



BUSINESS PROFILE

Dunya-E-ShahdokhT



At Dunya-E-ShahdokhT, we firmly believe that fashion can serve as a catalyst for positive change, a medium for empowerment, and a bridge between cultures.

www.dest-style.com

Dunya-E-Shahdokht aspires to be more than a clothing brand; we aim to be a global symbol of sustainable empowerment, where traditional artistry and contemporary innovation blend seamlessly. Together, these elements weave garments that resonate with the strength and resilience of Afghan women, both as artisans and as the heart of their communities.

Dr. Maryam Shamal Ghalib

Founder & President





About Us

Dunya-E-Shahdokht, a name that resonates with "Princess's World" in Dari, is not merely a clothing brand but a testament to the power of tradition and empowerment. Operating under the abbreviation Dest-Style, our journey is deeply rooted in the belief that fashion can be a force for positive change. We specialize in harmonizing the intricate tapestry of Afghan heritage with contemporary fashion trends.

Our brand was founded with a profound mission: to empower women in Afghanistan by harnessing their unparalleled handicraft and tailoring skills. With production site in Afghanistan and showrooms strategically located in both Afghanistan and the vibrant streets of London, we have embarked on a global mission to showcase the exceptional craftsmanship of Afghan women on the grand stage of international fashion.

Our vision paints a picture of a world where Afghan women are not just beneficiaries but the architects of their destinies.

Our Vision



Dunya-E-Shahdokht aspires to be more than a clothing brand; we aim to be a global symbol of sustainable empowerment, where traditional artistry and contemporary innovation blend seamlessly. Together, these elements weave garments that resonate with the strength and resilience of Afghan women, both as artisans and as the heart of their communities.

Our Mission

Our mission stands as a beacon of hope in Afghanistan's transformative journey. It revolves around empowering Afghan women through multifaceted avenues:

Skill Empowerment

We embark on a two-fold journey of empowering women. We provide comprehensive training and employment opportunities to widows, female breadwinners, and women hailing from underprivileged backgrounds. Those who arrive with pre-existing skills contribute their expertise, while others embark on a transformative learning journey at our training centers. Our goal is to foster a vibrant community of skilled artisans, where each individual's journey becomes a testament to the resilience of the Afghan spirit.



Economic Independence At Dest-Style, we firmly believe in the transformative power of economic independence. By cultivating a sustainable market for Afghan craftsmanship, we pave the path for women to break free from the chains of financial dependency. Each embroidery, each stitch, and every intricate detail on our clothing reflects not only the artistry of Afghan women but also their journey toward economic self-sufficiency. It's a journey that strengthens families, supports communities, and, in the larger picture, contributes to the creation of a more inclusive and prosperous society.

Preservation of Tradition



In the heart of our mission lies the preservation of Afghanistan's priceless cultural heritage. We celebrate the rich tapestry of traditions that have been passed down through generations. These traditions, showcased in our creations, are not just a testament to the past but a living testament to the spirit of Afghan women and their determination to safeguard their heritage. With each piece we produce, we breathe new life into Afghan culture, ensuring that these age-old traditions continue to thrive, not just for today's generation but for generations to come.

Our story is one of resilience, determination, and the enduring spirit of Afghan women. At Dest-Style, we are more than a clothing brand; we are a movement. Join us on this transformative journey as we empower Afghan women through the promotion of traditional clothing. Your support is not just a contribution; it's a statement, a commitment to rewriting the narrative of women's empowerment in Afghanistan. Together, we create a world where tradition, craftsmanship, and fashion become instruments of change, where the destinies of Afghan women are defined by their own hands.

A Journey of Empowerment

Our Co-Founder Saddiqa Hashim,

The co-founder of Dest-Style, brings a unique and invaluable perspective to our team. While not specialized in a particular field, Saddiqa's role as a housewife has provided her with a deep understanding of everyday fashion needs and trends. Her up-to-date knowledge of fashion, combined with her modern fashion sense, offers a fresh and innovative approach to fusing contemporary styles with our traditional products. Saddiqa's ability to bridge the gap between tradition and modernity adds a distinctive touch to our creations, making them both culturally rich and fashion-forward. Her creative input enhances the essence of Dest-Style, where tradition meets empowerment through fashion.

Our Founder

Dr. Maryam Shamal Ghalib,

Dr. Maryam Shamal Ghalib, an Afghan-British humanitarian, returned to Kabul from the UK in 2010 with a resolute commitment to change lives. Her journey began in medicine, culminating in her distinction as a graduate.

As a resident general surgeon at Wazir Akbar Khan Hospital for three years, Dr. Maryam showcased unwavering dedication, even during the onset of the COVID-19 pandemic. Beyond medicine, she founded and led organizations like the Society of Afghan Young Doctors (SAYD) and the Myna Social and Health Services Organization (MSHSO), emphasizing healthcare and youth empowerment.

She rose as the Country Coordinator for the Network for Improvement of Critical Care Services and Training (NICST) in Afghanistan, overseeing a network of ICUs' Registry. Concurrently, she served as Country Director for International Orphan Care (IOC), focusing on orphans' welfare.

In August 2021, political changes forced her return to the UK, where she launched Dest-Style, empowering the women of Afghanistan through traditional clothing. Despite the distance, Dr. Maryam frequently travels back to oversee Dest-Style.

Her journey epitomizes humanitarianism, medical excellence, leadership, and unwavering dedication. Currently pursuing UK medical certification, she continues to lead Dest-Style, further empowering Afghan women. Dr. Maryam Shamal Ghalib's legacy shines as a testament to her unwavering commitment to humanity and tireless pursuit of excellence.



1. Marzia Meskin

Our Esteemed Project Manager

Our dedicated 65-year-old project manager, with a lifelong commitment to community service, evolving from a young enthusiast to a compassionate supervisor. She brings decades of expertise and unwavering dedication to empower Afghan women through Dest-Style.



2. Luna

The Guiding Light of Our Tailoring Center

Our esteemed tailoring teacher, supports her family of six, including a disabled nephew, with a monthly income of around 12,000 Afghanis. Her dedication extends to our Dunya-E-ShahdokhT community, where she serves as the guiding light of our tailoring center, despite challenges such as a brother who does not work and caregiving responsibilities for her disabled nephew. Her unwavering commitment to empowering women through teaching tailoring embodies our mission of empowerment and support.



3. Rana

The Creative Embroidery Maven

Our revered embroidery teacher, supports her family, including two disabled children, with an income of around 5,000 Afghanis, while her husband is jobless. Her creative spirit and innovative approach to embroidery have greatly enriched our artistic endeavors at Dunya-E-ShahdokhT, embodying our mission of empowerment and creativity.



4. Robina

The Artistry of Resilience

A dedicated pharmacy student and sole provider for her nine-member family on a monthly income of 3,000, skillfully manages to allocate 1,000 for personal and educational expenses. Her innate embroidery talent graces our exquisite pieces, preserving Afghan culture and showcasing the transformative impact of empowerment and skill development in her life.



5. Hafiza

Artisan and Dedicated Mother

A mother of six, including her 18-year-old son, manages her family with a monthly income of around 10,000 Afghanis, allocating 2,000 for house rent. As a dedicated mother and a quick learner, she attends our center, earning a small daily income while honing her artisan skills, embodying empowerment and resilience in her journey.



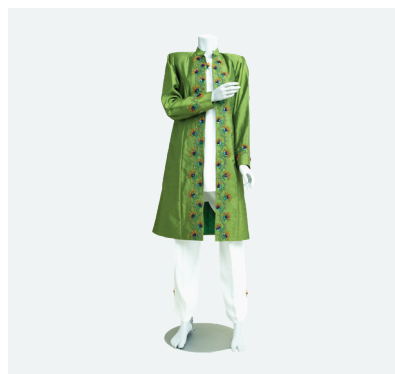
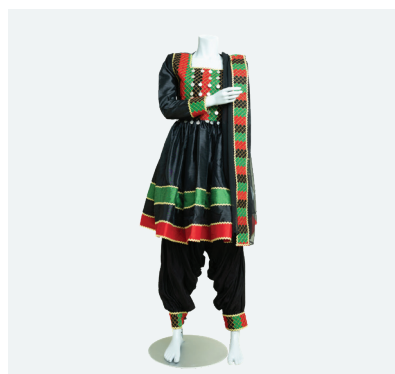
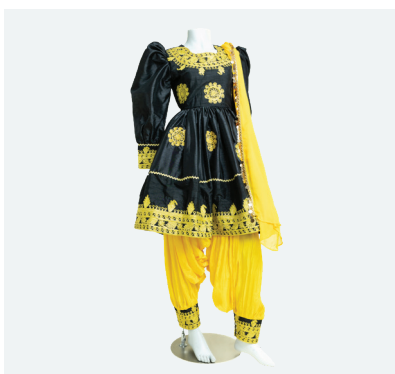
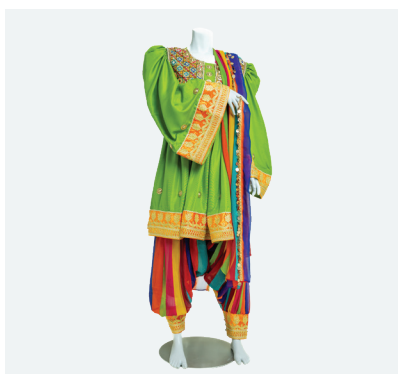
6. Ramzia

Seamstress Extraordinaire

A skilled seamstress, contributes significantly to her family's financial well-being with a monthly income of 15,000 Afghanis, residing in Qargha with her brother who works in road construction. Her dedication to her craft and family embodies the strength and support of Afghan women, making a hopeful future through her meticulous craftsmanship at Dunya-E-ShahdokhT.

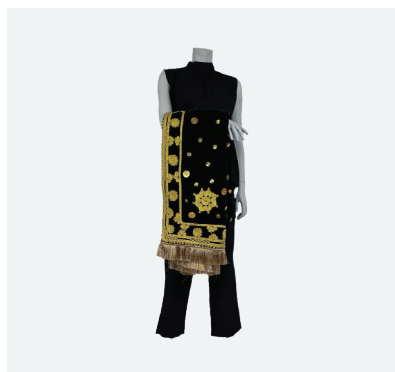
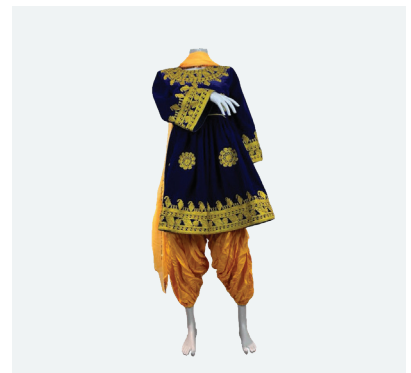
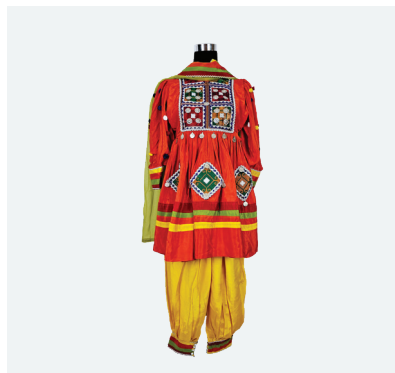
Product Gallery

Explore our enchanting collection of bespoke traditional clothing, where Afghan craftsmanship harmonizes with global fashion trends. From vibrant embroidery to elegant tailoring, each piece narrates a story of empowerment and heritage.



Product Gallery

At Dunya-E-ShahdokhT, we firmly believe that fashion can serve as a catalyst for positive change, a medium for empowerment, and a bridge between cultures. Join us on our journey to empower Afghan women and celebrate the beauty of tradition and innovation woven into every garment. Together, we craft not just clothing, but a world of hope, strength, and style fit for a princess.



Get in Touch

Explore our enchanting collection of bespoke traditional clothing, where Afghan craftsmanship harmonizes with global fashion trends. Visit our website or our shops for awesome products:



4th Floor, Negah Business Center,
Lesai Maryam, Kabul, Afghanistan



+93 749 437 274 | AFG
+44 794 074 7440 | UK



50 Mill Lane, London, United
Kingdom, NW1 6NJ



www.dest-style.com
contact@dest-style.com



@dest.style.ds

