



“Reflecting the Egyptian spirit is the most important thing in my work. Our heritage is significant to the world so we need to be the first ones to showcase its beauty” Sami Amin

By Christina Hanna



Sami Amin is a self-taught designer and the founder of Sami Amin brand, one of the most prestigious authentic brands in town. His brand has been the strongest player in the Egyptian leather design market ever since its launch in 1997. Having been graduated from the faculty of fine arts helped him capitalize on his talent. His appreciation for arts was the catalyst for a strong designing career to last and his passion for crafting and drawing is so evident in each piece he decides to create.

The designer's collections are a blend of being elegant, ethnic and trendy. Being inspired by the Egyptian culture makes his products noticeable, mesmerizes the eyes of whoever sees it, and captures the heart of those who own it. Every collection holds a special story and every piece reflects the beauty around us intricately. He managed to impose brass as an inevitable component of every design and translate normal everyday life ethnic items into charming pieces of art.



Starting every collection is a journey rather than a process; his profound love for Egyptian culture and nature plays a pivotal role in being his main source of inspiration. He utilizes various cultural elements in his work which later translate into trend setter designs. His exceptional designs, unique choice of colors and high quality materials, coupled with his affinity to design are the reason behind the brand's outstanding appeal.

His collections range includes bags, wallets, accessories, belts, shoes, and even furniture items. His favorite materials are real leather, brass and silver. His love for raw objects is evident even in the way the products are being displayed in his galleries. The designs, the logo, the galleries all induces an appreciation of raw materials reflecting a unique spirit that only Sami Amin brand owns.



Reflecting the Egyptian spirit is the most important thing in his work. Our heritage is significant to the world so we need to be the first ones to care about it and showcase its beauty in our work. My philosophy is to go back to our roots, revive our culture and show case its beauty in each and every piece.

