

Between Us: Ruby Dhal's Journey from Influencer to Entrepreneur

In the ever-evolving landscape of social media, Ruby Dhal has emerged as a trailblazer, amassing a vast following with her captivating content and relatable persona. Beyond her digital presence, Dhal has ventured into the business realm, launching her own line of fashion and beauty products under the brand name, Between Us.



Between us by Ruby Dhal

★★★★☆ 4.7 out of 5

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Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Print length : 208 pages

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Between Us embodies Dhal's passion for empowering women to feel confident and beautiful in their own skin. The brand's products are thoughtfully crafted to cater to diverse skin tones and body types, reflecting Dhal's deep understanding of the beauty industry's inclusivity gap.

Early Life and Influencer Career

Ruby Dhal's journey began in Leicester, England, where she was born into a family of Bangladeshi heritage. Her childhood was marked by a deep

appreciation for culture and tradition, which would later influence her creative endeavors.

Dhal's foray into the world of social media began in her early twenties. With a keen eye for style and a knack for connecting with her audience, she quickly gained recognition for her engaging fashion and beauty content. Her authenticity and relatable approach resonated with thousands of followers, who eagerly tuned in to her posts for inspiration and advice.

Entrepreneurial Ventures

As Dhal's online presence grew, she realized that she could leverage her influence to create a positive impact on the beauty industry. She noticed a lack of representation for women of color in the mainstream beauty market, and she was determined to fill this void.

In 2017, Dhal launched Between Us, a fashion and beauty brand that celebrates diversity and inclusivity. The brand's products are designed to cater to a wide range of skin tones and body types, and they are made with high-quality ingredients that are gentle on the skin.

Between Us quickly gained traction among Dhal's followers and beyond. The brand's inclusive messaging and high-quality products resonated with consumers who were tired of the limited options available in the mainstream beauty market.

Challenges of Entrepreneurship

As with any entrepreneurial journey, Dhal faced her fair share of challenges along the way. The beauty industry is highly competitive, and launching a new brand is no easy feat. Dhal had to overcome skepticism from

investors, navigate the complexities of manufacturing, and build a team that shared her vision.

Through it all, Dhal remained steadfast in her belief in Between Us. She worked tirelessly to develop innovative products, build strategic partnerships, and connect with her customers on a personal level. Her dedication and perseverance have paid off, as Between Us has grown into a thriving brand with a loyal following.

Impact on the Industry

Ruby Dhal's entrepreneurial journey with Between Us has had a significant impact on the beauty industry. Her brand has helped to shift the conversation around inclusivity and diversity, and it has inspired other entrepreneurs to create products that cater to a wider range of consumers.

Dhal's success as a woman of color in a traditionally white-dominated industry has also been an inspiration to aspiring entrepreneurs. She has shown that it is possible to overcome adversity and create a successful business while staying true to your values.

Ruby Dhal's journey from social media influencer to entrepreneur is a testament to her passion, determination, and unwavering commitment to empowering women. Through Between Us, she has created a brand that celebrates diversity and inclusivity, and she has inspired countless others to follow their dreams.

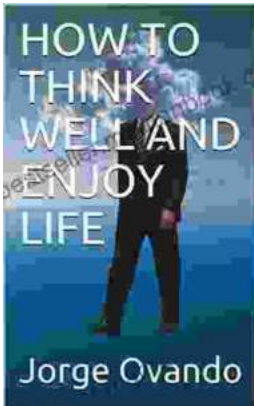
As Between Us continues to grow and evolve, Dhal is excited for the future. She has ambitious plans to expand the brand's product line and to continue to use her platform to advocate for positive change in the beauty industry.



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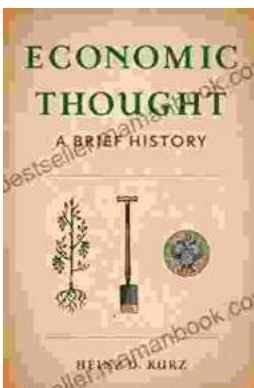
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