His ambition eventually led him abroad, where he completed advanced studies in Germany and the United States. He earned two fellowships and four subspecialties across major branches of dermatology and aesthetic medicine. This belief later motivated him to specialize in laser therapy and dermatologic surgery, with a particular focus on scars and burn-related conditions. One of the most memorable cases in his career involved a young girl with a facial scar who had experienced constant bullying. The scar affected her so deeply that she stopped speaking at school. After several sessions, her scar became barely noticeable, and the following year she returned to school more confident than ever. For Dr. Ali, this moment reinforced the idea that dermatology can be life-changing. In the past, limited awareness about common skin conditions led to misconceptions in the region. Many people avoided individuals with burns, pigmentation issues fearing these conditions were contagious. This social isolation negatively affected relationships, and mental health. Through his work, and through the mission of Alwan Al Dwaa Dr. Ali strives to change these outdated beliefs by promoting medically accurate, responsible education. In his clinic, Dr. Ali personally supervises each patient's journey from the first consultation to the final session. He believes that dermatology requires precision, empathy, and deep knowledge of all skin layers. A major focus of the company's work is regenerative medicine, a rapidly advancing field that aims to preserve natural skin cells, stimulate collagen, and delay signs of aging. Technologies such as exosome therapy, collagen boosters, and NAD+-based treatments represent the future of dermatology. Dr. Ali is committed to introducing these innovations to the region through a regulated, ethical, and scientifically guided approach. These treatments not only enhance appearance but also support long-term skin health and cellular repair. Among the many transformative cases he has handled, one stands out clearly. A man who had suffered a facial scar from an accident avoided marriage for years, he came to Dr. Ali hoping for a chance. Over eight months, using a combination of advanced techniques, the scar improved dramatically. The patient later sent Dr. Alamri his wedding invitation, a heartfelt moment that highlighted the deep human impact of dermatology and regenerative care. Ultimately, Dr. Ali's story is one of commitment and humanity. Through his company, he is redefining dermatology in the region, advancing scientific practice, improving patient outcomes, and giving individuals the confidence to live fuller, happier lives.

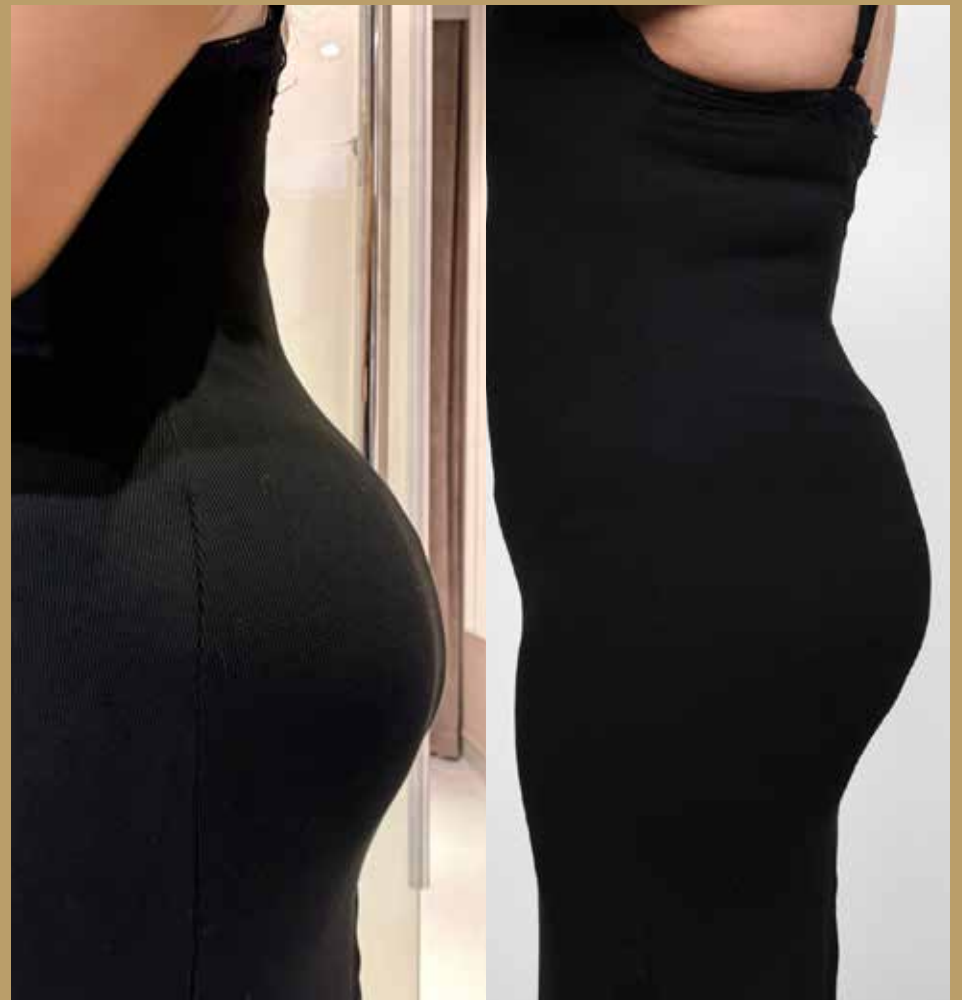


INSTAGRAM: [dr\\_ali.alamri](#)  
SNAPCHAT: [dr\\_alialamri](#)



## *A Journey Where Precision and Art Define a Surgeon*

Some careers are chosen; others feel like they choose you. Plastic Surgery felt like the perfect fit for Dr. Amer AlKudmani. As someone who thrives on variety and the chance to explore different experiences in life, the specialty offered an incredible range of cases and involved almost every region of the body. Following his brother's path, he applied to medical school, and when asked to list three different college choices, he chose medical school for all three. That's how certain he was of the direction he wanted to pursue. He knew from a young age that he wanted a path that involved creativity, precision, and real impact ; Plastic Surgery checked all of these. The elective rotation he chose during medical school left him fascinated with what Plastic Surgery can do to manage different body parts with just a scalpel. Seeing how a simple surgical plan could transform a patient's life kept him motivated. Restoring function and enhancing confidence are the most rewarding parts of being a plastic surgeon without question. Restoring function naturally enhances confidence, so the two are deeply connected. Balancing medical precision with artistic vision is what separates "good" from "exceptional." Their work demands absolute focus, accuracy, and the ability to sculpt the human body with skill.







Over time, through repeated excellent results, experience, and honest self-critique, precision evolves into artistry. What makes his surgical approach stand out is dedicating time to patients. In surgery, the secret lies in continually refining the approach until achieving the best possible outcome with the least visible scarring. He believes small details matter, and every patient deserves that level of care. Passing the Canadian Board examination was a defining moment in his career. His program director described him as **“the most prepared resident for the exams”** and **“the most skilled resident”** he had worked with. Those words solidified his confidence in his chosen career and reminded him why he worked so hard. Some patients arrive with unrealistic expectations or misinformation. Correcting misconceptions, explaining the condition, outlining the ideal surgery, and showing before and after photos, including long-term scars, help create a healthy, honest discussion. Patients with unrealistic expectations, however, are red flags in every clinic. Three core values shape his approach to patient care and consultation: honesty, dedication, and hard work. The most exciting advancement in Plastic Surgery is skin tightening machines and cellulite treatment, tools that continue to improve and offer new possibilities for patients. He views the role of Plastic Surgery in emotional well-being and confidence. He constantly explores new technologies rather than chasing every new technique. Ethics remain the foundation of medicine. As for trends, he avoids procedures that lack aesthetic value, like the **“cat-eye”** look, but some surgeries rise in popularity for good reason, such as chin liposuction and facial rejuvenation. In the near future, he aims to establish his own medical center as a professional legacy, something he wants to build with care and purpose. On a personal level, **“prayers, gratitude, and being remembered for good deeds”** are priceless and remain the values he carries with him every day.



MOBILE: +966504856999  
 INSTAGRAM: dr\_alkudmani  
 SNAPCHAT: dr\_alkudmani  
 TIKTOK: dr\_alkudmani



EMAIL: Ghaseb1997@hotmail.com  
MOBILE: 0506822910  
INSTAGRAM: dr.ghaseb  
SNAPCHAT: dr.ghaseb





# NICHE AWARD

In a world where a confident smile can make all the difference, one name stands out in shaping dental care in Saudi Arabia. Dr. Ghaseb Al Ghaseb is not just a dentist; he is a master of his craft, blending science and artistry to create natural, beautiful smiles while delivering care at the highest level. With a unique ability to combine technical skill and aesthetic vision, he has redefined what patients can expect from dental and cosmetic treatments, making each smile a true masterpiece. Dr. Ghaseb is one of the most respected figures in dental and cosmetic dentistry in the Kingdom. He currently serves as the Head of the Dentistry Department at NewYou Medical Center and as the General Manager of the Qurtubah branch. Throughout his career, he has consistently combined scientific knowledge with artistic skill, allowing him to deliver treatments that meet the highest standards of quality and precision. Patients and colleagues alike recognize him for his exceptional ability to balance functionality with aesthetic beauty, providing results that are both practical and visually impressive. He earned his Bachelor's degree in Dentistry from King Khalid University, one of the most reputable institutions for medical education in Saudi Arabia.

To further enhance his expertise, he pursued specialty certifications in Dental Prosthetics and Cosmetic Dentistry as well as in Dental Implants. Dr. Ghaseb is a proud member of the American Dental Association and has achieved notable recognition, including winning first place at the Mecca International Conference for Best Scientific Research in the Middle East. His commitment to continuous learning and innovation is further demonstrated through advanced training in Digital Smile Design (DSD), gum contouring and grafting, and laser lens correction. With more than 10 years of professional experience, Dr. Ghaseb has developed a wide range of skills in both medical and cosmetic dentistry. He designs smiles using the latest veneer and prosthetic techniques, creating natural, balanced results that enhance the patient's overall appearance. His work includes high-precision fixed and cosmetic restorations, advanced gum treatment and aesthetic enhancements, and both simple and complex tooth extractions. He also manages gum diseases such as inflammation, bleeding, and persistent bad breath, while offering dental implants and precise cosmetic fillings. At the heart of Dr. Ghaseb's practice is a philosophy that combines scientific precision with a refined sense of aesthetics.

Dr. Ghaseb is particularly known for designing smiles that are natural, harmonious, and proportionate, enhancing facial features without appearing artificial or exaggerated. In addition to his clinical work, Dr. Ghaseb has become a prominent influencer on social media. His verified Snapchat account enables him to reach a broad audience, providing insights into daily dental routines, cosmetic procedures, and preventive care. Dr. Ghaseb's influence extends beyond individual patient care. His achievements reflect a deep dedication to innovation, quality, and excellence. His contributions show that quality dental care can transform lives, not only improving oral health but also boosting self-esteem. Through advanced treatments, personalized care, and social media guidance, Dr. Ghaseb demonstrates professionalism and artistry in every aspect of his work. His influence extends beyond dentistry, as he holds a prominent social position in Saudi Arabia and reaches a large online audience, reflecting his positive impact on the community. Through innovative treatments, personalized care, and public guidance, he continues to shape the future of dentistry in Saudi Arabia, leaving a lasting legacy of excellence, artistry, and patient-focused care.





# RIYADH SHINES, NICHE HONORS THOSE WHO SHAPE THE FUTURE







On this exceptional night, Riyadh emerged not merely as a host but as a visionary city that understands the language of achievement. Beneath its illuminated skyline, the capital affirmed its role as a gateway for those who have earned their place through dedication and impact. Riyadh is a city that recognizes success early, nurtures it thoughtfully, and elevates it with confidence, offering opportunity not as a promise, but as a lived reality. And it was within this inspiring setting that Niche Awards KSA – Second Edition unfolded, seamlessly aligning the spirit of the city with the essence of recognition. As the evening progressed, the rhythm of Riyadh felt intentional and refined. The city carried an air of assurance, as though every street and every light was aligned with the journeys being honored. Guests gathered with stories shaped by persistence, yet it was Riyadh that unified these narratives into a single, elegant moment. Here, ambition is not rushed; it is respected. Success is not questioned; it is welcomed. Through Niche Awards KSA – Second Edition, Riyadh once again affirmed its role as the meeting point where ambition finds acknowledgment. The concept of Landmarks found profound meaning in this setting. In Riyadh, landmarks extend beyond architecture into human excellence. They are defined by individuals who have left a lasting imprint within their fields, whether in entertainment, medicine, architecture, social influence, or journalism. Each honoree stood as a living landmark, reflecting the city's belief that progress is shaped by people bold enough to redefine possibility. This philosophy stood at the core of Niche Awards KSA – Second Edition, where success itself was honored as a lasting mark. At the heart of the celebration stood the essence of the Niche Award itself, a symbol where luxury, history, and recognition converge. The Kyrious Statuette, introduced in Niche Awards' spectacular sixth edition, embodies excellence through every detail. Crowned with the head of Kyia, it reflects wisdom, loyalty, passion, and grace; the wings of Horus speak of power, purity, and strength; while its form represents royalty, capability, and enduring greatness. To be honored by this statuette is to be acknowledged not only for achievement, but for consistency, vision, and leadership. It is a mark of trust and prestige, an emblem that transforms recognition into legacy, and celebration into timeless value. Presented within the distinguished atmosphere of Niche Awards KSA Second Edition, the statuette became a moment of profound affirmation. The visual language of the evening echoed Riyadh's spirit. A luxurious harmony of green, gold, and white defined the atmosphere, colors rooted deeply in Saudi identity. Green symbolized growth and opportunity, gold reflected achievement and distinction, and white expressed clarity and authenticity. Together, they framed a city confident in its heritage and bold in its aspirations. Every detail of Niche Awards KSA – Second Edition reflected this harmony between national identity and elevated celebration. As the night drew to a close, emotions lingered long after the final applause. Joy intertwined with gratitude and pride met the warmth of genuine appreciation. More than an event, the evening was a statement: Riyadh is the city that opens doors for the successful, honors their journeys, and transforms achievement into enduring landmarks. Here, recognition is not an ending; it is the beginning of something greater, an ethos perfectly embodied by Niche Awards KSA – Second Edition.





## Team & Partners *in Vision*

Behind every milestone we have achieved at Niche and BeBrand is a team & partners whose dedication, and belief in our vision have been unwavering. From the earliest days, it was clear that a strong and passionate team & partners would be the foundation of our growth. Their commitment has transformed ideas into realities and challenges into opportunities. Each member of our team & partners brings unique talent and perspective, yet they share the same core values: integrity, perseverance, and a drive to make a meaningful impact. Together, we have built more than a Platform; we have built a community where collaboration and inspiration thrive. Faith has guided us through every stage of our journey, and this shared belief empowers them to push boundaries, embrace innovation, and celebrate achievements at every level. Whether crafting stories for Niche Magazine, developing creative campaigns at BeBrand, or supporting expansion into new markets, the team and partners' dedication ensures that every effort resonates with purpose and excellence. Their passion not only shapes the present but also lights the path for the future. As we continue to grow and expand across borders, I am confident that it is our people, the heart of our organization, who will continue to inspire, and achieve remarkable things. At Niche and BeBrand, the team & partners are more than a workforce; they are the living embodiment of our vision, and our faith in the power of collective effort to create lasting impact.



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[www.nichemagazine.me](http://www.nichemagazine.me)  
[www.nichemagazine.co.uk](http://www.nichemagazine.co.uk)

**EMAIL**  
[info@nichemagazine.me](mailto:info@nichemagazine.me)  
[info@nichemagazine.co.uk](mailto:info@nichemagazine.co.uk)

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**OPERATION MANAGER**  
NOOR ALI

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LORA OMAR  
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SAMAH SAMIR  
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**EDITOR-IN-CHIEF**  
AHMED L. DARAWY

# NICHE AWARD TRSA 2025



EMAIL: [ahmadhajj92@hotmail.com](mailto:ahmadhajj92@hotmail.com)  
MOBILE: +966 55 028 1992 - +961 70 450 568  
INSTAGRAM: [ahmadhajjarchitects](https://www.instagram.com/ahmadhajjarchitects)



# NICHE AWARD

**B**uildings were never seen as objects, but as stories waiting to be read. Ahmad Al Hajj Founder & CEO of AH Architects found it fascinating how different places influenced people's behavior or how light could change a façade. His architectural attitude was largely shaped by his childhood. He says **"Architecture has always been a living language shaped by space, light, and shadow"**. He believes that every project must reflect both its users and its context. One of his favorite projects was a residence where he connected the interior and exterior into one fluid experience, almost erasing the border between indoors and outdoors. The client's trust gave him the freedom to shape a clear vision and create a home close to nature without sacrificing comfort. He believes that successful architecture honors heritage while serving modern needs. When designing in Saudi Arabia, he integrates traditional Saudi elements in a modern, subtle way. He draws inspiration from Arabian patterns, mashrabiya, and earthy tones, blending them into a contemporary design language that feels cultural and progressive. When he was young, he struggled to balance client expectations with his own creative vision. With time, he learned that active listening, clear communication, and collaboration are key. He developed the skill to translate clients' ideas into a cohesive design without losing his identity. The Saudi market offers huge opportunities, but its rapid development requires deep knowledge and quick decision-making. His goal for the future is to leave a legacy of spaces that carry emotional and aesthetic value. He hopes that his work will be known for simplicity, clarity, and identity. His work is often recognized for its clean lines, filtered daylight, warm neutral palettes, and soft transitions between space and structure. To him, true legacy is the quiet, lasting impact a space has on everyday life. Looking ahead, he believes the future of architecture will focus on smart, flexible, and human-centered environments. Tomorrow's architecture will care less about shape and more about experience. It will try to reconnect people with nature within fast urban life, a vision he works to express in all his projects. He believes that architecture isn't about buildings. It's about how people feel when they live inside them.



# NICHE AWARD 2025



  
كيوب للإستشارات الهندسية  
**CUBECONSULTANTS**  
DESIGNS AND ENGINEERING CONSULTATION

**ADDRESS:** 6 Al Somal street, Korba, Cairo Governorate  
**EMAIL:** [cube@cubeconsultants.org](mailto:cube@cubeconsultants.org)  
**MOBILE:** +201020889980  
**LINKEDIN:** CUBE Consultants  
**INSTAGRAM:** [cube.consultants](https://www.instagram.com/cube.consultants)  
**X:** CUBEconsultants

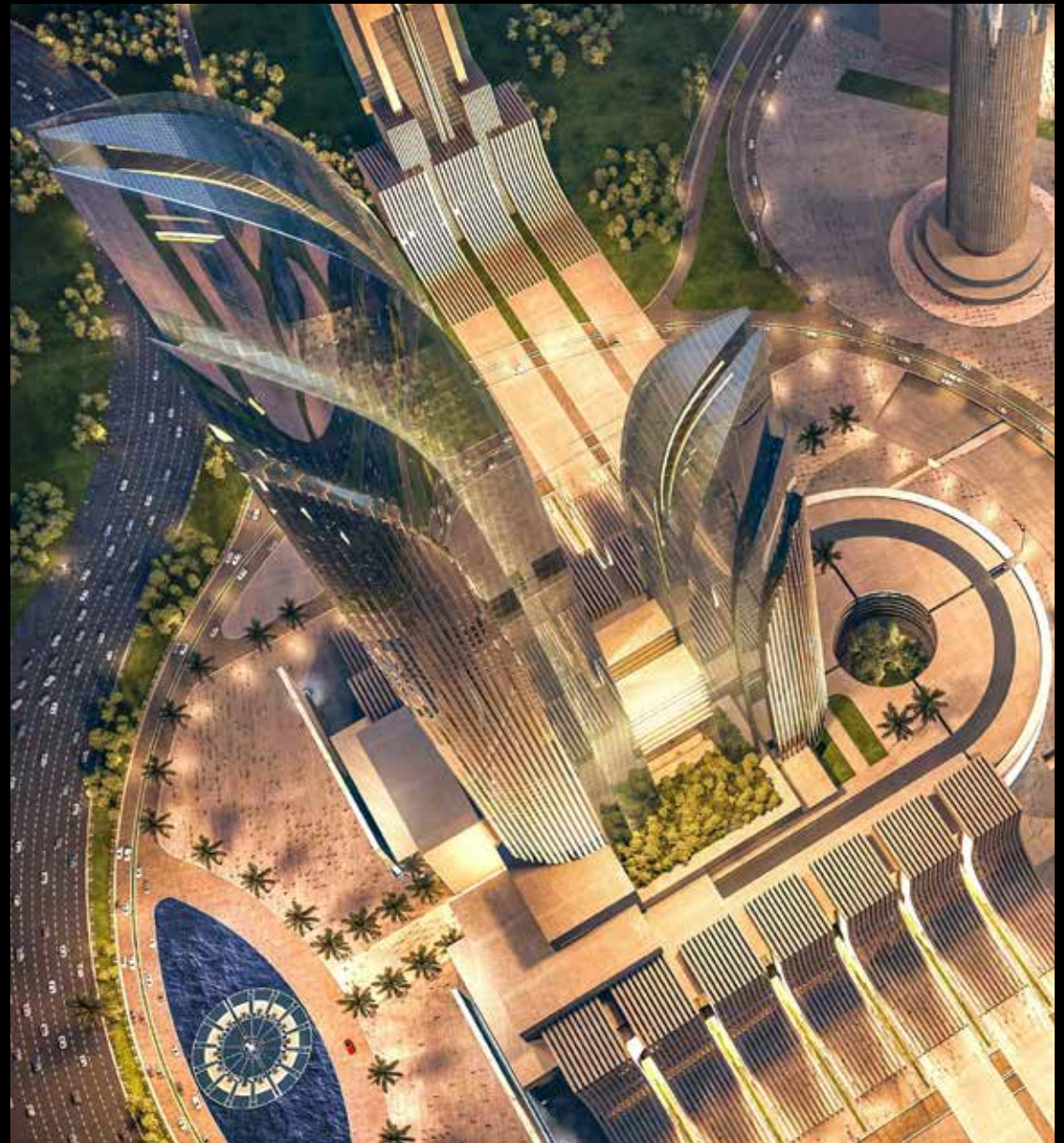


# TRANSLATING THE PAST FOR THE FUTURE

Since 1990, CUBE Consultants, led by Professor Dr. Ashraf Abdel Mohsen, has been redefining Egypt's architectural and urban landscape. As Chairman and NAC consortium member, Dr. Abdel Mohsen designs spaces that connect culture, environment, and human experience. His journey began on a school trip to the Pyramids, where he realized that architecture is more than stacking stone - it is a vision that moves people, evokes emotion, and shapes the world. At the core of CUBE's work lies the Tutura philosophy, guided by the Pyramid Code (3-4-7-12).

Architecture at CUBE is alive: every detail matters, every space carries meaning, and every structure harmonizes with culture, nature, and human life. This philosophy turns each building into an ecosystem, where function, beauty, and experience coexist seamlessly. One of their notable projects is Tutura City - The world's first space tourism city, merging futuristic planning with Egypt's heritage to create a city that inspires awe and imagination; there is also NUT Tower - World Design Award winner, blending engineering excellence with symbolic storytelling that celebrates identity and culture; Nebu - A striking demonstration of translating abstract concepts into tangible form; and the New Administrative Capital, in terms of a visionary masterplan reshaping national urban development while respecting local context and human experience.

CUBE's work has earned international acclaim, including Global Future Design Gold and Rethinking the Future Awards, establishing the firm as a benchmark of contemporary Egyptian architecture. Each project reflects a philosophy where the past informs the future, and architecture becomes a vessel for identity, resilience, and human connection. As Dr. Abdel Mohsen explains **"The future of architecture is human. The cities of tomorrow will not be measured by the number of towers they hold, but by the quality of life they offer."** Every skyline, city plan, and space CUBE design embodies a culture reimagined, and a future secured, proof that architecture can be timeless, and profoundly human.





# Designing Emotion The Signature Vision of Hossam Elkot

Step into any space designed by Hossam Elkot, and you'll feel it before you even think about it. Not just the luxury finishes, the layered textures, or the clever play of light. What you'll feel is emotion, quiet elegance, intentionality, and a subtle harmony between beauty and purpose. As the creative force behind Innen Interiors, Hossam is part of a new wave of designers reshaping the language of interior design in the region, elevating it from a visual craft to a sensory and human-centered experience. But his journey began not in a studio or on a glossy magazine cover, but in childhood sketching layouts, rearranging furniture, and observing the energy of spaces. **"Even as a child, I was fascinated by how the arrangement of furniture or the color of a wall could shift the mood of an entire room,"** he shares. **"Over time, that fascination grew into a passion, not just to make things look beautiful, but to make people feel something."** A Foundation Rooted in Emotion and Experience, Hossam credits his grandmother's home, filled with nature, silence, and warmth, as his first design school. **"It taught me how spaces can feel like an extension of love and memory,"** he recalls. Today, his work remains steeped in that same desire to craft experiences, not just interiors. He begins every project not with a drawing but with a question: What do we want this space to feel like? Whether it's a luxury residence or a hospitality concept, he listens to the client, observes the space, and imagines the atmosphere before ever selecting a color or material. **"Design is about emotion. Once I define the emotional tone, everything else, form, function, flow, comes into alignment."** One of his most defining projects involved a high-end hotel that underwent a dramatic brand shift mid-construction. **"We had to completely redesign the space to match the expectations of one of the world's top luxury hospitality brands, without altering the existing structure."** Where others might have seen a crisis, Hossam saw an opportunity. Working with a dedicated team, he introduced sophisticated finishes, integrated custom furniture, and reimagined every space from lobby to suite, transforming constraint into creativity. **"That project taught me that adaptability isn't just a skill, it's a mindset."**



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INTERIORS

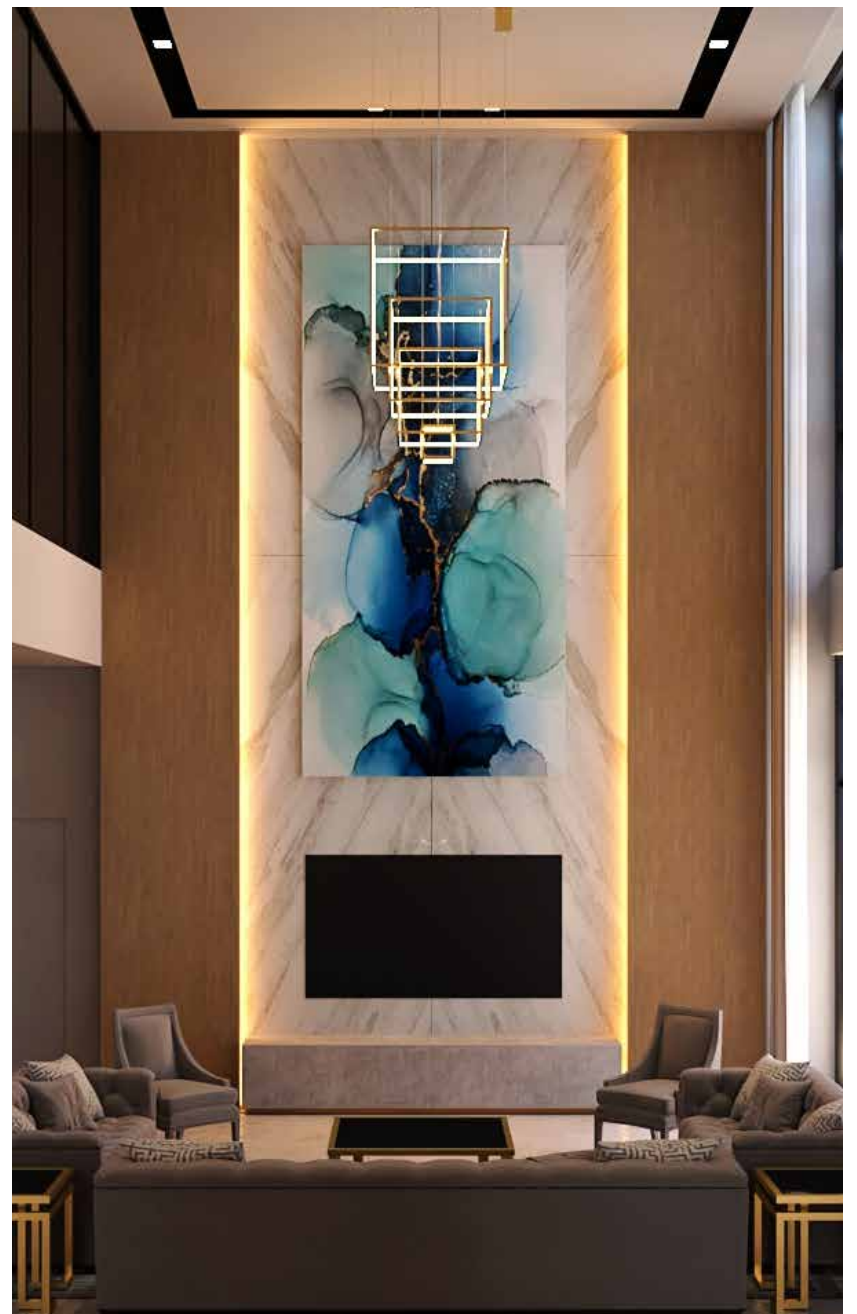
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# Innen Interiors

## Where Design Meets Innovation and Identity

In the fast-evolving world of design, Innen Interiors, founded by Hossam Elkot, stands out for its seamless blend of artistry, precision, and forward-thinking vision. The brand has quickly earned its reputation as a name synonymous with refined design, cultural depth, and innovation. From luxury residences to high-end hospitality projects, Innen's work reflects a deep respect for heritage, while confidently embracing the future. Innen is an Egyptian brand, its work has already reached beyond borders, with both Egyptian and Saudi clients who trust its distinctive design style, and it's now looking ahead to expand and establish its presence in Saudi Arabia. Their goal is to bring the same warmth, culture, and detail that shaped their journey at home into every new project they take on. It's about designing spaces that breathe with identity, comfort, and purpose. To achieve that, the team at Innen reimagines traditional architectural elements such as courtyards, mashrabiya, natural stone, and shaded walkways, adapting them for modern use. Their approach balances local authenticity with global sophistication, resulting in interiors that feel rooted yet relevant. What truly defines Innen Interiors is its commitment to innovation through technology. The brand is one of the few in the region to fully integrate Virtual Reality (VR), Augmented Reality (AR), and Building Information Modeling (BIM) into its creative process. These tools allow clients to see and feel their spaces before a single wall is built. Through VR and AR, they create emotional connections early in the process, ensuring that every decision feels right before execution even begins. This use of technology also improves coordination and precision. With BIM, Innen collaborates seamlessly with architects, contractors, and engineers, reducing errors and aligning vision with reality. The result is not only beautiful spaces, but projects delivered efficiently, accurately, and with design integrity intact. Innen also creates custom-made furniture that complements each space perfectly. Every piece is designed to reflect the client's taste and lifestyle, blending comfort, quality, and timeless style to complete the overall design. What truly sets Innen apart is its people: a team of designers, architects, and artisans who share Hossam's belief that great design begins with empathy. Every member contributes a unique perspective, blending creativity with technical mastery to craft interiors that tell a story. Innen's portfolio showcases a refined consistency: spaces that are contemporary yet timeless, sophisticated yet soulful. This ability to balance opposites has made the brand a trusted name among clients who value substance as much as style. As the brand grows, its vision extends beyond interiors. Innen continues to explore eco-conscious materials and passive design strategies while supporting young designers through mentorship, workshops, and knowledge sharing. With each project, Innen Interiors reinforces its promise: to design with purpose, innovate with empathy, and build with precision. Every project carries the same DNA, a story told through texture, light, and emotion. Innen Interiors isn't just shaping spaces, it's shaping the future of design in the Middle East and beyond.



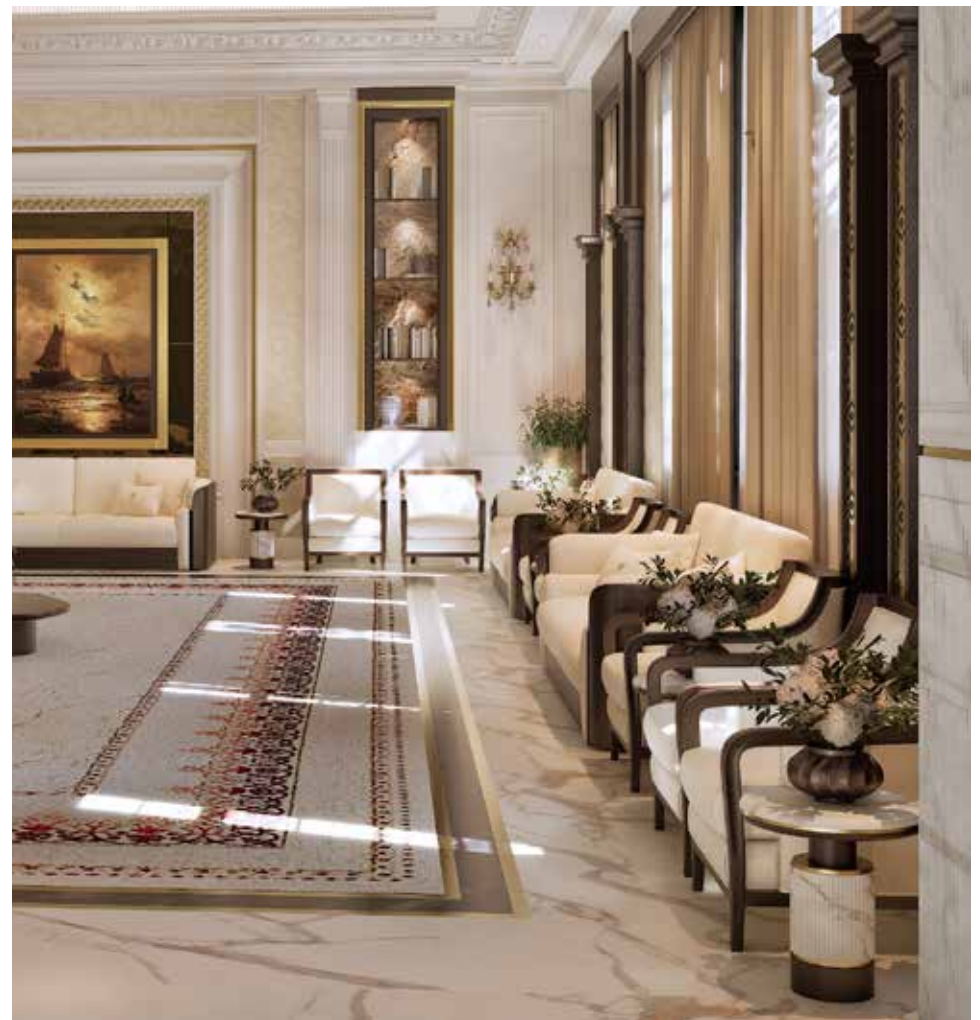


# Crafting Spaces With Soul and Sophistication

In a region where tradition and modernity dance in perfect harmony, Hussein Ali stands out as a name that's quietly shaping the future of luxury design in the Gulf. Since founding Hussein Ali Design House in 2018, the Qatari-based architect and interior designer has built far more than opulent residences, he has crafted experiences. His spaces are not just lived in, they are felt. From the very beginning, Hussein Ali's mission was clear: to deliver timeless luxury with a modern soul. With roots in classical architecture and a forward-thinking mindset, he introduced a design philosophy he refers to as the **"new classic"**, a style that draws inspiration from the grandeur of classical structures while seamlessly integrating contemporary design elements and the latest in material innovation. This balance between past and future has become his signature. But style alone does not define his success. What truly distinguishes Hussein Ali is his dual expertise in architecture and interior design, a rare combination that allows him to conceive every detail from the grand structure to the final finish. It's this holistic approach that ensures that each of his spaces speaks in one unified voice, exuding elegance, functionality, and presence. Walk into one of his creations, and you'll immediately feel the Hussein Ali touch: double-height ceilings that breathe, sweeping staircases that feel like sculpture, marble surfaces paired with warm wood tones, chandeliers that don't just illuminate but elevate. Each space feels curated, not just designed. The interplay of light, material, and proportion is meticulously orchestrated to enhance how people live, feel, and move. His Doha-based studio caters to an exclusive clientele that expects nothing less than perfection. From private villas and luxury residences to bespoke interiors for the most discerning homeowners, Hussein Ali Design House has quickly become synonymous with Qatar's new wave of refined living. Every project is an intimate dialogue between designer and client. **"True luxury,"** Hussein often says, **"starts with listening."** This level of customization is supported by his studio's ability to adopt and implement advanced technologies. Whether it's 3D rendering software, BIM systems, or material simulations, Hussein Ali Design House is always a step ahead in marrying creativity with precision. The team also prioritizes sustainability, selecting high-performance materials and environmentally conscious solutions that do not compromise beauty or comfort.



Despite the ornate nature of his work, Hussein is deeply practical. **“Luxury must be livable,”** he explains. **“If a space is beautiful but doesn’t support the way you live, it’s not truly luxury, it’s decoration.”** This belief guides every square meter of his designs, ensuring that behind every grand gesture is a thoughtful, functional layout. Among his most memorable achievements are a series of landmark residential projects in Qatar that showcase his ability to scale his style across different typologies while maintaining individuality. Whether it’s a serene beachfront villa with sweeping terraces or an urban mansion framed by manicured gardens and fountains, Hussein’s projects always manage to be both grand and grounded. One of the elements that continually sets his designs apart is the seamless transition between indoor and outdoor living. He often incorporates landscaped courtyards, private pools, and water features that soften boundaries and create spaces that feel both expansive and intimate. It’s an approach that not only celebrates Qatar’s climate and culture but also reflects a deeper understanding of human nature: our need for beauty, light, and connection. But Hussein Ali is not just building for today, he’s thinking generationally. For him, every project is an opportunity to leave behind a legacy of excellence. This perspective is perhaps why his work resonates not just locally, but increasingly across the region and internationally. With invitations to showcase his design thinking on global platforms and growing interest from clients in the UAE and Saudi Arabia, Hussein Ali Design House is quickly emerging as a cross-border brand rooted in Arab excellence. His personal journey is as inspiring as his portfolio. Hussein Ali didn’t just fall into the world of design; he carved his path through relentless curiosity, continuous learning, and a deep reverence for architectural history.



His time studying architecture and interiors gave him the technical grounding, but it was his passion for storytelling through space that gave his work soul. Today, as a mentor and tastemaker, Hussein also plays an important role in shaping the next generation of designers in the Gulf. He speaks often at design events and collaborates with artisans, craftsmen, and young creatives to push boundaries and keep the spirit of design evolving. In every talk, in every sketch, you can feel the message he wants to pass on: design is not just a job, it’s a responsibility, to people, to culture, to place. Looking to the future, Hussein has ambitious plans to expand his influence. While his studio will continue its focus on high-end residential projects, he’s also eyeing select commercial and hospitality ventures that allow him to explore new narratives in space and experience. Additionally, a signature furniture line is currently in development, pieces that embody his new classic philosophy and allow a wider audience to bring a piece of his design sensibility into their homes. In just a few years, Hussein Ali has done more than build beautiful homes. He’s built a brand, a style, and a reputation. He’s redefined what luxury means in the context of Qatari culture, less about show, more about soul. And as the world turns its eye to the Middle East for inspiration in art, design, and architecture, there is no doubt that Hussein Ali will be one of the names leading the charge.



MOBILE: 00974 77509309 - 00974 55880316  
 WEBSITE: [www.husseinali-dh.com](http://www.husseinali-dh.com)  
 INSTAGRAM: [husseinalidesign](https://www.instagram.com/husseinalidesign)



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# THE ARCHITECTURE OF EMOTION AND LIGHT

In the quiet interplay between light and form, Ahmed El-Sagher found his voice. An Egyptian architect with a deeply personal design philosophy, El-Sagher doesn't just create spaces, he sculpts experiences. His signature lies in the details: every texture tells a story, and every inch holds purpose. For him, architecture is not only about structure, it's about feeling. El-Sagher's early fascination began with small, often overlooked spaces. **"How can beauty make life easier"** became a question that would guide his career. He gravitated toward bathrooms, not as functional rooms, but as sanctuaries. In these intimate spaces, where light reflects silence and texture invites peace, he saw architecture's true potential: to soothe, simplify, and restore. His style, what he calls Live Minimalism, isn't about starkness or cold geometry. It's about clarity, balance, and designing with intent. For El-Sagher, minimalism breathes. It welcomes the user in,



This heritage now flows through every line he draws, blending authenticity with modern elegance. His greatest dream To design a national landmark that merges history with forward-thinking design, a museum or monumental gate that represents Egypt's modern soul while honoring its ancient wisdom. A space where the past breathes into the future. A message in architecture. What sets El-Sagher apart is not only his talent but also his humility. He listens to spaces, to light, to his clients. He believes that every good design begins with empathy. Whether he's working on a private home or a commercial project, his goal is always the same: to create harmony. A space where people feel seen, understood, and at peace. In a world driven by fleeting trends and visual noise, Ahmed El-Sagher chooses stillness, clarity, and intention. His designs invite people to pause. To breathe. To feel. And in doing so, he reminds us that the most powerful spaces don't demand attention, they quietly transform it.



offering calm instead of chaos, soul instead of spectacle. Ideas often come unannounced, while traveling, during a song, in the rhythm of water during a quiet shower. **"Creativity lives in everyday moments,"** he says. **"You just have to be still enough to see them."** That sensitivity has shaped a design approach where every project starts with emotion, not blueprints. He designs not just for movement and light, but for how people feel inside the space. One of the defining moments in his career came when he managed the Kellogg's Noodles Factory Project, a large-scale industrial challenge that tested his precision under pressure. Balancing strict timelines with complex material coordination pushed him to refine his minimalist principles even further, proving that simplicity is often the most intelligent solution. But it's not just function that drives his work. Growing up in Egypt, El-Sagher was immersed in a timeless architectural legacy, one of balance, proportion, and poetry in stone. **"Egypt's history gave me a deep respect for design identity,"** he reflects. **"It shaped my vision before it shaped me."**



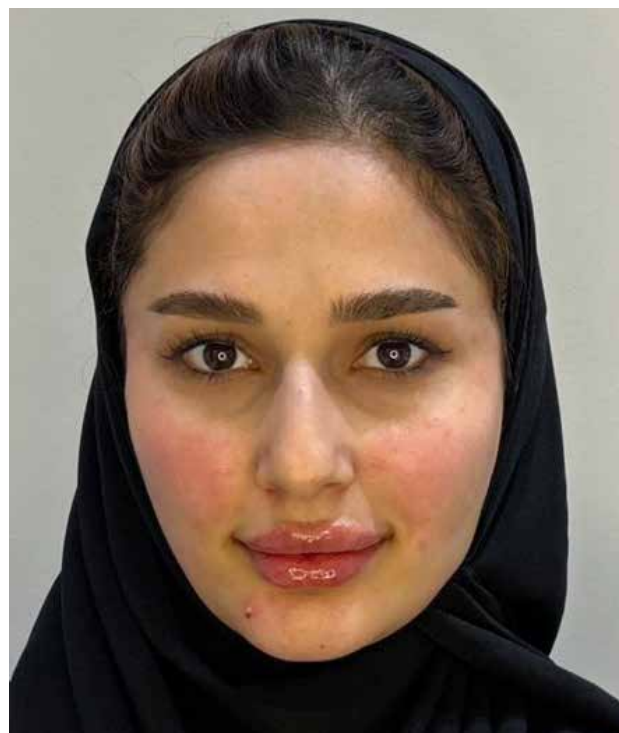
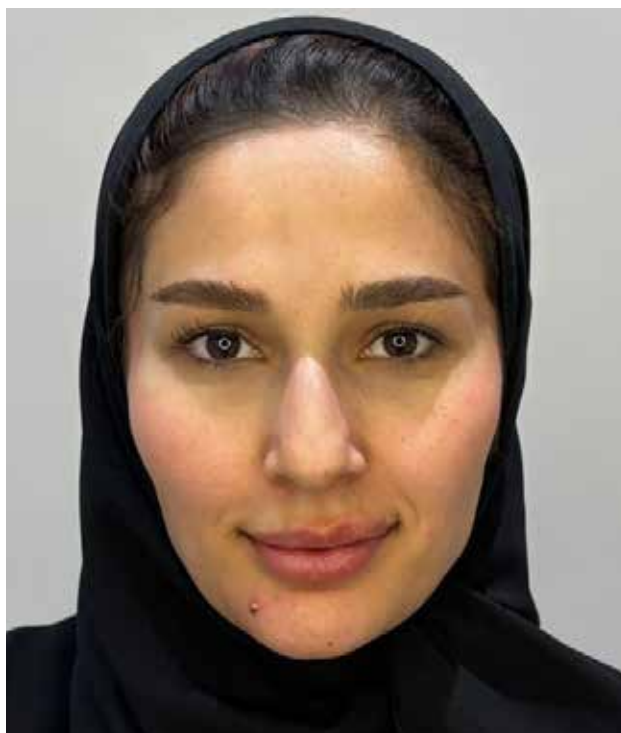
# The Science Of Confidence

Dr. Amal Swedian's Journey Through Skin and Soul Not all healers wear white coats just to treat symptoms, some wear them to restore self esteem, confidence, and dignity. Dr. Amal Swedian is one of those rare physicians who walks the line between science and soul, blending her deep clinical knowledge with a human touch that transcends the typical doctor-patient relationship. As one of Saudi Arabia's most respected dermatologists, her work is more than skin deep, it's transformative. From the moment you step into her clinic, you sense something different. There's no rush, no rigidity. Instead, there's intention. You're not just seen, you're understood. A Childhood Rooted in Curiosity and Care Dr. Amal's journey began not with a textbook, but with a calling. **"I grew up in a home that valued science and compassion"** she reflects. **"Dermatology became the perfect blend, it allowed me to combine my love for medicine with my desire to care for others."** As a young medical student, she was drawn to how skin acts as a mirror to both physical and emotional health. **"It fascinated me, how our skin holds memory, identity, and vulnerability all at once"** This fascination soon turned into a life's work. Transformations That Go Beyond Skin When asked what keeps her inspired, Dr. Amal doesn't hesitate: people **"The most rewarding part of my work is seeing the transformation, not just in the skin, but in how someone walks, smiles, holds their head higher. When someone feels confident in their skin, it changes everything"**. One patient in particular still stands out **"She came to me with severe acne scars and no hope left. After a few sessions, her face began to heal, but what moved me most was when she looked in the mirror and cried. She told me she finally felt like herself again. That's what it's all about"**





**A**n Approach That Marries Science with Soul, Dr. Amal's clinic is known for delivering results, but even more for the integrity behind them. **"We don't just treat,"** she says. **"We educate."** Her philosophy is simple yet powerful: combine clinical precision with cosmetic artistry, and always put patient well-being above trends or profit. **"It's never just about a treatment,"** she explains. **"It's about safety, transparency, and helping someone make informed decisions about their body."** Her personalized approach is what sets her practice apart. **"Every person is different. That's why we listen first, plan second. I want my patients to leave feeling seen, heard, and empowered, not just beautified."**



## Non-surgical facelift with cosmetic injections (Marilyn session) and lip filler

A Leader, A Mentor, A Continuous Learner, To lead a clinic with consistent care, Dr. Amal knows she must first lead by example. **"I believe in training that never stops,"** she says. Her team attends regular workshops, international conferences, and clinical case reviews. **"We operate like a unit, everyone's voice matters, and collaboration is at the heart of everything we do."** She also stays personally updated through active participation in professional societies, journal clubs, and hands-on workshops. **"In dermatology, things evolve fast. My job is to stay one step ahead, for my patients, and for my team."** Breaking Myths, Embracing Truths, As someone who sees both the clinical and cosmetic side of skin health, Dr. Amal often finds herself dispelling myths. **"People think they need a complex 10-step routine,"** she laughs. **"But often, simple and consistent is better. Overloading the skin can do more harm than good."** Her advice: **"Sunscreen. Every day, no exceptions."**

**It's the best anti-aging product and your strongest line of defense against skin cancer."** A Business with a Humanitarian Backbone, Even as a successful entrepreneur, Dr. Amal stays grounded in her purpose: to heal. **"I believe medicine comes first, always. Business follows when you lead with integrity,"** she says. Her clinic often offers free skin checks and community education sessions to ensure accessibility and awareness. **"I want people to feel empowered no matter where they are in life. That means giving back."** This balance between business and humanitarianism is not always easy, but it's intentional. **"When you build trust, the success follows, not the other way around."** Dermatology of the Future: Where Innovation Meets Individuality, Dr. Amal is deeply invested in the future of her field. **"AI driven diagnostics, regenerative medicine, and biologic therapies are already reshaping how we treat chronic skin conditions,"** she says. On the cosmetic front,

she sees a growing demand for natural-looking, non-invasive procedures. **"People don't want to look 'done.' They want to look refreshed, healthy, real. That's here dermatology is headed, toward personalized, safe, and sustainable treatments."** Looking Forward: Expansion, Education, and Legacy, Her long-term vision is as focused as her clinical approach. **"I want to expand access to world-class dermatological care, especially in underserved communities."** Part of that dream includes opening more branches of her clinic, launching training programs for rising dermatologists, and continuing her commitment to education and outreach. **"I want to be part of building a culture where skin health is understood, prioritized, and celebrated, not feared or stigmatized."** **"I hope to be remembered as a dermatologist who combined innovation with compassion. Someone who made people feel seen and safe. Someone who helped others stand taller in their own skin."**

**AP** | **AESTHETIC PIONEERS**  
THINK BEAUTY, THINK US

  
**DR. AMAL SWIDAN**

EMAIL: amalsewidan946@gmail.com  
MOBILE: 0552340492  
INSTAGRAM: dr.amalswidan  
TIKTOK: dr.amalswidan  
SNAPCHAT: dramalswidan



# Niche AWARD

The world of dermatology is a critical one - you deal with the fragile outer mirror that reflects everyone's core beauty. Many try to balance authentic and effective medical procedures, while also maintaining or elevating the patient's aesthetics, but only a few truly get to walk this fine line seamlessly. Dr. Rania Elakabawy is one of those very few people. There is a saying that states "life finds a way," and for Dr. Rania Elakabawy, this statement embodies her journey through the field of dermatology. Dermatology was not her life long passion in the beginning, but happy coincidences sometimes result in lasting legacies. Preferring medical specialities that were more comfortable and less stressful, Dr. Rania Elakabawy never thought she would find herself in the field of dermatology, but after getting her master's degree in 2008, she officially began her journey of uplifting patients and raising awareness about skin care.







The process involved intensive training, continuous work with globally recognised consultants in the field, attending international conferences, and not to mention, keeping with the latest scientific research. At first glance it all seemed insurmountable, but Dr. Rania's determination to see the hard work she has put throughout the years bear fruit helped her gain valuable experience in such a critical and essential field. Above all the valuable knowledge she has gained, and all the experience she has accumulated, Dr. Rania Elakabawy always looked forward to the simple joy that emanated from a patient after a treatment or a procedure, to the point of regularly following up with her patients to make sure everything is in order and there is no need for further intervention. Through hard work and always prioritizing the patient's condition - no matter what it is - Dr. Rania manages to strike a clear balance between the humanitarian and the successful business side of her occupation. She thinks this balance is essential as it not only helps her continue her successful journey in the dermatology field, but also keeps the trust between doctor and patient strong - and trust is one of the most essential parts in maintaining a healthy medical relationship. A doctor's trust is in giving the right treatment, and ensuring continuous follow ups; a patient's trust on the other hand is in simply following instruction during treatment and aftercare, may it be cosmetic or medical. Through trust, Dr. Rania has built a strong foundation that distinguishes her clinic from every other dermatology clinic. Avoiding exaggeration in medical and aesthetic procedures, highlighting a patient's natural beauty instead of changing it completely, and considering the patient's psychological state going into the procedure and coming out of it, is why Dr. Rania's clinic is different from every other clinic. She cares about her patient's wellbeing to the point of hailing their smiles after their problems are solved, as the only lasting legacy she will ever care about. To Dr. Rania, the future is not an expansion or a global takeover, it is to find better and more effective solutions to fundamentally change her patient's life for the better.

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**DR. RANIA**  
ELAKABAWY

**EMAIL:** mrania99@gmail.com  
**MOBILE:** 0530002576  
**INSTAGRAM:** dr\_rania\_elakabawy



Eliza face lift

| Lip harmony |



Dr.  
Heba  
Magdi

EMAIL: Hebaclinic2018@gmail.com  
MOBILE: 0545069665  
WEBSITE: www.dr-hebamajdi.com  
INSTAGRAM: hebaclinic\_  
SNAPCHAT: dr.heba1976



# ELIZA FACE LIFT & LIP HARMONY & TIMELESS RESULTS.

In a world where trends come and go, and definitions of beauty shift with every season, one principle stands unshaken for Dr. Heba Magdy: real beauty is already there, it just needs to be seen. As Deputy Dermatologist and Cosmetologist at Heba's Clinic, Dr. Heba has built more than a career. She's built a philosophy, one rooted in empathy, artistry, and science. For her, skincare is not just treatment; it's transformation on a deeply human level. Her journey didn't begin in a lab coat. As a child, she was captivated by nature, the harmony of a flower bouquet, the silent conversation between colors and proportions. At Heba's Clinic, this purpose shapes everything. Consultations begin with stories, not charts. Every treatment plan is designed like a tailored suit, measured, intentional, and deeply personal. Whether it's a bride, a new mother, or someone simply seeking to feel more like themselves again, no face is ever approached with a template. Instead, Dr. Heba works like a sculptor, using symmetry, golden ratios, and sensitivity to reveal what's already beautiful.



Her clinic is also a center of innovation. Dr. Heba regularly attends international workshops and medical congresses, bringing back the latest advancements in regenerative medicine, skincare technology, and diagnostic tools. Beyond the science, Dr. Heba invests time in understanding material chemistry and tissue interaction, ensuring every product or procedure is both safe and effective in the long term. Among Dr. Heba Magdy's most prominent contributions to the world of non-surgical aesthetics remains her development of two distinctive techniques and methodologies in modern cosmetic practice. The first technique and methodology is Lip Harmony. Here, she established a set of aesthetic, artistic, and simultaneously medical principles for enhancing the lips in harmony with the lower third of the face. This approach aims to avoid the randomness and asymmetry often noticeably observed in lip procedures, a result that has been very positively reflected in the satisfaction of the women who seek this service.

The second technique is the Eliza Face Lift. This is a series of procedures and materials used in specific harmony and gradation to lift and rejuvenate the face for more mature women. Following this procedure, a woman appears as if she has turned back the clock by decades. The effect of this treatment is akin to magic, astonishing all who witness it. Still, one of her biggest challenges is battling misinformation, especially in the social media age. Unrealistic filters and viral trends often pressure young women to chase faces that aren't their own. **"My role is to protect their individuality,"** she says. **"Every face has its own geometry. My job is to honor it, not overwrite it."** Education is key. She emphasizes the importance of simplicity, gentle cleansing, sunscreen, hydration, and emotional wellbeing. **"Beauty isn't about perfection. It's about care, presence, and consistency over time."** Looking forward, Dr. Heba dreams of establishing a pioneering medical institution dedicated to dermatology and aesthetic wellness in the Middle East, one that centers science, compassion, and longevity.







# *A Pioneer* In Dermatology

Life throws countless challenges in our direction. But there will always be the right group of people, willing to take a step forward and help us overcome whatever obstacle is standing in front of us; it could be our neighbors, our family, or even our friends; it could also be our doctors, who are valiant and hard working enough to pursue treatment like Dr. Amira Mahdy. Officially beginning her professional career working day and night at a multitude of public hospitals all over Egypt, Dr. Amira Mahdy was determined to exert as much effort in order to accumulate the necessary experience and knowledge to carry on with her ambitious medical journey. After acquiring a Master's degree in dermatology, she decided to pursue novel experiences in the field of regenerative and aesthetic medicine. The goal was always to pursue the path that would be convenient and most helpful to a lot of people in need, and thus gaining the speciality to help patients improve their skin quality, fight aging, and enhance their lifestyle was of utmost importance.







Throughout life, people have always fought skin diseases, and tried to halt aging as much as they could. It is a tale as old as time itself, but apart from the inevitability of aging, there are some skin diseases that are preventable but people lack the knowledge to truly set their life on the right track. Dr. Amira Mahdy believes it is unfair for one to suffer when they could be helped, so she utilised her skills throughout the years to provide the best possible treatment methods that would in turn reflect positively on the quality of life of the patient. The positive impact on someone's life was valuable enough to inspire and motivate Dr. Amira on her journey without giving her any second thought. There are challenges that come along the way, but nothing tough enough to stop Dr. Amira in her tracks. Her diligence to make her clinic the go-to hub in Saudi Arabia and the wider world, comes with constant practice, attending international conferences, and staying up to date with the latest technological advancements and medical trends that will ease the process of treating patients in the long run. The long term vision for Dr. Amira is for the science in the dermatology field to advance enough to allow for innovating new materials that can replace already existing ones, thus becoming more effective in improving the skin in the long run. From her perspective, this vision is already underway, being propped up by already existing trends in the field like the increased efficiency of medical devices, and therapeutic drugs. It also helps that people will forever have the aspiration to fight aging as a concept. Dr. Amira only wishes her lasting legacy with her work would be to leave a mark in the hearts of her patients. If she manages to plant back the confidence in so many people that lost it, then that shall be the memory she will forever cherish.



MOBILE: 0505340839  
INSTAGRAM: dr.amiramahdy



# *A Journey of Success* **In Interior Design**

Raneem Nusair has been a pioneer in transforming areas into narrative and lively experiences for many years. Raneem, the founder of The Attractive Home Company, is recognized for creating elegant yet pleasant and personal homes. For Raneem, interior design is a calling, a way to shape how people feel and live in their spaces. Her objective has been to raise the level of interior design in Saudi Arabia and internationally. **“Design is more than decor; It is a language that expresses personality and identity.”** She’s driven by a belief that inspires her to craft innovative designs that not only meet her clients’ needs but also impresses them. She gets her inspiration from everyday things, like how sunlight brightens a room, the feel of natural materials, or how one piece of furniture can change a room’s whole vibe. This focus on small details is key to her design: making spaces feel cozy, balanced, and comfy. From the start, her goal has been to improve interior design in Saudi Arabia and everywhere, using her special way of seeing things to create spaces that look classic but also feel personal.

Raneem has truly transformed luxury interiors in Saudi Arabia with her elegant style. She worked on a variety of projects such as palaces and luxury apartments, always adding her unique touch. One of the most notable achievements was Al Salama Hospital in Jeddah ensuring a sense of peace for everyone there. Her talents also contributed to important design elements for the historic meeting between U.S. President Joe Biden and HRH crown prince Mohammed bin Salman at the Ritz-Carlton Hotel, and she’s also done work for King’s College Hospital. In every project, Raneem combines good looks with practical design in her work. Saudi Arabia is evolving quickly and emerging as a center for creativity and innovation inspires Raneem to push boundaries in her own designs. Her designs often blend traditional Saudi elements with new materials and techniques, creating spaces that are both beautiful and meaningful.

Raneem loves to share what she knows! She helps people learn about design, whether they dream of becoming designers themselves or just want to make their homes look good. For her, teaching others how to create balanced and calm spaces is just as fulfilling as designing them herself. By sharing her knowledge, she helps people build homes that truly reflect who they are.





# Turning Every Space into a Masterpiece

Raneem is known for her ability to see the big picture in every project while still paying close attention to the smallest details. She works hand in hand with her clients, taking the time to truly understand their needs, lifestyle, and vision before turning ideas into reality. Her collaborative approach ensures that every design feels personal and tailored, which has earned her the trust and respect of her clients. Recently, a global advertising agency recognized her talent and dedication, praising her for her unique approach and creativity. This recognition has motivated Raneem to keep challenging herself, exploring new design concepts, and finding innovative ways to bring her clients' dreams to life. For her, every new project is a fresh opportunity to push boundaries and create spaces that are not just beautiful but meaningful. Raneem is looking to expand her design work into projects that benefit communities and the environment. She's especially keen on designing places like cultural centers, unique hotels, and public areas that showcase Saudi heritage while also being kind to the planet. She's really good at making sure each client's project stands out and feels one of a kind. She focuses on all the small details to design places that are both lovely to look at and practical to use. **"Since the beginning of my journey, my main goal has been to transform every space into a masterpiece that reflects my clients' visions and dreams,"** she says.



Raneem is looking forward to a future full of exciting chances. She's enthusiastic to start new projects, work with others, and find fresh ways to make the places we live and work feel special and meaningful. Raneem Nusair is an architect who focuses on designing buildings that make people feel good and connected to their environment. She combines art, practical needs and cultural understanding to create spaces where people can do well. For Raneem, every project is a chance to tell a story, adding emotion to her designs and creating uplifting places for everyone who uses them. She believes that good design can positively affect how we think, feel and interact with the world around us. Raneem Nusair wants to make a big vision for Saudi Arabia. She wants to encourage new designers to make spaces that are important and not just popular for a short time. Her wish is to see many designs that combine Saudi Arabia's long history with fresh, modern thoughts, finding a great balance between old and new. With her skill and new ways of thinking, Raneem is ready to make a big difference in design for many years.

**EMAIL:** [Raneemnusair20@gmail.com](mailto:Raneemnusair20@gmail.com)

**MOBILE:** 0565234532

**INSTAGRAM:** [the\\_attractive\\_home](https://www.instagram.com/the_attractive_home)

**SNAPCHAT:** [raneem.nusair](https://www.snapchat.com/add/raneem.nusair)

# NICHE AWARDS KSA 2025



EMAIL: [Academy@qdesign-interiors.com](mailto:Academy@qdesign-interiors.com)  
MOBILE: +962799000972  
INSTAGRAM: [mohammadqablawi](https://www.instagram.com/mohammadqablawi) - [qdesign2-theartjo](https://www.instagram.com/qdesign2-theartjo)



# WHERE CREATIVITY AND PRECISION UNITE!

Mohammed Qablawi believes that a good design will leave the people in awe, but a great design will influence the way they live. Through this philosophy, he creates spaces that not only reflect the individual, but strives to evoke additional feelings like calmness, inspiration, comfort, and connection. As the founder of Q Design, Mohammed focuses on the emotional connection of the space with its practicality - not just filling it with furniture and adequate decorations. The design principles that hold the foundation of the brand in terms of client interaction boil down to two main cornerstones - creativity and empathy - balancing these two ideals aids in transforming the spaces to sanctuaries that reflect Mohammed's effort and the client's personality. He wants to create alluring yet functional spaces, whether it's a small apartment, a family home or a business. He learns about the client's daily routines, family needs and how they live so that the final design becomes an extension of their character not an enforcement of his expertise. Seeing the result of his work bring families together, and allows for warm interactions and relations to foster, is all Mohammed needs to remind him why he invests so much time into perfecting his craft. Q Design is known for its clean, modern look, interesting textures and clever use of natural light. From practical, welcoming kitchens, to living rooms that encourage conversation, to bedrooms that feel like peaceful escapes, it is all about creating harmony across every space. Over the years, Mohammed developed a method that balances creativity with precision. He thinks carefully about every single part, like how things are arranged, how the light will reflect upon the surfaces, and what materials are used to ensure the final outcome feels seamless and natural. This prudence is what makes Q Design special and why customers keep returning and recommending the company. Looking ahead, Mohammad plans to expand Q Design, bring more diverse talents and expertise under the Q Design umbrella, continue to push boundaries and explore new opportunities, all to set the standard that inspires every other interior designer in the industry. The ultimate goal is to become a leader in a space that allows for ideas to flourish, and for clients to genuinely feel they are supported.





*Niche Award*



# Hazem Mansour: Redefining Interior Design Through Art, Innovation, and Empathy

The Artistic Vision of Hazem Mansour An interior architect and visionary rooted in both art and innovation, Hazem approaches every project as a living story waiting to be told. has blossomed into a career defined by boundary-pushing aesthetics and cutting-edge technology. For Hazem, the journey into design wasn't about trends or fame. It was about transformation turning ideas into experiences, homes into havens, and businesses into bold expressions of identity. **"I've always been drawn to building and creating. But it was when I merged design with technology that everything clicked,"** he explains. Today, Hazem is recognized not only for his signature visual style, but for his integration of VR and AI into the design process giving clients a fully immersive experience of their spaces before a single brick is laid. His artistic roots run deep. As a professional pianist, Hazem draws parallels between music and interior design. Both require harmony, rhythm, and emotion. This unique blend of sensibilities gives him a richer perspective allowing him to feel spaces as much as he designs them. **"Every room should tell the story of its owner,"** he says. **"Design starts with empathy. Designing in Saudi Arabia brings unique challenges, but Hazem meets them with respect and adaptability. He honors the local culture and traditions, while subtly weaving in modern influences. "Comfort is the true luxury. A beautiful space that isn't livable isn't truly successful."** Hazem envisions his practice crossing borders, from the Middle East to Europe, introducing global audiences to a design process that is not only immersive but deeply personal.



**ADDRESS:** Sodic Strip Mall Unit F16,  
Beverly Hills Sheikh Zayed City  
**EMAIL:** [info@hmansour.com](mailto:info@hmansour.com)  
**MOBILE:** 01066666590  
**INSTAGRAM:** [hazemmansour.eg](https://www.instagram.com/hazemmansour.eg)



*Niche*  
AWARD



# Elegance born of craft, that's how Awab Elsaid Designs makes its mark.

**A**midst the scent of freshly cut wood and the echo of hammer strikes in Damietta, Awab Elsaid's journey began in the heart of Egypt's renowned furniture-making legacy. "My childhood wasn't just about furniture," he recalls. "It was about understanding form, texture, how a color or a curve could change an entire mood." That early immersion laid his foundation. What later became his signature, however, was the belief that interior design isn't just decoration, it's emotion made tangible. Awab's design journey began with aesthetics, naturally. But over time, he learned that a truly remarkable space blends form and function. "Now," he reflects, "I see beyond beauty. Every project must serve daily life, feel luxurious, and yet stay deeply personal." This evolution is visible in his interiors, subtle luxury paired with practical flow, where lighting isn't just about visibility, but about warmth and comfort. Raised in the furniture capital of Egypt, Awab's attention to craftsmanship was refined through exposure to international exhibitions and design capitals. Traveling, especially to Milan for the Salone del Mobile, continues to shape his creative vision, enriching his palette with global influences. Patterns, textures, and materials from various cultures become threads he weaves into his design vocabulary. His first move isn't sketching a floor plan, it's reading the space. He observes how light enters, how people move through it, and then he crafts the feeling, whether that's serene or dynamic. That feeling shapes every detail that follows. One of his toughest challenges came with a luxury project in Saudi Arabia under strict deadlines and complex requirements. Time pressure, supply constraints, and climate concerns all tested his process. Yet through precise scheduling, vendor coordination, and smart design choices, he delivered something both refined and deeply true to his aesthetic. Working in Saudi Arabia, Awab notes, brings unique dynamics, local culture, climate, and client expectations. For him, every challenge is an opportunity to innovate. Material selection accounts for heat, humidity, and local character. But he stays equally connected to global design trends, sleek minimalism, cutting-edge finishes, and tactile comfort. Clients, he says, are partners in the design process. Sometimes they bring big ideas; sometimes they rely on his expertise to shape them. Awab believes his role is to listen, interpret, and transform those ideas into spaces where utility and identity meet. Awab's work is the blend of luxury married to simplicity, practicality aligned with artistry. He often says the goal isn't to decorate a room, but to craft an experience, one that feels complete and deeply personal. Travel remains his richest inspiration. From Milan's furniture fairs to the traditional craft roots of Egypt, every cultural contrast influences his sketches and finishes. Some projects, like his corporate designs in Riyadh's Kingdom Tower, represent more than just architectural achievement, they symbolize trust, scale, and vision. His dream project? "A landmark," he says, "a creative studio fused with a furniture showroom and cultural spaces, an architectural icon that captures what Awab Elsaid Designs means." In five years, he envisions expansion, more projects across Saudi Arabia and beyond, and world-class furniture production echoing his Damietta roots, strengthening the bridge between crafted tradition and global luxury, and redefining what it means to live beautifully. Awab designs with emotions, harmony, and pride.



INSTAGRAM: Awab Elsaid  
EMAIL: aw@bic-ksa.net  
MOBILE: +966540994416 - +201141177764



# NICHE AWARD

## BEYOND WALLS AND FURNITURE

Not every design begins with a blueprint. Some begin with a feeling of a subtle harmony between space and soul. That's exactly how Manar, the visionary behind Manar Interior Design, approaches every project. Her work isn't simply about creating beautiful spaces, it's about shaping how people feel within them. Raised in an environment where beauty lived in the details, Manar developed a sensitivity to space from a young age. **"As a child, I would always notice the way homes were arranged, how lighting changed the energy of a room,"** she recalls. These early reflections shaped her signature approach, one that marries functionality with soul. When she begins a new project, she starts with a question: What does this space want to feel like? She studies the client's personality, lifestyle, and dreams before sketching a single line. **"The client is my partner in the process, Their vision is the compass; my job is to bring it to life with balance and elegance."** Her interiors aren't just styled, they're felt. A living room becomes a sanctuary, a dining space becomes a memory-making zone, and a master bedroom transforms into a peaceful retreat. Her work is emotional storytelling told through layout, fabric, texture, and light. Designing in the Kingdom of Saudi Arabia offers its own unique challenges. There's a rich cultural heritage to honor, yet a rapidly modernizing taste to keep pace with. **"The balance between preserving identity and embracing innovation is delicate,"** Manar notes. Add to that the climate considerations choosing materials that are both beautiful and durable under desert conditions and you have a true test of a designer's creativity. Still, Manar thrives in that space between contrasts. She bridges traditional values with contemporary living, ensuring every design speaks to both past and present. **"True beauty is when form serves function without compromise,"** she explains.



EMAIL: [m.nar.design@gmail.com](mailto:m.nar.design@gmail.com)  
 MOBILE: 0550750307  
 INSTAGRAM: [manar\\_interior.design](https://www.instagram.com/manar_interior.design)  
 TIKTOK: [mnar\\_design](https://www.tiktok.com/@mnar_design)



# Niche AWARD



She avoids fleeting trends and instead crafts timeless environments tailored to each client's character. Whether it's a family villa or a corporate office, she finds creative ways to inject soul soft lighting in a quiet corner, natural textures under the hand, color palettes that calm or energize. Among her many projects, one stands out: a cozy yet elegant villa for a young family. **"I was able to design a space that reflected every member of the family," "It was a design that told their story."** It's this personal connection to her work that leaves a lasting impression not just on the homes she builds, but on the lives she touches. Looking ahead, Manar dreams of expanding her brand's presence across the region while continuing to raise the standard for experiential design. not just a look. And her vision doesn't stop at interior design. Manar aspires to build a brand known for blending beauty, comfort, and meaning, bringing her philosophy to everything from furniture curation to spatial branding. At the heart of it all, Manar Interior Design is guided by values: honesty, calm, care, and a deep understanding of the people who will live in the spaces she creates. **"Every client deserves a space that feels like them,"**



# *The Building* **Of An Architect**

Astute architect Ameen Radhi understood the concept of different perspectives, beliefs and philosophies feeding into the final architectural result from the very beginning - when he was still a child, fascinated by the surrounding world and the many mechanisms and details bringing it to life on a daily basis; he took this knowledge and built for himself a worthy career designing various types of architectural projects that serve a myriad of needs. From a very early age, Ameen Radhi was enamored by the act of creation available to anyone with imagination, if they wished for it to be. He acted on his curiosity by dismantling toys to uncover the secrets hidden inside; attempting to build miniature shapes and structures that were complex to his young mind, using legos, dominoes, wooden blocks, or anything that was available to him at the moment. With every small project he completed, he felt a flood of glee and pride washing over him. It helped feed his creativity and the sense of wonder he developed early on.

That was the practical side of his early exploration into the fantastical world of architecture. The feelings that were not tangible have also grown with time, and soon enough, he began noticing the difference between his family's home with its modern style architecture, and his grandfather's home with its more traditional leaning designs to the built environment. Architect Ameen Radhi learned a very important lesson that day - he learned of the great significance pertaining to the connection between the people and the place; how buildings are more than just walls and roofs, they are language that conveys a message to everyone living in them, and a reflection of that message to everyone that lies outside. From then on, it was easy for Ameen Radhi to choose architecture as his profession, as his love for art, and creativity grew.





# Acting On Belief. Following Destiny.

Ameen Radhi's love for the deeper and more layered details that surround the field of architecture took him through a journey of education and understanding. It was not a tasking endeavour for the astute architect, because he wholeheartedly believes in the importance of continuous education and exploration of every facet of architecture as a discipline. His career took off as an architect with a foundation built on connection and balance between the elements. His projects cover a wide array of appearances, scales, and impact. From urban and commercial projects, to built work of various sizes and scales with multiple floors, spaces that serve a multitude of purposes including the blending of his unique architectural identity with the demands of the modern architectural landscape. To Ameen Radhi, if you could not strike the perfect balance to nurture the connection the people ought to have with the place, then you have failed as a professional architect. That is why when starting on a project, Ameen Radhi begins by first understanding the needs and wants of the client - what's their vision for the space; what do they want it to convey; how do they want to convey it. Taking these points in mind, the inspiration phase begins, where nature, the local culture, and the overarching contemporary art of modern times help Ameen Radhi build a strong foundation of ideas.



The experimentation phase then begins, as he sketches models and tries different forms and shapes. He focuses on balancing beauty with function, and honors his philosophy of keeping the work modern and sustainable, but also preserving the identity and heritage of the location it resides in. In the end he merges all these elements into a single holistic design that creates a true human experience with the environment. And in a country rich with history and culture like Saudi Arabia, a process like the one Ameen Radhi follows, helps to respect the heritage of the various locations in the country, and the beliefs of its people. Ameen Radhi's end goal goes beyond just constructing buildings, he wants to leave a lasting impact that combines beauty, function and cultural identity. If the future of architecture is one that chases trends without paying any attention to the people and to the culture, then that is a future that Ameen Radhi rejects. And so he is hopeful - hopeful that technology, and especially AI, will assist in building a future proof society; one that respects the people and provides them comfort. Ameen Radhi works diligently to make that future vision a reality.



**EMAIL:** Ameenadel38@gmail.com

**MOBILE:** +973 3658 8123

**INSTAGRAM:** ameenradhi

**TIKTOK:** ameenradhi

**YOUTUBE:** AmeenRadhi





## DESIGNING EMOTION, SHAPING CULTURE

In a world of fleeting trends and rapid construction, few design studios dare to pause, to feel, to listen, to understand space as a conversation. In Bahrain, one studio not only dares, but masters it: 1:1 Architecture and Design, founded by Maysam Alnasser, has spent over a decade quietly transforming the way we experience architecture. Since its founding in 2012, 1:1 has become a celebrated name in the region, not for loud statements or flashy aesthetics, but for the opposite. The studio builds with empathy. Its philosophy is rooted in architecture as dialogue: between humans and their surroundings, between space and emotion, between culture and evolution. **“We don’t just design buildings. We design people’s emotions through architecture,”** says Alnasser. It’s this intimate, human-centered philosophy that earned the studio its place among this year’s Niche Awards KSA honorees, where excellence is measured not just by the structures we build, but the lives they touch. Maysam Alnasser’s journey began with curiosity, not only about form and function, but about meaning. After earning her architecture degree from Edinburgh College of Art in 2007, she returned to Bahrain with a broader mission: to investigate the invisible threads between space and identity. Her Master’s thesis, Space and Cultural Transformation, was more than research, it was a manifesto. It asked how architecture doesn’t just house culture, but shapes it, challenges it, reflects it. What sets 1:1 apart is its multi-layered design process. Every project includes psychological impact studies, emotional mapping, and contextual analysis, ensuring that the final space doesn’t just function, but feels right. From conceptual architecture to interior environments and even bespoke furniture, 1:1’s work is always a holistic experience. The studio is known for its artistic approach, texture, light, and story, creating spaces that are as emotional as they are architectural. Alnasser herself has explored every layer of this world. She taught interior design at the University of Bahrain, collaborated with international brands like Barcelona Design and Roche Bobois, and exhibited at major design fairs, including Salone del Mobile in Milan in 2018. She also embraced the language of installation art, crafting abstract narratives that continue her architectural storytelling through galleries and exhibitions across Bahrain. In 2019, Maysam’s impact was formally recognized when she was awarded the **“Bahrain Entrepreneur Honor Seal Award”** by HRH Princess Sabeeka Al Khalifa, founder of the Supreme Council for Women. It was more than a personal achievement, it was a recognition of architecture’s power to nurture cultural dialogue, especially when led by women who bring sensitivity and clarity to the field. **“Architecture is not about control,” Maysam notes. “It’s about response. A space should respond to those who live in it, and allow them to evolve inside it.”** Today, 1:1 is entering a new chapter. With growing interest from Saudi Arabia, the UAE, and beyond, the studio is poised to expand its impact across the Gulf, bringing its unique blend of art, architecture, and psychology to new communities seeking meaningful design. At the core of this expansion is a simple yet powerful belief: that space is not just a backdrop, it’s a character in our lives.





1:1

EMAIL: maysam@1-1architecture.com  
 MOBILE: 0097317535121 - 0097336399606  
 WEBSITE: www.1-1architecture.com  
 INSTAGRAM: 1to1design - maysamalnasser



# *Zaidan Sufian*

## The Harmony Between Nature And Progress

From sketching as a child to shaping real spaces today, Zaidan Sufian's journey into architecture began with a childhood dream. From a young age, he was fascinated by drawings and buildings. This early love for art and structure slowly grows into a deep passion for architecture, a field that would allow him to combine creativity and purpose. When he visited historical cities as a child, he became captivated by the beauty of old architecture, the arches and the patterns. These experiences shaped his vision of what architecture could be: not just buildings, but living stories that connect the past with the future. He always admired how those old designs carried meaning and history while still serving people's everyday lives. Zaidan's design philosophy is built around two main principles, simplicity and functionality. He believes that great architecture doesn't need to be overly complicated; it should serve people's needs and still look beautiful. Every single detail in his project has a purpose. He focuses on how spaces make people feel and how design can improve their daily experience. To him, a good design shouldn't only catch the eye, but also make life more comfortable. When starting a new architectural project from scratch, Zaidan follows a creative process, he begins by deeply understanding the client's vision and lifestyle, what they want, what they value and how they plan to use the space. After that, he spends time researching and collecting inspiration. Then he develops these ideas into a practical, well-balanced design that meets both artistic and technical goals.





# NICHE AWARD

He integrated traditional Saudi design elements such as arches and decorative patterns but reimagined them with modern touch. Like many architects, Zaidan faces challenges in his work. The biggest one, he says, is tight deadlines. Designing a project that requires time for creativity, coordination and detail. To manage this, he focuses on organization and teamwork. Another challenge he faces is balancing the client's needs, his own artistic vision and technical limitations. To overcome this, Zaidan always starts by listening carefully to the clients' ideas. Then he proposes balanced solutions that protect the project's beauty while ensuring it meets functional and structural requirements. Sustainability is also a major part of Zaidan's approach. He believes architects have a responsibility to design buildings that respect the environment and serve future generations. His goal is to create spaces that are not only visually appealing but also energy-efficient, durable and smart. Working in Saudi Arabia brings its own unique challenges. Zaidan explains that the biggest one is finding the right balance between local identity and rapid modernization. Cities are growing quickly, and there's a constant demand for modern, high-tech structures.



Yet at the same time, there's a strong cultural character that must be preserved. Looking ahead, Zaidan hopes to leave behind a meaningful architectural legacy, buildings that serve people, inspire them, and remain beautiful and functional for generations. He dreams of redesigning some of the country's old towers to make them more sustainable and energy-efficient. However, he admits that he enjoys starting a project from scratch more than redeveloping existing ones. **"Starting from a project from scratch gives me full creative freedom,"** he says. For him, the future of architecture is about harmony, between nature and progress, tradition and innovation, people and the spaces they live in. With over nine years of Gulf experience, the company has delivered 356+ projects for 183+ clients, offering architectural, interior, and execution services. Recognized for quality and trust, it now focuses on innovative, sustainable solutions aligned with Saudi Vision 2030. By adopting global standards and smart technologies, the firm continues to shape urban development across Saudi Arabia and the Arab region.



EMAIL: Sadrcompanyy@gmail.com  
MOBILE: +966555087348  
WEBSITE: www.sadrcompany.com  
INSTAGRAM: sadr.companyy  
X: sadrcompanyy





# NICHE AWARD



Every building has a story to tell, and Abdullah Al-Senari believes it can change the way people live. From a young age he was fascinated by architecture, seeing it as the perfect mix of art, engineering and human experience. Growing up surrounded by different buildings, from traditional arab courtyards to modern city structures, he learned how buildings shape people's lives. This inspired him to become an architect and start Axis Co.

At Axis Co., Each project combines modern ideas with local culture, making spaces that are both beautiful and practical. Abdullah and his team start by listening carefully to their clients, understanding the story of the place and considering the environment and culture. One of his favorite projects, villa Wasat in Jeddah, the villa mixed modern style with Saudi traditions. It includes open-plan interiors, private courtyards and natural materials. The design balances past and future, elegance and comfort, making the villa feel like a true home. Sustainability and innovation are important in every project. Abdullah uses energy-saving methods, renewable energy, smart systems and modern digital tools. Looking ahead, Abdullah wants Axis Co. to leave a legacy of endless vision-designs. He hopes their buildings tell stories, enrich communities and set examples for smart, sustainable and culturally aware design in the Middle East and beyond.





AXIS co.

EMAIL: ABDULLAHSENARI@AXISED.P.COM  
MOBILE: +966532548024  
INSTAGRAM: AXIS\_CO

# Rooted In Identity

Some designs speak. Others listen. They listen to history, to heritage, to the unspoken rhythm of place and then respond with architecture that doesn't just fit in but belongs. That's the philosophy of Hossam, the architect behind Dar Al Kayan, and one of Saudi Arabia's rising names in meaningful, human-centered design. From the very beginning, Hossam's relationship with architecture wasn't just about lines and structures, it was about the emotions people feel as they move through space. "As a child," he recalls, "I was fascinated by old doors, narrow streets, and the stories hiding in traditional homes." This early love for quiet details evolved into a lifelong pursuit to create spaces that are not only beautiful, but resonant places that feel deeply connected to people's memories, needs, and cultural spirit.





# DESIGN AS DIALOGUE, BUILT FOR TOMORROW



Now, as the driving force behind Dar Al Kayan, Hossam is reshaping how architecture in Saudi Arabia balances modernity with heritage, aesthetics with utility, and ambition with empathy. A Design Language That Speaks to the Soul At the heart of Hossam's design philosophy lies a commitment to human-centered spaces. Whether he's working on a residential compound or a large-scale public project, his goal is always the same: to create an environment that enhances how people live, move, and feel. "Architecture," he says, "is not about the building. It's about the experience." This philosophy is visible in every Dar Al Kayan project, a careful dance between authenticity and innovation. One of his favorite works is a residential development that merged clean modern lines with local cultural elements.

"We didn't just preserve the identity," he says. "We celebrated it through form, materials, and spatial relationships. It was a home people could feel, not just live in." Working within the Saudi market brings its own unique set of challenges and opportunities. "There's incredible ambition here," Hossam notes, referencing the country's rapid growth and transformative vision. "But with that comes a responsibility to build wisely, to honor culture, and to think long-term." For him, the answer lies in reinterpretation rather than replication. Traditional features like mashrabiya, courtyards, and natural shading are not just copied, they're reimagined. His work is a masterclass in transforming these age-old design elements into something fresh, functional, and suited for contemporary living.

Hossam doesn't see his clients as mere recipients of his creativity. This collaborative approach ensures that every design responds not just to the land, but to the lives it will hold. That balance between client needs, personal vision, and technical feasibility isn't always easy. In one of his most complex projects, he was tasked with delivering a large-scale build on a tight schedule and with limited resources. Instead of compromise, he leaned on digital tools, clear communication, and tight team management to pull it off on time, on budget, and with impact. Toward a Future That Feels Like Home To Hossam, sustainability is more than a buzzword, it's a baseline. Every design at Dar Al Kayan prioritizes eco-conscious materials, energy-efficient systems, and flexible forms that can evolve with the people who inhabit them. Looking ahead, his vision for architecture especially in fast-paced, urban Saudi cities is clear: smart, adaptive, emotionally intelligent design. "The future won't be about flashy façades, it'll be about spaces that feel like home even as the world around us changes." A Legacy Etched in Space Whether starting from scratch or breathing new life into an existing structure, Hossam finds joy in the process of making space matter. But beyond individual projects, his deeper ambition is to leave a legacy not just of buildings, but of meaning. "If someone walks into one of our projects and feels calmer, more connected, then we've done our job," he says



شركة دار الكيان  
DAR AL KAYAN COMPANY  
للإستشارات الهندسية  
Engineering Consulting

INSTAGRAM: daralkayan.ksa  
FACEBOOK: daralkayan  
SNAPCHAT: daralkayan  
X: dar\_alkayan



# NICHE 2025 AWARD

Inside the world of Dr. Ali Hakami, Founder of Estabraq Specialized Dental Clinics, unfolds a journey defined by precision, passion, and purpose. Within Estabraq, every smile tells a story of artistry, devotion, and perfection. For him, dentistry is far more than a profession; it is a symphony where science meets emotion and precision transforms into art. Since beginning his journey in 2012 at Cairo University, followed by advanced training at the University of Leeds, Dr. Hakami has devoted his life to mastering a discipline that unites medicine, engineering, and aesthetics transforming not only smiles but the confidence and self-expression behind them. His approach goes beyond treatment; it is an artistic dialogue between the patient's individuality and the science of design. Each detail, from the curve of a tooth to the balance of a smile, is crafted with the same sensitivity an artist gives to a masterpiece. But long before this academic and professional path began, a quiet moment from his childhood had already set the foundation for his destiny. The story of Dr. Hakami dates back to 2003, when a young boy stepped into the Dental Center at King Khalid Military Hospital, an experience that would quietly shape his future. He still recalls the serene atmosphere, the steady hands of the Saudi dentists, and the graceful confidence with which they worked. It was in that moment that a spark was born a dream not merely to practice dentistry, but to redefine it as an elegant craft rooted in empathy, precision, and beauty. Throughout his journey, Dr. Hakami was guided by mentors who recognized his potential and inspired him to reach beyond his limits. **"Certain people in life give you that extra push, he reflects, and that spark of faith can transform your entire path."** Today, that spark continues to guide him in every patient he meets, every clinic he builds, and every smile he restores. For Dr. Hakami, the pursuit of excellence is not a destination, but an ever-evolving journey, one where art, science, and humanity converge to create something truly timeless.



Dr. Ali Al-Hakamy

EMAIL: [alihakamy141013@hotmail.com](mailto:alihakamy141013@hotmail.com)

MOBILE: 966557440006

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

SNAPCHAT: [dr.alihakamy](https://www.snapchat.com/add/dr.alihakamy)



# Redefining Excellence in Modern Dentistry

The defining chapter of Dr. Hakami's journey began with a bold, life-altering choice, a decision that spoke volumes about his character and vision. Leaving behind the comfort and stability of a government position was not an easy step, but for him, passion has always outweighed predictability. **"Every success story requires courage,"** he often says, a philosophy that became the compass of his career. It was courage, discipline, and a deep love for dentistry that guided him toward founding Estabraq Specialized Dental Clinics in 2020, a dream built not merely on ambition but on purpose. Establishing a world-class dental facility in Tabuk, a city without a dental college or a wide pool of specialized professionals, was a monumental challenge. Yet, with a blend of vision and persistence, Dr. Hakami transformed obstacles into opportunities. He invested not only in infrastructure but in people, assembling a team of exceptional dentists and specialists who shared his values of precision, empathy, and excellence. Every decision, from the architectural design of the clinic to the selection of equipment and materials, reflected his unwavering pursuit of perfection. Today, Estabraq Clinics stands as a landmark of trust and sophistication, a sanctuary where science meets art, and where every smile is treated as a masterpiece in progress. Comprising eight specialized units, the clinic embodies a holistic approach to dental care, covering every branch from cosmetic and restorative dentistry to pediatric and surgical treatments. But beyond the technology and talent lies a deeper philosophy: for Dr. Hakami, dentistry is not just about teeth, it is about people. Each patient's journey is personal, each treatment a story of confidence restored and self-esteem renewed. Walking into Estabraq is not simply a medical visit; it is an experience. Patients are greeted with warmth, guided with clarity, and treated with precision that rivals the world's leading clinics. The environment mirrors Dr. Hakami's belief that comfort and care should co-exist, that healing begins the moment a patient feels seen and understood. The use of cutting-edge technologies from 3D imaging (CBCT) and water laser therapy to the latest digital scanning systems ensures not only technical excellence but also a seamless, pain-free experience. These innovations, carefully chosen by Dr. Hakami himself, represent his ongoing commitment to progress, blending global advancement with local expertise. Yet what truly distinguishes Estabraq is its soul, the integrity and compassion that flow through every interaction. Under his leadership, the clinic's philosophy remains simple yet profound: professionalism, empathy, and honesty above all. Each team member is trained to see beyond procedures, to connect with the human being behind every case. It's this human-centered approach that has earned Estabraq a reputation not just as one of the finest clinics in Northern Saudi Arabia, but as a symbol of trust in the region. Looking ahead, Dr. Hakami's ambitions stretch far beyond the walls of Estabraq. His vision is to expand across the Kingdom, creating a network of excellence while nurturing the next generation of Saudi dentists through advanced training and development centers. In harmony with Saudi Arabia's Vision 2030.





# NICHE <sup>2025</sup> AWARD

**D**r. Lama Alsafadi's journey into dentistry grew from something deeply human joy in helping others. **"From my childhood, I rejoiced simply when I could comfort someone in pain or share a toy with someone in need. Seeing their mood lifted brought me an inner happiness I couldn't describe"** That simplicity and compassion carried through her teens, and eventually firmly anchored in her decision to become a dentist. "I found that the smile, a small curve of expression, carries so much: confidence, comfort, identity. It became my way to give joy every single day" Her medical journey began with that belief: that dentistry is not just about appearance, Moments of Profound Transformation, Dr. Lama remembers one case that stands out: a patient whose front teeth were broken in an accident, leaving their smile shattered, both visually and psychologically. "When I completed treatment and saw their smile restored, their expression wasn't just one of satisfaction, it was tears of joy. They said, 'I can smile again without fear. At that moment, I realized that dentistry surpasses mere treatment. It rebuilds self-esteem, it rebuilds lives"





That moment didn't just become a memory, it became a north star in her practice. Making space for compassion in a clinical field isn't always easy. Dr. Lama admits the biggest challenge has been balancing the scientific rigor and the human side. She often works with severely damaged dental cases where precision must meet patience. She has also encountered patients afraid of the dental chair. **"Often, you're not just treating teeth, you're treating fear, anxiety, and trust"** Because of this, she has learned to pause, to explain, to empathize. Garnering trust becomes as vital as performing the procedure. Her clinics aren't just equipped with modern tools. They're built on conversation, transparency, and safety. She always takes time to clarify every step of the treatment, ensuring the patient is comfortable and informed. That builds confidence, which enhances healing. It's the way she treats every patient as a friend rather than a case. She's insisted from day one that the clinic be more than a place for procedures, it be a haven of trust. **"It matters, that the first greeting, the waiting room, the sound of instruments, the light, all of it speaks to the patient's comfort"** For her, smile creation begins long before any treatment, it starts when the patient walks in. Young dentists who work with her get exposure not just to technique but to soft skills: listening, respecting, reducing anxiety, making the clinic feel safe. She says, **"skill alone isn't enough. Empathy, trust, and human warmth, those are what patients remember"** Her mentorship often involves walking colleagues through cases step by step, showing both how to do the procedure and how to hold the hand of someone nervous. Dr. Lama doesn't stop with what she already knows. She believes that dentistry is evolving, and she is determined to evolve with it. She follows the latest research, attends conferences, learns new materials and technologies. Her dream over the next decade: **"I want to see us design smiles faster, more precisely, with materials that mirror natural teeth perfectly, and work with digital tools and AI to enable early, accurate diagnoses"** For her, modernization doesn't replace humanity; it magnifies it.

She also sees preventive care, early detection, and patient education as key parts of her mission. Helping people avoid serious dental issues, guiding them toward habits that protect their oral health, these are central to her practice. She wants people to understand that dental visits aren't just for emergencies; they're part of maintaining well-being. Dr. Lama's guiding values are deeply rooted: honesty, respect, transparency. From her very first day in her clinic, the aim was not just to fix teeth but to build trust. She insists on keeping patients well informed, realistic outcomes, possible limitations, and all options laid plainly. She considers ethical responsibility a high priority. She treats each patient with dignity, ensuring that they feel not judged, but supported. For Dr. Lama, her ambitions reach far beyond cosmetic procedures or dental restorations. She dreams of creating a clinic that is not simply a service provider, but a community hub, a space where patients feel welcomed, safe, and uplifted. One day she sees expansions, perhaps multiple branches, perhaps a center where teaching, outreach and technology meet, helping people who can't easily access dental care, supporting those afraid of dental treatment, providing education, and making real prevention possible. She imagines a field where digital dentistry, advanced materials, AI assisted diagnostics, non-invasive methods will allow faster, gentler, more precise work, and where the emotional cost of dental care (fear, shame, reticence) is significantly reduced. She hopes that one day, visiting the dentist will be a less scary thought for many people, something approached not with dread, but with trust. She wants to be remembered not just for the skill of her hands, but for the warmth of her heart. For the moments where a patient walked in unsure, and left smiling. For the lives quietly changed. **"I hope that people remember me as someone who didn't just do perfect dental work, but someone who saw beyond the enamel, into the person. Someone who brought dignity, confidence, and a bit of joy. That each smile I helped restore carried with it a message, you are valued, you are seen, you needn't hide"**



EMAIL: [Lamas.alsafadi@gmail.com](mailto:Lamas.alsafadi@gmail.com)  
 MOBILE: +966567552989  
 INSTAGRAM: [lamo0oshka](https://www.instagram.com/lamo0oshka)  
 TIKTOK: [lamo0oshka](https://www.tiktok.com/@lamo0oshka)







## Where Science Meets Smile and Confidence is Restored

In a world where every smile tells a story, Dr. Mutaz Mahmoud has dedicated his career to helping people write theirs with confidence and grace. From a young age, he was captivated by the unspoken power of facial aesthetics, how a single smile could change the energy of a room or the direction of a conversation. This early fascination with harmony, expression, and detail led him to a life in dentistry, where he found not only a profession, but a purpose. Today, Dr. Mutaz is known not only for his clinical excellence, but also for his deep sense of care and connection with patients. His journey wasn't shaped by a single moment, it was built case by case, smile by smile, and most importantly, by the quiet strength of balancing humanity with ambition. Establishing his own clinic was no small feat. Every detail, from equipment to ambiance, was crafted to ensure patients felt safe, heard, and valued. **"It's not just about treatments,"** he says, **"it's about building trust."** His commitment to learning remains relentless. He keeps pace with breakthroughs in AI and digital dentistry, all while mentoring young dentists to lead with both knowledge and heart. For him, real success lies in empowering the next generation to blend innovation with empathy. Looking ahead, Dr. Mutaz envisions transforming his clinic into a full-scale center for excellence, where advanced treatment meets hands-on education. His dream is to leave a legacy not just in polished results, but in shaping how dentistry is felt, taught, and lived. Because in his world, smiles aren't just fixed, they're redefined.



Dr.  
Mutaz  
معتز

EMAIL: [Dr.mootaz92@gmail.com](mailto:Dr.mootaz92@gmail.com)

MOBILE: 0552508364

INSTAGRAM: [dr.m3tz](https://www.instagram.com/dr.m3tz)

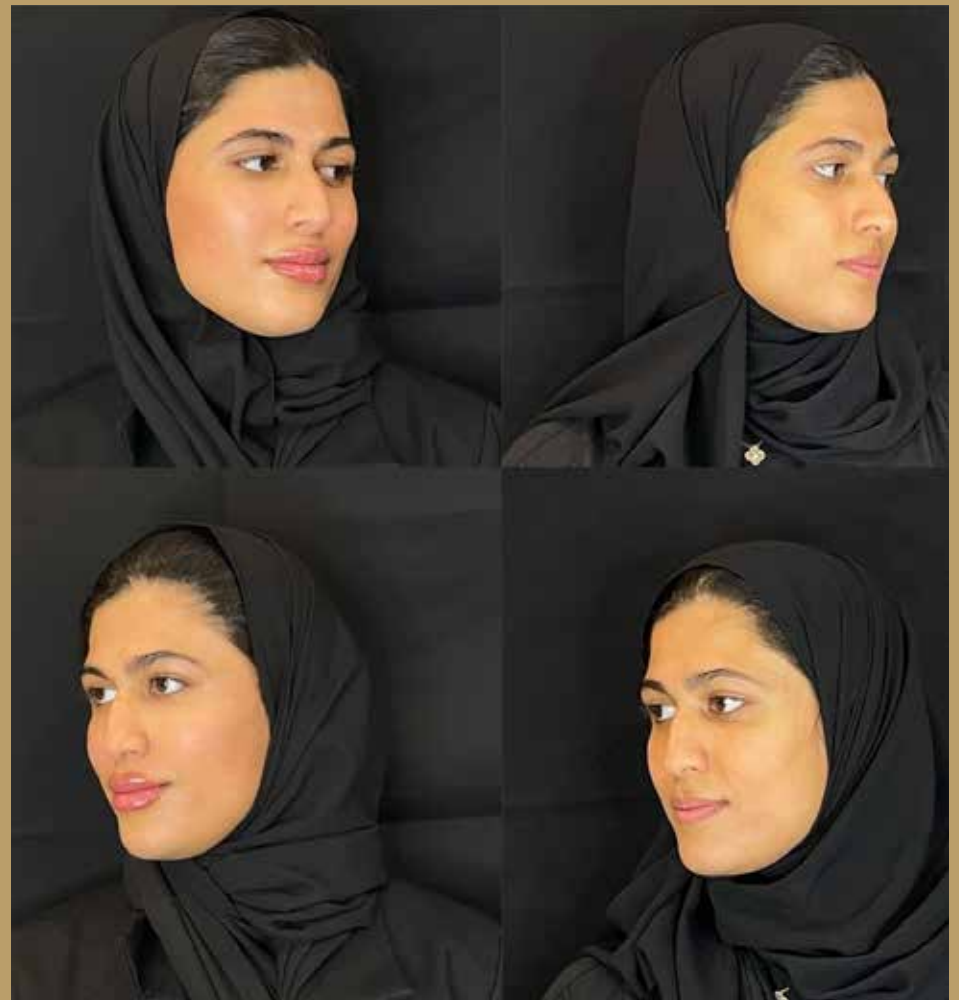
TIKTOK: [mootazmahmood945](https://www.tiktok.com/@mootazmahmood945)

SNAPCHAT: [dr.mootaz](https://www.snapchat.com/add/dr.mootaz)



# Niche AWARD

What began as a simple dream to help people feel confident in their own skin soon became Eman Ali's lifelong mission, to bring comfort, care, and beauty together in one place. She has always been drawn to medical specialties that blend science, beauty, and humanity. She became passionate about dermatology after discovering that it has a direct impact on a person's self-confidence. She was convinced that this field is not just cosmetic but also deeply human after witnessing the transformation of appearances following treatment, both in terms of skin and how patients saw themselves. Healthy skin is the foundation of true beauty, so she balances between care and treatment, making sure not to overlook the medical aspects or place too much emphasis on the aesthetic element that boosts self-esteem.







She always makes time for research and attends medical conferences, keeps up with the most recent updates in dermatology, and shares her experiences with other professionals in the field. For her, Being a professional requires staying up to date with the rapidly evolving science in this field. She manages a business while balancing her humanitarian work and her career as a doctor. She constantly attempts to put the “mission” above the “profit.” For her, the clinic’s success is determined by how satisfied and confident each patient is, and management is a tool to plan and build this success rather than a goal in itself. The principles that support both her work and her clinic management style are integrity, and openness. She feels that the patient should be treated well and should be given the full truth. Every decision made in the clinic is based on these principles. Skin care should be a lifestyle, not just a response to an issue, and she wishes people took this advice for consistent skin care. Simplicity and consistency are the key, a little consistent daily care makes a big difference. She trains and develops the clinic team to ensure the provision of outstanding quality and care, she considers the team her family, and she believes that development comes only from participation and appreciation. Her long-term vision or ambition in the field of dermatology, she aspires to be part of the movement to develop this field in the region and to pass on her experience to future generations of female doctors, so that she can see in them the same passion and humanity with which she began her journey. a legacy she hopes to leave in this field, that her name will be remembered as a doctor who saw every patient as a human being before a medical case, and that she has contributed, even in a small way, to raising awareness of the importance of skincare as a matter of health, confidence, and psychological well-being, because skincare is not just about physical appearance.

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**DR.EMAN**

**EMAIL:** Doctor.monmon@yahoo.com  
**MOBILE:** 0507921246  
**INSTAGRAM:** dr\_emanalililas  
**TIKTOK:** dr\_emanali  
**SNAPCHAT:** Dr.eman Ali



EMAIL: [drmonanabeeh@gmail.com](mailto:drmonanabeeh@gmail.com)  
INSTAGRAM: [dr\\_mona\\_elfaramawy](https://www.instagram.com/dr_mona_elfaramawy)  
SNAPCHAT: [drmonaelframawy](https://www.snapchat.com/add/drmonaelframawy)



# WHERE SCIENCE MEETS TRUE BEAUTY

**T** rue beauty doesn't come from perfection, it begins with care. For Dr. Mona Elfaramawy, every treatment is a journey toward confidence, health and self love, guided by science and a genuine passion for helping others. Behind every patient she treats lies a mission that blends science, compassion and the art of true beauty. Her journey in dermatology began early in her medical career, driven by a deep curiosity about how the skin reflects overall health and well-being. With 14 years experience in this field, she has dedicated her life to understanding the perfect balance between science and beauty. For her, dermatology is not just about treating skin problems, it's about restoring confidence, comfort and happiness to people's lives. From the beginning, she noticed how skin issues could deeply affect a person's confidence. Whether it was a young patient with acne or an adult dealing with aging concerns. Seeing those struggles up close inspired her to view her profession as more than medicine, it became a humanitarian mission.



Helping others see their natural beauty again and regain their confidence is, for her, one of the most rewarding experiences in life. There are moments in her career that she'll never forget, the tears of joy when a patient sees their clear skin after years of struggle, or the smile that returns when someone finally feels confident looking in the mirror again. These moments summarize years of study, effort and passion, reminding her that her work has real meaning and purpose. She strongly believes that true beauty begins with health. This is why she never separates aesthetic treatments from medical care. Every treatment she performs is built on a foundation of a proper diagnosis, scientific precision and a deep respect for the skin's natural balance. In her view, **"beauty should never be forced, it should be revealed"** Her goal is always to highlight each person's unique features, with results that look natural and healthy. In her clinic every detail matters. From the first consultation to the final follow-up, Dr. Mona and her team approach each case with care.

Her philosophy is simple: respect, honesty and transparency. Patients should always feel safe, and valued. Her commitment to continuous learning keeps her at the forefront of her field. She regularly attends international conferences, and follows the latest research in dermatology and aesthetic medicine. One of the most common mistakes she sees among patients is relying on commercial skincare products or social media trends without medical guidance. Many people think skincare is only about beauty, but in reality, it's a vital part of overall health. Her advice to everyone is clear: **"Stick to a simple daily routine, use sunscreen and never skip moisturizing. And even if your skin looks fine, visit the doctor regularly"**. Looking ahead, she's particularly excited about the future of dermatology, especially regenerative treatments such as collagen stimulators, and smart technologies powered by artificial intelligence. Her vision for the future is to continue developing a modern approach to aesthetic medicine based on awareness and authenticity.



# NICHE AWARD KSA 2025



Dr. Walaa Mahmoud  
DERMATOLOGIST

EMAIL: [Mwnj1984@yahoo.com](mailto:Mwnj1984@yahoo.com)  
WEBSITE: [heylink.me/DrWalaa\\_Mahmud](https://heylink.me/DrWalaa_Mahmud)



# BEYOND THE SURFACE

## Dr. Walaa Mahmoud's Journey in Aesthetic Dermatology

In a realm where beauty often feels curated and filtered, Dr. Walaa Mahmoud brings back what's real, confidence built on science, trust, and authenticity. With more than 17 years of experience and a loyal client base spanning from Cairo to Jeddah, she has become a trusted name in the world of aesthetic medicine. A graduate of Al-Azhar University, Dr. Walaa holds a Master's degree in Dermatology, Laser & Cosmetology, alongside international certifications in advanced filler, threads, and Botox techniques. But for her, it's never just about credentials it's about creating a deeper impact. **"Beauty is deeply personal. It's not about transformation, it's about restoration,"** she says. Her clinic, located in Rovana Tower in Jeddah's Rawdah district, is more than a dermatology center; it's a personalized experience. With a full range of services like laser treatments, skin biostimulators, non-surgical lifting, collagen therapies, and hair restoration (PRP, Regenera, Exosome) Dr. Walaa blends technology and intuition for results that are both natural and empowering. What sets her apart isn't just the procedures, it's her approach. **"I don't follow trends. I follow the skin. Each treatment plan is tailored around the person, not the product."** Her clients trust her not just for the results, but for how they feel through the journey safe, heard, and understood. One standout case involved a patient who lost significant weight, leading to facial sagging and confidence loss. Through carefully chosen collagen stimulators and subtle fillers, Dr. Walaa restored not only her appearance but her self-esteem. **"When I saw her smile fully again, that's when I knew this is bigger than beauty. It's about being seen and loved for who you are."** Dr. Walaa is also a trainer in aesthetic threads and biostimulators, and an advocate for continuing education in her field. She frequently attends international conferences to stay ahead of trends, always applying new techniques with discernment and care. Her philosophy is clear: aesthetic medicine should feel effortless and enhance identity, not erase it. Her message to every woman **"You don't have to change who you are. You just need to feel confident being you. Beauty isn't about perfection it's about presence."**





# More Than Skin Deep

Sometimes, a calling doesn't arrive with noise or certainty, it whispers. For Dr. Dina Al Kattan, that whisper began years ago in the quiet corridors of Alexandria University's Faculty of Medicine. While she explored every field with curiosity, it was dermatology that resonated deeply. Not merely for the science it offered, but for the humanity it restored. **"It's not just about skin,"** she says, **"it's about how people see themselves, and how they feel inside."** That belief became the compass of her entire career. From the start, Dr. Dina's journey was guided less by ambition and more by empathy. Before she ever opened a clinic, she was the person friends and family turned to, especially those battling acne or struggling with their confidence. She would design structured medical plans, often followed by gentle cosmetic care, blending precision and compassion. What began as simple advice slowly evolved into a lifelong purpose.







# DR. DINA ALKATTAN'S PHILOSOPHY OF TIMELESS BEAUTY

**"The look on a patient's face when they finally see change, when they recognize themselves again, that's priceless,"** she says with a smile. But behind every transformation lies a philosophy, one built not on trends or temporary fixes, but on truth. For Dr. Dina, diagnosis comes before beautification, always. Her principle is clear: medicine first, cosmetics second. It's a stance that distinguishes her in an industry often driven by aesthetics alone. **"In a world of filters, quick fixes, and viral skincare myths, I believe in science. My duty is to protect, not just to please."** Her honesty and transparency have become the foundation of her brand. She warns against the careless use of steroid-based creams, harsh whitening products, or unverified treatments, all of which can cause long-term harm. For Dr. Dina, the promise of good skin must never come at the expense of safety. Today, her clinic stands not only as a center of advanced dermatology but also as a culture of care. She leads a team that mirrors her philosophy, medical expertise balanced with compassion. Every staff member, from doctors to administrators, is trained to understand that a patient's journey is emotional as much as physical. **"We don't treat a case,"** she explains. **"We treat a person, and that person's trust is sacred."** Dr. Dina invests continuously in education, ensuring her team remains ahead of every curve in the dermatological world. They're trained on cutting-edge devices, new protocols, and the evolving dynamics of patient experience. Her leadership extends beyond management; it's mentorship, empowering her team to become better professionals and more empathetic humans.

When it comes to innovation, her vision reaches even further. She's fascinated by AI diagnostic tools, gene therapy, and the rise of non-invasive technologies, breakthroughs that promise greater accuracy, faster results, and more personalized care. **"The future of dermatology will be about precision,"** she says. **"It will be about understanding the skin as deeply as we understand the person wearing it."** Yet beyond the success of her clinic and the loyalty of her patients, Dr. Dina's ultimate goal is legacy. She dreams of creating a medical archive, a living library of shared knowledge, research, and real-world case studies. A platform where future dermatologists can learn not only the science, but the ethics and empathy that should guide it. Her mission extends far beyond treatment rooms. It's about education, empowerment, and ethical transformation. For Dr. Dina, medicine and morality are inseparable, one cannot thrive without the other. **"Good medicine is simple,"** she concludes. **"It's pure intention, sound science, and the promise to always put people before profit."** And that's exactly what makes her work, and her impact, more than skin deep.



EMAIL: Dr.dina.elkattan@gmail.com  
MOBILE: 966547882776



# NICHE AWARD

Beauty, when guided by science and delivered with sincerity, becomes a powerful source of confidence. At Skin Soft Clinic, the story of beauty begins with its founder, Dr. Rehab Mohamed, Dermatologist and Cosmetic Specialist, whose career is built on two essential pillars: academic excellence and a deep passion for enhancing natural beauty. From her early beginnings in Egypt in 2008 to expanding her expertise in Saudi Arabia in 2010, she has dedicated nearly half her life to the pursuit of beauty. Her commitment to helping women feel more confident is the heart of the clinic's philosophy. What truly fuels the spirit of the clinic is the joy of patient transformation. The most rewarding part of her work is the gratitude, happiness, and heartfelt prayers she receives from patients after they see the result. These moments reflect the clinic's mission: delivering outcomes that blend medical precision with artistic vision. To her, dermatology is not merely a service; it is the scientific foundation that makes natural beauty possible. Continuous learning, updating treatment protocols, and staying informed about global advancements ensure that every patient receives the highest standard of care. Dr. Rehab's pursuit of excellence extends beyond the clinic's walls. To the clinic at the forefront of innovation, she attends leading medical and cosmetic conferences across Europe, the United States, and the Middle East. Many patients walk into the clinic wanting to copy someone else's features, but she gently reminds them that true beauty is individual, and the clinic's role is to highlight their own unique beauty, not replicate someone else's beauty.



**MOBILE:** +966547338053 - 0547338021  
+966563339665 - 0163336665  
**INSTAGRAM:** skinsoftclinic  
**TIKTOK:** skinsoftclinic  
**SNAPCHAT:** skinsoftclinic





**Empowering Women  
Through Science,  
Care, and Confidence.**

Among many transformative journeys at Skin Soft Clinic, one case truly reflects the clinic's profound impact. A patient came to Dr. Rehab Mohamed after undergoing multiple facial and jaw surgeries elsewhere, leaving her physically affected and emotionally distressed. She had suffered a fractured jaw, significant facial trauma, and severe depression from the aftermath of previous procedures. At the clinic, her care began with a personalized treatment plan carefully designed based on a thorough assessment and medical expertise. Dr. Rehab guided her step by step, carefully considering both the aesthetic and functional aspects of her face. With precision, skill, and by God's will, the patient achieved results that far exceeded her expectations. Her emotional recovery, renewed confidence, and radiant smile stand as a lasting testament to what the clinic represents: ethical practice, individualized treatment, and the restoration of beauty with honesty and integrity. For Dr. Rehab, the foundation of the clinic is built on enduring morals rather than fleeting trends. Every procedure is guided by honesty, transparency, and medical integrity, from selecting the most suitable technique to choosing safe and high-quality materials, and determining the precise amounts needed for optimal results. The clinic prioritizes long-term benefits over immediate pleasure, ensuring that each patient receives care that is not only safe but also tailored to their unique skin, health, and goals. Early skincare and preventive aesthetic care are central philosophies at Skin Soft Clinic. She says, **"The earlier you begin, the easier and more cost-effective it becomes to reach your goals. Investing in your skin should be planned from the very beginning, as part of life's essentials."** At the clinic, skincare is treated as a long-term investment in health and confidence rather than a temporary luxury. Ongoing team training ensures that every member, from their first day, shares the clinic's mission: putting patient satisfaction above all. Globally, aesthetic medicine is shifting toward improving skin quality and achieving natural lifting without surgery, a direction that aligns perfectly with the philosophy at the clinic. Collagen stimulators, regenerative treatments, and skin-focused technologies are becoming the standard, offering results that enhance natural beauty without invasive procedures. Dr. Rehab also observes the growing role of artificial intelligence in aesthetic devices and diagnostic tools, which is now reshaping clinical practice and will increasingly define the future of cosmetic medicine. Ultimately, the Clinic's vision extends beyond surface beauty. The goal is to support every woman who enters its doors, helping them feel more confident, radiant, and connected to their own natural beauty. Dr. Rehab's mission is not only to enhance her patients' appearance but also to share her knowledge with colleagues regionally and internationally, reflecting her deep belief in education and mentorship. By combining personalized care, Skin Soft Clinic continues to redefine what modern dermatology and cosmetic medicine can offer, making beauty accessible, safe, and uplifting for every patient.



# RIVADH

*The Pulse of Tomorrow's Progress*





A photograph of the Hilton Riyadh hotel building at sunset. The building is a modern, multi-story structure with a curved facade and large glass windows. The sky is filled with vibrant orange and yellow clouds, reflecting off the building's glass. The text "Hilton Riyadh" is visible on the upper part of the building.

# Hilton Riyadh

Riyadh is emerging as one of the world's most forward-looking capitals, driven by the ambitious spirit of Saudi Vision 2030. The city blends its deep-rooted heritage with modern innovation, transforming into a global hub for business, culture, and sustainable development. From the historic charm of Diriyah to groundbreaking megaprojects and a thriving tourism scene, Riyadh is redefining its place on the world map. Its expanding skyline and modern infrastructure are matched by reforms that attract investors, entrepreneurs, and creative minds. At the core of this progress lies a commitment to cultural preservation and human-centered urban growth. Among Riyadh's most distinguished landmarks stands Hilton Riyadh Hotel & Residences, a symbol of elevated hospitality and visionary alignment. Strategically positioned near major business districts, Hilton Riyadh offers luxury, comfort, and functionality. With world-class dining, expansive event spaces, and refined design, the hotel serves not only travelers but also business leaders and global changemakers. Hilton Riyadh embodies the fusion of global standards with Saudi elegance. It supports Vision 2030 by promoting sustainable practices, empowering local talent, and offering an authentic window into Saudi culture. The hotel is more than a destination, it's a reflection of Riyadh's evolving identity. As the capital continues to rise, it does so with purpose. Riyadh's transformation is not about replacing the past, but integrating it into a future-ready city that values connection, innovation, and legacy. In this journey, Hilton Riyadh stands not only as a place to stay, but as a partner in the city's global story, a true landmark among landmarks.



# LVT



At LVT, pastry is not simply created. It is composed. Every creation begins with great ingredients united by one vision, where flavor, texture, and design move as one. Built on 35 years of expertise, LVT represents the evolution of knowledge into a Saudi national brand dedicated to luxury pastry, chocolate, and refined events.

Behind every achievement stands a team that turns imagination into reality with patience, precision, and artistry. From intimate gatherings to the most prestigious weddings, LVT crafts experiences that are felt, not repeated. These are stories of modern Saudi creativity expressed through quiet luxury and unforgettable detail worldwide.

EMAIL: [lvt@hanadonline.com](mailto:lvt@hanadonline.com)

MOBILE: 0552323068 - 0561564538

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