



Egypt Fashion Week Pre-Launch Event

Royal Cinema, Museum of Agriculture, Cairo, May 19th, 2022

On Thursday May 19th, the Board members of the EFDC- Egyptian Fashion & Design Council, hosted the pre-launch event of the first Official Egypt Fashion Week to take place from November 3rd to 5th in Cairo, titled “the past, present & future”.

Hosted under the auspices of HE Mohamed El-Quseir, the Minister of Agriculture and Land Reclamation, and supported by The Ready-Made Garment Council, at the Museum of Agriculture and Cotton, the second most important museum of its kind in the world, after the Budapest Agricultural Museum, guests had the opportunity to get a first glimpse of the historic museum grounds set as the venue for Egypt Fashion Week.

Held at the Royal Theatre, once the private movie theatre of King Farouk, Mr. Paul Antaki, EFDC President, and Mrs. Susan Sabet, EFDC Secretary General gave a brief welcome and introduction, that was followed by speeches by HE Dr. Hala El Said, Minister Planning & Economic Development a vital supporter of Egypt Fashion Week and its mission, and HE Hisham Tawfik, Minister Public Business Sector, who offered the attending designers access to the latest cotton textiles developed by the EGC-Egyptian Cotton Hub.

Following a video presentation on the vision and goals of Egypt Fashion Week that starred local industry leaders of the likes of Azza Fahmy creative director Amina Ghaly, Shahira Mehrez, Researcher & Collector of Traditional Costumes, Arts & Crafts, Amir Mostafa, Brand Architect & Founder Maison 69 & Villa Baboushka,, Dr. Khaled Schumann, Exec. Director of the Cotton Egypt Association, guests that included government officials, ambassadors and diplomats, members of the fashion and textile industry, celebrities and media, visited the designer exhibition that featured pieces from over 40 designers that have already signed up for Egypt Fashion Week. Application runs through to mid-September.

Egypt Fashion Week 2022 Statement:

Egypt Fashion Week 1st edition: “The past, present & future”

The first edition of Egypt Fashion Week blends a celebration of our civilization, a synopsis of our present and our vision for the future.

As we proudly celebrate our heritage & civilisation, we take inspiration from our culture for design, and acknowledge agriculture as the basis on which Ancient Egyptians built an empire and a civilization that throughout history inspired the world.

Yet we do not want to dwell on our past and the wealth of accomplishments and innovation, but rather look at and show the world our present, a pool of creatives, craftsmen and industry leaders that have forged a contemporary Egyptian DNA.

A present of a booming and aspiring fashion and design industry, a present of a cotton and textile industry that is not only among the core seeds of our mission to grow and promote our talents but offer high quality resources to our region and the Continent.

And most importantly we are looking at our future, projecting a vision and direction that enables us to combine our unique resources of inspiration of over 5000 years, and craftsmanship with today's know-how and fast paced technology driven trends, that allows us to be a reckoned industry player in the future.

We invite you to discover Egyptian talents and entrepreneurs for a unique journey in time and to connect, source, be inspired and to be part of our vision.

About the EFDC

The non-profit Egyptian Fashion & Design Council was founded by Abdelmalek Shamsi, Fatma Ghali, Marie Bishara, Paul Antaki and Susan Sabet, five like-minded fashion industry leaders who share their expertise and know-how to grow, nurture and promote the local fashion and design industry.

www.the-efdc.com

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