



Doha Challah

Luxury Fashion Consultant | |
Creative Director | | Senior
Stylist | | Clienteling Expert | |
Trend Forecaster & Coach

📍 Dubai - United Arab Emirates

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Languages

Arabic (Native)

English (Fluent)

French (Basic)

About

Dynamic creative strategist and style consultant with over 15 years of experience in the fashion industry. Driven with a passion for fostering style innovation while working with creative teams to produce consistent results and deliver projects on time via measurable KPIs. Highly experienced at developing training programs for fashion styling departments with an innate ability to inspire and lead teams. Collaborative professional with a track record of working closely with luxury brands on promotional campaigns and visual merchandising, and styling fashion editorials for leading international publications.

BRANDS WORKED WITH

Army Of 1

Clermont Publishing Group

WearThat

Experience

● STYLE, TREND & PRODUCT MANAGER

WearThat | Jan 2022 - Jan 2023

Championed the transformation of styling at Wear That, defining the direction and future of the brand's aesthetic and product offering.

Managed and mentored a talented team of 15 stylists, cultivating their skills through the development of specialized training workshops. These workshops were instrumental in enhancing client retention by deepening the team's product knowledge and proficiency in trend analysis.

Achieved a seamless collaboration with the creative department, driving the styling vision across multiple platforms, including social media, lookbooks, the official website, and various customer engagement points.

Worked in close partnership with the data and technology team to refine the synergy between styling innovation and technological advancements, resulting in improved business Key Performance Indicators (KPIs).

Played a key role in the selection and integration of new brands, strategically shaping our inventory to refine the alignment between our products and our customers' style preferences through insightful data-driven analysis.

Actively participated in executive-level discussions, offering strategic insights and support that aligned with the business's overarching growth strategies, thereby positioning Wear That for sustained success and market relevance.

● CREATIVE CONSULTANT & STYLIST

| Jan 2016 - Jan 2022

Led a Cartier digital campaign for Dubai and Qatar, which included set design, procurement and creative direction.

Developed a Summer 2022 and a Ramadan 2022 campaign for luxury lifestyle brand Tanagra. Worked with Chalhoub's The Content Factory on conceptualizing and executing the campaign, designing the set-up, and styling the products.

Collaborated with world-class photographers and make-up artists on fashion editorials and campaigns published in magazines like Vogue, Marie Claire, and Emirates Woman.

Oversaw, guided, and coached fashion designers during their shows at Fashion Forward 2019 edition. Worked with the backstage team to

execute their creative vision and manage shows flawlessly.

Hosted a virtual workshop for the online creative platform Daisie, titled "How to Find and Cultivate your Creative Voice". The hour-long workshop attracted 63 attendees and received significant praise.

Led end-to-end outdoor campaign ideation and creative direction from brand facelift to photoshoot management for The Luxury Closet. The campaign was featured on lampposts across Sheikh Zayed Road and on the Dubai Marina Tram.

Developed on-brief and on-brand design and styling of staff uniforms for Boca Restaurant in DIFC. Executed production, fittings, and styling as per client's specifications before their grand opening.

Hired by Grazia Middle East to host a styling event in Bahrain to promote Debenhams. Drove record revenue of BD 30,000 in a single day for the department store through visual merchandising and one-on-one sessions with clients, advising them on trends and how to dress for their body types.

Hosted styling events for Harper's Bazaar Arabia in Mall Of The Emirates to promote their fashion and beauty brands.

● CO-FOUNDER & CREATIVE DIRECTOR

Army Of 1 | Jan 2012 - Jan 2016

Established a fashion company with strategic planning, market analysis, product development, and regulatory compliance. Organized a launch event that brought in over AED 234,000 in sales in one evening. Designed two collections per year over three years. Worked with fabric suppliers and manufacturers to produce designs from sketches to great quality garments for men and women. Cultivated a loyal customer base through innovative campaigns and creative merchandising, allowing the brand to gain more recognition. Optimized SEO campaigns for e-commerce to stay ahead of the competition. Refined fulfillment strategy to minimize costs while maximizing exposure, profits, and customer satisfaction.

● FASHION EDITOR

Clermont Publishing Group | Jan 2005 - Jan 2007

Designed layouts and collaborated with production professionals to produce Visa-À-Vis magazine, a multicultural fashion publication that commissioned different shoots worldwide. Published a monthly column titled "Body Language" about cultural influences on trends and developments. Led content development and trend forecast meetings with the creative team. Worked with digital artists, stylists, and post-production team members to produce unique fashion editorials.

Education & Training

2009

● École Supérieure

Design Diploma: Fashion & Apparel,

2004

● Miami International University of Art and Design

Bachelor of Arts,