



Body line

Words Jackie Owens



Oman-born Amr is one of the most exciting new designers on the contemporary London fashion scene – and for him, it's all about the body

“It’s all about glorifying the contours of the body.” That is Amr’s approach to designing for his internationally trendy label born in 2004, Bodyamr. The Oman-born fashion guru, son of the country’s ambassador to the UK, does this with a mix of 70s style, à la Jerry Hall, and dramatic cuts that emphasise the sensual parts of the female body (while cleverly disguising the bits you want to hide).

Amr’s designs quickly won the admiration of notable names in the fashion industry, including Tom Ford (who asked Amr for a job after seeing his first collection – in jest, of course), the *Net-a-Porter* website and *British Vogue*. Vivienne Simone, Harrod’s Designer Studio buyer, says that “Bodyamr really stands out at the moment because it’s so clean compared to everything else – sophisticated without being too complicated, wearable but edgy.”

The 2007 autumn/ winter collection is definitely not for shy girls, as it’s quite dark and glamorous, filled with funnel necks, draping, ruching and braiding. The brilliant silk jersey dresses will certainly make you stand out in a crowd without guilting you into bulimia, as these figure-skimming pieces for are perfect for body-conscious women.

Amr here tells *Skin* his thoughts on inspiration, anorexic models and Jessica Rabbit.

What’s it all about?

The Fourth Reich....

What’s it *not* all about?

The Third Reich.

Born, raised, based where, age...

Born and raised an International Jet Set Baby... Now 28.

Where do you find inspiration?

It depends how disturbed or receptive my mind is, but generally a good exhibition, or a night out with my muse.

Collaborations with other designers or stylists?

For season one, an Orientalist collection called “She’s a Handful”, I worked with the Asprey Family, Christian Louboutin and The Soho Dolls.

For season two, a collection for Hannah Hooch called “Who’s Your DAdA?”, I worked with Christian Louboutin again, Pebble, Emma Summerton and Juliette Lewis.

For season three, for the Master Farshchian Collection I called “The Fifth Day of Creation”, the collaborations were with Master Farshchian, Christian Louboutin, and Goldfrapp.

Season four was called “Darkness Becomes You”, and I worked once more with >



Matthew Eccles



Christian Louboutin, Susan Babchick and Harvey Nichols.

Person you would most like to see wearing your designs?

Isobel Goldie or Jessica Rabbit.

If you weren't a designer what would you choose to be?

A hustler.

Any thoughts on the issue of anorexic models and the implementation of bans on using them in certain parts of the world?

Highly intolerant to be so prejudiced; what if we banned size 16 models?

What defines "sexy" for you?

Confidence. Power. Intelligence.

What is not sexy to you?

Timid. Weak. Intolerant.

What do you take into consideration when designing, ie. form, function, comfort, all of the above, none of the above?

Form, function and the attitude of the woman I'm designing for.

Favourite place in the world?

My beach in Oman.

What do you believe?

The voices in my head.

Favourite thing to do after you finish a collection?

Spend a week alone in the desert.

If you had the attention of the entire world for 60 seconds, what's the one thing you would most like to say?

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