

SALMA ALI

• Fashion Stylist | Costume Designer | Image Consultant •

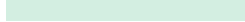


SKILLS

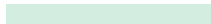
FASHION STYLING



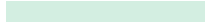
ILLUSTRATION



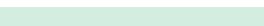
SURFACE ORNAMENTATION



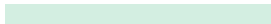
MARKETING



DESIGNING



MS OFFICE



PERSONAL DETAILS



+971 50 2454 584



Dubai



info@callacrew.ae

ABOUT ME

An experienced and results-driven fashion stylist with **6+ years** of working in **bollywood and internationally** for the red carpet, editorial, wardrobe, films, web shows, and commercial ads. Having worked in this highly competitive fashion / Commercial industry for many years, I am adept at motivating my team to be passionate about fashion and lead them towards innovative styles and method of marketing.

EDUCATION

B.Design in Apparel Manufacturing And Design | S.D.P.S Women's College, Indore | Affiliated to S.N.D.T University Mumbai | 2015 - 2019

LANGUAGE

English | Hindi | Urdu | Gujarati

EXPTISE

- Providing fashion advise
- Choosing and coordinating outfits for models, actors & celebrities, for a test shoot, red carpet, photoshoots, events, films, and web shows.
- Developing Mood Board, Inspiration board, Story LineStyle, and Mood Referencing
- Character Sketching & Costume Designing
- Sourcing clothes, jewellery shoes and other accessories From Designers and Publicists
- Making Of Costume proposals.



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EXPERIENCE

2024

JULY	<ul style="list-style-type: none">• VOGUE ARABIA EDITORIAL JULY ISSUE 2024 (UPCOMING)
JUNE	<ul style="list-style-type: none">• MAJID AL FUTAIM MANIFESTO & TESTIMONIAL• INVEST IN SHARJAH COMMERCIAL
MAY	<ul style="list-style-type: none">• BURO. MIDDLE EAST EDITORIAL MAY ISSUE 2024• MAJID AL FUTAIM COMMERCIAL
APRIL	<ul style="list-style-type: none">• BRIDAL STYLIST SERENITA• FOUR SEASONS ADVERTISEMENT & CAMPAIGN
MARCH	<ul style="list-style-type: none">• DUBAI ECONOMY & TOURISM COMMERCIAL ADVERTISEMENT FOR INDONESIA• VOGUE x VAN CLEEF & ARPEL'S EDITORIAL MARCH ISSUE 2024• VOGUE x LOUIS VUITTON EDITORIAL & COMMERCIAL MARCH ISSUE 2024
FEBUARY	<ul style="list-style-type: none">• HOLIDAY CAPSULE WARDROBE LOOK BOOK & CONSULTAION SERENITA :BRIDAL CONCIERGE• IMAGE CONSULTATION & BRIDAL SHOPPING BRIDE SERENITA
JANUARY	<ul style="list-style-type: none">• THE LINK - DUBAI : COMMERCIAL AD & CAMPAIGN



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EXPERIENCE

3

DEC
HEAD STYLIST

- **WORLD OF HYATT** | MUSIC VIDEO by Google
- **HOTSTAR DISNEY** | WEBSHOW | **KARMA CALLING**

2

AUG - NOV
HEAD STYLIST

- AKSHAY OBEROI | CELEBRITY STYLING | PROMOTIONS | IFFI GOA
- **PARACHUTE** | TVC
- **CADBURY** | BILLBOARD AD
- SHREYA DHANWANTRI | **REDCARPET STYLING** | LOKMAT AWARDS
- **SKYBAGS** | DIGITAL AD
- **HIMALYA** | DIGITAL AD | INDEPENDENCE DAY SPECIAL

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JUNE-JULY
HEAD STYLIST

- **AMAZON PRIME** | PROMOTIONS | **DIVYENDU SHARMA** | DAHAAD
- PROMOTIONS | **ADHURA - webshow** | **AMAZON PRIME**
- **FLIPKART** | DIGITAL AD | PRIYANK SHARMA
- **URBAN LADDER** | TVC
- MUSIC VIDEO | **ZEE MUSIC** | ISHQ MANGDA
- UMIYA TEA | **BILLBOARD AD**

2

MARCH - APRIL
HEAD STYLIST

- DIGITAL AD | **DISCOVERY PLUS**
- BRAND CAMPAIGN | LABEL D
- MUSIC VIDEO | **ZEE MUSIC** | CURRENT MARE

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JAN - FEB
HEAD STYLIST

- MUSIC VIDEO | **ZEE MUSIC** | KORA SA CHEHRA
- MUSIC VIDEO | **ZEE MUSIC** | MAST AANKHEIN

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DEC
HEAD STYLIST

- **FACE MAGAZINE** | **EDITORIAL** | JASMINE BHASIN
- **AMITA DAMANI** | BRAND CAMPAIGN | **FACE : MISS GRAND INDIA 2019**
- **FAASHION EDITORIAL** | HEAVENLY ENERGY

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OCT - NOV
HEAD STYLIST

- PARTHIV GOHIL | SOCIAL MEDIA REELS | FOR **INSTAGRAM MUSICAL CAMPAIGN**
- **VAIBHAV TATWADI** | PROMOTIONS | MUSIC VIDEO
- **RAQESH BAPAT** | CELEBRITY STYLING | DIWALI 2022
- FREEZONE | **BRAND CAMPAIGN**

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AUG - SEP
HEAD STYLIST

- **BMW** | TVC | COMMERCIAL
- **PAYTM** - FIRST GAMES | **VARUN SHARMA** | DIGITAL AD
- SOCIAL MEDIA & PROMOTIONAL VIDEOS | **PURPLE** | COSMETIC BRAND
- **REDCARPET STYLING** | **FILMFARE** | FEMINA MISS INDIA 2019 & FEMINA MISS GRAND INDIA 2019



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JULY
HEAD STYLIST

- **BILUMA DIGITAL** | HOARDING CAMPAIGN | CETAPHIL SISTER BRAND
- **SONY LIV ANNIVERSARY** | VIKRANT TATWADI | CELEBRITY TYLING
- **BOLLYWOODJOURNALIST AWARDS** | AKSHAY OBEROI | RED CARPE

JUNE
HEAD STYLIST

- **CANDY MAGAZINE** | RASIKA DUGGAL | **EDITORIAL** (Cover Page)
- **CANDY MAGAZINE** | JOHNITA GANDHI | **EDITORIAL** (Cover Page)
- S4U BRAND CAMPAIGN | FASHION | **ANOKHI**

MAY
HEAD STYLIST

- **HDFC Mother's Day** | TVC
- CELEBRITY STYLING | **KARAN DEOL**
- FASHION EDITORIAL FOR **CANDY MAGAZINE**
- **TRUPTI KHAMKAR** | CELEBRITY STYLING | **ZEE TV TALK SHOW**
- **RENTIYO** BRAND CAMPAIGN | FASHION | COLLECTION'22 SUMMER SPRING
- CELEBRITY STYLING | **PRIYANK SHARMA** | WEDDING STYLING

APRIL
HEAD STYLIST

- TRUPTI KHAMKAR FOR BHADIPA **AWARDS** | CELEBRITY STYLING
- **GROW APP** DIGITAL ADVERT
- **HONEY POP** | FASHION | CONCEPT SHOOT

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MARCH
HEAD STYLIST

- **TRAVEL SHOW - NAT GEO** | POSTCARDS FROM JHARKHAND | STARRING **RASIKA DUGGAL**
- **HDFC WOMEN'S DAY** | TVC
- CELEBRITY STYLING | **NIA SHARMA** | PUBLIC APPEARANCE | CASINO ROYALE: GOA
- RED CARPET STYLING | **AKSHAY OBEROI** | **ITA AWARDS** (INDIAN TELEVISION AWARDS)

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FEB - MARCH
HEAD STYLIST

- CELEBRITY STYLING | SACHET TANDON & PARAMPARA TANDON | MUSIC TOUR

JAN
HEAD STYLIST

- CELEBRITY STYLING | **TRUPTI KHAMKAR** | **MOVIE PROMOTION** | **ZOMBIVALI**
- CELEBRITY STYLING | **NIA SHARMA** | MUSIC PROMOTION | **PHOONK LE**
- CELEBRITY STYLING | **NIA SHARMA** | MUSIC PROMOTION | **BIG BOSS SEASON 15** | **PHOONK LE**

DEC - JAN
HEAD STYLIST

- MOVIE | **BOONDI RAITA** | STYLING LEAD ACTOR ; **SONALI SEHGAL**



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DECEMBER HEAD STYLIST

- CELEBRITY STYLING | **AKSHAY OBEROI** | INSIDE EDGE PROMOTION
- CELEBRITY STYLING | **SIDDHARTH GUPTA FOR ANKITA LOKHANDE WEDDING**

NOVEMBER HEAD STYLIST

- CELEBRITY STYLING | **TAHAA SHAH** | MUSIC LAUNCH | PROMOTION
- FASHION EDITORIAL | **VIGOUR MAGAZINE** | **MY DARKEST DEMON**
- CELEBRITY STYLING | **RITHVIK DHANJANI** | **DIWALI PARTY 2021**
- CELEBRITY STYLING | **SIDDHARTH GUPTA** | **DIWALI PARTY 2021**

OCTOBER HEAD STYLIST

- **DIGITAL BYTE FOR DISNEY HOTSTAR :**
PAPA VS THERAPY
IF BAI WAS YOUR BRO
- MUSIC VIDEO | **TERE LABH PE** | **ZEE MUSIC COMPANY**
- CELEBRITY STYLING | **ASHNOOR KAUR** | **EVENT**

SEPTEMBER HEAD STYLIST

- COMMERCIAL | TVC | **BRITANNIA MARIE GOLD BISCUIT**
- **LABEL D** | BRAND CAMPAIGN | **PRET COLLECTION '22**

AUGUST HEAD STYLIST

- GOOD DAY BRITANNIA - FT **ZAKIR KHAN & UDIT NARAYAN**
- ADOBE - FASHION CONCEPT SHOOT

JULY HEAD STYLIST

- **OPPO** Digital Campaign '21 - STARRING **SIDDHARTH GUPTA**
- **S4U** | BRAND CAMPAIGN | COLLECTION '22
- **HDFC LIFE INSURANCE** | TVC

MAY HEAD STYLIST

- **S4U BY SHIVALI** | BRAND STYLING | CATALOGUE
- **HAI TABBA** | CHAPTER 2 | EPISODIC | **ALT BALAJI**

APRIL HEAD STYLIST

- **HAI TAUBBA** | CHAPTER 1 | EPISODIC | **ALT BALAJI**

DEC 20'-MAR 21' ASSOC. STYLIST

- **PUNCH BEAT SEASON 2 (ATL BALAJI)** | **WEB SERIES** | PRIMARY CAST, SECONDARY & TERTIARY

JULY - NOV ASSIT. STYLIST

- **PYU MISHRA - CELEBRITY STYLIST & COSTUME DESIGNER**
- **WEB SERIES** | **BICCHOO KA KHEL** | **ALT BALAJI**
- TEST SHOOT | **AMREEN QURESHI**
- **ANUSHKA SEN** | **DIWALI PARTY 2020**
- **ERIKA PACKARD & GABRIELLA DEMETRIADES** #VOCALFORLOCAL
- **ADELIN CASTELINO** | **CANDY MAGAZINE** | COVER PAGE
- **HT BRUNCH MAGAZINE** | **VIKRANT MESSY** FOR COVER PAGE



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2015-2019

SEP 19' - JUNE 20'
HEAD STYLIST

PROJECT PARADE | TWEE IN ONE

JUNE - SEPT 2019
ASSIST. STYLIST

ESHAA AMIIN - The Style Elevator

- CELEBRITY STYLING | EDITORIAL | RED CARPET
(KARISHMA KAPOOR, BIPASHA BASU, CHITRANGDA SINGH,
RAVEENA TANDON, BANI J, LARA DUTTA, KARAN SINGH GROVER
POOJA HEGDE)
- BRAND CAMPAIGN | CURATO & FBB

NOV 18' - JAN 19'

TWEE IN ONE - ASSISTANT DESIGNER

MAY - AUG 2018
IN HOUSE STYLIST

LAVANYA EVENT & CO

MARCH - SEP 2017
FASHION
CONSULTANT

ALTER EGO

OCT 15'-MARCH '16
ASSISTANT
DESIGNER

DESIGNER KILLA

ACHIEVEMENTS

- **BEST DESIGNED COLLECTION AWARD**
EFFLORESCE 2019 | GRADUATION FASHION SHOW AT S.D.P.S COLLEGE
- **FIRST INTERNATIONAL EDITORIAL SHOOT |**
GMARO & THE LIFESTYLE JOURNALIST MAGAZINE | MARCH & APRIL 2020
- **SECOND INTERNATIONAL EDITORIAL SHOOT | PARIS, FRANCE**
PUBLICATION
FIENFH | JUNE ISSUE 2020
- **DADA SAHEB PHALKE INTERNATIONAL FILM AWARDS**
FACE OF INDIA + PROJECT PARADE | RUNWAY STYLING (for 3 emerging designers)

