

Che' Puan Datin Mimi Wahedah Yusop



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mimiwahedah

Mimi Wahedah is one of the top model in Malaysia in the 80's. She started her modelling career at the age of 18. She was Miss Favourite & 2nd-runner up for Dewi Remaja 87/88 competition.

A familiar face, she used to emcee for corporate events, model for tv commercials, and busy hosting for various TV programmes. Worked at Cartier & Ratu Kuala Lumpur as a Boutique Manager before embarking on her own to become Hijab Stylist and provide trainings on Grooming & Social Etiquette.

Mimi Wahedah Global, a company she formed to focus on her modest clothing brand "MW by Mimi Wahedah" in 2017. Her motto - "Less is More".

Mimi loves Turban. She enjoys styling variation of turbans, experimenting with many materials. After realising that in order to look different, she started to produce neck collars, to further accessorize while covering turban users' neck. To make her collection more stylish, MW capes was born, that can be worn at many occasions and users are encourage to mix & match.

Pursuing her passion in modest collections and to make it inclusive, her CSR programme with cancer survivors will be ongoing, with the main aim to boost their confidence with MW collections.

MW by Mimi Wahedah collection was first previewed at NK Fashion Week runway during London Fashion Week at The Bentley Hotel, London on September 2019. Look out for more collections this upcoming years.

Connect / follow her here:

FB: Mimi Wahedah Yusop

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Planning for Peniagawati:

To help Bumiputera Entrepreneurs & women business owners to expend their businesses through Peniagawati platform. Being the 1st Ngo & celebrating our 40th Anniversary next year, many that we can offer and leverages among us. With the Belanjawan 2020 and proper planning yes i believe we will lead as a Role Model.

Planning for Biro Corp Comm:

To make sure all social media will be engaged with Peniagawati activities and all will be updated. Good rapport with Media will play a biggest role for us to be known in the association.

Will be working closely with all members to ensure the bonding #sisterhood. To create awareness among members. Highlight Exco & Committee on social media on their achievements. As of Life Member we shall highlight them too on their achievements