



Cairo Couture Collections II illuminates the capital with sequin and embroidery

By Nayera Yasser

The runway was set, the red carpet was laid out and the 'selfie' board was put up. Just like that, Cairo's top fashion insiders and celebrities poured into Dusit Thani's ballroom to get a glimpse of the latest couture trends.

Last week, the Cairo Couture Collections (CCC) came back for a second round after their previous notable success. With a star-studded line-up and premium location; CCC2 promised an exquisite night of glam and elegance.

The night kicked-off with celebrity designer Bahig Hussein, who graced the runway with an unexpected bold colour pallet. From electric blue to fire red and rich green, his runway was certainly illuminating. Meanwhile, his materials mixed light and see-through fabrics with furry accessories.

Following this, Rana Madkour organised a couture march, rather than just a show. After showcasing a diverse collection with hand-embroidered patterns, the models strutted down the runway with empowering banners to inspire women among the audience. Madkour's showstopper was a daring leather dress that spoke elegance and character.

Conversely, UAE designer princess Henda Al-Qassemi operated as an ambassador of her heritage and culture. Even though her collection had a few



Yahya Abo Gdila

Al-Qassemi modernised her country's traditional garments and abayas

modern garments that embraced the timeless elegance of Coco Chanel, the true beauty of her collection lay in the way she reinterpreted traditional Emirati garments.

Al-Qassemi depended on the feminine power of silk and intricate

embroidery coupled with a neutral colour pallet.

Sherif Nasr went in an opposite direction with a Parisian couture collection. His garments were both theatrical and unexpected; a few of the looks had an evident Beyoncé influence due to the characteristic metallics and catchy cuts.

Nasr's true piece of art was a black chiffon gown embellished with beige flowers, especially with the model's artistic tattoo, which added charisma and charm to the overall look.

Hadil Ali returned for another experience with Fashion Zone after participating in the company's Standard Chic event. Ali showcased an all-white collection that varied between bridal garments and evening gowns.

Her designs proved her love for details and embellishments, including bows, flowers and ruffles. However, the true peak was certainly the young model that graced the runway in a dress designed by Ali.

The front row held a show on its own. Hind Adel, Hany Ramzy, Wafaa Amer, Dolly Shahien, and others attracted lots of attention and camera flickers while sitting in front of the runway.

Overall, the night faced few complications, such as the evident delay and the absence of a host. However, the general audience highly enjoyed this sneak peak of next season's glam.



Yahya Abo Gdila

Bahig Hussein surprised the audience with bold colors and cuts



Yahya Abo Gdila

Madkour's finale showcased her models strutting with feminist banners

Sami Amin launches Sky collection

He sits amid his various masterpieces with a sketch book in hand and several history encyclopaedias scattered around. Each page inspires an additional detail to further complete yet another piece of art. Over the course of several months, Sami Amin spent his days diving through the rich Pharaonic heritage in order to surprise his fans once again.

Amin is a local artist specialised in reinterpreting ancient cultures through the means of leather and brass to create his signature handbags and purses. Despite the deterioration of local hand crafts, Amin remains a courageous advocate, who regularly proves that hand-crafted creativity is far from ending.

After a year of intense research and immaculate sculpting, the artist launched his long-awaited 2016 collection. The outstanding pieces embodied the designer's fascination with nature and history, each and every piece embraced the artist's interest in the sky, stars and moon.

"The sun and moon are well-known of course; yet, I have managed to mix them in one motif to state that all humans have parallel bright and dark sides," said Amin. "This motif was essential in the collection as it was used in many pieces."

Ever since the early days of his journey back in 1995, Amin has always aimed to modernise local heritage. Conversely, this year he turned his admiration of Pharaonic goddess Nut into a full collection.

The goddess resembled the sky and heavens. The mythical goddess was often symbolised as a bent shape that covered the sky. Meanwhile, it was also believed that the sun was swallowed by Nut every night before being reborn at dawn.

"The collection revolves around the



DNE Photo

The Sky collection was showcased artistically; hanging from the room's ceiling



DNE Photo

Amin utilised the goddess's signature look in his designs

sky with all of its various elements, such as the sun, moon and angels. Moreover, after research I found that goddess Nut was an essential addition; she has an artistic shape that could be added to many designs," said Amin.

Amin utilised the goddess's signature look in his designs as he turned it into handles, necklaces and buckles. Each piece carried a different variation of Nut. With the use of hand-carved brass, the collection was embellished with symbols of the solar system, as well as the goddess.

"The collection is just over 90 pieces

of accessories, belts, bags and wallets," Amin added. "Most of our material is natural, such as brass and Egyptian leather."

The renowned artist supervised the manufacturing process in his own workshop, as he tends to emphasise the importance of details and high quality. Due to the impeccable details, the collection took six extra months before reaching the threshold of completeness.

In celebration of the brand's newest showroom in Maadi, the collection was displayed in elaborate scenery. The pieces were left dangling from the roof in a straightforward reference to the theme. Bags, wallets, belts and accessories hung in mid air like a group of galactic planets.

"So far people have been expressing extended love towards the collection, many pieces were sold already. It will also be available in all of our showrooms in Zamalek, City Stars mall, and Heliopolis," said Amin.

The Sky collection could be categorised as modern accessories, fit for everyday fashion. However, the amount of hand-skilled detail put into each design turned the collection into a series of elaborate art.

Life is a beautiful sport: celebrating the legendary crocodile in Egypt

"Inventor! If I had to print a title on my business card, this would be it. I have been inventing all my life," said Rene Lacoste

One early morning in 1923, Rene Lacoste started his day with a regular cup of coffee and that day's newspapers. Lacoste laughed when he read a headline in a US publication, which covered the story of his personal bet with captain of the French Davis Cup team, in which he won the latter's crocodile suitcase.

Several journalists and publications started circulating the story and soon enough, "Crocodile" became his well-known nickname in the US and France.

It was not until a few years later that the spontaneous nickname became undeniably associated with the tennis champion. After winning record-breaking grand slam titles at the French Open, Wimbledon, and Forest Hills, Lacoste made one special fashion statement that changed the game forever.

As he entered the court in one match, the crowd could not miss the large proud crocodile sewn on his chest. Little did anyone know that in a matter of few years, many would be wearing a smaller version of the champ's signature.

Some 83 years later, Egypt's top fashion insiders, businessmen, intellectuals, and media leaders head to the breath-taking Mena House hotel by the pyramids to see the brand's latest designs and experience Lacoste's spirit of casual luxury.



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For the autumn and winter collection "Fair Play", the brand decided to reinterpret their fixtures and signatures to include authenticity, joie de vivre, elegance, performance, and innovation.

The Fair Play collection summons Lacoste's personal style. The wide range includes striped sweaters, printed polo shirts, colored jackets, and fleece sweatshirts for both men and women who intend to live their life on the court and off the court. Each and every garment from this collection is the

absolute fashion investment as it embraces the true sporty Parisian style.

Walking in the same line, Lacoste launched a global campaign under the name "Life is a Beautiful Sport" to celebrate the brand and collection's iconic personas. Due to the brand's success in Cairo, the campaign visited the capital for an unforgettable night earlier this week. From the live graffiti artist to the showcase of the new collection and the beats of Egypt's best DJs, the crowd certainly got a fair taste of Lacoste's heritage.

Fullah Sugah launches fall/winter 2015 collection

After much anticipation, everyone is finally getting the chance to peak into the future and see Fullah Sugah's pieces that everyone will be wearing next month. She opened the door to Egypt's fashionable crowd and introduced the winter collection of footwear, garments, and accessories.

The collection called "Fall Full of Fashion" is Sugah's welcoming gift to all future clients. The store's official

opening took place on 21 October in their branch in City Stars mall. The European label is currently available and truly ready for business.

The winter collection is modern with sophisticated denim looks, urban mood, wondrous weekend style, and elegant black looks. All garments embrace the season's key trends; such as layering, knits, and prints. The collection's affordable prices is an incentive for all fashion-

lovers to rush to the new shop.

The opening was hosted by blogger Nour Aboulela. During the event, a few styles and inspirational looks for both the trunk show and mannequins were on display. The exclusive media guests list included media leaders, bloggers, models, designers, and influencers. The outstanding crowd spent the night mingling and eyeing the new European collection.



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