



Shahd Naser

Beauty and Fashion Content Creator & YouTuber

1997-01-06 - Jordanian - United Arab Emirates

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Who is Shahd Naser

Shahd Naser is a Jordanian content creator and YouTuber of Palestinian origin, currently based in Dubai, United Arab Emirates. She has established herself as one of the most prominent Arab influencers in the beauty, fashion, and lifestyle sectors. Naser launched her YouTube channel in September 2018 and quickly gained popularity for her diverse content, which includes product reviews, skincare tips, makeup challenges, and vlogs about her daily life and travels. Known for her authentic and relatable approach, Shahd's content features honest reviews, testing unconventional beauty products, and educational makeup tutorials. In a significant step in her career in 2018, she decided to wear the hijab, removing her previous content and starting a new chapter that positively inspired a large segment of her audience. Beyond YouTube, Naser is highly active on platforms like Instagram and TikTok, where she collaborates with major international and regional beauty brands, sharing her expertise and style with a dedicated following.

Achievements of Shahd Naser

Shahd Naser has built a massive following across social media platforms, attracting millions of subscribers to her YouTube channel and other accounts. This significant influence has led to successful collaborations with major global brands, including Sephora, Sheglam, and Charlotte Tilbury, cementing her status as a leading beauty influencer in the Middle East. Expanding on her passion for cosmetics, Shahd launched her own e-commerce venture, "Boutique Shahd Naser." The online store specializes in beauty and makeup products, serving as an extension of her personal brand and offering her followers access to products she personally recommends and trusts. Naser is also known for her collaborations with other content creators in the beauty space, such as Fatima Al-Mohanna and Rawan Dash. These partnerships facilitate knowledge exchange and help deliver fresh, engaging content to the Arab audience interested in beauty and fashion.

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