

Soucha Returns To Couture Fashion Week
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The days are cold, the models are hot and, most importantly, the clothes are rocking this season. Couture Fashion Week in New York City arrived at the Waldorf Astoria Hotel's Starlight Roof last week. Leading Middle-Eastern fashion label, Soucha Haute Couture presented his latest collection at Couture Fashion Week.



Cairo-based Soucha Fashion is considered one of the leading fashion trendsetters in the region. Soucha, a native of Tunisia, is an artistic young fashion designer and graduate of the famed Academia Della Moda in Florence, Italy. After finishing his schooling, Soucha did not waste time working with top Italian fashion houses and eventually settled in Cairo, dressing the stars and celebrities of the Egyptian and Arab entertainment world with his unique fashion creations.

In 1997, Soucha launched his own brand and to this day continues to excel in his business with an impeccable couture design, manufacturing, and operating two exclusive Cairo boutiques in the Grand Hyatt Galleria and the Nile City Mall Twin Towers. Soucha is the recipient of numerous awards including Face of Africa Best Designer.

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