

# *first* AVENUE

ZUHAIR MURAD  
ELIE SAAB

TREND TO TRY  
POLKA DOTS

OSCARS 2024  
THE ULTIMATE BEST DRESSED

GET GLOWING SKIN  
THIS SUMMER NATURALLY

LOTUS UNVEILS EMEYA  
ITS FIRST HYPER-GT



# LILY COLLINS

EMILY IN PARIS STAR



# Editor's LETTER



LILY COLLINS - PAGE 18

As we step into the blossoming days of spring, there's a palpable sense of renewal in the air. Time seems to slow down, enveloping us in a serene ambiance that gently nudges us towards fresh beginnings.

Welcome to the latest issue of First Avenue Magazine, where we embrace the vibrant spirit of the season! Our inaugural edition of the year is a testament to the rejuvenating power of spring. Featuring the radiant Lily Collins on our front cover and with Fashion Month just around the corner, it's time to explore our Polka Dots 2024 collections. From the glitz and glamour of the Oscars 2024 to discovering natural ways to achieve glowing skin this summer, there's something for everyone within these pages.

Join us as we embark on a journey into the world of fashion, beauty, and beyond!

# Guy Laroche



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# CERRUTI 1881



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**Publisher**

Hares Fayad

**Editor**

Samo Suliman

**Senior writer**

Camilia Al Osta

**Art Director**

Manikandan Chennamkara

**Overseas Contributors**

Nabil Massad, Paris  
Kristina Rolland, Italy  
Samo Suleiman, Lebanon  
Isabel Harsh, New York  
Kamilia Al Osta, London

**Offices**

(U.A.E.), Dubai  
Jumeirah Lakes Towers,  
JBC 2  
P.O. Box: 50324  
T.: +971 4 457 2348  
F.: +971 4 457 2126

**For Inquiries**

**Editorials, Advertisements**

M.: +971 50 653 4050,  
+971 55 302 5550

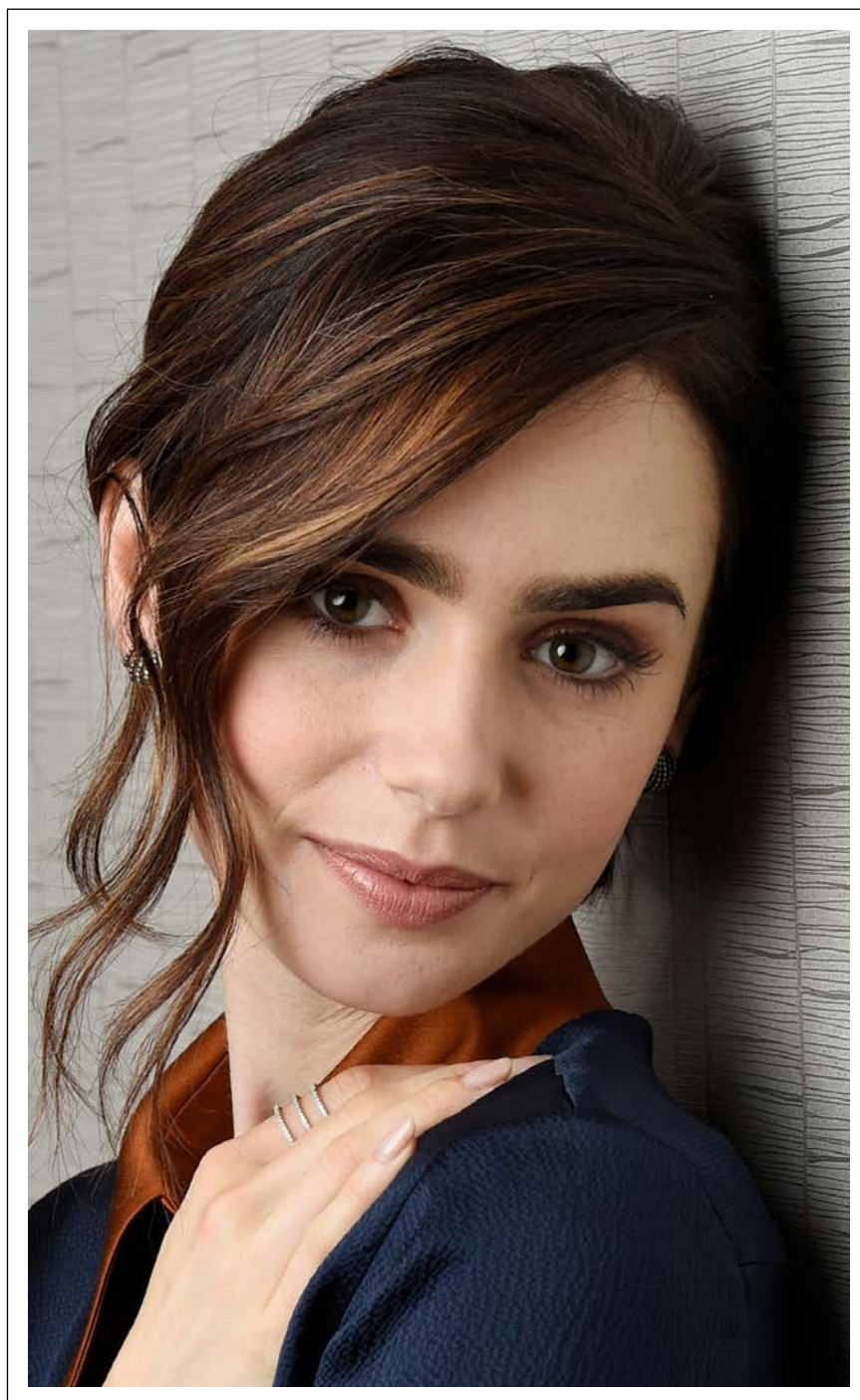
hares@firstavenuemagazine.com

info@firstavenuemagazine.com

**Lebanon, Beirut**

P.O. Box 90 -1096  
T. +961 1 513 121  
F. +961 1 513 141

Distributed in U.A.E By Dar Al Hekma  
Kuwait, Qatar, Bahrain, Oman





# Iconic Elegance

## JENNIFER LOPEZ STUNS

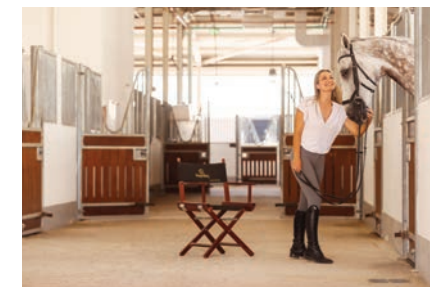
### In New 2024 Coach Ad Campaign

Renowned actress and singer, Jennifer Lopez, captivates in the latest Coach ad campaign for 2024. The 54-year-old icon shared three stunning photos from the campaign, showcasing her age-defying physique. In the images, Lopez confidently flaunts her toned abs in an unbuttoned shirt and exudes elegance in a high-slit skirt, highlighting her sculpted legs. Alongside the photos, she shared the caption, "Meet your soft side #CoachNY," embodying the essence of Coach's chic and sophisticated style."

Her incredible presence and timeless elegance captivate in every frame, showcasing the iconic fashion brand's latest collection. With her signature charm and sophistication, Jennifer Lopez effortlessly embodies the spirit of Coach, making a bold statement that resonates with fans worldwide. As a global icon and fashion trailblazer, her appearance in the campaign adds a touch of glamour and allure, reaffirming Coach's position at the forefront of luxury fashion.



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# Dazzling Delights

## Discover This Season's Finest High Jewellery Collections

### BUCHERON: The Power of Couture

Boucheron presents "The Power of Couture," a high jewellery collection that epitomizes luxury and sophistication. Drawing inspiration from the world of haute couture, each piece is meticulously crafted to exude elegance and opulence. From dazzling diamond necklaces to intricately designed bracelets, every creation reflects Boucheron's

commitment to exquisite craftsmanship and timeless beauty. With its bold designs and impeccable attention to detail, "The Power of Couture" collection offers a captivating glimpse into the glamorous world of high fashion and luxury jewelry, making it the epitome of refined elegance and style.





## DIOR: Dior Délicat

In the latest offering from Dior's high jewellery repertoire, titled Dior Délicat, the brand's artistic director of jewellery, Victoire de Castellane, brings to life an extraordinary collection inspired by the grace and elegance of haute couture. This 79-piece range is hailed as unprecedented, with each piece meticulously crafted to embrace the body with the fluidity of bespoke fabric. Combining elements from previous iconic lines like Galons Dior and Dearest Dior, Dior Délicat offers a harmonious blend of geometry and asymmetry, adorned with exquisite gemstones such as rubies, emeralds, and sapphires. The collection pays homage to Monsieur Dior's love for nature, evident in its botanical motifs and delicate craftsmanship reminiscent of lace and embroidery.



## CHAUMET: Un Air De Chaumet

Chaumet unveils "Un Air de Chaumet," an enchanting high jewellery collection that captures the essence of timeless elegance and sophistication. Inspired by the beauty of the air we breathe, each piece in this collection embodies the ethereal qualities of lightness and movement. From delicate necklaces adorned with shimmering diamonds to intricately crafted rings featuring rare gemstones, "Un Air de Chaumet" celebrates the delicate balance between tradition and innovation. With its exquisite craftsmanship and attention to detail, this collection is a testament to Chaumet's enduring legacy of excellence in the world of haute joaillerie.



## LOUIS VUITTON: Deep Time II

Louis Vuitton unveils "Deep Time II," a captivating high jewellery collection that delves into the depths of time and nature's mysteries. Inspired by the intricate patterns found in the natural world, each piece in this collection is a testament to the brand's commitment to innovation and craftsmanship. From intricately carved floral

motifs to mesmerizing gemstone arrangements, "Deep Time II" showcases Louis Vuitton's mastery of haute joaillerie. With its blend of timeless elegance and modern sophistication, this collection is sure to captivate discerning collectors and enthusiasts alike, offering a glimpse into the eternal beauty of nature.





# Style Cruising On...

## Lily Collins

Lily Collins, a versatile actress and model, was born on March 18, 1989, in Guildford, Surrey, England. She is the daughter of renowned musician Phil Collins and his second wife, Jill Tavelman. Raised primarily in Los Angeles, Lily pursued acting from a young age, inspired by her father's illustrious career and her own love for storytelling.

Collins made her acting debut in the BBC series "Growing Pains" at the age of two. However, it was her breakout role as the lead in "The Blind Side" (2009) that propelled her into the spotlight. Her portrayal of Collins Tuohy, alongside Sandra Bullock, garnered critical acclaim and established her as a rising talent in Hollywood.

Continuing her ascent, Collins starred in various films and television series, showcasing her range as an actress. She delivered captivating performances in movies like "Abduction" (2011), "Mirror Mirror" (2012), and "The Mortal Instruments: City of Bones" (2013). Her ability to embody diverse characters with depth and authenticity earned her widespread recognition and a dedicated fan base.

In addition to her film work, Collins ventured into television, starring in the acclaimed series "Emily in Paris" (2020-present). Portraying the titular character, Emily Cooper, a young American woman navigating life and love in Paris, Collins captured audiences with her charm and charisma.

The show's success cemented her status as a leading actress in the industry.

Throughout her career, Collins has received several awards and nominations for her outstanding performances. She earned a Teen Choice Award nomination for her role in "The Mortal Instruments: City of Bones" and won a Young Hollywood Award for Breakthrough Performance - Female for her work in "The Blind Side." Her contributions to film and television have been celebrated by critics and audiences alike.

Beyond her acting talents, Collins is also known for her fashion sense and philanthropic endeavors. She has graced the covers of numerous magazines and has become a style icon, revered for her elegant and sophisticated aesthetic. Additionally, Collins is actively involved in charitable causes, supporting organizations focused on education, women's rights, and environmental conservation.

Looking ahead, Lily Collins has several exciting projects on the horizon. She is set to reprise her role as Emily Cooper in the highly anticipated second season of "Emily in Paris." Audiences can also anticipate her appearance in the Netflix film "Windfall" and the BBC One series "The Lives of Houses." With her talent, dedication, and passion for storytelling, Lily Collins continues to captivate audiences and leave an indelible mark on the entertainment industry.



*At the 2024 BAFTAs  
in Tamara Ralph Couture*

Lily stunned at the 2024 BAFTAs in a breathtaking Tamara Ralph Couture creation. The ensemble featured exquisite detailing and a flattering silhouette, showcasing her impeccable sense of style. Collins effortlessly commanded attention, epitomizing elegance and grace on the prestigious red carpet.



*At the 2023 Cartier Le Voyage  
Recommencé High Jewellery  
Exhibition in Elie Saab Haute Couture*

Lily stunned at the 2024 BAFTAs in a breathtaking Tamara Ralph Couture creation. The ensemble featured exquisite detailing and a flattering silhouette, showcasing her impeccable sense of style. Collins effortlessly commanded attention, epitomizing elegance and grace on the prestigious red carpet.





### *At 2024 Max Mara Resort*

Lily made a captivating appearance at the Max Mara Resort 2024 show, seated front row in chic sophistication. Dressed in an ensemble that epitomized modern elegance, she exuded effortless charm. Collins' poised presence added a touch of glamour to the event, showcasing her impeccable style and refined taste.



### *At the 2023 Met Gala in Vera Wang*

At the prestigious 2023 Met Gala, Lily stunned in a breathtaking Vera Wang creation. Her ethereal ensemble featured intricate details and delicate craftsmanship, showcasing her impeccable sense of style. Collins effortlessly commanded attention on the red carpet, radiating elegance and grace as she captivated onlookers with her mesmerizing presence.



### *At the 'Emily In Paris' Season 3 World Premiere in Saint Laurent*

Lily graced the 'Emily in Paris' Season 3 World Premiere in a stunning Saint Laurent ensemble. Her chic attire exuded sophistication, accentuating her timeless beauty and effortless charm. Collins captivated the audience with her impeccable fashion choice, epitomizing elegance and grace on the red carpet.



### *At the Paleyfest LA 'Emily In Paris' Panel in Prabal Gurung*

Lily dazzled at the Paleyfest LA 'Emily in Paris' Panel in a captivating Prabal Gurung ensemble. Her attire exuded modern elegance, complementing her radiant aura. Collins effortlessly commanded attention, showcasing her impeccable sense of style and sophistication on the prestigious panel stage.



# 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.

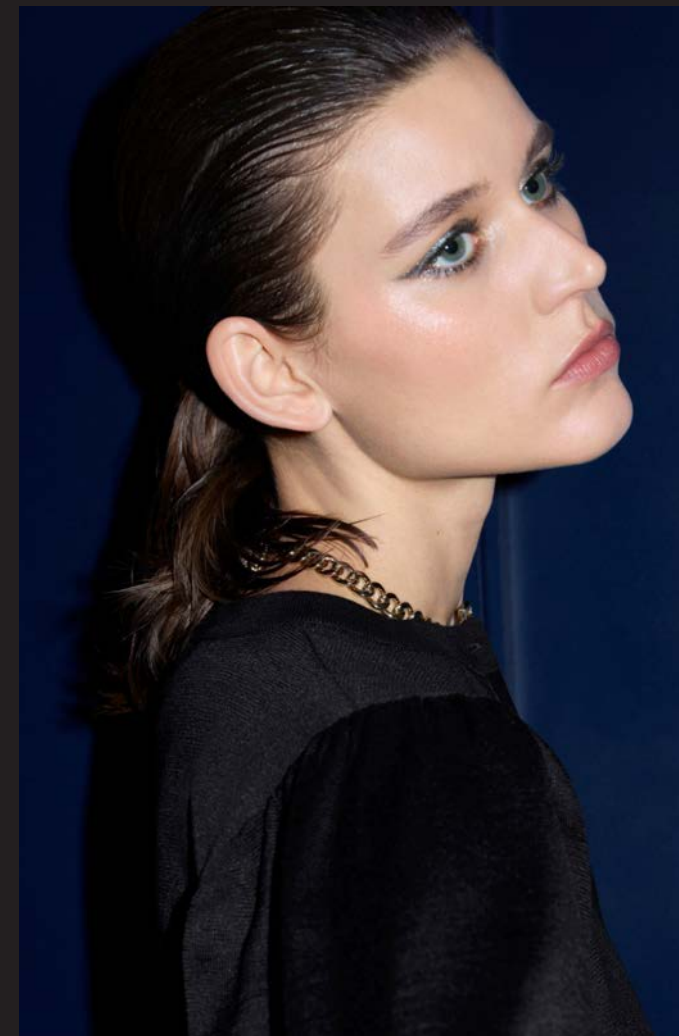


### THE COLLECTION

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.

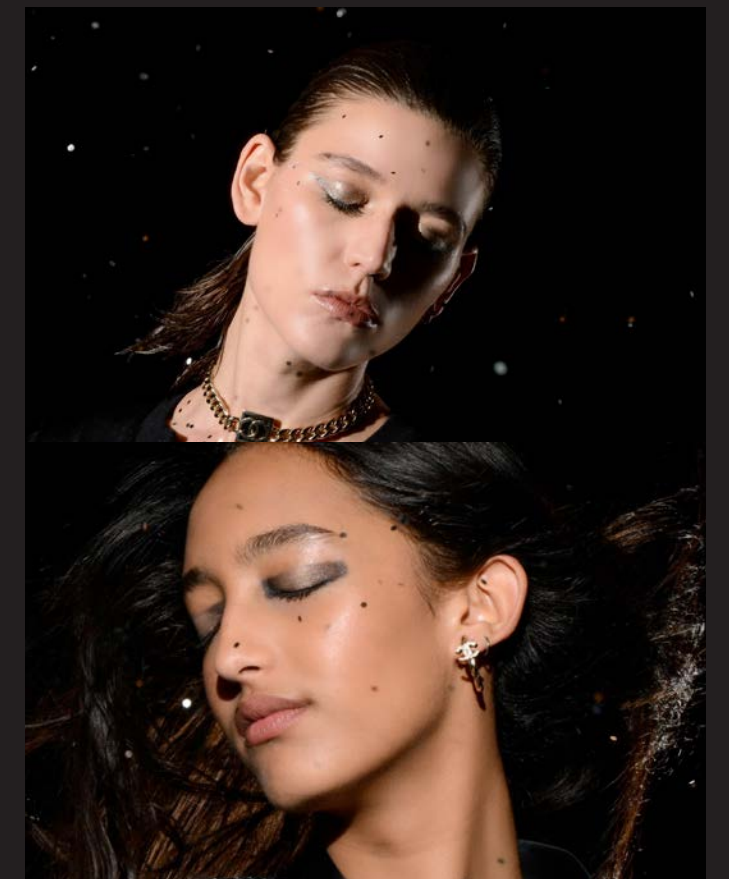
# THE SOFT SMOKY EYE

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





# OSCARS 2024

## BEST DRESSED CELEBRITIES LIGHT UP THE RED CARPET

At the Oscars 2024, stars graced the red carpet in stunning couture, epitomizing elegance and style. Emma Stone, the Oscar winner, captivated in Louis Vuitton, adding to the evening's unforgettable fashion moments. Furthermore, Jennifer Lawrence dazzled in Dior haute couture and Swarovski, exuding sophistication. Zendaya shone in Armani Privé and Bulgari, radiating glamour and grace. Margot Robbie mesmerized in Versace, showcasing modern flair. Emily Blunt stunned in Schiaparelli and Tiffany & Co., capturing attention with her timeless beauty. Charlize Theron epitomized elegance in Dior haute couture, exuding effortless chic. These leading ladies elevated the evening's fashion landscape, leaving an indelible mark as the best-dressed stars of the night.



### Emma Stone Radiates Elegance in Louis Vuitton: The Oscar-Winning Star's Stunning Triumph at Oscars 2024

Emma won the award for Best Actress at the Oscars 2024 for her remarkable performance in a critically acclaimed film that showcased her versatility, emotional depth, and captivating presence on screen. Her portrayal captivated audiences and critics alike, earning recognition as one of the most outstanding performances of the year.

She graced the Oscars 2024 red carpet in a stunning Louis Vuitton creation, radiating timeless elegance. Her ethereal presence captivated all, accentuated by the intricate details of her attire. Stone's exceptional performance garnered her well-deserved acclaim, culminating in a triumphant win on Hollywood's most illustrious night.



### Jennifer Lawrence in Dior haute couture and Swarovski

Jennifer dazzled in Dior Haute Couture and Swarovski. Her ethereal gown, adorned with Swarovski crystals, captivated the red carpet. The Oscar-winning actress effortlessly exuded glamour and sophistication, solidifying her status as a style icon.





*Zendaya in Armani Privé and Bulgari*

Zendaya graced the Oscars 2024 red carpet in Armani Privé, accentuated by dazzling Bulgari jewels. Her Armani Privé ensemble exuded sophistication and glamour, perfectly complemented by the sparkle of Bulgari accessories. Zendaya's radiant presence and impeccable style made her a standout on the prestigious occasion.



*Margot Robbie in Versace*

Margot mesmerized in Versace, exuding confidence and elegance. Her Versace gown showcased impeccable craftsmanship and modern flair, accentuating Robbie's natural beauty. With her effortless charm and impeccable fashion sense, Robbie captivated audiences and solidified her status as a style icon.



*Emily Blunt in Schiaparelli and Tiffany & Co.*

Emily Blunt dazzled in Schiaparelli, adorned with exquisite jewels from Tiffany & Co. Her Schiaparelli gown exuded grace and poise, complemented by the timeless elegance of Tiffany & Co. accessories. Blunt's ethereal beauty and impeccable style made her a vision of Hollywood glamour.



*Charlize Theron in Dior haute couture*

Charlize Theron stunned in Dior haute couture. Her Dior gown epitomized sophistication with its flawless silhouette and intricate detailing. Theron's statuesque presence and impeccable fashion sense captivated onlookers, cementing her status as a true fashion icon. Her choice of Dior reaffirmed her exquisite taste and timeless elegance.



# Get Glowing Skin This Summer Naturally

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

No matter what skin type you have, your skin needs extra attention. There's something about glowing and dewy skin that adds freshness and youth to the face. To fight the blues, here is how to keep your skin glowing throughout the season with some handy and technically simple things.



### Drink water

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



### Exfoliate

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



### Sunscreen

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



### Organic Care

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



### Add Vitamin C to Your Lifestyle

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



### Make Moisturizer Your Best Friend

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



### Get Enough Exercise

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





# Popping Polka Dots: A Timeless Trend

Polka dot trends continue to make a bold statement in the fashion world, adding a playful and retro-inspired touch to any outfit. From dresses to blouses and accessories, polka dots are versatile and timeless, transcending seasons and styles. This classic pattern offers endless possibilities for both casual and formal looks, effortlessly blending vintage charm with modern

flair. Whether it's oversized dots for a statement look or subtle micro dots for a more understated elegance, polka dots are a must-have for every wardrobe. Embrace the whimsical and chic appeal of polka dots to elevate your fashion game with effortless sophistication.

## Moschino

### heart-appliqué polka dot pumps

Italian craftsmanship meets whimsical charm in Moschino's heart-appliqué polka dot pumps. Made in Italy, these slip-on pumps feature a playful polka dot print in red and black, accented with heart appliqués at the heels. With a pointed toe and high stiletto heel, they add a touch of romance to any ensemble.



# mavi







## VERSACE

### Polka-Dot knitted minidress

Spun from soft virgin wool, this knitted minidress speaks to Versace's preference for bold colour palettes and punchy prints. The hot pink design is adorned with contrasting black polka dots throughout.



## Manolo Blahnik

### Mukinka Mesh Polka-Dot Ankle Boots

A brand's signature style, Manolo Blahnik's Mukinka boots are back for the new season covered by a black polka dot mesh detail. Crafted from leather, they have a durable design with stiletto high heel.



## Carolina Herrera

### Polka-Dot Icon Belt

Elevate your look with Carolina Herrera's Polka-Dot Icon belt, meticulously crafted in Italy. This accessory features a classic black and white polka dot print, secured with a buckle fastening for an adjustable fit. With punched holes for versatility, it adds a timeless touch of elegance to any outfit.



## Moschino

### Biker Polka-dot Shoulder Bag

Moschino's Biker polka-dot shoulder bag, expertly crafted in Italy. This statement piece features a striking cardinal red, black, and gold-tone colorway with a playful polka dot print. The smooth grain sheepskin is accented by tonal stitching and logo-engraved gold-tone hardware. With ample storage and a versatile shoulder strap, it combines style and functionality effortlessly.



## Dolce & Gabbana

### Polka Dot-Print Triangle Bikini Set

Bold motifs are part of Dolce & Gabbana's vibrant aesthetic, as evidenced by this cotton sarong. Resembling a '60s-inspired style, a polka dot print patterns this triangle-shaped bikini set in a discreet black-and-white colour palette.



## Prada Eyewear

### DG3345 Polka-dot Rectangular Glasses

Black DG3345 polka-dot rectangular glasses from PRADA EYEWEAR featuring polka dot print, rectangle frame, clear lenses and logo-engraved arm. These glasses come with a protective case..







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# TRENDY SUN HATS

## To Complete Every Summer Outfit



Embrace the summer sun in style with a curated selection of trendy sun hats from top designers. Valentino Garavani's VLogo straw hat exudes Italian elegance with its interwoven design and gold-tone logo plaque. Prada offers a sand beige raffia sun hat, boasting a chic woven raffia design and signature triangle logo plaque. Gucci's bee-detail lamé boater hat adds a touch of glamour with its signature

Bee motif and grosgrain ribbon trim. Ruslan Baginskiy presents a crystal-embellished cowboy hat in light beige, featuring exquisite crystal embellishments and monogram embroidery. Complete your summer look with Karl Lagerfeld's signature striped hat in timeless beige straw.

### Gucci

#### bee-detail lamé boater hat

Artfully constructed in Italy, the Gucci bee-detail lamé boater hat exudes luxury with its gold-tone and black colorway. The woven raffia design boasts a striking lamé effect, adorned with the iconic Bee motif. Complete with a grosgrain ribbon trim, bow detailing, flat crown, wide brim, and full lining for exquisite style.



### Valentino Garavani

#### VLogo straw hat

Crafted with precision in Italy, this exquisite piece boasts a harmonious blend of beige and brown hues, exuding a timeless appeal. Its interwoven design, crafted from straw and calf leather, creates a mesmerizing texture that catches the eye.

Designed for both style and comfort, the hat features a semi-sheer construction, allowing for a breathable feel on warm days. The center-dent crown adds a classic touch, while the leather strap ensures a secure fit. Adorning the hat is the iconic VLogo Signature, presented in a striking gold-tone logo plaque.



### Ruslan Baginskiy

#### crystal-embellished cowboy hat

In vibrant flamingo pink, the Ruslan Baginskiy knitted straw cowboy hat blends style with comfort. Its knitted construction, adorned with monogram embroidery, offers a contemporary twist to the classic design. With a teardrop crown and curved wide brim, it features internal grosgrain ribbon trim for a secure fit, perfect for effortless style.



### Prada

#### raffia sun hat

Elevate your summer style with the Prada raffia sun hat in sand beige. Crafted from straw with a woven raffia design, it features a triangle logo plaque and a striped ribbon band. The teardrop crown and curved narrow brim offer a chic silhouette, perfect for sunny days and stylish adventures.



### Karl Lagerfeld

#### Signature striped hat

In timeless beige, Karl Lagerfeld's signature striped hat adds a touch of sophistication. Crafted from straw, it features subtle stripe detailing and an embroidered logo for a refined finish. With a curved wide brim, it exudes effortless elegance, making it a versatile accessory for any occasion.





# DREAM IN STYLE WITH THE VERSACE REVE SS2024



Versace Reve is the triumph of iconic elegance, perfectly embodying the brand's essence through the famous patterns adorning Versace accessories. Its design reflects the matelassé effect on its dial and the Greca motif that beautifully adorns the top ring, evoking a sense of textured refinement.

As a true testament to Versace's iconic heritage,

the Medusa emblem is prominently featured at 12h, lending an aura of strength and power to this exceptional watch collection.

With its striking style and premium craftsmanship, this watch collection is set to become an essential accessory for fashion-forward individuals looking to make a bold statement.





# A TOUCH OF GLAMOUR LA GRECA VERSACE'S EXQUISITE JEWELRY TIMEPIECE



Versace is delighted to unveil its latest jewelry timepiece for spring/summer 2024: the Versace La Greca.

Exemplifying the essence of elegance and sophistication, this petite jewelry watch is set to redefine fashion and timekeeping, capturing the essence of modern femininity. This exquisite timepiece boasts a dainty 28mm case, perfectly tailored for the contemporary woman who

appreciates both style and precision, expressing a distinctive and refined charm. Featuring the same iconic Greca motif on its jewelry bracelet and its top ring, it creates a harmonious and stylish connection between form and function, embracing the spirit of luxury and craftsmanship. Becoming a true piece of jewelry, the Versace La Greca becomes the perfect accessory to adorn the wrist, making a statement of class, style, and timeless sophistication.









# CLASSIC TRIALS FULL OF SURPRISES At The Dubai Duty Free Spring Trials Weekend



Colm McLoughlin, Sinead El Sibai and Bernard Aquino present Dubai Duty Free Stakes trophies to Lucie Botti, Valentina Botti and Hollie Doyle

The Dubai Duty Free Spring Trials Weekend which opened Newbury Racecourse's 2024 Flat campaign on Friday 19 and Saturday 20 April attracted a large and enthusiastic crowd and brought exciting racing with one close finish after another and several impressive performances by horses with big futures.

There were surprises in both the Classic Trials which featured on day two of the meeting. Italian runners are rare in the United Kingdom though after an unbeaten two-year-old career in her native Italy, Folgaria was allowed to take her chance in the Dubai Duty Free Stakes Group 3 for three-year-old fillies over seven furlongs. This acknowledged trial for the forthcoming One Thousand Guineas in a fortnight's time at Newmarket had only six runners but all were good winners and there was a blanket finish.

Winning Newmarket trainer Marco Botti's wife Lucie represented the stable at Newbury as she does in her husband's satellite yard in Dubai. Hollie Doyle was riding Folgaria for the first time and it was her strength in the saddle that forced the filly home.

Hollie's husband Tom Marquand had won the opening race of the day, the Group 3 Dubai Duty Free Finest Surprise Stakes aboard Hamish, and there was a further family connection as Hamish was bred by trainer William Haggas's father and ran in his red and white colours.

"But I don't train him," confessed Haggas. My wife Maureen has an obsession with Hamish. She eats, sleeps and thinks about him all the time – and rides him. She's the trainer."

The finish was a replica of the result of last year's St Simon Stakes when Hamish just held the Shadwell-bred Al Qareem who finished only a neck behind in second.

"We could have done with the ground being a bit softer," said Haggas happy to give his wife and his eight-year-old gelding all the credit. The victory was the fifth in a row for Hamish. His last defeat was in a photo at Newbury. The colts' trial, the Watership Down Stud Too Darn Hot Greenham Stakes, was won by another gelding, Esquire, trained in the North by David O'Meara. Esquire's victory



WATCH MODEL: NORWOOD NECKLACE MODEL: REVELRY

# POLICE

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Tom Marquand receives his trophy from Colm McLoughlin, Sinead El Sibai and Bernard Aquino after the Group 3 Dubai Duty Free Finest Surprise Stakes

has no consequence on the Guineas because as a gelding he is ineligible for all the Classics. But as trainer O'Meara said "There are always good races for good horses."

Esquire was the first clear cut winner of the day though O'Meara had not been sure that he would stay the seven furlong trip. He did so in style from a host of pursuers whose own Classic chances probably disappeared.

The future is bright though for Economics, winner of the Dubai Duty Free Tennis Championships Maiden Stakes for three-year-old colts and fillies over a mile. He is a serious Derby contender if he comes through his next trial, the Al Basti Equiworld Dante Stakes at York.

Even more striking, in the manner of his wide margin victory, was Godolphin's first winner of the meeting, Hidden Law, in the Darley Maiden Stakes over a mile and three furlongs for three-year-olds.

"Sheikh Mohammed will decide whether he takes the Classic Trial route," said Godolphin's retained jockey William Buick. "But I would say there's a lot more to come and he's bred to stay at least this trip. This was only his second run and he was unlucky to just get beat on his debut."

The opening day of the meeting also saw success for the Dubai Royal Family with Teraabb ridden to victory in a tight finish by Jamie Spencer in the familiar yellow and black colours of H.H Sheikh Ahmed bin Rashid Al Maktoum in the GBP 32,500 Dubai Duty Free Full of Surprises Handicap, a seven furlong contest for three-year olds.

"I'd have been an unlucky loser," said Spencer. "He is bred to get further than this seven furlongs and I'm sure he'll improve over a longer trip." Racegoers on both days of this popular fixture were able to sample Arabic Hospitality in the Dubai Duty Free Marquee where there were also opportunities to win fabulous prizes including free entry into the Dubai Duty Free Finest Surprise and Millennium Millionaire prize draws adding to the excitement of the occasion.

Dubai Duty Free's Executive Vice Chairman and CEO Colm McLoughlin said, "The Dubai Duty Free Spring Trials Weekend never fails to produce quality racing which help elevate our brand on the international stage. We look forward to following the progress of many of the bright prospects we have seen on the track this weekend as the season unfolds."



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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.







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# ZUHAIR MURAD

## *Ready to Wear Fall 2024* DARK ROMANCE

For the Autumn 2024 collection, inspiration spills beyond the bounds of reality, ushering us into the creator's secret garden. Infused with both romance and boldness, the collection captures the enchanting essence of roses with their intoxicating perfume, and the undulating arabesques of majestic gates.

It's a collection that paints a landscape of enduring beauty.

A play between rigidity and fluidity adorns the looks with luxurious details. Cady sets the tone with a singular delight of opulent silhouettes. Simplicity and sophistication gaze at each other in contrast, with minis illuminated by sequined flowers.

Leather blooms into rosettes on wool coats, merging with tweed in various shapes

and lengths. Often, it transforms into trousers, shaping a glamorous attitude.

The fusion of masculine and feminine manifests in daring ensembles, blending structured suits with embroidered rosettes. Sequins flourish in diverse styles.

Skin, both voluptuous and sensual, radiates through tulle dresses adorned with floral embellishments and sparkling thorns.

Dynamism comes alive in satin infused with the spirit of alluring caftans and pyjamas. Then, in vaporous movement, lurex dresses pleat and unfold in noble Barcarole jacquard prints.

The palette asserts itself in red and black, but also in white, steel blue, lime, and violine. Radiant, it celebrates a femininity eager to be noticed even at twilight.









# MORGAN MOTOR COMPANY

AND

# ADAMAS MOTOR

## GROUP ENHANCE GCC PARTNERSHIP FOLLOWING CEO MARKET VISIT

Morgan Motor Company and Adamas Motor Group are thrilled to announce a successful conclusion of a high profile visit to Bahrain and the UAE, led by Morgan Motor Company CEO, Massimo Fumarola. The visit featured a comprehensive programme of activities aimed at fostering an enhanced level of collaboration between

the two companies including the strategic agreement for Adamas Motor Group to provide Managed Services across the complete GCC region.

The agenda of the visit featured several opportunities for Massimo to engage with key stakeholders in the region.



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Highlights included an extended lunch discussion with members of the local media followed by a customer engagement event, allowing Morgan customers to further explore the brand’s rich heritage and learn more about its future direction.

Furthermore, the visit provided the opportunity to extensively tour the state-of-the-art facilities of Adamas Motor Group in Bahrain, as well as visit the iconic Bahrain International Circuit for further insight into the regional automotive landscape and to showcase the potential of Morgan’s expansion in the region.

The visit concluded with a meaningful activity organized together with the Horizon International School in Dubai, which involved a selection of the winner of Morgan Design Competition, allowing students to showcase their creativity and passion for automotive design. Part of the school programme also included an inauguration of the scaled F1 in Schools track, given Adamas Motor Group’s involvement in the sponsorship of the Ecolyte team, which achieved the prestigious title of the UAE National Champion last year.

“I would like to express my gratitude to the entire Adamas Motors team for their warm welcome and steadfast commitment to Morgan. I am confident that the groundwork for the regional success of Morgan has been firmly established and look forward to further enhancing our collaboration on a wider GCC level. It was a real honour to meet with some of the first Morgan customers in the region. We believe that Morgan represents something truly unique within the automotive landscape, and I feel very positive knowing that our unique qualities resonate here.”

**Massimo Fumarola, CEO, Morgan Motor Company**

“We are proud and honoured to have hosted Massimo in our home markets of Bahrain and the UAE. As someone originating from Malvern, where the rich legacy of Morgan sports cars thrives, this collaboration carries a deep and personal significance for me. I am incredibly enthusiastic about deepening our successful partnership and witnessing the continued success of Morgan Motor Company in the Middle East.”

Karl Hamer, Chairman & CEO, Adamas Motor Group



# ADAMAS MOTOR GROUP HOSTS THE LARGEST LOTUS EMIRA GATHERING IN THE MIDDLE EAST

Adamas Motor Group, the exclusive Retail Partner of Lotus Cars in the UAE, is proud to announce the resounding success of the Lotus Emira Founders Appreciation Event held on

03 February 2024. The activity was held as a gesture of gratitude to first local owners and concluded with over 50 vehicles joining in for a commemorative photograph, marking the

largest gathering of Lotus Emira sports cars ever held in the Middle East.

The Emira Founders Appreciation Event underscored the exceptional sales performance of the Lotus Emira in the UAE in 2023. It also celebrated the flourishing community of local Lotus enthusiasts in Dubai and Abu Dhabi, now recognized among the most successful global cities for Lotus Emira sales last year, under the stewardship of Adamas Motor Group.

“Today, we celebrate not only the success of the Lotus Emira but also the unparalleled bond that unites us with the Lotus community in the UAE. We are truly thankful for the trust and passion of our owners and are thrilled to

see the Emira making a mark on the roads of the UAE and becoming an integral part of the Lotus legacy.”

Karl Hamer, Chairman & CEO, Adamas Motor Group

“We are delighted with the success of Emira globally and seeing the fast-growing community of owners in the UAE. The Emira captures the ethos of Lotus while incorporating new technological innovations that satisfy the present consumer expectations. In 2024, deliveries will commence for the new turbocharged 2.0-litre four-cylinder engine. We look forward for the community to continue to grow and remain engaged with the brand.”





Dan Balmer, Executive Director, Asia Pacific, Middle East & Africa, Group Lotus

The Lotus Emira became a modern icon in the world of sports cars, and has captivated local enthusiasts with its dynamic performance,

cutting-edge technology and timeless design. This mid-engined performance car tips the scales at only 1,405 kilograms in its lightest configuration and accelerates from 0-100 km/h in just 4.5 seconds. Available powertrains include a Lotus engineered 2.0-litre four-

cylinder unit from technical partner AMG or the characterful 3.5-litre V6, both calibrated for maximum driver engagement. Despite its class-leading performance, the Emira is considered an every-day sports car and features a wealth of convenience features setting new standards for

practicality, comfort and functionality.

Lotus Emira is available to order from Lotus Cars UAE, operated by Adamas Motor Group and priced from AED 415,000.





# LOTUS UNVEILS EMEYA ITS FIRST HYPER-GT



Lotus today has unveiled Emeya, the company's first four-door hyper-GT, in New York City. "Bringing together our rich heritage with intelligent performance and the latest cutting-edge technologies, we're pushing the boundaries for how a luxury electric vehicle should look and handle— making it truly for the drivers," said Feng Qingfeng, CEO, Lotus Group.

Emeya is setting a new benchmark for how a Lotus drives and feels by combining the company's 75-year expertise in engineering and design, with the latest advanced innovations – bringing drivers an electric car that is exciting to drive and performs exceptionally.

This includes advanced and active aerodynamic features such as the pioneering active front grille,

rear diffuser and rear spoiler. All this, combined with a low centre of gravity that Lotus calls 'hyperstance', enhances stability when driving, and sets a new standard in the GT segment for ride and handling excellence.

Emeya has an electronically controlled air suspension system. Its advanced onboard sensors feel the road 1,000 times a second and automatically adjust the vehicle to ensure the smoothest ride.

The top specification model for Emeya features Lotus' high-power dual motor set-up that delivers a top speed of more than 155mph (250km/h) and can accelerate from 0-62mph (0-100km/h) in under 2.8 seconds, making it one of the fastest electric GTs in the world.

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To provide customers with confidence wherever they're travelling, the performance of Emeya is complemented by Lotus' market-leading charging capabilities. It can add 93 miles (150km) of range with approximately five minutes of charge using a 350kW DC fast charger, as well as boost range up to 80% within 18 minutes.

Emeya has been consciously designed with advanced sustainable materials that are also sustainably sourced, to reduce its carbon footprint. This includes a new luxury thread made from repurposed fibres from the fashion industry – as well as PVD aluminium, Alcantara, Nappa leather, and Ultrafabrics PU.

Ensuring that every occupant can enjoy an unrivalled music experience, the Emeya will offer a truly immersive audio system developed with KEF. Emeya's speaker system will elevate music listening to new levels. It features KEF's award-winning Uni-Q® speaker design and

Uni-Core™ space-saving subwoofer enclosure, as well as Dolby Atmos-enabled 3D surround sound – first seen in a Lotus on the Eletre Hyper-SUV.

“This is a Lotus like you have never seen before. We've built on everything Lotus has achieved so far to create a luxury performance car for the drivers, designed to inspire confidence, exhilarate with raw emotion and pure joy – connecting them to the road,” said Ben Payne, Vice-President of Design, Lotus Group.

Emeya brings together emotion and logic, power, and precision, and connects the strength of Lotus sports car DNA with four-door luxury and comfort. The name Emeya was chosen to embody the ambition and commitment which Lotus has for this new vehicle.

Emeya joins as a flagship model in Lotus' line-up of luxury lifestyle electric vehicles, part of the company's vision to become a global







performance brand by 2028. Production is expected to begin in 2024.

The global premiere of the car took place in the heart of New York City, USA, as part of a three-day immersive brand experience showcasing the past, present and future of Lotus at Studio Emeya.

The activation took over four storeys of a

parking lot in Manhattan, inviting attendees on Lotus' journey and showcasing its rich heritage and experience. The event gave guests an exclusive look at how Emeya was created, and the emotion evoked by driving, before it culminated with an immersive reveal of the car and a rooftop party that saw DJ and radio presenter Benji B entertain crowds as they got up close and personal with Emeya.







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