



Yasmine Khattab

Entrepreneur and Founder of YK Brand

Jordanian - Jordan

[Read More](#)

Who is Yasmine Khattab

Yasmine Khattab is a Jordanian entrepreneur and social media influencer who has successfully leveraged her strong digital presence into a comprehensive business venture. She began her career as a writer and blogger, initially gaining a substantial following on Facebook for her compelling content. By building an engaged community, she paved the way for her entry into the world of entrepreneurship. In 2019, Khattab launched her own brand, YK, which started as a specialized line of French-inspired luxury perfumes. With a clear business vision, the brand rapidly expanded its portfolio to include a wide range of products, such as cosmetics, skincare, body care, and fragrances for both men and women. Based in Amman, Jordan, her business operates through a comprehensive e-commerce website and a network of authorized agents. As a testament to her success, she significantly expanded her brand in March 2025 by opening her first luxury fashion boutique, transforming YK into an integrated destination for style and beauty.

Achievements of Yasmine Khattab

Yasmine Khattab founded her brand, YK, in 2019, initially launching with a collection of perfumes. She successfully diversified the brand's offerings to include cosmetics, skincare, and men's products, achieving significant growth in the Jordanian market. In a major expansion move, Khattab opened her first luxury fashion store in March 2025. This milestone transformed the YK brand from a fragrance and cosmetics specialist into a comprehensive fashion and beauty house, solidifying its position in the luxury goods sector.

[Read More](#)