



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

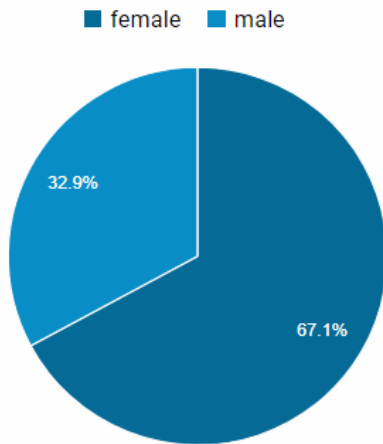
Nishita is a graduate of National Institute of Fashion Technology and has a degree in leather design. A lover of all things fashion, she writes about everything from beauty, hair and lifestyle to fashion trends and how-to's.

OUR AUDIENCE

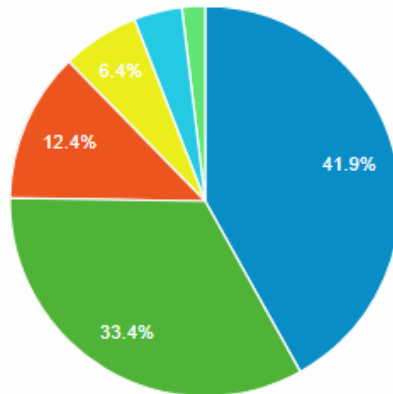
AUDIENCE: High-fashion loving, college & working women

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

GENDER: 67%
female; 33% male



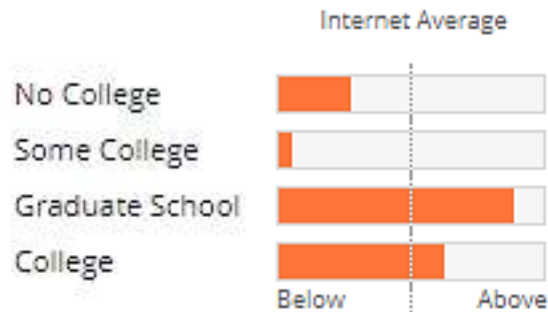
AGE GROUP: 18-35 years



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%) |

EDUCATION



WHAT WE PUBLISH



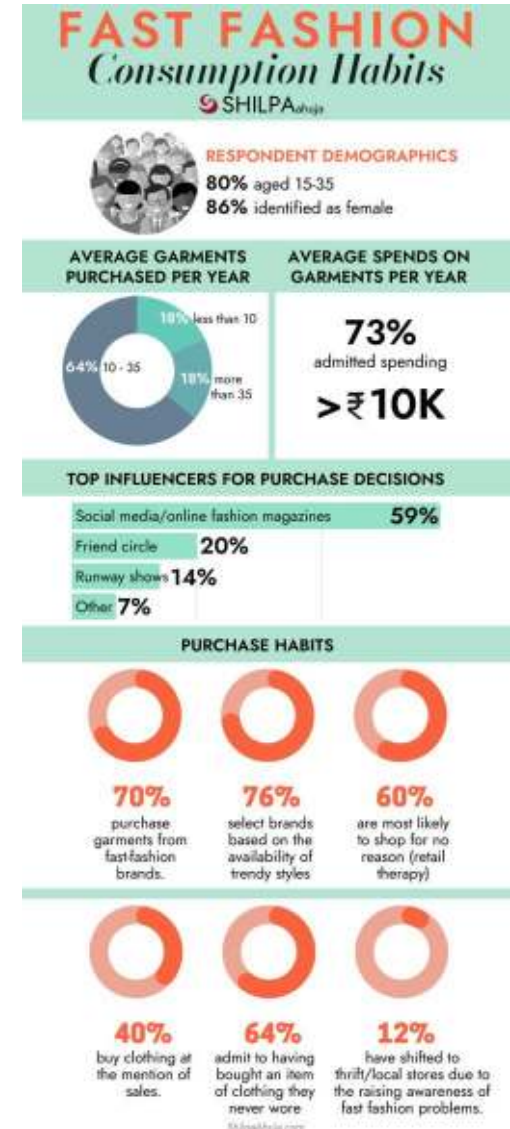
- **Fashion Trends** & Advice
- Industry **News** and Analysis
- Opinions
- **Celeb** Style
- **Lifestyle Editorials**
- Travel Guides
- **Culture**, Home Décor, Food, Fitness, Relationships.
- **Ask Shilpa** — Style-related questions and answers
- Audrey O. **Comic** series

Top Skincare Brands in the World Ruling the Industry: Rankings

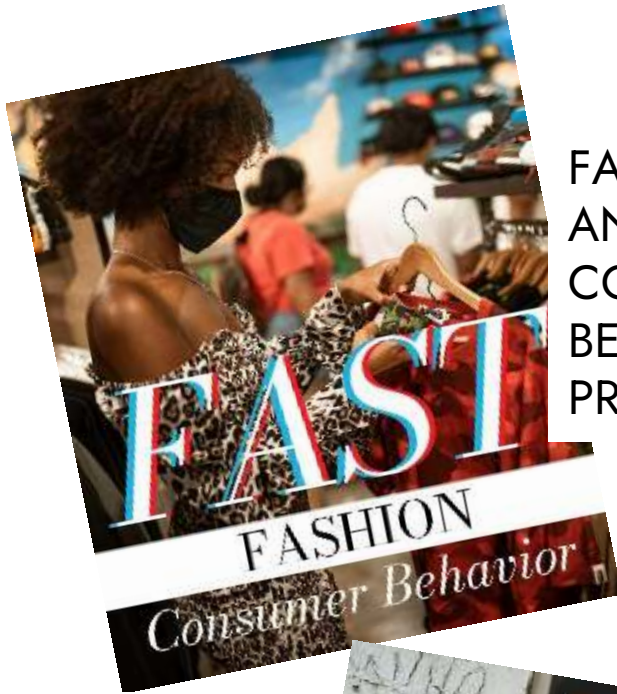
September 2, 2020 by [Saliha Sameera](#)



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



N E X A



MAC



SSENSE



UrbanClap

JET AIRWAYS 



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/>

COVER FEATURES



July 2022 Issue



June 2022 Issue



May 2022 Issue



Apr 2022 Issue



Mar 2022 Issue



Feb 2022 Issue

- 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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