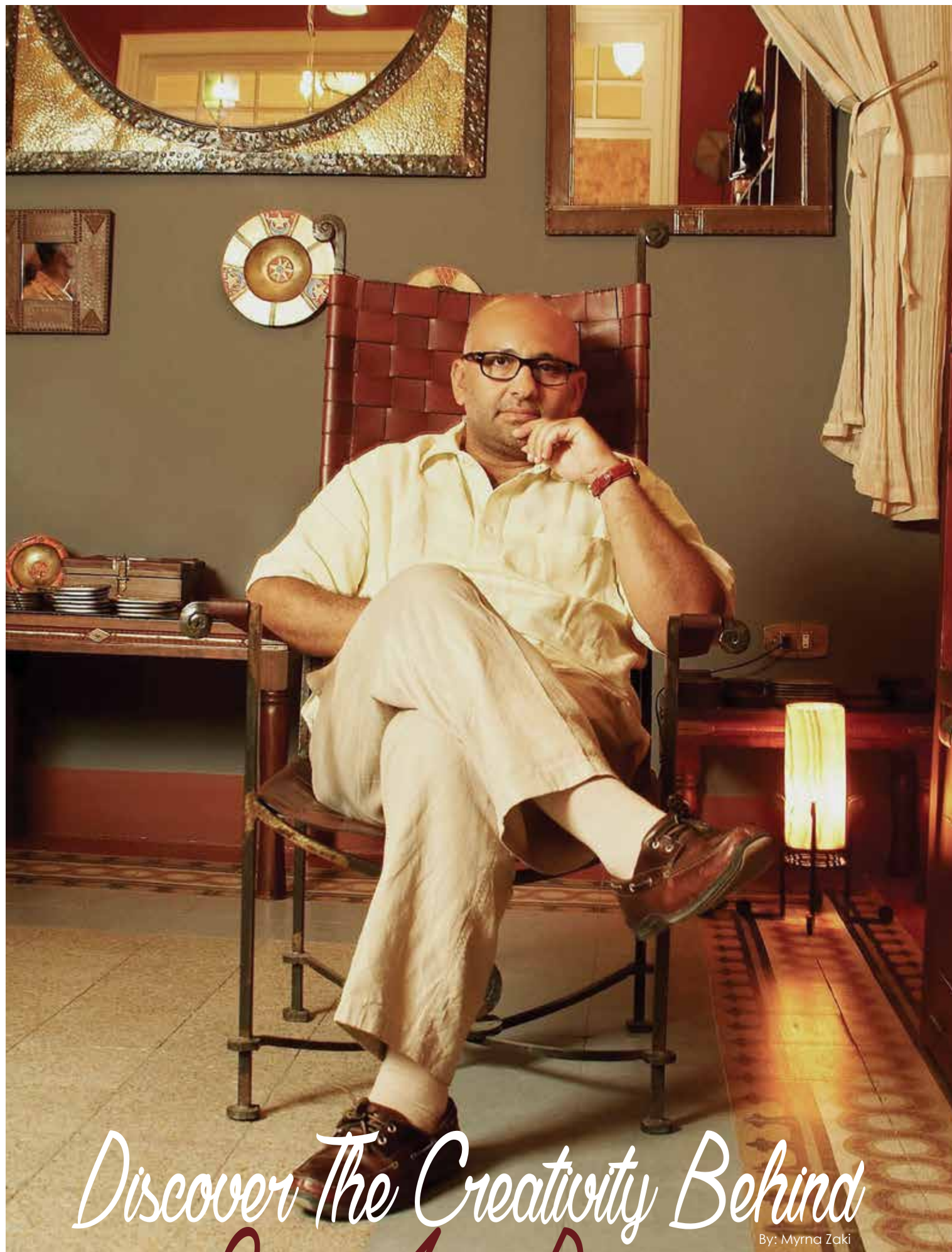




Discover The Creativity Behind Sami Amin Designs

By: Myrna Zaki

WHICH ERA ARE YOUR DESIGNS INSPIRED BY AND WHY?

I like all historical eras because each has its own charm and beauty. The Pharaonic, The Islamic and the Coptic... all together they have created this unique Egyptian blend of culture. Though, The Pharaonic era remains the most special, it lasted for a long period of time and became the most impactful; art wise. The art that was created during this period was wonderfully outstanding that I find it inspiring my entire collections even if indirectly. For my newest 'Sky Collection', I was directly inspired by the Pharaonic culture, but in other collections you would find me having designs inspired by the Pharaonic techniques of crafting accessories.

YOUR DESIGNS ARE CONSIDERED TO HAVE A DARING STYLE. WHAT KIND OF CUSTOMER DO YOU THINK THEY SUIT?

I only think of the design as a task on its own regardless of who will buy it. I create the design that satisfies me because being an artist; you need to fulfil your own artistic cravings.

Regarding my customers, I can safely say that my products appeal to various ages and styles. Across collections, I have a wide variety of products that suit each and every age. Celebrities do love our products as well. My main focus is to create a piece of art, premium quality, fine finishing, design and something that can be practical for my customers.

WHAT IS THE STORY BEHIND YOUR NEW 'SKY COLLECTION' AND HOW HAVE YOU MIRRORED IT?

In this collection, I was mesmerized by The Pharaonic Goddess of the sky 'Nut'. Both the artistic shape of the goddess and the legend behind it made her an ingenious theme for my 'Sky Collection'. Given its charm, I chose to adopt the bent shape of the goddess' body as the main element of beauty in many pieces. Not only was her shape inspiring, but also the sun's journey across her body. Egyptian legends claim that the sun would get swallowed by night and pass through her body to be reborn at dawn. This was another inspiration that I wanted to highlight; the resemblance between the sun's journey inside 'Nut' and our lives. Just like the sun passes through phases of light and darkness, so do we. Putting the sun and moon side to side in my pieces mirrors the dual nature of human life where we have to pass through the dusk before it shines again during our journey on earth.

WHAT IS THE SECRET BEHIND COMBINING LEATHER WITH BRASS IN MOST OF YOUR DESIGNS?

I have a very good experience with leather... First I used to choose it because I love the texture but the more I worked with it, the more I felt it was like my signature. People say I have my spirit in working with real leather so I decided leather is my main component. As for the brass, I love to add another element of beauty to the leather so I chose brass because of personal preferences. Now the mix of real leather and brass became the signature style of Sami Amin designs.

TELL US HOW YOU USUALLY COME UP WITH IDEAS FOR YOUR NEW DESIGNS?

It never happens all of a sudden. It is a series of ideas and thoughts. For the 'Sky Collection' for example, I wanted to do a collection about the sun, then I decided to make it about the sky to add more variations. Generally I find that the richer the idea, the more elements and selections it includes. This gives me variable options in my collection like 'Sky Collection', for example, it included 90 designs.

WHAT IS YOUR OVERALL MOTTO THROUGH YOUR BUSINESS JOURNEY?

As I said, reflecting the Egyptian culture is very essential to me. It is the most important component of my work. Then follows my passion for working with raw material, genuine leather, real brass, wood and cotton. I also love the fact that each bag has its own feel and texture especially the handmade feel of the products. Even if we use machines in few steps, most of the work is handmade to give the piece its richness and uniqueness.

CAN YOU THINK OF ONE FEEDBACK YOU RECEIVED ON YOUR DESIGNS THAT STAYS UNFORGETTABLE?

I once saw a tourist on trip advisor talking about my work recommending it to anyone coming to Egypt and wishes to buy real-leather Egyptian products. She kept talking about the quality of my work, how special she sees the designs and the finishing. This has been repeated by many foreigners who buy my work. I find this very rewarding; seeing people appreciating my designs and the amount of effort put into it to come up with these high-end products.

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