

A close-up photograph of a hand holding a shimmering, sparkling substance over a sink. The hand is positioned on the left side of the frame, with the palm facing upwards. The substance is a dense, multi-colored glitter that catches the light, creating a bright, sparkling effect. The background is a light-colored sink with a chrome faucet on the right side. The faucet is turned on, and a stream of water is flowing out. The overall scene is set against a light, neutral background, possibly a wall or a window. The lighting is soft and even, highlighting the texture of the hand and the sparkle of the substance.

Sara Shakeel

...the journey



# Artist | Collaborator | Brand | Influencer

Having spearheaded her own unique and highly sought-after digital brand and concept, the multi hyphenate artist - creative director - collaborator - influencer Sara Shakeel has not only cultivated a globally recognizable aesthetic, but has garnered quite the cult following amongst celebrities, brands, press, as well as a staggering mainstream audience of over a million followers on Instagram alone.

For years now, her flair for all things crystal, glitter, and stardust has caught the attention of industry juggernauts; having collaborated with names like Chance the Rapper, Huda Beauty, La Mer, Lancome, Mercedes Benz, Amazon, Reebok, Jimmy Choo, Coach, and Browns Fashion, to name a few.

Sara's identity continues to expand and morph into an ever-evolving form of art. Having designed a capsule ready-to-wear collection for Browns Fashion, and by showcasing installations of her works at the NOW gallery in London, Shakeel's work refuses to know boundaries. At its impetus, she longs for her creations to bring a sense of healing, empowerment and joy to the world!



**‘Each picture heals  
a part of me, and I hope  
it heals a part of you too.’**



As featured in....

**VOGUE**

**Forbes**

HYPEBEAST

BAZAAR Harper's

**COSMOPOLITAN**



# Global Partnerships

# Sara Shakeel x Chance The Rapper



# CHANCE THE RAPPER



PARENTAL  
ADVISORY  
EXPLICIT CONTENT



Front

# Sara Shakeel x Chance The Rapper

Having garnered his attention on social media, Grammy award winning recording artist Chance the Rapper was quick to follow Sara on Instagram.

Shortly after, the rapper approached Shakeel with a proposal to collaborate for his debut album “The Big Day”, as well as the launch, and promotional rollout collaterals.

Assets for the project included:

- Exclusive album cover artwork/ design
- 3D installation works for “The Big Store” exhibition/ merch pop-up store
- Mutual social media promotions



# How an Instagram–Famous Artist Created Chance the Rapper's Debut Album Cover

You can thank Sara Shakeel for the Swarovski crystal–infused imagery for *The Big Day*.



BY ERICA GONZALES / JUL 26 2019, 3:12 PM EDT



NBC GETTY IMAGES

If you needed confirmation that Chance the Rapper's album was going to be different from his other projects, all you had to do was look at the cover art. The Chicago–bred MC had a signature format for his past covers: They're bold, whimsical portraits of him amid colorful backdrops, created by [Brandon Breaux](#), and when put together, all three illustrations seem to tell a story. He appears awestruck on the cover of *10 Day*, frenzied on *Acid Rap*, and blissful on

# Sara Shakeel x Browns Fashion



In 2019, Sara was approached by famed London retailer, Browns Fashion (under the Farfetch Group) to collaborate on a multi-prong partnership.

This exclusive partnership included designing a limited edition 30 piece-capsule collection, creative directing an “Extraordinary” Instagram glitter filter, curating the window displays at the retailer’s iconic Molten Street flagship, as well as making an appearance for an in-store signing at the launch event. The collection sold out globally!

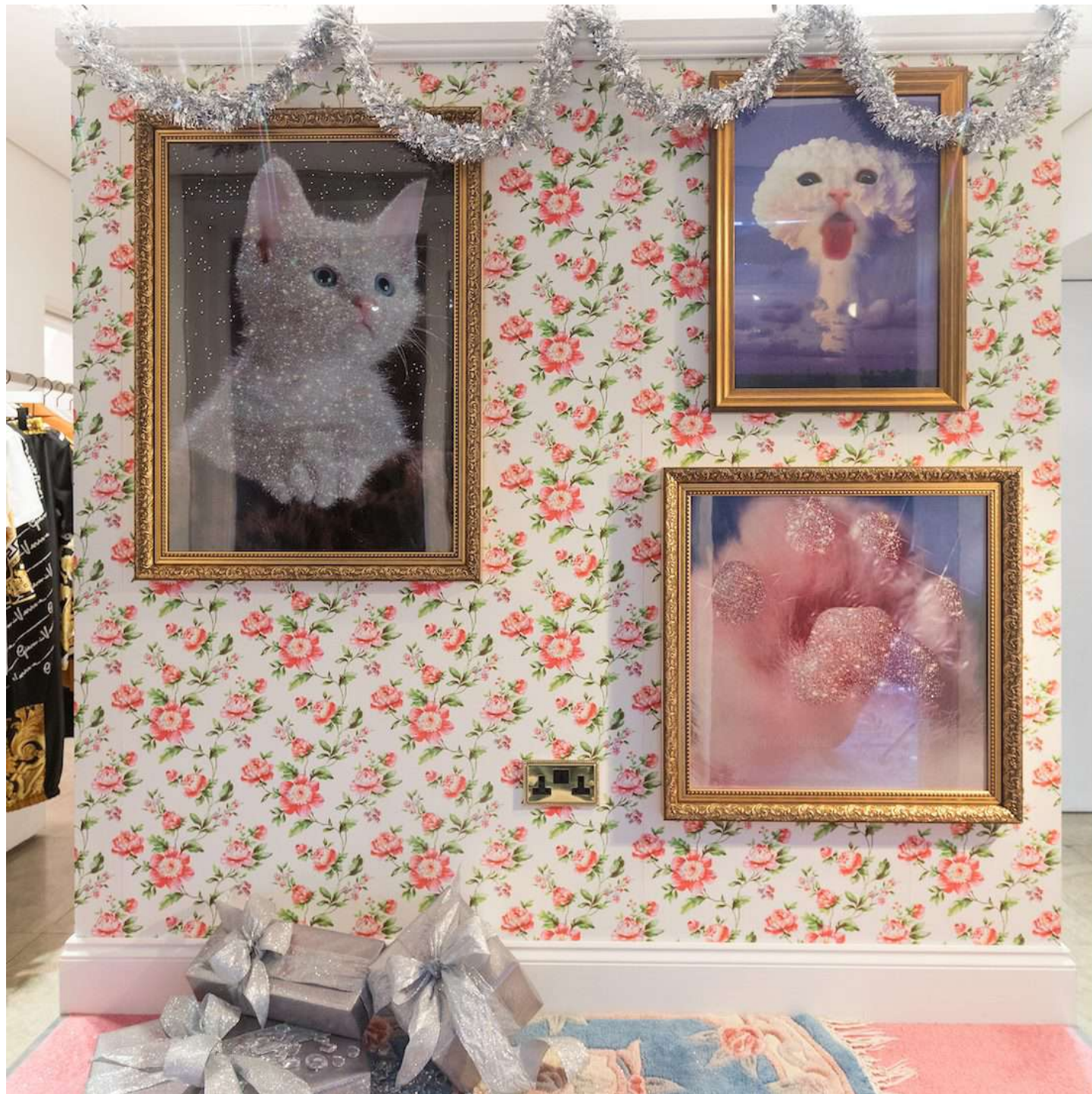
# Browns

@sarashakeel

Exclusive Sara Shakeel product  
launching December 6th

SKI









@sarashakeel

*The Great Supper*  
Sara Shakeel, 2019

Commissioned by

**NOW**  
GALLERY





A collection of clear umbrellas with water droplets, hanging from a ceiling with beaded chains. The umbrellas are arranged in a cluster, with some larger than others. The background is dark, and the lighting highlights the water droplets on the umbrellas. The text "Sara Shakeel x Evian" is overlaid at the bottom.

Sara Shakeel x Evian



An immersive art installation to mark the global launch of Evian's sparkling water line.

evian



### About Sara Shakeel

Sparkling water may seem like a simple beverage, but Sara Shakeel's journey to create the world's first sparkling water was anything but simple. She spent years perfecting the recipe, combining natural mineral water with a blend of natural flavors to create a beverage that is both refreshing and healthy. Sara's passion for clean, natural ingredients is what inspired her to create Evian Sparkling Water, a beverage that is as pure as the water it's made from.



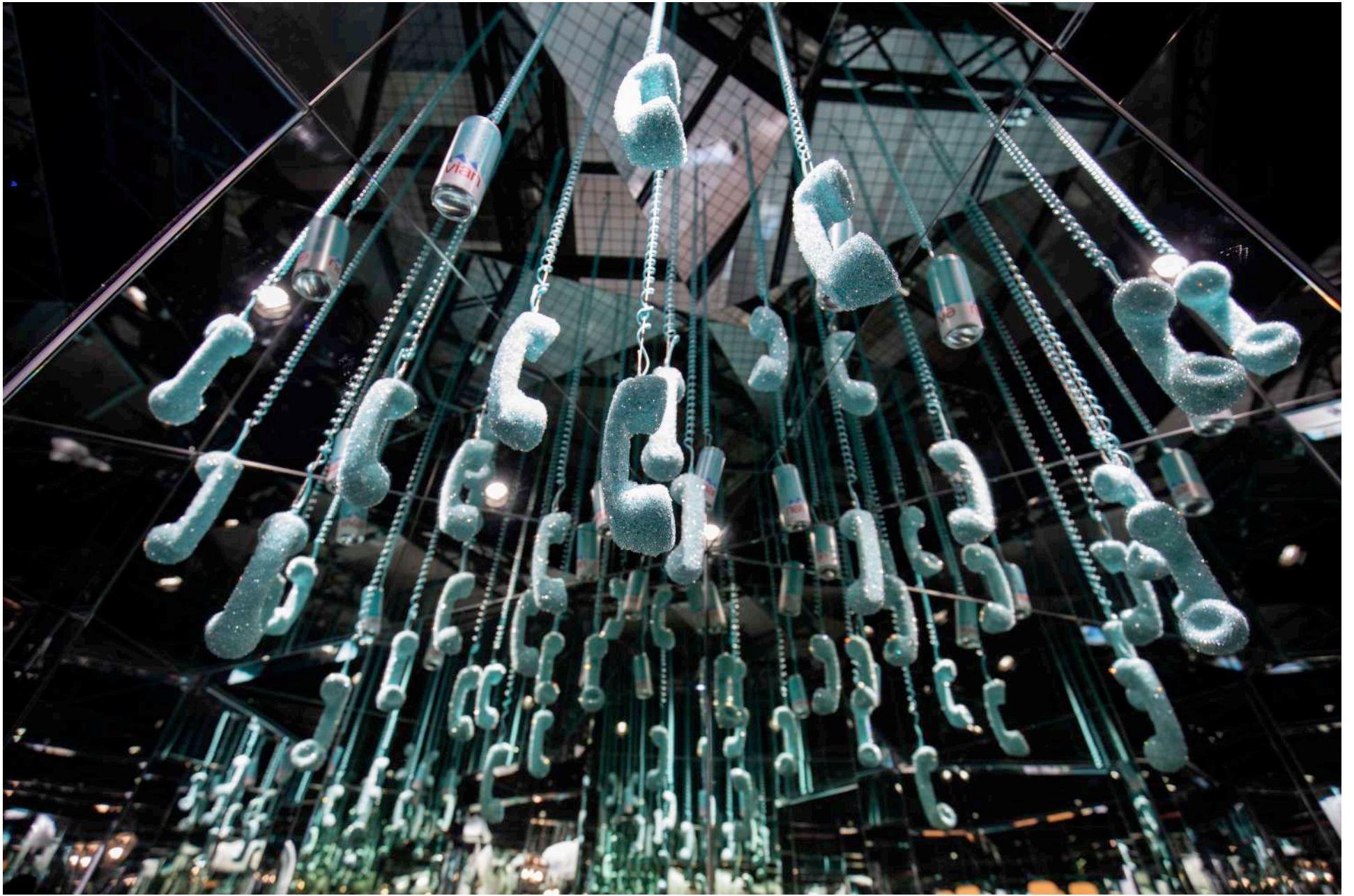
### evian x *Sara Shakeel* We've added sparkles.

Discover a sparkling journey as you journey through this new off-beat premium art experience created by evian and artist Sara Shakeel to awaken the senses and bring the sparkling world of evian Sparkling to life. During this enlightening art and interactive installation of the iconic brand's new Sparkling water, discover Sara's naturally unique and signature style as it transforms everyday scenes into an interactive and playful journey for you to engage with through shared experiences.

How will you add your sparkles?

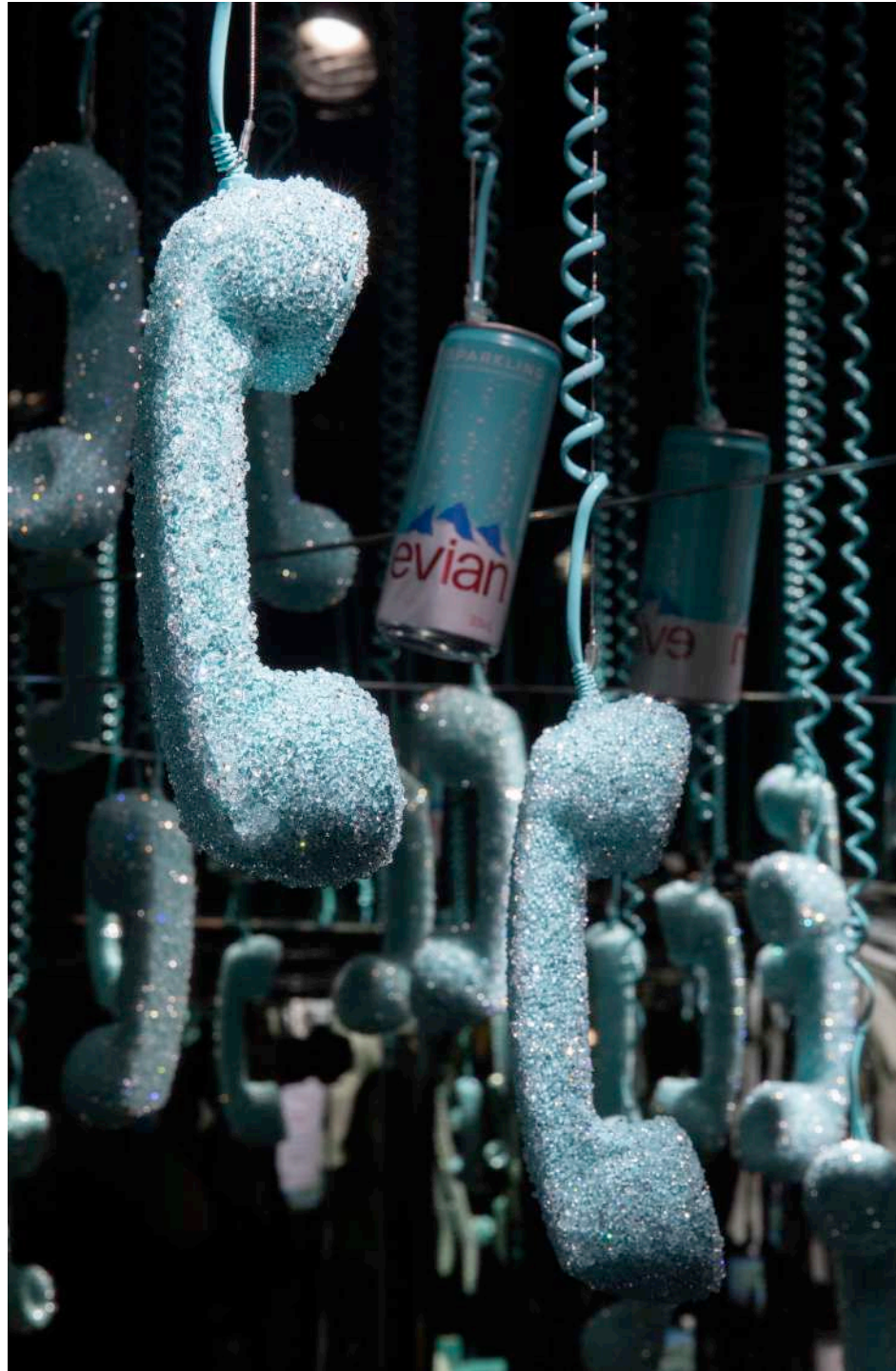
#evianx #evianxart  
#eviansparkling #eviansparklingart















# Sara Shakeel x La Mer



FPO

FPO

Award-winning artist Sara Shakeel illuminates the possibilities of The NEW Eye Concentrate – a treatment that diminishes the look of dark circles, lines and wrinkles to bring back that starry-eyed look of youth.

*Soothed, smoothed, starstruck?*  
Share your experience @lamer = The Eye Concentrate

Twice daily, dab a small amount onto cooling applicator and apply three dots under the eye area.

**WESH UPON LAR**  
Some of our favorite ways to repurpose these jars? On the vanity and as decorative vessels to stash The Eye Concentrate's cooling applicator and other beauty essentials

© 2014 La Mer. All rights reserved. La Mer is a registered trademark of Estée Lauder Inc. All other trademarks are the property of their respective owners.

# Sara Shakeel x La Mer

Luxury beauty brand La Mer took note of Sara's work in 2020, and through a series of brainstorming sessions, decided to commission a digital campaign dedicated to a product launch for their "The Eye Concentrate".

The partnership included:

- An exclusive digital filter for Instagram
- Bespoke and exclusive content creation using La Mer brand imagery
- Sara designed a creative mailer and the press boxes for the product launch
- The partnership was promoted across La Mer and Sara Shakeel's social channels







# Sara Shakeel x Lancome

The cosmetics giant joined forces with Shakeel to conceptualize and execute their global Christmas 2020 campaign featuring Julia Roberts and Amanda Seyfried. With Sara's magical glittery touch, the campaign went viral globally.





# Sara Shakeel X Huda Beauty

**The beauty mogul, and founder of global cosmetics empire teamed up with Sara for a campaign that promoted and celebrated individual uniqueness and self love.**

**The glittery stretch marks envisioned and executed by Sara was applauded globally, with yet another partnership going viral on social media.**



# Sara Shakeel x NOW Gallery

NOW Gallery, Greenwich Peninsula's cultural platform showcasing cutting edge design, art and fashion exhibitors, announces award-winning Pakistani visual artist Sara Shakeel as this year's Young Artist Commission. The annual commission celebrates the best rising talent in the fields of visual arts and illustration. Titled "The Great Supper", this installation marked Sara's inaugural exhibition at a contemporary art gallery.











SARA SHAKEEL

LINDA FARROW



## Events Overview

To celebrate the launch of the LINDA FARROW x Sara Shakeel collaboration, LINDA FARROW hosted a week of events in London to promote the collaboration.

### PR Event

On 7th December, the PR team held a dinner for 55 top tier press and influencers at Isabel in Mayfair followed by an after party for 100 people in the same venue.

Founder of the brand Simon Jablon and the artist Sara Shakeel were joined by fans of the brand including Eunice Olumide, Donna Wallace, Valentina Muntoni, Soraya Bakhia, Kelly Eastwood, Johanna Olsson, Janice Joostema, Misse Beqiri and Giorgina Clavarino.

Guests enjoyed festive cocktails from Artingstall Gin designed by Paul Feig as well as wine from Rumor Rose.

### Customer Event

On 10<sup>th</sup> December, the PR team hosted a ticketed event for customers and Sara Shakeel fans in the Draycott Avenue store.

Over 110 tickets were sold on Event Brite with a steady flow of customers attending the event throughout the night.

Signed and framed Sara Shakeel prints were for sale as well as the main collection.





Sara Shakeel x Hia Hub, Riyadh

# Waha by Sara Shakeel

An immersive exhibition crafted by celebrated artist, Sara Shakeel. The attraction will see her signature crystals infused into a desert tent, as well as an exciting artwork projection and custom Swarovski embellishments on select pieces.

05-20 | 2-10 PM  
DECEMBER

HIA HUB at JAX District,  
Ad-Diriyah Al Jadidah, Riyadh

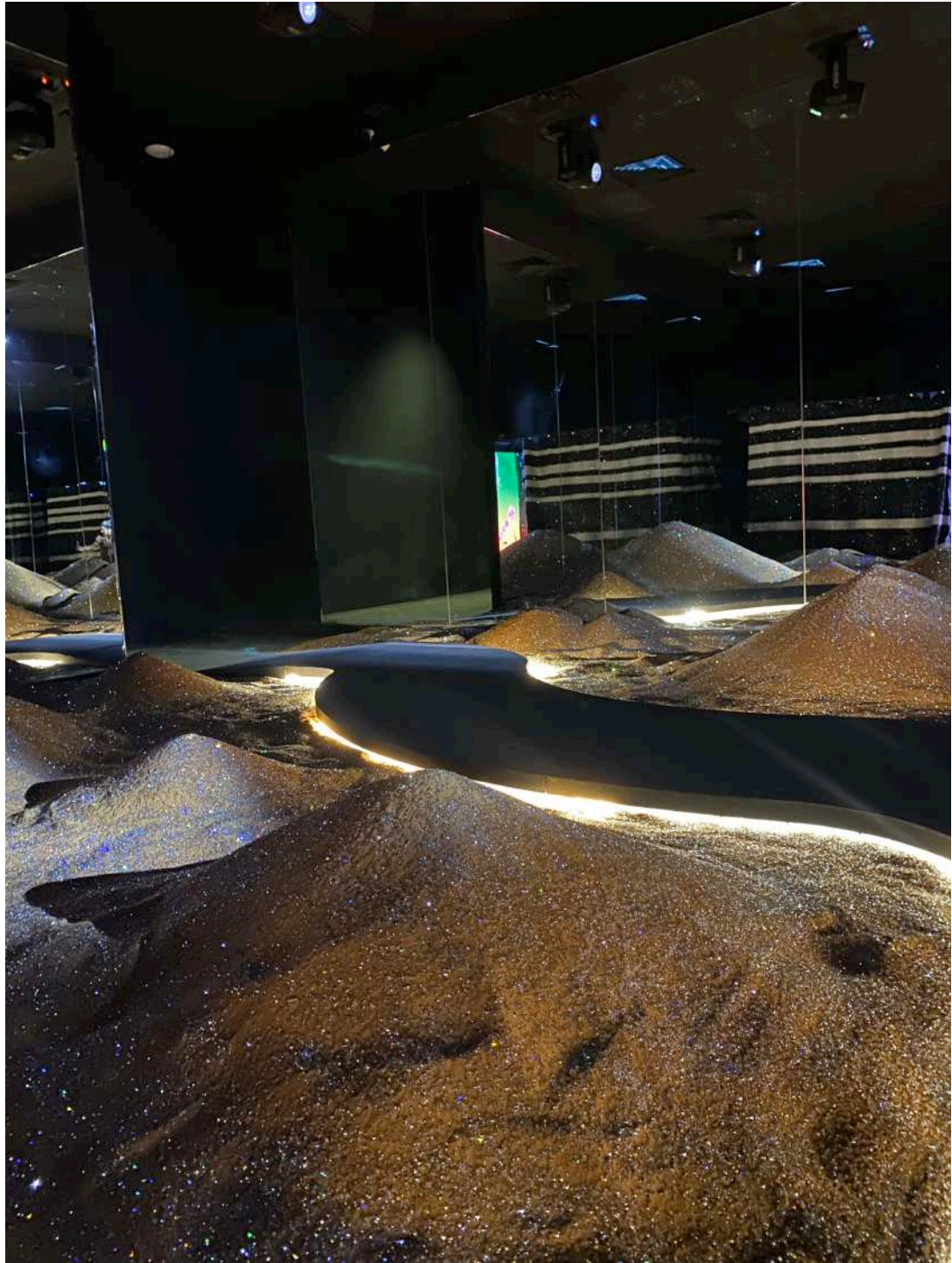


**HIA HUB**  
AT JAX DISTRICT  
05 - 20 ديسمبر

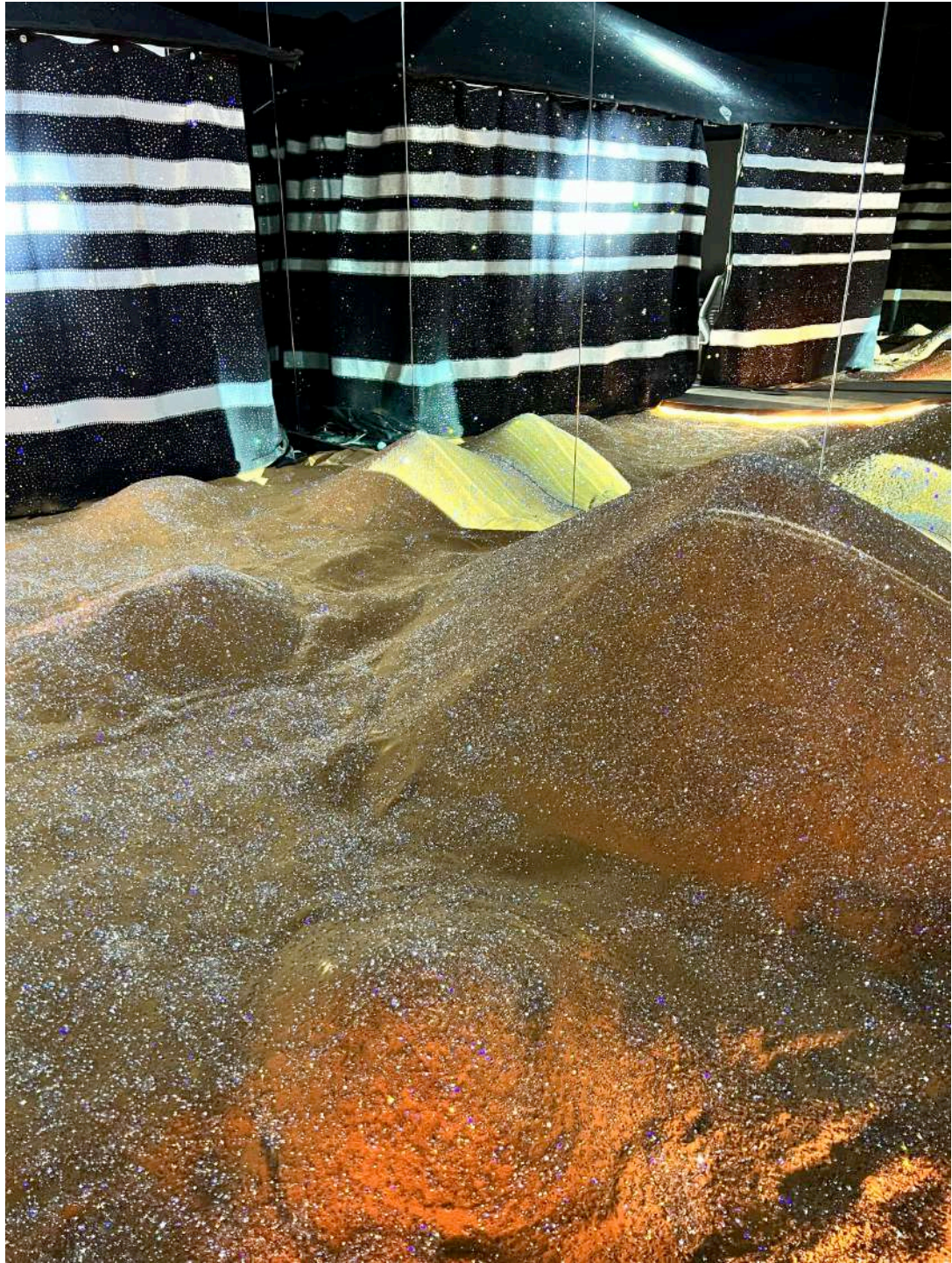
in partnership with بالشراكة مع



حي جاكس JAX District



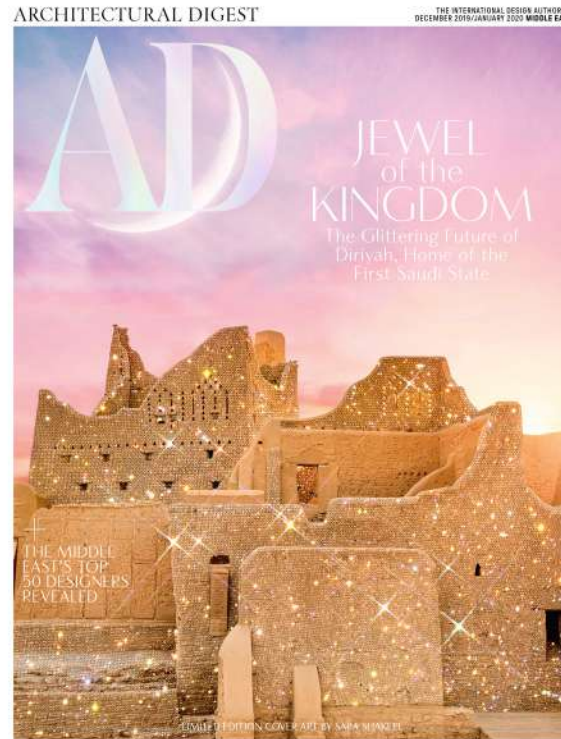




# Sara Shakeel x Jeddah Season



# Sara Shakeel x Global Covers



# Sara Shakeel x Global Clients



GLAMOUR

BARNEYS  
NEW YORK

LANCÔME PARIS



PHILIPS



NAISINC  
LONDON



M  
O  
O  
N

ARCHITECTURAL DIGEST  
AD  
HUDA BEAUTY

Browns  
FARFETCH

amazon



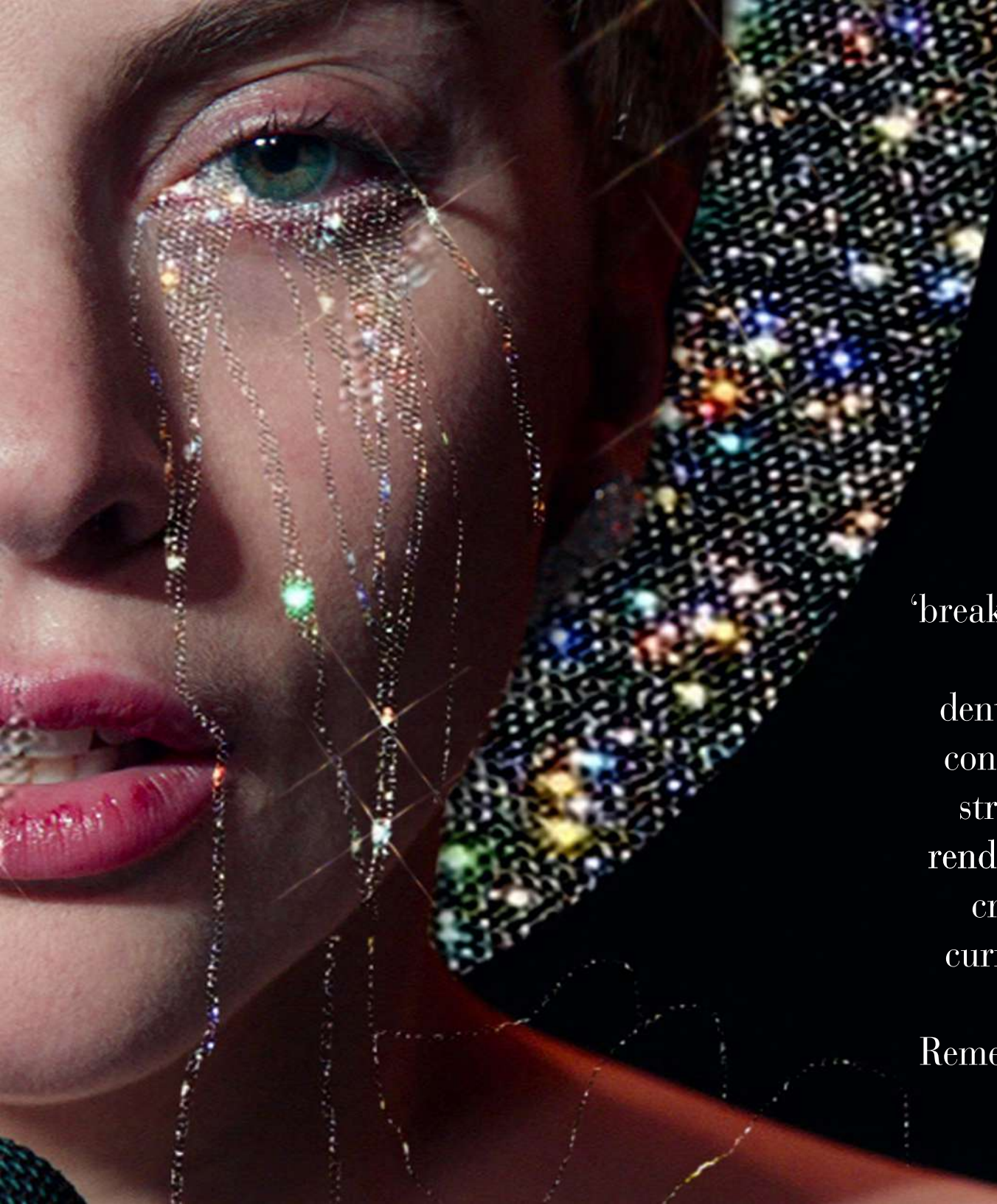
SONY MUSIC



UNIVERSAL MUSIC GROUP

Fly  
Emirates





# Sara Goes Viral

“Having gained notoriety for ‘breaking the internet’ multiple times on Instagram via her works, the dentist-turned-artist is renowned for conveying human emotions through striking and stylish collage works, rendering landscapes and portraits, to create alluring digital, and more currently, three-dimensional crystal works.”

Remember these works that went viral, boasting millions of views?









# Why Work With Sara?



Over 1m  
Instagram  
followers



Large celebrity,  
industry, and  
influencer following:

Pharrell  
Takashi Murakami  
Huda Beauty  
Sam Smith  
Ashley Graham  
John Demsey  
Aimee Song



Global product  
and brand  
partnerships



Her unique and  
authentic brand  
(viral content)



# Instagram Insights

< Insights ⓘ

Last 7 Days ▾



**Recent Highlights**

You reached +167.4% more accounts in the last 7 days compared to Jan 24 - Jan 30.

## Overview

**672.1K**  
Accounts Reached +167.4% >

**90K**  
Content Interactions +31.6% >

< Interactions ⓘ

Last 7 Days ▾

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. [Learn More](#)

**Content Interactions**

90,042 interactions  
+31.6% vs Jan 24 - Jan 30

**Post Interactions** **89,680**  
+31.7% vs Jan 24 - Jan 30

Likes 80,883

Comments 426

Saves 5,107

Shares 3,264