

EL MAN

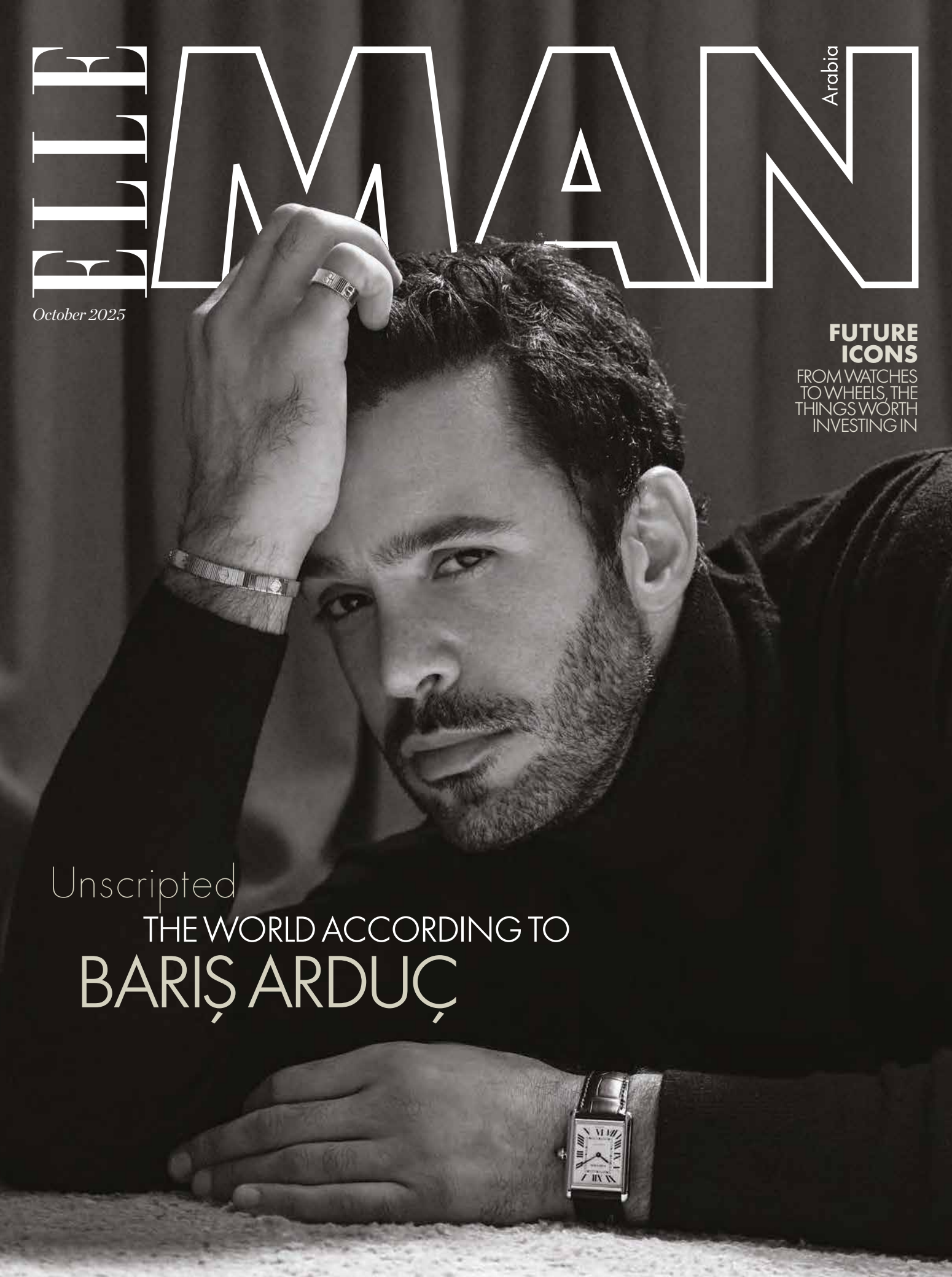
Arabia

October 2025

**FUTURE
ICONS**

FROM WATCHES
TO WHEELS, THE
THINGS WORTH
INVESTING IN

Unscripted
THE WORLD ACCORDING TO
BARIŞ ARDUÇ





150
YEARS

AUDEMARS PIGUET
Le Brassus



CODE 11.59 BY AUDEMARS PIGUET



REFILLABLE OBJECT



ECHO OF THE EARTH

TERRE
D'HERMÈS

NEW
EAU DE PARFUM INTENSE





Editor-in-Chief RANY OHANESSIAN

Managing Editor DINA KABBANI

Senior Art Director T PRASADAN

Photo Editor GEORGES DAHER

Copy Editor MIRA KHOURY

Production Manager LEA HAJJ

Production Coordinator AHD SAKR

Digital Managing Editor ELSA MEHANNA

Content Editor HANANE MERHEJ

Fashion & Beauty Digital ROULA ZAAZAA

Culture & Celebrities Digital ROXANA AOUN

Lifestyle Editor ROULA OHANESSIAN

Publisher and Group Editor VALIA TAHA

For Advertising PATRIMONY MEDIA Z LLC

Brand Director HASSAN EL SAMAD

Online Media Manager ABIGAIL JOSEPH

Social Media Manager ALIA ABDO

ELLE ARABIA / PATRIMONY MEDIA FZ LLC
DUBAI MEDIA CITY, ZEE TOWER, OFFICE 403, DUBAI, UAE
E-MAIL:INFO@ELLEARABIA.COM

C.E.O RANY OHANESSIAN

Financial Director KHUSRO AZIZ

Assistant PETREESHYA CHLLENGAT THAZHE

Printing UNITED PRINTING & PUBLISHING

ELLE
INTERNATIONAL

a division of
Lagardere
NEWS

CEO: Constance Benqué, CEO ELLE International Licenses: François Coruzzi, Chief Content Officer/International Director of ELLE: Valéria Bessolo Ulopiz, Deputy Editorial Director: Virginie Dolata, Fashion Director: Alexandra Bernard, Syndication & Editorial Coordinator for Northern Europe, Middle-East & Africa, Latin America: Faustine Joriss De Caussin, Copyrights Manager: Kenza Allal, Database Manager: Pascal Iacono, Marketing Director: Morgane Rahée, www.elleinternational.com, International Advertising: Lagardere Global Advertising, Chief Revenue Officer ELLE International Media Licenses: Julian Daniel, idaniel@lagardere.com

Trademark notice: ELLE® is used under license from the trademark owner, Hachette Filipacchi Presse, a subsidiary of Lagardère SCA.



ALPINE EAGLE FLYING TOURBILLON

Epitomising the pure and sophisticated aesthetics of the Alpine Eagle collection, this 41 mm-diameter model is crafted from Chopard's exclusive, high-quality Lucent Steel™. Equipped with the L.U.C 96.24-L movement, it is one of the rare flying tourbillon watches to bear both chronometer certification and the *Poinçon de Genève* quality hallmark. Proudly developed and handcrafted by our Artisans, this exceptional timepiece showcases the finest expertise and innovation cultivated within our Manufacture.

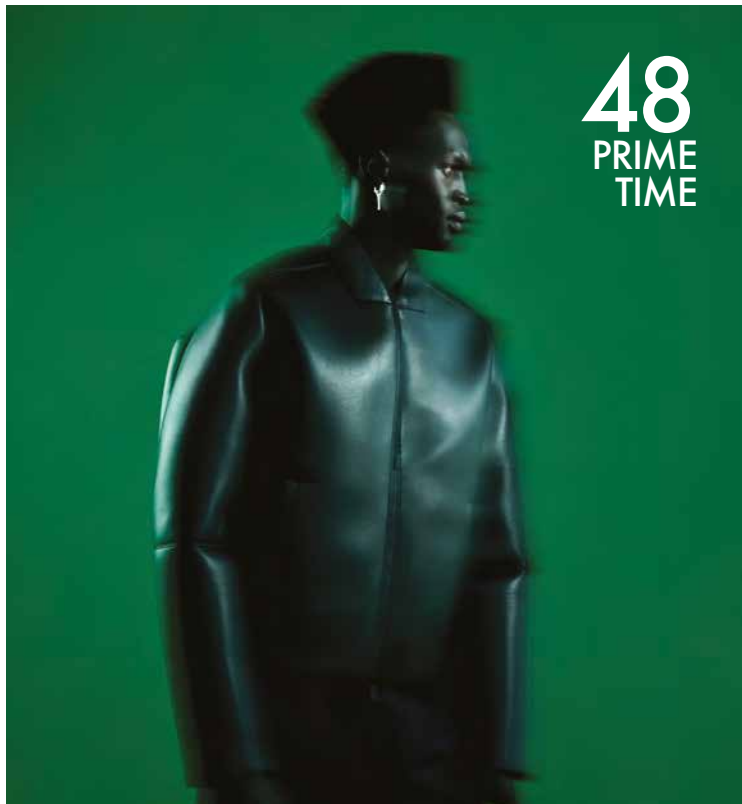
Chopard

THE ARTISAN OF EMOTIONS – SINCE 1860

EL MAN

Arabia

October 2025 Issue 006 Contents



48
PRIME
TIME

EVERY MONTH

11 THE VIBE

Espresso, latte, mocha – FW25 runs on caffeine, served strong, smooth, and in every shade of brown

12 FASHION MEMO

Your curated roundup of the noteworthy news to pay attention to now

14 ART OF TRANSFORMATION

Dior Men FW25 proves that menswear can be daring, dramatic, and effortlessly cool

16 THE MOOD

Shearling, chunky knits, and earthy browns set the tone for FW25 – a season where comfort meets city-ready edge

20 FAST-TRACK

Hilfiger's new season tears up the rulebook with easy layers, bold

textures and a campaign that proves prep is for anyone who wants in

24 DESIGNED TO DISRUPT

Lucas Tremsal on chasing freedom, redefining style, and creating a community where fashion feels personal

26 MOST WANTED

Slick, edgy and cool, this season's accessories are made with the modern man in mind

29 MY ONE, YOUR ONE

Marwan Kalawoon talks why the future of fashion is about finding your own lane

30 BACK TO BUSINESS

Christian Louboutin's newest menswear drop proves that bold style starts from the ground up

34 UNSCRIPTED

Turkish charm, bold choices, and stories that go beyond the screen – Baris Arduç like you've never seen him

48 PRIME TIME

Full of energy and attitude, Dior's Fall line is a blend of historical silhouettes with contemporary innovation

56 NEW SEASON AHEAD

FW25 is less about rules, more about attitude, making getting dressed feel exciting again

76 EXTREMELY BOLD

From office hours straight into after hours, this season's workwear means business

WATCHES

90 THE FUTURE OF TIME

Everything you need to know about the pieces that are rewriting the rules of horology

96 TIME TO IMPRESS

From sharp lines to smart mechanics, Hublot's latest drop proves luxury can be edgy and contemporary

104 POETIC TIME

Precision, design, and quiet confidence – this is how timekeeping looks like this season

126 THE SOUND OF SCENT

As YSL Beauty introduces Y Le Parfum, Lenny Kravitz talks self-expression, intensity, and living without compromise

128 THE ALCHEMIST

Cool days demand warmer, sharper scents – layered, smoky, and made to make a statement

137 THE WILD CHAPTER

Johnny Depp, a puma, and a sun-scorched desert. Dior's legendary Sauvage fragrance goes cinematic

CULTURE

139 ART IN THE SHADOWS

Louvre Abu Dhabi reimagines itself with daring installations and the coveted Richard Mille Art Prize

140 WANDER READS

These travel reads will keep your wanderlust alive, one page at a time

142 THE BEAT GOES EAST

Everything you need to know about IMS Dubai 2025

144 IN CONVERSATION WITH

Samer Johnny Jamal on how MENA creators are mixing culture, tech, and AI to craft content

146 THE GUIDE

Don't miss this season's essential film, music and more

GROOMING

119 GROOMING DIARIES

The Founder & CEO of Antati talks grooming non-negotiables and his must-have skincare

120 RADAR

Hot new products to add to your grooming arsenal this season

122 TWIST & TURN

Big, bold, and unapologetically textured – curls are claiming their spotlight this season

123 THE BEST SERUMS

Post-summer skin feeling the toll of heat and humidity? These superstars are the ultimate reset

124 THE SHORT LIST

Cropped, sharp, and a little rebellious – the mini fringe is the cut making noise this season

LIFESTYLE

150 THE REGION'S RUMBLE

Heavyweights, rematches, and UFC's Qatar debut

151 HOT WHEELS

Meet the man behind the luxury car service Wheely

152 IN THE FAST LANE

These are the 2025 Grands Prix where adrenaline goes global – and why you'll want a front-row seat

154 WHAT'S THE BUZZ

All the latest drops and noteworthy happenings in the world of tech, sports and music

156 CULTURAL VIBRATIONS

Your little black book to Jamaica



ON THE COVER

BARIS ARDUÇ
Photographer
Mehmet Erzincan
Stylist
Polina Shabelnikova

MAX VERSTAPPEN



Official Timekeeper
of Formula 1®



TAG HEUER

DESIGNED TO WIN

OFFICIAL TIMEKEEPER OF FORMULA 1®. AGAIN.



TAGHEUER.COM

THE F1 LOGO, FORMULA 1, F1, GRAND PRIX AND RELATED MARKS ARE TRADEMARKS OF FORMULA ONE LICENSING BV. TAG HEUER FORMULA 1 IS A TRADEMARK OF LVMH SWISS MANUFACTURES SA. ALL RIGHTS RESERVED.



Left: Barış Arduç: Everything you wanted to know and more — about the man behind Turkish drama
Below: FW25 is less about rules, more about attitude



Made For Now

Dear Readers,

If FW25 has a mood, it's bold — but not loud. It's confident, effortless, and made for men who know exactly who they are. It's a season built on contrasts: comfort and edge, drama and ease, rules and rebellion. And at the center of this conversation is our cover star, Barış Arduç — the Turkish actor who has mastered the art of duality. He's as comfortable disarming audiences with charm as he is taking on roles that push him far outside the safe zone. In our cover story, he invites us into that world — the choices that

matter, the lessons learned, and what it means to build a career that grows as you do.

Inside, we throw you straight into the action — from the roar of UFC's Qatar debut to the hum of Wheely's luxury car service reshaping how we move. We spotlight cultural moments that matter, from Louvre Abu Dhabi's daring installations to IMS Dubai 2025, and explore the people, places, and ideas shaping what comes next. Trust us, this season is one you'll want to experience, not just observe.

Elle Man Arabia team

MCPURA - Engine layout V6 - Max power 630 HP - Max speed > 320 km/h - Acceleration 2.9 sec
 - Max torque 720 Nm - Traction RWD.



E=MCPURA

MCPURA PURE EMOTIONAL ENERGY.



ELLE MAN

Arabia

Style

WINTER PLAY
Sharp silhouettes meet soft textures in Hermès FW25, where oblique lines and equestrian-inspired casaques turn every layer into a statement.

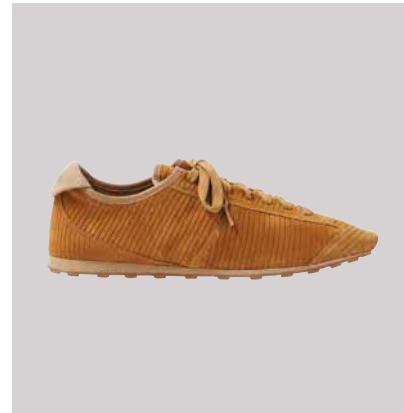
WINTER, REDEFINED...

SHEARLING, CHUNKY KNITS, AND EARTHY BROWNS SET THE TONE FOR FW25 — A SEASON WHERE COMFORT MEETS CITY-READY EDGE

HERMÈS © BRUNO STAUB

THE VIBE

Espresso, latte, mocha — FW25 runs on caffeine, served strong, smooth, and in every shade of brown. Think caramel knits, dark chocolate accessories, and tailoring that looks as bold as it feels.



JACQUEMUS



A.P.C.



JACQUES MARIE MAGE



VALENTINO



PALM ANGELS



MIU MIU



JUNYA WATANABE MAN



ALANUI

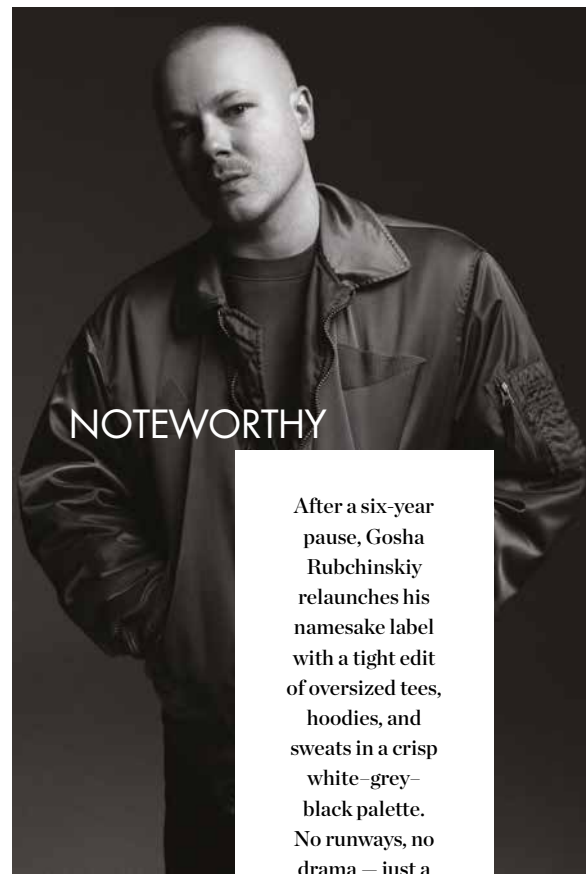


PRADA



SKINNY JEANS

Yes, cigarette-tight denim is back and sharper than ever — streamlined, street-ready, and made for layering under boots or oversized jackets.



NOTEWORTHY

After a six-year pause, Gosha Rubchinskiy relaunched his namesake label with a tight edit of oversized tees, hoodies, and sweats in a crisp white-grey-black palette. No runways, no drama — just a global pop-up tour, fresh casting, and a direct-to-consumer drop that feels built for now. Call it Gosha 2.0: minimal, confident, and ready to shake things up.

Fashion Memo

YOUR CURATED ROUNDUP OF THE NOTEWORTHY NEWS TO PAY ATTENTION TO NOW!



COVETED COLLAB

WHO: WALES BONNER X ADIDAS
WHAT: If Kareem Abdul-Jabbar was your childhood hero, FW25 is your drop. Jabbar Lo sneakers in luxe suede, dragon-embroidered tracks, and team-colored long socks — heritage, street style, and straight-up legend status.

LAUNCHMETRICS SPOTLIGHT

TRENDING... BROWN SNEAKERS

It's time to think outside the white sneaker box: Brown kicks bring warmth, texture, and effortless style to every street-to-office look.



1. GIVENCHY
2. AUTRY
3. COMMON PROJECTS
4. RICK OWENS
5. BOTTEGA VENETA
6. GUCCI



BACK TO WORK

Ditch the briefcase — Celine Homme's backpack is your all-day upgrade. Sleek enough for the office, roomy enough for your gym kit, and just the right amount of cool.

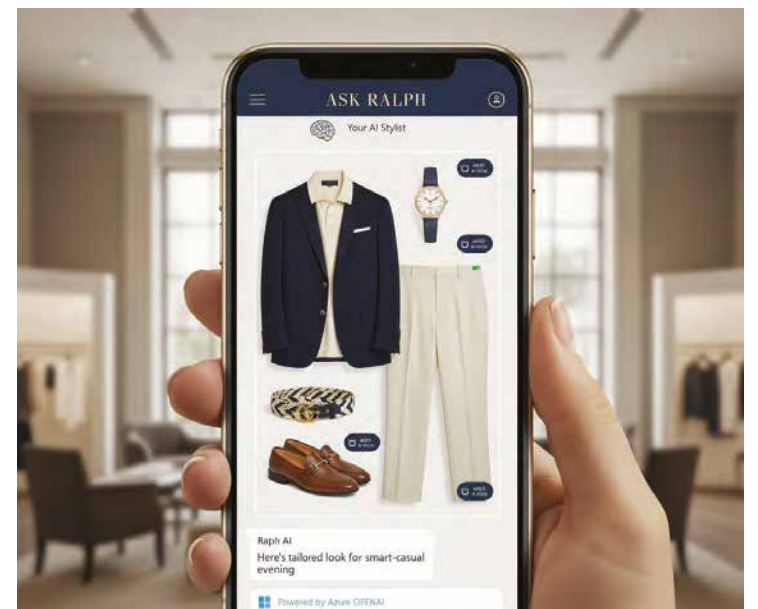


ON OUR RADAR

Art attack incoming. KAWS is UNIQLO's first Artist in Residence, turning LifeWear into gallery-ready streetwear. He'll be curating art events at flagship stores worldwide, teaming up with museums, and shaping future collections. Expect bold graphics, playful twists on essentials, and exclusive drops. First collection lands Fall/Winter 2025 — art, attitude, and serious street cred, all in one.

ASK RAPLH

Don't know what to wear to your next dinner date? Or struggling to make that navy blazer work? Your style dilemmas just got a tech upgrade — meet Ralph Lauren's Ask Ralph. The new AI stylist chats with you, offering outfit ideas straight from the brand's archives — it even links you to shoppable looks. For now it's all about the Polo collection in the U.S., but the plan is to expand.





© JACOB GUERIN



© ANDREA CENETI/PO

© ETHAN HART



THE ART OF TRANSFORMATION

From jackets that turn into skirts to playful shifts in volume and silhouette, Dior Men FW25 proves that menswear can be daring, dramatic, and effortlessly cool.



© ALFREDO TOIA

Sharp lines, bold angles, and a wink to history — Kim Jones opens the season by revisiting Christian Dior's Ligne H from 1954. But this isn't a retro throwback; it's menswear with a twist, where structured elegance meets playful transformation and every silhouette feels both familiar and surprising.

Metamorphosis is the running theme. Jackets slide into skirts, volumes stretch and flare, and masculine and feminine cues intertwine in unexpected ways. Archive pieces get playful makeovers, time periods collide, and the wardrobe feels like it's constantly shape-shifting — elegant, theatrical, and a little mischievous all at once.

Volume and movement steal the spotlight. Robes and opera coats, borrowed from the women's archive, drape dramatically; silks and satins catch the light just so; and pleats, folds, and controlled drapery create a subtle game of shadows. It's grandiose yet disciplined, with a sculptural edge that feels modern and unexpected.

The Casanova spirit permeates the show. Think extravagant dressing with a wink — masculine rigor meets feminine flourish, 18th-century excess meets contemporary elegance, and masks, bows, and ornamental flourishes add a playful, theatrical touch. It's a celebration of charisma, charm, and sartorial fun.

Accessories carry the same duality. Leather goods are soft but structured, hardware punctuates in all the right ways, and shoes mix classic menswear craftsmanship with couture flair — a satin bow here, a hand-embroidered archival motif there. Even the smallest details, like a sterling silver chatelaine or glass-beaded raindrops, turn tradition into a playful surprise.

Embroidery threads through the entire collection, from Dior's 1948 Pondichéry motifs to reinvented pinstripes and herringbones. It's lavish, intricate, and clever — a reminder that couture is as much about skill and artistry as it is about aesthetics. Dior Men FW25 proves that heritage doesn't have to be stuffy; it can be transformative, whimsical, and effortlessly cool.



© JACOB GUERIN



© SOPHIE CARRE



© JACOB GUERIN



© ALFREDO TOIA

LEARN YOUR LINES

This season, shearling isn't just outerwear — it's a tactile power move. Plush interiors peek from rugged exteriors, turning every jacket into a conversation starter. Cropped for edge, oversized for swagger, it's a fit for every mood. Stick to neutrals for easy layering, or go deep with chocolate and caramel to dial up the drama.



#Elletip

Mix textures — soft shearling with leather or denim adds instant edge and keeps the look playful.



ON OUR SHOPPING LISTS



1. PRADA 2. RICK OWENS 3. DSQUARED2 4. GIUSEPPE ZANOTTI 5. BURBERRY



Street Style

KNIT & GRIT

The humble cardigan has shed its grandpa-core image and stepped into the spotlight as one of Fall's coolest layering pieces. Oversized, slouchy, and begging to be layered, it's ready to sneak over tailored trousers, chunky boots, or even a suit for maximum "I woke up like this" energy. Go bold with patterns and textures, or keep it tonal and sleek — either way, it's proof that cozy and cool are no longer mutually exclusive.





HEMLINE RESET

Bermuda shorts are having their grown-up moment, shaking off their preppy past in favor of sleek, city-ready cool. For Fall, they're paired with oversized coats, chunky knits, and knee-high boots for a fresh, layered approach. Hitting just above (or below) the knee, they strike the perfect balance between relaxed and refined — making them the ultimate transitional piece that feels just as right on crisp city streets as at a weekend escape.

ON OUR SHOPPING LISTS



DOLCE & GABBANA



AMIRI



STUDIO TOMBOY



DRIES VAN NOTEN

LAUNCHMETRICS SPOTLIGHT



1. SAINT LAURENT 2. DOLCE & GABBANA
3. BODE 4. PALM ANGELS 5. REVERES 1949

SMOOTH OPERATOR

Velvet suiting is back with a vengeance, bringing a dose of '70s swagger to the modern wardrobe. Think wide lapels, rich jewel tones, and a louche confidence that feels right at home under moody fall lights. Wear it with a turtleneck for retro cool or a crisp shirt for a sharper spin — proof that power dressing can still have a little swagger.



LAUNCHMETRICS SPOTLIGHT



EMPORIO ARMANI



GIORGIO ARMANI



AMIRI



WILLY CHAVARRIA



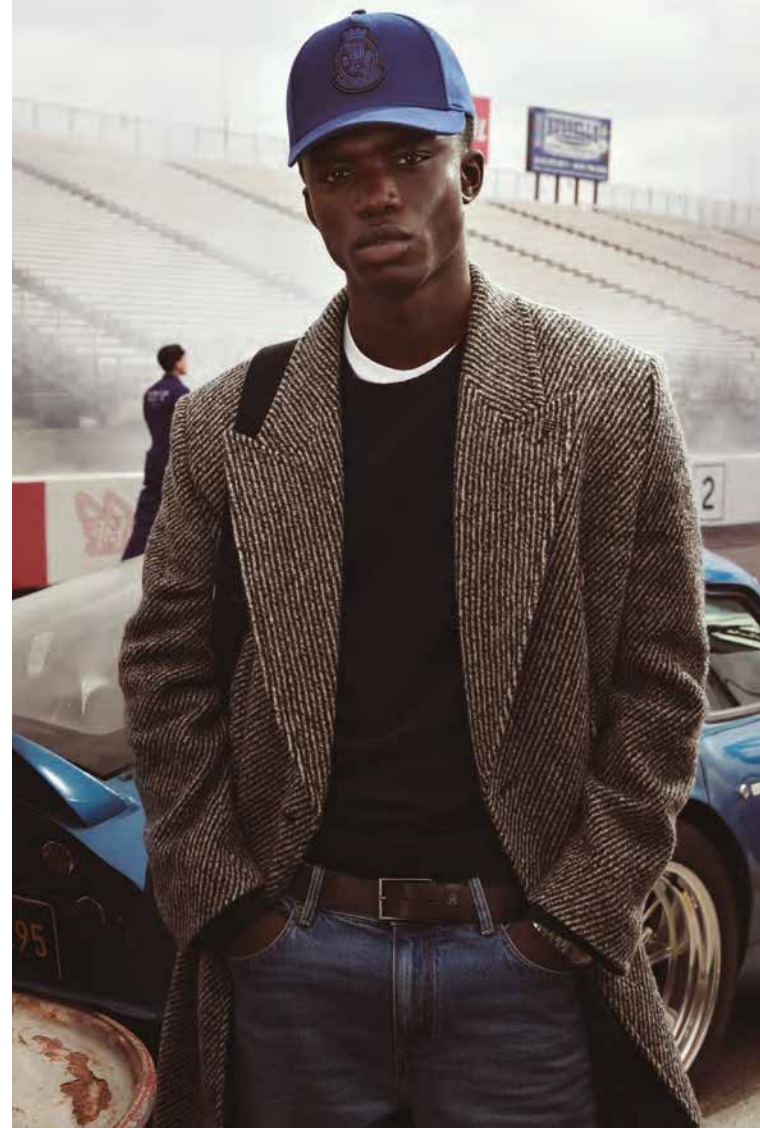
TODD SNYDER



FAST-TRACK

Forget exclusivity — Tommy Hilfiger's new season tears up the rulebook with easy layers, bold textures and a campaign that proves prep is for anyone who wants in.

Tommy Hilfiger has never been about playing it safe. From the moment he planted a giant billboard in Times Square announcing himself to New York's fashion scene in the '80s, the designer made it clear: prep doesn't belong behind velvet ropes — it belongs everywhere. Fast forward to Fall 2025 and that same spirit is alive, this time taking the form of The Hilfiger Racing Club. Picture it: the nostalgia of motorsport, the swagger of New York prep, and a cast that includes Nicholas Hoult, Claudia Schiffer and a new guard of culture shapers, all stepping onto the track like they own the place.





The message? You're invited — no RSVP required.

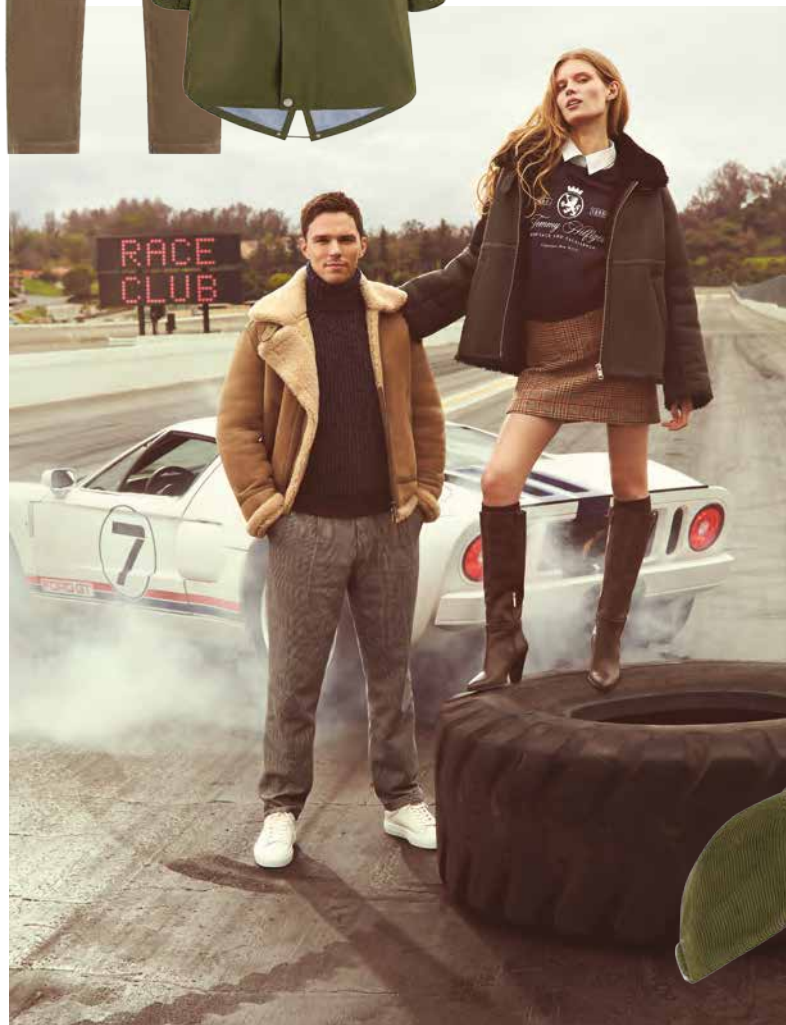
The collection mirrors that attitude. It's prep, but loosened up, with enough versatility to carry you from Monday meetings to Saturday night plans. Oxfords peek out from under rugby shirts, ties are worn with just the right amount of carelessness, and outerwear gets a technical upgrade with water-repellent barn jackets and trenches in checked wool blends. There's a sense of layering that feels less "uniform" and more "choose your own adventure."

And while Hilfiger's red, white and navy roots are firmly in place, the palette broadens this season with earthy neutrals, sage greens and a cheeky pop of marigold yellow. Think of it as the wardrobe equivalent of stepping on the gas — familiar, but with an unexpected jolt of energy.

As the weather cools, things get richer: chunky knits, corduroy pants and heavyweight coats that bring heritage textures back into play. But even at its most Winter-ready, the collection keeps a sense of ease. Pleated pants are paired with crest sweatshirts, denim is dressed up with minimal effort, and nothing feels overworked. It's clothing designed to move — whether that's across town or around the track.

The campaign itself is classic Hilfiger: a mash-up of heritage, rebellion and cultural references that somehow all make sense together. Motorsport has its own old-school traditions, but here it becomes a stage for individuality, optimism and a good dose of defiance. Hoult and Schiffer bring timeless star power, while the younger cast injects that fresh, global energy Hilfiger has always been good at tapping into.

And that's really the point. Hilfiger has spent four decades democratizing prep — from hip-hop to Formula 1 paddocks — and Fall 25 is another chapter in that story. The Racing Club isn't about exclusivity, it's about showing up as you are. Tie or no tie, polished or relaxed, in the stands or on the podium — the doors are open. So yes, the clothes are sharp. Yes, the campaign looks great. But more than that, Tommy Hilfiger Fall 25 feels like an invitation to bend the rules of prep to your taste. Because the only dress code here? Confidence. And maybe the occasional marigold sweater.



"THE RACING CLUB ISN'T ABOUT EXCLUSIVITY, IT'S ABOUT SHOWING UP AS YOU ARE. TIE OR NO TIE, POLISHED OR RELAXED, IN THE STANDS OR ON THE PODIUM — THE DOORS ARE OPEN"





LUCAS TREMSAL

DISRUPT

For Lucas Tremsal, the future is the ultimate inspiration. The Paris- and Beirut-based designer opens up about chasing freedom over security, redefining style as self-discovery, and creating a community where fashion feels personal.

Your career has taken you across different roles and industries — What's the moment that changed everything for you? One eye-opening moment came just after I finished school. I had just gotten my diploma in Paris and couldn't wait to return to Beirut, where I had landed a job as an assistant to the creative director of a unisex label — a very small structure that taught me everything. That experience showed me what was possible, and even though I doubted my direction at times afterward, I know that's where it all began.

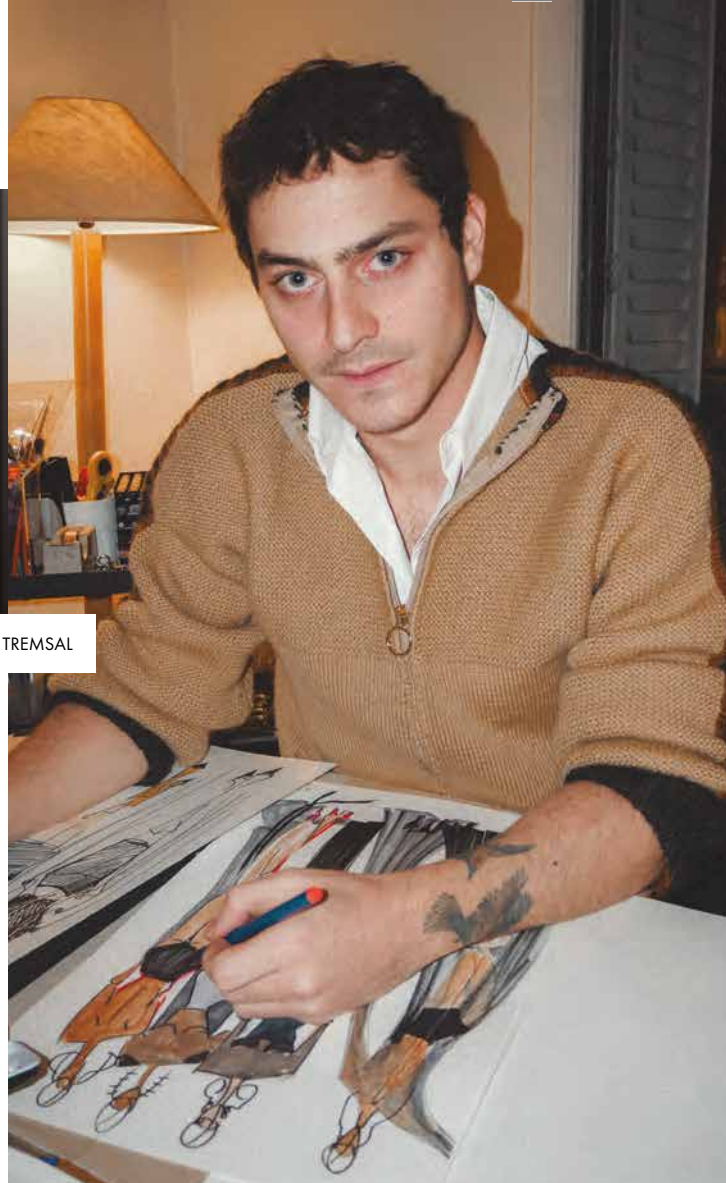
What's inspiring you right now — books, music, art, or even a city that's feeding your creativity? Right now, I'm inspired by the future. While I'm a nostalgic at heart, I'm holding on to the hope of brighter days ahead, and that positivity fuels me. As an artist, everything can spark inspiration, especially in my two homes, Paris and Beirut, where the rhythm of both cities charges you with energy and where you are constantly witnessing magic. But this feels new, for once, I'm designing while looking

forward, not just reflecting on the past.

What's the riskiest career call you've made, and how did it pay off? I once turned down a corporate job in Paris that would have secured my future and set a clear path in the industry. On paper, it was the safe choice, but it wasn't my destiny; I knew deep down that my dream required freedom, not security. That decision is shaping everything — the people I meet, the experiences I live, and the work I pour myself into every day. It was a risk, but it taught me that listening to your instincts always pays off.

How do you approach style — is it strategic, instinctive or just about feeling good in what you wear? For me, style is about feeling good in who you are, it's something you discover within yourself. My approach is instinctive, and always has to feel natural. It's not just about comfort, it's about assurance, about confidence. When you carry that, everything you wear becomes your own.

If you could break one rule in the industry with your next collection/project, what would



it be? I think today the rules are already blurred, there's very little you can't or won't do. If the golden rule of this industry is commercialization, let's stretch it. Let's remind people why it's important to buy less and consume better. I also know that fashion cannot be labeled; at the end of the day, it's designed for comfort and self-expression, everyone can wear it their own way. Most importantly, there's no need to produce more — what matters is creating better garments, stronger designs, and refined craftsmanship. In that spirit, I also believe a 'see now, buy now' approach should become the standard because fashion and ideas

move fast, and what I create today is meant for now and evermore, not next year.

Walk us through your daily routine — what are the rituals or habits that keep you grounded and performing at your best? I like to wake up as early as possible, and sleep as late as I can. I know my work takes everything from me, so I need those quiet hours with myself to stay focused. But when the day is done, I recharge by being with the people I love. I enjoy cooking for them, sharing long conversations, laughing, or simply watching a movie together. My circle is small, but it's made of people who truly care, and I'm grateful for that. They keep me grounded, and they remind me why I do what I

“MORE THAN RECOGNITION, MY VISION IS ABOUT GROWTH, IMPACT & TOGETHERNESS. I WANT TO KEEP CHASING THE BIG DREAM THAT FUELS ME.”

do. Also skincare, very important!

When you're not working, where can we find you — favorite travel spot, hangout, or passion project? It depends on where I am, I can't stay too long in one place. In Paris, when I'm not working, you'll find me in a museum or on a terrace, rain or shine. In Beirut, I spend time with my family, party with friends, or explore with my dogs. Once a year, I recharge in Ibiza, a very special place in my heart.

Looking ahead, what's next for you — what's the big vision you're excited to chase? My vision is about growth. Growth for myself, for my team, and for the brand. I'm excited for the ride, because each day my path and purpose become sharper. The only constant in my life is my dedication to my craft and my values, and as I move forward, I'm excited to keep giving shape to my ideas, my memories,



my sketches. I want to dress and empower as many people as possible, continually elevating my work, refining it, and pushing it further. I aspire to keep bettering myself, not only as a creator, but also as a friend, a brother, a son, a human. I want to master the art of creation and communication, and use it to build a community where people feel inspired and empowered.

UTILITY, UPGRADED

FW25 is packing light, but packing smart. Forget the flashy carryalls — this season is about bags built for the grind: compact duffels, sharp messengers, and totes with just enough edge. Functional without losing style, they're the essentials that go everywhere, work harder than you do, and prove that practicality isn't boring — it's the new power move.



Street Style IN THE NECK OF TIME

There was a time when ties were reserved for dads, weddings, and job interviews. Fast forward to FW25, and the streets are rewriting the rules — it's about loose ends, messy charm, and styling it however you damn please. It's corporate gone rogue, prep-school gone cool, and proof that sometimes the stiffest accessories make the freshest street statements.



#ELLE TIP:
For a balanced look, tuck slim trousers into statement boots to show off their full shape and detailing.

ON SOLID GROUND

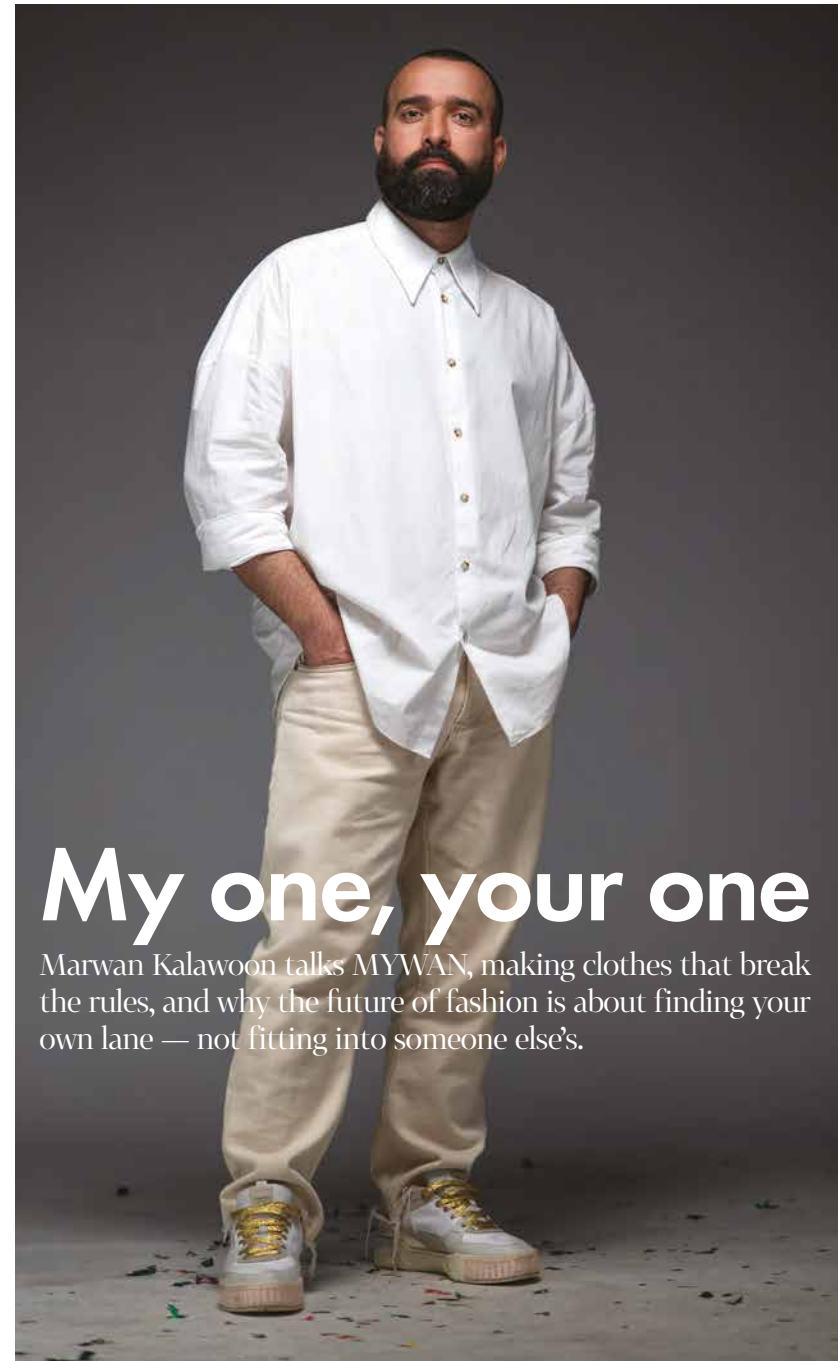
Fall isn't tiptoeing anywhere — it's stomping in, loud and unapologetic. Embroidered cowboy pull-ons, tough ropers, and suede Chelseas bring all the attitude. How to wear them? Clash them with tailoring, rough them up with denim, or just let them go solo. One thing's certain: this season, subtlety gets left at the curb.

1. MM6 MAISON MARGIELA 2. MARSÉL 3. ANN DEMEULEMEESTER 4. UNDERCOVER 5. CELINE HOMME 6. DRIES VAN NOTEN



LAUNCHMETRICS SPOTLIGHT

STYLE



My one, your one

Marwan Kalawoon talks MYWAN, making clothes that break the rules, and why the future of fashion is about finding your own lane — not fitting into someone else's.

MYWAN was born from the idea of “My One.” What does that phrase mean to you now, after seeing the brand evolve? “My One” was about creating the one piece that felt like me, something made uniquely by me, for me. Now, it's become more collective. It's not just about my piece or my identity anymore, but about creating space for others to find their own ‘one’.

Your pieces are genderless and one-of-a-kind. How do you balance timelessness with the urgency of fashion's “now”? I think the urgency of “now” is often driven by trend cycles, but MYWAN rejects that pressure. It's more about emotional relevance than seasonal relevance. Every piece

in my collection is one-of-a-kind, there's only one of each. When someone buys a piece, they're not just getting something unique; they're owning their one and only. That makes it feel timeless and personal.

The brand celebrates individuality. Do you ever think about who the “MYWAN person” is, or is it more about breaking that idea entirely? MYWAN exists to break the idea that style, identity, or expression has to fit into a box. Every person is different, and the brand is a celebration of that. Each piece is one-of-a-kind, just like the person who chooses it. It's not about defining who you are, it's about giving you the space to define yourself. MYWAN isn't about fitting in; it's about unfolding who you are. That's what the brand really stands for: a reflection of individuality, not a mold to fit into.

Every creative has a “visual diary” — whether it's a sketchbook, Pinterest board, or even an iPhone folder. What does yours look like right now? Mine is a mix of iPhone photos, sketchbook, real fabrics, art, architecture, random scenes and shapes all jumbled together. That mix sparks new ideas. Fabrics are key to my process. I prefer creating my own fabrics rather than using ready-made ones - the feel and movement of a material often inspire the whole design.

Your mom's atelier clearly shaped your creative DNA. If you and she were to co-design a piece today, what would it look like? We're quite different, she focuses on classic structure, and I prefer loose, detail-oriented, and experimental designs. I also really like the feeling of wearing a piece, how the fabric moves and the structure feels on the body. If we co-designed, it would mix her craftsmanship with my playful, free-spirited approach.

You studied interior design, and your home doubles as your personal gallery. What object in your space tells the best story about you? There's a painting I did years ago at university that really translates my mindset, the idea that it's not about places, but about

people. No matter where you are, what matters most is who you're with. It's a big part of how I see life and design.

Fashion, art, interiors — your work resists boundaries. What's one medium you haven't yet explored but would love to? Performance. I'm fascinated by the idea of clothing as movement, how a piece lives and breathes on the body in real time. For me, it's not just about the design itself, but about how you feel wearing it and how that feeling becomes an extension of your expression. I'd love to select one-of-a-kind individuals to reflect their unique personalities. This feels like the next step in making MYWAN more immersive.

BACK

Red soles, refined lines, and
luxe textures define Christian
Louboutin's newest menswear
drop, proving that bold style
starts from the ground up

TO

BUSINESS

Left page: Oxybootie College, Christian Louboutin
This page: Oxybootie College, Christian Louboutin



Photographer & Creative Direction DIALA BASSATNE



This page: Serchelsea, Christian Louboutin
Right page: Oxybootie College, St Louis, Chambelimoc & Serchealsea, Christian Louboutin

PHOTOGRAPHER & CREATIVE DIRECTION: DALIA BASSATNE



Top To Bottom: Tank Louis Cartier Watch in
Rose Gold And Leather Strap, Love Ring in
Yellow Gold | Cartier Jewelry, Love Unlimited
Bracelet in Pink Gold, Love
Unlimited Bracelet in White Gold
Jacket, Sweater & Pants, all Loro Piana

Unscripted

HE'S CONQUERED NETFLIX, RULED THE ROM-COMS, AND CARRIED HISTORY ON HIS SHOULDERS – BUT THE REAL BARIS IS CHASING PEACE, PURPOSE, AND A LITTLE BIT OF QUIET. IN THIS CANDID ELLE MAN ARABIA CONVERSATION, THE TURKISH STAR REFLECTS ON THE ROLES THAT TESTED HIM, THE LOVE STORIES THAT MOVED HIM, AND WHY STAYING GROUNDED MIGHT BE HIS MOST POWERFUL PERFORMANCE YET.

Photographer MEHMET ERZINCAN
Stylist POLINA SHABELNIKOVA



Left to Right: Love Unlimited Bracelet,
Santos De Cartier Watch
Coat, Qasimi; Sweater & Pants,
Peserico; Shoes, Jimmy Choo



Top To Bottom: Love Unlimited Ring in White Gold, Santos De Cartier
Watch in Yellow Gold and Steel, Love Unlimited Bracelet in White Gold
Coat, Qasimi; Sweater & Pants, all Peserico; Shoes, Jimmy Choo





Top To Bottom: Santos De Cartier Necklace in White Gold, Tank Louis Cartier Watch in Rose Gold and Leather Strap
Sweater, Brunello Cucinelli



Top To Bottom: Santos De Cartier Watch in Yellow Gold and Steel, Love Unlimited Ring in White Gold
Sweater & Pants, Loewe; Shoes, Sanioni

COVER STORY

Top To Bottom: Love Unlimited
Ring, Love Unlimited Bracelet
Turtle Neck, Concrete



Top To Bottom: Love Bracelet in Yellow Gold, Love Unlimited Bracelet in White Gold, Love Unlimited Bracelet in Pink Gold Cardigan, Jacquemus



COVER STORY



Top To Bottom: Santos De Cartier Watch in Steel, Love Unlimited Ring in White Gold, Santos De Cartier Necklace in White Gold, Love Unlimited Bracelet in White Gold, Love Unlimited Bracelet in Pink Gold Cardigan, Frescobol Carioca @ MR PORTER



Top To Bottom: Santos De Cartier Necklace in White Gold, Santos De Cartier Watch in Steel Blazer & Shirt, Adolfo Dominguez; Pants, Badibanga

Santos De Cartier Sunglasses
Blazer, Shirt, Pants & Shoes, Ferragamo; Shirt,
Adolfo Dominguez; Sunglasses, Cartier



You've become a household name in Turkey and beyond — but when you look in the mirror, which version of Baris are you most like: the actor, the dreamer, or the guy just trying to enjoy a quiet day off? When I look in the mirror, I actually see them all: the actor, the dreamer, the man trying to enjoy a peaceful day... Acting allows me to experience life through different eyes, and I definitely have a dreamer side. They are all one and the same, really.

You've played everything from rom-com heartthrobs to historical warriors. Which role pushed you the hardest, and what did it teach you about yourself? Every role has its own challenges. For example, romantic comedies require maintaining a consistently high tempo and energy, while historical roles carry much heavier responsibility. Those characters represent not just individuals, but the memory of an era, a culture. These roles taught me patience, discipline, and to push my limits.

Let's talk craft: when a character challenges you emotionally, do you dive in headfirst, or keep a little distance to survive the process? When a character challenges me emotionally, I prefer to immerse myself completely in them. Because for the audience to feel that emotion, I need to truly experience it myself. But when the job is done, I try to leave that burden behind. Otherwise, you lose touch with life. That's why staying the normal Barış when I leave the set is essential for me to continue my profession in a healthy way.

There's a romantic intensity in many of your roles — do you carry that energy into real life, or is it all strictly on-screen magic? The romance on screen is largely shaped by the direction of the script. The characters I play generally experience their emotions in a simpler, more genuine way. In real life, I also believe in the value of small but sincere moments — a glance, a genuine smile, or a few words spoken at the right time — that make the other person feel truly valued. To me, that feels much more precious.

"Chasing the Wind" has been a hit on Netflix. What was the most unexpected part of filming that movie? Nature itself played a huge role in the filming process. Everything was so perfectly in place that it seemed to be working independently of us, yet in harmony with us. The fact that all of us as a team were in sync with each other was directly reflected in the filming process. Normally, such harmony takes time to develop, but in our case, it happened immediately. I think this energy was also reflected in the film. The warmth the audience feels comes partly from this.

Your upcoming series "Love and Tears" is based on the Korean drama "Queen of Tears." What unique twist does the Turkish version bring to the story? "Queen of Tears" is already a powerful and emotionally charged story. At its heart lie love, loss, sacrifice, and rebirth — universal emotions. In our version, we tried to convey those emotions from a slightly different perspective, tailored to our own culture. Our family structure, the way we experience relationships, and how we express love are

naturally different. So even though the story remains the same, we added some emotional tones that might feel more familiar to Turkish audiences.

Without giving too much away, what's the one moment in the series you're most excited for audiences to see? I think the characters' breaking points are noteworthy in this series. Those turning points that changed the course of their lives were also important to me as an actor. The emotions in those scenes are very intense, but we tried to convey them without exaggeration.

If you could switch lives with any character you've played for a day, who would it be and what would you do? I would choose the character of Alparslan. It would be incredible to go back in time for a day, to see how people thought and lived in that era. Maybe not on the battlefield, but I would like to experience daily life in that period. Because reading about history in books is one thing, but really feeling it is something else entirely.

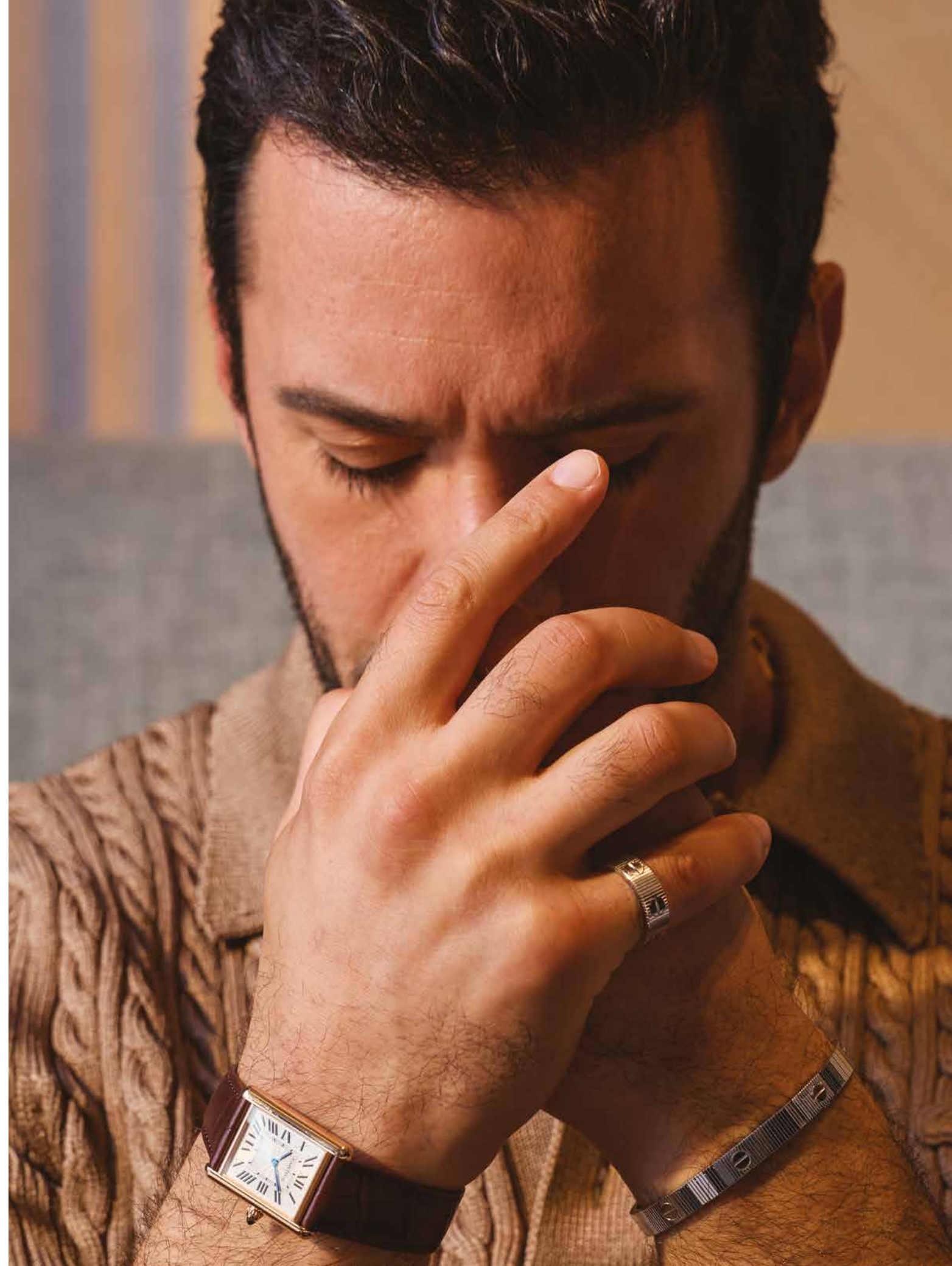
If someone handed you a script where you could play literally anything — superhero, villain, musician — what wild role would you pick just for the fun of it? I can't just conjure up a hypothetical scenario in my head and say, "Let's have a character like this," but if we go by existing works, while there are many films I really admire in cinema history, the first one that comes to mind right now is a film like Deadpool. Being both a comic book adaptation and containing comedy and action would be something I'd enjoy.

Fans know you for your on-screen charm, but what's a side of Baris that most people don't get to see? I have a calm disposition. I generally prefer spending time with my close circle rather than large crowds. It's normal for people to see me as energetic and outgoing, but in my private life, I am someone who lives more to their own rhythm and prefers tranquility.

How do you recharge between intense shoots? Is it adventure, music, sports, or just a long nap? If I have some energy left after intense shoots, I like to have dinner with my family or friends and end the day with a nice chat. It makes me feel good. But if I'm really tired, I prefer to sleep, of course. On days when I feel more rested, I prefer to exercise. Music, of course, being a completely separate aspect of my life; I listen to it almost all the time anyway.

Top To Bottom: Love Unlimited Ring in White Gold, Tank Louis Cartier Watch in Rose Gold and Leather Strap, Love Unlimited Bracelet in White Gold
Polo Sweater, Lacoste

TALENT: BARIS ARDUC; PHOTOGRAPHER: MEHMET ERZINCAN; STYLIST: POLINA SHABENIKOVA; CREATIVE DIRECTION: LEA HAJI; HAIR: YESAR; GROOMING: CANAN; LOCATION: YAKKO HOTEL SUMAHAN BOSPHORUS



Silk Jacket & Pants, Dior Men

Top, Pants, Cd Icon Messenger Bag &
Dior Palmes Loafers, Dior Men

PRIME

Photographer **ESRA SAM** Stylist & Creative Director **AHMAD RASHWAN**

TIME

Full of energy and attitude, Dior's Fall line is a blend of historical silhouettes with contemporary innovation



Brooch, Shirt, Pants, Coat & Dior
Palmares Boots, Dior Men



Brooch, Shirt, Pants, Coat & Dior
Palmares Boots, Dior Men



Silk Jacket, Pants & Dior
Normandie Bag, Dior Men



Dior Palmares Boots, Dior Men



Earring, Jacket &
Pants, Dior Men

PHOTOGRAPHER: ESRA SAM, STYLIST & CREATIVE DIRECTOR: AHMAD RASHWAN,
GROOMING: OLIVE, VIDEOGRAPHER: SLAVA, LOCATION: STUDIO TOUCHE



Jacket, Knit Top & Pants, Dior Men

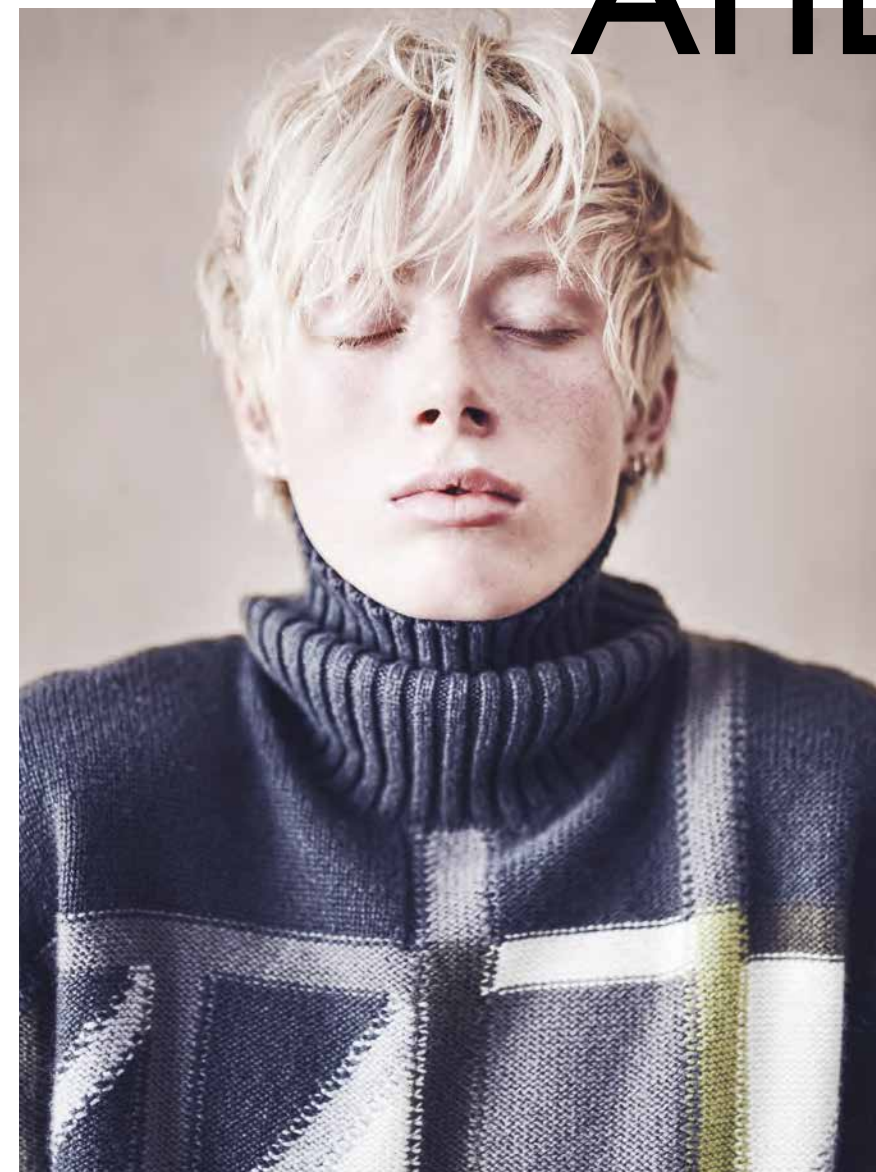
NEW

SEASON

Photographer RASMUS MOGENSEN

Creative Director & Stylist FAROUK CHEKOUFI

AHEAD



FW25 is less about rules, more about attitude — think bold layers, refined classics, and the kind of details that make getting dressed feel exciting again



Full Look, Dior



Full Look, Dior



Full Look, Prada





Full Look, Saint Laurent
by Anthony Vaccarello



Full Look, Balenciaga



Full Look, Prada





Full Look, Loro Piana
Boots, Hermès



Full Look, Givenchy
Sunglasses, Marc O'Polo





Full Look, Dior





PHOTOGRAPHER: RASMUS MOGENSEN; CREATIVE DIRECTOR & STYLIST: FAROUK CHEKOUFI; MODEL: EMIL ØSTERGAARD @ M MANAGEMENT MODELS; GROOMING: RICHARD @ B.AGENCY USING CARITA HAIR & GIVENCHY BEAUTY; PRODUCTION: ROBERTA MOULIN KORVO; STYLIST ASSISTANT: RABIA ESSKOUT



Full Look, Givenchy

Shirt, Eric Bompard;
Pants, Maison
Margiela; Shoes,
Manolo Blahnik

EXTREMELY BOLD

Forget corporate dress codes, this season's workwear
means business, from office hours straight into after hours

Photographer
MARIA KRYVOBOK
Creative Director & Stylist
FAROUK CHEKOUFI

Jacket & Pants, Moschino;
Chain in Gold and
Diamonds, Messika,
Sunglasses, Lanvin



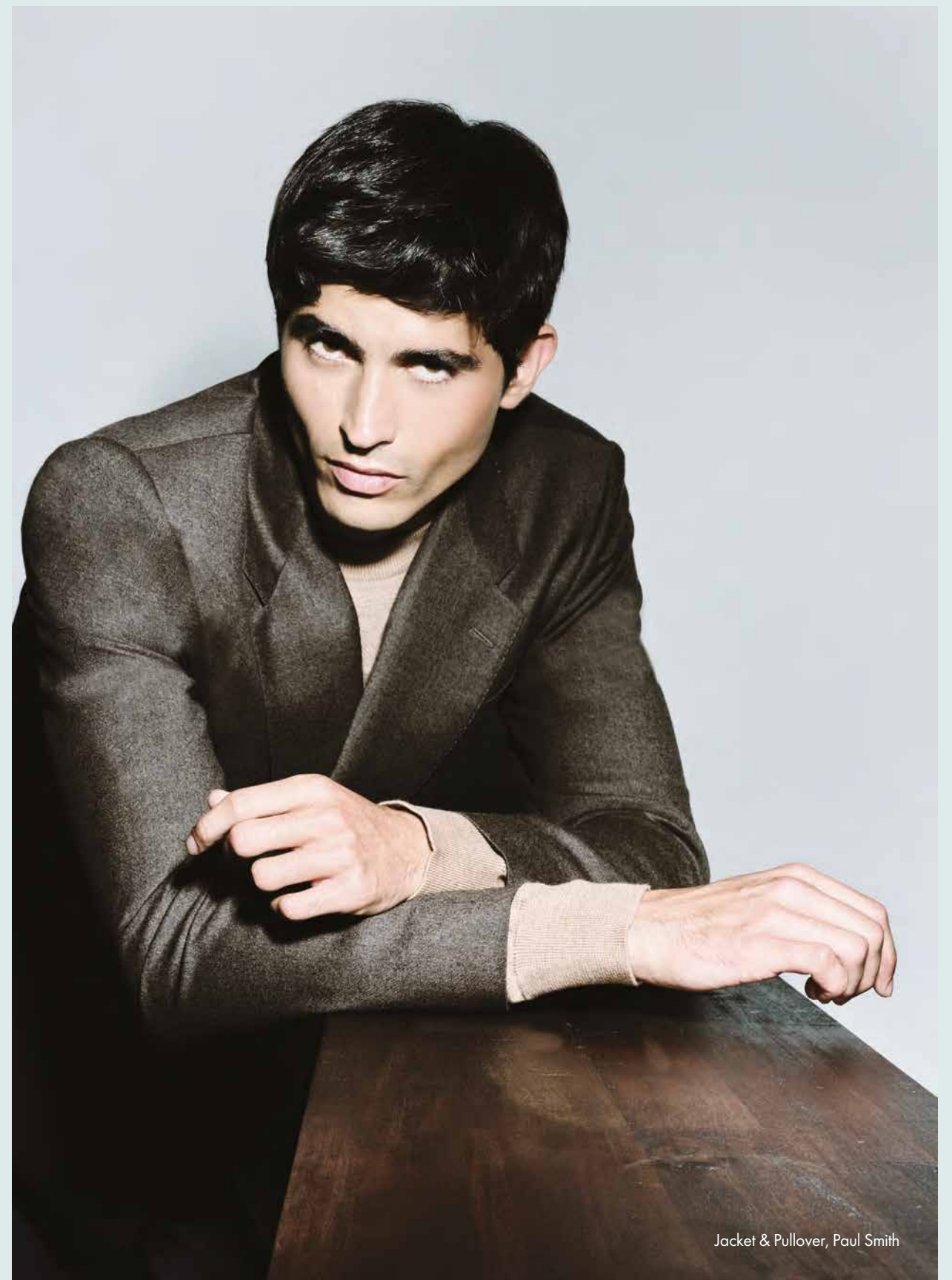


Jacket & Pullover,
Zadig&Voltaire; Pants, Paul
Smith; Rings & Bracelet in Gold
and Diamonds, Messika



Jacket & Pullover;
Zadig&Voltaire; Pants, Paul
Smith; Rings & Bracelet in
Gold and Diamonds, Messika;
Boots, Manolo Blahnik

Shirt, God's True Cashmere; Pants,
Lanvin; Shoes, Manolo Blahnik



Jacket & Pullover, Paul Smith



Shirt, Pants & Shoes, Lanvin



Coat, Pants & Boots,
Maison Margiela



Shirt & Pants, Zadig&Voltaire; Chain in Gold and Diamonds, Messika; Shoes, Lanvin; Sunglasses, Vilebrequin



Shirt & Pants, Paul Smith; Chain in Gold and Diamonds, Messika; Shoes, Manolo Blahnik

Suit, Vest & Shirt, Giorgio Armani;
Shoes, Manolo Blahnik



Jacket, Pullover, Pants, Boots & Sunglasses, Tod's

Jacket, Pullover, Pants
& Shoes, Loewe



CREATIVE DIRECTOR & STYLIST: FAROUK CHEKOUFI; PHOTOGRAPHER: MARIA KRYVOROK; MODELS: ISMAEL @ M MANAGEMENT & THEO @ AEON MODELS; HAIR: NATALIA SEREDA FOR CARITA; GROOMING: TATIANA ZINCHUK FOR GIVENCHY BEAUTY; PRODUCTION: FC GRAFF PARIS; COORDINATION: THE STYLING SHOWROOM; STYLIST ASSISTANT: RABIA ESSROUT; LOCATION: STUDIO1BIS

EL MAN

Arabia

Watches

ON OUR RADAR...

Inspired by the majesty of the Alps, the Chopard Alpine Eagle combines precision craftsmanship with bold, modern elegance – an icon of refined strength on the wrist.



KEEPING TIME...

FROM BOLD COMPLICATIONS TO SLEEK
DESIGNS, THIS SEASON'S TIMEPIECES MAKE
EVERY SECOND COUNT



The future of TIME

FROM RECORD-BREAKING SLIMNESS TO CELESTIAL COMPLICATIONS, THIS SEASON'S HOTTEST WATCHES PUSH THE LIMITS OF DESIGN, ENGINEERING, AND STYLE. HERE'S EVERYTHING YOU NEED TO KNOW ABOUT THE PIECES THAT ARE REWRITING THE RULES OF HOROLOGY.



DIOR
GRAY MATTERS: THE NEW CHIFFRE ROUGE
LIMITED EDITIONS

Dior's Chiffre Rouge line just got a sleek new drop — and it's as couture as watchmaking gets. This season, the House turns Monsieur Dior's favorite gray into a full-on statement, serving up three fresh, limited-edition takes on its boldest timepiece.

First up: a clean, monochrome 38mm model with scarlet details and a rubber strap engraved in Dior's signature cannage motif. Flip it over and you'll find a transparent red sapphire caseback showing off the automatic movement in all its glory. Prefer something sportier? There's a 41mm chronograph version packing a high-performance movement that can measure time to a tenth of a second — because precision never goes out of style.

And for the collectors? Dior is dropping just 20 pieces of the diamond-paved grail watch — a rose gold bezel, white gold dial with cannage detailing, rainbow gemstone hour markers, and a gray alligator strap that pulls the whole thing together. Couture meets complication, and it's available from October.





HUBLOT
20 YEARS OF BIG BANG:
FULL MAGIC GOLD EDITION

Hublot is celebrating two decades of its game-changing Big Bang with a drop that’s as rare as it gets: the Big Bang 20th Anniversary Full Magic Gold. Limited to just 100 pieces, this 43mm powerhouse is crafted entirely from Hublot’s proprietary Magic Gold — the world’s first scratch-proof 18k gold. Yes, you read that right: gold you can’t scratch.

This anniversary edition brings everything we love about the Big Bang — bold lines, industrial-chic screws, and that signature fusion-of-materials vibe — and dials it up with special design touches created just for the 20th. It’s equal parts statement piece and collector’s dream, built to look just as sharp on its 40th birthday as it does today.



BVLGARI
MINIMALISM MEETS
MECHANICS:
OCTO FINISSIMO X LEE UFAN

When Bvlgari calls on legendary minimalist artist Lee Ufan, you know something special is about to hit the wrist. The result? A watch that feels like a gallery piece you can actually wear. The Octo Finissimo Lee Ufan is a masterclass in quiet power — sculptural, restrained, and impossibly thin. Lee Ufan’s signature brushstroke becomes the star of the dial, a single sweep that turns negative space into art. No markers, no fuss, just a perfectly balanced play of texture and form. It’s an approach that makes you slow down, breathe, and really look at the timepiece — which is kind of the point.

Inside, of course, is the ultra-slim automatic calibre that made the Octo Finissimo a record-breaker in the first place. The titanium case is sandblasted for that soft matte glow, paired with an integrated bracelet that sits like a second skin. It’s watchmaking reduced to its purest form — and elevated into wearable art. This isn’t just a watch; it’s a mood. A collector’s piece for anyone who appreciates minimalism with maximum impact.



MB&F
LEGACY REBORN: MEET THE LM101 EVO

MB&F just gave one of its most beloved creations the ultimate glow-up. To celebrate its 20th anniversary, the brand has unveiled the LM101 EVO — a sportier, tougher, and more everyday-ready version of its iconic Legacy Machine 101.

Everything you love about the original is still here — the monumental flying balance wheel suspended by twin polished arches, the floating subdials, the hand-finished movement — but now it’s wrapped in a titanium EVO case with 80m water resistance, a screw-down crown, and MB&F’s FlexRing shock absorber, so you can actually wear it on the daily without babying it.

This anniversary edition comes in two dial options — a peacock green that shifts between green, blue, and purple, and a rarer-than-rare salmon — both created using chemical vapor deposition for insane depth and color play. The hours/minutes hands are new, the power reserve is beefed up to 60 hours, and the whole movement has been given a darker, sportier treatment. Add an integrated rubber

strap and a no-bezel sapphire dome for full movement views, and you’ve got a piece that’s as functional as it is futuristic.

It’s not a numbered limited edition, but with only a few dozen made per year, this one’s going to be a collector’s chase piece. Consider it a love letter to MB&F’s past — and a flex for the future of independent watchmaking.





PATEK PHILIPPE
CUBITUS GETS COOLER: THE NEW
7128/1G & 7128/1R

Patek Philippe is proving that elegance can have an edge. The Cubitus — the brand’s boldest new line — just got two fresh medium-sized models, and they’re the perfect mix of classic and contemporary.

The 7128/1G is all icy confidence: 40mm of white gold with a sunburst blue-gray dial that practically glows. The square case with soft, rounded edges feels modern and architectural, with a mix of polished and satin-brushed finishes that play with the light. Inside? The self-winding 26-330 S C caliber with date and sweep seconds — complete with a stop-seconds function so you can set it to the exact second. Flip it over and check out the sapphire caseback, showing off the 21k gold rotor with its sleek embossed pattern.

Then there’s the 7128/1R — the warm, golden counterpart with a brown sunburst dial and a rose gold bracelet that’s equal parts jewelry and engineering flex. Both models feature Patek’s lockable adjustment clasp, because no one wants to fuss with fit when they’re on the move.

Two new reasons to take the Cubitus seriously — and maybe to put your name on that waiting list sooner rather than later.

PIAGET
SLIM, GREEN & SERIOUSLY LUXE:
THE NEW ALTIPLANO DROPS

Piaget just doubled down on its reputation for razor-thin watchmaking with two new Altiplano releases — and they’re equal parts haute horology and high style. Gold, khaki green, and record-breaking thinness? Yes, please.

First up is the Altiplano Ultimate Concept Tourbillon, a watch so impossibly thin it feels like Piaget has bent the laws of physics. This is mechanical minimalism at its boldest — a flying tourbillon suspended like a piece of kinetic art, with every component perfectly exposed to remind you just how much skill goes into packing this much complexity into a case that almost disappears on the wrist. It’s technical flexing, but make it fashion.

Balancing the lineup is the Altiplano 910P, a slightly more understated, but no less impressive, take on the ultra-thin game. Its khaki green dial keeps things fresh and modern, while the gold case gives it that unmistakable Piaget warmth. It’s the ultimate stealth-luxury piece — refined enough for black tie, but cool enough to throw on with a T-shirt and a perfect pair of trousers.

Together, these two models show Piaget at its best: marrying its watchmaking mastery with its jeweler’s eye, proving once again that elegance doesn’t have to be boring. If you’re looking for a statement that whispers rather than shouts, this is your next flex.



VACHERON
CONSTANTIN
TIME AS A SHOWSTOPPER:
MÉTIERS D’ART – TRIBUTE TO
THE QUEST OF TIME

Limited to just 20 pieces, Vacheron Constantin’s Métiers d’Art Tribute turns your wrist into a mini-universe, where mechanical genius meets jaw-dropping artistry. This isn’t a watch you just glance at — it’s one you experience. The new manually-wound Calibre 3670 brings sculpted human figures as retrograde hands, a 3D moon phase, and a celestial vault frozen to Geneva’s sky on the Maison’s founding day. Flip it over and watch the constellations chart themselves in real time — yes, in real time. With a six-day power reserve, high-precision 5 Hz movement, and four patented innovations, every detail shouts craftsmanship. Hand engraving, enamel, and guilloché turn the mechanics into miniature art, proving Vacheron Constantin still reigns as the ultimate master of horological theatre.

Collector’s flex? Absolutely. Conversation starter? Guaranteed. This is the watch that makes you stop, stare, and rethink what a timepiece can do.

TAG HEUER
MONACO GOES NERDY: FLYBACK
CHRONO MEETS CARBON TECH

The Monaco just got a serious tech upgrade. TAG Heuer’s new Monaco Flyback Chronograph TH-Carbonspring isn’t your standard square-cased classic — it’s a high-octane blend of motorsport DNA and cutting-edge materials that feels equal parts wrist rocket and engineering flex. The star here? The TH-Carbonspring: a hairspring made from carbon-composite material, ultra-light, ultra-stable, and practically immune to shocks and temperature swings. Translation: the chronograph ticks like a precision instrument even under the most extreme conditions, and it looks damn cool doing it. The design stays true to the iconic Monaco silhouette — sharp, square, instantly recognizable — but with a modern twist. Carbon fiber elements, bold red accents, and a sapphire caseback showing the movement give the watch a contemporary, high-tech energy. And, of course, the flyback function means you can reset and restart your chronograph in a heartbeat, perfect for timing laps or just showing off. Whether you’re a motorsport diehard, a tech enthusiast, or just someone who wants a square wrist statement, this Monaco is the ultimate mix of heritage and future-forward performance.



CELEBRATING TWO DECADES
OF THE BIG BANG, HUBLOT
PROVES WHY ITS ICON STILL
LEADS THE CONVERSATION.
THE LATEST RELEASE – FRONTED
BY BAYOU – BALANCES
SHARP LINES WITH SMART
INNOVATION FOR A LUXURY
THAT'S UNAPOLOGETICALLY
CONTEMPORARY.

Photographer SAM RAWADI Stylist DANIEL NEGRON



Hublot Big Bang Unico
Petrol Blue Ceramic 42mm
Full Look, Fendi

T I M E T O I M P R E S S

Hublot Spirit of Big Bang Beige
Ceramic 42mm
Blazer, Shirt & Pants, Fendi



Hublot Big Bang Unico Yellow Magic 44mm
Vest & Sweater, Maison Margiela

Hublot Big Bang 20th Anniversary
King Gold Ceramic 43mm
*Jacket & Jeans, Brunello Cucinelli;
Tie, COS; Shirt, Maison Margiela*



Hublot Big Bang 20th Anniversary
Titanium Ceramic 43mm
Jacket, Pants & Hat, Jacquemus



Hublot Big Bang 20th
Anniversary All Black
Watch 43mm
Full Look, Loro Piana

TALENT: BAYOU; PHOTOGRAPHER: SAM RAWADI; STYLIST: DANIEL NEGRO; CREATIVE DIRECTION:
DALIA BASSATNE; GROOMING: SAHYAH CASSIM; LOCATION: BICKI BOSS



Hublot Big Bang Unico
Green Saxem 42mm
Shirt, Lacoste

ALL TIMEPIECES AVAILABLE AT HUBLOT BOUTIQUES
THE DUBAI MALL, MALL OF THE EMIRATES, GALLERIA MALL ABU DHABI



Watch Haute Horlogerie, Boucheron
Shirt, God's True Cashmere

POETIC TIME

Precision, design, and quiet confidence - this is how
timekeeping looks like this season

Photographer RASMUS MOGENSEN
Creative Director & Stylist FAROUK CHEKOUFICHEKOUFI

"Monsieur" Watch, Chanel Watches
Jacket, Chanel



Watch Haute Horlogerie, Chopard
Shirt, Zadig & Voltaire





Both pages: Watch Haute Horlogerie, Hermès
Shirt & Pants, Rails





Watch Haute Horlogerie, Zenith
Pullover & Pants, Maison Margiela



Watch Haute Horlogerie, Cartier
Shirt & Tank, Zadig & Voltaire



Watch Haute Horlogerie, Louis Vuitton
Shirt, Rails

PHOTOGRAPHER: RASMUS MOGENSEN; CREATIVE DIRECTOR & STYLIST: FAROUK CHEKOUFI; MODEL: YASSINE LABIOD @ M MANAGEMENT; GROOMING: MAGALIE MARKAN @ B_AGENCY;
USING GIVENCHY BEAUTY & CARITA HAIR CARE; PRODUCTION: FC GRAFF PARIS; COORDINATION: THE STYLING SHOWROOM; STYLIST ASSISTANT: CANNELLE GODRAN

ELLE MAN

LOUD & BOLD

Dense, sophisticated, and irresistibly magnetic, the new Bleu de Chanel L'Exclusif redefines modern masculinity blending bold freshness with a mysterious, lingering depth that captivates at every turn.



Grooming

NEXT-LEVEL ROUTINE...

BOLD FRAGRANCES, PRECISION HAIRCUTS, AND HIGH-PERFORMANCE SKINCARE: THE ESSENTIALS EVERY MODERN MAN NEEDS TO MASTER HIS LOOK THIS SEASON

GROOMING

I WAKE UP AT... 7:30 am if I'm disciplined, 9:00 am if Netflix won the night before.
THE FIRST THING THAT PASSES MY LIPS IS... Coffee. Always coffee. Without it, I can barely recognize myself.
THE LAST THING THAT PASSES MY LIPS IS... Dark chocolate. I tell myself it's full of antioxidants - so technically, it's skincare.
MY MORNING ROUTINE... A splash of cold water, Olive Cleanser Soap Bar, Sahara Shine Serum, Arabian Pearl Face Cream, and SPF. Then straight into emails, calls, and 2,000 unread WhatsApp messages.
MY EXERCISE ROUTINE... Running through airports between Lebanon and London, luggage in tow - that definitely counts as cardio, right?

MY WORST GROOMING HABIT IS... Plucking one eyebrow hair too many, then regretting it for weeks.
THE LAST GROOMING ITEM I BOUGHT... A stainless steel spatula for creams. Because hygiene is luxury.
THE LAST PRODUCT I FINISHED... Shams Glow Serum. My skin when into panic mode for 24 hours until I restocked.
FOR HAIR MAINTENANCE, I SWEAR BY... Olive oil. The same bottle that makes my salad taste better.

MY BATHROOM CABINET IS ALWAYS FILLED WITH... Too many serums - there's never enough space for them.
MY BIGGEST GROOMING INDULGENCE... Facials. I love when someone else does the work while I enjoy a nap.
THE FRAGRANCE I'M LOVING RIGHT NOW... Anything oud-based. I want people to know I've entered the room before they see me.
TELL US A GROOMING SECRET... The simpler the routine, the better



Extra Virgin Olive Oil, Zeit Loulou

THE GROOMING DIARIES

TOUFIC BRAIDI

Facials and lots and lots of serums. How the Founder & CEO of skincare brand Antati keeps up with appearances

the skin behaves. Consistency is the real magic.
I DEAL WITH STRESS BY... Arguing with FedEx, then calming down with skincare.
THE LAST TREATMENT I HAD WAS... Botox on my forehead. Subtle, not frozen-just enough to keep stress lines (Lebanon to London edition) in check.
THE NEXT TREATMENT I WANT IS... A vacation. Preferably the Maldives. If not, then maybe a skin booster.



Arabian Pearl Face Cream, Antati



Sahara Shine Serum, Antati

Antimicrobial Stainless Steel Spatula, Antati

BILLIONAIRE



ALL THE BUZZ

Your morning shave just leveled up. The Philips Norelco Shaver i9000 Prestige Ultra reads your beard like a pro, its NanoTech blades cutting precisely while smart sensors adjust on the fly. Fast, smooth, and effortlessly sharp, it makes grooming feel less like a chore and more like a high-tech ritual.

Radar

HOT NEW PRODUCTS TO ADD TO YOUR GROOMING ARSENAL THIS SEASON

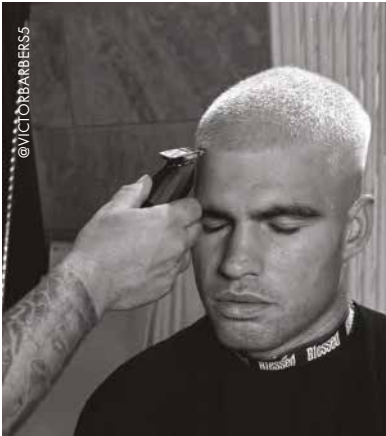


1. Polishing Facial Exfoliant, Grown Alchemist 2. Purifying Facial Exfoliant Paste, Aesop 3. Brightening 2-In-1 Exfoliator and Cleanser, Baz & Co 4. Clarifying Exfoliant Powder, Pelegriims



FIGHTING GRIME

Sun, sweat, and SPF — your summer skin has seen things. Hit reset with a solid exfoliator to ditch the dead cells, unclog those city-worn pores, and get back to looking seriously fresh for Fall.



LOOK TO COP

Carlos Alcaraz just turned a pre-US Open haircut mishap into a platinum statement. Sleek, bold, and impossible to ignore, this buzzcut is all about confidence on and off the court.

LAUNCHMETRICS SPOTLIGHT

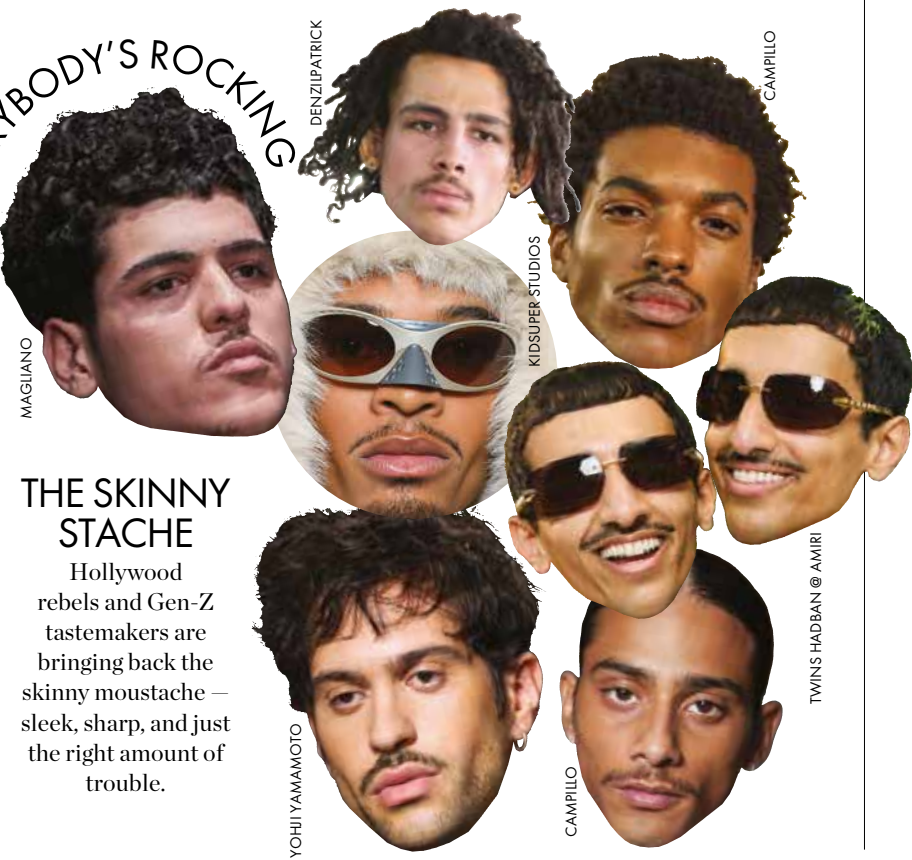


IN THE PITS

Men's deodorants are no longer just functional — they're becoming fragrance pieces in their own right. Think fine-perfume style scent profiles (vetiver, woods, even gourmand/fruity notes) rather than generic "fresh" or "sporty" options.

1. Terre D'hermès Deodorant Stick, Hermès 2. Deodrant Stick, Dior Homme 3. Deodrant, Le Labo 4. Deodrant Stick, Chanel 5. Bergamot Deodorant Stick, Malin + Goetz

EVERYBODY'S ROCKING



THE SKINNY STACHE

Hollywood rebels and Gen-Z tastemakers are bringing back the skinny moustache — sleek, sharp, and just the right amount of trouble.

PEP TALK
5 PEPTIDE-POWERED
SERUMS FOR HAIR
GROWTH



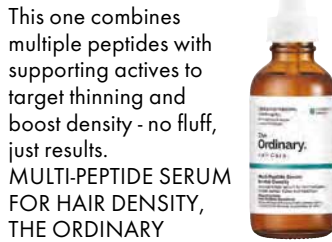
Lightweight but potent, it nourishes the scalp and strengthens strands for hair that actually behaves. THE HAIR SERUM, CALDERA+LAB



Think of it as a protein shake for your scalp — 3% stem cell peptides build thicker, healthier hair. 3% STEM CELL PEPTIDE HAIR + SCALP TREATMENT, ACT+ACNE



Science-y but sexy: exosomes wake up follicles, peptides fight grays, and your hair wins. HAIR SERUM, PLATED SKIN SCIENCE



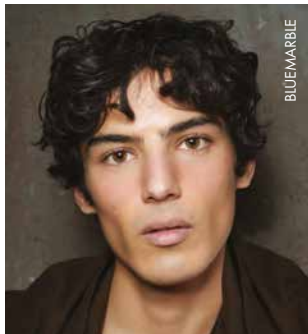
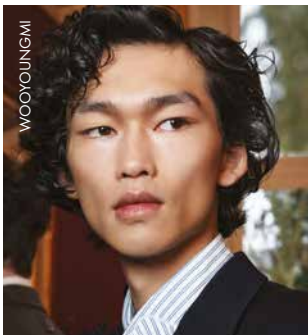
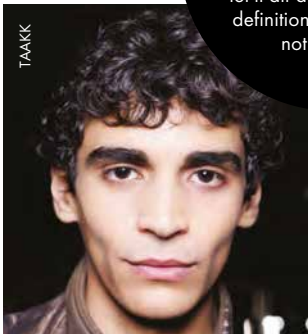
This one combines multiple peptides with supporting actives to target thinning and boost density - no fluff, just results. MULTI-PEPTIDE SERUM FOR HAIR DENSITY, THE ORDINARY



Next level, its blend of clinically tested ingredients fortifies follicles and fights shedding before it even starts. HAIR SERUM, NUTRAFOL MEN

#ELLE TIP

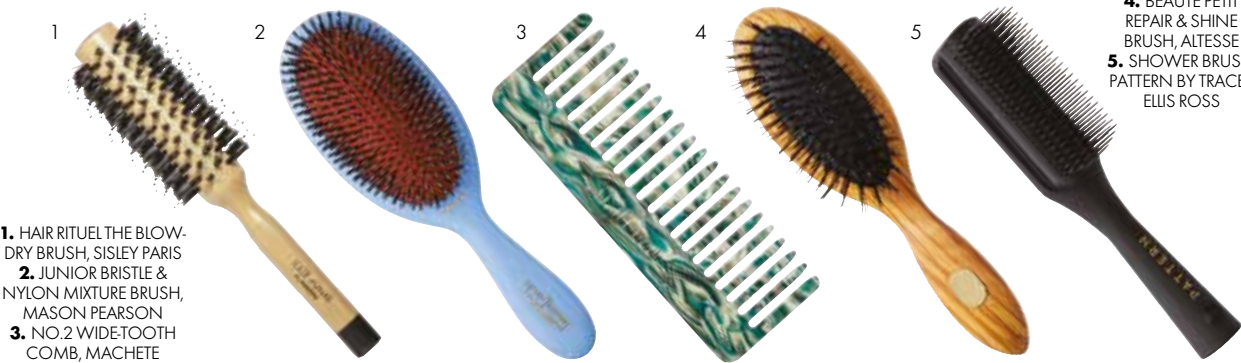
Skip heavy gels — they'll weigh curls down. Instead, scrunch in a curl cream while damp and let it air-dry or diffuse for definition that stays soft, not crunchy.



TWIST & TURN

Big, bold, and unapologetically textured — curls are claiming their spotlight this season. Forget slicked-back perfection; it's all about letting ringlets, coils, and waves do their thing. The key is control without killing movement: keep them hydrated, defined, and touchable with lightweight creams, nourishing oils, and a diffuser on standby.

ON OUR SHOPPING LISTS



- 1. HAIR RITUEL THE BLOW-DRY BRUSH, SISLEY PARIS
- 2. JUNIOR BRISTLE & NYLON MIXTURE BRUSH, MASON PEARSON
- 3. NO.2 WIDETOOTH COMB, MACHETE

- 4. BEAUTE PETIT REPAIR & SHINE BRUSH, ALTESSE
- 5. SHOWER BRUSH, PATTERN BY TRACEE ELLIS ROSS

LAUNCHMETRICS SPOTLIGHT

1. EYECON EYE SERUM, CALDERA + LAB

2. HYALURONIC SERUM, DR. BARBARA STURM

3. HYALURONIC ACID + PANTHENOL SERUM, HORACE

4. NIACINAMIDE 15% FACE SERUM, COSRX

5. HYALURONIC ACID 2% + B5, THE ORDINARY

6. RESURFACING FACE SERUM, MALIN+GOETZ

7. VITAMIN C+E FERULIC SERUM, GEOLOGIE

8. RECOVERY FACE SERUM, THE GREY

9. PROTINI POWERPEPTIDE RESURFACING SERUM WITH LACTIC ACID, DRUNK ELEPHANT

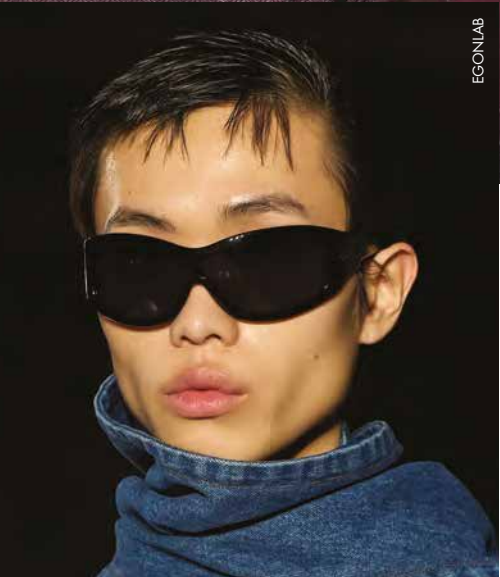
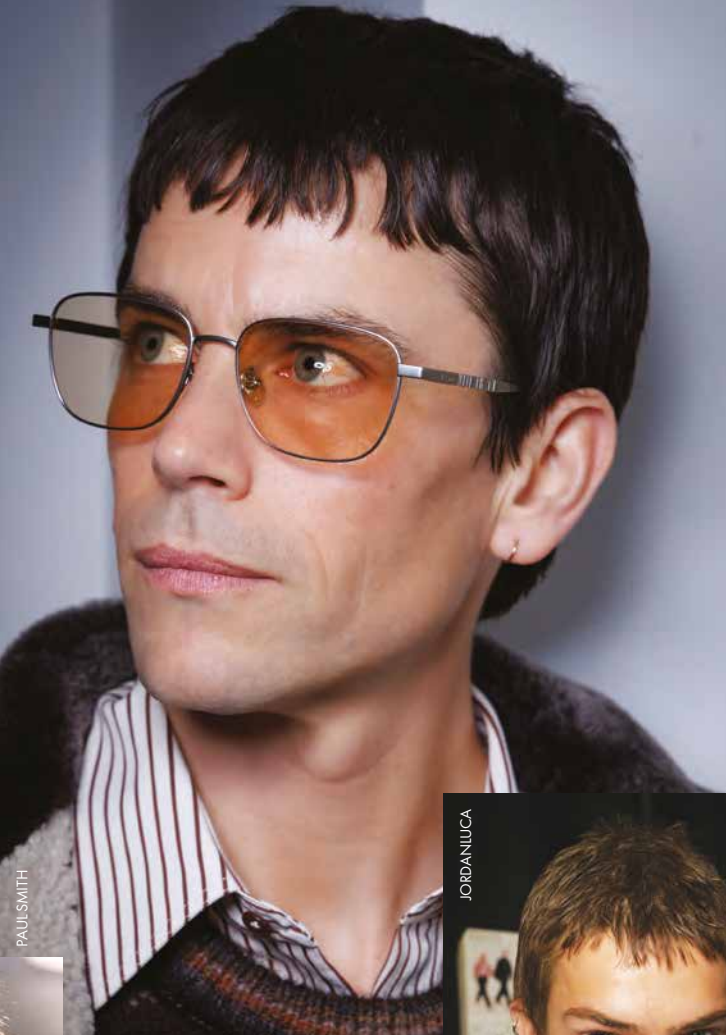
10. RETINOL SKIN-RENEWING DAILY MICRO-DOSE SERUM, KIEHL'S

10 OF THE BEST SERUMS

Post-summer skin feeling the toll of heat and humidity? These superstars are the ultimate reset.

THE SHORT LIST

Cropped, sharp, and a little rebellious — the mini fringe is the cut making noise this season. Whether you wear it blunt for attitude or slightly textured for ease, the appeal is in its precision. Pair it with a fade for something clean, or leave the sides tousled for a grunge edge. The secret? Keep your fringe trimmed just above the brows — too long and it loses the edge, too short and it risks looking accidental.



FRINGE BENEFITS

Style using pomades, clays, or mattifying sprays that hold the line without weighing it down. A small detail that makes a major statement.

1. MOLDING CLAY, AMERICA CREW 2. CLAYMANTION, HANZ DE FUKO 3. FREE HOLD, KEVIN MURPHY 4. PASTA & LOVE STRONG HOLD MAT CLAY, DAVINES 5. HALFPIPE DRY WAX FINISHING SPRAY, R+CO 6. UPPERCUT, DELUXE POMADE 7. STYLE LAB CONTROL HAIRSPRAY, LIVING PROOF 8. CLASSIC POMADE, DAIMON BARBER





THE SOUND OF SCENT

As YSL Beauty introduces Y Le Parfum, Lenny Kravitz talks self-expression, intensity, and living without compromise.

There are few artists who embody timeless cool quite like Lenny Kravitz. Musician, style icon, designer, and now the global ambassador for YSL Beauty's Y fragrance line, Kravitz continues to defy convention while staying rooted in self. With Y Le Parfum, the newest chapter in the Y fragrance, the partnership feels more personal than ever — not just because of his history with the house (his mother wore Saint Laurent) or his love for bold, sensual scents, but because the fragrance echoes his own creative philosophy: intense, unfiltered, and deeply human. In this exclusive interview with ELLE Arabia, Kravitz reflects on personal evolution, scent as memory, and the universal power of authenticity.

YSL Beauty's DNA is all about blending boldness and elegance. How do you see yourself reflected in that vision as their global ambassador? I've been an admirer of the house of Saint Laurent since I was a little boy. My mother used to wear Saint Laurent, not only the clothes, but the fragrances, so I was always aware of the house. So when I got this call to collaborate and join forces with YSL it was a very organic fit because first of all, I'm not going to do something for business that is not actually a part of my life or something that I am into — you can smell when something is not authentic. And so that's how it started. The scent is beautiful, bold, gorgeous, intoxicating, and unapologetic — it is what it is and I love that. I love a bold statement and I love scents that are strong but yet elegant. is a big one.

YSL's "Y" fragrance has become synonymous with timeless masculinity. What do you think defines true masculinity in 2025, and how does "Y" fit into that narrative? We use the word masculine because it's bold, because it's strong, but I know a lot of women who wear it as well because everything now is unisex, right? I have women friends that smell it on me, love it and end up taking the bottle because they want to wear it. Today the lines are blurred completely — bold and strong is also feminine.

You've been involved with a few brands over the years, but what was it about YSL Beauty that made you want to get involved with them? Was there a particular moment or experience that sealed the deal for you?

It was instant. I mean, they brought me the perfum to smell and see the but I was already in from when I got the phone call because like I said, it's the whole Saint Laurent vision that has always influenced me — from the clothes to the fragrances but also the lifestyle, the interiors, everything. It's that sexy, timeless Parisian vibe that has always called me.

YSL has a long history of challenging conventions in fashion and beauty. How do you challenge your own personal conventions when it comes to grooming or self-care? I always spritz the Y on top, it's intoxicating and gets me ready and set for the day — that's the beginning for me. I think everybody has their own sort of habits. For me, I use organic natural soap and everything I use is like that. And I think that's what's wonderful about it, is we all make it our own. The perfume is what it is but it's going to smell differently on you by virtue of your chemistry, what you've bathed with, what you've then rubbed on your body. And so we all have a slightly different experience with it. That's part of the whole

message of Y, it is about your individuality, your authenticity, and it's about being you.

Y Le Parfum is designed for a more intense, seductive experience. How do you personally approach "intensity" in your own life, whether in relationships, creativity, or style? Intensity for me means having your direction and going all the way with it and that comes down to confidence. So that's what I do with everything in my life, whether it's music or design or photography or making furniture or whatever it is that I love to do, it's knowing what it is that you're trying to do and really going all the way with it to express it in its fullest. That's what intensity is to me. Not having and not being afraid to be who you are. I'm not following anyone else's footsteps. I may be influenced by other things, but I have my originality and this is what it is and I'm going to see it through.

Fragrance can be a powerful trigger for memory. Is there a particular scent that takes you back to a defining moment in your career or personal life?

I was probably five or six years old and I have this memory of my mother getting ready to go out. She would come out of the shower, put her clothes on and then she would spray this perfume on. And I can smell it right now when I am recalling the memory. And that became for me, like a defining character of my mother. After she passed, somebody had heard about this perfume that my mom wore and actually gifted me a bottle of it. When I spray it in the room, it's like I'm back in my childhood — the apartment we lived in, my mother, that feeling of love and security that I had from her. And it's the same thing with music or a song that comes on that is part of a memory. It immediately comes back when you hear that song.

Do you still have that bottle? I don't have that anymore, but I can get it. It still exists. It's a wonderful memory.

Touring and performing live is such a major part of your identity as an artist. How has the experience of being on stage evolved for you over the years, especially now with the energy and themes of Blue Electric Light?

I'm in the best place I've ever been in my life — and I don't say that lightly. It took a lot to get here. We're all on a journey toward self-confidence and embracing who we are, really being okay with ourselves. That's a

process. But I've reached a place of inner peace that I carry with me wherever I go. The performances — actually, I wouldn't even call them performances — the concerts, these celebrations of life that I get to share with all the beautiful people who've supported me over the years, they've been the best shows of my career. I think that's partly because of time. I'm more open now, more joyous. And something else beautiful has happened with time: the generations have rolled over. Now, in the audience, there's everyone from 7 to 77, and it's incredible to see that. They're all celebrating the music and, more importantly, the message — which is what it's really about. It's not about me. It's about love, unity, inclusion, gratitude, God... all the beautiful things we need more of in the world today.



The Alchemist's Garden, Tears from the Moon, Gucci
The Alchemist's Garden, Vanilla Firenze, Gucci
The Alchemist's Garden, Osmanthus Nectar, Gucci

the ALCHEMIST

Cool days demand warmer, sharper scents — layered, smoky,
and made to make a statement

Photographer MARINE PINARD Stylist & Set Designer FAROUK CHEKOUFI



Myriad, Louis Vuitton



Ombre Nomade, Louis Vuitton
Fleur du Désert, Louis Vuitton



Exuberant Geranium, Boss The Collection
Fearless Pepper, Boss The Collection



Havana Gold, Dries Van Noten

Stallion Leather Suede, Carolina Herrera; Bal d'Afrique, Byredo; Solo Elixir, Loewe





PHOTOGRAPHER: MARINE PINARD; STYLIST & SET DESIGNER: FAROUK CHEKOUFI; PHOTOGRAPHER ASSISTANT: JULIE DE BOURMONT; LOCATION: HOTEL MONSIEUR GEORGE

H24 Herbes Vives, Hermès



Sauvage: The Wild Chapter

Johnny Depp, a puma, and a sun-scorched desert. Dior's legendary Sauvage fragrance goes cinematic, proving that wildness has never looked or smelled this good.

Step into the desert. The sun blazes, the horizon stretches forever, and a lone hero faces off against an invincible puma. No, this isn't your latest action flick — it's the new Sauvage chapter, directed by Jean-Baptiste Mondino, starring Johnny Depp, and dripping with spaghetti western cool.

It's a duel of calm and instinct. Depp's hero doesn't flinch. The puma prowls, hypnotic and majestic, yet in perfect harmony with its human counterpart. Together, they become a single, fearless presence — mysterious, poised, and utterly magnetic. Think Clint Eastwood vibes with a modern Dior twist.

Mondino's lens pays homage to legendary westerns, from Sergio Leone to

Steve McQueen. Ochre and blue landscapes stretch as far as the eye can see, while Ry Cooder's minimalist blues soundtrack the tension, the beauty, and the undeniable charisma of a man who has defined Sauvage for 10 years. Free, resilient, and irrepressibly cool, Depp is both hero and icon.

And let's not forget the scent. From the

mineral freshness of Sauvage Eau de Toilette to the fiery intensity of Sauvage Parfum, each composition captures a different facet of masculine energy. Bergamot, patchouli, sandalwood, and a hint of vanilla create a whirlwind of freshness and power — perfect for men who like to leave a mark without saying a word.

Whether you're drawn to the cinematic drama of the new film or the layered intensity of the fragrance, Sauvage New Chapter is a celebration of freedom, adventure, and untamed style. It's more than a fragrance — it's a legend in motion, wild, magnetic, and impossible to ignore.



Pumas, Protected

Dior Parfums is taking real-world action, extending its WWF partnership to protect pumas in Chile. Fewer than 50,000 remain in the wild, and this project aims to secure 50,000 hectares of their habitat by 2030. Tracking, reconnecting habitats, and supporting local communities, Dior helps people and wildlife coexist — all part of LVMH's LIFE 360 strategy for a wilder, freer planet.

ELLEMAN

Arabia

Culture

THIS MONTH'S HIGHLIGHT...
Sole DXB is back, December 12–14, 2025, turning Dubai Design District into the ultimate playground for sneakers, beats, and street culture. Drop in for exclusive kicks, epic sets, and all the hype you can handle.

ON OUR RADAR

WE'RE ALL GEARED UP FOR A NEW SEASON OF MUSIC, ART AND FANTASTIC STORYTELLING



© DEPARTMENT OF CULTURE AND TOURISM - ABU DHABI / PHOTO YORGIS YEROYMBOS

Art in the Shadows

This Fall, Louvre Abu Dhabi reimagines itself with daring installations and the coveted Richard Mille Art Prize.

Mayuko Arni challenged artists to look at light the way both Japan and the Arabian Gulf do — as something sacred, architectural, and cinematic.

The shortlist is sharp: Hamra Abbas, Jumairy, Ryoichi Kurokawa, Rintaro Fuse, Yokomae & Bouayad, and Ahmed Alaqla will each bring site-specific works that go beyond gallery-white walls. Expect everything from digital wells that respond to movement to industrial-scale sculptures designed to catch and distort the desert sun.

This year is also more global than ever — over 400 proposals came in, and for the first time, submissions from Japan were officially part of the mix, making this one of the most international editions yet. And then there's the prize. The Richard Mille Art Prize, awarded at the close of the show in December, is more than a trophy — it's a golden ticket that can catapult an artist from regional name to global radar.

So if you think you know the Louvre, think again. This is the museum at its most future-facing: outside, kinetic, and built for your camera roll.

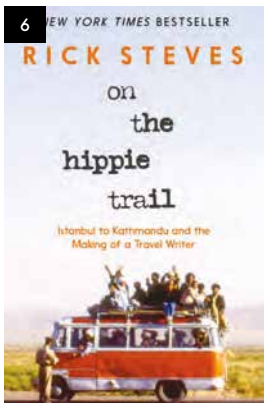
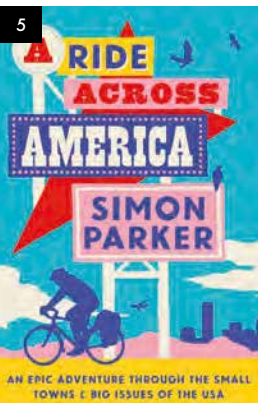
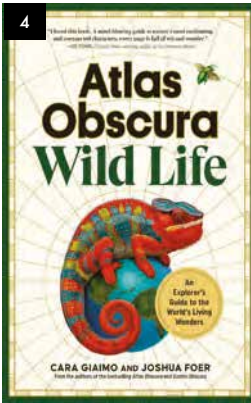
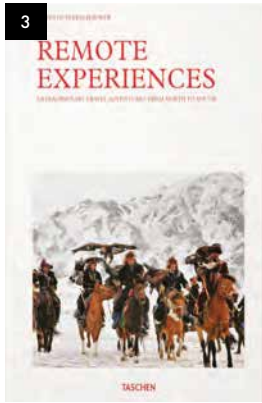
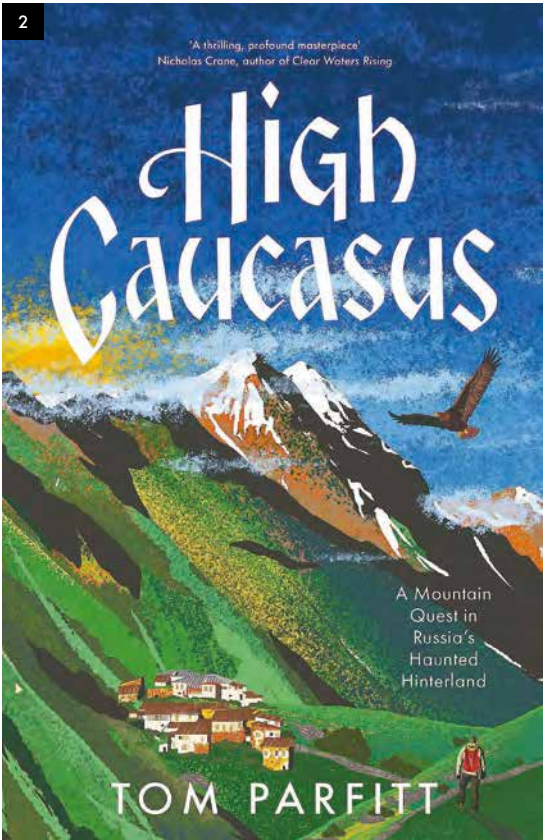
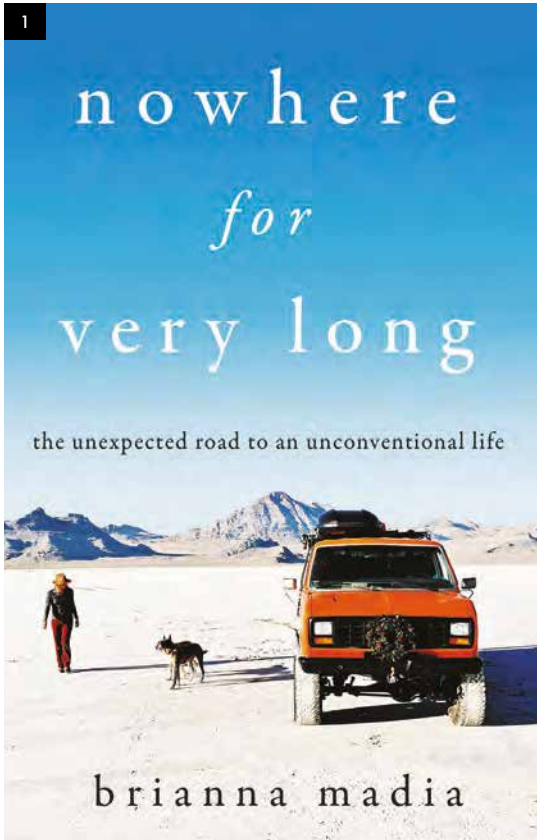
Abu Dhabi is having a moment — and this Fall, it's happening under the most Instagrammed dome in the Gulf. Art Here 2025 is back at Louvre Abu Dhabi from 11 October until 28 December, bringing with it the Richard Mille Art Prize and a lineup of installations that turn the museum's waterfront into an open-air sculpture park with bite.

The theme? Shadows. Not just the dramatic kind thrown by the dome's lattice ceiling, but shadows as memory, identity, and mystery. Curator Sophie

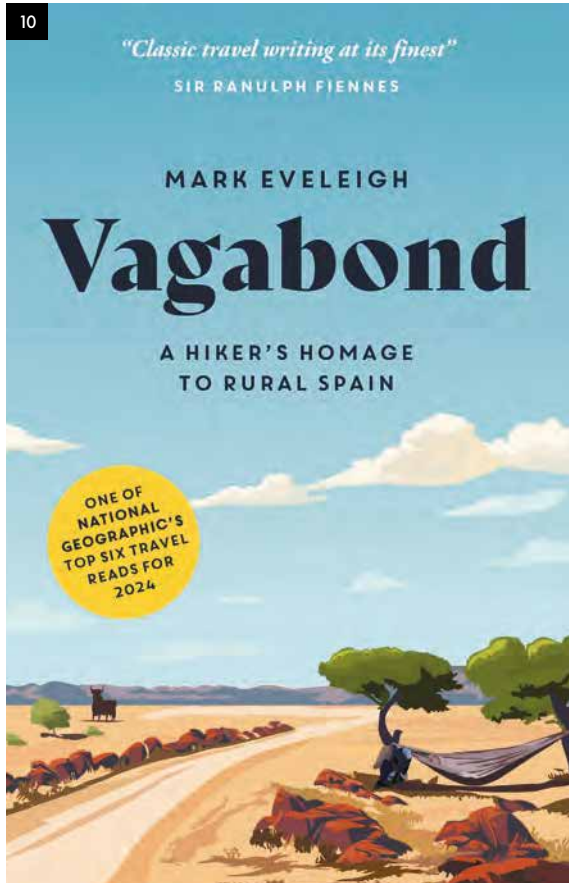
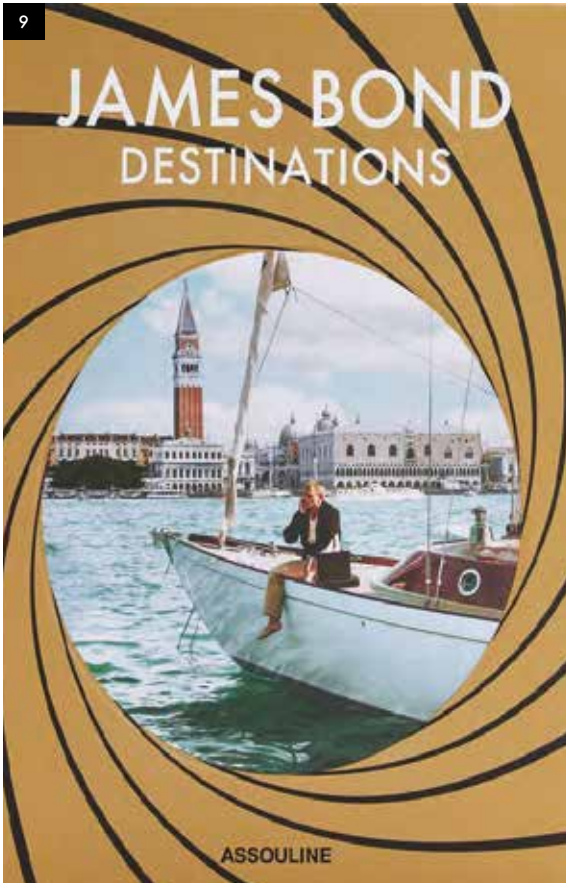
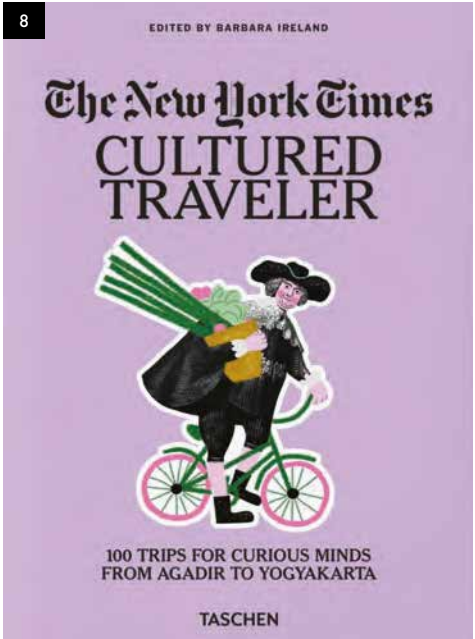
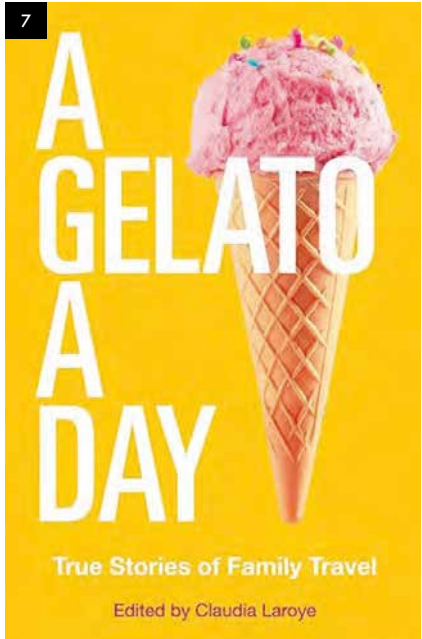


WANDER READS

JUST BECAUSE SUMMER'S PACKED UP DOESN'T MEAN THE JOURNEY ENDS. THESE TRAVEL READS WILL KEEP YOUR WANDERLUST ALIVE, ONE PAGE AT A TIME



1. NOWHERE FOR VERY LONG, BRIANNA MADIA
2. HIGH CAUCASUS, TOM PARFITT
3. REMOTE EXPERIENCES - EXTRAORDINARY TRAVEL ADVENTURES FROM NORTH TO SOUTH, DAVID DE VLEESCHAUWER
4. ATLAS OBSCURA - WILD LIFE, CARA GIAIMO & JOSHUA FOER
5. A RIDE ACROSS AMERICA, SIMON PARKER
6. ON THE HIPPIE TRAIL, RICK STEVES
7. A GELATO A DAY, CLAUDIA LAROYE
8. THE NEW YORK TIMES. CULTURED TRAVELER, BARBARA IRELAND
9. JAMES BOND DESTINATIONS, DANIEL PEMBREY
10. VAGABOND, MARK EVELEIGH





Here's everything you need to know about IMS Dubai 2025: the panels, the parties, and the players shaping the future of electronic music.

Dubai is about to get louder & smarter: IMS Dubai returns this November, and the electric energy bubbling through the SWANA region has never felt more alive. After last year's debut put the Middle East firmly on the electronic-music map, Beatport Presents IMS Dubai 2025 is gearing up to deliver a summit that's part boardroom, part rave — and 100% essential for anyone serious about what's next in sound.

Hosted by the legendary Pete Tong and rising star Noorayah, this year's headline names set the bar high. Expect ground-shaking commentary from HUGEL, techno titan Nicole Moudaber, techno tribalists Bedouin, house stalwart Misty, electronic heavyweight Rolbac, and other global players like Elie Saba, Sofia Ilyas, and Samer Jamal. Add in Factory People's own Jade, and you've got perspectives from every corner: artistry, business, tech.

But IMS Dubai isn't just about DJs and beat-drops. The summit's agenda digs deep: discussions on diaspora identity, homegrown festivals, "habibification" of house music, and the interplay between music & fashion — all themes rooted in regional identity and the global future. Also in the mix: a dedicated space for Finance & Technology, with spotlighted sessions on web3, gaming, investment, and production via Beatport Connect. To elevate under-represented voices, IMS is launching the MENA Women in Music mentorship scheme (powered by Little Pink Book), aiming to give female talent platforms, visibility, and real access.

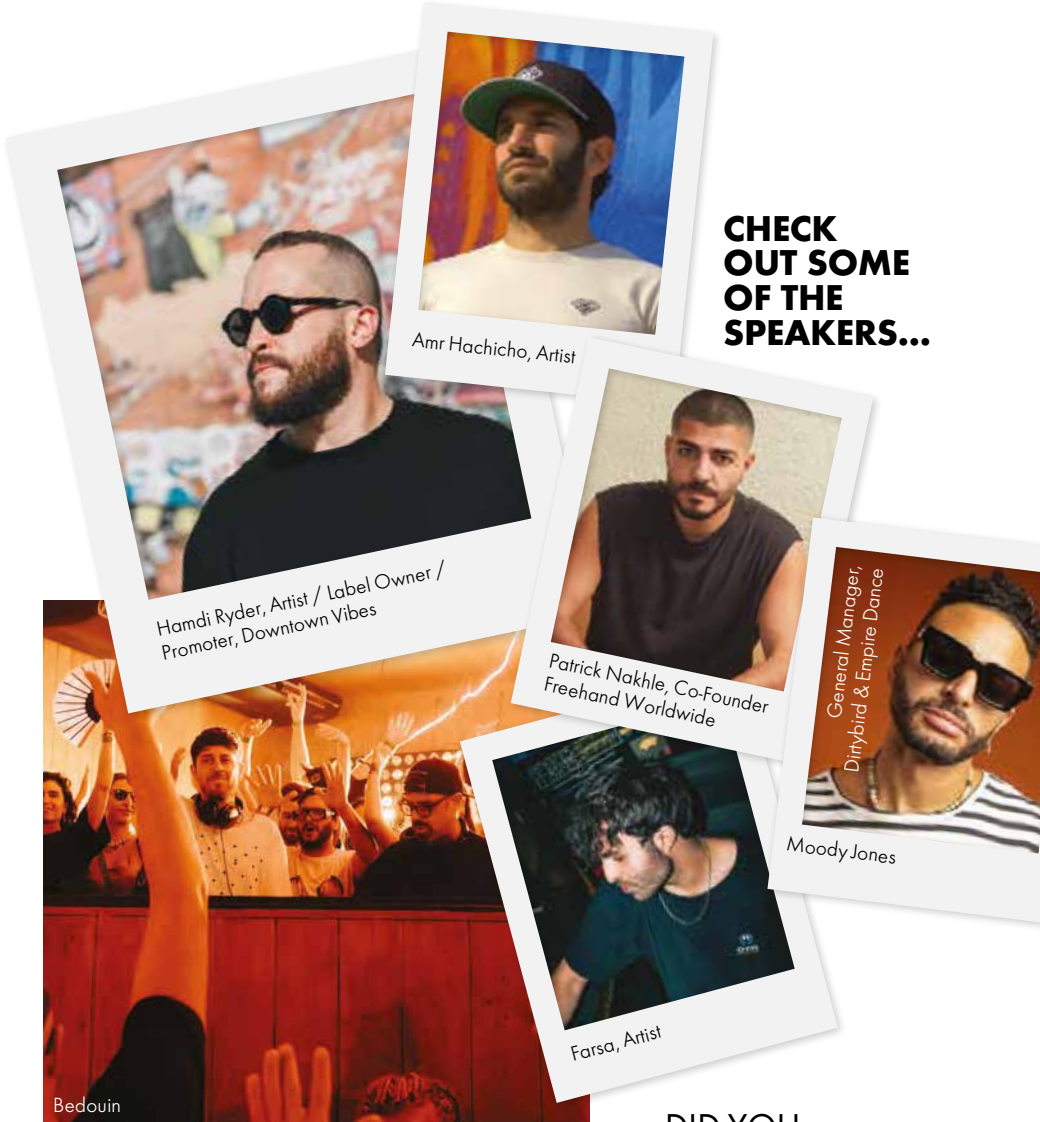
When the sun goes down, Dubai itself becomes stage. From Bicep's new film's regional premiere, to nightly events at Monkey Bar, Ushuaia Harbour, Be Beach, Helipad — this year's IMS is more than a summit. It's a takeover. Skip it and you'll be catching up all year — this is where the sound of the future drops first.

13 – 14 November

25hours Hotel Dubai One Central



**CHECK
OUT SOME
OF THE
SPEAKERS...**



**DID YOU
KNOW...**

Venue Upgrade: The 2025 edition moves to 25hours Hotel One Central, a design-driven hotel facing the Museum of the Future — more capacity and more atmosphere than last year.

Badge Perks: Your badge gives everything — full access to panels, keynotes, networking, and the curated evening programming. No separate after-party tickets needed for summit events.

Global South Focus & Regional Growth: The summit isn't just local — IMS Dubai is being positioned as a crucial meeting point for MENA territories (Egypt, Qatar, Saudi Arabia, Morocco, Bahrain, Jordan etc.) to connect with global creatives.

MENA Premieres: Among other content, there'll be the regional premiere of TAKKUK, Bicep's immersive film & audiovisual project focused on climate change.



IN CONVERSATION WITH:
SAMER JOHNNY JAMAL

Meta’s Strategic Partner Manager for MENA on how MENA creators are mixing culture, tech, and AI to craft content that’s as globally relevant as it is locally rooted.

You’re leading global partnerships across a region that’s rewriting the rules of culture and content. How do you see MENA creators shaping the future of digital storytelling on Meta’s platforms? MENA creators are at the forefront of digital storytelling, blending rich cultural heritage with a tech-savvy approach. I’m continually impressed by how quickly they adopt the latest technologies and elevate their content to resonate globally. What truly stands out is their ambition — not just to succeed locally, but to make a mark on the world stage. Meta’s role is to provide technologies that remove barriers, such as closed captions, translations, and AI capabilities, empowering creators to reach wider audiences. As MENA creators continue to innovate and aspire for global success, they’re not just shaping the region’s narrative — they’re standing shoulder to shoulder with international creators, and that makes me incredibly proud.

How do you balance what creators want to create with what the platform can offer in terms of innovation and reach? At the heart of my role is consulting with partners to help them maximize their performance and reach. We make sure creators and celebrities are fully aware of our extensive suite of expression tools, and we keep them updated on the latest technologies and features across Meta’s platforms; whether that’s through dedicated workshops or one-on-one sessions. There’s no one-size-fits-all approach — creators pick and choose from a wide range of tools to suit their unique needs. As our platforms and technologies evolve, especially with AI taking center stage, we’re seeing more creators turn to Meta AI for support, inspiration, and guidance throughout their content creation journey.

How do you spot the next big creator trend before anyone else? It’s not easy. Trends are notoriously hard to predict; they often emerge organically from pop culture and can be triggered by a variety of sources, from viral moments to shifts in audience behavior. What I’ve learned is that trends come in cycles, with certain periods seeing more explosive triggers than others. Personally, I spend a lot of time immersed in social media, staying close to the pulse of what’s happening. But it’s not just about intuition. At Meta, we have powerful algorithms that play a crucial role in surfacing emerging patterns. Take, for instance, the “Add Yours” feature in Stories, its easy-to-use format and connection to culture have made it widely popular.

If you had to pick one area where Meta is investing most in creators right now, what excites you the most — video, AR, AI, or something we haven’t seen yet? While video remains a major focus, what excites me most right now is AI. We launched Meta AI in the region last May and it is now integrated across all our apps, from WhatsApp and Instagram

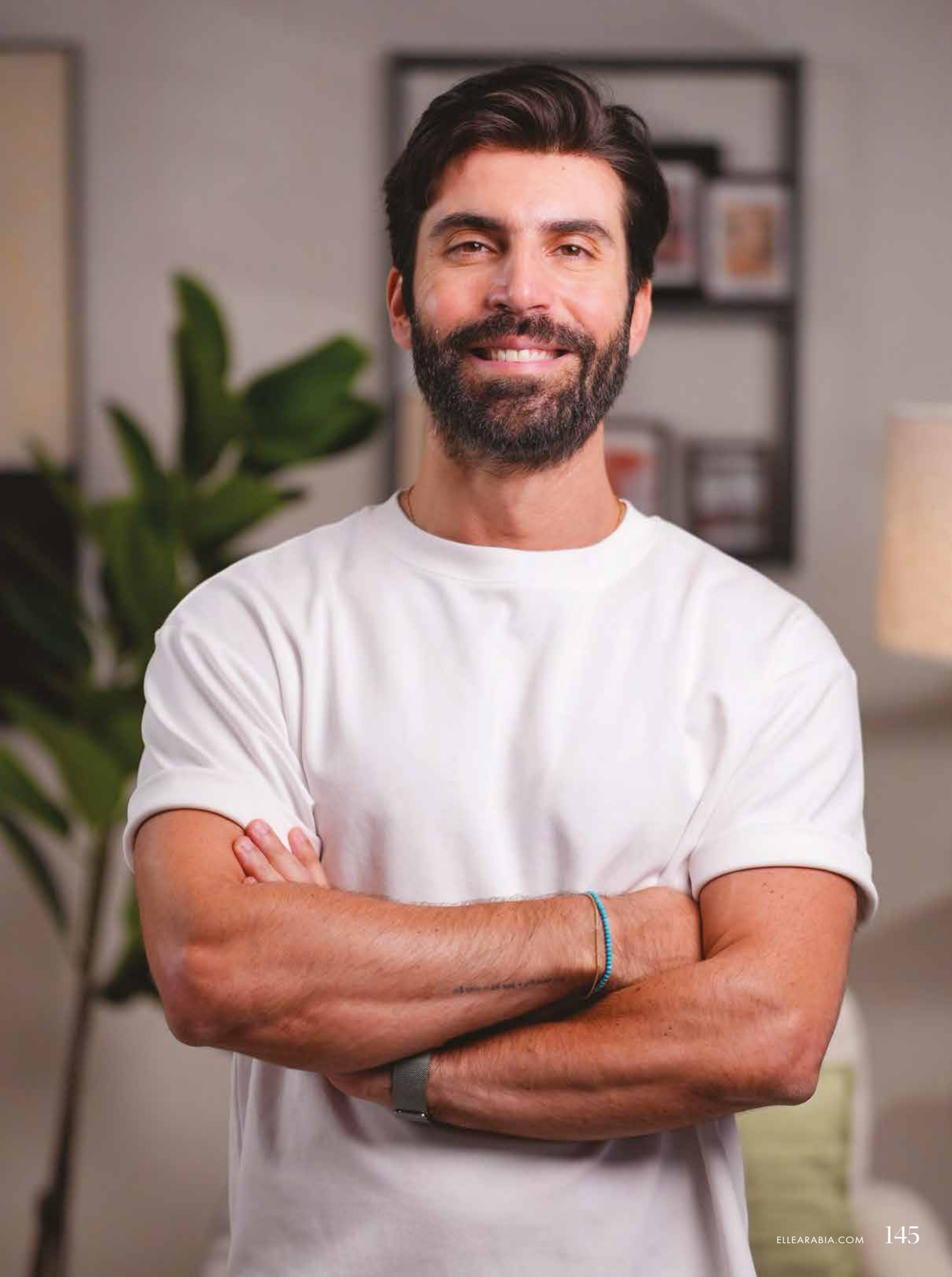
to Messenger and Facebook in addition to the standalone app, and the impact is clear: Meta AI is now used by over 1 billion people globally.

AI is a hot topic — but how are you seeing creators actually use Meta AI in their work, beyond just experimenting? What truly excites me is the utility Meta AI brings to creators and everyday users. It’s becoming an extension of daily life, helping with everything from planning content ideas and sparking inspiration to organizing trips and handling everyday tasks efficiently. Just imagine the extra time creators gain to focus on what matters most, while Meta AI is always there, ready to assist.

Any standout MENA creators doing wild or unexpected things with AI? When we launched Meta AI in the region, we partnered with several creators for the Elevate Every Moment campaign to showcase its potential. Amr Maskoun and Yara Bou Monsef, for example, used Meta AI in truly creative and unexpected ways — demonstrating how AI can assist in our day-to-day lives. Their work highlights just how innovative MENA creators can be when given new technology.

Creators in the region are known for blending tradition and innovation. How does that cultural mix show up in the kind of content they make? What sets MENA creators apart is how naturally they weave innovation into a culture that is already so vibrant, diverse, and deeply rooted. This makes their storytelling feel authentic, grounded, and instantly relatable not just to audiences across the region, but to global communities looking for content with ‘real soul’. We see this play out across every vertical. Arab food creators are reimagining classic recipes with modern techniques, yet never losing the essence of tradition, like Chef Husen Fayad who brings iconic dishes to life with a contemporary edge. Karen Wazen carries Lebanese family traditions into her vlogs, keeping them fresh yet familiar, while Amr Maskoun pushes the boundaries of branded content through cinematic short films that always carry an Arabic touch. This balance between honoring heritage and driving innovation has become a hallmark of MENA creativity.

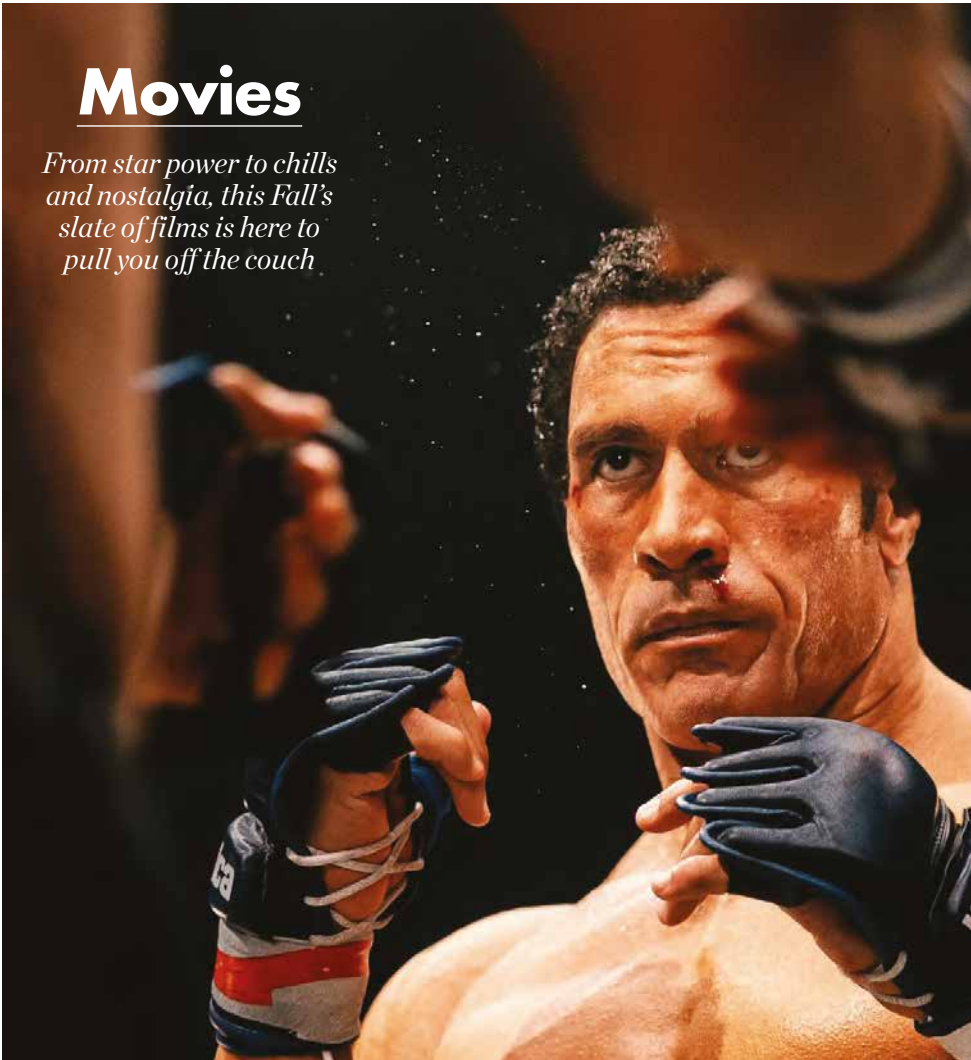
If you had to call out one trend we should all be watching from MENA creators in 2025 — what would it be? A major trend to watch from MENA creators in 2025 is the growing influence of AI in content ideation and editing. As AI-powered tools become more integrated into ephemeral formats like Stories and editing apps such as Edits, creators will be able to produce content faster and with greater creativity. Another exciting shift is the rise in collaborations, even among celebrities, who are now partnering with digital creators to tap into their reach and connect with younger audiences. In short, expect to see more AI-driven creativity, content tailored for younger viewers, and unprecedented collaboration across the region’s creative landscape.



The Guide



DON'T MISS THIS SEASON'S ESSENTIAL FILM, MUSIC AND MORE...



Movies

From star power to chills and nostalgia, this Fall's slate of films is here to pull you off the couch

THE SMASHING MACHINE

Dwayne Johnson trades the charm for bruises in this brutal MMA biopic. As Mark Kerr, he's battling more than just opponents — addiction, fame, and the fight game itself. Gritty, raw, and full of bone-crunching realism, this might be The Rock's most knockout role yet.



THE LOST BUS

Directed by Paul Greengrass with Matthew McConaughey at the wheel, this survival thriller is ripped from real life: a bus driver, a teacher, and 22 kids trying to outrun a wildfire. Fear, heroism, and raw urgency.

WAKE UP DEAD MAN: A KNIVES OUT MYSTERY

Daniel Craig slips back into the detective shoes as Benoit Blanc, returning to untangle a grisly mystery under churchyard shadows. Twists, backstabbing, and that signature sharp wit — this one's got the whole ensemble going toe-to-toe.



ONE BATTLE AFTER ANOTHER

Paul Thomas Anderson, Leo DiCaprio, Sean Penn — all bringing the heat. This action-thriller reunion of ex-revolutionaries is more than just spectacle; it's a raw look at extremism, loyalty, and what happens when the past refuses to stay buried.



THE LOWDOWN

Ethan Hawke's a bookstore owner with a nose for trouble in this noir-fueled mystery. Corruption, secrets, and small-town drama collide.



THE DIPLOMAT: SEASON 3

Keri Russell is back as Kate Wyler, and she's playing hardball. Season 3 cranks up the tension with new betrayals, tighter alliances, and crises that span the globe. This is the political thriller that makes you want to take notes — while hiding behind the couch.



THE PAPER

From the crew who brought you The Office, this sharp newsroom drama has it all: secrets, scandals, and office politics. Expect biting wit, fast-paced intrigue, and a cast that keeps the tension high both on and off the page. Newsflash: this isn't your usual 9-to-5.



PLATONIC: SEASON 2

Will and Sylvia are back, and yes, they're still the best worst influence on each other. This season, they're navigating midlife like it's a high-stakes game of Jenga — one wrong move, and it all comes crashing down. It's messy, it's real, and it's the adult friendship we all need to see.



LANDMAN: SEASON 2

Tommy Norris is back, and M-Tex Oil just got more dangerous. Cartel ties, betrayals, and high-stakes deals collide as Tommy, Cami, and a loaded cast fight for power, money, and survival. Greed, grit, and Texas-sized drama: this season doesn't hold back.



STRANGER THINGS: SEASON 5

The Upside Down is back — and this time, Hawkins faces its final, most dangerous showdown yet. Eleven, Mike, and the gang battle Vecna, old enemies, and high-stakes chaos in a season that promises suspense, scares, and full-on 80s nostalgia.

Live Music

Dubai and Abu Dhabi are the place to be this season. Legendary acts, chart-topping hits, and nights built for pure adrenaline – these shows are all killer, no filler



TRAVIS SCOTT – CIRCUS MAXIMUS TOUR

November 15, 2025 | Etihad Park, Yas Island, Abu Dhabi
It’s the show you have all been waiting for: Travis brings his tour’s full chaos, massive stage production, and fan-favorite hits. Big crowd, big visuals, big energy. This is the one that raises the stakes in 2025!

THE WEEKND – AFTER HOURS 'TIL DAWN TOUR

December 5, 2025 | Etihad Arena, Abu Dhabi
Abel Tesfaye returns for a night of sleek R&B and cinematic visuals. Expect hits like “Blinding Lights” and “Save Your Tears”, alongside new tracks from his latest album, Hurry Up Tomorrow. Joined by Playboi Carti and Mike Dean, this show is a high-energy experience.

DEEP PURPLE

November 20, 2025 | Coca-Cola Arena, Dubai
One night only. Rock legends Deep Purple bring decades of blistering riffs and arena-shaking energy to Dubai. Expect “Smoke on the Water” and other anthems cranked to 11, screaming solos, and a crowd that knows every word. Loud, proud, and pure rock adrenaline.

ROD STEWART

December 17, 2025 | Etihad Arena, Abu Dhabi
Rod Stewart is back, and he’s bringing the rock ‘n’ roll swagger you’ve been craving. There’ll be raspy vocals, crowd-pleasing hits, and decades of charm packed into one unforgettable night. Timeless, electric, and unapologetically legendary – this is the ultimate sing-along experience.

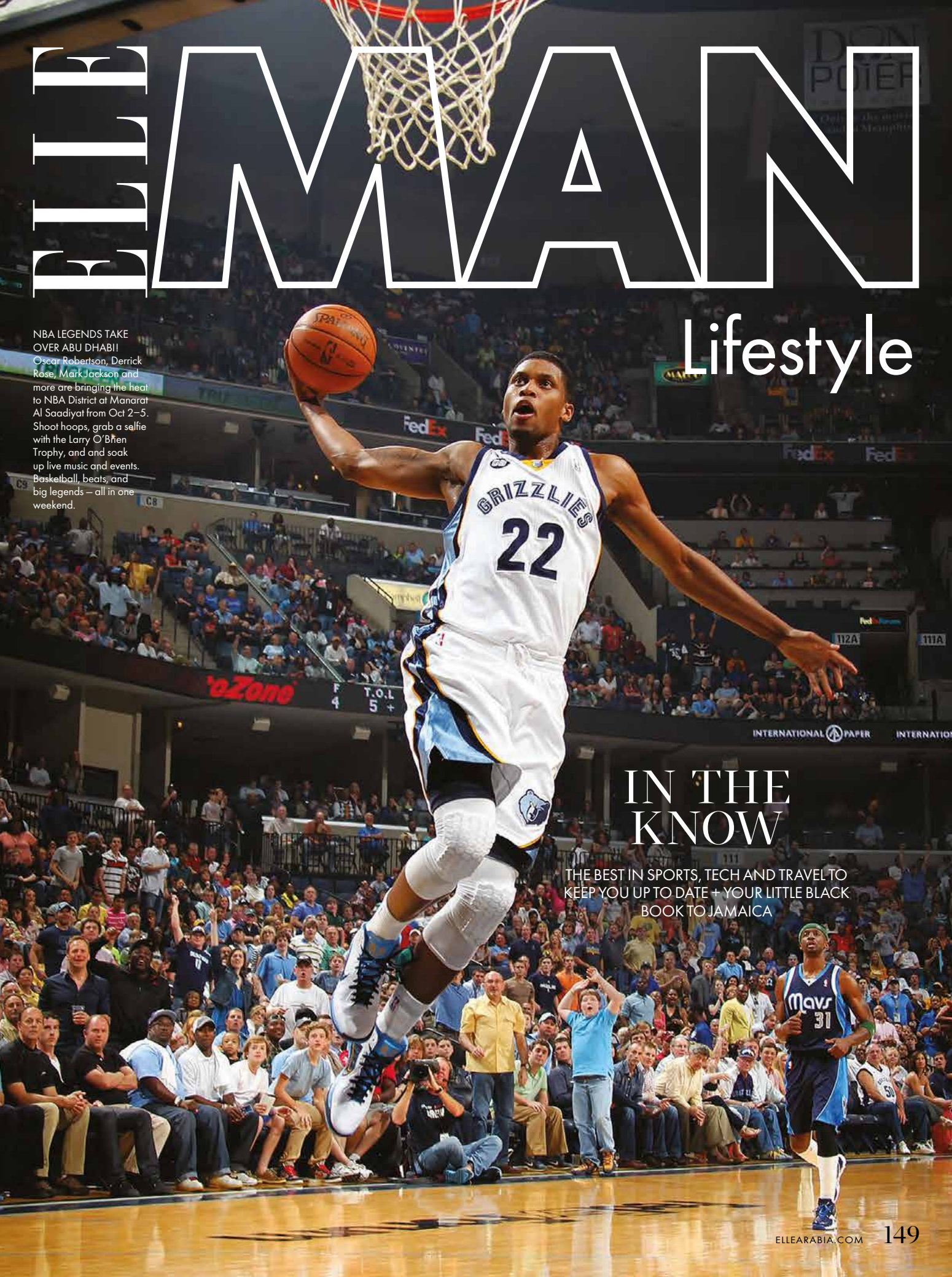
BOOK NOW



5 REASONS YOU CAN’T MISS KINGS OF CONVENIENCE AT DUBAI OPERA ON APRIL 16 - ONE OF THE CHILLEST, COOLEST NIGHTS OF LIVE MUSIC THIS SEASON...
● They coined the phrase “quiet is the new loud” with their 2001 debut – an album that practically invented the modern indie-folk scene. ● This is their first time performing in Dubai – a rare chance to catch them live without hopping on a plane to Europe. ● Erlend Øye isn’t just half of Kings of Convenience – he’s an international music chameleon with projects from Berlin to Sicily, bringing that global cool factor to every show. ● Their Dubai Opera set promises stripped-down arrangements, witty banter, and songs you won’t hear them play anywhere else this tour. ● Expect a setlist stacked with cult classics like Misread and I’d Rather Dance with You – the perfect excuse to sing along with a room full of strangers.

ELMAN Lifestyle

NBA LEGENDS TAKE OVER ABU DHABI! Oscar Robertson, Derrick Rose, Mark Jackson and more are bringing the heat to NBA District at Manarat Al Saadiyat from Oct 2–5. Shoot hoops, grab a selfie with the Larry O’Brien Trophy, and soak up live music and events. Basketball, beats, and big legends – all in one weekend.



IN THE KNOW

THE BEST IN SPORTS, TECH AND TRAVEL TO KEEP YOU UP TO DATE + YOUR LITTLE BLACK BOOK TO JAMAICA



Singapore Grand Prix

In the FAST LANE

Five cities. Five weekends. Unlimited speed. From Austin’s rowdy trackside crowds to Abu Dhabi’s golden-hour finale, these are the 2025 Grands Prix where adrenaline goes global — and why you’ll want a front-row seat.

SINGAPORE GRAND PRIX October 2–6, 2025

The original night race is back, and nothing compares to the Singapore GP’s cinematic energy. The Marina Bay Street Circuit lights up like a sci-fi movie set, with cars threading through 19 corners against the skyline glow. This year’s edition promises more off-track action than ever — think global music acts, immersive pop-ups, and fashion collabs turning the race into a five-day citywide festival. The humidity is real, the racing is tight, and the tension is sky-high: Singapore is notorious for safety cars and surprise results, so don’t expect a predictable finish. If you can, book a seat near Turn 1 or Turn 13 for maximum drama — or go all out with a hospitality suite for bubbly under the stars.

UNITED STATES GRAND PRIX October 17–19, 2025

Austin knows how to throw a party, and the US Grand Prix at Circuit of The Americas is the ultimate mash-up of cowboy cool and Formula 1 flair. Expect BBQ smoke, live music, and a crowd that’s as loud as the engines. COTA is one of the best tracks for fans, with open sightlines and the iconic uphill Turn 1 offering prime overtaking action. This year, the paddock buzz will be extra-charged as America’s home race continues to grow its F1 fanbase — expect celebrity sightings and maybe even some rodeo-style grid walks. Bonus: Austin’s food scene is worth the trip alone.

LAS VEGAS GRAND PRIX November 20–22, 2025

Vegas is F1’s most outrageous stop, and 2025 is set to crank the spectacle even higher. The Las Vegas Strip Circuit runs right past neon landmarks and casinos, giving you a once-in-a-lifetime view of cars doing 320 km/h



United States Grand Prix

past the Bellagio fountains. Expect late-night qualifying under the lights, insane afterparties, and a race start that feels more like a headline Vegas show. This is not just a sporting event — it’s an adrenaline-fueled long weekend where high stakes meet high speed. Get ready for grid-side DJs, celebrity hosts, and energy that doesn’t stop until sunrise.

QATAR GRAND PRIX November 28–30, 2025

F1 hits the desert in Lusail for a night race that feels like speed meets spectacle. The track’s sweeping curves and lightning-fast straights cut through the neon-lit skyline, while VIP tents and rooftop lounges serve up luxury views of the action. Off-track, Qatar dazzles with fine dining, desert adventures, and art-filled escapes — making this weekend as much about lifestyle as it is about laps. With high speeds, unpredictable conditions, and championship tension in the air, every second counts. Pro tip: stake out the main grandstand for heart-racing start-finish drama and perfect photo ops.

ABU DHABI GRAND PRIX December 5–7, 2025

The season finale at Yas Marina Circuit is always a spectacle, but 2025 is extra special — it’s F1’s 75th anniversary celebration. Picture golden-hour racing turning into a night-time showdown, capped with fireworks and concerts that rival music festivals. The circuit’s revised layout keeps the action tight, with plenty of overtakes and a last-lap drama factor that can decide championships. Beyond the race, Yas Island offers luxury hotels, Michelin-star dining, and theme parks, making it the ultimate year-end trip. Pro tip: book seats at the West Grandstand for killer views of the action into Turn 6.



Las Vegas Grand Prix



Abu Dhabi Grand Prix

**FAST FACTS:
F1 BY THE
NUMBERS**

- 24 RACES** ON THE 2025 CALENDAR — THE LONGEST SEASON IN F1 HISTORY.
- 320 KM/H** TOP SPEED CARS WILL HIT ON THE LAS VEGAS STRIP.
- 1.80 SEC** THE WORLD RECORD FOR THE FASTEST PIT STOP (RED BULL, 2019).
- 400,000+** FANS WHO DESCEND ON AUSTIN FOR THE US GP WEEKEND.
- 2008** THE YEAR SINGAPORE MADE HISTORY AS F1’S FIRST NIGHT RACE.
- \$5,000+** WHAT SOME FANS WILL DROP ON VIP HOSPITALITY PACKAGES AT ABU DHABI.
- 3 TIME ZONES** YOU’LL CROSS IF YOU TRY TO ATTEND SINGAPORE, AUSTIN, AND VEGAS BACK-TO-BACK.



1

CLICK FLASH (1)

Kodak just went full nostalgia with the Charmera, a palm-sized digital keychain cam that throws it back to the '80s Kodak Fling. Weighing only 30 grams, this pocketable toy packs photo + video, 7 retro filters, date stamps, and even a mini screen to preview your shots. Available in 7 blind-box designs (including a secret transparent edition), it's the coolest way to flex your film-snob energy — minus the film.

DJ'S DELIGHT (2)

Turntablists, your new toy just dropped. The Rane One MKII upgrades its cult-fave 2021 controller with dual motorized platters, customizable torque, 16 RGB pads, and the killer "Instant Stem Acapella" for on-the-fly remixes. Add 29 hardware effects, studio-grade sound, and a scratch-proof MagFour crossfader, and



2

WHAT'S THE BUZZ

ALL THE LATEST DROPS AND NOTEWORTHY HAPPENINGS IN THE WORLD OF TECH, SPORTS & MUSIC

you're set for every club, festival, and afterparty set of your life.

SLIDE INTO THEIR DMS (3)

Spotify just got a lot more social. Its new Messages feature lets you DM songs, playlists, and albums directly in-app — no more copy-paste to WhatsApp. You can react to tracks, start

group chats, and turn music sharing into a real-time conversation. It's Spotify's boldest move yet to become the ultimate music hangout, not just a streaming app.

MARK YOUR CALENDARS (4)

John Cena's finally dropping the mic... or rather, hanging up his boots. On December 13, 2025,



4

the 17-time world champ will take his final bow at Saturday Night's Main Event on Peacock, capping a farewell tour that's spanned the globe. One last historic showdown for one of the most popular and famed wrestlers of all time before the "Hustle, Loyalty, and Respect" era goes out in style.



3

HANDHELD HEROES (5)

Say hello to your new pocket powerhouse. The ROG Xbox Ally and Ally X hit October 16, delivering PC-level gaming in a handheld built for marathon sessions. Think 7-inch 1080p touchscreens, Xbox-inspired grips, and a custom full-screen UI — with the Ally X cranking it up to 24GB RAM and a 1TB SSD. All the power, none of the desk.

OH SNAP (6)

Leica is auctioning off the one-of-a-kind M-A no. 5000000 "Pope Francis" set — an all-silver-chrome body and Noctilux-M 50 mm f/1.2 lens, both



5

engraved with papal symbols and the Pope's personal motto. Gifted to him in 2024, the camera and lens come in a custom presentation box and start bidding at AED130,000, with all proceeds going to charity. Pre-bidding October 22!

LIGHTS, BEATS, ACTION (7)

Govee just turned your living room into a personal concert. The Table Lamp 2 Pro syncs 210 LED beads with your music via its built-in JBL speaker, letting you pick presets or craft wild custom colors. Room-filling sound meets trippy visuals — basically a lava lamp for the 21st-century audiophile.



6



7



5 REASONS WE'RE LOVING THE NEW IPHONE 17

- The 6.3-inch Super Retina XDR display with 120Hz ProMotion makes scrolling, gaming, and binge-watching buttery smooth and jaw-droppingly vivid.
- Snap like a pro with the 48MP Dual Fusion camera, built for low-light magic and AI-powered computational shots.
- Up to 30 hours of video playback means this phone won't bail halfway through your day (or your latest series marathon).
- Ceramic Shield 2 front cover offers triple the scratch resistance, so accidental drops don't mean instant panic.
- iOS 26 adds AI-powered translation, deeper privacy tools, and smooth multitasking to keep your digital life sharp and secure.

CULTURAL VIBRATIONS

BOASTING A RICH ARTISTIC HERITAGE AND RENOWNED FOR PRODUCING AN ILLUSTRIOUS ROSTER OF MUSIC, FASHION AND LITERARY TITANS, JAMAICA IS THE TRAVEL DESTINATION OF CHOICE FOR THOSE IN SEARCH OF CULTURE, WRITES LENA DE CASPARIS.

AS I ARRIVE AT NIGHT, DRIVING THROUGH THE LUSH darkness of the Blue Mountains, music floats through the air. The legendary Kingston Dub Club is midway through a night of roots reggae, dub and dancehall, with a crowd sipping Campari and rum. The reverberations can be heard for miles. Meanwhile, on the south coast of the island, in the fishing village of Treasure Beach, authors including Candice Carty-Williams and Caleb Femi are taking to the stage at the world-famous Calabash Literary Festival. Culture pulsates through every inch of Jamaica. Growing up in London, I found it impossible to resist Jamaica's strong magnetism as a cultural superpower and travel destination. Yes, the unspoiled mountains, cascading waterfalls and absurdly picturesque white sands add to the allure. But it was reading Marlon James, listening to Bob Marley and the Wailers, and watching the film *The Harder They Come* in my youth that cemented a longing to see the country. So, this year, I seized the opportunity to dive into a break of sun, fried plantain, creativity and the sea. I'm not the only one finding inspiration in the country's thriving cultural scene right now. This year brings the new novel *Jamaica Road* by Lisa Smith, set between the industrial docks of the Thames and the sandy beaches of Calabash Bay. Music artists such as Shenseea and Koffee (who released new tracks this spring) remain firmly in the charts. Acclaimed curator of New York's Guggenheim Ashley James hosted the recent Kingston Biennial. And designers including Martine Rose, Grace Wales Bonner, Bianca Saunders, Francesca Lake and Diotima's Rachel Scott have all celebrated their Jamaican heritage in recent collections. 'Jamaica has this

extraordinary ability to shape global culture – despite its size, its influence is seismic. It's given us musical genres that have shifted consciousness, a language that's echoed in every corner of the world, and a spirit of resistance and resilience that feels deeply necessary. There's a creative boldness in Jamaica – it doesn't try to imitate anyone. It leads. And I think that unapologetic originality is why the world can't stop looking to it for inspiration,' actor Naomie Harris tells me, having recently returned from a trip herself. 'I always tell people to veer off the tourist trail – find a roadside jerk shack, swim in the rivers, listen to live music under the stars.

Jamaica isn't a place to just observe – it's a place to feel.' Waking up to a breathtaking vista of the Blue Mountains National Park at the Strawberry Hill Hotel in a luxurious wooden cottage (complete with Rastafarian wood carvings), nestled into the luscious hillside, feels like the right place to start. Many a day could be spent hiking, swimming in the infinity pool, eating snapper fish and sipping on rum punch. But there's more to explore.

So, after a breakfast of callaloo sautéed with onions and scotch bonnets, I set off on the 30-minute drive into Kingston. The island's capital is on the south-eastern coast and is its cultural hub, with a fifth of Jamaica's population (2.8 million people) living in the area. It's been said to have the largest number of recording studios per capita on the planet – including the renowned Studio One, where Bob Marley recorded – and music remains in every corner of the city. The Bob Marley Museum gives an entertaining education of the history of



Top: TWO-BEDROOM LAGOON VILLA
Left: BOB MARLEY MUSEUM
Bottom: STRAWBERRY HILLS HOTEL



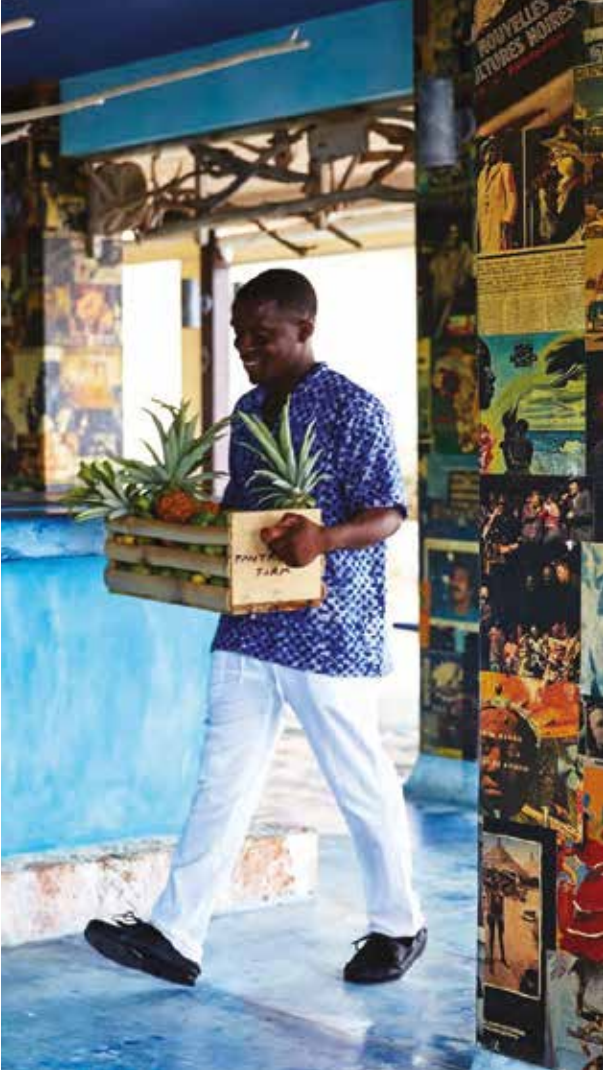
ROCK STAAR UNSPLASH





the country's music industry. Next, I explored the National Gallery of Jamaica and visual-artist-led initiative New Local Space, with its souvenirs of handmade jewelry, and Kingston Craft Market for art and woodworks. Don't miss a trip to Devon House's I Scream, where scoops of rum-and-raisin ice cream are the size of a football. Three hours west of Kingston, you'll find a book lover's paradise at the Calabash Literary Festival, founded in 2001 by poet Kwame Dawes, novelist Colin Channer and producer Justine Henzell. It's hosted at Jakes, a color-washed beachside hotel, and thousands now gather to hear speakers, who have included literary heavy hitters such as Zadie Smith, Chimamanda Ngozi Adichie, and Colson Whitehead and Ian McEwan, who closed this year's festivities. With a cocktail of sun, sea and literature, it's an intoxicating setting that is now responsible for helping many young Jamaican writers break through. Away from the bustle of the capital, hidden on the north coast of the island, you'll find GoldenEye in Oracabessa Bay, famed for being the place where Ian Fleming penned his James Bond novels. Owned by Chris Blackwell – the music mogul behind Island Records – since 1976, the village-like resort is set over 52 acres and consists of cottages nestled between a lagoon and the sea. Check in at one of the beach villas for their straight-to-sand access, garden showers, vast verandas, king-sized beds and Smeg fridges stocked with local delicacies. Across the hotel, trees have been planted by guests – I spy one from Kate Moss and another from 'The Carters', marking a recent stay by Beyoncé and Jay-Z. By day, there's kayaking along the coast, paddle-boarding around the lagoon and a lot of recharging on serene Button Beach with a few more rum punches. Steal yourself away for a trip into town to Miss T's Kitchen, a colourful restaurant serving a local menu – its jerk chicken and oxtail stew are the best in the area. The food and rich

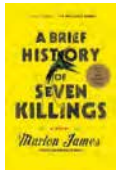
creative scene have attracted a new generation finding inspiration on the island, with waves of Londoners migrating there. 'Jamaica's global cultural impact is undeniable. The phrase "wi likkle but wi tallawah", which means "we are small but strong", really encapsulates the Jamaican spirit,' says author Liv Little, whose father was from the island. 'The resistance, the joy, the tenacity of our people. Music. Food. Storytelling. Art. I feel that we've given and will continue to offer the world so much'.



BOOKS TO PACK

Make room in your carry-on for these captivating reads

A BRIEF HISTORY OF SEVEN KILLINGS BY MARLON JAMES
THIS BOOKER PRIZE-WINNING NOVEL IS CENTRED AROUND THE ATTEMPTED SHOOTING OF BOB MARLEY



JAMAICA ROAD BY LISA SMITH
A LOVE STORY ABOUT TWO BEST FRIENDS AND THEIR TIGHT-KNIT BRITISH-JAMAICAN COMMUNITY



WIDE SARGASSO SEA BY JEAN RHYSS
WRITTEN AS A PREQUEL TO CHARLOTTE BRONTË'S JANE EYRE, IT IS SET IN THE LUSH LANDSCAPE OF 1830S JAMAICA



HERE COMES THE SUN BY NICOLE DENNIS-BENN
JAMAICA'S VERY OWN WHITE LOTUS, THIS DEBUT EXAMINES THE EXPLOITATION OF A HOTEL'S EMPLOYEES

HOW TO SAY BABYLON BY SAFIYA SINCLAIR
A MEMOIR ABOUT GROWING UP IN JAMAICA AND A YOUNG WOMAN BREAKING FREE FROM A FATHER'S OPPRESSION



CONCRETE DREAMS BY FERDINAND DENNIS
THIS FAMILY SAGA IS A POWERFUL WINDRUSH STORY, RICH WITH CHARACTER AND CONFLICT



Cassina



THE CASSINA PERSPECTIVE
cassina.com

Cassina Store Dubai, Jumeirah St - Umm Suqeim 1 - Dubai



Cartier