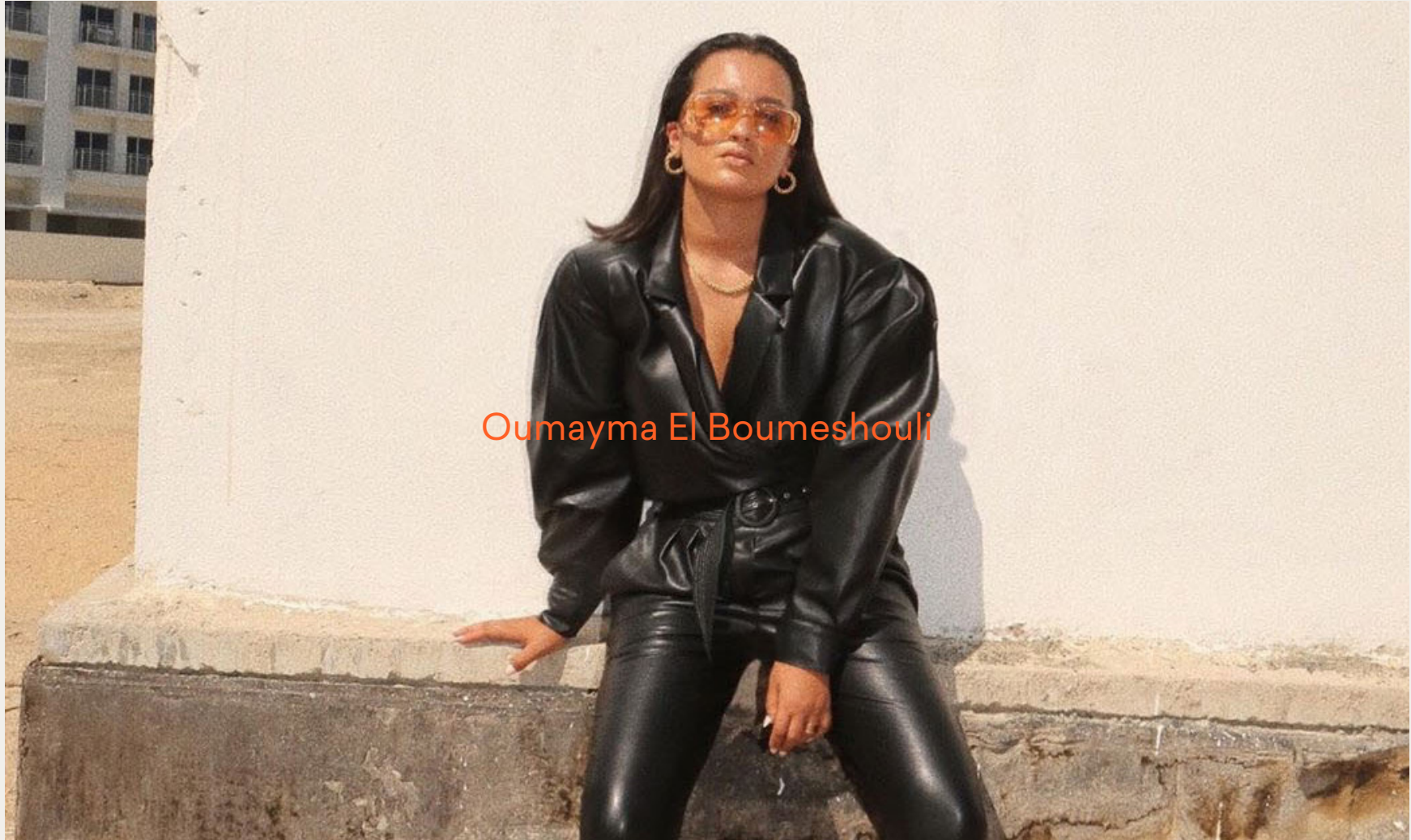


SILK STUDIO

Meet Oumayma: an artist, all round creative and digital it-girl who creates mind blowing visual stories.



Oumayma El Boumeshouli

ABOUT



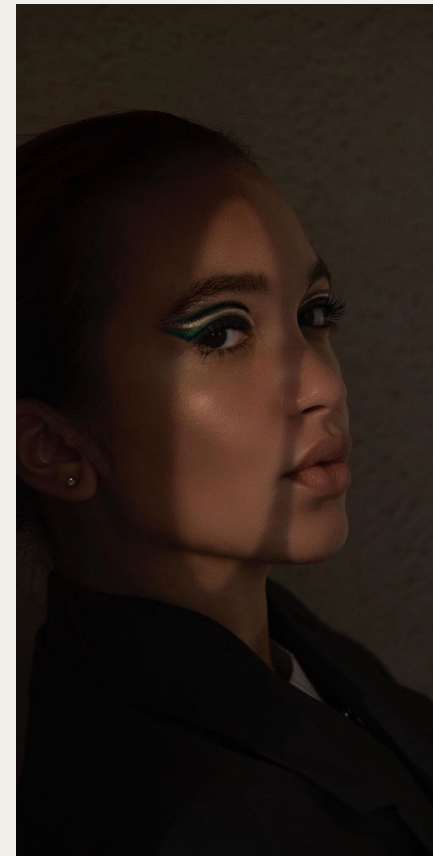
Oumayma is a fashion influencer and all-round creative from the Netherlands. She lives in between Amsterdam, The UAE and Marrakech.

From a young age she knew what she wanted and pursued her dream of creating creative content and strategies for different kinds of brands. With her Arabic heritage she often uses the Moroccan scenery as a great source of inspiration. Oumayma knows how to tell a story and creates mind blowing images.

Her style can be described as 'urban chic' as she knows how to combine high-end fashion with street style items. Oumayma has an eye for detail and a talent for styling, photography and art direction.

Brands love to work with Oumayma as her content is a real piece of art. She is professional, driven, creative and carefully selects the brands she wants to work with.

STYLE



STATISTICS

[@oumaymaboumeshouli](#) | [@hautetabloid](#)

Instagram reach	224K
Engagement rate per post on average	4%*
Engagement per post (likes + comments)	6K
Average impressions per post	180K
Average views per story	50-60K

Gender

75% Female | 25% Male

Age

34% 18 - 24 years old

42% 25 - 34 years old

18% 35-44 years old

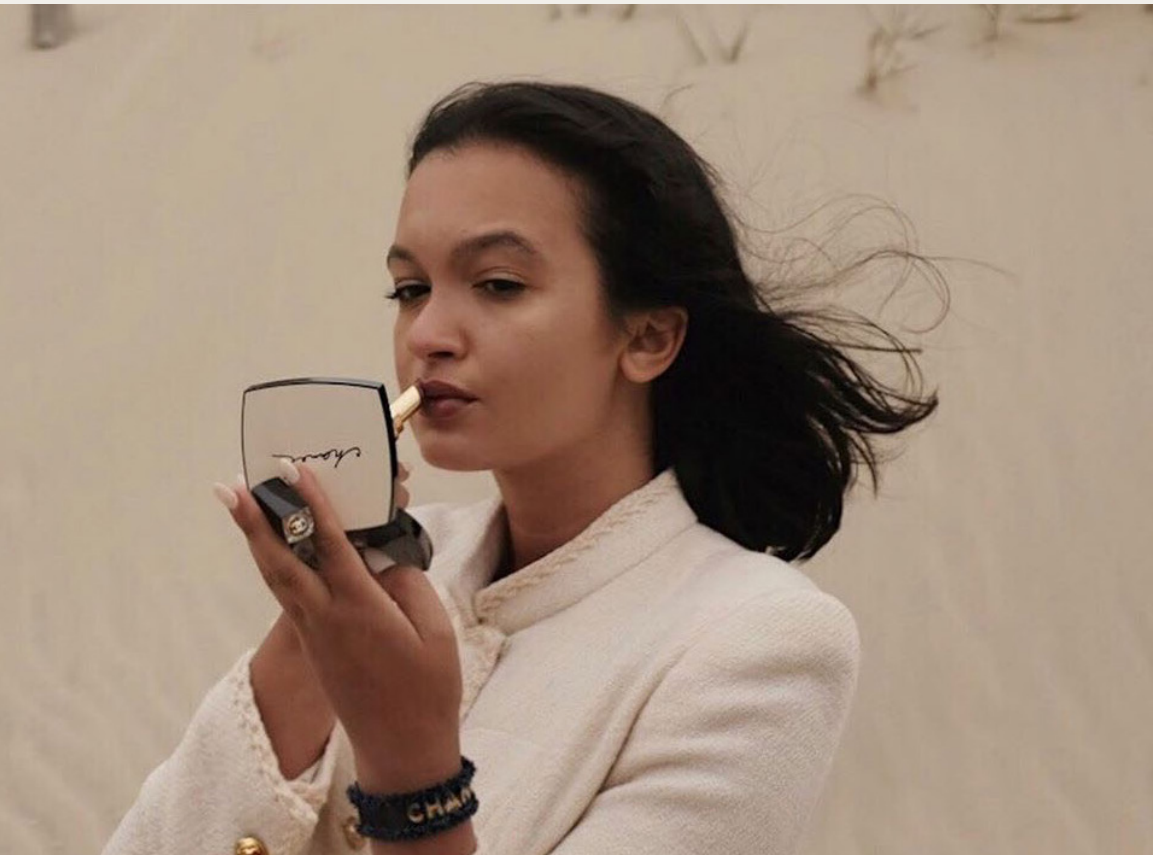
Countries

1. United States
2. United Arab Emirates
3. The Netherlands
4. United Kingdom
5. France

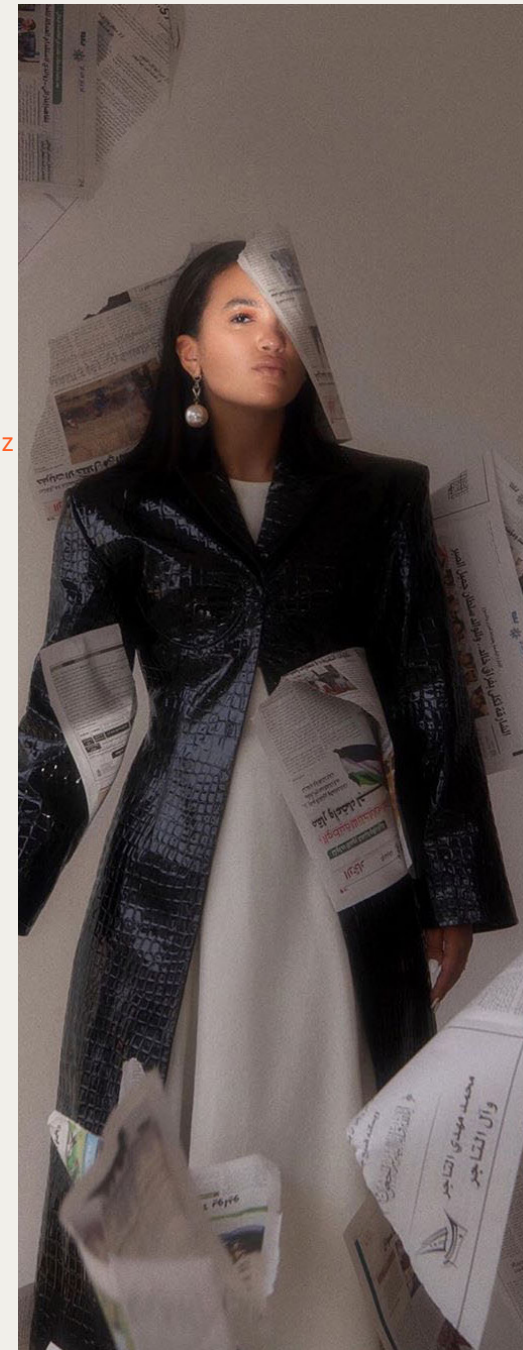


[@oumaymaboumeshouli](#)
[@hautetabloid](#)

PARTNERS AND PRESS



My Theresa
Farfetch
Daily Paper
Zalando
H&M
Rosefield
Stylebop
Komono
ASOS
River Island
Mercedes Benz
Bumble
Sofitel



Burberry
Gucci
Armani
Chanel
Conrad hotels
BVLGARI
Viktor & Rolf
Omega
Calvin Klein
Hugo Boss
Oppo
YSL
Hermès
Charles & Keith
Shiseido
Net-A-Porter

Glamour
Vogue
Elle
Emirates women
Harpers Bazaar
Who wear what
High snobiety

WORK

Besides her work as a fashion influencer Oumayma developed a great talent for photography, styling and creative direction.

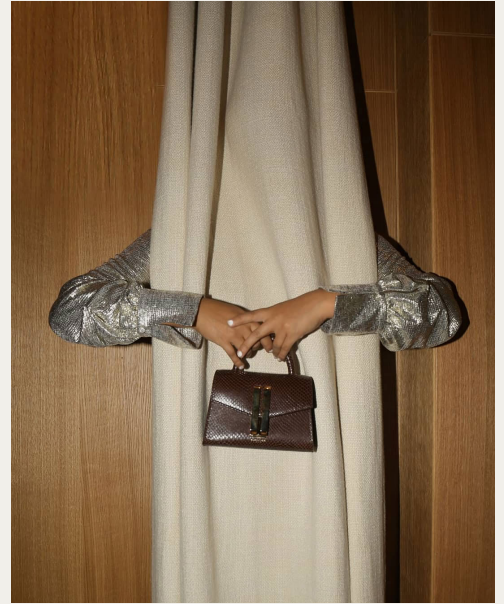
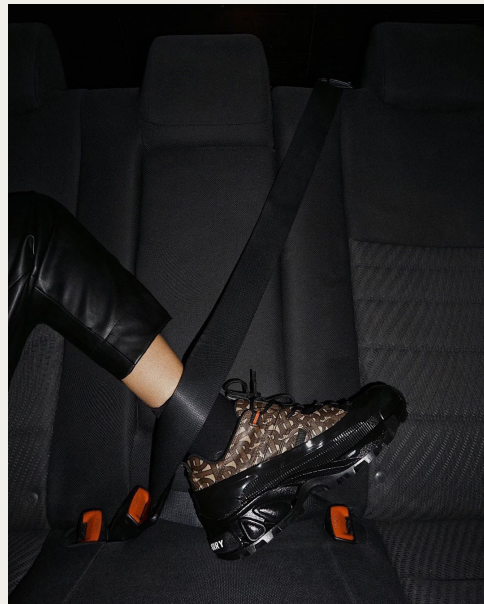
She has a strong and recognizable style of photography and her use of light give her pictures an extra dimension.

The last years Oumayma focused on developing her skills as a stylist. With her ongoing creativity and strong vision she knows how to create surprising combinations and out of the box concepts. She prefers to evoke a sense of mystery where she often works with a palette of ecru, black and gray, and injects the clean slate with vibrant accessories.

Last but not least, Oumayma has a dedicated following of creatives and fashion experts who love her signature style and creative eye.





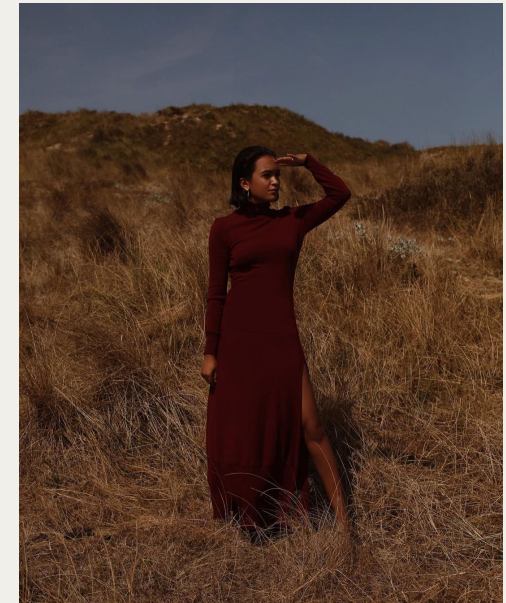
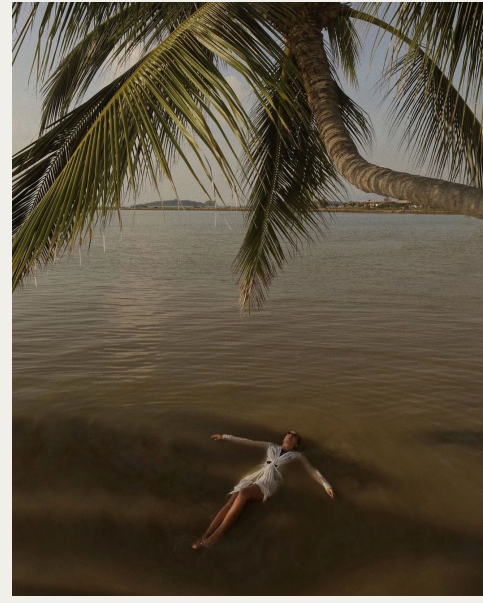


Artistic

Inspirational

Experimental

Edgy



Urban

Oversized

Stylish

Sophisticated



SILK STUDIO

Let's collaborate!

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