



إِنَّمَا يُرِيدُ اللَّهُ لِيُذْهِبَ عَنكُمُ الرِّجْسَ أَجْمَعِينَ وَيُطَهِّرَ الْبَاطِنَ لِيُخْرِجَ الْبَاطِنَ
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO (40%)

LILY.SCARF

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY

SEMESTER : 4

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

**NAME : 1) NOOR ALEEYA HUSNINA RIZA (2021114443)
2) NUR AMALIA BINTI MOHD NAZAM (2021115055)**

GROUP : AC220B4I

LECTURER : SIR AHMAD ZUHAIRI ZAINUDDIN

SUBMISSION DATE : 29 JANUARY 2022

ACKNOWLEDGEMENT

Alhamdulillah, we are grateful to Allah S.W.T. for allowing us to complete this Social Media portfolio as one of the requirements for the code ENT530's course work assessment.

Special thank you to our parents that had been supporting us to complete this project by helping us to promote and sell our business product named Lily.Scarf. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten by our lecturer, Sir Ahmad Zuhairi Zainuddin with his kindness in helping us during the process of completing this project. He has given a great help to us by giving us useful information and business ideas. We wouldn't have been able to finish our portfolio without him.

Through this assessment, we manage to become more organized and mature in dealing with problems that occur during our business. This portfolio taught us about social media business by using Facebook pages, sales revenue, method of marketing using soft sell and hard sell and creating teasers to attract customers towards our product.

Finally, we want to express our gratitude to everyone who has been a part of this project, whether directly or indirectly for the time and work they have put into it until it was completed successfully. We also want to express our sincere gratitude to all other unnamed individuals who assisted us in various ways in the completion of this portfolio and we hope that this social media business and portfolio report will inspire us to learn more about the world of entrepreneurship and the facts about how to become an entrepreneur in the future.

EXECUTIVE SUMMARY

Lily.Scarf is a dropship entity under Assenshaw! that provides ladies and customers who've been looking for an affordable scarf and apparel. We have all of the most recent patterns that are worn by modern women outside, especially teens who are always looking for the most up-to-date look. Our initiative is to make women regardless of their age to get an elegant and modern look. Our first released product is a shawl with a chiffon and crinkled material. Despite releasing only one hijab, we would like to diversify our collection by adding other types of hijab which are 'bawal' and inner scarf.

The majority of Lily.Scarf's customers are students, housewives, and working women who wish to buy for themselves or as gifts. Lily.Scarf constantly offers guidance to its customers who require assistance in selecting a hijab that is ideal for them based on the types, colours, or materials of the scarves. Based on the segmentation of demographic, geographic and psychographic, our business covers both east and west Malaysia as we fully operate our business through an online platform.

Lily.Scarf's dropship business began on November 14, 2021 by using social media. Facebook is our primary platform for promoting and selling our products. On November 14, 2021, we started registering with Masmed Young Entrepreneur (MyENT) and acquired a certificate to establish this business as a retail clothing and apparel dropship.

The marketing approach of Lily.Scarf is to highlight the quality and affordability of the products we offer to buyers. They will receive a free limited edition mailbox with a minimum two-piece purchase, a scarf combo pricing, free postage during any seasonal celebration and a random giveaway to our active followers.

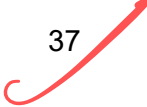
As compared to other competitors, Lily.Scarf has significant competitive advantages. Our business provides premium designs and materials with a high opacity of 9/10 and a perfectly sized hijab that fulfill the demand of our customers. Then, we get the customers the optimal price that fits their needs. The most expensive hijab is the crinkled chiffon silk, which costs only RM39 and is considered reasonable in comparison to others.

Lily.Scarf has already sold the hijabs and received positive feedback from consumers who were pleased with the pricing and quality. To conclude, we are optimistic that our business will be more successful and well-liked by customers in the long period of time.

Good

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i. GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																			
 <p>NOOR ALEEYA HUSNINA RIZA</p>	<table><tr><td>Company Name</td><td>: Lily Scarf</td><td>Company Registration No.</td><td>:</td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>:</td><td>Dropshipper</td></tr><tr><td>Facebook Page</td><td>: https://www.facebook.com/Lily.Scarf.my/</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Apparel, Health & Beauty / Fashion & Lifestyle</td></tr><tr><td>Wechat for Business Marketplace</td><td>: Others</td><td>Business Instagram Page</td><td>:</td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Business Website</td><td>:</td><td></td></tr><tr><td></td><td></td><td>Type Of Website</td><td>:</td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td>No</td></tr></table>	Company Name	: Lily Scarf	Company Registration No.	:	Edit	Type Of Business	: Sdn. Bhd	Business Role	:	Dropshipper	Facebook Page	: https://www.facebook.com/Lily.Scarf.my/	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	Wechat for Business Marketplace	: Others	Business Instagram Page	:		Business Related to Your Study Field	: Yes	Business Website	:				Type Of Website	:				Experience in International Export	:	No
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PERSONAL PROFILE	BUSINESS PROFILE																																			
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		Type Of Website	:																																	
		Experience in International Export	:																																	



Certificate of Completion

This acknowledges that

NOOR ALEEYA HUSNINA RIZA

has successfully completed

eUsahawan Course
Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.



Certificate of Completion

This acknowledges that

NUR AMALIA BINTI MOHD NAZAM

has successfully completed


eUsahawan Course
Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

ii. MYENT CERTIFICATE

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2021114443
Nama	:	NOOR ALEEYA HUSNINA RIZA
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Pakaian dan Kelengkapan
Tempoh Berniaga	:	2021/November
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/Lily.Scarf.my/
Alamat Premis Perniagaan	:	NO.102D, LORONG PH A/1, BANDAR SERI ASTANA D, 08000 SUNGAI PETANI, KEDAH.
Tarikh Mendaftar	:	14 Nov 2021
Tarikh Kemaskini	:	14 Nov 2021
Tarikh Cetak	:	14 Nov 2021
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021115055
Nama : NUR AMALIA BINTI MOHD NAZAM
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga : 2021 / November
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Lily.Scarf.my/>
Alamat Premis Perniagaan : No 102D, Lorong PH A/1, Bandar Seri Astana D, 08000 Sungai Petani
Kedah.
Tarikh Mendaftar : 15 Nov 2021
Tarikh Kemaskini :
Tarikh Cetak : 15 Nov 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM.
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

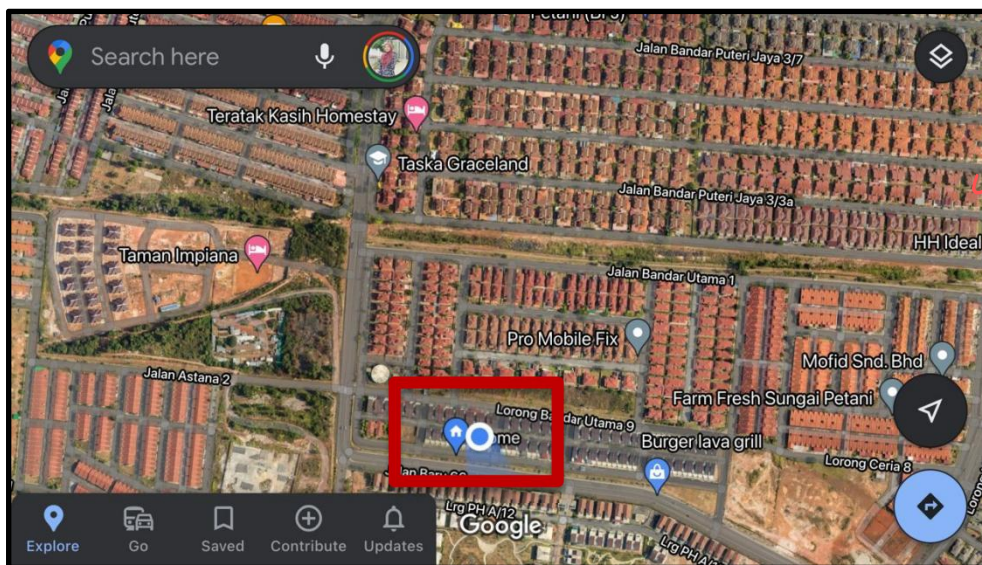
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

iii. INTRODUCTION OF BUSINESS

- Name and address of business

Business Name	Lily.Scarf
Business Address	No.102D, Lorong PH A/1, Bandar Seri Astana D, 08000 Sungai Petani, Kedah.
Telephone Number	
E-mail Address	Lily.Scarf.my@gmail.com
Email Social Media	https://www.facebook.com/Lily.Scarf.my/ Facebook : Lily.Scarf
Form of Business	Dropship entity under Assenshaw
Main activities	Selling varieties of colour, material and design of shawl, 'bawal' and inner scarf.
Date of commencement	14 November 2021
Name of Bank	Bank Islam Berhad
Bank Account Number	

Location of business:



- **Organizational Chart**

Lily.Scarf is a dropship entity under Assenshaw1 that is conducted by Noor Aleeya Husnina Riza and Nur Amalia Binti Mohd Nazam. Therefore, both of us will be assigned as an administrative, financial and marketing manager for Lily.Scarf.



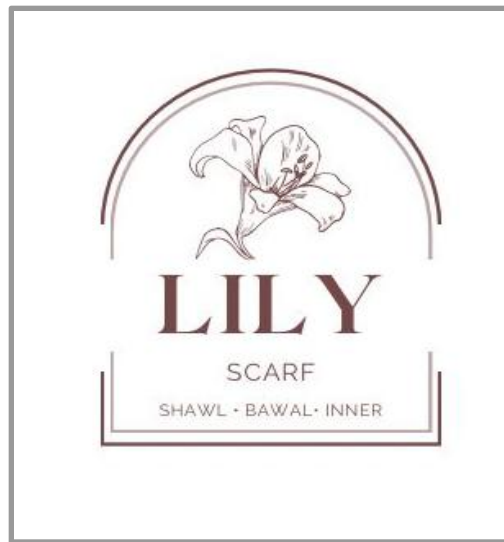
NOOR ALEEYA HUSNINA RIZA



NUR AMALIA BINTI MOHD NAZAM



- **Logo**



We chose Lily.Scarf as our brand name because lilies represent purity, passion, rebirth and royalty. The white lily element at the top is a lovely way to express your happiness with someone special that you are on cloud nine with them and how much they mean to you. Just like our scarves that eventually will convey the purity of love to our customers.

- **Mission and Vision**

Mission

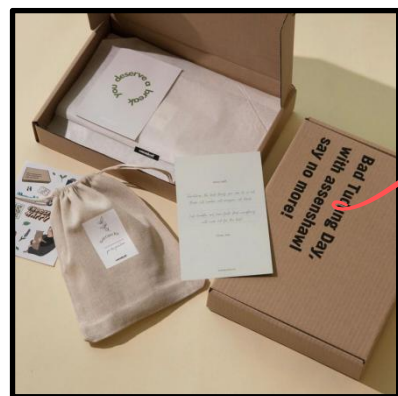
- 1) Lily.Scarf's aim is to boost customers' attraction to us and improve client loyalty satisfaction.
- 2) To deliver customers with the highest quality and yet most affordable scarves.
- 3) To collect 100,000 Facebook followers and establish ourselves as a well-known and trusted reseller in Malaysia.

Vision

- 1) Lily.Scarf aspires to one day we could be a fashion business entrepreneur by having our own branding.


- **Description of products**


Lily.Scarf offers varieties of colour, material and design of shawl, 'bawal' and inner scarf. We will work hard in order to market the most up-to-date design to our customers in line with their demand. The designs that we come out with are currently trending among women of all ages who want to enhance their appearance and boost their self-confidence. We focus on the best quality of the material with a high opacity. In addition, we offer customers the option of having their names engraved on the scarves. To make it look even exclusive, the scarves are packed in a limited edition mailbox with a minimalistic design. Customers can also get advice from Lily.Scarf depending on their preferences and what is best for them. To place the orders, Lily.Scarf's customers can visit our Facebook page and directly message on Facebook.







- **Price List**

The prices of Lily.Scarf scarves are determined by the design and material of the scarves which range from RM 7 to RM 40 each piece. Customers who purchase at least two items will receive various benefits, including a special combo price, a limited edition mailbox and a free engraved one letter of their name. Other than that, we also conduct a giveaway to our followers if they fulfill the requirements of our guessing game for our new release collection. Furthermore, the customers need to pay the postage fee RM8 for Semenanjung Malaysia and RM12 for Sabah and Sarawak.

BIL	PRICE LIST	TYPE OF SCARVES
1.	<p>Saudia Chiffon</p> <p>RM 30/pcs</p>	
2.	<p>Crinkled Chiffon Shawl</p> <p>RM 39/pcs</p> <p>or</p> <p>2 for RM 70</p>	

<p>3.</p>	<p>Fleecy Shawl</p> <p>RM 49/pcs</p> <p>or</p> <p>2 and above RM45/pcs</p>	 <p>Fleecy Collection</p> <p>Unicorn Pink, Lipgloss, Bubblegum, Snow, Cornflower, Shadow</p> <p>Red checkmark</p>
<p>4.</p>	<p>Improvised Crinkled Chiffon Silk</p> <p>RM 39/pcs</p> <p>or</p> <p>2 for RM 75</p>	 <p>Crinkled Chiffon Silk</p> <p>Light Pink, Light Purple, Light Blue, Light Green, White, Pink, Green, Dark Green, Light Blue, Light Purple, Light Green, Dark Green</p> <p>Red checkmark</p>
<p>5.</p>	<p>Go To Shawl</p> <p>RM 25/pcs</p>	 <p>Go To Shawl Collection</p> <p>Light Blue, Light Purple, Light Green, Light Pink, Light Blue, Light Purple, Light Green, Light Pink, Light Blue, Light Purple, Light Green, Light Pink</p> <p>Red checkmark</p>

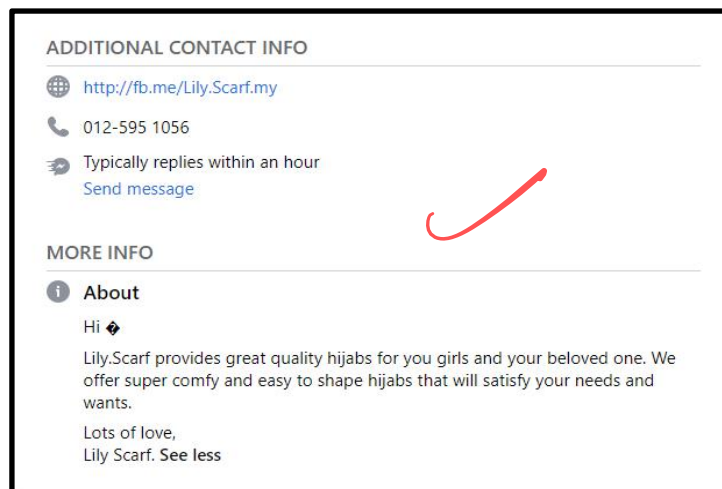
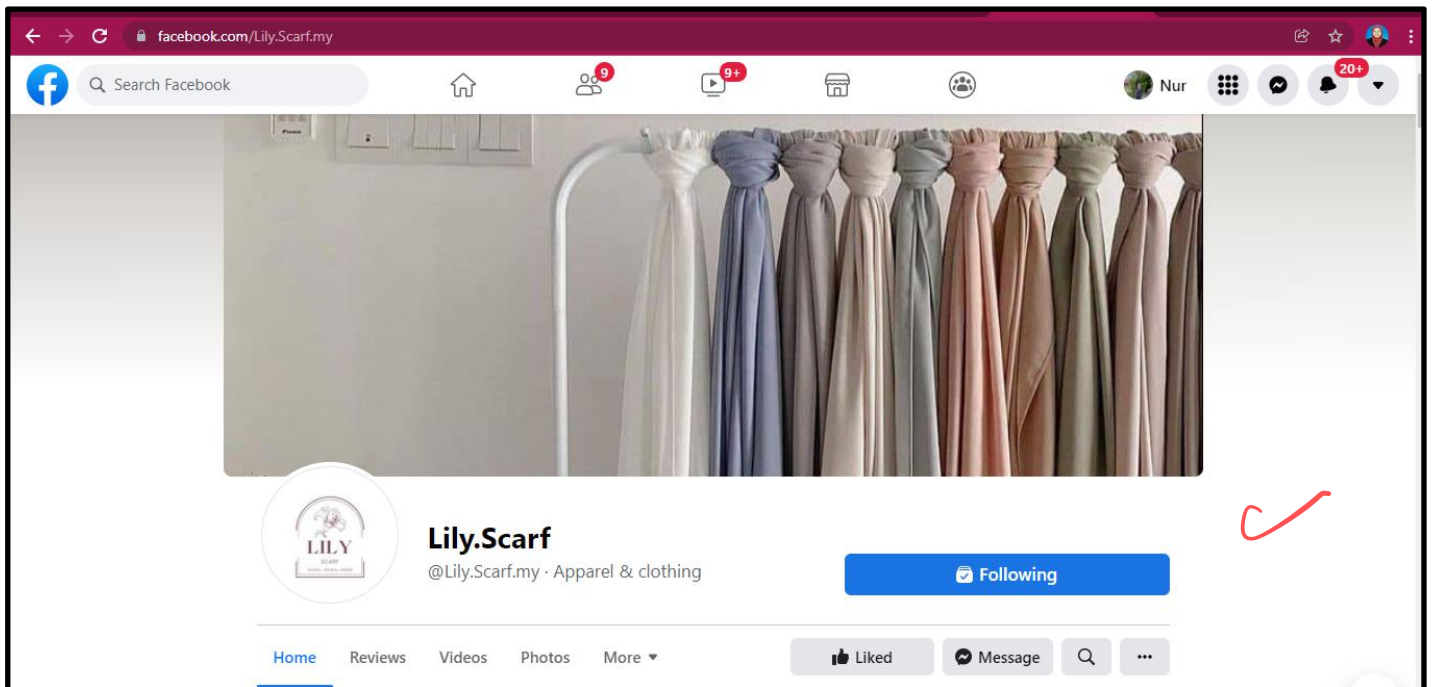
<p>6.</p>	<p>Inner Selesa</p> <p>RM 7/pcs</p>	
<p>7.</p>	<p>Beysic Square</p> <p>RM 29/pcs</p> <p>or</p> <p>2 for RM 50</p>	
<p>8.</p>	<p>Lustre Lebaran</p> <p>RM 55/pcs</p> <p>or</p> <p>2 for RM 100</p>	
<p>9.</p>	<p>Silky Matte Satin</p> <p>RM 49/pcs</p> <p>or</p> <p>2 for RM 90</p>	

<p>10.</p>	<p>Daily Shawl</p> <p>RM 30/pcs</p>	
<p>11.</p>	<p>Pearl Edition</p> <p>RM 65/pcs</p>	

iv. FACEBOOK (FB)

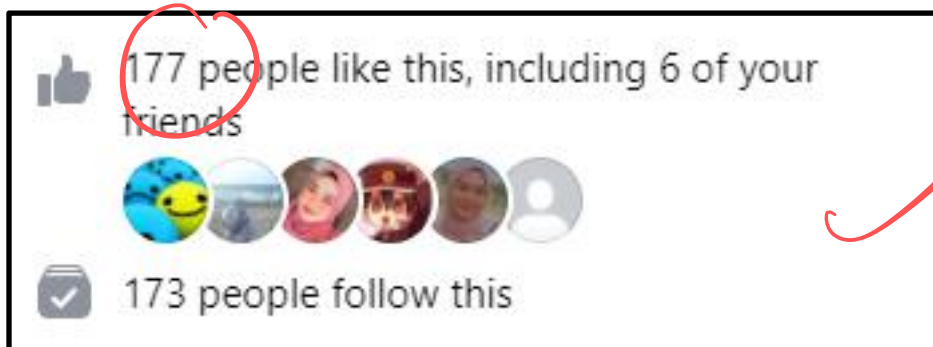
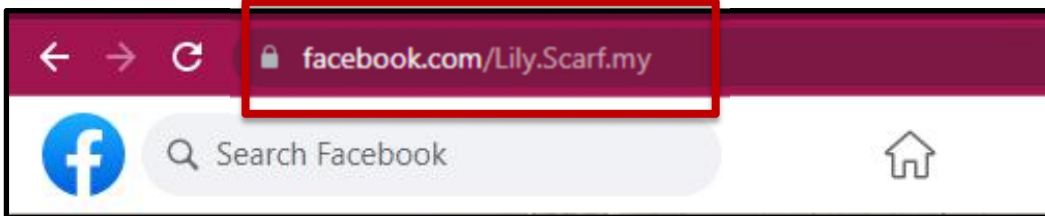
- **Creating Facebook (FB) page**

As we are starting our business, we have created a Facebook page. This is to promote our products and services among Facebook users. Not only that, we are aware that people nowadays are more into online, where they can simply search for and obtain information. As a result, setting up a Facebook profile is one of the most effective ways to engage with our clients on the internet. In Lily.Scarf Facebook page, we had created Facebook posts such as teaser, hard sell and soft sell.



- **Customizing URL Facebook (FB) page**

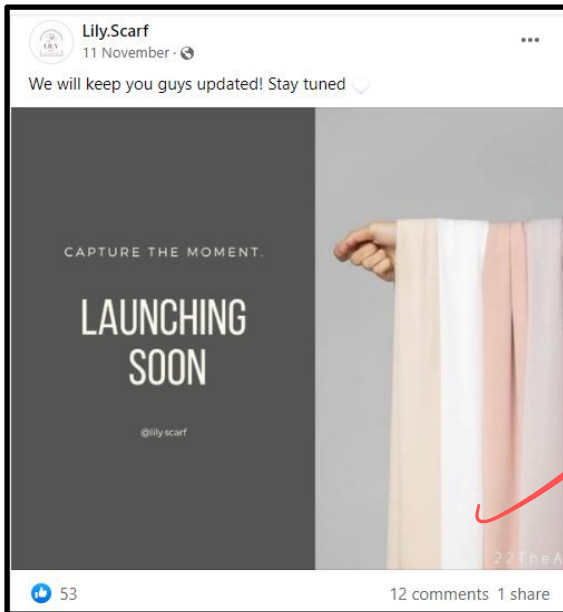
Lily.Scarf managed to collect 177 likes from the customers starting from 10 November 2021 to January 2022. Furthermore, Lily.Scarf has created a customized URL for our Facebook page, which customers can access simply clicking on this link <https://www.facebook.com/Lily.Scarf.my/>



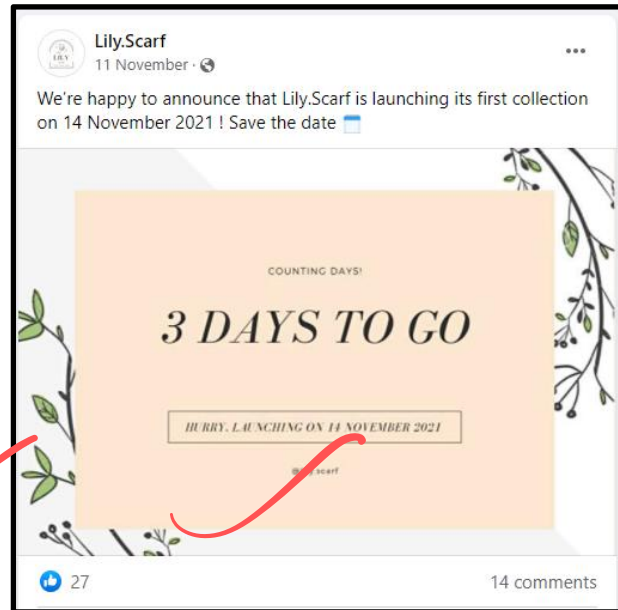
- **Facebook (FB) post – Teaser**

A business uses a teaser post to give a sneak peak at their goods and services. Therefore, Lily.Scarf will use teaser postings on Facebook to draw customers' attention and build anticipation for our products.

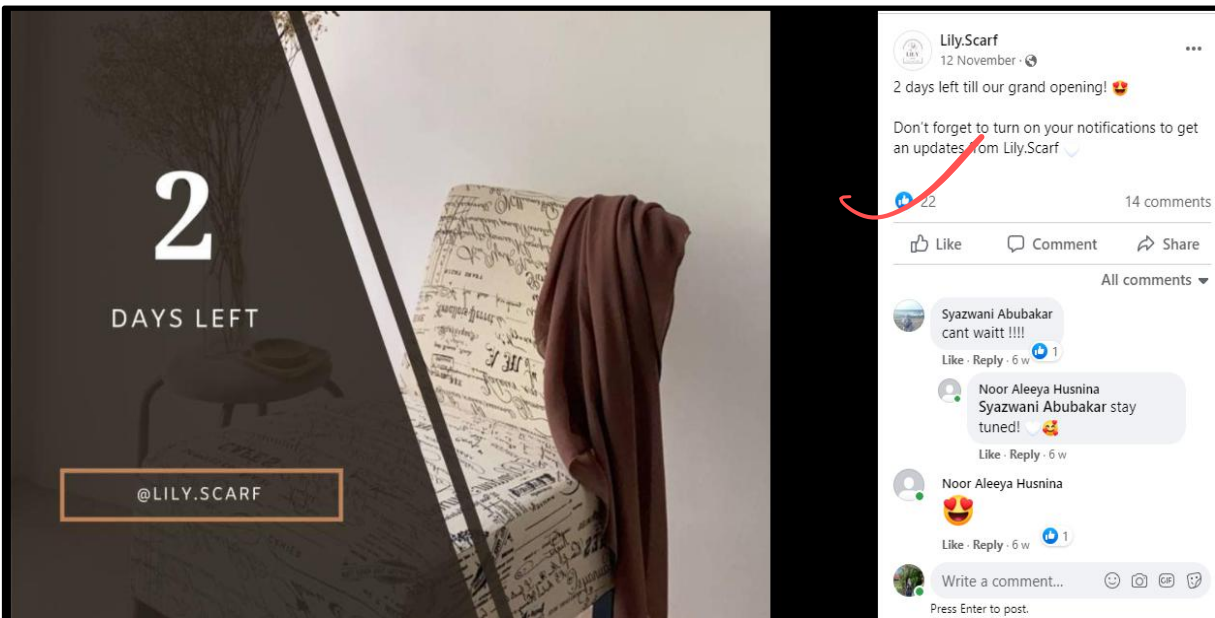
1.



2.



3.



4.

The image shows a promotional graphic for Lily.Scarf. On the left, a stack of colorful shawls is displayed. The text on the graphic includes: '@lily.scarf', '1 Day Left', 'save the date!', 'November 14 2021', and 'Don't forget to turn on your notifications!'. The 'assenshaw!' logo is visible at the bottom right of the shawl stack. On the right, a snippet of a Facebook post from Lily.Scarf dated 13 November is shown. The post text reads: 'We are pleased to share our items with you. There are only 1 day left! Keep visiting Lily.Scarf'. The post has 22 likes and 16 comments. A red arrow points from the 'assenshaw!' logo in the graphic to the 'Noor Aleeya Husnina' comment in the Facebook post.

5.

The image shows a video player interface. The video content features a stack of colorful shawls on hangers with the text '@lily.scarf' and 'COMING SOON' overlaid. The 'assenshaw!' logo is at the bottom right. Below the video player are standard controls: a comment icon, a settings gear, a share icon, a full-screen icon, and a volume icon. To the right, a snippet of a Facebook post from Lily.Scarf dated 11 November 2021 is shown. The post text reads: 'Stay tuned! Are you guys ready? 🤗...'. The post has 25 likes, 14 comments, and 52 views. A red arrow points from the '52 views' text to the 'Share' button in the post's interaction bar. Below the post, a section titled 'Up next' lists several video recommendations with their titles, durations, and view counts.

6.

GUESS ITS NAME!

C _ _ N _ LED
CH _ _ F _ N
S _ LK

@lily.scarf

Lily.Scarf
17 November · 🌐

There will be a new collection coming out this evening! But before that, let's guess what's the name for the collection 🤔

Guessing game starts now!
1. Like & Follow
<https://www.facebook.com/Lily.Scarf.my/>
2. Guess the name for this new collection

All the best! 🍀

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah See less

14 likes · 14 comments

Like Comment Share

Most relevant

Nur Amalia
CRINKLED CHIFFON SILK!
Like · Reply · 5 w

Write a comment...

7.

COMING
THE NEW PRODUCT

SOMETHING ESSENTIAL FOR HIJABI

SOON

STAY TUNED

Shop Now

@LILY.SCARF

Lily.Scarf
25 November · 🌐

We'll be launching a new product that is essential for all hijabi out there. Here's some sneak peak 🤫

Stay tuned for more updates!

Like our page
<https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

16 likes · 8 comments

Like Comment Share

All comments

Noor Aleeya Husnina
can't wait! 🤩
Like · Reply · 4 w

Write a comment...

8.



Lily.Scarf
6 December at 12:27 · 🌐

We rarely coming out with Square Collections. We worked so hard to release the best material of our Squares! And now — i guess most of you have already know the name for this collection. But still, pretend that you didn't know the name and guess it wrong 🤔👉

Like our page
<https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

👍 14 6 comments


👍 Like 💬 Comment ➦ Share

Most relevant ▾

 Nur Amalia
WOW 🤩
Like · Reply · 3 w

Write a comment... 🗨️ 📷 📺 🗨️

9.



Lily.Scarf
29 December 2021 at 16:42 · 🌐

Giving you a little sneak peek for our collection that will be launched tonight!

Before that, can you guess and find the hidden word for our new collection? 🤔👉

Hints : Related to satin

Guessing game starts now!
1. Like <https://www.facebook.com/Lily.Scarf.my/>
2. Guess the name for this new collection
3. Tag your friends

Winner will get to bring our new collection back home. All the best! 🎉

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah See less

👍 7 8 comments

👍 Like 💬 Comment ➦ Share

Write a comment... 🗨️ 📷 📺 🗨️

Press Enter to post.

- **Facebook (FB) post – Copywriting (Hardsell)**

A hard sell post is a type of advertisement that uses direct messaging. Customers will be attracted to buy things in the near future as a result of this.

1.

Lily.Scarf
November 15 at 12:05 PM · 🌐

Do you have a hard time making your shawl's awning on point? 😓

SAUDIA CHIFFON is made specially for women who are always in rush but still elegant! 🌸🌸🌸

Materials : Premium Korean Chiffon
Price : RM30 (new price)
Length : 1.8 x 0.75m
Opacity : 9/10
NEW RECTANGLE END CURVED CUT
Packaging Ziplock Packaging
Free Mailbox 2 pcs and above

Available in 8 colours
From left:
Black, green tea, pure white, dusty brown, lavender, greenish grey, latte, sky blue


Why choose Saudia Chiffon from Lily.Scarf?

- ✅ Easy to shape and style
- ✅ Comfortable material
- ✅ Opacity 9/10
- ✅ Requires minimal ironing
- ✅ Non translucent

How to purchase?
Do click m.me/Lily.Scarf.my 📩

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



👍 Lily.Scarf, Nurul Shahirah and 20 others

2.

Lily.Scarf
November 17 at 3:02 PM · 🌐

Are you wondering how to look ✨elegant✨?

CRINKLED CHIFFON SHAWL is the best solution for lovelies who are working and students with online learning 🌸🌸

Materials : Premium Creased Chiffon Silk
Price : RM39/pcs and 2 for RM70
Length : 1.8mx 0.75m
Opacity : 8/10
Packaging Ziplock Packaging (1 pc 1 pack)
Free Mailbox min 2 pc purchase
Available in 14 colours
Rectangle End curved cut (not half moon)

Why choose crinkled chiffon shawl from Lily.Scarf?

- ✅ Easy to shape and style
- ✅ Comfortable material
- ✅ Opacity 8/10
- ✅ Requires minimal ironing

How to purchase?
Do click m.me/Lily.Scarf.my 📩

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



👍 Athirah Syazana and 15 others 10 Comments

3.

Lily.Scarf
November 15 at 2:31 PM · 🌐

Reply "Nak" to get our newest improvised End Curved Cut SAUDIA at RM30 with FREE special mailbox 📧

Why choose Saudia Chiffon from Lily.Scarf?


- ✓ Easy to shape and style
- ✓ Comfortable material
- ✓ Opacity 9/10
- ✓ Requires minimal ironing
- ✓ Non translucent

Swipe left to see the colour code and turn on your phone brightness at maximum to see the original colour.

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 📧

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



Like Comment Share

87 people reached

Boost Post

Nurul Shahirah and 23 others

4.

Lily.Scarf
November 20 at 9:35 AM · 🌐

Improved Crinkled Chiffon Silk — This time around we change a little bit of the end curved at both side of it to look more curvy and the length is the same as per Saudia Chiffon which you can style it, still covering your chest 🤗

Materials : Premium Creased Chiffon Silk
Actual Price : RM39 and 2 for RM75
Early Birds : 2 for RM76.50 free postage
Length : 1.8m x 0.75m
Opacity : 8/10
Packaging Ziplock Packaging
Rectangle End Curved Cut

Why choose crinkled chiffon shawl from Lily.Scarf?


- ✓ Easy to shape and style
- ✓ Comfortable material
- ✓ Opacity 8/10
- ✓ Requires minimal ironing

Reply "Nak" to get Special Combo Price for Early Birds with FREE POSTAGE & FREE mailbox 📧

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 📧

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



Syazwani Abubakar and 15 others

14 Comments

5.

Lily.Scarf
November 26 at 12:36 PM · 🌐

Presenting our new product, INNER SELESA in 10 exclusive shades! 📄

Inner Selesa fit any head size perfectly and compliments your face shape effortlessly, it will cover up your entire head so you've got nothing to worry about 😊

Price : RM7/pcs loose


Why choose Inner Selesa from Lily.Scarf?

- ✅ Stretchy & breathable
- ✅ Easy to wear
- ✅ Keeps hair secure - High quality
- ✅ Perfect for daily long hour use
- ✅ Super soft
- ✅ Prevents hijab sliding - Keeps your hijab on forever!

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 📄

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmuraahh



👍 Chempaka Petals and 15 others 10 Comments

6.

Lily.Scarf
November 28 at 11:45 AM · 🌐

Did you know INNER SELESA are great for ensuring hijab's durability (prevents slipping) and secures hair in place! 📄

Most of lovelies said name given is perfectly suited its material which brings comfort towards the wearer ✨

Price : RM7/pcs loose


Why choose Inner Selesa from Lily.Scarf?

- ✅ Stretchy & breathable
- ✅ Easy to wear
- ✅ Super soft
- ✅ Keeps hair secure - High quality
- ✅ Perfect for daily long hour use
- ✅ Prevents hijab sliding - Keeps your hijab on forever!

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 📄

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmuraahh



👍 Noor Idayu Noordin and 14 others 6 Comments

7.

Lily.Scarf
November 21 at 11:18 AM · 🌐

FLEECY COLLECTION is made up of material Korean which will give you comfort as you drape it! 🌬️👉
Best cotton that will give you non-bulky effect!
Very airy 🌬️


Materials : Korean Poly cotton
Price : RM49/pcs and 2 and above RM45
Length : 1.8 x 0.75m
Straight cut shawl
Free engraved one letter 2 pcs and above
Free Mailbox 2 pcs and above

Available in 6 colours
Unicorn pink, Lipgloss, Bubblegum, Snow, Cornflower, Shadow

Why choose fleecy collection from Lily.Scarf?
 Easy to shape and style
 Comfortable material
 Requires minimal ironing

How to purchase?
Do click m.me/Lily.Scarf.my 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!
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Fleecy Collection

Unicorn Pink Lipgloss Bubblegum

Snow Cornflower Shadow

👍 Syazwani Abubakar and 14 others 12 Comments

8.

Lily.Scarf
November 22 at 12:54 PM · 🌐

SAUDIA CHIFFON — Imagine getting all these colours from your friends starting with "Nur" "Siti" or "Noor". Mention them please 🌟👉

Made specially for women who are always in rush but still elegant! 🌬️👉

From top: Greenish grey, green tea, dusty brown, Pure White, Latte

Materials : Premium Korean Chiffon
Price : RM30 (new price)
Length : 1.8 x 0.75m
Opacity : 9/10
NEW RECTANGLE END CURVED CUT
Packaging Ziplock Packaging
FREE Mailbox 2 pcs and above

Why choose Saudia Chiffon from Lily.Scarf?
 Easy to shape and style
 Comfortable material
 Opacity 9/10
 Requires minimal ironing

How to purchase?
Do click m.me/Lily.Scarf.my 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!
#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



👍 Syazwani Abubakar and 13 others 22 Comments

9.

Lily.Scarf
November 25 at 1:38 AM · 🌐

GO TO SHAWL are super comfy and manageable, gives you that sophisticated look without even trying! Requires minimal ironing *Thank us later! 🙏

Materials : High Premium Chiffon
Price : RM25/pcs
Length : 1.8m x 0.75m
Opacity : 8/10
Packaging Ziplock Packaging (1 pc 1 pack)
Free Mailbox min 2 pc purchase
Available in 8 colours

Why choose go to shawl collection from Lily.Scarf?


- ✅ Chic look
- ✅ Lightweight
- ✅ Easy to shape and drape
- ✅ Comfortable material
- ✅ Requires minimal ironing
- ✅ Suitable to wear for any event

How to purchase?
Do click m.me/Lily.Scarf.my 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

Go To Shawl Collection



Snow white White grey Creamy Yellow Raspberry
Soft Yellow Nude Pink Olive Maroon

👍 Chempaka Petals and 13 others 14 Comments

10.

Lily.Scarf
November 25 at 3:04 AM · 🌐

CRINKLED SHAWL - super trendy - breathable - endless styling possibilities - perfect for everyday and occasions 🙏

This material is 100% ideal for school, university, work, events and outings due to how manageable and classy it looks! 🙏

Materials : Premium Creased Chiffon Silk
Price : RM39 and 2 for RM75
Length : 2m x 0.8m
Opacity : 8/10
Packaging Ziplock Packaging (1 pc 1 pack)
FREE Mailbox min 2 pc purchase
Available in 14 colours
Rectangle End curved cut (not half moon)


Why choose crinkled shawl collection from Lily.Scarf?

- ✅ Soft
- ✅ Lightweight
- ✅ Stays on
- ✅ Easy to shape and drape
- ✅ Comfortable material
- ✅ Requires minimal ironing

How to purchase?
Do click m.me/Lily.Scarf.my 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



👍 Chempaka Petals and 10 others 8 Comments

11.

Lily.Scarf
December 6 at 2:58 PM · 🌐

CALLING OUT BAWAL LOVERS !

We've been receiving few messages from our lovelies requesting us to release a bawal collection. Now your wishes are coming true!

Introducing the NEW BEYSIC SQUARE made of Premium Aritachi material to be included into your wardrobe. It is perfect for a daily wear and available in 7 colours to match your outfit 🥰👌

Material : Upgraded Premium Aritachi
Price: RM29/pcs and 2 for RM50 excluding postage.
Comes with cotton label and ziplock packaging
Bidang: 45+
Opacity: 8/10
2 pcs and above FREE box


Why choose Beysic Square from Lily.Scarf?

- ✅ Soft - Lightweight material
- ✅ Easy to wear
- ✅ Provides amazing drapes
- ✅ Look extremely classy
- ✅ Perfect for daily long hour use
- ✅ Stays on!

How to purchase?
Do click m.me/Lily.Scarf.my 📩

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurahh



Arief Hanshary and 13 others · 8 Comments

12.

Lily.Scarf
December 27 at 6:11 PM · 🌐

LUSTRE LEBARAN looking so classy!💗
Lustre get me "fLUSTRED" everytime 🥰

The fabric is made up from a combination of semi matte satin and semi satin silk which will make your shawl stay in place and easy to be shaped 🥰

Materials : Semi Satin silk / semi matte
Price : RM55 and 2 for RM100
Length : 1.8 x 0.75m
Opacity : 10/10
Packaging Ziplock Packaging - New Packaging (1 shawl 1 ziplock)

FREE Mailbox 2 shawls and above
Available in 8 colours

Finishing : Baby Hem (End Curved Cut)


Why choose Lustre Lebaran from Lily.Scarf?

- ✅ Soft - Lightweight material
- ✅ Easy to wear
- ✅ Provides amazing drapes
- ✅ Look extremely classy
- ✅ Perfect for daily long hour use
- ✅ Stays on!

How to purchase?
Do click m.me/Lily.Scarf.my 📩

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurahh



Arief Hanshary and 6 others · 8 Comments

13.

Lily.Scarf
December 29, 2021 at 7:42 PM ·

SILKY MATTE SATIN - Revealing the new collection, it is the first collection and also the official launching! You can finally engraving your initials on scarves 🤍

The material is made up of Luxe Matte Satin Silk which gives elegant drapes to the shawl. Tag your friends start with letter "A" "S" "E" "N" because they need to buy you this collection! 🤍

Materials : Luxe Matte Satin Silk
Price : RM49 and 2 for RM90
Length : 1.8m x 0.75m
Opacity : 9/10
End curved cut finishing
Available in 10 colours
FREE Packaging Pouch Bag



Why choose Silky Matte Satin from Lily.Scarf?

- ✔ Soft
- ✔ Lightweight
- ✔ Stays on
- ✔ Easy to shape and drape
- ✔ Comfortable material
- ✔ Requires minimal ironing

How to purchase?
Do click m.me/Lily.Scarf.my 🇲🇾

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

Athirah Syazana and 5 others 6 Comments

14.

Lily.Scarf
January 3 at 1:36 AM ·

DAILY SHAWL - Tell me which day do you like the most and yes the daily shawls have a total of 7 in colours! We named it based on day 🤍

"I love this one the most, so flowy!" - @nbxlahadnan

Materials : Diamond Chiffon Silk
Price : RM30
Length : 1.8m x 0.75m
Opacity : 9/10
Comes with Ziplock and Metal Tag
Available in 7 colours
FREE Mailbox



Why choose Daily Shawl from Lily.Scarf?

- ✔ Airy
- ✔ Lightweight
- ✔ Stays on
- ✔ Easy to shape and drape
- ✔ Comfortable material
- ✔ Affordable

How to purchase?
Do click m.me/Lily.Scarf.my 🇲🇾

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

Athirah Syazana and 4 others

15.

Lily.Scarf
January 16 at 5:21 PM ·

GOOD NEWS 📢

SAUDIA CHIFFON is restocking soon. We also added some new fresh colours in the collection too! 🌈

Materials: Premium Korean Chiffon
Price: RM30 (new price)
Length : 1.8 x 0.75m
Opacity : 9/10
RECTANGLE END CURVED CUT
Packaging Ziplock Packaging

Why choose Saudia Chiffon from Lily.Scarf?


- ✅ Easy to shape and style
- ✅ Comfortable material
- ✅ Opacity 9/10
- ✅ Requires minimal ironing

Below is the sneak peak of the colours 📌

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk



Nurul Fatiha and 4 others · 2 Comments

16.

Lily.Scarf
January 16 at 5:25 PM ·

SAUDIA CHIFFON — Imagine having all these colours in your wardrobe. Comment "NAK" and we will assist 🙏

Perfect as everyday shawl to complete your look! 🌈

Materials : Premium Korean Chiffon
Price : RM30
Length : 1.8 x 0.75m
Opacity : 9/10
NEW RECTANGLE END CURVED CUT
Packaging Ziplock Packaging

Why choose Saudia Chiffon from Lily.Scarf?


- ✅ Easy to shape and style
- ✅ Comfortable material
- ✅ Opacity 9/10
- ✅ Requires minimal ironing

How to purchase?
Do click [m.me/Lily.Scarf.my](https://www.facebook.com/Lily.Scarf.my) 🌐

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

How to Order Saudia at RM30?



Noor Idayu Noordin and 2 others · 4 Comments

17.

Lily.Scarf
11 hrs ·

PEARL EDITION 🌟🌟 - Named after gemstones! 💎 The sophisticated shine & micro details are everything!

An elegant woman knows how to create its own signature, and it happens to be wearing our Pearl Edition 🌸

A collection that is made up of high grade of Satin Silk, Luxe Satin Silk with less slippery material and finishing of eyelash hem will definitely makes your heart pounds a little more! 💕

Materials : Luxe Satin Silk
Price : RM65
Length : 1.8m x 0.75m
Opacity : 9/10
Comes with Ziplock and Metal Tag
Available in 6 colours
FREE Mailbox


Why choose Pearl Edition from Lily.Scarf?

- ✔️ Elegant Look
- ✔️ Trendy
- ✔️ Stays on
- ✔️ Lightweight
- ✔️ Minimal iron to iron less
- ✔️ The best material for all events

How to purchase?
Do click m.me/Lily.Scarf.my 🌟

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



18.

Lily.Scarf
11 hrs ·

SPECIAL ON CHINESE NEW YEAR 🇨🇳🐱

FLEECY COLLECTION is back!!! It made up of material Korean which will give you comfort as you drape it 🌟

Best cotton that will give you non-bulky effect! Very airy 🍃

Restocking our Ironless Shawl today! Reply "Nak" untuk dapatkan FREE new engraving dan postage RM5

Materials : Korean Poly cotton
Price : RM49/pcs and 2 and above RM45
Length : 1.8 x 0.75m
Straight cut shawl
Free engraved one letter 2 pcs and above
Free Mailbox 2 pcs and above


Available in 6 colours
Unicorn pink, Lippgloss, Bubblegum, Snow, Cornflower, Shadow

Why choose fleecy collection from Lily.Scarf?

- ✔️ Ironless
- ✔️ Breathable
- ✔️ Easy to shape and style
- ✔️ Comfortable material
- ✔️ Express & Comfy
- ✔️ Suitable for vacation

How to purchase?
Do click m.me/Lily.Scarf.my 🌟

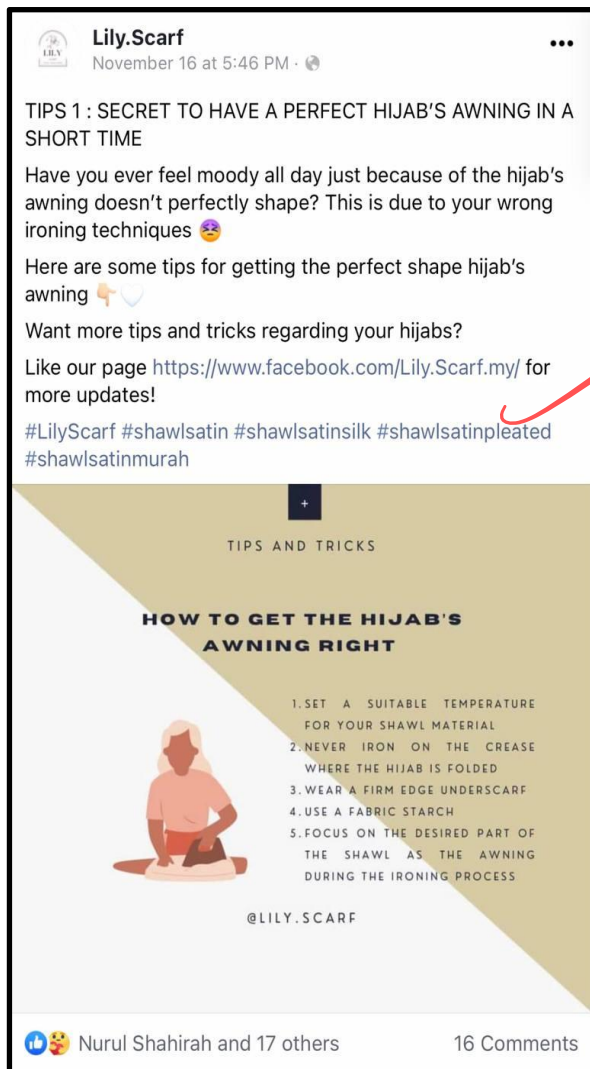
Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!



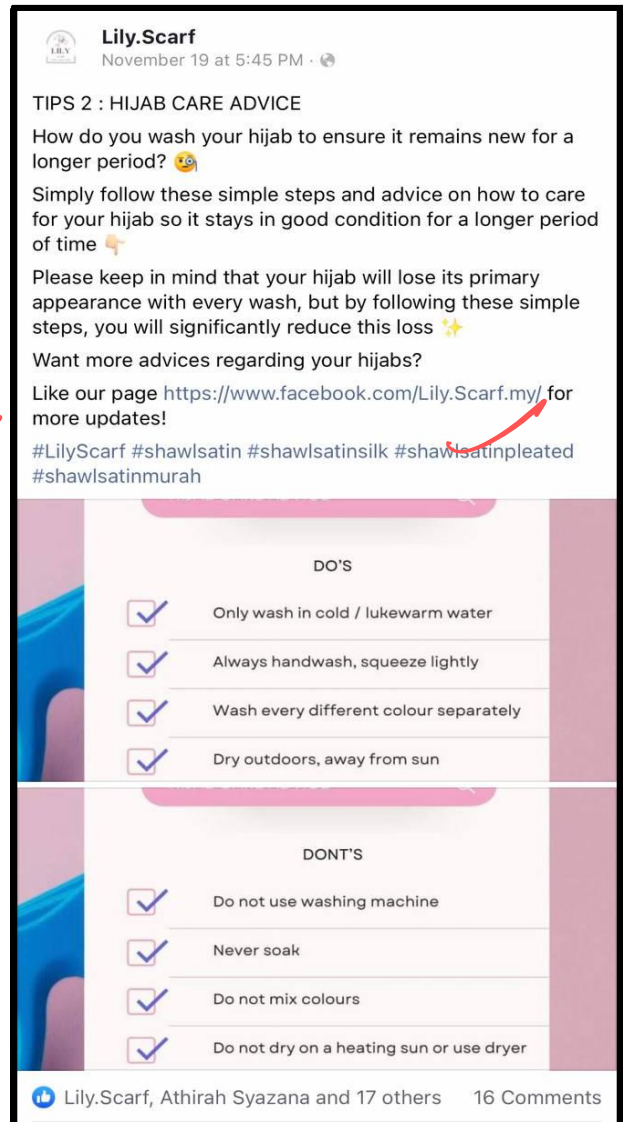
- **Facebook (FB) post – Copywriting (Softsell)**

A soft sell post is a marketing strategy that uses subliminal messaging to promote a product or service. It's also seen as a non-aggressive strategy that may not result in a company sale, but it can help build brand loyalty. This soft sell will provide an opportunity for our customers to build brand recognition and confidence in our products.

1.



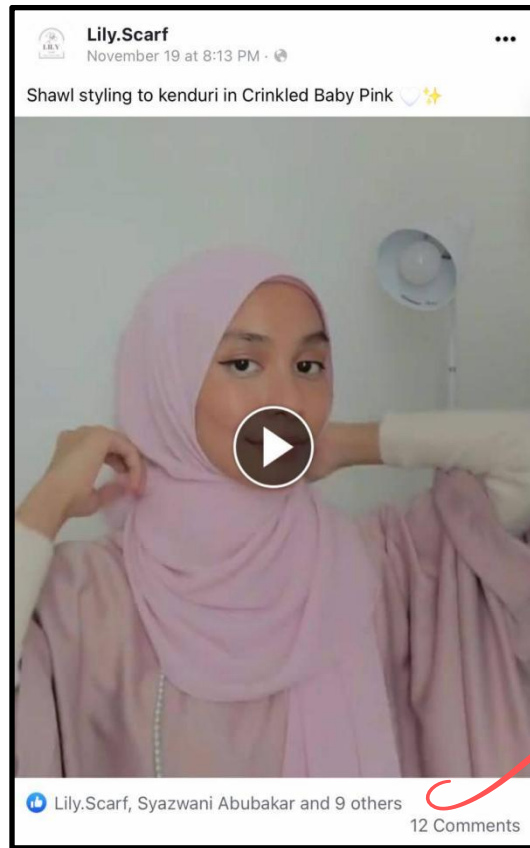
2.



3.



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↙ ?

5.



6.



7.

Lily.Scarf
November 21 at 10:46 AM · 🌐

TIPS 3 : SECRET TO KEEPING YOUR HIJAB AWAY FROM OFFENSIVE SMELLS

How do you maintain the fragrance of your hijab so that it lasts longer? 😊

Here are some useful tips for you! 🙌💕

Want more advices regarding your hijabs?

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah



HOW TO KEEP AWAY YOUR HIJAB FROM ANY UNPLEASANT SMELL?

Try leaving your scarf out in the fresh air overnight or you may spray a light amount of perfume for it to smells fresh and clean


SHOP NOW

Syazwani Abubakar and 13 others · 12 Comments

8.

Lily.Scarf
November 21 at 6:30 PM · 🌐

3 styles with FLEECY COLLECTION! 🇲🇾🇸🇬



3 styles with Fleecy

Syazwani Abubakar and 12 others · 10 Comments

9.

Lily.Scarf
November 24 at 8:51 PM · 🌐

Spotted beautiful @asheraaerisy in our Saudia Pure White, isn't she looks stunning 🥰



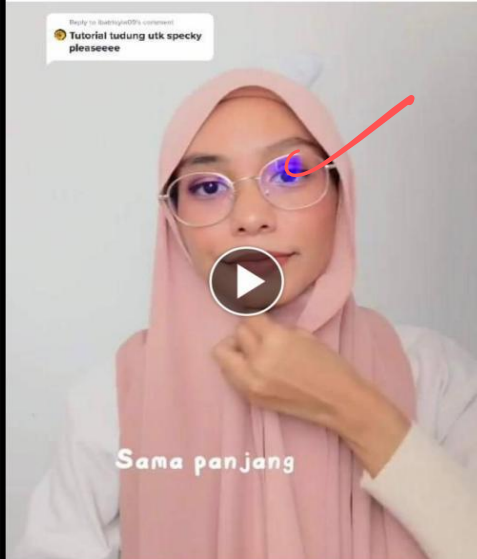
Chempaka Petals and 13 others · 12 Comments

10.

Lily.Scarf
November 25 at 4:08 AM · 🌐

Flowy tutorial for specky 🌟🌟

Reply to baethgndf's comment
Tutorial tudung utk specky pleaseeee



Sama panjang

Chempaka Petals and 11 others · 10 Comments

11.

Lily.Scarf
November 25 at 12:47 AM · 🌐

TIPS 4 : SECRET ON MAINTAINING PREMIUM CHIFFON HIJABS

It's high time for us to reveal our tips and tricks on how to maintain them and make them last forever!

These tips quite basic and most of you might be following it already but in case you don't, then do try it 🧵👉

Premium chiffons are extremely soft, containing a good grip between all the micro strands present in them. This material cannot be torn or stretched with bare hands unlike other soft materials in the market.

✔️ These tips work for almost every hijab's materials.

Want more advices regarding your hijabs?

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

Chempaka Petals and 11 others 10 Comments

12.

Lily.Scarf
November 30 at 5:50 PM · 🌐

TIPS 5: SECRET IN CHOOSING THE PERFECT HIJAB COLOUR FOR EVERY SKIN COLOUR

It must be a time consuming in choosing the perfect hijab colour for your skin tone right?

Here are some useful tips for every hijabi out there who find it hard to match the hijab suitable for your skin colour! 🧵👉

Want more advices regarding your hijabs?

Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

Adeeni Hananie and 14 others 8 Comments

13.

Lily.Scarf
Published by Nur Amalia
December 9 at 11:57 AM · 🌐

We're half way through the week! Nothing feels better than weekend right?
Spotted our Beysic Square in code Cocoa donned by our ambassador Aisyah Areena 🍷👏



A woman wearing a white hijab and a white long-sleeved outfit is sitting on a white armchair. She is holding a book and looking towards the camera. In front of her is a small white round table with an open book and a vase with flowers. The background is a plain white wall.

👍 Arief Hanshariy and 9 others 8 Comments

14.

Lily.Scarf
10 hrs · 🌐

SAUDIA CHIFFON - A Must Have Shawl Collection
You can grab Saudia in 15 colours ranging from earth-toned to pastels. Here are some feedbacks from our lovelies.
Regret no more! 💧💧💧
-All the bridesmaids were wearing Saudia in the old colour code. So stunning yet very effortless 🥰
Photo courtesy — @amirahsyazwaniiii



A collage of social media content. On the left, there are four comment cards with text in Indonesian and English. On the right, there is a photo of a group of women wearing white shawls, smiling and posing together.

👍 Arief Hanshariy and 4 others 6 Comments

15.

Lily.Scarf
December 9 at 1:05 PM · 🌐

TIPS 6: CHOOSING THE RIGHT HIJAB'S PIN 📌

Pins are somewhat crucial in order to make your hijab stays perfectly on your head. But choosing the wrong pin may tore your scarf.

Below is the tips to find a suitable pins for any hijab material 📌

Want more advices regarding your hijabs?
Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

SAFETY PIN
Easy to use, however it will snag your scarf and create visible holes

PEARL HEAD PIN
Secure stronger and the best partner for a satin material scarf

Arief Hanshariy and 10 others · 8 Comments

16.

Lily.Scarf
10 hrs · 🌐

TIPS 7 : Hair Care Tips For Hijabi 🧴

Although a hijab-wearing Muslim woman's hair is not exposed to natural elements, proper hair care is still important. It doesn't mean that you can't treat yourself and your hair because you wear the hijab.

Your hair is just another part of you and is equally important as your nails and teeth. Need some advice?

Here is a list of hair care tips to ensure that your hair remains well-nourished and well taken care of. 🌸🌸🌸

Want more advices regarding your hijabs?
Like our page <https://www.facebook.com/Lily.Scarf.my/> for more updates!

#LilyScarf #shawlsatin #shawlsatinsilk #shawlsatinpleated #shawlsatinmurah

TIPS & TRICKS

New Document - Writepad
File Edit Format View Help

1. let your hair breathe
2. establish a proper shampoo routine
3. know your hair type
4. use the right products and tools
5. dry your hair before wearing you hijab
6. change and wash your innerwear regularly

@LILY.SCARF

Noor Aleeya Husnina and 3 others · 6 Comments

17.

Lily.Scarf
December 29, 2021 at 9:28 PM ·

🌟 GIVEAWAY TIME 🌟
Lily.Scarf will be choosing TWO lucky buyers and each buyers will win dresser case for your skincare, lovelies! Enter now - your chances are better than ever! 🥰

For a chance to win dresser case:

1. Like this post 📍
2. Tag 2 friends! 🌟
3. Follow Lily.Scarf page ✅

Multiple entries are encouraged to increase your chances of winning! Be sure to follow Lily.Scarf for more giveaways like this 😊

GOOD LUCK!

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Grab a chance to get this dresser case for your skincare!
asenshaw!

Athirah Syazana and 8 others 6 Comments

18.

Lily.Scarf
December 30, 2021 at 12:15 AM ·

TIPS 8: SILK SCARF SELF CARE 🌟

Wondering how you should take care of your satin scarf? Worry not, here are the 5 do and don't guidelines to ensure your silk scarf stays like new 🌊🌊🌊

1. DON'T PUT YOUR SILK SCARF IN THE WASHING MACHINE
~ Silk, in particular, requires gentle washing to keep its fibre intact. Safely hand wash your favourite scarf!
2. NEVER USE HARSH CHEMICALS ON YOUR SCARF (BLEACH, PERFUME)
~ Harsh chemicals can compromise silk fibers and even cause stains or unwanted spots. Always keep the bleach away from your scarf when washing it. Always remember NOT to spray perfume onto it too.
3. DO NOT WRING OR RUB THE SILK SCARF WHILE WASHING
~ It doesn't take a genius to know that silk is a very delicate fabric, hence you have to wash it gently.
4. NEVER PUT YOUR SCARF IN THE DRYER
~ Of course you shouldn't put your silk scarf in the dryer because the intense heat cause the fibers to break.
5. DON'T WASH WIT OTHER COLOURS
~ Just to be safe, avoid wash your silk scarf with other colours for two simple reasons, you don't want other colours to bleed into your scarf and neither do you want colours from your silk scarf to bleed into other garments or scarves.

Want more advices regarding your hijabs?
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TIPS & TRICKS

Silk Scarf Self Care

1. Do not put in the washing machine.
2. Never use harsh chemicals on your scarf (bleach, perfume, etc).
3. Do not wring or rub the silk scarf while washing.
4. Never put in the dryer.
5. Do not wash with other colours.

19.

Lily.Scarf
January 8 at 10:22 PM ·

TIPS 9: HIJAB CARE TIPS ✨

How often do we find ourselves struggling to get that safety pin out of our hijab? 😓

Let's be honest, safety pins are the best ones to the hijabs in place all dah long. But often, at the end of the day, the pin just doesn't come off our hijab and usually causes hole in the fabric.

In order to avoid making hole in the hijab:

- 1) Slowly and carefully try to trace how the pin has got stuck and move the fabric along the opposite direction.
- 2) If the pin has already made a hole, lay down the hijab on a flat surface and use a needle or toothpick to spread back threads.
- 3) Avoid using steel pins on damp hijabs, it may cause rusting.
- 4) To save yourself from all this hustle, use pearl pins magnetic pins.

In addition to all this, always store your pins in a secure place as they may be harmful if left here and there!

Want more advices regarding your hijabs?
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HIJAB CARE TIP

sometimes your hijab may get stuck in a safety pin, carefully take out the safety pin so you don't make a hole in your hijab. If the safety pin had pulled threads, gently stretch it back into shape. Lay the hijab on a flat surface and use a sewing needle or a toothpick to move the threads back into their proper place. Use pearl pins and magnetic pins to save your hijabs.

@lily.scarf

Nurmysha Qistina and 2 others

20.

Lily.Scarf
January 8 at 1:48 PM ·

WEEKEND PROMO ! 🎉

FREE ENGRAVING & SPECIAL PACKAGING ON ALL ITEMS!

Lovelies comment "nak" here, our team will assist you with all items available that match your outfits!

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WEEKEND PROMO


**FREE ENGRAVING
AND
SPECIAL
PACKAGING**

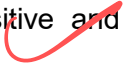
APPLICABLE TO ALL COLLECTIONS

Noor Idayu Noordin and 2 others

CFA?

v. CONCLUSION

In conclusion, through completing our Social Media Portfolio, we gained valuable experience and knowledge. We have thoroughly enjoyed our experience with the processes. We learned how to run an online business using social media and make profit for our business. As we all know, having an understanding of online business will help us gain more advantages in online marketing, as most consumers nowadays choose to shop online rather than go to the store. This is due to the fact that it is far more convenient for the customer. 

Focusing on our goal, which is to one day become a fashion business founder with our own branding, we believe that it will become a reality if we put in all our effort and enthusiasm into our business. By now, our aim has been accomplished because all of the feedback we've received from clients after they've purchased our products has been positive and they've expressed an interest in purchasing from Lily.Scarf again. 

Finally, in today's world, social media is the ideal platform for engaging with customers and it aids in the blooming of our businesses. In this Social Media Portfolio project, we learned how to run a real-life business, how to attract internet users' attention, advertise our brand and communicate with consumers. We've noticed that Facebook has a number of business tool capabilities that we believe are really useful for running an online business. As an entrepreneur, we recognise the advantages of online businesses for today's marketing and we also gained profit while carrying out this assignment. In addition, we've learned about the risks we'll be confronted with and how to deal with them. We are able to earn from the sale of our products because of our patience and hard work. This initiative also aids in the development of our entrepreneurial abilities. In the future, we hope to expand our business by becoming a founder and developing our own branding. 