SHILPAahuja.com
Reporting the future of fashion.
ABOUT US

ShilpaAhuja.com is one of India’s most-read digital fashion magazines, with a focus on inspiring confidence through fashion and lifestyle. It’s your source of up-to-date news, solid research-based fashion trend forecasting, and opinionated pieces.

We have a team of 15, over 250K social media followers and over 500K organic monthly unique visitors who are spread in over 150 countries.

ShilpaAhuja.com is a go-to destination for things that matter in the life of the contemporary multitasking woman. We want you to feel empowered with your fashion choices, and develop your personal style that accentuates your strengths and embraces your imperfections.

ShilpaAhuja.com is a part of SAM, a new media company, home to some of India’s most iconic brands, including Career Nuts and How to Get into Harvard. Our digital magazines and websites span various genres including fashion, lifestyle, society, education and interior décor. We care about paving the way the world will consume media in the future.
**SAM – OUR SITES**

**ShilpaAhuja.com**
A digital fashion & lifestyle magazine.
Read more about ShilpaAhuja.com & visit its social channels.

**CareerNuts.com**
A career encyclopedia and career-guide for students.
Read more about CareerNuts.com & visit its social channels.

**HowtoGetinto-Harvard.com**
A Harvard University admissions guide.
Read more about HowtoGetinto-Harvard.com & visit its social channels.

**OpiniOwn.com**
A community publication for people to share their opinions.
Read more about OpiniOwn.com.

**Decorisk.com**
An interior décor magazine focused on home & DIY décor.
Read more about Decorisk Magazine.

**BusinessTenet.com**
A business, marketing & finance magazine.
TEAM

Shilpa Ahuja, Editor-in-Chief
With 13+ years of experience, Shilpa is also the founder of Shilpa Ahuja Media (SAM). She has a Masters in Design Studies (MDesS) degree from Harvard University Graduate School of Design, class of 2011.

Abhishek Sareen, Marketing & Strategy
Abhishek is a sales & marketing professional with over 16 years of experience. He leads strategy & marketing at SAM.

Sahana Govindaraju – Fashion Editor
With an experience in fashion and lifestyle writing, Sahana has an expertise in apparel trend forecasting. She also leads the Culture section.

Anusha Jain – Associate Editor & Social Media Manager
Anusha has a diploma in Fashion Design from iNIFD and is originally from Andhra Pradesh. She leads the social updates, weekly newsletters and Shopping section.

Nishita M – Features Editor
Nishita is a graduate of National Institute of Fashion Technology and has a degree in leather design. A lover of all things fashion, she writes about everything from beauty, hair and lifestyle to fashion trends and how-to’s.
OUR AUDIENCE

AUDIENCE: High-fashion loving, college & working women
INTERESTS: Shoppers, entertainment junkies, movie-buffs, beauty lovers

GENDER: 67% female; 33% male

AGE GROUP: 18-35 years

Top 10 Countries by Blog Traffic:

1. India (45.65%)
2. United States (24.34%)
3. United Kingdom (5.05%)
4. Canada (2.02%)
5. Australia (1.92%)
6. Pakistan (1.35%)
7. Bangladesh (1.01%)
8. Germany (1.01%)
9. Philippines (0.91%)
10. South Africa (0.87%)
WHAT WE PUBLISH

• Fashion Trends & Advice
• Industry News and Analysis
• Opinions
• Celeb Style
• Lifestyle Editorials
• Travel Guides
• Culture, Home Décor, Food, Fitness, Relationships.
• Ask Shilpa – Style-related questions and answers
• Audrey O. Comic series

Top Skincare Brands in the World Ruling the Industry: Rankings

September 2, 2020 by Saliha Sameera

With data comparison in 15+ criteria, we have ranked world’s top skincare brands. Discover the industry’s top-tier skin care brands & our insights. Skincare is an ever-changing industry. With over a hundred brands … Read
WHAT WE PUBLISH

FAST FASHION: ANALYZING CONSUMER BEHAVIOR AND PROBLEMS

HOW TO PREPARE FOR A GLAMOUR SHOOT: EXPERT GUIDE

PUNK FASHION: DRESSING STYLES, ACCESSORIES, HAIR TYPES

TOP NAIL ARTISTS TO FOLLOW ON INSTAGRAM
OUR REACH

Medium

• Digital Magazine
• Facebook
• Instagram
• Twitter
• Pinterest
• LinkedIn

Other Channels

• Project NFT
• Comic
• Q&A
• Snapchat

Reach

500,000 monthly visitors
115 K followers
78 K followers
11 K followers
35 K followers
3.6 K followers

Organic Reach

In the last 3 months

Total Clicks
1.2M

Total Impressions
43.5M
TOP COLLABORATIONS & FEATURES

- Dior
- Nike
- Nexa
- GAP
- MAC
- Expedia
- SSENSE
- UrbanClap
- Jet Airways
- VLCC
NFT ART COLLABS

Audrey O. NFT is a collection of unique Audrey O. handmade illustrations 1/1 NFTs on the Ethereum blockchain. This collection includes branded collabs with the beloved comic character and story developed by artist Shilpa Ahuja.

Read more: https://shilpaahuja.com/audreyo/

Audrey O. X Chanel SS22
Audrey O. X Fendi AW22
Audrey O. X Jean Paul Gaultier SS22
Audrey O. X Versace SS21

Bid & Buy Audrey O. NFT Art Collectibles using Ethereum Crypto Currency

🔗 OpenSea  https://opensea.io/audreyo/
🔗 Rarible  https://rarible.com/audreyo/
• Rose (Fatimeh) – Iran-based model
• Lena Fona – Kosovo-based stylist
• Anand Kulkarni – New Zealand-based photographer
• Marjolein de Ridder - Netherlands-based makeup artist
• Anja Zurawski – Germany-based hair couture artist
• Alfredo Arteta – US-based photographer
CONTACT

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