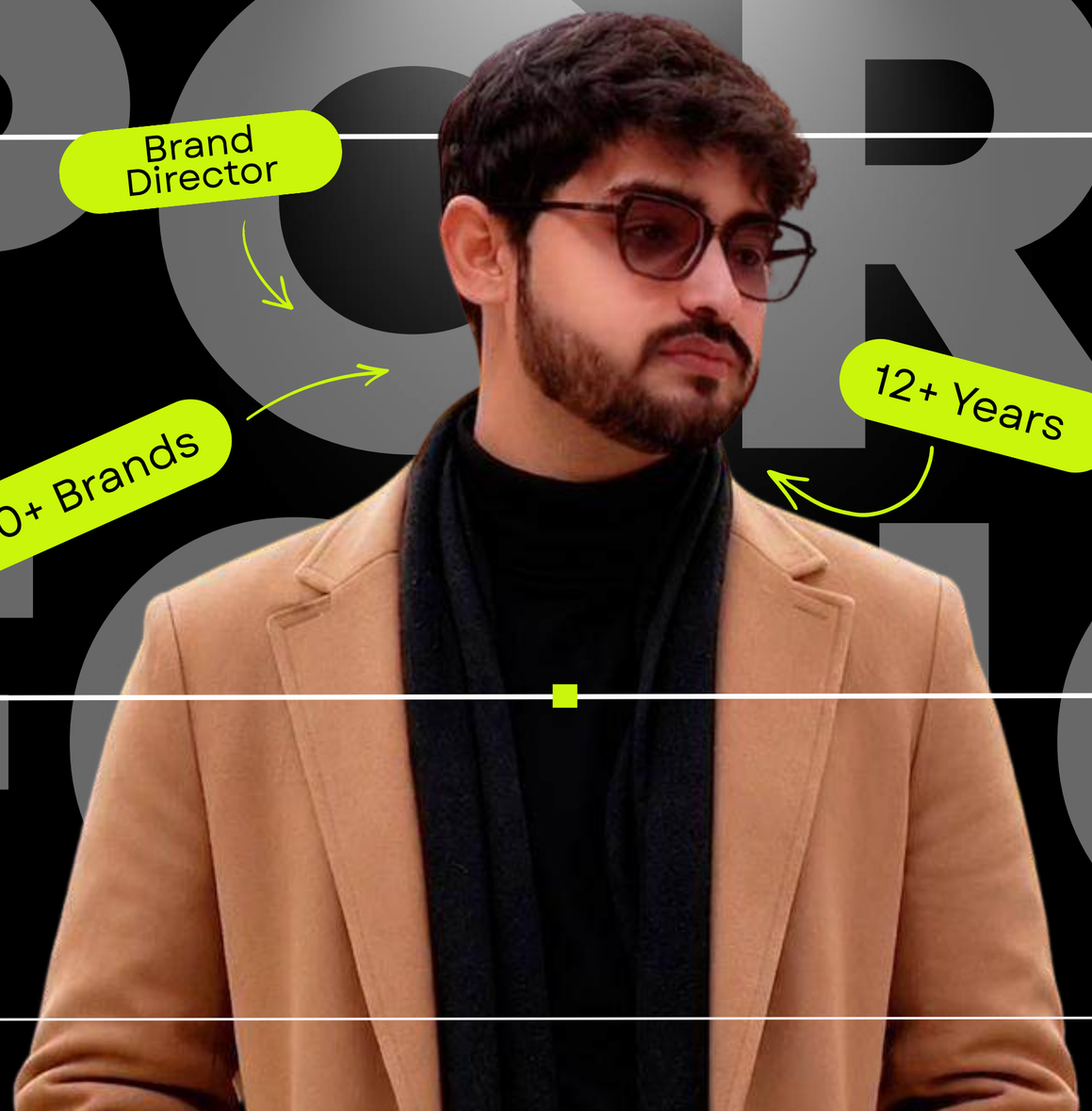
PORT
FOLIO



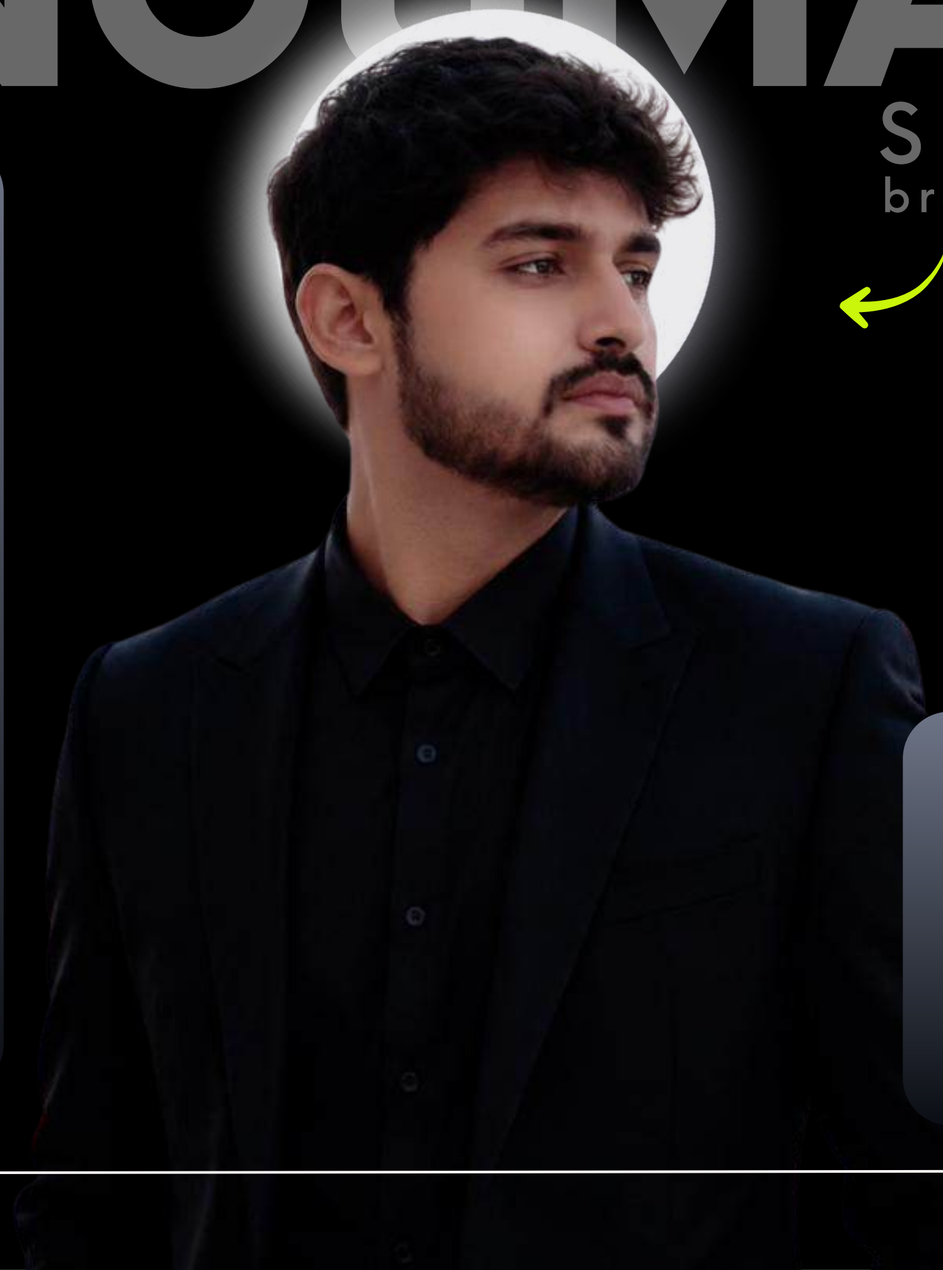
Brand Director

12+ Years

300+ Brands

# NOUMAN SAEED

brand director



## DEVELOPMENT JOURNEY

**Head of eCommerce & Digital Growth**
Althakeel Holdings
May 2025 - Present

**Managing Director | Brand Collab**
Taqseem Holdings
Dec 2022 - Apr 2025

**Brand Development Manager**
Huna by Key Concept
Mar 2016 - Nov 2022

**Financial Analyst**
Sanmarco Group
Mar 2014 - Feb 2016

## SKILL SET

Brand Building
eCommerce Growth
Marketplace Performance
Supply Chain Management
Digital Strategy
Cross-Functional Leadership
Commercial & Retail Strategy
Strategic Execution
Operations Management

## BRAND DEVELOPMENT DNA

350+ BRANDS
12+ YEARS

Brand identity, Ideation, R&D, Financial Feasibility, Risk Analysis, Industrial Designs, Negotiations, Production, Launch, Brand Collabs, Partnerships, Media Presence, Marketing, Operations, Expansion & Growth.

## ABOUT ME

I build brands from Zero to Scale.

With 11+ years in retail and eCommerce, I specialize in creating high-growth consumer brands—from idea and identity to product development, manufacturing, omnichannel launch, and digital scale. I've built teams, systems, and revenue engines from the ground up, generating $20M+ in early-stage revenue while maintaining strong margins and disciplined unit economics.

My strength lies in combining strategic vision with hands-on execution, turning ideas into brands that are built to scale, attract investment, and compete globally

## MEGA CLIENTS

meydan FZ · Ravaiki · BENDITA · ZARA · soulland · GYMSHARK · Eastern · THOUDI · COTTONIL · LIVING CLOVIS · Haldiram's · CSi · trestique · HYDRATION LONDON · nawhal's · SHOPEE · ANTIOCH · Chocolate Bar · north zone Supermarket · Rasasi · AROMA TIERRA · eat · MEDUSA · ELITE GLOW



## TOOLS

- Id
- Ai
- Canva
- MJ
- Ai Tools
  - Claude
  - ChatGPT
  - Perplexity
- Semrush
- Agentic-Commerce
- Figma
- Sketches
- Statista
- Google Trends
- Buzzsumo
- Reddit
- Pinterest

# EACH BRAND HOLDS A STRATEGY !

1 RESEARCH

2 BRANDING

3 DEVELOPMENT

4 LAUNCH

5 MARKETING

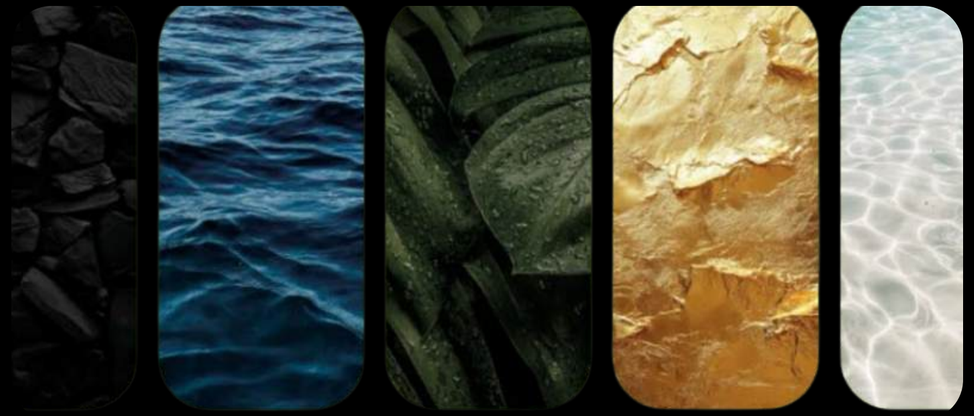
6 SCALING


ARMED

## THE CONCEPT

The sign of Discipline–Clean, Courage–The boldlook & Strength–Strong, blocky. Presenting ARMED the premium & luxury Men Personal Care & Beauty Brand.

Honoring Men Globally.
www.armed.ae



## THE REAL GAP

The men's grooming market is saturated with generic products that lack identity, emotional connection, and premium positioning tailored specifically for modern men. ARMED bridges this gap by creating a luxury grooming experience that represents confidence, elegance, and masculine self-expression through refined products and a bold visual identity.

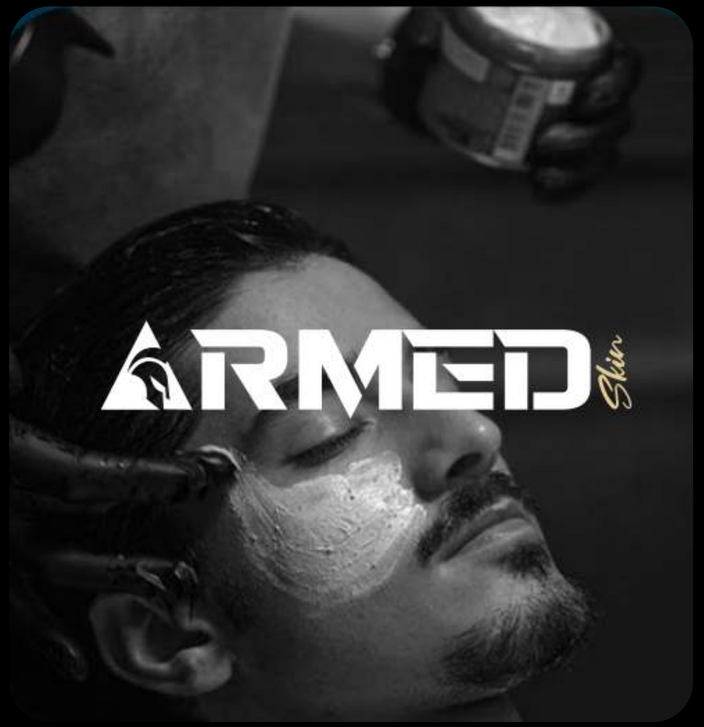
## THE POSITIONING

ARMED positions itself as a modern luxury men's grooming brand designed for ambitious and style-conscious men. Through premium formulations, bold branding, and a sophisticated masculine identity, ARMED stands as a symbol of confidence, discipline, and elevated self-care in the global grooming industry.











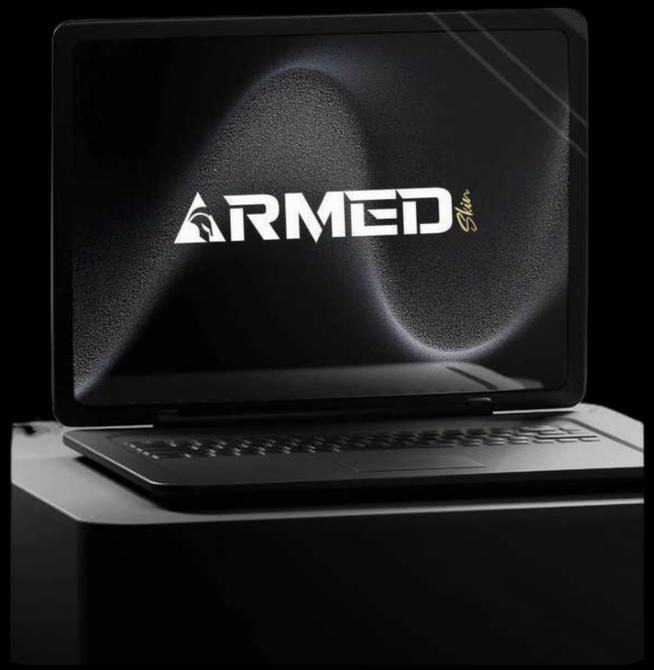




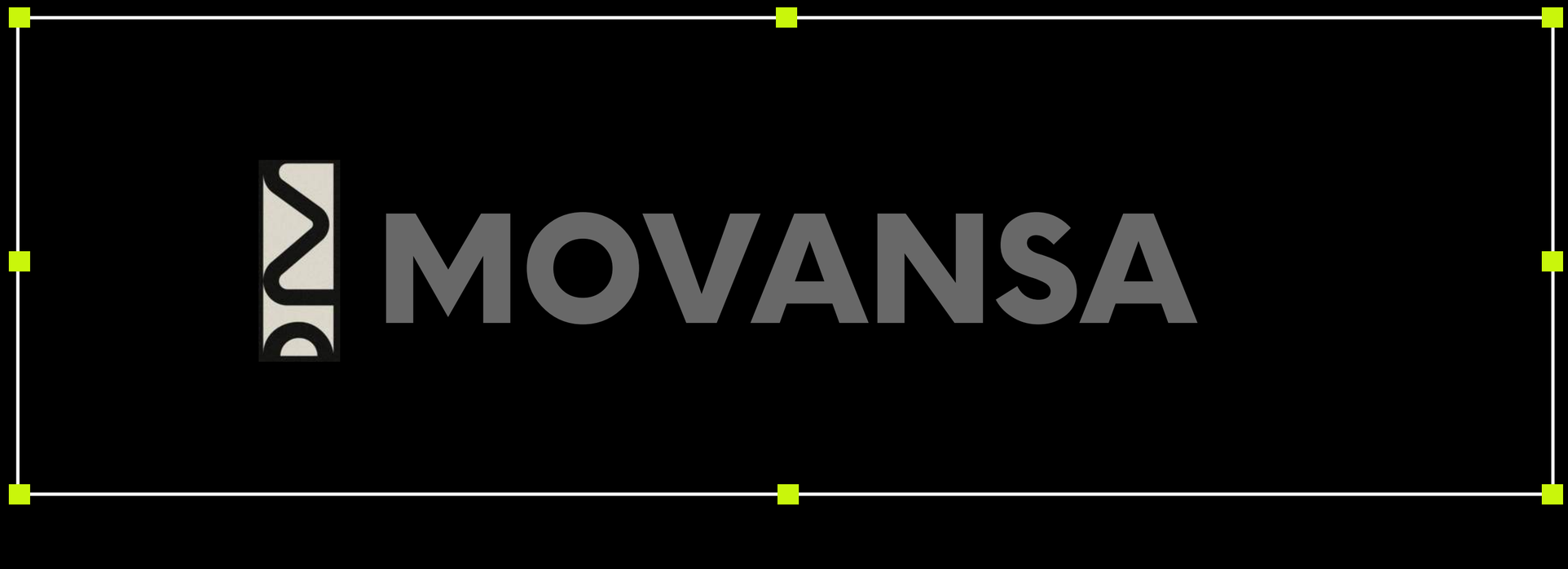

BORN IN DUBAI.
MADE IN KOREA
BE BOLD, BE TIMELESS, BE ARMED
BUY NOW



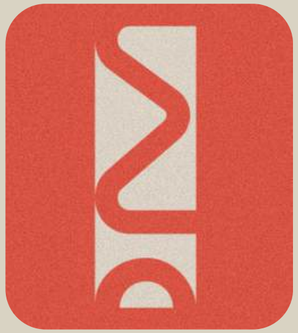

ARMED
HERBAL AND
REFRESHING SCENT
ORGINAL SHOWER GE
MOISTURE SUN SCREEN
50+ PA++++
100g e
100g e


ARMED Hair


OWN YOUR PRESENCE
— with Armed Beard Care Products.


MOVANSA





## THE CONCEPT

MOVANSA is built for cultural reflection into luxury, movement, and purpose. Combining outdoor functionality with minimal modern aesthetics, the brand reflects adventure, durability, and contemporary travel culture.

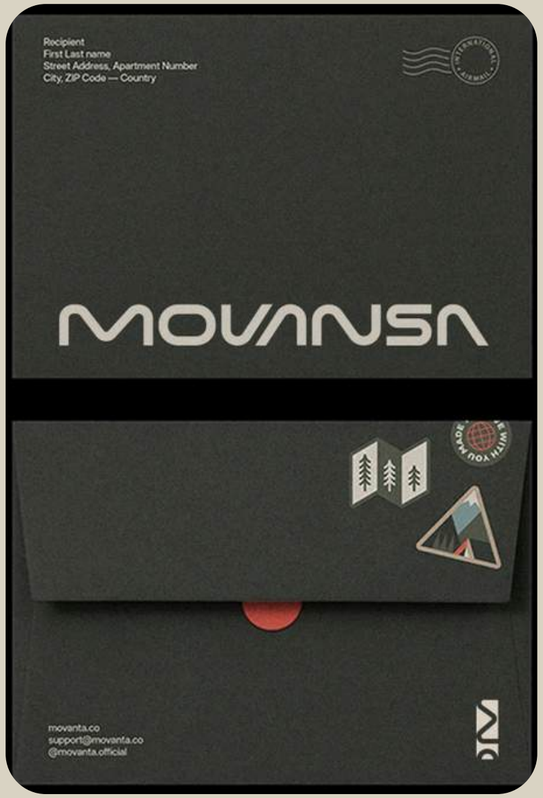
www.movansa.com

## THE GAP

Most outdoor and travel brands either focus heavily on performance or only on fashion. MOVANSA bridges this gap by creating products that deliver both refined aesthetics and practical functionality for everyday explorers.

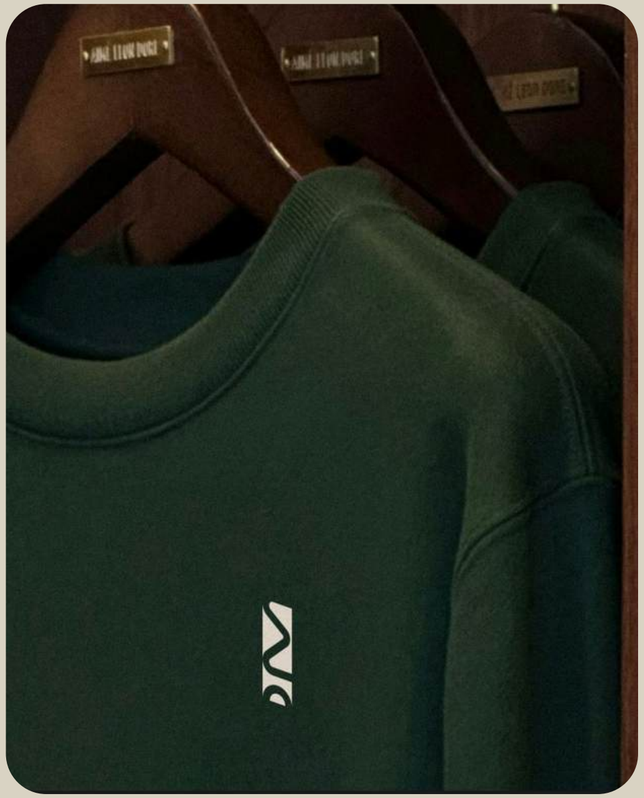
## THE POSITIONING

MOVANSA positions itself as a premium outdoor & travel lifestyle brand for modern adventurers who value clean design, comfort, durability, and a strong sense of identity on every journey.














Integrated Umbrella System
& Premium Touchpoints
Integrated Umbrella System
The umbrella sits inside an isolated wet-zone module designed for convenience and durability.
Premium Touchpoints
All handles and contact surfaces are wrapped in leather, offering superior comfort and long-term durability.


Refined Construction
Balanced proportions and premium materials deliver comfort and durability.
Integrated by design, not added on.


MOVANSA
Eagle


Heritage Geometry &
Signature Camel Leather Belt
Desert-Inspired Surface Geometry
The sculpted front panel echoes the movement of desert dunes, creating soft gradients of light and shadow.
The relief also strengthens the shell by distributing impact stress and reducing deformation while keeping the structure lightweight.
A Heritage Material, Reimagined
The dyed camel leather belt references centuries of Arabian travel culture. It adds visual contrast, tactile richness, and works as a compressive band that reinforces the structural integrity of the case.


Serenity
Structured div
Mesh and wate
organize esse
and ease.


NEXSO









## THE POSITIONING

NEXSO positions itself as a futuristic consumer tech brand for ambitious, style-conscious individuals seeking innovation, convenience, and elevated everyday experiences.

## THE CONCEPT

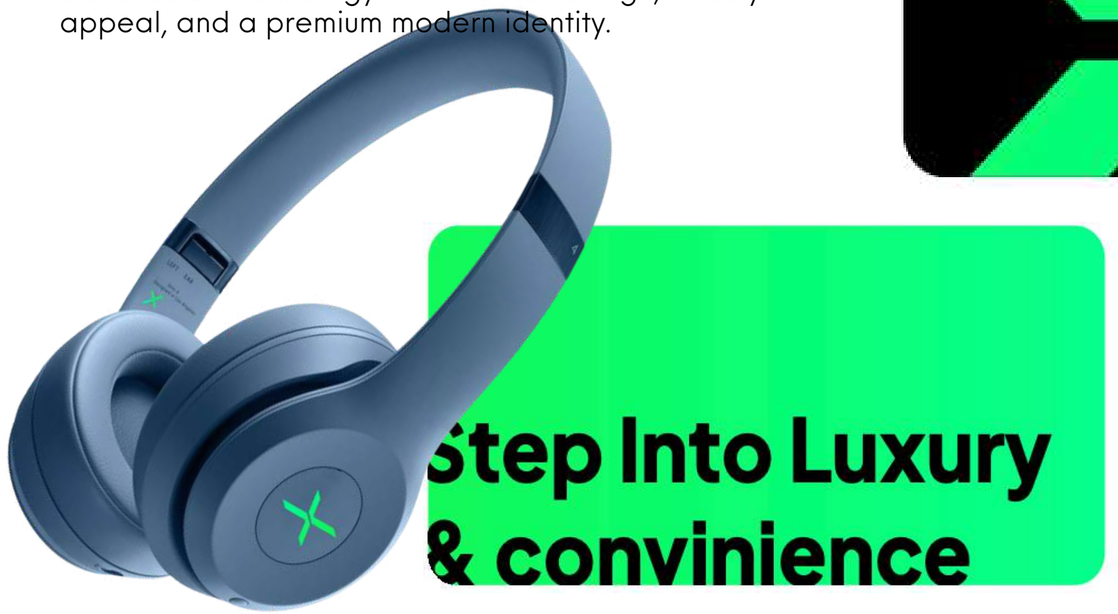
NEXSO is a next-generation tech lifestyle brand built around innovation, minimalism, and smart living. Designed for modern users, the brand blends futuristic aesthetics with everyday functionality to create premium technology experiences.

www.nexso.ae

## THE GAP

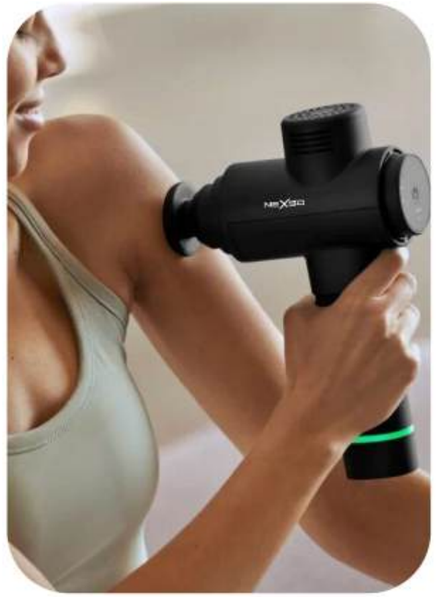
Most tech brands focus only on specifications and performance. NEXSO fills the gap by combining advanced technology with bold design, lifestyle appeal, and a premium modern identity.











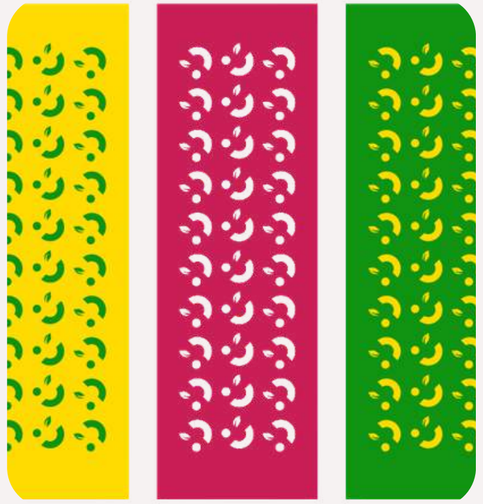


Step Into
The Next Era


NORTHZONE

## LOGO OVERVIEW

North Zone reflects freshness, simplicity, and everyday convenience. Inspired by natural products and modern retail culture, the identity combines vibrant colors and playful typography to create a friendly and memorable supermarket brand.
The green represents freshness and healthy living, while the yellow symbolizes warmth, positivity, and energy. The identity system is designed to remain consistent and recognizable across all brand touchpoints.



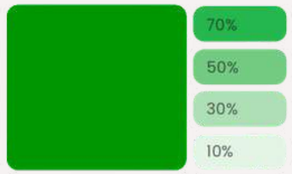




## THE POSITIONING

North Zone positions itself as a modern supermarket and lifestyle retail brand focused on freshness, convenience, and customer trust.

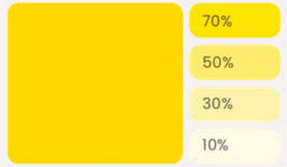
Blending vibrant branding with a welcoming shopping experience, the brand aims to create a strong everyday connection with families and communities. With its clean visual identity and approachable personality, North Zone stands as a reliable destination for quality products, value, and modern retail convenience.




119314




ef0000




ffda00






FIZZY
Lemon
100% Natural
north zone
500 ML


north zone
JAM JAR
BERRIES
north zone
JAM JAR
BERRIES


north zone
KETCHUP
Organic Product
300 ml


TEA BAG


north zone


north zone
Supermarket
Olive Oil
north zone
Supermarket
Olive Oil

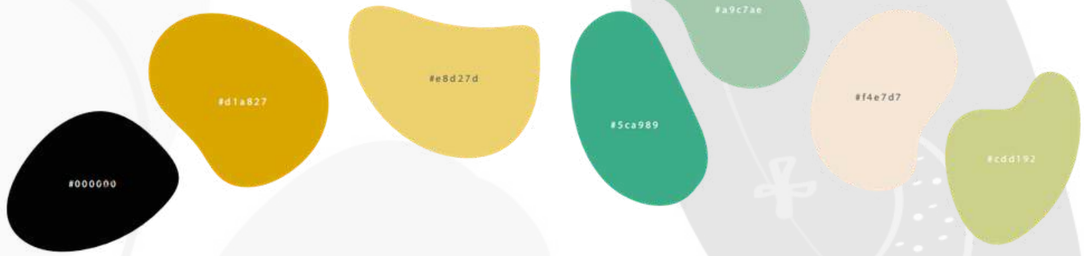



CAFFEINATION

Caffination®

– Stay caffeinated –






## LOGO OVERVIEW

Caffination is a modern café identity inspired by creativity, comfort, and everyday coffee culture. The visual language combines artistic illustrations, organic shapes, and warm earthy tones to create a playful yet premium coffee experience.

The color palette reflects warmth, calmness, and natural freshness, while the handcrafted visual style builds an emotional and welcoming connection with customers. The identity system is designed to remain consistent across packaging, interiors, merchandise, and digital platforms.












Caffeine
مع بعض
ظابطين
صحصحها
Caffeination


صح صحا
Caffeination




15 Pcs
Chocolate chip cookies
Chocolate Mint cookies
Caffeine
مع بعض
ظابطين
Caffeination

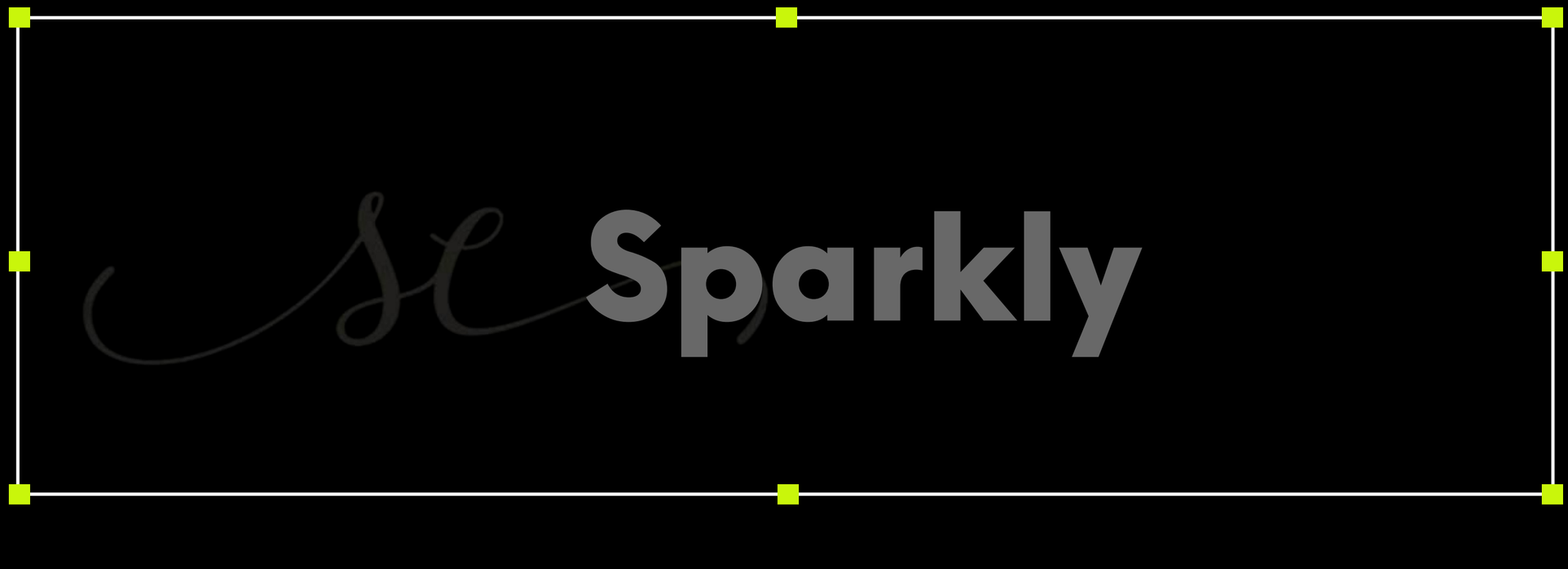

Caffeination


Caffeination
Orange

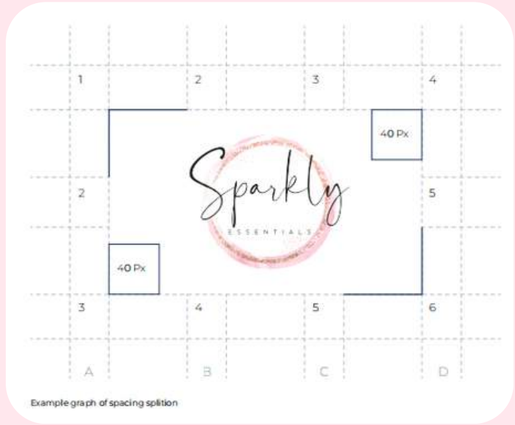

Caffeination
SMOKE SALMON


Caffeination

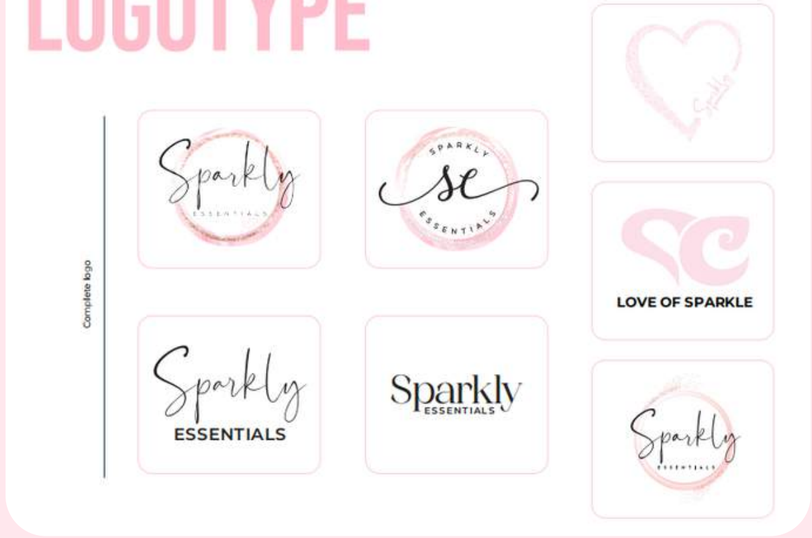

Caffeination


Sparkly

# LOGO




## LOGOTYPE




## THE GLITTERBUG

Someone who has abnormal levels of curiosity for all things that shimmer and shine. They possess a super power to turn even the dullest and mundane moments into a glittering experience.

With eyes that twinkle like stars and a heart full of love, a true GlitterBug always leaves a trail of sparkle and positive energy wherever they go.





Image-graphy

- Use copper rose and white color only for heading on images.
- Use pink background on















3.5 x 2 inch

Use size




# JACKET

Size

| 01 | 02 | 03 | 04 | 05 |
|---|---|---|---|---|
| XS | S | M | L | XL |









# SHOPPING BAG



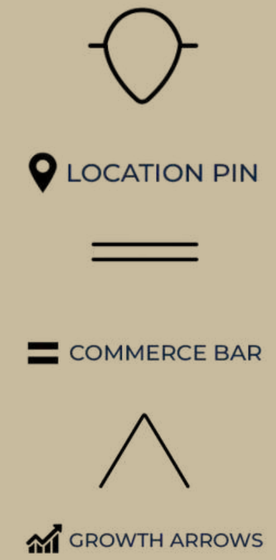

ALTHAKEEL




## EGYPTIONANKH (A symbol of life)

We chose the Egyptian Ankh as the heart of Althakeel's logo because,for millennia, it has stood as the ultimate emblem of life,vitality and enduring strength—qualities we breathe intoevery brand we touch. Just as the Ankh's loop and cross unite heaven and earth,our workf uses creative vision with solid strategy to"givelife"to your business.

By embedding the Ankh,we're signaling that Althakeel doesn't just build brands;we nurture them infusing energy, longevity and purpose so they flourish into day'smarket place. It's more than a symbol; it's our promise:to empower the brand with the strength and spirit of life itself.









## BRANDS OPERATED BY ALTHAKEEL

ARMED Skin

MOVANSA
Designed on the road. Built for the road.

store 1920

غرام
GHARAAM




VELORÉ
PARIS












store
1920
STORE1920

store 1920

## STORE1920 OFFERINGS



Affordable Consumer Products Based Marketplace




Primary price positioning between AED 50 and AED 350. With the AOV of 350 - 500 Per Visitor



AI-advanced brand architecture (Agentic Commerce)

Introducing AI based Sales Asst.



Live streaming–enabled commerce
- Streaming will be availble on website and the social channels.



- Focus on more online payments then COD
- Introducing USTD and Crypto Payments



Dedicated luxury brands portal



In-house Storage, Fast and reliable delivery infrastructure



Strong focus on local Vendors & procurements



Ai Based Product Recomendations



Gimmick & Fun Based Mobile & Web Application

## REVENUE MODELS



Marketplace commission



Direct B2C Sales



Platform Based Marketing & Ads



Fulfilments & Warehousing




Buy Now Pay Later - Partnerships

**1920 mall**

A Concept of Hyper Mall wherein customers will be able to find everything they are looking for.

1920 will hold 40% of inventory of the mall on specific locations for quickest deliveries.

**1920 services**

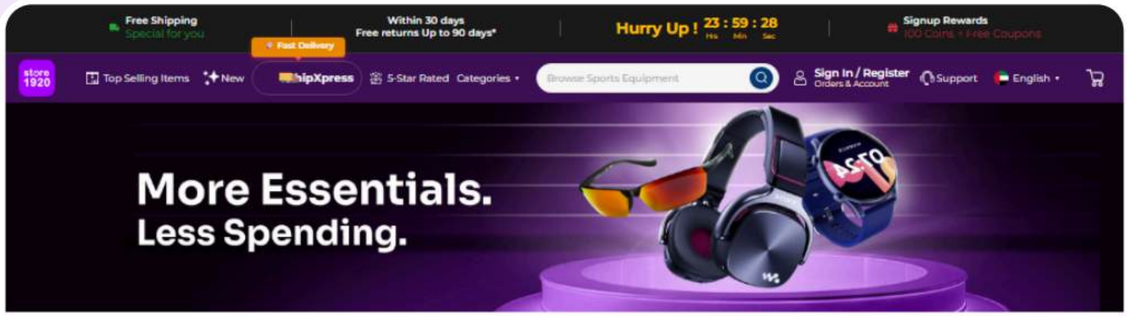
A platform wherein services can be obtained at a very good prices. Vendors will be able to register their services companies on our platforms wherein user can book services accordingly.

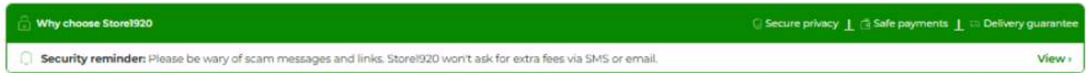
**19 quick**

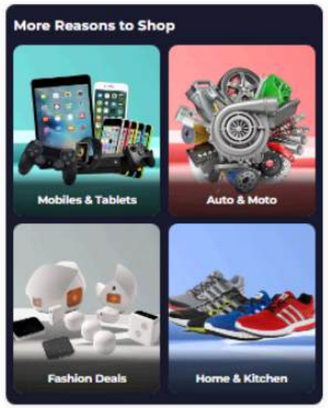
A quick delivery concept of within 19-20 Mins in specified regions anc areas.

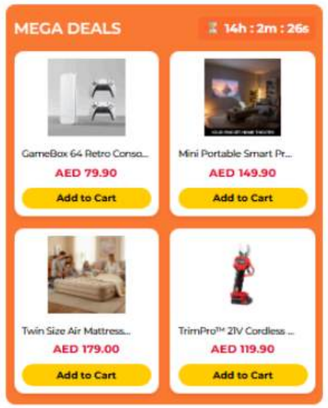
**1920 partners**

A colaborator which will allow partners to be part of our Ventur such as vendors and stackholds.



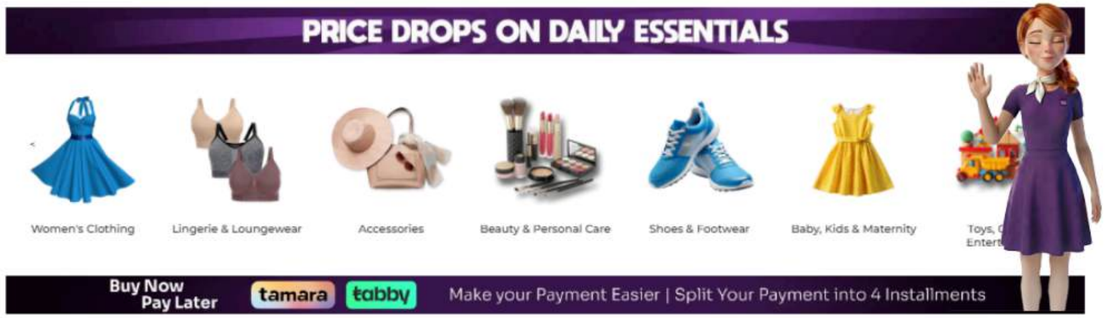



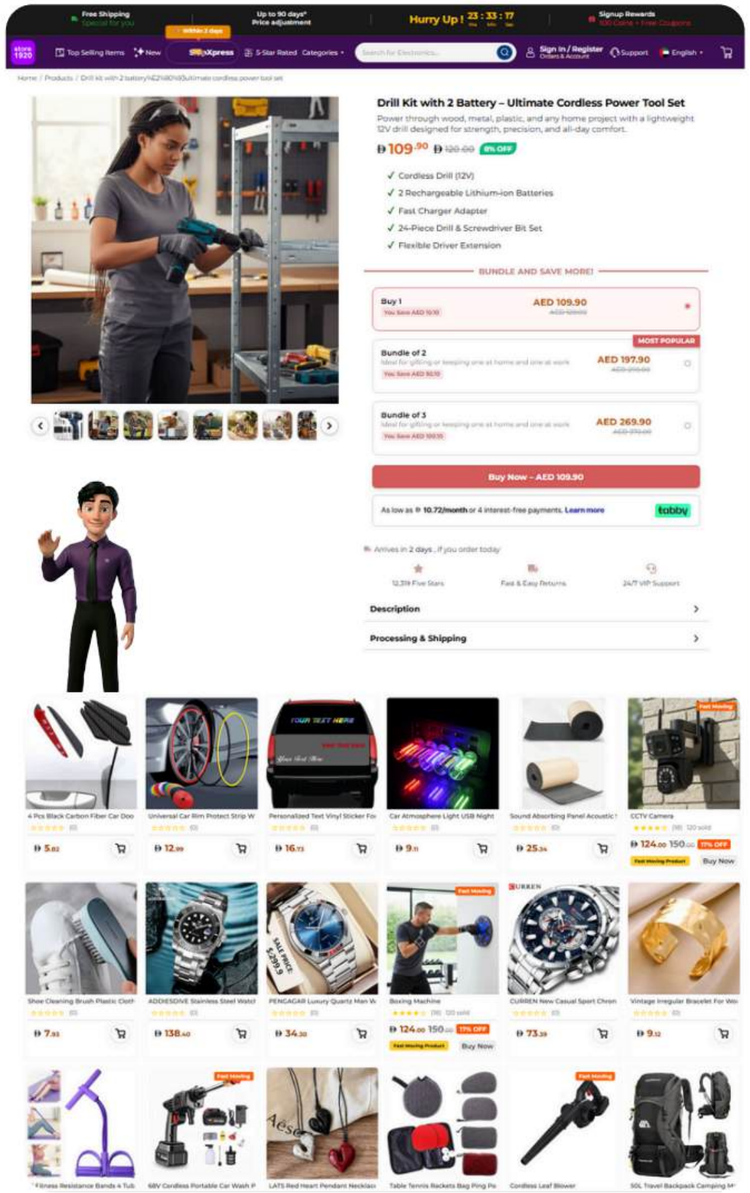



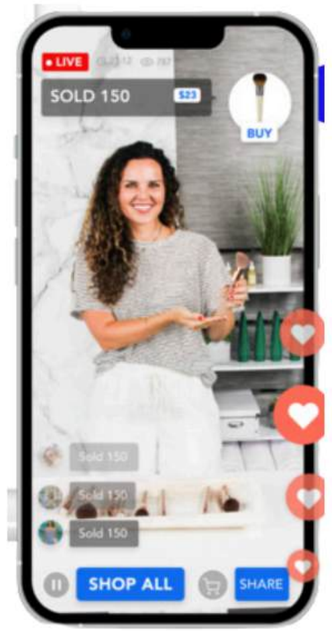






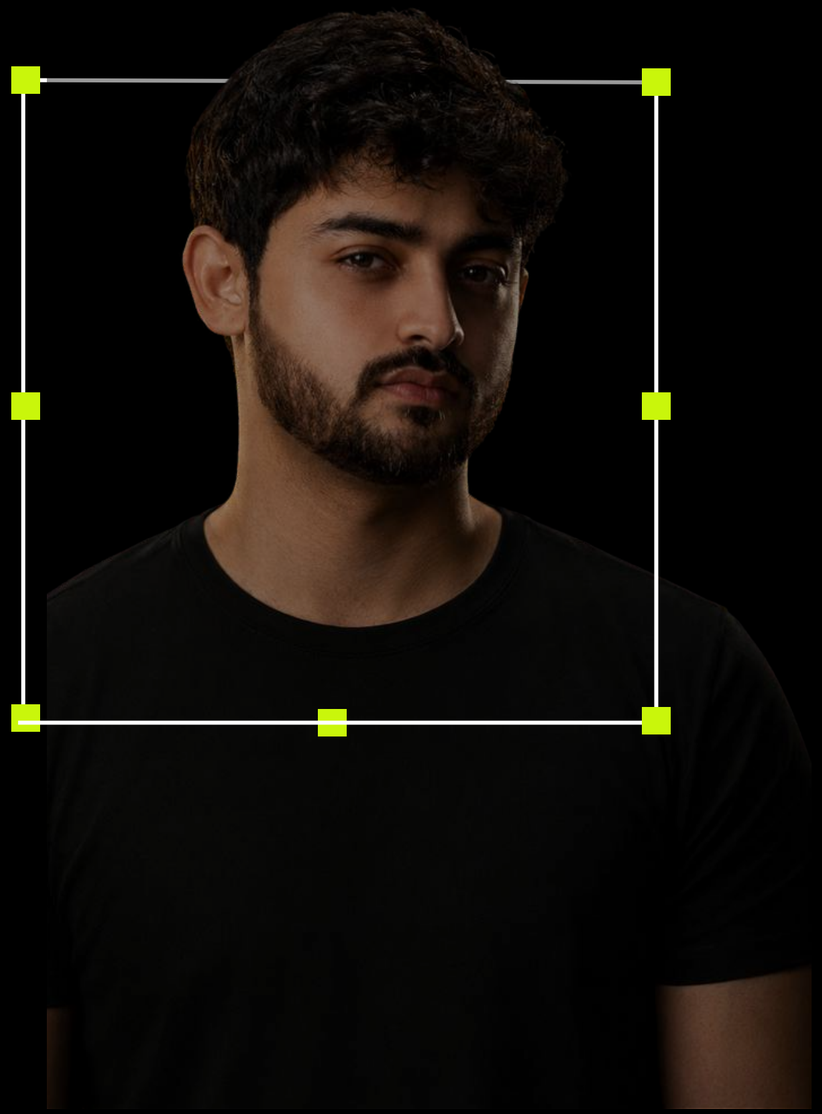




***Virtual Sales Assistants.***





# LETS BUILD ANOTHER UNICORN

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