

AN INTERVIEW

**Modesty and simplicity is  
the new black for brides.**

**NAOUAL TAIMOUNTI**

*Owner Juliette Modest*

**#She  
DIDIT**



## Take the risk or lose the chance.

On her special day, Naoual wanted to have an elegant, modest and beautiful wedding dress. She soon realized that the range of choice was rather tiny, so being the initiator and creative person that she is, she just decided to make one herself. This dress appealed to many, she often lent it out and this is where her passion started to bubble.

How did the process lead to ringing wedding bells? She got encouraged by, as she likes to call him, her soulmate. This power couple gave it a shot by planning a photoshoot including 3 self-made wedding dresses. “Take the risk or lose the chance”. That moment kickstarted her own brand, and what we now know as Juliette modest.

Getting positive feedback from your customers is what true happiness for an entrepreneur consists of. She often hears from her brides that they're happy that such modest and elegant dresses finally exist in Belgium. Another sign that she's doing an amazing job.

**“Especially in the beginning of entrepreneurship, you need a pat on the back and a listening ear. Now I know that stepping back or quitting is not an option.”**

— NAOUAL TAIMOUNTI



Juliette Modest

BRIDAL FASHION

#She  
DIDIT



## Get yourself a strong circle.

Naoual has developed thick skin as an entrepreneur throughout the years. Although she has degrees that have nothing to do with her current business, she eventually chose her real passion. A great example of how past choices should not define your future. Do what you love and love what you do! Naoual also got some inspiration from her circle. She's surrounded by entrepreneurs that boost her drive to get going.

Besides, she says that her friends are all bossbabes and they're all about sharing entrepreneurial tips and tricks with each other. She could always turn to them when she lost her hope, especially as a starter, which is often the most difficult phase. After listening to various motivational WhatsApp audios of her friends, one can get up again.

Love is not always in the air, Naoual has had an unaccountable amount of moments where just wanted to quit being an entrepreneur. Yet, she believes that dealing with setbacks is the way to climb higher on that ladder.