



Abir El Saghir

Chef & Culinary Content Creator

1998-09-24 - Lebanese - Lebanon

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Who is Abir El Saghir

Abir El Saghir is a Lebanese culinary content creator born on September 24, 1998, in Beirut, Lebanon. Raised in a conservative family in the West Bekaa region, she has been passionate about the arts from a young age. Abir earned a bachelor's degree in interior design from the Lebanese University, but her true calling was always in the culinary world. She discovered her talent for creating innovative recipes and visually stunning dishes, which inspired her to share her kitchen creations on social media. Abir holds Lebanese citizenship and currently resides in Lebanon. Among her followers, she is known as the "Arab Disney Princess" for her captivating elegance and charm. Since childhood, she loved experimenting with new recipes and sharing her dishes with family, paving the way for her future passion in cooking. Abir began her journey on social media in 2021, launching accounts on TikTok and Instagram to share cooking videos and culinary tips. Her content quickly went viral thanks to her spontaneous, entertaining presentation style. Abir stands out for her unique filming approach, using creative angles and a fast-paced rhythm that captivates viewers, along with her coordinated outfits and lively personality that add a special appeal to her content. Her influence extends beyond recipes; she is also known for her charitable initiatives, such as distributing free meals to those in need, which has brought her closer to her audience and significantly boosted her popularity. For example, her Ramadan campaign to provide iftar meals to underprivileged families received widespread attention and reinforced her image as a content creator with a social mission. Abir El Saghir delivers diverse content focused on teaching cooking and presenting both Middle Eastern and international recipes with a modern twist. She not only showcases her culinary skills but also shares personal stories and daily kitchen experiences with her followers. This blend of educational and entertaining content has made her one of the most prominent young chefs online. Over time, she expanded her presence to YouTube, where her videos have garnered millions of views. Personally, Abir embodies strong values; when she married Youssef Farhat in May 2025, she chose a copy of the Quran as her dowry, symbolizing spiritual and moral appreciation—a gesture widely admired for its humility and depth. She is also known for her viral phrase during a trip to Egypt, "Come to Egypt", which encouraged tourism and demonstrated her positive influence on her audience.

Achievements of Abir El Saghir

Abir El Saghir has achieved remarkable success in digital content creation. In a

short period, she attracted a massive audience across social platforms, surpassing 25 million followers on TikTok and over 8 million on Instagram by 2025. Her YouTube channel has accumulated more than 1.5 billion views, reflecting the significant impact and widespread reach of her content both in the Arab world and internationally. These digital milestones, achieved in a relatively brief timeframe, highlight the rapid rise of her online presence. Abir has become one of the region's leading culinary influencers, inspiring millions with her creative approach to cooking. Abir's achievements have been recognized with prestigious awards. She won the "Joy Awards" (Joy Awards) for Best Influencer in Culinary and Creative Content at a major ceremony in Riyadh during the Riyadh Season entertainment festival, cementing her status as a pioneer in her field. Additionally, she received awards for Best Content Creator and Best Food Content Creator in 2022, honoring her unique blend of informative and entertaining culinary content. These accolades underscore her leading role among young content creators in the Arab world and the positive impact she has made on audiences and judging panels alike. Another milestone in Abir's career is receiving the Golden Visa in the United Arab Emirates as a "Creative Talent." Granted by the Dubai government, this distinguished residency recognizes her contributions to digital content and her role in modernizing culinary culture. The Golden Visa has enabled her to expand her activities and collaborate with leading companies and media organizations in the region. Her charitable and humanitarian work—including feeding the underprivileged and promoting tourism—adds a noble social dimension to her achievements. Abir El Saghir stands as a role model for ambitious young Arab women, transforming her passion for cooking into an inspiring success story that combines professionalism with strong human values.

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