



#### KEEPING IT LOCAL

A POST-QUARANTINE GUIDE ON HOW TO RESDISCOVER YOUR CITY

#### THE BARE NECESSITIES

LOOK AND FEEL YOUR BEST ON THE BEACH (and beyond)

SOFIA SAIDI THE NEW FACE OF FEMINISM

# Superior Sup



#SoDeerToMe



elle is

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Marie Laforêt's brand new book proves that we can all be foodies, vegan and savvy



With travel restrictions in place around the world, things might be shaping up a little differently for summer 2020. Yes, that far-flung vacation is off the cards for the time

all got the memo - none of us will be dusting off any suitcases, any time soon. But what if staying put is a good thing? If time in isolation has taught us one sartorial truth, it's to stop and appreciate the small things in life and in this case maybe, they can all be found right outside our doorsteps. Wondering where to start? We made things easy and asked five regional

insiders to share their post-quarantine guide on how they plan to 'rediscover their city all over again' (p99) from their favourite little hole-in-the-wall diners to the art galleries no one knows about. When you're out exploring them, don't forget to stop and pick up a few things from local designers, who so dearly need our support right now; we've done an edit (p7) to help

you navigate the emerging names out there that are not to be missed. And if after all this, you're still itching to update your wardrobe even further (after months spent being and there's still a lot of red tape between us nestled in loungewear and dressing from the waist up, and the Côte d'Azur; one thing's for sure though, we we don't blame you) our team has compiled the ultimate

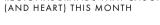
> "IF TIME IN isolation HAS TAUGHT US ONE sartorial TRUTH, IT'S TO stop AND abbreciate THE small things IN LIFE"

curation of summer-wardrobe musthaves (p21). They've even put together an arsenal of beauty products that'll help you get that Greek goddess tan of your summer dreams, one that you can coolly cruise on for the rest of the year (p84) without having to venture out abroad to get it. Why not try them out while you catch up on a good escapist read (p38); we promise the mix of both will offer a bit of

beachside fantasy until you can make your way to Capri and beyond. Until then, we hope this issue gives you a nice short hiatus from everything that's been happening this year, a moment of normality in what is truly the most unique of summers.

WITH LOVE,

#### ON OUR WISH LIST REGIONAL BRANDS THAT CAUGHT OUR EYE





Ring, Dhs8,605, Mukhi Sisters



Dress, Dhs2,870, Semsen

Bag, Dhs3,856, Nathalie Trad



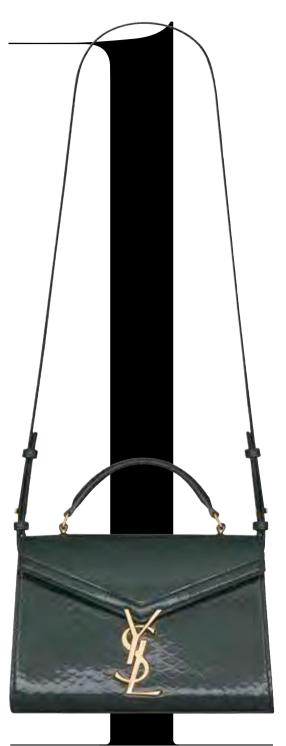




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Radar

Radar



THE BAG

SAINT LAURENT DROPS ANOTHER Middle East EXCLUSIVE WITH THE timeless CASSANDRA IN EXOTIC PYTHON MINT. BE QUICK THOUGH - THERE ARE only 25 pieces IN THE WORLD! Bag, DHS14,700, Saint Laurent



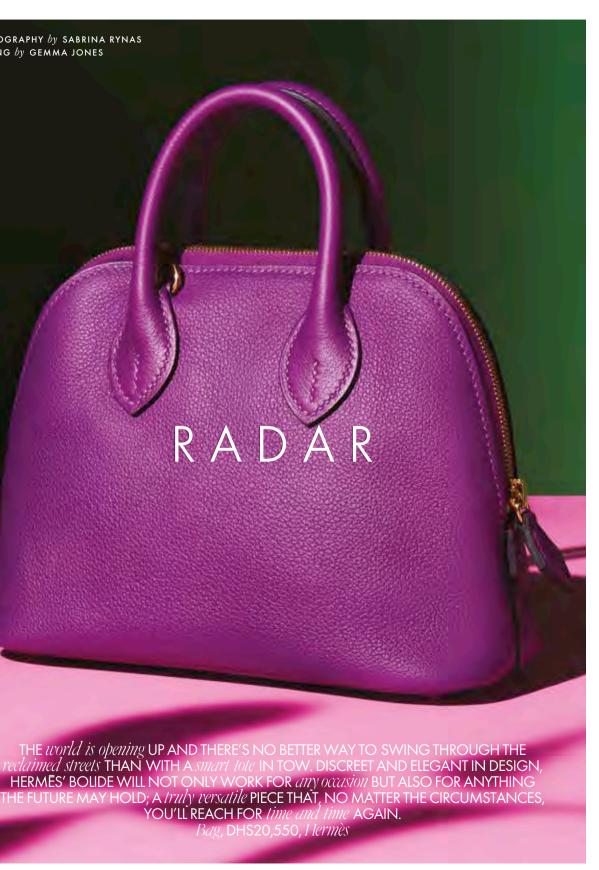
ТНЕ SHOE

POLISHED elegance WITH JUST A BIT OF AN edge – THAT'S FENDI'S retro-chic COLBRI FOR YOU. Master styling THEM AND YOU'LL FIND YOURSELF SLIPPING INTO THEM ALL SEASON LONG. Slingback heel, DHS3,550, Fendi

Radar

# E L L E







#### ON OUR RADAR

WHO: Darin Hachem

WHY: Born in Lebanon and raised in Africa's Gabon, this Instituto Marangoni graduate co-founded her namesake label with Mexican born Fernanda Gallardo. Together, the duo produces one-of-a-kind sustainable pieces from recyclable and natural material; perfect guilt-free fashion to invest in now and wear forever.

BUY: If you only purchase one item, make it the two-piece detached blazer (above) with chunky collar and belt bag, Dhs1,860, Darin Hachem

ELEVATED HEIGHTS, saritorial cosiness AND A WHOLE LOT OF HOISERY ... HERE'S WHAT'S new. now & next



Shirt dress, Dhs1,670, Arwa Al Banawi

#### *Cover up,* Dhs1,580, . Daneh

FLAT LINERS

#### **TUNE IN**

As life goes increasingly online, the fashion industry is slowly streamlining its fashion calendar for virtual viewings starting with the Fédération de la Haute Couture et de la Mode who plan on staging an online version of Paris Couture Week from July 6 to 8. The digital showcase, hinged on films and videos, will run along with a schedule that mimics the flow of an official Fashion Week and is open to 41 eligible couture-grade brands.



PULL 'EM UP Sun's out, socks out? Apparently so! This summer, the trusty hosiery number has earned its spot as the street set's wardrobe MVP. Trending styles are sporty, above the ankle in length and of course, worn with sneakers.



Up your footwear game with extra inches and slide a bit higher into summer with a platform sole. Wear them alone or with a fresh pair of socks, under a linen maxi dress or with cropped flares, for an instant and elevated update – think an extra inch (or two!)

Sandals. Dhs2,250, Jimmy Choo

Sandals.

Dhs3,135, Gianvito Rossi

> Sandal Dhs1,763.

Sandals. Dhs4,025, Gabriela Hearst

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*Sandals,* Dhs2,630,

Valentino Garavan





#### HERE COMES THE SUN

It's time to throw some serious shade, either achingly cool like Brigitte Bardot in '60s St. Tropez or flamboyantly over-thetop a la Dana Hourani. Whicheve you choose, these are the designs to add to your vacation wish list right now...

> Hat, Dhs635, Sensi Studio

> > Hat, Dhs1,270, Maison Michel

> > > ellearabia.com 13



intimacy for the dynamic array of the Parisian Maison's collections that await within. The ground floor, decked out in iconic Hermès Faubourg-Saint-Honoré mosaic, opens up with silk collections, perfumes and an extensive space dedicated to leather goods. There's a jewellery and watches room for horology aficionados, followed by

an area dedicated to the Hermès man, with ready-to-wear, shoes and accessories, and a made-tomeasure salon for those in search of bespoke clothing. A quick trip up the winding terrazzo staircase of black metal and rosewood and one is transported into an explicit women's-only universe; the lighter tones, a copper tint and

# Changing THE LUXURY LANDSCAPE

BANG IN THE HEART OF The Avenues, THE SECOND LARGEST SHOPPING CENTRE IN THE Middle East, IS A NEW Hermès treasure trove. OPENED EARLIER THIS YEAR, THE French MAISON'S 6TH STORE IN THE region MIGHT BE THE BRAND'S MOST impressive YET.

here's nothing a spot of shopping can't cure, and a pop into Hermès is a surefire way to lift (if any) a weary spirit. Especially if it's the new 513 m2 boutique in Kuwait City. Having first opened shop in the capital back in 2011, the new two floor fashion mecca (now double the size of the former address) comes bathed in luxury and light courtesy of Parisian architecture agency RDAI, starting with its majestic façade composed of black marble granite and golden frames. Large windows dressed in whimsy metallic fabric in brass and gold tones beckon shoppers to come in and explore, providing an HERMÈS S/S20



Radar

deep gold, of the walls light up what is an extensive RTW display, a private shoe salon and the new métier Hermès Beauty. For the first time in Kuwait, the new store also introduces Hermès' furniture amongst its collections for the home, together with a complete range of the house's extensive tableware, fabric and wallpaper.

PRASADAN, IMAGES: XAVIER ANSART COLLAGE:



#### THEN & NOW

Named after the eponymous heroine of Greek mythology, the Antigona is designed for a fierce and daring spirit - a woman whose sole existence is to seek out adventures in life. For Autumn 2020, the French maison and its equally fierce Artistic Director, Clare Waight Keller, present a more supple variation on a House icon - a romantic and laidback reiteration of its elder sibling.

#### **CULT FAVOURITE**

Since its conception in 2011, the Antigona has made many a celebrity appearance; slung low on the tanned, chiseled arms of models to casually cavorted around Hollywood by music industry queens, Beyoncé and Rihanna. In one version or another, the iconic Givenchy accessory has become a stalwart part of any stylish woman's wardrobe.

#### **STYLE MILEAGE**

Shopping right now is coming down towards those really essential pieces with longevity that add a healthy dose of practicality to life. Antigona Soft serves as a functional starting point; think tucked insouciantly in the crook of your arm for daily errands, slung cross-body for a busy workday and over-the-shoulder for a weekend trip.

#### **BIGGER IS BETTER**

Defiantly oversized, the new bag has kicked things up a couple of notches with its generously capacious body; available in medium and large sizes, the bag's (much) roomier construction makes it as practical as it is stylish, meaning you have room for all the essentials, and then some.

#### THE UPDATE

Echoing the second-skin sensuality and versatility of a favourite leather coat with a cocoon-like body in the

supplest of leather, the new iteration comes in 9 timeless colours including aubergine, military green, ž pearl grey and black. Directional variations o include dip-dyed leather and a vintage finish with studs for those looking for a cheeky little twist.

SUMMER **LOVING** SEVEN WOMEN SHARE THEIR MOST MEMORABLE HOLIDAYS (E their suitcase essentials)



AND ate

LOTS OF

seafood"

bountiful food!"



Slippers, Dhs381, Vibi Venezia



Antioxidam Moisturiser Dhs345, Green Ba

"Our summer holidays have been the same, ever since I can remember. Last year though, we changed it up and it was very special - my husband and I took our kids to Comporta. We stayed at the Pestana Eco Resort, went horseback riding on the beach, souvenir shopped in Vida Dura in Melides and ate lots and lots of seafood with local rice. I would go back just for a meal at Cavalrica for its wonderful host, beautiful restaurant, and the most colourful



Skirt, Dhs910. Emilia Wickstead

Radar



Slippers, Dhs495, Osay the Label



Hat Dhs1.297. Balenciaga

"At the end of 2011, I took two months off to travel through South America. I went by myself with a backpack and not much of a plan except to start at the bottom of the Andes in Ushuaia and make my way to Cusco in Peru to trek and camp Machu Pichu. There's nothing more breathtaking than being surrounded by Mother Nature; from the colour of the ice breaking into the lake at Perito Moreno in Patagonia and the salted lake Salar de Uyuni in Bolivia to the crazy street markets in La Paz Bolivia."



- the true Sicily I envisioned! We later rented a vintage Alfa Romeo convertible and drove it around the Amalfi Coast, taking in all the views while playing old Italian tunes and discovering secluded beaches."









Dress, Dhs903. Caravana

> Hat Dhs1,564, Marine Serre

Sunglasses, Dhs606, Kaleos

"One of the days, after a full day of adventure, dinner and grape, we decided to take a little boat out for a midnight 'drive'. The water was so still, and we just zig-zagged between all the tiny islands outside our house. We were one with nature and it felt like a scene out of a movie or like we were in heaven."



*Top,* Dhs1,783, Jacauemus





SANDRA MANSOUR Founder of Sandra Mansour GRINDAVĪK, ICELAND





Comb Set, Dhs367, Valet Studio



"This photo of me was taken on a trip to Iceland. The entire terrain is magnificent; it's one with nature with all of the elements that form it - earth, wind, water and fire. It's the perfect representation of our planet. The volcanoes, geysers, auroras, waterfalls and the wild life make this mystical place come to life; time stops in Iceland."

*Bag,* Dhs5,810.

Chloé





BALI, INDONESIA

"Bali is a little piece of heaven on earth; the trees, jungle, beach and sand - just the holiness of the entire place. I'll never forget the time we had lunch by the beach at the local seafood market and then went to a sunset party on a cliff in the middle of the sea. Just watching Bali's sunset there, was out of this world."

andals, Dhs422,

Coconut SPF 50+ Lotion. Dhs48. Le Tan

Bikini, Dhs995, Lisa Marie Fernandez

> *"Bali* IS A LITTLE PIECE OF beaven ON EARTH; ITS *sumsets* ARE JUST OUT OF THIS WORLD"









AS LOCKDOWN restrictions EASE ACROSS THE GLOBE, NOTHING PROMPTS A fresh APPROACH TO style QUITE LIKE SUMMER WÉATHER.

After months spent nestled in loungewear and dressing from the waist up, it's time to sharpen up and head outdoors. There's nothing like being cooped up at home to get us itching to update our closets (starting with this super-chic beachwear combo from Fendi).

COMPILED by DINA KABBANI





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*Earrings* Dhs610.

Venessa Arizaga

Radar Visor, Dhs2.026. Fendi Sunglasse. Dhs905, Fenda *Shirt,* Dhs4,090, Fendi

Watch. Dhs4,003, Fendi

Bikini, Dhs2,235, Fendi











Coop



Lizzie Fortunato



Scrunchie, Dhs1,110, Fend

Amminitemite

Bag, Dhs3,007, Altuzarra

Radar

Bikini, Dhs770, Matteau

Jewellery

## bead OF ITS TIME

YEARS ON, *Chanel's J12* WATCH IS JUST AS iconic AS WHEN IT FIRST LAUNCHED.



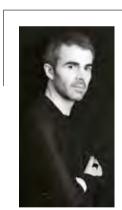
#### ALL IN A NAME

Created by Jacques Hélleu, the house's artistic director for nearly three decades, he named the timepiece after the 12-meter J-class racing yachts of the 1930s. (Below:) Jacques Hélleu's sketch of the first J12



After seven years of development, the J12 made its first debut; it was round in 33 or 38 millimetres with very masculine proportions and made of high-tech ceramic, a lightweight material that is almost as hard as diamond and one of the most difficult resources to work with. (Above:) A J12 from 2000 in black ceramic





#### A FEW TWEAKS

Flashforward to 2019 where a reinvention saw 70 per cent of the parts changed and Arnaud Chastaingt, Director of the Chanel Watchmaking Creation Studio, working "like a surgeon rather than a designer" to produce a new and improved J12, its profile softened and silhouette made stronger. (*Above:*) *Arnaud Chastaingt* 

#### THE LOWDOWN

Updates featured a brand spanking new movement from Geneva-based manufacturer Kenissi, a sapphire case back to resist scratching, a removable ceramic link bracelet with a triple folding clasp, water resistance capabilities up to 200 metres and a 70-hour power reserve. (Below:) Lily-Rose Depp wearing the J12 in white highly resistant ceramic and steel, caliber 12.1





#### TWO DECADES IN

20 years and almost 400 different executions later, all which have included both mechanical and quartz movements, the J12 celebrates its anniversary by re-launching a number of new iterations of the unisex favourite, with the X-Ray, Paradoxe and J12:20 the first to drop. (Above:) Keira Knightley arriving at Chanel's boutique on Place Vendôme in Paris ©Marc Piasecki/

#### MAKING HISTORY

A 12-piece numbered edition, the X-Ray frees itself from colour codes with a case, dial and (for the first time ever in highend watchmaking) a bracelet composed of links cut from raw sapphires. The dazzling crown is topped with a diamond cabochon, while its hands and set buckle are beautifully hewn from white gold. (Below:) The J12 X-Ray, with a white gold bezel and baguettecut diamonds







#### A CHEEKY TRIBUTE

Punctuated with 12 diamonds and featuring 20 symbols and references from the Maison Chanel - a 2.55 bag, a camellia, a bottle of N°5 perfume and even a tweed jacket-the J12:20 oozes playfulness and a cheeky design in a limited-edition of 2020 pieces. (*Right:*) The J12:20, with diamonds in white highly resistant ceramic and steel

#### DAY MEETS NIGHT

Fusing both black and white ceramic in a single case, the Paradoxe edition saves fans the paradox (hence the name) of having to pick between the black and white editions of the J12. Why have one, when you can have both, together! (*Left:*) The J12 Paradox, with white and black varnished sapphire and steel fixed bezel



Jewellem



# OFF TO THE Ball

CALLING ALL *Cinderella's* - THE NEW DIOR GRAND BAL MASQUE PROMISES to keep its magic AND mystery way bast THE STROKE OF MIDNIGHT

h, to have been a fly on the wall the night of September 3, 1951 at the Palazzo Labia in Venice for what has most often been described as 'the party of the century'. Hosted by the ever eccentric and larger-than-life Mexican silver heir Carlos de Beistegui, café society's crème de la crème were bidden to the fete; from princesses to Hollywood darlings and socialites, the invitee list included over 1,200 guests, with Winston Churchill, Aga Khan and of course, Christian Dior present for the splendiferous occasion. Costumes were extravagant, and the entrances to introduce their wearers even more spectacular than the ostentatious garments themselves. Famed English beauty Lady Diana Cooper made her entrée as Cleopatra while Couturier Jacques Fath, dressed as the Sun King, had to remain standing upright in his Venetian gondola because his heavily embroidered costume wouldn't allow him the luxury of sitting; Salvador Dalí and Dior dressed up as each other; and Daisy Fellowes, society darling and France and America's best-dressed woman, came as the Queen of Africa dreamed up by Monsieur Dior himself in a crinolined dress of yellow taffeta and leopard print trim. "This was the most marvelous spectacle that I have ever seen, or will ever see. The splendor of the costumes rivalled the splendid attire of the figures in the Tiepolo frescoes on the walls (...). The magic of a summer's night in Italy held us in its eternal spell and put us outside time," wrote Dior in his autobiography, forever enchanted by the universe of the masked ball. Today, that extraordinary event comes to life once again under the watch glass of the iconic Dior Grand Bal collection, where a new series of one-of-

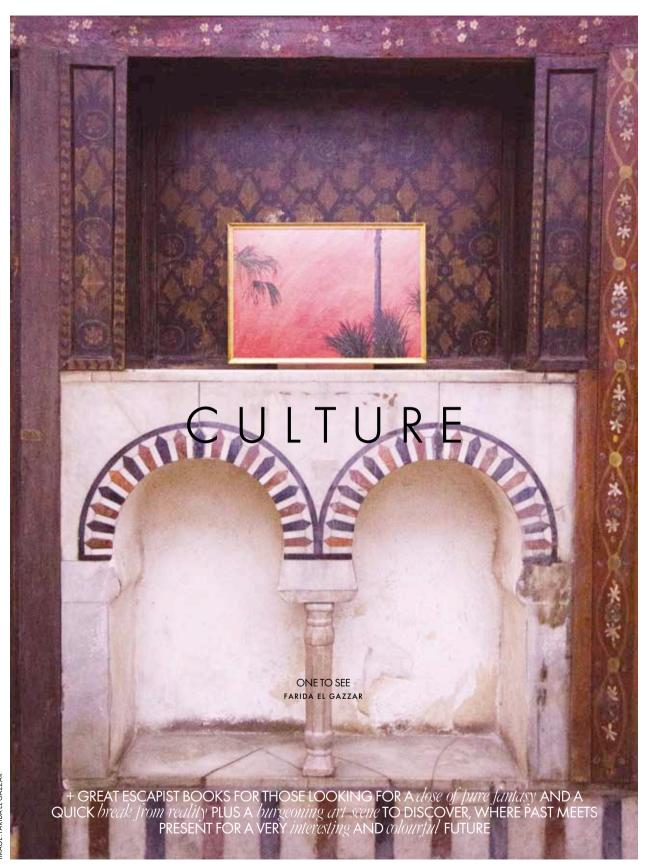
a-kind timepieces pay ode to the audacity, elegance and excessiveness of the famous ball, their dials a faithful reproduction and tribute to the original masks worn at the fete of the century. Equipped with an automatic Dior Inversé 11 1/2 caliber movement, the 12 watches portray a mysterious beautiful woman with sparkly sapphire eyes hidden behind silky, colourful feathered eyelashes. She blushes cheekily with excitement, her rosy appearance courtesy of an array of ornamental stones whose sparkling reflections make these magnificent masks swirl to the rhythm of the party. A truly remarkable union between haute couture and haute horlogerie, where we all get a taste of the splendour that was Dior's favourite  $\Xi$  mid-century ball.

Bal Masque timepieces, POA, Dior

The new Grand



# E L L E





## Play

#### FELUKAH

Born in Cairo and now based in New York City, at just 21-years-old rapper and hip-hop artist Felukah writes about social justice issues and what she sees in daily life. Each of her sonas tell a different story, either historical or based on her own experiences - an honest voice set to some really groovy tunes.





A FEW OF THE educational BLACK VOICES TO listen AND learn FROM NOW

EDITED by NOHA GHASSAN





#### YO, IS THIS RACIST?

Actress and musician Tawny Newsome and writer Andrew Ti, alongside a new guest each week, reply to voice mails from listeners curious whether certain situations/responses are racist. Both as people of colour and professional comedians, give thoughtful, honest and lighthearted responses creating a beautiful space for judgment-free dialogue while tackling an important topic in today's society.

[MAG]



#### EXPLAINED: THE RACIAL WEALTH GAP

Now more than ever is the time for people to take responsibility for their role in society and cultivate an anti-racist agenda globally. Educating oneself is the biggest step one can personally take in actively seeking a role in the change the world needs to become a better place. Film has always been one of the best mediums to use to find information on issues we may not be aware of/ have difficulty understanding or simply, just need more information on. Explained: The Racial Wealth Gap is available on Netflix and will only take 16 minutes of your time; a must-watch for those looking to jumpstart their self-education.



Follow



@LAYLAFSAAD

Best-selling author and all-round

inspirational teacher, Layla's feed

tackles all topics related to racial and

gender discrimination; an evolving

resource for anyone seeking self-

education on these matters.

#### @ R A N A A B D E L H A M I D

Rana's voice is relatable to both Arabs living abroad as well as all of us back home. Her daily posts come packed with empowering messages on how to champion for inclusion and women's rights in our day to day lives.

Culture





#### @ VILLAGEAUNTIE

Certified health educator/wellness coach, Angelica Lindsey-Ali hosts feminist workshops for women of African/Muslim origin. She's also an advocate of the BLM movement, using her voice in a bid to rally for the cause.

Culture

# **BON VOYAGE**

Beach reads MIGHT BE PUT ON HOLD FOR MOST OF US, BUT ONE CAN STILL daydream ABOUT THAT NEXT exotic summer jaunt. HERE ARE 10 GOOD escapist reads THAT OFFER A BIT OF fantasy UNTIL YOU CAN MAKE YOUR WAY TO THE SEASHORE.

#### For Small Creatures Such as We

TUALS FOR FINDING MEANING IN OUR UNLIKELY WORLD

Sasha Sagan

FOR SMALL CREATURES SUCH AS WE: **RITUALS FOR** FINDING MEANING **IN OUR** UNLIKELY WORLD BY SASHA SAGAN

Never has the power of our families and beliefs been more on our mind. Celebrate life and its beauty by reading this enchanting first novel by Sasha.

NORMAL PEOPLE

> SALLY OONEY

NORMAL PEOPLE BY SALLY ROONEY

The magnetism

of first love, and the complexity of growth through the other; a modernday romance for the 2020 romantic! ROBIN SHARMA

THE SAINT THE SURFE AND THE CEO

THE SAINT,

SURFER. AND THE CEO BY ROBIN

SHARMA

A journey into

UNTAMED

BY GLENNON

DOYLE

Based on Doyle's

own stories,

Untamed will guide

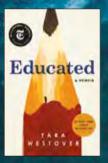
you into taking

leadership over

living your most

authentic self.

remembering one's self through Robin Sharma's beautifully written words of wisdom. Transition back into real life with this food for thought.



EDUCATED **BY TARA** WESTOVER

Astonishing and heartbreaking are two words to describe this raw biography on family, love and betrayal. A gentle reminder that anything you put your mind to you can definitely achieve.



THE TATTOOIST OF AUSCHWITZ BY HEATHER

MORRIS

Love at first sight that makes you day dream; need we say any more?

## PAULO COELHO The Spy

THE SPY BY PAULO COHELO

Any book that delves into the life of one of history's most confident and pioneering women has our attention; a major plus also that the author is none other than Paulo Coehlo.

THE HEART'S INVISIBLE FURIES BY JOHN BOYNE The road to selfdiscovery is filled with twists and turns. Laugh and cry

The

TIVIS

with Cyril through his Ireland of the 1940's.





THE HUNDRED-YEAR-OLD MAN WHO CLIMBED **OUT OF A** WINDOW AND DISAPPEARED BY JONAS JONASSON

A light hearted comedy that shows that even at the end of life, we can still go on the most thrilling of adventures.



UNDER THE TUSCAN SUN BY FRANCES MAYES

We might not be able to physically travel at the moment but it's amazing how far a good read can take you! Flash back to this classic for a quick visit to a Tuscan dream.



Art D'Egypte is building bridges - from the past to the present, from the art world to everyone, for women who have big ambitions. Run by a powerhouse team of five Egyptian women, the initiative aims to provide cultural experiences that, in their own words, "show contemporary Egyptian art in a heritage site linking our rich past to our creative present."

"The purpose of Art D'Egypte is to make art accessible for all, to democratise art," says Founder and Curator Nadine Abdel Ghaffar. "It is a platform that facilitates art mobility, as well as cultural preservation through the collaboration of artists, collectors, institutions and businesses that believe in the power of the arts in shaping society."



Above: Ibrahim Dessouki







#### PUSHING THE ENVELOPE

Nadine founded Art D'Égypte in 2005 as a multidisciplinary consultancy to support the contemporary Egyptian arts and culture scene. In its early years, the consultancy provided expertise to institutions, corporations and private collectors as well as curatorial services for foundations, public spaces and museums. By 2017, Nadine was ready to grow Art D'Égypte into a bigger project serving a broader mission. "Our very first exhibition at the Egyptian Museum in Tahrir in 2017 was an idea unheard of by both the public as well as the private sector," she explains. "I felt that we needed a more experiential approach to art exploration, which made use of the historic spaces we have in our country. Clockwise from left: Work by Abmed Karaly, Abmed Farid & Huda Lufti, Right: Nadime Abdel Gbaffar, Founder & Curator of Art D'Egypte. Opposite poge: Work by Abmed Kashta.



The exhibition - *Eternal Light* - marked the beginning of a groundbreaking and pioneering series of annual exhibitions that push the envelope of our cultural landscape."

Eternal Light: Something Old, Something New, was the first in a series of pop-up shows that were held at different heritage sites across Egypt. This seminal exhibition was extraordinary in its attempts to interpret ancient Egyptian culture into modern art. In this first iteration, 16 of Egypt's leading contemporary artists displayed their works in the Egyptian Museum in Cairo against a backdrop of pharaonic artifacts, bringing to life not only the influences and inspirations for the artists' works, but also the inimitable, timeless energy that connects past to present in Egypt in everything from culture and art to everyday aspects of daily life.

Since then, the annual exhibition has continued to evolve and challenge participants to reimagine their experiences amidst the juxtapositions of history and art. In 2018, *Nothing Vanishes, Everything Transforms* followed in the Manial Palace, and in 2019, *ReImagined Narratives* was on view at four historic locations along Al Mu'izz Street in the UNESCO world heritage site of Historic Cairo. For each show, participating artists spent the

year prior researching the historical context of the exhibition, and coming up with site-specific art that creates a dialogue between then and now, from past functions to present narratives. Both attracted thousands of international visitors.

Under Nadine's leadership, the five-woman team at Art D'Égypte has also continued pushing the envelope to make art more mobile and meaningful for all who participate each year, from artists and visitors to the communities who support them. In 2019, for example, the team launched the first art residency programs in Egypt in collaboration with three private factories: a marble factory, an iron factory, and a wood factory. Each of them hosted select artists and provided them with raw materials, machinery, and



"The purpose of Art D'Égypte is to make art accessible for all, to democratise art"

#### Culure

practical training to help to bring their visions to life. This practice builds strong relationships that facilitate the creative process for artists, and more importantly, it shines a light on how important it is for the private sector to support the arts and the outside role artists play in culture.

For Art D'Égypte, these intersectional strategies to move culture forward are winning ones that work in Egypt as well as far beyond its borders. "This is the reason why UNESCO gave us their patronage last year - community engagement in art at the end of the day is what makes a true lasting impression on society," says Nadine. "In merging the old with the new we are able to juxtapose our narrative this is how we build bridges. The world knows Egypt's artistic and cultural past, however they are not aware of the present - the contemporary if you will. We aim to educate, to raise awareness, and to bring opportunity to these places by activating spaces and involving the entirety of the surrounding community. The significance



#### PLAN A VIRTUAL VISIT TO ART D'EGYPTE IN 2020

Art D'Egypte acted fast in the wake of the global pandemic

to move programming online and offer access and art education for all. With Corona grounding the whole world, here's how you can still engage online with

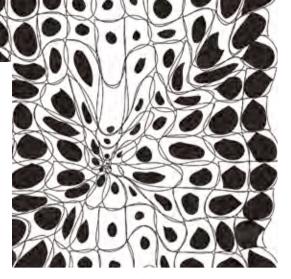
Art D'Egypte: Content: New and exclusive online content aimed to educate, inspire, and inform the youth of today on the importance of art history and cultural preservation. The team will host some of the industry's top professionals, such as Thomas Girst of BMW Cultural Engagement, Yannick Lintz Head of the Islamic Department at the Louvre, and Ricardo Karam renowned TV Host, writer and motivational speaker

Podcast: "Cultural Conversations by Art D'Egypte," available on

Apple, Spotify, Deezer and Google podcasts. Social Media:

YouTube Channel: "Art D'Egypte Official"

Instagram: Art D'Egypte LIVE series every Monday & Wednesday at 9pm Cairo time, 3pm ET all summer long.



Above: Work by Diaa Daoud; Below: Work by Amir Youssef & Ibrahim Khattab

lies in the context and curiosity that an exhibition like this creates for an international audience, so many people even in Egypt have not experienced heritage sites in the way we present them, and have not had the opportunity to view Egyptian Contemporary Art in anything outside of a white cube environment. The significance is more in the layers of art, history and culture that are combined in creating this experiential exhibition that people talk about for months and even years  $\frac{1}{2}$ after experiencing it."

#### **BEYOND THE WHITE CUBE**

For Nadine and her team, taking the art experience beyond the four walls, the "white cube," is central to the longevity and success of Art D'Égypte's mission. One of the biggest breakthroughs for the platform has been introducing and acclimatising people to the idea that art exists outside of the formal confines of a gallery - that we live amongst and interact with art every day and in countless ways, even in a place as steeped in history as  $\overline{\geq}$ 

Egypt. "From a big picture perspective, we are  $\overline{\underline{9}}$ re-introducing Egypt to the world, we are taking control of our narrative... The perception was that Egyptians aren't creating new work but regurgitating our heritage," says Nadine. "We wanted to break down this stereotype and this misconception, we are much more than the stories of our past and the purpose of this exhibition and what it did was prove that both can coexist together seamlessly."

This idea of art all around us has been heightened in the midst of a global pandemic that has driven many indoors. In times of turmoil and uncertainty, people are turning to art - to drawing, painting, creating, writing and learning, much of it far outside the formal, traditional structures that have existed for centuries. Said another way - the democratisation of art is moving online, and at the helm are Nadine and her team of five passionate, engaged women. "Being an all women team is a huge accomplishment in Egypt," says Nadine. "The advice I would share is that you need to make sure everyone on the team is passionate about the project  $\delta \frac{1}{2}$ - advocating for women is a big part of advocating for change." ΞΞ



WHEN Coronavirus CAN NO LONGER KEEP US abart, SWATI JAIN PLANS TO COME OUT OF HER HUG HIATUS WITH arms wide open

ou know those obnoxiously positive people - the kind who always look at the glass as half full and every fall a blessing or lesson; the kind who often get, "you live in a world of fantasy" - well, I am that person. Whether it's a broken foot, a burnt cake or being stuck indoors - I will always be looking for my slice of sunshine.

We are halfway through this year, and it's safe to say - it's been ... adventurous, for the lack of a better word without any actual adventuring outdoors. Late in November before 2020 even began, I sat down and planned my holidays; three confirmed family weddings, two actual vacations and one very excited girl later, I was ready. But life had other plans. I spent the entirety of December (literally) swept off my feet after getting pinned down by my best friend's heel in one foot and then tearing a ligament in the other. I went down, both times - having the time of my at my ceiling wishfully thinking that it would be all web: thankful for actually having a moment to myself albeit it being a stationary one.  $\frac{1}{2}$  I had a new found appreciation for the ability to walk, but I didn't plan on the other appreciations that followed. As Coronavirus took centrestage in our  $\geq$  lives, so did - what then looked like - a

lifetime of quarantine. As a very social person who enjoys her down time, I relished the first two days until the reality of the 'new normal' started to seep in and mine would see me infinitely stuck in an apartment (with my parents), fearful of never seeing my close ones ever again, and bidding adieu to my daily playdates - with the neighborhood puppies, who thanks to Covid-19, would have to do without my pats for a while.

Stuck indoors, I witnessed a new quarantine world come to life as people who couldn't cook became chefs mixing oil and water like it was no one's business, neighbours worked out (roughly) about four times a day, and would you believe it, some people even got engaged! I on the other hand casually sat back, working remotely while endlessly booking Zoom calls with friends far and forgotten. One day while attempting to spring clean, I spent a whole morning going through old photographs. There in print lay in front of me the smiley, happy faces of friends and family who, standing closely, held hands, their arms around each other with very little care in the world - and definitely no knowledge of a looming pandemic and a new uncertainty that no one planned for, about when we got to go home, see and hug everyone.

Culture

THE POWER OF touch

Even now, almost three months later. with things opening up, we can talk to our hearts delight, catch up on the many different social platforms, even grab a meal, but the reassuring power of touch communication has changed for good. All our plans have altered; the weddings postponed, the holidays cancelled and my agenda to hug everyone put on hold. Coming out of this, I've learnt to appreciate the healing power of touch, be it a warming embrace or even a stroke on the back. But no doubt about this: whenever all this is over, I'm running out to give unsolicited hugs to nears and dears, high-fiving every kid on my running path and patting every dog I spot. It's been an experience reconnecting with old friends and crazy family, and I'll make a conscious effort to keep those conversations flowing. I know now to pick only really silly arguments with my baby brother and to appreciate the joy of annoying him in person, something I am waiting to do very soon. I'll go join a class of someone who's workouts I followed online; I'll take up cooking classes and savour every bite of that mushroom truffle gnocchi that I failed miserably making at home. But, more importantly for me, I will give a smile to every passing stranger - once my blue mask won't hide it any longer.

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t's safe to say that Coronavirus has dealt the fashion industry a massive blow. Manufacturing has come to a screeching halt and stores are temporarily closed. Simultaneously, consumer habits are changing - when faced with our own mortality, shopping ranks low on the priority list. And those that are indulging

in retail therapy (as we have on many occasions) are doing so mindfully; really thinking about how much they spend, what they buy and how it impacts the environment. With both the demand and supply ends impacted, the industry has found itself in an existential crisis. Left with so much time to ruminate, they're asking themselves: where do we go from here?

It's a tough time for the fashion industry. Billions of dollars have been lost to cancelled orders worldwide, and many independent boutiques and physical retailers have filed for bankruptcy, like Neiman Marcus and Bergdorf Goodman. By the end of 2020, the luxury and fashion business is expected to lose between \$450 to \$600 billion in sales, according to Boston Consulting Group.

That's a grim reality. But if there was ever a time for the industry to make changes, that time is now.

It's common knowledge that there's a lot of wastefulness in this business. Too many collections encompassing an excessive number of looks, churned out at rapid intervals has made this industry one of the most polluting in the world. Clothing production has nearly doubled since 2000. In Europe, fashion companies went from an average offering of two collections per year in 2000 to five pre-COVID. Some high street brands go as far as to put out 24 collections per year. And yet, consumers are wearing clothes an average of 7 times before they discard them. In fact, 30 per cent of manufactured clothes never get sold, which leaves us with a current overproduction of 30 to 40 per cent per season. That means we're producing way more than market demands, and the excess that doesn't get sold, gets destroyed.

The good news is that the pandemic is rapidly becoming the catalyst for change the industry desperately needed. Gucci announced it will cut back to two shows a year, and move to a seasonless schedule. Alessandro Michele, Gucci's Creative Director, outlined the brand's new direction in a series of posts shared on the brand's Instagram account, saying, "I will abandon the worn-out ritual of seasonalities and shows to regain a new cadence...we will meet just twice a year, to share the chapters of a new story. Irregular, joyful and absolutely free chapters." Saint Laurent will also set its own schedule for 2020, starting with dropping out of Paris Fashion Week.

"Emerging designers and smaller fashion businesses - we look up to all those brands. And they're the ones that set the pace for the industry," says Salim Azzam, winner of Fashion

"THAT'S A grim REALITY, BUT IF there was EVER A TIME FOR THE industry TO make CHANGES, THAT TIME IS now"



culture

Trust Arabia's Ready-to-wear Award 2019. "Fashion puts you in this go, go, go mentality, and it just keeps piling up." While Salim has always stuck to two collections a year, he isn't immune to the pressure. "It came to the point where you could only make it to retail if you have 80 looks within a collection. As emerging designers, you can easily fall into this trap - to produce so that you can catch the buyers. And retailers ask for big look books, so you can't go to them with just 20 looks. It's creatively exhausting."

Most designers agree with that sentiment. "It is a question of, do we really want to go back to the way things were before? To us, the answer is no!" said designer Ahmed Sabry of Sabry Marouf, who's had to suspend manufacturing since mid-march. "The overproduction, overconsumption, general disregard for the environment, it was all just too much. The circumstances have only accelerated the urgency by which things must change...and we feel that is the lesson that we need to embrace as fashion businesses - to use this opportunity to change to the better." That change has meant embracing digital platforms.

Yes, the fashion industry was always moving towards digital, but the pandemic merely accelerated the process. E-commerce was influencing 76 per cent of luxury transactions, and these numbers were increasing year-onyear. However, the excess and lavishness were omnipresent. Now, with nowhere else to go but online, the industry has started pulling unprecedented moves that will likely change the fashion landscape forever. We saw London Fashion Week go digital, quickly followed by Milan and Paris. Fashion photoshoots have also been transformed. Far-flung exotic locations are being replaced with DIY photoshoots featuring parking lots and models' bedrooms. Retailers around the world such as ASOS, Zara and Jacquemus are shooting new collections through Facetime or by simply asking models to take selfies on their iPhones. Brands are compensating for the brick-and-mortar experience through AR (augmented reality) technology to give consumers

"THE cintumstances HAVE ONLY ACCELERATED THE Ingenty BY WHICH Ibings MUST change"

immersive digital experiences and engage them in memorable ways from their very own living rooms. ASOS, the e-commerce fashion retailer, accelerated a trial they had started pre-Coronavirus of "digitally fitting" six models with new clothes each week so that customers can see how the clothes would look on models of different sizes and body shapes. Gucci is using a 'Try On' AR function that allows people to

"try on" one of their Ace sneakers using a built-in photo feature to capture themselves wearing the shoe from different angles and sharing the pictures by text, email or on different social media channels.

BNPL (Buy Now Pay Later) - a payment option that allows consumers to buy products and pay for them in installments without interest, was already gaining traction - but post COVID19 it's likely to become the new trend in

payment options. "Consumer spending is expected to be extremely weak in the current environment and retailers will need tools to help drive sales. Historically, they could either discount heavily or spend inefficiently on marketing to drive demand that really isn't there," says Hossam Arab, Founder of Tabby, the first BNPL service provider in the UAE. "With BNPL, retailers are essentially making spending way more comfortable for all of their customers."

When stores closed, retailers with an existing e-commerce website were able to seamlessly shift their focus to their online platforms and capitalise on consumers need for retail therapy, while those without a digital footprint scrambled to transition demand from offline to online. The result is that those with strong digital presence are better equipped to survive this crisis. Farletch, a leading luxury e-commerce retailer, just released their Q1 earnings and their group, GMV, grew their digital platform by 46 percent in the first quarter of 2020 versus 19 per cent the same period last year. In these financially hard times, that says a lot. "I believe that the recent trends that were shaping and driving the growth of the luxury industry will remain or accelerate. The first is e-commerce, which has been driving the majority of the industry forward before the start of the pandemic," says Edward Sabbagh, Managing Director - Farfetch, Middle

#### WHEN stores CLOSED, RETAILERS WITH AN EXISTING e-commerce WEBSITE WERE ABLE TO seamlessly SHIFT THEIR FOCUS TO THEIR online PLATFORMS

East. "Many consumers will continue to shop online (for some it'll be a first) and experience the real advantages of online shopping." Last year, they established 'Farfetch Communites' a platform which connected fashion lovers, Farfetch's own in-house team of creatives, industry icons, boutique owners, stylists and individuals shaping the cultural landscape globally, with each other.

What is interesting to see is the way that the pandemic has shifted digital from simply an e-commerce website to

real back-and-forth engagement between brands and their customers. Luxury brands have ditched the humdrum route of static IG posts and websites in favour of creative engagement. Alexander McQueen launched a "McQueen Creators" campaign in early April as a way to "inspire and initiate creative conversation". Followers on social media were asked to come up with a new creative concept each week and tag #McQueenCreators for the chance to be featured on their official channel. The first challenge was to sketch an interpretation of the final rose dress from the Autumn/Winter 2019 collection. Jimmy Choo gave fans the chance to design a shoe for the brand under their "Choo Sketch" initiative, which asked followers to sketch their dream shoe, and the top five styles selected will be produced by the luxury shoe maker. For the first time, Lebanese brand Jessica K launched

a fun digital collection - with a highly successful campaign entitled: 'Your go-to zoom shirt.' "We've tried to find fun and creative ways to connect with our customers - not solely based on promoting the sale of the collection. For example, we've launched a colouring challenge around our print, executed a survey to get to know our customers better, as well as putting out engaging content on our Instagram platform such as quizzes," said Founder Jessica Khoueiri-Achkar. Bambah, a UAE favourite, has also engaged with clients interactively through giveaways, trivia and competitions. Early on, the brand noticed a big interest in separates and easy fitting clothes. (U.K. luxury apparel brand Browns saw a 70 per cent increase in loungewear sales during the pandemic.) "We were lucky enough to have launched our 'Bambah Beach' Resort line just before the pandemic picked up, and most of the pieces in this collection are trendy, 'feel good,' easy to wear size inclusive outfits, ideal for lounging at home," says Founder, Maha Abdul Rasheed. Conscious of financial pressures many are currently facing, Bambah

has worked with an accessible price point to help with consumer spending.

In response to the pandemic, Farfetch launched a campaign entitled: 'The Support Boutiques' to support the boutiques and brands they work with worldwide by increasing visibility, driving traffic and sales volume. They've done this by putting these boutiques front and centre on their website, changing visual merchandising to surface as much boutique stock as possible and waiving or reducing some of the costs for using the company's marketplace, as well as offering logistics and warehousing support when needed. "We work with hundreds of boutiques and supporting them is our biggest priority. I think the wider community is really behind the message of supporting small businesses, locally and globally. This is a vital lifeline for them at this time," says Sabbagh. Huda Beauty is another brand that has used the halt in manufacturing to support others. They donated \$200,000 as part of an initiative to support struggling make-up artists. "We hope this gesture offers freelance artists, within the makeup community that we love, a bit of much needed relief. As a brand, we believe the only way to get through adversity is by acting with kindness and positivity," said Huda Kattan, Founder & CEO of Huda Beauty. Amina K, an Egypt-based brand started making masks as a means to finance the salaries of their workers that relied on daily wages. What resulted was a demand so high, they had to halt the summer production and outsourced the work to their employees working from home with access to a sewing machine. "Producing something that was vitally needed in our community helped us connect

and engage with our clients because we quickly shifted our production to give them what they needed at the time," says Amina Khalil, Founder of Amina K. Lebanese designer Salim Azzam is using this forced slowdown in the industry to work towards actualising a dream he's always had to open a virtual embroidery school. "Right now, we are offering a free online course called "Madrasat Al Totreez" (school of embroidery) where we document, illustrate and teach students our techniques and how we make our craft," he Department stores and shops have also taken the digital plunge. Dubai Mall launched on the Noon app. Harvey Nichols started offering a 'WhatsApp Wardrobe.' Saint Laurent launched on Ounass. Dior and Louis Vuitton launched their UAE websites. Level Shoes (which has an existing e-commerce website) took a creative approach and started promoting #LevelHome, offering workouts with trainers that promote their sports shoes. MOE started a #MyMOEHomeMoments hashtag for followers to share what they're doing at home and launched their catalogue of luxury offerings as a home delivery service.

Another way the industry is changing is through sustainability. Time at home has allowed people to think about their surroundings and realign their priorities - that includes what they buy and how their purchases impact the environment. "Consumers will become a lot more conscious as shoppers - habits will change. We also see sustainability accelerating and becoming an increasingly important topic for businesses and customers. Just like e-commerce, I expect this trend to grow faster and become more prevalent as a result of the unprecedented experience we are all facing today," said Sabbagh. In a joint statement, the British Fashion Council (BFC) and Council of Fashion Designers of America (CFDA) called out for the industry to focus on sustainability - saying "the focus on sustainability will increase the consumer's respect and ultimately their greater enjoyment in the products that we create." They also stipulated that brands slow down, produce less merchandise, focus on two main collections per year and hold shows in only one of the main fashion capitals in the world in order to lower carbon footprint caused by travel. Out of the spotlight and into the dark, the industry has

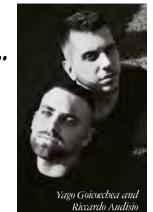
Out of the spotlight and into the dark, the industry has had a lot of time to ruminate, resulting in some rapid changes. Undoubtedly, the fashion business as we know it, is over. But the question is: can digital platforms replace the physical experience? Visiting a flagship store, the perfumed air, the artfully displayed products, conversations with helpful shop assistants – it's heady stuff. But then again, we can't discount that digital is providing unique and engaging experiences. Only time will tell the fate of the fashion industry. What we do know for sure is that the change was a long time coming.

culture

says. "Craft is a mindful act - when you're embroidering, you're being mindful. When the pandemic started, I thought it was a good time for it...and the engagement has been great." LX2, an up-and-coming regional fine jewellery brand based in Dubai, has used the pandemic to get up close and personal with their clients. "Pre-pandemic social media used to intimidate us. We wanted everything we posted to be perfect, for our page to have a specific flow and tone of voice, and we weren't comfortable showing personal aspects of our lives. However, in the past few months, we have seen an amazing shift on social media; accounts are more real, everyone is supporting each other, we learn from one another, posts aren't filtered, conversations are raw, people are honest. And this is the online presence we love being part of - which is all about staying true to yourself," said Letitia Gasser and Lina Kobeissi, founders of LX2.



AS YAGO GOICOECHEA AND RICCARDO AUDISIO celebrate THE LAUNCH OF THEIR brand ON LUXURY E-TAILER Net-a-Porter, THE DESIGN DUO RECOUNTS THE important MILESTONES ON THEIR JOURNEY to the top



"That's how old we were when we came up with the idea of dropping out of university to launch our brand. It was the summer of 2012; we finished our first samples and at the time of creating the company there was a crisis and uncertainty in Italy so we decided to start elsewhere. London was an option but we visited Dubai for a holiday and \_\_\_\_\_ thought it could be cool to start the brand in a city that was developing."



### 60sE70s

"We have a very strong and special connection with the Middle East. From early on, we realised that our aesthetic - mostly inspired by '60s and '70s fashion which includes a relaxed attitude, glamorous kaftans and sleek silhouettes - naturally met the taste of women in the GCC. We spoke to a lot of women living in Dubai and the region who that told us what they loved and what they did not and we followed that advice; it was priceless!"



"After only two years of starting the brand, we won the regional Woolmark Prize in 2015. It was such an important stamp of validation from the industry and one of the majorly significant milestones for us to date."



"We are all about creating timeless pieces that you want to wear immediately, but also 10 or so years down the line; we want you to put it on and still feel that you're wearing something contemporary and that makes you feel good."



2020

"For at least two years, we've been building on our own classics - pieces we want our clients to see and think instantly of Taller Marmo. Now, Pre-Fall 2020 feels like the ultimate collection that includes all of them but with the introduction of a few new styles."

5

"We started off in the countryside of Piedmont in Riccardo's parents' house. We worked from there from 2013 until 2018 when we found this great space that used to be a small factory and had it converted into our studio – it's located in the south of Milan near Fondazione Prada."



ICHEMI

SAUDI ARABIA'S *first racing car driver*, REEMA JUFFALI, TALKS THE *tech* THAT BRINGS HER *joy* 



1. I have a love/hate relationship with Instagram. I love that it allows me to connect and share, but at the same moment, I hate that it consumes so much of my time especially with all the endless and aimless scrolling.

2. If there was one gadget that I would have to say that I could not live without, that would be my phone for sure – it's simply everything.

3. I'm a fan of old school headphones, so nothing wireless for me. I'll grab a pair of Bose SoundTrue Around-Ear Headphones and listen to my favourite

am. consis jazz, s it some **4.** I lo h and c

4. I love a good Netflix and chill. My current binge list includes American comedydrama Gilmore Girls and the documentary series, Formula 1 Drive to Survive.
5. Reading is a passion

**5.** Reading is a passion of mine; The Alchemist is an absolute old time favourite. Now, at the top of my reading list you'll find Michelle Obama's memoir Becoming and Finding Ultra by the everinspirational Rich Roll.

Culture

#### APP-HAPPY What Reem is currently obsessed with



PODCASTS I use this daily to help keep my mind thinking and fresh.



HOUSEPARTY My current go-to for staying connected to family and friends both near and far.



It's an at home training game connecting cyclists around the world. I use it to help keep fit and motivated to cycle.

#### QUICK Q'S

\*\*\*\*\*\*\*



FAVOURITE PODCAST? The Rich Roll Podcast – for great guests and the most motivating of stories!



INSTA MUST-FOLLOW? @theellenshow for her funny and accurate memes, and @car\_ vintage to satisfy my car obsession.



MOST PLAYED ON YOUR ITUNES? That would definitely have to be Beautiful Escape by Tom Misch on repeat. UDITED BY DINA KABBANI; IMAGES: UNSPLASH & SUPPLIET



playlists which mostly consist of pop, dance, jazz, soul and of course, some classic oldies. r

W

JEWEL

# Ν

Sofia Saidi talks inclusivity, female empowerment and how she's challenging beauty queen stereotypes

PHOTOGRAPHED *by* TARECK RAFFOUL STYLED *by* NESRINE ABID WORDS *by* DINA KABBANI

C





OPENING PAGE: Blouse, Valentino at Matchesfashion.com Crown & earrings, Dolce & Gabbana THIS PAGE LEFT: Dress, Temperley London at Matchesfashion.com THIS PAGE RIGHT: Shirt, By Malene Birger at Matchesfashion.com Shorts, Themis Z at Matchesfashion.com LEFT PAGE: Shirt, shorts & belt, all by Saint Laurent



Feature

he idea of beauty is always shifting. For generations, it meant a slender build with a generous bosom, a narrow waist and symmetrical features to complete the so-called 'perfect' package. Today, thanks to a global movement championing

self-acceptance and empowerment, the world is slowly making room for everyone one to feel beautif(all); from women of colour and varied sizes to those with vitiligo, gray hairs or wrinkles, we are all (at last) welcome. And with the door finally swung open, more connotations of inclusion are rapidly gaining momentum with many embracing a paradigm shift especially when it comes to the traditional perception - that beauty and brains are somewhat mutually exclusive, or that we may find a niche in one but not the other. Case in point Miss Arab World Next Top Model 2019. Yes, pageantry usually brings to mind images of heavily made up faces decked out in glittering ball gowns, where most contestants shine on the outside but rarely on the inside. But last year's edition of the coveted international

contest saw otherwise; in an industry that trades in illusion and mystique, a bright, brilliant and beautiful female was bequeathed with the sacred title, complete with crown, sash and all. "One of the biggest stereotypes about beauty queens is that we are just that - beauty without brains. But for me, my academic development has always been my main priority," says 25-yearold Moroccan national, Sofia Saidi. "I have a Bachelor's Degree in international management and two Masters Degrees in strategic management, one in research from the University of Versailles where I was a valedictorian and the second from the University Paris II Panthéon-Assas." Besides her exemplary schooling and stellar academic achievements, Sofia's curriculum vitae reads equally as impressive; she's held positions at some of the largest French companies as a project manager in the thermal, nuclear and automotive sector and today, owns her very own consultancy company. "I barely have time for myself sometimes, but I can't complain; I wouldn't be able to stand a classic nine to five job," she explains. Yes, Sofia is not just you average pretty face, she's what today's modern successful woman encompasses - beauty, brains, and personality; someone who's beaten the stereotypical constraints put on her by an impossibly judgmental world to show everyone that, yes, you

can have it all. And one wouldn't expect anything less from someone elected to be a role model to millions of young Arab girls across the region as her winning title dictates. "Being Miss Arab before anything is a way for me to send a message to our community that we as women are free and have equal rights. Unfortunately as a gender, in many Arab countries including Morocco, we face a constant struggle for the sake of freedom, be it what we choose to wear, the job we want to practice or even just the freedom to express ourselves in an overtly masculine society," says Sofia. "I've been there - constantly judged, made to feel guilty by people specifically men. I want to show girls that nobody has the right to judge us or to control our behavior, choices or lives." It is this impelling thirst to drive change in her community that has seen Sofia's coronation reinstated for a second year as Miss Arab 2020 due to the cancelation of the contest amid the on-going worldwide pandemic, a role she can't wait to partake in again to "continue defending my cause of empowering Arab women." Another year, another achievement to add to her ever-expanding roster and more importantly, a reminder that - for a rising generation of bright young things - it is possible to have it all.

"Being Miss Arab before anything is a way for me to send a message to our community that we as women are free and have equal rights"





LEFT PAGE: Dress, Haveney (stylist's own) THIS PAGE: Top & skirt, toth Temperley London at Motchesfashion.com PHOTOGRAPHY & NICOLE BENTLEY

# HIS SEASON'S RAID. P

THIS SEASON'S CROP OF BEAUTIFULLY UNDERSTATED LAID-BACK PIECES IS RIPE FOR THE PICKING





Dress Mamapapa at tanapapa com au scat Bossike al bassike com Iworn throughout) THIS PAGE Dress Matteau at matteau-store com; headscarf stylist's own (worn throughout) UEFT PAGE Dress and belt both Valentino at

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difference in the second

(1999) Alberta

a statistic





THIS PAGE: Dress Paris Georgia at parisgeorgiastore.com; trousers Bassike at bassike.com; belt Celine by Hedi Slimane LEFT PAGE: Dress Auteur at auteurstudio.com THIS PAGE: Top Matteau at matteau-store.com; belt Christian Dior at dior.com RIGHT PAGE: Shirt and singlet both Dries Van Noten at driesvannoten.com

> ey al MAP Spung Iny Serie Smith of Anni Srous. Her by tak Lau of MAP, white up by Isebelia Schimid er Assamb skeladis Modell: Revienert stelledaret Kuhi, With thanks to TNT Produce and The Crew Orchard, Bilpin, and Inner V



825





PHOTOGRAPHED by MAX PAPENDIECK STYLED by CHARLES VARENNE Cap, Dhs1,561, Max Mara, Earrings, necklace, Cartier Charlie's Angels actress Ella Balinska takes another starry turn as one of Cartier's newest ambassadors, wearing a hundred carats' worth of megawatt diamonds.

Jacket, Dhs14,654, Akris, Briefs, Dhs514, Hesperios, Earrings, necklace, rings, Cartier, Boots, Dhs2,552, Alexander Wang 11 Martin



Jacket, Dhs16,526, T-shirt, Dhs4,370, shorts, Dhs3,599, Tom Ford. Earrings, necklace, rings, Cartier

BEAUTY TIP Style bold brows using Brow Stylist Frame & Set in Deep Brunette, Dhs48, L'Oréal Paris



Dress, boots, Dhs2,552, Alexander Wang, Necklace, bracelets, Cartier

BEAUTY TIP Glowing Body Wash Mango Butter & Almond Butter, Dhs22, Dove cleanses and hydrates for Juxuriously soft skin



## THE *new launches* MAKING THEIR WAY INTO OUR *beauty cupboard* THIS SUMMER

COMPILED by DINA KABBANI

Enamored

Hydrating Lip Gloss Stick in

Coming Out, Dhs106, Marc

Jacobs Beauty

SEO

A D

U

œ

MA WITH PRIDE Formulated with luxurious lip care ingredients kahai oil and vitamin E (bye-bye chapped lips!), you'll want to buy this fan favourite in all five flurry new shades. SENSORY STATEMENT There is nothing like a scent that captures the feeling of total freedom and this one gets it down to a tee. Inspired by the sweet Queen of The Night flower, one whiff of Floral Arizona is like going for a run in the vast open desert totally liberating!

Arizona Bloom, Dhs110, Floral Street

Ecological Nail I in Nile, Dhs65, 1 Baran

Nail Polish in Impeachment, Kester Black Dior Vernis I Edition in Re Dhs115, Dior



SUGAR RUSH Sweet like candy? You will be in one of these saccharine shades. Coat each nail in a different tonal hue to dial up the freshness.





Two-Faced PONY

90's flower child? Yes, please! Spiced with an air of youthfulness and a carefree bohemian spirit, a duo braid not only frames the face beautifully, it takes literally two minutes to plait! Take a leaf out of model Maeva Marshall's book and add a daisy - or five.

### **ZOOM IN**

Beauty's fairy godmother, Charlotte Tilbury, is back once again making wishes (those of a bigger, poutier nature) come true with a new lip oil that promises lips up to 70 per cent larger after four weeks of application. What makes it magic? A blend of crystals and potent plant extracts that hydrate, smooth and ultimately, plump those lips.



Charlotte's Magic Lip 0il Crystal Elixir, Dhs170, Charlotte Tilbury

Norvina® Pro Pigment Palette Vol. 4, Dhs147, Anastasia Beverly Hill

## PICTURE THIS

Curated by brand president Norvina herself, this professional-grade artistry palette - in pink and purple shades - promises endless amounts of creative looks to last all summer long.

MAGES:



vio-touch

RUNNWAY LOOK:

lev

# Heatwave BEAUTY

Sun Glow Gel,

Dhs379, Sisley

AS A long AND hot SUMMER LOOMS AHEAD, BEAUTY TAKES ITS CUES FROM THE weather; THINK SUN-KISSED skin, SURFER-GIRL hair AND A POST-BEACH RADIANT glow.

COMPILED by dina kabbani



Satin Lipstick

in Orange Boîte Dhs246, Herme

Dr Selbagh Self-Tanning Drops Mail Dowing Else Prome Poster of Landes Dow Protein of Landes Dow Protein of Landes Dow

Self-Tanning Drops, Dhs140, Dr Sebagh





## FAKE THY TAN

Glorious days spent basking in the sun can wreak havoc on the skin, fortunately for us, there are plenty of ways to replicate that healthy glow sans the skin damage. Bronzers, highlighters and tanning drops can help achieve a celestial kissed glow in less than a minute; just mix in with foundation or use as a primer and make staying in the shade well worth it.

## UP, UP & AWAY

Nothing pairs perfectly with sunwarmed skin like a deep, heady fragrance. Try Loewe Paula's Ibiza on for size. With notes of patchouli, sandalwood and incense, it offers escapism in a bottle; just spritz, close your eyes and, boom, you're on the wild party island just minus the ticket and airmiles.

## EYE OPENER

If a bold lip is summer makeup's LBD, then Hermès' electricnectarine iteration is the silk number you'd wear for those funfilled beach days – it's young, zesty and will compliment any hard-earned tan (fake or real!)

00 Crème Gel Colour Eyeliner in Puppy Liner, Dhs22, Colourpop Highliner Gel Eye Crayon in Ody(Sea) Dhs107, Marc Jacobs Beauty . 乙 巴 HOW TO STOP TRAFFIC? DUMP classic FOR flashy AND double up ON THE drama WITH A FIERCE FELINE FLICK IN ultra-bright Always On Gel Eye Liner in Nymph, Dhs95, Smashbox Dhs166, *Dim* NEON Dhs106, COMPILED *by* DINA KABBANI se. Ture in Pearly Liner Stick . Tilbury On Stage I Cba(1100 Dhs95, Dior Ď Dhs77, Urban COBS Dive, N AU u in Stage Duc MARC Eye Colour Magic Eyeliner Heavy Metal Glitter Eyeliner





HOURGLASS' FIRST beauty ambassador ON HER NEW PARTNERSHIP WITH THE cruelty-free cosmetics COMPANY AND WHY SHE can't live without THEIR SIGNATURE TERRACOTTA NUDE LIP COLOUR

If you've ever admired Rosie Huntington-Whiteley's full lips (who amongst us hasn't?) you probably already know that they're never without a sumptuous lick of Hourglass Confession Lipstick in the cool brown-meets-nude colour, You Make Me, that has become her signature. "I love to blot it down in the day and wear it on stain and then layer it up in the night for greater impact," she says. And wear it she does, all the time, along with the brand's bronzers, concealers, powder palettes - the list goes on. You can sense the chemistry between the two; an adamant fan, Rosie's talked about how much she's "loved" Hourglass "for years," she's also collaborated with them on numerous occasions for her beauty website, Rose Inc. So, when Hourglass announced the model-actor as their first official celebrity ambassador it was the obvious natural union in their long-serving relationship. ELLE Arabia caught up with Rosie to find out what makes this a match made in heaven.

START YOUR FIRST WORD IS...

"Every product in the line has had just enormous time and consideration put into it. The packaging stands out visually more than anything else in my make-up bag; it's just this beautifully warm glowy-gold colour and it just feels exquisitely in the hand. If you're a maké-up or product lover, these things really matter to you.

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"The Vanish Concealer, which launched in January, is another absolute favourite of mine. I've been using two colours (fawn and pearl) and that allows me to kind of create light dimension across my face; I haven't used **foundation** since I started using this concealer.

> "They have this beautiful marble effect to them and are iridescent but not glittery. I'm a big fan." Bronzer, Dhs190. Hourglass



Game of CHROMES

In TO A LEVEL YOU CAN NINING TWART TO ANY COMPLEXION elilied point, GO FOR eleanning formulas THAT CATCH THE LIGHT, NEEDLESS TO SAY, YOU'LL WITH ALL SUMMERLONG

That Lute G colour Nail Polic in Finish Line Fuel Din 52, Fra

tarroque Lights hing Pourder in Invite: Dhs245,





Vanish Airbrush Concealers, Dhs128, Hourglass

## Beauty



## Annie & Maggie Ford Danielson

I WAKE UP AT ... (Annie) Around 5:45am, basically whenever my oldest son does.

THE FIRST THING THAT PASSES MY LIPS IS... (Maggie) Coffee. I think I can speak for us both when I say that's the first thing we reach for.

THE LAST THING THAT PASSES MY LIPS IS... (A) Definitely water and my nightly round of vitamins.

MY MAKE-UP ROUTINE ... (A) Starts with brows. I use Gimme Brow+, Precisely, My Brow Pencil and 24-HR Brow Setter. For my face I apply shade 4 of Hello Happy Airstick Foundation, swipe on some Hoola and then add a touch of Love Tint to my lips.

MY EXERCISE ROUTINE... (M) Is my Peloton bike - I'm trying to ride three to four times per week.

MY WORST BEAUTY HABIT IS ... (A) Picking my blemishes. I hardly ever have blemishes, but when I do, I pick and pick - I know, it's the worst habit!



THE LAST BEAUTY ITEM I BOUGHT ... (M) Was a clarifying shampoo from Christophe Robin. (A) For me, it was Augustinus Bader's Rich Cream and I'm obsessed!

**BEAUTY STORIES** 

MY BEAUTY CABINET IS ALWAYS FILLED WITH... (M) Beauty blenders and concealers, while Annie's is packed with masks, retinol, exfoliators and SPF.

MY GREATEST BEAUTY DISCOVERY ... (M) Was Dry Shampoo from Living Proof. (A) Till this day mine has to be Dr. Barbara Sturm's Hyaluronic Serum. Used daily, it helps minimise all those wrinkles caused by dehydration.

MY BIGGEST AND FAVOURITE BEAUTY INDULGENCE IS ... (A) Without a doubt, my skin! I'm a total skincare junkie and am always on the prowl for the newest products out there.

CRAZIEST THING I'VE DONE FOR BEAUTY... (M) Dressing like The POREfessional Spy Gal on the great wall of China when I was five months pregnant!

TELL US A BEAUTY SECRET ... (A) Never ever sleep in your make-up. Treat your skin like it's worth a million bucks; invest in it and it will help in the long run.

THE LAST TREATMENT I HAD WAS ... (M) Probably a facial in August 2019. Eek! I'm planning though my next treatments which will be getting Botox and a peel for my melasma. They've been penciled in.

THE BEST BEAUTY ADVICE ... (A) Is that less is more. Focus on what you love about yourself and show that off rather than what you don't like by trying to hide it!



POREfessional Face Primer, Dhs155, Benefit Cosmetics

> Best for ... A RADIANT GLOW High Beam Liquid Highlighter, Dhs94, Benefit Cosmetics



Best for ... BLURRING IMPERFECTIONS Hello Happy Air Stick Foundation in Shade 4, Dhs167, Benefit Cosmetics

SUNKISSED MAGIC Bronzer, Dhs156,

Best for ... UNRULY BROWS 24-HR Brow Setter Clear Brow Gel Dhs130, Benefit Cosmetics



Beauty

## BARE BARE BARE BEST ON THE beach (AND BEYOND) BEYOND

THE *beauty* BUYS AND *self-care* STEPS TO HELP

## HOW TO PREVENT DARK **SPOTS** THIS **SEASON**

YES, BEACH TIME BRIGHTENS OUR MOOD, BUT IT CAN HAVE THE OPPOSITE EFFECT ON OUR COMPLEXION

he biggest contributor to blotchy pigment is the sun," says Sydney-based cosmetic dermatologist Dr Natasha Cook, founder of The Face Bar. "Once you can see any kind of hyperpigmentation, you only need a snippet of UV exposure to darken it up." Here's why: when the sun hits those blotches, it causes pigment-making cells (called melanocytes) to flood the lower levels of skin with even more melanin as a defence mechanism.

The good news is you can prevent that from happening by practising safe... sun. Slather on SPF and antioxidants like niacinamide, "which helps prevent that pigment overload," explains Natasha. Next, add a serum to your regimen that helps fade spots. The hardest-working formulas have potent ingredients that break down existing spots while brightening your complexion: Elizabeth Arden's nifty capsules contain a double whammy of vitamin C and ceramides to fade blotches and hydrate, Ole Henriksen's lightweight toner has AHAs and licorice extract to even out skin and smooth fine lines and Aspect's targeted serum has plant-derived rumex occidentalis as well as vitamin C to brighten dark spots while protecting your face from oxidative stress.

Despite your best efforts, if you still notice darkening, "you may need prescription-strength hydroquinone to keep the pigment under control throughout summer," says Natalie Abouchar, founder of Privée Clinic, adding that in-office treatments such as a Carbon Spectra Laser Peel (which uses carbon powder and different modes on a laser) can also help clear the way.

Pigment Punch+, Dhs325, Aspect

asperi

Vitamin C Ceramide Capsules Radiance Renewal Serum, Dhs375, Elizabeth Arden

Glow20H Dark Spot Toner, Dhs97,

Ole Henriksen

## hands-free screens

YOU KNOW THE DRILL: it's all very well to apply sunscreen in the morning, but unless you reapply throughout the day, there's no real point. "I have so many patients who think they're protected by the residue of the SPF 50 they put on that morning," says Natasha. "The truth is that after a few hours, you're exposed." Of course, slathering on sunscreen on a hot, sandy beach can be messy. That's why the best formulas are hands-free, so the re-up is a breeze.





SPF 50+ Daily in (from left) Vanilla, Grapefruit, Lime, Dh75 each, Beachfox

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FPT 80+ 34117

-9



Anthelios XL Ultra-Light Body Spray Sunscreen SPF 50+, Dhs90, La Roche-Posay

87

## INSTANT FIX

PATIENCE IS A VIRTUE, BUT MUST IT APPLY TO YOUR COMPLEXION? KATIE BECKER FINDS BEAUTY PRODUCTS WITH A NEED FOR SPEED

I fonly skincare products were like clothing stores and could promise same-day delivery on their goods. Alas, pros say a topical formula with active ingredients takes about four

"THE

desire FOR

YOUNGER

**SKIN IN** 

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INSPIRED

A RANGE OF

treatments

OVER THE

YEARS"

weeks for effects like wrinkle smoothing and spot fading to be noticeable. "Twentyeight days is a good rule of thumb," says Sydney-based chemist Michelle Wong. "It takes around two weeks for the upper layer of skin to turn over, and 48 days for the entire epidermis."

Still, the age-old desire for younger skin in a snap has inspired a range of treatments over the years – from the at-home egg-white masks (which dried into

a shrinkwrap-like layer) of days gone by to today's injections that fill sagging skin in a quick office visit (though

a pricey and sometimes

painful one at that).

With instant gratification

now available in almost

every other industry -

Uber Eats, online chat

therapy, the list goes

on - cosmetic chemists

are fine-tuning creams,

1. Le Lift Firming Anti-Wrinkle Flash Eye Revitaliser, Dhs495, Chanel

ある

 Supremya Eyes at Night, Dhs1,090, Sisley
 Hydro Boost Supercharged Booster, Dhs75, Neutrogena
 Hyaluronic Acid 2%+B5, Dhs60, The Ordinary
 Capture Totale Dreamskin, Dhs522, Dior
 FlashPatch Illuminating Eye Gels, Dhs57, Patchology

offering immediate and noticeable, albeit temporary, benefits. One quick-fix area that we are here for: eye masks. They might not treat the adult headache you're sporting, but they will wake up tired eyes and make you look so much more refreshed. A beauty-editor fave, Chanel Le Lift Firming Anti-Wrinkle Flash Eye Revitaliser is a two-step process – a roll-on vitamin C serum, followed by magic patches, which work wonders on the worst cases of jet lag. Then there are Patchology FlashPatch Illuminating Eye Gels. Infused with vitamin C and green tea extract, they will rid you of dark circles as well as any puffiness.

Another speedy way to revive skin is also one of the simplest: hydration. The truth is that most of the time our skin is in desperate

need of a drink. The key ingredient to look for is hyaluronic acid, which draws moisture to the skin and keeps it there, boosting skin health and making it appear firmer. The Ordinary Hyaluronic Acid 2% +

> B5 and Neutrogena Hydro Boost Serum Anti-Oxidant Capsules both absorb fast without feeling heavy. Also providing a quick fix are pore-disguising lotions that trick the eye. After more than 800 test formulas, Dior Capture Totale Dreamskin is a master of deception. Universally flattering pigments and mother-

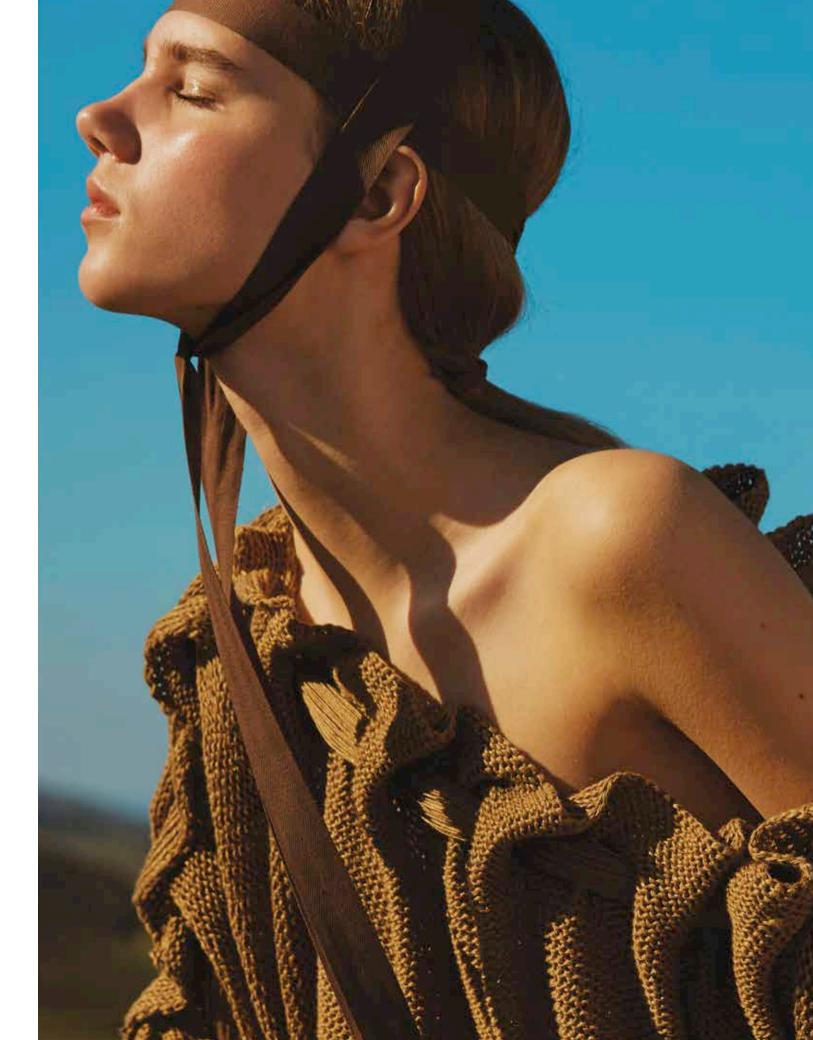
of -pearl particles combine with micro-powders to boost radiance and colour-correct. The soft-focus effect makes skin appear more even without looking like make-up. Redness reducers provide instant aratification as well, helping to calm a flushed face fast. Even people who don't have sensitive skin can see flare-ups from pollution, stress and summer's extreme temps. The combination of antioxidants and anti-irritants in Estée Lauder Advanced Night Repair Intense Reset Concentrate helps calm skin within an hour, according to the company's clinical testing. And while skincare that replaces that aforementioned online therapy hasn't yet been invented, it's probably just a matter of time.

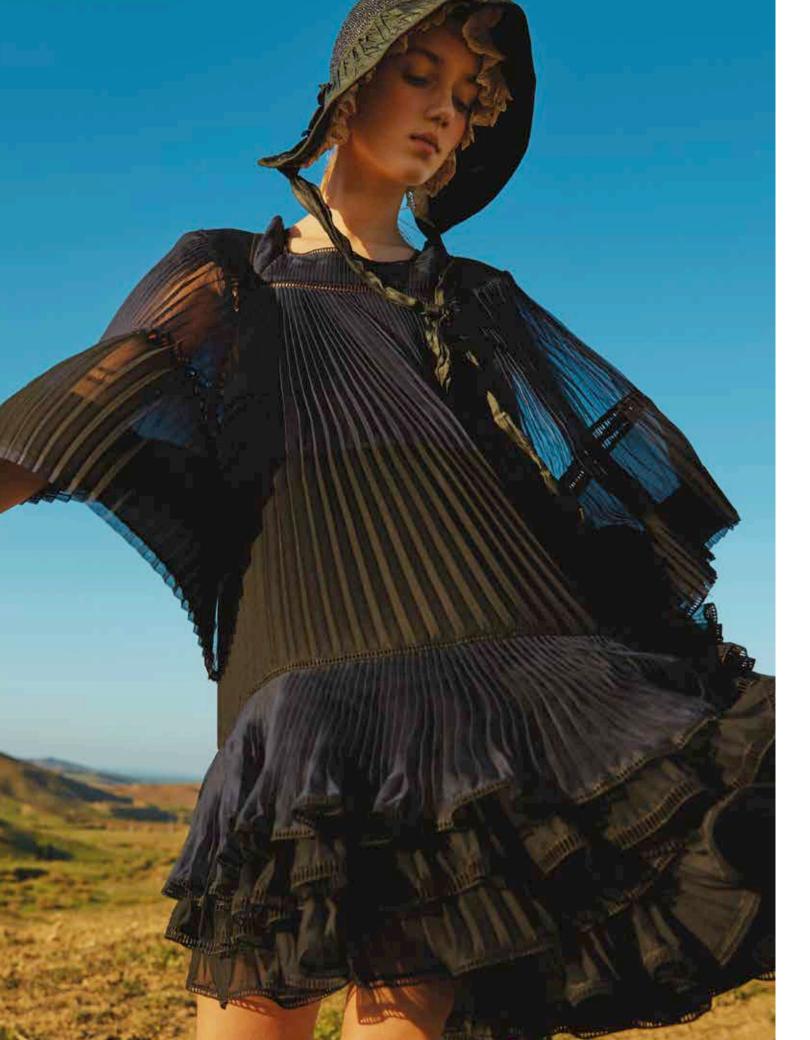
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## Get Spritzed

Whether you're looking to hydrate or calm, an ingredient-packed mist is the fastest way to refresh hot and bothered skin. Even better, this relaxing delivery system works anywhere, making it a cinch to relieve beachworn skin on the spot. Cult buy Eve Lom Radiance Face Mist is packed full of antioxidants, Peter Thomas Roth's Water Drench Hyaluronic Cloud Hydrating Toner Mist revives skin with silk proteins and vitamin B5 while BYBI Mega Mist is a soothing, superhydrating vegan formula.

> From top left: Radiance Face Mist, Dhs175, Eve Lom; Mega Mist, Dhs105, BYBI; Water Drench Hyaluronic Cloud Hydrating Toner Mist, Dhs105, Peter Thomas Roth





## THE ULTIMATE **SUMMER BEAUTY STAPLE** WHEN IT'S YOUR JOB TO TEST

BEAUTY PRODUCTS. WHAT DO YOU ACTUALLY USE? BEAUTY WRITER KATY YOUNG REVEALS HER ONE MUST-HAVE

n my early twenties, I had a separate pot of cream for everything. But in 1996, along came make-up artist Laura Mercier, waxing lyrical about something called "tinted moisturiser". Back then, the notion seemed bizarre. If I wanted to hydrate myskin, I slapped on Clinique Dramatically Different moisturiser. If I wanted coverage, I used Dior's finest foundation.

Then I tried it. I looked five years younger than I did with my stick foundation. And prettier. More natural. Enviably glowy. Like I'd floated out of bed with a new lover. So today, I say: a good tinted moisturiser should be as much of a staple in your beauty kit as a great pair of jeans is in your wardrobe - it goes with everything and is effortless to wear. The drawback to both? Finding the perfect fit. You see, the beauty of tinted moisturisers also maketh the challenge - there's one to suit everyone, but sourcing the tint-to-moisturiser ratio that works for you is tricky. That's pretty much all it comes down to. I love a little less moisture and a little more tint, as my serum should have done the avenchina.

A great tinted moisturiser means you don't need to cover bags or blemishes with concealer afterwards. That uniform blank canvas effect is a bit old news, anyway. The sexiest skin reveals every mole, sun spot and wrinkle. It's your story. I swapped full-coverage bases for tinted moisturisers about 10 years ago, after falling hard for an Erborian CC "A GOOD cream from South Korea, where tinted airy textures and performance MOISTURISER determine a brand's success. SHOULD BE In general, the CC category (essentially a group of souped AS MUCH OF up tinted moisturisers with A staple IN added skincare benefits) is a YOUR BEAUTY good choice for beginners who *kit* AS A GREAT want to even out tone and add PAIR OF *jeans* luminosity. A perfect foray into IS IN YOUR the world of no-make-up make-WARDROBE"

up is Peter Thomas Roth's Skin To Die For Mineral Matte CC Cream, which evens out the complexion, hydrates skin and adds a dose of an ultrapotent vitamin C. Another barely there Tinted Face Oil. formula is Kosas Tinted Face Oil. The Dhs160, Kosas innovative product made waves early in 2019 as the ultimate skin/make-up hybrid. And for a finish that protects you as well as it perfects, Rationale is a solid fave. 40535

If you want a bit more coverage, IT Cosmetics Your Skin But Better CC+ Cream is a popular option. Co-founder Jamie Kern Lima – a rosacea sufferer – developed the

### editors' bicks: BEACH-BAG EDITION THESE ESSENTIALS HAVE MADE IT FROM THE BEAUTY CUPBOARD INTO OUR MAKE-UP BAGS

This spray gives you that lightly textured holiday hair while repairing strands. Après Beach Wave and shine spray, Dhs155, Oribe

Pair this medium-orange The vanilla-pistachio scent and firming, shade with a bronzed superbydrating formula glow and slicked-back make this body cream a bun for a foolproof look staple. Brazilian Bun Audacious Lipstick in Bum Cream, Dhs430 Geraldine, Dhs125, Sol De Janeiro





Beauty

brand as a disgruntled consumer in search of bases to conceal redness without further irritating the skin. The pigment is heavier, but the trick is to apply it in paper-thin smears. I've also been enjoying the new Chanel Les Beiges Eau De Teint, which may not parade itself as a tinted moisturiser but acts like one with its hydration and coverage qualities. Being 75 per cent water-based, this balm is so fine, it both evens out skin and warms it up. Of course. there's always the nifty trick of mixing your favourite moisturiser with your favourite base, which, between you and me, works almost as well...

> B3-T Tinted Superfluid SPF 50. Dhs188. Rationale

> > Les Beiges Eau De Teint. Dhs272, Chanel

Skin To Die For Mineral Matte CC Cream, Dhs147, Peter Thomas Roth

A lightweight concealer that melts into the skin for a seamless finish, so it's perfect for touch-ups when it's sweltering "Un" Cover-Up, Dhs137, Rmsheaut

While we love black winged liner, a lighter hue keeps the look fresh in the warmer months. Roller Liner Brown Liquid Eyeliner, Dhs238, Benefit



A true sign summer is here? When this happy shade shows up on tips and toes in the ELLE office. Strong At 1% Quick Dry Nail Polish in Coral, Dhs34. Essie



## ON BEING NAKED

THERE'S A NEW CONVERSATION OPENING UP AROUND NUDITY. AS SUMMER SIZZLES, MARTA BAUSELLS BARES ALL

the person sobbing and begging the pilot to let me stay on the plane. I was never that person who somehow ends up bare at the

end of every party. And yet nor was I that person who, post-shower in the gym, does a convoluted knicker change over their clothes, à la school changing room.

I grew up on the Catalan coast of the Mediterranean Sea, where you're never far from a nudist beach. I saw those beaches as a normal occurrence, but never actually

went to one – they were always relatively set apart from the rest, so you had to really want to go. My family wasn't a free household, so we weren't going to start baring all at the beach. From a young age, I was aware of how women and girls' bodies were sexualised by the male gaze, and public spaces didn't feel safe or comfortable enough. The freedom didn't seem worth the potential hassle

But recently the topic of being bare has been open to more debate and, dare I say it, exposure. After Cambridge academic Dr Victoria Bateman stripped off her clothes in a UK radio interview to protest Brexit, she was shamed online. Thankfully, she has said that the trolls won't stop her: "There is a wider society problem, which is that, particularly in a modest country like Britain, the only time that we see other women's bodies is in advertising, films or magazines... The more we see the body in a non-sexualised context, the more we stop associating women's bodies with just physical attraction." Closer to home, Extinction Rebellion activists have staged scantily clad protests in Australian cities. There are also continued discussions about Instagram's nipple ban, as well as projects like The Naked Podcast – where both hosts and guests are naked as they deconstruct social and cultural taboos. And, of course, there's a new wave of filmmakers making ethical movies, in which all kinds of bodies and people are represented.

And that's great news: we should welcome opportunities to examine our relationship to our bodies. If we're uncomfortable, it's okay to admit it and ask ourselves why. Author and activist Chidera Eggerue is a perfect example: she flips societal shame into celebration with #SaggyBoobsMatter on Instagram. My attitude to my own privates has historically been "keep 'em covered". That is, until my 30th birthday, spent in an idyllic spa in a

German forest. When my

was. Full of suspicion,

I looked at people's faces: they

were acting like they were at a cafe.

Nobody stared or seemed to care. As

I sat in a sauna with a floor-to-ceiling

window, watching the trees and

steam rising from outdoor pools while

surrounded by 20 bare strangers, I

admitted I was enjoying it. I still kept

my robe within reach, but it actually felt

more exposing to stay clothed than it

that I hadn't been comfortable with

it all this time because I didn't feel good in my own body. I couldn't

conceive being so in ownership of it

that it wasn't my job to make others

feel comfortable around it. Part of the

problem was that I was constantly

That experience made me see

did to be bare.

friend told me spas in Berlin "HAVE YOU EVER were all about being bare, I STOPPED TO almost bailed, but she insisted THINK ABOUT it would be an unforgettable WHAT YOUR experience. As we changed, I defensively put on my **BODY IS DOING** robe at high speed and FOR YOU EVERY started ranting about SECOND OF how unfeminist and EVERY MINUTE?" potentially violating it

projecting a future image of my body: one that's perfected by doing daily yoga and cooking wholesome meals. It turns out this is just a creative way to berate myself. Have you ever stopped to think about what your body is doing for you every second of every minute – even when you're worried, sleeping, distracted, anxious, bloated or selfhating – to keep you alive? I'm so grateful for it and everything it does for me. Loving it fully is the work of a lifetime, but the more I do, the more comfortable I am with being in the buff.

In the podcast How To Fail With Elizabeth Day, Lily Allen described the moment she was about to give birth. A nurse told her that what her belly could do was more sophisticated than the hospital machines around her: "You've got millions of pounds worth of equipment inside you," she said. We've been drip-fed narratives about who should be bare and when; it's no coincidence that comfortable, everyday bareness is still surprising. But what a great chance this is to stop and appreciate the equipment inside us, and to create spaces in which the joy of being free can be accessible to every kind of body. Because it is a joy. This summer, when I see a sign for that special beach, I won't think twice.

## go probiotic

Recently, scientists have been reminding us to safeguard the skin's protective bacterial balance, aka "the microbiome". Products, pollution and stress can cause it to become out of whack, leading to acne, redness and irritation. A probiotic serum feeds skin with friendly bacteria, so it becomes stronger and firmer. Elizabeth Arden Superstart Skin Renewal Booster and Esse Probiotic Serum (the first live version on the market) are two of our favourites.

> Probiotic Serum, Dhs432, Esse

Superstart Skin Renewal Booster, Dhs212, Elizabeth Arden



## FACE TIME

FROM GLOWING SKIN TO SHIMMERING CHEEKBONES, HERE'S YOUR GUIDE TO MASTERING THE RIGHT KIND OF SHEEN AFTER DARK



OLIO -E-OSSO

## DOUBLE-DUTY GLOW

As you'll no doubt be rocking the tiny bag trend this season, opt for a singular, multitasking product that can boost your whole look in a pinch. Triple-threat tints add a flush of colour to eyes, cheeks and lips for make-up that works hard so you don't have to. We're loving flattering shades from Olio E Osso and Nudestix.

### THE SKIN SAVIOUR

The key to nailing the fresh-faced trend is in the ingredients: niacinamide (strengthens the skin's barrier and smooths fine lines) and oat lipids (non-irritating and super-hydrating). Both are found in Verso's serum.

### THE **BRIGHTENING BASE** For those who want blurred.

radiant skin but aren't fussed about coverage, forgo foundation for La Mer's nourishing illuminator. It blurs pores and imperfections while imparting a glow that is, technically, make-up-free.

### THE **GLASS LIP**

Lift your look from beach to bar with a clear gloss, which offers a multipurpose effect. Wear alone, over lipstick to add hydration or on eyelids and atop cheekbones to fake a glow. The possibilities are endless with Fenty Beauty's shimmering finish.

1. Nudies Bloom All Over Dewy Colour in Tiger Lily Queen, Dhs130, Nudestix 2. Hydration Serum, Dhs362, Verso 3. Illuminator in Polka Dots and Moonbeams, Dhs125, Ilia 4. Lip & Cheek Balm, Dhs107, Olio E Osso 5. Gloss Bomb Universal Lip Luminiser in Diamond Milk, Dhs75, Fenty Beauty

daily dose If you add one supplement to your diet this summer, do your skin a favour and make it magnesium – it doesn't have a reputation

among beauty editors as a magic pill for nothing. Especially good for times when you're not loading your diet with enough green leafy veg or nuts, it helps muscles relax and encourages better sleep quality. It also lowers the stress can lead to adult acne.

## *smooth talkers* WE'RE OBSESSED WITH THESE HARDWORKING BODY FORMULAS THAT SMOOTH, SOFTEN AND PROTECT

Simplify your regimen by using this gentle, Sloughs away dead skin and hydrates with mango butter and mandarin extract. Exfoliating Body Wash, Dhs87, Mr Smith

HIINS'8

detoxifving scrub from top to toe. Smooth Skin Scrub. Dhs105, Bangn Body

Brazilian Bod Buff Smoothing Scrub 'N' Mask, Dhs95, Sol De Janeiro

THE DAY 1108 OD NALIZAR

Can be used as a scrub

when you're wet and

a mask when you're dry.

One of our favourite ways to scent skin in summer is with this sublime balm. Tahiti Body Balm, Dhs287. Le Paradi



BRONZE AGE TODAY'S TANNING FORMULAS ARE AS FOOLPROOF AS EVER. GET SET TO GLOW

WE KNOW YOU KNOW that the only tan worth having comes out of a bottle (or can). And the latest formulations make it so easy it's actually enjoyable. Byron Bay Bronze's foam is odourless and won't stain your sheets or clothes, plus it's spiked with caffeine so it works to improve cellulite, too. For the truly lowmaintenance, James Read's gradual tan mist is not only point-and-shoot, but it also has a delicious coconut scent. Tanologist's Self-Tan Water is the formula we trust when we're in a rush. But if you prefer no-commitment colour, a wash-off product is the way to go. Our must-have is by Kora Organics – a lightweight oil that absorbs quickly and gives the skin a flattering tint and lightcatching shimmer.

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From left: Dark Tanning Foam, Dhs100, Byron Bay Bronze; Coconut Water Tan Mist Body, Dhs122, James Read; Sun-Kissed Glow Body Oil, Dhs200, Kora Organics; Self-Tan Water, Dhs67, Tanologist



## HAIR HABITS GORGEOUS,

NUORI

SHINY LOCKS ARE ONLY A SPRITZ, **RINSE AND** HANDFUL OF HAIR MASKS AWAY

## **RINSE... REPEAT**

It seems counterintuitive, but while saltspray is the key to those loose, beachy waves, actual salty hair from the actual sea is a big no-no. "Whether you're swimming in the ocean or a pool, get into the habit of rinsing as soon as you get out," advises Paloma Rose Garcia, founder of Sydney salon Paloma. "Your hair will look and feel so much healthier and you won't have to revive it at the end of summer."

## ADD MOISTURE

The beach may be the perfect setting to unwind mentally, but it's a hostile environment for your strands. "From the heat to the wind and water, everything is drawing moisture out of your hair," says Paloma, who keeps on top of it with a moisture spray (you'll find Oribe's Detangling Primer in her beach bag). "Spritz throughout the day to prevent damage."

### GO BACK TO BASICS

Start with a good foundation by rethinking your wash formulas. With heat and humidity can come frizz. And while creams and gels are useful, IGK's Thirsty Girl Coconut Milk Anti-Frizz Shampoo, which also contains hyaluronic acid, helps to

smooth hair before you even reach for the dryer. Alternatively, nourish tired strands with Nuori's formula, which has fruit enzymes to cleanse the scalp and a wheat complex to boost moisture and smooth the cuticles (because, shine).

### **GET COVERED**

"While everyone understands they need to protect their skin from UV rays, there's still a lack of understanding that hair also suffers in sunlight," says Paloma. Although a wide-brimmed hat is a good place to start to prevent dry and brittle strands, it pays to add an extra layer of defence: La Biosthetique and Aveda both have sprays that protect hair from oxidative stress as well as UV rays.

### TREAT YOURSELF

Next time you stock up on sheet masks, spare a thought for your hair. A treatment with the right ingredients will strengthen strands, add shine and even protect your colour. "Through summer, most people need moisture based masks," says Garcia, noting that blondes can benefit from protein-based formulas as well. One tried-and-tested formula is Eleven's repair treatment, which blends shea butter and wheat proteins to help strengthen depleted and tired hair.

## HOLD THE TONE

Olaplex 2. Run-Through Detangling Primer, Dhs135, Oribe 3. Sun Care Protective Hair Veil, Dhs100, Aveda 4. Shield Shampoo, Dhs162, Nuori 5. Shade Variation Masks, Dhs167 each, Christophe Rohin 6-3 Minute Repair Rinse Out Treatment Dhs67. Eleven 7. Vitalité Express. Dhs92. La Biosthétique, 8. Thirsty Girl Coconut Milk Anti-Frizz Shampoo, Dhs92, IGK

1. No.7 Bonding Oil, Dhs125,

Beauty



It's not the glare your hair is getting brassier. "The sun is so strong, there's just no way to maintain your colour without a little work," says Garcia. She recommends a Christophe Robin Shade Variation Mask between salon visits to help restore those cooler tones and deep condition, too.

### BURN, BABY

While prevention really is best, burns happen to the best of us. For those sun sessions that get away from you, we recommend an aloe vera gel, like this one from Bondi Sands. 1. Aloe Vera After Sun Gel Spray, Dhs25, Bondi Sands

### SIZZLED **STRANDS**

For hair that feels fried, this single-shot conditioning treatment revives courtesy of a high dose of strengthening lipids. Simply rake it through towel-dried hair and rinse one minute later. 2. Pro-V Intense Rescue Shots, Dhs22, Pantene,

### SKIN CRISIS

Good weather and good times can leave skin in need of some TLC. If you're a little spotty or dull, Dermalogica's charcoal mask will help detox and brighten skin. For a complexion that feels tight, Trilogy's jelly mask combines hyaluronic acid, manuka honey and rosehip oil to make your complexion feel much softer. 3. Charcoal Rescue Masque, Dhs180, Dermalogica 4. Hydrating Jelly Mask, Dhs80, Trilogy

### **DRY SMACKERS**

Between the winds of winter and dryness of summer, our lips can't catch a break. Stay on top of it with a lightweight but nourishing balm. 5. Lip & Eye Beauty Balm, Dhs70, Bangn Body





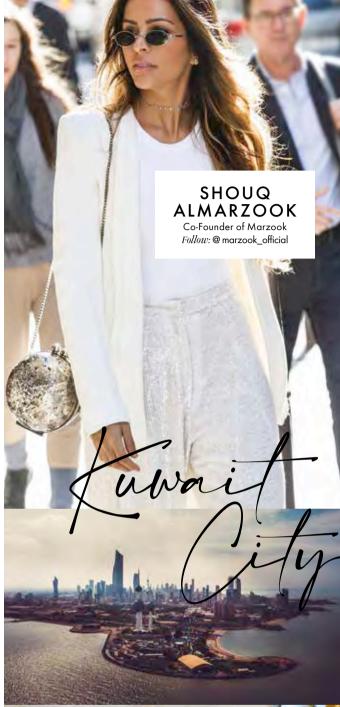




# ELLE

AN EASE ACROSS THE REGION AND INTER PLANS ARE STILL N E'S NO BETTER TIME TO SPEND YOUR JULIURE Weekends THAN

AS lockdowns EASE ACROSS THE REGION AND Initial plans ARE STILL MOSTLY ON HOLD, THERE'S NO BETTER TIME TO SPEND YOUR future weekends THAN BY keeping it local. ELLE ARABIA ASKED five insiders TO SHARE THEIR lost-quarantine guide ON HOW THEY PLAN TO 'REDISCOVER THEIR CITY ALL OVER AGAIN.' FROM COOLER THAN COOL ART SPOTS TO LITTLE HOLE-IN-THE-WALL DINERS, THERE'S SO MUCH TO see, do and explore RIGHT AT your doorstep...



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"FOR first TIMERS TO THE capital, THE LOCAL SOUKS LIKE A! Mubarakiya ARE A fun place TO VISIT AND EXPLORE"

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**I'll start the day off at...** Either at Baking Tray (@bakingtray\_kw) where I'll grab a yummy sandwich or at Gia (@giakwt) for their homemade brunch; they serve the best local produce you can get your hands on.

**Grab a coffee...** Since quarantine I've been craving Starbucks but Vol1 (@vol.1official) and Toby's Estate (@tobysestatekw) are great local coffeehouses that have dairy free options (I'm deadly allergic) plus a warm and inviting atmosphere.

**Favourite neighbourhood...** My childhood neighbourhood of Yarmook. With Corona, we were given permission to exercise

outdoors for two hours a day and I found walking around, greeting family members and neighbours was a nice break from the usual gym outings.

**Under the radar must-dos...** For first timers to the capital, the local souks like Al Mubarakiya are a fun place to visit and explore; I love the little coffee shops there especially Bait Ahmad.

Local concept store to check out... I love to pass by Kuwaiti concept stores like Denim Room (@denimroom) for daywear, Lab8 for athleisure, Alfares (@alfaresjewellery) for jewellery and J's Bakery (@js\_bakery) to get my chocolate fix; they have the best guilt-

free and healthy options!

**Top three galleries for art junkies...** The city used to have more options but lately the art scene has not been top priority for many. Though Contemporary Art Platform (@capkuwait) still brings in a lot of young and local talented artists.

**Catch a homegrown band/concert...** At Al Shaheed Park, they usually have outdoor concerts. It's also where I go for my morning runs when the weather is beautiful.

**End the day...** With some good food! There is a restaurant I wanted to try BC (before corona) called Tampopo (@ tampopo.ramenshop) and Singapura (@singapurakw). Two local spots run by Kuwaiti Chefs/owners that people have been raving about for quite some time.



**I'll start the day off at...** Nady El Gezira! This community sporting club is one of the few places that opens up early with babies in push chairs and everyday regulars reading their newspapers. A nice fresh juice or a morning ice coffee with a side of crows and cats is always a great way to start the day.

For a spot of breakfast... You'll find the yummiest combination of breakfast mezzas at Andrea (@ andreamariouteya), a beautiful open-air restaurant built on a cliff overlooking the city. One can indulge in communal binging of eggs, foul, bastirma, ta'ameya and their famous oven-baked fresh balady bread.

**Grab a coffee...** At Holm café (@holm\_cafe). It's not only good for a great cup of coffee, but it's also an eclectic hole-in-the-wall café that serves as a hub for creatives from around the block.

**Favourite neighbourhood...** Zamalek, a charming island in the middle of the city where dogs are walked, flower stands take up most corners, art galleries flood tiny alleyways and new restaurants never fail to open and close. It's split into a calm residential area and a (contrasting) commercial side, filled with markets, vintage stores and culture centres.

**Hippest small hotel to stay at...** Villa Belle Époque (@ villabelleepoque) in Maadi, a dainty gem of a boutique hotel tucked beneath the luscious canopies of mango, guava, olive trees and date palms. The rooms are all different, each named after a city or province in Egypt.

Local concept store to check out... Mounaya Gallery (@mounayagallery) is a beautiful upscale store offering the finest jewellery from around the region as well as home accessories and bags. I love popping by Markaz (@marakazegypt), which fuses traditional crafts with contemporary design, reviving skills from different areas of Egypt. I have never entered and exited empty handed!

**Top three galleries for art junkies...** I would definitely start off with Gypsum (@ gypsumgallery) in Maadi, it's my personal

favourite and one of the very few contemporary galleries in Cairo. Then Soma Art (@somaartgallerycairo) and Gallery Misr (@gallerymisr) right after.

**Catch a homegrown band/concert...** An OG nightspot, Cairo Jazz Club (@cairojazzclub) is perfect for all music lovers. There's the Tap (@thetapcairo) as well that hosts local and international talent, in addition to serving the city's most raved about wings! El Sawy Culture Wheel (@alsawyculturewheel) is also a classic. **For a proper taste of street food...** The capital is packed with thousands of food cart experiences but you'll have to go through a few to find a solid place to eat. Zooba (@zooba) is more of a dependable option offering most street food dishes. However, El Brince is an all-time favourite. It's a restaurant that offers seating right on the street, with the food being cooked right there; definitively one of the most authentic experiences to date. The food there is tasty, heavy and not to be forgotten.

**Don't leave Cairo without...** Checking out The Cookery Co (@ thecookeryco); it's my favourite summer restaurant and catering company. A must-try for anyone from out of town!

"IT'S SPLIT INTO A calm RESIDENTIAL AREA AND A CONTRASTING commercial SIDE, FILLED WITH markets, VINTAGE stores AND CULTURE centres "



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I'll start the day off at... My go to coffee spot - Kava espresso and brew bar (@kava roasters). Their coffee is roasted in Jordan and it's delicious! For me it's a flat white in the winter, iced latte in the summer kind of situation.

For a spot of breakfast... Shams El Balad (@shamselbalad) hands down. All their food is locally sourced and their farm-to-table concept makes for the most amazing seasonal dishes. I also love how they give classic brunch dishes a Middle Eastern twist such as their 'green eggs on toast' which is sautéed greens with toast, scrambled eggs and green labaneh - so yummy!

Favourite neighbourhood... I walked a lot during guarantine and I loved how Amman turned into a fully pedestrian city. I would bike to my friend's house in Weibdeh and we would go for lovely walks there in the old town.

Hippest small hotel to stay at... My friends just created this BnB concept called Nu Fifty Two (@nufiftytwo), just off Rainbow Street in the heart of Amman. They basically revamped a beautiful building which was built by their grandparents in the 1950's and created these insane apartments, pairing local craft and design with modern luxury. We hung out there a couple of nights when they opened and

> they offer the most serene balcony views of the old town.

"WE hung OUT THERE A COUPLE OF *nights* WHEN THEY OPENED AND THEY OFFER THE MOST serene BALCONY views OF THE OLD TOWN"

Local concept store to check out... Swefieh Village (@swefiehvillage) is a hub for elevated local brands; when you're there check out In a Heartbeat (@ina.heartbeat) and Edelina Joyce (@edelina.joyce) two of my all-time favourites. There's also Tania George (@ taniageorgedesigns) who has a beautiful store in Weibdeh and Fadi Zumot (@fadifzumot) who you can

hit up in the DMs to order. For something more on the culinary side, you can visit Kama Local (@kama\_local); olive oil, za'atar and ma'amoul are just some of the many things they offer.

Shop for antiques... The Balad, it's antique junkie heaven; just walking around the old market you feel like you've gone back in time! Hunaya is a must-visit as they upcycle old materials into useful and exquisite home accessories and furniture.

Top three galleries for art junkies... Wadi Finan (@ wadifinangallery), Dar Al-Anda (@daralandajo) and Orient Gallery (@orientgallery). They all have an insane selection of modern contemporary and fine art by Middle Eastern artists and host the most inspiring exhibitions and collaborations.

Catch a homegrown band/concert at... It's not necessarily a concert or band spot, but Shams El Balad started hosting their 'Shams Nights' in 2019 and they are exactly what Amman needed! The vibe is basically that of a cool house party showcasing local DJs on rotation.

For a proper taste of street food... Beit Sitti (@beitsitti) - they have the most delicious Middle Eastern menu and their maaloubeh is to die for. They also offer an amazing cook and dine experience where you can learn how to make a traditional Arabic meal and then eat what you've prepared.

**I'll start the day off at...** With a quick stop at Faysal on Bliss for a delicious Manoushe or if I'm in the mood for a super traditional Lebanese breakfast, then I'll head to El Soussi.

Life

**Grab a coffee...** Definitely Kalei (@kaleicoffee.co) for its ambiance, service and outdoor space. They're known for serving the best sustainably sourced high-quality coffee! **Favourite neighbourhood...** There's nothing like an afternoon walk down Mar Mikhael and Gemmayze's Sursock Street.

**Under the radar must-dos...** Spend a day in Faraya and watch the sunset; visit Oscar Niemeyer's work for Lebanon's International Fair Grounds in Tripoli; and finally, have lunch at Al Jammal in Batroun with your feet soaking in the water.

**Hippest small hotel to stay at...** Albergo Hotel (@ hotelalbergo) is so charming and is a five minutes' walk from trendy Mono Street in Beirut's Achrafieh district.

Local concept store to check out... Pop up Concept store is definitely worth a stop. I also love shopping for local brands; Andrea Wazen (@andreawazen), Sandra Mansour (@sandramansour), Jessica Khoueiri (@ jessicakofficial), Rabih Kayrouz (@maisonrabihkayrouz), and Karma Salman (@karmasalman) are just some of my ultimate favourites.

**Shop for antiques...** Either at Basta or Bourj Hammoud, Beirut's very own Little Armenia; the streets and alleyways there are lined with quaint little stores that sell just about everything and anything!

**Top three galleries for art junkies...** Sfeir-Semler Gallery (@sfeirsemlergallery) for conceptual and minimal art from the Middle East; Aïshti Foundation (@aïshti foundation)

is a must with it 40,000-squarefoot exhibition space; and last, but most definitely not least, the Beirut Art Centre (@ beirutartcenter)

**Catch a homegrown band/ concert...** At Hamra institution, Mezyan (@ourmezyan) – a hip pub with great food and live music. There's also Salon Beyrouth (@salonbeyrouth) where they host everything from nothing LIKE an AFTERNOON walk DOWN MAR MIKHAEL and GEMMAYZE'S Sursock STREET"

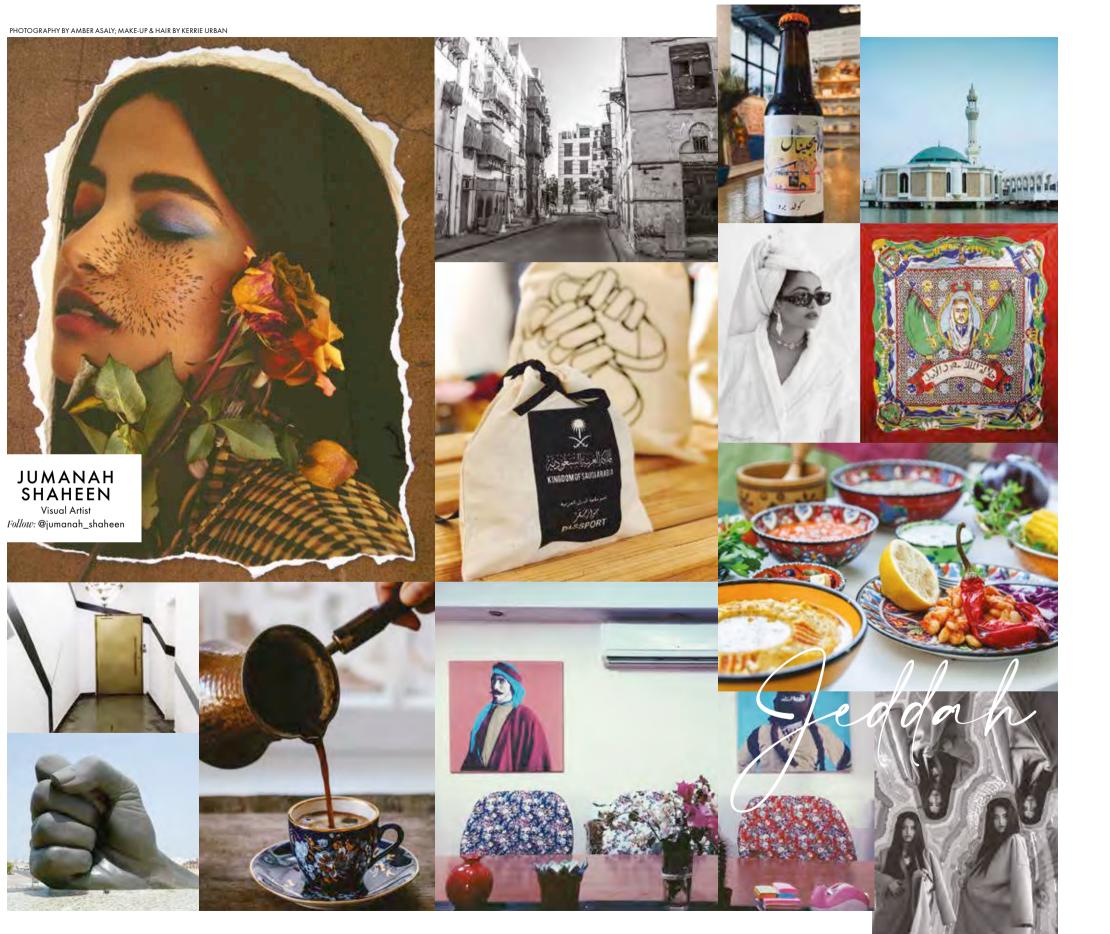
"THERE'S

disco nights to live jazz and tango evenings.

For a proper taste of street food... Souk el Tayeb (@ soukeltayeb) or its farmer's kitchen Tawlet (@tawlet), both hidden gems that serve simple, seasonal food. On Sundays though, you'll find me at Liza (@lizabeirut) for their dish of the day and my local favourite, Mulukhiyah. For intimate dinners... I'd go to Burgundy (@ burgundybeirut), where everyone is vying for a spot at the bar with its retractable roof. I'd suggest cocktails beforehand at Electric Bing Sutt (@electricbingsutt), which was the only Middle East bar to make it on The World's 50 Best Bars list for 2019!







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**I'll start the day off at...** Local favourite F6or Faris (f6orfaris. com) where you can find any breakfast item you can think of from foul to French toast. Another spot is Refaat Market; we order this to go and eat it at the beach or our house with tea.

**Grab a coffee...** Coffee is such an essential part of our culture and I have two favourite spots that I go to, the first being Dining & Co (@diningandco). I'll go here if I want to have coffee with a snack. Then there's Caffeine Lab (@caffeinelab), where they're beyond passionate about coffee.

**Favourite neighbourhood...** I know this is such the norm for people but Jeddah Corniche has always been the spot my dad and I would take long walks in. We would drive there early in the morning around 4/5am and walk down the entire strip until Al Rahma Mosque. We would pray there for a bit; the mix between the view, the smell of the salt water and the vibration of the waves crashing truly makes it feel like an existential experience. We would then find a spot to sit by the beach and have some tea.

**Under the radar must-dos...** Definitely Humming tree (@ hummingtreecommunity), where all creatives and non-creatives come together under one roof to collaborate and inspire one another. Another hidden gem is Lounge By

"We WOULD drive THERE EARLY IN the MORNING AROUND 4/5am AND WALK DOWN the entire STRIP UNTIL AL RAHMA MOSQUE" Aurum (@loungebyaurum). They have some of the best small plates to share and often hold various events.

**Hippest small hotel to stay at...** Is Shada Suites Hotel, where each one of their hotel beautiful suites features a local designer's work, showcasing a mix of art styles from different cities in the Kingdom.

Where to find local brands... Homegrown Market (@homegrown\_ market); their jewellery selects are some of my favourite especially the ones from Haneen Saber Jewellery.

**Shop for antiques...** Al Sesam and Al Balad have absolute gold. You can find vintage pieces from furniture to clothing, even the jewellery there can be one of a kind treasures you won't find anywhere else.

Top three galleries for art junkies... One of the best spaces in Jeddah is Athr Gallery (@athrart) where you'll find work by the talented Muhannad Shono and Dr Ahmed Matter amongst others. Jeddah to me has always been an art city; walking around Al balad you are engulfed in history, culture and tradition. One also can't forget the roundabouts throughout Jeddah! My personal favourite is The Fist which was designed by Cesar Baldaccini which symbolizes strength. It's always been a strong reminder for me to keep following my own path.

**For a proper taste of street food...** One of the best shawarmas and fresh juices in town is at Al Salam Restaurant and Juices and Refaat Market. Twina (@twina) for fresh fish, is a must visit if you're in Jeddah. You get your own private space and the waiters will cook the fish they caught that day for you.

**For intimate dinners...** My go-tos are: Noodles at Rosewood Hotel, Lusin (@\_lusin\_), Toki (@tokiksa), Al-Gabbiano restaurant (@ilgabbianoksa) - you can never go wrong with any!



a kid and later studied Interior Architecture in Lebanon at the Academie Libanaise des Beaux Arts where I graduated top of my class with several awards. Coming to the UAE after that was quite a shift from my usual surroundings, in terms of culture, taste and ethnicities.

**On career choices...** Being a curious and energetic person, I always knew that I didn't want to do a nine to five job that required being behind a computer all day. I'm more of a practical person who has always loved multitasking, putting milestones for myself to achieve and have constantly been intrigued by puzzles, which in fact is what interior architecture is all about - solving problems and putting the pieces together for a functional end result.

On childhood ambitions... Without even knowing that I wanted to end up doing this as a career, I remember always involving myself in some sort of DIY project; I was the one pushing and nagging my family to endlessly refurbish our house.

On packing up & moving... What brought me here was a colleague at university that shared the same passion for interior architecture; he always used to help push me further into my affection for design and wanted me to join his family design firm - Idea Art. This is when it all started for me. Him believing in me at such an early stage is what boosted my confidence and made me bolder in design.

On making the UAE home... Fast forward a few years, our love for design

## **SHAPING** THE FUTURE MEET Darine Jubail, THE bright YOUNG INTERIOR architect EVERY LOVER OF design SHOULD KNOW

evolved into marriage in the end and now I can happily say that I am part of the Idea Art family.

On her design motto.... I love challenges; the harder it is, the better the result will be. Our aim at Idea Art is to always impact our clients' lives and experiences by reflecting their visions, ideas and interests in the most beautiful and functional way possible. The form should always follow the function, and vice-versa.

On making a project perfect... Details, details, details... and finishes. While each and every step of a project is prioritised, I personally like to focus more on the details such as how different materials can blend together in one space to represent the different characters in a family. This is a point that not everyone absorbs at the beginning, but what's a light without its shade?

On parting words of wisdom... Remember, never give up and always think of the end result because once you see the final product, there's no happiness in the world that can replace that feeling.





Idea Art 101 EVERYTHING YOU NEED TO KNOW ABOUT THE **DESIGN FIRM** Founded in 1994 by Mr. Salah

Jizi, Idea Art is a 25-year-old interior design consultancy firm that focuses on residential and hospitality in the MENA and Western Africa region by implementing out-of-thebox thinking and creating designs that are exceptional without exception. In terms of residential, the design firm has completed over 200 projects, ranging from small villas all the way to superb palaces for various royal families. In the hospitality field, Idea Art has worked on more than 47 projects with global operators such as Intercontinental, Rotana, Portofino (Heart of Europe), Times, Roda, Lord and more.

Handmade Backgammon, Dhs275, Grand Turkish Bazaar Lito Eye Candle, Dhs679. L'Objet





# ROCK the KASBAH

FROM *dramatic etchings* TO GOLD, FLASHY DETAILS AND BOUTS OF *dune-inspired* COLOURS, WANDERLUST INTERIORS ARE MADE FOR THE modern nomad OF TODAY



The People of Sand

EDITED

Moroccan Leather Pouf, Dhs399,

Ancient Cabinet. Dhs18.958. Talata







Evil Eye Cocktan Picks. Dhs302. Ioanna Buchanan







Paisley Tapestry Cushion, Dhs2,060, By Walid @ Matchesfashion.com





Canee Ramadan Chair, POA, Yasmina Makram



Arabic Coffee Cup, Dhs50. Silsal





Scent diffuser, Dhs79 Zocco Home



# EVERYONE CAN COOK VEGAN

WE CAN ALL BE foodies, vegan and savvy. THIS IS WHAT FRENCH PHOTOGRAPHER, AUTHOR AND CULINARY BLOGGER, MARIE LAFORET, PROVES IN HER LATEST BOOK, "Cooking Vegan on a Budget" (Solar Editions). HERE SHE PROVES IT IS POSSIBLE TO COOK AMAZING HEALTHY, BALANCED meals for as little as 50 Dirbams per serving. EASY PEASY LEMON SQUEEZY!

> PHOTOGRAPHY *and* RECIPES *by* MARIE LAFORĒT EDITED *by* VIRGINIE DOLATA & GEORGINA JOHNSTON-WATT

## BREAKFAST TRIFLE

You might think that the appeal to this recipe is above all else visual, but you would be sorely mistaken! The alternating layers of muesli, fruit compote and tangy yoghurt create a delicious balance. Prepared in just two minutes (set the clock!), this breakfast is as chic and sophisticated as it is healthy.



### **INGREDIENTS** (Serves 4)

• 4 pots of yoghurt • 4 pots of fruit compote (without added sugar) • Ground cinnamon (optional) • Diced seasonal fruit • Muesli: 100g of porridge oats - 1 handful of dried raisins - 2 tbsp sunflower seeds - 15g roughly chopped almonds

1. Mix the muesli ingredients together in a large bowl and place into a jar where it can be stored.

2. Optional: add a pinch of ground cinnamon to the fruit compote for a touch of sophistication.

3. In a glass (or small bowl), form a layer of muesli (around 1cm). Then place a layer of fruit compote, and then a layer of yoghurt. Repeat until you fill the glass.

4. Finish off by adding seasonal fruit on top – opt for local, it's cheaper and richer in vitamins.

## NOODLE SOUP WITH CRISPY TOFU

Life

An entire meal in a bowl of soup! Only a few ingredients are needed to make this delicious broth, which is made even better with the addition of some wheat noodles and crispy tofu.

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### **INGREDIENTS** (Serves 4)

• Broth: 3 carrots - 1 leek - 1 litre of vegetable stock - 4 tbsp soy sauce - 1 knob of ginger - 2 tbsp finely chopped lemongrass (fresh or frozen) • Crispy Tofu: 250g tofu (plain or flavoured) - 4 tbsp flour - 4 tbsp water - Breadcrumbs - Oil (colza, sunflower...) - Salt • Soup: 200g dry noodles (can be replaced with capellini, spaghetti etc.) -1 lemon - Soy sauce

1. Peel the carrots and trim the top and bottom of the leek. Finely chop them into strips. Place them in a large pot with the broth and soy sauce on a medium heat. Add the lemongrass, then the finely chopped and peeled ginger. Leave it to simmer on a low to medium heat.

2. Cut the tofu into bite sized cubes. In a bowl, mix the flour and water together until it forms a sticky texture (adding more water if needed). In a separate bowl, place the breadcrumbs and lightly season with salt. Individually coat the pieces of tofu into the flourwater mixture and then coat them with the breadcrumbs. In a small frying pan, heat a touch of oil on a high heat. Place the tofu pieces into the pan and wait until they are golden (make sure they are crispy!) and remove from the heat. Place your golden nuggets to one side. 3. Cook the noodles in a pot of boiling water as per their instructions on the packaging and then drain the water. Add the noodles to the broth followed by the juice of a lemon. Serve the soup and sprinkle on a few pieces of tofu; bring out the soy sauce but leave on the side so that each person can add accordingly.

## CITRUS CREAM OF CARROT CURRY

Oh, how we love carrots, and yet find so few moments to actually cook with them! Far from being a quick and easy side dish, carrots offer a wide range of exquisite, unexpected recipes like this cream of carrot, at once tangy and hearty.

you can also make a cream of onion squash or a cream of sweet potato. Think of using the seeds and herbs you have in your kitchen cupboard or refrigerator to brighten up your bowl."

"Using the same method,

• 600g carrots • 1-2 tbsp lemon juice • 1 pot of soy yoghurt • tsp curry powder • tsp salt • 5 tbsp oil (colza, sunflower...) • Fresh coriander 1. Peel the carrots and then cut them into 2cm chunks. Boil them in a pan until they're soft. Drain the water and place them into a bowl with a handheld blender. 2. Add a tablespoon of lemon juice, yoghurt, curry powder, salt and two tablespoons of oil. Blend until it has a smooth consistency. 3. Add additional salt or lemon juice if desired. Add the rest of the oil and mix it together until it forms a smooth texture. Leave it to sit in the fridge for an hour or two before enjoying! 4. Serve it with finely chopped fresh coriander.

### **INGREDIENTS** (For 1 Big Bowl, Serves 4-6)

## BULGUR WHEAT SALAD WITH GRILLED VEG AND FRESH MINT

To maintain a healthy diet, a good tip is to mix and match cereal grains with vegetables. Or, why not try a salad? They are full of nutrition and can be centre-stage to any meal being both rich in vitamins, fibres and minerals. Here, we will be mixing green vegetables and adding a dusting of fresh, fragrant mint.



"You can also swap the broccoli and peas for other vegetables such as green beans and courgettes. You can also reimagine the dish with tomatoes, red peppers and watermelon for the summer months, which each go splendidly with fresh mint."

### **INGREDIENTS** (Serves 4)

• 250g of bulgur wheat • 1 small head of broccoli • 150g of frozen peas • 2 tbsp finely chopped mint • 1 tbsp lemon juice • 1 tbsp olive oil • tsp salt (or more if needed)

1. Cook the bulgur wheat in a pot until it reaches al dente. Next, run it under cold water so it doesn't continue to cook.

2. Boil the broccoli and peas for two minutes. You can also cook the broccoli with a teaspoon of olive oil for a richer taste.

3. In a mixing bowl, mix the bulgur wheat and vegetables together. Add mint, lemon juice, olive oil and salt. Mix and season to taste. Refrigerate and eat within three days.

## SMASHED POTATOES WITH A PEA PURĒE AND YOGHURT DIP

For someone who is old-school in the kitchen, the idea of smashed potatoes might seem a bit strange... but this crispy yet melt-in-the-mouth North American inspired delight will seduce any foodie with its simple, yet effective flavours.

### **INGREDIENTS** (Serves 3-4)

• Smashed potatoes: 12 potatoes of varying sizes (between small and medium) -Oil (colza, sunflower...) - Ground paprika (smoked or plain) (optional) - Salt - Pepper • Pea purée: 200g peas - 1 tbsp finely chopped fresh coriander - 2 tbsp soya cream - 1 garlic clove - Salt - 1 bowl of yoghurt dip\*

1. Scrub the potatoes and cook them in a saucepan, making sure they still retain some of their firmness. Peel them and place them onto a tray covered in greaseproof paper. Lightly bash them using a potato masher or simply a glass. Then, coat them in colza oil. Season and scatter a pinch of paprika onto each potato (optional). Roast them in the oven at 170°C (340°F) until the potatoes are slightly crisp and with a golden-brown colour (around 10-15 minutes).

2. Using a hand blender, mix all of the pea purée ingredients together and blend. 3. Plate up the potatoes (a spatula may be helpful!), slathering on a tablespoon of the mushy pea mix and a teaspoon of the yoghurt dip. Serve immediately.



### \*SOY YOGHURT DIP (MAKES APPROXIMATELY 8 YOGHURTS)

• 1 tub of store-bought soy yoghurt • 1 litre of soy milk • 1 yoghurt maker 1. In a carafe or large measuring jug, pour in the tub of yoghurt. Add a splash of milk and lightly whisk together. Gradually add the rest of the milk in, a

couple of tablespoons at a time, mixing it together with a spatula until the mixture is smooth (but not thick like a mousse). 2. Distribute the mixture evenly into eight glass yoghurt pots and place them in a yoghurt maker for around 8-10



Why not replace the pea purée with hummus, chilli, a cheese dip. smoked tofu or fried mushrooms... the list goes on!"

hours. This recipe is best done in the evening so that the yoghurt maker can work its magic overnight

3. Once the yoghurts are ready, place a lid on each of the pots and put them in the fridge. Consume within a week.

## PRINT AND DIGITAL PLATFORMS

## DISCOVER ELLE ARABIA ON OUR





20 MARCH - 19 APRIL

You're ready to launch yourself into something new - but the people closest to you are not at all convinced. Much explanation and negotiation will be needed to win them round to your point of view, and you may wonder whether you should just go ahead and do it anyway; but no, it's better this way. Their support will strengthen you, and their concern will prevent you from trying to do too much too soon.



20 APRIL - 20 MAY

Flexibility is the key now. You may not be able Treat the next four weeks as a game. to get exactly what you want, but you can Opportunities that seem to offer a firm road to probably get something quite close to it, and a better future may not do so, and those which you should go with that. Tell yourself that what seem to be wrong for you may turn out to be you now have is a genuine alternative, perhaps even an upgrade; definitely not just a substitute. If recent months have left your life leaner and

exactly what you need. Nothing is reliable but you can still have fun with it provided that you don't make any deep commitments. Be particularly careful around mid-July, when the illusion factor is especially high. Let others go first!

Gemini

21 MAY - 20 JUNE



the year may still look closed now, but actually it isn't. It might take quite the push to open it, but it's not locked, which means it's still possible to squeeze through. Strangely, you have the initiative and the authority in all this, although it feels just the opposite - so if you decide to go for it, you're sure to succeed, and if you decide not, nothing happens.



emptier, the next few weeks should restore it, to

a great extent - and that will feel good.

Leo 22 JULY - 22 AUGUST

Have you found what you were looking for? Not yet, but you're close. Will it be as good as you remembered it to be? Perhaps not. But there is definitely something in your past that you need to find, and perhaps to reassure yourself about; and even if the answer isn't quite what you'd hoped, at least you will know it for sure, and then you can stop worrying about it. That alone is worth all vour time and trouble



23 AUGUST - 22 SEPTEMBER

A relationship problem from earlier in the year seems to have returned - but it's definitely easier to deal with this time around. Firstly, because you have dealt with it before, and seen that the relationship can still have a future once you get beyond it; and secondly because this is really just a temporary slip back into old ways, with the inevitable consequences. What you did before, you can do again - but more firmly.



Libra

In times of crisis, you do what you must - but

when life is less restricted, you can do as you

wish. You now find yourself with far more

options than you thought; but how many of them

represent what you genuinely want, and how

many are you saying yes to simply from habit?

Values change over time, and certainly in a

year like this one: take time to re-think. Be bold,

be radical, but above all, be true to yourself.

Scorpio

23 SEPTEMBER - 22 OCTOBER 23 OCTOBER - 21 NOVEMBER

> When you take decisions, you stay with them. If they don't work out the way you hoped, then you don't back down, but wrestle with them until you get the result you want. So when this month offers you a chance to undo certain choices you made earlier in the year, at no cost to yourself, your first thought is that it must be some sort of joke. No, it's real - and it may be one of the best offers you get all year.



Capricorn 21 DECEMBER - 19 JANUARY



20 JANUARY - 18 FEBRUARY

Imagine that you had to move out of somewhere in a hurry. You'd take a few bags of clothes, a few books maybe; and that would be all. Now imagine that you had a chance, some weeks later, to go back and get all the rest of your stuff. Your situation may be similar to that in the coming weeks. Don't think that you are moving back in; you're not. You're there to pack up and finish moving out, so use the time well.

For the past few months, Saturn in your own sign has been forcing you to think about your long-term future. Now, as he leaves Aquarius for five months, you can put all of that on a shelf somewhere to deal with later, and return to the present moment. You have other things to do, no doubt, but push them to one side too; make space instead for the new ideas and fresh inspiration that late July will bring.





Sagittarius

22 NOVEMBER - 20 DECEMBER

If your life seems to be in pieces right now, don't worry - that's a good thing. Your life is not like a jigsaw, where the pieces only go back together one way; it's more like a set of bricks, where you can make something different each time. By the end of this month new structures will already be starting to take shape; if you want to create your own design, do so now, while the bricks are still randomly scattered.





19 FEBRUARY - 19 MARCH

Mars leaves your sign at the end of June, which means that you are no longer having to push, or be pushed, in order to make progress; you can let yourself be taken along by your own momentum. Not quite drifting, just enjoying the ride. You may find that the flow of events carries you back, for a while, into an earlier relationship. It feels good to spend time together again; but that's probably as far as it goes.

## Last word



LX2 FOUNDERS, LINA KOBEISSI AND LETITIA GASSER, ON HOW TO LOOK AT THE GLASS HALF FULL



he last few months have been beyond testing for us both professionally and personally. Our motto though, has been to take it day by day, step by step and one task at a time while trying not to be too hard on ourselves and overthink the things we can't control. Staying positive is what makes us move forward. It definitely doesn't mean you have to be happy all the time, it just means that even on hard days you know that there are better ones coming. No one has it figured it out a 100 per cent; yes, we aren't on the same boat but everyone is struggling in their own way so don't be too hard on yourself and always ask for help - remember, together we're so much stronger. Everyone's accomplished much more than they think, so look forward, push through, keep manifesting and working on your dreams. We truly believe that whatever you project in the universe, it comes back to you in one form or another.



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