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**Weight Loss**  
Very real and  
within reach

**SCARLETT JOHANSSON**  
**The Sexiest**  
**Woman on Earth**

FIRST AVENUE MAGAZINE

DHS. 10.00

DECEMBER - JANUARY - 2013



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Royal Essence



PARFUMS de MARLY

Royal Essence

In the 18th century, France was the flagship of fragrances, with Grasse and Paris as its leading centers. Horses were the pride and glory of Versailles.

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In 1743, in memory of his great-grandfather Louis XIV, Louis XV commissioned Guillaume Coustou to sculpt his famous masterpiece for the grounds of the chateau de Marly (Marly Castle). This magnificent work of art, known as "the Marly horses", earned a place on the Champs-Elysees Avenue in the heart of Paris in 1974 where it can still be admired today.

Parfums de Marly revives the spirit of lavish receptions and festivities held in the Chateau de Marly, for the delight of members of the Royal Court and foreign dignitaries.

Through its original concept, Parfums de Marly rekindles the spirit of fragrances from the splendor of the 18th Century, when the finest perfumes were created for King Louis XV as a tribute of the prestigious horse races he so fervently admired.



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*A touch of Madness...*

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## EDITOR'S NOTES

From loads of exciting events to a fashionable season in full swing, we are ready for another autumn. And while temperatures are thankfully taking a dip, we bid official farewell to the scorching summer heat and prepare for the fiery shades of fall, so join us in welcoming the start of a new season with all its richness.

This month we bring you the best advice you can get for staying fit and achieving your weight loss goal. Check out our Health & Fitness feature 'Easy Weight Loss', which makes losing weight as easy as pie. Also, don't forget to check out our article on Hair Care to wipe out all your woes for those bad hair days...

With all that we segue to fashion this season! Join us for a look at the fall runway, and then learn all about fall's latest trends, from trendy slim fit trousers to smoking rock star leather make a note to learn everything you need to outfit your wardrobe for the most fashionable fall ever. Handling style on the home front is another difficult task, especially if you are trying to get that calm oasis you have always dreamt of creating, read our Home Décor article 'De-clutter your home', and acquire the peaceful haven you deserve at home.

With all this don't forget this issue's cover girl, Scarlet Johansson. Read all about the sexy siren as she talks to us in a candid discussion, about fashion, movies and being one of the sexiest women alive on earth.

We wouldn't be doing justice to the season, without checking out the best winter vacation hotspots. So, follow us, as we take you to the ski slopes of Swiss Alps, onto the Ice hotel in Sweden, and dog sledding in British Columbia, it couldn't get more exciting!

Yet, don't despair if you are staying home this month, as your prospects at home are equally enticing. Read the First Avenue magazine snuggled up in a comfy corner and enjoy the best from the world of luxury, entertainment and lifestyle.

With this sizzling buzz steaming ahead, fashion ramping up and festive season kicking into high gear!!! This issue promises to be HOT? Make that smokin' hot...

Enjoy Reading

Lamiya sami



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# MAURICE LACROIX

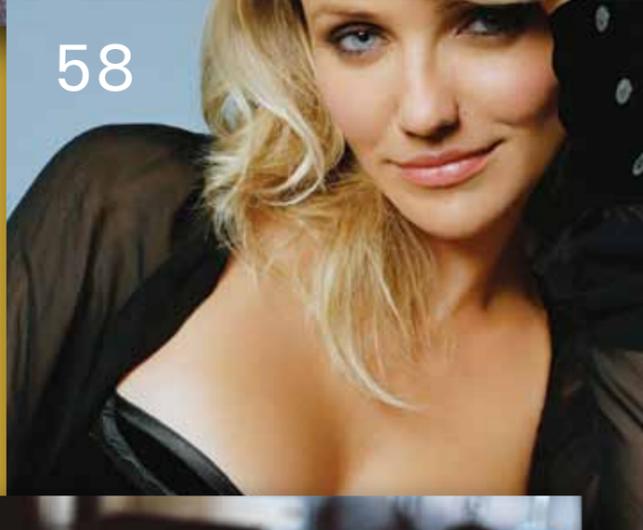
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# Celebrity Fashion



**Hayden Panettiere - CMA Awards 2012 Red Carpet**

Hayden Panettiere radiated a huge smile as she waved on the red carpet at the 46th annual 2012 Country Music Awards held at the Bridgestone Arena in Nashville, Tenn. The 23-year-old actress wore a cute mint beaded dress to the star-studded event.



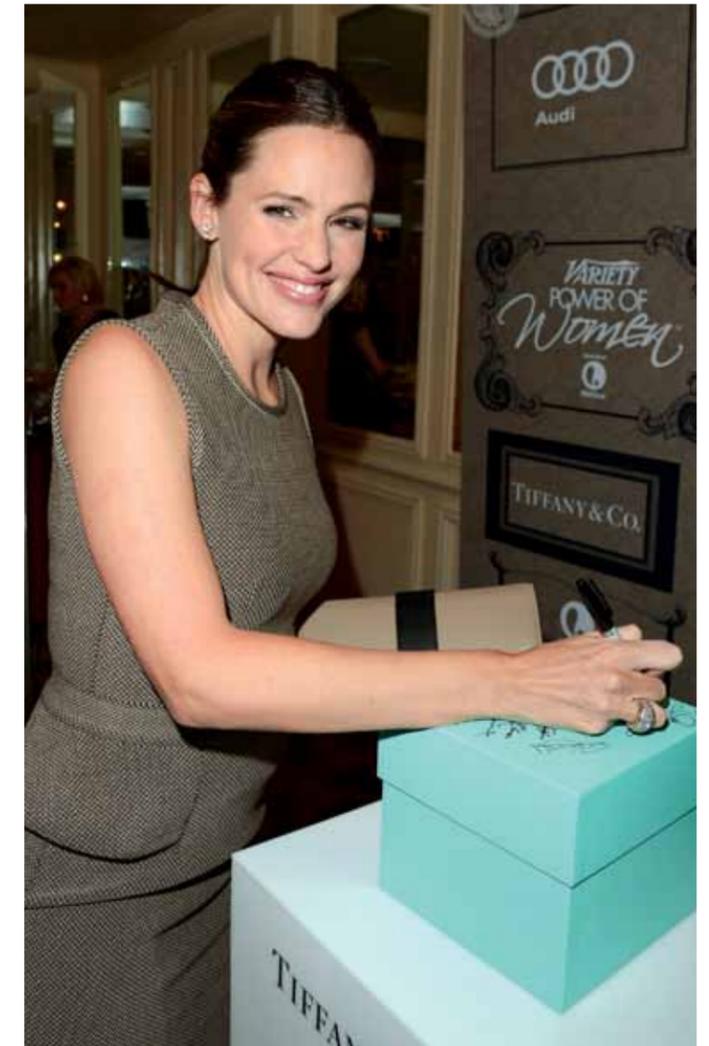
**Kristen Stewart: 'Twilight Saga: Breaking Dawn - Part 2' Tokyo Photo Call!**

Kristen Stewart looked fabulous as she posed wearing a Louis Vuitton romper at the photo call for 'The Twilight Saga: Breaking Dawn - Part 2' held at the Kumano Shrine in Tokyo, Japan.



**Jessica Biel at the 2012 Variety Power of Women Event**

Actress Jessica Biel looked stunning in Tiffany & Co. jewelry, at the Annual Variety Power of Women luncheon in Los Angeles. Biel was also awarded the Tiffany & Co. Luminary Award for her outstanding philanthropic work.



**Jennifer Garner at the 2012 Variety Power of Women Event**

Actress Jennifer Garner looked fabulous in Tiffany & Co. jewelry wearing Jean Schlumberger's diamond Stitches ring at the Annual Variety Power of Women luncheon in Los Angeles.



**Rosie Huntington-Whiteley:  
Burberry Store Opening!**

Sexy model turned actress; Rosie Huntington-Whiteley looked beautiful at the Burberry flagship store opening ceremony in Hong Kong, wearing a white and copper strapless cocktail dress from Burberry Prorsum spring 2013 collection.



**Halle Berry: 'Cloud Atlas'  
Moscow Premiere!**

The 46-year-old actress Halle Berry looked absolutely stunning wearing a Catherine Malandrino dress at the Moscow premiere of her film *Cloud Atlas* at the Oktyabr Cinema Hall in Russia.



**Jessica Chastain at the  
'Heiress' Opening Night!**

Jessica Chastain attended the opening night of *The Heiress* held at The Edison Ballroom in New York City. The actress wore a Stella McCartney dress, Harry Winston jewels, and Christian Louboutin shoes.

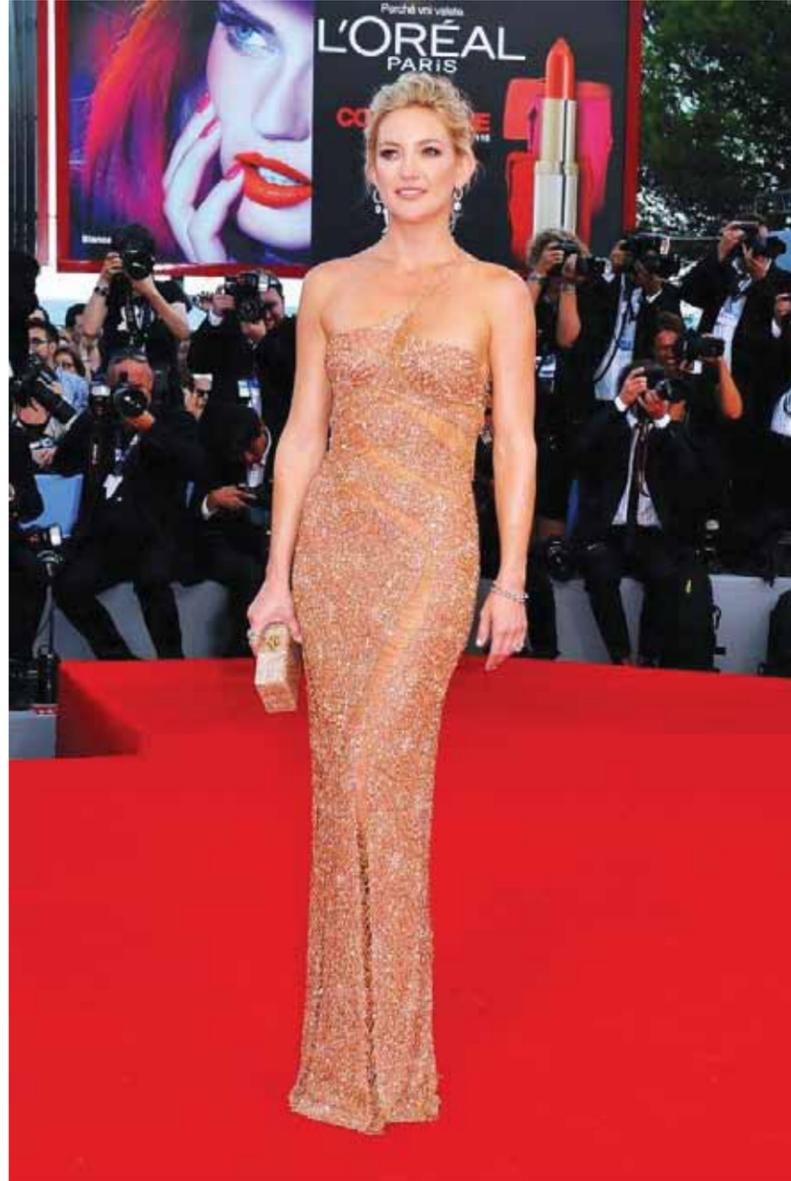


**Salma Hayek at the Premiere of  
the Film 'Here Comes The Boom'**

Salma Hayek lit up the red-carpet wearing, Jeweler to the Stars, Harry Winston. To celebrate the New York premiere of the film, *'Here Comes the Boom'*, Salma chose ravishing Winston's chandelier earrings, radiating timeless elegance through diamonds set in platinum.

**Kate Hudson Dazzles at the Venice International Film Festival**

Kate Hudson wore Fabergé to the premiere of the film 'The Reluctant Fundamentalist' during the 69th Venice International Film Festival at Palazzo del Cinema in Venice, Italy. She wore the Charmeuse Créoles earrings, bangle and ring from Fabergé High Jewelry collection – Les Fabuleuses.



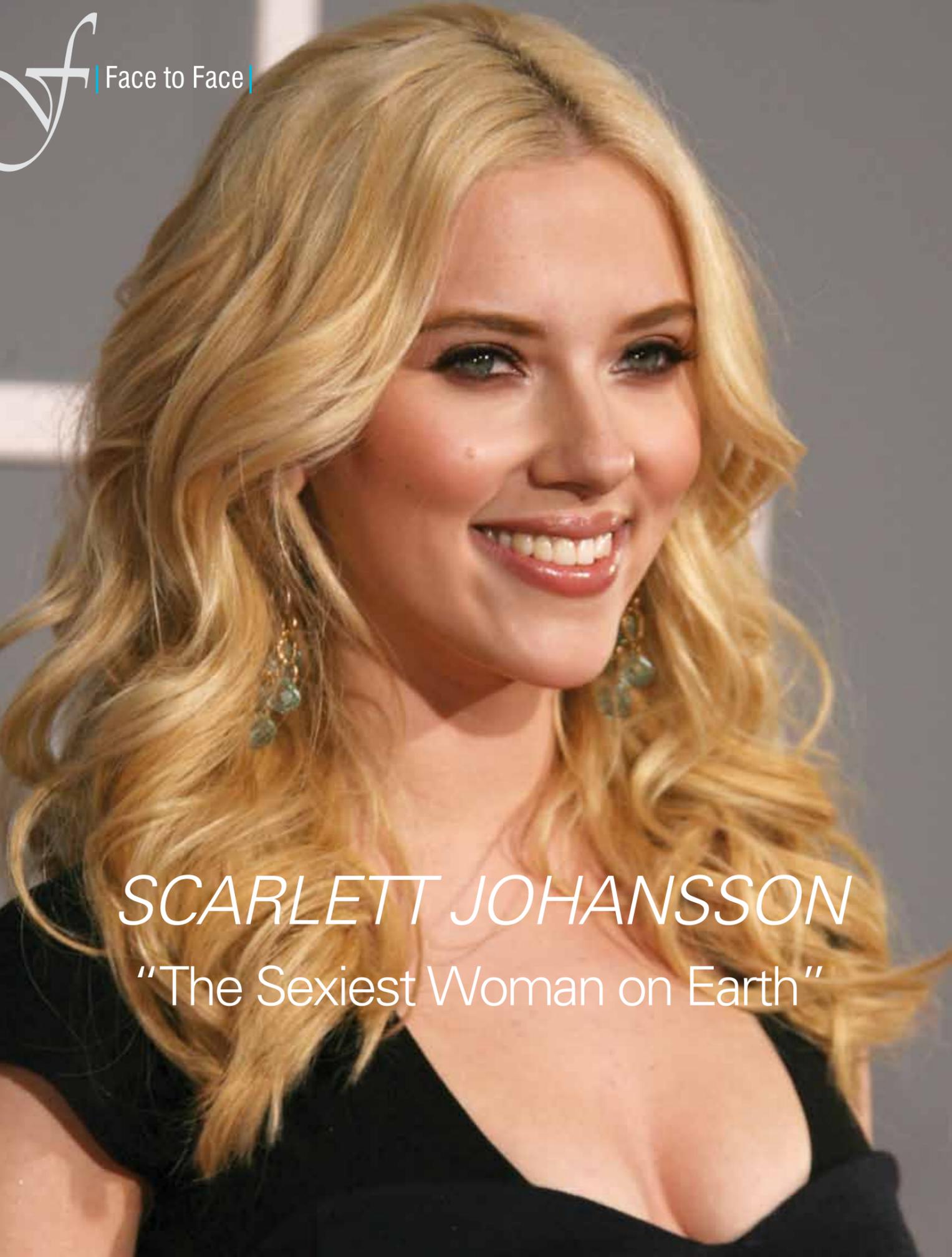
# CLUB SILK

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# SCARLETT JOHANSSON

“The Sexiest Woman on Earth”

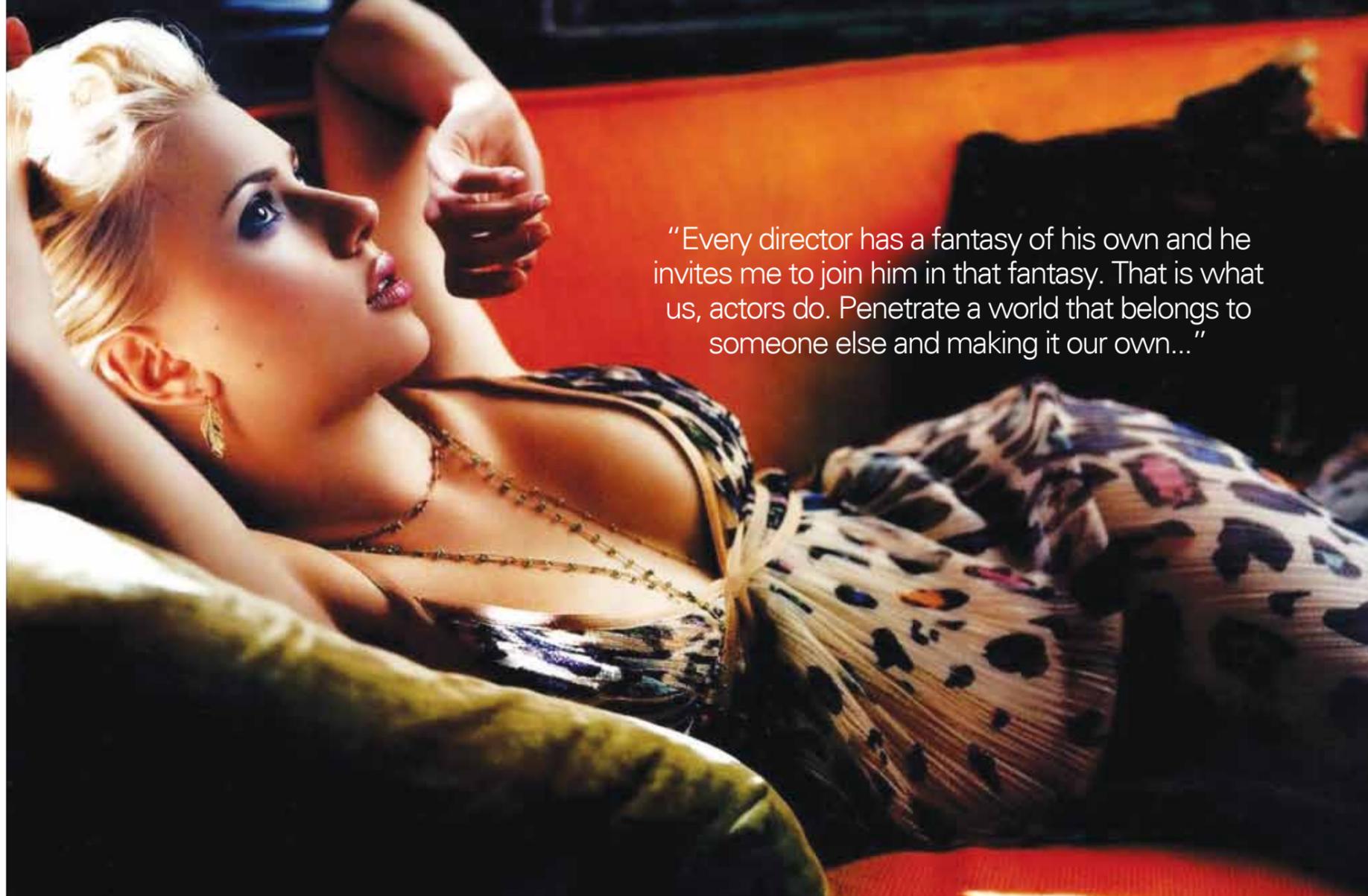


Scarlett Johansson was just fourteen years old when Robert Redford chose her to play the female leading role in his film, “The Horse Whisperer”. Even at that time, Scarlett Johansson had four years’ experience of acting and drama, as her career really began at the age of ten. Since then she has appeared in a number of successful movies that have been directed by La crème de la crème amongst movie makers. Actress, Scarlett Johansson is seen in roles where her femininity is accentuated, whether in the period

pieces like, ‘*Girl With a Pearl Earring*’ and ‘*The Other Boleyn Girl*’, or Woody Allen’s films such as ‘*Match Point* and ‘*Vicky Cristina Barcelona*’, she has been praised for her subtle expressiveness, her ability to convey pensive moments and in spite of that subtlety, articulate a siren-like, bold and aggressive flirtatiousness, in the characters that she portrays. She has won awards from the New York Film Critics Association, Boston Society of Film Critics, Toronto Film Critics as well as BAFTA award for actress in a leading role, among others.

Another accolade frequently awarded to Johansson is that of, ‘The Sexiest Woman on Earth’, a title given to her by some of the most prestigious glamour magazines in the world.

The First Avenue magazine caught up with her while she visited Paris to attend some of the shows presented at the fashion week. The stunningly beautiful actress reveals in a candid interview to First Avenue, her views about fashion, directors, and being the sexiest woman on earth.



“Every director has a fantasy of his own and he invites me to join him in that fantasy. That is what us, actors do. Penetrate a world that belongs to someone else and making it our own...”

**FIRST AVENUE: Are you a Fashion Victim of any kind?**

**SCARLETT JOHANSSON:** Well, I may say that I am sort of a Fashion Victim, but I try not to fall into that trap, in an irreversible way. What I mean by that is that I love discovering what designers have prepared for us women, each and every season. And I like having some of the clothes I see in the fashion shows, but on the other hand, I also keep myself free not to wear what is fashionable if I do not like it. One of the things I often do is to wear a skirt from one brand and then a blouse from another and so on, making my own fashion with my private style. I love doing that. So am I a fashion victim? I don't know actually!

**F. A: Any favourite designer?**

**S. J:** I love the work of Jean-Paul Gaultier, but also of Paul Smith and Calvin Klein and I appreciated Alexander McQueen, a lot. I was really sad when I heard of his death, so young.

**F. A: You have worked in films under the direction of the best movie makers alive. Which ones among them did you truly enjoy collaborating with?**

**S. J:** I believe I enjoyed each and every film I have worked in, as well as, I appreciated each director. I do not say that in order to avoid saying bad things or showing preferences, but because this is what happens. Every director has a fantasy of his own and he invites me to join him in that fantasy. That is

what us, actors do. Penetrate a world that belongs to someone else and making it our own, at least while the shooting lasts. I have had very few negative experiences, but even then I have always found something good in those experiences, something to learn from, for the future.

**F. A: So no names at all?**

**S. J:** You want names? I can give you names, of course. I have worked three times with Woody Allen, in "Match Point", "Vicky Cristina Barcelona" and "Scoop". Therefore, I may say that playing in Allen's films is one of the most fulfilling experiences I have encountered in my career, so far. Otherwise, I would not have signed for the second and the third film, would I?



"It would have been difficult for me to work as a model, if nobody knew me, simply because I am too short for it."

But there is also Brian De Palma, with whom I worked in "The Black Dahlia", Sofia Coppola - in "Lost in Translation", Michael Bay - in "The Island", and some others.

**F. A:** What about Robert Redford who directed you in "The Horse Whisperer"?

**S. J:** I was fourteen years old then, and I was not entirely aware of who Redford was actually. And that, despite the fact that I had been working as an actress for four years already. So I just went ahead and met him for the audition and afterwards I got the part and simply played it. It is after the film opened in theatres that I understood whom I had dealt with by reading about him in the papers. I guess my parents

had told me how important he was while I was working with him, but I did not listen carefully as I was busy learning my part which was difficult actually, and focusing on the next day's scenes to be shot.

What I can say about Redford is that he is an amazing director, full of humanity, always listening to what actors and also technicians have to say or to complain about. He directs smoothly and manages to get the best out of every one on the set. It was huge being in his film.

**F. A:** How does it feel being the sexiest woman on earth?

**S. J:** I am not that at all. But I don't mind letting the magazines write what they want in that perspective. After

all, do you know a woman who would complain about such a compliment?

**F. A:** Yet you have appeared in 2006 alongside Keira Knightley practically naked on the cover of Vanity Fair. Any comments on that?

**S. J:** Yes, I do have a comment. It was designer Tom Ford who initiated that photo session in accordance with the magazines' design, and therefore the photos, or should I say the photo since only one was published, was highly artistic and did not contain any vulgarity what so ever.

**F. A:** I hear, you have started singing. Tell us something about that?

**S. J:** Yes, I started singing officially



"I love discovering what designers have prepared for us women, each and every season."



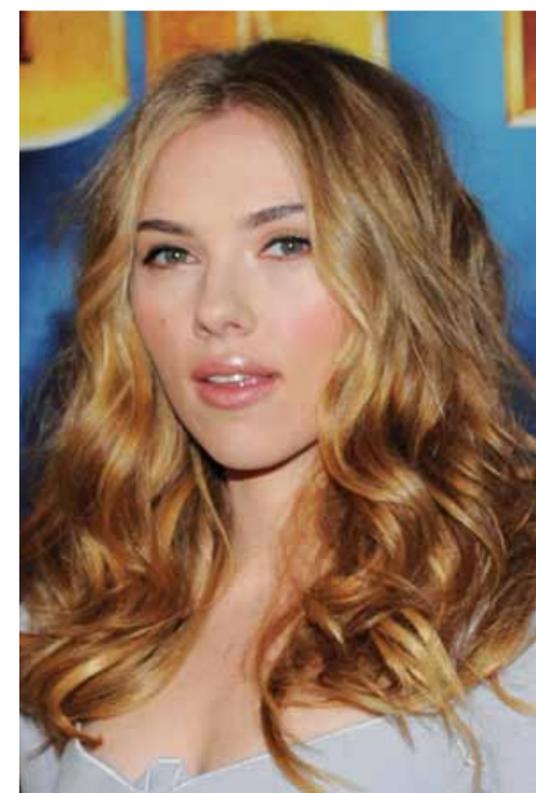
about five years ago, but in fact I've trained since my childhood on a regular basis. My first album was entirely dedicated to Tom Waits, my favourite singer. I sang his songs, with different arrangements of course, and I enjoyed doing that. It was as if I was a little girl and a dream had come true. Then, I sang other types of songs, on my subsequent albums.

**F. A:** Which do you enjoy more, acting or singing?

**S. J:** Both. I am mainly an actress, of course, but I love both my activities, in the same way and would not give up any of them.

**F. A:** You attend fashion shows. Have you ever considered being a model?

**S. J:** But, I am a model I mean, that sometimes I get an offer from a designer to wear one of the dresses from his collection on the catwalk or for a photo session. But that happens because I am famous otherwise. It would have been difficult for me to work as a model, if nobody knew me, simply because I am too short for it. They are all huge girls, as you know, and I am sort of tiny compared to them.



# Effective Weight Loss

*It's very real and within your reach!*

With various weight loss products and programs that exist today, weight loss seems to be an extremely complex aim to accomplish. Fortunately, with the right perspective and understanding, it is not as complicated as it seems. The problem lies in, not understanding the basic principles of a healthy lifestyle and this is what makes weight loss, elusive. If you want to achieve effective weight loss, you should be careful about what you eat, and how active you are, and identify what needs to be changed and included in your lifestyle.

Here are some simple guide lines to help you achieve your weight loss goals.



## ***Eat at least 5 servings of fruits and vegetables per day***

Fruits and vegetables are packed with beneficial fibers, vitamins and antioxidants. They fill up your stomach fast so you feel full earlier. They are also low in calories and help to keep your calorie count low. Remember the principles of a balanced diet is to include fruits and vegetables (at least 5 portions a day), non-processed foods with more fiber, lean meats and dairy products (low in fat) in your diet. Re-fuelling, when you are hungry is a good idea, but make sure that you snack on the right things.





**Watch for portion size**

It is important to get your meal portions correct, so try to eat more fruit, vegetables and less of the protein, dairy products and fatty and sugary foods. A daily portion of 2,000 calories, can be spread into 3 or 5-6 meals. Division into 5-6 smaller meals each day (e.g. breakfast, snack, lunch, afternoon, evening) means there are small (not big) changes to the levels of sugar in our body, especially of insulin, which is important for our metabolism and good 'fat combustion'.

**Go for fresh**

Purchase fresh foods and avoid highly processed foods. Processed foods are the real culprit of weight gain, not meat or carbs. Processed and fast foods are often higher in sodium and fat content. You will be amazed that by simply packing a home-cooked lunch to work instead of eating out or consuming processed foods, you can easily lose weight.



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## Understand food labels

A product labeled as fat-free does not mean that it is low in calories. Similarly, a product labeled as low-sugar or low-carb does not mean it is low in fat or calories. Many manufacturers lower the amount of fat in dessert foods and increase the amount of sugar to compensate. Make sure you read the labels on food stuffs so you know exactly what you are eating.

## Nutrition Facts

Serving Size 3 oz. (85g)

Amount Per Serving	As Served	% Daily Value
<b>Calories 38</b>	<b>Calories from Fat 0</b>	
<b>Total Fat 0g</b>		0%
<b>Saturated Fat 0g</b>		0%
<b>Cholesterol 0g</b>		0%
<b>Sodium 0g</b>		2%
<b>Total Carbohydrate 0g</b>		3%
<b>Dietary Fiber 0g</b>		8%
<b>Sugars 0g</b>		
<b>Protein 0g</b>		
<b>Vitamin A 270%</b>	<b>Vitamin C 10%</b>	
<b>Calcium 2%</b>	<b>Iron 0%</b>	

Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	30g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

## Watch for the sugary drinks

Juices, sodas, cream & sugar in your coffee or tea, all add up to your calorie intake. Opt for drinking mostly water, instead. In addition to providing the necessary hydration to your body, water also helps you feel full. Not to drink water is one of the most common errors people make. Water is necessary for burning calories. If you let yourself be dehydrated your metabolism malfunctions, and that means slower weight loss. Research indicates that adults who drink 8 or more glasses of water per day burn more calories than those who drink less. So, try to drink a glass of water with every meal or snack. Also, drink green tea as a recent study shows that green tea poly phenols and specifically catechines increase basic metabolism, helping the 'combustion' of fat.



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## KEEP A FOOD JOURNAL



### *Exercise*

The best advice to enhance your weight loss efforts is physical exercise. Regular physical activity and exercise plays an important role in maintaining body weight. Most authorities recommend 30 - 60 minutes of physical activity a day to stay healthy. To become more active in your daily life does not necessarily mean sweating it out in the gym. You can also choose physical activities that you like and try to spend more time each week doing those activities. A good way to become more active is to reduce the time you are sitting. At home, limit the time sitting in front of television or the computer. At work, you can take regular breaks, and if you want to talk with a colleague you can walk to his office instead of sending an e-mail.



### *Keep a food journal*

Medical studies prove that the best way to lose weight and keep it off forever is to simply keep track of the food you eat. It is difficult to make changes to your diet when you are not paying close attention to what you are eating. Keeping a food journal helps you pinpoint your eating pattern and enables you to easily modify it. It will also keep you on track and focused on your goal.





### Get support

Surround yourself with people who support your efforts. Even our good friends can knowingly or unknowingly sabotage weight-loss attempts. Spend time with those people who will not pressurize you to make bad food choices. This is really important if you are to succeed at losing weight in the long-term.

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### Never Forget Breakfast

Not eating breakfast seems a simple way to reduce some calories, but the result may be insatiable hunger for the rest of the day. This can lead to an unplanned snack in the office, huge portions for lunch or binging and this as a result will increase the calories you consume. Remember, that a breakfast, rich in protein and fiber, can reduce hunger and help reduce unwanted craving, throughout the day. In fact, research shows that people who eat breakfast every morning are more likely to maintain a healthy normal weight.



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# Hair Care

*Get lustrous locks that will turn heads!*

Keeping your hair beautiful, healthy and shiny can become challenging with each season's unique character. From brittle and dry during the winter months to oily and damp in summers, hair must weather a variety of conditions throughout the year. These changing conditions

not only damage hair but also the character. However, with proper care, hair can stay healthy and attractive all year round. Check out the simple yet significant information on hair care to discover great secrets for gorgeous locks.



## Shampoo

Hair care regimen must begin with an appropriate technique for applying shampoo. Apply shampoo to the roots of your hair, massaging the scalp at the same time. Working your way downwards, let the remainder of the shampoo reach the ends of your hair and then rinse your hair. Apply conditioner, working it through your hair all the way to the ends, to repair any hair damage. During the harsh winter months, hair has a tendency to dry out as a result of the cold temperatures. Wash your hair with a shampoo ideal for brittle, dry and thin

hair. This type of shampoo makes dull winter hair, look and feel silkier and shinier. The summer months mean that hair has a tendency to be oily and straggly. Lemon tea tree products are ideal for those suffering from oily hair during the humid summer months. This type of shampoo contains sugar cleansers and coconut oil, utilizing organic oils in order to quickly go deep into the scalp to dissolve any oil build-up and eliminate the accumulation of excess oils within the hair.



## Hair serum

Shine serums have been specially formulated to give frizzy or unruly hair a sleek sheen. They are easily available and you can find some great options at your local drugstore, beauty supply store, or hair salon. These products moisturize your hair with a light concentration of oils or silicone. It's important not to use too much serum, because it can weigh the hair down.



*Use a leave-in conditioner*

Regular conditioners are great, but if you really want to pump up the shine, hair experts recommend adding a leave-in conditioner to your routine. These come in both spray-on and lotion forms. Spray for lighter hair and lotion for thicker hair, can be rubbed in near the tips to tame the flyaway hair.



*Invest in good styling products*

To add shine and volume or to improve your hair texture, invest in some premium hair styling products. Depending on the look and feel you want to give your hair, you can choose hair-spray, wax, gel, serum, mousse, paste or lotion. Organic, even all-natural hair products are healthier and gentler for your hair than commercial products because they don't have parabens, phthalates and alcohol which strip your hair of its natural oils.



*Hydrate your body*

Drinking plenty of water will ensure that your hair is properly moisturized from the inside out. About eight glasses a day is ideal. Keep a bottle by your side and sip from it often!

### *Avoid harsh chemicals*

Limit your hair's exposure to harsh chemicals, like the chlorine in pools, and lye-based hair-relaxing creams. Use heat-styling as infrequently as you can get away with, and avoid products that contain alcohol, which can dry out your hair and strip it of its lustre.



### *Wash with cool water*

Beware of hot water! It can dry out your hair and leave it dull and lifeless. Instead, after shampooing and conditioning, rinse with cool water. It closes the cuticles, and allows light to reflect off the hair, producing lots of shine.



### *Hair trimming*

Get your hair trimmed at least half an inch every month, to eliminate all split ends. Damaged hair will break instead of growing, so make sure all the hair ends are healthy.

### *Brushing*

Brush your hair with a natural bristle brush before you wash it. This distributes the oils and shakes out dry flakes from your scalp, while also taking out any knots.





### *Dry your hair gently*

The best way to dry your hair is to wrap it up in a small absorbent towel, and let it down when most of the water has soaked into the towel. If you must blow dry your hair, do so only when it is almost dry, and use a low setting, so there is minimal exposure to intense heat which damages, hair texture.

### *Styling*

Never style your hair in a manner that puts stress on the roots. This means avoid tight braids, coils or pulling your hair tightly back from your forehead. Use a scrunchie, if you are wearing your hair in a ponytail or braid.



### *Food For healthy hair*

Healthy, shiny hair indicates a healthy, strong body, which is the product of a balanced diet and lots of fresh water. Getting the right amount of vitamins and minerals, including B (especially B12) and C, along with iron which sends oxygen to the scalp, zinc which builds protein in the hair and copper which helps with pigmentation, are key minerals for great looking hair. Additionally, protein, whether you get it through meat, poultry, fish, cheese, beans or nuts, helps sustain healthy hair.



# Longines A brand with a passion

for Flat Races, Show Jumping & Endurance



**Longines involvement with the most famous flat racing events around the world.**

- The Prix de Diane Longines,
- The Dubai World Cup
- The Qatar Prix de l'Arc de Triomphe Royal Ascot
- The HH The Emir's Trophy presented by Longines,
- The Longines Singapore Gold Cup,
- The Melbourne Cup Carnival
- The Gran Premio Longines
- The Longines Handicap de las Américas
- The Premio Longines Lydia Tesio
- The Longines Grosser Preis von Baden and ...
- The famous Kentucky Derby.

This year, Longines is celebrating its 180th year in business. Based in the Swiss town of St. Imier since 1832, the famous Swiss watchmaker boasts a technical expertise born of tradition, elegance and performance. The famous winged hourglass logo that decorates its watches is the oldest registered trademark in the watch industry. With many years of experience as a timekeeper for world championships in sport or as a partner of international sports federations, Longines is a member of The Swatch Group Ltd. Longines' passion for equestrian sports dates back to 1878, when it produced a chronograph, engraved with a jockey standing beside his horse. In 1926 the brand was appointed official time

keeper for the Concours Hippique International Officiel de Geneve for the first time. Today, Longines' involvement in equestrian sports includes flat racing, show-jumping and endurance competition. The company has set up numerous partnerships as the official timekeeper and partner for prestigious events such as HH Sheikh Mohammed bin Rashid AL Maktoum Endurance Cup and most of CSIO and CHIO Nations Cup events, as well as the CSIO Barcelona, the Dubai Show Jumping Championship, the President's Cup presented by Longines and the Emirates Longines Show Jumping League, the Longines Equestrian Beijing Masters and some stages of the

Global Champions Tour. The year 2000 saw the launch of the Longines Press Award for Elegance, which is given each year to the season's most elegant and most successful male and female riders in show-jumping events.



## Mr. Walter von Känel ? President, LONGINES

A former Swiss Army Colonel with a passion for watch making, Walter von Känel joined Longines in 1969 as a Sales Executive and over the years stepped into a managerial role and was entrusted Longines' General Management in 1988. In 1991, Nicolas G. Hayek, Chairman of The Swatch Group Ltd., requested him to join the Group's management. There has been no turning around ever since for this keen fan of the Saint-Imier watch-making tradition. Today, he spearheads Longines worldwide as the President.



**F.A. LONGINES' passion for equestrian sport dates back to 1878, how did the whole association come about?**

Somewhere in mid 90s we decided to redefine our global strategy. We had a qualitative survey that covered not only the wholesalers and retailers but also the end users worldwide. The outcome of the study, besides defining the character of the brand as Original Swiss Watches, unveiled other key character elements like elegance, sophistication and style.

Based on the study, we decided to focus more on precision, consistency, continuity and focus. So, since 1994, we've adapted our product and marketing strategy. What does it mean? It means that we cut many sports we were sponsoring in terms of time keeping & data handling. We focused on fewer sports; the first one was equestrian and at that time mostly Jumping, then only Roland Garros, in Tennis. We've also had a long experience in Alpine Skiing activities and Gymnastics. We are in Gymnastics for almost 100 years, especially with FIG, in Men's rhythmic and artistic events. Being a happy member of the Swatch Group family, when Nayla arrived in the management position as Chairman of the Swatch Group's Board of Directors, from the very beginning she helped us, thanks to her very good relations with International Equestrian Federation (FEI), especially with HRH Princess Haya Bint Al Hussein, who is the President of FEI. She convinced us to increase our participation in Jumping and Racing events and you can see



that step by step we are getting a leading position in racing. At the beginning we only had the Royal Ascot and Melbourne Cup. Today, we are involved in twenty five additional competitions.

**F.A. LONGINES is also profoundly involved in the world of sports. What are the benefits of this association?**

It's Long history. In our region we don't have such beautiful horses like the Arabian Horses but where we live we have long experience in farm horses, the work horse. Today, within the Swatch Group we are far ahead in our role in equestrian sports. Our duty is to occupy and work very closely with all the major equestrian associations. It's a big commitment and we realize people are very nice and we enjoy that association very much. The media support and coverage of these events are quite extensive. This in turn enhances our presence in Newspapers, Magazines and Television Channels.

**3. We know your team here is actively**

**involved in Racing sponsorship at Meydan & the Endurance Races. Do you have plans to expand to polo?**

We are not into Polo. To us, at Longines, its Focus, Consistency and Continuity, ...so there is no room for any distraction.

**F.A. Your role as a sponsor of the Dubai World Cup? How does this contribute to LONGINES plans in the region and the worldwide marketing efforts?**

If we decided to be part of it we are convinced it has to bring something back. Today, we have to accept that in this region UAE and Saudi Arabia are probably our best markets. Being close to the local equestrian partners, who are in this country or region, close to His Highness Sheikh Mohammed bin Rashid Al Maktoum, is probably one of the best investments. And if we look at the return on investment, during and after the competition with extensive television and newspaper coverage, it is definitely a lucrative investment in this part of the world. I

We will continue to focus on Equestrian sports in the region and we will reinforce these activities from three angles – Jumping, from where we started, then Racing and now we are committed to Endurance. So, it's a global package.

**5. How would you rate the performance of your brand in the Middle East with particularly UAE in the focus?**

Let's start worldwide. Very few people realize that we are among the top 4 brands in the world with an annual turnover above one billion Swiss Francs. So this brings us, the great family of Swiss watch industry, in 4th position and being in the Number 4 position, it means that you have nearly 396 other brands, which are making a big noise and having a small turnover. We are there – everywhere! But the bulk of the business is definitely UAE and Saudi Arabia. In the UAE, the group has partnership with Rivoli. We enjoy very good business because of our global world situation. I am in favor of Dubai, Abu Dhabi and Sharjah because this country has been well organized. It is a safe place with good hotels and facilities, fantastic shopping malls, good prices and efficient sales people. Finally, thanks to the very good cooperation with Rivoli and its fantastic sales network that helped us perform exceptionally well, in the region.

**6. Which market remains the strongest for LONGINES and why?**

Of course China, we are in China since 1867. And today we cannot talk about China alone. We have to accept one thing; China is China Mainland, Hong Kong, Macau, and Taiwan. Then you probably have one million tourists travelling all over the world – Dubai, Switzerland, Austria, England, France, and USA. But then there's one thing most people forget - the emigrant workers. How many Chinese are



working in Saudi, or here in UAE in the construction sector? In fact, we were discussing with our partners from Libya who said there were 40,000 Chinese workers in Libya. The Chinese government took them back in two weeks when the trouble started. Slowly they went back and when they left they took with them gifts for their families and friends. And watch is a good gift. So, today there's a domestic market, tourist market and the workers market, you have to think globally.

**7. LONGINES watches are described as a 'combination of precision & elegance'. How has the brand reconciled the two concepts into a successful model?**

In these modern times the watch business is part of the luxury business and a watch is not only giving time. I think giving time is a secondary function. Today watches are branded consumer goods and that's why we spend a lot on the brand. The main



result is to give status, more than time. It's part of a lifestyle. It's status. This is very important in this business. We are a luxury business and we stay in our price segment. My duty is to be No. 1 in my segment. We took some basic decisions. "We stay in this league. We focus on elegance. We have simple classical models with an excellent ratio of price-performance." And we have spent half of the life in the territory talking to our partners. Small or big, we listen to them and we give the market what it wants. In China, we cancelled 42 millimeter watches. It's unsellable. You have to give the market what it needs. You have to respect the market.

**8. Are there any plans to expand your portfolio to include other lifestyle accessories like jewelry?**

No. We are in the watch business and would like to stay focused.

**9. LONGINES list of distinguished Brand Ambassadors is long. Do you hope to induct celebrities from the Middle East in your Brand Ambassador lineup in the near future?**

It's open. We are waiting for a proposal from Patrick Aoun, the Regional Brand Manager. The personality has to match our Elegance concept and our sports image.

**10. What is LONGINES' market strategy for the UAE?**

Keep going on. Stay focused. It's consistency, continuity and focus. Reinforce our cooperation with our partners. We have good partners. They have been with us for so many years. We respect our partners. At the end of the day we've been with people who have improved our situation.



## Fall Fashion Trends

*For the fashion-conscious diva!*

It is surprising how fast fashion can change. Just a few years ago we were in love with the charm of peaked shoulders and today, the military cut with its straight shoulders is gaining popularity with fashionistas, who used to love feminine and delicate designs.

Here are some of the latest fall/winter 2012/ 2013 fashion trends for the fashion-conscious diva. All these trends will grab your interest, giving you room to experiment in the most daring manner, whether you want to stand out, or desire to look stylish.



### *Military look*

This season the military trend is quite strong. Every designer from Victoria Beckham to Salvatore Ferragamo has demonstrated this influence in their designs. Inspired by the military, the designs look just like military apparel but in softer fabrics. All of them are quite simple and comfy with high-neck pointed collars, pencil shaped dresses with or without military-style button detailing, which have been adapted to compliment the feminine form.



# f | Style Roundup |

## Edgy leather

Leather garments; pants, skirts or jackets are always in vogue. As the cooler winter months approach the fashion runways abound with trendy and chic leather apparel. For the Fall/ Winter 2012/ 2013 designers have focused on leather coats and skirts, aiming for a sexier and stylish look with asymmetrical cuts, embroidered or stone studded skirt hems. Unlike an in-today/ out-tomorrow thing, you can't go wrong with investing in a sexy and stylish leather jacket, which is quite versatile and practical. Choose a knee length coat or a short jacket from the different types of leather in different colors and create amazing looks to suit your personal style. A large leather bag is never out of fashion, and will be your faithful friend for years. However, it doesn't have to be boring... there are logoed styles, patent leather designs, with exotic skins, quilted, adorned with bold hardware, in bright colors and much more.



## Fluffy fur

Fluffy fur is at the peak of its popularity. Just like leather, fur is also a season's staple. Fur coats, hats, jackets, bags and every other item you might need can be made of fur or with just a touch of fur. The choices are unlimited. However, it's the coats which grab one's interest, whether canary yellow or berry brown, fur coats look luxurious and glamorous yet they are warm and practical. Along with styles made of whole skins, lightweight knitted fur coats are also in fashion.



# f | Style Roundup |

## Slim-fit trousers

Slim-fit trousers are not a new design and many of us own a pair or two of them already. However, designers believe we can wear them more often during the Fall/ Winter 2012/ 2013 fashion season. Sport them with loafers or flat shoes for a comfortable look or with sexy pumps to create a glamorous outfit.



## Oversize

While you still might be following the rule of perfect fitting, you can forget about it during the Fall/ Winter 2012/ 2013 season, because one of the big trends you can find in many latest runway collections is the oversize fashion. Oversized coats, billowing trousers, loose tops and extra-wide jackets, all are going to be among the must-haves of your wardrobe.



## Cozy knits

Knitted sweaters, dresses and cardigans are perfect for fall and winter. They keep us warm and look stylish. And now, with knits as a trend, there are plenty of knitted items available, in all possible colors and styles. Block color knitted sweaters, skirts and dresses are quite versatile as well as being comfortable. Classic shapes in well-defined lines combined with leather, fur or a metallic color finish will keep you looking trendy and smart all winter long.

## Oriental fashion

Oriental fashion with its extensive use of luxurious fabrics and huge attention to detail has always drawn the attention of the west. With unusual colors, vibrant prints and immaculate tailoring, the oriental theme is a huge trend of the fall winter season. One can also see oriental motif weaving their way into the 2012 Fall/Winter fashion collection.



# Fashion Must Haves

*From the perfumes, shoes to eyeglasses, here are some fashion trends and accessories that you may want to consider purchasing...*



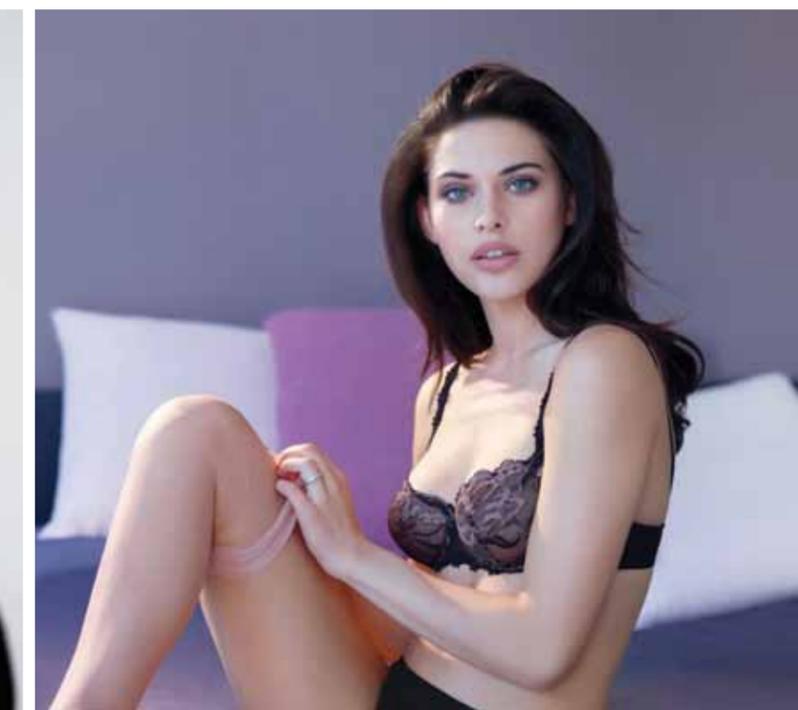
## **Clarins Ombre Minerale Autumn Make-Up Collection 2012**

Clarins has launched a new range of products in their Ombre Minerale collection for the autumn season. The range is all about beautiful luminous radiant skin with sparkling results, a hint of mischief, lots of tenderness and a bit of fun, it's up to you to decide on the look you wish to achieve!



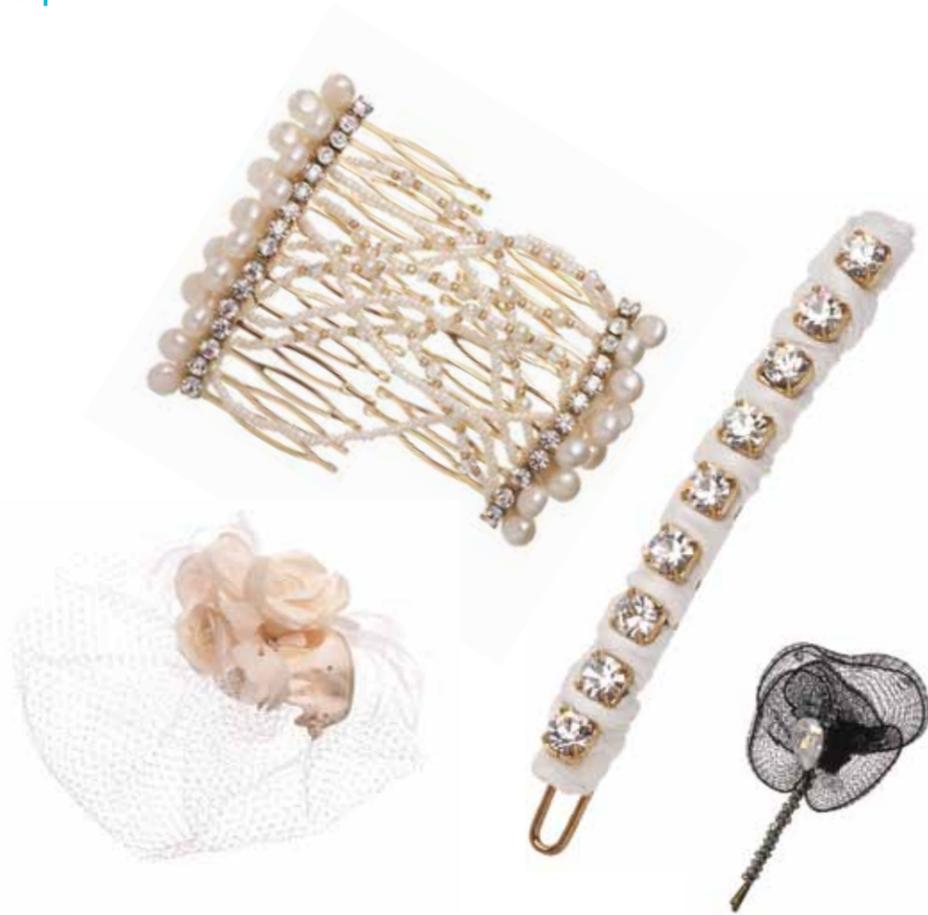
## **Simone Perele Haute Couture Lingerie collection**

Simone Perele , Amour & Revelation Line lingerie collection is a gem: adorned with embroidered tulle, guipure, bows, rich colors and a play of veiled fabrics. Every style is designed to be sublimely beautiful, while ensuring a flawless fit and maximum support for full busted women.



**Evita Peroni -  
Swarovski Elements  
Collection**

Women's fashion and accessories brand Evita Peroni's new line of exclusive hair accessories is adorned with Swarovski Elements. Swarovski is known around the world as the premium brand for the finest Austrian crystal elements. The stunning light-filled crystals of breath-taking range and brilliance bring exquisite, on-trend elements to Evita Peroni's feminine floral bands and delicate bobby pins and clips. The Evita Peroni's Swarovski Elements collection is available at retail outlets across the UAE.



**Vince Camuto  
Fall 2012**

Vince Camuto fall 2012 brings three distinct, yet complimentary footwear designs; Rough & Refined, Ladylike Sophistication & Artisan for the modern woman. Built upon the principles of quality, innovation and accessibility, Vince Camuto continues to deliver trend-driven modern styles with detailing that is classic but with an edge.

**Sacoor Brothers AW12  
Ladies Dresses**

Celebrate the arrival of cooler weather with colors and fabric to match. Step out in style with these elegantly tailored dresses from Sacoor Brothers, perfect for any formal occasion, day or a night.



**The Unique Amorino**

Amorino when translated from Italian into English means the beloved, the dearest, the sweet heart. The uniqueness of Amorino fragrance transcends the eternal spark of passion, extraordinary expression of love and the ethereal beauty of unity. Drawing inspiration from the exquisite fragrances that exist in nature, Amorino comes from the heart expressing the deepest emotions within men and women. To the discerning audiences of UAE, this premium perfume is available at Paris Gallery.

**Kurt Geiger Shoes & Accessories**

Kurt Geiger steps into a graphic urban landscape with an optimistic look into the future where all is Pretty in Punk. This season punk trends fuse classic traditions and a masculine accent for a new gritty glamour. More than ever each label defines their sub-cultures and the collection goes from extremes of prettiness to punk and all of the unexpected clashes in between.



**Aigner - New Heritage Collection**

Aigner's New Heritage line merges tradition with innovation, old craftsmanship meets modern zeitgeist. The name Aigner is considered to be a synonym for leather. The unmistakable design of the luxury bags is emphasized by the mixing of four exquisite materials: Tuscan vachetta leather is united with a triple mix consisting of exotic, embossed snake, stingray and lizard skin. Every bag is dyed by hand and endowed with a sophisticated appellation, making them absolutely unique.



# Age Defying Celebrities

*Aging rules don't apply in Hollywood, while many stars turn to plastic surgery for a little help, the lucky ones manage just fine by letting nature take its course.*

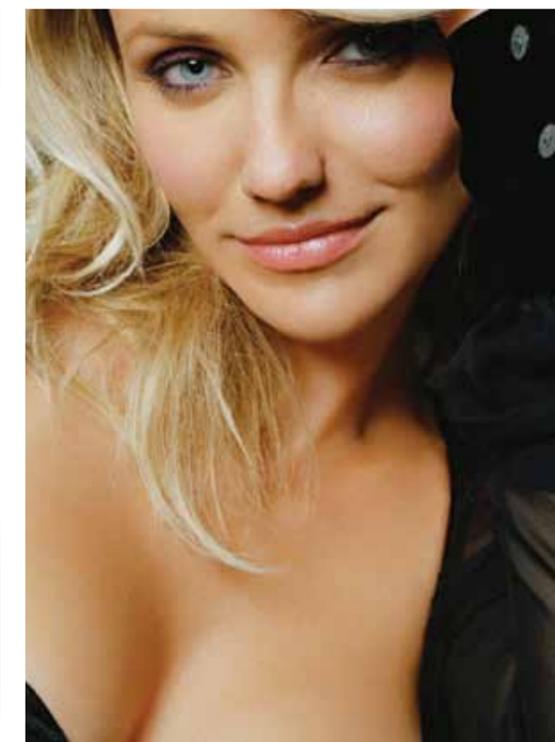
In the era of plastic surgery, the definition of "aging well" may be more personal than ever. However, there are those celebrities who just seem to never get old. One of the unique qualities of these age-

defying celebrities is that, not only they don't look old, but they always manage to look the same; glowing and sexy. Check out our list of age-defying celebs who look years younger than they actually are.



## Cameron Diaz

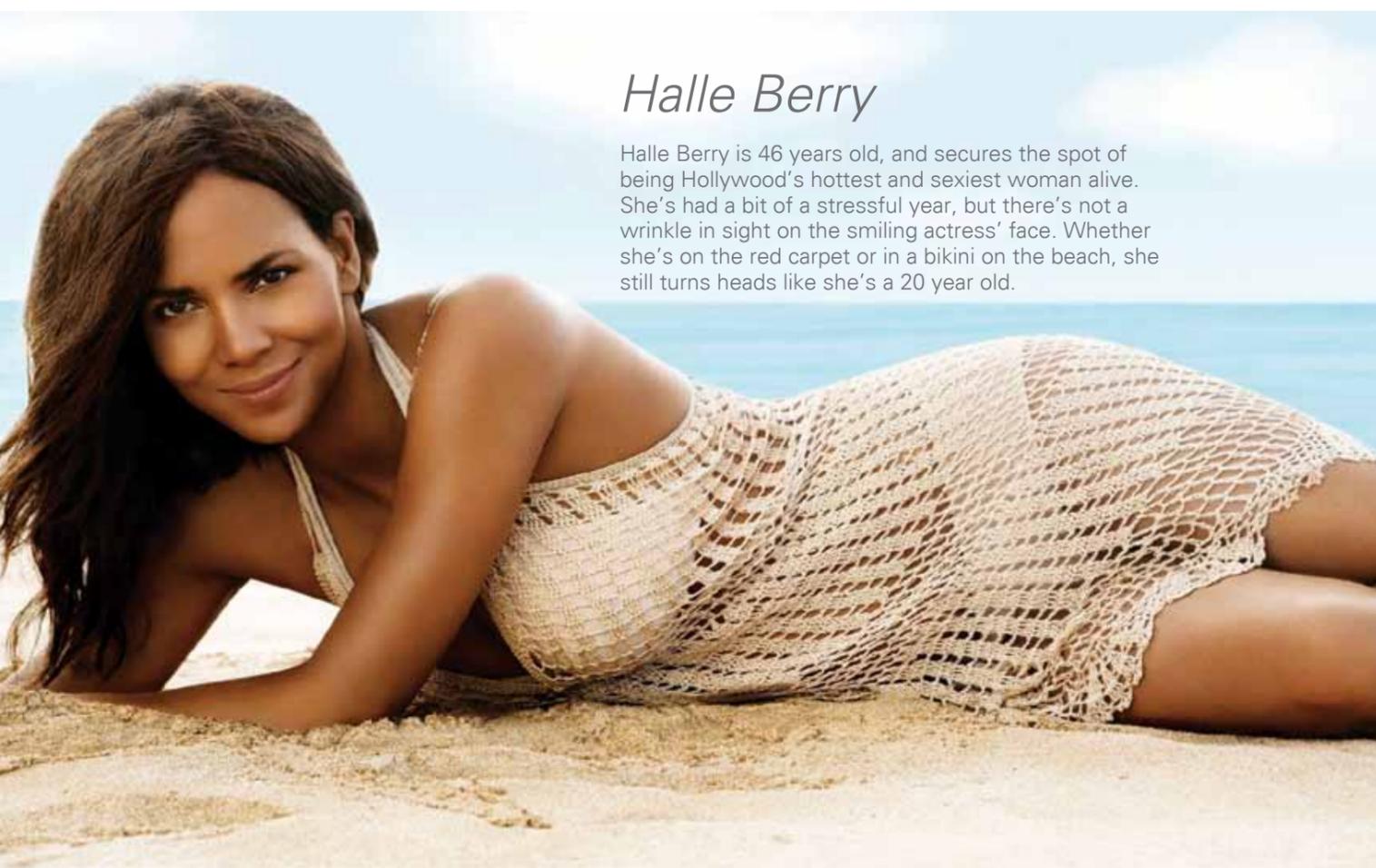
Just two years shy of 40, Diaz still has a fresh, chic look about her. Cameron may be getting old by numbers, but her career is still at its peak as well as her looks and absolutely sculpted youthful body. The actress is also following in the footsteps of her friend Gwyneth Paltrow in recasting herself as a lifestyle guru. Cameron has secured a deal with Harper Collins to write a health and well-being guide that will include her diet and fitness tips.





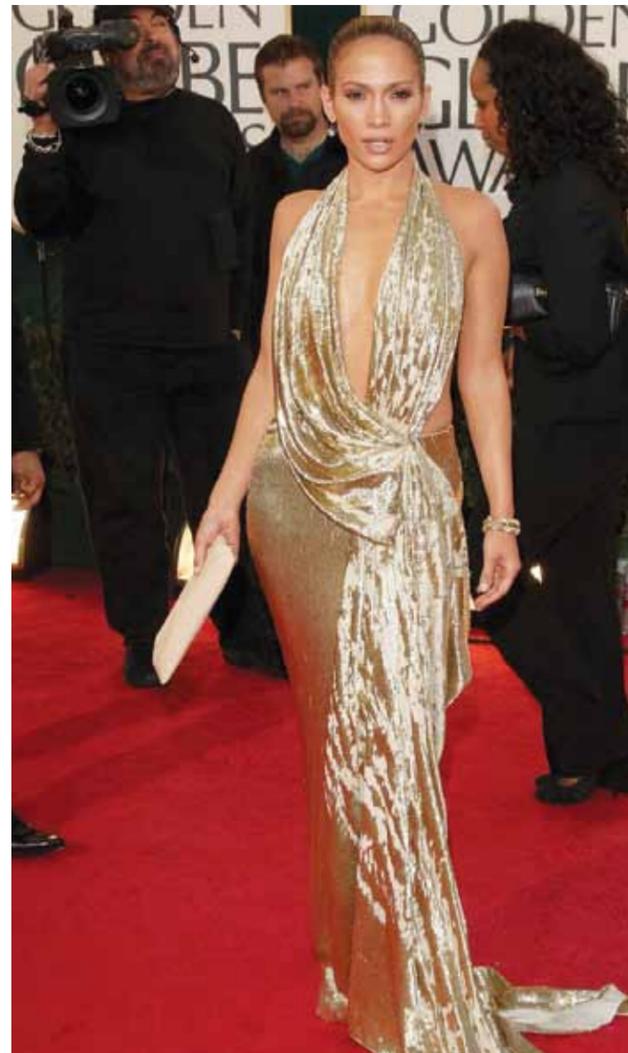
## Jennifer Lopez

The star may be getting older, but she always manages to look sexier than before. *Ex-American Idol* Judge, Jennifer Lopez has been around so long that she had to introduce herself to "a new generation of party people" in her hit, "On the Floor." Those who don't actually know her "Jenny from the Block" days would be shocked to learn that the mother of two, is actually 43 years old.



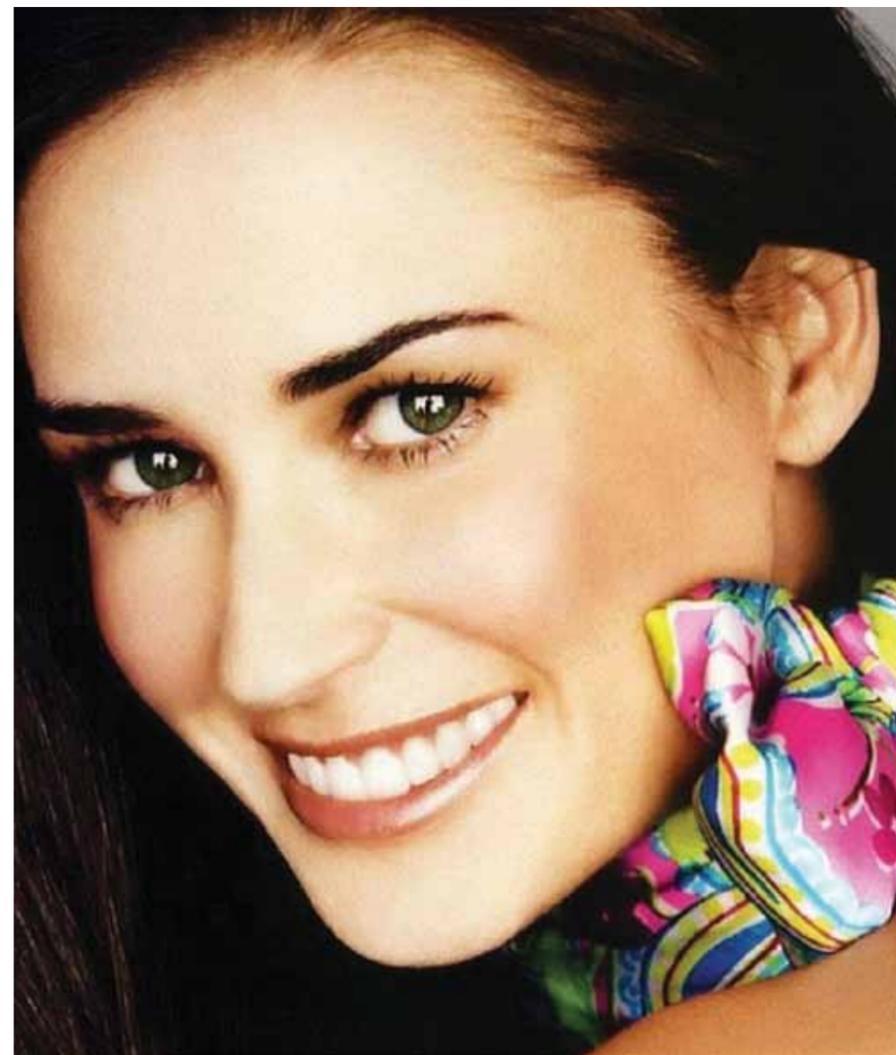
## Halle Berry

Halle Berry is 46 years old, and secures the spot of being Hollywood's hottest and sexiest woman alive. She's had a bit of a stressful year, but there's not a wrinkle in sight on the smiling actress' face. Whether she's on the red carpet or in a bikini on the beach, she still turns heads like she's a 20 year old.



## Demi Moore

Demi Moore is one of the prettiest ladies in Hollywood, even though she's changed her looks quite a bit over the years. With an amazing body, beautiful skin and gorgeous hair, Demi Moore is admired by many, precisely because she's not a hot young thing, but a mature, beautiful woman; a real woman, who, at almost 50, is hotter than she's ever been. The actress once said in an interview: "I think that laughter and smiling are one of the best antidotes to aging that you could possibly have."



## Kate Winslet

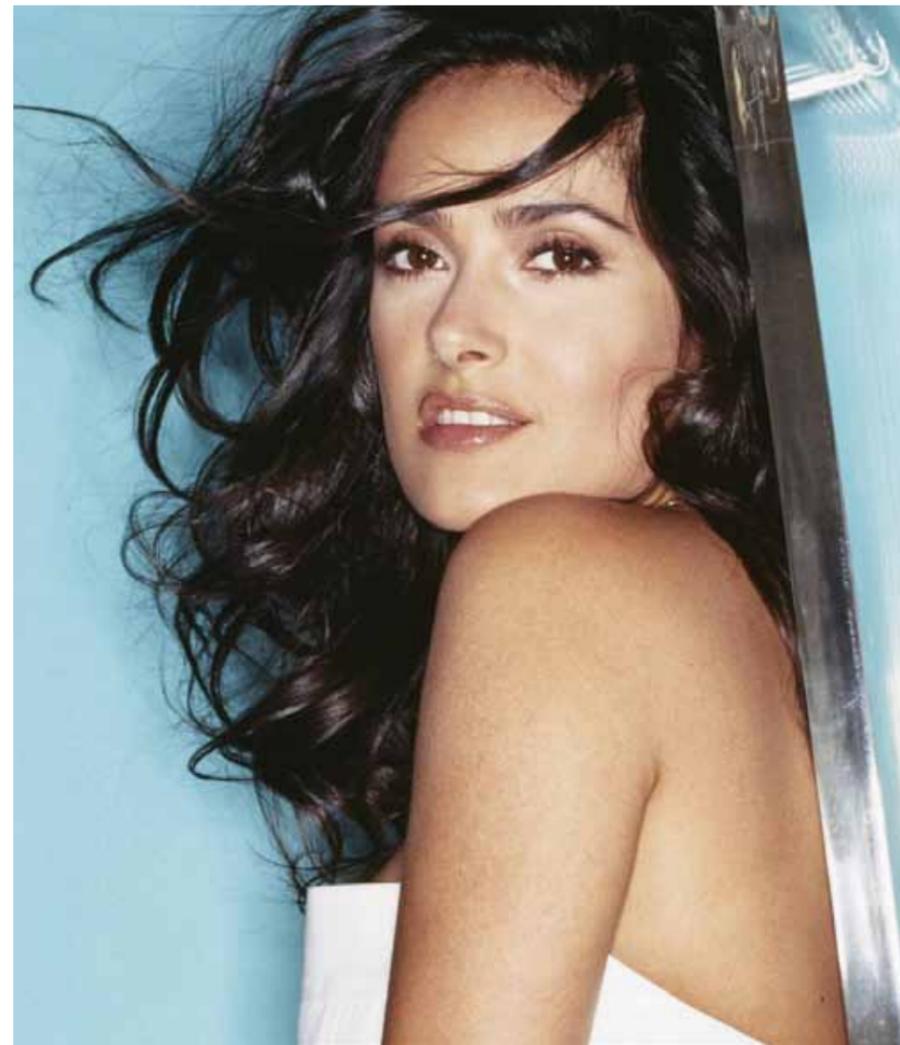
The British actress is a natural beauty at 36 and she plans on staying natural. Kate Winslet also formed the British Anti-Cosmetic Surgery League and says she'll never give in and go under the knife. After shooting to super stardom following her blockbuster appearance in Titanic, alongside Leonardo Di Caprio, Kate Winslet came under a lot of pressure to lose weight and mould into the Hollywood stereotype. Today, she still retains her curvaceous figure and her strong stance against plastic surgery, and always looks as pretty as ever.





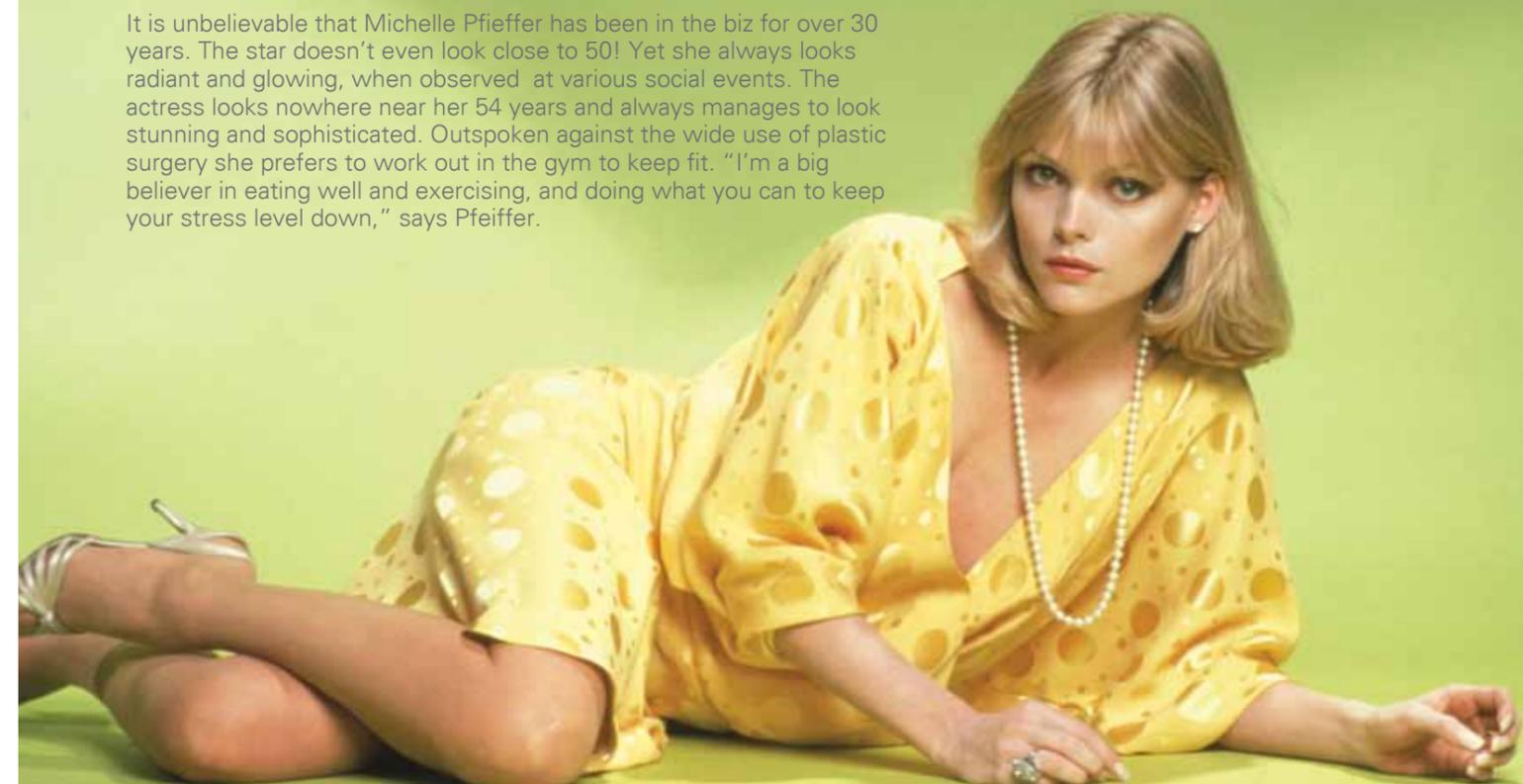
## Salma Hayek

Life is good for Salma Hayek. She's married to a billionaire, has an adorable daughter, and still looks smoking hot after decades in showbiz. The 46 year old gorgeous star claims that she's not a fan of cosmetic surgery and has never been under the knife.



## Michelle Pfeiffer

It is unbelievable that Michelle Pfeiffer has been in the biz for over 30 years. The star doesn't even look close to 50! Yet she always looks radiant and glowing, when observed at various social events. The actress looks nowhere near her 54 years and always manages to look stunning and sophisticated. Outspoken against the wide use of plastic surgery she prefers to work out in the gym to keep fit. "I'm a big believer in eating well and exercising, and doing what you can to keep your stress level down," says Pfeiffer.



## Julianne Moore

Julianne Moore is one of the most beautiful and multi-talented stars in Hollywood. Moore is not just an actress, but also an acclaimed author of children's books. Her first book, *Freckle Face Strawberry* is inspired by her personal experience when she was bullied during her younger years for her auburn hair and freckled complexion. Now even at the age of 51, she looks attractive, gorgeous and beautiful. She's happy and content with her appearance and doesn't like artificial age defying treatments such as Botox.



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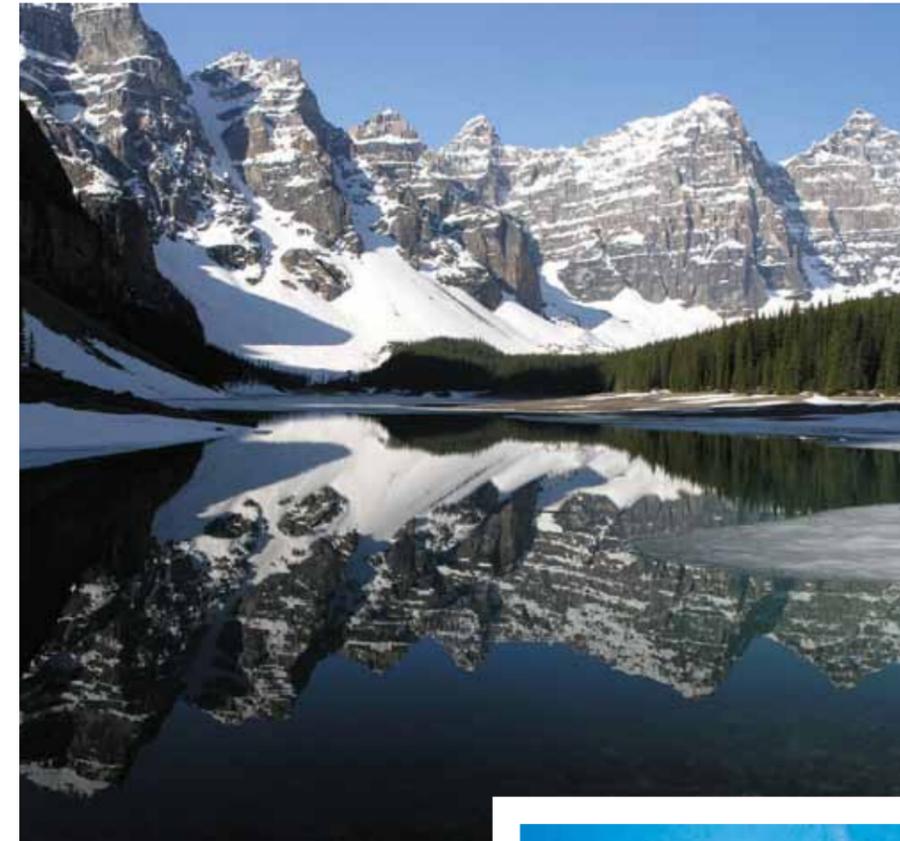
## Top Winter Destinations

*Typically, summer is that time of the year when everyone is busy planning a vacation. But why not choose something different and go for a vacation in winter instead.*



There are many destinations all over the world that make for some of the most unusual getaways during the winter season; it shouldn't be hard for you to find the best spot. However, if there are

too many choices, and it is becoming incredibly difficult for you to choose a destination, then here are a few hot favorites that you need to consider.



### Alaska, United States

Out of all the states in the US, Alaska is the state that has the most beautiful natural scenery featuring snow. The temperature is about 20°F, and you can enjoy about 6 to 13 hours of daylight. From going dog sledding to gazing at the beautiful Northern Lights, Alaska has something to offer everybody. If you are planning to take your kids along, Alaska makes for the perfect family winter vacation destination for you. Even though it is notorious because of its incredibly cold climate, you will find Alaska has a lot of entertainment options and activities like snowmobile safaris, snowboarding and skiing down the slopes, that are likely to keep you and your family delighted and amused throughout your stay. Apart from adventurous activities, you can visit the museums, cultural centers, and have fun shopping.

### Jukkasjärvi, Sweden

If you are looking for serenity and wish to see something out of this world, then visit the tiny riverside village of Jukkasjärvi, in Sweden. The village of Jukkasjärvi is just 15 km from Kiruna Airport and 17 km from Kiruna train station. This small riverside village of Jukkasjärvi is famous for its Ice Hotel. Created from scratch each year out of hundreds of thousands of tons of ice and snow from the river Torn; the hotel is a real sight! Major attractions of the hotel include its ICEbar, ICEchurch, and ICEsculptures along with themed bedrooms. Every year there is a new theme given to the hotel's architecture. For 2013 the plan is to incorporate colors of the Northern Lights in the hotel's architecture and décor.



## Swiss Alps, Switzerland

Switzerland is a small country in central Europe and shares borders with Germany, France, Italy, and Austria. The cool, crisp air of Switzerland has long been famed for its rejuvenating powers. It is also famous for its beauty and its Alpen slopes. The best destinations in the Swiss Alps are Valais, Graubunden and Bernese Oberland, with a very large range of skiing destinations and villages to explore. One of the biggest party destinations, the Swiss Alps are livened up by snowboarding and skiing during the day and jazzed up by drinking, eating and social festivities at night with some of the most hospitable people in the world.

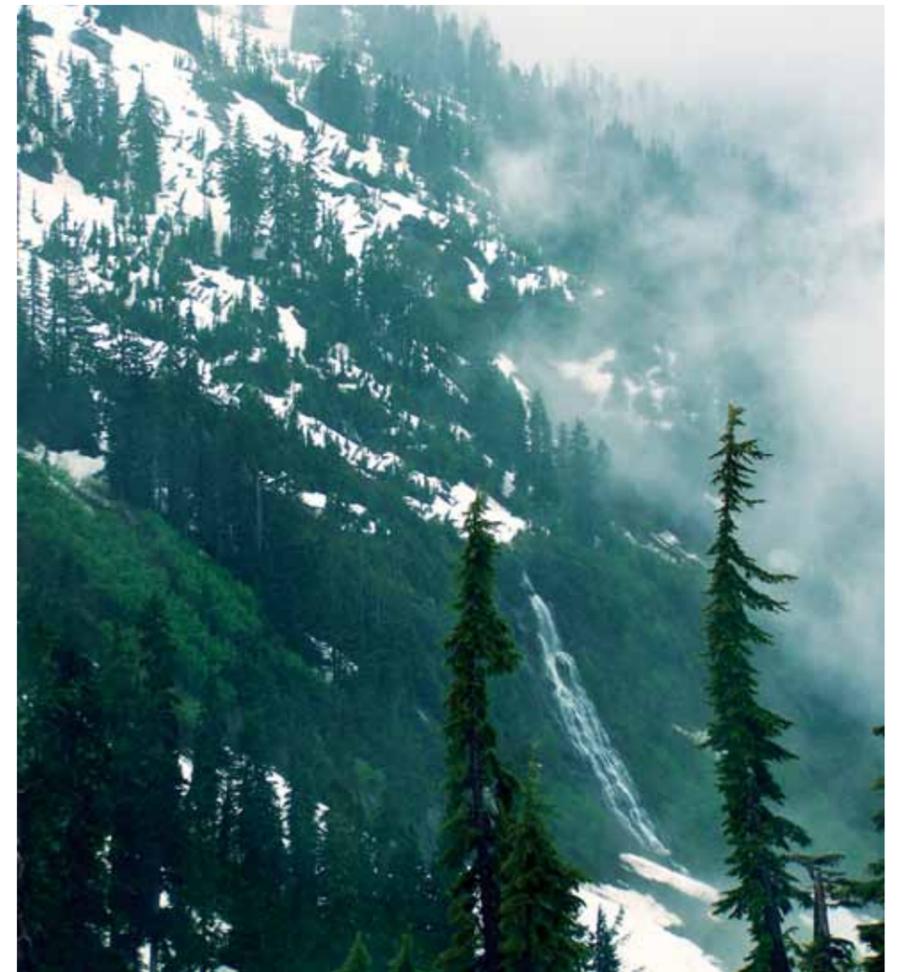


## Niseko, Japan

The tiny little village of Niseko, only a few hours' drive from Sapporo, is a place with beautiful white powder snow. Voted as world's top 10 ski resorts, Niseko is composed of six ski areas, with covered chairlifts, making them safe, even in tough weather conditions. It was also named the world's #2 snowiest resort in December 2007 with annual average snow fall of 595 inches. The Japanese snow culture is amazing, so once you've finished boarding for the day, you can have a drink inside a bar cut into an Igloo, or enjoy the local Japanese cuisine. Winter attractions at Niseko include skiing, snowboarding, snowmobiling, horse riding, snow rafting, snow tubing and snow toeing along with the most sought after hot baths known as Onsens.

## Whistler, British Columbia, Canada

It's easy to see why Whistler was chosen to host the 2010 Winter Olympics and Paralympics. During winter, Whistler is a skier's paradise, with 8,000 skiable acres spread across two mountains, more than 200 trails, 17 alpine bowls, and four wide-open glaciers. Winter is peak season at Whistler with an average of 33 feet of snow each year. Consistently voted, best ski resort in North America, the fun doesn't stop with skiing in Whistler. Your family can try every imaginable snow sport, from dog sledding to snowshoeing. Even if you don't plan to go skiing or snowboarding you'll find plenty of fun activities, even for the youngest children.



# f Home décor



## De-Clutter Your Home

Organized and clutter free forever!

How does clutter grow to become a home's decorating theme? Some people have trouble making decisions about when to get rid of something, fearing they'll need it later. Others surround themselves with backup goods and gadgets in case the first one fails or gets lost. Likewise, some people hang on to every token or souvenir with the slightest sentimental value. Over time

our homes, have a tendency to accumulate and collect all kinds of treasures, gems and keepsakes. Whatever the cause, creating a clutter free environment is important for a stress-free and peaceful life. For clutter busting and for maintaining an orderly state of affairs, read our ideas and tips.

### start slow...

Start slow and take the time needed to follow through, you will find that de-cluttering is not as hard as you thought it would be. De-cluttering and organizing gives a sense of control and achievement. If you can control this part of your life, it will also help you to take control of the other big things in life.



### go through all...

Go through it all, your cupboards and closets (one at a time of course) and you will be amazed at what you find that can be thrown out. The saying goes 'if you haven't worn it in a year, get rid of it'. So, get rid of clothes that you haven't worn in years. Go through knickknacks, papers, magazines, or anything piling up in those bookcases, throw away stuff that you're no longer interested in.



### throw out the old...

When you buy something new, practice the "in-out rule:" For every one new item, get rid of an old one. Aim at replacing clutter causing habits with home-organizing skills. Develop a plan for reorganizing and stick to it. Remember that taste, fashion and technology change, so when sorting through your stuff, keep what makes sense, donate the rest to charity or give away to friends or sell it online.



### organize...

There are so many great products these days that hold everything. You can get some plastic boxes and neatly store all your items that are not on display or not used daily. You can use small boxes in your pantry or cupboards to organize CDs, letters, papers, etc.

### be ruthless...

Be ruthless when deciding what to keep and what to discard. It's the only way to succeed when de-cluttering. Look at everything with fresh eyes, and let go of things that don't make sense because they no longer fit in with your current lifestyle.



## one room at a time...

Tackle clutter one room at a time. Start in one room, set a timer for 30 minutes and work as hard as you can to de-clutter that one room. To remain fresh and not become overwhelmed by the task continue to work in 30-minute time slots. Most rooms may only need a concentrated 30 minutes of effort to de-clutter them. Take a break and then continue or spread the effort out over several days. Remain in one room until it is complete before moving on to the next.



## determine & designate...

Take action straight away on letting go of stuff. Designate three boxes for your stuff before you start the de-cluttering process. One box for the stuff you want to keep and put away; another box for donating stuff and the last is for things that need to be thrown away. Determine which box your things belong in while you work.



# Celebrity Chefs

*The secret behind the rise in food-related entertainment are the celebrity chefs who add spice of their personality and character to the dinner table!*



In a short span of time, food entertainment has risen dramatically and so has the artistry, creativity as well as the status of the chefs worldwide. With hit TV shows, Michelin stars, decadent restaurants, cook books, and the

razzle-dazzle; these chefs strive to bring a dash of intrigue and the fine art of cuisine to the dining table. We've compiled a list of some of the most well-known and influential celebrity chefs of our times.

## Alain Ducasse

One of the top-most chefs in the world, Alain Ducasse could easily be characterized as a mogul in the restaurant industry. With decades in the business, several restaurants under his belt, and an eponymous restaurant group with its hand in everything from actual restaurant operations to consultancy to cooking schools and beyond, Ducasse is a certifiable culinary force. In 2010, Ducasse scored yet another constellation of triplets, with three Michelin stars going to his restaurants in Paris, Monaco, and London. Moreover, his reach isn't just global. By way of his French cooking school and its partnership with the European Space Agency, Ducasse is actually preparing and sending food into space.



## Gordon Ramsay

Gordon Ramsay is a British chef, who currently ranks 3rd in terms of Michelin Stars behind Joël Robuchon and Alain Ducasse. Born in Scotland and raised in England, Ramsay boasts multiple successful eateries around the world, including the aptly-named Gordon Ramsay, Petrus and Boxwood Café. Clearly not content to simply demonstrate his mad cooking skills for an audience, Ramsay has served as the illustrious host of the U.K.'s "Kitchen Nightmares" and the popular show "Hell's Kitchen." Currently, he's hard at work hosting and serving as executive producer of the popular TV show, "Master Chef."





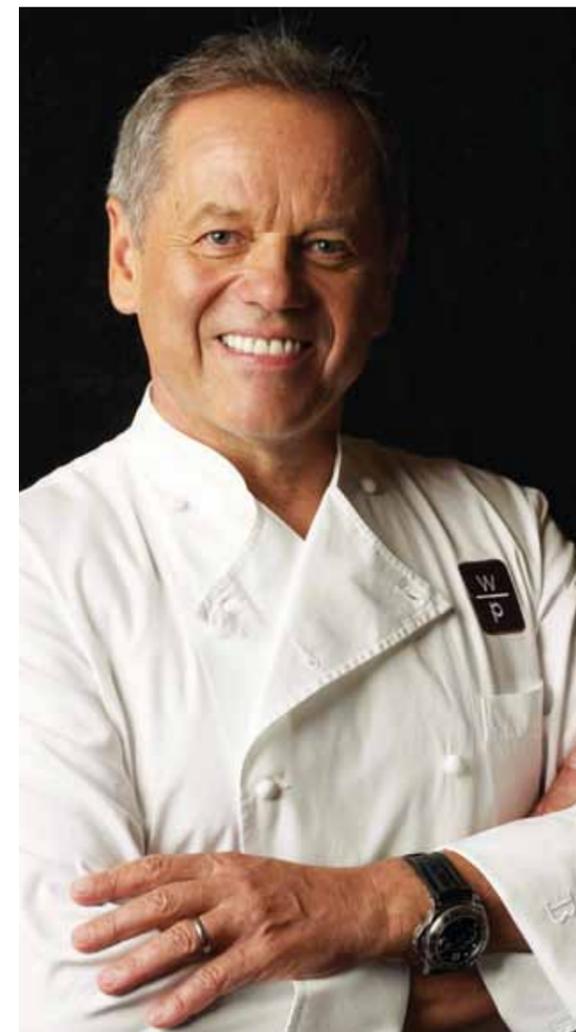
## Nigella Lawson

British cook Nigella Lawson has appeared on the Style Network, Cooking Channel and E! Not just a television personality, she has authored eight cooking-centered books, selling more than 6 million copies worldwide. Lawson's success is even more amazing considering the fact that she never attended culinary school. In fact, she graduated from Oxford University in 1979 with a degree in Medieval and Modern Languages. Eventually, her career as a journalist led to a position as food editor at British Vogue magazine, which launched her career as a publicly acclaimed author and cook.



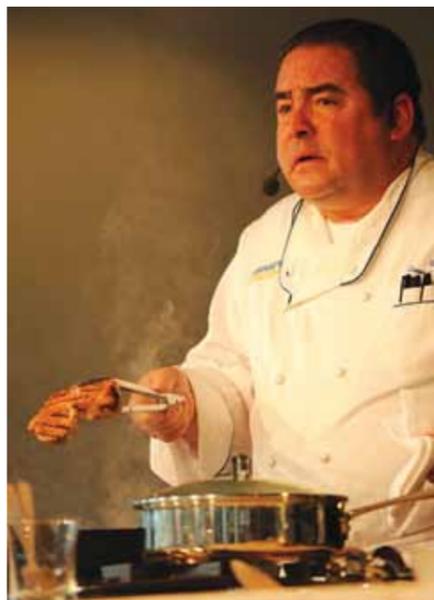
## Wolfgang Puck

Passionate and renowned celebrity chef Wolfgang Puck has an empire worth \$500 million, which consists of numerous restaurants and cookbooks, a line of cookware and packaged goods, as well as a hopping catering business that serves as the official caterer to the Academy Awards Governor's Ball. In addition to being a regular guest on "Good Morning America" for the past 20 years, Puck has had several TV specials of his own, and he has made cameo appearances on numerous sitcoms. Throughout his illustrious career, he has consistently followed his simplistic creed of good food, friendly service and a nice environment. Puck was one of the first chefs to use a combination of French cooking techniques with locally-grown ingredients to create his signature dishes. His culinary art is informed by his passion for eating and dining WELL; Wolfgang's Eat, Love, Live philosophy. Continuing this tradition of innovation, Wolfgang Puck has partnered with Edison Nation, to discover and develop new utensils and cookware to facilitate preparation, improve service and enhance the cooking experience.



## Emeril Lagasse

Emeril Lagasse is a certified megastar. He has a self-titled kingdom, which consists of multiple restaurants, cookbooks, TV shows, packaged goods and a charitable foundation. Lagasse's well-branded empire is conservatively estimated to be worth more than \$70 million and is the direct result of his hard work and tenacity. He made his debut on the food network with "Essence of Emeril". His other show, "Emeril Live," is now in syndication. The success of these two shows put the Food Network on the map and made Lagasse a household name.



## Jamie Oliver

Frequently nicknamed, The Naked Chef, which was his first show with the BBC, James Oliver is a British chef, restaurateur and media personality, famous for his food-focused television shows, cookbooks and more recently his campaign against the use of processed foods in national schools. A proponent of fresh organic foods, he strives to improve unhealthy diet patterns and poor cooking habits in the United Kingdom and the United States. Jamie Oliver's social conscience has led him to create 'Fifteen': a group of restaurants in three locations, where youths from challenged backgrounds are trained as chefs. The proceeds from the restaurants fund the charitable organization by the same name. Jamie Oliver started his career helping out his parents in their pub/restaurant, *The Cricketer*. His love for food and cooking led him to train as a chef at Westminster Catering College and then to France. His first job was as a pastry chef, where he also gained expertise in Italian cooking. His restaurant *Jamie's ITALIAN* is in every major city in the UK and in five international destinations; Sydney, Perth, Dublin, Singapore and Dubai. Today, Oliver is considered one of the most influential people in the UK hospitality industry.

## *Pol Baril – Divulging the world of glamour*



Chopard commissioned Canadian photographer Pol Baril to produce images of the universe of Chopard at the Cannes Film Festival. He was given free to give his personal vision of what he experienced there and delivered 39 emotion-filled artistic images.

Pol Baril's vision is to capture the intrinsic beauty of his subjects. He seeks to imbue each setting with an emotive power, creating images that

are both precise and provocative, controlling motion while expressing the vividness of every environment. He was given access to glamorous red carpet events, restricted backstage and most exclusive happenings in order to translate the magic of the biggest cinema event in the world into evocative emotion-filled images. This is his journey through his lens, into the world of elegance and glamour...







# *Jewelry & Watch Collection*

Inspired pieces to unique and exceptional creations, contemporary gem stones to innovative and revolutionary designs; check out our selection from the latest high-end jewelry and watch collections

## Gilan - Journey to Dreams

Gilan's new collection, Journey to Dreams, is a celebration of one of history's most celebrated passages, the Silk Road. The far-reaching and wondrous journey, which introduced intricate and ancient Eastern traditions to the Western world, is the inspiration behind the latest collection's unique pieces of jewelry. Playing on the theme of a long-gone and seemingly mystical and vivacious era, the collection encapsulates motifs of fairytales and folklore, including fairies, butterflies, caravansaries, love potions, and legends. Each line, color, form and the emotion that emanates from this journey is reflected in a splendid piece of jewelry. Whether it is through the use of exquisite stones, breathtaking design or impeccable craftsmanship, Gilan continues to capture the forms and allure of the place in one off or limited edition pieces.



## Morellato - Volare Collection

Morellato introduces the collection Volare: necklaces, bracelets and earrings enclosing the magic of romantic butterflies with that of precious stones, giving life to perfectly balanced jewels. Volare conveys these emotions through jewels featuring soft and lightweight lines, which touch the feelings through the inborn harmony of a butterfly. Elegant and ultra-feminine designs are enhanced using precious stones like tanzanite crystals, aquamarine and natural diamonds.



*Fabergé Celebrates Twenties Glamour*

Fabergé presents a collection of extravagant jewels - from sumptuous pearls and dazzling white diamonds to opalescent enamels - inspired by 1920's styling and 'Great Gatsby' glamour. Fabergé's Imperial pearls

- comprising necklaces, bracelets, rings and earrings - simultaneously evoke the elegance and decadence of the roaring Twenties and the lavish parties celebrated in F. Scott Fitzgerald's famed novel.

*Cacharel 2012 Collection*

Cacharel Jewelry's 2012 collection brings a duo of nature and lightness. Fresh, romantic and feminine are the main pillars of the brand and are embodied

in each of Cacharel's jewelry collections. Check out more of Cacharel Jewelry's latest collections and new promotions in Paris Gallery stores across the UAE.



### Just Cavalli

The Just Cavalli Jewels collection blends the precious elements and attention to detail typical of fine jewelry with the creativity of custom jewels. Classic Cavalli decorative elements adorn necklaces, earrings, bracelets and rings, together with semi-precious stones or leather in dazzling colors, interprets the contemporary style of the brand. The Just

Cavalli collection targets men and women who relate to a free and contemporary style that carries out experiments and continual research. The collection has strong personality, making constant use of innovative materials and experimental graphics: the traditional "heritage" of the Cavalli Maison.



### Mimi - Milano, I adore you!

Influenced by ambiances, emotions and journeys, Mimi jewelry; the cosmopolitan jewelry brand with pure Milanese roots, has a cosmopolitan feel with a mix of East and West, which has become its hallmark, with a touch of utterly feminine sensitivity. The latest collection from Mimi, 'Milano, I adore you!' mixes fashion with high end jewelry and is created for the modern, fashion-forward woman. The collections are available at select Damas les exclusive boutiques across Dubai.



## Roger Dubuis: Embrace an Incredible World

The Excalibur collection is a perfect example of the Haute Horlogerie and avant-garde spirit that embodies all Roger Dubuis, and has become an icon of the brand. Its 45 mm and 36 mm models are joined by the 42 mm version with a new interpretation of the line's signature codes. The Excalibur 42 watch challenges contemporary notions of elegance, using the power of its design to show its watchmaking pedigree and declare its unique identity.



## Movado's BOLD Collection Makes its UAE Debut with Ahmed Seddiqi & Sons

After its initial launch in the United States, Movado brings its critically acclaimed Movado BOLD™ Collection to the United Arab Emirates. Specially designed to be more cutting edge, innovative and striking, the latest BOLD range reveals a new side of Movado. Like the Movado core collection, these new 2012 BOLD styles are accented by a legacy of artistry and innovation, and a dedication to the future of time. The vibrancy of colors and fashion forward designs that have been incorporated into the sleek and sophisticated collection are perfect for those seeking a fresh and on-trend look. Featuring oversized men's and women's watches with modern Museum dials, detailed by bold new textured dots and bright eye-popping color accents, the timepieces are water resistant till 30 meters. All these Movado BOLD timepieces also have precise Swiss made quartz analog movements and scratch-resistant K1 crystals. The collection is available at select Ahmed Seddiqi & Sons stores and 1915 by Seddiqi.



## Brosway Italia

The colors of the earth are brought to life in this military-inspired line of watches. A sporty attitude, plucky design and painstaking creation, the Brosway Model 302 is designed to accommodate and satisfy the needs of the individual man, imbued with innovation and experimentation in an accessory with a strong soul.



## Saint Honore Royal Coloseo

Desired by many women, imitated everywhere, SAINT HONORE Speed Boat watch, set the world of watchmaking alight with its jewelled attire and gem-encrusted bezel. Now that same spirit is back in the spotlights with the new Royal Coloseo accompanied by the latest innovation, the famous "Eclair™" finish from SAINT HONORE. Arranged in three tiers on the bezel, the "Eclair™" finish is wonderfully sumptuous and feminine. While the chapter ring with Roman numerals and eight diamonds encloses a delicately decorated mother-of-pearl dial centre, the redesigned case is completed with a crown topped by a black onyx, the signature of the Coloseo line.

## Guy Laroche Timepieces

From the Guy Laroche Maison de Haute Couture comes these stunning Guy Laroche Timepieces recently launched in Paris Gallery stores across the Emirates and in Bahrain. This is in partnership with Christian Bernard Middle East which has introduced the exceptional Guy Laroche Timepieces under an Exclusive Distribution License for MENA, India and Pakistan territories. The details and style of the various elegant and contemporary timepiece collections capture the very essence of a designer brand with a Parisian flair. Created in 1957, the Parisian GUY LAROCHE Maison de Haute Couture takes its place in the world of fashion with a distinctive style and impeccable quality; daring yet never extreme and always wearable.



## Baume & Mercier - UAE Limited Capeland Edition

Baume & Mercier's, the Swiss maison d'Horlogerie has announced a new 'United Arab Emirates Edition' Capeland timepiece. The limited edition has been specially designed to represent the colours of the UAE flag. The exclusive 'UAE Edition' Capeland is available at the Baume & Mercier boutique in The Dubai Mall and at retailer Ahmed Seddiqi & Sons .

## VACHERON CONSTANTIN



## Métiers d'Art The Legend of the Chinese Zodiac

Introducing an extraordinary new opus in the ongoing saga of the Métiers d'Art collection, Vacheron Constantin presents The Legend of the Chinese Zodiac – a series of captivating timepieces based on the 12-year cycle. It begins with the Year of the Snake model, a symbol of the periodical nature of time, of seduction and of refinement.



## Fashion Report



## *Haute Couture Fall / Winter 2013*

Check out the exclusive photos of the Haute Couture Fall / Winter 2013 collections, from top fashion designers of the world.



### Chanel

From icebergs to apocalypse, Chanel's stage sets have established the goalposts for Napoleonic excess in fashion. The silhouette was dominated by an A-line or a bolero. Karl Lagerfeld is brilliant and is able to translate his perspective into each collection while still preserving the Chanel brand image and mission that Coco started. The collection steadily moved forward with tailored suits and separates that included loose cuts around the top of the silhouette often paired with pencil skirts and bead embellishment.



### Christian Dior

The incredibly talented Raf succeeded with his first haute couture collection for Christian Dior, for which the industry was anxiously awaiting. Simons said of the show that freedom is the new theme at Dior, and that was evident in the collection. The designer impressed upon the label, his aesthetic of minimalist fashion combined with beautiful and flawless execution. The collection featured an entire wardrobe with endless options for morning, noon, and night.





### Elie Saab

Elie Saab, dubbed his collection Heiress. Saab emphasized shirts buttoned all the way up to the collar worn with flap-pocket trousers or pencil skirts, and for dresses, a fitted sheath or a V-neck with a pleated A-line skirt. He worked with strong, monochrome colors: royal blue, turquoise, raspberry pink. Most of them appeared in a bold abstract print used for a passage of floating chiffon dresses. He re-created the effect on sequined cocktail numbers and gowns with geometric inserts of lace, tracing the natural curves of the body.



### Gucci

This season, Frida Giannini kicked off the Milan Fashion Week proceedings with a color bombshell as bright as shocking pink, a slick trouser suit, followed by a skirt variation with fluted sleeves - took to the catwalk to show that Milan is in a sweet mood. "I love to play with color for Spring," Giannini said backstage, and play she did. In addition to that bright pink, there was cobalt, citrus yellow, coral, and turquoise, each one as vibrant as the next. The collection flowed with underwater gracefulness that seemed to pick up the weightless material and fling it delicately around.





### Just Cavalli

The Just Cavalli collection is visiting the Mediterranean next summer. However, this show wasn't about the beach, or even focused on the cool blue waves lapping the hot summer sand, the designer Roberto Cavalli went deeper. Rather than skimming the water's edge, he delved down into the depths of the ocean to explore a world of colorful iridescent sea creatures and undulating marine vegetation.



### Valentino

Maria Grazia Chiuri and Pier Paolo Piccioli's Valentino dresses make girls blackout. The modest shapes, the delicate fabrics, the exquisite embroideries, pull one on, and you're suddenly Cinderella at the ball. This season, they've even whipped up crystal slippers accessorized with their signature gold studs. The designers said that the Rome of their memories was the inspiration behind the collection.





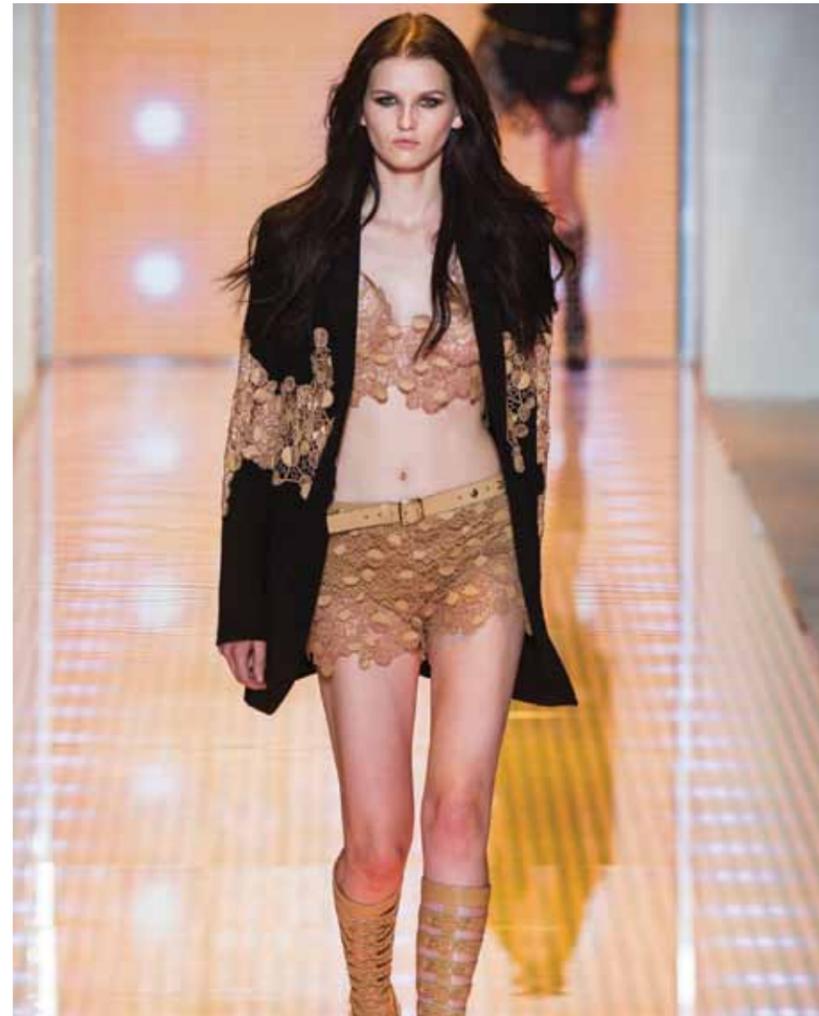
### *Etro - Lady Paisley*

For her Fall/Winter 2012-13 Collection, Veronica Etro returns the House's iconic Paisley to its noble roots. Drawing on a refined subtext of dressed-up gentility, the collection fuses tradition with innovation and history with contemporary desire. A new sartorial approach and artisan influence gives unexpected weight to the clothes, underscoring a deep sense of luxury. The look is resolutely feminine and newly seductive, yet charged with dandy elements borrowed from menswear.



### *Versace*

Donatella Versace knows how to make a woman look good and uber sexy. She sent a Woodstock-inspired collection down her spring runway, showcasing tie-dye prints, crop tops, and edges tailored in lace. But not completely the bohemian type; the models looked 100% sexy with full bouncy hair and hip hugging belts.





Maya Diab

Jaeger-LeCoultre Official Partner of the Abu Dhabi Film Festival

As the official partner of the 2012 Abu Dhabi Film Festival, Jaeger-LeCoultre hosted a private gala dinner at Etoiles, Emirates Palace hotel attended by numerous talents and international guests to unveil the brand's new ladies collection: the Rendez-Vous. Friends of Jaeger-LeCoultre graced the Red Carpet including Abu Dhabi Film Festival Director Ali Al Jabri and jury member, director of Arbitrage Nicholas Jerecki, actress Menna Shalabi, friend of the brand Mohammad Sultan Al Habtoor, director Ali Mustafa, Iranian actress Golshifteh Farahani, as well as actress Carmen Lebbos. A highlight of the evening was a spectacular singing performance by Lebanese artist, Maya Diab.



Mohammad Sultan Al Habtoor



Lighter, faster, more agile:  
the new 911 Carrera 4

The new Porsche 911 Carrera 4, unites the excellent performance and efficiency of the new generation of the 911 Carrera with the dynamic benefits of the latest version of the active all-wheel drive system PTM (Porsche Traction Management). The typical Porsche all-wheel drive with rear-focused layout in this latest 911 version guarantees maximum vehicle dynamics on a wide variety of road surfaces and in all weather conditions. The new 911 Carrera 4 models deliver traction and dynamic performance to the fourth power. The new Porsche 911 Carrera with all-wheel drive will make its first public appearance at the 2012 Paris International Motor Show. The new 911 models will launch at the end of 2012.



Emirates and Arsenal Agree New  
£150 Million Sponsorship Deal

Emirates, one of the world's fastest growing international airlines, and Arsenal Football Club have announced a new £150 million deal which grants the airline a five year extension to their shirt partnership with the Club until the end of the 2018/2019 season. As well as being one of the biggest deals ever struck in the game, the agreement, worth £30 million a year for five years, extends and deepens one of the strongest and most recognizable partnerships in sport. "This partnership remains a perfect combination of two truly global brands. Through our global network and carefully selected sports sponsorships Emirates is able to unite and engage fans, and coupled with Arsenal's world-wide fan following this makes for a strong match," said His Highness (HH) Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline and Group.



Zenith - A Tribute to the  
Pioneers of Aviation

Journalists, retailers and clients from around the world recently congregated in the Musée des Arts et Métiers (Arts and Crafts Museum) in Paris to celebrate the stellar PILOT collection by Zenith. Through this collection, Zenith is reasserting its legitimacy and its expertise in the field of aviation. The brand has indeed been accompanying aviation history from its beginnings by producing time measurement instruments used to help pilots in flying aircraft, notably including on-board counters. Since 1865, Zenith is the benchmark in terms of precision and reliability – twin qualities that are indispensable in the aeronautical field.



Chopard, the Official Jeweller of Film "Diana"

Chopard enjoys a rich and illustrious history with the world of cinema and its icons of the silver screen. For many years the Swiss luxury watchmaker and jeweller has played a dazzling leading role within the film industry. In the upcoming film "Diana", Chopard is very proud to be the exclusive jewellery and watch partner for this film and to dress Naomi Watt's character, who is playing Diana-Princess of Wales.



Discover Harry Winston's Exquisite Timepieces: Avenue C Large

Varying its geometry by playing with straight lines and curves, asymmetry and contrasts and with a total of 21.6 carats, Avenue C Large embodies a unique style, which is the culmination of efforts and skills between gemologists, designers and craftsmen, working together to create incredibly beautiful timepieces. This exclusive piece is now on display at Harry Winston in the Dubai Mall until December 2012.



HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free and Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free with the Frontier award for 'Best Airport Retailer of the Year'.

Dubai Duty Free Named 'Best Airport Retailer of the Year' at Frontier Awards

Dubai Duty Free scooped the top prize at the Frontier Awards held in the Hotel Martinez in Cannes, where they were announced as the 'Best Airport Retailer of the Year' for an unprecedented sixth time. Hailed as the 'Oscars of the industry', the Frontier Awards are held to coincide with the annual Tax Free World Association (TFWA) exhibition in Cannes, with this year's awards ceremony attracting over 500 guests from the global duty free industry. Commenting on Dubai Duty Free's success on the awards night, H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free said: "I would like to extend my congratulations to

the management and staff at Dubai Duty Free for winning the Frontier 'Best Airport Retailer of the Year' award. This award sets the perfect tone for next year when the operation will expand further with the opening of Concourse A." Present in Cannes to collect the awards on behalf of Dubai Duty Free, a delighted Colm McLoughlin, Executive Vice Chairman said: "This is the sixth time that Dubai Duty Free has won the 'Best Airport Retailer Award' since the awards began and given the competitive nature of these awards, it really is a great honour to be voted as the best. I join H.H. Sheikh Ahmed bin Saeed Al Maktoum in thanking our growing team of staff, who do a great job in keeping the operation running around the clock."

# FEI Awards 2012



## FEI Awards 2012

The FEI Awards were launched in 2009 to put a spotlight on the men, women, young people and organizations that are making an outstanding contribution to the progress and excellence of equestrian sport – in or out of the arena. This year, the equestrian world celebrated its heroes at a glittering gala evening in Istanbul, Turkey. HRH Princess Haya chaired the judging panel, which was composed of Rosana Maria Roig, Director and Secretary General of the Puerto Rico Equestrian Federation; Ronald Gaerty, President of the Malta Equestrian Federation; and Pan Zhichen, President of the Chinese Equestrian Association. HRH Princess Haya, President of the Fédération Equestre Internationale (FEI), the world governing body of horse sport, congratulated the winners of the FEI Awards 2012.

Hulchi Belluni  
EXQUISITE JEWELLERY



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Dubai: Al Maktoum Street, 04-2281115, Mall of Emirates, 04-3411661

