

MEDIA KIT 2024

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



LATIFA ALSHAMSI - MEDIA KIT 2024



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.





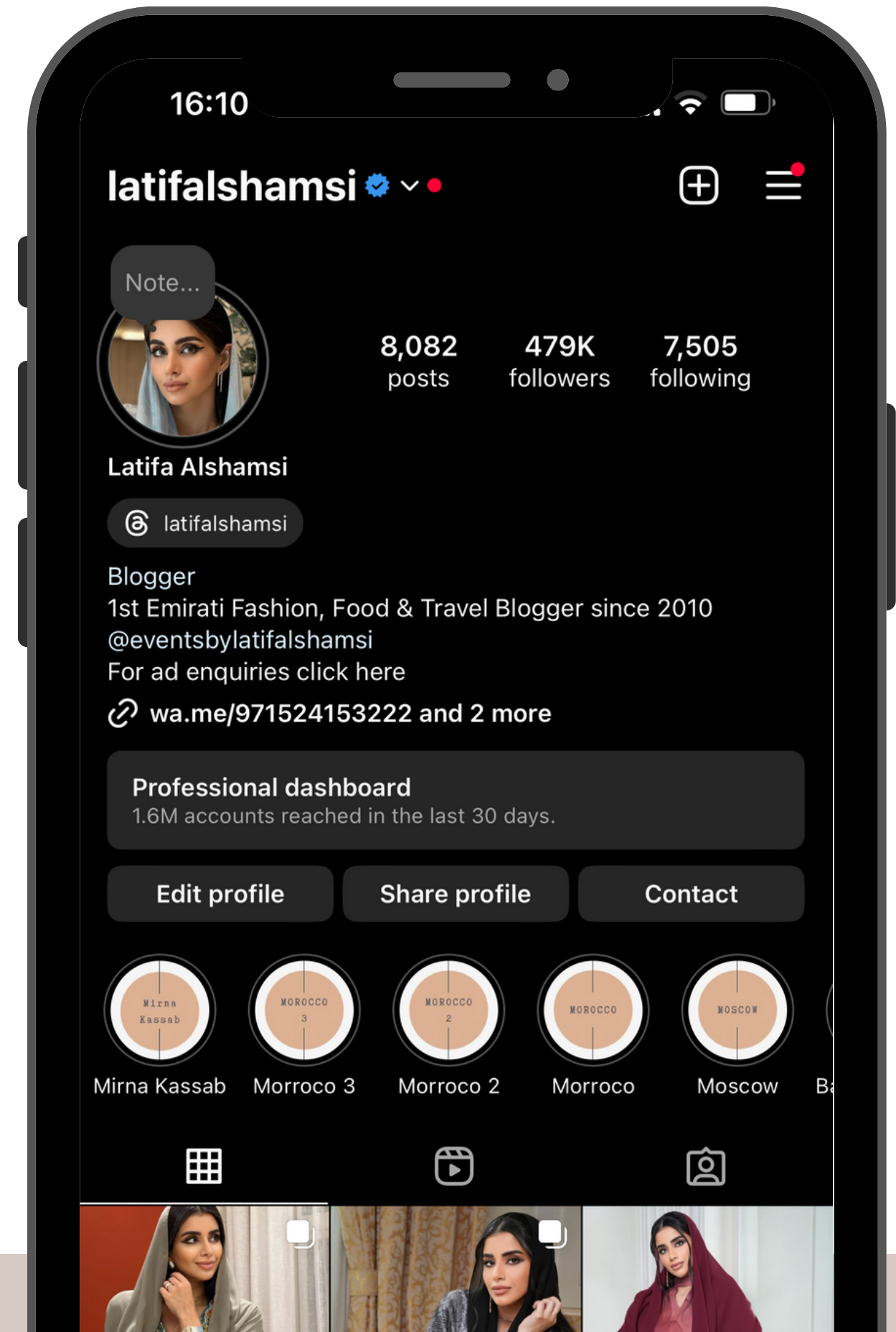
INSTAGRAM PROFILE

479,634

FOLLOWERS

2,308,708

ACCOUNT REACH



DEMOGRAPHICS

11:55

LTE

<

Reach

i

Last 30 Days

Feb 10 - Mar 10

2,308,708

Accounts reached

0.2% from ads

Reached audience

i

Top cities

Dubai10.4%

Abu Dhabi5.8%

Riyadh3.7%

Baghdad3.7%

Followers and non-followers

Based on reach

+2.3%109KFollowers

+77.1%2.1MNon-followers

Impressions7,958,168

+1.4%

16:10

<

Followers

i

Last 30 Days

Feb 14 - Mar 14

479,634

Followers

+3.4% vs Feb 13

Growth

Overall followers16,146

Follows20,528

Unfollows4,382

Feb 14

Feb 28

Mar 13

Top locations

Cities

Countries

Dubai11.8%

<

Content

All

Last Year

Accounts reached

664K

331K

244K

167K

139K

105K

84.1K

82.2K

79K

16:09

<

Public Stories

i

9

33

34

36

23

14

10

18

24

34

71

8

334.4K

139.2K

218.5K

249.6K

330.4K

91.6K

30K

86.7K

125.9K

11:17

<

Reel insights

بنتكم اشترت بيت ✨😍 خطوة جديدة وجميلة ان شاء الله... اللهم...

latifalshamsi · Original audio

February 8 · Duration 1:20

2049804

44859

1093

11844

7673

Overview

i

Accounts reached1,570,589

Reel interactions65,469

Profile activity20,410

Reach

i

1,570,589

Accounts reached

92,189Followers

1,478,400Non-followers

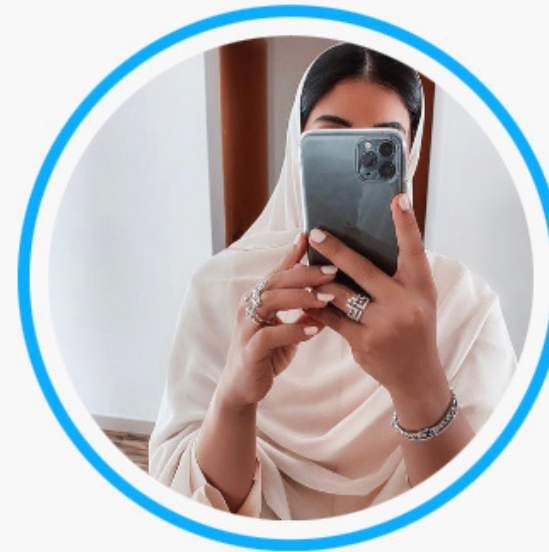
SNAPCHAT PROFILE

69.6K

SUBSCRIBERS

2.6M

MONTHLY VIEWS



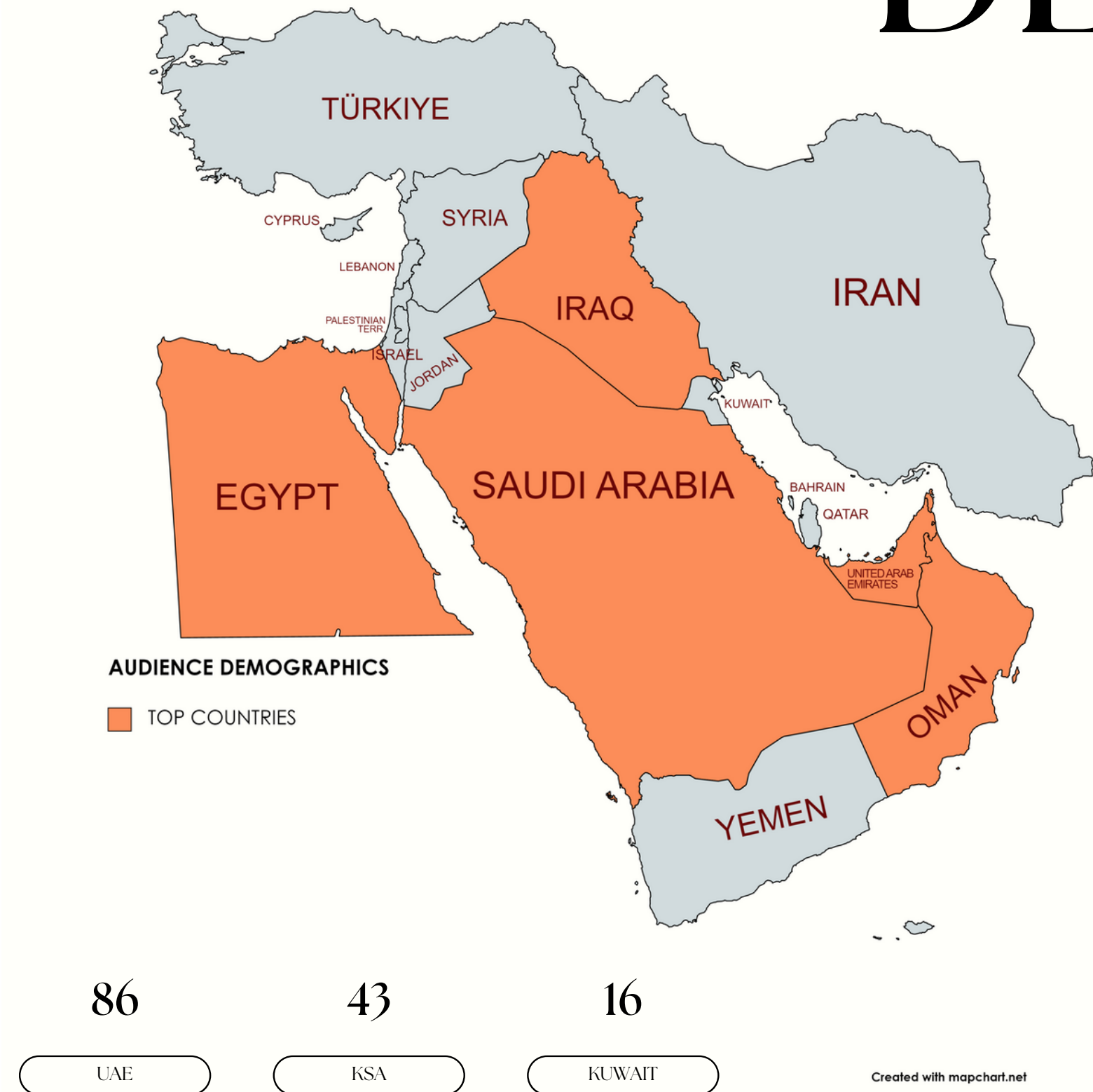
Latifalshamsi

latifalshamsi • Lifestyle Influencer
69K Followers

📍 Dubai, UAE

For Ad Inquiries Whatsapp
0524153222

DEMOGRAPHICS & INSIGHTS



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 2024

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

Boutiquaat

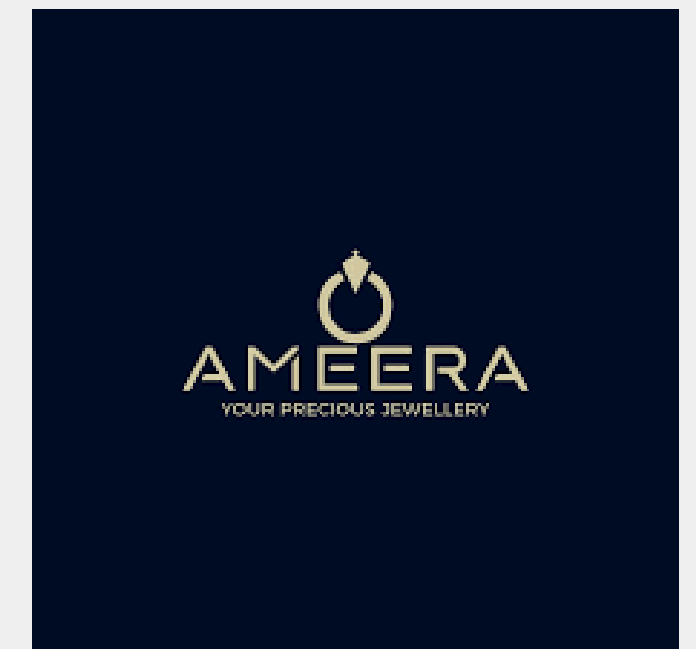
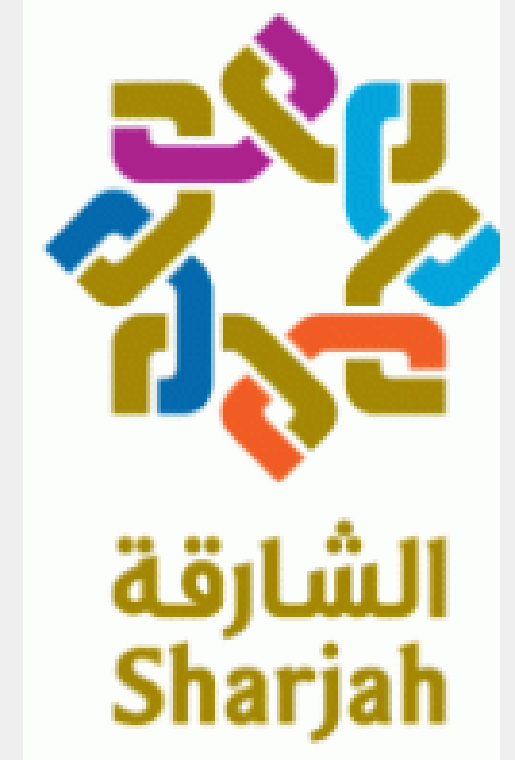
CP
CHILDSPLAY CLOTHING

FOUR SEASONS
Hotels and Resorts

TAJ
Hotels Resorts
and Palaces

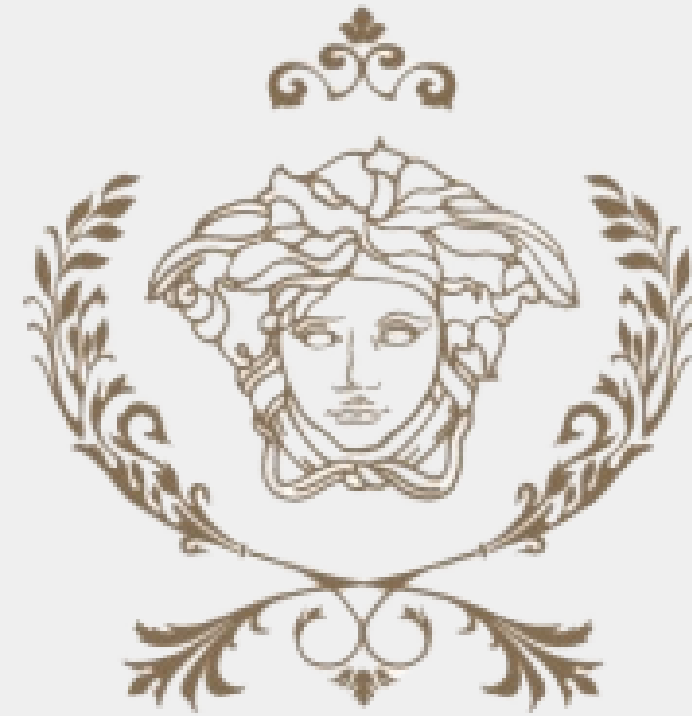
WALDORF
ASTORIA™
HOTELS & RESORTS

Disney





OUNASS



VERSACE

Palazzo Versace

DUBAI

Azif

ABDULAZIZ ALNOMAN

THE
RUNWAY

dinh van

P A R I S

ON
WHEELS

FASHION... DELIVERED.



MANDARIN ORIENTAL

Abu Dhabi

Tourism & Culture للسياحة والثقافة





REPOSSI



BOUGUESSA



TESTIMONIALS

LOUIS VUITTON



CHILDSPLAY
CLOTHING

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

ROBINSONS

TAJ
Hotels Resorts
and Palaces

Disney



FOUR SEASONS

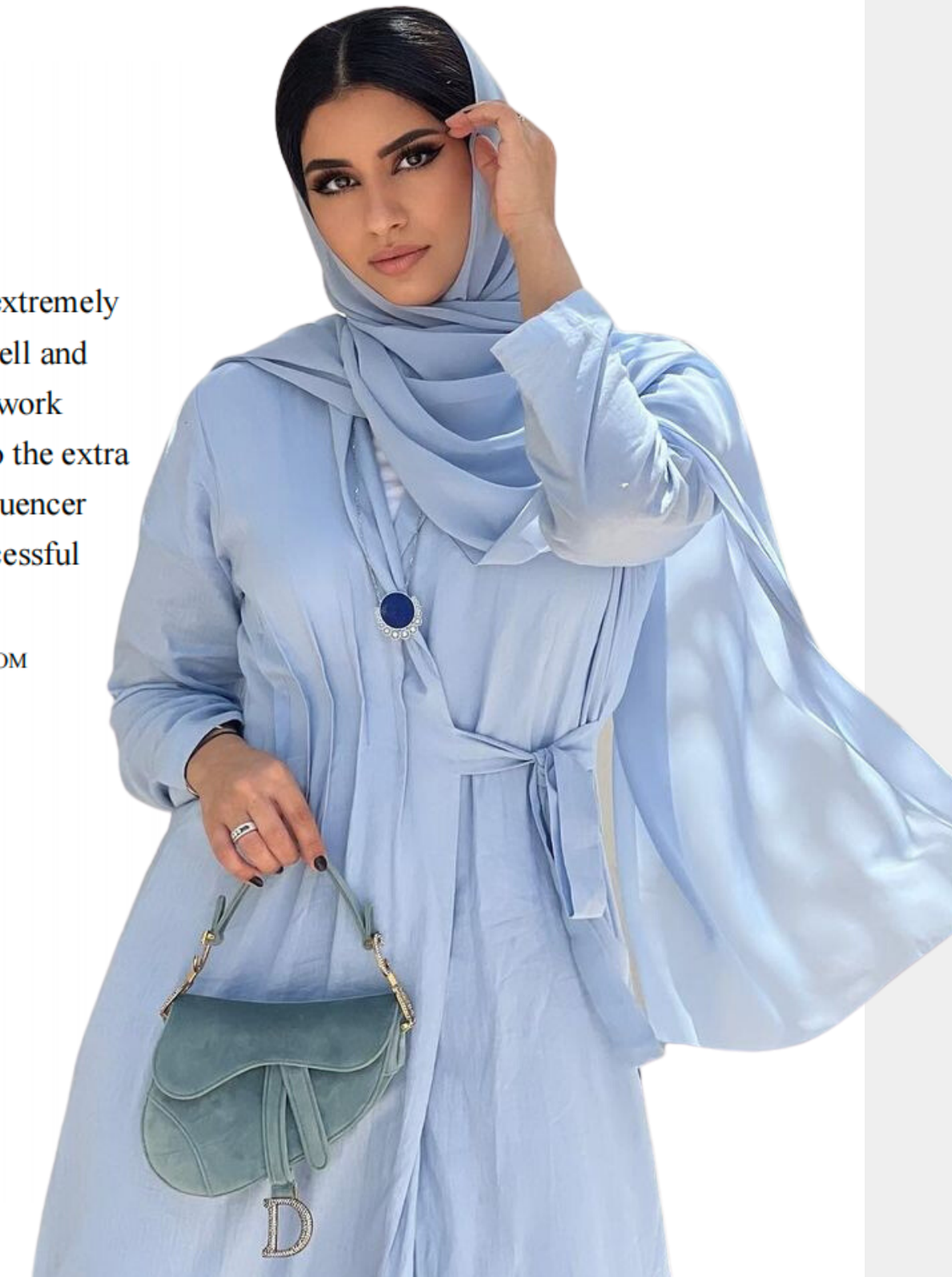
SAMSUNG

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 OCCASIONS

the
o
co.

Boutiqaat

كأس قهوة
CUPAGAHWA™

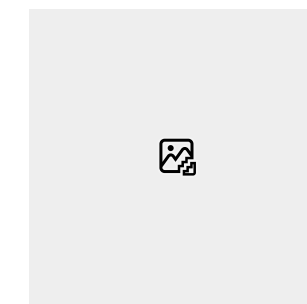
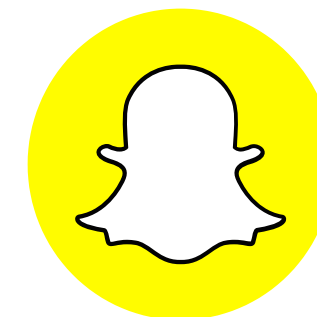
سُكَّر
SUKKAR
Khaleeji Sweets

“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 SI,CEO, TIMES SQUARE, MANOLO BLAHNIK MIDDLE EAST.



LET'S WORK TOGETHER!



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