

# F A R A H Z U L A I K H A

M O D E L , E N T R E P R E N E U R & H U M A N I T A R I A N



**FARAH ZULAIKHA** moves easily from United Nations Ambassador to top model to humanitarian, musician and educator. She has started in fashion shows, ad campaigns and magazines as a muse to the world’s top designers including Versace, Chanel, Louis Vuitton, Salvatore Ferragamo and many others.

Raised in the New York City area by philanthropically-minded parents, Farah has exhibited a sense of civic duty and global awareness from an early age. Her passion for helping women led her to volunteer in the shelter system in some of the most underserved areas. Because of her important work involving gender equality among young women and girls, Farah received the Distinguished International Humanitarian Leadership Award from the National Council of Women of the United States (NCWUS). She was also named as a United Nations Ambassador for NCWUS by the late President, Mary E. Singletary.

Farah thrives at the epicenter of social justice working to integrate her passion for style and beauty with her innate desire to help others. Having studied biochemistry in college and inspired by the domestic violence survivors who were unable to use conventional products because of facial trauma, Farah first created a range of all-natural lip balms. And now she has evolved into a “perfumista.” Her fragrance, named FARAH, is created in partnership with Scent Marketing Inc, the premier scent branding firm and world renowned IFF senior perfumer Laurent de Guerneq and is scheduled for release late spring 2020. A portion of the proceeds will benefit human trafficking survivors.

SHORT VERSION: 234 WORDS

  
F A R A H  
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# F A R A H Z U L A I K H A

MODEL, ENTREPRENEUR & HUMANITARIAN

**FARAH ZULAIKHA** moves easily from United Nations Ambassador to top model to humanitarian, musician and educator. It was a personal invitation to appear on Tyra Banks's "The Tyra Show" that ignited her passion for the fashion arts and launched a storied career of star turns in fashion shows, ad campaigns and magazines as muse to some of the world's top designers, including Versace, Chanel, Tiffany & Co., Louis Vuitton, Roberto Cavalli, Giorgio Armani and Salvatore Ferragamo.

Born, raised and schooled in the New York City area by philanthropically-minded parents, Farah has exhibited a sense of civic duty and global awareness from an early age. Growing up, she joined her family on charity missions focusing on poverty, hunger, access to medical care, conflict and human rights violations.

Coupled with her affinity for language – she speaks Spanish, Urdu, Hindi, Arabic, Punjabi and conversational Italian – and her ease in front of cameras and crowds, Farah is an impassioned international speaker and media personality. She thrives at the epicenter of social justice working to integrate her verve for style and beauty with her innate desire to help others.

Trained as a classical musician, Farah was invited to join the New York Pops at Carnegie Hall as a special guest violinist under the direction of Steven Reineke. Farah performed the complex arrangement of "Carol of The Bells" from the first violin section and was highlighted in PLAYBILL. Most recently, Farah partnered with award-winning multi-platinum songwriter/producer/artist duo Adrian Porter and Abraham Poythress aka AP Factor. Together, they co-wrote an original song, which resulted in a substantial donation to Urban Farming.

But it's Farah's work out of the spotlight that is often most inspiring. Farah volunteered in the shelter system in some of the most underserved areas. Because of her important work involving gender equality among young women and girls, Farah received the Distinguished

International Humanitarian Leadership Award from the National Council of Women of the United States (NCWUS). She was also named as a United Nations Ambassador for NCWUS by the late President, Mary E. Singletary.

Farah supported the #TimesUp movement in an official capacity as a United Nations Ambassador. In 2019, she attended the Bentonville Film Festival, which was co-founded by Geena Davis in conjunction with The Geena Davis Institute on Gender And Media. Embodying the slogan "If she can see it she can be it," the pair walked the red carpet together. Most recently, Farah was invited as a United Nations Ambassador by Houston's NRG Park to make history designating it as the first sports and entertainment facility to have the "No Trafficking Zone" designation.

Moved by the many survivors with whom she's worked, Farah mines her biochemistry background for change. She was the sole recipient of the Pancreum Diabetes Artificial Pancreas Award for her role in helping Pancreum to develop a revolutionary, modular, expandable, wearable artificial pancreas. She created her all-natural lip balms for domestic violence survivors affected by facial trauma. Lip products are donated to women's crisis centers.

And now she has evolved into a "perfumista." Her fragrance, named FARAH, is created in partnership with Scent Marketing Inc, the premier scent branding firm and world renowned IFF senior perfumer Laurent de Guernech and is scheduled for release late spring 2020. A portion of the proceeds will benefit human trafficking survivors. Today, Farah has married her love of social justice and fashion together and mined her grit and grace to create her own unique brand influencer. Through Farah's current brand partnerships and social entrepreneurship, she can be found everywhere she thrives – at the epicenter of global awareness and social justice.

LONG VERSION: 588 WORDS