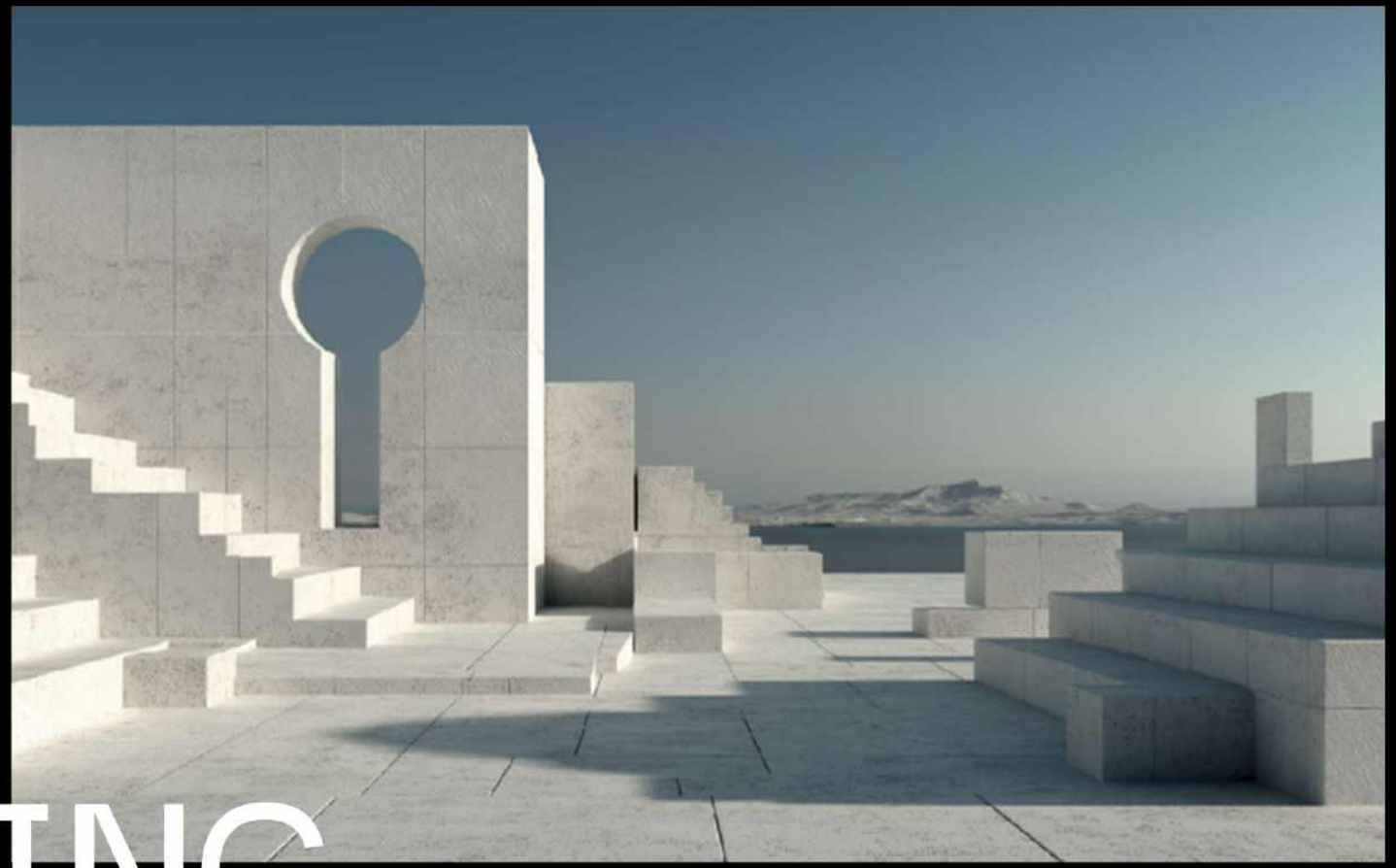
Flat42 Global (HOUTA GROUP)
Consultancy & Marketing



BRANDING — SHOWREEL

2022-2025

HOUTA GROUP

ABOUT US

Flat42 Global (HOUTA GROUP)
Consultancy & Marketing

Established in 2018, Flat42 Global is a strategy consultancy and marketing firm, based both in Cairo and London, which specialises in establishing and growing brands sustainably and ensuring we provide them with the tools to stand out.

Our attention to detail, high quality output and professional team, in addition to our heavy focus on strategic planning has enabled us to differentiate ourselves from other agencies operating in the field.

Vision:
To push the world towards its potential one idea at a time by being the leading strategy consultancy & branding company in the Middle-east and Europe when it comes to business development, strategic planning, and identity creation.

Mission:
To provide ambitious entities with thorough business strategy planning and the full digital marketing support required to help communicate the entity's Why to the target audience, reflect the desired brand image, ensure optimal business performance and ensure steady profit maximization.

MISSION
—— VISION

OUR SERVICES

- Visual Branding & Brand Strategy
- Marketing and Business Strategy Consultancy
- 360 Digital Marketing Services
- Content Creation (Photography + Videography + AR/VR)
- International and Domestic PR services
- Celebrity & Public figure management
- Architectural & Product Design Services
- Production and events planning & management

WHO WE'VE WORKED WITH

- Travel & Tourism
- Food & Beverage
- Furniture & Ineriors

TRAVEL & TOURISM

FOOD & BEVERAGE

Coca-Cola

GELATO Staviolta EST. 2011 ARTIGIANALE

wowshee EGYPTIAN FALAFEL BAR

made with passion DARA's ice cream

Lokali Modern Lebanese. Local Ingredients.

طبالي

GLOW FRESH RAW NATURAL

Guillam COFFEE HOUSE

AL BASHA RESTAURANT

AL SUCRÉ Pâtisserie

SHIMY SAUCES SAUCES & DIPS

45 100% NATURE'S WORK

FURNITURE & INTERIORS

ODA FURNITURE

baxter MADE IN ITALY

LA CARTINA FURNITURE

BEYOOT

richie

AMERICAN FURNITURE

ROOVE MADE IN EGYPT

MAXII HOME FURNITURE

HOPES DESIGN & BUILD

CASALETTI FURNITURE

NiZ. INIZI FURNITURE

BRANDING

—— PORTFOLIO

PROJECT 01

BONATA

Bonata is a London-based Mediterranean grab-and-go food concept offering vibrant, fresh, and feel-good meals inspired by Middle Eastern and Mediterranean cuisine. With a focus on locally sourced ingredients, Bonata serves bold, flavourful dishes that cater to modern lifestyles, including vegan, vegetarian, and 100% halal options. Designed for city life, Bonata blends convenience with authenticity, bringing a zestful twist to London's fast-casual dining scene.

BONATA


BONATA
BONATA
BONATA


BONATA
BONATA


WHEN LIFE GIVES YOU LEMONS, BRING THEM HERE. WE LOVE LEMONS!
WHEN LIFE GIVES YOU LEMONS, BRING THEM HERE. WE LOVE LEMONS!


BONATA

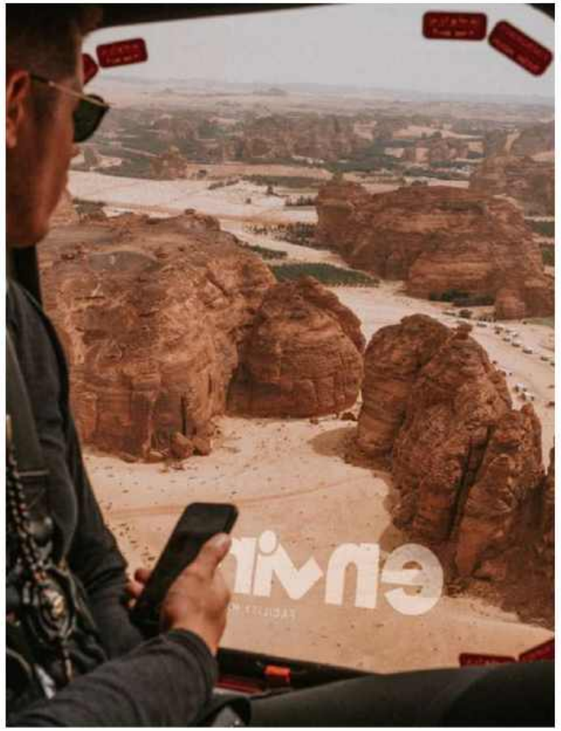

BONATA
BONATA
BONATA
BONATA

PROJECT 03

ENVIRO

Enviro stands out as Saudi Arabia's dominant facility management provider, combining hospitality-quality services with eco-aware operations and a strong regional footprint. Ideal for clients seeking seamless, sustainable, and hospitality-level facility solutions across the Kingdom.

enviro
FACILITY MANAGEMENT




enviro


enviro


enviro


DO
NOT
DISTURB
enviro


HAND
SOAP
enviro
HAND
MOISTURIZER
enviro


enviro


enviro
enviro

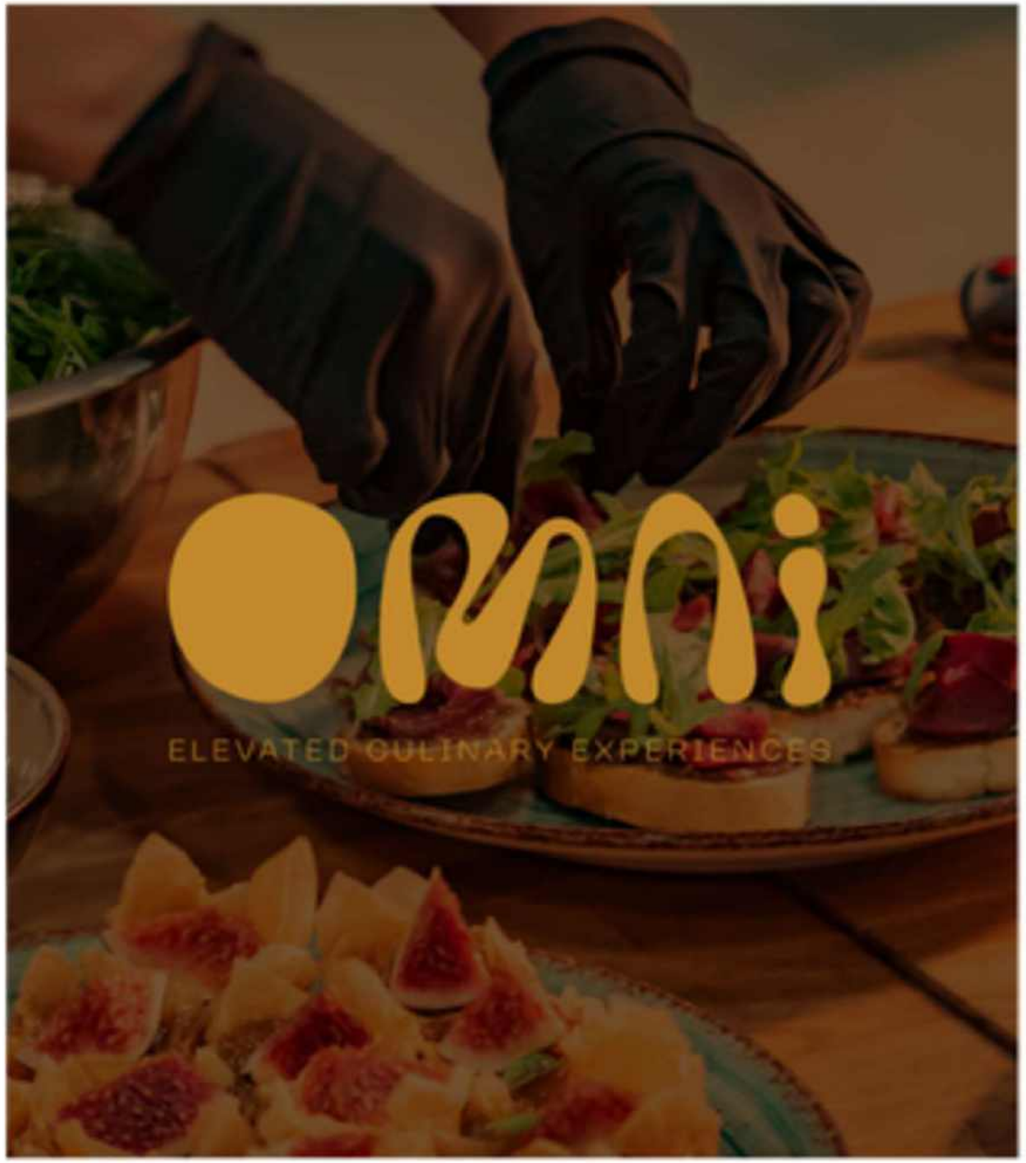

enviro


enviro
RECEPTION
RESAURANT
RESTROOM
POOL
ELEVATORS
GYM
POOL
COURTYARD

PROJECT 04

OMNI

Omni is a premier luxury catering service in Egypt, renowned for exceptional cuisine, flawless service, and bespoke event experiences. Specializing in high-end occasions, from weddings to corporate galas, Omni crafts personalized menus using the finest ingredients, delivered by world-class chefs. With meticulous attention to detail and a seamless approach, OMNI transforms every event into an elegant, unforgettable experience.



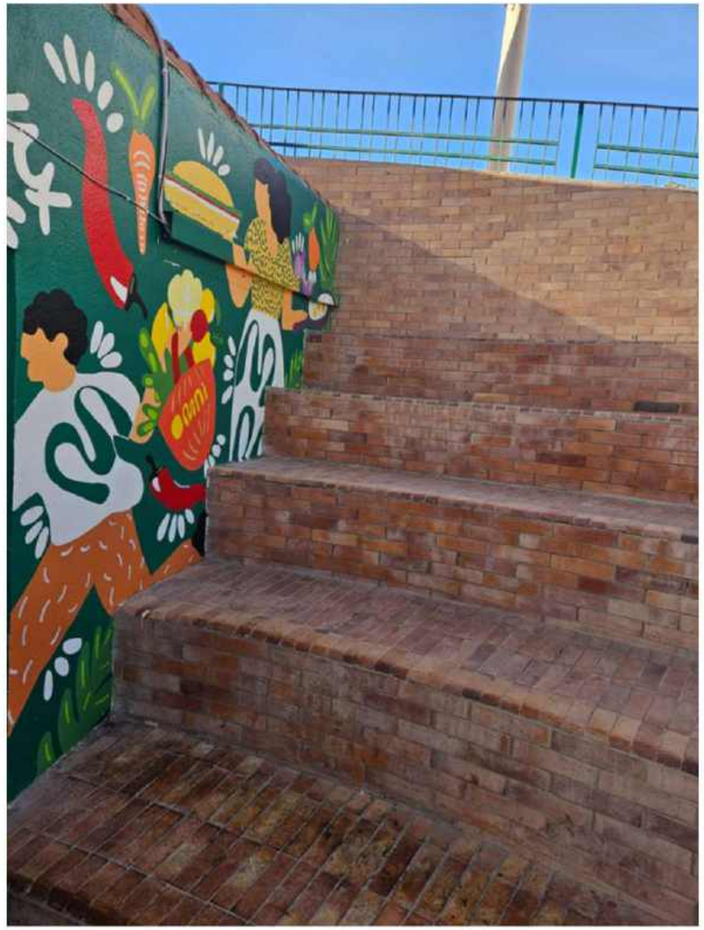

CREATING
UNIQUE
SERVICES
CREATING
UNIQUE
MOMENTS


ELEVATED
CULINARY
EXPERIENCES
CREATING
UNIQUE
SERVICES
CREATING
UNIQUE
MOMENTS

ELEVATED CULINARY EXPERIENCES

FRESHLY MADE,
DELIVERED HOT
ANYTIME, ANYWHERE!

WWW.OMNICATERING.COM



PROJECT 05

MASION DE POUPEE

Maison De Poupée is a luxury beauty and aesthetics studio based in the heart of London's Bond Street. Offering a curated range of high-end treatments, from hairstyling and nails to advanced facials and aesthetics, the studio blends elegance with expertise. Maison De Poupée is designed as a one-stop destination for modern beauty, where every detail is tailored to enhance confidence and personal expression in a refined, welcoming space.

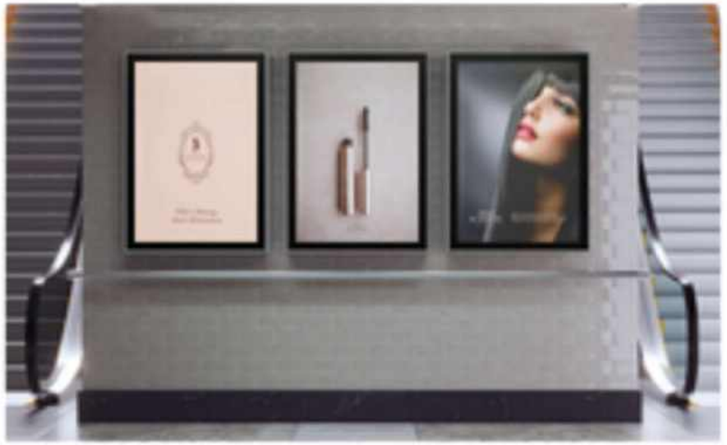

Maison
DE POUPÉE
Maison
DE POUPÉE


Because you deserve to feel
beautiful every day
Maison
DE POUPÉE

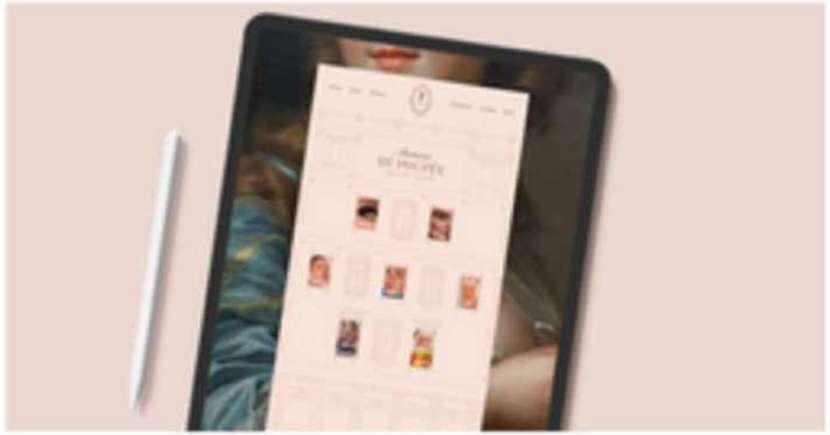

HAIR SERUM


HAIR SERUM


DE POUPÉE




Aesthetics
DE POUPÉE

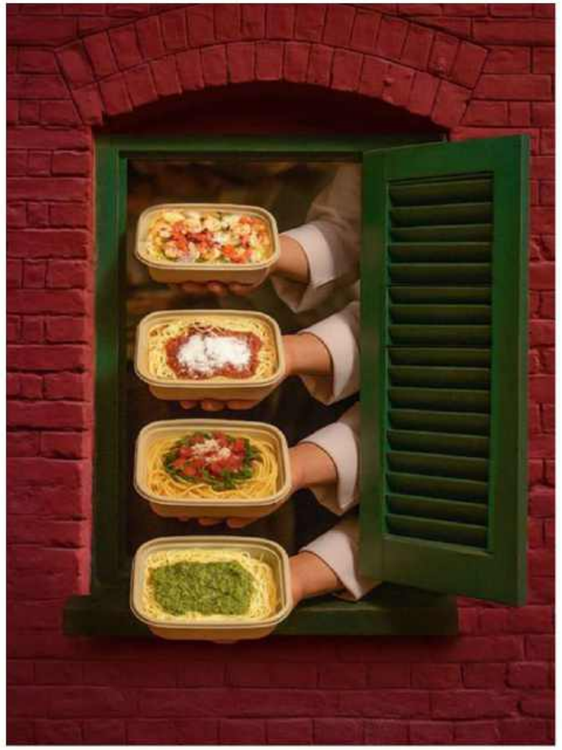


PROJECT 06

TOMATA

Tomata brings the warmth of hearty Italian food to the fast pace of city life. Located in the heart of Central London, it serves bold, comforting pasta dishes designed for busy professionals who don't want to compromise on quality.


TOMATA
HEARTY ITALIAN
HEARTY ITALIAN FOOD
TOMATA




INSPIRED BY
THE STREETS OF
ITALY

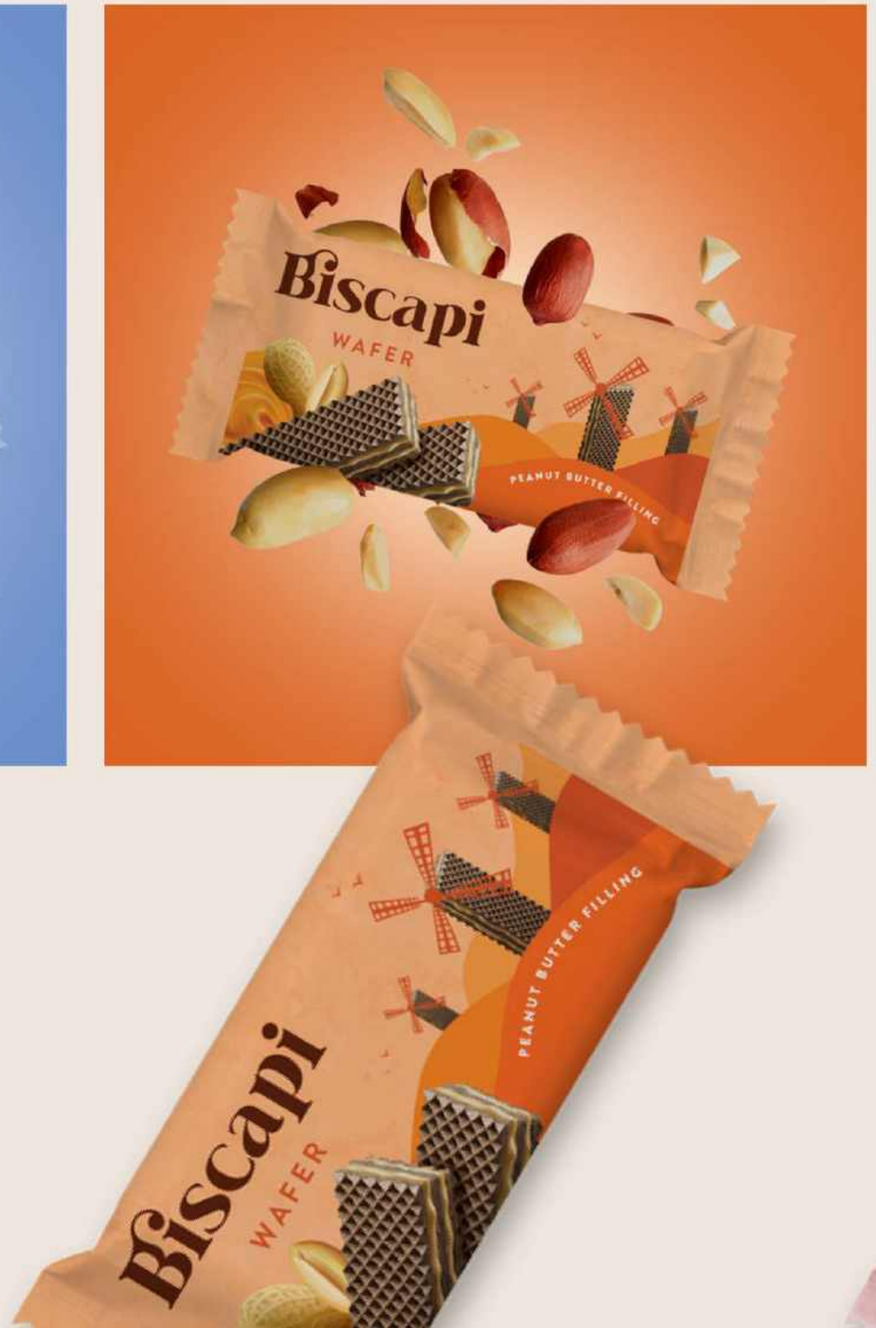

HEARTY ITALIAN
TOMATA
BOON APPETITO!

PROJECT 07

BISCAPI

Biscapi is all about comfort and crunch, offering classic biscuits, maamoul, crispy wafers and more made for everyday indulgence. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.


Biscapi
WAFER
COOKIES & CREAM FILLING
Biscapi
WAFER
COOKIES & CREAM FILLING


Biscapi
WAFER
PEANUT BUTTER FILLING
Biscapi
WAFER
PEANUT BUTTER FILLING


Biscapi
WAFER
Biscapi
WAFER
CHOCO-HAZELNUT CREAM


Biscapi
BAKES
PLAIN BISCUITS WITH HONEY
mill's
Biscapi
BAKES
PLAIN TEA BISCUITS
mill's
Biscapi
BAKES
MIXED BERRIES HONEY BISCUIT
mill's


capi
KES
BERRIES
BISCUIT
mill's


Biscapi
BAKES
PLAIN TEA
BISCUITS


Biscapi
BAKES
PLAIN BISCUITS
WITH HONEY
mill's


Biscapi
WAFER ROLLS
CHOCOLATE HAZELNUT
10 Pieces
Biscapi
WAFER ROLLS
DOUBLE CHOCOLATE
10 Pieces
Biscapi
WAFER ROLLS
VANILLA & COCONUT
10 Pieces
Biscapi
WAFER ROLLS
ESPRESSO
10 Pieces


Biscapi
WAFER ROLLS
DOUBLE
CHOCOLATE
10
Pieces


Biscapi
معمول
MAAMOUL
PLAIN
Dates Filled Cookies


Biscapi
FILLED
BISCUITS WITH MIX
BERRIES FILLING


Biscapi
معمول
MAAMOUL
CINNAMON
Dates Filled Cookies


Biscapi
FILLED
BISCUITS WITH FIGS
FILLING

PROJECT 08

NEW HEALTH ORDER

New Health Order is a modern health food brand serving low-calorie meals and nutrient-rich drinks made from real, fresh ingredients. It's about making clean eating easy, satisfying, and sustainable, without the diet culture pressure.


SUMMER SUN
YELLOW
Mango-Fresh Mint-
Peach-Coconut
NEW
HEALTH
ORDER


HYDRATING
PINK
MEAN GREENS
IMMUNITY
ORANGE


HYDRATING
PINK
Hibiscus pink
lemonade
NEW
HEALTH
ORDER


IMMUNITY
ORANGE
THE DETOXIFIER
RED
SUMMER SUN
YELLOW


SALMON
BEEF
FALAFEL


CASSIE'S BLANKET


HELLO HALLOUMI


NEW HEALTH ORDER
BEEF

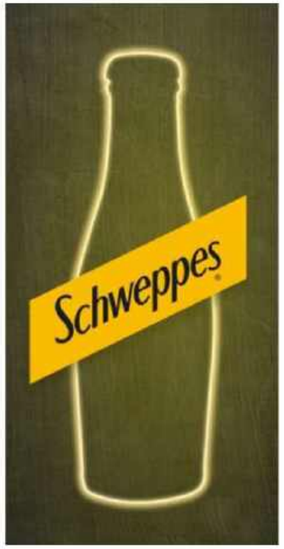

CHICKEN

PROJECT 09

SCHWEPPES

Schweppes Egypt brings a premium, heritage-rich soft drink portfolio to Egyptian consumers, underpinned by high standards in manufacturing and distribution. With wide flavor variety, strong consumer satisfaction, and a newly rejuvenated brand image, Schweppes continues to lead the local carbonated beverages category.


PINEAPPLE
AND LANE
Schhhh...
GOLD


Schweppes


Schweppes


Schhhh...
Schweppes
WITH PULP
GOLD
Schweppes


Schhh ...
Schweppes
GOLD

PROJECT 10

SETTO

Setto is not just a tomato sauce, it's a story passed down through generations. Inspired by our grandmothers' original recipe, the brand brings the taste of real, fresh, and unprocessed tomato sauce into people's homes. Every jar captures the spirit of a time when food was simple, pure, and full of heart.


SETTO
TOMATO SAUCE
SETTO
GARAM MASALA
SETTO
KOSHARI SAUCE
SETTO
PASTA SAUCE
SETTO
PIZZA SAUCE

PROJECT 11

OLIVE 8

Olive 8 is a premium extra virgin olive oil brand, cold-pressed in Egypt with care and precision. The name comes from the eight-hour cold pressing process, considered the prime window for extracting the highest quality oil from the olives. Made from the finest local harvests, Olive 8 delivers rich flavor and uncompromised purity in every drop.


OLIVE
EXTRA VIRGIN
OLIVE OIL
COLD PRESSED
IN EGYPT
500 ml


OLIVE
EXTRA VIRGIN
OLIVE OIL
COLD PRESSED
IN EGYPT
500 ml

PROJECT 12

IMAN HOUTA

Iman Houta offers free Qur'an lessons on YouTube, dedicated to helping non-English speakers learn how to read the Qur'an correctly. The channel is non-profit and created with the sole purpose of making Qur'an learning more accessible, especially for beginners who need guidance in proper pronunciation and recitation.

IMAN HOUTA

ENJOY YOUR QURAN JOURNEY WITH US

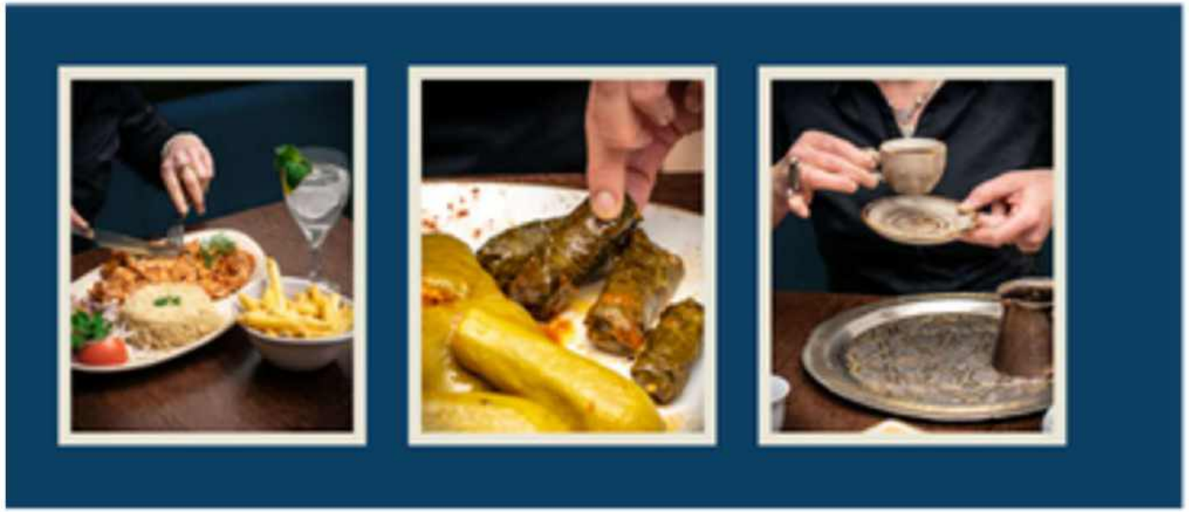
PROJECT 13

AL BASHA

Al Basha is a renowned Middle Eastern restaurant located in London's Knightsbridge, offering a rich menu of Egyptian and Levantine cuisine. Known for its authentic flavours, generous portions, and warm hospitality, Al Basha delivers a true taste of the region in a cozy, elegant setting. Popular for dishes like koshari, molokheya, and grilled meats, it's a go-to spot for both locals and visitors seeking traditional comfort food with a refined touch.

AL BASHA
RESTAURANT


AL BASHA
AL BASHA
AL BASHA
MARDY
KHALIL




AL BASHA

PROJECT 14

FAY

Fay is a new line of high-performance cleaning solutions by Dyna Chem Egypt, designed to elevate everyday hygiene with ease and efficiency. The range includes air fresheners, oven and toilet cleaners, glass and surface sprays, and versatile all-purpose formulas like the 5-in-1 and 6-in-1 solutions. With multiple scent options across most products, Fay combines powerful cleaning with a fresh sensory experience, making it ideal for homes, businesses, and professional use. Backed by Dyna Chem's commitment to quality and innovation, Fay delivers effective results across every surface.


fay


fay


fay


fay
5X


5in1
fay
ALL PURPOSE CLEANER


fay

PROJECT 15

GUILLAM

Guillam Coffee is a London-born specialty coffee brand focused on quality, craft, and global influence. Known for its rotating single-origin beans and precision brewing, Guillam delivers a refined coffee experience rooted in consistency, flavour, and attention to detail. With recognition from major coffee festivals and expertly trained baristas, it's become a standout name in the city's third-wave scene.


Guillam
COFFEE HOUSE


MENU
COFFEE
ESPRESSO
NON-COFFEE
PASTRIES
COFFEE PACKS
ADD-ONS


Guillam
Guillam


Guillam
Guillam

PROJECT 16

NOXY BROS.

Noxy Brothers is a London-based coffee and casual dining brand known for its approachable, quality-driven offering. Founded in 2016, the brand combines specialty coffee with a focused menu of bagels, pastries, and shakes, all served in compact, high-footfall locations. With an emphasis on friendly service, consistency, and efficient execution, Noxy Brothers has established itself as a reliable player in the city's fast-casual coffee scene.


Noxy
Noxy


Noxy
Noxy


Espresso yourself
Everything I brew, I brew it for you!
Noxy


Noxy


Noxy
Noxy
I'm not like those other coffee cups, I'm different
Noxy
Noxy
Noxy


Noxy


Noxy
SIGNATURE BLEND
220g
Noxy
SIGNATURE BLEND
220g


Noxy


NEW NOXY
AFFOGATO
HACKNEY
GELATO
NAME A BETTER DUO


As cold as your ex
@noxybrothers


Noxy
Noxy
Noxy


Noxy

PROJECT 17

KOSHARI STREET

Koshari Street brings a bold, modern twist to one of Egypt's most iconic street foods. Known for its vibrant, all-in-one bowls packed with lentils, rice, pasta, chickpeas, and spicy tomato sauce, the brand serves up flavour that hits hard and fast. It's plant-based, punchy, and proudly messy, just like real street food should be. With a fun, fast-paced vibe, Koshari Street stands out as a fresh, flavour-packed player in London's grab-and-go scene.


Koshari St.
Healthy Egyptian Street Food
EST. 2012 London


Koshari St.


Koshari St.
Koshari St.


TELEPHONE


ONE KORENCY
NATIONAL BANK OF KOSHARI
Koshari St.
BUY 3 FOR 2
BUY 3 FOR 2


Koshari St.
Healthy Egyptian Street Food
Koshari St.


Koshari St.


Koshari St.

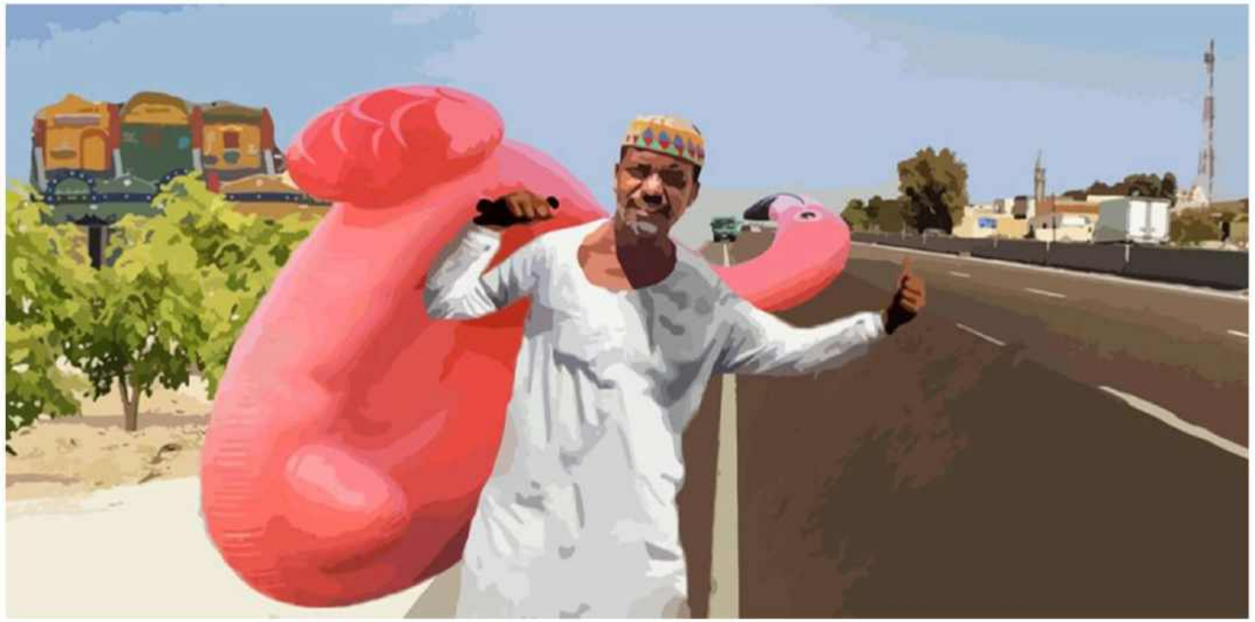

EAT LIKE
AN EGYPTIAN!


Koshari St. UNDERGROUND

PROJECT 18

ANAKATO

Anakato is a selection of Nubian Houses in Aswan that have been transformed in to a hospitality business showcasing the best that Nubian hospitality has to offer. We worked closely with our client to safeguard them against the low summer season in hot Aswan and we ended up strategically deciding to open a location for them in the North Coast, bringing a new and exciting concept to holiday makers there. Our job was to also portray this and penetrate the competitive North Coast market, through a series of crearive ads and campaigns.

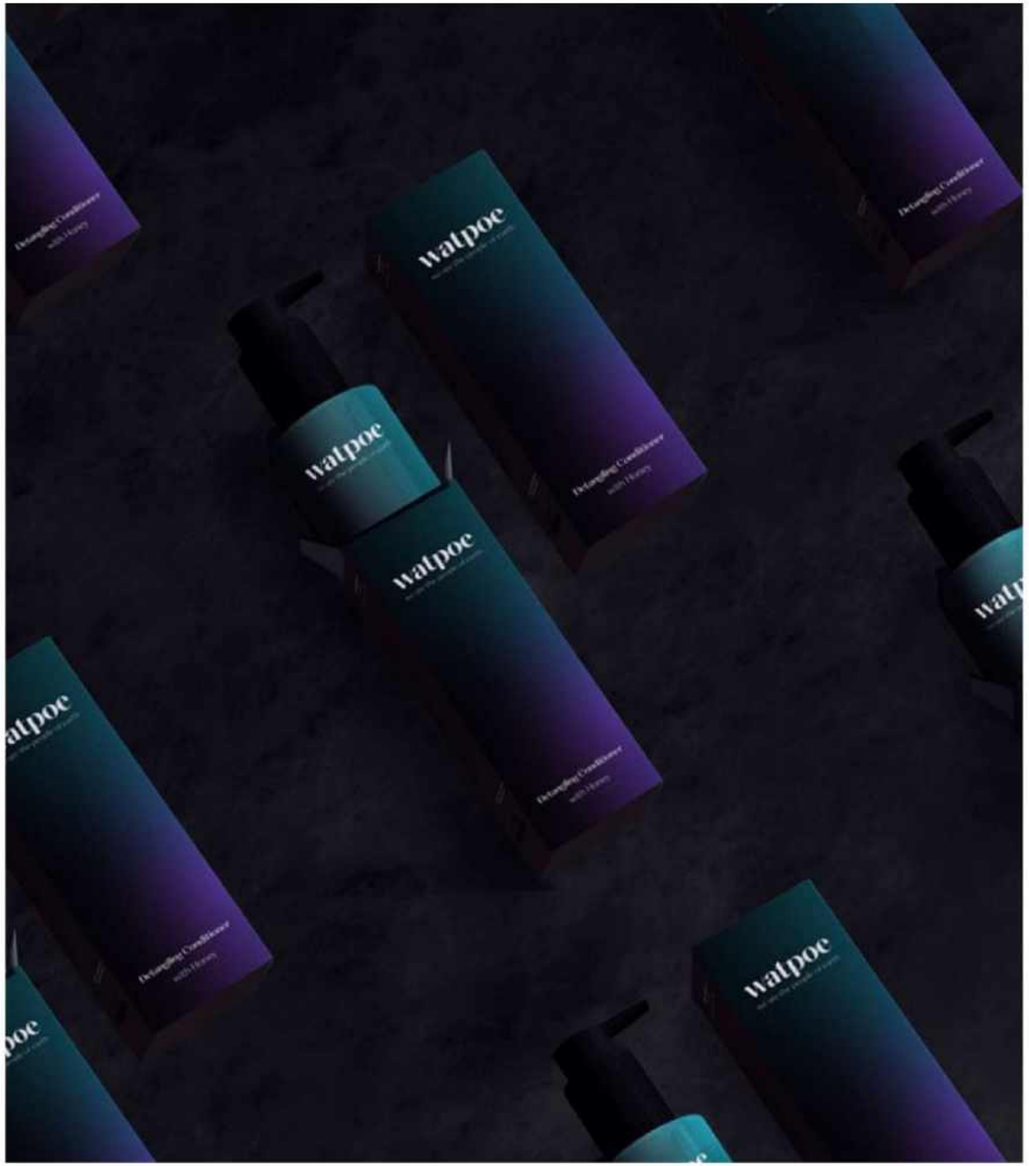



RESTAURANT
& MORE
أناكاتو
AnaKato
4km from Marassi
Try us in Sahel this Eid

PROJECT 19

WATPOE

WE ARE THE PEOPLE OF EARTH is a disruptive hair care brand, aimed at providing high quality hair care solutions and a community driven approach to sustainability that is unparalelled in this industry. We wanted to reflect this forward-thinking nature through the identity of the brand but giving it a futuristic aesthetic, whilst establishing a 'cult-like' approach to the marketing material designs. The use of gradients and calm purple and blue hues also reflects the sense of calmness and tranquility one will feel about their hair when using WATPOE products.



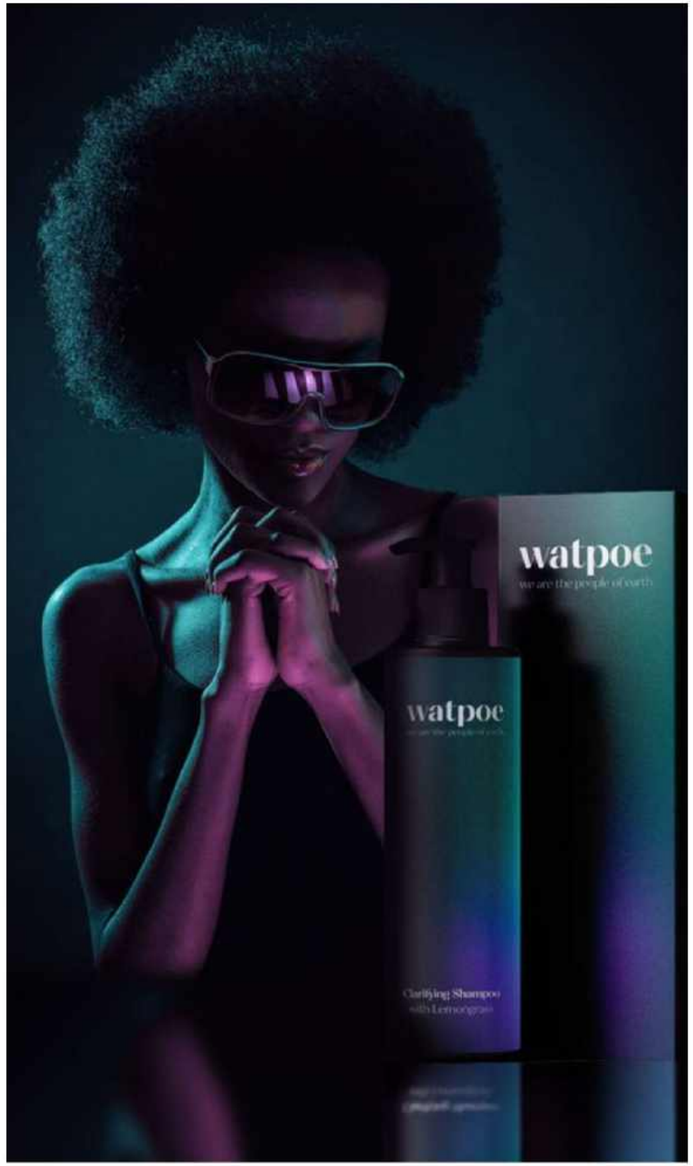

watpoe
Detangling Conditioner
with Honey


watpoe


watpoe


watpoe

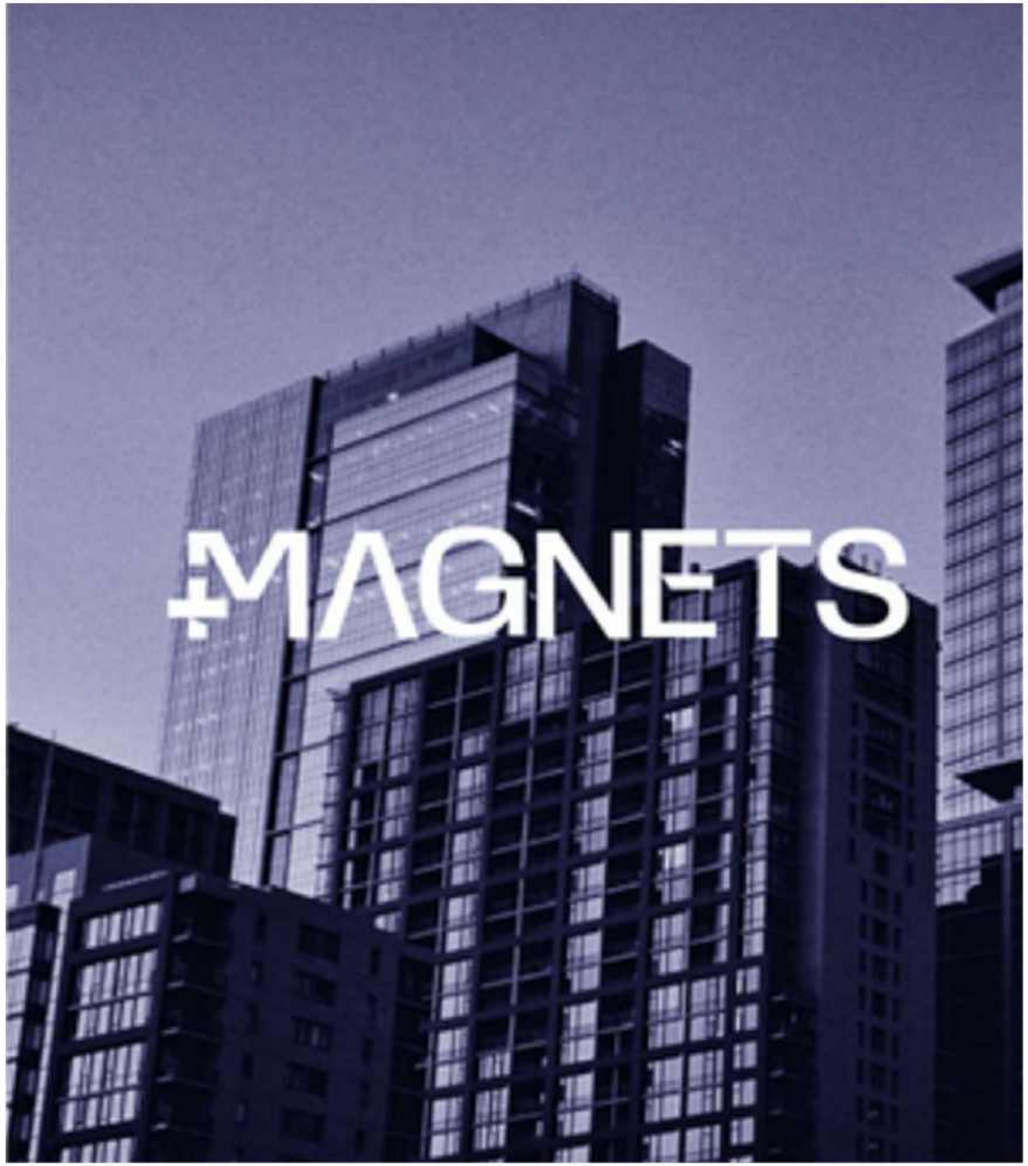

watpoe


watpoe
we are the people of earth
watpoe
Clarifying Shampoo

PROJECT 20

+MAGNETS

Magnets is a Real Estate Development Management firm that helps landlords maximize the value of their property portfolios. Acting as a dedicated development manager, Magnets oversees the entire development cycle, from land acquisition and feasibility studies to market analysis, design, costing, and sales strategy. With expertise in both residential and commercial projects, Magnets ensures financial and commercial success at every stage.

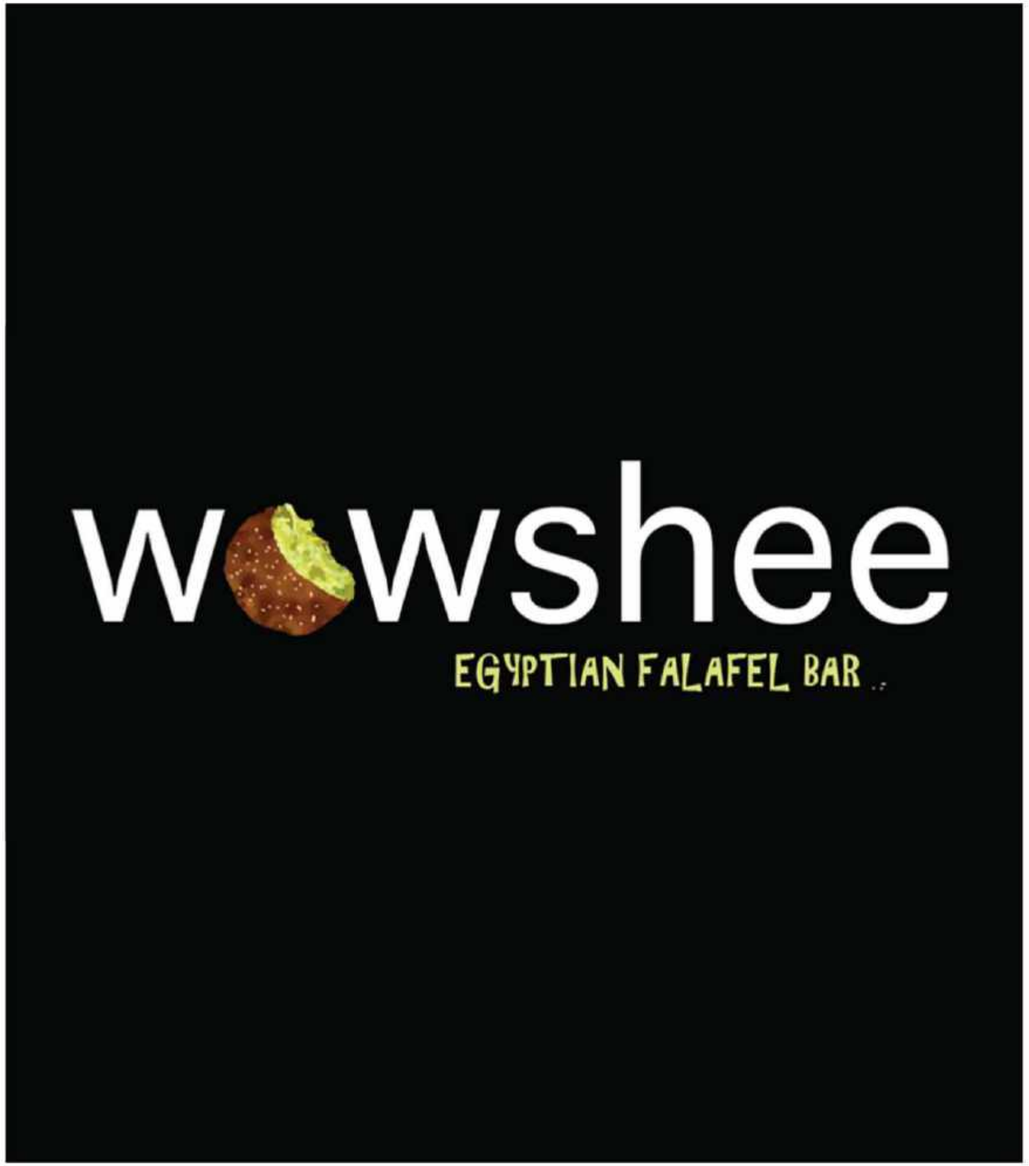


MAGNETS

PROJECT 21

WOWSHEE

Wowshee Pita Bar is a London-based, fast-casual concept specializing exclusively in Egyptian-style falafel served in fluffy pita pockets or mezza boxes. The brand delivers a distinctively authentic take on Middle Eastern street food, enhanced with freshly prepared sauces, halloumi, pickles, and vibrant toppings. Located in Soho's Berwick Street Market, Wowshee is celebrated for its crispy-on-the-outside, soft-on-the-inside falafel and large, flavour-packed portions, earning a reputation as one of London's top falafel spots.

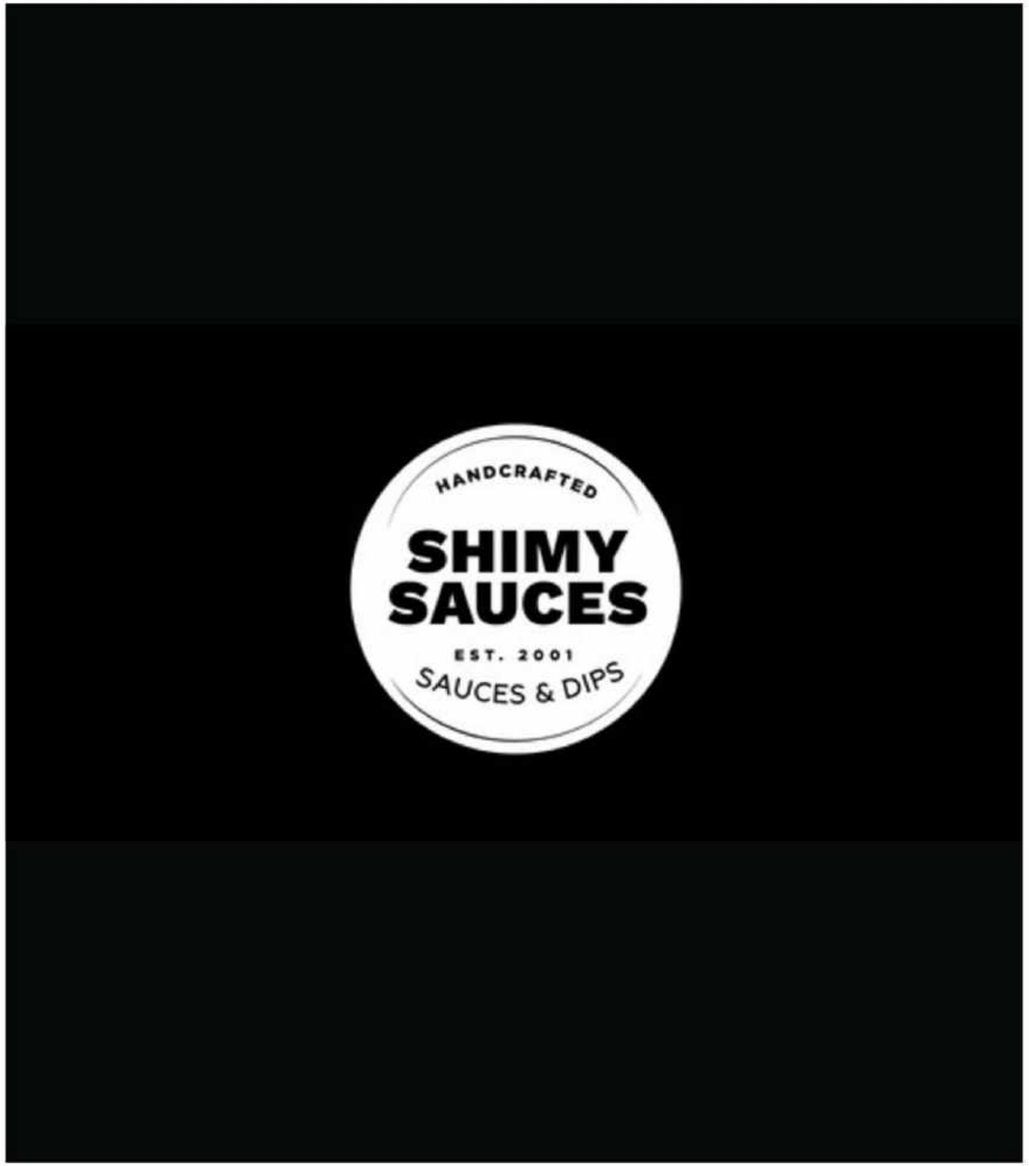



wowshee
WINNER
2019
'TAMEYA'
EGYPTIAN
FALAFEL PACK
FRESH - QUICK & EASY
Warm up in a hot oven for 3 to 5 mins or microwave for 60 secs to crispy golden perfection
Keep refrigerated and use by:
INGREDIENTS
Fava beans, green herbs, garlic, sesame seeds, coriander, cumin, salt and white pepper.
• For allergens, see ingredients in bold
5 065002 636003
SOURDOUGH
PITA
Beledi Bread
Produced and packaged by:
wowshee
Keep frozen and use by:
INGREDIENTS
Ingredients: Flour (contains gluten), salt, yeast, sugar, oil, wheat bran (contains gluten), sourdough yeast and water
• For allergens, see ingredients in bold
5 065002 636010
wowshee
WINNER
2019
SCOTCH EGG
FALAFEL
FRESH - QUICK & EASY
Warm up in a hot oven for 3 to 5 mins or microwave for 60 secs to crispy golden perfection
Keep frozen and use by:
INGREDIENTS
Egg, Fava beans, green herbs, garlic, sesame seeds, coriander, cumin, salt and white pepper.
• For allergens, see ingredients in bold
5 065002 636027

PROJECT 22

SHIMMY SAUCES

It's is a bold new brand introducing vibrant, Egyptian-inspired sauces to UK shelves. Our goal was to craft a visual identity that feels modern and minimal, while still bursting with character, just like the sauces themselves. Through a carefully considered palette, expressive typography, and playful on-pack messaging, we created a look that grabs attention and invites curiosity. The result is a confident, contemporary brand with strong shelf appeal and a clear point of view: Egyptian flavour, reimagined.




HANDCRAFTED
SHIMY SAUCES
EST. 2001
SAUCES & DIPS


GARLIC DILL MAYONNAISE
90g
HIBISCUS TAHINI
90g
ALEXANDRIAN CHILI
90g
JUTE LEAF
90g


INGREDIENTS
HANDCRAFTED
SHIMY SAUCES
EST. 2001
SAUCES & DIPS
ALEXANDRIAN CHILI
90g
100%
NATURAL INGREDIENTS
BEST PAIRED WITH
FAVA BEANS


SHIMY SAUCES
I GOT HOT SAUCE IN MY BAG!
3-PACK SAUCES
270g

PROJECT 23

FLUBBY

Flubby offers playful, feel-good sweets, from fluffy marshmallows to fruity gummy bears, cola gummies, and colorful lollipops. It's all about fun and flavour. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.


NO ARTIFICIAL COLORS OR FLAVORS
flubby
SWEET FRUITY MIX GUMMY BEARS
MIX
flubby
CKTAIL DRINKS MIX GUMMY BEARS
flubby
SODA DRINKS MIX
flubby
ARSHMALLOW

PROJECT 24

CRUMBZ

Crumbz brings a bold, savoury edge to the snack game with crunchy pretzels in unique, crave-worthy flavours. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.


Crumbz
PRETZELS
BAKED NOT FRIED


Crumbz
PRETZELS
BAKED NOT FRIED
SEA SALT
Crumbz
PRETZELS
BAKED NOT FRIED
SWISS CHEESE
Crumbz
PRETZELS
BAKED NOT FRIED
HONEY BBQ


Crumbz
PRETZELS
BAKED NOT FRIED
SRIRACHA

PROJECT 25

ONA

ONA is a premium Egyptian juice brand offering natural, refreshing, and nutrient-rich beverages. Committed to quality and wellness, ONA uses only the freshest ingredients to deliver pure, flavourful juices. With a focus on health and sustainability, it's the ideal choice for those seeking authentic, feel-good refreshment. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.


ONA
APPLE
125 ml
ONA
COCKTAIL
125 ml
ONA
GUAVA
125 ml
ONA
MANGO
125 ml
ONA
ORANGE
125 ml
ONA
PINEAPPLE
125 ml

PROJECT 26

LILO'S

Lilo's is a modern QSR fast food concept, bringing vibrant and progressive ideas to the fast food scene. The branding and colour palette aims to make the food more vibrant and attract customers from different demographics.

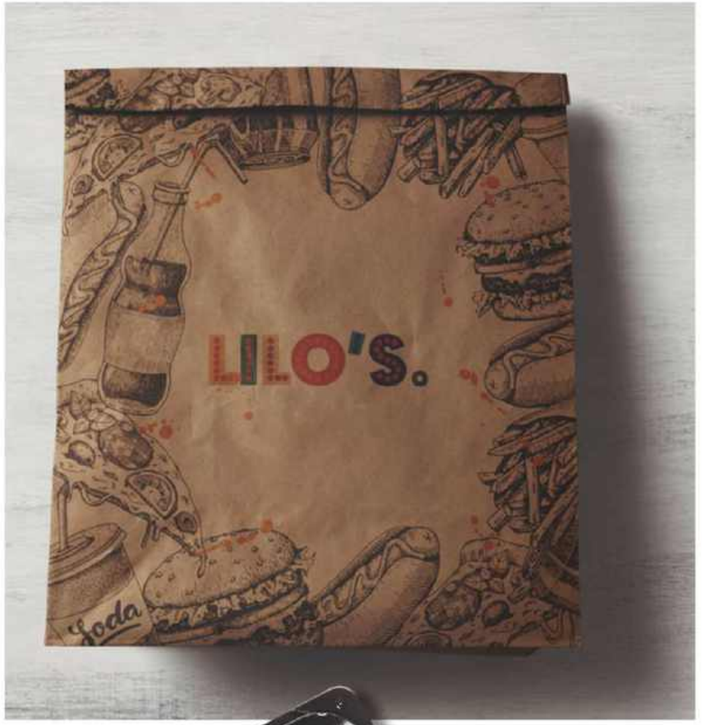
LILO'S.


IN TOWN
LILO'S.
Delicious
LILO'S.
LILO'S.


LILO'S.


LILO'S.
The best
IN TOWN
Yoda


LILO'S.
The best
N TOWN
LILO'S.
The best
N TOWN


LILO'S.
Yoda


The best
BURGER
IN TOWN
LILO'S.
LILO'S.


LILO'S.
green leaf
lettuce
sweet onion
fresh
tomatoes
cucumber

PROJECT 27

HONEY 45

Honey 45 is a natural honey brand from Egypt that began as a family tradition, sharing high-quality honey with loved ones. Born from that same care and commitment, the brand continues to offer pure, uncompromised honey made with the same standards they trust for their own family.


HONEY45
ORANGE BLOSSOM


HONEY45
• 100% NATURE'S WORK •
BANANA BLOSSOM


HONEY45
LIMITED EDITION
CONOCARPUS BLOSSOM

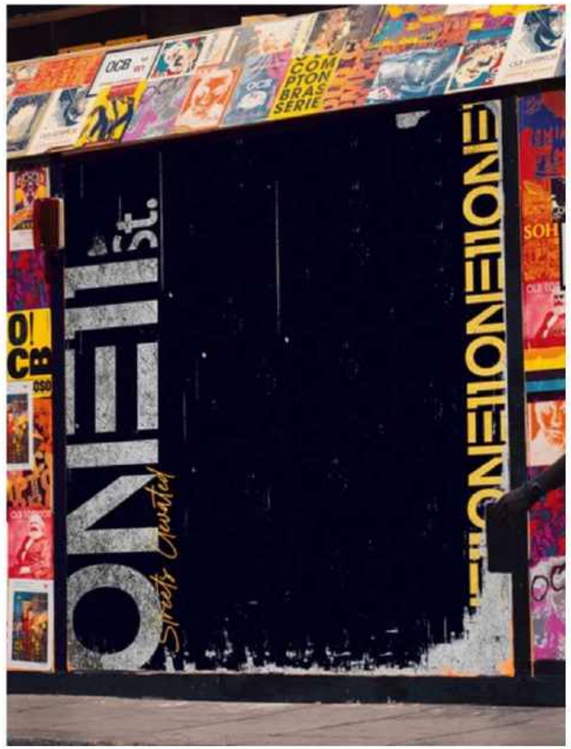

HONEY45
• 100% NATURE'S WORK •
CLOVER BLOSSOM

PROJECT 28

ONE 11

The fashion industry is evolving as we see it, with brands shifting their focus more on the GenZ demographic. One11st. aims to showcase this appeal through a streetwear aesthetic and bold branding that helps to catch the eye. The use of yellow, white & black is symbolic of the road markings that we see on our streets.


ONE11


ONE11st.
Streets Country
COMPTON BRASSERIE


ONE11


ONE11st


ONE

PROJECT 29

ALVEARE

Alveare means hive in Italian. We wanted to create a brand that channels the aesthetics of alternative living and showcasing the benefits of living a 'balanced' lifestyle; through a simple and clear minimal approach. To portray the essence of "balance" we opted for a visual relationship with the art of stacking stones that is symbolic of achieving optimum balance. We depicted this in a sleek logo that also subliminally emobodies a person achieving inner balance. The brand has several sectors such as the residential, hotel and farm to table side. With the use of creative wayfinding signage we managed to achieve a cohesive relationship between all these elements.


Alveare.
Lettuce
A WAY TO FRESHNESS


Alveare.
alternative living

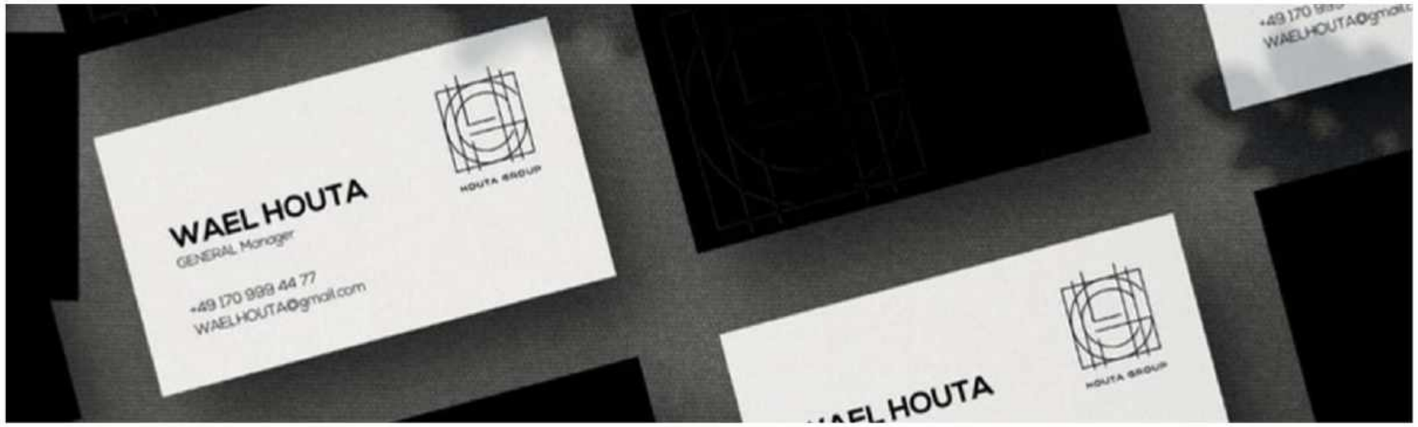
PROJECT 30

HOUTA GROUP

This family business needed a rebranding after 30 years of operating. The new branding has a minimal approach and showcases the endless possibilities and opportunities the business has through the geometric approach.


HOUTA GROUP


Wael Houta
General Manager
HOUTA GROUP

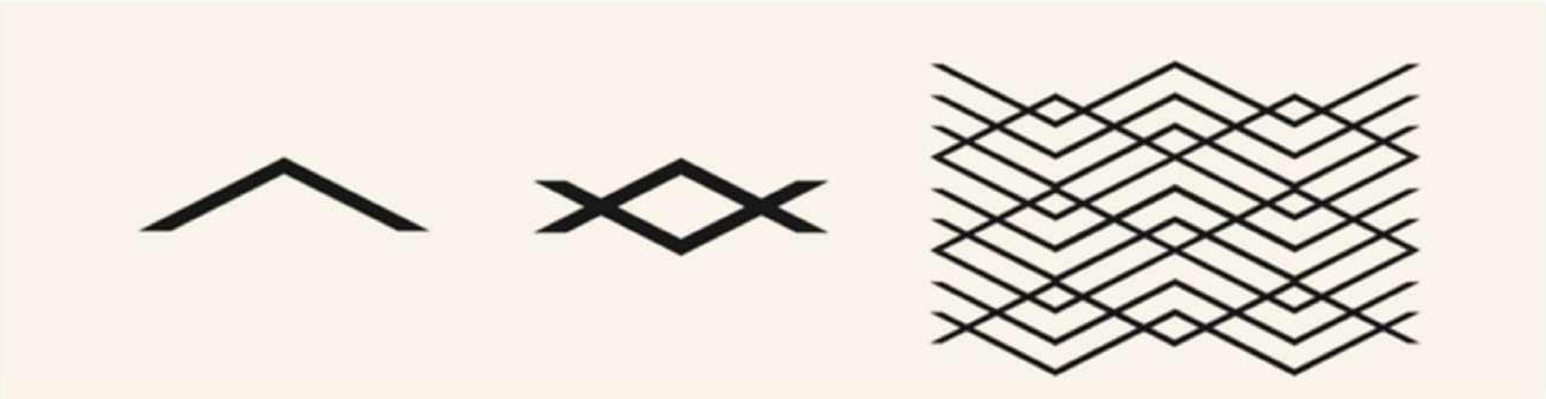

WAEL HOUTA
GENERAL Manager
+49 170 999 44 77
WAELHOUTA@gmail.com
HOUTA GROUP

PROJECT 31

BEYOOT FURNITURE

Beyoot Furniture is an Egypt-based home furnishing brand known for its vibrant, design-forward collections and in-house craftsmanship. With a dedicated production line ensuring exceptional woodwork quality, Beyoot offers a wide range of furniture and home décor. Blending global sourcing with original designs, the brand delivers distinctive, story-rich pieces that reflect both current trends and timeless character. Beyoot stands out for its evolving style, customer-first philosophy, and commitment to quality and value.

FURNITURE
BEYOOT




FURNITURE
BEYOOT


FURNITURE
BEYOOT
FROM VISION TO SOLUTION

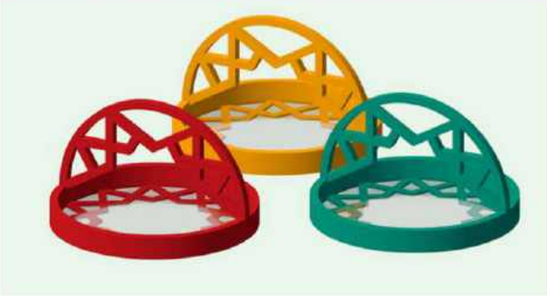
PROJECT 31

TABALI

Tabali Bistro is a modern Egyptian eatery serving elevated takes on local street food classics like foul, ta'ameya, feteer, and hawawshi. With multiple locations across Cairo and the North Coast, it blends authentic flavours with fresh ingredients and a bold, contemporary vibe, making it a go-to spot for comfort food with a modern twist.

طبالي

TABALI • ORIENTAL BISTRO




طبالي


طبالي
طبالي


طبالي


TABBY
MEAL
TABBY
MEAL


لمتنا
على طلبتنا
وبالمنا وقلقنا
طيبالي
19061


19061


19061

PROJECT 32

INIZI FURNITURE

It's is a modern furniture brand for B market segment customers seeking affordable luxury furniture. We wanted to give it an upmarket modern Italian austhetic that resonates with some of the prominent furniture brands operating in this field. The icon is also created so that it can be places on the furniture pieces or etched in the wood or even as a tag on the fabric as a symbol of quality and modern design.

INIZI FURNITURE
BY DAMAK


INIZI FURNITURE
INIZI FURNITURE


INIZI FURNITURE
INIZI FURNITURE
Ezz El- Damak
Co-Founder of Inizi
Ezz@gmail.com
011 12 1210 80 - 011 43 1111 69

PROJECT 33

ZERO SUGAR

Zero Sugar by Ketonista is a trusted destination for sugar-free living, designed especially for diabetics, keto followers, and anyone cutting sugar from their life. From ice cream to biscuits, jams, and more, the range delivers indulgent taste without the sugar spike.

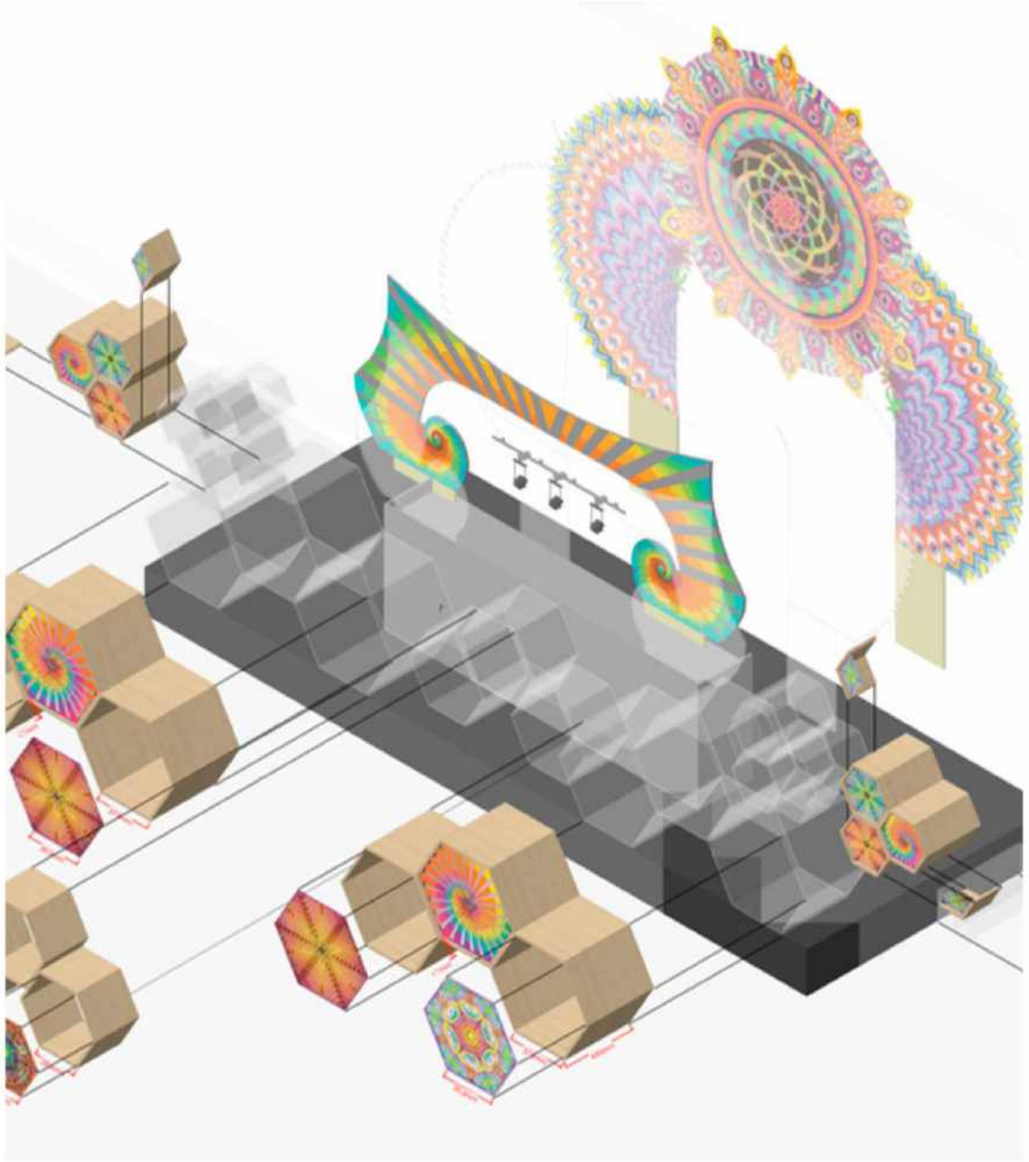
ZERO SUGAR
BY KETONISTA

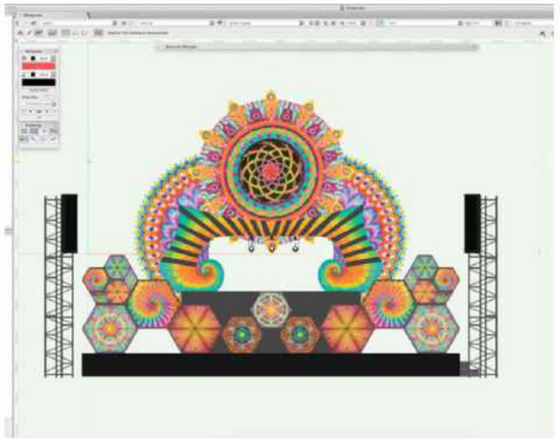
ZERO
SUGAR
BY KETONISTA

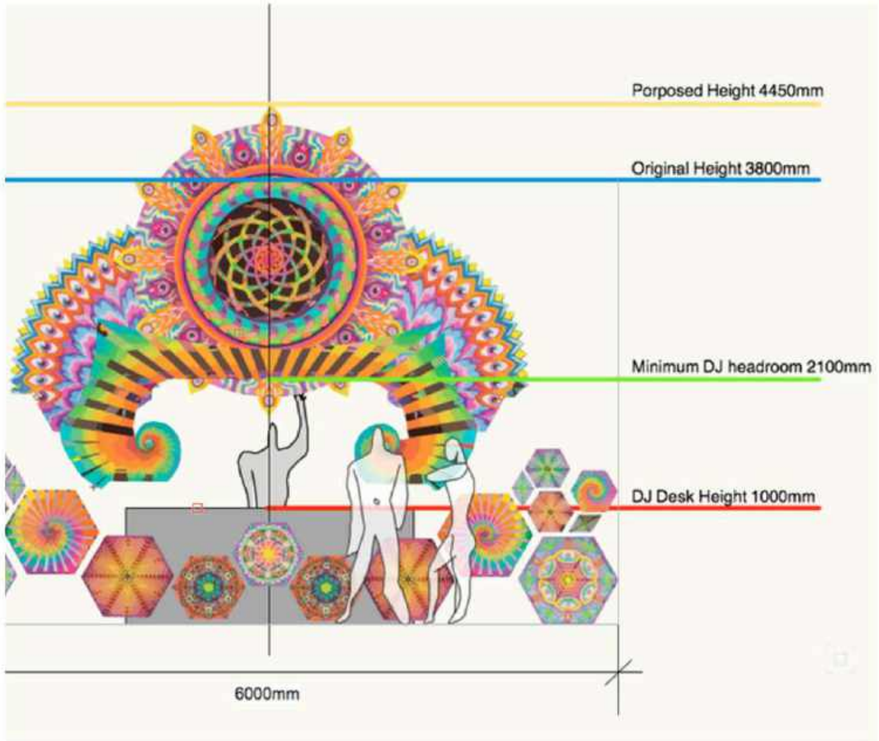

ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
VANILLA ICE CREAM
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
PEANUT BLONDIE
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
OREO AND CREAM
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
LOTUS ICE CREAM
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
BLACKBERRY GREEKO
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
STRAWBERRY CHEESECAKE
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
PISTACHIO ICE CREAM
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
CARAMEL PECAN
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
COFFEE ICE CREAM
ZERO SUGAR
SUGAR FREE · GLUTEN FREE
80 KCAL.
2.2G KETO
TRIPLE CHOCOLATE

PROJECT 34

STAGE SET DESIGN



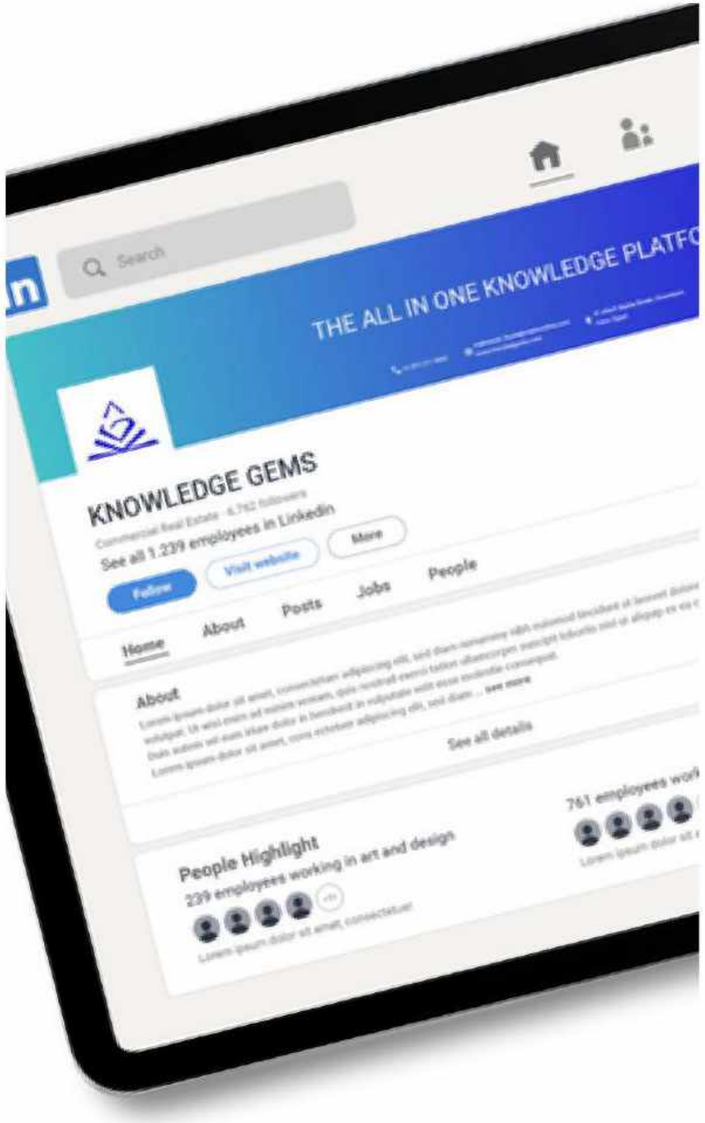



Porposed Height 4450mm
Original Height 3800mm
Minimum DJ headroom 2100mm
DJ Desk Height 1000mm
6000mm

PROJECT 35

KNOWLEDGE GEMZ

Knowledge Gemz is an Egyptian online educational platform that streamlines access to information and collaborative learning. We wanted to reflect the 3 elements of this platform (the book, the Gem/Diamond and the mouse click) in a sleek and modern logo encapsulated in the shape of a pyramid. This logo icon was also used as a pattern for the brand assets. The choice of the colour blue also reflects the tech aspect of the business.



KNOWLEDGE**GEMZ**

PROJECT 36

CREAM'ME

This is a natural creams and cosmetics brand that is focused on high quality products. The branding (aimed at a female market segment) is simple yet elegant and easy to understand.


CHARCOAL SOAP
SHIN'NE
NATURAL SOAP WITH
OLIVE OIL AND ALMOND PEELS
80 GRAMS


Cream'me
TAST'TE
LIP BALM · NATURAL SKINCARE 100% · ORGANIC INGREDIENTS · MOISTURIZING VANILLA


Cream'me
TAST'TE

PROJECT 37

KIKOI

A clothing brand inspired by the central african patterned fabric and African relics.


FOR TODAY.
AND EVERY DAY.

PROJECT 38

SALE SUCRE

Salé Sucré stands out as a high-quality patisserie brand in Egypt, blending French craftsmanship with regional flavors. With its broad pastry portfolio, event-ready cake options, and expanding regional footprint, the brand has built a reputation for accessible indulgence and reliable service.


SAL SUCRÉ
Pâtisserie
حلاوة
المولد

PROJECT 39

ALBERI

A flavours brand that wishes to compete with some of the top flavour brands globally through it's minimal and colourful approach.


Alberi
Hazelnut
Alberi
Vanilla
Alberi
Caramel


Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Strawberry
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Pineapple
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Peach
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Passion Fruit
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Mixed Berries
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Mango
1L
FRUIT PURÉE
Alberi
FRUIT PURÉE
Alberi
PREMIUM GOURMET TASTE
Blueberry
1L
FRUIT PURÉE


Alberi
SAUCE
Alberi
PREMIUM GOURMET TASTE
Caramel
1L
SAUCE
Alberi
SAUCE
Alberi
PREMIUM GOURMET TASTE
Chocolate
1L
SAUCE

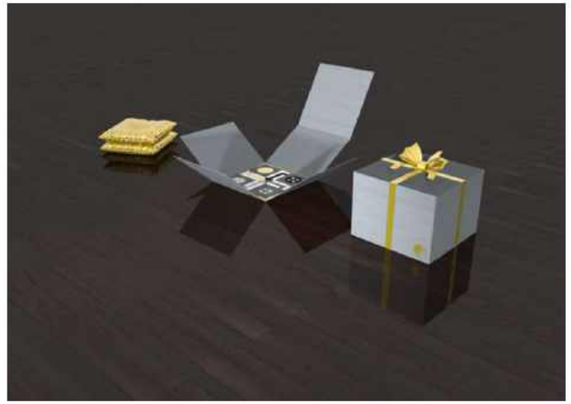

Alberi
PREMIUM GOURMET TASTE
Chocolate
1kg
FRAPPE POWDER
Alberi
PREMIUM GOURMET TASTE
Vanilla
1kg
FRAPPE POWDER

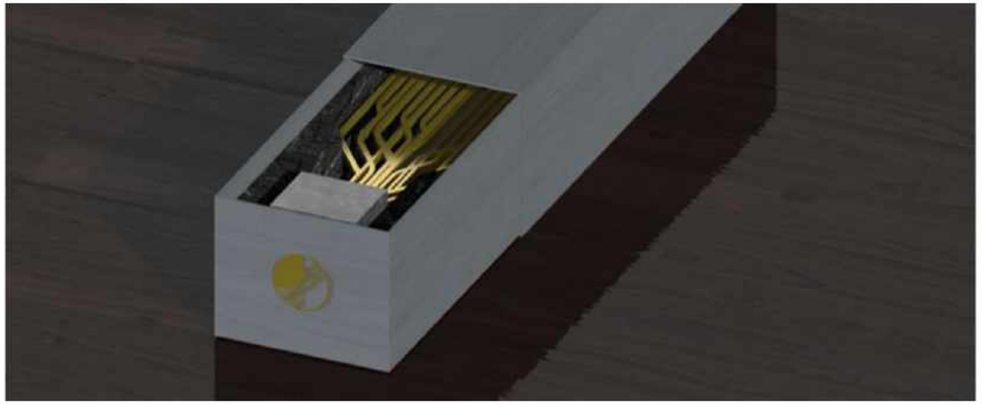
PROJECT 40

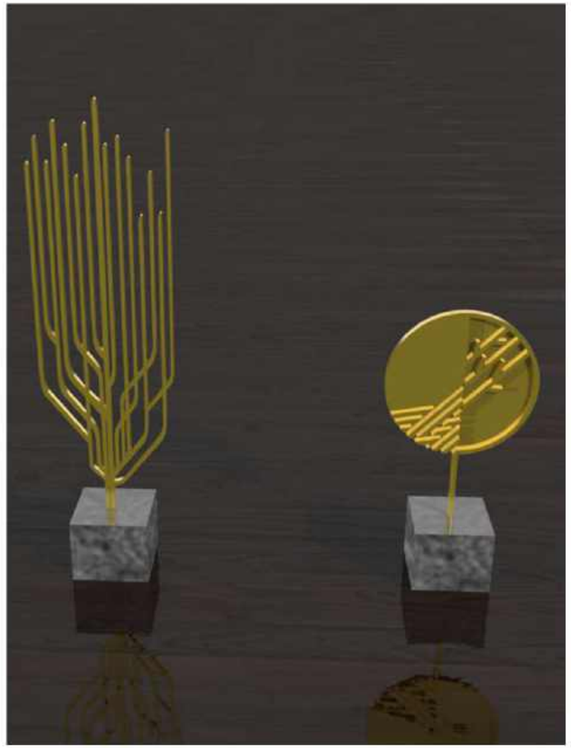
ODA FURNITURE

Egypt's now leading furniture brand.

ODA
FURNITURE








Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
ODA COLLEZIONE


ELEVATING THE STANDARDS
OF LUXURY LIVING
ODA
ODA
FURNITURE