



Chahe YEREVANIAN

Chairman-C.E.O of SAYFCO HOLDING,
the leading real estate developer in Lebanon

A man beyond measures, awarded as the Man of the Year title for inspiring the Lebanese youth and encouraging them towards a better future. In less than ten years, he was able to re-establish SAYFCO HOLDING after it was initially named Ara Yerevanian Establishment and was founded in 1960s by the late Ara Yerevanian, former Member of the Lebanese Parliament. In 2004, SAYFCO HOLDING and all of its subsidiaries were established. Mr. Chahe Yerevanian talks more about the above and beyond the success of SAYFCO HOLDING.

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After years of successful marriage with Chahé Yerevanian, Reem Itani paved her way with experience to enter the world of real estate. Known for her elegance and opulent taste, her looks inspired many women and continued to be a fashion icon.



Reem Itani is known for her opulent taste in fashion and elegant style. What is elegance according to you?

Elegance is in simplicity, and not necessarily in extravagance. Artificiality and overly imposed "beauty" undermine elegance and take away its core asset.

If you had to describe yourself from an outsider point of view, what are the three main characteristics that describe you well?

Patient, caring and goodhearted.

What is the most exciting milestone to your family? And how do you spend your leisure time with your family?

Every single day is a milestone. Whether we're all together at home, or travelling around the world, the excitement is the same, as I am surrounded with my husband and daughter and twins, and sharing every possible moment together. This is the kind of milestone that always makes me cherish the present and look forward to the future.

How do you regard your husband's career and deal with its overwhelming conditions?

To say the least, I am proud of Sayfco and the man behind it. There was never a point where I stopped encouraging my husband. I value the incessantly growing efforts he puts into his work, and it only takes two to realize that perseverance is ultimately about our family's prosperity and children's future.

To which extent do you think your partnership contributes to Sayfco's success?

Our relationship is based on mutual support and productive efforts. The balance between family and career is dear to both our hearts and is the critical factor that makes both worlds constantly grow. It suffices to say that encouraging my husband's career ultimately and evidently means working for the best of the family.

Like many other women who are into luxury brands, if you had to choose the best brand that describes your taste the most, what would it be and why?

Elie Saab. As I said before, elegance is in simplicity. Elie Saab has his own natural and smooth touch and unique sense of creative style with no affectation whatsoever. His talent has raised Lebanon's name abroad and made the whole world witness what we are capable of.

Nowadays, women are dominating the world with their intellectual opinions and wisdom. Do you agree to the fact that we are entering the women leading era?

You said it yourself. Women are dominating the world with their intellect. I can assert that we have already entered the era you're referring to, and I can only anticipate even more female contribution that would drastically reshape the world we live in and challenge the imposed norms we were once too afraid or too reckless to face.