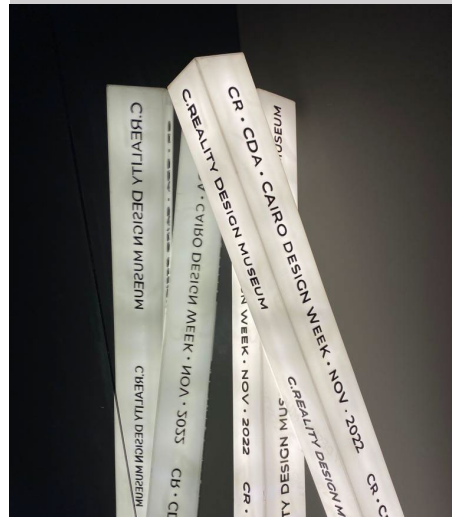


PRESS & MEDIA

UPLOAD OUR PRESS RELEASES
TO BE SHARED ON OUR
WEBSITE

01.01

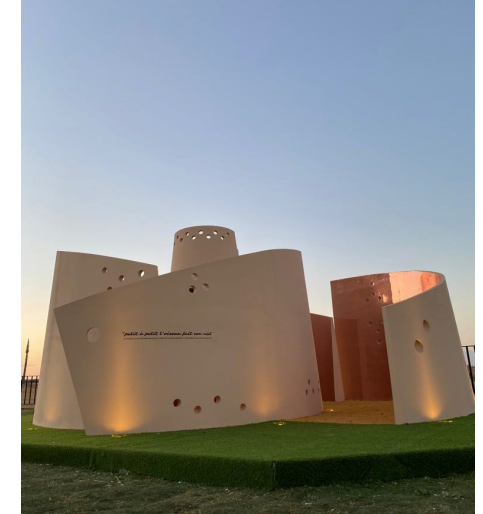
NEWS & MEDIA



C. REALITY
DESIGN
MUSEUM,
CDA '22



SHOWROOM
OPENING



O-WEST

PURCHASING



AS ANY WEBSITE THAT SUPPORTS E-COMMERCE, IT SHOULD HAS A WISHLIST AND A CART.

A **WISHLIST** TO SAVE YOUR FAVOURITE PRODUCT WHILE SURFING THE WEBSITE (MAKING A PINK HEART) AND THE **CART** TO ADD PRODUCTS YOU WILL BE PURCHASING.

NOTE: THE PRODUCT WILL BE ADDED ON THE CART AFTER SELECTING MATERIALS, FINISHES, ETC..

02.02

VALU

PURCHASING



Cash On Delivery



Easy Installment



Free Return



It's About Time

SINCE WE HAVE GOT VALU MACHINE, WE CAN WRITE DOWN THAT “YOU CAN PAY YOUR INSTALLMENT THROUGH VALU”.

APPOINTMENTS

03.01

APPOINTMENTS

KNOW MORE

SCHEDULE AN APPOINTMENT

APPOINTMENTS COULD BE MADE THROUGH THE WEBSITE OR BY CONTACTING C. REALITY'S SALES REPRESENTATIVES.

04.01.01

PRODUCTS

DOWNLIST FOR PRODUCTS



Products

Top seller

New products

Everyday essentials

Sustainable products

Furniture

Baby & children

Decoration

Outdoor products

Textiles

Storage & organisation

Lighting

CATEGORIZE PRODUCTS BY:

- TOP SELLER
- NEW PRODUCTS
- GEEM COLLECTION
- NEW COLLECTION
- OUTLET PRODUCTS

DOWNLIST FOR PRODUCTS

Sort ▼

Size ▼

Category ▼

Price ▼

Colour ▼

All filters ≡

Compare ☐

Sort ^

Size ▼

Category

Best match



Price: low to high



Price: high to low



Customer rating



Name



CATEGORIZE PRODUCTS BY:

- SOFAS
- ARMCHAIRS
- DINING TABLES
- COFFEE TABLES
- ETC...

CATEGORIZE EACH PRODUCTS BY:

- PRICE
- SIZE
- CATEGORY

04.01.02

SORT BY

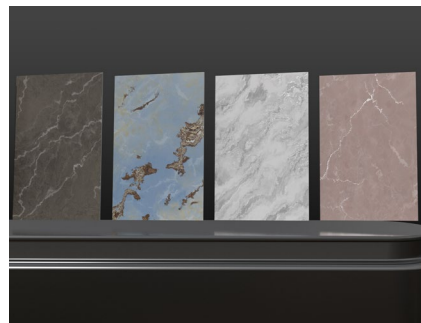
04.01.03

MATERIALS

MATERIALS USED



Materials



ADD MATERIALS WE USE, TO MAKE IT EASIER FOR THE CLIENT TO SEE THE VARIATIONS AND DIFFERENCES.

- MARBLE
- WOOD
- FABRICS

04.01.04

SORT BY

PRODUCT PRICES



GRÖNLID
4-seat sofa with chaise longue

EGP **38,295**



JUTHOLMEN
2-seat modular sofa, outdoor

EGP **11,946**



PÄRUP
3-seat sofa with chaise longue

EGP **23,495**



GRÖNLID
3-seat sofa

EGP **24,595**



PRODUCT PRICES

04.01.05

SORT BY



BLINKY 3 SEATERS SOFA

EGP

30,000



PRODUCT PRICES

04.01.06

SORT BY



KATE CHAIR

EGP

15,000



FLORENCE CHAIR

EGP

16,000



SYLVESTER ARMCHAIR

EGP

17,000



PRODUCT PRICES

Compare



Compare



ICELAND CHAIR

EGP

12,500



MOBI CHAIR

EGP

13,500



04.01.07

COMPARISON

05.01.01

BANNER

IMMEDIATE PURCHASE

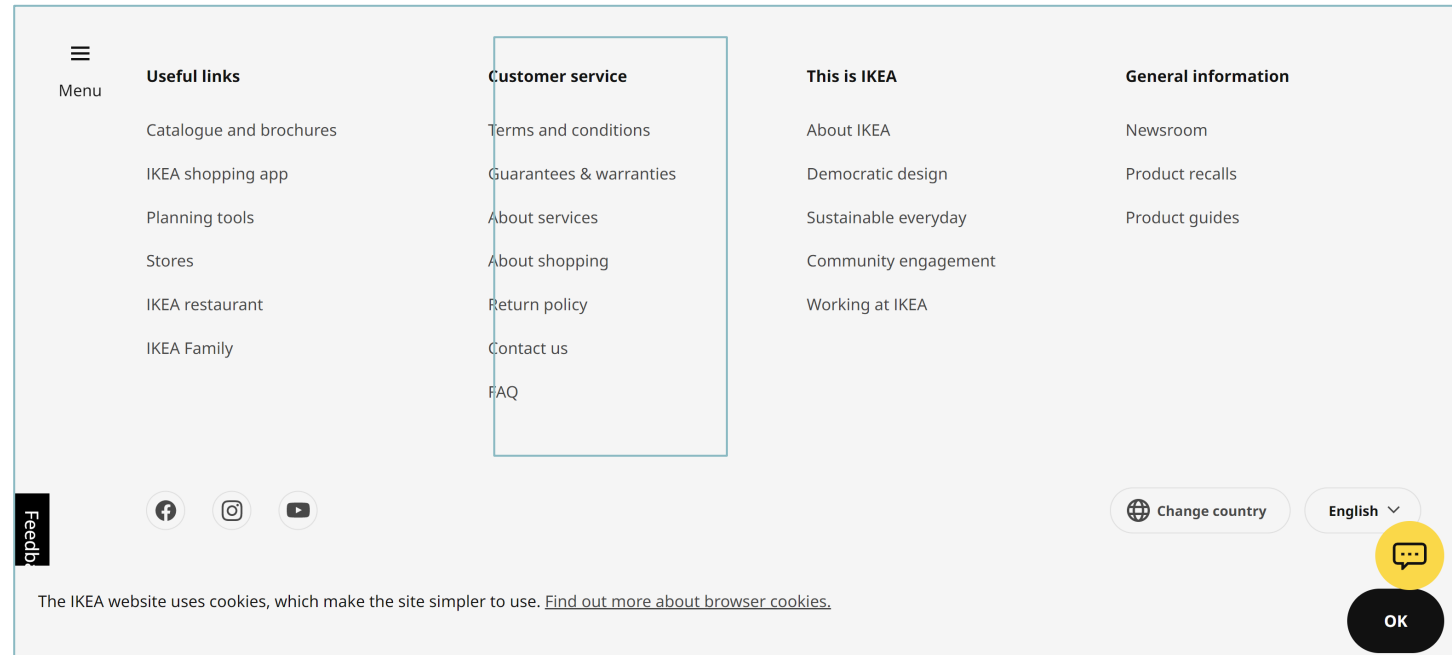


- ANNOUNCE SALE AND IMMEDIATE PURCHASE THROUGH OUR WEBSITE.
- ADD OUR IMMEDIATE PURCHASE COLLECTION TO MAKE IT EASIER TO THE CLIENTS WHO ARE SURFING TO REACH THESES PRODUCTS.

05.01.02

FOOTER

TERMS & CONDITIONS



SINCE C. REALITY WILL HAVE AN E-COMMERCE, THERE SHOULD BE A LIST THAT EXPLAINS HOW TO USE THE PRODUCT, THE MAINTENANCE , TERMS AND CONDITIONS, ETC..

05.01.03

ANNOUNCEMENTS

OUTLET LIST

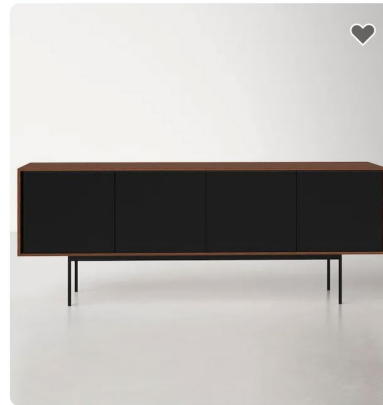


AllModern + Furniture Cart + 13 more

\$125.00 ~~\$699.00~~

Save \$574.00 (82%)

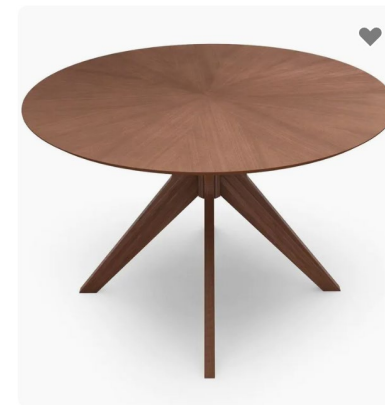
3 variants



AllModern + Walmart + 12 more

\$2,700.00 ~~\$3,697.50~~

Save \$997.50 (27%)



AllModern + 1StopBedrooms + 10 more

\$278.59 ~~\$610.00~~

Save \$331.41 (54%)



AllModern + Meadow Blu + 12 more

\$2,060.00 ~~\$3,299.00~~

Save \$1,239.00 (38%)

2 variants

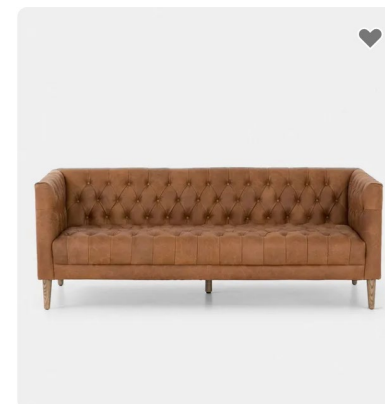


AllModern + Maisonette + 12 more

\$670.00 ~~\$1,260.00~~

Save \$590.00 (47%)

3 variants



Lulu and Georgia + Kathy Kuo Home + 11 more

\$3,439.00 ~~\$4,299.00~~

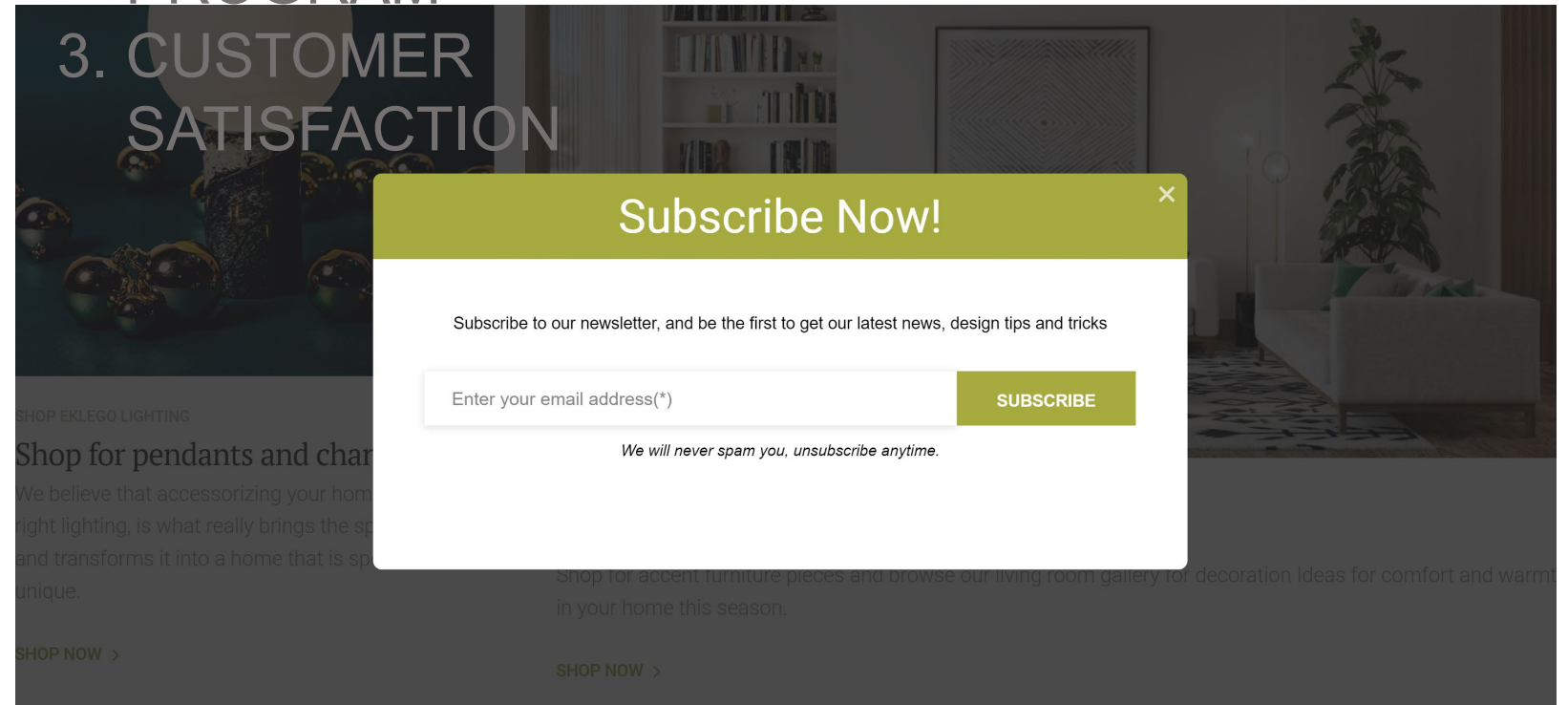
Save \$860.00 (20%)

06.01

SUBSCRIPTION

SUBSCRIPTION:

1. COLLECTING DATA
BASE
2. FOR LOYALTY
PROGRAM
3. CUSTOMER
SATISFACTION



07.01.01

MARKETING

CATALOGUE



Eklego Catalogue

Enjoy a flip through our catalogues

 [EKLEGO CATALOGUE](#)

 [SUMMER 22 COLLECTION](#)



- CATALOGUE IS NOT ALL ABOUT HOW THE PRODUCTS LOOK LIKE, IT ALSO HAS A DETAILS THAT ARE IMPORTANT TO THE CUSTOMERS, SUCH AS:

- PRODUCT FEATURES
- DESCRIPTIONS
- DIMENSIONS
- TECHNICAL DRAWINGS

07.01.02

MARKETING

E-MAIL

ADDRESS

40 Mohamed Mazhar st, Zamalek, Cairo, Egypt.

PHONE

+20 2 27380163, +20 2 273 63 714

EMAIL

info@c-reality-eg.com

ADD HYPERLINK TO C.
REALITY'S E-MAIL.



40 Mohamed Mazhar st, Zamalek, Cairo, Egypt.

+20 2 27380163, +20 2 273 63 714

info@c-reality-eg.com

Sunday To Saturday : 10AM to 9PM

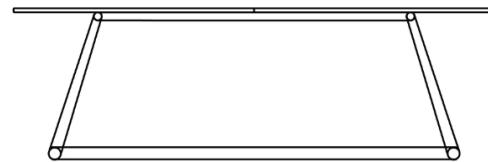
Friday: 10AM to 5PM



08.01

DESIGNS

ORIGINAL DESIGNS



CITY REALITY

BAHAMAS DINING TABLE DESIGN: MINA RAFIK

THE MINIMAL DESIGN CAPTURES THE LAIDBACK SPIRIT OF THE ISLANDS AND ITS NATURE INSPIRED ARCHITECTURE. AN INTERPRETATION OF THE SIGNATURE BRIDGES USED TO CONNECT DIFFERENT PIECES OF LAND IN THE MIDDLE OF THE WATER, USING EARTHY MATERIALS PERFECTLY BLENDING WITH THEIR SURROUNDING. THE SLEEK DESIGN PAIRS THE LINEARITY OF THE BRIDGES WITH WOOD CRAFTSMANSHIP, WHILE THE GLASS TABLE TOP MIMICS THE FLUIDITY OF WATER IN A MODERN AESTHETIC.

DIMENSIONS: 240 X 110 X 75 CM



09.01

FONTS

COLORS & FONTS

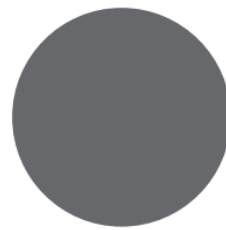


PANTONE
P 125-4 C

CMYK
C 52, M 0, Y 21, K 13

RGB
R 102, G 181, B 184

#65b5b8



PANTONE
P 179-11 C

CMYK
C 0, M 0, Y 0, K 73

RGB
R 103, G 104, B 107

#66686a

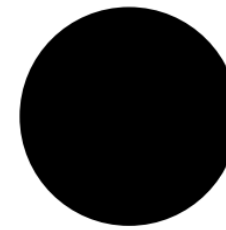


WHITE

CMYK
C 0, M 0, Y 0, K 0

RGB
R 255, G 255, B 255

#ffffff



BLACK

CMYK
C 0, M 0, Y 0, K 100

RGB
R 0, G 0, B 0

#000000