

The GHAZEELA survey results indicate broad appeal, with interest across all demographics (Women, Men, and Children). Customer preferences are balanced, with 45% favoring modern random designs and 40% showing a strong inclination towards pieces featuring authentic Emirati heritage inspiration. What customers appreciate most about the overall GHAZEELA experience is the successful integration of added features, specifically the innovative blend of heritage into designs, the variety of items available for different age groups, and the presence of the in-store Coffee Booth, all reinforced by packaging quality and attractive offers.