BEAUTY FASHION LIFESTYLE TRAVELING



STEPHANIE

@STEPHSA

Stephanie Abu-Sbeih, also known as Stephsa, has started her blog in 2012, so it's safe to say she belongs to the original blog squad. Switching from her blog to Instagram early on has enabled her to build a strong community over the years. In addition, she obtained learnings from her studies in communication and fashion, which she applied to building her personal brand online. Stephanie draws inspiration from her Middle Eastern heritage in all she does - varying from content creation, styling, and fashion designers

Her roots amplify her international allure and globally recognized beauty, though subjects relating to inner beauty and wellbeing hold a close place to her heart as well. Stephanie's unique way of combining these two facets on her platform is her biggest strength, resulting in close brand relations with both Western and Middle Eastern high-end fashion and beauty brands. Stephanie Abu-Sbeih has been signed with Scala Management since 2022.

SCALA
MANAGEMENT

INSTAGRAM

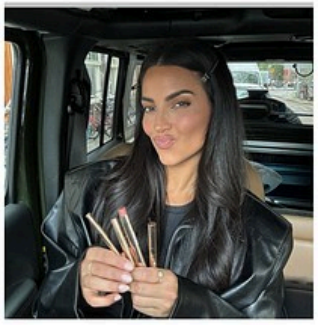
@STEPHSA

939K FOLLOWERS








AGE

13-17	0.0%
18-24	7.1%
25-34	47.2%
35-44	32.7%
45-54	8.8%
55+	0.0

GENDER

Female	88.5%
Male	11.5%

TOP COUNTRIES

1. The Netherlands	12.2%
2. Belgium	8.1%
3. Spain	5.9%
4. United States	5.0%

ENGAGEMENT

248K	reach per post
15K	likes per post
71	comments per post
64K	stories views

BRAND PARTNERSHIPS

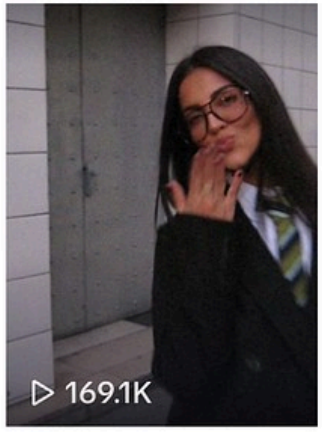
Lancôme	Bruna the label
Bulgari	Caudalie
Rotate	Armani Beauty
Hunkemöller	Guess
YSL beauty	Marciano

TIKTOK

@STEPHSA

250.3K FOLLOWERS

FAHSION



BEAUTY



VLOGS



FRIENDS



AGE

18-24	19.9%
25-34	51.7%
35-44	19.7%
45-54	6.3%
55+	2.4%

GENDER

Women	71.0%
Men	28.0%
Other	1.0%

TOP FOLLOWERS

1. Other	48.5%
2.The netherlands	16.3%
3. United States	11.1%
4. United Kingdom	4.7%
5. India	3.5%

TOP VIEWERS

1. Other	26.8%
2.Indonesia	23.1%
3. Turkey	15.5%
4. The netherlands	14.1%
5. Saudi Arabia	7.2%

ENGAGEMENT

2.4M	views / week
27K	profile views / week
97.3K	views per post
6.6K	likes per post
23	comments per post

BRAND PARTNERSHIPS

YSL Beauty

Armani Beauty

Lancôme

Steve Madden

Ralph Lauren

SCALA

MANAGEMENT

Office

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