

ISSUE 113 SEPTEMBER 2020

ARABIA

THE SAUDI  
WOMEN  
BLAZING A  
BRIGHT TRAIL

*Aseel*  
**OMRAN**

THE SUPERSTAR  
ON THE  
IMPORTANCE  
OF FAMILY,  
FRIENDS,  
AND FINDING  
HER GROOVE

UAE DHS 15



THE  
NEW  
SEASON  
GUIDE  
*110+*

PAGES OF THE HOTTEST TRENDS IN  
FASHION, BEAUTY AND JEWELRY



*Make Up*

PASSIONEYES  
NEW INTENSE VOLUME MASCARA

**DOLCE & GABBANA**

#BEAQUEEN



*Make Up*

DOLCISSIMO  
MATTE LIQUID LIPCOLOUR

**DOLCE & GABBANA**

#BEAQUEEN





COCO MADEMOISELLE



THE NEW EAU PRIVÉE, FOR THE NIGHT

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cavalli  
CLASS



# ELLE

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*In Culture* **SAMAR ALLARAKIA**

Samar is a Saudi Mixed Media Artist who likes to ‘spread positive energy, love, kindness, and peace among humans’ because she believes in equality for all. Raised between London and the Middle East, her artistic career was launched in Houston and eventually went global. Exclusively for ELLE Arabia, Samar has designed an artwork representing empowered women. **WHAT INSPIRES YOUR ART THESE DAYS?** Modern art like Picasso and Matisse always inspires me, as well as different cultures, and my personal experiences. **TIPS FOR CAPTURING A MOOD?** Put on your favourite playlist, a perfect cup of coffee or tea, set up everything you need in front of you and paint! Take your time and never rush when you're doing what you love.



*In Fashion* **MALAK KABBANI**

Malak is an Egyptian/German photographer living in London, @mgkab. Her work encompasses portrait, fashion and documentary. Drawing influence from her environments, she believes that especially within photography there must be an allowance for the natural to occur, rather than to be over planned. Away from the camera, she assists photographer David Bailey and has been doing so for the past four years. Malak shot the season's trends in London for this issue. **A COOL TRICK FOR AMAZING PORTRAITS** is easy! Speak to whoever you're shooting before taking their picture. **WHEN I'M NOT BEHIND THE CAMERA YOU CAN FIND ME...** Painting.



*In Life* **JURE URSIC**

Jure's career started in hospitality, but his passion for photography took over until he eventually launched his own company in Dubai, www.jureursicphotography.com. In this month's issue, the food, lifestyle and commercial photographer shoots Nadine Kanso's eclectic home. **EXPRESSING TROUBLING TIMES THROUGH PHOTOGRAPHY?** I prefer to express my photography positively to inspire others. We need to recognise the challenges, face them and do the best we can. **WHAT DOES ART BRING US?** Art can positively affect our mood and bring joy. That's why it is so valuable during difficult times, and as a photographer, it keeps me focused on what really matters in life.



*In Beauty* **ADAM D. MAYER**

After graduating from Columbia College Chicago with a degree in fashion photography, Adam Mayer currently focuses on fashion & beauty editorials, campaigns, and test shoots for modeling portfolios www.adamd-mayer.com. Highlighting this season's colour trend in make-up, he photographed our Bold Beauty shoot. **WHAT SPARKED YOUR LOVE OF PHOTOGRAPHY?** It began as a child on family trips, documenting times with loved ones. I later realised I could combine my background in theatre with the photography skills I had begun to pick up, by working with creative teams and bringing fashion and beauty stories to life. **WHEN YOU'RE NOT SHOOTING WE CAN FIND YOU...** outdoors! I'm my happiest out in nature.



*In Last Word* **INGIE CHALHOUB**

As the Founder and President of Etoile Group, Ingie has been at the forefront of fashion in the region for over three decades. From her first Chanel boutique in Kuwait she has built a veritable empire, and so it was only natural that we ask her about the challenges facing the industry in Last Word. **HOW HAS THE CURRENT CLIMATE AFFECTED THE BUSINESS OF FASHION?** One of the ways is how we approach brands; we've become more demanding of the brands we represent, we now look to see what the brand represents, what they stand for. **WHAT ARE YOU LOOKING FORWARD TO THIS SEASON?** Peace of mind and serenity!

*EDITOR'S LETTER*



Left: Our Cover Star Aseel Omran in Bulgari High Jewelry; Dress, Saint Laurent; Above: Shirt, The Attico @ Browns Fashion; Suit & shawl, Dries van Noten; Shoes, Manolo Blahnik; Earrings, Saad Collection

WHAT'S NEW?

A new season. Three words that are heavy with meaning these days. A new season for fashion, that's a given, and we bring you plenty of new season trends for fashion, accessories, and beauty. An exclusive interview with Net-A-Porter's Global Buying Director helps navigate the trends and focus on timeless pieces, while we take a peek into the closets of some of our favorite regional style stars for inspiration.

A new season to grow, that's essential, and we highlight the many women overcoming challenges – economic, societal, political – to forge ahead with their dreams and ambitions. Saudi Arabia celebrates their National Day this month, and we celebrate along with them the many positive steps made with regards to women's rights and freedoms. Check out our features on the trailblazers in Science, Media,

and the Arts paving the way for a new generation. Among them is our Cover Star Aseel Omran showcasing Bulgari's High Jewelry Collections, and smiling her way into our hearts. A new season for change, that's what these times warrant. In Beautiful Breakthrough we shine a light on the changing face of beauty and the importance of inclusivity. Ingie Chalhoub, who has built a fashion empire, imparts her wisdom on lessons learned during challenging times in Last Word, and in a recurring feature we speak to the founders behind an iconic Lebanese brand on their path forward after the Beirut blast. Whatever the three words mean to you, remember that you are not alone; we are all in this together. Onward and upward!



*Dina Spahi*  
dina.spahi@ellearabia.com





# LESS *noise* MORE *substance*

Every calamity has a silver lining, the saying goes. I have tried throughout my life to be positive. Throughout the downs I had, and they were many, I always tried to pick myself up and make the best of it. In the last few years until the beginning of this year, I felt I had reached an equilibrium point in my life. Settled in my marriage with two beautiful daughters, I established myself as a scholar on Middle East affairs and was financially comfortable. I work from home, so basically, I cater to my own comfort. Everything seemed well aligned and going steadily in a defined path. Then things changed. The landscape of the world changed and so did my life and my outlook.

Covid-19 came and with it came the insecurity. Things we took for granted seemed elusive. With the economic meltdown brought on by Covid-19 nothing seemed sure anymore: my husband's job, our standards of living, our way of life. However, facing the insecurity allowed time for introspection. Do we really need everything we have? Or do we hold on to material items because we think our happiness lies in them.

The lockdown caused frustration due to the limitations it imposed. I was not able to travel. I felt landlocked, it was initially suffocating. I was used to travelling once a month for a conference or meetings. With Covid-19, no more. Though the monthly trips were essential for work they allowed me to escape domesticity as well, to renew my psyche and to come back fresh to resume my daily routine. Travelling no more, I met people over zoom. All events and conferences were

replaced by webinars. Soon enough, I discovered a new flexibility; it is easier to bring people together, easier to meet people even, when you factor out logistics. The frustration was soon overshadowed by creativity. The fact that the world is going online allowed me to set up events that would not have been possible otherwise.

The lockdown allowed us to bond as a family. Though at times I felt the need to socially distance myself from my partner, overall the lockdown allowed us to nurture quality time. With a slower pace we were able to focus on what we truly enjoyed. My husband who gave up very early in his life on his career as a musician to pursue a sure and lucrative career in finance found the time to compose a song for my daughter. My daughters developed and excelled their culinary skills. At the age of 11 and 13 they were able to come up with dishes worthy of fine-dining restaurants.

Now as we exit the lockdown, as we are able to mix and see friends, as we are starting to go beyond our homestead, I find my outlook has changed. I was expecting to embrace "normalcy" with much enthusiasm, but that didn't happen. My mental landscape has been altered. I realise now that I don't need to be "sociable" to be happy. Though I cherish my friendships more than ever, I feel less pressure to conform to social norms. Hopefully, Covid-19 will leave us soon, but it has left an indelible mark. It allowed me to isolate the noise in my life and to focus more on the substance.

**Dania Kileilat Khatib** is a specialist in US-Arab relations with a focus on lobbying. She holds a PhD in politics from the University of Exeter. She founded Research Centre for Cooperation and Peace building (RCCP) a Lebanon based NGO and think tank. She is an affiliated scholar with the Issam Fares Institute for Public Policy and International Affairs at the American University of Beirut. She published three books: **The Arab lobby: Factors for success and factors for failure** - Routledge UK 2015 - Centre for Arab Unity for Studies Lebanon 2015. **The Arab Gulf States and the West Perception and Realities - Opportunities and Perils** - 2018, published by Routledge/First Editor. **The Syrian Crisis: effect on regional and international relation** - 2020

E L L E



BANISH THOSE *back-to-work blues* AND INJECT SOME SEASONAL JOIE DE VIVRE WITH A PRETTY YET POWERFUL FLORAL *Dolce & Gabbana* SUIT - *a look that is anything BUT BUSINESS AS USUAL.*

DOUCE & GABBANA



# FASHION MEMO

COMPILED by DINA KABBANI

RETRO LOAFERS, BLAZERS OF GLORY AND A WHOLE LOT OF LEATHER... *Here's How To BUILD A MINDFUL Wardrobe*

## GET ACQUAINTED

Meet Lady Dior's down-to-earth and dependable new sibling, The Bobby Bag. Named after Christian Dior's beloved pet dog, this new classic (which comes in three sizes and four colours) features a hobo style silhouette, military-inspired buckle and detachable straps for easy customisation – what's not to love!?



© EMMA LE DOYEN

From top: Loewe, Marni, Tod's, Ganni, Gucci, Chloé

## MOST WANTED: PENNY LOAFERS

Sandals for summer, boots for winter and a chic slip-on for fall; yes, the borrowed-from-the-boys staple is an eternal classic and the only way to step into the new season. Pair with a few chic socks and embody the true definition of a timeless trend.



## HIGH FLYER

There's no shortage of ways to get oneself inspired to move and thanks to the new Kenzo Sport, you'll have one more reason to get up and go; think cool, unisex aesthetics meet high functionality for a line that is bursting with positive energy and contagious movement.



## JEWELLERY CRUSH OF THE MONTH:

Celine's latest bourgeoisie masterpiece? A limited-edition necklace collection inspired by one of France's most celebrated 20th century artists, César Baldaccini. Note to fans: there are only 100 of these sculptural talismans, so add to cart now!



CELINE



## REIMAGINED CLASSICS

From oversized silhouettes with a twist to casually paired with sneakers, here's how to give the achingly classic suit an insouciant spin...

## VEST IN SHOW

The tropical-print Dad shirt reigned supreme all summer and now its trans-seasonal counterpart – the vest – is dominating for the cooler days ahead. Think 'dad during Christmas' and wear over a button-down shirt or over a tartan mini for an edgier take on the father favourite.



GANNI



Andersson Bell

## TREASURE TROVE

Dana Jaber and Rasha Abdelhadi spill the beans on Kinzzi, their new e-commerce platform of hidden gems



Kinzzi is... A design-centric online lifestyle marketplace offering a varied selection of fashion, art and home decor goods from boutiques, emerging brands, independent artists and designers from this region and beyond. **Shop...** Over 40 brands and counting such as Baya Ceramics who do gorgeous handmade ceramics, City Girl who paints on hats and bags, Home & Soul a local home accessories and furniture store, plus many more! **Dana's home favourites...** A decorative Barrel from Talata Design; Palestinian cities pack by Concepts by Masaha; Bol Fleuri from D Bloom Ceramics; and the Pink Floyd Poster by Zaina Al Said. **Rasha's must-haves for Autumn...** The Rara Harem pants by Reema Ameer; Gaia Moncada's paisley silk kimono; and Nina Hand's painted coat by Zaina Hizam. *Shop all the above and more at Kinzzi.com*



# RE-CREATE



UNITED FOR LEBANESE CREATIVES

*An initiative to  
REBUILD BEIRUT'S  
creative spaces*

DONATE ON  
<https://slowfactory.foundation/superfund>

Slow Factory  
Foundation

starch  
C<sub>6</sub>H<sub>10</sub>O<sub>5</sub>

SARADAR  
FOUNDATION

TRENT REPORT/2020



THIS AUTUMN WINTER IS ALL ABOUT *optimism*. LOOKING INTO THE ABYSS AND *looking* TO A NEW FUTURE



THE TRENDS

## SHINY *happy* PEOPLE

BOUGIE BACOFOL IS MUCH MORE BEAUTIFUL THAN IT SOUNDS. YOU ONLY HAVE TO LOOK AT BALENCIAGA AND VERSACE TO SEE THAT. TOP-TO-TOE SILVER SEQUINS - THE WAY TO LOOK POLISHED WITHOUT LOOKING TOO PRIM.

THE PIECE  
BE BOLD WITH A LONG  
VERTICAL STRIPED  
DRESS.

THE TIP:  
MIX BLACK AND  
WHITE PIECES FOR DIY  
MONOCHROME.

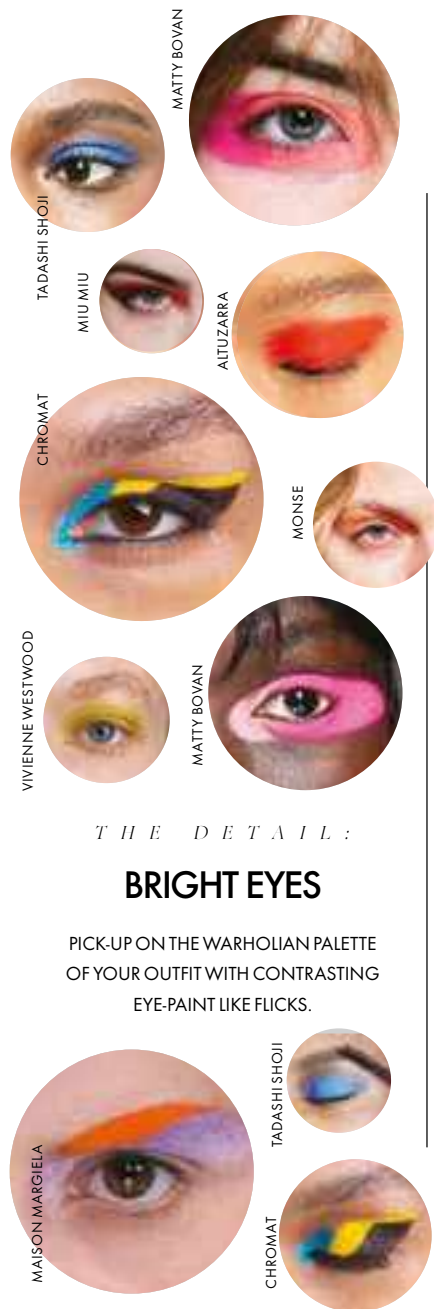
ON THE STREET:

## BARCODE *dress* CODE

DAZZLE CAMOUFLAGE HAS SWEEPED THE STREET, WITH GRAPHIC BLACK AND WHITE STRIPES, PEPPERED WITH CLASHING CHECKS AND ANIMAL PRINT. DON'T BE MUTED WHEN IT COMES TO MONOCHROME.

THE STYLE  
MODERNISE WITH  
CLASHING PLAID AND  
ZEBRA PRINTS.





THE DETAIL :

**BRIGHT EYES**

PICK-UP ON THE WARHOLIAN PALETTE OF YOUR OUTFIT WITH CONTRASTING EYE-PAINT LIKE FLICKS.

THE TREND :

## POP *and* BLOCK COLOUR

TAKE YOUR CUES FROM THE POP ART SET, AND MIX DAVID HOCKNEY AND ANDY WARHOL-STYLE SHADES IN A CLASH OF HEAD-TO-TOE BRIGHT COLOUR, AS PER ALBERTA FERRETTI AND FENDI.



THE LOOK :

**FRUIT PASTELS**

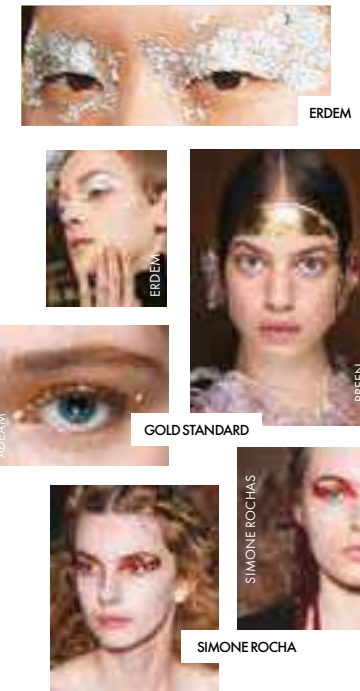
THE STREETS LOOKED SWEET, THANKS TO EDITORS AND INFLUENCERS' STARBURST SUITING, WEARING HEAD-TO-TOE CANDY COLOURED TAILORING.



THE DETAIL :

**PRECIOUS-METAL POLISH**

MAKE A STATEMENT WHEN THE LIGHT HITS WITH METALLIC FOIL MAKE-UP - THE SEASON'S NEW-GEN HIGHLIGHTER.



THE KEY PIECE :

**EXTRAVAGANT *over* COATS**

A MAJOR RUNWAY TAKEAWAY THIS SEASON? NOW IS THE TIME TO INVEST IN OPULENT OUTERWEAR, WITH A PAINTERLY UPDATE ON THE CLASSIC CAMEL COAT - A WAY TO INJECT COLOUR AND BE A WALKING MASTERPIECE.



THE LOOK :

**HEAD ON HORTICULTURE**

FOLIAGE IS AT THE FOREFRONT - WELL, THE FOREHEAD - WHEN IT COMES TO ACCESSORIES. SWAP YOUR CASHMERE BEANIE FOR A BOUNTIFUL BOUQUET THAT ADDS A TOUCH OF ROMANCE AND COLOUR TO WINTER'S DECADENT DARK LOOKS.







## THE TRENDS

THE GLAMOUR *of* GRUNGE

SMELLS LIKE 'PREENED' SPIRIT, WITH GRUNGEY STYLE  
CLEANED-UP AND GIVEN A GROWN-UP SPIN. DUSKY  
DUSTER COATS ADDED DARK GLAMOUR TO  
VINTAGE-INSPIRED SEPARATES THAT WOULDN'T LOOK OUT  
OF PLACE ON COURTNEY AND KURT.

1. *The* SUPER-CAPE

ELLE TIP:  
CHOOSE A CLOAK TO  
MAKE A STATEMENT  
WITH YOUR SILHOUETTE.

## THE LOOK

*key* CATWALK PIECES

IF YOU'RE LOOKING FOR AN INSTANT NEW SEASON UPDATE,  
THESE ARE PIECES TO ADD TO YOUR WARDROBE NOW.

2. *The* CUDDLY COAT

ELLE TIP:  
TRY WEARING YOUR  
SWEATER LIKE A  
BELT OR A SHAWL THIS  
AUTUMN WINTER.

ELLE TIP:  
WRAP UP IN STYLE  
WITH COMFORTING  
TACTILE OUTERWEAR.

3. *The* SWING SUIT

ELLE TIP:  
ADD MOVEMENT- AND  
DRAMA- TO YOUR SUIT  
WITH A SKIRT.





*THE TIP:*  
UPDATE A TRENCH  
WITH CONTRASTING  
BELT OR TRIM.



*THE CLASH:*  
MIX TEXTURE VIA LAYERS  
OR A LEATHER BAG.



*ON THE STREET:*

## NEUTRAL GROUND

FROM LIGHT CAMEL SUITS TO DEEP CARAMEL COATS, NEUTRAL SHADES SWEEP THE STREETS, BELOVED BY EDITORS AND INFLUENCERS AT FASHION WEEK - THE SIMPLE SHORTCUT TO LOOKING DRESSED-UP.



*THE PIECE*  
GO OVERSIZED TO  
UPDATE YOUR TRENCH.



DIOR



ALEXANDER MCQUEEN



CHLOE



CHLOE



DIOR



BURBERRY



*THE LOOK*

## ALL CHECKS *Out*

TOP-TO-TOE DRESSING HAS BEEN TRANSFORMED FOR AUTUMN/ WINTER, WITH MATCHY-MATCHY PLAIDS OFFERING A NEW TAKE ON PRIM MIDI-LENGTH STYLES, WHETHER THEY'RE ANKLE-SWINGING FROCK-COATS, DRESSES OR SKIRT SUITS - THE MODERN WAY TO MAKE A STATEMENT WITH A COORDINATING PRINTS, PROVEN BY MIU MIU, BURBERRY, AND MORE.



MICHAEL KORS



MIU MIU



MICHAEL KORS



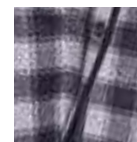
BURBERRY



LANVIN



ERDEM







## THE TRENDS

APOCOLYPSE *wow*

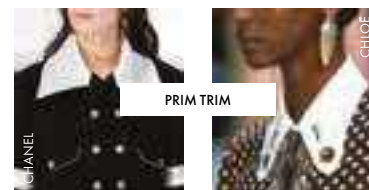
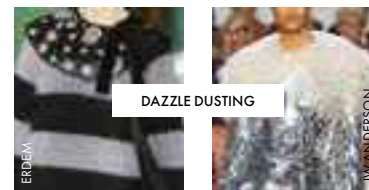
THE MOST PRESCIENT CATWALK THEME, WITH THE THUNDER AND LIGHTNING SETS AT BALENCIAGA, TOUGH LEATHER JACKETS AND DYSTOPIAN DARK LOOKS ON RUNWAYS JUST WEEKS BEFORE THE WORLD SHUT DOWN. DRAMATIC DRESSING FOR WHEN LIFE IMITATES ART.



## THE DETAIL :

## COLLAR ZONE

THE COLLAR IS TO YOUR FACE WHAT THE GOLD GILDED FRAME IS TO THE MONA LISA.



1509

1675

1675

1675

## THE LOOK :

## HISTORIC TIMES

THERE WAS A STRIKING SILHOUETTE FROM EVERY ERA THIS SEASON (MAKING IT HISTORICAL IN MORE WAYS THAN ONE).



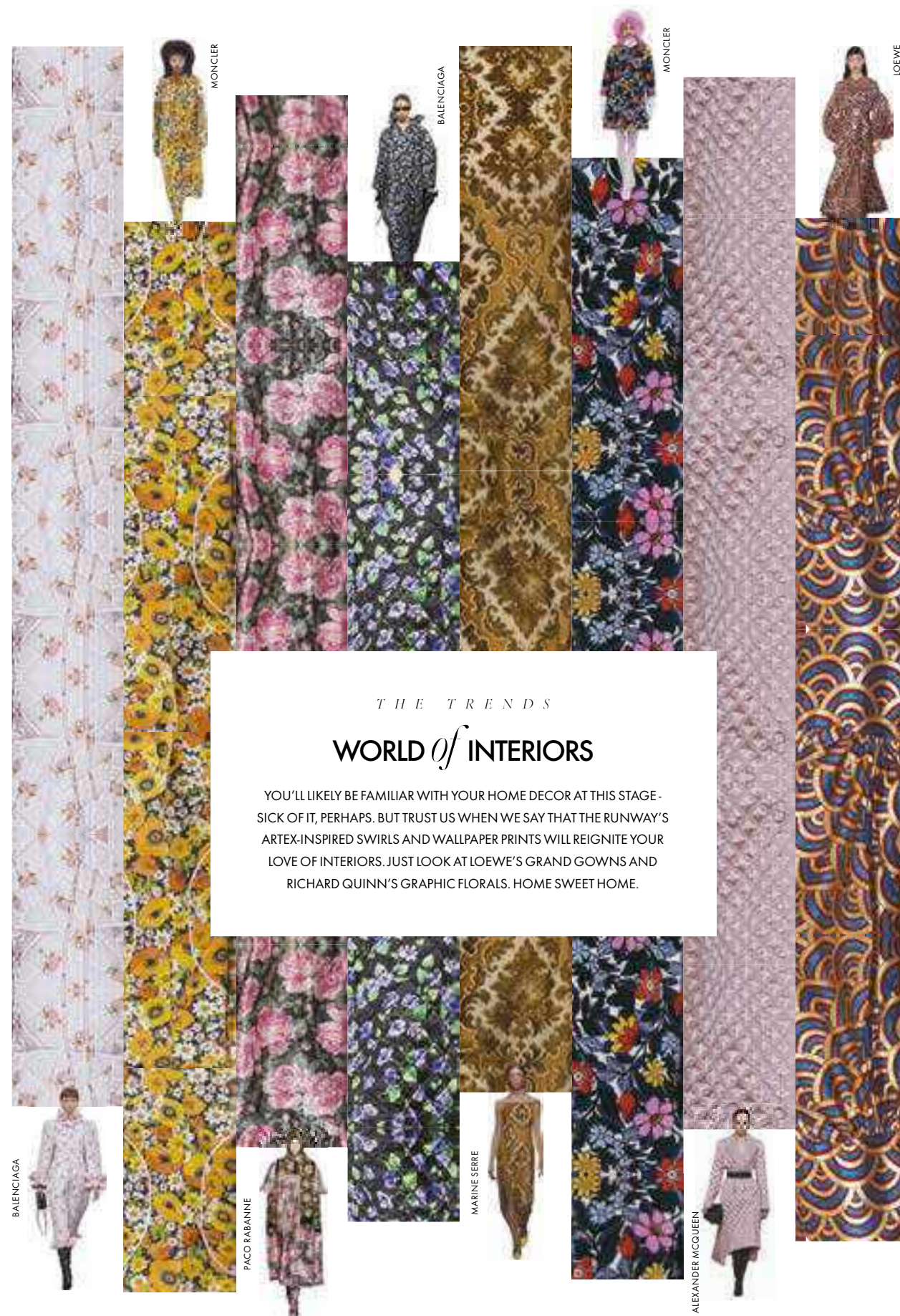
1920

1945

1945

1945





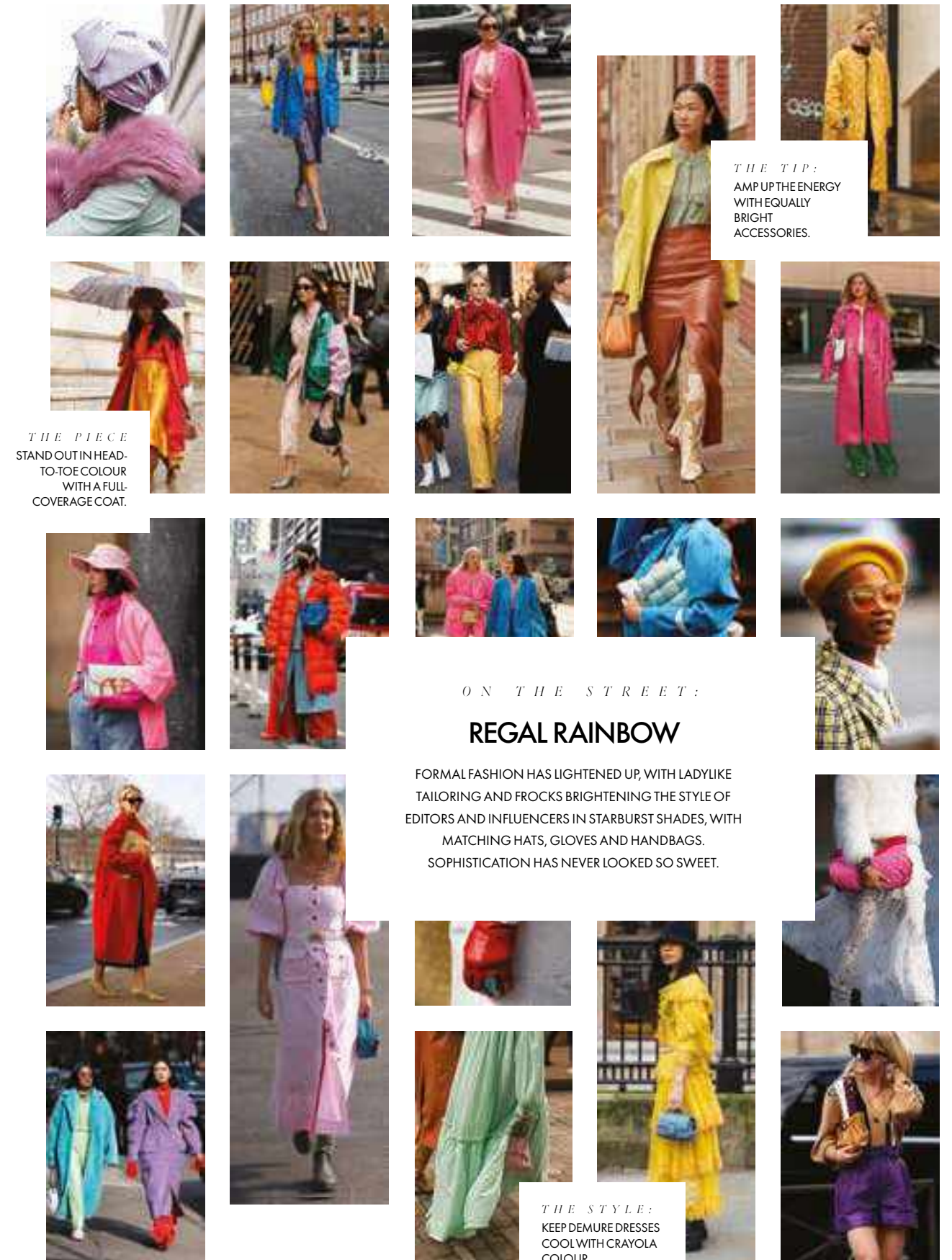




THE TRENDS

## BE My BABY

IF YOU'RE WONDERING WHATEVER HAPPENED TO BABY JANE, THE ANSWER IS THAT SHE'S COME INTO HER OWN, AND CAN BE FOUND WANDERING THE RUNWAYS OF GUCCI, MIU MIU AND MARC JACOBS. BABYDOLL STYLE WAS PRESENT AT ALL THREE, WITH BABYDOLL DRESSES, HIGH HEMLINES AND MARY JANE SHOES. TIME TO PLAY.



THE TIP:  
AMP UP THE ENERGY  
WITH EQUALLY  
BRIGHT  
ACCESSORIES.

THE PIECE  
STAND OUT IN HEAD-  
TO-TOE COLOUR  
WITH A FULL-  
COVERAGE COAT.

ON THE STREET:

## REGAL RAINBOW

FORMAL FASHION HAS LIGHTENED UP, WITH LADYLIKE TAILORING AND FROCKS BRIGHTENING THE STYLE OF EDITORS AND INFLUENCERS IN STARBURST SHADES, WITH MATCHING HATS, GLOVES AND HANDBAGS. SOPHISTICATION HAS NEVER LOOKED SO SWEET.

THE STYLE:  
KEEP DEMURE DRESSES  
COOL WITH CRAYOLA  
COLOUR.



## THE TRENDS

HERE COME *the* BRIDES

Romance isn't dead - not with the number of wedding-worthy looks sent down Autumn/Winter 2020 catwalks. There have never been more ways to wed in unique style. That goes for 'avant gardes' and traditionalists.

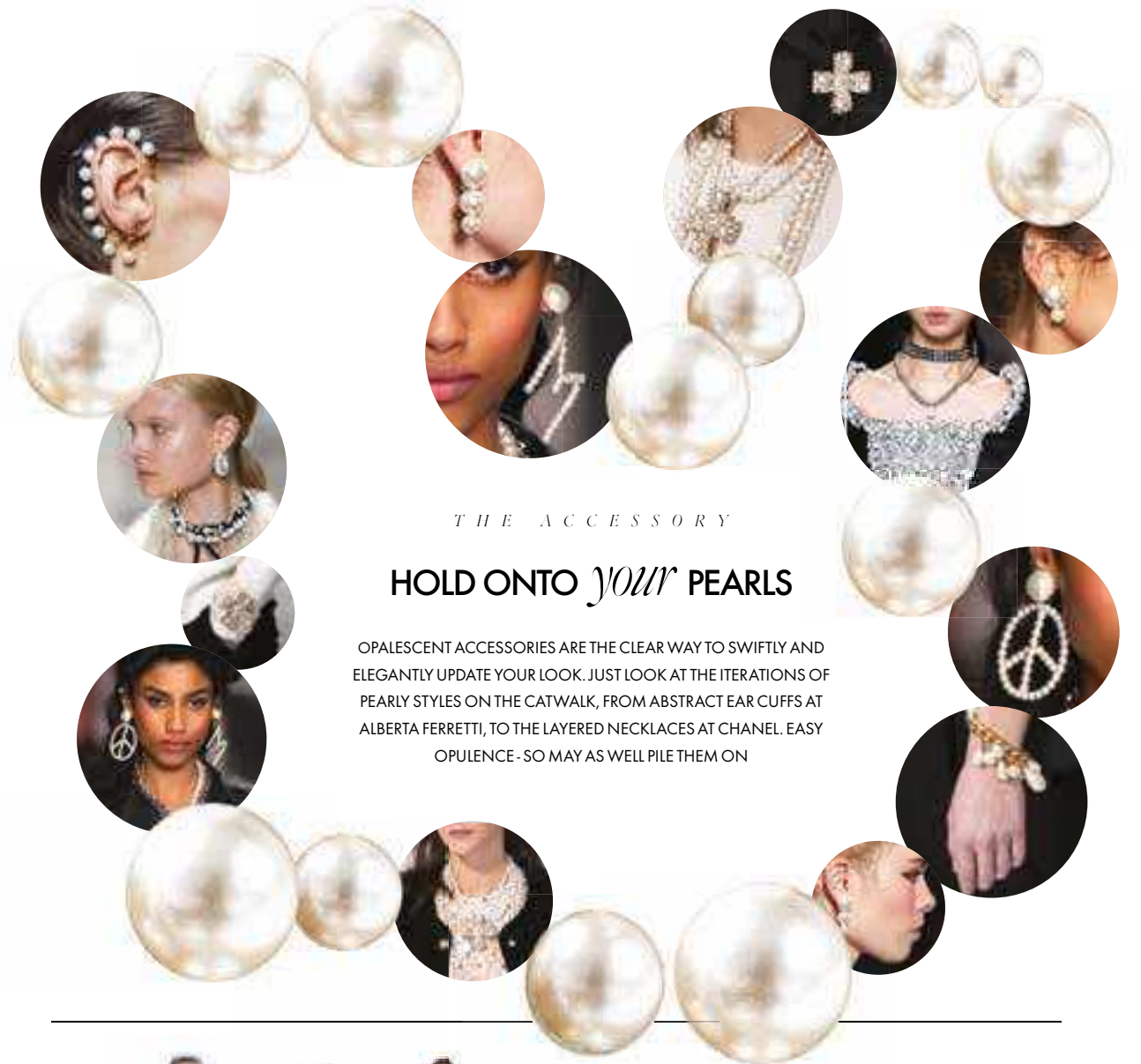


From classic white frocks with sheer capes, and shoulderless styles with big 'party-in-the-back' bows, to statement jewel-encrusted mantillas (paired with 'those' trending kinky boots), the only mandate for those getting married is to forget the rules. Just 'do' you.

## THE ACCESSORY

HOLD ONTO *your* PEARLS

OPALESCENT ACCESSORIES ARE THE CLEAR WAY TO SWIFTLY AND ELEGANTLY UPDATE YOUR LOOK. JUST LOOK AT THE ITERATIONS OF PEARLY STYLES ON THE CATWALK, FROM ABSTRACT EAR CUFFS AT ALBERTA FERRETTI, TO THE LAYERED NECKLACES AT CHANEL. EASY OPULENCE - SO MAY AS WELL PILE THEM ON



## THE ACCESSORY

## SKIRTING AROUND

WHEN IT COMES TO TAILORING, SWAP YOUR TRADITIONAL TROUSERS FOR A SKIRT SUIT, LIKE THOSE BY BALENCIAGA AND MARC JACOBS. TWINNING IS ABSOLUTELY WINNING.

## THE DETAIL :

## ICE QUEEN EYES

LIGHTEN-UP WITH ALL-WHITE EYES AS A STATEMENT ALTERNATIVE TO A GRAYSCALE SMOKEY EYE THIS WINTER.







## THE TRENDS

**Big BUSINESS**

The look is Flash Gordon - Gordon Gekko, that is - with fancy skirt suits and Wall Street-worthy tailoring all over Autumn/Winter catwalks.

Amp-up the office-inspired accessories, and welcome the neck-tie into your wardrobe. Time to belt-up too, cinching your suit at the waist like

Prada for a shapely, sophisticated spin on work wear. Show that you mean business when it comes to style - whether you're working-from-home or back to business-as-usual.



## THE BACKPAGE

### CREATIVITY *In* A CRISIS

PARADED DOWN THE RUNWAY PRE-COVID 19, THIS SEASON'S 'PRET-A-PORTER' UNPRECEDENTEDLY FUNCTIONS AS THE PERFECT PPE.

**THE DETAIL:**

#### PERSONAL PROTECTION

FACE COVERINGS, BUT DESIGNED TO MATCH YOUR NEW READY-TO-WEAR.

**THE DETAIL:**

#### SAFETY FIRST

FASHION SHOWS WILL NEVER BE THE SAME. BUT YOU CAN STILL MAKE A STATEMENT WITH MASKS.

**THE DETAIL:**

#### SOCIAL DISTANCE

DON'T HAVE A CLUE WHAT 2M LOOKS LIKE? LET BALENCIAGA'S BOULDER SHOULDERS BE YOUR GUIDE

**THE DETAIL:**

#### THE BIG COVER-UP

HOW MUCH COVERAGE DOES YOUR CATWALK-INSPIRED LOOK GRANT YOU? (A ROUGH ESTIMATE, OF COURSE.)

**THE EXTREME MASK**

**THE BLACK BELT**

**THE RUNNING SHOES**





A New York native who grew up between Tokyo, London and Hong Kong, Elizabeth von der Goltz started her journey in fashion as Assistant Buyer back in 1997 at Barneys. Since then, her rise has been meteoric and following a 14-year tenure at Bergdorf Goodman she moved to London in 2017 to join Net-A-Porter as Global Buying Director, where she now oversees a team of up to 50 buyers across all categories. The journey was not all smooth sailing, which has prepared her for this year's situation. "I have been through so many challenging times, at my first job at Barneys, and 9/11, the recession in 2008 and then now. You learn to be open, nimble and find ways to pivot the business and strategise to be able to get through the hard times and move successfully into the future." As to how Net-A-Porter is catering to this brave new world and

THE STYLE FILES WITH

## ELIZABETH VON DER GOLTZ

THE GLOBAL *Buying Director* FOR NET-A-PORTER HELPS US *navigate* OUR NEW *season* WARDROBE. HINT: THINK TIMELESS.

this ever changing industry, she explains that "as the leading e-tailers for luxury fashion and style, we are committed to being at the vanguard of positive change within the industry and will approach our business going forwards with a commitment to a more positive and sustainable future." With regards to customers, Elizabeth says she has seen customers also adapt, "they are certainly making more considered purchases with sustainability in mind, by investing in true wardrobe staples that they can wear now and keep forever. There is an emphasis on quality over quantity, now more than ever before." Meanwhile, backstage, designers are also seeing a shift in their profession in terms of industry penetration, "We are noticing that a lot more young designers are breaking into their

own brands straight from school instead of the previous way in which they would work their way up to the top in other big houses - it's great to see this new entrepreneurial spirit and individuality." With all these changes afoot, what has remained true in fashion? "Beautiful design, quality and craftsmanship," affirms Elizabeth. "Keeping these skills alive is so important. Fashion has changed through the evolution of time and will always be important as it expresses so much about each era, each decade and it is a true reflection of culture, society and history.

**A LOOK AHEAD** On what we should be looking for this season/ year/into the future. "Craftsmanship and quality, along with maintaining a more sustainable approach - which is something that we have begun to champion with the launch of our NET SUSTAIN platform last year."

**ALL ABOUT LOVE** On the move toward timeless and classic pieces. "Our wardrobes are now more hardworking; featuring well-loved pieces that can be styled in multiple ways and across multiple seasons. There is a focus on pieces that are timeless, functional and offer longevity. Our customer is shopping for more investment pieces, as well as for hard luxury items, from the likes of Audemars Piguet and Diana Kordas. However anything you love and you feel emotional about is also important so sometimes you need to indulge a little to make yourself happy!"

**FIRST 'TIMELESS' PIECE** "I used to take my father's Italian tailored jackets (they were in the slim fit days) and alter them to make them fit me when I was a teenager. My first real own splurge is a navy cashmere The Row school boy blazer that I still wear today. It's probably 15 years old but I still love it."

**A BIT OF FUN** On the 'fun' piece(s) we should treat ourselves to this season. "We all need a bit of fun in our wardrobes this season, and I love the slinky sequin 70s inspired 'disco dressing'."

**WARDROBE ESSENTIALS** On the pieces every woman should have in her wardrobe. "A tailored blazer. It continues to establish itself as

the must-have item of each season, coming back each time stronger than before. I would also invest in a 90s shoulder bag from Bottega Veneta. Baguette bags are not new news but this season, brands have taken the shape and updated it in a modern way. We have seen them become the most dominating bag trend of the season. The perfect sandal or loafer is also key and completes the perfect capsule seasonless wardrobe."

**THE 90S** "Trends such as the Nineties trend come back around time and time again. We love to take a nostalgic look back to the era, and the women who defined this decade."

**EMERGING BRANDS** "I love MINJUKIM who we were super excited to launch as the winner of the Netflix Next in Fashion series - she demonstrates an experimental approach to design marrying traditional tailoring with contemporary elements and an exceptional sense of colour. I also love Christopher John Rogers who we launched last season as part of our Vanguard program, and has since gone on to do amazing things on the A/W20 runway. I also love Gauchere and Calle de Mar."

**MIDDLE EAST FASHION SCENE** "The region has become synonymous with brands which provide an original perspective on evening dressing - take Racil, who reinvented the tuxedo or L'Afshar whose modern take on the clutch bag plays into the sheer bag trend which we have seen coming through. I foresee that the love for the big name brands will always remain but I also see a true originality in mixing with more emerging brands and taking more risks with fashion and being original. The Middle-Eastern woman continues to be highly-digital, mobile-savvy and wants service and speed like never before. She tends to shop at night and during the weekend and often impulse buys. She is often influenced by personal shoppers recommendations through tailored edits or private styling consultations and by what

her personal shopper is wearing. Our personal shopper teams offer special orders directly from the runway, some clients have bought entirely new season wardrobes in this way, and they recommend pieces through WhatsApp and communicate through voice notes regularly."

ABOVE: ELIZABETH VON DER GOLTZ, NAP'S BUYING DIRECTOR; BELOW: THE NEW A/W20 TRENDS





Elizabeth's PHILOSOPHY  
ON FASHION & STYLE

I ABSOLUTELY LOVE FASHION BUT I KNOW THERE ARE SO MANY TRENDS AND STYLES THAT MAY NOT BE RIGHT FOR ME. STYLE IS ALL ABOUT CONFIDENCE AND COMFORT AND FEELING GOOD IN YOUR OWN SKIN. IT IS IMPORTANT TO PLAY WITH THINGS - THERE ARE NO SET RULES - MAKE IT YOUR OWN AND DON'T WORRY ABOUT WHAT OTHER PEOPLE THINK.

• I would describe my fashion style as modern and classic with a nod to either the 70's or 80's. I always dress and build on my outfits according to the mood of that particular day, and location too if I am travelling.

• An item I have added to my wardrobe are some amazing Stella McCartney grey flannel pleated trousers for autumn – with the matching shirt. I love a tonal look.

THE ONE THING I CAN'T RESIST ARE GREAT BOOTS!! I HAVE BOOTS IN WAY TOO MANY COLOURS AND I CAN'T STOP ADDING TO MY COLLECTION

• My most treasured possession is my wedding band which is the thin diamond ring pictured. It's super sentimental not only for being my wedding ring but my husband had secretly taken our dog's (who was super special to both of us) hair to the designer to have him create a pocket inside the ring to store it. My husband only revealed this during his speech at our wedding - there literally wasn't a dry eye in sight!

• The people who inspire me most are my mother and both my grandmothers and my namesake. All these women who have profoundly influenced me in my life.

• WHEN I'M NOT WORKING OR SHOPPING, YOU CAN FIND ME IN NATURE HIKING, SWIMMING OR READING A NOVEL

MY GREATEST EXTRAVAGANCE IS JEWELRY. IN MY FAMILY YOU START GETTING GIFTED JEWELLERY FROM THE DAY YOU ARE BORN. I LOVE GOLD AND DIAMONDS. AND SKINCARE; I NEVER SKIMP ON TAKING CARE OF MY SKIN. I LOVE U BEAUTY SERUM, AUGUSTINUS BADER THE CREAM, DR. BARBARA STURM HYALURONIC SERUM AND TATA HARPER ELIXIR VITAE EYE SERUM - EVERY DAY AND NIGHT

MY 'OUT THE DOOR' OUTFIT IS USUALLY HIGH WAIST JEANS, A TEE AND A SMARTLY TAILORED BLAZER AND SANDALS OR BOOTS DEPENDING ON THE SEASON

I'VE GOT MY EYE ON THE RED PLAID BLAZER FROM SAINT LAURENT, THE FIRST LOOK ON THEIR FALL RUNWAY

I'M COVETING THE NEW SHEARLING CLUTCH FROM BOTTEGA VENETA

A place that inspires me – ALL NATURE  
- I love the sea, the mountains, vast countrysides, jungle AND the beach -  
there is so much BEAUTY in nature



BALENCIAGA

ELLE The Accessory Edit

FROM HEAVENLY HANDBAGS to bold bright borver boots, these are the definitive PIECES TO ADD TO YOUR WARDROBE PRONTO





ALBERTA FERRETTI



JW ANDERSON



CHANEL



N°21

THE ACCESSORY

## NO CHAIN, *No Gain*

MORE IS CERTAINLY MORE WHEN IT COMES TO HEAVY METAL ACCESSORIES. THE CHAIN IS NOW SUPERSIZED, APPEARING AS CHUNKY TRIMS ON HANDBAGS AT JW ANDERSON, AND AS MULTI-LAYERED CUFFS AND CHOKERS AT ALBERTA FERRETTI AND CHANEL. THAT'S ONE WAY TO TOUGHEN-UP YOUR LOOK, SHOWING YOUR METTLE 'AND' STYLE.





*THE ACCESSORY*

## HOLD *On* TIGHT

HARNESS THE POWER OF GOOD ACCESSORISING, AND APPROACH THE NEW SEASON WITH SIMPLICITY BY UPDATING YOUR CLASSIC WHITE SHIRT WITH A KINKY HARNESS. WE'RE SURE THE 'S' IN S&M STANDS FOR 'SIMPLICITY' ANYWAY...

ELIE SAAB



*THE ACCESSORY*

## PULL UP *your* SOCKS

YES, ONCE A FASHION 'FAUX PAS', YOU'RE NOW CONSIDERED ON-TOP OF TRENDS BY PAIRING SOCKS WITH SANDALS, AS DOLCE AND GABBANA DID. CHUNKY KNITTED SOCKS, THE ENDEARING, HOMESPUN STYLE BELOVED BY GRANDADS, IS NOW THE PERFECT PARTNER FOR DELICATE STRAPPED-SHOES. DAINITY, WITHOUT COMPROMISING ON COMFORT. (AND A WAY TO GET SOME WEAR OUT OF YOUR SUMMER SANDALS.)

DOLCE & GABBANA

MARC JACOBS





BOTTEGA VENETA



DIOR



BOTTEGA VENETA



ROCHAS

# H

*T H E   M O O D*

## CUDDLE *your* CLUTCH BAG

HOLD ON, THERE'S A TRENDING GESTURE AS WELL AS A TRENDING BAG, AS THE TACTILE, SUPER-SOFT SHEARLING CLUTCH IS TO BE CARRIED ONE WAY THIS WINTER. HUG YOUR HANDBAG, AND OPT FOR EQUALLY COMFORTING COLOURS, CHOOSING WARM BUTTERSCOTCH SHADES, AND BURNT ORANGE, IN THE STYLE OF BOTTEGA VENETA AND DIOR.



# 5

THE SHOES

## WEAR *your* KINKIEST BOOTS

THE THIGH IS NO LONGER THE LIMIT WHEN IT COMES TO BOOTS THIS WINTER. THERE IS NO LIMIT, AS THE SLICK S&M-STYLE SHOES, INDISTINGUISHABLE FROM MATCHING LATEX TROUSERS, ON THIS SEASON'S RUNWAYS WOULD HAVE US BELIEVE. GO HELL FOR PATENT LEATHER - AND FOR HIGH HEELS.

SAINT LAURENT

# 6

THE ACCESSORY

## ALWAYS *use* PROTECTION

NO ONE COULD HAVE PREEMPTED A PANDEMIC, LEAST OF ALL THE FASHION INDUSTRY, BUT HERE WE ARE WITH MYRIAD OPTIONS TO KEEP OUR HANDS CLEAN. THAT GOES FOR THOSE OF US WITH A PENCHANT FOR PRETTY FLORALS, AS PER TK, OR FETISHISTIC RUBBER, AS PER LANVIN. HYGIENE, BUT 'HAUTE'.

ERDEM

LANVIN





PHOTO BY MIKAEL JANSOON

*"I like  
WORKING  
like this, going in the  
OPPOSITE direction of  
what I did last time. I  
wanted COMPLEXITY,  
sophistication"*

# ROCK 'n' ROMANCE

WITH CHANEL'S LATEST *Haute Couture* COLLECTION FOR 2020, CREATIVE DIRECTOR *Virginie Viard* REVEALS THE SURPRISINGLY *edgy side* OF EXQUISITE SAVOIR-FAIRE

For me, Haute Couture is romantic by its very essence," says Virginie Viard. "There is so much love in each one of these silhouettes."

Indeed, Chanel's Creative Director celebrates the house's long-standing traditions and codes by magnifying them and thus boldly bridging them into the future. Due to the pandemic, the usual 70-look haute collection was whittled down to only 30, but the creations more than make up for that number with their grandeur, brilliance and mastery. Photographed by and presented as part of the Fédération de la Haute Couture et de la

Mode's digital fashion week, the collection is marked by a desire for shimmering opulence and jewelry. Some are even accompanied with jewels from the Chanel High Jewelry collections. "I was thinking about a punk princess coming out of 'Le Palace' at dawn," reveals Virginie Viard. "With a taffeta dress, big hair, feathers and lots of jewelry. This collection is more inspired by Karl Lagerfeld than Gabrielle Chanel. Karl would go to 'Le Palace', he would accompany these very sophisticated and very dressed up women, who were very eccentric too."

All of Chanel's embroidery partners, including the Métiers d'art Lesage and Montex, as well as Lemarié and Goossens have contributed to the

precious tweeds embellished with sequins, strass, stones and beads. A diamond-like braiding adorns the ink black trouser suits. Short dresses with cinched waists and corolla skirts rustle alongside long dresses with a very Grand Siècle allure and the noble authority of heroines escaping from a 19th century tableaux. "It's true that I thought about paintings, but it was more German paintings," says Virginie Viard. "I really had Karl's world in mind."

Black and anthracite grey tonalities are illuminated with flashes of pink. Painted laces enrich bolero jackets along with tweeds made of silver streaked ribbon; a jacket with an entirely smocked waist is worn over tapered boot-trousers in black suede, the ultimate sign of an ultra-rock romanticism.



Precious tweeds are embellished with sequins, strass, stones and beads.





"I WAS  
thinking about  
a punk princess  
COMING out of  
'Le Palace'  
AT dawn"



PHOTO BY MIKAEL JANSSON



PHOTO BY MIKAEL JANSSON



PHOTO BY MIKAEL JANSSON



PHOTO BY ARAH VAN RU



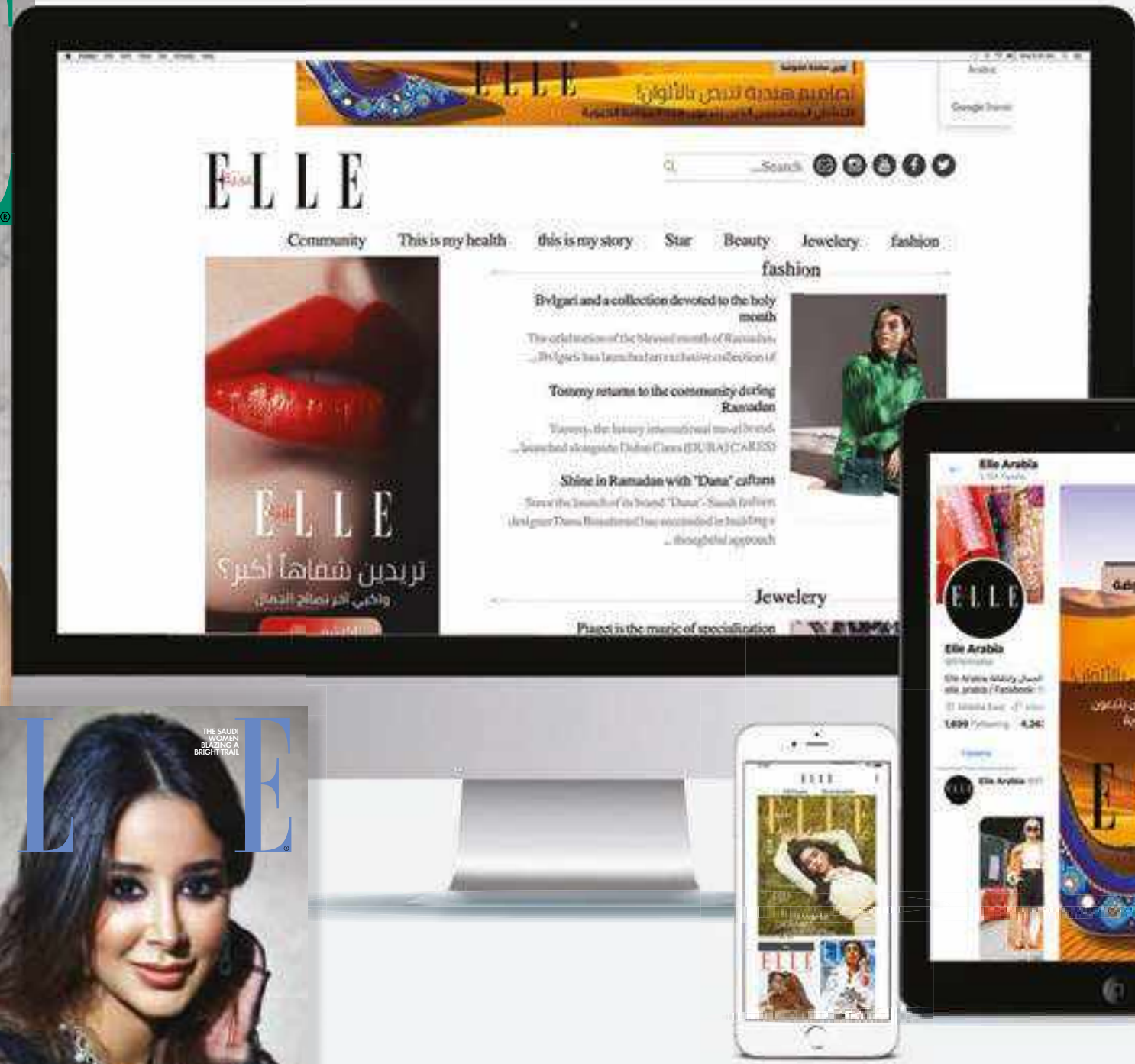
Boldly coloured and embellished tweeds, cinched waists, and corolla skirts make for a very feminine, very celebratory collection.

The Chanel Fall-Winter 2020 Haute Couture collection is an immersion into the very heart of the house's Haute Couture ateliers and their exceptional savoir-faire; a coat-dress in ink-coloured silk Mikado, a long dress in anthracite grey velvet, ample skirts and plunging necklines, trouser-suits and dresses in precious and coloured tweeds, embellished by the Métiers d'art Lesage and Montex, and accentuated with jeweled buttons and diamond braiding. Virginie Viard, only the third person ever to be Creative Director for Chanel, worked with Karl Lagerfeld for over three decades. Having started as an intern in Haute Couture embroidery and rising to become Chanel's studio director, it's little wonder that she takes such pleasure in reinforcing and reinvigorating the many arts and disciplines of savoir-faire. Her extensive knowledge of the House and her first-hand, 30-year experience in working with the world's finest artisans to create stunning looks has us mesmerised by this collection, and eager to see what will come next.

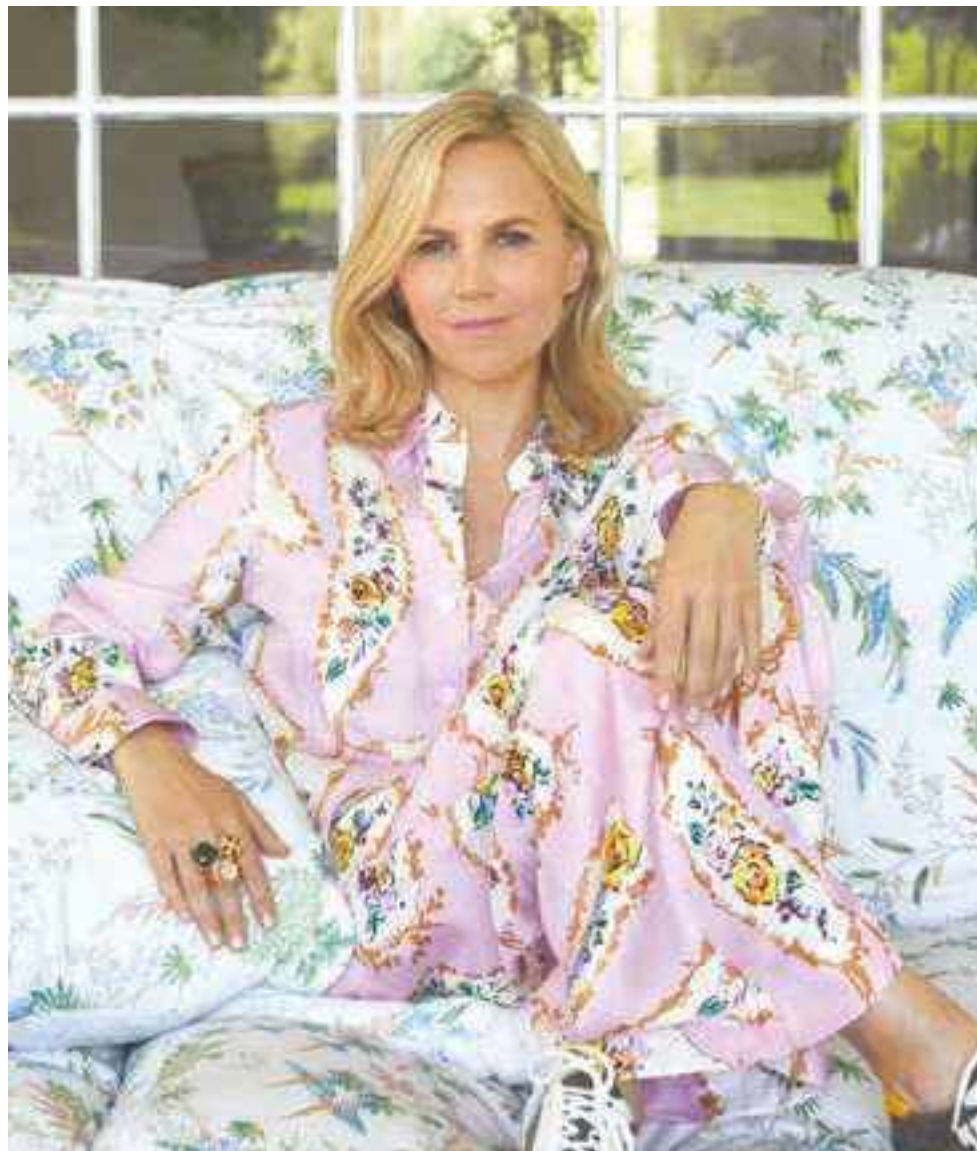




# DISCOVER ELLE ARABIA ON OUR PRINT AND DIGITAL PLATFORMS







# Pretty BOLD

TORY BURCH *continues* TO CELEBRATE THE POWER OF FEMININITY WITH HER AUTUMN WINTER 2020 *collection* THAT MARRIES *architectural* PROPORTIONS AND COLOURFUL PRINTS

Art helps us make sense of the world, and represents what we aspire to. For her Autumn Winter 2020 collection, Tory Burch turned to ceramicist and sculptor Francesca DiMattio's who's work Tory says "imbues the decorative with strength and power. She challenges the traditional norms of femininity." The collection features a series of prints developed by Francesca; maximalist, exuberant prints - each based on one of her sculptures - range from painterly florals to abstract takes on Sèvres porcelain. Plaids and stripes bring an understated nostalgia while a Delft-inspired

blue-and-white tile print nods to Tory's love of classic porcelain. Tory Burch talks to ELLE Arabia about her connection to art, the special pieces to look out for, and her experience in the Middle East. **I am always inspired by strong women artists throughout history**, women who weren't afraid to go against the grain. This collection was inspired by Francesca DiMattio's sculptures. As she says, her work "imbues the decorative with strength and power." We share a bold approach to colour and a love of porcelain and pottery. I love the prints Francesca developed for us, like the Pink Porcelain print.

I wanted to collaborate with Francesca on this collection as I have one of her pieces and fell in love with her story. I find Francesca's perspective on what it means to be a woman fascinating, she challenges traditional ideas while celebrating the power of the feminine.

**My love of art started at an early age**, I remember being transfixed by Monet and Manet on museum visits as a child. And, later, I chose to study art history at the University of Pennsylvania. To this day, every collection I have ever designed and worked on is inspired by my love of art, from Picasso's pottery and Georgia O'Keeffe's use of colour, to Alexander Calder's mobiles and now Francesca's stunning sculptures.

**Spending time with my Middle Eastern friends** is the best part of any trip to Dubai, their strength and brilliance is extraordinary. I loved our desert safari, the light at sunset was magical. An unforgettable highlight was our event on my last night - dancing with my husband to Gloria Gaynor singing "I Will Survive" is something I will never forget.

**Our customers in the Middle East are extraordinary women**, and so chic. They have a strong entrepreneurial spirit which I find inspiring and I feel at home with women who share a deep commitment to family.

**I make sure I have unscheduled time on every trip**, walking the streets with a camera and seeing what catches my eye. I love to learn about what makes a culture unique - I try to soak up history, nature, music and art.

**I am looking forward to seeing how women style our new Eleanor bag**, it has a twisted rope chain inspired by jewellery, and can be worn doubled as a shoulder bag, or long and crossbody. We have so many beautiful boots this season, and an early favourite has been the vintage-inspired Lila Knee Boot in two-tone eel leather - it pairs perfectly with the season's midi skirts and dresses.

"Architectural  
HEMLINES,  
exaggerated  
sleeves and  
collars GIVE  
the collection  
DEPTH and  
dimension"



Eleanor diamond quilt bag and Lila boots



## Speaking with... FRANCESCA DIMATTIO

### CITY LIFE

"I am inspired by the blurring of high and low," explains Francesca on the impact being raised in New York City has had on her art. "I love the stark contrast you can find in New York. You can be looking at

layers of peeling paint and dirt in the subway one moment and a lady all dressed up the next. I am inspired by the diversity of the city both visually and culturally."

### THE COLLABORATION

"It was so special to collaborate with Tory. When I saw the pieces walk down the runway it felt like a love letter. I loved seeing the prints in motion and watch them become three dimensional."

### ART & FASHION

"I think collaborating is really exciting when the two parties connect on ideas. Tory and I are both interested in transforming traditional ideas of femininity and were able to collaborate on a series of prints based on traditional porcelain motifs. Through bold colour

choices and fast brush strokes the prints imbue strength rather than their sweeter references."

### CHALLENGING NORMS

"I am interested in finding new ways to see material commonly associated with the feminine and the domestic, porcelain motifs, floral patterns even rug textures. Through shifts in scale or proportion references we are used to seeing as decorative or secondary in a room become primary."

### DISCOVERY

"I would love to go to Petra," says Francesca on where in the Middle East she would like to visit. "I have an 8 month old baby named Petra and I would love to take her to Jordan one of these days."





KEY PIECE  
ALEXANDRE'S DESIGN  
ETHOS FUSES  
BORROWED-FROM-  
THE-BOYS  
NONCHALANCE  
WITH CLASSIC  
WARDROBE STAPLES



## LABEL TO Love

In its 9th year, AMI'S GROWTH SPURT  
SHOWS NO SIGN OF stopping

There is understated Parisian cool, and then there is Ami. And the latter, according to fashion creatives, city-dwelling professionals and anyone who subscribes to a less is more mantra, are the ones elevating contemporary dressing, one nonchalantly chic piece at a time. First it was for the achingly well-dressed man of today, but as the label gained traction, a womenswear line was launched two years ago just to keep up with the insatiable demand of its ever-growing female fanbase. "From the very beginning, women naturally 'invited' themselves to my universe. My girlfriends bought themselves menswear t-shirts, blazers and shirts, even trousers," explains Alexandre Mattiussi, creative director and arbiter of Parisian cool. "So, when I first started designing the women's line, I tried to make the same pieces I made for men but with a different fit. Later, I allowed myself to create more feminine pieces: a dress, a skirt and even a pair of high heels – this is how the Ami woman was born." And she transitioned beautifully into Alexandre's 'f.ami.ly', evolving organically into a quintessential pillar of the French brand and a solid partner to her male counterpart who could easily hold her own. Today in its 9th year, Ami has managed to blur the boundaries between casual and chic for both sexes, creating a fashion universe accessible to all. "Our biggest attribute is timelessness and quality," explains Alexandre of Ami's



collective appeal. "Thanks to customers and friends, I keep hearing stories about a coat that they're still wearing 8 years on or sneakers that have become a staple in their wardrobe." And now, with the buying conversation turning towards investing in pieces with longevity, thanks to a new fashion landscape witnessed post Covid-19, Ami's classic staples hit the nail on the head when it comes down to truly defining what a forever piece should be – beauty and practicality, in equal doses, that will live long after their so-called trend cycle has ended. For A/W20, the brand has

worked its magic on yet another covetable women's collection with just the right dose of freshness; there's an oversized wool coat, a contemporary turtle neck sweater, delicious patent leather boots and skirts in big sequins. A righteous showcase for a much-anticipated milestone

the brand is celebrating this year. "It's our 9th anniversary – a number that keeps appearing in my life," says Alexandre of what is now his lucky digit. "My first name has 9 letters, so does my last name. I was born on September 18th, 1980 and when you add all the numbers you get 9 – I can go on forever... So, with it being such a special date to me, I wanted to go that extra mile for A/W20 and that's why I tapped Paolo Roversi to shoot our campaign which will surely be a cherished memory in the Ami story. Moving forward, that is what we'll keep doing for Ami's future; reach more people and create new stories."



AN  
ARSENAL  
OF  
FOREVER  
PIECES  
MAKE UP  
AMI'S  
A/W12  
LINE



KEY PIECE  
COATS ARE AMI'S  
USP, LOVED BY  
FASHION EDITORS  
AND CITY-DWELLING  
PROFESSIONALS  
ALIKE



Over the years, Kiran  
Chhabria has amassed  
an enviable collection  
of Hermès bags



From vintage to  
unique pieces,  
her collection  
includes a  
Shadow Birkin  
& Teddy Kelly  
(below)



## My World

A LOOK INSIDE THE Eccentric  
COLLECTION OF DIEHARD HERMÈS  
FAN Kiran Chhabria UNEARTHS  
MORE THAN a few gems

There is something so unforgettably special about the stories our most prized possessions and cherished treasures carry, especially those behind our first-ever designer bags. For some it's all about the buildup, having to save forever to buy that dream tote or coveted clutch that you promise yourself you'll wear forever. For others, that first purchase is like a tiny amber that sparks the fire to a life-long hobby of collecting. Just ask Kiran Chhabria, Director of Jumbo Electronics and the Kitty in the City author, who has spent more than 15 years painstakingly collecting one iconic designer bag after the other. "Growing up I was not allowed to buy designer clothes, but my parents would allow us to buy designer handbags or watches. I still have the first bag they ever gifted me which was a Louis Vuitton Noe bag in beautiful epi leather," explains Kiran of how her expensive hobby came about. "As I grew older, I soon realised designers did not cater to curvy girls and accessories would be my only opportunity to enjoy the brands

I so loved and yearned to own. Even though that changed as I got older, the obsession with handbags stuck. If my weight has yo-yo'ed over the years, my handbags have always forgiven me for the same and loved me back regardless." Flashforward to 2020, and Kiran has amassed an enviable treasure trove of iconic pieces that includes Chanel, Louis Vuitton, and her darling favourite, Hermès which she is often spotted lugging around her home city of Dubai. "Another quirk of mine has always been to be different. That meant carrying or wearing things others didn't. Hermès fit that bill because back then, they weren't present in the Middle East so nobody knew who they were, and when they finally did, their

prohibitive prices and unavailability meant they'd remain exclusive," she explains of how the French brand stole her heart. "Or so I thought! Now if I go to a lady's lunch it looks like it's a schoolbag worn as part of a uniform." Today, after years spent buying all her rare and vintage Hermès pieces from auction houses, Kiran sticks to her relationships with boutiques around the world, sourcing unique designs that stick out. "My tip for young collectors would be to just acquire pieces that you love and those that make your heart sing or as Marie Kondo would say, pieces that spark joy," she explains. "Remember, it's about what will last you a lifetime. Yes, it's nice to carry the latest season's trend, but would you like to be the tenth person in the room carrying a Bottega pouch?"



Whether it's  
in exotic croc  
or sumptuous  
leather, the avid  
Hermès fan has  
it and in more  
than one colour







Maria Hibri and Huda Baroudi, the duo behind Bokja



The devastating mess left behind from the August 4th bomb

FOCUS ON:

## MADE IN *Lebanon*

A pioneer IN REVIVING REGIONAL TEXTILE PRACTICES, THE MASTERFUL DUO BEHIND BOKJA TALKS ABOUT LEBANON'S *catastrophic* EXPLOSION, ITS EFFECTS ON THEIR DESIGN STUDIO AND HOW *they are doing* THEIR BIT FOR BEIRUT

**THE DAMAGES** Our boutique was striped to the bone; windowless and frameless but still hanging on. Now, we have transformed the showroom into a community centre, offering it to local organisations on the ground so they can dispense aid from it.

**STEPS TO REBUILDING** It will take years to heal the wounds. The magnitude of the impact transcends the present moment; we still need to reflect and absorb the shock.

**A PASSION FOR CREATIVITY** Within our lifetime, we've experienced certain events which encouraged a unique type of creativity in our society. We entered this field with a strong sense of curiosity and a will to share an aesthetic message with the world; to say to the world that we exist and there is more to us than war and conflict. Everything we know now we learned through practice and trial and error. We are happy to know

that our story may be a source of inspiration for others, helping them imagine where and how they can see themselves in the future.

**DESIGN CHEERLEADERS** Today there are several organisations supporting emerging talent such as Starch Foundation, House of Today and Creative Space.

**RISING FROM THE RUBBLE** The country is an incubator of ideas and innovation, the instability and the complexity were a source of inspiration and defiance. We will continue to fight and encourage each other as best we can.

**A GLOBAL STANCE** The world can help by supporting local organisations that are helping and facilitating the way for emerging designers. The world can also help by buying Lebanese products and services, encouraging business and the livelihood of our people.

IMAGES: SUPPLIED



SPOTLIGHT ON  
Dazzling gemstones, inspiring design and fine craftsmanship. Star pieces from the latest High Jewelry collections take center stage.



THE  
*NECKLACE*

CARTIER'S HIGH JEWELRY COLLECTION [SUR] NATUREL REVEALS A CREATIVE PATH LINKING FIGURATION WITH ABSTRACTION: WATER, FLORA AND FAUNA AS PART OF THE SUPERNATURAL. HERE, OPALS, KUNZITE, PINK DIAMONDS AND WHITE DIAMONDS ARE SET IN AN ABSTRACT ARRANGEMENT TO CREATE THE SPOTTED EFFECTS OF AN ANIMAL'S FUR.





## THE EARRINGS

INSPIRED BY THE DESIGNS AND CHROMATIC PALETTE OF TIE-DYE, THE TIE & DIOR FINE JEWELRY COLLECTION IS COMPOSED OF MORE THAN 100 PIECES DESIGNED BY VICTOIRE DE CASTELLANE. YELLOW GOLD, PLATINUM, DIAMONDS, BLUE TOURMALINES, CULTURED PEARLS, TSAVORITE GARNETS, EMERALDS, PINK, BLUE AND YELLOW SAPPHIRES, PARAIBA-TYPE TOURMALINES, RUBIES AND SPESSARTITE GARNETS COME TOGETHER BEAUTIFULLY ON THIS PAIR.



## THE RING

THE HIGH JEWELRY COLLECTION PERSPECTIVES DE CHAUMET PAYS TRIBUTE TO THE MAJOR MOVEMENTS IN INTERNATIONAL ARCHITECTURE. THE LUX RING FROM THE COLLECTION IS A HOMAGE TO ITALIAN RENAISSANCE POLYCHROMATIC DOMES THAT OPEN TO THE SKY AND AN ODE TO THE ART OF COLOR WITH LAPIS LAZULI BEADS, SQUARE-CUT DIAMONDS, CABOCHON SAPPHIRES, AND TSAVORITE GARNETS.





THE  
TIMEPIECE

FROM PIAGET'S WINGS OF LIGHT COLLECTION, THIS SECRET CENOTE CUFF WATCH IN 18K WHITE GOLD IS SET WITH A REMARKABLE 151 BAGUETTE-CUT SAPPHIRES, 71 BAGUETTE-CUT DIAMONDS, AND 100 BRILLIANT-CUT DIAMONDS. ITS ASYMMETRY IS BOLDLY COUNTERED BY A MAJESTIC BLACK OPAL FROM AUSTRALIA



THE  
BRACELET

THE VAN CLEEF & ARPELS RUBIS EN SCÈNE BRACELET IS A SCENE STEALER! THE HIGH JEWELRY CREATION FEATURES WHITE GOLD, ROSE GOLD, AND PLATINUM, AND IS ADORNED WITH 72 CUSHION-CUT RUBIES THAT TOTAL 84.74 CARATS, RUBIES, AND DIAMONDS. WITH ITS THREE-DIMENSIONAL STRUCTURE AND FLAMBOYANT PAVING, IT IS A TRIBUTE TO ONE OF MARLENE DIETRICH'S FAVORITE JEWELS: THE JARRETIÈRE BRACELET DESIGNED BY VAN CLEEF & ARPELS.



DRIFT  
BEACH-DUBAI

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WEDNESDAYS

YOUR MIDWEEK ESCAPE AWAITS. JOIN US FOR A LEISURELY BREAKFAST AT DRIFT RESTAURANT AND ENJOY COMPLIMENTARY POOL & BEACH ACCESS ON WEDNESDAYS.

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ELLE



'WOMEN POWER'  
AN ORIGINAL WORK BY SAMAR ALLARAKIA FOR ELLE ARABIA

AS WE CELEBRATE *Saudi National Day* this month, WE BRING YOU UP CLOSE AND PERSONAL WITH JUST A FEW OF THE MANY TRAILBLAZING WOMEN MAKING A *difference in their fields* WITHIN THE *Kingdom and well beyond!* ENJOYING MORE TIME AT HOME THESE DAYS? CURL UP AND TRAVEL VIRTUALLY WITH OUR SELECTION OF BOOKS *on the city of lights – Paris.*



OUT FRONT AND IN THE *spotlight*, THESE TRAILBLAZERS ARE SHATTERING THE *way women* FROM THE KINGDOM ARE *perceived*, SEEN AND HEARD

# The CHANGING FACE(S) of SAUDI ARABIA



## SARA MURAD TV PRESENTER

**T**he Saudi TV presenter and media personality makes it all look so easy; always camera ready with an open smile and easy manner that help to disarm the roster of high profile guests she interviews on live television. Her journey, though, has not been without hurdles both cultural and societal, and it took an iron-determination and a lot of hard work to have her voice heard. While Sara graduated with a degree in graphic design, she says her career path may have taken a different turn, but the intentions remain the same, "to make a difference through words."

**Your definition of an empowered woman** An empowered woman is a woman who is confident to be herself, strong to make her own decisions, always looking for something new to learn, accepting new challenges, adapting in crisis and always wanting to grow more.

**How being in the spotlight has shaped you** It gave me the opportunity to meet a lot of successful, educated and kind people. Also it gave me a challenge to be a better version of myself to inspire others.

**On being a role model** I would like to believe that I have a positive influence on women and my main message to them is you can do anything you set out to do, don't let anything hold you back.

**Changes regarding how Saudi women are perceived** If you'd asked me that two years ago, I would have had a long list! But now the whole world knows what Saudi women are capable of and how much potential there is in Saudi women.

**Saudis helping out Saudis** There is absolutely a push of Saudis helping Saudis! It's part of the culture and how we are raised; to look after each other and ask about family, neighbours, friends, family friends, and it's this tradition that allows for caring communities.

**Challenges faced during your career** I think woman in the Middle East are always judged harshly, simply on the basis of their gender. I constantly get comments like 'why are you not married?' and 'why don't you bring a sibling for your daughter?'. There's always this pressure that a woman must

*"There is ABSOLUTELY a push of Saudis HELPING Saudis! It's part of the culture and how we are RAISED."*

choose between having a family life and a career, which of course is wrong. I am happy where I am, and how I balance between being a presenter and a mother.

**Unexpected surprises on the journey** Everything was a surprise! When I moved to Dubai 11 years ago I had completely different plans! But I enjoyed each and every surprise that came my way. They helped me grow.

**Advice to your younger self** Don't worry too much! There's always a way.

**Biggest cheerleader** My family has always been very supportive of me all throughout my career and I would consider them all my cheerleaders.

**Preparation before going on air** I could say that we have two meetings to prep for the episode, or that I read the script three times before the show, but the truth is that I put in a lot of work on myself to reach a peaceful mindset, to be myself, to focus on content and to be able to handle any off screen dramas easily.

**Your way of letting go and relaxing** Travel, discovering new places, new culture and new cuisines.

**Most misunderstood about Saudi Arabia** A lot of people have a wrong image about Saudi Arabia, but I am glad the country has been opening up over the past few years to allow people from all over the world to better understand the country, along with it's rich history.

**Most treasured childhood memories** Our family Friday brunch, watching horror movies with my younger sister and diving trips with my dad.

**Lessons to pass on to your daughter** I have never and will never raise her any differently just because she's a girl. I want to raise her to be ready for the world, ready for the challenges and ready to follow each and every one of her dreams.

**On how your city inspires you** Not only my city but the love I have for my country is really strong. I love the fact that it is moving in the right direction and the amount of changes that have happened over the past couple of years is huge. A basic decision to allow





## GHALIA AMIN

MODEL, ACTIVIST AND HOST

She's walked numerous runways and starred in many campaigns, but the Saudi beauty's most proud of her role as a body positive activist in Saudi Arabia and the Middle East. Ghalia is the Kingdom's first curvy or plus size model, and the influence that she has had on an entire new generation of women in the region since taking to the stage has been nothing less than phenomenal.

**In front of the camera** I have been asked since I was a teenager to be in front of the camera, but I always said in my head 'when I lose weight'. I never figured that it would be my calling until it happened. I got approached again to be on TV after graduating from my masters. I thought to myself, 'it is time to challenge myself and accept my body'.

**How being in the spotlight has shaped you** I don't feel I've changed, I feel that my ideas are being heard which makes me feel good about the little girl who is looking at her body now and accepting it.

**Your definition of an empowered woman** A woman who is capable and eager to make her own decisions while being responsible for her life and constantly creating her own path.

**Advice to your younger self** Be confident and wear the right size.

**On being a role model** I get a lot of fashion questions but that's not surprising since I started out as a stylist. But we need more plus size models in the Middle East to show women what to wear and how to carry themselves gracefully.

**On being considered a trailblazer** Many before me on the international front eased the road for me, but we all face challenges in every field. I believe in my message and I will carry on until everyone feels the same.

**Roadblocks when you started out** When I was asked to audition for a show about lifestyle and fashion, the head executive told



restaurants and socialising. During my alone time, I cycle, walk through a museum, do yoga – pretty much mix up a variety of activities.

**Changes regarding how Saudi women are perceived** The way Saudi women are being perceived is changing dramatically, thankfully this is being done under the command of our ambitious leaders – today you can see how female empowerment is growing even in the positions and tasks they handle. I am very thankful for that but also thankful for how eager and ambitious the Saudi women are themselves today.

**Saudis helping out Saudis** Yes, of course, and the whole social media or media scene in the Middle East is very supportive and I love that!

**Most misunderstood about Saudi**

*“The BIGGEST surprise is how supportive people are, I feel they WANTED this CHANGE to happen long ago”*

me to go lose weight and come back. Here I had to take a step back and think why couldn't someone like me talk about fashion since it's for everyone.

**Unexpected surprises on the journey** The biggest surprise and what I love about my journey is how supportive people are, I feel they wanted this change to happen long ago but no one wanted to be categorised as plus size.

**Biggest misconceptions** That I don't like to exercise or walk. I love exercising and have never stopped since being a teenager. I play squash and go to the gym almost daily and I cycle. I have to explain every time that weight has nothing to do with exercise.

**Biggest cheerleaders** My family is super supportive and are always cheering me on.

**Preparation before a shoot or show** I always put a hydrating face and eye mask a day before the shoot and drink lots of water and sleep early.

**Your way of letting go and relaxing** Meditation is one of the best ways that relaxes me or just sitting doing nothing for 15 minutes staring outside the window or taking a long walk listening to a podcast

**When you're not modeling or hosting, we can find you** You can find me chilling with friends at home, I also love going to

**Arabia** That women are weak and they need to be rescued. The women of Saudi are resilient; yes, they have endured a lot but they are winners.

**Most treasured childhood memories** Ski vacations with my family are the best. I come from a big family of 10 siblings. On one of the trips, my dad took pictures of me as if I was a model. This is the picture I share with you now.

**Your idea of happiness**

A joyful balanced life!







## NOUF SUFYANI

DJ AND TV HOST

To watch Nouf Sufyani, aka Cosmicat, play the decks at an electronic music festival is to watch someone supremely in their element, 'as soon as I'm there in my zone everyone disappears and I am one with the music.' Hailed as Saudi Arabia's first female professional electronic music artist, Nouf has always had music in her veins and after a detour through the world of dentistry has found her mark. "I was studying for my dental entry exam and I had a solid academic plan for the next 10 years. But the moment I gave my number one passion a bit of time and focus everything turned upside down."

**Roadblocks when starting out** In the beginning I faced a tough time trying to divide my time between my work in the clinic as a dentist, travelling frequently to shoot Shabab Hub episodes and playing music. It was overwhelming so I had to put my day job on hold for a bit. Later on in my music career, it was challenging to establish my name in a very niche industry that is male-dominated locally here in Saudi and internationally. It's very competitive here, and as usual some men tend to underestimate a woman's capabilities whether it's in the office, the clinic or on the decks. As a woman you have to work twice as hard to put your foot down, let alone dealing with all the social taboos.

**Unexpected surprises on the journey** One of my biggest concerns was how the community was going to perceive me. I had no local female artist on the scene to look up to or seek advice from, but I was surprised to see how people actually supported me and loved my music.

**Biggest misconceptions** I'm frequently labeled as "the first Saudi female DJ" which is not completely true; there were few female DJs

who started before me but they chose to never be under the spotlight, perhaps I could be the only one who ever was on the electronic dance music scene professionally as a DJ and a producer.

**Your definition of an empowered woman** It's when she has equal rights, equal fair opportunities and the freedom to become whoever she wants.

**How being in the spotlight has shaped you** I am generally a very shy introverted person, being under the spotlight has taught me to become more outgoing and realise that to have the privilege of being heard, viewed and seen comes with a greater responsibility towards my community and the art scene.

**On being a role model** I hope I can set a positive example for those who shy away from their dreams and maybe show them that everything can be possible if they work towards it; talking and giving advice is easy, real effort comes in fighting all the odds that are working against you. Remember, there's no great movement without a strong momentum.

**Changes regarding how Saudi women are perceived** Sadly, often Arab women are perceived as weak and undermined which is completely unfair and not true; Arab women have a lot of strength and determination, they only lack fair opportunities to show the world their true capabilities.

**Saudis helping out Saudi** Absolutely, the entire country is initiating this great wave of positive change and embracing the world more than ever.

**The Arab music scene** Along with the evolution of electronic music production I believe that the Arab music scene is also developing rapidly. Thanks to easier access to digital audio workstations anyone can get into music production without a full on expensive studio. This has allowed for independent artists

to appear on the scene, producing more original sounds. This higher quality production from extremely creative younger artists is helping to elevate and refine the tastes of the Arab audience, which is great. This is the dream!

**Biggest cheerleaders** My cats Pooky & Luz, they are the two who have to put up with all the experimental noise, unreleased tracks and my off key singing.

**On playing to arena-sized crowds** It's extremely exciting, usually the last couple of minutes before going on stage I feel like I'm about to have a heart attack, but as soon as I'm there in my zone everyone disappears and I am one with the music, just listening to music and moving my feet to it, just like I always did as a teenager in my room holding my walkman but this time with live audience who share with me their joy and love.

**Preparation before a show** I usually start preparing my playlist very carefully a few days ahead; I spend a lot of time planning my set. I always aim for creating a complete sound experience rather than just playing songs. Creating a playlist depends on a lot of factors such as the type of audience, time, place, the event venue and other elements.

**Your way of letting go and relaxing** Netflix & chill

**Most misunderstood thing about Saudi Arabia** That Saudi Arabia is just another third world country. Little do they know that Saudis have a lot of knowledge, culture and generosity. We are a very determined people and open to the world, and will be leading all the progress in most fields in the region.

**How your city inspires you** My city is the perfect balance of all the elements that I need; history, blue water, arts, vibrancy, beautiful kind-hearted people and so many stray cats. Jeddah never sleeps and I love her.

**Most treasured childhood memories** My first Casio keyboard! Getting my first Walkman, buying cassettes from the store. Installing high speed internet for the first time that made owning thousands of songs possible! Discovering MTV!

**Your under-the radar happy place** My cat cave studio, making music.



IMAGES: SUPPLIED



*"The entire COUNTRY is initiating this great wave of positive change and embracing the WORLD MORE than ever"*





## Play

**FOLKLORE  
BY TAYLOR SWIFT**

Moving away from the high-gloss, big tent-pop style of her previous seven albums, Taylor Swift has dropped a surprise quarantine album with a delightfully new indie record feel to it. Written from the point of views of different characters, the cinematic love songs explore different settings and storylines that are soothing, pensive and profoundly cathartic, especially with everything happening around.



## WATCH see PLAY

*The need-in-your-life album*, A FEEL GOOD PODCAST FOR BODY POSITIVITY AND THE COOLEST *Arab visual creatives* TO FOLLOW ON THE GRAM NOW

COMPILED by SWATI JAIN

## See

**FILED IN LOCKDOWN:  
SWAN LAKE BATH BALLET**

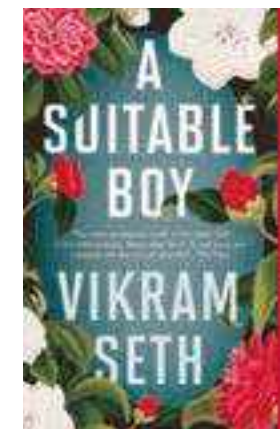
Dive into a modern-day, quarantine edition of the surreal movements of Tchaikovsky's famous Swan Lake. Choreographed by Corey Baker, 27 world-renowned dancers performed Swan Lake from their own home (filled) baths from around the globe during the Covid-19 pandemic. The result is a one-person crew project whose visuals reminisce the grace and enchantment of everyone's favourite Swan Lake.

IMAGES: SUPPLIED

## Listen

**I WEIGH WITH JAMEELA JAMIL**

The Good Place star, Jameela Jamil, has made it her mission to challenge the mindset of defining a person's worth by their weight with an aptly named podcast, I Weigh. A voice for body positivity and inclusivity, Jameela uses her network of celebrities to raise awareness for the right cause with famous guests including Reese Witherspoon, Demi Lovato, Billy Porter and more. Listen now for an instant pick me up when you're feeling down.



## Watch

**A SUITABLE BOY**

Directed by Mira Nair and adapted by Andrew Davies, Vikram Seth's 1993 novel is once again in the limelight and for all the right reasons. While Netflix's Indian matchmaking brought light to the reality of the 'mechanics' of an arranged marriage in India, A Suitable Boy is a simple, confusing and sumptuous period drama with underlying themes of politics and religion, all finally playing out on screen. With only six episodes, this is BBC's first period drama with an entirely Indian cast.

## Follow

UPDATE YOUR INSTAGRAM FEEDS WITH THE FRESHEST VISUAL DIARIES FROM THE MIDDLE EAST'S BUDDING CROP OF VISUAL CREATIVES



**RAFAL HABIB  
@RAFALHABIB**

Bringing the fine lines and clean visuals into an aesthetically pleasing modest romance of fashion, we are completely obsessed with Rafal's art direction and visual feel.



**MUZI SUFI  
@MUZISUFI**

Saudi-based Muzi revives emotive with a simple play of beige aesthetics and her pastel-inspired wardrobe — curating a feed that is cathartic to look at.



**ASHLEY AL  
BUSMAIT  
@THEMIRAGEEDIT**

Pulling together modest and editorially-inclined pictures, follow Ashley for a clean maximalist fashion feed.









"We are OUT there; we are writing our own STORIES and crafting our personal narratives, and as long we do that, we are DOING our part"



A look from the label, Alaa Bint Hashim



#### ALAA'S ADDRESS BOOK

##### JEDDAH

- ALNAKHEEL FOR... A CASUAL DINNER IN A FRIENDLY TRADITIONAL SETTING
- THE SOCIAL KITCHEN FOR... GOOD FOOD AND TO SEE THE WHO'S WHO
- MEDD CAFE... A CAFE AND COMMUNITY SPACE THAT IS FILLED WITH GOOD ENERGY
- HOMEGROWN MARKET... IF YOU WANT TO SHOP LOCAL BRANDS
- HABHABO... MY MOM'S STORE IN JEDDAH

##### NEW YORK

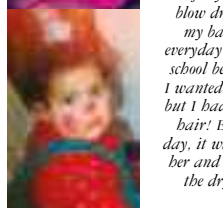
- DIMES DELI + MARKET... FOR GREAT FOOD AND CUTE INTERIORS, THEIR MARKET HAS REALLY GOOD PRODUCTS AND I ALWAYS FIND MYSELF DISCOVERING NEW BRANDS
- COMING SOON... A CUTE STORE FOR HOMEWARE + GIFTS - FOR FRIENDS OR YOURSELF!
- UNIONS SQUARE FARMERS MARKET... FIND METHERE AT 8AM IN THE SUMMER PICKING HEIRLOOM TOMATOES FOR THE WEEK
- YEMEN CAFE... A STAPLE FOR EVERY ARAB IN THE CITY, MEALS THAT WARM YOUR HEART IN A SUPER CASUAL SETTING
- ORIENTAL PASTRY AND GROCERY... MY GO TO FOR EVERYTHING ARABIC (SHAMI BREAD, GRAPE LEAVES, AKAWI CHEESE AND ZAATAR)



A bag from Alaa's Fyunka label. Below: A look from her Alaa Bint Hashim label



My most treasured childhood memory is of my mom blow drying my bangs everyday before school because I wanted bangs but I had curly hair! Every day, it was just her and I and the dryer.



I honestly want to do everything," confesses the Saudi-born, Montreal-raised serial entrepreneur who divides her time between Jeddah, New York and Dubai. "I want to design and shoot and model and act and do voice-overs and cook and host and connect people and go back to school." Alaa is certainly on the right track to doing it all; she launched an illustration brand, Fyunka, straight out of university and hasn't looked back since. Fyunka, which celebrates Arab culture and puts it in a new perspective, garnered Alaa exposure locally and internationally, a host of accolades, and the opportunity to collaborate with the likes of Rimmel and Netflix. It also set the foundations for her career as a Cultural Consultant: "I work with many mediums on different projects. Culture will always be a part of my work, whether it's language, food or music," she explains. "I've always used my creativity as an outlet and merging them comes naturally, whether it's something my grandmother said or visuals I saw during my childhood in Jeddah." To that end, Alaa co-founded Minaazine, a magazine focusing on Arab culture and design. And just last year, she established Alaa Bint Hashim, a slow fashion brand that is inspired by her travels between Jeddah and New York, "and everywhere in between". ELLE Arabia caught up with Alaa who is in New York, cooking up a storm and dreaming of travelling again soon...

I'm currently working on the "Arab Creative Directory," which started off as a Google sheet. I was frustrated by the lack of representation in the Arab World's publishing

industry and of hearing there aren't enough Arab creatives, which is far from true. We now have over 4,000 entries. We're categorising and strategising, building a team, and seeing where we can take this.

When we talk about the Arab World, we need to understand the history of each place, how that history shaped what it is now, and how that impacts this generation. What are the stories told versus what happened. We need to talk about colonialism and how it affected the region and the people.

As Saudis we share a collective experience. Saudi Arabia has 13 different regions, and each one is affected by their surroundings and neighbouring countries; Saudi shares borders with eight countries and that plays a huge role in shaping the culture. What unites us is hospitality and generosity; this is something that we pride ourselves in doing. And we do it very well.

I don't feel that culture is a buzzword; however, it is a pillar of any business in any

industry, and if more people realise its importance, then it's a step in the right direction. We should continue talking about it and embedding it into our practices.

When I started, the industry was still in its infancy; social media was just starting to gain traction. I started my first brand Fyunka before there was Instagram. It was tough to produce goods, find factories or shoot a collection. I had to improvise a lot, but it was a great way to witness the industry's growth from within. It's very rewarding.

My label Alaa Bint Hashim came about eight years after I had started Fyunka. I wanted to do something that represents me now. Slow fashion means we produce made-to-order pieces to ensure our producers get paid fair wages and live in the right conditions. We produce mindfully; we're conscious about our carbon footprint and the materials we source.

I'm dreaming of The Red Sea, Jeddah and the time when I can hug my friends and family, especially my nephew Azil. For the first time in a long time, I wasn't able to go to Jeddah, so we've been doing a lot of countryside, Catskill and the Hamptons. I've been cooking a lot, experimenting, trying new ingredients. I love being around people over a meal made with joy and music that reminds me of home.

Travel is a big part of my life, and Saudi inspires me. I can't wait to go back and visit all the regions. Learn the crafts, see what's grown and made locally, and take it all in.

Therapy has been a pillar this past year. I still have a hard time relaxing and need to work on that. Meditation, journaling and having a date with yourself really does wonders.

IMAGES: SUPPLIED



T H E  
R I S E  
A N D  
R I S E  
O F

# Keep

PHOTOGRAPHED *by* CAPITAL D STUDIO

STYLING *by* VASIL BOZHILOV

WORDS *by* DINA SPAHI



BVLGARI BAROCKO  
EXOTIC LOVE High  
Jewelry Necklace in  
White Gold with Onyx  
elements, 51 pear  
Paraiba Tourmalines  
(62.85ct), round  
brilliant cut Diamonds  
and pavé-set Diamonds  
(49.23ct)  
BVLGARI BAROCKO  
EXOTIC LOVE High  
Jewelry Earrings in  
White Gold set with  
Onyx elements, 10 pear  
paraiba Tourmalines  
(21.61ct), 8 round  
brilliant-cut Diamonds  
and pavé-set Diamonds  
(5.46ct)

Dress by Valentino



BVLGARI BAROCKO  
WINGS OF ROME High  
Jewelry Necklace in  
Platinum with one pear  
Diamond of 11.65cts and  
Diamonds  
BVLGARI High Jewelry  
Serpenti Earrings in  
White and Yellow  
Gold with 36 Marquise  
brilliant cut Diamonds  
(4.19ct), 4 pear shaped  
Rubies (0.58ct) and  
pavé-set Diamonds  
(2.81ct)  
BVLGARI High Jewelry  
Fiorever ring in White  
Gold with 1 round  
brilliant Diamond and  
pavé-set Diamonds  
(2.48ct)

Dress by Saint Laurent

BVLGARI DIVA'S  
DREAM High Jewelry  
Earrings in White  
Gold with 6 round cut  
Emeralds (1.36ct) and  
pavé Diamonds (3.89ct)  
BVLGARI DIVA'S  
DREAM High Jewelry  
Necklace with 43 round  
brilliant cut Emeralds  
(8.94ct), 1 round brilliant  
cut Diamond and pavé-  
set Diamonds (11.80ct)  
BVLGARI High Jewelry  
Fiorever ring in White  
Gold with 1 round  
brilliant Diamond and  
pavé-set Diamonds  
(2.48ct)  
BVLGARI High Jewelry  
Fiorever ring in White  
Gold with 52 buff top  
Emeralds (1.13ct),  
1 round brilliant cut  
Diamond and pavé-set  
Diamonds (1.85ct)

Dress by Ellery at  
Matches Fashion



# “Bulgari is my hidden LOVE STORY, one that I’m HAPPY to finally show off”

S pending the day with the multi-hyphenated artist Aseel Omran is a lesson in both professionalism and humility. The Saudi Arabian singer and actress who found fame at the young age of 15 when she entered reality show Gulf Stars, has been on an incredible career trajectory ever since. Hardly resting on her laurels since her early success, Aseel has in the last 15 years released numerous albums, collaborated with Jason Derulo on a World Cup anthem, been the subject of the Middle East’s first reality show with her then-husband Khaled Al-Shaer, starred in numerous television series the latest of which are streaming on Netflix across the globe, acted as the brand ambassador for a number of high profile companies, and recently has announced her partnership with UNHCR, the United Nations Refugee Agency. And she’s just getting her groove on. With a long and lofty list of projects in the works that are sure to catapult her even further into the stratosphere of superstardom around the world, Aseel would be forgiven for letting it all go to her head. So imagine my surprise when she showed up to the shoot alone, on time and sporting a dazzling smile as she sweetly apologized for being less than 10 minutes late. That, in essence, is Aseel. Throughout the day-long shoot that had her modeling exquisite pieces from Bvlgari’s High Jewelry Collections, she went out of her way to ensure that everyone on set was at ease, asking and expecting nothing

always learning, Aseel revealed that her time on the reality show Hiya wa Huwa (Her and Him) alongside her then husband Bahraini broadcaster Khaled Al-Shaer was not easy but that every experience is an opportunity to grow. “It was very hard. Remember, back then there was nothing like it in the Arab World. But I learned a lot, the most important of which is how strong women are. I became stronger from the pressure, the comments and the criticism. It is now in my past, but the lessons, I carry ahead with me.” On how being a public figure has shaped her, Aseel said that with time, she has learned to handle fame and its trappings. “I know how to handle it now, after all these years. I am more confident and comfortable with who I am. I used to constantly worry about what people thought of me, but have since realized that if you want to be in this business you can’t care about what people say. The issue is not about being different; it’s about people who don’t accept this difference. I’m very happy with myself and I learned the hard way that fame can be tough.” Throughout it all, Aseel has had her cheerleaders by her side. “First and foremost is my family; I’m blessed that they support me and that they are always there for me and looking out for my best interests. I’m also very grateful for my dear friends, because life is more beautiful when they are around!” Perfectly in tune with her generous and caring spirit, Aseel recently joined UNHCR, the United Nations Refugee Agency, helping out as much as she can alleviate the plight of those in need. “My mother used to tell me that the happiest people are the people who make others happy,” she said. “This is not a stunt for social media. When I traveled with the UN to the refugee camps, even though we managed to put a smile on the kids’ faces and we started helping to give them a better life, when I came back to Dubai it was with a heavy heart. The experience changed my life. With the UN, we are trying to help and bring better conditions to the people in these camps. It’s an amazing feeling.” With her grueling schedule, once the spotlight is turned off, Aseel says she likes nothing more than to seek sanctuary in her home “without any makeup, my hair not done, just being natural.” Immensely grounded and loyal, she surrounds herself with family and friends that she has known for years. “What I most appreciate about my friends is that they treat me normally. They’re not around me because of my fame or career. They love the real Aseel, and I’m able to be my true self with them. There’s no judgment.” It’s not surprising that a lifetime in the spotlight has allowed the star to seek and cherish time alone or with loved ones. When asked about her ideal holiday, she didn’t hesitate with her answer: Switzerland! “Somewhere in a small hotel in the beautiful mountains where no-one can visit,” she said wistfully. “I’d turn off my phone. NO social media, just me time!” With a long and prosperous career ahead of her, Aseel deserves all the success coming her way.

for herself in return. This confidence and respect for her work comes from the many challenges she faced and overcame along her journey. “When I started in 2005, I was the subject of a lot of criticism; as a woman, a young woman and especially a young Saudi woman,” she explained. “Social media didn’t exist at the time, but TV and print media were there. It was a very rough road, I have to say, but with the presence and support of my parents I was able to get through it.” Today, she’s grateful that attitudes in Saudi Arabia and the region as a whole have changed and become more open to women in the arts. “I’m so proud that I got this chance, and that I continued working my way up.” Always positive,



BVLGARI High Jewelry Serpenti Earrings in Pink Gold set with 8 fancy-cut Lapis Lazuli and pavé Diamonds (2.87ct) BVLGARI High Jewelry Necklace in Pink Gold with 1 octagonal Tanzanite (4.16ct), 3 octagonal Aquamarines (2.08ct), and pavé-set Diamonds (4.53ct)

Dress by Alexandre Vauthier at Tutus Kurniati





*“With my FRIENDS I’m able to be my TRUE SELF. There’s no judgment.”*

BVLGARI High Jewelry  
Serpenti Necklace in  
White Gold set with 21  
round bead Emeralds  
(45.89ct) 2 pear-shaped  
Emeralds (0.83ct)  
and pave Diamonds  
(37.69ct)

BVLGARI High Jewelry  
Ring in White Gold with  
1 cabochon Emerald  
(Zambia-4.08ct), 22 buff  
top Emeralds (2.24ct),  
and pavé-set Diamonds  
(2.57ct)

Dress by Rasario  
at Ounass





BVLGARI BAROCKO  
Rocking Tanzanite High  
Jewelry Necklace in  
White Gold with zircon  
metal elements, one  
cushion Tanzanite of  
48.77cts, one South Sea  
cultured pearl, Akoya  
cultured Pearls and  
Diamonds  
BVLGARI High Jewelry  
Earrings in White  
Gold with zircon metal  
elements, 2 round  
Diamonds (1.51ct /  
1.51ct), 2 octagonal  
Tanzanites (6.45 ct),  
30 step cut Diamonds  
(0.98ct), and pavé-set  
Diamonds (2.16 ct)

Dress by Fendi

MAKEUP: MEG NEWALL USING FENTY BEAUTY, HAIR: STEVE WAHAB



BVLGARI JANNAH  
High Jewelry  
Necklace in Pink Gold  
with Akoya cultured  
Pearls and round  
brilliant cut Diamonds  
BVLGARI JANNAH  
High Jewelry Earrings  
in Pink Gold with  
round brilliant cut  
Diamonds

Dress by Dolce &  
Gabbana



Reem and Natalya Kanj must have the media midas touch, as they have over the past decade always been slightly ahead of the curve in the fast-paced industry that has come to be known as Social Media. Successful careers in blogging for Reem before anyone even realised that could be a career and in Public Relations for Natalya led to an even more lucrative foray as Instastars, with the sisters' stunning looks and easy-going natural charm appealing to fans worldwide. Not content to just 'post and be seen', Reem and Natayla parlayed their vision and experience into a business, consulting others on how to navigate the digital landscape. Ego & East, a digital talent-management company, was launched at the right time, back in 2016, offering content and social media strategy for brands and individuals. "To be honest, we didn't look at it as staying ahead of the curve, it just seemed like the right move to make for us at the time," explains Reem. "It was a pivot in our then-current landscape and that mentality towards our career - being open to change - has truly attributed a lot to our growth as a small business." Their company motto is to 'cultivate collaboration, soul and good energy', and the same can be said for the sisters who are always on the lookout to help and make a difference wherever they can, most recently with their home country of Lebanon which has seen devastation from a variety of fronts this past year.

**In this crowded, global industry - what advice do you have to stand out?** RK: It's going to sound so cliché but if you want to stand out, your best bet is to embrace your individuality.

**NK:** I think it's super important to stay true to yourself, your audience wants someone that they can relate to and they know when someone is keeping it real or not.

**What challenges as a woman have you faced during your career?** RK: There's definitely a challenge when it comes to breaking stereotypes of women in business. We've had to prove ourselves a fair number of times purely due to the fact that

# SOCIALLY MADE

REMARKABLE *business acumen*, LAID-BACK CHARM AND A DESIRE TO REACH OUT AND HELP *are the driving* FORCES BEHIND THE SUCCESS OF REEM AND NATALYA KANJ, *founders of* DIGITAL TALENT AGENCY *Ego & East* AND CELEBRITY INTAGRAMMERS *themselves*

WORDS by DINA SPAHI

CREATIVE DIRECTION &  
PHOTOGRAPHER AHMED EL SAYED  
MAKE UP ARTIST SOPHIE LEACH

we're a successful business run by women but this is an exciting challenge and something we are proud to take on. **NK:** I think we tend to compare ourselves to others which is a natural thing to do, sometimes we need to take a step back and realise how much we've accomplished, whether big or small and focus on that.

**You worked early on with Karen Wazen; what did that relationship teach you?** The relationship we have with Karen is exactly how we pictured the dynamic to be when we first set out to do Ego & East. To grow with Karen and participate as she makes her dreams a reality is such a great thing to witness. We've learned that you can definitely go from friends to business to family.

**Do you feel that social media has proven itself?** Ten times over! Unfortunately, our beautiful country of Lebanon recently went through devastation and never have we felt that our social media was put to better use than to spread the news of what was happening to the Lebanese citizens. Social media has many facets and the ability to instantaneously share and connect is one of it's best.

**Social media can be very politically/socially charged these days - what is your advice about sharing opinions?** RK: I personally appreciate the opportunity to use my platform as a microphone and speak about matters which mean a lot to me and what I would consider to be a useful form of shareable knowledge. For the majority of the time, I use my platform to spread awareness about social issues, sustainability and climate awareness as well as political unrest in my home country of Lebanon. Opinions are a little trickier and unfortunately, delving into this kind of conversation on social media might trigger emotions or backlash you're not ready for but I do believe that if you choose to use your voice, use it, but you shouldn't be shamed for avoiding making your platform one for political or social opinion. **NK:** I think it's a personal choice if people decide to actively use their platform to try and educate others and have their voices heard then that's what they should use it for, at the end of the day it's your microphone to the world. I personally like to spread awareness about subjects such as sustainability and the environment. With the devastating tragedy that recently took place in Lebanon, I have never wanted to post more to try and educate my followers with what's happening in our country.

**Do you feel it is helping to tear down stereotypes?** It depends on the stereotype. Unfortunately, some Instagram feeds can be laden with a very stereotypical type of content that you find yourself following for no reason, which most likely adds nothing of value to your intake. On the other hand, there is a huge opportunity for the opposite.





*“It took some time to FIND our rhythm but after 10 YEARS, we finally got it and I think we make a GREAT team”*



**Do you feel there is more room for non-traditional beauty/lifestyles to shine on social than traditional media?** Yes, 100%. Mostly because it's the main source of content absorption. You're more likely going to achieve more relatability on social media because there's a wider reach.

**What's your advice about balancing beautiful content with reality?** We consider all of our real moments to be the beautiful ones. We both got sick of feeling dictated by a 'look' and prefer taking a much more natural approach to our profiles. When you land on our pages, we can say that it's most likely in live time and as true to our real lives as imaginable. To us, this is important as it helps maintain boundaries of how much Instagram and expectations dictate your personal experiences.

**You have been sharing for over a decade; what is something your followers don't know?** Wow, we've

never thought of how long we've been sharing for! I guess some of the things we haven't shared have also been some of the most amazing moments. Such as when we'd travel and completely switch off, or all of the times in real life when we're with family or friends and just choose not to share it on social media.

**What is your new normal, as far as your daily routine and your outlook?** A lot more staying at home, a LOT more cooking, laser focus and a more potent sense of comprehending the fact that we truly don't ever know what is going to happen, so we are more grateful than ever.

**What's the biggest advantage of having your sister by your side, on your side?** RK: I couldn't imagine an alternative. Natalya is the most important person in my life. Her presence in my life, in this capacity, as a business partner, best friend and

sister is something imperative to my happiness, growth and success. We don't always agree, but that's part of the balance we offer one another and a huge attribute to the growth of Ego & East. NK: There's no one else in this world that I'd choose to have as a sister, Reem is my biggest inspiration, in every aspect of life, since we were kids she has been teaching me something new every day. I am so thankful that I get to work with my sister and experience this journey together. It took some time to find our rhythm but after 10 years, we finally got it and I think we make a great team.

**Tell us about your new initiative...**

We started an initiative at the beginning of lockdown called 'Indoor Voices' alongside Karen Wazen. The idea was to use our voices and platforms to promote and share small businesses from the region and beyond to accelerate online sales and tackle the loss from closures during the lockdown. We are so proud that it helped so many small business owners and we hope to do more with Indoor Voices very soon. More recently Ego & East partnered with We Are The Medium to design and produce sustainable tote bags to raise funds for the poverty crisis in Lebanon. We closed sales just before the explosion happened on August 4th and ended up donating all of the funds to Impact Lebanon for the Beirut Disaster Relief Fund.

**... and about the power of social media in helping to initiate projects and garner support.** Social media is absolutely vital for initiatives such as this. Without the help of our followings plus the support of other accounts sharing the posts and links with their followers, none of this would be possible. It's an incredible tool.

## RAPID *Fire* QUESTIONS

**I get my inspiration from...**

**RK:** Books, art-based Instagram accounts and Pinterest. **NK:** Music, books, nature.

**I'm listening to...** RK: Our Ego & East Summer playlist on Spotify **NK:** Snoh Aalegra, I can't get enough of her.

**I'm reading...** RK: Ageless Body, Timeless Mind by Deepak Chopra. **NK:** Tuesdays with Morrey by Mitch Albom.

**I've just discovered...**

**RK:** Doing a breathing exercise before getting out of bed in the morning. Life changer. **NK:** Barre (again) I used to be addicted to it a few years back and after one recent Physique 57 class, I'm hooked!

**When I'm not working,**

**I'm...** RK: Reading, cooking or working out.

**NK:** Cooking, watching my favourite TV shows or exercising.

**The one thing I can't resist is ...** RK: Dark chocolate with nuts **NK:** Sleeping in.

**I've just bought...** RK: A whole new regimen of clean, vegans and cruelty-free skincare. **NK:** Custom tie-dye Nike socks.

**I've got my eye on...**

**RK:** A Tesla **NK:** Face tools that can contribute towards my skincare routine.

**My Out the Door outfit is...**

**RK:** Cycling shorts and a baggy tee. **NK:** Jeans and a tee.

**My style motto is...**

**RK:** Confidence is the best accessory.

**NK:** Comfort comes first.

**My home is...** RK: My zen, sanctuary and happy place.

**NK:** My favourite place.

**My most treasured possession is...**

**RK:** Boxes of childhood pictures. **NK:** A ring my mom gave me that my grandmother gifted her on their 1st wedding anniversary.

**My idea of happiness is...**

**RK:** Memories of a beautiful summer day in Lebanon playing with my friends' kids, eating home-cooked food and laughing with my mum and dad. **NK:** Laughing with the people I love around me.

**Timeless style is...**

**RK:** Not worrying about a label, it's from within.

**NK:** Being confident and graceful.

**Timeless influence is ...**

**RK:** Remaining authentic

**NK:** Knowing who you are and not being afraid to show it.







PHOTOGRAPHY & STYLING by FARAH ALSHARIEF

Noora Hefzi A/W20 Collection

# CLOSET Confidential NOORA HEFZI

THE SAUDI DESIGNER, WHOSE EPONYMOUS LABEL OOZES FEMININE GLAMOUR AND TIMELESS STYLE, GIVES US A SNEAK PEEK AT HER LUST-WORTHY WARDROBE AND TALKS FASHION, THE IMPACT THIS YEAR HAS HAD, AND THE POWER OF UPCYCLING

**Style Ethos** I believe in pairing different textures; that always works out beautifully. I love combining something solid, a classic piece and a statement accessory. I love the art of layering as well, and always incorporate that into my daily outfits. I've enjoyed mixing colours, prints and textures together for as long as I can remember!

**Trademark Look** A dress with a belt on top, big earrings and a headband or turban.

**Precious Pieces** A really old pair of Manolo Blahnik heels. They were one of my first pairs and I still love wear them.

**On Her Wish List** Jewellery by David Webb and Salama Khalfan.

**Next Purchase** A new pair of horse riding boots, since mine are worn out.

**Closet Staple** A tie-front shirt; it goes with everything.

**Closet No-No** Platform shoes! I don't think they're aesthetically pleasing.

**For Instant Chic** Big earrings or a statement headband. Sometimes both.



**Favourite Vintage Piece** A beautiful lamé bronze metallic Yves Saint Laurent shirt from the 80s that belonged to my mom. My introduction to fashion was through my mother's wardrobe when I was a child. I would go through all of her clothes, shoes and jewellery with my younger sister and we would claim which pieces we would inherit from her when we grew up.

**Accessories That Make The Look** My H.Stern x Diane von Furstenberg ring, my stack of gold bracelets from Roberto Coin and others, a few gold rings and earrings, my many layered necklaces including pieces by Lele Sadoughi and Rania Farsoon, and finally an old gold classic Rolex watch which I always wear.

**Style Evolution** One thing I worked on that has effected my style evolution is that I'm all about having and buying fewer, but better quality items that I can wear for years and years to come. I don't believe or buy into trends anymore. I truly believe that all the pieces I create or buy should be beautifully well made and timeless. As a designer, I am always wearing my own designs, I like to mix pieces from my current collections with older ones.

**Impact Of This Year** I used the downtime to create the S/S21 collection which is influenced by the world slowing down. It will be smaller, more wearable for everyday life but with a touch of glamour. Made in classic cuts, fabrics and hardware to remain a wardrobe staple for seasons to come. I'm working on designing a shoe collection and accessories collection as well. I must say that my wardrobe is now more relaxed; I still put in an effort to accessorise and wear lots of colour. I also have been wearing pieces I haven't worn in a while and I dress to make myself feel special each day. There is a quote I love which goes something like "don't ever save anything for a special occasion. Being alive is the special occasion".

**Brave New World** In a nutshell, "better fewer things" has been my motto in life. We really need to re-evaluate our consumerism habits and see how we can invest in more long lasting quality items rather than fast fashion or disposable things in life to reduce our footprint on our planet. We need to find sustainable solutions, but it can all start by the way we live our lives at home, by upcycling rather than throwing away or recycling. There is no such thing as "away" when we throw things away, and I wish more people would understand that and be mindful when purchasing anything. I know as a designer that I have to do my best to be a sustainable brand by only producing by order. It's our effort to reduce the absurd amount of waste that fashion brands produce and destroy each year.

*"I feel that WOMEN now want something that MAKES them feel special, that CAN be worn all year round and IS comfortable yet still maintains a luxurious feel to GIVE a little spark of joy in these TIMES of uncertainty"*

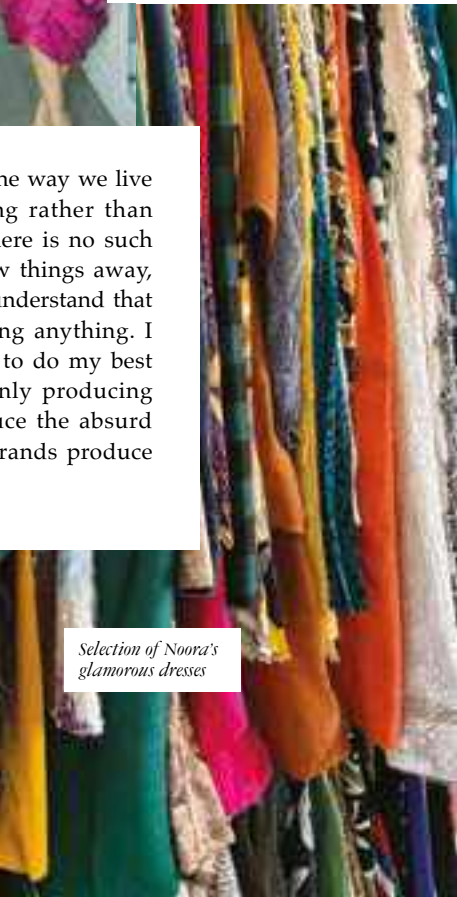


NOORA'S HIT LIST  
•OBSESSED WITH EVERYTHING DRIES VAN NOTEN AND ALENA AKHMADULLINA •SALAMA KHALFAN AND AISHA BAKER JEWELLERY  
•VINTAGE MANOLO BLAHNIKS •KENNETH JAY LANE AND LELE SEDDOUGH  
ACCESSORIES •GABRIELA HEARST BAGS AND SHOES  
•MARK CROSS BAGS

Shoes, shoes and more shoes...



The accessories that make the look



Selection of Noora's glamorous dresses







The art of layering featuring necklaces by LX2



#### Style Ethos

**Do you!**  
**Trademark Look** Anything white or dentelle, 80s so padded shoulders and big vintage earrings (especially with pearls or gold tacky stuff). Overall just vintage in general...whether it's 70s, 80s, 90s or early 2000s; I'm not very contemporary.

**Collectibles** Silk scarves, high-waist pants and reading glasses, although the latter I don't collect per se; I just lose them all the time so I'm always buying a few new pairs.

**Precious Pieces** An Hermès square scarf my mom got me with baby blue and pastel colours. My watch because it's a family heirloom and has been passed down and worn by all the ladies in the family.

**On Her Wish List** I never have wish lists; my mother is still nagging me for one for my birthday (that was beginning of August) because I turned 30 and all her friends were asking her what they can get me, but I still have no clue! In terms of classics though, I can give you my classic car wish list - any Alpha Romeo or MG model please.

**Next Purchase** Probably a wallet because mine looks so miserable; I had bought it in a vintage store in Dubai when I was still in school, so it's about time I got a new one.

**Closet Staple** White sneakers, a denim shirt, a scrunchie, any loose or flowing dress/skirt like that polka dot Daniel Hechter one. And then I have phases. This summer it was a

"Today, I just STICK to what I like and what's SIMPLE and available around me rather than trying to look PERFECT"



## ANICÉE GOHAR

KNOWN FOR HER SEEMINGLY EFFORTLESS SKILLS IN INTERVIEWING HOLLYWOOD'S MOST FAMOUS, THE BUDDING YOUNG PRESENTER KILLS IT OFF THE RED CARPET AS MUCH AS SHE DOES ON IT. HERE, SHE OPENS UP ABOUT HER OFF-KILTER STYLE AND HOW VINTAGE IS ALWAYS THE WAY TO GO

STYLING & PHOTOGRAPHY BY ANICÉE



Her father's white shirt is now a closet staple



Anicée in a dress by Egyptian designer Kojak



A Lou by Hebatullah dress makes for a statement piece ©Rami Bittar



white linen shirt I found in my dad's closet, a black knit crop top, my round John Lennon shades and a pretty wicker basket.

**For Instant Chic** I'd say that white lace bustier I bought years ago that I throw on top of T-shirts, dresses or on its own with all sorts of bottoms.

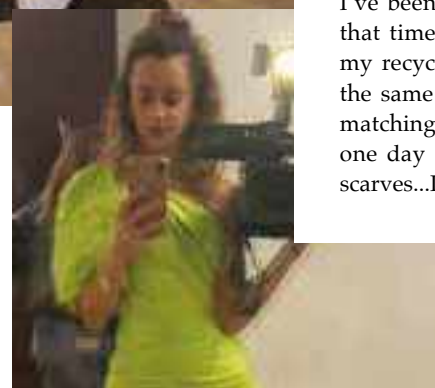
**Favourite Vintage Piece** I have many but in this summer's closet it would be this white crochet skirt that belonged to my great grant aunt; she gave it to my sister who passed it onto me and I love it. It's so simple, but falls so nicely.

**Accessories That Make The Look** Ankle bracelets, always; my friend just got me a gold one for my birthday that I love. I've got that on one ankle and then some handmade ones on the other.

**Style Evolution** I think overall, I just put less thought into it now. When you're younger you spend more time getting ready or thinking about what you're going to wear. Now I'm more aware of just sticking to what I like and what's simple and available around me rather than trying to look

"perfect". I'm also over having to look like I've put zero effort into what I'm wearing; if it looks like it was super carefully put together then great because that trend of always looking a bit messy can also be high maintenance so I think it's all about spontaneity and what's there and washed really, even if you don't love it that's okay.

**Impact Of This Year** This year was so unpredictable; I got this last-minute job in Jeddah and then got stuck in Egypt with all what happened, so I basically haven't been to my home/closet (in London) in 10 months - I've been living off of the same single suitcase for all that time. So my style got impacted in the sense that my recycling skills got tested to another level. I wore the same few things all summer in all possible forms, matching things differently, wearing a dress as a skirt one day and as a top the next, making outfits out of scarves...I have tried it all!







Tara's enviable collection of Azza Fahmy jewellery



Egyptian bag brand Okhtein is a firm favourite of Tara



**Style Ethos** Recycling and reusing everything!  
**Trademark look** I have always appreciated comfortable clothing; some may say that comfort isn't everything but to me over the years, this has been my number one priority, and now my trademark when getting dressed.  
**Collectibles** I am completely and totally obsessed with accessories and I have a collection from Egyptian jewellery designer Azza Fahmy that I wear all the time, rings and necklaces that my mother has gifted to me on various birthdays.  
**Precious Pieces** It would be my vintage black Versace shades that my aunt gave to me.  
**On Her Wish List** Currently on my wish list are another pair of vintage Versace sunglasses!  
**Next Purchase** I am trying to be more conscious of my purchases therefore I won't be making any

big purchases till next season. But I might get a few basics that I need.

**Closet Staple** Classic white Tees – you can never have enough!

**Never In Her Closet** Real fur; I'm totally against it.

**Day To Night Transition** Heels and make-up! I love to add mascara especially at night. I don't wear much make-up usually, but when I go out I do enjoy my L'Oreal mascara and Tata Harper's shimmery highlighter!

**For Instant Chic** I turn to my trusty Okhtein bag from their newest collection.

**Favourite Vintage Piece** This beautiful silk skirt that I own that used to belong to my grandma. She always used to wear skirts and this one is my favourite of hers.

**Accessories That Make The Look**

Rings! I love rings and I enjoy stacking them. There are some incredible Egyptian designers that I have been obsessing over their rings such as F for Farah brand.

**Style Evolution** I have experimented a lot. There was a time in my early teens where I couldn't imagine myself wearing black, now half of my closet is black. I've also grown into calmer and earthy tones and colours and I rarely wear anything that is of a striking colour. I guess now, I aim more for chic, comfortable and sporty.

**Impact of this year** I've become more experimental with my clothes. My outings are limited due to Covid-19 therefore every time I go out I get excited to experiment with colours that I don't often wear or put together.

**Meaning Of Style** Definitely a medium for self-expression. My style changes a lot, depending on the weather the place and my mood.

#### TARA'S HIT LIST

- IN LOVE WITH ANYTHING MADELINE VIONNET AND ALEXANDER MCQUEEN
- AZZA FAHMY JEWELLERY
- OKHTEIN BAGS
- CHRISTIAN LOUBOUTIN AND JIMMY CHOO SHOES
- CHIARA FERRAGNI, DUA LIPA, KENDALL JENNER AND HAILEY BIEBER



"There was a TIME in my early teens where I couldn't IMAGINE MYSELF wearing black, now half of my CLOSET is black!"

## TARA EMAD

SHE'S RENOWNED FOR HER IMPECCABLE RED-CARPET GLAMOUR, SO HOW DOES THE ONSCREEN SIREN AND MODEL DO EASY 9-TO-5 STYLE? HERE, SHE EXPLAINS HOW EVERYDAY CLASSICS AND EMERGING ARAB DESIGNERS ARE THE ONLY STAPLES YOU WILL FIND HER CONSISTENTLY IN



The model is a big advocate of supporting local design talent such as F for Farah Jewellery (left)



# A beautiful BREAKTHROUGH

THE DEBATE ON *diversity* AND *inclusion* IS MAKING WAVES ACROSS THE *globe* IN EVERY FIELD AND IT IS TIME TO *question if this signals* A NEW NORMAL. WILL BRANDS MAKE INCLUSIVE ADVERTISING *and disabled models* A MAINSTREAM FOCUS? WE FIND OUT...

WORDS *by* ODELIA MATHEWS

Inclusivity and diversity, over the last two years, have garnered much popularity in the fashion and beauty industry. The recent protests over #BlackLivesMatter have sparked intense debate on matters of colour, race, and ethnicity, shedding light on the importance of acceptance and respect towards all members of society, without prejudice. Meanwhile, models such as Halima Aden, Winnie Harlow and Imaan Hammam have already set the pace for diversity, paving the way for further breakthroughs such as that of 23-year-old, Valentina Sampaio, the first openly transgender model hired by Victoria’s Secret, Pink and 18-year-old and Ellie Goldstein, a Down Syndrome model selected by Gucci Beauty to front its mascara campaign and in the process breaking the brand’s Instagram record for the most liked image.

As the world witnesses the power of disruptive change, social influence, acceptance and diversity, a few brands are beginning to recognise the impact of inclusion by pivoting to accommodate and cater to under-represented segments of society. One example is American Eagle’s sister lingerie brand, Aerie, who in 2018 featured world champion gymnast and U.S. Special Olympics champion Chelsea Werner, also with Down Syndrome. More recently, and for the first time, on the first official day of NYFW 2019, 40 models with disabilities hit the runway sporting adaptive clothing by design houses such as Tommy Hilfiger, Nike and Target. Organised by the Runway of Dreams Foundation, a nonprofit organisation that advocates towards a future where adaptive clothing is a permanent part



Laura Johnson & Zoe Proctor, Founder and Co-Founder of Zebedee

of the fashion industry, the event sparked a fashion revolution as models with all forms of disabilities packed a powerful punch with their personalities on stage - wheelchairs, prosthesis and braces all in tow. Then too, differently-abled ‘people of determination’ as referred to by the UAE, remain largely under-represented in mainstream fashion, beauty, advertising and modeling, with only a small percentage of the world population ready to make a difference. “Currently, disabled people are visible in only 0.06% of advertising, despite making up an estimated 20% of the population. The economic case for including disabled people in fashion and media is huge: the spending power of disabled people is thought to be \$1.2 trillion per year,” explains CEO Laura Johnson in a post via her LinkedIn page for Zebedee, a specialist agency for talent with disabilities and visible differences, based in the UK and with modeling contracts available worldwide. Co-Founder Zoe Proctor adds, “We need to see more representation that spans beyond ‘token’ and



one-off bookings. A permanent change in the industry with accurate and respectful disability representation is a challenge not yet conquered.” According to a report by the World Health Organisation, around 15% of the global population – over a billion people - live with some form of disability and this number is expected to double to two billion by 2050. Another report by Coherent Market Insights states that the adaptive clothing market for the disabled segment is set to surpass US\$392.67 billion by 2026 with such figures predicting the potential of an industry for a segment of society that is often under-represented and un-catered to, in terms of opportunities for social influence, modeling and inclusivity. Although statistics for the MENA region are scarce, it is no doubt that the UAE is leading the way by making inclusivity a priority with the National Vision 2021.

Asia Rafiq, an Abu-Dhabi based adaptive clothing designer, and the only independent fashion designer to cater to this segment in the UAE is highly passionate about rising to the occasion, having witnessed first-hand the challenges during the Special Olympics World Games, Abu Dhabi in 2019 where she worked as a volunteer. “When I presented my adaptive ideas for the first time at Dubai Modest Fashion Week 2019, guests were keen to see my showstopper who was a girl with cerebral palsy. Then when I participated in the Accessibility Expo in Dubai, it made a bigger impact in terms of awareness, but honestly, it is still very difficult for people to understand the need and importance of adaptive wear,” explains Rafiq who is also a Certified Applied Behavioral Analyst currently exploring digital prototyping solutions for her collection. Fronting the initiative as an early entrant is also Dubai’s homegrown high-street retailer Splash Fashion, which in early 2019 launched a line of adaptive clothing for people with determination. Offering innovative, modified, and adjustable details, it caters to men and women and featured four adults from the SNF Development centre as models for the campaign. That said, it is essential to note that there is no one-size-fits-all when it comes to the differently-abled. In a candid conversation with Rafiq, she sheds light on the situation. “It’s sad to see people with different disabilities and their huge financial bills. Their families are stressed out and are quite trapped in their situation, not usually thinking about fashion. For the disabled, they usually have no choice over what is offered or provided to them and they usually accept what is given, instead of what is liked. Honestly, I can’t blame their



Model Ellie Goldstein by Brian O’Hanlon

“My **SUCCESS** *as a model has impacted my life by making me even more HAPPIER than I already was. I love to google myself and read all the articles and comments in social media and see MYSELF on YouTube from every country in the world. I was already a CONFIDENT person.*”

ELLIE GOLDSTEIN

parents and caretakers because of the financial constraints they face.” To that end, the adaptive wear designer who sells via Instagram

works according to individual requirements, customising based on need and catering to women who seek a fashionable alternative for work or interviews. She presents three design categories consisting of Magnetic Adaptations, Wheelchair Trousers, and Velcro Enhancements – all for women only.

The next question that then begs to be answered is what of differently-abled models and their power of influence



Designer Asiya Rafiq

CREATIVE DIRECTOR RBP: DANIEL VAIS, PHOTOGRAPHER: SCALLYWAGFOX, MAKE UP ARTIST: SOPHIE LEACH





Asiya Rafiq Catwalk

as the face of a brand, a collection, or a product and their subsequent inclusion in advertising and marketing? Laura Johnson explains that it begins with considering and remembering diversity, bringing disability to the table when developing creative briefs, inviting disabled people to cast and simply, sharing the case for inclusive advertising with colleagues and peers. Mouna Abbassy, Founder of UAE-based beauty brand Izil Beauty, which recently opened its stand-alone store in Dubai Mall, shares similar sentiments. "Today, it's more common to see people with different disabilities in the workforce, in the media, in sports, etc. I do believe that their presence will significantly increase in the beauty world very soon. It will not change the way people perceive beauty; it will just open their eyes more to accept natural beauty as the norm." A qualified social worker, Laura recalls the early days of founding Zebedee in 2017 with her sister-in-law Zoe, both of whom had a far-sighted view of what they wanted to achieve. "As a new mum, I dared to imagine a baby with a disability on nappy or baby wipe packaging. Whereas Zoe dreamed of seeing our models representing one of the world's



Asiya Rafiq Catwalk

*"I BELIEVE that the UAE-based brands will only have to follow the different national initiatives to empower people with **DISABILITIES** and not be afraid to fairly include them in all aspects of the business - from access to employment opportunity, to a fair **REPRESENTATION** in communication strategy"*

MOUNA ABBASSY, FOUNDER OF IZIL BEAUTY

biggest designer brands. At the time, both of these scenarios seemed almost impossible. And now, in the middle of a pandemic, both of our ambitions have been realised," she shares with her followers on LinkedIn announcing how Pura, Gucci and River Island recently picked out models for their campaigns selecting them from the 500 models and actors within their database.



Mouna Abbassy, Founder of UAE-based beauty brand Izil Beauty

Although the UAE government has done much to support people of determination, we remain at a point where change-makers, thought-leaders and influencers must pave the way for equal representation, giving the differently-abled a chance to front campaigns – not just for fashion and beauty, but also for other goods and services. "Societies have always been resistant to change and many business owners will be hesitant to adopt this trend as they will think that they might lose their traditional customers, but it is only a question of time until this becomes the norm," says Mouna, while Zoe adds that we can always do more. "There should be representation in every advertising campaign for every brand, across the board. People of influence in the industry should not work with brands who do not make an effort in inclusivity."

Asiya who is passionate about bringing a change in mindset and is working with educators and students to include adaptive fashion as part of their learning experience, and who has been awarded the title of a 'Game-Changer in Fashion' by the Amity University-Dubai for her project 'Make My Style Accessible' eloquently puts it this way: "We need to give them a platform to speak for themselves to make this a cause in society, and it is up to us who are able bodied and minded to assist people of determination to reach this new platform."

E L L E



SALVATORE FERRAGAMO

THIS AUTUMN, *fashion addresses* OUR CHANGING REALITY HEAD-ON. THINK DRAMATIC, CHAOTIC AND *in your face* – INVIGORATING *dressing* FOR A NEW DECADE.





# INTO

Dior's new season offering is cool, calm and collected; think hero pieces

# THE

that will stand the test of time (while being completely on trend now)

# LIGHT

PHOTOGRAPHED *by* ABDULLA ELMAZ    STYLED *by* NATALIE WESTERNOFF

All clothes & accessories by Dior Autumn Winter 2020 – 2021





OPENING PAGE: Denim Vest, White T-Shirt, Houndstooth Bucket Hat, Necklace, Earrings, All by Dior; THIS PAGE: Black Mesh Book Tote Bag, Brown Check Jacket & Skirt, Earrings, Black Beret Hat, DIORIRON Black Boots, All by Dior; RIGHT: Black Dress, Striped Silk Shirt, Necklaces, All by Dior











Photographer: Abdulla Elmaz; Styling: Natalie Westernoff; Fashion Assistant: Aagam Kaur;  
Hair: Jordan Robertson; Make-up: Athina Doutis; Model: Sydney at Wilhelmina Dubai

THIS PAGE: Denim Vest & Trousers, White T-shirt, Houndstooth Bucket Hat, Necklace, Earrings,  
LEFT PAGE: Dark tan Saddle bag, Black knit Bar Jacket & Trousers, Necklaces, Earrings, Ring,  
DIOR-I Black Suede Heeled Boots, All by Dior

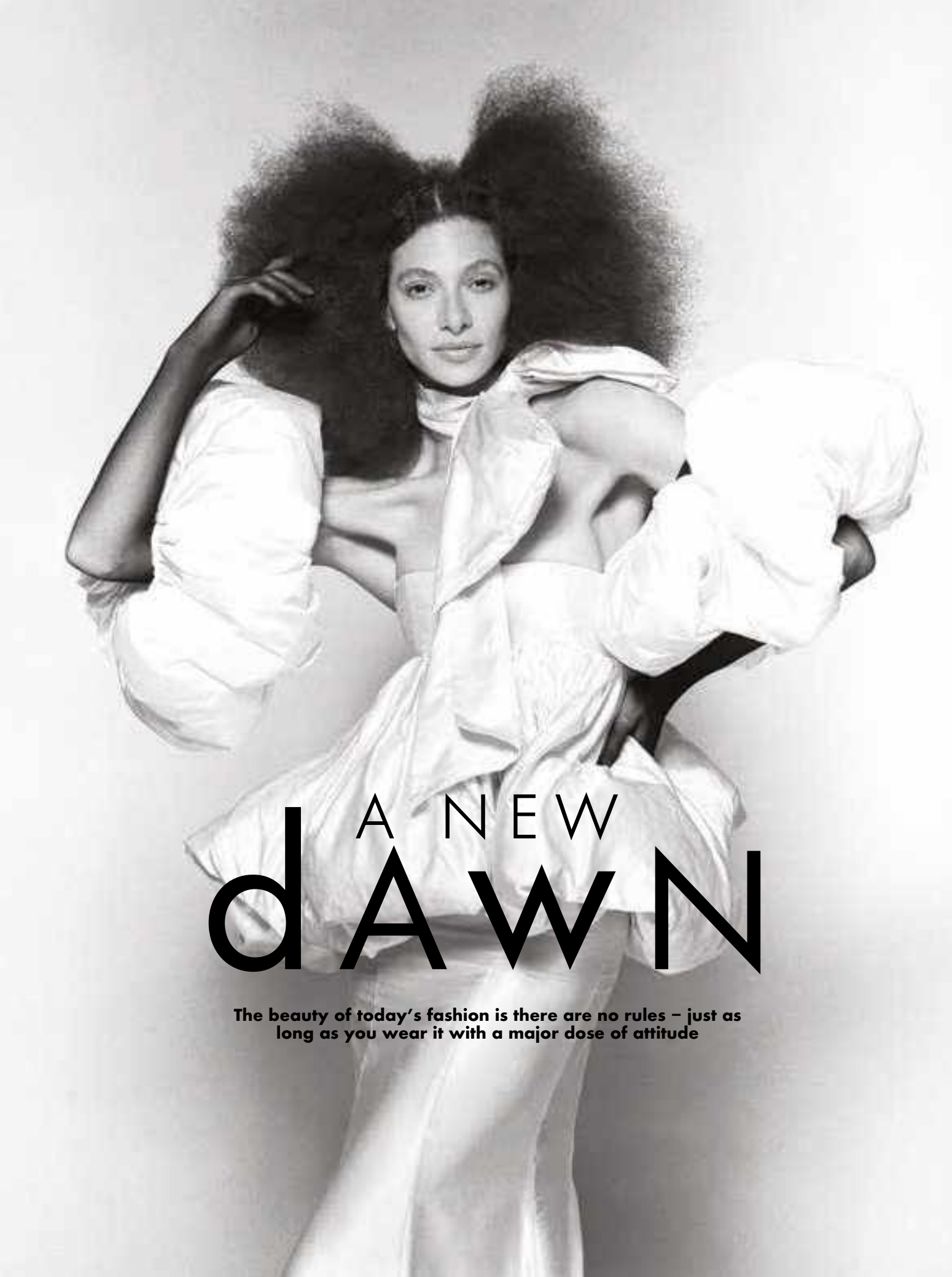






PHOTOGRAPHED  
*by*  
MALAK KABBANI

STYLED  
*by*  
JAIME JARVIS



# A NEW dawn

The beauty of today's fashion is there are no rules – just as  
long as you wear it with a major dose of attitude





OPENING LEFT PAGE:  
Top & cuffs, Chanel;  
Necklace, Dior  
OPENING RIGHT  
PAGE: Dress, Sohee Pak  
THIS PAGE: Dress,  
Taller Marmo; Tights,  
Wolford; Shoes, Manolo  
Blahnik; Earrings, Saad  
Collection





THIS PAGE:  
Top, Richard Quinn;  
Suit, Rejina Pyo; Shoes,  
Manolo Blahnik;  
Necklace, Dior;  
Earrings, Saad  
RIGHT PAGE: Suit,  
Celine; Earrings, cuff &  
necklace, Dior; Shoes,  
Rejina Pyo





LEFT PAGE:  
 Dress, belt & earrings,  
 Alessandra Rich;  
 Tights, Wolford; Shoes,  
 Manolo Blahnik  
 THIS PAGE:  
 16Arlington; Belt,  
 Dior; Shoes, Florentina  
 Leitner; Earrings,  
 Alexandra Hakim





Photography: Malak Kabbani; Styling: Jaime Jarvis; Model: Jordan Rand @ Elite; Hair: Liam Russel; Makeup: Yin Lee using Bum Beauty; Photo assistant: Yousef Sabry.



LEFT PAGE:  
 Shirt, The Attico @  
 Browns Fashion; Suit &  
 shawl, Dries van Noten;  
 Shoes, Manolo Blahnik;  
 Earrings, Saad Collection  
 RIGHT PAGE:  
 Shirt, The Attico @  
 Browns Fashion; Suit &  
 shawl, Dries van Noten;  
 Headpiece, Florentina  
 Leitner



# ENGLISH

The season's confident new stance plays out in a dramatic narrative of volume and proportion. Think oversized coverups and luxe details, where masculine meets feminine, defying conventional and rewriting the rules for an eccentrically, traditional take on Autumn.

PHOTOGRAPHY *by* DANILO SCARPATI    STYLING *by* CAROLA BIANCHI

# SH

LEFT PAGE:  
Trench, 8 Moncler  
Richard Quinn  
Trench in with flowers  
applications, 4 Moncler  
Simone Rocha  
Hat, Gucci  
Boots, Hunter  
THIS PAGE:  
Poncho & dress, both  
Stella McCartney  
Scarf, Maria La Rosa  
Boots, Hunter



# R O S E





LEFT PAGE:  
Shirt & shorts, both  
Emporio Armani  
Belt, DSquared2  
Socks, Dior  
Boots, Hunter  
THIS PAGE:  
Shirt & skirt, both Fendi  
Hat, Gucci



Cape & shorts, both  
Dolce & Gabbana  
Blanket, Hermès  
Socks, Isabel  
Marant Etoile





RIGHT PAGE:  
Jacket & jumpsuit,  
both Givenchy  
Turtleneck, MSGM  
Shirt, Aspesi  
Hat, Gucci  
THIS PAGE:  
Dress, Celine  
Scarf, Maria La Rosa







Photographed by Danilo Scarpati; Styled by Carola Bianchi; Assistant Stylist Maria Vittoria Silvestri; Fashion Editor Charlotte Deffe (ELLE International); Make-up by Giulia Cigolini @ Closeupmilano using Deciem; Hair by Asiro Hoxha @ Closeupmilano; Model Chiara Scelsi @ Women Management



LEFT PAGE:  
Blazer, shirt &  
jeans, all Etro  
Gilet, Alanui Scarf,  
Maria La Rosa  
Boots, Hunter  
THIS PAGE:  
Trench, sweater & shorts,  
all Maison Margiela  
Hat, Gucci  
Scarf, Maria La Rosa  
Boots, Hunter





PHOTOGRAPHED *by*  
MOX SANTOS

STYLED *by* CARMEL  
HARRISON

# CLIMATE CHANG E

THIS SEASON'S  
FORECAST IS  
FOR EASYGOING  
PIECES WITH A  
**HIGH** CHANCE OF  
WEARABILITY





OPENING PAGE: Dress, Goen.J @ The Outnet  
RIGHT PAGE: Jumper, shorts & belt, Dior  
THIS PAGE: Blazer, Malene Birger; Coat & trousers, Loewe







RIGHT PAGE: Top & hat, Givenchy  
THIS PAGE: Dress, top & boots, Fendi; Coat, Loewe







THIS PAGE: Dress, Gucci; Corset, Loewe





PHOTOGRAPHY: MOX SANTOS; STYLING: CARMEL HARRISON; MODEL: MIA © SIGNATURE ELEMENT; MAKE UP: SHARON DRUGAN USING NUDESTIX; HAIR: JORDAN ROBERTSON USING DAYVOE; ASSISTANT: AAGAM KAUR.

E L L E



CHANEL LE LION DE CHANEL

LES EXCLUSIFS DE CHANEL  
LE LION DE CHANEL

*A round-up of* THE TOP BEAUTY AND HAIR TRENDS FOR  
A/W20 + A CLOSER LOOK *at the other masks* YOUR SKIN *will* THANK YOU FOR



# BEAUTY MEMO

THE *latest* MAKE-UP *treasures* TO ADD TO  
YOUR *beauty* CART NOW

COMPILED *by* DINA KABBANI



Paris en  
Fleur,  
Diptyque

## SWEET SCENT OF PARIS

A tribute to the city of a  
thousand faces, this new  
limited-edition candle bursts  
with chypres of fresh rose and  
a flurry of patchouli petals.  
Light up and make staying  
home more appealing  
than ever.



RODARTE

## NEW KID ON THE BLOCK

Like everything  
Rihanna touches,  
her new Fenty Skin  
is gold; three highly  
anticipated products  
- Total Cleans'r  
Remove-It-All Cleanser  
(a daily cleanser and  
make-up remover  
in one), Fat Water  
Pore-Refining Toner  
Serum (a toner/  
serum hybrid that  
reduces dark spots),  
and Hydra Vizor  
Invisible Moisturiser  
Broad Spectrum  
SPF 30 Sunscreen  
(sun protection that  
defends and brightens  
skin). Add to cart now!



Fat Water Pore-  
Refining Toner  
Serum available  
at [fentybeauty.com/fentyskin](https://www.fentybeauty.com/fentyskin)

## Vampire diaries

Nothing spells dark romance like a moody Bordeaux  
lip does (think Winona Rider meets Count Dracula)  
and that's exactly what Rodarte sent out for A/W20  
- gothic brides with blood stained pouts which were  
lined with Nars Precision Lip Liner and filled with the  
matte lip pencil in Train Bleu Velvet for the ultimate 'til  
death do us part look.



## LUXURY LATHER

We've all upped our hand sanitizer game since Covid-  
19 came into the picture, but a good handwash is just  
as important. In a trio of scents, Byredo's hand care line  
offers three able sanitizing sidekicks (kind of like Robin is  
to Batman) that will help fight vigilant viruses away!



Hand Wash, Byredo



Triple Oil  
Balm Make-Up  
Remover  
& Cleanser,  
Sisley

**MAGIC ERASER** Sucker for a balm cleanser? How about one that, in  
one swipe, removes face and eye make-up even those that are waterproof?! Yes,  
Sisley's new butter-like balm magically turns into a lightweight oil then into a milky  
emulsion erasing any trace of morning make-up with Houdini-like efficiency.

IMAGES: SUPPLIED

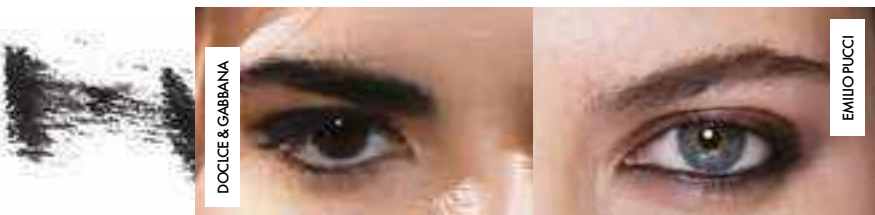
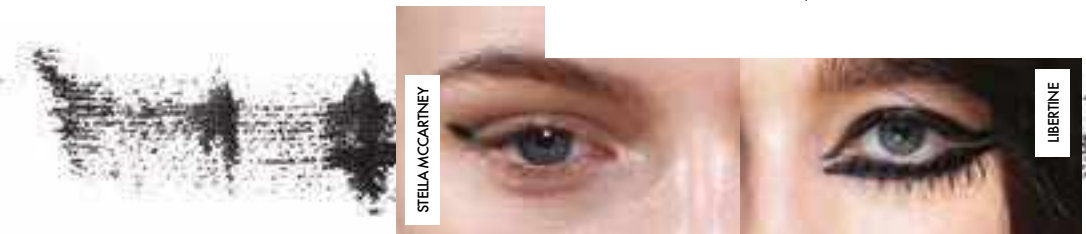
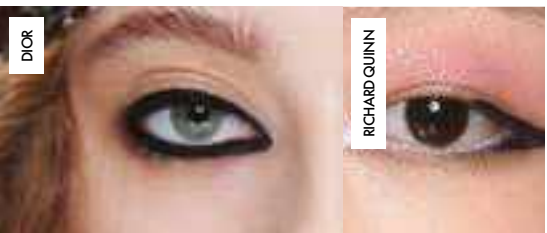
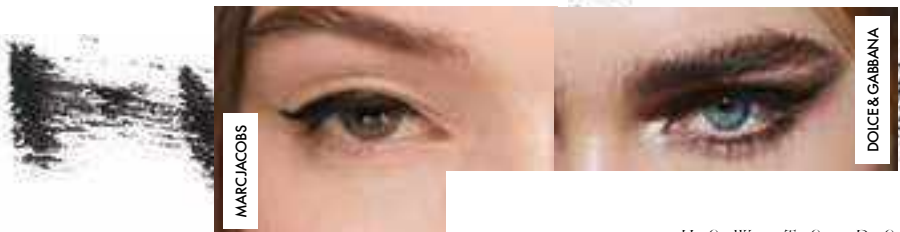
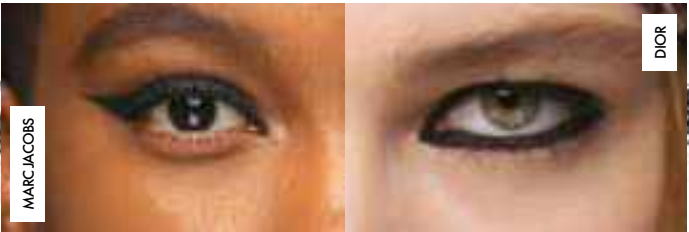


GAMBATTISTA VALLI

# New Beauty

WITH EYE-CATCHING *embellishment and intense shimmer*,  
*make-up is pioneering* BOLD BEAUTY FOR A BRAVE NEW WORLD.

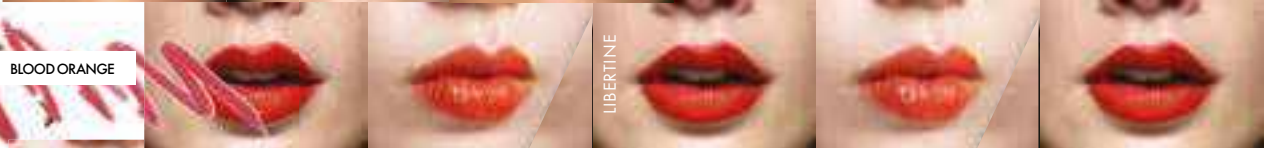
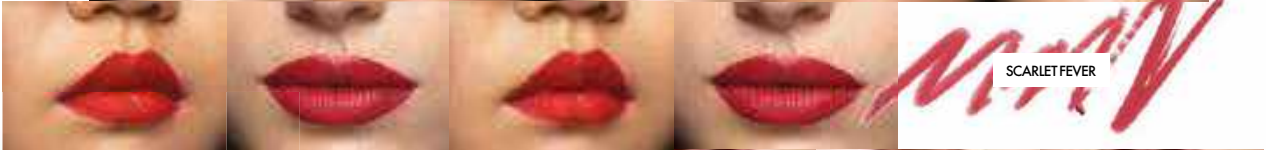




HOW TO DO :

## LOADED LINER

WHETHER YOUR MAKE-UP MOOD IS CINEMATIC SCREEN QUEEN, WITH A REFINED FELINE FLICK, OR HEAVILY-RIMMED GOTH, LAY THE LINER ON THICK THIS WINTER TO ADD DRAMA TO YOUR LOOK. A 'THE MORE, THE MERRIER' MENTALITY, CLASHING ALL MANNER OF PRINTS. (HEY, FASHION NEVER PROMISED YOU A ROSE GARDEN, BUT IT DELIVERED WILDFLOWERS INSTEAD)







THE CLOSE UP:

# The

STELLA MCCARTNEY

# Hair

Jewel-toned streaks with razor-sharp CUTS AND SUPER-STRAIGHT PARTINGS - HAIR GETS GRAPHIC FOR Autumn/Winter 2020.

# Trends

## 1.

THE COLOUR:

### wild STREAK

TIME TO EMBRACE SHOCKING COLOURED STREAKS, LIKE THE FIERY RED AT ALEXANDER MCQUEEN AND DEEP GREEN AT DRIES VAN NOTEN.



ALEXANDER MCQUEEN

THE SILVER HALO



DRIES VAN NOTEN

GOLD STANDARD



LOUIS VUITTON

THE MODERN TIARA

TREND REPORT/2020 Beauty

T  
45MM  
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CHANEL

CHANEL

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45MM  
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45MM  
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OFF WHITE

GUCCI

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ANREALAGE

CHANEL

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MARYLING

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45MM  
I



## 3.

THE PARTING

### TO the LEFT

THE SIMPLE WAY TO LOOK PUT-TOGETHER IN ONE FELL SWOOP? THE DEEP SIDE-SWEEPING PARTING - A FIVE SECOND SHORTCUT TO SLEEK STYLE.



ELIE SAAB



JILL SANDER



LOEWE



VERSACE



T6ARLINGTON

## 2. ON the FRINGE

THE CUT:

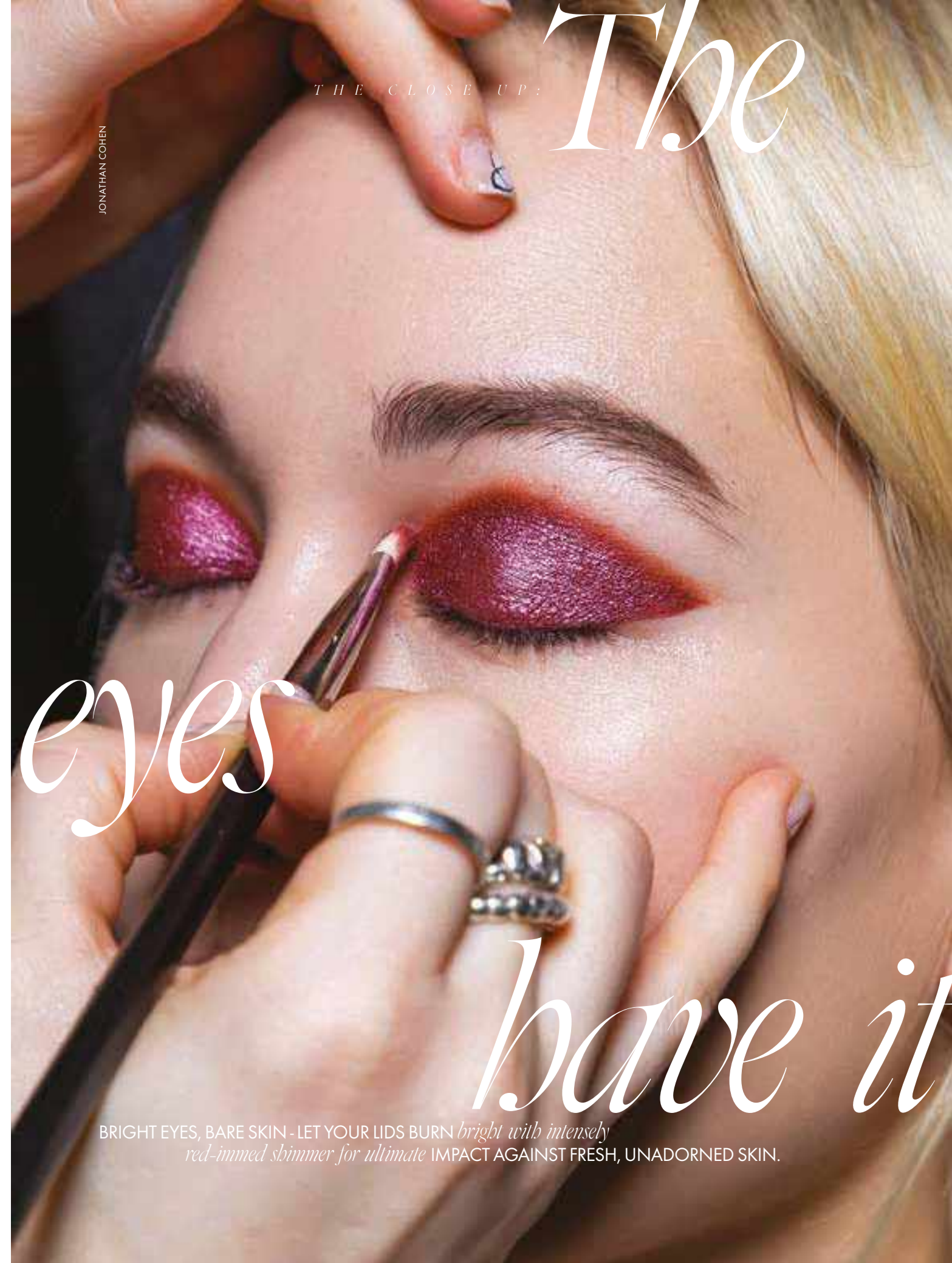
NO RULER NECESSARY FOR THE NEW 'LAISSEZ FAIRE' FRINGE - GOOD NEWS FOR THOSE BRAVING A DIY TRIM. THE ROUGHER, THE BETTER.





THE TRENDS  
*Precious* METALS

BRING THE DARK, DECADENT GLAMOUR OF BYGONE ERAS TO YOUR FACE WITH STREAKS OF METALLIC COLOUR ON THE UPPER EYELIDS. FORGET BRUSHES; FINGERS ARE YOUR BEST TOOL.



THE CLOSE UP:

The

eyes

have it

BRIGHT EYES, BARE SKIN - LET YOUR LIDS BURN *bright with intensely red-tinged shimmer for ultimate* IMPACT AGAINST FRESH, UNADORNED SKIN.

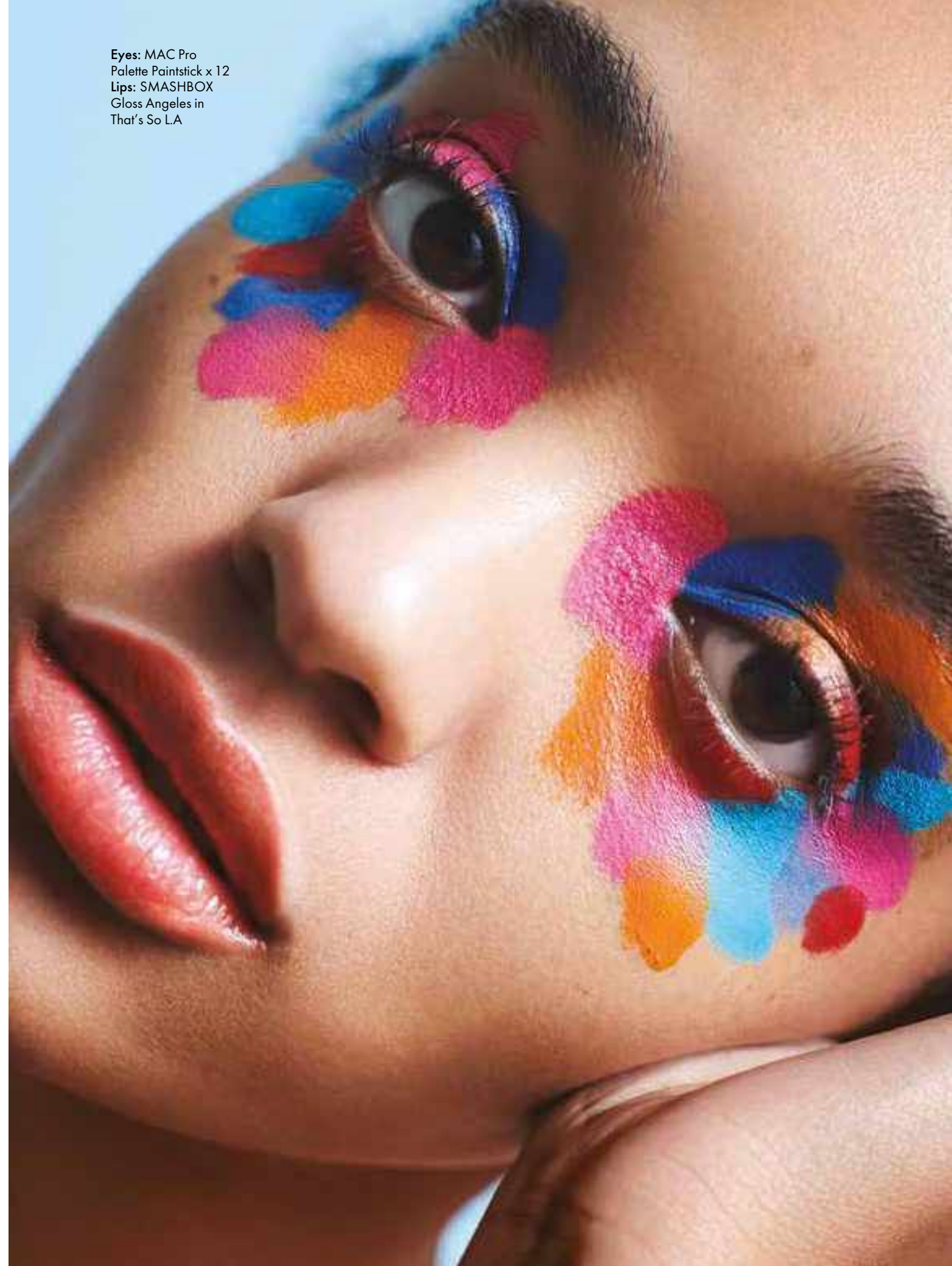


# BOLD BEAUTY

*Embrace color and light with  
vibrant hues that pop on lips, cheeks  
and eyes. Your face is your canvas;  
it's time to express yourself!*

PHOTOGRAPHY *by* ADAM MAYER

Eyes: MAC Pro  
Palette Paintstick x 12  
Lips: SMASHBOX  
Gloss Angeles in  
That's So L.A







Lips: NYX Macaron  
Lippies in Blue Velvet  
Eyes: NYX Pride  
Edition Ultimate  
Shadow Palette



Cheeks & Eyes: MAC Pigment in Rose  
Lips: NARS Lip Gloss in Love Me Do





**Eyes:** Kevyn Aucoin Electropop Pro Eyeshadow Palette in Amp, Impulse, & Hardwire  
**Lips:** Tom Ford Gloss Luxe in 14 Crystalline

Photographer: Adam Mayer (@adamdmayer; adamdmayer.com); Model: Shashi Watters (@shashiox) / Docherty Agency (@dochertyagency); Hair & Make-up Artist: Tonya Noland (@tonyasbeautybox; tonyanolandmakeup.com) / Distinct Artists (@distinctartists); Retoucher: Ana-Maria Nedelea (@ana\_maria\_nedelea; anedelea.com)



**Skin:** Beauty Blender Bounce Foundation  
**Glitter:** MAC Glitter in Grey Hologram  
**Brows:** Glossier Boy Brow  
**Lips:** MAC Amplified Lipstick in Fusion Pink




# Beauty chat with PENELOPE CRUZ


AT 46-YEARS-OLD, THIS MOTHER OF TWO CARRIES HER **SLIM FIGURE** AROUND WITH AN **IRON DISCIPLINE**. PRACTICING CLASSICAL BALLET FOR 17 YEARS, THE MADRILENE ACTRESS ONLY SWEARS BY WELLNESS A **HEALTHY** NUTRITION REGIME, HYDRATED SKIN AND **TRANSCENDENTAL MEDITATION** ARE AT THE TOP OF HER BEAUTY PRIORITIES. HER FAITHFUL NATURE HAS LED TO HER REMAINING **LANCÔME'S** MUSE A DECADE LATER, CELEBRATING 30 YEARS OF THE "TRÉSOR" FRAGRANCE. TODAY, SHE'S WORKING ON THE NEXT PEDRO ALMODOVAR FILM AND WILL ALSO APPEAR IN 355, A FEMALE SPY FILM, 'IF ALL GOES WELL!' LIKE SHE SAID.

**I WAKE UP...** Around 7:30am. I need 7 or 8 hours of sleep. I have breakfast with my family and if it's a school day, I get my two kids, Leo and Luna, ready to leave.

**I START THE DAY...** If I'm not working, I try to exercise in the morning. I take some natural supplements too and an organic protein shake.

 **I HAVE BREAKFAST...** Sometimes eggs, fruit, celery juice, homemade cereals or spelt toast. I love Arabica organic coffee with almond milk. I only have 2 per day, no more.

**IN MY FRIDGE AND KITCHEN CUPBOARDS...** We have lots of organic fruits and vegetables, free range meat and fish. In our cupboards, we have quinoa, pasta, brown rice, coconut sugar, stevia and chocolate. I love eating healthy. I don't follow a particular diet but I love organic, healthy food and my kids also eat the same way.

 **MY SHOWER SAVIORS...** Is a dry body brush. I do it every once in a while, as it helps to eliminate toxins. My make-up artist, Pablo Iglesias, also started using a Jade roller on the set of our last movie and guess what? It really works.


**I CARE FOR MY HAIR...** Almost all by myself! I grew up at my mother's hair salon so I know a few tricks for keeping it healthy. I know how to cut people's hair, colour it and how to do a blow-dry. I did Salma's (Hayek) hair and make-up right before a premiere and the house lost power. So, I had to do it by candle light! It was a tough challenge.


**I STYLE MY HAIR...** Natural. If I'm having a bad hair day, I make it even messier by adding some dry shampoo for volume.

**THE BEST BEAUTY ADVICE I GOT...** Is from my mother. I learned so many things observing her at the salon for all those years and practicing on whoever put their trust in me. I love cutting people's hair!

 **MY MAKE-UP ROUTINE...** I hydrate my skin with the Rénergie Multi-Lift Ultra Cream by Lancôme, then I put on the Hypnôse mascara and some blush.


**IF I'M GOING OUT AT NIGHT...** I'll be bold with strong eyes and a nude lip or do the opposite, red lips and soft eyes.

**MY FAVOURITE FRAGRANCE IS...** "La Nuit Trésor" by Lancôme! It has been my perfume since I was a teenager; this fragrance is 30-years-old! 

 **I LOOK INTO THE MIRROR AND SEE...** Luckily, whatever I'm feeling in that moment.

**TO GET THAT CONFIDENCE...** I did classical ballet for 17 years and it had so many benefits. Now I just do resistance work and a little cardio, around three or four times a week for an hour.

**THE CRAZIEST THING I'VE DONE IN THE NAME OF BEAUTY...** Probably the perm I asked my mother to do on my hair when I was 13 inspired, like many other women, by Julia Roberts.

 **MY LUNCHTIME ...** Vegetables, some protein and a small portion of carbs. I eat very healthy all the time but I don't look at it as if I'm on a diet. I just like being healthy. It's more like a Mediterranean diet but not too many carbs or sugar.

**MY FAVOURITE GO-TO RECIPE...** I love cooking and I've learned so many new dishes using the Thermomix such as a Spanish gazpacho with mozzarella, pomodoro and basilico pasta.

**MY WAY OF UNWINDING...** Sleep, exercise and transcendental meditation. A long massage occasionally is also great.

**MY LAST BEAUTY CRUSH...** The Lancôme Hydra Zen Moisturising Cream-Gel, it's perfect whenever your skin needs a hydration. I use it every day. 

**MY BEAUTY OBSESSION...** I read constantly about nutrition and medicine, especially about hormones. I have learned so much in the last few years from doctors like Habib Sadeghi, Nigma Talib, Valentin Fuster and Dominique Fradin-Read. I'm so grateful for the incredible knowledge they share. I also started to practice transcendental meditation. I did it for years in my twenties and it has really helped.

**MY EVEING BEAUTY RITUAL...** Always cleansing and hydrating before going to bed.

**THE LAST THING I DO BEFORE TURNING OFF THE LIGHTS...** I read and reflect on my day and think about what I am grateful for.

PHOTOGRAPHY: NICO BUSTOS / LANCÔME, WORDS BY VIRGINIE DOLATA



DESIGNER *Narciso Rodriguez* ON HIS RADIANT NEW SCENT AND HIS *passion for fragrances*



*Designer Narciso Rodriguez is a leader in women's fashion and fragrance*

# THE POWER OF SEDUCTION

For over 20 years, Narciso Rodriguez has designed clothes for women, revealing their inner beauty and elegance, admiring their warmth and generosity, embracing their confidence. For his work in fashion, Narciso has garnered innumerable accolades, awards, distinctions and a fan base that extends around the globe from style setters to first ladies. His foray into the world of fragrances has been equally successful, with his first creation, For Her, launched in 2003, setting the stage for another 43 perfumes collaborating with the greatest perfumers in the field.

His newest scent, Narciso Eau de Parfum Ambrée, is the latest in the Narciso line of fragrances that celebrates the powerful art of seduction. As always, the designer's signature musk lies at the heart of each fragrance. Colour is a significant element: each fragrance's hue is bold and singular. The vivid red of Narciso Eau de Parfum Rouge signals passion while the tender blush of Narciso Eau de Parfum Poudrée signifies the extremes of seduction. The original Narciso Eau de Parfum, a warm stone-white, alludes to the mythical romance that led to its creation. With Narciso Eau de Parfum Ambrée, he celebrates the brilliant women who have inspired him throughout his life by offering them the warmest, most luminous variation yet of Narciso. The designer envisioned a radiant fragrance expressing the mysterious alchemy of attraction, collaborating once again with the perfumer Aurélien Guichard to capture the inspiration of a woman's golden freckled skin radiating with the warmth of the sun. ELLE Arabia got a chance to speak to Narciso Rodriguez about his passion for designing fragrances, his inspiration and role model, and his latest scent...

*Laurijn Bijnen is the captivating new face for the fragrance, as captured by photographer Viviane Sassen*



*“Laurijn possesses the QUALITY that I most ADMIRE and find inspiring, grace”*



Above: Perfumer Aurelien Guichard has collaborated with Narciso Rodriguez on several creations  
Left: The signature bottle - a sleek glass cube - takes on a rich amber glow. Available in 30, 50 and 90 ml

**On his career in fragrances** It was always a dream of mine to create a fragrance. From a young age I was very aware of fragrances and their luxuriousness. How they made you feel, the design of the bottle, the magic of the scent as well as the beauty of the process of perfuming oneself. It was an exciting challenge and one that I had thought a lot about before actually “designing” this dream fragrance. When they approached me to discuss the possibility, I knew it was a great company to partner with to make my dream a reality.

**On his passion for fragrances** I love many types of fragrances, extracts, oils and flowers. I am also fascinated by abstract ideas about what scents could be, for example, what the sensual feeling of sun on a woman’s skin would be...

**The inspiration for the new Ambrée Eau de Parfum** The inspiration for the fragrance is the sensuality of a woman’s skin in the sun... That golden, magical hour in the early evening when the sunlight makes everything look perfect and beautiful. How sensual that light is and how beautiful it could be if it were to be made into a fragrance.

**Choosing the ingredients for Ambrée Eau de Parfum** Orange blossom, tiaré, and ylang ylang are the main notes that envelope the heart of musk in a warm and radiant way. Orange blossom has become an important part of the fragrance collection’s DNA. I always find it to be intoxicatingly beautiful in a fragrance, especially when combined with musk and other white floral

scents. When I searched for that feeling of light radiating on the skin warmly, orange blossom became a key ingredient to the fragrance. The other ingredient that became equally as important was amber for its rich, warm and exotic radiant quality. Both fused to create the magic I wanted to capture in this new fragrance.

**On working with perfumer Aurelien Guichard** I met Aurelien in 2009 and have collaborated with him on many fragrances on both the for her collection and the Narciso collection. He has a great understanding of my abstract ideas and brings incredible finesse and creativity to each scent and our ongoing conversation. I feel fortunate to work with a brilliant creator that pushes boundaries in an original and artistic way. He really understands who the Narciso Rodriguez woman is and how sensual the soul of each of our fragrances needs to be. He is truly a master, especially when it comes to working with musk.

**On Laurijn Bijnen as the face of the Ambrée fragrance** Laurijn is a rare beauty but she also embodies a modern woman - a women of strength and character, a timeless kind of beauty that goes beyond the superficial and becomes true inspiration. She possesses the quality that I most admire and find inspiring, grace.

**The type of woman that would wear Ambrée** Self poised, confident, cool and sensual. There is a great warmth and sultry amber quality that feels like the kind of scent women in the Middle East would appreciate. There is such a rich history of fragrance in the Middle East and I find that women there truly love fragrance and the joy of perfuming oneself. They appreciate fragrances in a unique way that I find inspiring.

**On his first fragrance** The original “For Her” was my first fragrance and a true labour of love. I worked on it and thought about it for a long time before it came to life. It is my “first child” and therefore holds a special place to me.

**What the future holds** This is such a great period of change and planning for the future. I am working on many new and exciting ideas for fragrance which I will keep secret until the time is right.

**Quote to live by** Never say never!

**His idol** Cristobal Balenciaga is a personal hero - his work was revolutionary during his day and continues to be a source of inspiration.

**A few words to ELLE Arabia readers** I am sending sincere thanks for all of their love and appreciation of my work. That work is made with love and appreciation, especially for them!

### *Anatomy of a Fragrance*

With the latest Narciso Eau de Parfum Ambrée, the original amber note is magnified, blending a uniquely potent vanilla into an absolutely rich texture. Their warm facets wrap the composition in a golden veil, letting the amber accord shine through, amplifying Narciso Rodriguez’s sultry signature musk. Exotic tiaré flower and ylang-ylang from Madagascar – a luminous, yet deep and captivating floral note – add their warm glow. A touch of salt alludes to the scent of sunlit skin. Sleek, smooth cedar reflects the elegant woody signature of the Narciso range.



PHOTOGRAPHED *by*  
ADAM BROWNING HILL

BROWS *by* YARA AYOUB BENEFIT  
COSMETICS' REGIONAL BROW ARTIST

MAKE-UP *by* SARAH  
SEQUEIRA FOR BENEFIT  
COSMETICS

# BRIGHT IDEA

BALMY TEXTURES,  
*A-grade pigments*  
AND A DEWY  
FORMULA -  
MEET BENEFIT  
COSMETICS'  
*lipstick equivalent*  
OF THE PERFECT  
WHITE T-SHIRT;  
*endlessly versatile*  
AND FRESH,  
YOU'LL *never*  
*want* TO TAKE  
IT OFF!

## CALIFORNIA KISSIN'

### Step 1

For a natural, full and feathered brow look, the only tools you'll need to arm yourself with are a clear brow gel like Benefit Cosmetics' 24-Hour Brow Setter Clear Brow Gel and an ultra-fine microlining brow pencil like Precisely, My Brow Pencil. Start off with the pencil and brush your brows using light, short, upward strokes to create super-thin, hair-like strokes wherever you have gaps. Alternate the pressure between each stroke for more dimension. Next, brush the brow gel through your brows in an upwards motion from start to end to get those brows looking fluffy and feathery. Not only will this make your brows look fabulous, but it will give them that extra bit of dimension!

### Step 2

One swipe of Benefit Cosmetics' new moisturising lip balm, California Kissin' Colorbalm, treats lips to a burst of vibrant, high-payoff colour with up to 8 hours of hydration. Apply generously to your pout and watch it deliver the shine of a gloss, while hydrating like a balm to keep lips plump.

Arches missing a little something? Benefit Cosmetics' brow products will do the heavy lifting for you

STYLING: DINA KABBANI; MODEL: RAVILEEN VARGHESE @  
SIGNATURE ELEMENT; HAIR: JACQUES LA COUPE SALON





Best for... PERFECT APPLICATION  
The Facial Treatment Brush, May Lindstrom

Best for... PROBLEM SKIN  
Love + Charcoal Masque, One Love Organics

Best for... TRAVELLING  
Face Mask, Dr. Barbara Sturm

Best for... SKIN DETOX  
Instant Detox Mask, Bobbi Brown

Best for... HYDRATION  
Avocado Nourishing Hydration Mask, Kiehl's

Best for... INSTANT RESULTS  
Black Rose Cream Mask, Sisley

Best for... BRIGHTENING  
Skin Perfecting Mask, Dr Sebagh

Best for... DULL COMPLEXIONS  
Blue Diamond Resurfacing Peel, Omorovicza

Best for... OVER NIGHT MAGIC  
Calming Midnight Mask, Albyn Beauty

Best for... FINE LINES  
Renaissance Mask, Oskia

# HELPING *hand*

BEYOND HEAVY moisturisers AND supercharged SERUMS, A GREAT MASK IS THE FASTEST WAY TO *breathe life into* ANY lackluster COMPLEXION

ELLEWORD

# Fay Afghahi

RUNNING AN *international* BEAUTY AND WELLNESS COMPANY *is a dream come TRUE* FOR FAY, WHO JUGGLES HER GROWING BUSINESS, A BUSTLING HOME LIFE, AND *her passion for* FITNESS

You would be forgiven for thinking that Fay Afghahi is a model for her brand, and not the Founder and Director of KeraHealth. Specialising in solutions for healthier hair, nails and body, the company is the natural culmination for Fay whose career trajectory took her from PR & Marketing in Geneva to Dubai, where she embarked on a 15-year career in the media industry focusing on beauty and fashion. While her work took her around the globe, when home she would focus all her time and energy raising her two children – now 16 and 18 – and embarking on a fitness- and nature-based lifestyle. “Wellness is a concept that incorporates all the elements that are important to us as human beings. Health, happiness and living balanced and fulfilled lives.” It’s that philosophy that eventually led Fay to launch KeraHealth and to use the platform as a means to educate consumers and promote a message of wellbeing. In a round of ELLE Arabia’s word association game, Fay talks about finding her purpose, the importance of helping others and the benefits of eating apples!



START

YOUR FIRST WORD IS...

The absolute center of my universe. I never put anything above my **kids**; I would unequivocally cancel work trips, fashion week attendances, dinners, parties, whatever if my kids had something important going on like exams or dance recitals and needed me to be with them. I believe that my professional worth is reflected through performance not attendance. My family is and will always be my number one priority.

I cannot express how much I love my **work**! It took me 45 years to understand what I really wanted to do; setting up KeraHealth Beauty Thru Wellness has been the most exciting, challenging and gratifying thing I have ever done. This project means so much more to me than just making a living; my aim is to continue growing a community that is a platform for people to share their beauty and wellness issues or ideas, and where we can help educate towards a healthier, more balanced lifestyle.

# HAPPINESS KIDS COMMUNITY WORK HEALTH

I truly believe that **happiness** is a gift. Everyone has things in their lives they can be happy about but unfortunately not everybody knows how to be happy. I always tell my kids, knowing how to be happy is a gift - if you can be happy and enthusiastic for the simplest things then your life is blessed.

With age I have an ever-increasing sense of **community** - the way in which my actions can impact others and why it is important to play an active role in promoting community and educating whenever possible. Our worth is measured by the way we behave, nothing else.

KeraHealth Hair Supplements - I take them daily, as not only has it solved my hair shedding problems but the super-antioxidants in the formula act as great stress adaptogens that help with my anxiety and give me great energy. I love apples and their **health** benefit. I really believe an apple a day keeps the doctor away! Not only does the pectin fiber rich fruit regulate blood sugar levels, but it also boosts metabolic levels.

“Our ‘KeraHealth 360 Hair Health Plan’ includes all the products that reduce hair loss and promote strong, healthy hair naturally”

“My make-up bag is full of a real clean beauty brand, Chado cosmetics, made in Switzerland. Natural colours, great care products and all totally clean”

IMAGES: SUPPLIED





## Fatima Batook THE VANITY DIARIES

THE SAUDI *Female* FITNESS  
PIONEER ON DEALING *with stress*  
AND *why* MICELLAR WATER IS HER  
HERO SKIN *product*

**I WAKE UP AT...** Dawn to start my day with meditation and my spiritual practice so that I can have a clear mind for the full day ahead of me.

**THE FIRST THING THAT PASSES MY LIPS IS...** Water and lots of it. People might find this crazy but I don't start my day with coffee and I don't feel the need to have caffeine at all. I can function with water to start off and a vigorous workout to get my blood circulating.

**THE LAST THING THAT PASSES MY LIPS IS...** Water as well. I have no specific ritual, but sometimes I'll have some chamomile tea in the evenings.

**MY MAKE-UP ROUTINE...** Starts with moisturiser then my Kiehl's BB Cream that has a slight tanned tint to it to give my face some shine. Then it's a light peach blush and Kajal black eyeliner to finish the look.

**MY EXERCISE ROUTINE...** I love to change it up, always striving for progression in different ways; there are early mornings where I will do an intense 45 workout like HIIT, Spinning or Power Yoga and other mornings I'll crave something more low impact that focuses on my core like practicing inversions.

**WHEN I LOOK IN THE MIRROR, I SEE...** A

powerful, determined woman who has a higher purpose in life and that exceeds her own personal goals.

**MY WORST BEAUTY HABIT IS...** Eyelash extensions; I got so used to them even though I do the extreme subtle ones. They've saved me so much on mascara and just make me feel more feminine.

**THE LAST BEAUTY ITEM I BOUGHT...** Shaba Complex Eye Serum from Drunk Elephant.

**MY BEAUTY CABINET IS ALWAYS FILLED WITH...** Moisturisers, body lotions and lots of micellar water.

**MY GREATEST BEAUTY DISCOVERY...** Cetaphil Face & Body Moisturiser; great for travel to save on space - I just use one product for both face and body.

**MY BODY IS...** Healthy fit and always improving. Beautiful in all its phases.

**MY BIGGEST BEAUTY INDULGENCE IS...** A traditional mani and pedi of course!

**TELL US A BEAUTY SECRET...** I don't use face wash! Only micellar water and make-up wipes to clean then I moisturise. To be honest, I feel face washes irritate the face and remove all the natural oils that restore the skin's natural shine.

**I DEAL WITH STRESS BY...** Breathing. I use many different breathing techniques to help me deal with stress and anxiety; it's truly the secret to life. The connection between the body and soul, once that is restored and regained with a breath, makes everything fall into place and then we can accept anything that happens to us.

**THE LAST TREATMENT I HAD WAS...** I did a home treatment using the Rose Gold Face Mask from Masque Bar.

**THE NEXT TREATMENT I WANT IS...** Definitely an exfoliating facial with rejuvenating creams.

**THE BEST BEAUTY ADVICE I HAVE EVER RECEIVED...** Your beauty is a reflection of what's going on inwards; drink a lot of water, eat lots of fruits and vegetables, worry less and happiness will vibrate inside out.

IMAGE: SUPPLIED

E L L E

LIFE



PHOTO BY JURE URSIC PHOTOGRAPHY

THERE'S *No Place Like Home*. DOROTHY'S WORDS OF WISDOM HAVE NEVER BEEN TRUER THAN NOW, WHEN WE LEARN TO APPRECIATE WHAT WE HAVE AND THE TRADITIONS AND HISTORY OF *special places, pieces, people*. THERE'S ALWAYS ROOM TO DREAM AND HOPE, HOWEVER, AND WE BRING YOU OUR EDIT OF THE *top places on our wish list* AS SOON AS TRAVEL IS AN OPTION AGAIN!



O N

FROM THE  
ICY *wilds* OF  
SWEDEN TO  
NEW ZEALAND'S  
*North Island*,  
HERE ARE THREE  
ROAD *trips to*  
*add to* YOUR  
BUCKET LIST FOR  
WHEN TRAVEL  
IS *back on the*  
AGENDA

T H E

R O A D

COLLAGES by GUS &amp; STELLA

## FROZEN NORTH

*The Route:* Östersund to Åre Björnen, Sweden  
*The Distance:* 85km  
*Start In:* Östersund

Pocket-sized Åre Östersund airport, roughly an hour's flight north-west of Stockholm, is your gateway to the bold mountain vistas and eerie Scandi-noir beauty of Åre. It's one of Sweden's most glamorous ski areas, within which you'll find the tiny town of Åre Björnen. As well as being fantastic for skiing, Åre is an all-round winter destination with activities including spas, a chocolate factory, igloos and dog sledding.

You'll cruise along the E14, past frozen lakes as frost crystals glint in your headlights and smoke drifts from wooden houses painted russet red and mustard yellow. If you see a moose, stop: it's their right of way. If you see soccer hero Zlatan Ibrahimovic, press on: he's probably off to his villa in the mountains.

The lodge is Scandinavia's largest wooden construction

### *The Pit Stop:* Northern lights

In Åre, you're so close to the Arctic Circle that you can see the northern lights between September and April (if your luck is in). A spectacular display can also be seen at Tännforsen, a further 20km west of Åre, where you can stroll terrifyingly close to Sweden's largest waterfall. Instead of heading back to Björnen, go 5km further to detour up to the former copper mine Fröå Gruva. The cafe, which dates back to the 1920s, is the perfect spot to indulge in fika – the name for a delicious Nordic coffee and cake break.

### *The Finish:* Copperhill Mountain Lodge

The 112 pine-clad rooms of Copperhill Mountain Lodge, 10km from the region of Åre, are built around a cavernous central atrium. Stay snug on a faux-fur-blanket-strewn sofa, with a glass of Swedish Hernö Gin in hand. If you have 15 like-minded mates, you could rent the 16-person villa, set apart from the hotel. Do choose gröt for breakfast – Copperhill's own organic porridge with cinnamon and apple. Despite the name, it tastes sublime.  
[copperhill.se](http://copperhill.se)

The spa at Copperhill Mountain Lodge (named Europe's best) offers panoramic views of the Åreskutan mountain range



## WORLD of WONDER

*The Route:* Auckland to Wellington, New Zealand

*The Distance:* 80km

*Start In:* Auckland

Setting out from Auckland, where the city meets the sea, it doesn't take long to shed any urban tendencies as you make your way east, hugging the dramatic Firth Of Thames bay. You're beelining for the coastal enclave of Coromandel, a worthy 2.5-hour detour before you make your way south, due to its hyper-white sand beaches and plethora of hidden coves. If you time it right, you can dig for naturally heated water springs at Hot Water Beach.



QT Wellington isn't a regular hotel, it's a cool hotel



The must-see Pohutu Geyser in the Whakarewarewa Thermal Valley

*The Pit Stop:* Rotorua and Taupo

It's then on to Rotorua, three hours south of Coromandel. The town is famous for good reason – it feels like all the best bits of New Zealand exemplified: extreme natural wonder (care of its bubbling mud pools and erupting geysers, including the Pohutu Geyser, which does so several times a day), paired with an acute awareness of the indigenous Maori culture. Temper the tourist sights – and shake off any restlessness from the drive – with some time spent off the beaten track: another hour south is Lake Taupo, the country's largest. On the opposite side lies Tongariro Alpine Crossing, tipped as one of the world's best hikes. After the challenging day-long pilgrimage, you're rewarded with sweeping views of emerald lakes and towering volcanic mountains. Keep your eyes peeled for steam vents and lava flow.

*The Finish:* QT Wellington

From there, Wellington lies at the end of a five-hour stint (though in these parts, the long way around is always encouraged). With a food and coffee scene to rival that of Melbourne, the capital is also New Zealand's cultural hub. As with most QT outposts, the mood at QT Wellington is irreverent, and the art that lines the walls doesn't take itself too seriously either. The NZ national museum Te Papa is quite literally across the road, and while there are no fewer than three in-house restaurants, it would be remiss not to venture out to many of the worthy eateries that line the city centre below. Noble Rot and Ombra excel at wine and small plates, while Apachè is beloved for its Parisian take on Vietnamese. Make sure you head to Nikau Cafe for brunch the next day.

[qtbhotels.com/wellington](http://qtbhotels.com/wellington)

WORDS: SUSAN WARD DAVIES TOM HOKAN, ELLE MCCLURE PHOTOGRAPHY: UNSPLASH & GETTY IMAGES

## The SCENIC ROUTE

*The Route:* Lausanne, Switzerland, to Lake Maggiore, Italy (via Chamonix, France)

*The Distance:* 375km

*Start In:* Lausanne

Taking you from Switzerland, around Lake Geneva and through France, over the Alps and down towards picturesque Lake Maggiore in Italy, this route has everything. Expect to pass by lakes, vineyards, villages and all the forts and castles of the Aosta valley. Plus, you'll be starting in beautiful Lausanne, a small city right on Lake Geneva. Take note: you'll need to keep your eye on the road as it hairpins up towards Chamonix and back down again. Sometimes the road can be icy or snow-covered and tricky to navigate, but it's worth it. It's best tackled in the spring or summer, but if you do plan a winter trip, make sure to get snow chains on your tyres – you'll need them.

*The Pit Stop:* Chamonix

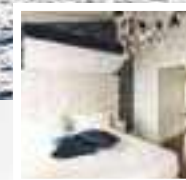
After leaving Lausanne, head east around the lake, stopping for a coffee at Le Baron Tavernier Hotel's Le Deck in Chexbres, a huge outdoor terrace overlooking Lake Geneva, before tackling the mountain road to Chamonix. Here, take the cable car to Aiguille du Midi, the 3,842m peak in the Mont Blanc massif. Cross the border into Italy, stopping for lunch at the medieval village of Ricetto, where Ristorante il Torchio 1763 serves rustic treats such as grilled red mullet. Press on through to Stresa on Lake Maggiore. As a final treat, take a boat to the impossibly pretty Borromean Islands.

*The Finish:* Hotel Belvedere

Lake Maggiore is a suitably scenic and chilled journey's end. It's not as busy as nearby Como, where the Clooneys have their villa, but it's still touristy enough to make an island hotel preferable to one on the mainland. Hotel Belvedere on Isola Pescatori (fishermen's island) is romantic, with polished-wood floors, original beams, statement wallpaper decorated with fish, as well as breathtaking views of the lake and mountains beyond. Enjoy a sunset cruise, followed by a candlelit dinner on the terrace. [belvedere-isolapescatori.it](http://belvedere-isolapescatori.it)

Enjoy cocktails and dinner by Lake Maggiore

Hotel Belvedere's classic Italian restaurant focuses on fresh seafood



The majestic Mont Blanc overlooks the Chamonix town centre



## WHAT TO *Pack*

GET THE MOST *out of your* WINTER *adventures* WITH PIECES *that work* HARD AND LOOK GREAT! DON'T FORGET *your* SUNGLASSES *and* HAT *for the sun's* GLARE, AND A SERUM TO KEEP *your skin* *fresh* AND HYDRATED.



Sunglasses, Fendi



Sorrento sneakers, Dolce & Gabbana



Jeans, Frame Denim



Luggage, Tumi



Cap, Balenciaga



Sweater, Marc Jacobs



Cardigan, Thom Browne



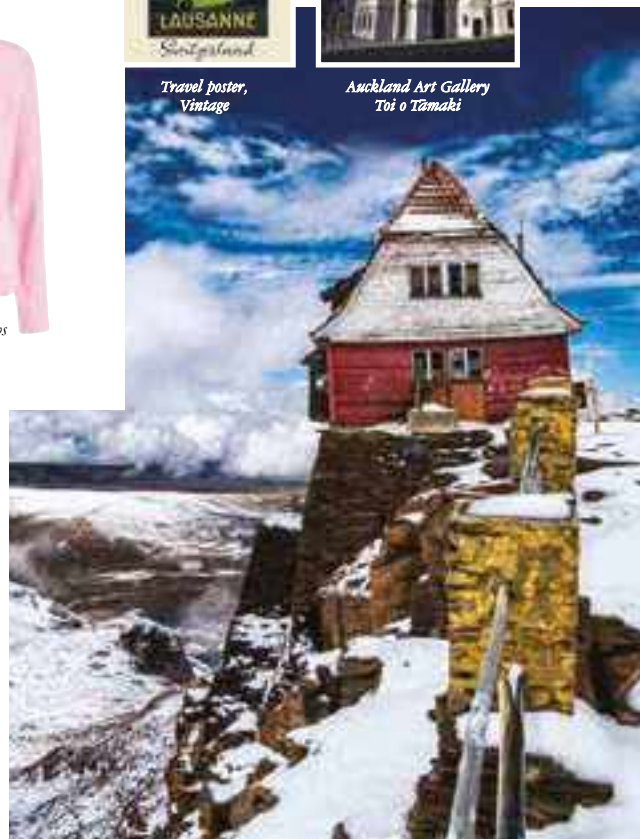
Lucent Facial Concentrate, Aesop



Travel poster, Vintage



Auckland Art Gallery  
Toi o Tāmaki



## The ARAB ROCKET Lady

SAUDI-AMERICAN *Mishaal Ashemimry* IS CERTAINLY REACHING FOR THE STARS. AS THE FIRST GCC FEMALE *aerospace engineer* SHE HAS PUBLISHED *research* for NASA; WORKED ON 22 *rockets*, STARTED HER OWN ROCKET COMPANY AT 26, AND BECOME A *commercial pilot*. OH, AND IN HER SPARE TIME, SHE *encourages women* around THE WORLD TO *chase their* DREAMS. ELLE ARABIA SPOKE WITH THIS *force of nature* ON WHAT IT'S LIKE TO *live out* YOUR DREAM

WORDS by NAJLA MOUSSA

If you ask a child, 'what do you want to be when you grow up?' The answer usually inspires ambitious answers. A detective, a pilot, an astronaut. Unfortunately, most kids' career aspirations change as they get older and experience more of the world. Not Mishaal, who flew a plane before she drove a car. "My dad was a pilot and so the love of aviation and to roam the skies freely runs in my blood. Soaring high in the sky is like therapy for me."

At the age of six, she started dreaming about heading into space. "I used to gaze at the sky in the Onayza desert in Saudi Arabia, and wonder about the stars. I realised the only way to satisfy my thirst for knowledge about the moon, stars and the planets is to go out there and see them for myself. It only seemed logical then to be the engineer that designs the rockets to get me to space – hence aerospace engineering," she says.

Building a career in a field that is traditionally reserved for men means encountering cultural and gender stereotypes at many turns. When she was 15, a teacher overheard her talking about being an aerospace engineer and told her that women belong at home. In the early days of her career, she was initially dismissed by senior engineers for her gender and youth. She recalls many instances when she had to deal with jealous or chauvinistic colleagues. "While there are many supportive and inclusive males in the engineering industry, every woman will encounter some resistance by a male colleague. Like any other field, it can get a little competitive, so I don't take it personally. I have seen on jaws drop once I started presenting my designs and predictive analysis on the rocket – because it makes them realise that science and the merit of

your capabilities transcends their views on women and age." For those who still doubt themselves, Mishaal has this to say: "The only limitation you have is the one that you impose on yourself. What people say cannot limit you. In the end, you're the one that decides to listen to them or to move forward. It's your responsibility." As an Arab female that builds rockets and dreams of being an astronaut, Mishaal is excited about the UAE's mission to Mars. "I'm thrilled

for them. It's about time that an Arab country contributes to space science. Their success will be a success for us all. I hope this mission is the start for Arab countries to build and launch a rocket from Arab soil in the near future."

Mishaal's determination has garnered her many fans on her social media platforms, which she uses to speak about her work and experiences in the hopes of encouraging youth to pursue their dreams. "Being a role model for women in Saudi, in the region

and around the world is a privilege like no other. I am proud to empower them to join STEM fields, when many of us have been taught that those careers were traditionally for men. "I certainly hope that my life's work has influenced women enough to recognise that having a hard time does not constitute an impossibility, rather it signifies the need to push forward. In doing so, all the trailblazers would contribute to the transformation of the industry to one that not only welcomes women but enables them to thrive and prosper in their fields."







Above: Monsieur Dior admiring the Chateau and the views from his fields: Left: Roses are picked and gathered to make the house's perfumes

# A LAND of DREAMS

THE CHÂTEAU DE LA COLLE NOIRE WAS TO BE *Christian Dior's last haven OF PEACE and inspiration. We take a look at how THE HOUSE OF DIOR IS BRINGING THE COUTURIER'S dreams back TO LIFE.*

Set in the heart of the Pays de Fayence, not far from Grasse, Christian Dior fell in love with the majestic Château de La Colle Noire and its fertile grounds. The castle, built in the 19th century, had passed through many owners and was in dire straits having been neglected by its former tenants; nevertheless, the nature-loving couturier was utterly spellbound by the property which he purchased in 1951 and spent years lovingly renovating.

When Christian Dior decided to make the Château de La Colle Noire his Provencal retreat, he was celebrating the family soul in the South of France. The perfume of the Rosa Centifolia flowers recalled the rose garden at "Les Rhumbs" villa in Granville where he had spent his childhood. But far from the rainy skies of Normandy, everything was light, wonder and a source of inspiration, for it was at the Château de La Colle Noire that the couturier dropped his mask, sketching to the sound of the cicadas' concert, among pathways of white jasmine. He wrote, "I think of this house now as my real home, the home to which, God willing, I shall one day retire, the home where perhaps I will one day forget Christian Dior, Couturier, and become the neglected private individual again." With a clear sense of purpose, he set about a complete renovation of the castle and its grounds in neo-Provencal style. While celebrated architect André Svetchine conducted the principal renovations, Christian Dior himself entirely redesigned and created the entrance to the house. From the "cool room" to the "guest rooms," the castle reflected his eclectic tastes, ranging from the 18th century to romantic interiors augmented with occasional furniture and jardinières.





grounds. "I have spent the day among my vines, inspecting the future grape harvest." In addition, to the castle's renovations, the garden became a veritable Eden, crafted by his own hand, and designed to reawaken childhood memories of "Les Rhumbs", the family home in Granville. Planted with thousands of trees, May Roses, Jasmine Grandiflorum and other fragrance flowers cultivated on Grasse terroir, these scented green hectares embodied an ideal for the avenue Montaigne couturier-perfumer.

Christian Dior would not live to see the renovations completed, but it was here that he would write his autobiography, "Dior by Dior." He wrote, "I am in fact at Montauroux as I write these last lines: fate has brought me into the calm and peace of the Provençal countryside to put the finish to my work. Night is falling and, with it, infinite peace." Once again, the property would pass through many hands, not all of whom would extend to it the time, care and love it needed to thrive. Until, that is, in 2013 when the Château de La Colle Noire finally become a Dior property again.

#### MAGNIFICENCE RESTORED

In 2015, Christian Dior Parfums began major renovation works aimed at preserving and enriching this element of Dior's heritage, which is deeply rooted in the culture of Grasse flowers and perfume. From the grounds to the ornamental pond, and from the guest rooms to the reception rooms, the Château de La Colle Noire once

again came to life. The Provençal salon, the entrance hall and Monsieur Dior's office, as well as the Egyptian room, were all returned to their original state, while the newly created Chagall, Bernard, Picasso and Dali suites were designed by the decorator Yves de Marseille, in the style appreciated by these artists.

In addition to renovating the property, the house is reviving the fragrance flowers of Grasse. May Rose, Jasminum Grandiflorum, mimosa, tuberose and bitter orange:

*"Miss DIOR was born of those Provençal evenings, alive with fireflies, where young JASMINE plays a descant to the melody of the NIGHT and the land"*  
Christian Dior 1954"

#### PEACE & INSPIRATION

Often seeking refuge in the idyllic retreat, the Château de La Colle Noire became a place dedicated to the arts and to good taste, attracting his artist friends and housing his creative passion. A great host, Christian Dior often received friends there and was renowned for his pantry that housed oyster forks, crystal preserve jars and coffee cups and saucers decorated with a fleur-de-lys motif, as well as golden finger bowls and Christian Dior monogrammed silver menu-holders, which sat alongside crystal flutes and eighteenth century Burgundy grape glasses. A peek at the Château de La Colle Noire visitors' book, from August 6th 1956 to August 28th 1957, reveals fifteen pages filled with autographs and drawings by Christian Dior's guests, who were a combination of artists, prominent women and close colleagues. When not entertaining, creating, or writing, the couturier would lose himself in the beauty of the

**2006**  
The year François Demachy was named as the house of Dior nose.

**350 m<sup>2</sup>**  
The size of the new perfume laboratory created by LVMH at the Fontaines Parfumées site in Grasse.

**15 years**  
The life expectancy of a rose bush.

**10 to 20**  
Kilos, the daily rose harvest of one flower-picker, who must ensure that the flower is picked below the calyx.

**50 to 100**  
Absolutes are contained in a Dior perfume.

**300,000**  
The number of roses required to make one kilo of Absolute.



in Grasse, certain names create bouquets of sensations. Lulled by the winds, this land enables the flowers to develop the best of their fragrant qualities. "Miss Dior was born of those Provençal evenings, alive with fireflies, where young jasmine plays a descant to the melody of the night and the land," Christian Dior wrote in 1954. Although Grasse used to produce 5,000 tons of flowers every year until the 1940s, annual production since 2000 has been limited to a few hundred tons. However, thanks to passionate growers who endeavor to keep their generations-old family secrets alive, and to the great perfume houses such as Dior, this terroir, the only one of its kind in the world, continues to shine. Two growers in particular, "Domaine de Manon" and "Clos de Callian," have become the house of Dior's exclusive fragrance partners, demonstrating their vital expertise in their flower fields. Both reserve their harvests of Rosa Centifolia (in May) and Jasminum Grandiflorum (from July to October) for the house of Dior. The hand-picked flowers are immediately sent off to be transformed into Absolutes and then Concretes.

Above: An aerial view of the magnificent estate; Right: The Chateau's rooms have been lovingly and meticulously renovated

#### A NEW TRADITION...

Embracing the past while forging ahead, Dior fragrances will now be created exclusively at the Domaine des Fontaines Parfumées in Grasse. François Demachy, Dior Perfumer-Creator and native Grassois, has set up his laboratory in the city centre. As he explains, "Grasse Jasmine and the May Rose provide exceptional olfactory results. In terms of power and subtlety, no other flower can surpass them." Aware more than ever before of the heritage value of this lush domain and inspired by the most beautiful flowers, Christian Dior Parfums decided to set up their creative laboratory in the heart of Grasse where Dior perfumes will henceforth be made.



# NADINE ON HER STYLE

**ETHOS:** There should always be a certain contrast, something edgy. That's different from trendy; my closet is filled with pieces that are over 10 years old but are still edgy, and will continue to be for another 10 years.



AT HOME WITH

# NADINE KANSO

THE *Lebanese* designer AND TASTEMAKER HAS MADE THE UAE HER home, and her home a haven FOR FRIENDS, FAMILY, AND ARTISTIC INSPIRATION AND creativity. HERE SHE GIVES US A MASTERCLASS ON HOW *timeless* doesn't MEAN STANDING STILL, AND HOW SHE *continues* to forge AHEAD WITH NEW PROJECTS...

"This house represents my relationships. All the good times that I've spent with family and friends since I moved to Dubai 20 years ago. My sons, now 21 and 22, grew up here," muses the multitasking artist and designer as she takes ELLE Arabia on a tour of her eclectic home nestled on a quiet street in Jumeirah. "It's a collage of souvenirs and special pieces; an organised mess with each piece in the right place." Every inch of the room is filled with photos, artwork, stools, tables and books, a great many of them from people Nadine knows personally. Fellow artists and friends Nada Debs, Khaled Shafar, Samer Al Ameen, and Sheikha Al Mazrou are but a few of the Middle Eastern artists whose pieces have found pride of place in the living room. "I also pick up souvenirs when I travel, and my many voyages are represented here. As is my love of colour!", she adds with a laugh. "I love colour as you can see!" Indeed, bold purple and green walls are married with an oversized orange couch and a red telephone booth. The result is surprisingly cohesive, and creates a base that helps anchor the many mementos of various styles and eras.

It's precisely this balance between edgy and traditional



A monochromatic treatment of the stairwell is visually arresting. Bottom left: Bold and colourful, each corner in the house tells a story

that has allowed Nadine to cement her influence on the global jewellery, art and furniture scene. Born and raised in Lebanon, Nadine got her first taste in the arts through watching her aunt sketch, paint and sew. "From there I studied communication, art, and television, radio & film at university," she says. "I've always had an affinity with the arts; it's another world that ebbs and flows and takes me to a different place each time." Her initial foray into the arts was with photography, a passion she continues to embrace until today, but it would be thanks to another medium that she gained notoriety. "I've always said to myself that I wouldn't want to live on this Earth just passing through," she muses. "I want to make a mark. That didn't happen to the extent I wished for with photography, but somehow it did happen with my jewellery collection that incorporates Arabic letters."

"I LOVE the layout of this house, and the tiles. They remind me of my GRANDMA'S house back in the south of Lebanon"







1: Nadine X Iwan Maktabi - Sitting on the fruition of a beautiful collaboration; 2: The past, present, and future collide; 3: Bil Arabi X Gaga Milano - The newly-launched Hayat Dubai Timepiece; 4: Nadine supports and collects art and design by friends. Here, a favourite stool by Khalid Shafar; 5: The ring that launched the label, Noon, was an instant icon; 6: Nadine spends a great deal of time entertaining family and friends in garden

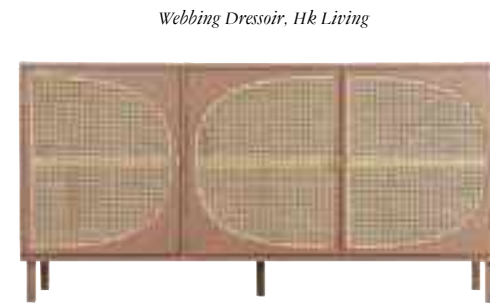


*“Milan Design Week is definitely an INSPIRATION, I’ve been going there for several years. I attended the FIRST edition of the African ART FAIR a couple of years back and it was an eye opener”*

Her jewellery brand, Bil Arabi, was launched in 2006 and found immediate success with the launch ring, Noon, continuing to be a best seller. Since then, the label has expanded to include a men’s collection, several collaborations, and lately a stunning timepiece in collaboration with watchmaker Gaga Milano. “I actually wanted to launch it a while back but with everything that happened, it got delayed. So I said, ‘you know what? Covid or no Covid, we’re going to go for it!’” The timepiece, which was produced in a limited series of 100 pieces and is unisex, features a dial with the numerals in Arabic. “The green is for prosperity and positive things. It’s also a beautiful colour which I love,” she says. “And within the dial you can read Al Hayat which means life. Life is about time and special moments, whatever those may be.”

Always in motion, always looking to the next project, Nadine has used her time at home this past spring and summer creatively, working on a series of photographic collages to be showcased soon. “I don’t want to reveal too much about them yet, but I loved working on each and every tableau.” One upcoming project she can reveal is another collaboration, where her love of colour and bold graphics will be highlighted on a carpet. “If you look into what I’ve been doing lately, I’ve taken the evil eye which I designed around 12 years back to incorporate into my jewellery line, and I reinvented it.”

Nadine explains that she felt that as her brand expanded globally, it needed another iconic trademark in addition to Arabic calligraphy. “With that in mind, I redesigned the evil eye and you can see that in the latest Bil Arabi collection.” That same reworked Evil Eye has made its way onto the carpet, designed with friend Iwan Maktabi. “It’s a beautiful, bold carpet,” she says proudly. “I can’t wait for the launch!”



Webbing Dressoir, Hk Living



Floating Stool, Nada Debs



Graphic Vase, Nick Vinson



VERSACE



Candleholders, Cabana Magazine



Coffee & Tea Pot, L'Objet



Scented Candle, Fornasetti



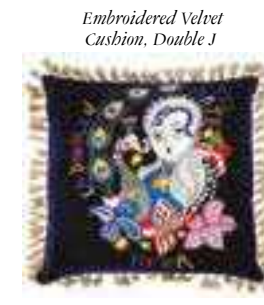
Khayzaran Chair, Samer Alameen



Sofa, Eichholtz



Trinket Tray, Gucci



Embroidered Velvet Cushion, Double J



Crystal Flacon, Reflections Copenhagen

## By DESIGN

THE CODE WORDS ARE *colourful, creative AND quirky!* Forget ABOUT MATCHY-MATCHY; WE TAKE INSPIRATION FROM OUR ‘Living’ star Nadine Kanso AND EMBRACE A BEAUTIFUL world of whimsy.



TOM FORD



Nadine Kanso's Home in Dubai





Aries

20 MARCH - 19 APRIL

When something's not working the way you want it to, you push a little harder - and if that doesn't work, you push harder still. This month you reach that delicate stage, both in your personal life and at work, where you can feel things starting to bend a little. It's tempting to see that as an encouraging sign, but it isn't. It's a warning that if you increase the pressure, something will snap. Back off a little instead.



Taurus

20 APRIL - 20 MAY

Stability and reliability have always been key concepts for you. When you commit yourself to something you expect it to last forever, and to be the same in ten years' time as it was when you first began it. But this extraordinary year has separated past and future; what you wanted then is not the same as what you want now. Is it time for a new start? Ask yourself what you really want - and then make it happen.



Gemini

21 MAY - 20 JUNE

Can you ever have too much choice? It seems so. In the next few weeks you will be presented by at least four options for the future, and you will enjoy thinking about each one in turn. Three look forward, and one is linked to the past - but even that looks attractive now that you are seeing it from a different perspective. You are under no pressure, but you are wasting your own time; think hard, and decide.



Libra

23 SEPTEMBER - 22 OCTOBER

You are in command. Instead of doing what other people want, you say what you want, and they follow you. You have strength, you have confidence, and above all you have experience. Faced by old problems from earlier in the year, you are no longer frightened by them. That applies to your personal life, too. It's the same relationship, but it's played by your rules now - and that makes all the difference.



Scorpio

23 OCTOBER - 21 NOVEMBER

In the early stages of an intense affair, any differences you may have are usually ignored. It is only later, when the initial heat has cooled, that you have time to look more closely at what you can give to each other, and what you may want in return. You may also have to wind the relationship back a little to find, and unpick, the knot of misunderstanding that is now holding you both back. Talk, listen, be patient.



Sagittarius

22 NOVEMBER - 20 DECEMBER

It is often said that opportunities come when we least expect them - which means, of course, that existing commitments usually get in the way. This month, however, presents you with an opportunity which arrives at the perfect moment, when you have enough time and space in your life to take up what it offers. Should you take it? You already know the answer. Let your Sagittarian optimism take you forward.



Cancer

21 JUNE - 21 JULY

You have moved forwards, and your life is in a different place. So should you keep moving, or are you happy enough with your new position to stay there a while? If you ask yourself that at the end of August, you're still looking at far horizons; but in September, their pull seems to wane. Maybe you're starting to appreciate all that your new life has to offer - or maybe there's someone who makes you want to stay.



Leo

22 JULY - 22 AUGUST

Early September offers you a way out of your present difficulties and opens the door to a different future. You don't have to say yes, and if you do, you can't pick and choose what you'd like; there's no menu, you must take what you are given. Nor will you be able to see the final outcome at this stage. But it's better than where you are, and fate usually rewards those who are prepared to take risks. It's up to you.



Virgo

23 AUGUST - 22 SEPTEMBER

Although the end of August is very enjoyable and wonderfully romantic, there is a sense of unreality about it all which you don't like. September is firmer in tone and more argumentative, but actually you prefer it that way; you can get serious about issues that need to be resolved, and you can talk in terms of what's practical and affordable. That's what makes the relationship real to you, not fluffy fantasies.



Capricorn

21 DECEMBER - 19 JANUARY

How can you tell when your luck has changed? Is it some massive stroke of good fortune? Or is it something more subtle, a gradual accumulation of more things going right for you than wrong, a gentle transition like winter turning into spring? Whatever it is, it is happening now, and although there will still be some setbacks, there can be no mistaking the overall upward gradient. Good times lie ahead.



Aquarius

20 JANUARY - 18 FEBRUARY

Something that tied you to the past is about to be quietly released, like a door being unbolted but not opened. You're not yet ready to take advantage of that new freedom, but it's good to know that when you decide to move, there will be no restrictions on you. September's new moon will open up new prospects for the far future, things you thought would always be out of reach - and now they're not



Pisces

19 FEBRUARY - 19 MARCH

Worried that your message may be getting lost in the general noise of your social life, you take a bold step by revealing your true desires and intentions, bumping your relationship up to the next level whether the other person wants it or not. For a few days, all is silent. You fear that you have blown it, said too much, spoiled everything - and then, two days later, what you wished for happens. All is well.



INGIE CHALHOUB

DESIGNER, BUSINESSWOMAN AND FASHION MOGUL - ON  
LESSONS LEARNED THROUGH LIFE'S CHALLENGES



When I first started out, I definitely faced certain challenges as a woman, with the main one being, not taken seriously. It's important to have people understand that what you're working on is not just a hobby, that it's not a 'temporary' thing. They need to trust you, and building that trust takes a lot of time, courage and perseverance in order to connect with people by showing that it's a win-win situation: where you are giving as much as you are taking and that you have the interests of others and not just your own. That's how I believe you earn trust. These same principles have been highlighted again recently as we went through very tough times in the past few months from both a business and personal perspective. We had to deal with the health aspect of our families and our employees, ensuring we all followed the appropriate protocol to keep our teams and our clients safe. We were also busy building our e-commerce websites and our luxury concierge, ensuring the direct connection with our clients. From these and other challenges, we learned to come together and we learned flexibility as well as patience. What I've come away with, and I think that many others have as well, is that we need to take care of each other: our loved ones, and those in need. There are a lot of people who live alone and we have to stay connected especially to those people. The past year showed us that we were focusing on perhaps the wrong things: the high life, the fast life, and we can now slow down, become more introspective and connect more with one another and to those whom we hold dear. This year has also brought us the devastating explosion in Lebanon as well as the social and political problems

there. We have all been affected and we are all here to come together and help raise funds. We joined many initiatives for this purpose and I've also seen firsthand the goodwill from so many to help: from my friends to people I work with around the globe, everyone is asking what they can do. One of the things we've learned through these challenges is to connect with and be more demanding of brands' values and what they stand for. Lastly what I wish the most for the end of this year is peace of mind for all of us, and serenity!

Ingie Chalhoub.



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# FENDI