



Mazoura

By Designer Heba Abu Ouf

Eugenie Lounge at The Cairo Marriott Hotel witnessed the launch of the spectacular fashion brand "Mazoura" by owner, founder, and designer Heba Abu Ouf. The event signifies the birth of an innovative star in the world of fashion, creating remarkable outfits of distinctive style. Designer Heba Abu Ouf believes that the Egyptian market is in desperate need of native designers whose major objective is to develop and refine not only the Egyptian productions but also the Egyptian taste in an attempt to satisfy the Egyptian women's modern and contemporary aspirations.



Sami Amin

Launches the awaited 'Alexandria Collection'

After a journey of 25 years in Egypt, Sami Amin offers more variety to his designs, adopting new handbag designs and distinctive brass elements to complement the look. The new pieces are all inspired by Alexandria including things like the star, mermaid, sea star, snakes, etc... From the initial exposure of the collection to the public we foresee that it will be another hit in the Sami Amin journey. As usual the handbags and accessories come in the six distinctive real leather shades of Sami Amin brand; black, brown, blue, red, beige and havana presenting a very practical design range that can flatter any outfit style.