



Maha Zeibak

***Fashion Marketing and Merchandising Specialist
Managing Director, VIS a VIS Retail***

With a degree from Parsons School of Design in Fashion Marketing and Merchandising, a BA from Tufts University in Economics and International Relations, Maha began her career with a prominent wholesale and distribution agency where she was responsible for distributing womenswear brands to 200 boutiques and department stores across Canada. With a penchant for entrepreneurship, she co-founded UPC boutique, a luxury clothing and accessories boutique. It quickly became a destination store in Toronto's upscale Yorkville district and a laboratory for emerging designers.

With a desire to grow laterally, they collaborated with a design team to develop a private label, Thomas, which was distributed in New York and Toronto. UPC boutique also developed an e-commerce presence which propelled them to grow internationally. Here developed a new dimension to her passion in retail and Maha began to immerse herself in e-commerce, where she became Head of Digital Merchandising for the premier online retail platform in the MENA region, souq.com. She then went on to work with a retail franchise company looking to bring international brands to the UAE where she supported the General Manager in identifying new brands to introduce to the market, scouting retail locations, opening shops, hiring teams and managing the inventory assortment of each shop.

Maha launched VIS à VIS Retail in 2016 to support fashion retail businesses transform consumer experiences and accelerate growth through services that range from marketing, PR, social media, buying & merchandising, omni channel strategy and more.