



## Leena Labady

Lifestyle & Modest Fashion Content Creator

2001-03-09 - Jordanian - Jordan

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## Who is Leena Labady

Leena Abd al-Rahman Yousef al-Labadi, professionally known as Leena Labady, is a prominent Jordanian content creator and influencer based in Amman. She specializes in lifestyle, travel, and fashion content, with a significant focus on modest and hijab-friendly fashion. Although she started her Instagram page in July 2013, her professional journey into content creation began serendipitously in early 2021, after which she quickly gained widespread recognition. Leena holds a bachelor's degree in Financial and Administrative Sciences from Al-Balqa Applied University's Amman University College. She utilizes her digital platforms, including Instagram, TikTok, and YouTube, to share her daily life and inspire young women with modern and attractive ways to style modest wear. Her content also features travel vlogs and personal experiences, often including collaborations with her husband, social media activist Hamza Samara. Through her work, Leena aims to convey the message that the hijab is not a barrier to elegance and keeping up with contemporary fashion trends.

## Achievements of Leena Labady

Leena Labady has established a strong presence on social media, successfully building a large community around her purposeful content that blends fashion with conservative values. One of her most significant achievements is her positive influence on young women regarding the hijab; she has mentioned in interviews that many of her followers were inspired to wear it because of her content. Professionally, Leena has become a sought-after face for numerous brands in fashion, beauty, and consumer goods. She actively participates in industry events and summits, such as the "1 Billion Summit" in Dubai, reflecting her growing status in the content creation field. Some of her videos have gone viral, achieving millions of views, including a popular TikTok video about her hijab style evolution and another detailing the various names of the city of Jerash.

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