

## PRJCT LESS Planning HQ move to Milan, Italy this summer.

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PRJCT LESS, the audacious and innovative brand from the Arab world, has announced plans to relocate its headquarters to Milan, Italy this summer. The move is expected to bring a range of benefits for PRJCT LESS, including improved logistics, increased access to manufacturing facilities, and expanded opportunities for collaboration with designers, photographers and other creative professionals.

In an interview with Vogue that will be published soon, the founder of PRJCT LESS explained that the decision to move to Milan was driven by a desire to take the brand to the next level. "Milan is a global hub for fashion and design, and we believe that relocating our headquarters there will help PRJCT LESS tap into the many opportunities that the city offers," he said.

One of the key benefits of the move will be improved logistics, as Milan is well-connected to other major cities in Europe and beyond. This will make it easier for PRJCT LESS to source materials, manufacture its products, and distribute them to customers around the world.

In addition to improved logistics, the move to Milan is also expected to provide PRJCT LESS with access to a wider pool of creative talent. The city is home to many of the world's top fashion and design schools, as well as a thriving community of designers, photographers and other professionals. This will make it easier for PRJCT LESS to find and collaborate with the best talent in the industry.

Overall, the move to Milan is seen as a bold and strategic move for PRJCT LESS. By positioning itself in the heart of Europe's fashion and design industry, PRJCT LESS hopes to take its business to new heights and cement its position as a major player in the global fashion scene.

IG:@PRJCTLESS

EMAIL:ANASMUSTAFA@LESSOFCL.COM

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## Company Contact:

[Anas Mustafa](#)

T. 0799502194

E. [anasmustafa@lessocl.com](mailto:anasmustafa@lessocl.com)

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