

Ahmed Ragab

Baraka Optics



BARAKA GROUP

“ I saw an opportunity to bring high-quality, affordable and trendy eyewear products to Egyptian consumers. ”

COUNTRY Egypt

INDUSTRY Consumer

YEAR SELECTED 2013

WEBSITE <http://www.barakafashion.com/>

COMPANY SNAPSHOT

Baraka Optics Group (2008) provides unique and quality eyewear products with premium service to meet the design and pricing needs of Egyptian middle to upper-class consumers. Growing out of an importer and distributor of foreign goods by the same name (Baraka, 1979), Baraka Group is a trusted and well-established brand with over 30 retail locations in metropolitan and resort locations throughout Egypt. Through its C & Co. product line, Baraka Group became the first company to offer Egyptian-branded eyewear and target the underserved youth population with trendy, affordable products. The company also offers its services through an innovative pop-up retail application, C & Co. Express.