

M.SOU

BE YOU



► HISTORY

We Have Come Along Way Since 1988, When We Started Out As A Small Family Business In A Workshop Making Women's Clothing Specially Dresses, We increased the number of franchises in 2000. in 2016 We Launched The first branch in Morocco

To Do So Effectively They Must Sense Changing Trends And Listen To Daily Feedback From Our Stores And Sales Teams .

MSOU Garment For Product Lines are manufactured within the factory and outside factoryess .

The Plant Is Recognized As One Of The Best Garment Manufacturing Facilities In Egypt .



► VISION

Go in International and National Expanding Without Limit.

► MISSION

The Passion of Fashion Easy In Your Hand To Reach All Women In The Family Nearest Place.

► VALUE

Search & Development are The Two Important Arms of Any Business, Which Make It Grow Faster, And That What We Are Planning For.

By Always Looking To Improve The Precision And Efficiency of Our Production Model, We Can Offer A Huge Variety of Tough Quality Fashion Articles .

Customer is The Only Factor Which We Believe In, This Customer Focus Always Leads To Success .



► MSOU TEAM

MSOU garment acting on the ground with the best teams in egypt including more than 400 employees between admission teams & production teams for many phases starting with cutting & bsewing, going to produce a garment piece, on time .

Our Design Teams Of Individuals Translate The Desires Of Our Customers Into The Fashion In Our Stores This Demands More Than Just Raw Creativity It Also Requires Accuracy, Attention To Detail, Analysis, Instinct, Insight And Simple Human Empathy-Because Our Designers Have To Know And Understand Our Customers Inside Out .



► MANAGING PRODUCT LIFECYCLE FROM END TO END

MSOU connects planning, design, development and sourcing teams . Line planning and workflow are associated with calendar milestones and assortment plans to help companies better control schedules, resources, and cost, as well as handle complex relationships with external suppliers. Visibility, collaboration, streamlined planning, development and sourcing activities are optimized.



► BOOSTING INNOVATION WITH DESIGN

Products begin in the mind of a designer, but the success of a new collection relies on balancing creativity, brand ethos and business needs. Professional level creative technologies can help turn ideas into final products. MSOU's design solution keeps design teams focused on creative activities, MSOU provides a full range of process-oriented solutions that drive innovation needed for newness and topline growth.



► A DESIGN TO COST APPROACH

Maintain product quality and reduce production lead times, early decision-making during collection conceptualization and development is key. With MSOU's Design to Cost approach, combining design, product development and marker-making, fashion companies can analyze early on the cost options generated by pattern and textile design changes made to a product.

