

Founder

Hiba Benkhouya

Founder & Creative Director

Global Affairs Master student

Expertise: Fashion Design | Moroccan Craftsmanship | Brand Development

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💡 With a passion for fashion and Moroccan heritage, Hiba founded Hiba's Choice to bring a unique blend of international trends and artisanal craftsmanship to the world. She oversees the creative direction, product design, and brand strategy, ensuring every piece tells a story of joy and authenticity.

