

ULTRA-LUXURY
BRAND CONSULTANCY





A
LUXURY
INSIDER

Navigating through the ultra-luxury market requires a thorough understanding of the region's elite - their culture, their code and their unique set of interests.

One of the few with exclusive access into this inner circle is HFA Consultancy.



YOUR
ELITE
PARTNER



HFA is an ultra-luxury brand consultancy in the Middle East specializing in PR and client relations. We aim to foster closer customer-brand relationships by linking prestigious brands to the region's foremost publishers, as well as the most exclusive audiences in the Middle East.

HFA Consultancy's extensive knowledge of the luxury market - the ins and outs, the whos and hows - makes us the ideal partner for brands looking to enhance their profile among the region's elite.



A CLASS
OF HER
OWN

HFA was founded by Haya Akhdar, a name already familiar to the close-knit world of fashion and luxury in the region. Her work with leading brands over the past decade has gained her respect and acclaim in the industry and among peers. Leveraging her personal network and insider cachet, Haya opens doors for brands with the most discerning clientele.

A Saudi national, Haya has a natural insight into affluent society that few can match. Her genuine Middle Eastern roots and upbringing allow her to communicate to the region's upscale clients as peers - trusted and recognized for her influence, her taste, and her recommendations. Combined with her passion for people and the drive to deliver the highest level of service, Haya is truly in a class of her own when it comes to building relationships with the press and with affluent clients.



AN
INTEGRATED
APPROACH

Led by an insider in the worlds of both luxury brands and audiences, HFA Consultancy offers unparalleled customer service and the bespoke solutions required to meet the demands of such a unique market.

In addition, HFA Consultancy maintains a holistic perspective of the industry, ensuring that every facet of the brand is managed well. Our hands-on approach to planning, production, and implementation promises to keep PR and client relations integrated, resulting in more seamless brand communications.

The key services that HFA offers include:

MEDIA RELATIONS

MANAGEMENT OF MEDIA ASSETS

EXCLUSIVE BRAND EXPERIENCES

INFLUENCER RELATIONS

BESPOKE EVENTS

CLIENT DATABASE MANAGEMENT

hfa



IT ALL
STARTS
WITH A
CONVERSATION



Nurture your relationship with the region's luxury audiences. Get in touch with us and let's talk.

haya@hfaconsultancy.com

