



BRG HOLDING

CONVERGING RENOWNED GLOBAL BRANDS UNDER ONE ROOF

What began as a wholesale business in 1979 that dealt only in optics, today, has emerged as one of the leading brands operating across many verticals. BRG Holding has carved out a huge niche for itself on the global platform with its over 15 brands that are retailed across 70 stores in Egypt and the GCC

With some of the trendiest and most sought-after products, BRG Holding proudly serves its wide base of customers across Egypt. Through its brand stores and ambassadors, the organization has always strived to maintain international standards of quality and assurance for its clients. The Group envisions a place for itself among the top three retail giants in the Middle East in the next five years. Having got a firm grip over the tastes of its buyers, the Group wants to elaborate on its offerings, which range from optics to fashion and construction.

DABBLING IN VARIOUS DIVISIONS

With a visionary leadership, BRG Holding has a clear set of objectives to pursue & is among the front-runners in many divisions. While excelling at grabbing a strong foothold in the regional market, it is also successfully expanding its retail offerings to newer avenues.

INTRODUCING NEW LABELS

Baraka Optics, the debut product from the house of BRG Holding launched in 1984, is a dominating designer eyewear brand in the Egyptian market. With over 18 stores at high-end locations like Mall of Arabia and Nile City among others, it caters to a large base of customers. Further enhancing the optics legacy, the Group has also introduced the C&CO optics concept, which focuses on the younger customers who are looking for fashionable eyewear. Jooj, which is yet another dynamic eyewear brand brought in by the Group, highlights the variety and renewed trends in the eyewear division. Unsurprisingly, the brand also offers an exhaustive range of modern eyewear for the fashionistas in the region.

NUMEROUS WORLD-CLASS BRANDS

Not to be defined by just its own labels, BRG Holding also collaborates with some of the biggest brands in the world to bring them under one roof for its patrons.

Ray-Ban, an 80-year-old renowned eyewear brand, has been brought exclusively by BRG to Egypt through its only store dedicated to the brand. Just like its elaborate eyewear division, the Group also strongly promotes its other divisions. Some of the world-class brands like New Balance, Beverly Hills Polo Club, Naturalizer, Mellow and R&B adorn its Fashion & Apparel divisions. All these brands can be found in the multiple stores that BRG has across Egypt, with R&B soon opening in one of the popular locations in the country. Seizing the opportunity to step into the Food & Beverages division, the Group has set up Cilantro - a chain of eateries with 5 outlets. Besides these, it also has B84, which is a department store, & Ingot, which is a part of the Group's makeup business division.

GARNERING GLOBAL RECOGNITION

BRG Holding has received many accolades over the years. It has won the Global Rising Star 2020 Award, Majid Al Futtaim Best Retailer Award 2018, Retail & Leisure International (RLI) MENA Award 2017 along with the Majid Al Futtaim - Best Accessories, Optical, Leather & Handbags 2017 Award. Its optics division has been awarded with the Italian Eyewear Luxottica Egypt's Most Valued Business Partner 2014.