



AZZA FAHMY

MARKET

Azza Fahmy started her journey with little more than a great passion for design and a desire to translate this passion into jewellery collections of her own. Today, almost forty years later, she is internationally recognised as the leading jewellery designer of the Arab world.

She began her apprenticeship in the alleys of old Cairo learning the craft and then moved on to exploring the artistic, intellectual and cultural history of Islamic design. Over the years she extended her research to other jewellery traditions, evolving her jewellery into a uniquely elegant, universal style.

By doing so she has successfully transformed the concept of jewellery making from a craft to an art and has managed to change the concept of wearing jewellery among women.



and a functional organisational structure, they now have all the elements needed to drive through the transformation from a small private business into a globally competitive establishment. Ms. Ghaly is in turn fixated on attracting strong calibre staff to fill the positions that are needed to support the company's expected growth.

It is the belief of Azza Fahmy that people make the business and, throughout its daily implementations, they strive to maintain the win-win relationship with their people, through their benefits, career paths and international exposure in a still friendly family business atmosphere.

Amina Ghali, Azza Fahmy's younger daughter joined Azza Fahmy Jewellery in 2005 working behind the scenes on her own pieces across the different collections and robustly learning all about the brand's ethos. The 27 year

ACHIEVEMENTS

Azza Fahmy jewellery has been in the Egyptian market for over thirty years. During the first decade of those years Azza Fahmy established herself as a skilful artist. In the next ten years Azza Fahmy needed to innovate and evolve her work in order to stand out from the competition and meet the creative ideas in her mind. She added an element of heritage and culture and using calligraphy from Arabic literature. She took this a step further by being the first person to introduce to the market the idea of combining gold and silver in one piece of jewellery.

With several local outlets, as well as standalone and distribution outlets in London, Jordan, Kuwait, Qatar, Bahrain and the UAE, Azza Fahmy Jewellery clientele includes world leaders, royalty and connoisseurs of jewellery from many parts of the world.

HISTORY

The renowned Azza Fahmy Jewellery brand has been in the business for the past 40 years, creating special and unique designs that are timeless and internationally recognised in the world of design. During the first decade of these years, Azza Fahmy (founder and chief designer) established herself as a skilful artist successfully creating a niche market for her unique designs and, in the next ten years, evolved and expanded the business by shifting the company from a one-woman-show to a fully structured organisation.

Today the factory is located in 6th of October Industrial City and employs over 160 people

ranging from skilled labourers, designers, engineers and marketers to middle and top management.

Upon realizing the market potential, and pursuing the opportunities presented for the unique product, expansions started taking place at Azza Fahmy and internal change became vital to accommodate the growth in the business.

Over the past four years the business went from a workshop run by an entrepreneur to an established corporation comprising marketing, public relations, sales, customer service, design, planning and quality control departments all supported by a strong financial and human resources team. A complete reform was undertaken to enable the company to sustain its reputation whilst meeting the new demanded volumes, and to be able to grow constructively to meet its forecast challenges of competing in international markets.

Ms. Fahmy is currently the Chairwoman of the organization and the Chief Designer; having once run the business single handedly on every level she has now handed over all operations to senior management and directs most of her attention to design. She leads a team of designers, draftsmen and model makers, daily training and developing her team to add to the design house, the heart and soul of the company and its core competency.

Since 2006 Ms. Fatma Ghaly, Ms. Fahmy's daughter; has filled the General Manager's position in the company. With a new marketing strategy, company vision and mission

old skilled designer started putting her passion to practice by initially studying contemporary jewellery in Italy's Alchimia School for a year, followed by a BA in jewellery design and silversmith at the University of Central England, Birmingham, UK. After years of practicing, Amina launched her first Fashion collection in 2008, and is continuing to design this line until today.

PRODUCT

Forged from gold and silver, designs are handmade to perfection using original and ancient techniques often including precious and semi-precious stones.

Today at Azza Fahmy Jewellery, skilled gold and silversmiths still operate under the ancient Ottoman three leveled hierarchy; master/trainer/trainee. The merit of this system is to pass on the jewellery, creating craft from generation to generation, ensuring that the young craftsmen learn



at the hands of the masters that hold countless years of expertise. Evidently it preserves the magic of the craft and its timeless authenticity.

Each piece of jewellery revolves around a central inspirational motif, a poem, a piece of literature, a traditional style, a romantic or spiritual idea or simply a beautiful thought.

Each piece is unique, with a special tale behind it inspired by various cultures. Each design is a manifestation of a thought supported by an abundance of research and an investment of time. Every initial sketch aims to combine culture with art to give the holder a unique piece that surpasses time.

Every piece carries a personal message to its holder, one they can relate to.

In some of the most recent collections a modern twist to tradition has been apparent, delivering new contemporary pieces; the epitome of past meets present. Creating art and preserving heritage

The Culture Line

A blend of many cultures, civilizations and art; it is considered Azza Fahmy Jewellery's Signature line.

Serving as a tribute to cultural heritage, this line offers contemporary jewellery from different inspirations; Old Byzantine designs, Victorian inspirations, Arab motifs, nineteenth century verses from various poets and sometimes the simple inspirations of nature. A new theme under the culture line is introduced every year, depending on the source of inspiration be it the poet Kahlil Gibran, the philosopher Ibn Hazm, the Sufis like Rumi and Al Hajjaj or the Great Saharan desert and its Bedouins.

The 2011 culture collection theme is inspired by traditional sayings and proverbs "Amsal wa Ahkan" that express a truth based on a common sense or the practical experience that we, as humans, face in our daily lives. The chosen proverbs and traditional sayings are metaphorical and inspirational to its owner. Azza Fahmy has been researching the Arabic proverbs and sayings for quite some time where she finally decided to dedicate a whole collection for it. 'Heavier' phrases are used on more classic designs and chose to use the lighter, more colloquial calligraphy on the younger, smaller pieces. The collection is a combination of silver, 18 karat gold and stones.

The Exclusive Line

Intricately handcrafted with timeless traditional techniques on 18 and 21 karat gold ornamented with the finest stones, this exceptional range is produced in limited numbers of each model, with every piece serialised to offer you the individuality of owning a limited edition piece.

This exquisite couture line from Azza Fahmy features sophisticated masterpieces of rich culture blended with sleek modernity bringing to life must-have pieces; handcrafted with intricate layered filigree creating unique and sumptuous works of wearable art.

The 2011 exclusive line Ottoman line was inspired from "the Ottoman Garden" such as carnations and tulips that were all at the time on cloth designs as well as on mosque tiles and stone engravings.

The Fashion Line

Designed by Amina Ghali, this line is seasonal and

ever changing depending on what is "in trend" today; this collection varies from pieces designed around strands of beautiful and vibrant coloured stones to oversized pieces reflecting the latest global trends.

The Gifts and Men Line

This line includes a range of signature gifts in silver and gold for any occasion, including corporate gifts, exclusive gifts and items such as key chains, wallets, picture frames, cufflinks and other items.

In 2010, Azza Fahmy Jewellery presented an addition to its variety of collections by offering a selection of Men's jewellery ranging from necklaces, rings, bracelets and cufflinks; the collection subtly, yet cleverly, reflects the culture of Omani



weapons in a fusion of motifs and the brand's signature calligraphy.

The Collaborated Collections

Azza Fahmy Jewellery launched its second collaboration collection with Julian Macdonald, one of the biggest designers in the UK and the rising star of the fashion industry internationally.

The collaboration entailed the design of an exclusive Azza Fahmy Jewellery / Julien Macdonald limited edition collection that was displayed in London Fashion week and is retailing in two key retailers - Harvey Nichols Dubai and Kabiri in London under the name of "Azza Fahmy for Julien Macdonald".

Julian was the Artistic Director for Givenchy for three years. Now he has a huge international appeal as well as massive profile in the UK with his own label, showing biannually during London Fashion Week. His shows are gaining more coverage than any designer for his clothes and his front row attendance.

He has twice won Glamour Designer of the Year at the British Fashion Awards.

In 2010, Azza Fahmy joined forces with UK's hottest fashion duo - Preen - Justin Thornton and Thea Bregazzi. The creative collaborative efforts resulted in an avant-garde collection presented at Preen's catwalk show during New York

Fashion Week in February 2010. Inspired by a shared taste for the 'futuristic' designs and techniques, a mutual love of giving 'classics' an ultra modern twist and innovative design elements, the Azza Fahmy Jewellery for Preen collection artistically and seamlessly brings together the essence of both brands with unique, uncompromising and intricately designed hand crafted pieces. In sterling silver, gold and the Azza Fahmy trademark mix of silver and gold on one piece, the collection consists of dramatic multi-faceted chokers, cuffs, earrings, rings and a made-to-order belt in a 3D format, making distinctively bold style statements.

RECENT DEVELOPMENTS

In 2010, Upper Egypt and Sinai suffered the outcome of the worst flooding to hit Egypt in the past sixteen 16 years. In efforts to help the communities in need, Azza Fahmy Jewellery launched a specially designed bracelet, carefully



decorated with Nubian charms. Owning one helps not only raise money but also awareness of the importance of responding and benefitting those in need.

In February 2010, Azza Fahmy Jewellery and Thornton and Bregazzi collaborated to create an avant garde collection presented at Preen's catwalk show during New York Fashion Week in February 2010.

Azza Fahmy constantly aspires to reach her clients all over the world by partnering up with upcoming hot spots such as retailing in the infamous Designers Entourage in Beirut, Octium in Kuwait, Four Seasons in Amman, Jordan, and Bloomingdales in the UAE and LuisaviaRoma in

Florence. Azza Fahmy Jewellery will soon launch the highly anticipated online boutique by the end of 2010, where loyal fans and clients can easily pick and chose their pieces no matter where they are in the world.

BRAND VALUES

The Vision

"To be a leading designer offering the world a luxury experience of handcrafted art guided by our brand's soul".

The Mission

"To deliver our promise of profitability to our partners and unique-crafted innovations to our clients"

www.azzafahmy.com



Things you didn't know about AZZA FAHMY

Azza Fahmy Jewellery offers a Bespoke service, a one of a kind tailor made piece that the exclusive seeker orders. It's a service like no other, every step of the process is about you and your preferences; it's all designed solely for you to own that one piece you've always wished for.

