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For Immediate Release

***'100% Egyptian Cotton' to be featured in the
International Fashion Showcase 2017 Presented by Mercedes-Benz***

LONDON – 13 February 2017 – '100% Egyptian Cotton', a fashion installation featuring Egypt's best emerging designers, is part of International Fashion Showcase 2017 presented by Mercedes-Benz. Organised by the British Council, British Fashion Council and Mercedes-Benz, in association with London Fashion Week, IFS 2017 will take the theme of Local/Global. Egypt is the only Arab country to be represented in this year's show. Held from 17 - 21 February at Somerset House in London, the Egyptian exhibition is curated by Susan Sabet, founder and editor-in-chief of *Pashion Magazine*, and one of the top 500 most influential people in the fashion industry according to the *Business of Fashion*. The exhibition is supported by British Council Egypt and Commercial International Bank - Egypt (CIB), the largest private sector bank in Egypt. Sahara by Shahira Fawzy has provided the Egyptian cotton for the installation.

The exhibit promises to whisk visitors away to experience the magic of Egypt. The vast and magnificent landscape of Egypt's countryside, the colours of the earth, and the stunning pink and blue Egyptian skies will set the backdrop for an unparalleled fashion experience.

CIB's CEO of Retail Banking, Ahmed Issa, commented, "Egyptian cotton is synonymous throughout the world with quality and luxury. We are proud to sponsor this exhibition that so beautifully showcases our great country. We are especially pleased to celebrate the seven exceptionally talented young designers who have been selected to represent Egypt for this internationally acclaimed show."

"What better than '100% Egyptian Cotton' to depict the IFS 2017 curatorial theme Local/Global," added Susan Sabet. "Cotton is rooted in Egypt's history from the times of the Pharaohs and was the country's major income beginning in the mid-19th century. Set amidst the typical light and colours of an Egyptian cotton field, our visitors will experience the vivid rural atmosphere that spans over Egypt's Delta region, home to the 'White Gold'."

Cathy Costain, Head of Arts at British Council Egypt, commented, "The International Fashion Showcase provides a unique opportunity to celebrate the strength and diversity of global fashion designers at the heart of London Fashion Week, opening up perspectives of the UK fashion industry to emerging talent from all around the world. We are delighted Egypt will be so well represented for the second year in a row."

The Egyptian designers have been selected based on meeting the requirements of the British Fashion Council, as well as creative and quality standards, to compete on the international

level and to represent Egypt in the best way possible. Each designer has created one to two one-off pieces based on their interpretation of 100% Egyptian cotton, spanning from the lifecycle of the cotton plant to the ready product for the accessory and jewellery designers. The two ready-to-wear designers have taken the classic men's shirt in 100% Egyptian cotton as the starting point for their pieces and embellished them with colourful floral embroidery, referencing the clothes of the young farming women picking cotton flowers.

The designers participating in the exhibition are:

[Norine Farah](#) – Womenswear

[Reem Jano](#) – Jewellery

[Sabry Marouf](#) – Handbags & Jewellery

[Marsuma by Nour Omar](#) – Textiles Painting

[Okhtein](#) – Handbags

[Maram Paris](#) – Womenswear

About the '100% Egyptian Cotton' Team

In addition to Susan Sabet, the exhibition team includes the mother and daughter team of Alia and Tamara El Tanani of Living in Interiors (www.livingin.com) who are responsible for the exhibition's interior design. Their family-owned business is Egypt's leading design firm that provides its clients with integrated, bespoke lifestyle of brand culture and taste in exteriors and interiors for residential, commercial and public spaces.

Daki Marouf is directing the project management for Egypt's exhibition. A managing partner of Sabry Marouf and fashion business consultant, Mr. Marouf is actively engaged in the fashion and interior sectors, having managed major projects in Cairo, London, Dubai, and Doha.

About the Supporters

Commercial International Bank (CIB) - Egypt

As the country's leading private sector bank, CIB offers a broad range of products and services for institutions, households and high-net worth individuals through 180 branches across Egypt. In addition, CIB is the bank of choice for over 500 of Egypt's largest corporations and has a designated platform catering to the needs of Small and Medium Enterprises.

CIB is equally committed to the Egyptian community, through corporate social responsibility initiatives, the CIB Foundation, sustainability programs, as well as, participation in major national events. Its initiatives and programs, that span fine arts, music, social care, and sports, have a profound impact on the lives of its community by encouraging active participation in society and nurturing talent of the youth population. CIB is the exclusive sponsor of Cairo Symposium, the Annual Egyptian Youth Salon and Upper Egypt Salon. It was also the main sponsor of the musical performance 'Days and Nights of the Heart Tree,' featuring the Alnour Wal Amal (Light and Hope) Chamber Orchestra that is comprised of 40 visually impaired

women. In addition, CIB is the leading sponsor of Egyptian artists in Biennale di Venezia and in Florence. For more information on CIB, please visit the bank's website at www.cibeg.com

The British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide.

The British Council works in more than 100 countries and its 7,000 staff – including 2,000 teachers – works with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the Arts, and delivering education and society programmes.

Sahara by Shahira Fawzy

Sahara by Shahira Fawzy is an Egyptian design house founded by anthropologist Shahira Fawzy. Sahara translates notions of old Cairo into sustainable, luxury textiles and homeware. Sahara is credited to being one of the first Arab designers who specialises in incorporating traditional Arabic patterns, art motifs and the art of Arabic calligraphy. All products are Egyptian-made and ethically sourced. The Sahara shop also exhibits unique collections of jewelry and traditional costumes.

Notes to Editors

About the International Fashion Showcase (IFS)

The IFS is a series of specially-commissioned and curated fashion installations featuring work by emerging designers from all over the world. Since 2012, 550 of the most exciting international designers from 70 countries have exhibited as part of the initiative. IFS responds to London's reputation of promoting and supporting new talents in the creative industries by providing opportunities for designers from overseas to engage with the UK fashion community and build international connections.

The theme of this year's exhibition is Local/Global. Countries have been invited to explore the influence of place on fashion and to examine how emerging designers can transform their local culture into a global language. Fashion is shaped by its surroundings: the rhythms of nature, climate, cultural memory, social change and historical shifts are reflected in silhouettes, techniques and materials. The peculiarities of place give rise to different ways of designing, making and wearing fashion. By considering fashion within their own landscape the countries taking part in IFS will highlight the similarities and differences of our complex and connected world.

To reflect how fashion is influenced by its surroundings, the West Wing Galleries at Somerset House will be transformed by Studio Toogood using panels of stretched agricultural tarpaulin, neat stacks of bricks and fabric panels dyed with London clay. Here an emerging generation

of international designers and curators will invite visitors to share their countries' visions of Local/Global.

The exhibition will be arranged over 15 rooms, 14 of which will represent a country. There will be one group installation, '*Next in Line*,' curated by Shonagh Marshall which will feature designers from 10 further nations. In a dedicated space, Mercedes-Benz will showcase six emerging designers the brand has previously supported through its International Designer Exchange Programme (IDEP). As part of its ongoing global fashion commitment, Mercedes-Benz continues to support, nurture and mentor young and emerging design talent through the IDEP, which offers up-and-coming designers a unique opportunity to present their collections outside of their local markets to an international audience.

A series of business support seminars, organised by London College of Fashion, will help designers prepare for the showcase. The Designer Support Programme will bring together a network of LCF affiliated academics and researchers, to offer mentoring opportunities and business development during IFS. A collaboration with Fashion Scout will offer designers involved in IFS the opportunity to show their work on the catwalk.

A prize-giving ceremony scheduled for London Fashion Week February 2017, chaired by a panel of industry experts will announce a winning Country, Designer, and Curator. The panel is headed by Sarah Mower MBE, BFC Ambassador for Emerging Talent and Chief Critic at Voguerunway.com. For the first time, Mercedes-Benz will additionally present the winning Designer with the unique opportunity to showcase his or her collection at one of the currently more than 50 Mercedes-Benz Fashion platforms.

The IFS is a cultural exhibition which is free and open to the public during London Fashion Week, an important part of their public-facing programme.

For ticket requests or to arrange an interview with Ms. Sabet or the Egyptian designers, please email: egypt@forwardpr.com

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