

# POP CULTURE MADNESS!

## Fashion Week 2009: Soucha Couture and Dany Atrache

NYC Fall Fashion Week 2009: Soucha Couture and Dany Atrache  
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Aside from the obvious Hollywood glitz and glamour that these sorts of events tend to attract, NYC Fall Fashion Week features:

- Fine designers from around the world presenting exquisite garments and accessories
- Fabulous world class entertainers
- Art and luxury product and service exhibits
- Receptions and VIP dinners



This season, Dany Atrache (from Lebanon) and Soucha (from Egypt) had the most well-attended, and by far the most fashionable, shows this year.

Dany Atrache is considered one of the leading fashion trendsetters in the MEA. He successfully completed his studies in 1995 at ESMOD, the most prestigious fashion school in Paris, where he was awarded the top prize by the Grand Jury, a gathering of the most renowned fashion designers worldwide.

After working for 12 years in Paris with top French fashion houses including Dior, Montana and Torrente Uniforme, Mr. Atrache decided to return to Lebanon with the goal of turning his fashion dreams into reality. His aspiration, creativity, ambition and hard work led to the launch of his own couture line in 2000. His stunning collection premiered at his first runway show in Beirut mesmerizing the audience with the exclusive designs. In no time, Dany Atrache was dressing the stars and celebrities of the Arab entertainment world with his unique and exquisite pieces.

Following his great success in Beirut, Mr. Atrache expanded his shows to Paris, the fashion capital of the world, where he hosted his first private fashion show in 2004. He continues to regularly present unforgettable collections during the famed Paris Haute Couture season.

In 2007, Dany Atrache expanded his line and launched his ready-to-wear collection, "D by Dany Atrache".

As he continues to take on new challenges, Mr. Atrache is looking forward to the showing of his Spring/Summer 2009 collection in New York City. This latest collection harkens back to the 1970's, resurrecting the hippie-chic look with astonishing graphic prints, bold colors and sheer fabrics married with lustrous embroidery. These designs are a tribute to the glamorous woman of Paris, Los Angeles and New York.

"We are delighted to have the distinguished designer Dany Atrache participate in our event," says Couture Fashion Week producer Andres Aquino. "His fine work will surely catch the imagination of the American market."



Cairo-based Soucha Fashion is considered one of the leading fashion trendsetters in the region. A native of Tunisia, Soucha is a talented young fashion artist and graduate of the famed Academia Della Moda in Florence, Italy. After his schooling, Soucha worked with top Italian fashion houses and eventually settled in Cairo, finding his niche dressing the stars and celebrities of the Egyptian and Arab entertainment world with his unique fashion creations. In 1997 he launched his own brand and continues to lead and chair the thriving and developing business. Soucha Fashion today has 20 employees, excels in impeccable couture design and manufacturing, and operates two exclusive Cairo boutiques in the Grand Hyatt Galleria and the Nile City Mall Twin Towers. Catering to the A and B class of the Egyptian and Arab consumer, Soucha Fashion continues to expand in the region with representation and sales in major markets such as Saudi Arabia, Kuwait and Qatar. The company has plans for further retail growth as well as development into casual wear and accessories.

Soucha regularly shows his exquisite evening and bridal creations at top fashion events and is the recipient of numerous awards including Face of Africa - Best Designer. He made his USA debut in September 2008 at Couture Fashion Week in New York City to enthusiastic reviews.

"He has a flair for the dramatic and pays great attention to every detail of his presentation - from the beautiful fashions to the glamorous accessories and lavish hair and makeup. Soucha's fashion shows are a visual treat," says event producer Andres Aquino.