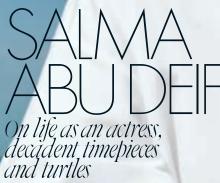
ISSUE 110-APRIL 2020



MERMAIDS OF JEDDAH THE PHOTO PROJECT CAPTURING THE DUALITY OF SAUDI WOMEN

ARABIA



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# LOUIS VUITTON

ouisvuitton.com



The ultimate Rolex classic, the Datejust was the first self-winding waterproof chronometer wristwatch to display the date in a window, and continues to be the quintessential watch, reflecting the essence of timeless style. This is a story of perpetual excellence, the story of Rolex.

#Perpetual



OYSTER PERPETUAL DATEJUST 31



# DOLCE & GABBANA #DGFAMILY

DOLCEGABBANA.COM



MILLENNIALSKIN ON-THE-GLOW TINTED MOISTURIZER

DOLCE & GABBANA

#BEAQUEEN

**DOLCE** MILLENNIALS

PASSIONEYES NEW INTENSE VOLUME MASCARA DOCLCE & GABBANA

**#BEAQUEEN** 



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The Cover Salma Abu Deif wears Shirt Valentino, Dress Sem Sem, Watch Vacheron PHOTOGRAPHY: Nick Thompson STYLING: Carmel Harrison MAKE-UP: Sharon Drugan using Charlotte Tilbury HAIR: Melanie Meyer at MMG Artists, Special thanks to Ju Al Naseem Hotel



## Editors letter

"I'm so happy to see that turtles are being rescued, but people need to be aware that plastic and rubbish in our oceans are what is causing them to become extinct. We need to start acting now!" Elle Arabia took cover star Salma Abu Deif to the Turtle Rehabilitation Sanctuary in Dubai during her trip.



even sea turtle species found worldwide are on the list of endangered or critically endangered. Turtles native to the Middle East have been placed on the critically endangered list, and there are currently only about 8,000 nesting females worldwide. Human beings pose the greatest threat to sea turtles worldwide. During Salma's trip to Dubai for this cover shoot we brought the actress to visit these endangered species. Based at Jumeirah Al Naseem, the Dubai Turtle Rehabilitation Project aims to care

for, protect, and rehabilitate sick or injured turtles, while also raising awareness of the threats faced by these marine animals.

It runs in collaboration with the Emirates Wildlife Protection Office and since the project started in 2004 more than 1,600 rescued turtles have been released into the waters near Dubai. This is the only turtle protection program currently in the Middle East and Red Sea.

Dress: Louis Vuitton, Shoes: Valentino



I never imagined that my team and I would be putting this issue together while each sat self-isolating in our homes. If there is one thing that Covid-19 has taught me though, it's that when the world works together as one, simple things such as staying indoors can make a huge difference. It's also made me realise how much we over-consume.

make unnecessary travel, and schedule unessential face-to-face meetings. The realisation that we need to protect the earth has never been more prevalent, and by kick starting simple daily habits, such as using a re-usable cup in a bid towards curbing our carbon footprints, WILL (as we have seen with Covid-19) contribute to making a difference.

Which is why this green issue is packed with daily tips, facts and advice to help gear you towards a greener

life. There's also a big glossary of new facts (page 64) surrounding ecology and sustainability that you should know about, and a list of the most thought-provoking documentaries and podcasts, to the must-read books to help on page 46.

"I NEVER IMAGINED

THAT *my* TEAM

AND I WOULD BE PUTTING *this* ISSUE

**TOGETHER WHILE** 

each SAT SELF-

ISOLATING IN OUR

HOMES.'

There's sustainable fashion too. My team and I have curated a list of our favourite eco-friendly brands on Instagram (page 22) and on page 62 Syrian Designer Maya Chantout reveals how she plans to connect small artisanal ateliers with

EDITOR'S LETTER

savoir faire for her debut namesake label launching in 2021. In the beauty section our Fashion & Beauty Editor Dina Kabbani delves into her make-up bag to reveal how eco-friendly it really is (page 132) and on page 130 we bring you the down low and facts on green cosmetics.

I know we are living in uncertain times right now, so whether you are on the front line or coming to terms with your new indoor lifestyle, we've brought together words of advice, tips and tricks from women across the region to help you stay motivated and

positive. (page56)

I hope this issue inspires you to re-think and kick start new habits to a greener lifestyle, I know I will certainly be making a lot of changes to mine. Stay safe and keep smiling.

### CARMEL'S WISH LIST

My edit of the vegan beauty brands worth the investment.



Shampoo Dhs127 Grown Alchemist at Namshi.com



Liquid Balm Dhs243 Le Labo



Serum Dhs54 The Ordinary



Body Balm Dhs100

Aesop



CARMEL HARRISON EDITOR-IN-CHIEF

@carmelharrison\_

Face Mask Dhs400 Irene Fortew

### GUEST EDITOR'S LETTER

## "We see hope in the women who lead the climate movement, for whom failure is not an option."



*by* **Kathleen Rogers,** President of Earth Day Network

A saying goes, "Climate change is a manmade problem, which is why women should rule the world." That is, of course, a joke – climate change has been exacerbated by all of us – but here's the truth in that joke: To solve our climate crisis, we need to smash what we've always done, who we've always been and what we've always known to be true. **To change the world**, we need to change everything. Climate change is here, wreaking havoc on communities all around the world. And while climate change affects everyone, it affects everyone disproportionately, with women bearing the worst impacts of a warmer world. To fight back, we need a coordinated global effort, and if you're reading this, that means we need you, too.

As the president of Earth Day Network – the global organiser of Earth Day – I feel a personal responsibility to use this day as a platform to implement real change. Two important milestones in my life drove me towards Earth Day Network and the environmental movement:

After law school, I was lucky enough to secure a federal clerkship, where I helped to write an important legal and groundbreaking opinion on an environmental issue that became law. The second milestone was the short time I worked for a law firm that represented large corporations. It was a role I was never comfortable in and I eventually moved to the not-for-profit side. I've never looked back.

At Earth Day Network, I'm exactly where I want to be.This Earth Day will mark an inflection point, a moment in history when millions of people, including ELLE readers, come together and demand a new way forward – a moment when world leaders have no other choice but to take notice and take action. The 50th anniversary of Earth Day this year must be larger than the first: On the first Earth Day in 1970, 20 million Americans took to the streets to call for greater protections for our planet. On April 22, 2020, we want to see a billion people taking action for the planet.

Future generations will define us by our successes, or failures, of the next half century. Earth Day 2070 will tell us if this movement was the one that saved us and put us on a new path forward, or a historical footnote that, while well-intentioned, ultimately failed, Between today and 2070, let's transform everything that we know about this world for the better. On Earth Day 2070, let's see our successes on our dining plates, heavy on plants and light on carbon-intensive animal products that stress our lands and destroy our forests, in how we harvest plants and trees. Let's see our success in how we've ditched plastic altogether for more sustainable, reusable materials, maintaining community volunteer cleanups worldwide. And let's see our success in the value that we put in indigenous perspectives, understanding how to live together with our Earth, rather than recklessly exploiting it as a resource.

At Earth Day Network, we are boldly optimistic for our future. We already see some of these successes at work through our campaigns. But just as important, we see hope in the women who lead the climate movement, for whom failure is not an option. That's why Earth Day on April 22 will be unlike any in recent memory. Together with the youth climate movement, Earth Day 2020 will kick off three days of bold action for our planet – Wednesday will mark the 50th anniversary with worldwide rallies and events; Thursday will escalate action with strikes on schools, campuses and workplaces; and Friday will punctuate the week with global climate strikes and actions. All that energy will culminate in a Saturday celebration on the National Mall in Washington, D.C. We still have time to change or even save our future, but we have to act now - and we need you, ELLE readers, to join us. Where will you be on April 22, 2020? Find an Earth Day event near you or register your own event at earthday.org/earthday-2020

The future of humanity depends the action we take, or do not take, right now.

Katalum Rogen



### About Earth Day Network:

Earth Day Network's mission is to diversify, educate, and activate the environmental movement worldwide. Working with more than 100,000 partners in 190 countries to build environmental democracy.

# E L L E

# RADAR

BAG, DHS85,950, GUCCI

EVERY ONCE IN A WHILE, A BAG WITH REAL STAYING POWER COMES ALONG JUST LIKE GUCCI'S NEW THIARA; WITH ITS BAMBOO TOP HANDLE, SUPPLE GREEN CROCO FINISH AND THE LABEL'S ARCHIVAL LOGO PLAQUE, IT'S DEFINITELY A PIECE THAT PLANS TO STICK AROUND FOR SEASONS TO COME

# FASHION MEMO



*Bracelet,* Dhs865

### ACCESORISE WITH NAMSHI

Carefully curated, the urban etailer has dedicated a section for modest outfits and abayas with some cool niche brands such as Threadz, Haya's Closet & Femi9. Picked a kaftan silhouette or some roomy loungewear? Complete the look with some lust-worthy jewellery from Swarovski.

*Necklace,* Dhs720 *Bag* Dhs2,850,

Wandler

### CELESTIAL BEINGS

At ELLE, we're unabashedly obsessed with astrology - maybe those monthly horoscopes have clued you in - and now that nearly a quarter of the year is well under way and we've read up on our forecast, we'd love to surround ourselves in stellar clothing and accessories to keep the good vibes flowing. Written in the stars above is everything that glitters and shimmers, bright and wonderful pieces just in time for the holy month.

Dress Dhs1,750, Alice Mccall



Streetwear fashion is having a major modest moment with looser silhouettes and an abundance of layering taking centre stage; from over the shoulder shayla draping to statement outwear, covering up has become more than just a passing trend.







Shoes Dhs4,320, Manolo Blahnik

### COMPILED by TRISHA RUBDI

EXCLUSIVE CAPSULES FROM bomegrown BRANDS, UNIQUE PERSPECTIVES ON traditional dress AND modest, cool on-trend FASHION...EVERYTHING YOU NEED TO STAY ON FASHION POINT THIS Ramadan

### SPOTLIGHT ON: AMAL AL RAISI

Omani designer Amal Al Raisi's latest curation for Ramadan sees her celebrate the heritage of traditional Arab dress, this time, with lightweight fabrics like organza, silk and satin in dreamy pastel tones that are great to wear now and keep for those balmy summer evenings approaching.

BURBERRY

CELINE

GIAMBATISTA VALLI

### MODEST RUNWAY

Not only have we seen an influx of veils and turbans across many high fashion collections, but the runways have been dominated by a trail of beautiful hijab wearing models, from catwalk queen Halima Aden to up-andcoming Ugbad Abdi.

MOSS

### KEEPING IT MINIMAL

AMAL AL RAISI

Essentials, basics or wardrobe musthaves - whatever you call them, you can never go wrong with a minimal outfit. Enter COS, the contemporary fashion brand known for reinventing classic staple pieces, and your quintessential go-to this Ramadan thanks to an exclusive capsule made especially for the Middle East full full of fluid dresses with coordinated tonal sets - seamless additions to your wardrobe.



Dhs1,290

*Shirt,* Dhs495 *Top,* Dhs445

Radar

Dior Saddle bag in camouflage embroidery

Secret GARDEN DIOR'S modern DAY

BOTANIST

**THE THEME** Ever wonde

Ever wondered just how the Dior garden grows? Well, according to Maria Grazia Chiuri, it's filled with towering trees, luxuriant vegetation and, of course, pretty maids all in a row; wild Dior nymphettes adorned in floral embroidery, earthy tones and the chicest of sun-filtering hats.

### THE MUSE

Catherine Dior, sister of Christian and the "Miss" of Miss Dior, was a keen gardener and a heroine of the French resistance, who grew her way out of the WW2 gloom to become an acclaimed botanist and producer of blooms for the cut-flower industry.

### THE INSPIRATION

The late Christian Dior once said, "I am especially happy in the company of gardeners and plants." His penchant for everything flora became a part of the heritage of Dior, manifesting in delicate prints and embroideries which today, are one of the substantial (if not, most loved) pillars of the great house.

### THE DNA

A tribute to the maison's well-rooted signature prints of hand-stitched flowers, Chiuri featured herbarium motifs – some of which she discovered in the Museum of Natural History in Paris – interwoven in the collection to create thoroughly wonderful, artisanal items.

### THE COLLABORATION

To create an "inclusive garden", the scenography for the show was designed in collaboration with Coloco, an atelier committed to cultivating gardens as a driver of urban inclusiveness. The trees from the set of the S/S20 show will continue their journey, repurposed in sustainability projects throughout Paris, reinforcing wooded areas.



Catherine Dior & husband Hervé Des Charbonneries – © Collection Christian Dior Parfums, Paris

Diorexpress thong sandals MAN

MCAI

TER: SARA / TOS: IMAX

FASHION WE

GEORGIN

TURN HEADS WITH UNDERSTATED STYLE, UNDER THE COVER OF A CHIC FULL-LENGTH TRENCH COAT.

est

16

*The Details* Make it modern With tonal print Shoes and new Shaped handbags.

### WEAR IT YOUR WAY:



FIFTY SHADES OF WARM CARAMEL SWEPT THE STREETS TO THIS SEASON. HERE'S HOW TO SPIN CLASSIC CAMEL.



*The Palette* KEEP THE TEMPERATURE COOL: ADD SUBTLE SOFT SLATE-GREY FOR A 2020 TOUCH.

> *The Styling* Layer textures as well as camel hues, from faux fur to ribbed knits.





WEAR IT YOUR WAY:



NOTHING SAYS SPRING/SUMMER LIKE A VIBRANT MIX OF PRINTS, FROM AMOUROUS HEARTS TO KITSCH FLORALS.





THE DETAILS:

PICK AND MIX

THE KEY PIECE? A SPOTTY OR 1970S WALLPAPER PRINT MIDI-DRESS.











### THE LOOK: THE CLASH

DON'T JUST PICK ONE. MAKE A STATEMENT THIS SUMMER, AND LET YOUR PRINTS PACK A PUNCH BY MIXING EVERYTHING FROM CHECKS AND FRUITS TO ARGYLE.





THE DETAILS:



BRIGHTEN UP YOUR LOOK WITH MOOD-BOOSTING ACCESSORIES.







HIGHLIGHTER PEN HUES





WEAR IT YOUR WAY:



STOP PEOPLE IN THEIR TRACKS WITH THESE SHOCKING POP COLOURED PIECES.



THE LOOK:

### HEAD-TO- TOE COLOUR

WHETHER YOU'RE WEARING SWEATERS AND DENIM OR SUITS, THERE'S ONLY ONE RULE: GO FULL COLOUR FROM YOUR SHOULDERS TO SHOES.



Feature

# *The* SUSTAINABLE *Instagram* BRANDS to FOLLOW FOR AN *Eco-friendly* SCROLL

IN A BID TO SUPPORT SMALL AND LOCAL BUSINESSES DURING THE WAKE OF COVID-19, TEAM ELLE ARABIA REVEAL THEIR FAVOURITE SUSTAINABLE INSTAGRAM BRANDS TO INVEST IN NOW



@ BONDIBOR NAUSTRALIA



### Carmel Harrison EDITOR-IN-CHIEF



@bondibornaustralia With a consciously managed business and supply chain, Bondi Born is doing everything possible to minimize the impact of their business on the environment. It's my go-to for the best in bodyshaping swimsuits.



@donnahouranijewelry If you're on the hunt for something bespoke and unique then look to Donna Houarni. The Lebanese jewellery designer recycles old jewellery to create special pieces using ethically sourced stones and Fair Trade gold. They really are showstoppers.



@greenpacha

Hand sewn by a group of women in the hills of Cuenca, Greenpacha is reformulating the Ecuadorian tradition of straw hat weaving and helping to keep this unique Latin American tradition alive. Pair with a simple white linen shirt for easy summer dressing with style

Dina Kabbani FASHION & BEAUTY EDITOR



@matteau This Aussie brand wins the award for effortlessly cool vacation style. From recycled packaging to auditing their factories, sustainability is part of Matteau's core. Think linen crop tops and maxi skirts with sexy tie-waist details.



@tohumdesign Turkish founder of Tohum, Verda Alaton was the woman behind the cult gold shell necklaces that just about every fashion girl owns (including me). Not only are her statement gold pieces sustainable, they can elevate any outfit from zero to 100 in an instant.



@elbe\_lb What can you make with discarded manufacturing left overs? According to Nour Ben Cheikh and Clementine L, a killer accessories line - think earrings, necklaces and even bucket hats!



@ basscoutur75 A Tunisian label based entirely on recycling, upcycling, and sourcing deadstock from wherever, leaving nothing to waste in its design wake. Now that's what we call sustainable!

@lea\_thelabel Discarded fishing nets and plastic litter don't scream sexy unless they're tied up in a Lea the Label bikini, a Dubai-based brand championing the 'need to go green' movement one skimpy piece at a time.



@oneandfourstudio Girls borrowing from boys and vice versa is the primary mission of this gender fluid streetwear brand, who source ethical fabrics to produce their minimalistic desians.



@ shababintl Working strictly with local tailors in Dubai, this urban label - founded by Iraqi Chebmoha and Omani Chndy - is for the cool generation Z kids who want more than just fast fashion.



# Trisha Ruhdi



@ronihelou Considering himself a serious environmentalist, it's important to Roni that his sustainable drive extends into his work. His neutral and androgynous works of art are sourced from the highest quality vintage fabrics and trimmings, instead of using newer, chemically dyed material.



@tribedubai Tribe is a Dubai-based bespoke home décor studio, rooted in sustainability. Churning out the prettiest pieces of furniture from rattan and jute, we feel settled knowing a purchase from here is backed by fair wage, tree plantations and paid portion to orphaned children in India. Tribe's ethos is everything we support!



@taniageorgedesigns By far the funkiest sustainable brand we've come across in the region - Tania brings cartoon like illustrations and colour into her designs, all of which are tailored by hand-picked seamstress in her hometown, Jordan. We are in love!



@georges\_of\_dubai Georges is a small business with a beautifully curated assortment of sustainable fashion, interior accessories, giftware and jewellery from Australia-based designers. This can be your new one stop shop for all things sustainable.





wardrobe? Mahdy's got your

back!

HION & BEAUTY ASSISTANT

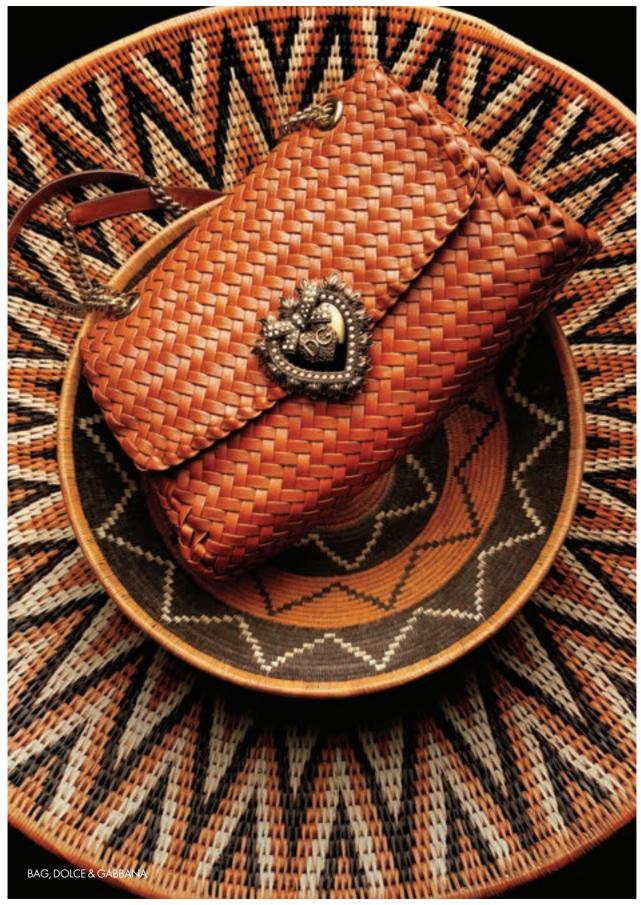
# Accessory



PHOTOGRAPHY BY MITCHELL FEINBERG



# Accessory



PHOTOGRAPHY BY MITCHELL FEINBERG

Radar



Jewellery

Tiffany T1 wide ring in rose gold with diamonds

The making of the Tiffany T1 necklace with baguette diamonds





Reed Krakoff, Chief Artistic Officer © Inez & Vinoodh



In the late 1880s, a distinctive shade of blue was chosen for use on Tiffany boxes

# T Party

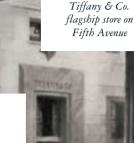
BUILDING ON THE PIONEERING MOTIF OF A HOUSE ICON, TIFFANY & CO. LAUNCHES THE NEXT CHAPTER OF THE TIFFANY T LEGACY

#### WORDS by DINA KABBANI

In 1837, Charles Lewis Tiffany founded a company as true and iconic as the New York City skyline itself and the rest, as they say, is history. Today, the brand's strong, graphic 'T' - embodied in its jewellery and watches - is considered just as important a house symbol as its little blue box that has launched over a million and more yeses over the decades. Building on this pioneering motif, Tiffany & Co. launches the next chapter of the Tiffany T legacy with the introduction of Tiffany T1; a year-long series of global launches, designed by the brand's chief artistic director, Reed Krakoff. Kicking off in April, the first drop sees nine 18k rose gold styles and an exclusive high jewellery necklace - bold pieces in graphic forms with new elegantly angular and feminine proportions, all timelessly elevated with expertly set diamonds. The 'T' motif forms an unbroken circle, representing individual strength and self-empowerment, a modern and bold statement - adorned with precious stones - meant to be worn every day as a celebration of self. And the commemoration of the heritage brand's famous initial doesn't end there; Emirati designer Yasmin Al Mulla, inspired by the clean lines and graphic forms of the new collection, launched an exclusive Ramadan collection with her label YNM - ethereal kaftans made of Japanese silk and soft-to-thetouch Spanish organza, beautifully elaborate pieces that mimic the scintillation of the new diamond-encrusted T line and brings them to life with incredible scale, texture and dimension.



Tiffany TI wide ring in rose gold



Founder Charles

Lewis Tiffany

Illustration of the

2 Th

Tiffany T1 wide hinged bangle in rose gold



COURTESY OF TIFFANY & CO. ARCHIVES



Precious Time

MEET MAILLON DE CARTIER, A new model FOR THE STORIED French house AND THIS SEASON'S smart investment TICKER

### Jewellery



# A PRECIOUS WATCH THAT RESIDES IN THE CREATIVE

### WATCHMAKING REPERTOIRE OF THE MAISON

A luxury watch has always been the ultimate investment piece; taken good care of, it can become an heirloom piece that will be cherished for generations to come. And French luxury maison Cartier knows a thing or two about timelessness, its pieces - coveted by purveyors of luxe living - have been passed down since as early as 1847, a standing testament to their "buy now, wear forever" allure that has made them such sought-after collector's item time and time again.

Today, Cartier introduces another investment piece of the highest order – the Maillon, an exceptional timepiece and its latest true design treasure. A precious collection, Maillon de Cartier plays on the classic codes of the chain-link bracelet whilst reinventing today's attitudes, bringing watchmaking to meet fine jewellery and vice versa. "We wanted to deconstruct the bracelet and transcend its design through a volume approach. Emotion is in the movement and tension," explains Marie-Laure Cérède, Cartier's Director of Design for Watchmaking.

With flowing rectangular links that entwine themselves in one graphic motion, this eye-catching piece invites geometry into rhythm, fluidly wrapping the wrist in white or yellow gold, beautifully angular and delicately confrontational. Ultra-feminine, the watch is finished off with an artfully hexagonal dial and bevelled brancards, adorned with brilliant-cut diamonds that accentuate its palpable opulence. Buy now and watch it stand the test of time.

# Mesmerising MESSIKA

VALĒRIE MESSIKA ON THE VIRTUES OF *femininity* AND HOW *Middle Eastern* WOMEN PUSHED HER TO WORK OUT OF THE BOX

> WORDS by VALIA TAHA

FROM TOP TO BOTTOM:The Lucky Move necklace in 3 colours - lapis lazuli, nacre blanche and malachite; The brand's ethos and mantra which follows the code of being unique



rom an early age, Valérie Messika made only one promise to her father: no matter what she did, she would always work with diamonds. "I've respected this rule for the longest

time," she explains. "But now, with the second launch of the Lucky Move collection, I decided to play around with the stones in the medallion necklace to include 9 different colours. It was so much fun and so different from what I usually do." A self-made diamantaire himself, André Messika taught his daughter everything there is to know about the industry, motivating her to launch her debut Move collection at Baselworld in 2005. Today, Messika is considered to be one of most wanted fine jewellery brands of the moment, its modernly cool pieces shattering the haute joaillerie mould one featherlight diamond at a time. "What I started with and what I still continue to do with my collections is that every time I create a piece, I try to make it like a tattoo for the skin,"

### Feature

The new campaign © Isabelle Bonjean

Valérie Messika, founder





she explains. "I want to always pay tribute to femininity so that every time a woman wears a piece of mine, she feels even more feminine and sensual because of it." And that's exactly what the Lucky Move line aspires to do, look for that defining female characteristic and enhance it in bright and beautiful mesmerising tones. "The colours for

this new line all represent a mantra revealing something about the personality of their wearer," says Valérie, explaining how customers can now fill out a form in any Messika boutique to help them find a piece that fits their personality. "Say you choose red, then it's obvious that you're all about passion and desire but pick black, and you've definitely got a more edgy side to yourself - it's all about celebrating the different characters of women." It is this unconventional approach to jewellery design that has also earned Messika a growing following amongst the Middle East's fashion set; Arab women, both young and old, turn to the brand for disruptive pieces that are unconventional and statement making. "In Europe, we're used to wearing just one piece, but here, women play around with jewellery, stacking piece upon piece because it's a big part of their everyday life," she says. "It has desacralised wearing jewellery, and thus, been such a great source of inspiration for me. Middle Eastern women have helped me push myself to create more unconventional pieces such as anklets, double rings and ear cuffs, that if not for them, I would never have thought of doing." Jewellery

Rose de Noël clip in yellow gold with diamonds and mother-of-pearl, Dhs128,000, Van Cleef & Arpels

> Dragonfly brooch with diamonds. POA, Graff



and diamonds, POA, Bulgari

Rose brooch in white gold with diamonds, POA,

Piaget

GABRIELLE 'COCO' CHANEL, PHOTOGRAPHED AT WORK IN 1937 BY ROGER SCHALL © CHANEL

Modern HEIRLOOMS

It is impossible to dissociate French fashion house Chanel from Coco Chanel, its founder and one of the biggest fans of the brand's most emblematic jewels, the brooch; she might have famously advised to look in the mirror before leaving the house and take one thing off, but she definitely wasn't referring to her decorative pin. Now, maisons both big and small are following in madame's footsteps, showcasing extravagant, outsized creations that make clipping a gemladen dragonfly, bee or moth the only way to do ice-cold lapel frostings for 2020.

Polissena brooch in white, yellow and pink gold with pearls, rubies and diamonds, POA, Buccellati

High Jewellery brooch in platinum with sapphires, emeralds, rubies and diamonds, POA, Cartier

Orchid Suite brooch with opal, sapphires, tsavorites and diamonds, POA, Chopard



# Double take... catwalk copies

What qualifies as vintage is becoming even more relevant as designers seek inspiration from the past, bringing a modern twist to family-heirloom-inspired jewellery, not only in design, but along with a (more) affordable price tag than its high-end cousin.

# E L L E

ONE TO SEE mermaids of jeddah

CULT

+ A NON-EXHAUSTIVE BUT VERY USEFUL overview of books TO READ IF YOU'RE LOOKING ON BECOMING more ecologically aware AS WELL AS A KILLER ECO-PODCAST PLAYLIST THAT'LL TEACH US ALL SOMETHING new about our PLANET

AMIRA NAZIR



# Capturing THE DUALITY OF SAUDI WOMEN

SALMA HAIDRANI SPEAKS TO THE CO-FOUNDERS BEHIND MERMAIDS OF JEDDAH, THE FIRST PHOTO PROJECT OF ITS KIND THAT LIKENS SAUDI WOMEN TO MERMAIDS LIVING ON LAND AND SEA

WORDS by SALMA HAIDRANI



### Feature

hen we think of Saudi Arabian women, chances are, rarely do we afford them the agency and complexities that their Western counterparts enjoy. It's this in part that propelled Jeddah and New York-based artist and Political Science student Amira Nazer to create 'Mermaids of Jeddah', a photo series capturing the duality of women based in Jeddah. Or as childhood friend, co-creator and Jeddah and London-based stylist and Fashion Communications student Latifa Bint Saad tells ELLE Arabia: "We wanted to present the different facets of Jeddawi women in all their uniqueness and glory."

A dream may seem like an unlikely inspiration for creating a photo series but for Nazer, it's this she cites for the creation of Mermaids of Jeddah, which likens Jeddawi women to mermaids who reside on land and sea. "Last October, I dreamt that I met a mermaid in Jeddah on the shore of a beach I visited growing up. The image stuck with me and I grew obsessed with the concept," she recalls. "What did it mean to be a

mermaid from Jeddah? I asked myself. That was the question that [kick-started] this project. I began to research stories of mermaids and recontextualised the narrative to be set in Jeddah. I frantically sent Latifa a WhatsApp voice note explaining my vision and she was on the same page." Bint Saad recalls laughing that it was a conversation that 'lasted about four hours of back and forth voice notes'.

"LAST OCTOBER, I DREAMT THAT I MET A MERMAID IN JEDDAH ON THE SHORE OF A BEACH I VISITED GROWING UP. THE IMAGE STUCK WITH ME AND I GREW OBSESSED WITH THE CONCEPT"

Nazer and Bint Saad set out to explore and capture the duality of Jeddawi women who grapple with the conflict between tradition and modernity by likening them to a mermaid's dual existence as half-human and half-fish. "Living between land and sea, I took that duality of her existence in Jeddah where tradition and modernity exist simultaneously," Nazer says. "[Similar to mermaids], growing up in Jeddah, I covered myself according to the space that I was inhabiting. This series works to unify tradition, modernity and fantasy which influenced how I, and my mermaids, experience Jeddah."

Mermaids of Jeddah was four months in the making, largely in part as Bint Saad and Nazer were based on separate sides of the world. "We mostly communicated via WhatsApp due to the different time zones," Bint Saad recalls. "I came home to Jeddah [in December 2019] two weeks prior to our shoot to begin sourcing fabrics and working on the garments. We found a perfect location and everything else just fell into place naturally."

Matching the subject's attire to the coastal Jeddah

landscape was a conscious decision, the co-founders reveal. "We knew that we wanted to shoot the series by the sea and combine other elements such as rocks," Bint Saad says. "The main goal was to match the garments to the mermaid's surroundings." Each of the fabrics – and their respective colours and patterns – is an ode to the city. Sourced from the historic Al-Balad district, the seashell niqab, for one, is testament to the seashells dotted across the Red Sea and relate to both land and sea. Meanwhile, the

gingham dress represents rocks and earth.

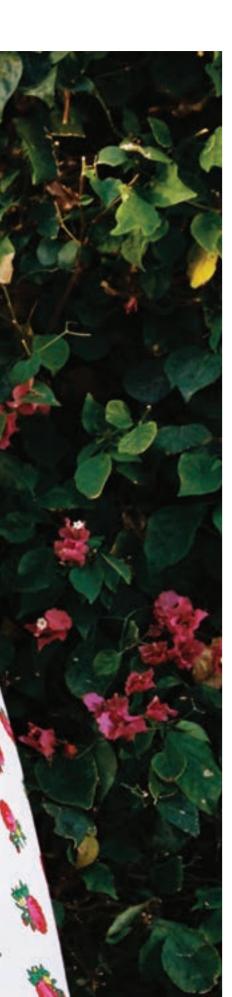
The pair, too, pay homage to the colourful abayas that both women grew up seeing in the streets of Jeddah. Crucially, the bright fabrics the subjects sport are a radical departure from the traditional black garments that we associate with Saudi Arabian women. Jeddah street style, too, is renowned as more laidback than neighbouring – and more conservative – Riyadh, though the latter is increasingly seeing less crowds of women clad in black. "The tired stereotype of Saudi women wearing black abayas is an old and outdated assumption," Bint Saad laughs. "Just visit Jeddah and you can see yourself!"

In a climate that reduces Saudi women to their so-called submissiveness and as 'oppressed' (just take how when women in the Kingdom don't wear the traditional abaya, they face accusations of 'breaking free'), was challenging preconceived notions of and celebrating the multiplicities of what it means to be a modern Jeddawi woman central to Mermaids of Jeddah? "We wanted to challenge these stereotypes by celebrating these unique women and giving their experiences as well as ours a voice while trying to document them the









most authentic way we could," Bint Saad maintains. "There's not one version of a Saudi Arabian woman – instead different versions co-exist," Nazer adds. "The experiences of Saudi Arabian women are complex. It cannot be simplified. It was imperative that the images captured this."

In this sense, Mermaids of Jeddah is seemingly part of an increasing number of initiatives and collectives created by women in the GCC – and the wider Middle East at that – redefining their self-image on their own terms. Jeddah-based editor Marriam Mossalli, for one, launched 'Under the Abaya' in 2018, the first photobook to capture the changing face of fashion in the Kingdom. Meanwhile, art collective Banat Collective, the brainchild of Abu Dhabi-based creative and curator Sara bin Safwan, champions Arab women artists while Kuwait-born New York-based student Taiba Al-Nassar founded 3asal Magazine, a zine celebrating MENA girls in the region and diaspora.

Even so, Bint Saad and Nazer stress that what sets Mermaids of Jeddah apart is how it serves as an opportunity for Saudi women to see themselves – and their dualities reflected back, rather than designed for the Western gaze. "This project is for the Saudi Arabian woman to be celebrated and heard, specifically our Jeddawi sisters," Bint Saad says. "It wasn't our goal to target a Western audience as this project is for girls of Jeddah by girls of Jeddah."

Shot predominantly in the Red Sea, each of the portraits evoke a sense of agency and playfulness so often denied to Saudi Arabian women. In one image, two subjects float in the vast expanse of the sea, evoking a sense of carefree adolescence oft-afforded to their Western counterparts. Immortalising a hazy summer afternoon, the portrait looks like it could have been shot anywhere in Europe, be it Sardinia or Saint Tropez. In another, subjects embrace as they stare defiantly at the camera, simultaneously evoking a sense of authority and intimacy rarely reserved for this group.

As for the co-founders' most memorable image? Tara and Laila standing in unison wearing a seashell niqab draped in the Red Sea, according to Bint Saad. "The many hours spent creating the piece and the numerous burnt fingertips were finally worth it," she recalls. "The











energy when that photo was taken was indescribable. Amira and I were both in the water trying to get the perfect shot. We were all cheering them on! It just felt like a giant sisterhood."

Conversely, for Nazer, capturing the image of her subjects, Laila and Mudi in pink was particularly hardwon: "I wanted to photograph the mermaids from an upward perspective to capture the movement of looking up at the mermaids. Laila and Mudi were standing in a shallow area of the beach and if I was to bend down to [capture] an upward perspective, my camera would have gotten in the water," she recalls. "I ended up on my back in the water with my legs in the air to keep myself afloat. It truly was a gymnastic performance!"

#### **CHALLENGES**

Taking photos of their subjects didn't present any challenges. "We reached out to our friends and friends of friends," Nazer recalls. "I sat with each mermaid and discussed her experience of [growing up] in Jeddah, her relationship with the Red Sea and her experience of covering up according to the spaces they inhabit and her connection between covering up and nature." Bint Saad recalls that in initially presenting the project to the women, 'they were all ecstatic and wanted to be part of this as they believed in our vision'.

If anything, naming the project proved the biggest challenge for the pair. "We wanted a title that resonated and enticed the audience at the same time," Bint Saad reveals. For Nazer, honouring mermaids was integral to the project's name: "The mermaid exists doubly: she is of the sea and of the land. It's from this dualistic relationship with water that I have to come to...explore and define my identity so it only made sense to honour her in our title."

Mermaids of Jeddah – and the co-founders in turn – have since been inundated with support from Jeddawi, Saudi Arabian and even a global Western audience,

> a response the co-founders call 'heartwarming'. Even so, Bint Saad and Nazer hope that their project might set a precedent for Saudi creatives and Saudi women at that - to challenge the homogeneity often ascribed to them and redefine their self-image on their own terms outside of a Western gaze. Ultimately though, the co-founders hope to shed light on women that have long existed in the Kingdom - but the wider world is yet to recognise. As Nazer affirms, "A Saudi woman is a trailblazer. She works, she drives, travels freely and is proud of herself and her place in the world."







# The ECO book CLUB

Carl Carl

HAVE YOU RESOLVED TO read more books IN 2020? WHY NOT ADD SOME OF THESE inspiring eco-reads TO YOUR BOOKSHELF? FROM vegan recipes TO sustainable shopping guides AND rousing essays, THESE BOOKS WILL ALL REMIND YOU THAT WE NEED TO act fast to halt climate change, AND THEY'LL SHOW YOU how to do it!

The Uninhabitable Earth Lip Alto Hieraing David Wallace-Wells

#### THE UNINHABITABLE EARTH

by David Wallace-Wells – 2019 In this book, New York Magazine columnist and deputy editor David Wallace-Wells aims to shock the reader with the alarming realities of the climate crisis. The bestseller outlines the terrors that our earth will face in the near future if immediate action is not taken!



#### THE LITTLE BOOK OF GOING GREEN

by Harriet Dyer - 2018 The perfect little guide on how to lead a more sustainable life. Filled with facts and helpful information about the history of climate change, this book aims to give everyone all the tips they need to make their daily life as eco-friendly as possible.



#### HOW TO GIVE UP PLASTIC

by Will McCallum – 2019 It is well-known that plastics wreak havoc on our oceans: 12.7 million tonnes of plastic is dumped into the sea every year. This book gives practical advice and examples of positive worldwide action, showing us that it is possible to reduce our daily consumption of plastic at home and in the office.

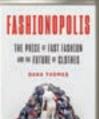
#### DON'T EVEN THINK ABOUT IT

by George Marshall - 2014 If we believe in the science of climate change and we can see the real impacts that it is having today – why are we still ignoring it? George Marshall aims to answer this important question in his interesting study about our psychological tendency to act as if nothing is wrong. The perfect book for anyone who needs further motivation and incentive to fight against climate change.

Contraction of the local division of the loc	and the second se
DON'T Even Think About It george N	WHY OUR BRAINS ARE WIRED TO IGNORE CLIMATE CHANGE KARSHALL

#### FASHIONOPOLIS: THE PRICE OF FAST FASHION & THE FUTURE OF CLOTHES

by Dana Thomas – 2019 An in-depth study into our current relationship with fashion and an examination into what we can do to change our ways. Thomas meets with leaders from large and small fashion brands who are at the forefront of sustainability and are leading the crusade for changing the industry for the better.





#### **MORE PLANTS LESS WASTE**

by Max La Manna – 2019 If you're looking for a vegan, nowaste recipe book, look no further! What's on the menu? 80 delicious vegan recipes and all the tips and tricks for conscious cooking that will not only help you and your health but the planet too. On top of this, the book itself is made entirely from recycled materials!



#### NO ONE IS TOO SMALL TO MAKE A DIFFERENCE

by Greta Thunberg – 2018

This small, yet powerful collection of Greta's most impactful speeches gives us a quick reminder about the urgency of our current ecological situation. Her stern but hopeful approach has inspired a brand-new political youth movement which shows no sign of slowing down.



#### DRESS WITH SENSE

by Redress - 2017

This guide is perfect for anyone for is looking to create a more eco-friendly wardrobe; filled with tips and advice about how to curate a conscious clothing collection, this four-chapter handbook will you help you to have a sustainable yet still fashionable closet.

## How to save the world for free

#### HOW TO SAVE THE WORLD FOR FREE

*by Natalie Fee* – 2019 A practical guide for anyone who is keen to reduce their carbon footprint without breaking the bank. Covering all aspects of life from travel and food, to voting and politics, this book encourages everyone to aspire to make a positive impact on the planet.



#### **ON FIRE**

by Naomi Klein – 2019 In her most recent book, one of the most inspirational political thinkers of today, Naomi Klein, investigates the climate crisis and clearly examines the urgency of our current environmental situation. After visiting hurricane-ravaged Puerto Rico and post forest fire North America, she calls for action from our policy makers in this informative and moving book.

## Culture

#### CHASING CORAL, by Jeff Orlowski, 2017

Jeff Orlowski and his team of scientists, photographers and divers lead an investigation into the impacts of climate change in our oceans, most notably, the impact on the coral reefs. The team has one objective: to follow the deterioration of the reefs using time-lapse photography. Filmed over three years, this technique has allowed them to show us the real-time corrosion of the coral reefs and highlight the actual damage that we are causing on our planet.

#### FASHIONSCAPES: THE DIAMONDS OF BOTSWANA,

by Andrew Morgan, 2020

In the third installment of the Fashionscapes series, Livia Firth, founder of Eco-Age travels to Botswana with director Andrew Morgan to investigate one of the world's most prolific industries. This miniseries follows Livia as she unearths a shining hope within the Natural Diamond Mining trade, revealing the collaborative approach of the Botswanan government ensuring that benefits are shared throughout the businesses, especially amongst women. This uplifting documentary shows hope and possibility in the industry and will lead as an example for others to follow.

#### TRASHED by Candida Brady & Jeremy Irons, 2012

In this documentary, actor Jeremy Irons travels the world to show the consequences of humanity's bad waste and consumption habits. He has teamed up with British director Candida Brady for this eye-opening documentary aimed at shocking viewers into reducing pollution. The Oscar-winning actor travelled to France, Iceland, Indonesia and Lebanon to see the effect of environmental policies on waste treatment, or the lack thereof. He also met with scientists around the world to understand the real impacts of this overflow of waste on the environment. Trashed shows the harsh reality on our planet; an image rarely shown on the big screen.

#### INCONVENIENT TRUTH, by Al Gore & David Guggenheim, 2006

The original climate change documentary that follows former Vice President of the US, Al Gore, on his mission to educate people about the dangers we face due to global warming. Gore shows that climate change is not just a political issue: it affects us all. "An Inconvenient Truth" was the first ever documentary to win 2 Oscars.

## Start, GREEN, action...

EVER SINCE AN Inconvenient Truth CAME OUT IN 2006, documentaries about the environment HAVE BECOME INCREASINGLY POPULAR! WE HAVE CURATED a list of the most eye-opening docs THAT SPAN TOPICS FROM recycling to the coral reefs, to the truth about fast fashion. MAKE YOUR Netflix-night more productive AND DELVE INTO these thought-provoking films!

by MARINE LE BRIS and TORI SHARP

#### PROTECTING PARADISE, by National Geographic, 2019 When you envision the Great Barrier Reef and coastal Australia, you picture beautiful beaches and clear waters, but in reality, the North Queensland coast is one of the most polluted areas in the country. This documentary is an in-depth view of the global plastic pollution epidemic hitting North Queensland and a reminder of why Australians must urgently take action to reduce their single-use consumption.

#### SUSTAINABLE, by Matt Wechsler, 2016

An eye-opening look into the American farming industry, and the future that it holds. America is facing a farming crisis, and filmmakers Matt Weschler and Annie Speicher investigate what has happened on both the local and national scale. Focusing on an Illinois-based farmer who has felt the pressures of big agribusiness, we follow his journey in pioneering the sustainable food movement in Chicago.

#### RIVERBLUE by David McIlvride & Roger Williams, 2017

This documentary shows the ecological disasters generated by the fashion industry and its consequences on the environment and the health of the population. It follows Mark Angelo, a water expert, as he travels around the world, in particular, Indonesia, Bangladesh and India. To produce the clothes we wear, copious amont of water is used, as well as numerous chemicals, damaging not only our health but the health of the planet. This groundbreaking documentary examines the destruction of our rivers, its effect on humanity, and the solutions that inspire hope for a sustainable future.

#### A LIFE ON OUR PLANET by David Attenborough, 2020

In his upcoming documentary, David Attenborough recounts his "extraordinary life" in a final attempt to highlight the devastating impact that humans have had on the natural world. In conjunction with WWF, he will teach us how to work alongside nature as oppose to fighting against it. He warns that we "are headed for disaster" but will explore the potential solutions for the climate crisis. (In cinemas April 16th)

#### **OUR PLANET** by Netflix, 2019

Climate change is about so much more than just hotter-than-hot summers and melting ice caps, as seen in this Emmy-nominated Netflix original series. Featuring stunning cinematography, watch "Our Planet" for everything from wildebeests in the Serengeti and orangutans in the jungle to footage of lush forests and the deep, dark ocean. A reminder of how beautiful our planet can be, and how we must fight to keep it this way.

#### BEFORE THE FLOOD, by Leonardo DiCaprio, 2016

©Marine LE BRIS

This film follows Leonardo DiCaprio as he travels around the world speaking to world leaders, activists, scientists and locals to show the dramatic effects that climate change is wreaking on our planet. The documentary highlights what we can change as individuals and as a society to help combat the biggest issues facing our planet today and work towards a sustainable future.

## Culture

#### THE SUSTAINABILITY

AGENDA by Fergal Byrne A podcast that explores the biggest questions around the challenge of sustainability today. Talking to the world's best thinkers, these weekly episodes explore the newest ideas around sustainability and discuss its future.



#### SPIRIT OF 608 by

Lorraine Saunders A podcast hosted by fashion journalist Lorraine Saunders that aims to empower women who work in the FEST sector (Fashion, entrepreneurship, sustainability, tech.)

SPIRIT OF 608

PODCAS

#### ETHICAL BUSINESS PODCAST

*by Fair Marketeers* Interviews with ethical businesses and their founders. Aims to give ideas and inspiration for running more environmental and ethical businesses.



#### **BUSINESS WITH PURPOSE**

by Lorraine Saunders Business with Purpose is a series of interviews tackling big questions about business with leading professionals and CEOs. Aims to inspire small businesses and show the work behind some of the world's most successful brands.



## ECO POD'S PLAYLIST

ALREADY JUMPED ON THE PODCAST BANDWAGON? BELOW IS A LIST OF our favourite environmental podcasts, WHICH ARE QUICK-WITTED, MOTIVATING, AND ENTERTAINING! IF YOU NEED SOME morning inspiration ON YOUR DAILY COMMUTE, PLUG INTO ONE OF THESE PODCASTS TO *learn something new about our planet!* 

by MARINE LE BRIS and TORI SHARP





WARDROBE CRISIS by Clare Press Clare Press, Australian VOGUE Australia's Sustainability Editor, hosts this podcast where she creatives and academics who discuss the future of fashion when it comes to the environment. Discussions range from circular denim to justice for garment workers, with influential figures such as Roland Mouret and Livia Firth.



#### THE ECO WARRIOR PRINCESS PODCAST

by Jennifer Nini Jennifer Nini, founding editor of the Eco Warrior Princess media platform, shares her personal story and experiences, and interviews influential people in the sustainability and social enterprise space focusing on ethical fashion and green living.



CONSCIOUS CHATTER by Krestel Jenkins Conscious Chatter was launched in 2016 by Kestrel Jenkins and is a podcast who began to discuss the ethical and environmental impacts of the fashion industry. The host meets with influential people within the industry and discusses what we can do about our reducing our eco-impact.



#### SUSTAINABABBLE

*by Ol and Dave* A weekly podcast that delves into everything environmental and sustainable, in a funny and relatable way. They tackle topics from advertising to fireworks, television and more. They chat to experts about the issues we face, but in a way that we can all understand and digest.



## Platform ()9: BOASTING SUCCESSFUL WOMEN

HAVING COMPLETED *Platform* 09'S 7th Edition, HER HIGHNESS SHEIKHA SHAMSEH BINT HAMAD BIN MOHAMMED AL SHARQI TELLS US all about the five day LONG EXHIBITION

CAN YOU TELL US A LITTLE BIT ABOUT PLATFORM 09 AND HOW THE IDEA OF IT CAME TO BE? I was born and raised in this beautiful emirate, Fujairah. Growing up, I was constantly surrounded by inspiring, talented and strong local Arab women who taught me so much about the importance of pursuing your dreams. With the help of a small group of local women, Platform 09 started seven years ago in Fujairah with the intention to celebrate women, their stories and successes.

WHAT DOES THE 5-DAY EXHIBITION LOOK LIKE? We design the exhibition each year to create memorable moments but also to give every visitor the opportunity to learn and experience something new. Having an opportunity to impart knowledge is something we are passionate about. There is something for everyone at Platform 09; inspiration, shopping, delicious food and wonderful performances. I want them to experience a positive and empowering atmosphere.

WHAT IS THE MOST EXCITING ELEMENT OF THE EXHIBITION TO YOU? I am proud of all that we have accomplished through our Platform 09 exhibition. Mostly I am proud of the forum which represents the foundation of my vision. This year we transformed the forum to a live performance space that celebrated the arts and talents of Arab women, from singers like Zain Awad and Macadi Nahhas to innovative sand artists Shayma Al Mughairi, then Amal Murad who introduced us to the motivational sport of parkour and Eman Al Hashimi the first Emirati female music composer and pianist. It brought a new energy, not only to the forum but to the whole event.

HOW DO YOU THINK THE LOCAL FEMALE DESIGNERS THAT EXHIBIT THEIR WORK PERCEIVE THE EXHIBITION? Every year during the opening of Platform 09, I take a tour and make sure I meet with each and every one of the designers taking part in person. You would be amazed at the creativity and determination of these women. Platform 09 is more than an exhibition to them, it's a social hub where they get to meet other women in the business and share knowledge and experience. They find new ways to empower and support each other as women first and businesswomen second. We try our best to introduce them to the Fujairah market and community and hope it helps them increase their clientele and sales eventually. CAN YOU TELL US MORE ABOUT WHAT WENT BEHIND CHOOSING THIS YEAR'S THEME, HARMONY? Harmony is the feeling of being in synergy with yourself and your surroundings. This year, Platform 09 celebrated the harmonious journey of connecting with the inner self through nine captivating experiences, which help to recognise the diverse nature of what it means to be a woman in today's world. We are women with full and exciting lives. We have careers and businesses, we have families, we travel, we explore and experience life. We live life to the fullest. We can find harmony in every aspect of our lives, if we choose to.

HOW DO YOU FEEL P09 HAS PROGRESSED SINCE ITS INCEPTION? Seven years have passed since our first Platform 09, back in 2014. We started with a group of young ambitious women and never imagined that this humble initiative, would lead to the creation of a tribe of more than 20,000 woman across the Middle East region.

WHAT'S YOUR TAKE ON EMPOWERING LOCAL FEMALE DESIGNERS? DO YOU THINK THE REGION IS DOING ENOUGH TO SUPPORT THEM? I think women empowerment has definitely evolved in the last 10 years. The conversations we are now having are about the support we receive from the male community. Women have been supporting each other emotionally, physically and intellectually forever, but now we are beginning to understand that men can choose to play an important role in supporting and sustaining equality. There is a significant awareness in this generation that the mindset of equality comes from education, both at home and at school. I believe this is where the women empowerment movement is most dynamic.

ANY EXCITING PLANS TO EXPAND THE EXHIBITION IN THE COMING YEARS? We are grateful for the organic growth that Platform 09 has achieved over the past seven years and it is absolutely our intention to continue to inspire, motivate and empower our tribe. There are many different ways that we aim to achieve this and we especially want to be flexible, creative and innovative in our approach. Perhaps the exhibition won't grow physically in size but it could diversify and morph into other realities to ensure our growth and reach are developed to ensure we give a voice, a light and celebration to all Arab women.



#### FOR YOU MOTHER -RULA HALWANI

Growing up in a politically conflicted environment from East Jerusalem, Rula Halwani started depicting her art early as a means to capture the reality of living in dispute. From militia restrictions and tension of living in a neighbourhood onset to violence, she leaned into photographing the everyday lives of Palestinians.

From 23rd March – 30th April, she showcases "For You, Mother", her latest solo work on people living in Palestine before their diaspora of 1948. We highly recommend dropping by Ayyam Gallery for the eye-opening exhibit.

## WATCH See PLAY

VIEW SOME OF OUR FAVOURITES TO WATCH, LISTEN, FOLLOW FOR THIS MONTH AS RAMADAN APPROACHES

COMPILED by TRISHA RUBDI

<u>Watch</u>

100 WESH

If you're looking for the LOLs, 100 Wesh is a great show to start off the Ramadan TV marathon season! With comedic bits shot with your favourite, Nelly Karim, you're bound to develop a shadow of abs from all the laughing - so kick back, grab your popcom and get a workout in!



IMAGES: SUPPLIED



Culture

<u>Play</u>

TIERRA WHACK

Philadelphia-born, Tierra Whack's climb up to rap greatness is everything we're here for! Her sattorial swagger and colourful quirk make anything she wears the new fashion move. More importantly, her tunes take a meticulous calculation to produce the sonics and visuals she puts out. She's carefree, not careless.





#### CONSCIOUS CHATTER

With listeners from over 114 countries, Kestrel Jenkins is committed to discussing sustainable fashion style and the global garment supply chain, cultivating conversations such that will make you question where your clothes are from and who they were made by slowly turning you well into a conscious shopper. We love what this podcast has to offer!



Follow the freshest minds on Instagram with a lot to teach...



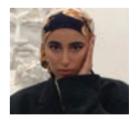
AMBER BAIIA @amberbaiia

Beachy style with a dash of consciousness, Amber Baiia, preaches sustainable fashion to her audiences. She guides a slow and easy conversion to being more ethically informed, which she puts into practice via. her very own sustainable swimwear label, Baiia, that produces functional swimsuits made from recycled fishing nets.



CHANTAL BROCCA @chantalbrocca

From styling, directing and owning her own label, there's not much that Chantal cannot do. Sustainable fashion activitist from the get go, she co-founds an ethical luxury lingerie boutique called Asanawa, whimsically designed with motive to portray the modern feminine identity. She also has a dope feed- check her out!



**TAQWA** @taqwabintali

Moroccan-French based in Paris, Taqwa is a budding statement in the modest fashion scene. Apart from opening her very own platform (Galleries Zarafet) to promote modest fashion, her street twist on the more covered approach to dressing curates the coolest feed on her Instagram. Hit follow immediately!

## "What will people say?" THE STRUGGLES (AND GAINS) OF THE MODERN ARAB WOMAN

#### WORDS by: NAJLA MOUSSA

ith so many people quarantining at home or practicing social distancing, my friends and I have been taking to online chatting and video calls to hangout – virtually, of course. I was on one of these chats with my Arab girlfriends when I posed the question: Do you have any stories of a time when your parents responded or reacted in a traditional way to something you said or did?

The ensuing messages flooding the thread would fill pages of a long novel.

"Girls have curfews because they have reputations to uphold."

"Never leave your marriage because women can't support themselves."

"Don't you think you should hold off on your master's until you've at least met someone?"

"I wish you would work as hard at finding a husband and starting a family as you do with your job."

And the house favourite: "What will people say?"

I also got DM's with appalling stories about secret boyfriends, confessions about physical intimacy and lost virginities, diaries that were read without consent. One friend wrote me about the time she finally mustered the courage to tell her parents that, perhaps, getting out of a bad marriage can't be the worst thing for her kids - only to be told: "No. You've made your bed, now lie in it."

All these girls are educated, experienced, successful women. They are the epitome of the "modern Arab woman" and yet they had stories that still shamed them, that were too uncomfortable to share in a group chat.

There are many assumptions made about Arab women. And many are true. Despite the growth of feminism and the rise of gender equality in our western counterparts, in the Arab world, we still live in a patriarchal society, gender equality is still somewhat elusive, and in some areas of the region, being a woman is, frankly, oppressive. But broader gender issues aside, the modern Arab woman is confronted with a lesserknown problem. It's called a "cultural identity crisis"; ambiguity about their identity stemming from a cultural construct that they no longer connect with or relate to.

For me, it began with the rampant spread of western pop culture. Arab women like myself that grew up in the nineties saw it play out in the movies and shows we were watching (who could forget 16-year-old Andrea Zuckerman's teen pregnancy in Beverly Hills 90210?) For Middle Eastern girls that weren't allowed to have guy friends over, let alone date, watching these teens navigate through an intricate high school social life while dealing with issues such as teen pregnancy, date rape, drug abuse and promiscuity, was mind blowing. And outrageously fun. We didn't realise that our exposure to shows like Saved by the bell, Dawson's Creek, My so-called Life and Friends were normalising for us experiences that would've given our parents heart attacks had they known then to monitor our screens.

Indoubtedly, social globalisation has influenced the way we think, feel and view ourselves. Our definition of personal and professional success wildly differs from the relegated role that our culture has placed on us. Whereas our ultimate dream might be figuring out a way to make money while travelling the world, for our Arab parents (even the less conservative ones), the ultimate dream remains to see us wed and "settled." That's not to say that professional success isn't celebrated – there are legions of parents that boast about the professional achievements of their daughters. But the truth is, news of an impending marriage or pregnancy



would likely make Arab families happier than any other endeavor. It is that ideology - that no woman, no matter how successful, is complete until she has a family of her own, that continues to stymie progress in the liberation of Arab woman.

When the end of the second sec

who we are today does not necessarily fit the narrative written for us by our mothers, grandmothers, and the countless generations of Arab women before them. I get it. A lot of it goes back to our upbringing. It's hard to break free from what we grew up believing was the 'right path' or natural order of things.

So how are we reconciling between an evolving cultural identity and the traditional one we were born into? Well, to start, the cultural landscape has changed, and continues to evolve. There are a lot more women in the workforce today and a large segment of these women are the primary breadwinners at home. In Oman, 40% of married women have a higher income than their spouses and are the primary source of income for their families, according to a 2019 study by Oman's Ministry of Social Development. There are also more women in leadership positions than ever before. In 2019, Bahrani women consisted of a record-breaking onethird of Bahrain's foreign ministry personnel. In 2019 in Lebanon, Raya Al Hassan was appointed the first female interior minister in the entire Arab world. In the same year, Princess Reema Bint Bandar Al-Saud became Saudi Arabia's first-ever female ambassador to the US.

emale Arab war journalists are also making headway. One only has to look at Shamael Elnoor as an example. Elnoor was able to travel into the war-ridden province of Darfur in 2015 to interview the feared chief of the Janjaweed militia ironically because of her gender (as a woman, she was perceived as "non-threatening.") Social media has also become an increasingly sanguine space for women. A plethora of social media accounts are challenging the status quo and dusty cultural norms. At any given moment, a woman can get on the 'gram for a much-needed dose of girl power. @iweigh is speaking out for the elimination of bodyshaming and encouraging the novel idea of women to be measured for their achievements rather than their weight. @girlceoinc provides tools to support and

motivate female entrepreneurs, frequently posting quotes such as; "A woman's best protection is money of her own." @iamthatgirl, a non-profit that aims to teach girls how to love themselves and each other, publishes bolstering quotes like: "Self-love is the greatest middle finger of all time." And on and on it goes. "Insta-therapy" is also spreading positivity, and while it isn't a substitute for actual therapy, it has helped diminish the misconception that seeing a therapist is taboo. Arab women today are doing what their mothers wouldn't be caught dead doing – they're going to therapy and they're comfortable throwing out words like childhood trauma, co-dependency and boundaries in their conversations.

Our lifestyles play a big part in dispelling this long-held

"Our definition of personal and professional success wildly differs from the relegated role that our culture has placed on us"

> narrative. In a time when being busy is glorified, when we are wholly focused on our jobs, our families, even the tasks at hand, we simply do not have the time nor patience for what we see as an archetype that is irrelevant. Without intending to do so, we have come to recognise and accept that there is no one way to be an Arab woman. There is no singular experience, no one story or stereotype to defines us. And so, the sting of not feeling like we belong within the confining constrains of our society, has faded. As more of us band and connect, we've been able to establish a more fluid, mishmashed cultural identity that allows us to be seen, heard, accepted – even loved, as we are.

# **#STAYHOME**

NINE *influential women* ON THEIR TIPS AND TRICKS TO MAKING *quarantine life* A BIT MORE FUN...

#### COMPILED by CARMEL HARRISON AND DINA KABBBANI

s human beings, we crave interaction with others; it's in our DNA, hardwired in there - difficult to resist. But as the COVID-19 pandemic has proven, there is no more important rule for all of us to follow than to pledge to stay in our homes as much as we possibly can. That doesn't mean though that social distancing has to be all that bad; yes, we might be wired with the need to communicate but we were also blessed with the gift of imagination. Stuck on the couch, why not dream about what that next trip will be when the time comes and we are no longer homebound!? Miss your Barry's workout and that killer playlist your trainer blasted whilst you sweat last night's dinner away -an online pilates or yoga class will work new muscles you never knew you had; it'll also motivate you to spend a few hours making your own epic spotify list. You could then cook up a storm and try those recipes your mother gave you last Ramadan but that you never got down to trying!? In the end like all things, this will come to an end, but until then, let's all stay home and dream together.



ADRA KANDIL @DEAR.NOSTALGIA



#### JUDE SALEM Pr Executive

s the world is going through this time, the most important thing to remember is that distance is actually what will unite us all. While I've been home, I've been taking this time to realize that with such a fast paced life, being at home is a great opportunity to do things I haven't had the time to do. First and foremost, I get to spend more time with my family. I've found myself cooking lunch and dinner for the family, and not only does it take up my time, but I love being able to sit down with everyone and share a meal together (usually I eat a quick Deliveroo lunch at my desk). Before I

start cooking, I do a home workout and I've found that many trainers have put their workouts on their Instagram - which has been a life saver. In addition to watching every show on Netflix, I bought a colouring book and its actually very therapeutic. I also apply a face mask everyday and FINALLY have the time to spring clean and de-clutter my bedroom. Basically, in such a time, I try to keep myself busy by doing things that are not only productive, but also that make me feel calm until things return back to normal.

#### SAMANTHA FRANCIS BAKER Creative Director

s a stylist it is very important to keep my wardrobe, and my clients wardrobes organized. Here are some of my top tips on how to detox your wardrobe during the #stayhome period. The first step is to define your current style. Create a moodboard on pinterest and define what styles fit your current style - and what is totally 2019. The second step is to define which color group you belong too. You could do this with a stylist or color analyst - however it is also possible to completely try it at home by yourself! Stand in front of the mirror, and one by one hold different colors of fabric close to your face. You want to notice which colors enhance your features such as your eye color and hair color and want to avoid colors that are too loud



or that suck the life out of you. To start the wardrobe detox set your items into 4 piles – one for clothes that you will keep, one for maybe items (we'll get back to this shortly) one pile for high value items you want to sell, and one pile for clothing in good condition that you can donate to charity. Once you've sorted everything in to piles go back to the maybe pile and ask yourself, "Have I worn this in the last year? Does this item actually fit me? Do I have a future event I could potentially wear it to?" If the answer is no, add it straight to the "charity" or "to sell" pile. When adding your clothes back in to your closet, separate your clothing by winter wardrobe items and summer items.

When it comes to organizing my shoes, I take a polaroid of the shoes and stick it to the front of the shoe box so I can clearly see the shoe without having to pull down a pile of boxes to check each one. This has been a game changer for me - I've been known to loose a shoe or two in the past.

For belts and bags I store them in small clear boxes from Daiso and organize them by style and color. Another great product for organising smaller items are Muji's clear draw dividers or Ikea's jewellery organizers. You can buy all different sizes and create the space you need with the columns. If you manage to finish your wardrobes I would love to see the results so please send me a little pic of your completed project! #Ellearabiawardrobedetox @styleisnecessity



#### DIMA AL SHEIKHLY Content Creator

Will be changing up my beauty routine to include more hydrating products for my face and hair. It's a great way to start detoxing during this time and try new products whilst staying indoors. Here's an edit of some of my favourite products in my beauty arsenal:

1 Advanced Night Repair Serum by Estee Lauder. It adds radiance and intensely hydrates your skin, you can also use it on your face and hands. It's super multi-functional and reduces the key signs of ageing.

2 Ole Henriksen Truth Juice Daily Cleanser. Made with orange fruit water and filled with vitamins (exactly what we need right now) it gently removes dirt, oil and makeup in just one step.

**3** Liftactive Micro Hyalu Patches by Vichy. These overnight eye patches are perfect for all skin types. They smoothe fine lines, rehydrate under your eyes and you can use them once a week.

**4** The nutritive night hair serum by Kerastase. it If (like me) you have dry hair this night serum will save it. It deeply nourishes and detangles your hair and provides eight hours of overnight conditioning that leaves hair super soft, easy to style and protected.

#### The 6 products I will be trying during selfisolation:

 Ole Henriksen Truth Serum Vitamin C Serum
Ole Henriksen Sheer Transformation Perfecting Moisturiser.

- 3- Sisley Black Rose Eye Contour Fluid.
- 4-Clinique Repairewear Intensive Lip Treatment
- 5- Caudalie Crushed Caberent Scrub.
- 6- Sephora Collection Hair Sleeping Mask.

I hope this inspires your new at-home beauty routines, moisturise and take care of your yourself during this time, and hopefully we will get through this together.

#### DANA HOURANI Singer

ere's my playlist, and some musical films and series I recommend. I hope it makes your days at home a little more musical and soulful. Stay well and safe. Love, Dana

#### Songs:

Free falling - Jon Mayer When the party's over - billie 2002 - tori Kelly Amelias missing - Jon McLaughlin Everything - Michael bubble Resolution - Matt corby Shadow - birdy We don't eat - James Vincent McMorrow Looking to closely - Fink The blowers daughter -Damien Rice Tennessee whiskey - Chris Stapleton Saint honesty - Sara Bareilles A great one - Jessie Reyez Imported - Jessie Reyez &

#### 6LACK Consider me -Allen stone Golf on TV -Lennon Stella Explain you - JP saxe Slow dancing in a burning room - John Mayer

Changes - H.e.r Are you ok - Daniel Cesar This city - Sam Fischer

#### Music films:

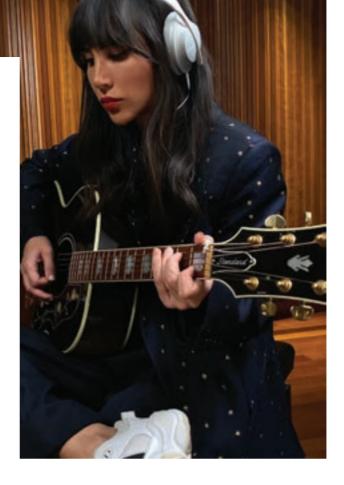
John Mayer live in Los Angeles (Where the light is) Homecoming - Beyonce Back to black - Amy Winehouse

#### YouTube series: A colours show

Seasons - Justin Bieber

#### Netflix series: Messiah

The crown You Elite





#### DR SOPHIE EMILY RACKTOO

Family Medicine at Kings College Hospital, Dubai Hills MBChB Bsc MRCGP (2018 UK)

"F ocusing on the present and what we can control is more important than ever over these next few weeks. There will be times when it all gets too much. Panic sets in and it becomes hard to think rationally about Covid-19 but also about anything else. We must remember we are at risk of exaggerated fears and misplaced priorities. So what can we do?

• We can stay connected. Try and phone

- or FaceTime a firend or relative everyday.
- Limit time watching the news if this increases your anxiety levels.

• Routine, routine, routine. Schedule your day the night before. Writing down time slots will make you much more productive!

• Keep healthy. Don't neglect other aspects of your health and if you are worried about Covid-19 or have any other health concerns speak to your doctor." 'This moment is all there is ' - Rumi

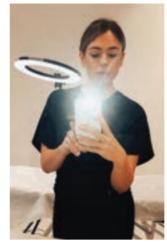


#### **DEENA ALAWAID** Global Hairstylist

"H aving some time to yourself at home is the perfect excuse to say good bye to your hot tools and focus on the health of your hair. Take this time to practice self pampering in terms of treating your hair – this can include professional hair treatments or at home DIY hair masks. Give yourself a daily routine in order to keep yourself busy; one that includes a daily hair task, or maybe even a weekly hairstyling session where you can try different looks on yourself. Many hairstylists are now posting tutorials to keep clients motivated and inspired to learn from home." DR. SALIHA AFRIDI, PSYD. (US) Clinical Psychologist & Managing Director at The Lighthouse

our mindset will determine your experience and your mindset will be determined by the story you tell yourself about what is happening. Instead of saying "I am in social isolation" say "I am grateful I am safe." Instead of saying "I can't go out" say "I choose not to go out."





#### CHLOE WALSH

Founder Chloe Walsh Training Academy and International Brow Artist at Browz, Dubai

H ere's my top tips and tricks for keeping your brows on point during your time at home

• Brush the brow hairs every

day with a brow brush and coconut oil, it will help to keep the hair in amazing condition and also nourishes the hair. Remeber brow hair is still hair, we need to look after the hair and nurture it like we do the hair on our head!

• Use Caster oil on the brows every evening to stimulate the hair follicles, now is a Great time to try and grow those bushy brows you have been longing for!

• Tint your brows at home (you can buy home brow tints from amazon) if your semi permanent brows are feeling a bit dull, it's most likely the hair that just needs a refresh, so tint the hair and this will bring the brows back to life!

• Don't over tweeze your brows, just remove any excess from the shape to keep them looking on point.



#### AMINA NAGUIB Founder & Ceo of Burn Egypt, The Burn Bar and Physio Egypt

xercise isn't a punishment. It isn't a quick fix or a solution to something. It's a lifestyle. Something that once implemented daily in whatever form works for you, becomes your lifeline. It positively impacts your body, your mind and your entire state of being. I always tell my kids that they get smarter when they exercise. John Ratey said one bout of exercise is like popping an antidepressant. What better time to practice this than NOW. When we are "forced" to stay in, to look inwards, to play inside. Let's take this moment together (alone) to

make the changes we want to see inside of us. And I truly believe it all starts with movement. So in a nutshell, my advice to you (if it works for you) is wake up, make a cup of coffee, have a stroll down "live workout land", pick a workout that best suits you, encourage someone in your house to join you and take it from there. And sometimes it won't go as planned, but that's ok. Tomorrow is another day.

What's been happening lately is that the coolest instructors (globally) are giving live workouts at all times of the day! The list is endless, the trainers and studios are so giving. It's a wonderful time to be a part of the health and wellness industry. Something good will come out of this, I can feel it.

#### Workouts to follow

B-URN @b\_urnegypt @bkindbstrongblittle (my kids created this platform with their workouts) Amina Taha for yoga @aminahtaha Sarah Helmy for pilates @sarahthelmy Omar Gabaly @egyptianpharao Ezz @ontrack.club Ali Ismail @aliismail



Butheina Kazim ©Nick Fancher

For the LOVE OF FILM

JUMPING RIGHT IN, WHAT WAS THE IMPETUS FOR THE PROJECT? Putting a roof over the community to share space, conversation and contemplation through the language of cinema. We operated as a nomadic/ roving cinema for 3.5 years before opening doors to the brick and mortar space making it the first arthouse cinema in the GCC.

**IT'S BEEN A GREAT THING TO WATCH. WHAT'S YOUR SECRET?** We are a small but power-packed team of five. Luz Salem Villamil, with me from the beginning of our nomadic journey, is our Deputy Director - check her out on Instagram @luzieloo. Mohamed El Megrahi (aka Momo) is our in-house samurai, while Saravanan Poovaiah is our fantastic projectionist and makes sure the films run on time - if you've ever been to the cinema you may have seen him up the projector tower. Azza Obaidallah is the newest member of the team.

## EVERYONE WHO'S BEEN TO CINEMA AKIL LEAVES TALKING ABOUT THE RAD DECOR.

It was a collaboration and itinerant process - between the pop-up iteration of the cinema: Now Playing - a partnership with Alserkal Avenue in July 2017 which was designed by artists Cheb Moha and Chndy.

#### ARE THERE ANY GENRES THAT DO PARTICULARLY WELL FOR YOUR TYPICAL DEMOGRAPHIC? IS THERE EVEN A TYPICAL DEMOGRAPHIC FOR CINEMA AKIL?

Being in a city as diverse as Dubai, it is very difficult and exciting to not have a particular predominant target audience - there are those that come for the film, for the director, for the country, for the subject, for the curiosity, for the era, for the nation, for the issue, for the cause, for the politics, for the theme, for the fun (eg. Halloween dress up competitions, singalongs, pajama parties) and many other reasons we try to hit every facet.

HOW IMPORTANT IS THE CURATION OF THE FILMS YOU SCREEN? It is the bread and butter and the magic - it sometimes hits, sometimes fails. But we remain

> committed to keeping the trust of our audiences and always surprise them. YOUR AUDIENCE IS DEFINITELY IN SEARCH OF SOMETHING THAT NETFLIX CAN'T PROVIDE. Collective experience is something that VOD and SVOD platforms cannot bring to their audiences - we always see those platforms as a continuity to the work that we do. Sharing space, watching, laughing, crying together with strangers in the dark, experiencing moments, leaving your isolation, surrendering control of time to the cinema, these are all matters that the shared cinema experience of the community-centric variety will keep at the heart of their vision.

> **ARE YOUR MOVIES COUNTER-CULTURE?** We certainly hope they are.

We took a bet on the alternative, the underdog, the mavericks and the peripheral - we hope that the films we show and the place we create has a role to play in encouraging conscious living and critical thought.

**DO YOU FEEL PIGEONHOLED AS AN ARTHOUSE CINEMA?** We don't subscribe to labels. Quite simply, we are proud to be amongst the continuum of arthouses, independent, community-centric and socially conscious spaces around the world creating necessary places of intellectual refuge through the universal, democratic magic of cinema.

THERE ARE SO MANY MOVIES DIRECTED BY WOMEN. WHY DO YOU THINK IT'S SO IMPERATIVE FOR WOMEN TO NOT ONLY STAR IN FILMS, BUT MAKE THEM, TOO? Without an iota of a doubt. This is something we as a feminist cinema space have tried to celebrate through so many of our programs - not only to celebrate women in film as an idea but to insist on their prevalence behind and in front of the camera across the entire industry and ecosystem - not only in actress, director roles but in every facet of the game: distribution, production, casting, writing and more. SETTLED AMIDST THE QUAINT STREETS OF AL SERKAL, JUST A STONE'S THROW AWAY FROM INDEPENDENT RECORD STORE THE FLIP SIDE, IS A 133-SEATER REFUGE THAT BRINGS TOGETHER PEOPLE THROUGH THE UNIVERSAL, DEMOCRATIC MAGIC OF CINEMA. IT HAS A SINGLE THEATRE, AN ENVIABLE PROGRAM SCHEDULE OF INDIE TITLES AND CULT CLASSICS, AND ONE FANTASTIC PROJECTIONIST WHO MAKES SURE EVERYTHING RUNS SMOOTHLY AND ON TIME. HERE BUTHEINA KAZIM, CINEMA AKIL'S MAD-GENIUS FOUNDER, DISCUSSES WHAT IT TAKES TO PUT ON SUCH A SHOW

سيما عقيل

BAB





MAYACHANTOUT



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Mood board inspiration for Maya's label The emerging label is set to drop in early 2021

62 ellearabia.com



Made in Paris With the spirit of syria

hen you've scooped up the coveted LVMH Fashion graduate prize, cut your teeth at Hermès, learnt the ins and outs of design from the Chloé team and worked side by side with Hedi Slimane as he changed the fashion landscape at Celine, news that you're launching your very own label not only travels fast, it's solid proof that you're not just an overnight sensation - you're as real as they come. At only 25 years, Maya Chantout's remarkable success is probably down to the fact that she knows exactly what she wants. "Right now I'm working on constructing the DNA and the main ideas and values I want my brand to stand for," she explains of her namesake label set to drop sometime around early 2021. "I want it to become a platform for Syrian talents, where small artisanal ateliers can connect with French savoir faire to produce bold, contemporary garments." It's this delicacy, honesty and deep appreciation for all aspects of her culture that really makes Maya stand out from so many other newcomers; born in Syria

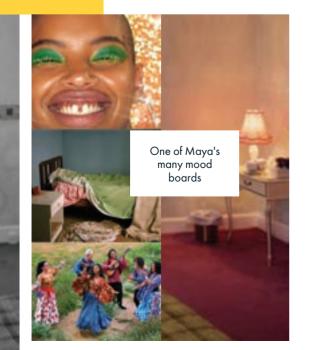
## Maya CHANTOUT

THE DESIGN HYPHENATE DISHES OUT ON HER DIVERSE CULTURAL UPBRINGING AND HOW SHE PLANS TO SHINE THE SPOTLIGHT ON SYRIAN ATELIERS VIA HER UPCOMING NAMESAKE BRAND

WORDS by: DINA KABBANI

and raised in France, she's a girl caught between East and West on a mission to bring together the many beautiful strands that make up her mixed heritage. "I consider my self a child of both worlds connecting the beautiful traditions I was raised on in Syria to the culture and freedom I experienced in France," she explains. "My goal is to create a hybrid mix between the comfort of streetwear and modern French silhouettes, all crafted from technical fabrics and traditional textiles from back home." Paris might play an important role in her life, but she's still an Arab girl whose

heart as well as design strings are pulled and strung by memories from her childhood in Syria. "My country is an unending source of inspiration to my brand," she explains. "We had a very simple life back then, but it was full of culture and colours. People didn't have so much but they were always happy and smiling and I want to transmit that through my designs - the feeling of the land of sun and hope." Although diversity of experience has inspired her vision, her determined and strong-willed personality has been a bi-product of her long-standing fight against sexism in the Arab world. "Growing up in the Middle East, I was increasingly frustrated by all the injustice women faced around me. I knew though that it was our responsibility as Arab women to change the future," she states. "Women like Nadia Murad and Amal Clooney who are fighting to change this reality are who I look up to; they're fighting so that coming generations can live in a society where women's rights are no longer a battleground." And when these bright and strong things come of age, that's what they'll find in Maya's creations - beautiful armour designed for a fearless female, one that's not afraid to tackle the world.



# ECONEWS from A to Z

START AFRESH AND LEARN ALL ABOUT *Ecology and sustainability*. BE IT FOOD, *Fashion, Beauty or Lifestyle* OUR GLOSSARY EXPLAINS A LOT OF (NEW) THINGS YOU OUGHT TO KNOW AND HOW YOU CAN ACT. LET'S GO! BY MARINE LE BRIS





3 GREEN APPS TO DOWNLOAD ON YOUR PHONE:

GOOD ON YOU: This fashion ratings app, provides an easy-to-use directory of ethical brands. The app helps you discover how sustainable and/or ethical brands are with lots of information about supply chains, commitment to animal welfare and sustainability.

TOO GOOD TO GO: is an app saving food that is... You guessed it – too good to go! Stores often have to throw away delicious and unsold food; but now, you can become a waste warrior and help save this food! With more than 16 million users and 30,000 stores in 14 countries, this app is an easy way to pick-up good food on the cheap and save it from going to waste. Order and pay through the app, then collect your food and enjoy!

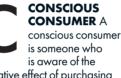
My Little Plastic Footprint: this app helps you reduce your plastic usage and through a dozen pledges, meaning anyone can go on a "plastic diet". The app gives you some alternatives to your habits: microplastic-free cosmetic products, taking your own reusable container to your favourite take-out restaurant or using coconut-oil, a magical eco-friendly product, as a make-up remover. The app is also supported by the UN environment.





#### HAVE YOU HEARD OF B, THE FIRST BEE

**INFLUENCER?** To highlight the incredible importance of bees in our eco-system, La Fondation de France have created an influencer bee. The concept is simple, the more followers that B gains, **the more funds she will collect to save the bees**, contributing to projects such as educational hives, awareness workshops for children, training in beekeeping, which are all thanks to the "Bee Fund". You can follow the adventures of B on her Instagram account **@Bee\_nfluencer**.



is aware of the negative effect of purchasing items that are not produced sustainably or ethically. They choose to purchase items that **adhere** to certain guidelines of sustainability and avoid contributing to mass **production** and wasteful or harmful manufacture processes.



DISCARDED CLOTHES 95% of discarded clothing can be recycled or upcycled. Extending the life of clothing by a further 9 months can reduce carbon, waste and water footprints by around 20-30% each.

**FOOD** The Food and Agriculture Organisation of the United Nations (FAO) estimated that **close to 14% of all food** worldwide is lost or wasted before even reaching **distribution centres**, which equates to 400 million dollars.



#### ECOTOURISM holds

the premise that, before anything else, we must think about the preservation of nature. Money generated by this tourism is reinvested into conservation projects. Richard Hammond and Jeremy Smith, authors of Clean Breaks (a guide to environmentally friendly travel), summarise that, "It is essentially about minimising your environmental impacts, during your trip and in your place of holiday, by making intelligent choices for your transport and the resort that you choose."

One of the best examples of this is **Bhutan**, the only country in the world that has a carbon negative footprint. And it is not a coincidence. The King, Jigme Singye Wangchuck, developed the National Happiness Index based on four pillars: sustainable development, environmental conservation, preservation of culture as well as a good governance of the country.



GOAL As part of the UN's Sustainable Development Program, the UN has put in place 17 goals, appealing to every country – whether rich or poor – to take action. The goal: to end world poverty and inequality by setting up strategies, which develop the economy and help protect the environment.



To find out more on the strategies, go to: www.un.org/ sustainabledevelopement/sustainable-development-goals



#### ITALY

In September 2020, Italy will become

the first country in the world to make the study of environmental and climate issues compulsory in all of its public schools. Students will now benefit from 33 hours of lessons per year devoted to these themes. Other more traditional subjects such as history, geography, mathematics or physics should also be thought through the prism of sustainable development.





#### 3 TIPS TO HAVE A GREENER HOME In the kitchen: Replace plastic Tupperware for glass containers and plastic freezer bags for silicone snack bags. Stop using paper towels in favour of reusable towels or why not take an old t-shirt and cut in small pieces to make it into a cloth? In the bathroom: Use bamboo toothbrush and plastic-free toothpaste. You can also make your own shampoo bar or use a glass container instead of plastic bottles. Use 100% organic reusable cotton rounds and pop them into the wash or wash by hand. In the living room: For decorating, choose natural, recyclable and recycled materials such as wood,

cardboard, glass and linen, wicker, cotton, rattan for everything from furniture to linens. **Avoid synthetic material** that require a lot of chemical products.



K-Beauty products are a **great** eco-alternative for caring for our skin. Often made of high-quality natural ingredients, containing bamboo, lotus, ginseng, pomegranate, green tea and plants, these products are **perfect** for pampering your skin whilst caring for the planet at the same time.

#### LOW TOX

Alexx Stuart launched this holistic movement in 2010 which made it possible to decipher industrial products that we would normally find in our everyday lives and within these four areas: **the body, the home, food and the** 

state of mind. Thanks to her website, her DIY recipes, podcasts and TEDTalks, Alexx Stuart helps us to become more conscious about the number of industrial products that we are using and offers us alternatives. The mantra of the community is a healthier life for a more projected planet.

#### OCEAN CONSERVANCY

Nike has recently joined forces with Ocean Conservancy to encourage companies to **avoid using the Arctic Ocean as a shipping route**. Together, these two organisations are inviting companies to avoid chartering ships via the Arctic, which as experts point out, **negatively affect marine ecosystem**, and **exacerbate global greenhouse emissions.** Several companies have already signed the pledge including H&M, Kering Group and Gap.





**METAL STRAWS** Each day, 1 billion plastic straws are thrown out into the world. Once used, this small plastic tube is discarded a few minutes later and takes over a hundred years to decompose. Straws represent 4% of all waste from the sea and pollute entire coastlines, by threatening marine fauna. Using one metal straw replaces the need for 540 plastic straws.

**DOES PLOGGING SOUND GOOD TO YOU?** This hobby **combines sport** and helps preserve our planet by collecting waste. The term 'plogging' first appeared in Sweden in 2016 as 'plocka upp' which means 'to pick up' in Swedish. In other words, it's about running while collecting and throwing away the waste encountered on your journey.

The motto of plogging is 'to have a healthy body in a healthy environment'. This new kind of sport requires a good deal of physical effort. You have to bend, squat down, sometimes go get a can or a wrapping paper under a bench, and even sprint to catch some rubbish that has flown away.



#### QUESTIONS

Before shopping or buying a new outfit, ask yourself these questions: Do I **really need** this item? Will I wear it more than **30 times?** Do I **already** own something similar? Would I **donate** two other **items** of clothing in order to buy this one?

#### **SEARCH ENGINE**

Did you know that other search engines exist that aren't Google?! And lots of them **send a proportion of their profit to the environment and social causes**. Ecosia uses the Ad revenue from your searches to plant trees all around the world. After the forest fires in the Amazon, Ecosia committed to planting an extra 1 million trees. Lilo donates 50% of their revenue to social projects picked by their users.





T-SHIRT It takes 2,720 litres of water to make a t-shirt. That's how much we normally drink over a 3-year period.



**RAINFOREST** Researchers have found **that** 

reforestation is

the next step for combating climate

change and it needs

to happen urgently! We need to **plant** 900 million hectares of trees

in order to absorb two thirds of the

carbon emissions

UPCYCLING Is the process of reusing material in a way that increase a product's value and make it desirable again, saving garments from going to landfill.

#### **VEGAN LEATHER**

Vegan leather is a material that imitates the feeling of leather and has all the same uses, just without any animal products or testing any animals. If you are looking for a vegan leather alternative, here is a little selection: • **Pineapple leather** or "Pinatex", made from the leaves of pineapple, is supple and hardy, and it gives the same feeling that we look for in leather. • **Eucalyptus leather**, also made from its leaves, is an extremely durable fabric. It is currently made in Germany without any pesticides. • The "Muskin", mushroom leather, which is obtained from the

head of mushrooms is biodegradable and strangely resembles suede. • **Cork**, 100% natural and soft light, is waterproof and very durable. It comes from the surface bark of cork oak.

XXL PROJECT Youtuber MrBeast launches #teamtrees, a project aiming to plant 20million trees. \$1 donated equals 1 tree planted. 21.7 million trees have already been planted! www.treamtrees.org

#### WOMEN

Climate change disproportionately affects women, which means that the women must be represented in policies to solve gender specific problems. Women represent only 20% of the world's scientists in physics and geoscience. The UN recognises that to fight global

warming, women must be present in climate organisations and policies. YOUTH FOR CLIMATE

Generation Z is the **first generation that is feeling the effects of climate change and the first who understand that we need to do something about it.** According to a survey from Amnesty International, in 22 countries, Generation Z believe that climate change is the most pressing issue facing our world today. The UN Youth Summit is December 2019 brought together 500 of the world's youth climate activists so to hear their thoughts on the future of our planet.

#### ZERO WASTE

The good habits that you must try:

- Whilst doing your grocery shopping, avoid all superfluous packaging and plastics.
- Take your own containers and cloth bags to the shops.
- Buy second hand, vintage or even take part in a clothes swap.
- Compost all of your waste in your garden or on your balcony.
- Drink tap filtered water from a glass or metal water bottle.



FASHION CONSULTANT AND ENTREPRENEUR Hannah Rasekh ON HOW BUILDING A sustainable wardrobe ACTUALLY STARTS WITH THE RIGHT investment pieces

WORDS by HANNAH RASEKH

Before I left for university, my mother was adamant on making sure that I didn't fall into the trap of fast fashion, a tempting one any freshman would be lured into. Fortunately for me, I had always loved well-made clothes - especially those pieces I would "borrow" from my mother or sisters' wardrobes. Somehow, they never found their way back and have remained sartorial treasures in my closet ever since. There are many components that make up the value of these well-kept garments; their ethically sourced fabric, their fair wage craftsmanship, and their exceptional design. But little did I know at the time, that by keeping these family heirlooms and saving enough pocket money to buy pieces I loved, I'd be harbouring a wardrobe that was so timeless and remains so relevant and sustainable to this day.

THE WHITE T-SHIRT: I cannot emphasize the importance of white t-shirts in my closet. Quality is what you're looking for here - and I vouch for Prada, Acne Studios, and American Vintage. Remember that it takes about 2,000 litres of water to make a t-shirt, so invest wisely. Your typical Tee can go from off-duty to high-octane with a simple accessory switch-up; I love wearing mine with tailored trousers and gold hoops.

THE STONE-WASHED JEAN: There is something about stone-washed jeans that surpasses seasons. You can wear them with a pair of patent black boots and an oversized knit or with nude mules and a white tank - either way you will look like an authority on denim. The key here is fit; find the style that accentuates your features and makes you feel empowered. Re/Done is a brand that repurposes vintage denim using water conserving methods and no harsh chemicals. Minimal effort with maximum impact? It all comes down to good jeans.

THE BLACK BLAZER: I own dozens of black blazers in different fabrics and styles. There is a sophistication that a well-made black blazer exudes. It is a transitional piece that can be worn all year round. Remember, layers are your friend here, so don't be afraid to have a little fun. The Row and Theory make perfect blazers that will instantly elevate any outfit. I like to throw mine over my shoulders for an effortless flair.

THE SLIP DRESS: A trend born in the 90's, the slip dress is now entrenched as a staple for any sustainable wardrobe and its magic lies in its easy and transformative versatility. Whether you wear it under a chunky knit, casually over a t-shirt, with heels, flats or even belted up - the possibilities are endless! Choose the simplest silhouette with a length just under the knee. Brands like Reformation make gorgeous slip dresses out of sustainable materials. Up to two thirds of the sustainability impact of fashion happens at the raw materials sourcing stage.

THE LEATHER JACKET: A slightly edgier wardrobe staple, the leather jacket has an eternal versatility that never goes out of style. My jackets have carried me through the mild Dubai winters and blooming London springs without a shiver. My go-to designers are Saint Laurent and Celine, but more pocket-friendly brands include All Saints & Sandro. Whether you decide to go real or faux, vour leather jacket will add a little rock n' roll vibe to your wardrobe.

### **BUILDING BLOCKS...** Because good *pieces last forever* Mini dre Dhs392 Reform Blazer, Dhs2,211, Theory

**HANNAH'S WARDROBE** 

Jeans, Dhs1,057 Re/Done T-shirt. Dhs510, Acne Studios Jacket, Dhs12,988, aint Laurent



Actress, model, student: Salma Abu Deif proves that no matter how successful you are, there's always more to learn

PHOTOGRAPHY by NICK THOMPSON

I t's 6am. Salma Abu Deif is being glammed up in a suite in Dubai's Jumeirah Al Naseem. The sun is rising behind the Burj Al Arab, and the ELLE Arabia crew are chatting over tea, coffee and croissants. "Your accents are so different!" she exclaims, listening to the chatter. Salma is referring to the British voices in the room, which hail from various parts of the country. "In Egypt we don't have so many, it's very interesting! Where are you from?"

She chats to us like she's part of the team, and on this particular morning, she is. It's clear that Salma has a work ethic to rival the best, and she has good reason to be interested in the UK – after our shoot, she's flying to London for an audition with a top drama school. We step

> outside onto the balcony with our cups of tea and she tells me all about it.

"I started acting two years ago and I want to learn more. I've been taking acting workshops but I've been feeling stuck," Salma reveals. "I want to understand acting. And at the end of the year when you graduate, agents can sign you."

espite a string of successful Egyptian TV shows in her wake, she remains humble. "Hopefully I will get accepted! I don't know... You have to work on yourself. Always. Because someone will appear and be better than you."

It's hardly surprising that she has this attitude, given Salma's first foray into the world of work. She's possibly the definition of a 'go-getter', the

sort of person who isn't afraid to encounter some rejection in order to chase her dreams.

alking of her early career she explains that when she was 15, she decided that she wanted to be a presenter, so she contacted her local radio station, got a Ramadan show, went to university to study Mass Communications, and then did training at an Egyptian channel. "In my third year someone told me 'Hey, Salma, do you want to model for my friend?' I thought why not, I'll get paid and keep myself busy." This led her to Photo Boutique and Dubai-based label Maison Yaya.

A longstanding working relationship blossomed, however taking the next step didn't come so easy. "This is a funny story," Salma smiles, taking a sip of tea to prepare



THIS PAGE: Egérie self-winding watch in stainless steel, Vacheron Constantin

> White shirt, Valentino Gold dress SemSem

### LEFT PAGE:

EFFFAGE: Egérie moon phase watch with diamond-paved, 18K white gold case set with 292 round cut diamonds, Vacheron Constantin

Egérie watch in stainless steel Vacheron Constantin

> Pink dress, Valentino



RIGHT PAGE: Egérie moon phase watch in 18K rose gold, Vacheron Constantin

> Floral dress Chloé

THIS PAGE: Egérie selfwinding watch in 18K rose gold, Vacheron Constantin

Pink top, Leal Daccarett at Bloomingdales Dubai, Slip dress, Alexander Wang at Bloomingdales Dubai





This mixture of charisma, work ethic, and a calm philosophy is powerful. Meeting Salma it's clear why she's a rising star – she's a talent as well as a nice person





herself. "So, I went to Europe all by myself and was like 'if they aren't getting back to my emails, I'm going to go to their offices'... but I went in August and everything was closed... So I went to New York! I booked one month there and I made an Excel sheet of all the modeling agencies that I wanted. I went to all of them and they all rejected me. Some of them were so super mean."

Height was an issue. At 163cm, Salma doesn't fit the typical runway dimensions. But her attitude was enough to overcome this. Despite the first week being fraught with tears, and lots of rude comments, she also met some people who helped her to develop a thicker skin. "Once I let it go, it came," she rationalises. "If I say 'let it go' some people think that means that they should try once and then give up. No, that is not right. You have to give it everything... your maximum, and if it doesn't work, let it go and it might happen."

This mixture of charisma, work ethic, and a calm philosophy is powerful. Meeting Salma it's clear why she's a rising star – she's a talent as well as a nice person. Now she is turning her attention to acting after a string of successful roles, including Halawat Al Dunia and Teleat Rohi (the Egyptian version of Drop Dead Diva). As well as putting her best self forward, she's also keen to represent Egypt around the world.

"When I'm traveling people have a certain image about Arab women and Egyptians," she explains. "People have so many stereotypes like 'Oh! You're an Egyptian girl and you're travelling?!' or 'So you live in the desert?' I'm like 'no, I don't live in the desert!' Egypt has a lot of things. The country is big. You can find the beaches, you can find the big metropolitan cities with crazy traffic... culture by the Nile. We have successful women other than actors who are now internationally recognised, like women ministers."

Ithough she is stepping outside her comfort zone and pursuing roles outside the Middle East, she always stays true to her roots. "I use my career to represent my country. The people who gave me a chance at the beginning, they were Egyptians."

In fact, Salma brings attention a lot of issues that are important to her. "Last year we visited the refugee camps, and saw how they worked on bringing them water and facilities for the camps," she says. "It was a really nice experience but overwhelming too. The kids were very hopeful but nobody deserves that life, no one. The people who touched me the most were the kids, they had nothing to play with but they were playing the whole time." While in a refugee camp in Lebanon Salma handed out certificates to work, stressing that these people want to provide for themselves and their families.

Talking about being on the cover of ELLE Arabia's sustainability issue, Salma admits that she has always been against real leather and fur, however, she's recently become more interested in how garments are made - "I went to a green carpet event that had brands like Stella McCartney who use eco-friendly materials. I was interested in how they are trying to replace plastic and real leather with other materials that don't harm the environment."

A alma seems to have all the good parts of what it means to be a millennial – she's sensitive the the people and environment around her. But she's got a little something extra. She knows that the world doesn't owe her anything, and if she's going to reach her goals, she's got to go out there and work. Hard. We wrap up the interview, share a hug, and I wish her luck for her audition... but I walk away knowing that, for Salma, luck doesn't come into it.



**KENDALL JENNER** 

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**#BORNIN1995** 

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and a superior and a superior

LIUJO.COM

## E L L E

LOOKS THAT shine from FRONT DOOR to dream DRESSING, S/S20 TRENDS HAVE NEVER BEEN more VERSATILE

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PHOTOGRAPHED BY DESIREE MAT TSSON STYLED BY NAZANIN SHAHNAVAZ MODEL: JAZZELLE ZANAUGHTTI DRESS, NET TIGHTS, FLATS ALL BY GUCCI



I C S O T N A

MODEL JAZZELLE ZANAUGHT TI SLIPS INTO SPRING'S MOST CAPTIVATING SILHOUETTES, WHICH CON JURE UP THE GLAMOROUS STYLE SETTERS OF THE '60S.

PHOTOGRAPHED by DESIREE MATTSSON STYLED by NAZANIN SHAHNAVAZ

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OPENING AND THIS PAGE: GOWN, RICHARD QUINN RIGHT PAGE: DRESS, MARY KATRANTZOU. PUMPS, CHRISTIAN LOUBOUTIN





#### LEFT PAGE: DRESS, FENDI

BEAUTY TIP PERFECT YOUR SKIN TONE IN NO TIME WITH L'OREAL PARIS INFALLIBLE 24 HOUR FRESH WEAR FOUNDATION, LIGHTWEIGHT

THIS PAGE: DRESS, MARC JACOBS, THIS PAGE:DRESS, SHIRT, HANDBAG, LOAFERS, LOUIS VUITTON. SOCKS, COMME SI

BEAUTY TIP SHAPE AND SECURE CURLS WITH DOVE NOURISHING CURLS DEFINING GEL

RIGHT PAGE: HEAD SCARF, SCARF (WORN AS TOP), EMILIO PUCCI. NECKLACES, RING, BRACELETS, BULGARI.

BEAUTY TIP GRANDECOSMETICS GRANDE MASCARA CONDITIONING PEPTIDE MASCARA (\$25) ADDS SKY-HIGH VOLUME AND CONDITIONS LASHES

Ø



THIS PAGE:DRESS, NET TIGHTS, FLATS ALL BY GUCCI

RIGHT PAGE: DRESS, EARRINGS, NECKLACE, HANDBAG, TIGHTS, SLINGBACKS ALL BY DOLCE & GABBANA

10



## FREE

The new bohemia is a little bit gamine and a little bit urban: perforated hiking boots, tie-dye denim pieces and embroidered silk dresses that look lifted from a festival-goers wardrobe

## SPIRIT

PHOTOGRAPHY: DEEPU NAIR

STYLING: CARMEL HARRISON



OPENING PGAE: Multicolor dress, Sweater, Hat. Black boots, Belt All by Dior Spring Summer SS20 RTW

THIS PAGE: White jacket, Tie dye skirt, White boots, Hat All by Dior Spring Summer SS20 RTW

RIGHT PAGE: Earring, Necklaces Tie dye jumper All by Dior Spring Summer SS20 RTW





LEFT PAGE: Long dress, Lady D-Lite bag Sneakers, Jacket, Necklaces, Bracelets Ring, Earring All by Dior Spring Summer SS20 RTW

THIS PAGE: Jacket, Tie dye skirt Leather gilet, Black boots All by Dior Spring Summer SS20 RTW



Make-up: Manuel Losada Gomez, Hair: Dina Alawaid both at Art Factory, Fashion Assistant: Trisha Rubdi The collection is available at Dior Boutiques THIS PAGE: Bomber jacket, Skirt, Sneakers, 30 Montaigne, bag All by Dior Spring Summer SS20 RTW

LEFT PAGE: Green jacket, Green shorts 30 Montaigne box bag Necklaces, Earring All by Dior Spring Summer SS20 RTW



PHOTOGRAPHY: GREG ADAMSKI

STYLING: GEMMA DEEKS

Leena Kaziz, Hadia Ghaleb and Tamara Jamal are effortlessly cool in Maje's latest collection. Flirty mini dresses, frayed denim waistcoats and saccharine linen shirts are summer's shore things

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OPENING PAGE LEFT: IPI jacquard shorts with horse embroidery, yellow Cazelle airy blouse, Frankie strass sandals, all by Maje

OPENING PAGE RIGHT: Gipure camel coat with embroidered belt, camel cotton canvas belted shorts, all by Maje

THIS PAGE: Irene asymmetric ruffled playsuit, Maje

RIGHT PAGE: Romeo pink taffeta maxi dress, flik white leather sock boots, mini maroquinerie white leather embossed belt bag, all by Maje







Hair: Melanie Meyer at MMG, Make-up: Kasia G at MMG, With thanks to The Westin Dubai Mina Seyahi Beach Resort & Marina, Models @leenakaziz @hadiaghaleb @tamara.jamal



#### PHOTOGRAPHER: ABDULLA ELMAZ

STYLING: STUART ROBERTSON

# FROM DECADENT EMBELLISHMENTS TO RICH TONES AND PRETTY CRYSTAL STRAPS, TAMARA JAMAL BRINGS A WHOLE NEW MEANING TO FANCY FOOTWORK IN DUNE LONDON'S SPARKLING RAMADAN COLLECTION



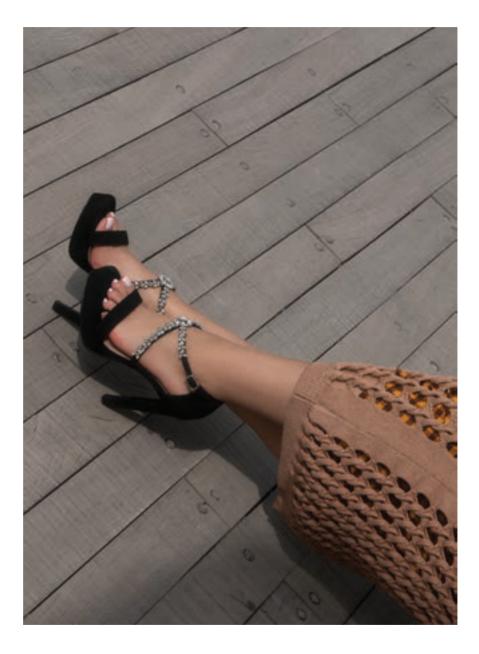
OPENING PAGE Classy Di **Dhs579** Dune London

THIS PAGE Dynasty Di shoes **Dhs599**, Ellenour Di bag **Dhs399** both by Dune London



THIS PAGE Mairi Di shoes **Dhs599** Dune London

LEFT PAGE Adorned Di shoes **Dhs599** Dune London







Hair & Makeup: Katharina Brennan at MMG Artists., Location: Al Seef by Meraas @alseefdubai

# FADIA EL MENDELE®

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# E L L E

# Go over the rainbow!

And make vivid colours clash, with both Eyeshadows Palette 'Glow Vibes; 167 and 327 and Diorshow On Stage liner 241 Matte Pastel Blue, all by Dior

# BEAUTY

PHOTOGRAPHED BYRANKIN, MODEL: GEORGIE HOBDAY AT PROFILE MODEL MANAGEMENT

FROM PAINTERLY SHADOWS TO IMPOSSIBLY POTENT PIGMENTS, THESE ARE THE COOLEST LOOKS TO TRY! GIVE A SPECIAL FOCUS ON YOUR POUTS TO make them blossom LIKE A wildflower. EUPHORIA!

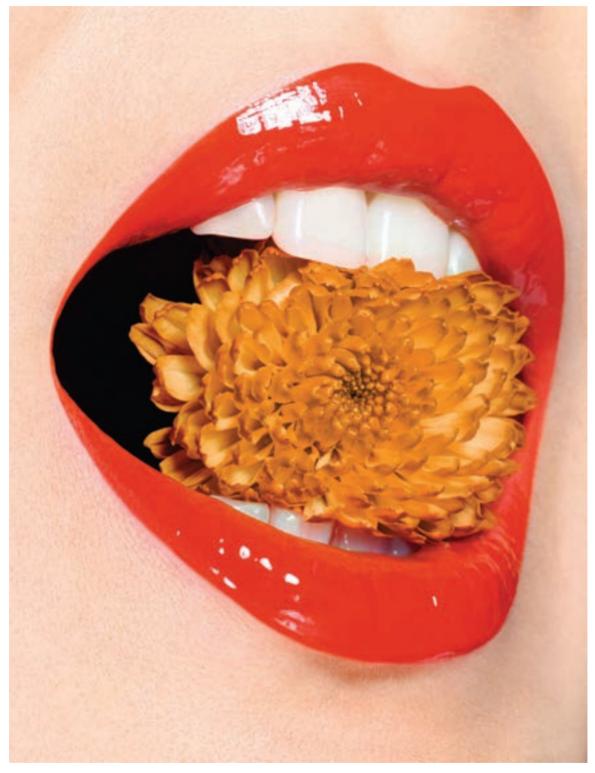
#### To get the look:

Dior Backstage Eye Palette 004 Rosewood Neutrals+Dior Show Pump 'N' Volume HD mascara Volume XXL N°090 Black Pump + Dior Addict Stellar Halo Shine 632 to apply with finger, all by Dior

# **#IAMVIBRANT**

# JUST the way we are

Let your imagination drive you to fully express yourself. In halo, smokey or smudged, dare to use a dramatic and seductive look which will enhance your natural eye colour. "Use a primer to set shadow and colour on the eyelid. Go for a metallic top coat with a shiny texture to intensify the hues if you wish," advises Peter Philips, the Creative Director and Image Director for Dior Makeup. DRESS CHRISTIAN DIOR



**Zoom on lips** Can't get enough shine? Try Dior Addict Stellar Gloss, 840 Dior Fire

## Beauty



Dolce & Gabbana's classic Light Blue scent is turning up the heat for summer in the form of a super-cooling lotion. This nourishing after-sun formula is not only scented with Light Blue fragrance it offers a cooling effect on the skin and is infused with Sicilian olive oil to help nourish and moisturize. Light Blue Summer Gels also include a travel-friendly body and hair spray perfect for quick spritzes on the beach to keep you smelling and feeling fresh all day long. Clockwise from left: Light Blue Body Spray, Dhs169, Dolce & Gabanna; Light Blue Body & Hair Spray, Dhs169, Dolce & Gabbana; Light Blue Summer Gel, Dhs180, Dolce & Gabanna



# Vacation... style outfit:

Live the real La Dolce Vita and inject the same amount of Italian flair into your wardrobe with bold prints and statement accessories for a truly stylish summer

Clockwise from the left: Oversized jacket, Dhs4,465, Dolce & Gabanna; Denim Bustier, Dhs2,535, Dolce & Gabanna; Earrings, Dhs981, Dolce & Gabanna; Bracelet, Dhs2,990, Dolce & Gabanna; Cropped floral top, Dhs2,235, Dolce & Gabanna

# BEAUTY MEMO

#### PURIFY YOUR *make-up* bag THIS MONTH WITH THESE consciously clean BEAUTY HEROES

#### COMPILED by DINA KABBANI





Put your complexion through the ringer? Tata Harper's new wonder essence is the answer to your beauty prayers. Lightweight and fast-absorbing, it's packed with powerful natural sources like larch tree, caviar lime and white mulberry fruit, ingredients that'll fight dark spot radicals that make your skin look duller and uneven than it is. *Concentrated Brightening Essence*, **Dhs737**, *Tata Harper* 

# Ever wonder how energy healing actually helps the body? Convinced you're just as biologically fit as you look on the outside? No need to go in search of answers; Gwyneth Paltrow and her team from Goop offer

you're just as biologically fit as you look on the outside? No need to go in search of answers; Gwyneth Paltrow and her team from Goop offer themselves as guinea pigs and try all the above and more, relaying their tales in a six-episode series that tackles need-to-know challenging wellness topics. Watch The Goop Lab with Gwyneth Paltrow on Netflix now

#### HYDRATING HERO

How does eight-hour hydrating power sound to your lips? Because that's exactly what you'll get with Bite Beauty's vegan friendly lip balm - a creamy, smooth-gliding mixture of agave nectar (to help soothe), cocca butter (a natural emollient) and mongongo oil (your dose of omega-6 fatty acids), that'll change your pucker for the better! Agave+Daytime Vegan Lip Balm, Dhs63, Bite Beauty

#### CHEMICAL FREE

Thinking about getting rid of your drugstore antiperspirant for something a little more au naturel? Nécessaire's aluminum-free stick is one of the best out there; free from baking soda, it's pretty gentle on the skin. It also comes packed with a blend of lactic and mandelic acids, perfect for zapping that nasty bacteria that causes body odour. *The Deodrant*, **Dhs73**, *Nécessaire* 

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e Deodorani Déodorani

**BUZZ-WORTHY** 

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#### CHEEKY DETAILS

The term "Free from parabens, sulfates and synthetic fragrances" isn't just an of-the-moment line when it comes to Lilah B.'s delectable bronzer duo - it's bona fide. Not only will you give your cheeks a sun-kissed gleam with this product, but you'll also get the benefits of a lit-fromwithin glow, minus those nasty, harsh ingredients. Bronzed BeautyTM Bronzer Duo, Dhs154, Lilah B.

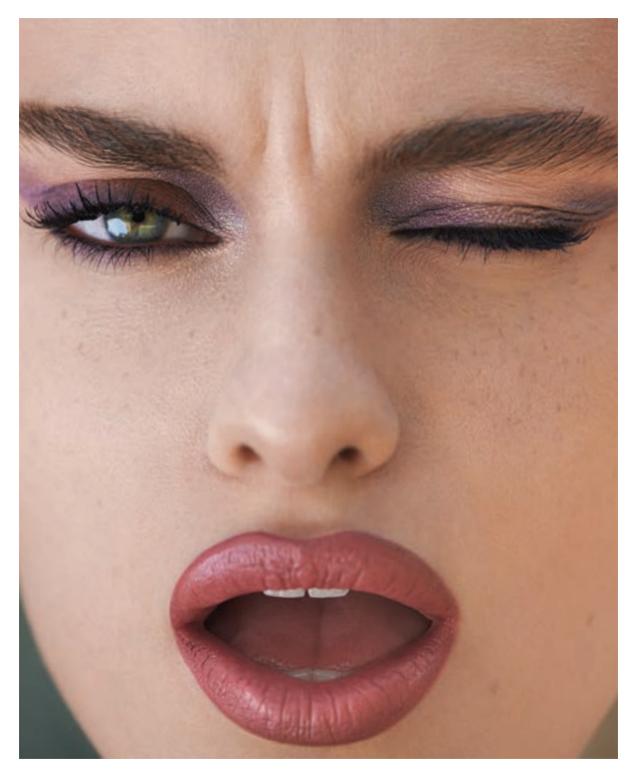


Our favourite farm-to-fragrance label, Clean Reserve, just joined forces with Earth Day Network to help protect endangered bees; for their latest launch, Radiant Nectar, they turned to farmers in El Salvador to harvest sustainable ambrette - a key note for their mouthwatering fragrance - which, sweetly enough, comes in a limitededition packaging adorned with a bee. *Radiant Nectar*, **Dhs360**, *Clean Reserve* 

# **BEAUTY IN FULL BLOOM**

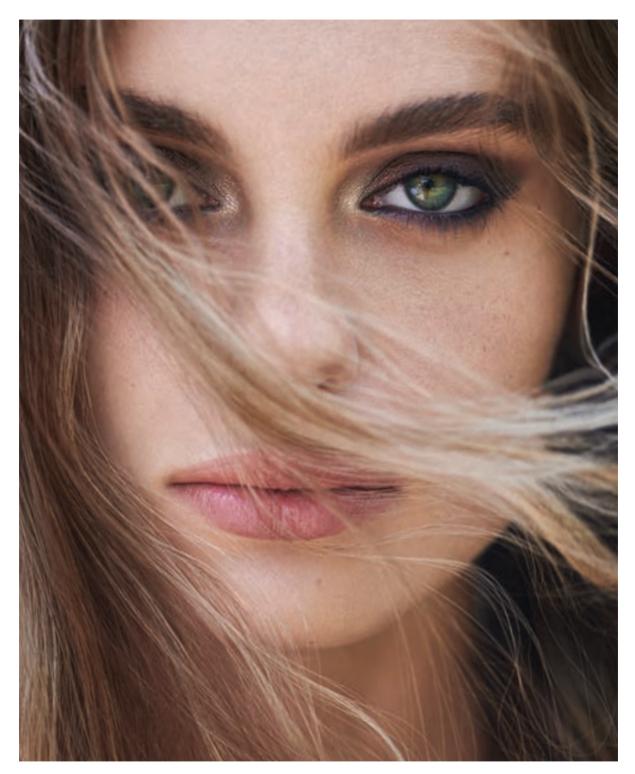
PRETTY METALLICS, LUMINOUS SHIMMERS, VIBRANT PIGMENTS AND SKIN SO FRESH IT MAKES YOUR FACE BLOOM. SISLEY SETS THE TONE FOR THE SEASON'S MOST ROMANTIC BEAUTY LOOKS YET

#### PHOTOGRAPHY by MOEZ ARCHOUR MAKE-UP DIRECTION by MANUEL LOSADA GOMEZ HAIR by DEENA ALAWAID



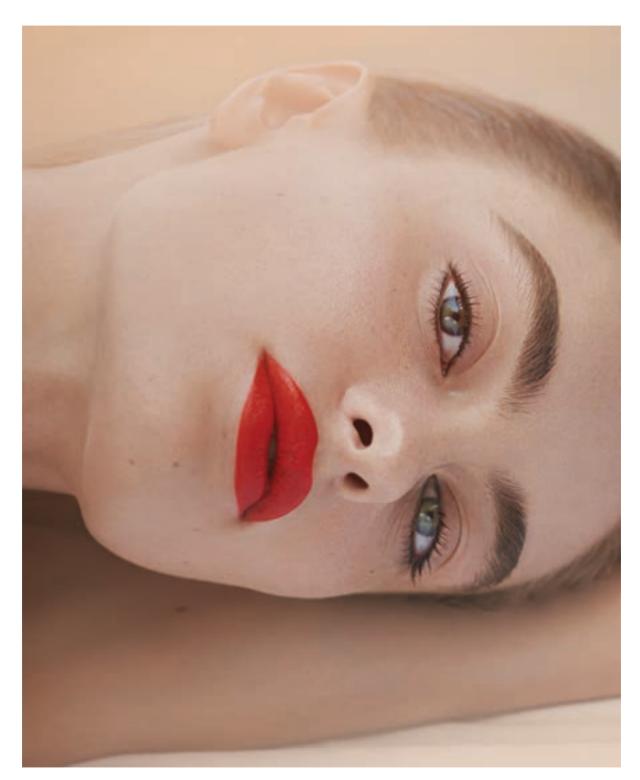
LEFT PAGE: Black Rose Eye Contour Fluid, Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, Phyto Eye Twist in 9 Pearl, Phyto Ombres in 40 Glow Pearl, Phyto Sourcils Fix in 0 Transparent, Nutritive Lip Balm all by Sisley THIS PAGE: Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, Phyto Cernes Eclat Eye Concealer in 1 and 2 mixed, Phyto Ombres Sparkling in 34 Purple and 31 Metallic Pink, Phyto Levres Perfect in 3 Rose Thé, Phyto Rouge in 20 Rose Portofino all by Sisley





LEFT PAGE: Instant Eclat Glow Primer, Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, So Volume Mascara in 1 Deep Black, Phyto Sourcils Design in 2 Chatain, Phyto Levres Perfect in 1 Nude, Phyto Rouge 11 Beige Tahiti all by Sisley THIS PAGE: Volumizing Spray, Protective Hair Fluid all Hair Rituel by Sisley; Black Rose Skin Infusion Cream, Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, Phyto Ombres in 15 Mat Taupe, in 21 Mat Cocoa, in 14 Sparkling Topaze and in 40 Glow Pearl, Phyto Khol Perfect in 1 Black, So Volume Mascara in 1 Deep Black, Phyto Sourcils Design in 2 Chatain, Phyto Lip Twist in 11 Litchi all by Sisley





LEFT PAGE: Hair Rituel by Sisley Precious Care Oil; Black Rose Eye Contour Fluid, Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, Phyto Cernes Eclat Eye Concealer in 1 and 2 mixed, Phyto Khol Star Waterproof in 5 Sparkling Blue, Phyto Sourcils Design in 2 Chatain, Phyto Blush Twist in 5 Contour and in 2 Fushia, Phyto Lip Twist in 1 Nude all by Sisley THIS PAGE: Hair Rituel by Sisley Precious Care Oil; Black Rose Skin Infusion Cream, Instant Eclat Glow Primer, Phyto Hydra Teint Beautifying Tinted Moisturizer SPF 15 in 1, So Volume Mascara in 1 Deep Black, Phyto Sourcils Design in 2 Chatain, Phyto Levres Perfect in 7 Ruby, Phyto Rouge in 42 Rouge Rio, Floral Spray Mist all by Sisley

## Beauty



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# RUNWAY to ROUGE

CAROLINA HERRERA'S GLOBAL Make-up Consultant, LAUREN PARSONS, GIVES US her insights and tells US ABOUT THE EXCITING LAUNCH OF Carolina Herrera Beauty

WORDS by: TRISHA RUBDI

It is a graduate of the Glauca Rossi School of Makeup.

Over the years, she's worked with some of the fashion industry's biggest names, including Tyrone Lebon and Max Pearman, had her work showcased of four separate cover issues of American Vogue, and forged creative alliances with Grace Coddington, Harley Wier, Karim Sadli, David Sims, Joe McKenna, Jane How and Suzzane Koller to name a few.

As of 2017, she joined Carolina Herrera as its Global Mak-eup Consultant and played a crucial role in the development of the Carolina Herrera Make-up Collection.

#### WHAT LED YOU TO BECOME A MAKE-UP ARTIST?

I come from a family of ladies who love a lipstick, but I actually became a make-up artist almost by accident. I was studying to be a forensic pathologist at the time and although I was naturally academic, I'd grown up in a very creative environment and really wanted to enter the musical theatre. So I decided to move to London before embarking on an altogether more scientific path to see where that might take me. Luckily, I stumbled on the Glauca Rossi School of Make-up and the rest is history!

#### WHAT'S YOUR DEFINITION OF BEAUTY?

I think that the first point of reference is always the makeup wearers in our lives, but for me, true beauty is being at peace with oneself and being confident, something that comes naturally the more you get to know yourself. I think that fashion and beauty are the same in the sense that there's always going to be the next new thing. However, I realised very early on that I knew what I liked, and I knew what worked for me. In that sense, I'm very much on the same wavelength as Carolina Herrera.

#### HOW WOULD YOU DESCRIBE YOUR IDEAL MAKE-UP LOOK?

When I look at someone's face, I imagine what they would look like in their best light and try to recreate that with imperceptible contouring and natural shading. The idea is to create a sort of candle-lit glow that looks very natural. You need to be able to find out what looks good on you through trial and error, in the same way that you would approach fashion. At the same time, I'm passionate about people experiencing the power of makeup! Being fairskinned, wearing mascara for the first time was something of a revelation. Applied well, it gives you the confidence you never knew you had, so no one should ever feel bad or judged for wanting to wear make-up. There's a place for a full face and there's a place for a more natural look. It's all about freedom of choice and that's what I think is so great about Carolina Herrera Makeup.

### HOW DID YOU FIND WORKING WITH WES GORDON AND CAROLINA A. HERRERA ON THE MAKE-UP LINE?

It's quite random, but I've actually known Wes for years! At the time, he was at Central Saint Martins and was looking for someone to do the make-up for his graduation show. Someone that he knew lived with one of my friends and ended up doing it so that was the first time we worked together. Then again on Carolina Herrera's Spring-Summer 2019 show, and most recently on developing the Carolina Herrera Mak-eup line with Carolina A. Creatively speaking, I think we're all quite in sync. Our take on make-up is that it should look nonchalant. If you're wearing lipstick, it needs to look effortless. There's a very easy polish to what we do, a sort of aspirational reality. Carolina Herrera is all about alegria de vivir, a concept that I find incredibly appealing. The epitome of cool is trying not to be cool, and I agree with that.



Beauty



All you need to know about GREEN COSMETICS

COSMETIC PRODUCTS AS WE KNOW IT ARE GOING UNDER THE KNIFE. THANKS TO THE LATEST BIOTECHNOLOGIES AND IMPRESSIVE PLANT-BASED FORMULAS, THE COSMETIC INDUSTRY IS BEING TURNED ON ITS HEAD IN ORDER TO REDUCE ITS ENVIRONMENTAL IMPACT AND HELP PRESERVE BIODIVERSITY. THE FIRST TO BE FOUGHT IN A SERIES OF BATTLES...

WORDS *by* VALENTINE PETRY PHOTOGRAPHED *by* CHRISTINE KREISELMAIER ou will have no doubt already bought beauty products dubbed "natural", "organic" or "sustainable". Now stocked on every shop's shelves, the entire cosmetic industry is hard at work. In today's world, consumers are more and more conscious about what they're buying and the environmental impact it has. The question on everyone's mind: "Is my moisturiser damaging the planet?" An upcoming challenge in which each individual player within the beauty industry is unreservedly taking part in.

#### **CLEANER AND GREENER**

For over a decade, cosmetic companies have been working on 'greener and cleaner' scientific formulas. In addition, several brands have recently introduced biodegradable products - such as Kiehl's with their nourishing body oil, which is 99.91% biodegradable or formulas comprised of mostly natural ingredients. But we're still causing more harm than good, at least for now. "To get an overall idea, we need to calculate the carbon footprint of each ingredient and the impact on natural resources at each stage. Growing it (does it require lots of water?); harvesting it (often assisted by motorised vehicles); extracting it; making it into a stable ingredient (addition of solvents); and finally, transporting it," explains Jen Novakovich, founder of the educational organisation The Eco Well. With essential oils, for instance, the impact can vary significantly. Sage essential oil is made from very few leaves; however, several tonnes of roses are required to make just a few litres of nectar.

#### THE IMPACT OF INGREDIENTS

In terms of skin care, certain ingredients, like Vitamin C or retinol, très à la mode, are practically impossible to source naturally in large quantities. Instead, people are better off opting for the current solutions on offer that do not require vast amounts of energy. "Only thinking about what's "natural" in a product is not enough. We have to calculate the impact of each ingredient (be it natural or synthetic) with the help of scientific research. Large cosmetic companies are the key players as they have the means to dedicate large teams to research. In an ideal world, we would have a work manual available to the whole industry," continues Jen Novakovich.

Communicating with consumers is the key to getting them to understand the at-times complicated processes. "Let's not forget that synthetic ingredients can prevent intensive farming, deforestation even, and may help preserve biodiversity. Sometimes, it allows us to limit the use of solvents, which may be toxic," explains Sophie Strobel, biologist specialising in cosmetics. More than ever, we need scientists to help tackle these environmental challenges.

#### **BIOTECHNOLOGIES: AN APPEALING ALTERNATIVE**

If our priority is preserving the world's natural resources, then what does this mean for the cosmetic industry? "Biotechnologies," reply experts in unison. Already widespread within the industry, this process involves taking bacteria found in society (and placing them into a bioreactor) to then create the desired ingredient(s), such as hydrochloric acid, a highly prized moisturising ingredient, with anti-ageing properties. It allows us to create almost exact replicas of natural ingredients without causing pollution or using copious amounts of energy. Organic fermentation is one of the most impressive techniques. This new technology enables us to resolve certain problems. For instance, natural vanilla is becoming rarer and rarer. But its synthetic counterpart provides us with a good compromise.

#### **PRESERVING BIODIVERSITY**

These molecules are forever changing the beauty industry, especially within the realms of fragrance: far from being a detriment, you can experience new scent notes altogether. "This doesn't mean to say that we should stop farming vanilla altogether," states Dr Barbara Olioso, scientist and founder of The Green Chemist Consultancy. "Certain populations depend on it. It must therefore be preserved and maintain a place within the market." Of course, protecting biodiversity only works when we protect the farmer populations. "In Indonesia, where deforestation is wreaking havoc, some inhabitants have been encouraged to farm wild flowers, which grow in the heart of forests. By offering a fair purchase price, we're able to preserve biodiversity," she continues.

Several cosmetic companies are going a step further and thinking more about the long-term: Guerlain, for instance, has dedicated itself to protecting bees for several years now. Over the next five years, and in partnership with UNESCO, they are creating bee-farming zones and assisting bee-farmers in a step towards its sustainable development. It is ultimately through employing several methods of production and with multiple commitments that we can guarantee the survival of the world's natural resources.

#### **INNOVATIVE PACKAGING**

Recycling is no longer enough. This year, companies are looking towards more and more cutting-edge materials. We already know about the alternative to PET (polyester): PLA, a type of plant-based plastic packaging that is compostable at very high temperatures. And that's only the start. L'Oréal has just developed a tube using plant-based paper (which will be released in 2021) and a cardboard bottle (for Garnier this year) while Chanel is working with a Finnish company to develop plastic-free containers. At the very least, brands can cut back on using glass pots, which are very heavy and considerably pollute the atmosphere when transported. A mighty challenge for luxury brands, which pride themselves on offering their customers an "exceptional" experience. The luxury market is also offering more and more products that can be refilled in stores, like the Yves Saint Laurent 'Pure Shots' serums, or Lancôme's 'Idôle' perfume, marketed towards the millennial generation. This initiative is promoted by the organisation Natura

Brasil, which is at the forefront of all questions relating to the environment: the company itself has been carbon neutral since 2007. In order to truly be effective, these products rely on consumers remaining loyal to the same product over a long period of time. But these aren't the only solutions the cosmetic industry has to offer. Taking inspiration from the food industry, and current trends such as bulk-buying and packaging free products, key players in the beauty industry are now even offering drop-offfor used beauty products, which is then responsibly recycled. The customer in return will receive a special offer on their next purchase, for example, and this incentivisation is very much on the rise. Brands Lush and The Body Shop have already launched similar initiatives in multiple locations. And yet, the success of these appealing 'solutions' relies entirely on the customer (ever so slightly) changing their behaviour.

#### THE MAJOR CHALLENGE WITH RECYCLING

Looking beyond scientific formulas, packaging is also a game changer. In order to lower emissions, the cosmetic industry needs to opt for long-lasting, innovative packaging; to this effect, everyone is in agreement. Less devastating than the fashion world, the cosmetic industry is still far from perfect and is quite literally drowning in plastic. With that said, over the last two years, some of the biggest retail groups have taken steps to reduce the amount of plastic used (both in the short-term and long-term): all of L'Oréal's plastic packaging will be "reusable, recyclable or compostable" by 2025. Over at Unilever, the British company REN has set itself the 2021 deadline for becoming "completely waste free" and has released a bottle featuring a metal-free pump, made entirely from recycled plastic (and 100% recyclable!). The same brand has launched a new sun-cream bottle, which is also made from recycled plastic - another step in the right direction! L'Occitane has also stated similar and ambitious goals. But transforming an entire sector takes some time. The biggest headache: makeup packaging. It is without a doubt harder to recycle, consisting of materials such as plastic, metal and mirror. An effort is required from all parties in order to create less pollution: "To start with, designers need to design easily recyclable products, made from a single material, for example. Then, consumers have to know where to dispose of the product and how to separate each component. Finally, recycling facilities have to be updated to ensure that all recycling is done safely and efficiently. In short, each party must evolve hand in hand," explains Dr Barbara Olioso. Currently, barely 10% of make-up packaging is properly recycled. Depressing? Yes. But the question of excessive use of plastic is on everyone's mind: "I'm actually quite optimistic because I'm seeing interesting innovative developments in the scientific field, such as a mushroom that 'eats' plastic. These inventions aren't necessarily currently viable, but there is a sense that this challenge has caught the attention of world scientists. We will eventually find a solution," states Jen Novakovich.



# HOW TO Green YOUR Beauty ROUTINE OUR BEAUTY EDITOR DISCOVERS JUST HOW ECO-

FRIENDLY A PLACE HER BEAUTY BAG REALLY IS

### Beauty

've never been one to take care of my skin. I might have been blessed with a Mediterranean complexion that's quite resilient (knock on wood) when it comes to fighting the elements, but it's been more a case of negligence on my behalf, than the good genes my parents bestowed on me. Just like anything that ages though, wear and tare comes with the territory and signs of damage have slowly, but surely, crept their way in. Aghast at what I saw reflected in the mirror, I decided to arm wrestle the hands of time in the same manner I had been fighting those love handles and cellulite cheeks for the past few years; by going green. Yes, I am one of those; I eat organic, clean and fresh-as-I-can-get-my-hands-on produce in the hopes that what I fuel my body with will eventually work itself from the inside out. And it has; I've seen such a difference in swapping whole refined carbs for gluten-free, artificial sugars for natural substitutes and animal-based products for more fruits and vegetables. Energy spikes, bloating, insomnia and

a whole host of other annoying symptoms I had dealt with most of my life disappeared. Its effects on my skin were an added bonus, no more breakouts or an overly oily t-zone, but the age factor still remained. But then I thought, if changing my eating habits for a whole foods, cleanbased diet made quite the impact, why wouldn't changing what's in my beauty bag do the same for my skin!? Did I actually know what those long ingredient lists at the back of each of my beauty products contained? Contents dumped on my vanity, coupled with a few

Eyemulsion, Dbs1,260, Julius I and the second secon

hours spent shifting through minuscule ingredient labels and google searching the difference between BHA and BHT was, I discovered the not so-horrifying facts: out of the 10 products that I used on what I considered to be a 'religious' basis, four of them ranked way far up on the eco-friendly spectrum than I had known. No, they actually scored pretty damn high; no derivatives from animals or living creatures, 100% certified organic, biodegradable formulas - tick, tick and tick! Topping that impressive list was Le Prunier Plum Beauty Oil, a certified organic, vegan, and parabens, sulfates, fragrance and preservatives free product that nourishes and moisturises like crazy; who knew plums would be the next major skin-care inaredient!? Second in my (almost 50%) green bag was Julisis' Eyemulsion, a protective eye cream I had picked up at Dubai's uber-cool Comptoir 102 that contains a wicked alchemistic combination of botanical extracts. Third and unbeknownst to me, my Drunk Elephant's

C-Firma<sup>™</sup> Day Serum, which turned out to be a 'clean-clinical' product aka it's potent enough to create a difference but green enough that it doesn't contain all those nasty, toxic chemicals. Then finally, but not in the any bit least, was my small and barely used bottle of Tata Harper's Elixir Vitae Serum. After much research it turns out that this baby is actually what many would call liquid gold when it comes to supporting collagen production, prompting me to rethink of transitioning my makeup bag into a100% eco-friendly place; liquid gold, here I come!

Elle Wish-List REGIONAL GREEN BEAUTY-BRANDS THAT YOUR SKIN WILL LOVE



#### POTION KITCHEN A young plant-based

A young plan-pased skincare line out of Beirut that offers green products free of chemicals, all within clean packaging. *Miracle Face Food Clay- Spirulina*, **Dhs63**, *Potion Kitchen* 



#### URBAN DUCKS

Egyptian-based UD preaches natural skincare for a busy city lifestyle, which includes a killer apricot line that we can't highly recommend enough! *Shea & Jasmine Natural Lotion*, **Dhs30**, Urban Ducks



SABOUN BALADI House in the Middle East's first Zero waste store in Lebanon, EcoSouk, is a collection of artisanal handmade natural soaps made from pure olive oil. Soft on the skin, this is an easy beauty product to start you zero-waste journey with. Olive Oil Soap, POA, Saboun Baladi



FLORAISON NATURAL BEAUTY Tunisian based, this beauty brand handmakes soap, body scrubs and creams from the medicinal and aromatic plants growing on Tunisian grounds.

Black Soap, Dhs53

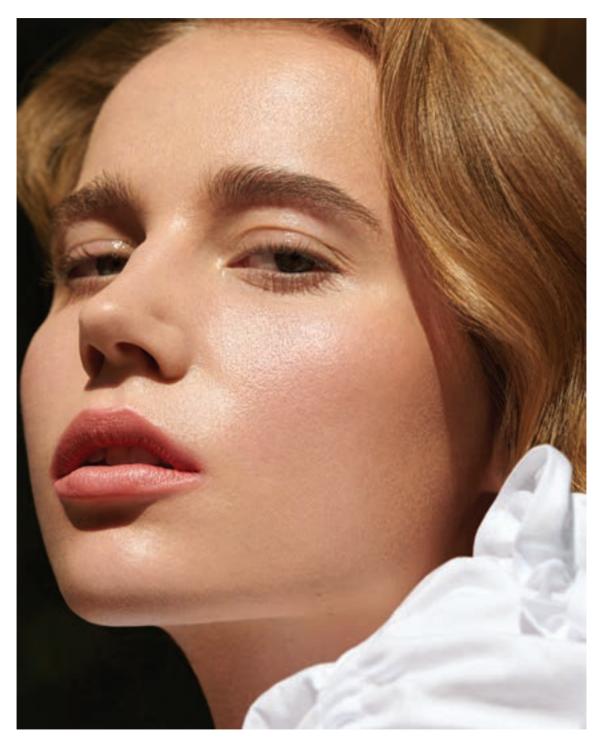
Floraison Natural

Beauty



IZIL Made from the finest and most potent Moroccan-grown ingredients, IZIL offers face, body and hair care for all. *Prickly Pear Seed Oil*, Dhs345, *Izil* 

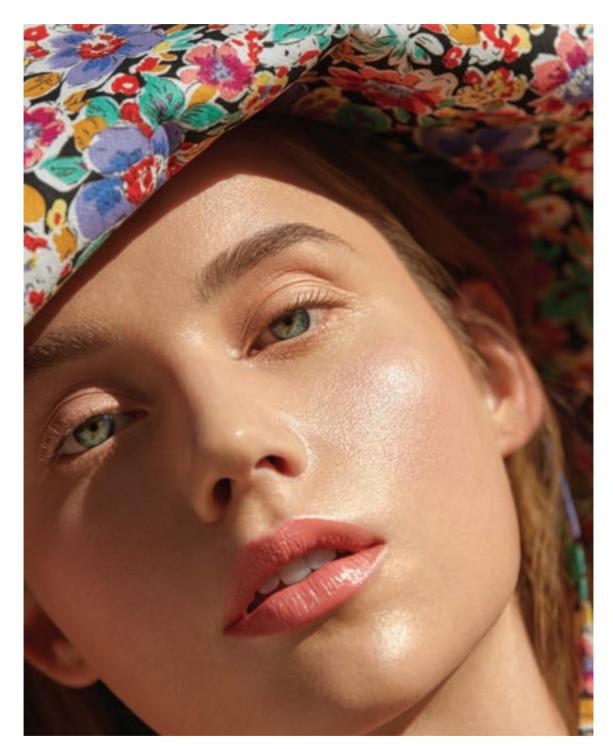
#### PHOTOGRAPHY BY MOEZ ARCHOUR



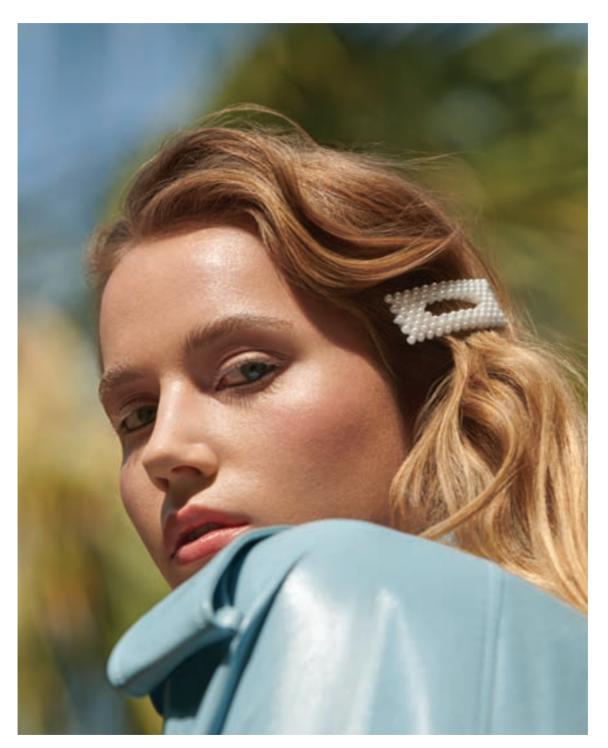
Nudestix - Nudies Blush Naughty N Spice; Charlotte Tilbury - Pillow Talk Matte Revolution Original; Styling Credits: Cecilie Banhsen At Bloomingdales.ae



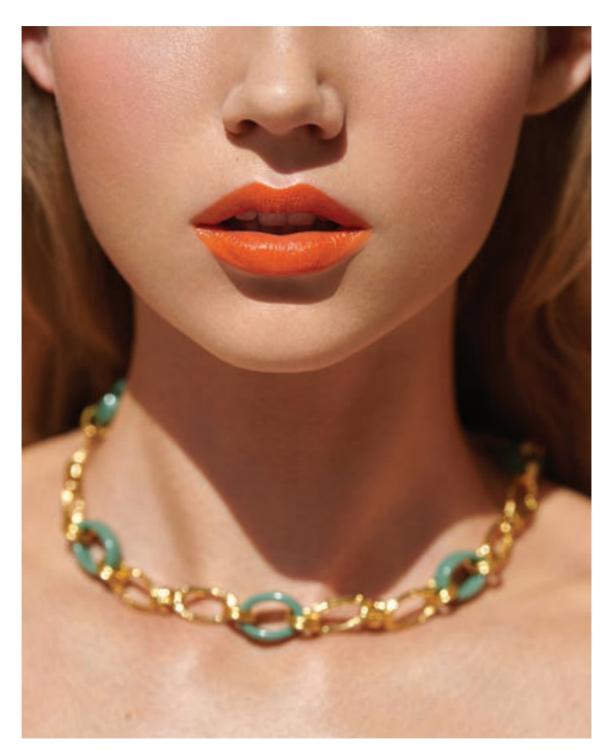
Skin prep: same for all looks, Wishful skin: yo glow enzyme scrub, Sisley: black rose skin infusion cream, Sisley: phyto hydra teint shade 1, Dior: forever skin correct - 2n, Fenty: invisimatte blotting powder, Fenty: pro filtr retouch primer, Huda beauty: huda resting boss face; Main products: Nudestix: nudies blush in bare back, Benefit - 24 hr brow setter



Hermes: Rouge Hermes Satin Lipstick Rose Inout 27, Huda Beauty: Pastel Obsessions Eyeshadow Palette Rose; Styling Credits: Hat - Mango



Dior: Rouge Blush Delicate Matte 136, Charlotte, Tilbury: Matte Revolution Sexy Sienna, Charlotte Tilbury: Rock N Khol, Bedroom Black Eyeliner, Styling Credits : Bottega Veneta



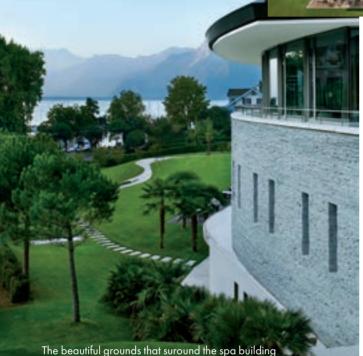
Hermes: Rouge Hermes Satin, Lipstick: Orange Boite 33, Sisley - Papaya Phyto Blush Twist, Styling Credit: Gas Bijoux At Bloomingdales.ae



Charlotte tilbury: spotlight beauty light Wand, Nudestix: nudies blush sunset strip, Hermes: rouge Hermes Corail Fou 51, Styling credits: Earring: Tiffany & co, Jumpsuit: Jonathan Simkhai at Harvey Nichols Dubai

### Beauty







WORDS by ROULA MAALOUF

Nown for their legendary medical programs catered and designed for society's elite, Clinique La Prairie is more than your run-of-the-mill wellness centre; for over 80 years, the retreat has has been on the leading edge of better-aging research and treatments targeting the mind, body and spirit. From stressed out bankers wanting to decompress and fizzled out housewives looking to reverse the signs of time to celebrities and spa junkies, there's no better place to recharge your battery than at this ultra private haven. CLINIQUE

CALCULARY, LAND

My journey to a healthier, more holistic long-term existence started hot off the plane from Dubai whisked away from Geneva's airport by an impeccable driver who escorted me to the luxurious spa in the dainty lakeside suburb of Clarens located in the picturesque Swiss town of Montreux, to start an outstanding experience. Excited to explore the retreat's avant-garde approach to beauty and wellness, I was there to partake in a Master Detox Programme, one that would take place over the course of four days.

A quick tour around and being shown my room, I met with a doctor who started off my journey with a requisite body check for all heavy metals using a special machine. To my surprise, I discovered that I was high in silver and aluminium whilst also being very low in magnesium both of which I was given the necessary vitamins and tea to treat, alongside a special concoction of standardised plant extracts to take twice per day.

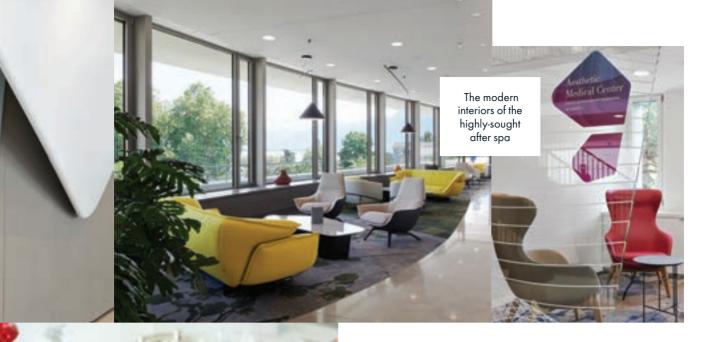
The next few days were all about health and beauty

treatments, each one tailor-made to my specific needs. There are more than 50 specialists on hand, alongside several operating theatres, 20 post-operative rooms, and six recovery suites, all located in the medical centre that offers everything from operations like triple bypass, dental implants and hip replacement to sports rehabilitation and comprehensive general check-ups.

All in all, I was massaged, wrapped, soaked and steamed, given some private yoga sessions as well as one on one personal training in the gym; it was everything that I needed and more, all thanks to the stellar team of world-class therapists that took care of me around the clock; they're attentive and friendly, making this place so unique and outstanding.

The conversations about health, wellness, art and design were priceless and just went to

show how everything is interconnected in our day and age. I left glowing, but that was to be expected; what I didn't expect to feel though was an intense inner glow. The natural surroundings, impeccable service, food and commitment to the art of beauty and well-being were meditative experiences in themselves and for this I would return to Clinique La Prairie more often.



CLP's Chef Sara Bussetti crafts healthy and inspiring dishes

Suite Prairie

Dieticians provide custom-tailored diets served at the clinic's restaurant

uick detox

e Tea Bar

The lowdown on why CLP assumes a leadership role amongst its peers according to Clinique La Prairie's CEO Simone Gibertoni...

#### THE BEGINNING

Famous for its revitalisation treatments, the history of the clinic dates back to 1931 when Professor Paul Niehans first administered fresh animal cells to patients suffering from various medical conditions. He treated thousands of them using cellular therapy to stimulate the immune system, including politicians, celebrities, entertainers, actors and statesman which led the clinic to international fame. After his death, the Mattli family became the owner of the clinic where they invested and are still investing in research and development to improve and refine several wellness programs.

#### MEDICAL EXCELLENCE

At CLP, you'll find a unique worldclass team; we have a staff of 350 people in addition to 50 specialised doctors - from the best generalist to the best cardiologist. Our reputation attracts top medical personnel from Switzerland as well as therapists who come from around the world to be here. It's because of them that we have such high rates of returning clients (almost 70 to 80 per cent of our clients come back).

#### THE 4 PS

Everything we offer is exclusive. We have four pillars we follow: medical, well-being, nutrition and movement. The combination of all four and the way medical therapies are customised, make us so unique; add 90 years of experience and research, and we are definitely leaders amongst our peers

#### IN THE WORKS

We just launched the Master Detox Programme, our first programme to include genetic analysis in tests and treatments. Later this year, we'll be launching two more wellness ones alongside a programme that'll give people the chance to experience Clinique La Prairie over the course of only a weekend. Then, we plan to debut a new 3D aesthetic program; it'll provide clients the chance to see how they could look like in the near future, offering them the opportunity to customise results based on what they've seen and following that, CLP can put together a wellness programme to achieve what they desire.



RUNNWAY LOOK:

# MAKE you\_looklashes

BIG, BOLD AND *unapologetically* BLACK, IT'S TIME TO GO FOR *the extreme* WHEN IT COMES TO YOUR *lashline*; THINK CLUMPIER, MORE THEATRICAL AND JUST OVERALL EXTRA

COMPILED by DINA KABBANI

Mascara L'Obscur in Eve Black, Dhs96, Gucci Beauty

Climax Mascara in Explicit Black, Dhs88, Nars



#### CUT & PASTE

What does a modern-day Twiggy look like circa 2020? According to Gucci's make-up artist, Thomas de Kluyver, those iconic exaggerated doll-like lashes are still there - this time though, they're applied directly on top of the brows. Too daring? Then just aim a little lower when applying your falsies.

Classic False Lashes, Dhs73, Huda Beauty

#### **NEW HEIGHTS**

Looking for that extra boost of volume? Smooth a quick coat of primer on premascara application; not only will it create an even base for dramatic length that doesn't budge all day, but it also doubles as a conditioner for softer, longer lashes in the future.

UTZ HUELLE

Eyelash Adhesive,

Dhs33, Duo

#### EYE OPENER

**JUY LAROCHE** 

For fuller lashes without the "fuss" of full-on falsies, consider investing in a volumising, lash-coating formula like Nars' Climax Mascara; loaded with intense pigments and designed with signature ribbed bristles, it promises va va voom volume and dramatic spidery length with none of the clumps.

The Make-up Eyelash Curler, Dhs87, Shiseido

> The Curator Ascent Extended Wear Lash Primer, Dhs134, Hourglass

# E L L E

# Green me up SCOTTY!

TRANSPORTING YOURSELF TO another country SOON? ELLE HAS THE LIST OF environmentally friendly HOTELS ACROSS THE GLOBE YOU NEED TO KNOW ABOUT. NOT LACKING IN unforgettable experiences – OR COMFORT – THESE VERY sustainable spots GO BEYOND THEIR DUTIES TO THE PLANET, AND TO YOU, THE GUEST. Escape into the green, AND WHILE YOU'RE THERE, DON'T MISS OUR TIPS NOT ONLY ON travelling greener, BUT ALSO LIVING GREENER AT HOME



# Indonesia bawah reserve

It pretty much begins as you board the private seaplane not far from Singapore. After an 80-minute ride to the Bawah Reserve, you'll deboard right in front of your overwater villa – and if you have a beach villa, your name written in sand just outside will have you wondering why they don't all do that. Not a bad start to an experience that's meant to take you far away from the nine to five rhythm. Spread over six small private islands with a plethora of sandy white beaches, the Reserve is eco-luxury at it's best. Discreet yet friendly enough to grant your every last wish, it has a strong sustainable approach – from collecting rainwater to the desalination plant for drinking water, to recycling and minimal impact in their designs, it's a little bit of heaven on earth

# ALL-INCLUSIVE RATES FROM 6,340DHS PER NIGHT FOR TWO PEOPLE

www.bawahreserve.com





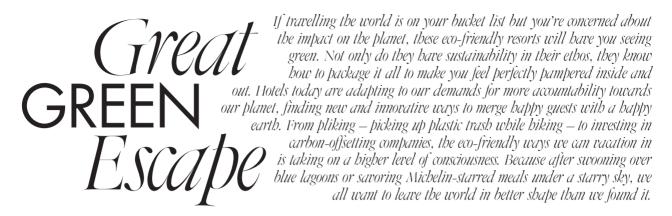
Tucked away in Siwa, Adrere Amellal is placed in one of the many magical oases in Egypt. The structure is completely carved from earth, making it easy for it to blend naturally into the sandy landscape. With absolutely no electricity, the rooms are softly lit with beeswax candles, a constant reminder that you're being accommodated sustainably. Enveloped in a bubble, staying here feels like a real escape from everything city-like; whether it's being surrounded on all sides by the desert to the peaceful evening breeze and blanket of stars that come out each night to envelope you like a dream -you'll yearn to return even after you're back to the hustle of urban living. Apart from lodging, the oasis is home to a diversity of flora and fauna and some 230 freshwater springs fed by the Nubian aquifer; there's plenty of opportunity to explore spots like Cleopatra's clear water spring, Bir Wahed, and more.

Breakfast and lunch are served in earthen cutlery with dishes made with ingredients from the organic gardens within the compound.

RATES FROM 1,656DHS PER NIGHT www.adrereamellal.com



### Travel



WORDS By TRISH TRAVIESO Photos COURTESY OF HOTELS



It's Robinson Crusoe meets Gwyneth Paltrow at this beachfront resort. Not a tree was cut down as they laid the foundation at Azulik, using only renewable materials and allowing trees to pop through the boho chic, handcrafted treehouse villas overlooking the Pacific Ocean. With no air conditioning, no television, no WiFi or even electric light, it's all about disconnecting from the buzz of daily life. Harmonise your chakras or heal your soul in ancient Mayan rituals offered by the hotel, or simply perfect your sirsasana before dining in one of their three incredible restaurants (book a nest overlooking the jungle at Tseen Ja for some Japanese Mexican fusion cuisine). But the highlight? A sunset bath of sacred water from the hotel's cenote as you watch the waves from your villa. It's green wellness from A to Z here.

RATES FROM 1,420DHS PER NIGHT www.azulik.com



# Travel





Perched on a hillside of the only carbon-negative country in the world, Six Senses Thimphu in Bhutan is an experience that goes beyond environmental sustainability. In 1972, the King of Bhutan coined the phrase "Gross National Happiness," stating that this is more important than Gross Domestic Product (the phrase stuck, and today conservationism is part of the government's GNH goals). With a total of five Six Senses lodges across Bhutan to choose from, the eco-friendly ways of the Six Senses brand are in sync with those of the country – not to mention the wellness measures for both tourists and citizens! Downward dog your way around the lodge, the bar or restaurant with its views of forest covered hills, or sign up for a guided Sleep Retreat to destress your system for a totally holistic approach to happiness. Your wellbeing levels will be off the charts.

ALL-INCLUSIVE RATE FROM 4,950DHS PER NIGHT www.sixsenses.com

# Italy borgo pignano

The green of Tuscany just became a bit greener thanks to the almost self-sufficient Borgo Pignano. As you drive in to this 18th century villa in your electric rental car (where Tesla chargers await you), you might be surprised to find that this charmingly traditional estate produces one hundred per cent of its heating and hot water in-house using renewable energy. And it just gets better. Their beautiful gardens are maintained with filtered rainwater and their organic farms supply the hotel with flowers, honey, grains, fruits, veggies and herbs (for that herbal tea you'll enjoy in the evenings). Fourteen rooms and suites are decorated in a chic yet cosy Tuscan charm - perfect to come back to after learning how to make perfume, oils and soaps in the villa's herbal laboratory. You'd think time had stopped here if it wasn't for your electric car all charged up!

RATES FROM 1,260DHS PER NIGHT www.borgopignano.com







It's you, the animals and the desert. And at night, millions of stars in the sky. Deep in the dunes and red sandy hills of the Kalahari you'll find Tswalu, the largest privatelyowned nature reserve in South Africa (which says a lot). Meaning 'new beginning', Tswalu is all about restoring and protecting the environment and the animals – you might spot the fascinating pangolin, a scaly version of an anteater that has become the most trafficked animal on earth, licking up its morning meal. When it comes to your meal, sustainably sourced dishes are prepared by Michelinstarred South African chef Jan Hendrik van der Westhuizen – and served under the stars. From safaris on horseback, picnics on the savannah to an outdoor bed for the ultimate desert experience, the nine 'legae' (little houses) will make you feel like you were born here.

ALL-INCLUSIVE RATES FROM 1,640DHS PER NIGHT www.tswalu.com





Alserkal Avenue is a bohemian haven and serves as an oasis for creatives in the bustling city.

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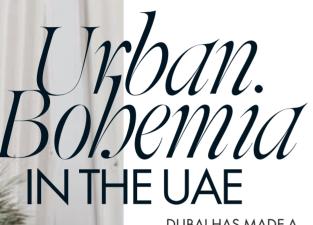
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Wild Food

Free

11

EDITED by CARMEL HARRISON, TRISHA RUBDI*and* JESSICA FRYER



DUBAI HAS MADE A NAME FOR ITSELF AS A LAVISH, LUXURIOUS DESTINATION FOR THE JET-SETTING RICH AND FAMOUS, BUT **BENEATH ITS GLOSSY** SURFACE IS ANOTHER SIDE TO THE CITY WHERE YOU'LL FIND **RESIDENTS HANGING** OUT AT YOGA CAFES, QUIRKY JUICE STORES AND MINDFUL WELLNESS CENTRES. THIS EVOLVING **BOHEMIAN SCENE** HAS SEEN A SURGE IN MORE CONSCIOUS AND SUSTAINABLE **OUTLETS ACROSS THE** CITY - GIVING IT A WHOLE NEW HYPE.



WILD & THE MOON Wild & the Moon's pursuit to eating wiser teaches an urban crowd on healthy eating for oneself and the planet. The menu is as dreamy as the name suggests with an encore of raw, gluten free and plant based offerings including the most Instagram-worthy acai bowl in town. @wildandthemoon



#### CHALK

One of Alserkal Avenue's newest additions, Chalk is a local home-grown hair salon concept that values self-expression and creative freedom at its core. They only use luxurious, and ecologically sound products that are sulphate and paraben-freeimportant for the health of one's hair but also responsible for the planet. It's also an Instagram opportunists dream.

#### **CINEMA AKIL**

Cinema Akil originally launched as a nomadic cinema hosting over 60 pop-up attractions across the UAE, before residing at it's permanent home in Alserkal Avenue. It is also the first independent Arthouse cinema in the Gulf. Check out cinemakil.com for it's latest screenings. @cinemaakil



#### THE JAM JAR

This DIY painting studio has become a renowned art and event space bringing communities and families together. With frequent local artist exhibitons and a host of workshops and classes it's a go-to for any art aficionado. *Visit jamjardubai.com.* @thejamjar

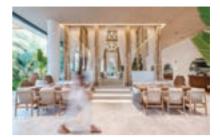


# eat at N*ammos Dubai*

If you're looking for a slice of Greek culture, newly opened beach club and restaurant Nammos is serving it up in abundance. Located in the Four Season's Resort Dubai this evolved edition of its eponymous sister in Mykonos, boasts the same energy and flavour but with a little extra bling.







#### THE DECOR

No wonder Nammos has seen its doors filled since it opened, it's rocking some serious interior inspiration. Imagined by London-based design firm Elastic Interior, luxe rustic furniture meets a palette of contemporary neutrals, think the most luxurious bohemian inspired space you can get- and it feels swanky without being snobbish.

#### THE FOOD

From an outstanding Greek salad, to sushi and exquisite seafood fresh from Greece, the modern Mediterranean inspired menu is mouth-wateringly good. The desserts, which are not to be missed include a chocolate mousse with pistachio ice cream and are the perfect way to finish off a long, afternoon lunch with friends.

#### THE BEACH

The picturesque beach setting looks like something out of a Slim Aarons photograph. Luxurious sunbeds are shadowed by Nammos' signature blue and white striped umbrellas and friendly servers are on hand to top up your bubbles - it's the ultimate in luxury relaxation.

What makes Nammos stand out from its well-established neighbours is it's relaxed island vibe, friendly staff and buzzy atmosphere. This is one establishment that knows what it wants from it's discerning clientele.





#### **COMPTOIR 102**

This concept café and store is a one-stop shop serving up a shot of espresso alongside an Isabel Marant dress. You'll find a hip, nomadic clientele at this renowned bohemian hangout. @comptoir102

#### **BOUNTY BEETS**

Bounty Beets is the newest vegan spot on the block boasting a quirky pink themed setting and a menu packed with gluten free, vegan and healthy juice options. @bountybeets

#### **PIKNIK IN THE PARK**

Grab your picnic basket and load it with cheese, cold cuts, breads and BBQ favourites while dining al fresco on the grass. PikNik at the Westin is your go-to for a relaxing garden party vibe. Location: The Westin Mina Seyahi Visit Marriott.com







# stay at N*ava Escapes*

Enveloped in the large dunes of Dubai's deserts, Nara presents an exclusive and luxurious camping experience for anyone that visits. The experience provides a wide array of activities for everyone, young and old, such a dune bashing, buggy driving, stargazing, treasure hunts, camel rides, shiatsu, yoga or a desert hike.



# Made To Order!

From Hawaiian Acai bowls to vegan treats and wholesome plates, these are Deliveroo's bohemian-inspired restaurants worthy of an order



#### @acaiandthetribe

We never say no to Acai and Acai & The Tribe is at the top of our re-order tab. Try one of their in-house creations such as the 'Nutty Professor' or "Hello from Hawaii' and we are certain you'll become as addicted as we are.

#### @cali.poke

Cali poke serves up a fusion on Peruvian/Japanese mix style dishes, mostly with a main ingredient of fresh cuts of fish. Originally started in California, Cali Poke bowls rippled a wave of demand for these freshly prepped bowls. Try yours today!





**@bowlful** Bowlful is the first bowl concept in Dubai serving up gluten-free, wholesome lunches designed by chefs and certified dieticians. They are as delicious as they look too.

#### **BANAN BEACH**

This secret hideaway destination in Ras Al Khaimah is the perfect weekend get-a-way and a far cry from the glitzy, glossy hotels of the city. Check in to one of the rustic tents, equipped with a bbq, kitchen and a hot tub and enjoy an evening bonfire with music. Think hammocks, colourful tents, beachfront chalets and dream catchers – it's the ultimate beachside camping experience. **Location**: Ras Al Khaimah

#### HATTA SEDR TRAILERS, HATTA WADI HUB

Officially becoming the regions first trailer hotel, Hatta Sedr has become renowned for its luxurious yet ultra-retro trailer set up nestled in the Hatta mountains. This is one for the adventurers, the explorers and the bohemians wishing to be submersed in nature. Book now at visithatta.com

#### XVA GALLERY

XVA is a hotel that doubles up as a contemporary art gallery hosting a collection of works by local and international artists. The hotel's restaurant, which is a local hotspot serves locally inspired vegetarian cuisine and Arabic coffee. @xvagallery





@sanddollardubai From broderie anglaise dresses, to shell-embellished sandals and straw beach hats, online beach boutique Sand Dollar Dubai was made for the bohemian goddess.

#### SHOP AT



**@shiffabeauty** Founded by Emirati Doctor Lamees Hamdan, Shiffa Beauty is a gorgeous local brand Founded by Emirati Doctor Lamees Hamdan. Her natural and organic products and tools, including the renowned Jade Roller have garnered her a fan base all over the world.

#### LIFE 'N' ONE

Nestled in the heart of Jumeriah, Seva (formerly known as Life 'n' One is Dubai's very own holistic sanctuary. This hidden oasis of calm and tranquillity, boasts a café serving up fresh vegan food and Yoga activities set in a luscious green garden.

#### AL QUADRA CYCLE TRACK

Located in the heart of the desert, Al Qudra cycle track is set between deep orange sand dunes offering breathtaking views back across the city. In just under a 30-minute drive from Dubai Marina it's the perfect place to hit on the weekend for an early morning or sunset ride.

#### SUNSET BEACH YOGA

What's better than a little Namaste with an ocean view? Located at Kite Beach, Sunset Beach Yoga offers a unique escape with views across Dubai's stunning sunset-reflected oceans mid Zen. Kite Beach holds regular yoga classes throughout the month and most are free of charge. Which means there's no excuse to get your downward dog on. Visit classpass.com.

Location: Kite Beach, Um Suqeim



#### @tribedubai

Bohemian and sustainable, Tribe is a home décor studio producing furniture of ethically sourced material that is built by craftsmen paid in a fair wage. With a couple pieces from here, you can flip your house for a relaxing sanctuary.



DOLCE & GABBANA

Exteriors of the Palazzo Versace Hotel. Dubia

If you venture along the shores of the

historic Dubai Creek, there on the Jaddaf Waterfront, far from the humdrum of the bustling city, lays a neoclassical masterpiece. Understated might not be the first word that comes to mind when describing Palazzo Versace, glamourous sophistication might well be. From the spectacular architecture, opulent accommodation and Italian-tiled fountain to over-the-top glitz, Medusa logos and towering palms, its ostentatious designs bring a slice of Milan to Dubai giving residents and visitors a like a slice of the Versace way of life. A walk through the 5-star hotel's public spaces reveals even more character and style echoing Gianni Versace himself; Hellenic fret borders, tonnes of gleaming marble, gold leaf accents and beautiful mosaicladen floors, the lobby a fine example with its Pietra di Fiume' design of iconic Medusa that greets new guests as they arrive. Richly decorated, the 215 rooms and suites follow a similar style ethos with shining parquetry floors, bespoke Italian furnishings, creamy boiserie and Carrara marble bathrooms complete with mosaic murals, rainforest showers and those coveted Versace toiletries to take home.

Richly decorated spaces are abound in the hotel, but Giardino's flooring, columns and wallpaper in Versace's famous palm print (think Jennifer Lopez's 2000 Grammy Awards gown) is just as much a must-see as its flamboyant Friday brunch is a must-try. Dine on a wide range of seafood delicacies and international favourites served on Versace tableware; with each course a work of art - it'll be hard to dive in without taking an Instagram picture before.

GOOD EATS





# Palazzo Versace Hotel, Dubai

AN IMPECCABLE ADDRESS SERVING THE VERY BEST OF MILAN RIGHT IN THE HEART OF DUBAI



Clip, Dhs950, Burberry







Bag, Dhs3,190, Paco Rabanne



Lipstick in Patsy Red, Dhs109, Charlotte Tilbury



VERSACE

# 

FROM BURBERRY, TO RALPH LAUREN AND GUCCI, THE BICESTER VILLAGE SHOPPING COLLECTION HAS A HIGH FASHION LINE UP. SO, IF YOU LOVE TO 'SHOP TILL YOU DROP' THEN THEIR BICESTER AND KILDARE SHOPPING DESTINATIONS SHOULD BE ON YOUR TRAVEL RADAR

WORDS by CARMEL HARRISON

Life



Bicester Village

ome to more than 160 fashion, beauty and lifestyle brands Bicester Village is located in pretty Oxfordshire and it's address is in just about every fashion girl's little black book. If you think this is just another shopping destination then you'd be wrong, it's as luxurious as it gets – think a small village filled with Instagram-worthy cafés, luxury designer stores, a swanky VIP apartment and a top nosh restaurant. Unlike other outlets, all the stores within the village collections are owned by the brands themselves, meaning the luxury shopping experience is the same as it would be on the high street. Boutiques even boast Bicester exclusives and limited edition pieces – it literally is retail therapy at it's finest.





@cafewolseley This all day café ' restaurant with shop serves up great British favourites including afternoon tea and scones, Severn & Wye Oak-Smoked Salmon and classic fish and chips.

STAY



@sohofarmhouse In just over 33 minutes by car, Soho Farmhouse is a stylish members club set in 100 acres of Oxfordshire countryside with luxurious cottages, luxurious garden rooms, a seven bedroom farm house, Cowshed Relax spa, Active Gyma and Studio and three trendy dining and dirnking spaces. Visit sohohouse.com

VISIT



@*waterperrygardens* Boasting eight acres of ornamental gardens, a gallery, gift barn, museum, tea shop and plant centre, Waterperry Gardens are worthy of a visit.

#### DETAILS

Bicester Village: 50 Pingle Drive, Bicester, Oxfordshire, OX26 6WD, England +44 (0)1869 323 200 Enquiry@TheBicesterVillage ShoppingCollection.com

#### THE APARTMENT:

The Apartment is a 'by appointment-only' VIP space offering a luxury shopping experience including a hands-free shopping service, private luxury lounge area and shopping service assistants to help with anything you need during your visit.

Earn Emirates Skywards Miles while you shop and claim back with your receipts at the tourist information centres located in the villages.





#### **GETTING THERE:**

Getting to Bicester has never been easier. Emirates offers daily flights to London in just over seven hours and reaching the village takes only a little over half an hour from central London - the village itself even has it's own railway station. However, to experience Bicester Village to the full, it's a place you should really be making a weekend of - more than one day is needed to get through Celine and Gucci alone. Oxfordshire itself also boasts an array of luxury stays and stylish eateries including the nearby Soho Farmhouse and Old Parsonage Hotel.

DINE



@wildedublin Book in to the Wilde for dinner, it's fine menu including International and Irish cuisine in an al fresco dining and terrace setting will not disappoint.

STAY



@westburydublin This five star luxury hotel is located in the heart of Dublin making it the perfect base to Kildare Village and exploring the city.

VISIT



@immaireland With exhibitions including the works from Internationallyrenowned Irish Artist Geneieve Figgis to contemporary artist Yayoi Kusama the Irish Museum of Modern Art is not just for the art enthusiast.

#### DETAILS

*Kildare Village* Kildare, Nurney Road, Co. Kildare, R51 R265, Ireland +353 45 520 501 KVTIC@valueretail.com

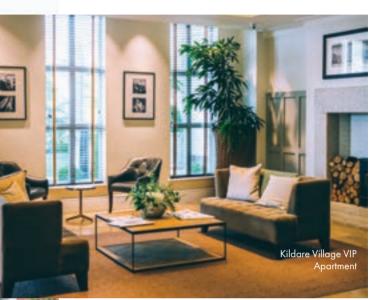


Kildare Village

uch like its Oxfordshire counterpart, Kildare Village located in the West of Ireland's capital is renowned for it's unique shopping experience. The pretty village is home to top designer fashion and beauty boutiques including Burberry, Michael Kors and Clarins, plus an all yearround enchanting lightshow that is an attraction in itself.



Non-EU residents can enjoy Tax Free shopping in Bicester and Kildare Villages via an instant cash refund in ChangeGroup located in the villages. Another reason to loosen your purse strings!



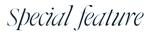


#KILDAREVILLAGE

Kildare Village is around 60 minutes drive from Dublin Airport and Emirates offers daily flights direct from Dubai to Dublin. Local carriers also fly daily from London to Dublin in a little under an hour.

## "TRAVEL INFLUENCER POWER COUPLE Cole AND Kelsea Moscatel ON THEIR NEW PLATFORM Snob WORLD, FAVORITE DESTINATIONS, Travel Wish LIST & MORE"

Meet Cole and Kelsea Moscatel — two top social media influencers who are taking over the world of luxury travel. The married power couple, who are both in their 20s and are parents to a 2-year-old son, rose to internet fame when they began showcasing their glamorous family travel experiences on social media. Now, the Moscatels have launched a new luxury lifestyle and travel platform, Snob World. Here they reveal to Elle their next travel plans, life jet-setting as a family and their upcoming podcast.



**Elle Arabia**: What are some of the most luxurious places you have travelled to? **Cole & Kelsea**: Shanghai and the French Riviera. This was hard to choose, as we have been to so many beautiful, luxurious destinations. Shanghai is a really big city with lots of different districts to explore, like the French district. We visited an ancient water town.

**Elle Arabia:** What is your best travel story so far? **Cole:** We went on a trip through Europe for a month and a half with Kelsea's mom and my dad with no plans whatsoever. We literally said "hey, let's fly from Paris to Amsterdam" the night before we were supposed to check out of at our hotel and then we would book the tickets. The tickets are really cheap when you are flying from country to country. It was so spontaneous and

so much fun. We visited 16 countries that trip!

Elle Arabia: What would you like to see in in Dubai and Abu Dabi? Kelsea: In Dubai and Abu Dhabi, I would love to head to the desert and ride the camels and we obviously want to visit the huge mall there. Cole: I would love to stay at a hotel or villa because I have heard the service there is insane. I heard some of the hotels have butlers. I definitely want to have that experience. I want to go to the indoor ski and snowboarding resort. I also want to also ride a camel. I want to buy gold from a vending machine. In Abu Dhabi, I want to visit the Sheikh Zayed mosque. I also want to see the Atlantis resort and the big aquarium at the mall. I want to go skydiving and I want to rent a yacht. Elle Arabia: What is the best response you have received from a follower or fan? Cole: We have had this follower

from the Republic of Georgia who has followed us since day one. I'm not sure how she discovered us, but she did. She has been so supportive and watched us grow. She always tells us how inspirational we are and that we are such a power couple.

> **KELSEA IN ORANGE** OUTFIT SOLO: Clothing: Orange Gown, Hat Designer: Morphine IG: @morphine\_fashion Orange Gloves Designer: Afffair IG: @afffair.fff shoes: **Metallic Silver Pumps** Designer: Freelance Paris IG: @freelance\_paris Jewellry: Designer: Kamal Beverly Hills IG: @kamalbeverlyhills

COLE IN THE GREY SUIT: Grey suit and black shirt All items from @richfresh

COLE IN THE SUIT NAVY BLUE SUIT: *Clothing:* Navy Blue Suit Designer: House of Cavani IG: @houseofcavani White Button Up Designer:Tommy Hilfiger IG: @tommyhilfiger *Loafers:* Designer: Roberto Cavali IG: @roberto\_cavali

Elle Arabia: Tell me about Snob World? Cole & Kelsea: Snob World is a luxury lifestyle and travel platform. It's an empire in the making. We currently write blog posts and reviews on the most luxurious things life has to offer, create experiences that are out-of-this-world (such as tickets to invite-only events like the Grammys and travel planning from A to Z). We are in the process of launching a podcast called "SnobCast" that will be video-taped and

featured on our YouTube channel. We also have many plans to launch various products, open "member's only" club houses and eventually invite-only Snob Resorts.

Elle Arabia: Why did you want to start Snob World? Cole & Kelsea: We decided to start this platform because after we took our first dream trip as a couple together to New York, traveling became an obsession for us. We noticed that every trip brought us closer and closer together. After we had our son Zayden, people kept telling us that we "would never be able to travel and our lives would revolve around our child so enjoy those last few opportunities to travel."

We discovered that it was actually the opposite. As we traveled with our child, we learned new ways to make it easy and make it fun. For example, we learned tips for traveling on a long-haul flight with a child. Some luxury resorts offer nanny services so we were able to have date night and still be together as a family during the day.

We discovered that not only did the trips we did as a couple bring us closer together as a couple, the family trips brought us closer together as a family. On a daily basis, we are so consumed with work. We don't really get that quality time together as a family that we get when traveling. This inspired us to create a family-oriented platform that offers tips for solos, couples, and families. After growing a following, we knew that this has potential to turn into an empire and there are so many opportunities to branch off into different industries through our platform.

# Last word



### Dear Elle readers,

bese are clearly unprecedented times. We have worked so hard to build bridges and encourage tolerance but we are now being forced to keep our distance from each other for our own safety and the safety of those around us. The world has been turned upside down and it is strikingly apparent how everyone has been affected globally but the full impact of this pandemic is not fully felt by all. At the end of 2019 I was diagnosed for the second time with a very early stage of non invasive breast cancer called DCIS. I had first been diagnosed in 2017 and underwent a bilateral mastectomy in Dubai. This time I left my family and came to London to have a mastectomy for the second time in the hope that this would be my last surgery. Unfortunately and unexpectedly they discovered more of the disease meaning that I will need to bave another surgery. Due to Covid-19 however, this surgery cannot be scheduled and I will have to wait until the world is back to normal. I am one of the lucky ones. My condition is not immediately life threatening, but there are many more women, and men in the same situation with far more immediate surgical needs, who have to wait. We have to take on responsibility for



our role in helping to get the pandemic under control. We have to work together and do our part so that life can go back to normal, businesses can resume and most importantly, people with medical requirements can get the care they need. As one of those people I urge you to follow the advice we've all been given and please stay at home.

Wishing you all good health and happiness,

Mala p



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