

OMARKASHOURA

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Of Arabic and English heritage, Omar Kashoura embarked on his fashion career after moving to the city of London in 1999.

Successfully graduating in 2004 with first class honours from the **London College of Fashion**, and a highly acclaimed collection that secured the top prize of **Best International Menswear Designer** at New York's Gen Art Style Awards in 2005, Kashoura began his working career at London based fashion house **Preen** and later secured a consulting position at the fast developing label **Unconditional**.

Seeking further development and recognition, in 2006 Kashoura decided to go back to complete his Masters Degree at the highly acclaimed **Central Saint Martin's** school of Art and Design.

Since graduating with his Masters, the Omar Kashoura label has developed into an easily recognisable brand, has gone on to gain support from the **CFE** (Centre for Fashion Enterprise) and in 2008 won the prestigious **Deutsche Bank Pyramid Award**.

The brands aim is to be progressive (visionary leadership, innovation and creativity) whilst influencing the way men will dress, and has firmly established its signature look implicative of the modern gentleman with the brands sharp cuts, unique finishing and trademark details such as looped shirt collars and jacket cuff fastenings.

The brand is fast becoming recognisable for its modern approach to colour and signature navy suit stocked in key boutiques worldwide and respected by the media and artists internationally and has shown globally in New York, Miami, Chicago, and Paris, Japan and as a part of Arabian Fashion World.

The label is committed to developing outside relations and concentrates time in collaborating with companies on new projects and events developing key angles to the brand. Fall 2010 will see the launch of the recent collaboration with the Turkish brand Tween represented by Four Marketing London, stocked in Harvey Nichols within the UK and many highly respected boutiques worldwide.

