SILK STUDIO

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Meet Khaoula: a power woman from the new generation with a strong drive, great ambition and a progressive vision.





Khaoula El Boumeshouli is a beauty with ambition. A modest entrepreneur who started her social journey in 2016 next to her study in communications. She is the fashion guru when it comes to modest wear.

Her vision? To combine two worlds into one - the western street style look and her statement Hijab. She creates looks that everyone could wear, Khaoula's iconic style is wearable yet fashionable. This beauty with Moroccan roots is based in Amsterdam but likes to travel around the world to get inspired by new cultures and fashion. Next to being a content creator Khaoula also has her own business: Shopmodiq, where she designs modest fashion with an edgy twist.

STYLE



STATISTICS

<u>@khaoulaboumeshouli</u> | <u>@shopmodiq</u>

Instagram reach
Engagement per post (average)
Average impressions per post
Average views per story

85% Female | 15% Male 53% 18 - 24 years old 32% 18 - 24 years old 282K 9K (ER 5%*) 220K 50K

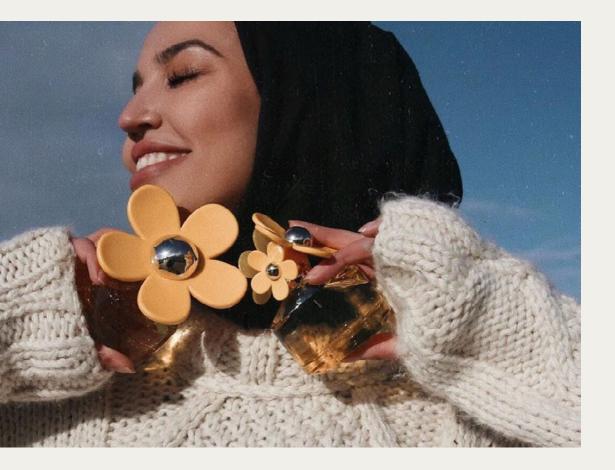


@khaoulaboumeshouli @shopmodiq

6.Marketing benchmark ER (engagement rate) is 3%

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STYLE





Chic







Edgy





Stylish



ED

JUDIO

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