



SOIGNÉE

M I D D L E E A S T

THE REGION'S FIRST MODEST FASHION MAGAZINE

Media Kit 2025
www.soignemiddleeast.com

Who We Are

Soigné Middle East is a biannual print and digital publication dedicated to shaping a more inclusive and culturally diverse fashion industry. As the region's first-of-its-kind media platform, Soigné Middle East goes beyond trends to highlight fashion, beauty, and lifestyle through the lens of representation and meaningful storytelling.

Positioned within a \$4 billion+ industry, we provide a space for underrepresented and global designers, brands, and creative voices. Through curated editorials, exclusive interviews, and a commitment to sustainability, Soigné connects brands with a discerning audience that values authenticity, diversity, and artistic expression.

SOIGNÉ

M I D D L E E A S T

**MODEST
IS BOLD**

A CELEBRATION
OF INCLUSIVITY
AND DIVERSITY

**AMENI
ESSEIBI**

"IT'S ALL ABOUT
CONFIDENCE,
HABIBI"



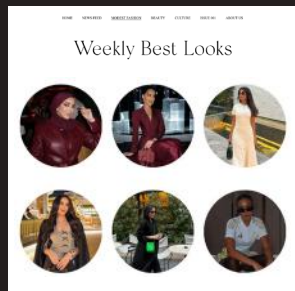
Our Editorial Pillars

Soigné Middle East's content is built on four key editorial pillars

1

Modest Fashion

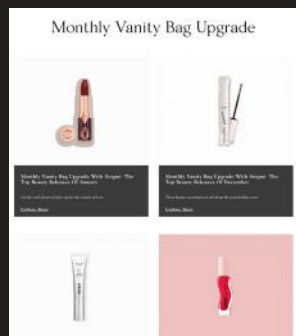
The latest trends and launches, runway reports, exclusive interviews



2

Beauty & Fragrance

Top beauty launches, expert features, niche perfume reviews



3

Lifestyle & Travel

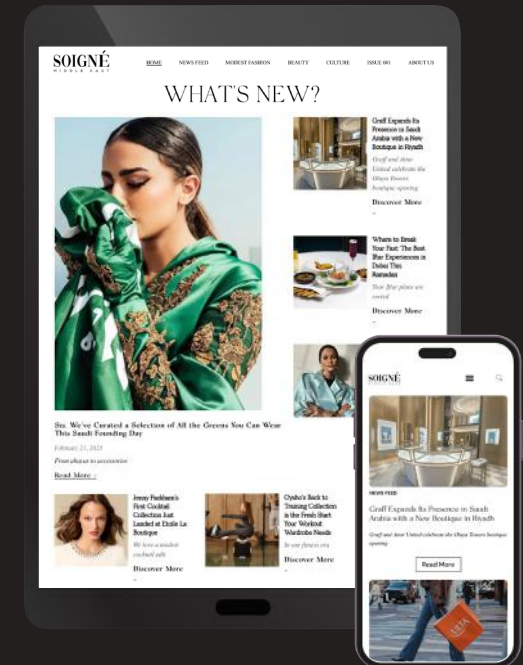
Exclusive experiences, hospitality features, curated recommendations and reviews



4

Industry & Culture

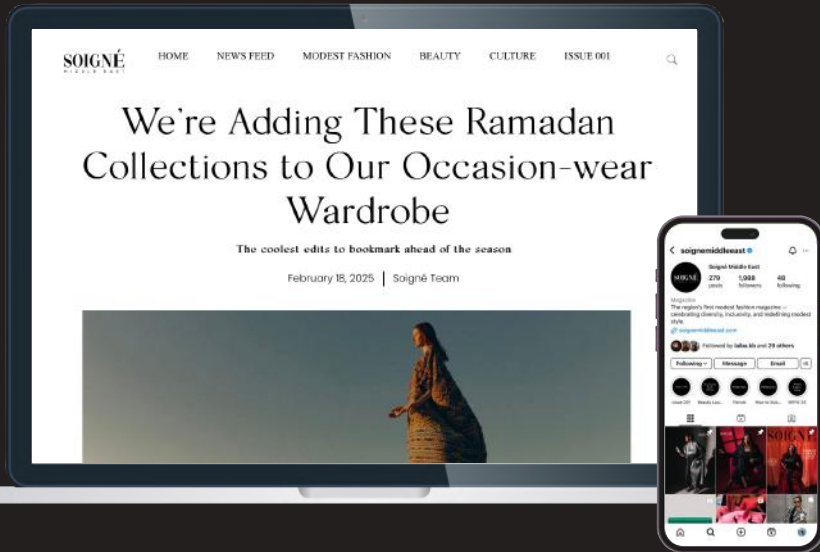
Thought-provoking discussions on modest fashion, sustainability, and entrepreneurship



SIGNATURE FEATURES

- Best Fits of the Week (Fashion feature)
- Monthly Vanity Bag Upgrade/Top Beauty Releases of the Month (Beauty feature)
- Exclusive Interviews & Cover Stories

Our Audience



3K
Print Readership

1M+

Engagements
on Website and
Social Media

600K+

Monthly Social
Media Engagements

1K+

Newsletter
Subscribers

Demographics

80% ^{Females} 

20% ^{Males} 

Age 18 - 50



Top Countries

UAE, Saudi Arabia, Qatar,
Oman, Bahrain, Kuwait,
Egypt, India, Morocco, United
States, United Kingdom



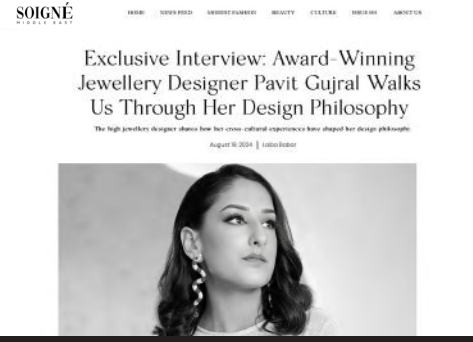
The
Community



BABEL: A LEBANESE CULINARY ICON

If you think Lebanese food is all about harees and a quick labneh, let me show you right here. To me, my cuisine is an art form, a journey through flavors carrying the stories of a thousand years, and Babel at Hotel Milla Park is my canvas. I've spent the last 15 years perfecting this craft, creating an atmosphere of timeless elegance. The entrance is intentionally theatrical, a corridor of golden arches. Bathed in warm light, the space is designed to surprise and delight, creating an atmosphere of timeless elegance. The entrance is intentionally theatrical, a corridor of golden arches. Bathed in warm light, the space is designed to surprise and delight, creating an atmosphere of timeless elegance. The entrance is intentionally theatrical, a corridor of golden arches. Bathed in warm light, the space is designed to surprise and delight, creating an atmosphere of timeless elegance.

When you're starting your day with a hearty breakfast, it's a wonderful experience. For a weekend power, Babel's business lunch brings the heart of Lebanon to your table. Served from 12 PM to 3 PM, the "Flat de Jour" offers a selection of dishes starting at just \$16. From kibbeh dishes to expertly prepared Lebanese dishes with caramelized onions and spices, each dish tells a story of its own.



Advertising & Commercial Offerings

PRINT ADVERTISING

- Full-page ads
- Double-page spreads
- Back cover & inside cover placements
- Custom brand collaborations (editorial integrations, advertorials, product placements)

DIGITAL ADVERTISING (WEBSITE & NEWSLETTER)

- Homepage banners & sponsored articles
- Branded content (native storytelling & video features)
- Newsletter sponsorships (weekly & monthly send-outs)

SOCIAL MEDIA ADVERTISING

- Instagram & TikTok collaborations (reels, carousels, stories, IG Live)
- Exclusive product features & brand takeovers
- Custom campaign development with our editorial team



Event Coverage & Brand Partnerships



Soigné Middle East offers exclusive event coverage & brand partnerships, including:

- Live event coverage (Fashion Weeks, product launches, exclusive brand events)
- Social media amplification (Real-time IG stories, posts, and reels)
- Print & digital post-event recaps
- Branded event sponsorship opportunities
- Panel moderation & speaking engagements





Why Work

With Us?

High-Engagement Audience

A community that actively engages with our fashion, beauty, and lifestyle content

A Regional Fashion Authority

A unique, dedicated platform for an underrepresented audience

Integrated Media Solutions

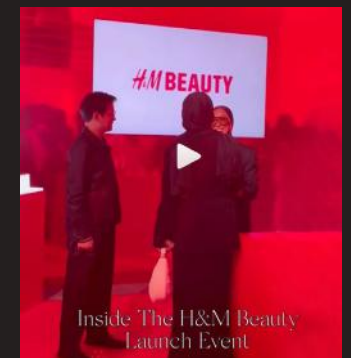
Print, digital, and social media packages tailored for brand success

Luxury & Modest Fashion Expertise

Covering the Middle East's fashion landscape with editorial excellence

Unparalleled Industry Access

Exclusive interviews, trend reports, and insider perspectives, Media Partners with Global Modest Fashion Weeks Series



Inside The H&M Beauty Launch Event





We Would Love to Hear
From You

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