



Hayat Alsehel

Shopping & Lifestyle Content Creator and Influencer

Syrian - Germany

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Who is Hayat Alsehel

Hayat Alsehel is a Syrian content creator and influencer based in Germany, renowned for her specialized content on offers and products in German retail stores. She provides her audience, primarily from the Arabic-speaking community, with detailed shopping tours in popular stores like Action, Lidl, Tedi, and Obi, highlighting the best deals and new arrivals in home goods, decor, and kitchenware. Alsehel began her social media career by sharing her passion for smart shopping and home management. She quickly built a strong community due to her authenticity and relatable style. Alongside her shopping vlogs, Hayat shares aspects of her daily life as a mother and homemaker, offering cooking recipes, particularly from Syrian cuisine, as well as tips on home organization. She has successfully transformed her personal experience of adapting to life in Germany into a practical guide and source of inspiration for thousands, establishing herself as a familiar and trusted figure in her niche.

Achievements of Hayat Alsehel

Hayat Alsehel has successfully built a trusted personal brand across multiple platforms, including YouTube, Instagram, and TikTok, becoming a primary resource for the Arab community in Germany for discovering deals and products. A large audience follows her for practical advice and honest recommendations. She serves as a source of inspiration for many Arab women living in Europe. Through her content, Alsehel demonstrates how daily activities like shopping and home care can be transformed into engaging and useful content, fostering a positive impact and an interactive community around her work.

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