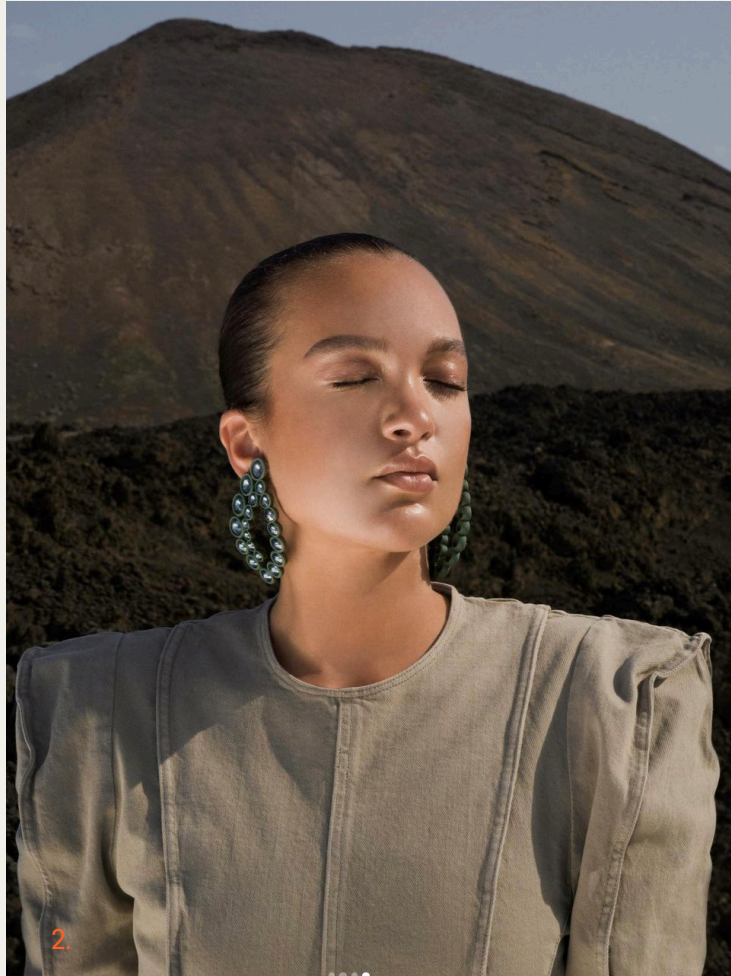


OUMAYMA BOUMESHOULI

SILK STUDIO

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OUMAYMA BOUMESHOU LI



Creative Director
Stylist
Photographer
Fashion Consultant

Oumayma Boumeshouli's bold fashion styling and creative direction will take your brand to the next level

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 Oumayma Boumeshouli

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Meet Oumayma Boumeshouli:

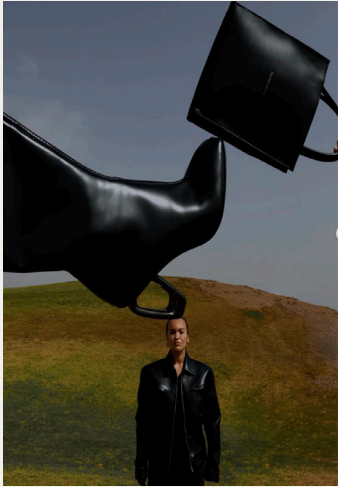
@oumaymaboumeshouli, 241k followers

Oumayma el Boumeshouli is a creative director, stylist, and all round creative content creator with a unique and elegant fashion flair. Her bold fashion style has landed her works with iconic and timeless brands such as : Chanel, Mugler, Burberry, Gucci, and Tommy Hilfiger.

Hailing from the Netherlands, she travels around the world and lives between Amsterdam, Dubai, and Marrakesh. She has relocated to Dubai and is currently starting her career as a stylist in the Middle East. With her Arabic heritage she often uses the Moroccan scenery as a great source of inspiration in her content. Oumayma knows how to tell a story and creates mind blowing images. Her powerful style can be described as 'urban chic' as she knows how to combine high-end fashion with street style items.

Partners and Press

FILLING PIECES campaign



Louis Vuitton



Givenchy



ELLE Arabia cover



GLAMOUR NL cover

Fashion & Beauty brands:

Burberry
Chanel
YSL
Hermès
Versace
Louis Vuitton
Gucci
Armani
Givenchy
OMEGA
Calvin Klein
Hugo Boss
Charles & Keith
Shiseido
NET-A-PORTER

Mugler
BVLGARI
Jimmy Choo
Paco Rabanne
Viktor & Rolf
NA-KD
Farfetch
ASOS
Levi's
My Theresa
Daily paper
Filling Pieces
Zalando
H&M
Rosefield
Stylebop
Komono
River Island
Gisou
Mango
Rose inc.
Baum und Pfergarten
Samsoe Samsoe
By Redo
By Malene Berger
Gestuz
Moda Operandi
Silked London

Lifestyle and other brands:

Mercedes Benz
Bumble
Sofitel
Conrad hotels
Oppo
De Longhi

Magazine styling collaborations:

Vogue Arabia
Numero Magazine
High Snobiety
Glamour NL
Elle NL
Vogue NL
Who What Wear
Harpers Bazaar NL
Emirates women
Who Wear What magazine

Spotlight | Collaborations



Chanel Beauty X Oumayma el Boumeshouli

Oumayma created a concept for the new beauty line of Chanel. Her mother always used Chanel and she wanted to create an intimate family story. She captured a roadtrip where Oumayma shot images of the beauty products at places all over Morocco, that she used to visit as a kid.

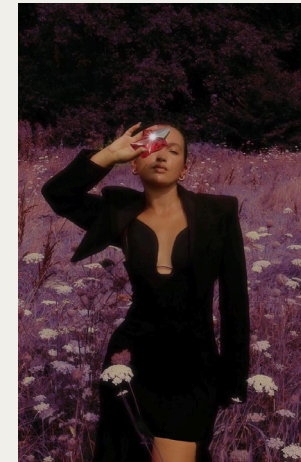
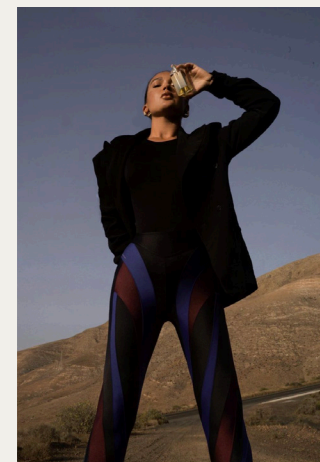
8.



NA-KD

NA-KD x Oumayma Boumeshouli fashion collection

Oumayma's signature style has caught the attention of Swedish fashion brand NA-KD. They have created two successful collections together. As NA-KD wanted to highlight this special collection with Oumayma they've wanted to launch with a big bang. Therefore they've created a beautiful fashion video for this collection which was shot in Mallorca. The video was featured on various online platforms and magazines.



MUGLER

Mugler Perfumes X Oumayma el Boumeshouli

Oumayma's striking visual images and creative direction has earned her five collaborations with the high-end fashion house. She produces outstanding visual stories which relate to the theme of each new perfume scent.

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Spotlight | Styling & Creative Direction

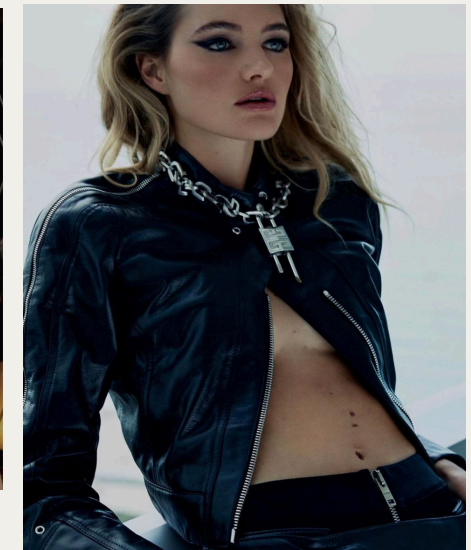
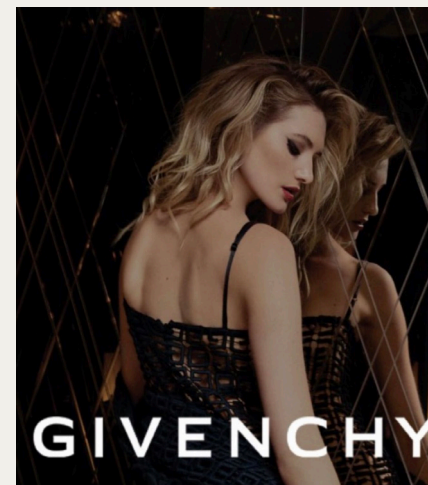


Emirates Woman Magazine X Oumayma Boumeshouli

Luxury lifestyle magazine 'Emirates Woman' reached out to Oumayma to shoot editorial content for their 'Summer Escape' issue. Oumayma transports readers into the terrains of Mexico in the famous glass-cubed house of Casa Eteera.

NUMERO magazine X Oumayma Boumeshouli

Oumayma teamed up with Aicha Abdoun, her creative partner and photographer, to produce extraordinary images for Numero NL Magazine. She became the creative director and stylist highlighting Givenchy's winter collection with top model Sanne Vloet.



Statistics

@oumaymaboumeshouli (241K) |

Engagement rates 3%

Average amount of likes 6.8 K

Average amount of pic's saved 2.5 K

Average reach per story 32.4 K

Gender demographic:

75% Female | 25% 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:

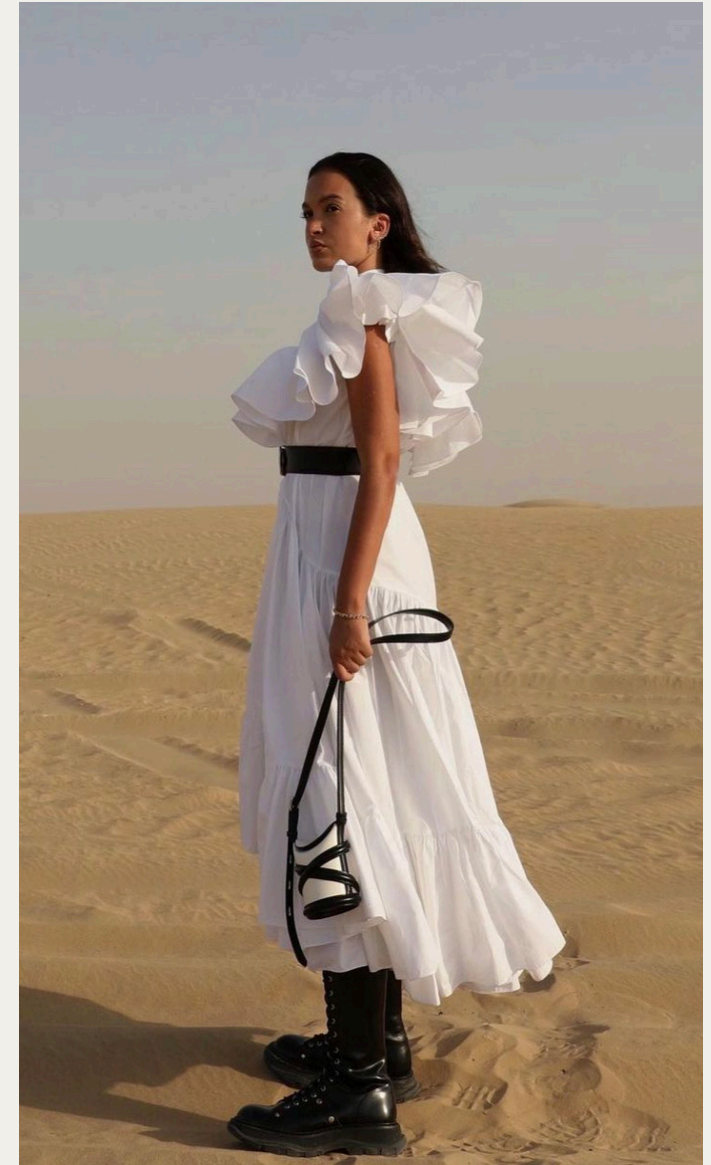
Average impressions per post 54.2 K

Average views per story 32.4 K

14.8 k likes on her best performing Instagram Post

Large network of rising creatives in the MENA region to collaborate with

Long term partnerships with luxury fashion brands



Versatility in Style

Brands she wears: Versace, Alexander McQueen, Burberry, Jacquemus, Louis Vutton, Mugler, Fendi, Givenchy



Feminine



Utility



Loose-fit



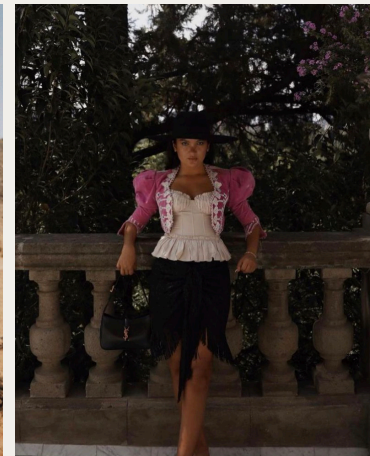
Classic



Bold

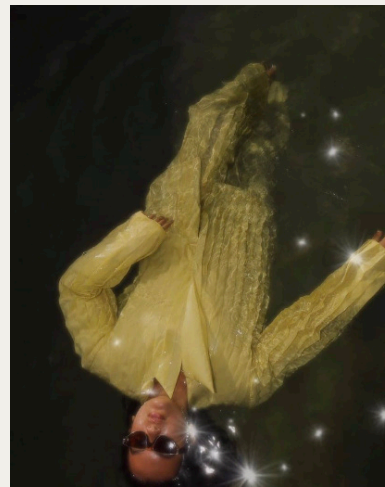
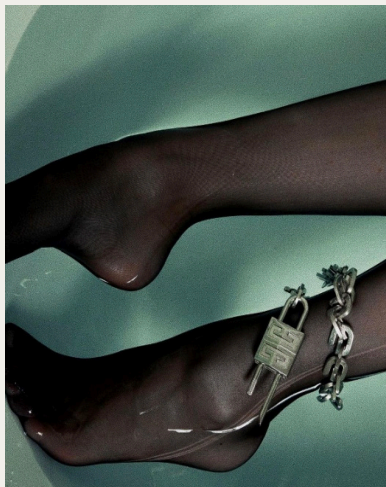
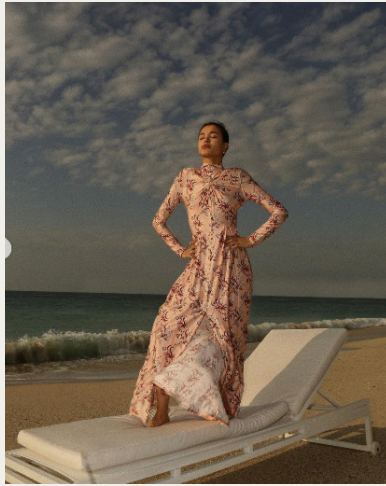
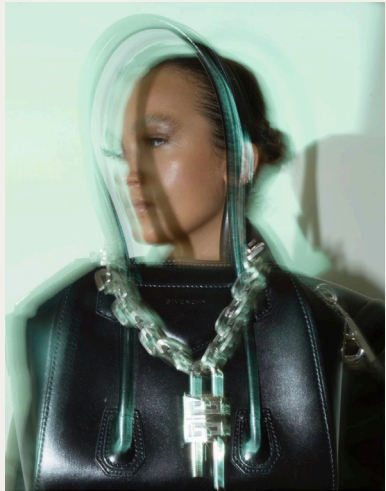


Chic



Art Direction & Photography

Brands she has worked with: Chanel, Numero magazine x Givenchy, Filling Pieces, Emirates Woman, ODEEM, Catwalk Junkie



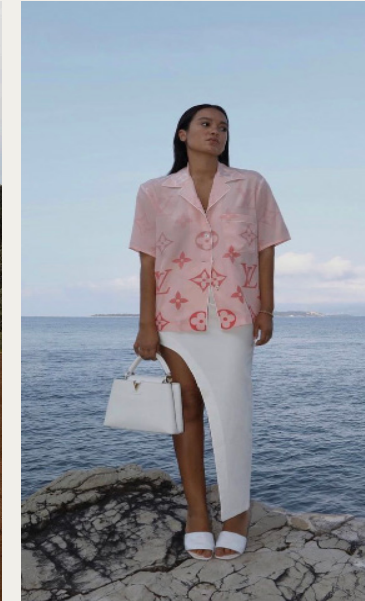
Travel | Destinations for Shoots

Oumayma is passionate about tapping into the unknown; she often incorporates beautiful landscapes of nature with her bold creative direction. She travels to mesmerizing locations to shoot high-end content for clients; from Havana, Zanzibar, and Mexico, Oumayma's storytelling will transport your brand to an international level!

Having her homebase in Dubai, Oumayma is in the epicenter of the world's cultural melting pot. With her Moroccan-Dutch heritage, she often goes between Dubai, Morocco, and the Netherlands. Travelling and exploration comes as second nature for the young creative. She is willing to travel to fashion week invites and shoot editorial campaigns elsewhere to immerse herself into a different country.

Countries travelled while shooting editorial content:

Tanzania, Cuba, Mexico, Morocco, UAE, Paris, Copenhagen, Barbados, Netherlands





SILK STUDIO

Let's collaborate!