# October 2023

# THE MAKING OF AMIR EL-MAKING OF

# REBEL

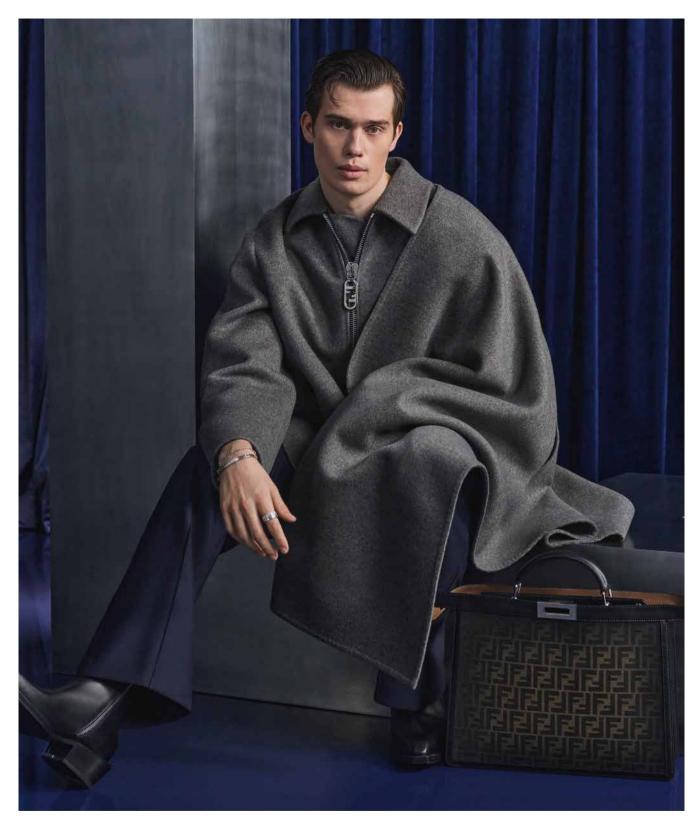
HIP HOP DON'T STOP

MEET THE GENERATION OF ARABIC RAPPERS DRIVING THE GENRE FORWARD

FROM FALL KICKS TO COOL SUITS







# FENDI

ROMA



Take on Life in Style with the All New QX60





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#### EDITOR'S LETTER



From getting to know our cover star Amir El-Masry (right) to the fall fashion looks and grooming products (left) we can't get enough of, turn the pages to discover it all...



### Fall's Feel-Good Mood

Dear Readers,

new season usually means new energy and this October issue is the perfect prescription for anyone reeling from those post-summer blues. Optimism and a sense of renewal were abundant in fall's fashion as designers served up a bold new vision with collections rooted in clothes to shine in, rather than blend in. We're feeling all the heady symptoms – a love of cut and color, and more importantly, a desire for all that stands out. Speaking of the best and brightest, our spotlight on the latest timepieces, including the must-sees from the upcoming Dubai Watch Week 2023, features modern icons that bring craftmanship and character to the horology landscape like

you've never seen before. And then there's our cover star, Amir El-Masry, who is also bringing a new wave of change to another landscape, a cinematic one both regionally and internationally. With a Best Actor BAFTA Scotland award under his belt, and at home on his shelf, he opens up to ELLE Man about his burgeoning ambitions, his rise to fame and how it feels to be doing what his five-year-old self could only dream about. His journey and the tales that come with it are every bit as inspiring as they are entertaining, and we hope this issue does the same...

Elle Man Arabia team



#### **SNEAKER NEWS**

Looking for something fresh? Here are all the cool kick collabs coming your way...



UGGS X THE ELDER STATESMAN Four vibrant takes on classic UGG silhouettes that come with equally comfy-looking accessories such as cashmere sock liners, hat and backpack.



SUPREME X NIKE SB DUNK HIGH/LOW RAMMELLZEE It'll be hard to pick from the two designs with Rammellzee's Gothic artwork, the first artist Supreme collaborated with.



TIMBERLAND X A-COLD-WALL Think laceless Timbs with Primaloft® insulation that promise major warmth for the coming colder seasons.



ADIDAS X SEAN WOTHERSPOON A beautiful color and material take on the trendy-again adidas model, this time in hemp/mushroom leathe



CONVERSE X RICK OWENS DRKSHDW DBL DRKSTAR CHUCK 70 In both high and low silhouettes as well as black and ivory iterations, the capsule features a new rounded toe instead of the old square one

#### BACK(PACK) TO THE **FUTURE**

Eastpak and Vivienne Westwood are back at it again, this time dropping a fresh range of collaborative bags featuring 7 unique utilitarian styles. Notable details include a planetary print that appeared in the British brand's SS'19 collection and a sustainability twist with each accessory meticulously crafted from recycled materials and synthetic leather.



# FASHION MEMO

Your curated roundup of the noteworthy news to pay attention to now!



#### EVERYBODY IS WEARING... Logomania

Fashion's coolest It boys are turning to Valentino for a more subtle take on the trend, adding a toile iconographe monogramed piece for some stealthy elegance to their off-duty dressing.



#### **BEANIE BABY**

Bad hair day? Meet the little accessory that will fix it – a beanie. Knitted, or made out of buttery leather or smooth suede, these simple toppers are an easy 2-second solution to an untamed mane.

#### **FACE TO WATCH: Walid Fiher**

Not only has the Moroccan model walked the runway for the likes of Fendi, Hermès, Louis Vuitton, and more, but for FW'23, he also stars in Bottega Veneta's latest campaign. Watch this space for more news on his fashion takeovers.



#### THE VIBE

### **GRUNGECORE**

Mismatched plaid shirts, ripped jeans, distressed hoodies. Grunge is back, hailing a "grab and go" silhouette that's all about adding a bit of edge to your wardrobe.







Necklace, Tom Wood

Shirt, Celine Homme

Sunglasses, Bottega Veneta







Boot, Alexander McQueen

Bag, Balenciaga

Jeans, Amiri







Hoodie, Gallery Dept.

Hat, Alanui

T-Shirt, Jacquemus



# TOP COAT

Dramatically long and theatrical, this season's overcoats are here to make an impact. Saint Laurent gave us noir villain-like numbers, while AMI Paris and Fendi sent out easierto-wear coats in delicious palettes of beiges and creams.

#### #ELLETIP

A relaxed silhouette will leave ample room for other winter layers underneath.



never go out of style.





PURPLE RAIN

Ever wondered how to wear purple? The FW'23 runways offered the perfect style lesson for those looking to rock the season's hottest color. At Fendi, models strutted down in the coolest pair of purple leather pants, while at Gucci, a deep indigo coat will be high on many a wishlist - we suggest adding to your scart now before it sells out!



#### #ELLETIP

Leather jackets are always a fail-safe way to try out a new trend. Go for a dark purple and watch it be the star of your fall wardrobe.



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### STYLE



Rain-ready ponchos take on a luxury aesthetic, while a slew of seafarer's Aran knits and

oversized storm coats deliver an

innovative update to traditional

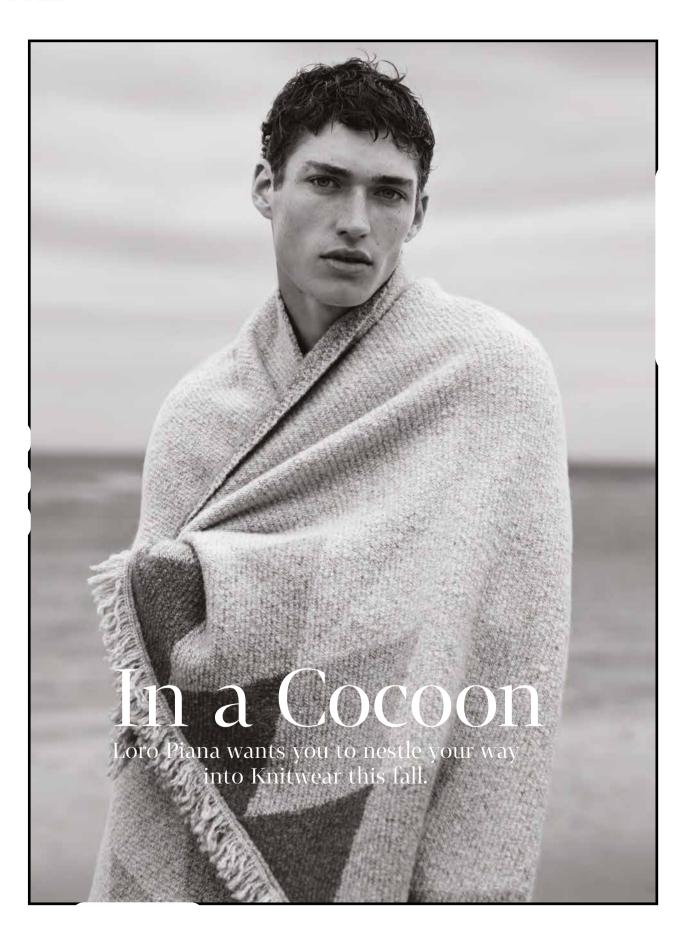
fishermen's clothing.





DIOR MEN'S WINTER 2023/2024 VISUELS FITTINGS BY ALFREDO PIOLA

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launches its first Cocooning collection for men. Arriving just in time for winter is a wardrobe of flowing, relaxed silhouettes that embrace the body with spontaneous elegance. Think leisurewear given the luxe treatment, with a heightened focus on comfort. Cashmere, Baby Cashmere and silk from the brand's historic mills are woven into a range that goes from everyday staples to unique, one-off styles. For him, sweaters, pullovers and trousers in Aircash (a thin but extremely warm cashmere yarn that is very pleasant to the skin) or a cotton, cashmere and wool blend have soft volumes with a comfortable but always refined fit. Other standout pieces in the collection include the Aircash socks and legwarmers as well as the Cashfur home boots. With a furlike yet "responsible" texture, Cashfur is a tribute to Loro Piana's finest cashmere, which is blended with an equally fine silk yarn to create this soft and ultra-light fabric with a warm and cocooning color.

#### — ON OUR WISHLIST — THESE ARE THE COCOONING PIECES WE HAVE OUR EYES ON







THE COCOONING COLLECTION WILL BE AVAILABLE FROM OCTOBER 12TH IN SELECTED LORO PIANA BOUTIQUES AND

20 ELLEARABIA.COM ELLEARABIA.COM



1. VALENTINO GARAVANI; 2. MARNI; 3. LOEWE; 4. MONCLER 5. KENZO; 6. BOTTEGA VENETA; 7. THE ROW; 8. SAINT LAURENT



1. ADIDAS ORIGINALS; 2. TOM FORD; 3. NEW BALANCE; 4. RANRA X SALOMON 5. GUCCI; 6. CONVERSE; 7. BALENCIAGA X ADIDAS; 8. NIKE X RUOHAN WANG

# COLOR HIT

Just because summer is over, doesn't mean color is. Make like the street-style set this season and go for the brightest sneakers you can get your hands on. From fire red to acid green and fluro pink, dopamine dressing (from the feet up) is the happiest way to fix those postsummer blues.



**#ELLETIP:** Looking to stand out from the crowd? Add those bright pair of kicks to an all color ensemble – after all, it's go big or go home!







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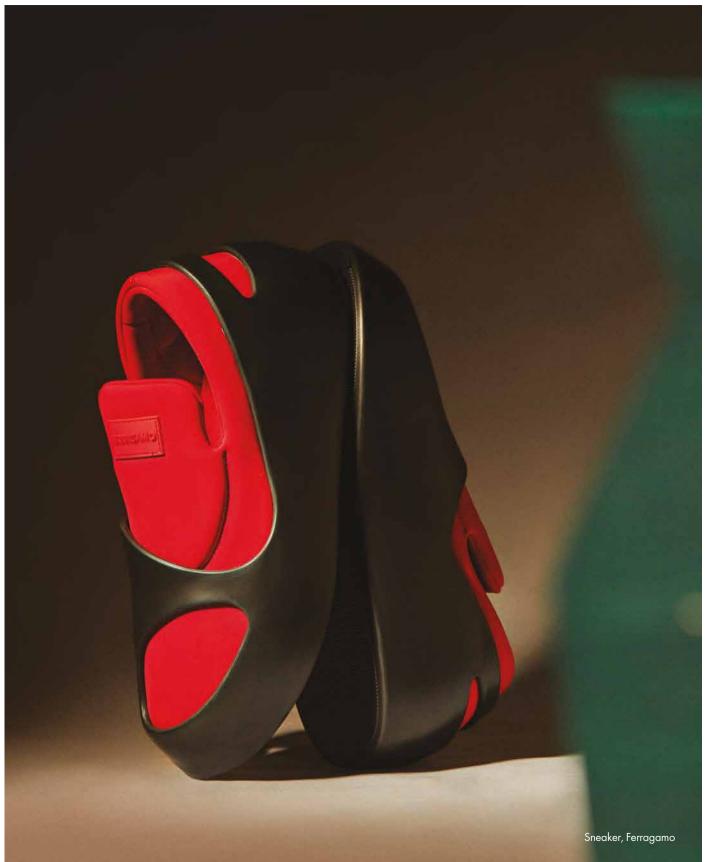
### STYLE





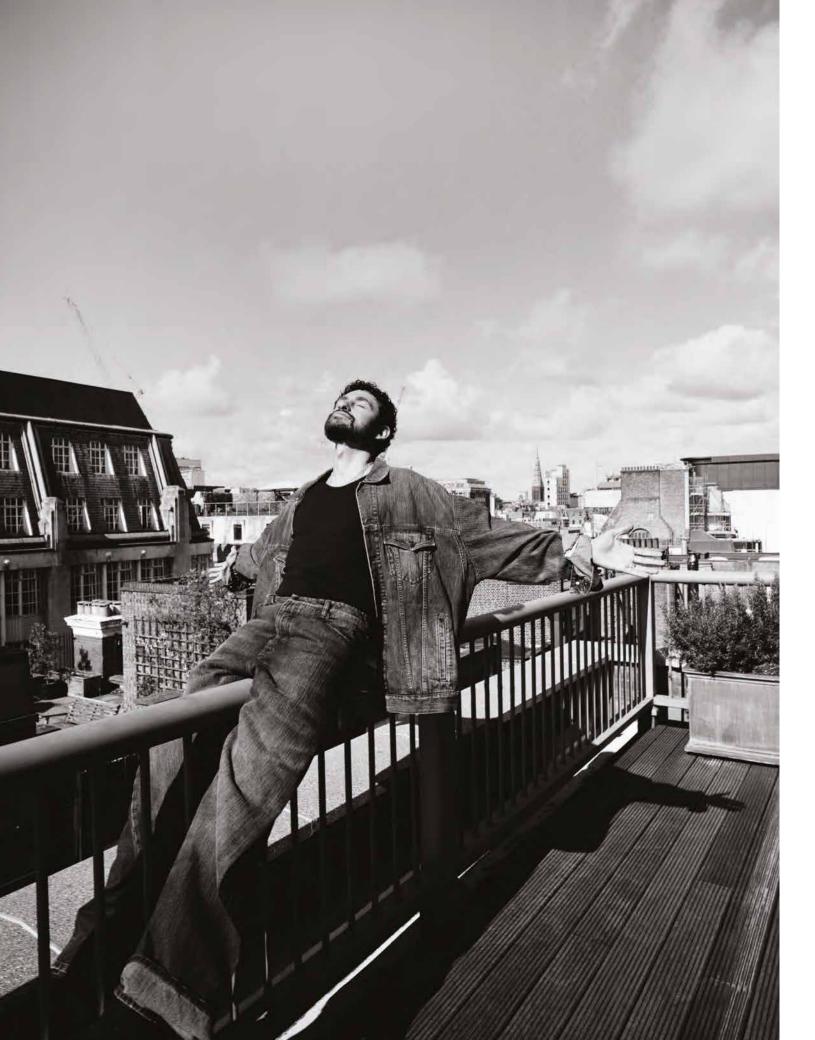
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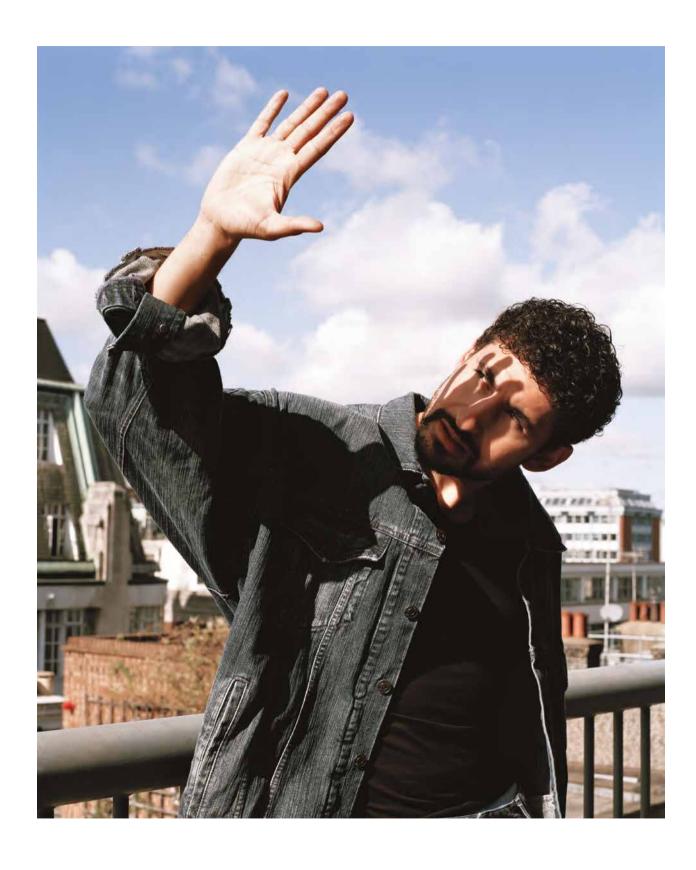


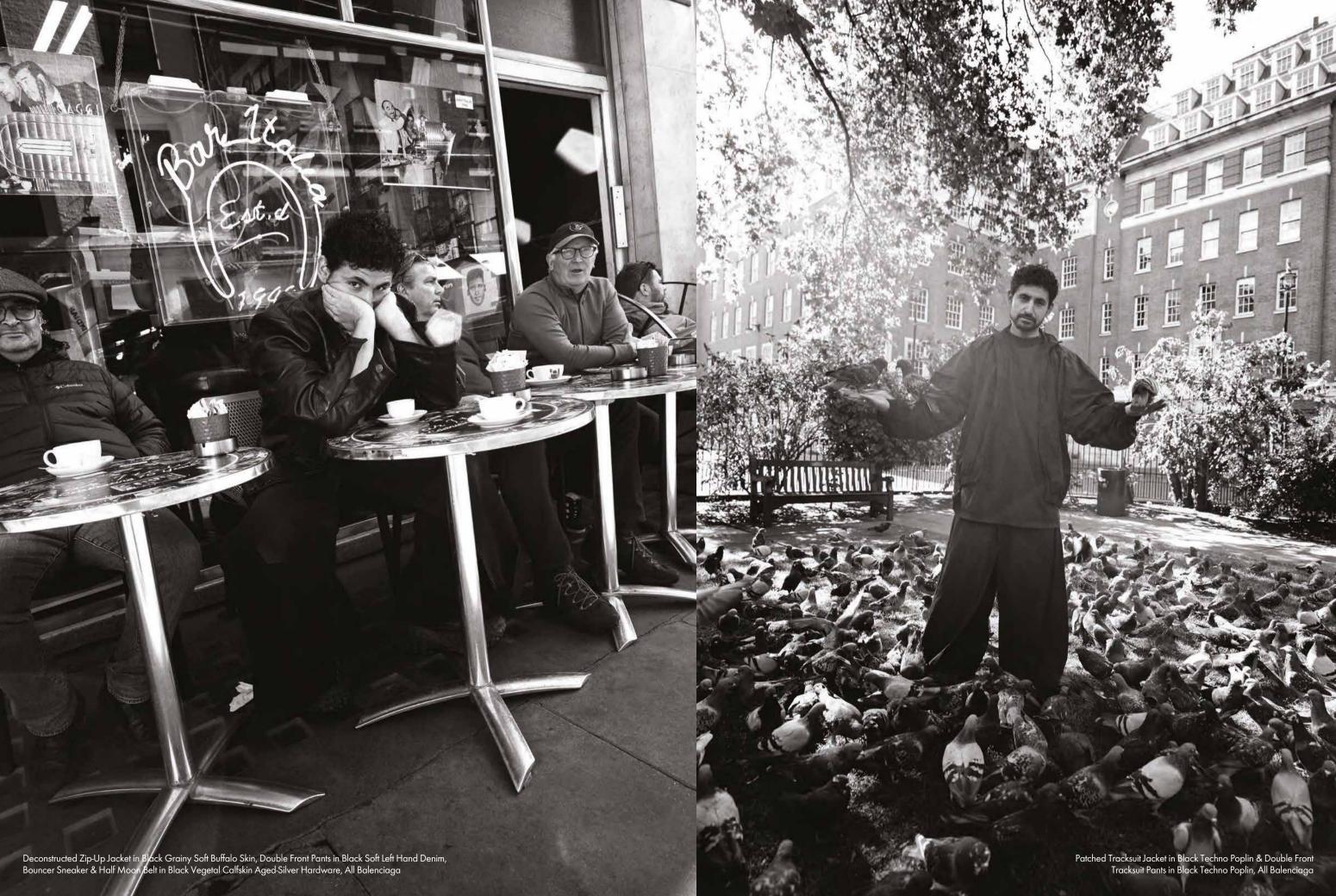


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What do you consider to be your first real successes in the industry? When I was a five-year-old child, it was being able to get out of my comfort zone, dress up as a cat and perform in front of 150 people and enjoy the thrill of that. But like with everything else, as we get older, our priorities change. So as an adult, I'd have to

say my first real success was being able to do this job for a living. When I first started out, it was all about getting the next thing and then wondering when the next thing after that would be. That feeling never goes away for anyone; it can stop you from enjoying the process if you let it consume you. So, my first real success was being able to enjoy that moment again like five-year-old me.

Do you remember when that changing point happened exactly? I'd say when I played Ramzy in Ramadan Mabrouk Abul Alamein

Hamouda. The film went on to be a major success in the Middle East and I had zero expectations when I took on the role, but I guess I was ready. The British film Limbo was also a major turning point for me; a lot of validation came off the back of playing Omar. We got into numerous major film festivals and the film got nominated multiple times. I went on to be acknowledged by BAFTA as a 'BAFTA Breakthrough Brit', a Screen Star of Tomorrow and I also won Best Actor at the BAFTA Scotland awards. I believe all this success was because none of us were thinking what it could do for us, but more that we were tasked to tell this story to the best of our ability and

enjoy every moment while doing it.

Is it worth taking on all those small roles to get to where you want to? Initially when I read a script, it's whether or not the story excites me and if the character is someone I am yet to explore artistically as well. It's also about whether or not that character has a purpose or is impactful to the story and if I feel I could do something interesting for it and the project. Take the movie A Haunting in Venice - I'm an Agatha Christie fan as well as a fan of Kenneth Branagh so it was an opportunity to play a character I'd never done before (an Italian with an Italian accent) and to do that whilst working opposite people at the top of their acting game.

You've had a very busy year. Can we talk about the projects you're working on now, and some future projects that you have in line? I have some exciting future projects coming up internationally. I've been very fortunate to be cast as one of the lead roles in S2 of the BBC series, Vigil. I play Daniel Ramsay, an MI5 intelligence officer who is put on a case alongside Rose Leslie and Suranne Jones to find the culprits behind a major global catastrophe; expect a lot of high octane action based drama! I had an amazing time working on this in Scotland and if you like suspense and guessing who is the 'baddie' then I think you'll all be in for a treat. Another project I'm

excited to share is Faithless, a comedy series about an Irish Egyptian family. I play Zain, an aspiring actor who has just flown from LA to help his brother raise his three daughters after a tragic incident. It's a comedy about family and faith, which although had me roaring on the floor laughing, it also manages to move you because of the bond between the siblings on the show. It was a first for me playing someone Irish and filming in Dublin which I absolutely loved.



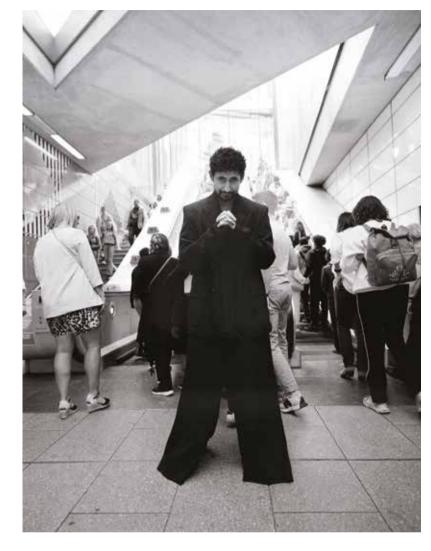


How does Egypt play a significant part in your acting journey? I think any move I make in my career now comes with a responsibility. Being raised in an Egyptian household in the UK, it's kept me informed about my values and my culture back home and what I represent. I am conscious of that and because of that, it's also given me a burning desire to spend as much time as possible there as I love what Egypt represents to me. It always has my heart.

Cinema is a very critical world. How do you deal with criticism and negativity? It depends on who or what kind it is. I think when you work in this industry and you take risks then asking for constructive feedback from people you respect or want to help is important. Anything else should be filtered out. It's a very exposing field and you put a lot of yourself in the work that you do so your mental health should always be prioritized.

What roles have you passed on that you regret not taking and why? Honestly, there are a few; I passed on them sadly due to conflicting schedules. My biggest heartbreak was getting offered a major studio film but deciding to work on a TV series instead because I loved the people on it. Sadly, they had to pause shooting because of various reasons, and it was too late to go back to the film. But these things happen

and I firmly believe that everything is already written out for you. How is where you are today different from where you thought you'd be? I think if you asked me this question when I was 10, I'd have probably said married by 25 with three kids and living in Lake Como! My priorities have definitely changed overtime; I've wanted to work more on myself and grow as a human being, and with that you make mistakes along the way that help you learn and grow. I am content with where I am today because



I prioritized what made me happy. I got to travel, learn about different cultures, and also work on my craft. This industry is tough for someone coming in from the outside; so along with hard work and being ready, luck has to be on your side too.

What was the best career advice you have ever received and who was it from? Honestly, the best career advice I ever got was 'If you don't ask, you don't get' and that was from Omar Sharif.

What's next on the agenda for Amir? As well as my acting and prepping for projects, I am really focused on creating at the moment. I am collaborating with a couple of industry friends to make a few shows that hopefully you will enjoy watching and we can talk about in the next interview!

#### QUICKFIRE QUESTIONS

• FAVORITE FILMS OF ALL TIME... Taxi Driver, Leon, Space Jam, Yacoubian Building, The Departed, Dans La Maison

CINEMA ICONS YOU LOOK UP TO... Robert De Niro, Omar Sharif, Marlon Brando, Kate Winslet, Meryl Streep, Philip Seymour Hoffman, Tom Hanks
 MOST WATCHED GENRE ON YOUR NETFLIX... True crime documentaries (guilty!)
 THREE DIRECTORS YOU WOULD INVITE TO DINNER... Martin Scorsese, Noah Baumbach and Bong Joon Ho
 A CHARACTER YOU WISH YOU COULD PLAY... Having played Mohamed Al Fayed, I'd love to do more biopics
 A SENTENCE THAT BEST DESCRIBES YOUR LIFE RIGHT NOW... Living out of a suitcase





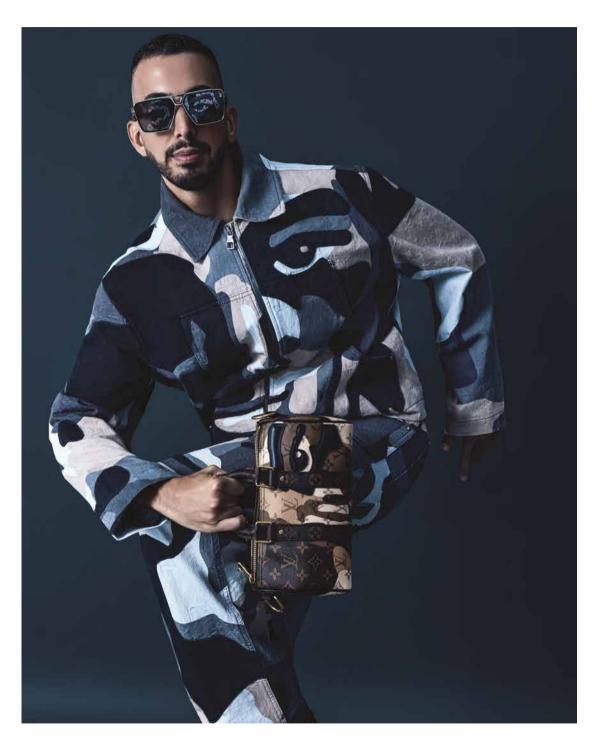
Patchworked Portrait Printed Overshirt Hand Knit Flower Crewneck Courtesy of Louis Vuitton







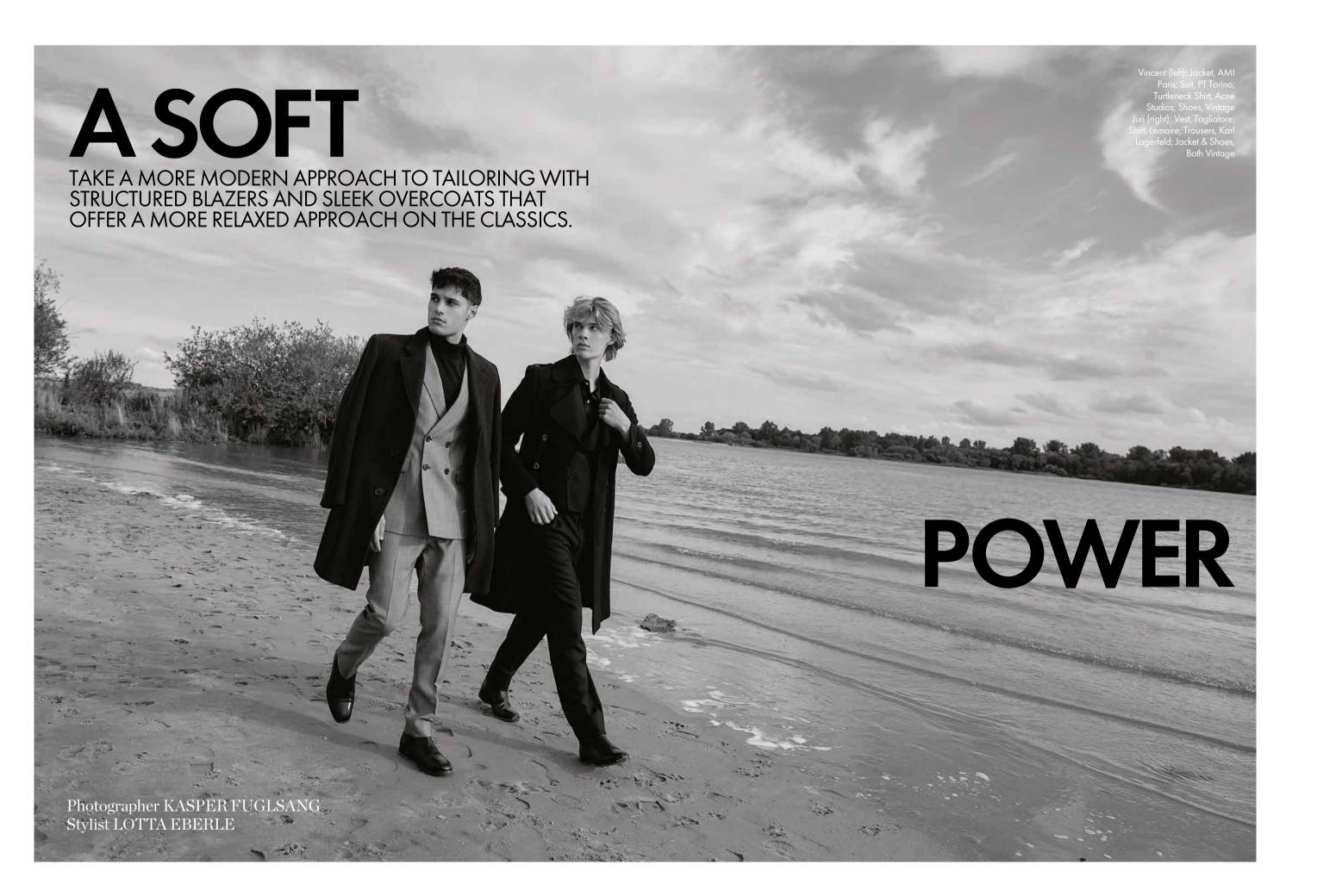




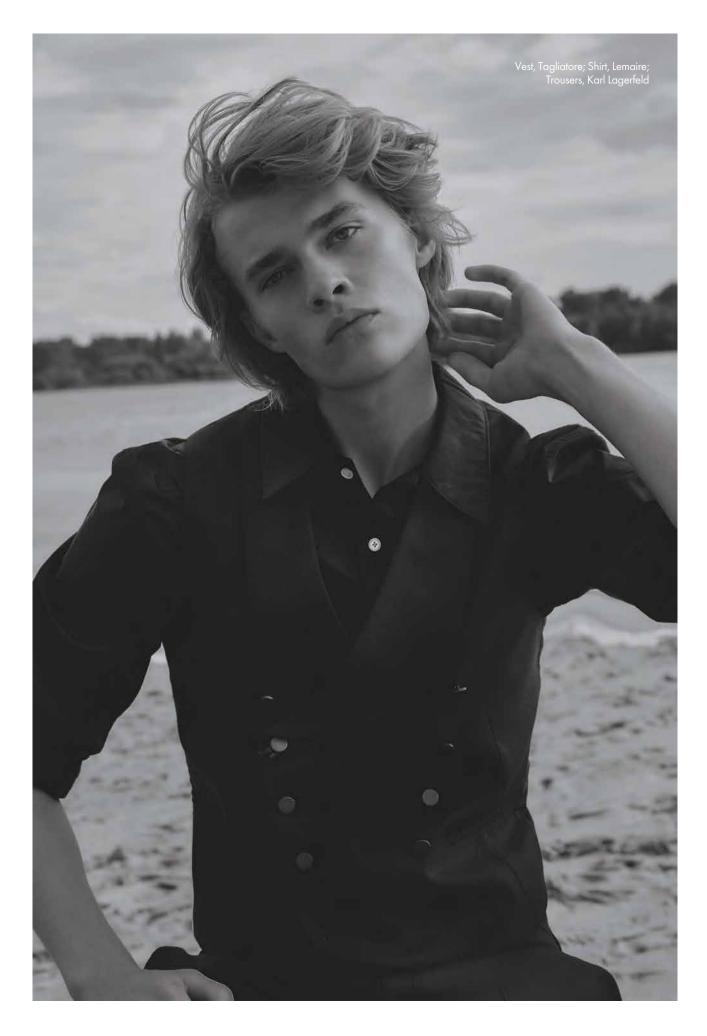
Patchworked Portrait Denim Jacket Patchworked Portrait Pants Keepall 25 LV Portrait Courtesy of Louis Vuitton



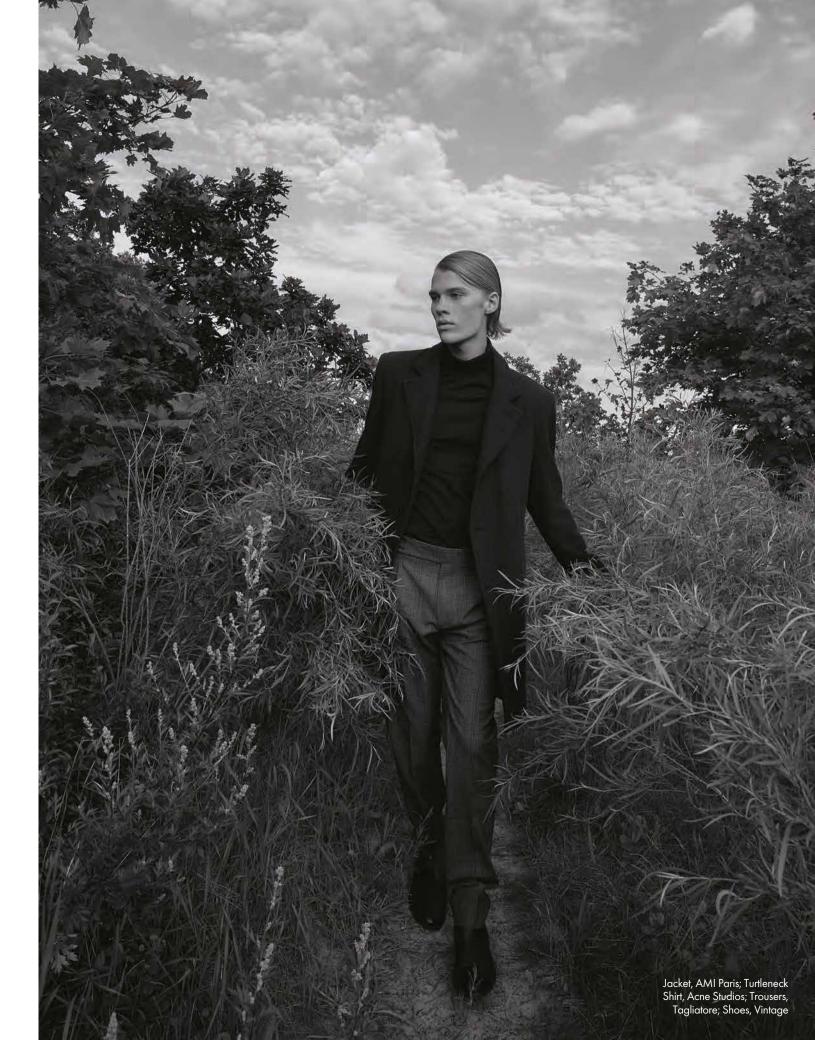
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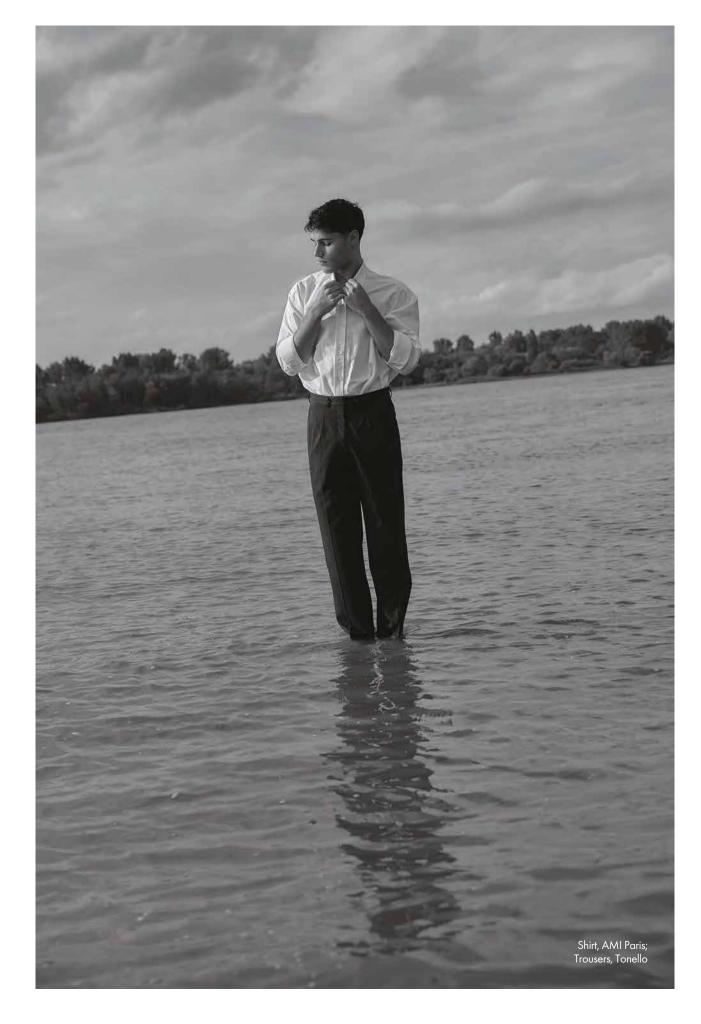


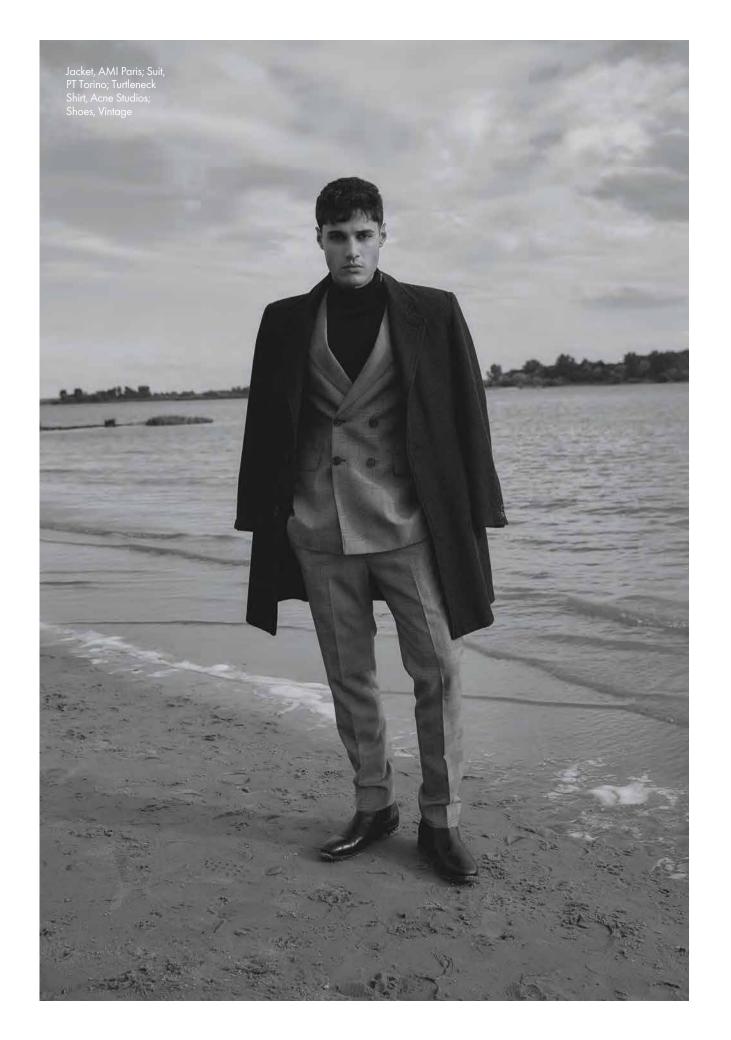
















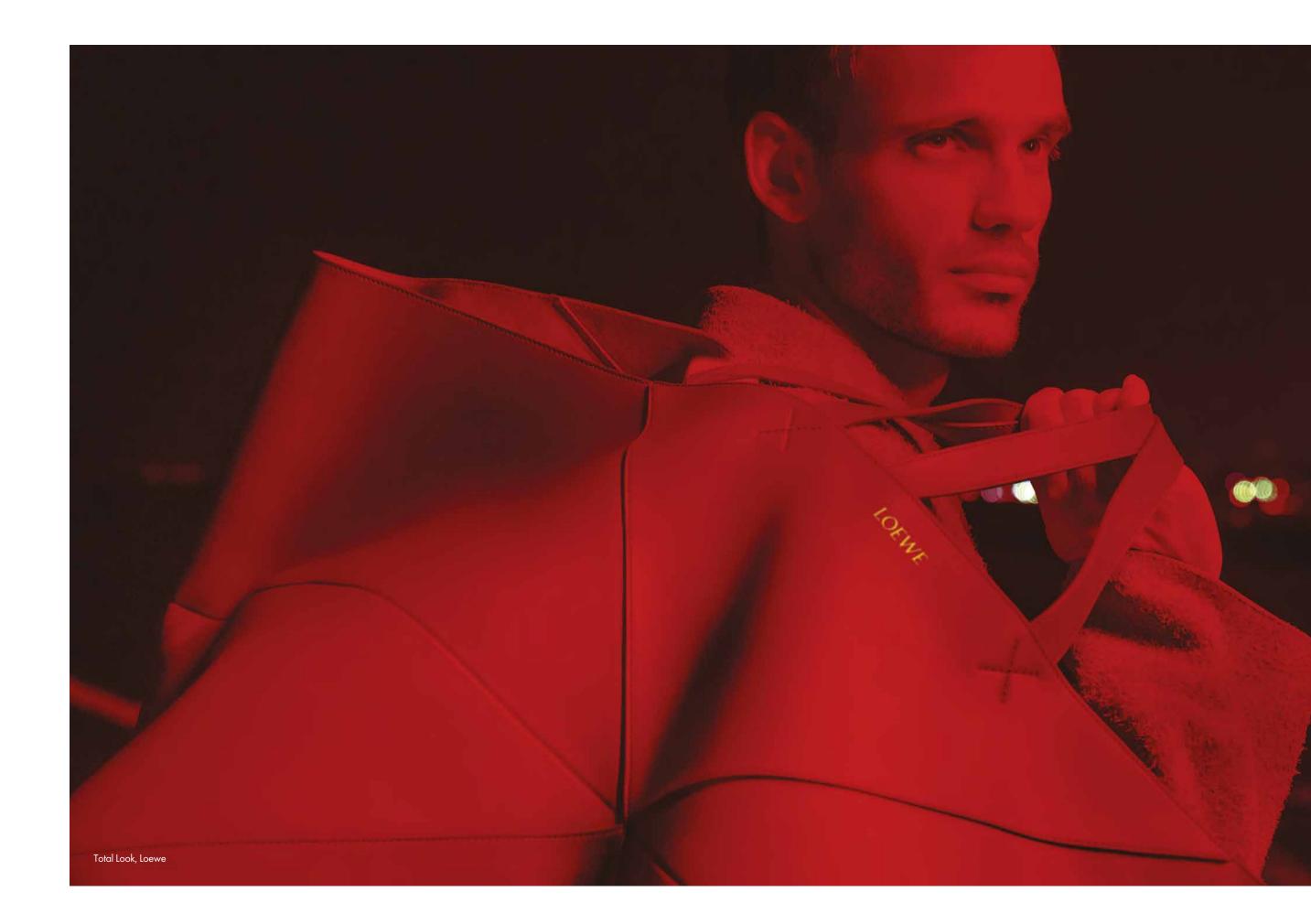


photographer: kasper fugisang; stylist: lotta eberle; makeup: isabelle grönke; Juri & vincent; production: lony rell; retoucher: leonie lohmann

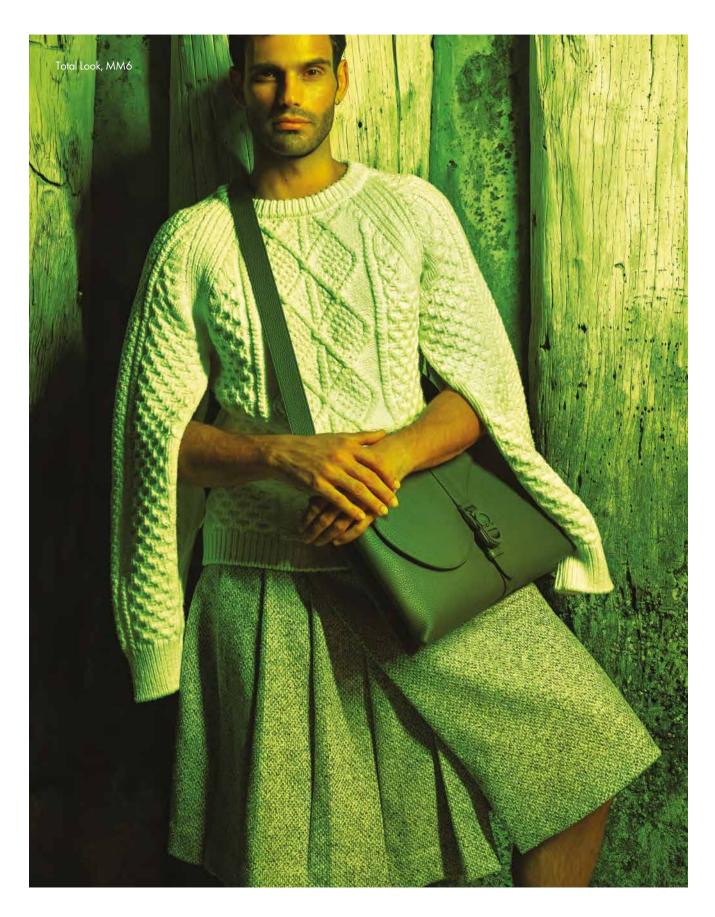
THIS SEASON'S
COLLECTIONS
ARE FILLED
WITH BOLD
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LOUD STYLES
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EXTROVERT
WHEN THE
SUN SETS.













IN CONVERSATION WITH

## Alain Leber

WE CAUGHT UP WITH THE ANCIENT GREEK SANDALS' HEAD OF MENSWEAR DESIGN TO TALK SHOP, SANDALS AND WHAT PAIR OF AGS EVERY MAN SHOULD HAVE IN THEIR CLOSET

#### A STORY BEHIND A NAME

The co-founder of the brand, Nikolas Minoglou studied Business in the US and whenever his American friends would come to Greece during the holiday, they would always buy those leather sandals that are sold at the tourist shops you find on the islands or around the Acropolis. This is how the idea behind the brand came along and consequently, the name.

#### MODERN MEETS TRADITIONAL

It has actually been the opposite of tricky using traditional techniques to make something modern. The simplicity and purity of traditional Greek sandals already give it great modernity which is why they are still relevant today. All we have had to do is add that extra bit of soul and a touch of originality that is specific to AGS.

#### THE AGS AESTHETIC

It is a sophisticated brand known for its simplicity, authenticity and modernity. The brand's vision is original and unique for a Greek sandal based on the quality of craftsmanship and the capacity of constant innovation.

#### THE MAN WHO WEARS THEM

Our aesthetic targets a wide audience and our collection is sufficiently large to allow for most men to identify themselves with at least one style. The common denominator though between all the men that shop from AGS is the taste for something original and for the "savoir faire" associated with the modern and sophisticated masculine style.

#### MOST POPULAR IN CLASS

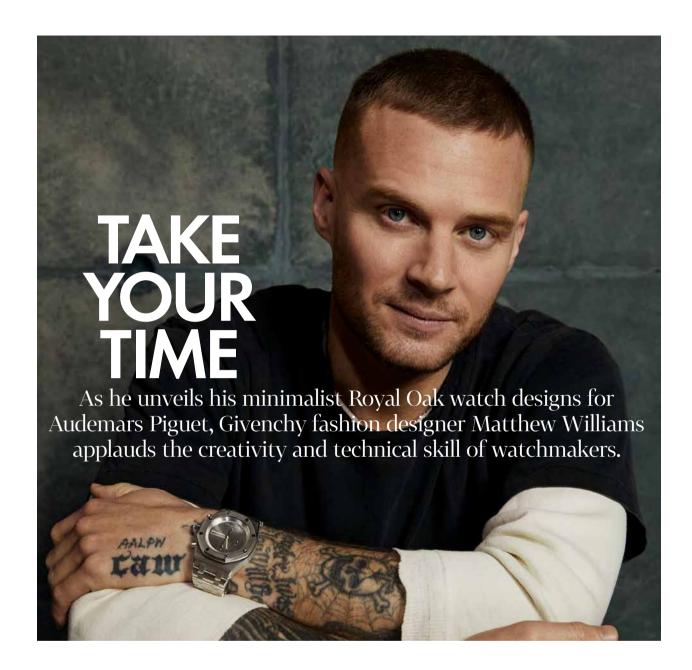
In general, men always prefer easyto-wear sandals such as our Bios Slide or Hero Flip Flop. Our top three best-selling styles though are Kimon, Diogenis, and Atlas, which all feature this comfortable and anatomic sole.

#### THE STAR OF FW'23

Definitely the Diogenic style - our mule with adjustable buckles that are discretely hidden. This style is extremely comfortable due to the very soft sole and unlined suede calf material. Once worn, you won't want to take them off!







ow on earth do you redesign the Audemars Piguet Royal Oak, one of the most iconic watches ever created? That was the question facing Matthew Williams, chief designer at Givenchy and founder of the cult fashion brand 1017 ALYX 9SM.

Speaking to ELLE Arabia in Tokyo in August at the launch of the watch collection, Williams hesitates before answering with a smile, "With a great deal of respect and care." He adds, "I wanted to celebrate the form of the watch and give respect to the original DNA but still make something timely and timeless - it was a real challenge and a lot of thought went into it."

The result is stunning. Williams has crafted a collection of two Royal Oak models and two Royal Oak Offshore pieces ranging from 37mm to 42mm in yellow gold and white gold, plus a limited edition piece in frosted gold with a black dial. "I played with light, as well as the matte and shine with brush strokes on the dial." Williams

In his career, Williams has often found himself experimenting with metal. "It's instinctive, I guess I'm just drawn to metal. There are no words to express it. I have a feeling when I work with metal, the feel of it, the look of it..."











#### **COMFORT ZONE**

Williams has a special relationship with Audemars Piguet. The black Royal Oak he's wearing for our interview was the first "super nice" watch he bought when he was in his twenties, he reveals. After customizing the metal bracelet with a buckle, the watch caught the eve of charismatic Audemars Piguet CEO François-Henry Bennahmias. The two men met and began to discuss a potential collaboration.

"We liked each other straight away so it was a very easy process to see what we could do together," says Bennahmias. "In the development process, Matthew came with more and more ideas, and at some point I had to say stop, we cannot make it work because of technicalities - he took us outside of our comfort zone. Creative people always chase ultimate perfection, but it never comes."

Normally watchmakers at Audemars Piguet might produce a maximum of two prototypes for each new model, Bennahmias says, but to satisfy Williams's high standards and dazzling creativity, for this range of timepieces they produced 9.

"Matthew is AP by definition," Bennahmias grins. "He keeps pushing the envelope, he's not a follower, he writes his own story and says 'This is me, let me do what I do best'. We had to push ourselves."

To understand the world of horology further, Williams visited the Audemars Piguet manufacture in Le Brassus in Switzerland and was struck by the handwork he saw. "It was insane," he says with a shake the creative processes in fashion and watchmaking. "Much of the time creatives are labeled by other people," he says and points at imaginary people in the room: "You're

**CREATIVE ENERGY** 

a sculptor, vou're a designer, vou're a musician. But really we're all just channeling creative energy and thought and applying it to different mediums. When I create a garment, it starts with a feeling or an idea, maybe it starts with a fabric. It's the same if I'm making a watch, I have a dialogue with a watchmaker, there's an action and a reaction, and then we have the final product."

Williams, 37, replaced Clare Waight Keller at Givenchy as creative director of men's and womenswear in June 2020. After the unveiling of his Royal Oak and Royal Oak Offshore collection in Tokyo, the inevitable question for Williams is to compare

Bennahmias jumps in and points out one important discrepancy: "There's a huge difference in speed with our two industries. In fashion, if you're producing prêt-à-porter and haute couture, you have four seasons, it's full speed and it's crazy. We cannot think that way with watches, we build years in advance. We have watches in the pipeline for 2024, 2025 and 2026. We have innovations locked down already for 2027 and 2028. There's a big difference."

With Givenchy and 1017 ALYX 9SM, the American-born Williams has a full deck, which impacts how he chooses to spend his time. "As one gets older, time becomes the most valuable commodity," he says. "Who I choose to spend it with and what I choose to spend it doing is really important to me. I think it's a signifier of value." He gazes out the window of the hotel penthouse at the Tokyo skyscrapers and adds, "We don't know how much time we have, right? We can plan, but things don't always work out how we expect."

of the head. "There is so much technological advancement in the development of materials but at the same time I saw these master watchmakers tinkering with tools, producing amazing work that's touched by hand, which really resonated with me. Today so many products are mass produced in factories but these watches are loved and touched by human hands. I could see the care of the people and the history, it was

Williams' work ethic - honed from existing in the relentless cycle of runway shows at Givenchy - chimed perfectly with the team's energy at Le Brassus. "What I like about Matthew is that he's anything but a diva, he's a very normal human being, and we love that," says Bennahmias. "He saw the humility of the people working at Le Brassus and connected with it immediately."

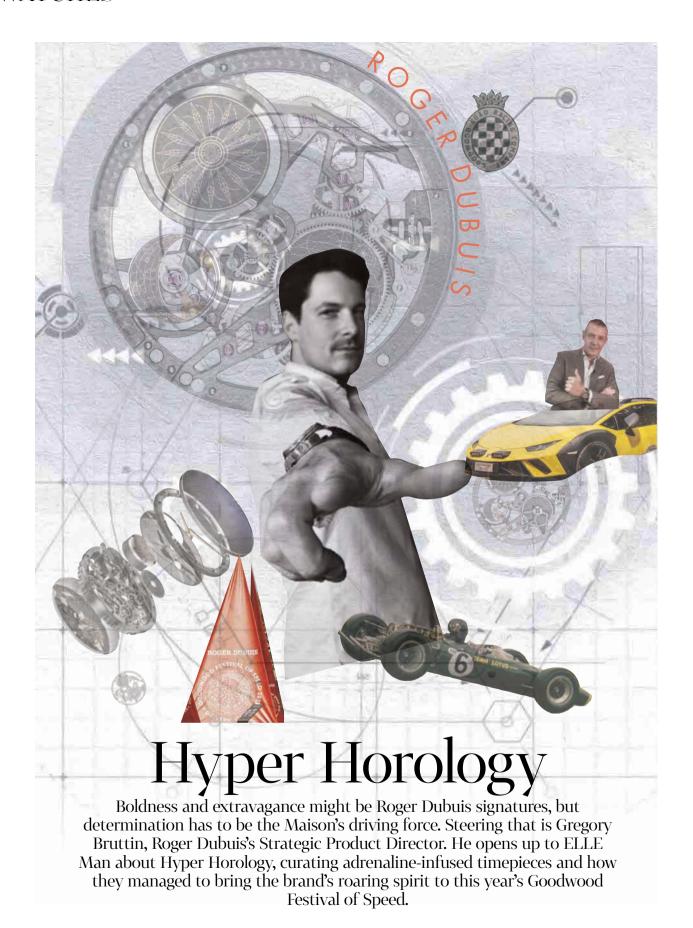
incredible."





"THESE **WATCHES** ARE LOVED AND TOUCHED BY HUMAN HANDS"

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Roger Dubuis' motto for this year is "Hyper Horology"; what do you mean by that? Hyper Horology is way more than our motto for this year: it is our vision and Roger Dubuis' way of interpreting Haute Horlogerie. With our Hyper Horology, we constantly push the boundaries of fine watchmaking to propose expressive and contemporary timepieces, that are fueled with performance, innovation and craftmanship.

What has been the brand's approach to injecting the Hyperlife into its watches' storytelling? We are reinventing the game of haute horlogerie: we have undressed our movements to favor skeletonized and architectural calibres to show the world what we are capable of. We have also worked on injecting expressivity in our designs, using new materials, playing with light and colors, all the while offering timepieces that are more resistant to daily wear and totally adapted to the lifestyle of our clients.

And has that shifted over into other parts of the Roger Dubuis universe? We have been working

The Excalibur Spider Huracan Sterrato is inpsired by the Sterrato supercar and is limited to only 28 pieces.

with the urban creative circle, with individuals like Dr. Woo, an American tattoo artist, the Japanese artist Hajime Sorayama, Chinese sculptor, painter and drawer Liu Wei, to whom we have asked to reinterpret our timepieces. In the exhilarating motorsport universe, we have long-lasting partnerships with Lamborghini Squadra Corse and Pirelli,

The brand has long had a deep connection to motorsports, they're the Official Timekeeper of the Festival of Speed, but what is it that attracted Roger Dubuis to the Goodwood Festival

exchange on material technology.

of Speed in the first place? The Goodwood Festival of Speed is the greatest celebration of motorsport and car culture: since its creation. it has redefined what a car event should be like. It is fueled by thrills and emotions. These values of pushing boundaries, creating strong emotions have a common ground with Roger Dubuis', so it was only natural for us to partner with this incredible organization.

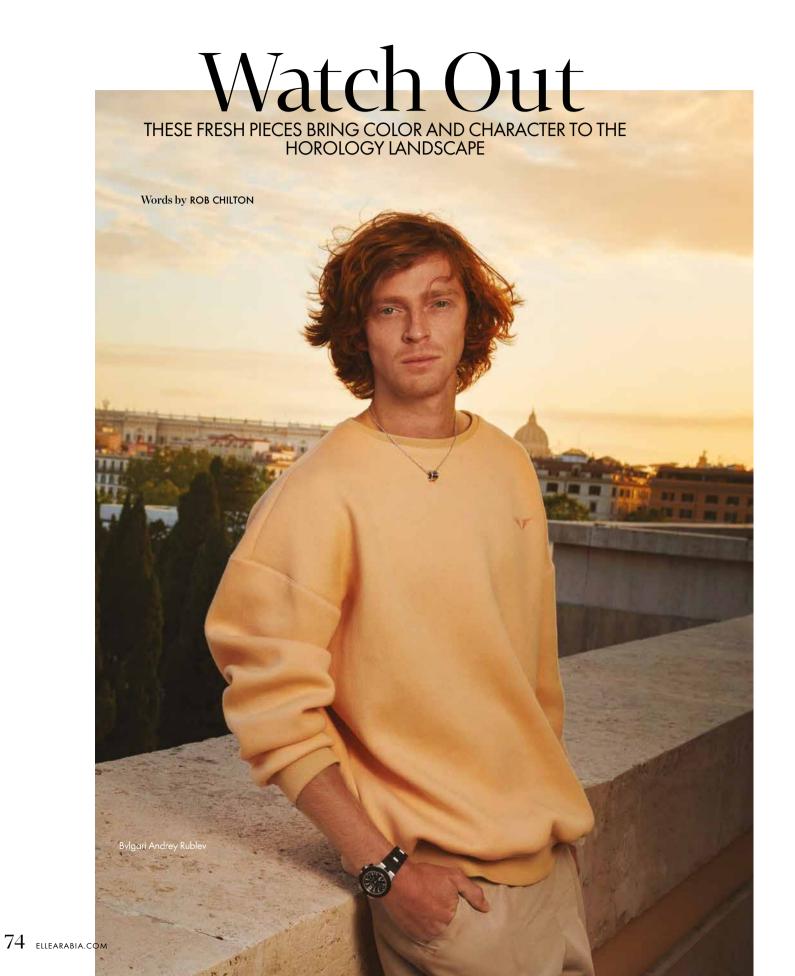
Can you shed some light on the craftsmanship that goes behind these iconic motorsports inspired racing timepieces? Every time we develop a motorsport-related watch, we take our inspiration from motorsport and the needs of the people who practice it. From this inspiration, we draw on our watchmaking and technical know-how to create a timepiece with strong watchmaking content and a unique, modern design.



This season, you unveiled the Excalibur Spider Flyback Chronograph. What makes its new RD780 movement so special? It's unique, because it's a true chronograph filled with watchmaking tradition: the column wheel, the Poincon de Genève (Geneva Seal) which certifies an exceptional level of traditional finishing, and the flyback, which adds extra complexity.

Your clients are known for always pushing towards the future, looking for something unexpected - even something shocking. Do you think they found it at the festival this year? We revealed our Excalibur Flyback Chronograph this year, a milestone in our product offer and a timepiece deeply rooted in the world of motorsport. Lamborghini launched its first hybrid endurance racing prototype; the Hillclimb remained an adrenaline-charged race full of surprises... I would say that yes, this year, Goodwood was fun and unexpected.

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## Bvlgari Sport for All

Surfer Kyllian Guerin and tennis player Andrey Rublev are Bylgari's ambassadors for the new iterations of their sporty aluminum timepieces that pull off the trick of being stylish and casual at the same time. Suitable for a day catching waves or a grueling five-set match, the lightweight aluminum cased timepieces arrive in two new limited editions. First the graduated blue dial of the Capri - Chronograph or Solotempo - that echoes the sky and sea of the Italian holiday island. Limited to 1,000 pieces the 40mm piece has an engraving of Capri's famous Faraglioni rock formation on the caseback. The green Match Point watch is limited to 800 pieces and has a tennis ball on its caseback, plus a distinctive crown positioned on the left. Notably, both watches come with rubber straps made with links for supreme flexibility.

## Jaeger-LeCoultre Old Becomes New

At first glance the Master Control Chronograph Calenda with its masculine black dial conveys a vintage aesthetic. But look a little closer and it becomes clear that the watch is deceptively contemporary in its appearance. This new take on a watch collection launched 30 years ago has a pink gold case with clean lines and a sunray-brushed dial that miraculously manages to display plenty of information without feeling cluttered. You'll find day and month windows, a 30-minute chronograph counter, a seconds sub-dial, a moon-phase and date indicator, plus a red pulsometric scale that is traditionally used by doctors to measure a patient's heart rate. Spend some time with this beautiful piece on your wrist and your heart is likely to beat a little faster.



## IWC Every Second Counts

For years Formula One drivers have seen Lewis Hamilton's number 44 car zooming off into the distance to take another chequered flag. It's entirely appropriate, then, that just 44 pieces of his new IWC watch will be made, proving that, if you want to catch the 7-time world champion, you'd better be quick. For the third time, Hamilton has teamed up with IWC to create a Portugieser Tourbillon Rétrograde Chronograph that has a bold 43.5mm platinum case, a head-turning teal dial and a matching textile strap. Two years in development, the watch also features Hamilton's panther eyes logo on the dial. Christian Knoop, IWC Chief Design Officer, said working with the watch nut Hamilton was a pleasure. "Lewis's comprehensive knowledge of mechanical watches was palpable at every stage," he explained. "He knew exactly what he wanted and brought excellent ideas to the table. The result is a timepiece that combines his unerring sense of aesthetics and love of bold colors."





# Cartier The New Normal

How modest of Cartier to name its new Tank piece Normale, because one glance at this elegant watch tells you it is anything but. A true icon of horology, the Tank was created by Louis Cartier in 1917 and released two years later. This 2023 hour and minute version is part of the limited edition Cartier Privé collection and is available in platinum on a black leather strap, with a yellow gold bracelet or a platinum bracelet. ELLE Man's personal favorite is the yellow gold version that comes with a brown leather strap and exudes an old school charisma thanks to its blue hands, beveled sapphire and a playful blue cabochon on the crown.

# Piaget Monsieur Tourbillon Météorite

A tasteful blend of green and blue and a 42mm pink gold case helps to make this skeletonized piece from Piaget leap off the wrist. Crafted with an ultra-thin movement measuring just 2.4mm thick, the piece is Piaget's contribution to the popular Only Watch charity action in Geneva this November that raises money for research into Duchenne muscular dystrophy – it's expected to be sold for around AED 200,000. The colorful bridges found on this unique Polo Skeleton watch are a tribute to the 'Hexa Grace' artwork by Victor Vasarely, which is on show in Monaco.





# Patek Philippe *It's Complicated*

It seems the watchmakers at Patek Philippe enjoy making life hard for themselves. Dissatisfied with a triple complication of perpetual calendar, minute repeater and monopusher chronograph on a timepiece released in 2011, the team decided this year to add one more piece of watch wizardry to this new 5308P-010: a split-seconds mechanism that's controlled with a pusher at 4 o'clock. Limited to 15 pieces, the resulting Quadruple Complication watch with a 42mm polished platinum case is the flagship model of the Tokyo 2023 collection and has a rose-gilt-colored opaline. Hands and the frames for the calendar displays are made of white gold and finished in a tastefully understated grey that harmonizes with the chocolate brown leather strap.



#### WATCHES



## Hublot Light as a Feather

It's almost alarming to pick up Hublot's imposing Big Bang Integrated Tourbillon Full Carbon model and realize that it weighs about the same as a ring donut. Tipping the scales at just 68g, the 50-piece limited edition watch exudes a heavyweight personality. Equipped with a skeletonized and suspended tourbillon, the watch also has a skeletonized micro-rotor and three-day power reserve. But of course, the most eye catching design aspect is the 43mm carbon fiber case that is covered in durable Texalium that fuses a fiberglass core with a thin top layer of scratch-resistant aluminum. The lightweight strap is fully integrated with the case and is made of links that have been individually machined and finished to provide maximum comfort.





## Rolex Solve the Puzzle

The 'Emoji Jigsaw watch' is the nickname given to this fantastically left-field piece from Rolex that raised eyebrows upon its unveiling. Sported by NFL quarterback legend Tom Brady earlier this summer, the Day-Date 36 watch - first introduced in 1956 - adds humor and color to Rolex's repertoire. Instead of the day, which is usually found inside the arcshaped aperture at 12 o'clock, the watch has a disc that displays seven inspirational words: Happy, Eternity, Gratitude, Peace, Faith, Love and Hope - which one speaks to you? The date window at three o'clock, meanwhile displays 31 emojis ranging from a kissy face, a fourleaf clover, an eight ball, a heart, a peace sign, and the Rolex coronet. The watch carries the legendary President bracelet strap and has a dial decorated with champlevé enameling that features a vibrant collection of turquoise, red, fuchsia, orange, green and yellow jigsaw pieces.



Dubai Watch Week returns to unite the horological community

iscussions about dials and conversations about cases will be had across five busy days of Dubai Watch Week this November. Returning for its 6th installment after a break in 2022, DWW has established itself as a major date for the watch community around the world. For the 2023 edition, more than 55 brands will participate at the event at The Gate in DIFC, which is the highest number since DWW began in 2015. Watch companies showing new and unusual pieces from their collections this year include Rolex, Audemars Piguet, Tudor, Hublot, TAG Heuer, Ulysse Nardin, Girard-Perregaux, Bell & Ross, Greubel Forsey, Jacob & Co., Breitling and many more.





DUBAI WATCH WEEK TAKES PLACE FROM NOVEMBER 16-20. HEAD TO DUBAIWATCHWEEK. COM TO REGISTER AND RESERVE YOUR SEATS FOR THE DESIRED PANELS TAKING PLACE.

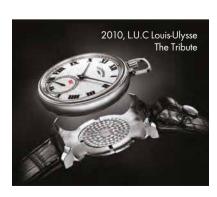
 $78\,$  ellearabia.com



# ARTISAN OF EMOTIONS

Chopard to unveil The Sound of Eternity at the 2023 Dubai Watch Week

o evoke emotion with sound. That has been Chopard's goal and they seamlessly executed it with their 'Sound of Eternity' trilogy – chiming timepieces they presented last year to mark the 25th anniversary of the L.U.C collection. This November, watch enthusiasts attending the Dubai Watch Week will have the opportunity to view the trio (the L.U.C Strike One, L.U.C Full Strike Sapphire and L.U.C





exhibition will also showcase, for the first time in the Middle East. the masterpieces of the L.U.C collection, including all the major milestones in the L.U.C watchmaking adventure from the very first L.U.C calibre 1.96, a finely crafted chronometercertified automatic movement with a gold micro-rotor to more recent models.

#### DWWSPECIAL DROP

Full Strike Tourbillon models) as well as experience 'The Sound of Eternity', a 3D immersive audio and visual journey to the heart of Chopard's minute repeater watch. An experience bound to sound like music to every classical collector's ears. In this retrospective

of horological mastery, the

Those stopping by the exhibition are in for a surprise Chopard will be dropping a brand new L.U.C design at DWW. ELLE Man got it hands on an exclusive sketch (below) of the timepiece. Consider this for your





# THE BEST OF...

ALL THE GROOMING TIPS, TRICKS AND PRODUCTS YOU SHOULD BE USING THIS SEASON + A GUIDE TO THE HOTTEST BARBER SHOPS IN DUBAI

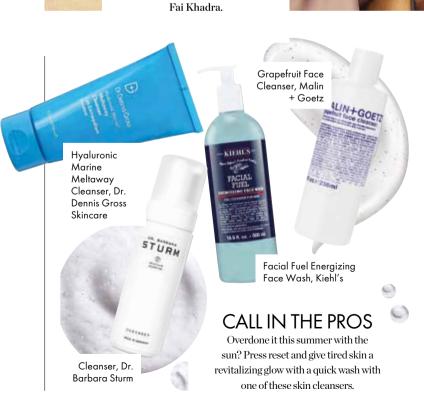
# ALL EYES (AND NOSES) ON... Ann Demeulemeester

In her darkly romantic firstever fragrance 'A', the Belgian designer offers up a scent that whispers sophisticated sensuality. Genderless, it centers on ingredients refined in their purest form; bergamot, lemon, leather, sandalwood as well as jasmine and rose, which comprise the heart of the fragrance.



HOT NEW PRODUCTS TO ADD TO YOUR GROOMING ARSENAL THIS SEASON





**NEW MAN** 

ON THE BLOCK

He's the hottest face in

contemporary cinema and

now, Egyptian actor Ahmed

Malek is taking on one of his

biggest roles as Dior's first

brand ambassador in the

Middle East for Men's Fashion and Fragrance. He joins some

of the coolest regional talents

fronting Dior Fragrances such

as Saint Levant and

Dior Men's New Middle East

Malek By Jeremy Zaessinger

Ambassador Ahmed





#### WHAT'S ON TONIGHT'S MENU?

Luxury beauty brand La Prairie is serving up its most iconic product, the Skin Caviar Luxe Cream, on a Sabine Marcelis-designed platter – a limited-edition objet d'art for those with caviar tastes.

# WISHLIST WORTHY FIVE GROOMING PRODUCTS WE ARE EXCITED ABOUT THIS SEASON



Don't say goodbye to your Italian summer just yet. This uplifting citrus-blend candle will drench your home in Italian goodness. Buongiorno Limited Edition Scented Candle, Acqua Di Parma





Bye bye bad breath and hello burger with all the toppings, don't hold the onions please! Mouthwash Tabs, Pärla

This superhero works on counteracting razor burn while reducing signs of ageing. Now that's what we call multitasking!

The Cure For Men,
Seed To Skin





One of those products that you can use as everything – a face oil, a body moisturizer, as well as a hair, brow, beard and bath oil. Shinrin-Yoku All Over Oil, Earl Of East

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THE LAST GROOMING ITEM I BOUGHT... Soap from Costa Brazil - it's smell is incredible. I DEAL WITH STRESS BY... Working out. When I'm stressed out I'm very, very active. I'll do a

Hair Mist SPF15, Abdulla Beauty

GROOMING

HIIT class or any intense workout. FOR HAIR MAINTENANCE, I SWEAR BY ... A good hair SPF, which is actually one of the best-selling products we have at Abdulla Beauty. It protects your hair from the sun. works as a leave-in conditioner, and is full of

amazing botanical oils.

MY BATHROOM CABINET IS ALWAYS FILLED WITH... Serums - I love serums, they are

my guilty pleasure. In my beauty routine, I incorporate the Synake Lifting Serum from my line as well as the hydrawater cleanser and moisturizer.

> THE LAST PRODUCT I FINISHED... Tanning oil! Summer is over, so I have been using it religiously.

MY BIGGEST GROOMING INDULGENCE... Is spoiling myself to a facial. I love a good facial and have tried all these crazy gold facials – I like to play around! They have to be one of my favorite things to do.

THE LAST TREATMENT I HAD WAS... HIFU was the last treatment I had using the HIFU laser. It tightens and straightens your skin - it's amazing! A bit painful but worth it.

THE NEXT TREATMENT I WANT

IS... I'm a firm believer in science and trying out new and crazy treatments. So something I really want to try

is Morpheus. I have been reading up so much about it. It's something I really want to try and I have friends who have done it before; I feel the results are amazing.

THE FRAGRANCE I'M LOVING RIGHT NOW... Dusk by Abdulla Beauty smells so beautiful. It's super sexy and mysterious.

TELL US A GROOMING SECRET... Eyebrow gel, I feel like it's an essential, for both men and women. I love Givenchy's Mister Brow Groom Setting Gel; it keeps your eyebrows clean and structured and could be one of my favorite products.

MY MORNING ROUTINE... Wake up, brush

Hydrawater+ Foaming Cleanser,

Abdulla Beauty

my teeth, drink my lemon water, answer emails, get to my WhatsApps; I am probably on my phone first thing in the morning.

MY WORST GROOMING HABIT IS... I don't really have one; I think all my grooming habits are amazing!

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#### GROOMING

#### CHALK

Exposed concrete ceilings, cool clean industrial touches throughout – you would never think you were in one of Alserkal Avenue's warehouses. Alongside a reputation for the best cuts in the business (their barbers know what they're doing), the UAE home-grown concept also boasts a grooming menu that offers facials, treatments as well as massages. Chalk.ae

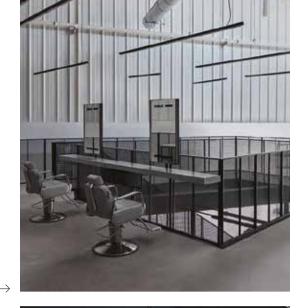


In Dubai? Here are three of the best pitstops for a good chop or beard trim



BUZZOWORTHY
BEARDS

TAKE YOUR FACIAL HAIR CUES
FROM THESE GUYS



CHAPS&CO.

#### CHAPS & CO

With locations in Dubai, Abu Dhabi, Riyadh and New York (yes, right on Broadway!), Chaps & Co excel in pretty much every type of service, whether it be a brilliant fade, a classic haircut or a styling upgrade for your beard. Whatever you need, they'll certainly get it done for you here. *Chapsandco.com* 



This new, constantly bustling barbershop has quickly cemented itself as one of DIFC's finest. Here you can get a beard trim, head shave or whatever else you fancy, all by some of the city's best – all you have to do is just ask!



## CREAM OF THE CROP

Whether you're a pro trimmer or an absolute beginner, these electric shavers are the hottest grooming gadgets to add to your shaving arsenal now



#### PAIR IT WITH

PRONE TO REDNESS, RAZOR BUMPS OR BOTH? LATHER UP WITH ONE OF THESE BEFORE GIVING YOUR FACIAL FUZZ A TRIM...



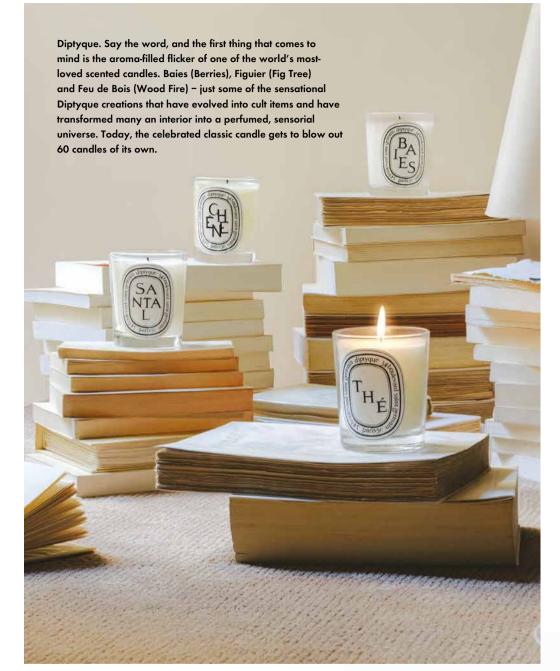
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# 疆

## A NEW ART OF LIVING

It all started in 1963 with Desmond Knox-Leet, Christiane Montadre-Gautrot, and Yves Coueslant, a trio of friends with an unwavering passion for all things beautiful and a deep love for nature. Just a mere two years after opening their charming boutique on Boulevard Saint-Germain, a treasure trove filled with unique objects from across the globe, these artistic souls embarked on a delightful journey. They took the humble scented candle, once a mere functional item, and transformed it into something truly enchanting - a sensory masterpiece that doubles as a stunning decorative piece. And from there, the first trio of fragrances came into being: Aubépine (Hawthorn), Cannelle (Cinnamon) and Thé (Tea).





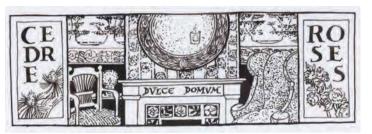


# A HERBARIUM OF INFINITE SCENTS

With every candle they craft, Diptyque adds another layer to their remarkable scent collection, a kind of aromatic treasure chest with nearly 50 unique fragrances. These candles don't just mimic nature; they transport you to its very heart. By combining these candles each user is able to compose an olfactory landscape of their own. An invitation to travel, without motion, to an imaginary garden where all the natural environments in the world rub shoulders.

## ALL IN A LABEL

Picture that iconic oval on the label as a magical window into a dream world. It captures a mesmerizing dance of letters from the enchanting Diptyque alphabet. These letters have a unique knack for shape-shifting, sometimes transforming into graceful trees like the "Cyprès" or delicate blossoms like "Gardenia." It's like a delightful puzzle of calligrams waiting to be unraveled, reminiscent of Desmond Knox-Leet's days as a code-breaker during the Second World War.





"DIPTYQUE IS A BRAND THAT HAS EVOLVED AND THAT KEEPS

EVOLVING. DESMOND, CHRISTIANE AND YVES DIDN'T JUST WANT

TO CREATE ACCORDING TO TRENDS. THEY WANTED TO CREATE THE

TRENDS — THEY WERE THE TRENDSETTERS THEMSELVES,"

DIPTYQUE PERFUMER FABRICE PELLEGRIN

1. EACH DIPTYQUE CANDLE IS BASED ON A COMBINATION OF MULTIPLE WAXES OF VARYING TEXTURES AND DENSITIES, ENSURING THAT THE WAX BURNS OPTIMALLY.
2. TO THIS DAY, CERTAIN STAGES IN THE MANUFACTURING PROCESS ARE CARRIED OUT EXCLUSIVELY BY HAND LIKE THE CENTERING OF THE WICK.
3. EVERY STAGE OF CANDLE MANUFACTURING IS DONE WITH THE UTMOST CARE IN A TWO-DAY PROCESS INVOLVING AROUND 10 SEPARATE STAGES.

# MUST-HAVE FOR DIPTYQUE LOVERS

To celebrate 60 years, Diptyque has gathered all 49 nuances from its scented candle collection into a limited-edition anniversary gift set. This exclusive collection, with only 12 copies available at select boutiques in the world, serves as a dazzling library of Diptyque's scented candles.

# SCENT OF SUCCESS

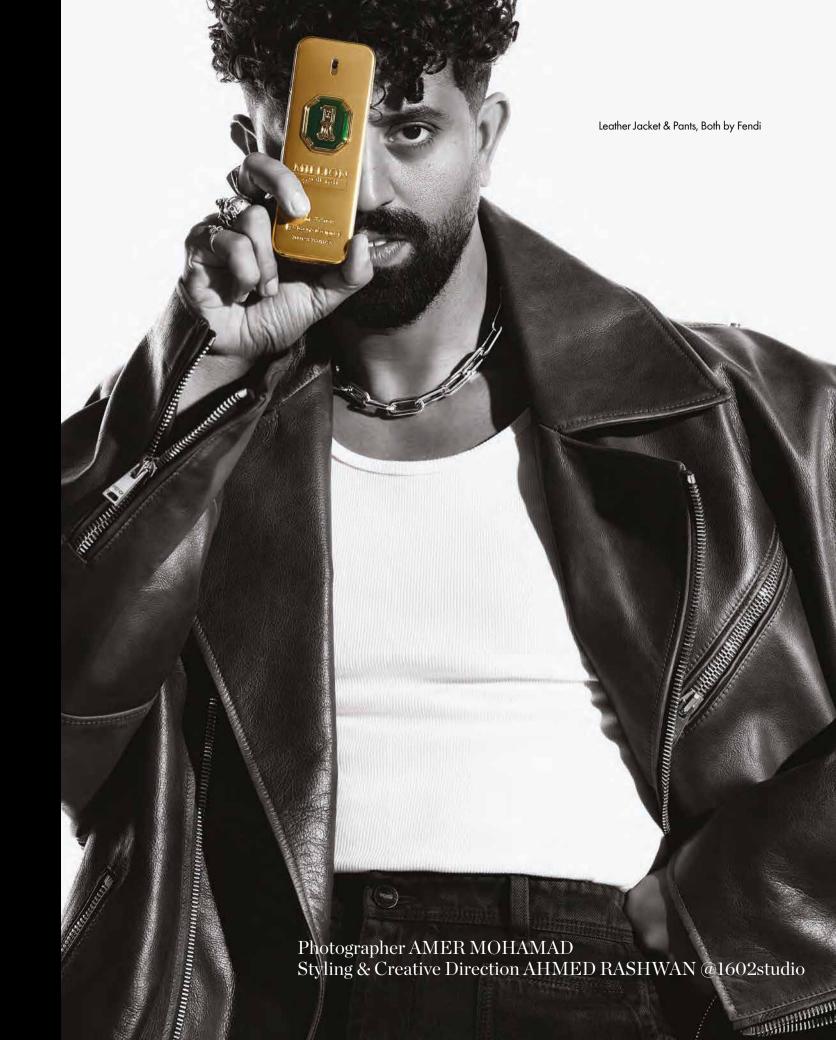
Over the span of six decades, extensive olfactory explorations have transformed the quintessential Diptyque creation into a cult item.



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UZG Leather Jacket, Pants & Boots, All Fendi

MASCULINE, CAPTIVATING AND IRRESISTIBLY ENTICING, THAT'S WHAT THE RABANNE MAN IS. AND THAT'S EXACTLY WHAT THE NEW 1MILLION GOLDEN OUD EXUDES – A MYSTERIOUS DECADENCE AND THE ULTIMATE EXPRESSION OF POWER FOR THE MODERN MAN THAT WEARS IT.







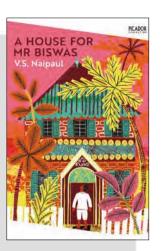








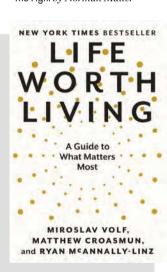
# NSIDE ACCESS... Emirati multidisciplinary creative Hussain AlMoosawi captures urban identity in his new body of work, Facades of the UAE. "I have always gravitated towards little details such as windows, and have equally been fascinated by he wider context of the street. However, facades remain my preferred middle ground in piecing together a city's identity." THE BEST IN ART, LITERATURE AND DESIGN ARE AT OURDOORSTEP. HERE'S WHAT POPPED UP ON OUR RADAR 98 ELLEARABIA.COM



FOR COMPLEX NOVEL READERS & BOOK CLUB MEMBERS
A House for Mr Biswas by V.S. Naipaul



FOR THE CRAZY SPORTS FANATICS
The Fight by Norman Mailer



#### FOR THE LIFE COACHES

Life Worth Living: A Guide to What Matters Most by Miroslav Volf, Matthew Croasmun & Ryan McAnnally-Linz

## FOR THE ONES FIGHTING THE ECO WAR

Wasteland: The Secret World of Waste and the Urgent Search for a Cleaner Future by Oliver Franklin-Wallis

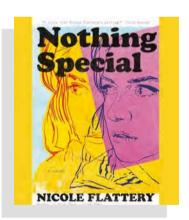
## FOR THOSE WHO LOVE A BLACK MIRROR TAKE ON POLITICS

The Centre by Ayesha Manazir Siddiqi



# GOOD READS

From long awaited fictions to novelty coffee table tomes – here are some of the top new books to get your hands on this fall...



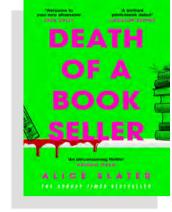
## FOR SHORT STORY AFICIONADOS

Nothing Special by Nicole Flattery



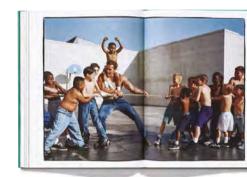


FOR THE TECH ENTHUSIASTS
The Computer. A History From the 17th Century to Today by Jens Müller

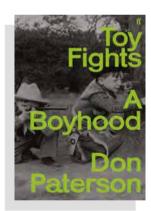


FOR TRUE CRIME LOVERS

Death of a Bookseller by Alice Slater



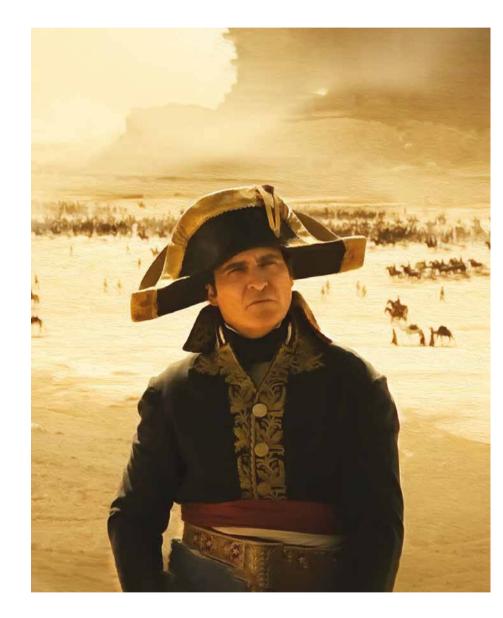
FOR THE HOLLYWOOD BUFFS ARNOLD. Collector's Edition by Taschen



FOR THOSE WHO APPRECIATE A GOOD MEMOIR
Toy Fights by Don Paterson

# The Guide

MOVIES AND MORE...



# Movies

We were as devastated as you were about Dune: Part Two being pushed back to March 2024. Thankfully there are plenty of other notable movies to fill the gap this Autumn

#### NAPOLEON

Twenty-three years after Gladiator, Ridley Scott and Joaquin Phoenix reunite for this biopic of the French military commander, which contains epic battle scenes that must be seen on the big screen. November 22



#### AQUAMAN AND THE LOST KINGDOM

Jason Momoa dives back in for more watery adventures in the Aquaman sequel, but Ben Affleck's scenes as Batman have reportedly been cut ouch. The first Aquaman flick made more than \$1 billion, however the sequel was forced through three rounds of reshoots which suggests the action might be a little... soggy. December 20

#### THE CREATOR

If you're terrified of A.I. taking over the world, you should probably swerve this new movie from Rogue One director Gareth Edwards, which explores that very prospect. September 29





#### WONKA

Timothee Chalamet is perfectly cast as the candy man in the colorful prequel to the 1971 original movie. Hugh Grant – weirdly/brilliantly – plays an Oompa Loompa. December 15



#### THE MARVELS

Using the Beastie Boys hit "Intergalactic" for its trailer tells you The Marvels is not your typical superhero movie. A follow-up to 2019's Captain Marvel sees Brie Larson return with some assistance from Teyonah Parris and Iman Vellani. November 10



#### **GHOSTBUSTERS:** AFTERLIFE

Seeing the Ectomobile from the 1984 Ghostbusters movie will stir cinematic nostalgia in older audiences. The battered car makes an appearance in the spooky reboot of the beloved movie with Paul Rudd in the lead role. November 19



#### REBEL MOON

Zack Snyder's new space opera takes a splash of Star Wars, a sprinkle of Dune and a slice of Game of Thrones to make a scifi smoothie starring Sofia Boutella. This Netflix movie is in two parts, dropping December and April, December 22



#### THE ILLUSIONISTS

Broadway's highestselling magic show of all time jets in from New York to Abu Dhabi for a spectacular evening that will have audiences scratching their heads in bafflement and wonder. December 8-10



If you like your Shakespeare with plenty of battle and bloodshed, then book a ticket for Macbeth. Nicknamed "The Scottish Play" by superstitious actors who can't bear to say the title out loud, Macbeth is a tale of ambitious kings, witches, ghosts and daggers, which will be performed at Dubai Opera. November 3-5

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# Live Music



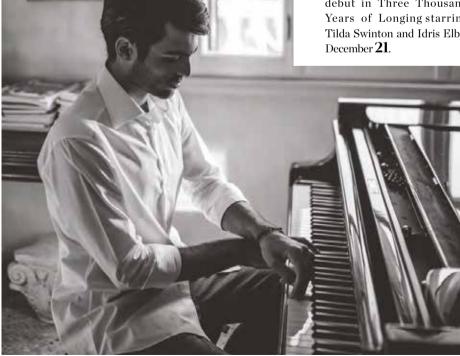
#### **FOO FIGHTERS**

Closing out the weekend of the Formula 1 Etihad Airways Abu Dhabi Grand Prix will be the suitably ear-splitting Foo Fighters. The band are currently touring their album "But Here We Are" around the world, their first gigs since the death of drummer Taylor Hawkins, Dutch DJ Tiësto brings his beats to the Thursday night show along with Ava Max, while the Friday and Saturday night acts are yet to be announced. November 23-26



#### **BRYAN ADAMS**

Six minutes and 34 seconds – that's the length of Bryan Adam's ballad (Everything l Do) I Do It for You that was ubiquitous upon its release in 1991. The Canadian rock star will perform his back catalogue and new material at the Coca-Cola Arena. November 4



#### MATTEO BOCELLI

Six things to know about the singing star – and Andrea Bocelli's son – who will perform at Dubai Opera

• Matteo, 25, has played the piano since the age of 6 and later studied singing at the Institute of Musical Studies in Tuscany. • He made his singing debut in 2017 when, aged 18, he performed at the Colosseum in Rome. • Matteo and his sister Virginia sang with their dad on the  $2022\hat{C}$ album, A Family Christmas. • At **25** years old, Matteo and his dad performed at the 2022 wedding of Kourtney Kardashian and Travis Barker in Italy. • Matteo's debut solo album was released this year on his father's birthday, September **22**. The album features a track "Chasing Stars" that was written by Ed Sheeran. • In 2022 Matteo made his movie debut in Three Thousand Years of Longing starring Tilda Swinton and Idris Elba.



## MICHAEL

British tribute act Ben Bowman brings Jacko to at the Coca-Cola Arena.



#### **ROBBIE WILLIAMS**

The effervescent British pop superstar brings his big bag of hits to the Etihad Arena for a one-night-only mega gig. Angels, No Regrets, Feel, She's the One, Rock DJ - the list goes on and on. October 18



#### KENNY GARRETT

Born in Detroit, Kenny Garrett is a hugely experienced and talented sax player who has collaborated with jazz greats such as Duke Ellington. His latest album plays with the influence of West African sounds on Pan-American music and is a must hear. October 28



## **JACKSON**

life in a sensational show of unforgettable pop music and jaw dropping dance routines December 17



 $Laugh\ it\ O\!f\!f$  Award-winning American comic Jim Gaffigan performs his Barely Alive show at Dubai Opera this season on November 25, while British colleague and Netflix record breaker Russell Howard follows on December 11.



#### **DOWNTOWN DESIGN**

If your idea of heaven is scrolling through interior design Instagram accounts, head to Downtown Design in D3 this autumn and satisfy your cravings. November 8-11



city, the Biennale will highlight

both traditional and contemporary styles of calligraphy across a

variety of languages and mediums

such as jewelry, textiles, sculpture,

typography and digital art.

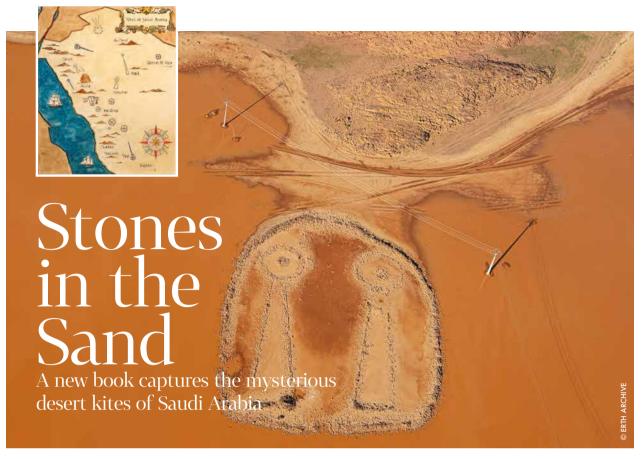
October 1-31

#### Hamilton arrives in January

It's won awards and broken records and soon Hamilton comes to Abu Dhabi. The hip-hop musical about Alexander Hamilton - one of America's Founding Fathers and George Washington's aide during the Revolution - plays at Etihad Arena next year. January 17-February 4

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#### **CULTURE**



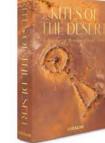


n the 1920s pilots flying airmail planes across the deserts of Saudi Arabia from Cairo to Baghdad looked below and noticed circular stone formations with tails that resembled kites.

These enigmatic man-made structures – some of them measuring kilometers in length – were built thousands of years ago in the Neolithic Age and are the topic of a mesmerizing new book of aerial photography, Kites of the Desert: Archaeological Mysteries of Saudi Arabia. Who built them and why remains fascinatingly up for debate.

Author Iain Akerman explains in the book, "Digital photography and satellite technology have allowed a much closer examination of the kites of the desert. But still, they remain steeped in a certain mystery, each new discovery with its own questions to be answered and puzzles to be solved. For now, at least, the kites take their place among the other enigmatic vestiges of human endeavor spread throughout

the ancient world, lost in time as to their method of construction and true purpose."



Kites of the Desert: Archaeological Mysteries of Saudi Arabia is published by Assouline







# FOREVER IS NOW 03

Bridging the Ages at the Pyramids of Giza

naugurated by Nadine Abdel Ghaffar back in 2021, Forever Is Now made history as the pioneer exhibition of contemporary art set against the backdrop of the age-old UNESCO World Heritage site, the Pyramids of Giza, and the surrounding plateau. Its primary mission is to assemble artists from various corners of the globe to contemplate the enduring legacy of one of the world's most captivating and enigmatic structures. Through the unique perspectives and creative practices of these artists, Forever is Now seeks to chart the unbroken thread of themes stretching from our ancient heritage to the present day, all while paying tribute to the brilliance and reflections of human civilization and artistic expression.

This year's installment revolves around the theme of "play," which will see the Giza Plateau metamorphosed into a realm of serendipity, randomness, and experimentation, featuring

interactive sculptures designed to encourage viewers to actively participate with each piece. As they take on the role of creators, molding their own experiences and reshaping the outcome of each work, visitors to Forever is Now 03 will blur the traditional boundaries between artist and observer, immersing themselves in a realm of boundless creative possibilities.



#### HIGHLIGHTS TO WATCH OUT FOR



Dionysios' geometrical installation based on different prayers on light



Arne Quinze's circular Lupine sculpture.



Pilar Zeta's limestone portal, checkerboard pathway and mirrored egg.

"THE FORTHCOMING EDITION LIKE PREVIOUS ITERATIONS, WILL AIM AND CONTINUE TO CREATE UNEXPECTED AND ENERGIZING DIALOGUES BETWEEN HUMANITY'S ANCIENT PAST AND ITS CONTEMPORARY PRESENT"

> NADINE ABDEL GHAFFAR, Founder & Curator Art D'Egypte by Culturvator

FOREVER IS NOW EDITION 3.0 WILL RUN FROM OCTOBER 26 – NOVEMBER 18, 2023 AT THE PYRAMIDS OF GIZA, EGYPT.

 $104\,$  ellearabia.com

# HPHOP CONTINUE TO STORY

AS HIP HOP MARKS ITS 50TH BIRTHDAY, A GENERATION OF ARABIC RAPPERS FROM ACROSS THE REGION ARE DRIVING THE GENRE FORWARD WITH MUSICAL INNOVATION AND SOCIALLY CONSCIOUS LYRICS

WORDS BY ROB CHILTON

merica in 1973 was a restless country. Soon after beginning his second term in the White House, Richard Nixon pulled US troops out of Vietnam. Later that year the Watergate scandal broke, which ultimately led to Nixon's humiliating resignation in 1974.

In the cultural arena, 1973 saw the release of Pink Floyd's The Dark Side of the Moon, Roger Moore's safari suit in Live and Let Die, and Marlon Brando winning the Best Actor Oscar for The Godfather, but choosing to boycott the ceremony.

That same year, on a warm night in August, a musical revolution was also taking place. The 18-year-old Clive Campbell – aka DJ Kool Herc – threw a party in a recreation room in an apartment building on Sedgwick Avenue in New York City's south Bronx. Herc played two copies of the same record simultaneously to enable him to loop the percussion sections together, a technique he dubbed the merry go round. But this new sound he invented soon earned a different nickname: hip hop.

A few weeks later, about 20 kilometers south in Brooklyn, Nasir bin Olu Dara Jones was born. He would become one of hip hop's most influential figures under the stage name Nas and in 1994 would release his seminal album, Illmatic. Today, Nas is one of many hip hop devotees behind 50 Years of Hip Hop, a global celebration of music's Eureka moment in 1973.

Nas and his entertainment company Mass Appeal are

leading the Arabic contribution to 50 Years of Hip Hop with a special event at Sole DXB in Dubai. Taking place at D3 this December, musicians, DJs and rappers will unite to honor a genre that has been unimaginably influential across not only music, but also art, fashion, TV, film, and our everyday language. Earlier this year, DJ Kool Herc, now aged 68, was inducted into the Rock and Roll Hall of Fame. Legendary hip hop producer Pete Rock said, "We owe everything to DJ Kool Herc for starting hip hop – we're all cut from his cloth."

Rajat Malhotra is one of the founders of Sole DXB and says, "Over the course of our lives, we've seen hip hop grow from unlikely underdog to top of the cultural food chain. It's a global movement that's changed the course of our lives and how we see the world." The CEO of Mass Appeal, Peter Bittenbender, dreamed up the Hip Hop 50 festival in 2020. Malhotra calls it a "cultural moment" for which he feels a "responsibility to tell this story authentically."

Bittenbender explains, "Throughout the past 50 years, hip hop has rapidly transformed into a global, cultural force, which has shaped the way people live across the world. A key mission of the Hip Hop 50 initiative is to ensure hip hop's milestone birthday is celebrated globally." Nas headlined Sole DXB in 2018, describing it as an "incredible experience" and added, "I'm so happy that we are building out the full festival experience to celebrate Hip Hop 50."



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iconic Arabic rap albums as well as 49 Arabic artists who they believe deserve a spot in the hall of fame. In 2022, Arabic hip hop had its best ever year on Anghami, clocking up 1.5 billion streams.

Fatima Mosawi is curator of Arabic, indie and hip hop music at Anghami and tells ELLE Man the albums they put into the hall of fame were all released before 2018. "These albums not only had an impact on music but were also made by prominent people," she says. "We wanted the list to be inclusive of the Arab region so we have El Rass from Lebanon, Muqata'a from Jordan and Palestinian-Jordanian The Synaptik for example. These are influential people who are still active. Don Bigg for example, had a big album last year that featured many collaborations."

Curated by Anghami and Big Hass, one of the biggest hip hop influencers and bloggers in the region, the list of artists is an attempt to provide a snapshot of Arabic hip hop today. "Husayn from Egypt made an album that contained a track which made drill a very popular genre on the Egyptian hip hop scene – he started the trend," says Mosawi. "Wegz has reached big levels with a worldwide tour and is one of only a few Arabic artists that is doing well internationally."

She picks out Moroccan rapper El Grande Toto, Algerian artist Didine Canon 16, the genre-crossing Balti, the UAE's Freek and Syria's Bu Kolthoum as other important figures in Arabic hip hop. "Kolthoum has powerful lyrics that appeal to the Arabic youth because they talk about what people are feeling," says Mosawi.

LOCAL SOUNDS

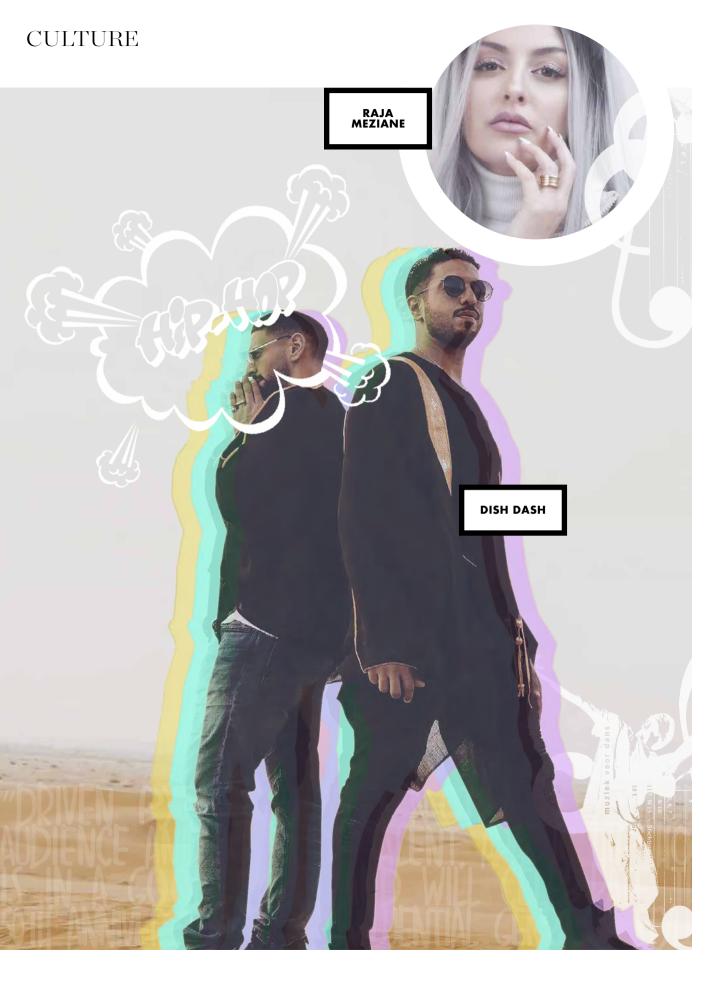
**HUSAYN** 

Anghami, the Arabic music streaming service, is marking hip hop's 50th birthday by highlighting 50 key international albums from history. Illmatic is there, as is Ready to Die by The Notorious B.I.G., Wu-Tang Clan's Enter the Wu-Tang, The Marshall Mathers LP by Eminen, It Takes A Nation Of Millions To Hold Us Back by Public Enemy, 50 Cent's Get Rich or Die Tryin' and The College Dropout by Kanye West.

In a bid to honor "half a century of iconic global and local releases, legendary rappers, and modern-day poets" the musical tastemakers at Anghami also identified 21



 $108\,$  ellearabia.com  $109\,$ 



Also on the list is Marwan Moussa who infuses his work with the Egyptian shaabi beat and Marwan Pablo who's known as the Godfather of Arabic trap. Keep an eye on Raja Meziane also. "She's a powerful Algerian rapper who is outspoken about women's rights," says Mosawi.

Other notable Arabic DJs recently played Azimuth, a music festival that took place at Saudi Arabia's heritage site AlUla in September, Cosmicat, one of Saudi Arabia's pioneering female DJs, joined her countrymen Jeme, Dish Dash, Baloo, and Blue Paper, whose recent EP shares its name with one of AlUla's most important ancient sites, Elephant Rock. Sokkary also performed at Azimuth and is one of many successful DJs from Egypt.

Mosawi says, "Egypt dominates the Arabic hip hop scene with a big population, a very strong production and music industry. The country has a history of being a musical hub in the region with a lot of talent and resources. Egyptian slang and dialect travels across the Arabic region, so people understand the lyrics and the language, making it even more influential." Often used in films, TV and commercials, Egyptian hip hop was in some part sparked by the 2011 revolution, which saw underground music flourish. "Egypt has a rebellious youth and hip hop, of course, is about young people," Mosawi adds.

The Middle East's next major music event is Soundstorm in Riyadh in December which attracted more than half a million visitors in 2022. Leaning towards electronic dance

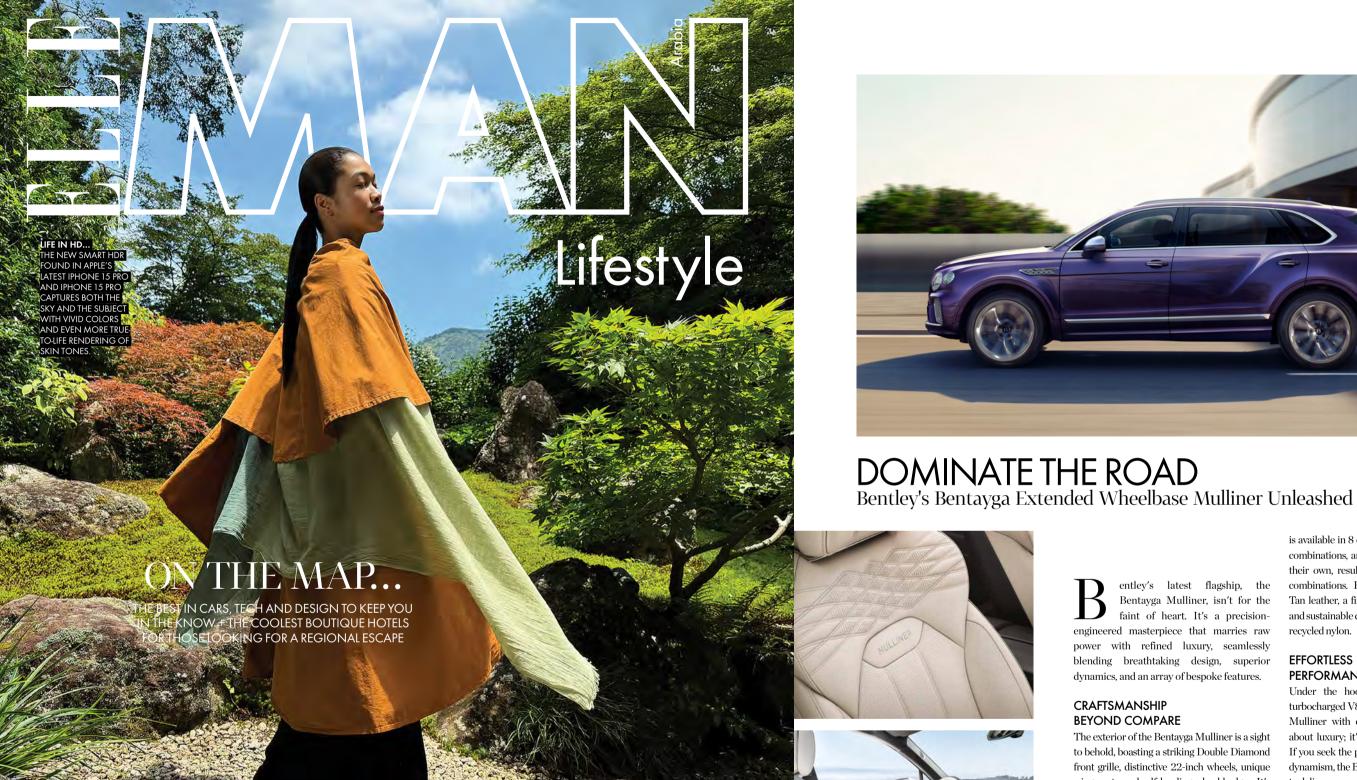
**SYNAPT** 

music rather than hip hop, previous headliners have included Armin Van Buuren, Deadmau5, DJ Snake, Tiësto and David Guetta. The Formula 1 post-race concerts in Abu Dhabi in November are always well-attended but, like Soundstorm, tend to feature massive international names rather than local artists. However,

driven by a musically motivated younger audience and a sea of talent, Arabic hip hop is in a good place and will celebrate the 50th anniversary of the influential genre in style.

"THROUGHOUT THE PAST 50 YEARS, HIP HOP HAS RAPIDLY TRANSFORMED INTO A GLOBAL, CULTURAL FORCE, WHICH HAS SHAPED THE WAY PEOPLE LIVE ACROSS THE WORLD"







entley's latest flagship, the Bentayga Mulliner, isn't for the faint of heart. It's a precisionengineered masterpiece that marries raw power with refined luxury, seamlessly blending breathtaking design, superior dynamics, and an array of bespoke features.

#### **CRAFTSMANSHIP BEYOND COMPARE**

The exterior of the Bentayga Mulliner is a sight to behold, boasting a striking Double Diamond front grille, distinctive 22-inch wheels, unique wing vents, and self-leveling wheel badges. It's a statement of presence on the road. But it's inside where this Bentley truly shines.

#### **UNPARALLELED INTERIOR ELEGANCE**

With an extended wheelbase that surpasses its luxury competitors, the Bentayga Mulliner offers a cabin of unrivaled spaciousness. Airline Seats take comfort to another level, creating a haven of wellness for passengers. The interior is available in 8 carefully curated tri-tone color combinations, and customers can even specify their own, resulting in nearly 4,000 possible combinations. Bentley has introduced Olive Tan leather, a first in the automotive industry, and sustainable carpets made from pure wool or recycled nylon.

#### **EFFORTLESS PERFORMANCE**

Under the hood, Bentley's 4.0-liter twinturbocharged V8 engine provides the Bentayga Mulliner with effortless power. It's not just about luxury; it's about thrilling performance. If you seek the pinnacle of modern luxury and dynamism, the Bentayga Mulliner awaits, ready to deliver an unparalleled driving experience.



# COOL COLLABS TO LOOK OUT FOR

The world of luxury cars often intersects with many creative industries. Whether it's fashion, art or even tech, they all speak a similar design language and strive for innovation and impact. This fall, the natural synergy continues to bring us exciting cross-brand designs you'll want to get your hands on all of them.



## MERCEDES-AMG AND IWC SCHAFFHAUSEN The Big Pilot watch meets the G-Class

20 year partnership is definitely something worth commemorating and when you're luxury Swiss watchmaker IWC, you roll out not one, but two new special editions of the Big Pilot's Watch, to honor your relationship with your longtime partner Mercedes-AMG. Inspired by the recently launched Mercedes-AMG G 63 "Grand Edition", the Big Pilot watch arrives in two different builds, one starring an 18-carat Armor Gold® case and crown, while the other is cased in ceramic matrix composite (CMC). Both come fitted with the same black dial, which features a relief-effect technical texture that references the front grilles and air intakes of Mercedes-AMG performance cars.

#### BANG & OLUFSEN AND FERRARI

#### A new collection of audio products for music and speed lovers

ound to be seen. That's exactly why the high-end audio brand and Italian supercar marque linked up, to bring their collective passion for poise, power, and precision in a collection that is meant to be seen and heard everywhere they go. For the collaboration, four of B&O's headphones and speakers have been reimagined; the Beosound 2 home speaker, Beoplay H95 headphones, Beoplay EX earbuds and the Beosound Explore portable speaker. Think B&O's best-inclass sound and innovation combined in statement pieces some boasting the striking shade of Ferrari red, the supercar's brand signature while other's in Ferrari's jet-black shade polished with firev red-hued details.





repare to redefine your perception of luxury as Cadillac Middle East unveils the 2025 Cadillac Escalade IQ. This electric powerhouse retains its commanding presence and iconic design while embracing cutting-edge EV technology. With zero emissions and uncompromising performance, the Escalade IQ delivers an exhilarating driving experience while

reducing your carbon footprint. Its sleek, aerodynamic design optimizes energy efficiency, ensuring you can enjoy opulence with a clear conscience. Get behind the wheel and discover the future of class and comfort, all in one electrifying package. This is not just a car; it's a statement that reflects your commitment to both style and sustainability.

#### **HIGH-VOLTAGE HIGHLIGHTS**

THE TOP 5 FEATURES OF THE 2025 CADILLAC ESCALADE IQ



All-Electric Power:
Powered entirely by electricity, it offers a clean, quiet, and eco-friendly driving experience with zero emissions.



Luxurious Interior:
Discover a sumptuous cabin
with premium materials,
spacious seating, and
advanced technology,
ensuring every ride is a
luxurious journey.



Cutting-Edge Technology: Equipped with a state-of-theart infotainment system and advanced driver-assistance features, the Escalade IQ keeps you connected, entertained, and safe on the road.



Impressive Range: Enjoy the freedom to explore with confidence, thanks to an impressive electric range that minimizes the need for frequent recharging.



Sustainable Luxury:
Opulence meets ecoconsciousness, representing a
commitment to both style and
sustainability in one iconic and
grand SUV.



# SEND YOUR IMAGINATION RACING

Meet the new American supercar that puts the world on notice

he Z06's striking appearance, sound and tactile feel are the result of intense focus. With new, wider sculpted front and rear fascia designs that define a confident stance and exotic proportions and a luxuriously-appointed interior, the Z06 is the ultimate supercar experience.

More than horsepower, the new LT6 is designed to complement all aspects of the Z06's track-focused performance experience. From its 8,600-rpm redline and full racing-style dry-sump oiling system to meticulously tuned induction and exhaust systems, this engine exudes an entirely new and emotional character.

Boasting the most powerful naturally aspirated V8 in production, the Z06 is the perfect combination of track beast and supercar. This also means it requires some serious braking ability. Available 4-wheel antilock, 4-wheel disc carbon ceramic brakes provide state-of-the-art braking performance for track demands.

A testament to unrelenting craftsmanship, the hand-built LT6 5.5L engine features an flat-plane crankshaft that gives it a signature growl. And with a balanced mid-engine design, more of its impressive power is directed to the rear wheels where it matters most.







"THE NEW CORVETTE ZO6 DEFINES THE AMERICAN SUPERCAR" - General Motors President MARK REUSS

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# GIGI RIGOLATTO: A SOPHISTICATED SANCTUARY



One of the most prestigious addresses on the French Riviera, Gigi Rigolatto is bringing the glitz and glam of St. Tropez to Dubai. ELLE Man sat down with Brian Bendix, CEO of the French hospitality group Paris Society International, to talk extravagant moments, gourmet pleasures and how Gigi Rigolatto is bringing it all to the white sandy beaches of Dubai's J1 Beach Jumeirah.

You've had a long career in hospitality and luxury lifestyle restaurants; can you summarize your journey so far? I embarked into the world of hospitality at a young age thanks to extensive travels with my family. The allure of this industry captured my imagination and, as a young enthusiast, I took my first step as a bellboy after school hours at a prestigious 5-star hotel. Years later, in 1989, I left my homeland of Denmark to continue my formal education and professional aspirations in hospitality, and that marked the beginning of a fascinating journey. Through the years, I've crisscrossed the globe, setting foot in numerous countries and continents. I've had the privilege of owning, managing, and launching hotels and restaurants in 19 countries across four continents. This unique journey has moulded me into a specialist, not in any territory specifically, but in new market entry. I've constantly challenged my understanding of the intricacies of diverse markets, studied demographic nuances, and sought to grasp how they influence product offerings. My fascination with the variety of global cultures has driven me to unravel the mysteries of hospitality worldwide.

And how did you end up with Paris Society? Many years ago, I embarked on a love affair with the Paris Society brands. Like many others, I was initially captivated by the restaurants and experiences. What struck me profoundly was the meticulous attention to detail, the extraordinary architectural designs, and the distinct character and identity exuding from each establishment. I found them to be nothing short of matchless. This admiration prompted me to frequent their restaurants whenever I found myself in Paris, eventually fostering a close relationship with key figures within the company. It became apparent to me that the remarkable success of Paris Society rested on the shoulders of its brilliant minds, their humility, and the visionary leadership spearheaded by a trio comprising Founder Laurent de Gourcuff, CEO of the Paris Society holding company Sebastien Pacault, and Chief Creative Officer Antoine Ménard. Their exceptional vision combined with my diverse global experiences, laid the foundation for the birth of Paris Society

What brings you to the Middle-East and to Dubai? And how do you see the hospitality market growth in our region? Firstly, Dubai has evolved into a global hub of talent, with its gender-inclusive and welcoming atmosphere making it an attractive destination for professionals worldwide. It has become considerably easier to draw top-tier talent to this vibrant city. Secondly, Dubai has emerged as the epicenter of the global hospitality industry. While there are several cities renowned for their hospitality, Dubai stands out due to the increasing presence of international and homegrown trailblazers in the field. We believed that this strategic move was the right course of action for our global expansion plans. While Dubai now serves as an additional home for us, we maintain our aspirations to extend our footprint into other continental European countries and as far as Asia, Australia, the United States, and further expansion in the United Kingdom. As a result, we now proudly boast two headquarters, one in the heart of Paris and the other in this dynamic city of Dubai.

When we say "it is under Paris Society International", what does that entail? It's a multifaceted approach, and at the core of our success lies the artistry of crafting immersive environments and atmospheres. We are deeply committed to perfecting every detail, encompassing interior design, team selection, uniforms, lighting, acoustics, and the composition of our clientele. What truly sets us apart from other players in the market is the ingenuity of our creative team. Our think tank, comprising the most talented minds, serves as the epicenter of our creative process. Here, we incubate and weave captivating narratives around various themes long before we even contemplate the guest journey, the concept, or the birth of a new brand. Among

#### LIFESTYLE

Images of Gigi Rigolatto in Saint-Tropez



the creative talent are visionaries from both within and beyond our industry, such as Cordelia De Castellane, the Artistic Director of Dior Maison and Baby Dior.

What is so special about your service? For instance, consider the persona of Gigi, a character exuding understated sophistication, reflected in every facet, from tablecloths to landscaping. This approach imparts a multidimensional character and a remarkably distinct identity to our brand. We use these narratives playfully to craft our distinctive experiences. Take Maison Revka, for example. Stepping into this establishment, even without prior knowledge of the brand's history, one senses a profound narrative and depth of character. It's a story of an Eastern European family's journey to Europe and their integration into Parisian society, a narrative palpably authentic within the space itself. This is where our true distinction lies. Every element of the venue, including its walls, carpets, and upholstery, is adorned with authentic 1920s patterns that have been revived from their discontinued state

exclusively for Maison Revka. Furthermore, we dedicate considerable effort to shaping the environment in a way that resonates with our target audience. This encompasses every aspect, down to the careful consideration of seating arrangements. We strive to create an atmosphere of diversity that feels harmonious, a place where every guest feels a sense of belonging. All of these elements are carefully orchestrated to be complemented by extraordinary food and service, culminating in an unparalleled guest journey.

Would you consider Paris Society International a lifestyle? Our foremost goal is to cultivate an audience that cherishes the art of savoring life's moments. When we step into a new market, our approach is grounded in an extensive exploration of the local demographic and a deep integration into the community. We prioritize catering to the needs of those seeking luxury leisure experiences, establishing a strong foundation within the local market audience. Our business strategies are meticulously crafted around this core focus, ensuring that every aspect of our brand remains authentic to its DNA, while seamlessly blending with the unique stories of each market. In Dubai for example, this process places a special emphasis on the local population, encompassing both Emirati residents and expatriates. We leave no stone unturned in our quest to engineer an environment that resonates with the culture and spirit of the region. Our attention to detail spans every facet, from the landscape to the menu offerings and even the design of pool spaces, all finely attuned to the local ethos. We embrace the diversity of this audience, one that often comprises discerning individuals who have nothing to prove but much to share. Our approach in Paris has been a testament to the success of this careful planning, and we are committed to replicating this strategy in our new markets.

Gigi Rigolatto is one of your key restaurants. Why did it grab the attention of everyone? Gigi Rigolatto isn't just an Italian restaurant; it's a vibrant tapestry woven around the life of a remarkable Italian man, who we gave fictive birth to. Every aspect of Gigi Rigolatto revolves around his experiences, from his cherished childhood in Italy to the idyllic holidays spent with his grandparents on Italian islands. It's about his first unforgettable kiss, his beloved car, his academic achievements, his rise to fame, his philanthropic endeavours, and the unassuming, humble persona that defines him. Whether you step into Gigi Rigolatto in Paris, Saint-Tropez, Val D'Isère or soon in Dubai, you're stepping

into the world of this remarkable individual. Each location reflects a facet of his life story. In Saint-Tropez, Gigi's first beach house, the essence is that of a personal residence, inviting you to feel the domestic warmth that runs through every nook and cranny. Avenue Montaigne, location of his Parisian abode, showcases a distinct urban style, yet bearing the unmistakable imprint of his preferences and personality. The story continues as Gigi's journey unfolds. He fell in love with Dubai and acquired a piece of the pristine Jumeirah Beach. Here, amid lush greenery and organic beauty, he envisioned a new destination that would encapsulate the essence of this extraordinary environment. We have more exciting destinations in the pipeline, with the next one set to be inspired by the places he's travelled and the places he loves to frequent. For instance, we're crafting a historic mansion in Tuscany, a place where Gigi spent cherished moments with close friends.



Where and when will you be extending in the Arab region after Dubai? We're witnessing an exhilarating growth within the region, and our focus is firmly fixed on identifying opportunities and destinations that align with our mission to create exceptional experiences. Instead of solely pursuing commercial prospects, we prioritize following the pulse of our audience. The Middle East is undergoing a remarkable transformation, with numerous exciting projects unfolding across the Gulf region. Additionally, we've forged a significant partnership in Saudi Arabia with the marketleading MJS organization, where we aspire to play an integral role in shaping the hospitality landscape of the Kingdom. Our investment in this joint venture signifies our commitment to both our future and our contribution to the country's agenda. As we move forward, we are exploring the possibility of curating an Arab experience under the Paris Society International umbrella, drawing inspiration from the rich cultural tapestry of the region. Our aim is to continue enriching our portfolio with offerings that resonate with our audience while embracing the dynamic opportunities presented by this thriving region.





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#### LIFESTYLE

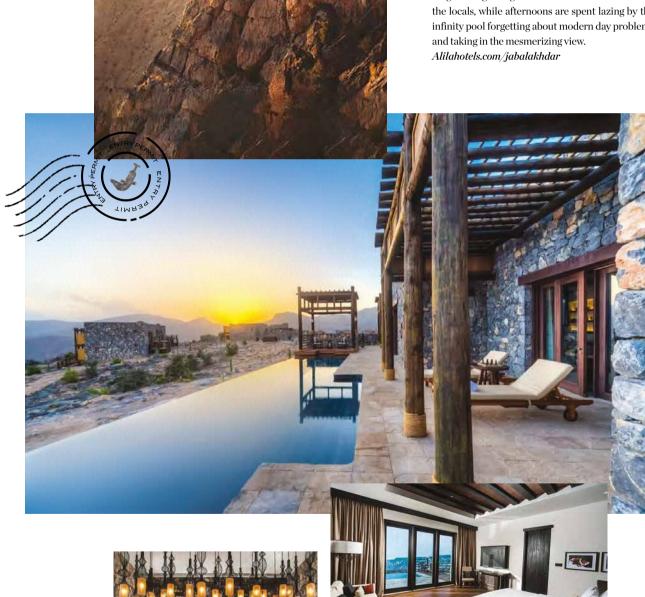
# THE COOLEST BOUTIQUE HOTELS

IN THE MIDDLE EAST TO BOOKMARK FOR YOUR NEXT TRIP



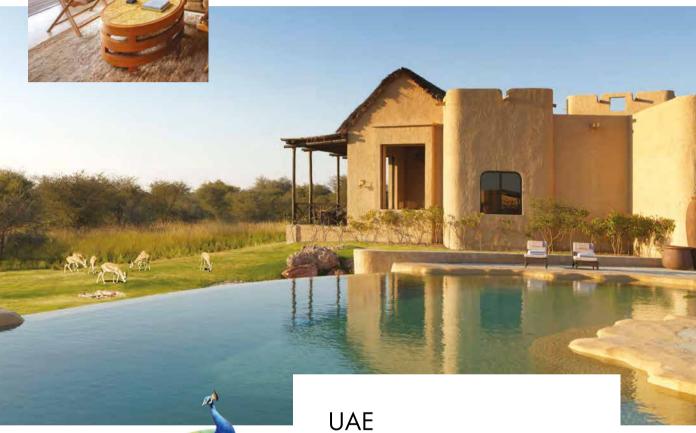
## OMAN Alila Jabal Akhdar Amalgamating history, culture and

Amalgamating history, culture and nature, Alila, an ultra-luxury boutique hotel, is considered one of the best in the world. Inspired by ancient forts, relaying fables similar to the mountains it's nestled in, the hotel is perched 2000 meters above sea level on the Al Hajar Mountain range, - Jabal Akhdar ('Green Mountain' in Arabic). Guests spend their days hiking through the valleys where rose water (a local delicacy) is made stopping by ancient neighboring villages to have Turkish coffee with the locals, while afternoons are spent lazing by the infinity pool forgetting about modern day problems and taking in the mesmerizing view.



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Anantara Sir Bani Yas Island, Al Sahel Villa Resort

Home to various wildlife, including Arabian oryx, cheetahs, and flamingos, Anantara Sir Bani Yas Island Al Sahel Villa Resort is a hidden gem.s A 2-hour drive from Abu Dhabi, followed by a 20-minute plane or a 30-minute speedboat, it's the perfect place to escape and experience the beauty of nature and sea. Most mornings, you will wake up to an intrigued gazelle staring up at you. If not, you are bound to run into one during a desert drive in the wildlife sanctuary. Escape afterwards in your villa in the sanctuary of your very own private pool or at the Anantara Spa, where Middle Eastern remedies and Thai expertise will pamper your mind, body and spirit. Now that's what we call the ultimate escape.

Anantara.com/en/al-sahel-sir-bani-yas

## LEBANON Hotel Albergo

Conveniently located in Beirut's most vibrant neighborhood of Achrafieh, Hotel Albergo looks straight out of a Wes Anderson film, combining old-world charm with old-fashioned service - it's a world in between two worlds. The mansion oozes stunning architecture from the 30s, with a three-arch heritage house typical of Beirut's elegant dwellings. Don't check out without having a drink at the rooftop bar, The Swim Club. It's a low-key escape overlooking the city, perfect for sundowners and an evening dip. Albergobeirut.com



### SAUDI ARABIA Habitas AlUla

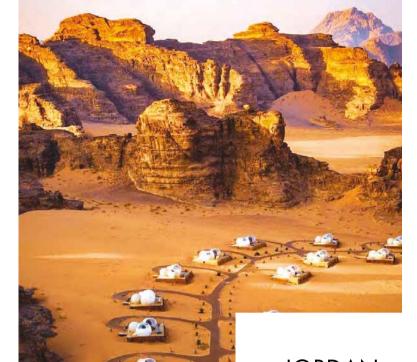
Located in the heart of the ancient oasis in the desert canyons of the Asher Valley in AlUla, Saudi Arabia, Habitas AlUla is the true epitome of what a luxury eco-resort is. Sustainable design mimics the textures and colors of its landscape, seamlessly blending the 96 eco-consciously built villas into the natural order of things. Sign up for the Vintage Land Rover Dadan Tour and head to the ancient capital city of Dadan to explore tombs, excavation sites and thousands of early Arabic inscriptions. Or visit Hegra, Saudi Arabia's first UNESCO World Heritage Site, and the largest preserved site of the Nabataean civilization south of Petra. Whichever you pick, there's no better way to unwind straight after than with one of Habitas AlUla's indulgent holistic treatments at its Thuraya Wellness; named after a star constellation widely used by Bedouins to navigate, it's a haven to restore and relax.

Ourhabitas.com/alula



Tucked away in one of Siwa's many magical oases, this stunning lodge carved entirely from stone blends naturally into the sandy landscape you could almost miss it. With absolutely no electricity, this other-worldly sandcastle with its 40 hand-built rooms is all softly lit with beeswax candles, a constant reminder of the lodge's commitment to sustainability. And it doesn't end there; breakfast and lunch are served in earthen cutlery with dishes made with ingredients from the organic gardens within the compounds. On warmer days, those looking to cool off from the Saharan sun can take a dip in the property's natural spring that serves as the resort swimming pool. There are also a bunch of desert excursions one can sign up for; from exhilarating dune bashing trips in the outer dunes of the Great Sand Sea to lazy tours of the Shali Fortress of Siwa, there's so much to see, do and learn in this incredible place it makes an excellent choice even for the most discerning travelers. Adrereamellal.com/adrere

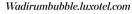


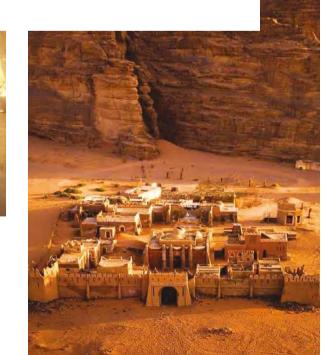


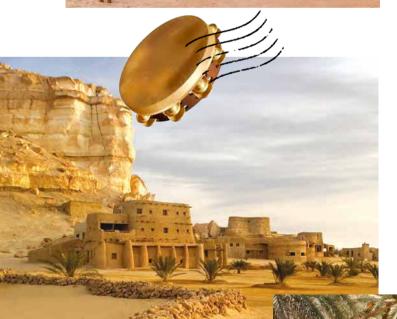


### JORDAN Bubble Luxotel Wadi Rum

Find out what is written in the stars as you gaze up in awe at the dark skies of Wadi Rum. Located a short drive from Petra, the hotel describes itself as an 'open-air library' as the region bears the marks of the multiple civilizations that have inhabited it over time, including that of the Nabataeans. The resort's Bubble Tents offers guests the opportunity to sleep under the starlit sky in bubble rooms with endless views of the dramatic Wadi Run desert landscape. Double up on the servings of the traditional Jordanian food prepared by the camp's private chef, then spend the night learning about the constellations on a stargazing tour under a clear sky.









any success stories have humble beginnings and mine is no different.

Hard work is something I never

shied away from, and when I was 18 at university,

to subsidise my education fees and to help support

my family, I worked after hours multiple jobs. I was never ashamed of the jobs or work I've done

in the past, because they taught me that any work

to support yourself or your family is worthy, and

I always had ambition and strived to be the

'go to' authority in what we do. Working for 15

years as the CMO for a pioneering record label in the region gave me a huge amount of experience dealing with the music industry and with talent, so when that comes to HuManagement, and the

everyone has to start somewhere.

# Hady Hajjar

CO-FOUNDER AND MANAGING DIRECTOR AT HUMANAGEMENT HAS BEEN A DRIVING FORCE IN MAKING THE MIDDLE EAST A HUB FOR THE MUSIC AND ENTERTAINMENT INDUSTRY, TALKING ABOUT HIS JOURNEY FROM HUMBLE BEGINNINGS TO SUCCESSFUL BUSINESS OWNER, HE HOPES TO INSPIRE OTHERS.

changing landscape of the region with many celebrities and high

the willingness to constantly learn new things.

To be successful also means taking risks to reach your goals and made a mistake.

I get asked all the time, how do I deal with celebrities? Well,

however, my goal will be continuing to be the best, to keep evolving, learning, while encouraging and inspiring others.

profile people choosing to come here, I had a good foundation to build trust with our clients and those we work with and represent. It's their trust in us, in me, that drives our success.

Has it been an easy journey to get to this point? Absolutely not! Growing a successful agency was never a 9-5 job, it takes working 24/7, but I'm grateful that much of my work can be done from anywhere in the world. We also have a great team on our side that encourage us to grow on every level, and I try to inspire them and lead by example through multi-tasking, being loyal, committed and having

fulfil your dreams. You have to move, which requires passion and courage. You also need to celebrate your achievements; one of the best things we cherish is the good reputation we built over these years at Humanagement. Accountability and honesty are key factors in being successful, especially in the world of celebrity, entertainment and social media. 'Fake it till you make it' doesn't work anymore, because people see through you in an instant, so a big focus for me is honesty, credibility and never being afraid to admit when you've

patience, consistency and passion. Everyone has their needs, requirements and demands and the key thing I've learned is to have endless amounts of listening. Talents and clients have to be nurtured so they can enjoy long-term and sustainable careers.

The future of this industry is unknown as it changes so rapidly,



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