



*Fashion
That
Speaks
your
Thoughts*



The Group

*“Our Integrity Unwraps
the Strength of our Business”*



Gerges Group



Established in 1999, Gerges Group is the owner of leading franchise retail concepts in Lebanon. From Camomilla, Cannella, Giorgia & Jhons, Sorbino, Axara, Misspoem, AVVA and Bruni Collection, to several outlet stores, we have managed in over a decade to become home for the most reputable brands around the world.

With 10 stores operating nationwide and more than 70 employees striving daily to exceed the expectations of our clientele, our aim goes beyond selling brands to helping you channel your inner fashionista. Highly qualified with a huge passion for fashion, our team knows that fashion is much more than an image and looka. It's a statement!

With this in mind, Gerges Group exerts every effort to provide you with the products that best speak your thoughts. We have taken upon ourselves the mission of making fashion an accessible luxury to everyone. We have set our eyes on making Gerges Group the name for fashion brands and more...

From left:

Tony N. Gerges (General Manager)

Nicolas Gerges (CEO)

Tony Gerges (CFO)

Fady T. Gerges (General Manager)



Mission Vision & Values

*“With all this in mind,
Gerges Group exerts
every effort to provide you
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speak your thoughts “*

Our Mission is to make fashion an accessible luxury to everyone. If commerce is our job our aim however goes beyond selling brands. We plan to unleash the inner fashionista in every person. This can be achieved by providing the chance for every fashion lover to easily access enjoy and acquire our products.

With a huge passion for fashion our Vision to become leaders in the global retail landscape focusing on strategic growth in the international markets where we could implement our goals and fulfill our values. Backed with our highly qualified and motivated personnel, we know that we are on the paths of success.

Our Value propositions are founded on solid ground and enclose the esteemed headings of integrity, excellence & respect of humanity and the environment.

Our line of conduct is guided by Integrity and moral principles. We respect our business partners and strive to achieve mutual benefits.

With more than 15 years in our field of business, we are on an everlasting quest for continuous improvement. We promote a high-performance culture in our premises and work to ensure long-lasting Excellency.

With our planet on the brink of global environmental catastrophes, we are guided by a tough and thorough ecological approach .



Our Objectives



With more than a decade of business development in the local market, Gerges Group started implementing new strategies to sustain the Group growth and solidly its basis by expanding to new marketplaces.

Financially we target to keep on increasing our profits mainly by increasing our sales and competitive advantage by launching new ventures, decreasing the company's expenses as well as focusing on improving Gerges Group overall productivity.

We also work on perfecting our customer relationship by appreciating our clientele loyalty and expanding our sales to different markets to attract new clients. We are always up and active to improve our customer service approach.

With a workforce of more than 70 employees we follow strict operational procedures, where we emphasize on continually refining internal processes to realize maximum efficiencies. Our philosophy capitalizes on human resources and leaderships.

“We foresee the future as a bright milestone to fulfill our vocation”



Corporate Culture



From the beginning Gerges Group has embraced a management style to efficiently conduct its business and the growth that was soon to be expected. Consequently our corporate culture was born which was to be a quoted leading example in the local retail business scenery.

We treat our employees as genuine family members. The head administration is always listening to the needs of the staff. We trust our individuals own motivation to work, hence we capitalize on their ability to achieve leadership and fulfillment in their everyday jobs and tasks.

We always accept our responsibilities, we delegate only when necessary, and we are always able to come with firm decisions.

We protect and enhance our clients' reputations, as well as those of our colleagues. We know our company, its values and its brands. We always raise impeccable professional ethics.

We work to achieve our targets with an ever-watchful eye to commercial viability. We expect commitment from ourselves as well as from our dealers. We promote initiatives and learn from our mistakes.

Most importantly we are honest with our customers. Nothing strange. It's in our Nature!

Our Brands

CAMOMILLA
italia

CANNELLA

Giorgia & Johns

BRUNI
COLLECTION

SORBINO

bwei

AXARA
PARIS

miss poem

AVVA



Our Brands

ITALY



CAMOMILLA

italia

Camomilla Italia was established in 1974 as a women fashion and accessories brand.

The distinctive elements of Camomilla Italia products are quality and Italian style; the main mission is telling women's stories through a dress, a detail or an accessory.

A quest for style, a high level of professionalism in sales and experience in the sector are the guidelines of Camomilla Italia which now manage 170 stores.

Camomilla Italia... A unique style based on simplicity and elegance, a mood that is an unmistakable blend of incisiveness.

www.camomillaitalia.it





Our Brands

ITALY



CANNELLA

Established in 1983, the “Organizzazione Grimaldi S.p.A.” is engaged in the production and sale of women’s wear. In 1993, after many years of local experience it registered its own brand: Cannella.

Cannella offices are strategically located at the CIS centre in Nola, one of the greatest distribution hubs in Europe, where Cannella is present with a 7000-square meter showroom. Cannella is also located at the Centergross business hub in Bologna.

Cannella ladies wear is thought of modern women, who are looking to enjoy a fashionable and practical lifestyle.

www.cannella.com





Our Brands

ITALY



Giorgia & Johns

Giorgia & Johns is a young and dynamic company founded in 2007 with the aim of meeting the needs of class and exclusivity of modern, cosmopolitan young woman who loves to be impeccable at work and private life.

Refined and elegant yet practical and sober, full of personality and sensuality, sometimes serious, sometimes humorous, able to feel emotion and emotion through a delicate and subtle charm are the hallmarks of the woman Giorgia & Johns.

A woman who loves to be fashionable at every opportunity and to impress without sacrificing convenience and elegance.

www.giorgiaejohns.it





Our Brands

ITALY



bwei

Young brand of the fashion scene, BWEI is based on a philosophy totally creative, dedicated to the exaltation of femininity and the beauty of any young woman, through a refined and glamorous looks.

The woman BWEI is always fashion-aware and able to impress with elegance and sobriety with particular attention to detail. Elegant and chic at all times.

In everyday life and impeccably associated with tailored trousers jackets and blouses fashion. The BWEI style is where elegance and class become indispensable values and fundamental elements in today's lifestyle living in a modern world.

www.bwei.eu





Our Brands

ITALY



BRUNI
COLLECTION

Bruni Collection is a fashion house specialized in men and women footwear and accessories. The Bruni Collection concept was created to fill a gap in the market for quality hand made footwear at an affordable, accessible price.

By using only the finest leathers and soles, Bruni Collection has succeeded in achieving this unparalleled product excellence. Today, the label has become synonymous with quality standard across the Arab world and Europe.

Manufactured using finest calf leather imported from Santa Croce in Italy BC proposes two distinct product lines: Bruni Collection & Bruni Collection Black.

www.brunicollection.com





Our Brands

ITALY



SORBINO

Sorbino is an Italian menswear company founded in Naples 25 years ago. It represents the mainstream fashion style of the young generation.

Each collection is produced by a design team rather than a specific designer. Sorbino operates stores in over 30 countries. Sorbino utilizes a wide range of true colors, natural fabrics and a rich variety of accessories that are considerably melted together in style to build a unique authentic, trendy and comfortable look.

This is the man wearing Sorbino, simpler and elegant every time and everywhere.

www.sorbino.com





Our Brands

FRANCE



AXARA PARIS

From its Parisian shop in Saint Germain des Prés, Axara has seduced the whole world. Its French savoir-faire is appreciated worldwide, from Montreal and Saint Petersburg to Tokyo and all of Asia, which is very attracted to the particular charm of this family business founded in 1975.

The design workshop, located in the Parisian region, is a true think tank: experimenting, searching, and mixing pieces of fabrics, laces, materials, colors and embroideries.

It is a place where fashion is still lived as a human experiment and a permanent quest for quality: all the Axara pieces carry the prestigious label “Made in France.”

www.axara.com



Our Brands



TURKEY



miss poem

Miss Poem started its business at retail dealing branch of textile industry in 1994. Today it has evolved into a leading ready to wear brand for women which is among “the young vision” both in Turkey and in the World with its modern and creative identity.

Miss Poem collections are modern, energetic and independent. Miss poem has reached about 120 shops and 600 corners notably about 60 in Turkey and more than 50 abroad.

Miss Poem, which fills an important gap in the industry by its concept retailing understanding, continues its investments and keeps on developing its growth by significantly expanding its shop network.

www.misspoem.com

Our Brands

TURKEY



The Avva logo, consisting of a square icon with four smaller squares inside, followed by the word 'AVVA' in a bold, white, sans-serif font, all on a black background.

Avva is one of the important brands in Turkish textile with its quality understanding and special designs that introduced the essence of Turkish fashion to the world.

Today Avva has stores in Italy, Germany, Romania, Russia, Ukraine, Morocco, Egypt, Syria and Lebanon, and Avva products are sold in more than 600 points in the USA.

Avva continues to meticulously create special collections for men who interpret fashion and world trends while demanding style and comfort in today's fast paced life. All kinds of products that the modern fashion thoughtful man may anytime need are included in Avva's wide and diversified collection.

www.avva.com.tr

Our Stores

LEBANON



Since its inception Gerges Group adopted a firm policy of growth and expansion to cover the different key markets of Lebanon. Lebanese famous souks such as Verdun, Kaslik, Azmeh are the central playground of our brands.

Today Gerges Group manage 9 stores in the heart of the main fashion-oriented cities of Beirut, Jounieh, Tripoli & Zahleh.

Our Stores

LEBANON



Advertising Strategy

We currently implement a regular marketing strategy enabling us to properly promote our brands and increase customer awareness & loyalty. Our key marketing tools mainly focus on outdoor advertising, printable media as well as Internet online publicity.

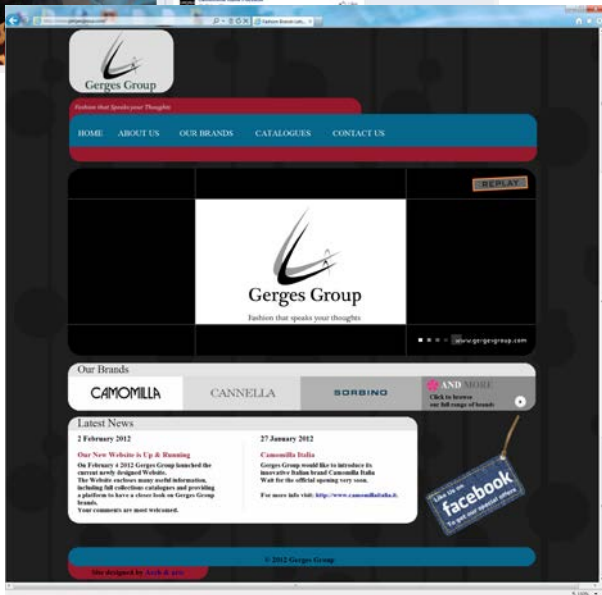
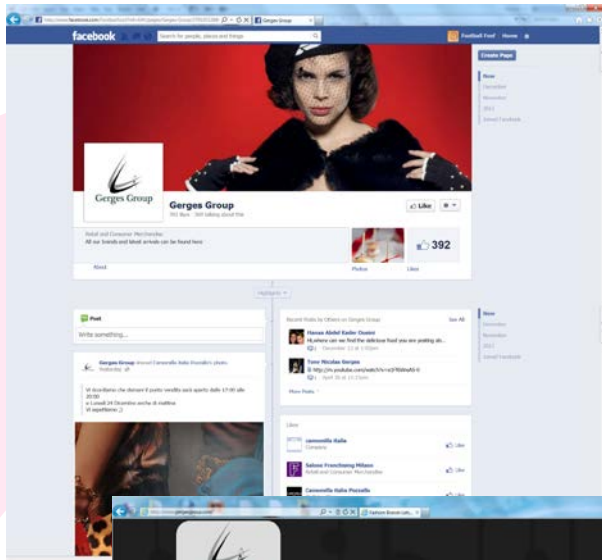
We regularly promote new collections on selected Lebanon's billboard networks in various cities and villages. Whether for a newly acquired brand or for enlightening about a recently launched collection, we are always eager to launch the adequate and carefully studied outdoor promotional campaign.

We also publicize our brands in local fashion magazines, which are an interesting medium especially with the current boom of fashion and arts magazines in the Lebanese press market.

Most recently we have entered the field of online marketing, with ongoing campaigns on Facebook and Google. Nowadays no serious marketer can underestimate the power of online advertising. Therefore we have planned and launched customized campaigns specifically targeting a selected clientele of fashionistas.



Communication & Social Media



Effective and open communication is critical to the success of Gerges Group operations. It was always a special feature of our business plan. Thus regular strategies are implemented to reinforce the group growth and achieve the objectives on the short and long terms.

Apart from advertising, our communication scheme depends on direct customers interaction and a deep understanding of their needs and demands. Accordingly we are always present in our stores, listening to our clients comments and fulfilling their requests.

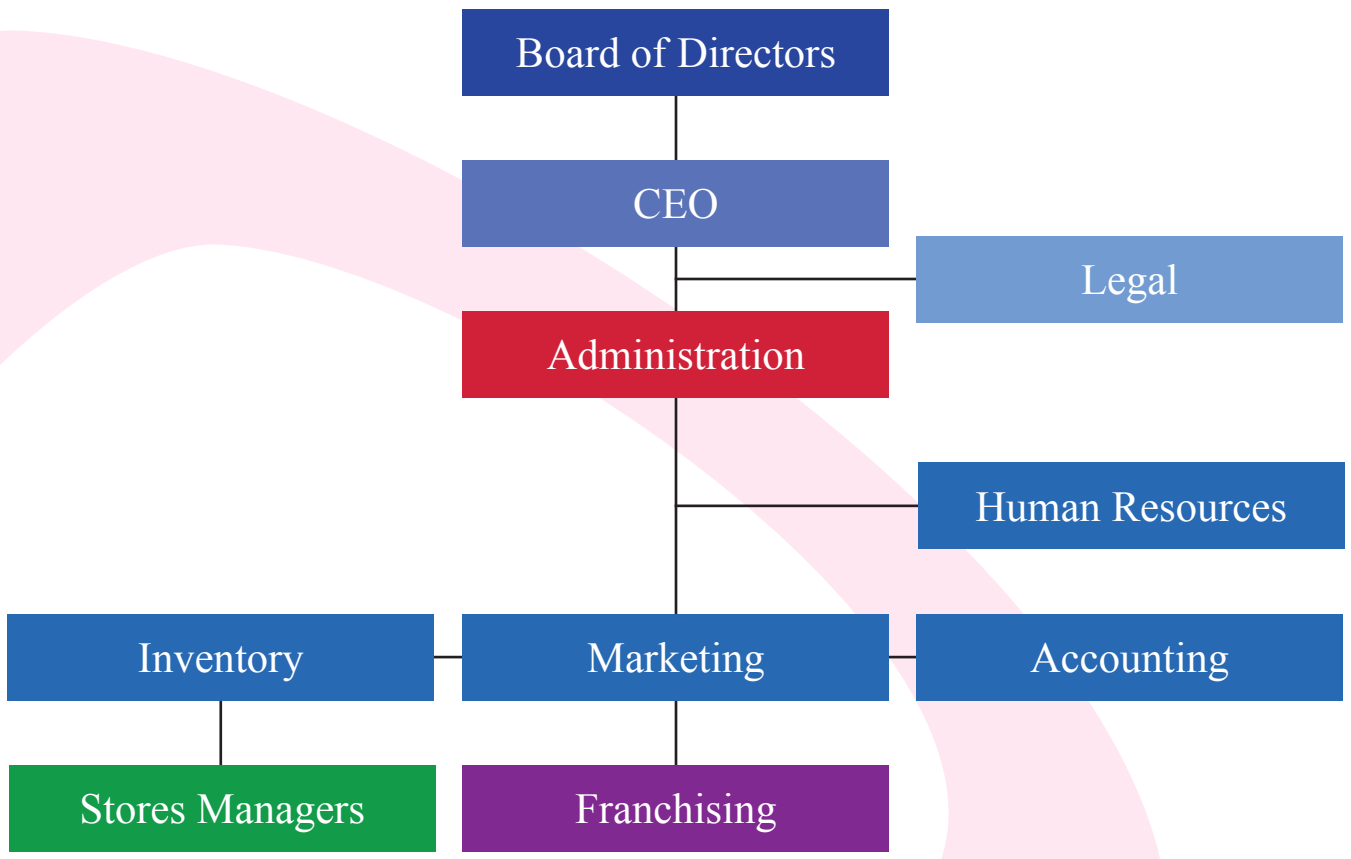
Similarly the current boom of social media has turned our attention to more complex and influential online mediums. While our informative website was launched during 2010 and received considerable credits and positive feedback, we thought imperative to complement it with a Facebook page launched soon after the completion of the site. Gerges Group Facebook page is recurrently enriched with our latest news, keeping our customers updated with new collections arrivals and allowing us to interact together in an intimate and borderless environment.

Moreover we are planning to launch our innovative online shopping store during 2013.

The key message is to uphold a high-level of neat awareness for our brands and stimulate the range of advantages and trendy aspects of our ever growing fashion business.



Group Structure





Success Records

Annual Turnover
5,000,000 USD

Items Sold per Year
300,000 items

Current Operational Stores
10 stores

Located in Main Lebanese Cities
Beirut, Tripoli, Jounieh, Zahleh



30,000 Loyal & Satisfied Customers



Thank you



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