



## Rowaida Ashour

Jordanian Fashion Designer & Image Consultant

Jordanian - Jordan

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## Who is Rowaida Ashour

Rowaida Ashour is a Jordanian fashion designer, digital content creator, and image consultant, recognized as an influential figure in Jordan's fashion and beauty sector. Ashour has built a strong presence on social media platforms like Instagram and TikTok, where she shares her daily looks and personal designs under the brand "Rowaida Fashions." Her style is characterized by a blend of modern elegance and classic touches, making her a style reference for many followers in the Arab world. Beyond content creation, Rowaida Ashour offers specialized image and style consulting services. Through her dedicated booking platform, she provides paid consultations that include personal shopping, complete outfit styling for various occasions, and color analysis sessions to help clients choose the most flattering palettes. She has also been featured as a fashion expert in media outlets, offering professional analysis and commentary, such as her contribution to a CNN Arabic article on classic fashion icons.

## Achievements of Rowaida Ashour

Ashour established her personal brand, "Rowaida Fashions," through which she showcases her own clothing designs. She shares her creations with her audience across multiple platforms, including TikTok and YouTube, occasionally documenting her design and sewing process. She developed a successful online personal consulting business model, offering a variety of service packages such as "Personal Shopping," "Wardrobe Styling," and "Color Analysis." This has enabled her to reach a broad client base seeking professional fashion advice. Rowaida has gained recognition as a credible fashion expert in the media. She has been featured for her commentary and style analysis on reputable news platforms like CNN Arabic, which underscores her authority and expertise in the fashion industry.

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