

LAILLI MIRZA

Sharing a passion for fashion, beauty and the
confidence to stand out.

—
INFLUENCER PERMIT
3574090

MEDIA KIT





About LAILLI

Lailli Mirza is a London and Dubai-based luxury lifestyle creator, entrepreneur, and media personality known for her refined perspective on fashion, beauty, travel, and modern luxury. Through authentic storytelling and elevated content, she has built a highly engaged global audience that turns to her for inspiration, trusted recommendations, and an insider's view into the world of premium living.

With a presence spanning YouTube, Instagram, and TikTok, Lailli has collaborated with leading international fashion, beauty, jewellery, and hospitality brands, creating impactful campaigns that seamlessly blend aspiration with authenticity. Her distinctive voice, sophisticated aesthetic, and deep connection with her audience have established her as one of the most influential figures in luxury digital media today.

01 - Origion

London-born · Dubai & UK based since 2010

02 - Audience

Women aged 25–44 · UAE, UK, USA & MENA

02 - Niche

Luxury fashion · lifestyle · long-haul travel

Main Character in Netflix's New Hit Show: DESI BLING

Laili stars as a lead cast member in Netflix's hit show Desi Bling. Bringing her personality, style, and reach to a global streaming audience.





Brand PORTFOLIO

		RALPH LAUREN	OUNASS	<i>Fairmont</i> HOTELS & RESORTS
Ulike	D&G DOLCE & GABBANA	FF FARFETCH	 FOUR SEASONS	 Spotify®
UR URBAN REVIVO	AiZA	 CHIVAS REGAL	eimele™	GOELIA SINCE 1995
 WILD IDOL	idyl	JOALI — MALDIVES —	MAGDA BUTRYM	MYTHERESA
NASTY GAL	PAPA DON'T PREACH BY SHUBHIKA		 ROCCO FORTE HOTELS	

SOCIAL MEDIA

Summary



Instaram
Followers

338k

Tiktok
Followers

124.2k

Youtube
Followers

374k

SOCIAL MEDIA Reach

818k

AVG Monthly Profile Activity

896k

AVG Reel Views

65k

AVG Story Views

Youtube

84.8%

Female Followers

25 - 44

Years Old



WHO FOLLOWS

84.8%

WOMEN FOLLOWERS

25-44

CORE AGE GROUP

Instagram Audience Statistics



LAILLI

Audience Location

India

19.1%

United States

13.2%

United Kingdom

12.4%

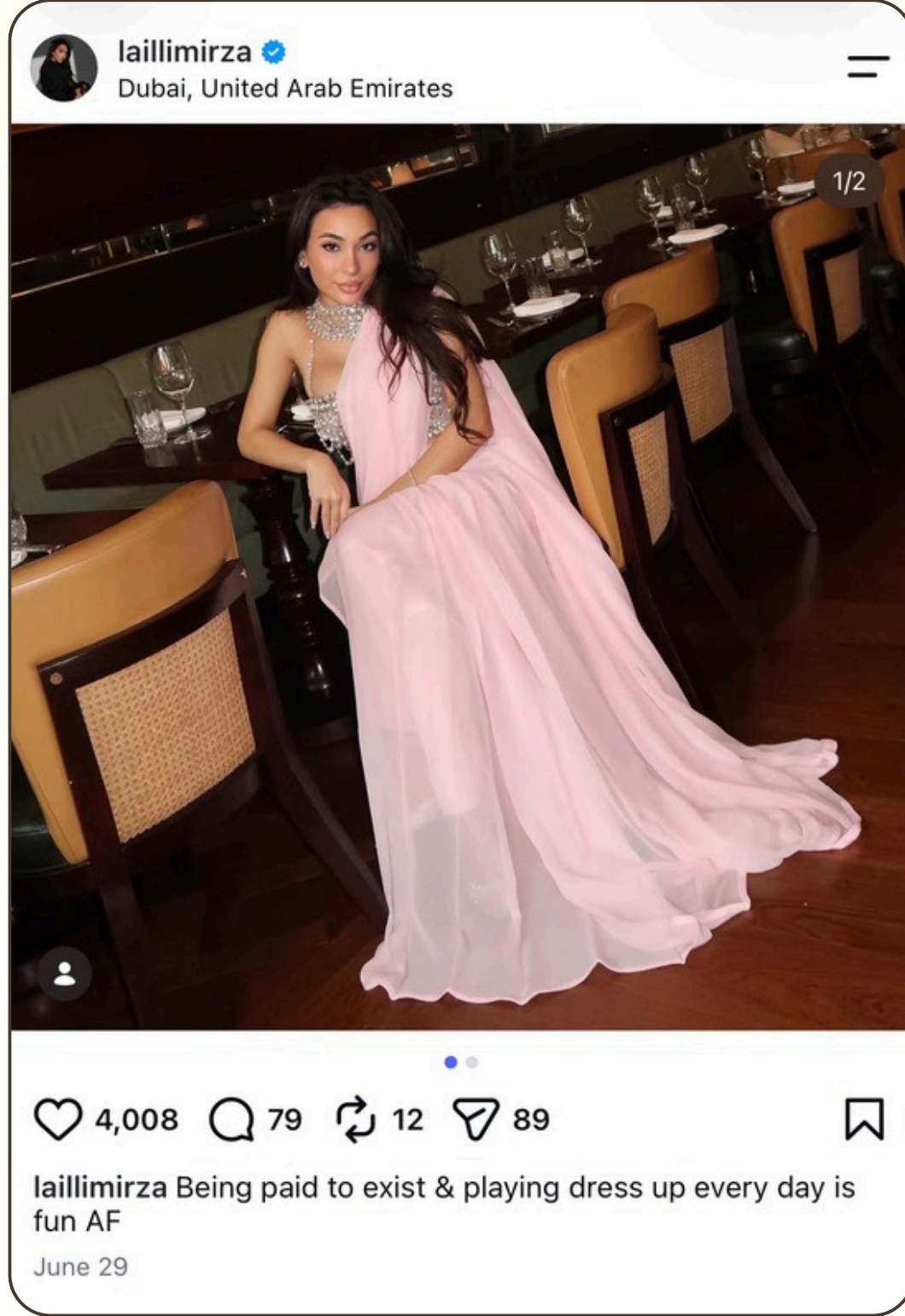
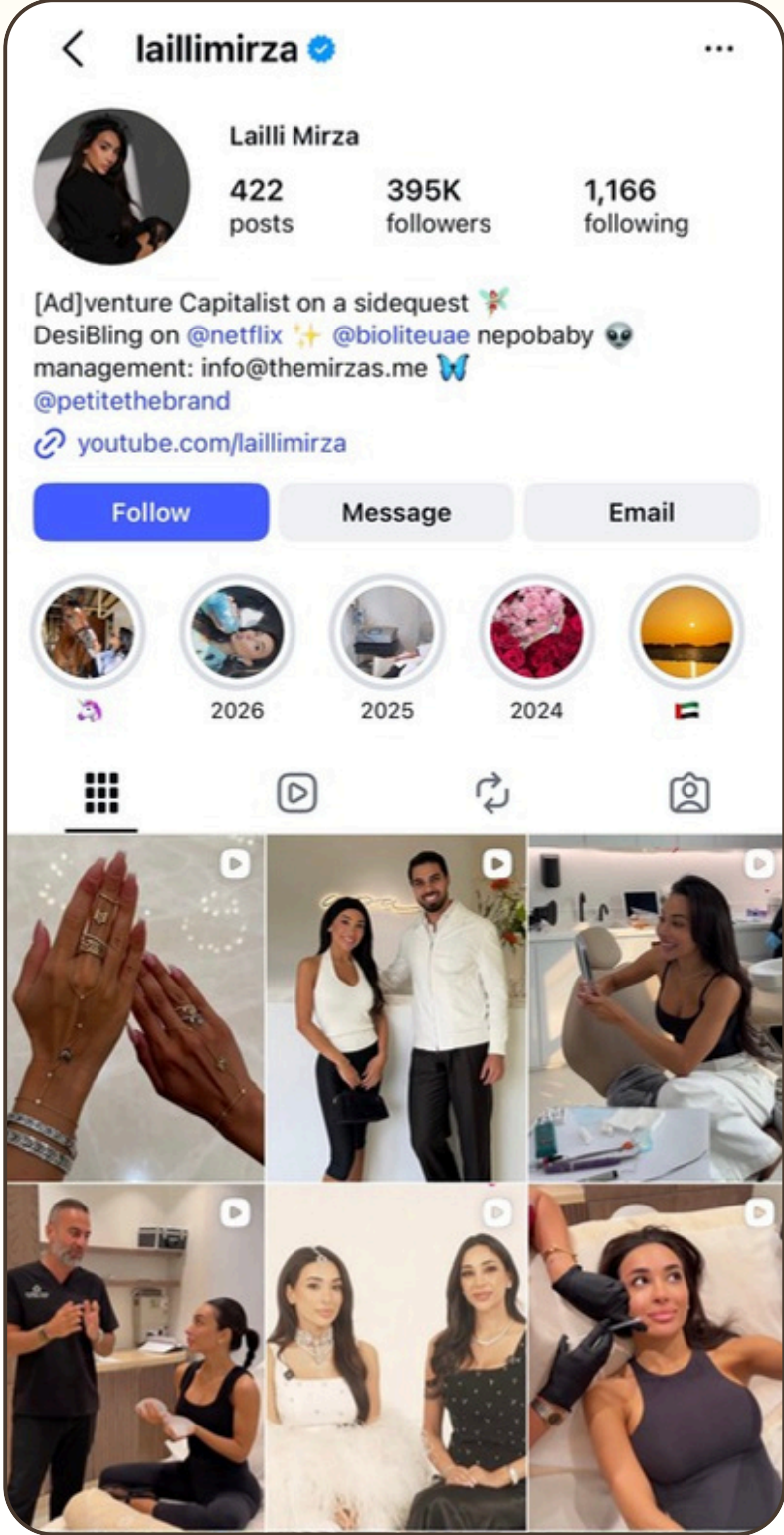
United Arab Emirates

4.6%

Canada

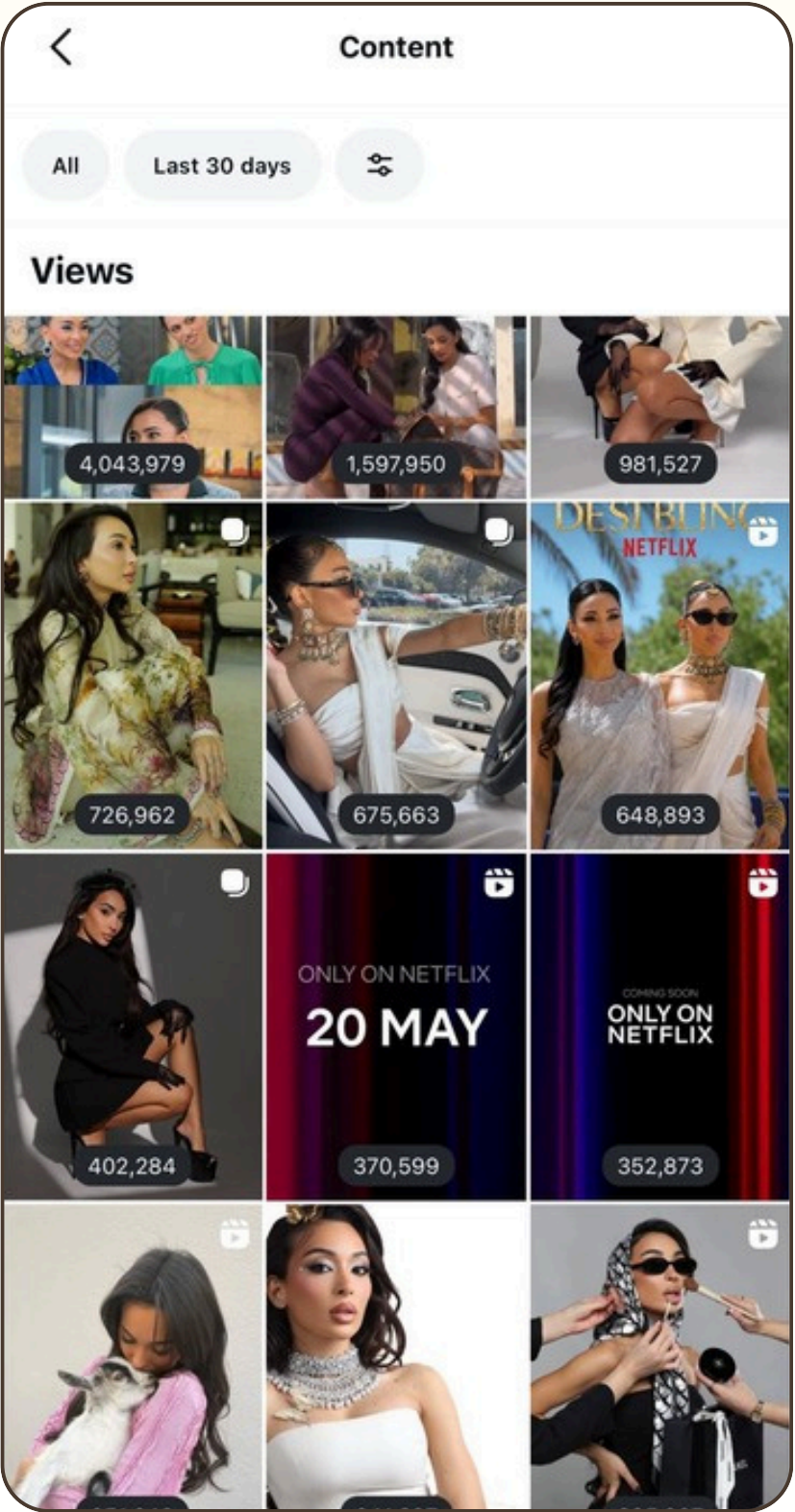
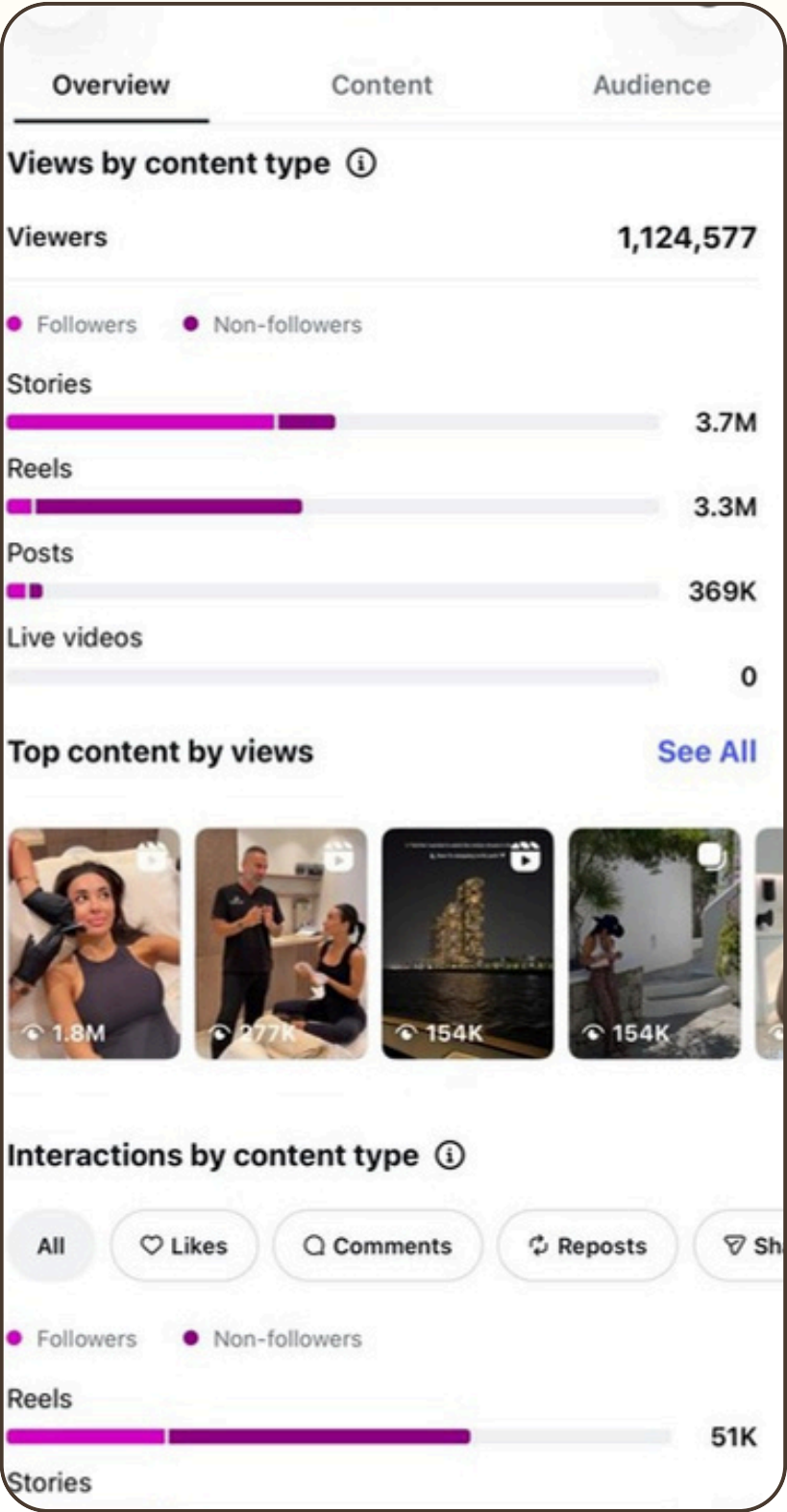
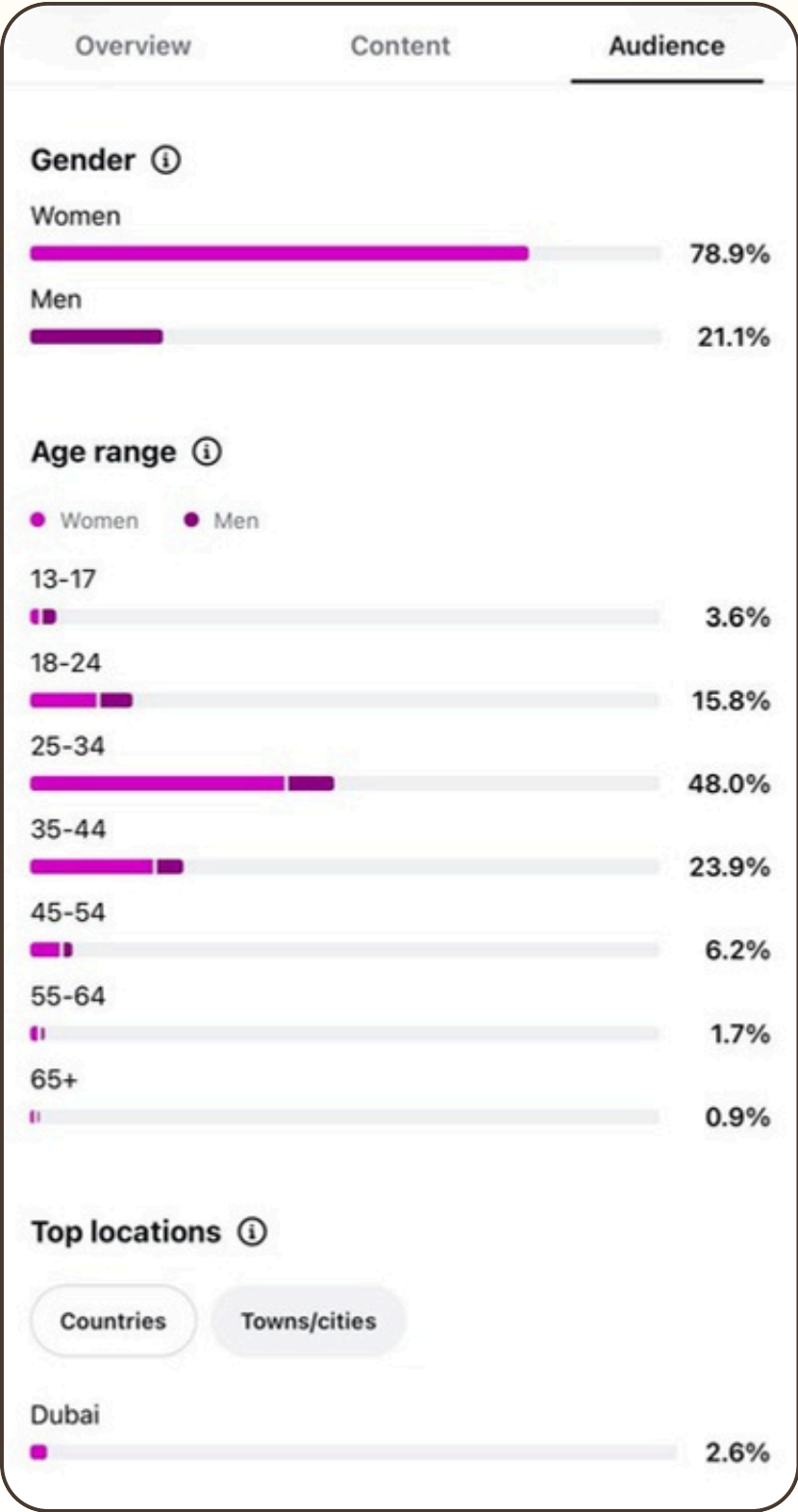
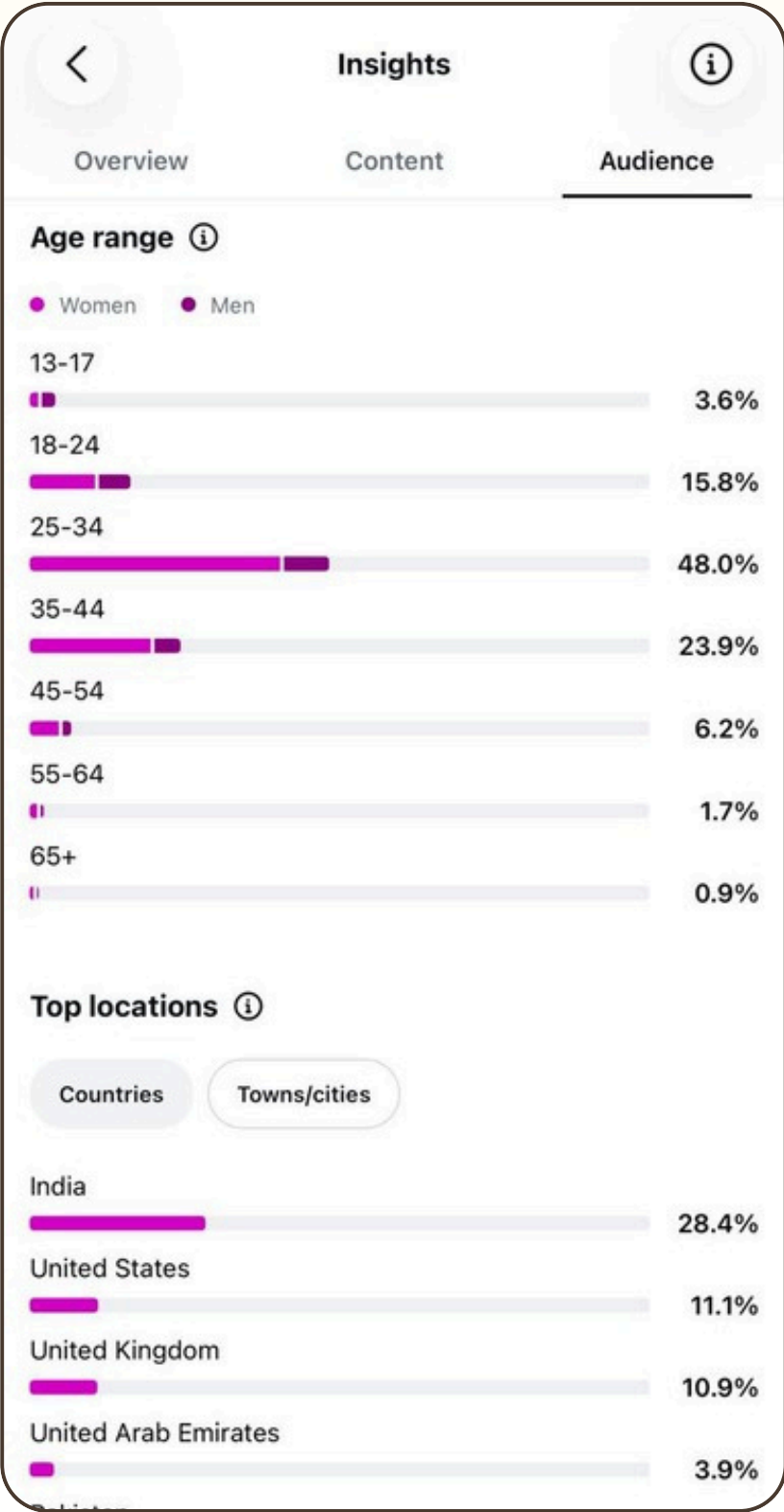
3.3%

INSTAGRAM



STATS

Instagram Audience Statistics



STATS

Youtube Audience Statistics

Youtube
Followers

374K

Channel
Views

33.7M

84.8%

Female Followers

25 – 44

Years Old

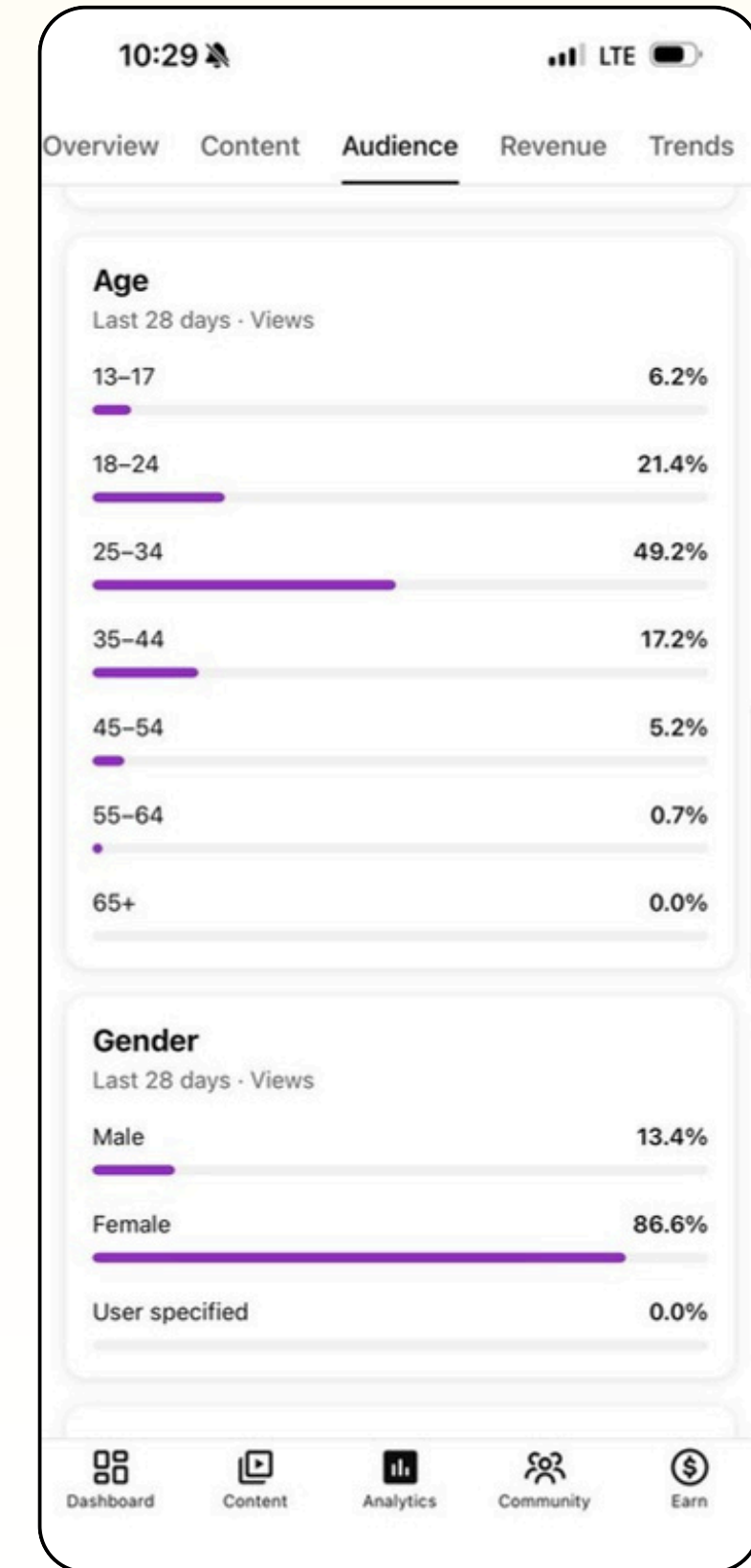
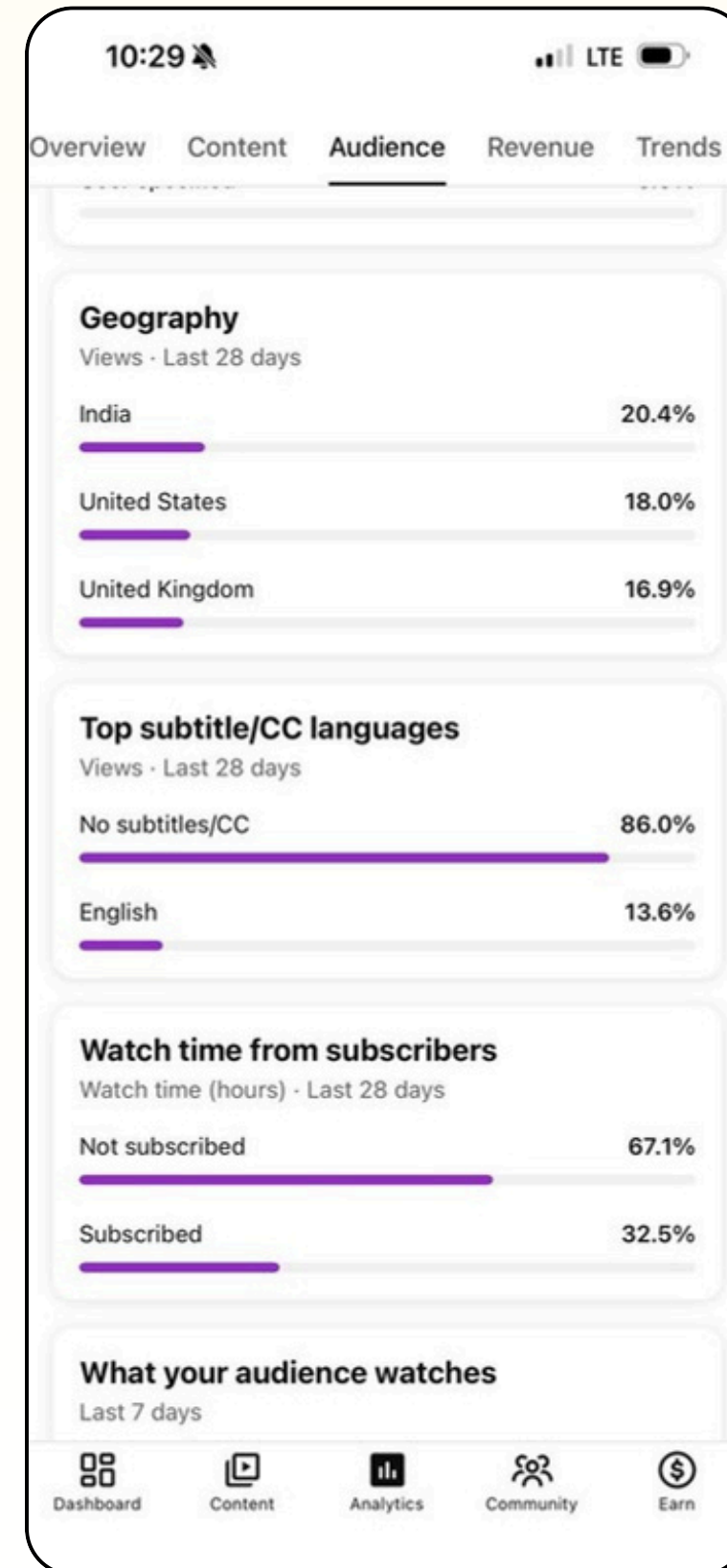
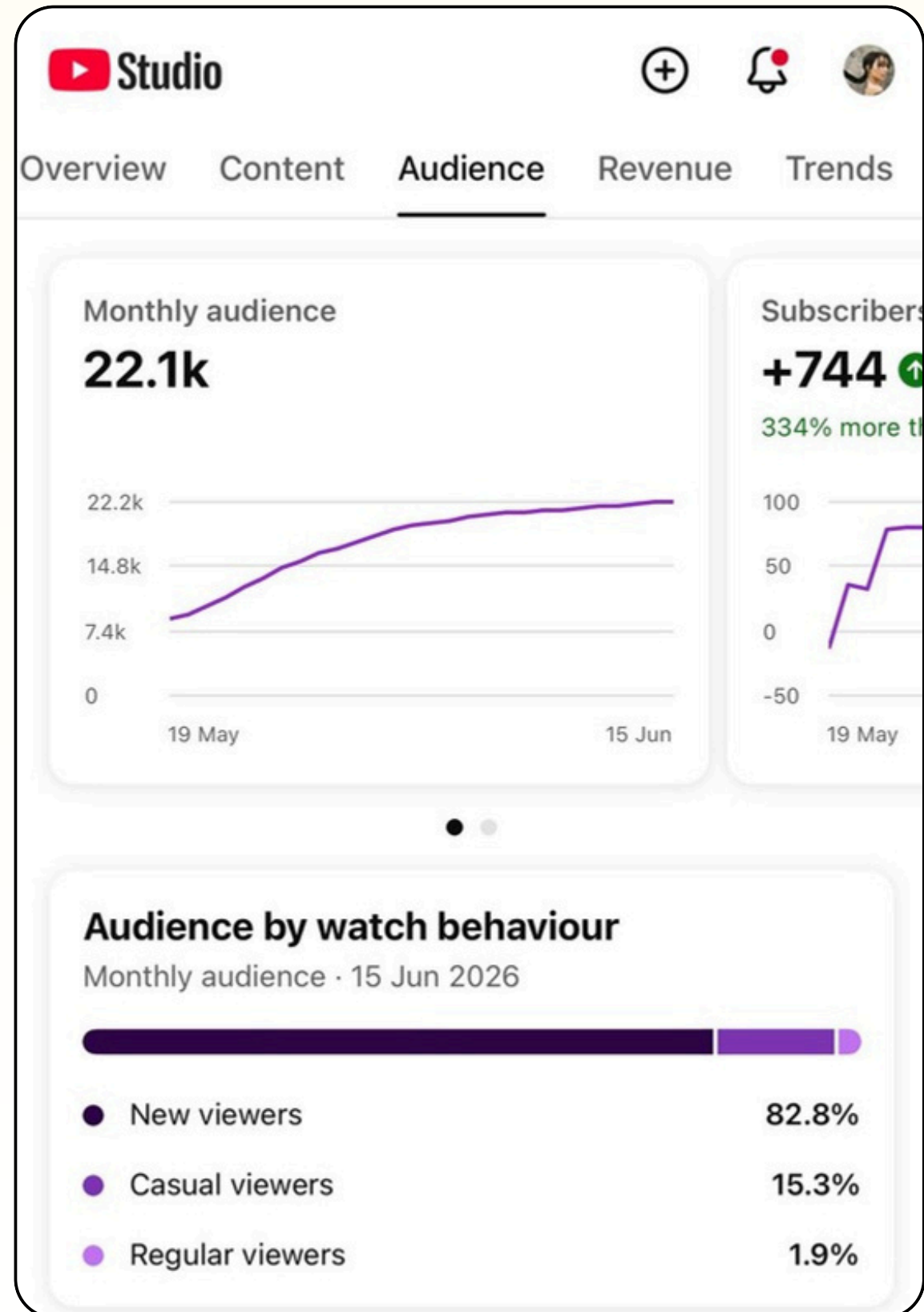
Avg Views

62K



STATS

Youtube Audience Statistics



FEATURED

Posts



Content

FEATURED

Reels



Content

-
Collaboration
Inquiries



Lets CONNECT

Email

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Phone/whatsapp

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Instagram

[@Laillimirza](https://www.instagram.com/Laillimirza)

Tiktok

[@Laillimirza](https://www.tiktok.com/@Laillimirza)

CASE STUDIES

Project 01 - Premium Fashion

GOELIA
SINCE 1995



AVG Viws
Per Video

40k

Sponsored
Videos

x5

I have worked with Goelia consistently throughout the years on approximately 5 dedicated YouTube videos and have generated over \$20,000 USD in sales.