



Mary Asad

Sustainable Fashion Entrepreneur & Content Creator

Egyptian - United Arab Emirates

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Who is Mary Asad

Mary Asad is an Egyptian content creator and entrepreneur based in Dubai, who has emerged as an influential voice in the field of sustainable fashion and conscious consumerism in the Middle East. Through her digital platforms, including YouTube and Instagram, she focuses on educating her audience about the importance of fabric and material quality. She provides detailed explanations on the differences between luxury goods and their cheaper alternatives, and exposes the negative impacts of the fast fashion industry. Beyond her work as a creator, Mary is the founder of ASAD, a UAE-registered company specializing in the design and production of sustainable corporate gifts, promotional products, and uniforms. The company prioritizes eco-friendly materials such as GOTS-certified organic cotton and recycled polyester, aiming to provide businesses with high-quality, environmentally responsible alternatives to traditional promotional merchandise. By combining digital advocacy with a tangible business venture, Mary Asad strives to drive real change in consumer culture and promote conscious purchasing decisions.

Achievements of Mary Asad

Mary Asad founded her own brand, ASAD, in the United Arab Emirates, a company that specializes in providing sustainable solutions for corporate gifting and uniforms. The business focuses on using certified, eco-friendly materials, demonstrating her commitment to applying the principles of conscious fashion on a commercial scale. She has successfully built an influential educational platform across social media, where she delivers specialized, in-depth content on textile quality, garment construction, and sustainability. Her video series, such as "Suit Construction" and detailed explainers on leather types, have gained a significant following, establishing her as a credible authority for consumers interested in quality and mindful consumption.

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