

# Aastha Chopra

@aastha\_sochic

Luxury creator. Practising lawyer. Dubai's most distinctive voice at the intersection of law, style & elevated living.

51.5K INSTAGRAM FOLLOWERS

2,040 POSTS PUBLISHED

181K MONTHLY REACH

3 Yrs CONSISTENT PRESENCE

LUXURY BEAUTY WELLNESS

## — ABOUT

# Where Ambition Meets *Aesthetic*

A rare creative force — legally trained, culturally fluent, and building one of the Gulf's most compelling luxury lifestyle platforms.

*"I don't just show you luxury — I live it,  
practise it, and curate it with intention."*

Aastha Chopra is not a typical content creator. A practising lawyer by profession and a UAE Media Council licensed creator by calling, she brings a rare combination of intellectual rigour, aesthetic precision and genuine cultural authority to every collaboration.

Based in Dubai — the crossroads of global luxury, Eastern heritage and modern aspiration — Aastha has spent three years building an audience that actively chooses to show up. Her community is not accumulated; it is earned through consistency, authenticity and an unwavering editorial standard.

For brands, she offers something money cannot manufacture: credibility. When Aastha recommends, her audience listens — not because she is loud, but because she is *selective*.

## CREDENTIALS

**Practising Lawyer**

Active legal professional based in the UAE

**Licensed Creator · ID 1557678**

UAE Media Council registered

**500+ Published Posts**

3-year evergreen content library

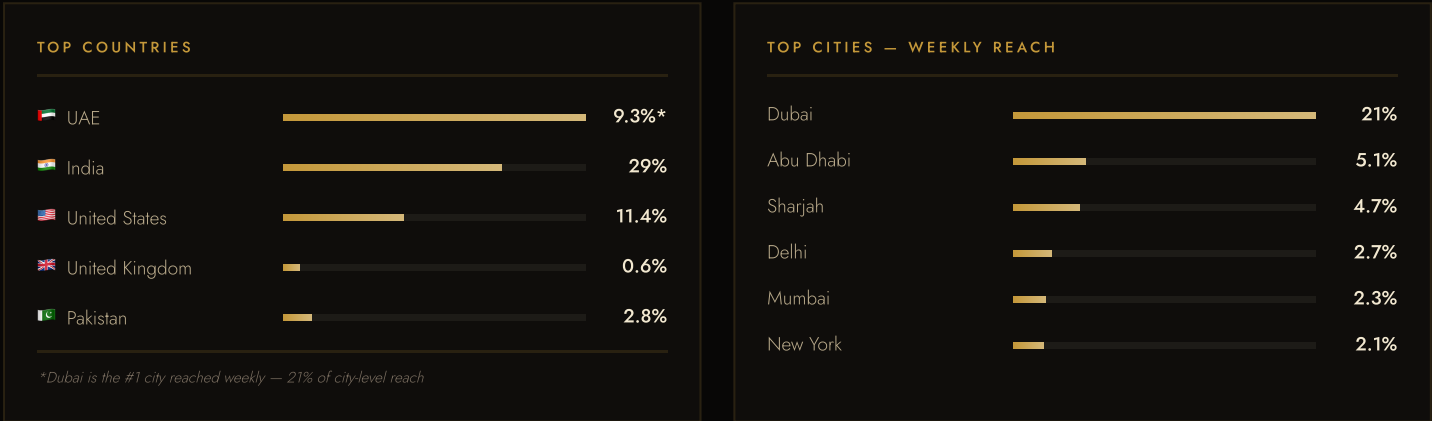
**Gulf + South Asian Diaspora Reach**

Premium combination for regional brands

DEMOGRAPHICS

# A Premium Audience

55% of followers are aged 25–44 — the most commercially valuable demographic for luxury, beauty and lifestyle brands.



55%

Core Audience: Age 25–44

Millennials and Gen X at peak purchasing power. The audience that doesn't just aspire to luxury — they buy it. Premium demographic for fashion, beauty and lifestyle campaign investment.

THREE PILLARS

# The World She Curates

Three distinct content territories. One cohesive aesthetic point of view. Each pillar opens a different dimension of the elevated life she leads and shares.

I

PILLAR ONE

## Luxury & Fashion

Front-row access at designer launches, the quiet confidence of a Hermès silhouette, evenings at the most exclusive addresses in Dubai. Aastha's luxury content is defined by genuine access and authority. She is in the room, at the table, wearing the piece — and her audience experiences it with her.

- Hermès
- Chanel
- Dior
- Valentino
- Céline
- Dolce & Gabbana
- Jil Sander
- Jimmy Choo
- Bentley
- Revolve MENA

II

PILLAR TWO

## Premium Beauty

Beauty is Aastha's fastest-growing and highest-engagement content category — from couture fragrance rituals and prestige skincare routines to editorial makeup moments. Her approach is lifestyle-first: products live within a context of elevated living, not isolated demonstrations. The result is aspiration that converts.

- Huda Beauty
- Dior Beauty
- Chanel Beauty
- YSL Beauty
- Parfums de Marly
- Penhaligon's
- Sephora ME
- NARS Arabia
- Maybelline
- Kiko Milano

III

PILLAR THREE

## Wellness & Mindful Living

The pillar that reveals the real Aastha — and consistently draws her highest authentic engagement. Spiritual practice, mindful movement, extraordinary experiences and the belief that a life well-lived is the ultimate luxury. This depth is what gives her brand the trust and emotional resonance that luxury content alone cannot achieve.

- Ironman Dubai
- Emirates
- Hilton
- Execujet ME
- Aurora Queen
- Santa Claus Village
- Visit Finland
- Jumeirah
- Dubai Mall
- Café del Mar

## Selected Brand Partnerships

ULTRA-LUXURY & HERITAGE HOUSES

PORSCHE

## KIKO MILANO

## JUDITH LEIBER

— PERFORMANCE

# Content That Moves Audiences

3 years of data. 500 published posts. A consistent track record of driving genuine audience engagement across every format.

AVERAGE ENGAGEMENT PER POST

419

Interactions per post (likes + comments)

Beauty content averages **554 engagements** per post — her strongest performing category. Comments are disproportionately high across all pillars, signalling a genuinely engaged community rather than passive scroll behaviour.

FORMAT PERFORMANCE INDEX

|          |                        |     |
|----------|------------------------|-----|
| Video    | <div><div></div></div> | 557 |
| Carousel | <div><div></div></div> | 295 |
| Static   | <div><div></div></div> | 117 |

Video outperforms carousel by 2x — optimal format for brand storytelling, product reveals and campaign launches.

— CONTENT MIX

53%

LUXURY FASHION

13%

BEAUTY

11%

WELLNESS

10%

LIFESTYLE

Beauty is the fastest-growing category — up from 3% in 2023 to 22% in 2026

— OPTIMAL POSTING

Monday

BEST DAY

10–11am

BEST TIME (UAE)

13 / month

AVERAGE CADENCE

WHY THIS MATTERS FOR YOUR BRAND

Aastha's audience is built on **earned trust**, not algorithm tricks. Her consistent cadence and premium format mix ensure brand campaigns land in front of an active, high-value demographic — and the comment volumes confirm they are reading, watching and responding. For agencies building Gulf-market campaigns, this is measurable, targeted reach backed by 3 years of proof.

GET IN TOUCH

# Let's Create *Something* Extraordinary

Available for brand partnerships, campaign collaborations,  
ambassador programmes and event appearances.

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BASED IN  
Dubai, United Arab Emirates

UAE Media Council Licensed Creator · ID 1557678

All partnership enquiries are subject to a formal collaboration agreement.  
Rates valid January–December 2026. All figures in AED exclusive of VAT.

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