

## **ROMANNA BINT-ABUBAKER**

Founder & Chief Executive Officer, HAUTE ARABIA

Romanna Bint-Abubaker has been featured across Forbes, The Times, Bloomberg and a host of other media. An internationally experienced manager, with a strong entrepreneurial and consultancy background. The founder and CEO of Haute Èlan, the premier destination for luxury modest fashion. A global community of over 150 fashion designers and independent boutiques and targeting 500 boutiques and designers by 2016, Haute Èlan offers a customer orientated and tech focused shopping experience blended with content to fashion-forward consumers seeking modesty.

First to market in the luxury space - Haute Èlan brings a fragmented market of designers/boutiques from Saudi Arabia to Istanbul, Israel to Indonesia together in one destination. A platform to access and target the £2trillion Muslim consumer and wider community of Jewish, Mormon and women who simply wish to dress modestly.

Romanna has first-hand experience in international e-commerce. This experience is an invaluable tool that she brings to her latest venture – Haute Èlan.

Commencing her career at Morgan Stanley, Romanna quickly had already launched two previous ecommerce businesses before finishing school. After graduating as a Barrister in England she moved to the Middle East after leaving her first highly paid graduate job at Morgan Stanley. She launched the first -'Foxtons' style real estate firm in 2010 in Abu Dhabi, which she later sold on in 2011 before returning back to the UK. After establishing Qatar Venture Capital which she also secured investors for she later moved to Saudi Arabia to consult for the King Abdullah University of Science and Technology's Seed Fund. She continued serving several successful startup organizations, in Europe and the Middle East.