

ELMANN

Arabia

April 2025

**HAND ON
THE PULSE**
THE MOVERS &
SHAKERS OF THE
REGION'S EPIC
MUSIC SCENE

THE EVOLUTION OF
KEREM BÜRSİN





Hermès, the endless line

ELLE MAN ^{Arabic}

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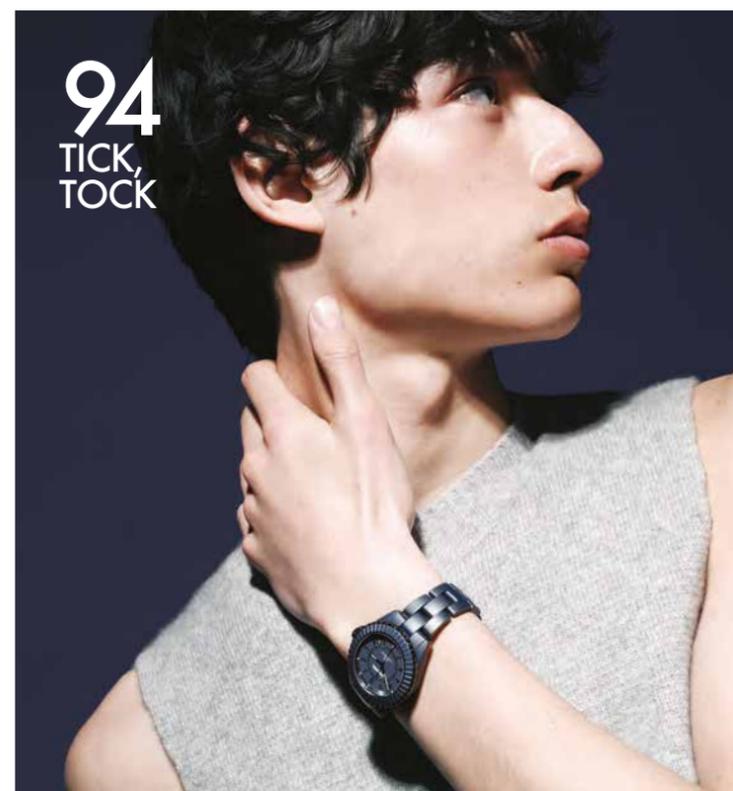
ALPINE EAGLE FLYING TOURBILLON

Epitomising the pure and sophisticated aesthetics of the Alpine Eagle collection, this 41 mm-diameter model is crafted from Chopard's exclusive, high-quality Lucent Steel™. Equipped with the L.U.C 96.24-L movement, it is one of the rare flying tourbillon watches to bear both chronometer certification and the *Poinçon de Genève* quality hallmark. Proudly developed and handcrafted by our Artisans, this exceptional timepiece showcases the finest expertise and innovation cultivated within our Manufacture.

Chopard

THE ARTISAN OF EMOTIONS - SINCE 1860

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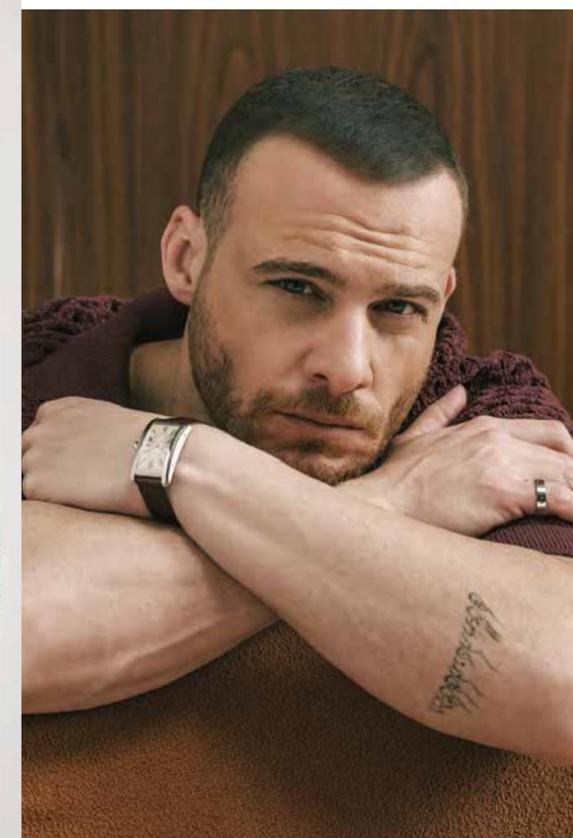
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LAUNCHMETRICS SPOTLIGHT



PHOTOGRAPHER MEHMET ERZINCAN | CREATIVE DIRECTOR JENNIFER KOLOMONI

Left: Pastel dreams are conjured backstage at Dior SS25. Below: Up close and personal with Kerem Bürsin.

Feel-Good Times

Dear Readers,

Can you smell it in the air? That sweet scent of summer on the horizon - barefoot beach walks, balmy alfresco nights... our list can go on and on. Designers seemed to catch a waft of it, their runways acting as a conveyor belt for the summer wardrobe of our dreams. Pastel ensembles that'll show off that tan; nautical stripes that will fit in anywhere on the French Riviera; and a playful take on print and pattern that are bound to make you stand out.

Speaking of the spotlight, our cover star Kerem Bürsin isn't one to shy away from it; he's fully embraced it - from standout roles on TV screens to charming global audiences, his name has become the hottest thing on everyone's lips. Others that have attracted the limelight, making noise in their respective industries - Ahmad AlMuhassin, Saud AlTurki and Al Faisal Al Zubair. They're bringing exciting new energy that's impossible to ignore. And how could we? It's not just promising - it's palpable, and oh boy, can we feel it!

Elle Man Arabia team

ELLE ARABIA

Style

COASTAL COOL
An air of lightness and ease defined Hermès' SS'25, effortlessly elevating casual elegance with soft colors, supple leathers and playful yet refined tailoring



A FRESH LOOK...

MOOD-BOOSTING SUNSHINE SHADES, RELAXED SILHOUETTES, AND A FEELING OF LIGHTNESS RULE THE SEASON

HERMÈS © BRUNO STAUB

THE VIBE

Surf's up and there's no better way to deep dive straight into Summer than with a closet filled with board shorts, palm printed tees and the coolest '90s beach-vacation inspired necklaces



JACQUEMUS



DSQUARED2



MARNI



PALM ANGELS COPY



AMIRI



SAINT LAURENT



BODE



LANEUS



ALANUI

PRESS PLAY

Audiophiles, get ready for a music throwback, a really good one as Louis Vuitton have dropped an iPod-shaped cross-body pochette for those looking to kick it back in proper old school fashion.



EVERYBODY IS WEARING

BRAT GREEN

Slime, that's the nuclear-inspired color that every green loving, tree hugging fan should be donning come Spring.



KIKO KOSTADINOV

HOMME PLISSE ISSEY MIYAKE

GUCCI

PRADA

TRENDING... RETRO SNEAKERS

In new minimalistic versions, the retro kick is still today's most coveted pair. Wear with high socks for a nostalgic throwback.



- 1. GUCCI 2. LOEWE 3. DRIES VAN NOTEN 4. ADIDAS + WALES BONNER 5. COMMON PROJECTS



COVETED COLLAB

WHO: Off-White X Puma X AC Milan
WHAT: A striking fusion of fashion and football, the new kit blends Virgil Abloh's signature streetwear aesthetic with the club's iconic red and black stripes for a bold statement both on and off the pitch.

Fashion Memo

YOUR CURATED ROUNDUP OF THE NOTEWORTHY NEWS TO PAY ATTENTION TO NOW!

MARKET

PRESIDENT'S



DSQUARED2

FIVE CM

LAUNCHMETRICS SPOTLIGHT

ON OUR WISHLISTS

You don't need words to express how you feel – just throw on a graphic T and let it do all the talking for you!



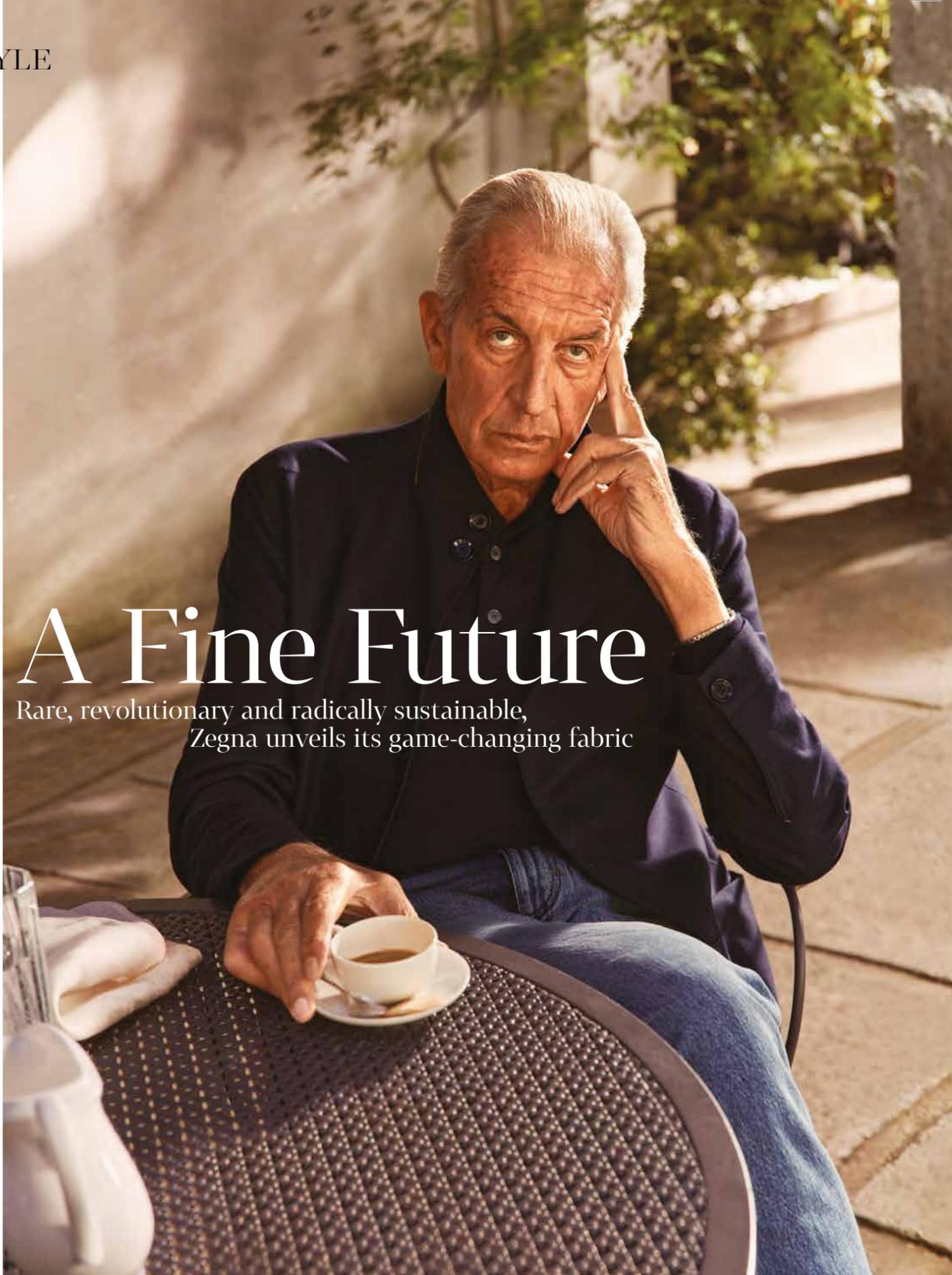
I SPY

Padel and Pickleball may have taken over the courts, but tennis will always reign supreme when it comes to rackets, with Lacoste sitting firmly at the top of the sports-fashion game. Their new Icon sunglasses serve a fresh perspective on the sport, and with five colorways to choose from, picking just one will be a challenge...

NEW DIGS

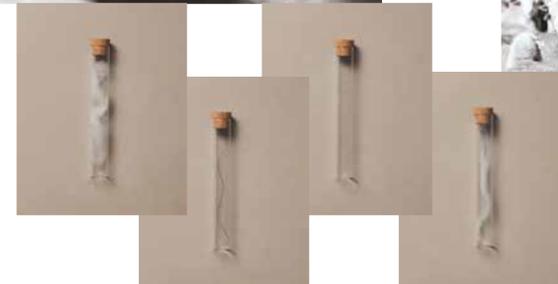
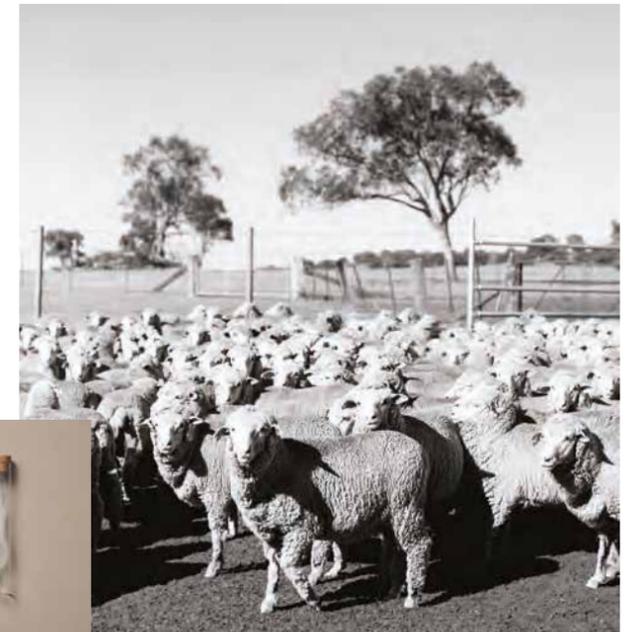
Some brands are worth jetting off to and Dries Van Noten is one of them. Opening new outposts in New York City, London, Milan, Brussels and Osaka, we're fixing our summer travels around a pitstop to one of these.





A Fine Future

Rare, revolutionary and radically sustainable,
Zegna unveils its game-changing fabric



Sustainability in fashion isn't just a buzzword anymore – it's the future. As the industry faces mounting pressure to evolve, the brands that rise to the challenge are the ones that blend innovation, craftsmanship, and a bold commitment to the planet. Enter Zegna, whose latest fabric, Vellus Aureum, isn't just about looking sharp – it's about redefining what it means to wear luxury with purpose.

Zegna's new premium fabric is the epitome of craftsmanship and sustainability, crafted from the finest Merino wool you've ever seen; so fine, in fact, that its strands are barely visible. With fibres measuring just 12 to 13 microns, Vellus Aureum takes the concept of luxury fabric to an entirely new level. And with the SS25 Campaign, Zegna brings it to life in all its glory, starring Auro Montanari, the Italian entrepreneur who embodies the essence of timeless style.

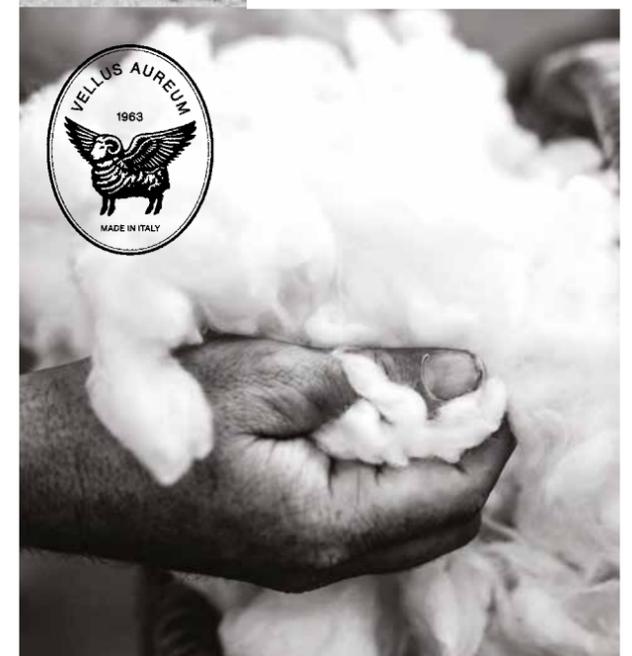
The campaign, which celebrates slow living, takes us to a tranquil Milanese villa, where Montanari moves through his life, surrounded by simplicity and elegance. This isn't just fashion; it's a lifestyle. Vellus Aureum offers more than a premium fabric; it represents Zegna's ongoing commitment to excellence and sustainability, a nod to the craftsmanship that has always defined the brand.

This isn't the first time Zegna has made history. Back in 1963, they launched the Ermenegildo Zegna Wool Trophy Awards, an effort to support woolgrowers in their pursuit of the world's finest wool. Fast-forward to 2023, and the brand set a world record for the finest fleece ever produced – 9.4 microns. Today with Vellus Aureum, Zegna's legacy is more relevant than ever. The fabric's traceability initiative, which will be fully realized by 2025, offers buyers complete transparency about where their garment comes from and how it was made. And for those in the know, it's more than a fabric – it's a luxury revolution.



DID YOU KNOW...

- Vellus Aureum is made from ultra-fine Merino wool that's rarer than even the finest cashmere
- Vellus Aureum isn't just a fabric; it's a heritage. The name is inspired by the mythical Golden Fleece, and its creation process is a nod to the legendary craftsmanship Zegna has been known for since 1910



LEARN YOUR LINES

With a season rife with pattern, a line – whether vertical or horizontal – is very much welcomed. Direction here doesn't matter; it's all about width. It's slim and neat for a nautical but nice take on the classical sailor stripe, but for those looking for something extra, thicker, more graphic lines will guarantee maximum impact and sartorial success.



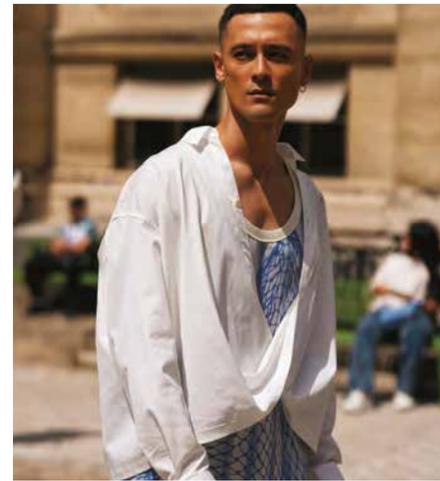
#ELLE TIP
Forget navy, try your hand at some color and experiment with lines in different shades for a bit of personality.



ON OUR SHOPPING LISTS

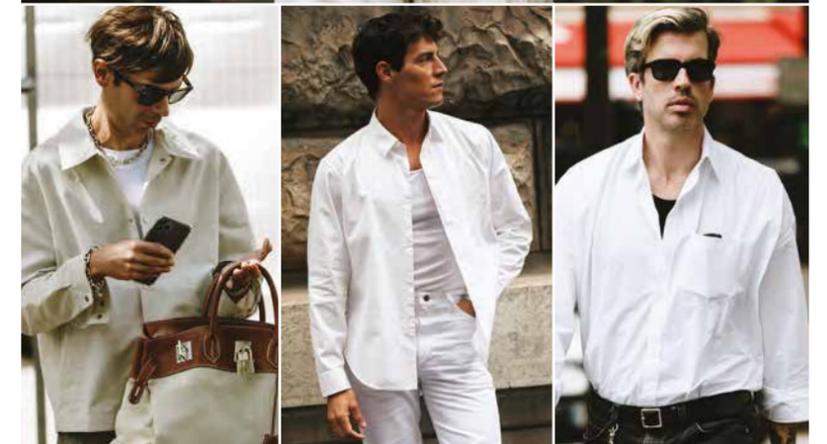


1. KING & TUCKFIELD 2. ETRO 3. AMI PARIS 4. COMMAS
5. ADIDAS X WALES BONNER 6. CAFÉ KITSUNE



Street Style WHITE LOTUS

Brace yourselves for the return of the shirt, and not just any shirt, the classic white. Yes, the perennial staple might have never left our closets, but its resurgence in new cuts and styles is something we should all be paying attention to. But this isn't your classic wear-to-the-office number – no, today's iteration does what every wardrobe essential should, it'll take you from boardroom to cocktails to afterparties and then brunch again the next day!





SWEET SORBETS

Life in color is so much sweeter and dreamier than life in black and white, and one look at the runways awash with soft sorbet hues of baby blue, bubblegum pink and peppermint green and we're taking a detour to the candy shop. Go head to toe (if you dare!) for an achingly sweet take on the trend, and reap in all that sweetness minus the extra calories.

ON OUR SHOPPING LISTS



PALM ANGELS



JACQUEMUS



JIL SANDER



BALENCIAGA

LAUNCHMETRICS SPOTLIGHT



1. FENDI 2. ALANUI 3. MOSCHINO
4. BODE 5. CARRERA 6. SUICOKE

PATTERN PLAYER

Seeing things? One look at the runways and it might seem like you've lost the plot, but it's designers who have gone mental – for pattern. Stripes on color blocks, geometrics on florals, gingham on even more gingham; you name it, they've paired it! In a season where more is definitely more, the rule of thumb is: anything goes. Just wear with a playful attitude to match and you've nailed SS25's most spirited trend.

LAUNCHMETRICS SPOTLIGHT



HOMME PUISSE MIYAKE



GUCCI



VAN BERENDONCK



LOUIS VUITTON



PARADIS

IN CONVERSATION WITH: OSAMA CHABBI

Meet the Fashion Critic Revolutionizing Digital Commentary

Osama Chabbi is not your typical fashion critic. The Tunisian-French stylist, now based in Dubai, has become a key voice in fashion critique thanks to his sharp wit, deep industry knowledge and a knack for connecting with audiences across the digital landscape.

Having worked with iconic brands like Amina Muaddi, Chanel, Prada and Jacquemus, Chabbi's ability to break down fashion shows into insightful, engaging commentary has quickly gained him recognition. "My approach to digital media and storytelling is deeply rooted in creating formats that include the audience, offering them a truly human experience — something often lacking in fashion," Osama says. "Humans need humans, and people are inspired by those they can relate to."

Chabbi's journey into fashion started in 2018 after a brief stint in PR. With a degree in Applied Languages and Geopolitics, he wasn't your typical fashion school graduate. But as he began styling editorial shoots and campaigns, his deep analytical eye became apparent, helping him stand out in the industry.

When the pandemic hit and the world of fashion shifted to digital, Osama saw an opportunity. "When everything went digital, I realized that no one could take my thoughts away from me," he says. "Everyone was watching Fashion Week from the same perspective, through livestreams." This realization was pivotal for Chabbi, sparking his venture into fashion criticism with his Reviewed by Osa format on Instagram. This approach quickly became a favorite among fashion insiders, allowing him to share his thoughts on runway collections with humor, insight, and clarity.

Chabbi's online reviews and commentary soon attracted the attention of major fashion houses like Louis Vuitton, Jacquemus and Chanel. But he didn't stop there. After his success with reviews, he sought to expand his platform into something even more conversational. This led to his first breakthrough: an intimate interview with Haider Ackermann, then the guest designer for Jean Paul Gaultier Haute Couture. "Haider asked me what my job was. I told him, 'I guess I'm

officially a fashion journalist after this interview," Osama recalls.

That first interview with Ackermann marked the beginning of his Institutional Sit-Downs series, where Osama interviews major players in the fashion industry, including Kris Van Assche, Amina Muaddi, Michèle Lamy, and Glenn Martens. These conversations, fueled by Chabbi's admiration for craftsmanship and his deep respect for the industry's history, have offered his audience rare insights into the minds of those shaping the future of fashion.

"I used to watch runway collections in awe, with absolute admiration and respect for these figures — never imagining I'd have the chance to speak with them, let alone on camera," Osama says. "These conversations are a tribute to the institutional voices that shaped my love for fashion as a child."

But Osama's journey hasn't just been about the past — it's about the future. His latest project, Friends & Voices, is an innovative interview format designed for the digital age. Unlike his longer, more in-depth Institutional Sit-Downs, Friends & Voices features rapid-fire, voice-note interviews edited into visually stimulating Instagram Reels. "This series is a tribute to the friends and voices that define the industry — it's a celebration of these individuals," he explains.

The first season of Friends & Voices featured an impressive lineup of fashion figures, including Imaan Hammam, Farida Khelfa and Nora Attal. And it's only getting bigger, with upcoming guests including Coperni's Arnaud Vaillant and Sébastien Meyer, Stefano Pilati and American rapper Kid Cudi.

Beyond his digital presence, Osama is increasingly sought after for his expertise in the fashion industry. He's taken on consulting roles with brands like The Frankie Shop and Duha, and he's also been tapped to moderate talks at industry events, such as BoF Crossroads in Dubai. "My time at Farfetch truly enabled me to understand luxury fashion and its retail ecosystem at an accelerated pace," he says of his three-year stint with the luxury retailer. "It gave me significant insights into the region, its external perception, and the global blind spots that were missing here."

PHOTOGRAPHY BY MOZ @MOZ



HERMÈS

EXCESS BAGGAGE

SS25's latest bag is proof that size really does matter! Defiantly oversized with a generously capacious body, these blown-up numbers mean you have room for all your on-the-go essentials, and then some. Because why leave anything behind, when you can take everything! Invest in a grand leather version (the canvas-leather mix from Hermès is next on our wish-list!) and watch it become your all round seasonal go-to.

#ELLE TIP:
The more distressed the carryall, the more character – Prada's latest drop oozes seasoned traveler minus the jetlag!



1



2



3



4

LAUNCHMETRICS SPOTLIGHT

1. PRADA 2. DIOR 3. BRUNELLO CUCINELLI 4. BOTTEGA VENETA



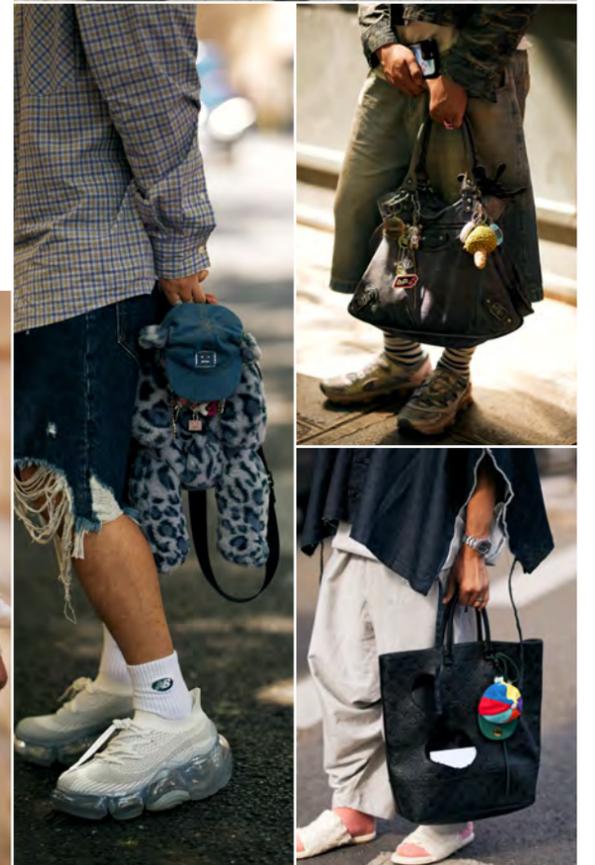
Street Style

PRINCE CHARMING

Remember when you were a kid and how, running down the school hallways, your backpack would jiggle like crazy from all the charms dangling from it? These days, one look at the streets and the fashion pack's carryalls and it's like junior high just minus the varsity jacket. Just add a crazy mish mash of trinkets, keyrings and mascot companions and once again, you're the most popular kid on the block!



LAUNCHMETRICS SPOTLIGHT



CHAIN MAIL

If there was ever a link to share this year it would be in chain-form. In metal, chrome or titanium (for those who want to splurge), it's a cool twist on the classic gold necklace. How to wear them? For a more contemporary statement, wear solo for maximum impact, but if you're in a playful mood – try stacking different versions with contrasting links. Just go for slender to medium thicknesses to keep things modern and wear at different lengths, just like the cool kids do.



#ELLE TIP: Need a quick and easy way to elevate a tank this season? Just add a chain necklace to it.



1. DARKAI 2. VALENTINO 3. EMANUELE BICOCCHI 4. TOM WOOD 5. OFF-WHITE

LAUNCHMETRICS SPOTLIGHT



A WARDROBE STAPLE, THE NEW B01 MATCHPOINT SNEAKERS ARE AVAILABLE IN TWO VERSIONS, EITHER CLASSIC MONOCHROME WHITE OR SLEEK BLACK LEATHER



Kickin' It

Heritage Meets Innovation in Dior's Latest Sneaker Drop

Sneaker culture has become an undeniable force in both fashion and streetwear, evolving from functional footwear to symbols of personal style, craftsmanship and luxury. What started as a humble trend in sports has now become a global phenomenon, with high-end collaborations and limited releases shaping the way we view sneakers. Designers across the globe are continuously pushing the boundaries of innovation while honoring the

rich history of iconic models, resulting in a new breed of sneakers that blend nostalgia with the future. Enter the Dior B01 Matchpoint sneakers. Originally unveiled in 2004, the B01 sneakers became known for their pure, timeless lines, drawing inspiration from a vintage aesthetic while maintaining a promise of understated elegance. Now, in 2025, these classic creations return with a modern twist in the form of the B01

Matchpoint. The new iteration continues to celebrate Dior's legacy, striking a perfect balance between heritage and innovation. Offered in four distinct versions, the B01 Matchpoint sneakers come in sleek monochrome white or black leather, with two additional models featuring luxurious suede inserts. Each pair is crafted with materials designed for comfort and flexibility, ideal for everyday wear. True to Dior's meticulous attention to detail, the "Dior" signature subtly punctuates the tongue, sole, and inner panel, serving as a tribute to the art of craftsmanship championed by the founding couturier. With their perfect blend of heritage, innovation, and timeless elegance, the Dior B01 Matchpoint are poised to become the ultimate symbol of sophisticated street style.

Bags by Loro Piana, Shoes Loro Piana, Hat Loro Piana.
Chairs Cassina
Design homage a pierre Jeanneret.



MODERN

IN FASHION AND INTERIORS, NOTHING BEATS A PIECE THAT CAN SPEAK FOR ITSELF

COMFORTS

Photographer DIALA BASSATNE

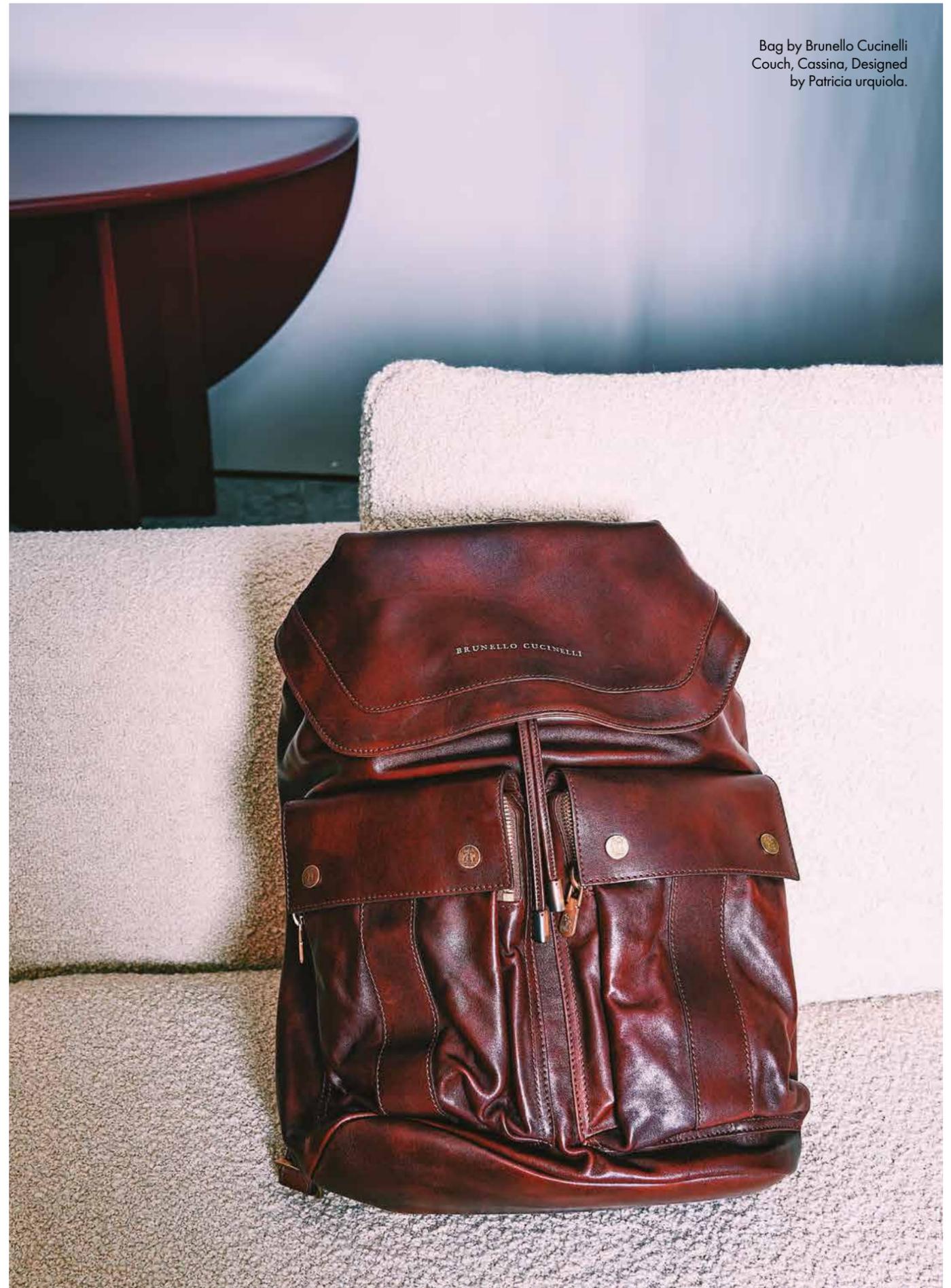


Bag by Hermes.
Miniature Chair Cassina
Design by le Corbusier, Pierre
Jeanneret, Charlotte Perriand.

Slippers by Louis Vuitton
Table Cassina, Design Piero Lissoni.



Bag by Brunello Cucinelli
Couch, Cassina, Designed
by Patricia Urquiola.



Bag by Dior, Shoe by Dior
Side table Cassina, Design Linde
Freya Tangelder.



Shoe by Balenciaga,
Bag by Balenciaga,
Chair, Cassina
Designed by Gaetano Pesce,





Bag from Thom Browne
Chair Cassina
Designed by Gerrit Thomas Rietveld.

PHOTOGRAPHER: DIAJA BASSATINE



Shoes by Berluti, Bag by Berluti.
Chair Cassina, Design by Gerrit
Thomas Rietveld.

DICHOTOMY OF A Star

WITH A CAREER THAT SPANS CONTINENTS AND A FANBASE THAT CROSSES BORDERS, KEREM BÜRSİN IS REWRITING THE SCRIPT ON WHAT IT MEANS TO BE A STAR IN TODAY'S ENTERTAINMENT WORLD. THE ACTOR OPENS UP ABOUT BALANCING HOLLYWOOD DREAMS WITH HIS ROOTS IN ISTANBUL, HOW A PANDEMIC-ERA ROMANCE TURNED HIM INTO A GLOBAL SENSATION AND WHY HIS BEST WORK IS YET TO COME.

Photographer MEHMET ERZINCAN
Creative Director JENNIFER KOLOMONI

Clash De Cartier Necklace in White Gold, Cartier Jewelry;
Santos De Cartier LM Watch in Steel, Cartier Watches
Suit, Jacquemus



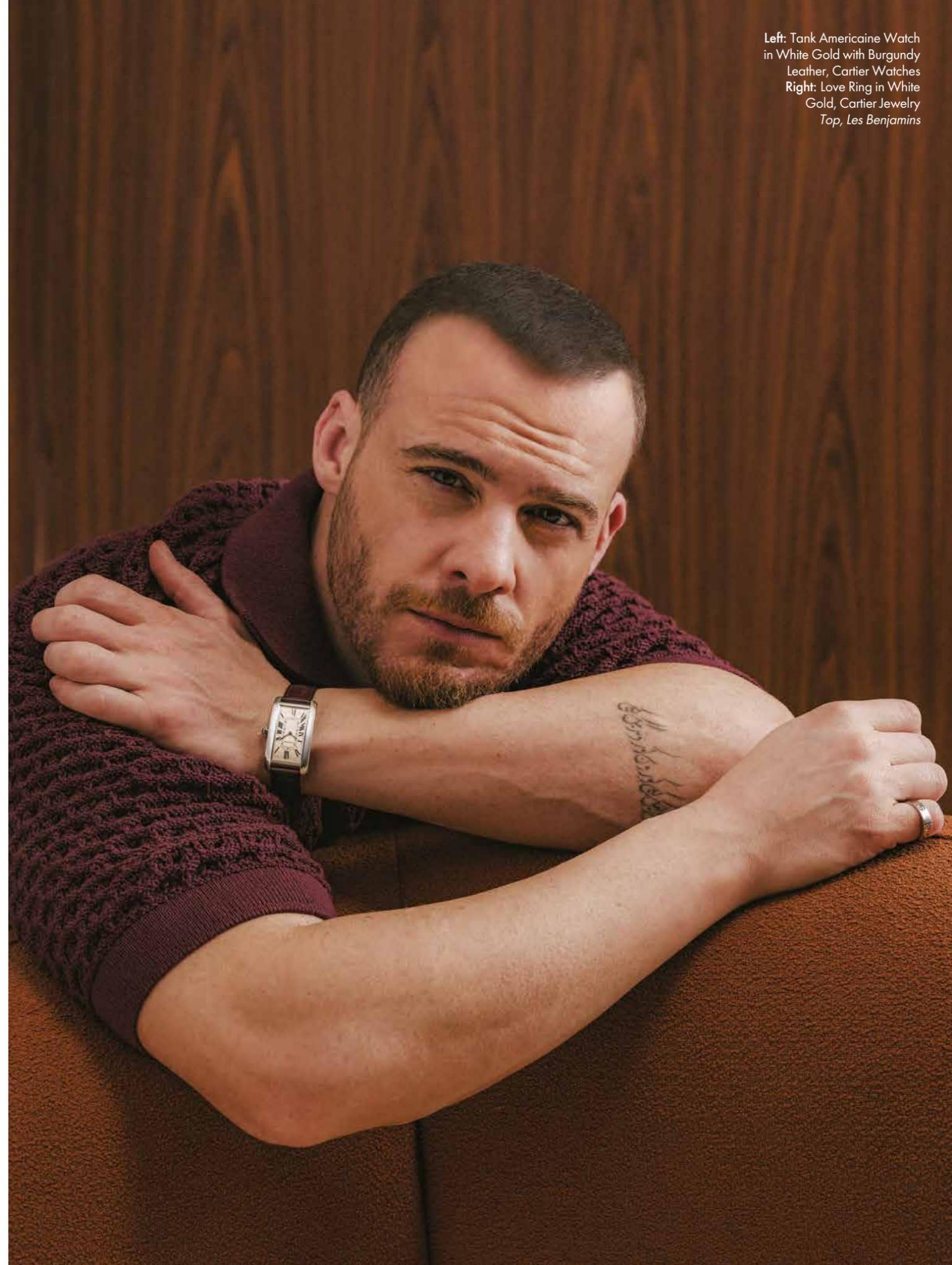


Left: Love Bracelet in Yellow Gold & Clash De Cartier Bracelet in Rose Gold, Cartier Jewelry
Right: Tank Louis Cartier Watch Mini in Yellow Gold & Black Leather, Cartier Watches; Love Bracelet in Yellow Gold, Cartier Jewelry
Top, Fendi

Left: Clash De Cartier Ring & Bracelet in Rose Gold, Love Bracelet in Rose Gold, Cartier Jewelry
Right: Santos Dumont Watch In Rose Gold & Blue Leather, Cartier Watches
Coat & Trousers, Loewe; Shirt, Qasimi; Sandals, Loro Piana



Left: Tank Americaine Watch in White Gold with Burgundy Leather, Cartier Watches
Right: Love Ring in White Gold, Cartier Jewelry
Top, Les Benjamins





Left: Love Bracelet in
Rose Gold & White
Gold, Cartier Jewelry
Right: Santos Watch in
Steel with Brown Dial,
Cartier Watches
Shirt, Les Benjamins;
Top, SEASE; Bomber,
MCM; Jeans, Margiela;
Sunglasses, Lintberg

Let's start from the beginning. You were born in Istanbul, but you spent a lot of your childhood abroad. How did growing up internationally shape your view on acting, and what drew you to it initially? Having had the opportunity as a child not only to observe but to interact and live in so many different and diverse cultures and countries has definitely had an impact on my career as an actor, simply because it has had such an impact on me as a person. I grew up in a family that appreciated films and spent time together watching films constantly and as I child I just remember being mesmerized by them. Honestly, it was always this thing that I dreamt of as a child, but it wasn't until high school, and my theatre teacher Mrs. Kurzym, that I truly understood what acting entailed and the kinds of works actors did for their roles that would bind me to go down this path.

Your early acting days took you to L.A., where you worked on a couple of Roger Corman movies. What was that experience like, and how did it influence your understanding of the industry? While I got to work with Roger, I really didn't understand the depth of Roger Corman and the decades impact he had on the entertainment industry in Hollywood. I find it funny just thinking about my audition and just the time on set; he was just Roger. Couldn't be happier to say I got to work with him.

Returning to Turkey marked a major shift in your career. Tell us about how you landed your first major role in "Waiting for the Sun"? I came back to Turkey for a couple of reasons. One was the fact I had to do my military service and the other was I wanted to explore the city I was born in and felt the need to get out of L.A a bit. Months had passed, I was getting ready to head back to Los Angeles and a casting director I had met called me for an audition; I told her I was headed back to America and she told me she thought I'd be great for a role and really wanted me to audition. One thing led to another - I got the part and it was the role that really got my career going.

Did you feel pressure to prove yourself in the Turkish entertainment industry? I guess I've been lucky with the projects I've done and the people I've gotten to work with; however, it's been 13 years I've been in the Turkish entertainment industry and to be honest, I've never felt any pressure to prove myself to the industry; my only real concern and pressure for each project and character that I play is the audience. I do this not for an industry but for the audience who watches it or will watch it. I feel like the pressure for all of it lies there.

Fast forward to 2020, and you became a household name with "Love Is in the Air." How did this role change your life, both professionally and personally? It really was a show that I don't think any of us expected to be so big and such a global success. Before we started shooting, I just remember wanting to create

a positive atmosphere on set. Since it was during the pandemic, we also knew we had the opportunity to entertain and support people during such tough times. We wanted to give them something they would enjoy watching, offering a few hours each week to disconnect from harsh realities and simply enjoy. Knowing that we accomplished that for so many people worldwide is a priceless feeling that makes you feel incredibly happy.

This role garnered you a lot of international attention. Was it something you expected? I mean, with Turkish TV series, you never really know what will be an international hit and what won't, but you know the potential is always there. So, I can't say it's something I expected or even thought about. I truly enjoyed playing Serkan Bolat, and our show creator, Ayse Kutlu Uner, did a phenomenal job of creating a character that gave me so much room to develop. I absolutely loved developing him, creating habits and little quirks, and I really enjoyed playing Serkan so much.

We all have those "wow" moments where life feels surreal. What's been your most unforgettable "pinch-me" moment in your career so far? There have been so many moments. There have been times when I think, 'I used to watch that actor as a child, and now we're having dinner or talking.' Moments like that are just wild. I really love the times I get to interact with people who support and have enjoyed the work I've done. (I'm not a huge fan of the word 'fan.')

However, I think the most recent memorable moment would be when the film I wrote with my buddy Osman Kaya, Blue Cave, was picked up by Amazon, and my production company, BraveBorn Films, got the green light to shoot it. Being on that set and experiencing the things we spent days discussing - whether it was how the scene should unfold, what the character would say, or even a plot twist - seeing it all come to life was incredibly emotional and surreal. To add to it, shooting the film with the director, Altan Donmez, who gave me my big break and believed in me for my first Turkish project, Güneşi Beklerken, was a full-circle moment. Surreal! (He also directed Love is in the Air and other projects I've been in.)

You're often seen in a variety of looks, whether it's on the red carpet or in everyday life. How would you describe your personal style? I am very simple when it comes to style - less is more. Give me jeans, a T-shirt and some boots, and I'm all good.

Cartier is known for its timeless elegance. How does the idea of timeless style resonate with you, both in terms of fashion and in your approach to your career? I think to be timeless is key, I believe that comes with character. I'm not someone who believes in style or career representing me - my character represents me and my style or my career compliments it.

QUICK FIRE

- FAVORITE FILMS OF ALL TIME... Very tough, since there are so many: There Will Be Blood, The Great Dictator, Kramer vs. Kramer, The Prestige, Apocalypse Now, Hook, Killing them Softly, No Country for Old Men, The Big Lebowski.
- CINEMA ICONS I LOOK UP TO... Daniel Day Lewis, Viola Davis, Haluk Bilginer, Robert Redford, Matt Damon and again much more.
- MOST WATCHED GENRE ON MY NETFLIX... Horror, SciFi or Documentaries... I can't decide! I love to nerd out!
- THREE DIRECTORS I WOULD INVITE TO DINNER... Andrew Dominik, Robert Eggers, Quentin Tarantino, Martin Scorsese... three is too little!
- A CHARACTER I WISH I COULD PLAY... The unexpected.

PHOTOGRAPHER: MEHMET ERZINCAN; STYLIST & CREATIVE DIRECTOR: JENNIFER KOLOMONI (BAMBİKOKO); MAKEUP: SERHAT EN; GROOMING: SEBASTIAN ISKANER; VIDEOGRAPHER: VIKTOR; TALENT: KEREM BURSIN; LOCATION: BICKBOSS STUDIOS; SET DESIGNER: YEHIA BEDER

Clash De Cartier Necklace in White Gold & in Rose Gold, Cartier Jewelry
 Left: Santos Watch in Steel with Brown Dial, Cartier Watches; Love Ring in White Gold & Love Ring in Rose Gold, Cartier Jewelry
 Right: Love Bracelet in Rose Gold, Clash Bracelet in Rose Gold & Love Bracelet in White Gold, Cartier Jewelry
 Jacket & Jeans, Les Benjamins



FRESH

EFFORTLESS, DIOR'S SUMMER 2025 COLLECTION WILL EASE YOUR WAY INTO A LIGHTER STATE OF MIND WITH RELAXED SHAPES AND COOL LAYERING

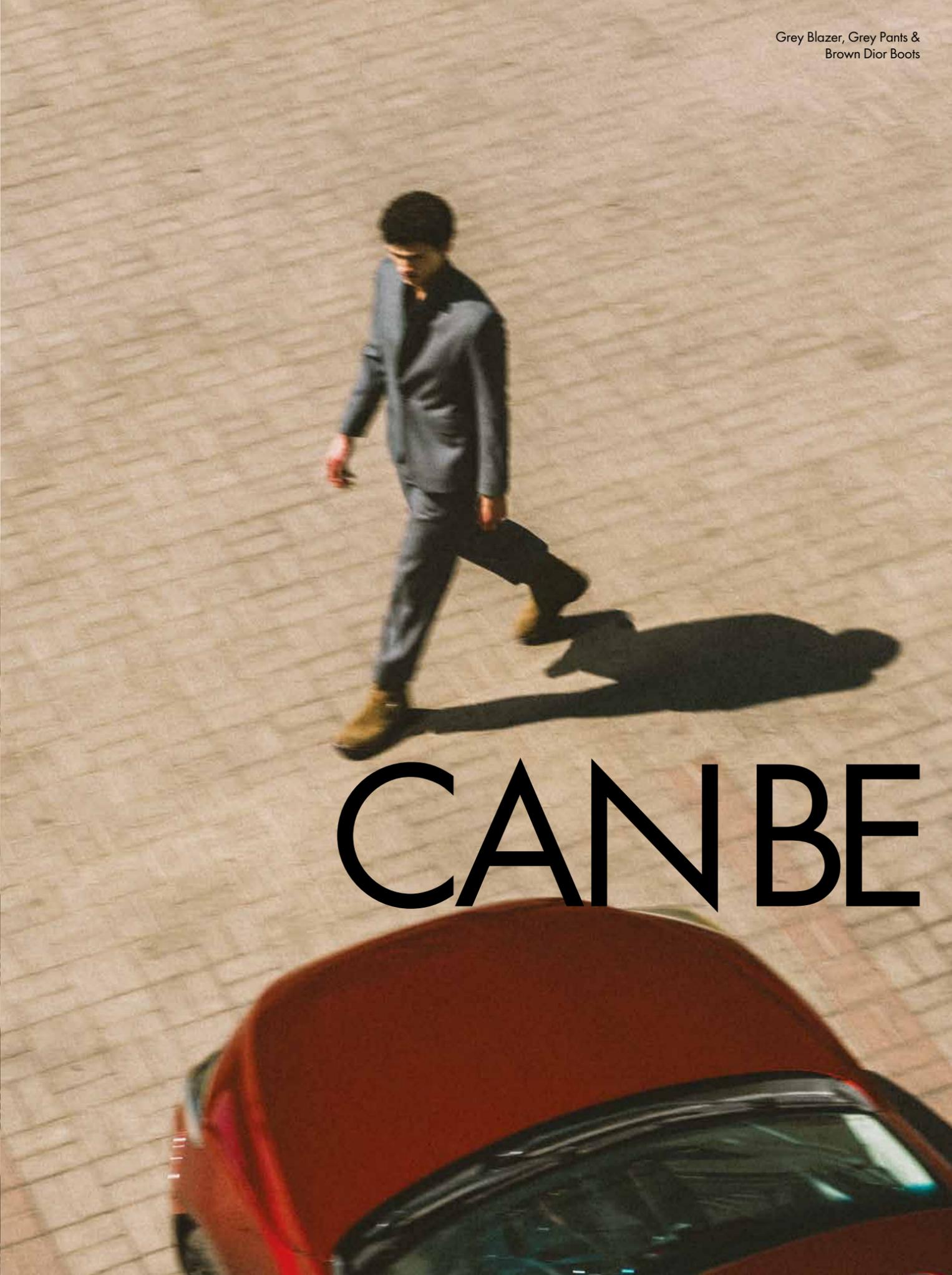
Photographer KIAN KANANI
Stylist & Creative Director AHMAD RASHWAN

White and Blue Jersey

AS



Grey Blazer, Grey Pants & Brown Dior Boots



CAN BE

White and Blue Jersey, Beige Jacket, Beige Shorts, Blue Socks, Brown Saddle Bag & Brown Dior Boots



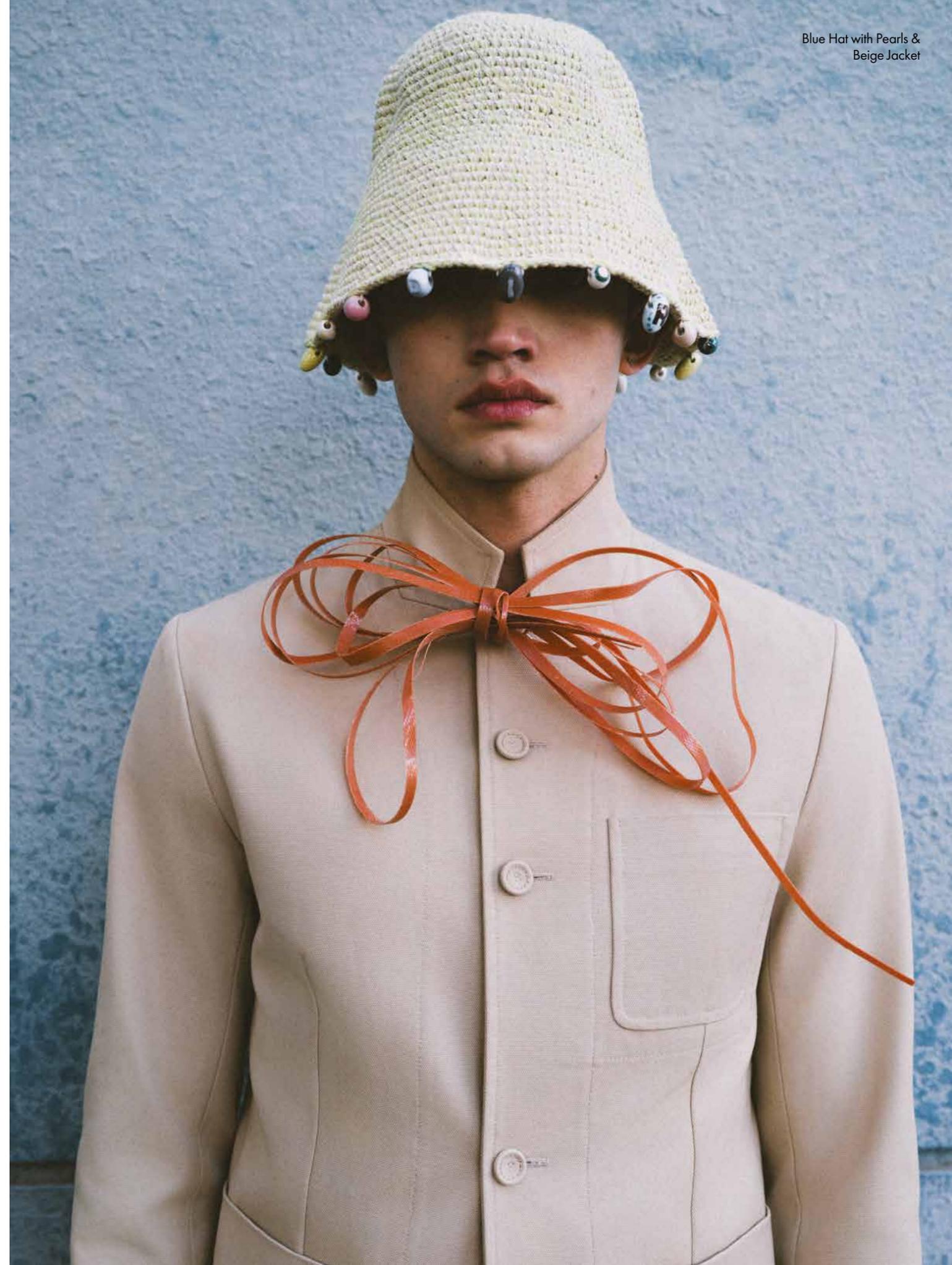
Beige Coat, Blue Jacket, Blue Shorts, Blue Socks & Brown Dior Boots



Blue Hat with Pearls, Off-White Sleeveless Knitwear, Brown Pants & Brown Dior Boots



Blue Hat with Pearls & Beige Jacket



Blue Hat with Pearls, Blue Top,
White Jacket, Blue Jacket, Blue
Shorts, Brown Saddle Bag &
Brown Dior Boots



PHOTOGRAPHER: KIAN KANANI, STYLIST & CREATIVE DIRECTOR: AHMAD RASHWAN, FASHION ASSISTANT: ESMAT AL KURDI, GROOMING: KAVYA RAJ POMEI, VIDEOGRAPHER: BASSEM EL DABOUR, MODEL: YAROSLAV @ MOTIONMODELS



Blue Hat with Pearls, Beige
Jacket, Beige Shorts, White Socks
& Dior "B35 Nxxx" Sneakers

Suit, Lanvin
Shoes, Fratelli Rossetti
Necklace in gold with
diamonds, Messika

Photographer FRÉDÉRIC MONCEAU
Creative director & stylist FAROUK CHEKOUFI

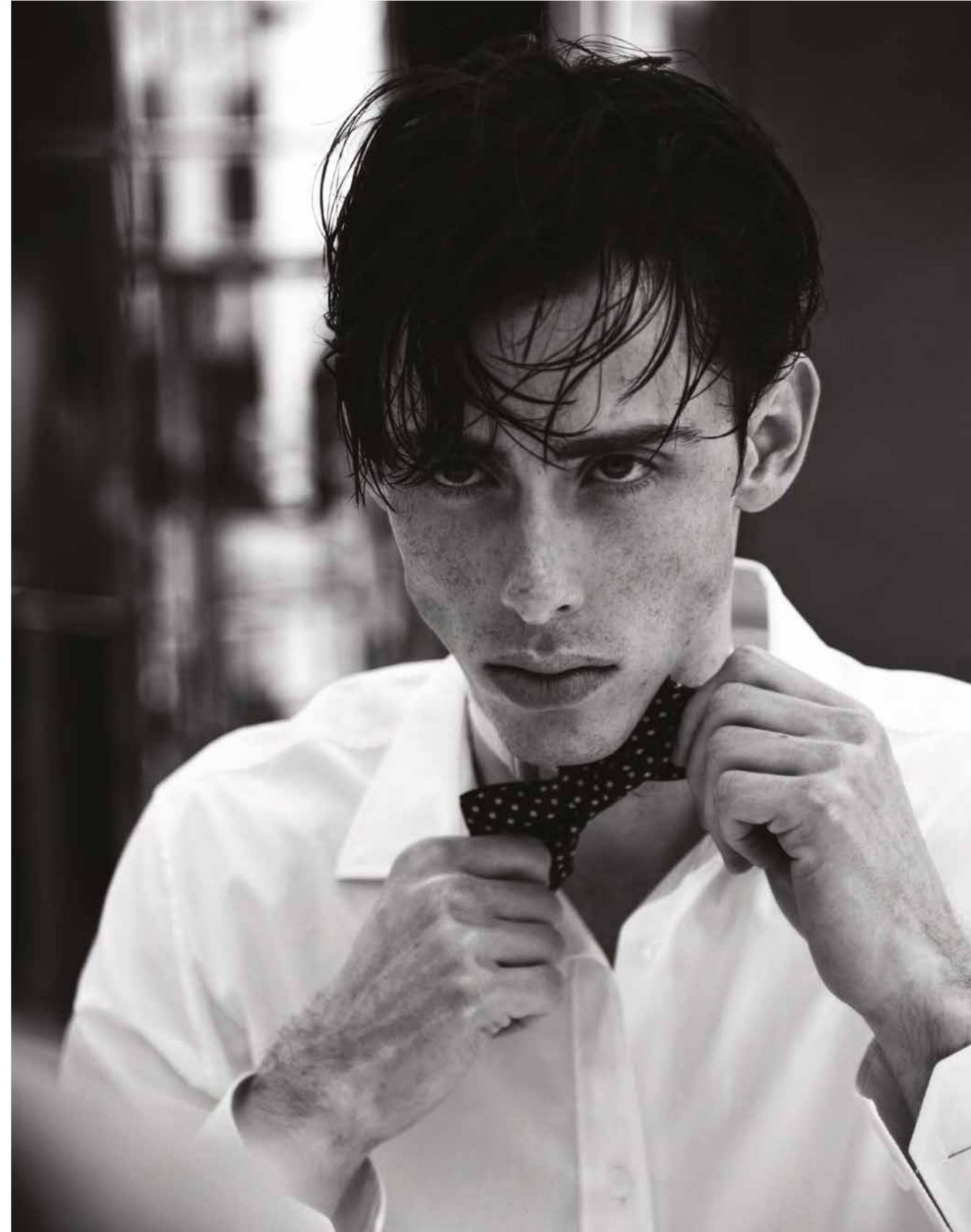
ALMOST READY

THE SEASON'S NEW PIECES BECKON TO BE PLAYED WITH EVEN
IF IT MEANS GETTING DRESSED UP WITH NOWHERE TO GO



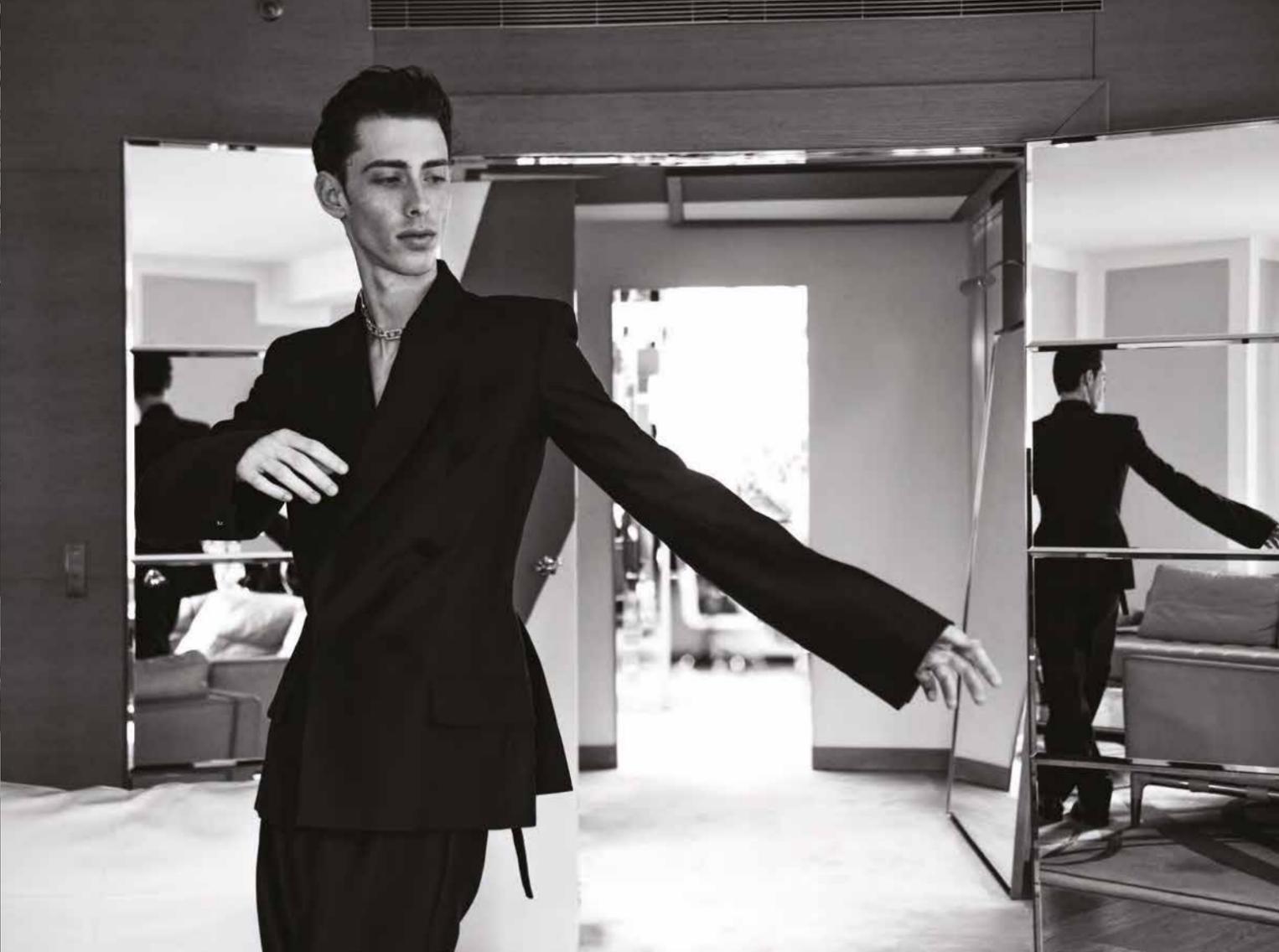
Suit & Shirt, George Hobeika; Chain in gold with diamonds, Messika; Sunglasses, Linda Farrow

Shirt & Bow Tie, Celine By Hedi Slimane





Suit, Shirt & Hat,
All Celine By Hedi Slimane



Suit, Lanvin; Shoes, Fratelli Rossetti
Necklace in gold with diamonds, Messika

Jacket & Shirt, Marc-Antoine Barrois; Chain in gold with diamonds, Messika



Jacket, Shirt & Trousers, All Tod's







Suit & Shirt, Ungaro; Bag, T.J. Holdman; Shoes, Manolo Blahnik



Jacket, Shirt, Trousers, Tie & Shoes, All Dior Homme



Jacket, Shirt & Trousers, All Dior Homme

Suit & Shirt, Ungaro
Ring in gold with diamonds, Messika
Sunglasses, Linda Farrow
Hat, Maison Virginie Paris





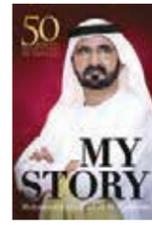
Cape, Trousers, Shirt & Bow Tie, All Marc Antoine Barrals
Rings in gold with diamonds, Messika
Shoes, Manolo Blahnik

PHOTOGRAPHER: FREDERIC MONCEAU; CREATIVE DIRECTOR & STYLIST: FAROUK CHEKOUFI; MODEL: RODRIGUE DUBARD @ M MANAGEMENT; HAIR: RICHARD BIANDEL @ B AGENCY USING @CARTAPARIS; MAKEUP: KHADIDIA BRAHIMI USING GIVENCHY BEAUTY; MANICURE: INES OKACI; STYLIST ASSISTANT: CANNELLE GODRAN; PRODUCTION: FCP PARIS & GRAFF; LOCATION: LE ROYAL MONCEAU, 8AFFLES PARIS 37 AVENUE HOUCHE, 75008 PARIS, FRANCE



TRAVEL ESCAPE

"Paris. It's a city that perfectly blends culture, fashion and history. Whether it's for work or leisure, there's always something inspiring about being there – especially when I get to attend exclusive fashion events or connect with creative minds."



FAVORITE BOOK

"I appreciate books that challenge conventional thinking and offer a new lens on leadership, creativity or history. One book I really like is by HH Sheikh Mohammed bin Rashid Al Maktoum – it's filled with vision, wisdom, and inspiration for leadership and progress."



FAVORITE HANGOUT

"Spending quality time in a low-key setting with close friends, brainstorming ideas. These are the moments where some of the best concepts and projects take shape."



FAVORITE PODCAST

"I enjoy listening to podcasts that dive into business, media and culture. Something that offers fresh perspectives and insightful conversations, keeping me informed and inspired."

UNSPASH © ALPHACOLOR, MARVIN MEYER, J WILLIAMS, BASTIEN



SNAPSHOTS

ABED AL RAHMAN NAAMANI

THE VISIONARY FOUNDER OF MAGLEBANON COMBINES PASSION FOR MEDIA AND CULTURE WITH A DRIVE FOR INNOVATION, CREATIVITY AND SUCCESS. HERE, HE SHARES HIS DAILY LIFE, INSPIRATIONS AND FUTURE PROJECTS.



CURRENT DOINGS

"I have several projects in the works, one of which is launching a jewelry item in collaboration with a renowned jeweler in London. It's an exciting venture that brings together craftsmanship, creativity and storytelling."

QUOTE TO LIVE BY "Success is not final, failure is not fatal: it is the courage to continue that counts," – Winston Churchill. I'd also add: Always be yourself and never let the outside world change you. Staying true to who you are is the foundation of any success."



GO-TO UNIFORM

"My style is classic yet effortless – tailored pieces, a statement item and always something that reflects my personality."



DAILY GRIND

"My days are always dynamic, balancing between running my work, engaging with cultural and entertainment events and keeping up with the latest happenings in Lebanon and beyond. Mornings usually start with coffee and catching up on news, followed by meetings, content planning and collaborations. Evenings are often dedicated to events, networking or simply enjoying quality time with friends and family."



CHILL & UNWIND

"Listening to music, spending quality time with myself and sometimes diving into research. These moments help me reset and gain fresh perspectives."

ELLE ARABIA MONTBLANC

Arabia

ON OUR RADAR... Montblanc elevates its Iced Sea collection with a new 38mm case size, vibrant glacier-patterned dials, and advanced O₂ Oxygen technology, offering both style and durability for discerning watch enthusiasts.

Watches



OF THE HOUR...

THE EPITOME OF EXCEPTIONAL CRAFTSMANSHIP AND DESIGN, THESE ARE THE WATCH-WORTHY TIMEPIECES THAT CAUGHT OUR EYE THIS SEASON

THE FUTURE OF TIME



FROM ADRENALINE-PUMPING SPEED TO JAW-DROPPING MECHANICAL WIZARDRY, LVMH WATCH WEEK 2025 WAS ALL ABOUT TIMEPIECES THAT PUSH THE LIMITS OF DESIGN AND REDEFINE WHAT LUXURY CAN BE. THESE WERE THE WATCHES THAT STOOD OUT...



HUBLLOT

Reinventing the mechanical masterpiece with the Big Bang MECA-10

Since Hublot first introduced the Big Bang MECA-10 in 2016, it's been a watch that boldly strays from tradition. Now, after nearly a decade of pushing boundaries, Hublot is back with a fresh spin. The Big Bang MECA-10 42mm brings the same mind-bending mechanics, but in a more compact, visually captivating package – available in King Gold, Titanium, and Frosted Carbon. The design feels like the mechanical future meets the avant-garde, and it's hard to take your eyes off it.

What makes this watch so special? It's all about the movement – or rather, how it turns the concept of movement on its head. The MECA-10 doesn't just tell time; it reveals time. With no traditional dial, the watch is built around an exposed, skeletonized design that's like a three-dimensional blueprint of watchmaking genius. It's an intricate dance of gears, springs, and rotating mechanisms that lay bare the normally hidden complexities of mechanical engineering. Inspired by Meccano-type construction systems, every layer, every bridge, every piece is a testament to the creativity and craft that went

into bringing this movement to life.

The improved manual-winding calibre is housed in a case that remains true to the original's signature "Big Bang" proportions, but with a refined twist – ergonomically sized at 42mm, it's got an edge without losing the boldness you'd expect from Hublot. The movement, decorated with satin-brushed bridges and hand-polished bevels, is now powered by two mainspring barrels delivering a 10-day power reserve. But the real showstopper? The power reserve indicator, which uses a rare "crémaillère" rack system for a digital readout, bringing a whole new level of precision and innovation to the table.

Hublot's genius is in the details. Whether it's the Frosted Carbon case that's completely unique with its organic, snowflake-like texture or the ability to swap straps on the fly thanks to the "One Click" system, this is a watch that keeps you coming back for more. It's a mechanical marvel wrapped in a case that's as innovative as the movement inside.

ZENITH

Two remarkable iterations of its iconic timekeepers unveiled



THE DEFY SKYLINE CHRONOGRAPH SKELETON, A MASTERPIECE IN MOTION

Zenith just took the Defy Skyline Chronograph to the next level with a jaw-dropping skeletonized design that lets you peek inside the masterpiece. Imagine watching precision in motion: the El Primero 3600 movement laid bare, revealing every intricate detail of its legendary high-frequency chronograph. This watch doesn't just tell time – it shows time, with each second unfolding before your eyes. Crafted from steel and packing a striking 42mm octagonal case, the Defy Skyline Skeleton brings futuristic design to life with a bold geometric structure. The openworked dial showcases the signature "double Z" design of the '60s, with three contrast-filled subdials and applied baton markers to maintain perfect legibility. Its 12-faceted bezel and dynamic pushers elevate its sharp look, while the alternating brushed and polished surfaces ensure it catches the light with every movement. Powered by the El Primero 3600SK, this chronograph displays time with precision down to 1/10th of a second, and with a power reserve of 60 hours, it's as tough as it is beautiful. Plus, with its interchangeable strap system, this watch can easily switch up its style to match any mood. Performance, design and craftsmanship – Zenith's skeletonized Defy Skyline has it all.

RAINBOW ROYALTY: THE CHRONOMASTER SPORT SHINES WITH A SPLASH OF COLOR

Zenith's Chronomaster Sport just got a major upgrade – think high-octane performance meets absolute luxury. Crafted in 18k white gold, this version is a kaleidoscope of color, crowned with a "Rainbow" bezel featuring 50 baguette-cut gemstones, including sapphires and diamonds, all painstakingly set for a jaw-dropping finish. It's not just about the sparkle, though – underneath the dazzling sapphire crystal, you'll find Zenith's iconic El Primero 3600 movement, powering the chronograph to 1/10th of a second precision, with the second hand completing a full rotation every 10 seconds. The vibrant dial with its signature tricolor counters and rainbow bezel pops against the deep black backdrop, while Super Luminova hands keep things readable in low light. Finished with a white gold bracelet, this timepiece is a statement that screams precision, style, and unrivaled craftsmanship. Get yours at Zenith boutiques worldwide – this watch is ready to shine, are you?



TAG HEUER

Adrenaline-packed precision for your wrist courtesy of the Formula 1 Chronograph

If the roar of a Formula 1 engine gets your heart racing, then TAG Heuer's new Formula 1 Chronograph is going to make it beat even faster. This isn't just a watch; it's a high-octane celebration of speed, precision, and style that takes the legacy of TAG Heuer's racing heritage to a whole new level. With its latest collection, including a special collaboration with Oracle Red Bull Racing, TAG Heuer has created a watch that doesn't just tell the time – it channels the very spirit of motorsport.

The new Formula 1 Chronograph doesn't just look the part; it's built for the adrenaline junkie. The case design is inspired by the aerodynamics of an F1 car, and it's packed with details that scream performance. The micro-perforated bezel mimics the look of brake discs on the fastest machines in the world, while the dynamic rubber strap keeps things comfortable, no matter how fast you're moving – whether that's on the racetrack or in the city.

But it's not just about looks. The ergonomics have been carefully crafted to ensure a sleek, lightweight feel on the wrist, so you can wear it day or night. With striking color contrasts that evoke the excitement of a night race, from bold red accents to lime green details, these watches bring serious attitude to the table. The skeletonized hands and tachymeter bezel draw from F1's precision engineering, making this watch as sharp as the track itself.

Whether you're a motorsport fan or just someone who likes to stand out, the TAG Heuer Formula 1 Chronograph is the ultimate way to wear the thrill of the race.



Left: Ayrton Senna Brazilian motorsports racing driver; Right: Jack Heuer and team

A LEGACY REKINDLED

TAG Heuer returns as official timekeeper for Formula 1

Get ready, motorsport fans! Formula 1 is turning 75, and TAG Heuer is back in the driver's seat as the Official Timekeeper for the sport. This is no ordinary partnership. It's a legacy, a reinvention, and an exhilarating revival of a bond that's been fueling the fast lane for over seven decades. TAG Heuer isn't just about precision; it's about performance, luxury and a pure, unadulterated passion for speed.

Let's rewind a little bit. TAG Heuer's history with Formula 1 goes way back. In 1969, the Swiss watchmaker became the first luxury brand to slap its logo on a Formula 1 car. This wasn't just a logo – it was a declaration that precision timing, cutting-edge engineering, and high-performance watches were the perfect match. But TAG Heuer didn't stop there. In 1971, they went a step further and became the first to sponsor a team, revolutionizing the whole game. By 1986, TAG Heuer launched the Formula 1 watch, a bold move that blended high-tech design with racing heritage, and the rest, as they say, is history.

Fast forward to today, and TAG Heuer's influence in Formula 1 is undeniable. With 239 wins, 613 podium finishes, and 11 Constructors' Championships under its belt, this isn't just a partnership; it's a legacy that has been stamped on the hearts of fans and racers alike. From

the iconic 1960s sponsorship with Jo Siffert – Formula 1's first-ever driver endorsement deal – to Ayrton Senna wearing a TAG Heuer on his wrist as he claimed his three World Championships, the brand has always been about precision, style, and unrelenting drive.

And the story doesn't end there. TAG Heuer's recent collaboration with Oracle Red Bull Racing has seen the team secure four World Drivers' Championships, thanks to Max Verstappen's record-breaking performances. The iconic TAG Heuer logo now dominates the track once again, ensuring that the pulse of Formula 1 is always in sync with the best in the business. What makes this partnership so electric? Well, it's more than just about a logo and a stopwatch. It's about TAG Heuer's innovative spirit, pushing boundaries in every aspect of racing. From the launch of the Le Mans Centigraph with Ferrari in the 1970s to today's cutting-edge timekeeping technology, TAG Heuer has always been at the forefront. They've provided the most accurate timing systems in the sport – teams like McLaren, Ferrari, and Red Bull race to glory.

In the words of Antoine Pin, CEO of TAG Heuer, "In a sport defined by mental resilience, physical strength, strategy, innovation, and performance, it is only natural for TAG Heuer to be at the very heart of Formula 1 as Official Timekeeper." And with Formula 1's ever-growing global fanbase, it's clear this partnership is revving up for a spectacular new chapter.



Monaco Chronograph
Watch, Tag Heuer



TIME LEAVES FOOTPRINTS

IN A WORLD OF EVER-EVOLVING DESIGN & TECHNOLOGY, THE MODERN
WRISTWATCH MUST MAKE A LASTING IMPRESSION

Chronograph Watch, Tudor



Photographer PICA; Stylist XIAOYU



Escale Watch, Louis Vuitton



Royal Oak Offshore Chronograph Watch, Audemars Piguet



Chiffre Rouge Watch, Dior



Big Bang Unico, Hublot



Santos De Cartier Watch, Cartier

PHOTOGRAPHER: PICA, STYLIST: XIAOYU, EDITING: ZHONG TIANYANG



Bvlgari Aluminium GMT x Fender® Watch, Bvlgari

The Bold Collaboration
Between Bvlgari and MB&F

REIMAGINING
SERPENTI

They may come from worlds apart, but MB&F and Bvlgari's unexpected connection has led to one-of-a-kind creations that push the boundaries of horological conventions. By fusing two distinct yet complementary DNAs and legacies, they've once again united for an extraordinary collaboration – reimagining Bvlgari's iconic Serpenti into a stunning new design powered by an MB&F caliber. In this exclusive interview, Fabrizio Buonamassa (Bvlgari Creation Executive Director) and Maximilian Büsser (Owner and Creative Director of MB&F) dive into the bold reinvention of this timeless timepiece, exploring the intersection of creativity, craftsmanship, and groundbreaking innovation.

The Serpenti is one of Bvlgari's most iconic creations. How did you approach reinterpreting such a historic design into a highly mechanical horological machine?

Maximilian Büsser: The idea and story began earlier, as we had already collaborated before,

with Fabrizio incorporating jewelry into our FlyingT. We launched this collaboration in 2020 here in Dubai, and when we presented it, the press was amazed by the product. They immediately started asking when we would do something like this again. A couple of months later, we discussed it over WhatsApp.

Fabrizio Buonamassa: It was my idea to create a Serpenti that didn't exist before, while playing with the signature elements of both MB&F and Bvlgari. If you look at the product, the large eyes are more representative of Bvlgari, while the rear part is more MB&F. But at MB&F, you always have the big balance wheel, the striking bridges, and the shapes that are part of its DNA. When you look at the shape, it's the Serpenti turned upside down. However, it wasn't easy to shift this part, and we decided to turn the head.

Maximilian Büsser: From the first sketch to where we are today, there's been a process of months and months of what we would like to see and then of course technical constraints,



which draws more innovation and ideas. I always try to see what can be done in a better manner to turn them into opportunities.

The Bvlgari x MB&F Serpenti case design is incredibly complex, requiring hundreds of sketches and multiple 3D-printed models.

What were the biggest creative and technical challenges you faced in achieving the perfect balance between form, function, and heritage?

MB: One of the many reasons I love working with Fabrizio – apart from the fact that he's the nicest person in this industry – is that he truly knows his craft. He's been creating watches for over two decades, and even when he hits walls, he sits down with the engineers to learn what's possible and what's not. But he doesn't stop there; he loves to push himself further. We have an incredible team that sees difficulties as opportunities. Their mindsets are expansive, and this is what helps us grow and makes us proud of what we've achieved today. After 20 years, I'm definitely not the

same person I was when I started. I still have the same dreams, but I haven't become bitter. Instead, these challenges have made me more serene and happier. Fabrizio and I are almost the same in this respect – we're also nearly the same age.

FB: When I met some internal clients at the high-jeweler atelier in Rome, I asked them what they found most difficult. They told me that working with gems or playing with the shapes of the watches is especially challenging. To be honest, they sometimes hate me for this, because I'm someone who loves to push the boundaries. If we don't, we'll just end up making the same thing over and over, and that gets boring. When we create a regular watch in our department, within the first five minutes, everyone is excited and thinks it's a great idea. But by the next day, it's usually in the trash because it doesn't feel like Bvlgari. We aim to push those boundaries and

“ONE OF THE MANY REASONS I LOVE WORKING WITH FABRIZIO, APART FROM THE FACT THAT HE'S THE NICEST PERSON IN THIS INDUSTRY, IS THAT HE TRULY KNOWS HIS CRAFT”

Maximilian Büsser

turn them into opportunities to create something new and unique.

The watch's construction is a machining nightmare, with intricate curves and five sapphire crystals, including the snake's eyes. How did Bvlgari and MB&F's respective expertise come together to overcome the challenges of engineering and manufacturing this unique piece?

FB: It's made of three pieces from three different materials because one wasn't challenging enough for the MB&F team to tackle! We decided to work with steel, blue titanium, rose gold, and green. I think even the rose gold is beautiful, and creating its case was a complex process. For the design of the cases for the three watches, we had a bold idea to give them a touch of the MB&F movement. It was after this movement that I began sketching the designs.

MB: I've been creating horological machines for 20 years, including 3D sculptures. When you create a round watch, there are four variables: the case, the bezel, the crown, and the lugs. For 120 years, everyone has been working with just these four elements. But when you create something like this product, there are hundreds of variables. Every curve the engineers adjust alters the entire watch, so we made dozens of 3D prints to reach a final decision. We examined it from every angle imaginable! What's also interesting is that women's watches are traditionally smaller than men's watches, but this is an exception. Serpenti started as a women's watch, and now this machine is here to surprise. There was no intention of creating a men's watch; we simply wanted to make an extraordinary 3D machine based on Serpenti.

So, should Maximilian expect another WhatsApp from Fabrizio soon?

MB: We never really planned the first collaboration either. It's funny, though, because you made me think of a quote by George Shaw: 'Reasonable men adapt to the world; unreasonable men want the world to adapt to them. Hence, all human progress comes from unreasonable men.' And that's exactly what we did – we created something that nobody wanted or expected. It's by doing things like this that you can change the world.

FB: Yes, exactly what Max just said – these interesting things just happen. Sometimes, we can't plan anything. We start with the same goal in mind, but if you have an idea and simply follow it, it can lead to wonders like this amazing product.

Watch, Cartier Haute Horlogerie
Jacket & Scarf, Ungaro

Watch, Vacheron Constantin Haute Horlogerie
Shirt & Trousers, Lanvin

Photographer JUSTINO ESTEVES
Stylist & Set Designer FAROUK CHEKOUFI

THE ICON

SLEEK, CHIC AND WILL STAND THE TEST OF TIME —



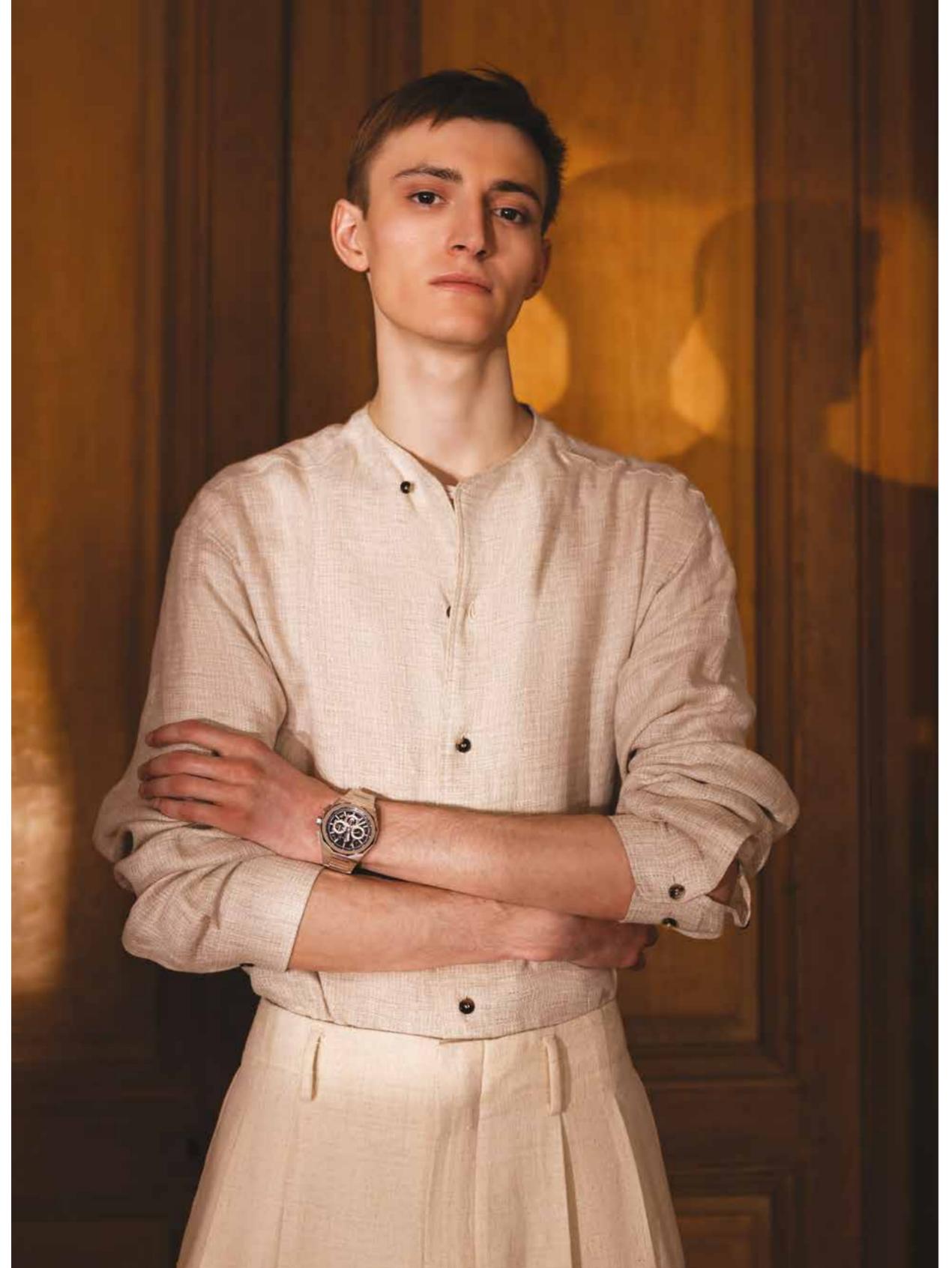
WATCH

THAT'S ALL WHAT THE MODERN MAN REALLY WANTS FROM A TIMEPIECE

Watch, Boucheron Haute Horlogerie
Cape, Shirt & Trousers, Marc-Antoine Barrois



Watch, Zenith Haute Horlogerie
Shirt, Short, Socks & Shoes, Loro Piana

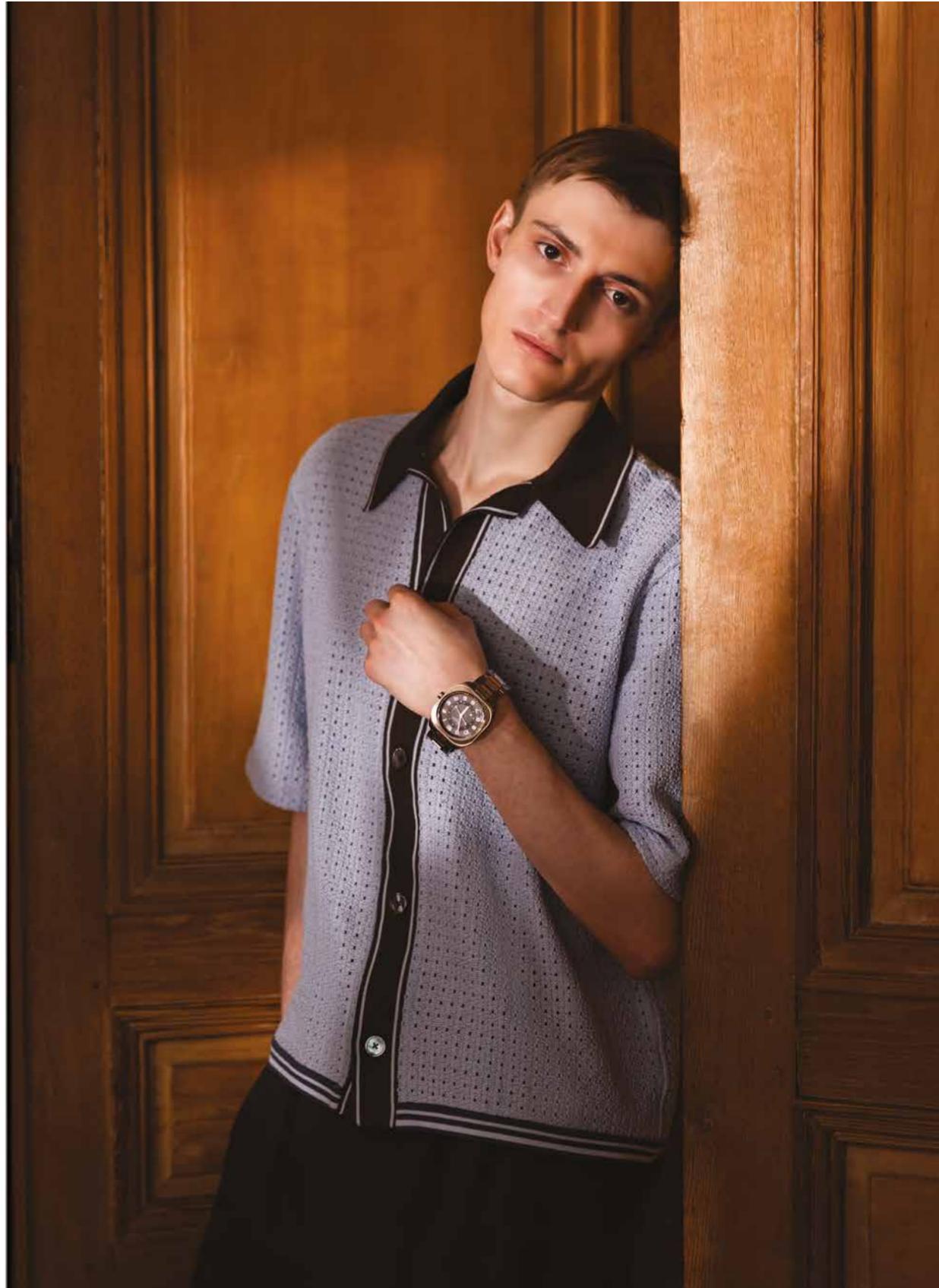


Watch, Chopard Haute Horlogerie
Jacket & Trousers, Zadig & Voltaire
Sunglasses, Linda Farrow



Watch, Hermès Haute Horlogerie
Vest, Hermès





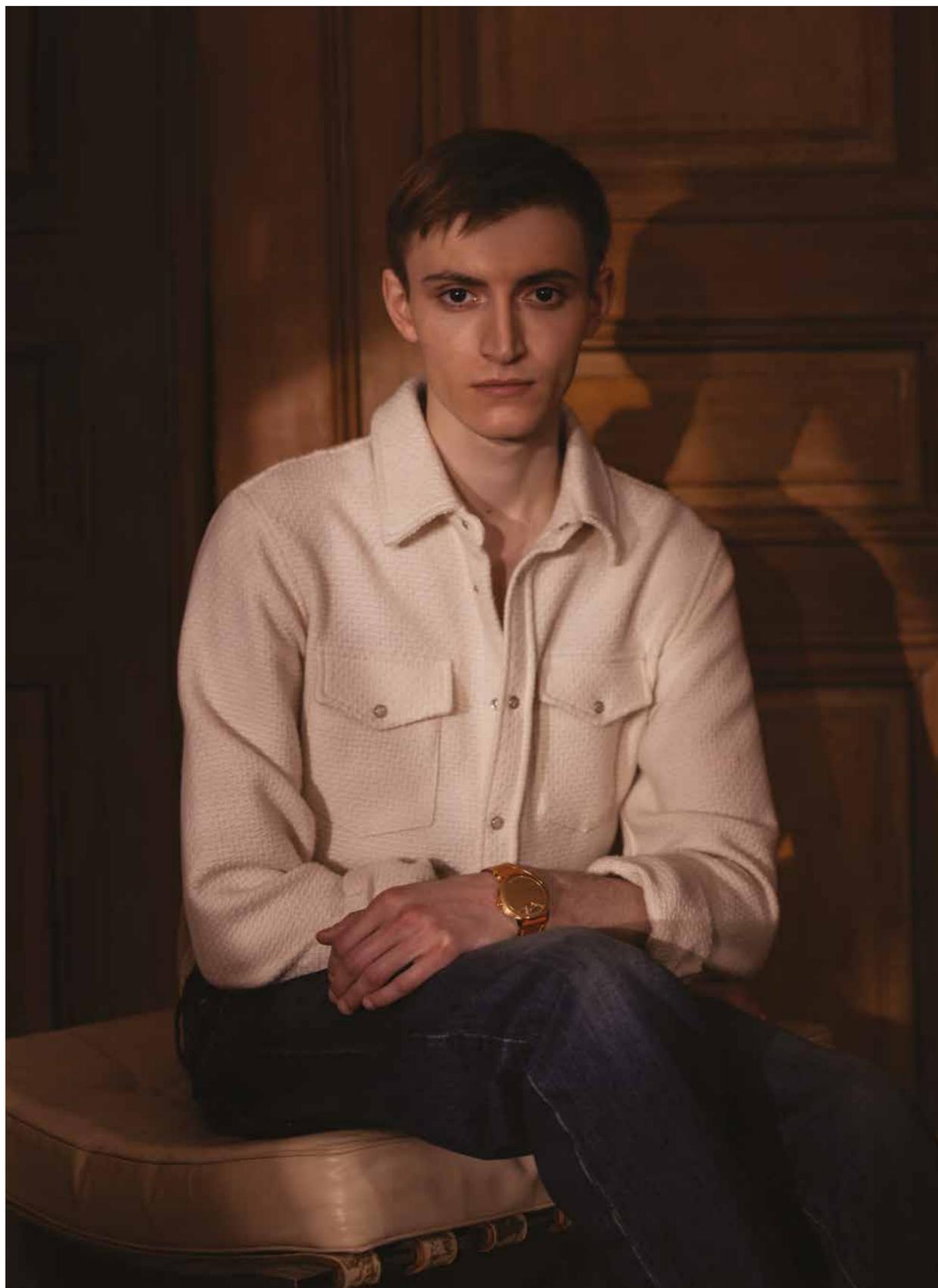
Watch, Louis Vuitton Haute Horlogerie
Shirt, God's True Cashmere
Trousers, Atelier Tuffery



Watch, Chopard Haute Horlogerie
Jacket, Lanvin
Sunglasses, Linda Farrow



Watch, Louis Vuitton Haute Horlogerie
Shirt, God's True Cashmere
Trousers, Mother



PHOTOGRAPHER: JUSTINO ESTEVES; CREATIVE DIRECTOR & STYLIST: FAROUK CHEKOUFI; MODEL: CLEMENT BRUYERE @MMANAGEMENT; AGENT PHOTOGRAPHER: FRED PRACA;
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Watch, Cartier Haute Horlogerie
Jacket & Trousers, Zadig & Voltaire
Sunglasses, Canada Goose



J12 Bleu Sapphires Watch in Matte Blue
Highly Resistant Ceramic and Steel with
Black Coating, and Blue Sapphire Bezel,
Chanel Haute Horlogerie

TICK TOCK

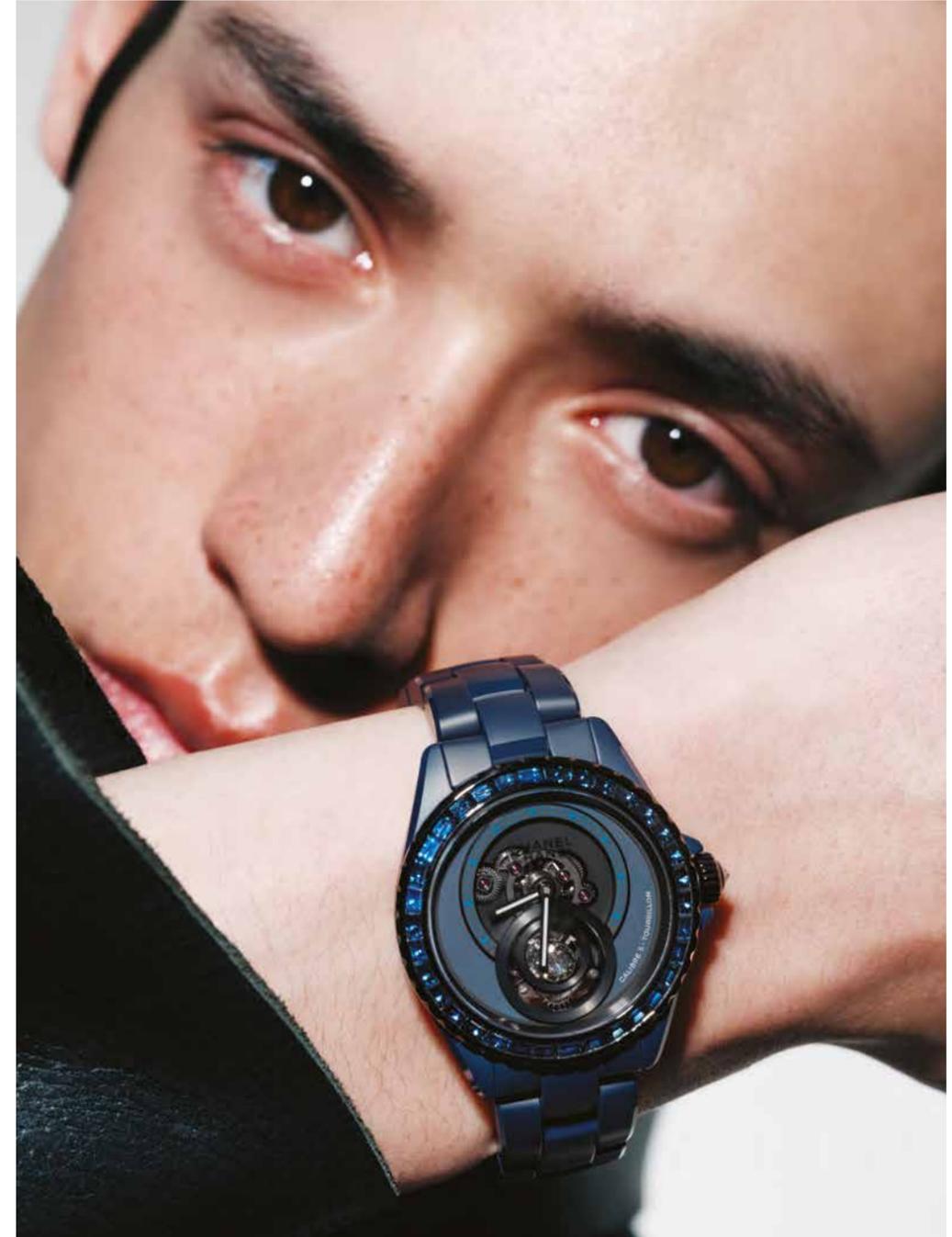
Photographer & Creative Director VIVIENNE BALLA

CLEAN, MODERN
AND ELEGANTLY
COOL, CHANEL'S
TIMEPIECES
MAKE FOR
A SOUND
INVESTMENT

Stylist JILL GATTEGNO



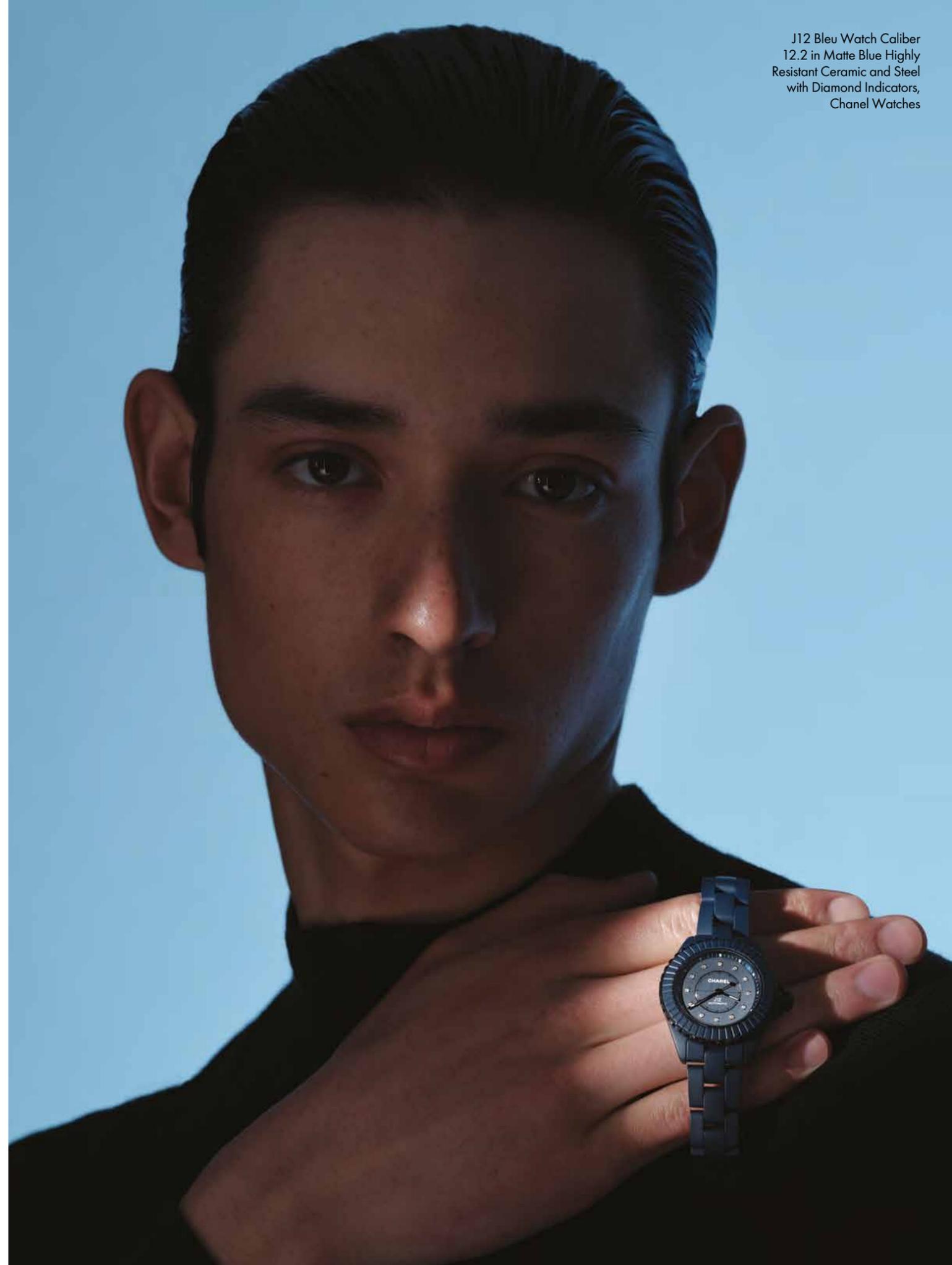
J12 Bleu Watch
Caliber 12.1 in Matte
Blue Highly Resistant
Ceramic and Steel,
Chanel Watches



J12 Bleu Diamond Tourbillon Watch in Matte Blue Highly Resistant Ceramic and Steel with Black Coating, Sapphire Bezel, and Openwork Dial, Chanel Haute Horlogerie



J12 Bleu Diamond Tourbillon Watch in Matte Blue Highly Resistant Ceramic and Steel with Black Coating, Sapphire Bezel, and Openwork Dial, Chanel Haute Horlogerie



J12 Bleu Watch Caliber 12.2 in Matte Blue Highly Resistant Ceramic and Steel with Diamond Indicators, Chanel Watches

“Perfectly blending form, function, and a masterful shade of blue, the J12 BLEU isn’t just a watch, it’s a celebration of CHANEL’s innovative spirit and legacy of elegance”

INTRODUCING THE J12 BLEU: CHANEL’S EXCLUSIVE NEW LIMITED-EDITION WATCH

Chanel is taking its iconic J12 watch to new heights with the J12 Bleu, a stunning limited edition that marks 25 years of revolutionizing the watch industry. This new release introduces a deep, matte blue ceramic for the first time ever — an exclusive hue developed after five years of meticulous research at the Chanel Watch Manufacture. It’s a color that blends sophistication and power, almost like a blue that’s nearly black, or vice versa, as envisioned by Arnaud Chastaingt, the Director of Chanel’s Watchmaking Creation Studio.

In a first for the J12 collection, blue ceramic takes center stage, reflecting Chanel’s legacy of incorporating blue throughout its fashion, beauty, and jewelry collections. The J12 Bleu’s ceramic is not just about color — it’s a masterclass in craftsmanship. The material is scratchproof, durable and remarkably resistant, elevating this iconic piece into the realm of fine watchmaking.

THE WATCHES: A NEW ERA OF BLUE

The J12 Bleu collection is composed of 9 stunning pieces, some featuring radiant blue sapphires to elevate the matte blue ceramic. Each piece is meticulously designed to play with light, revealing the intricate facets of the material. Among these, the J12 Bleu Caliber 12.1 (38mm) and the J12 Bleu Caliber 12.2 (33mm) are standout creations, combining cutting-edge technology with undeniable elegance.

- J12 Bleu Caliber 12.1 (38mm): With a matte blue ceramic finish, this watch features a blackened bezel adorned with a baguette motif, exuding distinguished elegance. The self-winding Caliber 12.1 movement is chronometer-certified by COSC, with a remarkable 70-hour power reserve.

- J12 Bleu Caliber 12.2 (33mm): This smaller version of the J12 Bleu boasts a 33mm case set with 12 diamond indicators. A sapphire crystal case-back reveals the beautifully crafted oscillating mass — another signature of CHANEL watches. Like its larger counterpart, this piece is chronometer-certified with a 50-hour power reserve.

EXCLUSIVITY AND PRECISION

The J12 Bleu is more than a watch; it’s a statement of luxury, combining the timeless appeal of Chanel with unparalleled technical prowess. Whether you opt for the 38mm or 33mm model, the J12 Bleu invites you to experience a new chapter in Chanel’s watchmaking history. With only a limited number available, these timepieces offer a rare opportunity to own a piece of horological artistry.

Perfectly blending form, function, and a masterful shade of blue, the J12 Bleu isn’t just a watch — it’s a celebration of Chanel’s innovative spirit and legacy of elegance.



J12 Bleu Watch Caliber 12.1 in Matte Blue
Highly Resistant Ceramic and Steel, with
Blue Sapphire Indicators, Chanel Watches



PHOTOGRAPHER & CREATIVE DIRECTOR: VIVENNE BALLA; STYLIST: JILL GATTEGNO; GROOM: CYRIL
LANOIR; MODEL: MAX FAUWAU; LOCATION: DAYLIGHT STUDIO, PARIS

ELLE ARABIA

Grooming

TIMELESS AROMAS.
Blending Eastern
perfumery heritage with
French craftsmanship,
Chopard's new Eau de
Parfum, Leather Malaki,
offers a luxurious tribute
to the rugged yet refined
essence of leather.



**NEW &
NOTEWORTHY...**

SPRING SCENTS TAKE A FRESH TURN THIS
SEASON + ALL THE TIPS & TRICKS FOR TAMING
THAT COOL CURLY MANE



TRIM ON THE GO

When it comes to travel-friendly shavers, the Wahl Professional Peanut Li and the Panasonic Arc 5 are two heavy hitters that deliver top-notch performance without the bulk. The Wahl, now cordless, offers sleek convenience and a compact design while the Arc 5 packs an impressive 14,000 cuts per minute in a palm-sized version – the ultimate tools for touch-ups on the go!

BILLIONAIRE



Radar

HOT NEW PRODUCTS TO ADD TO YOUR GROOMING ARSENAL THIS SEASON

EVERYBODY'S ROCKING...

THE 5 O'CLOCK SHADOW

Clean but cool, smart yet cheeky – the fashion pack have ditched the beard for that barely there, yet there stubble.



RESCUE 101

They say jet lag is tacky and it's true, no one wants to look beat up upon arrival. Tackle that post-plane puffiness with an in-flight skin saver like Summer Fridays' Jet Lag Mask. Packed with hyaluronic acid, it'll beat the bloat and plump up the glow.



IN TRANSIT

Whether work trip or weekend break, a trusty toiletry bag is the only travel companion you need to take with. Size here matters – make sure it's roomy enough to carry all those grooming must-haves – essential or not,

Clockwise From Top Left: Goyard, Etro, Bottega Veneta, Loewe

COOL & COLLECTED

Whether you're on the hunt for a new summer hydrator or have never used a moisturizer before, it's time to level up your skincare game. These top picks will provide long-lasting hydration no matter the heat.



1. Cloudberry Bright Moisture Cream, Glow Recipe
2. Advanced Renewal Moisturizer, Malin + Goetz
3. Day Cream, You're Looking Well
4. Hydrating Gel-Cream, Soho Skin
5. The Hydrator, Espa

UP, UP & AWAY
5 TRAVEL MUST-HAVES TO PACK THIS SUMMER



Hours by the beach can only mean one thing, loading up on a good SPF. With a mix of Shea and Camellia oil, this one will lock in suppleness and moisture for hours. *Super Soin Solaire, Sisley Paris*

Long plane ride? Get that skincare routine going with these hand-luggage-friendly retinol wipes that will fit snugly even in your wallet! *Advanced Retinol + Ferulic, DR. Dennis Gross*



With its intoxicating notes of neroli and Arabian jasmine, this is summer vacation encapsulated in a bottle. *Sundazed, Byredo*

A lot of talking, a lot of laughing – keep those lips nice and hydrated to do that all holiday long. *Lip Balm, Le Labo*



For those moments when it's hot, humid and an immediate refresh is needed – just spritz to your heart's content. *Immediate Moisture Facial Hydrosol, Aesop*

#ELLE TIP
Luxury combs might seem old fashioned, but with their sturdy teeth (wide or narrow) they won't destroy your hair or scalp. Consider upgrading to one and watch it last forever!



DOWN THE MIDDLE

Not to the left, not to the right, but straight down the center – that's how the cool boys are parting their hair this Spring. All you need is a good cut and an even better comb to achieve the look. And the bonus? Parting hair from both sides then tucking it behind the ear will give your face that chiseled Roman look because seriously, who doesn't want to look like an Italian stallion!

ON OUR SHOPPING LISTS



- 1. CELINE
- 2. NUORI
- 3. TORTOISESHELL COMB, DR. HARRIS & CO.
- 4. THE BENJAMIN, OFFICINE UNIVERSELLE
- 5. POCKET COMB, BAXTER OF CALIFORNIA

LAUNCHMETRICS SPOTLIGHT



10 OF THE BEST CONDITIONERS

A good hair day starts just like a well-oiled car – you feed it the good stuff (in this case conditioner not motor oil), and you set it up and all the rest of the products to follow to function properly.



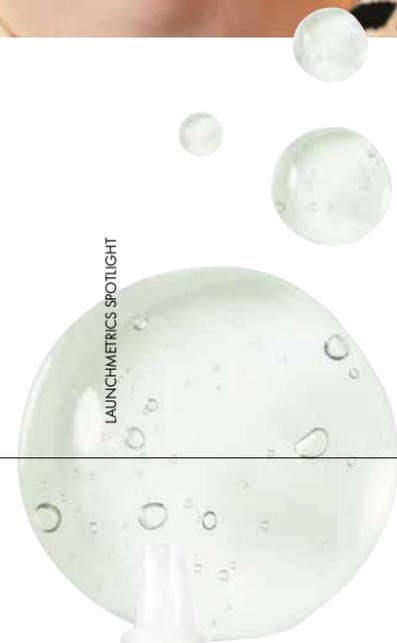
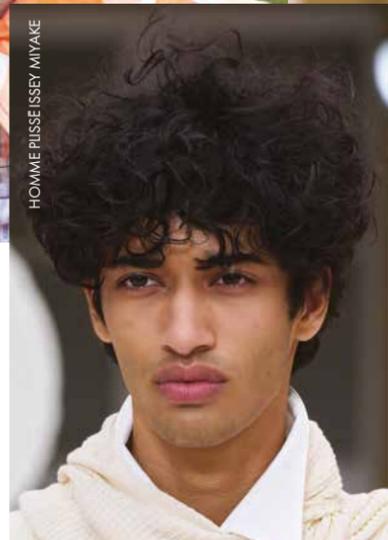
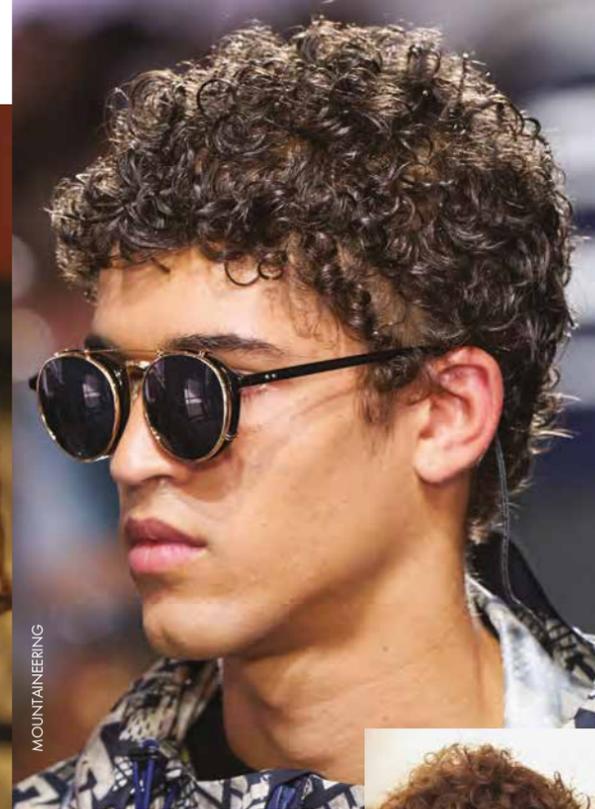
GO ONE STEP FURTHER...
Want an even smoother road to better hair? After conditioning, spritz or pump in a leave-in and work it through your mane using your hands or a comb. Thanks to their no-rinse formulas, the products will sink straight into hair follicles enhancing moisture levels even further, you'll wonder how you ever lived without them!

- 1. ALL DAY EVERYDAY CONDITIONER, ARKIVE HEADCARE
- 2. N°.5 BOND MAINTENANCE® CONDITIONER, OLAPLEX
- 3. CYPRESS CONDITIONER, CORPUS NATURALS
- 4. STIMULATE-ME RINSE, KEVIN.MURPHY
- 5. SMOOTH, MONDAY HAIRCARE
- 6. DEEP CONDITIONER, SHEAMOISTURE MEN
- 7. FULL CONDITIONER, LIVING PROOF
- 8. THE CONDITIONER, NÉCESSAIRE
- 9. THICK FIX CONDITIONER, HIMS
- 10. BEHENTRIMONIUM CHLORIDE 2% CONDITIONER, THE ORDINARY

CURLY COMMUNITY

Ringlets, coils, waves – whatever you prefer to call your curls, make sure they're soft, bouncy and thriving because a curly head of hair is the hottest thing to run one's hands through this season.

How to keep them defined and full of life? Stock that bathroom cabinet with products that will put a spring (or two) into those curls – think bubbly mousses, nourishing oils, and the creamiest of gels for waves that will spill out everywhere.



COIL CARE

Repeat after us – hydration, definition and frizz control, those are the three main ingredients your curly hair product should provide.

1. LUSCIOUS CURL DEFINING CREAM, CHRISTOPHE ROBIN
2. KILLER.CURLS, KEVIN MURPHY
3. KILLER.CURLS, KEVIN MURPHY
4. CURL REACTIVATOR MOISTURIZING HAIR MIST, BUMBLE & BUMBLE
5. DAILY DAMAGE DEFENCE, PHIIP KINGSLEY
6. BOND CURL REHAB HAIR SALVE, CURLSMITH
7. CURL DEFINING CREAM, MOROCCANOIL
8. PALO SANTO CURL MOUSSE, PATTERN
9. CURL CRÈME, OUAI
10. HAIR CREAM, BREAD





THE POWER OF TERRE

Harnessing Earth, Fire, and Energy, all in one fragrance

Drawing inspiration from the primal power of volcanoes, the Director of Olfactive Creation at Hermès Parfums Christine Nagel unveils the making of her most intense Terre d'Hermès yet. From smoky woods to fiery spices, discover how artistry merges nature's raw energy with Hermès' signature elegance in a fragrance that ignites the senses and stirs the soul.

Terre d'Hermès has always been a powerful fragrance, but this new version seems to take things to an entirely different level. Can you share what inspired you to create a more intense, almost elemental interpretation of the scent? Well, first of all, I have to tell you that I love Terre d'Hermès but that I am not its creator – it was designed by another perfumer. However, being able to work on this wonderful formula is tremendous; it's a huge, intense pleasure. Every time I worked on Terre, and this time even more so, the first question I asked myself is, how does the element of Earth inspire you? And this time I thought, I'm quite fascinated by volcanoes. I love this power, this force of lava surging from the earth, and I think that it reveals one's inner strength. So, I thought that was a very interesting idea to work on based on the structure of Terre d'Hermès.

The fragrance seems to capture the very essence of the earth – its strength, its raw energy. How do you translate such abstract concepts like "fire" and "energy" into specific notes and accords? In Terre you have the entrance points and the top

note based on bergamot. I wanted it to be warm rather than burning hot, so we reworked Bergamot together with black pepper. As for the heart note, it's woody and what I really wanted to do was to recreate the sensation of burning wood. In order to do so, I used cedar wood as well as two key materials: roast coffee beans, whereby you get this roast burn sensation, and then natural licorice to give this idea of intense blackness.

How do you go about sourcing ingredients that can evoke these themes while also maintaining the signature elegance that Hermès is known for? I really enjoy describing my materials either via colors or through textures. So, of course, when you're talking about volcanoes, they're all about heat, fusion... Well, with all of these ideas in mind, I had to find different materials which contain those kinds of aspects. You see, when you mix different materials together, you get a third set. This is something I often explain when I have students come to see me. I get them to smell lime, and they'll say, it's fresh, it's almost smells like a cleaning product. Then once they smell the lime, I get them



“FOR THIS NEW CHAPTER OF TERRE D’HERMÈS, I WANTED TO EXPRESS A DIFFERENT FACET OF THE EARTH: THE RAGING HEAT OF AN UNDERGROUND FIRE RISING FORCEFULLY TO THE SURFACE”

to smell cinnamon and they say it smells like cakes, it’s spicy. Then once I’ve done that, they take both smell strips and they mix them up in front of their noses. They smell them at the same time, and once they’ve got them mixed up, the scent that comes out is Coca Cola. And this is just to explain to them that it’s the same work that a painter does; when he mixes blue and red, he gets purple, and this is exactly the purple that he’s after. So when I mix ingredients together, I see textures. And here, I was looking for this particular

warmth to capture this aspect of fusion. Black pepper, roast coffee and licorice combined with cedarwood resulted in this particular sensation. **There’s something very primal about the imagery in this new fragrance – raw, fiery, and intense. How do you see fragrance as a medium for expressing deep, elemental emotions or experiences that go beyond just scent?** That’s the only thing I know how to do. I don’t know how to draw. I can’t sing very well. So my only mean of expression is scent. And through

THE NOTES

Terre d’Hermès eau de parfum intense is a deep, woody fragrance that combines fiery bergamot with burning wood and the mineral notes of intense lava stone.

THE OBJECT

Designed by Philippe Mouquet, the bottle features a molten appearance with its reddish-brown lacquered surface, which extends to the base adorned with the signature H. The matte black metal cap evokes the texture of lava stone.

THE ETHICS

The 50 ml and 100 ml bottles are designed for refilling with the 200 ml refill, sold separately, emphasizing sustainability and longevity. Crafted from glass and aluminum, both high-quality materials are largely recyclable.

experience, through years of exerting my profession, I’m feeling freer and freer to do things. And you’re right, there’s something in this fragrance which is primal, primitive, yet extremely sophisticated and I like binding the two. Now, maybe that’s because I’m lucky enough to be working with materials which themselves have a very assertive personality. **So how do you balance the technical aspects of crafting a fragrance with the more artistic or emotional elements?** I would say that the structure of Terre makes everything easy. Naturally powerful, naturally potent and if you want to play with that, you have to come up with fairly powerful partners – partners that are equally strong in personality. **Terre d’Hermès has evolved over the years, but it’s still rooted in its original concept. How do you approach the challenge of staying true to a fragrance’s DNA while also pushing it forward?** In perfume design, when a perfume formula is really beautiful and intense, it is easy to deconstruct the fragrance and remove things, so that when you reach the very heart, you still smell the fragrance. The first thing I did with that was to undress it and I came to realize that with 10 raw materials, I had the composition of Terre. Once you have this heart note, which is so easy to identify, all you need to do is lay with it.



I wake up at... 9am. Even though I create self-care content full time, I try to maintain healthy working hours. **The first thing that passes my lips is...** A double shot of coffee with Marine Collagen Powder by Vital Proteins. It’s such an easy way to incorporate collagen into my daily routine. **The last thing that passes my lips is...** The Retinol Volume Lip Serum by Primera, an anti-aging product that helps maintain lip volume. **My morning routine...** My non-negotiables are the DRx SpectraLite FaceWare Pro LED Face Mask by Dr. Dennis Gross and a good sunscreen. Lately, I’ve been reaching for the Age Defense Sunscreen by Shiseido. It’s super lightweight, invisible and uses a unique technology that transforms UV light into skin-benefiting effects. **My exercise routine...** Running and swimming. Gyms just aren’t for me.

My worst grooming habit is... Overusing pore strips. I love how they pull peach fuzz off my nose, but I often end up damaging my skin barrier in that area. **The last grooming item I bought...** Medicube Age-R Booster Pro. It’s a multipurpose device that uses short electrical pulses to temporarily open up the skin’s cells, allowing skincare to penetrate deeper. It leaves my skin super glowy!

The last product I finished... Chemistry Deodorant by Kosas. It’s a BO-fighting treatment that tackles odor-causing bacteria. It’s not an antiperspirant, so I still sweat, but there’s no bad odor. **For hair maintenance, I swear by...** To The Root Serum by Arey. It contains peptides that help slow down the progression of grey hair. **My bathroom cabinet is always filled with...** Skincare, of course. I don’t really have a fixed routine; I switch things up based on how my skin feels and what I’m testing for content. **My biggest grooming indulgence...** Taking time to layer hydrating serums at night and massaging my face to support lymphatic drainage. It’s a ritual at this point.

THE GROOMING DIARIES
JOEWSEF MAALOUF

The Arab region’s first Arab skinfluencer and founder of SkinFits talks grooming non-negotiables and the skincare products he can’t live without

The fragrance I’m loving right now... Fleur de Peau by Diptyque. **Tell us a grooming secret...** I use Just For Men Mustache and Beard Dye on my eyebrows to make them look more defined and fuller. **The last treatment I had was...** A good old Dermapen session. It’s classic microneedling that stimulates collagen production with little to no risk. I always make sure to treat my neck area too. **The next treatment I want is...** The PDRN Facial. It’s one of the buzziest skin-repair treatments right now!

ON SET



Photographer PHILIPPE KERLO
Stylist & Set Designer FAROUK CHEKOUFI

Pêche Mirage, Guerlain
Kurky, Maison Francis Kurkdjian



LIGHTS, CAMERA, ACTION... MEET THE NOTEWORTHY
FRAGRANCES STEALING THE SPOTLIGHT THIS SEASON

Safran Secret, Maison Crivelli
The Alchemist's Garden Vanilla Firenze, Gucci
The Alchemist's Garden Osmanthus Nectar, Gucci



Terre d'Hermès, Hermès

Moonlight Cherry, Van Cleef & Arpels
Astronomy Domine, MiN New York
Flower Lust, D'Orsay



LV Lovers, Louis Vuitton



Un Paseo Por Madrid, Loewe
Blanche, Byredo
First Time, MiN New York

Confident Oud, BOSS The Collection
Moon Glory, The Harmonist





Oud Superfluide, Les Eaux Primordiales
Encelade, Marc-Antoine Barrois
Fantasque La Collection Particulière, Givenchy



Absolue Oud Bouquet, Lancôme
Absolue Rose from the Dark, Lancôme

Star Oud, Montblanc
Voodoo Chile, Dries Van Noten



PHOTOGRAPHER: PHILIPPE KERLO, STYLIST & SET DESIGNER: FAROUK CHEKOUFI



Sauvage Eau Forte, Dior

SLEIMAN Arabia

Culture

THIS MONTH'S HIGHLIGHT...
 Art Week Riyadh 2025 is set to mark a new era for Saudi Arabia's vibrant art scene. Taking place from April 6 to 13, the inaugural event will bring together leading local and international galleries, artists, and collectors under the theme "At The Edge," celebrating the fusion of tradition and innovation in Riyadh's rapidly evolving cultural landscape.

ON OUR RADAR

WE'RE ALL GEARED UP FOR A NEW SEASON OF MUSIC, ART AND FANTASTIC STORYTELLING



If you've been anywhere near the modern Arabic music scene, chances are you've heard the name Sleiman Damien. But just in case you haven't, here's the lowdown on one of the most transformative figures in the regional music industry today...

From Beirut to the global stage, Sleiman is the Lebanese music producer and audio engineer who's been shaping the sound of modern Arabic Pop. His tracks have topped charts, racked up hundreds of millions of streams, and have become the backdrop to iconic collaborations with some of the biggest stars in the Arab world. But it's not just his mainstream success that's made him a household name. Sleiman is also a passionate advocate for emerging artists, working behind the scenes to amplify new voices and champion a diverse ecosystem of talent.

As he continues to break boundaries, Sleiman is about to take things up a notch. Here's a look at what's next for this musical maestro:

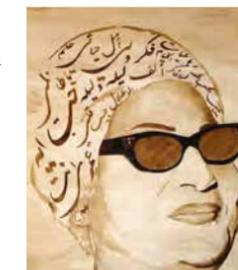
IN THE MUSIC PIPELINE...

- **Solo Artist Debut:** Yes, you heard that right. Sleiman Damien isn't just behind the scenes anymore — he's stepping into the spotlight as an artist. He's got original music lined up and collaborations with both indie and mainstream artists that will hit airwaves after Eid. Trust us, you won't want to miss it.
- **High-Profile Album Collaborations:** Sleiman is working on albums with icons like Haifa Wehbe, Dana Hourani, and Nai Barghouti. These aren't just albums, though — expect boundary-pushing sounds and collaborations that are set to elevate the regional music landscape even further.
- **Singles on the Horizon:** For fans of major Arab pop stars, he's also in the studio with the likes of Balqees, Najwa Karam, Abeer Nehme, Myriam Fares, and more. This is the stuff of music magic, with tracks that will keep you coming back for more.
- **More Studios:** He's just launched More Studios, a state-of-the-art recording facility and office space in Production City. The studio is a hub for creativity, collaboration and innovation, and it's about to make a major impact on the industry.

TO THE BEAT OF Sleiman Damien: The Architect of Modern Arabic Pop



QUICKFIRE WITH SLEIMAN



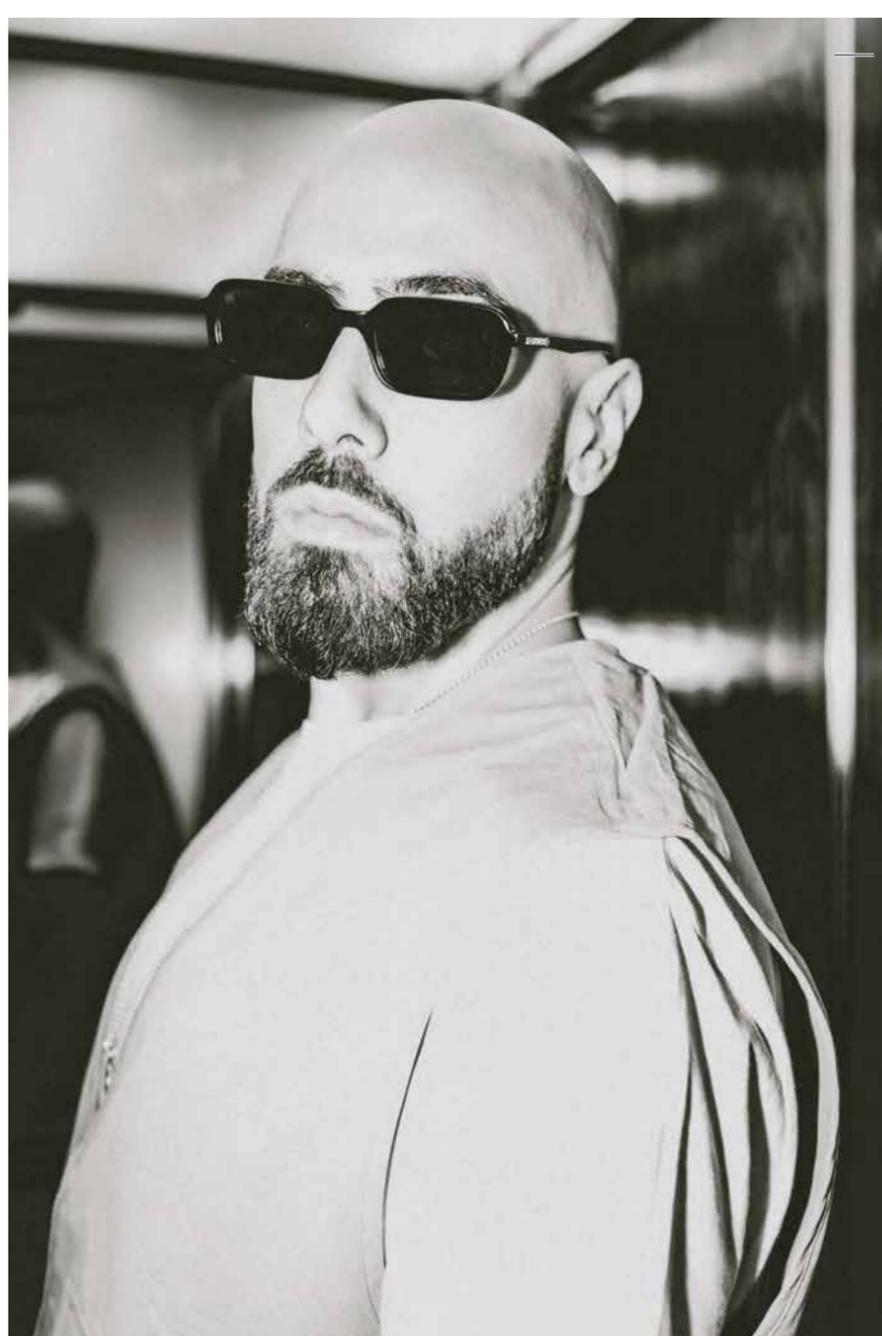
1) **What's on your summer playlist...** Ethiopian Jazz, Bossa Nova, old school Chicago House and a lot of Tarab. 2) **Favorite Album of All Time...** Wish You Were Here by Pink Floyd. 3) **A current song you're playing on repeat...** NUEVA YO! - Bad Bunny. 4) **Three Musicians you look up to...** Antônio Carlos Jobim, Ennio Morricone, Aphex Twin. 5) **Favorite Arab artists...** Ziad Rahbani, Sabah Fakhri, Umm Kulthum.

Saud, you've been making music since 2010, but your journey didn't always have the confidence to turn those beats into full tracks. What changed for you? I stopped treating it like a side hustle and started moving like I had something to prove. Once people I looked up to started responding to my sound, I realized I couldn't doubt myself anymore – I just needed to trust myself and my process.

Was there a defining moment when you realized you had something special? When artists I used to study started calling me back. You send out a beat, and someone whose work you've admired for years says, "This is fire" – that's when you know it's real.

You were raised in a home full of musical diversity. From your dad's love for jazz to your mom's appreciation for Arabic music. How did these influences shape your sound? Let's just say my ears grew up in two different worlds. One side was all Sinatra, Humperdinck and old-school charm, the other was Abdelwahab, Mohammed Abdu, Abadi, Fairuz and others. I didn't know it at the time, but that contrast became my sound – nostalgic but forward-thinking.

You've had the privilege of bridging Saudi and Western music. What was it about your experience in both worlds that made you realize the potential of connecting these two cultures through sound? I lived both. Western beats raised me, but Arabic melodies are in my blood. I never tried to force a fusion – it was just about being honest with what I was hearing and feeling. Brij Entertainment started as a personal project for



MUSIC Beyond BORDERS

Saud AlTurki is blending Saudi and Western music in ways that have the music industry listening. From navigating his early struggles as a producer to leading the charge with Brij Entertainment, AlTurki opens up about his evolution and the Saudi scene's rise.



"TRUTH AND AUTHENTICITY. IF YOU'RE BEING REAL, ABOUT YOUR SOUND, YOUR STORY, YOUR INTENTION, I'M INTERESTED. THAT'S THE BASELINE"

you, a way to legitimize your position in the industry. How did it come to be? With the rise of independent record labels, Brij was the way to solidify my presence in the world of music. But once I saw how many other artists needed structure, it became bigger than me. Brij turned into a platform – for creativity, collaboration, and culture.

Looking back now, what do you think has been the biggest shift for both you and Brij, from your early days in LA to making moves back in Riyadh? In LA, I was figuring out how the system worked. In Riyadh, we're building a new one. It's more personal here – we're not just following the blueprint, we're sketching it as we go.

You once said the Saudi music scene had everything it needed to succeed, it just needed the right care. What did you see that others might not have, and how do you feel the scene is evolving today? I saw the raw talent, the drive – just not enough support around it at that time. Now, artists are more confident,

experimental and fearless. With the support of government entities and independent players, the scene is growing into itself, and it's exciting to be part of that.

Are there common threads you look for in the artists you work with? Truth and authenticity. If you're being real – about your sound, your story, your intention – I'm interested. That's the baseline.

You've talked about your music not always feeling "Saudi enough" yet, and that it's still a work in progress. How do you see the "perfect blend" of local and global sounds evolving? I'm not into surface-level fusion. I'm after something deeper – where the Saudi elements are woven into the core of the track, not just layered on top. It's still a work in progress, and I like that.

What's your personal vision for a truly Saudi sound? Something that feels like home, but hits globally. It doesn't need translation – it just connects. A sound that wears its roots proudly but knows how to move in any room.

EVERYTHING YOU WANTED TO KNOW...



WHAT PLAYLISTS DO YOU HAVE ON REPEAT...

The music I listen to really depends on where I am mentally. These are a few playlists that have been on heavy rotation lately:

- Soulful classics like Roy Ayers and The Isley Brothers.
- Cinematic storytelling tracks – Pretty much anything that feels like it belongs in a Tarantino movie.
- Latin grooves from Buena Vista Social Club to Jorge Ben Jor.
- Hip-hop records that are sample heavy like The Alchemist, Larry June & Action Bronson.



THREE MUSICIANS YOU'D INVITE OVER FOR DINNER...

Dead or alive I'd go for Quincy Jones for the wisdom, Rick Rubin for the energy shift and Mohammed Abdelwahab for the magic. That dinner would go past midnight.

FAVORITE MUSIC GENRE... Soul, it's raw, emotional and timeless. It's also the foundation of many Hip-hop and R'n'b records including some of my own.

LYRICS THAT BEST DESCRIBE YOU... "Difficult takes a day, impossible takes a week." – Jay-Z on Diamonds From Sierra Leone (Remix).

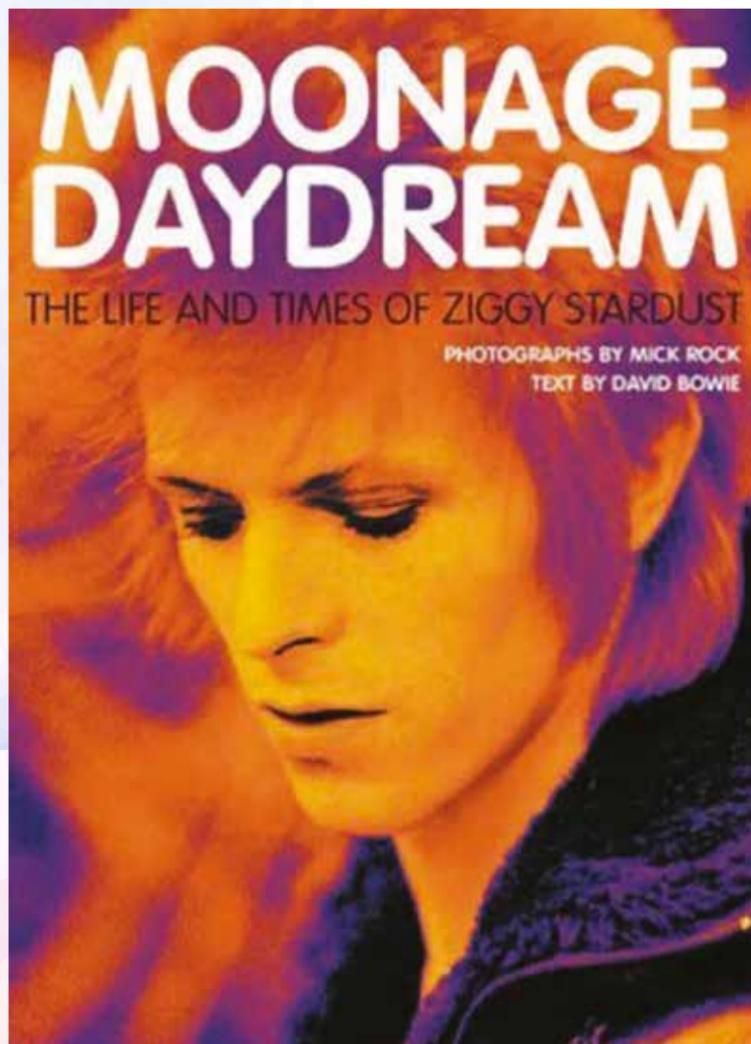
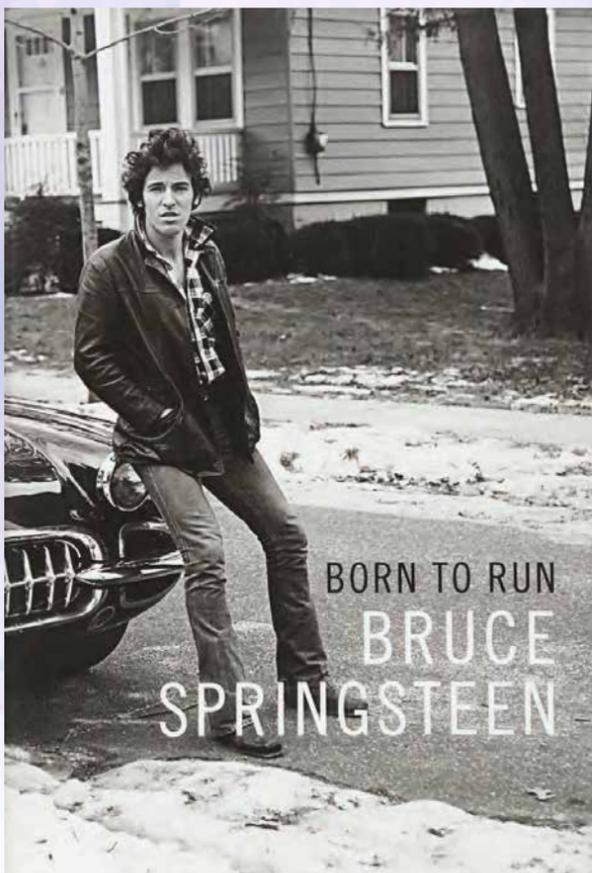
IF YOU HAD TO LISTEN TO ONE ALBUM FOREVER, WHAT WOULD IT BE...

Duke Ellington & John Coltrane – This album in my opinion is the perfect blend of elegance and improvisation.

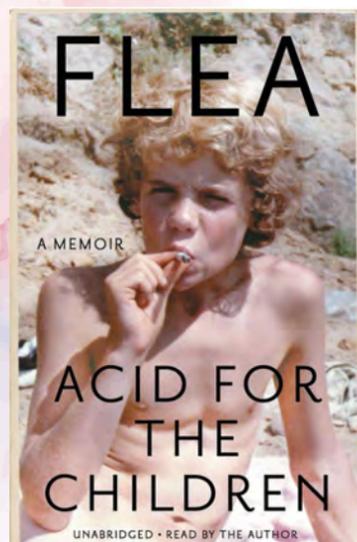
SOUND READS

From sick beats at AfrikaBurn to indie vibes at Coachella, there's no better way to get in the festival spirit than with a great music memoir

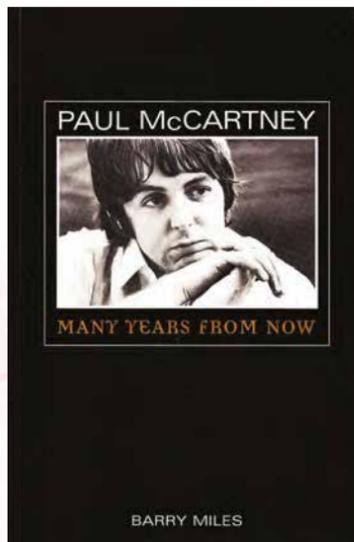
BORN TO RUN, BRUCE SPRINGSTEEN



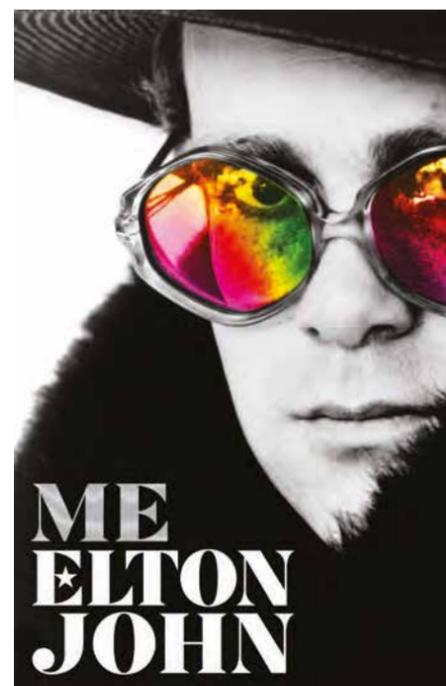
MOONAGE DAYDREAM-THE LIFE AND TIMES OF ZIGGY STARDUST, DAVID BOWIE



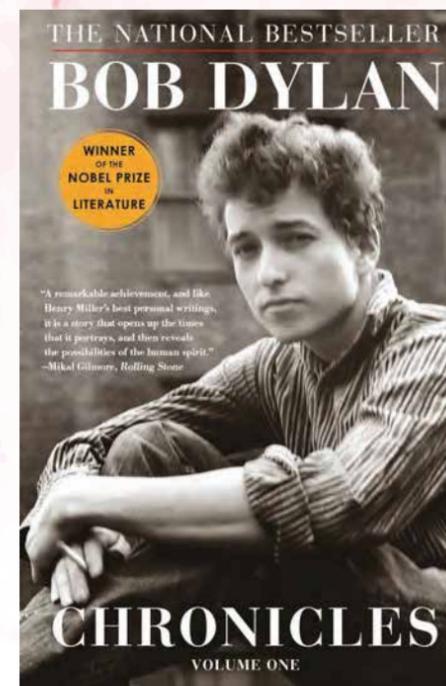
ACID FOR THE CHILDREN, FLEA



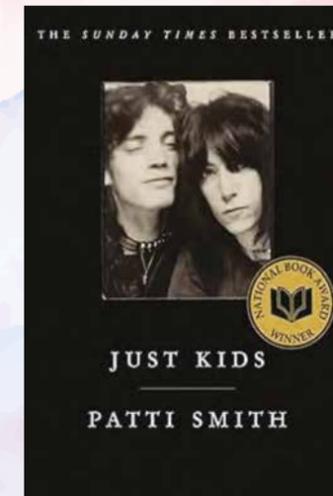
MANY YEARS FROM NOW, PAUL MCCARTNEY



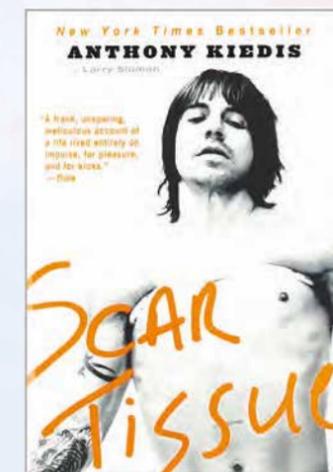
ME, ELTON JOHN



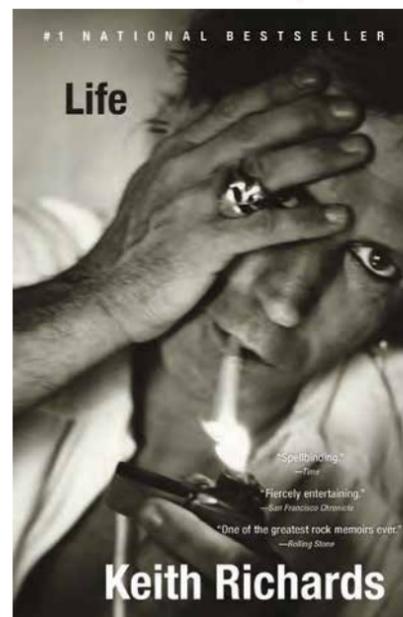
CHRONICLES VOLUME ONE, BOB DYLAN



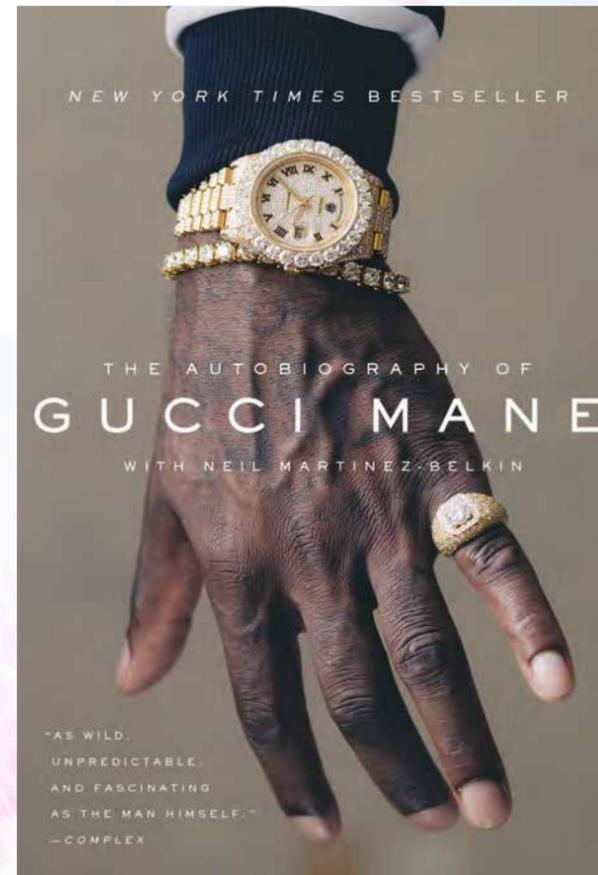
JUST KIDS, PATTI SMITH



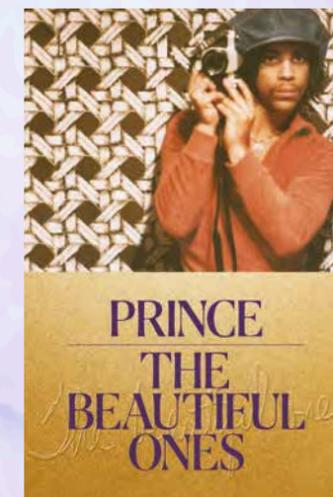
SCAR TISSUE, ANTHONY KIEDIS



LIFE, KEITH RICHARDS



THE AUTOBIOGRAPHY OF GUCCI MANE, GUCCI MANE



ONE WORLD THE BEAUTIFUL ONES, PRINCE



The Guide

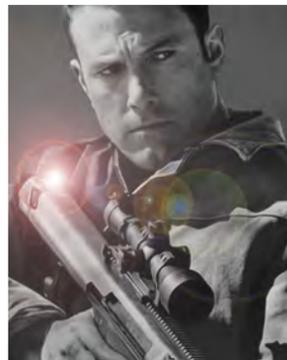
DON'T MISS THIS SEASON'S ESSENTIAL FILM, MUSIC AND MORE...

Movies

Big-screen thrills, jaw-dropping visuals, and unforgettable characters – 2025 is the year of next-level filmmaking



MICKEY 17
Bong Joon-ho, the genius behind Parasite, brings his signature storytelling to this mind-bending sci-fi thriller. Starring Robert Pattinson, Mickey 17 follows a man abandoned on a hostile alien planet, only to find that he's being sent back again and again in a dangerous experiment. Expect intense visuals, sharp commentary and dark humor.



THE ACCOUNTANT 2
Ben Affleck returns as the autistic, high-functioning accountant with a knack for getting into (and out of) dangerous situations. In The Accountant 2, the stakes are higher, the enemies are smarter, and the action is next-level. It's a perfect mix of cerebral tension and hard-hitting action. If you loved the first one, this sequel is going to knock your socks off.



FREAKY TALES
Set in 1987 Oakland, Freaky Tales pays homage to the city's rich culture and diversity by weaving together four interconnected storylines. With a sharp focus on the people, music and energy of the era, this Sundance sensation is a visual and emotional exploration of a pivotal time in Oakland's history.



BLACK BAG
Suspense and mystery collide in this spy drama from Academy Award winner Steven Soderbergh. Blackbag stars Michael Fassbender and Cate Blanchett as a pair of intelligence officers whose marriage is tested when one of them is suspected of betraying her country. With a plot as tense as it is layered, this thriller will have you guessing until the final frame.

TV

From mind-bending thrillers to dark comedies and final season heartbreakers, 2025's TV lineup is here to make your binge-worthy dreams a reality



SEVERANCE: SEASON 2

The mind-bending workplace thriller is back with even more psychological twists and dystopian vibes. If you haven't been keeping track, Severance is about to make your brain hurt in all the best ways. Get ready to dive deeper into the unsettling world of corporate life – minus the work.



YOUR FRIENDS AND NEIGHBORS

A darkly comedic, character-driven series that explores the lives of four very different individuals navigating love, loneliness and the absurdities of adult life. Think witty dialogue and awkwardly hilarious situations that make you cringe and laugh at the same time.



WHITE LOTUS: SEASON 3

The scandalous luxury resort drama is back – and this time, it's taking us somewhere entirely new. The chaotic mix of lust, power, and betrayal continues to unfold as a new group of guests checks in for more than just a vacation. Expect the same wit, mystery and jaw-dropping twists plus a character who might have you forgetting about Tanya!



THE STUDIO

Seth Rogen steps behind the scenes for this hilarious new series set in the world of a chaotic Hollywood talent agency. Prepare for a rollercoaster of absurd moments, cutting satire, and Rogen's signature humor as he takes on the crazy madness that is Tinseltown.



THE HANDMAID'S TALE: SEASON 6

Gilead's grip tightens as the chilling dystopian series returns for its 6th and final season. June Osborne's fight for freedom has reached its boiling point, and this is one finale you won't want to miss. The stakes are higher, the tension thicker and the payoff – finally – coming.

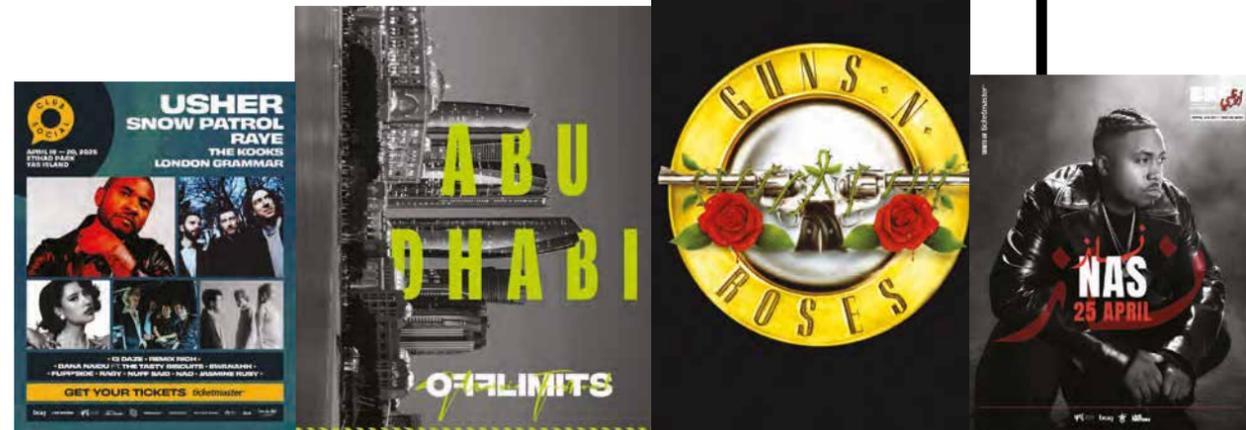


THE LAST OF US: SEASON 2

The post-apocalyptic world of The Last of Us returns, picking up where Season 1 left off, with Joel and Ellie's harrowing journey in a world ravaged by the Cordyceps infection. Get ready for more emotional gut punches, nail-biting suspense and the harsh realities of survival.

Live Music

Abu Dhabi's live music scene is about to get electric. With an all-star lineup of global superstars and regional rising talent, these concerts and festivals will be the soundtrack to your spring



CLUB SOCIAL FESTIVAL

APRIL 18-20

The Club Social Festival returns to Etihad Park on Yas Island with a star-studded lineup. On April 18, The Kooks kick things off, followed by Snow Patrol with their iconic hits. April 19 brings Usher, fresh off his record-breaking Vegas residency, for a night of smooth R&B. The festival wraps up on April 20 with Raye and London Grammar, delivering unforgettable indie-pop vibes.

OFFLIMITS FESTIVAL

APRIL 26

Get ready for an unforgettable day at Etihad Park as OFFLIMITS Festival brings some of the biggest names in music to the stage. Headlined by Ed Sheeran, this one-day festival also features powerhouse acts like Kaiser Chiefs, OneRepublic and ARTBAT, ensuring there's something for every music lover. With 19 acts spanning multiple genres, this festival is a no-brainer for your April plans.

GUNS N' ROSES |

MAY 27

The LA-based legends are bringing their iconic sound to Etihad Arena on May 27 for a night that's set to be an unforgettable Rock 'n' Roll experience. As part of their 2025 European and Middle East tour, the LA-based legends will be joined by special guests Public Enemy, Rival Sons and a reimagined Sex Pistols. It's more than just a concert; it's a full-scale rock spectacle you won't want to miss.

BRED ABU DHABI

APRIL 23-27

For its second year, Bred Abu Dhabi brings a diverse range of talent to Yas Bay. US hip-hop legend Nas headlines, with PartyNextDoor adding his smooth R&B vibes to the mix. The festival also highlights exciting Arab artists like The Synaptik from Palestine-Jordan, Saudi rapper Asayel, and Egypt's Karim Osama. Plus, Cairokee from Egypt and Adonis from Lebanon will showcase the region's top indie sounds.

BOOK NOW



5 THINGS TO KNOW ABOUT THE WORLD'S LONGEST-RUNNING MUSICAL LES MISÉRABLES SHOWING AT ETIHAD ARENA

APRIL 10-20

- It has been performed over 70,000 times worldwide, making it the longest-running musical in both the West End and Broadway history.
- The show is based on the epic novel by French writer Victor Hugo, which explores themes of justice, revolution, and redemption.
- The 2012 film adaptation earned 8 Academy Award nominations, including Best Picture and Best Actor.
- The current stage version is designed for large venues, featuring a cast and orchestra of more than 65 talented individuals.
- The musical has been performed in over 40 countries and translated into 22 languages.

Talent in MOTION

Meet the mastermind behind Arab entertainment's brightest stars

If there's a cool or up and coming star in the region - Kareem Samy is most probably managing them. As the Executive Director of MAD Celebrity, the talented Egyptian is the mastermind behind some of the biggest names in Arab entertainment, from film legends like Yousra to rising stars like Ahmed Malek and Huda El Mufti.

With over 12 years in the business, Kareem has built MAD Celebrity into a game-changing agency that's redefining how Arab talent is nurtured and marketed. His knack for building global brand partnerships has brought names like Cartier, Chanel and Dolce & Gabbana into the fold, proving that Arab talent is not only on the rise but ready for the world stage.

But Kareem isn't stopping there. His initiative, MAD Rising Celebrity, is all about discovering and elevating the next wave of talent, helping young creatives break through and make their mark. Whether it's behind-the-scenes deals or front-and-center projects like Huda's "80 Bako," Kareem's influence is everywhere.

"Witnessing talents shine and achieve their dreams is a constant source of motivation for me," Kareem shares. "Being part of their journey and helping them reach new heights fuels my passion for the industry."

Kareem's got a finger on the pulse of the entertainment industry - and he's only just getting started. "Every day presents a new opportunity to help my talents reach new audiences and explore uncharted territories," he adds. The world is watching, and this is one talent manager you're going to want to keep an eye on.



101 WITH KAREEM

- IN THE FILM INDUSTRY, I LOOK UP TO... Christopher Nolan, Ridley Scot & Tarantino
- FAVORITE ARAB ACTOR... Our MAD Celebrity talents
- I'M CURRENTLY BINGE-WATCHING... White Lotus
- THE MOVIE THAT CHANGED THE WAY I SEE THE FILM INDUSTRY... Cast Away
- I WOULD LOVE TO MANAGE... Jennifer Lawrence or Heath Ledger (if he was alive)



CRAFTING LUXURY



Ahmad AlMuhassin's Vision of Intention, Community and Design



This Emirati entrepreneur isn't just designing spaces; he's curating experiences. For the visionary behind Villa Aumédan, true luxury is about more than opulence – it's about creating spaces that feel deeply personal, rooted in heritage and connected to a global creative consciousness. He shares his vision of spaces that aren't just seen, but deeply felt, and how his blend of heritage and modernity is sparking a cultural revolution in design.

You've created spaces that blend art, design, and community – how do you define "luxury" in a world that's shifting away from traditional markers of wealth? Luxury, to me, is about intention and experience rather than excess. It's about spaces that feel personal, thoughtful, and immersive – where every detail serves a purpose and every interaction has depth. As the world moves away from material opulence, I see true luxury as something rooted in authenticity, craftsmanship and a sense of belonging, that is felt more than it is seen.

Your work often bridges the gap between your Emirati heritage and a global creative consciousness. How do you bring the best of both worlds together in your projects? I believe in storytelling through space, and my heritage is a fundamental part of that narrative. Emirati culture is rich in hospitality, craftsmanship and a deep connection to nature, all elements that I weave into each project. At the same time, I'm constantly engaging with global design movements, absorbing inspirations from different cultures and translating them into experiences that feel both familiar and refreshingly new. It's about creating dialogue, not just between aesthetics but between traditions and modernity.

Villa Aumédan is more than just a private members' house – it's a space that fosters creativity and community. How do you curate the experiences and interactions that take place there? Curation at





"MY OWN CREATIVE JOURNEY HAS ALWAYS BEEN ABOUT TRANSLATING EMOTIONS INTO TANGIBLE EXPRESSIONS, WHETHER THROUGH DESIGN, HOSPITALITY, OR ART"



Villa Aumédan is both organic and highly intentional. The house is designed to feel like an extension of its members – people who are artists, thinkers, and cultural leaders. The way we structure interactions, whether through intimate salons, art-led dinners, or unexpected collaborations, is meant to encourage serendipitous connections. We're not just providing a space; we're shaping a rhythm of experiences that inspire and engage.

From the flower studio to the Pilates studio, each element of Villa Aumédan tells a unique story. If you had to choose one aspect of the villa that feels most personally connected to your own journey, which would it be and why? The flower studio, without a doubt. Floristry is storytelling in its purest form – ephemeral, emotional, and deeply tied to memory. My own creative journey has always been about translating emotions into tangible expressions, whether through design, hospitality, or art. The flower studio embodies that philosophy: it's ever-changing, collaborative, and rooted in the beauty of the present moment.

Villa Aumédan is more than just a space; it's a cultural hub. What do you think the future of luxury spaces will look like in cities like Dubai, and how are you helping shape that vision?

It is moving toward intimacy, personalization, and cultural depth. It's less about grandeur and more about creating environments that feel intentional and emotionally engaging. At Villa Aumédan, we're redefining luxury by focusing on experience-driven design, where people come not just to be seen but to feel something.

If you had to pick one thing from your travels that fundamentally changed the way you view design or hospitality, what would it be? Italy, without a doubt. The way design and hospitality seamlessly intertwine there, with an emphasis on craftsmanship, heritage, and effortless elegance, completely shifted my perspective. The philosophy of sprezzatura – the art of making something complex look effortless – has influenced the way I approach my projects. It's

about authenticity, about letting materials and details tell a story, about understanding that true sophistication often lies in the balance between tradition and innovation.

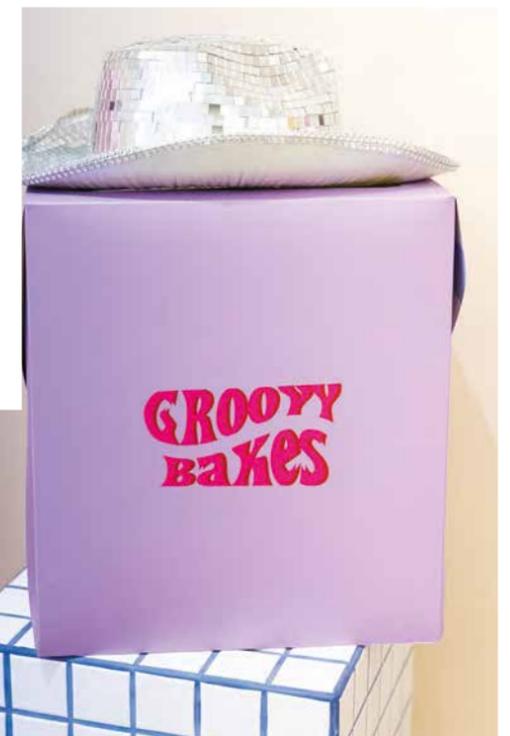
You're pursuing a master's degree in creative management while managing multiple ventures. How do you balance the academic and the entrepreneurial? Does one inform the other? The balance is in the conversation between the two. My academic work provides structure, research, and theory, while my ventures are constantly testing ideas in real time. What I learn in creative management – whether about leadership, cultural trends, or consumer behavior – feeds directly into how I shape my brands. And vice versa, the practical challenges of entrepreneurship make my academic work more nuanced and real-world applicable.

Fashion, food, and design all play pivotal roles in your projects – if your life were a fashion collection, what would be its theme or signature look? It would be a collection that embraces quiet luxury – timeless silhouettes, raw yet refined textures, and a color palette inspired by nature. Think handcrafted details, pieces that feel deeply personal and an effortless blend of tradition and modernity. The kind of wardrobe that tells a story with every thread.

If you could only spend 48 hours in one city to draw inspiration for your next project, where would you go, and why? France. There's something about the way history, craftsmanship, and culture are woven into everyday life that feels deeply inspiring.

Whether it's the quiet charm of Provence, the artistic energy of the Riviera, or the timeless elegance of the Loire Valley, every region offers a different lesson in design and hospitality. The way spaces are created to feel both intentional and effortless – a perfect balance of tradition and modernity – always leaves me with new ideas on how to shape experiences with meaning and authenticity.

Your café spaces, like If You Know You Know Café and Tomorrow Morning Café, have quickly become hotspots. What do you believe makes a place feel 'alive'? What is it about the energy of a space that attracts people? A space feels alive when it has soul – when it doesn't just serve a function but creates a feeling. That comes from layering sensory details: the warmth of the lighting, the way music subtly shapes the mood, the tactility of materials, the interactions between people. The best spaces feel effortless but are actually highly intentional. People are drawn to places where they feel seen, where the energy feels natural and unforced. That's what I aim to create in all my cafés. And for IYKYK in Dubai that is located in Villa Aumédan, it is now a private members house, it is only for the members who belong.



Originally located in Jumeirah, the new Villa Aumédan now stands in Nad Al Sheba, continuing to serve as a cultural hub – a private members' house offering a dynamic space that includes a creative flower studio, a concept store showcasing international designers and emerging talents from the Middle East, a Pilates studio (GiGi Dubai), and a cake shop (Groovey Bakes).

ELLEMAN

Lifestyle

The sun shines intensely, scorching the earth until it turns into grains of sand. The wind blows past, brushing against dry skin, carrying the sensation of dust and sand in the air. The landscape before you is an endless desert stretching as far as the eye can see, interspersed with clusters of sandstone mountains. This is AlUla, a World Heritage city on the sands of Saudi Arabia.

A TRIP THROUGH THE DESERT

Welcome to Saudi Arabia. What lies before me is a vast desert landscape, with sandstone mountains scattered as far as the eye can see. It feels almost like stepping into another world. Some nights, the desert seems to stretch endlessly, and you may wonder what kind of stories the desert holds. But what I can tell you for sure is that this place is full of history, culture and incredible landmarks, from the Hegra ruins - more than 2,000 years old - to the stunning Maraya building, an architectural marvel that has earned a Guinness World Record for its mirrored design, floating in the sky. The ancient town of AlUla Old Town waits beyond, ready for us to explore.

Just a short drive from the airport, I am welcomed by a scene of a camel crossing the road, with the view of the desert and the bare hills in the background. The feeling I have is that my experience here will be something truly unique - like nothing I have ever had before. The terrain and the landscape around me are so stunning that I can't help but say, 'It feels like a scene out of a dream.'

AlUla is a small town with a population of just over 60,000 people, located in a vast 22,561 square-kilometer area. This ancient oasis is a world heritage site, and it's an archaeological gem, with a history that stretches back over 5,000 years. The place is full of untold stories and mysteries, making it a fascinating destination that the Saudi government is eager to develop into a major tourist hub.

ON OUR
BUCKET LIST

CHECKING OFF ALL THE COOL
THINGS ON OUR RADAR

Words & Landscape Photographer
KANTAPHONG THONGRONG

Portrait Photographer
SITTINAT THURDNAMPETCH



HEGRA VINTAGE LAND ROVER TOUR

Our journey begins in AlUla with a unique adventure - an immersive drive through the UNESCO World Heritage site that you've likely heard of: the ancient city of Hegra. This historical landmark, known as Mada'in Salih, was once a thriving city of the Nabataean civilization, similar to the famous Petra in Jordan. The land around us is filled with ancient rock-cut tombs, which tell the story of a past civilization that flourished over 2,000 years ago. Despite the passage of time, these monuments remain strikingly well-preserved and stand as a testament to the ingenuity of the Nabataeans.

As part of Saudi Arabia's efforts to develop AlUla into a premier tourist destination, the Royal Commission for AlUla (RCU) has launched Experience AlUla under the slogan "Forever Revitalizing." This initiative aims to offer visitors an unforgettable exploration of AlUla's rich history and breathtaking landscapes.

Our journey begins at Jabal Ithlib, one of the most iconic sites in Hegra. It's a vast area of rock formations and ancient tombs, where the natural landscape and historical heritage collide. The area is full of intricate rock-cut monuments, and as we make our way through the canyon, we are led to a breathtaking hall known as Al Diwan. This is believed to have been a place for gatherings and important discussions in the past. The walls around us are adorned with ancient carvings, showcasing the skill and artistry of the Nabataean people.

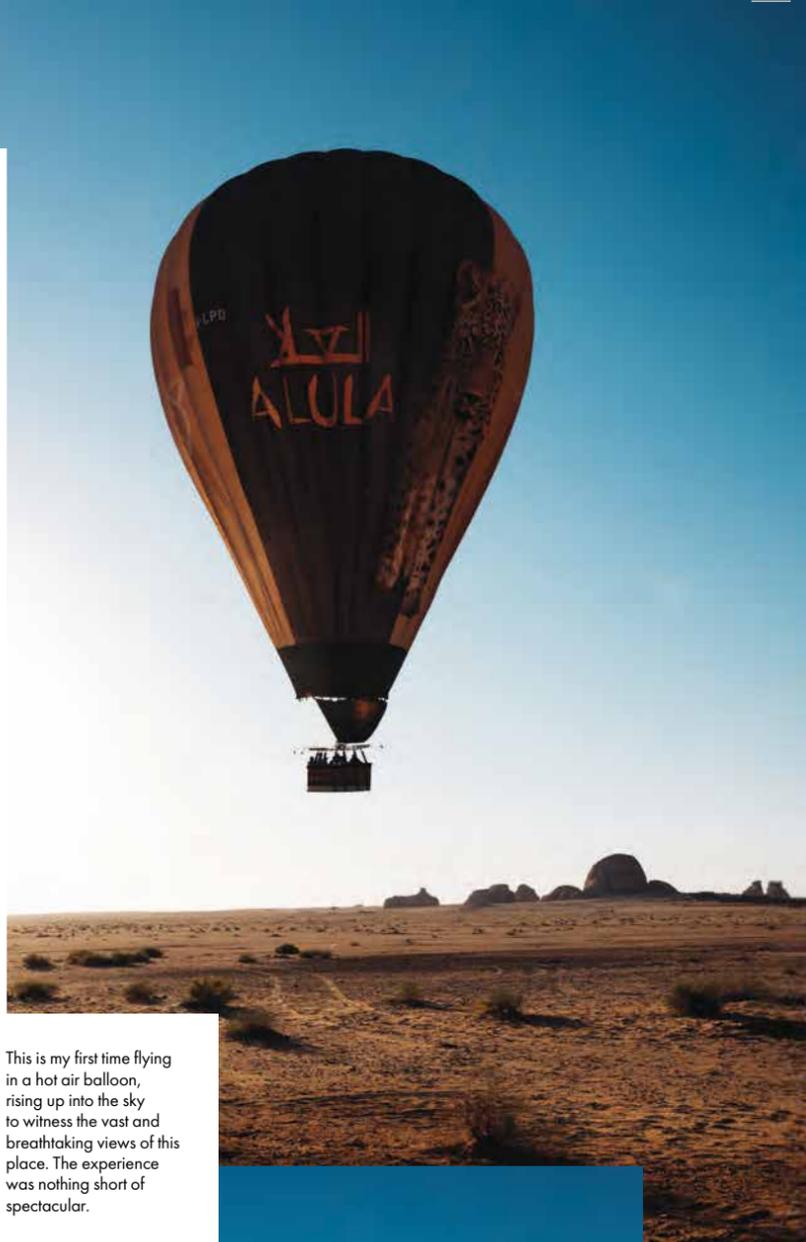
HERO BALLOON FLIGHTS

One of my personal favorite activities in AlUla is taking a hot air balloon ride. Floating up into the sky to witness the vast, breathtaking landscapes below is an experience like no other. This activity begins early in the morning, starting from the hotel, and offers the perfect opportunity to see the incredible views of the sun rising over the desert. As the balloon gently lifts off, you leave behind the ground below, and the world starts to open up before you in a way that feels completely surreal.

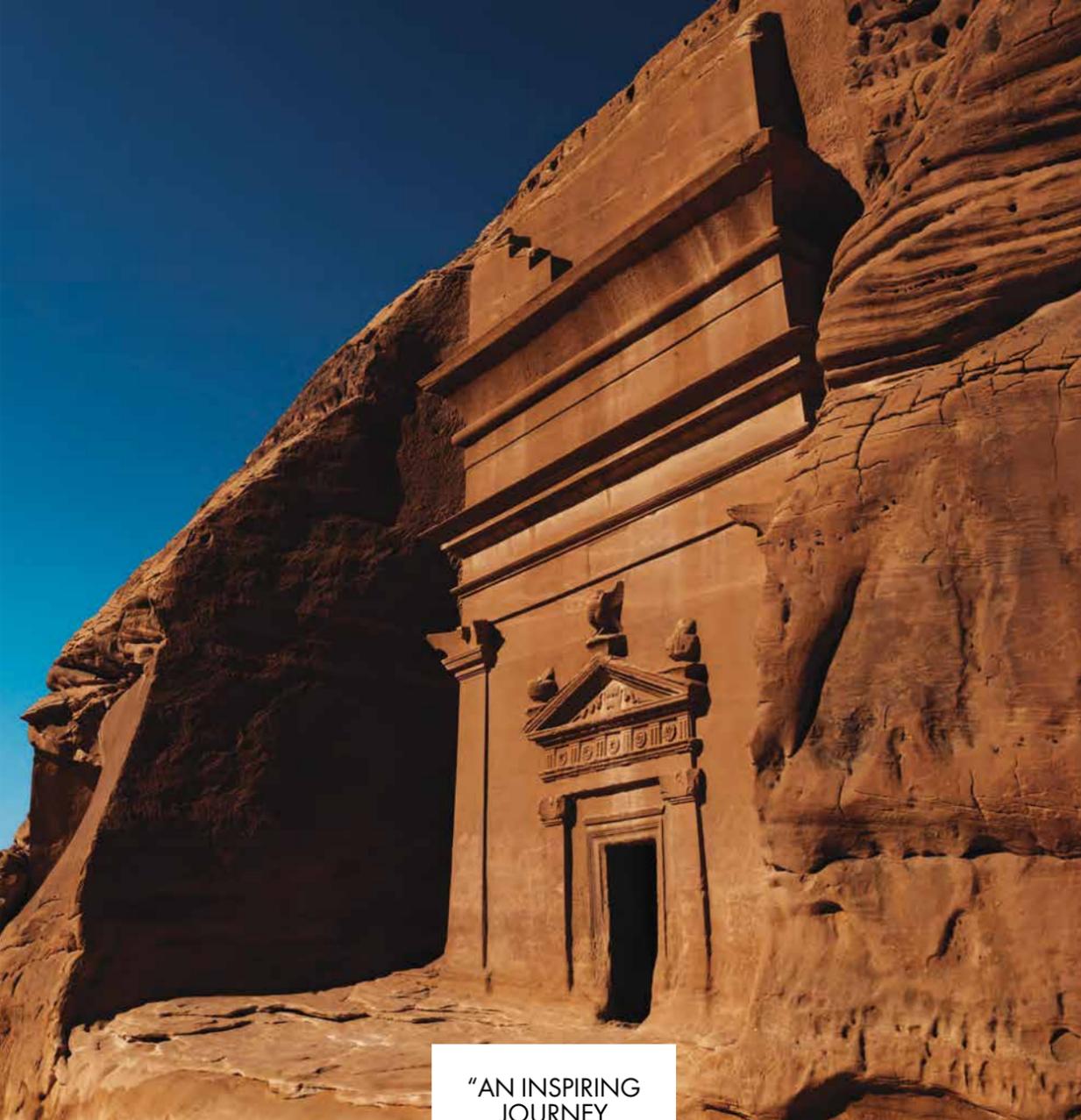
Arriving before sunrise, we watched the sky slowly change as the sun peeked over the horizon. The view from above was truly awe-inspiring, with the golden glow of dawn highlighting the sweeping sand dunes and rocky terrain of AlUla. The feeling of floating high above the earth was nothing like a plane take-off; it's more serene, almost like you're weightless. From up there, you get a sense of the vastness of the land, stretching far into the horizon. It's an almost otherworldly sensation, one that feels completely removed from the everyday.

From the sky, the landscape looks like something out of a dream. The rolling sand dunes, the distant mountains and the vast desert stretch far beyond what the eye can see. The air feels different up there, crisp and clean, and you can't help but feel as though you're looking at a place far removed from the rest of the world. The feeling of complete peace is overwhelming, and it's one of those rare moments where you truly appreciate the beauty and magnitude of nature.

For someone used to the dense forests and oceans of the world, this expansive desert landscape feels like stepping onto a different planet. The view from the balloon is like nothing you've ever experienced before. The sense of freedom and connection to the land is indescribable. Whether you're an adventure seeker or simply looking for an unforgettable experience, a hot air balloon ride in AlUla is something you can't miss.



This is my first time flying in a hot air balloon, rising up into the sky to witness the vast and breathtaking views of this place. The experience was nothing short of spectacular.



"AN INSPIRING JOURNEY THROUGH ANCIENT AND MODERN ARCHITECTURE"

Jabal Al Banat is a striking rock formation in AlUla, known for its unique beauty and historical significance.

JABAL ITHLIB, ALULA

One of the most iconic landmarks in AlUla, Jabal Ithlib, is often featured in various travel promotions and is renowned for its stunning ancient rock formations.

Jabal Al Banat, a group of monumental rock formations near Hegra, is home to 29 intricate carvings. These carvings, scattered across the sandstone cliffs, offer a glimpse into the past, showcasing inscriptions left by ancient civilizations. As you explore the area, you'll encounter a variety of inscriptions - some believed to be names of people, others marking significant historical events. The site offers an awe-

inspiring connection to AlUla's rich cultural heritage.

These signs are symbolic representations of various concepts. For example, the eagle symbolizes the deity Dushara and is a sign of crossing into the afterlife. Additionally, there are symbols such as the scorpion, masks, and others, each with its own distinct meaning. The next point of interest is the iconic site of Hegra, featuring the Tomb of Lihyan, also known as Qasr Al Farid. Despite its playful nickname, it is, in fact, a tomb, just like the others in the area. The method of carving these tombs reflects the sophisticated architectural techniques of the Nabataeans.

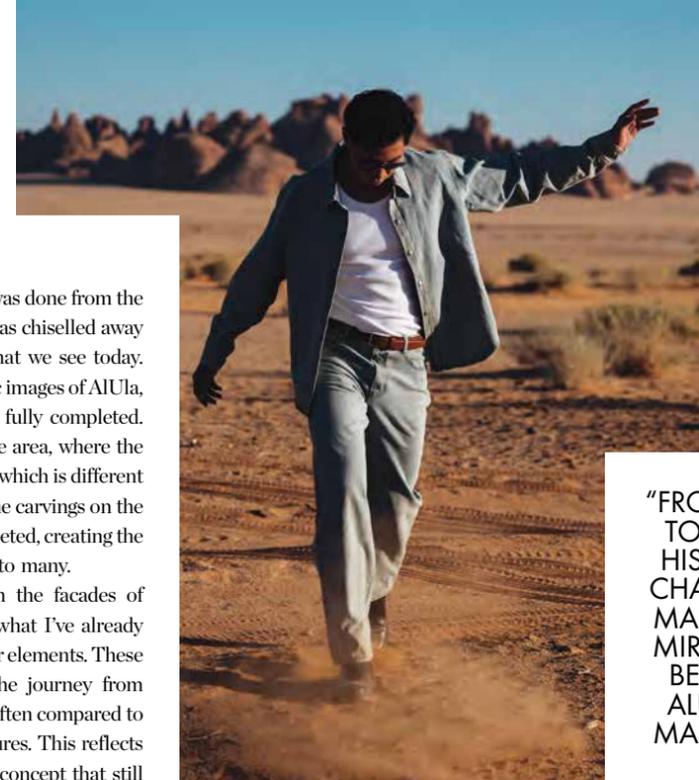


In the past, the carving was done from the top down, where the stone was chiselled away until it took on the shape that we see today. While this is one of the iconic images of AlUla, in reality, the site is not yet fully completed. As can be seen from the base area, where the carvings are not yet finished, which is different from the upper part where the carvings on the large stones have been completed, creating the recognizable images known to many.

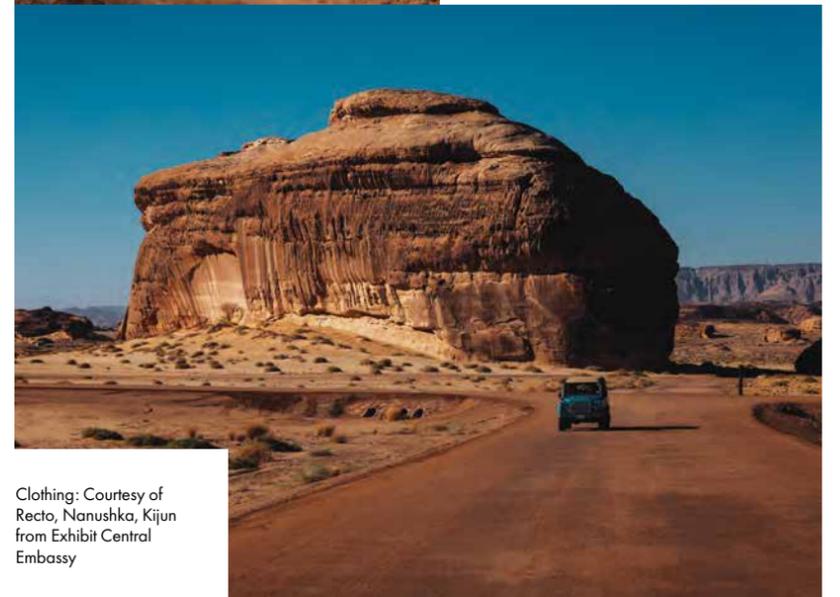
The symbols carved on the facades of these tombs, in addition to what I've already mentioned, also include other elements. These carvings might symbolize the journey from life to the afterlife, which is often compared to the mascots from other cultures. This reflects the beliefs in the afterlife, a concept that still resonates with the culture and traditions of the Nabataeans.

MARAYA

The remarkable structure standing on the cliff face is another must-see spot for anyone visiting AlUla. Maraya, the world's largest mirrored building, is a multi-functional venue used for various events, including those of global significance. It is also home to renowned restaurants, such as Maraya Social. This architectural marvel stands proudly amidst the vast beauty of nature and the ancient wonders of the region.



“FROM OLD TOWN'S HISTORIC CHARM TO MARAYA'S MIRRORED BEAUTY, ALULA IS MAGICAL”



Clothing: Courtesy of Recto, Nanushka, Kijun from Exhibit Central Embassy



Maraya has earned prestigious awards, including the Guinness World Record for being the largest mirrored building in the world, and the International Architizer A+ Award in the Architecture + Glass category. Its unique design has made it a popular subject for photographers, with its mirrored surface reflecting the surrounding desert landscapes and rocky hills. The building's reflection, especially during sunset, creates breathtaking images, where one side reflects the mountain range while the other side mirrors the shadow of the structure itself.



WHAT'S THE BUZZ

All the latest drops and noteworthy happenings in the world of tech, sports and music.

1

GAMER ALERT (1)

If you played Tony Hawk's Pro Skater back in the day, get ready to feel all the nostalgia. The remastered version of Pro Skater 3 + 4 is bringing back iconic tracks like Motörhead's "Ace of Spades" and Denzel Curry's "Ultimate," plus new jams from Kendrick Lamar, ScHoolboy Q and Turnstile. With this killer soundtrack, the game just went from awesome to legendary. Four months to go, but who's counting?

COURT ACTION (2)

Lamborghini and Babolat are back with a bang, unveiling the BL002, a high-performance padel racquet that's as sleek as it is savage. Following the success of the BL001, this next-gen model pushes the limits of power and precision, combining Lamborghini's iconic carbon fiber tech with Babolat's racquet wizardry. Dropping in April 2025, the limited-edition BL002 will be available in

two Lamborghini-inspired colorways, so you can bring the supercar vibes to the court.

HOOP NEWS (3)

Michael Jordan and Kobe Bryant's first-ever game-worn jerseys are heading to auction and they're expected to break records. Sotheby's is set to sell Jordan's 1984 Chicago Bulls debut jersey and Bryant's 1996 Lakers

rookie jersey, each potentially fetching \$10 million or more. These jerseys aren't just memorabilia – they're monumental pieces of basketball history, signed by two of the greatest to ever play the game.

NEW DIGS (4)

Manchester United is planning a new 100,000-seat stadium designed by Foster + Partners, set to transform Old

Trafford into a global cultural hub. The upgrade will surpass Wembley in size and create thousands of jobs, giving a major economic boost to the area while revitalizing the fan experience.



COVETED COLLAB (5)

WHO: Saint Laurent X Bang & Olufsen
WHAT: The duo is back with their fifth collab restoring and modernizing the iconic Beogram 4000 turntable for today's audiophiles. A limited-edition piece, it features a ziricote wood case and aluminum accents with only 10 units available – this is luxury sound on a whole new level.

ON OUR WISHLISTS (6)

Porsche's 2025 eBike Sport takes cycling to the next level with a sleek carbon frame and cutting-edge performance upgrades. Whether you're

cruising city streets or hitting light trails, its Fox Float 34 suspension and Shimano EP801 drive unit ensure a smooth, powerful ride. Weighing just 21.6 kg and in exclusive Porsche colors like Provence and Purple Sky Metallic, it's the perfect blend of luxury and performance for your next ride.

MARK YOUR CALENDARS (7)

Jake Paul and Canelo Alvarez are set to clash in a cruiserweight showdown on May 3 at T-Mobile Arena in Las Vegas. The fight, set to stream on Netflix, will see Paul face off against one of boxing's biggest stars at the

200-pound limit. This bout comes after Alvarez's potential matchup with Terence Crawford was put on hold, signaling a shift in plans for the future of boxing's biggest attractions.



5 REASONS WE'RE LOVING THE NEW SAMSUNG GALAXY A SERIES

- Samsung's AI platform takes the Galaxy A series to the next level, with features like Best Face (to get your best shot every time) and Object Eraser (goodbye photobombers).
- All three phones come with a 50MP main camera, improved autofocus, and built-in stabilization, meaning low-light shots and crisp photos are a breeze.
- With a 5,000mAh battery across the board, you'll have more juice for gaming, scrolling, and bingeing, plus Super Fast Charge 2.0 to top it up in a flash.
- It's dust and water-resistant, and Gorilla Glass front and back adds that extra layer of durability.
- From the Exynos 1580 chip in the A56 to the Snapdragon 6 Gen 3 in the A36, you're getting power-packed performance to keep up with anything you throw at it.



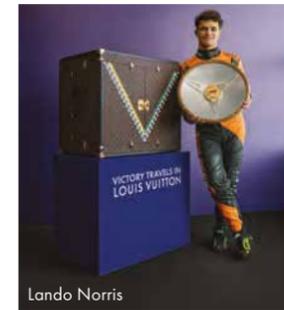
LIFE IN THE Fast Lane

Louis Vuitton brings its signature luxury to the racetrack



Louis Vuitton is officially putting the pedal to the metal with Formula 1® in a high-octane, 10-year partnership that's about to rev up the motorsport world. Kicking off in 2025, the French Maison is now the Title Partner of the Formula 1® Louis Vuitton Australian Grand Prix (which Lando Norris won) bringing its luxury edge to the fast lanes.

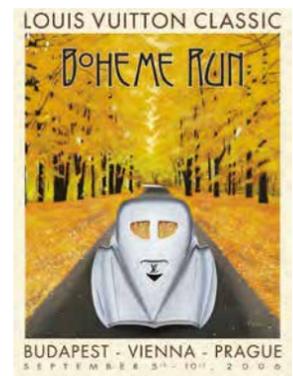
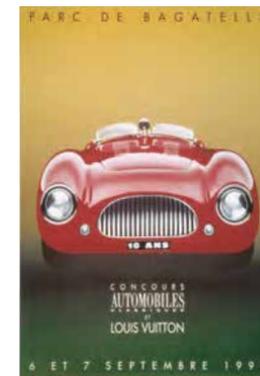
This isn't Vuitton's first lap around the track. They've already made their mark with the Formula 1 Grand Prix de Monaco™ Trophy Trunk, but this new deal is a whole new level of cool. Louis Vuitton has been blending fashion and speed for years, with the Monogram Trophy Trunks designed at their historic



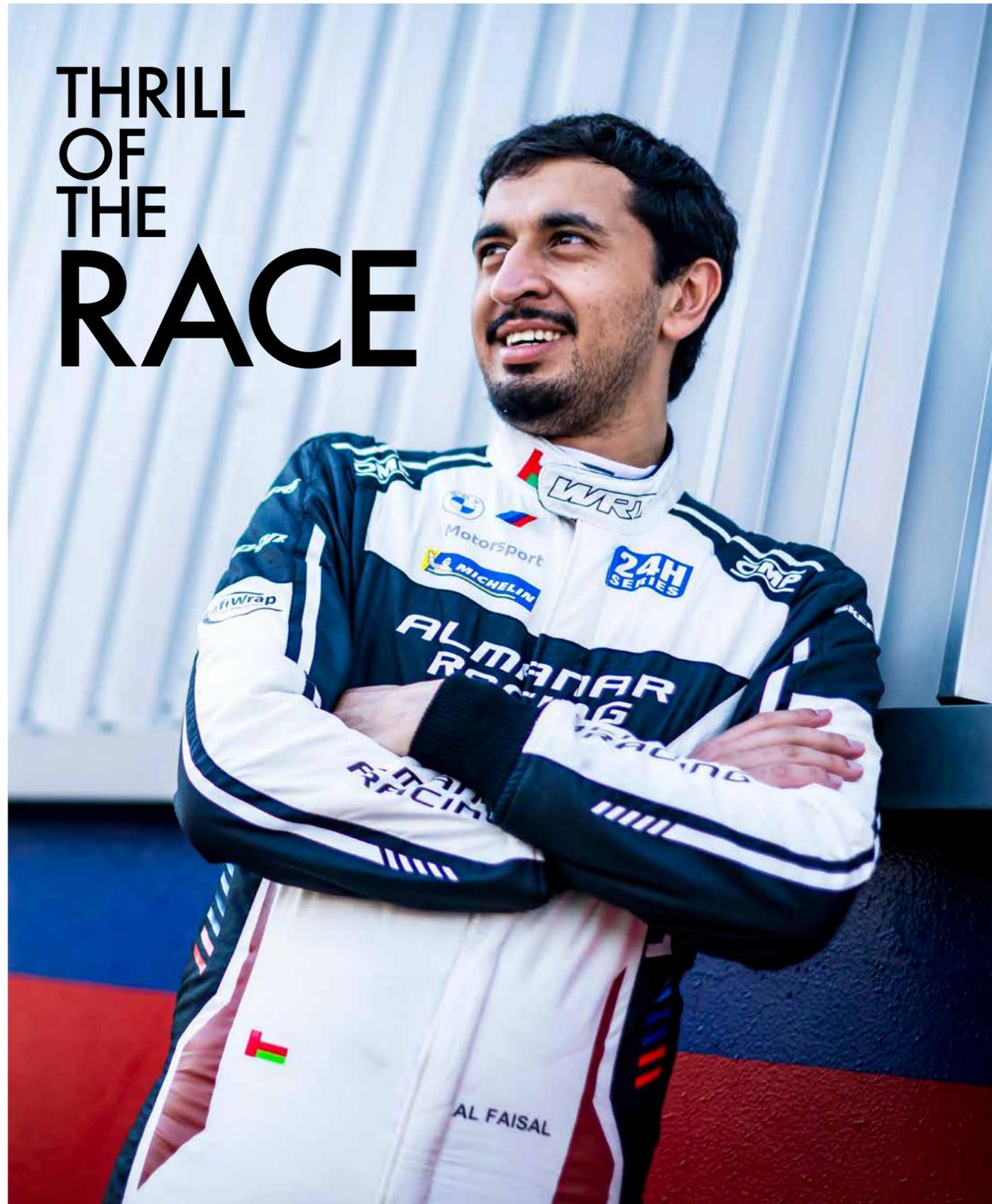
Lando Norris

Asnières atelier. The new trunks, decked out with the iconic "V" and local color schemes for each race, will be the ultimate symbol of victory and craftsmanship.

As Formula 1® kicks off its 75th anniversary in style, expect Louis Vuitton to be everywhere — trackside, in the pit, and, of course, on the winner's podium. The "V" on the LV trunks is more than just a logo; it's a celebration of precision, innovation, and chasing the ultimate win. Stefano Domenicali, Formula 1's CEO, says it best: this partnership is about two iconic brands coming together to push the boundaries of luxury, craftsmanship and performance.



THRILL OF THE RACE



A helmet, a “lucky” number, and a mindset of steel – Al Faisal Al Zubair opens up about the rituals, lessons and rivalries that have defined his career. From the mental game behind the wheel to striking the perfect balance of talent and technology, the Omani GT champion reveals what truly drives him on and off the track.



You’ve had an impressive career on the track. What was the turning point that made you realize this was more than just a hobby? Racing has always been in my blood. From a young age, being around cars and bikes, I was fascinated by speed, precision and the adrenaline that comes with motorsport. I started karting at 14, and that’s when I truly fell in love with racing. The first moment that made me realize this was more than just a passion was winning the final race of my debut season in the Porsche Cup Middle East. But the real turning point came after winning my first Porsche GT3 Cup Challenge Middle East championship in 2018, and then again in 2019. That’s when it became clear that this wasn’t just about the thrill of racing – it was something I could pursue as a professional career.

Racing has such a mental component. When you’re at the starting line, what’s going through your mind? Is it pure focus, or do you allow yourself a moment of calm or even excitement? It’s a mix of intense focus and controlled composure. In those final moments before the lights go out, my mind is fully locked into race mode – thinking about the start, the first corner, positioning and potential overtakes. At the same time, I have to stay calm and collected because one small mistake can cost the entire team. There’s

a fine balance between being aggressive and staying patient, and that mental discipline begins before I even get on the grid.

Motorsport is often seen as a combination of talent, technology, and teamwork. How do you balance these elements in your preparation, and how do they shape your approach to each race? Success in

racing is never down to just one factor. Talent gets you in the car, but technology, strategy and teamwork are what win races. I dedicate a lot of time to physical and mental training to stay sharp, but motorsport is a team sport at its core. I rely on engineers, mechanics, and strategists to fine-tune every detail of the car. Data analysis also plays a huge role – we rely on technology to extract the best possible performance. When all these elements come together seamlessly, the team operates at its highest level, and that’s what makes the difference on race day.

Racing can be unpredictable, with so many variables at play. What’s the biggest lesson you’ve learned from a race where things didn’t go according to plan? It has to be the

importance of staying mentally strong during race weekends. Earlier in my career, I let external factors affect my mindset, which ultimately impacted my performance on track. Over time, I’ve learned to block out distractions and focus on what truly matters – driving. Having a

“SUCCESS IN RACING IS NEVER DOWN TO JUST ONE FACTOR. TALENT GETS YOU IN THE CAR, BUT TECHNOLOGY, STRATEGY, AND TEAMWORK ARE WHAT WIN RACES”

© SHAMEEM FAHATH



talented team around me also plays a huge role. I trust them to handle strategy, setup and the technical aspects of the race, which allows me to concentrate purely on my performance as a driver.

What's the one piece of gear or tech on your car that you absolutely can't race without? And do you have a "lucky" piece of equipment? There are several pieces of gear that are mandatory in racing, including the race suit, boots, helmet and fireproof underclothing. But if I had to choose my most personal piece of equipment, it would be my helmet. It's the most customized item for a driver – it represents who I am. The colors on my helmet symbolize my loyalty to Oman, and it also features my personal logos and those of my partners, including BMW M Motorsport. I also have a few personal touches, like my lucky number "777" placed around the helmet.

We often hear about the highs of racing, but what's a moment in your career that left you feeling completely frustrated, and how did you

overcome it? The 2018 season was probably one of the toughest in my career. It was the first time I found myself in a proper championship rivalry, and things got really aggressive. From the outside, winning that title might have looked like a perfect story, but behind the scenes, it was far from easy. That season taught me a lot – most importantly, it forced me to ask myself, "How bad do you really want it?" It showed me that racing isn't always about enjoying the good moments; sometimes, it comes down to pushing through the tough ones. Looking back, I overcame it by proving to myself that if someone was willing to push boundaries, I could too.

You're a role model for young racers in Oman and beyond. But when you were starting out, who did you look up to in motorsport, and how did they shape your approach to racing? To be honest, I never had one specific role model in racing that I wanted to follow. Most people expect a Formula 1 driver to be the answer, but I was never really passionate about F1 as a kid. That being said, I've always appreciated the level of talent in Formula 1 because it's the highest level of motorsport. While I wouldn't say I modeled my career after anyone, there are drivers I respect – like Ayrton Senna and Max Verstappen – for their mindset and discipline, which are qualities any driver can learn from.

If you could race against anyone in history – alive or dead – who would it be and why? What would make that race so memorable? I'd have to say Abdullah Al Rawahi. Abdullah and his brother, Sanad, are the reason I'm still racing today. They were my first coaches and the ones who guided me through the early stages of motorsport. They're still great friends of mine today. Abdullah is now the FIA Middle East Rally Champion, which is a completely different discipline from circuit racing, but I love that we both found success in different areas of motorsport. I'd choose him because it would take me back to the days when racing was just a hobby – before it became a career.



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