

NABILA KHASHOGGI

An Intriguing International Business Entrepreneur.

With no formal background in the beauty industry other than a lifelong love affair with skincare products and cosmetics, Nabila Khashoggi is becoming an iconic beauty entrepreneur. In 2010, she set out to assemble the best team possible to help create her vision of high-quality, naturally derived products. Her eye for luxury is in her genes: she is the eldest daughter of legendary billionaire Saudi tycoon Adnan Khashoggi and cousin to Dodi Fayed who dated Princess Diana and died with her in a car crash in 1997. In addition to her successful and growing Nabila K line, Khashoggi is also an actor, mother, and author of a children's comic book series. She has been involved with a number of successful businesses and devotes much of her time to securing financing for charitable projects. Dive in as we uncover the sumptuous story behind this buzz-worthy beauty business leader.

RAINE: Tell us more about your international background.

KHASHOGGI: I was born in Beirut. My father is Saudi and my mother is British and Irish. We moved to England in 1975 because of the war where we had a British nanny who raised us and became a part of our family. From there we went to Switzerland and France and diversified our studies based on what we wanted to do.

RAINE: What was it like traveling so much as you grew up?

KHASHOGGI: As children we were lucky to travel to lots of different places including the United States, England, and Italy for holidays because of my father's business. We've been traveling ever since. My family inspired my love for travel: I enjoy experiencing all sorts of cultures and traditions. Every day you learn something new. I'm very lucky to have had access to that.

RAINE: What is the inspiration behind the Nabila K line?

KHASHOGGI: My brother had a bubble bath line that he called Nabila. It was packaged in large glass bottles made in the South of France. We were brought up having a bath every night and thought, "wouldn't it be great to create our own scents that we had growing up?" That inspired us to expand the line.

RAINE: What do you love about being a beauty entrepreneur?

KHASHOGGI: The Nabila K line is such a collaboration, from concept to packaging to the scents. It's so exciting to work with creative people. I didn't plan it out a lot, I just started creating products I love. It's a lifestyle brand. Nabila K. has products for the home, the body, and a little bit of fashion. We feature products you need that are also of very good quality. I'm especially proud of the travel line, Voyages Garden, featuring uniquely designed toiletries. Some European hotels and spas are already ordering the line. We just created the first Nabila K. scarf which is based on the 1920's travel stickers from trunks. It's made with all natural ingredients. The scarves are made in Italy with the help of my very talented cousin. We want retail buyers to enjoy what they're buying and come back for more. We work on every scent and every product until we get it right.

RAINE: Where are your products distributed?

KHASHOGGI: Our products are in various boutiques and spas at the moment and online at Nabilak.com.

RAINE: What other product lines are you working on?

KHASHOGGI: We're starting a toddler line with an all-in-one bubble bath and shampoo. We also have a line of



perfumes coming soon. It took about a year to perfect and it will be something that you will want to collect.

RAINE: How did you get involved with the many businesses early on in your career?

KHASHOGGI: I've had a lot of great opportunities. With Infolex, a very clever friend of mine and I created this search engine displayed in train stations and hotel lobbies so you could make reservations right then and there. Mobile Medicine was a business to help package and finance projects to get them started. Today it has grown into a vehicle for charity. Right now I'm facilitating getting mobile medical units to Syrian refugees.

RAINE: When did you decide to foray into writing?

KHASHOGGI: I started writing when my oldest, Spartan, was 3 years old. I would just make up stories. He had this rubber green egg that he became attached to and so I turned the egg into his alien spaceship and that was the first journey we started in the Amazon series. The first book is set in Italy and addresses the plight of the honeybee. The idea is to take kids to new countries so they can experience new traditions and cultures and learn to give back to the planet. We go to a new country in every book and create an entire experience around it - we have the doll, the puzzle, and the products to go with it. It's exciting because you get to be a part of creating great stuff and get to give back to children as well. The proceeds from the books go directly to funding new projects that help children.

RAINE: What do you love about being a creative?

KHASHOGGI: It gets you up in the morning. Whether it's for business or to give back, it's fun to get inspired and see other people enjoying your projects.