



MAHMOUD ANTAR
H A U T E C O U T U R E

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Mahmoud Antar started his career in the fashion industry by importing fabrics from Europe, Lebanon, the United Arab Emirates, and Turkey. Mahmoud Antar has a solid background in cloth importation & retailing so he headed to Lebanon to study fashion design. In 1998, he launched his own brand, “**Antarmode**” in Aleppo, Syria.

He subsequently debuted his first collection and began exporting his designs to many international and middle eastern countries such as ***Iraq, Libya, Emirates, Macedonia, Romania, and Egypt***. The high traffic in Egypt encouraged him to grow there.

Mahmoud Antar, is a place where you find timeless designs, tailored just for you, elevating your expectations towards fashion, working with the best & most creative fashion designers, using high-end materials. Starting from the finest fabrics to the most intricate details, we design more than just dresses – ***we create memories that last a lifetime.***

Every stitch is a symphony of opulence to its dress. Tailored dresses that make your special day unforgettable, with every thread that unveils romance and elevates your Love story special night.

Designing and tailoring wedding gowns, soiree dresses, luxurious event outfits in haute couture.

Embracing the MENA Region & European market, we are here to present unparalleled elegance and set new standards to Haute Couture.

Antarmode is Mahmoud Antar's trade mark since 1998, it relocated to Cairo in 2012 and the branches began in 2014, the strategy was to export dresses only, but when it successfully gained the target in Egypt, it has been motivated to expand more by exporting to Europe, KSA, UAE, and have the base of our work operating in the Egyptian market.

The chosen fabric along with the perfect embroidery and well-drawn silhouettes are the ultimate combination to haute couture dresses that compliment every woman's body and boost her self-confidence for special occasions.

Last but not least, Antarmode rebranded to a younger and a more modern version; ***Mahmoud Antar Haute Couture***, the main showroom to present the haute couture & the ready-to-wear line. We grow & expand towards the targeted audience, studying the market & refining the fashion mentality in Egypt to a new, elegant & distinctive level.

EVOLVEMENT IS OUR POWER.

Antarvie

Antarvie is a pret-a-porter line by Mahmoud Antar (mainly the *light soiree*) including **Soiree blouses, pants, skirts, tops, scarfs, masks, short cocktail dresses, suits, jumpsuits** & more.

Beside Mahmoud Antar haute couture, the heavy couture line and wedding dresses for special occasions.

Paris Exhibition

Mahmoud Antar will be setting a **NEW EXHIBITION** that will be made in **PARIS FASHION WEEK** in September 2023, moving forward and expanding to Europe, especially **PARIS; THE CITY OF FASHION.**

Out Sourcing

Mahmoud Antar has a special production line to the most famous designers in Egypt. This sector of work mostly serves businesses; a B2B line. Using Our in-house big manufacturers for mass production of dresses & a big capacity outcome.

A new branch is to launch in Paris with the best chosen retailers.

Bridal Showroom PRIVATE VILLA

Moving forward with expansion, Mahmoud Antar not only targeted the A-Class sector, but created a private villa showroom for a niche selective market; The VIP special customers. Its specialized in customized, handmade special bridal dresses for selected customers.

ANTARMODE MADE ITS WAY TO
VERY BIG COLLABORATIONS THAT
INCLUDED PARTICIPATING IN BIG
EVENTS, SPONSORSHIPS AND
TELEVISION APPEARANCES.



TV
APPEARANCES



SPONSORSHIPS



EVENTS

A woman's hand in a white sleeve is visible on the left side of the page. The background is a soft, out-of-focus image of a woman's face and hand. The quote is centered and framed by two horizontal lines.

“

A WOMAN KNOWS
HER WORTH, KNOWS
HER INNER BEAUTY,
KNOWS HER OUTER
CHARMS.. & WHAT
SHE WEARS SHALL
PORTRAY ALL THAT.

Mahmoud Antar

2022

FOUR SEASONS STORE
OPENING

2021

MAMA HAMEL
FILM Participation

THE OUTLET AVENUE

BANK AL KESAA

2020

NEW CAIRO STORE
GRAND OPENING

2019

YOUNG DESIGNER
COMPETITION at Nile Ritz

2018

KHEBETNA THEATRE PLAY
MOHAMED SOBHI Theatre Play

CAIRO WEDDING FESTIVAL

CAIRO DESIGN DISTRICT

CAIRO SUMMER FASHION SHOW

2016

MOHANDESIN STORE
OPENING

In 2018, _____ “ANTARVIE”
In 2023. _____ “MAHMOUD ANTAR”



MAHMOUD ANTAR
HAUTE COUTURE

is a ready-to-wear label that offers a diverse selection of evening and casual apparel.

The collection offers a wide variety of items, such as DAY DRESSES, SKIRTS, BLOUSES, AND BOTTOMS, among others. It's elegant, yet it's perfect for everyday wear as well as for evenings out.



OUR *Branches*



NEW CAIRO

Main 90th Road



FOUR SEASONS

First Mall



MOHANDSIN

35 Jazirt El Arab



MALL OF
EGYPT

6th of October



PRIVATE
VILLA

New Cairo/
Choueifat

NEW CAIRO BRANCH

Opening

The Opening of the New Cairo branch was a huge event which featured a mesmerizing entertainment and lots of guest including celebrities, fashion influencers and our beloved clients ofcourse took part of it. The Mega Star Nicole Saba took part of the event which made it more special to us.



NEW CAIRO





6TH OF OCTOBER





MOHANDSIN



// MOHANDSIN . OUR BRANCHES .



FOUR SEASONS




// FIRST RESIDENCE . OUR BRANCHES .



PRIVATE VILLA



// NEW CAIRO . OUR BRANCHES .



We aim to stand by the Egyptian female, push her for growth and design whatever suits her spirit and beauty, as well as boost her self-confidence. We expanded to several locations in Cairo with the goal of being close enough to dress up and dazzle Egyptian ladies.

Ladies with Style



The extensive experience in colors, production and communications, along with great passion has resulted in creating a powerful brand image, with various collaborations and red-carpet appearances.

Mahmoud Antar brand increased in popularity and reputation.

As we expanded to many districts & had our big successes in both ANTARMODE & ANTARVIE, we decided to rebrand our identity & tone of voice with our targeted segment to

Mahmoud Antar Haute Couture

for creating a combination of modern & elegant feel that most resembles our designs & ideology.

WE DESIGN YOUTH, BEAUTY, ELEGANCE & SIGNIFICANCE!

OUR
Collaborations

Antarmode participated with The Outlet Avenue to create the avant-garde dress featured in its third edition campaign.



The Mega Star Laila Eloui recent movie
" **Mama Hamel** " was shot inside
Antarmode's New Cairo Branch.



At the Cairo Wedding Festival, Antarmode was one of the prominent designers that took part with a **royal fashion show** displaying a **bridal and Soirée collection** at the Dusit Thani Hotel.



Antarmode was the **official fashion partner** for Mohamed Sobhi's theatre play "Khebetna" *All of the main actresses wore Antarmode gowns* on stage for their roles.



Antarmode has partnered with **Cairo Design District**, and its students are welcome to learn and explore new techniques in the atelier.



Mahmoud Antar participated in Cairo Summer Fashion Show as one of the **judges** in a **fashion designing competition** between young designers.





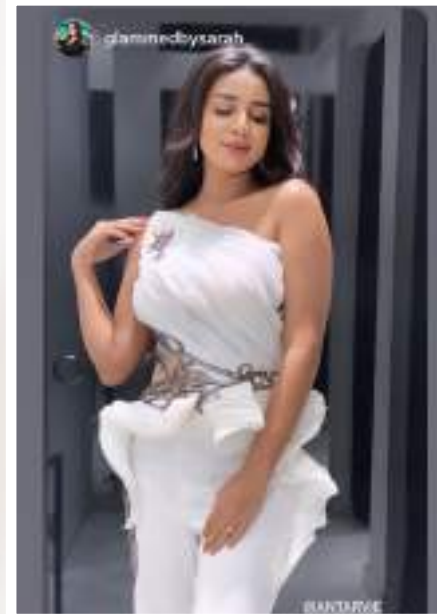


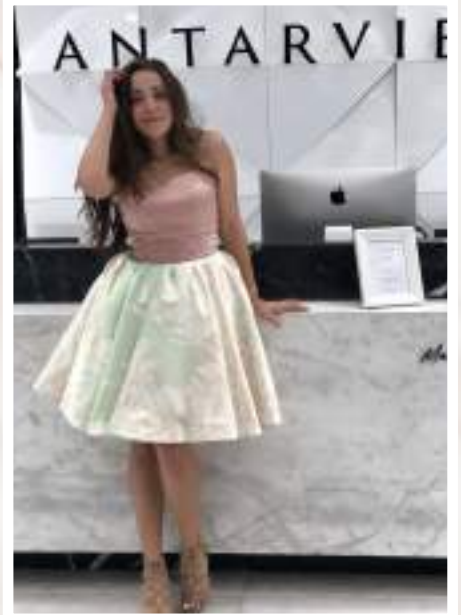
Collaborating

WITH MORE THAN

15 bloggers
&
influencers

A SPECIAL CAMPAIGN FOR OUR
READY TO WEAR COLLECTION









Fashion Glam

F A S H I O N S H O W





Celebrities

AT THE RED CARPET



IN GOUNA FILM FESTIVAL 2021





Celebrities
AT THE RED CARPET



IN GOUNA FILM FESTIVAL 2021





Sally Abdel Salam



Sanna Youssef



Somaya El Khashab



Boushra



Shireen Soliman



Sarah Nakhla



Nadeen Hadad



Radwa Al Sherbiny



Sanaa Youssef



Amira El Sherif



Amira Aloqda



Amira Aloqda



Menna Fadali



Asma Sherif Moneer



Gilan Alaa



Khaled Zaki



Basma Mustafa



Nada Moussa



Radwa Al Sherbiny



Sherihan Abo Hassan



Rasha Mahdi



Mona Tharwat



Shireen Soliman



Menna Yehia



Radwa Al Sherbiny



Somaya El Khashab



Nesma Mahgoub



Reham Abdel Hakim



Somaya El Khashab



Sherihan Abo Hassan



Kenzy El Zeiny



Heidy Karam



BUSHRA

The celebrity Bushra wore our dress on TV while shooting series & movies.

*Dress done & designed by
Mahmoud Antar*

Celebrities
IN THEIR MOVIES

MA

BUSHRA IN M.A.

MA



“

WE ARE GRATEFUL TO THE FACT
THAT OUR UNDERSTANDING TO “
WOMEN’S ASPIRATIONS, HER CHARM,
CHALLENGES, SUPERPOWERS AND
TENDERNESS WOULD MAKE US
BECOME THE PIONEERS WE ARE
TODAY.

Mahmoud Antar

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HAUTE COUTURE



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// VISION BY EL

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