

*Her  
Side*  
OF THE STORIES

# Press Kit



*Asal<sup>2</sup>Zara*

Her Voice.  
Her Truth.  
Her Side.

# The Brand

Her Side of the Stories is a cinematic podcast founded by Asal Zara, created to give women space to speak honestly without performance, polish, or simplification. Rooted in deep listening and shaped with a strong editorial sensibility, the podcast blends intimate conversation with refined visuals, cinematic sound, and slow, intentional pacing.

Filmed in the quiet centre of Ibiza, the podcast uses the island not as a backdrop, but as a container – allowing conversations to slow down, soften, and unfold without performance.

Each episode moves beyond surface narratives to explore what it truly means to be human – Emotional wellbeing, Resilience, Identity, Womenhood and Transformation. Guests range from internationally recognised artists, founders, and public figures to extraordinary women whose stories have never been told publicly – real-life women whose lives carry depth and lived wisdom.

What unites every story is not status, but substance. Her Side of the Stories values depth over drama, honesty over performance, and emotional intelligence over spectacle.

This is a space where vulnerability is handled with care, creativity serves meaning, and storytelling becomes both an art form and a way of creating genuine human connection.

At its core, Her Side of the Stories exists to normalise being human and to remind women that their stories matter, and that they are not alone.



# The Brand - Short

## IN ONE SENTENCE

Her Side of the Stories is a cinematic podcast founded by Asal Zara, exploring Emotional wellbeing, Resilience, Identity, Womanhood and Transformation through deeply honest conversations with both globally recognised figures and extraordinary real-life women.

## IN 50/60 WORDS

Her Side of the Stories is a premium, cinematic interview platform created by Asal Zara. Through intimate, unfiltered conversations, the series explores Emotional wellbeing, Resilience, Identity, Womanhood and Transformation.

Guests range from globally recognised public figures to extraordinary real-life women, all filmed in a calm, editorial style against a consistent enchanted-forest backdrop, influenced by the stillness and natural rhythm of Ibiza.



# About

*Asal Zara*

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Asal Zara was born in Tehran and moved to the Netherlands at the age of two, growing up between cultures. Her Persian roots shaped her emotional depth and sensitivity, while Dutch life gave her directness, independence, and a strong sense of personal freedom. That duality has defined both her character and her work.

Freedom, for Asal, has never been a luxury but a necessity. At sixteen, she left home to build a life on her own terms — a decision that formed the backbone of her independence and resilience. Creativity became her language early on: she writes, photographs, directs, and conceptualises, using storytelling as a way to understand people and the world around her.

At nineteen, she founded and ran an online magazine dedicated to art, culture, and ideas, long before digital storytelling became mainstream. A few years later, she made another defining choice — selling her apartment, closing her business, and leaving with only a backpack, a camera, and a laptop.

She spent years travelling alone through more than forty countries, living with locals and immersing herself deeply in different cultures. Those years shaped her lifelong fascination with psychology, human behaviour, and the quiet forces that drive people's lives. Alongside this inner exploration, movement and martial arts became grounding anchors, offering discipline, strength, and balance.

Her Side of the Stories is the natural culmination of Asal's life and work — a long-form podcast rooted in deep listening, emotional honesty, and curiosity. Through intimate conversations, she explores Emotional wellbeing, Resilience, Identity, Womanhood and Transformation and what it means to be fully human.

Asal has lived in Ibiza for the past eight years with her partner Andy and their two children. Her work reflects the values she hopes to pass on: authenticity, courage, compassion, and the freedom to live truthfully.

# Some Guests Season One

To be launched weekly from march 2026 onwards

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Guests range from internationally recognised artists and leaders to women whose stories have never been told publicly.

A full first season has already been recorded.

## **Regan Hillyer:**

Best selling author "Queen of manifestation"

<https://www.instagram.com/reganhillyer>

<https://www.facebook.com/ReganHillyer>



## **NERVO (Liv & Mim separately):**

Grammy-winning producers & pop duo.

[https://en.m.wikipedia.org/wiki/Nervo\\_\(DJs\)](https://en.m.wikipedia.org/wiki/Nervo_(DJs))

<https://www.instagram.com/nervomusic?igsh=dGswNXoydnUOMXJu>



## **Dawn Hindle:**

Ibiza icon. Owner Pikes hotel & Ibiza Rocks

<https://www.instagram.com/pikesibiza?igsh=MXdyZjI2bGRnOXhxYg==>

<https://www.instagram.com/dawnhindle?igsh=MWQwbng5eXZyZ25xZQ==>

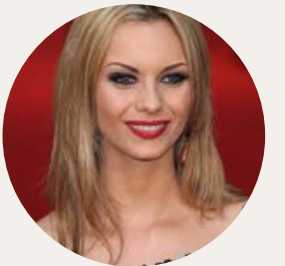


## **Jessica-Jane Stafford (Clement):**

TV host, model and Actress.

[https://en.m.wikipedia.org/wiki/Jessica-Jane\\_Clement](https://en.m.wikipedia.org/wiki/Jessica-Jane_Clement)

<https://m.imdb.com/news/ni17888272/>

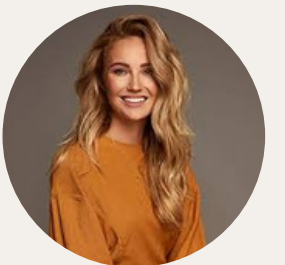


## **Kelly Weekers:**

Psychologist, best selling Author

[https://en.wikipedia.org/wiki/Kelly\\_Weekers](https://en.wikipedia.org/wiki/Kelly_Weekers)

[https://www.instagram.com/kelly\\_weekers?igsh=czg5MmpINHhvYWp1](https://www.instagram.com/kelly_weekers?igsh=czg5MmpINHhvYWp1)



## **Victoria Price:**

Partner Big Four accounting firm, Owner Emello

<https://emello.com/?>

[srsItd=AfmBOop5L8kQVvC7jasob7rGPoCFQeXLVnvjfDFRxbmICQqCMFKTTPz\\_](https://www.harveyjohn.com/media-hub/the-future-of-jobs-a-conversation-with-victoria-price/)

<https://www.harveyjohn.com/media-hub/the-future-of-jobs-a-conversation-with-victoria-price/>



# Some Guests Season One

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**Hollie Stenson:**

Hollywood Actress, Philanthropist

<https://www.imdb.com/name/nm0826678/>



**Samantha Francis Baker:**

Dubai Influencer and owner Ace of Space

<https://www.harpersbazaararabia.com/hbanews/samantha-francis-baker-home>

<https://acesofspace.com>



**Ia Georgea:**

Transgender Actress, Producer short Movie Elle/ Elle

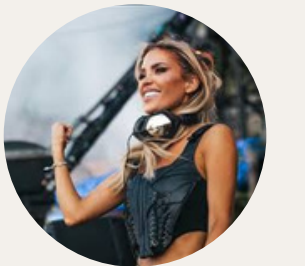
<https://www.imdb.com/es-es/name/nm0716726/>



**Anouk Matton (MTTN):**

Top 50 DJ, Singer, Reality TV.

<https://www.instagram.com/mattnworld?igsh=MWRtMWF5eDF4M2hyag==>



Behind the scenes still



Coming Soon  
March 2026

Filmed in the quiet north of Ibiza, Her Side of the Stories brings together women from around the world for deeply honest conversations, shared globally.

# Platforms



Spotify  
Hersideofthestories

<https://open.spotify.com/user/310lptob6tqv5h5sslc4rqniakj4?si=e8885fd476fe4a8c>



Youtube  
Hersideofthestoriesofficial

[www.youtube.com/@hersideofthestoriesofficial](http://www.youtube.com/@hersideofthestoriesofficial)



Apple Podcasts  
Hersideofthestories

[https://open.spotify.com/show/oNdDte4w6fgcuZZwZ\\_Hrpi](https://open.spotify.com/show/oNdDte4w6fgcuZZwZ_Hrpi)



Instagram  
Hersideofthestories

[www.instagram.com/hersideofthestories](http://www.instagram.com/hersideofthestories)



Website

[www.hersideofthestories.com](http://www.hersideofthestories.com)

# Contact

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