



## Azza Fahmy

**Owner**  
**Azza Fahmy Jewellery Design**

In 1969, Azza Fahmy initiated her journey towards being one of the most esteemed jewellery designers in the region. With a profound purpose, Azza Fahmy has taken the role of translating the region's culture to the world, through her unique research approach and craftsmanship preservation. Dedication and hard work has won her international recognition that boasts a diverse client list attracting jewellery connoisseurs from around the world.

The history of the brand began when Azza Fahmy, a BA in Interior Design, came across an art book about the classical jewellery of Medieval Europe at an Egyptian book fair. She became an apprentice in Khan El Khalili, Egypt's ancient jewellery quarter, learning with one of the craft's most respected masters. In the mid-1970s the British Council awarded her a fellowship to study jewellery craft at the City of London Polytechnic.

Fahmy returned to Cairo with wider horizons and greater confidence, opening her first shop in 1981. In 2002, Azza opened her factory complete with design studio, now housing over 180 employees. Azza Fahmy set out on a journey of research and exploration across Egypt covering its traditional jewellery, launching her first book 'Enchanted Jewellery of Egypt' in 2003.

Celebrated as Egypt's luxury multi-national brand, Azza Fahmy, set her sights on Europe, venturing on various Fashion, Culture and Educational partnerships. For London Fashion Week, Azza joined forces with Julien Macdonald, in 2006, for a two-year collaborative partnership catwalk and capsule retail collections followed by another collaborative partnership with fashion design duo- Preen, Justin Thornton and Thea Bregazzi for New York Fashion Week in February 2010.

Early 2012, Designer Azza Fahmy embarked on a culture collaboration, creating a Bespoke collection for the British Museum's Exhibition 'Hajj: Journey to the Heart of Islam' entailing historic reflections inspired by Hajj pilgrimage and sacraments.

Further, Azza Fahmy partnered up with Alchimia, Contemporary Design School in Florence, to establish 'The Design Studio by Azza Fahmy', early 2013. The Studio aims at educating young student designers who ultimately want to become professional jewellers themselves equipping them with the knowledge that allows them to compete internationally. The studio is the first establishment of its kind in Egypt and the Middle East, positioning Egypt on the map as the region's jewellery design hub.

In 2013, Azza Fahmy partnered up with British Designer Matthew Williamson for a two-season collaboration to create the 'Azza Fahmy for Matthew Williamson' Catwalk Collection for London Fashion Week, to retail at Azza Fahmy boutiques worldwide and at Matthew Williamson stores in London.

Listed as one of Egypt's influential women, designer Azza Fahmy travels internationally as a cultural ambassador for her country, and has held more than 200 exhibitions worldwide. Azza Fahmy Jewellery currently has boutiques in Egypt and Jordan, with retails in Qatar, KSA, UAE, Washington D.C. the UK and is available via Azza Fahmy Jewellery worldwide Online Boutique [www.azzafahmy.com](http://www.azzafahmy.com)