

A photograph of Anne Hathaway smiling and looking over her shoulder. She is wearing a white dress with large black polka dots and a ruffled neckline. Her hair is dark and styled. She is wearing large, ornate earrings and a bracelet. The background is a soft-focus landscape.

First AVENUE

TREND TO TRY
MILLENNIAL
PURPLE

POWER
FOOD
FOR WOMEN

THE BEST
LOOKS OF
HAUTE
COUTURE
SPRING 2021

CHOPARD
RED CARPET
COLLECTION

ANNE HATHAWAY
SIMPLY MAGICAL



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Editor's LETTER



ANNA HATHAWAY - PAGE 26

The start of a new year is a moment when time loses its relativity and everything appears to be wrapped in a slow indolent dreaminess... Though everything is new and fresh, the soft reminder of initiation slows down the passionately apprehensive heart... It is the time of the year to celebrate youth and the sense of newness ... so, Welcome to the latest issue of the First Avenue Magazine, which is all about the season's ripeness for what is fresh and new!!!

Our first issue of the year is nothing short of the newness we all are yearning for. Starting with our cover girl, the biggest icon of the industry, Anne Hathaway the recipient of many awards, including an Academy Award, a Primetime Emmy Award, and a Golden Globe Award.

And while we are bidding farewell to the colder season, the change in the weather has also changed the way we feel... We also take you through the most stylish and the most talked-about trends – Millennial Purple! With all this and much more, beautiful spreads from the fashion runways of the Spring Summer Couture collections; luxury watch, jewelry and many more.

Let's get started....

BE DARING. BE DIFFERENT. BE DAISY DIXON.

JULY #14



DAISY DIXON
LONDON

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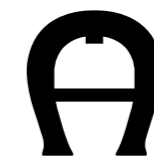
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THE BIRTH OF AN ICON



France's Second Empire: Paris is a party abuzz with splendour and elegance. When Emperor Napoleon III marries Eugénie of Montijo in 1853, Pierre-François-Pascal Guerlain celebrates the event by dedicating a citrusy Eau de Cologne to her. Instinctively, he names it Eau de Cologne Impériale.

Guerlain entrusts the making of the fragrance bottle to the Pochet & du Courval glassmakers who use a cylindrical, domed design embellished with a festoon pattern inspired by the Vendôme column



(a homage to Napoleon 1st's victories). Bees, an imperial symbol in France, are embossed around the rim and, in what is a true technical feat for the time, the bottles are semi-manufactured.

Impressed by the creation, Empress Eugénie gives Pierre-François-Pascal Guerlain the title of "Supplier to the Empress" and the Guerlain House's success and renown rapidly spreads throughout Europe's royal courts.

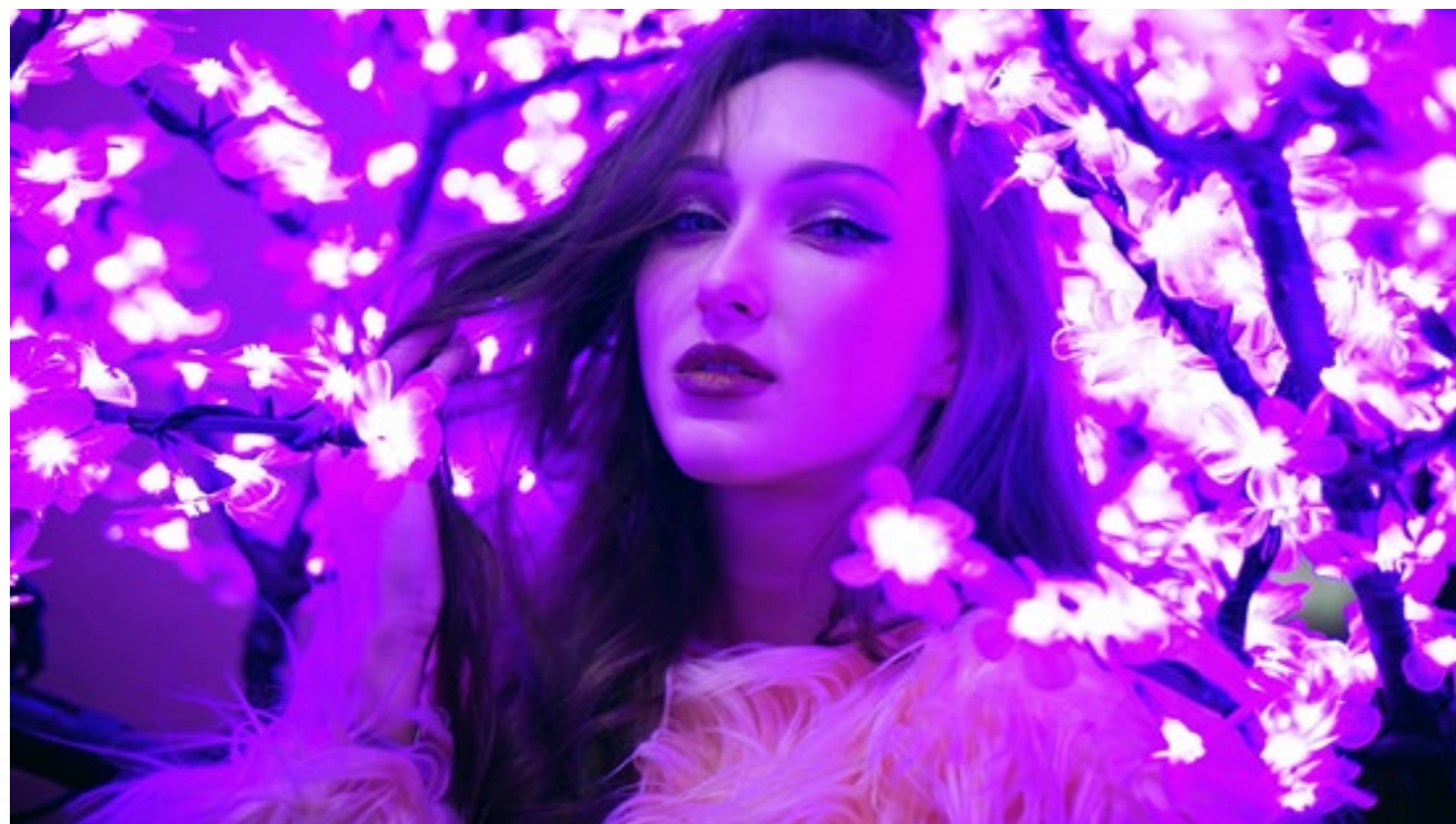
T H E B E E
B O T T L E



GUERLAIN
PARIS

Millennial Purple

The hottest color trend of 2021



Millennial purple is the must-have color for your wardrobe. We spend our lives trying to rid our complexions of spots, but it's a whole different story when it comes to our wardrobes. If you're looking for a color to rock this season, one of 2021 biggest fashion trends is a powdery pastel palette of lilac and lavender, hues dubbed "Millennial Purple". Best described as a best shade of delicious taro ice cream, it's

been seen on everyone from Dolce Gabbana to Versace.

So as we're in a purple trend right now, they are officially back (although, did they ever really go anywhere?) and they are better than ever! Continue reading if you don't believe us... The classic purple shade trend is a here for a reason.

Dolce & Gabbana

floral appliqués box bag
They've done it. Dolce & Gabbana have stolen your heart with this floral appliqués box bag. So lock up that padlock and throw away the key. (Don't throw away the key).

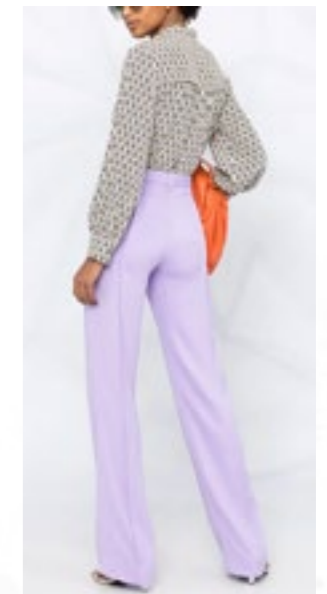
Featuring a detachable and adjustable shoulder strap, a round top handle, a padlock fastening detail, an engraved logo, a floral print, floral appliqués, crystal embellishments, a hinge closure and an internal slip pocket.



VERSACE

high-waisted trousers
Step up your office looks with these trousers from Versace. With a wide-leg style and a high waist, this pair was made

for meetings, huge mugs of coffee, and waiting for the lift. But they work just as well on the front row of Milan Fashion Week too.



Versace

Virtus mule sandals

Your style is anything but subtle. Which is a good thing, because these Virtus mule sandals from Versace aren't exactly discreet

either. Constructed from purple patent leather, they're perfect for those who refuse to blend in.



Fendi

Mini Mon Tresor bucket bag with adjustable detachable shoulder strap, single top handle

with drawstring fastening and main compartment. Gold-tone hardware.



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Valentino

Georgette V-neck blouse
From the catwalk to the sidewalk. Crafted from 100%

silk, this purple blouse oozes sophistication. What are you waiting for?



Panconesi

half-covered hoop earrings
Panconesi's earrings may look a little heavy but you'll be able to

comfortably wear them for hours on end. Problem solved. A little colour never hurt anyone, either.



Stella McCartney

tie waist short dress
Don't wear this purple Stella McCartney piece if you're a shrinking violet. Why not? Because with its ruffled sleeves and layered design, it's sure to bring in all of the compliments. Featuring a v-neck, ruffled sleeves, a fitted waist, a layered design, a

back tie fastening and a mid-length. POSITIVELY CONSCIOUS: We've joined forces with ethical agency Good On You to give you the power to choose positively. This piece is from a brand that scores well on their key criteria.

CHLOÉ EYEWEAR

Irene oversized-frame metal sunglasses



Pollini

peep toe pumps
Purple leather peep toe pumps from Pollini

featuring a branded insole, a bow detail and a mid high stiletto heel.



Versace

Medusa stud leather belt
Pull your look together, literally and figuratively,

with this Medusa stud leather belt from Versace.
Find the perfect finishing touch.



menchie's

frozen yogurt

Mix & Chill



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AQUAE JEWELS

Aquae Jewels Launch Elegant Jewellery Staples for AW Season Ahead



For every woman, for every moment in life

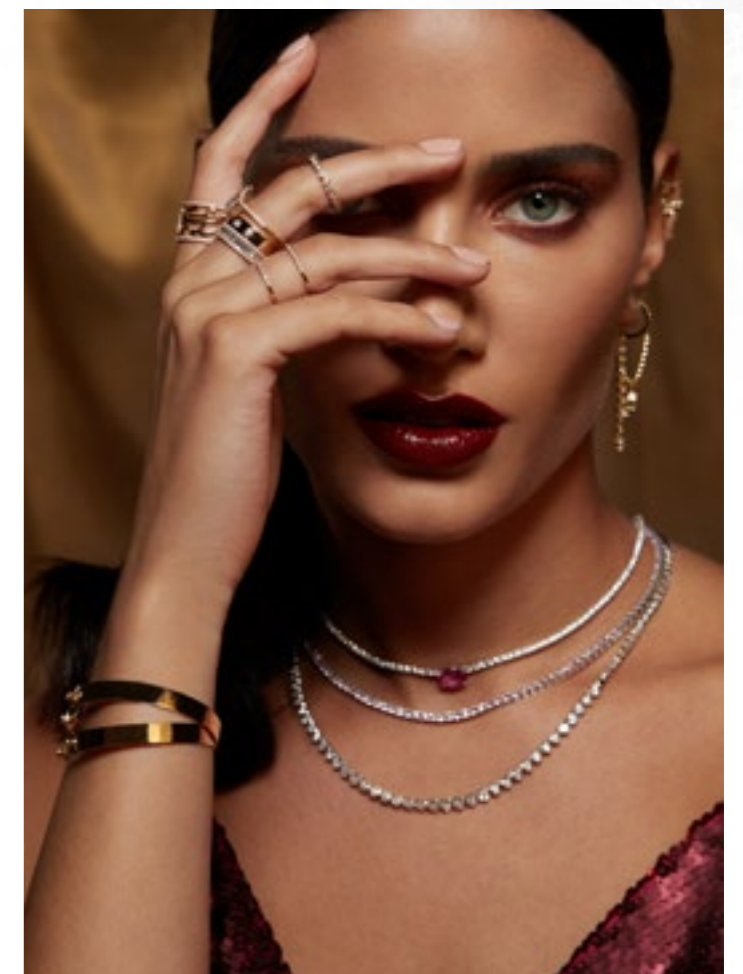
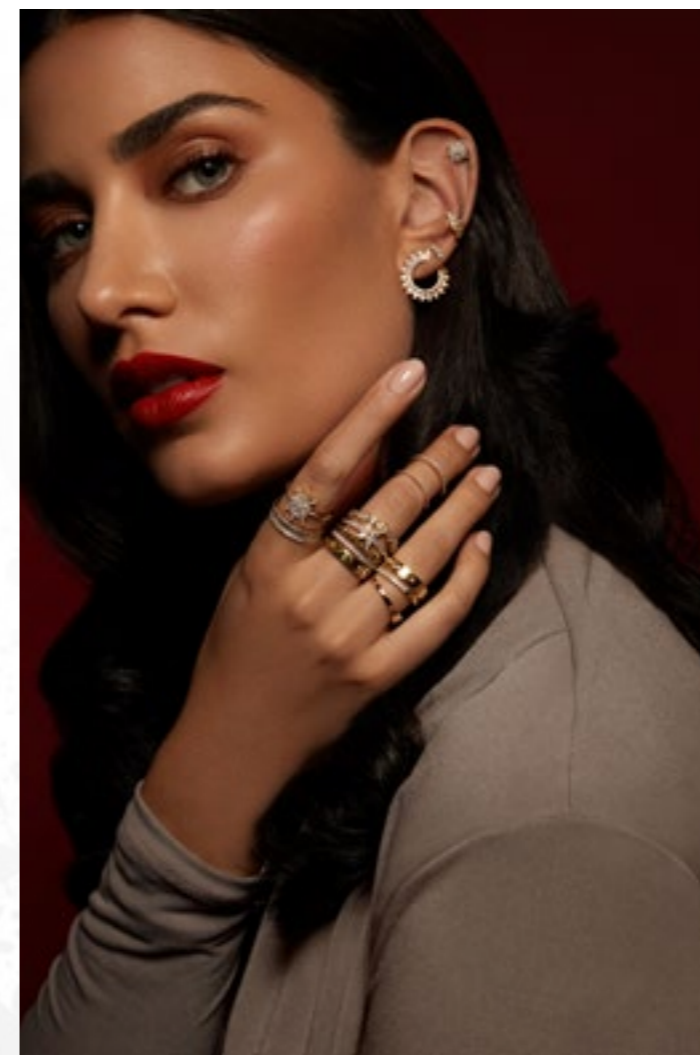
Homegrown e-commerce jewellery house, Aquae Jewels, announces the launch of its collection. This season, Aquae Jewels take inspiration from the likes of organic florals and the perfect gold circle, a hero trend



of the season, to create elegant annotations set in 18k gold and diamonds. Designed for the modern woman, Aquae Jewels continues its savoir-faire and expert craftsmanship, at an accessible price point, for the season ahead.

Designed for all moments, the jewellery house's the collection is a cohesive curation, to be worn alone or layered, accenting the grace and elegance of the wearer. The gold pieces this autumn are a simple and beautiful way to wear a piece of jewellery with inherent meaning. There's no Pythagorean theorem for the perfect number of gold chains or pendants on a necklace, or for how many such necklaces to wear at once, or keep in your jewellery box. The key is that they work well with almost every outfit.

The gold circle on a chain showcased throughout the AW collection is an impactful and digestible way to embrace this season's iconic staple and can be seen via Pride, which takes centre stage. A perfectly round disk with a pure diamond in the centre beautifully blends modernity and tradition and owes its sought-after texture to layered enamelling set at extreme heats. Designed for every woman in mind, the collection is available in varying sizes and can also be fashioned in six different stones, whether you prefer a festive red, vibrant pink or a classic mother of pearl.



Furthermore, layering remains a key styling component of the Aquae Jewels aesthetic for the AW season, mixing and matching, piling and layering continues to be a creative way to build a jewellery story, with a more-is-more approach.

Traverse the collections further for the season and find body chains, bracelets, and anklets that accentuate the silhouette of the wearer with undeniable confidence. Earrings, necklaces and rings also represent a feminine aesthetic and, when stacked and piled, showcase the carefree and creative nature of the feminine soul. Building on femininity as one of the core essences of the brand, stacking rings and belly jewellery pay homage to the subtle edge of the modern-day woman, ladies take note of the coveted Felicity pieces for the season.

With a workshop nestled in the heart of Dubai, each creation is designed and produced in-house and all precious stones are sourced from ethical mines and accredited with a certificate of authenticity that assures the legal and ethical origins of the creations. For the season ahead, Aquae Jewels remain true to its mission to design pieces for all women, shipping across continents in less than five days.

CHOPARD

RED CARPET COLLECTION

Chopard's creative genius pays tribute to Nature



The Red Carpet Collection: an annually reiterated feat

Since the 60th anniversary of the Cannes International Film Festival, Chopard's Haute Joaillerie workshops have annually achieved the feat of composing a collection that includes as many creations as the year of the Festival's existence. An ambitious challenge proposed by Caroline Scheufele – Co-President and Artistic Director of the Maison – to her Artisans, who represent the combined know-how of more than 30 different crafts. Today, the Chopard ateliers, located in Geneva, are the largest Haute

Joaillerie workshops in Switzerland: sculptor-jewellers, lapidaries, gem-setters and polishers. From simple lines to generous volumes, from working on gold to precious stones, these talented craftsmen push back the limits of the possible and, by combining their talents, give life to the jewels in this prestigious collection. Living up to its Red Carpet name, it is destined to sparkle on the Palais des Festivals steps as it adorns the most beautiful actresses during the official presentation of their films.

Celebrating an entrancing natural environment

This year, Caroline Scheufele will unveil a range of 73 treasures. The creative soul of Chopard and initiator of its Journey to Sustainable Luxury, she has decided to celebrate the environment, along with its flora and fauna, by choosing 'Nature' as the main theme of this 13th collection. An "Owl" jewellery watch featuring two dials surrounded by multicoloured sapphires forming the eyes of the nocturnal creature; an "Eagle" necklace whose outstretched

wings are entirely paved with diamonds; a "Clover" necklace in tsavorites; a pair of "Orchids" earrings featuring incredibly natural-looking sapphire petals and tsavorite buds; "Ginkgo" earrings and ring composed of pear-shaped emeralds, tsavorites and yellow sapphires in shades evoking the foliage of this majestic tree; as well as a series of "Polar bear", "Panda", "Orca" and "Seal" diamond rings.





An inexhaustible source of inspiration

Back in 2010, for Chopard's 150th anniversary, Caroline Scheufele designed 150 Haute Joaillerie creations composing the Animal World collection. 'Nature' continues this artistic approach by drawing on the expertise and ingenuity cultivated by the Artisans of the Maison to craft a series of necklaces, rings, earrings and bracelets made of precious

stones. Their original designs depicting animals and plants are even more realistic than the models in Nature on which they are based. These latest 73 creations have inspired Australian artist Megan Hess to create a series of illustrations magnificently featured in the Red Carpet Collection book.



Style crushing on...

ANNIE

HATHAWAY

She is an American actress. She is the recipient of many awards, including an Academy Award, a Primetime Emmy Award, and a Golden Globe Award. She was one of the highest-paid actresses in the world in 2015. Her films have earned over \$6.8 billion worldwide, and she appeared in the Forbes Celebrity 100 list in 2009.

Hathaway graduated from Millburn High School in New Jersey, where she acted in several plays. As a teenager, she was cast in the television series *Get Real* (1999–2000) and made her breakthrough as the protagonist in her debut film, the Disney comedy *The Princess Diaries* (2001).

In 2012, Hathaway starred as Selina Kyle in her highest-grossing film *The Dark Knight Rises*, the final installment in *The Dark Knight* trilogy. Also that year, she played Fantine, a prostitute dying of tuberculosis, in the musical romantic drama *Les Misérables*, for which she won the Academy Award for Best Supporting Actress. She won the Oscar for Best Supporting Actress for her role in the

musical *Les Misérables* in the year 2013. Now, Anne Hathaway is back on the screen playing a woman who shares a space adventure with Matthew McConaughey and Jessica Chastain. The film is called *Interstellar* and its director is none other but the creative genius; Christopher Nolan. She has huge eyes, and a big smile reminiscent of fellow actress Julia Roberts. But then, once that first impression dissipates, there is no doubt that the lovely Miss Hathaway doesn't resemble anyone, and shines with the looks and personality that are uniquely hers and only hers.

She then played a scientist in the science fiction film *Interstellar* (2014), the owner of an online fashion site in the comedy *The Intern* (2015), a haughty actress in the heist film *Ocean's 8* (2018), and an evil witch in the fantasy comedy *The Witches* (2020). Hathaway has also won a Primetime Emmy Award for her voice role in the sitcom *The Simpsons*, sung for soundtracks, appeared on stage, and hosted events.



■ *At the 2020 Critics' Choice Awards In Atelier Versace*

Proof that Anne Hathaway is still making statements with her sartorial choices without going for outlandish outfit. Keeping with her streak of sartorial boldness, Anne wore a plunging gold sequin dress by Versace. She later took to the stage to present the best actor gong to Joker star Joaquin Phoenix. This was her first red carpet appearance since the birth of her second child.

Showing her sexier side on the red carpet for the 2020 Golden Globe Awards she paired the dress with Messika Jewelry, Judith Leiber Couture Clutch and Alexandre Birman Shoes.



■ *At 'The Hustle' LA Premiere in Elie Saab*

Anne always knows how to make an impression on the red carpet, and things weren't any different when she joined Rebel Wilson for the premiere of MGM's 'The Hustle'. She served up no surprise in her favourite colour: Black and looked exquisite wearing a custom Elie Saab jumpsuit. Her dress looked like a beautiful but simple black gown with a hidden slit. She completely owned the look.



■ *At the 2019 Golden Globe Awards in
Elie Saab*

Once again proving that you don't need to flash the flesh to make jaws drop, Anne Hathaway attended the 2019 Golden Globes and made everyone wish there was more animal print during awards season. She wore an Elie Saab dress inspired by the Spring 2019 collection. The sharp metallic bodice juxtaposed with the ferocious skirt and cut-outs gave her a new look. The seduction powers that Anne possesses never cease to amaze us.



■ *At the 22nd Annual Human Rights
Campaign National Dinner in
Vivienne Westwood*

We fell in love with this look as soon as we laid eyes on it. Anne Hathaway was honoured at the 22nd annual Human Rights Campaign National Dinner.

She wore an ivory Vivienne Westwood Made to Order Collection design. Anne added even more glitz to her glam wearing Chopard jewels and PVC and white leather heels. A dreamy confection that brought ethereal beauty to this event.



■ *At the 22nd Annual Hollywood Film Awards in Valentino*

Anne Hathaway in Valentino are familiar words. She wore a Valentino Spring 2019 white pleated, calf length dress, featuring voluminous sleeves. A drop waist can be hard to pull off but it doesn't look bad on her. She looked gorgeous and lavishing. Fairly subtle make up added sparkle top her look. She accessorized with Anabela Chan earrings, a Kallati ring and gold glittery sandals by Casadei.



■ *At the 2018 Met Gala In Valentino Couture*

Valentino has dressed his fair share of style icons over the years for the Awards. The Oscar-winning actress went glam in a red gown and gold headpiece as she attended the event in iconic Valentino red. We fell in love with this look as soon as we laid eyes on it. She presented a ravishing entry on the red carpet completed the look wearing James Banks earrings, a The Code bracelet and Jimmy Choo heels.



Power Foods for Women

Stop focusing your energies on what you can't eat; instead, change to what you should eat more often!



Power food are the items you should include in your diet to get maximum amount of nutrients, the least amount of calories, and a tremendous feeling of overall wellbeing and health benefits. These power food may seem ordinary, but they offer ample nutritional value, decrease the risk of illness

such as heart disease and diabetics, boost the immune system, improve memory and concentration and slow down skin and body aging. So if you want to be healthy – empowered woman, check out our list of fat bursting, energy boosting healthy foods for women.

Almonds

Almonds contains antioxidants that help fight skin wrinkles, aging, cancer, heart disease and stroke. They also contain magnesium and phosphorus to build healthy bones. One single serving (1/4 cup) provides 11 grams of heart-healthy monounsaturated fat (which may help to lower blood cholesterol levels).



Apples

An apple a day, really could keep a doctor away! In a study, British researchers said that apples were more effective as compared to other fruits and vegetables, in reducing the risk of developing serious disease, including the lung cancer. Not only that but apples also contain a kind of fiber called pectin, which helps to reduce cholesterol and regulate blood sugar levels. It also contains Boron, a mineral believed to increase your alertness, improve thinking skills and reduce calcium loss which could lead to osteoporosis.



Spinach

Including green, leafy vegetables in every woman's diet is a must do thing and spinach is considered as one of the best green leafy vegetables that is also pretty cheap and readily accessible throughout the world. This super vegetable is well acclaimed for its natural reserves and the main reason why it plays a vital role in a woman's diet is because spinach is also rich in calcium



Blueberries

According to the recent studies compound found in blueberries help protect and heal the body against the diseases like obesity, diabetics, heart disease, cancer and cognitive (brain function) decline. Blueberries are full of energy boosting carbs, contain, fiber help your digestive system do its vitamin C, and anthocyanin. Anthocyanin is what makes blueberries blue. It also helps provide protection against certain types of cancer and on top of all of that, one whole cup of these tasty delights only contains 83 calories.



Broccoli

Broccoli is one of the richest vegetables source of calcium, iron, and magnesium. It is also a good source of Vitamin A and C, potassium and fiber. Broccoli also contains phytonutrients- a group of compound, that may help prevent chronic disease, such as heart disease and cancer. Broccoli is low in calories and it is fat and cholesterol free, which makes it an excellent food for women who are dieting.



Tomatoes

Last but not the least; women should definitely remember to munch on a ripe tomato every day. Not only will that help women to lose those extra inches but will also improve their sex health. Apart from that, lycopene found in tomatoes, also help to keep breast cancer risks at bay.

Straight from the Runway

FASHION

Report

Check out exclusive runway photos of the Spring2021 Haute Couture, and enjoy the latest collections from top fashion designers of the world. There's nothing like getting us in the mood for the 2021 season quite like Haute Couture Fashion week. One of the biggest talking points of Haute Couture Fashion Week which made a spectacular entry of great models, strutting their stuff on the catwalk. It was a breath-taking, head-turning and spine-tingling moment to say the least! Another Haute Couture Fashion Week highlight involved the Elie Saab & Zuhair Murad – in particular it's impossibly hard to miss slogan pieces. Subtle they were not. If you thought the slogan tee already had its moment, then think again, as things were quite literally bigger and better than ever thanks to the countless slogan dresses that emerged on the catwalk. Slogans aren't going anywhere – especially not if have anything to do with it.

We would have given our right arm (or any other limb for that matter) to have sat front row at that show be Karl Lagerfeld if he didn't throw his hat into the ring, as the Chanel Couture show and collection blew

everyone away. The branded press studs were a cool replacement for the house's signature buttons on skinny, soft-shoulder jackets and coat dresses. We wouldn't have expected any different! If you are in the midst of planning a wedding, perhaps you will be seeking inspiration from the Haute Couture catwalks.

As usual, we were blown away by this season's Haute Couture offerings. And on a final note, we sincerely hope that our Haute Couture catwalk to awards season red carpet prayers will be answered, as there are more than a few jaw-dropping dresses fit for the most exclusive of awards ceremonies.

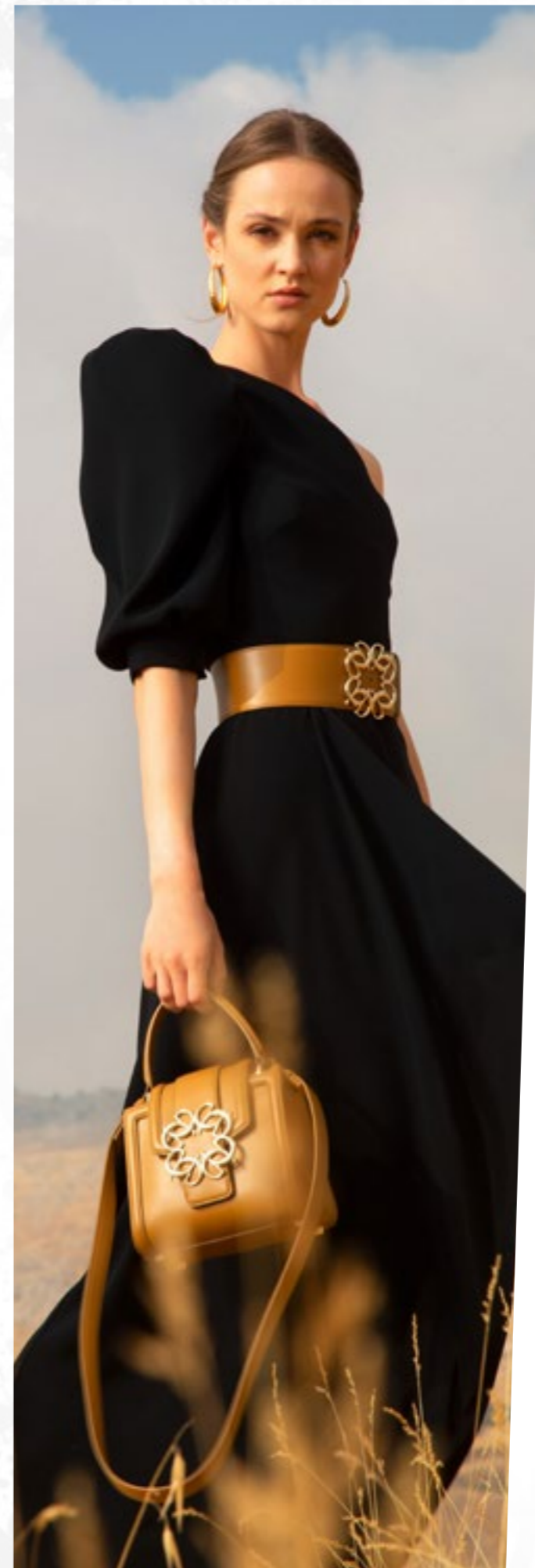
Once again, the biggest designers in the world from Zuhair Murad to Chanel debuted their most spectacular Haute Couture pieces, leaving us awe-struck, enchanted, and most of all, inspired. There were quite a few firsts at this year's Haute Couture Fashion Week too. Our exclusive coverage is your front-row seat to the latest fashion shows around the world. Let's take a look at some of our highlights from one of the biggest weeks on the fashion calendar.



ELIE SAAB

Garnering a following amongst celebrities and royalty all over the world, Elie Saab's evening dresses have earned the Lebanese designer exclusive membership to the Chambre Syndicale, as one of the few officially ordained haute couture labels in the world. Bringing

characteristic opulence to ready-to-wear, designs merge Western silhouettes with a Middle Eastern flair for ornamentation and embellishment. Discover the pink, acid green and white embellished pieces of his spring 2021 collection.



ZUHAIR MURAD

Following his ongoing homage to strong women, Zuhair Murad drew this season's inspiration from the life and unique style of 80s looks. The colors were from black, white or gold full of 3D embroidery. Murad has been exploring new ideas and each collection seems to be unique. Murad completed all

his spring collection—half in Paris, half in Beirut. A crop top or midiskirt or a pared down Princess-line gown are radically reworked in golden tweed. Metallic detailing also appears in appliqués reminiscent of Modernist architecture, enlivening a bustier dress or a sharp blazer.





CHANEL

Chanel's latest couture collection is a true form via the magic of a digital presentation, marked by a desire for shimmering opulence and sophistication. Inspired by Karl Lagerfeld, the collection screams eccentric sophistication, reflecting an explosion of pent-up energy and creativity.

The looks mastered a slick winged eyeliner with a fresh complexion, complimented with a dark lip to emulate an edgy-yet-feminine look. The luminous skin had accents of subtle highlight on the cheekbones to add that extra element of flair.



OUTDOOR EXERCISES

Get fit, blast calorie load, and have some real fun outside!



It is the best time of the year for the residents and the visitors of Dubai alike. A time when the sun shines happily and a certain chill in the air makes the long nights all too quixotic... With this beautiful weather, there remains no excuse to not partake in the joys of the great outdoors, when burning calories also gets a lot more fun. Exercising in the gym is great, but we wouldn't exactly call it fun! Taking your workout outside and trying some feel good sunny-weather activities, allows us to burn calories, whilst having a great time

with Mother Nature. Besides the overall fun element associated with outdoor activities, research also shows that exercising outdoors is linked with good things such as greater vitality, enthusiasm, pleasure, self-esteem, and lower levels of stress hormone cortisol and lessening of bad things such as tension, depression, and fatigue. We have created a list of outdoor activities that boost calorie burn, tone and strengthen muscles, and definitely let you get connected with nature instantly.

Cycling / Biking

This perhaps is the best time of the year to master your cycling skill and burn those calories in the process. Biking is a simple, fun and effective way to get a great workout since it is an excellent cardiovascular exercise. Just imagine your cycling workout routine at the gym, and now bring it outside, the best thing is that time passes much faster and in terms of effort tends to feel a little easier, due to the pleasant distraction of scenery. Cycling outdoors also works the glutes (butt muscles), hamstrings, quadriceps, shins and calves harder than indoor cycling. Another great advantage of biking is that not only do you get the opportunity to just explore new neighborhoods, places or trails, but once you get the knack of it, you can use it as a mode of transport, for your daily household errands and even for commuting to work.



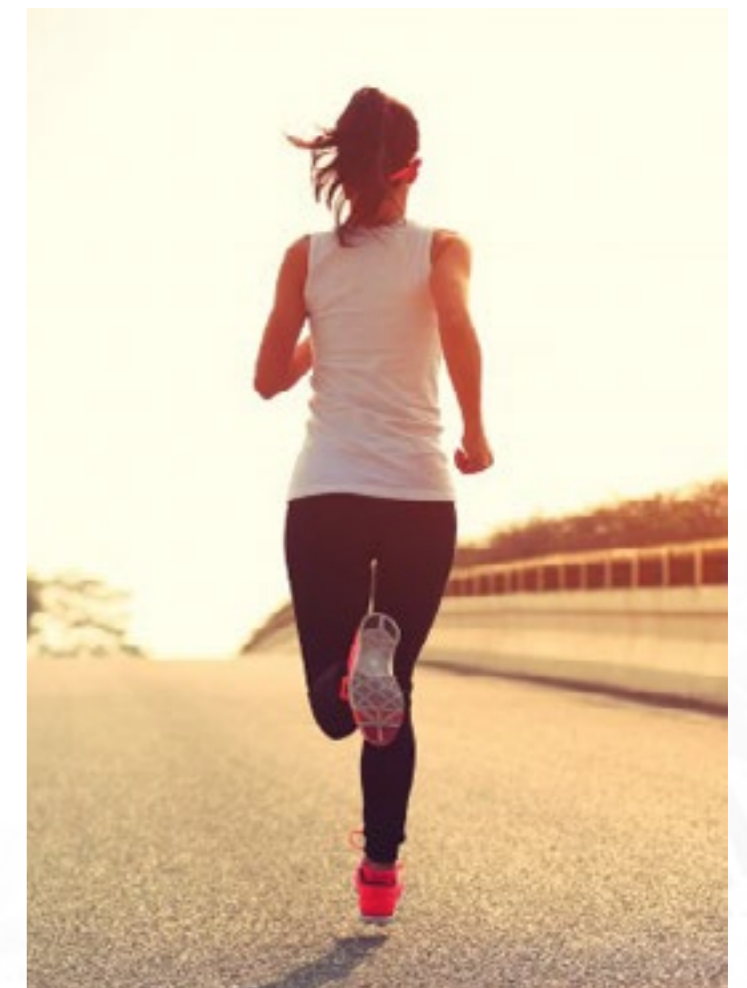
Jogging/Running

Jogging is a terrific sport for your heart and lungs, and it also works wonders in building stamina. If you're trying to lose weight, jogging or running burns calories faster than walking & it also challenges your muscles. A study published in the Archives of Internal Medicine in 1999 found that exercise like running may be as effective as medication for treating depression in some people. However, the key is to start slowly and to gradually increase your time or distance.



Walking

One of the most easy to execute exercises for just about everyone, walking is one of the best lifetime sports... And getting used to it is as easy as a leisurely walk around the neighborhood. The benefits of walking are that it is easy on the joints, you don't need a lot of fancy equipment, and you can still burn calories. According to the standard guidelines, walking for 30 minutes, 5 days a week, at a brisk pace (about 4 mph) helps ward off chronic ailments. It actually decreases the risk of heart disease, diabetes and high blood pressure. For those who are aiming to lose weight, walking is essentially the easiest workout to start with. Walking for 60 minutes most days of the week with healthy meals can really help in weight loss and then to keep it off, following the same routine can have lasting effects. If this looks overwhelming, then consider incorporating walking into your daily life by breaking the time into several manageable spurts, like, walking the kids to school or the bus stop, running errands at lunchtime, and a stroll after dinner every evening.



Beach volleyball

Perhaps the best time of the year to pay a visit to the beach in Dubai is Now! And one of the best beach sports of all time is Beach volleyball. It is an awesome full body workout that targets and tones the legs, arms, shoulders and abs. During a game you're

continuously on the move, changing direction, squatting, diving, jumping, serving or hitting. You're also moving on sand, which is more difficult and boosts calorie burn further.



Swimming

Swimming is a wonderful cardiovascular conditioner that also helps tone arms and legs, and it's very easy on the joints, perfect for people who have muscle or joint problems. The weightlessness of the water helps them exercise pain-free. Swimming also increases stamina, it can also help ward off diabetes and high blood pressure, and help to relieve stress. If you do not have easy access to pools, a trip to the nearest beach can be a daylong fun activity and a healthy break...



Hiking

Hiking is one the most spiritually connecting sports. It provides a relaxed atmosphere for a workout that doesn't seem like a workout at all. Listening to the birds and a babbling brook, perhaps enjoying the cool breeze of the forest, provides a break from daily stresses. If

you dwell in a concrete jungle don't feel distressed, a trip to a local park will instantly reveal what you have been missing. Hiking is a tremendous workout for your legs along with providing many cardiovascular benefit.



Snorkeling / Scuba Diving

If you're lucky enough to plan a beach vacation, or are even luckier still and actually live near the beach, snorkeling or scuba diving can be the most fun and entertaining of workouts. These activities combine both cardio and strength training, burning a ton of calories while tightening and toning the body. Snorkeling and scuba diving offer the benefits of cardiovascular exercise, minus the strain, sweat, stress, and discomfort of a typical workout. And because you have to work hard to push against the resistance of water (water is hundred times more dense than air) to move forward, it also really works the butt, thighs, hips, back and abs.



DUBAI DUTY FREE

*MARKS ITS ANNIVERSARY WITH SALES CLOSE TO
DHS 70 MILLION (US\$19.175 MILLION) IN SALES*

THE AIRPORT RETAILER CELEBRATED ITS 37TH ANNIVERSARY ON DECEMBER 20



At the virtual award ceremony for the 2020 Global Traveler – GT Tested Reader Survey Awards, Dubai Duty Free was named as the “Best Duty-Free Shopping in the World” for the fourteenth consecutive year.

Organised by FXExpress Publications Inc., the awards ceremony was hosted by Francis X. Gallagher, CEO & Publisher of Global Traveler and announced the winners for the 2020 FXExpress awards, including the GT Tested Reader Survey awards, The Trazees, the Wherever Awards and the Leisure Lifestyle Awards.

Voted by the readers of Global Traveler, the monthly and AAM-audited magazine written exclusively for frequent business and leisure travelers, Dubai Duty Free came out tops in the publication’s 17th Annual GT Tested Reader Survey Awards conducted between January-September

2020. More than 22,000 people responded to the survey that honors airlines, airports, duty-frees, hotels, loyalty programs and travel-related products in more than 80 categories.

Commenting on the award, Dubai Duty Free’s Executive Vice Chairman & CEO, Colm McLoughlin said, “It is a great honor to receive our fourteenth “Best Duty-Free Shopping in the World” award from Global Traveller magazine and be recognised as the leading duty free in the world. This award is a testament to all the hard work that our team has undertaken, even during these difficult times. Thank you to all the readers who voted for us.”

Each year, Global Traveler conducts a survey that honors airlines, airports, duty-frees, hotels, loyalty programs and travel-related products in more than 80 categories. The GT Tested Reader Survey Awards are

conducted based on an independently verified online survey of the readers of Global Traveler magazine, representing frequent travelers who average between 9 international and 11 domestic round-trip flights a year, with 72 percent regularly travelling in first and business class as well as staying up to 60 nights in hotels, mostly 4- and 5-star properties.



Dubai Duty Free marked its 37th Anniversary in style as it welcomed passengers travelling through Dubai with a special 25% discount on a wide range of merchandise over three days from 18th to 20th December. The 72 hours anniversary sale, which was also extended to it Home Delivery customers, resulted in sales of Dh\$69.990 million (US\$19.175 million).

From a category point of view, Perfumes was the highest selling category with sales of Dh\$17.613 million (US\$ 4.825 million) during the three-day period followed by Liquor with sales of Dh\$8.624 million (US\$ 2.363 million). Sales of Cosmetics reached Dh\$8.179 million (US\$ 2.241 million) while sales of Watches topped Dh\$7.891 million (US\$ 2.162 million). Sales of ticket for the Dubai Duty Free



Millennium Millionaire and Finest Surprise promotions combined reached a staggering Dh\$7.373 million (US\$2.020 million) over the 3-day period, making it the 5th most popular category.

Commenting on the response to the 37th anniversary, Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free



said: “We are happy to see such a positive result during our annual anniversary sale both in store and online. This is very much a “thank you” to our customers and while there have been less travelers than usual at Dubai International Airport, it was great to see them respond to this special offer.

“I would like to thank everyone for marking this special occasion with us and a special thanks to our staff, who did a great job in serving the passengers and online customers alike,” he added.

Over the three-day period a total of 104,698 sales transactions were recorded in store. Meanwhile online sales doubled during the same period with the ‘Click & Collect’ service, which offers travelers the chance to order goods in advance of their flight, generating over Dh\$6.944 million (US\$1.902 million) in the 72-hour period. A total of 6,331 orders were received in advance of customers travelling, with the most popular categories including Perfumes & Cosmetics, Liquor, Watches and Technology.

Dubai Duty Free’s Home Delivery Service, which was launched in June of this year and is available for UAE residents, recorded Dh\$3.964 million (US\$1.086 million) in sales with a total of 2,398 orders made. 12,917 units were sold to Home Delivery customers with the best-selling categories including Perfumes & Cosmetics, Fashion, Food, and Watches.

The Dubai Duty Free Anniversary offer was first introduced when the airport retailer marked its 20th Anniversary in 2003 and continues to be popular over what is traditionally a busy travel period.

DUBAI DUTY FREE

*RECEIVES ITS 14TH CONSECUTIVE
“BEST DUTY-FREE SHOPPING IN THE WORLD”
AT THE 17TH GLOBAL TRAVELER - GT TESTED READER SURVEY AWARDS*



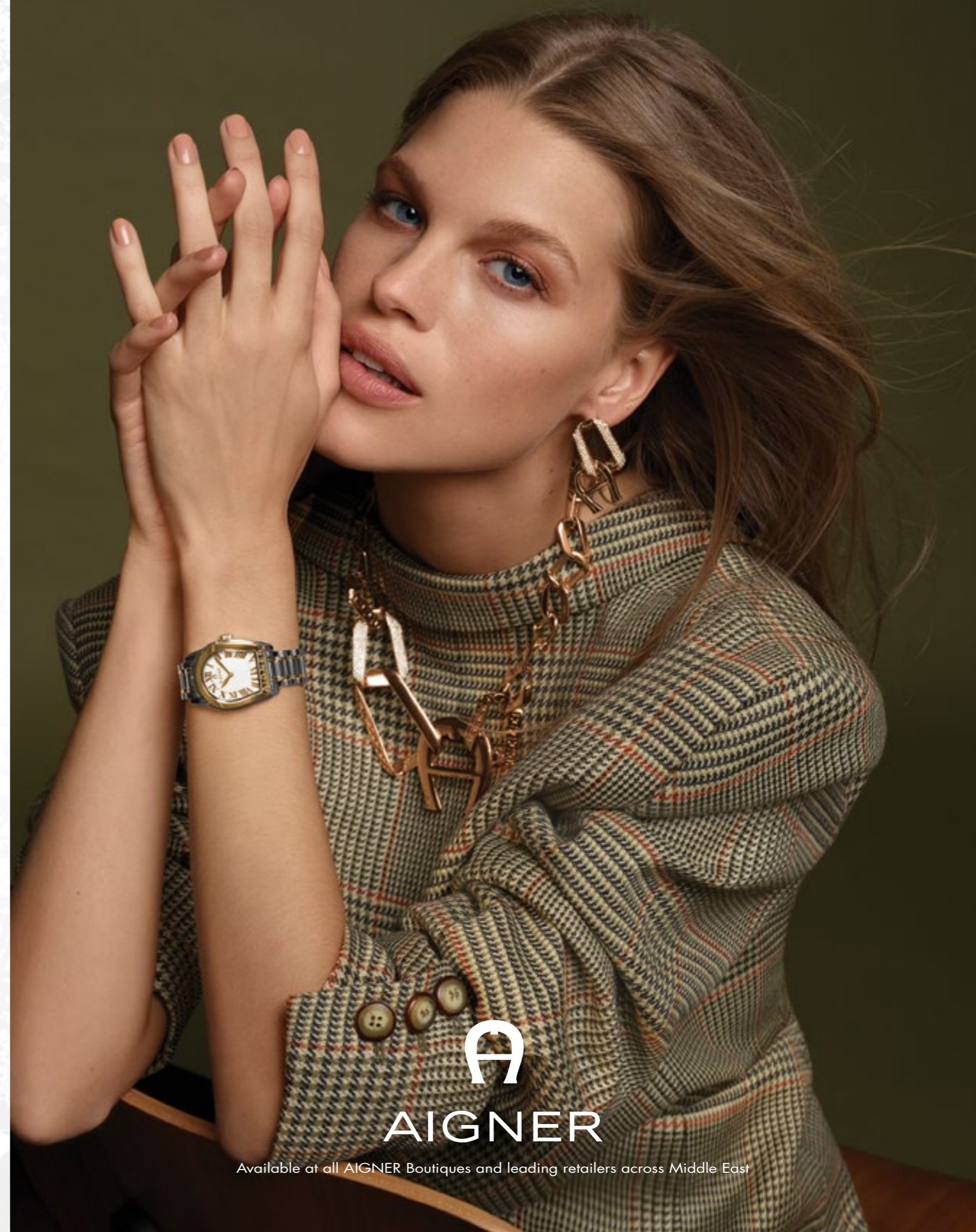
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