

# KHAM

## **New Men's Organic Undergarments Brand, KHAM, Opens in London with a Bang!**

December 22, 2024 – South Kensington, London

South Kensington's affluent Brompton Road welcomed its newest fashion addition, KHAM, a new organic men's undergarments brand taking London by storm. A first of its kind offering, KHAM is an organic Egyptian cotton premium brand with a product range from men's briefs and beautifully designed woven boxers, to soft and gorgeous tank tops and under vests.

KHAM celebrated its launch with an exclusive launch party, attended by an eclectic group of guests, VIPs and media from the Egyptian Consul in London, H.E. Mohamed Abulkheir to Chelsea celebrity and influencer, Alexander Mytton, formerly known for his work in the television series Made In Chelsea. Guests were entertained by live music from Rebecca Poole, winner of BBC Sounds Track of the Week 'Take it Easy!' and also featured in hit Netflix Series The Crown with 'Can't Take My Eyes Off of You'.

KHAM's aesthetic and interior design transports you to Egypt's less touristic yet stunning expansive White Desert, where sand dunes and natural limestone structures are aplenty. Curated with a minimalist approach in harmony with its product offering of simple clean designs, the imagery, florals and storytelling within the space all give a nod to the brands' rich Egyptian heritage. The name "Kham," meaning "pure," reflects the brand's commitment to sustainability and eco-friendliness.

Laila El Helaly, co-Founder of KHAM comments, 'It is so surreal to see KHAM come to life for the first time in London! The response from the public has been overwhelmingly positive and we can't wait to see how the brand is received during our time here!'

Guest at the launch party and Egyptian Consul, H.E. Mohamed Abulkheir comments, 'It makes us immensely proud to see an Egyptian home-grown business and brand launch in the UK market. Egypt has some of the richest natural resources, one of which is our Egyptian cotton, so to see KHAM following a sustainable path and deploy an eco-conscious approach to its

# KHAM

production delivering the first of its kind organic Egyptian cotton product is truly commendable.'

Guest Alex Mytton, Chelsea socialite and influencer comments, 'I was literally looking for decent underwear when I got the invite for the KHAM opening event so I was incredibly excited to come and check it out. You can't go wrong with Egyptian cotton, and its organic too so I know I'm doing my bit for the environment!'

KHAM is a pioneering brand in the men's underwear market, specializing in 100% organic Egyptian cotton where comfort, sustainability and luxury go hand in hand. Their current product line includes premium quality undergarments from boxer shorts, briefs, and slips in 4 different colours to undervests and tank tops in 3 different colours. Future product line extensions include socks, joggers and hoodies.

KHAM has partnered with global leading brands in the men's underwear space to curate the collection and ensure best practice and quality control in its complete end-to-end design and manufacturing process. Egyptian cotton is superior due to its inherent strength and exquisite softness, which lends itself nicely to curating a collection that is both comfortable and luxurious. The product designs include subtle yet premium details such as the use of Mother of Pearl in the buttons on the boxer shorts.

Website: [www.shopkham.com](http://www.shopkham.com)

Instagram: [@shop.kham](https://www.instagram.com/shop.kham)

## EDITOR'S NOTES

### About KHAM

KHAM is a Bee Group brand and is a collaboration with SEKEM, an Egyptian company specialising in sustainable development since 1977, and top notch manufacturers Naturetex and Wagdy Moamen.

[www.shopkham.com](http://www.shopkham.com)

## BEE GROUP

# KHAM

Like a beehive, Bee Group is not single-minded but a structured unit of subsidiaries scoping 5 vast sectors shaping a prominent conglomerate within the fields of trading, fashion, construction, development of major governmental projects & smart solutions for events and vital facilities, aiming to venture into uncharted waters to deliver state of the art services in our vast spectrum of economic investments.

[www.beegroup.org](http://www.beegroup.org)

## **SEKEM**

SEKEM was founded with the idea of sustainable development and giving back to the community. Sustainable development towards a future where every human being can unfold his or her individual potential; where mankind is living together in social forms reflecting human dignity and where all economic activity is conducted in accordance with ecological and ethical principles.

[www.sekem.com](http://www.sekem.com)

## **NATURETEX**

Founded in 1994, Naturetex is a certified organic textile company and a key subsidiary of the SEKEM Group of Companies. Our core mission is to produce superior quality organic textiles, upholding the highest standards of social and environmental responsibility.

## **WAGDY MOAMEN**

Founded in the early 1960s, Wagdy Moamen stands as a premier textiles, fabrics, and garments manufacturer in the region. Renowned for its commitment to quality, service, and innovation, Wagdy Moamen distinguishes itself by owning the entire supply chain, encompassing design, sourcing, production, logistics, and distribution.