# **Mariam Sherif**

Co-Founder | Chief Designer Reform Studio http://www.reformstudio.net

### **Bilateral Meetings**

• (09.30 am - 05.30 pm). Please add the "Cooperation Profile" below

#### Description

Reform is an international award winning design studio. Its goal is to design creative, responsible products that benefit the environment, have a positive impact on the society and satisfy a user. Currently its work is mainly in the furniture and textile design fields, while focusing on its first product, Plastex. It's a handmade fabric that translates the need for environmental sustainability, made from reused plastic bags. The aim behind Plastex is to solve one of the major problem in Egypt, waste. Plastic bags are the second most wasted material in Egypt. Every minute globally around two million single use plastic bags are given out for free and they take up to a thousand years to degrade into more harmful substances that poison soil, pollute waters, and create harmful diseases. Socially, Reform took reviving the weaving industry in Egypt, with its main goal to restore an old craft that has reached a bad stage, while focusing on empowering women with limited resources by offering them new job opportunities. Reform thought of juxtaposing an old technique with a new concept through design to create new products with higher values.

Organization Type Company Areas of Activities

**Creative Industry** 

Handicraft

#### Other

Request

### Investment

An investor with experience in textile or Furniture.

**Cooperation Offered** 

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#### 1. Other

**Cooperation Requested** 

1. Investment/Financing

Request

### Exporting

-Expanding to the European and Middle east market.

**Cooperation Offered** 

1. Other

**Cooperation Requested** 

1. Sales / Distribution

Request

## -Textile experts

-Textile weaving experts

**Cooperation Offered** 

1. Other

**Cooperation Requested** 

- 1. Technical co-operation
- 2. Manufacturing agreement
- 3. Other

Request

### Distribution

- Furniture and home accessories Distributors

**Cooperation Offered** 

1. Other

**Cooperation Requested** 

1. Sales / Distribution

Request

# Collaboration

- Partnership or cooperating with designers / furniture brands.

**Cooperation Offered** 

1. Sales / Distribution

**Cooperation Requested** 

- 1. Technical co-operation
- 2. Other