



Rasha Albeik

Fashion Entrepreneur & Lifestyle Influencer

Syrian - United Arab Emirates

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Who is Rasha Albeik

Rasha Albeik is a prominent Syrian entrepreneur and lifestyle influencer based in Dubai, United Arab Emirates. Born in Aleppo, she began her professional journey as a clinic manager before transitioning her passion for style into a full-time career in the late 2010s. She has built a significant presence by creating content focused on modest fashion, travel, and beauty, offering inspiration and advice to Arab women. Beyond her digital influence, Albeik is a successful entrepreneur. She founded her own fashion brand, Marvella by Rasha, around 2022, catering to women who prefer modest attire. She later expanded her business by launching a luxury line, Marvella Luxe, in 2023. This followed her initial brand extension in 2021 when she released her debut fragrance, also named Marvella. Albeik has shared her success story and challenges on various platforms, including television appearances on MBC1's 'Sabah Al Khair Ya Arab'. She married Bashar Hakki in May 2024.

Achievements of Rasha Albeik

Rasha Albeik successfully transformed her personal brand into a comprehensive business. In 2021, she launched her signature fragrance, "Marvella," a name she explained means "exceptional lady" in Latin. She followed this by establishing her fashion brand, Marvella by Rasha, in 2022 and subsequently launched the luxury line, Marvella Luxe, in 2023 to meet the growing demand for high-end modest fashion. Leveraging her growing influence in the digital fashion space, Albeik has secured partnerships with renowned international brands. Her notable collaborations include campaigns with the American fashion giant Tommy Hilfiger and the popular footwear and accessories brand ALDO, solidifying her status as a key influencer in the region.

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