



SHILPA ahuja.com

The future of fashion is here.

ABOUT US

ShilpaAhuja.com was founded in 2015, and within two years, has become one of India's most-read digital fashion magazines.

The website also includes SlubShop, world's first purely trend-based online fashion store and a fashion trend consultancy.

We have a team of 8, over 185,000 social media followers and over 150,000 organic monthly unique visitors.

We strive to inspire confidence through fashion and lifestyle. We simplify runway trends into quick and easy styling tips.



WHAT WE DO

Fashion trends are at the core of what we do. Our blog, online store and trend consulting services all revolve around it. Every year, our team analyses over 1400 fashion shows internationally to predict upcoming fashion trends. We publish unbiased fashion reviews, style-guides, and fashion basics that help our readers form their own opinion.

So be inspired with ShilpaAhuja.com and create your personal style! Read commentary on runway fashion, creative arts, culture, travel destinations, [Ask Shilpa](#) your style-related questions and laugh with our comic, [Audrey O.](#)



OUR PHILOSOPHY

WHAT'S THE RIGHT TO STYLE?

We believe that everyone has the right to feel happy and confident about their style. That fashion should not be a dictatorship bound by strict rules; fashion should be a democracy where everyone has the “right to style” and not be judged. This philosophy helps us connect and engage with the modern urban woman.



WHO IS SHILPA AHUJA?

Shilpa Ahuja is a fashion blogger and founder of ShilpaAhuja.com. She is also the creator of [Audrey O. comics](#). She has a Masters in Design degree from Harvard University. Her love for writing started at the tender age of 7 when she began writing poetry. At 11, Shilpa published her first handmade magazine, and developed a passion for art, creative writing and editing. Her work has been published in [University of Fashion editorials](#), [Jet Airways magazine](#), Times of India and Indian Design and Interiors magazine.



OUR TEAM

- Our team also includes 7 content developers, 2 photographers and a web-development team.
- Our blog is updated several times a day and new posts go up daily.
- We have a dedicated SSD server. Our website has a secure connection and boasts a 99.9% up-time. We have an in-house studio, web-design and creative team for content, photography, video and post-processing.



WHAT WE PUBLISH

- **Fashion Trends & Advice**
- Fashion News and Opinions
- Latest Fashion Collection **Reviews**
- Exclusive **Fashion, Lifestyle Editorials** and **Brand Features**
- Travel Guides
- **Lifestyle Conversations** on Culture, Home Décor, Food, etc.
- **Ask Shilpa** – Style-related questions and answers
- Audrey O. **Comic** series



Ask Shilpa



Audrey O.



50% OFF ENTIRE SITE & STORE
*EXCLUSIONS APPLY

OSHKOSH
Biyash
SHOP NOW ▸

SHILPA ahuja



Oscar de la Renta Spring/
Summer 2017 Bridal Collection
Sahana G March 24, 2017



Latest Lip Color Trends for
Spring Summer 2017!
Pinky Mehta March 24, 2017



Inspiration Nike Air Max: Putting
the Athlete Directly on Air
Shilpa Ahuja March 23, 2017



58,536 Fans
54,995 Followers
38,418 Followers
12,342 Followers

We're so excited to launch **SlubShop**, our very own online store. We analyze the latest runway trends from the international fashion weeks to recommend handpicked items from our favorite brands, making **SlubShop** the world's first purely trend-based shop!



FASHION

TRAVEL

SPRING 2017 TRENDS



ASK SHILPA



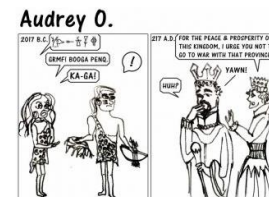
AUDREY O.



WEEKLY



Ask me anything. Let your style confidante become your personal stylist!



Audrey O.
Audrey O. (Vol.1 E26) Comic –
Men Never Listen
Shilpa Ahuja January 14, 2017

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Newsletter**

Discover the world of trendiest
fashion, exciting travels and
chicest lifestyle.

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Email Address

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SHILPA ahuja



Shop the Latest Fashion Trends in USA

Luxury Starts Here

[Shop Women's Clothing >](#)



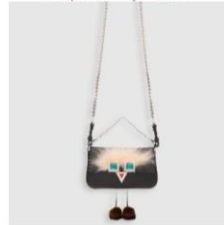
All Eyes on You

[Shop the Latest Shoes >](#)



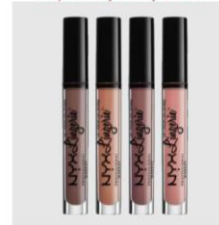
The It-List

[Shop Accessory Trends >](#)



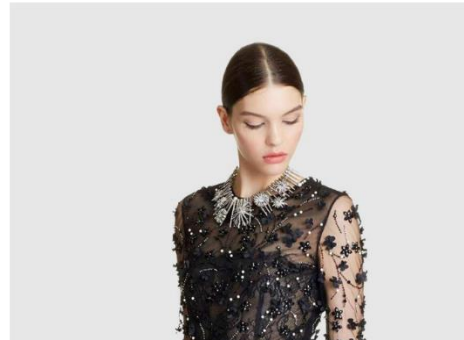
Effortless Magic

[Shop Runway Beauty Trends >](#)



Featured Trends

[Shop Sheer Gowns >](#)



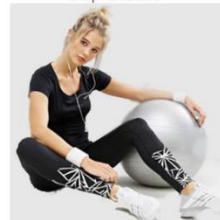
Party Princess

[Shop Embellished Pumps >](#)



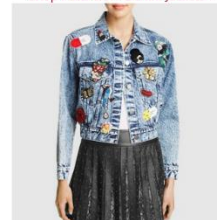
Luxury Activewear

[Shop Athleisure >](#)



80s Chic

[Shop Patchwork Denim Jackets >](#)



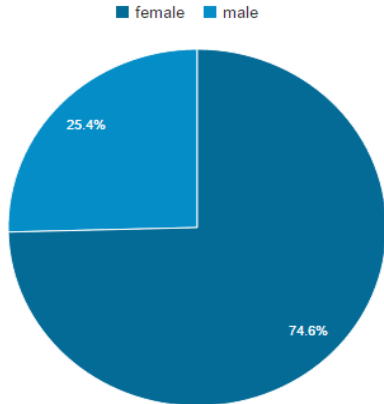
From the hottest accessories to the top trends in clothing and shoes, shop our selection of the latest fashion trends! We go through all the runway collections by the top designers to predict every season's upcoming trends. And then we handpick the trendiest styles just for you from our favorite online marketplaces and the world's best brands!

OUR AUDIENCE

AUDIENCE: High-fashion loving, working women

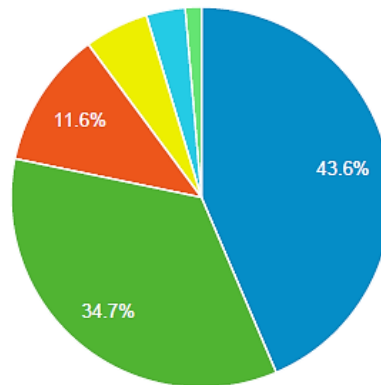
INTERESTS: Shoppers, entertainment junkies, movie-buffs, beauty lovers

GENDER: 75%
female; 25% male



AGE GROUP: 18-35 years

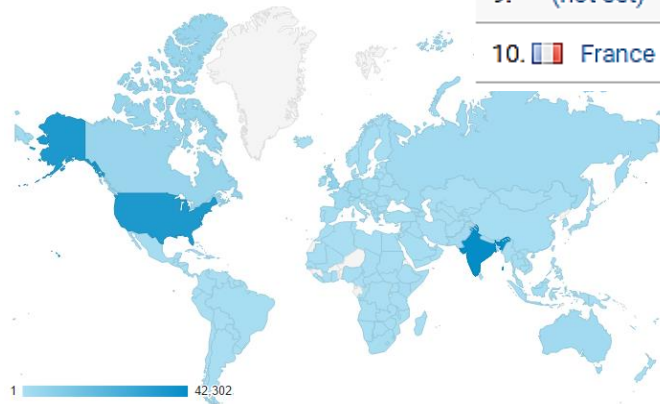
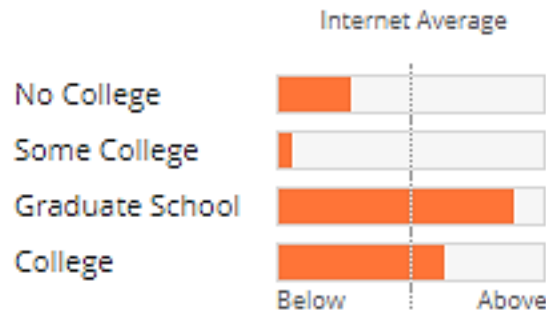
18-24 25-34 35-44 45-54 55-64 Other



Top 10 Countries by Blog Traffic:

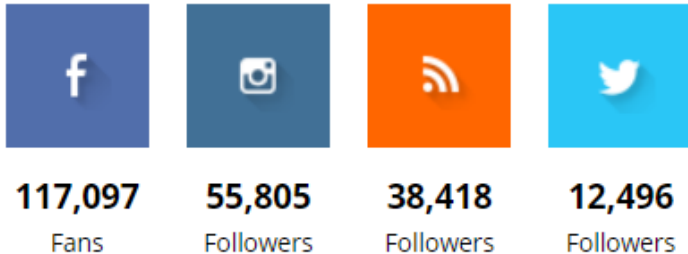
Country	% Sessions
1. India	67.83%
2. United States	11.70%
3. United Kingdom	2.47%
4. Canada	1.50%
5. United Arab Emirates	0.85%
6. Pakistan	0.84%
7. Australia	0.81%
8. Germany	0.78%
9. (not set)	0.66%
10. France	0.63%

EDUCATION



OUR REACH

Social Media Influence



Medium

- Blog
- Online Shopping
- Facebook
- Instagram
- Twitter
- Emails/ Newsletter

Reach

150,000 monthly visitors
4000 monthly visitors

117,000 followers
56,000 followers
12,500 followers

4500 subscribers

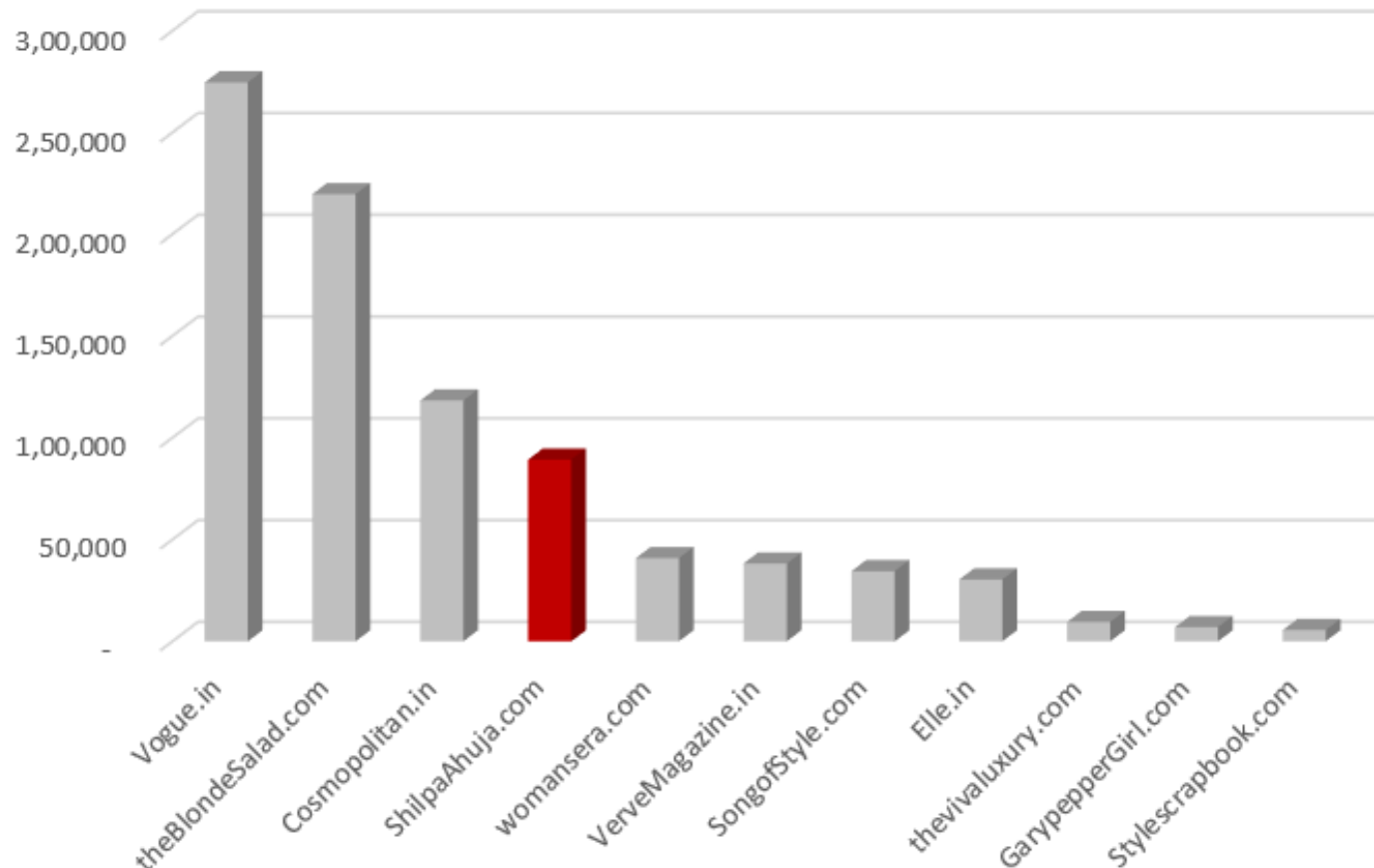
Other Channels

- Push Notifications
- Chat Bot
- Comic
- Q&A
- Snapchat
- Pinterest

ORGANIC TRAFFIC COMPARISON

Source: similarweb.com

Organic Traffic Comparison - Visits per Month in April 2017



Traffic Comparison with Fashion Magazines & Blogs

Our social media following exceeds 185,000 followers. We have a team of 8, and currently ShilpaAhuja.com receives more than 150,000 visitors per month, making us one of the **most-read digital fashion magazines in India**.

Here is a comparison of our traffic with other fashion blogs and magazines.

TOP COLLABORATIONS & FEATURES

Dior



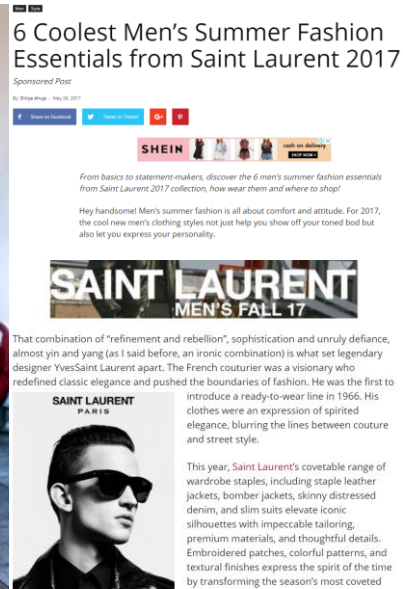
SSENSE



UrbanClap



TOP COLLABORATIONS & FEATURES



How to Style an Oversized Tee Shirt | Cute Gap T-Shirt Outfit

Reading Time: 2 minutes

By Shilpa Ahuja - June 26, 2016



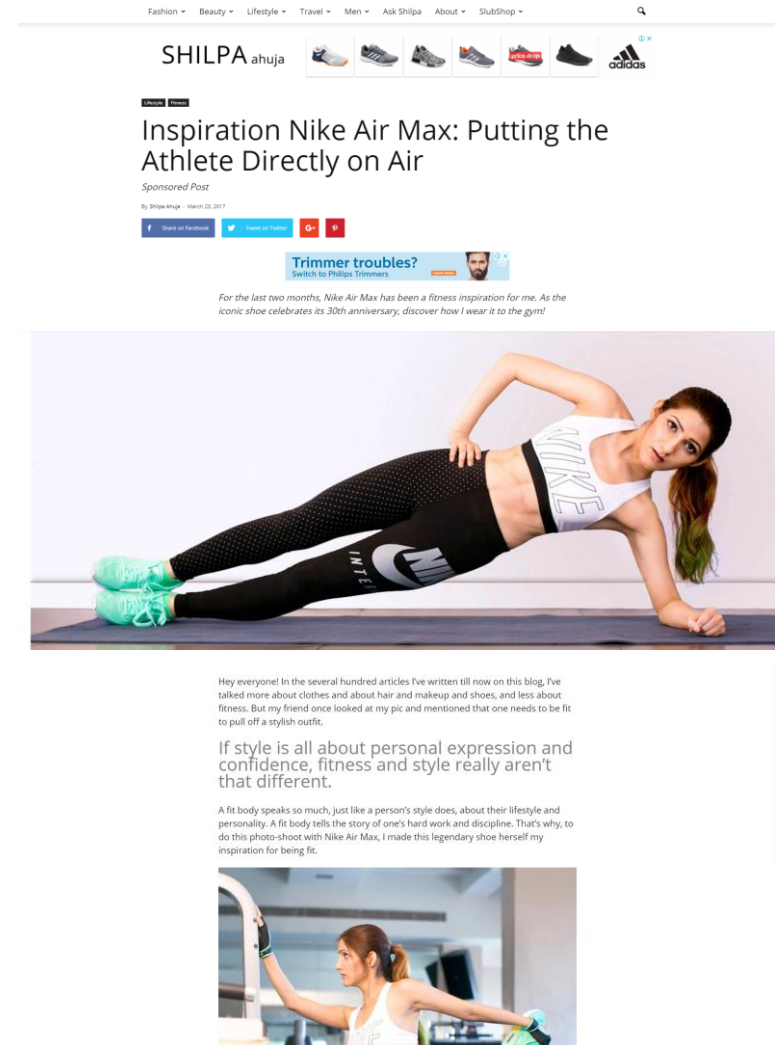
- Nike: [Inspiration Nike Air Max: Putting the Athlete Directly on Air Street Style with Nike Cortez](#)
- Dior: [Styling Dior Rihanna Sunglasses with an Elegant Monochromatic Look Summer Sunset: A Casual Outfit with Dior Ready to Wear](#)
- Saint Laurent for SSense.com: [6 Coolest Men's Summer Fashion Essentials from Saint Laurent 2017](#)
- Expedia: [Top 10 Honeymoon Destinations We're Lovin' for Every Season & Budget](#)
- Chanel: [Chanel No 5 : A Perfume Story + Latest AW 2015 2016 Campaign](#)
- M.A.C.: [Who is Ready to Rock Venice? #DareToBeBold](#)

HOW WE CAN COLLABORATE

1. Photo-Shoot Editorials

Our readers love my looks and always ask us where they can purchase the products featured in them. The photo-shoot editorial can feature 4-7 images featuring select items from the latest collection, and showcase them in an outfit post. The post will be accompanied with an experience story and a list of the showcased products and shopping links.

Example: [Inspiration Nike Air Max: Putting the Athlete Directly on Air](#)



HOW WE CAN COLLABORATE

2. Reviews/ Blog Features

A blog feature can showcase interview, benefits or news. The review will talk about experience of trying your product, or latest trends spotted in a collection. It can also be about visiting your store, and commenting about the best pieces of the latest collection. The post will be accompanied with a list of the showcased products and shopping links. A similar post on Zara was quite a hit amongst our readers.

Example: [Chanel No 5 : A Perfume Story + Latest AW 2015 2016 Campaign](#)

Fashion ▾ Beauty ▾ Lifestyle ▾ Travel ▾ Men ▾ Ask Shilpa About ▾ ShopShop ▾

SHILPA ahuja


STYLE STAPLES
Be occasion ready with our new range of garments

Chanel No 5 : A Perfume Story + Latest AW 2015 2016 Campaign

Reading Time: 1 minute

By Shilpa Ahuja · December 18, 2015

Share on Facebook Tweet on Twitter




I sit in Starbucks with my laptop and my tall cappuccino as I try to write an article about Chanel No 5. The perfume barely needs any introduction, I think as I notice on my festive cup a mark of my red lipstick that I wore in the spirit of Christmas! I bring my wrist to up to my nose again to take in the fresh, feminine notes of my Chanel No 5. Does it smell like anything else, I ask myself. Lucky I'm in a coffee shop because there's a jar of coffee beans right at my arm's reach to cleanse my palette with!

It is of course, how this classic perfume designed to be – mystical. Possibly so that it brings out different hints for each woman, not just one flower or so. It's often said that Chanel No 5 is not just a perfume, but a lifestyle. If you wear it, you're saying that you're a free-bird, you become a part of the women's liberation movement from the 20s!

As a kid, my mom spoilt me with my first designer beauty products and luxury perfumes. Chanel No 5 wasn't one of them, however, it does remind me of a handmade yet indulgent talc she and I shared. And that's exactly what No 5 smells like for me – youthfulness, indulgence, a delightful morning from my childhood – fresh yet cozy!

Speaking of, check out the latest Chanel No 5 campaign featuring Gisele in a red sequin dress.

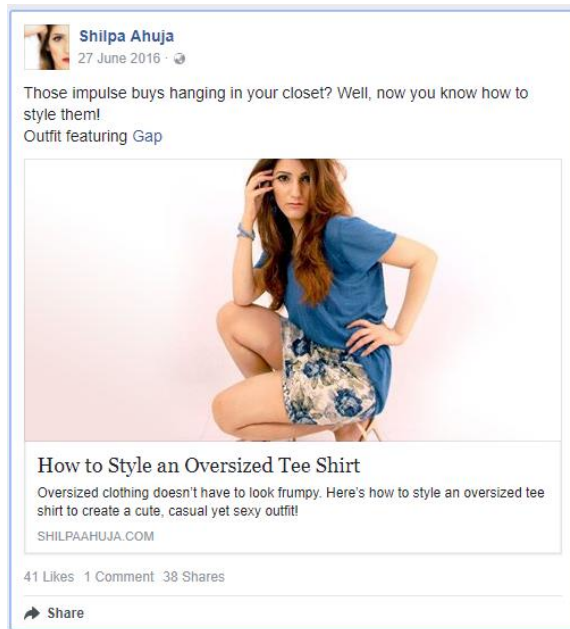


HOW WE CAN COLLABORATE

3. Social Media Promotions

Promotions can be in the form of Facebook live videos, social media images or posts, tweets about an event or product, or an Instagram story

Facebook Promotion with GAP



Instagram Promotion of Nike Cortez



Instagram Story with PhoenixMarketcity Chennai




Tweet for M.A.C.

HOW WE CAN COLLABORATE


4. Videos

Featuring trends in your collection; Photo-shoot video with your products; featuring your store/space in an Instagram story; Facebook Live video about your event, etc.

Example: Behind-the-Scenes [Facebook Video](#) and [Top Fashion Trends Video](#)

**Shilpa Ahuja**
Published by Shilpa Ahuja [?] · August 16 · 🌐

Hear all about what we do at [ShilpaAhuja.com](#) and get an intimate, on-location look at our summer shoot with this behind-the-scenes video! Read the full story here: <https://shilpaahuja.com/.../behind-the-scenes-video-shilpa-ah...>



Go Behind-the-Scenes with Shilpa Ahuja as She Talks Fashion & ...
01:38

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**Shilpa Ahuja**
Published by Shilpa Ahuja [?] · October 9 at 9:22am · 🌐

I review some of the hottest fashion trends for Fall/ Winter 2017-18, while trying my favorites with style ideas. Update your wardrobe with the 10 latest trends and create some chic, runway-inspired outfits!!

Read my article on the 10 Hottest Fall Winter 2017 Fashion Trends We Need in Our Closet!
<https://shilpaahuja.com/.../t.../fall-winter-2017-fashion-trends...>
[See More](#)



35,160 people reached [View Promotion](#)

23K Views

Like Comment Share

Adan Agrawal, Mimi Mondal and 1K others [Chronological](#)

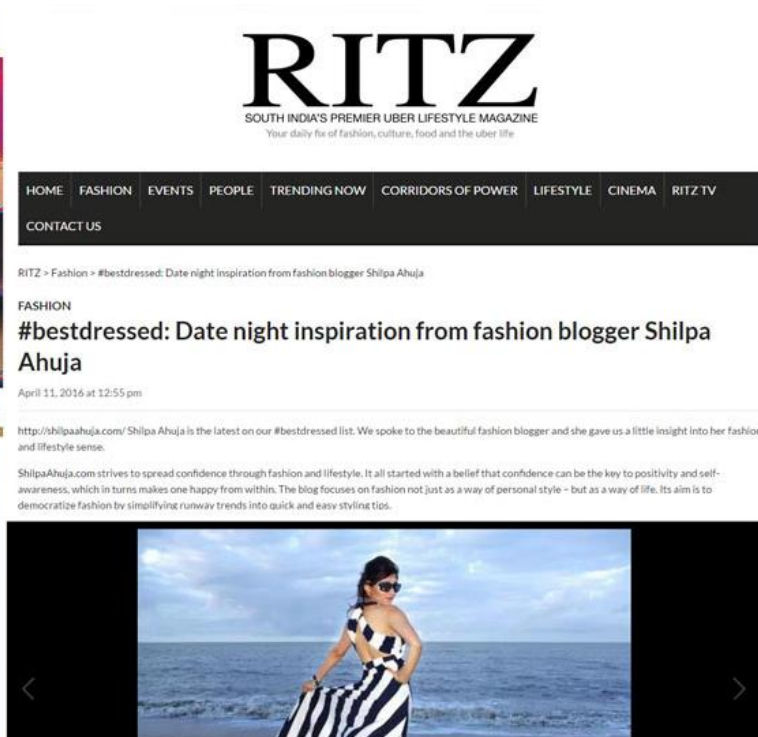
49 Shares

[View 14 more comments](#)

HOW WE CAN COLLABORATE

5. Cross-Promotion/ Guest Blogger

Featuring in your video, event panellist, guest blogging on your website, taking over your Snapchat for a day



HOW WE CAN COLLABORATE

7. Exclusive Brand Store in SlubShop

SlubShop is the world's first purely trend-based shop. An exclusive feature will pick the latest trends in your collection and showcase them as a set of pages in SlubShop. The store will remain live for 12 months and will require automated feeds from you, which will ensure the latest products are always featured. In addition to your products, the store will also be accompanied with a blog feature to draw more organic traffic.

Example: Saint Laurent for SSense.com: [6 Coolest Men's Summer Fashion Essentials from Saint Laurent 2017](#)


United States ▾ India ▾ UK ▾ Australia ▾ Blog

SHILPA ahuja


Give your business the right leverage. GoDaddy


Sleek and sophisticated is the latest selection by Saint Laurent for Men's sunglasses. Shop our favorite men's square sunglasses here in US!

Shop Men's Square Sunglasses by Saint Laurent




SQUARE SUNGLASSES




SHOP BELOW! 


SAINT LAURENT




6 Coolest Men's Summer Fashion Essentials from Saint Laurent 2017




Intro Sleek and sophisticated, this season's selection of Saint Laurent eyewear showcases nostalgic shapes recalling of decades past. Reminiscent of rock 'n' roll's most iconic styles, bold acetate frames and stark contrasts reflect the label's nonconformist vision. Wire-frame aviators and Wayfarers are given modernistic updates with minimalist engravings, delicate gold frames, and mirrored lenses manifesting masculine magnetism, while polished acetate renditions in tortoiseshell and bold colors enhance sartorial styling. Oblong shapes, like the SL 98, evokes a cool retro appeal while the circular SL M1 makes an eloquent statement with an oversized silhouette.



Saint Laurent Black and Silver Bold 1 Sunglasses\$365Buy Now



Saint Laurent Black Bold 1 Sunglasses\$345Buy Now



Saint Laurent Black SL 1 Sunglasses\$350Buy Now

CONTACT DETAILS

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Instagram: <https://www.instagram.com/shilpaahujadotcom>

Twitter: <https://twitter.com/shilpa1ahuja>

Watch Video: [Behind-the-Scenes with Shilpa Ahuja as She Talks Fashion & Style](#)

