

APRIL 2017

# LADYBIRD

Fashion & Lifestyle 

IT'S THE 8TH  
SEASON OF  
CAIRO  
FASHION  
FESTIVAL!

EMBRACE  
THE NOW FOR  
A HAPPIER YOU

MUST-TRY  
MAKEUP  
LOOKS

SPRING WARDROBE  
*Essentials*

# GET INSPIRED

## Reem Jano Shines in Milan

Could you tell us about your journey with jewelry design?

Actually I was an interior architect to begin with. So I've always had passion for design and it is something I could relate to my field of study. I've worked as a project manager in a contracting company where I later had to be on a maternity leave. As I was planning to join back, something happened and I felt something within me had changed. I didn't know how exactly to put my love for design into art till I realized I want to learn more about jewelry design. That's when I joined Azza Fahmy Design Studio. I loved how immersed I was in every piece I design, and then at 2014, that was my first exposure to the market as I showcased my design in Cairo Fashion Night. I was overwhelmed by people's reaction towards my design which gave me a push forward and from this point I started going on social media platforms.

Being awarded in Artistar Jewels in 2017 in Milan is really impressive; can you tell us more about the story behind it?

Artistar Jewels is an exhibition that features selected designers for their artistic relevance and I was glad to be one of the designers chosen to take part in this massive exhibition and I was overwhelmed by the fact of being selected just by seeing photographs of my work where later I sent them some of my pieces. I was honored to showcase 4 of my pieces among other 350 pieces for renowned artists from all over the world where I was the only Egyptian and Middle Eastern. I got awarded for collaboration with De Liguoro, one of Italy's top and most renowned designers and I'm blessed for this amazing opportunity.

What was the inspiration behind your piece that received the award?

As I've early mentioned I've participated with four pieces but the one I got awarded for, is the closest to my heart and that's for the story behind it. There was one day when I was feeling down and frustrated. I thought about listening to some music to help me relax before sleep. It was a piano music piece that I last listened to right before I closed my eyes. For all I know is the next day I woke up with a design in my mind and I could see it vividly like it is already there.



I worked on the necklace design and I called it Piano Piano. This was the piece I got awarded for which I later discovered that "Piano-Piano" in Italian means "Calm Down". These are the moments when you feel the whole universe has got a plan working out perfectly on your favor:

Jewelry highlights women's identity so how do you describe the woman who's dressed in Reem Jano Jewelry?

My design is for women who are different and know how to stand out among the crowd, women who are away from being traditional and embrace their uniqueness. It is for women with edge yet loves timeless elegance.



Do you have plans of expansion internationally or are you focusing currently on the Egyptian fashion industry?

Actually I regard my collaboration with De Liguoro as the first type for my designs to get know on an internationally wider scope. I currently have it in mind to put a good marketing and strategy plan from which I'll start taking my brand worldwide.