

Paris Haute Couture Week Spotlight: Supermodel Sofia Miagkikh Announces Women-Focused Empowerment Platform

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In the midst of Haute Couture Week in Paris, where she walked for Yanina Couture by Yulia Yanina, international fashion model Sofia Miagkikh has announced the upcoming launch of a landmark platform focused on women's empowerment—beginning in the Gulf region.

Miagkikh says the initiative responds to what she believes is a growing challenge for young women today: visibility is rising, but relatable role models remain limited. In a recent interview, she noted: "A record number of women have become visible across business, media, and creative industries—and yet that has created an equally large number of young women seeking role models who reflect both ambition and their cultural identity."

Through her social channels, Miagkikh has built a reputation for coaching and encouraging women with practical guidance on confidence, mindset, presentation, and self-discipline. Her content has resonated strongly with audiences in Qatar and Saudi Arabia who want access to modern opportunities while staying aligned with conservative values.

The platform is rooted in Miagkikh's belief that empowerment is most sustainable when it is practical and culturally aware. Rather than adopting polarizing narratives, her approach emphasizes personal development, professional readiness, and positive representation.

Despite her young age, Miagkikh has built international fashion credentials through editorial milestones and global work, including features in Vogue Thailand, ELLE Greece, and France's Gala, along with collaborations with luxury fashion and jewelry houses such as Armani and Bvlgari, and work associated with Ferragamo. She says those experiences shaped her worldview and deepened her commitment to supporting women—especially young women—in navigating public life, ambition, and identity with clarity and dignity.

"Fashion taught me that confidence is not something you perform—it's something you build," Miagkikh said. "I want young women in the Gulf to feel they can grow, be seen, and succeed without compromising who they are or what they value. I have been working with an incredible group of both global and regional stakeholders that include some of the most influential women in their respective fields. Through this initiative I hope to match the impact that visionaries such as Princess Reema Al Saud, Sheikha Al Mayassa Al Thani and others in their positions have been able to accomplish for women all over the world."

As part of the platform's launch, Miagkikh has begun media collaborations to help use her voice to catalyze a broader movement to bring together a network of thought leaders in the industry that will host events and international collaborations that bring women from all over the world exposure to positive role models that can help them develop their skills and make an impact in their local communities and maintaining individual values and beliefs.

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