



**NEELOFA** نعلوفا  
hijab



- MALAYSIAN ACTRESS, TELEVISION PRESENTER, A COMMERCIAL MODEL AND AN ENTREPRENEUR.
- 'FORBES 30 UNDER 30 ASIA' IN 2017

Popularly known as Neelofa, or simply called Lofa by family and friends, she is a respected actress in the local film industry. A household name in her native Malaysia, actress and TV host, Neelofa's first claim to fame was winning a local teen beauty contest in 2010. Four years later, she became the face of fashion firm Naelofar Hijab, a family-owned company that she fronts. In a short span of time, the company has become one of Malaysia's biggest headscarf brands and is also expanding internationally. Naelofar hijab line now sells in 38 countries, including her latest concession in the heart of London's upmarket Chelsea district.

She was also honoured at the Tribute to Women gala, winning an award in the business category. Naelofar Hijab brought in a revenue of RM50 million in 2015, thanks to the power and influence of her image.

Neelofa credits a big part of her success to entering the market at the right time. A Reuters report estimated that Muslim consumers spent \$266 billion on clothing and footwear in 2013 and expect this market to account for over 14% of the global fashion market by 2019.

With a combined number of over 9.4 million (2018) social media followers, Neelofa proved to be a marketing and branding powerhouse. For Instagram alone she has over 5.7 million followers, making her the No.1 social media influencer in Malaysia and one of the top in Asia.

Due to her business success, Neelofa was named amongst 'Forbes 30 Under 30 Asia' in 2017.

**Forbes**