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## Editor's LETTER



ANA DE ARMAS - PAGE 36

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. Welcome to the latest issue of 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, Ana De Armas. As we have Fashion Month on our minds, and the spring collections set to start trickling into stores, it's time now to check out our Spring-Summer 2024 collections. With all this, there's always something for everyone to read!

So let's get started and jump right into the world of fashion and glamour!

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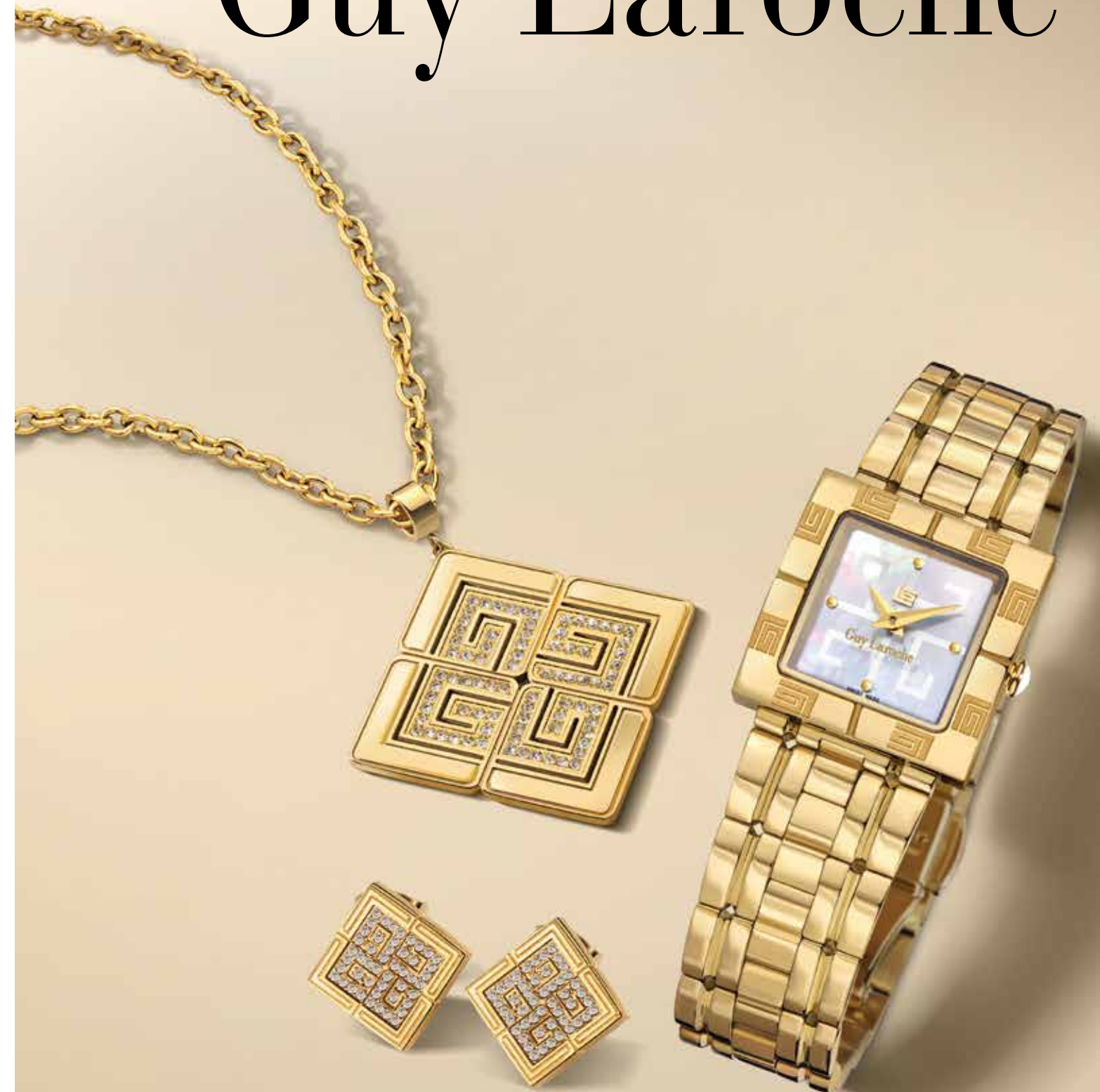
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# Guy Laroche



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# Jimmy Choo

## Spring 2024 Collection



Jimmy Choo house codes evolve in the form of new-season designs that make a bold style statement. The Spring 2024 collection champions and evolves a central ethos of the house – the power of shoes and accessories to make a bold style statement. The new-season styles are head-turning, graphic and designed with our foundational philosophy in mind – Statement Glamour.

### Modern Monochrome

What makes a statement today? Powerful designs with an unmistakable identity. Spring's exploration of this notion translates to graphic patterns and bold contrasts. These themes play out across the collection in the signature silhouettes that have defined the Jimmy Choo brand.

The Avenue matelassé – a definitive motif used as quilting across accessories and footwear – can be found as a modern, graphic print, realised in a contrasting palette of sky blues, latte and black. It is the

eye-catching emblem of the collection – brought to life boldly, in the form of the beloved Blake knee boot and Avenue Quad, which are transformed with this standout pattern in luxe Nappa leather. Elsewhere, new footwear styles including Kinley and Azie – a new iteration of our iconic Azia sandal – celebrate vibrant contrasts.

### Blake Knee Boot 85

A signature silhouettes, the Blake knee-high boot is crafted in Nappa leather with our Avenue matelassé in a patchwork design. This sculptural wedge style has the illusion of a stiletto from the back and a wedge from the side. Wear yours to elevate modern, glamorous looks.

### Azie 85

An evolution of a classic strappy sandal, the Azie sandal in patchwork Nappa leather is a decidedly modern design. This contemporary sandal features a double strap detail that crafts a flattering fit and is complemented by an adjustable ankle strap. Wear to instantly elevate looks from dawn to dusk.



### Avenue Slim Shoulder

A streamlined iteration of our signature Avenue handbag, the Avenue Slim Shoulder is a versatile piece for your collection. Crafted in luxe Nappa leather, it features our signature matelassé motif, and its structured silhouette makes for a sophisticated look. It is designed with a leather and chain shoulder strap and a top zip closure. This handbag can lend itself to both smart, tailored looks and off-duty ensembles.



### Avenue Pouch

The Avenue Pouch is a Jimmy Choo signature, crafted from canvas with our distinctive Avenue matelassé in print. Characterized by a streamlined silhouette it is complemented by our signature logo, embroidered at the front. It features an interior slip pocket and closed with a magnetic button and front flap. This statement style can lend itself to both evening looks and day-to-day ensembles, elevating your wardrobe with our signature touch of glamour.





# BE MY VALENTINE

## WOMEN'S COLLECTION



With a hint of boho flair and minimalist edge, Vivienne bracelet flawlessly balances function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

Available at Maison Luxe, Dubai mall



With a hint of boho flair and minimalist edge, Vivienne earrings flawlessly balance function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

Available at Maison Luxe, Dubai mall



With a hint of boho flair and minimalist edge, Vivienne bracelet flawlessly balances function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

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With a hint of boho flair and minimalist edge, Vivienne bracelet flawlessly balances function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

Available at Maison Luxe, Dubai mall

February is synonymous with Valentine's Day, and you don't have to feel guilty for getting excited about Cupid's favorite time of the year. Not only is it the perfect excuse for you and your partner to express your love to each other, but it also gives you another great reason to get all dressed up to celebrate the occasion. And we haven't even got to the gifts yet...



# MEN'S COLLECTION



Tastefully designed and crafted with a truly modern edge, Guy Laroche's Betty is the perfect combination of style and sophistication. From the white dial to dual-toned mesh bracelet with the chain accented with 'GL' charms, every aspect of Betty exudes elegance and refinement. The iconic 'Guy Laroche' signature on the gold-plated topring is sure to turn heads and make a statement. With the linked dainty bracelet, Betty serves more than a timepiece.

Available at Maison Luxe, Dubai mall



With a hint of boho flair and minimalist edge, Vivienne earrings flawlessly balance function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

Available at Maison Luxe, Dubai mall



Sheated in modernity and elegance, Camille blends style and function in a sublimed fashion. The green mother of pearl square dial and the dual-toned gold-plated bracelet makes it nothing short of refined. The logo-embossed dial encased in the curved sapphire glass and the gold-plated topring come together perfecting minimalism without sacrificing sophistication.

Available at Maison Luxe, Dubai mall



Exuding a refined and sophisticated look, Sacha timepiece boasts an innovative style. Featuring Guy Laroche's signature 'GL' lettering on the topring, the blue dial with the date window is offset by the guilloche pattern. The timepiece is complete with a genuine blue leather strap etched with the 'GL' motif on the links.

Available at Maison Luxe, Dubai mall



With a hint of boho flair and minimalist edge, Vivienne earrings flawlessly balance function with style. The modern elements transcend Guy Laroche's design philosophy and reveal outstanding quality.

Available at Maison Luxe, Dubai mall



Seize the moment with Guy Laroche's Andrea pen. Putting pleasure back into writing, Andrea combines unmistakable 'GL' enhanced design, smooth writing, and statement-making appeal. Crafted with modern classic textured navy blue details and silver trims, Andrea is truly a classic writing instrument.

Available at Maison Luxe, Dubai mall



# L'ORÉAL

## Best Skin Care Products Formulated with Glycolic Acid

Glycolic Acid is an alpha hydroxyl acid (AHA) highly recommended by dermatologists due to its resurfacing and chemical exfoliation benefits. Glycolic Acid has been proven to tackle concerns such as fine lines, wrinkles, even skin tone and dark spots.

### Anti-Aging

Glycolic Acid is recognized by dermatologists as an effective resurfacing agent for younger-looking skin. Cell turnover slows down as we age and can lead to a build up of dead cells. Glycolic Acid accelerates the natural exfoliation of dead skin cells and when used consistently, it can help smooth fine lines and wrinkles.



### Complexion Improvement

Due to its exfoliant nature, Glycolic Acid helps remove dead and hyper-pigmented cells from the surface of the skin. Glycolic Acid can help skin get rid of the excess build up, and with that, improve the appearance of uneven skin tone, dark spots and hyperpigmentation.

When it comes to putting together a skin care routine, you may want to consider adding glycolic acid products into the mix. From glycolic acid peels to glycolic acid toners, glycolic acid has gone from being a dermatologist secret to one of the most popular skin care ingredients to add to your routine. What is glycolic acid, exactly? Glycolic acid is an alpha hydroxy acid (AHA) that helps to resurface skin, even skin tone, and reduce the appearance of wrinkles, according to the U.S. National Library of Medicine. Ready to add this ingredient to your skin care regimen? Below, find our five best skin care products formulated with glycolic acid, including a glycolic acid face wash and overnight glycolic acid cream.

Over time: Brighter, more radiant and fresher skin is revealed. Skin is optimally prepared to absorb Bright Reveal treatments and moisturizers. Skin tone looks more even and renewed. Skin texture feels smoother, more refined.



## BRIGHT REVEAL FAMILY



### CLEANSE

FACIAL  
CLEANSER

### TREAT

EXFOLIATING  
PEEL PADS

### MOISTURIZE

SPF 30  
FACE  
MOISTURIZER

DUAL  
OVERNIGHT FACE  
MOISTURIZER

### Complexion Improvement

Beyond wrinkles, dull, uneven tone can make skin look older. Skin's natural ability to shed surface dead skin cells declines with age. Brightening Daily Scrub Cleanser with gentle micro-pearls and Glycolic Acid, exfoliates dullness and impurities to improve skin tone, texture and clarity, revealing visibly brighter, more radiant skin. Immediately: Brighter, more radiant and fresher skin is revealed. Skin is optimally prepared to absorb Bright Reveal treatments and moisturizers.

Over time: Brighter, more radiant and fresher skin is revealed. Skin is optimally prepared to absorb Bright Reveal treatments and moisturizers. Skin tone looks more even and renewed. Skin texture feels smoother, more refined.





## Bright Reveal Brightening Dual Overnight Moisturizer

RevitaLift® Bright Reveal Brightening Dual Moisturizer is our first dual-action, dermatologist-inspired brightening plus anti-wrinkle night treatment combining two effective anti-aging treatments in one pump. This safe, yet effective formula with an exfoliating concentrate of Glycolic Acid and the infusion of Vitamin C and Pro-Retinol® targets the appearance of wrinkles and uneven tone to reveal brighter, more radiant skin in just 1 week.

Brightening Dual Overnight Moisturizer works when the skin is more receptive to renewal and is clinically proven to visibly brighten skin overnight, revealing dramatically more even, and younger looking skin while you sleep.



## Bright Reveal Brightening Day Moisturizer SPF 30

RevitaLift® Bright Reveal Brightening Day Moisturizer contains broad spectrum SPF 30 with a combination of Glycolic Acid, Vitamin C, and Pro-Retinol to reveal brighter skin, help correct uneven skin tone, and reduce the appearance of wrinkles in just 1 week. This hydrating SPF moisturizer is clinically tested to reveal more radiant skin. Broad Spectrum SPF 30 sunscreen helps protect against the sun's aging UVA/UVB rays sensitivity that can come from using a product with Glycolic Acid. It visibly brightens, hydrates, and leaves skin feeling softer and appear smoother.



## Bright Reveal Brightening Daily Peel Pads

RevitaLift® Bright Reveal Peel Pads are a dermatologist inspired anti-wrinkle plus brightening treatment. This daily peel pad resurfaces dull, uneven tone and rough texture to reveal fresh looking skin and reduce the appearance of wrinkles over time. It is the first step to help skin absorb our powerfully concentrated treatments. Formulated with Glycolic Acid, a gold standard in brightening, our formula is clinically tested to gently yet effectively exfoliate dead skin cells to help renew the skin's surface layer.



## 10% Pure Glycolic Acid Serum

Validated in partnership with an external panel of dermatologists, 10% Pure Glycolic Acid Serum absorbs quickly to visibly even skin tone and reduce wrinkles, fine lines & dark spots.

Glycolic Acid is an alpha hydroxy acid (AHA) recognized by dermatologists as an effective resurfacing agent for even and younger-looking skin. This daily use face serum is specially blended with Aloe - a plant-derived/botanical extract, renowned for its soothing benefits. Immediately, after applying face serum skin feels smoother and visibly refined. After 1 week of using serum, skin is resurfaced and younger-looking. Over time, skin tone is more visibly even and dark spots & wrinkles are visibly reduced. This serum is fragrance free, paraben free, mineral oil free, dye free, allergy tested. Products with Glycolic Acid may increase photosensitivity. Apply Revitalift Triple Power SPF 30 broad spectrum face moisturizer the morning after use of serum.





# LES NUITS DE CHANEL

SMOKY / NO SMOKY

Discover the mesmerizing looks, which dance between shadow and light, designed for the Les Nuits de CHANEL Collection by the House's Makeup Creation Studio.

## THE INTENSE SMOKY EYE



Accentuated by a flash of colour and deep-black lashes, this effect plays with a harmony of metallic and golden shades for a captivating chiaroscuro result.

### A MAGNETIC GAZE

Introducing the limited-edition LES 4 OMBRES ÉCLAT DE NUIT palette. Pair with LE VOLUME DE CHANEL Mascara, which leaves lashes with a fuller, longer and thicker appearance.



### THE COLLECTION

LA BASE MASCARA primer preps. LE VOLUME DE CHANEL Mascara volumizes, curls and lengthens. STYLO YEUX WATERPROOF in limited-edition 74 Beige Lumière and 76 Brun Platine defines lids. LES 4 OMBRES ÉCLAT DE NUIT enhances eyes.

# THE SOFT SMOKY EYE

Accentuated by a flash of colour and deep-black lashes, this effect plays with a harmony of metallic and golden shades for a captivating chiaroscuro result.



### A MAGNETIC GAZE

Introducing the limited-edition LES 4 OMBRES ÉCLAT DE NUIT palette. Pair with LE VOLUME DE CHANEL Mascara, which leaves lashes with a fuller, longer and thicker appearance.



## STYLO YEUX WATERPROOF





# JENNIFER LOPEZ

## Style Spotlight Unveiling The Secrets To Her Style

Jennifer Lopez made a stunning appearance at the 81st Annual Golden Globe Awards, showcasing her impeccable style in a custom-made gown by Nicole + Felicia Couture. The gown accentuated her elegance and sophistication on the red carpet. Complementing her ensemble, Lopez carried a Judith Leiber Classic Slim Slide Light Pink Clutch, adding a touch of glamour to her look.

Her choice of jewelry was nothing short of exquisite, featuring Hopi, The Hummingbird Pendant Earrings and the matching Hopi, The Hummingbird Ring, both from a collection known for its intricate

and unique designs. The finishing touch came in the form of the Plume De Paon Bracelet by Boucheron, enhancing the overall grace of her ensemble.

To complete her ensemble, Jennifer Lopez opted for Jimmy Choo Max Platform Sandals, combining style and comfort for a memorable presence at the prestigious awards ceremony. Her fashion choices once again solidified her status as a trendsetter and fashion icon in the entertainment industry.



### *Judith Leiber Classic Slim Slide Light Pink Clutch*

This crystal covered Light Pink Slim Slide in delicate pink crystals is an enchanting clutch that embodies grace and sophistication, and captures the essence of refined femininity. Let the soft sparkle of these rose crystals illuminate your style, making a statement that's as charming as it is chic.



### *Hopi, The Hummingbird Pendant Earrings*

Known as the tiniest bird on earth, the hummingbird's fastness and beauty bewilder all. In the eye of the Maison Boucheron, this little animal becomes Hopi. These pendants and their detachable pompoms will be your perfect companions day-in day-out.



### *Boucheron Plume De Paon Bracelet*

As an echo to the iconic Point d'Interrogation necklace, this voluptuous bracelet features no clasp or joint and naturally curls around the wrist. There, it gently lays on your skin a white gold feather holding a soft rose-cut diamond. A true anthem to nature and beauty.



### *Jimmy Choo Max 150 Embellished Platform Sandals*

Stand tall in the dazzling Max sandals from Jimmy Choo. Made from leather and covered in shimmering crystals, they're fitted with slender ankle straps and set on towering 150mm heels with platform soles.





# TIFFANY & CO.

## UNVEILS NEW HIGH JEWELRY CAMPAIGN SHOWCASING SCHLUMBERGER BY TIFFANY CREATIONS WORN BY HOUSE AMBASSADOR ANYA TAYLOR-JOY

Tiffany & Co. today announces its latest high jewelry campaign starring actress and House Ambassador Anya Taylor-Joy, who stuns in iconic Schlumberger by Tiffany & Co.™ and Blue Book: Out of the Blue masterpieces. A modern take on classic Hollywood glamour, the latest campaign showcases a dialogue between legacy and modernity through the extraordinary diamonds and rarified gemstone high jewelry designs worn by Taylor-Joy.

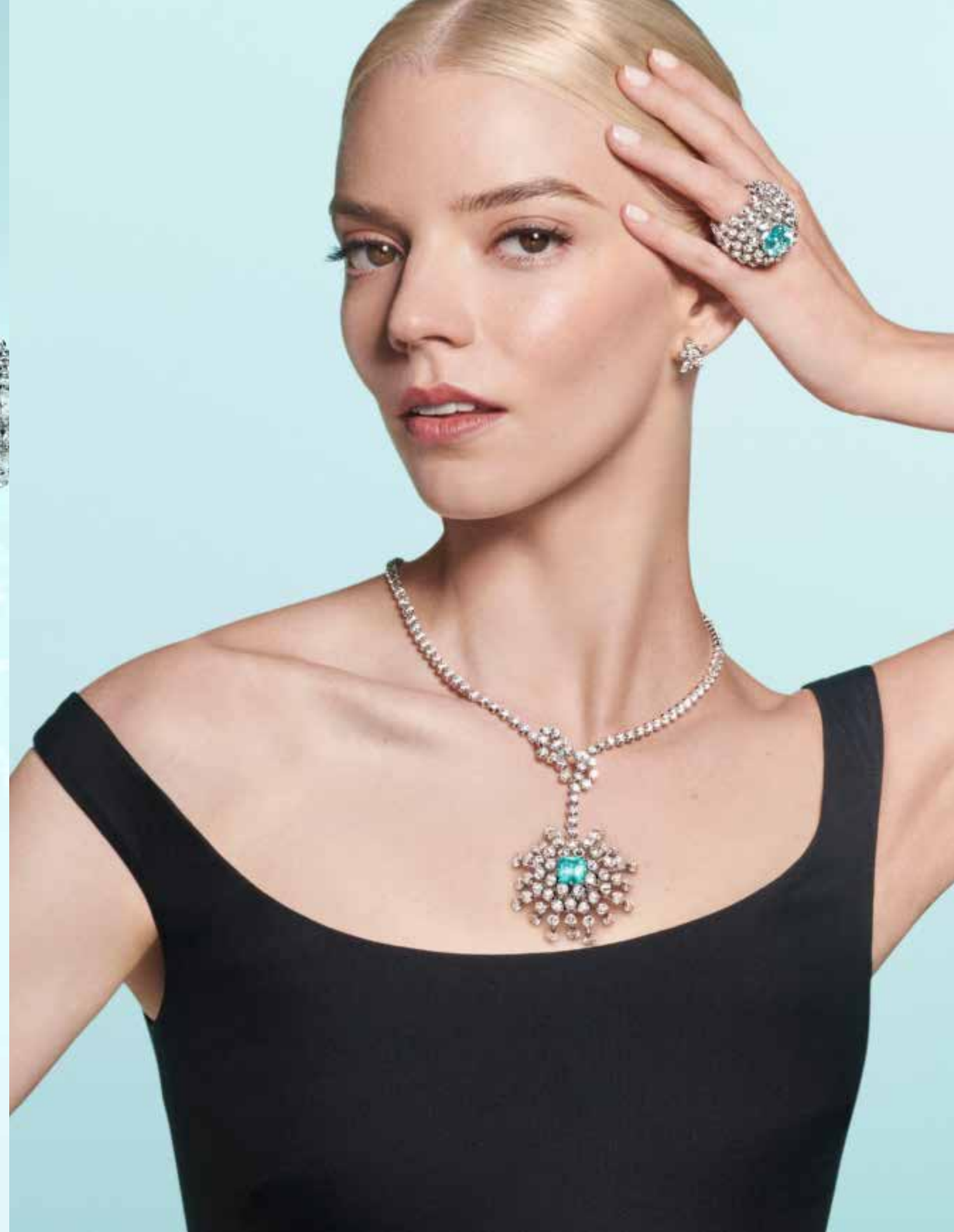
“It is an honor to be the face of Tiffany & Co.’s high jewelry campaign. The House has such a long-standing history for

its design and craftsmanship, and I am excited to be a part of their exceptional legacy,” said Anya Taylor-Joy.

The new campaign epitomizes the unparalleled artistry, inimitable style and craftsmanship that has defined Tiffany & Co. for 186 years, signaling a new era for Schlumberger by Tiffany & Co.™ icons like Bird on a Rock. Fueled by Jean Schlumberger’s legendary creativity and ignited by the vision of Nathalie Verdeille, Tiffany’s Chief Artistic Officer of Jewelry and High Jewelry, Taylor-Joy brings to life the vibrant figures and motifs that have inspired Tiffany artisans for over 160 years.









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# Empowering Elegance: The Versace Icons Collection Starring Anne Hathaway



**mavi**





Versace, a name synonymous with opulence and innovation, proudly unveils its latest masterpiece – the Versace Icons collection. More than a mere display of iconic fashion pieces, this campaign stands as a celebration of empowerment and individuality, personified by the incomparable Anne Hathaway. The Versace Icons collection is a testament to the brand's unwavering commitment to pushing boundaries and setting new standards in the world of luxury fashion. From its inception, Versace has been a house where legends are born, and this latest offering continues that tradition.

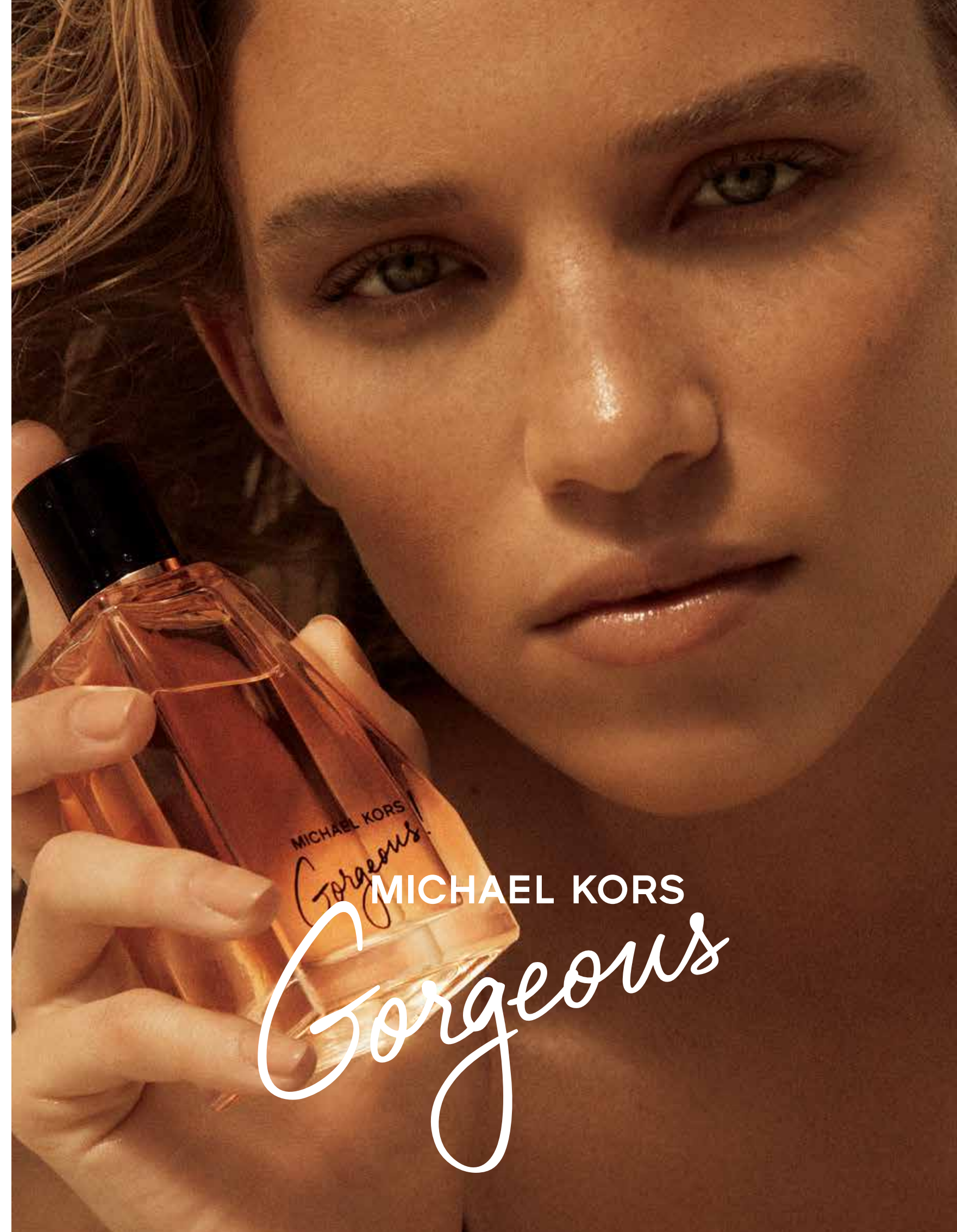
At the heart of this collection is the idea that fashion is not just about clothing; it is a form of self-expression, a way to convey strength, confidence, and individuality. Versace has always been at the forefront of this philosophy, and the Icons collection is a reflection of the brand's dedication to empowering individuals through style.

Anne Hathaway, a woman of immense talent and versatility, perfectly embodies the spirit of the Versace Icons collection. Her magnetic presence and ability to seamlessly inhabit diverse roles make her an ideal ambassador for a collection that celebrates the multifaceted nature of modern femininity. The campaign unfolds like a visual symphony, each piece carefully curated to showcase the craftsmanship and attention to detail that define Versace. From the Medusa motifs to the vibrant colors and bold prints, every element is a nod to the brand's rich heritage while embracing a contemporary aesthetic. Versace's commitment to sustainability is also evident in the

Icons collection, as the brand continues to explore eco-friendly practices and materials. The juxtaposition of luxury and conscience is a testament to Versace's dedication to creating fashion that is not only beautiful but also responsible. As the campaign unfolds, Anne Hathaway becomes a muse, effortlessly embodying the essence of each piece. Whether clad in a signature Versace power suit, a fluid evening gown, or a striking accessory, she exudes confidence and a sense of self-possession. The collection, much like its ambassador, is a celebration of strength, resilience, and the beauty of embracing one's true self.

The Versace Icons collection invites individuals to embrace their uniqueness and make a bold statement through fashion. It encourages a departure from the ordinary and a journey into the extraordinary. With Anne Hathaway as the face of this campaign, Versace not only showcases its commitment to timeless style but also reinforces the idea that true icons are born from a marriage of substance and style.

In a world where fashion is often seen as transient, Versace stands as a beacon of enduring style and sophistication. The Icons collection not only pays homage to the brand's storied past but also paves the way for a future where fashion is a powerful tool for self-expression and empowerment. Versace continues to redefine what it means to be an icon, and with Anne Hathaway leading the way, the legacy of the House of Versace remains as vibrant as ever.







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# STYLE CRUSHING ON...

## ANA DE ARMAS

Ana de Armas, born on April 30, 1988, in Santa Cruz del Norte, Cuba, is a talented and versatile actress who has made a significant impact on the international film industry. Known for her captivating performances, radiant beauty, and diverse roles, Ana has become a prominent figure in Hollywood.

Growing up in Havana, Ana showed an early interest in the arts. Her journey into acting began with studies at the National Theater School of Cuba, laying the foundation for her future career. At the age of 18, she moved to Spain to pursue her acting ambitions, where she gained recognition for her work in Spanish films and television.





Ana de Armas gained widespread attention with her breakout role in the 2015 erotic thriller film “Knock Knock,” directed by Eli Roth. However, it was her compelling portrayal of Joi in Denis Villeneuve’s “Blade Runner 2049” (2017) that catapulted her into international stardom. The film, a sequel to the iconic 1982 classic, showcased Ana’s ability to bring depth and complexity to her characters, earning her critical acclaim.

“Blade Runner 2049” (2017): Ana’s role as Joi, a holographic companion, earned her a Saturn Award nomination for Best Supporting Actress. The film itself received widespread acclaim for its visual effects and storytelling.

“Knives Out” (2019): In Rian Johnson’s murder mystery, Ana shared the screen with an ensemble cast and delivered a standout performance. The film was a critical and commercial success, further establishing her presence in Hollywood.

“No Time to Die” (2021): Ana de Armas joined the James Bond franchise as Paloma, a character praised for her charm and humor. The film marked another milestone in her career, contributing to the legacy of the iconic series.

Upcoming Projects: Ana’s future projects include highly anticipated films, such as “Deep Water” and “Blonde.” In “Deep Water,” she stars alongside Ben Affleck, and in “Blonde,” she takes on the challenging role of Marilyn Monroe, showcasing her versatility as an actress.

Ana’s achievements extend beyond the silver screen. She has graced the covers of prestigious magazines, becoming a fashion icon with her elegant and timeless style. Her ability to seamlessly transition between genres and embody diverse characters has garnered her widespread admiration in the industry.

Beyond her contributions to the entertainment industry, Ana de Armas is actively involved in humanitarian efforts. She has supported various charitable organizations, using her platform to raise awareness about important social issues. Her commitment to making a positive impact reflects her dedication not only to her craft but also to creating positive change in the world.

#### Fashion Icon and Red Carpet Presence

In addition to her acting prowess, Ana de Armas has become a sought-after figure in the world of fashion. Her appearances on the red carpet are met with anticipation, as she consistently delivers sophisticated and chic looks. Whether attending film premieres or major award ceremonies, Ana’s fashion choices showcase her impeccable taste and contribute to her status as a style icon.











*At the 2023 Vanity Fair Oscar Party  
in Louis Vuitton*

Ana graced the 2023 Vanity Fair Oscar Party in a mesmerizing Louis Vuitton ensemble, radiating sophistication and glamour. Her impeccable style choice, combined with her innate elegance, made her a standout presence at the star-studded event, reaffirming her status as a fashion icon in Hollywood.



*At the 2023 SAG Awards  
in Louis Vuitton*

Ana shone at the 2023 SAG Awards in a captivating Louis Vuitton ensemble. Her red carpet appearance reflected timeless elegance and contemporary flair, showcasing her fashion prowess. Ana effortlessly merged sophistication with modernity, capturing attention and affirming her status as a style icon at the prestigious awards ceremony.



*At the 2023 Golden Globe Awards  
in Louis Vuitton*

Ana graced the 2023 Golden Globe Awards in a stunning Louis Vuitton creation, epitomizing Hollywood glamour. The Cuban-Spanish actress effortlessly captivated attention, donning a chic ensemble that perfectly complemented her elegance. Her red carpet presence, adorned in Louis Vuitton, showcased a seamless blend of sophistication and contemporary style.



*At the Brand Ambassador 2022  
in Louis Vuitton*

Ana captivated as the Brand Ambassador for Louis Vuitton in 2022. Her collaboration with the iconic fashion house showcased her effortless style and elevated the brand's image. Ana's grace and charm perfectly complemented Louis Vuitton's luxury aesthetic, creating a memorable partnership in the world of fashion.





*At the 'Blonde' LA Premiere  
in Louis Vuitton*

Ana illuminated the 'Blonde' LA premiere in a breathtaking Louis Vuitton ensemble. The Cuban-Spanish actress radiated elegance in a fashion-forward outfit, embodying modern Hollywood glam. Her choice of Louis Vuitton for the premiere echoed her sophisticated and trend-setting style, capturing the essence of the cinematic event.



*At the 2020 Golden Globe Awards in  
Ralph & Russo*

Ana graced the 2020 Golden Globe Awards in a stunning Ralph & Russo gown. The Cuban-Spanish actress dazzled on the red carpet, showcasing her impeccable style. The ethereal design by Ralph & Russo perfectly complemented her grace, making her a standout presence at the prestigious event.

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# ROYALTY IN THE SPOTLIGHT

## LEADING ACTRESSES WHO DEFINE ELEGANCE

Renowned actresses graced the red carpet with unparalleled style and sophistication. Jennifer Lopez stole the spotlight at the 81st Annual Golden Globe Awards in a custom Nicole + Felicia Couture Gown, complemented by Boucheron jewelry and Jimmy Choo Max Platform Sandals. Margot Robbie embraced Chanel elegance at the Oscars Nominees Luncheon, while Penelope Cruz dazzled in Chanel Haute Couture at the 2024 Goya Awards. Selena Gomez radiated charm at the 'Lola' LA Premiere, and Zendaya showcased Torishéju Dumi's brilliance at the 'Dune: Part Two' Mexico Photocall. These leading ladies continue to redefine glamour with their impeccable red carpet choices.



*Jennifer Lopez  
in Zuhair Murad  
at The 'This Is Me...*

*Now: A Love Story'  
LA Premiere*

Ana graced the 2023 Golden Globe Awards in a stunning Louis Vuitton creation, epitomizing Hollywood glamour. The Cuban-Spanish actress effortlessly captivated attention, donning a chic ensemble that perfectly complemented her elegance. Her red carpet presence, adorned in Louis Vuitton, showcased a seamless blend of sophistication and contemporary style.



*Emma Stone Wore Givenchy  
Haute Couture To  
The 2024 DGA Awards*

Emma Stone radiated elegance at the 2024 DGA Awards in a stunning Givenchy Haute Couture ensemble. Her sophisticated choice, blending classic glamour with modern flair, showcased her impeccable style. A true fashion icon, Stone's red carpet appearance was a testament to her timeless grace and sartorial finesse.  
#EmmaStone #DGAawards #GivenchyHauteCouture



*Margot Robbie in Chanel to  
The Oscars Nominees Luncheon*

Margot Robbie exuded elegance in Chanel at The Oscars Nominees Luncheon. Her chic ensemble, featuring a black-and-white dress with classic Chanel elements, showcased her impeccable style. The actress effortlessly combined sophistication with modern flair, making a striking statement ahead of the prestigious awards ceremony.





### *Penelope Cruz Wore Chanel Haute Couture To The 2024 Goya Awards*

Penelope Cruz graced the 2024 Goya Awards in an enchanting Chanel Haute Couture creation. Her ethereal gown, adorned with intricate details and delicate embellishments, showcased her timeless beauty and impeccable fashion sense. Cruz effortlessly radiated glamour, making a memorable and elegant statement on the red carpet.



### *Selena Gomez at 'Lola' LA Premiere*

Selena Gomez dazzled at the 'Lola' LA Premiere in a stunning ensemble, showcasing her signature style. The actress and singer looked effortlessly chic, donning an outfit that perfectly combined sophistication with modern flair. Gomez's red carpet appearance once again demonstrated her fashion versatility and trendsetting appeal.



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## *Zendaya Wore Torishéju Dumi For The 'Dune: Part Two' Mexico Photocall*

Zendaya captivated at the 'Dune: Part Two' Mexico Photocall in a mesmerizing outfit by Torishéju Dumi. The actress and style icon effortlessly showcased her fashion-forward choices, radiating elegance and charm. Zendaya's red carpet looks consistently redefine contemporary glamour, making her a standout presence in the fashion world.

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# ELIE SAAB SPRING/SUMMER 2024 COLLECTION

## *A Desert Rose*

In search of the mythical bloom, the rising sun wanders through sandstone tulle passages, illuminating gilded coats woven from intricate metallic knits, silk thread tresses, and ornate engraved porticos. Magnificent archways open onto hidden courtyards with luscious canopies of feather flowers that sway into gradient capes, and dew-kissed florals that glitter and glisten across organza.

Elie Saab's Spring/Summer 2024 collection is a breathtaking journey into the world of opulence and romance. Renowned for his mastery in creating fairy-tale-worthy garments, Saab continues to weave magic with his latest line. The collection unfolds like a vibrant garden in full bloom, with an array of enchanting hues and intricate floral embellishments.

The runway showcases a diverse range of silhouettes, from flowing ethereal gowns to tailored pieces, each epitomizing Saab's signature blend of sophistication and femininity. Soft pastels, bold florals, and rich, jewel-toned fabrics dominate the palette, exuding a sense of timeless elegance.

Embellishments take center stage, with delicate lace, intricate embroidery, and sequined details adorning the garments. The juxtaposition of transparency and intricate detailing adds a modern edge to the classic designs. Elie Saab's creations capture the essence of a modern-day fairy tale, where every piece tells a story of grace, charm, and unabashed glamour.

The Spring/Summer 2024 collection not only showcases Elie Saab's exceptional craftsmanship but also reinforces his status as a maestro in the world of haute couture. With this collection, Saab invites fashion enthusiasts into a realm of beauty and fantasy, where each creation is a testament to the enduring allure of his artistic vision.





# ZUHAIR MURAD

## *Couture Spring 2024 - A Tyrian Arabesque*

Capturing for the gentle season the timeless spirit of an inventive civilization that continues to inspire and enchant, Zuhair Murad pays homage to the Phoenicians' love for the sea. It is an ode to light, waves, wind, marine sparkles, and the gentle amber of Mediterranean sunsets. A couture collection throughout which Zuhair Murad merges the ancient and the modern through a dazzling celebration of the Phoenician heritage.

A potent sensuality pervades these creations where the craftsmanship of an ancient seafaring people, whose primary calling was to explore the world, finds expression.

Strong female figures, goddesses such as Astarte, Elissa, or Tanit, lend their radiance to the collection. Europe, the Phoenician princess, abducted by Zeus transformed into a bull and placed on the western edge of the Mediterranean, is also present—a bridge-like character between the shores of the central sea.

Omnipresent, drapery, Greco-Roman pendants, arabesques, and cascading

chains evoke, on precious fabrics such as caddy crepe, chiffon, lame lurex, charmeuse, or satin, the movement of water and the treasures of ships sailing the seas. A long kimono dress, in ivory satin, is adorned with crystals resembling sea spray along its edges. Sheaths, capes, and delicate tunics are enriched with motifs drawn from mosaics, in carefully chosen details or opulent panels. Fluid, the cuts evoke the joy of waves and the freedom of bodies. Subtle embroideries, beaded fringes, bold jewelry encrusted with crystals add a contemporary touch to the masterful inspiration and surround the silhouettes with a mystical aura.

Metallic inlays capture the brilliance of the sun on the sea and borrow its delicacy from iridescent glass, a material, the legend says, discovered one morning among the remains of a great nocturnal fire on the sands of Tyre. This proud island city, which withstood seven months under the blockade of Alexander the Great, foreshadows for the creator contemporary Lebanon where beauty is an act of resistance.













# THE RESURGENCE OF THE BUTTERFLY HAIRCUT: A TIMELESS TREND RETURNS



Hairstyles come and go, but some classics never truly fade into the past. The Butterfly haircut, also known as the “flippy” or “feathered” cut, is one such timeless trend that has resurfaced with a modern twist, capturing the hearts of hairstylists and fashion-forward individuals alike.

Originally popularized in the 1970s, the Butterfly cut is characterized by its signature layers and flicked-out ends, creating a light, bouncy, and feminine appearance. This iconic style was often sported by beloved celebrities like Farrah Fawcett and Goldie Hawn, etching its place in the annals of hairstyling history.

Fast forward to the present day, and the Butterfly cut is making a spirited comeback. It’s being embraced by a new generation who appreciate its versatility. Modern variations of the cut offer a fresh take on this classic, accommodating different hair lengths, textures, and face shapes. Whether you have long locks or a chic bob, the Butterfly cut can be tailored to suit your individual style. What sets the Butterfly cut apart is its ability to add volume, movement, and dimension to the hair, making it ideal for those seeking a lively and youthful appearance. The layers and feathered ends create a soft, face-framing effect that enhances natural beauty.

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With its enduring appeal and adaptability, the Butterfly haircut continues to flutter its wings in the world of hairstyling, reminding us that some trends are meant to soar beyond their time and into eternity.

The resurgence of the Butterfly haircut can be attributed to its low-maintenance charm and its ability to suit various lifestyles. It's a style that effortlessly transitions from casual to formal occasions. Whether you're heading to the office, a romantic dinner, or a weekend getaway, this haircut can be dressed up or down with ease.

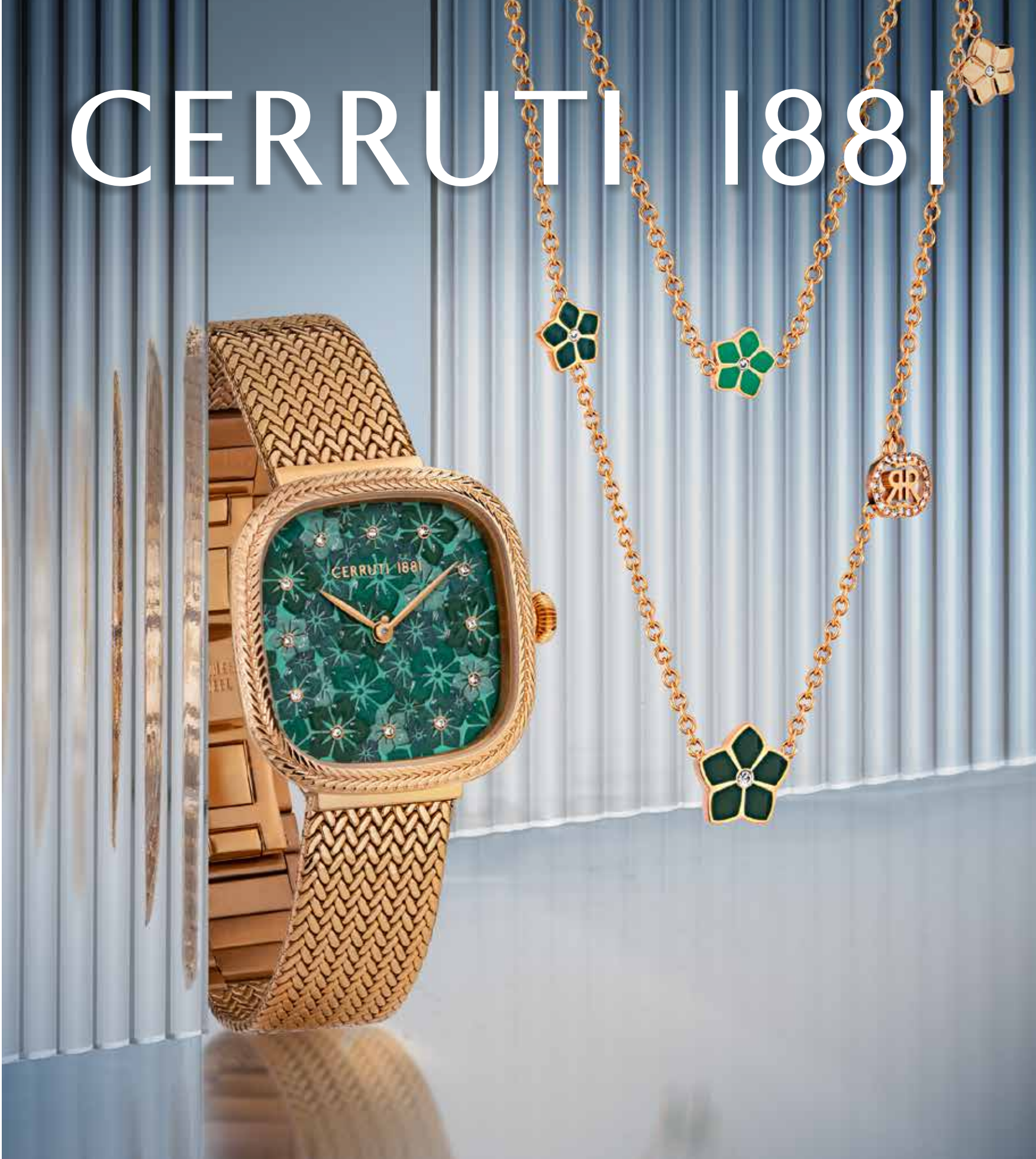


One of the key advantages of the Butterfly cut is its suitability for all hair types. Whether your locks are straight, wavy, or curly, this style adapts gracefully. It's equally flattering on fine or thick hair, offering an airy quality that complements any texture.

To keep the Butterfly cut looking its best, regular trims are essential. This ensures that the layers and ends maintain their signature flicked-out appearance. Additionally, it's a style that pairs beautifully with various hair colors, from natural hues to bold, vibrant shades.



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