

# ZENA NEWS

APR 2022



STRATEGIES TO REACH DIVERSITY & INCLUSION GOALS

## Muslim Women Entrepreneurs Thrive in Seattle



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As someone who helps organizations improve engagement, I'm interested in relationship marketing. While the costs are low and results can be high, it's an approach that requires a lot of time.

Retailer and designer Michaela Corning provides a good example at her new venue, the *Barakah Beauty Collective*.

Located in north Seattle, this elegant shop offers women a full-service beauty salon, clothing boutique, massage, and events.

## Serving Women-Only Can Be a Profitable Niche

I've collaborated with Michaela, whose business caters to Muslim women like herself, on regional community projects before, and learned about the vibrant network she's a part of.

This diverse USA demographic doesn't fit into neat boxes. The groups I've worked with follow conservative Islamic norms of gender separation and dressing modestly (Christianity and Judaism have similar customs). The truth is, many of us prefer to buy beauty services where the 'male gaze' isn't a factor.

## A Post-Covid Small Business Success Story

Remodeling donations for this business poured in through word-of-mouth and social media. The timing is ideal. After two years of slim pampering options at home, patrons are coming from all over. Plus, many families buy new clothes to celebrate the end of the holy month of Ramadan on May 2.

As a non-Muslim, I know the *Collective* welcomes any female. And when a man who seemed unaware of the store's gender policy dropped in recently, he too was treated politely.

What cross-cultural opportunities might you be overlooking?

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## EVENTS



**FREE Small Business Certification Workshop w/OMWBE**

**April 14**  
**10-12:00 & 2-4:00**  
*(in person, lunch included)*  
at Tabor 100 in Tukwila

Learn about the benefits of small business certification, including Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE), and Small Contractor and Supplier (SCS). Register through Tabor 100.



**Equity Outcomes Begin with Language**

**May 18, 1:00-2:15**  
Garry Clark & Lee Mozena  
Online only | Register at WSNP

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