

2026 Profile

WHO



We are a marketing and software house to provide businesses with all solutions needed to grow and rise.

YM11, Y is a Yardstick to measure your business success with true measurements and disciplines. 11 in our name, it's not just a number! It's a concept which is derived from a binary system to reflect our mission in raising your business

WE

ARE

through our provided services. True 1 for marketing, and another 1 for software house, which we Merge between them with optimal solutions to sustain all yardsticks for success and growth.

So YM11, it's your business Yardstick, through it the Merge between all optimal solutions in marketing and software for achieving more success.

MISSION

With our digital experience, analytics expertise, and creative talent we build marketing strategies that deliver exceptional results. We strive reach success with our partenrs through acheiving the desired taregtedrequirements.

With our digital experience, analytics expertise, and creative talent we build marketing strategies that deliver exceptional results. We strive reach success with our partenrs through acheiving the desired taregtedrequirements.

VISION

BRAND



ING

TRUE
BRANDING
WHISPERS



*it's felt before it's seen,
remembered before it's
spoken*

Project:

NATIVES F&B Consultancy

Region:

London UK

Year:

2024

Scope:

Brand Identity Design

Brand Strategy

Brand Guidelines

Art Direction Guidelines

About:

Natives is a London-based food and beverage consultancy dedicated to helping businesses achieve excellence in a competitive market. With expertise spanning branding, catering, design, inventory management, and financial consultancy, Natives delivers tailored solutions that elevate both operational efficiency and customer experience.

Guided by a commitment to professionalism, innovation, and strict adherence to industry standards, Natives partners with clients to craft impactful strategies and designs that resonate with their audience. Whether enhancing a brand identity, optimizing catering services, or improving financial performance, Natives empowers businesses to thrive through expert advice, meticulous planning, and creative solutions.



natives

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natives



Excellence isn't
taught—it's part
of who we are.

Brandi
Cateri
Design
Invent
Financ





natives

F&B —
CONSULTANCY

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F&B —
CONSULTANCY

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CONSULTANCY

Project:

Vivid Mall

Region:

Zayed City EGY

Year:

2025

Scope:

Brand Identity Design

Naming

Editorial Design

OOH Campaign

Art Direction Guidelines

About:

We executed a full °360 marketing campaign for Vivid Mall, covering every aspect from concept to launch. Our journey began with crafting a distinctive name and brand identity that captured the vibrant spirit of the destination. We then brought the brand to life through bold outdoor advertising, eye-catching print materials, and a comprehensive social media strategy that drove engagement and awareness across all platforms. This integrated approach ensured a powerful and cohesive presence for Vivid Mall, both online and offline.

Vivid Mall isn't just a shopping destination; it's a vibrant, meticulously designed hub set to redefine the retail, dining, and service landscape of West Sheikh Zayed. Developed by Al-Waheed Developments, in a strategic partnership with the esteemed Al Hajery Group of Qatar. We are crafting a destination where direction is yours, and West Sheikh Zayed is yours. brands, businesses, and medical professionals to thrive in a dynamic, high-traffic location. We are crafting a destination where direction is yours, and West Sheikh Zayed is yours.



Feel It
Live It
Vivid.

Connect. Thrive Be Vivid.

vivid



Feel It Live It

Vivid
mall

Yousef

A.

P.

E.

V.

88 COLORBLAST AVENUE
POP DISTRICT, NOVA CITY 009
+019 (555) 1-BLOOM
HEY@vividmall.COM



19437

Boulevard Axis
Zayed

Feel it, Live it

vivid
mall

Launching
Now

TM
الوحييد
ALWAHEED



Project:

Al Waheed Development

Region:

Zayed City EGY

Year:

2022

Scope:

Brand Identity Design

Naming

Editorial Design

OOH Campaign

Art Direction Guidelines

About:

delivered a full °360 marketing campaign for Al Waheed Developments, covering naming, branding, outdoor ads, print materials, and social media marketing—ensuring a strong, unified presence across all platforms.

Al-Waheed Developments builds dreams. Since 2012, we >ve been helping people in Egypt and Saudi Arabia find their perfect place, whether it >s a vibrant family home, a thriving business space, or a luxurious getaway. We >re a dynamic real estate development company with a real passion for crafting destinations, not just buildings.





AL WAHHEE

الوحيد
ALWAHEED

Direction is yours

19437 alwaheed
development.com



711-925-275

alwaheeddevelopment.com

Realestate Developer

19437

TM
الوحيد
ALWAHEED

With Al-waheed

Direction
is yours.

In the blur of life, find your di

Vision & Values

نبني على التمسك، وننطلق نحو التميز

Vision:
To be the leading real estate developer in the region,
renowned for creating exceptional destinations that
redefine modern living and empower individuals to shape
their own futures. We build a destination.

Direction is you

الواheid
ALWAHEED

alwaheeddevelopment.com

711-925-276

alwaheeddevelopment.com

Realestate Development

19437

TM
الوحيد
ALWAHEED

Direction is
Yours.

In the blur of life, find your
direction.

alwaheeddevelopment.com

Realestate Development

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TM
الوَاحِد
ALWAHEED

With Al-waheed

Direction
is yours.

In the blur of life, find your direction.

Realestate
Development

alwaheed
development.com

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TM
الوَاحِد
ALWAHEED

Direction is
Yours.

In the blur of life
find your direction.

Project:

Sites Development

Region:

Zayed City EGY

Year:

2025

Scope:

Editorial Design

Brand Identity design

Brand Strategy

Brand Guidelines

Art direction

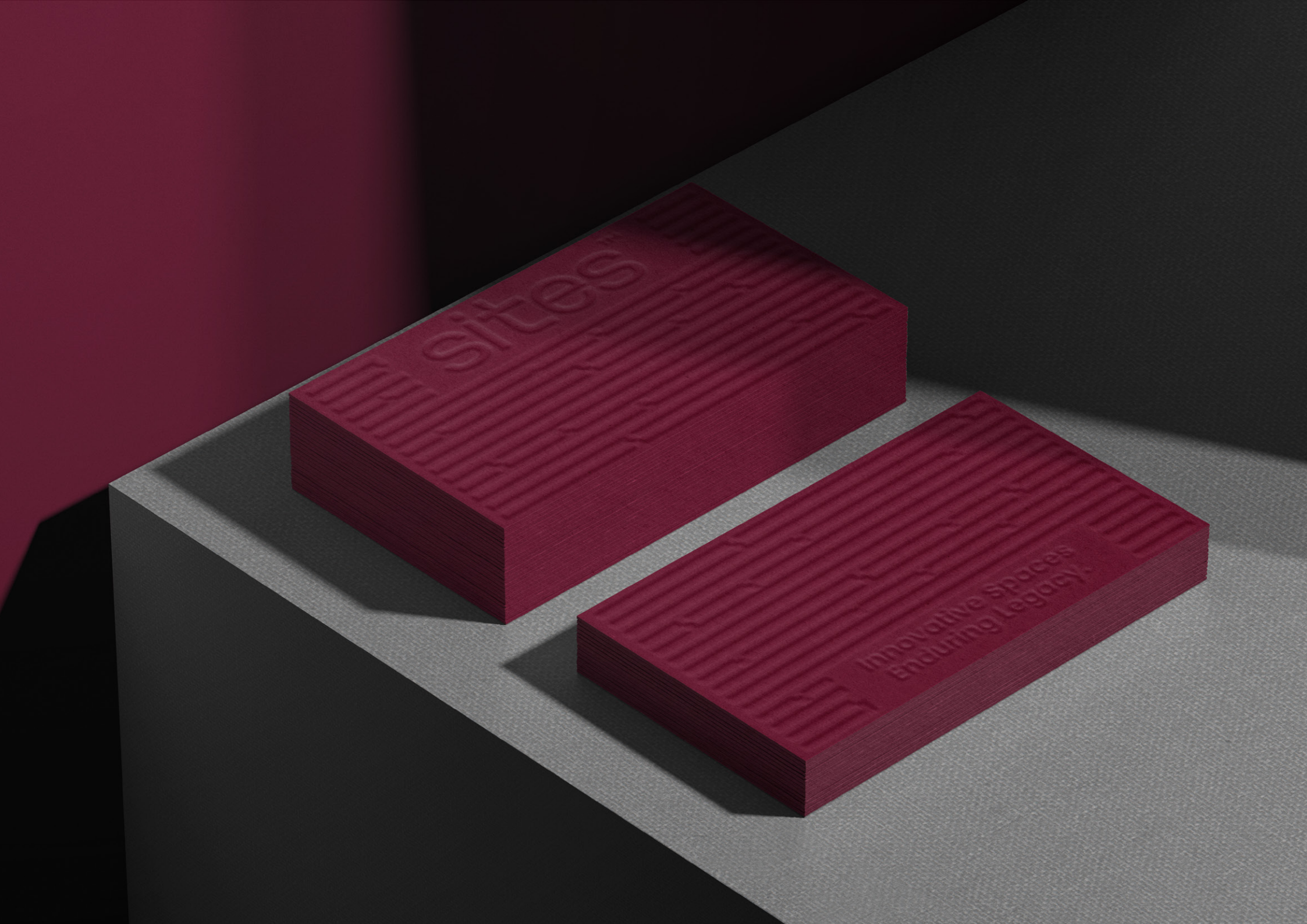
About:

Our scope for Sites Developments focused on rebranding the company, including redefining its visual identity and establishing clear brand pillars to align with its vision and market position.

SITES was founded with the belief that real estate is creating landmarks that stand the test of time. Over the past 10 years, we have grown into a trusted name in the industry, known for developing that combine strategic locations, modern design, and high quality execution.









Project:

Merai Mall

Region:

Al Hosary Sqaure EGY

Year:

2025

Scope:

Naming

Brand Identity design

Brand Strategy

Brand Guidelines

Art direction Guidelines

About:

For Merai Mall, our scope began with creating the name and extended through a complete brand development process. We crafted a distinctive identity, defined brand pillars, and executed a full launch campaign—ensuring a strong market entry with cohesive messaging across all platforms.

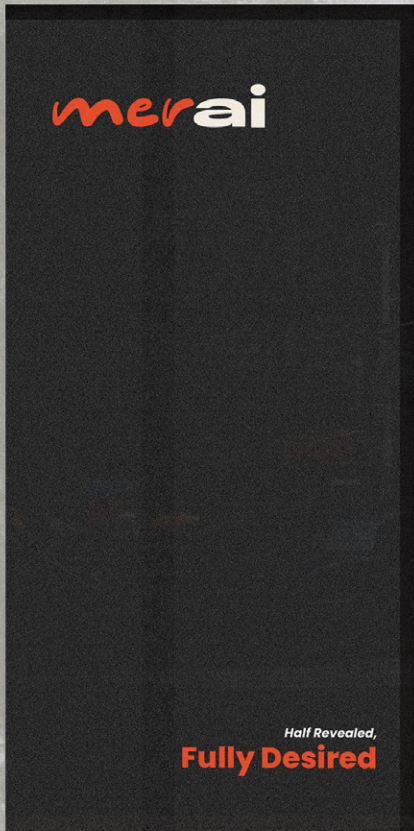
Merai Mall isn't just a shopping destination. It's a future-forward hub designed to elevate the retail and leisure experience in 6th of October City. Developed by Sites Development, operated by EgyMap, engineered by ADC, and backed by international partner Al Hajery Group (Qatar),



merai

Where Vision Meets Lifestyle





Project:

Viena Residence

Region:

October Gardens EGY

Year:

2024

Scope:

Editorial Design

OOH Campaign

Naming

Brand Identity design

Brand Guidelines

About:

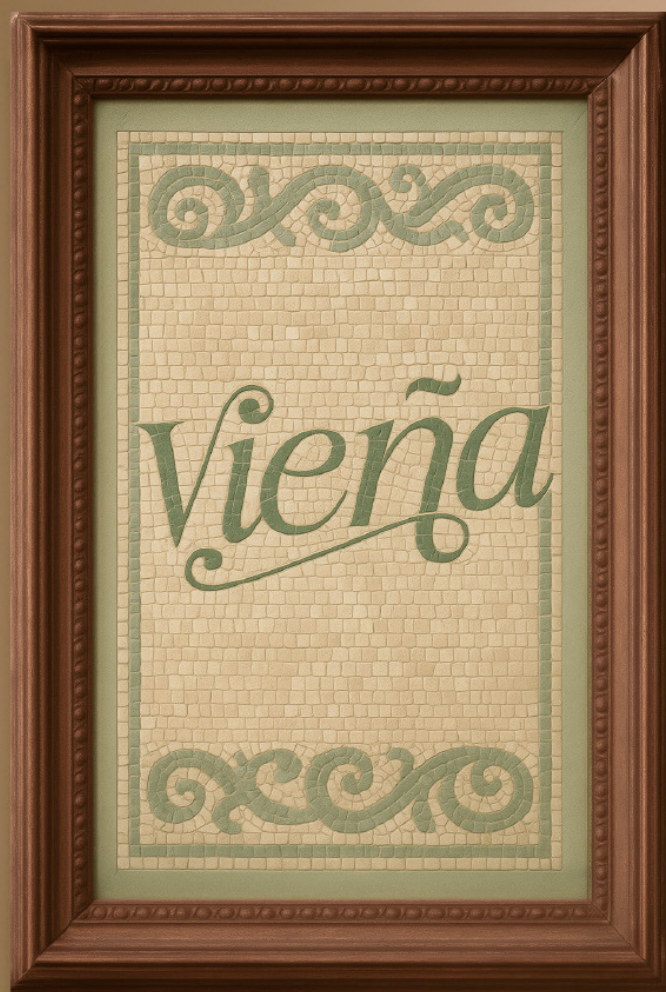
Viena Residence was launched through a fully integrated marketing campaign, starting from naming and brand creation to executing a comprehensive °360 campaign. Our work spanned branding, outdoor visuals, digital presence, and social media—ensuring a consistent and impactful launch across all channels.

Viena, developed by the renowned real estate developer Dream Hills, is a premium residential compound inspired by the elegance of Vienna, Austria. Spanning 31 acres in the heart of October Gardens, it offers a harmonious blend of timeless architecture, lush greenery, and modern design. With seamless accessibility, a vibrant community, and a serene environment, Viena redefines modern living. and West Sheikh Zayed is yours. brands, businesses, and medical professionals to thrive in a dynamic, high-traffic location. We are crafting a destination where direction is yours, and West Sheikh Zayed is yours.











Viena Residential Compound
is more than just a place to live. It's a lifestyle
inspired by the charm of Vienna, Austria.
Imagine waking up to lush greenery, timeless
architecture, and a serene environment crafted
to embody elegance and innovation. Here,
we combine modern design with the warmth
of community, offering an unparalleled living
experience.

08 VIENNA

Vieña

Residence



Stroll Freely Surrounded by Beauty.

Explore Viena's beautifully designed walkway areas, perfect for simply enjoying the outdoors. These safe and scenic paths offering residents a chance to stay active, relax, and immerse themselves in the surroundings.

لاستخدام ثلاث دواء
مشاكل الاسترخاء.

Stay Connected Live Elevated.

In the heart of October Gardens, Viena offers unmatched connectivity, surrounded by vibrant neighborhoods. Close proximity to

يقع مجمع فيينا في قلب حدائق أكتوبر، مما يتيح سهولة الوصول
محيط بأحياء نابضة بالحياة وطرق رئيسية هامة.

امسح الكود
لرؤية الموقع



طريق الواحات

طريق احمد زويل
مدينة زويل
للعلوم والتكنولوجيا

طريق الحي الايطالي
نادي الشرطة

كنز كوماوند

وسطه دهنور الجنوبية



Dream^{hills}
Community Development

16019
dreamhillsag.com

الى بينا
Viena
Residence

0% Down Payment

9 Years Instalment



Dream^{hills}
Community Development

16019
dreamhillsag.com

الى بينا
Viena
Residence

0% Down Payment

9 Years Instalment





Dream hills
Community Development

16019
dreamhills.org.com

الى بينا
Vienna
Residence

0% Down Payment 9 Years Instalment

TAX NO: 756 - 915 - 821



Dream hills
Community Development

16019
dreamhills.org.com

الى بينا
Vienna
Residence

0% Down Payment 9 Years Instalment

MD 25 THE CORD

A billboard for Viena Residence. It features a photograph of two men, one in a dark jacket and one in a light blue suit, standing in front of a large, ornate house. The background is dark green. The text 'Dream hills Community Development' is in the top left, and '16019' is in the top right. The word 'Viena' is written in large, white, stylized Arabic calligraphy, with 'Residence' in smaller white text below it. At the bottom, it says '0% Down Payment' and '9 Years Installment'.

Dream hills
Community Development

16019

الفيينا
Viena
Residence

0% Down Payment 9 Years Installment

A billboard for Viena Residence. It features a photograph of a man in a green jacket sitting on a large, brown, tufted leather sofa. The background is dark green. The text 'Dream hills Community Development' is in the bottom left, and '16019' is in the bottom right. The word 'Viena' is written in large, white, stylized Arabic calligraphy, with 'Residence' in smaller white text below it.

الفيينا
Viena
Residence

Dream hills
Community Development

16019
dreamhillsa.com

DreamTM hills
Community Development

16019
dreamhillseg.com

الى بيينا
Viena
Residence

TAX NO. 756 - 915 - 821

DreamTM hills
Community Development

16019
dreamhillseg.com

الى بيينا
Viena
Residence

Project:

Goflex SaaS Solutions

Region:

Cairo EGY

Year:

2024

Scope:

Brand Identity design

Brand Strategy

Brand Guidelines

Art direction

About:

Meet GoFlex — the SaaS solution that actually gets you. No more fighting with rigid systems or wasting time figuring things out. GoFlex is built with one thing in mind: making your workflow as smooth and flexible as you are. Whether you're managing projects, teams, or clients, everything is tailored to move with you — not against you.

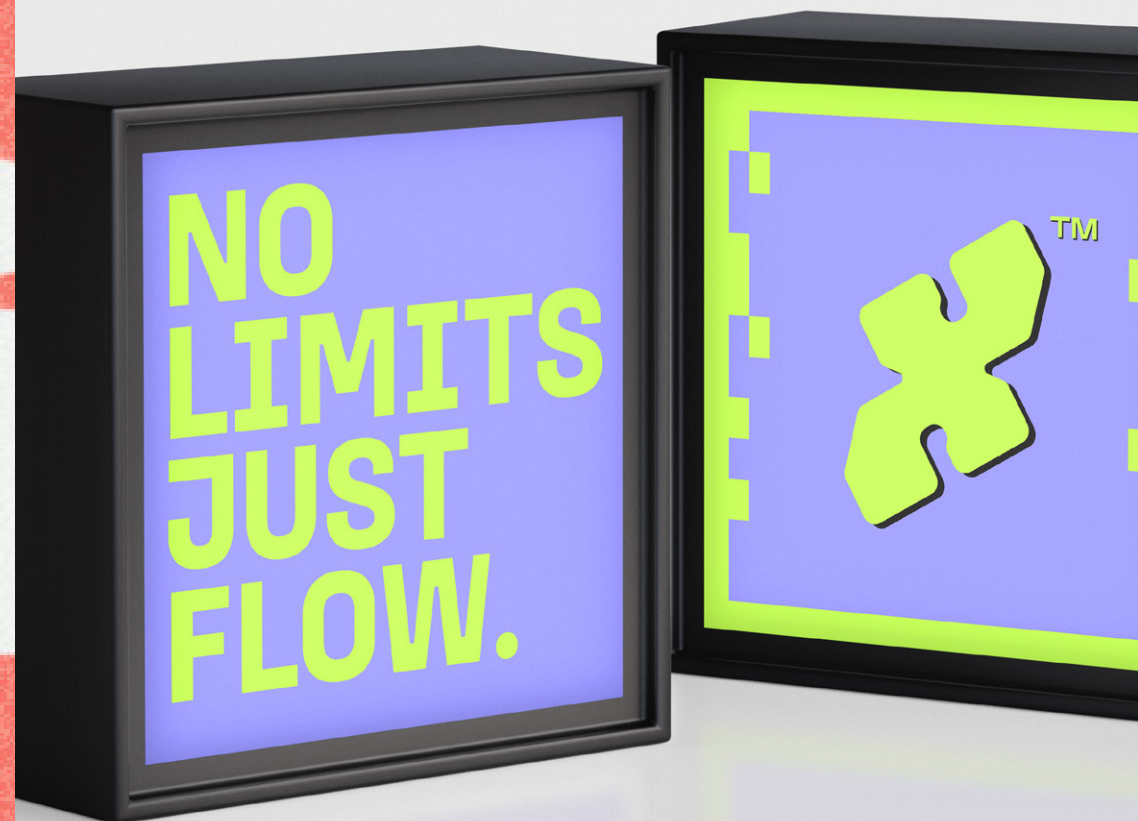
Forget about clunky interfaces or endless steps. With GoFlex, setup is a breeze, and customization is just a few clicks away. Want to tweak a feature? Done. Need to scale fast? Go for it. GoFlex grows with you, adapts to your pace, and never locks you into one way of doing things.

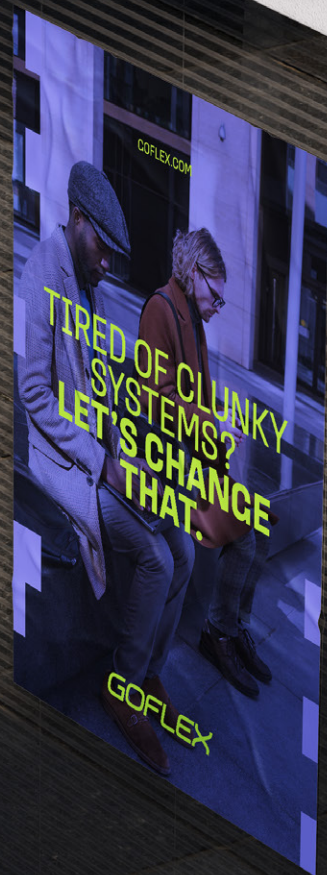
It's not just easy — it's effortless. That's why we say: No Limits. Just Flow. Because when your tools work with you, not against you, there's nothing stopping your business from taking off.





LIVE
vivi







Project:

Jade Residence

Region:

Cairo, Alexandria Desert Road EGY

Year:

2024

Scope:

Brand Identity design

Brand Strategy

Brand Guidelines

Art direction Guidelines

About:

We defined the art direction for Jade Residence with a focus on elegance and sophistication, positioning it as one of the most luxurious compounds through refined visuals and a cohesive premium aesthetic across all branding elements.

Jade Residence is a refined residential community designed for luxurious and tranquil living. Surrounded by lush landscapes and open green spaces, the compound offers a calm escape from the city while remaining close to key urban hubs. At the heart of the community lies a beautifully designed swimming pool area, where residents can relax, unwind, and enjoy the sun in a resort-like atmosphere.



McDonald's



A woman is seen from behind, swimming in a pool of water. The water is a deep, dark green color, and the woman's head and shoulders are visible above the surface. The background of the image is a light-colored, paneled wall with a grid of rectangular sections.

Timless
Luxury
Redefined



JADE
RESIDENCE



Where serenity
Meets distinction.

Project:

Tabaaa Residence

Region:

Cairo, EGY

Year:

2025

Scope:

Brand Identity design

OOH Campaign

Brand Strategy

Brand Guidelines

Art direction Guidelines

About:

Tabaaa Residence is a modern residential development designed to bring comfort, practicality, and a warm sense of community into one integrated destination. Blending contemporary architecture with smart space planning, the project offers residents a lifestyle rooted in ease, connection, and everyday quality.

Developed to meet the expectations of today's families, Tabaaa Residence combines carefully crafted units, green pockets, and well-organized amenities—creating a balanced environment where residents can live, grow, and thrive.

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Tabeaa
Residence



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SPORTS ARENA

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Rendence

مكان يعود بك
إلى أصل الأشياء





For People - Planet

West Cairo

We Are From Nature

طبيعة

Tabaa
Resilience

مكان يعود بك إلى أصل الأشياء

developed by
NASDAQ
Urban Development

17611

For People + Planet

West Cairo

طبيعة

Tabaa Residence

17611

We are From Nature

ليست خُصرةً فحسب
هي بُعد مختلف للحياة

developed by NASDAQ

SPACE

West Cairo

طبيعة

Tabaa Residence

17611

ليست خُصرةً فحسب
هي بُعد مختلف للحياة

NASDAQ

SPACE

Cairo

طبيعة

17611

مكان ي
إلى أصل
هي بُعد مختلف للحياة

SPACE

طبيعة

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SPACE

طبيعة

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مكان ي
إلى أصل
هي بُعد مختلف للحياة

SPACE

For People + Planet

West Cairo

طبيعة

Tabaa Residence

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مكان يعود بك إلى أصل الأشياء

developed by NASDAQ Urban Development

We are From Nature

تأثير



West Cairo
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For People+ Planet
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For People+ Planet
We are From Nature
مكان يعود بك إلى أصل الأشياء
developed by
NASDAQ
Urban Development
SPACE
CONSULTANTS
DR. AMIN M. EL-DARS

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Project:

CAZA Mall

Region:

Cairo, EGY

Year:

2025

Scope:

Brand Identity design

Brand Strategy

OOH Campaign

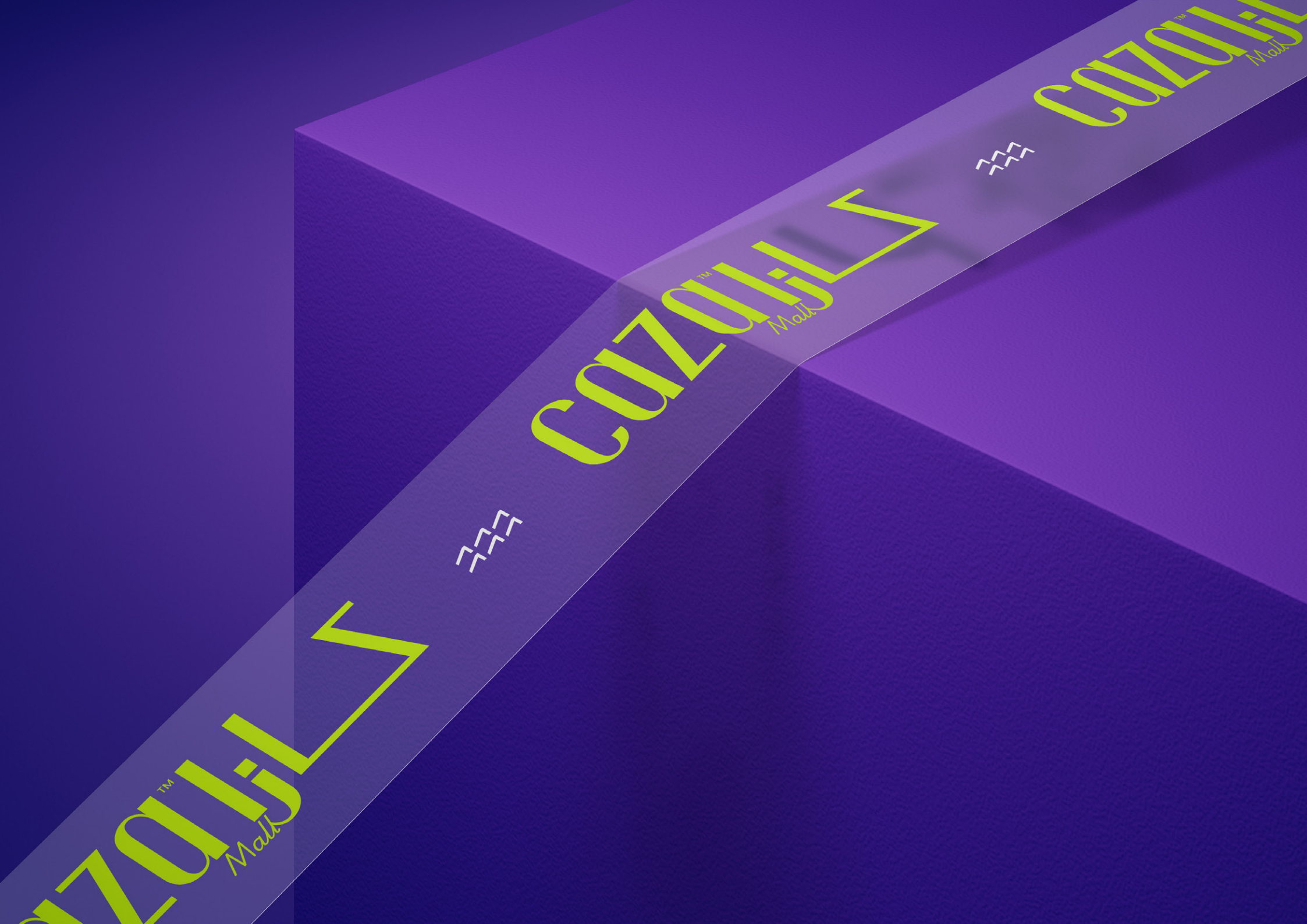
Brand Guidelines

Art direction Guidelines

About:

Caza Mall is one of HIG Developments' signature mixed-use commercial destinations—designed to elevate everyday convenience with a modern, lifestyle-centric approach.

Built around accessibility, efficiency, and an engaging retail experience, Caza Mall brings together a curated selection of shopping, dining, and service brands within a vibrant, well-connected hub.



CazajiliTM
Malk



CazajiliTM
Malk

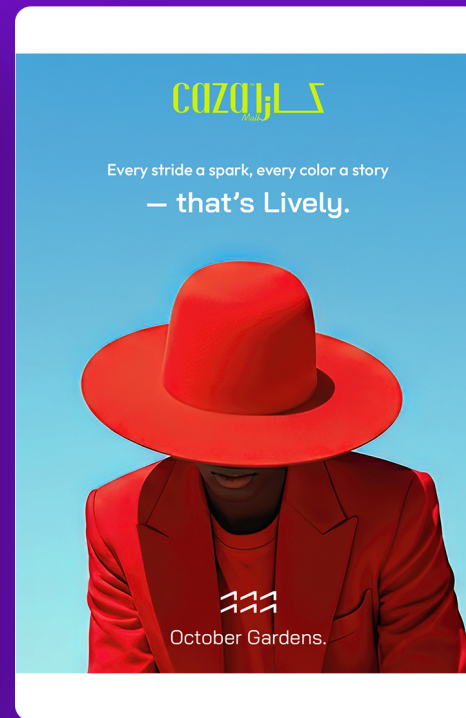


CazajiliTM
Malk



caza TM L

Mall



111 October Gardens

THE CITY'S NEW BEAT

17556

caza TM *hijl*
Mall



Hossary Group

HIC
DEVELOPMENT

Tria



PARADISE
AHMED ELBAZ
010 000 553 85

POLK
PLAZA

Coming Soon

DOLQTO
CELATERIA
Coming Soon
Leased By

Le Mache

cazouli

Mall

Tria

THE CITY'S
NEW BEAT

111

17566

cazouli

THE CITY'S
NEW BEAT

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17566

cazouli

THE CITY'S
NEW BEAT

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THE CITY'S
NEW BEAT

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cazouli

THE CITY'S
NEW BEAT

111





October Gardens

THE CITY'S NEW BEAT

17556

caza TM
Mall

0% Down
Payment

7 Years
Installment

Hossary Group

HIC
DEVELOPMENT

Tria

ADC



SPARK
0100 700 50 40
0100 22 44 575

221 October Gardens

THE CITY'S NEW BEAT

17556

cazaal

Mall



Hossary Group

HIG
DEVELOPMENT

Tria

ADC

100% RENT GUARANTEE

100% RENT GUARANTEE

222 October Gardens

THE CITY'S NEW BEAT

cazaal

Mall

0% Payment + Installation

OUTSIDE



Hossary Group

HIG
DEVELOPMENT

Tria

ADC

100% RENT GUARANTEE



Project:

Barah Residence

Region:

Cairo, EGY

Year:

2026

Scope:

Brand Naming

Brand Strategy

Brand Identity design

OOH Campaign

Brand Guidelines

Art direction Guidelines

Event Direction

Song Production

About:

Barah Residence is a residential project developed by HIG Development, inspired by the Egyptian concept of “Barah” — a feeling of openness, comfort, and room to breathe. The brand was created to go beyond real estate and build an emotional connection with people.

Rooted in warmth, memories, and belonging, the idea guided every stage of the journey, from naming and identity design to the campaign, music, and launch experience, creating one unified story around the feeling of Barah.

امانيات
الحصري جروب
حداثة اكسبر

Barah
Residence.

براح

يُرد الروح

١٧٥٥٦

HIG
DEVELOPMENT

امانيات
الحصري جروب
حداثة اكسبر

Barah
Residence.

براح

يُرد الروح

١٧٥٥٦

HIG
DEVELOPMENT





البَراج النفسي



عندما يرتاح العقل والنفس يصبح المكان
أنسب للراحة.

مجتمع مترابط وقريب من بعضه
البعض لأنشاء علاقات بسيطة.



البَراج الاجتماعي



البَراج الزمني

ايقاع ورتم حياة هادئ وبدون استعجال.



حداائق الكونجر
العصري جروب
اماياب

Barah
Residence.

براح

يـرد الـروح



HIG
DEVELOPMENT

١٧٥٥٦

حداائق الكونجر
العصري جروب
اماياب

Barah
Residence.

براح

يـرد الـروح

مجمع سكني متكامل.

HIG
DEVELOPMENT

١٧٥٥٦

حداائق الكونجر
العصري جروب
اماياب

Barah
Residence.

براح

يـرد الـروح



HIG
DEVELOPMENT

١٧٥٥٦

اسماعيل
الحصري جروب
علاء اسكندر

Barah Residence.

براج

يبرد الروح

17006

HIG DEVELOPMENT

اسماعيل
الحصري جروب
علاء اسكندر

Barah Residence.

براج

يبرد الروح

17006

HIG DEVELOPMENT

FOR RENT

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للإعلان

011 46 46 46



Project:

TRIUMPH PYRAMIDS HOTEL

Region:

Cairo, EGY

Year:

2026

Scope:

Brand Strategy
Outdoor concept
OOH Campaign
Brand Guidelines
Art direction Guidelines
Event Coverage

About:

Caza Mall is one of HIG Developments' signature mixed-use commercial destinations—designed to elevate everyday convenience with a modern, lifestyle-centric approach.

Built around accessibility, efficiency, and an engaging retail experience, Caza Mall brings together a curated selection of shopping, dining, and service brands within a vibrant, well-connected hub.

A large, translucent hourglass is centered in the frame. The top bulb is filled with a clear, pale blue liquid, while the bottom bulb is filled with golden-brown sand. The background consists of a bright blue sky with soft, white clouds. The hourglass is positioned such that its vertical axis aligns with the center of the image.

Triumph of Time

It's not just about living near history, it's about standing where time itself has proven what true greatness looks like and choosing to build your own legacy beside it.



Heritage Icon (Vase)

This icon reflects the richness of Egyptian heritage, inspired by ancient artifacts and timeless craftsmanship. It symbolizes the deep cultural roots embedded within the hotel experience, positioning the brand as a gateway to history and authenticity.

Desert Energy Icon (Waves)

Inspired by the natural movement of desert sands, this icon represents energy, warmth, and the dynamic environment surrounding the pyramids. It captures the vibrant spirit of the location, adding a sense of motion and life to the overall experience.

Comfort Icon (Feather)

The feather symbolizes softness, comfort, and effortless luxury. It reflects the hotel's dedication to providing a calm and relaxing atmosphere, where every detail is designed to enhance the guest's sense of ease and refinement.

Serenity Icon (Lotus)

Rooted in ancient Egyptian symbolism, the lotus represents purity, balance, and renewal. It conveys a sense of tranquility and inner peace, aligning with the hotel's promise of a serene and elevated escape.



TRIUMPH
PYRAMIDS HOTEL

كن جزءاً من القصة

MIA
MOHAMED AYOUB
GROUP | 17731



TRIUMPH
PYRAMIDS HOTEL

كن جزءًا من القصة

M|A
MOHAMED AYOUB
GROUP | 17731

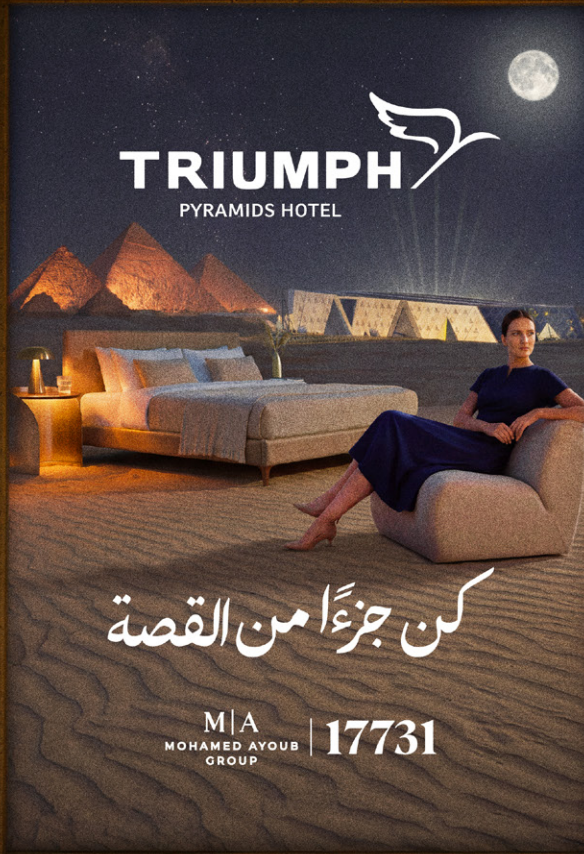


TRIUMPH
PYRAMIDS HOTEL

كن جزءًا من القصة

M|A
MOHAMED AYOUB
GROUP | 17731

TRIUMPH
PYRAMIDS HOTEL



كن جزءاً من القصة

M|A
MOHAMED AYOUB
GROUP | 17731

TRIUMPH

PYRAMIDS HOTEL

M|A
MOHAMED AYOUB
GROUP

17731

كن جزءاً من القصة



TRIUMPH
PYRAMIDS HOTEL

M/A
MOHAMED AYOUB
GROUP | 17731

كن جزءًا من القصة

TRIUMPH
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OUTSIDE

TRIUMPH
PYRAMIDS HOTEL

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OUTSIDE

MEDIA PRO

DUCTION



FROM
ANOTHER
POINT OF
VIEW



*Great stories deserve
great visuals. we bring
your vision to life*



Project:

BE Furniture and Interior Design

Region:

Cairo EGY

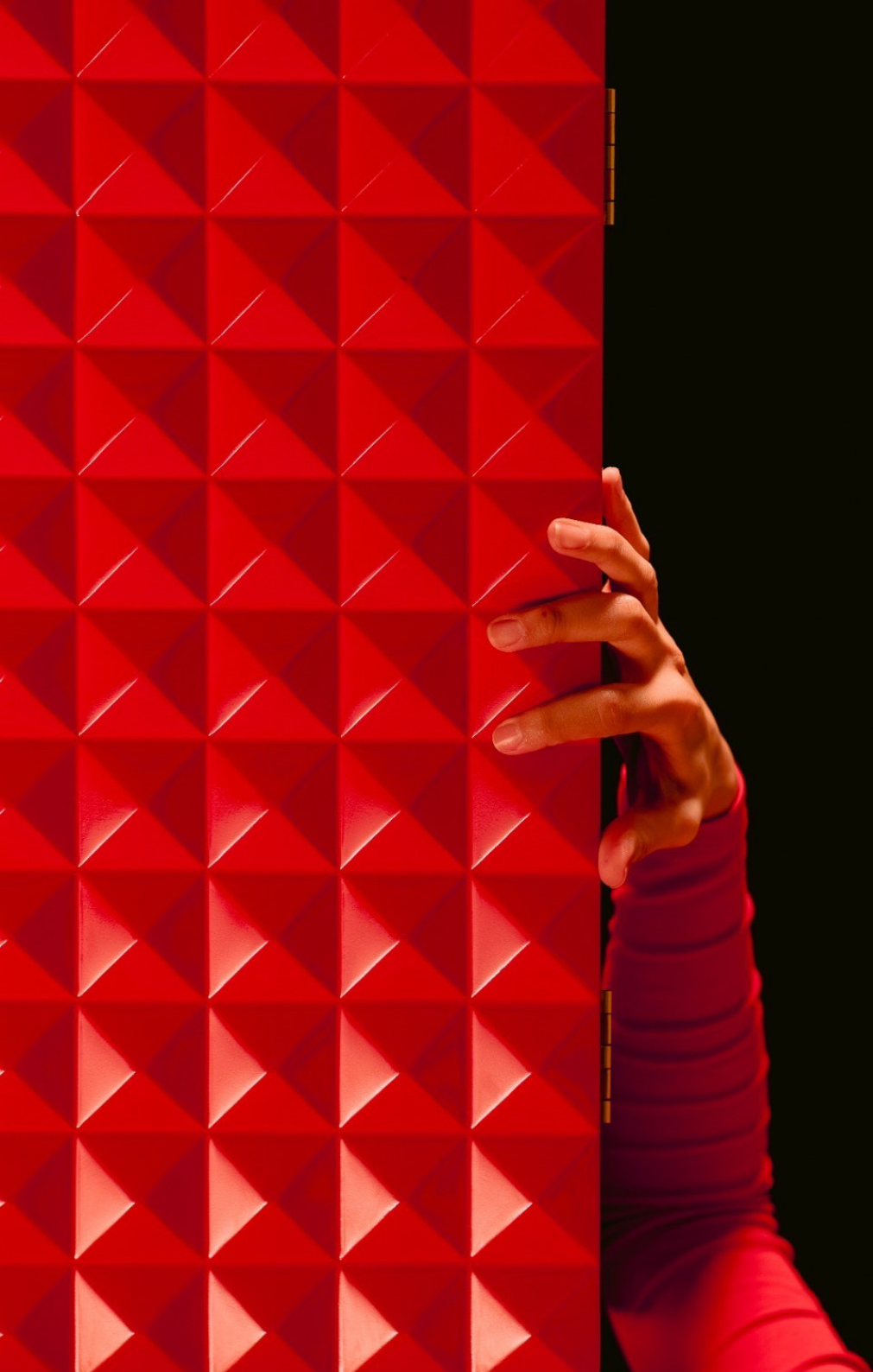
Year:

2025

About:

BE Furniture and Interior Design is a refined expression of luxury living, where every piece and space is crafted with intentional elegance. Merging timeless design with modern sophistication

BE transforms interiors into curated experiences that reflect individuality and impeccable taste. From bespoke furniture to complete interior solutions, the brand is a symbol of artistry, precision, and elevated lifestyle.







SOL III

home

Project:

Sol three home

Region:

Cairo EGY

Year:

2025

About:

Sol3home is a sanctuary of contemporary elegance, offering curated furniture and home décor that blend comfort with modern aesthetics. With a focus on quality craftsmanship and thoughtful design, Sol3home transforms everyday spaces into refined expressions of personal style. Every collection is a seamless balance of functionality and beauty—created to elevate the way you live.









MARKIZ
CLASSIC SILVER JEWELLERY

Project:

Markiz silver

Region:

Cairo EGY

Year:

2025

About:

Markiz Silver is the embodiment of timeless elegance and refined craftsmanship in the world of fine jewelry. Specializing in premium silver pieces, Markiz blends classic design with contemporary flair to create accessories that make a lasting statement. Each piece is meticulously crafted to reflect sophistication, luxury, and individuality—perfect for those who appreciate beauty in every detail.









Project:

Meltopia

Region:

Al Khobar KSA

Year:

2025

About:

Born in the heart of Al Khobar, Meltopia stands as Saudi Arabia's signature destination for elevated chocolate craftsmanship. Every creation is a blend of rich flavors, refined textures, and artisanal finesse—crafted to transform ordinary moments into indulgent experiences.

As a luxurious chocolate brand, Meltopia brings together premium ingredients, innovative fillings, and elegant presentation to deliver chocolates that feel as exceptional as they taste. Each piece is made to celebrate taste, style, and sophistication.









J A D E
R E S I D E N C E

Project:

JADE Residence

Region:

Cairo EGY

Year:

2025

About:

Jade Residence stands as a refined sanctuary where premium living meets timeless elegance. Designed for those who value exclusivity, comfort, and serene surroundings, Jade offers a lifestyle defined by sophistication and effortless beauty.

With its prime location and thoughtfully crafted architecture, every home at Jade captures a sense of harmony—open spaces, natural light, and a seamless blend of modern design and calming greenery.







Contact us



+20 106 9349 219
+971 504 088 489



www.ym11solutions.com



info@ym11solutions.com



Villa 8 - District 7
Shiekh Zayed - Giza