# ANYWHERE

**ANYWHERE BRANDING COMPANY / COMPANY PROFILE / PIONEERING EGYPT'S FULLY INTEGRATED BRANDING & PRODUCTION HOUSE**




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# 00 | INTRODUCTION

Anywhere Branding Company is Egypt’s first fully integrated branding and production house.
Since 2009, we have transformed creativity into impact, combining design and production under one roof.
With a legacy of innovation and a passion for excellence, we have empowered hundreds of brands, shaped industries, and left a timeless mark on the market.



# 01 | ABOUT US

Founded in 2009 by Kamal Mourad, former owner of MAM Fashion Stores, Anywhere began as a specialized uniform agency.
With the addition of co-founders Rawa Kamal and Layal Kamal, the company expanded into a full-service creative powerhouse, offering branding, design, and large-scale production.

We are proud to be the first company in Egypt to merge design and production services, covering the complete cycle from concept to execution.
Everything we create is designed and produced in Egypt, by Egyptians, reflecting our belief in local talent, craftsmanship, and innovation.

Over the years, Anywhere has grown into a trusted partner for more than 1,000 clients, including leading brands, multinational corporations, hospitality giants, and creative agencies.

# 02 | LEADERSHIP

## Leadership Philosophy

At Anywhere Branding Company, leadership is more than management It is vision, creativity, and precision working in harmony.

Our founder, Kamal Mourad, sees Anywhere as an empire built on creativity and Egyptian pride, where legacies are crafted and boundaries are redefined.

Our co-founder, Rawa Kamal, brings passion and imagination, shaping design into a force that inspires daily life and empowers entrepreneurs to dream bigger.

Our co-founder, Layal Kamal, is the detailer and problem-solver, ensuring that every vision is executed with purpose, balance, and perfection.

Together, they embody a philosophy that transforms challenges into opportunities, design into impact, and ideas into timeless realities. Their collective vision is the driving force that has made Anywhere not just a company, but a movement, because Anywhere is Everywhere.

# 02 | LEADERSHIP

## Founder’s Quote – Kamal Mourad



“This foundation is my empire and creativity is my passion. Anywhere was built on Egyptian talent and pride, growing from uniforms to full-scale branding. We don’t just create products,we create legacies. Anywhere is not just a company, it is a vision… and Anywhere is Everywhere.”

# 02 | LEADERSHIP

## Co-Founder’s Quote – Rawa Kamal



“This company carries the essence of my passion, creativity, and belief. For me, everything begins with design, it is the language through which we shape visions and transform everyday life into something meaningful and inspiring. I am committed to building a future where entrepreneurs thrive, and where every detail we create is crafted to be impactful, timeless, and unforgettable.”

# 02 | LEADERSHIP

## Co-Founder’s Quote – Layal Kamal



“I am the detailer,  the bridge between vision and execution, where every detail matters. I bring balance, precision, and purpose, ensuring that everything finds its right place. For me, this company is about serving through problem-solving, turning challenges into opportunities and ideas into reality.”

# 03 | VISION

To continuously expand our services and departments ensuring that our clients find every creative and production solution under one roof.
We strive to deliver faster, smarter, and more impactful results that strengthen our clients' presence and growth.

# 04 | MISSION

To provide creative and fully integrated branding and production solutions that empower our clients to grow their businesses. We exist to help brands realize how much their identity matters, to exceed expectations, and to build strong, lasting impressions in every industry we serve.

# 05 | SERVICES

## What we do

- Branding & Identity Design
- Uniform Design & Production
- Textile Design & Production
- Interior & Exterior Design
- Furniture, Lighting & Tableware Design and Production
- Packaging Design
- Website & Application Design
- Greenery & Artificial Plants Design & Production
- Accessories, Placemats, Menus & Home Décor
- Printing
- Large-Scale Production & Manufacturing



# 06 | CLIENTS

We proudly serve **more than 1,000 clients** across industries, from hospitality and retail to multinational corporations and local startups.

Key Clients Include:

**Mercedes-Benz, Unilever, Amazon, Zooba, Jumia, Talabat, Lipton, Pyramisa, V Hotel, St. Regis, Ladurée, Pier 88, MO Bistro, Al Mehwar Hospitals, Bloom Pharmacies, and many more.**

We are also trusted by leading design agencies such as Alchemy, The Design Avenue, and Nadia Salem, producing exclusive products that bring their creative visions to life.

# 06 | CLIENTS


talabat
JUMIA
amazon
B.TECH
Nestlé
SOUQ
an amazon company
FLO
ZÖÖBA
mobília
ZANUSSI
Fine
FARM FRITES
Lipton
NOKIA
Unilever
EFRE SHLI
CITROËN
NISSAN
BirdNest
bistro
GOODNESS SINCE 2002
MONKEY
OLIVO
PIER 88

# 06 | CLIENTS


7up


Hilton


مدارس مصر للغات
MISR LANGUAGE SCHOOLS


NOLA


ODORIKO
/Odorikoeg


BIBLIOTHECA ALEXANDRINA
مكتبة الإسكندرية


The American University in Cairo


STEIGENBERGER
HOTELS & RESORTS


Malahy


PALM HILLS
DEVELOPMENTS


KhaledTahoon
Designs


بيت ناديا
BEIT NADIA


Alchemy


DESIGN
AVENUE


crave


Qahwa


PYRAMISA
HOTELS & RESORTS


HOTELS


GHABBOUR AUTO


TAIYAKI
鯛焼き


LADURÉE
Paris


Business Square


BRILLIANCE


ST REGIS
HOTELS & RESORTS

# 06 | CLIENTS


Seven Fortunes
COFFEE ROASTERS


مستشفى المحور
ALMEHWAR HOSPITAL


Don Bisho
est.24


Crispers


KHU
FU'S


ONE OAK
CATERING


SEA GULL
RESTAURANTS


PIZZERIA
JIMMY'S
EST.2017


ALDAU
VILLAGE MALL


POTTERY
CAFE
SINCE 2002


VARIEGATO
Artisanal Gelato


rierac.


FOU
FA'S


PÀO
BOBA & MORE
波巴


Dough
Boys


SACHI
RESTAURANT


SOCIAL
SPECIALTY COFFEE


villa
lucca


M
ez
ze


BALBAA


PORTA
D'ORO


Juma


Bagit
daily mart


Medekari

# 06 | CLIENTS


fawry


ASTRO
PAINTS


GOLD'S
GYM


TABOON
URBAN LEBANESE KITCHEN


NEBET


Bulcher's
Burger
meat yourself


Spaghi
TRATTORIA


LATINO


malakite
ASIAN FOOD


azuquita


القاهرة
Cairo
30


PASTAYA


BUFFALO
BURGER


CHICKEN
& RIBS


Ralph's
GERMAN BAKERY


Lebanero


eglobal


Pappa Roti


Juan
Valdez


STORIA


casa
TALIA


Maze
ROOF RESTO




سعودي
SEOUDI
SINCE 1938

# 06 | CLIENTS


elle
cosmetics


MOOD
for your Wanderlust


KIKI'S


Captain's
Hotel


BiznEX


URBAN
STATION


Zóntáyá


THE
BATTER
HALF
& CO


bloom


thepinkelephant


chili's


EL TORR


CRAFTED GOODNESS
the Milkman
SINCE 1996


Tradeline


IL
DIVINO
PIZZERIA
WOOD OVEN PIZZA


BROWN
NOSE
SPECIALTY COFFEE
ROASTERS




bouchée


EL-TARZY


CINNABON


BOCCA
Eatery & Social House


WILLOW'S


Zia Amelia


MANTRAC
CAT

# 07 | PROJECTS

## Laduree Furniture



LaDuree chairs



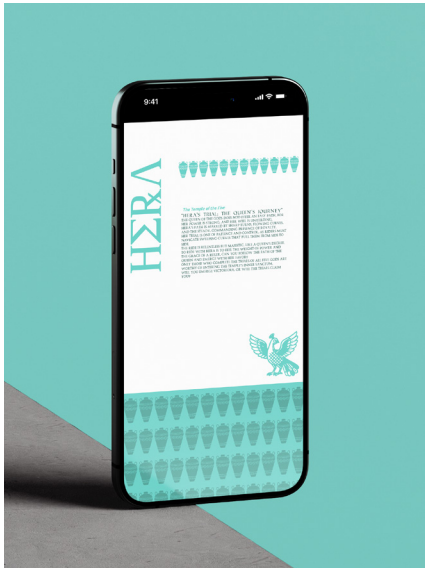
Potted plants



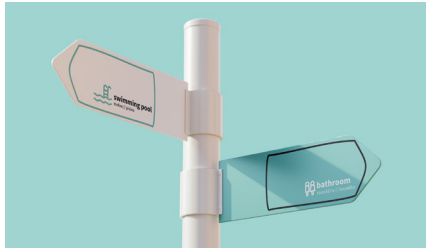
LaDuree chairs

# 07 | PROJECTS

## Vclouds branding




rides app






branding




Uniform

FOLLOW US ON INSTAGRAM TO EXPLORE OUR NEWEST PRODUCTS, PROJECTS, AND CREATIVE UPDATES @ANYWHEREBRANDINGCOMPANY

# 07 | PROJECTS

Crispers rebranding




packaging






branding



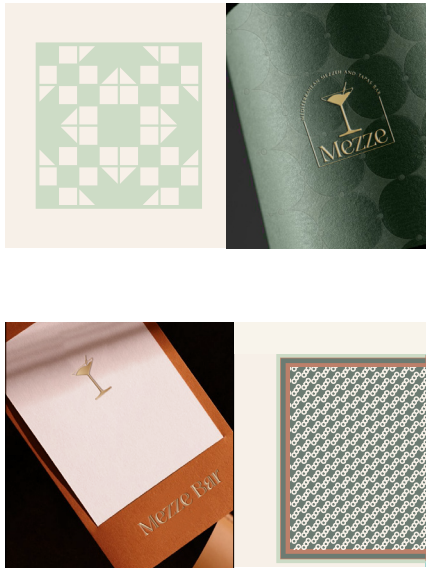

Uniform

# 07 | PROJECTS

Mezze branding and production




Signage




branding



Uniform

# 07 | PROJECTS

Lighting








# 07 | PROJECTS

## Furniture







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# 08 | LOOKING AHEAD

Looking ahead to 2026, Anywhere will expand into the **retail market** with online and physical shops. This new chapter will allow us to serve not only businesses but also individuals, bringing customized and creative products directly to consumers.

Our future lies in bridging B2B and B2C markets, all while continuing to grow Egypt's creative economy with products **proudly made in Egypt**, by Egyptians.

# 2026

# 09 | CONTACT

- Instagram: @anywherebrandingcompany
- Facebook: @anywherebrandingcompany
- E-mail: Job.anywherebranding@gmail.com
- Location: Anywhere Branding Company

THANK YOU FOR EXPLORING OUR JOURNEY. TOGETHER, LET'S BUILD LEGACIES, SHAPE INDUSTRIES, AND PROVE THAT ANYWHERE IS EVERYWHERE.

PREPARED BY **ANYWHERE BRANDING COMPANY**