



BO EXCLUSIVES

Media & Production House



" We envision to create a world that is a bit more beautiful than the world we see every day - we create an atmosphere we want to feel and aim to see.

This perspective, captured though our lens and sharing our vision, for us is the purest form of self-expression, trusting it will indeed make a difference. "

ABOUT US

Moving different for that new direction.

Founded by Laura Mendera and Oumayma El Boumeshouli, BE started with the launch of the platform that combines social media and e-commerce in order to 'navigate through the digital beauty chaos'. From there on, our company evolved into this comprehensive, international Media and Production House for Beauty, Fashion & Luxury brands.

We thrive on translating a story through alluring visualization and make it resonate with its potential audience. Always aiming for highlighting the art in each series, we elevate branding and the way it is perceived.



BE offers expertise and services substantively moving brands.

Creative & Art Direction | Photography & Videography | Production

Editorials, advertorials and brand campaign's, for print, digital as well social - still & moving imagery

Ideation | (Graphic) Design & Consultation

Brand identities, product (re)launches, brand strategies, positioning and development, trend watching and social management

Talent Representation

Photographers, stylists, makeup artists and hair stylists

Casting & Scouting

Models, emerging talents and locations

Event Planning | Hosting and Talks | Collaborations & Creative Matchmaking**INDUSTRIES INSIGHTS**

BE knows what's going on within the Beauty, Fashion & Luxury industry. We share our understanding of modern society, shifting behavior and early adopting movements via our monthly BE Forecast Report. Anticipating to the conversation ahead and being part of shaping the way cultures are growing.

CONTACT

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phone: 0031-683177710

IG: @boexclusivesproductions

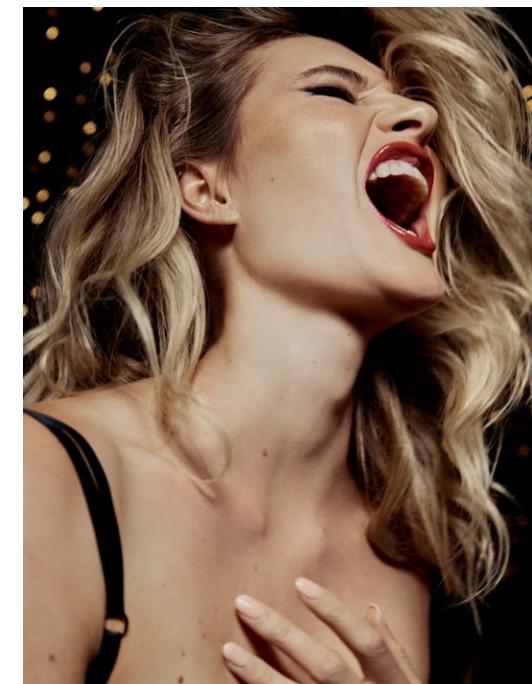
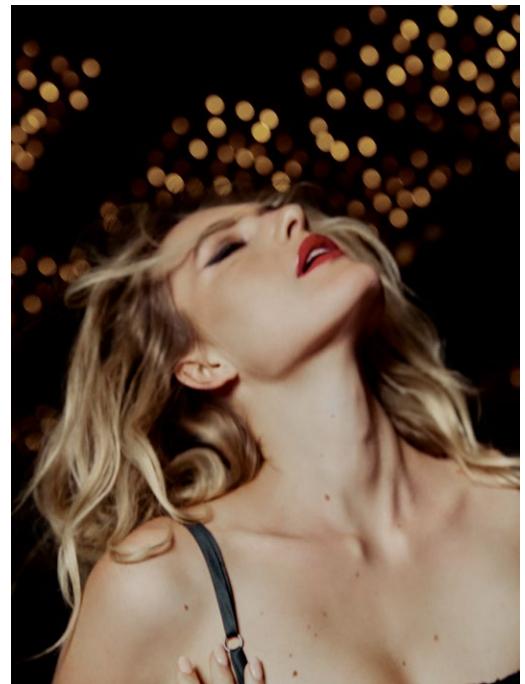
NUMÉRO NETHERLANDS

ONE NIGHT IN MIAMI

Editorial
GIVENCHY BEAUTY

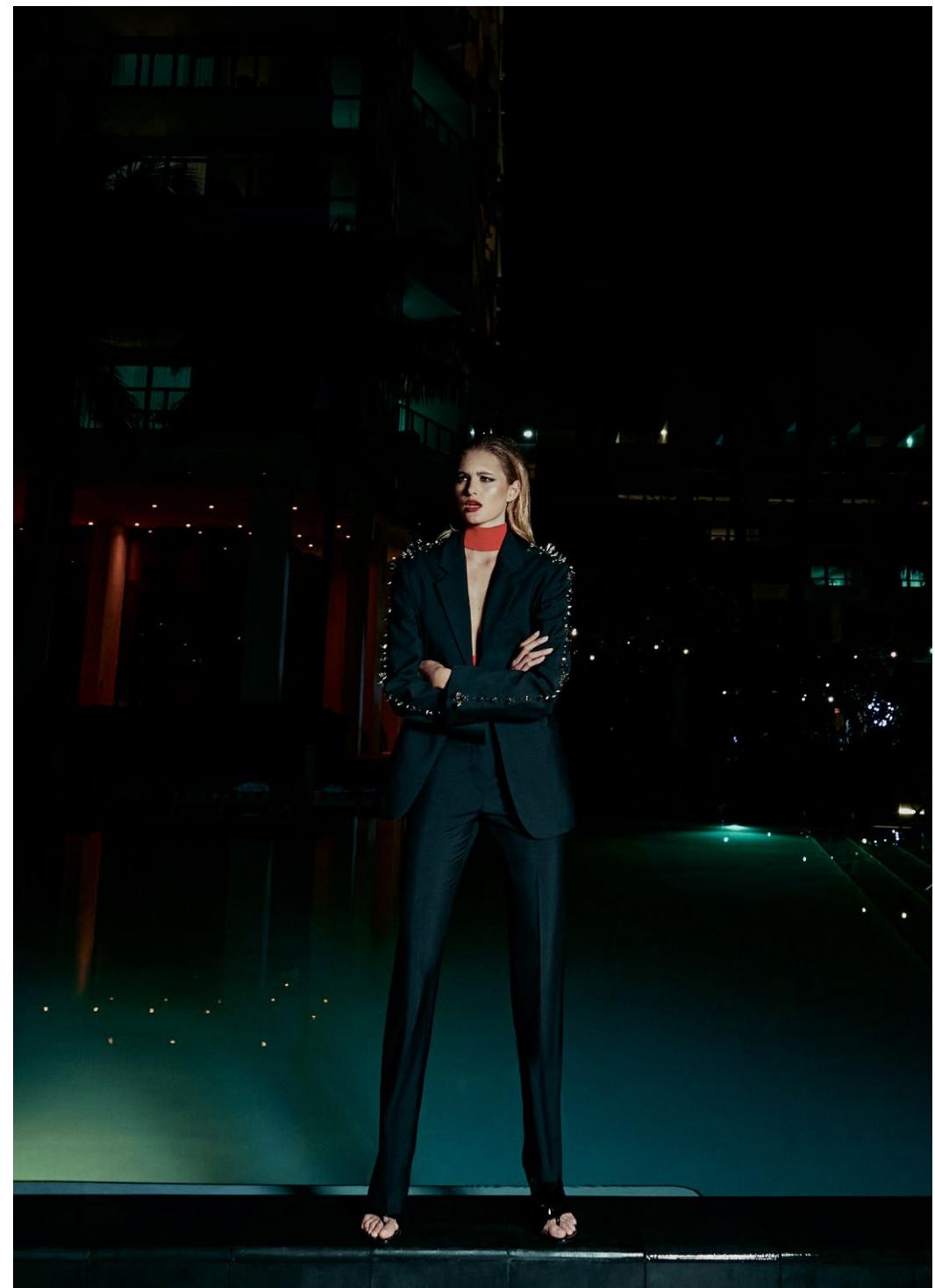
Creative Director & Stylist **OUMAYMA EL BOUMESHOULI** Art Director & Photographer **AICHA ABDOUN**
Junior Art Director **SARAH JERE** Makeup Artist **SAGE | IMAJ ARTISTS** Hairstylist **DANNY JELACA | IMAJ ARTISTS**
Model **SANNE VLOET | HEROES NY** Casting **LAURA MENDERNA** Editor **TIMOTEJ LETONJA**





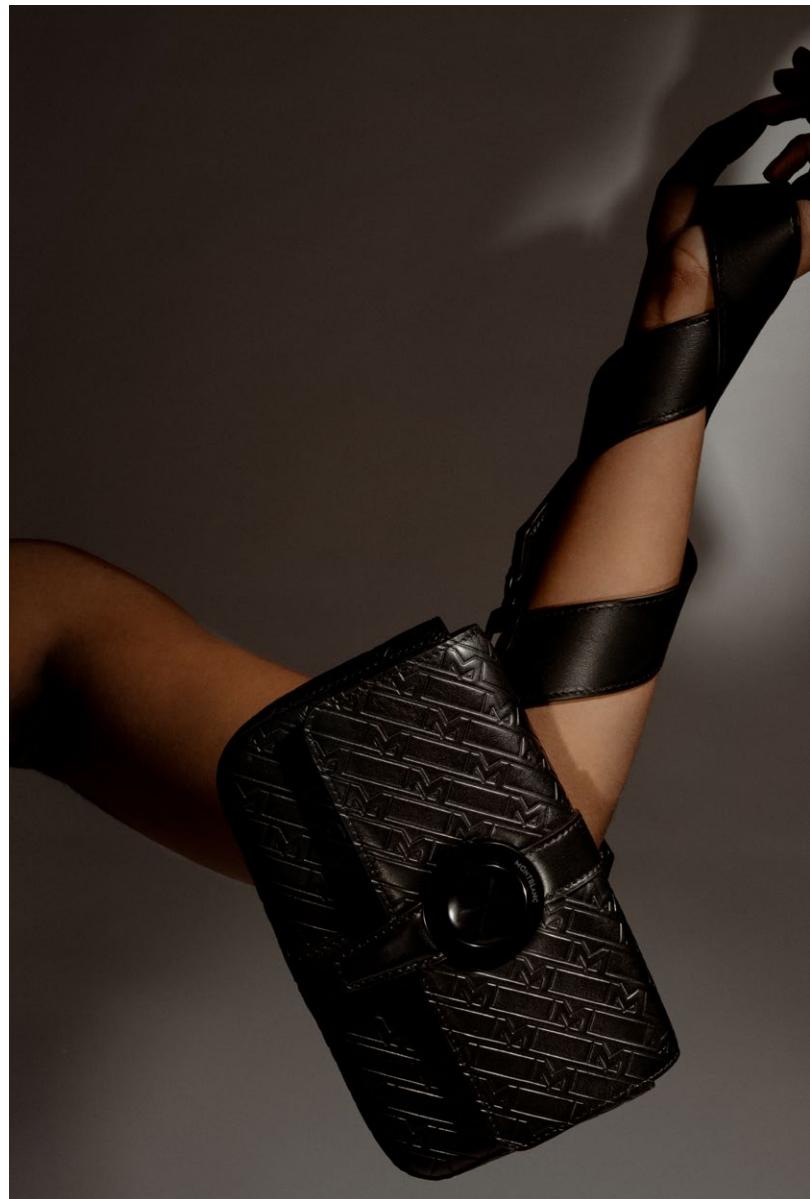








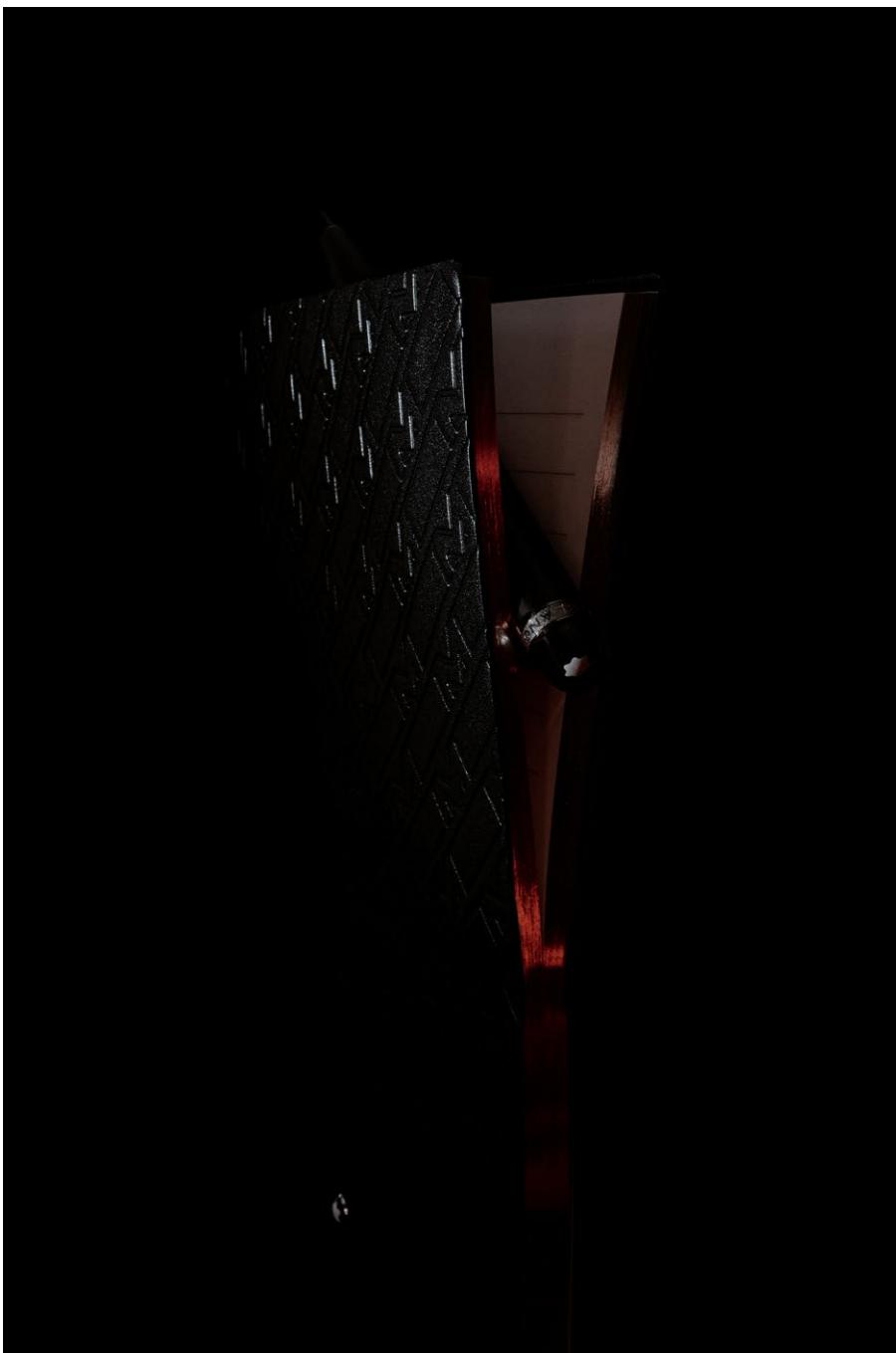
NUMÉRO NETHERLANDS

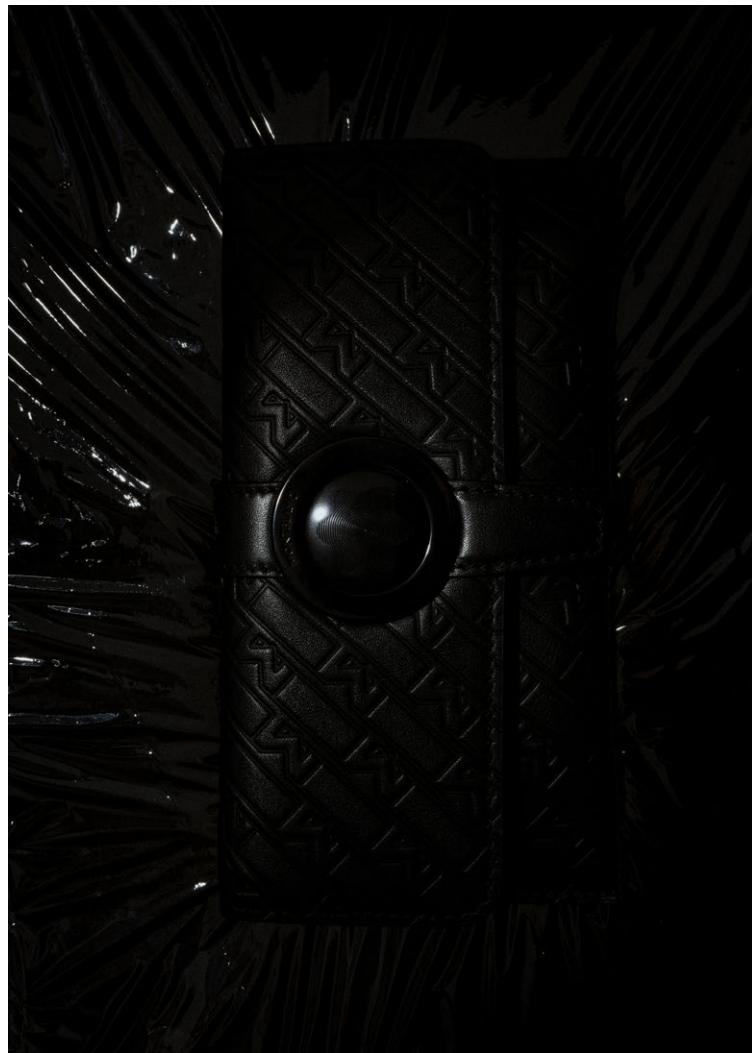


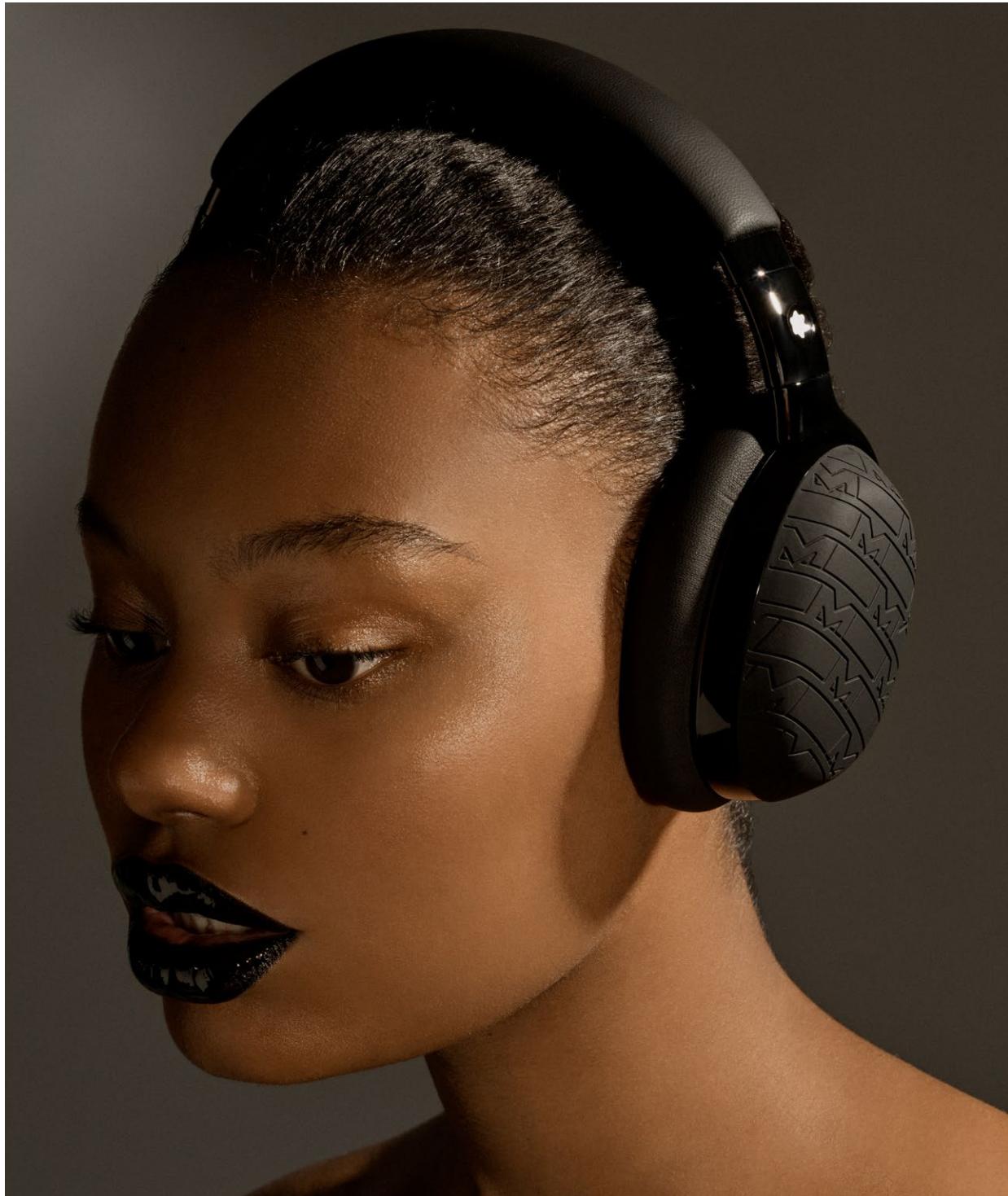
ULTRA BLACK COLLECTION

Advertorial
MONTBLANC

Creative Director & Photographer **AICHA ABDOUN** Junior Art Director **MEGHNA P DEEPAK** Stylist **GINO GURRIERI**
Makeup Artist & Hairstylist **WOUT PHILIPPO** Model **SHANTI | THE MOVEMENT MODELS** Casting **LAURA MENDEREA**
Production Assistant **DANIEL SARS** Editor **TIMOTEJ LETONJA**









Creative Director & Photographer **AICHA ABDOUN**



**WHY ROSE INC IS PIONEERING
A NEW FRONTIER IN BEAUTY**

Editorial
ROSE INC

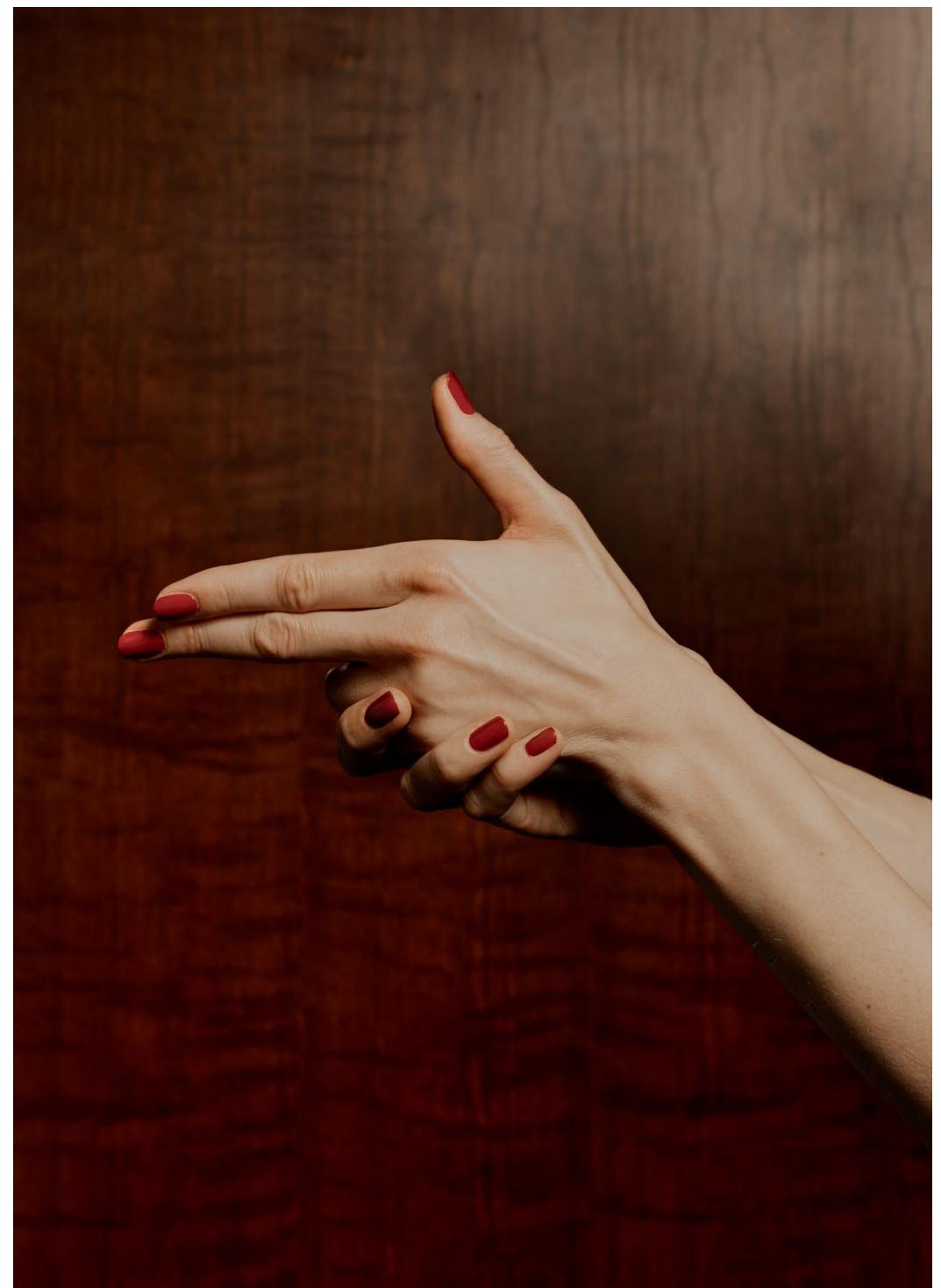


NUMÉRO NETHERLANDS

I SPENT THE NIGHT DANCING
WITH MY OWN SHADOW

Editorial

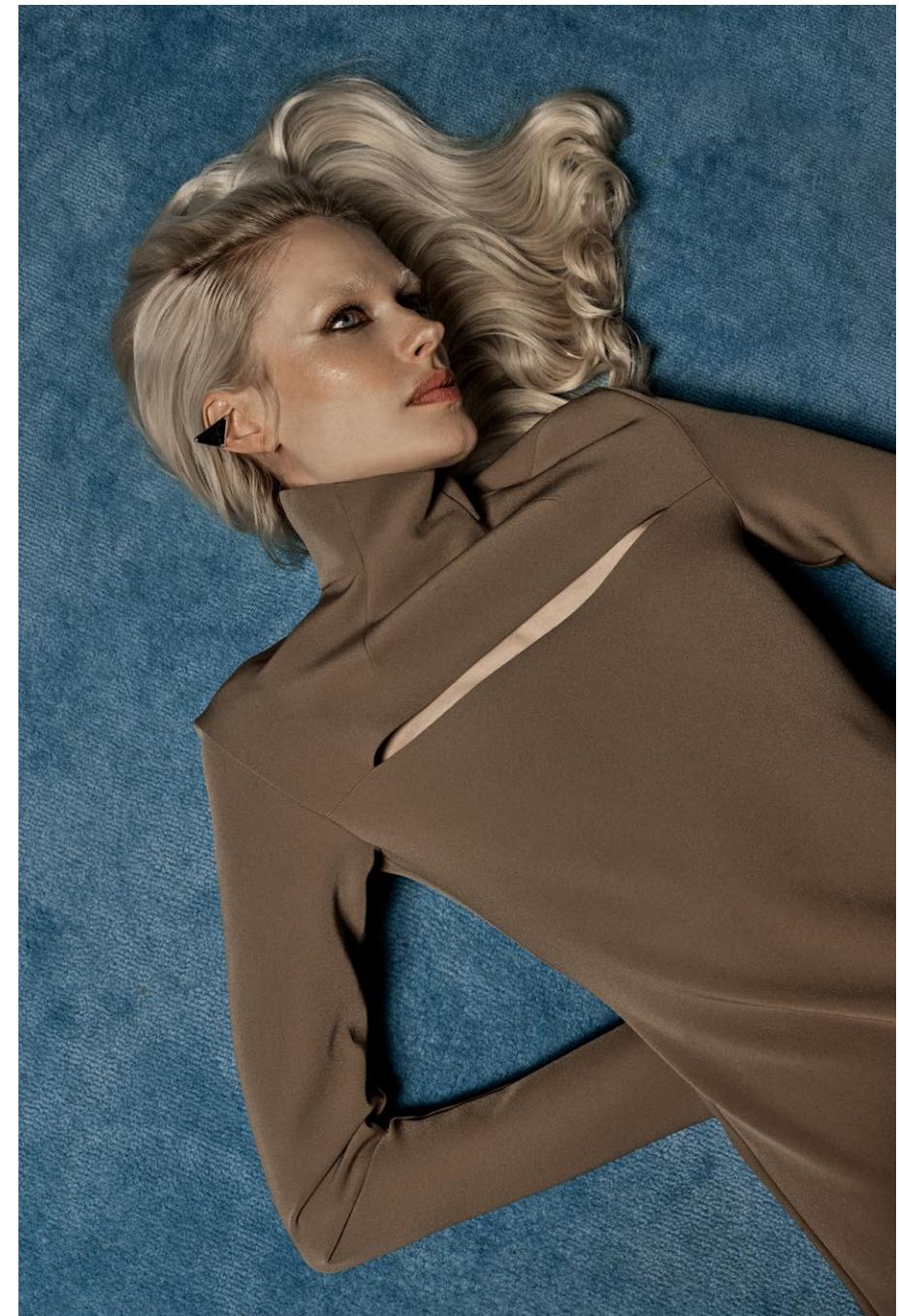
Creative Director & Stylist **OUMAYMA EL BOUMESHOULI** Art Director & Photographer **AICHA ABDOUN**
Makeup Artist & Hairstylist **NAÏMA BREMER** Model **FEMKE LAKENMAN | PAPARAZZI MODELS**









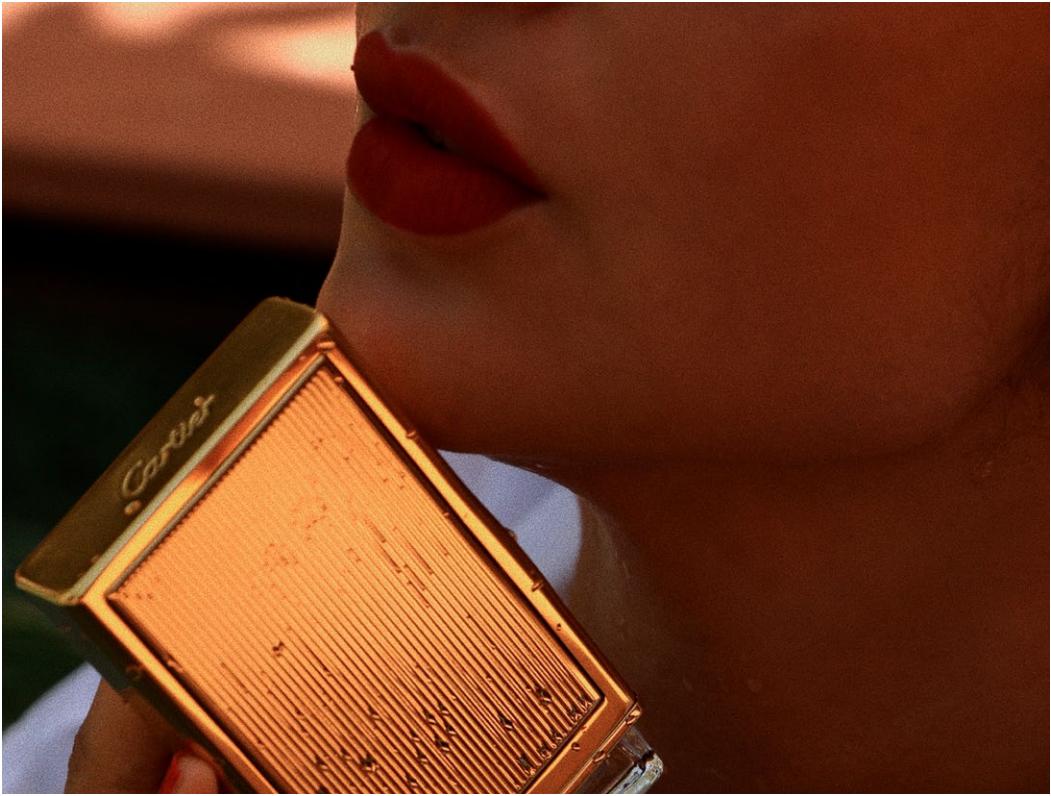






ALIEN GODDESS EAU DE PARFUM

Brand Campaign
MUGLER



LES NÉCESSAIRES À PARFUM



Brand Campaign
CARTIER



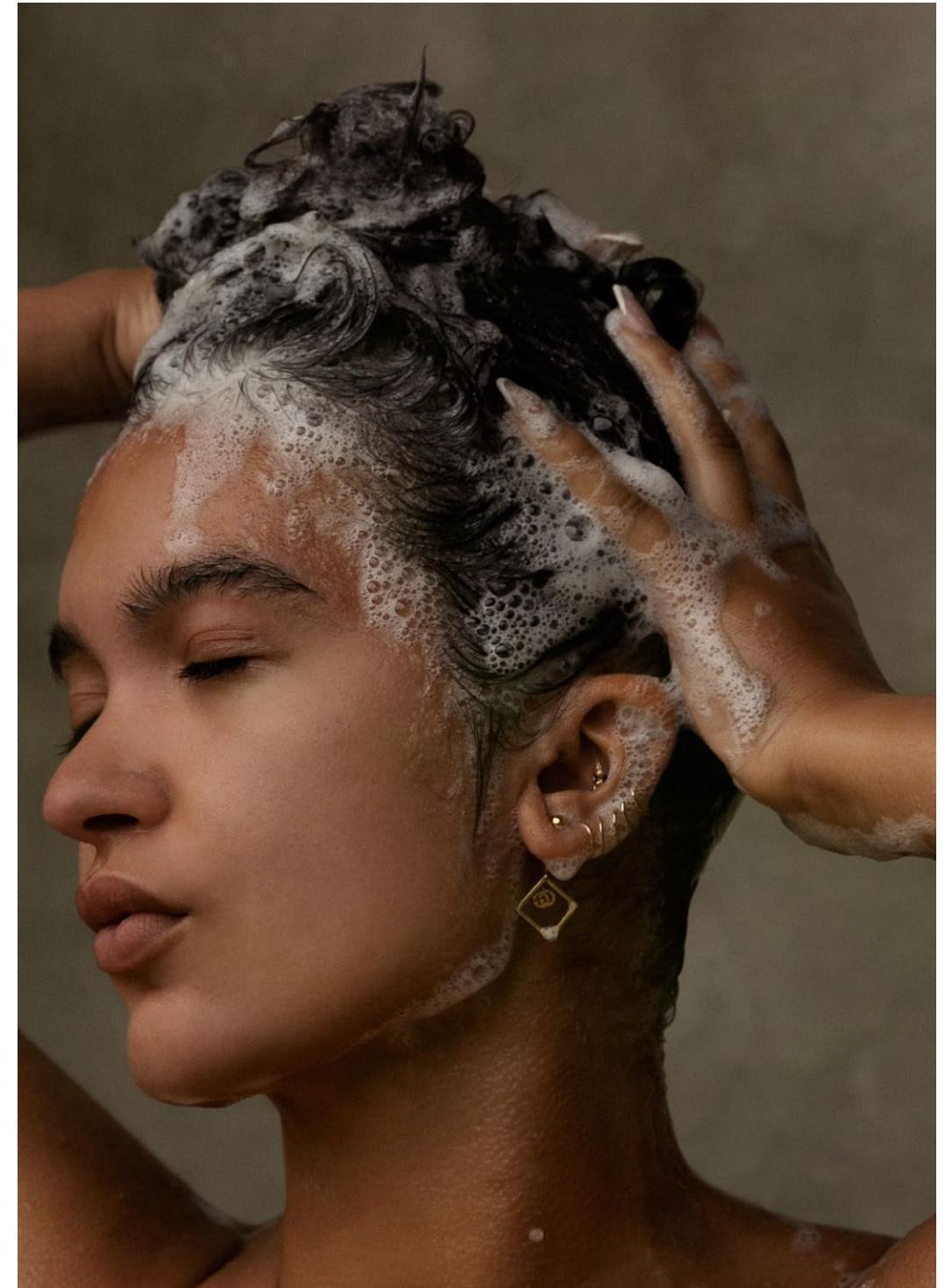


Creative Director **OUMAYMA EL BOUMESHOULI** Art Director & Photographer **AICHA ABDOUN**



**THE PROFILE: OUMAYMA EL BOUMESHOULI
ON DISCOVERING GLOBAL BEAUTY RITUALS**

Editorial
ROSE INC





SS21 COLLECTION

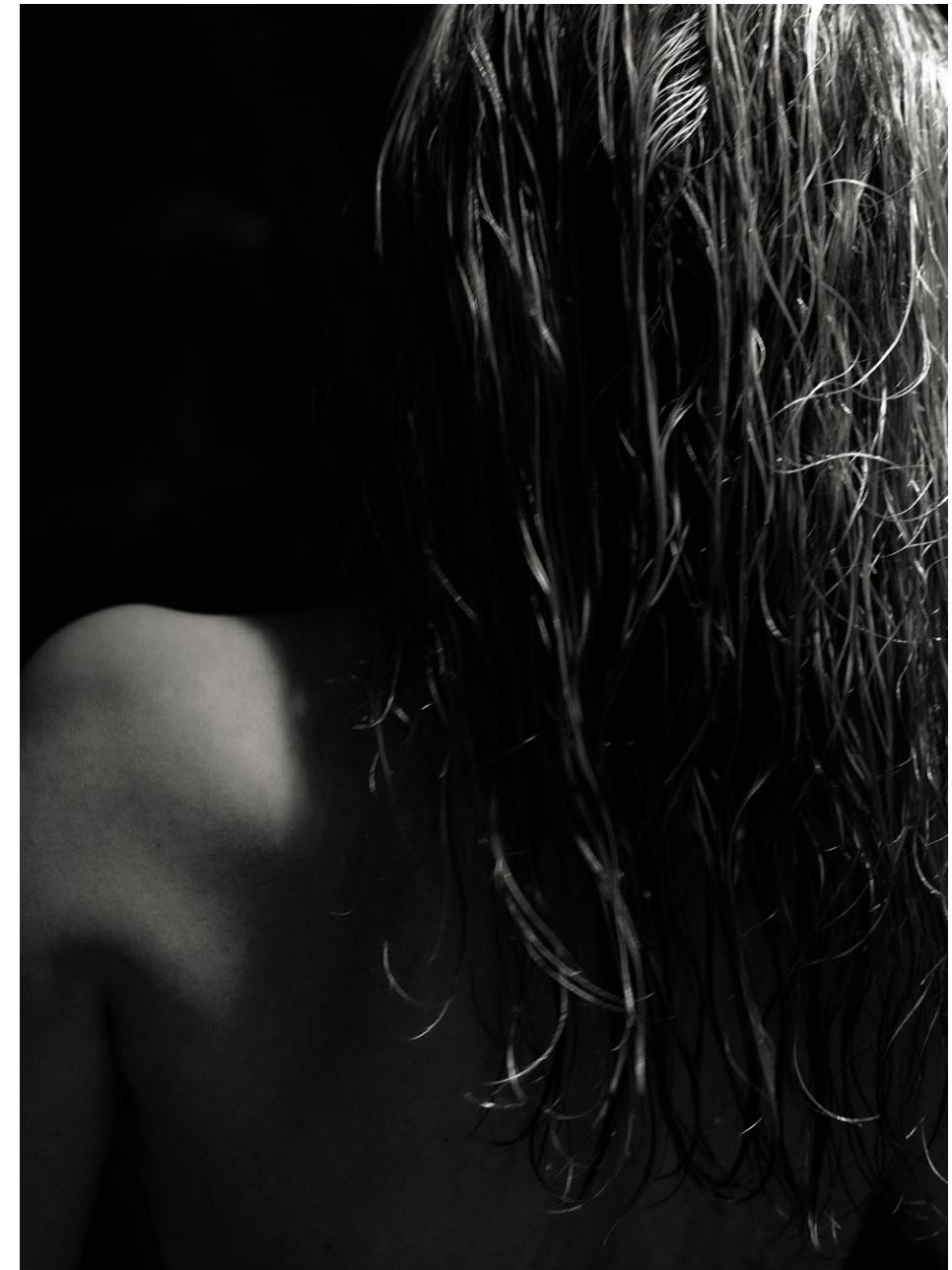
Brand Campaign
GALIE





NO. 8 BOND INTENSE MOISTURE MASK & FULL PRODUCT RANGE

Brand Campaign
OLAPLEX







**LIMITED EDITION 2021
SIGNATURE FOUNDATION SET**

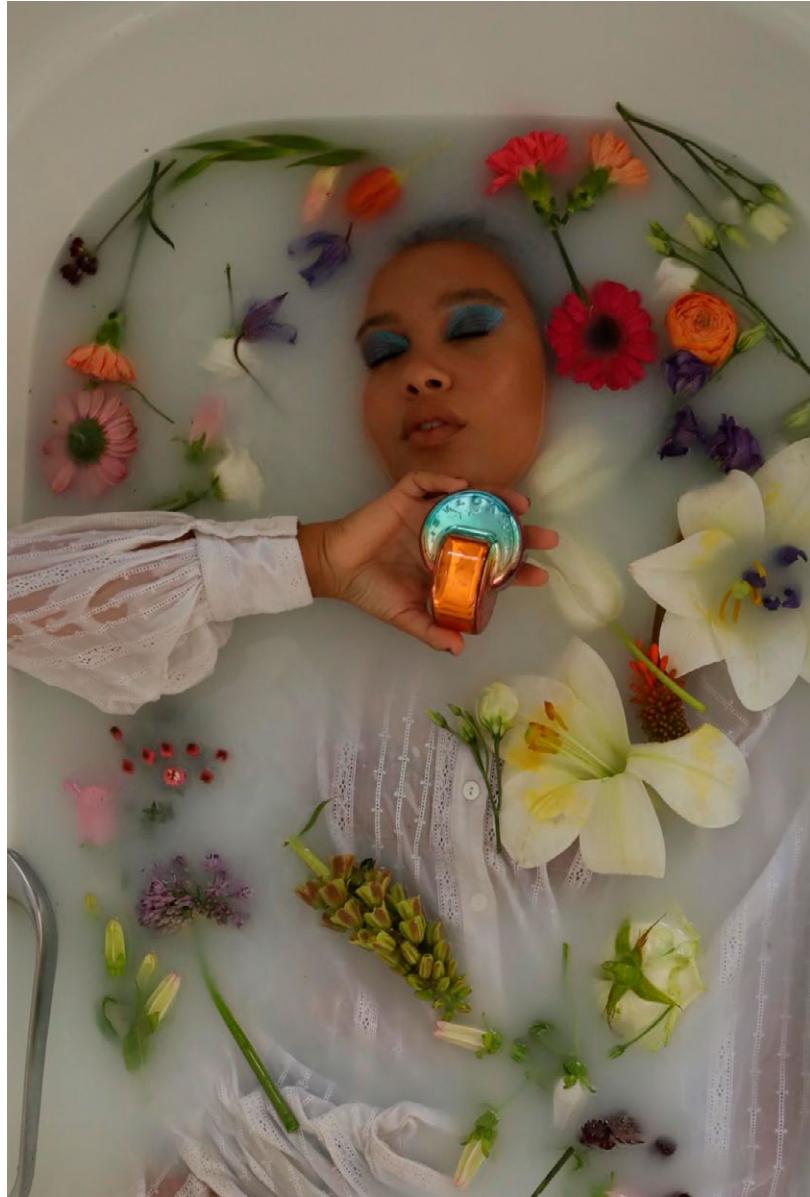


Advertorial
BALMAIN HAIR COUTURE

Creative Director **OUMAYMA EL BOUMESHOULI**

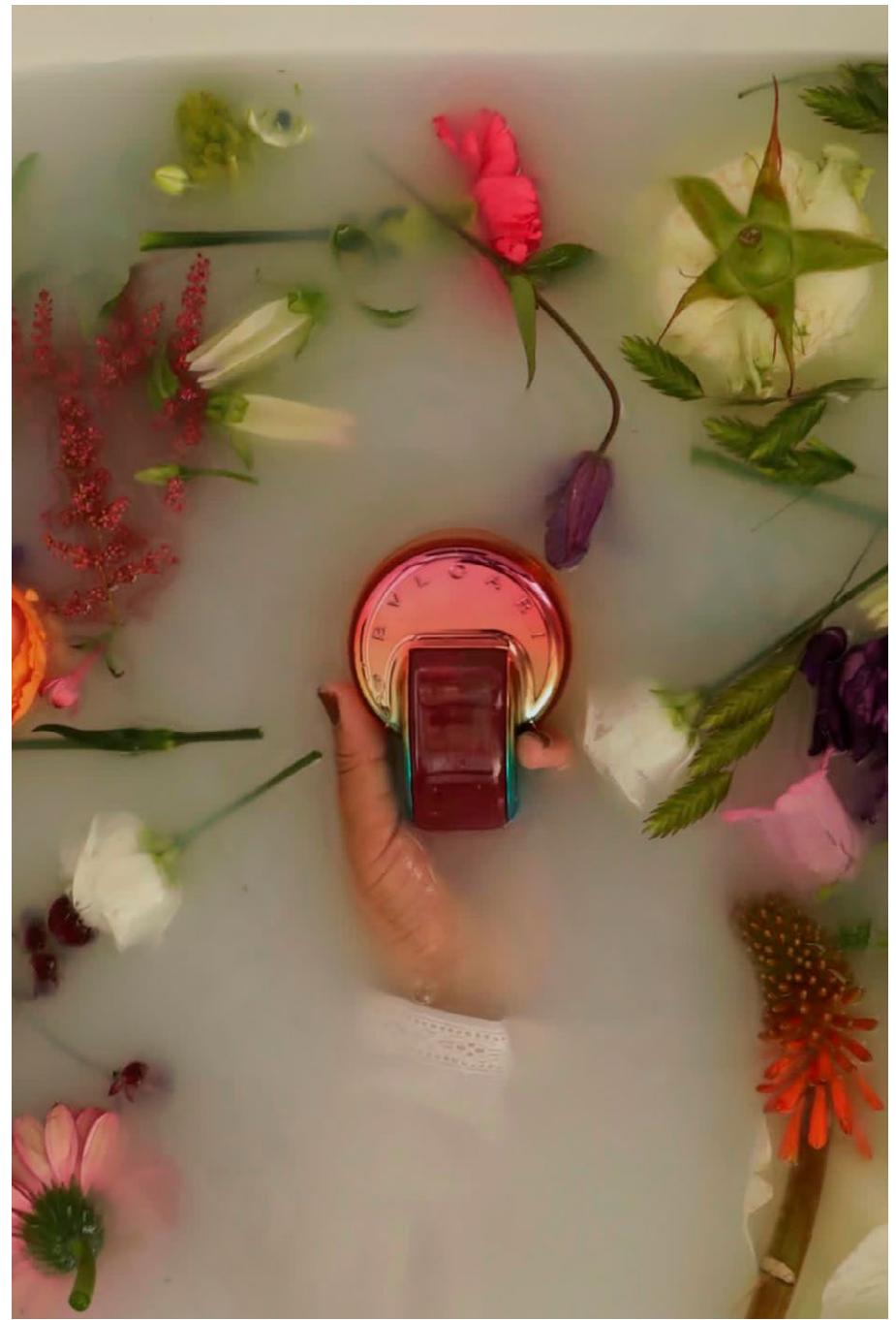
Photographer & Videographer **AICHA ABDOUN** Model **NILOFAR YAQOUBI**





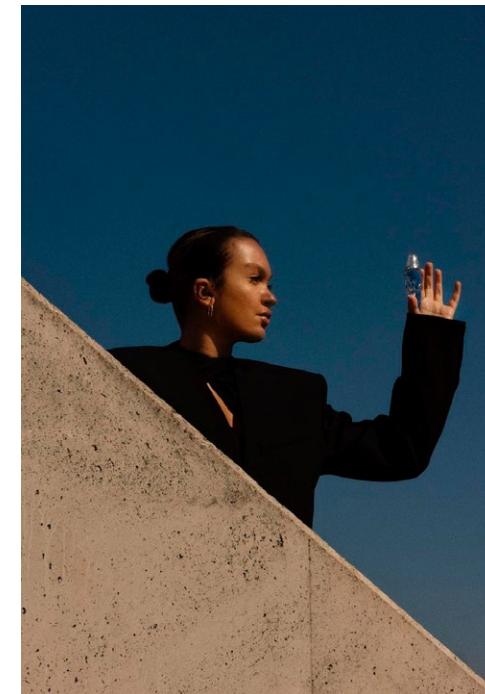
**OMNIA BY MARY KATRANTZOU
EAU DE PARFUM**

Brand Campaign
BVLGARI



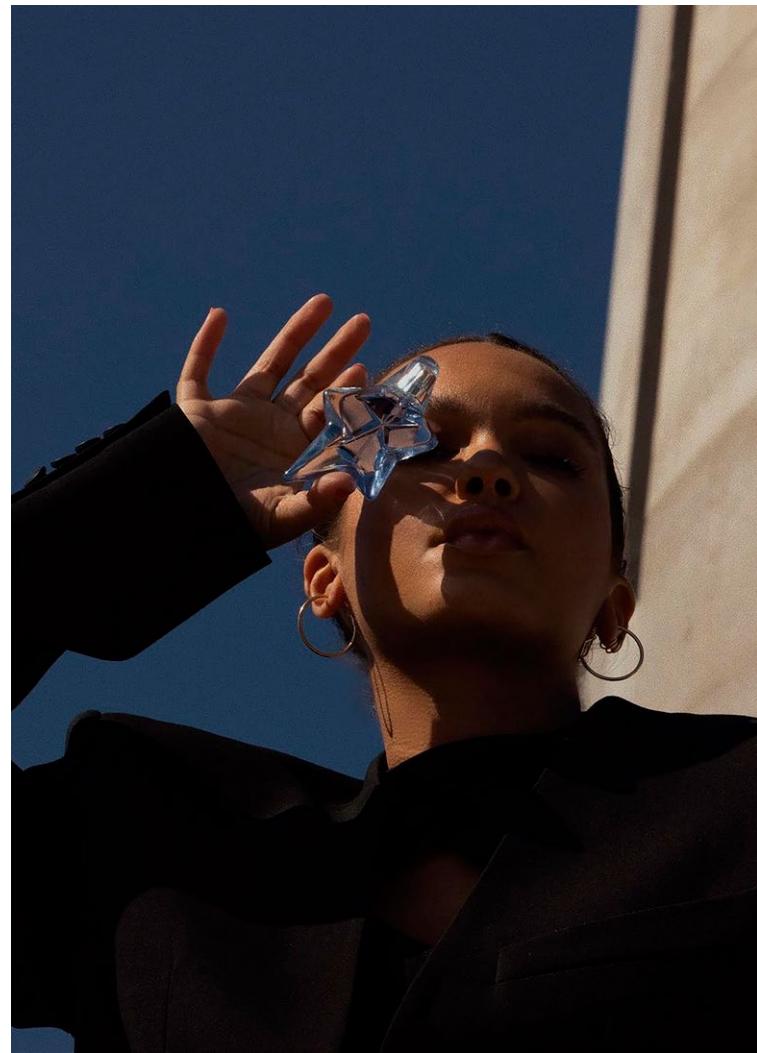
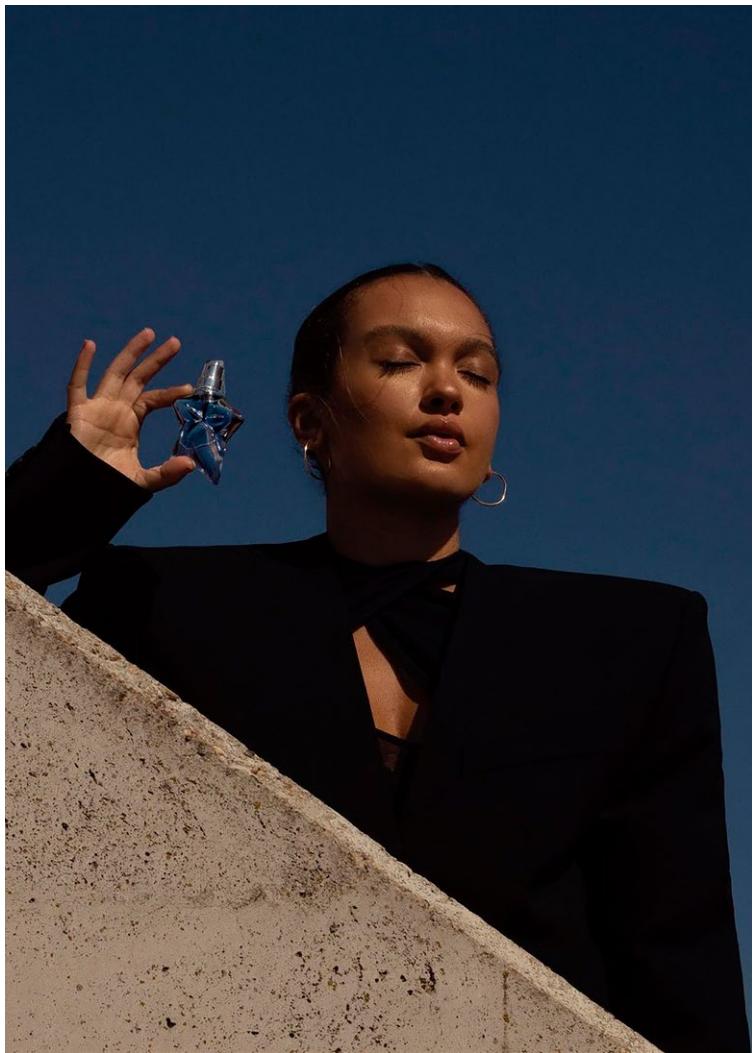


Creative Director **OUMAYMA EL BOUMESHOULI** Art Director & Photographer **AICHA ABDOUN**



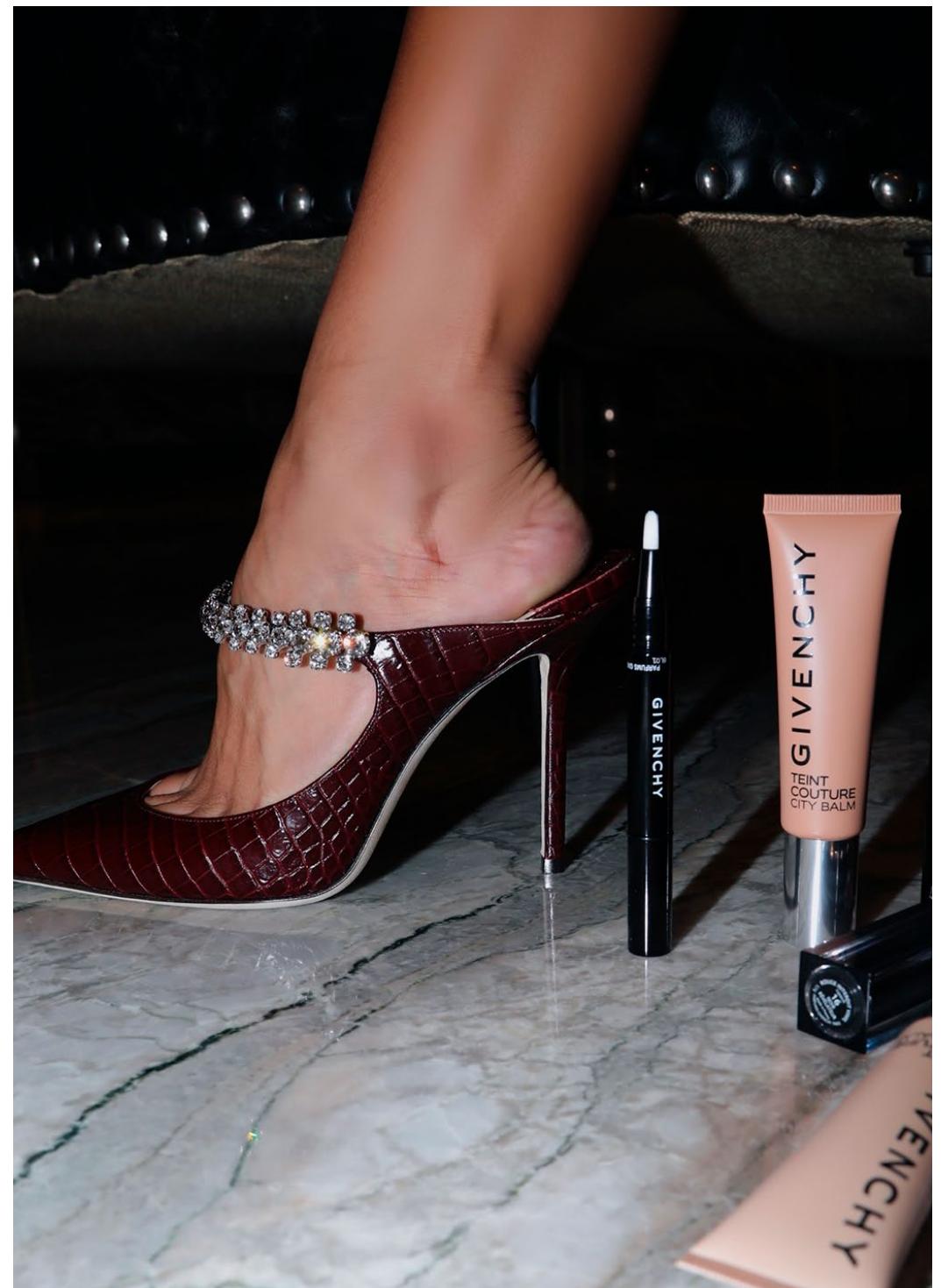
**ANGEL REFILLABLE
EAU DE PARFUM**

Brand Campaign
MUGLER



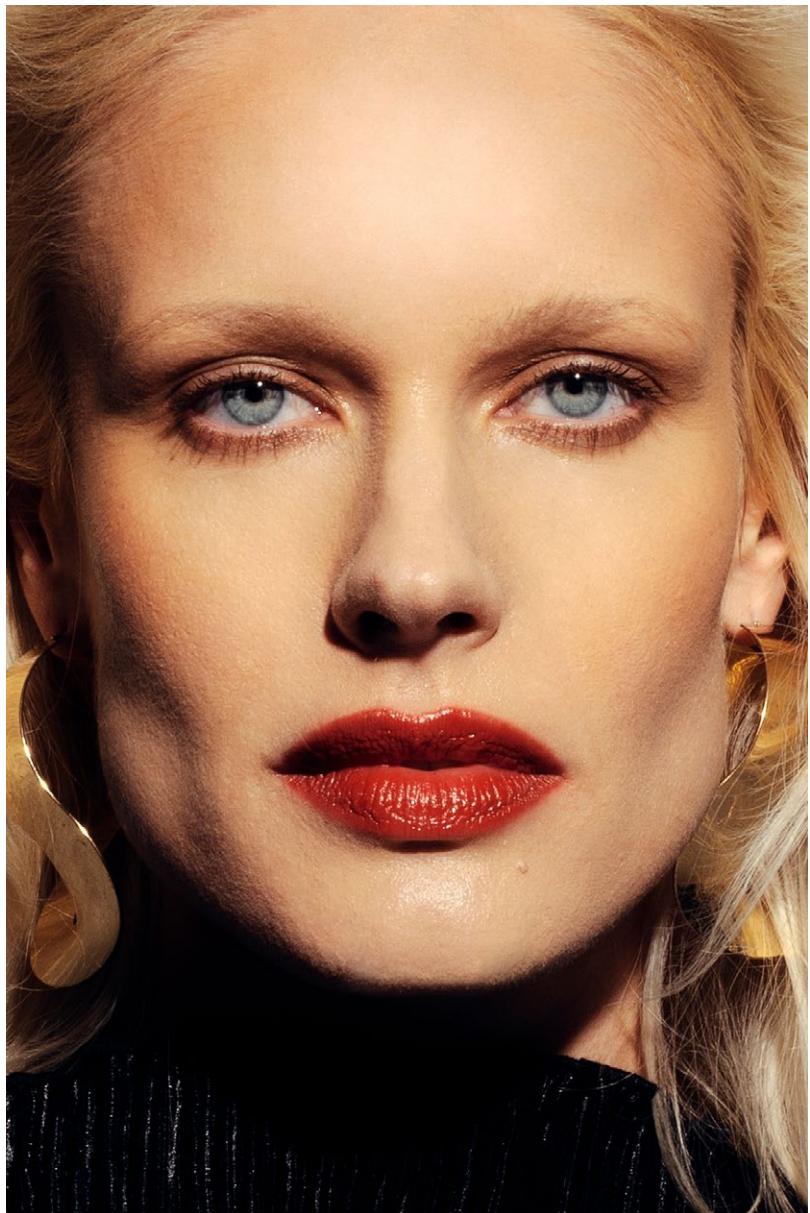
NEW YEARS EVE SERIES '20

Editorial GIVENCHY BEAUTY,
BYREDO, YSL BEAUTY,
BALMAIN HAIR COUTURE,
MAISON MARGIELA and more







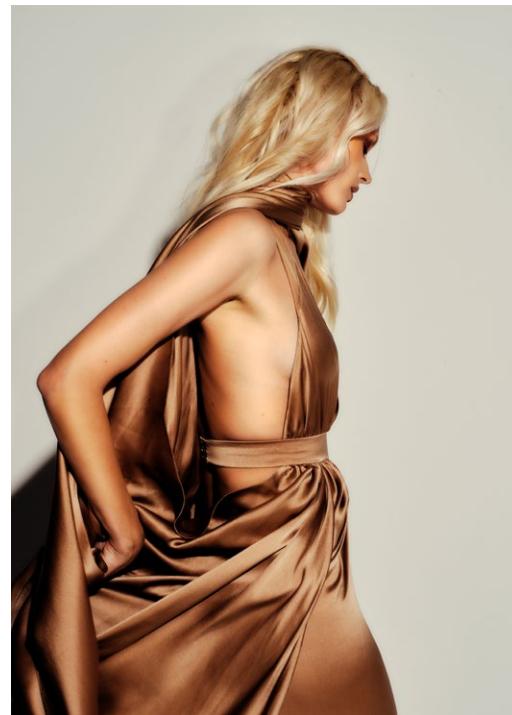


**AN AURA OF
SPLENDOUR AND CLASS**

Editorial
BALMAIN HAIR COUTURE

Creative Director & Stylist **OUMAYMA EL BOUMESHOULI**
Art Director & Photographer **AICHA ABDOUN** Hairstylist **MARISKA PELSMAEKER** Makeup Artist
IRAJ RAGHOSING Model **FEMKE LAKENMAN | PAPARAZZI MODELS**







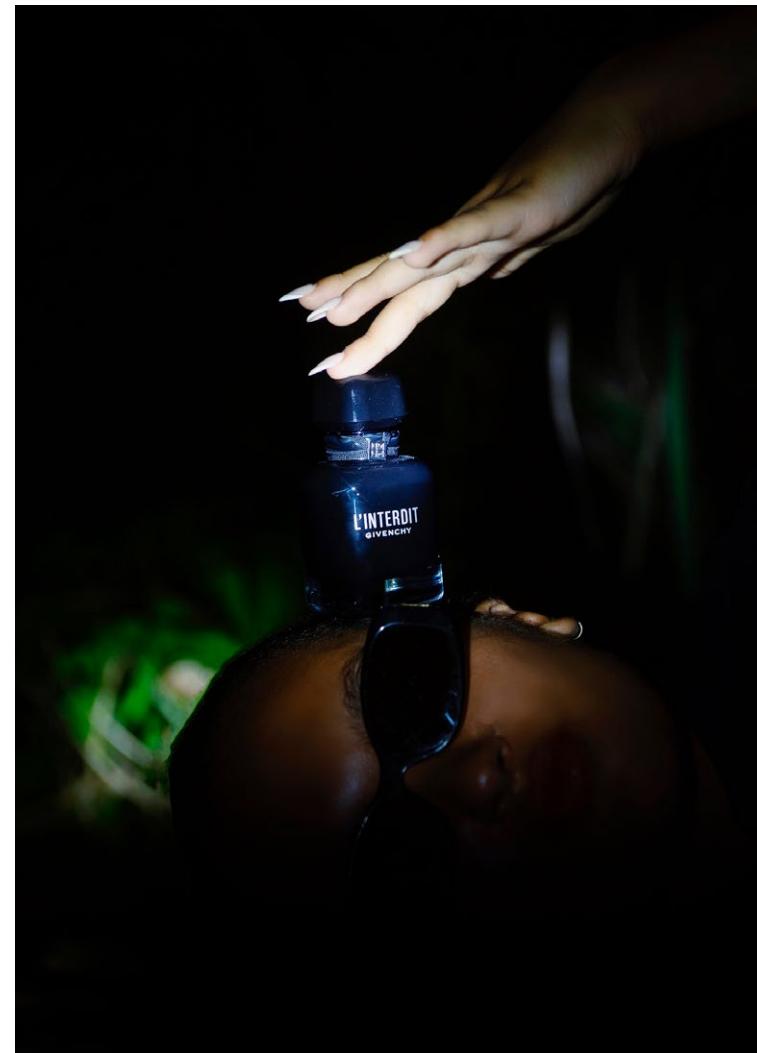


**LE ROUGE DEEP VELVET LIPSTICK &
L'INTERDIT INTENSE EAU DE PARFUM FW20**

Advertorial
GIVENCHY BEAUTY



Creative Director & Stylist **OUMAYMA EL BOUMESHOULI**
Art Director & Photographer **ABDULLA ELMAZ**



BE SOCIAL CONTENT



B O E X C L U S I V E S