



Fashion Designer, Nesma Helmy, Preserves Eastern Soul With Haute Couture Persian Princess Collection

Model Me Girl™ interviews Egyptian fashion designer, Nesma Helmy, about Haute Couture Persian Princess Collection and how culture inspires fashion. Visit ModelMeGirl.com to read the in-depth interview and NesmaHelmy.com for more info.

Dec. 11, 2012 - [PRLog](#) -- In a global society where trend and assimilation typically trumps traditional culture, new fashion designer, Nesma Helmy, embraces her Egyptian heritage and marries it with a love of old cultures to craft fashion and accessories that are works of art.

Helmy branched beyond the borders of Egypt with her most recent haute couture collection, but stayed rooted in old culture and all things eastern. When asked how she would describe her signature style, Helmy stated, "Simplicity, sophistication and elegance--that's what I want to always represent in what I design. And again, with the preservation of the eastern soul."

ModelMeGirl.com™, which focuses on modest fashion, beauty and lifestyle, interviewed Helmy to learn more about how culture inspires fashion. According to ModelMeGirl.com™ Founder Jamie Littlejohn, "Fashion is a type of material culture. The clothes we wear are symbols that reflect our status, how we feel at that moment, and what we believe and value."

Designers like Helmy are seeing a need to create new trends that preserve culture; some that fit with moral and religious beliefs.

Helmy's experience of finding it hard to discover her own style while wearing a Hijab pushed her into fashion. "I had to think what would suit me more, draw it and have it done by someone else."

Helmy is a designer who is in tune with her audience. "I think this field needs more talented designers that have the ability to change trend in this country. Due to our culture, I think we need our own fashion and trend, especially almost 80% of women are veiled--wearing Hijab. We need to make a trend of our own that also looks chic and modern with the preservation of our eastern soul," stated Helmy.

The movie "Prince of Persia" birthed the idea for Helmy to create a Persian Princess theme for her 2012 haute couture collection, which has antique details and a mix of soft and hard. Helmy believes being unique is important and that fashion helps us achieve this uniqueness because fashion is a way of life.

Being a new designer is not without its challenges. Helmy's advice? Mobilize a support network, work hard, study hard, stay up-to-date and be original.

It's also important to collaborate with others in the industry to help create brand success. Helmy contacted professional photographer Sherif Amar for the job. "I had a photo shoot for the whole collection, which is really rare in our market. I had the idea that if I have to do it, I have to do it right. It was done just the way I wanted. He is a very talented, devoted photographer."

Nesma Helmy has a Bachelor of Science from Cairo University and studied fashion at the Faculty of Applied Arts and Burgo Institute De La Mode-Downtown Cairo Branch in FDC (Fashion and Designing Center). It is Helmy's passion, beautifully distinctive style, and mission for uniqueness that makes her a designer to watch on the rise in Egypt and abroad.

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Source ModelMeGirl.com
Country United States
Industry [Fashion](#), [Lifestyle](#)
Tags [Fashion](#), [Beauty](#), [Lifestyle](#), [Culture](#), [Designer](#)
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