



Zainab Al Alwan

Social Media Influencer & Beauty Expert

Bahraini - Bahrain

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Who is Zainab Al Alwan

Zainab Al Alwan is a Bahraini social media influencer and beauty expert, widely recognized as the "Bahraini Beauty Icon" across digital platforms. Born on August 12, 1995, in the Kingdom of Bahrain to a Bahraini father and Moroccan mother, Zainab embodies a unique blend of Gulf and North African features. Her rise to fame began by chance on Instagram, where she started sharing her daily looks and makeup artistry. Her natural beauty, radiant complexion, and long dark hair quickly captured attention, leading to viral popularity. Zainab became even more well-known through her calm, confident presence on Snapchat, where she regularly shares valuable skincare and haircare tips, as well as insights into her elegant style. Proud of her mixed heritage, she openly credits it as a source of her distinctiveness. Zainab's fashion sense is marked by a fusion of traditional Gulf touches—especially her chic abaya styling—and modern global trends, earning her a devoted following not only in Bahrain but throughout the Gulf region, where many young women view her as a role model for contemporary, modest beauty.

Achievements of Zainab Al Alwan

In a remarkably short time, Zainab Al Alwan has become one of the most prominent beauty influencers in Bahrain and the Gulf. She has amassed over two million Instagram followers, with her Snapchat videos drawing viewership numbers rivaling the region's top celebrities. Global brands have selected her as an ambassador for their products in the Middle East; for example, Estee Lauder chose her as the face of its Gulf campaigns in 2020. She has also collaborated with luxury jewelry houses, showcasing new collections in photo shoots that highlight Bahraini heritage—such as gold pieces inspired by traditional coffee pots. In 2021, Zainab launched her own line of professional false eyelashes under her name, responding to frequent requests from followers eager to know the secret behind her signature lash look. The collection quickly gained popularity across the Gulf, achieving strong online sales. Zainab has also been invited to major international beauty events, including BeautyCon Los Angeles 2019, where she represented Gulf women and was interviewed by global magazines about the evolution of the Arab beauty scene. Despite her rapid rise, Zainab has faced challenges, such as rumors about cosmetic surgery due to her striking looks. She addressed these by sharing old family photos, proving her beauty is natural and inherited—especially when compared to her beautiful Moroccan mother. Zainab has also been praised for using her platform to promote self-acceptance, openly discussing that, like anyone, she has days when she feels tired or struggles with

her skin, and that perfection is an illusion. Through her commercial success and positive social influence, Zainab Al Alwan continues to define modern Bahraini beauty and inspire confidence in women across the Gulf.

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