

KHAOULA EL BOUMESHOULI

SILK STUDIO



MEET KHAOULA:

A FEMALE EMPOWERMENT ADVOCATE, AN
ENTREPRENEUR AND A TIMELESS AND ELEGANT
CONTENT CREATOR, WHO'S STYLE ALIGNS WITH
THE VALUES OF YOUR BRAND

KHAOULA EL BOUMESHOULI



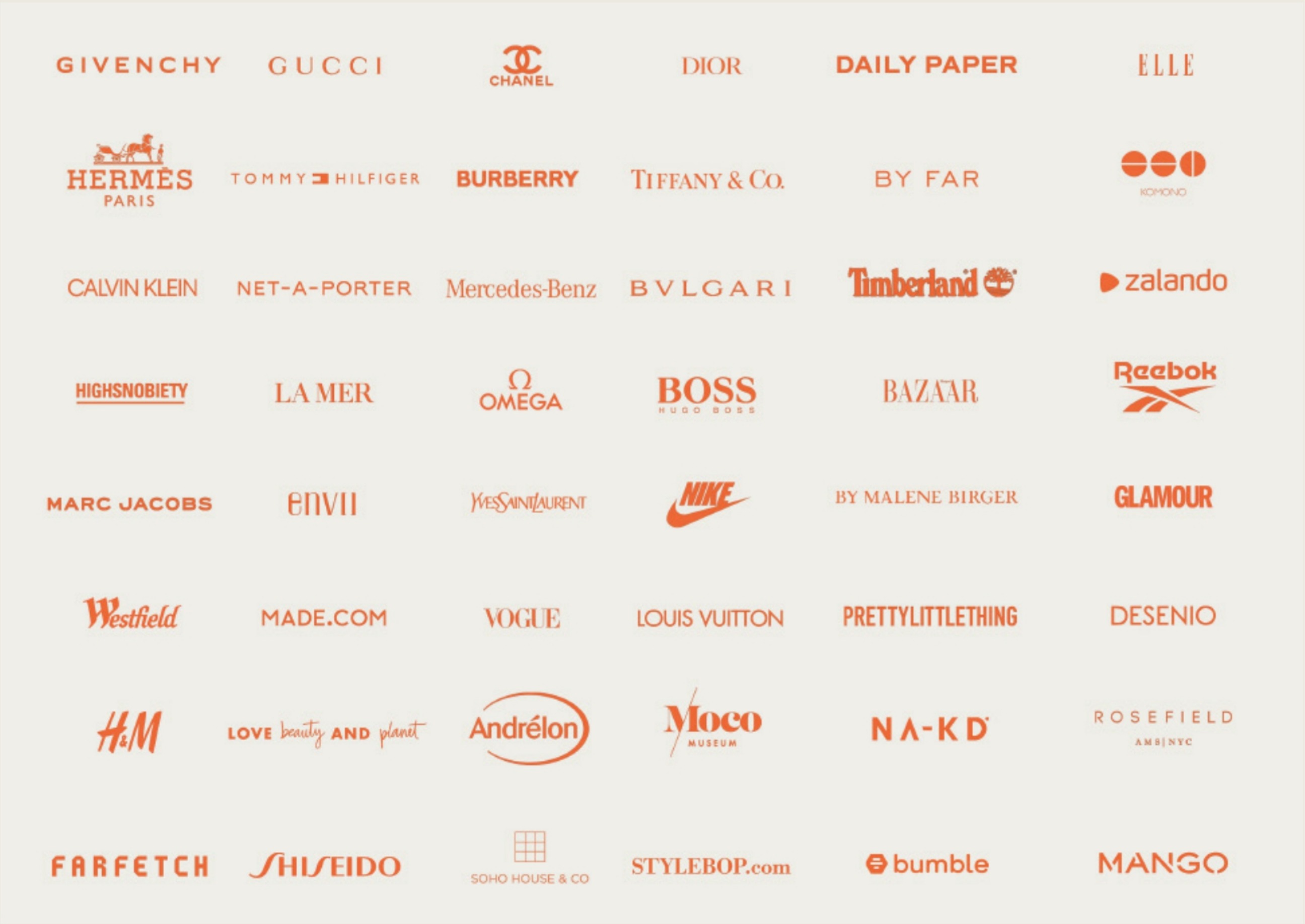


OUR PARTNERS

From fashion and beauty brands, to editorial magazines, — SILK STUDIO provides our high-end clienteles 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, TEN Women, and Tabili). In everything we do, we add our own personal touch to connect your audiences on a deeper layer.



KHAOULA
&
SILK STUDIO

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INTRODUCTION

Meet Khaoula El Boumeshouli

Khaoula El Boumeshouli is a beauty with ambition.

A Modest entrepreneur and mother who started her social media journey in 2016 next to her studies 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 from new cultures and fashion.

Next to being a content creator Khaoula also has her own business, where she designs modest fashion with an edgy twist. Meet Khaoula: a power woman from the new generation with a strong drive and progressive vision.

[@khaoulaboumeshouli](#) | 305K

STATISTICS & ENGAGEMENT

Khaoula is one of the leading pioneers of modest-fashion gurus on Instagram. Many of her followers are modest and non modest 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 her followers from all over the world.

Traffic impressions:

Instagram reach	305K
Engagement rate per post on average	4-5% *
Engagement per post (likes + comments)	9K
Engagement per reel (plays)	1-1.5K
Average impressions per post	120-150K
Average views per story	30-50K

Gender demographics:

Female	85%
Male	15%

Age demographics:

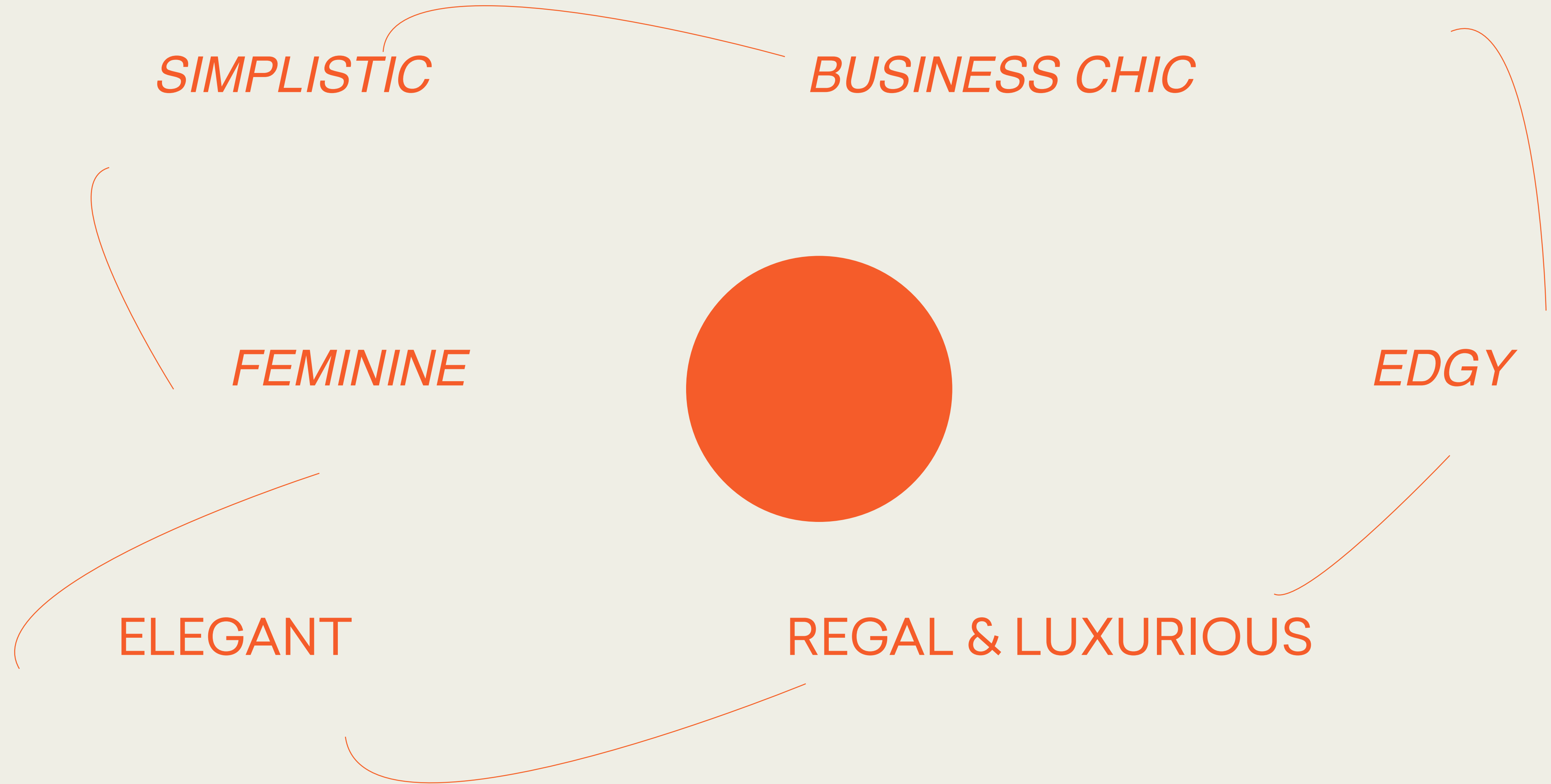
18 - 24 years old	53%
25 - 34 years old	30%
35 - 44 years old	12%

8 *Marketing benchmark ER (engagement rate) is 3%



STYLE





SPOTLIGHT COLLABORATIONS

· TOMMY HILFIGER X KHAOULA:

Khaoula was one of the faces of the very first hijab collection from Tommy Hilfiger. The collection sold out after one day of the launch.

· NA-KD X KHAOULA:

They asked Khaoula to design her own modest fashion line with them. Her collection immediately sold out after one day.

· MARC JACOBS PARFUME CAMPAIGNS:

Exclusive multiple collaborations with Marc Jacobs perfume campaigns

· MISS GUIDED:

One of the faces of their spring campaign video

· WESTFIELD MALL:

One of the main models for the opening of Westfield mall in NL, summer campaign 2020

· GLAMOUR MAGAZINE:

Speaker during the National Glamour Day, Hapers Bazaar Summit & The Empowerment network at Soho House Amsterdam.

· ABOUT YOU AWARDS:

Selected as most influential content creator world wide



PARTNERS & PRESS



Marc Jacobs
Gucci
Dior
NA-KD
Burberry
L'Oreal
Charles & Keith
H&M
Desenio
Love, Beauty & Planet
Farfetch
Pretty Little Thing
Josh V
Frankie shop
NELLY.com
Miss Guided
Molton Brown
Uniqlo
Gestuz
Westfield
Cluse
Andreton
Timberland
Miss Guided
Philosophy
Tommy Hilfiger
Bibi van der Velden
Rosalie Boonstra
Marineserre
About You
Molton Brown
The Attico
Boss

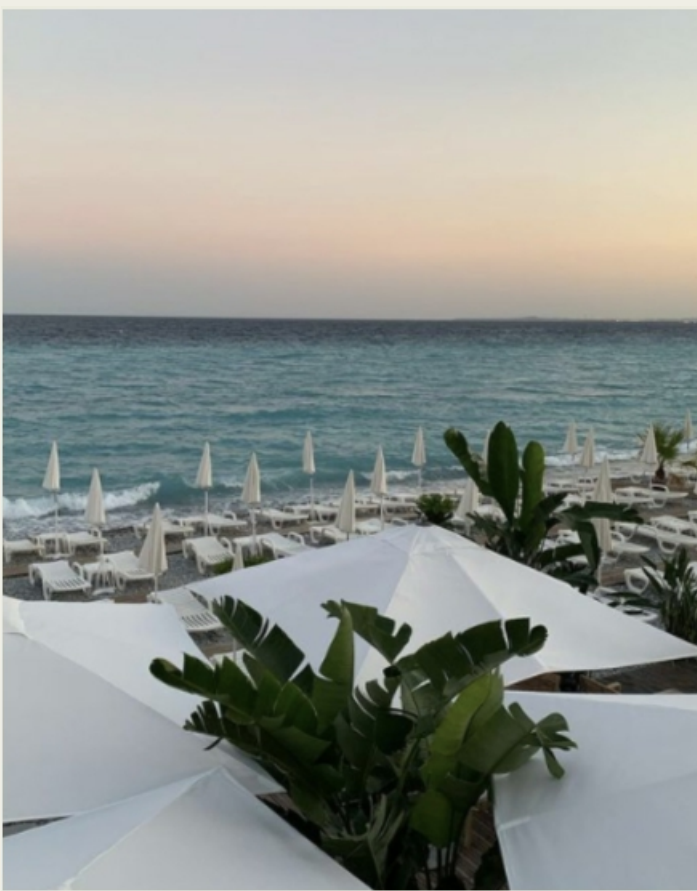


PRESS:
Harpers Bazaar
Glamour NL
Elle NL
Vogue NL
Vogue Arabia
Who What Wear
Cosmo Girl
Het Parool



TRAVELLING

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



SPOTLIGHT | MODEST SPENDING POWER

Young Modest 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, especially that after *9 out of 10 Muslim* women stated that they are more likely to purchase items and support stores with modest fashion lines.

It is no wonder then 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 modest and non modest 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 her followers from all over the world.





SILK STUDIO

Let's Collaborate!

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