

Modest Fashion Builds Partnerships Across Cultures & Industries



Zena Consulting
Founder / Owner

This summer I've been a business and community advisor for Barakah Beauty Collective (BBC), a North Seattle-based nonprofit creating economic, creative, and community opportunities for women, in partnership with the Muslim Women's Business Network.

BBC will host *Threads of Renewal*, a modest fashion show and marketplace featuring 40+ women-owned businesses, at the Meydenbauer Theater and Center in Bellevue, WA, from 2:00 pm to 9:00 pm, on September 20th.

Elegance Has No Borders

Modest fashion is a growing industry that supersedes any one faith or age group. This show is the culmination of BBC's garment and design incubation program, which celebrates arts/culture, circular fashion, emerging designers, and entrepreneurship. Founder/Executive Director Michaela Corning (center, bottom row) says it well: *"Clothing carries the living cultural knowledge every woman inherits from her heritage. There's a community story behind every piece."*



Members of the Barakah Beauty Collective and me

Cross-Cultural Projects Build Opportunities Organically

I've worked on a few similar initiatives with local Muslim and Arab communities. In 2016 and 2017, we produced a much smaller modest fashion show and bazaar in Kirkland, WA. It attracted micro women-owned businesses the City didn't know existed and created new relationships. *Threads of Renewal* has caught the attention of so many interested sponsors from all sectors- banks, corporations, government agencies, and sustainability organizations- that Corning plans to expand the event to Seattle in 2027.

3 Keys to Successful Inclusion for Savvy Leaders

- 1. Shared interest beats shared background.** Partnerships grow easily when people discover a common purpose worth working toward together — not because everyone looks, talks, or thinks alike.
- 2. Structure invites more than the obvious audience.** Design with inclusion and mutual benefit in mind by considering what less obvious under-engaged groups might be interested and why.
- 3. Trust has to come before the ask.** No doubt, collaboration takes more time and patience. Listen before leading and build relationships before requesting commitments.

These are skills I teach executives and teams. Schedule a free call to explore how Zena Consulting can help your organization compete and grow by engaging new partners.

206.368.9608 | LEE@ZENACONSULTING.COM | SEATTLE | BELLINGHAM | WASHINGTON | USA