



‘Surrounded by Egypt, inspired by the world.’



That's how Susan Sachs described Nagada in a feature article for the New York Times. To verify her statement, you need only visit Nagada's showroom, in a fully-restored 1930's villa in centre-city Cairo. Though often inspired by traditional cuts, their clothing is never folkloric. On the contrary, Nagada's designers are interested in garments that belong to the present. Their curiosity takes them around the world to find new fabrics that inspire new creations. Their adventure, however, began long ago, as the name of the company suggests. Nagada is an Upper Egypt town that some say predates the pharaohs. The town has long been renowned for its fabrics, and the three magic syllables of its name seem to evoke the rhythm of the weaver's shuttle on the loom. The company began here, with a project to revive the local textile production, but the circle of its activities expanded to include explorations of other textile-producing communities as well. Nagada designers have worked with artisans from Egypt's south, to Damietta on its north Mediterranean coast. The result is a line of simple, comfortable clothing, everything from the basics to precious one-off garments, all demonstrating Nagada's distinctive style and colours, and above all, their high-quality finishing. Every

For over a decade, Nagada's creators have revealed the modernity hidden in tradition.

October at the Nagada fashion show, the designers share the results of their expeditions with clients and friends, presenting the fabrics and cuts that caught their eye and touched their hearts, from India to China, Indonesia, and Laos. As of 2006, in their new Dokki showroom, Nagada offers an original collection of cushions, bed covers, drapery and fabric for home décor, available by the metre in a stunning array of colours. Visitors strolling through Nagada's tranquil garden and greenhouse will discover that the company does not confine itself to fashion. Nagada hosts other projects that share the concept of creating a present that nourishes its origins. The showroom features the work of potters from the Tounis School of Pottery in the nearby oasis of Fayoum. Established by master potter Evelynne Porret, the pottery school has produced artisans whose work is shown and collected worldwide. Visitors are welcome to Tounis, set on Fayoum's sublime Lake Qaroun, and just 2.5 hours from Cairo. Nagada's spirit accounts for its success, and a growing distribution network that includes Paris, Geneva, Rome, Venice, Beirut, Cleveland and Kuwait. The allure of Nagada creations lies in an originality that transcends time and fashion, one that draws its strength from of a variety of cultural heritages, the place where human history meets the search for art.

Tel.: 202 748 66 63
www.nagada.net

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