

# NICHE

LUXURY & LIFESTYLE MAGAZINE

1<sup>st</sup> ISSUE FOR 2020

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THE 3<sup>rd</sup> CEREMONY

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## KAYAN THE BEST DESIGN HOUSE.

KAYAN Design House is awarded as The Best Design House. KAYAN is specialized in all services related to designing; Architectural Design, Interior Design, Structural Design, Landscaping, 3D Presentation and Furniture Design. Their vision is to always exceed their client's expectations by providing them with excellent services and practical solutions. They always aim to achieve the goal of the design with the lowest cost with the latest engineering solutions and technology that take into account the interests of the project, financial and aesthetic, which offers modern methods in their work. KAYAN provides its services in many countries like Egypt, U.A.E, K.S.A, Oman and more. They also have a consultant group which allow them to provide a full range of engineering consultancy services. Their goal is to always strive to have a progressive outlook in adopting international good modifications; to suit various styles of architecture in all of its designs.



A collage of five images: 1. A modern living room with a large grey sofa, a central ottoman, and a textured wall. 2. The Kayan Design House logo (a stylized 'K' and 'A' in gold) inside a black square frame, with the company name below it. 3. An exterior view of a white, two-story house with a balcony and a swimming pool. 4. A modern walk-in closet with wooden shelves and built-in lighting. 5. A modern living room with a white sofa, a glass coffee table, and a kitchen area in the background.



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Kayan Design House



## AMAL MORSY THE BEST INTERIOR DESIGNER

Amal Morsy is awarded as One of the Best Interior Designers. She has been in the field for more than 28 years with very rich experience in all aspects of the business. Amal Morsy cares a lot about her clients and projects, she gives meticulous attention to every single detail; that's what makes her unique. Also, she truly cares about quality and finishing in the execution of the projects. For more than two decades, Amal Morsy has been creating residential and commercial interiors that are elegant, imaginative and timeless. Her designs are always representing an exemplary standard and time-honored style, selecting and presenting the finest in every era of classic and contemporary decor. Amal interprets the ideas of her client to create living spaces that suit their lifestyles using her many years of experience in conventional style combined with knowledge of the latest developments and solutions in interior design. With appreciation of every desire and every detail alongside her abilities as a genuine creative designer, Amal Morsy creates enduring and timeless interior spaces that evoke simplicity with an appropriate balance of proportion, scale and style.



Amal Morsy, a designer like no other. Amal Morsy is an Egyptian Interior Designer that has been fulfilling dreams for more than 30 years, she designs everything; residents, hotels, offices, boats. She also designs furniture pieces and landscape models; she can remodel and redesign any old piece or previous design. Her signature is how to live in a paradise, she turns your place into a dream with all of your desires in her own elegant way. Amal Morsy doesn't only design with her eye but with her heart, she analyzes every wish that her clients want and then study the clients with their activities, their hobbies, their lifestyle and every little detail she can use, she understands that every person has his own special way of thinking and she works on what suits each person the best. Amal Morsy believes that her duty is to create timeless designs that can be renovated or updated anytime.

The most common complaint she receives is that she's a detailer, Amal Morsy cares about every tiny little detail as she believes in the saying "Details are not the details; they make the design" and also the details are the baseline of quality in every design. Interior Design is a business of trust so, she loves it when she starts the project from A to Z all by herself. She puts her heart in every project and reflects your personality in every room and design. She also loves to use natural materials that are environmentally friendly especially Wood and Marble. What she loves to use the most is the Wood, it can be designed as you want, can be remodeled to match the style of the home and is very durable. She always thinks and looks for way to take the place to the next level, it has to be durable yet elegant. She makes the place fits best to the personality of the client; she loves to make the whole atmosphere as if it's a part

of the people who are living in it. Designs and objects in a room must communicate, respond and balance with one another. Amal Morsy believes that your home should tell the story of who you are and be a collection of what you love.



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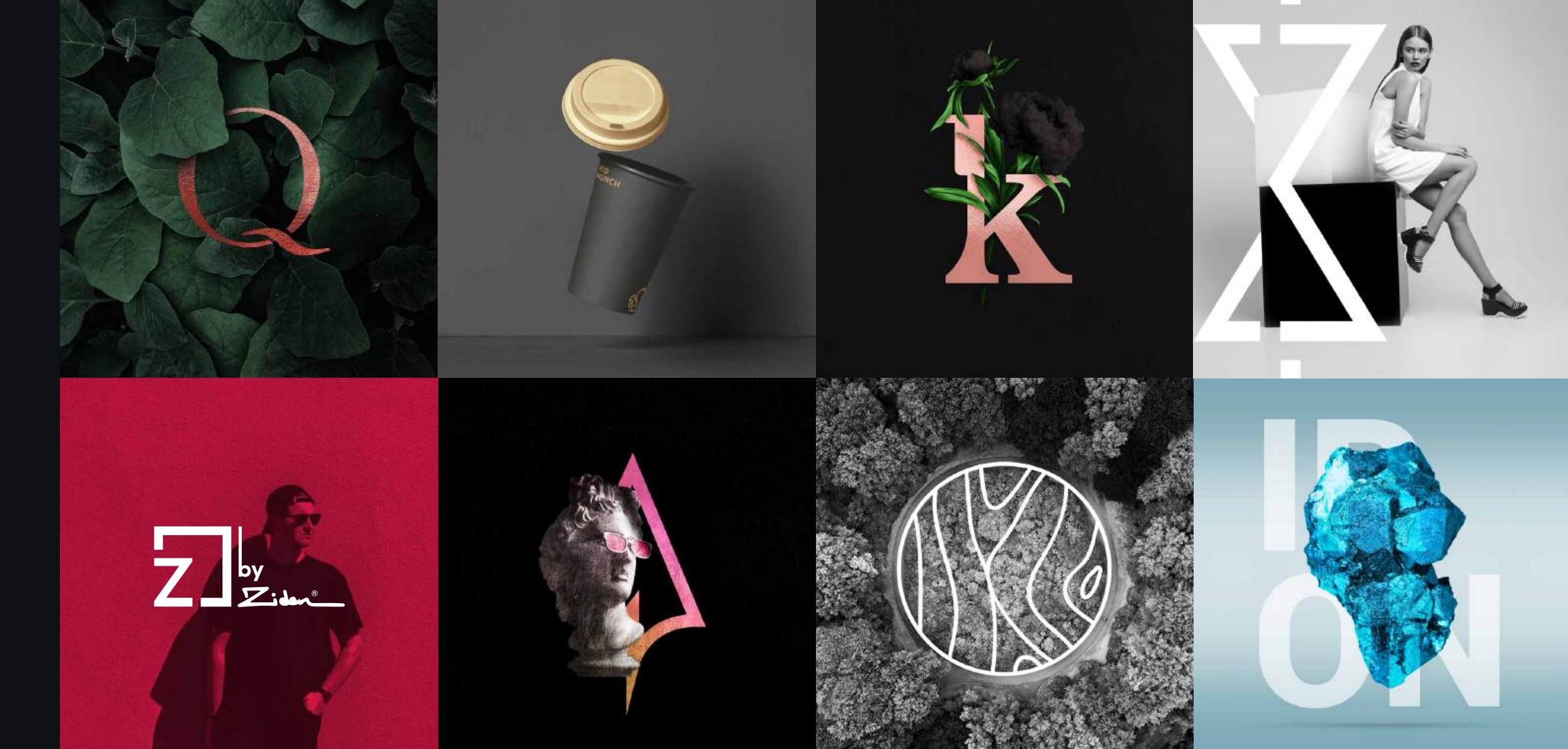
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## LONGEBLACK

As business designers, we provide a tailored **story** to each client exclusively by creating an unmatched quality **of** work that sets **the** definition of **brand** positioning.

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"When we first started our firm, we wanted to change the business culture in the region and give local companies a strong story that positions them in the international market." - LB



# COVER STORY



WE'RE DEFENDING.

#COVID19.

THE WORLD IS STRUGGLING, A VIRUS IS SPREADING TERROR AMONG NATIONS, IT'S KILLING PEOPLE, DESTROYING ECONOMIES, AND LOCKING DOWN COUNTRIES.

BUT THE WORLD ISN'T JUST STANDING AND WATCHING, WE'RE LENDING HELPING HANDS, WE'RE SUPPORTING EACH OTHER THE WAY THAT WE CAN, WE'RE FIGHTING THIS VIRUS; INSTEAD OF LETTING IT TEAR US APART, WE'RE GROWING CLOSER. WE'RE DEFENDING THE WORLD AGAINST COVID-19

#### 'TIS THE SEASON!

It's the feeling of warmth in the midst of Winter, the love that shows in the time spent choosing the best gifts. It's the joy you feel when decorating your home with Christmas ornaments and decorations in the company of your loved ones. It's time to go crazy, have fun and regain the innocence of the child within. It's the time for our Christmas Issue! Surely there's no need to mention how helpful this issue will be for your Christmas preparations... From decorating your home to decorating your office, from learning how to pick the perfect gifts to how to plan for the new year, we haven't even forgotten about your Christmas movies list. For businesses, it's time to appreciate and be grateful for this year's successes and revisit the failures to make them the learned lessons for the new year. And what's better than checking out the Niche businesses case practices to learn from and checking what they have to offer in this issue. It's time for New Year's resolutions and preparing our plans to commit to them! So, Niche Magazine's Christmas Issue is here to help you fulfill your wishes and desires... Hoping Santa is happy with us!

*Angie Elaraby*

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**DISTRIBUTION** Ayman Bekhet  
Beshoy Thabet

**PRINTED BY** SAHARA Printing Company

Copy right 2017/2018 Niche  
magazine seasonal publication  
published by:  
BeBrand Advertising Agency

**BeBrand**  
Advertising Agency

\*Be Part Of The Show\*

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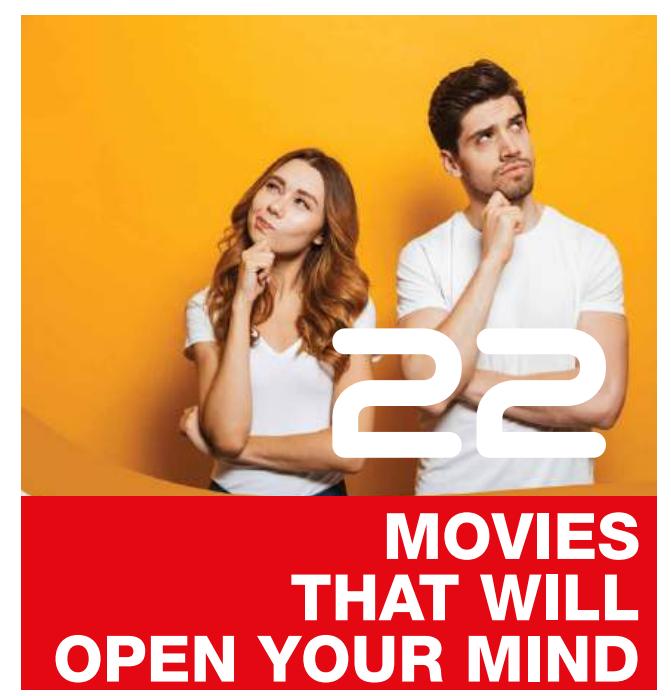
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with you to 2020

# THE LETTER

*Dear Readers,*

This is a very special time for me, for all of us I suppose. With a year ending, we close a chapter in our book of life and start writing in a brand new page of a new chapter.

2019 has been filled with ups and downs, yet it was full of blessings.

I would like to take this opportunity to share with you one more milestone for Niche Magazine. This year has been very challenging for my beloved magazine, finally going online to become more available for our Niche community everywhere and to help our Niche businesses grow bigger; yet, it has been very rewarding, after 10 years of Niche Magazine, it has officially been certified as a global magazine!

With partnerships in Dubai, Lebanon and UK, Niche has been able to reach a wider base of customers, but this year, Niche Magazine has entered in an official tie-up with The NICHE Fashion Arena of India and has proudly been certified as "THE ONLY INCREDIBLE INTERNATIONAL FASHION MAGAZINE FROM EGYPT"

I can't find the words to express how proud I am and how excited I am to be sharing this announcement with Niche Magazine's beloved readers.

Now, as we start the new year, I only hope that every hard work of ours, and yours, is rewarded with the well-deserved and awaited success and growth.

I wish you all, from the bottom of my heart, a merry Christmas and a very happy new year.

*Nady Ghaly*



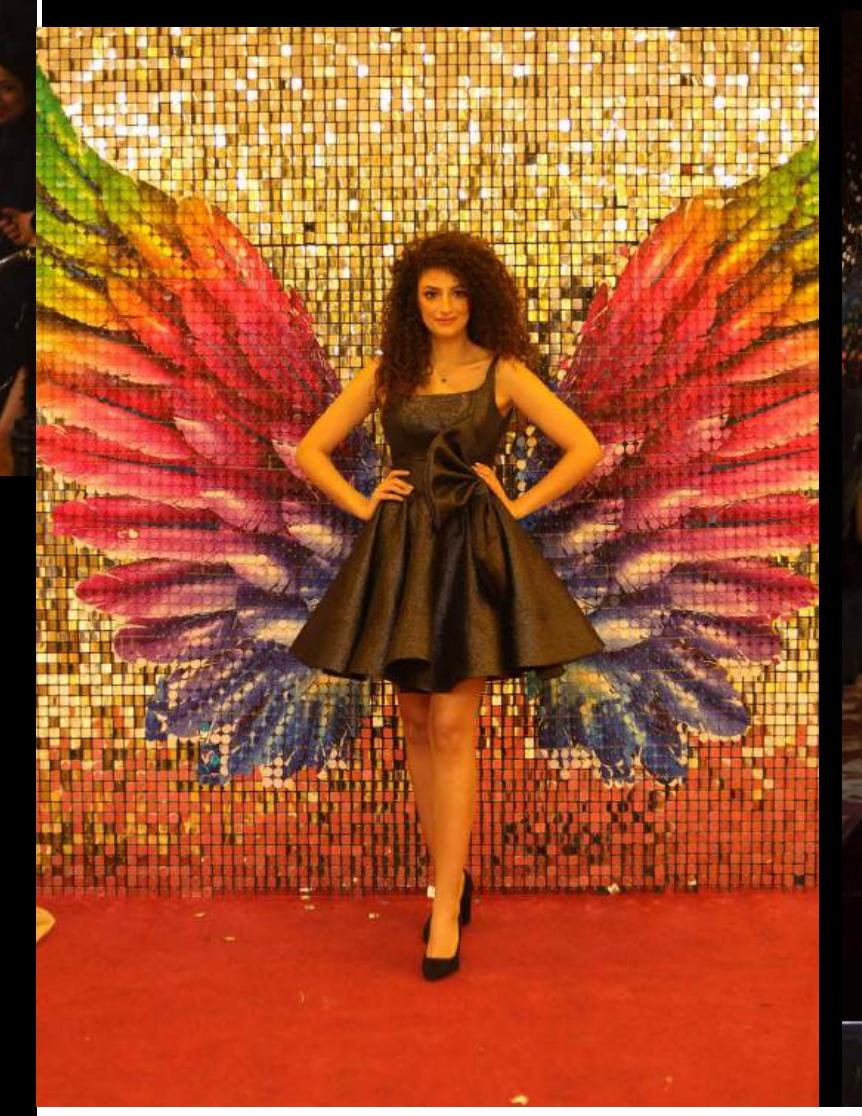
## NICHE AWARDS CEREMONY

In a very festive night, Niche Magazine gathered the top brands in the luxury business to recognize the efforts that were made in order to make our lives easier.

On the 13<sup>th</sup> of April at the Nile Ritz-Carlton Hotel, The second Niche Awards Ceremony was launched giving out awards to the best of the best, to the brands that made a difference in the world, whether companies or individuals who made it and became public figures and role models; giving the honor to the brands that deserve to be a part of the Niche community.

The Event was attended by some of the biggest celebrities and public figures in the business sector in the presence of huge media coverage channels and hosted by the TV presenter Rana Arafa and the Magazine's CEO Mr. Nady Ghaly and a musical performance by the rising singer Donia Anis.





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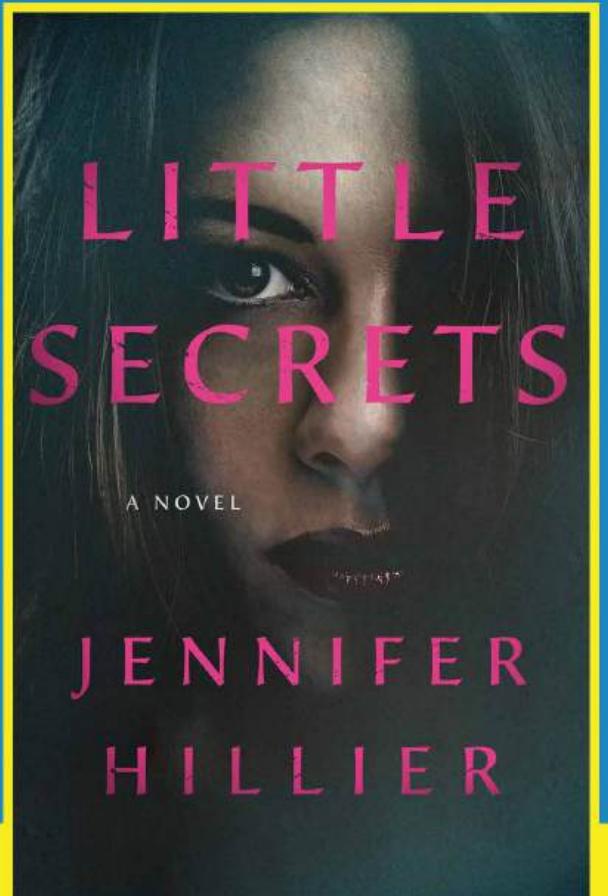
## WINCHESTER INTERNATIONAL SCHOOLS

**Winchester International Schools** was established by a team of educators committed to fostering the social, cognitive, emotional, and physical development of every student. Conveniently located in the heart of Motamayez District, WIS comprises The **WIS** British School and The **WIS** American School. Our mission is to ensure that pupils acquire skills, knowledge and attitudes in a learning environment where they feel safe, respected and motivated to reach their fullest potential. We strive to support all students by implementing a broad and balanced curriculum tailored to meet the needs of a changing world while maintaining our local culture and core values. For information on how you can become part of our community, please visit our website or give us a call.

ENROLL YOUR CHILD TODAY!

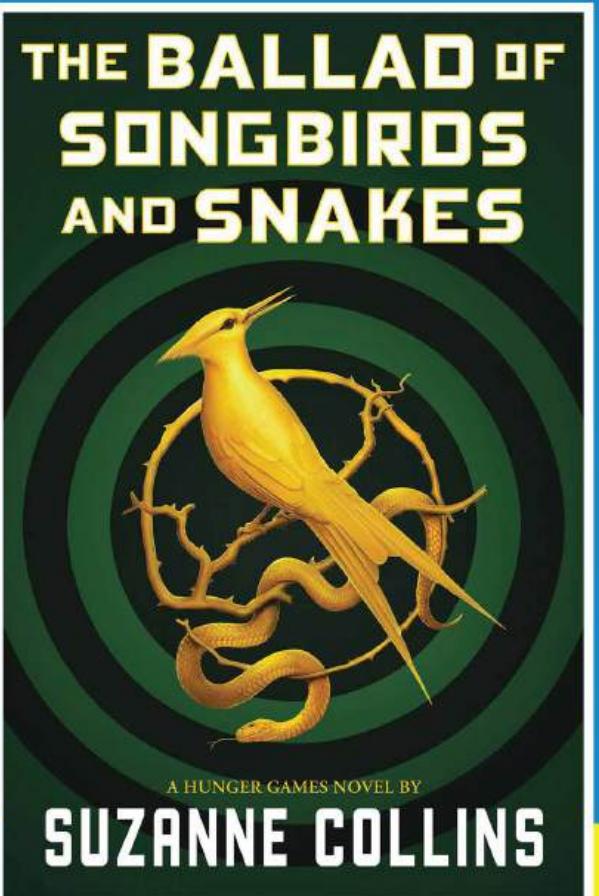
4th Touristic Village, Zone No.7  
Behind Syag Mosque, 6th of October City

# Most Awaited Books of SPRING 2020



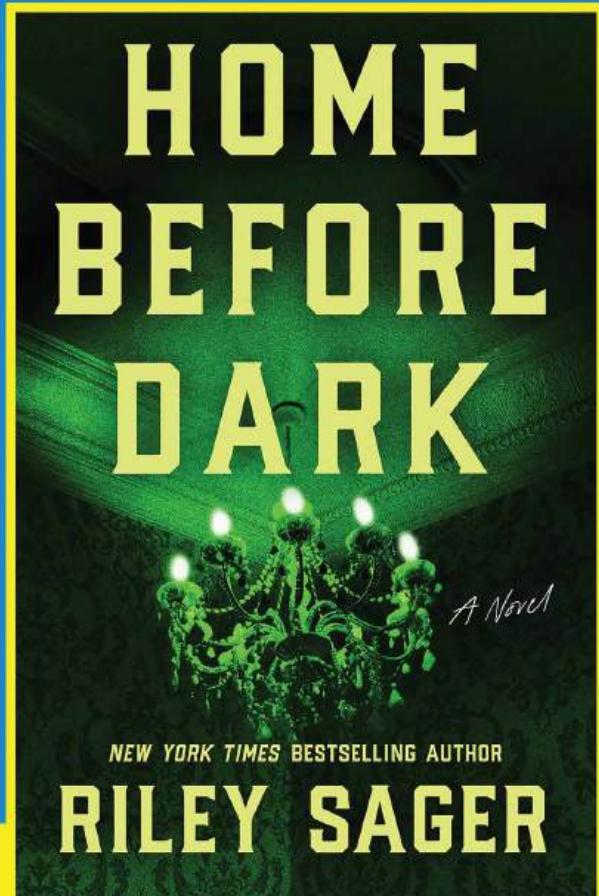
**Little Secrets**  
BY JENNIFER HILLIER

Marin had the perfect life. Married to her college sweetheart, she owns a chain of upscale hair salons, and Derek runs his own company. Until everything turns upside down when their son disappears and Marin learns her husband is having an affair with the woman who might have kidnapped him. Four hundred and eighty seconds. That's how long it took for someone to steal Marin Machado's four-year-old son.



**The Ballad of Songbirds and Snakes**  
BY SUZANNE COLLINS

The Hunger Games series is NOT over! Suzanne Collins takes us back 64 years earlier with this amazing prequel of the trilogy. It is the morning of the reaping that will kick off the 10th annual Hunger Games. In the Capitol, 18-year-old Coriolanus Snow is preparing for his one shot at glory in the Games. The once-mighty house of Snow has fallen on hard times, its fate hanging on the slender chance that Coriolanus will be able to out charm, outwit, and outmaneuver his fellow students to mentor the winning tribute.



**Home Before Dark**  
BY RILEY SAGER

After twenty-five years, Maggie Holt, following her father's death, returns to renovate and sell the house that she used to live in with her parents when she was a kid, and that was made famous by her father's bestselling horror memoir "House of Horrors". Is the place really haunted by evil forces, as her father claimed? Or are there more earthbound—and dangerous—secrets hidden within its walls?



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## MOHANED SALAH THE BEST FURNITURE DESIGNER

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# MEN MUST-HAVE ACCESSORIES FOR A *luxurious look*



With the growth of the menswear market comes a newfound focus on men's accessories. The 2020 runways in London, Florence, Milan, and Paris were loaded with outfit plus-ones to want. The right accessories can add personality, break up the monotony of your daily office attire, and elevate your style to a whole new level. And that's fortunate for those of us who are not looking for a total style change. Not sure what accessories to get, though? Then allow us to share with you the absolute must-haves.

## *Suit Accessories*



### Tie

For your tie, we don't recommend getting one with an obvious logo or emblem, but getting your tie in a luxurious brand's iconic patterns is a stylish way to display your taste.



### Pocket Square

Wearing a tie clip is not the only way to add color and interest to your suit. You can do so with your pocket square as well. We advise choosing one that matches the color palette of your tie, but most of all, 2020 is the year to learn new ways on how to fold your pocket square.



### Tie Clip

Despite being one of the smallest and simplest pieces in your suit accessories collection, a tie bar can add volumes of classic style to your look and serve a functional purpose as well.



### Cuff Links

Have a love for luxury? You have two choices: either go for a plain piece of solid brushed silver or go for a monogram of your favorite high-end brand. Just make sure that your shirt or your tie isn't monogrammed as well.



### Belt

A belt isn't just a practical item, and it's not just for your suit. When you're rocking a tucked-in shirt and opened up blazer, your belt is front-and-center. This is just one scenario, but many more exist where your belt will be seen, so make sure to understand that belts can both help and hurt your outfit.

## *Upgraded Essentials*



### Eyewear

The latest design trends point out that we're going to see a lot of futuristic glasses this year. If you find this daunting or, gulp, kitschy to wear, then we're glad to say that aviators are making a big comeback. So think about the best sunglasses for your face shape.



### Watches

Futuristic glasses might be difficult to wear and style with your existing wardrobe, but not watches. Inject the edge of steampunk and luxury with skeleton watches that are going to be more in trend this year.



### High-Quality Wallets

Do you know what else is getting more futuristic? Unfortunately, theft. Don't be a victim of electronic pickpocketing and identity theft by protecting your credit cards and IDs equipped with radio frequency identification chips (or RFIDs) by getting a high-quality RFID wallet with a built-in RFID-blocker.

## *Jewelry*



### Bracelets

If you're not a fan of wearing bracelets, then you might want to consider starting. You can go with a chunky solid metal bangle or a leather wrap-around with a silver, gold, or platinum charm. Here are some tips when wearing bracelets: If you want to stack your bracelets, just choose one arm or wrist to do so. You can stack thin-striped and beaded bracelets. Don't stack chunkier bracelets. Just one piece is enough.



### Rings

Another piece of jewelry that you are going to see more of this year is rings. You can go for either a chunky statement ring or a more subtle band. Just make sure that they match your bracelet if you choose to wear them together.

To sum up, the statement of luxury accessories trends this year for men is "quality over quantity". Invest in quality items. Go for a few accent pieces like a solid metal bracelet or a delicately engraved tie clip than wearing a bunch of them together. We also encourage you to think more before making any purchase and we're sure you'll do great.





## INSIDE HOME THE BEST INTERIOR DESIGN STUDIO.

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## EGYPTIAN NICHE BRANDS CAN STILL SAVE US

NO ONE KNOWS WHAT WILL HAPPEN NEXT. WHERE THE WORLD IS GOING. WILL WE BE ABLE TO EXCHANGE TRADING GOODS OR THAT WILL TAKE A WHILE? NOTHING IS REALLY CLEAR. BUT IT IS OKAY, OUR EGYPTIAN DESIGNERS WILL STILL HAVE OUR BACKS. WE WILL STILL LOOK FASHIONABLE THROUGH OUR NICHE LOCAL MARKET. WHO KNOWS? MAYBE WE WILL LIKE IT MORE THAN ANY DESERVES TO LOOK ON 5 OF AND CLASSY BRANDS. MORE WORRY

OTHER MARKET AS IT BE ON TOP. TAKE A THE MOST ELITE EGYPTIAN GET TO KNOW ABOUT THEM, AND LESS ABOUT YOUR FASHION.

# K KOJAK

## KOJAK

"IT'S LIKE HIGHLIGHTING ORDINARY EXPERIENCES. IN A WAY, IT'S SEEING BEAUTY IN THE UGLINESS." - MOHANAD KOJAK. FROM DRESSING CAT DOLLS AT A YOUNG AGE TO CREATING HIS KOJAK DOLLS, THIS YOUNG MAN WHO ALREADY BUILT HIS NAME AS AN EGYPTIAN HIGH-END BRAND IS PUTTING TOO MUCH GLAMOUR TO OUR WORLD. HE QUICKLY BECAME A FAVORITE DESIGNER FOR CELEBRITIES ON RED CARPETS IN THE MIDDLE EAST. HE IS OUTSTANDING ON THE FASHION LEVEL BY ALWAYS CREATING MASTERPIECES THAT ARE OUT OF THE BOX. YOU CAN NEVER SEE A KOJAK DRESS, WITHOUT EASILY KNOWING IT IS A KOJAK DRESS.

## AZZA FAHMY

'TO IMMORTALIZE HERITAGE, SOME WRITE BOOKS, OTHERS TAKE PICTURES, ON THE OTHER HAND, WE DESIGN JEWELRY' - AZZA FAHMY. WE CANNOT START HERE WITH ANYONE OTHER THAN THE GREAT AZZA FAHMY. THE ONE WHO DID NOT JUST TAKE THE EGYPTIAN BRAND TO BE ON THE LIST OF INTERNATIONAL CELEBRITIES' CHOICES, BUT MAINTAINED THAT FOR YEARS AS WELL. AZZA FAHMY DID SET HERSELF TO BE A NICHE EGYPTIAN BRAND THAT IS GOING THROUGH GENERATIONS. WHAT REALLY MAKES HER DESIGNS UNIQUE IS THE ORIGINALITY AND CULTURAL ASPECTS. THE ORIENTAL SENSE THAT GOES DOWN THROUGH YOUR SOUL WHEN YOU LOOK AT HER PIECES.

# T TEMRAZA

## TEMRAZA

FARIDA TEMRAZ STARTED HER FASHION CAREER BACK IN 2012 AT THE AGE OF 21 AFTER STUDYING INTEGRATED MARKETING COMMUNICATION. WHAT MAKES TEMRAZA SPECIAL IS THAT THIS BRAND IS KEEN ON PRESENTING DIFFERENT CULTURES. SHE IS SO OPEN AND THAT IS HER KEY TO SUCCESS. THE VERY FINE SOPHISTICATION THROUGH HER DESIGNS ARE FABULOUS. A VERY WELL-EDUCATED LADY THAT HAS DONE HER HOMEWORK PERFECTLY.

## OKHTEIN

### OKHTEIN

"WE ALWAYS DREAM BIGGER AND AIM HIGHER, SEEKING TO INSPIRE PEOPLE AROUND US AND REPRESENT OUR COUNTRY IN THE BEST POSSIBLE LIGHT." - AYA AND MOUNAZ

OKHTEIN WAS FOUNDED BACK IN 2013. THEIR ULTIMATE GOAL WAS PRESENTING HOW LUXURIOUS AN EGYPTIAN BRAND CAN BE. THEY STARTED SETTING NEW TRENDS AND PRESENTING "EGYPT" AS A DESIGN ON A BAG TO THE WHOLE WORLD. BOTH OF THEM STUDIED MEDIA ARTS AND MARKETING WHICH HELPED THEM THROUGHOUT THEIR CAREER. THEY COLLABORATED WITH NGOS THAT HELPED THEM CREATE THEIR BRAND.

## MAISON YEYA

"WHEN I USED TO WORK ON NORMAL DRESSES, I LOOKED AT THE WOMAN AND I SAW VANITY, I SAW SEX. WITH WEDDING DRESSES, I DIDN'T SEE THAT; I SAW BEAUTY." - YASMINE YEYA

YASMINE BROUGHT A NEW CONCEPT TO WEDDING DRESSES IN THE EGYPTIAN COMMUNITY. THERE WAS THE LONG AND THE SHORT. THEN SHE BROUGHT THE BEAUTIFUL HI-LO RUFFLED DRESS TO OUR WORLD. SHE GIVES A KIND OF ROYAL LOOK TO THE DRESSES. HER DRESSES ARE FULL OF CLASSY DETAILS. YOU CAN NEVER LOOK AT A DRESS OF HER DESIGN WITHOUT GOING TO PLACES INSIDE YOUR IMAGINATION.



**PINOCCHIO**

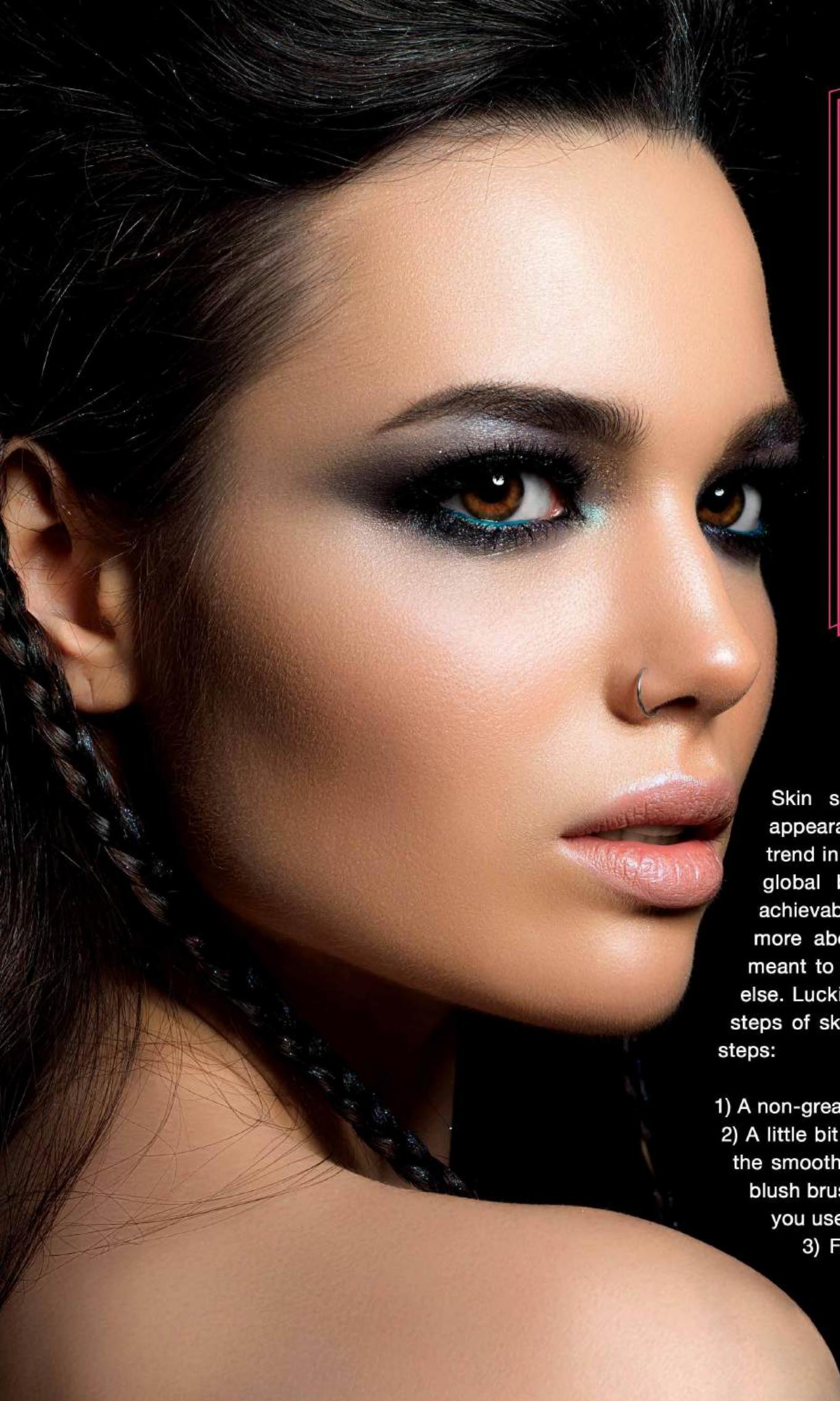
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ANDALUSIA BEDROOM SET design by Amr Orensa

Maadi 01006770409 | Mohandessin 01023470502 | Damietta 01019406677

Photo by Nour El Refai





# The BIG BEAUTY TRENDS OF THE SPRING

## SHINE LIKE GLASS

Skin so dewy and soft, it mimics the reflective appearance of glass — originated as a Korean beauty trend in the early 2010s and swiftly boomed across the global beauty space not long after. Glass skin is achievable for any skin type because, at its core, it's more about a commitment to skincare with products meant to enhance the skin's natural glow over anything else. Luckily, for people who can't commit to the endless steps of skincare, you can achieve this look in just three steps:

- 1) A non-greasy, moisturizing primer to prep the skin
- 2) A little bit of foundation to even out skin tone and mimic the smooth surface of glass, make sure to add it using a blush brush to give more control of how much foundation you use while blending easier than a foundation brush.
- 3) For the final touches to achieve truly glass-like shine, pat on a bit of illuminating powder.



## ROCK ON SMOKEY EYES

If you miss the grunge-y vibes of the early '90s, rest assured Courtney Love and Winona Ryder's messy glam is back and better than ever. And no, you do not need to sleep in a full glam for several days to achieve this look. In fact, the process is simpler than you think. Now, because a heavy smoky eye comes with a severe potential for fallout, you need to start with a strong base for the shadow to stick to and make way for stellar color pay off. For the ultimate smoky shadow, start by applying a charcoal-colored shadow all over the lid with a medium-sized eyeshadow brush. Gradually blend the shadow starting from the inner eye outward until the desired shape and intensity is achieved. Then line the eye with the same charcoal shade but using a damp smoky eyeshadow brush, so the color would appear darker. A few coats of Mascara to bring glamorous definition and nude matte Lip tint to top it all off.



## FRESH FACE MEETS BOLD LIPS

The bold red lip is back! But don't start dreaming about retro-inspired makeup looks. Bold red lips are good to be paired with a gorgeous, clean, almost crisp eye. Leaving a neutral face can allow the lip to speak for itself. A bare face can act as a clear canvas to allow your bold lip to really pop, but a minimal base doesn't have to be bereft of shine. You should still add a bit of gloss and highlight to the high points on your face. We still have that shine trend, focusing on the eyelids and the cheekbones to really help that lip feel powerful. For highlight tone, something more neutral and warm like rose gold would take this look to a whole new level. As for our hair, of course during quarantine we've all been taking care of it, deep conditioning and all, to prepare for gorgeous hair during the summer. So it's time to start trying some new hairstyles to follow the trend, so here are the biggest hair trends for summer 2020.

Of course, this spring's makeup and hair trends are only the building blocks for a wealth of fresh, vivid, and glamorous iterations of these looks and so much more. Get ready, because it's time to play.

## DEEP SIDE PARTS

It's time to try a razor-sharp side part in 2020. You can see deep side parts on just about every spring runway. At Chanel, they were slicked back; at Tory Burch, they were inspired by Princess Diana's locks; and at Michael Kors, hair was free-flowing.



## FLOATY FRINGES

If you're considering bangs but don't want to take the full plunge into the deep, try the floating-over-the-eyebrow solid bangs. This square shape is flirty but still considered serious when it needs to be on-guard. It's also a length and shape that you can play around with.



## 70'S INSPIRED

The '70s made a huge mark on the runways, and hair unquestionably got the retro touch too. From textured shaggy waves at Celine to afros at Chanel, think back to the era for inspiration but with a modern touch.



**Wild Tales (Relatos Salvajes)**  
Director: Damián Szifron

An Argentinian movie that tells a darkly comic story of tragedy, love, deception, the past and the violence lurking beneath the surface of the everyday. Six short stories that explore the extremities of human behavior involving people in distress.

**All The Bright Places**  
Director: Brett Haley

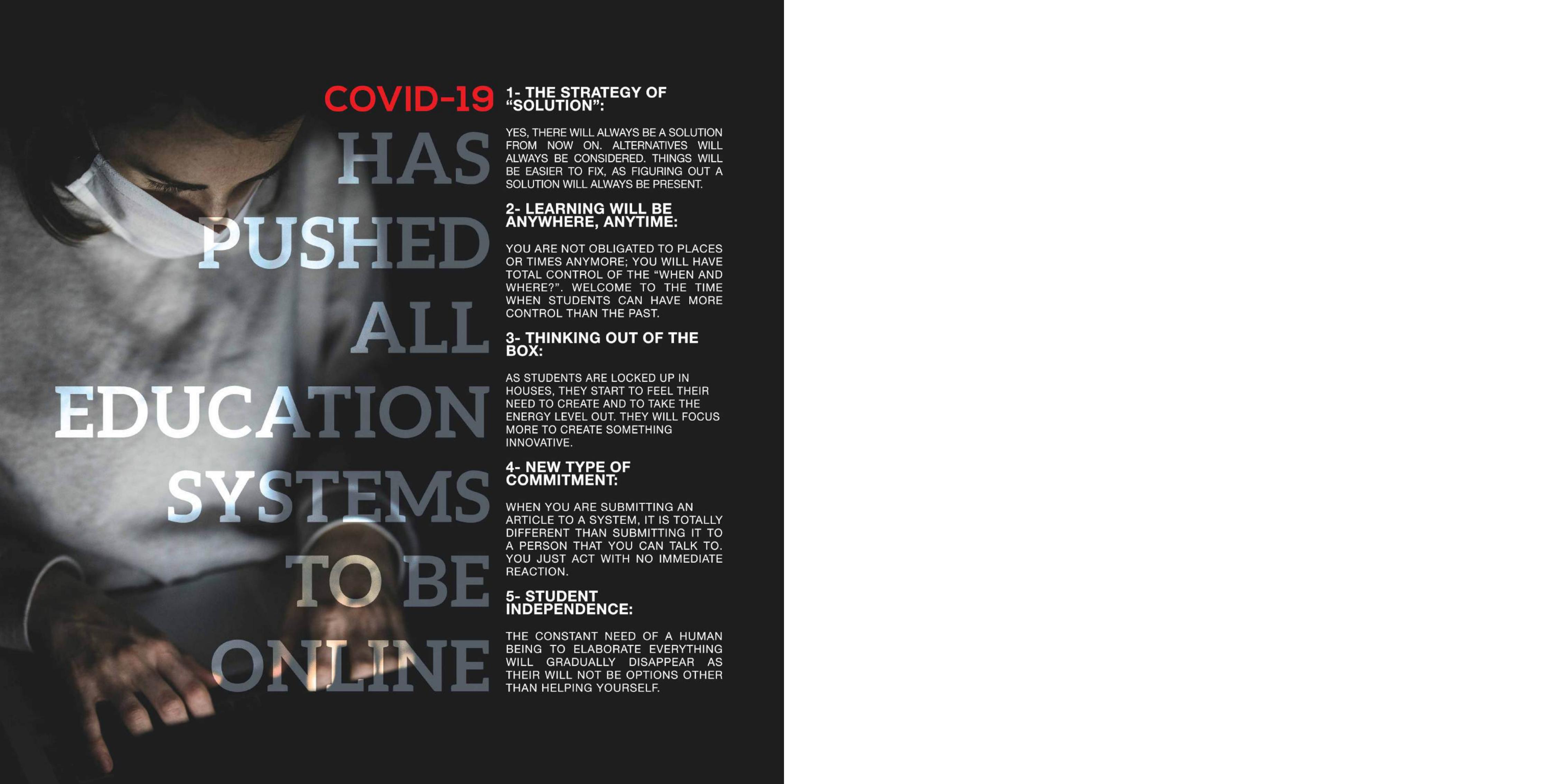
The story of Violet and Theodore, who meet and change each other's lives forever. As they struggle with the emotional and physical scars of their past, they discover that even the smallest places and moments can mean something.

**The Giver**  
Director: Phillip Noyce

In a seemingly perfect community, without war, pain, suffering, differences or choice, a young boy is chosen to learn from an elderly man about the true pain and pleasure of the "real" world. He then begins to realize that everything the leaders of the community stand for is wrong, and sets out to change this and breaks the rules.

**Circle**  
Director: Aaron Hann, Mario Miscione

Fifty strangers wake up in a dark room with no idea how they got there or why. They soon find that one of them is being killed every two minutes, or if they attempt to leave the room. When they realize that they can control who is next to die, alliances start to form based on their judgments of the people around them.



# **COVID-19 HAS PUSHED ALL EDUCATION SYSTEMS TO BE ONLINE**

## **COVID-19**

### **1- THE STRATEGY OF “SOLUTION”:**

YES, THERE WILL ALWAYS BE A SOLUTION FROM NOW ON. ALTERNATIVES WILL ALWAYS BE CONSIDERED. THINGS WILL BE EASIER TO FIX, AS FIGURING OUT A SOLUTION WILL ALWAYS BE PRESENT.

### **2- LEARNING WILL BE ANYWHERE, ANYTIME:**

YOU ARE NOT OBLIGATED TO PLACES OR TIMES ANYMORE; YOU WILL HAVE TOTAL CONTROL OF THE “WHEN AND WHERE?”. WELCOME TO THE TIME WHEN STUDENTS CAN HAVE MORE CONTROL THAN THE PAST.

### **3- THINKING OUT OF THE BOX:**

AS STUDENTS ARE LOCKED UP IN HOUSES, THEY START TO FEEL THEIR NEED TO CREATE AND TO TAKE THE ENERGY LEVEL OUT. THEY WILL FOCUS MORE TO CREATE SOMETHING INNOVATIVE.

### **4- NEW TYPE OF COMMITMENT:**

WHEN YOU ARE SUBMITTING AN ARTICLE TO A SYSTEM, IT IS TOTALLY DIFFERENT THAN SUBMITTING IT TO A PERSON THAT YOU CAN TALK TO. YOU JUST ACT WITH NO IMMEDIATE REACTION.

### **5- STUDENT INDEPENDENCE:**

THE CONSTANT NEED OF A HUMAN BEING TO ELABORATE EVERYTHING WILL GRADUALLY DISAPPEAR AS THEIR WILL NOT BE OPTIONS OTHER THAN HELPING YOURSELF.



# The Brand's Stand Against **CORONAVIRUS**

Covid-19 has come to test the world, and the world is responding and showing its true colors. It's inspiring seeing the world united for one cause, people supporting each other, companies donating supplies to the health care sector, even fashion brands joined with their ventures in fighting Coronavirus.

Many luxury labels used their posh fashion factories for coronavirus relief, and to shine a spotlight on their amazing work, we've collected a list of the best cause-marketing seen across industries.

Italian Civil Protection Department. The Italian label also used its social media platform to encourage followers to make donations in a campaign called "We Are All In This Together."



And Prada is another big-name fashion brand to turn its production lines, usually focused on elegant blazers and blouses, to meet needs arising from the coronavirus crisis, it pledged to produce 80,000 medical overalls and 110,000 masks — personal protective equipment (PPE) to be delivered to health care workers.

## EMPORIO ARMANI

The Armani Group announced that all of its Italian production stations have switched to manufacturing single-use medical overalls, in an effort to protect health care workers in Milan, Rome and the Tuscany region.

## BVLGARI

Rome-based label Bulgari, which resides under the LVMH umbrella and is typically known for its jewelry, watches, fragrances and leather goods, started crafting hand sanitizers. The high-end brand pledged to make hundreds of thousands of recyclable bottles of hand-sanitizing gel, to be distributed to medical facilities in Italy.

## LVMH MOËT HENNESSY - LOUIS VUITTON

LVMH announced plans to address the medical face-mask shortage in France. "By virtue of its global distribution network, LVMH has managed to secure an order with a Chinese industrial supplier for a delivery of 10 million masks in France," the conglomerate said in a release.

## GUCCI

Gucci, meanwhile, has donated more than \$2 million to the cause, which was allocated between the World Health Organization's Covid-19 Solidarity Response Fund and the



Uniqlo decided to make 10 million surgical masks for delivery to front-line workers worldwide, Hermes, the French brand pledged to donate €20 million to public hospitals in the Paris region, Donatella and Allegra Versace have reportedly donated €200,000 to the intensive care unit at San Raffaele hospital in Milan. Versace as a brand gave 1 million renminbi to the Chinese Red Cross.



Wantable, the personal styling service, wanted to do more to help those on the medical frontlines who were running out of supplies while caring for patients suffering from COVID-19. The company used its technology and resources to turn its fulfillment center into a hub to create and distribute face masks. It also enlisted help from its customers, activating sewers and crafters to join them in the fight from home.

## ARITZIA

Canadian women's fashion brand, Aritzia, is committed to providing financial continuity to both their internal team and employees from their overseas partners who have been impacted by the coronavirus crisis. 100% of the company's profits will go to the Aritzia Community™ Relief Fund to support its people.

These acts are not simply an act of corporate social responsibility, these relief efforts have generated real change, benefiting the larger public while also demonstrating the brand values of those who joined the collective cause.



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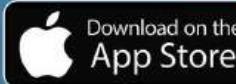


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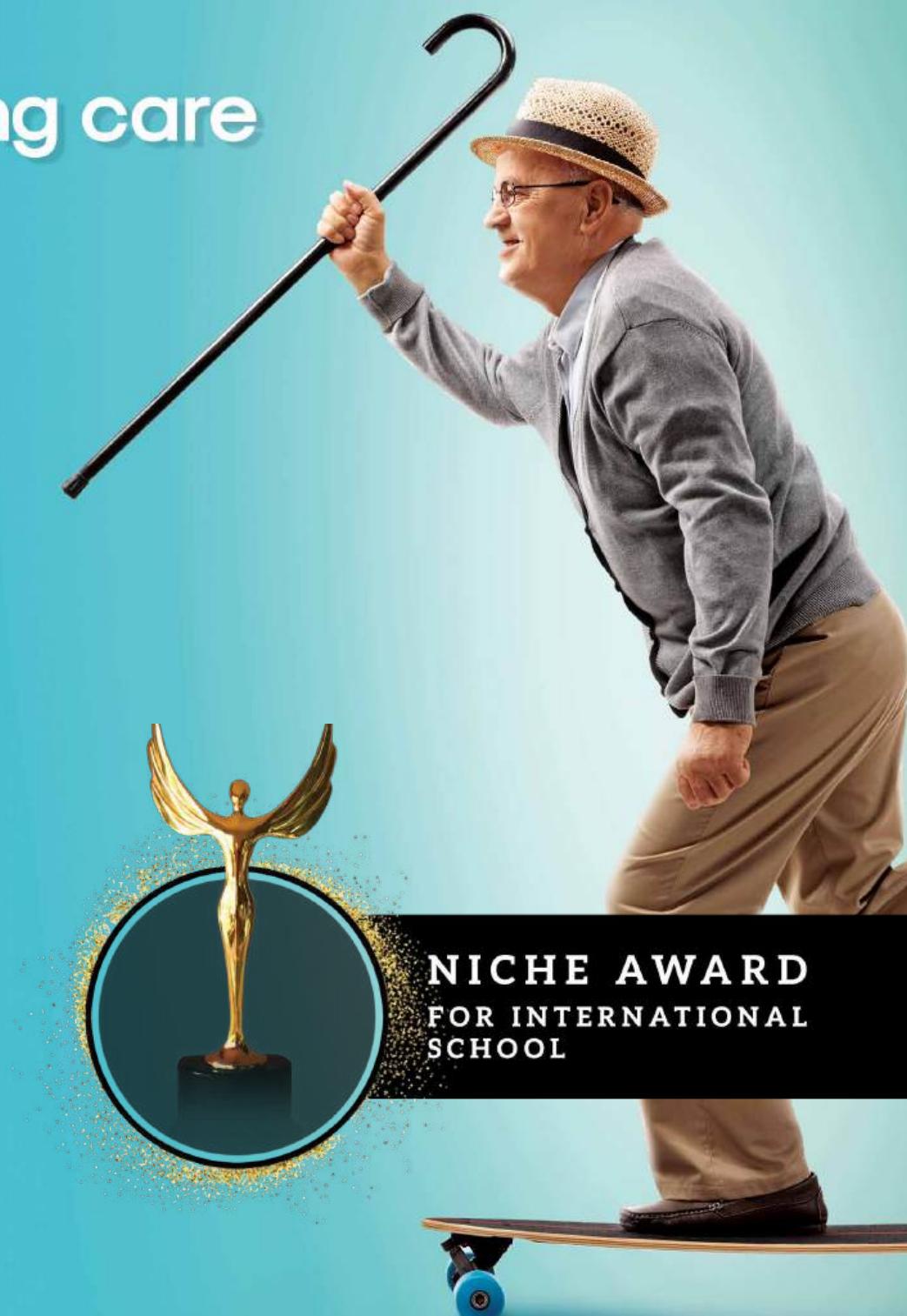
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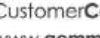
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