

# *First* AVENUE

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**TIMEPIECE**  
& JEWELLERY

YOUR BEST EVER  
**CHRISTMAS**  
MAKE IT  
**MAGICAL**

**ARAB**  
**FASHION**  
**WEEK**

**GUERLAIN**  
GOLDEN BEE  
**HOLIDAY**  
COLLECTION

**TIMELESS GLAMOUR**  
**EMILY BLUNT**



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# Editor's LETTER



EMILY BLUNT - PAGE 30

Time to wrap up yet another year – The start of 2021 is shaping up to be pretty exciting already. The happiest time of the year is here... full of festive cheer!

Speaking of wrapping, we've made holiday gift guide to make your Christmas effortless this year. Panic over!

And the start of 2021 is shaping up to be pretty exciting already we show you how to channel one of our favourite FROW looks from Arab Fashion Week. But perhaps most excitingly of all, we obsess over our cover star and (eternal-not just for this issue!) style crush Emily Blunt and her always-radiant red carpet appearances.

*Wishing you all a Merry Christmas  
and a Happy New Year!!*

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## Full of surprises.

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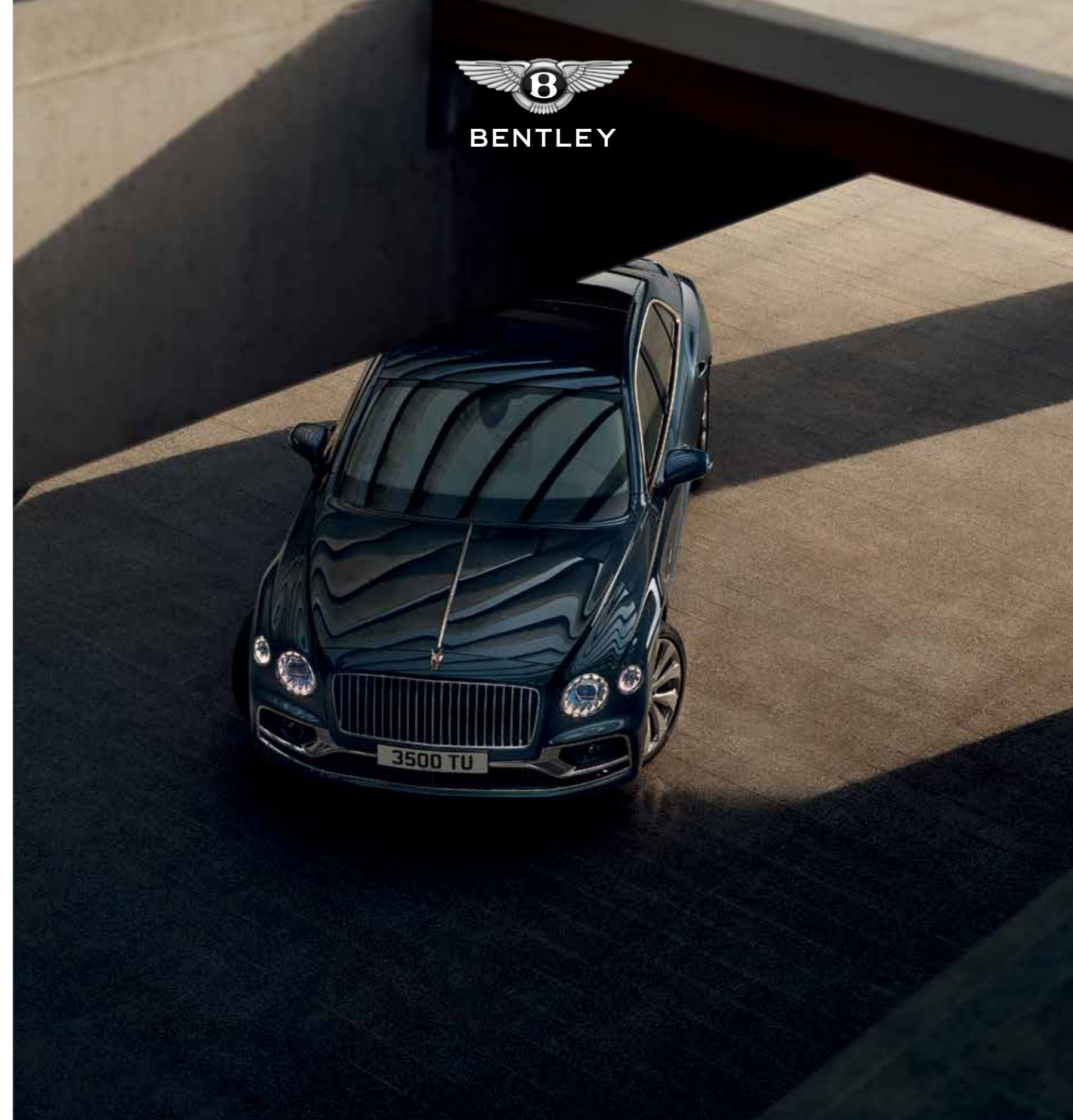


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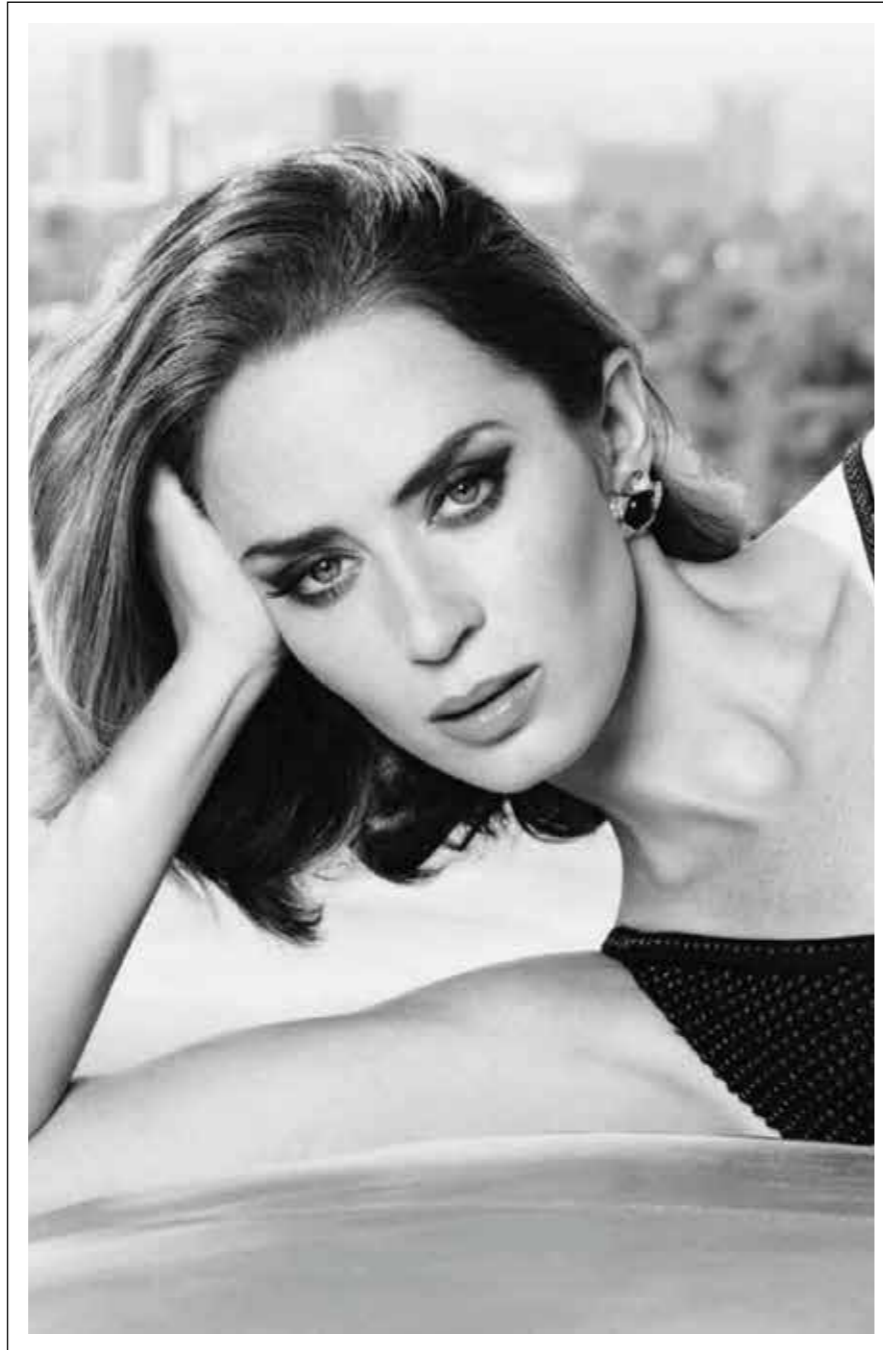
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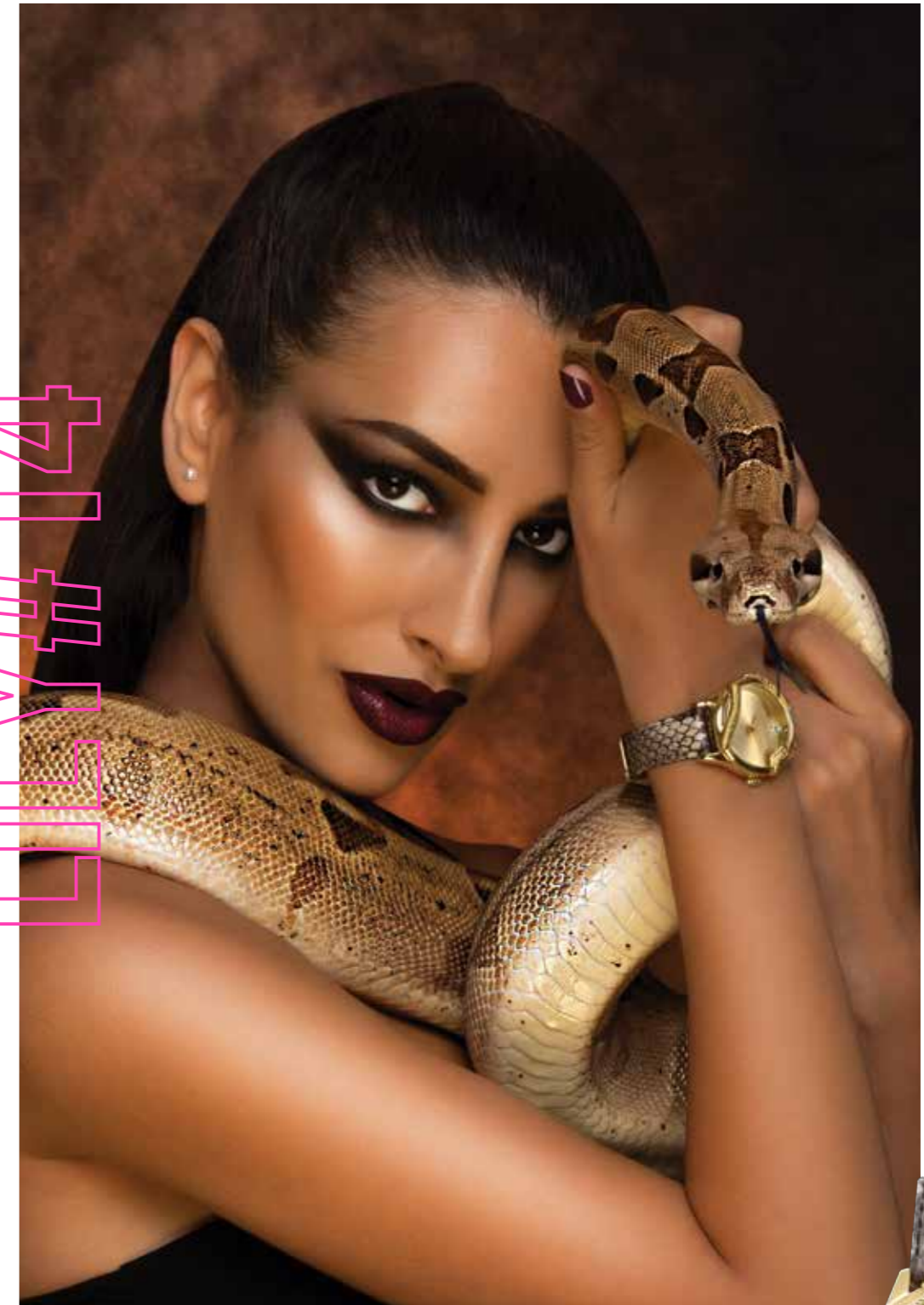
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DAISY DIXON  
LONDON

# AIGNER

*celebrate*

*the rendezvous between nature and you*



Reminiscent of all things romantic and whimsy, like a treasured flower tucked inside the yellowed pages of a book, this spectacular AIGNER timepiece and jewellery is an ode to the season of Spring. Of sun and her flowers, of subdued charm and delicate femininity – this beautiful timepiece and jewellery celebrate the rendezvous between nature and you. While Aprilia is a defining style statement on its own,

the jewellery provides the perfect prologue to your striking persona. Imbuing movement and touched by grace, the patterns on the mother-of-pearl jewellery capture the beauty of rays of sun reflecting on its tranquil surface. With the crystal-encrusted AIGNER 'A' anchoring the design, the jewellery has delicate beads that offset the gold-plated chains of the bracelet and necklace.

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AIGNER Aprilia is a timepiece that is defined by the delicateness that outlines its silhouette. The Camellia flower – symbolic of love and adoration— festoons the pearlized canvas of the dial with a sparkling trail of glitter and metallic indices, adding to its supple beauty. The refinement of the dial is juxtaposed with a playful aesthetic;

the bracelet captures your heart with a band of graphic AIGNER monograms intercepting the metal links. AIGNER Aprilia is a timepiece that is defined by the delicateness that outlines its silhouette. The Camellia flower – symbolic of love and adoration— festoons the pearlized canvas of the dial with a sparkling trail of glitter and metallic indices, adding to its supple beauty. The refinement of the dial is juxtaposed with a playful aesthetic;



the bracelet captures your heart with a band of graphic AIGNER monograms intercepting the metal links. Transform every day into a celebration with this captivating timepiece and jewellery set, now available at AIGNER boutiques and select luxury outlets across the Middle East.

# CHRISTMAS

*gift guide* We've got you!



Christmas in Dubai? You better believe it! Every year, Christmas in Dubai manages to get bigger, better, and more extravagant, and this year is no exception. With hundreds of thousands of tourists around the world abandoning their country's bitterly cold weather and flocking to the UAE's sunny climes for the Festive Season, it's not hard to see why Dubai goes all-out to accommodate. We love everything about Christmas in Dubai – the fact that it's business as usual and everything stays open (perfect if you're exchanging gifts and have accidentally forgotten something – or someone – important), the whimsically eccentric decorations that encompass every shop, restaurant or hotel, and of course, the holiday traditions that we have come to accept and adopt.

To us, Christmas is not a season or a show – it's a feeling, a state of togetherness, and one that we celebrate in the home. We open our homes to family and friends; we break bread together; exchange gifts and words of affection. We observe our own carefully practiced traditions, traditions that never grow old, no matter how many times we perform them. Family decorations – some homemade by little fingers and others that have been passed down through generations

– line the windowsills, while candles and other ornaments are tucked thoughtfully into their special places

As the weather turns colder, the trees grow bare and our surroundings are painted in a pallet of grey.

Outside, winter reigns: our streets are blanketed with snow, icicles hang from tree branches and frost lines our windows. With icy fingers and red noses, we head inside, to our sanctuary. We curl up in the comfort of our nests and welcome Christmas with lighted candles, hearty food and festive cheer. Comforting, nostalgic scents and sounds surround us – cinnamon and fresh pine mix with grandma's family recipe as it bubbles on the stove and familiar songs pour out of the speakers. Best part is that all of us will exchange gifts with our family, friends and even colleagues. Which brings us onto our next point... Gift giving can be tricky enough when it's for your close friends or relatives, but it's even harder when it's someone you don't know as well; and even more so when there's a budget in place. So whether you're looking for gifts for your nearest and dearest, or for that mysterious co-worker who started a few weeks ago, we've got you covered!

We wish you a merry Christmas, from our hearts to yours.

## GUCCI

Double-breasted horsebit coat  
 Chanel little red riding hood, but make it Gucci.  
 Incorporating the House codes with the gold-tone embossed GG buttons as well as the horsebit GG detailing

to the pockets, Gucci focusses on innovative yet classic styles for their outerwear range. Featuring notched lapels, a double-breasted front fastening, two front pockets, a horsebit detail, an interlocking GG logo and long sleeves.



## CHANEL

A matte lip set featuring LE CRAYON LÈVRES lip liner and ROUGE ALLURE INK FUSION liquid lipstick in coordinating shades of red for a striking makeup effect. Elegantly packaged in a signature pouch. An ultra-intense, ultra-matte, longwearing lip

colour with a fluid texture that fuses with lips for a lightweight feel and comfortable coverage. Presented in the ROUGE ALLURE INK signature packaging with a matte cap and special doe-foot applicator for precise, even result





## Chopard - Tsavorites and Pink Sapphires

A beautiful clover-shaped necklace, designed as a meadow of jewelled flowers in savories,

green tourmalines, pink sapphires and moonstones.



## Valentino Garavani

Rockstud Spike tote

Combining vintage style with a rocker edge, is the Rockstud Spike quilted tote bag by Valentino Garavani. Staying true to the designer's affinity with luxurious design, this tote is crafted in

red and sprinkled with Valentino Garavani's signature Rockstuds.

Finished with a delicate chain strap, quilting and a foldover top with twist-lock closure, this coveted accessory will easily find a place alongside an evening ensemble



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## Dolce & Gabbana

Bird of Paradise satin sandals

Escape to a tropical paradise in these Bird of Paradise satin sandals from Dolce & Gabbana. Detailed with

multicoloured feathers and a front tie fastening, this statement footwear should be your go-to for any warm-weather getaway. It's time to soak up some sun.



## Givenchy

Silk-wool mix ruched front v-neck dress

You'll never have 'nothing to wear' again. This ruched detail dress from Givenchy is the perfect outfit for

'that' sort of occasion. V-neck silhouette with slit at the back, this fitted number deserves to be part of your wardrobe.



## Versace

logo stripe socks

You should never compromise on the finishing touches to an

outfit. That's why when it comes to socks, you opt for these logo stripe socks from Versace. Only the best for you.



## Balmain

Fitted knitted mini dress

Looking to stop traffic with your outfit...well pause it? Zip into this siren red fitted knitted mini dress from

Balmain that will certainly bring the party to a halt when you enter. Take this as a green light to try it on for yourself.



## Oscar de la Renta

Oscar de la Renta's gold-tone necklace features a poppy-red floral resin feature inspired by tropical islands. It's set against gold-tone leaves with eye-

catching clear crystal embellishments. The vine-shaped chain has chunky hinges that are designed to comfortably frame the neck



## FABERGE

The coloured gemstones have been carefully chosen and each have been a potent symbol of love since ancient times. Ruby's red, set in 18k rose gold, represents the colour of passion, beauty, courage and sacrifice – the stone of royalty in the Bible, ancient Sanskrit writings

and long-held Persian, Indian and Chinese belief. This versatile ring can be worn alone or stacked with matching bands within the collection to create a signature look which can be built over time as your own love story grows.



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## Mix & Chill



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## SWAROVSKI

Swarovski sparks joy and brings sparkle to homes around the world with its eye-catching Fall/Winter 2020 Crystal Living Collection. Swarovski puts its brilliant spin on festive traditions with a collection of Holiday ornaments that will add a touch of sparkle to homes across

the globe. From timeless festive ornaments in gold tones and silver tones to bright, joyful snowmen that embody the magic of the season, Swarovski makes decorating the tree and gifting annual editions a brilliant holiday tradition.



## Gucci

Ribbed knee-high boots  
Oversized and offbeat accessories dominated the runway of Gucci's AW19 collection, as is seen in

these knee-high boots. Presented in a show-stopping postbox red hue, the ribbed pair features a high block heel, a round toe and a platform sole.



## Rosie Assoulin

Almost as fresh as the flowers they depict - these red and white silk floral-print 70mm pleated mules from Rosie Assoulin will have you walking on sunshine. In a simple slip-on style, elegance has never been so effortless. Get strutting. Featuring a peep toe, a floral pattern, a slip-on style, a branded insole and

a mid-high block heel. POSITIVELY CONSCIOUS: Rosie Assoulin scores 3 out of 5 by independent ethical brand rating agency Good On You. Overall, it uses a minimum quantity of animal products. When it comes to wool, the material is coming from non-mulesed sheep or alternatively from alpaca.



## MaryJane Claverol

Alma bead embellished turban  
Do you hold the firm belief that more is always...more? Then finish off your outfit before heading out the front door with

this Alma bead-embellished turban from MaryJane Claverol that exudes glamour with intricate ruched detailing adorning the accessory. Minimalism? We've never heard of it.



# L'HEURE DU DIAMANT

*Anthem to the virtuosity deployed in the Chopard workshops*



With L'Heure du Diamant, Chopard masterfully captures the power of diamonds. Its workshops have orchestrated an encounter between the queen of precious stones and contemporary design. The collection is enriched by a mechanical watch with automatic winding

richly set and paired with Chopard's famous "bark motif" bracelet, along with a pair of earrings and two pendants in ethical white gold. These vibrant talismans bear witness to the energy generated when form and matter create a perfect alchemist's blend.

## *A new watchmaking fit*

With L'Heure du Diamant, the Artisans of the Chopard workshops demonstrate their equal mastery of watchmaking and jewellery expertise, vividly confirmed by the new timepiece joining the collection. Crafted in 18K ethical white gold, it combines an in-house mechanical movement with automatic winding, an oval mother-of-pearl dial punctuated with gemset hour-markers, a bezel entirely paved with more than four carats of brilliant-cut diamonds majestically highlighted by crown settings, as well as an ethical 18K white gold bracelet that is as visually pleasing as it is comfortable.

The latter features a texture reminiscent of tree bark, but with the added finesse of a Chopard-exclusive finish that lends a silky touch to the gold. Nestling gently against the skin, the bracelet won't get caught or snagged on fabric. This technique developed by the Scheufele family in the 1960s consists of hand engraving the gold, which is then affixed to the structure of the bracelet, thus ensuring a comfortable, supple and flowing feel on the wrist. Embodying an ideal blend of design and craftsmanship, this watch bracelet evokes 1960s and 1970s jewellery, while remaining very much in tune with current naturalist trends. Finally, the watch is equipped with a Chopard 09.01-C mechanical movement with automatic winding ensuring a 42-hour power reserve and entirely crafted by Chopard's watchmakers. The subtle balance between jewellery-making artistry and horological expertise enables L'Heure du Diamant to combine intelligence and beauty – thereby embodying a perfect expression of modern femininity.



## *A jewellery extravaganza*

L'Heure du Diamant is also a collection of jewellery creations paying tribute to the purity of diamonds as much as to ageless femininity. This interpretation features a set comprising a pair of round earrings and a matching pendant, lighting up the most stunning outfits thanks to the lightness of the crown setting used. Another larger pear-shaped pendant complements the collection with its more generous shapes. Each of these models has passed through the expert hands of the Maison's jewellery and gemsetting Artisans, who have become masters in the art of giving life to flamboyant jewellery tinged with contemporary charm.

# Bloom a Wish

# GOLDEN BEE

## Guerlain Holiday Collection



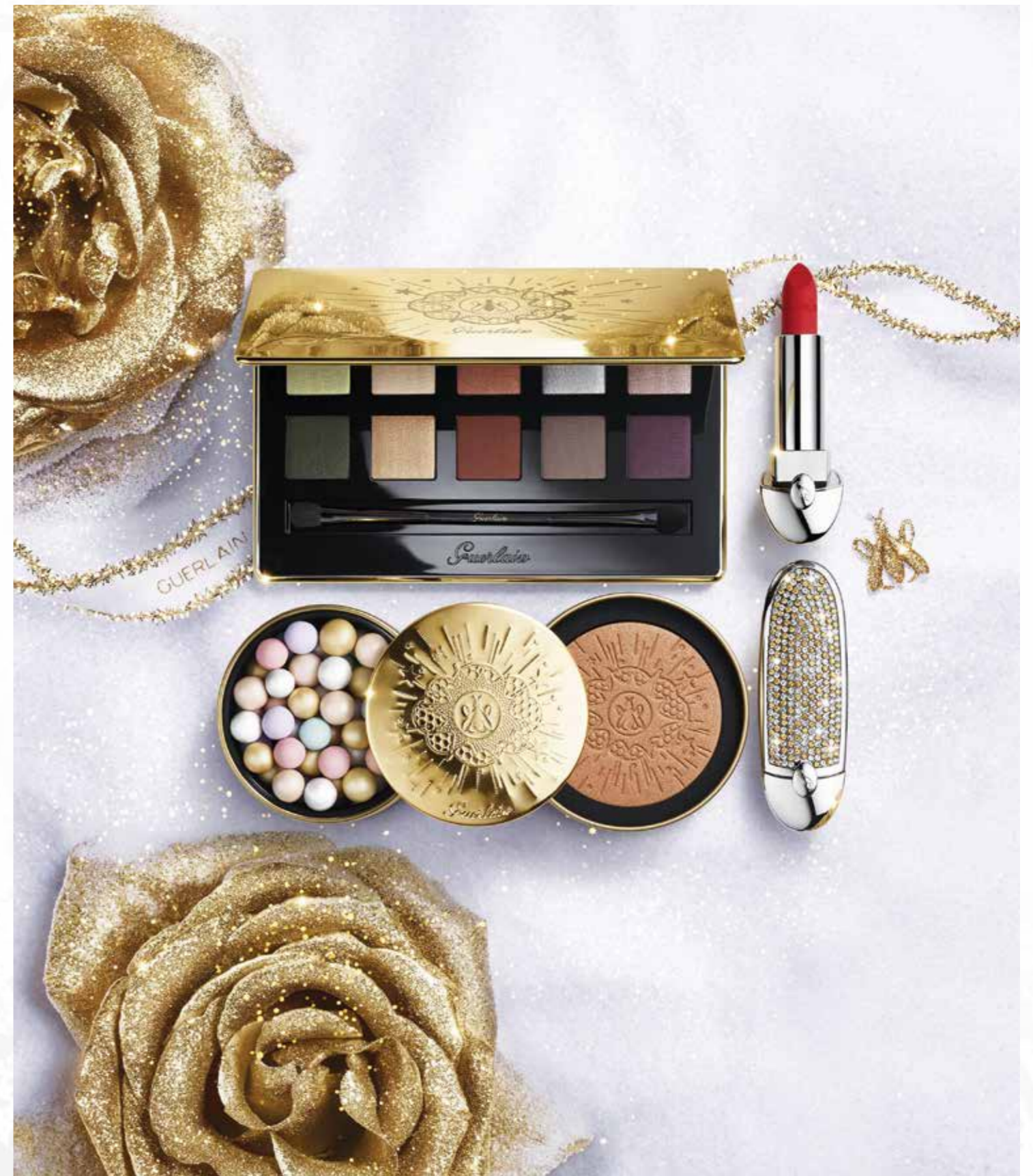
This year's Golden Bee Holiday Collection 2020, The Girlan House celebrates some extraordinary celebrations. Unleash the luxurious Golden Bee from 68 Champs Elysees with a magical festive madness, spreading a golden charm that shines brightly as it walks... The ceremony is taking place in the brightly illuminated capital and Paris, now decorated with gold, is a magical modernity until the end of the year. With the Golden Bee collection, all the holiday charms can shine now and enjoy life. Idea: The pallet is full of magical dyes, metoure perl in luxurious golden consistency and terracotta represented in a

golden light and a golden b collection of Rouge G lipstick bottles. Overall, there are exceptional gifts to celebrate the festive season and delight your loved ones. After the emergence of one of the bottles of ode Colon Imperial in 1853, bees became one of Guerlain's hallmarks. Now, the beauty of the house's precious bee lends a touch of charm to the design of every limited edition of the Golden Bee collection. Enhance your eye view with a touch of glamorous dyes found in Golden Bee Pallet" the complete delight of the make-up pallet is based on color choices...

*Paris, now decked in gold, has become an enchanted garden for the year's end.*

With the Golden Bee collection, all the magic of the holidays can now sparkle with life. Think: a palette filled with magical pigments, a golden harmony of Météorites pearls. A unique Terracotta powder with golden light and precious Rouge G shades and cases in limited edition.

After appearing on the Eau de Cologne Impériale bottle in 1853, bees became an emblem for Guerlain. Now the beauty of the House's precious bee is enchanting each limited-edition creation in the Golden Bee collection.



## ***GOLDEN BEE MÉTÉORITES***

For fans of Météorites pearls, Guerlain has created this new harmony. Taking the emblematic shades found in the 02 harmony, this limited edition has been enriched with the addition of a new gold-colour pearl. All contained inside a refined gold box with engraving that celebrates bees. The

result is sublime. Fine mother-of-pearl create an imperceptible veil on the surface of the skin, leaving it seamlessly illuminated with golden glow. Once again, discover the magic of Guerlain's Météorites pearls as they work to elegantly awaken the complexion's infinite glow.



## ***TERRACOTTA GOLDEN BEE***

For the promise of a gorgeous complexion, even in midwinter, comes Terracotta Golden Bee. Applied over the high points of the face such as cheekbones, the bridge of the nose, chin and forehead,

its coppery tones brighten all complexions without exception – from the lightest to the darkest. This season, the highlighter comes presented inside a precious golden domed case.



## ROUGE G

To go alongside the new Rouge G cases in the collection, Guerlain has also created two exclusive new lipstick shades and an exclusive new top coat. The red shade is deep, bright and matte, yet comfortable. While the woody pink colour fuses its refined pigments to the lips with one simple stroke. Entirely precious from top to bottom, these two lipsticks come engraved with the bee symbol. Used alone or on top of a matte lip colour, the top coat with its diamond-like

faceted lipstick, harnesses all the shine of a mirror, making lips shimmer. As a nod to these magical foragers' precious honeycombs, two new Rouge G cases scattered with precious rhinestones have been designed to complete this collection. The first, Golden Ruby celebrates the emblematic red and gold colour pairing used for the end-of-year festivities. The second, Golden Diamond, blends gold and silver shades for even more preciousness.





Style crushing on...

# EMILY *blunt*

We regard English rose Emily Blunt as a chameleon not just in terms of her award-winning acting range, but in terms of her style too. We've spent years fawning over the actress and her impeccable style choices on and off the red carpet. From pulling off casual cool as she goes about her day, to the smart, chic, aesthetic that is the unspoken goal for talk shows and press events, to all-out glam at the biggest awards ceremonies of the year – Emily Blunt has never let us down with her sartorial choices. It's no secret that Emily Blunt is a stylist and designer's dream to work with, as she has the look, figure and confidence to pull virtually anything off. Not to mention her Hollywood A-lister status! Her quintessentially British sass gives her quite the edge over some of her fellow actresses, yet her quirk that is noticeable on the red carpet and in interviews sets her apart from other actresses who have also been given the coveted English rose title. She's an all-rounder! No wonder Emily Blunt is playing the role of Mary Poppins – the character who

is quoted as describing herself as "practically perfect in every way". The character was written by P.L. Travers, but the TV role was of course made famous by the one and only Julie Andrews. From the spiningling trailers we have seen so far, we know that Emily Blunt will fill her shoes marvellously, while also making the role her own. The film is slated for release at the end of the year, which means we have a lot to look forward to over the next few months as far as Emily Blunt's red carpet outings are concerned. We predict that her 'Mary Poppins Returns' promo trail might just give us some of her best looks yet! Watch this space! It's clear to see that there's something rather special about Emily Blunt, and her red carpet style is only the beginning. We'll promise to talk you through some of our many favourite recent red carpet looks, as long as you promise to remember that her style is only a fraction of her global appeal...



■ *At the World Premiere of 'A Quiet Place Part II' in Alexander McQueen*

We are in love with her latest awards look, and if we didn't know any better, would say that Alexander McQueen dress at the Quiet Place Part II premiere was made exclusively for her! She looked fabulous in a low-cut sleeveless red leather dress that had a contrasting lace panel at the bottom. She paired the figure-hugging outfit with shiny sandal heels. She accessorized with statement earrings and metallic clutch and wore her dyed blonde hair tied back into a ponytail.



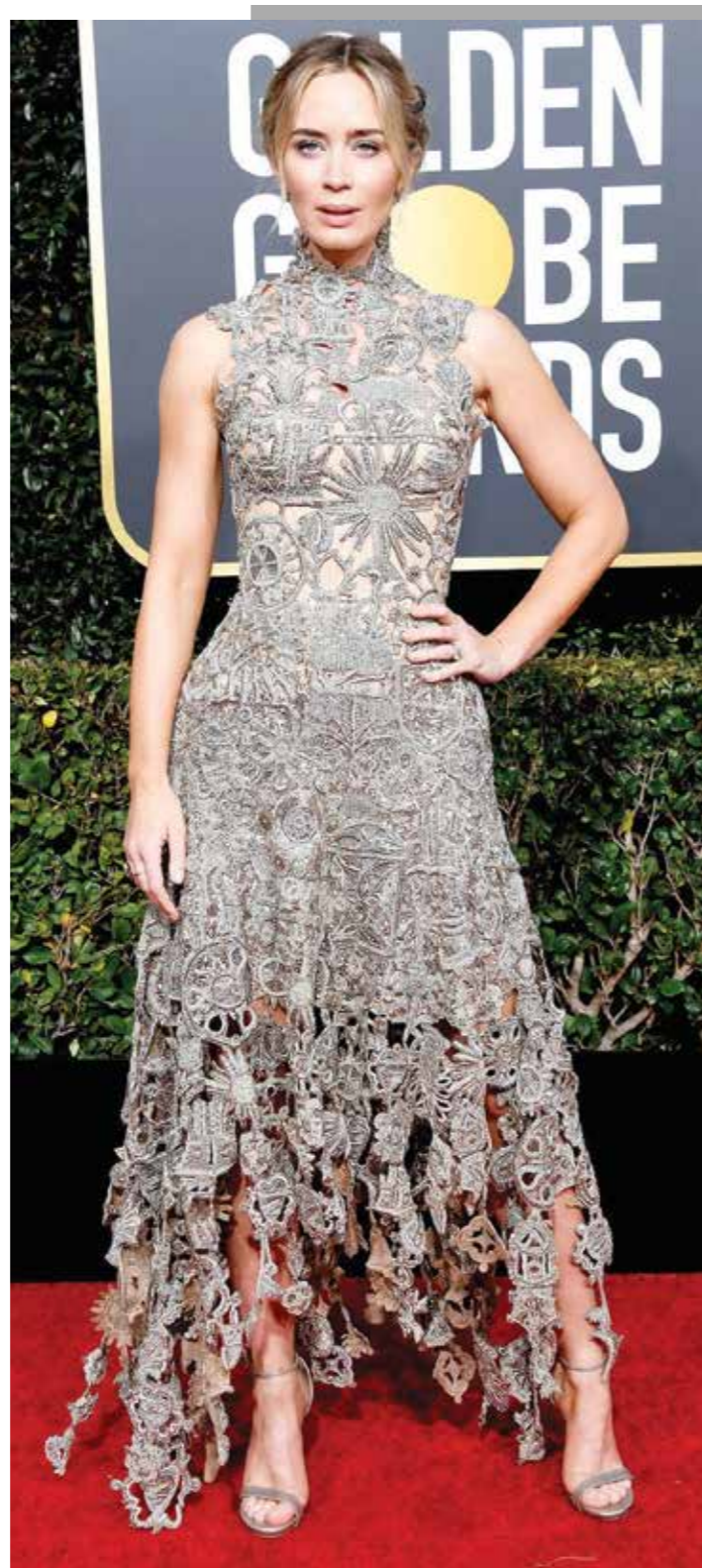
■ *At the 2019 SAG Awards in Michael Kors Collection*

We can't imagine anyone else wearing this stunning dress, especially as it complemented her hair and skin tone so beautifully. Emily Blunt has been turning heads on the red carpet lately in a number of whimsical designs that she's worn to promote "Mary Poppins Returns." The star continued her show stopping style at the Screen Actors Guild Awards wearing one of her most eye-catching dresses yet. Blunt wore a shimmering pink column dress by Michael Kors Collection. Easily one of our favourite Emily Blunt looks of all time!



## ■ *At the 2019 Critics' Choice Awards in Prada*

An oldie but a goodie! Emily Blunt's Critics' Choice Movie Awards red carpet look has stuck in our minds for years, and it's not hard to see why. She stole the show as she wore Prada white column gown with embellished detail. She teamed it with an embellished Jimmy Choo 'Cloud' clutch and Lorraine Schwartz jewelry. While from some angles, it looked incredibly simple, from others, it was seriously fashion-forward.



## ■ *At the 2019 Golden Globe Awards in Alexander McQueen*

Another Alexander McQueen look for Emily Blunt... can you blame her? She used the opportunity to take a fashion risk. For the big night, she wore a sleeveless Alexander McQueen dress that left little to the imagination. Her sandals were an identical shade to the dress, and that she mirrored the gunmetal hue in her eye makeup, only elevated the striking look even more. The appliquéd bodice alone is the stuff of fairytales!



■ *At the 2019 AACTA International Awards in Elie Saab*

Who floated down the AACTA red carpet looking like a dreamy fairy Princess? Emily Blunt, of course. Emily looked like a ray of sunshine with her blonde hair straight, and with bronze makeup with golden eyeshadow and a pink lip. She kept it simple with minimal make-up (but flawless skin, thank you!) and her signature smart-casual loose up-do.

The dress is the perfect example of Elie Saab craftsmanship, it takes someone of skill and impeccable vision to dream up a dress of this standard. She teamed all this with Tabitha Simmons shoes, earrings by Graziela Gems, and bracelets by EFFY Jewelry.



■ *At the 2019 Palm Springs International Film Festival Gala in Roland Mouret*

If there's one thing we've learnt during our Emily Blunt style stalking, it's that the actress loves red. She was the radiant lady in red thanks to her Roland Mouret dress which flawlessly hugged her enviable frame and the accessorising was just as dreamy too. She styled with Fernando Jorge earrings along with Nancy Newberg rings. She kept it simple with minimal make-up and her signature smart-casual loose up-do.



■ *At the 'Mary Poppins Returns' Paris Premier in Zuhair Murad*

We can't imagine anyone else wearing this stunning dress, especially as it complemented her hair and skin tone so beautifully. Emily is a consistent fashionista on the carpet and she rarely disappoints. She wore a Zuhair Murad Fall 2018 Couture dress styled with Gianvito Rossi sandals and Lorraine Schwartz jewelry.

Her dress which was adorned with a leather belt for a cinched-in waist, and she kept it simple with a pair of strappy sandals from Gianvito Rossi, Lorraine Schwartz gold earrings, and a bright red lip.



# CHRISTMAS

## home decor

Ways to dress up your home with Christmas tree during this holidays...



If you love nothing more than twinkle lights, loads of plaid decor and glitter galore, Christmas is the time to put it all on full display. When it comes to decorating your home for the holiday season, you can choose everything from a well-decorated mantel to a dinner table that's spruced up with standout centerpieces. Whether you prefer to stick to a traditional red and green color palette or go for a more surprising look, we have you covered. There are plenty of ways to make your Christmas tree come to life this holiday season—and create a look your whole family will love. And while red and green hues can certainly help set the stage for a merry Christmas celebration, you can still have a gorgeous display without being completely color-coordinated. Whatever Christmas tree

look you choose, the purpose of all of our best ideas is to encourage you to think outside the box, have fun, and bring your family closer together during December. Here, we've rounded up some of our favorite Christmas decoration ideas for just about every room in your house, from your kitchen to your living room. You can choose from creative wreaths, eye-catching garland ideas, stylish stockings, and many more festive finds to show off your holiday spirit. And the best part is we've included an impressive range of ideas across different price points and DIY skill levels. Plus, don't forget to snag your copy of our Christmas Spectacular issue while you're at it. It features tons of festive decorating ideas to make sure this year's celebration is your best yet.

### Rainbow Tree

Why just choose one color scheme when you can have 'em all? If you're super indecisive — or just a fan of multiple hues — wrap your tree in a rainbow of simplistic ball ornaments.



### Blue Frosted Tree

The soft colors— blue, silver, and white — make for an easy-on-the-eyes Christmas tree display.



### Santa Claus Tree

Pay homage to the man in the red suit by hanging tiny hats and belt buckle ornaments on a classic evergreen. The crowning touch for this Santa-centric tannenbaum: a classic fur-lined hat



### Christmas Card Tree

Whether you display all the greetings that come through the mail or buy vintage postage at the store, this antique-style tree is bound to make the spirits bright

## *Multicolored Tree*

Put your love of maximalist decor on full display with a tree that's decked out in colorful ornaments, blue ribbons, and loads of warm lights.



## *Navy & Gold*

There are few things more beautiful than vibrant red poinsettias. Still, these navy ones might just give them a run for their money.



## *Vintage Mini Tree*

Cover the unsightly base of an artificial Christmas tree by placing it in an antique candy box or toy chest. We're into the idea of using a vintage candy box or antique cookie tin as a tree stand for one of these small Christmas trees.



## *Reds and Whites*

There's barely any green to be seen here—even on the tree itself! Blogger Jen Woodhouse matches her living room decor to her tree decorations beautifully.

## *Moon and Stars*

This tree celebrates the heavens with cookie decorations, baked with ready-made dough bought at your local grocery store. Plaid ribbon doubles as garland and packages are wrapped to match. Buy ready-made dough—it's sturdier than homemade. Knead in 2/3 cup flour until smooth to increase dough's density, making it suitable for ornaments. Roll dough. Cut shapes. Make holes for hanging. Chill and bake per manufacturer's instructions. Decorate to suit your style!



## *Colorful Florals*

For a set up that looks straight out of nature, adorn your tree with faux or fresh florals. Make it fun with a rainbow array, or keep it simple by sticking with two or three shades.

# What's in Store for FASHION 2021



Believe it or not, 2021 is just around the corner! Over these years, sustainable and ethical fashion has taken huge strides towards building a healthy and environment-friendly fashion community. In retrospect, the Business & Research Company claims that the global Ethical Fashion market will grow tremendously from \$6.35 billion in 2019



to \$8.25 billion in 2023. The growth rate is predicted to be over 6% which is quite incredible considering the short duration. The global pandemic has been one of the many reasons for setting the tone for sustainable fashion where many corporations and brands have taken social initiatives to contribute towards sustainable fashion. With this creative industry heavily influenced by the events and happenings of today, there are some trends anticipated to make a comeback in 2021. Dr Sanjay Batheja, Co-Founder & Director of Capital College and Regional Director of London College of Arts, responsible for developing and designing fashion programs for over two decades, explores diverse fashion trends that can perhaps revolutionize the industry in the coming year!

## Sustainable Fashion - Colours & Prints

When thought of the sustainable fashion line, we tend to associate it with neutral hues or some classic fashion styles which are mostly mainstream and quite repetitive. These designs are mostly in bright colours in timeless styles. Today sustainable fashion has taken a different direction which is quite different when compared to other mainstream and fast fashion lines. Today's sustainable fashion idolizes colours and patterns embracing the idea of minimalism. This is one of the trends one can expect in the coming years that can compensate for the low blows of fashion, thanks to the global pandemic.

## Capsule wardrobe

One of the biggest influences for almost all industries has been pandemic. For many people, work from home wardrobe became heavily influenced by bathrobes, sweatpants, and other loungewear. On the flip side, many have started realizing how some common fashion elements can organically bring together professional attire without much glamour and effort. Additionally, many consumers do not shop as much as they used to previously, taking a massive economic hit for the industry. In line with this, there is a high possibility for brands and fast fashion companies to come up with capsule wardrobes that are easy to maintain, accessible and versatile.



## Digital sustainable fashion

Soon after the coronavirus outbreak, lockdown and social distancing rules were enforced on an immediate basis, directly affecting the fashion events as they practically became non-existent. Fashion brands in the hope to reconnect with their consumers and target market, resorted to digital fashion shows. With virtual fashion shows getting immense limelight along with the display of 3D fashion designs, it can be interesting to see how digital fashion unfolds in the year 2021. It is certainly here to stay but how well is the industry equipped to run digital editions of renowned fashion shows is yet to be discovered. However, with digital fashion, many problems are dismissed such as environmental issues, pollution, wastage and the huge unpaid workforce.

## Rewear takes centre stage.

Gone were the days when people are looking for outfit ideas that don't match with other apparels. With the global pandemic making headlines, people have accepted in improvising their outfits with the ones in their wardrobe. It can be safe to say that rewear has gone mainstream as people are no longer obligated to repeat their outfits, although they design it differently! As a result, 2021 can also witness a similar trend with people looking at wearing the same dress for multiple occasions without any hesitation.

All in all, the global pandemic has only rechanneled fashion sense and resurfaced ideologies that will improve the sustainable fashion line. Well, what is going to stay and what is not - only time will tell!



# ARAB FASHION *week*

The Lebanese superstar Maya Diab, now named by the Arab Fashion Council “Fashion Icon of the Arab World” declared the Arab Fashion Week open in a live speech from Beirut. The Icon made an appearance in the middle of an empty catwalk saluting the Council for stepping up to revolutionize the Fashion industry by taking the fashion week digitally in an effort to curb the spread of coronavirus and taking the industry to the next level. Furthermore, in between the runway shows that live streamed exclusively on the Facebook platforms, Maya Diab made another appearance on “The Hue Of Fashion” panel hosted by Lebanese Media figure Sally Moussa Hajjar. During the talk Maya Diab has declared for the first time to the public her dream to build an orphanage, adopt kids in need and raise them personally. More so Maya announced that the launch of products line under her name is now closer than ever to launch. The Icon addressed in motivational words the fashion community and in particular the Arab designers encouraging them to always believe in their potentials.

Just after Maya Diab’s speech, the UAE based designer Amato Couture kick off the runway schedule in an impressive fashion film focusing on the values of equality, unity, and diversity. The collection titled Divine Indwelling reflects a story of equality, diversity and unity. “In my own

fashion universe, there are no boundaries - everyone is created equal. The film ‘Divine Indwelling’ states the fact of this special presence without explaining how it takes place,” AMATO Couture founder and creative director, Furne One, says. The Bollywood actress Urvashi Rautela starred at the show that featured Metallic gold and silver as a powerful duo in the collection entrancing you to have a sense of mystic and wonder. The fashion film “...ultimately reflected the AMATO woman; bold, brave and beautiful, and the sort of activism for racial equality,”

Arab Fashion Week was streamed on Facebook platforms in strategic partnership with Facebook Inc, featuring 7 designers from Iraq, India, Columbia, Philippines, Italy, United Arab Emirates and United States of America.

Euphoria’s Collection “Revive” embodies on a minimalist tone collection with Simple yet beautiful structured shape. Unique pieces displaying modernity and classic style to stand out against a neutral palette of pink, powder blue, nude color blocks broken up with flashes of purple, fuchsia and black.

Below is some of the highlights of the designers who showcased on the Arab Fashion Week.



## ***ZEENA ZAKI***

Iraqi designer and public figure, Zeena Zaki, has showcased their "11:11" SS21 collection. The designer's main inspiration is within, "The inspiration is from

my inner beauty and expansion" said Zeena Zaki. The collection featured different variety of fabrics from Tulle, Scuba Crepe, Lace, Chiffon, and Jersey.



## ZARA UMRIGAR / *Wonderland*

Reflections of iridescent crystal light the way for flowing trains, whimsical textures, playful teacups, and pretty messages... as we take you on a journey to the most magical place on earth - Wonderland. A place where hope, love, happiness, and magic exist in abundance... where dreams

come true and where life is just the way you envision it to be. intricate hand embroidery fills these feminine silhouettes with detail, glamour, and great attention to detail. Intended for the kind of women that wants to make a statement, in the most elegant way.



## EUPHORIA

“Revive” collection expresses the believe of brighter days’ approach, through voluminous shapes and optimistic colors symbolizing freedom and hope. euphoria’s Collection “Revive” embodies on a minimalist tone collection with Simple yet beautiful structured shape. Unique pieces displaying modernity and classic style to stand out against a neutral palette of pink, powder blue, nude

color blocks broken up with flashes of purple, fuchsia and black. “Revive” is built on soft fabrics that manage to further showcase the collection as a flattering figure. Paired down with details that reveal the bare and beautiful bones of the pieces. Considering the layers, pleats and ruffles to compliment the simple silhouettes adding to their unique appeal.



## Maison Alexandrine

Always elegant while embodying sensual silhouettes that offer strength and femininity, Maison Alexandrine's sleek ensembles incorporate intricate stonework, geometric designs, intimate lace, feathers and beautifully embroidered sleeves. It's a fairytale brand

and one that attracts the likes of celebrities such as Miley Cyrus, Carrie Underwood, Lindsay Lohan and Kim Kardashian. Her fashion, like Alexandra's personality, offers continuous moments of serene happiness.



## *AAVVA unveils the 'Mother of Pearl' Collection*

An ultimate tribute to the Emirates with ethereal pieces in its latest couture collection

Dubai, United Arab Emirates: AAVVA's FW20 Collection saw the ultimate collection of blacks and pearls that fashion enthusiasts will have on their must-haves! The Lebanese and Brazilian contemporary fashion brand unveiled the collection

titled 'Mother of Pearl' at a virtual fashion show, part of the Brazil Noble and Arab Fashion Week Partnership. The brand known to blend cultural insights into UAE's rich environment created the collection as an unrivalled tribute to the country's enriching history and dynamic success, with the country being one of the top names in the fight against restraining the pandemic.



## *Antoine Kareh*

Lebanese couturier Antoine Kareh has presented his SS21 collection entitled "Power of the Unseen" for the year 2021. It is clear that Antoine was inspired from the digital world, as in this collection from the new era of the digital world overshadowed by a sense of exoticism and creativity. In this context, Antoine says that this collection

specifically is characterized by modern and new cuts, in addition to the diversity of fabrics and colors, with each dress forming a different case. He also expressed his great enthusiasm for launching "The Power of the Unseen", especially as it is characterized by a new mood that resembles and matches his ideas, and able to suit all fashion tastes.



# YOUR BEST EVER CHRISTMAS MAKE IT MAGICAL



The festive season is upon us and most of us by now are going bonkers making preparations for the two most treasured events of the year; Christmas and the New Year.... So, whether you are planning a perfect dinner, at a restaurant, or planning one at home, or maybe if you want to amp-up your look before the season, or perhaps you are looking for some unique gift ideas to fill up those stockings and more, don't feel

lost and look no further for we have the best of what's hot and trending in Dubai... This Christmas, the city has more options than ever when it comes to Christmas Eve dinners and Christmas brunches, so we understand if you're feeling overwhelmed with choices. We've put together a list of all the best Christmas inspired dining options in Dubai for 2020.

## *Embrace the Festive Season at Renaissance Downtown Hotel, Dubai*

With Christmas just around the corner and the countdown to New Year already well underway, Renaissance Downtown Hotel, Dubai has made a list, checked it twice, and unveiled a host fantastic festive dining options at BASTA!, Bleu Blanc Oysters & Grill and MAMI UMAMI this holiday season.

From festive four-course feasts at Bleu Blanc and BASTA!, to Bleu Blanc's extra special Christmas Day Brunch – there's a Christmas treat to delight every appetite. And the celebrations don't stop there, because Renaissance has you covered for December 31st as well, with New Year's Eve menus, exclusive views of the iconic NYE fireworks display, and lots more at MAMI UMAMI, BASTA! and Bleu Blanc.

But that's not all, because, for those in search of the perfect pampering experience over the festive period, Six Senses Spa has you covered with a host of relaxation and wellness offers.



## *Festive Season at Zabeel House the Greens*

Zabeel House by Jumeirah™, The Greens - the city's funkiest neighbourhood hangout – is gearing up for the most magical season of the year with a host of exciting activities and offerings, setting the benchmark for festive fun, including Christmas, Boxing Day, and New Year's brunches, all lined up and ready at LAH LAH and Social Company.



## *Celebrate it the Meydan Way – Unwrap a world of joy and wonder this season at The Meydan Hotel*

Make memories this festive season with Dubai's number one scene setting destination, The Meydan Hotel. From a magical tree lighting ceremony to festive brunches and more, discover a festive season like no other with our joyous offerings. Light this festive season up as The Meydan Hotel invites you for a tree lighting ceremony. Unwrap the festivities early with our decadent evening brunch that pairs the finest festive culinary delights with classic Christmas classics, courtesy as well as DJ



## Hillhouse Brasserie Brings Festive Cheer With Two Double Christmas Countdown Brunches

Hillhouse Brasserie, the chic all-day eatery, is set to host two double festive brunches following the demand during the venue's 100 days until Christmas weekend last month. The two special edition Christmas Countdown Brunch in the Hills provides Dubai brunch lovers and festive fanatics additional dining experiences ahead of the big day. Festive nibbles include duck liver pâté with sourdough toast; scotch egg with homemade piccalilli; turkey, chestnut & cranberry salad; prawn cocktail and more



### *The Irish Village*

Looking for a proper Irish Christmas? The Irish Village is hosting a Christmas dinner at both venues – in Garhoud and Studio City – on Christmas Day. It's the only menu available at the pub between noon and 4pm, so get ready for a full on festive feast. Dishes include prawn cocktail, stuffed mushrooms, roast beef, veggie Wellington or roast turkey, plus homemade Christmas pudding or apple pie for dessert. Kids get a main course plus vanilla ice cream. Booking is online only and menu choices must be made in advance.

## Scrumptious Lunch at Cascades

Gather the gang and head to Sheikh Zayed Road for a festive family lunch. Cascades goes all out at Christmas, and if you have fussy eaters in your fam you're sure to find something for everyone. There's a massive buffet laid out with holiday favourites including slow-roasted turkey, foie gras terrine, plus festive desserts and more. There's even a kids' corner with loads of Christmas treats, so you needn't worry about them feeling left out.



### *The City Grill*

To celebrate the joyful Christmas season, The City Grill will offer a festive package including mains with sides and three selected beverages for the festive season. Chef Siraj Hussain is all set to elevate the spirit of celebration with festive delights and specialties for one and all. Ring in the celebrations – South African style.



# BEST PLACES TO WATCH DUBAI NEW YEAR FIREWORKS



## The Amazing Burj Khalifa Fireworks

Encounter the charming fireworks along with the awe-striking light and water show at the Burj Khalifa on account of the New Year celebration in Dubai. Not just the tourists but the localities also eagerly wait for this astounding display making it a challenge to secure the right spot. Make sure you arrive as early as possible (around 5:30 pm) to get the right spot to enjoy the high tech pyrotechnics in the light and water show signing off for the new year countdown.

## Palm Jumeirah Fireworks

If you wish to start your new year with the shimmering fireworks display but the crowd deters you, the Palm Jumeirah is an ideal

destination for you. The less hyped Palm offers a variety of spots to experience the layering effects of the glowing sky. The 11 km walk along the enticing edge of the water - Palm Jumeirah Boardwalk is open to the public and is one of the best places to encounter the bedazzlement.

## Burj Al Arab Fireworks

A fine-dine underneath the glittering shower of the Dubai New Year fireworks is one of the things you must try when in Dubai. The Madinat Jumeirah has around 40 restaurants and lounges which offer mouth-watering delicacies along with the best view of the shining night sky. Kite Beach is another place to watch the show if you want to lay



down on the sand and look at the lit sky.

## Dubai Luxury Yacht Tour

Step aboard with the grandiose and magnificence of the enthralling voyage with this larger than life experience of sailing in this luxurious chariot. The red carpet entry and the celebrity like treatment is an unspoken dream of everyone and this stupefying cruise gives you a chance to live it. Among the fleet of 20, these star-rides are one above the class with a spacious flybridge and comfortable lounge area. Not to forget the range of international delicacies at this 65 feet cruise. Enjoy the New Year party in Dubai, never like before in this luxurious yacht and add amazing moments to your life.

## Glamorous Gala Atlantis, The Palm

Much in demand Atlantis, the Palm is a perfect amalgam of luxury, elegance, and entrance. A much-acclaimed place to visit at the time of

the New Year celebration in Dubai, the hotel has a huge crowd of party lovers hooked along to the grand party the Royal Gala organizes.

## Midnight Gala at Madinat Jumeirah

Live up to your best New Year celebration in Dubai with the enticing view of the shimmering Arabian Sea at the Madinat Jumeirah. The midnight gala will take you up and down to the roller coaster with the dazzling fireworks on New Year's Eve in Dubai.

## Creek Festival at Al Seef

Encounter the unvarnished carnival atmosphere along the luxuriate Dubai creek to add up to the best of your Dubai trip. Vibrant live music, waterfront market, amazing decor, street musician and whatnot, the creek festival brings along an exciting series of activities to enhance the spills and thrills all along.

It is an ideal place for all the shopaholics to get acquainted with a unique shopping experience at this waterfront market.



# DUBAI DUTY FREE

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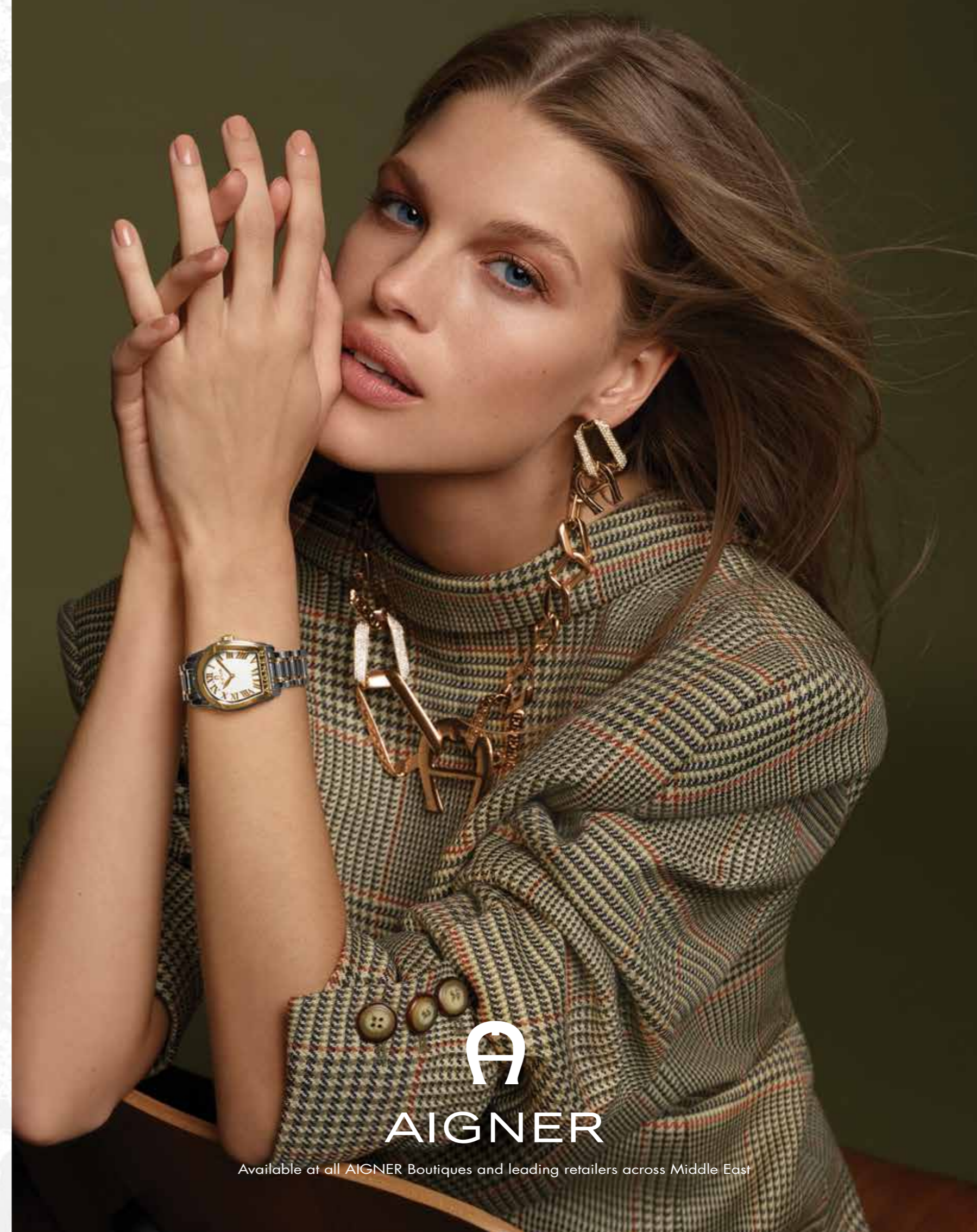
At the first ever virtual ceremony for the Business Traveller Middle East (BTME) Awards, Dubai Duty Free was announced the “Best Airport for Duty Free Shopping in the Middle East” for the 19th consecutive year. Dubai Duty Free, which achieved sales of US\$2.029 billion in 2019, came out tops in the readers’ survey conducted by the magazine within the category beating stiff competition among the other nominated airport retailers.

Commenting on the BTME award, Executive Vice Chairman & CEO of Dubai Duty Free, Colm McLoughlin said: “To receive this award for the 19th consecutive year during this challenging time is very

special and reflects the hard work of all of our employees. I would like to thank H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free, for his ongoing support and my thanks to the readers of Business Traveller ME for giving us their vote.”

Organised by Motivate and Panacea Publishing, the awards ceremony hosted by Tom Urquhart was staged online for the first time in its history via Zoom and Facebook Live.

This year’s programme recognised industry-leading airports, hotels, airlines and other travel services across 35 categories.



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