

## **DirectRooms.com – Leading Egyptian designers exhibit in Cairo from 17 to 20 September 2010**

*DirectRooms.com can reveal that Egypt's capital city of Cairo will be holding a special event for the fashion industry during September.*

August 4, 2010 (FPRC) -- The latest edition of the Cairo Fashion Tex will be taking place from 17th to 20th September 2010 at the Cairo International Conference Centre (CICC). The exhibition will feature the latest designs from local Egyptian designers as well as work from a series of international countries including France and Italy.

People staying in hotels Cairo will be attending the event to catch up on the most recent women's and men's fashions, as well as the latest lines in lingerie, sports wear and accessories.

The show is attended by thousands of local and overseas customers, both professionals and general fashion enthusiasts, who are looking for guidance on next season's colours and fabrics.

Buyers and fashion professionals will also be able to hear presentations from exhibitors on developments to machinery used in the industry. Topics will focus on stitching, printing and cutting machines as well as a number of other issues.

Shown twice a year to showcase the spring and autumn collections, the event is one of the foremost occasions for fashion executives in Egypt and as such demand for rooms near the exhibition is set to increase.

Lek Boonlert, marketing head at DirectRooms.com, commented: "Cairo Fashion Tex is a chance for buyers and fashion enthusiasts to see the latest work from both up and coming designers as well as established brands. Hotel rooms will be getting booked up quickly by exhibitors and visitors, so people are advised to go online to reserve their hotel room early."

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### About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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### Keywords

[hotels Cairo](#)

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