

self.





01.

THE BEGINNING
- WHERE DID THE IDEA OF CREATING THE BLOG
AND THEN THE BRAND COME FROM?

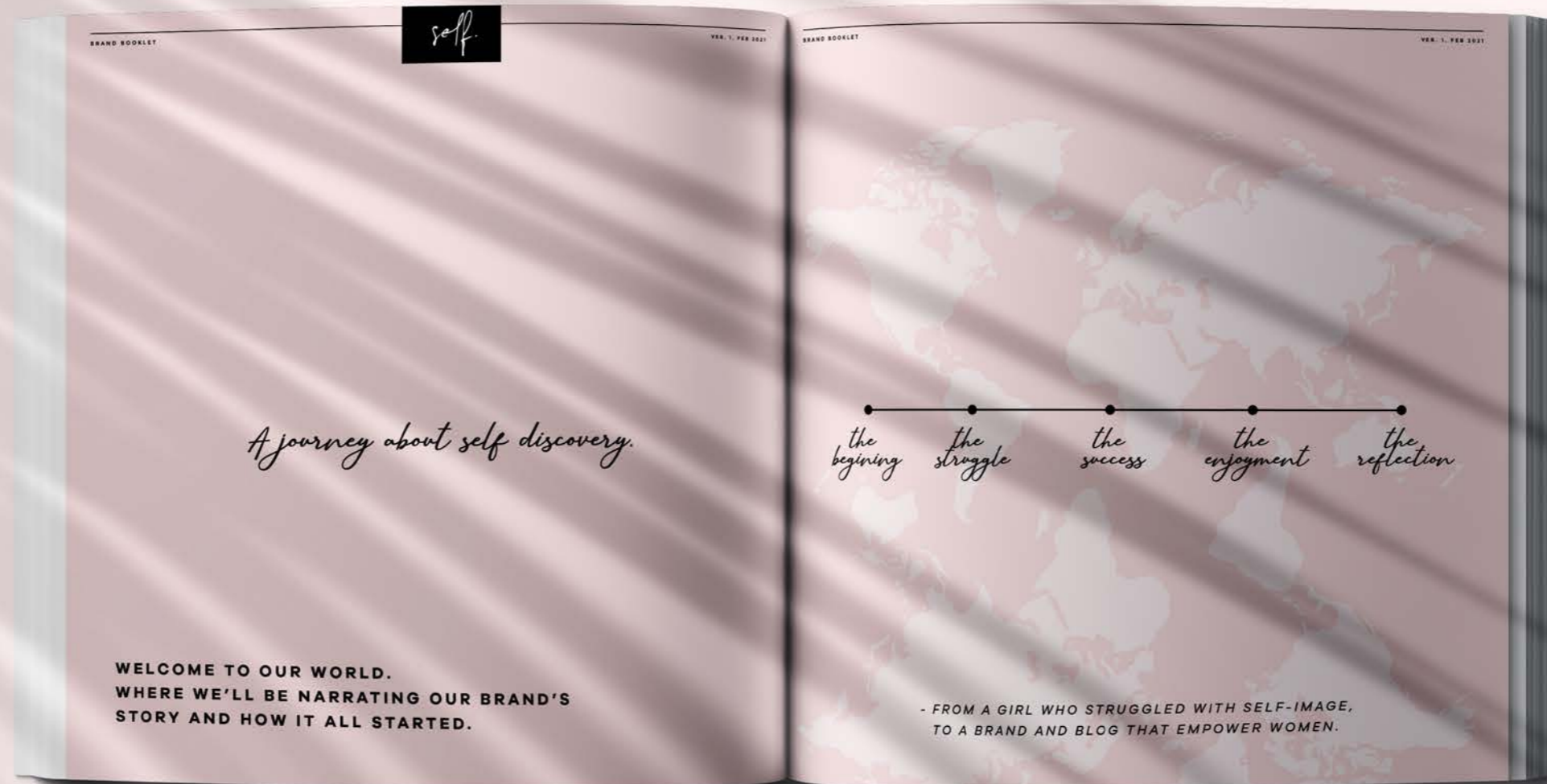


THE FIRST STOP.

"IF THEY WANNA CALL YOU CRAZY, FINE - SHOW THEM WHAT CRAZY CAN DO"
(NIKE AD - DREAM CRAZIER)

VER. 1. FEB 2021

...re raw and





THE BEGINNING - BLOG

HOW THE WAY YOU SEE YOURSELF, WAS THE MOTIVE.

I was always camera shy and social media was never my thing but I constantly thought about how I want to take my skin-care experiences further than my sleepovers with the girls. What was always stopping me is that I struggle with self-image issues and I didnt know how can i go out and speak to the public without showing my low self-esteem on camera; then I realized that the whole idea was to go out there raw and break the standards by just being mySELF and



embracing who I am hoping that if one day ill become influential; ill influence my audience into loving themselves just the way they are hence the name of the blog. Two months into the blog I realized that I have great influence, 2 months later I launched my brand; the world's first skin-care aiding tools brand and it was inspired by the lack and exaggerated pricing of tools in the middle east, and of course to make my blog look more aesthetically pleasing.



HOW SELF THE BRAND STARTED.

- THE BABY STEPS

THE STRUGGLE - BRAND

Creating the brand meant going out every single day to places I've never been to in downtown cairo, it meant waking up in the middle of my sleep to sketch what i had on mind, i literally wrote down whatever i dreamt about & it meant giving up on my social life.

Since day one, the sales turnover has been pretty high and with the launch of any new product the brand would go out of stock in two weeks! Customers' feedback was absolute awe and that's when I knew I was actually creating something and there's no going back - only forward.

Four months into the brand and there are three other brands copying exactly what i do, tens introducing similar products, the competition got aggressive while there was zero demand for such products a few months back.

BRAND BOOKLET

self.

VER. 1, FEB 2021

I BELIEVE YOU DON'T
 WAIT FOR AN
 OPPORTUNITY
 YOU CREATE IT YOUR
 SELF. AND HERE I AM
DREAMING CRAZIER.

BRAND BOOKLET

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VER.

HOW SELF THE BRAND STARTED.

- THE BABY STEPS

THE STRUGGLE

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