

ISI



History

We have come a long way since 1988. Msou started out as a small family business- a small workshop producing women's clothes that specializes in dresses.

33 years later, Msou now has a Factory recognized as one of the best clothes manufacturing facilities in all of Egypt- equipped with ensuring every step of the manufacturing process is met, from a design on a piece of paper to products ready to be delivered in our stores- with over 20 stores spread throughout the Republic of Egypt.



Vision

Reach women over the world
Expand without limits

Mission

Add Elegance to women's clothes
Place Affordable fashion in Women's hands

Values

Research & Development is the most vital stage in any business- which makes it grow faster- that is why we always look to improve the precision and efficiency of our production model. We can offer a huge variety of tough quality fashion articles

Our Customer's Satisfaction is what matters to us. Being Customer-Centric always leads to success.



M. SOU Team

With over 400 employees spread out in Executive, Design, Production and Sales departments, Msou makes sure all our products are made of the highest quality and delivered to our beloved customers in the best form possible

Our Design teams are experts at translating our customer's desires into affordable products to be worn by our beloved customers. This requires more than just raw creativity, this requires accuracy, attention-to-detail, analysis, instinct and simple human empathy, as our Designers need to know and understand our customers inside out



Managing Product Lifecycle From End-To-End

M.SOU intertwines planning, design, development and sourcing teams. Line planning and work-flow 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

MSOU's design-solution keeps design teams focused on creative activities, by providing a full range of process-oriented solutions that drive innovation needed for freshness and topline growth



A Design-To-Cost Approach

Maintaining product quality and reducing production lead times, early decision-making during collection conceptualization and research and development is the key.

With MSOU's Design-to-Cost approach, combining design, product development and marker-making, we are able to analyze early on the cost options generated by pattern and textile design changes made to a product, then decide on the best approach to produce our products.

SELF LOVE MADE BY M.SOU
Self
LOVE



SELF LOVE MADE BY M.SOU ©

Elevated

ELEVATED MADE BY M.SOU



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Dec-Tales

ACCESSORIES MADE BY M.SOU



BLINGS MADE BY M.SOU ©

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