



Ghizlan Guenez

**Founder and CEO
The Modist**

Ghizlan Guenez is the Founder and CEO of The Modist, the first global luxury ecommerce destination where leading fashion brands are curated for women who prefer to dress modestly. With offices in Dubai and London and shipping to over 120 countries, The Modist aims to address an underserved market of women who want to dress fashionably yet in a demure way, across religions, age groups and ethnicities. The modest market is estimated at \$260bn and growing to reach \$500bn by 2019, and The Modist is first to address this market with a luxury proposition that has, in its core, the mission to be an inclusive and empowering community platform for women globally.

Originally from Algeria, Ghizlan lived most of her life in Dubai and the Middle East, and holds a first-class BSc from the London School of Economics. Ghizlan has over ten years experience in Private Equity with The Abraaj Group where she cultivated an experience in emerging markets and was responsible for brand development and partnership development in more than 30 countries. Her work in entrepreneurship, art and sustainability lead to successful long-standing partnerships with the World Economic Forum, Art Dubai, Endeavor Global to name a few. She has built and spearheaded a program responsible for the deployment of over US\$100M in sustainability programs across emerging markets.

