

# ELLE

ARABIA

JANUARY 2023

THE SHEIKHA BODOUR BINT  
SULTAN BIN MUHAMMAD  
AL QASIMI'S NEXT CHAPTER



**THE 18 GAMECHANGERS**  
THE WINNERS OF THE ELLE  
INTERNATIONAL BEAUTY  
AWARDS 2023 ARE IN!

PAVING  
*the* WAY

UAE DHS15





*Yayoi Kusama*

*Creating infinity*

**LOUIS VUITTON**



# ELLE

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ELLE  
INTERNATIONAL

a division of  
Lagardere  
NEWS

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# ELLE

January 2023  
Issue 139

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Above: *Model to Muse to Filmmaker...* FARIDA KHALFA IN VALENTINO JACKET AND NECKLACE FROM RAZ BY RAHMA SHIRAZI @ BAHRAIN JEWELLERY CENTRE. Left: *Sun to Ski...* MAKE THE MOST OF YOUR TIME ON THE SLOPES IN EYE-CATCHING SEPARATES. HERE, TOD'S, MONCLER AND PALM ANGELS COME TOGETHER FOR PISTE-PERFECT STYLE

# HAPPY 2023!

Dear readers!

This past year has been a surprisingly fabulous one, reinforcing the concept and appeal of fresh starts. And this is just the beginning as this New Year heralds great things coming our way as the region continues to pave the way in terms of fashion, design, entertainment and much more. We start with our coverstar HE Sheikha Bodour bint Sultan bin Muhammad Al Qasimi, who shares with us her story of success, her literary journey and what she has planned next. Laila Alfaddagh, Director of the National Museum of Saudi Arabia, talks about treasures of a bygone era ahead of the first Van Cleef & Arpels high jewelry exhibition in the Kingdom. The beautiful and supremely talented Farida Khalifa - who is doing her part to make sure the voices of Arab women are heard - comes to us by way of Paris. This issue also features incredible interviews with designers Jonathan Simkai and Carolina Cuccinelli, stylist Yayoi Kusama on her latest collab with Louis Vuitton, Perfumer Delphine Jelk on Guerlain's latest

scent, to name a few. Meanwhile, back at homebase, the 2023 ELLE International Beauty Award winners have been announced - you definitely won't want to miss the best of the bunch. Plus, the first of hopefully many Maison ELLE hotels has opened its uber-stylish doors in the heart of Paris, bien sure. And while we're enjoying our usual sunny and beautiful climes here, the snow beckons from afar this time of year, as do the fashions for on- and off-piste - check out our must have cuddly, snuggly, puffy and colorful edits ...



*Dina Spahi*

dina.spahi@ellearabia.com

Keep  
CALM  
& SKI  
ON...

WE'RE DREAMING OF GROOMED SLOPES AND CREAMY RACLETTES, AND THE OUTFITS FOR BOTH!



1. SKI PANTS, JET SET; 2. EAR MUFFS, GOLDBERG; 3. TURTLENECK, BALMAIN; 4. GOGGLES, DRAGON; 5. JACKET, PERFECT MOMENT; 6. HYDRATING CONDITIONING LIP BALM, CHANEL ROUGE COCO; 7. BOOTS, MONCLER





## *the* BAG

DIOR'S NEWEST LADY 95.22 BAG REVISITS THE HOUSE'S UNIQUE HERITAGE WITH MODERNITY WITH AN ULTRA-CONTEMPORARY SILHOUETTE, GRAPHIC MAXICANNAGE PATTERN, AND "DIOR" LUCKY CHARMS.



## *the* SCENT

THEY COME AND THEY GO, BUT CHANEL NO 5 – THE ORIGINAL, THE FIRST, THE LEADER – IS HERE TO STAY. ENDURINGLY CONTEMPORARY, IT IS BOTH DARING & FEMININE; IMBUED WITH NOSTALGIA, MEMORIES, AND PLANS FOR THE FUTURE...



# the SHOE

THE CIRCULAR JEWEL-ENCRUSTED HEEL, THE BRAND'S TRADEMARK BROOCH IN DAZZLING STRASS, AND THE OH-SO-DELICATE HUE OF DAFFODIL YELLOW SATIN MAKE THESE ROGER VIVIER PUMPS WORKS OF ART...



## Mood: CUDDLE UP

WHILE TEMPERATURES IN THE REGION DON'T QUITE REACH THE FREEZING LOWS, ELSEWHERE WE'LL TAKE ANY DIP TO DIVE INTO OUR SOFT AND COZY PIECES







ZOYA



LE GRAND JARDIN



ANANTARA KIHAVAH MALDIVES

## Time to: REST AND RESET

THIS PAST YEAR HAS HAD TO MAKE UP FOR THE PREVIOUS PANDEMIC LULL, AND WE'RE IN NEED OF A MUCH-DESERVED BREAK. HERE ARE THREE OPTIONS THAT HAVE US DREAMING...

- **Zoya Health & Wellbeing** is the region's first fully integrated wellness experience, offering a holistic approach to mind and body rejuvenation. Nestled between the majestic mangroves and the calming blue waters, this Adults only resort is calling our name!
- **Le Grand Jardin** is a picturesque, eco-friendly hidden sanctuary on the Cote d'Azur. With 12 bedrooms, it's the sole private property on the island of Sainte Marguerite (10-mins by boat from Cannes) with sweet-smelling citrus trees, tranquil and trickling natural pools and a 14,000m2 botanic garden that calls for slow strolls.
- Situated within a calm, tranquil sanctuary of the majestic Indian Ocean, **Anantara Kihavah Maldives Villas** introduces a wellness retreat package with an experience that goes beyond the physical health, offering to replenish and rejuvenate both body and mind with two wellness pillars: sleep enrichment and body detox restore.

OSCAR DE LA RENTA



MALONE SOULIERS @ OUNASS



SHISEIDO

AMINA MUADDI

SAINT LAURENT

JACQUEMUS



Color of the Year 2023  
PANTONE®  
Viva Magenta  
18-1750

DOLCE & GABBANA



ARMANI PRIVE

## Color of the Year... MAGENTA

Last year's bubble gum pink is all grown up for 2023, adding a dash of red for a bolder, more dynamic effect. Pantone says it's the color of the year, and we're more than happy to oblige...



## Look Ma... NO HANDS!

The belt bag, fanny pack, bum bag or however else you like to call it, is back this year! With all our NY resolutions, we need all the help we can get....

Left to right: GUCCI; STELLA MCCARTNEY; MOSCHINO; JÉRÔME DREYFUSS

# ELLE

## radar

TAKE A BIT OUT OF THE STYLE MANUAL... with Givenchy's ultra-statement Shark Lock Biker boots and Antigona Lock Bag



## Making a Statement...

WE TAKE A CLOSER LOOK AT SOME OF THE ICONS OF STYLE + A NOD TO A WINTER'S TALE





ACNE STUDIOS



JACQUEMUS



LOUIS VUITTON



PETER DO

*Trending...*  
**9-5 DRESSING**

Back to business after the holidays, meet the new pieces breathing life into office wear.

*Fashion* **MEMO**

A CURATED ROUNDUP OF THE BEST NEW FASHION AND NOTEWORTHY PIECES TO PAY ATTENTION TO NOW!



*New in* **TOWN**

New year, new workout resolutions and a new store to get your everyday athleisure gear from; finally, the region's sustainable leisurewear brand The Giving Movement is bringing its conscious collections to Dubai's Mall of the Emirates with its first ever store. On the luxury front, Riyadh shoppers will rejoice as Fendi opens a new flagship store at Kingdom Centre Mall, where all their coveted pieces (hello baguette!) are available to shop now.



*Watch out for...*  
**QASIMI RISING**

Emerging talents, listen up: British-Arab label Qasimi might just have the answer to your start-up issues with Qasimi Rising, the brand's first-ever incubator. Accepting applicants from all over the globe, the incubator will select two designers to fund for three years (aka six seasons) and provide mentorship for 7 more years to help develop a long-term strategy for their success giving them access to resources such as a co-working space and studio as well as production, marketing and business support.



A.W.A.K.E. MODE



ALEXANDER MCQUEEN



STELLA MCCARTNEY

STAND STUDIO

*Psst...*  
**INVESTMENT PIECE**

Whether oversized, made from leather, or with a print, it doesn't get any more timeless than a trench. Buy now and wear forever!

*Coveted*  
**COLLABORATION**

Known for their undercurrent of mysticism, Lebanese Jewelers L'Atelier Nawbar have combined their otherworldly energy with Malone Souliers for a cosmic collection of five shoes, some familiar, some new. Featuring plenty of shimmering, metallic textures and ornate embellishments, it was definitely written in the stars for this duo to collaborate.



ETRO



ISABEL MARANT

*Trending...*  
**THE HIGH LIFE**

Boots are moving in one direction: skywards – the only way to reach new heights for '23!



FENDI



COPEPNI









"This collection is about searching for humanity and human connection. The eye is a symbol of that humanity, a register of emotion, an expression of uniqueness."



"THE EYE IS THE MOST UNIQUE SYMBOL OF HUMANITY - EACH ONE IS LIKE A FINGERPRINT; EACH ONE IS COMPLETELY INDIVIDUAL," - Sarah Burton



Mindful Matters: It's interesting to note that the bubble was used previously, in 2021 for Alexander McQueen's SS22 show, while the majority of the fabric used in the show is sustainable.



"We also looked at the work of Hieronymus Bosch, at once dark and beautiful," said Sarah of the Dutch artist whose work was often a source of dramatic inspiration for McQueen. Sarah had fun playing with proportions and subtly - and not-so-subtly! - revealing various parts of the body.



INSIDER :

# FIRST SIGHT

IN SEARCHING FOR HUMANITY AND HUMAN CONNECTION, SARAH BURTON'S SS23 COLLECTION FOR ALEXANDER MCQUEEN IS A HAUNTINGLY BEAUTIFUL HOMAGE TO THE LATE DESIGNER

It was under clear blue skies, with the glorious sun streaming through a transparent dome smack in the middle of the courtyard of the Old Royal Navy College overlooking the Thames in Greenwich, London that Sarah Burton presented her homage to her former mentor, the late great Lee Alexander McQueen for the Spring/Summer 2023 Collection. The 41 looks drew undeniably from the House's founder with images of his favorite Dutch artist Hieronymus Bosch, a resurfacing of his infamous 'bumster' trousers and leather bodices, but there was a lot of Burton as well, in particular the giant eyes on catsuits, dresses, and clutches. It's little wonder the collection was named 'First Sight', as Burton beautifully fuses the House's history and DNA with her own clear vision for the future with open eyes. She also injected bold colors – blue, red, orange, sleek tailoring, plenty of strategic cut-outs, and a smattering of sequins and feathers. The overall effect is one of strength, beauty and confidence, perfectly encapsulating Burton's desire to "make women feel empowered."

Supermodel Naomi Campbell took to the catwalk in a crystal-covered skin-tight catsuit with a giant eye front and center.







"OUR CLOTHES ARE DESIGNED TO EMPOWER. THEY ARE STRIPPED BACK, DISSECTED AND FOCUSED ON CUT, DRAPE AND SILHOUETTE" - Sarah Burton



Boots make their way onto the SS Fashion field knit and embroidered boots, ankle platforms and Thigh-high leather platforms making a statement ...



Accessories Alert! The Slash bag with metal chain shoulder strap and skull 4-ring close, the Peak bag with a 4-ring curved frame, the Bow bag, the Jeweled Hobo, and the Skull Clutch with crystal eye embroidery are all must-haves for the SS23 season...



There were skintight catsuits - in denim and sequins, various interpretations of the tuxedo - many with skin peeking out, re-worked corsets and leather bodices, stretchy tops and dresses, and even tulle dresses to soften the strict tailoring and dystopian theme.



In evidence was Sarah's nod to Alexander McQueen's ultra-low rise 'bumster' trousers first shown almost two decades ago for SS94.





# Behind the scenes at Loro Piana

SEE HOW THE ITALIAN HERITAGE HOUSE CREATES THE WORLD'S FINEST LUXURY PRODUCTS

Known for unrivalled savoir-faire in high-end wool and cashmere, the Italian heritage name is an expert in excellence. With over 6 generations of experience, the house continues to espouse a unique, understated style easily recognizable worldwide. Just ask any Loro Piana advocate; they'll tell you that all they need to identify one of the brand's garments is the sense of touch and presto, there's an instant transmitter of comfort and unparalleled quality that any of this 'club' of confidential connoisseurs can instantly identify. Exceptional quality needs exceptional material and with Loro Piana it all starts with the selection of the world's highest quality raw materials and a production process that is painstakingly monitored and optimized. ELLE Arabia took a trip to the Loro Piana mills in Italy to find out just how the magic is created...

## PRODUCTION 101

In order to obtain the quality and excellence that are associated with the company's products, Loro Piana controls the entire production process through its vertical structure from raw materials way through to finished products. The company owns and operates 9 manufacturing facilities in Italy with one plant dedicated to the washing, dehairing and quality control of cashmere in Mongolia

## ROCCAPIETRA WOOLEN SPINNING

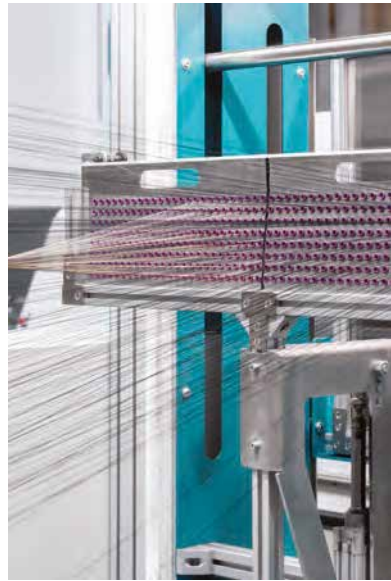
Located in Piedmont, Loro Piana's Roccapietra mill is the largest production site in the west for processing cashmere, Baby Cashmere and highly prized vicuña, and is where woolen spinning takes place. This plant is also home to the world's largest analysis and quality control laboratory for cashmere, Baby Cashmere, vicuña and wool. Every batch of raw material from China, Mongolia, South America, Australia and New Zealand, is measured against the strictest parameters to assess the purity and quality of the fibres.





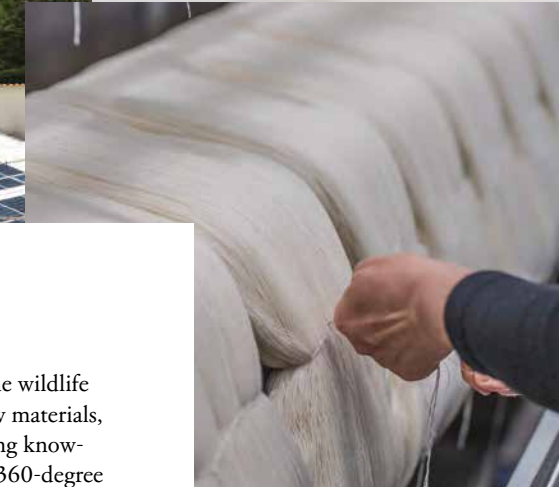


standards by menders who can detect even the tiniest imperfection in the fabric and repair it. Now begin a number of finishing stages, including the dyeing process, where colors are specially mixed to Loro Piana's exclusive formulas. It's then back to weaving and greige mending, where the fabric undergoes various finishing operations according to the desired look and consistency of the fabric. Before final approval, the fabrics are steamed again, rolled and inspected one last time by operatives who check the color, softness and consistency by feeling every meter with skilled hands. Its then off to storage, where the fabric is stored and prepared for transfer to the Luxury Goods Division or sold to designers, apparel manufacturers and tailors.



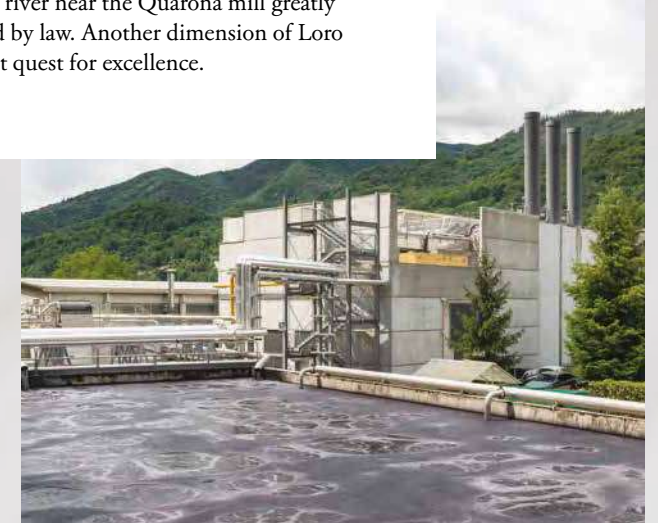
## QUARONA – FROM YARN TO FABRIC

Around a 10-minute drive away from Roccapietra is Quarona. This is where yarn is transformed into the fabric that forms Loro Piana's collections. The first step in creating the fabric is a process called dressing. This is carried out on warping mills – machines that prepare the vertical structure of the fabric - and then completed on the looms by inserting the horizontal yarn, or weft, to create any desired pattern. All the different patterns and exclusive weaves spring from the creativity of Loro Piana's designers, who combine fibres, textures and colours to produce legendary textiles. Every meter of fabric produced at this point is checked four to six times to uphold



## THINKING GREEN

Loro Piana's activity naturally focuses on protecting the wildlife and environments from which it gathers its precious raw materials, as well as preserving and developing the manufacturing know-how needed to transform them which is reflected in its 360-degree commitment to quality. Loro Piana boasts a state-of-the-art wastewater treatment system, which ensures that the quality of the water discharged into the river near the Quarona mill greatly exceeds the standards required by law. Another dimension of Loro Piana's constant quest for excellence.







Interviewed by VALIA TAHA

## Designer JONATHAN SIMKHAI

ON HIS START IN THE BUSINESS, SEEING HIS CUSTOMERS HAPPY, AND HIS LATEST EXCLUSIVE COLLECTION FOR BLOOMINGDALE'S 150TH ANNIVERSARY CELEBRATION...

**How did you first get into fashion?** Growing up, my mother loved fashion and watched fashion style on CNN all the time. I was exposed to a lot of these shows and it really mesmerized me. I didn't excel at academics or sports, but fashion impressed me. I used to shop and style my friends. One day, I was styling a friend at a store, and the owner approached me and said she had been watching me from the camera and thought I was doing an amazing job and would love to have me there. I got the job and I stayed there for over three years. I started in the stock room, and eventually became the manager and the buyer of the place. Customers used to come and ask for me by name. I'm someone who believes that clients are the essence of your job. I really wanted them to be happy. The first celebrity to wear my pieces was Drew Barrymore. The biggest moment was when Lady Gaga wore one of my pieces, and later, Rihanna, Beyoncé and many others.

**What would you say is the DNA of your brand?** Something special about the brand is that it's feminine, but we try to show the more masculine style, or vice



versa. It has an unapologetic side. I can say also, it is a lot about novelty.

**What inspires you the most?** Watching people on the street or perhaps being in Paris in a café, seeing what women are wearing - some I like, others I don't. Spending time with customers, seeing them in the fitting rooms in order to see their reactions; their immediate feedback is very important to me. Also functionality and practicality are a key thing for me when I design, especially nowadays.

**What do you want women to feel when wearing your clothes?** I want women to feel powerful in my clothes! For example, a woman goes to an interview and feels confident in order to get the job, or if you're having your child's birthday or an engagement party, you're happy with the way you feel.

**What is a big challenge that you faced as a designer?** I won't say it was a challenge, but being true to your message, and what you believe in. As the business gets bigger, it's very hard to find the time to be with your clients and stay in your design studio preparing your collection. Also, finding the balance between your family and the job.

**What do you think about Bloomingdale's and the Bloomingdale's customer?** It's beautiful, it's stunning! Growing up in New York, where Bloomingdale's was near us, I used to shop there all the times. I feel the one in Dubai is elevated. It's on a whole different level. Even the customer is aware about the fashion trends here, and where to buy. I feel the women here really like to dress without having an occasion. It is fun, it creates a positive energy and it is contagious; they have a good spirit!

**Can you tell us more about the exclusive pieces for Bloomingdale's 150th anniversary celebration?** The exclusive pieces in Dubai are only available at Bloomingdale's. They are pieces made for celebratory moments and are a bit more festive, very in line with the store's 150 years anniversary celebration. There are lots of metallics and bright colors, even the denim pieces have lots of embellishments.

# ELLE

accessories

A BOLD NEW TAKE... This season, Tod's iconic Di Bag plays up the lines of construction and enlarges the size for a bold impact. The supple leather, high-craftsmanship details, and hand-painted raw-leather edging are pure Tod's.



The Art of Craft...

WE BRING YOU THE STORIES BEHIND THE BRANDS + THE STATEMENT PIECES FOR NOW AND FOREVER



# Happy HATTERS

WINTER CALLS FOR INFINITE LAYERS, CHUNKY BOOTS, AND THE CHERRY ON THIS BUNDLED UP CAKE? A BRIGHT BEANIE HAT, OF COURSE!



1. LORO PIANA; 2. CHLOÉ; 3. AGR; 4. GANNI; 5. PACO RABANNE; 6. VALENTINO; 7. GUCCI; 8. ACNE STUDIOS; 9. SALVATORE FERRAGAMO; 10. BALMAIN

# The mood... FLASH DANCE

TAKING THE SCHOOL GIRL FROM CLASS TO PROM, DESIGNERS SENT OUT EYE-CATCHING METALLIC PUMPS PERFECT FOR THE DANCEFLOOR



# Sweet child OF MINE

WORN WITH THE EASE OF SWEET STRAPS AND THE ELEGANT LOOK OF A HEEL, TODAY'S MODERN MARY JANES HAVE BEEN REIMAGINED FROM GIRLY GIRL TO COOL GIRL STAPLE



JIL SANDER



JIL SANDER



PRADA



GIAMBATTISTA VALLI



Accessories



Shape SHIFTERS

OTHERWORLDLY SHADES MAKE FOR A POWERFUL STATEMENT GUARANTEED TO BE SPORTED ON REPEAT



OTTOLINGER



On the TRACK

THERE'S NO BETTER WAY TO SNEAK AROUND THE NEW SEASON THAN IN A NEW PAIR OF KICKS

- 1. OFF-WHITE 2. RAG & BONE 3. CHLOÉ 4. LOEWE
- 5. GUCCI 6. LOUIS VUITTON 7. VALENTINO
- 8. DOLCE & GABBANA 9. SEAN WOTHERSPOON X HOT WHEELS 10. BALENCIAGA



# My Fashionable Life CAROLINA CUCINELLI

IN DUBAI RECENTLY TO PRESENT THE UPCOMING SS2023 COLLECTION 'TAILORED TO EXPLORE' AS WELL AS A SPECIAL COLLECTION OF ABAYAS AND KAFTANS, THE CO-CREATIVE DIRECTOR AND CO-PRESIDENT OF BRUNELLO CUCINELLI TALKS TO ELLE ARABIA ABOUT WORKING WITH HER FATHER, THE IMPORTANCE OF WOMEN STANDING TOGETHER AND MORE...



Interviewed by VALIA TAHA

**My father and mother started building the company when I was young.** It was established in 1978. I used to pass by the office after school, and so I lived the spirit of the brand every afternoon. Our artisans used to hand me pieces of cashmere and they taught me how to design dresses for my dolls, this is how they passed on the passion to me.

**I like to create and to design,** so I attended fashion school. I decided to enroll in the company for one year only, for training. Today, I have been there for the past 12 years and I love my role; I spent five years in the production department another three years in e-commerce where I digitized the company. In 2017, we launched our first online boutique in Solomeo. I am lucky to have the chance to work and stay close to my father, to learn from him and to be involved in each department.

**It was not easy at the beginning,** my father used to advise us to work a lot, and even harder in comparison to anyone inside and outside the company. He used to say, 'if someone delivers 100%, then you have to deliver 200%'. Today, I'm very confident and comfortable in what I do.

**My advice to women when it comes to their career?** It's important to trust ourselves, and be confident. Women are very smart and multitaskers. We can manage and balance among family, work and friends. We have a very strong voice and if we stand together we are stronger.

Brunello is not only known for its luxury cashmere and knits, but also the ethical and sustainable approach to the business. My father's idea was to build something that respects all beings and their values. To give dignity to a particular job, like tailoring or knitting. It's not very common to find high quality artisanal workers but it was important for us. He had the vision to build a company in the middle of nature; the offices have large windows with sunlight seeping in, and people can go outside to enjoy a walk and a breath of fresh air. He set the working hours to be exactly 8 hours - not more - each day, which was not common back then with companies. We want our people to feel like they are a part of a big family and to feel at home. This is how our company started growing, and our essence did not change.

**I'm here to present some special pieces for the region, abayas and kaftans.** It's important to approach the culture in the right way by respecting it, that's why it took so long. We decided to pay homage for the region and to create this collection. We decided to launch it here on a smaller scale to get the feedback from our clients, which is more logical.

**My plans and projects for 2023** definitely include coming soon to Dubai in the Spring, and I will be visiting the whole region more often.



# ELLE

jewelry

**GIVE US THE NIGHT**  
The second chapter of Piaget's Solstice collection is a celebration of shared joy, extravaganza and pure beauty. The big, striking cocktail rings - inspired by those worn by women during the 1920's in America - display the Maison's unique expertise in gemmology and craftsmanship.



*Start with a Sparkle...*

LET'S BEGIN 2023 ON A BRIGHT, DAZZLING NOTE WITH THE FINEST PIECES TO CHERISH





PHOTOGRAPHER ABDULLA ELMAZ  
CREATIVE DIRECTOR TALAL KAHL  
MODEL DORSA HOSEINI

# SHADOW GARDEN

Victoire de Castellane shares a profound love of nature with the House's founder, with the Rose flourishing front and center in all its dazzling glory. Dior's iconic Fine Jewellery collections Rose Des Vent and Rose Dior Bagatelle are joined here by a delightful diamond bee in the form of the Dior La D De Dior Abeille Timepiece



Left page: "Rose Dior Bagatelle" Necklace  
White Gold and  
Diamonds, By Dior Fine  
Jewellery

This page: "Rose Dior Bagatelle" Necklace  
White Gold and  
Diamonds, Rose Dior Bagatelle Ring  
White Gold and  
Diamonds, All by Dior  
Fine Jewellery





Rose Des Vents Necklace Yellow Gold, Diamonds, Emeralds, Malachite and Mother-Of-Pearl; Rose Des Vents Bracelet Yellow Gold, Diamonds, Emeralds, Mother-Of-Pearl and Malachite; All by Dior Fine Jewellery





Rose Des Vents Bracelet Yellow Gold,  
Diamonds, Emeralds, Mother-Of-  
Pearl and Malachite; Rose Des Vents  
Bracelet Yellow, White and Pink Gold,  
Diamonds, Onyx, Malachite, Mother-  
Of-Pearl, Lapis Lazuli, Pink Opal,  
Turquoise, Tiger Eye and Cornelian; All  
by Dior Fine Jewellery





Dior La D De Dior  
Abeille White Gold  
and Diamonds, By  
Dior Timepieces

PHOTOGRAPHER: ABDULLA EIMAZ, CREATIVE DIRECTOR: TALAL KAHIL, MODEL: DORSA HOSEINI





There's a lot to learn from history and discovering interesting facets of a bygone era becomes a fascinating journey when witnessed through the tales of love, romance, and power. For French Maison Van Cleef & Arpels, its jewels dating back to 1906, the year when it first opened, presents stories steeped in history. "When the opportunity arose to partner with Van Cleef & Arpels, we immediately knew that this would be something unique and special. I think it complements our museum galleries perfectly, by presenting a continuity in the way we have chosen to adorn ourselves throughout time," says Laila Alfaddagh, talking about the collaboration with the National Museum of Saudi Arabia which seeks to make its content relevant to its audience. Featuring more than 280 jewelry pieces, watches and precious objects displayed alongside more than 90 archival documents, sketches and gouaché designs, the first-of-its-kind exhibition is curated by Alba Cappellieri, Professor of Jewelry Design at Milan Polytechnic University and President of the Milano Fashion Institute. "Every

piece within this exhibition is carefully curated to reflect the principles of beauty and timeless elegance under the banner of Time, Nature, and Love. This is an exhibition where design excellence and imagination have come together to produce something magical and opulent," she shares.



Clockwise from top left:  
BARQUEROLLES CHOKER 1971  
TAYLOR T.FALCONE; OISEAU  
DE PARADIS; PASSE PARTOUT  
NECKLACE 1939; SHUTTER LUDO  
SECRET WATCH 1949



# Treasures from a Bygone Era

LAILA ALFADDAGH, DIRECTOR OF THE NATIONAL MUSEUM OF SAUDI ARABIA, TALKS TO ELLE ARABIA AHEAD OF THE FIRST VAN CLEEF & ARPELS HIGH JEWELRY EXHIBITION IN THE KINGDOM THIS MONTH

By ODELIA MATHEWS



Top: LEAF NECKLACE: DRAWING OF A LEAF NECKLACE, CIRCA 1955 VAN CLEEF & ARPELS ARCHIVES; Middle: DRAWING OF A FLOWER NECKLACE: CIRCA 1950 VAN CLEEF & ARPELS ARCHIVES; Above: GREEN EMERALD NECKLACE: COLLARET FORMERLY ACQUIRED BY H.R.H. PRINCESS FAIZA OF EGYPT, 1929, VAN CLEEF & ARPELS COLLECTION

Driving the cultural aspects of interpretation, growth, and expression forward is the role that Arab women have been playing, as some of the world's most affluent and educated luxury consumers. "It is important to look at the bigger picture of culture here in the Kingdom," says Laila. "Women have always been a driving force when it comes to culture. We've carried many cultural traditions and crafts through time and have continuously sought to express our heritage through innovative and creative endeavours." And she makes a strong point, considering some of the pieces on display have been worn by Arabian royalty such as the green emerald necklace worn by Her Royal Highness Princess Faiza of Egypt in 1929.

The exhibition which runs from January 19th to April 15th, 2023, draws inspiration from Italian writer Italo Calvino's Six Memos for the Next Millennium, where curator Alba Cappellieri interprets the Maison's creations under key concepts divided into three distinctive themes. "There are complimentary and contrasting interpretations of Time, Nature, and Love presented through Van Cleef & Arpels' international narratives, in addition to stories that are closer to home and perhaps more familiar to us," explains Laila who brings over 10 years' of experience from the cultural industry in her recently acquired role as Director of the Saudi National Museum. For her, the vision to blend the past with new and emerging trends and ideas, is one that is of utmost importance as it retains a sense of identity that transcends global borders.

And what of the opportunities for future generations and the unfolding cultural narrative in Saudi Arabia? "I believe this exhibition provides an opportunity to better understand one another through design, creativity, and innovation, which reflects what we set out to do as a national museum," says Laila. "By way of this collaboration, we have the opportunity to learn from each other and create an appreciation of Saudi culture on a global platform through a unique exhibition experience." Creating a wealth of opportunities for cross-cultural connections and opening the doors to history and art, the exhibition stands as a source of inspiration and dialogue for visitors eager to discover how time, nature, and love have influenced people and relationships in the past, through breath-taking designs and high-jewelry creations. For example, under the theme of love, the French Maison will be unveiling over 30 pieces of clips, rings, bracelets, and objects, given as precious gifts of love between legendary couples including the likes of Elizabeth Taylor and Richard Burton. "The exhibition features many pieces that have been worn by notable people from around the world, such as the tiara that belonged to Princess Grace of Monaco, and Her Royal Highness Princess Faiza of Egypt who owned a stunning platinum, emerald and diamond necklace," explains Laila. "Our heritage is grounded in storytelling, and one of the things that makes these objects, and others like them, so special is that we learn about the people behind these iconic jewelry pieces – from those who conceived of the creations, through to those who were lucky enough to wear them."

The exhibition "Van Cleef & Arpels: Time, Nature, Love" is supported by the Saudi Ministry of Culture, and will take place from January 19th to April 15th, 2023.



# HERO PIECE

HUBLOT'S LIMITED EDITION CLASSIC FUSION AEROFUSION CHRONOGRAPH ORLINSKI QATAR



Hublot and Richard Orlinski since 2017 have given life to a collection of watches, and this Classic Fusion Aerofusion Chronograph Qatar is the latest addition to the successful collaboration

With Hublot, French artist Richard Orlinski transposes his distinctive signature from monumental sculptures to timepieces

The case itself is faceted like a gem, with multiple polished planes and sculpted lines

The 45-mm case and its bezel in beige ceramic contrast with a black smooth rubber bracelet

For this limited edition of 50 pieces, the 45-mm diameter case is tinted in beige, which is reminiscent of the stark beauty of Qatar's desert sand dunes

Beneath the sapphire, the mechanics of the HUB1155 self-winding chronograph movement and its 42-hour power reserve mark the time

An additional strap in beige alligator is available to upscale the style of its wearer

I LOVE EXPLORING NEW HORIZONS OF CREATIVITY WITH HUBLOT THROUGH COLORS AND MATERIALS. THIS LIGHT SANDY BEIGE COLOR IS NEW TO ME AND IT COMPLEMENTS PERFECTLY THE SHAPE AND LINES OF THE WATCH

- Richard Orlinski

## THE VIBE



SHOE, ALEXANDER MCQUEEN



SKIRT, TORY BURCH



SUNGLASSES, BALENCIAGA



PILLOW, MISSONI HOME COLLECTION



CROSS BODY BAG, GIVENCHY



SHOE, SAINT LAURENT



CLUTCH, BOTTEGA VENETA



GILET, BRUNELLO CUCINELLI



EARRINGS, VAN CLEEF & ARPELS

*Cream of the CROP...*

START AS YOU WISH TO CONTINUE – WITH THE BEST IN FRESH & CHIC FASHION



# *paving the* **WAY**

A STORY OF SUCCESS, HE SHEIKHA BODOUR BINT SULTAN BIN MUHAMMAD AL QASIMI OPENS UP ABOUT HER LITERARY JOURNEY AND WHAT SHE HAS PLANNED FOR THE NEXT CHAPTER OF HER STORY

PHOTOGRAPHER  
ABDULLA ELMAZ

STYLIST & CREATIVE DIRECTION  
VASIL BOZHILOV

Apple blossom Earrings, White and Rose Gold, Pink Sapphires, Turquoise, White Cultured Pearls, Diamonds, By Van Cleef & Arpels Abaya, MNEIAE

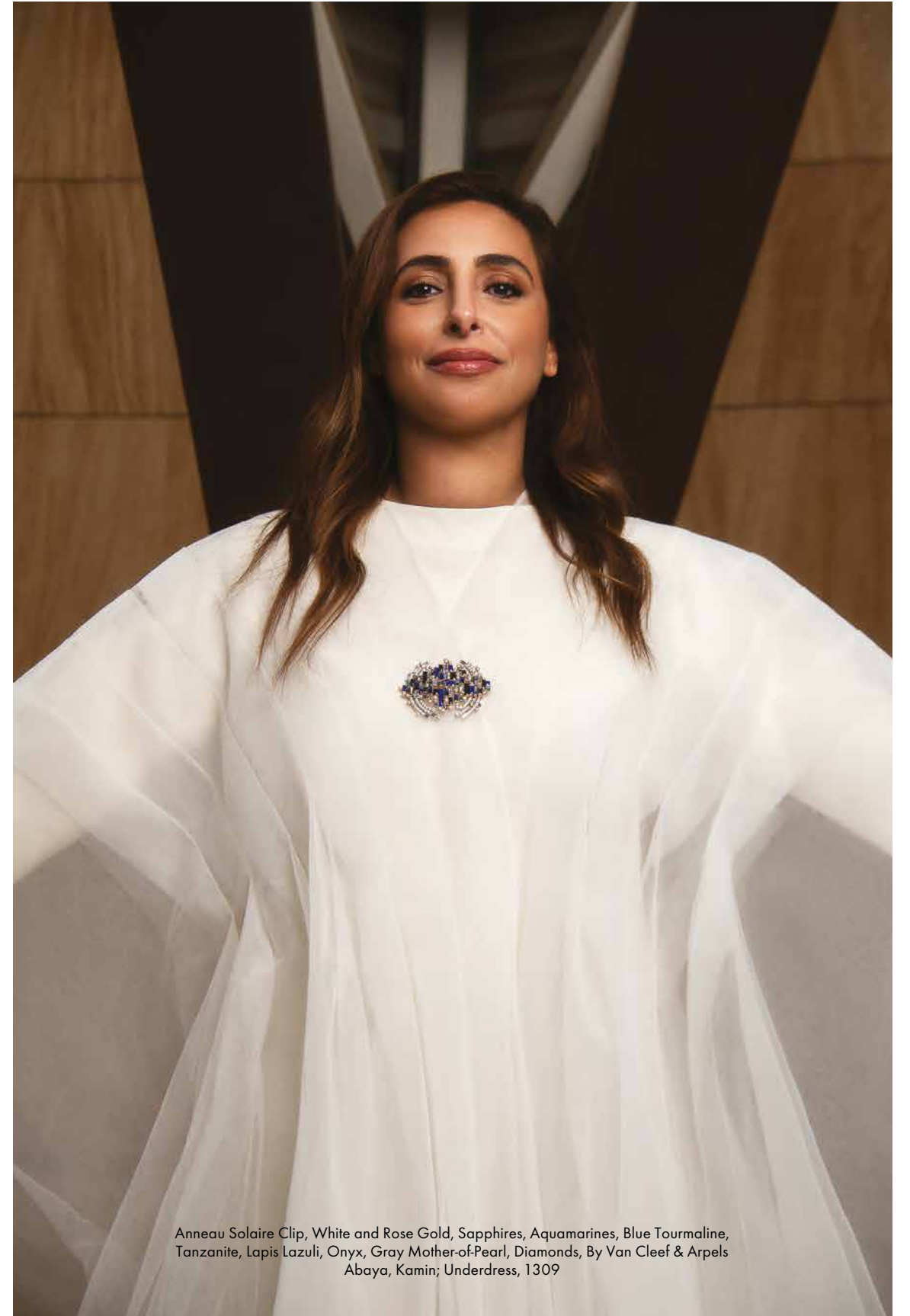




Palmyre Bracelet, Rhodium Plated  
White Gold, Diamonds; Flying Butterfly  
Between the Finger Ring, White and  
Rose Gold, Buff-Topped Traditional  
Mystery Set Sapphires, Diamonds, All  
by Van Cleef & Arpels  
Abaya and Underdress, MNEIAE



*Cover story*



Anneau Solaire Clip, White and Rose Gold, Sapphires, Aquamarines, Blue Tourmaline,  
Tanzanite, Lapis Lazuli, Onyx, Gray Mother-of-Pearl, Diamonds, By Van Cleef & Arpels  
Abaya, Kamin; Underdress, 1309





Scintilla Transformable Long Necklace, White and Rose Gold, One Cushion-cut Pink Sapphire (5.87 cts), Rubies, Blue and Pink Sapphires, Red Spinels, White Cultured Pearls, Lapis Lazuli, Diamonds, By Van Cleef & Arpels Kaftan, MNEIAE; Sheila,1309



Cap Azur Transformable Necklace, Yellow Gold, Turquoise, Diamonds; Ecume de Turquoise Ring, Yellow and White Gold, Turquoise, Diamonds; Delta De Turquoise Bracelet, Yellow Gold, Turquoise, Diamonds, All by Van Cleef & Arpels Abaya, MNEIAE; Kaftan, Manaal Al Hammadi





Poetic Complications  
Collection, Lady Arpels Pont  
Des Amoureux Jour Watch,  
38 mm, Rose Gold Case and  
Bezel, Round Diamonds,  
Colored Grisaille Enamel  
Dial, Rhodium Plated White  
and Rose Gold Sculpted  
Bridge, Rose Gold Crown,  
Interchangeable Shiny  
Dark Purple Alligator Strap,  
Self-Winding Mechanical  
Movement (Vallfleurier);  
Apple Blossom Earrings,  
White and Rose Gold, Pink  
Sapphires, Turquoise, White  
Cultured Pearls, Diamonds.  
All by Van Cleef & Arpels  
Kaftan, Amarah



# W

**here does your love of books stem from?** I was immersed in books from a young age. My parents are both avid readers and my father is a great storyteller. Experiencing stories and enjoying beautiful prose throughout my childhood meant that I grew up to become a keen reader too. In fact, as soon as I started reading and writing, I began building my own little library at home, which is something I do to this day.

**How did you get into the wonderful, yet crazy world of publishing?** It was by coincidence. My youngest daughter refused to read Arabic children's books preferring English ones. I was concerned because reading in one's native language is important for the emotional and mental development of children. She found Arabic children's books at that time to be boring and old fashioned. I agreed with her, so I made it my mission to do something about it. That's why I started Kalimat Group and how I began my foray into the wonderfully complex (and sometimes crazy) world of publishing.

**You were only 29 when you started the Kalimat Foundation. How has the journey been?** Kalimat Foundation is an initiative close to my heart. It was a natural step for me in many ways because I believe literacy and reading should be a fundamental human right for children. It should never be considered a luxury. Seeing children in conflict zones, refugee camps, and underdeveloped areas in our region and many parts of the world without access to books is painful for me as a human and as a mother. So we always contribute as much as we can, and I am happy to say it's been a wonderful journey so far. KF recently became the first non-profit in the UAE to be given open and free access for visually impaired and print-disabled published works, in line with the terms of the Marrakesh Treaty. This is a huge step and one that will ensure no child is left behind in terms of reading and access to knowledge.

**Best/most important lessons learnt from that experience?** When your aim is to help people especially children, don't spend a lot of time planning and analysing. Just take the first step and you'll be surprised how much support you will receive from others. You'll also be surprised that even the smallest gesture can turn into something significant when powered with good intentions.

**2022 was the last year of your IPA Presidency. How did it feel to land such a role?** It was a surreal moment. When I started working in publishing in 2007 I knew nothing about the industry, 11 years later I became President of IPA. I am the first Arab and Muslim and only the 2nd woman in 125 years of IPA's history, so it was a significant milestone. It took a lot of blood, sweat, and tears to get there, but I did it and I know that in doing so I shattered a proverbial glass ceiling.

**You were the first Arab woman as well as the second female president**

**in the IPA in more than half a century. What would you consider to be your greatest achievements there?** One of my greatest achievements was to raise awareness about the need for more diversity and inclusivity at the IPA and the publishing industry in general. The world is a wonderful place full of differences so the running of such an international organization should not be concentrated in the hands of a few people representing only a portion of this global industry. So I'd like to think that my presidency created a shift in mindsets and pushed the diversity and inclusivity needle more towards the center.

**In 2019, you started a community known as 'PublisHer' led by women to bring gender equality to the publishing world. What initiatives has this program launched since?** Probably the most important initiative is the Diversity and Inclusion Toolkit we developed. Everyone involved wanted to ensure we would create real change, rather than simply being a talking shop. The toolkit is designed to be used by those making hiring decisions within our industry. It aims to remove bias, and so ensure when people are hired or promoted, it is done on merit rather than a person's gender. The feedback has been very positive as the toolkit helps people take a step back and re-think their decision-making processes. We have also created a mentoring program which works both ways, so younger women can also act as mentors to more senior female professionals in the industry. It's been a great success, and it's incredible how the challenges we face are often so similar no matter where we are in the world. The reverse mentoring programme has also worked particularly well when it comes to understanding the latest technological trends and how they can be built into our business models.

## QUICK FIRE

- **What books can we find on your personal coffee table?** The Prophet by Gibran Kahlil Gibran, The Divan of Hafiz, and Women Who Run with Wolves by Clarissa Pinkola Estes.
- **Tips on curating the perfect home library?** Select a variety of old classics that you love to read again, and mix them with whatever your interest may be at the moment.
- **3 Authors you would invite over for dinner?** Elif Shafak, Chimamanda Ngozi Adichie, and Margaret Atwood
- **Reading or audiobooks?** Reading physical books.
- **Favorite literature genre?** Fiction and poetry

**in how people can consume content.** This trend is not stopping any time soon and will continue well into the future. The only challenge I see for publishers is how they will adapt to a continually changing landscape. We know that change is important and a natural part of the business cycle but changing business models every two years or so is easier said than done. Having said that, if publishers build agility and robust planning into their operations, they should be able to overcome these challenges and create more opportunities.

Scarlett Transformable Long Necklace, Rose Gold, Pink Sapphires, Rubies, Amethysts, White Cultured Pearls, Diamonds, By Van Cleef & Arpels Abaya, Kamin; Underdress, MNEIAE



PHOTOGRAPHER: ABDULILAH ELMASZ, CREATIVE DIRECTION/STYLIST: VASIL BOZHILOV, MAKEUP: MANUEL LOSADA, HAIR: DANIHISWANI, LOCATION: MIEIHA ARCHAEOLOGICAL CENTRE, SHARJAH



# Creating infinity



## The worlds of LOUIS VUITTON X YAYOI KUSAMA

IN THE BIGGEST COLLABORATION ON WHICH SHE HAS EVER EMBARKED, JAPANESE VISUAL ARTIST YAYOI KUSAMA, THE EMPRESS OF INFINITY ART, IS SENDING LOUIS VUITTON'S WORLD TOTALLY DOTTY. IT IS A VERTIGINOUSLY POP-ESQUE PAS DE DEUX THAT FURTHER CEMENTS THE LONGSTANDING RELATIONSHIP BETWEEN FASHION AND ART

**This page right:** Infinity dots jacket, sleeveless knit crop top, double breasted miniskirt, Twist PM in yellow epi leather with infinity dots and enameled lock bag, Shake ankle boots Louis Vuitton X Yayoi Kusama

**This page Left:** Painted dots all over printed coat, Monogram painted dots printed cargo pants, Christopher MM with infinity dots print bag, LV trainer sneakers Louis Vuitton X Yayoi Kusama

**Opposite page:** Reversible cotton bucket hat with printed infinity dots and pumpkins embroidery, wrap leather jacket, long sleeves infinity dots shirt, Capucines BB with psychedelic flower print bag Louis Vuitton X Yayoi Kusama





Princess of a total, hypnotic and colourful art, Japanese artist Yayoi Kusama is known throughout the world as an avant-garde artist. She is also one of the emblematic figures of the hippie years. True to her signature throughout the years, she applies her motifs ad infinitum, completely invading the space. The last time that Louis Vuitton met the magic of Yayoi Kusama was in 2012. Yet this relationship never ended – 10 years after, it evolved, and expanded with conversations continued and extended. Here, Kusama's talismanic objects, motifs and imaginings of infinity take over the Maison and all of its product categories: from bags to menswear; womenswear to sunglasses; fragrances to shoes and accessories.

In line with Louis Vuitton's past artistic collaborations, the encounter between the Maison and Yayoi Kusama is grounded in sincerity and a mutual appreciation of craft and excellence over the commonplace. This incarnation of the Louis Vuitton and Kusama creative exchange starts where the 2012 conversation left off, with a gift. In 2012, Yayoi Kusama took one of the most timeless and magical of the Maison's emblematic objects and made it her own – she hand-painted a Louis Vuitton trunk with her characteristic polka dots, dots that, for Kusama, represent infinity. It is an exact replica of these dots, a true representation of Kusama's hand that is one of the many things in the project that has challenged and advanced the Maison's savoir-faire. It is in this pursuit of the infinite through craft that both Louis Vuitton and Yayoi Kusama are ultimately united. It is here that both Louis Vuitton and Yayoi Kusama want the person who possesses such objects to feel both the care and emotional investment it took to make them; to become part of their story and one that will hopefully become part of the story of future generations – stretching into infinity.



**Left:** Cotton cap with printed infinity dots on visor, sleeveless knit crop top, leather top, double breasted miniskirt, Capucines MM with painted dots print bag, Silhouette ankle boots with painted dots print Louis Vuitton X Yayoi Kusama. **Middle:** Short sleeve crop t-shirt, carrot pant denim, Alma BB with painted dots print bag, LV Archlight sneakers with painted dots print Louis Vuitton X Yayoi Kusama. **Right:** Monogram painted dots printed down blouson, jogpants, Keepall 25 with painted dots print, Keepall 55 with painted dots print, LV trainer sneakers Louis Vuitton X Yayoi Kusama



Reversible cotton bucket hat with printed infinity dots and pumpkins embroidery, multicolor dots printed car coat, Petite Malle with painted dots print bag, Silhouette ankle boots with painted dots print  
 Louis Vuitton X Yayoi Kusama



## PRINCESS OF POLKA DOTS: YAYOI KUSAMA

From her inauspicious beginnings in 1929, in Matsumoto, Japan, Kusama magically and determinedly transformed her own life. Spinning enchantment from the power of her art while on adventurous quests in the wider world in the 1950s and 1960s, from Tokyo to New York, she rescued herself in the process. She is the artist who has given a glimpse of the infinite in her artwork and, after what appeared as a hiatus to the outside world when she returned to Japan in the 1970s, she has emerged as perhaps the pre-eminent global artist of the 21st Century and certainly the most successful living, female artist. On the convergence of art and fashion, she says “I have been making my own clothes since I was teenager. I also ran a fashion company in the 1960s. At that time, art and fashion were two completely different genres in general but I have never made a distinction between them. I don’t think if them as separate, because that way I can explore new fields.”



Above right: Vivienne giant in cherry wood, epi grained leather and resin alma bag with printed Infinity Dots Louis Vuitton X Yayoi Kusama  
 Below: Yayoi Kusama, 2022 by Yusuke Miyazaki



“WHEN DOES FASHION GO BEYOND FASHION? MAYBE WHEN IT’S MADE WITH ETERNITY AND INFINITY IN MIND.”



MEET THE DOTS...



• The METAL DOTS collection is a glint of the infinite inspired by Kusama's mirrored orbs, a motif familiar from her Narcissus Garden, shown (unofficially) at the 33rd Venice Biennale in 1966. Here, the silver orbs of varying sizes are placed with exacting precision by hand, embedded in women's black and silver leather goods, encircling a Cannes bag or proliferating on a soft Side Trunk, while featuring as almost a space-age gradient on the elegant Capucines.



• The motif of PAINTED DOTS is where this project has its roots and here, they are a direct translation of Kusama's hand through a complex serigraphy technique and embossed printing on leather or iconic coated canvas. Kusama's motifs have travelled with her for most of her life; she began painting her dots when still a child of ten. Here, a proliferation appears across ready-to-wear, across leather goods, across accessories, and across fragrances, from a colourful iteration of the dots true to the original artwork.



• The painted dot morphs into Kusama's INFINITY DOTS; the artist's most recognisable motif and as a collection, one that encompasses most pieces in the project across all categories. As Kusama's fame grew in America in the 1960s, she was dubbed the 'Princess of Polka Dots.' Although in contrast, Kusama has referred to herself as an 'obsessional artist.' It is the infinity dot that is the most obsessional of her motifs signifying a state of 'self-obliteration' for the artist. 'My desire was to predict and measure the infinity of the unbounded universe, from my own position in it, with dots,' says Kusama in her autobiography Infinity Net.

TEXT BY SOULINE DELOS, PHOTOGRAPHER CORENTIN LEROUX



Top: Louis Vuitton x Yayoi Kusama Infinity Dots  
Clockwise from left: Louis Vuitton x Yayoi Kusama Silhouette ankle boot 10CM in Monogram canvas with Painted Dots print; Louis Vuitton x Yayoi Kusama LV Archlight sneaker in Monogram canvas with Painted Dots print



"IT IS AN EXACT REPLICA OF THESE DOTS, A TRUE REPRESENTATION OF KUSAMA'S HAND THAT IS ONE OF THE MANY THINGS IN THE PROJECT THAT HAS CHALLENGED AND ADVANCED THE MAISON'S SAVOIR-FAIRE."

Trench coat, Onthego MM with infinity dots print bag, Academy loafers with 3D silver-toned metal half spheres Louis Vuitton X Yayoi Kusama



# AN ICON IN PARIS

Supermodel, actress and filmmaker Farida Khelfa continues to be a changemaker with her docu-film, *The Other Side of the Veil*, which breaks down stereotypes about Arab women and casts a fresh light on the Middle East. Here, in her own inimitable style, Farida celebrates Arab fashion and jewelry designers against the magical backdrop of the City of Lights.

PHOTOGRAPHER **ALI SHARAF**

FASHION EDITOR & PRODUCER **FAROUK CHEKOUFI**

Long Dress & Scarf,  
Amal Al Mulla  
Clutch, NS By Nouf





Opposite page: Coat, Top & Trousers, GIADA  
Sandals, Saint Laurent by Anthony Vaccarello  
Earrings, Peri - Bahrain Jewellery Center  
Sunglasses, Gucci

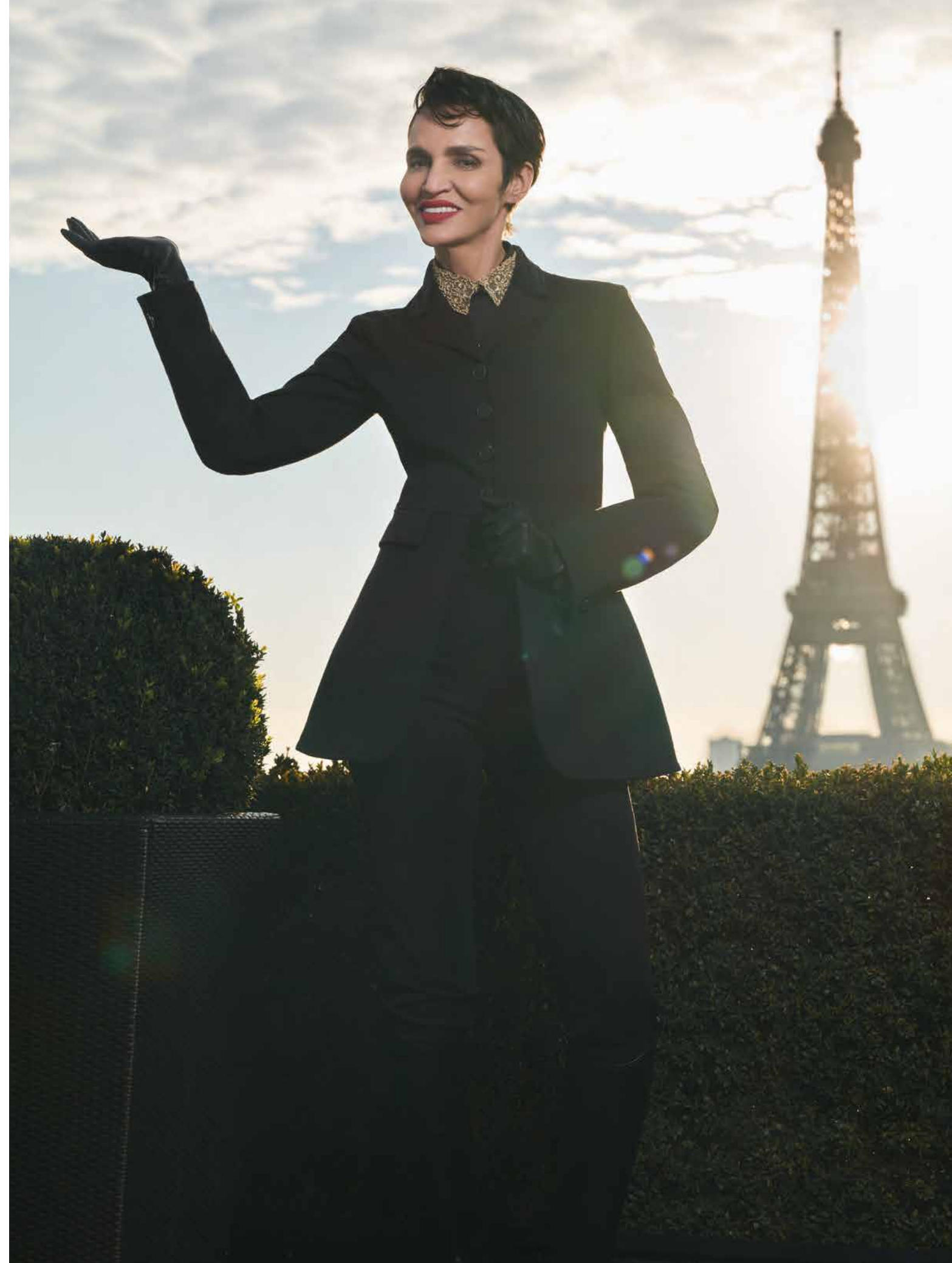
This page: Sweater & Skirt, Nour Abdul  
Long Necklace, Dailami Bahrain Jewellery Center





Opposite page: Jacket, Shirt,  
Trousers, Boot, Gloves & jewels,  
All by Dior Resort

This page: Silver Shirt & Skirt, Aks  
Shoes, Az Factory  
Earrings, Raz By Rahma Shirazi Bahrain  
Jewelery Center





**Opposite page:** Dress & Sandals, Saint Laurent by Anthony Vaccarello  
Necklace & Earrings in Rose Gold, Clash de Cartier

**This page:** Suit, Gloves & Shoes, Az Factory  
Earrings, Dailami Bahrain Jewelry Center





Suit, Budoar Atelier  
 Sunglasses, Bottega Veneta  
 Shoes, Az Factory  
 Hat, Virgine.O Paris  
 Necklace, Eternal Bahrain  
 Jewelry Center



TALENT/FARIDA KHELFA @ VIVA, MODEL/MANAGEMENT: PHOTOGRAPHER ALI SHARAF, FASHION EDITOR & PRODUCER FAROUK CHEKOUFI, MAKEUP ARTIST: JOI LANTA CEDRO USING GIVENCHY BEAUTY MAKEUP @ B AGENCY, HAIR STYLIST: ALEX PALETTE @ B AGENCY, FASHION ASSISTANT: BENJAMIN COUTAIN, PRODUCTION MANAGER: MARIAM ALSAMAHJI, PHOTOGRAPHER ASSISTANT: MAXIMIE BESCHU, LOCATION: HOTEL PLAZA ATHENEE 25 AV. MONTAIGNE, 75008 PARIS, SPECIAL THANKS TO ISABELLE MAURIN FOR HER WARM WELCOME.

ELLE WORD

# Delphine Jelk

WHEN IT COMES TO PEOPLE WITH A PASSION FOR PERFUME, SHE'S AT THE TOP OF THE LIST. THE GUERLAIN PERFUMER SPILLS THE BEANS (AND NOTES) ON THE HOUSE'S LATEST AND MOST INTOXICATING SCENT – JASMIN BONHEUR

Since its founding in 1828, Guerlain has nurtured a close relationship with art, its Perfumers inspired by avant-garde artists of their time. Today, this passion for art has been brought to life by Guerlain Perfumer Delphine Jelk with the launch of Jasmin Bonheur, the latest in the L'Art & La Matière collection and the result of an exceptional collaboration with Maison Matisse. "Perfumery is an expression that I love to make rich with other art and for Jasmin Bonheur, we have this special link with Matisse and his universe which is very bright and colorful," explains Delphine. "South of France was a big inspiration for him; it was a place he loved so much, one where he was always surrounded by jasmine, and it's that world that we used during our creation process."



## START

YOUR FIRST WORD IS...

"The fragrance works year-round whatever the season is! I love the idea that anyone can get close to this **perfume**, it doesn't matter if you're a man or woman."

"With a background of vetiver and musc, it has almost a kind of leathery note. I also included orris, bergamot and pink rose – it's like this jasmine gets colored by all the facets around it and this Chypre gives it an **elegant** feel!"

JASMINE  
 PERFUME  
 FRUITY  
 ELEGANT  
 FRESH

"The idea was to create a **jasmine** fragrance because in L'Art & La Matière we don't have jasmine. It's a scent that is happy, elegant, and sensual."

"When you smell the perfume, it goes beyond a white floral bouquet; there is a scent of apricot, almost a strawberry marmalade that I love. I wanted this jasmine to be **fruity** but at the same time I wanted it to be very elegant."

"I had this image in my mind when I created the fragrance of a young boy on his skateboard in California with a blue sky and all these beautiful colors around. It's young, **fresh** and at the same time, a long-lasting perfume that stays on your skin"

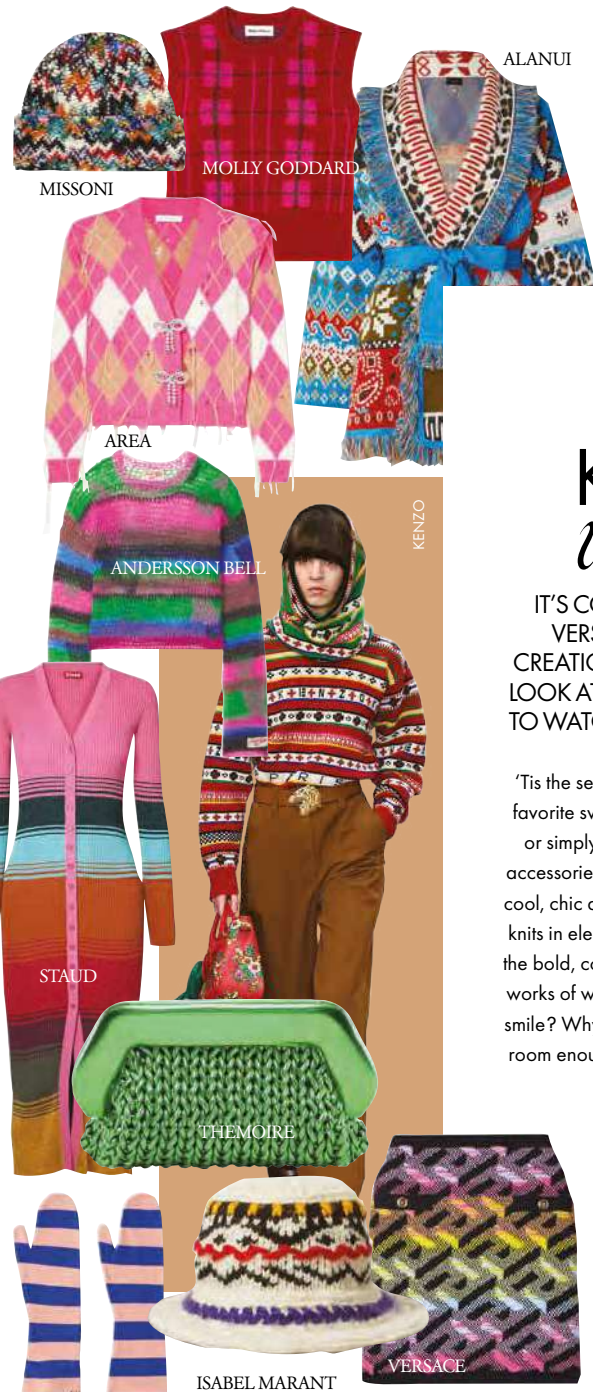
A colorful take on jasmine tinged with bright shades of radiantly orange apricot notes, vibrant purple-colored iris and soft rose pink, the new scent is inspired by Matisse's bold color palette.



The Maison Matisse Bee Bottle is available in 14 unique numbered limited-edition pieces. Painstakingly hand-painted, each piece showcases painter Astrid de Chaillé's exceptional craftsmanship.

IMAGES: SUPPLIED





EXTREME CASHMERE

## The KNIT wars

IT'S COZY CHIC CABLE VERSUS COLORFUL CREATIONS AS WE TAKE A LOOK AT THE TWO TRENDS TO WATCH THIS SEASON...

'Tis the season to cozy up in your favorite sweater, don that beanie, or simply add a Fall element to accessories. So, will you opt for the cool, chic and slightly preppy cable knits in elegant neutrals? Or go for the bold, colorful geometric-inspired works of wearable art that make us smile? Why choose, we ask; there's room enough in our wardrobes for both moods...



VALENTINO GARAVANI

## And then...

THERE'S OUR SECRET ACCESSORIES CRUSH: THE KNIT BOOTIE



# ELLE

*fashion*

PEAK CHALET CHIC... Designed to travel from the Milan streets to the St. Moritz slopes, La Double's ski kit is bursting with cherry-printed anoraks, reversible jacquard puffers, and a whole line of crave-able cashmere-blend knits for head-to-toe "haute-hygge" bliss.



## Clean Slate...

ONE OF THE BEST PARTS ABOUT THE NEW YEAR? IT'S TIME TO REFRESH YOUR WARDROBE! LET'S START WITH COOL CLOTHES FOR THE SKI SEASON



Rhea Jacobs  
Sesame Seed Beach Dress &  
Golden Arches Tote Bag



Nadya Hasan  
World Famous Fries®  
Towel & Sesame  
Seed Bucket Hat



# NOT FOR SALE COLLECTION

MCDONALD'S UAE IS LAUNCHING AN EXCLUSIVE LIMITED EDITION COLLECTION OF MERCHANDISE, AVAILABLE AS PART OF THEIR MYMCDONALD'S REWARDS PROGRAM. HERE, AHMED FAREED, AHMED EL SAYED, RHEA JACOBS AND NADYA HASSAN COME TOGETHER TO CELEBRATE MCDONALD'S ICONIC GOLDEN ARCHES, WORLD FAMOUS FRIES®, SESAME SEED BUNS, AND ICE CREAM CONE IN THEIR OWN UNIQUE WAY...

PHOTOGRAPHER **DANIEL ASATER** STYLIST **JEFF AOUN**



Ahmed Fareed  
Ice Cream Cone T-Shirt, Ice Cream Cone  
Swim Shorts, Sesame Seed Bucket Hat,  
Ice Cream Cone Towel



Ahmed El Sayed aka TwistedCurlz  
World Famous Fries T-Shirt, World Famous  
Fries Swim Shorts, World Famous Fries Socks  
& World Famous Fries® Towel



Left to right: Ahmed Fareed,  
Ahmed El Sayed, Rhea  
Jacobs, Nadya Hasan





A woman with her hair pulled back, wearing a vibrant red, belted, sleeveless down jacket and a matching red skirt. She is looking directly at the camera with a neutral expression.

# SNOW

PHOTOGRAPHER **TOM SCHRIMACHER**  
STYLIST **ANNE-MARIE BROUILLET**

Opposite page: Jacket,  
Geox; Sweater, Notshy;  
Dress, Dolce & Gabbana;  
Beanie, Isabel Marant  
This page: Sleeveless Down  
Jacket, Canada Goose;  
Dress, Louis Vuitton

A close-up portrait of a woman wearing a teal hooded down jacket and a white knit beanie with blue and red stripes. Her face has a light dusting of snow, and she is looking slightly off-camera.

# QUEEN

From fashion-meets-function  
puffer jackets to timeless down  
separates, here's how to look  
perfectly put together – both on  
and off the slopes!





Sweater, Vaness Bruno; Pants & Boots, Dsquared2; Earrings, Saint Laurent By Anthony Vaccarello; Cap, Solid



Jacket With Sleeves & Without, Pyrenex; Leggings, Emilio Pucci; Watch & Bracelet, Poiray



Sleeveless Down Jacket, Isabel Marant; Parka, Celine  
By Hedi Slimane; Sweater & Pants, Loro Piana;  
Sunglasses & Boots, Moncler; Bracelet, Poiray







Sleeveless Jacket,  
Celine By Hedi Slimane;  
Sweater, Iro; Pants,  
Fusalp; Bracelet, Poiray;  
Boots, Chanel; Skis,  
Vintage

Jacket, Ralph Lauren; Leggings, Loro  
Piana; Cuffs, Saint Laurent By Anthony  
Vaccarello; Mittens, Maison Montagut;  
Boots, Chloé; Cot, Vintage

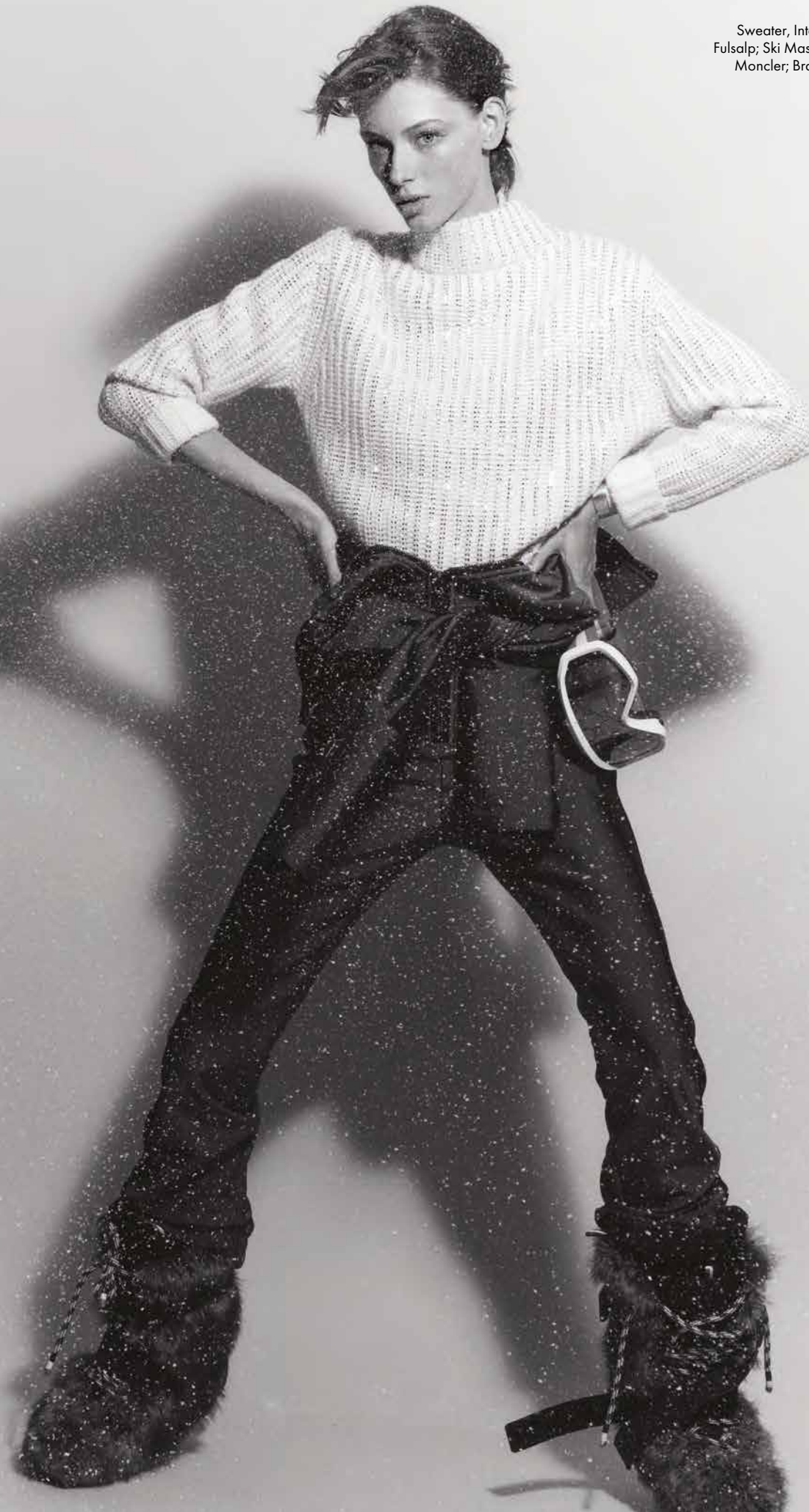




Jacket, Five; Pants, Chloé; Hood,  
Misha & Puff; Cuff & Bracelets, Saint  
Laurent By Anthony Vaccarello; Bag,  
Celine By Hedi Slimane



Sweater, Interdee; Jumpsuit,  
Fulsalp; Ski Mask, Gucci; Boots,  
Moncler; Bracelet, Dinh Van





Jacket, Guess; Watch, Rolex



Jacket & Sweater, Moncler;  
Leggings, Emilio Pucci





Jacket, Miu Miu;



Jacket, Herno; Sweater, Vanessa Bruno; Jumpsuit, Guess; Sunglasses, Moncler; Scarf, Les Ateliers Saint-Lazare; Boots, Chloé



Sweater, Pants & Boots, All  
By Dior; Skis, Vintage



Jacket, Celine By Hedi Slimane;  
Sweater, Falconeri; Pants, Moncler;  
Bracelet, Poiray; Socks, Acne Studios;  
Boots, Dsquared2; Ski Poles, Vintage



Jacket, Chanel; Jumpsuit,  
Max & Moi; Hood, Leon &  
Harper; Boots, Dior



Jacket, Sweater & Pants,  
All By Louis Vuitton



Jacket, The North Face;  
 Pants, Prada; Boots, Kickers;  
 Ski Poles, Vintage



PHOTOGRAPHER: TOM SCHRIMACHER; STYLIST: ANNE MARIE BROUILLET; MODELS: LAUREN ERVEIN & LAUREN DE GRAAF; STYLIST ASSISTANT: TATIANA YEREPCHAGINA; MAKEUP: IITINA KOIVAINEN; HAIR: DAVID DELCOURT; SET DESIGN: CHARLOTTE HUGUET; SET DESIGN ASSISTANT: JOSEPHINE RIBIERRE

# ELLE

*culture*

# JAN

*The year ahead...*

OUR GUIDE TO THE BOOKS THAT MOTIVATE,  
 THE PODCASTS THAT INSPIRE AND THE EVENTS  
 AROUND THE REGION NOT TO BE MISSED

M	T	W	T	F	S	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

@MADDI BAZZOCO



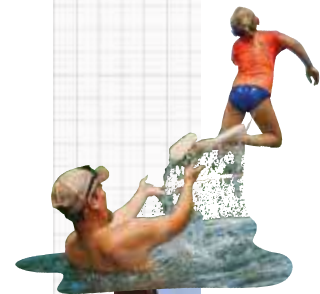
January

Experience a delightful culinary experience at OANJO – the city's first Japanese-Portuguese fusion restaurant at Sheraton, Mall of the Emirates. Located on the 24th floor, overlooking the Burj Al Arab and Burj Khalifa, the fine dining experience is curated by Chef Sergio Cruz. Must-try signature dishes include the Sardinhas Marinadas, Nikkei Portuguese, and authentic Bachalau a Bras. The age-old, color-washed walls reflect Portuguese architecture and with hints of Japanese influences evident in the décor. Follow @oanjodubai for details



# READY, SET, and GO!

START THE NY23 WITH A ROUND-UP OF THE TOP PLACES TO VISIT AND THINGS TO DO, AS ELLE ARABIA PRESENTS A CURATED LIST OF OPENINGS, HAPPENINGS, AND EXPERIENCES THAT ARE TOO GOOD TO MISS



January

6-10

Take a break from the rush of the festive season and NY celebrations, and book a serene escape to the newly opened Banyan Tree at AlUla in Saudi Arabia. The all-villa luxury resort features one, two and three-bedroom pool villas overlooking the mountains of the Ashar valley, and is in close proximity to historical sites of AlUla. The naturally treated rock pool offers just the right connection with nature to revive oneself. The retreat is open for bookings all through the year. [www.banyantree.com](http://www.banyantree.com)

COMPILED BY TAMARA WRIGHT

January

11-12

The METAVSUMMIT 2023 is all set to bring leaders in emerging technology together, where the top Web 3.0 and Metaverse companies from over 20 countries will converge to meet investors and strategic partners in Dubai. For those interested in IT & Technology, Web Analytics, Blockchain & Cryptocurrency and Digital Marketing, and who want to stay abreast of the latest happenings, this is not an event to be missed. [Metavsummit.com](http://Metavsummit.com)



January

15-20

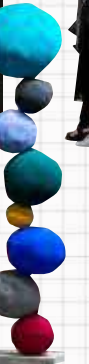
Visit the Forever Valentino exhibition in Qatar, organized by Qatar Creates and Qatar Museums together with Maison Valentino. Featuring over 200 Valentino Haute Couture pieces and pret-à-porter outfits, the show is curated by Massimiliano Gioni, artistic director of the New Museum New York, who worked closely with Valentino's Creative Director Pierpaolo Piccioli. The first-of-its-kind exhibition in the Middle East, the show displays rarely seen ensembles designed for the likes of Elizabeth Taylor, Jacqueline Kennedy and, more recently, Zendaya. The exhibition runs until the 1st of April 2023. [Valentino.com](http://Valentino.com)



January

22

Discover beauty in the works showcased at the Beyond: Emerging Artists 2022 exhibition which is part of the Abu Dhabi Art Program running until the 22nd of January, 2023. The exhibition shines a spotlight on the work emerging artists Majd Alloush, Mohamed Khalid and Sarah Al Mehairi, who through their work, explore mediums and meaning, going beyond what is seen and perceived. Held at the Manarat Al Saadiyat, the exhibition runs until the 22nd of January, 2023. [Abudhabiart.ae](http://Abudhabiart.ae)



January

27-28

Enjoy the game of Kings with a dose of fashion in the desert at the Richard Mille AlUla Desert Polo Championships. The tournament will feature four teams led by players from the legendary La Dolfina Polo team playing alongside local and international guests. Visitors will get a chance to compete in a fashion competition showcasing the best winter looks, while taking in the sights of the Equestrian Village. For details visit [Experiencealula.com](http://Experiencealula.com)



January

26-29

World number one and two-time golf champion Rory McIlroy is all set to make his presence felt at the Dubai Desert Classic this month. For this year's tournament, golf enthusiasts can expect a host of family-friendly entertainment options for fans of every age. There's a dedicated Kids' Day and a special picnic package to make the most of the experience. For details visit [Dubaidesertclassic.com](http://Dubaidesertclassic.com)







## Play

### SOS BY SZA

After a 5-year hiatus, we finally have new music from Grammy Award-winning SZA. The songs, which mimic everyday conversations, see her vocals take on a beautiful journey hiding catchy lyrics in unexpected corners. Clocked at 23 tracks, SOS is a mix of genres from Pop to R&B and features guests including Travis Scott and Phoebe Bridgers.



## Watch

### FARHA ON NETFLIX

After first debuting at the Toronto International Film Festival, the feature from Jordanian filmmaker Darin J. Sakkan has made it to the TOP 10 in 7 Countries since its release on the streaming channel with everyone tuning in to watch the true story of the forced evacuation of the Palestinians by nationalist militia from their homes in 1948. The movie follows the tragic events through the eyes of a 14-year-old girl – and while painful, it is absolutely worth the watch.



## See

### A THOUSAND TALES BALLET AT THE DUBAI OPERA

Transporting you to the magical worlds of Aladdin, Cinderella, Snow White, Sleeping Beauty, Swan Lake and more – A Thousand Tales Ballet is coming to the Dubai Opera from January 6-7, 2023 offering everything from beautiful piano concertos to a spectacular ballet performance – it promises to leave everyone spellbound.

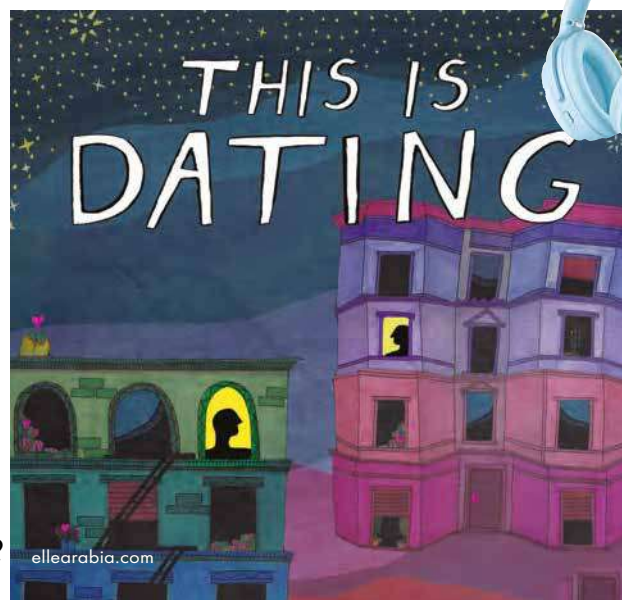
# WATCH See PLAY

WITH CALENDARS A BUZZING, THESE ARE THE NOTEWORTHY HAPPENINGS NOT TO MISS AT THE MOMENT!

## Listen

### THIS IS DATING ON APPLE PODCASTS

Think Love is Blind, but on a podcast, minus the forced weddings. The episodes follow four people as they trade the “traditional” route of swiping and small talk for a curated virtual date with the producers of the show as their fairy godmothers – think of it sitting on a table across from a couple on their first date and eavesdropping their conversation.



## Follow

LET THE YEAR INSPIRE YOU WITH BEAUTIFUL MODERN AND DIGITAL ART FROM THESE ARAB ARTISTS.



**ADRA KANDIL**  
@Dear.nostalgia



**NOURIE FLAYHAN**  
@Nouriflayhan



**ZEINA GAMMOUH**  
@Outofcanvas

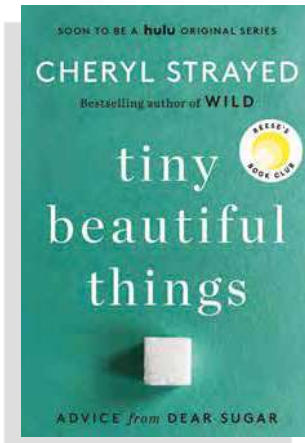
COMPILED BY SWATI JAINI; IMAGES: SUPPLIED

Writing visual letters to the past, present and future – a place that never was, Lebanese digital artist Adra Kandil shows off her immaculate artwork using 60s photography and the moon.

Known for her colorful surreal work, Dubai-based Nourie has worked with brands in the region, including Gucci Beauty and Starbucks, and doesn't hesitate to create hard-hitting political and social illustrations.

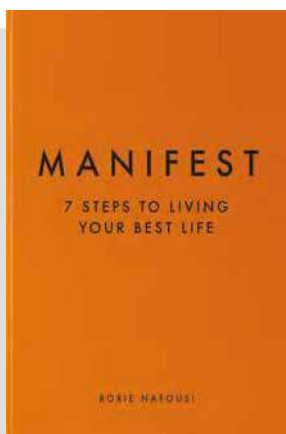
An Emirati Lebanese Gen Z digital artist, Zeina Gammouche produces fun images that are collages of moods that are vintage-inspired, complete with witty and catchy Arabic quotes.





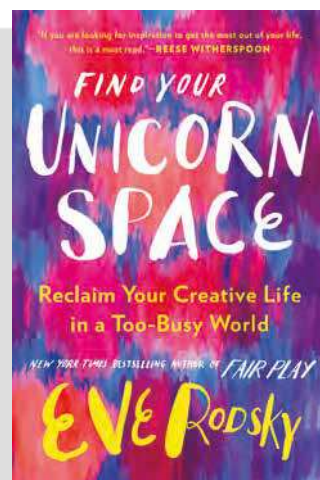
**TINY BEAUTIFUL THINGS**

Anonymous letters to agony aunts make for exciting reads. Sometimes the problem sounds relatable, and sometimes, it's just straight-out-bonkers. Sugar – the once-anonymous online columnist at The Rumpus, now revealed as Cheryl Strayed, is someone people turn to for advice. A balm for everything that life throws in our way, this book is full of humour, insight, compassion and honesty. *Tiny Beautiful Things* by Cheryl Strayed, AED 45, Amazon



**MANIFEST: 7 STEPS TO LIVING YOUR BEST LIFE**

'Manifest' has become an important word to live by. For some, it might be the hit show on Netflix but for most, it's the law of attracting the things you want from the universe. This read talks about letting go, positive thinking and most importantly, believing in ourselves – enough to manifest it into a reality. *Manifest: 7 Steps to Living Your Best Life* by Roxie Nafousi, AED 105, Virgin Megastore



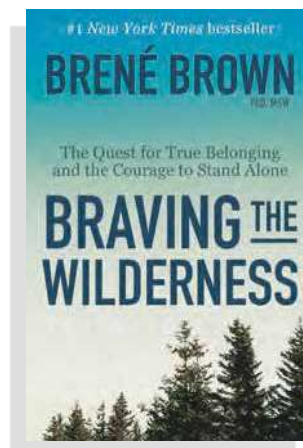
**FIND YOUR UNICORN SPACE**

Now, if you're looking for a resolution for the year, add this to your list: make time for your unicorn space. Almost like a peppy guide for embracing that balance with personal and professional lives, the book urges you to pursue your own creative self-expression and focus on being more uniquely you. *Find Your Unicorn Space* by Eve Rodsky, AED 70, Book Depository



**BITTERSWEET**

Sadness can be a muse and a good thing, and positivity can be slightly toxic. A perfect argument for toxic positivity, the book explores bitter and sweet coexisting and understanding why grief isn't necessarily a roadblock. *Bittersweet* by Susan Cain, AED 50, Amazon



**BRAVING THE WILDERNESS**

Social Scientist Brené Brown's book redefines the sense of belonging and how it doesn't require us to change who we are, and it needs us to be who we are. She backs her storytelling, advice and honesty with facts that resonate well. *Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone*, AED 94, Book Depository

*Read*

A NEW YEAR BRINGS NEW PROMISES AND RESOLUTIONS, LEADING TO A "NEW YOU". WHAT IF WE SAY WE LIKE YOU AS YOU ARE. AND INSTEAD OF THE NEW YOU, WORK ON AN EVOLVED 'YOU'. SO, THIS JANUARY HERE'S TO BEING THE BEST VERSION OF US.

ELLE VE G AMOUR beauty

HOLISTIC APPROACH TO HEALTHY HAIR.... Hair wellness brand VEGAMOUR – now available in Sephora Middle East – uses clean, 100% vegan ingredients to promote fuller, thicker, longer looking hair with an inside out approach that takes into consideration the health of the entire follicular ecosystem and works to promote a healthy environment for hair to flourish naturally.

GR  
Revitalize  
Shampoo

*The best of...*

THIS MONTH WE BRING YOU OUR ANNUAL LIST OF THE BEST PRODUCTS IN EVERY CATEGORY + WE TALK TO THE EXPERTS TO FIND OUT THE LATEST IN SKINCARE

RESTORE  
RETAIN  
RENEW

MADE WITH





**Ready, SET, GO**

It's 2023 and we're ready to put our best face forward. How? With Malin + Goetz's iconic Saving Face skincare, the guesswork is taken out of what to put and where to put it thanks to a trio of hardworking products – the Grapefruit Face Cleanser, Vitamin E Face Moisturizer, Detox Face Mask – that when combined, will reset winter skin in a jiffy.

DR. BARBARA STURM

MOLECULAR COSMETICS

ANTI-AGING BODY CREAM  
MADE IN GERMANY



**Beauty MEMO**

LOOKING TO RESET & REFRESH? HERE ARE THE HOT NEW PRODUCTS THAT WILL MAKE IT HAPPEN... BECAUSE WE ALL NEED SOME TLC AFTER PARTY SEASON

**Sweet LEGS OF MINE**

This January, don't you underestimate the ancient technique of body brushing; combined with a stellar anti-aging body cream like Dr. Barbara's Anti-Ageing Body Cream, you'll see a difference in tone and texture in just weeks

**Shut EYE**

Sometimes one needs a boost to depuff those eyes, especially on those swollen mornings. Erase last night's sins with BeautyBio's collagen-infused gel masks – made with illuminating pearl and colloidal silver – no one will ever know that you're running on zero sleep!



**Destination COMFORT**

Heading back home from a festive season well spent? Give jetlag a run for its money with Slip's Silk Frequent Flyer Set – featuring a travel neck pillow (get ready for in-flight sleeping!), a face mask and an eye mask, all made from pure Mulberry silk, you'll wonder how you ever set foot on a plane without it!

**They See ME ROLLIN'**

Whether from jade, rose quartz or other crystals, today's face-rolling tools when used correctly (remember – roll upwards, not back and forth) will stimulate the lymphatic system to decrease puffiness, ease tension and stimulate blood flow to increase your skin's glow. Chill these beauties in the fridge for even better results!

Clockwise: SENTARA HOLISTIC; ANGELA CAGLIA; HERBIVORE; YIN YOUR SKIN



1. N°5 L'EAU, CHANEL
2. HINOKI FANTÔME, BOY SMELLS
3. INFUSION DE VANILLE, PRADA
4. EYES CLOSED, BYREDO
5. EAU NOIRE, DIOR
6. EIDESIS, AESOP
7. ATELIER DES FLEURS HERBA MIMOSA, CHLOÉ
8. PURE MUSC FOR HER, NARCISO RODRIGUEZ
9. OUD NUDE, GUERLAIN
10. OPSIS, DIPTYQUE

*Smells like* **WINTER**

FROM WARM SPICES TO COCOONING GOURMANDS, HERE ARE 10 OF THE SEASON'S MOST DELICIOUS SCENTS TO WEAR ON REPEAT

GIORGIO ARMANI



Best Floral

Best Oud

Best Incense

Best Powdery

Best For Spice

Best For Evening

Best Sandalwood

Best

10



# ELLE INTERNATIONAL BEAUTY AWARDS 2023

## *your new* BEAUTY *besties*

WELCOME TO THE 2023 EDITION OF THE ELLE INTERNATIONAL BEAUTY AWARDS: THE ULTIMATE GLOBAL EDIT OF THE TOP PRODUCT LAUNCHES, AS VOTED FOR BY THE (45 EDITIONS) ELLE SISTERHOOD.

For the 11th annual ELLE International Beauty Awards, 45 Beauty Editors from all over the world came together to test thousands of new products launched in 2022. They have curated a list of those that stand out from the pack. Wave goodbye to risky purchases and discover the experts' new favourites in this all-star line-up.

*Photographed by* NIK HARTLEY  
*Styled by* CHLOE DUGAST  
*Text Compiled by* VIRGINIE DOLATA  
*with* LOUISE ACHTEREENTE



LUDYVINKA WEARS A  
TOTAL MIU MIU LOOK.  
ALUA IS IN ALL CELINE, AND  
NATHALIA IN ALL PRADA.



# Make-Up

## THE BEST *Mascara*

YVES SAINT LAURENT  
*Lash Clash*



### HOW TO EXTEND THE LIFE OF YOUR MASCARA?

- Regularly remove excess from the brush with a clean tissue or makeup remover.
- Frequently clean the ring around the wiper to ensure that the tube closes as tightly as possible.
- Avoid "pumping" the mascara brush as this draws air in and dries the product prematurely.
- Never twist the brush as this will prevent the wringer from working properly.



### ELLE'S EXPERTISE

#### Texture & packaging

The innovative patentpending fibre brush allows for a bold application with an intense black finish. Through the combination of waxes and highperformance synthetic polymers, the product coats the lashes to achieve an oversized look. The XXL brush, combined with hyper-black pigments creates a voluminous full-fan effect.

#### Performance & benefits

Enriched with Iris Florentina extract, the formula preserves the silkiness of the lashes. The tacky and velvety texture creates a lash-nourishing effect. An additional plus: the fragrance-free formula is suitable for contact lenses users.

### WHY WE LOVE IT



"The best false-lash effect mascara to date, finally in a formula that doesn't smudge, cake or drop!"

KATY YOUNG  
ELLE U.K.



"It made a buzz on social networks and we understand why! It lengthens, thickens and darkens the eyelashes to perfection."

MARIE-NOËLLE VEKEMANS  
ELLE BELGIUM



"This product lasts the whole day and gives your lashes the length it promises. Plus, due to its chic packaging, it's real eye candy!"

AJDA GREGORC  
ELLE SLOVENIA



"Lash lifting effect is insane!"

DINA KABBANI  
ELLE UAE

# Make-Up

## THE BEST *Lip Colour*

DIOR  
*Rouge Dior Forever*



### HOW TO SEAMLESSLY APPLY YOUR FOUNDATION

- Pump a small amount of foundation and warm it in the palm of your hand.
- Apply it from the center of the face outwards with your fingertips.
- Focus on one area at a time and blend well.
- Finish with a dusting of powder to set the makeup.



### ELLE'S EXPERTISE

#### Texture & packaging

The combination of essential and natural oils allows the formula to sit comfortably on the lips. The 28 ultra-pigmented shades can be used to create an intense and cohesive make-up look, from nude to very bold red colours. The formula is enriched with a high-performance film-former to prevent transfer and bleeding.

#### Performance & benefits

Infused with red peony extract, the formula preserves the lips' natural moisture. The jojoba oil, sweet almond oil and a pomegranate derivative combine their properties for all-day comfort and a non-drying, hydrated sensation.

### WHY WE LOVE IT



"It's the best party companion! The Lipstick is ultrapi mented and transfer-proof, so drinking and eating isn't a problem!"

BARBARA HUBER  
ELLE GERMANY



"This is simply the best lipstick launched in the last few years. It's saturated with pigment, has a perfectly balanced matte finish (not too owdery, not too shiny), is hyper-comfortable and lasts for hours. I can't count the number of compliments I've received while wearing it. Forever feminine!"

THÉO DUPUIS CARBONNEAU  
ELLE CANADA/QUÉBEC



"Very impressed by the lasting effect of Rouge Dior Forever. Thanks to its transfer-proof formula (16-hourwear), there is no need to touch up, your lips stay bright from morning to evening. The finish is semimatte with just one layer echoing its superior matte packaging."

LETTIE TSENG  
ELLE CHINA



"It is simply unbelievable how this lipstick does not transfer. It is practical and beautiful. I hope that, with its success, Dior makes even more shades."

PEDRO CAMARGO  
ELLE BRAZIL



# Make-Up

THE BEST  
*Foundation*

NARS  
*Light Reflecting Foundation*

## ELLE'S EXPERTISE

### Texture & packaging

Available in 36 shades, the lightweight and vegan water-in-oil emulsion creates a natural and breathable film on the skin. Developed without mineral oils, silicones or parabens, the formula allows for an instant beautifying effect and an even complexion with a blurring effect.

### Performance & benefits

Infused with skincare ingredients, the formula protects the skin from external aggressors such as blue light, thanks to cacao peptides. It reinforces the skin barrier with the Japanese lilyturf extract. A blend of algae extracts and Polynesian seawater works to improve skin clarity overtime, even after makeup removal. This light-reflective foundation contains biomimetic oat for a soothed, fresh and radiant look.



## WHY WE LOVE IT



*"This innovative blend of makeup and skincare instantly blurs imperfections, smooths the look of textured skin, and helps conceal blemishes, dark spots, and redness."*

EVGENIA  
ALEXANDROVA  
ELLE BULGARIA



*"An amazing way to transform dull and tired skin to pure perfection. Just the right amount of highlighting effect with a no makeup-makeup kind of feeling"*

CARIN HELLMAN  
ELLE SWEDEN



*"Because of its highquality finish and the skincare power!"*

ASAKO MATSUI  
ELLE JAPAN.



*"The Light Reflecting Foundation is such a good example of the new generation of foundations that contain ingredients we know from skincare products."*

MARIA THORGAARD  
ELLE DENMARK

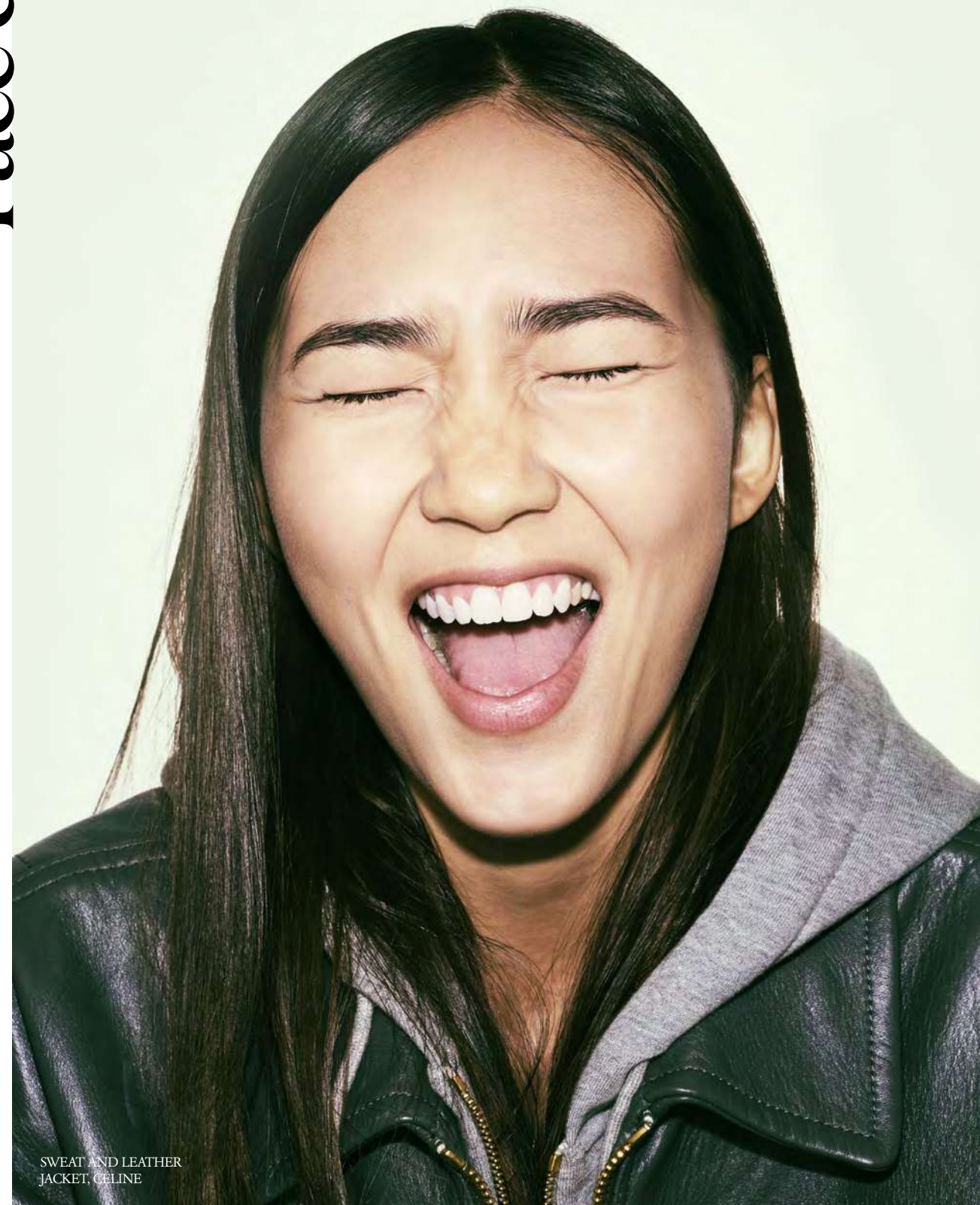
## ELLE TOPS

### HOW TO APPLY CREAM LIKE A FACIALIST?

- Apply to the face, neck and décolletage by patting with your fingertips.
- Smooth the face with the palms of your hands, using movements from the jawline to the ears, then from the nose wing to the ears, from the center of the forehead to the temples and finally from the ears to the décolletage.
- De-puff with a freezer-cold teaspoon on both eyes.

# Face care

SWEAT AND LEATHER JACKET, CÉLINE ELLE INTERNATIONAL 2022 ELLE EIBA2023 THE KEY TO HEALTHY SKIN WILL ALWAYS BE CLEANSING, MOISTURISING AND UV PROTECTION, AND AN OCCASIONAL SKINBOOSTING TRICK FOR A "WOW EFFECT"



SWEAT AND LEATHER JACKET, CÉLINE



# Face care

## THE BEST Moisturiser

**CHANEL**  
N°1 De Chanel Revitalizing Cream

### ELLE'S EXPERTISE

#### Texture & packaging

With a high level of natural ingredients, the velvety texture creates a smooth, blurring effect. This product is a new approach, combining sustainability and luxury: a 97% natural formula, recyclable and refillable packaging containing camellia husks and the usage of the whole camellia flower (76% of camellia-derived ingredients), thanks to in-house expertise.

#### Performance & benefits

Containing 70% of camellia-derived ingredients, and enriched with hyaluronic acid, adenosine, lactic acid and shea butter, this extra caring formula is the n°1 step to prevent skin aging by boosting hydration, preserving the skin's youthfulness, and enhancing skin regeneration. Moreover, the key active, the red camellia flower extract, improves skin vitality and protects it from urban pollution. The skin is beautified day after day.



#### How to apply cream like a facialist?

- Apply to the face, neck and décolletage by patting with your fingertips.
- Smooth the face with the palms of your hands, using movements from the jawline to the ears, then from the nose wing to the ears, from the center of the forehead to the temples and finally from the ears to the décolletage.
- De-puff with a freezer-cold teaspoon on both eyes.

### WHY WE LOVE IT



*"This new range is so graphic and offers the complete routine (you will find make-up and perfume too). It is the perfect combination of luxury and sustainability. The day cream provides effective hydration!"*

ELISABETH MARTORELL  
ELLE FRANCE



*"It firms up the skin, making it look tighter after a couple of weeks. It also feels super hydrating and cooling."*

SANTI ZULBACHRI  
ELLE INDONESIA



*"It works to prevent and correct the appearance of the 5 signs of aging. What more does a woman want? The scent is fantastic."*

NILAY YALÇINKAYA  
ELLE TURKEY



*"It is a rescue product, to always keep on hand!"*

BLANCA GONZÁLEZ RUFINO  
ELLE SPAIN

# Face care

## THE BEST for Anti-Aging

**LANCÔME**  
Rénergie H.c.f. Triple Serum

### ELLE'S EXPERTISE

#### Texture & packaging

Thanks to its innovative triple chamber packaging, this anti-aging serum promises to ensure a great success rate and added freshness, with 3 different formulas: a cream, a gel and an emulsion. After mixing it with your fingers, a beautifully soft serum is created, which can then be easily absorbed by the skin.

#### Performance & benefits

It allows a unique combination of 3 different galenics: a cream with hyaluronic acid for plumping and hydration, an emulsion with vitamin C and niacinamide to reduce the appearance of dark spots, and a gel with ferulic acid to fight skin oxidation and soothe the skin. A flawless design, delivering optimal anti-aging benefits for a guaranteed youthful glow.



### WHY WE LOVE IT



*"The feel on my skin is like a combination of serum, moisturizer, and light cream. It re-plumps and targets wrinkles, and dark spots. Three for three, you can't go wrong with this TRIPLE in ONE serum!"*

YOUNJI JUNG  
ELLE SOUTH KOREA



*"This serum can be used day and night. I love to use it to prep my skin, makeup always looks fantastic after using this!"*

YOUNIE TSANG  
ELLE HONG KONG



*"This breakthrough serum contains all the ingredients that my skin needs a year away from 40. I just pump the intelligent bottle neck and hyaluronic acid, vitamin C, niacinamide, and ferulic acid penetrate my skin and start working their antiaging magic."*

ROZINA KOURI  
ELLE GREECE



*"Three effects in one pump. The perfect match, a good price and highly effective."*

ANNA MACHOVÁ  
ELLE CZECH REPUBLIC



#### How to get the most out of an anti-aging serum?

- Apply the serum to the face from the chin to the ears, from the cheeks to the temples.
- Make small movements from the eyebrows to the hairline and then to the center of the forehead and between the eyebrows.
- With your fingers in front of your ears and your thumbs under your jaw, make light pressure movements outwards and upwards.
- Repeat these movements at least 3 times.



# Face care

## ELLE'S EXPERTISE

### Texture & packaging

This spa-inspired face exfoliator can be expertly applied thanks to its soft brush. All 12 ingredients are non-comedogenic and gentle on the skin. The formula is leave-on and can be applied 2-3 times a week under a serum or a night cream.

### Performance & benefits

The formula contains a combination of 2 acids: glycolic acid (BHA) & salicylic acid (AHA). Both acids will help to purify and exfoliate the skin, aiding with skin radiance and overall texture. The glycolic acid (AHA) is water-soluble and acts on the surface of the skin, naturally boosting skin hydration. The salicylic acid (BHA) is oil-soluble and acts both on the surface of the skin and deep into the pores, working to soothe the skin. The minimalist formula (only 12 ingredients)

## THE BEST Mask & Scrub

**CLARINS**  
*Beauty Flash Peel*



### How to boost skin radiance daily?

- Drink acerola juice in the morning.
- Be active, sweat is known to eliminate toxins, pollutants and impurities.
- Get as much sleep as you can. Sleep is life and you will glow!
- Hydrate from the inside and outside.
- Before an evening out, apply an expert resurfacing treatment to fade signs of fatigue accumulated throughout the day.

### WHY WE LOVE IT



*"It has been one of the top SOS products for French women for over 40 years, so, this peeling version became an instant must-have. Glycolic and salicylic acids put the light ON. The brush on the tube is a good idea too."*

ELISABETH MARTORELL  
ELLE FRANCE.



*Leaves the skin as glowy as can be – just in time for party season."*

CHARLOTTE SØRVALD  
ELLE NORWAY



*"Clarins version of the AHA/BHA's Korean Peel doesn't disa point. If you have prominent wrinkles and dull skin, this ll become your go-to product. Simply apply one or two times a week and your skin will look renewed and brighter. It's like having a flash-facial."*

CAROLINA ALVAREZ  
ELLE MÉXICO 15



*"It brings the life back into even the most tired of skin."*

BLANCA GONZÁLEZ  
RUFINO  
ELLE SPAIN

# Face care

## THE BEST Innovative face care tool

**FOREO**  
*Luna™ 4*



## ELLE'S EXPERTISE

Featuring ultra-soft silicone touchpoints and T-Sonic technology, it removes dirt and excess oil with only one minute of daily cleansing, while a targeted firming facial massage leaves the skin smoother and more youthful. Used as part of your daily cleansing routine, it provides a much deeper clean than usual. It removes dirt, oil and dead skin cells for better absorption of your favourite skincare products. Choose from a variety of massage routines guided by an app that uses gentle T-Sonic pulses to help reduce the visible signs of aging.

### WHY WE LOVE IT



*"It's easy to use and deeply cleanses impurities out of the pores. The best part? You don't have to recharge it often, because one charge lasts 600 uses."*

AMANDA LEO  
ELLE SINGAPORE



*"A cleansing brush and a gua sha combined into one sleek design."*

NICKY KHANH NGOC  
ELLE VIETNAM



*"This beauty gem leaves my sensitive skin smooth and ready for all the products that follow. I find this moment in my beauty routine to be the ultimate act of self-care because it's so fun and relaxing."*

AJDA GREGORC  
ELLE SLOVENIA



*"I have always been a big fan of FOREO and LUNA 4 has proven me right."*

PEDRO CAMARGO  
ELLE BRAZIL



### How to best clean your skin?

- In the evening, opt for a "double cleanse", a twostage make-up removal, using oil or a balm. Then gel or foam, selected depending on your skin type and preferences.
- Use an oil-based cleanser first, to remove pigments. Massage to activate the circulation. Rinse with warm or cold water for the veinotonic and anti-ageing effect.
- Follow with a cream-based or non-stripping foam cleanser.
- In the morning, a basic make-up remover will be enough to eliminate sebum and impurities from the night.



# Hair care



SHAMPOOING, CONDITIONING, PROTECTING, NOURISHING, COMBING, BRUSHING, DRYING, PURIFYING, COLORING, TONING, PLUMPING, TEXTURIZING, STYLING, CURLING, STRAIGHTENING... THE OPTIONS ARE ENDLESS! CHOOSE YOUR HAIR 'FRIENDS' WISELY.

DRESS, CHLOË

## THE BEST Shampoo

HAIR RITUEL BY SISLEY  
*Gentle Purifying Shampoo*

### ELLE'S EXPERTISE

#### Texture & packaging

Presented in a minimalist black and white tube, this shampoo is very soft and creamy created by a combination of three different gentle surfactants (sodium methyl cocoyl taurate, sodium cocoyl isethionate & cocamidopropyl betaine).

#### Performance & benefits

This gentle and clean product contains notable caring properties for purity, strength, and smoothness. Infused with java tea extract, rosemary essential oil, exotic verbena essential oil and minerals (zinc, magnesium, copper), the scalp is purified from the very first wash. The bisabolol and pro-vitamin B5 will prevent breakage and irritation. Overall, this shampoo leaves the hair looking lighter, more voluminous, glossy,



### ELLE TIPS

#### How to maintain your microbiome?

Yeast and bacteria live and feed off of each other on the scalp. If the environment was to become out of balance, it could lead to an overproduction of fungi and cause dandruff. Whereas, if there is too low a bacteria count, the scalp will dry out and become irritated.

- For both oily and dry scalps, alternate between shampoos.
- Avoid stagnant humidity by not keeping your wet towel on your head for hours. This will encourage moisture-loving bacteria. Instead, hair dry your roots on medium temperature.

### WHY WE LOVE IT



*"My skin has been jealous of all the love my hair has been getting, but I've finally settled their rivalry with this nourishing shampoo that makes my hair feel moisturized, and makes my scalp feel very clean at the same time. Not an easy feat!"*

KATHEEN HOU  
ELLE USA



*"The scalp really feels purified, and your hair feels refreshed. It cleans thoroughly without leaving your hair feeling dry or stripped. I like the light fragrance, it reminds me of tea tree oil!"*

YVONNE YANG  
ELLE TAIWAN



*"Hair Rituel by Sisley is my favorite brand for hair care. The Gentle Purifying Shampoo is suitable for everyday use, for the whole family. Next time, I will hide it from my family!"*

ANNA MACHOVÁ  
ELLE CZECH REPUBLIC



*"The java tea extract reliably, but gently, cleanses the scalp. Both your scalp and hair lengths are truly clean after use, they feel softer and smoother."*

BARBARA HUBER  
ELLE GERMANY



# Hair care

## THE BEST Conditioner

**K18**  
*Leave-In Molecular Repair Hair Mask*



### How to bring dull hair to life?

- Brew six (herbal) tea bags in boiling water to create a highly pigmented solution: black tea for brunettes and chamomile tea for blondes.
- Leave in the fridge to cool down
- Use as a final rinse.

### ELLE'S EXPERTISE

#### Texture & packaging

This highly concentrated formula is easy to apply and works rapidly, in just four minutes. On all hair types, this fast-drying, creamy texture leaves your hair very soft and lightweight.

#### Performance & benefits

Based on patented biomimetic technology, this hair mask is clinically proven to reverse hair damage from bleach, chemical services, and heat. After 10 years of research, the biotech engineers have identified and developed a peptide-based technology capable of reconnecting damaged polypeptide chains for long-term results.

### WHY WE LOVE IT



*"Ten years in the making, this peptide rebuilds keratin to restore hair to its former glory - with quite dramatic effect."*

**KATY YOUNG**  
ELLE UK



*"A true game changer within hair care! Seals and beals hair and dry ends like magic. Addictive!"*

**CARIN HELLMAN**  
ELLE SWEDEN



*"It can make even dead and damaged ends feel alive."*

**SUKRITI SHAHI**  
ELLE INDIA



*"I saw the transformation in my sister's bleached hair that really lacked life. In 4 minutes, the result was unbelievable!"*

**ROZINA KOURI**  
ELLE GREECE

# Hair care

## THE BEST Hair Styling

**KÉRASTASE**  
*Elixir Ultime Huile Originale*



### How to style your hair in your sleep?

- Use hairspray on the roots.
- Make four large, loose braids and set them with your hair dryer.
- Sleep in them overnight.
- The next morning, untie the braids, combing through with your fingers. Warm a drop of oil in your hands and scrunch the lengths.

### ELLE'S EXPERTISE

#### Texture & packaging

Owing to high performance silicones, this precious oil is silky to the touch, and glides onto the hair, coating the follicles perfectly. The result: super shiny and frizz-free locks for up to 96 hours.

#### Performance & benefits

This elixir is enriched with 4 natural oils: marula oil, argan oil, corn germ oil and camellia oil. Soon after use, your hair will be ready for styling, thanks to heat protective properties.

### WHY WE LOVE IT



*"An oldie but a goodie, this is a go-to for all hair types that need a little glossy moisturizer."*

**KATY YOUNG**  
ELLE UK



*"This is the ultimate shine enhancing hair oil for all hair types. To my surprise, my hair was still shining the day after using this oil. And I really love the luxurious smell, it's an exceptional floral scent."*

**LETTIE TSENG**  
ELLE CHINA.



*"Elegant packaging, relaxing fragrance, precious ingredients and extreme softness on the lengths. Once tested, it is impossible to do without."*

**MARIE-NOËLLE VEKEMANS**  
ELLE BELGIUM.



*"This iconic oil is so versatile: it can be used anytime: before or after your hair wash; in the middle of the day; on the entire lengths of your hair or just on the ends; on straight or curly hair. And it has a sophisticated fragrance! A real must-have."*

**MONIKA KASSAI**  
ELLE HUNGARY.



# Body Care

## THE BEST Suncare

LA ROCHE POSAY  
*Anthelios Family Spray Spf 50+*



### ELLE'S EXPERTISE

#### Texture & packaging

The 300ml packaging is made from 85% recycled materials and its white background protects the formula from sun damage. Thanks to its spray applicator, it is very easy to apply on the skin, for the whole family.

#### Performance & benefits

The formula contains 6 different chemical UV filters and due to the absence of any mineral UV filters (Titanium dioxide/ Zinc oxide), it is white-cast free. It is also water resistant and fast-drying, (due to high levels of alcohol) to prevent sand from sticking to it.

### ELLE TIPS

#### How to maximize your sun protection?

- Before leaving home, apply generously to your face and body.
- Allow the sun cream to sink in properly, to avoid the highly protective formula transferring onto your clothes.
- Reapply at least every 2 hours to maintain protection, especially after sweating, swimming or drying off.
- Wear a hat and favor the shade, particularly during the hottest hours. You can still get tanned under a parasol.

### WHY WE LOVE IT



*"The quality is, as always, insuperable. Its practicality. Its high SPF formula protects the skin from UVA and UVB rays and above all, it is easy to apply. And its trigger pack sprayer is another success."*

ARLETTE BARRIONUEVO  
ELLE ARGENTINA



*"La Roche-Posay make such great sun protection products and this spray is no exception. I spray it into the palm of my hands, before I spread it onto my body, to make sure I use enough."*

MARIA THORGAARD  
ELLE DENMARK



*"We have to wear sunscreen all year round, and this La Roche Posay SPF makes it so easy to do that on the daily. It is even suitable for sensitive skin, for both children and adults. The tried-and-true formula tested by dermatologists is waterproof, doesn't leave a white cast or make your skin feel greasy."*

KAIRA VAN WIJK  
ELLE NETHERLANDS



*"I have sun allergies and this SPF is perfect for that. You can apply it to both your face and body and it actively hydrates the skin (it contains glycerin and vitamin E). 360° protection, a new favorite for sure!"*

CAROLINA ALVAREZ  
ELLE MEXICO

# Body Care

## THE BEST Body Moisturiser

CERAVE  
*Cerave Moisturising Cream*



### ELLE'S EXPERTISE

#### Texture & packaging

Presented in a generous pot, this moisturizing cream, developed by dermatologists, is suitable for normal to very dry skin.

#### Performance & benefits

This formula contains 3 essential ceramides that work together to lock in moisture and help to restore your skin's protective barrier. It also contains a high level of glycerine, fatty alcohols, occlusive ingredients and hyaluronic acid to ensure optimal hydration. It has been approved by the National Eczema Association and is non-comedogenic.

### WHY WE LOVE IT



*"It's one of the most recommended brands by dermatologists! This body cream can handle the driest of skin, even in the coldest of Quebec winters! My trick is to apply it as soon as I get out of the shower in order to lock the moisture into my skin and maximize the moisturizing."*

THEO DUPUIS-CARBONNEAU  
ELLE CANADA/QUÉBEC



*"As someone who has dry body skin, I can vouch that this moisturizer instantly hydrates and makes your skin look and feel soft to the touch."*

TARA DUKIC  
ELLE SERBIA



*"It is a long-lasting moisturizer. I used it last night, woke up and my skin still felt moisturized."*

YVONNE YANG  
ELLE TAIWAN



*"Efficient, low-price, simple formula created by dermatologists... A great brand philosophy, which makes the brand so loved by the whole family. I especially like to use it after hair removal on my legs."*

ELISABETH MARTORELL  
ELLE FRANCE

### ELLE TIPS

#### How to nourish your skin effectively?

- Shower gently with lukewarm water.
- Avoid hot showers as they can strip away moisture and cause flaky, itchy skin.
- Identify your skin type. Normal, dry, sensitive or oily, all skin types need the right moisturizer. (Yes, even oily skin).
- Carefully massage the moisturizer into your skin, in an upward motion. This movement helps to fight against the effects of gravity and to soothe muscle tension.



# Body Care

## ELLE'S EXPERTISE

### Texture & packaging

This dewy gel-cream formula offers a cooling sensation due to the presence of menthol and is dermatologically tested. Formulated with a high concentration of oils, the skin is nourished and appears re-plumped.

### Performance & benefits

Based on Shiseido's exclusive fat-fighting system and enriched with caffeine, this product boosts microcirculation and reduces the accumulation of excess fat. Infused with grapefruit oil, hawthorn extract and poria cocos extract, this cream improves skin firmness and can be coupled with an anti-cellulite massage for the best results, thanks to its rich texture.

## THE BEST Anti-Cellulite

**SHISEIDO**  
*Advanced Body Creator Super Slimming Reducer*



### WHY WE LOVE IT



*"A pioneer in the beauty scene since the very first formula, Advanced Body Creator is unique because of the "fat fighting" actives but also for the super interesting studies on aromachology."*

**MICHELA MOTTA**  
ELLE ITALY



*"A dewy gel-cream that provides slimming and powerful anti-cellulite effects. The body's silhouette is beautified."*

**NILAY YALÇINKAYA**  
ELLE TURKEY



*"The smoothing gel cream and the cooling effect add a super comforting touch. It helps to improve skin texture and appearance, as well as tone, which keeps me reaching for it every day."*

**CHATLINA CHEYJUNYA**  
ELLE THAILAND



*"It is the best anticellulite product that I have ever tried!"*

**BLANCA GONZÁLEZ RUFINO**  
ELLE SPAIN

### How to improve your skin's appearance?

Try the "body Gua Sha". It improves blood and lymph circulation, as well as water retention.

- Start by taking a quick shower, no longer than 5mn.
- Follow the energy flow of the meridians. Slide the gua sha horizontally, towards the outside of the leg and then inwards, repeat 6 times per area.
- On the stomach, use quick diagonal movements.
- It's not necessary to apply pressure. You will feel a sensation similar to that of a massage.
- Complete with a slimming cream, applied in upward strokes.

ELLE TOPS

# Fragrance



## ELLE'S EXPERTISE

Paradoxe is a concentrate of innovation and tradition. Within a triangular refillable glass bottle, this new fragrance is a balance between floral and amber notes. Master perfumers Nadège Le Garlantezec, Shyamala Maisondieu and Antoine Maisondieu collaborated with Miuccia Prada and Raf Simons. After an opening note of pear and Calabrian bergamot, a fresh heart note of Neroli and orange blossom absolute is joined by a sensual base note of Vanilla and Ambrofix, a bioconverted Amber. After a few hours, the perfume evokes the subtle musk of Serenolide, a new molecule within the perfume industry.

## THE BEST Women's Fragrance

**PRADA**  
*Paradoxe*



### WHY WE LOVE IT



*"This perfume wraps a warmth around you, almost like a scarf. Woody scents, amber (obtained through new green tech, with sugar cane), neroli oil (extracted for the very first time by steaming buds), benzoin and vanilla. The result is sweet and sensual."*

**ELISABETH MARTORELL**  
ELLE FRANCE



*"The entire project is super cool: the face (Emma Watson), the triangular bottle and the fragrance itself: a beautiful floral-citrus bouquet."*

**MICHELA MOTTA**  
ELLE ITALY



*"The triangular bottle, which represents Prada's signature logo, is an eyecatcher and a true masterpiece. And it smells heavenly - with floral notes of neroli and sensual amber notes."*

**BARBARA HUBER**  
ELLE GERMANY



*"Both the shape and composition are unique. It embodies Prada's avant-garde DNA."*

**MONIKA KASSAI**  
ELLE HUNGARY

### How to perfect your sillage?

The more you "layer" different textures (soap, deodorant, face and body cream...) on top of your fragrance, the richer and more complex your 'sillage' becomes.

- Spray your fragrance on your hairbrush.
  - Place a few scented balls of cotton wool in your lingerie drawer.
  - Add a few drops of your fragrance to the water when washing lingerie.
  - To avoid any clashes use the body wash, and deodorant, from the same line.
- Otherwise, you can mix a few drops of your fragrance into a body lotion. It will sink into every inch of your skin.

ELLE TOPS



# Fragrance

## THE BEST *Men's Fragrance*

**HERMÈS**  
*Terre D'hermès Eau Givrée*



### ELLE'S EXPERTISE

This new perfume, created by Christine Nagel, walks the line between fire and ice.

The notes of Timut pepper, cedrat and juniper create an interesting contradiction.

The refillable packaging mirrors this concept perfectly, by combining metal and glass. A worthy addition to the Terre d'Hermès collection reinforcing the bond between humankind and the elements.



#### How to preserve your perfume?

- Store in a dark, cool, air-tight space. The bathroom is a particularly hostile place.
- An unopened perfume can age like wine. It evolves, especially if it is made from mostly natural ingredients. The more air there is in the bottle, the more the fragrance will change. If the scent can be modified, so can the colour. It may darken or yellow, the aroma stays intact.
- There is no expiry date. A perfume can be kept for one to two years, except for some masterpieces which can improve with time, becoming even more beautiful after ten years!

#### WHY WE LOVE IT



*"As a loyal fan of Terre d'Hermès, I think this new scent is quite interesting. It still reminds me of the earth and soil, yet now brings ice, spices, and sharpness to mind, all at once. If you love citrus and aquatic scents, this is for you."*

**YOUNJI JUNG**  
ELLE SOUTH KOREA



*"In my opinion, the original Terre d'Hermès is one of the best fragrances of all time, and the Eau Givrée is just another delicious iteration."*

**KATHEEN HOU**  
ELLE U.S.A.



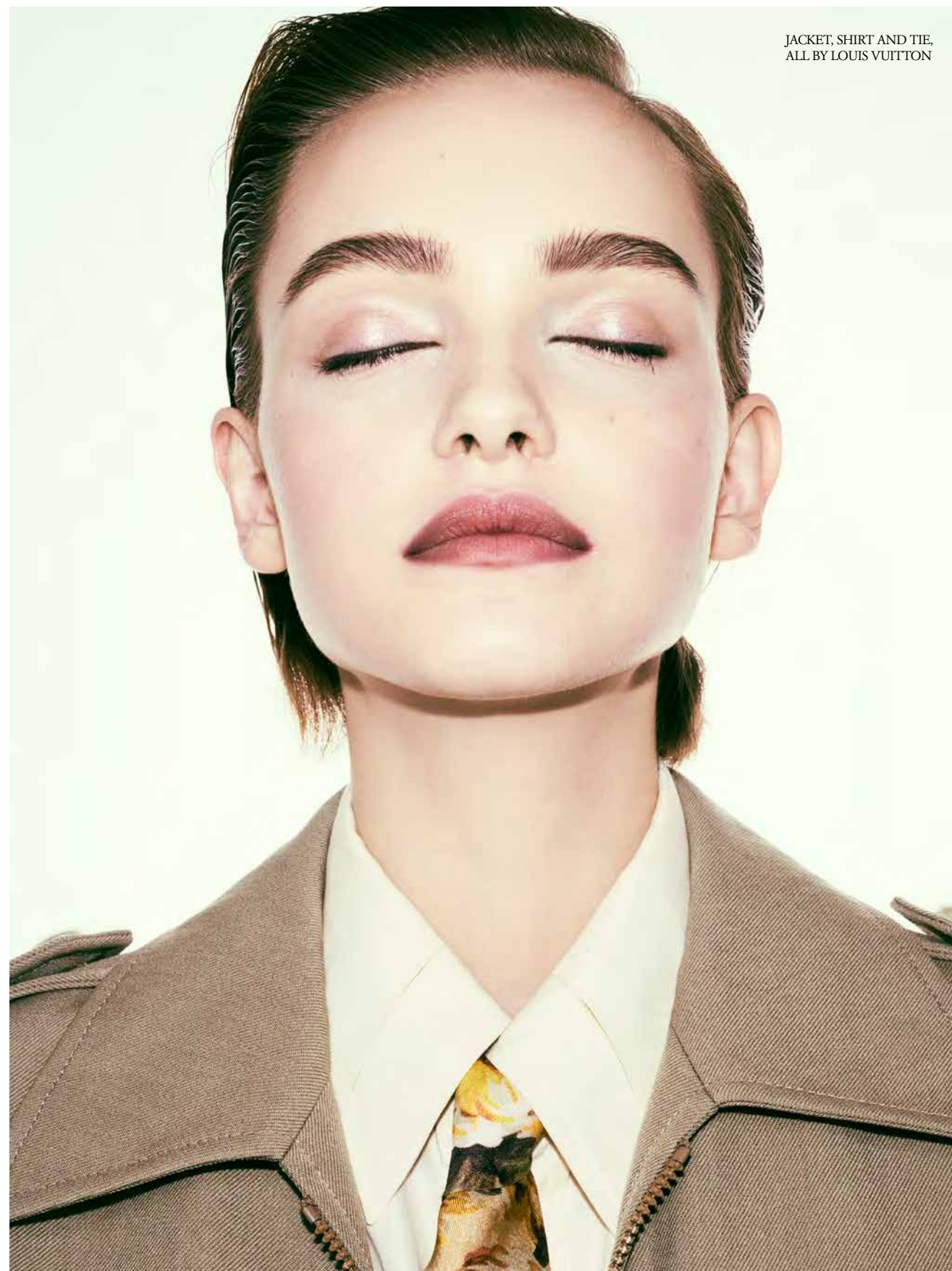
*"Cold like ice, warm like a fire. When I smell it on my husband, I feel the power of the perfume coming over me, it's a lovely feeling. I also like it because I know when he's coming before he opens the door!"*

**ROZINA KOURI**  
ELLE GREECE



*"In-house perfumer Christine Nagel has done it again: reinventing the classic Hermès men's perfume that's both powerful and fresh. A new favorite for all four seasons."*

**KAIRA VAN WIJK**  
ELLE NETHERLANDS



JACKET, SHIRT AND TIE,  
ALL BY LOUIS VUITTON



Green



FROM THE SOURCING OF INGREDIENTS TO THE PACKAGING, GREEN BEAUTY IS A COMMITMENT TO OUR PLANET, TO PROTECT ITS RESOURCES AND PEOPLE.

PULL, CECILIE BAHNSEN

Green



THE BEST  
*Green Skin Care*

PAI  
*Rosehip Bioregenerate Universal Facial Oil*

ELLE'S EXPERTISE

**Texture & packaging**  
The minimalist packaging allows for controlled application, drop by drop. Performance & benefits The extraction of the oils is done via supercritical CO2, a green extraction solvent. It protects all the natural ingredients that could be thermosensitive and preserves most of the fatty-acids. The formula contains only 4 ingredients: three organic oils and vitamin E (tocopherol), for its antioxidant properties, which maintains the quality of the product over time. Thanks to the rosehip and rosemary extracts, this face oil nourishes the skin, helps with regeneration and evens out skin tone. "Made in London", vegan and organic, this formula is suitable for all skin types and can be applied directly on the skin, before applying your make-up.



ELLE TIPS

**How to use face oil?**

- Start by covering your face with a hot towel. It will open up your pores allowing the oil to absorb deeper into the skin.
- Put 4 drops on your fingertips and warm them. Cover your nose with your hands and breathe in. Then massage your face, starting by pressing your palms against your cheeks and forehead.
- You can also mix it with your moisturizer to get soft, pulpy, well-protected skin.

WHY WE LOVE IT



*"It's no wonder it's a bestseller – it tackles blemishes, dry patches, pigmentation, dullness, redness and even fine lines!"*

EVGENIA ALEXANDROVA  
ELLE BULGARIA



*"It nourishes dry skin in the most comforting way – I like using it on slightly damp skin with a gua sha to work it in."*

AMANDA LEO  
ELLE SINGAPORE



*"I love the whole world of 'Pai' and this oil, which has been a staple in my beauty routine for many years, is no exception! I have a tendency to get redness on my cheeks and this is one of my go-to products to soothe and coax my flushed skin."*

THEO DUPUIS-CARBONNEAU  
ELLE CANADA/QUÉBEC



*"Rosehip is one of the top beauty ingredients this year, so this product is a must-have for me."*

TARA DUKIC  
ELLE SERBIA



# Green



## ELLE'S EXPERTISE

### Texture & packaging

This nude lip palette is presented in minimalist packaging. The 4 lip balms are easy to apply with your finger or a brush and can create multiple nude looks. A mixture of natural waxes allows the product to stay in place in this smart packaging.

### Performance & benefits

Made from all-natural oils and butters, the formula offers a sheer, hydrated finish. Infused with jojoba oil, avocado seed oil and biomimetic peptides, the lips appear nourished, soothed, and plumped, for a healthy look. No silicones, no parabens, no PEGs, no phthalates, no synthetic fragrances,

THE BEST

## Green Make-up

**WESTMAN ATELIER**  
*Lip Suede - Les Nudes*



### WHY WE LOVE IT



*"You will forever find this product in my purse! I am obsessed with the texture and how the product feels on my lips, plus... the colors are the perfect shades."*

CHARLOTTE SØRVALD  
ELLE NORWAY



*"Westman Atelier is the brand that our fashion team asks for over and over again. The compact is beautiful and perfect for on-the-go touchups."*

KATHLEEN HOU  
ELLE USA



*"Cruelty-free, vegan, 100% natural lip colors that are still highly pigmented and in such glamorous packaging."*

NICKY KHANH NGOC  
ELLE VIETNAM



*"I love how they added plant-based wax to the palette, it creates a super natural skin color, great for a go-to make-up look for everyday use."*

CHATLINA CHEYJUNYA  
ELLE THAILAND

ELLE TQS

How to differentiate between "organic", "vegan" and "clean"?

- **Organic:** a range or product certified by a label that verifies that the formula contains a large proportion of raw materials from plants and a proportion of ingredients from organic farming. These labels also exclude the use of certain synthetic ingredients. This is the most demanding label.

- **Vegan:** No animal-derived materials have been used. With make-up, this does not include beeswax or cochineal pigment in the reds, for example.

- **Clean:** This is not an official term. Brands call themselves 'clean' when they have not used certain substances, usually synthetics or petrochemicals, as well as certain preservatives. Remember that none of these ingredients are 'toxic'.

# Green



## ELLE'S EXPERTISE

### Texture & packaging

This creamy shampoo gently cleanses your hair and preserves its vitality. The clean formula is safe for colour treated hair.

### Performance & benefits

This formula is full of caring ingredients. From a very soft surfactant (sodium alpha-olefin sulfonate) to 6 different vitamins B (thiamin/B1, riboflavin/B2, niacinamide/B3, pyridoxin/B6, biotin/B8, cobalamine/B12). This shampoo nourishes and reinforces hair strength. Vegan and cruelty-free, the product promotes hair growth and shine, thanks to the fusion of coconut, guayusa, rahua, morete and sacha inchi oils.

TEXT COMPILED BY VIRGINIE DOJATA, WITH LOUISE ACHTERBERKE. PHOTOGRAPHED BY NIK HARTLEY, ASSISTED BY WILL CORRY AND CLEMENTINE FUMEAU (DIGITAL); STYLED BY CHLOE DUGAST, ASSISTED BY IENA KALEBECH; HAIR STYLED BY OLIVIER LEBRUN/CALL MY AGENT, ASSISTED BY ZOE GUERS; MAKEUP BY RAFAEL PITA/CALISTE, ASSISTED BY TIPIANE MALET/NAIS BY VIRGINIE MAZAA/AIRPORT; MODELS: AUA/METROPOLITAN, LUDYVINKA AND MARUSSO/MADEMOISELLE, VALERIA/EITE; ELLE INTERNATIONAL PRODUCER: YANNICK SEVA; ELLE INTERNATIONAL GRAPHIC DESIGNER: PASCAL LA CONO; ELLE INTERNATIONAL BEAUTY EDITOR: VIRGINIE DOJATA

THE BEST

## Green Hair Care

**RAHUA**  
*Enchanted Island™ Shampoo*



### WHY WE LOVE IT



*"It is like a tropical escape. And your hair is left soft and shiny. It smells heavenly."*

MAJA MENDRASZEK-GOSER  
ELLE POLAND



*"It helps to preserve my hair colour and makes my hair look better and stronger."*

YOUNIE TSANG  
ELLE HONG KONG



*"It's like a cocktail for the hair. It adds vibrancy, with a super fresh scent."*

SANTI ZULBACHRI  
ELLE INDONESIA



*"It adds radiance and shine to hair, and it smells gorgeous."*

AMANDA LEO  
ELLE SINGAPORE

ELLE TQS

How to perfect your shampoo routine?

- Brush your hair until smooth.
- Take a small amount of shampoo and apply it mainly to the scalp, massaging it in well with your fingertips. Rinse.

- Do a second wash, from your scalp to your lengths.

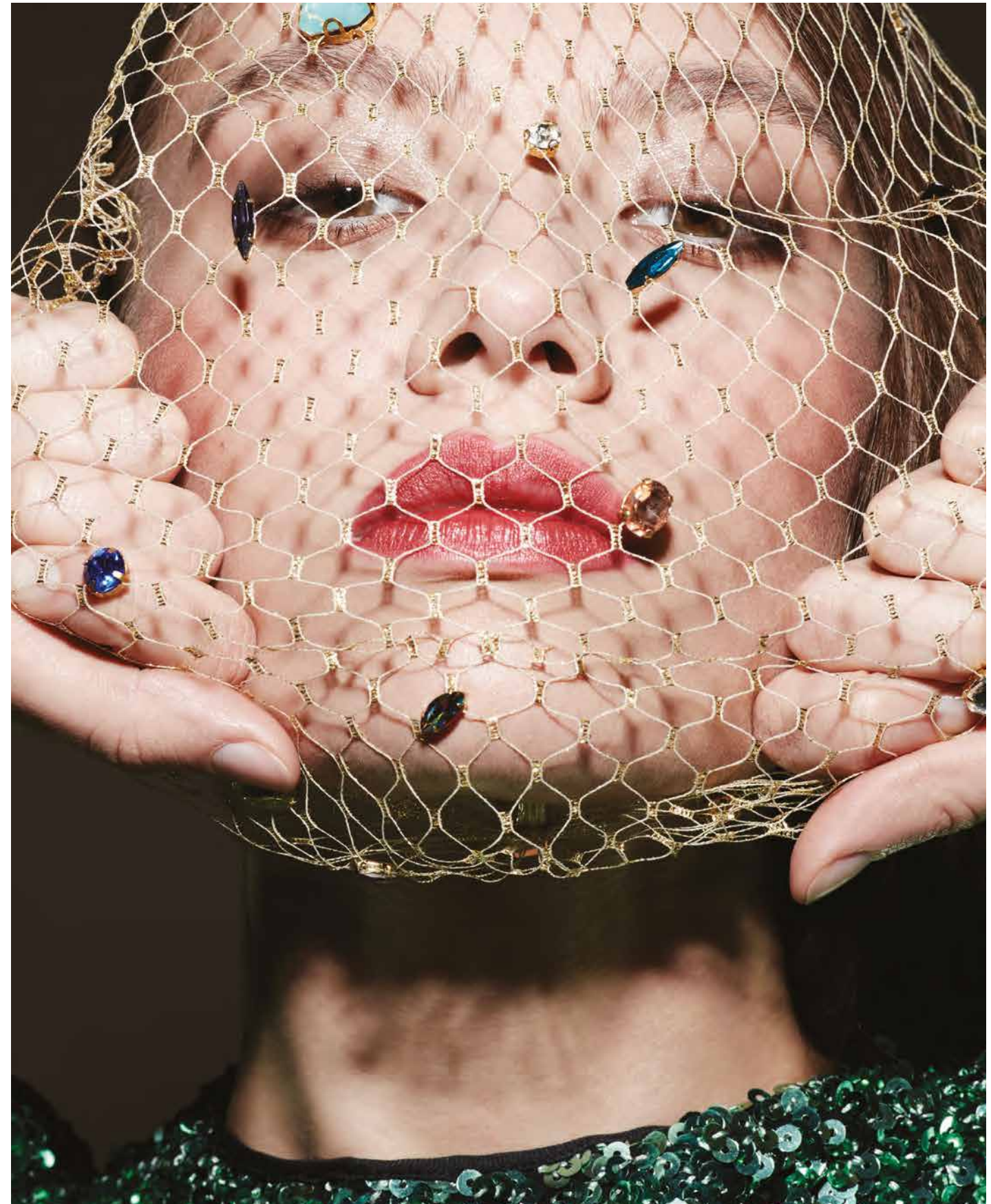
- Rinse the hair until it crunches in your hand. Without this, your shampoo is not completely washed out and you won't be able to style it as you wish. It will also get greasier faster.



# IN THE SPOTLIGHT

Bold and brilliant hues on lips  
and eyes make a statement when  
stepping out...

PHOTOGRAPHER & ART DIRECTOR **ED MEHRAVARAN**

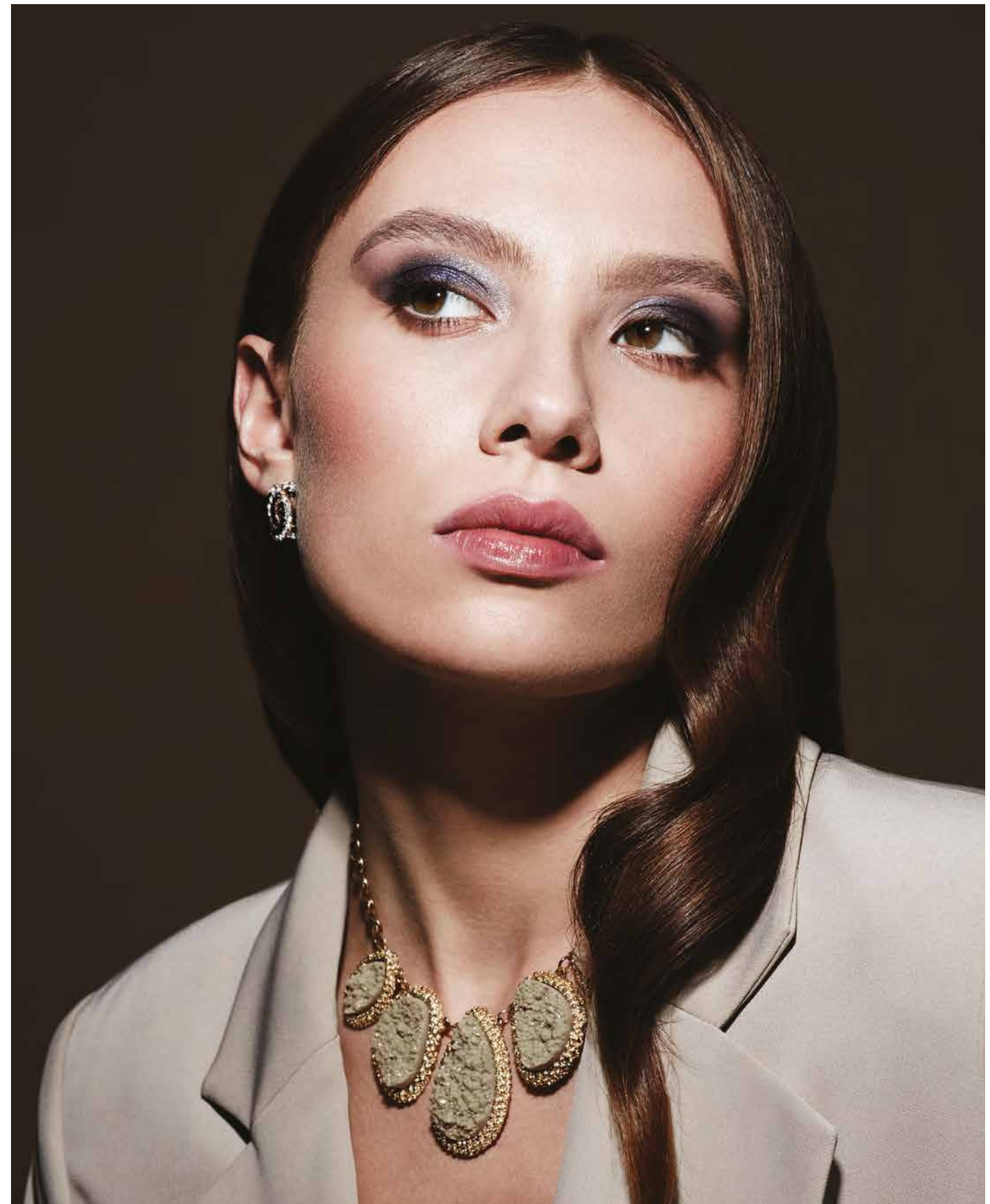


Skin: MAC Strobe Cream - Pinklite, Dior Backstage Face & Body Foundation Nr. 1N, Yves Saint Laurent Touche Eclat Nr. 02 - Ivoire, MAC Prep + Prime Bright Forecast  
Eyes: 24-HR Brown Setter Benefit, Bobbi Brown Luxe Eye Shadow Rich Sparkle Moonstone, Dior Backstage Eye Palette 002 Cool Neutrals, MAC Stack Mascara Black  
Cheeks: Studio Fix Sculpt and Shape contour palette, MAC Glow Play Blush Grand Lips: Chanel Rouge Allure - Rouge Rabelle, Nr. 96 - Excentrique  
Highlighter: MAC Soft & Gentle Mineralize Skinfinish Poudre Definition, ColorPop Super Shock Cheek  
Dress: Selected Femme Earrings: Chanel Face Jewelry: Tatiana Turko Ashakova - Beretkah  
Makeup Artist: Paulina Olivia Rosa





Skin: Pat McGrath Labs MAC Cosmetics Concealer Palette Cheeks: Fenty Beauty Blush/Contouring Sticks  
Lips: Danessa Myricks Eyes: Beauty Bay Palette Makeup Artist: Eleonore Ising



Skin: MAC Strobe Cream - Pinklite, Dior Backstage Face & Body Foundation Nr. 1N, Yves Saint Laurent Tou- che Eclat Nr. 02 - Ivoire, Make Up For Ever Mist & Fix 2 Eyes: 24-HR Brown Setter Benefit, Bobbi Brown Luxe Eye Shadow Rich Sparkle Moonstone, Becca Volcano Goddess Eyeshadow Palette Midnight Sapphire, Dior X-Mas Look 5 Couleurs Couture, MAC Stack Mascara Black Cheeks: Studio Fix Sculpt and Shape Contour Palette, Chanel Jouvés Contraste Nr. 72 - Rose Initiale Lips: Bobbi Brown Crushed Lip Color Sazan Nude, MAC Clear LipGlass Highlighter: MAC Soft & Gentle Mineralize Skinfinish Poudre Definition Jacket: Mango Earrings: Chanel Makeup Artist: Paulina Olivia Rosa





PHOTOGRAPHER & ART DIRECTOR: ED MEHRAVAN @EDMEHRAVAN, MAKEUP ARTIST: ELEONORE ISING @ NIEMANDSWARRER.MUA, PAULINA OLIVIA ROSA @PAULINAOLIVIA ROSA, MODEL: VICTORIA DEPTA @MODELWERK

Skin: MAC Strobe Cream - Pinklite, Dior Backstage Face & Body Foundation Nr, 1N, Yves Saint Laurent Touche Eclat Nr. 02 - Ivoire, Chanel Le Blanc Multi-Use Illuminating Base, Make Up For Ever Mist & Fix 2 Eyes: 24-HR Brown Setter Benefit Cosmetics, Bobbi Brown Luxe Eye Shadow Rich Sparkle Moonstone, Dior Backstage Eye Palette 002 Cool Neutrals, MAC Stack Mascara Black Cheeks: Studio Fix Sculpt and Shape Contour Palette, Chanel Joues Contraste Nr. 55 in Love Lips: Bobbi Brown Luxe Matte Lip Color Crown Jewel, Fenty Beauty Gloss Bomb Universal Lip Fu\$\$y Highlighter: MAC Soft & Gentle Mineralize Skinfinish Poudre Definition, Fenty Beauty Diamond Bomb Earrings: Chanel Makeup Artist: Paulina Olivia Rosa



Skin: Pat McGrath Labs MAC Cosmetics Concealer Palette Cheeks: Fenty Beauty Blush/Contouring Sticks Lips: Danessa Myricks Eyes: Und Gretel Byredo Paint Stick Makeup Artist: Eleonore Ising



## Ask the expert: DR. DANY TOUMA

ELLE ARABIA TALKS TO DERMATOLOGIST AND DERMATOLOGIC SURGEON DR. TOUMA ABOUT THE LATEST PROCEDURES TO KEEP OUR SKIN LOOKING ITS BEST, THE HARMFUL EFFECTS OF THE SUN, AND HIS DECISION TO OPEN THE SKIN EXPERTS POLYCLINIC IN DUBAI

Interviewed by NADA KABBANI

What are your basic and preventive skin care tips that you direct to women in the Middle East? Sun protection of course, even sun avoidance in the case of major concern with pigmentary or those with skin cancer risks. I recommend dry sunblocks in humid areas such as the mist for daily use and moisturizing ones in dry areas. Hydration is important but without excess to avoid acne. For a skin care routine, my preference is for Vitamin C and Retinol for their anti-aging effects, to be started as early as the mid-twenties.

What are the most popular treatments in the region? Botox and Fillers are extremely popular and have stood the test of time, yet they are sometimes over used. PRP is now established as a nice boost for rejuvenating skin and promoting hair growth. Laser hair removal has been extremely popular since the 90's, and new lasers and devices that control acne, improve scars or tighten the skin are the new trend. Lasers that tighten eyelids and remove dark circles are also gaining popularity. The craze today is radiofrequency microneedling which can result in nice skin firming, and deep skin boosters for the face and body. The results and safety of these treatments depend on their proper use, and they are highly operator dependent.

How is the process of choosing the right cream or treatment, does the choice depend on skin type or age? The choice of any treatment depends on several factors, including age, skin type, genetics and skin aging, external factors and people's expectations, and sometimes their ability to withstand treatments and even their cost. Most importantly, each treatment is customized and selected to suit these factors precisely to obtain a result that will look natural. Each of us wants to preserve our skin's freshness and youth without surgery; what is the best solution in your opinion? It is possible today to address the issues that cause sagging and delay the need for a facelift as long as possible. This requires patients to take the rejuvenation journey at an early age and seek proper medical expertise that is



"SKIN EXPERTS POLYCLINIC IN DUBAI IS DEDICATED TO EXCELLENCE IN FACIAL REJUVENATION, LASER, HAIR RESTORATION, SKIN CANCER, AND COSMETIC SKIN SURGERY"

able to customize treatment plans to deliver those results. How we do that is by expertly combining injectables, with Botox for the face and neck, fillers and PRP, lasers and other firming or lifting devices, along with proper nutrition and wellness advice. So, a full-face lift is rarely needed nowadays, but I think that some patients may need the more limited neck lift when they have thin skin, weight loss that caused excessive sagging, or when they are not able to keep up with regular treatments.

Injection and filling technology has become the most popular today. Tell us about the latest and most successful technology. This is true, and the Middle East is one of the regions in the world where these injections are used the most, and they have become basic needs for many people for their role in fighting the signs of aging. When applied properly, these treatments not only restore a more youthful face and tightening of the neck, but also improve people's aura, and instill positive energy and improve some psychological disorders such as depression and anxiety. One of its new uses is to improve the neck, chest area, hands, and others.

Tell us about your move to Dubai? I established my practice in Beirut 20 years ago. Since then, I have been consulting in the GCC on a part-time basis, but having a practice in Dubai was on my mind for a long time. The day after the Beirut explosion, I decided to establish this clinic in Jumeirah. Today, I am proud to have assembled a superb team of dermatologists, plastic surgeons and dentists and an excellent supporting staff in a beautiful space. I am excited about the expertise, the customized advanced solutions and treatment plans which are a huge added value that we are bringing to the UAE.

What is skin cancer and which are the most common types and how can you treat them? Skin cancer is the most common type of cancer and is on the rise and I am surprised by the number of cases that are referred to the clinic. My team and I specialize in the early diagnosis and cutting-edge treatments of the most common skin cancers but also the rarest ones. The most common types, the c tend to grow on sun exposed skin and resemble pearly or red lesions that usually invade locally and may bleed easily. Melanoma, usually a black irregular mole that has evolved from an existing mole or a growing new one, is less common but more serious and can disseminate and cause death.

What are the symptoms of skin cancer and what are the latest treatment techniques? At Skin Experts Polyclinic, we specialize in the precise diagnosis of all types of skin cancer, and apply the most appropriate treatments, using evidence-based solutions, from topicals to laser, photodynamic therapy, and of course, surgery. For the most delicate cases, particularly on the face, we offer Mohs surgery, which is done in the clinic, and under local anesthesia. This unique procedure allows the complete removal of cancer cells, as we examine the margins microscopically during the surgery. In addition, Mohs surgery ensures that no healthy tissue is wasted, and esthetic reconstruction with barely visible scars!

# ELLE

*lifestyle*

CLEAN SLATE...  
Start as you mean to continue,  
with a positive outlook and a  
thirst for discovery!



*Let's begin...*

AN EXCITING NEW DESTINATION, WORDS OF WISDOM FROM WOMEN IN THE KNOW + SEE WHAT THE STARS HAVE IN STORE FOR YOU

@ASHLEYWHITLATCH





WE WANT TO HAVE IT ALL – HEALTH OF MIND, BODY, AND SOUL, ALONG WITH A THRIVING MIX OF FAMILY, RELATIONSHIPS, DREAMS, AND AMBITIONS. THERE'S NO COMPROMISING ON ONE THING OR THE OTHER, AND THAT'S ONE REASON WHY IT'S CRUCIAL TO STRIKE A BALANCE. AS THE NY2023 BEGINS, ELLE ARABIA SHINES A SPOTLIGHT ON WOMEN IN LEADERSHIP WHO MANAGE TO KEEP IT TOGETHER WITH THE RIGHT BALANCE BETWEEN AMBITION, SELF, AND THE WORLD. HERE'S A GLIMPSE INTO THEIR LIVES AS THEY SHARE THEIR BIGGEST ACHIEVEMENTS, PAINFUL STRUGGLES AND SECRETS FOR SUCCESS.

# The BALANCING ACT

By MDCL & M? RF CW6



## NATHALIE JABRAYAN

DIETICIAN AND SPORTS NUTRITIONIST  
ENHANCE FITNESS  
*@natdietitian\_trainer*

As a certified sports nutritionist and personal trainer focusing on post-rehabilitation training, Nathalie Jabrayan has spent her entire career helping people achieve their health and fitness goals. When she first moved to Dubai in 2020, she leaned into her own limitations and decided to help others who felt the same way. “I started training myself after being bullied for being too thin and since I also suffered from scoliosis in the spine, I needed to strengthen my back muscles,” she recalls.

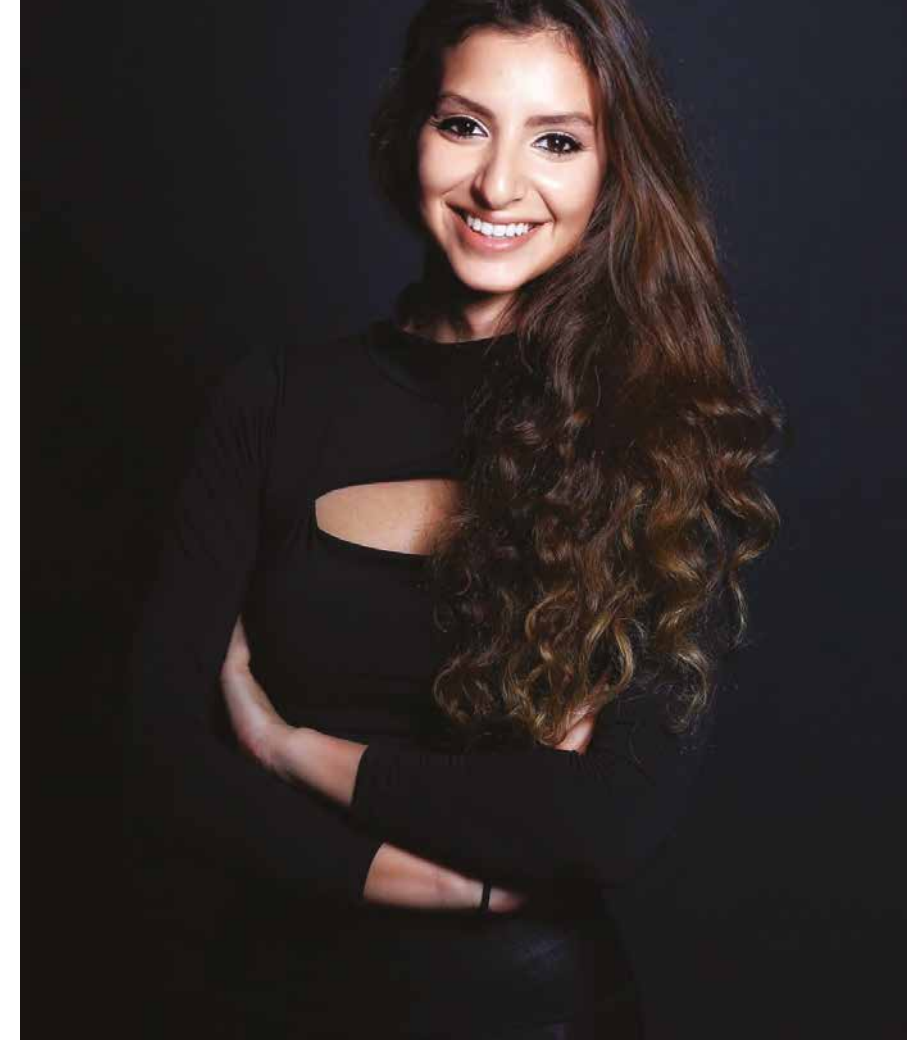
After witnessing the benefits of strength training, Nathalie realized that many people often face a similar predicament and struggle with some form of injury, muscle stiffness or a limiting medical condition that prevents them from achieving a healthy lifestyle. “The best decision I ever made was to become a post-rehabilitation trainer, helping others to improve their lives with specially designed diet plans and training for those with diabetes, heart conditions, and more,” she shares

positively. The joy in her is evident as she reiterates her passion for biology, when as a pre-med student she opted to study health and nutrition and follow her dreams. After graduating as a licensed clinical dietician in 2011, Nathalie established the Jabrayan Chiropractic and Nutrition Centre in Beirut (Lebanon) and simultaneously spent her time as a community nutritionist working and volunteering with the likes of Nestle, Danone and the United Nations Association.

“I think the secret to success in any field of expertise is your reputation

### TOP TIPS

- *Stay Fit for 365 Days:* Find an activity or sport you enjoy and do it at least 3 to 5 times a week for 40 to 60 minutes. Consistency is key to success.
- *Think, Plan, Act:* Eat a variety of vegetables, especially dark green, red, and orange vegetables (3 or more servings a day) and eat a variety of fruits (2 or more servings a day) to retain your weight and stay light.
- *My Little Secret:* I eat small portions till I feel comfortably full throughout the day, and usually at a 2-hour interval to reduce the load on the digestive tract.
- *Going Slow:* Reduce your daily intake of salt or sodium from packaged and processed sources. Small steps make a huge difference in your overall health goals.



before your education. Education can be perceived however reputation is who you are as a person,” she says, and there’s no doubt that she puts the emphasis where it is duly needed in today’s commercially driven world of goals. Having established the Nutrition and Wellness Department at Enhance Fitness in 2021, Nathalie has always been keen on understanding the cultural influences and health conditions of her clients, educating them to use their limitations as a reason to push forward and deal with perceived obstacles and pre-existing medical conditions, rather than to sit back with an excuse. “Together with my team, I am currently working on the development of a software tool to assist dieticians in the management of medical conditions, offering meal plan templates and educational courses to over 200+ of our trainers,” she shares. Not one to stop in the face of a challenge, Nathalie believes in being a motivating force for others, refusing to let anyone give up on their dreams and goals without a fair fight.



# EMAN BUSHULAIBI

DIRECTOR OF SHARJAH  
PUBLIC LIBRARIES

@\_ebushulaibi

A certified Innovation Design Thinker, Organizational Development Analyst and Key Performance Indicator Professional, Emirati-national Eman Bushulaibi was always up for a challenge, until she became the challenge to change, not just for herself, but for an entire organization. "I am where I am today because I look for challenges wherever I am. Becoming the Director of Sharjah Public Libraries is a little farther than the trajectory I was aiming for. But it made me a student again - the thing I loved doing the most. In terms of challenges, I was the challenge because I was the change that happened," she shares.

In her role as the Director of Sharjah Public Libraries (@sharjahlibraries) Eman's greatest task was to uphold the vision of the Ruler of Sharjah, H.H. Sheikh Dr. Sultan bin Mohamed Al Qasimi to strengthen the cultural positioning of the Emirate, not just locally but also globally. It was up to her to lead her team to success and to translate that vision into actionable plans by redesigning the libraries as a basis for community engagement, education, and development. "Leading a change movement was my biggest challenge and biggest achievement," she confesses. "Doing things differently will bring out confusion, cynicism, and resistance. But also, in time, it brings out willingness, energy, and commitment." Today, the Sharjah Public Libraries is

re-positioned as a lighthouse and a beacon for navigational aid, where Eman has introduced a new information technology service, resulting in a 70% increase in registered users from more than 50 nationalities.

A true advocate for constant change, both personally and professionally, Eman believes in the power of a mindset shift with a perspective that change is always in the challenge; and that a challenge is not one that puts you down, but just a chaotic situation that needs to be figured out. To that end, she also admits to struggling with overthinking and dealing with the imposter syndrome. "Ambitious women who work hard start doubting themselves when they see progress. I think this is a thing that no one speaks about. This is my struggle, and this is what women struggle from too," she says.

Coming from a leader who has spent more than half of her early career in human resources, and the other half in strategic planning, process improvement, and policy development, Eman sets the tone and comfort on the subject of vulnerability and acceptance. "Embrace that perfection is beautiful, but imperfection is more enriching," she says. It is with her leadership and direction that the Sharjah Public Libraries is today a member of the Chartered Institute of Library and Information Professionals, UK; American Libraries Association, USA; and the International Federation of Library Associations and Institutions (IFLA).

"For 2023, I aim to write a children's book and engage in more learning opportunities," she says, leaving the door open for possibilities that will further bring the youth of the nation together in an international exchange with various cultures.

## TOP TIPS

- *Learning & Growing:* A must-visit literary destination, after Sharjah Public Libraries, is of course, The House of Wisdom in Sharjah.
- *Reading & Motivating:* My top three favourite books that I would recommend include; The Book of Laughter and Forgetting by Milan Kundera, Thinking, Fast and Slow by Daniel Kahneman and I Wrote This for You by Thomas, Iain S.
- *Listening & Building:* A great podcast for entrepreneurs is the Finjan Show which is about globalization, leadership, culture and community where insights from everyday entrepreneurs, including millionaires and billionaires are shared.







## MARYAM FATTAHI SALAAM

FOUNDER AND CEO  
PHYSIQUE57 DUBAI &  
NAODUBAI  
@mfsmaryam

When Maryam Fattahi first launched Physique57 (@physique57dubai) in the UAE, it was the year 2013 and the concept of boutique fitness did not exist. “We single-handedly changed the fitness landscape of the region,” she reminisces, expressing how she considers it one of her most notable achievements. Looking back at the last decade, Maryam has come a long way since her dream to give women in the UAE a place where they could find fitness and fun, co-existing

simultaneously. “We had the big-box gyms and postage-stamp-sized yoga and Pilates studios but the in-between was missing,” she recalls.

A health and wellness enthusiast, former attorney and an advocate for mental health, especially since the loss of her beloved sister, Negin Fattahi-Dasmal who founded The Grooming Company (N.Bar, Jet Set and 1847); Maryam cherishes the role of being a mother to her three boys and her sister’s four children. For her, life is about the strength of a woman and the community she lives in, especially when she is mentally and physically fit. “I have the most incredible community of awe-inspiring women who back me up, and we have been building together for nearly 10 years. That’s a decade of women learning that movement in any form can change the course of their days, and their lives,” she says.

Eager to create the vision she holds for women and their wellbeing, Maryam is launching Physique57 classes at a new fitness studio concept called NAO (@naodubai) which harnesses the power of being in the now, and helps women to nurture their mind, body, and soul within a purpose-built, female-focused, co-working space. “The studio will offer a curated schedule with a variety of movement classes led by a very special team of talent, where I will continue supporting women, both personally and professionally,” she shares.

### TOP TIPS

- *My daily at-home workout* that anyone can do is the Physique57 Video On Demand Platform. It’s a game-changer that offers 400+ workouts for all fitness levels, and can be done in just 15 minutes. It’s as effective as an hour-long studio class.
- *One secret to staying* mentally and physical fit is mono-tasking and not multi-tasking. The deep focus takes time, but it will become second nature in no time.
- *My inner beauty daily back* is drinking a shot of EVOO (Extra Virgin Olive Oil) upon waking. The benefits are endless, and it offers anti-inflammatory, anti-oxidant, anti-cancer, anti-microbial properties that work wonders for the skin and body.
- *My weekly self-care routine* includes physio at Diversified Integrated Sports Clinic, acupuncture at Guangdong Medical Center, and therapy at Lighthouse Arabia.

ALL IMAGES SUPPLIED





# Forces for Change

WITH UNLOCK HER FUTURE, THE BICESTER COLLECTION LAUNCHES THE MENA EDITION OF ITS ENTREPRENEURSHIP PRIZE FOR WOMEN



Always on the lookout for the next generation of female entrepreneurs, international retail firm The Bicester Collection has launched an initiative to find and help first-time women entrepreneurs in setting up or developing their startups. ELLE ARABIA caught up with Desirée Bollier, Chair and Global Chief Merchant of Value Retail, the creator and operator of The Bicester Collection, to talk about women empowerment, why it's so important and what it means to be bringing the Unlock Her Future Prize to the Middle East







The Bicester Collection is built around a culture that places giving back at its heart. How did this program come about? At the core of who we are is our mission-making the lives of others better: our brand partners, our guests, our communities and our people. We launched DO GOOD by The Bicester Collection in 2020, built on the desire to create a global charitable program for the Collection; it's one of the ways we achieve our mission. The program unites every one of our colleagues and engages our guests and partners around one clear purpose, to unlock the future for women and children wherever they're born, leveraging the influential platforms of our luxury shopping Villages in Europe and China to drive meaningful differentiation. Since our very beginning and now under the DO GOOD platform, we partner with global organizations to rally policymakers and influential business leaders to bring women's empowerment to the front of the agenda, and we support 10 charities partners that promote and progress the self-empowerment of women and children locally and globally, raising funds and donating volunteering hours to make a tangible difference.

**How do you pick a partner? What's the criteria they have to meet?** We believe in a world where every woman, and every child, wherever they are born, can



LR Her Excellency, Gloria Guevara Manzo, Chantal Khoueiry, Dr. Iman Bibars and Desiree Bollier

enjoy a future where health, education and economic opportunities are a right – not a privilege. As part of our drive to include all voices in our organization, our teams selected the charity partners for each Village to address some of the most critical barriers to women's and children's empowerment, from access to secondary education to re-entering the workplace, from access to safe water to granting wishes to support critically ill children and their families, from eradicating child marriage to rehabilitating women survivors of war. Each of our charity

partner's missions must align with the United Nation's Sustainable Development Goals, our mission, and our purpose.

**The Bicester Collection launched the Unlock Her Future Platform in 2021. Can you tell us about this initiative?** Within our organization, we've always championed women's empowerment since 66% of our employees are female, 52% hold management positions, and we've equal Board representation. So, building on the purpose of our DO GOOD program, the Unlock Her Future platform in 2021 was a natural evolution and gave rise to the Unlock Her Future Prize, reaffirming our commitment to women's empowerment.

**Why is helping women and investing in them so important you think?** Empowering women and closing the gender gap is fundamental in achieving the United Nations 2030 agenda for Sustainable Development, and it's well documented that when women work, economies grow—women are good for business! So, we need more women in the workplace, but we



Unlock Financial Capital



Unlock Educational Support



Unlock Mentorship & Guidance



Unlock Visibility & Access to Partners



"THE UNLOCK HER FUTURE PRIZE AIMS TO IDENTIFY THE WOMEN SOCIAL ENTREPRENEURS OF TOMORROW TO GIVE A VOICE AND VISIBILITY TO THE DISRUPTORS AND GAME-CHANGERS"

have a significant barrier in our way, which is girls' access to equal education. In reality, less than 40% of countries provide girls and boys with equal access to education, nearly 9 million girls of primary school age will never step inside the classroom compared to three million boys. Yet, for every additional school year a woman attends, she'll increase her wages by an average of 12 percent. So, if we invest in women's and girls' education, which goes beyond school, we'll lift women's economic empowerment and prosper from more inclusive economic growth.

**Can you tell us about the MENA Edition?** We're delighted to be launching the inaugural edition of the Unlock Her Future Prize in MENA with the support of our partner Ashoka Arab World. Open to adult women of any age, we're inviting women from the MENA region who may have an innovative social impact idea but have yet to begin their journey and women whose ventures may be in early-stage operations for up to five

years to participate. Applications will open on 5 December until 31 January on [TheBicesterCollection.com](http://TheBicesterCollection.com). We've assembled a committee of global experts to review all applications and select eight finalists who'll attend a pitching day at Bicester Village in the United Kingdom in front of a panel of very important women from the MENA region. We'll announce the three winners will be announced on International Women's Day 2023 and they'll each receive a financial grant of up to \$100,000 plus human capital and educational support from an influential cohort of global experts, plus, we're establishing a powerful alumni programme to ensure our winners achieve sustainable growth for the future.

**Is it open for the entire Arab region?** The MENA edition is open to women from 19 countries; Algeria, Bahrain, Egypt, Iraq,

Iran, Israel, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco (including all areas of the Western Sahara Territory), Oman, Qatar, Saudi Arabia, Palestine, Syrian Arab Republic, United Arab Emirates and Yemen, and their innovation idea must positively impact the region.

**What do you see coming out of it?** The Unlock Her Future Prize aims to identify the women social entrepreneurs of tomorrow to give a voice and visibility to the disruptors and game-changers. To provide a platform where the challengers and system-changers can thrive; to drive authentic and meaningful, scalable social progress in MENA and then, as we progress each year to different regions of the world, lifting women's empowerment globally and being an active part of our alumnae's journey as they become role models for future generations.

Applications are open from 5 December 2022 – 31 January 2023. Apply here: <https://www.thebicestercollection.com/en/campaign/unlock-her-future-prize>





The Maison ELLE facade extends an open invitation to step inside.

# HOME *away*

IT IS IN THE HEART OF PARIS, JUST A STONE'S THROW FROM THE ARC DE TRIOMPHE, THAT ELLE HAS JUST OPENED ITS VERY OWN BOUTIQUE HOTEL, THE FITTINGLY NAMED MAISON ELLE. A VENUE THAT SIMPLY OOZES CHARM AND IS IMBUED WITH THE ESSENCE OF FRENCH ART DE VIVRE.

PHOTOGRAPHER **JÉRÔME GALLAND**  
TEXT **SOLINE DELOS** STYLE **LAURENCE DOUGIER**



In the bar-dining area, mouth-watering treats from the CinqSens patisserie sit temptingly on the piano alongside cups created exclusively for the hotel by French ceramics brand Jars





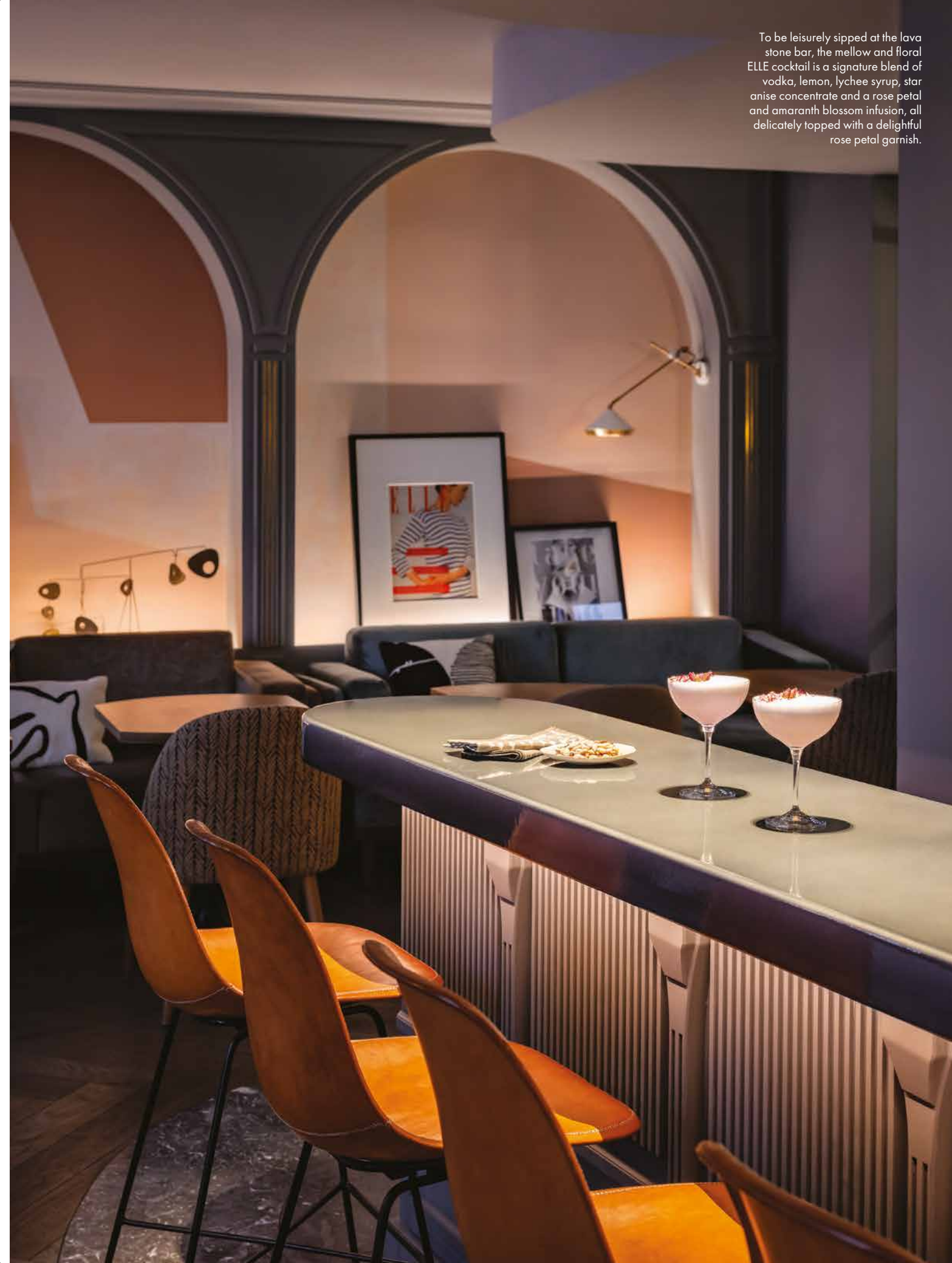
Above: Each bedroom is embellished with a different shade of grey in a nod to Paris, whilst the lights resemble jewels bringing a touch of glamour to the space. On the walls, images from the ELLE magazine archives revisited by Laurent Bardet. Shutters separate the bedroom from the bathroom space.

Above right: Interior design duo Laurent Bardet and Laurence Jean, founders of the Laurent & Laurence design agency, are the creative brains behind the project. Here, the pair are pictured in front of Laurent's artwork, a one-off creation for Maison ELLE.



major capitals worldwide. This is a venue that holds up a mirror to the exquisitely charming apartments inhabited by stylish Parisiennes. Think moulded plaster, wainscoting and herringbone parquet floors – that abundance of architectural features that imbue a space with soul. Every single item, from the furniture to the lights, has, indeed, been designed exclusively for Maison ELLE. A stunning and spacious enamelled lava-topped bar greets guests the second they step through the doors. The plush velvet sofas that grace the warm and welcoming dining area sit against an alcove-filled wall, where every last nook is embellished with gorgeously graphic murals in coral, peach and burnt sienna hues. The cosy lounge-library invites guests to peruse a carefully curated selection of books before pulling up a chair beside the sculpted wood fireplace, which is stylishly topped with a mercury silvered mirror in a nod to times gone by. The creative brains behind this exquisite blend of fashion, decoration and art de vivre are

The address is set to further diffuse the inimitable lifestyle that has been celebrated by ELLE magazine in France for over 77 years and projected around the world by its international editions. It is an exciting new concept, and one that has been brought to life in no other than the French capital, just a skip and a jump from the Champs-Élysées. Welcome to Maison ELLE, the first-ever boutique hotel to be launched by a media firm in Paris, which is soon to be joined by additional addresses across France as well as in other



To be leisurely sipped at the lava stone bar, the mellow and floral ELLE cocktail is a signature blend of vodka, lemon, lychee syrup, star anise concentrate and a rose petal and amaranth blossom infusion, all delicately topped with a delightful rose petal garnish.



"FABRIC IS WHAT LINKS THE WORLDS  
OF FASHION AND DECOR"

*Laurent Bardet, Designer*



**Left page:** The headboard nestles inside a charmingly curvaceous alcove in the ultra-cosy Cabin bedroom. The lights and furniture are all bespoke Laurent & Laurence designs. Linen crepe throw and cushions, Maison de Vacances.

**This page:** The Atelier suite, which boasts a vast glazed roof and is accessed by its own private staircase. Black raw cotton cushions by CFCO adorn the bench seat, whilst green cotton cushions flaunting cream-hued embroidery by CFCO nestle on the bed.







**Left page:** In each bathroom, a tiled mosaic wall echoes the appearance of fabric. After all, as Laurent Bardet explains, “fabric is what links the worlds of fashion and decor.”

**Above:** Everything the magazine represents is encapsulated in one iconic logo that takes pride of place at the entrance

design duo Laurent Bardet and Laurence Jean, founders of the interior architecture and design agency Laurent & Laurence. “Our concept was about capturing the essence of French lifestyle and creating a design that was steeped in the codes of ELLE”, explains Laurent Bardet. That was notably achieved by giving each of the bedrooms a decidedly Parisienne look and feel, with Breton stripes, garbadines, flannels, tweeds and denims all taking turns to mischievously yet stylishly dress the hotel’s 25 bedrooms. All the bathrooms are separated from the bedrooms by wooden shutters or workshopstyle windows, and each one features a tiled mosaic wall that echoes the appearance of fabric, hinting at the fact that fabrics perfectly illustrate the evident links between fashion and design. The other guiding thread? The myriad of graphic touches, which draw inspiration directly from the work of Peter Knapp, who was ELLE magazine’s iconic photographer and art director back in the ‘60s and ‘70s. The designers have successfully recreated his unmistakable vibe by dipping into the magazine’s archives and then reworking the images into collages and drawings specifically for the hotel, adding interest and excitement to every wall from the bedrooms to the lounge. Far from being a prosaically literal design, this is an interior that plays around with the magazine’s well-established codes.

To ensure that guests get to enjoy the full ELLE lifestyle experience, the hotel also boasts a basement spa complete with its own salt cave, where treatments are provided using biodynamic skincare products from long-established German brand Dr. Hauschka. The ELLE touch has also filtered through to the other parts of the hotel. There’s a concept store that showcases kimonos, hats and crockery all specially designed for Maison ELLE, and that are soon to be joined by creations from other guest brands, and a bar that serves a signature cocktail alongside an array of other delightful drinks. There’s plenty more to tempt guests’ taste buds, too, with Nicolas Paciello, founder of the CinqSens patisserie, orchestrating an ultra-indulgent selection of teatime treats, including a hazelnut milk chocolate mousse cake and a melt-in-the-mouth pistachio or vanilla cake. In short, this boutique hotel truly elevates French art de vivre, taking it to a whole new level. [maisonelle.fr](http://maisonelle.fr)





*On the road:*

# DISCOVERING KAKHETI, GEORGIA

AN EXTRAORDINARY JOURNEY WITH THE 2023 INFINITI QX60



What better way to experience all that Infiniti's new the SUV has to offer, than to head to the majestic mountains and landscapes of Kakheti, Georgia. Our journey began at Vazisubani Estate, the selected boutique hotel on the countryside dating back to the 1800's, that once played a key role in art, culture and education. Throughout the stay, we experienced driving the QX60 through the province's scenic landscapes with an itinerary that was split into three major themes: "Me Time" to bring driver-focused features to life, "Family Time" to convey the SUV's family-focused qualities and "Art and Design", to showcase the inspiration behind the striking aesthetics of the QX60.



## RIDE & DRIVE

- Putting the driver first and foremost, the Georgian adventure began with a stop at Amo Café, Signnaghi, an elevated venue showcasing breathtaking landscapes for a chance to experience driver-focused features during the uphill drive, such as ProPilot, Head-Up Display and Massaging Seats while embracing elevated views, cobble villages, and vibrant treetops drenched in autumn colors.
- To embrace "Family-Time", Javakishvili Estate was the next stop, to explore a family-owned vineyard and traditional Georgian bread making while learning more about the QX60's family-focused features, along with a chance to enjoy Kakheti's crisp breeze and fresh home-made pastries.
- The last stop presented an opportunity to delve into the SUV's design-focused features and learn more about the Japanese art and inspiration behind the QX60's modern and minimalist approach. Choosing Chateau Buera/ Lopota Lake for lunch and a picturesque afternoon before heading back to Vazisubani Estate for dinner.



The all-new QX60, with its bold, stand-out looks, creates a new standard all other SUVs will soon be judged by. Sensuous curves, powerful proportions and calm straight lines all add up to a beautiful whole while a distinctive 'piano key' LED headlights and taillights, creates a tailored signature look that illuminates the night in style





Text by BERNARD FITZWALTER

**F**or the past five years, Saturn has been in signs where he is traditionally strong, and we have felt his relentless pressure in all sorts of ways, from the pandemic to the rising cost of everyday life and much more. But in March 2023 he slips into Pisces, where he will stay until the summer of 2025, and his power will be much reduced. Does this mean that our problems are over? No, it means that we enter a new era of uncertainty - but if we understand why that is happening, then the problems of this new phase will become easier for us to handle. Saturn symbolises things which are solid, heavy, clearly structured and traditional in form. Pisces symbolises the opposite: ideas rather than practicalities, freedom rather than rules, spiritual values rather than commercial ones, and all the fluid mobility you would expect from the sign of the fish. To make these two sets of values work together is not easy. Saturn will do its best to try to contain and control its situation, but in an environment as changeable as Pisces, it can only be partially successful. On the other hand, anything which usually enjoys free

expression through Pisces' creative qualities will find itself restricted and held back by Saturn's constant weight. Somehow, the planet and the sign must find a balance.

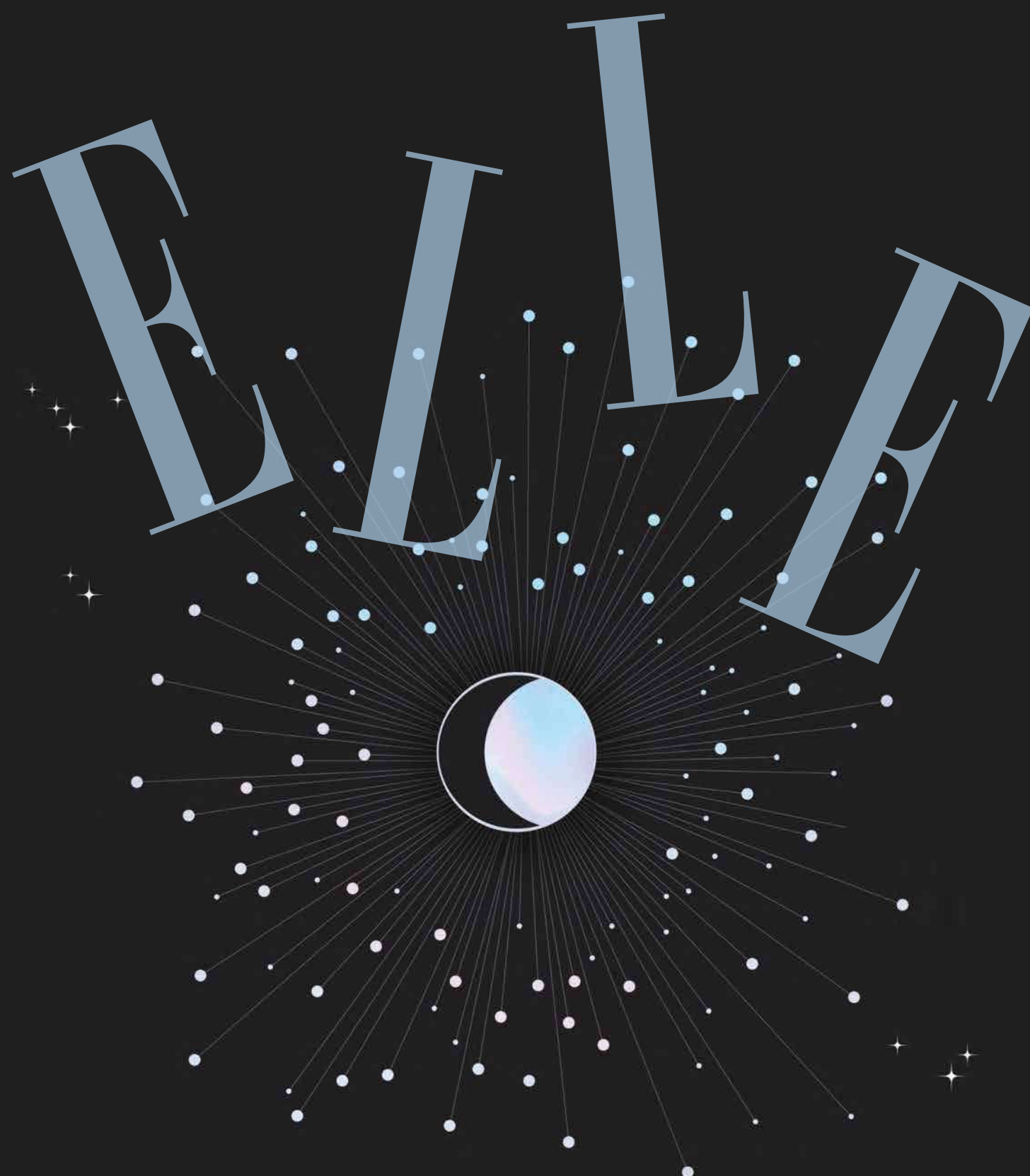
Pisces is the flood that undermines the foundations of Saturn's strong buildings - but Saturn is the firm base on which Piscean fantasies can be made real. It's a two-way process, and there is no good or bad in it, just a planet trying to stick things down in a sign which tries to loosen them again. Planets and signs don't take sides, and they don't have politics. A lot of things that we have grown up with and assumed would always be there may well fade away over the next few years as Pisces gently erases Saturn's imprint. There are no certainties any more, just unformed possibilities - unless Saturn somehow manages to make them real.

But all of this is part of a larger cycle, and it is actually a necessary stage before we can all move on. Saturn is in Pisces for about three years in every thirty, and the last time was in the middle 1990s. What that did was to sweep away all of the excesses of the 1980s, and let a new generation stand up and claim their right to shape the world the way they wanted. The same thing happened thirty years previously, in the middle 1960s, creating a shockwave of music and style which can still be felt today. The 2020s, therefore, are the years when those born around the turn of the century get their chance to lead the way. And to do this, we must let go of all the things we loved and relied on

from the past thirty years, and make some space. Which is why Saturn in Pisces is so necessary, and so useful. Even if it seems scary at times, it will lead to a better future.

As always, though, the planets will provide something to help us in times of stress. Jupiter starts the year blazing through Aries, but in May he moves into comfortable, reliable Taurus; so when everything seems to crumble and collapse as Saturn enters Pisces, Jupiter will be there with whatever we need to cheer us up. In Taurean mode, he's the planetary equivalent of a warm sweater or a cup of hot chocolate with marshmallows: indulgent but restorative, and just right in times of uncertainty.

Jupiter is not the only planet to lift our spirits, of course. Venus and Mars do it constantly, by providing the passions and affections that power our personal relationships. The celestial lovers are very close to each other throughout June and July, which should provide plenty of opportunity for new romances to form; and one of the best things about Saturn in Pisces is that it can make things which previously seemed impossible, or at least very unlikely, actually happen. Pisces is the dream, Saturn the realisation of it. This is a year which will surprise us, again and again.



HOROSCOPE 2023 ✨  
*Special supplement*





## ARIES

2023 is a year which may take a while to get up to speed. Your own planet Mars loses momentum at the end of 2022, which you hate, and it is still slowing as the new year opens, so you must be patient. Do not be surprised if you find yourself changing your plans simply because you have become exasperated by the lack of progress you are making. That might make you feel better in the short term, but it is unlikely to move you forward any faster, because whatever you do, you are still dependent on the speed of Mars, and you can't change that. The turning point is actually in mid-January, but it will be the end of March before you feel that you are making progress at an acceptable rate. From that point onwards, though, you are constantly accelerating, bringing yourself back to where you feel you should be, and that will make the rest of the year feel a lot better. Also, you have no direct conflict with the outer planets this year: Saturn, Uranus and the rest seem to be staying out of your way - apart from one slightly scary moment in May, which may raise your adrenaline levels for a little while.

In your personal relationships, it is your partner or lover who is making all the moves, at least in the first few months of the year. That may be because you are not actually interested in developing the affair any further, or because your lack of planetary momentum from Mars means that you don't feel confident to do so; or it may be that you are enjoying being the focus of attention, and realise that in this particular version of the game you don't actually have to make any moves at all. Whatever the reason, there are clear steps being taken by the other person in January,

February and March, all of which will bring you closer. The middle of the year is good: as Mars picks up speed, you have more energy, and can take a more active role in the way the relationship is going - until an upset in July which drives you apart for several months. Somehow, you have made a wrong move or said something that you shouldn't have, and it will take several weeks before your tempers cool. But in time, they do, and by the end of the year there are clear signs that you are growing closer again. Not a total disaster, then. In your career, this could be a very significant year. Jupiter is

in your own sign until May, completing what he started last year in offering you new ways to develop your life over the coming decade. If last year's opportunities didn't work out, then he will provide more until you find one that's right for you. At the same time, there is the first of a little sequence of solar eclipses in Aries, which will extend over the next two years; these are reliable indications of moving onwards and upwards. In your finances, Jupiter is again working to your advantage, promising gains over the second half of the year and into early 2024. You seem to be both earning a lot and spending a lot around the time of your birthday; this is not necessarily a bad thing, but when money is flowing so freely, you should keep a close eye on it. Take care.



## TAURUS

This year contains the foundations of the rest of the decade for you, although it may not appear that way. Four of the five outer planets are in the two most important sectors of your chart, and three of them move into new signs this year, so there is a lot of re-structuring taking place. Just tell yourself that change is not always a bad thing, and let yourself go along with the flow of events.

The most obvious changes will be brought to you by Jupiter, entering your sign in May. He will stay with you for the rest of the year and into the start of 2024 as well, and his purpose is to open up your life in every way, showing you wider horizons to explore and new ways to use your talents. And as well as offering you new options for the future, he will also be encouraging you to make use of opportunities from the past which you haven't got round to yet. The reason for this is that Uranus is also still in your sign, a little further ahead of Jupiter, and pushing you forwards as always; when the two of them meet up in 2024, that will start a new chapter in your life, and at the same time bring to an end the previous one - which is why Jupiter is telling you to take up some of those unused opportunities while you still can. Taureans would always prefer to stay with what they know than try anything risky or revolutionary, but with two mighty planets in your sign at once, working their way towards each other, there is no alternative. Life is going

to be different. There are changes coming in your personal life, too. This year has two partial eclipses of the moon, one in your own sign and one in the relationship sector; neither of them is powerful enough to create major upheaval, but you might find yourself wanting to adjust your present relationship in some way, making it give you more of what you want - or making it more comfortable. Although most of the time everything is fine, there is something that's not quite right, and these eclipses should show you what needs to be done. There is a period in the middle of the year where you find that that you are not ready to make the big commitment that you thought you were, which surprises you. You need time to make more adjustments, and then some time to see if they make any difference. At the end of the year you will be more or less where you were at the beginning - but you will have made significant alterations, and you will feel happier.

Your role at work will also feel different. When Saturn moves out of the top sector of your chart in March, you will be able to experience your work as it should be, free of undue pressure. You will probably like it much better, perhaps enough to postpone plans you might have been making to look for something else - though in the summer Pluto may bring you a glimpse of long-term changes coming in 2024, so take note. In your finances, this seems to be a year when you have plenty to spend, and you do just that, on travel at the start of the year and in September, and on a few things which are not essential, but still lovely to have, in April and May.



## GEMINI

Saturn's entry into the top sector of your chart marks the point at which life starts to get serious. From now until the start of 2026 you will be constantly reminded that you should have a purpose and a direction, and that you are supposed to make your mark on the world. For someone who always prefers life to be light, fast-moving and entertaining, this new regime will take a little getting used to. In the past, you have always managed to arrange things so that if they went wrong, you could move on to something else, and with no great

loss. Saturn changes all that. What he expects is long-term commitment; and worse, he raises the stakes so that if things go wrong, there will be heavy penalties - though he also rewards success. The change in tone is like the difference between playing cards with your friends after dinner and playing cards in a real casino: with real money involved, the game gets serious. If this is not quite your idea of fun, you may think that when Saturn's power starts to subside a little, as it does in June, you could politely say no and go back to your previous life; but this year's eclipses will quietly dismantle your old life behind you, giving you no choice but to go on. The Saturn experience is like this for everyone, and the way out of it is always through it. If you want a last look at your old life before you leave it behind, then April and May will allow that, but only for a few weeks.

Luckily, your personal relationships are relatively free from Saturn's influence. There is a good time around February and March as your own planet Mercury, your long-term partner planet Jupiter, and Venus, the planet of love in general, get close in March and April. It may be that a relationship from the past is still there for you if you want to go back to it - but if that is all part of saying goodbye before Saturn takes you forwards into a different future, then it is unlikely to last very long. Will that make it sweeter? Perhaps. Or maybe you need another little romance - a very Gemini flirtation, nothing deep - to help you get over the heartbreak; if so, June should provide it. The summer is playful, but whatever sort of relationship you are in, it will become clear that you are actually heading in different directions, and that what you have together must inevitably be short-term unless one of you decides to turn around so that you can both be going the same way. Actually, both of you do that, which is nice, and shows that you have a genuine affection for each other - and yes, after a bit of manoeuvring, you do both end up going in the same direction.

In your career, the most obvious feature of 2023 is the presence of Saturn - but there is also a little episode in May where the security of your present position is threatened. In the end, not much happens, but it makes you think about planning ahead, and that trusting to luck, as you have done in the past, may be too risky to rely on. In money matters, April and July are

best - but take care at the end of the year, and don't take on more than you can easily afford.



## CANCER

Whether you like it or not, it's time to start a new chapter in your story. There are eclipses this year at the top and bottom of your chart, which means your career and public status, but also your home and family - the two areas in your life which are arguably the most important to you. Eclipses are always powerful in their effects, and always unexpected in the way they work out, and people affected by them often try to hide or run away from the changes they bring. But eclipses are unavoidable: they are there for a purpose, and that is to move us onwards along our destined path. And in the long run, eclipses are always good - a point that people tend to forget. Therefore, when you find yourself having to take on a new role, either at work or at home, be brave: rise to the challenge and see it as an opportunity, not a threat. You are much more capable than you think.

Your personal life this year looks to be quite intense. Mars, the planet of heat and passion, starts the year in the most private sector of your chart. That doesn't mean that he's out of the way, though, and he is most certainly not out of your thoughts; in fact, the opposite is true. It may well show an affair that occupies every spare moment you have, and which nobody else knows about, which of course makes it all the more exciting. Until late March, that is, when the situation become more widely known. Whether this is by accident or because you want to share your good news with everyone is hard to say, but from then on you have to allow for the fact that it's not secret any more, and your behaviour may change. You may also find that some of the heat goes out of the affair. May and June are important: there is a significant forward step then, but you don't have to go through with it if you feel it's more than you want, or that this isn't the right moment. It's not often that you can actually go against the flow of

events, but on this one you can, if you feel strongly enough about it. Or, if you're ready for what it offers, you can go forward with it. Whichever way you go, your decision seems to answer several questions you had about the relationship, and from October through to December you seem to be very happy.

In your working life, you have Jupiter to help you until May. At this stage of his circuit of the heavens he is moving unusually quickly, so things that usually take months will happen in weeks or even in days; obviously, this is good, but you have to be ready to take quick decisions and to go with opportunities as soon as they become available. The combination of a fast Jupiter and a solar eclipse in April could take you into a completely new phase of your career. Keep up the momentum, be confident, and don't look down! Later in the year you will find yourself able to advance your own ambitions; you can do more of what you want, and less of what the company asks you to. In your finances, the period from June to October looks fabulous: if you want to upgrade your lifestyle so that you're living a better life, this is the time for it.



## LEO

What is it that you really want? Is that even possible in the world of today? These vague questions, which often you push to one side but which come back, still unanswered, in spare moments, will become very prominent, and very relevant, in 2023. In April there is an unusually strong solar eclipse almost exactly at the top of your chart, a good career indicator; but at the same time it is still attached to the other, deeper parts of the skies, concerned with your personal philosophy, your values and the things you truly believe in. Uranus is still in that top sector too, as he has been for the past few years, promising big changes if you are brave enough to take the risk; together, the planet and the eclipse point to a very different future, much more aligned to the late 2020s and even the 2030s than the world of the 2010s that you know so well. It's a new world, and a new world-view - which is why you must ask your old



ambitions, if you have still not yet fulfilled them, are still valid, or are in need of a re-think. If you're unsure of what to do, let the eclipse show you the way. When doors open for you in April, go through them and see what happens.

In personal relationships, you will find a new sense of freedom when Saturn leaves the partnership angle of your chart in March. Not necessarily the freedom to end the affair, though you can do that if you want; but the freedom that comes from being released from certain obligations and expectations, which had forced the relationship to pursue a specific goal. With all that gone, you will find that you can talk about things which were simply not up for discussion before. It will be a liberating experience: if you want the relationship to be bigger, smaller, less conventional, or more loosely structured, then this is the time to talk about it, and to do it. It's a very special time, and you need to make good use of it, because although you are now free from Saturn's control, there will be new pressures from Pluto, as you will see in May. Luckily, these will soon fade, and won't be back until 2024 - which makes the second half of this year a special time when you can have the relationship you want instead of the one you felt compelled to have in the past. You may not get another chance as good as this, so be brave and take it.

You need have no worries about your career in 2023. Jupiter crosses the top of your chart in May, and will stay with you for the rest of the year. To make the most of what he offers, think and act on a larger scale. Big projects, big budgets, big impact - all the things that you love. The only downside to this is that in 2024, Jupiter will join up with Uranus to take you onwards to something even better, so this year may be the last that you spend in your present role. Take what it offers while you can, therefore. In your finances, there is a tight spot in March when you may need to restrict your spending, and another in September which will need very skilful handling if you are not to lose money. October is good, though; all ends well.



## VIRGO

When Saturn enters Pisces, the sign opposite to you, it will have the effect of raising the bar in everything you do. You will have to work that little bit harder to meet the challenges it places in your path, and leap ever higher to stay in the game. In the past, you have always been happy to improve yourself by any means you can, but there is a big difference between choosing to do it yourself and being made to do it by external circumstances. You will cope with it, of course, because you always do; and you will no doubt pass every test that Saturn puts in front of you. But you need to pace yourself, because this is going to go on for some time. You will realise quite quickly that you need a long-term strategy, and that will mean thinking on a larger scale that you are used to. It will also require you to have faith in your own abilities. If you set yourself a goal, you must have no doubt that you will reach it. Crossing your fingers and hoping for the best won't be enough you need to have an actual plan. And to help you with this, there is a marvellous moment of pure inspiration in April which lets you see the whole situation, a vision of your future and how you are going to make it happen. It's exactly what you need, and you should follow it to the letter, in every detail. Don't allow anything to dilute or otherwise reduce this first clear and correct idea. There are unhelpful planetary alignments in October, for example, which may lead you to think that you should settle for less. Don't. Your original idea is best, and you should stay with it.

Saturn will create challenges in your emotional affairs, too. Somehow everything connected to your relationships will seem more serious, and with greater consequences. In the face of this, your own planet Mercury, which as you know will often change direction when you need to re-think things, does so this year in all the key areas of your chart which are to do with your self-confidence, your love affairs, and your inner motivation. But if you are not sure about certain things, then it is better to talk about them now, and find answers, than to ignore them and let them cause more

upset later. This is all part of the Saturn process: in making you work harder, he also reveals things that need fixing - in every area of life.

There are a few weeks in the summer, though, when all your relationship issues seem forgotten. Either you have decided to take your relationship back to the way it used to be, and to put long-term questions to one side for a while, or you are seeking comfort and support from someone you used to be close to in times past. Whichever it is, these weeks let you rest and recover, and are very welcome.

At work, you have the power of Mars to help you in the first three months of the year, so you should make pleasingly rapid progress. There are possibilities of a new role in the summer, but to say yes at this stage would only add to the pressures you are under elsewhere; let things happen in their own time, there's no rush. In your finances, September to November look strong - but beware a dip in August.



## LIBRA

To a Libran, life is about relationships. You and your family; you and your lover; you and your boss. All of them have a their own dynamic, and you maintain them with great care. It's your way of dealing with the world. So in a year when the big celestial indicators, the eclipses, are in your own sign and the relationship sector, you can expect to see some changes.

This year also has a serious tone to it, a sense of something important approaching, though you're not quite sure what. What you are feeling is the uncertainty of Saturn in Pisces. You feel that you should be a bit more adult, somehow, and take a more responsible approach to life. Not that you have been in any way neglectful of your duties; it's just a mood, something in the air, and you feel that you ought to take some decisions about which side you're on, and stand up for the things you believe in. Your instincts are right, but the changes that are coming are gradual and will take two or three years to show themselves fully, so there's no need for immediate action. Just

The most significant changes will probably be in your closest and most personal relationships. Saturn's change of sign in March may make your distant future seem less certain, but in the short term it will remove whatever it is that has been preventing you and your partner from doing what you both want. Following on from that, Venus will give you a few wildly sexy weeks where you can make up for lost time and rediscover all the passion that you have been missing. But also in April, there is an eclipse - which asks you to think very hard about where you go from here. Once the excitement provided by Venus has worn off, you may view your relationship differently; also, the instant happy ending you expected to happen as soon as the restrictions of Saturn were lifted may still be some way in the future. How long are you prepared to wait? Events following some more eclipses around the time of your birthday may provide answers to those questions, but not in the way you expected. Once again, you will have to stand up for the things you believe in. Try not to fall into that old Libran pattern of doing what the other person wants because you think it will make them happy: you have your own life to live, too.

In your career, Saturn's move into one of the work-related sectors of your chart will keep you very busy. You'll be going in early to the office and staying very late, with no time left for yourself. May and June will bring success, but you may well be too busy to notice it. In your finances, November and December are probably best - or at least, best-paid - but an eclipse at the end of October may prompt a re-think about what you actually want to do with your wealth: at the start of the year you are shopping for fun, but at the end of it you are spending for a definite purpose. It's all part of your new, more serious attitude.



## SCORPIO

On March 23rd, your ruler Pluto will start to cross the base point of your chart. Since Pluto takes over two hundred years to complete a circuit of the signs, it is something you have

never experienced before, and never will again. This is deep; deeper than anything you know, or can imagine. All the things which lie at the very foundation of you, the things which make you what you are, are here. Some of them you prefer not to think about, perhaps, and some of them you may not even have recognised in yourself before; but Pluto always brings the unseen into plain sight, so these hidden parts of you, and the issues that go with them, are going to be brought to the surface for you to deal with over the coming months. As with the other outer planets, Pluto's orbit is such that he will just touch that significant point for a few weeks, and then move away for a while; but he will be back again in 2024, and then he will stay in that sector of the sky for several years. This is going to be the new background of your life, so that what he reveals will become normal; but this year it is all new. Not quite unexpected, but still something of a shock. Let it happen; it's all part of a larger timetable, and you have no choice but to go with it.

There is a deeper tone to your personal relationships too - but it is to do with Saturn, not Pluto, and that makes it seem almost lightweight in comparison. It may be that after a very long time of just being together and being happy to keep it like that, it is time for you and your partner to take the next step. Whatever that may be, Saturn's presence suggests that it is serious and intended to last for a long time. You probably knew that. It seems that your partner is pushing things forward here, but there is a distinct feeling that you are both doing this because you feel that you ought to, rather than because you want to. Are you sure about all this? There are eclipses which affect you both in May and again in October, which may show you your situation from a different perspective - perhaps providing some 'what-if?' scenarios for you to think about. It's always good to see how many different options are open to you; it means that your final choice is likely to be the right one.

But although the outer planets may be stirring up far-reaching change in the private and personal parts of your life, there are no such setbacks in your career. This is a year of high achievement, well-earned and wellrewarded. Mars, your other ruler, runs all the way across the upper arc of your chart over the course of the year, gathering speed and glory as he goes, and bringing it all back home to your own sign by the time of your birthday. It's a spectacular performance, and the only

drawback is that it might make you a little more prominent than you would like. Being in the spotlight is something you try to avoid, but it won't do you any harm, so take it while you can and enjoy the moment. In your finances, the year seems very even, with no big ups or downs; early August looks to be the best - plus a little bonus that you didn't expect, in the closing days of the year.



## SAGITTARIUS

Even the most dedicated traveller has to come home eventually - or at least find somewhere to stay for a while. This year Saturn moves his weight and influence to the base sector of your chart, and you will find the idea of putting down some roots unusually appealing. You will tell yourself that it is only for a short while, of course, an

extended break so that you can take time to enjoy whatever place you have presently reached in your journey; but from the point of view of friends and family who know you well, this looks very much like settling down. It's not that bad: Saturn at the base of your chart will keep you the right way up when life gets a little stormy, and that could be useful. But it does mean that you will find it harder this year to take off on one of your random adventures. From now on, if you go somewhere, it will have to have some purpose. There's also a strong and beneficial link to Saturn from your own planet Jupiter; once again, this speaks of solid foundations, of gaining in status and respectability, rather than just going to the airport on impulse and boarding the first flight to anywhere you've never been before.

In your personal relationships, there is a lot going on in the first part of the year as your ruler Jupiter moves rapidly across the lovers' sector of the chart. If your present relationship is only a friendship, a minor part of your life, Jupiter will move it up the list of your priorities, giving it much more strength and direction, so that it becomes an essential part of your future. There is real heat and passion here as Venus adds her strength to Jupiter in February and March. It may be the initial stages of a new romance, or it may be an old one which has fired up again; but



In your work, you may be offered a new role completely unexpectedly. It seems that you have been chosen because of that thing that all Sagittarians have - being knowledgeable, and sensible, and of appearing to know what you are doing. Every Sagittarian knows that this is not really true, and that your successes are all made from a combination of optimism and luck; but nonetheless, the role is there for you to take if you want it, and there is probably nobody else who could fill it quite as well as you. With other planetary indications also suggesting that it is time for your career to take a different direction, this may be a heaven-sent opportunity, in every sense. Your finances this year go up and down a little, which may worry you, especially in the early months; but long-term money pressures are easing, and better times lie ahead. If you have held back in the past because you thought you couldn't afford to put your plans into action, then be brave and do so now.



## CAPRICORN

Words like 'inspired' and 'flexible' are not usually part of your vocabulary - but by the end of this year, they will be. As your ruler Saturn moves into Pisces, the most changeable of all the signs, you will find that the firm framework of your world gets quite a lot looser. If you are desperately clinging to it, that will worry you; but if you have already learned to go with the flow then you won't mind at all. Saturn in Pisces is all about dissolving the old and forming the new, and since what happens to Saturn is reflected in your own life, then for you, too, this must be a time when old things are broken down and new ones are come into existence to take their place. Seeing what is possible once you let go of what you have always been used to can be an inspirational experience. You will see how firmly set in the past you had let yourself become; once you let go of that, the future will come rushing towards you with all sorts of new ideas that you've never seen before. Some of them won't make it into hard reality, of course, they'll just flash by and be gone; but some of them will take you forward into a future as real and rewarding as anything you have ever known - and quite different from what you had before. This year, be open to everything. Refresh

your imagination and your ambitions - and don't even think about making anything firm or solid. You'll soon get used to it. In your personal life, let the new fluidity of Saturn help you to explore the emotional depths of your closest relationships. Too often, you have seen relationships as business partnerships, where two people get together for their mutual advantage; this year you will see things from a different perspective.

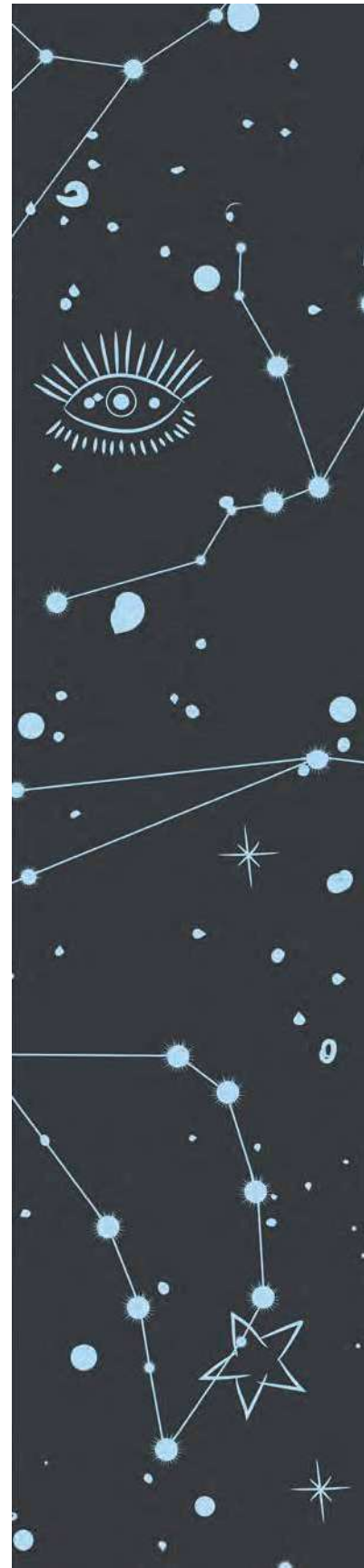
There will be some deep discussions over the summer where you talk about what you actually mean to each other, how you feel, what value those feelings have, your joint future, and much more. Previously, none of this would have mattered to you; now, it seems much more relevant, though as with anything new, it will take time before you feel entirely comfortable in this sort of emotional environment. It plays by very different rules.

This new, flexible approach to life applies to your career, too. As always, you could stay where you are and continue to do well; but after the summer, you will find yourself looking at your life as a whole, with your emotional life as important as your position on the ladder of success. Somehow, you want to bring them both together. Also, over the years, you have nursed a different, more private ambition - something you felt drawn to rather than something that merely paid well. You feel that if you are ever to bring this out of the shadows and make it an actual part of your life it must be now. You are right - and in a year when everything is possible and nothing is fixed, it's the perfect moment. An eclipse in October may open up a totally new career path - and as always with eclipses, it will show the path you were meant to take; your destiny, if you wish. Don't worry about money: your everyday finances will be fine. April and May are best, September less so, but still good.



## AQUARIUS

When Saturn leaves your sign in May, you will feel a great weight lifted from your shoulders - but at the same time, you will miss his constant presence. For the last three years, Saturn has been helping you become stronger, fitter and more resilient. He has



quietly removed the parts of your life you don't need any more, and given you a longer-term perspective on life, so that you are ready for whatever lies ahead. The years when Saturn passes through your sign are never easy, but luckily they happen only once in three decades, so you don't have to think about him again until 2050.

But just as Saturn is leaving from one end of the sign, Pluto is at the other, getting ready to spend the next two decades with you. Of course, Pluto in Aquarius will affect everyone, not just Aquarians, but to have him in your sign will put you at the leading edge of the Pluto experience, so you will feel it most. This year, he only spends twelve weeks in Aquarius, and only in the very first degree of the sign, before moving back into Capricorn - but he will be back in 2024, to enter Aquarius and to stay. What this means for you in 2023 is that you have a few precious months when you are free from the influence of Saturn, and not yet under the influence of Pluto. This is your own time, the time when you can do the things you always promised yourself that you would. Take it, use it and enjoy every moment.

2023 will be memorable for your personal life, too. Venus will be in the relationship angle of your chart for four months rather than its usual four weeks, and with Saturn no longer holding you back, the result will be both impassioned and liberating. Freedom is the big issue here: if you have been in a relationship which has restricted you in any way, you will want to escape from it, to be independent. You may want to try a different relationship, or perhaps more than one. Even if you are in a long-term arrangement which you know you don't want to break, you will probably want to change a few things, to direct it towards different goals, and to let fresh air and daylight into what has seemed to be a closed room.

You will also understand if your partner wants to change things from their side, too. How 'together' do you actually want to be? If one of you wants to go travelling for a while, to fulfil a life ambition, do you go too, or do you go on your own trip? Aquarius has always been a free-thinking sign, so if you want to re-write the rules of relationships, do so. In your career, beware falling into the trap of thinking that another job, which looks good from where you are, is better than the one you have right now. If

you get closer to it - or even step into it for a while - you will see that it has its own set of problems, and is not the perfect position you thought it was. And although Saturn may have gone from Aquarius, he will now be in the money sector of your chart - which will mean restricted spending in the short term, but gaining wealth in the end. Treat yourself to something extravagant in February, therefore, before he arrives.



## PISCES

For the outer planets, which spend many years slowly going through the signs, and sometimes several years in each sign at a time, Pisces is getting to be quite a popular destination. You have had Neptune with you for over a decade, and last year Jupiter passed through. This year Saturn arrives, so you will have Saturn and Neptune in your sign at the same time, which is very unusual. Once again it will put you at the centre of whatever is happening in the world - and in your own life, too, which will continue to reflect external events, though on a smaller scale. If you were looking for a peaceful and low-key existence, you will have to wait until the outer planets have moved on, and that will take some time. To be so directly involved in so much planetary activity is very stimulating, but also very tiring, and what you really need is to be able to rest occasionally. Which is why, contrary to what is usually said, you might actually welcome having Saturn in your sign. Saturn will bring structure and discipline to your life. When you are presented with so many different options, all of which you feel you have to respond to, Saturn will arrange things so that only one or two are possible, which makes your choice much easier. Saturn thus becomes your trusted advisor, and even at times your protector; knowing that he is there in your sign makes you feel safer, somehow. In your personal relationships, you are making progress, but it is slow. Mercury, the little planet which is so important in all your relationships, has his retrograde periods in the most personal sectors of the sky this year, suggesting that

there are a lot of issues that you will need to think about and talk through before you can move forwards. Both of you have doubts about your long-term compatibility. It's been easy enough until now to find short-term answers or to push the important questions downstream to deal with in the future; but finding the right words to express exactly what it is that you are unhappy about, and why you feel that way, is not an easy task. The issues also go deeper than you think. You will find yourselves examining your most basic beliefs about how a relationship should work, and what your roles should be with in it. There may be some things that you feel to be right, but don't know why, other than that you feel that's how they should be. But what if, deep down at the most essential level, you still disagree? There are bitter arguments and accusations in August, though Venus' position in October will help you reach some sort of agreement, and you seem willing then to make a new commitment to a shared future. That's good, but it will have taken a lot of effort to reach that point.

In your work, you may find yourself in some sort of temporary role that you love so much you never want it to end. If that's true, then why don't you change your job, so that you can do it all the time? If it makes you happy, then surely it's the right thing to do. In your finances, this year is one of your best, with a boost in April that could help you realise a long-term ambition, and some more good times in October.





# MOON *Baz*

*“Creators are at the heart of culture on Instagram,”* says the CREATOR PARTNERSHIPS lead for the Middle East, Africa and Turkey at Meta. Here, *she expands on how they are HELPING TO MAKE the metaverse vision a reality*



Dear ELLE Arabia readers,

As Meta’s creator partnerships lead for the Middle East, Africa and Turkey, I want to talk a little bit about creativity and the value it brings to all of us. Today, creativity is no longer practised only by a select few artists, musicians, photographers and filmmakers; The internet, and especially social media platforms like Instagram, have given people ways to explore and express themselves in a multitude of formats – from short form comedy videos to beautiful travel Reels.

The result is clear – we have richer conversations, re-imagined formats, new ways of storytelling and a whole new wave of artists, musicians and performers who are not bound by anything or anyone.

Creators are at the heart of everything we do. In fact, our platforms are driven by the creative impact of each and every member of our community. In MENA alone, more than 300 million people use Meta’s platforms to connect and create. I feel privileged to be a part of the

force that brings creators to the top by giving them tools to experiment with formats and earn money with their talent. And I am especially grateful to be part of the force that amplifies women’s creative voices through initiatives like #SheCreates and empowers a wonderful new generation of female leaders.

Now, it’s time for the next step – what will define social media in MENA in 2023? In terms of format - definitely video, both short and long-form, mobile-produced and mobile-consumed with greater use of AR and even VR. In terms of content – more grassroots and untold stories from underrepresented communities, more elevated voices and empowerment and more creative collaborations that span across industries and give birth to something unique.

In short, social media is the empty canvas for the creator. Everyday, they can come to the board with something new or something that pushes the envelope or something that challenges the norm. Everyday, they have the chance to inspire conversations and action.

So go on and create – your time is now!



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