

# *First* AVENUE

ZUHAIR MUARAD  
COUTURE SPRING 2024

BVLGARI CALLA  
COLLECTION

MICHAEL KORS JORDI  
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TREND TO TRY  
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**BLAKE-LIVELY**

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Editor's  
**LETTER**



BLAKE LIVELY - PAGE 20

Dive into this exciting issue featuring the stunning Blake Lively on our cover—a true icon of grace and elegance. In this edition, we explore the luxurious world of Zuhair Murad, showcasing the designer's latest masterpieces that blend opulence with artistry. We also highlight Bvlgari's timeless Calla Collection and Michael Kors' must-have Jordi Bag. Don't miss our "Trend to Try" on Millennial Purple, the hottest color of the year.

With so much fashion, luxury, and inspiration packed into these pages, we can't wait for you to explore every detail.

Enjoy reading, and as always, stay fabulous!

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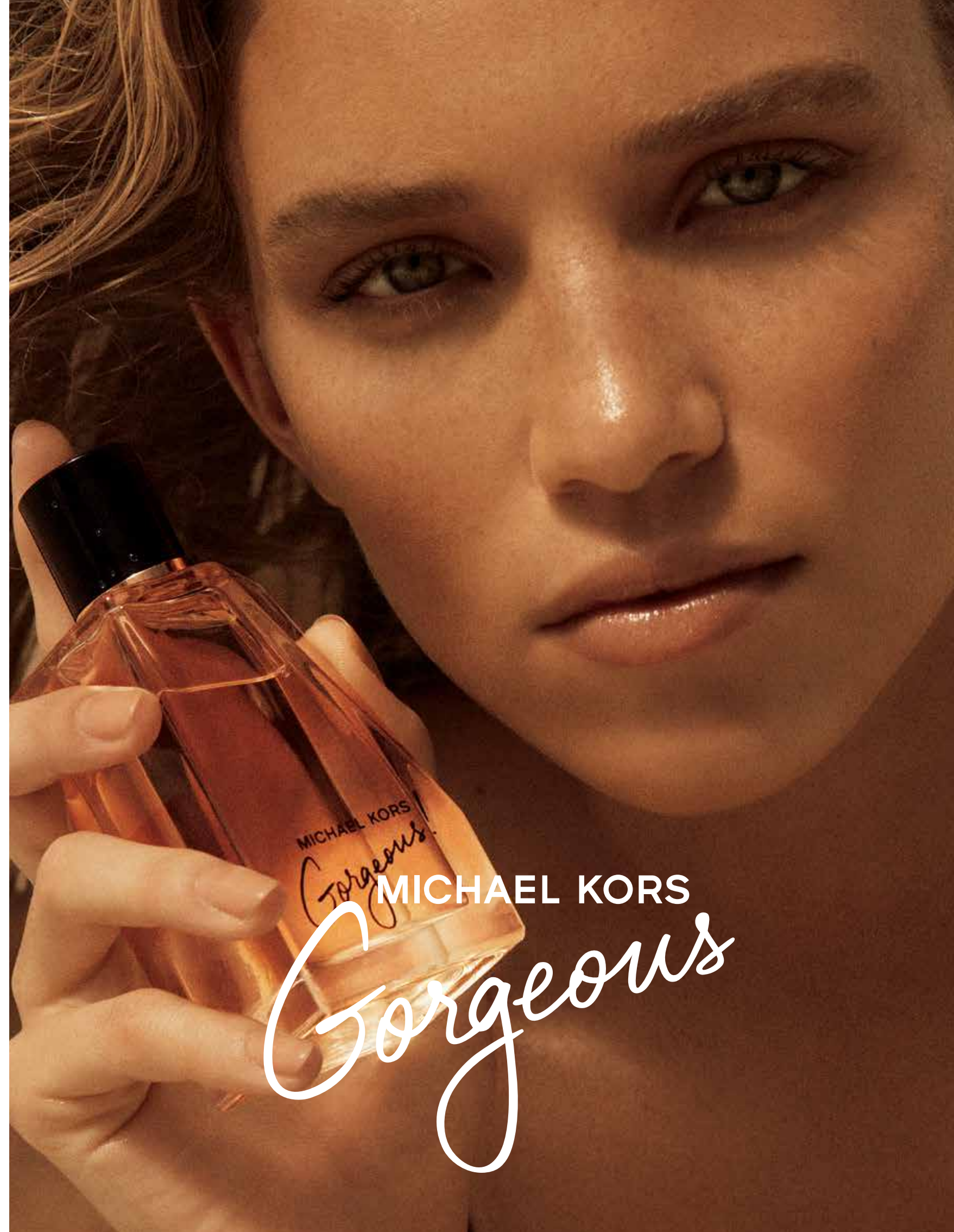
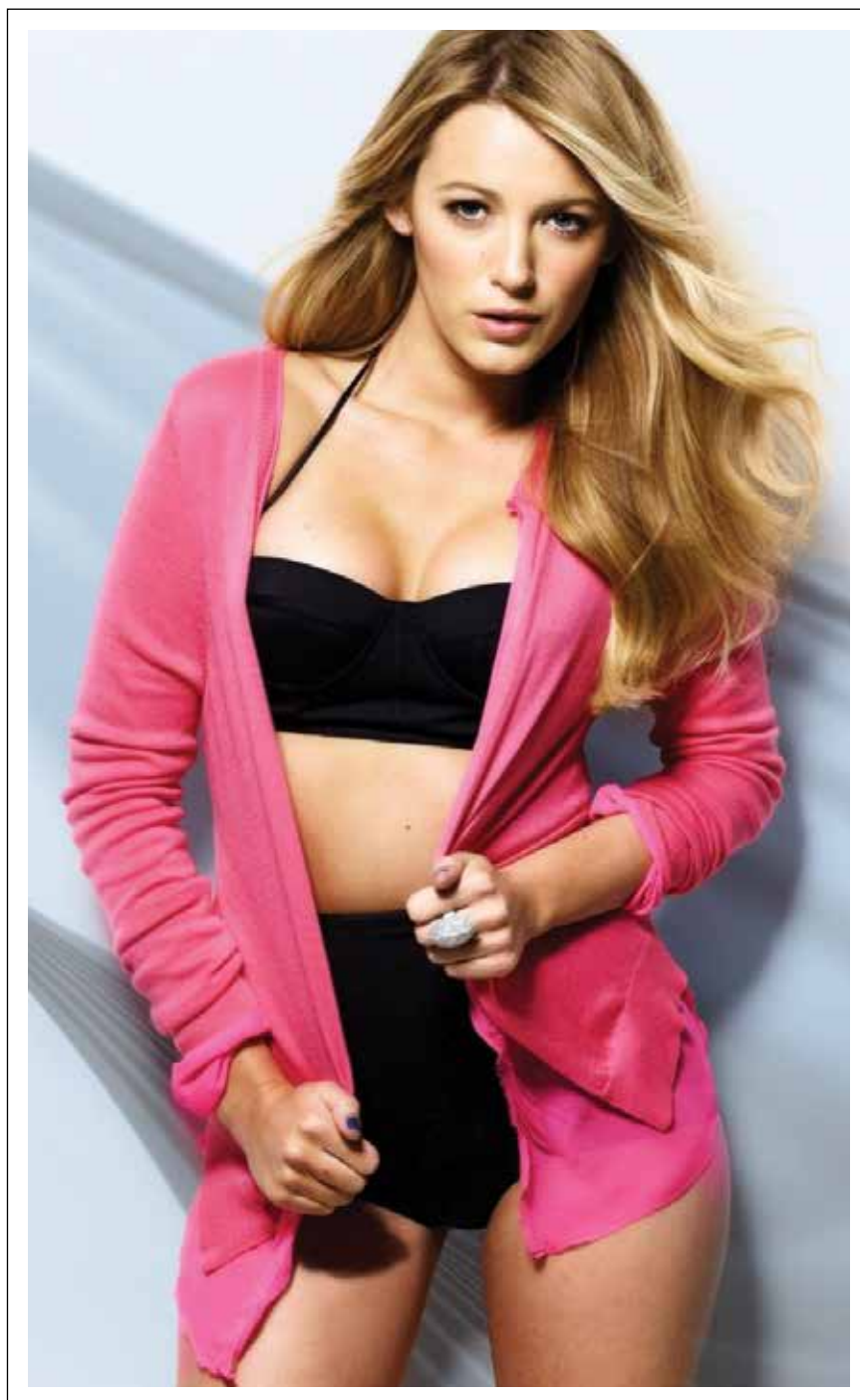
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**STEAL  
HER STYLE**

# Selena's Glam Look



Selena Gomez dazzled at the Hulu's Only Murders In The Building Season 4 Premiere in a chic Self-Portrait Black Tinsel Boucle Halter Mini Dress. She accessorized her look with stunning Fifth Avenue Drop Diamond Earrings and a Diamond Ring, both by Marli, and completed the ensemble with elegant Roger Vivier I Love Vivier Pumps, showcasing her impeccable style.

## Fifth Avenue Drop Diamond Earrings

18K GOLD FIFTH AVENUE DIAMOND DROP EARRING

Asymmetrical lines and dazzling diamonds create chic earrings which enhance any look.

This line draws inspiration from the luxury that is Fifth Avenue; quintessential NYC and its pulsating heartbeat.



## Roger Vivier 110mm I Love Vivier pumps

The Roger Vivier pumps, crafted in Italy, showcase elegance with their silver-tone leather and rhinestone embellishments. Featuring bow detailing, a pointed toe,

and a sleek slingback strap, these pumps stand out with a 110mm sculpted heel and a luxurious leather sole, perfect for refined sophistication.



## Cleo Full Diamond Twist Ring

IN WHITE GOLD, 18 KARAT GOLD FULL DIAMOND TWIST RING

Wrapping elegantly along the length of the finger this ring in 18K white, rose, or yellow gold, features brilliant-cut diamonds up to the pyramids.

Cleo by Marli draws inspiration from Cleopatra, evoking her strength and power capturing enriching color and daring design.







## Black Tinsel Boucle Halter Mini Dress

Taking a cue from a quintessential 90s silhouette, this mini pairs the soft structure and sheen of tinsel bouclé with a flattering halter neck design edged in diamanté. Enhance its bow detail with our matching earrings.



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# MILLENNIAL PURPLE

## The Hottest Color Trend of the Year

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 2024 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.



# 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.



# Chloé Eyewear

## IRENE OVERSIZED-FRAME METAL SUNGLASSES







# 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.



# 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.





# Style Crushing on... Blake Lively

Blake Lively, born on August 25, 1987, in Los Angeles, California, is an American actress who rose to fame for her role as Serena van der Woodsen in the popular television series *Gossip Girl*. With her striking beauty, charismatic screen presence, and versatile acting skills, Lively has become one of Hollywood's most recognizable and beloved actresses. Over the years, she has built a successful career, balancing a mix of film and television roles, and has also become a fashion icon, known for her impeccable red carpet style.

## Early Life and Career Beginnings

Blake Lively was born into a family with strong ties to the entertainment industry. Her father, Ernie Lively, was an actor and director, and her mother, Elaine, worked as a talent scout. Blake is the youngest of five children, and all of her siblings are involved in the entertainment industry in some capacity. Growing up in such an environment, it was only natural for Blake to pursue a career in acting.

Lively's first major role came in 2005 when she was cast as Bridget Vreeland in *The Sisterhood of the Traveling Pants*. The film, based on the popular young adult novel of the same name, was a commercial success and helped establish Blake as a rising star. Her performance was praised, and she reprised the role in the film's 2008 sequel, *The Sisterhood of the Traveling Pants 2*.

## Breakthrough with *Gossip Girl*

Blake Lively's breakthrough role came in 2007 when she was cast as Serena van der Woodsen in the CW's teen drama series *Gossip Girl*. The show, which ran for six seasons until 2012, became a cultural phenomenon and catapulted Lively to international stardom. Her portrayal of the stylish and complex Serena made her a household name and solidified her status as a

fashion icon. The character of Serena van der Woodsen remains one of the most memorable roles of her career.

## Transition to Film

While *Gossip Girl* was still on the air, Lively began to transition to film, taking on a variety of roles that showcased her range as an actress. In 2009, she appeared in *New York, I Love You*, an anthology film that featured a collection of short films set in the city. She also starred in the critically acclaimed drama *The Private Lives of Pippa Lee* (2009), where she played the younger version of Robin Wright's character.

In 2010, Lively delivered a standout performance in the crime drama *The Town*, directed by Ben Affleck. Her portrayal of Krista Coughlin, a troubled young woman involved in a life of crime, earned her widespread praise and demonstrated her ability to take on more challenging roles. The film was a commercial and critical success, further establishing Lively as a talented actress.

Lively continued to build her film career with roles in *Green Lantern* (2011), where she starred opposite Ryan Reynolds, who would later become her husband. She also appeared in the psychological thriller *Savages* (2012), directed by Oliver Stone, and the romantic fantasy *The Age of Adaline* (2015), where she played a woman who stops aging after an accident. *The Age of Adaline* was well-received, and Lively's performance was particularly praised for its emotional depth.

## Recent Work and Upcoming Projects

In recent years, Blake Lively has continued to take on diverse roles, further expanding her acting portfolio. In 2016, she starred in *The Shallows*, a survival thriller about a woman stranded on a rock in the ocean, battling a











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great white shark. The film was a box office success, and Lively's performance was widely praised for its intensity and physicality. In 2018, Lively starred alongside Anna Kendrick in the mystery-thriller *A Simple Favor*, directed by Paul Feig. The film received positive reviews, and Lively's portrayal of the enigmatic and stylish Emily Nelson earned her acclaim. She followed this with the action-thriller *The Rhythm Section* (2020), where she played a woman seeking revenge after her family is killed in a plane crash. While the film received mixed reviews, Lively's performance was noted for its commitment and grit.

As for upcoming projects, Blake Lively is set to star in and produce the film adaptation of the graphic novel *Seconds*, written by Bryan Lee O'Malley, the creator of *Scott Pilgrim*. Directed by Edgar Wright, the film is highly anticipated and marks Lively's continued interest in exploring diverse and complex roles. Additionally, she is set to make her directorial debut with the adaptation of the acclaimed novel *The Husband's Secret* by Liane Moriarty.

#### Awards and Accolades

Throughout her career, Blake Lively has received several

awards and nominations. She won the Teen Choice Award for Best TV Actress in a Drama Series multiple times for her role in *Gossip Girl*. Additionally, she has been recognized for her fashion sense, receiving the Style Icon Award at the 2011 Elle Style Awards and the Breakthrough Performer of the Year award at the CinemaCon Awards in 2011.

#### Personal Life

Blake Lively married actor Ryan Reynolds in 2012, and the couple has since become one of Hollywood's most beloved pairs. They have four children together and are known for their playful and supportive relationship, often sharing humorous and loving messages on social media.

Blake Lively's career is a testament to her versatility, talent, and ability to navigate the complexities of Hollywood while maintaining her unique sense of style and identity. From her early days on *Gossip Girl* to her recent film roles, Lively continues to captivate audiences with her performances. As she ventures into new roles and projects, including her directorial debut, it's clear that Blake Lively's influence in the entertainment industry will only continue to grow.



#### At the Copenhagen Premiere Of 'It Ends With Us' in Atelier Versace

Blake stunned at the Copenhagen premiere of *It Ends With Us*, wearing a breathtaking custom Atelier Versace gown. The design featured intricate detailing, perfectly complementing her elegant style. With its sophisticated

silhouette and striking embellishments, the gown highlighted Blake's fashion-forward presence, making her the undeniable star of the evening.



## At the London Premiere of 'It Ends with Us' in Tamara Ralph Couture

Blake captivated in a custom Tamara Ralph Couture gown. The dress showcased exquisite craftsmanship with its intricate details and luxurious fabric, perfectly accentuating Blake's timeless beauty. Her sophisticated and elegant look made her the highlight of the evening, embodying true Hollywood glamour.



## At 'It Ends With Us' promotion in Dauphinette, Tory Burch & Stella McCartney

Blake showcased her versatile style by wearing pieces from Dauphinette, Tory Burch, and Stella McCartney. Each look reflected her unique fashion sense, blending playful creativity with modern elegance. From vibrant prints to sleek silhouettes, Blake's wardrobe choices perfectly captured the essence of her character and added a stylish flair to the promotional tour.

## At the 'Renaissance: A Film By Beyonce' London Premiere in Chanel

Blake exuded timeless elegance in a Chanel ensemble. Her look effortlessly combined classic sophistication with modern flair, capturing the essence of the iconic brand. Blake's choice highlighted her refined style, making her a standout on the red carpet alongside Beyoncé's cinematic celebration.



## At the 2022 Met Gala in Atelier Versace

Blake Liely dazzled in a custom Atelier Versace gown that paid homage to New York City. The transformative dress, featuring a dramatic color change from copper to teal, was inspired by the Statue of Liberty's oxidation. Blake's stunning look epitomized glamour and thematic brilliance.



# The Bvlgari Calla Collection by Mary Katrantzou

For her debut as Creative Director of Leather Goods and Accessories at Bvlgari, Mary Katrantzou draws from the heart and history of Rome, Bvlgari's home and timeless source of inspiration, to introduce the 'Calla', a new pattern and identity for Bvlgari Leather Goods and Accessories. Inspired by the intricate mosaics of the Terme

di Caracalla – the inspiration behind the Divas' Dream jewellery line – the sensuously curved fan-shaped pattern finds multiple interpretations through the collection's exquisite workmanship, intricate treatments and innovative designs.

## The Serpentine Duo

With a trapeze silhouette inspired by the cut of gemstones and a unique new double snakehead metal handle fully-engraved with tiny scales, the new Serpentine Duo tote bag showcases Bvlgari's rich legacy.

The body is decorated with the new Calla pattern, with rich matelassé or hand-set multi-coloured crystals bringing the sinuous and feminine fan-shaped patterns to life.



## Serpentine Duo Top Handle

Serpentine Duo tote bag in midnight plum and silver Calla Crystals pattern on suede and black nappa leather lining. Captivating double-head snake body-shaped handles in palladium-plated brass embellished with engraved scales.



## Serpentine Duo Top Handle

Exuding a sophisticated and exclusive appeal, the Serpentine Duo tote bag combines jewellery-inspired details, evoking the serpent's sinuous movements, with an exceptional high-end workmanship. Masterfully crafted with a midnight plum Mosaic Embroidery applied into satin – a cascade of hand-sewn sequins in different sizes, shapes and shades results into a stunning play of lights and three-dimensional effect. Featuring two snake body-shaped handles embellished with engraved scales, whose design draws inspiration from a bold 1960s Serpenti Bvlgari

watch, the model is made of a single open compartment, an internal flat pocket and a zipped pocket. 21.5 x 15 x 6 cm - 8.5 x 5.9 x 2.4 inches. Made in Italy.





# Spotlight on GUCCI

## Gucci Redefines the Iconic GG Marmont Bag in Rosso Ancora

In Gucci Rosso Ancora, the GG Marmont bag showcases timeless elegance and the House's renowned craftsmanship. With its Double G logo, originating from the 1970s, the GG Marmont has become one of the most iconic handbags of the House. Made from soft, matelassé leather, the design has been reimagined by Creative Director Sabato De Sarno

in the rich, sensual shade of Gucci Rosso Ancora. This deep red hue, deeply connected to the House's heritage, can be traced back to the walls of the elevators at The Savoy hotel in London, where founder Guccio Gucci worked as a porter, and to the lining of a historic bag preserved in the Archives in Florence.





# Thrilling finale caps memorable DUBAI DUTY FREE SHERGAR CUP

A crowd of more than 27,500, the biggest outside of the Royal Meeting, flocked to Ascot Racecourse, UK, to see the Ladies' Team successfully defend their Dubai Duty Free Shergar Cup title for a second consecutive year on Saturday, 10 August.

The unique concept and record prize money of GBP 500,000 across the event's six races ensured the support of many of the sports leading owners and trainers and drew a star-studded line-up of domestic and international riders.

Four teams contested the world's premier international jockeys' competition which for the first time featured an equal representation of male and female riders with the Rest of the World team made up of international women jockeys from Australia, Japan and South Africa.

They faced the formidable Ladies Team, and two teams of three riders each representing Europe and Great Britain & Ireland.

There were so many stars, perhaps the brightest being Ladies' Team captain, Hayley Turner, who last month racked up her 1000th winner and ahead of the 2024 renewal, already acknowledged as the event's most successful participant leading the tables for most winners and most points scored in the sixteen years she has taken part.

The opener, the five furlong Dubai Duty Free Shergar Cup Dash, went to South Africa's only professional female rider and Dubai Duty Free Shergar Cup debutante Rachel Venniker. Holkham Bay was her first ride in the UK though she had been getting acquainted with scene riding out for leading trainer William Haggas in Newmarket. And with Japan's Nanako Fujita finishing fourth on Aday In Devon the Rest of the World were off to a flying start.

Venniker was joined at the head of the table after the next race, the longest of the day the Dubai Duty Free Shergar Cup Stayers over two miles when Hayley Turner added to her totals with a dynamic ride on Ranch Hand. He would

normally wear the Mill Reef black and yellow colours of the Kingsclere Racing Club – here it was the pink and black of the Ladies Team.

Ranch Hand's trainer, Andrew Balding, who took over at Kingsclere from his father Ian, was full of praise for Turner's ride. "She comes down every week to ride work and I've found a good few opportunities for her to ride the lighter weights. Ranch Hand was carrying the burden of 9st 11lbs – but it's hard to stop Hayley at this meeting," he said.

It was victory for the yellow and black of the Rest of the World team, sported by yet another female rider, Rachel King on Insanity in the next race, the Dubai Duty Free Shergar Cup Challenge, a performance which was to earn her the Dubai Duty Free Ride of the Day. Rachel King was riding for trainer Alan King and though they are not related she took her early experience of riding for Alan to Australia where her career has blossomed.



Dubai Duty Free Managing Director Ramesh Cidambi presents the Dubai Duty Free Shergar Cup to the Ladies Team accompanied by (L-R) Alpana Cidambi, Breeda McLoughlin, former Executive Vice Chairman & CEO Colm McLoughlin, Sinead El Sibai and Anna Khan.



Alpana Cidambi presents the Dubai Duty Free Ride of the Day Trophy to Rachel King with (l-r) Ramesh Cidambi, Breeda McLoughlin, Colm McLoughlin and Senior Vice President – Marketing, Sinead El Sibai.



# DUBAI DUTY FREE SHERGAR CUP attracts top international line-up

The Dubai Duty Free Shergar Cup, the world's premier international jockeys' competition, has again attracted top talent from around the globe.

Multiple Classic winner Seamie Heffernan, teenage sensation Billy Loughnane, and French Group 1 winner Marie Vélon are among the 12 jockeys confirmed to ride in the Dubai Duty Free Shergar Cup at Ascot Racecourse, UK on Saturday, 10th August.

Vélon, the first French female jockey to win a Group 1 in her home country will join the Ladies' team captained by the

legendary Hayley Turner, making a record-extending 17th appearance in the competition. The team is completed by Saffie Osborne whose final race heroics secured the title for the Ladies last year.

The Rest of the World team will be captained by Australian-based five-time Group 1 winner Rachel King and will also feature Japanese rider Nanako Fujita who made her Dubai Duty Free Shergar Cup debut in 2019. South African jockey Rachel Venniker, successful in over 250 races already at the age of just 23, completes the line-up.



The Ladies Team won the Dubai Duty Free Shergar Cup last year







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# Red Carpet Showstoppers:

## Iconic Fashion Moments



Red carpet events are the ultimate showcase for style, where every actress brings her unique flair to the forefront. From shimmering gowns to bold accessories, these moments are defined by their ability to make a lasting impression and set trends in the world of fashion.

Selena Gomez dazzled in a Self-Portrait dress at the 'Only Murders In The Building' LA premiere, her look both elegant and sophisticated. Eva Longoria made a striking impression in a Coperni ensemble at

the ELLE Gourmet Awards 2024, showcasing modern chic. Scarlett Johansson captivated in an Erdem gown at the 'Fly Me To The Moon' Berlin premiere, embodying timeless glamour. Jennifer Lopez shined in the front row at Dior Fall 2024 Haute Couture, her look effortlessly glamorous. Emma Stone turned heads in Rochas at SiriusXM's Town Hall, blending classic style with contemporary flair. Natalie Portman stole the show at the 'Miss Dior, Stories of a Miss' exhibition, her look radiant and refined.



**Scarlett Johansson**  
Wore Erdem to the 'Fly me to the moon' Berlin Premiere

Scarlett exuded elegance at the Berlin premiere of 'Fly Me To The Moon,' wearing a stunning Erdem creation. The ensemble, with its signature blend of romanticism and modernity, perfectly complemented Scarlett's timeless beauty, making her a standout on the red carpet and adding to the film's glamorous debut.



**Eva Longoria**  
Wore Coperni To The ELLE Gourmet Awards 2024

Eva dazzled in a sleek Coperni ensemble at the ELLE Gourmet Awards 2024. The outfit, known for its modern and minimalist design, accentuated Eva's sophisticated style. Her choice of Coperni added a touch of contemporary elegance, making her one of the standout fashion icons of the evening.





**Natalie Portman**

Shines at the 'Miss Dior, Stories of a Miss' Exhibition

Natalie attended the 'Miss Dior, Stories of a Miss' exhibition, embodying timeless elegance. As the face of Miss Dior, she perfectly captured the essence of the brand, donning a sophisticated ensemble that highlighted her grace. Portman's presence added star power to the celebration of Dior's iconic fragrance heritage.



**Eva Longoria**

Wore Coperni To The ELLE Gourmet Awards 2024

Jennifer Lopez graced the front row at Dior Fall 2024 Haute Couture, exuding her signature glamour and sophistication. Her presence added a touch of star-studded allure to the event, as she admired the exquisite craftsmanship and artistry on display. Lopez's chic ensemble perfectly complemented the elegance of Dior's latest collection.







**Emma Stone**  
Wore Rochas To SiriusXM's Town Hall

Emma Stone looked effortlessly chic in a Rochas ensemble at SiriusXM's Town Hall. The outfit, featuring a sleek and sophisticated design, perfectly complemented

her polished style. Stone's choice of Rochas highlighted her knack for blending classic elegance with modern flair, making a statement at the event.



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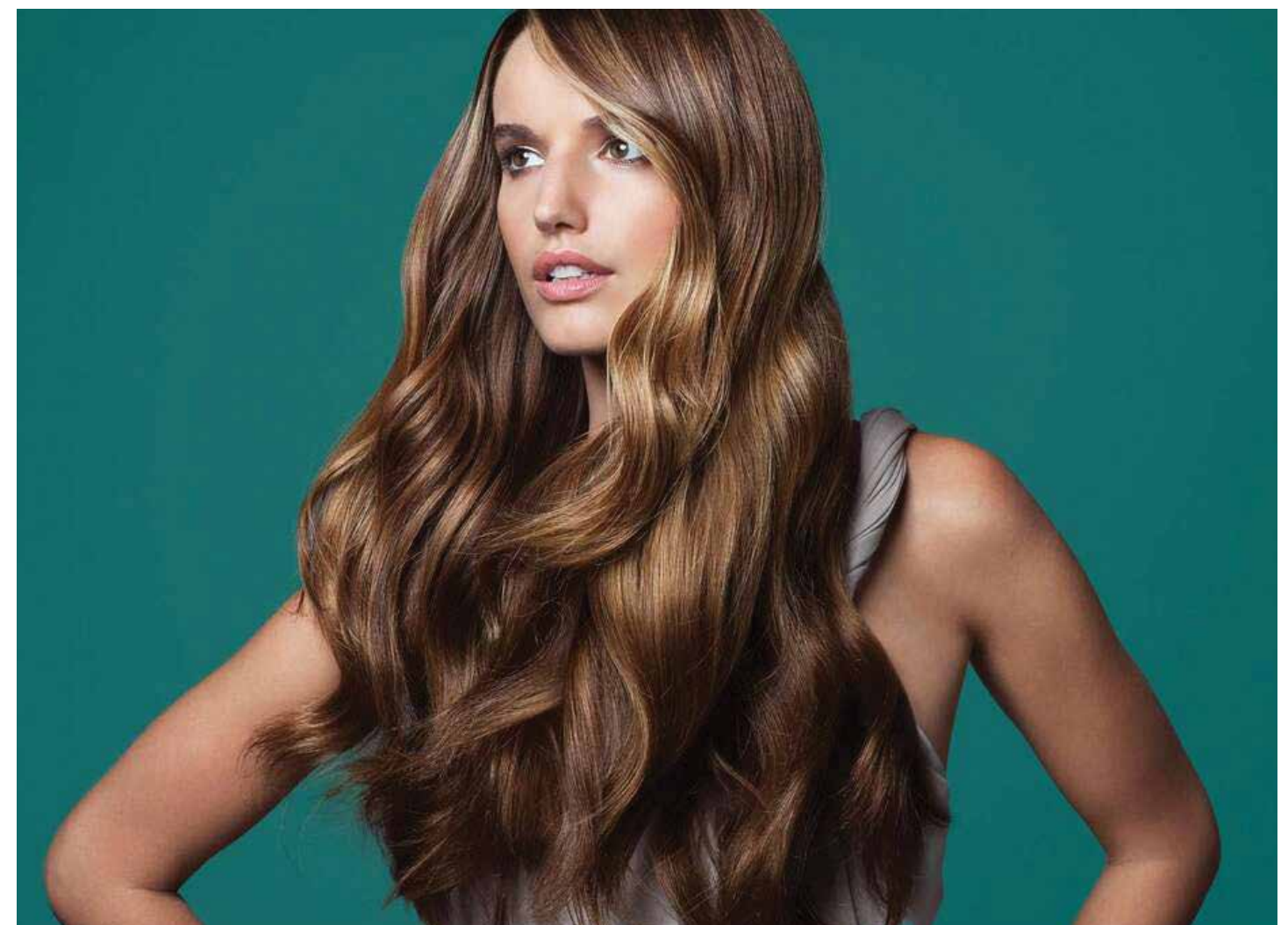
# THE RESURGENCE OF THE BUTTERFLY HAIRCUT: A TIMELESS TREND RETURNS



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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# MICHAEL KORS

## The Jordi Bag for Fall 2024

For Fall 2024, Michael Kors is excited to introduce a new twist on the classic tote—the Jordi.

Inspired by the art of origami, the Jordi balances softness with structure thanks to its unique construction. Individual pieces of supple, fine-quality leather are cut and bonded to suede, lending the bag softness and flexibility. The elegant seam lines add visual interest and allow the bag to fold completely flat for easy packing.

“The Jordi’s unique construction makes it the perfect travel tote,” says Michael Kors. “Chic, lightweight and it folds perfectly flat into your suitcase—there’s nothing better!”

The unisex Jordi is available in two sizes—toss your essentials into the smaller version for a stylish everyday carry-all or opt for the larger tote for work or travel. Available in richly hued smooth and metallic leathers, the Jordi achieves fashion’s sweet spot—classic chic. Coming Fall 2024, it will be available to shop in Michael Kors stores and at [michaelkors.com](http://michaelkors.com).



# mavi





# Azza Fahmy Introduces the 'Soraya' High Jewellery Collection A Timeless Tribute to Ottoman Heritage

Azza Fahmy introduces the 'Soraya' 'High Jewellery Collection', a mesmerizing journey through time and culture. The collection is a testament to the timeless elegance and craftsmanship inspired by Ottoman heritage. The collection celebrates the motifs of stars and crescents, symbolizing happiness and joy, meticulously crafted in 18kt gold and adorned with exquisite stones. Adding to the collection's allure are other exquisite pieces that include the Ottoman Crescent Bangle, Ottoman Crescent Ring, Crescent Diamond Necklace, Crescent Diamond Earrings, and Ottoman Stud Earrings, Ottoman Medallion Choker is also paired with the Ottoman Medallion Bracelet each echoing the collection's elegant motifs and exceptional craftsmanship.

The Cascading Crescent Necklace is an 18kt gold beaded necklace that embodies the essence of Azza Fahmy's Soraya collection. This exquisite piece features an Ottoman-inspired silhouette with strands of swaying stars and crescents, expertly crafted in delicate filigree wirework. The necklace is inscribed with the Arabic words 'فرحة و سعادة' meaning 'Happiness and Joy,' capturing the spirit of the collection in its elegant design.

The Crescent Chandelier Earrings are limited edition 18kt gold chandelier earrings that beautifully showcase Ottoman-inspired design elements. These earrings feature swaying stars and crescents crafted in Azza Fahmy's signature filigree wirework and are inscribed with the word 'محبة' meaning 'Endearment.' Adorned with an array of stone options, these earrings reflect the intricate beauty and cultural richness of the Soraya collection.

The Ottoman Diamond Ring is a limited edition piece crafted in 18kt gold, designed as stud earrings that elegantly feature a star harmonizing with the signature Ottoman-inspired crescent. This exquisite piece is available with a variety of stone options, enhancing its luxurious appeal and allowing for personalized elegance. Adding to the collection's allure are other exquisite pieces that include the Ottoman Crescent Bangle, Ottoman Crescent Ring, Crescent Diamond Necklace, Crescent

Diamond Earrings, and Ottoman Stud Earrings, each echoing the collection's elegant motifs and exceptional craftsmanship.

Azza Fahmy's inaugural High Jewellery collection is a true celebration of craftsmanship, cultural diversity, and the brand's enduring commitment to creating unique jewellery.

The collection is exclusively available through our personal shopper service.



Eternal Union Earrings



Ottoman Medallion Choker

Crescent Diamond Earrings





# ZUHAIR MURAD

## READY-TO-WEAR RESORT 2025

Zuhair Murad conveys his enchantment with the ancient era in a collection inspired by ancestral themes, reinterpreted with his contemporary trace.

The mesmerism unfolds on luxurious, sophisticated textures. Minimalism and ornamentation appear in the contrast of materials, where metallic fantasies blend harmoniously for a captivating finish.

Throughout the fabrics, rosettes are gracefully pinned at the waist or placed as seductive straps. Brooches adorn the pleats, while rings delicately bloom and shimmer on subtle drapes.

The body is covered in tweed with ingenious geometric silhouettes, hinted at through cady cutouts with exquisite curves, and revealed in the most sensual manner with the delicate refinement of ethereal lace.

The virtuosity of crepe pleats infinitely, lending itself to the lightness of princely long dresses adorned with finely chiseled appliqués. Transparency is prominent in lace cotton on fluid and pure jumpsuits, structured midi or maxi dresses. The floating chiffon veils are printed.

Sheaths and ball gowns, alluring and seductive, are designed to be precious and luminous, adorned with sequins and jewels.

The Resort 2025 collection dazzles in shades of olive, tapioca, and plum, while also featuring the timeless black and white.







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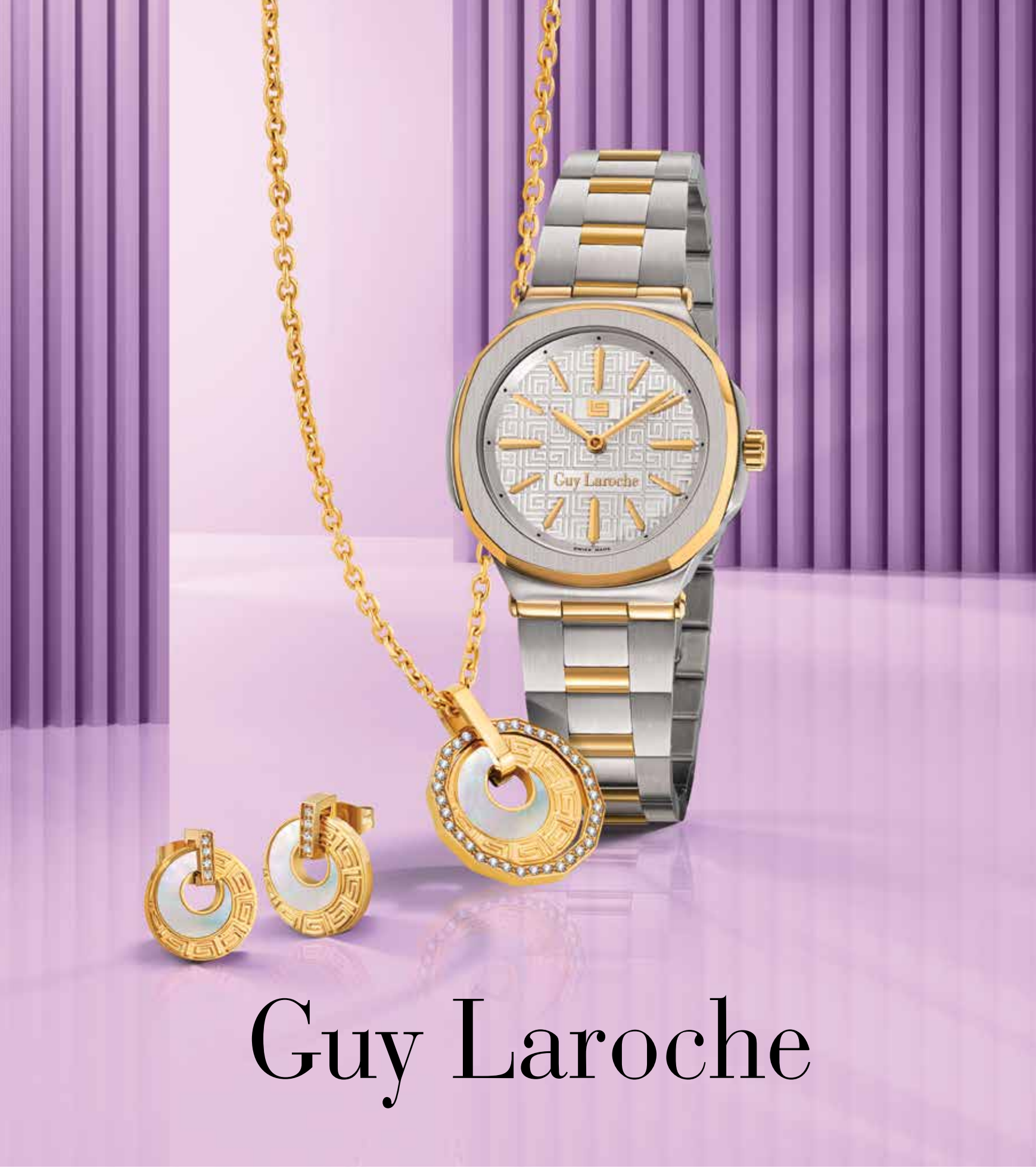


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EMIRATI WOMEN'S DAY**  
IN COLLABORATION WITH  
**LOTUS CARS UAE**



EMIRATI WOMEN'S DAY  
CELEBRATION EVENT HELD  
FROM PIRELLI P ZEROTM  
WORLD ON SATURDAY,  
31 AUGUST 2024

OPPORTUNITY TO ENGAGE  
WITH FEMALE OWNERS  
AND CELEBRATE THE  
ACHIEVEMENTS OF WOMEN  
IN THE UAE

INFORMAL GATHERING  
FEATURING A WIDE RANGE  
OF ACTIVITIES, INCLUDING  
AN OPPORTUNITY TO  
LEARN MORE ABOUT LOTUS  
ELETRE HYPER-SUV

Lotus Cars UAE, managed by Adamas Motor Group, is thrilled to announce the resounding success of the Emirati Women's Day celebration event held in collaboration with Pirelli Middle East from their state-of-the-art P ZEROTM World facility in Dubai, UAE. The activity provided an exclusive yet informal platform for female customers and members of the media to learn more about both brands, as well as to explore the tyre technology developed by Pirelli for the new Lotus Eletre hyper-SUV.

The gathering featured a variety of activities, including keynote speeches from prominent figures behind both brands, a perfume-making workshop, as well as a simulator competition that allowed participants to experience the thrill and engagement that only driving a Lotus can provide. Furthermore, all attendees had an opportunity to explore the innovative design and luxury features of the new Lotus Eletre all-electric hyper-SUV, which opens a new chapter for electric mobility.

Karl Hamer, Chairman & CEO of Adamas Motor Group commented, "We are delighted to partner with Pirelli Middle East to celebrate Emirati Woman's Day and pay tribute to the achievements and contributions of women in the UAE. The event provided a perfect platform to strengthen our relationship with our female customers, while allowing all guests immerse themselves into the exciting worlds of these two iconic brands."

Giuliano Menassi, Senior Vice President Region MEAI and Russia of Pirelli, commented: "Pirelli is honored to celebrate Emirati Woman's Day, recognizing their achievements, contribution and inspiration. Supporting and empowering women, inspiring them to seize opportunities and harness their potential is embedded into our development vision and value creation, in terms of the economy and society. This conviction led us to set challenging goals in the industrial plan presented in March 2024 with specific targets addressing the gender pay gap and to increase the number of women in managerial positions."







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# CONQUEST

## Everyday elegance

**Ready to conquer the day?** The CONQUEST collection is being expanded with new models that combine sporty elegance with robustness for everyday use. Available in a range of sizes, colours and materials, these timepieces effortlessly adapt to any occasion. To experience the magic of the now, the new CONQUEST are powered by exclusive Longines self-winding mechanical movements equipped with a silicon balance-spring and new components made of non-magnetic material. Longines Ambassadors of Elegance Zhao Liying, Suzy, and Barbara Palvin perfectly embody the elegance and versatility of the CONQUEST line in a dynamic new campaign being launched this summer: "A Life in a Day".

Elegance isn't reserved for special occasions. The ultimate every day watch, Conquest says it loud and clear. An evocation of daring and of creative spirit, the collection was the first Longines watch line to have its name protected, in 1954, by the Swiss Federal Institute of Intellectual Property (IPI). Over time, the Conquest line has evolved in terms of design and technology, while

remaining true to its original spirit, a blend of boldness, timelessness and sporty elegance.

Unveiled in 2023, the new generation of Conquest watches is being extended this year to mark the 70<sup>th</sup> anniversary of the collection, with exclusive new models for women and men. The new timepieces come in a wide choice of colours, materials and sizes: 30 mm, 34 mm and 38 mm for the three-hand versions and 42 mm for the chronographs.

The new 2024 models come in a stainless steel or bi-material case with alternating polished and satin-finished surfaces, water-resistant up to 10 bar (100 m) and with a transparent screw-on case back. All these timepieces are powered by exclusive Longines self-winding mechanical movements equipped with a silicon balance-spring and new components made of non-magnetic material. The result: resistance to magnetic fields that exceeds the ISO 764 standard by a multiple of ten.





# GUCCI Eyewear Fall/Winter 2024

The House unveils its new Gucci Eyewear campaign for Fall Winter 2024 by Sabato De Sarno, presenting a vibrant canvas of distinctive personalities. Shot by Mario Sorrenti, the imagery serves as an ode to authenticity in its purest form and a celebration of individuality.

Central to the campaign is a special ensemble of protagonists. Familiar faces such as Abbey Lee, George Barnett, Liya Kebede, and He Cong appear in a series of captivating images and videos, each narrating their unique stories through the eyewear styles they wear. In the imagery, models showcase a variety of frames adorned with the iconic cutout Interlocking G logo in gold-toned metal on the temples. In one shot, Abbey Lee wears sunglasses with a narrow frame, while in another

image, Liya Kebede effortlessly showcases an almond-shaped optical design that radiates a modern yet refined aesthetic. He Cong is seen oversized square sunglasses and cat-eye optical frames. Adding a contemporary flair, George Barnett wears thick acetate squared sunglasses and an optical style, both crafted with a distinctive bilayer construction and the Gucci lettering logo on the temples.

Embodying timeless elegance and contemporary appeal, the Gucci Eyewear campaign for Fall Winter 2024 comes to life through the models' fresh perspectives, celebrating freedom of interpretation and making each frame stand out in a unique way.



# POLICE

WATCH MODEL: TOUGH GEAR



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*Elegance is an attitude*  
JENNIFER LAWRENCE



**LONGINES**  
The Longines logo, featuring a stylized winged hourglass, is positioned below the brand name.

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