

MEDIA KIT 2023

LATIFA ALSHAMSI

1st Emirati Blogger — Content Creator
Social Media Influencer — Public Speaker
Fashion • Food • Travel
since 2010



ABOUT LATIFA

Latifa, the first Emirati blogger in the GCC since 2010, combined her love for writing and fashion to become a pioneering fashion and lifestyle blogger. She opened a window into the life of an Emirati woman, becoming a catalyst for something bigger. Today, Latifa collaborates with renowned international brands like Cartier, Ralph Lauren, Coach, and others, as well as local luxury brands such as Siddiqi. Her journey aims to be an ambassador for female empowerment in fashion, offering insight into the life of ambitious and strong Arab women. Latifa actively promotes entrepreneurship in the region, supporting various start-ups and local businesses.



LATIFA PROVIDES

UGC CONTENT CREATION

FOOD & RESTAURANT REVIEW

FOOD & RESTAURANT CONTENT/VLOG

FASHION VLOG

CLOTHING & APPAREL CONTENT

JEWELLERY CONTENT

SOCIAL MEDIA ADS

BEAUTY CONTENTS

EVENT'S COVERAGE

EVENTS/PUBLIC SPEAKER

TRAVEL CONTENTS

TRAVEL BLOG

HOTEL REVIEWS

HOTEL CONTENTS

TRAVEL DESTINATION REVIEWS

FASHION & BEAUTY CONTENTS

@latifalshamsi





FOOD CONTENTS



Latifa Alshamsi is a food blogger who absolutely loves sharing her culinary discoveries. With a passion for exploring different cuisines, she takes her readers on a delicious journey through her enticing posts. From street food to fine dining, Latifa's mouthwatering descriptions and enticing food photography will leave you hungry for more. Her expertise and genuine enthusiasm make her a source for anyone looking for tasty inspiration and guidance in their culinary adventures.

TRAVEL CONTENTS



Latifa, a travel enthusiast and who absolutely loves exploring the world. She's always on the lookout for new adventures and experiences to share with her readers.

Through her blog, she takes you on a virtual journey to amazing destinations, introduces you to delicious local foods, and shares the beauty of different cultures. Latifa's stories and photos will transport you to faraway places and inspire you to discover new horizons. With her infectious passion and down-to-earth style, Latifa Alshamsi is the go-to person for anyone looking for travel inspirations.





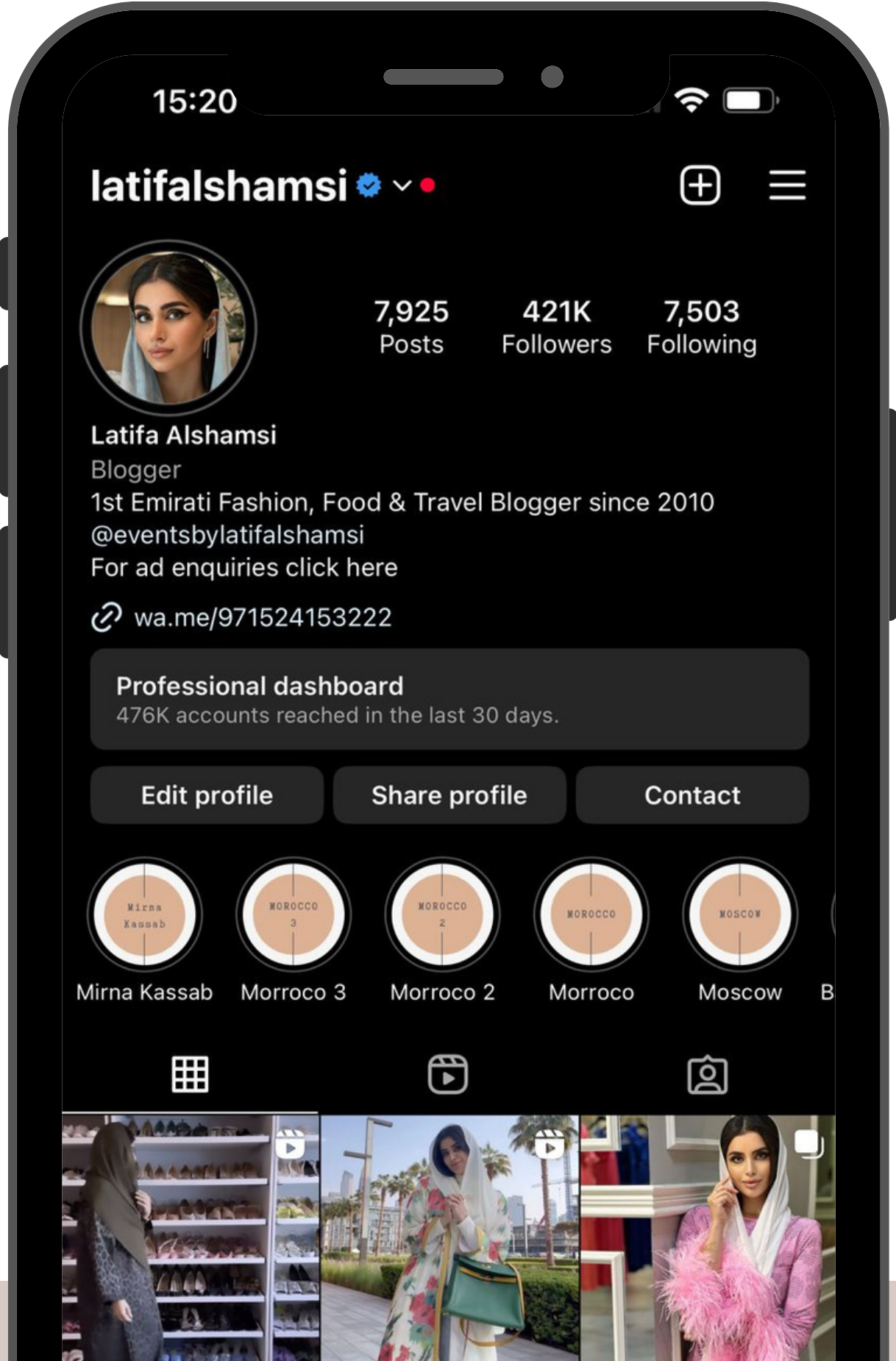
INSTAGRAM PROFILE

421,346

FOLLOWERS

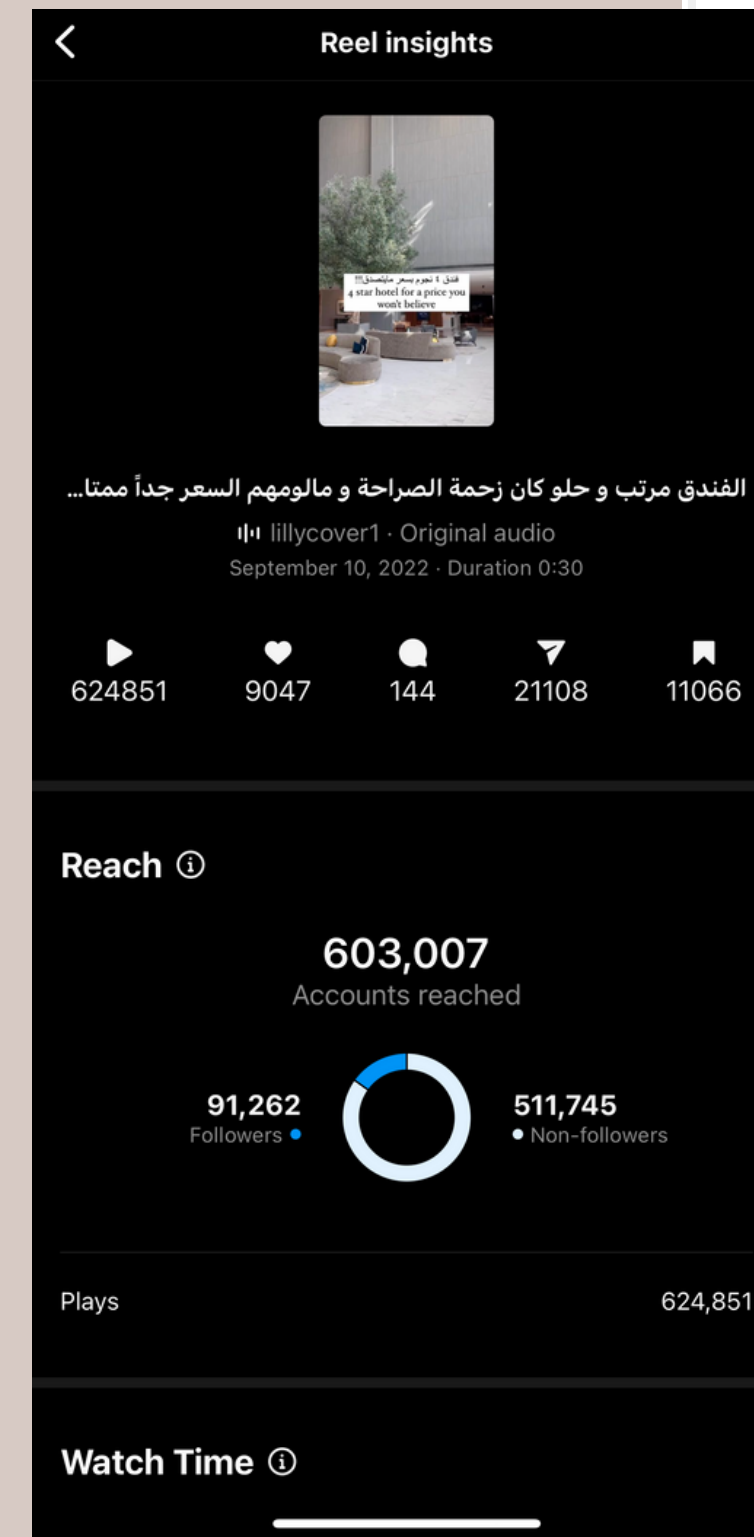
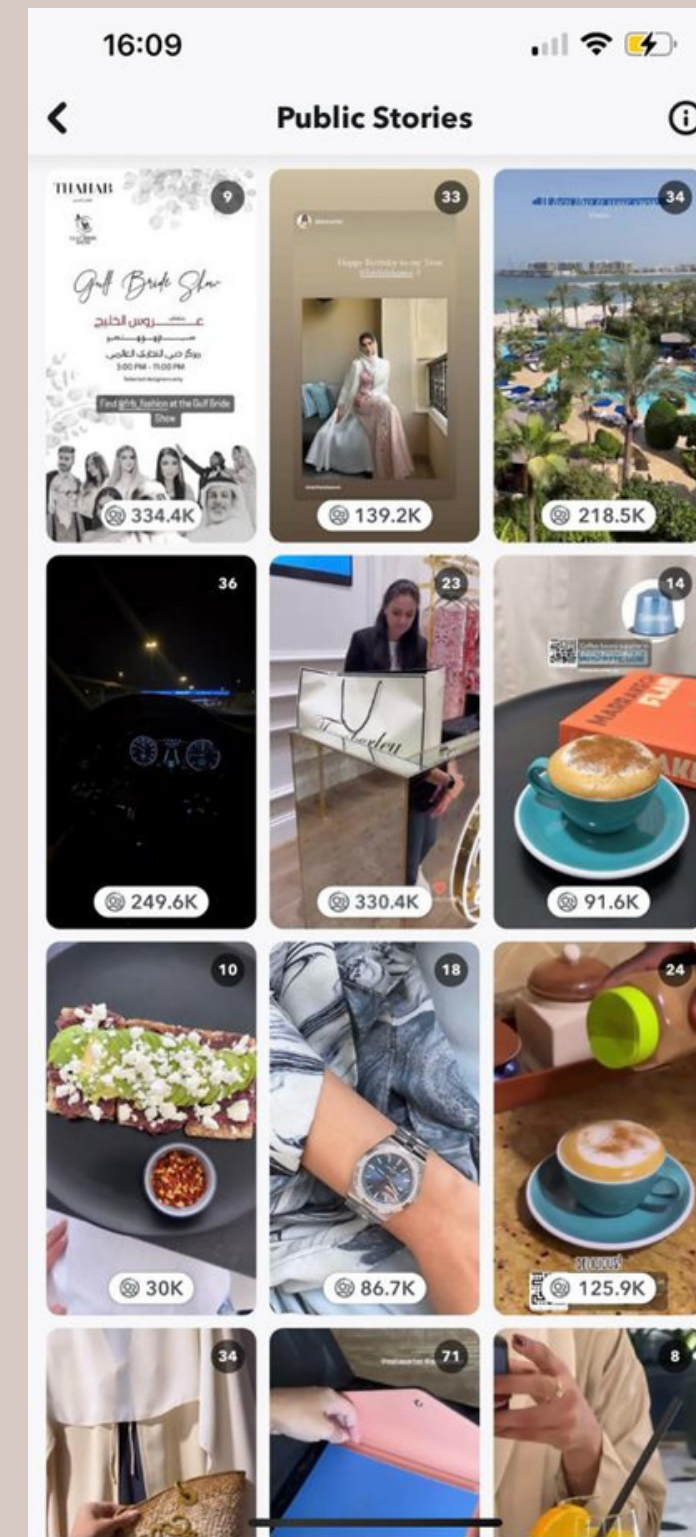
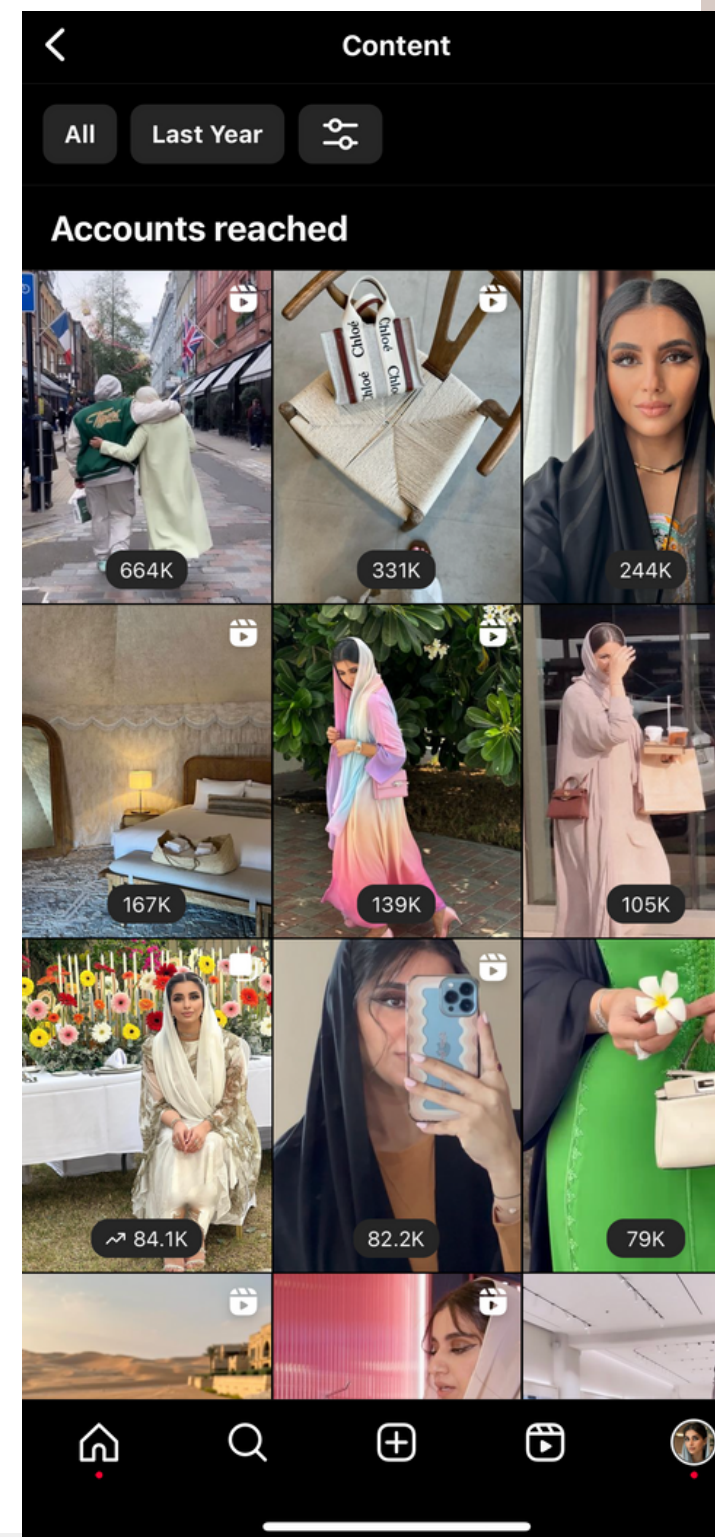
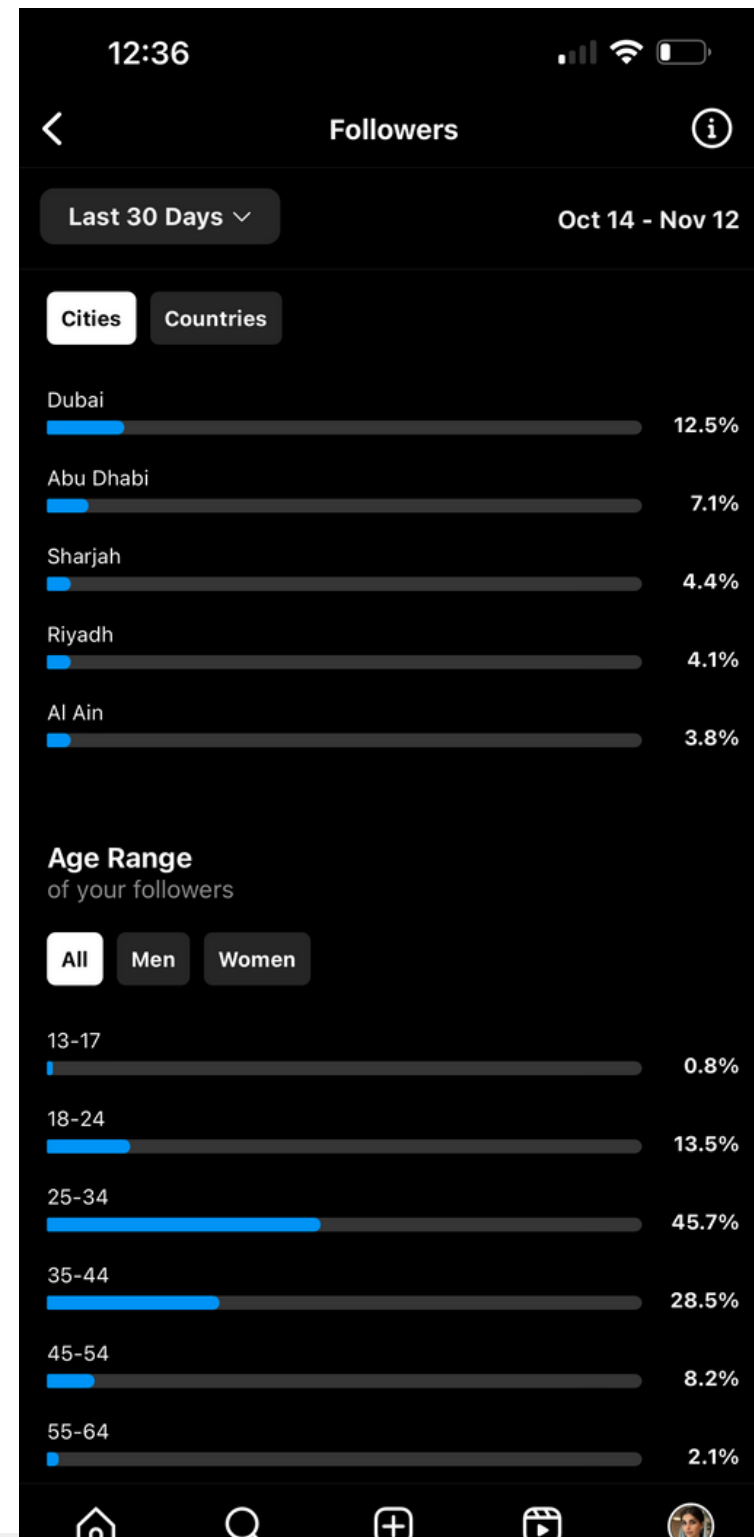
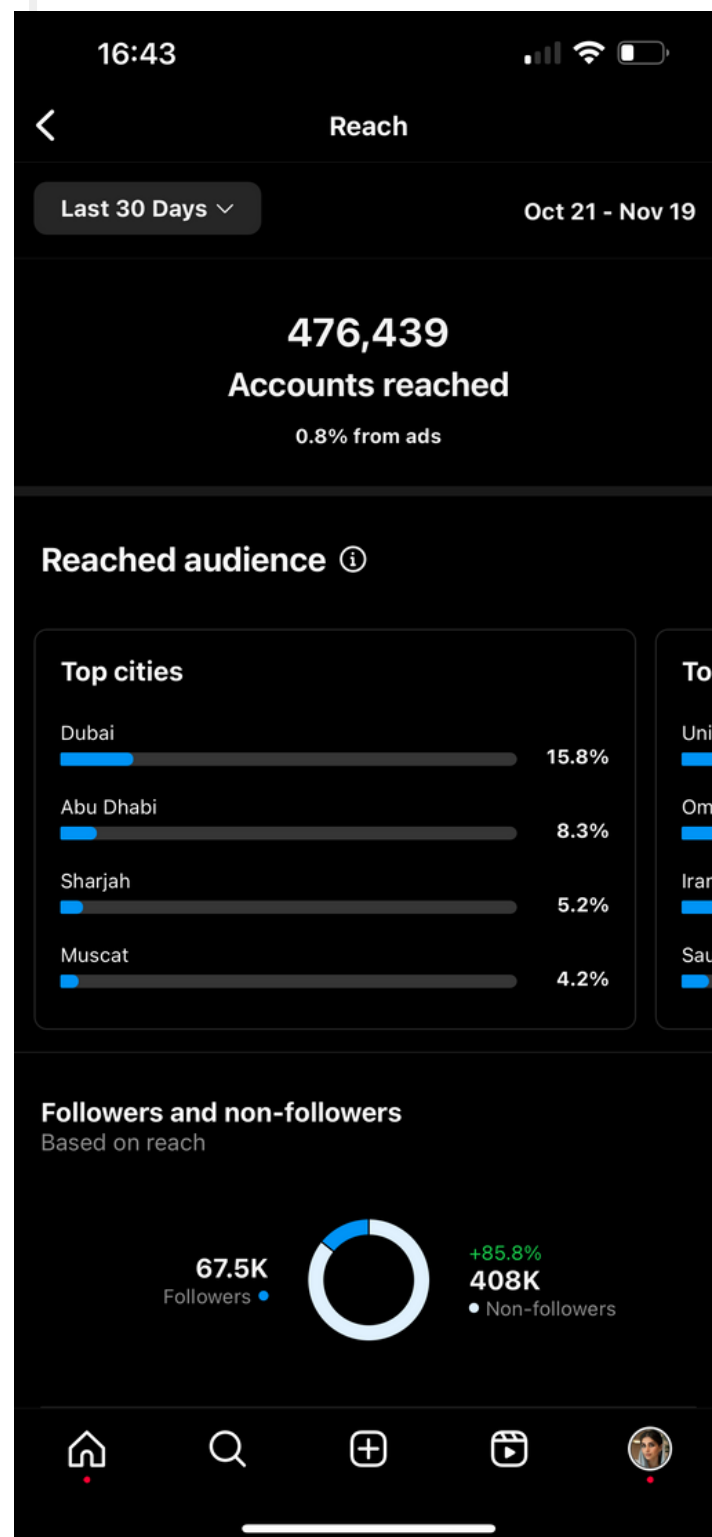
476,439

ACCOUNT REACH



DEMOGRAPHICS

LATIFA ALSHAMSI - MEDIA KIT 2023



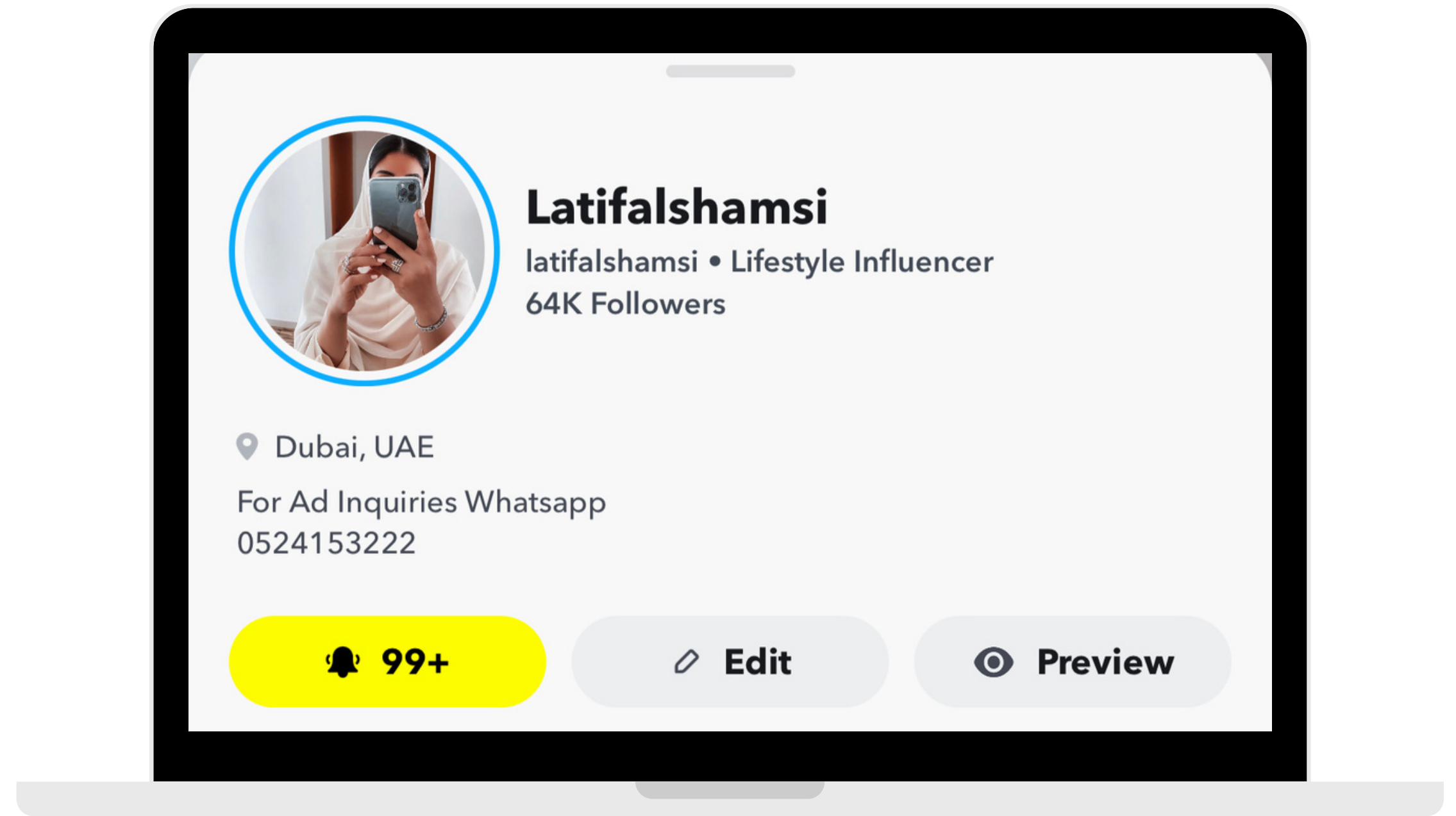
SNAPCHAT PROFILE

64.9K

SUBSCRIBERS

2.6M

MONTHLY VIEWS



DEMOGRAPHICS & INSIGHTS



86

UAE

43

KSA

16

KUWAIT

Created with mapchart.net

STORY VIEWS

24.6 M

FID

444.1 M

WEEK

1.6 M

MONTH

VIEW TIME

12.3 M

FID

245.7 M

WEEK

895.9 M

MONTH

AUDIENCE

96

FEMALE

25-34

YEARS OLD

MAJOR COLLABORATIONS



MAJOR COLLABORATIONS



BRAND COLLABORATIONS

LATIFA ALSHAMSI - MEDIA KIT 2023

LOUIS VUITTON

SAMSUNG

FUJIFILM

MANOLO BLAHNIK

ROBINSONS
SINCE 1858

بتي
Bateel

Jumeirah
HOTELS & RESORTS

اقتصاد
للاقتصاد والسياحة
Economy and Tourism

SALT
DUBAI . 2014

mumzworld
#1 mother, baby & child site in the Middle East

THE LUXURY CLOSET
BUY AND SELL AUTHENTIC NEW & PRE-OWNED LUXURY BRANDS

W

Boutiqaat

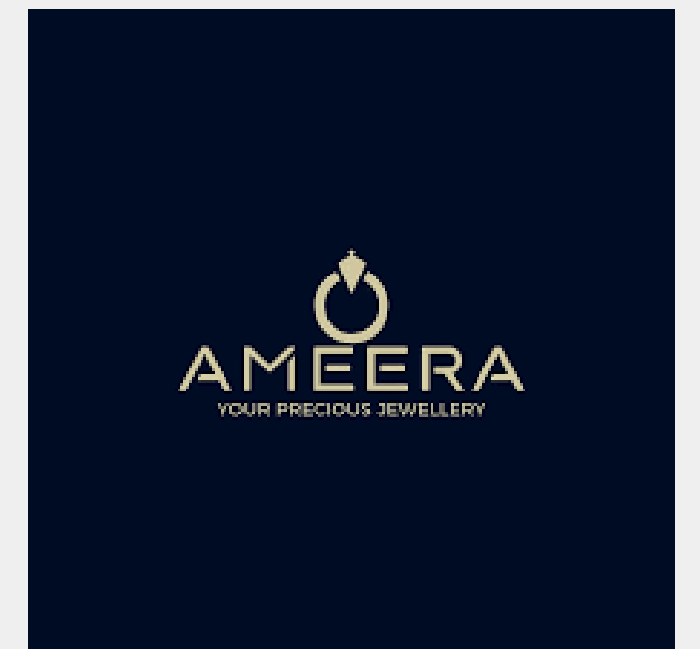
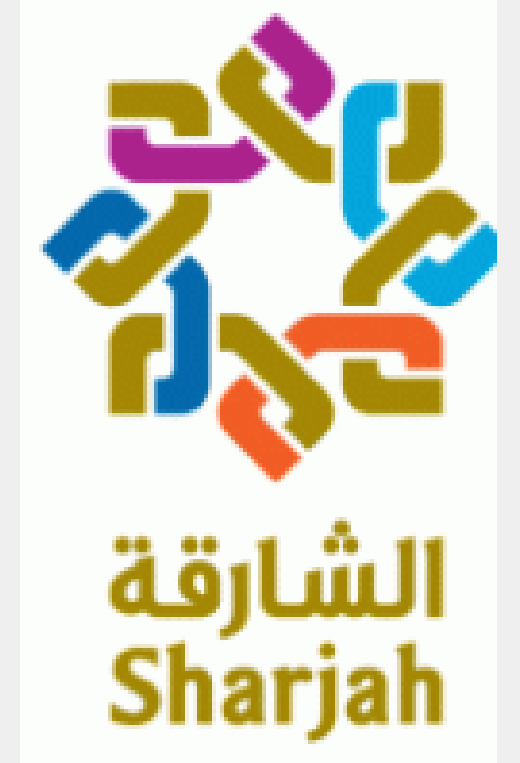
CP
CHILDSPLAY CLOTHING

FOUR SEASONS
Hotels and Resorts

TAJ
Hotels Resorts
and Palaces

WALDORF
ASTORIA™
HOTELS & RESORTS

Disney





OUNASS

sprii.
everything for mums

القهوة
كويت

EMIRATI COFFEE CO

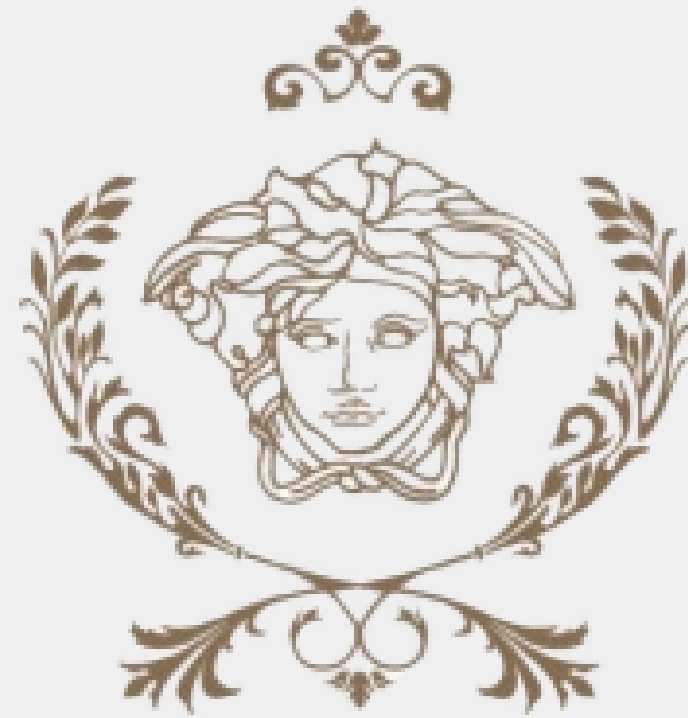
Aziz

ABDULAZIZ ALNOMAN

tbrk



MANDARIN ORIENTAL



Palazzo Versace

DUBAI



VERSACE

dinh van
PARIS

THE
RUNWAY
ON
WHEELS
FASHION... DELIVERED.

Abu Dhabi
Tourism & Culture للسياحة والثقافة





REPOSSI



BOUGUESSA



BVLGARI



MANOLO BLAHNIK

Fairmont
HOTELS & RESORTS

الإتجاه
ETIHAD

FRANCK MULLER
GENEVE

Scalini

Villa
THALGO

TIMEVALLÉE



Christian
Louboutin

DIOR

DAMIANI

HANDMADE IN ITALY SINCE 1924




GIVENCHY

2XL
HOME

BAZAAR Harper's

TESTIMONIALS

LOUIS VUITTON



CHILDSPLAY
CLOTHING

mumzworld
#1 mother, baby & child site in the Middle East

ROBINSONS

TAJ
Hotels Resorts
and Palaces

Disney



FOUR SEASONS

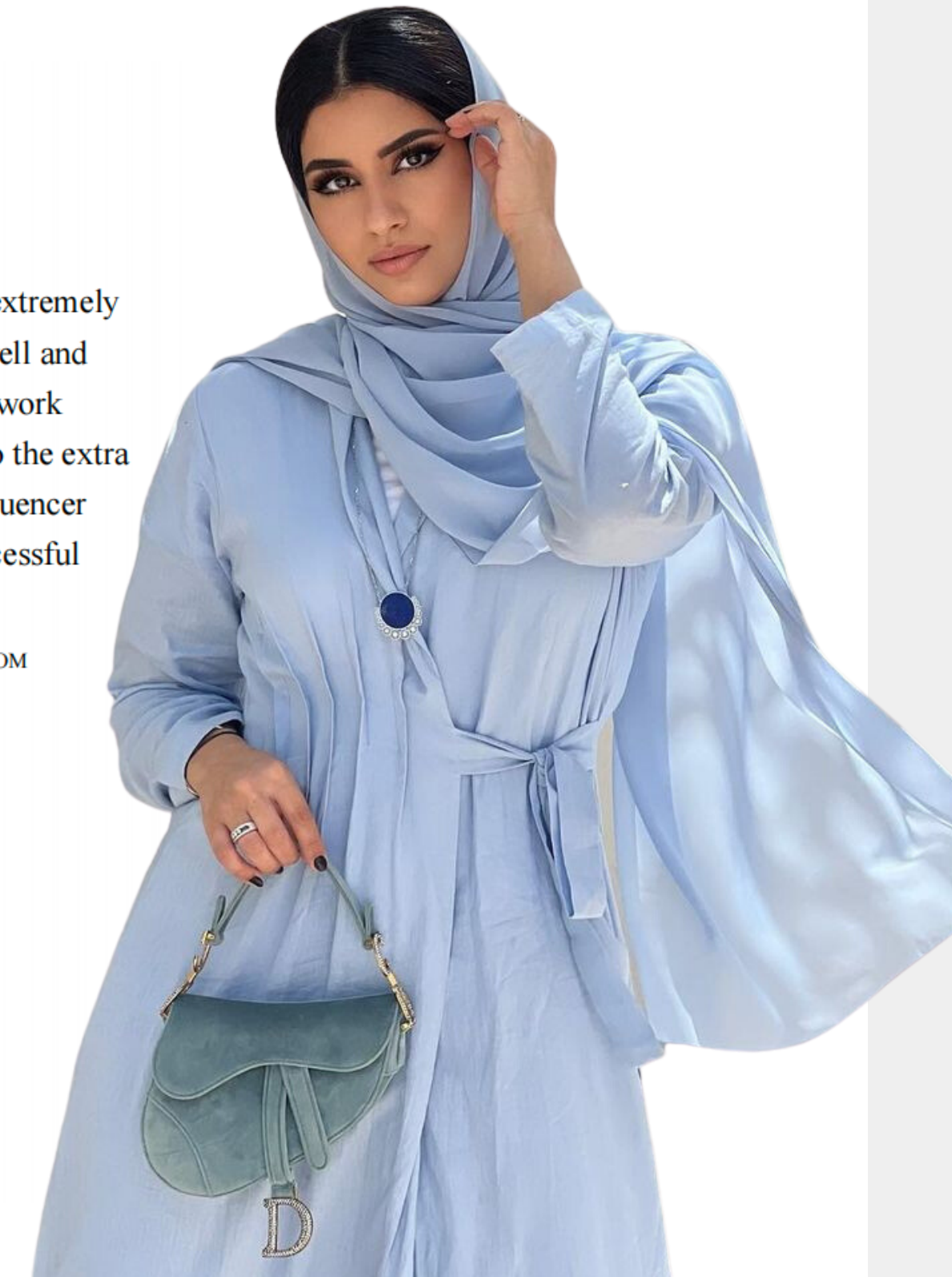
SAMSUNG

بتي
Bateel

FUJIFILM

“Latifa is always a pleasure to deal with, her content is extremely well received by her audience, whom she knows very well and caters to them to ensure best results for the brands who work with her. Additionally Latifa is also always willing to go the extra mile, as well as give feedback and insights from the influencer side of things to help us make the partnership more successful for both parties”

JULIA SPENCER, CONTENT AND INFLUENCER MANAGER, MUMZWORLD.COM



TESTIMONIALS

MANOLO BLAHNIK

دبي
للسياحة
Tourism

Jumeirah™

SALT
DUBAI, 2014

W
WALDORF ASTORIA®
HOTELS & RESORTS

THE
LUXURY
FOR ALL

the
o
co.

Boutikaat

كأسه
CUPAGAHWA™

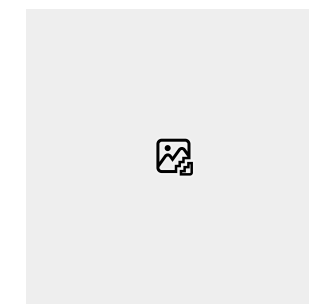
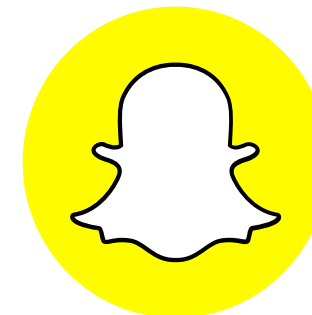
سُكَّر
SUKKAR
Khaleeji Sweets

“I have worked with Latifa for a couple of years now and it has been nothing short of amazing! Her enthusiasm, passion and sheer love for the brands she’s involved with has resulted in many successful campaigns. Her genuine and loving personality is definitely a bonus especially since the market is flooded with influencers and it’s not common to find sincere ones that actually care for the brand and its image. I look forward to working with her on many more activities and strengthening this relationship that has now turned into a beautiful friendship! ”

SAMARA PUNJA 81,CEO, TIMES SQUARE, MANOLO 8LAHNIM MIDDLE EAST.



LET'S WORK TOGETHER!



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