Arab actress, Aseel Omran, launches Ao brand in partnership with Conia Italy

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Conia Italy, the quality Italian fashion brand for bags (www.conia.net), has a trend for partnering with worldwide celebrities. Another chapter in Conia's success is its new Italian Arabian brand, fronted by a celebrity Arab girl who is loved by millions of her Arab fans for her success and glory in several TV shows and series. **Aseel Omran**, who is the most popular actress among the new generation of celebrities in the Middle East, will soon introduce the first product of her new brand. She named the brand using her initials, AO, and her first product will be made by Conia. They will be wholly made in Italy from 100% certified genuine leather.

Each Ao bag is handcrafted with luxurious touches for radiant women. Ao bags are an expression of individuality. The royal blue was carefully selected to catch the eye of only those with a good taste for colour. The black velvet stripe topped with a hand-tied bow asserts the theme of loving life. Each bag is created by hand in Conia's studio from selected genuine leather. Each piece of leather is hand selected for softness, durability and character, and hand cut to maintain the natural elegance and minimise waste, to ensure that each bag is a perfect specimen of luxurious quality from start to finish.

Conia Italy has a unique tradition and knowledge of producing high quality leather. To guarantee the highest possible quality of its products, it exclusively uses leather from leading Italian tanneries serving global fashion brands. Transforming raw hides into a material that will last for years takes 30 to 40 days using modern technology and machinery.

Each Aseel Omran Edition Conia Bag is hand made from the finest Italian Saffiano calf leather, which is durable, practical and easy to wipe clean. Saffiano is a textured leather. It is treated and the texture is pressed by machine. This gives the leather a cross-hatch finish with a special diagonal pattern. This calf hide leather is finished with a wax treatment. As a result, the leather is pretty much scratch resistant, durable and easy to clean.

Aseel Omran, who has risen to fame throughout the Middle East since 2007, was born on November 12, 1989. Aseel's young age and baby-face propelled her into being the first youth star in Saudi Arabia. She has a great personality and a unique talent according to her fans, who are always following her news. On July 25, 2007, Aseel released her first album, "Khajlanah", inaugurating her singing career. The album introduced her to a larger audience. Since then she has continued to climb the fame ladder with the support of her loving fans. Currently she is a leading TV show presenter for the Emirates TV channel, while continuing her main career as an actress.

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