

Simi and Haze Khadra are the two halves that make up sister act duo and global instagram phenomenon, SimiHaze. Simi, with her primary colour yellow nails, and Haze, with her signature dip dyed hair, know how to throw a look. Fresh from hanging out at Paris Men’s Fashion Week, the positivity bouncing off of the duo is palpable. SimiHaze come on like a mix between Lara Croft and Leeloo—with her bobbed hair and Jean Paul Gaultier designed future fashion in Luc Besson’s iconic sci-fi movie *The Fifth Element*—only if they’d decided to team up and become badass international ‘it’ girls.

Words Laura Isabella

On their joint instagram account @simihaze, where over 780k followers hang on their every outfit, the duo share their globe trotting twin set lifestyle. One minute you’ll find them hanging with Luka Sabbat and Yoon Ambush, then they’re snapchatting with their close friends Kendall Jenner and Bella Hadid. SimiHaze are not your everyday influencers though, their feed isn’t packed with the typical endorsement posts most social media celebs get caught up in. Instead they’re 360 degree creatives who graduated in the top two-percent of their class at the University of Southern California and are firm adopters of the Paris Hilton business model, in that they’re building their own multifaceted SimiHaze empire brick by glamorous brick.

Born in Saudi Arabia and of Palestinian descent, SimiHaze primarily grew up in London and lived in Dubai during high school before relocating to Los Angeles to study Fine Art. The twins are legit models and muses, having been tapped for Cartier campaigns and appeared as the faces of Virgil Abloh’s Off-White eyewear campaign. They’re DJs who go from playing the biggest parties at the Cannes Film Festival, to the annual MoMa garden party in New York (where they followed a live set by St. Vincent), to spinning tunes at Coachella. The duo are adding ‘musicians’ to their growing list of talents, as they talk exclusively to Notion about their debut EP, their global flavour and crying at fashion shows.

**Laura Isabella** You’re both so global and constantly on the move but would you say SimiHaze began in Los Angeles?

**Haze** We moved there for university. We went to school for film production and fine art. But we kind of always knew we’d end up in LA — we always went there as kids for summers and stuff. My older brother was born there, my younger brother was born there, my dad went to school there, so we’d go all the time.

**Simi** It felt very natural.

**Haze** The lifestyle you get there, you don’t get it anywhere else. It’s hard when you first move out there to create your life just because it’s so spread out but once you do it’s the best city in the world.

**L** When did you start your instagram?

**H** I feel like we always had one. We never think of it like a business thing, it’s always been like — we always have people saying we should like post every day or do this or tag this but we’re so anti that. At this point our manager is just like ‘let them do whatever they want’. It’s just so natural. Sometimes we won’t post for weeks and sometimes we’ll post five times a day. Whatever we feel.

**S** It’s mostly just for us to keep track of our adventures.

**L** Posting like that seems more natural rather than posing with some t-shirt you’re trying to get everyone to buy. Do you see yourself as artists then?

**H** I definitely see myself as an artist. We’ve always been super creative and done art, music and fashion. Everything creative, we just have the taste and eye for it.

**S** Over the years it just kind of grew. Our eye for fashion, our eye for art, our ear for music...

**H** We have such a global perspective on everything. Whether it’s like an idea or like an art piece or fashion, because we travelled so much growing up we can really understand things from a 360 perspective and it helps us make art that encompasses 360 degrees. That’s what we want our music to sound like. We want it to sound 360.

**L** You’re imminently dropping your debut EP, what can you tell us about it?

**S** We’ve been working on our music for two years now. We’re very natural with our process... I don’t like to stick to a plan because what happens is usually better than a plan or what’s in my head.

**L** What’s been your process with writing these EP tracks?

**S** We’ve been working with different producers, co-producing [the tracks].

**H** We’ve always had people tell us we should do this or that... But it’s

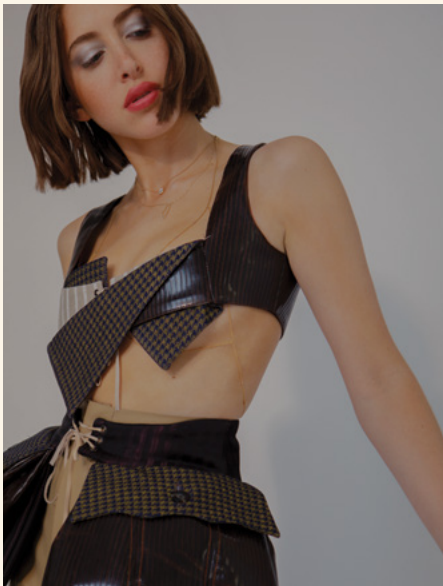
photography  
Nicoló Bagnati

fashion  
Lauren Anne Groves

S I M I

H A Z E





always been such a big thing for us to be authentic. Maybe it's coming out now because we had to experience the last two years to get here. So everything is coming at the right time. The music kind of comes with our lifestyle, it's like a soundtrack to our lifestyle. We have very active, fun lives. We love to dance, we have a big group of close friends and we just love music and take inspiration from all genres. We love sharing music and just living in it. I think the music we are putting out is reflective of that.

**L** You talk about authenticity. Is that something that across the board is important to you?  
**H** It's the most important thing! In our music we've been approached by so many people in two years who've heard one song we did and they've just said 'the last thing we care about is the music you guys are a package already we could sell you in two seconds, the music is like the last thing we're worried about' and it's like —  
**S** THE MUSIC IS EVERYTHING. That's the one thing I care about. I care about what I put out under my name because we influence a lot of like "influencers". I know that because of my friends. I'm aware of the eye that's kind

of on us and the influence that we have in culture. I don't take that for granted so I don't ever want to put something out that's not reflective of us.

**L** You say "we" and "us" a lot and obviously you're sisters and a duo. Do you feel like one person ever? How is it working together the whole time?  
**S** It's fun cos we take on different roles depending on what it is, or even depending on the day. We fill in for each other where it needs to be filled in.  
**H** It works out for some reason!  
**S** Just like the posing!

**L** Yeah you've really worked out those angles!  
**H** I feel like we haven't figured anything out yet, we just do it! I never go in knowing exactly what I'm doing: in music, in art, in fashion, in anything.  
**S** I like that, that way you allow for openness.

**L** You first started going to fashion week when you were fourteen. Was that what sparked your initial interest in that world?  
**H** My mum has a store, that's how we first started going to fashion week, helping her as a buyer. We'd go and help her go to the shows and showrooms when she didn't have time to go to the shows. We were like 'oh yeah, we'll help, we'll take that invite!'  
**S** We were like fourteen, social media wasn't a thing yet, we were such fans of fashion we knew all the names of the models and designers, It wasn't like now — now everyone has personas, but before it wasn't like that. It was just fun, we grew up in fashion without the social media. There were no street style photographers, no nothing. We were shocked when the few street style photographers took our picture, we were like what are you doing?! Why are you taking our picture?!  
**H** It's cool because it's changed so much and I feel like it's a cycle. The evolution of fashion was so pumped by the internet. So around when we were 17/18....

**L** That was the rise of blogs really wasn't it?  
**H** Yes and now you see way less street style photographers cos no one looks at blogs anymore! It's coming back around, so I'm excited to see what happens on the other side. It's interesting. I feel like we're at the kind of pinnacle of the Internet, where we're almost kind of sick of the Internet.

**L** That's so refreshing to hear. Do you ever unplug yourselves from social media?  
**H** I don't really scroll through Instagram often. We each have private Instagram accounts which we use for our friends, and we post silly photos like everyday or whatever. I follow inspirational things. Instagram itself I think it's hard to live your life and also catch up with everything that's happening in the world, because a lot of people wake up and the first thing they do is check Instagram and when I stopped doing that my world became more of a vortex of what my life and my ideas are versus what ideas are influencing me.

**L** It's crazy how much we absorb off Instagram that then infiltrates our behaviour and live.  
**H** In your subconscious you're kind of thinking like 'she wore this', 'he wore that' etc. Like, so many things are influencing you and a lot of it is negative. Pictures are so two dimensional that you don't see the 360 degree, what's behind that photo, what's really happening in this person's life. It's so 2D to me, it's stopped interesting me as much as the world.





SimiHaze wears  
top LES BENJAMINS  
shorts ADIDAS ORIGINALS BY ALEXANDER WANG  
sunglasses ALESSANDRA RICH  
bracelet GOGO PHILIP  
choker MAYA MAGAL LONDON  
shoes SWEAR LONDON

*“I have a theory that the mind numbing effects of scrolling make you less human, I try to stay away from that as much as possible.”*

**L** That’s important.

**H** Yes. Also there’s a numbness when you’re scrolling... and you become less compassionate and empathetic. I have a theory that the mind numbing effects of scrolling make you less human, I try to stay away from that as much as possible. Though there are so many great Instagram accounts that we find so many of the artists we’re working with right now, there’s no middle man, you can just reach out to who you want to reach out to and that’s the best thing ever.

**L** That’s one of the best things about social media in general — it really connects people. Were you at men’s fashion week in Paris?

**H** Yes! It was my favourite fashion week of all time. It was honestly so emotional the whole thing. Like in the best way. It was such a friend vibe and it was just like...

**S** It was like a gang glow up!

**H** Yeah! Like Virgil’s show for Louis Vuitton was just a win for everyone. A win for culture, that’s a win for all of us. He’s the pioneer of breaking that barrier and making so much more possible and like I feel like our generation, like us and our friends, are the next ones to do all that, to be the leaders of that next generation of doing great things and coming full circle. I feel in our generation everyone’s so supportive of each other and it’s the best energy ever.

**L** It felt really emotional when Kanye and Virgil were hugging.

**Both** Oh my God! I know!!

**H** All our guy friends were crying! Virgil is one of the most emotionally stable people I know so to see him express that emotion and just cry, it was such a crazy feeling.

**S** We knew it would be something real, but we didn’t know just how much.

**H** All my make-up was running down my face, who would have thought I was crying at a fashion show! What’s beautiful too is it’s not only full circle of the careers of Virgil and Kanye but it’s how fashion used to be during the days of Galliano, McQueen—they were emotional shows. We’re coming back to that time where fashion actually means something more than a photo of something on Instagram. That’s what I’m talking about when it’s coming to a point where it’s more than the Internet, bloggers, street style photographers... I just can’t.

**S** And Matthew Williams for Alyx’s show, he’s about to do some crazy things.

**H** Oh My God yessss.

**S** And Yoon Ambush. She just did her first show with Dior for the accessories and she killed it.

**H** Everyone is so deserving of where they are right now.

**L** It sounds like it was your whole international friendship group out in Paris smashing it!

**H** Mmm, but also I’m not about exclusivity like saying my friends or my this, sometimes it seems that way cos people are going to Wyoming to listen to the Kanye album, but it’s actually way more about inclusivity than exclusivity. Like Virgil’s show was a lot about him and Kanye and the people surrounding him, like his friends and our friends, because we’re all in such a close circle, but it’s a win for everyone! Its way more inclusive than it is exclusive.

**L** It’s about raising people up, not pushing people down.

**H** For sure. With inclusivity, it’s also about. We’re really global, we’re not really from anywhere.

**S** We care about everything global. We take inspiration from everywhere from the middle east to France.

**H** We have a global vision, a global ear because we technically aren’t from anywhere. We’re ethnically Palestinian but we’ve lived in all these places so we’re like our identity has become one of all those cultures. Palestine is a huge part of our identity but for us it’s an abstract place because we’ve never been there. So our concept of home is very mobile. It’s kind of like a construct. That’s why we feel so at home everywhere we go and why we travel so much because we feel very comfortable doing that. Because of our concept of home is so moveable.

**S** I owe so many of my experiences to the fact that we’re DJing, We started out doing it because we wanted to dance and play the music we love, We love putting on new artists, that’s our number one thing. Like we find artists from all around the world. It’s amazing when we’ll play a song and then the next day on instagram or twitter they’ll DM me and tell me someone took a video of this artist from Nigeria who never thought their music would be played in America at a party. That’s my number one thing. I love doing that.

**L** That’s amazing, you’re creating these little networks everywhere you go, raising people up.

**H** When we get obsessed with something our whole friendship group gets obsessed with it, so it gets bigger and bigger.

**S** We love being excited about something.

**H** We love being obsessed with something. I get so sad when my obsession with something fades a little bit! We’re not big TV people but we’ll be obsessed with songs and artists and stuff so we’ll play it then our friends will play it that have a lot of followers and then their followers are like what’s that song?! So the domino effect of it is so cool to see, and I’ve seen it so much. Artists are always so appreciative when they know where it came from.

**L** That must feel so good. What track are you listening to obsessively right now.

**S** There’s this amazing artist from Mali who grew up in France.

At this point a FaceTime call from HAIM to SimiHaze interrupts. “Is it chill if I pick up?” says Simi before accepting the call and exclaiming, “My sisters!!!!!! Your cover was in the hair and make-up room of Notion on the wall!!!! It’s my favourite cover ever of you! Where are you guys now?”

**HAIM** We’re in Mykonos!

**S** What! That’s so fire, we’ll be there next week, will you still be there?

**HAIM** Noooooooo!

**S** Argh! Again... remember that time we were in Atlanta almost at the same time? We always miss each other! How fun is Atlanta tho?

**HAIM** SO GOOD.

**S** We had lunch in a strip club! We love youuuuu. See you in LA?

**HAIM** We go back in two weeks.

**S** Ok we’ll all be there in two weeks! Love you! See you girls soon!

\*SimiHaze blow kisses and wave into the iPhone screen\*

**H** They are so cute! We went to one of their first shows in LA then to see them open for Beyoncé at Coachella was so cool, It was just so emotional

**S** So cool to see the glow up. Everyone wants to help everyone. Everyone wants everyone to get there.





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