

# LUXPRESSO

ISSUE 05, JULY 21

***RICARDO***  
***GUADALUPE***

TAKING  
***HUBLLOT*** TO NEW HEIGHTS

# HUBLOT



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# July

## Editor's Letter

Dear Readers,

*Can a person proclaim he or she is truly happy or conversely ill fated to lead a sad life?*

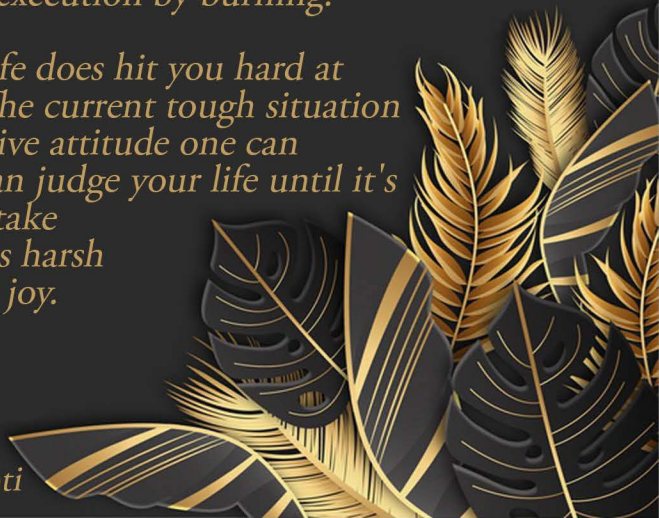
*Let me share with you a story about a Greek Philosopher Solon. He went to meet King Croesus, the richest King of Lydia (now part of Turkey). After the brief visit of the beautiful gardens & grand palaces, the proud king asked Solon about the happiest person he ever heard of. Solon spoke about an Athenian Army General, who had a beautiful family and lived long to see his grandchildren. The king Croesus was surprised that his name was not considered.*

*So he asked about the 2nd happiest person he heard about. The philosopher spoke of 2 sons who could not find an oxen to take their mother to the temple so they harnessed themselves to the cart. After reaching the temple they died of exhaustion and they were honored for the sacrifice made for their mother. The king in shock asked "Don't you think I am the happiest man on earth. I have everything a person would want to have". Solon replied "Count no man happy until he be dead". The point being we are unaware of when things change and the fortunes get reversed. This also turned out to be prophetic as the Proud king lost his kingdom later and was brought to his execution by burning.*

*I take solace from the fact that while life does hit you hard at times, one doesn't have to get bitter. The current tough situation doesn't define my life and with a positive attitude one can change one's circumstances. No one can judge your life until it's over, so why whine and cry. Be brave, take responsibility, accept the burden of this harsh world and you will find happiness and joy.*

Strength & Light,  
Deepti

Let's connect at [instagram.com/jivewithdeepti](https://www.instagram.com/jivewithdeepti)



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Editor's  
Choice



Bvlgari

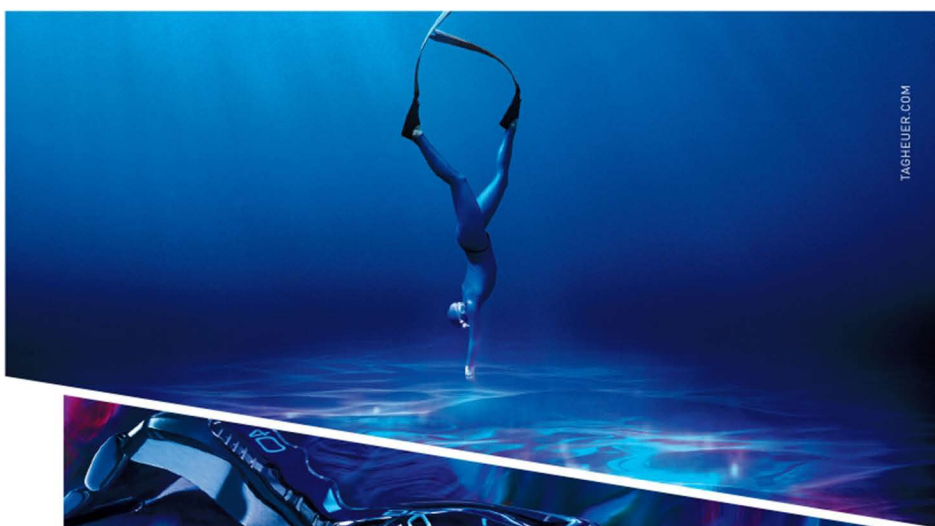
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**BEYOND THE EDGE**

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# So Long *Dilip Kumar* Sahab

*As the legendary actor breathed his last , one can only recall the massive impact he has left on the world and to a (now) lost era of culture, purity of language and thoughts.*

*Especially my parents generation (born in 1940-1950's) , the thespian had deservedly attained a Demi-god status. We have been brought up listening to anecdotes of the versatile and charismatic personality. His admiration and respect transcends caste, culture, creed and boundaries. Widely considered a textbook of acting , he brought realism and subtlety to performances at a time when theatrical gestures were predominantly employed by actors. He conveyed that a lot can be said with pauses than hamming lengthy sermons. Actors over the years have directly copied or taken inspiration from his astounding legacy.*

*On attaining the status of a one-man institution , he has inspired many generations to live a dignified life. And to possess a strong social mindset, to love poetry and engage in politics that brings about changes in lives and minds. His command of language and choice of words is a great learning for students like me and a lot of it can be learnt from his old interviews on YouTube .*

*Let me share an incident with you all when I was staying in Bombay with my parents. A 75 year old man graced our house with his presence from our native place, Hyderabad . He was a close friend of my grandfather and had come to the city on a unique mission. To present an album of every newspaper clippings and long lost pictures of Dilip Kumar to the thespian himself. My dad,a huge fan himself , took the onus of taking the old man to the actor's Pali Hill residence. Even as a kid, I realized the impact Dilip Kumar must have had on the gentlemen that his earnest desire was nothing but to present an album he painstakingly prepared every day of his life. Unfortunately he could not meet his Idol but kept the album with my Dad as a memoir.*



*It was a generation that had memorized his filmography from Jwar Bhatta (1941) until Qilla (1998) even to the unreleased/shelved films. There would be lengthy discussions on tea over his life, to his leading ladies or discussing their favourite performances. As one could never really have the audacity of ranking the tragic Devdas (Devdas), the romantic Saleem (Mughal-e-Adam), the defiant Shankar (Naya Daur), the wronged Gungaram (Ganga Jamuna), the innocent Ram, the lovable Shyam (Ram Aur Shyam) and the honest DCP Ashwini Kumar (Shakti).*

*They have watched him closely from far and that love and adulation have sprinkled down to my generation. It has taken me years to go through his movies and interviews to learn how to conduct oneself. I have learnt not to use expletives in everyday life and to be gentle even in arguments. The dignity, the poise, the love for literature has come from following the footsteps of a great human being- Dilip Kumar.*

*\*\*There was a scene in "Ram Aur Shyam" where Shyam finishes a humongous meal in a restaurant and walks away while Ram is beaten up as he can't foot the bill. Such was the performance of Dilip Kumar, for many years I felt sad for Ram. It pricked my conscience and deeply affected me as the scene depicts the desperation of a poor man wrongly being asked to pay up for a meal he did not eat.*

*So Long Dilip Kumar Sahab we will miss you.....*

*From An Ardent Follower- Razi Siddiqui*

# Ricardo Guadalupe



*Tell us about how you started out in watchmaking and what is it you love about watches?*

*Being born in Switzerland and in the center of this industry, it was quite an evidence.*

*I have always liked this link between the product and the business. I started long time ago, over 30 years ago, and through my experience I have been able to learn more and more, I can now say that I am a specialist in watches! Also meeting JC Biver with whom I have worked at Blancpain, which is a traditional brand helped.*

*Then I wanted to have an experience in a brand where you are much more open to creativity and diversification. We decided Mr. Biver and I to join Hublot because we thought that it was a sleeping princess. It was a small brand in 2004, we then have been really satisfied because we have been able to apply our ideas and creativity in the products.*

*Hublot is now of course my best experience in my professional life, I have worked there for 17 years now.*



*And as CEO of Hublot, what do you consider the most challenging part of your job?*

*What is the most challenging is to be able to understand and anticipate the changes in products and customer behaviour in advance in order to propose the right product at the right time.*

***What is your vision of the watchmaking industry in this economy? How has Hublot managed the COVID-19 crisis?***

*The past year has been a very difficult year I think for the entire world, for people, economy, industries. Last year we had to close our factory for almost 2 months, our retail distribution was closed at a certain point to almost 50%, every brand has decreased in sales.*



*We learned that when there is no more tourists, local clients is key for us, we have much more worked in a good way in countries with a strong local clientele like Russia for instance, as well as China, Japan or Germany. Europe has been more challenging because Switzerland for instance depends on tourists, just like France, UK.*

*We have learned that local clientele is very important, we have to work more on local then globally, we changed a bit our strategy according to that.*

*The other learning is staying in contact with our customers. Digitally, creating some experience for them. I think that what remains always valid is being creative, flexible, innovative and agile.*

*The year 2020 Hublot celebrated the 40th anniversary. How did you observe this milestone?*

*Since we (Mr Biver and myself) joined the company in 2004, we have created the necessary platform and infrastructure here in Nyon. We built our first building in 2009. The second one followed in 2016, and we have been increasing our production capacity throughout the years, not only in terms of machines, but also people. In 2004, there were 30 people at Hublot. Today, we are 450 and we have already been thinking about adding a third building within the next two to five years.*



*And for the next 40 years, I think that, despite these times of crisis and important changes, Hublot has a very good chance, because our concept, The Art of Fusion, also corresponds to current events as well. People want something different: different products with a different type of value. So, innovation is key. We try to reinvent ourselves every day in order to come up with something new at every level. We have a really strong Research and Development department, where we conduct fundamental research. We have designers working with us, our engineers and the technical offices are working on a new type of movement. It is a continuous process of innovation. We are really aiming to be leaders and trendsetters in our industry; not to follow, but to advance.*



***What is your favourite creation of Hubot and why?***

*The Big Bang All Black from 2006. It immediately was a success. The first watch in ceramic showcasing the concept of invisible visibility that is still today our signature. Hublot has sent the trend of all black watches.*

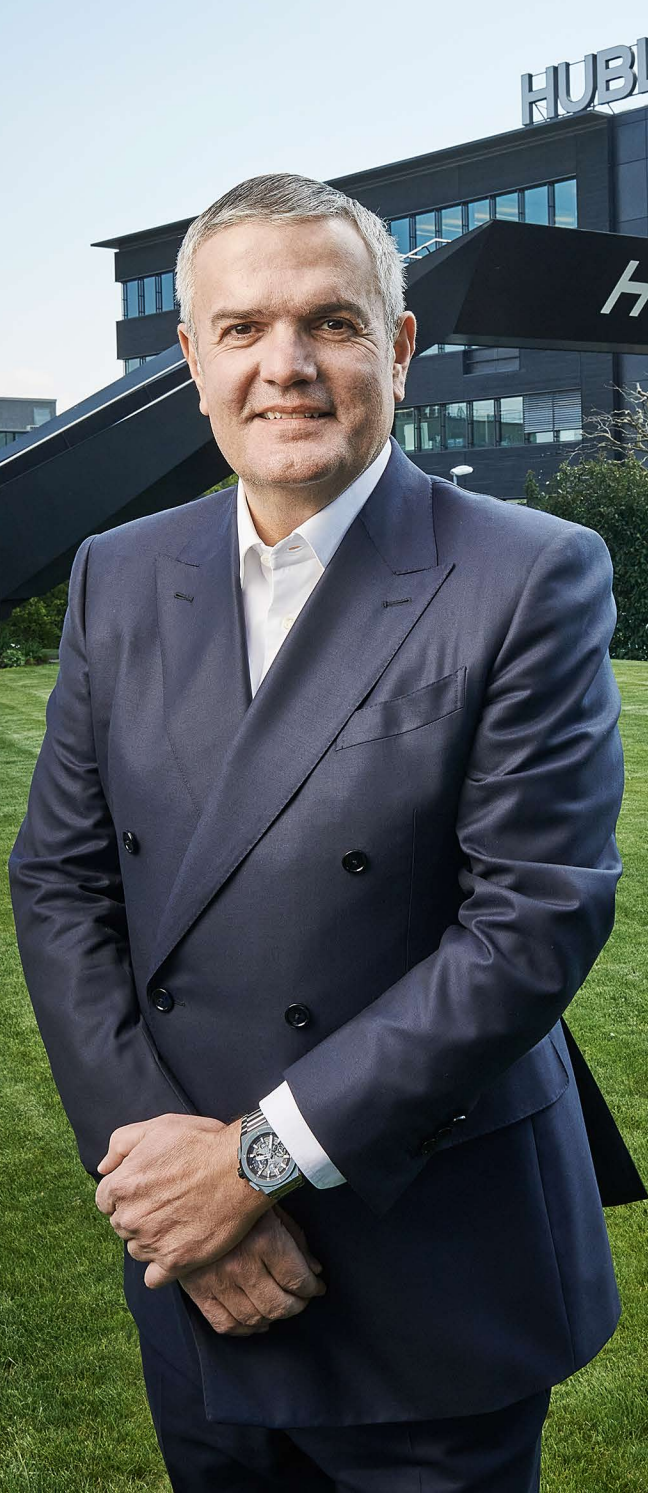
***What are your plans for India and the Middle East markets ?***

*Our plans is to consolidate our brand in the Indian market.*

*For Middle East, we already have a strong brand image and therefore we want to gain market shares thanks to local clientele in UAE and Saudi Arabia.*

*Hublot are pioneers when it comes to innovation, How do you manage the innovation process at Hublot and how do you maintain your exclusivity?*

*At Hublot, innovation and creativity is something very important. We must come out with watches that are surprising, aspirational. The idea is always being first unique and different, which is what our clients are expecting from us.*



*What is really key in our innovation process is our R&D, we have very talented people in our R&D department, and we invest a lot in it. We must bring incredible products and watches every year, but we must also reinvented ourselves all the times.*

*We try to always have something particular, and thanks to this philosophy, we have created a kind of universe at Hublot, where our customers can identify themselves.*

The logo for Luxpresso Magazine features the word "LUX" in a large, bold, serif font, with the "X" stylized as a series of parallel diagonal lines. Below "LUX" is the word "PRESSO" in a similar serif font, and below that, the word "MAGAZINE" in a smaller, spaced-out, sans-serif font.

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A close-up portrait of Jodie Turner-Smith, a Black woman with short dark hair, looking directly at the camera. She is wearing a large, ornate diamond necklace with green emeralds and a blue feathered top. A small yellow bird is perched on her right hand, which has red nail polish. The background is a textured stone wall.

# GUCCI

*JODIE TURNER-SMITH STARS IN GUCCI'S NEW  
HORTUS DELICARUM HIGH JEWELRY CAMPAIGN*



*In 2021, Gucci presents its second High Jewelry collection, designed by Creative Director Alessandro Michele and showcased in a new advertising campaign featuring Jodie Turner-Smith.*

*Named 'Hortus Deliciarum' (Latin for 'Garden of Delights'), Gucci's High Jewelry collection draws on the symbolic motifs that are dear to Alessandro Michele and Gucci, taken from the extensive and multifarious canon of House iconography.*



*The collection comprises more than 130 pieces, largely one of a kind, and its motifs are divided into four chapters informed by the majestic beauty of the natural world, star-crossed skies, and breath-taking sunsets. Also included in the collection are singular and striking solitaires, redefined with maximalist allure, as well as a precious selection of bejeweled timepieces.*





*Credits:*

*Creative Director: Alessandro Michele*

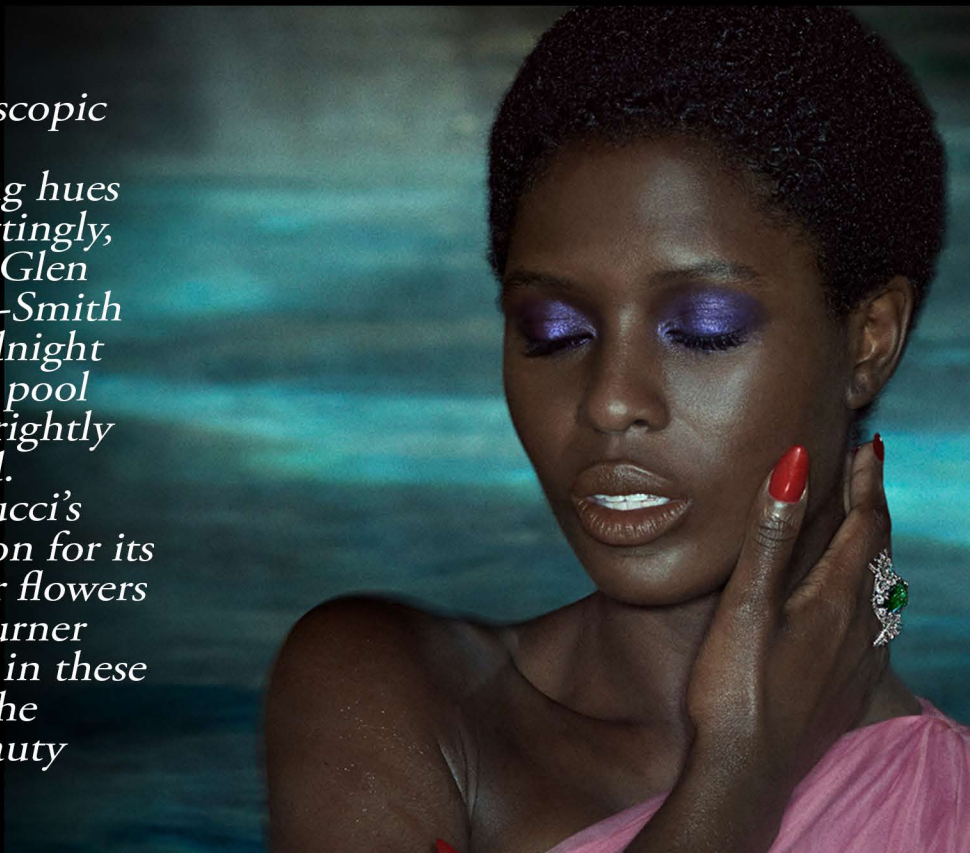
*Art Director: Christopher Simmonds*

*Photographer/Director: Glen Luchford*

*Make Up Artist: Thomas de Kluyver*

*Hair Stylist: Paul Hanlon*

*This eclectic collection is distinguished by its kaleidoscopic palette, a reflection of the mercurial sky and its shifting hues and constellations. Thus, fittingly, the new campaign, shot by Glen Luchford, sees Jodie Turner-Smith dazzle while she takes a midnight dip in her lavish swimming pool accompanied only by her brightly coloured pet snake and bird. While Mother Nature is Gucci's ultimate source of inspiration for its 'hortus' of jewels, with their flowers and magical beasts, Jodie Turner Smith acts as a fellow muse in these poetic images that express the splendour and universal beauty of the natural world.*



# FENDI

Timepieces

*Presents New Versions of the  
Forever Fendi Watch*



*Enriching the selection of the Forever Fendi Collection, new daring combinations of high-end materials and colors, including diamonds and pink mother of pearl, inject the Forever Fendi watch in its 19 mm and 29 mm case sizes with a precious and timeless feeling.*



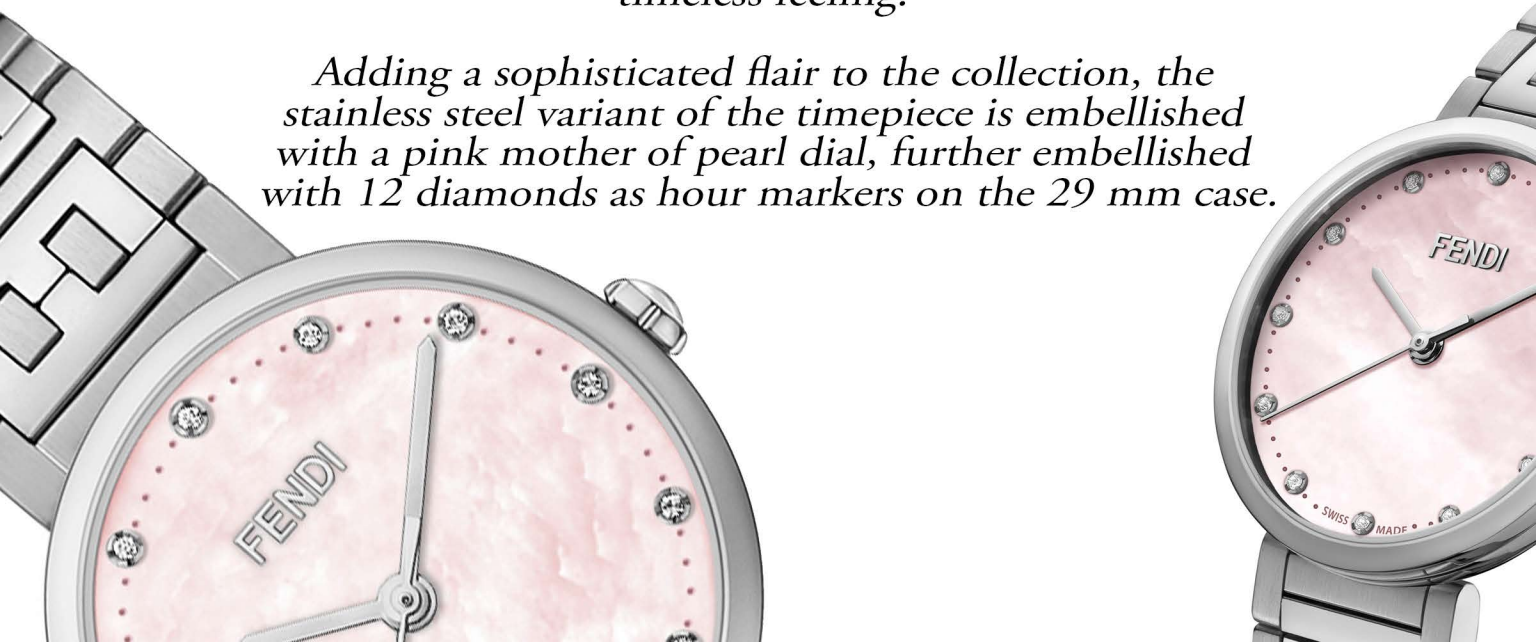


## *Elegant styles defining the signature timepiece*

*The Forever Fendi Collection welcomes new elegant variations of the signature watch for women in its 19 mm and 29 mm case sizes, enriching the selection of this exquisite timepiece line.*

*New daring combinations of high-end materials and colors, including diamonds and pink mother of pearl, inject the Forever Fendi watch with a precious and timeless feeling.*

*Adding a sophisticated flair to the collection, the stainless steel variant of the timepiece is embellished with a pink mother of pearl dial, further embellished with 12 diamonds as hour markers on the 29 mm case.*



*Pink mother of pearl also steals the spotlight on a rose gold stainless steel version and the bezel is set with diamonds, with the dial of the 29 mm size punctuated by 12 diamonds as hour markers.*



*The iconic and eye-catching FF logo motif of the bracelet stands out on the new stainless steel two-tone versions in yellow gold with white mother-of-pearl dial or rose gold with black mother-of-pearl dial, both featuring diamonds on the bezel.*

*Celebrating the FENDI DNA with charm, these new refined variants of the Forever Fendi are the perfect accessory to bring contemporary sophistication to the wrist.*





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RARE HANDCRAFTS

# Patek Philippe

The Contemporary Collection



As heir to Geneva's great watchmaking tradition, Patek Philippe perpetuates all the skills that have long played a role in the decoration of timepieces and shines the spotlight on a wide variety of rare decorative handcrafts.

## *The Marquetry*

*Marquetry is a decorative technique that consists of stacking sheets of veneer into blocks, which are then cut with a sawbuck incorporating a saw with a very fine blade. Only a handful of marquetry-makers work in watchmaking today.*

*The marquetry-maker may work with up to 130 wood types, selecting from up to 60 or 70 natural tints, which he cuts, assembles and applies according to his inspiration and the motifs chosen or imposed.*

*The assembled pieces are stuck down with hot glue and pressed. To achieve additional shading and a sense of depth, along with the right thickness and a perfectly even surface, several veneers may be superimposed. Finally, the composition is carefully sanded down.*



# *Watches that have Withstood the Test of Time - A look into the Vintage Watch Market in Dubai*



*So, if you Google "Vintage Watches", what you see on top of the page are a bunch of images, from our most popular shopping websites, of watches, mostly under a hundred dollars, a few years old. After an internal giggle, I scrolled down to see some more authenticity on the subject. The giggle comes from understanding the terminology 'vintage' slightly better.*

*Clearly, search words can get so intertwined on search engines. The said search engine was merely showing me 'previously or pre-owned' watches for someone who may be on a very tight watch-buying budget and does not mind purchasing a previously-used watch; it certainly did not show me iconic, authentic, vintage timepieces!*

*As a car and a watch enthusiast, I understand what vintage means when it comes to them. That old is indeed, gold! That vintage does not mean a four or five-year-old anything. Vintage is deeper than that. It's wrapped in history, has heritage, perhaps even comes from another era. My knowledge on what is truly considered to be a vintage watch was furthered by Tariq Malik, Founder of Momentum Dubai, a regional dealer of classic and vintage timepieces in the United Arab Emirates, built in 2011.*

*With the invaluable input of Tariq Malik, allow this author, to re-acclimatize you to the meaning of the word 'vintage' when it comes to watches, its demand, who covets it, and that money is not the first factor considered when buying a vintage watch. It's like art, people who collect art do it because they are passionate about it.*

*We spoke to this collector of vintage timepieces about what constitutes a truly timeless piece to the most expensive pre-owned watch ever sold on Dubai soil. He started Momentum with the goal of sharing his passion and enthusiasm for collectible watches, eventually, to be associated as the go-to distributor for pre-owned luxury watches in the UAE, and the Middle East.*



**LUXpresso:**  
**Tariq, tell us, what constitutes a truly timeless watch?**



**Tariq Malik:** "A truly timeless piece is often an iconic or legendary watch. An iconic watch is a watch which stands the test of time. Brands which have been around for a while, have a strong heritage, or (watch) models which have changed the perception of certain aspects of a watch like the design, the dial and even the movements, like let's say, the Rolex Oyster, with the iconic oyster shape, or , the Cartier Tank, the Jaeger-LeCoultre Reverso, Rolex Submariner, the Patek Philippe 5711. These are all iconic models. The list is endless. Breitling Navytimer, Panerai, even some Chanel watches, or Piaget. Today, most big watch brands have created their own icons."

"An iconic watch can be iconic or timeless, because of certain aspects of the watch itself. To illustrate, in the year 1927, the Founder of Rolex Hans Wildorf, wanted to demonstrate the quality of Rolex's new waterproof watch, the 'Oyster'. To do that, he wrapped the Oyster around the wrist of a lady named Mercedes Gleitze. Mercedes swam for more than ten hours through the English Channel, with the watch withholding water, for the entire swim. That became a legendary event, which translated into the Oyster becoming a timeless piece, not to mention a waterproof watch. Or, another example is James Bond wearing the Big Crown Submariner in his movies - which became a truly iconic watch."

"I also have a personal interpretation of the word 'iconic' when it comes to a watch. For me, a watch is already 'iconic' when you don't need to mention the brand, before the name of the model. For example, GMT Master or Daytona, you don't need to mention 'Rolex Daytona' to explain what that is. A Daytona is iconic. Most watch enthusiasts will already know that. Or, a Monaco, we don't need to mention that it is made by the brand Tag Heuer, The Golden Bridge (Corum), The Reverso (Jaeger- LeCoultre), The Tank (Cartier), The Santos (Cartier). There are multiple examples which we could line up here, but this is my personal interpretation of what an iconic watch is. The fact that the models that I mentioned do not need to be accompanied by the brand name."

## **LUXpresso: How would you define a “vintage watch?”**

**Tariq Malik:** : "There is a clear line between vintage watches, and very often mistaken 'second-hand watches', which some people consider vintage too. The vintage watch, first of all, has to fulfil the criteria of being twenty or more years old, and is discontinued." Of course, a second-hand watch can be more than twenty years old as well, so how do we differentiate it from a 'vintage watch?' "So, vintage in general stands for the age-bracket, which is twenty years plus, as mentioned. Vintage watches are usually iconic, they are precious, they have heritage, they have a story, they have an iconic design, they usually have a good maker behind, a good manufacturer behind them."



"So, if you want to put a definition out there, you could say a Vintage watch is one that is (a) discontinued, (b) fulfilling the criteria of being twenty years or older, (c) and all those aforementioned attributes, whereas, a second-hand watch is one that is previously owned / used. It could be two years old, it could be forty years old.

"The difference between buying new grail watches and vintage grail watches is that for a modern grail watch, you can walk into any luxury watch store and buy your watch, whereas, for the vintage grail watch, you can have any amount of dollars in your pockets, for ages sometimes, until you actually find 'the watch', and that is a very big difference between modern grail watches and vintage watches."

## *LUXpresso: Which are some of the most investment-worthy watches?*

*Tariq Malik : "Vintage watches are investments in passion. When we talk about investments, a lot of factors come into play, like, how much do I want to invest, how long do I want to keep the watch and where do I want to sell. All these are not easy answers. A lot of people say, 'ok, I am going to buy this watch as an investment because I want to have a return', but they don't really consider how, or when, or where to sell the watch, but, that is actually very important. Very often, we are asked questions from clients, 'which watches should I buy for a good investment?' My answer always is buy what you like, buy what you love and buy what you want to see on your wrist. The investment-savvy client usually wants to buy something where his money is not lost after a while, where his watch still retains value."*

*"When you buy a watch, you spend a certain amount, let's say 10,000 dollars. You wear the watch for five to six years, you can still get the same or a little bit less out. That, according to me, is already an investment because you are using the watch. The vintage market has grown tremendously, and the prices of certain watches have increased really, really high."*



*"We can, for sure, say, being in the market for so long, that certain watches have turned out to be great investments over time. It depends on the quality of the watch, the age of the watch, what has been paid for it, what model it is, and which brand it is from."*

*"The general rule is, buy something from a brand which has been around for a long time, which has withstood the test of time (pun not indented), that the model you are buying is 'iconic', that the price you are paying is reasonable. However, that is a question mark. A lot of people don't know what reasonable is when it comes to splurging on a watch. They just want to buy a watch for whatever price it is, they think it is an investment. But, it is not. So, you must be smart in making that purchase."*

*So, when it comes to vintage watch as an 'investment-worthy piece', 'condition, condition, condition is key! If you feel like you may have got a good deal buying a ten thousand dollar worth watch for four thousand dollars, that you struck a good deal or it's the same investment grade, no it is not. It's all about the quality."*

"What also has to be considered is how you put the watch on the market. If you buy a very strong vintage watch for an investment, you must be very sure which channel you want to sell it through. Do you want to sell it at an auction, do you want to sell it on the Internet, or do you want to sell it in the collector's circle? All that consideration plays a huge role. So, just to summarize it, Rolex watches can be very good investments, because most of their models are iconic. There is a huge collecting community out there for most of the (Rolex) models. What I can say, from my experience at Momentum, is that the Rolex sports models and the Day Date are the strongest collectibles and they are good candidates for being investments too. Lastly, like I said before, buy what you love, and you think you would enjoy wearing. That is the biggest investment."

**LUXpresso:** What kind of watches are sold at Momentum? Would you be comfortable throwing some figures at us?

**Tariq Malik :** "We launched in 2011, and we were the first ones in Dubai to offer vintage watches. Honestly, we were testing the waters, as we didn't really know what people are looking to buy in Dubai. We started with a range of 25 brands including Omega, Longines, Oris, Favre Leuba, Rolex, Patek Philippe and so on. Overtime, we realized that we wanted to specialize in a select few. We wanted to concentrate on very few brands and within those, we wanted to be very good, and focus on quality. As time went by, our collection evolved to offering our clients five brands, which are Patek Phillipe, Audemars Piguet, Cartier, Rolex and Omega. Cut to today, we are still offering only four to five brands, but our focus is Rolex, and even within Rolex, it is Vintage Rolex. Some of the models are the Submariner, GMT, and Daytonas. But more than that, we are known as a voice for the Rolex Day Date. So, our widest offering in the shop is currently the Rolex Day Date models, which I believe, we have around 30 to 40 different variants in stock."

"I am a collector too. I collect Vintage Rolex very strongly, my passion, my vision, my expertise and my knowledge has led me to be considered as a serious player at the global Rolex Market and we have established ourselves within that brand, specifically, the vintage bracket."



**LUXpresso: Share some figures with us, if you can.**

**Tariq Malik :** "The average price range, when we opened 10 or 11 years ago, was 1000 to 5000 dollars. Today, we are selling watches up to half a million dollars. With a sweet spot at around the forty, fifty, sixty, thousand-dollar mark."

**LUXpresso: Where do you sell your watches mostly?**

**Tariq Malik :** "We sell thirty percent of our watches in Dubai. And the other seventy percent of our watches go into export. We sell to Europe, Asia, America, Scandinavia. And, sourcing-wise it is the same, most of our watches come from abroad as well. As I mentioned, we sell only thirty percent of our watches locally (Dubai). But, if you go back 10 years, 'vintage' was not even a thing in Dubai, nobody was buying vintage watches. Yes, a few collectors were buying watches from auctions abroad, or from their travels to the U.K, U.S, Switzerland, but the collecting community was non-existent, and we built it from scratch. We are very proud that we have created some great collections here for local collectors."

**LUXpresso: Where do you sell your watches mostly?**

**Tariq Malik :** "When we first opened our store in 2011, we had perplexed reactions from Emirati (local) clients to our watches, most of them were like, 'oh that's a used watch.' They were not particularly excited or interested about it, but when we told them that this is not only a used watch, it is an old, iconic, one -in - a - thousand, discontinued watch, that is when we caught their attention. Proving my point from earlier, when it comes to vintage watches, it is all about the history and their story and the expertise behind the seller, to make it enticing."

"Over time, more and more Emiratis are keen to explore vintage watches and got interested in it, thanks to social media, the bustling watch community and knowledge about auction results, from which they realized the importance of these watches. So, now they come with a special request, for the watch to be more unique, something that perhaps no one, or very few have. And, it is easier to be unique with a vintage watch, rather than a modern watch, which is made in bigger numbers. Once that was understood by them, they were more receptive to the idea of investing in a vintage time piece."

It is the same philosophy as "mass produced" clothing versus a tailor-made, high-end, one-of-a-kind designer garment.

"We have, over the years, catered to many Emirati clients, and among those, there were quite a few big personalities, even royals who bought from us. It is very flattering, and we are trying to do a better job every day to make those attractive to our clients.:

**LUXpresso : According to you, a watch connoisseur is...**

**Tariq Malik :** "Somebody who is passionate about watches, of course, needless to mention, somebody who spends his private time researching watches, who learns about their heritage about the evolution of those watches in the past and definitely somebody who is not in it for the money. Passion is the most important thing."

**LUXpresso: Can you comment on the pre-owned watch market in Dubai today?**

**Tariq Malik :** The pre-owned watch market in Dubai, today, is big. There are more outlets than you can count. Not all are located in the big malls, they are mostly in the Gold Souk, in Deira, Dubai. The pre-owned market is going very strong, especially, when it comes to the modern watches, like Patek Phillipe, Audemars Piguet, just to name a few.

**LUXpresso: Lastly, is there any such thing as "the most coveted watch? I know different strokes for different folks, but, as a brand maybe?**

**Tariq Malik :** We breathe the brand Rolex every day, especially Vintage Rolex. For us, it is the most exciting collecting community. I am a collector myself; I breathe Rolex every day, I have two on my hand, always. For others, it's Patek Phillipe, Omega, for us, it's Rolex.

Contributor to LUXpresso  
Shweta Dembla  
Instagram: @dubaiinaframe





# Cartier

*PASHA DE CARTIER*



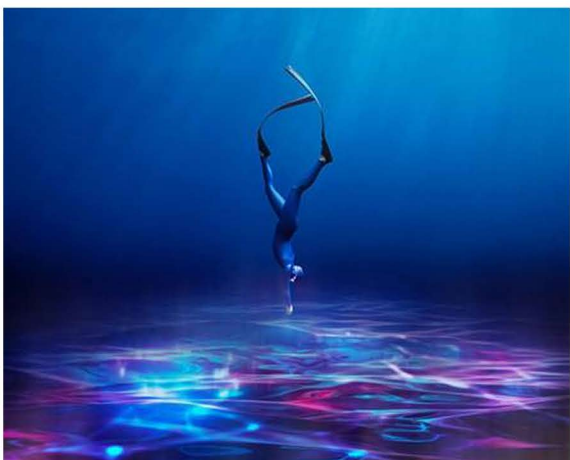
*With its distinctive codes and extraordinary design, the Pasha de Cartier collection is for those who dare to pave new creative paths. The new designs are true to the original 1980s models but with a more refined silhouette, distinguished by a unique chained crown that epitomizes its extroverted spirit. Our innovative QuickSwitch system brings an element of modernity to this timepiece; customize between the steel, gold and leather straps for a look that is all your own. Also equipped with a sapphire crystal case back to reveal its movement – the 1847 MC automatic caliber – this collection is a perfect hybrid of elegance and performance, created for those with bold ambitions.*





## *AQUARACER PROFESSIONAL 300* *BEYOND THE EDGE*

*To mark the launch of the new Aquaracer Professional 300 collection, which was unveiled at Watches and Wonders Geneva 2021, and which is now available in retail stores, TAG Heuer reveals an unprecedented look behind the scenes of its advertising campaign.*



*In an explosion of saturated colours bursting with energy, TAG Heuer is raising the bar when it comes to the aesthetics around fine watchmaking. In the compelling video by young Swiss filmmaker Jonas Egi, three outstanding athletes explore their own limits.*



*The American waterman Kai Lenny, a long-standing TAG Heuer ambassador.*

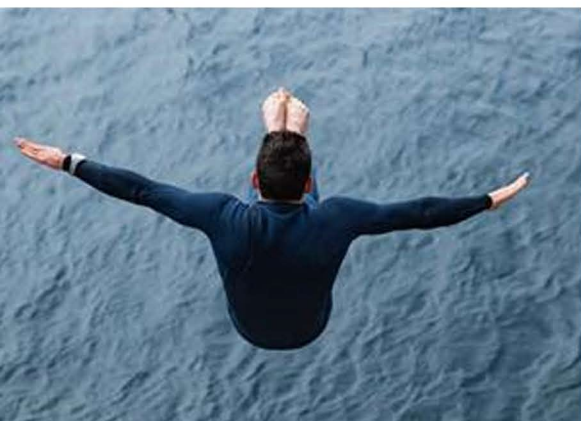
*The freediving champion, videographer and Friend of the Brand Julie Gautier.*

*The diver Robin George.*

*On the crest of a giant wave, in the blue depths of the ocean, and flying through the air ...*

*These extreme sport scenes, filmed in Nice, France, Nazaré, Portugal and Hawaii, almost defy nature. Higher, further and more in-depth than ever before. When you push the boundaries of what's possible, time stops. Or rather, it slows down. In psychology, the flow state, or being "in the zone", is defined as the ultimate accomplishment, a state of extreme focus. It's a unique feeling of being present in the moment. Moving beyond your comfort zone to achieve the very best version of yourself: this is a new*





perception of performance and a spiritual experience that isn't exclusive to champions. "We are very proud and excited to release this amazing campaign dedicated to the launch of the new TAG Heuer Aquaracer collection. The

idea behind the campaign is to take the customer on the journey beyond the edge of extreme sports. We want to inspire our audience by highlighting those special moments when world class athletes go beyond their limits and enter new dimensions. In doing so we are also able to showcase the incredible qualities of the new Aquaracer range." explains George Ciz, Chief Marketing Officer for TAG Heuer.



"The decision to go with visually heightened images, using highly saturated colours and an abstract aesthetic bordering on science fiction breaks with the normal clichés associated with surfing and ocean images. We are instantly transported to another dimension, deep into the imagination. It's about sport and luxury, high precision and artistic vision, yin and yang you might say – a marriage of the extremes that are unique to TAG Heuer." Alexander Kalchev, Chief Creative Officer at DDB Paris.

In this film, which reintroduces its ultimate tool watch, TAG Heuer reaffirms its endless quest for challenge, paying tribute to the mental strength we all have inside us. A timeless, universal commitment in a message more meaningful than ever. "When I put on my wetsuit, my instinct for survival jostles with my competitive spirit. But this competition isn't about beating others – it's about pushing myself beyond the limit, attempting to reach my full potential. Beyond the edge is that extreme point in time when there's no way back, where you're 100 per cent committed and you have no option but to believe in yourself – totally.

# ZENITH

PRESENTS THE  
CHRONOMASTER  
ORIGINAL



THE **21<sup>st</sup>**  
CENTURY  
RENDITION OF  
THE MOST ICONIC  
EL PRIMERO!

Original by name, original by substance. Few watches have been as influential and truly iconic as the Zenith A386, which made its debut in 1969 as one of the first steel watches to be equipped with the revolutionary El Primero calibre – the world's first automatic high-frequency integrated chronograph movement. Over 50 years later, the El Primero remains the benchmark of precision among automatic chronograph movements, giving way to new versions and iterations in a constant evolution of technicity and performance.

While Zenith has paid tribute to many of its emblematic historical references, including gold versions of the A386 in its Chronomaster Revival collection that debuted during the El Primero's 50 th anniversary, a steel re-edition as part of the permanent Zenith collection has long been something that Zenith collectors and chronograph aficionados have been eagerly awaiting. But beyond a modern reinterpretation of this enduring staple among chronographs, Zenith has gone a step further with the Chronomaster Original, which masterfully retains the singular and enduringly relevant design of the A386 while packing the performance of the 21 st century version of the El Primero boasting 1/10 th of a second precision and time measurement.



Upon a first glance, the Chronomaster Original and the A386 it's based on appear nearly identical. The 38mm round bezel-less steel case with a raised and domed crystal, the pump-style chronograph pushers, the faceted lugs and the mix of radial brushed and polished surfaces throughout are indistinguishable between the past and present models. The steel bracelet has been reimagined, foregoing the open "ladder" design of the 1960s for solid links that are sumptuously chamfered and decorated in the same fashion as the case.



They say true icons never fade away. The Chronomaster Original not only upholds the legacy of the A386, one of the most important chronograph wristwatches ever made, but sets a new standard of exemplary performance through the Zenith Manufacture's everlasting pursuit of precision. The collection is available now at Zenith Boutiques, e-commerce and authorized retailers around the world.



ZENITH: TIME TO REACH YOUR STAR.





Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women – past and present – by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight. With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10 th of a second precision and the DEFY 21 with a precision of 1/100th of a second. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.

# Audemars Piguet

Green Hues for  
the Royal Oak

The Royal Oak collection presents a variety of models all enriched with green dials. The new offerings include a 950 platinum Royal Oak "Jumbo" Extra-Thin, a limited-edition 18-carat yellow gold Royal Oak Selfwinding Chronograph, as well as three new Selfwinding Flying Tourbillon variants in pink gold or titanium, all enhanced with vivid green hues.





Vacheron Constantin  
**TRADITIONNELLE**

HOMMAGE TO GENEVA'S HIGHEST  
WATCHMAKING TRADITION

*Born out of a prestigious line of exceptional timepieces, the Traditionnelle collection is a continuation of the watchmaking craftsmanship and know-how of centuries past. For over 260 years, tradition has been a living art within the Maison, where the value of transmission takes meaning. Generations of watchmakers have consistently sought to elevate the art of Geneva's cabinotiers so that their reputation lives on. This unwavering spirit is passed down from master to apprentice, from one watch to the next.*

*After three centuries of uninterrupted history, emotion is intact and expressed through watchmaking pieces in which the aesthetic underlines the technical. Intimately linked, form supports function to give the Traditionnelle collection all its noble character. With timeless elegance and contemporary stringency, only the most willfully talented watchmakers can bring works of mechanical art to life – works unanimously recognized today and doubtlessly so in the future.*

The logo for Luxpresso Magazine features the word "LUX" in a large, bold, serif font, with the "X" stylized as a series of parallel diagonal lines. Below "LUX" is the word "PRESSO" in a similar serif font, and below that is the word "MAGAZINE" in a smaller, spaced-out, sans-serif font.

LUX  
PRESSO  
MAGAZINE

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# FENDI

Men's Spring/Summer

## 2022 Collection



*From the unprecedented perspective of the FENDI headquarters inside the Palazzo della Civiltà Italiana, the landscape sprawls out in a 360° vista towards the seven hills of Rome, the Apennine mountains and glimpses of the Mediterranean Sea. Nature and architecture melt into a spectacular canvas of soft colour, evolving through the course of the day to reveal the dynamic topography of the region in an infinitely changing light. “How you see things – and from where you see them – has never been more important,” says Silvia Venturini Fendi, Artistic Director of FENDI Accessories and Menswear. “Our singular point of view in this period has modified our perception of the world – and mine has become so linked to what I see from the arches and the rooftop of our building. It is almost like a bird’s eye view of Rome from here. The colours and the perspective are always changing – the soft palette of the Roman sky across the day is so beautiful and I wanted it to be a focal point of this collection.”*

Reflections on watching the world from above have inspired the FENDI Men's Spring/Summer 2022 collection, a rich interplay of lightness and ease with a laser sharp focus on the future of luxury. A subtle palette echoes spring flora and the transient skies in pastel shots of lemon and lime, ice blue, lavender, pistachio and peony against mineral shades of travertine, chalk, graphite and slate. Like a daydream from FENDI to the world, the immediate surroundings of the Roman hinterland inform prints, shapes and workmanship, in an effortless study of proportions and scale. Plucked from the FENDI archives, an illustrated map of Rome becomes FENDI Land, a cartographic drawing of the city where the Palazzo Fendi springs up at its centre and the Tiber river flows through a labyrinth of buildings and streets adorned here and there with freehand FF logos. In a harmonious suite of topographic simulations entitled FENDI Earth, abstract contoured motifs float across linen silk suiting, jacquard denim, plush crochet tees and intarsia shearling.



The conceptual distortion of scale creates new tailoring volumes, as hybrid summer suiting combines a multitude of materials, shapes and utility details. Abbreviated wool jackets are cropped at the torso or split with nylon organza and peak lapel linen blazers are fitted with pen pockets and earpods compartments. Pockets drop beneath hemlines and jackets unbutton down the hips, whilst below the waist multi-pocket city shorts define the silhouette alongside straight trousers split at the ankle or panelled in a binary of double cotton and suede.



*The FENDI Men's Spring/Summer 2022 accessories collection is a playful escape from reality, subverting everyday objects with the heights of FENDI craftsmanship. Swimming goggles and swimming caps in collaboration with ARENA join*

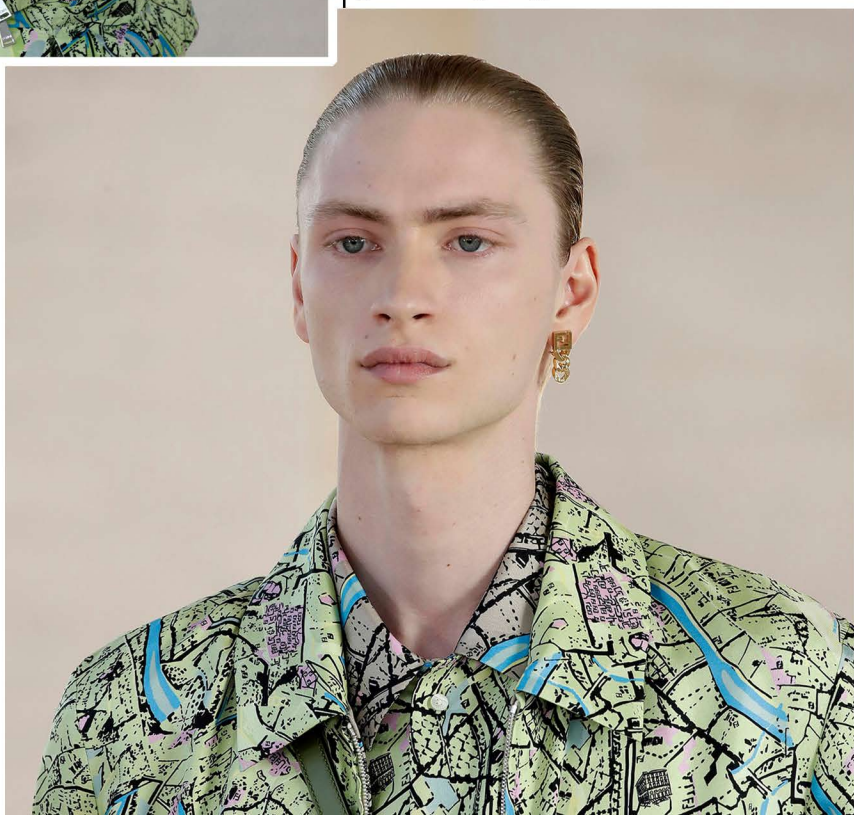
*ping-pong racket bags as ironic summer essentials, and the Baguette is shrunk as a jewellery pouch on a fine waist chain. The Peekaboo appears in matte nylon, finished with burnished edges or Selleria macro stitches, while the Baguette returns as a roomy messenger or perspex clutch. New luggage shapes in canvas and printed FF logo mesh feature a bonded convex profile for a 'fisheye' effect, and the new Fendiness utility buckle appears on a series of nylon webbing backpacks and crossbody styles.*

*New outerwear exhibits the inimitable prowess of the FENDI leather atelier, with vented trench coats, roomy windcheaters and overshirts punctuated by Selleria stitching and embossed detailing on reversible suede, calfskin and sustainable garment-dyed cotton. Shirting in crisp poplin or light woven cashmere features fabric buttons for an all-over monochrome tonality broken elsewhere by a series of collaged fabrications featuring mismatched jacquard collars and striped cotton sleeves. Knits follow the engineered contours of the FENDI Earth motifs in featherweight cashmere intarsia ensembles alongside zipped two-tone double cashmere and polo tops in ribbed or crochet cotton. Mock neck pullovers and tees in crochet mink scoop up in the front, exposing utility belts strung with FENDI loop charms.*

*Evolving from the moulded FENDI Flow sneaker, buckled sandal styles join a monochrome slip-on knit sneaker with injected appliqué details in a pastel palette. Soft suede desert boots with FF logo buckles expound upon the season's outdoor inspirations alongside flatform wicker double strap sandals finished in plush details or Selleria stitching.*



*Directed by Nico Vascellari, the FENDI Men's Spring/Summer 2022 collection film is a majestic ode to the Roman landscape with an homage to the tropes of early science fiction cinema. Mapping the parameters of the Palazzo della Civiltà Italiana, models reveal the building's Rationalist architecture in precise twists and turns as day fades into night and the FENDI headquarters comes to life in a spectacular pulsing light show.*



*Conceived by the Italian composer Alessandro Cortini, the film is accompanied by a 9-minute bespoke electronic composition for FENDI featuring synthesiser tracks inspired by interstellar travel and new perspectives on the monumental setting as seen from above.*



# *Lalage,*

*Founder and Designer of  
luxury label Lalage Beaumont.*

*How was the experience of  
starting your own brand after  
having worked with corporates?*

*It was very exciting and liberating!  
When working for other companies,  
you have to produce collections that  
fit within the company ethos.  
However, starting my own label  
meant that I had a 'clean slate' and  
could design what I really believe in.*



*What inspires you the most in  
your creative process?*

*I would say fabrics and colours.  
The start of the journey for me is  
looking at beautiful fabrics and  
colours. It is in the early stages that  
I draw inspiration from my recent  
travels and experience to pick the  
fabrics that I design and commission  
along with the colours I produce  
especially for my range.*





*How are you distributing in the GCC market? Do you have plans to open your own Boutique out of London?*

*We distribute in the GCC through Tryano in Abu Dhabi, Saks 5th Avenue in Bahrain and 51 East, Shoes and Handbags, in Doha. Apart from this we also sell online.*

*Yes, I would love to open a boutique in the GCC, perhaps in Dubai or Riyadh or Kuwait City – or all three!*

## *Can you tell us more about your latest collection?*

*The Maya handbag is my latest family of handbags, which was introduced earlier this season. For next season, watch out for some beautiful fabric bags and a fabulous new shoulder bag. The clothing collection will feature tartan and subtle tweed textures in 70's inspired, flowing silhouettes.*



## *A piece of advice for someone who wants to start their own Fashion label.*

*It is difficult so you have to be patient and be prepared to keep trying season after season. It takes time for customers to discover you, and then to have the confidence to buy from a new brand. But if you can stay the course, both financially and emotionally, then it is the most fulfilling thing you could do.*





## Gucci Introduces its Gucci Basket Sneakers

Gucci introduces Gucci Basket, a distinctive high-top designed by House Creative Director Alessandro Michele. It is mainly made of Demetra, Gucci's pioneering luxury material that combines quality, softness, durability, and scalability with an eco-friendly ethos.

Few games have had such an impact on street culture as basketball, and now, recalling the high-top trainers that players wear on-court and that have become part of a deep-rooted pop-cultural off-court look, this lace-up sneaker by Gucci for its Ouverture collection takes its name from the sport.

Gucci Basket, inspired by hoops, is a genderless sneaker, and features a special identification tag. The style comes in three different colour and fabric combinations. The shoes have a distressed look, and bright colour details in mixed materials are integrated into the distinctive design, including blue soles, violet mesh tops, padded and ribbed orange backs that wrap around the ankles, and green laces. Fluorescent rubber trim displaying House motifs, including the Interlocking G, is applied to the tongues and on the outsides of the shoes.



Demetra, the main material used, is the culmination of two years of research and development by Gucci's own technicians and artisans. Produced entirely in Italy in Gucci's factory, it is created using the same expertise and processes for tanning thereby achieving characteristics that give Demetra a distinctive, pliable and resilient performance, with a supple and luxurious finish. The eco-innovation behind Demetra combines efficient processes with animal-free raw materials that are primarily from sustainable, renewable, and bio based sources.

Offering visitors a unique chance to discover the sneakers in a dedicated environment, a series of Gucci Pins – the House's ephemeral stores inspired by the pins seen on interactive digital maps – will be unveiled in different corners of the world. Providing an immersive shopping experience, these pins are inspired by basketball courts, celebrating their legacy and cultural significance.

Bringing the shoes in a parallel virtual dimension, a new game will also debut on Gucci Arcade, the ever-growing digital environment where users can engage with the product and codes of the House in unexpected ways, inspired by vintage video games and their aesthetics. Titled Gucci Burst, the game sets the Gucci Basket in a graphic landscape of flying geometric shapes, where space and time have a will of their own.



# EMERGENCY ROOM NEVERLAND COLLECTION

*The Lebanese label has showcased a fashion film titled “Neverland” which compared the Lebanon of the 70s and the Lebanon of today which paid tribute to the current situation in Lebanon and the street behavior amid the latest changes. Emergency Room has broken the limit and created a voice of its own that stand with creatives and showcases the fashion industry changes alongside what world is passing through.*



*The emotional fashion film has opened on archived footage of Georgina Rizk being crowned as Miss Universe back in the days when Lebanon used to be dubbed as the Paris of the Middle East to suddenly highlight the current crises and collapse the country is going through.*



*Launched by Eric Mathieu Ritter in 2018 in Beirut after a coming-to-senses of both the urgent and the emergent state of fashion nowadays, EMERGENCY ROOM is a clothing brand with a mind of its own.*

*Stemming from the belief that fashion production processes urgently need to change, EMERGENCY ROOM utilizes a sustainable and ethical alternative to clothing creation.*

*EMERGENCY ROOM uses unique vintage materials and dead-stock fabrics that are locally sourced to create one-of-a-kind pieces, providing a conscious and authentic ready-to-wear-line.*

*All items are produced in different workshops and cooperatives throughout Lebanon, inviting differently skilled artisans to participate in the process, all the while lobbying for grass roots change in the industry, in its own way.*



The logo for Luxpresso Magazine features the word "LUX" in a large, bold, serif font, with the "X" stylized as a series of parallel diagonal lines. Below "LUX" is the word "PRESSO" in a similar bold, serif font. Underneath "PRESSO" is the word "MAGAZINE" in a smaller, all-caps, sans-serif font.

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*Aristocrat Kids* new

*AW 2021/22*

collection 'Tale of the Gracious Swan'



The new chapter of the Royal Tale tells us a story of grace and magnificent elegance. The founder and creative director of the brand Dace Samite was greatly inspired by the beautiful fairytales written by the well-known Russian poet Alexander Pushkin, especially that of 'Tsar Sultan and the enchanted swan'. With the gracious swan being center stage, the collection beautifully builds on the natural and magical habitat of the swan and the essence of the swan itself.



Hues of misty blue organza and velvet symbolizing the sea are embellished with impressive crystal hand-embroidery and beaded fringes portraying water drops that play with the sunlight in the most magical way. The collection also uses various textures and types of pearl white silk symbolizing the swan itself.



*For the first time ever, the collection presents hand-painted silk fabrics by the designer herself. "I love the sea and wanted to capture the magical momentum of the beautiful summer morning at the beach when the sun is just rising, painting the sky in the most beautiful pastel colors", says the designer Dace Samite. The Magical Sunrise dress is a true collector's item as each dress is completely custom painted, embellished with more than a1000 small crystals that and comes with a signed certificate by the designer and an assigned unique item number.*



*The collection features many details that make the whole story truly magnificent – dozens of hours of hand-embroidery, hand-made silk feathers and flowers, custom hand-made footwear and accessories with the greatest attention to the smallest details.*

*Famous for its distinguished fairytale style, Aristocrat Kids was established in 2013 and is well known for its bespoke service as well as its seasonal couture collections and accessories for girls and boys aged 3 months and up.*

*Aristocrat Kids is loved among members of royal families across the globe, celebrities and others who value the true essence of luxury and uniqueness.*



# EgonLab

*Dynasty collection for  
spring*

*FEATURED ON THE ARAB  
FASHION WEEK CALENDAR  
AS PART OF THE  
COLLABORATION BETWEEN  
THE ARAB FASHION COUNCIL  
AND THE FEDERATION  
DE LA HAUTE COUTURE ET  
DE LA MODE*





A quilted jacket, a house signature, had a high-shine surface and printed motifs reminiscent of illuminated manuscripts. The medieval imagery was carried over onto one of the standouts in the collection, a jacquard trenchcoat featuring the Archangel Michael, symbolic of breaking negative links between past and present, the designers explained. The fabric had been sourced from a small-scale producer as EgonLab seeks to support artisanal crafts. In the same vein, guipure collars and appliqués, on a wide-shouldered forest green suit and black denim jacket, respectively, were made by hand by a “grandma” in Italy.



These were juxtaposed with sportswear made from recycled fabrics and hardware from the duo's collaboration with Sergio Tacchini, now in its third season, and fun jewelry items like rings set with burgundy crystals to be worn on the fingertips like claws. There was also a chain belt adorned with souvenir spoons collected by Glémarec's grandparents over the years, another nod to heritage that summed up the label's quirky stance.



*Presented like a runway show, their video nodded to upcoming projects. The pair plan to stage their first real-life catwalk event in January. The final look was a striking tartan corset dress, a one-off piece intended to lay the land for another new venture, the opening of a demi-couture studio planned for next year.*



# ***VALETTE STUDIO***

***WARDROBE SEDUCE WOMEN AS MUCH AS MEN***



Pierre-François Valette launched his brand VALETTE STUDIO in Paris in 2020, after training at the Ecole de la Chambre Syndicale de la Couture Parisienne, the Isabel Marant studio and undergoing specific training at the Maison Saint Laurent. Focusing on couture work, creative approach and tailoring savoir-faire, this high vocational training, combined with a particular appetite for storytelling and for the arts and stage, is the foundation of the brand's identity.





*Pierre-François Valette integrates in each of his collections a particular attachment to research of volume and construction with an attention to the sustainable dimension of the materials used.*

*For summer 2022, the VALETTE STUDIO man, slightly inspired by Albert Camus writings, takes on the look of a romantic adventurer coming from North Africa whose wanderings led him to manufacture many of the pieces of his wardrobe by himself, as a tribute to couture and handcraft.*



*Always in a very contemporary perspective, the pieces of the VALETTE STUDIO wardrobe seduce women as much as men.*



*Cotton veils with homemade stripes, oversized tailored trousers, fluid summer knitwear, shorts, parachute capes, add volume to a particularly soft palette inspired by Jean Verame's Land Art and desert landscape (salmon pink, pistachio green, denim blue, sandy camel, burgundy red, light grey, ecru). Accessories have an earthy and traditional appeal (satchel bags and card holders in tanned leather, hand-crocheted bags, raffia babouche) and complete the deliberately artisanal and committed dimension of the collection, (semi-traditional hand interlinings, plastron, tailor-made belts, seam pockets).*

# HOW

TO STYLE UP YOUR  
**LOOK**  
WITH MIX AND MATCH  
JEWELLERY?

5 SOLID  
WAYS TO DO  
THAT!





You want to stand out and have an appearance that instantly tells the world who you are. Then it's no secret that couture is key to a successful career woman's wardrobe. Everything you wear—from a cosy turtleneck to a sassy blazer—shows your work style.

But isn't it true that your jewellery too, performs the same thing? Have you ever felt that your jewellery changed the way people viewed you? Let your accessories speak volumes about who you are and what you stand for.

Match your mood with the jewellery in your stack. Check out our mix-and-match lookbook to see what we mean.

Pick a centrepiece – The key to a killer outfit is always great accessories. Spruce up your look by working with one piece at a time. This look can be achieved with a prominent ring, a Noora watch, or a Joory bracelet. Play with the look by using smaller, elegant elements. A cool way to accessorize is to focus on a certain theme and coordinate several pieces of jewellery that are connected somehow. All you need is a chunk of eye-catching statement jewellery to anchor your look.


Layer your way to standout style -  
The most beautiful part about  
layering is that the possibilities are  
endless.

For layering jewellery, focus on  
areas such as  
Your neck  
Wrists  
Ears



Try layering your jewelry based on its size and thickness. Layering necklaces entails alternating long and short pieces of jewelry. Bracelets, on the other hand, can be layered by alternating between thin plain bracelets and thicker, chunkier bracelets. Don't forget the earrings as they can dress up an outfit while also making your hair seem amazing. Take the time to select earrings that complement the clothing, such as little studs for the workplace, or you can keep classic with plain pearls or diamonds to complete the look.

Make sure it doesn't appear overly crowded.

A gold chain necklace with pearls and crystal beads is draped over a black leather surface. The necklace features a mix of gold, silver, and white gold, with pearls and crystal beads interspersed along the chain.

**Mix Metals** - Match your jewellery to your outfit and make a bolder statement with multiple metals. One way to wear mixed metals this season is the Sapphire drop bangle with our classic Mashael watch that has a gorgeous dial made up of genuine mother of pearl which makes the golden numbers glow beautifully. Silver, rose gold, copper, and white gold are just a few of the precious metals available. When it comes to jewellery, it's advised to use a variety of metals. Put your favourite sunglow ring side by side with a sleek minimalist watch, or stack up silver and gold bracelets for instant glamour! Wearing bangle inspired bracelets in 2 or 3 different metals is a great way to update your #ootd

**Add colour** - Playing mix 'n' match with your jewellery doesn't mean pairing all gold or all silver, but allowing each piece of jewellery to shine on its own.

A fashion rule to live by: the brighter the accessory, the easier it is to style. Mixing in multiple colours of necklaces is the easy way to make your necklace more charming and fashionable. You just need a few different colour accessories to help you achieve that easy, beautiful and chic look.

**Extra Tip:** You can pull off a seriously stylish, incredibly easy look when you wear jewellery in different shades of the same colour. It's as simple as putting on a pair of earrings and a necklace – and mixing metals for bonus points.

**Keep things symmetrical** - Pierced earrings are like an instant makeover. A cuff is a nice way to add interest to an earring that might otherwise be simple. To keep the look balanced, choose one earring for your cuff, and embellish the other with a different type of earrings. The two-style ear upgrade: mix studs, hoops, chains, and cuffs for one earring that works in any situation.

**Tips by Minimalist**



Grape County **VIVEDA**  
WELLNESS RETREAT



CO-EXIST WITH NATURE



**Tejas Chavan,**  
*Managing Director, Green Spaces*

***What was the whole ideation about when you thought of Grape County as a luxurious eco-friendly resort?***

*Nashik city is blessed with a beautiful climate, majestic mountains and dams. It was a perfect location to start a resort. “‘Nature’ is the nature of our business”, is our corporate firm,*

*Green Spaces motto. We believe in co-existing with nature. Hence when we thought of getting into hospitality, nature took center stage. We decided to build our resort set against a bio-Diversity Park. We believe in taking care of nature, as it takes care of us. We owe our existence to the diversity of life, and so we are putting in our energies to find innovative ways in which people can share the canvas with nature.*

*Grape County is a perfect heaven for those who are seeking quality time while indulging in nature and being responsible for it. Spread across 20 acres adjacent to 2000 acres of reserved forestland, Grape County is an eco-resort and eco-living destination bringing together nature enthusiasts from different cultures to relax and rejoice amidst the wildness. Be it a quiet walk by the lakeside or a heartfelt conversation on the tree-deck, adventure activities, or a delectable meal with family, Grape County has everything that helps you unwind in nature's abundance. Championing a harmonious coexistence of community and environment, our homes and resorts harness the immense potential of our people and natural resources to deliver unforgettable holiday experiences in this vibrant place.*

***The corporate office at Green Spaces is the first Green Griha Certified building in Maharashtra. Tell us something more about it. What makes the office different from the rest?***

*The Green Spaces Corporate Office demonstrates eco-friendly and energy-efficient construction. It saves energy and promotes healthy living by conserving natural resources. It has been certified with “4 Star” by “SVAGRIHA”, which is known for saving energy and promoting healthy living by conserving natural resources.*

*The building shell has been designed based on the sun path, shadow patterns, wind directions, rainfall, and humidity levels. The use of light wells with turbo window extractors, radiant cooling, solar lighting, and rainwater harvesting, amongst others are the passive conditioning techniques used in this building.*

*Almost all the furniture is made of old salvaged wood, following the concept of 3Rs - Reduce, Reuse, and Recycle. The use of natural materials and well-thought-through planning makes it the most sought-after architectural design.*

***What are sustainable projects you have worked on lately?***

*Green Spaces, Under the “Green Footprint initiative” has pledged to plant 5000 trees in 2021. We also did a Seedball plantation Drive in June 2021 at Grape County Biodiversity Park.*

*We have created man made lakes at Grape County resort which store about 14 crore litres capacity.*



## ***What have been the initiatives taken by Green Spaces towards the betterment of the sustainable environment***

*All projects undertaken by Green Spaces are environment friendly. Our construction policies always focus toward betterment of the sustainable environment.*

*Some of the measures we follow are*

***Fly Ash Bricks (Godara) are used rather than Red Clay Bricks*** - These bricks have better quality and are in proper shape. They mainly contain fly ash, water, quick lime or lime sludge, cement, aluminium powder, and gypsum. This helps reduce the heat of hydration and is good for thermal insulation.

***Artificial Sand instead of Natural Sand*** - It is more economical than natural sand as it is made in a factory. Silt content in artificial sand is zero and so is more eco-friendly and less harmful as compared to natural sand.

***Non-VOC or Low VOC Paints*** - These paints are non-hazardous to occupants as well as nature as they don't contain chemicals. They tend to dry quickly, provide good coverage, and offer a durable finish.

***Furniture & Wooden Material*** – Abiding by the principle of recycling & reuse, we use maximum salvaged wood everywhere. The minor amount of fresh wood material we used is a green-certified wood.

***Glass*** - We use high-performance energy-efficient glass for all windows and balcony doors. These glasses transmit extremely low heat inside because of which the internal room temperature remains normal.

## ***How is the approach taken by Grape County helping in uplifting the standard of living of the local tribes around?***


*We source our products locally*

*We follow a policy of purchasing vegetables, milk, grocery, meat, etc. within a 10 km periphery that fulfils 90% of our requirement. We make all our purchases from local farmers or vendors only. This dedication to livelihood development not only enables local communities to benefit from Nashik's booming tourism sector but also helps reduce our overall carbon footprint by minimizing the transport of goods and services from various locations.*

## ***We empower the local rural community***

*A conscious effort is made to employ more people from adjacent villages. Each employee is taught English, hospitality skills & basic manners in a training driven atmosphere. We gave them the dignity of being full-time employees with all benefits like PF, gratuity, free accommodation, uniforms, and meals.*

*We also have an Agro business by the name “Eco farms”. Ecofarm products were launched as a part of our social initiative. We have tied up with local tribal farmers to provide them a platform to sell their products and to get them a fair price.*



***Viveda as a luxurious wellness retreat has a unique sense of eco-friendly architecture. How does that help in holding the positive aura and overall refreshing experience?***

*One of the most striking features of the Viveda site is its setting. The site is situated between the gigantic Sahyadri mountain range, the mesmerizing waters of Gautami Godavari dam and a mosaic of multi-toned farmlands, sporadic trees, cattle, cows, buffaloes, sheep, goat and so on.*

*Most of the spaces are designed to create shade with minimum walls to allow maximum natural light and ventilation. All the buildings are perforated with courtyards and green pockets, making the project breathable and decreasing the ambient temperature and adding the necessary moisture required in a hot and dry climate.*

*Colors affect mood, and angles or curves can elicit an edgy or calm response.*

*Good design with ample natural light that allows everyone to benefit from the sunshine can actually help people work better, and sleep better at night.*

*One notices the little ways in which the body and mind unwind, almost instantaneously, on arriving at a Viveda Wellness. The slowing of the breath, the unconscious drop in the shoulders, the untangling of the knot in your chest... The de-stressing starts much before any specific therapeutic programmes do.*

# *Mahekk Chahal*

## *on Bollywood & KKK11*



***How difficult is it to establish yourself in the film industry?***

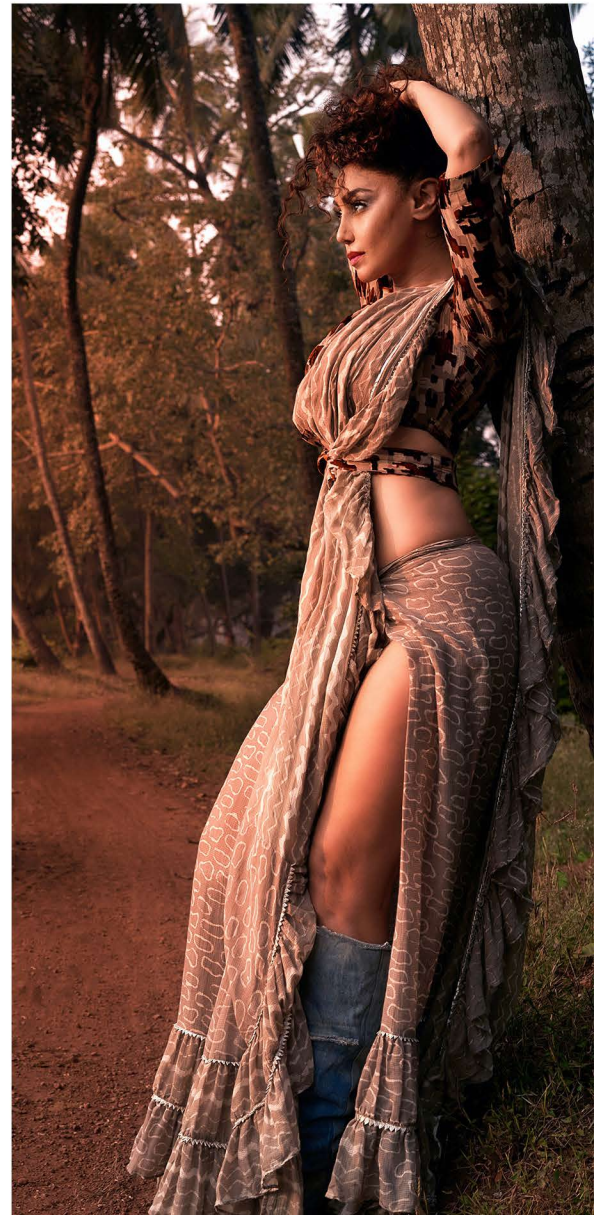
*It was very difficult because I came from Norway to pursue my acting career in Bollywood. So there were a lot of adjustments in language and culture . I didn't know anyone in the film industry. It was a totally new environment. On top of that I knew very little about acting and modeling.*

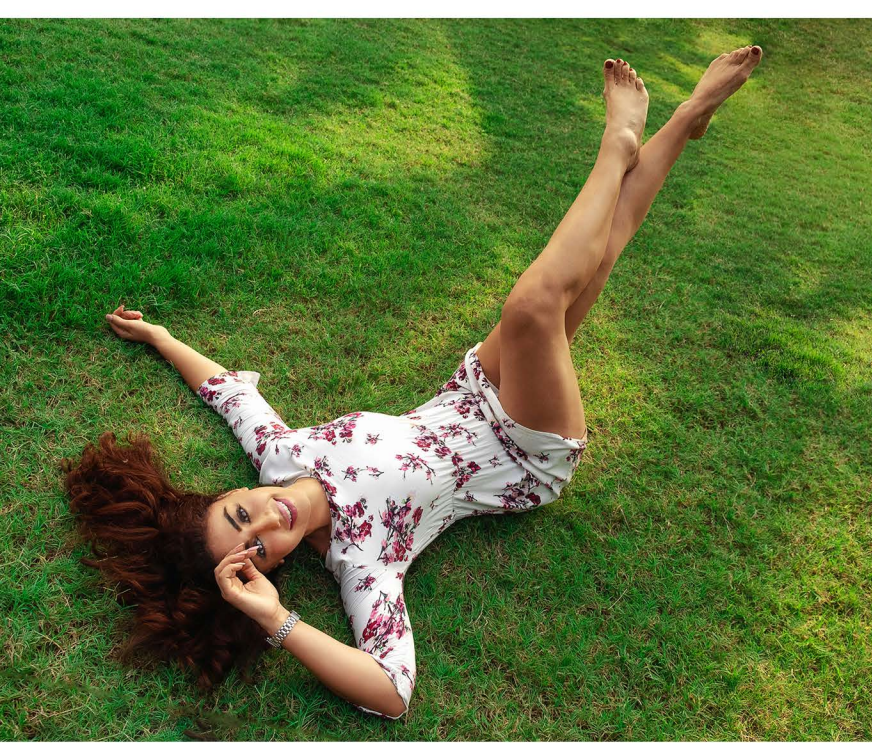
***Have you progressed in your acting career as you have expected?***

*Expecting to even get a break in this industry back then, was a huge thing. I've been lucky to share the screen and work with actors like Salman Khan , Dharmendra , Sunny Deol, Fardeen khan, Mahesh Manjrekar, Bobby Deol, Kareena Kapoor etc. Not only have I worked in Bollywood cinema but also in Punjabi, Telugu, Tamil, Bengali, Kannada and Malayalam movies . And after so many years I'm lucky to still have my passion as a career & get good offers and work.*

***KKK is all about facing your fears! What are you scared of and have you overcome your fears?***

*I am scared of birds and heights. And if I have overcome my fears, I guess you will have to find out by watching me in the show.*





**How was your experience working with Rohit Shetty for KKK? Any particular thing you learned from him.**

Working with such a professional and technical in-tuned person like Rohit sir is always amazing. You get the opportunity to learn how alert he is on sets not only because he is the host but also a film director. So you notice how in-tuned he is with the technical team and everything that is happening on sets. Besides that he takes equal interest in every contestant and understands that

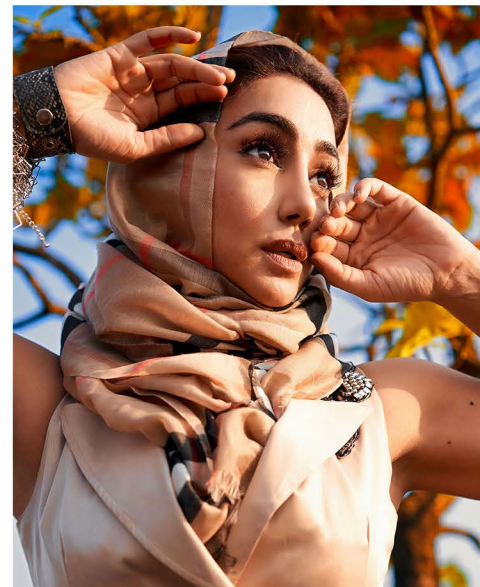
every contestant is different and is facing different stress and fears . He keeps encouraging them to stay strong and focused and guides them before and during a stint personally . This is huge support from a talented and big star like him.

**Outside of acting , do you have any other major interests or passions?**

Outside of acting I have a huge passion for training and fitness. And not to forget I looooooove traveling.

**What would you suggest to budding actors and artists out there?**

I would suggest budding actors and artists out there to never give up on your passion and never let anyone put you down or say you are not good enough. Follow your dreams and work extra hard at what you want. If you want to be the best, work harder than the rest. And even if things go up and down in your life and career don't let it break you but enjoy the journey because you will always fall and then learn to get up. God bless, good luck



Credits for pics  
Shot my Avi Vasu  
Make Up by Shweata Kedia

Gree pic in which she is lying down  
Shot by Fardad Postwala

Candid Corner with

# *Hiten Tejwani*



***What are you looking forward to the most in the next 6 months?***

*I have done a couple of projects and am looking forward to them in the next few months. But what I really am looking forward to is this horrible Pandemic to get over. Just want things to get normal for everyone.*

***What is the best decision you made in the last 1 year?***

*To not step out of the house (unnecessarily) was probably the best decision during the pandemic. And because of that I could spend quality time with my family. I had absolutely no time for the last 2 years due to hectic schedules. So we watched TV, played games and enjoyed togetherness.*



***Who is the core of your life ?***

*Without doubt it's my wife, Gauri. I can't function without her. I can't imagine my life without her.*

***Has the pandemic changed you as a person?***

*Not really. I am a very patient person so it has generally helped me in these tough times.*

***You have a wonderful life partner and we think you both are cutest together. What is it that you think your partner values the most about you?***

*I think she values my honesty. Also my ability to make her laugh. Life has many ups and downs so you need a partner that is easy going, sane and makes the journey happy and joyful. When I am around, Gauri doesn't need to switch on the TV :)*

***Why have we not seen you in an OTT series yet?***

*I have done a couple of OTT series and movies but they were not released with a big bang. But I am working on a few web series that will stream in a year or two.*

***We don't know much about your childhood! What are your memories and describe your best friend from when you were a child?***

*I had a wonderful carefree childhood. Luckily for me, we had a huge playground in front of our house so there was a lot of outdoor activity. My best friend, Mahesh used to stay close by and we used to speak from the windows.*

*I feel kids don't go out much now and are stuck indoors after the covid 19. I so wish they enjoy nature like we did.*

## **Who is the most intelligent person you know?**

*The first person that comes to my mind is Shahrukh Khan. He is surely the most intelligent and witty person I have come across in life. My parents, my wife and my in-laws are very intelligent and there is so much to learn and emulate from them.*

*I happened to work with Mr. Irrfan Khan and he too came across as very intelligent and I thank them all for the invaluable time I spent with them*

## **Can you cope with the feeling of being disliked by someone?**

*It's a great question. As I mentioned before, I am a very patient person. So I don't take things to heart. If I feel there are negative vibes, I just give them time to have a change of heart. But if there is a situation where I am at fault leading to the dislike, I will immediately apologize.*

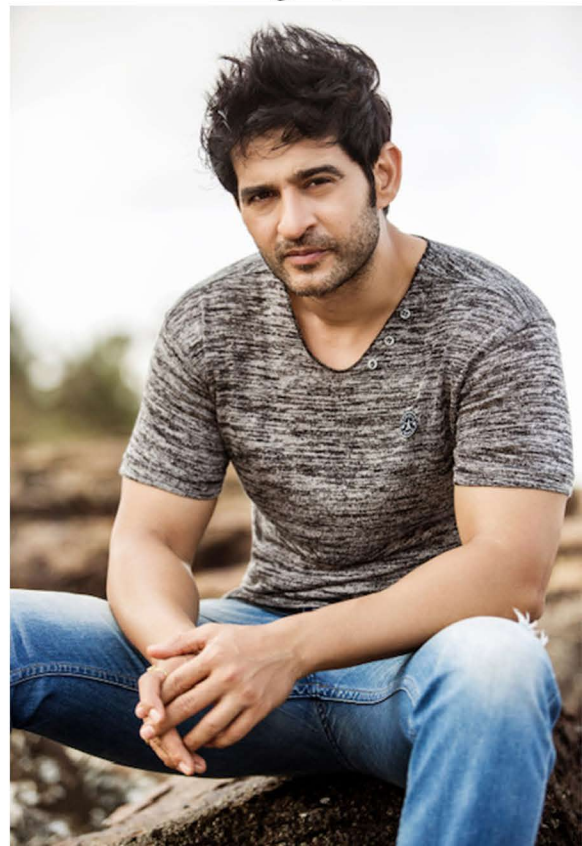
## **You have two adorable and sweet kids. What do you think about people who don't want any children? What would be your advise to them.**

*It's an experience no one should miss. The kids teach you a lot in a way and you live a second childhood with them. When you see the kids respond, adapt and grow at every stage is an amazing process. Well one can't force anyone to have kids, but you are reborn. And everyone wants to leave a legacy behind so my personal belief is to have kids.*

## **Name one historical figure you are absolutely in awe of?**

*Without doubt it's Mahatma Gandhi. His teachings have inspired me a lot. I have read a lot about the great leader and also did a role in an upcoming movie "Silver Gandhi". It's about a character that has dedicated his life to Mahatma Gandhi. He even dresses himself like Gandhiji, the only difference being he paints himself Silver.*

*So I have gotten to know him closely through my research. What I have learnt the most is to live life to the fullest and especially after the pandemic we realize how running after materialistic things is useless. One should find peace in everyday things.*



# *Shibani Kashyap*

## *on Her Musical Journey*



***Who inspired you to turn into a musician?***

*As a child, I would keep humming tunes while listening to my parent's record player. I started singing in the school choir and then took part in an All India Level vocal music competition. The judges were the Legendary Jagjit Singh ji and Chitra Singh ji. I won the competition & it led a 10 year old to pursue music seriously.*

*I was inspired by melancholy to compose music. My songs like "Sajna Aa Bhi Jaa" are inspired by heartbreak and longing.*

## ***What made you decide a career in entertainment?***

*I think it came to me very naturally and instinctively . It was always my passion to be on stage and to sing live and to entertain people. The one moment as I describe in my previous answer when in that competition which I won & when Legendary Jagjit Singh ji and Chitra Singh ji complimented me to become singer, although that time my stage presence was absolutely zero but thereon I decided to make stage my second home and truly it is my second home. Through this magazine interview, I am making an announcement that I will start an academy in teaching, performing arts, teaching the techniques of live performances. Initially we will start with online classes and once the situation gets better and the pandemic subsides, we will go for physical classes.*



## ***What is your creative process like?***

*There is no formula to it well when I have to create a song it just comes to me naturally or I just sit down with my guitar.*

*Sometimes I get the melody first and later I get the lyrics written to it . Then I sit down with a music arranger who is apt for that particular genre of song. For example if it's a soulful song then I would get a particular music producer or arranger, if it's a rock song or EDM or club song, I would go for a DJ producer. So it totally depends on the genre of the song and that's how I choose my people and production team accordingly. When I have to create a tune I like to be absolutely by myself with my guitar or sometimes in the still of the night when it's very peaceful when there is no noise outside. I love the stillness of the night which gives me the power to compose and create.*

**Who would you most like to collaborate with in the near future?**

I would like to collaborate with Sting who is my idol and I think he is an institution in music, a music extraordinary. He is one of the most amazing singer/songwriters, live performers of all time. On the Indian side, I am a huge fan of Arijit Singh. I would love to collaborate with him because I love his musicality not just his singing but his musicality as well the way he rearranges and recreates his own songs for his live shows. It's phenomenal so I would love to collaborate with him.



**If you could go open a show for any artist who would it be?**

If I could open a show for any artist, it would be A R Rahman sir. I opened a show for him at the Commonwealth Games Opening Ceremony back in 2010 and would be honoured to work with him again.

I would love to open the show for Sting too, my favorite musician in the whole world.

**What has been the best performance of your career so far that you are most proud of?**

One can't really pin down the best performance of my career but my most memorable was when I performed at the Kala Ghoda Festival. The lineup was beautiful & I was one of the headliner acts. There was Karsh Kale along with an amazing Turkish band before us. I loved the ambience, the crowd sitting at the Asiatic Library was just mesmerised in the moment.

One of my other memorable performances was at Blue Frog when I collaborated with Swaroop Khan and I had my jazz band along with me. Recently after the lockdown, I performed a very interesting fusion with the Qawwalis- The Nizami Bandhus with my jazz band and it was called "Jashne Ek Shaam" in Amritsar. 800 people were absolutely in tune with what we were singing because fusion creates magic. I did the same show in Silifort in Delhi back in 2017 that too was absolutely mind blowing because there were 2000 people.

I did sold out shows in Egypt wherein we created the journey of Bollywood from the 40s, 50s, till 2000's and through songs. We started the performance with nostalgic songs, then there was rock and roll and we had 20 dancers on stage in a beautifully choreographed act.

I recently did the show on the 1st of March 2020 in the Jawaharlal Nehru stadium. A very successful show with 6000 people in the audience were wearing masks so that is something which is gonna be most unforgettable for me.



# Luxurious & Holistic

Wellness Break At  
Viveda Wellness Retreat



*Nestled within the Sahyadris trails, Viveda Wellness Retreat is a place that will bring you closer to Nirvana. Just a four-hour drive from Mumbai will take you to this lush green surrounding and tranquility to escape the city life.*

*Viveda — The Wellness Village, near Nashik, is the perfect luxury retreat to work on your individual doshas. The cottage villas at the retreat are exemplary with regard to space and natural light. You will be surrounded by beautiful garden patches and panoramic views of mountains.*

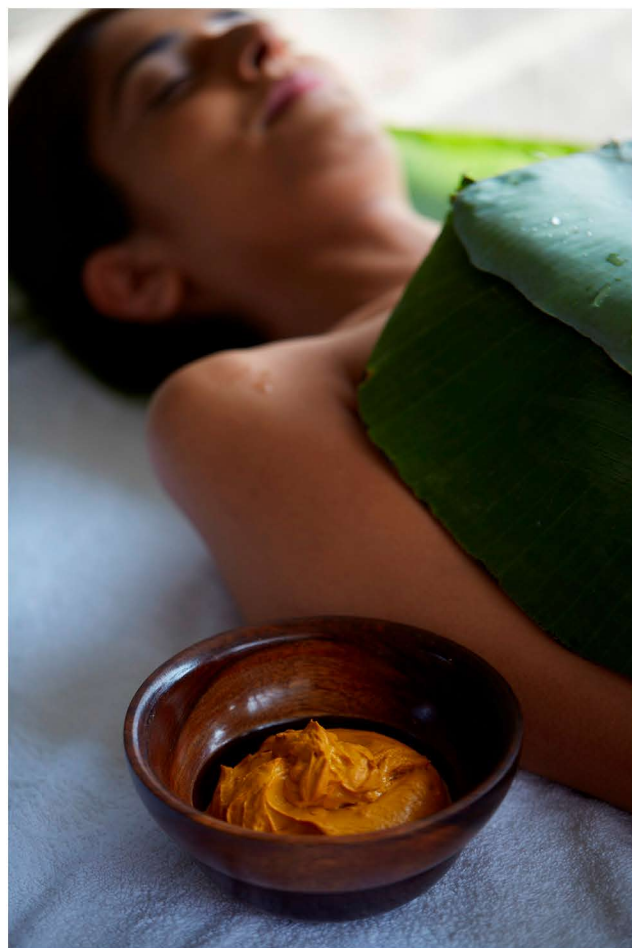


*The wellness center spreads in 17 Treatment rooms, with a Yoga Dome as its center of attraction. While a wide range of therapies like hot and cold therapies, colon therapy, Ayurvedic therapies, beauty therapies, western and oriental therapies are performed by a team of qualified therapists; our yoga experts guide you on the age-old lifestyle practice of Hatha Yoga. Along with Ayurveda, you can also opt for Homeopathy, Naturopathy, and other oriental treatments.*

*Choosing Viveda is like choosing overall detox with customized and holistic wellness packages.*

*The holistic healing begins with a lifestyle consultation with a qualified consultant, where guests are given individual attention to talk about their life's stressors.*

*Later, starting the day with cleansing your different organs like eye cleansing or nasal cleansing the detox session further continues with a power-packed yoga session. Getting to know all the avatars of yoga combined with Tai Chi (Chinese martial art form also called meditation in motion), Reiki modern fitness regimes is truly a unique fusion experience.*





*This enthralling experience is even more enhanced by satvik and vegan food served at the wellness village. Just as the spa treatments, yogic and meditative detox, the menu is also customized as per the guest's dosha. The deterring program also focuses on regaining nourishment and strengthening the body's natural immunity. The whole journey is complemented with the right nutrients to deter, regain, restore and sustain the vitality within you. The menu is filled with fresh, balanced, nutrient-dense food prepared with the healthy method to restore balance and harmony within the body.*

*If there's a time to feel at peace with yourself it's while attending the general mantra chanting, pranayama, sound healing, meditation session.*

*The energizing wellness program is harmonious with the international spa treatments available at Viveda, which are known to take away all the stress and strain. Every spa treatment a special massage therapy is used that will rejuvenate you and accelerate the healing process.*



*The entire approach to health on long-term diseases is to treat the diseases from the root level and address the main cause as in Viveda we believe every physical symptom is related to your inner wellbeing of mind and soul. All that you experience at Viveda can be surely practiced at home as well. You will be advised with wellness guidelines upon check out which one can easily follow in order to sustain a healthy lifestyle. This approach and last consultation session just before the check-out have been designed to work on the long-term illness of the guests if any.*

*Healing and recharge are Viveda's main concern through holistic wellness programs. You can even wheedle out that pandemic anxiety at this retreat with a special 'Post Covid Healing Program.' This weekend-long program promises to relax your senses and heal your body from the aftereffects of Covid. There are multiple therapies that help promote reviving congestion, improving the immune system, cellular healing, etc.*

*One can get accustomed to these calming schedules, chipping birds, the serenity of the luscious Sahyadris, and the sweet floral aroma. One will feel re-energized and more equipped for the new normal with this fulfilling wellness break.*



DUBAI-BASED  
**FILMMAKER**  
**ALEX SUHORUCOV**  
SHARES TOP TIPS ON FILMING  
A FASHION FILM

- Alex created history with his fashion film *Inner Sanctum* which is the most viewed and watched video in entire history of Arab Fashion Week reaching more than 24 Million audiences



“Fashion films are a filmmaker’s dream – moody, stylized and often experimental. Unlike commercials, which are forthright in their messaging and typically utilize an “appeal to the masses” approach, fashion films aim for a softer sell and typically target a niche audience. The proliferation of web video has led to an increase in this ‘genre.’ “ said Alex Suhorucov, Dubai-based filmmaker and founder of Full House DXB

He added, “Brands have taken notice, using this platform as a way to forge deeper connections with their audience.”

With the growing filmmaking industry in the UAE, Dubai resident and filmmaker Alex Suhorucov, who is also the founder of Dubai-based media production company, Full House DXB, who created the historical fashion film *Inner Sanctum* which is presently the most watched and most viewed fashion film in the entire history of Arab Fashion Week reaching more than 24 Million users in all digital platforms, shares helpful tips for budding filmmakers who aims to pursue their careers in the film industry.



## ***Tip #1: Music is Everything***

*Behind every great fashion movie there is a great musical track. Music has the power to radically change the way the public perceives your film ... and later the clothes.*

*When choosing the correct track, you want to focus more on how the track will complement the clothes. All this depends on the type of clothes you are going to sell. For example, if you are creating an ultra-stylish modern fashion movie, you may want to choose an avant-garde electronic track. While if you are creating a lifestyle video for a sweater brand, you may want to choose something a little more popular.*

## ***Tip #2: The Art of Organizing***

*Your shoot is going to take longer than you plan for — that's pretty much guaranteed. But you should absolutely create a timeline for the day so you at least have benchmarks to keep you on schedule. If you're shooting outside, then you'll need to know what time the sun sets. If your shoot is outdoors, it is necessary to control the timing because of the light resources, but if it is indoor, it is best to bring the right light equipment. Make sure you have a backup plan if things run long and give yourself a buffer in the schedule.*

### **Tip #3: Be a Storyteller**

*Trying not to make a formulaic 'fashion film'. Films need a narrative or concept to keep people engaged, that should always be the focus. Tell a story — with a beginning, middle and end. Make it engaging and mysterious so people would be keen to find out what's going to happen each and every scene. It's important you don't confuse your message or people won't know how to engage properly. Of course, from a brand or publisher's perspective, the goal of a fashion film isn't simply to entertain; it's to create brand awareness. That's where distribution comes in.*



### **Tip #4: Color Your World**

*If you want to take your material to the next level, then color should be a fundamental part of your post-production workflow. This is especially true if you are creating a fashion movie. The color, or more specifically the color palettes, can make the clothes stand out. When fashion designers design clothes, they use color palettes ... why should I abandon the color palettes when you edit your video? Spend a little more time planning the color of your material and you will be surprised by the result!*

### **Tip #5: Invest in Equipment**

*When making a fashion movie, the tone is king. Before selecting the camera, you need to find out the general tone of the scene. In my case, I knew that I wanted to experiment mixing slow and fast motion using a technique called Time Remapping, so I needed a camera that recorded at least 60fps. While the camera is certainly important, do not forget the lens. If you want to get really close shots, maybe a macro lens would be the best. Just make sure to be consistent on whatever lens or shots you will use for a campaign and before buying any products, be responsible for doing your research and ask a professional friend so they can advise you of the right tools that you will need for your filmmaking journey.*



# Mindset



Welcome back, I hope last month's article helped bring some easy and enjoyable movement into your daily routine. This month we are going to focus on some simple mindset ideas. Whilst we all have a certain amount of will power to help us keep on track when establishing healthy habits, having some small techniques to ward-off an inner critic or anxious thoughts can be really beneficial.

In the past, as a society we haven't really given mindset the focus it deserves. However, as we have seen, particularly over the past 18 months, mental health is a serious component to maintaining and/or developing our wellbeing. Anxiety is one element that many of my clients deal with in some shape, form and intensity.

Most of us encounter what we may refer to as 'everyday anxiety' - for example: apprehension about a work interview. An appropriate level of anxious thought may help keep us in a 'zone' for optimal performance. However, too much can have a crippling effect and quickly expand into various areas of our lives.

At this point, I wish to note that if you do feel that anxiety is having a negative effect on your mental health, please speak up and see your health care professional for advice and help. The below ideas are by no means a substitute for professional care. They are purely presented here to provide ideas to help lower our level of 'everyday anxiety'.

Below are some simple ideas that may be useful in helping us ward off some everyday anxiety.

As humans we have a set of innate, subconscious biases. One of these biases is called a negativity bias - in that, we place greater value/focus/thought on stimuli (real or assumed) that has the potential to cause us harm. This negativity bias can play a big role in causing everyday anxiety as we tend to overstate the negative and thus feel more apprehensive than we rationally should.

Overstating the negative is fantastic if we go trudging through a jungle filled with tigers. Being alert and aware of potential danger may help keep us safe. However, the same mechanism, at potentially the same intensity, is not so helpful in allowing us to perform not so 'threatening' tasks (eg everyday life). And in most cases, as I am sure you have experienced, this response kicks into gear at the mere thought of the situation, well before the actual event even occurs!

Understanding and being aware of how this bias may effect us is important in managing our everyday anxiety. Hopefully the below ideas may help next time you feel that anxious feeling arising:

**1) Establish some 'what if's':** Take a moment to sit back and think about the situation that is making you feel anxious. Write down all the 'what if' options you can think of about this scenario: 'What if this happens..? What if this is the outcome..?'

Some of the wild scenarios that potentially run through our head (which, if unexplored, we naturally give validity to) most likely won't occur. But even if they did, write what you would do.

Now take the more likely outcomes. Write a response that highlights the rational solution to the 'what if'. In most cases, there will be a logical, rational response that we can put in place and plan for. Through this process, we may not be able to totally remove the nervousness surrounding an event, however, it allows us to recognise and disperse the intensity and level of anxious thoughts that when left unchecked, we naturally let run loose.

**2) Explore the worst case scenario:** The above process has potentially culled many of the irrational scenarios by default. Now take all the rational scenarios and think of the worst possible outcome of each. Ask yourself will you still survive? Is that outcome, taking a rational broader perspective of it, really that bad?

Once again, this process can help us zoom out and put our anxious thoughts into a controlled perspective. When we are in the hustle and bustle it is very easy to let our minds take us on a journey. However, having the ability to consciously step back, become aware and rationally explore our thoughts, provides the opportunity to take control and lessen the unwarranted worry and anxiety.

**3) Can and Can't Control** - I'm sure the percentages vary between Grandmothers, however, most of them will have a saying somewhere in the range of: "We spend 90% of our time worrying about things that never actually happen". Age old wisdom, however, we naturally worry about things. One way to stem the worry, is to approach them from the perspective of what we can, and can't, control.

Write down all the things you are worried about. Now group those into what you can control and what you can't control. I tend to have another category called 'absolutely absurd'...

Now try as hard as possible to let go of the worries you can't control. For example, what someone else thinks, does or says is not in your control. This worrying takes energy away from more important and constructive solutions to actual challenges that you can control. Focus on the simplest action you can take to solve an issue you can control. Most things are never as bad or as hard as we initially perceive them to be, and once we start, we find performing the task is significantly disproportionate level of worry we attributed to it.

So, like the previous articles, no rocket science here. Just simple, practical ideas that we can put in place to help manage our everyday anxiety and build the behaviours and habits that improve our wellbeing.

One important takeaway from this month is the power of awareness. Once we become aware of something, we can then begin to put in place methods of changing, managing or improving it. Next time you feel anxious about something, try to give yourself the space to step back, use the above ideas and think through your thoughts. What is driving those feelings? Generally if we dig a little deeper, we can isolate the underlying cause. Which may be totally unrelated to what we feel anxious about. However, finding that cause is key, because then we can work with it. Like finding the food that works for you, a routine that improves your sleep, or a type of movement that you actually enjoy, these little insights open up the pathways to optimising our overall wellbeing. Don't worry, be happy now.  
Best wishes, Chris

If you would like some further ideas regarding mindset or general wellbeing, please feel free to contact Chris via email: [chris@weretreats.me](mailto:chris@weretreats.me) or on Instagram: [@lawlesswellbeing](https://www.instagram.com/lawlesswellbeing).

Chris is a Phuket-based Wellbeing Coach. A certified PT, Yoga Teacher, Sports Nutritionist and Psychology Graduate, Chris specialises in personal transformation and optimisation. With a team of health professionals, he operates Wellbeing Experiences which provides wellbeing retreats and events focused on creating sustainable health and wellness ([weretreats.me](http://weretreats.me)).



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MENU



The Best Sunglass Trends  
to Try This Summer from the  
Experts at

*Adasat*



*Take over Instagram with  
these hottest selling eyewear styles from Adasat*

*Sunglasses are the one item that can make or break your summer wardrobe, whether you're planning a beach-bound staycation or a long-awaited holiday abroad. Not only can your eyewear give your outfit an instant boost, but there's no better way to show off your personality this summer than with a pair of assertive sunglasses.*

*That's why the experts at Adasat, UAE's premium platform for designer eyewear have rounded up the best sunglass trends to shop this summer. Not only are these super comfy but also provide a dash of luxe to your summer look. From futuristic designs and exaggerated styles to retro frames, there's something for everyone and every budget.*

### ***Geometrical & Funky***

*A bold trend  
to follow,  
geometrical*



*sunglasses are all the rage this year. These include funky shapes such as triangles, squares and hexagon that will soon dominate your social media feeds all summer long.*

### ***Oversized & XXL***



*The must-haves for this season, exaggerated styles and bold frames are back this season. Whether in a corporate environment or a playdate at the park, these sophisticated sunnies can take you from professional to playful in no time.*



## *Tinted & Transparent*

*Add a retro touch to your summer with a pair of frames that lend a pop of colour via tinted lenses.*



*Whether it's a classic frame elevated with bright shades or an acrylic set of sunglasses, these are the statement pieces to invest in this season.*



# TOP 5 PRODUCTS

*FOR SUMMER FROM SECRET SKIN*

*The hot, brutal summer of Dubai has arrived and you may be wondering what the top beauty products are to enjoy. With the constant heat, comes the daily use of air conditioners and the skin could be left feeling totally parched. What better way than to stock up on some of Secret Skin's finest! This clean beauty brand is not only mindful to the needs and well-being of the people and planet, but also delivers fantastic beauty results which will not disappoint.*

*From skincare, body and hair care to fragrances and men's grooming there is something for everyone to treat themselves to.*



***RANAVAT JASMINE HYDRATING MIST – AED 220***  
*Packed with antioxidants that defend against environmental stressors and free radicals, the Jasmine flower is the ultimate hydrator.*



***AMLY SLEEP TIGHT  
REJUVENATING  
FACE BALM – AED 370***  
*A rejuvenating face balm and mask to strengthen, renew and refine skin.*

# SECRET SKIN



## ***RHUG BODY CREAM WITH MARSHMALLOW ROOT AND LEMON BALM – AED 175***

*A rich body cream with an indulgent base of Organic Cocoa and Shea Butters with Rhug Beeswax, known to deeply hydrate and protect the skin.*



## ***MAULI SUPREME SKIN FACE SERUM – AED 341***

*The anti-ageing Supreme Skin Serum is formulated to repair and reactivate collagen for a petal-soft complexion that glows with vitality.*



## ***ODACITE HYDRATION POMEGRANATE ROSE GERANIUM SERUM – AED 185***

*PO+R Hydration Pomegranate Rose Geranium Serum Concentrate specifically works towards providing the skin with optimum hydration.*

# Setting up a *Workspace* at *Home*



Working from home is a very different situation as compared to working in an office. While the work is the same, the working environment is fundamentally different. The office has a proper routine and schedule to follow, but working from home is relatively fluid, with multiple distractions and disassociated tasks at play. Hence, it becomes all the more important to set up a beautiful and functional workspace to keep oneself motivated and efficient.

Any work, whether a business, a corporate job, or some freelance work, that is to be managed from home will require a dedicated spot. Though it may not require a full-fledged, dedicated office area, one definitely needs a designated workspace to operate from. I like to call this space or spot the 'Hoffice'- Home Office! Your 'Hoffice' needs to fulfill some basic criteria-

The location of the workstation is critical to your work; It has to be relatively quiet and should allow for privacy to concentrate and get the job done. Ensure good Wi-Fi connectivity at that spot.

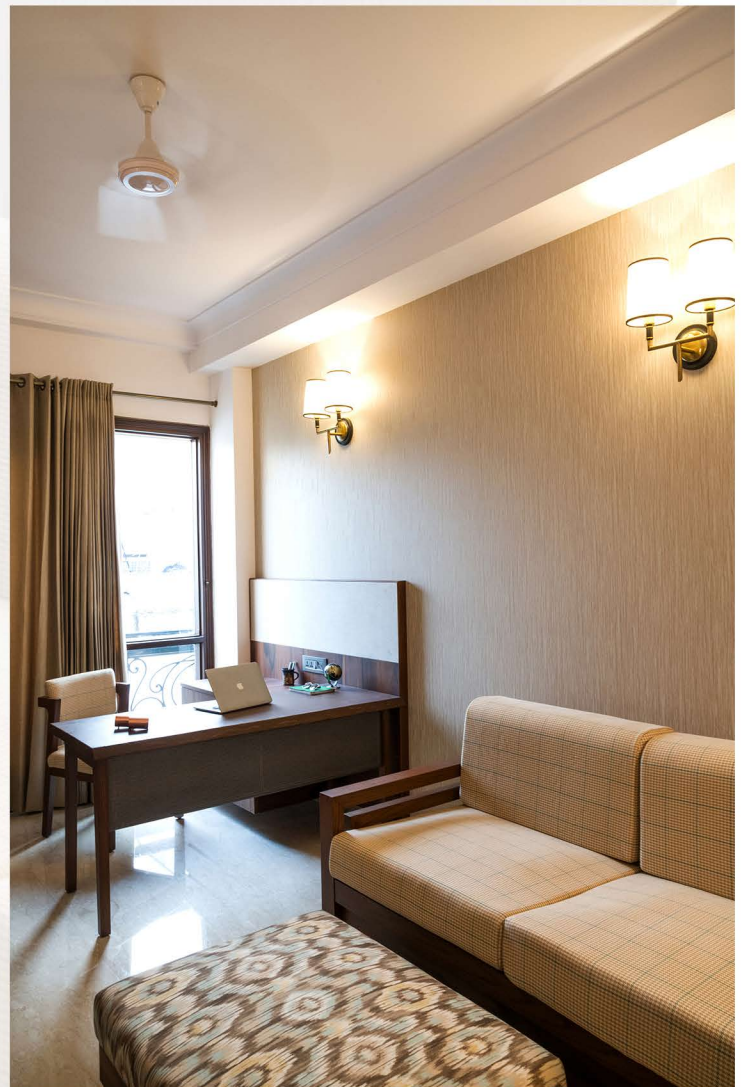




*Placing your desk against a window or in a room with natural light filtering in, is ideal. Some much-needed vitamin D can be an instant energizer, and daylight is a known mood booster. Thus, it will help one stay focused on the task at hand.*

*In case there is a restriction in finding a well-lit space, install good artificial lights. A work area with good lighting will ensure that the eyes don't get tired. Plug in a good lamp, and one is set to go.*

*Along with this, ensure that there are enough electrical points to plug in all devices- laptop, phones etc. If not, one can always use a multi-plug adaptor. Make sure to use a wire management system to hide the wire clutter.*



*Organize your desk- a clean, organised workspace helps one stay focused. Keep your papers and files organised in a drawer or shelving system. Putting stationary in nice trays and holders will not only aesthetically enhance the décor, but also keep the space clutter-free.*

*Choose the right furniture. Since you will be at your desk almost all day, make sure it is ergonomically viable as well as visually appealing to go with your room setting. Invest in a good chair; it must have the correct height, good back support, and comfortable armrests.*

*Add some greens- a small house plant on your desk can add freshness, especially when your eyes need a break from the laptop screen. Go for fragrant candles or essential oils; the right fragrance can help one focus better. These small nuances will make the space look happy and bright.*



*The advantage of working from home is also the flexibility of sitting at our desk, dining, or sofa. Either way, enhancing the overall space with beautiful pieces, some greenery, fragrant candles, and comfortable furniture will help motivate one to work and focus better.*



Spokesperson: **Devika Khosla,**  
Creative Director,  
The Works Interiors



## *The Future of Virtual and Hybrid Events Post Covid By*



***Cajetan Afonso,***  
*Co-Founder, 360X*



***Tania Afonso,***  
*Co-Founder, 360X*

***What forms will hybrid events take Post Covid and what consideration will affect how hybrid events evolve?***

*Event Management as an industry is constantly evolving with technology & audience experience being at its core. The pandemic saw this ever-changing industry transform to virtual events. As experiential marketing professionals, if the canvas had changed from arenas and ballrooms to phones and laptops, we needed to design the best audience experience for this new canvas.*

*People have been networking virtually for well over a decade now, by way of social media, be it to connect with family and friends or to find jobs, companions, etc. Virtual connections have proven to build stronger ties and lets attendees connect with Speakers and other high-level personnel that they would not necessarily have access to in person. It also allows for in depth analytics that helps improve on the user journey and better the experience with every passing event and its learnings. However - this cannot be emphasized enough – virtual events are far more than just a live webinar. It's about creating a holistic experience for your audience and making them soak in the brand and what it has to offer.*

*However, now with more and more countries lifting lockdowns and giving a green light to live events, marketers are spending a lot of time trying to strike the perfect balance of live and virtual interactions. Brands across the globe have been able to expand their reach via virtual events. Even with live events kicking off it's important for them to continue engaging the virtual audience that may not be able to travel or may simply prefer attending an event virtually. Giving attendees this choice is paramount. This is where hybrid comes in.*



## ***How will hybrid events differ depending on scale and sector and B2B vs B2C, etc?***

*Letting guests attend an event in a way that's most comfortable for them is going to become increasingly important. Even when live events return, many people are still going to prefer staying in and not travel. By shifting to hybrid events, brands take a customer-first approach and let the guests decide how they'd like to engage – physically or virtually. Adding virtual components to live events will continue to see greater focus with its increased reach across borders and thus better monetisation opportunities.*

*360X has been in the live events business for decades and understands the importance of immersive experiences that drive engagement at an event. "Our goal at 360X was to bring back the wow factor in virtual events. We do not want people to think of virtual as a compromise, but rather a fun way of experiencing an event from the comfort of their homes and explore and participate in it with the same vigor and enthusiasm of a physical event."*

## *How do you see the mix of events between physical, virtual and hybrid developing in terms both of what will happen as Covid finally ends?*

Statics show that 66.5% of event professionals are already planning to use hybrid as their go-to format once in-person events resume (source - EventMB). And according to Forbes.com, acceleration in the Virtual Events space will outsize previous revenue estimates of \$404 billion by 2027. These statistics do not surprise us and the last year has made the benefits of Virtual and Hybrid events clear.



- **Health and safety:** With countries still going through new waves and variants of the virus, audiences may feel safer to participate virtually.
- **Cost efficiency:** The cost benefit to event producers and attendees cannot be ignored.
- **Amplification and reach:** While physical events will be produced with limited audience sizes, the virtual clone of these events will give brands the opportunity to achieve extended reach and engagement across borders
- **Flexibility that it provides content creators and audiences:** Content can now be live and virtual. The efficient use of time makes its enticing to speakers and audiences.
- **Longevity:** Virtual and hybrid events allow organizers to extend the life of the event and make the content accessible to guests for much longer
- **Sustainability:** encouraging attendees to use digital versions of brochures, business cards, etc is an underlying benefit of going hybrid.

## ***And what new technologies are currently paving the way?***

*With technology and design evolving across the realm by leaps and bounds, we have seen virtual events take on several interesting forms as well. ‘Tomorrowland’ as a case study proves the above. An on-ground festival that usually saw an audience size of approximately 400,000 had 25 million unique users for its virtual edition. The reason for audience traction is simply because Tomorrowland is known for its fantastic audience experience and the virtual audiences were certain that it would be more than just a stream. It was a truly digital festival. Another example is a virtual event we hosted for Panasonic. Hosted on a stunning virtual island, the environment was embellished with everything on brand, right from the colours and textures to the ambient music and more. While the event was targeting dealers from 8 different markets, each attendee was only privy to content pertaining to his/her market and got a sense of exclusivity while giving the Panasonic team the convenience of hosting a multi-country event simultaneously.*



*Virtual and Hybrid is now integral to the overall event experience and technology is improving. We will soon move into the adoption of true VR, wearables, etc. and find ourselves even more immersed into events from the comfort of our homes. While we are all looking forward to live events, there's no argument that live, virtual and hybrid must co-exist and the event industry needs to adapt to this new normal.*



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