



LUXURY IN EVERY DETAIL

A central rectangular image showing a close-up of a sewing machine needle stitching a piece of fabric with a floral pattern. A person's hands are visible, guiding the fabric through the machine. The image is in a muted, sepia-like tone.

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: 240



Machines: 150



Annual production:
500,000



Facility size: 2400m²



MOQ: 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

Masseys®



FULLBEAUTY
BRANDS®



Tommy Bahama®



32° HEAT
COOL



FACEPLANT
DREAMS



Texas Standard



K.Jordan®



WEVO
ACTIVE



NAZEERA



bth



Partners

KAI
COLLECTIONS



AA
ATHLEISURE



CONCRETE
EST. 1989



ngl[®]



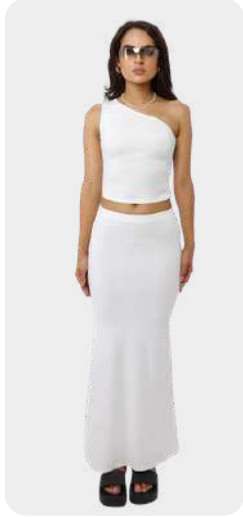
2S
HOME WEAR



KHAM



DOXX



YAWZA



TOWN TEAM



TIE HOUSE



Product Index



Sleepwear



Lounge wear



Outerwear



Sportswear



Swimwear



Intimates

Exhibition Participation

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

Sourcing At Magic



Source Fashion London is the UK's premier sustainable sourcing show, connecting global manufacturers with retailers and designers.

Source Fashion



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

Destination Africa



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

International Apparel & Textile Fair



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



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!

CONTACT INFO

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TO LEARN MORE



VIVA Clothing Factory



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VIVA1960