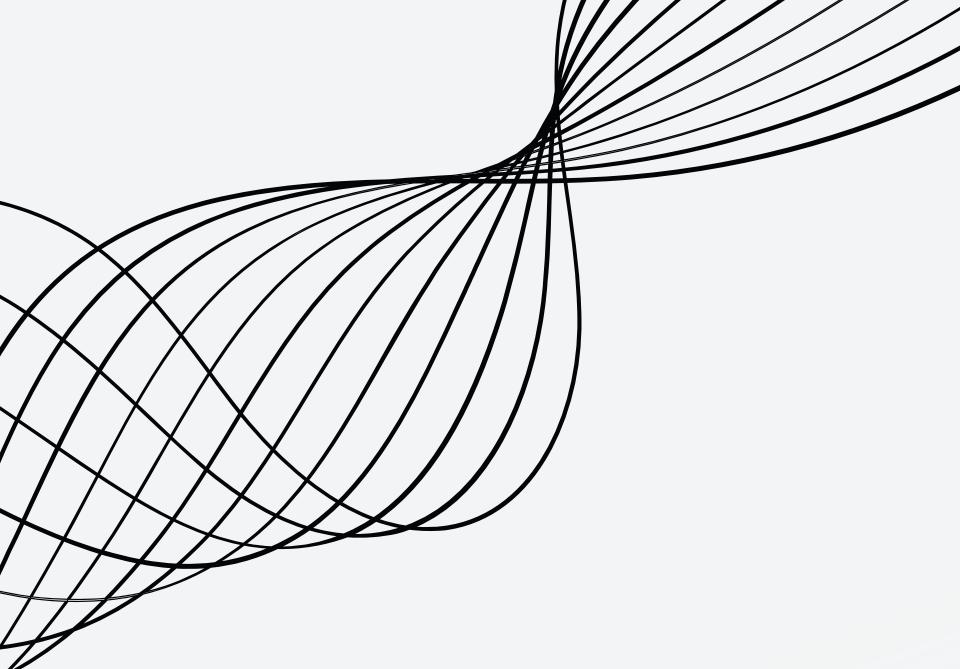




# **SEVENTY EIGHT MARKETING PLAN**

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# OUR TEAM



Martina  
Raaft



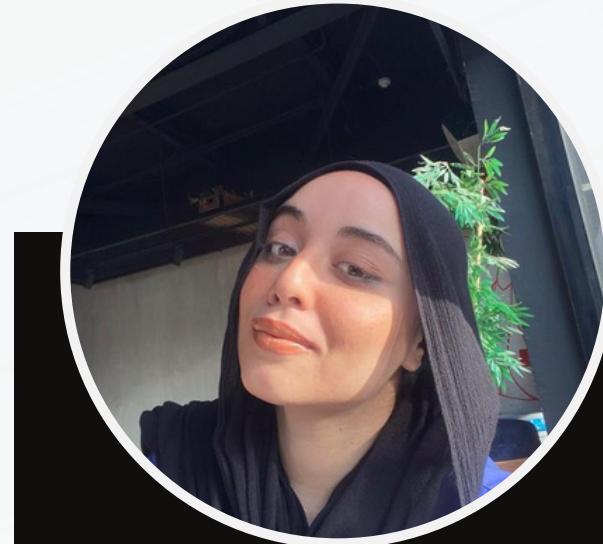
Mariam  
Sameh



Nouran  
Hany



Nada  
Mostafa



Rawan Samy

# BRAND OVERVIEW

Seventy8ight is a brand that caters to fashion, lifestyle, and creative culture

it offers products like T-shirts, hoodies, sweatpants, shorts, and more fashionable clothing.



# VISION AND MISSION

## Vision

- To become Egypt's leading youth fashion brand, known for combining high-quality, trendy designs with affordability, and creating a vibrant community where young people can express their unique style with confidence.

- Our mission is to offer high-quality, stylish clothing that resonates with the youth of Egypt. We are committed to providing exceptional customer experiences both online and offline, fostering a sense of individuality through our unique designs, and contributing to the fashion industry with innovative and accessible fashion solutions.

## Mission

<b>Key Partners</b>		<b>Customer Relationships</b>		<b>Key Activities</b>		<b>Channels</b>		<b>Customer Segments</b>	
<ul style="list-style-type: none"> <li>suppliers of fabrics and materials.</li> <li>shipping and delivery companies.</li> <li>Social media influencers for collaborations</li> <li>TikTok and Instagram for online sales and promotion</li> </ul>		<ul style="list-style-type: none"> <li>Engaging and personalized interactions through social media (TikTok, Instagram)</li> <li>Building brand loyalty through-limited-edition collections and exclusive drops</li> <li>Offering customer support and service in-store and via online platforms</li> <li>Utilizing social media trends feedback to adjust product offerings</li> </ul>		<ul style="list-style-type: none"> <li>Designing and producing trendy streetwear</li> <li>Managing social media presence and influencer collaborations</li> <li>Online and offline customer service management</li> <li>Marketing and promotional campaigns</li> <li>Stock management for both exclusive drops and regular items</li> <li>Enhancing customer experience in-store and online</li> </ul>		<ul style="list-style-type: none"> <li>Physical store in 6th of October</li> <li>City, Egypt</li> <li>online store via website and social media apps like tiktok and Instagram.</li> <li>Social media marketing and influencer collaborations</li> <li>Word of mouth and in-store promotions</li> <li>Online campaigns through Facebook and Instagram ads</li> </ul>		<ul style="list-style-type: none"> <li>Primary: Young men (ages 18-24), students, early professionals ,active on social media</li> <li>Secondary: Teen boys (ages 13-17), fashion-conscious and looking for trendy, comfortable wear</li> <li>Tertiary: Men (ages 35-44), interested in casual, youthful fashion</li> </ul>	
<b>Key Resources</b>								<b>Value Propositions</b>	
<ul style="list-style-type: none"> <li>innovative designs and a design team .</li> <li>inventory of raw materials (fabrics, printing).</li> <li>Online and offline sales channels</li> <li>Physical store in 6th of October</li> </ul> <p>City</p> <ul style="list-style-type: none"> <li>Influencer and brand ambassador network</li> </ul>								<ul style="list-style-type: none"> <li>trendy designs that appeal to teens .</li> <li>Seamless online and offline shopping experience.</li> <li>high quality and Affordable fashion accessible to Egypt's B-class market Exclusive, limited-edition drops creating a sense of urgency and uniqueness.</li> </ul>	
<b>Cost Structure</b>						<b>Revenue Streams</b>			
<ul style="list-style-type: none"> <li>production costs ( fabrics, printing)</li> <li>marketing cost ( ads, influencer partnerships).</li> <li>Rent and utilities for the physical store</li> <li>Shipping and logistics for delivering online orders</li> </ul>						<ul style="list-style-type: none"> <li>Direct sales from the physical store</li> <li>Online sales via TikTok and Instagram DMs</li> </ul>			

# Business Model Canvas



# USP

**Urban Culture & Style:**  
Seventy8ight taps into Cairo's vibrant street culture and offers designs that resonate with fashion-forward individuals.

**Affordable Streetwear:** The brand provides trendy and stylish clothing at an affordable price point, making street fashion accessible to Egypt's B-class market.

**Exclusive Drops:**  
Seventy8ight creates a sense of urgency and uniqueness with limited-edition collections and drops, appealing to those who want exclusive pieces.

**Locally-Inspired:** By infusing local flavor into global streetwear trends, Seventy8ight stands out as a brand that reflects Egyptian culture while staying connected to worldwide fashion movements.

# 7 PS

## 1. Product

Seventy8ight offers trendy, urban-inspired streetwear with bold, unique designs that reflect Cairo's vibrant youth culture. The product range includes T-shirts, hoodies, jackets, specifically tailored for a young, fashion-forward audience. The focus is on affordability without compromising on style or quality, with limited-edition drops to create exclusivity.

## 2. Price

Seventy8ight operates in the affordable price range, targeting the B-class market. The pricing strategy is competitive, designed to offer value for money while maintaining high-quality fabrics and trendy designs. Seasonal promotions, discounts, and exclusive offers (e.g., flash sales) help to further attract price-sensitive customers.

4. Promotion: Promotion involves how Seventy8ight markets its products and brand. This could include social media marketing, influencer collaborations, promotions, and advertising campaigns. Their Instagram presence is a crucial part of this, allowing them to showcase products, engage with customers, and create a brand narrative.

6. Process: This refers to the systems and processes that deliver the product to the customer. It includes everything from order processing, shipping, and delivery to the user experience on their social media platforms. Seventy8ight should focus on making these processes seamless and efficient to enhance customer satisfaction.

3. Place: Seventy8ight sells primarily through an offline store, and secondary online orders through Instagram and TikTok DMs.

This refers to where and how the products are sold. Seventy8ight seems to utilize online platforms, particularly Instagram, for marketing and potentially for direct sales. This choice suggests a strategy focusing on digital channels to reach a broader audience, potentially complemented by a physical store or pop-up events.

5. People: The people aspect covers those who interact with customers, from the brand's customer service team to sales personnel. For Seventy8ight, this could involve how they engage with followers on social media, the responsiveness of customer service, and the brand's overall approach to customer interactions. Ensuring a positive and personalized customer experience is key.

7. Physical Evidence: Physical evidence involves the tangible aspects that help customers connect with the brand, such as packaging, branding materials, and the overall aesthetic of their online presence. For Seventy8ight, this could mean stylish and cohesive packaging, a visually appealing Instagram feed, and any other physical touchpoints that reinforce the brand's image and values.

# SWOT

Strength: High quality materials, unique and trendy designs, growing social media presence.

Weakness: poor customer service response time, unclear offline store location.

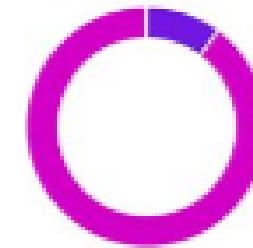
Opportunities: Growing youth fashion market in Egypt, potential to expand the brand to other cities, opportunities to collaborate with influencers.

Threats: High competition from other local and international brands, potential economic downturn affecting consumer spending.

# TARGET AUDIENCE ANALYSIS

## Gender

89.8%  
Men



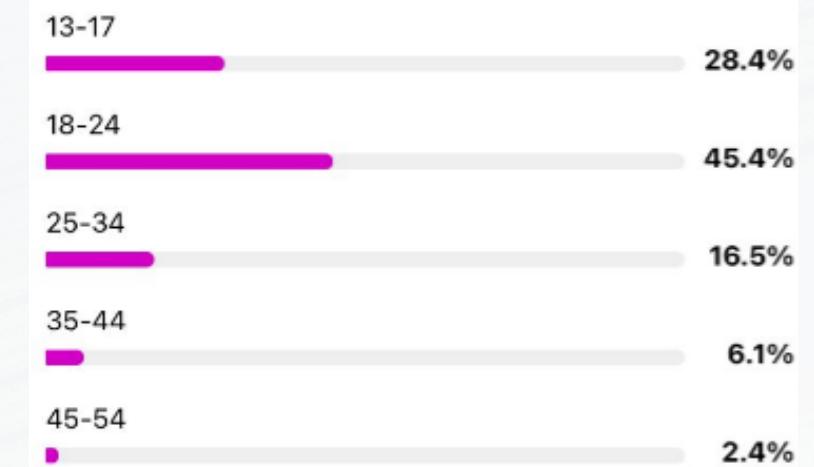
10.1%  
Women

- Demographics: Ages 13-54, predominantly males and females, with an interest in fashion, design, or streetwear.
- Location: People who live in Cairo and nearby governments.

- Interests: Fashion, music, nightlife, art, and creativity.
- Behavior: They engage with visual-driven content, look for unique, trendy pieces, and often follow influencers and brands that match their style.

## Age range

All Men Women



# BUYER PERSONA



MALE

AHMED

- **Age:** 22
- **Gender:** Male
- **Location:** Cairo, Egypt (lives in October City)
- **Occupation:** University student
- **Income Level:** Middle to upper-middle class
- **Education:** Bachelor's degree in Architecture

## Values

- Ahmed values self-expression through fashion, especially in how he presents himself at university and social events.
- He prefers high-quality streetwear that combines comfort, durability, and affordability.
- Ahmed looks for local brands that can give him a unique style without being too expensive.

## Interests

- Streetwear fashion, sneakers, and design
- Architecture, urban design, and graffiti art
- Music (hip-hop, rap) and street culture
- Video games and online communities
- Following influencers and fashion-forward peers for style inspiration

## Digital Behavior

- Active daily on Instagram and TikTok, primarily following fashion influencers, streetwear brands, and Egyptian cultural figures.
- Engages with content from streetwear brands through Instagram posts, stories, and videos.
- Shops online via Instagram or Facebook Marketplace, often looking for exclusive drops or new collections.

## Challenges & Pain Points

- **Limited Local Options:** He often finds it challenging to find trendy streetwear options in Egypt that are affordable yet good quality.
- **Pricing:** While he values fashion, he's sensitive to high prices and prefers discounts or promotions.

# STP

## Segmentation

Demographic: - Gender: Primarily men (90%) - Age groups: 13-17 (30%), 18-24 (45%), 35-44 (6.1%), 45+ (1%) - Income: Likely medium-income youth and young professionals - Psychographic: - Interests: Youth fashion, casual wear, streetwear trends - Lifestyle: Social media-active, fashion-conscious, values unique designs and quality - Behavioral: - Purchase behavior: Online shoppers, looking for youthful, trendy designs - Brand loyalty: Engages with brands on TikTok and Instagram, responsive to social media trends

## Targeting

Primary Target: - Men aged 18-24 (45% of your audience) - Focus on students, early career professionals who are fashion-conscious and active on social media. - Secondary Target: - Teen boys aged 13-17 (30%) - Appeal to their need for trendy, comfortable fashion for school and social settings. - Tertiary Target: - Men aged 35-44 (6.1%) - A smaller but notable group, likely interested in comfortable and youthful fashion for casual outings.

## Positioning

Positioning Statement: "For fashion-forward young men who value both style and comfort, SeventyEight Store offers high-quality, trendy t-shirts and pants designed to keep up with your dynamic lifestyle. With modern youthful designs and superior fabrics, we bring the latest fashion to your wardrobe at affordable prices." - Differentiation: - Youthful, modern designs that appeal to trendy, style-conscious men. - High-quality materials that provide both comfort and durability. - Strong online presence and social media engagement, making fashion accessible and relevant to a tech-savvy audience.

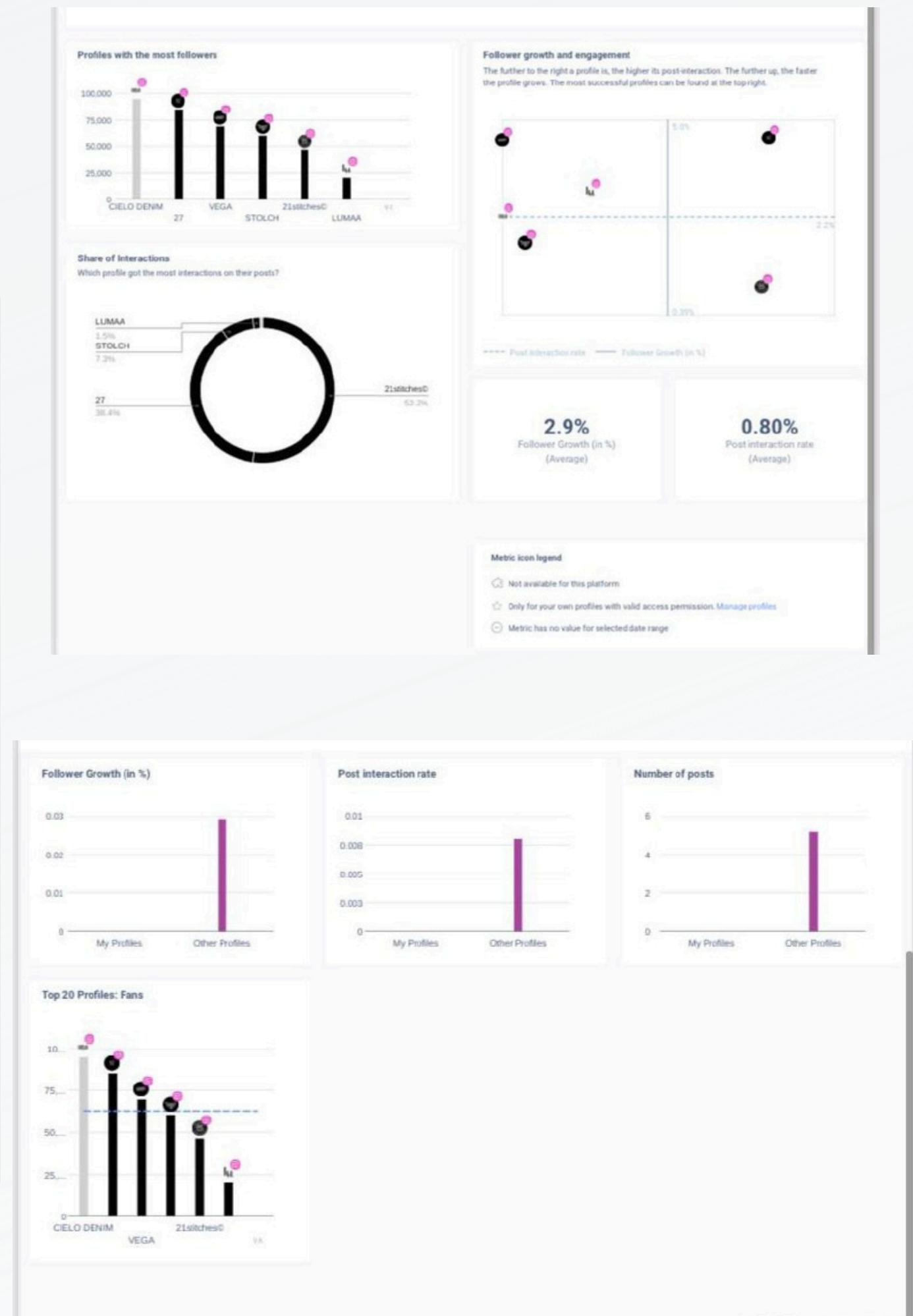
# COMPETITOR RESEARCH

**fanpage karma**

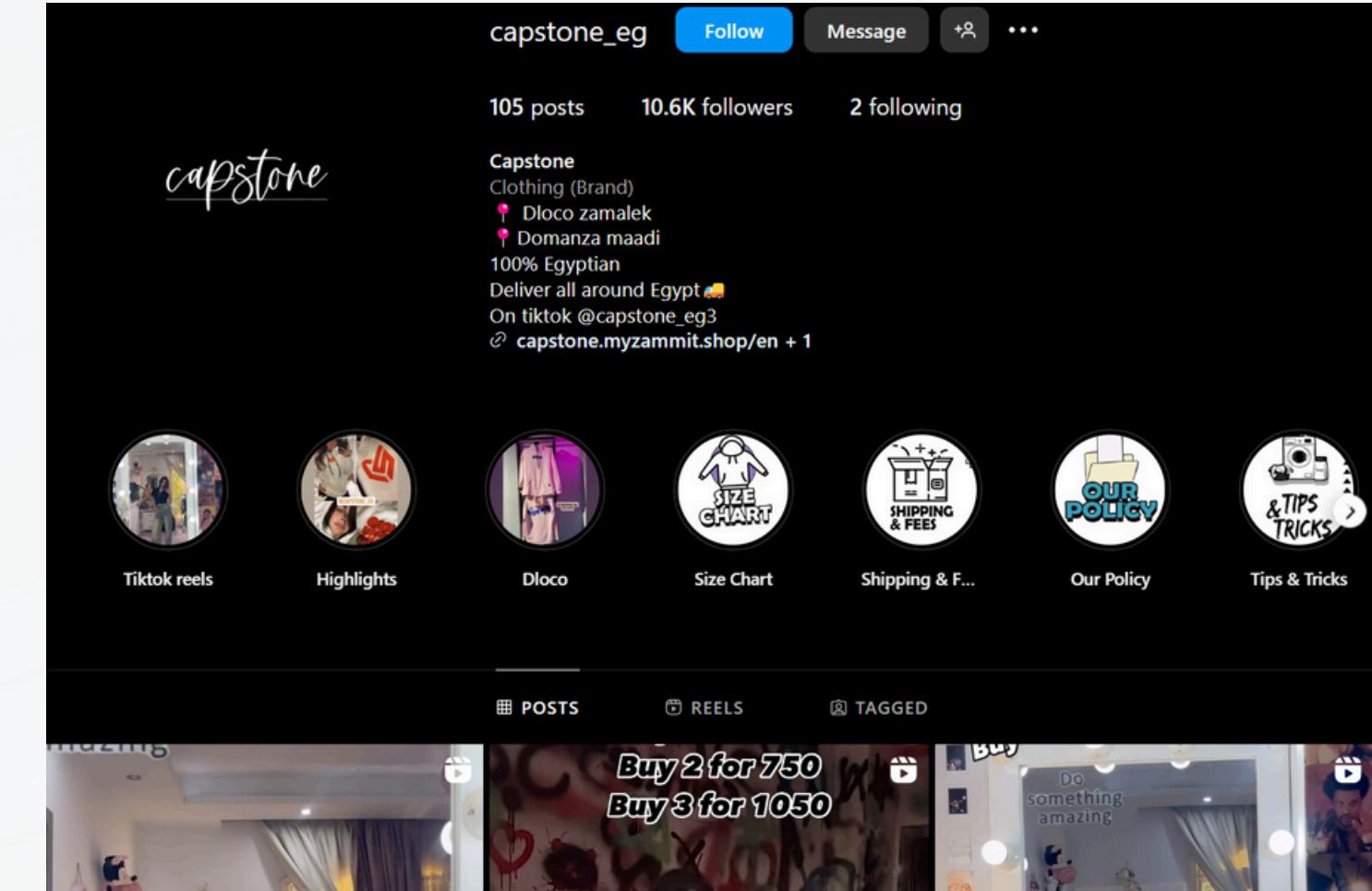
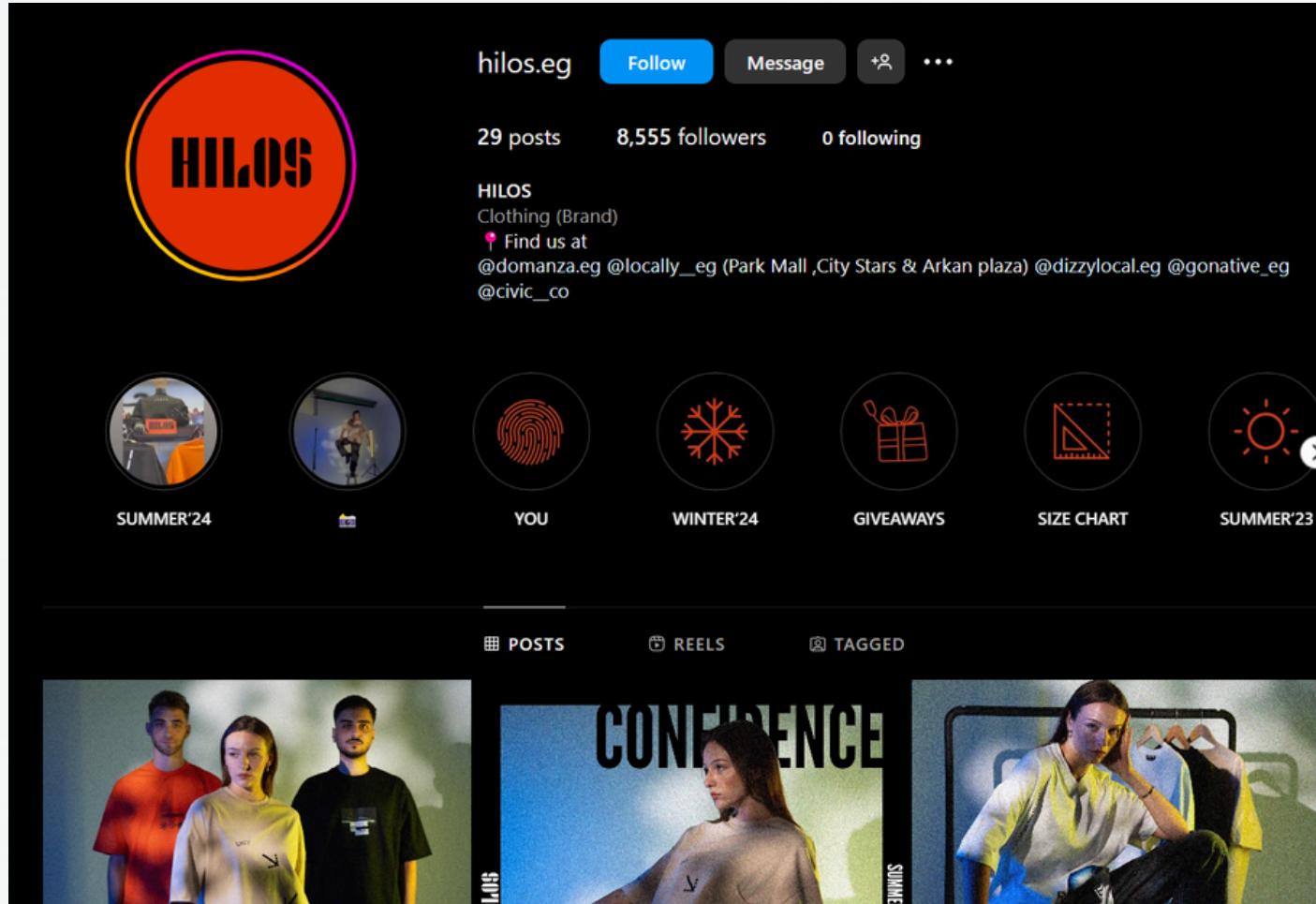
8/6/24 - 9/2/24

### Metrics Overview

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
27 (@27styleyoursself)	75%	85k	4.6%	2.0%	0.07	☆	☆
21 stitches® (@21stitches.co)	19%	47k	0.77%	2.0%	0.2	☆	☆
VEGA (@vegashop)	10.0%	69k	4.5%	0%	0	☆	☆
LUMAA (@lumaa.ee)	9.0%	20k	3.2%	0.66%	0.04	☆	☆
CIELO DENIM (@cielodenim)	8.0%	95k	2.6%	0.0036%	0.6	☆	☆
STOLCH (@stolch_official)	7.0%	61k	1.9%	0.17%	0.2	☆	☆
VA (@connectwithva)	0%	0	0%	0%	0	☆	☆



# COMPETITOR RESEARCH



They have higher engagement.

Their advantage that they have a website.

# GOALS AND OBJECTIVES

## Increase Brand Awareness

Grow Instagram followers by 20% over 3 months through organic and paid reach.

## Boost sales

Increase online and offline sales by 15% over the next 6 months.

## Improve customer service

Reduce response time to customer inquiries on social media to under 1 hour by the end of the next quarter.

## Enhance store visibility

Ensure 80% of your customer base is aware of the offline store location within 3 months.

## Boost Engagement

Increase post interaction (likes, comments, shares) by 30% within the next quarter.

## Create a website

It will help increase sales and make it easier and faster for customers to purchase.

# SEO

Keyword Overview

**Keyword Magic Tool**

Keyword Strategy Builder

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local

Advertising

Social Media

All keywords: 226 Total Volume: 1,080 Average KD: 16%

+ Add to keyword list   

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
winter collection	I	170	12	0.06	4	Last week
online shopping winter collection	I	90	21	0.00	4	Last week
winter collection 2018	n/a	90	n/a	0.00	For metrics, refresh	
winter offensive collection	n/a	90	n/a	0.00	For metrics, refresh	
gul ahmed winter collection	n/a	70	n/a	0.00	For metrics, refresh	
premoda winter collection	n/a	70	n/a	0.00	For metrics, refresh	
springfield winter collection	n/a	40	n/a	0.00	For metrics, refresh	
winter collection is coming	n/a	40	n/a	0.00	For metrics, refresh	
collection winter	n/a	30	n/a	0.00	For metrics, refresh	
max winter collection	n/a	30	n/a	0.00	For metrics, refresh	

Show more 

Get 7 days free to add more 

We utilize SEMrush's SEO keywords to optimize our content and enhance our website development.

# CHANNELS



A screenshot of an Instagram profile for the account "seventy8ight". The profile picture is a stylized white logo. The bio reads: "اكتوبر-الحصرى-ابراج على الدين - بجوار فرغلى بنات العصائر الدور الاول Delivery all over Egypt & no refund". The profile has 9 posts, 8,678 followers, and 1 following. Below the bio are two circular links: "Size chart" and "Live photo". At the bottom, there are tabs for "POSTS", "REELS", and "TAGGED". A video thumbnail at the bottom shows a person holding a jacket with a price tag of 120.

A screenshot of a TikTok profile for the account "seventy8ight". The profile picture is the same stylized white logo. The bio reads: "اكتوبر-الحصرى-ابراج على الدين - بجوار فرغلى بنات العصائر". The profile has 2 Following, 10.6K Followers, and 81.3K Likes. Below the bio are tabs for "VIDEOS", "REPOSTS", and "LIKED". There are four pinned videos: 1. A red camouflage jacket with a price tag of 450 L.E. 2. A night view of a building with the caption "اكتوبر الحصرى". 3. A red Nike Tech Outfit with the caption "Nike tech outfit". 4. A grey Nike Tech Outfit with the caption "Delivery all Egypt 24\$".

# ADS MANAGER

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar displays a hierarchy: 'winter collection' < 'seventy8ight store-engagement-10/11'. The main area is titled 'winter collection' and contains the following fields:

- Ad group name**: winter collection
- Conversion**:
  - conversion site**: Choose the places you want to drive engagement (About conversion sites)
  - Messaging Apps**
- Facebook Page**: Select a page for this ad (Seventy Eight)
- Messaging Apps**: You can send people to Messenger, Instagram, and WhatsApp (Messenger: Seventy Eight, Instagram: seventy8ight@, WhatsApp)
- Performance objective**: Increase the number of conversations
- Optional · Control the display of prices**

we choose the goal engagment

# ADS MANAGER

The screenshot shows the Facebook Ads Manager interface for a campaign titled "winter collection". The campaign is currently in draft mode. The budget is set to EGP 1,000.00, and the timeline starts on October 11, 2024, and ends on October 13, 2024. The audience is defined as fairly general, with an estimated size of 11,500,000 - 9,800,000. The estimated daily results show an access range of 9.8K - 28K and conversations of 16 - 3. The campaign is set to run ads all the time. Audience controls are being modified to reflect legal or practical restrictions.

Advertising campaign opportunities

You can achieve a 3% reduction in cost per result with some Advantage+ design improvements for a single ad

an offer application

Budget and timeline

Egyptian Pounds (EGP) ١,٠٠٠,٠٠ ج.م Total campaign budget

You will not spend more than EGP 1,000.00 during the duration of your ad set. You will spend more on days with more opportunities and less on days with less opportunities. [Learn more](#)

Start date: EEST 01:07 | 11 أكتوبر, 2024

Expiry date: EEST 01:07 | 13 أكتوبر, 2024

Define audience

The audience range you have set is fairly general

general specific

11,500,000 - 9,800,000 Estimated audience size

Estimated audience size

Estimates may vary significantly over time based on targeting selections and available data, and do not reflect audience choices using Advantage

Estimated daily results

Access: 9.8K - 28K

Conversations: 16 - 3

Budget and timeline

Budget

Timeline

Start date

Expiry date

Hide options

Budget Scheduling

An offer Increase your budget during specific time periods

Ad scheduling

Running ads all the time

Audience Controls

You can modify audience controls to reflect only legal or practical restrictions. [Learn more](#)

By clicking the "Publish" button, you agree to Facebook's Advertising Terms and Guidelines

life time budget 4 DAYS

# ADS MANAGER

the AI tool toward people it thinks are most likely to respond. [Transform your audience +with Advantage](#)

▼ Create a new audience

Custom audiences

Research current audiences

the age

34 - 18

Sex

All genders

Detailed targeting

Include matching people

Interests > Shopping and fashion > Clothing (apparel)

Men's clothing (apparel)

Women's clothing (apparel)

Interests > Shopping and fashion > Shopping (retail)

Online shopping (retail)

Interests > Additional Interests

Fashion and Style

browse Suggestions .Add demographic information, interests, or behaviors

. By clicking the " Publish " button, you agree to Facebook's Advertising Terms and Guidelines

-Age 18 to 34  
-INTRESTS ONLINE  
SHOPPING  
FASHION AND STYLE  
-LOCATION EGYPT BECAUSE  
WE DO SHIPPING ALL OVER  
EGYPT

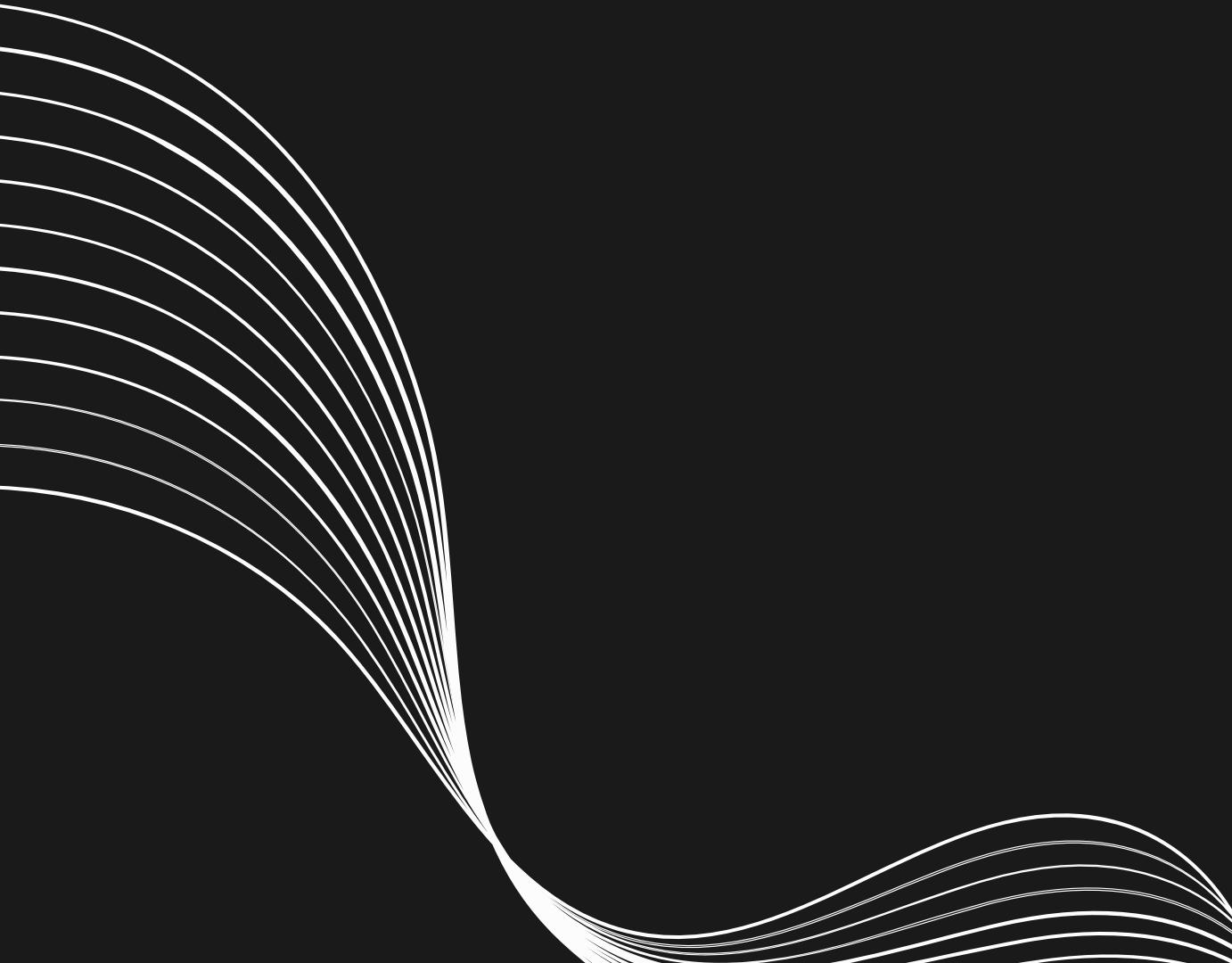
# ADS MANAGER

The screenshot shows the Facebook Ads Manager interface. At the top, there's a message: ".You can now see more versions of your ad in previews". Below it, two preview cards are shown: "Instagram exploration" and "Instagram Stories". The "Instagram exploration" card displays a sponsored post from "seventyEight" featuring a woman in a white hoodie and a man in a black hoodie. The "Instagram Stories" card shows a similar scene with a "Sponsored" tag. On the right, the main panel is titled "Partnership announcement" (status: Stopped) and "Preparing the advertisement" (status: In progress). It includes sections for "Coordination" (choosing photo or video), "One photo or video" (selected), "Rotary format", and "Ads from multiple advertisers" (checked). A note says: "Your ads can appear alongside other ads in the same ad unit to help people explore products and services from businesses that have been personalized. Your ad creative may be resized or cropped to fit the ad unit." At the bottom, a note states: ". By clicking the " Publish " button, you agree to Facebook's Advertising Terms and Guidelines".



DARK POST REEL THAT HAVE ALL OUR COLLECTION

# SOCIAL MEDIA CONTENT STRATEGY



# CONTENT MIX

01

02

03

04

## 30% PRODUCT SHOWCASES

Posts and Reels of products in styled settings. For example, models wearing SeventyEight apparel in vibrant street locations.  
Goal: Build brand awareness and highlight product quality.

## 30% LIFESTYLE CONTENT

Inspirational or behind-the-scenes content showing how SeventyEight fits into the audience's life.  
Goal: Engage emotionally with the target audience, building a deeper connection.

## 20% USER-GENERATED CONTENT

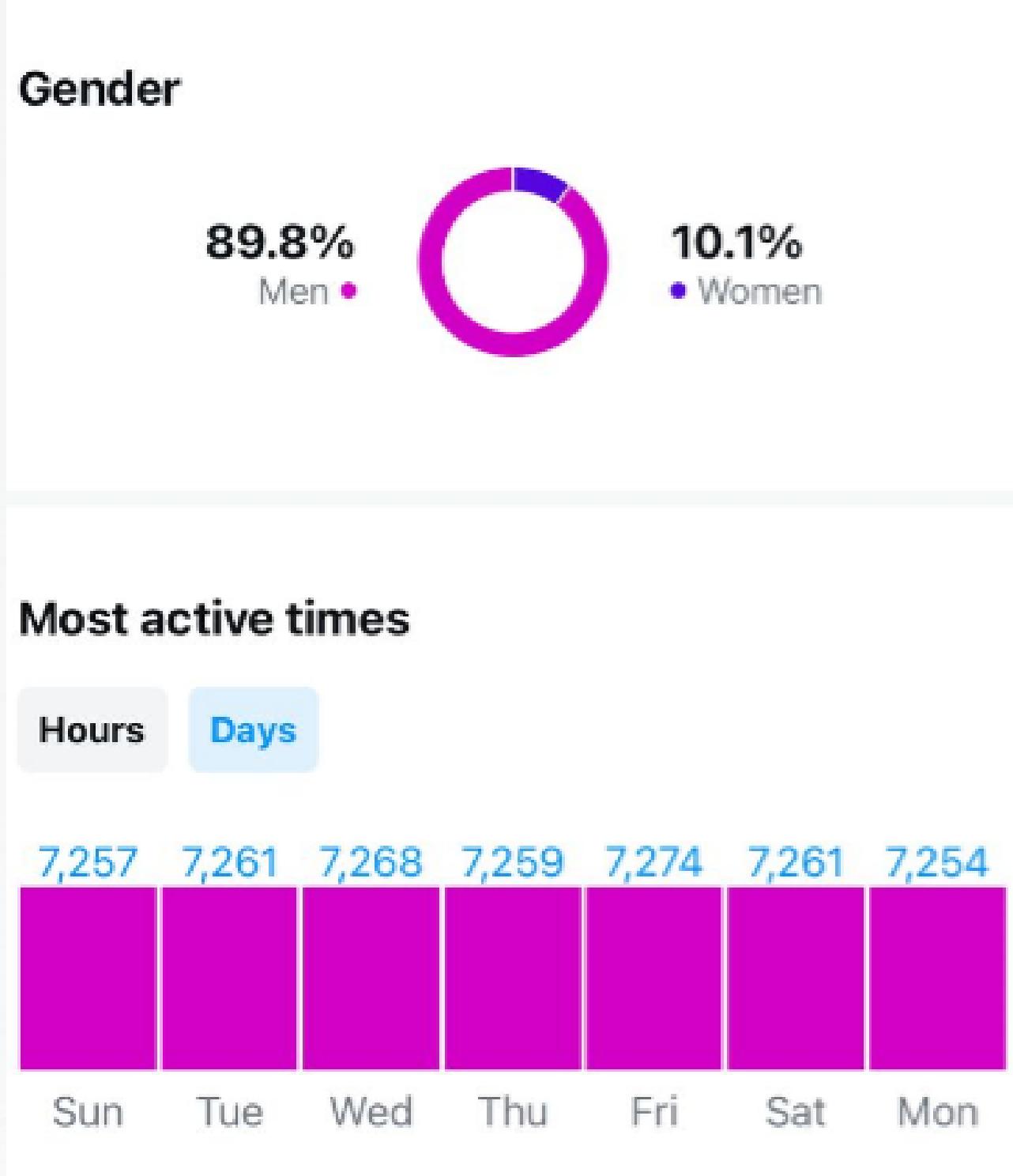
Repost content from customers wearing or using SeventyEight products, tagged posts, or influencer collaborations.  
Goal: Build community and trust.

## 20% INTERACTIVE CONTENT

Polls, quizzes, and stories where followers can vote on favorite styles or trends.  
Goal: Encourage engagement and interaction.

# POSTING FREQUENCY

- Posts: 2-3 per week (a mix of product shots, lifestyle imagery, and collaborations).
- Stories: 4-5 weekly stories, using polls, countdowns, and UGC to drive interaction.
- Reels: 2-3 per week featuring dynamic, short-form videos. These can show outfit transitions, behind-the-scenes shoots, or highlight unique products.
- Instagram Shop: Currently working on creating Instagram Shop to make it easier for customers to make their orders.



# CONTENT CALENDAR

Date	Day	Content	Format	Caption	CTA
9-16-2024	Monday	Sneak peek of a new collection	Story	"Hey, trendsetters! 🏴 Our latest drop is live! 😎穿上 Have you grabbed yours yet? Don't miss out—get yours now!"	"DM us if you're excited or want early access!"
9-17-2024	Tuesday	Product showcase: Best-selling item	Post	"🔥 Our hottest item is almost gone! 🔥 Don't miss out on this limited piece. Tag a friend who needs to see this!"	"Tap the link in bio to grab yours before it's too late!"
9-18-2024	Wednesday	Behind-the-scenes reel of a photoshoot	Reel	"Ever wondered what goes on behind the scenes? 🎥 Watch the magic unfold as we shoot our latest collection. Tell us which piece caught your eye! 👀"	"DM us for sizing or availability!"
9-19-2024	Thursday	Story poll: Favorite color for a new design	Story	"Help us choose! What color do you want to see in our next release? 🔥👉"	"Vote in our poll and share your thoughts!"
9-20-2024	Friday	Customer feature (UGC): Followers wearing Seventy8ight	Post	"Shoutout to our pirates! 🏴 Lookin' sharp in Seventy8ight. Want to be featured next? Tag us in your fits! 📸"	"Tag @Seventy8ight in your posts for a chance to be featured!"
9-21-2024	Saturday	Styling tips reel with new arrivals	Reel	"New drop, new looks! 🔥 Here's how to style our latest arrivals. Which one is your favorite? 💙👉"	"Shop now via our Instagram Shop or DM for details!"
9-22-2024	Sunday	Reminder story about new collection drop	Story	"Don't forget, new collection drops tomorrow! 🚀 Set your reminders now, you don't want to miss it!"	"DM us with any questions or click our bio link for early access!"

# CONTENT CALENDAR

Date	Day	Content	Format	Caption	CTA
9-23-2024	Monday	Story: Quick question (e.g., "What's your favorite fashion trend right now?")	Story	"What trend are you rocking right now? Let us know in the chat! 🤙"	"DM us your style!"
9-24-2024	Tuesday	Showcase of a product drop with limited availability	Post	"Our latest collection is 🔥 but selling out fast! Grab yours while stocks last. What's your fave look? 👕 💬"	"Click the link in bio to shop before it's gone!"
9-25-2024	Wednesday	Trendy streetwear lookbook reel	Reel	"Street style goals! 🚶 Take a look at how you can own the streets in Seventy8ight. Which look are you vibing with? 🔥"	"DM for more looks or shop directly via the bio link!"
9-26-2024	Thursday	Poll: Favorite item from the collection	Story	"What's your pick? Vote for your favorite drop from this week!"	"Vote and share why it's your favorite!"
9-27-2024	Friday	Customer testimonial post	Post	"Nothing beats hearing from our pirates! ✨ Thanks for the love! ❤️ Want to be featured? Drop us a message!"	"Tap the bio link to join the Seventy8ight fam!"
9-28-2024	Saturday	Reel of a limited-time offer or promotion	Reel	"Big news! 🔥 Flash sale for the weekend only! Up to 20% off our best-sellers. Swipe up and shop now before it's gone! 🕒"	"Don't miss out, shop the sale now in our bio!"
9-29-2024	Sunday	Story: FAQs (How to contact, sizes, shipping info)	Story	"Got questions? We've got answers! DM us or check our FAQs for everything you need to know about Seventy8ight. 💬"	"Swipe up to DM or click the FAQ link!"

# 1ST STORY ON INSTAGRAM



# ENGAGEMENT STRATEGY

Interactive Stories: Run weekly polls, quizzes, and Q&As to invite customers to engage. Use Instagram stickers (questions, polls) to directly interact with followers.



Influencer Collaboration:  
Partner with micro-influencers who align with Seventy8ight's aesthetic to reach their engaged followers. Aim for 2-3 collaborations per month.



Hashtag Strategy: Use a mix of trending and niche hashtags (e.g., #Streetwear, #FashionDaily, #OutfitInspo) and encourage followers to tag their content with a branded hashtag (#Seventy8ightStyle) for repost opportunities.

# ADVERTISING STRATEGY

Goal: Drive traffic to the Instagram page and boost brand awareness.

Audience Targeting:  
Focus on people interested in fashion, streetwear, and design within the target age group (13-54), using detailed targeting for competitors or related brands (e.g., people who follow streetwear pages or fashion bloggers).

Ad Format: Use carousel ads to showcase a collection of products and in-feed video ads to highlight product launches or limited-time promotions.

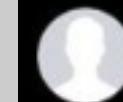
# TESTIMONIALS

الخامه حلوه اوي وال الحاجه نضيفه  
ويستاهل الفلوس وجه بسرعه ودي مش  
هتبقا اخر تعامل



و احسن من الصوره بكثير

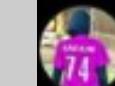
El order wesl w gamed awyy El  
sra7a ❤️😍



El order wasal beggad gamed w  
high quality thx beggad ❤



التيشيرت جامد اوبي و ك خامه تحفه  
جداااا والتعامل حلو وان شاء الله مش اول  
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