



Mayssa Toni Assaf

Image Consultant & Founder of Mayssa Assaf Academy

Lebanese - United Arab Emirates

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Who is Mayssa Toni Assaf

Mayssa Assaf is a renowned Lebanese image consultant and personal branding expert based in Dubai, with over 18 years of industry experience. She began her career in media after earning a degree in Mass Communication and Political Science, working as a journalist and TV presenter. Her passion for fashion and personal impact led her to specialize in image consulting, for which she obtained an official NYC certification in Image Consulting, Communication, and Etiquette. Mayssa is the founder of the Mayssa Assaf Academy, the region's first KHDA-certified styling education platform. Through her academy and its signature program, "The Powers of Styling," she has trained and certified more than 200 students. She also serves as the CEO of MAA Personal Branding & Marketing Agency, guiding entrepreneurs and public figures in building their brands. Previously, Assaf was the Head of the Image Department at CNBC Arabia and has collaborated with major media platforms like MBC and Dubai TV, establishing herself as a leading authority on image and style in the Middle East.

Achievements of Mayssa Toni Assaf

Mayssa Assaf founded the Mayssa Assaf Academy, the first styling academy in the Middle East to be officially certified by the Knowledge and Human Development Authority (KHDA) in Dubai. The academy has successfully certified over 200 students within three years, empowering them to launch their own careers in the styling industry. Throughout her career, Assaf has styled more than 40 high-profile clients, including renowned Arab and international celebrities such as Myriam Fares, Yara, Latifa, Angham, and Nesreen Tafesh. Her expertise has been sought after for red carpet appearances, major events, and TV shows on leading networks like MBC and Dubai TV. She previously held the position of Head of the Image Department at CNBC Arabia, where she managed the on-air image of presenters and media personalities. A prolific content creator, she has written, produced, and presented numerous fashion and beauty segments for networks including LBC and Rotana Khalijia, and has authored over 1,000 articles and tips on fashion and beauty.

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