

Fashion is a fickle thing. There is no rhyme or reason to trends and fads – it's random, it's spontaneous and, if done right, is timeless. This is the spirit that Egyptian fashion house, Maison Mehany, is channelling with its curation of a spectacular multi-brand collaborative shoot for Spring/Summer 2019 and it's inspired by the evolution of Fashion during Paris Fashion Week. Executed in collaboration with Flare PR, 'Evolution of Fashion' brings together a mammoth 14 Egyptian labels.

The brilliant group effort combines the classic, the modernisation and modern futuristic eras . The project, which aims to put emerging designers on the global map, features Orandom, Malak El Ezzawy, Yaz Designs and Sami Amin who reflect the classic era, while the modernisation era was apparent in the creations of Farah Wagdy, Opio, Reel and Mii Bags. Lou by Hebatullah's latex and metallic work along with L'omdaboga's bags, Tania George, Sorelle, Dinoushka and Deena Wagdy represent the futuristic era.

The locations of the shoot couldn't be more perfect; the artistic halls of Palais de Tokyo and Villa Belleville perfectly mirror the concept of evolution and timelessness, with the former's exterior looking classic and its interior modernised, while Villa Belleville has an industrial aesthetic that reflects the futuristic side of the shoot.