

DUBAI-BASED ENTREPRENEUR
SELAMAWIT
ASEFAW
ON ESSENTIAL EVENING
PARTY GARMENTS



With the arrival of December, the desire to look our best at the numerous holiday season events and parties is greater than ever, so Dubai-based entrepreneur Selamawit Asefaw is preparing for her business to step up yet another gear. The brains behind Yoga Compression garments, Selamawit believes that not only are her under-garments the most unique on the market, they are also “the most natural way to maintain the elegance, health, posture and beauty of the body.” It’s, therefore, little wonder she is taking orders from all over the world for the garments, including celebrities who want to look the best on the red carpet.

HELLO! Middle East caught up with Selamawit to find out where the idea came from and the wonderful benefits of wearing one...

Can you tell us a bit about your Yoga Compression garments?

“Yoga products are used in the medical as well as aesthetic field and are the ideal choice for any man or women. They give you completely comfortable control whilst instantly allowing you to look your best without extensive preparation and effort. The company has been in the market for 30 years and has taken great care in equating its name to quality. The material was invented by a plastic surgeon. Our body shapers and surgical compression garments are handmade with a perfection and quality control that guarantees a perfect fit without limiting body movement. Because our body shapers provide a precise, scientifically determined amount of compression, they’re ideal for a wide range of therapeutic and preventative indications. They’re also the most natural way to maintain the elegance, health and beauty of the body.”

Where did you get the idea from?

“I was guided by conventional wisdom. My grandmother and great-grandmother used to tie handmade fabric around their bellies and waist after childbirth to help return their bodies to optimal shape. As a result, I searched, researched and sourced these types of products for years as I realised the changes in my body after giving birth to my twins would not be easily fixed.”

What are the main benefits of wearing one?

“The aesthetic range is used to help you lose weight and to shape the body whilst making you look thinner by lifting and supporting your bosom, improving your posture and increasing your blood circulation. They also help reduce flabbiness and cellulite. The key benefit of all this is in making you a confident and resolute person.

The advanced compression garments are designed for post-operative treatment following plastic-aesthetic procedures such as liposuction, mammoplasty, breast augmentation or reduction, abdominoplasty, face and neck lifting and others.”

Are they comfortable to wear?

“Very comfortable – just like a second skin. They

give comfort, security and a sensation of wellbeing. They are made of a special high-quality fabric which maintains the body’s temperature without making you feel hot or cold.”

Are they just for women?

“No, they are for both men and women.”

Are they for all shapes and sizes?

“Yes, from size 0-20 and custom made on demand. We have more than 50 different styles and sizes.”

How can your garments prepare people to look their best on the red carpet?

“They make a person look a size smaller and give definition and shape, allowing clothes to fit better and making them look elegant.

The Yoga range includes various lines of high-quality garments, which are designed to meet your every requirement, providing several benefits to your body and health. One of the most popular is the aesthetic line, which instantly makes you look thinner, with smooth, toned, sexy curves in all the right places!”

Do you have any celebrity fans of your garments?

“Yes, many, but these have to remain confidential.”

Have you ever seen pictures of a celebrity at an event and thought they should have been wearing one of your garments?

“Often! And sometimes you notice they are not wearing top-end designer clothes as the compression garment will make any dress attract even more attention by making them shine from within than with the most expensive dress.”

Do you think your garments are essential for the fast approaching party season?

“They are a must-have for any woman who is out to impress, helping her to look fabulous while remaining comfortable. They give a miraculous curvy body and make the dress flawless. They also enhance the beauty, elegance, femininity and attractiveness of every woman.” **H**

PHOTOGRAPH: VIKRAM GAWDE