



Mayada

MEDIA KIT



## MAYADA - OUR STORY

Mayada is a Canadian brand, born in Saudi Arabia. Established in 2017.

With modesty at the core and a mission to empower women to run with their dreams, we want every woman to have clothes that represent them: quality, strength, and elegant femininity.

Born from a dream of a revert, and mom of 5, who struggled to find stylish modest clothes of quality after becoming Muslim, and wants better for her two young daughters, and all women.

Mayada is much more than a retail and lifestyle brand, but rather a movement aiming to shatter the stereotypes of Muslim women, and change the narrative told on our behalf. We will tell our own authentic story, shatter the glass ceiling, and pave way for all women to embrace their modesty with pride while they take on the world!

We want Mayada to make a difference and shake up the fashion and retail industry, join the movement!

We dress the empowered modest woman. This is where it all begins.





## FOUNDER

Mayada was created by Felicia Parker, an Irish, Scottish, and Vietnamese Canadian, a mom of 5, a convert to Islam, who always had a love for fashion.

Growing up she would sketch the garments and shoes of celebrities from the magazines.

It was after converting to Islam at 17 year old that the idea of starting a modest fashion line began, but she felt that pursuing psychology is where she could make a greater impact. She drowned out that whisper for years, but that whisper never went away, and finally after 13 years of saying no to her dream, she said why not, and left psychology for fashion with a mission.

A mission to empower women, to shatter the glass ceiling for young girls and other women to follow their wildest dreams, and take back the narrative to share the authentic stories of Muslim women.



## ROOTS SS19 DEBUT IN DUBAI

We recently debuted our first collection in Dubai at Dubai Modest Fashion Week at the beautiful Emerald Palace Kempinski at Palm Jumeirah.

Organized by Think Fashion, by the two wonderful women, Franka Soeria and Ozlem Sahin.

Attended by brilliant leaders in their field and influencers, such as:

- Samah Safi, Film Maker/Director
- Marwa Hassan,
- Sahar Foad,
- Nabilah Kariem,
- Rhea Jacobs,
- Elaheh Nobahar,
- Senka Ali,
- Shahatun, editor in-chief of Hijab In Style Magazine,
- Araceli Galego, editor in-chief of Dubai Fashion News





AS SEEN IN

**MODEST  
FASHION  
WEEK**



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