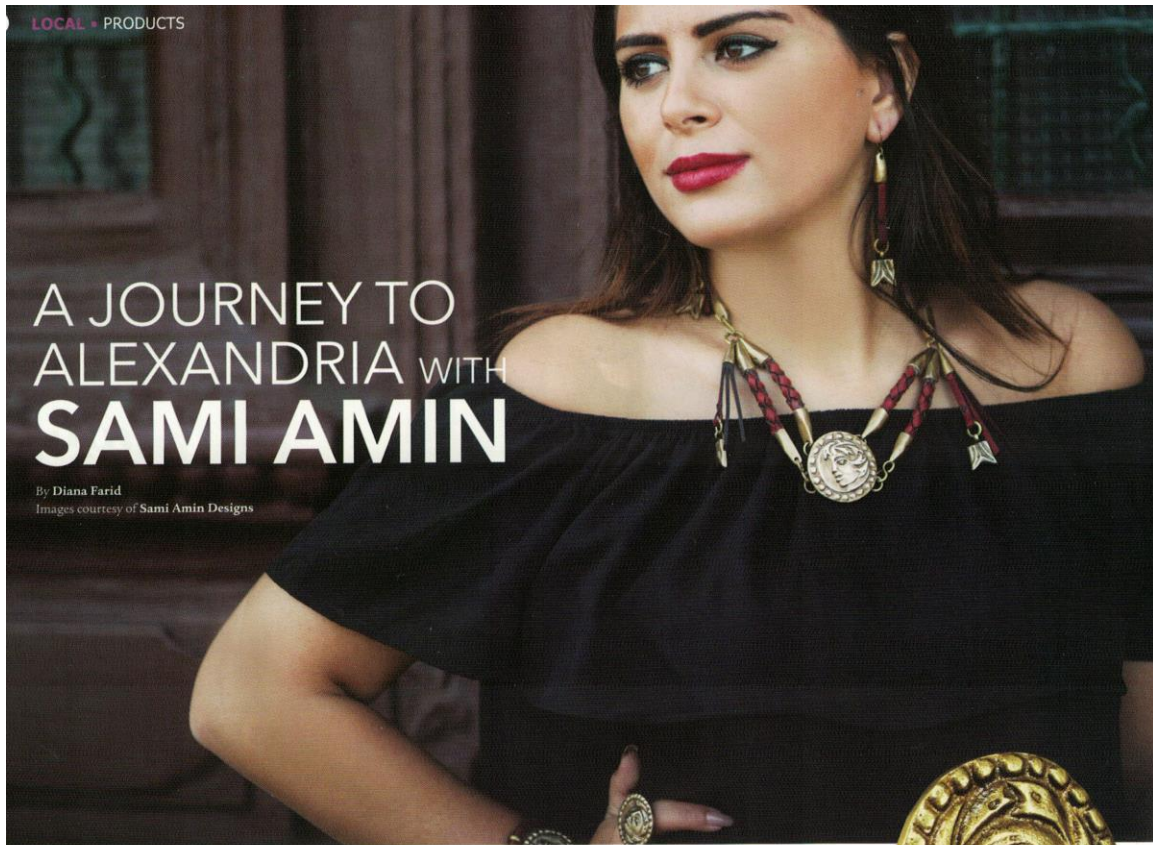


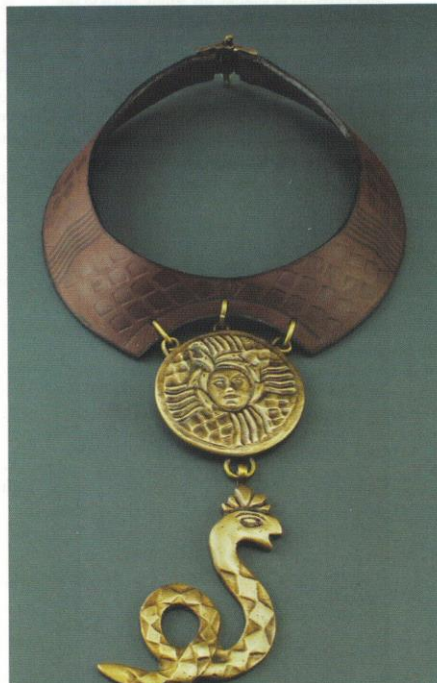
A JOURNEY TO ALEXANDRIA WITH SAMI AMIN

By Diana Farid
Images courtesy of Sami Amin Designs



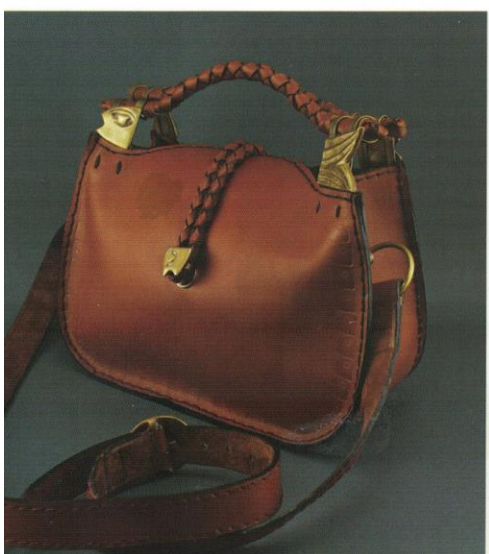
For the past 30 years Sami Amin has successfully managed to be the most iconic name in the leather and Brass handmade design. A self taught designer and the founder of his brand Sami Amin, one of the most prestigious authentic brands in Egypt. The brand has been the strongest player in the leather market ever since 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.

Last month Amin introduced another remarkable addition to his brand by launching the awaited 2017 Alexandria collection. A long journey of passion to Alexandria that goes back to Sami's childhood got translated into these charming pieces; a collection that will grant Sami Amin fans elegance and sophistication gracefully. A wide range of different pieces that are surely to offer an elegant look reflecting all the charm and beauty of the city. Both the theme and the designs managed to capture the alexandrian spirit to as well dazzle the senses of whoever sees the pieces.



Tell us how it all started when you fell in love with design?

I graduated from the Faculty of Fine Arts, Cairo, with a bachelor degree in architecture in 1988 but I started long before graduation because I have always loved handcrafts and drawing. During my undergraduate years, I began designing few accessories and sold them to friends. People loved my work and asked me for more items till one day I thought of starting my own brand. Designing and sketching is my passion; the more I worked on it, the more I was assured that this is what I want to do for life. I didn't take any courses; I learnt by vision, observations, researching and then from my own mistakes as I went along.



What makes Sami Amin different and how can you manage to make your products so unique?

I am totally saturated by the Egyptian culture and in love with our rich pharaonic heritage which is considered to be the longest and most artistic phase of our history. I have always been keen on reflecting this in all my work ever since I got started. 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 showcase its beauty in each and every piece.

Tell us more about your inspiration, what is it that drives you to design those amazing pieces?

Starting every collection is a journey rather than a process where the inspiration for a new theme can arise from any surrounding Egyptian detail that captures my soul. I believe that utilizing Egyptian culture elements in all my designs is the real catalyst for the brand's success. Looking at my most recent Collection "Alexandria" which I just released last month, I was inspired by the charming city of Alexandria which has been my love story ever since i was a small child.





Mentioning the Alexandria collection 2017, tell us more about its story?

Alexandria is a charming city that I have always fell in love with, a place that stains your personality, designs and art. I have always been mesmerized by Alexandria as a city, no matter how much I traveled and the beaches I saw, Alexandria remains to be the most charming and the closest to my heart. Every single detail about Alex captures my heart be it the smell of the sea, the authentic culture, the fresh breeze or even the sunset. Alexandria is my childhood love story that I never wish to escape from but rather run to it to enjoy living its rituals and get stained by its beauty. The new pieces are all inspired by Alexandria including things like the star, mermaid, sea star, snakes, and much more.





For those who are new to Sami Amin Designs, tell us what made you choose these materials to work with "The leather and brass"?

One of my work philosophies was to work with raw materials, like genuine leathers, real brass, wood and so on. This is because these materials are at its best when natural and holds more beauty being raw. I managed to impose brass as an inevitable component of every design and translate normal everyday life ethnic items into wearable pieces of art. Thankfully the designs, the colors, the durable quality of our work is the reason behind the brand's appeal and the loyalty of our customers.

What are your dreams and plans?

I plan to go international and see more westerners wearing accessories that reflect our rich culture and heritage. Our culture is beautiful and the stories behind every collection are very interesting for foreigners so I am planning to start being physically present in other markets very soon. ...

