

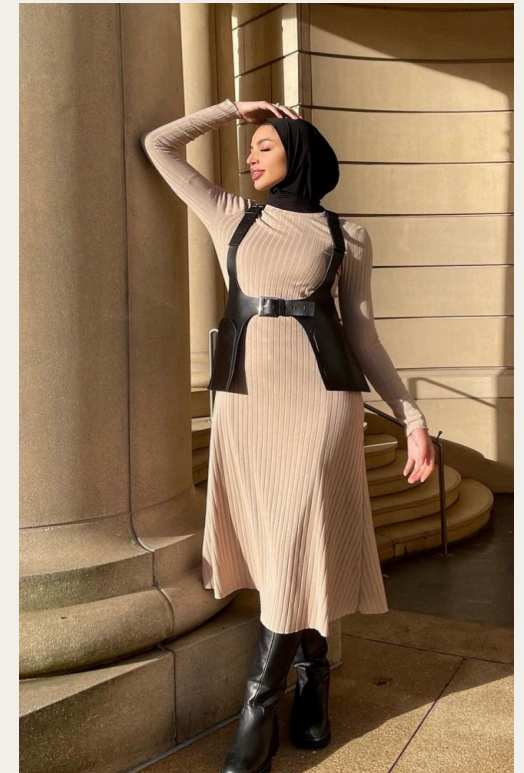
KHAOULA BOUMESHOU LI

SILK STUDIO

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# KHAOULA BOUMESHOU LI

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Modest fashion pioneer

Content creator

Entrepreneur

Khaoula Boumeshouli's timeless and elegant modest fashion style aligns with the values of your brand.

## OUR PARTNERS

From fashion and beauty brands, to editorial magazines, —SILK STUDIO provides our high-end clientele with our quality services.

Creating brand stories, social media strategies, and influencer marketing campaigns is what we do best.

Beside our conceptual services in branding, we connect brands and talents to our pool of creatives, and vice versa. We have also started organizing company events, such as lunches, panel discussions talks, and anniversaries (i.e; The Building AMS, TENWomen, and Tabili). In everything we do, we add our own personal touch to connect your audiences on a deeper layer.



# SILK STUDIO's Khaoula Boumeshouli

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## Meet Khaoula Boumeshouli:

@khaoulaboumeshouli, 311k followers

Khaoula is a social media influencer, entrepreneur, and pioneer in modest fashion. “Sail your own course, with gratitude and selflove”. Says the modest fashion guru. To combine two worlds into one - the western streetstyle look, and her statement hijab is Boumeshouli’s vision to a more inclusive and fashion-forward world.

Khaoula creates timeless modest fashion looks with her elegant style. Her fashion DNA has been recognized by iconic fashion brands to work with her such as: Gucci, Dior, Marc Jacobs, Tommy Hilfiger, NA-KD, and many more.

These influences are clearly visible through her artistry. Next to being a content creator, Khaoula also has her own business: Shopmodiq, where she designs affordable modest fashionwear with an edgy twist.

# Partners and Press

Marc Jacobs Parfumes



Christian Dior



SOHO house X Ten event



Glamour NL

## Fashion, Beauty, and lifestyle brands:

Marc Jacobs

Dior

NA-KD

L'Oreal

Charles & Keith

H&M

Desenio

Love, Beauty & Planet

Farfetch

Pretty Little Thing

Westfield

Cluse

Andrelon

Timberland

Miss Guided

Nelly.com

Philosophy

Tommy Hilfiger

Bibi van der Velden

Marineserre

Molton Brown

Josh V

## Magazine collaborations:

Glamour NL

Elle NL

Vogue NL

Vogue Arabia

Who What Wear

Cosmo Girl

Het Parool

## Guest speaker in events:

- Inspirational speaker for Harper's Bazaar Summit

- Inspirational speaker for National Glamour Day

- Panel speaker in The Empowerment Network &

Soho House

## Spotlight | Collaborations



TOMMY  HILFIGER

Tommy Hilfiger x Khaoula Boumeshouli scarf collection

Khaoula's very first hijab collaboration with Tommy Hilfiger sold out after one day of the launch. The timeless American fashion brand designed the woven jacquard hijab for modest fashionistas and reached out to Khaoula and asked her to be the face of their online campaign.



NA-KD

NA-KD x Khaoula Boumeshouli fashion collection

Khaoula's large following has caught the attention of Swedish fashion brand NA-KD. They asked Khaoula to design her own modest fashion line with them, and her collection immediately sold out after one day. As the pioneer for modest fashionwear, her collections are destined to become an immediate success.



# Statistics

@khaoulaboumeshouli (311K) | @shopmodiq

Instagram reach 308K  
Engagement per post on average ER 5%\*  
Engagement per post (likes/comments) 9K

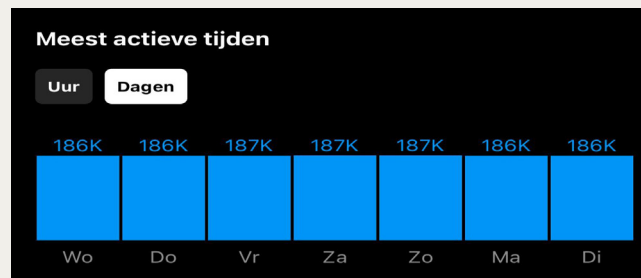
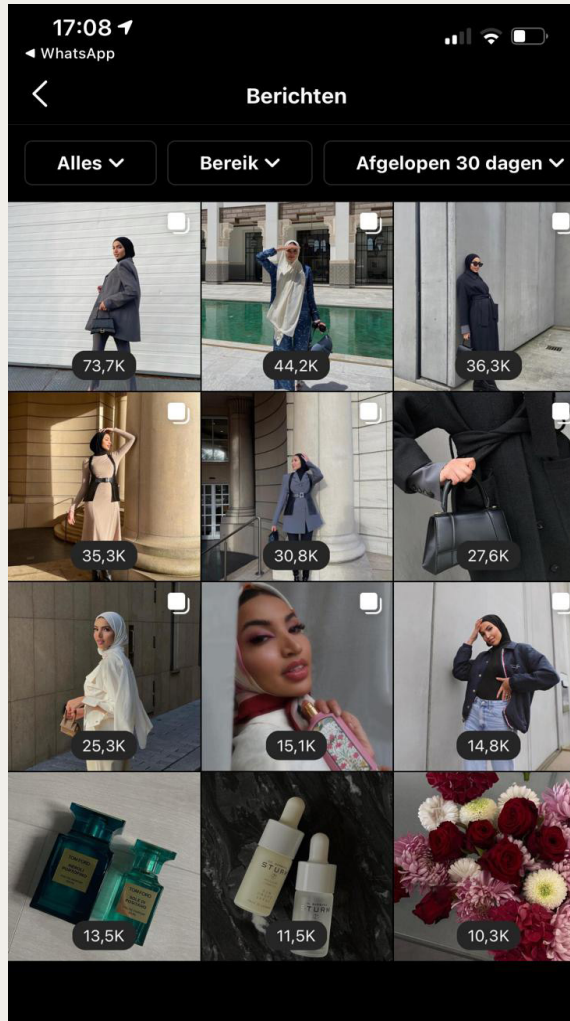
Gender demographic:  
85% Female | 15% Male

Age demographic:  
53% 18 - 24 years old  
30% 25 - 34 years old  
12% 35 - 44 years old

Countries demographic:

- Netherlands
- United Kingdom
- United States
- France
- Egypt

Traffic impressions:  
Average impressions per post 220K  
Average views per story 50K



665,000 views on her best performing Instagram Reel

30,900 likes on her best performing Instagram Post

Large following of young Muslim women from all over the world

## Spotlight | Muslim Spending Power

Young Muslim women have a growing amount of purchasing power in today's digital age. Muslim women are fuelling so much growth in the fashion industry; their spending power on apparel and footwear will topple to **more than \$400 billion by the end of 2024** (Forbes, 2020). Larger companies like Nike, Dolce & Gabbana, and H & M are catering specifically to this demographic. It is no wonder that these companies are taking notice and investing in the ever-growing and empowered Muslim woman.

Khaoula is one of the leading pioneers of modest-fashion gurus on Instagram. Many of her followers are Muslim women spread across all parts of the world; from the Netherlands to the UK, France, and even Dubai. Her engaging and down-to-earth personality has gained her loyalty and trust from Muslimah followers from all over the world.

## Muslim women's opinion on high street shops

**9 out of 10** Muslim women stated that a modest fashion line would encourage them to support and purchase items from a store (Statista)



# Versatility in Style

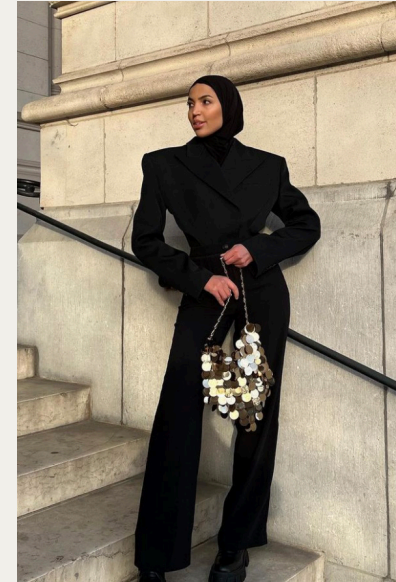
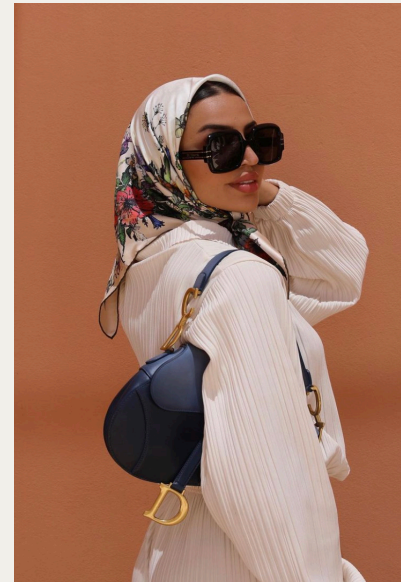
Bold



Feminine



Elegant



Business Chic

Urban streetwear



## Hotel & Travel Collaborations

Khaoula is an avid traveller who is curious about exploring the unknown. She is eager to travel for Fashion Week invites and shooting content in beautiful locations for your fashion campaigns. She often travels between Western European countries, Morocco, and Dubai. The charming fashionista is open to learning and immersing herself in new and exciting cultural environments; the world is her oyster!



La Mamounia  
Beldi country club  
La Sultana Signature  
Palais Bulles de Pierre  
Riad BE Five  
The Palm Dubai  
Nomad Amsterdam QO  
Shangri-La  
Edition La Ville Hotel & Spa  
Le Narcisse Blanc  
Aspremont-Provence  
Le Grand Hotel du Palais  
Arena Hotel  
Peninsula Paris

# SILK STUDIO

Let's collaborate!

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