

NS
NIKI SHAH

NIKI SHAH

MEDIA KIT 2026





ABOUT

Niki Shah is a globally recognized entrepreneur, digital influencer and advocate for women and children empowerment. With a community of over 2.5 million+ followers, Niki has become a powerful voice at the intersection of fashion, purpose and influence.

Known for her authenticity and elegance, Niki has partnered with prestigious global brands while staying deeply rooted in values that matter, celebrating motherhood, championing social causes and elevating underrepresented voices.

She is the founder of multiple ventures and a prominent figure at high-profile events such as Milan Fashion week, Paris Fashion Week, Modest Fashion Week, where she blends storytelling, style and soul in every appearance.

As Niki's journey continues to evolve, she is also stepping into the media space as the Co-Founder of **Legacy**, a premium magazine dedicated to image building, personal branding and strategic PR for today's most influential leaders, founders and changemakers. Set to launch in the first quarter of 2026, Legacy will spotlight powerful stories, elevate reputations and shape narratives with intention positioning it as a go-to platform for individuals and brands looking to create lasting impact.

A modern-day role model, Niki Shah continues to inspire a new generation of women to lead with grace, courage and vision-making her a natural fit for campaigns that aim to leave a meaningful global impact.

INFLUENCE WITH INTENT AND PURPOSE



Beyond the spotlight of international fashion weeks and global brand campaigns, Niki Shah is a **devoted humanitarian** whose heart beats for service and impact. She serves as a **Global Ambassador for Shrimad Rajchandra Love and Care** and its empowering initiative Raj Uphaar, championing transformative efforts in **health, education, and women and children empowerment across the world.**

Through her partnership with SRLC Mission Africa, Niki supports on-ground missions that provide life-changing aid to **underserved communities**; from clean water and food distribution to rural healthcare and education. Her involvement is not just symbolic; it is personal, passionate, and deeply purpose-driven. She is also a proud ally of **UNICEF India**, supporting initiatives that advance child welfare, protection and several other vital causes.

As a content creator and changemaker, Niki uses her powerful platform to **amplify stories of hope, uplift marginalized voices** and inspire her millions of followers to give back. Her social work seamlessly integrates with her identity as a mother, influencer, and entrepreneur, making her not only a role model in style, but in soul.



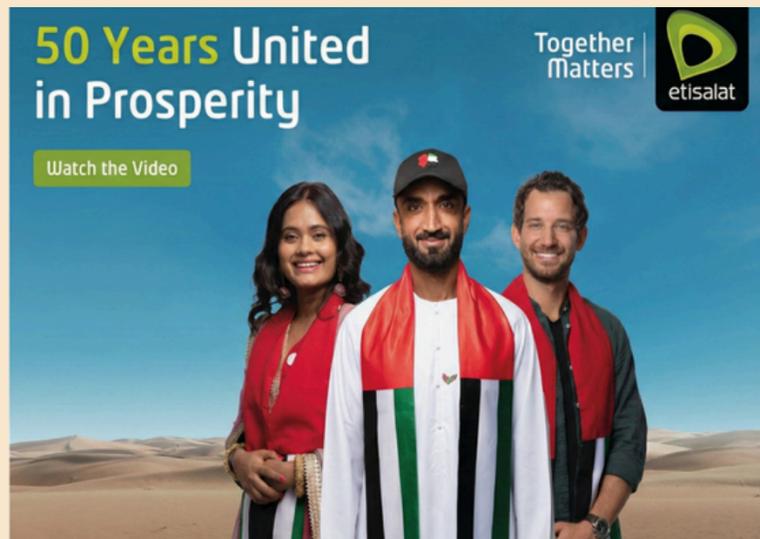
A VOICE THAT CONNECTS

Having collaborated with **350+ brands globally**, Niki Shah stands out not just for her influence, but for her ability to genuinely connect with her audience. Through **heartfelt storytelling**, she weaves experiences with positivity, humility, and a deep sense of purpose.

As a **new mom**, living in a **joint family**, and **grounded in spirituality**, Niki brings a refreshing authenticity to the digital space. Whether she's traveling the world or cherishing life's simple joys, her stories resonate making every collaboration more than just content, but a meaningful moment her community truly relates to.



CAMPAIGNS



and many more...

MOMENTS OF COLLABORATION



GLOBAL APPEARANCES & RECOGNITION

Niki Shah is a Global Indian Social Media Personality. Over the years, she was recognised by the industry as a successful digital content creator and is a regular guest of international high profile events.



ACHIEVEMENTS

- YOUTH ICON
- NAARE MS & MRS DUBAI QUEEN – LIFESTYLE INFLUENCER
- NOMINATED FOR INFLUENCERS AWARD UAE
- JITO UNDER 30 - UAE
- AWARDED BY SUPER MOM AS LIFESTYLE INFLUENCER

INTERNATIONAL EVENTS

- MILAN FASHION WEEK
- PARIS FASHION WEEK
- ARAB FASHION WEEK
- FILM FARE MIDDLE EAST
- AWARDS INCLASICCA MUSIC
- FESTIVAL FASHION FORWARD
- MODEST FASHION WEEK
- CANNES FILM FESTIVAL





“Having lived in countries like India, Kenya and UAE, Niki Shah absorbed the essence of different cultures, nature and trends all her life.”

INTERNATIONAL BUSINESS TIMES



SOCIAL STATISTICS



2.6M

Instagram

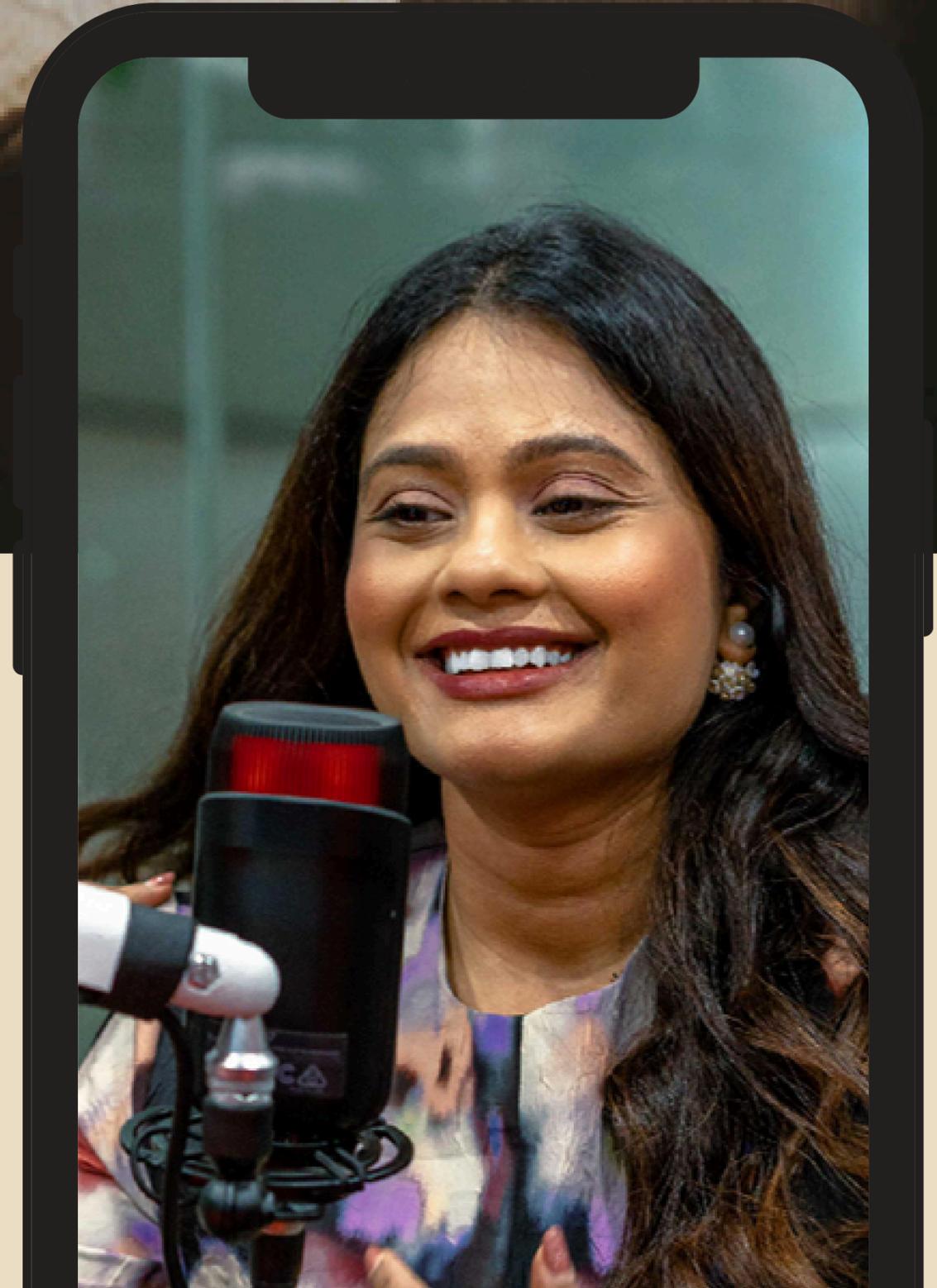
59K

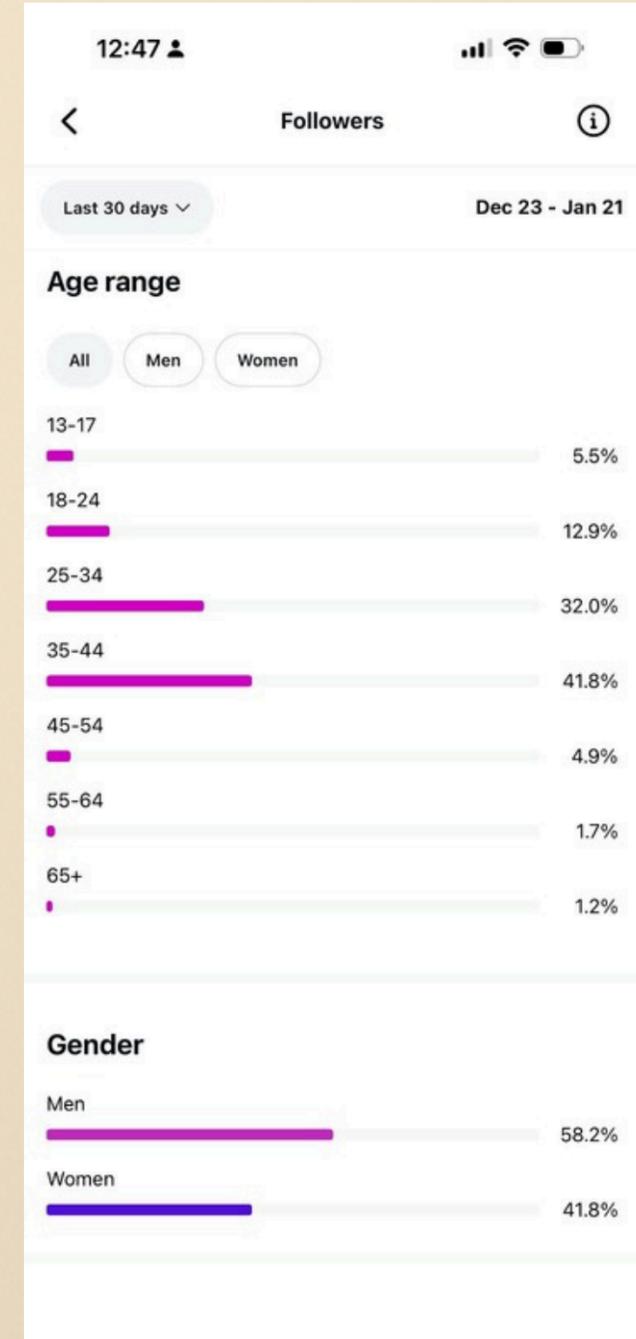
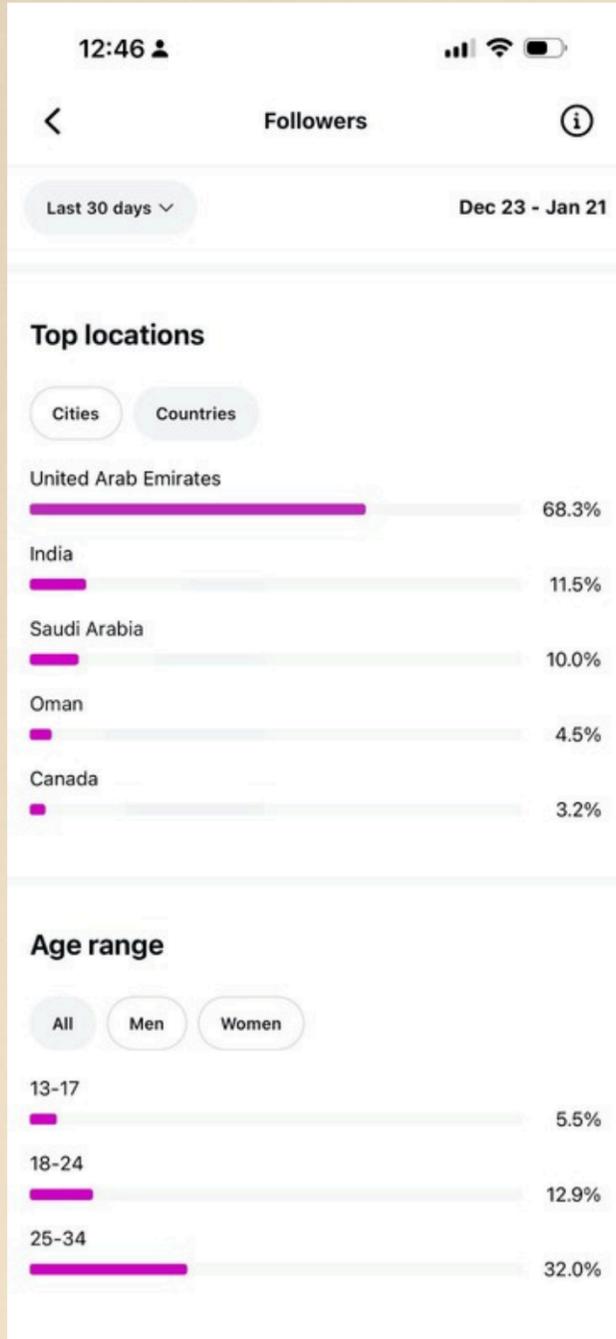
Tiktok

15K

Facebook

<https://nikishah.digicomm.online/>

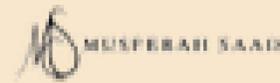
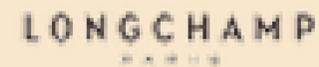




BRANDS COLLABORATION



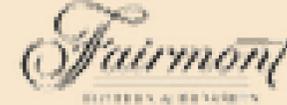
FASHION



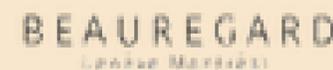
BEAUTY



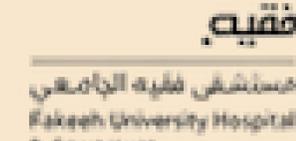
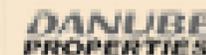
LIFESTYLE



JEWELLERY



TECH & OTHERS



DIGITAL PRESS



abp LIVE

Niki Shah Shines At Cannes 2025, Blending Indian Heritage And Dubai Glamour In Custom Pankaj & Nidhi Saree

Dubai-based Indian influencer and cultural ambassador Niki Shah turned heads on carpet in a breathtaking custom saree by celebrated Indian designers Pankaj & Nidhi.

Dubai-based Indian influencer and cultural ambassador Niki Shah turned heads on the iconic red carpet in a breathtaking custom charm, thanks to Dubai-based Indian influencer and massador **Niki Shah**, who turned heads on the iconic carpet on erarpet in a breathtaking custom saree by celebrated Indians **Pankaj & Nidhi**.

Fashion Guru At 18, Social Medi Media Influencer Of UAE At 30: How Niki Shah Gave New Dimension To Brand Promotions

Having lived in countries like India, Kenya and UAE, Niki Shah absorbed the essence of different cultures, nature and trends all her life.

By IBT Entertainment Desk
July 17, 2019 19:18 IST



GULF NEWS

Indian influencer in UAE with over 1.7 million followers says no to gifts, yes to charitable cause, for her baby shower

Niki Shah calls upon friends, family to support healthcare for the underprivileged

Niki Shah, Indian influencer in Dubai with more than 1.7 million followers on Instagram, asks her friends to donate gifts to charity for her baby shower after the birth of her child.

GULF NEWS

GOLD/FOREX WEATHER PRAYER TIMES

UAE Success Stories

EXCLUSIVE

Niki Shah: The girl-next-door made this Dubai-based Indian expatriate a multimillionaire

Instead of pushing the trends, I listened to my audience, says social media influencer

Last updated: October 04, 2021 | 19:04
Anjana Kumar, Senior Reporter

5 MIN READ

Follow us +

mid-day

Latest News Mumbai News Entertainment C Maharashtra Local Polls

Modest Fashion Week 2025: A Celebration of Style, Identity, and Empowerment

19 April, 2025 05:03 PM IST | Mumbai |

Niki Shah

Modest Fashion Week (MFW) 2025 in Abu Dhabi was a transformative event that celebrated fashion harmonizing elegance with cultural and personal values. Held from April 14-16 at the iconic St. Regis Saadiyat Island Resort, the event brought to brought together designers, influencers, and fashion enthusiasts from around the world to showcase styles that are both contemporary and fashion contemporary and respectful of diverse traditions.

Humble Beginning

STORIES

May 17

Niki Shah | India & Dubai | Blueprint For What's Possible

Advocate for Humanitarian | Brand & Social Media Influencer
Vlogger | Holistic Living Advocate | Global Ambassador

Niki Shah's story begins in the modest town of Patan in Gujarat - India, where her early childhood unfolded in a tight-knit community filled with simplicity and tradition. But destiny had grander plans. At just 12, her life took a dramatic turn when her family relocated to Kenya. Faced with the challenge of adapting to an English-medium education system, Niki

mid-day

Q search here... SUBSCRIBE

Mumbai News Entertainment Celebrity Life Sports Lifestyle Lifestyle/Health/Princessious Maharashtra Local Polls IND vs SA Bigg Boss 19 US News Shorts Change In Gat

The saree, embroidered with motifs inspired by Dubai's skyline, felt like a bridge-between where she comes from and where bh is now. The bridge stha where shis is now.

Niki Shah

Amidst a sea of sequined gowns and predictable silhouettes, one woman was a reminder and reminded the world what real elegance loo' remained in six yara

Womenpreneur Middle East

FROM INDIA TO AFRICA

UNITING HEARTS TO UPLIFT LIVES

BREAKING BARRIERS IN WOMEN'S HEALTH

SRLC'S MISSION TO ADDRESS MENSTRUAL HEALTH TABOOS AND EMPOWER YOUNG AFRICAN GIRLS.

NIKI SHAH

HUMANITARIAN LEADER. PASSIONATELY DRIVING SRLC MISSION AFRICA'S TRANSFORMATIVE EFFORTS TO UPLIFT MARGINALIZED COMMUNITIES.

LET'S WORK TOGETHER

NS
NIKI SHAH



EMAIL: TEAM@NIKISHAH.COM

