
Mohamed Aqief



Naelofar is a Malaysian grown fashion brand founded by prominent Malaysian celebrity and entrepreneur, Neelofa in 2014.

Through its mission to provide accessible prices with premium quality options, Naelofar has reached the hearts of fashion lovers worldwide, namely Singapore, Indonesia, Dubai, Germany, UK, the US and many more.

Aqief took over Naelofar in 2018 as Chief Executive Officer, and was responsible for the business and brand expansion, from a hijab brand to Muslim lifestyle solutions with global market penetration.

To date, Naelofar has expanded their range of offerings from hijab to ready to wear, accessories, cosmetics, home and living, and many more.

While other modest fashion brands in the market mainly target the older segment, Naelofar sets itself aside by garnering traction with Millennials and Gen Zs. Shifting their customer demography from women in their 40s - 50s to the 20-35 age bracket.

Despite the COVID-19 pandemic and Movement Control Order (MCO) in Malaysia, Naelofar remained strong especially in its online business and achieved higher growth. The brand had ventured into the ecommerce scene during the early stages of its business and under Aqief's helm it's ecommerce revenue has grown by 5x.

To expand on its on-ground reach, the brand has also increased their physical retail presence from a single store to eight. Its first store in Taman Tun Dr. Ismail has always catered to loyalists and the brand wanted to connect with a newer group of consumers with the launch of the new stores.