



Ascia AKF

Kuwaiti Fashion & Lifestyle Blogger

Kuwaiti - Kuwait

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Who is Ascia AKF

Ascia AKF is a pioneering Kuwaiti fashion blogger and one of the leading voices in modest fashion across the Arab world. She began her journey with a personal blog and quickly rose to prominence on Instagram in the early 2010s, showcasing her signature turban style and redefining modern hijab fashion. Through her creative approach, Ascia AKF has proven that modesty and contemporary elegance can go hand in hand, inspiring millions of hijabi women with her unique blend of global trends and Middle Eastern identity. With over 2 million Instagram followers and a strong presence on Snapchat, Ascia AKF shares her daily life as a wife, mother, and entrepreneur. She is the founder of 'Desert Baby,' a fashion label offering modern designs inspired by Gulf culture. Recognized by leading international magazines as a global fashion influencer, Ascia AKF has amplified the voice of Arab women on the world stage. Known for her humility and genuine connection with her audience, she regularly hosts Q&A sessions on styling and beauty, further strengthening her positive impact. She also addresses important social topics such as self-acceptance and online bullying, using her platform to raise awareness. Ascia AKF has successfully redefined the image of Gulf bloggers worldwide, seamlessly blending authenticity with modernity.

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