



VIVA

1 9 6 0

LUXURY IN EVERY DETAIL

COMPANY PROFILE

# WHO WE ARE

Inspired by the global feminist movement in the late 1950's, Marie decided to start her atelier and turn it into a large workshop producing clothing, becoming a place where more and more women could flourish.

In 1971, Marie's dedication to producing the best in fashion, along with her husband Amin's strategic input, paid off when they exported their first order to Poland, totaling 60,000 pieces. The following year, Marie bought the first automatic embroidery machine in the Middle East. Her son Boulos Massoud, along with his wife Ivy Gobran, later joined the family company and transformed the workshop into a brand-new factory - VIVA1960.

In 2013, we upgraded to a state-of-the-art facility in New Cairo, where we continue to operate. Since then, we've earned several ISO certificates and were nominated in 2019 to join GTEX-MENA by the United Nations, an SME export program by the International Trade Center in Geneva.

Today, Mark Boulos leads VIVA forward, building on his grandmother's legacy. With a strong focus on sustainability and a low-waste manufacturing process, we carefully select ethical partners who share our values. With each new generation that joins Viva comes innovation and evolution, ensuring that VIVA remains an agent of positive change in the fashion industry.



# Figures



Head count: 150



Machines: 120



Annual production:  
220,000 (PJ Set)



Facility size: 1800 m<sup>2</sup>  
(3 Floors)



MOQ: 300-500

# VISION

We seek to be the first sustainable garment manufacturing choice for high-quality products locally and internationally.

# MISSION

To serve our clients constantly by using our decades of experience, providing the demanded quality of homewear and loungewear, and implementing new technologies, alongside supporting gender equality and environmental sustainability.



# VALUES

## RESPECT

Considering our customers, employees, and partners as parts of our big family with no discrimination.

## COMMITMENT

Providing efficient and sustainable solutions to achieve the satisfaction of our customers.

## QUALITY

Delivering high precision through our experience to exceed our customers' expectations.

## PASSION

Always developing by finding affection in searching for innovative solutions for our clients.

# Partners

FACE PLANT  
DREAMS

NAZEERA

Masseys

K.Jordan

WEVO  
ACTIVE

GIANNI BINI



budget  
bth

Chantique

ONYU

DOXX

SIGMA FIT

ICOV



CONCRETE  
EST. 1989

DALYDRESS

TOWN TEAM

MAGMA

ngl

TIE HOUSE





# Product Index



Sleepwear



Lounge wear



Outerwear



Sportswear



Swimwear



Intimates

# Exhibition Participation

Destination Africa is an annual international pan-African B2B sourcing event for the textile industries in Egypt.

## Destination Africa



## International Apparel & Textile Fair

UAE'S PREMIER PLATFORM FOR FASHION FABRICS, GARMENTS, HANDBAGS, FOOTWEAR & CLOTHING ACCESSORIES



## Sourcing At Magic

SOURCING at MAGIC is your leading global resource for fashion inspiration, education, manufacturers, and suppliers.



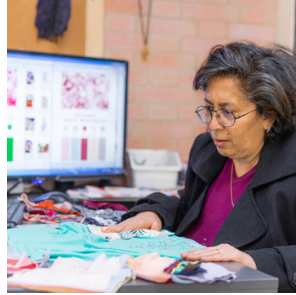


# OUR SERVICES

## Designing and Tech Pack Development



Computerized pattern, marker making, and design



CAD for design and embroidery



Sampling and fitting



Product 3D mockup

## Manufacturing: CMT, EXW, FOB, DDP



Automatic fabric spreading machine



High-tech sewing machines with attachments



High accuracy automatic sewing machine with laser cutter



Handmade products from recycled fabrics using manual looms

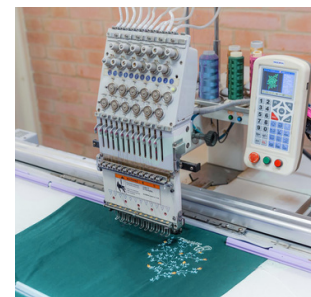
## Embroidery & Printing



Heat pressing devices for fusing, heat transfer printing, and labeling



In-house computerized single and multi-head embroidery machines



## Packing and Branded Labeling



# Certificate Of Compliance



[Click To Verify](#)



We obtain several ISO certificates in various topics:

45001:2018 Code CR/SD- 17322-03,

14001:2015 Code: CR/SD-17322/02,

9001:2015 Code : CR/SD- 17322/01)





Viva1960 supports the Sustainable Development Goals

## Employment Stabilization:

Over 20% of our dedicated team - our extended family - have been with us for more than ten years.

## Community Development:

We believe in the value of sharing what we've learnt and equipping our community with sought-after skills that will improve their employment opportunities, which is why we host a technical student training program in our factory in partnership with the Egyptian Government.

## Recycling & Sustainability:

As we look to the future, sustainability continues to be one of our biggest priorities. Of the little waste we produce, we're able to reuse 5% of the scrap fabrics for our intimates - bringing our total waste to a lean 1%.

## Female Empowerment:

For 60 years, Viva has provided women with equal opportunity and technical training. More than half of our workforce is made up of women, with the percentage reaching 55% of the total Viva family.



# Thank You!

## TO LEARN MORE

[Our history](#)

[Our factory](#)

[Our CSR](#)

## CONTACT INFO

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