



Unveil A New Standard of Curated Furnishings through ‘Dream Space’ by Valu, The Mob Collective, and Le Marché

Creating a beautifully curated space that reflects your taste and style requires extensive time, effort, research, and financial planning. Sourcing individual furniture pieces, lighting, and accessories while ensuring they come together seamlessly can be overwhelming. This is where Dream Space comes in. It eliminates that complexity by offering designer-curated home packages that take the guesswork out of furnishing, with flexible financing and transparent pricing ensuring there are no surprises.

‘Dream Space’ is a remarkable collaboration between three industry leaders, Valu, The Mob Collective, and Le Marché, aimed at empowering discerning customers to curate their interiors with turnkey furnishing solutions effortlessly. As a pioneer in interior design and furnishing, The Mob Collective brings its mastery in crafting fully integrated living environments. This marks a significant evolution for The Mob Collective, expanding its influence beyond bespoke furniture pieces into ready-to-experience, curated room solutions. Le Marché, Egypt’s most established and trusted furniture platform, lends decades of market leadership and an extensive network of premium brands, ensuring access to top-tier craftsmanship and timeless design solutions. Meanwhile, Valu provides tailored financing options that make premium quality interiors more accessible and streamline the purchasing journey.

Clients can choose from meticulously designed home packages or even a whole room—spanning a wide range of design styles, including modern, contemporary, eclectic, and more—each crafted precisely by The Mob Collective’s expert designers. Each home package features a clear, fixed price, ensuring complete transparency and peace of mind throughout the purchasing experience. All the pieces sourced are from top-notch, well-known, and loved designers and suppliers. In addition to offering ready-to-go furniture packages, the platform caters to both homeowners and interior designers, enabling them to create their own styles effortlessly using Dream Space’s curated pieces and will be available on Dream Space with just a few clicks.

Valu’s flexible financing solutions offer Egypt’s highest credit limits and flexible payment plans extending up to 60 months. For Dream Space, Valu is introducing its lowest interest rate ever—making designer-curated interiors more accessible than ever before. Customers can effortlessly spread the cost of these expertly curated home packages. This innovative approach empowers individuals to indulge in the immediate enjoyment of professionally designed furnishings without the inconvenience of a substantial upfront investment.

Motaz Lotfy, Senior Director of Business Development and Partnerships at Valu, stated, “One of the primary obstacles to achieving the ideal design aesthetic is spending a substantial amount of cash up front. Dream Space directly addresses this issue with Valu’s diverse financing solutions. Valu enables you to distribute the cost of your purchase over up to 60 months, making premium quality furniture selections and purchases more accessible than ever. This financial flexibility allows you to transform your space without the stress.”

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Hannah Rashdan, CEO of Dream Space, commented, “As Dream Space, our vision is to redefine how people experience home furnishing by eliminating complexity and making designer-curated interiors more accessible than ever. This collaboration between Valu, The Mob Collective, and Le Marché brings together expertise in design, financing, and furniture solutions to create a seamless, all-in-one platform. With Dream Space, customers can achieve stunning, cohesive interiors with ease—choosing from meticulously crafted home packages that reflect the latest trends and timeless aesthetics. Transparent pricing and flexible financing ensure that achieving your dream home is no longer overwhelming but an enjoyable and attainable experience.”

Ahmed Tarek, Co-CEO and Partner of Tarek Nour Group, the organizers of Le Marché, added, “Le Marché has long been the leading destination for high-quality furniture, decor, appliances, lighting, and home accessories, and with Dream Space, we are taking our expertise to the next level. This collaboration with Valu and The Mob Collective allows us to extend our services beyond the exhibition space and into the e-commerce market, offering customers a seamless online experience to access premium home solutions year-round. By integrating Valu’s flexible payment options, we are making it easier than ever for a wider audience to furnish their homes with exquisite, designer-curated interiors without financial constraints. Dream Space is the natural evolution of our commitment to providing exceptional furniture solutions, now with the added convenience of an accessible, fully integrated digital platform.”

Karim El Hayawan, Co-founder and Head of Strategy at The Mob Collective, stated, “At the Mob Collective, we’ve always been passionate about elevating interior design standards, and Dream Space is an extension of that mission. With this platform, we’re offering homeowners and designers the ability to access curated, premium-quality interiors without the hassle of sourcing individual pieces. Every design package is carefully curated by our team, ensuring not only aesthetic harmony but also functionality and comfort.”

Ready to transform your space with endless design styles and combinations? Visit [Dream Space](#) today!

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About Valu

Valu is the leading universal financial technology powerhouse offering customers and businesses convenient and comprehensive financial solutions. Under its product universe, Valu pioneered Buy-Now, Pay-Later (BNPL) solutions in the MENA region through U, providing customizable financing plans for up to 60 months across more than 8,500 stores and online platforms – covering a diverse array of categories, including home appliances, electronics, home finishing, furniture, residential solar solutions, healthcare, education, travel, and fashion, among others. Valu also offers investment products, an instant cash redemption program, savings solutions, and a financing solution to facilitate the purchase of big-ticket items up to EGP 60 million in the luxury space through the AZ Valu fund and

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EFG Hermes ONE, Sha2labaz, Akeed, and Ulter respectively. In addition, Valu offers business-to-business solutions through Valu Business. Valu had recently introduced its prepaid card and co-branded credit card in collaboration with Visa. As an award-winning fintech player in the MENA region, Valu embraces a progressive mindset with an agile workforce committed to architecting innovative financial solutions.

For further information, please contact: www.valu.com

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About The Mob Collective

This is not a coincidence. We set out to build a platform that centralizes Egypt's interior design landscape and bridges the gap between creator and consumer. Our name is a reflection of the collective of leading designers, artisans, galleries, and creatives we proudly represent. United by a passion for design, The Mob Collective is our way of showcasing this talented community and the strong relationships at the core of our network. Explore an expertly curated collection of furniture and decor, hand-picked by our team of interior designers. At The Mob Collective we focus on unique, and one-of-a-kind pieces for spaces that are curated not decorated.

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About Le Marché

Launched in Egypt in 1987, Le Marché is the first and largest fully integrated furniture, material and home accessories exhibition in the Middle East and Africa region. It's an exciting and vibrant design festival that connects the industry's best designers, furnishing suppliers and producers with thousands of visitors and professionals.

Every year Le Marché brings international and local brands, all competing to showcase their state-of-the-art home concepts and products. The exhibition combines the full supply and demand of manufacturers, traders, businessmen and consumers under one roof, connecting local furniture manufacturers with the international trade community and a new audience.

Le Marché provides a unique opportunity to discover high-quality goods and experience exquisite craftsmanship in a lively marketplace with exclusive discounts, special offers & easy payment plan.

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