

A full-page portrait of Jennifer Lopez. She is smiling, looking directly at the camera, with her hands resting under her chin. She has long, wavy brown hair and is wearing a white halter-neck dress, large gold earrings, and a wide gold ring. The background is solid black.

# *first* Avenue

**DUBAI-HOT  
& HAPPENING**

**SALAH TAHLAK  
DUBAI DUTY FREE  
A SUCCESS STORY**

Exclusive Interview

**JENNIFER LOPEZ**

I will remain forever the little girl from the Bronx





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## EDITOR'S NOTES

The beautiful song from the olden days, "Good old summer times" really sums up what to expect in the sunnier months... Food, fashion, festivals & more... That's what we are talking about...

With the latest issue of the First Avenue Magazine, catch up on all the summer hype, because it is hot and happening and it is right here!

The very epitome of hot and happening is our cover girl for this month, Jennifer Lopez. Here's one diva who really knows how to stay hot (even with those many years in the business) and happening with the fact that camera loves to follow her everywhere. We talk to her about her latest ventures, fashion and her sense of style.

With a little sprucing up and some seriously sizzling summer trends, you too can be in the spot light. Learn how to keep yourself looking cool and chic as the mercury rises, with our Summer Beauty Advice and our guide to summer style & trends. But if you need to firm up before you dress up? Get yourself in shape with our fun filled ideas in our health and fitness feature, Fun & Fitness.

As for, where to hang out! check out the best of what the Magical Dubai has to offer, find out what's hot and happening in the city of lights. Then, if you want to explore the globe, a trip to the mesmerizing Sweden, is the perfect summer getaway. Since the holiday season is in full bloom, we also sat down with Mr. Salah Tahlak the Senior VP Corporate Communications, DDF, and talked to him about the amazing world of the one stop shop destination which is Dubai Duty Free.

Of course there's plenty more to buzz about, celebrity fashion, fashion must haves, home décor ideas & much more... so here's to a great summer!

Lamiya Sami

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# Celebrity Fashion



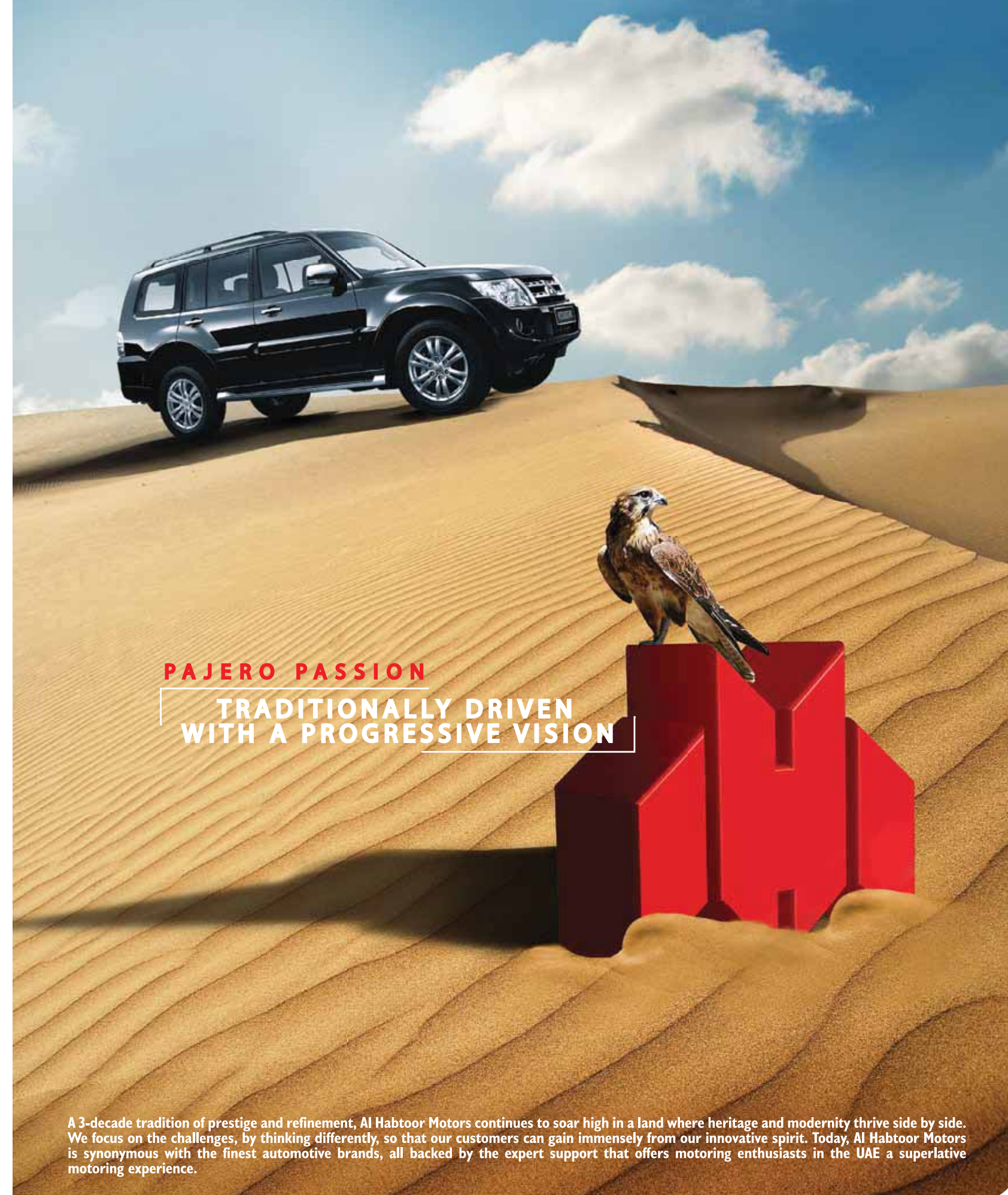
*Alessandra Ambrosio  
De Grisogono Cannes  
Film Festival Party*

Alessandra Ambrosio stepped out in style at the De Grisogono party during the 2013 Cannes Film Festival in Cannes, France.



*Jessica Chastain  
'All is Lost' Cannes  
Premiere*

The Oscar nominated actress, Jessica Chastain looked gorgeous as ever at the premiere of *All is Lost*, during the 2013 Cannes Film Festival held at Palais des Festivals in Cannes, France. The stunning actress wore head-to-toe Givenchy Couture to the star-studded event.



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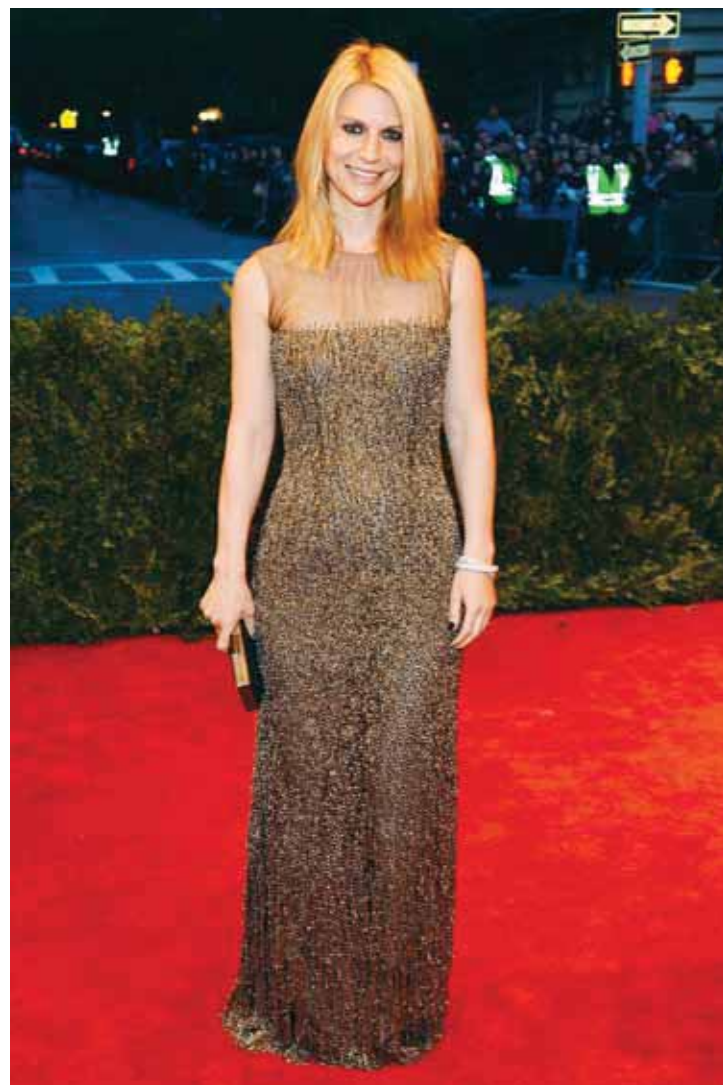






## Jennifer Lawrence at 'Catching Fire' Party

The 22-year-old actress Jennifer Lawrence looked glamorous wearing a white Dior dress, at Catching Fire Party during the 2013 Cannes Film Festival in Cannes, France.



## Claire Danes at the Costume Institute Gala

Claire Danes looked glamorous in an Oscar de la Renta dress, for the Costume Institute Gala held at the Metropolitan Museum of Art. The actress also wore Van Cleef & Arpels' `Galuchat diamond bracelet set in platinum, Fleurette diamond earrings set in white gold and a Cheval diamond bracelet set in platinum.

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## Isla Fisher 'Now You See Me' Premiere!

The 37-year-old Aussie actress Isla Fisher looked absolutely classically chic while attending the premiere of her new flick Now You See Me held at AMC Lincoln Square in New York City. The actress was also joined by her co-stars Jesse Eisenberg, Mark Ruffalo, Morgan Freeman & Woody Harrelson.



## Michelle Rodriguez 'Fast & Furious 6' Los Angeles Premiere!

Michelle Rodriguez attended the premiere of her new flick Fast & Furious 6, in a hot white dress held at the Gibson Amphitheatre in Universal City, Calif.



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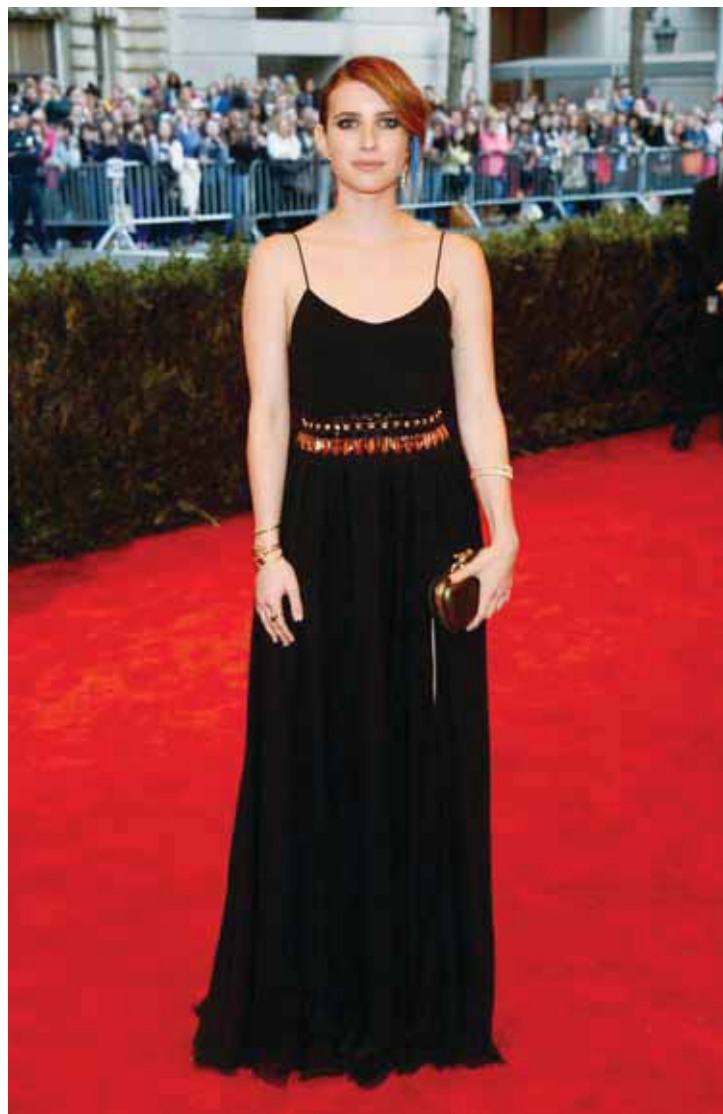
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## Emma Roberts Met Ball 2013 Red Carpet

Young and fresh Emma Roberts looked flawless on the red carpet at the 2013 Met Gala held at the Metropolitan Museum of Art in New York City. The 22-year-old actress wore a DVF dress and clutch, Jennifer Fisher earrings and bracelets, a Bulgari bracelet and a Bulgari ring.



## AnnaSophia Robb at CMT Music Awards

AnnaSophia Robb keeps it cute while posing for portraits at the 2013 CMT Music Awards held at Bridgestone Arena in Nashville, Tenn. The 19-year-old actress wore a Georges Chakra dress and Brian Atwood shoes with Dana Rebecca Designs earrings and ring.



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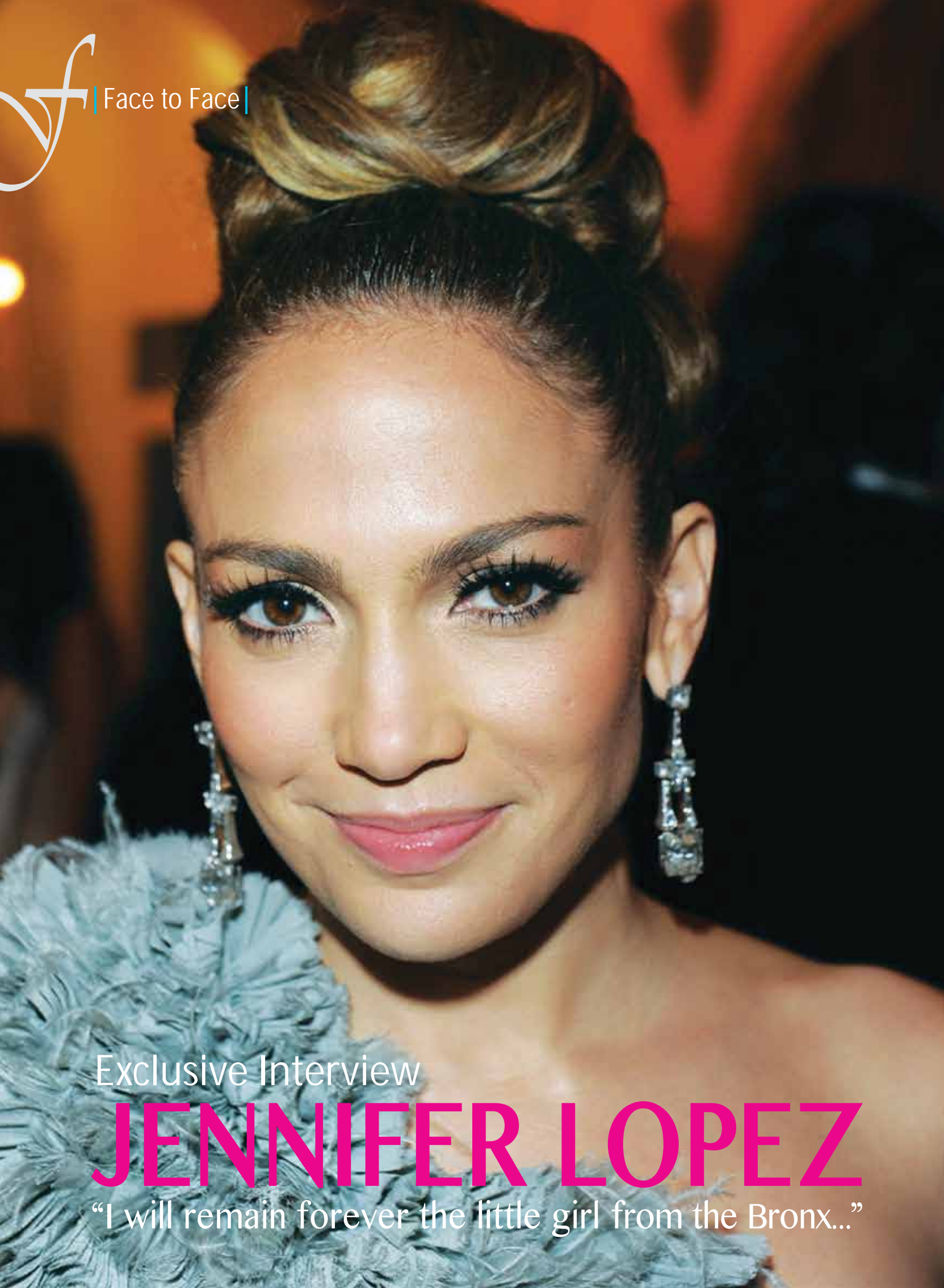


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Exclusive Interview

# JENNIFER LOPEZ

“I will remain forever the little girl from the Bronx...”



The one-woman entertainment and show-business; Jennifer Lopez, is the phenomenon, powerhouse, that has swept the pop-culture of entertainment with full-throttle ever since she set her foot into the world of glamour. She is the diva, goddess, judge, actress, mom, entrepreneur, and a walking, talking, singing, acting, diving, modeling brand in a flawless ensemble.

Being an American actress, singer and dancer of Puerto Rican descent, Jennifer Lopez has proved herself as an entertainer as well as an actress. Getting more and more involved in acting through stage activity and film roles, she has established herself worthy of interest in films such as Oliver Stone's U-Turn, Selena directed by Gregory Nava, Out of Sight by Steven Soderbergh, The Back-up Plan by Alan Poul, What to Expect when you're Expecting by Kirk Jones, and many others. Her latest movie is called Parker, she co-stars in it with Jason Statham, and director is Taylor Hackford.

First Avenue met Jennifer Lopez in an exclusive interview held at the Bristol hotel in Paris, on the occasion of the French Premiere of her latest film Parker.

*First Avenue: Are you a Fashion Victim?*

*Jennifer Lopez:* Do I look like one?

*F. A :* You are elegant, simple and sexy at the same time?

*J. L:* Thank you very much. Our looks are in my opinion, the first ID that we present to other people. To respect each other by offering a pleasant thing to look at means a lot to me. I was raised like that, although Americans are not brought up in that spirit so to speak. For most of them, jeans

and sneakers will do. But to answer your question, I do not see myself as a "Fashion Victim", even though I love fashion and I am interested in its seasonal novelties. I do it my way in fact and as Sinatra would say, by choosing the tops here, and the skirts there. I very rarely wear a total look belonging to one brand in particular. This is something that does not interest me, and it also includes my own brand.

*F. A: What is your own brand?*

*J. L:* Sweetface. I co-own it actually,

but I admit I do not have much time to work for it or design its clothes. I would love to do so. Maybe some day.

*F. A: You always wear very sexy outfits in your videos. Why?*

*J. L:* That's true. I love being beautiful and be told I am. And I really believe that sexy outfits fit me, maybe because of my small size.

*F. A: Perhaps mainly because of the fact that you are well proportioned?*

*J. L:* Thank you, that's nice.





*F. A:* You have played in a few films, sang voice-overs in many others, and even did a bit of theater. So does the acting career seduce you as much as singing?

*J. L:* I am an actress. In fact, I started to play in American television series from a very young age. And then I went on as a teenager, and I was quickly recognized as an actress. It is singing that came by chance into my life, when the owner of a record company heard me sing an old song in a television episode. He asked me if he could put my voice on a record, I said yes, and success came at once. It was overwhelming. And since then, my acting career has been somehow sacrificed, and I became a successful singer. But I love acting, and I intend to find future roles in the film industry, and also work in theater, especially in New York "My kinda Town". And do not forget that I have worked among others, with George Clooney in a film by Oliver Stone, *U Turn*.



"Our looks are in my opinion, the first ID that we present to other people. To respect each other by offering a pleasant thing to look at means a lot to me."



*F. A:* You seem to take part in better films now than that in which you co-starred with Jane Fonda a few years ago?

**J. L:** You mean *Monster in Law*. Listen, I get often criticized for having played in a B movie, but I assure you that I have much enjoyed doing it, and what's more, who can refuse to play alongside the great Jane Fonda.

**"I liked playing this character to which things always arrive with a delay, until she meets Mr. Parker. He makes it right for her. He is Mister Right"**

Too bad if the public did not follow me in that adventure. As far as I am concerned, I am happy with what I did, and if I had to do it again, I would, without the slightest hesitation.

*F. A:* So are you now friends with Jane Fonda?



**"I very rarely wear a total look belonging to one brand in particular."**

**J. L:** Not really. We hit it off well on the set, and then each of us went back to her life. Becoming friends is not that easy with a lady of her caliber.

*F. A:* Tell us about Parker?

**J. L:** It's an action movie. I play a young woman desperate for money because she has debts, until she meets Parker, played by Jason Statham, who offers her the possibility of getting very rich, very quickly, if she helps him

get back the money that was stolen from him. And she does. I liked playing this character to whom things always arrive with a delay, until she meets Mr. Parker. He makes it right for her. He is Mister Right.

*F. A:* How was it working with Jason Statham?

**J. L:** Quite comfortable and safe. I felt as if nothing could happen to me, having such a strong man besides me.

And what's great about him is that he does not have a swollen ego because of his muscles, like some other actors have. Modesty is his main quality. I love him. He's my good friend.

*F. A:* Are you still "Jenny from the Block" as you claim in one of your most famous songs?

**J. L:** The question does not even arise. I will remain forever the little girl from the Bronx.



# Good Old Summer Time

Summer is the time of the year, when life bustles in an endless parade of activities. The hot weather, the sun and the sweat doesn't keep anyone away from going outdoors. To prepare yourself for the fashionable look this season, check out our list of summer trends, that will keep you looking cool and trendy, no matter how busy the time or sizzling, the sun gets...



## Maxi Dresses

Maxi dresses are a summer staple, and also at the top of the hottest summer fashion trends. They're ultra-flattering, and look light and airy during day or night. You can pair them with sexy gladiator sandals, chunky bangles and a cool hat. Maxi dresses are also fairly easy to pull off.

## Floral Prints

While stronger prints may make fashion news, it's the pretty floral prints and understandable graphic prints that are hot this season and look great particularly during the summer months.

## Crisp White

Nothing looks more cool and fashionable than a in crisp white dress. It's easy to pair with colorful accessories and serves as an eye-catching backdrop when paired with prints.

## Minimal

Minimalism is the new trend that has found its expression in every season. Modern minimalism exudes femininity (soft hair, pretty makeup, a bit of jewelry) while still promoting a clean-lined silhouette.

## Vibrant Contrast

This is one trend that is easy to incorporate into your wardrobe. Simply take different colors and mix and match them. You can wear your royal blue shirt with a hot pink skirt. Also try color combos that are easy (like black and white) or get creative and try pairing colors like green and purple, rounded off with a touch of grey.

## Little bit of '70s

A little bit of retro-inspired look goes a long way. The easiest way to achieve that look is by trading your skinny jeans for wide leg pants and turn the fashion clock back a few years.



Maxi Dresses



Floral Prints



Crisp White



Minimal



Vibrant Contrast



Little bit of '70s



# Fashion Must Haves

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



## Clarins HydraQuench Range

Clarins' products are based on pure plant extracts and essential oils. The HydraQuench range features award-winning skin care products for the face and body. The range is designed to treat the skin in several different ways and contains hyaluronic acid with two molecular weights, for double action hydration and to replenish dermal water reservoirs, which works to give your skin an instant and intense boost of hydration.



## Parfums De Marly feminine line

Celebrated perfumery: Parfums De Marly presents its exclusive new line of feminine fragrances. The feminine line contains two inventive novelties, namely Meliora and Safanad, blending floral and fruity notes. The artistic blends have been placed in bottles that exude a delicate femininity while being powerful at the same time.

## Tropical Paradise Swarovski Summer 2013 Collection

Swarovski takes us on an exotic journey to Latin America with its beautiful Tropical Paradise collection. The collection reflects the optimism of these countries, turning away from the melancholy that prevails in Europe. Signature Swarovski techniques such as Pointiage®, faceting, and the pavé setting, are evident throughout the collection which is further enhanced using combinations of new materials such as leather, chains in different metals, resin, and scoubidou or cotton cords.







## L.K.Bennett London by Caroline Issa

British luxury brand L.K.Bennett announced their exciting collaboration with London based style icon Caroline Issa; a vibrant, chic capsule collection of five styles of shoe and two clutch bags, exclusively available from L.K.Bennett UAE locations.



## Summer on the Riviera - Bourjois

There's nothing like the sun to promote a radiant complexion... the *Bourjois* bronzing make-up range (self-tan free) allows you to do just this, all year long. The new "bronzing" range includes 4 new highly sensory facial and body products: BB bronzer, mattifying primer, maxi bronzing powder and a fabulous mousse bronzer for the body. Practical and luxurious, they enhance all complexions with their incredibly natural shades!



## Michael Kors Aviators

Update your wardrobe this spring with Michael Kors colorful aviators as featured in S/S 2013 advertising campaign.







## Summer Beauty Advice

A great time for relaxation and recreation; summer also means a change in beauty routines!

Summer is back, which means that it is time to kick back and enjoy the long and warm days with family and friends. However, while enjoying the sultry, lazy days of summer, keep in mind that with the hot weather, different beauty rules apply. Here are a few tips to keep you looking gorgeous throughout the season...

### Waterproof

During the summer months the best advice you can get is to use water proof make up, which will not crease or smudge and will stay on for a long period of time. You might not be swimming, but the sweat and humidity can mess up your entire look, if your makeup especially your mascara and eyeliner isn't water proof.



### Powder power

To keep yourself looking gorgeous during the summer season, remember the powder power. Whenever you apply a cream or liquid product, make sure you set it with powder. Keeping a pressed powder compact in your bag is an excellent way to freshen up your face after stepping out in the heat.



## Less is more!

If there's ever a better time to realize that less is more, it is summer. When it's sweltering outside, you might just want to wear less makeup. Get creative with the "minimal" look to get you through the hot days. Apply in layers for all-day wear. However, for occasions when you want to wear a full face of makeup, remember to create layers. Wear a face primer, followed by your foundation, and if it's liquid/cream, set it with powder.



## Tinted moisturizer

One of the best make up product for summer is a tinted moisturizer, because most tinted moisturizers also contain SPF, so you can quickly apply it and achieve sheer coverage—enough to even out minor imperfections and give skin an overall more polished appearance. It feels lighter than foundation, and still cover flaws also while foundations can feel as if they're melting off your face, tinted moisturizers won't.



## Sunscreen forever

We are never tired of reminding you to wear a sunscreen all year round, and this time is no exception. Find a good sunscreen that works under makeup. Ideally, you want a sunscreen with a matte or semi-matte finish. It's also important to give it enough time to sink in before applying any base makeup to make sure that the makeup sits on the skin well.



## Summer locks

Be sure to deep condition your hair at least once a week, especially if you swim a lot. Hair tends to become dry, dull and brittle if it is soaked and dried too often. If you like to swim lengths, try spritzing on some leave-in conditioner under your swim cap to help ward off damage from chlorine and salt water. Humidity can wreak havoc on curly and straight hair. But instead of fighting the elements this summer, try to embrace them.



## Shine on

Take on summer with a fresh face ... Accentuate your skin by brushing on a light shimmering powder instead of a heavy foundation to get the perfect and pretty summer glow. You don't want to appear like you are melting under the hot sun.



## Bold nail polish

If you are flashing your toes all over the place this summer, then consider painting your nails a fun, bright color. Bold colors such as hot pink or bright orange are especially popular this summer and look great on most skin tones. Bright colors are especially striking against dark skin. When choosing your summer shade, consider your sandals first.



## Sit back & relax

The number one beauty booster advice is to just relax... Take time to sit back, relax and enjoy time with your friends and family, after all summer is the perfect time to do it.





I  Dubai

Find out what's happening and trending now....

Beat the summer heat with the best of what Dubai has to offer this month... With luxurious hotels, incredible shopping malls exciting restaurants and a calendar buzzing with events all year round, Dubai is the destination to be at! Here's what happening now!!!





## The Grub

### *Mazina - The Address Dubai Marina*

Mazina is the culinary powerhouse of The Address Dubai Marina, offering a contemporary reflection of global cuisine. The signature restaurant's bustling show kitchens serve an eclectic variety of Asian, Arabic and European dishes, from wok hot Cantonese to Rotisserie grill. This unique interactive dining experience gives you the opportunity to enjoy delicious delights served directly by their multi-cultural chefs. Warm and inviting with sweeping views of the Marina, Mazina is the perfect place to enjoy a lively meal with family and friends. With special theme nights all week Mazina is sure to mesmerize you as well as your taste buds.

## Theme Nights

- Monday's Spice Route Journey
- Seafood Tuesdays
- Simple Mongolian Food Wednesdays
- Thursday S&S,
- @12 Friday Brunch and
- Sunday Carvery

## Chill out

### *Ice Cafe*

With many a wonders to keep you amazed, Ice Café is one such marvel punctuated in the middle of the sweltering heat of the desert. The one of its kind Ice Cafe is the first ice lounge in the Middle East, with temperatures set at -6 degrees Celsius (21 degrees Fahrenheit). Almost everything at the restaurant is made out of ice, the tables the chairs, the glasses and even the bar is made of ice. Ice Café

also boasts an ice gallery showcasing Dubai's landmarks and an ice portrait of His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The guests are given thermal gear to protect themselves from the chilly minus temperature.

## Event

### *Dubai Summer Surprises 2013 - 7th June - 7th July 2013*

With its many festivities all year round, it is time for the summer fun to begin in Dubai. The annual festival of Dubai Summer Surprises has made Dubai a perfect summer holiday destination for tourists and residents alike, with world-class entertainment, great shopping deals and fun activities for the whole family during summer. The festival offers an array of exciting promotions across many of

Dubai's world class hotels and hotel apartments, for many activities and major attractions including parks and malls! The festival gives a chance to everyone, to indulge themselves in world-class entertainment and a shopping fiesta during summer.

## Places

### *Wild Wadi Water Park*

Summer is the month to enjoy the outdoors, even if that means going out in Dubai's heat... the best way to beat the summer blues is by enjoying the daring and thrilling rides at the best water park in Dubai, Wild Wadi. Situated in front of the stunning Burj Al Arab hotel, Wild Wadi offers 30 adrenaline-pumping state of the art rides and attractions for everyone, including wave pools & water blasters!!! The 12 acres of Water Park is themed around the tale of Juha, a famous character from the Arabian folklore.



Mazina - The Address Dubai Marina



Dubai Summer Surprises



Ice Cafe



Wild Wadi



*Dubai Duty Free - A success story!*

# Salah Tahlak

Senior Vice President - Corporate Communications DDF



Vivacious & genuinely spontaneous, Salah Tahlak is the Senior Vice President – Corporate Communications DDF, working with Dubai Duty Free since 1992. Handlings all aspects of external and internal communication relating to the Dubai Duty Free brand, Salah Tahlak is also the Tournament Director of the award-winning and highly successful Dubai Duty Free Tennis Championships; the operation's largest sporting event and one of the top tennis events in the world. In 2005, Salah became a board director of Dubai Sports Council, following a decree from HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

In an interview with First Avenue Magazine, Tahlak talks about DDF as the most coveted retail destination, Tennis and the DDF futures expansion plans.

**Q1: Tell us about the success behind Dubai Duty Free?**

Dubai Duty Free is a huge success story, worth telling. But the growth of Dubai Duty Free has not just been about football or just about luck. There are many ways to qualify our success but perhaps the most evident achievement has been its success in making its retail spaces some of the most valuable on earth. A big thrust in profits has been due to the sheer scale of people that pass through Dubai International Airport. Passenger traffic was 51 million in 2011, 57 million in 2012 and is expected to reach 66 million in 2013. In fact, Dubai Airports announced last year that it would invest \$7.8 billion in an airport expansion programme for Dubai International even as it aims to boost its capacity to 90 million by 2018.

**Q2: What makes Dubai Duty Free a trend setter in the whole region?**

Dubai Duty Free has become synonymous with the success of Dubai. It is a place that has become associated with spending and Dubai Duty Free has capitalized on that very effectively. From pioneering promotions, including the world famous Finest Surprise luxury car draws, to organizing world class events such as the US\$4 million Dubai Duty Free Tennis Championships, we continued to invest in our Marketing campaign that ultimately has helped to drive sales of US\$1.6 billion in 2012. In addition, we opened our first hotel,

the Jumeirah Creek-side Hotel and launched duty-free operations at Dubai's border with Oman, extended our sponsorship activities into the fast-growing sport of darts and in terms of technology, we further upgraded our merchandise management system, which is now 90% automated and the only such system in the Middle East and more recently, we introduced the brand new Digital Media Network, managed by Connective which will see the specially designed 100+ screens fitted within the retail domain. Dubai Duty Free is a brand that continues to excel and grow, one of the most trusted and recognized in the UAE. Even after 30 years, we are constantly looking at our retail offer at Dubai International and are constantly looking to enhance, to pursue innovation and be more forward in our thinking and to find new ways to improve our service for our customers.

**Q3: Why is it important for Dubai Duty Free to promote sports?**

The promotion of sport is our main medium and Dubai is now more famous because of it. We promote the best events and this is backed up by the best facilities on offer here. It helps with Dubai's branding and puts us on the world map since the best of the best in every discipline come here. But it is not just sport — we have a solid CSR programme. We support the Dubai Film Festival as well as many charities. We have built hospitals in Sri Lanka, the Sky Train in the Philippines. We keep ourselves abreast of what's

happening in other airports. Our research team attends big events to pick up on latest business trends. Our focus is on providing the best value to the passenger. We are transparent in this aspect, it builds trust and the passenger always comes back for more.

**Q4: Do you think there is a need for an outlet outside the airport for DDF, to provide the niche experience?**

When we were first approached with the idea of establishing a border shop at the Hatta-Oman border, we thought that the timing was good as there are plans in place to expand capacity at the border check points. So, while we have started with a relatively small retail unit, we would definitely be happy to grow this in line with the plans that are in place. The Dubai Duty Free Hatta-Oman Border Shop has 42sq m unit offering a range of confectionery, fragrances and tobacco and is open 24 hours a day.

**Q5: What is DDF's unique selling point?**

It's too many to mention. Specifically, it is our 24-hour service to passengers. If you visit London, Amsterdam, or even New York, the airport outlets

**“Dubai Duty Free is a brand that continues to excel and grow, one of the most trusted and recognized in the UAE”**





shut down after a certain time. Our staff are friendly, no matter what time of the day or night. They are easily identifiable and available everywhere, welcoming and willing to assist the passengers.

**"If cars and bikes do not stir your fancy, surely the Dubai Duty Free Millennium Millionaire raffle will ruffle your imagination."**

On the pricing factor I would say that our rates are good. I won't use the word cheap, but they are competitive. We are not competing with the local market because that's a different ball game altogether. Suffice, to admit that for people travelling frequently shopping is a lot easier: it's a comfort. You will also notice that some of our staff members are loaned out to work with other brands as well. This helps them gain knowledge about

products: from specific sectors ranging from high-end to basic goods. We are also focusing on the business of fashion. This is doing well. People who travel frequently sometimes don't have the time to shop in the malls and so we keep a lot of space to stock brand names. It's all about the convenience factor.

**Q6: What makes Millennium Millionaire promotion successful?**

If cars and bikes do not stir your fancy, surely the Dubai Duty Free Millennium Millionaire raffle will ruffle your imagination. When we first launched this promotion in June 1999 to mark the new millennium and the opening of the new Sheikh Rashid Terminal at Dubai International Airport, which was completed in April 2000, I remembered it clearly what H.H. Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free said, "Its popularity has ensured that the promotion will continue for many years to come." True to this date, we have created

144 winners of US\$1 million. No one ever imagines that a trip to the airport can change one's life. Whether it is winning a swanky sports car or getting richer by a million dollars, Dubai Duty Free's larger-than-life promotions ensure passengers always have something to smile about. Because every trip to, from or through the Dubai International Airport is special and an opportunity to up your game. All you need to do is buy a ticket.

**Q7: What makes Dubai Duty Free the ultimate place to shop, when there are numerous shopping events going on in Dubai, like DSF and DSS?**

The luxury-leaning duty free trend is certainly the case at Dubai Duty Free. With sales easily exceeding US\$1 billion annually – enough for a 5 percent take of the worldwide duty free shop sales – Dubai Duty Free sells more than just a few bottles of perfume and chocolate bars. We're talking an array of the world's best goods in one spot. All the retail at Dubai Airport is done by DDF, so prices are set in competition with Dubai city prices with an average



**"The promotion of sport is our main medium and Dubai is now more famous because of it."**

markdown of 20 per cent, though alcohol and tobacco are marked down by almost 30-40 per cent. But Dubai Duty Free is proud to be associated with DSS and DSF as a strategic partner and we are confident with our sales during this events, it is a great indication that it has a positive impact on the retail sector.

**Q8: It won't be unfair to say that Dubai Duty Free is a massive retail industry, how do you manage it with your other responsibilities such as the Tournament Director for Dubai Tennis Championship?**

It can be difficult, but I relish the challenge especially when you commit yourself to something. I have been lucky to receive quite a few

responsibilities in DDF, especially from my boss Colm McLoughlin who has believed in my abilities. One learns everyday while managing people from different cultures and nationalities. It is fascinating to work here. I want to be in the thick of the action and am looking for opportunities to improve as a professional. For instance, I have also registered to get my MBA degree from the London Business School which will strengthen my abilities.

**Q9: Recently Dubai Duty Free has also supported the Dubai Awards for Sustainable Transport (DAST)? What is the idea behind it?**

Dubai Duty Free has been supporting the Dubai Awards for Sustainable Transport (DAST) as a Gold sponsor of the RTA initiative for the third consecutive year, which aims to educate and encourage the community to play an active and positive role in sustainable transport. We are proud to support this great initiative which is in line with our commitment in reducing the

environmental impact and provide a safe and environmentally friendly environment for our employees and customers. We believe that by supporting DAST, we are able to take a significant positive step towards a greener future for the UAE.

**Q10: With all your responsibilities, do you get time to travel with your family and do you also enjoy shopping at the DDF?**

Family time is important to me because I cherish the time I get to spend with my family. The years have flown by. The older my children get the less time I spend with them. We all have busy work and school schedules. I have always felt it important and our duty as a parent to be a good influence and role model for our children. Spending time together, engaged in quite conversation or fun exciting activities, is the best way I know to give our children the tools they will need when they grow up and start their families.





## Sheikh Mohammed Bin Rashid Al Maktoum Patron Of The Arts Award 2013

Luxury Swiss watch manufacturer IWC Schaffhausen was presented with the Sheikh Mohammed bin Rashid Al Maktoum Patron of the Arts Award 2013 for its active participation in and ongoing support of Dubai's arts scene. The Sheikh Mohammed bin Rashid Al Maktoum Patron of the Arts Awards honour and recognize individuals, businesses, organizations and government entities that have demonstrated

financial and in-kind contributions towards arts in Dubai, with sustained support and promotion of artistic activity. The award winners pave the way for the city's creative environment and help to develop a unique library of indigenous contemporary work. Contributions are recognized in the visual arts, film, literature and performing arts.

**25**  
**YEARS**  
**OF GRATITUDE FOR THE**  
**15,000,000**  
**interviews conducted together**



Ipsos MENA, Middle East and North Africa's  
number **one** research company







## Visiting Sweden; Unique Spaces

You've heard of the Vikings, ABBA's songs, You've read or seen August Strindberg's plays, You've seen or driven a VOLVO, you've probably used their phone Ericcson and You know of their Nobel Prize for Peace.

This summer explore Sweden's stunning natural beauty, the untouched wilderness and its solitude. The crystal clear lakes amidst a maze of islands turned into cosmopolitan urban centers of bright lights buzzing with a rich cultural

heritage, cutting-edge fashion, music, art and innovative design. Innovation is a word Sweden has made a part of their custom. This is evident not only in the way Sweden has harnessed the potential of research in new technologies but also in the creative potential exploited for artistic expression. From the northern shores to the warmer southern shores, warmed by the Gulf Stream, Sweden is a haven for vacationers, looking for a European escape into the nature...



Swedish food



## Lapland & Norrbotten

Sweden's Lapland in the high latitude arctic north, is a holiday destination that promises a magical world of frozen lakes and snow laden forests. The sky lit by the mesmerizing Northern Lights; Aurora Borealis and the inimitable shades of the midnight sun; a place where you can experience absolute silence in the middle of an immaculate white snowy wilderness, as you take a snowmobile tour or ski down a slope. Two hundred kilometres north of the Arctic Circle, in the village of Jukkasjärvi is the ICE HOTEL recreated every autumn, with amazing themed bedrooms beautifully sculpted from the crystal clear ice of the frozen River Torne. Forty miles south of the Arctic Circle, close to the town of Lulea, is the incomparable Tree Hotel, where you get to live up in a tree in the middle of a forest. Rooms are built to merge into the environment, the birds nest, the UFO, the mirror cube and other exclusively designed rooms offer a unique experience for those looking for an adventure in a rustic setting, with a view of the powerful Lule river and its valley.

## Stockholm

Stockholm, the City On Water or the Venice Of The North, is an archipelago of 14 islands in Lake Malaren. This cosmopolitan city offers a wide range of activities from art galleries, museums to theme parks and strolls through its 26 natural parks, such as the Kungsträdgården, amid cherry trees laden with cascades of pink blossoms. Adjacent to the Royal palace, Kungsträdgården was the royal kitchen garden but now it is a popular meeting point with a number of outdoor cafes, an ice skating rink and a designated venue for events and performances. It hosts

concerts, shows, food festivals and many other cultural activities. The Royal National City Park offers visitors the opportunity to see herons, roe deer and foxes. Visitors who prefer to experience untouched nature can visit islands like Bullero, Svartloga and Huvudskar in the Stockholm archipelago. The islands of the Stockholm archipelago offer everything from partying hotspots to marinas, cafes, restaurants and souvenir shops for those who want to go carousing and revel in the sun, sand and shops. Then stroll into Stockholm's Music Hall of Fame and get your picture taken with holograms of the seventies band, ABBA or walk into the Vasa Museum and see the titanic built by King Gustav II Adolf; the 17th century warship, which sank near Stockholm on its maiden voyage, restored to its former glory with its seven hundred sculptures and ornaments symbolising the King's power. Along the cobbled streets of the Old Town of Stockholm on Gamla Stan there are more opportunities to delve in to the grandeur and history of Sweden, watch the changing of guard ceremony at the Royal Palace before going on a tour of the baroque Palace itself, or visit the Nobel Museum, the Post Museum, the Stockholm City Museum or the Museum of Modern Art.

## Gothenburg

A cheerful coastal city on Sweden's western coast, Gothenburg's cultural life in spite of its industrial heritage celebrates the wonders of the land and the sea. The city blends high culture, marks of Viking presence of old, 17th century fortresses and other heritage sites with extravagant recreational venues of the 21st century, science museums, cinemas, theatres, cafes and theme parks. Gothenburg attractions start on the main boulevard at the Gothenburg

Museum of Art along with a high concentration of clubs, the Gothenburg City Theatre and the Gothenburg Opera and concert hall, an architectural landmark. The city boasts three or more distinct museums; there is Goteborg's Konsthall, The Museum of world culture, Rhosska museum and a number of science, natural history, sea and naval history museums including Aeroseum, an underground airforce base turned into an aircraft museum. walk into one of the theatres, Backa Theatre and Folkteatern, in addition to the Gothenburg city theatre. Every summer Gothenburg hosts the Metaltown Festival, for the metalheads to spend two days in headbanging glory. In the centre of Gothenburg there is Sweden's largest theme park, Liseberg. The amusement park is the perfect place to enjoy thrilling rides aboard rollercoasters, surrounded by glittering lights, music and dance with a silver lining of ice-cream. Right next to Liseberg is the science centre, Universeum; divided into sections with experiment workshops and collections of reptiles, fish and insects. Occasionally, it offers its students the option to debate with nobel-prize winners. Encouraging the trend for scientific investigation, Gothenburg hosts an annual science festival, The International Science Festival Gothenburg. High sunshine levels ensure delightful boat trips on the Gota river, which runs through the city. This archipelago with its relaxed atmosphere offers idyllic conditions for island hopping via boat or trams. To experience the charm of Gothenburg, take a ferry to explore the picturesque islands of the southern archipelago or a car ferry to the Northern archipelago. Stroll through charming green parks, the botanical gardens and Slottskogen with its natural History Museum, observatory and zoo.



gothenburg-city



Lapland-The-Ice-Land



Kungsträdgården. garden Stockholm



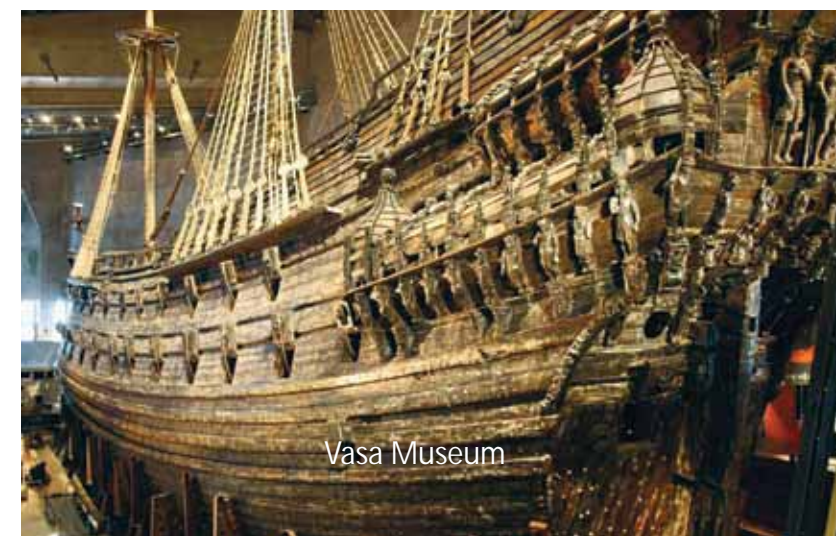
stockholm



liseberg-goteborg-theme park



Royalpalace-Stockholm



Vasa Museum



Norbotten landscape



# *Of Home décor*



## *Summer Space*

Embrace the endless summer sun both inside and outside your home!

Summer is already here, which means it is time to ditch the heavy wools and tweeds, and move towards light weight cottons and linens. In the

midst of preparing for the warmer months check out our summer Home Decor ideas to instantly bring a designer dash to your decor.

### *Flirty Fabrics*

Bright botanical prints for bedding, curtains or table, instantly lift your mood and make your room appear light and fresh. To let the motif truly shine, keep the wall color neutral and other accessories to a minimum.





## *Arrange Bouquets*

Bouquets are essential elements in summer décor. Group similar flowers and put them in small vases. You'll need some for every room. To add a designer touch to your space, try arranging your flowers in a pitcher, a tureen, a mug, a teacup instead of the usual vase.







## Breezy Living Room

To make things look and feel lighter remember to pare down. Throw open the doors and windows, pull back the curtains, and get rid of pieces that are dark, gloomy, or fussy. Pack up all heavy accessories, throws, and unnecessary small decor items. You can also bring your favorite piece of outdoor furniture indoors, and give your space an instant make over, giving it a light and fresh look.

## Light Up the Night

To utilize the cooler hours of the season, lighting up your space with paper lanterns or lamplight can give you extra time to enjoy and benefits from what the season has to offer.



## Set a Colorful Table

A dining table offers plenty of space to express your creativity. Consider buying accent dishes to add splashes of summertime color and an array of patterns, to your next dinner party. Mix bright floral, tropical, or nautical-theme dishes with your everyday plates and bowls. A fun element like stir sticks and paper umbrellas also help to create the perfect seasonal look.



## Summery Scents

Do not forget to embrace summer with the summer scents. Fresh scents, such as ocean breeze or cucumber-melon are refreshing and stimulating. Other summer-inspired scent includes vanilla, mango-papaya and lemon and wild passion fruit. You can choose from potpourri, fragrance oils and aromatic candles to create an enviable sweet-summer aroma.





## Fun & Fitness

### Does that sound weird?

To most of us, having fun and staying fit rarely ever belong together. Staying fit and in shape require painful and boring routines. But there is hope! Who says getting fit has to be painful? Doing an activity that's both physical and fun, such as dancing or indoor rock climbing, is an excellent

way to get in shape and stay motivated to exercise. So, whether you want to kick off a brand-new fitness regimen or add a little variety to your current routine, here's how to get the groove back in your routine and have a blast while burning calories...



### Family Fun

Get your family or your friends involved in activities you love to do. If there's a sport you enjoyed as a child or have always wanted to try, such as softball, organize your friends and family for regular pick-up games. With friends and family around, it is easy to stay motivated and remain active.



### Zumba

If you like to dance, you'll love Zumba. Zumba is a Latin-inspired dance-fitness program that blends international music such as salsa, samba and merengue with fun dance steps to get you moving and sweating with a lot of fun. This aerobic workout blends choreographed footwork and body movements to sculpt your body and burn fat, and while you are really having a good time dancing to the Latin beats you won't even realize that you're toning your abs, thighs, glutes and arms.



### Audio books

Download audiobooks to hear, while exercising. It is simple to download and pay attention to mp3 audiobooks, from classics to seminars. Or download a magazine of one of your favorite humorist or comedian. A great book can definitely help make your workout more enjoyable.



### Fencing

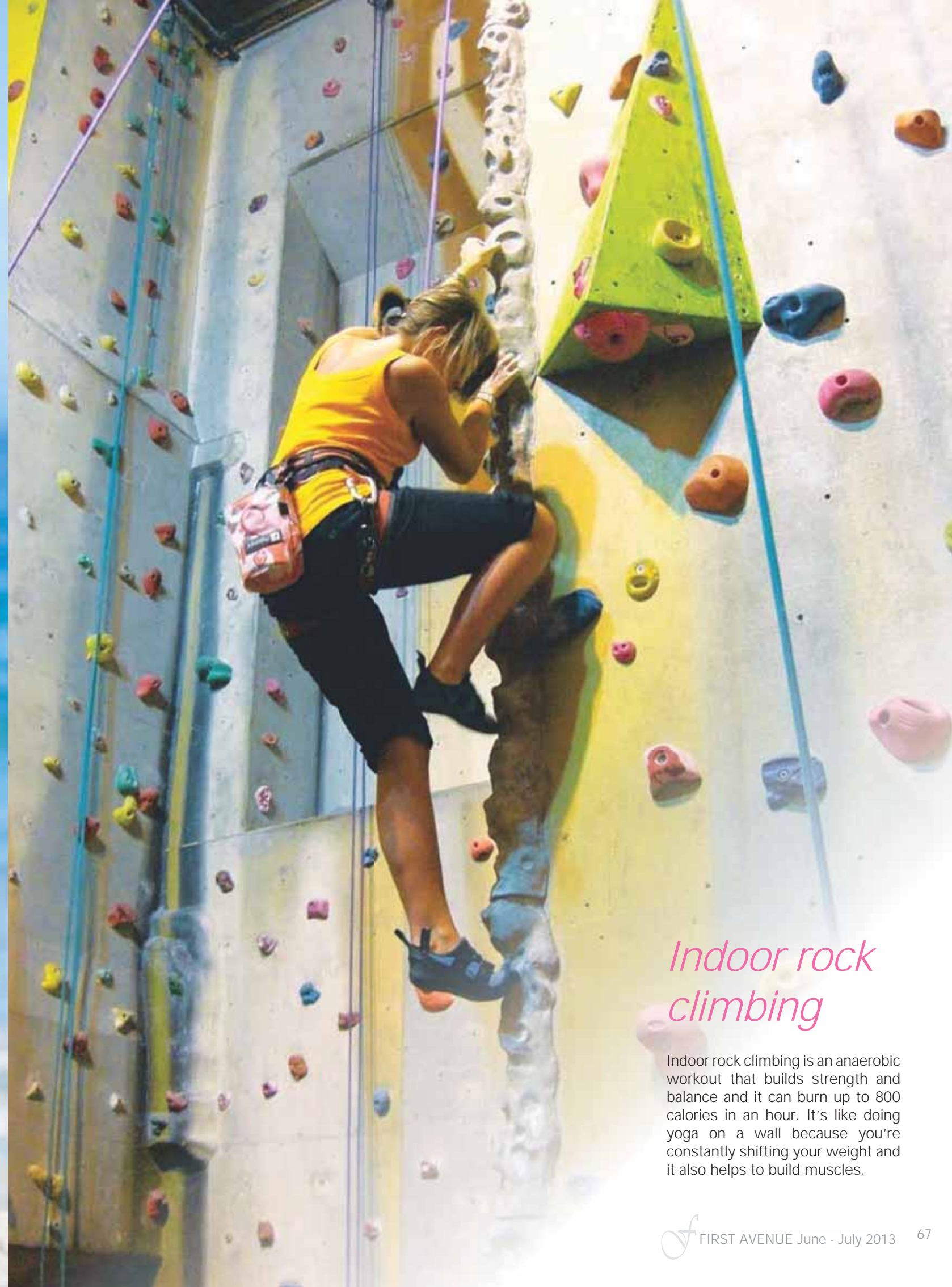
One of the most graceful ways to have fun and burn calories is by Fencing. If you want a fast-paced aerobic workout and you love to compete, sign up for a fencing class. Fencing is like a physical chess game, where you anticipate your opponent's moves and react to it. With its intense arm and foot-work, fencing burns calories and improves speed, flexibility and coordination, while toning the buttocks, stomach and thigh muscles.





## *Hula-hooping*

Channel your inner child with this quick and effective workout. You may not have touched one since you were 10, but the humble hula hoop is a bona fide piece of workout equipment that can tone your thighs, abdominals and arms. In the recent years Hula-hooping, has re-emerged as a great cardio workout to slim your waist, hips, buttocks and thighs while toning your abdominals and lower back muscles. Hoop-ing can be done indoors or out, on your own or with a group in a class setting.



## *Indoor rock climbing*

Indoor rock climbing is an anaerobic workout that builds strength and balance and it can burn up to 800 calories in an hour. It's like doing yoga on a wall because you're constantly shifting your weight and it also helps to build muscles.





## *Rope jumping*

Remember the days when we would skip to the loo, if there ever is a better time to do it, it would be now! This full-body cardiovascular workout will make you feel like a kid again while strengthening your muscles and bones and improving your coordination. And just fifteen minutes of jumping rope burns about 200 calories. To get started, you'll need a good pair of cross trainers to absorb the impact in the balls of your feet and a thin plastic or cloth rope from a sports store. Before you skip, always start with a short warm-up.



## *Skating*

Skating is a great alternative to running because it's easier on the joints. Skating is a good aerobic workout that also tones your lower body and builds strength in your legs muscles. Both ice and inline skating are good calorie burners, you may burn up to 330 calories during one hour of continuous skating.



# A Taste of Summer

## Easy, Healthy Gourmet Recipes

Summer calls for light and sunny flavors at the dinner table. With fresh seasonal variety, some gastronomical wizardry and a bit of flair, you can also enjoy the season and it's offerings at home by preparing a gourmet meal... Chef Trevor Greene, Chef de Cuisine, Mazina, The Address Dubai Marina, shares with us one of his staple recipes; Chilean Sea Bass, perfect for a cozy summer dinner... And also try out, our seriously thirst quenching summer coolers to get into the summer groove... Bon appetite!



Chilean Sea Bass



Chef Trevor Greene

### Chilean Sea Bass

Kumquat Glaze, Wilted Spinach, Beetroot and Goat Cheese Croquette

#### Ingredients

800g (200g each) of Chilean Sea Bass  
Salt and Pepper  
300g of Baby Spinach  
1tsp of butter  
300g of Kumquats  
100g of Sugar  
200ml of water  
1 cinnamon stick  
300g of Potatoes  
75g of beetroot  
75g of Goat cheese  
50g of Panko Crumbs  
25g of Flour  
1 egg

#### Kumquat Glaze & the Sea Bass

Thinly slice the whole kumquats. Place the sugar, cinnamon, water and slices in a pot over medium heat. Boil for 5 minutes and then strain the mixture. Separate the slices and put them aside. Place the remaining liquid in a small pot and simmer until a syrup-like consistency has formed. Season the fish with salt and pepper

and sear it in a hot pan. Brush on the Kumquat syrup and place in a 200C oven for 8 to 10 minutes or until firm.

#### Beetroot and Goat Cheese Croquettes

Peel the potatoes and boil in salted water until soft, strain and then mash. Roast the beetroot at 200C with their skins on until soft, then puree the cooked beetroot and goat cheese in a blender until smooth. Once smooth add to the mashed potato and season with salt and pepper. Roll the mixture to form small cylinders, then bread crumb the croquette by placing it in flour, egg and then the panko crumbs. Heat the croquettes in the oven (10-15 minutes) or a deep fryer (3-4 minutes), till golden brown.

#### Plating

Sauté spinach in butter until it wilts. Place the spinach in the middle of the plate, arrange the croquettes around the spinach and place Sea Bass on top, garnish with the sliced kumquats. Yields 4 portions. Now, for some refreshing drinks to beat the summer heat ! Add summer flavors to your regular tea and put it on ice....



Fruit Tea

### Fruit Tea

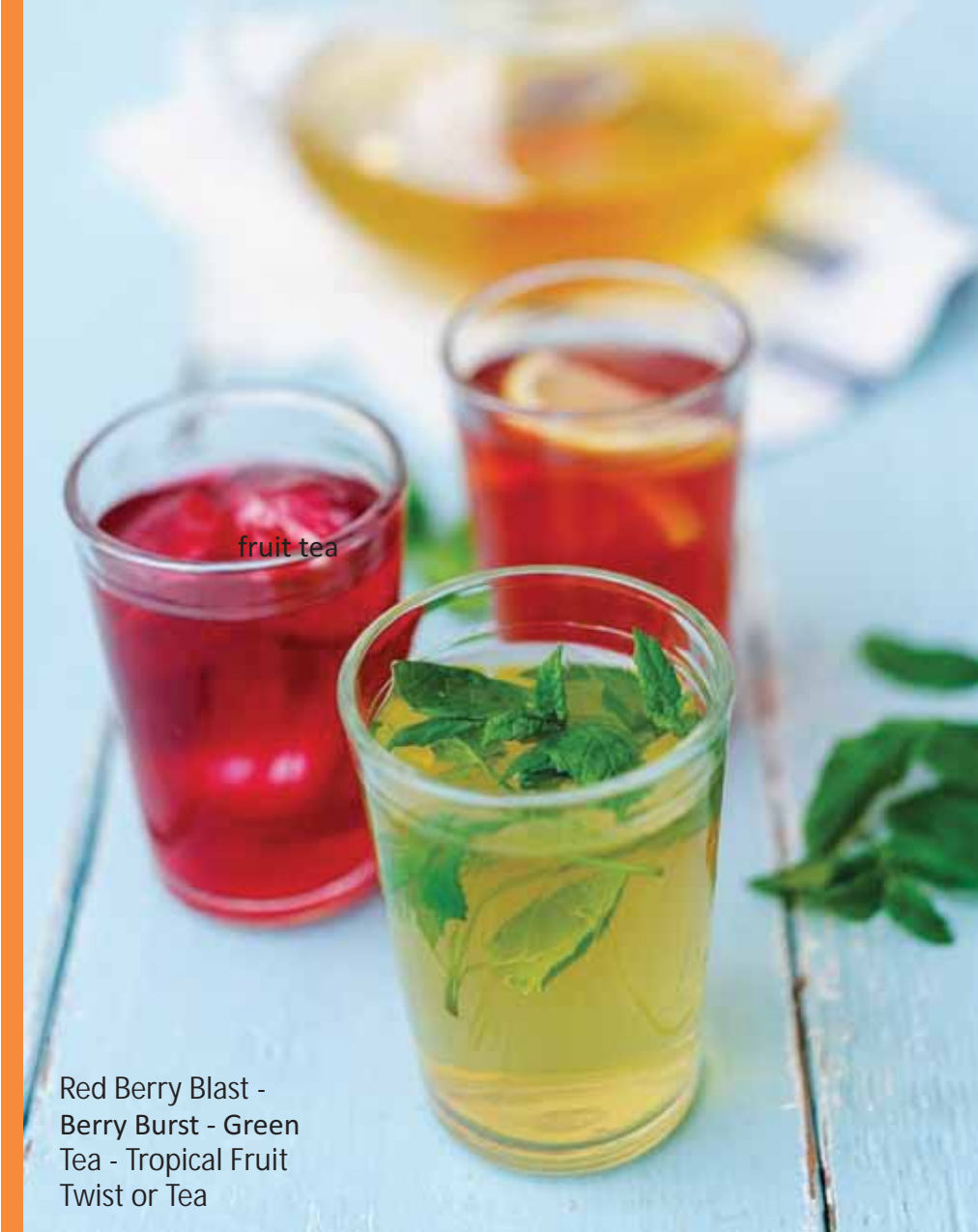
#### Ingredients

1 1/2 qts. Black tea  
2-11 oz. cans fruit nectar (any flavor)  
Sugar to taste  
Mint Leaves  
Slices of seasonal fresh fruits  
Combine tea, fruit nectar, and sugar. Serve over ice and garnish with mint and fruit.  
Serves 4-6.  
Or add a hint of summers colors, the red juicy strawberries to the yellow revitalizing lemons and create a refreshing drink to cool you down on a warm summer day....

### Strawberry Lemonade

#### Ingredients

1/2 c. sugar  
1/2 c. fresh lemon juice  
1/2 c. water  
8-10 strawberries, halved  
1 c. sparkling water  
Ice  
Mint  
Combine sugar, lemon juice, and water – stir, until sugar is dissolved. Add strawberries and the lemon juice mixture to the blender and pulse. Add sparkling water and blend until smooth. Serve over ice and garnish with fresh mint. Serves 3-4.



Red Berry Blast -  
Berry Burst - Green  
Tea - Tropical Fruit  
Twist or Tea



Strawberry-Lemonade





# Jewelry & Watch Collections

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



## *Just Rich Collection – Just Cavalli*

Necklaces, bracelets, pendants, earrings and rings made in silver and yellow gold are as sinuous and seductive as the woman who loves the Cavalli style. The Maison symbol and the logo vividly stand out in this prestigious collection which is characterized by precious white and spectacular green crystals.



## *Bulgari – The Allegra Collection*

The exquisite Allegra Collection draws on Bulgari's tradition and the variety of stone cuts is the perfect interpretation of of dynamic use of color. The supple interlacement of gems a feminine yet playful style.



# *FLEURS D'HIVER– Nina Ricci Jewelry*

Picked directly from the Jardin d'Hiver, one of the themes of Peter Copping's prêt-à-porter collection, these flowers were born, to grace a chain from the archives of the Nina Ricci Establishment. The beautiful collection refines the heritage, while playing on the metallic flowers, leaves and stalks, embellished with the romantic and oneiric universe of the brand.



# *EBEL X-1 Black Ceramic*

Seductive and sophisticated, this is a true statement piece designed for dynamic women of unmistakable style. The new EBEL X-1 offers a fascinating juxtaposition of dark and light shades. Its sleek and glossy 34 mm black ceramic and stainless steel case features a crown set with 15 glistening diamonds. Framed by a bezel alight with 48 diamonds, its mysteriously gleaming, galvanized black dial is graced by eight diamond hour-markers and three applied Arabic numerals. This alluring timepiece is the latest addition to EBEL's exciting new collection. It is a perfect day-to-night watch for today's chic and modern woman.



# *Skagen Denmark Summer Watch collections*

SKAGEN DENMARK Summer watch collections reflect the creative Danish spirit with clean, elegant designs, skilful craftsmanship and technical perfection. SKAGEN DENMARK is a Danish lifestyle brand offering authentic, high-quality products at accessible prices to design enthusiasts around the globe. SKAGEN watches are exclusively available at Paris Gallery and Watch Gallery stores, across the UAE.







## Chopard 'La Strada' timepiece collection

Chopard paid tribute to the legends of 1950's Italian cinema and unveiled 'La Strada' timepiece collection at Dubai Mall. Symbolising Italian neo-realism, La Strada is a film imbued with lyricism and a luminous life force that remains undimmed by the brutality of the world. Chopard once again testifies to its intimate ties with cinema by celebrating this masterpiece in the history of the silver screen. The complete collection of watches and jewellery inspired by it embody the unique grace and spirit of La Strada.

## Blancpain Collection Women, Chronographe Grande Date Watch

Established in 1735, Blancpain is the oldest watch manufacture in the world. Renowned for its superlative watches, the new Chronographe Grande Date is no exception to this tradition. From the very first glance, the shimmering mother-of-pearl dial reveals two waves of 17 variously-sized diamonds rippling out from the center. The red gold case with diamond-set bezel contains the Blancpain 26F8G calibre with its petal-shaped oscillating weight, visible through the sapphire crystal back.



## Concord Saratoga Lady Black

A quintessential must-have accessory for every occasion; Concord Saratoga Lady Black is a timeless timepiece designed for modern women who radiate confidence and femininity. The Saratoga Lady Black with its flatteringly curved 31mm stainless steel case is elegantly set with 32 sparkling diamonds that frame a luminous white mother-of-pearl dial. Roman numerals interspersed with six more of the finest diamonds tell her the precise minute at which she must make her entrance and create a striking impression. And the time is now.



## Roger Dubuis Velvet High jewelry in rose gold

Roger Dubuis, Geneva based Manufacture of luxury watches, unveiled the diamond-encrusted exquisite Velvet Jewellery in rose gold, especially created for the Diva in every woman. The Velvet Jewelry attracts attention and stirs curiosity with its subtle fillet across the dial: the off-center numerals seem to play between the barrel-shape and the circle, a trompe-l'oeil on two levels. The exquisite masterpiece is now available at Roger Dubuis' exclusive boutiques in the UAE.





## *Autumn / Winter 2013 -14 Ready-To-Wear Collections*

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





## *Dolce & Gabbana* *Autumn / Winter 2013 -14* *Ready-To-Wear Collection*

The Dolce & Gabbana Autumn Winter collection is fit for a queen - a Byzantine empress. The designers turned to the golden, mosaic artworks that adorn the region's breathtaking Cathedral of Monreale as the elemental source of their fall/winter 2013 collection. Catholicism was an obvious inspiration for the collection as mosaics were transformed into patterns of mini-dresses, blouses, and shirts. Styled with crowns and heavy jewels, swing jackets and tweed suits in shades of gold, blues & reds, created a regal collection of elegant proportions.



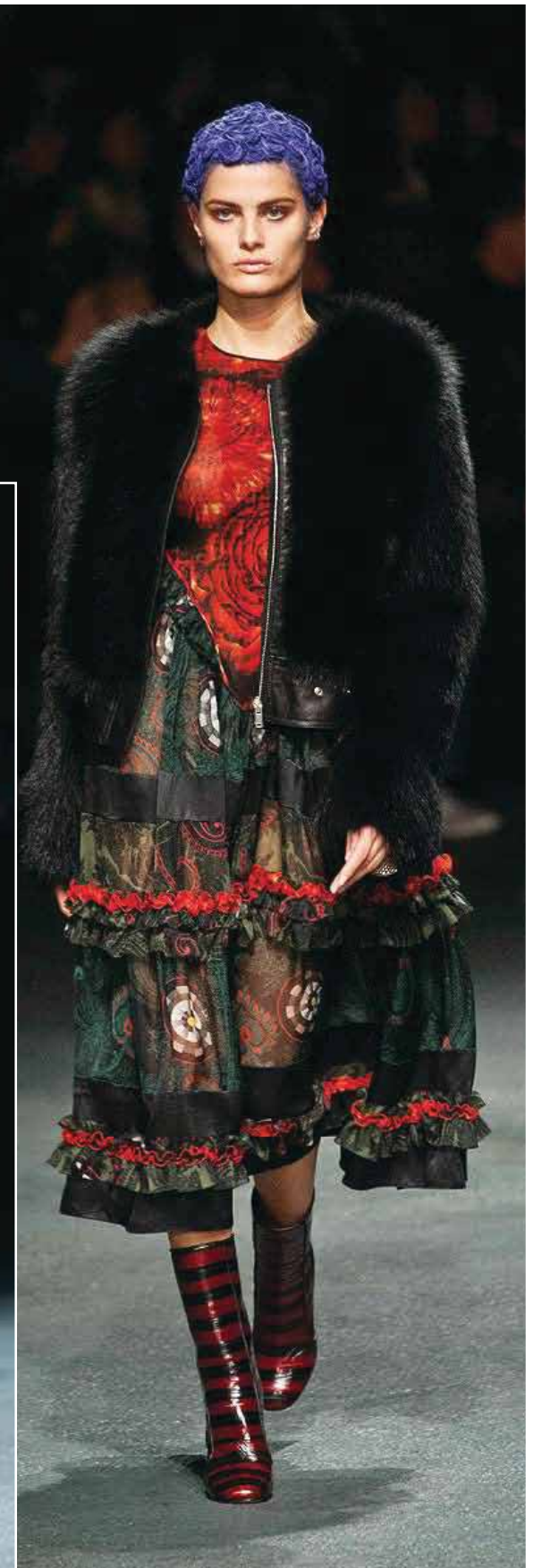




## Givenchy

*Ready To Wear - Fall Winter  
2013 - Paris*

Innovative styling created a sense of astonishment and desire. Ricardo Tisci managed to suggest comfort whilst not losing the aesthetic appeal of fashion. Darkly romantic floral prints bloomed onto those covetable biker jackets and semi sheer skirts with gypsies' ruffles. Sometimes the prints blended into Tisci's favorite plaids for a street meet; a sweet mixture. The attention to detail could be seen everywhere in this collection. The models had their hair wrapped up in colorful pin curls, wore highly embellished boyfriend sweaters with sheer tulle fluted skirts decorated with delicate blooms along the hem and hips. The models also wore matching bracelets from which dangled big, engraved medals, a fitting accessory for what could very well go down as the show of the season.



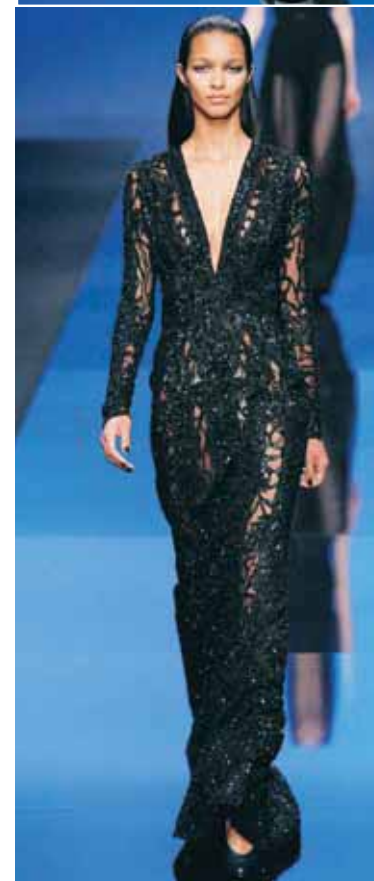




## Elie Saab

Autumn / Winter 2013 - 2014  
Ready-To-Wear

ELIE SAAB is always making women look beautiful - that's simply what he does. He presented his fall/winter 2013 collection at Paris fashion week, and called it "strictly decorative". He also unveiled finely tailored day wear in mostly black and navy blue colors. For the evening the designer added his signature dresses, violet, yellow and soft blue evening gowns with beads and sequins.







## Chanel

Fall / Winter 2013 -14  
Ready-To-Wear

Karl Lagerfeld unveiled his fall/winter ready to wear collection for Chanel at the Paris Fashion Week 2013. There was a strong Goth undercurrent in the collection which was actually very seductive. The clothes were dark and lean; a favorite Chanel silhouette fitted to the hip, then flared into a short skirt. The other key shape was equally streamlined, cut high on the thigh at the front, dipping to mid-calf at the back. Footwear took on a tough edge with thigh high boots and chains strewn across the front, and there were endless varieties of the iconic Chanel bag.



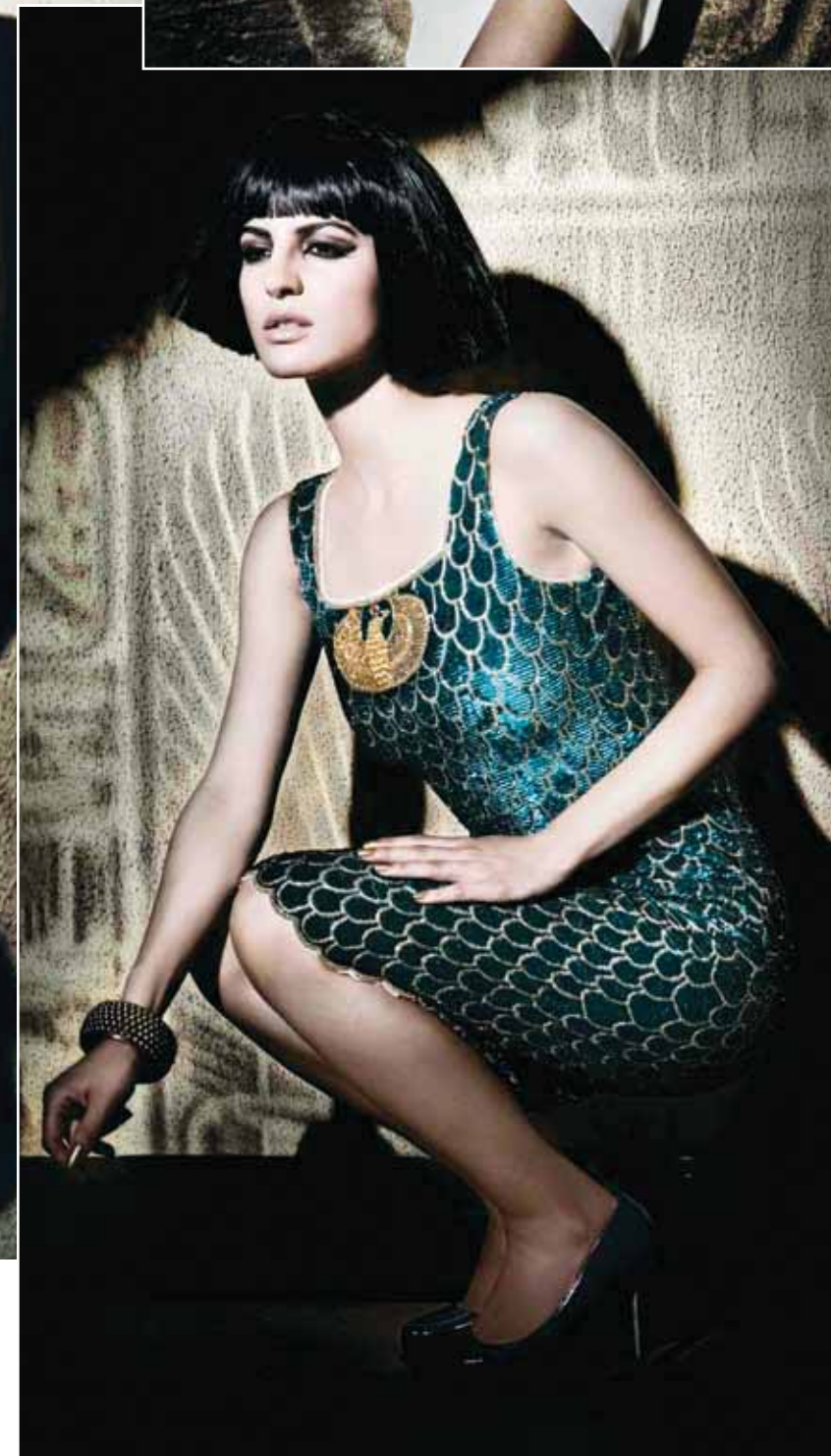




## Zaeem Jamal

### *The Egyptian Collection*

The British luxury red carpet designer, Zaeem Jamal, presented his latest collection inspired by Ancient Egypt, along with a preview of the brand's new accessory, swimwear and ethnic line. Zaeem Jamal is a unique brand offering an aesthetically and philosophically stunning collection which is beautiful and dynamic; a design alchemy in motion. Combining the finest of silks, expertly crafted detailing and individually selected radiant semi-precious stones in vibrant and mood enhancing colors.







**Abeer Safa**  
Event Planner

## Wedding Planning in the UAE

Wedding planning is one of the most booming industry, all over the world and the UAE is no exception. Al Wazzan Weddings and Events is a Lebanese owned wedding and events planning company based in Dubai. Al Wazzan specializes in organizing all types of a wedding celebration: rehearsal dinners, after wedding brunches, bridal showers, bachelorettes and more. The First Avenue Magazine got a chance to sit down and discuss wedding planning in with one of the most famous face in the industry; Abeer Safa.

**Q: Tell us something about yourself and how did you become a wedding planner?**

I get asked very often "how did you become a wedding planner?" and my usual answer is "a lot of hard work". I began my career in marketing and was managing corporate and social events. Suddenly became completely embroiled with creativity and, wedding research and planning, and started helping out family friends in organizing their weddings. It was then that I realized my passion lies with Wedding Planning. I am somewhat of a perfectionist, so all of the organization and careful attention to detail came naturally to me. I joined Amira Al Wazzan as a business partner in her own events planning company which have been operating since 2008 and invested together to expand the business to focus on wedding and social events planning as a core service.

**Q: What inspired you to start the Al Wazzan?**

I truly love beauty and that is what inspired me. Whether it is a photo of one of my brides in a one-of-a-kind moment, or the most beautiful floral arrangement or a vibrant view of fall leaves changing color ..., I just love the beauty of color and design meeting in that perfect place. It's like a work of art to me. And I enjoy being part of creating something beautiful and making others happy through that process.

**Q: What exactly is involved in being a wedding planner i.e. what do you actually do?**

A wedding planner is a professional consultant who will help with the coordination and planning of your wedding, ensuring that brides, grooms and families are as stress-free as possible leading up to and on the wedding day.

**Q: What kind of attributes do you need to be a successful wedding planner?**

With being a business owner and entering a competitive market where only a quarter of couples getting married hire a wedding planner, you need oodles of perseverance, determination, passion and a positive attitude! You have to have passion, without that you won't succeed. With passion comes a desire to do a good job and then all the other elements of planning come in. Yes you need to be super organised, a people person, good at time management, creative, determined and hardworking but the passion for your job will make you stand out from the rest. Also being a very good listener counts, being

able to remain calm when a problem arises and to deal with it quickly and efficiently.

**Q: What do you love most about being a wedding planner?**

We love the excitement and enthusiasm of our clients! Our favorite part of the wedding planning process is first, the brainstorming consultation with the bride and groom to talk through their ideas, dreams and inspirations for their wedding. This gives us a good indication of what they're hoping to achieve, and let us get to know them as a couple. And second, seeing all the ideas and planning come together and observing, in the few brief moments you get on the wedding day, the enjoyment of the bride and groom and their guests.

**Q: Why do you think brides-to-be should consider using a wedding planner?**

The wedding industry has grown extensively over the last couple of years, and can be a confusing





maze for brides when they start the planning process. A good wedding planner should be able to guide them through that maze and find the perfect suppliers for each aspect of their wedding, whilst ensuring the bride and groom keep hold of that exciting feeling instead of stressing unnecessarily! Al Wazzan Weddings and Events have great contacts with local suppliers, so know which companies to go to for the style, theme, and inspiration that each couple requires, whilst remaining within their budget.

**The wedding industry in the Middle East is a booming business sector and is one of the fastest growing industries in the region**

*Q: How is the wedding planning business in the Middle East, particularly in the UAE?*

The wedding industry in the Middle East is a booming business sector and is one of the fastest growing industries in the region. In UAE, the wedding industry is one of the fastest growing areas within the emirate's thriving leisure and tourism sector. More and more people are getting married in UAE. Before that, expats didn't really get married in UAE; people went home to get married. Today, it's very different. The highest average spending for a wedding, by far, is in the UAE. The Arabs consider their weddings as one of the most important social events in their life. Hence no expenses are spared and the guest list can run up to more than a 1000 sometimes.



# f Lifestyle

Latest motoring, luxury, fashion and lifestyle coverage from Dubai and around the world.







## Piaget's first Middle Eastern ambassador Yara honors Piaget Rose collection

Piaget's Rose has lived a saga of beauty and love and its 30th year was commemorated around the world in inimitable ways that symbolized splendor and grace. As the celebrations made their way to the Middle East, the striking Piaget Rose collection was honored in a special way by the brand's first Ambassador for the Middle East,

Yara. Yara's collaboration with Piaget, provides an idyllic reflection of Piaget's values as her elegance and grace make her the brand's perfect ambassador. Venerating the Piaget Rose collection's 30th anniversary, Yara partook in an iconic shoot that saw her in sensual and exuberant pieces from the gorgeous Piaget Rose collection

## House of Haagen Dazs with Bradley Cooper

Following the recent announcement of Academy-Award nominee; Bradley Cooper as the star of the brand's new campaign, luxury ice cream brand Häagen-Dazs, invited guests to step into their new world of luxury, style and taste at an exclusive cocktail reception for VIP guests and press held at Magnolia - Al Qasr Hotel, Madinat Jumeirah. Dubai is the first market to establish the "House of Häagen-Dazs" and to convey its philosophy of iconic luxury, experience and superior craftsmanship, much in the same way as a fashion house would do. The new multi-channel campaign features the superstar in integrated advertising across magazines, outdoor and digital media, as well as in Häagen-Dazs shops throughout Middle East & North Africa.



## IsaDora (Sweden) Launched in the UAE

At a press conference held in Dubai's iconic Burj Khalifa, the CEO of the successful Swedish cosmetic brand announced the rollout of its popular line of beauty products; IsaDora (Sweden). Gorgeous IsaDora models walked down the aisle to the rhythm of sensual, mellow beats enrapturing the audience was one of the highlights of the event. Media personnel & beauty bloggers were given a chance to experience the magic of Isadora, who set up two beauty booths complete with professional makeup artists at the venue. The conference marked the official launch of IsaDora in the UAE. Founded in 1983, the company behind IsaDora is Swedish Invima AB. IsaDora's official distributor in the UAE, Gulf Beauty International, is a subsidiary of the Paris Gallery Group of Companies. IsaDora will be available at Beautybay in Mirdiff City Center, Boots in Mall of the Emirates, Breakwater Marina Mall in Abu Dhabi, and LifeStyle in Abu Dhabi.

## Seventh 'Superbrands' Trophy for Dubai Duty Free

Dubai Duty Free received 'Superbrands' status at the Superbrands Tribute Event held at the Inter-Continental Dubai Festival City, for the seventh time. The Dubai Duty

Free award was presented by the Superbrands Council in the UAE, an offshoot of the Superbrands organization, which comprises of councils throughout the world.







## Middle East Launch of Baume & Mercier Clifton collection

Swiss Maison d'Horlogerie Baume & Mercier presented its newest watch collection Clifton at an exclusive evening at The Cigar Lounge, The Address Downtown Dubai. Themed to reflect the masculine Clifton collection territory and its historic roots in the "Golden Fifties", the

evening atmosphere enriched the brand's historic standing as a fine luxury watch creator and offered a welcoming environment for guests to gain remarkable insights into the legacy of the Baume & Mercier world and its 183 years of watchmaking expertise.



## Armani/Casa Opens In Dubai

The Armani Group recently inaugurated Armani/Casa store in Dubai. The 270 square metres store offers products that range from furniture and furnishings to accessories, décor and fabrics. Armani/Casa is a world leader in the luxury furnishings sector. A byword for elegance and style, it stems from Giorgio Armani's living dream of a warm, harmonious, highly comfortable and sophisticated haven.

## Launch of Mavi UAE





“Tango Gala Dinner” Sponsored by  
Embassy of Argentina



His Excellency Ruben Eduardo Caro, Ambassador of Argentina in the UAE is Welcoming his Guests

