



## Yacoub Bushehri

Snapchat Star & Kuwaiti Social Media Personality

Kuwaiti - Kuwait

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## Who is Yacoub Bushehri

Yacoub Bushehri is a leading Snapchat star and Kuwaiti social media personality, recognized as one of the Gulf region's most prominent digital influencers. Born in Kuwait on January 23, 1983, Yacoub began his career away from the spotlight as a company employee before discovering his true passion in social media. He gained fame for his daily Snapchat videos that blend lighthearted comedy with glimpses into a luxurious lifestyle, distinguished by his signature humor and relatable satire. Yacoub first captured attention with witty videos in the Kuwaiti dialect about everyday situations, quickly becoming a go-to source of entertainment for Gulf youth. Known for his love of electronics and luxury cars, he often showcases the latest gadgets and products in an engaging way, earning him the nickname "Son of Luxury." Despite his lavish lifestyle, Yacoub frequently shares his down-to-earth, family-oriented side, inviting followers into moments with his family and close friends—some of whom have become well-known through their appearances with him. His spontaneous, genuine style has built strong trust with his audience, and his catchy local phrases have become widely popular across the region.

## Achievements of Yacoub Bushehri

Yacoub Bushehri has achieved remarkable milestones as one of Kuwait's top influencers. His Snapchat and Instagram followings have reached record numbers, placing him among the most-followed personalities in the Gulf. This broad reach has made him a sought-after brand ambassador, leading major marketing campaigns for a range of products from luxury perfumes to restaurants. In 2020, he was ranked among the top 10 most influential Arab figures on social media by a leading regional magazine, underscoring his digital impact. Yacoub successfully translated his online success into business by launching an upscale restaurant in Dubai in partnership with investors, where he brought his unique marketing vision and youthful flair. On a personal level, Yacoub's life has often made headlines. In mid-2021, he married Saudi beauty expert Fatima Al Ansari in a high-profile union that captivated Gulf audiences, though the marriage ended quietly after a short period. In 2024, he married a Kuwaiti woman from outside the entertainment industry, and in 2025 welcomed his first child, Khaled, named after his late father—a joyful milestone he shared emotionally with his followers. Yacoub's journey has also included challenges; he was named in Kuwait's high-profile money laundering investigations in 2020 but overcame the situation legally and returned stronger to his audience. Beyond his digital presence, Yacoub leverages his influence for positive impact, participating

in health awareness and blood donation campaigns, reflecting his sense of social responsibility. His trajectory illustrates a transformation from comedic content creator to a public figure with a meaningful presence in business and society.

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