



HIJAB
HOUSE

Private and Confidential
Tuesday, 2 April 19

Hijab House is one of the world's largest hijab fashion brands that offers the latest looks to young hijabis.

Our hijabs, clothing and accessories are always on trend, made from the best materials sourced by our dedicated design and production team.

Hijab House's vibrant collections are regularly updated to ensure the hijabi wardrobe is fresh and stylish. Our hijab wall is our signature feature developed especially for Hijab House.

Hijab House has a huge social presence with more +313,000 likes on Facebook and more than +592,000 followers on Instagram. We use social media to communicate with our community. We keep them up to date with current trends in Muslim women's clothing.



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Modest Fashion Market

\$270 Billion Global Modest Fashion Market

And according to the State of Global Islamic Economy
the market is expected to grow by 5% annually
(CAGR) to reach \$361 Billion by 2023.

We see enormous growth potential.

We currently 4 stores between the Middle East and
Australia as well as a prominent online store with
over 343,000 visitors per year.



Operational Capability

Intellectual Property, Design and Creative Edge

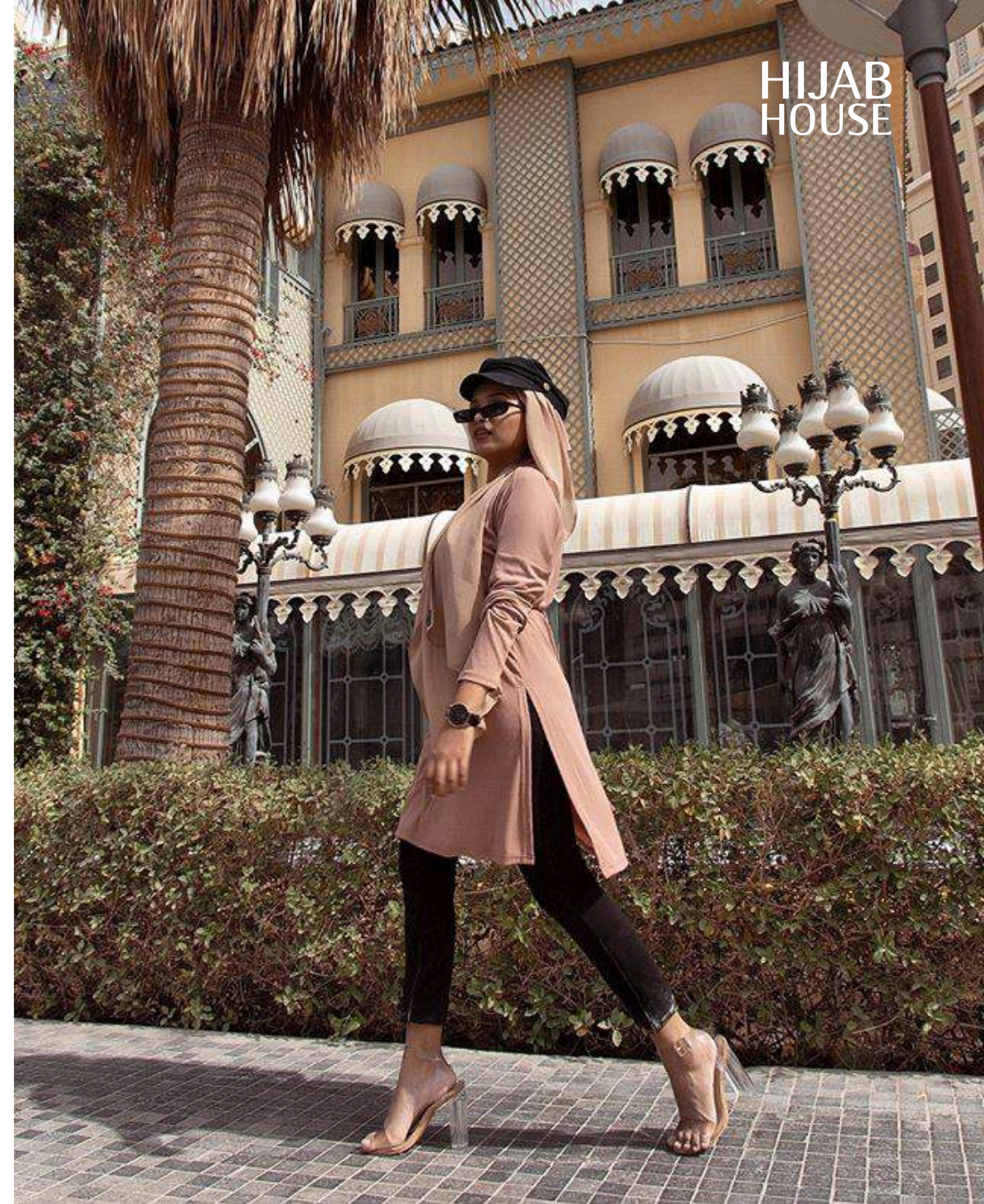
We have secured trade marks and patents for Hijab House, including colours, textiles, and merchandising displays such as the Hijab Wall. We draw inspiration from all over the world and our international design team brings the signature Hijab House style to life.

Operational Capability

Product Manufacturing and Supply Chain Management

We maintain full control over the development, sourcing and manufacturing our collections. Quality control for all Hijab House collections is managed by a third party quality control service.

Warehousing and logistics activity of Hijab House is managed by 3PL providers. Our supply chain strategy is focused on simplicity and flexibility.





Operational Capability

Retail Expertise - Operations and Financial Management

We have implemented a global cloud POS system. It is connected to our online store, HR and rostering system. Our finance team maintains all book-keeping, accounting and budget analysis responsibilities. We monitor customer data and adapt our production and performance requirements accordingly.

Marketing Capability and Social Reach

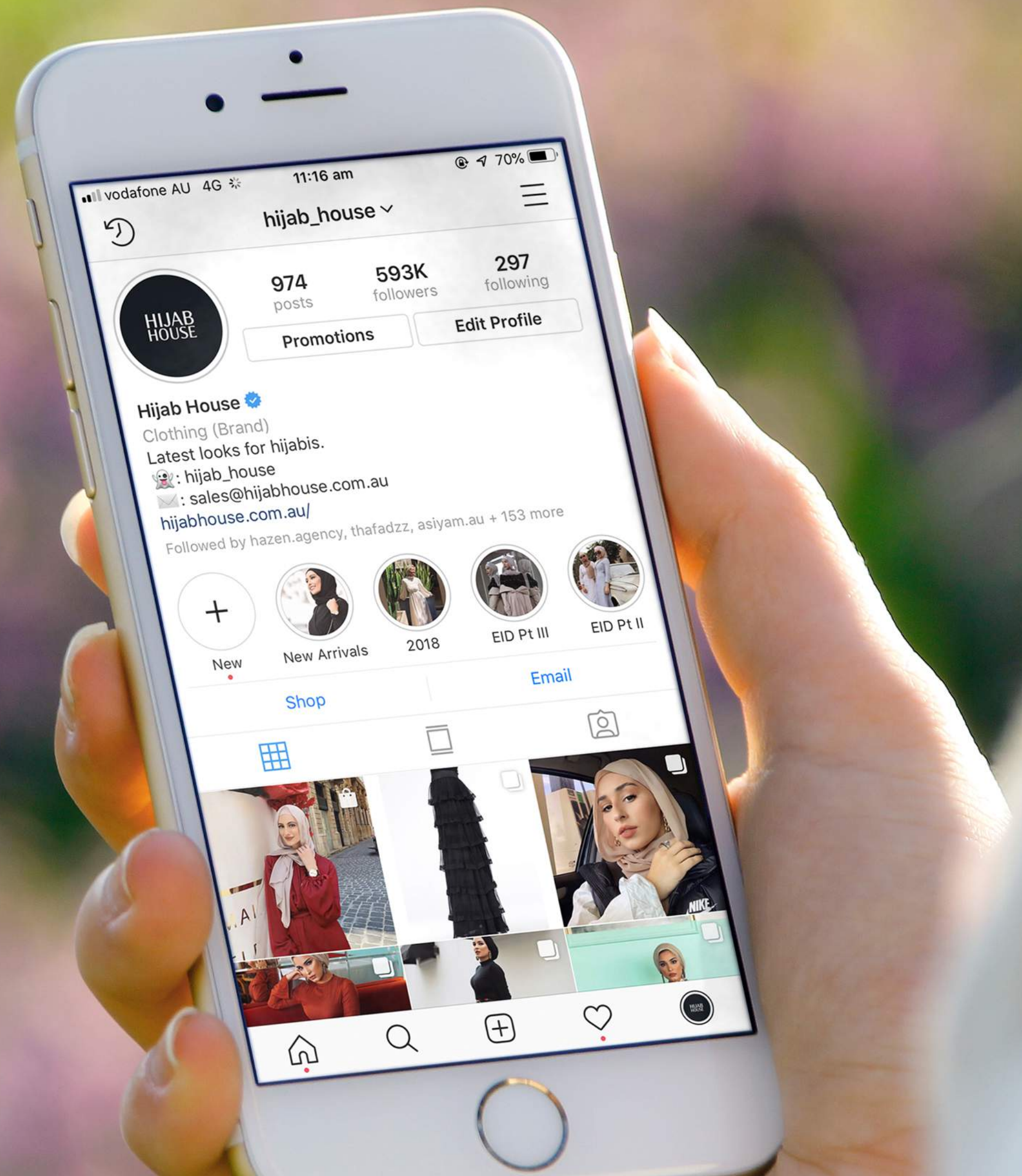
Our main channels of communication are Facebook and Instagram.

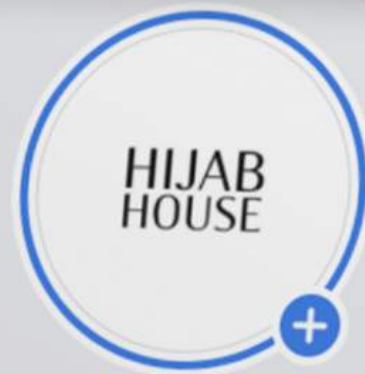
We have a community of close to 1 million followers across our different channels. We use emails, WhatsApp as well as our SMS database to update customers on their orders and sales activities.

We have also built strong relationships with Modest Fashion

Personalities such as Nawal Sari, WithLoveLeena, Summer Albarcha, Yassmin Jay and Dian Pelangi.

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Hijab House ✓
@hijabhouse

- Home
- Shop
- About
- Instagram
- Posts
- Photos
- Events
- Groups
- Community
- Videos
- Offers
- Info and Ads
- Create Ad
- Manage Promotions



Liked Following Share

Shop Now

Create Post Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

Share a recent photo from your Instagram account

Only you can see this



ABOUT HIJAB HOUSE

About Hijab House

Latest looks for young hijabis. Hijab House is one of the world's largest hijab fashion brands that...

See More

Page Tips

See All

Know Friends Who Might Like Your Page?
Invite friends to like Hijab House and help you connect with more people.

Create a Group for Your Page



Boost an Instagram Post

Reach more people and get more



Reach People Nearby

Set your location and reach

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tribe

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