

SILK STUDIO

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



Khaoula Boumeshouli

ABOUT



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

[@khaoulaboumeshouli](#) | [@shopmodiq](#)

Instagram reach 282K

Engagement per post (average) 9K (ER 5%*)

Average impressions per post 220K

Average views per story 50K

85% Female | 15% Male

53% 18 - 24 years old

32% 18 - 24 years old



[@khaoulaboumeshouli](#)
[@shopmodiq](#)

PARTNERS AND PRESS



Marc Jacobs
Westfield
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Cluse
Andreton
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Miss Guided
Nelly.com
Philosophy
Tommy Hilfiger
Glamour
Vogue
Who What Wear
Cosmo Girl
Het Parool



STYLE



Feminine



Urban



Approachable



Chic



Edgy



Stylish





SILK STUDIO

Let's collaborate!

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