



Karen Wazen

Entrepreneur & Fashion Influencer

Lebanese - United Arab Emirates

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Who is Karen Wazen

Karen Wazen is a Lebanese entrepreneur and fashion influencer based in Dubai, recognized as one of the most prominent Arab personalities both regionally and internationally. Since launching her Instagram journey in 2015, Karen has quickly risen to fame thanks to her refined taste and effortless elegance. She delivers sophisticated content focused on high fashion and inspiring everyday style, engaging her audience of over 15 million followers across platforms by sharing glimpses of her family life with her husband and three children, forging a genuine human connection beyond admiration for her looks. Karen has achieved significant milestones in her career; in 2018, she launched her own eyewear line, Karen Wazen Eyewear, which rapidly gained global popularity and was worn by international celebrities. She has graced the covers of leading fashion magazines, representing the new generation of Arab influencers, and was named by Forbes as one of the Middle East's most influential businesswomen on social media in 2020. Karen is known for building a powerful personal brand defined by feminine elegance and professionalism, and has served as a regional ambassador for luxury beauty and fashion brands in global campaigns. Through Snapchat, she connects with her audience in real time, offering authentic glimpses into her home life, friendships, and motherhood. This balance between a polished Instagram presence and relatable, unfiltered moments on Snapchat has strengthened her credibility and popularity. Today, Karen Wazen is not only a fashion icon, but also a business leader whose influence extends beyond the Middle East to the global stage, setting a successful example for modern Arab women in fashion and entrepreneurship.

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