

Ghafari Joins Forces with Eview 360

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Dearborn, MI – Global architecture + engineering firm Ghafari Associates (Ghafari) is excited to announce its investment in experiential design agency Eview 360.

This investment formalizes the longstanding alliance of two Michigan-based companies that are jointly committed to delivering forward-thinking, user-centric spaces and cutting-edge technology applications. The union bolsters Ghafari's capabilities in experiential retail and dealership design, broadens Eview 360's global reach, and provides enhanced services and resources to the clients of both firms.

"As we look ahead to the balance of 2020 and beyond, we remain focused on strengthening our service offering in our core market sectors, which have grown to include retail and automotive dealerships," says Kouhaila Hammer, Ghafari's president and CEO. "In officially joining forces with Eview 360, we are well positioned to take on the challenges of a rapidly evolving retail environment and apply our shared passion to create design and technology solutions. Eview's unique blend of capabilities, which combines brand development, digital and mobile technologies, and experiential design, is a strong complement to our own array of in-house services."

"We are unique in what we offer in the fields of experiential design and technology. Ghafari's shared vision and investment in our agency will be instrumental in our continued growth," says Wael Berrached, Eview 360 founder and chief creative officer. "We're excited to see what the future brings with Ghafari's support. I'm confident that our clients will benefit from the natural synergies in our capabilities, the turn-key solutions we can provide together, and our enhanced global reach."

While affiliated with the Ghafari family of companies – which includes Ghafari Associates and professional staffing firm G-TECH Services – Eview 360 will continue to operate under Berrached's leadership.

Link to original press release:

<https://www.ghafari.com/news-and-views/ghafari-joins-forces-with-eview-360>

