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*I want to introduce
the Kuwaiti fashion
Industry to the world*

Businesswoman and Fashion Icon:

MONTAHA ALAJEEL

Elected 'Fashion Icon of the Year' at the Middle East Business Leaders Awards in 2016, Kuwaiti fashion designer and businesswoman Montaha ALAjeel has achieved international recognition by showcasing her collections in the world's fashion capitals and winning several awards for her work. Arabisk London Magazine met with her once again to talk about her latest accomplishments.

Interview By: Sandy Girgis

- Dear Montaha, it is a pleasure to have you with us at Arabisk London Magazine once again. Your experience as a fashion designer and businesswoman is indeed a story of success and a source of inspiration for many women. In the last years you have been all over the world and you have won several awards. Could you tell us more about your latest achievements?

Well, I must say that the last few years have been very intense, but they have also been very productive. I was very honoured to be awarded several international recognitions, like the GR8 Middle East Business Woman Award in 2015 and the Middle East Business Leaders Award along with the Global Leadership Award in 2016. In addition to that, I have taken part in several international events in London, New York and Paris.

- What does it mean for a fashion designer from the Gulf to be able to showcase her creations in some of the Global fashion capital?

It filled me with such pride, both as a woman and as an Arab. It was indeed a great occasion to demonstrate our potential and abilities to the world. It also helped to show Arab women in a different light and I was privileged to have had the chance to meet many important personalities.

- We also noticed that Hollywood stars and TV personalities wore your creations...

Yes, I was overjoyed about that. I saw Kali Hawk wearing one of my jackets for the presentation of her film, Fifty Shades of Black, while fashion expert Jeannie Mai wore one of my dresses during an episode of Insider, a famous American TV programme. Actress, Mayim Bialik from The Big Bang Theory also wore one of my skirts. It was indeed the greatest pleasure for me.

- Tell us about your latest collection? Are there different lines? What inspires your designs?

The new collection reflects my style and personality; each piece is like a snapshot of my imagination. My aim was to blend together tradition and innovation. I do not follow a trend, but I would rather create new ones through my designs, and I really want to produce pieces that are original and unique. There are obviously several lines for every taste in my collection. At the Paris Fashion week, last October, I presented my Salam line, whose protagonist was the red colour. The designs were varied, from short dresses to abayas. However, I have designed other lines too. One of them is the Derra'a line characterised by either geometric patterns or Arabic calligraphy. Arabic calligraphy in particular is something I am really fond of, as I believe it is one of the most beautiful forms of art in the world. I also like to use different types of materials. In fact, it is fabric that inspire my designs.



- What is the difference between Montaha as a fashion designer and Montaha as a businesswoman?

There isn't really much of a difference. Each designer is also a business person. Fashion is a passion, but it is also a trade and an industry, and I want to export and introduce my brand along with the Kuwaiti fashion industry to the world.

- Your creations are available at Boutique Montaha Couture at the Avenues Mall, in Kuwait. Are there other locations where they can be found?

Boutique Montaha Couture at the Avenues is my flagship store and we have also opened Montaha AlAjeel Boutique at Tilal Mall in Kuwait City. In addition to that, we have set up a partnership with Harvey Nichols, which currently sells our creations both in Kuwait City and Doha. Our collections are also available at Fashion Gathering in Shuwaikh, Kuwait, and Blue Salon in Doha.

- You received your Middle East Business Leaders Award in 2016 as 'fashion icon of the year'. How do you feel about being a fashion icon?

Well, it is a privilege. Becoming a fashion icon is every passionate fashion designer's goal, so I cannot be but very proud and elated about that.

• Each piece is like a snapshot of my imagination.

• The dialogue between cultures also involves the role of women in the society.

- After receiving the Global Leadership Award, you had the chance to meet the Emir of Kuwait, Sheikh Sabah Al-Ahmad Al Sabah. How was that?

It was without a doubt a great honour to meet our Head of State. Sheikh Sabah Al-Ahmad Al Sabah is an internationally respected political figure and a Humanitarian Leader. He has always been a strong supporter of women, whom he encourages to be successful in every field.

- You have also dedicated part of your time and work to set up and run a charity. Could you tell us more about it?

In 2016 I decided to establish the Montaha AlAjeel foundation in support of child cancer patients in Kuwait. The main goal of the charity is to provide these children with the support they need in their battle against this terrible illness. I often visit the children who are receiving medical treatment at the hospital, especially in periods like the month of Ramadan or the other religious festivities, when a nice comforting word becomes more powerful and meaningful.

- What do your achievements mean for Montaha as a woman?

In 2017 women all over the world have achieved a lot and in many fields. Some of them have become inspirational figures and their achievements have encouraged other women to work hard and bring a positive change in their communities. The dialogue between cultures

is not limited to politics, but it also involves issues such as the role of women in the society they live in, and international Fashion Weeks give women an important chance and the space to show their potential and their creativity. The awards I have received are the result of the continuous efforts I have been carrying out in the field of fashion but also in the charity sector. The more I do, the more enthusiastic I become about what I do. My efforts have doubled, my horizons have expanded and I have also become more ambitious.

- What are your ambitions?

I want to increase my production and in more innovative ways, and I would like to expand by opening new stores and build new partnerships with other department stores.

- What are your future plans?

I am focusing on Paris at the moment. I will be taking part in the next Fashion Week and will also showcase my collection at the Beautiful Showroom of the Ritz Hotel in Paris, a prestigious exhibition space visited by the world's most important retailers.

- What advice would you give to young women who want to follow in your steps?

Never give up and always believe in yourself. I firmly believe that all our efforts are always rewarded, and that being positive and confident about ourselves and our potential is an important factor in our path to success. This is how I worked hard and with determination to achieve my goals and turn my brand into an international one. We create our own success.





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FROM SYRIA TO ONE OF THE TOP 50 POWERFUL ARAB WOMEN



YASMINA AZHARI

- *Working with people with special needs broadened my horizons and gave me a deeper understanding of life, thus prompting me to do more to help people.*
- *Sometimes it is not easy to balance between two or more jobs. For this reason, the ability to manage time in an effective way is paramount.*
- *I always try to invest on my points of strength and I always try to show my employees how important this is.*

Interview By: Reem Ayoubi

Born in Lattakia to a local prominent family, Yasmina Azhari established herself in the world of business and maritime trade. Working alongside with her father – an entrepreneur himself – and following his steps, Yasmina gained the necessary experience to follow her own ambitions. She started her own trade business and became involved in charity, whilst also cultivating her passion for culture and literature. In 1999, Azhari became a partner at the Trade Coordination Office for maritime transport and the Maersk Lines representative in Syria. In the same year, she was also nominated honorary consul of the Netherlands in the Lattakia and Tartous provinces.

Arabisk London Magazine met Yasmina Azhari during her visit to London, where she took part in the Women Economic Forum.

- Firstly, we would like to thank you for accepting to have an interview with Arabisk Magazine. So, what brings you to London?

I was invited by the Chief of the Women Economic Forum, who asked me to be a speaker at their conference. The organisation holds conferences all over the world and honours personalities from all walks of life and different fields. I was delighted to speak at two sessions of the conference; the first speech was titled 'Overcoming the lack of confidence in the presence of ethnic and religious diversity and how to build bridges', while the second one was called 'Developing social and cultural ties through understanding and caring for the others'.

- Before coming to London, you were in Holland. Do you think about moving to either London or the Netherlands?

Prior to my participation to the conference held by the Women Economic Forum in London, I attended another conference held in The Hague, Netherlands. I had the privilege to speak at two of their sessions, including the opening one. I was not alone there; in fact, I was sharing the stage with several ambassadors, consuls, two judges and a representative of the Mayor of The Hague, who sponsored the event. During the opening ceremony, I received a plaque of recognition as "Iconic Businesswoman of the Year" for having been the Honorary Consul of the Netherlands in the Lattakia and Tartous provinces since 1999. Also, I was very proud to be awarded knighthood by Her Majesty the Queen of the Netherlands in 2009. The World Economic Forum supports women around the world and selects every year the best success stories to highlight. Being chosen among the world's most distinguished businesswomen and receiving an award in the Netherlands was a great joy for me.

I was very pleased to speak at the conference and to be honoured by the organisation in the Netherlands, as this adds to my accomplishments and experience. However, moving to London or The Netherlands is not a part of my plans.

- We know that you do most of your work in Dubai. What is the difference between doing business in Dubai compared to London?

Business is business everywhere. However, each country has its own laws. Let us look, for instance, at London and Dubai. In Dubai, laws regulating the establishment of companies make it very easy to set up a business. And there is also a lot of diversity there; in fact, the UAE are known as the country with the largest number of nationalities in its territory in comparison to its size. This encourages people to come and invest in the country. I am not too sure about the ease of investment in London, especially for foreigners who wish to establish a business, but I am almost certain that there is no place in the world that offers the benefits that Dubai offers to businesses, no matter how small they are. Dubai attracts unique minds, promotes different initiatives and embraces pioneering ideas.

Dubai has been able to compete with London to attract visitors and tourists although there is a big difference between the UAE and the UK, especially in relation to their nature and climate. I cannot but take my hat off to Dubai's architects, who have made Dubai one of the most luxurious tourist destinations in the world despite its hot desert weather. Every single leisure activity established on its land has made Dubai one of the most attractive cities in the world. Whether it is for business or for fun, it has become a dreamland for everyone to visit. Add to all this the security and safety enjoyed by everyone in the UAE which gives reassurances to investors who want to bring their money and projects to Dubai.



- Can you tell us about your experience in both the business and charity sector?

I started my career at our family business in Syria in 1979. I worked side by side with my father in the maritime transport sector until 2012. During that time, I was very much involved in serving the community in Syria in general and in the beautiful coastal city of Lattakia in particular. I felt that the success of my work was largely due to the support of the civil society and the faith the people of my city had in my ability to manage business and be successful, and this is why I wanted to return the favour.

I was appointed Chairman of the Mawrid Foundation in Syria and I still head its Board of Directors. At the foundation, we work to empower women and allow them to play a more important role in Syria's economic life. I also received the visits of some women who were mothers of children with autism and Down syndrome.

I admired their stories and wanted to offer my help, which is why we established the Bashaer Al Nour Association, a foundation I love very much. Together with the Board of Directors, we provided a lot of help to these children, and we also offer an important contribution to their development and integration in our society, and I am very grateful to God for this. Working with people with special needs broadened my horizons and gave me a deeper understanding of life, thus prompting me to do more to help people.

- How do you manage your time and tasks in your everyday life?

I am a very active person and I always try to do as much as I can, no matter if it is a project I have been entrusted with or a job I have voluntarily decided to undertake. Sometimes it is not easy to balance between two or more jobs. For this reason, the ability to manage time in an effective way is paramount. The most important thing is not to set a daily to-do list, but to prioritise tasks; one should always do what is more urgent first, then move on to the other jobs.

Without a doubt, work exerts a lot of pressure on a businesswoman, because she is also responsible for her family and her house. For this reason, I sometimes preferred to leave my private social activities aside in order to focus on my work and family life and make my dreams come true.

- What assistance did you provide to women as a member of the Women's International Shipping & Trading Association board? Can you tell us more about the WISTA?

I have always believed in the capabilities of women and the importance of their presence in the labour market, because women offer a fundamental contribution to the development of the economy. My beliefs encouraged me to be very active in supporting women when I was at the head of both the Committee of Businesswomen and the Mawrid Foundation in Syria. My membership in the Board of Directors of the WISTA is the fruit of my work in the field of maritime transport, and I support all the associations and the institutions which support women and their role. The WISTA allows women who work in the field of maritime transport to gather and discuss issues related to our business.

- What have you learnt throughout your work experience in both the business and charity sectors?

I started working quite early in my life and I believe that the difficulties I faced throughout my life have taught me a lot. The lessons I learnt proved precious when doing business or volunteering in my community and this is why we are now able to keep moving forward without losing momentum. I consider myself a person with good management skills, successful in public relations and in charge of my professional life. I always try to invest on my points of strength and I always show my employees how important this is. I try to teach all these lessons to both my son Muhammad, who is 30, and my daughter Rania, who is in her twenties. I always tell them how important it is to discuss our weaknesses in order to work through them together. I now have a grandchild, Sami, and I am very eager to take him by the hand when he grows up and teach him all I have learnt so far, like I did with my children.

- Could you tell us about your recent business experience in Dubai?

When the crisis in Syria began and I moved to Dubai to start a new job, things were quite difficult for me. However, experience taught me that we should never give up and that we should follow our path no matter how many times we stumble and fall. We must believe in ourselves and, most importantly, be ourselves. We must be able to take decisions without hesitating, because some opportunities only come once and we should not miss them.

Forbes

Middle East

THE MOST INFLUENTIAL ARAB WOMEN



- Could you tell us more about the brokerage company that you have set up in Dubai with your Emirati partner Ms. Aisha Al-Sayyar?

When I moved to Dubai, I did not know what to do. I had experience in both shipping and retail, but in Dubai I did not seem able to start any business in either sector. After thinking for a long time, I realised that my capital and my wealth was not only the result of the experience and the good reputation I had gained in 35 years, but also of the good relations I had been able to establish. As I was travelling around the world, I was often invited to share my story – which is indeed a great success for a Syrian businesswoman. This gave me the strength and confidence I needed to get in touch with all the people I had met throughout my career and create a network of more than 7000 people and companies either known by me or by my business partner, the Emirati entrepreneur Dr. Aisha Al-Sayyar. We established a commercial brokerage office in Dubai and we are now involved in more than 200 different projects all over the world.

- What advice would you give young people who wish to enter the world of business?

To young people who want to enter the job market, I say: do what you love. However, this often does not happen and we have to settle for something completely different. My second piece of advice is always: love what you do. Always look for the positive and bright sides of your job. Be creative, be different and put your hearts into what you do, and I am sure you will succeed. Some people had to work in an environment that was very unfamiliar to them. Some others had to work with people whose culture was completely different from theirs. There is nothing wrong with that. Just be understanding and do your job with honesty, and I am sure you will succeed.



- What do you think of Arabisk London as the only UK-Based magazine published in both Arabic and English?

I am very impressed with your magazine. I like the topics you choose and the interviews you conduct, because not only they highlight success stories that are of interest to everyone, but they also portray Arabs in the West, and especially in London, in an excellent manner. Also, I have to say that publishing in both language is not an easy task and it is indeed a significant and praiseworthy achievement.



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“The colours of the sea, the harmonious shapes of Arabesque and the charm of Kuwait’s Gold Market. These are the elements that provide endless inspiration for the designs of Roqaya's Rocks.”

JEWELLERY DESIGNER

ROQAYA AL AHMAD

Arabisk London Magazine has met Roqaya Al Ahmad, the owner and designer of the brand, whose creations are now sold in some of London's most exclusive locations.

Interview By: Nour Janoudi

-Tell us a little about your background and about yourself....

I was born and raised in Kuwait to a loving and caring family. I was the only girl of five children. My family always pushed me to chase my dreams. My mum is my greatest mentor and heroine; she always believed in me and always encouraged me to fulfil my goals no matter how hard they seemed.

-When did you realise that you wanted to pursue a career in Jewellery?

I always knew I was a designer, from the first time I heard that word. However, jewellery came at a later stage, when a close friend of mine asked me to design a necklace for a special occasion; the feedback I got was the starting point. That is when I decided I wanted to pursue a career in jewellery design.

-Who would you say is your target market? Who do you want to appeal to?

Young and mature women who are stylish and strong. Women who like to draw attention and be glamorous. Also, women who want to express their power and independence. Our brand communicates mostly to stylish and fashionable ladies with a unique and distinguished taste.

-Where do you draw the inspiration for your pieces and collections from? Is it a person, an experience, etc...?

My biggest inspiration comes from the ocean, the movement of the waves, the underwater corals, the magical colourful creatures, the beach with its high and low tides. That is for the majority of the collections and pieces. Travelling inspires my work, too. The new places I visit immediately turn into inspiration for new pieces of jewellery. Also, my country has given me ideas for a number of pieces, such as the Arabesque set, inspired by this famous element of Islamic art, or the "Gold Market" set with its glamorous shine and structure, which mirrors the gold market of Kuwait City.

-What is your thought process when designing your collection? How do you decide what to create?

Designing comes naturally to me. When I look at something, like for example a cloud, in my mind I see a piece of jewellery. If I look at the tips of two rocky islands on a calm blue sea, I immediately transform them into a choker, or a set of earrings. After that, I sketch the design and then create the jewel by using the right metal and gems. In many other occasions, I fall in love with the stone itself then design a piece around it.

-What types of materials (rocks etc.) do you use? And which do you like the most and why?

At Roqaya's Rocks we use all sorts of materials, from brass to silver. We mix them with cultured pearls, turquoise, crystals and other

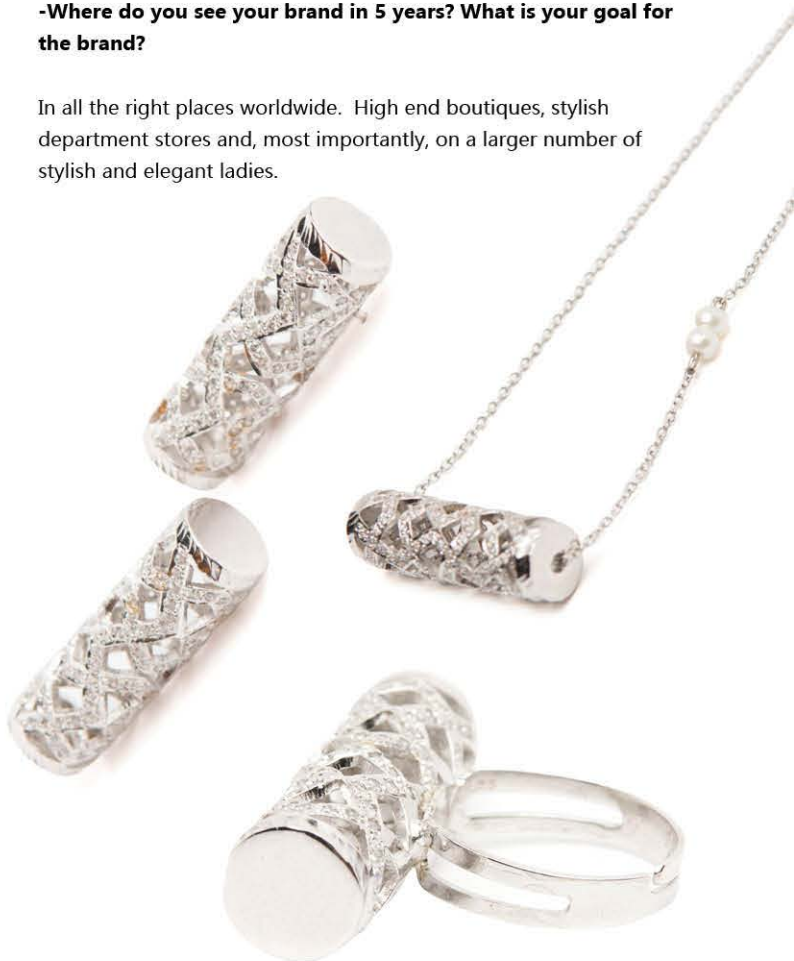
precious and semi-precious gems. I love how rocks and stones are so rough and solid, yet they come in such bright and fun colours and you can experiment with them to express femininity and strength. Currently, we are creating our fine jewellery line for Valentine's Day using gold and diamonds. We believe it will be something very interesting especially the "Arabesque" collection, which is coming in 18 karat gold with white plating and VVS diamonds.

-How are you different from the rest?

I believe that our brand expresses women's strength and power in a very feminine style. The complexity of being soft yet strong and that is clear in our pieces. This is what defines Roqaya's Rocks and what makes us different from the rest.

-Where do you see your brand in 5 years? What is your goal for the brand?

In all the right places worldwide. High end boutiques, stylish department stores and, most importantly, on a larger number of stylish and elegant ladies.



Arabesque set: pendant, earrings and ring, inspired by the Islamic architecture. Created in 21 karat yellow gold, dipped in white gold, with VVS diamonds.

“

Designing comes naturally to me. When I look at something, like for example a cloud, in my mind I see a piece of jewellery.

”

- What do you want to achieve with your brand?

We definitely want the brand to grow and reach as many women as possible. We would want to share our beautiful pieces with beautiful women out there. I want to see people enjoy wearing Roqaya's Rocks. That will give me the greatest sense of achievement and pleasure.

- Where are you based?

Currently we are based in Kuwait City, Kuwait.

- Where can people find you?

We retail to a number of high end boutiques in Kuwait City, Salliyah complex, The Avenues and Mayar complex. In London, our creations can be found at The House of Luxury and The Four Seasons Hotel in Park Lane. We also have a website and we ship worldwide: www.roqayasrocks.com

- Tell us about your recent/upcoming collection....

Our latest collection is the Christmas Capsule collection, which is the collection we choose to penetrate within the UK market. It consists of a number of sets that were inspired by the beach, like the "Dancing Waves" in gold plated silver and Swarovski crystals, the "Underwater" sets 1 and 2 in gold plated silver with white and black cultured pearls, or the "Golden Reef", in gold plated silver with cultured white pearls and aquamarine stones. The collection is available at most of our retailers and online. We are also very excited about the Valentines capsule collection that will be launched soon, as it will include a fine jewellery line especially created for Valentine's day.

- What shall we expect from Roqaya's Rocks?

Beauty, power and craftsmanship will always be points of strength. Roqaya's Rocks will continue to create with its own distinct style, providing its customers with the best quality and gaining their appreciation.



“

Beauty, power and craftsmanship will always be points of strength

”

L'ETO

#MEMORIESCOUNT



Welcome to L'ETO, home of great and soulful cuisine! At L'ETO Summer Always Goes On. While a lot has changed since they opened their first cafe in 2011, the core has never changed. The L'ETO philosophy, blending the heart and mind of nutritious healthy dining complemented by a variety of irresistible desserts, remains the same. The key ingredients of L'ETO are their dishes originating from tried-and-true recipes, their distinctive cakes, their flavoursome regional breakfast choices, and the à la carte menu, which allow their staff members to continue bringing pleasure and delights to their customers.

Each of their 5 branches serve succulent and spectacular Mediterranean influenced dishes like Teriyaki Salmon, Roasted Rosemary Turkey or Honey Roasted Pumpkin and Kale. You can also top off your meal by selecting from a choice of the best desserts in town. After all, who can resist Pistachio Rose & Raspberry Cake, Birdberry Cake, or Dulce De Leche Cake? And these are only a few of their enticing desserts, which can also be delivered right to your door within 24hrs.

Have you heard yet about the mouth-watering Honey Cake that is flying off L'ETO shelves at the speed of light? A masterpiece created with a unique confectionary alchemy, it consists of 5 layers of honey-dipped cake, filled with sweet and sour cream, topped with roasted nuts and raspberry. For the past 2 years L'ETO has sold over 1 million pieces of Honey cake! And the secret ingredient is always Love!

Simply put, they are deliberately serious about making their customers happy through the food they create, which is aesthetically pleasing, mouth-watering and 'sunny' at its best! Full of intriguing contradictions, their dishes are simple yet sophisticated, extraordinary yet familiar.

With years of experience in the business and thousands of happy customers, L'ETO is set to raise the bar in terms of quality and innovation and bring you dream cakes exceeding all expectations. And they will do that through:

Immense creativity – Their team of professionals consists of talented people, whose vision will redefine the way you look at cakes.

Passion and commitment – When you do what you love, you constantly try to push the limits a bit further and improve your skills. Which is what they do every day.

Excellence all the way – High quality is not enough. Excellence and perfection are, and they are fighting to achieve them with every cake.

A good piece of art is one that leaves a sweet taste in your mouth. However, in the sweets and pastry industry is rare to encounter flashes of innovation and originality. This is where L'ETO is different. Their cakes are what you would expect for angel food to look like.

At L'ETO they provide you the experience of a lifetime for the greatest occasion of your life. Their portfolio of cakes presents you a myriad of options to choose from and customise your cake according to your desires. At L'ETO, they care for the delicacy served at your special occasion and make sure that their cakes have the elegance and attractiveness that are necessary to **make the taste buds of your guests dance in ecstasy.**

UAE Embassy in London Celebrates its 46th National Day



The embassy of the United Arab Emirates in London has held a celebration to mark the country's 46th anniversary from its foundation.

The event took place at the Natural History Museum in Kensington, on 29 November. The country's ambassador, His Excellency Sulaiman Hamid Almazroui, delivered a speech highlighting the special relations between the UAE and the UK. He also mentioned the two countries' intense trade and investment activities as well as the high number of Emirati students who pursue higher education in Britain.

The ambassador's speech was followed by that of the Minister of State for the Middle East at the Foreign & Commonwealth Office, the Rt Hon Alistair Burt MP, who spoke about the importance of the UAE-UK relations, their common strategic vision and their partnership in matters related to trade, common policies and culture. The Minister also expressed his joy and pride in taking part in the celebration.

The guest list included the UAE Minister of Infrastructure Development Abdullah Belhaif AlNuaimi, several Arab and other international ambassadors, a delegation of state members of the International Maritime Organization and Emirati businessmen and students living in the country.

During the evening, screens showed images and videos of the country's history and achievements. Awards were granted to both excellent students and embassy staff who have carried out special efforts in the last year, while commemorative gifts were offered to the guests.





QATAR CELEBRATES

ITS NATIONAL DAY AT LONDON'S SAVOY HOTEL



Celebrations were held at London's Savoy Hotel on Thursday 14 December, on the occasion of Qatar's national day. The event was hosted by the Qatari diplomatic mission to the United Kingdom, represented by His Excellency Ambassador Yousef Al-Khater.



During the gala, the Ambassador delivered a speech praising the special relationship that unites his country and the UK and unveiled a painting by the Qatari artist Nasser Al Attiyah which depicts the flag of the two countries holding their hands as a sign of friendship.

A special and strong relationship between Qatar and the UK was also the topic of the speech delivered by Minister of State for the Middle East at the Foreign & Commonwealth Office, the Rt Hon Alistair Burt MP.

The event also saw the participation of the UK Under Secretary of State for Defence Procurement, Harriett Baldwin, who revealed the formation of a UK-based joint Typhoon squadron which will integrate and train Qatari personnel.

Other important guests attended the ceremony, including the Iraqi Ambassador HE Dr Saleh Altamimi, the Kuwaiti Ambassador HE Khaled Al-Duwaisan, the Iranian Ambassador HE Hamid Baeidinejad, the Turkish Ambassador HE Abdurrahman Bilgiç, the Russian Ambassador HE Alexander Vladimirovich Yakovenko, Omani Ambassador HE Abdul Aziz Alhanai and several British MPs.

The celebrations were also accompanied by Qatari traditional music and dances.

أقام سفير دولة قطر لدى المملكة المتحدة يوسف الخاطر حفل استقبال بمناسبة اليوم الوطني تحت شعار (أبشروا بالعز و الخير).

خلال الحفل أكد السفير الخاطر على العلاقات المميزة بين دولة قطر و المملكة المتحدة، بدوره عبر وزير الدولة البريطاني لشؤون الشرق الأوسط عن اليستر بورت على العلاقات الخاصة و التاريخية التي تربط البلدين.

حضر الحفل حشد كبير من الشخصيات الدبلوماسية و الاقتصادية و الإعلامية حيث تم تبادل التهاني و التبريكات بهذه المناسبة.



OMANI EMBASSY IN LONDON

Celebrates its 47th National Day

The Embassy of the Sultanate of Oman in London has held a reception on the occasion of the country's 47th National Day. The event took place at the Jumeirah Carlton Tower hotel in Knightsbridge on Monday 20th November in the presence of the Omani ambassador to the UK, Sheikh Abdulaziz bin Abdullah bin Zahir Al-Hinai. The celebrations saw the participation of many Arab and international functionaries, diplomats, academics and media personalities, British MPs and members of the Omani and Arab communities in the United Kingdom. Prominent guests who attended the ceremony included, the Saudi ambassador, HRH Prince Mohammed bin Nawaf Al Saud, the UAE ambassador, HE Sulaiman Hamid Almazroui, the Qatari ambassador, HE Yousef bin Ali Al Khater, the Egyptian ambassador, HE Nasser Kamel, the Iranian ambassador, HE Hamid Baeidinejad, and several representatives of the Turkish embassy and other embassies and organisations in London.





SAUDI ARABIA EMBASSY IN LONDON CELEBRATED **THE 87th NATIONAL DAY**



The Saudi Embassy in London held an event on 21st September 2017 to mark the country's 87 national day in the presence of many senior British officials, Members of the House of Parliament, Arab and foreign diplomats, businessmen and several media outlets.



During the celebrations, screens projected images of the Martyrs of Duty from all over the country as well as the rituals of the Hajj, the Great Mosque of Mecca and the Prophet Mosque of Medina. A special pavilion dedicated to the country's Vision2030 was set up together with an exhibition of traditional paintings and handicrafts and stands of the MiSK foundation and the Red Sea Project. As part of the National Day celebrations, Saudi students were granted awards in recognition for their efforts carried out in their studies. The event was also accompanied by performances of Saudi traditional folk music and dances.





معرض ذكريات المدن الأول في لندن

MEMORIES OF CITIES

Syrian urban spaces on display in London.





مشروع فني يهدف لجمع الذاكرة الفردية و الذاكرة المشتركة لإسقاطها على ذاكرتنا الجماعية لتفعيل الديناميكية الإجتماعية بين الماضي و الحاضر. المعرض تم من خلال دعوة مجموعة من الفنانين التشكيليين السوريين من أجيال مختلفة، لتقديم أعمال فنية متعلقة بمدن يختارونها أثرت بهم. بعضهم مقيم في سوريا رغم ظروف الحرب الحالية و بعضهم الآخر خارجها. أساليبهم و تجاربهم الخاصة الفردية المتنوعة ذات المنشأ الواحد أغنت رؤيتنا تجاه مجتمع مختلف استمر فنانيه بشكل أو بآخر تقديم الفن كلغة يخاطبون العالم بها، لغة تلخص مشاعرهم و حساسيتهم تجاه تقلبات الأحداث التي يمر بها عالمنا.

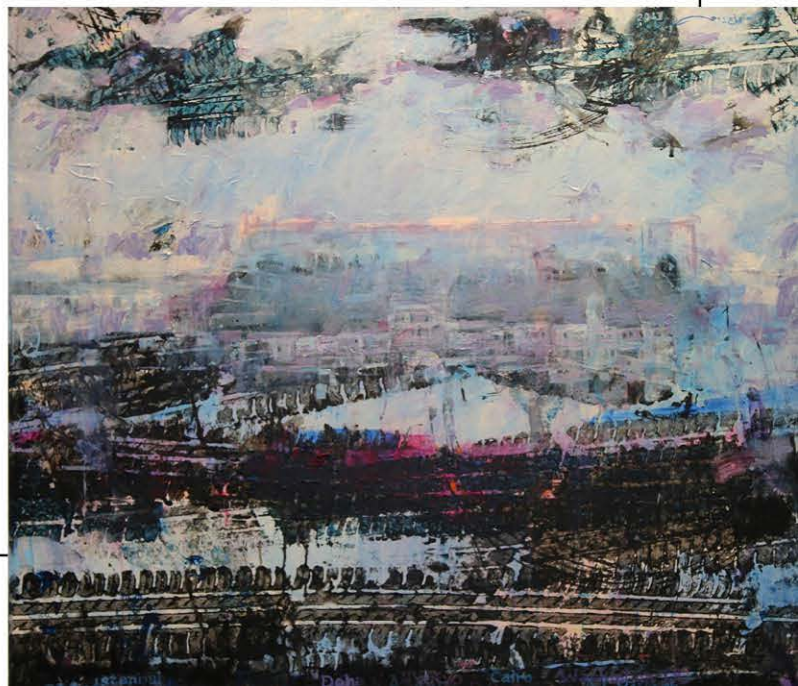
الجماعية و تفاعلنا مع المجتمع و المدينة و يشجع على الاندماج بين ثقافات مختلفة و يخدمها. يذكر أن المعرض هو من تنظيم "معرض هبة" و هو معرض تم تأسيسه في لندن بإشراف الفنانة التشكيلية السورية هبة صبرا للترويج وإظهار فن الفنانين السوريين وغيرهم من الشرق الأوسط الذين يعملون في بلدانهم و في الخارج وكذلك الفنانين الدوليين. في معرض هبة، يتم اكتشاف الفن من خلال مجموعة واسعة من الفنانين الموهوبين الذين يستخدمون الفن لنقل مشاعرهم ورؤياهم للعالم.

يبقى التساؤل: ما الذي يمكن أن يقدمه الفنان القادم من شرق المتوسط في زمن أصبحت فيه المعلومة أو الصورة تصلنا جميعاً عبر الوسائط الحديثة، و ما هو تأثيره على صعيده الشخصي أولاً و انعكاسه و تأثيره على المتلقي الغربي ثانياً. المدينة حقل تجارب غني لأي نشاط ثقافي بالتالي هناك دائماً حاجة وعطش للتعرف على ثقافات مختلفة و على فنانين من مجتمع مختلف و مستقل عن السياسة الثقافية الموجودة في البلد. هكذا نشاط هو شكل من أشكال الحرية يغني ذاكرتنا

An exploration of Syrian urban spaces through the paintings of five Syrian artists from different generations and backgrounds. This is the theme of the exhibition "Memories of Cities" organised by "Gallery Hiba" in West London last October. Through the use of styles and techniques unique to each artist, the works on display reflected the relation between the painters and the places of their past with the aim of linking them to the present and preserve their memory.

Art, besides being a tool of self-expression for the artist, becomes a way to save from oblivion spaces which the current events unfolding in the region threaten to destroy forever, by imprinting them in the memory of the viewers. The city, in turn, becomes a space for artistic experimentation, while the artwork is the tool through which each painter challenges the image of Syria currently portrayed by both traditional and new media. The exhibition represented a safe space for the artists to express themselves freely, far away from any influence. The artists presenting their works were Ghassan Jadid, Khaled Al Saai, Nizar Sabour, Manhal Issa and Virginie Arakelian. Issa and Arakelian were also present at the venue. Gallery Hiba was

founded under the supervision of Hiba Sabra, an artist herself, with the aim of giving visibility to Syrian, Middle Eastern and international artists. "As a Syrian living abroad, I have long developed a yearning for the cities of my youth", says Sabra. "I remember the energy, ambition, power and hope embodied in each of them. [...]I hope these artworks stand as eternal testament to the truth and memories that reside within each of these cities, so many of which have been destroyed, but all of which live on just the same."





DUBAI

FRAME OPENS TO THE PUBLIC

By: Mohammad Swedeh

Home to some of the world's most impressive architecture, Dubai never stops surprising its citizens and visitors. The city inaugurated the New Year with the opening of a new landmark attraction, the Dubai Frame, with its 15,000 square metres of gold cladding, 2000 tons of steel and 2,900 square metres of laminated glass.

Situated in Zabeel Park and managed by Emaar, Dubai Frame is made up of two 150-metre high towers connected at the top by a 93-metre long bridge and it offers a 360-degree view of the city. While facing the south, visitors can admire the new Dubai, with its grand and futuristic buildings, including the iconic Burj Khalifa, the world's tallest building. Looking north, it is possible to see the city's historic neighbourhood and Sharjah in the distance.



The building was designed by Mexican architect Fernando Donis, who also designed Dubai's Porsche Design Towers, and the Dubai Renaissance Tower.

When entering the building, visitors will be greeted by the national anthem and screens showing documentaries on the history of the UAE. A lift will take them to the ground floor, where they will have the opportunity to visit the Past Dubai Gallery. There, projections and multimedia displays narrate the history of Dubai from its origin to the present day.

Another lift will lead visitors through 48 floors up to the Sky Deck in 75 seconds. Once at the top, it is possible to have a complete vision of the city, while augmented reality activated touchscreens offer a description of the view and its landmarks. The highlight of the visit, however, is the transparent walkway connecting the two towers,

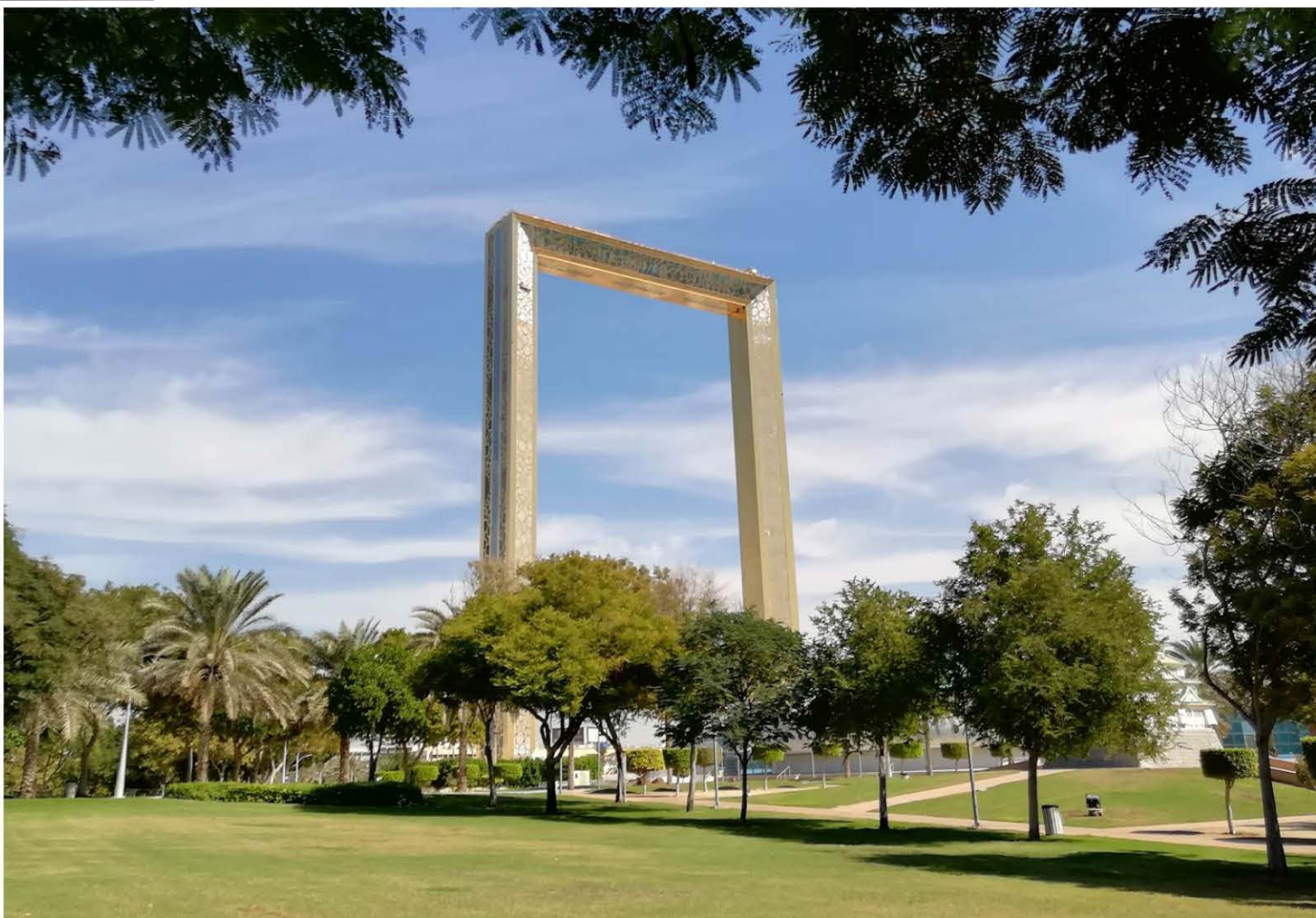
which allows visitors to observe the city from a very different perspective. Upon return to the ground floor, using the lift on the other side of the frame, visitors will walk through the Future Dubai Gallery, an installation showing what Dubai is expected to look like in the next fifty years.

More than 25,000 people visited the new attraction within the first two weeks since the opening.

Tickets can be bought either at the gate or on the website (www.thedubaiframe.com). Adult tickets are available for Dh50 (£10), while children tickets cost Dh20 (£4).

Elderly and disabled people enter for free. Visitors are required to book a timeslot for their visit.

With more than 15 flights every day, Dubai is easily reachable from London with Emirates, Qantas, British Airways, Air Lingus, Virgin Atlantic and Royal Brunei.





A bridge between Turkey and the world:

The Yunus Emre Institute

In the last decade, the Yunus Emre Institute has played a fundamental role in promoting Turkish culture all over the world. Aware of the importance of cultural diplomacy nowadays, the institute has made it one of its strengths to foster peace and cooperation among countries.

By: Francesco Lo Bello

The Yunus Emre Institute opened its doors in London in 2010 to offer the British public an insight into Turkey's rich cultural heritage with a special focus on language, art and history. It is Turkey's official cultural centre abroad and since 2007, year of its foundation, new branches have opened all over the world. The centre hosts a diverse range of cultural events and activities. Its Turkish language courses cover all the six levels set by the Common European Framework of reference for Languages (A1, A2, B1, B2, C1, C2), and lessons are held on weekdays and Saturdays. Upon registration, students are provided with textbooks and audio CDs which are purposely prepared for the Yunus Emre Institute.

Every classroom is equipped with a computer, a projector and a smartboard. The institute is a centre for the TYS, the official Turkish language proficiency exam, a fundamental requirement for all those who wish to work or pursue

higher education in Turkey.

Jessica, a student at the Yunus Emre Institute says: 'I used to study Turkish on my own, but when I moved to London, I read about the institute. I have been a student here for two years. My Turkish has improved a lot, because classes are really good and the atmosphere is very relaxed, which helps learning.'

An important initiative is the Turkish Summer School, an unmissable occasion for the students of the centre to spend a few weeks in Turkey to improve their language by studying in one of the universities which take part in the programme and experience local culture through visits and activities. Recounting his experience, another student, Mehtab, says: 'We attended classes every morning, after which we would go sightseeing and learn about local cuisine and traditional arts. I also had the chance to make friends with people from everywhere. We shared a lot of memories together.'



The event takes place every year between July and August.

For all those who wish to learn Turkish but are not able to attend lessons, an e-learning platform (<https://turkce.yee.org.tr>) has been created. In addition to that, other useful educational resources can be found on the website of the Türkçenin Sesi Radyosu, the official web-radio of the Yunus Emre Institute (<http://turkceninsesi.yee.org.tr>).

The centre also offers courses in Ottoman Turkish, translation, music (Ney and Oud) and traditional arts such as Arabic calligraphy, ebru (paper marbling), miniature, and tezhip (manuscript illumination).

Today, eight years after the inauguration of its branch in Central London, it is possible to speak of the Yunus Emre Institute as a successful experience. The key to this success lies in the will to establish relations with other cultures.

'Cultural diplomacy is what we do,' says Dr Mehmet Karakuş, director of the centre. 'We try to build bridges between societies through exhibitions, talks and other cultural activities. Cultures can find common denominators through which people can learn about each other and become more tolerant.' Working together with other institutions has been equally important for the Yunus Emre Institute. In fact, one of its latest achievements is a cooperation agreement with the University of Cambridge, which has allowed the students of this prestigious educational establishment to study and improve their Turkish. The same agreement will see the institute involved in cataloguing and digitising the university's Turkish manuscript collection. Similar models of partnership will soon be established with London's Goldsmiths College and other universities all over the UK and Ireland.

The Yunus Emre Institute also organises cultural events which attract people of every background. Exhibitions on ancient maps, concerts of popular Turkish music, workshops on traditional paper marbling, talks on Ottoman history and film screenings are just some examples of what visitors can expect to attend.

'London is an important cultural hub and a very competitive environment', says Dr Karakuş. 'There are hundreds of cultural centres promoting many types of activities. However, our events have a high profile and they are well organised, too. Moreover, most of them are free.'

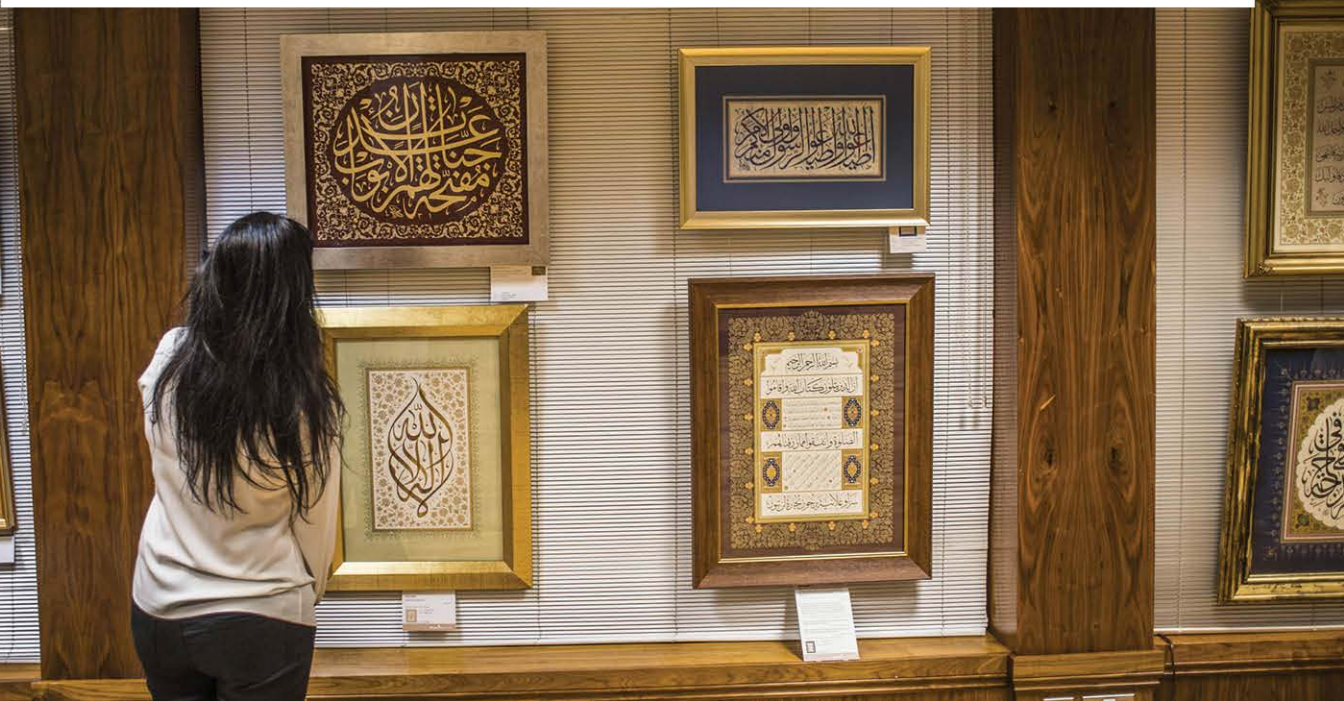
2018 will be a year rich of events. An exhibition on Turkish Sephardic art held in cooperation with the Municipality of Istanbul and the Cervantes Institute – the official Spanish cultural institute – is one of next year's highlights. The event is due to take place in June.

Other activities and events include an exhibition on Iznik ceramics, seminars, Q&As with Turkish and British writers, a new series of film screenings, music concerts and a book club. Furthermore, Turkish-born fashion designer Zeynep Kartal will showcase her creations inspired by the paintings of Osman Hamdi Bey. The fashion show will be the first of its kind to be organised by the centre.

The Yunus Emre Institute, as a cultural foundation, addresses a worldwide growing interest towards Turkey and the Turkish language in particular. 'Turkey has become a centre of attraction in many ways', explains Dr Karakuş. 'Due to its economic development, its political relevance in the region, but also thanks to its media industry, Turkey has become more and more present on the world stage. The country offers scholarships to foreign students and business opportunities to investors, and Turkey's economy is growing more than those of its Western counterparts. In addition to that, we have a rich cultural heritage and a developed tourism sector. For all these reasons, Turkish has become very popular nowadays.'

The institute is located in 10, Maple street, London W1T 5HA. Turkish language evening classes are held from 18 to 20 from Monday to Thursday, while weekend classes take place on Saturday morning from 10.30 to 13.30.

Further information about past and upcoming events can be found on the London Yunus Emre Institute Facebook page: www.facebook.com/yeelondra.





Italy

OPENING THE DOORS TO MIDDLE EASTERN SHOPPERS

By: Francesco Lo Bello

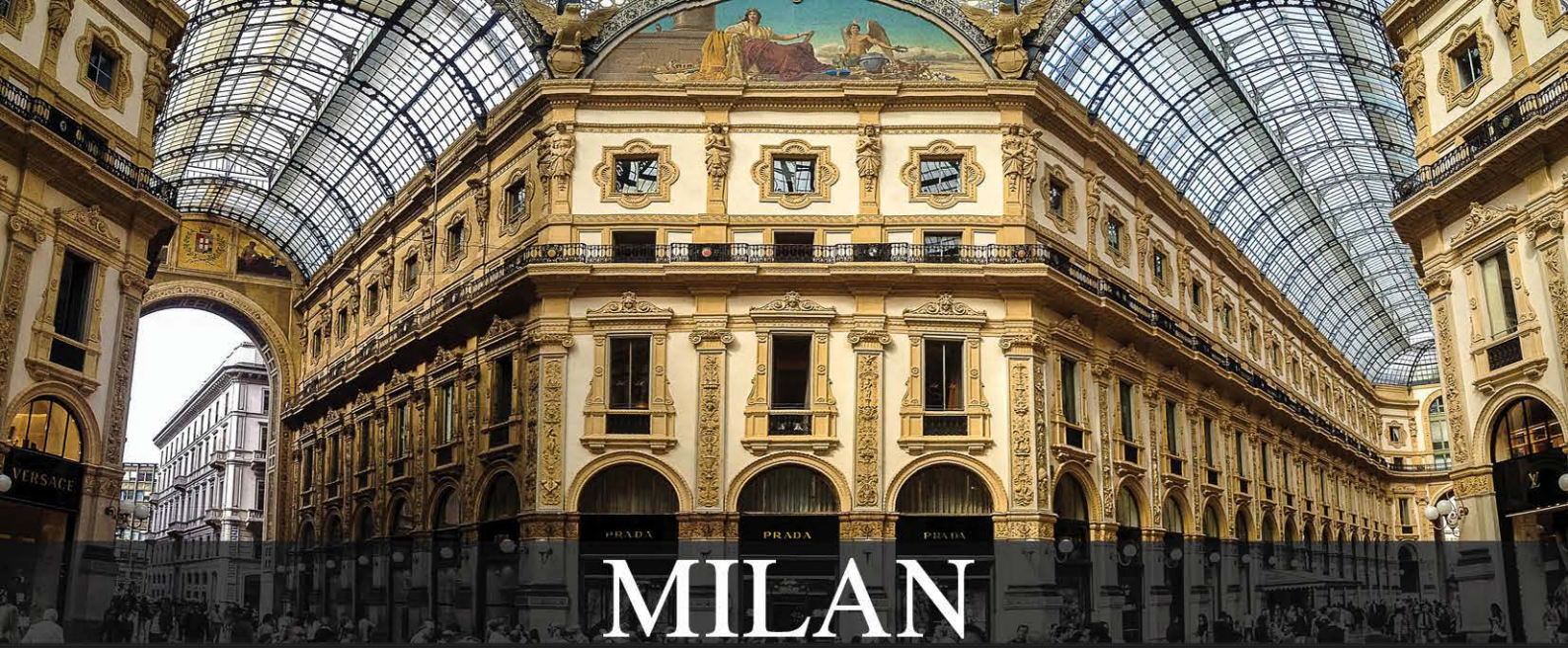
Italy has always been one of the world's top tourist destinations. Whether you want to relax in one of its fine sand beaches, explore its centuries-old rich cultural heritage or indulge in a weekend of relentless shopping frenzy, Italy has it all.

It is almost impossible to imagine the squares of any major Italian city without any tourist enjoying the country's lively atmosphere and nice weather whilst sipping a cup of espresso, the country's most consumed drink.

Italy attracts millions of tourists every year (around 50 million international visitors in 2016) and the number of visitors from Middle Eastern countries has lately been on the rise. For this reason, many Middle Eastern airlines have started to fly to Italian airports other than Milan and Rome. Emirates and Qatar Airways, for instance, now offer flights to Bologna, Venice and Pisa, while Turkish Airlines flies to an even wider range of destinations via Istanbul. From London, Italy is reached by both national carriers (British Airways and Alitalia) and low-cost companies (such as Easyjet and Ryanair).

To take care of its new clientele, many big cities in Italy have recently started to offer tailored services which suit the tastes and needs of Middle Eastern visitors. Some hotels have even begun to develop the concept of 'Muslim-friendly' services, by providing prayer mats, signs indicating the direction of the Qibla or the option of female housekeeping. In addition to that, more and more restaurants now serve halal food.

If you are planning a shopping escape to Italy, these are the four main cities you should add to your itinerary.



For all those who love fashion, Milan is without a doubt the best choice. In the city's iconic Via Montenapoleone, it is possible to find all the best Italian and international luxury brands, such as Armani, Versace, Gucci, and many others. Some boutiques might even offer to show their collections in the comfort of your hotel room. After a long day of shopping, Pasticceria Marchesi (they have a branch in Via Montenapoleone) is the ideal place to indulge in some handmade sweets accompanied by a nice cup of coffee. Their marron glacés are an authentic delicacy and the ideal treat for a cold autumn day.

Milan offers a wide range of accommodation solutions for every taste, especially near the shopping district, which is close to its majestic Cathedral, the Galleria Vittorio Emanuele – a famous and beautifully decorated shopping arcade – and the Sforza Castle. The Park Hyatt Milano, the TownHouse Galleria, the Four Seasons Hotel and the Mandarin Oriental are some of the best hotel options for a shopping getaway in one of the world's fashion capitals.

Milan is served by three international airports: Linate, Malpensa and Orio al Serio.



Rome is another important destination for all those who love shopping but also want to enjoy the beautiful scenery of what Italians call "the eternal city". In fact, visiting Rome is like visiting an open-air museum and its stunning beauties range from the Roman Colosseum and Imperial Forum to the monumental architecture of St. Peter's Square and its papal Basilica. Rome, too, has its own shopping districts, the most important of which is the Tridente (the trident), a complex of three roads (Via di Ripetta, Via del Corso and Via del Babuino) which depart from Piazza del Popolo. In the same area lies another street famous for

its upscale boutiques with both Italian and international fashion brands – Via dei Condotti, at the end of which, it is possible to admire Piazza di Spagna and its renowned Spanish Steps. And after a long shopping marathon, what better place than Piazza del Popolo to live the authentic Italian cafe experience?

It is very easy to find a hotel that suits your tastes and needs in Rome. The Tridente, in fact, is full of luxury international chains and boutique hotels, such as the Grand Hotel Plaza, Margutta 19, the Majestic Roma and the Grand Hotel via Veneto.

One of Italy's former capitals, Florence is now one of the world's most prominent fashion hubs. The peculiarity of Tuscany's main city, the cradle of Italian Renaissance, is its ability to unite a charming atmosphere and numerous shopping options to the peacefulness typical of small Italian towns. The Cathedral, Piazza della Signoria and the Uffizi Gallery are some of the tourist highlights of the city. In addition to that, it only takes a short drive to enjoy the astonishing views of what is rightly considered to be the most beautiful countryside in Italy.

The city's shopping district is Via dei Tornabuoni, which puts together luxury boutiques and workshops where craftsmen still produce their handmade goods. Like in many medium and smaller sized cities in Italy, shops often close on Sundays and Monday mornings, so it is advisable to check beforehand whether the one you are looking for is open or not. For those who would like to learn more about the history of Italian Fashion, Pitti Palace and its Costume Gallery museum is a mandatory stop.

FLORENCE



Venice is Italy's romantic city par excellence. Once the most powerful of the Maritime Republics of the Mediterranean, the traces of its great past are still visible today. Situated on 118 small islands, the city is known for its bridges (more than 400), the most famous of which are the iconic Rialto Bridge and the Bridge of Sighs (Ponte dei Sospiri). However, its most famous landmark is Piazza San Marco (St. Mark's Square) with its Basilica and clock tower.

Venice offers unique shopping opportunities to its visitors. If you are interested in Italian and international luxury fashion brands, Calle Larga XXII Marzo – a short walk away from Piazza San Marco – is the place to go. The city is also famous for its

Carnival, an event which attracts thousands of visitors from all over the world, and it is possible to buy beautifully decorated masks from one of the many ateliers located throughout the old town. The island of Murano, known for its precious handmade glass, is undoubtedly worth a visit, too.

The city hosts a big number of luxury boutique hotels and international chains scattered all over the lagoon, like the Gritti Palace, the Baglioni Hotel Luna, the Sina Centurion Palace and the Westin Europa & Regina.

Two airports serve the city: Venice Marco Polo Airport and Treviso Airport.

VENICE



THE LANESBOROUGH Club & Spa



The Lanesborough Club & Spa is one of the most exclusive health and fitness clubs and spas in London. Part of the world-class Lanesborough Hotel, a member of the Oetker Collection, this luxury private members' club opened its doors in March 2017 after a major multi-million pound refurbishment.

A home away from home in the heart of London.

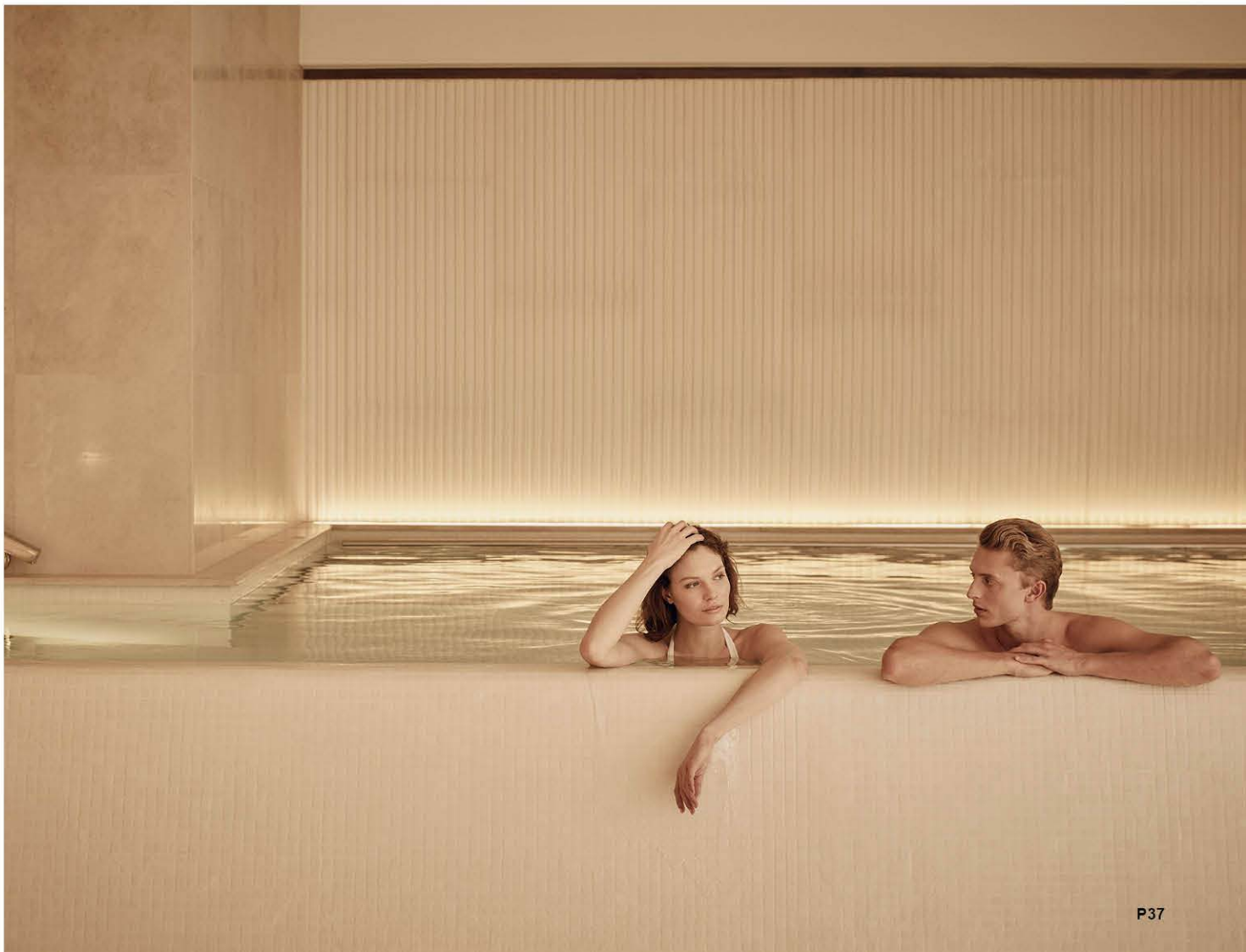
By: Reem Ayoubi

Located between Knightsbridge and Mayfair, the Lanesborough Club & Spa covers an area of 18,000 square feet. Its new state-of-the-art facilities include saunas and steam rooms separate for men and women, a hydrotherapy pool, four single treatment rooms, a double treatment room with Rasul and double shower, a manicure & pedicure area, a well-equipped fitness floor where both group activities and PT sessions take place and a restaurant with a private dining area.

Of its interiors, no detail was left untouched. The harmonious blend of fine silk wallpaper,

warm carpets, gleaming marbles, cosy wood and soft leather create a perfect synthesis of elegance and personality, an environment that transmits the same sense of warmth and comfort we feel in our homes.

'The Lanesborough Club & Spa is a home away from home', says General Manager Benjamin Evans. 'Normally when you go to the spa, the environment looks very slick and polished. However, here the interiors are made with different materials. You feel it is a place where you can sit, relax and get away from everything.'





But what makes the experience at The Lanesborough Club & Spa unique is their impeccable service, which always exceeds their customers' expectations. 'When people come here' – says Benjamin Evans – 'we want to make sure they receive the best possible treatment. All the staff know the members by name and know their habits, too, and we also try to anticipate their needs.'

It is very important for members to leave every small worry behind during a treatment or a fitness session. For this reason, the Lanesborough Club & Spa can pride itself for being one of the few luxury clubs that have developed the concept of the spa butler, a half-concierge half-personal assistant who will look after guests from the moment they arrive until they leave.

Members also have exclusive access to a special room, informally called the Butterfly Room, with complimentary refreshments and snacks available all day.

At the Spa, members and guests can enjoy a wide array of treatments, such as facials, massages, body wraps, salt and mud treatments, manicure, pedicure and grooming. The products used belong to two of the world's best brands in the field of skincare: ila and La Prairie.

The ila range follows a spiritual holistic approach, focusing on both mind and spirit, and it has also developed an exclusive line dedicated to the Lanesborough Club & Spa and its high-end members and guests. La Prairie, on the other hand, is the ideal choice for those who prefer a result-driven approach. With unique ingredients such as white caviar, gold and platinum, La Prairie offers the best of Swiss skin care science.

The Lanesborough Club and Spa has also handpicked a group of highly qualified practitioners to work in the spa; they include a chiropractor (Matt Rabin), an osteopath (Garry Trainer) and a physiotherapist (Danny Murphy).

The personal trainers working in the Club's gym are fully certified coaches from Bodyism, James Duigan's Notting Hill-based premium fitness centre where famous sport and showbiz personalities train. They are constantly up to date with the latest fitness and wellness innovations and each of them is specialised in a different field. Members will be followed by the whole team of fitness professionals and will also be offered a special full body assessment, Bodyism's Body Oracle, to find the most suitable type of training for them. At the end of a sport session, members will be treated to a healthy – yet delicious meal cooked by Michelin-starred Chef Florian Favario following the Clean & Lean guidelines set by James Duigan's Bodyism.



The Lanesborough Club & Spa offers two membership packages: full Individual Membership, which grants unlimited access to the Club & Spa, and Overseas Membership, which includes the use of facilities for a maximum of forty days per year. Non-members have the possibility to buy day passes for the Spa's exclusive treatments.

Membership benefits include one free spa treatment, ten complimentary guest passes and discounts on treatments, laundry, dry cleaning, valet parking and meals at Céleste, the Lanesborough hotel's Michelin-starred Restaurant. Members can also attend special events organised exclusively for them, and they will soon have the chance to join overseas health retreats in other hotels of the Oetker Collection.

There is no place like home, but there are places where feeling homesick is impossible. The Lanesborough Club & Spa is the best choice for those who look to combine a luxury health and club experience with the peacefulness and comfort that only home can give.



Yachting LUXURY Development





*By Steve Chalmers
Photography Jeff Brown/ Breed Media*

SHIPYARD: BENETTI

YACHT: 11-11

A Russian businessman selling his part-built Benetti superyacht project proved to be an opportunity not to be missed for one British property tycoon

A Yacht Charter holiday in Sardinia, with its emerald sea and enchanting coves was meant to be a stress free break for our London-based developer. However, with the likes of the Costa Smeralda and Porto Cervo drawing in superyachts from across the Mediterranean, the ocean lifestyle was starting to tug at his heartstrings.

Having already owned a number of small boats, maybe it was time to start thinking big, and as ever in these situations, it was here amongst the wild nature and old traditions that he got wind of a Russian who was looking to sell-on his 40% completed Benetti superyacht project.

For a billionaire, property developer, this was the ultimate deal.

With the Benetti being part built, he'd save huge amounts of time, effort and money in getting it finished. In fact, it appeared all he had to do was sort out some interior detailing, maybe the odd colour scheme and name her 11-11. But life is never that easy, even for a billionaire.

It was on his first visit to Benetti's Livorno shipyard that he discovered the extent of the previous owner's exuberance. The Russian was obviously not a shy chap and had built a garage in the stern to house his Rolls-Royce Phantom. This was to be hoisted out of its home by a huge crane mounted in the aft deck lounge. This considerable davit was taking up valuable entertaining space while not exactly flowing with the Benetti's sleek lines and simply had to go. Then there was 11-11's décor.



INTERIOR DESIGN

The grand, stately and often flamboyant Eastern style interior designs can add a rich dimension too any salon or cabin, but when you're an Englishman, with a young family and your stays on board are planned in months and not days, then the ornate glamour was going to have to be replaced with a more subtle, but still charming overall style.

Here, the Owner's property development expertise came into play as he mobilised his world-class in-house design team to work alongside Benetti's creatives, setting them the task of transforming 11-11's interior to reflect his tastes.

MAIN DECK

In the development game, time is money, and to strip out the entire interior of this 63-meter yacht would add a considerable penalty to the completion date. However, the Russian had used high-gloss, dark walnut joinery to great effect, which as it happened, mirrored that of the Owner's Monte Carlo penthouse. With his Los Angeles villa finished in the Art Deco style, an overall design theme of contrasting light and dark was decided and the design teams went to work on the main salon. With a young daughter, the Owner also requested that every item of furniture be 'kid-proof', which meant edges were rounded-off and the furniture was soft enough to deflect a direct hit from an excited child. The Owner's choice of artworks in the main salon are also very much child-friendly, with a Dominic Harris 'Flutter Wall' keeping his daughter enthralled, with its interactive butterflies swarming in a kaleidoscope of colour when touched.

Forward of the main salon is the VIP suite. On similar superyachts in the 60-meter range, this area is where you'd find the Owner's residence. However, on 11-11 he has an entire deck to himself, allowing close friends to enjoy this lavish, full beam suite all to themselves. The Art Deco style with the light and dark colourway continues here, as it does throughout the yacht.

LOWER DECK

Heading back into the main lobby we find another artwork, this time a Hans Kotter digital light sculpture, which contrasts wildly with the Art Deco chrome staircase railings and the white marble floor. It's a very bold look that gives 11-11 an almost steam punk feel and works particularly well at night. Normality resumes in the lower deck however, as the guest cabins (two double and two twins) stick rigidly to the classic French influence.

OWNER'S DECK

Unsurprisingly, the Owner's deck is one of 11-11's highlights and again was changed from the original design commissioned by the Russian. Exiting aft from the main staircase we find a sophisticated lounge area, complete with a well-stocked bar framed by a Tracey Emin neon wall sign proclaiming, 'Move Me'. This area was originally built as a cinema room, but rebuilt by the Owner to be considerably more social than a popcorn and cola den.

Forward is the Owner's suite, and much like the guest cabins, it's unpretentious and free of any light-based artworks – no blue-light insomnia for any of 11-11's guests. From the bed, the suite arcs round is a semi circle and it's on the other side of the huge glazing that we find one of 11-11's finest outdoor areas – the Owner's foredeck. This very private space features an unusual 'M-shaped' sofa shaded by the sundeck's overhang, with a Jacuzzi shaded by a pair of parasols. With most Mediterranean marinas featuring stern-to berthing (the yachts are backed in to their parking spaces), having a useable area upfront keeps you away from prying eyes and indeed, the lenses of the paparazzi. Aft is the Owner's lounge, where 14 guests can dine alfresco - perfect for doing a spot of business while the family plays upstairs on the sun deck.

SUN DECK

Here 11-11's smallest entertainment area has received some of the biggest physical changes. As the Owner's wife enjoys preparing the odd gastronomical treat, the original fully fitted gym was stripped-out and the space converted into a pantry and dinette. Benetti's craftsmen also relocated the pool from a central position to its new location aft. This allows guests to exploit the maximum amount of vitamin D without being very far from a piña colada. The massage room, with its panoramic ocean views, was the only sun deck space not to get rebuilt, with the wheelhouse forward also staying true to the original design.

CONCLUSION

Using his considerable experience in luxury retail development, the Owner has transformed a part-completed project into his very own superyacht. Utilizing his in-house design team, he infused 11-11 with his tastes and style, making it fully childproof, while still keeping its decadent Art Deco theme. It's the Owner's love for his family that has truly defined his superyacht, with his daughter, in particular, having a profound effect on how the project turned out. Everything from the rounded joinery, to the interactive digital art is there for her safety and entertainment. In return, she gave the yacht its most treasured feature, its title. Born on the 11th of November, the Owner named the Benetti 11-11, a beautiful title to a yacht built with passion, expertise and love.





SPECIFICATIONS

LOA: 63.00m

Max Beam: 10.80m

Draft (loaded): 3.50m

Construction: Steel/Aluminum

Class/Compliance: LY3 Compliant

Gross Tonnage 1,181 GT

Engines: 2x Caterpillar 3512 C

Power: 2x 1,810hp

Gearbox: ZF.4661

Max Speed: 17-knots

Cruising speed: 16-knots

Range: 5,000nm

Props: DETRA 5-blade fixed (IACS CU3 type)

Fuel capacity: 110,000 L

Consumption: (ex Gensets): 196 l/h @ 12-knots

Naval architecture: Benetti Spa

Exterior stylist: Benetti Spa

Interior designer: Benetti and Owner's Design Team

Builder's Project Manager: Marco De Cosmo

Owner's Project Mgr: David Richmond/Tina D'Abundo





CELEBRATING LUXURY AND ELEGENCE:

Jewellery Exhibitions in the Middle East

By: Francesco Lo Bello

Jewels are the most powerful of all accessories. Far from being only a way to adorn an outfit, a jewel says a lot about the personality of those who wear it, and the choice of the right piece to wear can transform the simplest attire into an extremely elegant look.

It is impossible not to be fascinated by the beauties that jewellery, an art in its own right, can create. The production of jewels is deeply rooted in history and even great personalities of the past cultivated it as a hobby and a form of pastime. One example was the Ottoman Sultan Suleyman the Magnificent who, like his father Selim I, learnt the secrets of this craft in his youth.

Today, thanks to modern techniques and instruments, jewellers have been able to produce grand pieces and introduce them worldwide. And although mass production has made the uniqueness of every jewel a thing of the past in most cases, luxury jewellery still retain part of its exclusivity and, if not unique, each piece is surely a rarity.

In the Middle East, the jewellery sector is a thriving market. This is proven by the big number of jewellery related events organised every year, a feast of fine craftsmanship and opulence. These are the six main jewellery exhibitions which take place in the Middle East every year:

• JEWELLERY ARABIA

Undoubtedly the most prominent among them, the event is held every year in November under the patronage of the country's Prime Minister. It is hosted by the Bahrain International Exhibition & Convention Centre in Manama and it covers 21,000 squares metres. Approximately 600 exhibitors from 30 different countries take part to the event, which attracts almost 50,000 visitors every year. Jewellery Arabia is organised by UBM AEM and it has a sister exhibition taking place in Kuwait (in the stunning Jumeirah Messilah Beach Hotel & Spa) in the month of April.

www.jewelleryarabia.com



• MIDEAST WATCH AND JEWELLERY

Another unmissable appointment, MidEast Watch and Jewellery is a bi-annual exhibition hosted and organised by the Expo Centre Sharjah, in the United Arab Emirates, in April and October. The last event saw the participation of more than 57,000 visitors and more than 500 brands from 20 countries showcased their creations.

www.mideastjewellery.com

• VOD DUBAI (VICENZAORO)

Fruit of the cooperation between the Italian Exhibition Group and the Dubai World Trade Centre (DWTC), VOD Dubai is the Dubai-based event of VicenzaOro, the famous fine jewellery exhibition organised every year in Vicenza, Italy. The exhibition takes place in the Za'abeel Halls of the DWTC in the month of November and it extends over more than 18,000 square metres. In 2017, more than 20,000 guests visited the event, in which more than 500 brands from 27 countries (some of which had an especially dedicated pavilion) displayed their pieces to the public.

www.jewelleryshow.com



• DOHA JEWELLERY & WATCHES

A Qatar Tourism Authority-sponsored event, Doha Jewellery & Watches is held every year in February at the Doha Exhibition and Conference Center in Doha, Qatar. In 2017, approximately 2,700 square metres of exhibition space hosted 40 exhibitors from 10 countries presenting more than 400 brands. The number of visitors exceeded 16,000.

www.djwe.qa



• ISTANBUL JEWELRY SHOW

An exhibition organised by UBM Rotaforde and supported by the Turkish Ministry of Economy, the Istanbul Jewelry Show takes place twice a year (March and October) at CNR Expo, close to Atatürk Airport. The event, whose venue now covers 90,000 square metres, brings together 845 exhibitors from all over the world and attracts an average of 22,000 visitors each show.

www.istanbuljewelryshow.com



• JWS - ABU DHABI INTERNATIONAL JEWELLERY & WATCH SHOW

Arranged by Reed Exhibition under the patronage of the UAE Minister of Culture and Knowledge Development, the Abu Dhabi JWS has now marked 25 years since its establishment. The show takes place at the Abu Dhabi National Exhibition Centre in the UAE and it hosts 130 exhibitors from 20 countries.

www.jws.ae



Jewels *at my Doorstep*

Motif Collection by David Webb

By: Danielle Miele

Photos by **Cameron Powell**.

(This sponsored Gem Gossip blog post was brought to you in collaboration with David Webb)

Fashion forward women everywhere are springing for their car keys to drive to their nearest location to try the iconic and powerful designs of famous American Jeweller David Webb.



The collection Motif is inspired by pieces within the archives that date back to the mid -1970s which play upon symbols such as arrows, zigzags, the letter U and the rhombus shape. The geometric forms and patterns are given a bold look, created in black and white enamel, 18k gold, platinum and diamonds, true to David Webb's signature style.

What is different about this new collection is the size and price point, compared to what we typically see from David Webb.

The Motif Collection is smaller in scale, allowing prices to range from \$4,700 to \$11,800. This also allows for stacking, which is clearly one of my favourite aspects of wearing jewellery.

I was really excited to have the opportunity to style, stack and play with the Motif Collection as the jewels arrived at my doorstep for this collaboration. I experienced firsthand how these pieces easily lend themselves to stacking and the black and white colours make them classic and timeless. I styled the necklaces in a layered formation, choosing all black enamel. I absolutely love these necklaces, worn solo or in a grouping. The rings were another favourite of mine; I paired my engagement ring with a black enamel and diamond Scape ring from the collection, which led Instagram to go crazy. I'm now slightly obsessing over that ring by looking at that photo far too often throughout the day. Although not shown in these photos, I also took two Scape rings and stacked them together, flat-sides touching, to create an architectural wonder.

The entire Motif Collection is easy to wear and can be dressed up or down. When I wore a casual dress, the jewellery just popped! After the photo shoot, I changed into jeans and a vintage t-shirt and the look was just as strong and felt appropriate. I couldn't get over how comfortable the bracelets felt--I could have lived in them, so taking them off to send back to David Webb was extra hard! The earrings were also very fun, as I chose to wear the Unity earrings alone, with nothing else...and then changed them out to wear the two different versions of the double diamond earrings, both on one ear! Most people would think you can't stack a bold dangle earring, but I think otherwise!

The Motif Collection can be found at David Webb's retail locations in New York and Beverly Hills, Bergdorf Goodman, select Saks and Neiman Marcus locations, and several leading independent jewellers. The collection is also available online at **DavidWebb.com**.



By: Shaneela Rowah Al-Qamar

ARABIAN FRAGRANCE AND FASHION – EUROPEAN STYLE!

Let us delve into the world of scent, of fragrance and myth! There is nothing quite like it when it comes to Arabian perfumery, or Arabian inspired fine fragrance. Arabian fragrance has always taken its place in the world as something quite magical, quite mysterious and quite mythical; it has its own unique status and aura surrounding it. You have perfume and scents, but then you have Arabian fragrance and perfumery. It stands in a league of its own – quite untouchable, well at least, until relatively recently. So what is it about Arabian perfumery that makes it so special? What is that quality which makes you want to delve into the mysterious bubble of woods and spice? We know it's not just woods and spice! That would be too easy. Over the last decade or so, many European fine fragrance houses have jumped on the bandwagon, to instil that unique aura in their fragrances, including the likes of M. Micallef, Roja Dove and Byredo. The mysterious ingredient was Oud, something very foreign, yet very distinctive.... It was something exotic, it gained the reputation of something like marmite where one either loved it or hated it. So what's the whole deal with this Oud?



Oud Wood

Oud comes from a specific species of trees that have traditionally only been available in the Middle East, India and other parts of Asia such as Cambodia. The specie of tree called the Aquilaria is so rare that 1ml of oil is produced from these trees which can cost more than the price of gold. The Queen of Sheba is said to have traded not only in spices and frankincense, but in Oud also. Throughout history, Oud has always held its heritage and status in the Arabian Peninsula. Oud is only produced when the Aquilaria catches a virus and the tree bark forms a type of mould or fungus. This fungus, which is a type of resin, is responsible for the utterly mysterious and aromatic scent, which gives Arabian perfumery its prestigious status. Today, the charming scent of Oud has become more and more present in European and western perfumery, complementing an already existing wide range of fine fragrances. With the introduction of this new perfume ingredient in Europe, major niche fragrance houses have turned their noses and skills towards this prized commodity, filling a demand for something unique in the market. One French fine fragrance house that has interpreted the Oud note perfectly is Guerlain. Established in 1826, this house of master perfumers has introduced a wonderful Arabian-inspired line of fragrance, paying tribute to Arabia and the Arabian Desert. Les Déserts D'Orient is an exclusive range of fragrances available in flagship outlets throughout London. The idea behind the three fragrances of the collection is to represent the morning, the afternoon and the evening, with the colours of each fragrance a shimmer of pink, taupe and sand reflections to express an evanescent captivation worthy of a regal mirage.

Les Déserts d'Orient fragrances are housed in simple, streamlined bottles gorgeously illuminated by a shower of gold, a sign of belonging to a world in which this precious material has always been given pride of place. What better way to pay homage to Arabia than through fashion, by wearing these masterpieces?

This is exactly what Dolce and Gabbana did when they created their masterpiece collection of beautiful Abayas and Hijabs launched in 2016 and 2017 – creating pieces that not only appeal to the modern Arabian woman, but also celebrate her style, her identity and her unique scent! Les Desert D'Orient range of fine fragrances perfectly complements Dolce and Gabbana's Abayas, at every time of the day.

Here are the recommended picks for your morning, afternoon and evening wears of Guerlain Arabian inspired scents from the exclusive Les Déserts d'Orient collection combined with Dolce and Gabbana's fine Arabian-inspired fashion pieces. These are sure to bring the warmth of the summer to you, this winter.

From the rise of the Arabian dawn...

Bring the Arabian dawn to you with this beautiful rose motif chiffon abaya slash dress, paired with a beautifully creamy and bold Rose Nacrée du Désert fragrance.

This soft and delicate dress is created with long flowing sleeves to match the flow of the gait of an abaya-clad woman. The beautiful flowing style is accentuated further with the pleats over the fitted bust and the waist, a crystal stone encrusted turtle high neck providing full coverage of the body and a sleek look. The long flow and careless lines of this outfit is what makes this special; an elegant attire of long flowing lines with a crystal stone embellished waist belt give this outfit a classy and luxurious look.

This style is accentuated further with the delicate rose notes of Guerlain's Rose Nacrée du Désert. This very delicate creation brings to mind a rose quivering with morning dewdrops. It showcases a magnificent Persian Rose specially selected by Thierry Wasser, the nose behind this exquisite masterpiece.

The characteristics of the essence gives a delicate, clever feel to this composition in which Oud wood, along with smoky and amber accents, find full expression and adds a complex intonation with its deep presence. A single flower is nothing but a scent. It requires adornments to bring out its lasting nature with grace and subtlety. This intimate echo is strewn with saffron and other sweet and spicy notes. Subtle and voluptuous, it represents a continent where beauty is tangible from the first promise of dawn.

This style combination of attire and scent, gives you the elegance and aura of a confident and chic woman, whilst presenting yourself in the classic form of the beautiful rose. What better way to start the day?



At the mid-day peak of the Afternoon sun...

Relax a little and get comfortable after the morning rush by slipping into this soft velvet and lace embroidered black abaya, finished beautifully with Arabian-inspired blue motifs. If you're off to a late afternoon brunch or a quick coffee with friends, this piece will guarantee a stylish yet comfortable outing. The trusty black gives you the sleek look and a feel of warmth during the winter, whilst remaining fashionable at the same time. And there is nothing better than warming yourself up with the beautiful of a masterpiece fragrance, Encens Mythique D'Orient.

Being true to the Arabian heritage, ethereal frankincense leaves only a fleeting mark on this fragrance. Rose imprints its fiery accents on this flight of notes, adjusted with aldehydes that stir up like a sandstorm. The warming heart notes of woods, including patchouli helps to warm up the winter freeze, but its endless sweetness and exceptional depth come from the authentic and majestic ambergris of New Zealand. The ambergris balances itself perfectly with the unique saffron notes and all the intensity of an exceptional musk. Reminding us of the summer, we have the sweet orange blossom making a perfect performance leaving us astounded as it takes us on a journey across the Arabian Desert.



75ml, 174.00£ Exclusively available at Guerlain boutiques in Harrods, Selfridges and House of Fraser Westfield (White City)

Exclusively available at the D&G Boutique in Harrods, £9,800.00

At the first rays of the Arabian nights' moon...

Go out to dinner in sophistication and style; Be the elegance of the night!

Flutter your eyelashes amongst your friends in this classy statement of a piece, which is loud yet subdued at the same time. This dress, created in a beautiful long A-line gives your waist a slimmer look, paired with the long wide-belled sleeves for both comfort and statement. The embellished gold is enough to catch the twinkle from the eyes of the crowd and it makes you stand out from the rest. Making you stand out even further, is the equally elegant, yet statement grabbing fragrance which will certainly grab both their sense of smell and sight. This is the fragrance that would help you resist those cold winter nights: Songe d'un Bois d'Ete. This fragrance translates to 'dream of a summer wood' which is the perfect accompaniment to those winter nights filled with dinners, music

and the glowing moonlight. Songe d'un Bois d'ete really accentuates the Arabian night. It is the Guerlain interpretation of the Arabian night which unveils its radiance through its intensity, adorned with touches of cedar, patchouli and myrrh. Powerful, yet caught between lightness and darkness and extremely enveloping, it is the perfect synthesis of a passion for spices, woods and their resins. Its eminently masculine character, both wild and noble, is sharpened by a leathery gust underlined by floral accents; this is a unisex fragrance.

For women, it's like a man as a lady wants him to be. This searing tenderness and smooth energy hint at a refined adventure in which the smouldering essences eloquently recall kingdoms of sand with fiery horizons. This is the fragrance which was created for the taste of an Arabian Sultan and his Queen.

Exclusively Available at D&B Boutique in the Middle East, at AED415,749

75ml, £174.00 Exclusively available at Guerlain boutiques in Harrods, Selfridges and House of Fraser Westfield (White City)



*Guerlain is currently offering all readers a free fragrance and makeup consultation! These are available at the Guerlain boutiques located in Harrods, Selfridges and House of Fraser Westfield White City.

All you have to do is mention 'Arabisk Magazine' or bring this article with you to the store. Offer valid from 20th January 2018 until 20th February 2018

THE EVOLUTION

Of The Abaya Into A Fashion Essential

By: Sandi Girgis

For many years the abaya, an ankle long cloak mainly worn by women in the Arabian Gulf as a symbol of modesty and – in some cases – adherence to local dress-code, has been considered an accessory that did not fulfil any particular task if not that of covering.

Today, this robe has become more than a piece of clothing covering other garments. Detaching itself from a concept of mere functionality, the abaya has acquired a standing of its own, thus becoming a fundamental fashion piece, an added value to the overall outfit. All over the shopping centres of the Middle East, it is possible to see women of every age wearing beautifully decorated abayas which do not necessarily hide the outfit anymore, and it is now quite common to see them worn open on the front in the guise of a coat.

Traditionally, abayas used to be plain black without decorations. However, in its new function as an iconic modest fashion item, the abaya has become more colourful, embellished with coloured embroideries and beads. Very often, the fabric itself is everything but black.

These are four fashion designers from the Middle East and Asia who have redesigned the concept of abaya, producing innovative creations for every type of occasion.





EVAYA

Jordanian designer Aya Al-Jawhary from Evaya created a line of abayas made of semi-transparent silk fabric decorated with stylish Arabic calligraphy. Ideal for both day and night, these abayas give a classy intellectual touch to the attire they cover.

NAFS

This Emirati fashion brand follows a very experimental approach. Through the use of materials such as distressed fabric and by playing with forms, NAFS (an acronym for Noora, Alia, Fatma and Sarah, the sisters behind this project) gives a contemporary twist to its designs with a predominance of black and grey.





AL SHEIKHA ABAYA

This Turkish brand, which has recently showcased its latest collection at the Modest Fashion Week in Dubai, mixes classical and modern designs. Abayas are enriched by decorative patterns and elements. Black, white, gold and silver merge to create both refined and original combinations best accompanied by fine jewellery.

SUGAR PLUM COUTURE

Another brand from the Modest Fashion Week in Dubai, Sugar Plum Couture (from Uzbekistan) abandons the traditional black of the abaya in favour of coloured alternatives. The designs are either monochromatic, decorated by small embroidered elements, or patterned with motifs typical of the central Asian tradition. In either case, abayas are accompanied by a headgear, a hijab or a turban, the brand's distinctive accessory.



LUXURY BEAUTY

RECOMMENDATIONS FOR WINTER 2018



By: Shaneela Rowah Al-Qamar

Christian Louboutin, Rouge Louboutin Velvet Matte Lipstick, £70.00

A deep rouge lip colour of rich pigment, presented in a luxurious individual case, inspired by Middle Eastern art deco. The crown cap is decorated with a ring, within which a precious silk ribbon is threaded through. A long-lasting lip colour, with moisturising non-drying properties.

eu.christianlouboutin.com



Shiffa Beauty, Arabian Olive Oil and Mint Cold-Pressed Soap, £15.50

A luxurious olive oil soap with mint extract and deep cleansing properties. This wonderful product will enrich both your skin and senses.

shiffa.com



Cle de Peau Beaute, La Crème, £9,600

Launched to celebrate Cle de Peau Beaute's 30th anniversary, La Crème is the most expensive face cream ever. Its mesmerising jar was created by French glassmaker Crystal Saint-Louis and incorporates thirty individual layers of crystal. Its rich texture illuminates the skin whilst also making it firmer and smoothing out wrinkles. Its key ingredients are Cellular IC Normaliser and Complex X.

cledepeau-beaute.com



Amore Proibito, by Simone Cosac, £4,000

A handcrafted 24kt gold plated flacon, dressed in Swarovski crystals, houses a fragrance portraying the story of a lost love - a prohibited love. A feminine fragrance, with beautiful notes of white flowers, citrus fruits and deep notes of jasmine and heliotrope in a heavenly drydown.

simonecosac.com

Parmigiani Fleurier - Kalpagraphe Chronometre



الحركة: ذاتية التعبئة كالير PF362، حاصلة على شهادة اللجنة السويسرية الرسمية لمراقبة الكرونومترات، مخزون طاقة يصل إلى 65 ساعة ومقاومة للماء حتى عمق 30 متراً. 36,000 ذبذبة في الساعة، تحتوي على 332 قطعة و 32 جوهرة. عرض الساعات والدقائق والثواني الصغيرة، عرض التاريخ، كرونوغراف متكامل. **العلبة:** مصنوعة من الذهب الوردي عيار 18 قيراطاً، بقطر يبلغ 40.4x 48.2 ملم وبسماكة 14 ملم، مغلفة بطبقة من الكريستال السافيري. **المينا:** ينقسم إلى مستويات مختلفة مع مركز متلألئ باللون الأزرق ويزدان بتشطيبات الأوبالين. بالإضافة إلى وجود عدادان حلزونيان مخاطان بحواف ذهبية دقيقة. **السوار:** من صنع Hermès مصنوع من جلد التمساح باللون الأزرق مع المشبك القابل للطب بلون الذهب الوردي.



Cartier – Santos



تولي Cartier اهتماماً فريداً ومميزاً لهذه الساعة خصوصاً انه تم تطويرها لتناسب أكثر الرجل العصري وحياته المليئة بالاسفار والأعمال. من هنا تم تزويدها بأليتا Quickswitch لتغيير السوار والSmartLink لتصغير وتكبير حجم السوار.

ومن مميزات هذه الساعة أيضاً هو انه تم تزويدها بسوارين معدني وآخر جلدي يمكن اختيارهما من بين 17 لوناً.

الخصائص التقنية:

الحركة: آلية حركة أوتوماتيكية مزودة بكالير MC 1847 (ما عدا موديل SANTOS DE CARTIER SKELETON WATCH المزود بآلية حركة يدوية وكالير MC 9619) ومصنوع من فوسفور النيكل المقاومة للمغناطيس التي قد تتعرض لها الساعة في الحياة اليومية. بالإضافة إلى ذلك، إن جميع ساعات Santos de cartier هي مقاومة لتسرب الماء حتى عمق 100 متراً.

العلبة: متوفرة بالفولاذ المقاوم للصدأ والإهترأ أو بالذهب الأصفر أو الذهب الوردي، وتأتي بثلاثة أحجام: كبيرة، متوسطة وصغيرة.

السوار: مزود بآلية Quickswitch وقابل للتبديل. **أما الموديلات المتوفرة فتشمل الخيارات التالية:** الذهب، الفولاذ وجلد التمساح. كما وتتيح آلية Smartlink بتعديل حجم السوار أي تصغيره وتكبيره حسب الحاجة.

Hermes – Carré H

الحركة: آلية حركة هرمسي H1912، ميكانيكية ذات تعبئة أوتوماتيكية مصنوعة في سويسرا. كما وتتميز هذه اساعة باحتياطي طاقة يصل إلى 50 ساعة وهي مقاومة للماء حتى عمق 3 بار. **العلبة:** مصنوعة من الفولاذ 316L المصقول والمعالج بكرات مجهرية مع قياس 38x38 ملم

المينا: باللون الرمادي الداكن أو الأسود تزيينه أرقام عربية مطلية بالروديوم ومغطاة بطلاء Super Luminova أماً عقرب الثواني فيأتي باللون الأصفر أو الأحمر.

السوار: مصنوع من جلد عجل بارينيا الطبيعي أو باللون الأسود مع مشبك أرديون من الفولاذ 21، 316L، ملم.



آخر ابدعات الساعات في معرض SIHH 2018 في جنيف

كتبها : فرانشييسكو لابلو

انتهى قبل أيام قليلة معرض SIHH الدولي للساعات الثامن والعشرون في مدينة جنيف السويسرية. إن معرض SIHH الدولي من أهم المعارض العالمية لصناعة الساعات كما هو فعالية أساسية لكل محبي الساعات الذين يريدون أن يعرفوا آخر اتجاهات الموضة والابتكارات التكنولوجية في هذا القطاع كل عام. أسعار الساعات المعروضة تتجاوز أحياناً عشرات الآلاف من الجنيهات الاسترلينية مما يجعل المعرض فعالية فريدة من نوعها. هذه هي خمس من أفضل الساعات التي عُرضت في معرض SIHH 2018 هذا العام.

Baume et Mercier – Clifton Baumatic

تتوفر هذه الساعة بإصدار كلاسيكي أو بإصدار كرونومتر مجاز من قبل اللجنة السويسرية الرسمية لمراقبة الكرونوميترات.

الحركة: حركة Baumatic الميكانيكية المصنعة في الدار، ذاتية التعبئة كاليفر BM12-1975A، احتياطي الطاقة يصل حتى 120 ساعة (5 أيام). عرض الساعات والدقائق، عرض التاريخ من خلال نافذة عند الساعة 3. مقاومة ضغط الماء حتى 50 متراً.

العلبة: مصنوعة من الفولاذ بقطر يبلغ 40 ملم وبسمكة 10,3 ملم. المينا من اللون الأبيض أ، الأسود مع تشطيبات البورسلين، مقلعة بطبقة مقببة من كريستال السافير، تظهر خصائص آلية الحركة من خلال الواجهة الخلفية عبر الغلاف الشفاف من الكريستال السافيري.

السوار والمشبك: حزام من الجلد باللون الأسود أو البني أو الأزرق سوار من الفولاذ السقول بتشطيب ساتاني.



Audemars Piguet – Royal Oak RD#2

مزجت Audemars Piguet في ساعة Royal Oak RD#2 بين التعقيدات والموديلات الأكثر رقّة حيث تطّلب منها 5 سنوات من العمل لتطوير كاليبر 5133 الفائق الرقّة المزود برزمة دائمة. فالتحدّي كان من خلال إعادة هندسة آلية حركة بثلاثة طبقات وتحويلها إلى مستوى واحد.

الخصائص التقنية:

الرقم المرجعي: 26586PT.OO.1240PT.01 آلية الحركة: ذات التعبئة الأوتوماتيكية كاليفر

عيار 5133، مع مخزون طاقة يصل إلى 40 ساعة وهي مقاومة للماء حتى عمق 20

متراً. وتتميّز الساعة برزمة دائمة تعرض اليوم، التاريخ، حركة القمر، الشهر،

السنة، الساعات، الدقائق بالإضافة إلى مؤشر للنهار والليل.

العلبة: تأتي بحجم 41 ملم وهي مصنوعة من البلاتينوم المقاوم للصدأ

والإهتراء، السافير مع RD#2 محفورة على ظهر العلبة. كما وتترّين

الساعة بـ 37 حبة من الماس.

المينا: أزرق اللون، مزّين بزخارف مع مؤشرات الساعات والعقارب

المصنوعة من الذهب الأبيض ومغطاة بطبقة تسمح قراءة الوقت

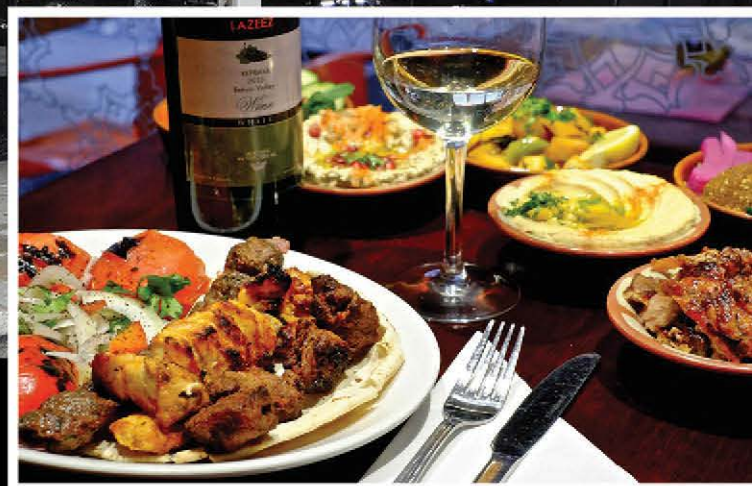
في الظلام.

السوار: مصنوع من البلاتينوم عيار 950





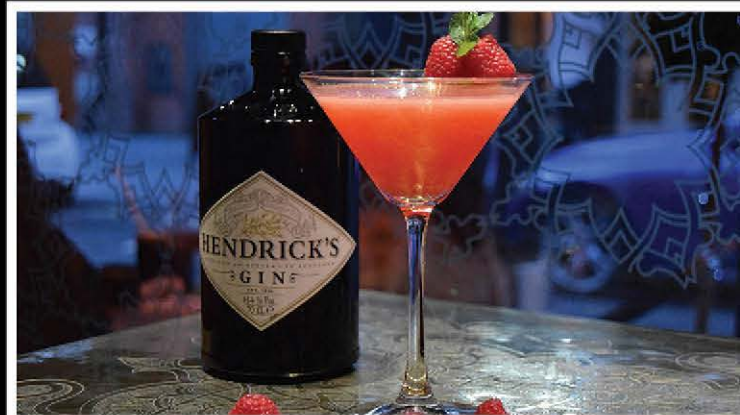
Welcome to Lazeez Lebanese Tapas, located in the heart of Mayfair. To give you an idea on what to expect, Lazeez means tasty and Tapas is about sharing. In Lebanese culture, there's nothing better than sharing food and drink with friends while surrounded by music creating a great ambience. At Lazeez Tapas, they mirror Lebanese traditions by serving contemporary Lebanese cuisine with a modern twist. They use the freshest of ingredients in their dishes, importing quality produce from Lebanon such as halloumi cheese and yoghurt, both of which come from Lebanese dairy. Lazeez Tapas also source other ingredients locally, such as their olive oil and the meat which, in addition, is all halal.



As Lazeez Tapas is located by Selfridges in Oxford Street, it is the ideal place for shoppers to take a break and unwind with friends over a coffee or a pot of herbal or fresh mint tea, maybe accompanied by something sweet like authentic Lebanese Baklava. They serve Lebanese and Turkish coffee as well as traditional Illy espresso or cappuccino. The winter menu offers something for everyone; mixed grills cooked over a charcoal grill, hot and cold tapas dishes, freshly baked warm bread, healthy salads, vegetarian and vegan dishes as well as gluten-free options.



The ambience of the Maze Lounge, located on the lower floor of Lazeez Tapas, is cosy and reminiscent of a traditional Lebanese café with the faint scent of burning bakhoor adding to its atmosphere. There are two areas that can be booked individually or together, which can accommodate up to 50 people. Alternatively, there is seating in the bar or the open kitchen area, plus a cosy lounge in the basement, perfect for a quieter meal or available to hire out for a private event. In winter, Lazeez Tapas has heaters and Scottish wool blankets which is part of the recent refurbishment of the terrace to keep those wanting to dine outdoors nice and warm. The diners can enjoy an al fresco meal, any cold and hot drinks or cocktails prepared by our experienced cocktail team to suit any season and any mood. The terrace is widely popular during the year for relaxing and smoking shisha. Lazeez Tapas also offer an up-market experience by introducing the V-Shisha along with the world's top four brands of pure and original shisha tobacco. Their branded shisha tobacco include, nicotine free tobacco and flavours that are created based on each season, environment and of course their guests' requirement.



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◉ رؤية مكان جديد تتحول فوراً إلى أفكار جديدة لتصميماتي.

◉ حالياً نحن ننتج خط مجوهرات فاخرة بالذهب والألماس لمجموعة يوم الحب (فالنتاين).

◉ مجوهراتنا موجودة في فندق الفور سيزن في لندن.



الصالحية والأفنيوز وميار. كما توجد في "ذا هاوس أوف لأكشري" (The House of Luxury) وفندق فور سيزونز في بارك لين (Four Seasons Hotel Park Lane) في لندن. لدينا موقع إلكتروني (www.roqayasrocks.com) ونستطيع أن نرسل مجوهراتنا إلى كل أنحاء العالم.

- أخبرينا عن مجموعتك الأخيرة...

آخر مجموعة لنا اسمها "Christmas Capsule" (كبسولة الميلاد) وهي المجموعة التي قررنا أن ندخل السوق البريطانية بها. إنها تتألف من عدد من طقم مجوهرات مستوحاة بتصميمها من الشاطئ، مثل "Dancing waves" (الأمواج الراقصة) من فضة مطلية بالذهب مع بلورات سواروفسكي أو طقم "Underwater 1 and 2" (تحت الماء ١ و ٢) من فضة مطلية بالذهب مع لآلئ بيضاء وسوداء أو "Golden reef" من فضة مطلية بالذهب مع لآلئ والزبرجد وطقم أخرى. هذه المجموعة متوفرة في أغلبية المحلات التي تباع مجوهراتنا وفي موقع الإلكتروني. أننا متحمسون جداً على مجموعتنا Valentine's capsule (كبسولة فالنتاين) التي سيتم إطلاقها قريباً لمناسبة يوم الحب.

- ماذا سنرى في المستقبل من "روكاياز روكس"؟

إن الجمال والقوة والحرفية ستكون دائماً عناصر مهمة جداً بالنسبة إلينا. سنظل "روكاياز روكس" تصمم مجوهراتها ذات جودة عالية بأسلوبها المتميز وتكتسب تقدير زبائننا.

- كيف أنتم مختلفون عن منافسيكم؟

أعتقد أن مجوهراتنا تعبر عن قوة النساء وقدراتهن بشكل أنثوي جداً. المزيج بين الليونة والقوة وكيف ينعكس ذلك على إبداعاتنا هو ما يميز "روكاياز روكس" ويجعل مجوهراتنا مختلفة عن البقية.

- أين تترين "روكاياز روكس" في السنوات الخمس المقبلة؟ ما هو هدفك لهذه الماركة؟

في كل الأماكن المناسبة في كل أنحاء العالم، أي المحلات والمتاجر الفاخرة والأنيقة والأهم من ذلك على عدد كبير من السيدات الأنثيات والمتميزات.

- ما الذي تريد تحقيقه بمجوهراتك؟

بلا شك، نريد تكبير وتوسيع ماركتنا لكي تصل إلى أكبر عدد ممكن من النساء. نريد أن نشارك مجوهراتنا الجميلة مع كل النساء الجميلات في كل مكان. أريد أن أرى الناس يستمتعون بارتداء مجوهرات "روكاياز روكس". هذا ما سيعطيني أكبر فرح والشعور بالإنجاز.

- أين تتواجدين حالياً؟

أتواجد حالياً في مدينة الكويت.

- أين تباع إبداعاتكم؟

تباع مجوهراتنا في عدد من المحلات الفاخرة في مدينة الكويت وفي مجموعات

- ما هو السوق التي تستهدفينه؟ من تريد أن تجذبهم بإبداعك؟
تصميماتي موجهة إلى النساء الأنيقات والقويات سواء أن يكن شابات أو سيدات مجتمعات النساء الذين يريدن أن تلفتن الانتباه وتكن فانتات وكذلك النساء الذين يعبرن عن قدراتهن واستقلاليتهن. إن ماركتنا تستهدف النساء الأنيقات ومتابعات الموضة ذوات ذوق متميز وفريد من نوعه.

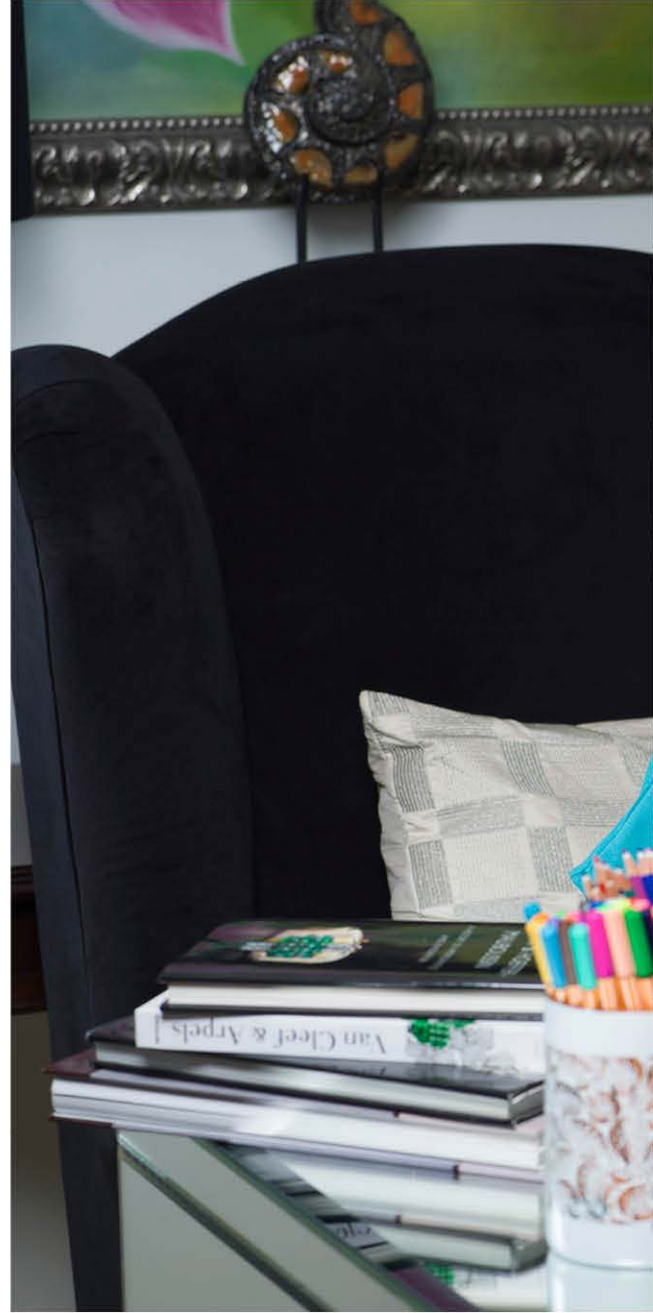
- ما هو مصدر الإلهام في تصاميمك سواء كان لقطعة واحدة أو لمجموعة كاملة؟ هل هو شخص أم خبرتك الشخصية أم ماذا؟

مصدر إلهامي الرئيسي لأغلبية مجموعاتي هو المحيط مع حركة الأمواج والمرجان ومخلوقات البحر الملونة السحرية والشاطئ والمد والجزر. أستوحي الكثير من إلهامي من رحلاتي أيضا. رؤية مكان جديد يتحول فورا إلى أفكار جديدة لتصميماتي. ولدي كذلك أعطاني الإلهام لعدد من المجوهرات فعلى سبيل المثال مجموعة "أريبيسك" التي أستوحيته فكرتها من الزخرفة العربية وهي عنصر مهم في الفن الإسلامي وكذلك مجموعة "سوق الذهب" وهي مجموعة لها أشكال صقيلة وفاتنة تذكرني بسوق الذهب في مدينة الكويت.

- ما هي طريقة تفكيرك عندما تصمم مجوهراتك؟ كيف تختارين تصاميمك؟

الفكرة لتصميم جديد يتدفق في بالي بشكل فوري. أنا أرى الأشياء - غيمة على سبيل المثال - وأريد أن أحولها إلى قطعة مجوهرات. إن رأيت جزيرتين صخريتين في هدوء بحر أزرق فأني أحولها في خيالي إلى عقد أو أقراط. وبعد أن أرسم تصميمها سأنتجها باستعمال المعدن والأحجار المناسبة. أحيانا أقع في حب حجر معين وهو ما يعطيني الإلهام لتصميم جديد.

- ما هي أنواع المواد التي تستخدمينها وما هي التي تفضلينها ولماذا؟
في "روكاياز روكس" نستخدم كل أنواع المواد، من النحاس الأصفر إلى الفضة ونضم إليها لآلئ صناعية وفيروز وبلورة وأحجار الكريمة وشبه الكريمة. أحب كيف الأحجار - على الرغم من خشونتها وصلابتها - تأتي بمختلف الألوان الزاهية والجميلة ويمكننا أن نلعب بها لنصنع مجوهرات تعبر عن أنوثتنا وقوتنا. حاليا نحن ننتج خط مجوهرات فاخرة بالذهب والألماس لمجموعة يوم الحب (فالنتاين). نعتقد أنه سيكون شيئا مثيرا للاهتمام وخاصة مجموعة "أريبيسك" من ذهب 18 قراط بطلاء أبيض وألماس في درجة عالية من الوضوح.



حاورتها : نور جانودي

- تحدثي لنا عن نفسك وحياتك..

ولدت وكبرت في الكويت في عائلة حنونة ومهتمة بي. أنا كنت البنت الوحيدة في عائلتي ولدي أربعة أخوان. عائلتي دائما شجعتني على أن أبتع أحلامي. تعلمت الكثير من أمي التي أراها كأنها بطلة والتي أمنت دائما بقدراتي وشجعتني على أن أحقق أحلامي مهما كانت صعبة.

- متى أدركت أنك تريد أن تعمل في مجال المجوهرات؟

عرفت أنني مصممة منذ أول مرة سمعت هذه الكلمة. إلا أن فكرة تصميم المجوهرات جاءت لي في مرحلة لاحقة عندما طلبت مني صديقة مقربة لي أن أصمم قلادة مناسبة خاصة. التعليقات الإيجابية التي تلقيتها كانت بالنسبة لي نقطة الانطلاق وفي تلك اللحظة قررت أن أكون مصممة مجوهرات.





مصممة المجوهرات رقية الأحمد

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التي بنيتها خلال ٢٥ عاما من الخبرة و السمعة الحسنة التراكمية ، و بما انني كنت أسافر حول العالم مدعوة لأروي قصتي التي تعتبر قصة نجاح لسيدة أعمال سورية استجمعت قواي و تواصلت مع جميع الاشخاص الذين التقيتهم في حياتي العملية أنشأت شبكة عن طريق البريد الالكتروني أصبحت الان تحتوي على ٧٠٠٠ شخص/جهة/شركة معروفة من قبلي شخصا أو من قبل شريكتي السيدة الاماراتية الرائعة الدكتورة عائشة السيار حيث أسسنا مكتبا للوساطة التجارية في دبي و أصبح لدينا قوائم للمشاريع التي تطرح عن طريق شركتنا و التي تجاوز عددها ال ٢٠٠ مشروع حول العالم نقوم بتوزيع لأئحة المشاريع و العروض التجارية الى أعضاء شبكتنا شهريا و نلعب دور الوسيط ما بين المعلنين و الجهات المهتمة. أنا أقوم بمتابعة المراسلات و عقد الاجتماعات ما بين الطرفين و الاشراف على اتمام الصفقات .

- ما هو رأيك بمجلة أرابيسك لندن خاصة أننا المجلة العربية الوحيدة التي تصدر باللغتين العربية و الانكليزية؟

معجبة جدا بمجلتكم و بالمواضيع التي تختارونها و بالمقابلات التي تجرونها لأنها تضيء قصص نجاح تهم الجميع كما و أنها تعطي الصورة الصحيحة للعرب في الغرب . خاصة في العاصمة البريطانية لندن وهذا ما شرفني بقبول دعوتكم الكريمة لي لإجراء هذا الحوار كما وأن الإصدار باللغتين ليس بالأمر السهل و أنا اهنئكم على هذا الإنجاز.

٥ نصيحتي الدائمة للشباب الراغبين في دخول سوق العمل هي ان تبحثوا عن العمل الذي تحبونه لتقوموا به.

٥ الفت نظر العاملين معي الى أهمية النقاط الاساسية التي ساعدتني الى الوصول الى ما أنا عليه اليوم.

- ما هي المساعدات التي قمت بتقديمها للمرأة بوصفك عضو مجلس إدارة ويست و هل لك أن تخبرينا عن ويست؟

كنت دائما أؤمن بقدرات المرأة و أهمية وجودها في سوق العمل لأنها فعلا تساعد على دفع عجلة الإقتصاد وهذا ما جعلني ناشطة جدا في مجال دعم المرأة من خلال ترؤسي للجنة سيدات الأعمال و لمؤسسة مورد في سوريا. وجودي كعضو مجلس إدارة في "ويست" هو تحصيل حاصل لكوني أعمل في مجال النقل البحري و أنا معجبة بجميع التجمعات و المؤسسات التي تدعم المرأة بشكل عام. اذ أنه من خلال ال "ويست" نتجمع نحن السيدات العاملات في مجال النقل البحري حول العالم و نناقش أمور النقل البحري و ما ينطبق على السيدات في هذا المجال ينطبق على الرجال أيضا نحن لا نساعد السيدات من خلال ويست بل نناقش عملنا كسيدات اعمال ضمن المجال البحري لذلك أرى أنه من الأفضل إلغاء هذا السؤال.. القرار لكم

- ما هي نصيحتك للشباب الراغبين بدخول سوق العمل و حياة البرنس؟

نصيحتي الدائمة للشباب الراغبين في دخول سوق العمل هي : من الضروري جدا أن تبحثوا عن العمل الذي تحبونه لتقوموا به، لكن في كثير من الأحيان (لا بل في أغلب الأحيان) لا نتمكن من تحقيق هذا الهدف ، و نلتحق بعمل آخر تماما نصيحتي الثانية وفي هذه الحالة هي عليكم ان تحبوا ما تقومون به .. ابحثوا عن الجوانب الايجابية و المضيئة في فرصة العمل التي حصلتم عليها ، كونوا مبدعين في عملكم ، حاولو ان تكونوا مختلفين، متميزين ، ليكن العمل و العطاء من صميم قلوبكم و أنا متأكدة بانكم ستجرحون.. بعضنا اضطر للعمل في بيئة مختلفة تماما عن بيئته ، و البعض الاخر اضطر ان يعمل مع أشخاص لهم ثقافة مختلفة تماما عن ثقافته لا بأس ، كونوا مثقفين للوضع و كونوا صادقين في أدائكم لعملكم و أنا متأكدة بانكم ستحصلون نتائج ممتازة .

- ماذا تعلمت من خلال مسيرتك في الحياة و خوضك غمار الأعمال التجارية و الخبرة؟

حياتي العملية بدأت باكرا، و لذلك اعتقد أنني اكتسبت خبرة لا بأس بها من خلال مروري في مواقف صعبة و تجارب تعلمت منها الكثير من الدروس، و خلاصة خبرتي هذه أطبقها بشكل فوري على كل ما أقوم به من أعمال تطوعية في خدمة المجتمع الاهلي أو في البرنس و بذلك نقطع أشواطا في السير الى الأمام دون التعثر. أرى نفسي متمكنة من الإدارة و ناجحة في العلاقات العامة و متابعة لعملتي بشكل دقيق و بالتالي أحاول استثمار نقاط القوة هذه لتطبيقها دائما و الفت نظر العاملين معي الى أهمية بعض النقاط الاساسية التي ساعدتني الى الوصول الى ما أنا عليه اليوم. هذا ينطبق ايضا على عائلتي الصغيرة التي استمر في لفت انتباه أولادي الى نقاط القوة التي يملكونها لاستثمارها بالشكل الصحيح و الى نقاط الضعف للعمل معا على تقويتها. علما ان لدي ابن "محمد" وهو في الثلاثين من عمره ، و لدي ابنة "رانيا" وهي في منتصف العشرينات ، كما و أتطلع شوقا لأمسك بيد حفيدي الصغير "سامي" عندما يكبر لأقدم له أيضا خلاصة تجاربي في حياتي المهنية الطويلة..

- أخبرينا عن تجربتك الأخيرة و نقل أعمالك إلى دبي؟

ما مررت به مؤخرا من تجربة اقتصادية اعتبرها قاسية جدا بعد بداية الأزمة الحالية في سوريا و إنتقالي للبدء بعمل جديد في دبي جعلني أؤمن بأنه علينا ألا نستسلم أبدا و ان نتابع النهوض بعد تعثرنا و إن كان تعثرنا يتكرر، و أنه علينا ان نؤمن بقدراتنا و ان نجد مخرجا من أزمتنا بانفسنا و أن نتابع بأن نكون "نحن" BE YOURSELF ، و ان ننفذ قراراتنا عندما نتخذها أي الا نتردد لأن الفرصة أحيانا لا تتكرر مرتين و علينا استغلالها..

- ما هي قصة شركة الوساطة التجارية التي قمت بتأسيسها في دبي مع شريكك الإماراتية السيدة عائشة السيار؟

عند انتقالي إلى دبي لم أكن أعلم ماذا سأعمل إذ انني كنت بارعة في الشحن البحري وفي تجارة التجزئة (RETAIL) و في دبي من غير الممكن لي البدء بأي من هذين العاملين، و بعد تفكير مليا اكتشفت ان رأس مالي و ثروتي هما علاقتي



ولدت ياسمينه أزهرى في اللاذقية لأسرة سورية عريقة أثبتت مكانتها في عالم التجارة والأعمال؛ حيث نشأت في كنف والدها وتابعت خطواته الرائدة في جميع المجالات ومنها بدأت بتحديد مسارها في العمل التجاري والخياري إلى جانب اهتماماتها الثقافية والأدبية بدأت ياسمينه أزهرى حياتها الوظيفية عام ١٩٩٩ كشريكة ومدير إداري في مكتب التنسيق التجاري للنقل البحري، ممثلو خطوط ميرسك في سوريا. وتم تعيينها قنصل هولندا الفخري في محافظتي اللاذقية وطرطوس.

مجلة أرابيسك لندن التقت السيدة ياسمينه أزهرى أثناء زيارتها للندن للمشاركة في منتدى المرأة الاقتصادي و كان لنا معها اللقاء التالي:

حاورتها : ريم أيوبي

تخطيط دبي قبعتي احتراماً لأنهم بالفعل تمكنوا من جعل دبي من أهم الوجهات السياحية في العالم بالرغم من جوها الصحراوي الحار لكن المنشآت السياحية والترفيهية التي أقيمت على أرضها جعلت دبي بالفعل من أهم الوجهات السياحية في العالم أضف الى ذلك أنها أصبحت حلماً لكل شخص لزيارتها بقصد العمل أو السياحة.

أضف الى ذلك الأمن و الأمان الموجودين في الإمارات العربية المتحدة بشكل عام و دبي بشكل خاص و هذا ما يعطي طمأنينة للمستثمرين بجلب أموالهم و مشاريعهم الى دبي.

- هل لك أن تخبرينا عن تجربتك في مجال التجارة و الأعمال؟

بدأت حياتي المهنية في شركتنا العائلية في سوريا منذ عام ١٩٧٩، و بقيت أعمل مع والدي في مجال النقل البحري طويلاً حتى عام ٢٠١٢ خلال هذا الوقت كنت ناشطة جداً في خدمة المجتمع الأهلي في سوريا عامة و في مدينتي الساحلية الجميلة اللاذقية بشكل خاص.

كنت أشعر بأن نجاحي في أعمالي يعود جزء كبير منه إلى دعم المجتمع الأهلي لي و إيمان سكان مدينتي بقدرتي على إدارة و إنجاز الأعمال و كنت أحاول رد الجميل عن طريق خدمتي للمجتمع الأهلي فترأست لجنة سيدات الأعمال في غرفة تجارة وصناعة اللاذقية ، ثم تم تعييني رئيسة لمؤسسة مورد في سوريا (وما زلت أترأس مجلس إدارتها حتى اليوم) حيث نعمل على تفعيل وتطوير دور المرأة في الحياة الاقتصادية في سوريا ، وعندما زارني بعض السيدات أمهات أطفال مصابين بالتوحد و متلازمة داون و طلبن مني الانضمام إليهن و ترؤس مجلس الإدارة أحببت الفكرة كثيراً و أسسنا جمعية بشائر النور التي ما زلت أعشق أطفالها الذين قدمنا لهم أنا و مجلس الإدارة الكثير من الخدمات و ساهمنا في تطويرهم و دمجهم في المجتمع بشكل كبير.. الحمد لله إن العمل مع هؤلاء المختلفين أعطاني بعداً للنظر و مفهوماً أعمق للحياة و دفعني للمزيد من العطاء في العمل الأهلي.

- كيف تستطيعين التوفيق بين مختلف الأعمال التي تؤديها بشكل يومي؟

إنني أضع الكثير من "القبعات" على رأسي وهي المهام التي توكل الي أو بالأحرى التي أنا أقبل بكل سعادة أن توكل الي خاصة ما أقوم به بشكل تطوعي. ليس من السهل الاحتفاظ بها جميعاً في آن واحد لذلك علينا إتقان فن إدارة الوقت ، و أنا أعتقد أنه ليس من المهم أن يكون لديك قائمة بالأعمال اليومية TO DO LIST ولكن الأهم هي أن يكون لديك قائمة أولويات لأعمالك Priority list. و بذلك أنجز المهام ذات الأهمية الأكبر أولاً ثم انتقل الى اللائحة الثانية. لا بد و أن يؤثر كثر ضغط العمل على سيدة الأعمال لأنها أخيراً مسؤولة عن منزلها و عائلتها أيضاً لهذا السبب كان خيارى أن أتخلى قليلاً عن بعض النشاطات في حياتي الاجتماعية الخاصة مقابل أن أتمكن من النجاح في عملي و في منزلي و أن أتمكن من تحقيق الكثير من أحلامي. أنا أعمل أحياناً ساعات طويلة و أتابع عملي بنفسى لكنني أشعر بارتياح كبير عندما أحصد نجاحاً يسييني تعبى.

- أرابيسك تلتقي فيك في لندن هل لك أن تخبرينا عن سبب زيارتك للعاصمة البريطانية؟

حضرت الى لندن لتلبية لدعوة من رئيسة منظمة Women Economic Forum لأكون متحدثة في مؤتمرهم الذي أقيم في لندن ، هذه المنظمة تنظم مؤتمرات حول العالم و تقوم بتكريم شخصيات من شتى المجالات و من جميع البلدان. تحدثت في جلستين خلال المؤتمر: في الجلسة الأساسية تحدثت عن: "التغلب على نقص الثقة في حال وجود التنوع العرقي والديني ، وكيف يمكننا بناء الجسور". أما في الجلسة التي أقيمت على التوازي ، تحدثت عن: "تطوير الروابط الاجتماعية والثقافية عبر التفاهم والإهتمام بالآخر".

- علمنا أنك كنت في هولندا قبل زيارتك للندن فهل يوجد لديك النية للاستقرار في هولندا أو بريطانيا؟

قبل مشاركتي في مؤتمر لندن كنت مشاركة في مؤتمر أقيم في مدينة لاهاي في هولندا Women Economic Form كانت الجهة التي نظمت هذا المؤتمر أيضاً حيث تمت دعوتي لأكون متحدثة أيضاً في جلستين ، إحداها كانت جلسة الافتتاح وكنت على المنصة مع عدة سفراء و قناصل بالإضافة الى سيدتين من القضاة و ممثل السيد رئيس بلدية لاهاي الراعي الرسمي للحدث. تم تكريمي خلال جلسة الافتتاح بدرع كتب عليه: " سيدة الأعمال الأيقونة للعدد الحالي " "Iconic Businesswoman of the decade".

حيث تم تكريمي لأنني قنصل هولندا الفخري في محافظتي اللاذقية و طرطوس منذ عام ١٩٩٩، كما و أفخر أنه تم تكريمي بوسام فارس من جلالة ملكة هولندا في عام ٢٠٠٩. و بما أن هذه المنظمة النسائية تدعم السيدات حول العالم و تختار قصص نجاح لتضيئها فلقد اختارتنى من بين سيدات الأعمال الأكثر تميزاً في عالم الأعمال و كزمتني في هولندا.

انا لا أعتزم الانتقال الى أي مكان كنت ببساطة ألبى دعوة هذه المنظمة لأكون متحدثة عن تجربتي و ليطمئني تكريمي.

- نعلم أنك تمارسين معظم أعمالك من دبي فما هو الفرق من وجهة نظرك بين دبي و لندن لممارسة الأعمال؟

عالم الأعمال يتشابه في نقاط متعددة لكنه أيضاً يختلف جداً بين دولة و أخرى فكيف إذا ما بين لندن و دبي.. إن القوانين الناضجة لتأسيس الشركات في دبي تتمتع بتسهيلات كبيرة ، وهي متنوعة أيضاً بشكل كبير ، و دبي معروفة بأنها بلد تحتضن أكبر عدد من الجنسيات على أرضها قياساً بمساحتها ، و هي تشجع المستثمرين على القدوم و الاستثمار وتقدم العروض الخاصة بذلك. لست متأكدة من سهولة الاستثمار في لندن أو سهولة تأسيس شركات خاصة للأجانب لكنني شبه متأكدة أنه لا يوجد بلد في العالم يقدم المزايا التي تقدمها دبي لرجال الأعمال مهما صغر حجمهم، إذ يوجد للجميع متسع للعمل و خاصة للإبتكارات. إن دبي تستقطب العقول المميزة و تشجع المبادرات المختلفة و تحتضن الأفكار الرائدة. بالرغم من اختلاف الظروف الطبيعية و المناخية بين البلدين إلا أن دبي استطاعت ان تنافس لندن بإستقطاب الزوار و السياح. و انا أرفع للقائمين على



سيّدة الأعمال

ياسمينّة أزهرى

- كنت أشعر بأن نجاحي في أعمالى يعود جزء كبير منه الى دعم المجتمع لى.
- إننى أضغ الكثير من "القبعات" على رأسى وهى المهام التى توكل إليّ أو بالأحرى التى أنا أقبل بكل سعادة أن توكل الى خاصة ما أقوم به بشكل تطوعى.



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متجرنا في الأفنيوز مول هو المتجر الأم والأكبر وأيضاً موجودين في تلال مول وفي محلات الشويخ وفي الهارفينكلز في الكويت وفي الدوحة متواجدون في البلو صالون وفي الهارفينكلز.

تم اختيارك لجائزة الشرق الأوسط لقيادات الأعمال في عام ٢٠١٦ كأيقونة الموضة ما هو شعورك لهذا الاختيار كأيقونة موضة؟
هو بكل تأكيد شيء مهم جداً وأفتخر فيه أن تكوني أيقونة الموضة هو هدف وحلم لكل مصمم ومصممة أزياء وأنا سعيدة جداً بتلك الجائزة.

بعد تسلمك لجائزة العالم لقيادات الأعمال كان لك شرف لقاء أمير الكويت الشيخ جابر أحمد الصباح كيف كان ذلك اللقاء؟
من غير شك إنه شرف عظيم لي أن أقابل أمير البلاد الشيخ جابر الصباح حفظه الله فهو شخصية سياسية وإنسانية محترمة دولياً وهو دائماً داعم قوي للمرأة الكويتية ويشجع على نجاحها في مختلف المجالات.

هل لك أن تخبرنا عن تجربتك وحبك للعمل الخيري وبالتحديد عن الجمعية الخيرية التي قمت بتأسيسها؟
في عام ٢٠١٦ قررت أن أخصص جزءاً من حياتي ووقتي للعمل الخيري وكان لي ذلك من خلال تأسيس مؤسسة منتهى العجيل لدعم أطفال مرضى السرطان في الكويت.
الهدف الأساسي من تلك المؤسسة هو أن أقوم بتأمين وتقديم الدعم لهؤلاء الأطفال في معركتهم مع ذلك المرض المؤلم، حيث أقوم غالباً بزيارة الأطفال الذي يتلقون العلاج في المستشفيات خاصة في فترة شهر رمضان المبارك أو مناسبات دينية أخرى خاصة عندما يحتاجون للكلمة والمعانة قد يكون لها أثر كبير في نفوسهم وفي رحلة علاجهم.

ماذا تعني تعني تلك الإنجازات لمنتهى كمرأة؟
شهد عام ٢٠١٧ إنجازات نسائية حول العالم في عدة مجالات، وأصبحت بعض النساء ملهمات ومحفزات للآخرين في مجال التغيير الإيجابي وأصبح حوار الحضارات في الوقت الحاضر ليس فقط بالشؤون السياسية وإنما استحوذ على شؤون تهم المرأة من خلال إطلاق أسابيع الموضة العالمية.
حصولي على الجوائز ما هو الا حصاد لجهودي المستمرة في عالم الأزياء وربطها بالأعمال الخيرية، وبفضلها حماسي زاد وجهودي تضاعفت ورؤيتي وتطلعاتي كبرت وكبر معهم طموحي.
أصبح لدي شغف بزيادة الإنتاج وبطرق مبتكرة والتوسع عن طريق افتتاح محلات جديدة والانضمام لمتاجر شهيرة.
ما هو طموحك؟
أصبح لدي شغف بزيادة الإنتاج وبطرق مبتكرة والتوسع عن طريق افتتاح محلات جديدة والانضمام لمتاجر شهيرة.

ما هي خططك المستقبلية؟
المشاركة في باريس فاشن ويك في Show Room بفندق الريتز باريس والذي يعتبر مقصد للمتاجر الشهيرة من جميع أنحاء العالم.

ما هي النصائح التي توصي بها للشابات اللواتي يردن إتباع خطواتك؟

لدي يقين وإيمان بأن لكل مجتهد نصيب، ومن العوامل المساعدة لذلك شخصيتي المتفائلة وثقتي بنفسي وقدراتي ولذلك سعيت واجتهدت بكل عزم وإصرار على النجاح والوصول إلى صفوف الماركات العالمية فنحن نستطيع أن نصنع الظروف ولا نكون تبعاً لها.



اختيرت كأيقونة الموضة لعام ٢٠١٦ في جائزة قادة الأعمال في الشرق الأوسط مصممة الأزياء وسيدة الأعمال الكويتية منتهى العجيل حققت سمعة عالمية من خلال عرضها لتصميمها و مجموعتها في عواصم الموضة العالمية كما حصلت على العديد من الجوائز على عملها.

مجلة أرابيسك لندن قابلتها مرة أخرى لتخبرنا عن اخر إنجازاتها و مشاريعها:

حاورتها : ساندې جرجس

المصممة الكويتية منتهى العجيل يسعدنا أن نلتقي فيك مرة أخرى في مجلة أرابيسك لندن. خبرتك كمصممة أزياء و سيدات أعمال يجعلك قصة نجاح و مصدر إلهام و مثل للنساء. في العام الماضي تواجدت في العديد من الفعاليات و المناسبات و حصلت على العديد من الجوائز هل لك أن تخبرنا عن اخر إنجازاتك و أعمالك؟

حسنًا، يجب أن أقول إن السنوات الأخيرة كانت حافلة جدًا ، ولكنها كانت أيضًا مثمرة للغاية. و فخورة جدا أنني حصلت على العديد من الجوائز الدولية مثل جائزة **GR8** الشرق الأوسط للأعمال التجارية لعام ٢٠١٥ وجائزة قادة الأعمال في الشرق الأوسط وجائزة القيادة العالمية في عام ٢٠١٦. وبالإضافة إلى ذلك ، شاركت في العديد من الفعاليات الدولية في لندن ، نيويورك ، وكذلك باريس .

ماذا يعني لمصممة أزياء من الخليج أن تعرض تصميماتها في بعض أهم عواصم الموضة في العالم؟

كلني فخر كمرأة و كعربية. لقد كانت حقًا فرصة عظيمة لإظهار إمكاناتنا وقدراتنا إلى العالم. كما ساعدت على إظهار المرأة العربية بطريقة مختلف ، وأتيحت لي الفرصة للقاء العديد من الشخصيات الهامة.

شاهدنا أيضا بعض نجوم هوليوود و شخصيات تلفزيونية ترتدي تصميماتك ماذا يعني لك ذلك؟

سعيدة جدا لذلك شاهدت كالي هاوك ترتدي جاكيت من تصميمي عند عرضها لفلمها فيفتي شيدر أوف بلاك أيضا خبيرة الأزياء جيانى ماي ارتدت واحد من فساتيني خلال حلقة من برنامج انسايد البرنامج الأمريكي الشهير . كذلك الممثلة مايامي بياليك ارتدت أحد التنانير التي قمت بتصميمها .

أخبرنا عن اخر مجموعاتك؟ و هل هناك خطوط تصميم مختلفة؟ من أين تستلهمين تصميماتك؟

مجموعتي تعكس وتترجم أسلوبى وهويتي في التصميم وأجسد ما يدور مخيلتي . واحرص على مزج الأصالة والحداثة في قالب واحد . انا لا أجاري الموضة وإنما ابتكرها من خلال افكاري . ولدي شغف بتصنيع منتجات مبتكرة وفريدة من نوعها . في أسبوع الموضة في باريس في أكتوبر الماضي قدمت مجموعة جديدة حملت اسم سلام، حيث كان اللون الأحمر الطابع المميز للتشكيلة وكانت تصاميم مختلفة ، من فساتين قصيرة للعباءات . ومع ذلك لقد صممت خطوط أخرى أيضا واحد منها هو خط الدرع الذي يتميز إما بأنماط هندسية أو بالخط العربي. الخط العربي على وجه الخصوص هو شيء أنا مغرمة به حقًا، كما أعتقد أنها واحدة من أجمل أشكال الفن في العالم . وأحب أيضا أن استخدم أنواع مختلفة من خامات القماش في الحقيقة فالأقمشة هو الذي يعطي الإلهام لتصميمي .

ما الاختلاف بين منتهى كمصممة أزياء و منتهى كسيدة أعمال؟

حقيقة ليس هناك الكثير من الاختلاف حيث أن كل مصممة هي سيدة أعمال، فالموضة هي عبارة عن هواية و شغف و بنفس الوقت هي نشاط تجاري و هدفى هو تصدير علامتي التجارية و الموضة الكويتية إلى العالم .



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Base: Cedar, Rose, White honey

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Mood: Sexy and Exotic

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Heart: Black Oud, Cedar

Base: Amber, Musk

"Once on the skin, the complexity of this fragrance kicks in. British Musk displays a unique combination of Rose and Amber accords, harmonising the infusion of our diverse planet"

Mood: Extroverted and Audacious



LOUD BÊTE NOIRE

Pure, Original, Vintage, Fresh, Complex

Top: Oud Cambodia leaves and bark

Heart: Oud Cambodia extracted from aged wood

Base: Agar wood

Oud Bête Noire in its deepest form shows superiority and originality. Oud Bête Noire is a deep, yet balanced fragrance appealing to those who appreciate all things luxurious and exclusive.

Mood: Classic and Vintage

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