



EXHIBITOR CATALOGUE

POWERED BY



1998 FASHION HOUSE

IG: [@1998.eg](#) FB: [facebook.com/1998.eg](#)

Website: [www.1998store.com](#)



1998

Founded in 2020 by Menna Marie who was born in 1998 herself, this brand aims to become a platform for all creative minds to shine through. The idea behind this brand was to fulfill the needs of nostalgic 90s babies who feel as if they were born in the wrong era. Through mixing traditional and modern styles, we hope to create pieces that leave lasting impressions on people and their closets.

The 90s era in Egypt was defined by its fashion, the use of expensive and high quality materials made clothing a huge part of peoples' identities and a display of class. Nowadays, fast fashion has plagued the world where cheap products are quickly replaced with trends that change on a monthly basis. 1998 aims to bring back quality, timeless products that are versatile and sustainable.



AMARILLO

IG: [@amarillodesigns](#) FB: [facebook.com/amarillodesigns.eg](#)

Amarillo

An Egyptian designer brand est. 2020 by Ammar el mohammady, who found his passion in fashion design. The name "Amarillo" relates to the gem that reflects the founders stellar lifestyle and powerful personality. Ever since Ammar was young, he always dressed simple, as he believes that it portrays a classy, clean look. As he got older, he started exploring trendier outfits while maintaining the essence of simplicity. This is why he took it upon himself to launch his own brand.

Amarillo seeks to bring simple designs with a flashy touch that reflect the digger's (wearer) edge. Amarillo insures the use of the finest materials in production, that's why only 100% Egyptian cotton is used. A guarantee is gifted to the customers upon delivery, although they won't need it as Amarillo has the highest confidence in the quality of their products.



AMM HOME

IG: [@amm.home](#) Website: www.ammhome.com



AMM is a newly born family passion for art. We believe in existence, in giving back and imperfection embracing. Tales start with enhancing their best chapters.

Carving our story into plates, cups, and pots since August 2020; we've dedicated our love to life and continuity through connecting with nature. Expanding our chapters into zillion aspects. Not only cups nor plats but other pieces of you, too.

Our products are inspired by passing on energies from a person to another. Crafting every earthy detail by blending our energy into yours. At AMM, we recreate our Egyptian traditions in a passionate story with a glimpse of your soul. One that has been trying to indulge with imperfections and impurities.



AREEJ AROMATHERAPY

IG: [@areej_ aromatherapy](#) FB: facebook.com/AreejAromatherapy
Website: www.areejaromatherapy.com



In 1975, with a sole aim to continue Nefertum's legacy and use Egypt's unique flowers to provide the world with the best therapeutic grade essential oils; Mr. Alaa Hashem, an Egyptian born entrepreneur, created Hashem Brothers by using our ancestors unique and fertile land to export essential oils to the finest Flavour and Fragrance companies around the world. In 2008, after 20 years of continuous research, development and collaboration with global experts, Areej Aromatherapy was rejuvenated 4000 years later using authentic Egyptian ingredients. Being The first aromatherapy brand in the Middle East and Africa, we are committed to using natural-derived and certified organic plant ingredients for the responsible development of naturally-derived personal care products with aromatherapeutic benefits. Traceability, Community and Quality are the pillars of our business, which allow us to introduce Egyptian aromatherapy products from the source. We present to you Areej Aromatherapy, therapeutic grade essential oils that will unify your mind, body, and soul.



ARGENT BIJOUX

IG: [@argent_bijoux](#) FB: [facebook.com/Argent-Bijoux-719688384750798/](#)



Argent Bijoux Founded by Mahinour El Deghady (also known for Mahi) since 2007.

This brand is not just about sterling silver and pure gold jewellery. Every piece has a story and are all designed by the founder Mahi who is always looking to bring out the best quality and to fit the taste and personality of every beautiful lady out there.

Argent Bijoux always aims to bring statement pieces perfectly fitted for basic or out of the box outfits. We choose trends with elegance!



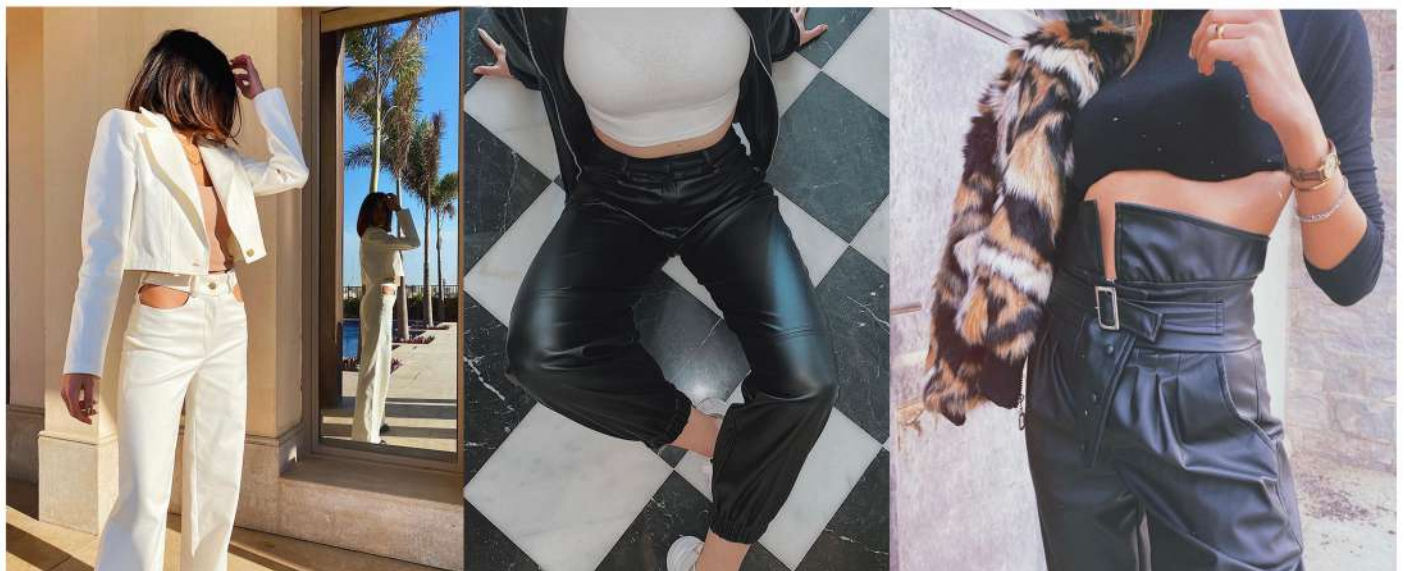
BAZIC

IG: [@bazic.eg](#) FB: [facebook.com/bazic.eg](#)
Website: [www.shopbazic.com](#)

A timeless brand by women for ALL women.

BAZIC

BAZIC offers fashionable and trendy pieces catering to all body types with affordable prices. From comfortable everyday wear to the perfect night look, from the coziest loungewear to tailoring that perfect occasion dress, from kids wear to mens wear, we've got it all.



BOEMO

IG: [@boemo.eg](#) FB: [facebook.com/Boemo-Designs-115418543661442/](#)

It's a mother and daughter project , Piece by Piece introduce fashionable garments with a touch of handmade full of Freedom and Style.

BOEMO

Made in Egypt .



BOHEMIA JEWELS

IG: [@bohemia_jewels](#) FB: [facebook.com/BohemiaJewels/](#)



BOHEMIA JEWELS

For the love of being unique , edgy , stylish with a boho twist. I was always fascinated with bohemian prints & designs in clothes , bags, jewelry & furniture for so long which inspired me to create my own line of boho chic jewelry in 2016. 18k gold plated jewelry pieces from earrings to necklaces & bracelets made with beads, semi precious stones and mixed metals to suit ladies & woman who dare to be unique & stylish in a boho twist.



BOUJIE BOUTIQUE

IG: [@boutiqueboujie](#) FB: [facebook.com/boutiqueboujie/](#)

BOUJIE BOUTIQUE

Boujie Boutique is a home-grown Egyptian Fashion Label that specializes in women's attire. Lead by Dalia and Nadeen, who are fashion savvy and just love to style, it was their destiny to have their own label. This passion is reflected in every part of the process of creating unique, versatile, and timeless pieces that also go on trend. The essence of the brand is eccentric yet relatable in order to stand out yet own individual character.



BRÆS

IG: [@braes.co](#) FB: [facebook.com/braeshaircare/](#)
Website: [www.braes.co](#)



Bræs is a brand specialized in all natural hair, skincare and cosmetics. The whole idea behind Bræs' products is to combine high end quality, ease of use and user specificity in a local brand. The aim is to provide a wholesome experience to the users when it comes to what a woman would seek in the "perfect" products. Our products are free of sulphates, silicones, parabens, drying alcohol, and waxes.



BUM

IG: [@letsbum](#)



Kimonos for both men and women, designed to add an effortless edge to any outfit. The kimonos are created to cater to both your day and evening wardrobes, as they can be styled in a variety of ways, and are available in a number of different designs and materials.

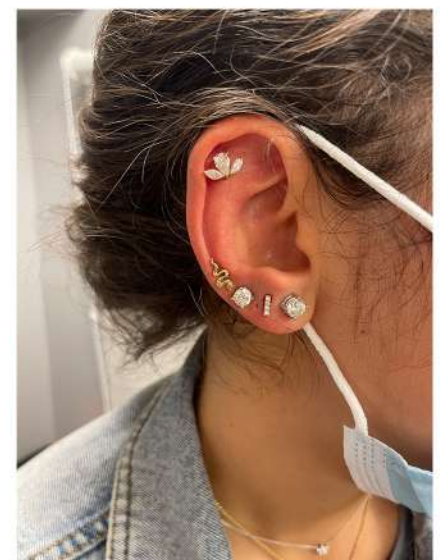


CONSTELLATIONS

IG: [@constellations_piercing](#) FB: [facebook.com/ConstellationsPiercing](#)



Constellations is a cairo-based contemporary luxury piercing and fine jewelry brand founded by Dina Mady who has a passion of piercing and fine jewelry. Our brand specializes in body piercing, ear curation with fine jewelry and aftercare. Constellations flagship is opening april 2021 in palm hills october st 88 strip.



CRYSTAL MUSE

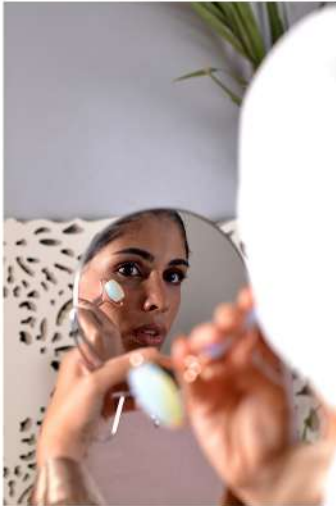
IG: [@cystalmuse_eg](#) Website: www.crystalmuseofficial.com



Crystal muse is an innovative beauty brand that fits right into your active lifestyle, drawing on ancient beauty techniques to provide modern beauty tools.

Skip the needles and fancy equipment and take beauty into your own hands, one facial tool at a time.

Used by everybody from A-list celebrities to estheticians, our non-invasive tools are more than just a beauty shot on Instagram.



CUDA SWIMWEAR

IG: [@swimcuda](#) FB: facebook.com/swimcuda/
Website: www.cudasw.com



Cuda Swimwear was founded by two lifelong best friends who have traveled the world together and have a passion for photography, adventure and fashion. Cuda swimsuits are made of soft and flexible fabric and are treated to dry quickly. The mesh lining used in our swimwear is made out of the softest fabric for your comfort.

Cuda offers a men's swimwear line that is unique and sophisticated. We aim to offer comfortable and trendy styles. Cuda creates inimitable pieces that can be worn for years; combined with basics or trends. brand founded by Dina Mady who has a passion of piercing and fine jewelry. Our brand specializes in body piercing, ear curation with fine jewelry and aftercare. Constellations flagship is opening april 2021 in palm hills october st 88 strip.



EARTHLY

IG: [@earthly_eg](#) Website: www.earthly-giving.com



Earthly is the brainchild of two old friends who care for the environment and believe Egypt has an abundance of natural resources that are yet to be discovered and utilized. Staying true to the concept of From The Earth, To The Earth- Our Earthly Straws are made from locally grown Reed, they are eco-friendly, biodegradable and can be later repurposed to support other eco-friendly initiatives supporting marine life and agriculture in Egypt. Sip sustainably, choose Earthly!



ETIKK FRAGRANCES

IG: [@etikk_fragrances](#) FB: facebook.com/etikkfragrances/
Website: www.etikkfragrances.com



ETIKK Fragrances is a Sustainable home fragrance and wellbeing brand that started in Paris. Our products are 100% Eco-friendly, Healthy, Vegan, Handmade & Hand poured. We use Pure Soy Wax, Essential Oils, Sweet Almond Oil, Maple Wood Wicks and Natural Rattan Sticks.

Our brand is becoming more and more Sustainable. We have now replaced our signature Fragrance Diffusers and Candles glass containers with Handmade Flamed Glass. We support Egyptian artisans and are open to collaborations with local talents.

Our most important fragrances remain French from Grasse.



GAIA

IG: [@gaia.eg](#)



GAIA

Our story began in August 2019, inspired by the dominance of jewelry and the role it played across the evolving history of the Greeks and Romans; GAIA was born.

Our Philosophy is to empower and bring out the GAIA in every woman by offering statement pieces that insinuates excellence in both creativity and craftsmanship using the finest qualities of copper and silver.

We believe that every woman deserves to celebrate and embrace her amazing qualities and we continue to serve our role as an advocate for every woman to wear her own subtle symbol of empowerment.



HANDPICK

IG: [@handpick.eg](#)



An Egyptian brand for handmade home accessories & home décor products est.2020 by Sally Nabil, who found her passion in home décor that are handmade from natural products. The name "Handpick" comes from how selective & carefully every product is chosen and done.

For those who wants their home full of life, culture and interesting items. Boho Authentic handly made unusual home accessories.

Refresh your home with our outstanding home goods.



HOME EXPRESSIONS

IG: [@homeexpressions43](#)



Home Expressions is one of Egypt and the Middle East's leading home linen manufacturer specialised in embroidery since 2003.



HOPPER

IG: [@hopper_eg](#) FB: [facebook.com/hopper.eg](#)

Website: [www.hopper-eg.com](#)



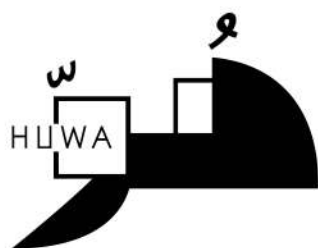
Hopper is a startup brand for handmade copper works founded by Norhan Ayman in August 2020. We're using high quality copper for all of our products and all the phases of creation are handmade and carried out under my supervision to ensure the products are received with the best quality.

Hopper has phone cases, notebooks, and accessories. All in Hopper's signature design and quality, only missing a new owner!



HUWA

IG: [@huwadesign](#) FB: [facebook.com/huwadesign](#)
Website: [www.huwadesign.com](#)



True to its name, Arabic for him, HUWA's jewelry and accessories are designed to accentuate men's individual style and character through timeless pieces and collections that narrate stories of passion and authenticity. Each piece is an iconic form of self-expression; individually hand-crafted with the finest Egyptian artisanship using sterling silver and brass, finished with platinum or gold and is adorned with both precious and semi-precious stones.

Alongside its exclusive pieces made to order, the brand also offers the recreation of individual pieces in solid gold. Since its founding in 2017, HUWA has made its way to international red carpets and has been recognized by multiple international publications.



INJY. ABOU GAZIA

TEL: [01001931904](tel:01001931904)



Comfy, Unique, ready to wear apparel with an outstanding quality brought to you from all over the world.



INSTAURA

IG: [@instauraegypt](#) Website: www.instaurashop.com



Instaura is a latin word means Makeup & since all ladies are obsessed with Makeup and Beauty. We thought of having an online hub for International Makeup & Skincare brands that we can't find anywhere in Egypt.

We have been operating in Egypt since 1999 selling all authentic goodies you have been looking for.

We guarantee an amazing shopping experience.



ISLAM KHALIL DESIGNS

IG: [@IslamKhalilDesigns](#) FB: facebook.com/IslamKhalilDesigns
Website: www.islamkhalildesigns.com



ISLAM KHALIL
DESIGNS

Islam Khalil Designs is a brand for the free-spirited, independent and genuine human. Our designs draw their inspirations from the surrounding master pieces of nature, allowing each person to genuinely express their character by delving into the magical roots and beginnings of our world. Aware of the modern individual's constant search for what's different and thrilling, our designs apply appealing and unique silhouettes, creating the perfect balance between common shapes and modern originality.



KATEE

IG: [@kateebykristina](#) Website: www.katee.me

Katee is a Luxury Shoe Brand established in Egypt, in 2020 by the Founder Kristina Yusef, with an aim to fuel Confidence, Sexiness and Power within a Woman.

Katee
by Kristina

Katee is Inspired by the Latin American dance, culture, vibrancy, colors and lifestyle. The brand utilizes different colors & multiple fabrics & textures on one piece to translate that extravagant, loud aesthetic through the collections.

Katee presents High Heels that make impression through expressing edginess and femininity in every detail. "Our shoes don't just complement an outfit, they make it."

They are Sophisticatedly crafted to secure Comfort & Style, delivering an underfoot exclusive feel within Bold Sexy designs, along with a range that fits for Mornings, Nights, even running Errands!



KELEEMA

IG: [@Keleema.eg](#) FB: [facebook.com/Keleema](https://www.facebook.com/Keleema)

Keleema

كليمة هي مبادرة من ٤ سيدات مصريات اصحاب عمر هدفهم فيها تجميع تراثنا المصري عبر العصور لفن الكليم والوصول بالكليم المصري لدرجة التقدير عالميا



KINETICS NAILS

IG: [@kineticsnailsegypt](#) FB: [facebook.com/KineticsEgy](#)

Kinetics Nails have developed a style-setting nail product line that is the most comprehensive on the market.

kinetics

Every item in the Kinetics collection reflects our two leading objectives: to offer impeccable quality and deliver outstanding design.

We offer Solar gels, top coats, shield gels & nude bases both for individuals & professionals by blending beauty aesthetics with innovative formulas, resulting in high performance products. Design matters, so we manufacture a memorable, professional nail cosmetic range that's fashionable, of superior quality and that expresses individuality.

Established in 2002, Kinetics have launched over 700 products, with 100 new dramatic shades and styles added every year.



KOFFA HANDMADE



IG: [@koffa_handmade](#)

FB: [facebook.com/Koffa-handmade-bags-202324220512531](#)

Koffa Handmade was established in 2018, Well known for its carpet bags, natural leather and wicker, embedding both eastern and western styles, nevertheless the bamhi or gpsy with a traditional egyption touch. Adding a modern style to our products is essential like adding it to natural materials like wicker and leather.

Koffa's bags are a compilation of orential-western mixed with a traditional egyption style, furthermore they are classified as modern feminie bags with a girlish touch. One of the key factors of Koffa is to find new ways to expand, and innovate their products.



LA CHICA'S

IG: [@lachicaseg](#) FB: [facebook.com/La-Chicas-382695889123448](#)
Website: [www.lachicastore.com](#)

La Chica's

Leaving No Chica Behind!

Founded on December of 2019 in Cairo, La Chica's represents a channel that portrays the personality, mood and style of every chica! Aiming to serve your various tastes by adding a twist in your La Chica's pieces that could totally transform your look.

All collections are inspired by moments of serenity. Our inspirations usually varies but we found a constant inspiration that is valued and belongs in the core of La Chica's which make us take that rush of breath; It is the nature. Sun, moon, oceans, clouds, trees and flowers. Each La Chica's design's identity is inspired by one of these nature elements alongside with the focus of a different chica's personality.



LIVE

IG: [@LIVE.liveeg](#) FB: [facebook.com/LIVEeg](#)
Website: [www.trulyliveeg.com](#)

LIVE

LIVE helps your life prosper by getting to know you, your lifestyle and your body need.

LIVE partnership with the leading nutritionists & clinics in Egypt provides you with a tailored nutrition program customized for you. Your meals are delivered daily anywhere in Cairo, Sahel & Sokhna in LIVE customized Thermal Bag (upto 7 meals daily) cooked with fresh healthy ingredients. All meals are classified by calories, carbs, fats & protein to make sure its customized based on your target. LIVE types of programs are Weight loss, Weight gain, Diabatic, Hypothyroid, Vegan, Gluten Free, Athelets, Detox, Kids programs & more



LORD & BERRY

IG: [@lordandberryegypt](#) FB: [facebook.com/lordandberryegypt](#)
Website: [www.lordandberry.com](#)

Lord & Berry is a passionate, creative and inspiring brand with a contemporary approach to make up that goes beyond the boundaries of cosmetics.

LORD & BERRY

Lord & Berry is a boutique fashion house that has revolutionized make up into a fashion accessory. Lord&Berry is an international company that has been in business since 1992 and sells in 29 different countries. Lord & Berry are committed to constant research and innovation through the fashion industry and the company cradle is in Milan. Always active in fashion show backstages Lord & Berry products meet the criteria of the very demanding standards of the designers. Lord&Berry design products to inspire self-confidence in a woman's beauty. The brand provides new fashions for each season inspired by new fashion, design, art and culture.



MAGDI YACOUB HEART FOUNDATION

IG: [@magdi_yacoub_foundation](#) FB: [facebook.com/Myfegypt](#)
Website: [www.myf-egypt.org](#)



Magdi Yacoub Heart Foundation is an NGO that was founded in 2008 with a three-fold mission:

- Offering Free of Charge state-of-the-art medical services to the Egyptian people, particularly the underprivileged and vulnerable age-groups.
- Training a generation of young Egyptian doctors, nurses and scientists at the highest international standards.
- Advancing basic science and applied research as an integral component of the program and promoting biomedical research in Egypt.



MALAIKA

IG: [@malaikalinens](#) Website: www.malaikalinens.com

MALAIKA CAIRO

Woven from the finest Egyptian cotton and linen, our bedding sets and accessories are beautifully adorned with intricate embroidery, whimsical silk screen prints and colourful embellishments. Designs are inspired by our love of Egypt and its rich history and culture, with evocative palm trees, scarab beetles, the River Nile and pharaonic motifs.

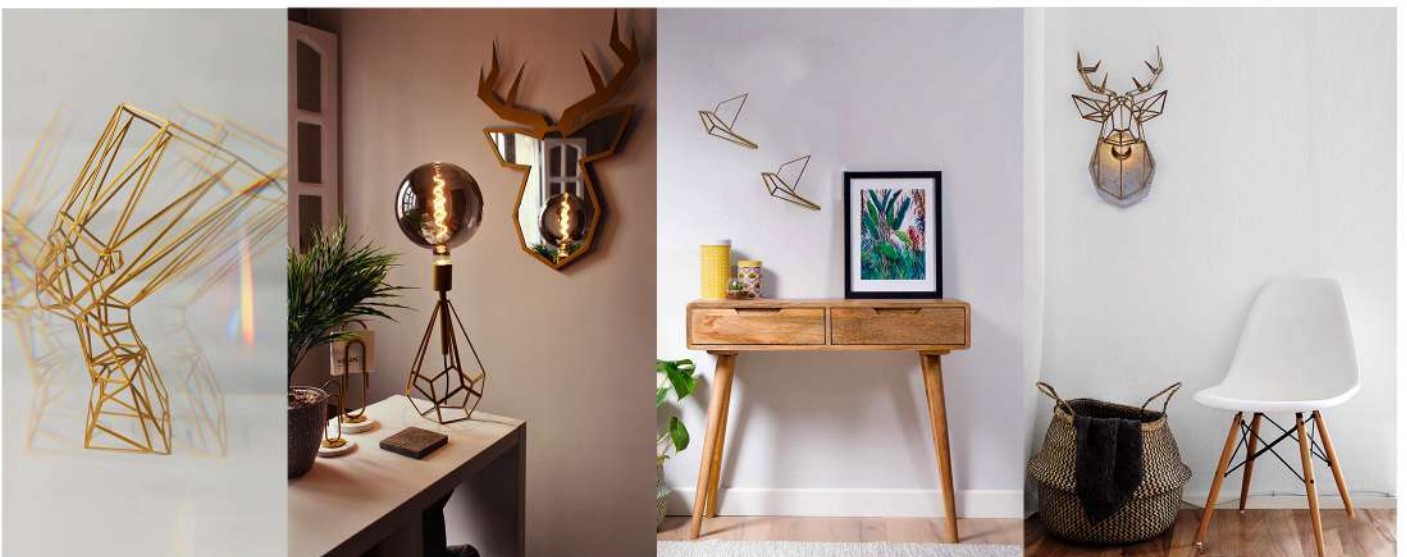


MARAMZY

IG: [@maramzy](#) Website: www.maramzy.com

MARAMZY

MARAMZY as a brand focuses on integrating raw materials together to create an authentic aesthetic that compliments the luxuriousness and uniqueness of the piece. Products designed are detail oriented following a low poly geometric fierce style. Empowering and supporting local crafts and materials has always been part of the brand's mission and vision so all the products are proudly handcrafted in Egypt.



MARGUCHI

IG: [@marguchi_concepts](#) Website: www.marguchi.com

Marguchi

A lifestyle concept bringing you traditional craftsmanship that is curated from all over the world.

We believe in setting a mood. Celebrating history and creating a feeling through scent, textures, color, intimate connections, friendship and love.



MILL'S JEWEL BOX

IG: [@millsjewelbox](#) FB: facebook.com/millsjewelbox



As a high-quality jewelry vendor, MILL'S jewel box offers customers jewelry in all its forms, handcrafted in Greece. Having been the official agent in Egypt, MILL'S high-end boutique have always appealed to those looking for style, elegance and simplicity.

Offering a wide range of contemporary, sleek designs in both gold plated brass and 925 sterling silver, MILL'S jewel box stands out with the unique colourful collection and the classy shade of gold that the store's collection presents.



MIMITTA



IG: [@mimitta_offical](#) FB: [facebook.com/Mimitta-107767428025551/](#)

A fully Egyptian brand creating with selected fabrics and designs, with affordable and versatile pieces inspired by the vivid colors of nature.

Mimitta started in March of 2021, and it is already catering to non-hijabi and hijabi girls all over the world.



NASHWA JEWELRY



IG: [@nashwajewelry_](#) FB: [facebook.com/nashwajewelry](#)

Website: [www.nashwajewelry.com](#)

Back in 2013, our designer, Nashwa, found her passion. She wanted to translate art into pieces with gemstones. Her goal is to offer uniqueness through designing handcrafted Sterling Silver 925 & pure Gold18K. What differentiates our jewelry is the ability to personalize your pieces and make them come to reality. Our pieces are adorned with authentic gemstones and some pieces are only done once due to the rarity of the stones.



NAZEK

IG: [@to.nazek](#)

NAZEK

Elegant. Contemporary. Inclusive. These are the words that define Nazek, a memorial that reflects the life of a chic, sophisticated woman through art. We take great pride in upholding Nazek's legacy by revolutionizing the meaning of fashion to women. For many years, the societal standards of clothing have restricted women from embracing who they truly are, which is why our products are free-sized, targeting women of all sizes. Our firm belief in inclusiveness and diversity aims to empower women and encourage them to break down societal barriers and freely express themselves!

To honor Nazek's influence on our work, we dedicate 10% of our proceeds to her as Sadakah-Gariah



OLA SALEH JEWELRY

IG: [@olasalehjewellery](#)



Specialising in making the ordinary look extraordinary, Ola's jewellery is an adventurous mix of styles.

Simplicity is the secret to her designs. She brings the art of layering to a new level. Each piece can be mixed and matched in a variety of ways according to the formality or informality of the occasion.

Ola is the master of bringing new life to your own jewellery box. She can guide you in redesigning items in your collection so you can enjoy a new lease of life from your treasured items.



OPHELIA JEWELRY

IG: [@ophelia_jewelry](#) Website: www.ophelia-jewelry.com



Ophelia jewelry was founded in 2020 by Egyptian Artist Sarah Yasser, Ophelia Jewelry follows the concept of 'pure purpose, pure art' going along with the contemporary direction having each collection inspired by a certain concept. It is a Cairo-based online store that features handmade bold jewelry having a statement shown with each piece. This brand believes that a piece of jewelry always completes your style.

The pieces are made by Egyptian craftsmen using 925 sterling silver, brass, 18k white or gold plated using precious stones. What makes my pieces unique in the industry is that we are trying to implement the combination of the art of identity, quality, and efficiency. Having high quality pieces with unique/noticeable designs but also reasonable prices. Each person has their own identity when wearing a piece of jewelry how they style it or feel about it just makes it different.



OZMOCOLLECTION

IG: [@ozmocollection](#) Website: www.ozmocollection.com

OZMO

OZMO is an Egyptian RTW brand established in 2019. Our main aim is to be the stepping stone for women empowerment. Each collection we are inspired by either a cause or a public/historical figure that had an impact on our society. Our last campaign #NOMEANSNO was created to support women and if by one percent help in the process of eradicating harassment.

Moreover, we intertwine/merge our founder's personality which is very bold and vibrant with the causes/public/historical figures to create the final design. Our vision is to become a globally recognized brand that women look up to from all over the world and gives them the motivation and support they need to accomplish their dreams.



PAPILLONS JEWELLERY

IG: [@papillonsjewellery](#) FB: [FACEBOOK.COM/papillonsjewellery](#)
Website: [www.papillonsjewellery.com](#)



Papillons is a proudly egyptian brand that works with natural elements Winner of CDA17 in jewellery design. Founded and designed by Sara Osama . Papillons designs from the heart. Inspired through a love of nature and science, forged with precious metals and charm, this is more than jewellery...this is a soulful dream realised.

Each piece is designed by the founder and designer Sara Osama and mixes classical aesthetics with her unique perspective of the world around us. preserving the beauty in the nature and keeping memories forever . So every piece is made from natural thing whether it is " flower, leaf , insect or shell " and preserved in high thick layers of resin .



PHYTOMER FRANCE

IG: [@phytomeregypt](#) Website: [www.phytomer-egypt.com](#)

PHYTOMER

Phytomer France is a professional, natural, marine spa and skincare brand imported from Saint Malo, France. All ingredients are marine based, & It is 95% vegan friendly & against animal testing.

Phytomer offers you a diverse range of skincare products that fits your skin type and skincare needs. From brightening, anti-aging, blemish solutions, cleansers, toners, and even natural marine hair products to fit your beauty needs.



PSYCH

IG: [@psych.eg](#) FB: [facebook.com/psychegypt](#)
Website: [www.psychonlinestore.com](#)

PSYCH
FOR THE FREE-SPIRITED & REBELLIOUS

PSYCH is one of a kind clothing brand created in 2017. Our process from the beginning to the end is 100% Egyptian from the designer's paper to the actual packaging. The brand is characterized by an artistic taste along with the simplicity and coziness of the designs, the brand can be worn by different mindsets.



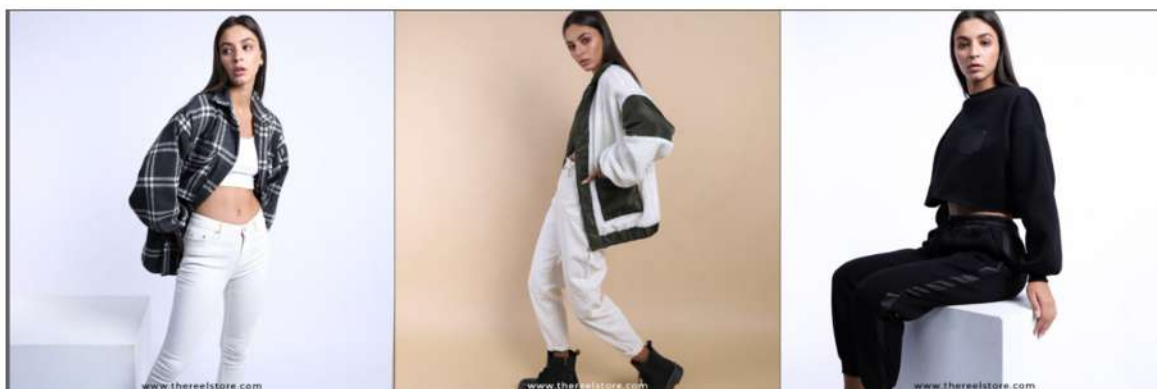
REEL

IG: [@reel.eg](#) FB: [facebook.com/Reel.egy](#)
Website: [www.thereelstore.com](#)

REEL

Local Egyptian Brand REEL was founded by best friends Nada Hosny and Habiba El Gharabawy. The Women's clothing brand was first launched in 2018 with the hope of bringing a new perspective to the fashion scene in Egypt. "REEL", which is a play on words, initially means to reel clothes, a technique used in the production process. However in terms of the brand's message, "REEL" is intended to showcase the everyday real person; a woman of all shapes, sizes, ethnicities, and personalities. It is for someone who represents originality and expresses their real personality through clothes.

REEL was founded with the intention of bringing a unique sense of style to a market that has been lacking ingenuity and has been bombarded by a repetitive cycle of mass produced clothes. REEL produces a limited stock of high quality pieces in order to break the cycle of finding the clothes worn by the mass everywhere we go.



REFORM STUDIO

IG: [@reform_studio](#) FB: [facebook.com/reformstudio.cairo](#)

Website: [www.reformstudio.net](#)

REFORM
STUDIO

REFORM was founded by Hend Riad & Mariam Hazem, an internationally awarded lifestyle brand based in Cairo, Egypt. Its main aim is to design for a cause, to design creative responsible products that benefit the environment, have a positive impact on society and community.



Reform promotes sustainable luxury through designing a whole range of high-end, eco-friendly fashion accessories, furniture & home accessories. where all its designs are made with the brand's invention Plastex; A 100% eco-friendly handmade fabric that translates the need for environmental sustainability. Reform has its own workshop in Cairo where the production and upcycling happens.

Socially, the Brand took reviving the weaving industry in Egypt, with its main goal to restore an old craft that is on a brick of extinction; through supporting Egyptian craftsmen & empowering underprivileged women with limited resources & education ; by teaching them new skills and supporting them to create a sustainable income to help their families.

The entire production process of the fabric is 100% eco friendly as Reform don't use any chemical components or toxic fluids.

RITMO

IG: [@ritmo_apparel](#) FB: [facebook.com/ritmoapparel](#)



RITMO

Unmatched Apparel

RITMO, meaning "rhythm" in Italian, was born out of a passion for fashion, music and dance. This high end street wear Egyptian brand exists as a form of artistic expression from a creative lover trying to connect using fashion as their medium.

RITMO is a catalyst for others and individuals trying to express their unique sense of style through the selection of some pieces to become a statement for who they are and who they want to be...designed to the beat, made to the rhythm.



ROO

IG: [@roo_egypt](#) FB: [facebook.com/roobabyegypt](#)



Roo is a niche, environmentally sustainable brand that makes Organic Egyptian Cotton baby garments and essentials, and soon enough, older children's wear (ages 2-7 years).

It's been founded by siblings Farah and Youssef Sherif in Cairo in 2018. We started out by making onesies only, and today our product range includes onesies, bodysuits, waffle-knit rompers, blankies, baby wraps, swaddles and wooden essentials: pacifier clips, rattles, hangers and closets. Older children's athleisure wear will join our product range in SS21 inshallah.



RUSTIC RICH

IG: [@ritmo_apparel](#) FB: [facebook.com/ritmoapparel](#)



RUSTIC
Rich

Rustic Rich is an art oriented project for custom made Furniture and home Accessories, Our products merge between the elegance of classic detailed ornaments and the vintage rustic look.

Our goal is to bring your design to life with maintaining premium quality.... Every item is customized with a wide array of selection options that make the outcome totally yours.

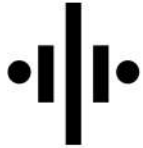
We work to personalize everything starting from the furniture design, fabrics selection, furniture paint, home accessories and styling with the fitted interior organization.



SANDBOX

IG: [@sandboxsu](#) FB: [facebook.com/sandboxsu](#)

Website: [www.sandboxsu.com](#)



SANDBOX
SUHAYLA ALSHEIKH

Born out of its designer's Arab roots, SANDBOX is a conceptual fine jewelry brand that emerged out of the Arabian Peninsula and journeyed to the deserts of Egypt where it's now based.

The brand communicates the voice of nature and unique human experiences through jewelry made of sterling silver, hints of pure Gold, and natural stones bringing to life sustainable wearable creations that breath art, power and fluidity. At SANDBOX, a jewelry piece is not just a lifeless piece of metal and stone. It is very much alive.



SCENTI

IG: [@scenti_official](#) FB: [facebook.com/scentiegypt](#)

Website: [scenti-eg.com](#)



WHEN LUXURY BECOMES A NECESSITY

Scenti is the leading scent marketing company in Egypt, founded in 2015 to provide discerning clients with an experience that goes far beyond traditional marketing methods. Our impressive portfolio of clients covering hospitality, business, retail, residential properties and more, has solidified our position as trendsetters in the Egyptian market, and testifies to the importance of being at the forefront of innovative marketing.



SCRUNCH

IG: @scrunch.eg FB: facebook.com/scrunch.eg

Website: www.lifesnacks.me

SCRUNCH

Premium, guilt-free chocolate barks and nut clusters with a range of tasty flavors and high quality ingredients.

It all started when an Egyptian family couldn't find a fresh, healthy snack with high quality ingredients and nutrients, so they started crafting their own at home. One friend after another went nuts for the chocolate barks and nut clusters and soon the snack went viral among their network of family and friends and SCRUNCH was born!



SENSERA AROMATHERAPY

IG: @sensera_aromatherapy FB: facebook.com/SenseraAromatherapy

sensera
AROMATHERAPY

Sensera Aromatherapy is a platform where you can buy 100 % Pure, Natural therapeutic grade essential oils, wellness products, and walks you step by step through understanding everything about Aromatherapy.

Sensera Aromatherapy is a leading company that sells cosmetic, clinical Essential Oil, and other natural products for a Healthier Lifestyle.

Sensera confirms that every drop of its Essential Oil is 100% Pure, Natural & Authentic quality controlled and verified by GC/MS analysis.



SOUL & MORE



IG: [@soulandmoreegy](#) FB: [facebook.com/Soul-More-1866652650275987/](#)
Website: [www.soulandmore.co](#)

Soul & More, your number one source for all things natural cosmetics. We're dedicated to giving you the very best of natural skin care, with a focus on quality, customer service, sustainability



TELAYA

IG: [@telaya_____](#)



Our Journey started in October 2020, the concept behind the birth of Telaya was to create timeless fashion pieces in terms of fabric, design and quality.

Telaya is a contemporary playful fashion brand serving all women that aims to be part of the story of every woman, empowering her and enabling her to be the best version of herself while making sure she is comfortable in her own skin.

Telaya is not just a fashion brand, it's more of a concept that is reflected through the branding elements that show luxury and sophistication and through the icon that reflects feminine luxury with the three shades of gold to give it an edge.



THE BUSHY BROWS



IG: [@thebushybrowsofficial](#)

FB: [facebook.com/Bushy-brows-official-102275275167293/](https://www.facebook.com/Bushy-brows-official-102275275167293/)

Website: thebushybrows.myzammit.shop

Whether you have sparse brows that need a helping hand, or you are rocking that bushy look, our bushy brows soap will help you style your eyebrows however you like; whether you want fluffy eyebrows, natural looking brows or a more groomed look you will get them all using our soap brows along with our bushy prep mist.



URBAN FRAMED

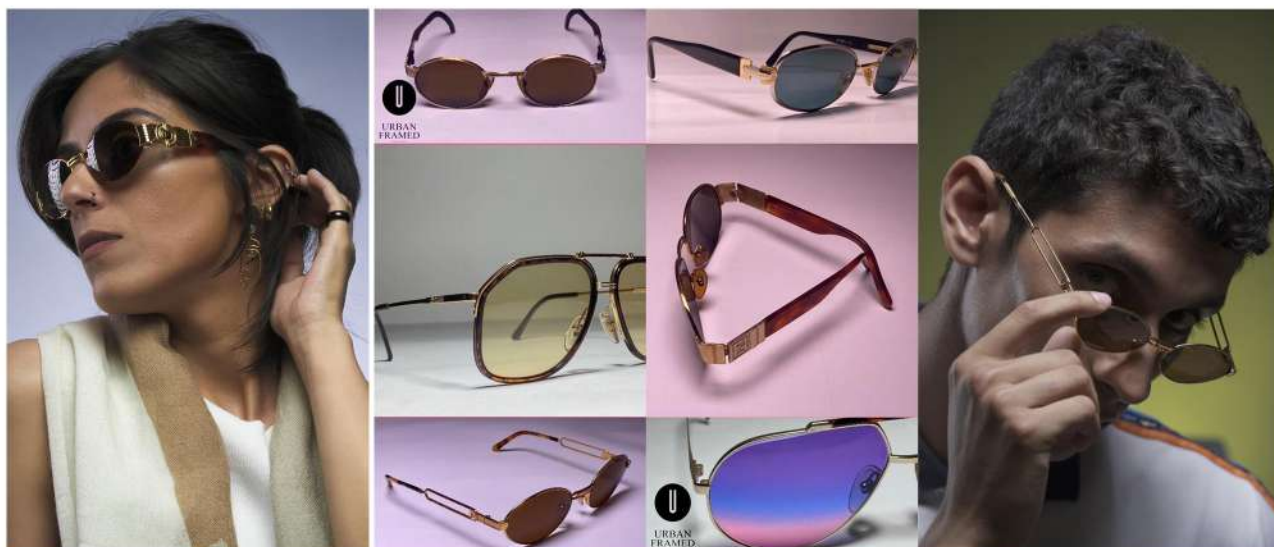


URBAN
FRAMED
by barki optics

IG: [@urbanframed](#) FB: [facebook.com/urbanframed](https://www.facebook.com/urbanframed)

Urban Framed is a vintage eyewear startup sponsored by Barki Optics since 1930. Urban Framed is a newly discovered brand representing the modern generation of Barki Optics, extending the legacy of the historical organization.

Urban Framed is specialized in providing the human race with the latest inventions of high Quality brand new Authentic Vintage pieces of eyewear. We have safely stored our stock over the decades in our warehouses to guarantee you a brand-new vintage frames.



THE BUSHY BROWS



IG: [@thebushybrowsofficial](#)

FB: [facebook.com/Bushy-brows-official-102275275167293/](#)

Website: [thebushybrows.myzammit.shop](#)

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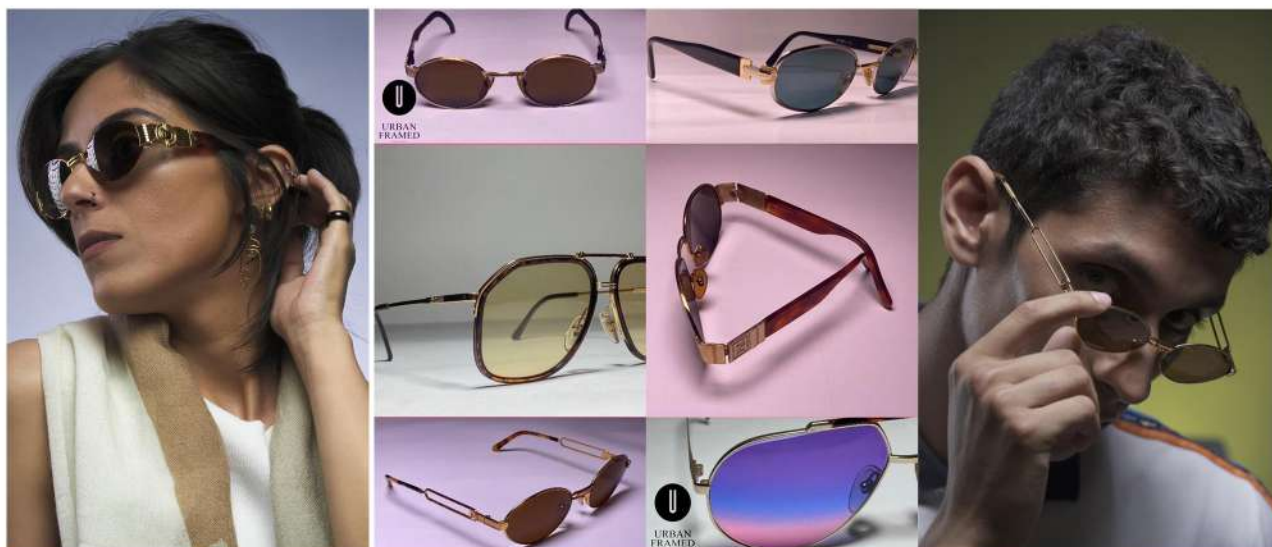


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FRAMED
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IG: [@urbanframed](#) FB: [facebook.com/urbanframed](#)

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VARINIA ELEVATED CREATIONS

IG: [@variniaec](#) Website: www.variniaec.com



Varinia Elevated Creations is a handcrafted home decor brand established in two thousand and twenty that's inspired by a lot of natural elements, which nourished the message and awareness we are trying to spread through our handcrafted products.

We desire for our creations to have an inspiring influence in every place they reside, so every masterpiece is handcrafted to stand out and captivate. Whether it's the diversity of materials we choose or the ability to comply with the core of our brand in our products, our gratification comes when art meets life.



VNTG

IG: [@vintage_sunglasses](#)



VNTG was founded in 2012 by Tarek El Sallab. A passion for collecting and finding the rarest pieces was the drive behind the brand. We travelled to over 25 countries in search of the best UNUSED Vintage eyewear. VNTG is proud to have one of the biggest unused vintage designer eyewear collections in the world such as Cazal, Fendi, Versace, Dior and others.

Our collection has been spotted on many celebrities in the region such as Cynthia Khalifa, Huda elMofty, Asser Yasseen, Dina elSherbinny and Tamer Hashem; and international celebrities such as Drake, the Weekend, French



WOOF & FETCH

IG: [@woofandfetchco](#) Website: www.variniaec.com

Woof & Fetch

Feed Them Goodness

The founding father of Woof & Fetch is a beautiful black male Labrador named Tuxedo! As co-founders and owners we, Neveen Hashem, Astrid Cross and Nadder Montassir had trouble finding Tuxedo the fresh food he loves and deserves.....from this an idea was born!

We provide premium human grade fully fresh meals with added supplements like omega-3 and glucosamine. Our meals come in 3 flavours, Chicken, Meat & Salmon. They are balanced, packed full of antioxidants and anti-inflammatory ingredients to provide all nutrition needed. In order to guarantee maximum freshness and preserve all nutrients, our packs are vacuum sealed, nitrogen & CO2 injected.

#FeedThemGoodness



YOUKA BOUTIQUE

IG: [@youkaboutique](#) FB: facebook.com/youkaboutique
Website: youkaboutique.myzammit.shop



Youka Boutique is an online Egyptian clothing brand made and manufactured in Egypt targeting young adults. Designed and created with passion, Youka boutique designs always aim to be up to date and on-trend. Since the fashion world is a fast-paced world, our goal is to always create products and designs that provide luxury and comfort while still remaining on-trend.

All of the products are made with the best and finest materials in order to create the best quality designs that would last in any wardrobe. Our vision is to create originality and individuality through our designs to empower young adults in today's fast paced world.

