

AYA ABAAKIL

MEDIA KIT / 2026

*Fashion, Beauty,
Travel & Lifestyle*

DUBAI · PARIS · MARRAKECH



PROFILE

Aya Abaakil

Aya Abaakil is a Dubai-based content creator whose work spans fashion, beauty, travel and wellness.

Having built a community of more than 500,000 followers organically, Aya has developed a distinctive visual identity centred around considered storytelling and premium lifestyle content.

Her collaborations range from international fashion and beauty houses to luxury hospitality, with a selective approach to partnerships that ensures each brand is integrated naturally into her world.



Audience & Performance

532K

Followers

ORGANICALLY BUILT COMMUNITY

11M–19M

MONTHLY IMPRESSIONS

50K–160K

AVERAGE STORY VIEWS

3K–15K

AVERAGE PHOTO LIKES

22.8%

ENGAGEMENT RATE

Selected Collaborations

GUCCI

FENDI

GIVENCHY

BALENCIAGA

MaxMara

ARMANI EXCHANGE

v o g u e
eyewear

BIRKENSTOCK®

MANDARIN ORIENTAL

ACCOR

L'ORÉAL

MAC

Selected Work



Editorial & Media



L'OFFICIEL ARABIA · DIGITAL COVER

Mind Body Soul

AYA ABAAKIL



L'OFFICIEL ARABIA

Vision & Impact

APRIL 2025



COSMOPOLITAN MIDDLE EAST

It's All About Aya Abaakil

Partnerships

*Commercial terms
available upon request.*

Brand partnerships

Instagram Reels

Editorial content

Still photography

Stories

Event attendance

Travel & hospitality

Beauty & fashion campaigns

Cross-platform content

Interviews & special projects

Rates are tailored according to scope, deliverables, usage rights, exclusivity, production requirements and campaign duration.

Aya Abaakil



PARTNERSHIPS &
COMMERCIAL ENQUIRIES

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DUBAI · UAE