

March 2019

# HAYAT

*Different, Beautiful and Unique*

from the  
../RUNWAYS/..

**LABELS AND TRENDS  
FOR MODEST FASHION**

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**HOTSPOTS FOR  
HALAL DINING**

**SECRET  
LIFE OF  
“HALAL” DATING**  
finding the perfect partner...

**DEEN  
OVER  
DUNYA**

*A Guide On How To Balance  
Life In University And Staying  
On Top Of Your Deen*



# DIFFERENT



# March

## //EDITOR'S LETTER//

**D**ear Reader,

Welcome to our first edition of 'Hayaat'. The word derives from Arabic, which translates to 'life' and 'modesty' in Swahili.

In this edition we hope to address the topic of perfection, something we that we all strive for.

### ***But what does it mean to be perfect?***

Is it to have the perfect relationship, the perfect outfit or the perfect face... Or is perfection just being yourself?

During a woman's lifetime, she will seek for her idea of perfection. Trying to be the better version of herself regardless of what society expects her to be.

Here at Hayaat, we want to help you find your true self and guide you on your journey to find your inner identity. Showing that YOU are perfect, original and unique.

Hayaat embraces everybody's differences and we want you to believe in yourself, be grateful and allow you to accept yourself for the beautiful person that you are!

We want to be your guiding light on your quest to find out how you can make your life better. This is a magazine where you can get inspired and find advice but we want to be more than that. We want to show you that you can be your own inspiration and you should believe in your beauty and power because you are...

### ***Different, Beautiful and Unique***

Lots of Love,  
Lucie Skorvagova

## //MEET THE TEAM//



**Suyeba Aslam**  
**Editor & Art Director**

Suyeba is a freelance journalist who has an interest in modest fashion and lifestyle magazines. She joined collectively with the rest of the team to create Hayaat Magazine.



**Sophie Humphrey**  
**Sub-Editor**

Sophie is a freelance journalist. She joined Hayat as a sub-editor and studies in her spare time. When she is not editing and studying, Sophie focuses her time on writing about lifestyle and fashion trends.



**Lucie Skorvagova**  
**Co-Editor**

Lucie is a journalist and a full-time supervisor at her local bar. In her spare time she enjoys creative writing and rowing competitively for the local team.



**Inta Kuze**  
**Sub-Editor**

Inta is a part-time student and supervisor. She has great leadership skills and in her spare time she writes for Hayaat Magazine as a feature writer.

# //CO NTEN TS//

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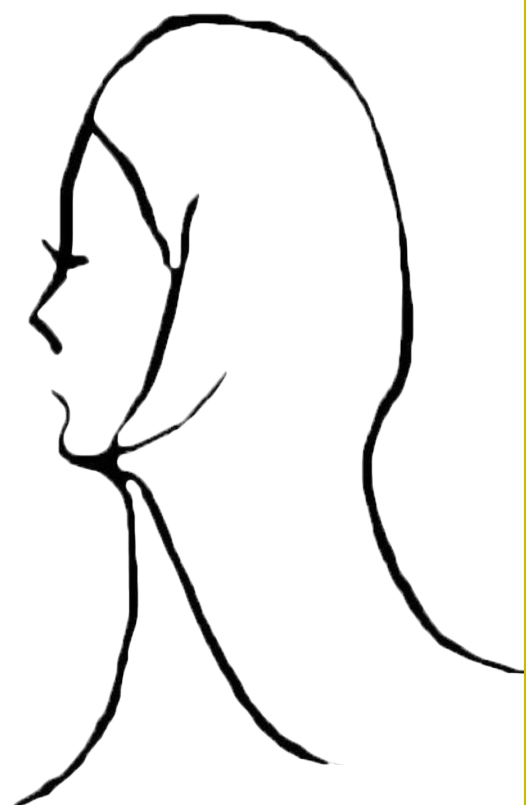
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# //UPCOMING EVENTS//

*save the date*

## Suyeba Aslam

### **Muslim Marriage Event London**

*Saturday 2nd March 2019*

*11:00AM-4:00PM*

Pavillion Banqueting Suite  
324 Hoe Street  
London  
E17 9PX

Hosted by Teebah Foundation, the Muslim Marriage event is held for single muslims who are looking to mingle in a halal manner. This event will allow you to explore the world of speed dating and potentially find your future spouse. (Insh'Allah). It is open to all ages and ethnic groups. Chaperones and Parents are also welcome.

***Tickets start from £10.00***

### **Astronomy & Islam: Astronavigation**

*Sunday 3rd March 2019*

*10:00AM-10:45AM*

Royal Observatory  
Blackheath Avenue  
London  
SE10 8XJ

Explore the astronomical world within the planetarium and find out how tools were to built overtime for navigation and prayer. The show will be presented by the Curator of the Royal Observatory Greenwich, Dr. Louise Devoy and is recommended for ages 11+.

Adult: £8.00 | Child (4-15y): £6.40

### **Museum Scavenger Hunt & Muslim Networking**

*Sunday 17th February 2019*

*13:30PM-18:00PM*

The Natural History Museum  
Kensington  
London  
SW7 5BD

Get lost within the realms of the Natural History Museum as you go on a scavenger hunt with other fellow Muslims. This is a great opportunity to socialise with others and win some exciting prizes.

***Tickets start from £8.33***

### **Morocco Sahara Trek with Islamic Relief**

*Saturday 23rd March- Saturday  
30th March 2019*

Marrakech, Morocco

Join the renowned charity, Islamic Relief in trekking the Sahara Desert. The five day adventure consists of ascending across the African landscape will allow you to have a once in a lifetime experience. You will be able to experience valleys, sand dune, oases and so much more.

More information on this excursion can be found on:

[www.islamic-relief.org.uk](http://www.islamic-relief.org.uk)



### **London Muslim Shopping Festival**

*Saturday 13th- Sunday 14th April  
2019*

*10:00AM-18:00PM*

Olympia London  
23 Blythe Road  
London  
W14 0QX

Running for the fourth year, the festival is returning bigger and better than before. Stalls will be filled with new halal products, delicious cuisines and the latest fashion trends. More information and tickets can be found on:

[www.muslimshoppingfest.com](http://www.muslimshoppingfest.com)

***Tickets start from £6.00***

### **Dual Level Geometric Design**

*Saturday 2nd March 2019*

*10:00AM-16:30PM*

The Prince's School of  
Traditional Arts  
19-22 Charlotte Road  
London  
EC2A 3SG

Join this course and embark on the exploration of Islamic art and geometric patterns. In which the course will allow you to understand the "creative and conceptual pinnacles of Islamic geometric design."

(source: beehive.com)

Tickets and more information can be found on: [www.psta.org.uk](http://www.psta.org.uk)

***Course Price: £350***

# //HOW TO BALANCE YOUR DEEN

Suyeba Aslam

School is completed, time to decide the next step... University. Being a young Muslim and taking on the decision to go to university can be quite overwhelming. The world is your oyster and you are exposed to so much more. For instance, some of us make the decision to move out while some of us will commute. Choosing to live out can be a challenge as it can either make you or break you... Don't get me wrong, living out can be amazing as you have unlimited freedom but at the same time it can be risky because can be easily influenced by others in which you can potentially go through a phase of 'Jahiliya'.

## Jahiliya

verb

لا جاهلية

//gāhiliyyah/jāhiliyah//

- Infinitive of 'Jahala', translating 'to act stupidly or ignorantly'

However, fear not as there are ways to balance the deen (religion) and the dunya (world) that we live in.

Freshers' Week... Now this is the week we all look forward to! Meeting new people, exploring new places, etc. Going into the big world of university, it is a great opportunity to find yourself and the perfect place to begin is by joining societies. Societies in university can range from a variety of things like sports and cultural societies. They are essentially a way to start your networking circles and find a sense of belonging.

The Islamic Society, also known as ISOC is an ideal way to socialise with other muslims of different ages and backgrounds who may also attend Islamic social events such as: monthly tafsir courses and lectures.



If you live out, it will be a lot easier for you to find other Muslims who are also in the same boat as you. Remember you are not alone, most of you will all go through similar experiences and surrounding yourself with other muslims will hopefully encourage you to maintain your imaan (faith). Allah will make it easier for you as He understands that maintaining your deen (faith) can be difficult on your own. Hence why its been made imperative to pray in jama'at (congregation).

Another way you are able to balance life at university and your deen is by revolving your days around your prayers. Remember back in school how the timetable would be based around five periods? Well, base your five prayers around your study periods. It is understandable that lectures and prayers are bound to clash but it will allow you to have a foundation of balance, enabling everything to eventually fall in place. For example, the earliest lecture will always start at the dreaded time of 9am. Luckily for some of us, Fajr (dawn prayers) during the winter is usually during the time of 6 to 7 am, a time that most of us will either be waking up or beginning our commutes. This will allow you to make a habit of waking up early so that you will never be able to miss a prayer and be on time to your lecture and then when it comes to the following salahs they will all fit into your day. (InshAllah)



## Dhikr: Remembrance of Allah....

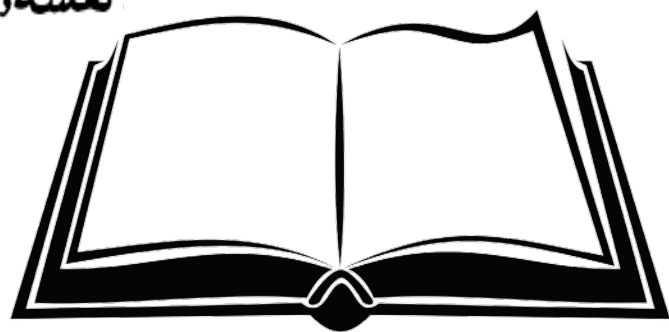
On the topic of jahiliya, it is very normal for you to drift away and for your imaan (faith) to weaken. But do not fret as you can go as far as you want from the deen but remember Allah will never leave you as it says in the Quran:

***"O my servants, know that I'm closer to you than your jugular vein"***  
(50:16)

وَلَقَدْ خَلَقْنَا الْإِنْسَانَ وَنَعْلَمُ مَا تُوَسْوِسُ بِهِ

نَفْسُهُ وَنَحْنُ أَقْرَبُ إِلَيْهِ مِنْ حَبْلِ الْوَرِيدِ ﴿١٦﴾

Living out and being alone at university can have its perks and downfalls... If you're ever feeling low remember it's the perfect time to improve yourself or get on top of things that you never had the time to complete before. For example, take a hobby, learn a new language or go to the gym. However, if you feel that your imaan is low this is the perfect time to improve on that. Dhikr (remembrance of God) is a step forward. Dhikr is a process which is intimate and personal. It will enable you to have a time of reflection and will give you a bit of down time from a hefty day at university.



Furthermore, being alone you are more vulnerable and potentially have A LOT of time to yourself, in which you are more susceptible to aspects such as: waswasa (tempting whispers). In which these can enable you to fall into sinning more easily. Unless you establish circles of learning, circles of worship, community activity, you're not going to be able to do it on your own. However, this is not a way to slander you but a way to help you reflect. Take the opportunities that your university has to offer. ISOC is the perfect starting point and hopefully from there you are able to build upon your circles.

# AND LIFE AT UNIVERSITY //

A full-length portrait of Halima Aden standing against a blurred background. She is wearing a long, shiny silver coat with a high collar and a matching headpiece. Her hands are clasped in front of her. The name 'HALIMA' is written vertically in large white letters on the left side of the image.

# HALIMA

# ADEN

**H**alima Aden was only seven when she moved to the United States of America after living on a refugee camp in Kenya. She is a 21-year-old Somali model who first was noticed in 2016 after she took part in the Miss Minnesota USA pageant and became the first hijab wearing contestant. She managed to secure a place in the semi-finals and then signed a three year contract with IMG Models. She has walked in many fashion shows since, New York Fashion Week, Milan Fashion Week and more. She is the first woman to be on cover of Vogue Arabia and British Vogue who wears a hijab.

Her childhood in Kenya was great as she describes it; however there were times when she didn't know where her next meal will come from and she even got ill with malaria but she was always hoping that the future will be bright.

Halima did an inspirational talk at the Kenya's Kakuma Refugee Camp, which is the same one she grew up on, to share her journey from a refugee to international model. In the talk she said:

***“I’m not afraid to be the first, to step out on my own, to take risks and seek change, because that’s what being a minority is about.”***

She inspires girls all over the world with her achievements and her journey. She's not afraid to dream big and take risks proving that you can achieve anything you want no matter what religion you are or what culture you come from.

Aden attends inspirational talks and events on radio and TV shows as well as in different events to tell her journey to where she is now and motivate girls to never give up and to not be scared to be different and unique.

# //PROFILE//





BEAUTIFUL

# //THE PERFECT PARTNER//

Lucie Skorvagova

## *Finding “The One”- An Islamic guide on How to Find Your Other Half...*

**W**eddings have so many considerations: the guests, the venue, the dress and the man himself. Marriage is not simple and it's not easy to find somebody who you want to spend your life with. We are all different and unique and therefore we all want different things from life. Even though everybody is searching for their ideal partner, there are specific qualities to consider when looking for a spouse.

*These qualities are:* Goodness, attraction, good lineage, sensibility with your wealth, compassion, empathy, character and good morals.

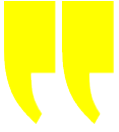
Being Muslim is connected with having excellent character and we want our husband to be as close to perfection as possible.

### ***So what do we want our husband to be like?***

**1.** Every woman's number one quality in a man is the same: **honesty**. A man who is honest with his actions, words and thoughts. Marriage is easier and blissful when a man and a woman can be completely honest with each other. Better together when they are straightforward, trustworthy and therefore they are truly themselves.

**2.** A man who is **responsible**. He will be Responsible for his actions, **fair** when problems arise, **rational** when making decisions and **forgiving** when we need him to be.





**And we created you in pairs**

**Surah An-Nabah, Verse 8**



3. It is the way to become **friends**. We want our husband to be like our friend - somebody we can be ourselves with and somebody we can trust. Somebody who will stand by us and make us smile, dry our tears, listen to us but also a person who will be silly and playful, full of life. We want to have a man who is there for us when everything is perfect but also when things are going wrong. We need his support, his **kindness**, his **optimism** when we feel down and we need his sympathy. He needs to be somebody we can **rely on** - who does what he says he will do.

4. We want somebody who will generously give us his love and be **kind, polite** and able to be grateful for what he has rather than always expect more.

5. **Attraction** is also very important. Nobody wants to be married to somebody who is not attractive because it just would not work. That's why we don't only look at character but also why we "look from the outside". It's a combination of inner beauty and look which pleases our eyes and is what we are all searching for we just differ in what we find beautiful. You might feel shallow choosing somebody because of his looks but the truth is that if we are attracted to somebody, love is even stronger and we appreciate that person more. We want both a beautiful soul and body and there's nothing wrong about it.

6. Lastly, marriage involves the **union of families**. When we are looking for the perfect spouse, we look at him but also at his family because it will be ours one day. We want to be on good terms with our spouse's parents and the rest of his family. The beauty of marriage is that we receive new sisters and brothers, and another set of parents, therefore in the end we have a bigger circle of people who love and care about us.



# // THE SECRET LIFE OF HALAL DATING //

**Suyeba Aslam**

*An exposé into the scandalous secret life of halal dating...*

## ***Marriage.***

Marriage is a concept that I can guarantee a majority of us ladies look forward to our entire lives, whilst some of us will run out the room as soon as we hear the dreaded 'M WORD'.

Traditionally over the years, most marriages were arranged by the parents with the odd love marriage here and there. However, it seems that times are changing with the rise of 'halal dating apps'. One app which is the most popular and used almost worldwide is *Muzmatch*. According to the billion-pound production they have successfully matched:

"Over 500,000 singles across Europe, USA, Asia, Middle East, Pakistan, India, Bangladesh, Turkey, and from many other parts of the world find that special someone."

(source: muzmatch.com).

Even today the use of Muslim dating apps is a bit controversial as parts of the community may label it as an act of zina (fornication/adultery). However, this is a very generalised term in which I won't go too much into as it is a topic for another time.

An alternative option is also available. Simultaneously, speed-dating events are also available for those who would prefer to meet face to face, keeping the process 'halal as possible'.

For those who choose to use online dating apps, simply join for two reasons. One purely being curiosity and secondly embarking on a journey to find 'Mr Right' or 'Miss Perfect'.

User of Musmatch, who wishes to remain anonymous, told us at Hayaat that she decided to sign up for such platforms as she felt her parents do not know her well in terms of what she looks for in a spouse. However, she does not blame them as she continues on to say that she and her parents "have never really had this kind of conversation as such". Unfortunately, for this user she has currently been on the prowl for more than four years.

Another user, who also wishes to remain anonymous, managed to find the love of her life via *Muzmatch*. She chose to sign up as she had previously heard about other people's positive encounters. After sadly experiencing a breakup with her previous fiancé she decided to stay optimistic and sign up, finding someone who is fresh and unaware of her past.

Although the process of match-making may seem daunting, remember there is always light at the end of the tunnel.





*"I don't  
think my  
parents  
know  
me well  
enough..."*





UNIQUE



*Above: Thanna Alghabban  
(source:instagram @xh11jab)*

**Name: Thanna Alghabban**

**Age: 31**

**Nationality: British Iraqi**

**Occupation: Trainee Solicitor, Youtuber and  
Self-Proclaimed 'Halal Dating Guru'**

Someone who is totally in favour of using dating apps is self-proclaimed 'halal dating guru' and blogger, Thanna Alghabban, 31. She believes in this day and age we are of a generation where we are all on a journey to find 'the one'. Although she emphasises the fact that dating is essentially haraam (forbidden), she feels that it is most certainly a topic we should not suppress. The reason for this is because more and more people are opting for online dating, and therefore should be made a more prevalent topic.

With Thanna's story being so current within the young muslim female population, it brought a lot of attention towards her social media pages. Women from all of the world spurred Thanna with messages on all her social media platforms regarding similar situations. Of course, due to her views and public platform she, like any other blogger, received a lot of backlash. But continues to give advice on Youtube channel, (xh11jab) regardless of others opinion.

After the death of her husband in 2015, she too, decided to use the online option of *Tinder*.

***“I get told I'm leading  
girls astray with my  
ideology.”***

*~ Thanna Alghabban (source: refinery29)*



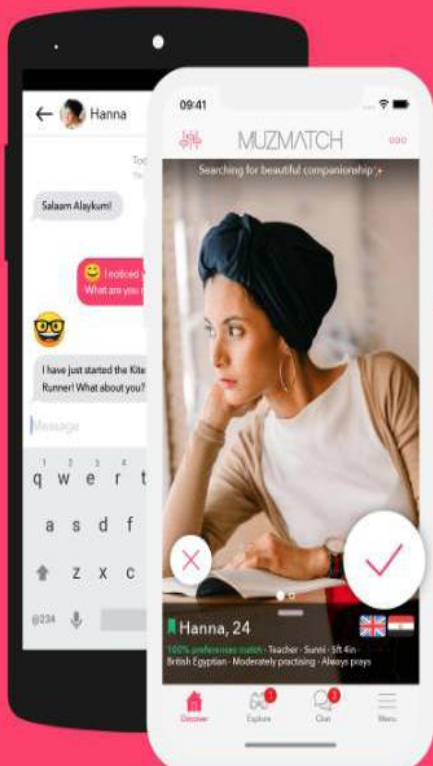
**HALAL!**  
from the other side!

 MUZMATCH

[BLOG](#)

[HELP](#)

[SIGN UP](#)



Where single  
Muslims meet

—  
Halal, free, and fun.

 Download on the  
App Store

 GET IT ON  
Google Play







ÉLAN



GET

*Dina Tokio*  
*Instagram: dinatokio*  
*Find similar out at zara.com*

THE



*Shahd Batal*  
*Instagram: shahdbatal*  
*Find similar jeans at topshop.com*



*Nashwa Neelam*  
*Instagram: nashwa.neelam*  
*Find a similar dress at modanisa.com*





**Saufeeya Goodson**  
**Instagram: saufeeya**  
**Find similar dress at [forever21.com](https://www.forever21.com)**



**Habiba Da Silva**  
**Instagram: lifelongpercussion**  
**Find similar kimono at [shein.co.uk](https://www.shein.co.uk)**



**Ruba Zai**  
**Instagram: rubazai**  
**Find similar dress at [modanisa.com](https://www.modanisa.com)**

**LOOK**





**Sophie Humphrey**

*It's hard sometimes to find places that are halal, because not every business caters for it. So I present to you, hangry hunts: my honest reviews of a few halal restaurants in London.*

## **Al Arez Express Café & Juice Bar** **132 Edgware Road, London W2 2DZ**

**Image Above: Luscious Lebanese Cuisine from Al-Arez**

Al Arez Express is a Lebanese restaurant on Edgware Road.

**Price:** Accepting the bill was a pleasant surprise at £47.50. Paying £40 for a mixed grill platter for two including: mixed sharmwa, chicken wings, lamb kebab, lamb chops is good value for money, when you consider this platter could feed four people. The price included jalapenos and rice too. For drinks I ordered a mint & lemon juice and a strawberry and blueberry smoothie for £7.50

**Taste:** The food arrived fresh from the grill and tasted authentically Lebanese. My favourite was the sharmwa which reminded me of gyros – the same kind of meat eaten in Greece. The wings were nice and greasy but in the best way possible. The humus was creamy and complimented the soft pitta bread that was a good snack while I waited for the platter.

**Service:** The waiter was cordial and brought the food in record time. The service was top quality and I was taken care of very well by the staff.

**Rating:** 4.5 out of 5 stars. The presentation of the food was immaculate, the food itself was flavoursome and filling. This is a restaurant worth coming to if you want quality Lebanese food.



**Image Above: A Breakfast Banquet at Café La Cigale**



## **Café La Cigale** **23 Castle St, Kingston upon** **Thames KT1 1ST**

Café La Cigale is a café located in the heart of Kingston town, serving sandwiches and breakfast. If you're feeling peckish and you want some variety, then this is the café you need.

Café La Cigale is a café located in the heart of Kingston town, serving sandwiches and breakfast.

**Price:** total came to £8.90, which was suprising to me. I ordered: a chicken, pesto & cheese panini (£3.60), with added pesto and cheese fillings 30p each), a croissant with cheese (£1.20), a peach ice tea (£1.20) and a cappucino (£1.50). Considering the café is in Kingston, you'd think the food would be higher priced,

**Taste:** The croissant was cooked perfectly. The cheese was perfectly melted, blending well with the pastry. The chicken tasted dry and was salvaged by the pesto and the cheese. A cappuccino here is not too much to shout about, but it was frothy.

**Service:** The owner was lovely and served me within minutes of arriving. I'll say the café was small, but you could see in the kitchen that everybody was friendly and worked well together.

**Rating:** 3.5 out of 5 stars. It was clean, but the food didn't have the wow factor. Kudos to the owner for serving me swiftly and gave me my food promptly. If you want to come here for a cheap and quick breakfast, consider here.



*Image Above: Southern BBQ Burgers from Meat&Shake*

## **Meat and Shake**

**Address: 47 Upper Tooting Rd,  
London SW17 7TR**

Meat and Shake is a southern bbq resteraunt that specalises in burgers and American.

**Price:** It was very affordable for the meals I ordered. £24.70 was the total bill. I ordered two classic hamburgers, one without onion (£4.39) and one with bacon (£6.39, £2:00 extra for the bacon) both with a side of sweet potato fries (£3.97 each), and two drinks: a mango ice tea (£1.99), and a mojito (£3.99).

**Taste:** The burgers were underwhleming. The beef in one burger was undercooked, and the other one was burnt! They were the same style of burger, so I don't see how this happened. The sweet potato fries were crispy and tasted perfectly crunchy. If it wasn't for the the added items inside the burger, it would've been unedible. The mojito was the best part – sugary, sweet and minty.

**Service:** The food did take a while to come through, although it was busy. When the came, the presentation was to a high standard, so I appreciate that it took time to make the food and to serve it. The waitress was polite and served me quickly, so I have no complaints.

**Rating:** 4 out of 5 stars. Despite the food being mediocre, the location and relaxed vibe of the resteraunt add credibility to the rating..

**IF YOU'RE  
LOOKING FOR  
A GOURMET  
BREAKFAST, DON'T  
BOTHER COMING TO  
CAFE LA CIGALE!**

*- Sophie Humphrey*

# AUNTY

Inta Kuze

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We here at Hayat want you to feel comfortable and connected to us, so here we've introduced our question and answer segment where you ask us questions you're dying to have answered!

.....

**Q: How do Muslims fit their daily activities around their beliefs?**

**A:** Compromise. It may seem obvious, but you have to have balance things. Don't forget your faith, but don't forget to live your life either. For example, if you need to pray, set a time on your phone. An app I recommend to use is Muslim Pro. It will help you organise your time and your life around faith!

**Q: Is it always necessary to cover your hair while wearing a hijab, or is it okay to show your hair?**

**A:** For a Muslim woman, it is an obligation to wear the hijab in its traditional form. However, it depends on you as an individual. Additionally, you need to consider which stage of life you're in. For example, some women may choose to take on the commitment when they are younger or older. Don't feel pressured; this is your personal journey with your faith and nobody else's.

**Q: Can wearing a hijab set you back from receiving certain job roles?**

**A:** No, I do not think it does because there are a lot of Muslim women wearing a hijab and still getting the job they applied for. I feel like it used to be a bigger problem than it is today because the Muslim population is growing and employers are a lot more open to recruiting people from different cultures. However, there are probably still some companies that will not hire a female just because she is wearing a hijab but there are less of them now than there was years ago. Just be confident and do not give up.

**Q: Has it become easier to dress modestly?**

**A:** Dressing modestly in the western world is easier than it used to be. Big brands like Mango and Zara are recognising that there's a huge market in modest dressing. Although it may be easier, finding trendy modest clothes is a problem, because a majority of the trends you see in high street stores don't cater for modest dressing, especially in the summertime.

**Q: What is your favourite modest fashion brand?**

**A:** Modanisa is the best modest fashion brand if you want a product that caters specifically for the modest Muslim woman. Modanisa stocks a range of designers like Mevra and SomFashion. The website ships to the UK, so you won't have to worry about availability. Also there is a range of categories so you can tailor your searches for dresses, swimsuits and eveningwear, and each offers reasonably priced items. Happy shopping!

**Q: How could Muslim women empower each other more?**

**A:** I think women in general could empower each other more no matter what culture or religion they are. But I think that Muslim women could support each other more by not looking down on girls who are not ready to wear a hijab yet or women that are more career driven than family.

**Q: Should all gyms have a women's only area so more Muslim women go to the gym?**

**A:** Yes, I think it would be a brilliant idea that should become reality one day. I think it would motivate more girls to go to the gym and feel better knowing there is no one paying extra attention to their body parts. Some Muslim girls do not want to go to a gym where men are training in the same room for religion purposes so a special area just for women would make them feel comfortable.

**Q: What is the biggest challenge of being Muslim-born and bred in a western country?**

**A:** Balancing different aspects of your life. Growing up in a western country as a Muslim can often cause cultural conflicts within communities and families. It is also hard in your social life to adjust to mixing with those who might not share the same values you do. It is challenging, but if you can find a middle ground, you will succeed.

**3INA Makeup (MINA)** is a relatively new European brand that has launched in multiple countries, with numerous stores across the world. 3INA is known for their bold stance on colour as most of their products are bright and have vibrant colours to create playful looks. 3INA is perfect if you're on a budget, as they sell eye, lip and face products for as little as four pounds, (with their lip products). 3INA is perfect for accessibility, as you can find their products online either at feelunique.com or 3ina.com.

**Inglot** has become one of the most well-respected brands in its industry because of its longevity and its ability to draw in all types of ambassadors, including singer Jennifer Lopez, who boasts her own collection with the brand. The brand gives you the option to shop worldwide and create your own palette filled with the colours you desire. Perfect for those who like to experiment.

# // HAYAAT'S HOLY MAKEUP GRAILS //

Sophie Humphrey

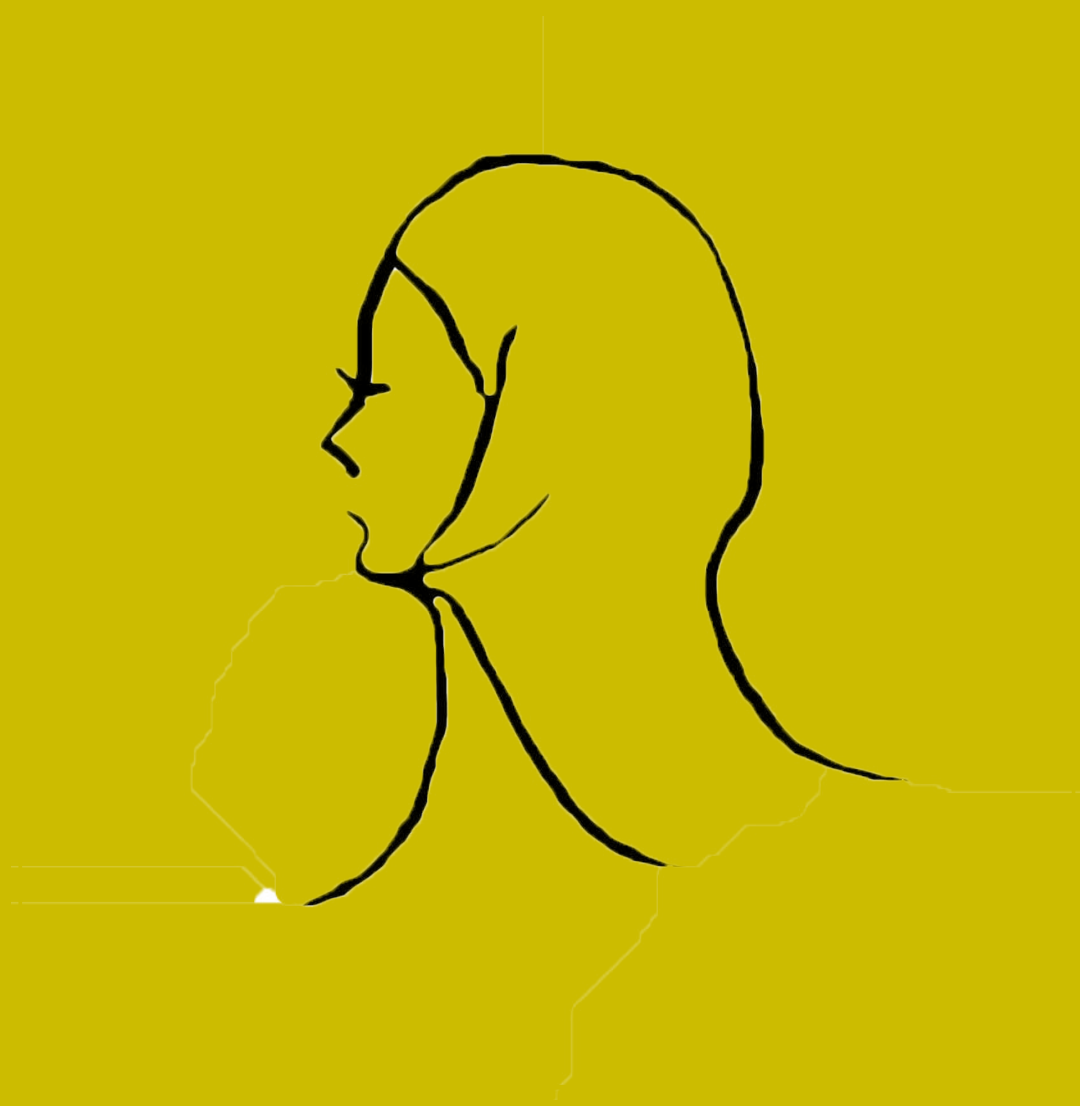
**Ardere Cosmetics** is a luxury makeup brand created by influencer Amena Khan, which specialises in catering to women with deeper complexions. The brand may be small in terms of their products, but you can still create plenty of looks with their palettes such as a smoky look with their Smoky palette and transition looks with the Natural to Night palette. Ardere also strives for inclusivity, so rest assured you get a bang for your buck if you shop on their website!



**Huda Beauty** is a billion-dollar makeup brand founded by Huda Kattan, who started off as a makeup artist. It may be on the more expensive side, but the brand is highly accessible as it is available in Selfridges and online platforms. Huda Beauty has an array in each department such as for lip products there are matte ones, lip contours, liquid matte and more. Huda Beauty offers you an added service as they also sell brushes and provide you with tutorials on their website that will allow even the most novice makeup users to master the art of "beating their face".

**Masaraat Misbah**, a halal-certified makeup brand created by a beauty entrepreneur of the same name in 2014 after noticing a gap in the market for halal cosmetics. Their mission is 'to help every woman feel beautiful and to make beauty synonymous with purity'. The brand is perfect if you want a fresh affordable look, as all of their products are under £20, perfectly affordable for anybody who wants to get the look for less.





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