

WHAT'S ON YOUR SHOPPING LIST? FENDI Double Baguette micro elaphe and crocodile-paneled leather shoulder bag and GUCCI Shearling-lined leather mules

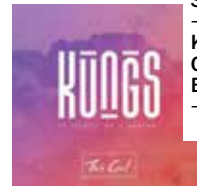


THE KEY TO CONFIDENCE IS... *Individuality*

WHO IS YOUR MALE CELEBRITY STYLE CRUSH? Don't think that is ever going to change: David Beckham (I am obsessed with him!)



WHAT'S ON YOUR PLAYLIST RIGHT NOW? SOFI TUKKER - Drinkee
KINGS vs COOKIN on 3 BURNERS - This Girl



BEST ADVICE GIVEN? *Always say yes...to anything. You never know if it will work in your favour someday.*



BIGGEST FEAR? *Umm.. FOMO (laughs)*

DAY IN THE LIFE

BIJAL SONI

Born and bred in UAE, Bijal is a modern-day fashion enthusiast, creative communicator and traveller. Here's what she gets up to every day in the skyscraper-crazy city



HOW DO YOU DE-STRESS? Netflix at home or a few vinos by the beach

3 WORDS THAT DESCRIBE YOU

People person, Optimist, Spontaneous

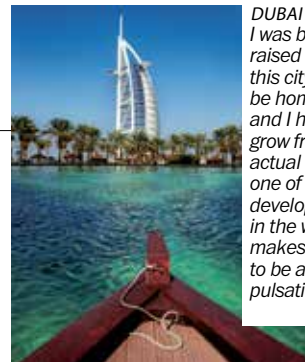
WHAT'S YOUR DAY-TO-DAY MOTIVATION? The fact that I get to do what I love...every day! That in itself is my motivation, and also I have met so many inspirational people through PR, some of whom are really close friends today and a very important part of my close-knit circle!

WHAT'S THE BIGGEST CHALLENGE YOU FACE IN YOUR JOB? When your pitch to the journalist is not successful. That is a challenge that every PR professional faces on a daily basis. But I guess that is the best part as well because it forces you to go back to the drawing board and push your creativity levels.

WHAT'S NEXT FOR YOU? Travelling - and I am currently working on some exciting travel adventures for Namshi that I hope will come to fruition by early next year!



WHO ARE YOUR FASHION INSPIRATIONS? Victoria Beckham, Anamika Khanna and Gigi Hadid



WHAT'S THE BEST PART ABOUT DUBAI FOR YOU? I was born and raised in Dubai, so this city will always be home for me and I have seen it grow from an actual desert to one of the fastest developing cities in the world. It makes me proud to be a part of this pulsating culture.