

# *first* Avenue



JAW-DROPPING  
**LOOKS**  
**FROM**  
**PARIS**  
COUTURE WEEK

**2019**  
**SWIMWEAR**  
**TRENDS**

**YOGA**  
THE UNION  
OF MIND  
SPIRIT & BODY!

GET A NATURAL  
**GLOWING**  
**SKIN**  
THIS SUMMER

THE BLUE-EYED HOLLYWOOD STAR  
**ALEXANDRA DADDARIO**





b YSI<sup>®</sup>  
A New Woman Every Day



**mavi**





## Editor's LETTER



ALEXANDRA DADDARIO - PAGE 16

We are officially halfway through summer, yet the summer heat seems to be universally all prevalent. The last two months have streamed along at great speed with a plethora of events. With all the madness behind us there's a lot more awaiting in the remaining summer months. The latest issue of the First Avenue Magazine bring to you the best of what's up next!

Without much delay we introduce you to our cover girl "Alexandra Daddario" the globally popular American actress famous for her mesmerizing looks, and lively performances in Hollywood films.

With so much going around, our usual fashion report, home décor and beauty, there's always something for everyone to read! Check out our Health and Fitness feature on YOGA and weight loss to revitalize your health and fitness routine. Also, don't forget to read our exclusive feature on Home Décor – "Aurà's inspiring tips" to mix and match with modern living interior solutions.

I hope this issue helps you add to summer natural indulgence!!

*Enjoy Reading.*

# Dubai Duty Free

# Win a luxury car



Entries for "Finest Surprise" at Dubai Duty Free  
or online [www.dubaidutyfree.com](http://www.dubaidutyfree.com)



Full of surprises.



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PARIS



*Gala*  
COLLECTION

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In the spotlight

# KATE middleton

*Stuns in Elie Saab During Day 1 of Royal Ascot 2019*

## *Elie Saab*

She looked gorgeous in periwinkle blue shade dress by renowned Lebanese couturier Elie Saab for the first time.

The semi-sheer delicate and ornate outfit is believed to be a bespoke version of one of Saab's looks from his Resort 2019 collection. It features a silk pussy bow accent, intricate lace detailing and macramé trim on the long sleeves. The tulle skirt comes with embroidered dots, seen also on the sleeves, and an A-line silhouette.

She completed the look with paired with a Philip Treacy hat with floral adornments.



## *Kiki McDonough*

Blue Topaz/ Diamond Drop earrings



She wore a new pair of

## *Gianvito Rossi*

heels, the brand's Gianvito 105 style in Silver Metallic



*Kate carried a new bag, a clutch style with brushed metal bands and leather back.*

Spotted chatting to royal couples from Spain and the Netherlands, the former Middleton also accessorised with a clutch from Elie Saab. The bag from the designer who has dressed the likes of Angelina Jolie, Halle Berry, Priyanka Chopra and Katy Perry came with brushed metal bands and a leather back.





# *Get Glowing* SKIN *this Summer Naturally*

*Fast skin fixes to get the gorgeous, glowing skin you want!!*

No matter what skin type you have, your skin needs extra attention. There's something about glowing and dewy skin that adds freshness and youth to the face.

To fight the blues, here is how to keep your skin glowing throughout the season with some handy and technically simple things.

## *Drink water*

Hydrate your skin from within by drinking lots of water. Carry a bottle with you when you go outside. By drinking about one and a half liter to two liters a day (for at least a month), you will see a HUGE difference to your skin. So drink up and don't let your skin go thirsty.



## *Exfoliate*

Exfoliate regularly. Whether you have an oily, dry or combination skin, by exfoliating you clear out all dead skin, this way your skin becomes more radiant and fresh. Baking soda is one of my favorite exfoliators. Clean your skin thoroughly, remove all makeup, and wash and moisturize your skin before going to bed.





## *Sunscreen*

Sunscreens is important during summer season. Before you leave your house, apply a sunscreen with at least an SPF 15 or more. This will protect your skin from nature's damaging elements.



## *Make Moisturizer Your Best Friend*

The right moisturizer for your skin type can totally change the way your skin appears and feels. It does not only keep your skin hydrated but also maintains the right pH level of the skin. When your skin's pH is balanced, it tends to have a natural radiance. So, never skip hydration even if it's a humid day outside



## *Organic Care*

Instead of using highly chemical-based skincare products that strip off the natural layer of your skin, opt for milder organic skincare. Add natural oils, aloe vera, rose water and pure clays into your skincare routine.



## *Add Vitamin C to Your Lifestyle*

Vitamin C is a game changer for the skin and the one antioxidant that brings the long-lost glow back. You can buy serums that consists of pure vitamin C. You can also eat fruits and veggies that contain this wonderful antioxidant. Pineapples and green vegetables are usually rich in vitamin C. Eat them raw or in a salad.



## *Get Enough Exercise*

If the summer heat, sweat, and humidity are keeping you off the treadmill, don't give up. Physical activity improves blood flow, which means your skin cells get more oxygen. Thus, your body heals any tissue damage (like a sunburn or acne) easily.





Style crushing on...

# ALEXANDRA *daddario*

*The blue-eyed beauty!*

Hollywood is well known for promoting a lot of actresses as “the next big thing” only for them to falter.

However, some do seem to have the ingredients to take off. Alexandra Daddario is a good example.

We don’t want this to sound like we are late to the party – but we love Alexandra Daddario. Can we just take a few moments to silently obsess over the American actress who has captured the hearts of the film and fashion world?

With a slew of major films roles in her pocket she is quickly becoming Hollywood’s most valuable player.

Alex is known for her piercing blue eyes. Whether she’s on the big screen or on the red carpet, you’re drawn to Alexandra’s eyes. Maybe it’s because they contrast so well with her dark brown hair, but her eyes are probably the most recognized in Hollywood. We could get lost in them! The blue-eyed beauty has managed to bag numerous high profile roles in movies such as The Percy Jackson Series, San Andreas, Baywatch, and the TV show True Detective.

She is set to star in a new horror thriller entitled Celestial

Blue, which is being written and directed by Zak Hilditch (The Final Hours, 1922).

Daddario kicked off the journey in the showbiz industry with the television serial at age of 16. At first, she appeared on the soap opera ‘All My Children’. The actress played her first major role in the feature film ‘Percy Jackson’ portraying the character Annabeth Chase and won the attention of the audience. She made her acting debut in the film industry with the movie ‘The Squid and the Whale’ in 2005 with Jeff Daniels and Laura Linney.

Alexandra’s style is chicer and sexier, which is why she has dominated red carpets and ranked as most beautiful actresses in the world. She has graced with her presence. She also keeps up with the latest fashion trends by sporting a wide range of ensembles, which best suits her personality. Let’s take a look at some (but most certainly not all!) of Alex’s greatest and latest red carpet victories. Do you have a favourite?





■ *At 11th Annual DKMS 'Big Love' Gala in Christian Sirano*

Alexandra looked stunning in black crepe knee length dress with cascading ruffle tulle and an off-the-shoulder detail. Adding some sparkle to her look, she styled her dress with shimmer gold pumps. Beauty wise, she highlighted her eyes with an espresso smokey eye which topped off her look along with gold jewelry and a black clutch.



■ *At the 73rd Golden Globe Awards in Reem Acra*

Akin to many of her looks, we were stunned into an un-characteristic silence when we laid eyes on our blue eyed girl at the InStyle and Warner Bros' Golden Globe Awards. And it's not hard to see why as this was everything we were expecting. She shined in form fitted Reem Acra golden sequined gown and completed the look with Buccellati jewelry and Jimmy Choo clutch.



[www.capri-lifestyle.com](http://www.capri-lifestyle.com)



CRS24  
Triangle Two Piece Bikini  
"Stripped Mood"



## *At the 2018 LA Film Festival in Carolina Herrera*

We were left speechless when Alexandra made her entrance on the screening of 'We Have Always Lived in the Castle' during the LA Film Festival. Imbued with a sense of straight-up simplicity, Alexandra's Carolina Herrera's Pre-Fall 2018 white dress is a true palette cleanser. Some might feel the accessories which included red Jimmy Choo 'Minnie' sandals, a green velvet Tyler Ellis 'Lee' clutch and emerald earrings took an element of that away, but I wouldn't change a thing.



## *At the 2018 LA Film Festival Premiere in Michael Kors*

Yet here Alexandra is, looking nothing short of breath-taking in her hot red Michael Kors creation. It's clear that Alexandra was going for the sexy Hollywood screen siren look – and she certainly achieved what she set out to do. Alexandra made her way to the red carpet for the premiere of 'Nomis' and the closing ceremony during the 2018 LA Film Festival.

Imbued with Michael Kors' signature finesse, the fuss-free silhouette was perfectly in tune with Alexandra's style. If you're looking for an edge, you'll have to make do with the sultry cat-eyes, as the rest of the look was perfectly polished with diamond earrings and a black velvet Tyler Ellis clutch.





## ■ *At the 66th Annual Emmy Awards in Reem Acra*

The ‘True Detective’ actress wore a shimmering, nude Reem Acra gown with a black lace appliqué. She looked lovely on the red carpet of the Emmy Awards. She accented the slinky number with Jimmy Choo ‘Kendal’ sandals and black jewels. A gorgeous matte-red lip, serious lashes and a deep-parted loose wave were classic and beautiful. We’re used to seeing Alex in softer and more elegant outfits, so we loved seeing her step out of her comfort zone in the Nude Sequin Prom Dress.



## ■ *At the Venice Film Festival Premiere in Reem Acra*

Alexandra set the red carpet on fire wearing a sleeveless plum embroidered lace that has a sheer tulle Reem Acra Resort gown at the ‘Burying The Ex’ premiere. There was no way we were letting this outfit go unnoticed and unpraised. She enhanced the look further with amethyst stone earrings and a rich red lip, which plumps up that gorgeous pout. Opting for yet another Reem Acra gown, this striking purple hue looks breath-taking against her pale skin and dark tresses. The gown makes a seductive, yet romantic, impression from the embroidered lace on sheer tulle.

## ■ *At the Screening of Netflix’s “When We First Met”- Red Carpet*

It’s clear that Alexandra was going for the sexy Hollywood screen siren look – and she certainly achieved what she set out to do. Alexandra sizzled in sparkling silver mini-dress at screening of new Netflix movie When We First Met. The seduction powers that Alexandra possesses never cease to amaze us. She sparkled from head to toe like “Hot Metal”! Her hair was pulled back which complemented the outfit perfectly, as did the rest of the styling. Her lips dashed in a bright red lipstick carrying an Atelier Swarovski bag.



## ■ *At the 2017 Billboard Music Awards in Vivienne Westwood*

Following the success of Baywatch Alexandra did not disappoint at the Billboard Music Awards as she picked a daring Vivienne Westwood design for the red carpet. The one shoulder dress had a slit that revealed too much skin than desired. But while we are usually more accustomed to seeing her rock designers’ most outrageous designs it was refreshing to see her test out and more understated pieces too. She completely owned the look.



# ACCESSORIES

## trend

### Summer-Perfect Beach Bags



Summer hasn't truly arrived until you get your hands on the perfect woven carryall to take you from street to beach.

From Michael Kors' French Polynesia-inspired collection to Chanel's faux-beachfront catwalk. We've basically been willing beach days our way.

*Prada*  
woven tote bag



*GUCCI*  
Striped Raffia Tote



*Chanel*  
Mixed Fibers, Lambskin & Silver-Tone Metal



*Antonello  
Tedde*  
Rombi Medium  
Tote



*Fendi*  
Runaway Shopper  
tote



*Michael Kors*  
Grimaldi Sunflower Silk-Twill Scarf Tote



# LEEM

## SS 19

*a bold expression of chic discretion*



sees Saudi Arabia's timeless modern fashion house, Leem, launch its effortless SS19 collection in stores throughout the Middle East. Distinguished by its stylish and affordable pieces designed for today's fashion conscious woman, Leem's vision is to redefine modest wear with global appeal. Specialising in essential staples with an air of luxe

that form the building blocks of any modest wardrobe, Leem's stylish silhouettes mark the intersection of conservative fit and modern flair, elevating the fashion quotient of its all-inclusive clientele-base, whether they choose to conceal for culture or as a personal preference of style. Leem's charming Spring Summer 19 collection ushers in the likes



of free-flowing kaftans, maxi skirts and dresses, the timeless trench, tailored power suits with fluid, ambiguous layers, all distinguished by their sleek structure and elegant lines.

The ties between art and fashion have always been close and this season Leem tapped into "painterly" graphics and geometric prints. Select maxi styles were defined by a profoundly pared-back aesthetic, serving as the canvas for interpretations of circles, squares and striking leaf-print styles rendered with bright colour. Furthermore, the collections bold prints are perfectly juxtaposed by a chic monotone palate of utility nudes, cherry red, mustards and yellows, royal purple and petroleum blue, all of which feature heavily as bold block-colour throughout the collection.

Ruffles adorn the shoulders and necklines of maxi dresses whilst

light and delicate knife pleats can be found accented throughout the collection on maxi dresses, skirts and trench coats. The devil is in the styling, Leem focuses on maxi pleats in a strictly vertical version to never give up a romantic and feminine touch.

The SS'19 aesthetic also lends itself to head-to-toe experimentation, presenting stylish accessories including turbans, pearl magnets that interchange as cufflinks, earrings, head scarf pins, or brooch accessories, and a hat with attached hijab, all of which pave the way for an effortless expression of chic discretion.

Since inception in 2018, Leem has earned a loyal modest fashion following globally and continues to expand brick and mortar steadily across the Middle East with six store locations, and a brand new e-commerce platform set to launch in April 2019.



# Trendy Sun HATS to Complete Every Summer Outfit



## *Margarita Tasseled Rancher*

Add an extra ounce of texture to your summer outfits with this Anthropologie rancher. Attention-grabbing design details include a colorful band and beaded tassels.



## *Sole Society Rainbow Stripe Straw Hat*

With multicolored stripes, this floppy straw hat will go with every swimsuit in your collection.

## *AQUAZZURA*

Shells are shaping up to be one of the biggest trends of summer 2019. Go all out with this embellished number handmade from lightweight natural raffia.



## *J.Crew Extra-Wide Brim Packable Hat in Rainbow Stripe*

If you want a sunhat that screams trendsetter rather than wallflower, reach for this rainbow topper. The dramatic extra-wide brim will draw all the right attention.



## *Eugenia Kim*

Annabelle grosgrain-trimmed straw hat



## *Lola Hats*

Pregola straw hat



# FASHION

## *Report*

*Straight From the Runway*

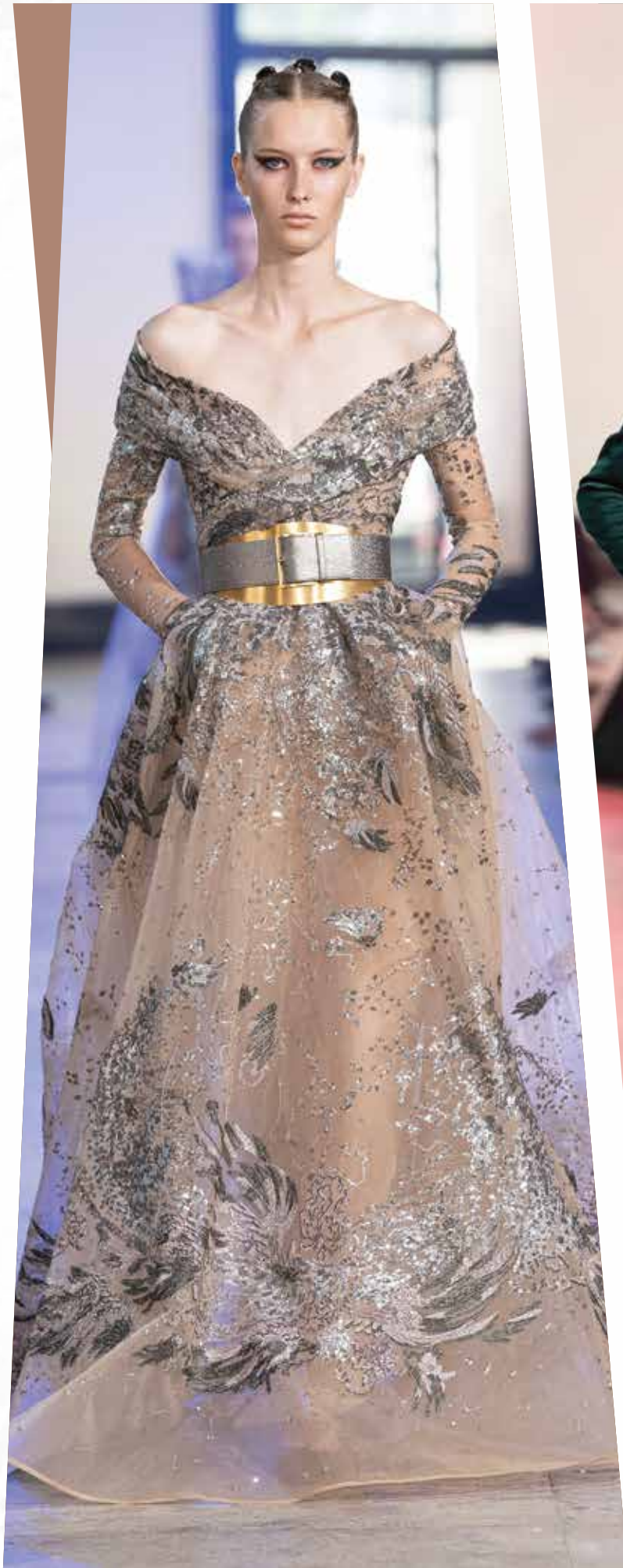
Check out exclusive runway photos of the Fall-Winter 2019 / 2020 Haute Couture, and enjoy the latest collections from top fashion designers of the world. Our exclusive coverage is your front-row seat to the latest fashion shows around the world.

### *Elie Saab*

Saab's new Couture explored imperial volumes within the collection using signature touches that remain true to the Maison. While almost every look was cinched with a golden belt, in true Saab style, the acres of fabric – cut to perfection around the female form – hid as much as it revealed.









## *Zuhair Murad*

Murad's collections have always seemed to exist in a dreamscape, lingering somewhere between myth and fairy tale. The designer brought a bohemian spirit to couture week inspired by the traditional woven carpets of North Africa.





## Rami Kadi

Inspired by an 18th-century portfolio titled “The Temple of Flora,” each collection exudes a natural and radiant femininity. Despite all the hard work the dresses appeared weightless and uncomplicated.



## Chanel

Revealing Chanel haute couture decoration and embellishment the 2019 couture collection was cohesive and rigorous. With a library – themed show all the models sparkly blushed with the vibrant pops of color.







## Armani

Inspired by the "folk" style of the late Eighties and early Nineties, Giorgio Armani chose a sun-drenched venue to set off his dazzling collection of crystal-embellished designs.







[www.capri-lifestyle.com](http://www.capri-lifestyle.com)

**CSB11**  
Two Piece Push Up Bikini  
“Basic Collection”



## Givenchy

Models were dressed in loads of exquisite feathers like nothing we've ever seen before.





## Valentino

It was another masterful collection — one filled with dreamy dresses and an entire botanic garden's worth of sunflower and poppy prints. No doubt the collection was magnificent bursting with vivid colors.





# ELIE SAAB

## *Fall 2019 Bridal Collection*

ELIE SAAB's refined silhouettes and sumptuous detailing take inspiration from both Paris and Beirut, where his ateliers of craftsmen are based. He first launched his eponymous label with an haute couture line, expanding soon after into ready-to-wear and accessories – with each collection reflecting a natural, radiant attitude of modern femininity.

Elie Saab knows opulence. An expert in lace and embellishments, he's made a career of delivering fashion fantasies. Clients don't just wear one of his gowns; they get caught up in the glitz. Every season, his fairy tale-worthy dresses and couture details give brides their moment.













# 2019 SWIMWEAR *trends*

*ALL YOUR FAVORITE DESIGNER  
BIKINIS TO WEAR TO THE BEACH*

If you still wondering what to wear to the beach. Get the exclusive look at the hottest new swim trends and styles to keep you informed and in the know.





# YOGA

## *The Union of Mind, Spirit & Body!*



Over the past several years, yoga has experienced an increase in popularity in western world among medical professionals and celebrities alike. Perhaps one of the most attractive features of yoga is that it not just tones the body but calms the spirit to obtain inner strength.

Yoga is one the most popular forms of exercise in our time and more and more studies find good things about the ancient practice. Yoga has become popular with the celebrities all over the world and has helped them achieve better health as well as inner peace.

The word yoga means union in Sanskrit language, and can be explained as the union occurring between the mind, body and spirit. Yoga can be more accurately described by Sanskrit word Asana, which refers to the practice of physical postures or possess. Many people think that yoga is just stretching. But while stretching is essential part of yoga, it is really about creating the body through developing both strength and flexibility.

What yoga does is harmonize the mind with the body and the results in real significant benefits.

It is now an open secret that the will of mind has enabled people to achieve extraordinary physical feats, which proves the mind and body connection.

At the physical level, yoga and its cleansing practices have proven to be extremely effective for various disorders. Regular practice of yoga can help with ailments such as diabetes, blood pressure, digestive disorders, arthritis, chronic fatigue, asthma, varicose veins and heat conditions.

According to the medical scientist, yoga therapy is successful because of the balance created in the nervous and endocrine system which directly influence all the other systems and organs of the body.

The meditative practice through yoga helps in achieving an emotional balance through detachment. What it means is that meditations create conditions, where you are not affected by the happenings around you. This in turn creates a remarkable calmness and a positive outlook, which also has tremendous benefits on the physical health of the body.

The aging process is mainly caused by autointoxication or self-poisoning. Yoga helps to keep the body clean, flexible and well lubricated, resulting in anti-aging benefits.

Regular yoga practice can help in weight management. Some of the Asanas stimulate sluggish glands to increase their hormonal secretions. Fat metabolism is also increased, so fat is converted to muscle and energy.



Yogic practices that reduce anxiety tend to reduce anxious eating. Yoga strives to increase self-awareness on both physical and psychological level. Patients who study yoga learn to induce relaxation and then use the technique whenever pain appears.

Practicing yoga can provide chronic pain sufferers with useful tools to actively cope with their pain and help the counter feeling of the helplessness and depression.



# HONOR

## Beauty Guide

*Show the World Your True Glam with HONOR 10i's Selfie Camera  
Capturing the perfect selfie to highlight your perfect lipstick shade*

HONOR, the leading smartphone e-brand, brings you a guide on how to utilize the phone features that highlight the gorgeous colors of your make-up to produce the perfect Instagramable picture. The advanced technology of the recently launched HONOR 10i captures your true beauty and makes you look naturally flawless.

You can't deny the gratification of taking a good selfie that truly captures your makeup details. The perfect selfie empowers you to share your selfie with the world, for all your friends, family, and strangers on Instagram to like and love. This does not in any way mean you need anyone's validation, but it's a great feeling to indulge in your beauty and being able to capture the precise color of your lipstick in a photograph.

### **HONOR 10i will find the lighting to compliment your makeup**

Lighting is extremely detrimental to makeup photos. It's important to find the best lighting that will portray the color of your makeup and complexion accurately. HONOR 10i is equipped with AI Backlighting Imaging technology that delivers stunning selfies under any light, and accentuates your lip color, whether it's a cool or a warm shade, glossy or a matte tone. The camera helps attain the selfie that will match the reality of your applied makeup, providing outstanding clarity and vibrancy to your makeup look. The leading screen ring light-filling technology and the 32MP ISO-enhanced lens helps enhance your features and well-defined lips completing your glam look with an amazing snapshot.

### **Makeup selfies so clear to make you look fierce**

There are so many different and vibrant shades of lipstick available at the stores making us spend so much time trying to carefully pick out the best shades of red, pink, brown and more. But when it comes down to sharing our chosen color of lipstick on social media, the camera rarely shows the true colors. HONOR 10i packs in the best selfie camera for makeup looks as it is equipped with an AI Beautification mode that adds the finishing touches to your selfies for a stunning and natural look. You do not have to spend hours trying to capture the right shade of lipstick, HONOR 10i will do the job as effortless as it is to apply lipstick. Additionally, HONOR 10i has a smart camera



that allows you to enlarge your favorite selfies to a 2.3x1.7m poster size without losing any details.

### **Shine and Sparkle with the HONOR 10i**

People almost always use the front camera to take selfies, but if you are a next-level selfie taker who is able to take selfies from the back camera, HONOR will complement your glam look more than ever. The 24MP primary and 8MP + 2MP rear camera effortlessly captures every shimmer and sparkle allowing you to save your flawless makeup look and share with your friends. It helps to face a mirror in the beginning, to become familiar with the camera angle to make sure you are in the frame. Selfie sticks might give you a great wide angle but they are so 2000 and late. The amazing F/1.8 + F/2.4 + F/2.4 aperture lens give you an ultra – wide angle to take pictures effortless without any tools. Additionally, the back triple-lens camera includes a Quadra CFA sensor which allows the camera to perform like an easy studio-quality camera under any light, to keep you looking fierce with your gorgeous lipstick on day and night.

A smartphone camera can make or break your make-up look. It's a shame to spend so much time on makeup and then not have your phone camera do justice to your makeup look. The next generation camera in the HONOR 10i promises to never miss any shade of your lipstick so you can dazzle and shine with your lipstick on point.

# ALBERTO SARTORI

*'Made in Italy' Craftsmanship Deeming Every Accessory a Unique  
Expression of Style*



Hailing from the heart of Italy, sophisticated accessory label Alberto Sartori was born of the vision of Creative Director, Barbara Cortelazzi, whose design ethos is underpinned by the philosophy that customisation is a prerequisite to true luxury. With a mission to offer accessories reflecting one's own style and personality, Alberto Sartori addresses the ever-changing needs and desires of the fashion conscious woman, a journey which begins at curating and customising the perfect accessory. Offering "tailor to order" and special order pieces, Alberto Sartori customises each piece according to the client's desires, allowing them to choose between an infinite range of luxurious personalisations

that style their perfect accessory.

Using only the finest selection of Italian eco-friendly calfskin and crocodile leather, and created with meticulous craftsmanship techniques, Alberto Sartori pieces are the quintessence of 'Made in Italy'. With its exquisite leather sourced from sustainable Italian tanneries, in Tuscany and Veneto. Each Alberto Sartori bag is characterized by precious cuts and bejewelled details which clients can customise according to taste. The jewelry workmanship is entrusted to Italian goldsmiths, who use their artisanal craftsmanship to create the fine jewelry pieces styled within the handbags.



# Longines

*The new Conquest Classic  
is bold, yet refined*



Longines has combined the femininity of materials and dynamic lines to create the new Conquest Classic. Perfectly suited for the women of today, it remains faithful to the brand's iconic elegance, while offering new dials that mix mother-of-pearl, diamonds and touches of pink. The Conquest Classic by Longines skillfully combines modernity with the refinement that defines the brand. Elegant and sleek, these latest creations are both resolutely feminine and boldly contemporary. Designed to set the pace of the modern woman's day, they will delight those who masterfully weave together the many facets of their lives. Mikaela Shiffrin, the face of exceptional women, has already adopted the new Conquest Classic. "At once elegant and sporty, the new Conquest Classic is a natural fit on my wrist. Its feminine lines and

dynamic spirit make it a watch that suits my personality as an athlete and a woman." Longines Ambassador of Elegance since 2014, the young ski champion perfectly embodies the values of the winged hourglass brand represented in these new models. Available in two sizes (29.50 mm and 34 mm in diameter) and sometimes featuring diamonds, the steel case of the new Conquest Classic houses a quartz movement. The collection offers five different dials – sunray blue, sunray black, sunray silver, white mother-of-pearl or black mother-of-pearl – on which pink or rhodium-plated hands revolve. Pink indexes or diamonds complete the dial of this timepiece mounted on a steel bracelet that lends it finesse and refinement.

# DUBAI DUTY FREE

*EVC & CEO Colm McLoughlin to Receive Lifetime Achievement Award*



Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free will be recognised with a Lifetime Achievement Award for his contribution, spanning over three decades, in shaping Dubai's tourism, hospitality and retail sectors. The award will be presented to him at the Middle East Hospitality Awards (MEHA) that will take place at the Ritz-Carlton DIFC on Wednesday 18th September. The award recognises Mr. McLoughlin's commitment to promoting Dubai globally in line with the directive received from HH Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the United Arab Emirates, and Ruler of Dubai when setting up Dubai Duty Free in 1983.

McLoughlin said, "I am thrilled and delighted that I have been selected to receive this award. I attribute it absolutely and totally to our team of staff and the effort they make in making our business successful and of course to my chairman HH Sheikh Ahmed bin Saeed Al Maktoum who has been terrific support at Dubai Duty Free and our other operations since the beginning".

McLoughlin explained that the airport retailer spends 2.5% of its annual turnover, which in 2018 reached US\$2.015 billion, in promoting Dubai Duty Free and the city of Dubai.

Dubai Duty Free's long-standing association with international sporting events such as Dubai Duty Free Tennis Championships, the horse racing at Newbury and Ascot in the UK, and Dubai Duty Free Irish Derby at the Curragh in Ireland, the Dubai Duty Free Irish

Open held at Lahinch Golf Club in Co. Clare, Ireland have all been instrumental in promoting Dubai globally.

"36 years ago there were two or three thousand hotel rooms in Dubai. We have seen a big change from that in the industry", said the Lifetime Achievement awardee while concurring with statistics in Ventures Onsite Hotels Market Report indicating that 'Dubai's hotel room supply alone is expected to reach 132,000 in 2019, with the Emirate aiming to complete 160,000 hotel rooms by October 2020'.

The CEO of the world-famous airport retailer said, "Like shopping malls, airlines and roadworks, the hotel industry is part and parcel of the system that is essential in promoting tourism and visitors to Dubai". He attributes the exponential growth of Dubai and its hospitality sector to "Dubai Government's positive and definite attitude to make it work and make it the best in the world".

Talking about relevance of trade shows like The Hotel Show for the hospitality, and travel and tourism industries in Dubai, McLoughlin said, "I think long-term events like the Hotel Show Dubai, now in its 20th year, are successful. I think the story has to continue all the time. It is the continued growth of shows like this that encourages so many visitors to come to Dubai". In conjunction with the 20th edition of The Hotel Show Dubai, and part of the Middle East Design and Hospitality Week, The Middle East Hospitality Awards is set to recognise and celebrate the most outstanding properties, projects and people in the Middle East's vibrant hospitality industry.



# ROBINSONS

*launches Chopard's  
exclusive Rose de Caroline fragrance*



Robinsons, the iconic department store, launches Rose de Caroline by Chopard, an exceptional fragrance that is both unique and precious. Curated by Spanish perfumer, Alberto Morillas to honour his friend and Co-President of Chopard, Caroline Scheufele – the new fragrance celebrates the most beautiful flower in the world.

Rose de Caroline captures the intensity of an extraordinary rose with its rare Bulgarian Rose essential oil, while enhanced by a unique selection of natural ingredients. Brought through the Firmenich Naturals Together™ programme of sustainable excellence, this fragrance offers a fruity mix with floral notes, making it a must have this summer. Rose de Caroline ignites beneath the spicy freshness of cardamom and the bewitching sophistication of cinnamon, enhanced with the woody accents

of patchouli, cedar, cypriol and the sensuality of vanilla from Madagascar.

“I wanted to express the most fascinating and mysterious facets of the rose. A tribute to the majestic flower that Caroline loves so much. The natural ingredients composing Rose de Caroline are crafted with the same respect that guides her in the amazing choice of the gemstones composing her jewellery creations. A fragrance that evokes the authenticity of a bouquet of roses from her garden, reflecting her passionate, positive spirit and engaging personality. A perfume that also celebrates her sensitivity, that of a woman who loves to dream and whose soul is filled with the inner richness and confidence that stem from her sweet childhood memories.” - Said Alberto Morillas, Master Perfumer.

# SALVATORE *Ferragamo* *Minuetto*



The timeless dance is renewed in the Minuetto, the classic bestselling watch from the Salvatore Ferragamo Timepieces collection.

The timepiece has been given meticulous and stylish update to reflecting the nature and personality of the modern women whose elegance is conveyed with minimalist and subtle details.

The case, in steel or IP champagne, has been given a slimmer and more circular design for increased comfort, while the new domed crystal elevates the dial's union of aesthetics and functionality. Available in white mother-of-pearl and light brown, or in black

with a sunray finish, the timepiece is also embellished with four diamonds.

The hammered leather straps come in different colour shades: vivid sky blue, fuchsia, classic beige and black. The mesh band is available in IP champagne, IP rose gold and bicolour.

As ever, the true defining feature of the watch face is the iconic Gancini, an emblem of the Florentine Brand, which dances harmoniously to catch the eye and follow the passing of time. This detail, along with the crown with red Ferragamo cabochon, makes this timepiece one of a kind.



# HARKLINIKKEN

*launches travel-sized versions  
of haircare products*



Danish hair restoration centre Harklinikken not only offers customised solutions for hair loss, but also creates a line of all-natural hair care products for those wishing to maintain healthy, radiant hair. Now, with summer having arrived and Middle East residents ready to jet off to various destinations across the world, the brand has introduced a travel sized version of its most popular products, designed for those on the go.

#### **Balancing Shampoo – 75ml**

Harklinikken's Balancing Shampoo helps restore the natural pH balance to the scalp. It is gentle on both the scalp and hair, leaving the hair feeling cleansed and nourished, allowing for everyday maintenance and promoting lustre from tips to roots.

#### **Daily Conditioner – 75ml**

This lightweight and moisturizing conditioner helps to improve

the softness and smoothness of the hair, making it more manageable. It adds shine and gives hair the moisture it needs without weighing it down or leaving a residue on the strands.

#### **Hair Hydrating Mask – 75ml**

A revolutionary product for dry and damaged hair, the mask opens the hair shaft, adding intense hydration without the use of silicone and similar substances that leave a film. It leaves the hair feeling softer and much healthier, and improves its elasticity and shine.

Free from artificial colour, perfume, silicone, sls/sles, petrochemicals, parabens and other problematic preservatives, Harklinikken products nourish the hair from follicle to tip, as well as protecting from hair fall.

# CASSILI

*Luxury indulgence*



An irresistible and delicious blend of velvety fruits and pastel flowers, with a sprinkle of vanilla and wood. Joyous, sophisticated and distinguished.

The latest arrival in the family is named after one of Louis XV's horses which stood out for its speed and pedigree: Cassili!

Clearly, its lineage speaks for her, in the pure tradition of formula which were the glory of "the perfumed court" of the 18th century – and, today, the signature of Parfums de Marly. Yet it is also extremely contemporary, free and cheeky... Younger perhaps?

An original fragrance, a breath of fresh air, a radiant sillage designed as a manifesto for new generations of aesthetes.

"Cassili opens up a new dimension in the women's fragrance range of Parfums de Marly.

Sweet perfumes are very much in fashion, a vital part of the craft today.

I wanted ours to be anti-conformist, indulgent, yet, subtle, elegant and almost classic. True to Marly's creations!

It has taken us five years to tame, shape and refine this notorious plum note until we obtained the delicacy we were dreaming of."

Julien Sprecher, creator of Parfums de Marly

A colossal pastel bouquet

Julien Sprecher entrusted the creation of Cassili to perfumers Calice Becker and Nanako Ogi (Givaudan).

Selecting materials of exceptional quality and combining them with unprecedented molecules, the two women have challenged the established codes of the olfactory pyramid to create a round and vibrant fragrance, in which the notes interact and, once in contact with the skin, blossom and blend.



# COLM MCLOUGHLIN

## *Honoured at Aviation Industry Awards in Ireland*



At a glittering industry gathering that attracted over 300 senior aviation executives in Ireland, Dubai Duty Free's Executive Vice Chairman & CEO, Colm McLoughlin, was presented with the "Outstanding Contribution to the Aviation Industry" award at the annual Aviation Industry Awards in Dublin.

McLoughlin, who celebrated his 50th anniversary in the duty free industry on 1st June 2019, was recognised for his extraordinary achievements over five decades and in particular for his role at the helm of Dubai Duty Free over the past 35 years. Dubai Duty Free, which is the largest single duty free retailer in the world, achieved record annual sales of US\$2.015 billion in 2018.

Delivering the keynote speech on the night, McLoughlin extended his thanks to the organisers of the awards and to the judges and added, "I am thrilled to be honoured in this way by the aviation sector in Ireland. I began my duty free career in Shannon Airport, so this means a lot to me to be recognized in my home country.

"As always, I fully recognize the support that I get from our terrific team of staff at Dubai Duty Free who do a great job in running our operation. I am also extremely thankful for the support that I receive from our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum,

who is a superstar.

"We have just recently concluded two of our major sponsorships in Ireland, the Dubai Duty Free Irish Derby and the Dubai Duty Free Irish Open, both of which were a great success and which generated extensive media coverage for our brand. The fact that the Dubai Duty Free Irish Open took place in Lahinch this year, which is close to Shannon Airport where the duty free industry began, made it special. Also, my wife Breeda is from Co. Clare, so that made it extra special." Previous recipients of the "Outstanding Contribution to the Aviation Industry" award include Willie Walsh, Domhnall Slattery and the late Dr. Tony Ryan. This year's awards ceremony saw 20 trophies being awarded to some of Ireland's leading aviation companies, including Aer Lingus, Avolon, Stobart Air, George Best Belfast City Airport, and Shannon Duty Free. At the awards night Mr. McLoughlin was accompanied by his wife, Breeda, along with Sinead El Sibai, Senior Vice President of Marketing, Dubai Duty Free and her husband, Jihad. Launched in 2014, the Aviation Industry Awards are part of the Business River network, which hosts over 12,000 senior level business professionals at over 30 events, with a wider business network of over 25,000 people.

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