

CHICA HOUSE

LUXURY CREATIVE-PRODUCTION
BOUTIQUE

Products, transformed into desire.

LET'S CHICALIZE IT!

ABOUT CHICA HOUSE

Luxury Creative-Production Boutique

CHICA HOUSE transforms products into distinctive brand worlds, built to capture attention, shape perception and inspire desire.

We unite strategy, art direction and AI-powered production to create campaign-ready stills, films and launches for ambitious brands across Egypt and the GCC.

Think · Direct · Produce



WE CREATE
THE WORLD
AROUND
THE PRODUCT.



01

CHICA STILL



02

CHICA MOTION



03

CHICA LAUNCH



04

CHICA
STRATEGY



Egypt • Saudi Arabia • UAE

www.chica-house.com

FOUR WAYS TO CHICALIZE.

CHOOSE THE LEVEL OF TRANSFORMATION YOUR BRAND NEEDS.

01

CHICA STILL

WHAT IS IT? Art-directed product imagery.

BEST FOR? Content refreshes, e-commerce and campaign assets.

OUTCOME? A distinctive visual world that inspires desire.

02

CHICA MOTION

WHAT IS IT? Cinematic commercials and social films.

BEST FOR? Launch teasers, paid media and brand storytelling.

OUTCOME? Motion crafted for attention, emotion and recall.

03

CHICA LAUNCH

WHAT IS IT? End-to-end campaign creation.

BEST FOR? New products, seasonal moments and market debuts.

OUTCOME? One strategic idea, expressed across every launch asset.

04

CHICA STRATEGY

WHAT IS IT? Bespoke creative direction.

BEST FOR? Complex briefs, premium collaborations and singular ambitions.

OUTCOME? A fully tailored creative world without a fixed format.

SELECTED WORLDS



01 FMCG & F&B



02 BEAUTY



03 FASHION



04 LIFESTYLE

JUHAYNA GREEK SUMMER EDITION

Disclaimer: Independent creative concept; not commissioned or endorsed by Juhayna or Breadfast.

AFTER

BEFORE

BREADFAST PRODUCT LISTINGS



KITKAT CHUNKY LOADED



BEFORE

BREADFAST PRODUCT LISTINGS



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AFTER

SAHEL-READY LAUNCH CAMPAIGN



CREATIVE DIRECTION • AI PHOTOGRAPHY • MOTION • CAMPAIGN

YOUR PRODUCT ALREADY EXISTS.

Desire is what we design.

Let's Chicalize it!

Founded & Creatively Directed
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