#PROFILE

Why Esha Rushdi prefers raw vulnerability over curated perfection



In a digital world dominated by filters and polished highlights, creator Esha Rushdi offers a refreshing mirror. Discover how her commitment to unvarnished honesty is redefining what it means to build genuine connections online.

Her journey into the public eye did not follow a traditional script. Long before the term "content creator" became a household job description, Rushdi was already documenting her life. She was the person sharing cooking experiments and capturing unscripted, funny moments with her son. With a background in communication, she naturally gravitated toward editing and visual storytelling, driven by an innate desire to forge genuine bonds with an audience.

That natural affinity for human connection traces back to her childhood. She was always the person others gravitated toward, someone who could make strangers feel comfortable enough to open up within minutes.

"Making people feel good about themselves and about life is a gift I was born with," she says, smiling.

It was this quiet, instinctive charm that laid the groundwork for everything she would build later on.

FROM A FASHION HOUSE TO A BEAUTY VENTURE

Esha Rushdi's path to entrepreneurship was equally organic, shaped by life's shifting chapters. Having navigated roles as a student, a housewife, and a stay-at-home mother, she did not step into business until after her son was born. Rushdi started working with a local fashion house before eventually taking a leap of faith to build her own beauty venture, The Powder Room.

When she first started, success meant building a business people could trust. But as her platform grew, so did her vision.

"Now, with a growing platform, I can reach more people and create a bigger impact," Rushdi emphasises.

"For me, success is no longer just about what I build; it is about how many people







I can connect with along the way," she adds. This evolution from a traditional entrepreneur to a community builder highlights a deep shift in her priorities. This explains how she is curating a space for shared experiences.

That same hunger for deeper connection eventually birthed her podcast, The Other Side, by Esha Rushdi. Growing up watching legendary interviewers like Oprah Winfrey and later drawing inspiration from modern long-form shows like The Diary of a CEO, she wanted to create a space that moved beyond surface-level chatter. She wanted unvarnished, vulnerable stories.

"I wanted to create a space where guests could feel comfortable being honest and sharing the parts of their stories we don't usually get to hear," she shares.

The emotional resonance of the podcast has far exceeded anything she originally expected.

FINDING BALANCE IN THE CHAOS

Juggling entrepreneurship, a growing podcast, content creation, and family life is a constant tightrope walk. Yet, Rushdi refuses to subscribe to the toxic productivity culture that defines modern entrepreneurship. She does not keep a rigid routine. Instead, she takes each day as it comes, focusing on what matters most and making ample time for her family.

When creative fatigue hits, she does not believe in forcing ideas. She steps away from work for a few days, rests, and resets through travel or a simple change of scenery.

On chaotic days, she reminds herself why she started. "I do all of this because I am passionate about it, and I should enjoy it too," she declares.

She chooses to take things one step at a time, keeping a healthy balance and protecting her mental peace.

LOOKING TOWARD LIVE HORIZONS

Looking ahead, Rushdi is excited about the future of her brand and community. The love and respect she received from her audience mean everything to her, even if it is just someone watching for three seconds. She hopes to pass that inspiration on by giving people a space to feel heard.

Her next big dream involves taking those deep conversations beyond the digital screen. She envisions a large live talk show where people can gather in person, share their stories, and feel part of something tangible and meaningful.

Esha Rushdi proves that true influence is built on empathy, turning ordinary spaces into arenas of genuine human understanding.

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