



## Cairo Fashion Design

Susanne Kumper

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| <b>Territory</b>     | UK, US, Eastern Europe, France, Benelux, Japan, South Korea, Africa, South America & Ireland exclusive. South Africa, N&M East, China, Hong Kong, Taiwan, non-exclusive |
| <b>Size</b>          | 280 mm x 280 mm   |
| <b>Pages</b>         | 224 Pages   |
| <b>Illustrations</b> | 238 color, 12 b&w   |
| <b>Price</b>         | £85.00  |

- Presents designers and their creations from the fashion department at Cairo's Helwan University
- Illustrates why fashions from North Africa are arousing so much interest in Europe
- Special edition - each book is bound in original Bedouin embroidery from the Sinai, with glass beads made especially for this book, limited to just 400 copies

Tradition and Modernism collide in Cairo – with a population of 20 million people, it is the largest city in the Arab world. In this vibrant environment an independent fashion scene established itself some years ago. Along with it, fashion designer Susanne Kumper has developed a course in fashion design at Helwan University. Providing alluring glimpses of this newest chapter of international fashion design in Cairo, **Cairo Fashion Design** shows the extraordinary diversity that is possible when East meets West. Many of the clothes shown in this book recall the tales of the *Thousand and One Nights*; others by contrast have been designed for Western needs and are radically contemporary. Thus a sweeping vista of diverse Egyptian fashion design is projected that also permits exciting insights into living in Egypt today.

Texts written by distinguished specialists in cultural history, fashion and politics complete a multilayered view.

Text in English, German and Arabic.