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Global Trend Monitor

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Contemporary Trends for Decision Makers

A professional portrait of Thierry Sabbagh, a man with dark hair and a beard, wearing a dark suit, white shirt, and dark tie. He is smiling slightly and looking towards the camera.

Thierry SABBAGH

Divisional Vice President and President of Nissan & INFINITI for the Middle East, KSA, and CIS

**Celebrating
Jamaica's
Coffee Culture
at the Blue
Mountain
Coffee Festival**

**The Essence
of New Pop
Art: Joaquin
Gonzalez -
Master Sculptor
of JOGO**

**Compact
Revolution:
smart #1
Redefines
City Mobility**

**Ursula Simacek:
Pioneering
Excellence
in Facility
Management
Across Europe**

**Ambiente 2025:
Gateway to
the Future of
Business for
GCC and Middle
East Companies**



Soy Candle and Handmade Organic Soap

CANDLE FLAVOURS

Citronella
White Frangipani
Pink Frangipani
Sandlewood Vanilla
Japanese Honeysuckle
Vanilla
Sandlewood Vanilla

HANDMADE ORGANIC SOAP

Aloe Vera Flavoured Soap
Rose Petal Soap
Orange Flavoured Soap
Moringa Flavoured Soap
Neem Flavoured Soap
Lemon Grass Flavoured Soap
Mint Flavoured Soap
Rosemary Flavoured Soap
Basil Flavoured Soap
Goat Milk Flavoured Soap
Charcoal Flavoured Soap

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TODAY'S LEADERS CRAFTING TOMORROW'S SOLUTIONS

Dear Readers,

Welcome to this edition of Global Trend Monitor, where we delve into the dynamic intersection of leadership, innovation, and culture. This issue brings you closer to the visionaries and institutions driving change and excellence across diverse industries.

From Thierry Sabbagh's strategic leadership steering Nissan in the Middle East, to Ursula Simacek's pioneering advancements in European facility management, we explore how adept leadership shapes thriving enterprises. We also have Henri Meijer who shares insights on personal transformation, emphasizing the profound impact of coaching on individual and professional growth.

We also take you on a global journey from the vibrant business hubs of Ambiente 2025, illustrating the future of international trade, to the serene experiences offered by Dubai's premier contrast therapy sessions. Cultural richness is on full display as we revisit the legendary Bob Marley Museum and

celebrate Jamaica's rich coffee heritage at the Blue Mountain Coffee Festival.

Additionally, this issue highlights technological advancements from NetApp's innovations in block storage to new paradigms in cybersecurity.

Our coverage extends into the luxury lifestyle with a sneak peek at RIMOWA's new boutique, an exploration of Monaco's splendor, and the culinary artistry at Sakhalin Dubai.

Each story is a testament to the power of innovation and the spirit of exploration. We hope this issue inspires you to embrace change, seek new horizons, and appreciate the cultural legacies that enrich our world.

Thank you for joining us on this journey of discovery and excellence.

Enjoy the read.

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DRIVING FORWARD

Thierry Sabbagh's Vision for Nissan in the Middle East

By Shereen Shabnam

Thierry Sabbagh, the Divisional Vice President and President of Nissan & INFINITI for the Middle East, KSA, and CIS, has been a pivotal figure in steering Nissan's strategy in the region. With eight years at the helm, Sabbagh's leadership coincides with a period of significant transformation in the automotive industry, particularly in alignment with visionary government initiatives like Saudi Vision 2030 and UAE's commitment net zero by 2050.

At the recent launch of the Nissan Kicks, Sabbagh outlined the future trajectory for Nissan in the Middle East, emphasizing the shift towards SUVs and the introduction of five new upcoming models.

These models, including the all-new Kicks and the iconic Patrol, are a testament to Nissan's commitment to innovation,



design excellence, and cutting-edge technology. Each vehicle promises connectivity features like wireless Apple CarPlay and Android Auto, making them ideal for the tech-savvy driver.

"Our approach is customer-centric, ensuring that the vehicles we bring to the market not only meet but exceed the needs and expectations of our customers," Sabbagh explained. The

“OUR APPROACH IS CUSTOMER-CENTRIC, ENSURING THAT THE VEHICLES WE BRING TO THE MARKET NOT ONLY MEET BUT EXCEED THE NEEDS AND EXPECTATIONS OF OUR CUSTOMERS”

new e-commerce platform launched by Nissan, which allows customers to purchase vehicles online, is a part of this strategy. With over 120 touchpoints across the region and partnerships that span over five decades, Nissan's robust network ensures an unmatched customer service experience.

When asked about the specifics that make the Nissan Kicks an ideal choice for urban drivers in the Middle East, Sabbagh highlighted its striking design, ProPilot technology, enhanced connectivity, safety features, and performance, making it perfectly suited for the demands of city driving.

Nissan's commitment to innovation extends beyond just vehicle features. The brand is deeply engaged in extensive market research and testing, ensuring that every product launched is well-suited for regional conditions. "We spend almost one to two years testing our vehicles in the region before they go to market," Sabbagh noted, pointing out that this rigorous testing phase helps in refining the vehicles based on real-world data and feedback.

Looking ahead, Nissan's strategy in the Middle East is focused on continuous growth and innovation. With an



ambitious target to introduce a complete lineup of SUVs and maintain its sports image with new releases like the latest Z model and participation in Formula E, Nissan is poised to enhance its market presence significantly.

In terms of challenges, the rapid evolution of the automotive industry, especially with the shift towards electric vehicles (EVs), poses both opportunities and hurdles. Sabbagh is optimistic, citing Nissan's readiness for the EV market, contingent on the development of adequate infrastructure to support these vehicles.

"Nissan is committed to sustainability and is actively aligning with regional government strategies to achieve carbon neutrality by 2050," Sabbagh stated, highlighting the brand's dedication to environmental stewardship and its integration with government strategies to foster a sustainable future.

Thierry Sabbagh's vision for Nissan in the Middle East is clear—innovation, customer focus, and strategic

partnerships are at the heart of everything they do, driving the brand towards a future where mobility is not only sustainable but also closely aligned with the dynamic needs of the region's drivers.

“NISSAN IS COMMITTED TO SUSTAINABILITY AND IS ACTIVELY ALIGNING WITH REGIONAL GOVERNMENT STRATEGIES TO ACHIEVE CARBON NEUTRALITY BY 2050”



URSULA SIMACEK

Pioneering Excellence in Facility Management Across Europe

——— By Shereen Shabnam ———

As CEO of SIMACEK Holding, Ursula Simacek has guided the company to become a leader in facility management throughout Europe. From its humble beginnings as a pest control service to becoming a major family-owned enterprise, Ursula's strategic vision has been pivotal.

In this interview, Ursula discusses the transformative growth strategies of SIMACEK, the company's robust commitment to sustainability, and her experiences as a female leader in a traditionally male-dominated industry, providing valuable insights into the future of facility management and entrepreneurial leadership.

SIMACEK HAS ESTABLISHED ITSELF AS A LEADING FORCE IN FACILITY

MANAGEMENT ACROSS EUROPE. WHAT KEY STRATEGIES HAVE DRIVEN THE COMPANY'S GROWTH AND HOW DO YOU ENVISION ITS FUTURE?

We have grown from a small pest control business into one of Mid- and Central-Eastern Europe's largest family-owned facility service providers, with 11,000 employees across six countries. Our growth is built on long-term thinking, a strong people-first culture, and service diversification.

We focus on core facility management (cleaning, security, technical facility management, pest control, public transport cleaning) and go beyond that with premium care services, including office services for a true well-being atmosphere, rental arts and

healthy catering for all property users. With digital innovation and a clear sustainability focus, we aim to expand further, always guided by our purpose "Joyfully creating quality of life for people".

WHAT STEPS IS SIMACEK TAKING TO PROMOTE SUSTAINABILITY AND RESPONSIBLE BUSINESS PRACTICES?

A comprehensive understanding of sustainability is part of our DNA from the early days more than 80 years ago. Our responsibility for 11,000 employees from 70 nations and their families demands a three-dimensional approach to sustainability.

First, economic sustainability and intergenerational long-term thinking to



ensure stable and reliable jobs. Second, ecological responsibility to protect a healthy environment. Third, social responsibility to ensure fair and equal pay, respectful behavior, and to support personal development and growth.

All measures directly support the UN Sustainable Development Goals (SDG). They are deeply integrated in our corporate strategy, including significantly cutting down Co2 emissions already by 2030, a >95% share of renewable electricity, a fully electrified fleet by 2028, consequent use of ecologically certified cleaning agents and many more.

Additionally, we measure the success of these actions by all relevant ISO certifications and international certifications such as EvoVadis and Great Place to Work, proving that we belong to the best-in-class services providers of our industry.

HOW DOES SIMACEK ENSURE EMPLOYEE SATISFACTION, TRAINING, AND WELL-BEING WHILE MAINTAINING HIGH SERVICE STANDARDS?

Our employees are the heartbeat of SIMACEK – and we like to call ourselves a "large SIMACEK family". We run a dedicated ISO 21001-certified SIMACEK Academy, providing more than 10,000 training hours annually only in Austria. But our training efforts go far beyond that, including leadership development, on-site language training – often in courses combining our and our customer's employees –, and support in hardship cases to ensure a team which is both competent and motivated to deal with the challenges we are facing day by day.

Our key to service quality is definitely strong leadership and a truly diverse team. Personal leadership is combined with powerful digital tools to ensure a consistent and comprehensive quality levels.

HOW IS SIMACEK LEVERAGING DIGITAL TRANSFORMATION TO ENHANCE EFFICIENCY WITH SMART BUILDINGS AND AI-DRIVEN FACILITY MANAGEMENT?

We follow a strict multi-annual digitalization roadmap focusing on digitalization and AI-powered processes in every business unit as well as highest levels cyber security for top-notch service reliability. We strive to be the most consistent adopter of new technologies, while at the same time ensuring value and cost efficiency for our customers.

With a strong inhouse IT development team, continuous testing and piloting activities, both in-house and with customers, we build end-to-end solutions that prove themselves in practice.

WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS LOOKING TO LEAD IN TRADITIONALLY MALE-DOMINATED INDUSTRIES?

Start early, work hard, stay authentic. And: don't hold yourself back thinking about being female or male – simply do your best and perform. That's at least what I have done throughout my life.

I have grown through every level of our businesses – from master examinations, back-office tasks to regional management positions and now as CEO of the SIMACEK

group. Leadership, to me, means inspiring people for a common goal, taking decisions, empowering others and standing for your values. Achieving goals at the expense of your purpose won't lead to long-term success.

WHAT ARE SOME OF THE BIGGEST CHALLENGES FACING THE FACILITY MANAGEMENT SECTOR TODAY, AND IS SIMACEK PLANNING FOR EXPANSION INTO NEW MARKETS?

Attracting and retaining skilled staff remains a significant challenge in the facility management sector, an issue SIMACEK addresses with strong employer branding and structured onboarding, particularly for its predominantly migrant workforce. Our strong brand, SIMACEK, and the vast experience of more than 80 years in different markets are key assets in this regard.

The company is also keen on leveraging AI and robotics to enhance service delivery amidst growing demands for integrated solutions driven by ESG regulations. SIMACEK is eyeing expansion into dynamic markets like Dubai and the UAE, aiming to merge its high service standards with the high expectations of Middle Eastern real estate markets.

We see a good fit and high potential in combining high quality expectations of mid-east real estate operators with our proven track record in managing thousands of employees at highest levels to achieve a winning user experience for tenants and property users for all asset classes, whether residential real estate, shopping centers, offices, hospitals, or even transportation systems.

SIMACEK IS ALSO ACTIVE IN THE ART SECTOR. CAN YOU TELL US ABOUT THAT?

Yes, SIMACEK is active in the art sector through Art House SIMACEK, offering curated rental art as a B2B service. In partnership with ARTCARE, we provide businesses with access to contemporary artworks for offices, meeting spaces, and public areas. Our SIMACEK Art Award promotes carefully curated emerging artists at the start of their careers and offers an accessible entry point for aspiring collectors.

At its core, our mission is to bring art into and onto buildings – making it visible, tangible, and accessible to everyone. Through outstanding collaborations with Professors of leading art academies in Austria and Germany, we support emerging talents and connect business with culture.

This initiative brings our purpose to life, joyfully creating quality of life. For companies with high standards, integrating art into the workspace is no longer optional – it is a statement.

THE GYM FOR BUSINESS, CAREER AND MINDSET

HENRI MEIJER

CEO of Safe House on Shaping Futures through Significance and Liberation

In a world that never stops evolving, Henri Meijer stands out as a beacon for those who seek significance in both business and personal life. With years of experience in personal development and building meaningful careers, Henri is known for simplifying and breaking down the complexities of the human psyche by aligning it with deeply rooted personal ambition, common sense, practical strategies, and measurable results.

In his conversation with Shereen Shabnam, Henri shares the philosophy behind his work, the journeys he's taken with exceptional people across various industries, and the profound impact he's made on the lives of those he works with. "We all have direct access to endless wisdom, and are capable of significance

and the extraordinary if we are willing to see beyond our perception, overcome instant gratification, and not be distracted by any need for external validation. It's truly a wonderful world beyond that."

People with this liberated, possibility-focused mindset often radiate a natural curiosity and contentment. They live in a space that opens the door to a universe of opportunity.

"That's what I aim to create in every collaboration—a simple yet extraordinary life,"

Henri elaborates. Henri's journey began in his early 20s in the music industry, where he witnessed firsthand the power of emotional connection and developed

ways to uplift individuals, no matter their circumstances.

This early exposure to transformation sparked a lifelong journey that led him to collaborate with some of the world's most outstanding business leaders, creative performers, and influential families.

Henri was especially drawn to individuals who mastered the art of a fulfilling life, combining extraordinary professional success with spiritual and psychological depth. He studied their thought processes, inner frameworks, and actions that led to the empires they built.

His purpose became clear: to create a safe space where personal ambition, exceptional careers, and powerful



businesses are strengthened by frameworks that empower long-term success. This was the birth of his flagship company, Safe House.

By learning from creative performers, business owners of multinational conglomerates, and long-time mentors, Henri gained deep insights into how they built their success. At the same time, he offered value from his own expertise in personal development. His conclusion? True wealth lies in simplicity. Liberation comes when you act with direction and clarity, rather than reacting to life's chaos.

MASTERING THE ART OF CHANGE

Henri leverages his diverse experience with entrepreneurs and musical talents to support their ambitions, may that be personal and professional. His journey into coaching was inspired by his time in music, where he saw many talented individuals fail to progress due to difficult life circumstances.

This inspired Henri to help people overcome internal blocks and creating contra by giving them insights, skills and capabilities, and foremostly his rule of thumb: 'Find out how to do it, what is the nature of the process. Then it's just a matter of doing what you need to do to get what you want', which naturally led him into the world of personal and career development.

COACHING PHILOSOPHY AND EVOLUTION

Henri's coaching style is deeply rooted in real-world experience. One of his early mentors was Don Willard, co-producer of The Beach Boys. From him, Henri learned the importance of emotional connection and its transformative power.

As his methods evolved, Henri began working more behind the scenes, he draws inspiration from the structural strategies of leaders of large conglomerates, blending practical business acumen with deep, almost spiritual insight. His approach is about acting from a place of clarity, what he calls "coming from a place of sense."

Henri emphasizes understanding the physics and motion behind business and finances, as well as mastering the art of persuasion, and enabling. The structures Henri puts in place decrease the chance of self sabotage, which many people do in the long run when they feel imprisoned by the life they created.

Henri's work helps them realign and move with precision. His coaching is often described as "mathematical yet deeply

human", a framework that respects both personal integrity and business reality. He believes in understanding and building, 'your version of a good life' at the core of your career and success and then building strong backup plans and strategies to reach that vision, really creates an unshakable stable existence.

MEASURING SUCCESS

Henri defines success through the alignment of personal and professional development with life goals. When we know your version of a good life, we can fuel it by ambition, and built a supportive financial system with business strategies that help create and sustain those goals.

One example of this is the Tower of Power program, a coaching methodology that helps individuals integrate their personal and business identities, together with universal principles in alignment with their authenticity.

Unlike Safe House, which offers an intensive one- or two-day immersive experience, Tower of Power unfolds over a longer timeframe. It starts with a crash course and continues with monthly guidance. This slower pace suits those who prefer a step-by-step approach to personal and professional growth, allowing participants to deeply internalize the process.

THE NEED FOR CAREER AND PERSONAL DEVELOPMENT

Henri champions continuous personal and professional growth. He believes in learning from the best to fuel evolution. His coaching not only addresses short-term challenges but builds a holistic, sustainable model for long-term success. Dubai's dynamic and fast-paced environment has given Henri fertile ground to grow his personal and career development business, tapping into a globally connected, ambitious population.

Today, Henri empowers entrepreneurs and ambitious individuals with the tools, strategies, and mindset shifts needed to thrive, not just in business, but in life.

His sessions are more than business consultations, they're a comprehensive mentorship journey, designed help clients embrace a full-spectrum, well-rounded path to success.

*For consultation, contact Management@safehousemember.com or visit <https://www.safehousemember.com>

*Since Safe House is a recommendation-only initiative, please enter: Gmthsafehouse at the requirements section.



CONTINUOUS IMPROVEMENT IN BUSINESS

HAKAN OZEL

Vice President Operations & General Manager, Shangri-La Dubai

The expectation and vision of every driven and achieving executive for the future in any enterprise is to improve operational excellence for financial growth and delivery of its promise. A disciplined strategic approach for continuous improvement compared to either previous terms or set objectives is critically crucial to make this happen.

It is a systematic and sustained effort to enhance products, services, and processes, encouraging incremental changes that lead to significant overall improvements. For hotels, this approach means consistently seeking ways to deliver better guest experiences and streamline operations to support the hotels' rate positioning and stay ahead of competitors to deliver financial growth.

BUILDING A CULTURE OF CONTINUOUS IMPROVEMENT

Without a culture embraced by each member of an enterprise, it is almost not possible to achieve any business objective. Creating a culture of continuous improvement requires commitment from the top down. Hotel leadership must champion the cause, set or strongly communicate clear goals and provide the necessary resources from human capital to physical assets to support. This support also includes investing in training, technology, and infrastructure.

CREATIVITY AND INNOVATION: FOSTERING EXCELLENCE

The hotel business, a dynamic and highly competitive sector, thrives on the principle

of continuous improvement. This principle is essential not only for surviving but for excelling in a market characterized by ever-evolving customer expectations and technological advancements. Continuous improvement in the hotel industry covers a range of strategies, from enhancing customer service to optimizing operational efficiency, all aimed at delivering superior guest experiences and achieving continuous growth. Executives must know the difference between creativity and innovation.

Fostering an environment where creative thinking is highly promoted, and innovative behavior is encouraged and rewarded always delivers motivation to achieve. Encouraging innovation means allowing for experimentation and learning from failures. Not every

improvement initiative will succeed, but each provides an opportunity to learn and grow. Celebrating successes, no matter how small, helps build momentum and reinforces the value of continuous improvement.

CUSTOMER SERVICE: THE HEART OF CONTINUOUS IMPROVEMENT

At the core of the hotel business, customer service is the core. Continuous improvement in this area involves soliciting and acting on guest feedback, training staff to anticipate and exceed guest needs, and employing technology to personalize and enhance the guest experience without replacing the core of service business. For instance, many hotels now use sophisticated management systems to track guest preferences and tailor services accordingly. By continuously refining these systems and the staff's response to feedback, hotels can significantly elevate the guest experience.

OPERATIONAL EFFICIENCY

Operational efficiency is another critical area for continuous improvement. This includes optimizing resource use, reducing waste, and improving processes to deliver services more effectively and cost-efficiently. For example, implementing energy-saving technologies not only reduces costs but also appeals to environmentally conscious guests. Hotels can adopt lean management techniques to streamline workflows, reduce bottlenecks, and improve service delivery times. Technology is a great advantage when it comes to communication with guests and addressing their requests and needs instantly. In this way, the most demanded services are tracked and identified, and efficient ways of delivery to guests are planned and implemented.

THE ROLE OF TECHNOLOGY AND ANALYTICS

Technology plays a pivotal role in the continuous improvement of hotel services. From booking engines and mobile check-ins to smart room features and data analytics, technology helps hotels enhance guest experiences and operational efficiency. Nevertheless, technology is required to simplify the services rather than replacing the emotions and human touch.

Data analytics is particularly powerful, providing insights into guest preferences, behavior, and feedback. By analyzing this data, hotels can identify trends, pinpoint areas for improvement, and make



informed decisions. For instance, if data shows a frequent complaint about slow service in the restaurant, management can investigate and address the root cause, whether it's staffing levels, kitchen efficiency, materials, methods, or training issues. Smart technology is also revolutionizing the hotel industry.

Features like keyless entry, voice-activated room controls, and personalized in-room entertainment systems enhance guest convenience and satisfaction. Continually updating and refining these technologies ensures that the hotel remains at the cutting edge of customer service.

EMPOWERING EMPLOYEES

Continuous improvement is not just about systems and processes; it's also about people. Engaged and empowered employees are crucial to the success of any continuous improvement initiative. Hotels should foster a culture where staff at all levels feel valued and encouraged to contribute ideas for improvement. Regular training and development opportunities help employees stay motivated and skilled, while recognition programs can reward those who contribute significantly to the hotel's success. Human capital is very critical and important to activate all passive investments in the hotel.

EMPLOYEE FEEDBACK

Involving employees in the improvement process also taps into their first-hand

knowledge of guest interactions and operational challenges. Regular surveys and feedback sessions can provide valuable insights into areas needing improvement. For example, housekeeping staff might suggest more efficient ways to clean rooms, or front desk staff might identify common guest queries that could be addressed more proactively upon arrival or departure.

SETTING GOALS

Setting specific, measurable goals is essential. These goals should align with the hotel's overall strategic objectives and be communicated clearly to all staff. Regular progress reviews and adjustments ensure that the hotel stays on track and can adapt to changing circumstances.

CULTURE OF IMPROVEMENT

Continuous improvement in the hotel business is a multifaceted endeavor, encompassing customer service, operational efficiency, technology, and employee engagement. By fostering a culture of continuous improvement, hotels can enhance guest satisfaction, streamline operations, and achieve long-term success.

In an industry where guest expectations are continually rising, the commitment to ongoing improvement is what sets leading hotels apart and ensures their place at the forefront of the hospitality sector.



AMBIENTE 2025

GATEWAY TO THE FUTURE OF BUSINESS FOR GCC AND MIDDLE EAST COMPANIES

By Shereen Shabnam

Recently concluded in Frankfurt, Ambiente 2025 has solidified its position as the quintessential event for the global dining, living, and giving sectors. This year, the fair expanded the scope for the innovative "Christmasworld" and "Dining World" segments, enhancing its already vast array of product offerings. These enhancements underscore Ambiente's role as a comprehensive platform where businesses can explore the latest in sustainable products and cutting-edge design.

I recently attended the Ambiente 2025, and enjoyed exploring the trade fair for products catering to dining, living, and gifting. It's not just an event but a pivotal

global platform for retailers, wholesalers, and designers. As the Middle East continues to flourish as a hub for luxury and lifestyle, attending Ambiente offers unparalleled insights into the latest global trends and innovations that are shaping these industries.

Ambiente's relevance to the GCC and Middle East markets cannot be overstated. With a substantial increase in visitors from these regions, the event has become a critical nexus for Middle Eastern companies looking to stay ahead in the international marketplace. In 2025, visitors from the UAE increased, marking a significant increase from previous years and this underscores the

fair's growing importance to the region's business landscape, particularly as companies seek to expand and diversify their offerings.

Ambiente is more than just a marketplace. It's a vibrant stage for networking with industry leaders and innovators from around the world. The 2025 event saw participation from 170 nations and had 4,500 exhibitors, providing an unmatched opportunity for Middle Eastern businesses to forge global partnerships.

The fair's commitment to sustainability, with a special focus on the Ethical Style program, aligns with the increasing



emphasis on ESG (Environmental, Social, and Governance) criteria within the region. This makes Ambiente particularly relevant for businesses aiming to integrate sustainable practices into their operations.

The GCC and Middle East's rich cultural heritage, combined with a dynamic economic landscape, make the region ripe for the unique blend of tradition and innovation showcased at Ambiente.

The event's offerings can help businesses from the region not only meet the evolving demands of their clientele but also lead the way in setting new standards for quality and sustainability in lifestyle and luxury markets.

The future of business interactions between Ambiente and the Middle East looks promising. As Ambiente continues to expand its footprint, the focus on sectors like HORECA (Hotels, Restaurants, and Cafés) is particularly relevant for the Middle East, where these sectors are booming due to increasing tourism and luxury services.

Additionally, the fair's emphasis on innovative workspace solutions and the latest retail technologies can help regional businesses adapt to the changing dynamics of the workplace and consumer behavior.

For companies in the GCC and Middle East looking to enhance their competitive edge and expand their global reach, Ambiente offers a critical platform for innovation, networking, and growth.

This year's edition of Ambiente was not just an event to attend but an essential investment in the future of their businesses, providing tools, insights, and connections that will define the next era of global commerce in the region and the next edition of Ambiente is certainly a show to look forward to for new innovations in industries related to gifting, hospitality, living spaces and more.



REVITALIZING THE SENSES

A TRANSFORMATIVE JOURNEY THROUGH DUBAI'S PREMIER CONTRAST THERAPY EXPERIENCE

— By Shereen Shabnam —

Stepping into the Contrast therapy center in Dubai was like entering a realm dedicated purely to rejuvenation and high performance. The center, known for being the first of its kind in Dubai to focus solely on hot and cold therapies, offers an unparalleled recovery experience that is straightforward yet profoundly effective.

My session began with the intense heat of a traditional Finnish sauna, followed by the exhilarating chill of an ice bath. This contrast therapy, designed to detoxify the body and enhance mental clarity, lived up to its promises. The transition between extreme temperatures invigorated my senses, leaving me feeling both challenged and deeply cleansed.



During my sauna session, I was able to feel the serene environment while watching watching on TV a yogi looking gentleman playing calming instruments that produced music that ensures instant relaxation. Following the thermal and cold treatments, I was treated to a luxurious one-hour massage. The massage was expertly delivered, easing any tension in my muscles and complementing the therapeutic effects of the heat and cold treatments.

The overall environment at Contrast is minimalistic and performance-driven, devoid of any unnecessary luxuries, focusing solely on the effectiveness of the treatments. The highlight of the experience was not just the therapies themselves but also the communal aspect of the Social Contrast Room. Here, recovery becomes a shared, social experience rather than a solitary one, adding a unique dimension to the wellness journey.

Some retail therapy afterwards is also recommended before leaving. I took some detox drinks with me to ensure the wellness experience continues at home. There are interesting teas as well one can buy for home use.

In a city that thrives on high energy and success, Contrast provides an essential oasis for recovery and reset. It's more than just a wellness center; it's a revolutionary approach to maintaining one's health and mental sharpness amidst the bustling city life. I left feeling reset and ready to tackle the demands of my routine with newfound vigor and clarity.





IMMERSING IN THE RHYTHMS OF LEGEND AT THE BOB MARLEY MUSEUM

By Shereen Shabnam



Nestled in the heart of Kingston, Jamaica, the Bob Marley Museum is not just a building preserved in time; it's a vibrant journey into the life of the music legend, Bob Marley. Situated in his original home, the museum offers a profound glimpse into his musical journey, personal life, and the roots of reggae culture.

During my visit to Kingston, my experience was brought to life by none other than Bongo Herman, the celebrated percussionist who once played alongside Marley and happened to be there that day. His impromptu drum session while I was waiting to enter the museum resonated through Marley's former home, adding a deeply personal touch to the artifacts and memorabilia that adorned every room.

The experience was elevated by our vibrant and animated guide who started the tour with a birthday song for me in the entrance room surrounded by accolades the legend received during his lifetime and beyond. Her thoughtfulness left me speechless and the friendliness and knowledge of the staff at the museum was top notch.

Walking through Bob Marley's home was like stepping into a piece of musical history, where every corner spoke of the struggles, successes, and serene moments of his life. Each exhibit in the house tells a unique story, from his gold and platinum records hanging on the walls to the vibrant room murals and his famous denim stage outfit.



The personal items displayed, including Marley's favorite guitar and the bullet-holed walls from an assassination attempt, painted a vivid picture of a man who was not only an iconic musician but also a visionary and a fighter for rights.

This museum is more than just an archival space; it's an educational hub that encapsulates the spirit of Marley's message of peace, love, and unity. It serves as a reminder of his influence not just on music but on global culture and thought.

For anyone passionate about music, history, or culture, a visit to the Bob Marley Museum offers an unparalleled insight into the life of a man who moved the world with his art. It's a pilgrimage every music lover should make, a chance to walk the halls that Marley once did, and a unique opportunity to experience the powerful legacy of a global icon.





UNDERSTANDING AI'S MINISTRY OF TRUTH

By: Dave Russell, SVP and Head of Strategy, Veeam

AI has brought the technological landscape to a crossroads. It promises immense productivity gains and revolutionized work, yet poses challenges tied to manipulation, data privacy, and security. From deepfakes to falsified social media posts, leaders across the globe are realizing the true scope of AI's consequences if not mandated properly. Critical to this juncture are regulations.

However, governments hesitate to introduce AI regulations for fear of stifling innovation or enacting counterintuitive, overly complex rules.

Initial small but meaningful steps toward reining in AI have emerged, such as the Biden Administration's industry commitments and the EU AI Act.

The real shift to reckoning with AI's power came in late September of this year when California Governor Gavin Newsom signed multiple bills to address sexually explicit deepfakes, AI watermarking, and deepfake election content.

These bills marked the first wide-ranging mandatory AI legislation adopted at the state level. A bellwether for the nation

and world, reverberations are sure to grow and illustrate the importance of AI regulation. Governments will likely implement more restrictive cyber resilience, compliance, and AI standards across the board, driven by the rapidly increasing number of cyberattacks and regulatory gaps.

As AI developments and regulation gain speed, a spotlight is simultaneously shone on data. Data's value has skyrocketed with the advent of AI. Seen as the engine behind AI models, reams of reliable data are key to training and

making the technology work. As a result, organizations must now consider the resiliency of their data to ensure that they can manage AI risks and opportunities while staying compliant. Here, two key pillars of data resilience will come into play: data freedom and data backup.

ENSURING DATA FREEDOM

With disparate regulations, data freedom becomes more challenging. Data freedom lets you move and store data wherever it's needed – and is critical for businesses. You need to find a way to let everyone in who needs to get in, while keeping security in mind.

Additionally, Data Freedom supports AI initiatives by ensuring that the right data is available, in the right location, as sources for artificial intelligence and machine learning activities, many of which utilize cloud-based services, or require access to a wide range of data sets.

Giving access to corporate data but protecting your company's most valuable assets is key. Much of security these days is about assuming "reasonable risk." That is, what can we reasonably accept while maintaining safety standards – and AI is set to change this. Regulations suggest that what was a reasonable effort in the past may not be a reasonable effort in the future. Trying to secure data to ensure only authorized users can access it will place more pressure on security teams.

DATA BACKUP

AI is a double-edged sword because it can be wielded by good and bad actors. With it being so easy to create deepfakes or falsify information, and it's worrisome for businesses because AI has made it harder to discern truth from fiction.

That's why data resiliency – in the form of immutable backups – is now the only ministry of truth for AI. Following a ransomware attack or other cyber incident, authorities examine the network and data, treating it as a crime scene.

Without data backup, there would be no way to prove the business took



appropriate preventative measures to recover from attacks. After all, it's not a case of if they'll be impacted but when.

Taking it a step further, imagine a job interview goes poorly. Looking for someone to blame, the candidate alleges the company is engaging in biased hiring practices by using an AI algorithm to assist in its search for candidates. The company knows it isn't true, but in the age of AI, knowledge and belief are not enough.

As this new frontier of AI continues to proliferate and improve, it will be the onus of businesses and individuals to prove their word against that of AI. Immutable,

timestamped data backups are the only way to validate truthful information, and hence safeguard an organization's integrity.

AI has changed how business operate. In giving the world a powerful productivity tool, it's simultaneously created a difficult problem – how to prove something as true when anything can be fabricated at a moment's notice? How can authorized users gain access to data while keeping unwanted actors out – all while ensuring the technology complies with the myriad of regulations from states and countries? The key is finding a singular source, or ministry, of truth. For businesses, that source is data resiliency.

ZERO TRUST IS NOT ZERO TRUST IF DNS IS IMPLICITLY TRUSTED

By: Mohammad Jamal Tabbara, Head of Solutions Architects, Middle East, Turkey & Africa at Infoblox

In today's rapidly evolving cybersecurity landscape, organizations are adopting Zero Trust (ZT) frameworks to protect themselves from increasingly sophisticated cyber threats. Zero Trust, a security model predicated on the belief that breaches are inevitable, operates under the principle of "never trust, always verify." This approach assumes that attackers are already inside the network and seeks to minimize their potential impact. But while Zero Trust frameworks significantly bolster security, there's one crucial element that is often overlooked: the Domain Name System (DNS).

WHY ZERO TRUST NOW?

The need for Zero Trust is more pressing than ever. The digital transformation that underpins most modern enterprises has ushered in an era of hyperconnectivity, with organizations adopting hybrid and multi-cloud environments to increase flexibility, scalability, and collaboration. But with these advancements come risks such as an ever-expanding attack surface, and an increasing sophistication of cyber threats like ransomware, phishing, lookalike spear-phishing domains, and AI based attacks.

Additionally, the widespread use of IoT and the rise of remote work further increase the attack surface, making it difficult to defend using traditional perimeter-based security models.

With attackers gaining the ability to breach systems and move laterally within networks quickly, Zero Trust aims to contain the damage by enforcing strict access controls, segmenting networks, and constantly verifying the legitimacy of users and devices. However, for Zero Trust to truly work in modern cloud-based infrastructures, it must account for DNS — a fundamental yet often implicitly trusted component of the network.

DNS: AN OVERLOOKED OPEN DOOR

In traditional security models, DNS is often implicitly trusted. This oversight can be a significant gap in Zero Trust implementations, leaving networks vulnerable to attackers exploiting DNS to carry out their campaigns. DNS is integral to the functionality of hybrid, multi-cloud environments, resolving domain names into IP addresses, and allowing users and devices to access resources. However, DNS has become a common vector for malicious activity, including ransomware, phishing, lookalike domains, and zero-day DNS threats.

A malicious actor can exploit DNS in various ways, such as using it for Command and Control (C2), data exfiltration, and creating fraudulent domains that resemble legitimate ones to trick users into divulging sensitive

information. If an organization's Zero Trust strategy does not account for the security of DNS, it could unknowingly allow access to harmful domains, putting the entire network at risk.

To build a robust Zero Trust strategy, DNS must not be implicitly trusted. Rather, it should be actively monitored, secured, and validated to ensure that all traffic is legitimate. DNS security should be an integral part of the Zero Trust model to ensure that malicious actors cannot exploit DNS as a back door.

ENCRYPTED DNS FOR PRIVACY AND INTEGRITY

Encryption is also a key part of Zero Trust to protect confidentially and integrity. NIST SP 800-207 states that "all communication should be done in the most secure manner available," and this includes DNS. By using DNS over TLS (DoT) and DNS over HTTPS (DoH), organizations can encrypt their DNS traffic, preventing attackers from intercepting or manipulating queries. DoT and DoH protect against snooping and ensure that DNS queries are authenticated, offering an added layer of privacy and integrity in hybrid, multi-cloud environments.

PROTECTIVE DNS: PROACTIVE SECURITY

A Protective DNS (PDNS) solution works

by proactively refusing to resolve high-risk and malicious domains, stopping threats before they can reach the organization's systems. PDNS helps prevent initial infections, blocks ongoing command-and-control (C2) communications, and prevents data exfiltration. Additionally, PDNS plays a critical role in blocking lateral movement within a network. Once an attacker gains access to one part of the network, they often use DNS to facilitate the movement to other parts of the system. By implementing a PDNS solution, organizations can prevent this movement and contain a breach quickly.

DEVICE-LEVEL ENFORCEMENT

An important component of a PDNS strategy is device-level enforcement. By ensuring that devices only connect to approved PDNS servers and only access those domains approved by those PDNS servers, this solution minimizes the risk of DNS bypass, a tactic often used by attackers to circumvent traditional security measures. Enforcing DNS security at the device level enhances overall network security and ensures that even rogue devices cannot bypass security protocols.

ASSET DISCOVERY AND DATA AS INPUT TO ZERO TRUST DECISIONS

To fully realize the potential of a Zero Trust approach, visibility into all network assets is essential. A comprehensive view of assets across hybrid and multi-cloud environments helps organizations maintain an up-to-date real-time asset inventory, detect unauthorized devices, and correlate device activity with user identities.

This asset visibility allows organizations to make informed decisions about access. For instance, a device like an IoT camera can be configured with a Zero Trust policy, allowing it to access only specific domains needed for its operations. By leveraging DNS data as a source of telemetry, Zero Trust systems can accurately assign access policies based on a device's type, its role, and its current risk level.

AUTOMATION AND ORCHESTRATION

Zero Trust is not a static security



model; it requires constant adaptation and response to emerging threats. Automation and orchestration play critical roles in ensuring that security protocols are enforced across the network. By integrating DNS security with other tools and platforms such as SIEM, vulnerability management, ITSM and others, organizations can automate policy enforcement, threat detection, and incident response. By continuously assessing and adjusting security postures, organizations can respond to new threats in real-time, ensuring a more resilient and dynamic security framework.

DNS IS CRITICAL TO ZERO TRUST SECURITY

In conclusion, while Zero Trust frameworks are essential for

safeguarding against modern cyber threats, they are incomplete without securing DNS. As a fundamental part of the network infrastructure, DNS must be protected with encryption, proactive monitoring, and intelligent filtering to prevent exploitation by threat actors. Without this added layer of DNS security, Zero Trust strategies leave critical gaps that attackers can exploit.

In the world of cybersecurity, assuming that breaches will happen and preparing for them is critical. A Zero Trust model is only effective when it addresses all potential attack vectors, and DNS is one that cannot be overlooked. Only by securing DNS can organizations fully realize the promise of Zero Trust and ensure that their hybrid, multi-cloud environments remain safe from the evolving threat landscape.



NETAPP REVOLUTIONIZES BLOCK STORAGE TO MEET DEMANDS OF MODERN WORKLOADS

New simple, powerful, affordable block storage systems power critical applications

NetApp® (NASDAQ:NTAP), the intelligent data infrastructure company, today announced updates to its enterprise storage portfolio, expanding the NetApp ASA A-Series with new systems designed to accelerate and consolidate block workloads for organizations of any size. Alongside the announcement of new cyber resiliency capabilities, these systems enable customers to create a silo-free data infrastructure that both runs on and is built for intelligence.

Organizations have to reimagine their data strategy to access the data flexibility and confidence they need to successfully modernize their IT operations to drive efficient innovation. Today, NetApp launched three new enterprise storage systems that give

customers even more options for simple, powerful, and affordable storage that is part of an intelligent data infrastructure framework capable of meeting workload-specific requirements now and for years to come.

The new high-performance NetApp ASA A20, A30, and A50 systems make block storage available to companies of every size for mission-critical apps like databases and virtual machines. They are ideal for smaller deployments including remote or branch offices with a starting price as low as \$25K. The NetApp ASA systems deliver:

SIMPLICITY

Customers can use the NetApp ASA systems to modernize their operations

with effortless storage which they can deploy in minutes, provision in seconds, and protect with one click. Common management workflows across the entire storage environment, including NAS and SAN, enable customers to enjoy simplicity at scale that can grow into the future.

POWER

Customers can operate faster and more agilely with a storage architecture that delivers consistent performance and the flexibility to start small and scale to PBs of capacity. Built-in business continuity, a 99.9999% data availability guarantee, and a ransomware recovery guarantee help reduce operational risks for customers so they can operate worry-free.

AFFORDABILITY

Customers benefit not only from upfront costs 30-50 percent lower than competitive systems, but also from better return on investment driven by up to 97 percent lower power consumption and low operational overhead when modernizing to all-flash ASA.

“In less than a year, NetApp has refreshed our entire unified, block-optimized, and object portfolio and highlighted our commitment to relentless innovation,” said Sandeep Singh, Senior Vice President and General Manager of Enterprise Storage at NetApp. “With the industry’s most comprehensive storage lineup with built-in cyber resiliency, we offer systems that are faster, simpler, more scalable, and more affordable than the competition—tailored to any workload or budget. NetApp enables customers to rise to the challenges and opportunities of modern data management with an intelligent data infrastructure that optimizes operations, reduces risks, and accelerates AI transformation.”

These new ASA systems will also be available in a FlexPod converged infrastructure, delivering additional benefits of simplified data center operations and accelerated deployment of enterprise applications through pre-tested and validated architectures.

NetApp is continuing to enhance the built-in cyber resiliency capabilities of its enterprise storage portfolio. Later this year, NetApp will release NetApp ONTAP® Autonomous Ransomware Protection with artificial intelligence (ARP/AI) for Block.

This update will build on the existing capabilities of ARP/AI, the first real-time threat detection and response for NAS systems, expanding its cyber resiliency protections to SAN customers.

To further reduce the operational risks for businesses, NetApp is launching the Ransomware Detection Program. In the event that certain ransomware attacks are not detected, this program assists with recovery using NetApp Professional Services free of initial charge.

“As the preferred data infrastructure provider for Aruba, NetApp is enhancing our IT offerings with intelligent data infrastructure that helps us optimize



data center solutions and deliver joint innovation across Europe,” said Fabrizio Garrone, Enterprise Solution Director, Aruba S.p.A. “As we scale operations to meet the growing demand for cloud services, maintaining scalability and flexibility is critical. NetApp ONTAP stands out for its exceptional usability, simplicity, and uniformity, allowing us to devote technical resources to customer service instead of training or tedious operations.”

“SAN modernization is a huge opportunity as the data needs of growing businesses expand with their

operations,” said Scott Sinclair, Practice Director, Cloud, Infrastructure and DevOps, Enterprise Strategy Group. “Companies need a comprehensive data strategy that will carry them into the future.”

At the same time a shortage of IT skills and tight budget constraints means that many small businesses don’t have storage specialists available to develop an intelligent data strategy. The new ASA A-Series provides a simple, powerful, and affordable foundation to carry them into the future.”

JAMAICA

By Shereen Shabnam

THE HEART OF THE CARIBBEAN

Jamaica, a vibrant island nation, is a treasure trove of rich culture, spirited adventures, and serene landscapes. From the bustling streets of Kingston to the tranquil shores of Montego Bay, Jamaica offers a diverse tapestry of experiences that cater to the luxury traveler and cultural enthusiast alike and I was lucky to explore both cities during a recent visit, on my way to experience the local coffee festival.

My journey began in Montego Bay, a city synonymous with crystal-clear waters and lush landscapes. Here, the Martha Bray River offered an enchanting river rafting experience. Gliding down the gentle river on a bamboo raft, I immersed myself in the peaceful sounds of nature, stopping along the banks to savor fresh coconuts and sugarcane—an authentic taste of local life before venturing to Kingston.

In Kingston, the capital's energetic pulse was palpable. A highlight was the Kingston Creative Artwalk, where the streets burst into a kaleidoscope of colors, showcasing vibrant murals and street art that narrate

the city's rich cultural heritage. The Jamaica Blue Mountain Coffee Festival was a vibrant fair that celebrated all aspects of coffee culture.

This festive event featured live music and dance performances, creating a lively atmosphere that resonated through the area. Local artisans displayed their crafts, adding a unique cultural touch to the festival.

Additionally, a food truck area offered a variety of culinary delights, while numerous coffee manufacturers provided free tastings and the opportunity to purchase their exquisite coffees. This combination of music, dance, art, and coffee created a dynamic and immersive experience for all attendees.

Not far from these colorful displays, the Emancipation Park, which was across the Pegasus hotel where I stayed, offered a serene escape, with its sprawling lawns and symbolic sculptures celebrating freedom and artistic expression.

As my visit coincided with Ramadan, I paid a visit to the Mahdi Mosque in Old Harbour which provided a profound insight into the local Muslim community's life, adding a unique spiritual dimension to my visit. The warmth and hospitality of the residents there were truly heartwarming.

Café Blue was a morning delight with its scenic vistas. Sipping on locally sourced Blue Mountain coffee and indulging in exquisite chocolates, I felt the essence of Jamaica's renowned coffee culture. The Jamaica Blue Mountain Coffee Festival further enriched this experience, uniting coffee lovers with farmers and baristas in a celebration of Jamaica's famed brew.

The Craghton Coffee Estate tour was an educative journey into the world of coffee. Learning about the unique selling points of local coffee directly from the growers offered invaluable insights into what makes Jamaican coffee a global favorite.

A visit to Devon House was not complete without trying the iconic patties and



homemade ice cream. Each bite offered a taste of local flavors and traditions, rounding off the culinary exploration. My last destination in Kingston was a visit to the Bob Marley Museum, which was a profound journey through the life and legacy of the reggae legend.

Housed in Marley's original home, the museum encapsulates his musical career and his influence on the world. Highlights included personal memorabilia, his home recording studio, and the open garden area.

The experience was deepened by an impromptu drum session by Bongo Herman, a renowned percussionist who

played with Marley, echoing the vibrant spirit of Marley's music and messages of peace and unity. I then returned to Montego Bay with a heavy heart and the feeling that my days in Kingston were not enough and the vibe in the city made me more determined to return to its fold.

Jamaica's allure is undeniable - from its rhythmic cultural beats to its lush, verdant mountains and the deep blue of its waters.

Each moment spent here promises a blend of relaxation, discovery, and indulgence, making Jamaica a must-visit destination on every coffee lover and every luxury traveller's map.



CULTURE, NATURE, AND SOUTHERN CHARM

The vibrant city of Atlanta

By Shereen Shabnam



Atlanta is often dubbed the "City in a Forest," as it offers a unique blend of urban sophistication and lush greenery. I found this vibrant city to be a haven for luxury travelers who appreciate the arts, fine dining, and expansive green spaces.

Atlanta's cultural scene is both dynamic and diverse. The High Museum of Art stands out with its impressive architecture and an extensive collection of contemporary art, classic works, and exhibitions. For history enthusiasts, the Atlanta History Center offers insights into the city's past and the Southern history that shapes it.

Highlight is the Fox Theatre, a restored 1920s movie palace, that presents Broadway shows, concerts, and comedy nights, providing glamorous

entertainment options for visitors seeking an upscale night out.

Piedmont Park, Atlanta's answer to Central Park, offers acres of parkland, sports facilities, and scenic paths, perfect for a leisurely stroll or a picnic with a view of the city skyline. Nearby, the Atlanta Botanical Garden features beautifully themed gardens, canopy walks, and the enchanting Garden Lights display, ideal for those who appreciate nature's beauty.

The BeltLine, a comprehensive redevelopment project, transforms old railway tracks into a multi-use trail that circles the city core, lined with artworks, green spaces, and local eateries. It's perfect for visitors who enjoy exploring urban spaces on foot or by bike.

Atlanta's accommodation options include several luxury hotels like the St. Regis Atlanta and The Ritz-Carlton, which offer sumptuous stays with top-notch amenities and service. The city's culinary scene is equally impressive, ranging from upscale Southern fare at restaurants like Canoe, located on the banks of the Chattahoochee River, to innovative dining experiences at the award-winning Staplehouse. For those inclined towards shopping, the upscale shops of Buckhead are just the place, offering luxury brands and boutiques. Buckhead itself is a luxurious destination with high-end malls like Phipps Plaza and Lenox Square.

Atlanta is also home to numerous festivals and events that offer a taste of local and international culture. The Atlanta Dogwood Festival, featuring fine art, live music, and culinary delights, celebrates the blooming of native dogwood trees, while the Atlanta Jazz Festival showcases global jazz talents. For a unique twist on traditional attractions, visit the College Football Hall of Fame, which offers an interactive experience for sports fans, or the innovative exhibitions at the Museum of Design Atlanta (MODA).

Atlanta is a city that marries the warmth of Southern hospitality with the sophistication of a major metropolis. Whether you are wandering through its expansive parks, enjoying its world-class arts and dining, or simply soaking in the local culture, Atlanta offers a luxurious getaway that's sure to delight.



ESCAPE TO ELEGANCE

Discovering the Charm of Round Hill Hotel and Villas

——— By Shereen Shabnam ———

Nestled on a lush tropical hillside overlooking the azure waters of Montego Bay, Round Hill Hotel and Villas epitomizes luxury and timeless elegance. This iconic Jamaican resort, a favorite among discerning travelers, offers a blend of privacy, exquisite beauty and impeccable service.

I landed in Montego Bay after a long flight and this hotel was a perfect retreat for tranquility in a lavish setting. The accommodation at Round Hill is designed to cater to the most refined tastes. Guests can choose from a variety of luxurious rooms and villas, each offering spectacular views of the Caribbean Sea.

The villas, designed by renowned international designers, feature private

pools, expansive living spaces, and lush gardens, providing guests with an exclusive and serene environment. The rooms are adorned with rich, tropical decor that reflects the vibrant culture of Jamaica, complemented by modern amenities that ensure comfort and convenience.

Dining at Round Hill is an adventure in gastronomy, as the resort prides itself on its exceptional culinary offerings. The Grill at Round Hill, the main restaurant, boasts a menu of international dishes with a Caribbean twist, prepared using the freshest local ingredients.

I requested some local dishes at breakfast and the friendly staff obliged by preparing for me a plate with the most popular Jamaican

dishes like ackee with cooked bananas, saltfish, Callaloo green vegetables, Johnny cakes (fried dough bread) and bammy flatbread. I also enjoyed fresh juices and premium Jamaican coffee.

For a more intimate dining experience, there is the Seaside Terrace, which offers stunning ocean views and a selection of seafood freshly caught from the surrounding waters. The resort also hosts themed dinner nights that provide a festive atmosphere and a taste of local music and culture. The hotel encourages relaxation and rejuvenation with its world-class spa, located in a beautifully restored 18th-century plantation house.

The spa offers a range of treatments that incorporate native ingredients and



techniques to revitalize the body and spirit. For those looking to stay active, the resort features tennis courts, fitness facilities, and water sports like snorkeling and kayaking. The infinity pool, overlooking the sea, is a peaceful oasis perfect for unwinding and soaking up the Jamaican sun.

The staff at Round Hill are known for their warm hospitality and attentive service, contributing to the overall experience of luxury and comfort. I was treated with a smile which made my stay memorable.

The hotel can also arrange organized cultural tours, visit local craft markets, or experience the vibrant nightlife of nearby Montego Bay. The resort itself often hosts live reggae nights and cultural performances, giving guests a taste of Jamaica's world-renowned music and dance.

With its stunning natural beauty, exceptional amenities, and a commitment to providing the ultimate in luxury and service, Round Hill Hotel and Villas remains a jewel in the Caribbean. It's not just a destination but an experience — one that captivates the heart and soothes the soul, making moments unforgettable.



RIMOWA REVEALS NEW BOUTIQUE AT SOLITAIRE MALL



RIMOWA, the iconic German Maison renowned for its emblematic aluminum suitcases and pioneering craftsmanship, announces the opening of its latest boutique in Solitaire Mall, Riyadh. This expansion reaffirms RIMOWA's commitment to offering a seamless shopping experience for discerning travelers in the Kingdom.

Solitaire Mall in Riyadh is one of Saudi Arabia's most distinguished luxury shopping destinations, solidifying the city's reputation as a leading hub for fashion, lifestyle, and high-end retail experiences.

The new boutique embodies RIMOWA's signature blend of modernity, functionality, and timeless design. Designed to reflect the brand's heritage and innovation, the store features a sleek, contemporary aesthetic with an open-plan layout and high ceilings, creating an inviting and immersive atmosphere.

Visitors will explore distinct zones carefully curated to enhance their customer journey. A dedicated client care space allows for on-the-spot quick



repairs and personalized assistance, ensuring that every traveler's needs are met efficiently.

The store will showcase RIMOWA's full range of iconic pieces, from the emblematic aluminum original suitcases to the essential cabin collections, as well as an array of travel accessories.

With this new boutique, RIMOWA continues strengthening its presence in Saudi Arabia. The German Maison is bringing its legacy of exceptional craftsmanship and thoughtful engineering to the Kingdom's growing community of sophisticated travellers, offering them companions for a lifetime of movement.



MONACO RESIDENCE

SPLENDOR IN THE FRENCH RIVIERA

New Standard of Waterfront Luxury

Set against the stunning backdrop of the French Riviera, Monaco is the ultimate symbol of luxury, where exquisite architecture blends seamlessly with the tranquility of the Mediterranean. LUXXU couldn't have chosen a more fitting location to unveil its latest project. This exclusive residence celebrates refined elegance, combining modern design with timeless grandeur. From its majestic interiors to the panoramic views, every detail reflects the extraordinary lifestyle Monaco is known for. Step into a coastal sanctuary where sophistication, innovation, and the essence of the Riviera come together in flawless harmony.

MAJESTIC ENTRYWAY

From wooden accent walls to marble flooring and a massive spiral staircase, the entryway screams royalty at every turn. Its detailed essence is undeniable. The Baruka pulls by

PullCast add texture to the doors, and the Vertigo console table by LUXXU and the Halo mirror by Boca do Lobo beautifully complement the deluxe dynamics of the area. The Magna chandelier cascades from the ceiling into the staircase in a beautiful showcase of poetic design.

OPEN LAYOUT FOR THE GREAT ROOM

The dining and living areas flow seamlessly together, showcasing harmonious contrasts. PullCast's Skyline handles adorn the black cabinetry. Soft lighting from Liberty pendants illuminates the Talie bar chairs, which are upholstered in a rich purplish-blue fabric.

The Littus Oval dining table adds abundant charm to the dining area, while the Charla dining chairs introduce boundless elegance. On the side, the Heritage sideboard, with its

hand-painted tiles, finds traditional appeal. Two Liberty slim snooker suspensions complete the delicate ambiance. The living area focuses on the Talie designs in Monet Pearl fabric for comfort and style, and the Empire Set III center table unites modern and classic, resulting in an amalgamation of true splendor.

MODERN BEDROOM HAVEN

Every detail, from the sculptural decorative elements to the soft drapery and intricate ceiling moldings, speaks of a timeless essence in this master bedroom. The neutral palette of beige and cream also elevates the decor. The Algerone XL bed adds grandeur with a channel-tufted and marble headboard. The Waterfall chandelier becomes the crown jewel of the bedroom with its cascading aesthetic in brass and crystal glass. Two sleek Empire nightstands flank the bed, supported by two



minimalist Waterfall table lamps. The navy rug warms the space, providing depth and texture against the rich wooden flooring.

A WALK-IN CLOSET OF UNMATCHED ELEGANCE

As if the bedroom weren't impressive enough, the walk-in closet features sensational deluxe features. Unique designs, like the Empire ottoman with metallic accents and blue upholstery or the gargantuan Athos mirror, a masterpiece with a cutting-edge structure, add even more style. The Waterfall lighting comes back stronger with two exclusive designs that cast smooth light. The Bohème luxury safe fashionably blends antique with contemporary. Lastly, the modular Waltz closet offers plenty of customizable options and storage space without losing its mastery prestige.

A MEDITERRANEAN-STYLED BATHROOM

The closet also leads to the bathroom, which is filled with marble and colorful accents. Every detail in this area pays homage to the Mediterranean style, and the characteristic skylight introduces a bit of traditionality. The blue surface is reminiscent of Monaco's coastal lifestyle, and it is paired with the Koi washbasin by Maison Valentina, the Waterfall wall lamps, and the Orbis mirror by LUXXU.

OFFICE DECOR: SOPHISTICATION REVISITED

The office space exudes sophistication through a harmonious blend of creamy hues and high-end furnishings. The Babel Suspension and the Apotheosis Desk become the room's focal points; their prestigious frames crafted from premium materials. The ice-like allure of Babel introduces a captivating aesthetic, complementing the desk's exquisite craftsmanship and the office chair's regal design. The Babel Floor Lamp by LUXXU and the Symphony Sideboard enhance the ambiance to new heights of detailed refinement.

WATERFRONT VIEWS

Once on the balcony, you can truly feel the essence of Monaco, its coastal elegance, and even its thriving yacht culture. This privileged setting is then further enhanced with one-of-a-kind items. A bespoke model of the Talie sofa makes the rounds in the lounge, offering plenty of comfort and luxury.

The Vertigo outdoor dining table anchors the al fresco dining scene, focusing on the natural scheme of the area. The Galea grey armchairs and the Skyline suspension also add to the beauty. Lastly, two Galea armchairs rest in a more intimate space for secluded luxury. All in all, no matter the area, you can fully embrace the majestic scenery of the French Riviera.



SAVOURING THE BREW

Celebrating Jamaica's Coffee Culture at the Blue Mountain Coffee Festival

— By Shereen Shabnam —

In the heart of Jamaica's majestic Blue Mountains, the annual Jamaica Blue Mountain Coffee Festival not only celebrates the island's globally acclaimed coffee, but also embodies the rich tapestry of Jamaican culture. This year, the festival at Hope transformed into a festival ground, buzzing with over 70 vendors and live reggae performances.

Coffee was introduced to Jamaica in 1728, and since then, it has become a cornerstone of the local economy. The cultivation of coffee in the Blue Mountains is labor-

intensive and requires precise climatic conditions, making these beans rare and highly sought after. The industry supports many local farmers and communities, contributing significantly to Jamaica's agricultural sector and tourism.

I was excited to be able to attend the eighth staging of the Jamaica Blue Mountain Coffee Festival and found it to be more than just a coffee tasting event. It was a cultural exposition that offered attendees a comprehensive experience of Jamaican heritage through coffee as over 70 vendors

provided not only coffee but also a wide range of local products, from crafts to spices.

The festival captivated coffee enthusiasts with its vibrant blend of music, art, and coffee craftsmanship. Jamaican coffee, particularly from the Blue Mountains, is renowned for its rich flavor and smoothness.

The unique geographical conditions of this region, high altitude, rich volcanic soil, and misty climate, create the perfect environment for growing premium coffee



beans. This coffee is celebrated for its mild yet intensely aromatic taste and bright acidity, features that make it a favorite among connoisseurs worldwide.

Visitors at the festival indulged in an immersive experience that went beyond coffee tasting. The event featured a delightful mix of local artisan products, interactive barista competitions, and culinary showcases. The festival was not just an opportunity to sample the world-class Blue Mountain coffee but also a platform for local farmers and baristas to share their expertise and passion. Amid the aroma of freshly brewed coffee, attendees could explore



sustainable farming practices, coffee roasting, and the nuanced art of cupping.

The festival's Taste Jamaica Food Court was a feast for the senses, offering traditional Jamaican dishes infused with coffee, showcasing the versatility of Blue Mountain beans. Artisanal goods and fresh produce from the surrounding areas were also on display, highlighting the community's reliance on and respect for local resources.

A central part of the festival were the workshops and barista competitions, which emphasized sustainable practices and innovative brewing techniques. These sessions were led by industry experts and offered valuable insights into the journey of coffee from bean to cup. The Barista of the Year competition, in particular, was a highlight, celebrating the art and skill of coffee preparation.

The festival's family-friendly atmosphere was highlighted by a dedicated Kiddies Village and a Petting Zoo, ensuring that the day was enjoyable for all ages. The vibrant cultural tapestry of the event was further enriched by performances from the Charles Town Maroons and the Silver Birds Steel Orchestra, encapsulating the spirit of Jamaica. With each sip of the celebrated Blue Mountain coffee, festival-goers connected deeper with Jamaica's rich heritage and the unique climatic conditions that nurture this exquisite brew.

The annual Jamaica Blue Mountain Coffee Festival not only boosts economic growth in coffee-producing regions but also fosters a deeper appreciation for Jamaica's coffee culture that inspires coffee lovers around the world. It has become a pivotal event on the annual calendar, showcasing the best of Jamaican coffee and attracting both locals and tourists eager to immerse themselves in the authentic Jamaican coffee experience.



SAKHALIN DUBAI

*A Fusion of Culinary Excellence by
Chef Vladimir Mukhin*

— By Natasha Dury —

Nestled in the bustling heart of J1, Dubai's dynamic dining scene, Sakhalin emerges as a testament to Chef Vladimir Mukhin's renowned culinary prowess. Celebrated for his innovative approach and distinguished by prestigious accolades including a ranking in The World's 50 Best Restaurants, Sakhalin is a concept that marries the rich flavors of Mediterranean, Asian, and Russian cuisines.

Nestled by the sea, Sakhalin Dubai offers more than just a meal; it provides an experience while offering diners a

stunning array of dishes where each bite is a discovery. The restaurant's ambiance is perfectly poised for evening sunsets, making it an ideal spot for a drink before indulging in a sumptuous dinner.

During my visit, I particularly liked the tranquil yet sophisticated ambiance. Positioned directly on the beach, diners can enjoy a venue that is designed to enhance the natural beauty surrounding it. The venue is celebrated not only for its location but for its commitment to fresh, high-quality ingredients, showcased vividly in their live seafood tanks.

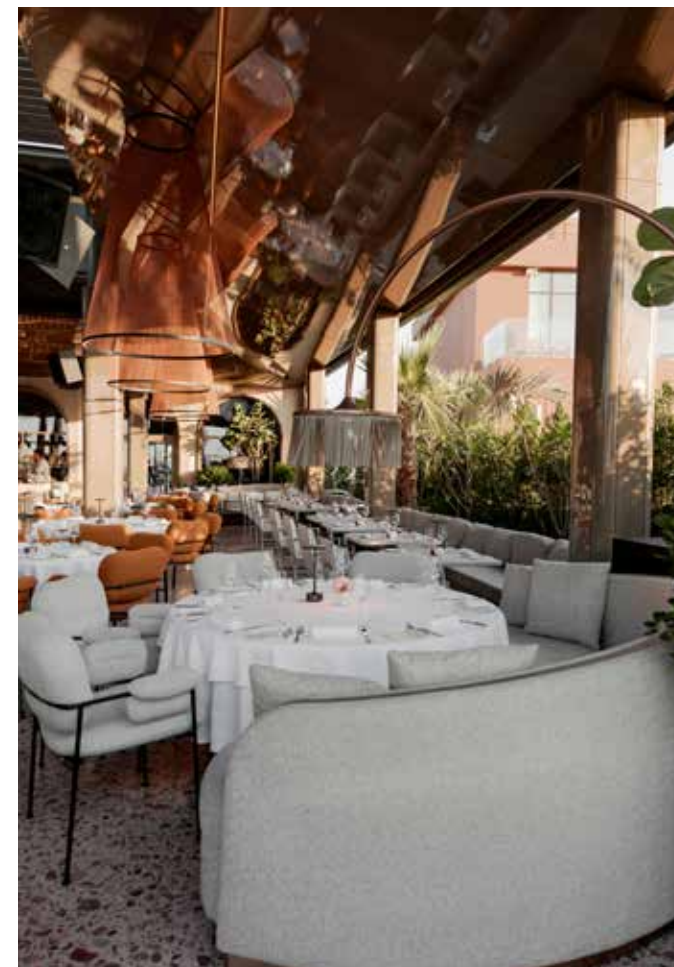
I went to Sakhalin Dubai in Ramadan, and the offerings were impeccable, aligning well with the season's spirit while providing a gastronomic delight. The highlight of Sakhalin's menu is undoubtedly its fresh seafood. The transparency with which they display their crabs and other marine delights in tanks for guests to view before selection speaks volumes about their commitment to freshness and quality.

From the vibrant starters to the sumptuous desserts, each dish is crafted from the finest ingredients. Sakhalin



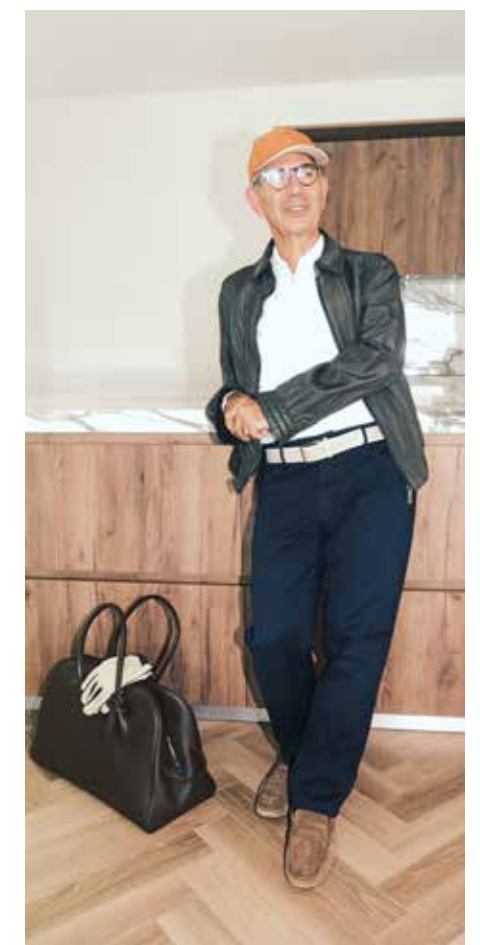
also enriches its dining experience with options for beachfront relaxation. Visitors can book a sunbed and spend the day soaking up the sun and sea, making it more than just a meal, but a day-long retreat.

This venue is not just a restaurant; it's a culinary journey that celebrates the diversity and richness of its influences, making every visit a unique exploration of flavors from around the world while offering diners the best of the sun, sea and sand option that Dubai is known for.



IN THEIR SHOES

Patrick and Michael Chalhoub Come Together on Legacy, tradition, family and footwear



Level Shoes presented a special edition of their 'In Their Shoes' series, part of the seasonal 'Come Together' campaign, featuring an exclusive conversation with Executive Chairman Patrick Chalhoub and his son, Chief Executive Officer Michael Chalhoub, as they celebrate the Chalhoub Group's 70th anniversary. An inspiring story of family, visionary ambition, resilience, and unwavering passion—this feature captures a pivotal moment of transformation as the Group enters a new era.

Captured together through the Level lens, they discuss the values that have defined their legacy, the evolution of the Group, and the enduring bond between father and son. Their dialogue offers a unique perspective on leadership, talent, and the collective vision that has shaped the success of one of the most influential luxury retail groups.

For Patrick Chalhoub, this anniversary is a moment to celebrate the collective effort of their teams: "This milestone is an opportunity to celebrate our achievements and express our appreciation to all the teams who have contributed to our success. Their sense of unity and collaboration have helped us get to where we are today."

"It's not just about continuing to grow the company, but about ensuring it's in its best shape for generations," shares Michael.



A SKINCARE JOURNEY OF TRANQUILITY AND REJUVENATION WITH COMFORT ZONE



Comfort Zone, a premium skincare brand known for its holistic approach to wellness, combines science and nature to offer luxurious, high-performance products designed to enhance both beauty and well-being. With a commitment to sustainability and quality, Comfort Zone creates products that not only nourish the skin but also provide moments of tranquility for the mind and body.

The brand has a range of indulgent skincare solutions that promote relaxation and rejuvenation—whether for yourself or as a thoughtful gift for someone special available online at eideal.com.

- Comfort Zone's Hydramemory collection is designed to replenish and hydrate dry skin. The Hydramemory Rich Sorbet Cream and Hydramemory Water Source Serum work together to lock in moisture and deliver lasting hydration, keeping the skin plump, smooth, and refreshed. For the delicate eye area, the Hydramemory Depuff Eye Cream reduces puffiness and dark circles, while the Hydramemory Hydra Plump Mask delivers an instant moisture boost, leaving your skin soft, dewy, and revitalized.

- Enhance your moments of relaxation and mindfulness with the Comfort Zone Tranquility Blend. Infused with a luxurious combination of essential oils, including sweet orange, cedarwood, and damask rose, this soothing collection creates a sense of calm and inner harmony. The range features the Tranquility Shower Cream, Tranquility Body Cream, and Tranquility Oil, making it the perfect self-care ritual or a thoughtful gift for loved ones.

- For skin that needs firming and rejuvenation, Comfort Zone's Sublime Skin collection offers a complete anti-aging routine. The Sublime Skin Intensive Serum and Sublime Skin Intensive Serum Refill Duo Set work to restore skin's density and reduce fine lines, while the Sublime Skin Lift Mask provides an immediate firming effect. The Sublime Skin Cream nourishes and tightens, improving elasticity,

and the Sublime Skin Eye Cream and Sublime Skin Eye Patch help to reduce puffiness and smooth the delicate eye area, giving you a lifted and youthful look.

- For body care, the Body Strategist collection offers two targeted treatments: the 28-Day Tone Kit and the 28-Day Cellulite Kit. These kits are designed to tone, smooth, and firm the skin with consistent use, helping to reduce the appearance of cellulite and create a more sculpted body contour.

Gift Sets of luxurious skincare essentials, perfect for gifting or self-care.

THE HOLISTIC GARDEN

This calming collection combines Comfort Zone's powerful skincare rituals to restore balance and promote a sense of well-being. It includes a selection of products that nurture the skin while creating an atmosphere of inner peace.

THE MEDITERRANEAN GARDEN

This luxurious set is inspired by the hydrating and refreshing elements of the Mediterranean. Featuring a range of Comfort Zone products, this set helps to replenish and hydrate the skin, leaving it radiant and smooth.



THE ITALIAN GARDEN

A sophisticated collection of skin-replumping products, this set features the Sublime Skin Intensive Serum, Sublime Skin Lift Mask, and Sublime Skin Cream, among other anti-aging treatments. This gift set nurtures the skin with rich, luxurious ingredients that improve elasticity and firmness, leaving the skin with a youthful, radiant glow.



ELEGANCE IN EVOLUTION

LIMÉ UNVEILS THE 'CLEAN LINES' COLLECTION FOR A SEAMLESS SEASONAL TRANSITION



This season, LIMÉ unveils a thoughtfully curated capsule wardrobe crafted to transition seamlessly from winter to spring - 'Clean Lines' collection. Celebrating classic silhouettes with distinct tailoring and soft hues, the latest collection emphasizes refined simplicity and sophistication, embodying a perfect blend of functionality and elegance.



The collection campaign offers a nod to the fusion of fashion and art while capturing the essence of minimalism and modernity. The campaign is set against the backdrop of Living Sculpture—an innovative art installation by SKNYPL's architectural bureau, presented by SAMPLE Gallery.

The Living Sculpture is crafted from 200-year-old pine and designed as a multifunctional piece that transforms into a bench, stool, coffee table, or shelving unit with over 256 configurations. This dynamic art object symbolizes versatility and timelessness, perfectly reflecting the spirit of the collection.

At the heart of the collection lie pieces designed for a versatile wardrobe, offering day-to-night looks to polished workwear staples. Think crisp coats with detachable scarves, wool blazers and suits, corduroy

sets with subtle stripes, cable-knit sweaters, and luxurious tweed pieces. Complementing these are essential classics, such as tailored shirts and wide-cut trousers, which form the cornerstone of a sophisticated capsule wardrobe.

The colour palette—comprising black, white, grey, beige, and cream—further reinforces its timeless appeal, offering a serene backdrop for everyday elegance.

LIMÉ stylists recommend enhancing these pieces with understated yet bold accessories. Statement-buckle belts, woven bags, and pointed-toe boots or shoes add a contemporary edge to the outfit. Layering classic shirts under structured blazers or pairing cable-knit sweaters with tailored trousers creates a polished yet effortless look, perfect for any occasion.

MAXIMUM SPARKLE WITH SUZANNE CODE

Treasures for yourself and your loved ones, jewelry is perfect for a memorable gift or to bring a touch of luxury and festive flair to any attire

Suzanne Code, the contemporary high jewelry brand known for its innovative designs featuring the finest lab-grown diamonds, has launched a captivating collection of jewelry.

Designer and founder Suzanne Voit has thoughtfully curated a series of stunning pieces for Ramadan and Eid that not only make for a treasured gift but instantly elevate festive attire for iftar and suhoor. Both beautiful and sustainable - stunning clarity, minimal use of metal for maximum

sparkle, that allow the stone to look wonderfully open and a limited number of each design epitomise exclusivity, individuality and elegance for every look.

Among the edit of six lines are a number of dazzling unique jewels exuding the essence of the season. From the Armor Collection of earrings, bracelets, chokers and pendants in a protective style symbolizing strength, to Diamond Gloves a second skin of sparkle to be worn over the hand this range unites modern jewellery and art.

As well as the timeless Tassel Collection including eye capturing earrings and rings that shimmer with every movement. To statement Ear Cuffs and Stack & Knuckle Rings to create your very own look - all of which are made in Europe by skilled artisans.

One of the first high jewelry brands to use lab-grown diamonds, Suzanne Code's luxurious appeal and cutting-edge design philosophies are in perfect harmony with the Middle East aesthetic.



ARMOR COLLECTION LESS IS MORE

Minimalist, sleek and effortless, this range is a fresh take on protective style and is the epitome of luxury and strength. Made in Europe, the pieces feature 18 carat yellow, pink and white gold and the finest lab grown diamonds. Elegant when worn as a single piece and dramatic when stacked, the clean lines and unfussy geometry of the Armor Collection make it ideal for everyday wear.



DIAMOND GLOVES SECOND SKIN

Designed for the 21st century, Suzanne Code's diamond gloves approach luxury with a new, bold attitude. The gloves are made in Europe and feature 18 carat black, rose, white and yellow diamonds. Lightweight and supremely comfortable, this range unites modern jewelry and art in a captivating format.



TASSEL RINGS DANCING DIAMONDS

Designed for the 21st century, Suzanne Code's diamond A statement ring in every sense, Suzanne Code's Tassel Rings redefine luxury with a delicate tassel design that shimmers with every motion. Available in white and rose gold, these rings are adorned with diamonds cut in emerald, briolette and round styles.



EAR CUFFS ELEGANT EDGE

These high-quality pieces add a festive touch to any outfit. Able to be adjusted easily, the exquisitely crafted ear cuffs are available in pink, white and yellow gold, and in a range of stone ways including all diamond, ruby and diamond, sapphire and diamond, emerald and diamond, yellow diamond and pink diamond.

STACK & KNUCKLE RINGS VERSATILE & VIBRANT

Minimalist, sleek and effortless, this range is a fresh take on Create an image that is uniquely yours with Suzanne Code's collection of versatile stacking rings. Mix and match these elegant pieces and play with different designs, textures, and colours for a customised look.



A TIMELESS FUSION OF ELEGANCE AND PRECISION BREITLING NAVITIMER B19

— By Shereen Shabnam —

Since its inception in 1919, Breitling has been a vanguard of precision and style in the watchmaking industry. The introduction of the Navitimer B19 Perpetual Calendar Chronograph marks a new chapter in this storied history. With its ice-blue dial and platinum bezel, this watch is a fusion of aesthetics and functionality, tailored for the discerning collector.

The Navitimer B19 is distinguished by its 43 mm stainless steel case and a notched bezel, a homage to Breitling's legacy of crafting pilot's watches. The ice-blue dial is not only visually striking but also hosts an array of features including a perpetual calendar and moonphase, making it a pinnacle of horological engineering.

At the core of the Navitimer B19 lies Breitling's first perpetual calendar manufacture movement, the Caliber B19. This sophisticated mechanism offers unparalleled accuracy with the need for only slight adjustments over a century. It's a testament to Breitling's commitment to enduring quality and innovation.

Breitling watches are crafted at their Chronometrie in La Chaux-de-Fonds, Switzerland, ensuring each piece meets the highest standards of quality. The Navitimer B19 is no exception and features a sapphire crystal case back that allows wearers to view the intricate movement inside.

The Navitimer B19 is available with either a black alligator leather strap or a seven-row



stainless steel bracelet, offering versatility and comfort for all occasions. Whether for daily wear or special events, this watch adjusts seamlessly to the lifestyle of its wearer.

Breitling CEO Georges Kern notes, "The Navitimer B19 is not just a watch; it's an icon. It represents a bridge between our past of crafting the finest pilot watches and our future of innovative watchmaking." This model, which carries forward the legacy of the brand while integrating modern technological advancements, is a statement piece that speaks to both history buffs and fashion aficionados alike.

With its sophisticated design, advanced features, and a legacy of quality, the Breitling Navitimer B19 Perpetual Calendar Chronograph is more than just a timepiece; it is a treasure destined to be passed down through generations, embodying the spirit of both innovation and tradition in the world of luxury watches.



BLENDING ELEGANCE WITH PRACTICALITY

Jashanmal Group, a prestigious legacy brand in premium retail since 1919, offers a curated collection of perfect gifts for women but some gifts here would appeal just as much to the men in our lives. Whether for personal gifting or corporate recognition, the selection provides elegant and practical options that are sure to impress.

KIPLING WOMEN'S BAGS COLLECTION STYLISH & FUNCTIONAL

Elevate your gifting with the chic and versatile Kipling Women's Bags Collection. From trendy handbags to practical crossbody bags and durable backpacks, Kipling offers a variety of designs that perfectly balance style and functionality. These bags are ideal for both casual and formal occasions, providing a practical yet fashionable solution for the modern woman on the go.



Choose from vibrant colors and unique patterns like Gabb Palm Mood and Enjoyable Blush, ensuring you find the perfect bag for every woman in your life. Whether it's a spacious crossbody for daily essentials or a stylish tote for special events, Kipling's bags combine durability with modern design.

BABYLISS AIR WAND DRYER. STRAIGHTENER. STYLER. ALL IN ONE

The BaByliss Air Wand is the perfect gift for Women's Day – a powerful 3-in-1 tool that combines a dryer, straightener, and volumizing styler, all in one. Achieve sleek, styled hair with fast, high-performance results, without the risk of damaging your hair. It's like magic in a wand – the ultimate solution for effortlessly beautiful hair every day.



DE'LONGHI REVELIA A SAVVY AND HIGH-TECH COFFEE EXPERIENCE

The De'Longhi Revelia is the perfect gift for coffee lovers. Elevate your coffee experience with the innovative Bean Switch System, allowing her to explore a whole new world of coffee beans, paired with perfect extraction through Bean Adapt Technology. This machine offers up to 16 different drinks, from Espresso to Latte Macchiato, Americano to Flat White, all with a creamy milk foam automatically frothed by LatteCrema Hot. A must-have for coffee enthusiasts, the Revelia brings barista-quality coffee to her home.

JASHANMAL LUXURY GIFT CARDS THE PERFECT CHOICE FOR EVERY OCCASION

For a truly personalized gift, consider the Jashanmal Premium Gift Cards—an exceptional offering for both Women's Day and Mother's Day. These reloadable gift cards, available up to AED 5,000 with a one-year validity, allow recipients the freedom to choose from a wide range of luxury products, from fashion and electronics to home décor and travel items. Ideal for both personal and corporate gifting, these cards ensure that your gift is thoughtful and meaningful, while offering ultimate flexibility and convenience.



With Jashanmal's century-long tradition of trust and quality, these gift cards represent the perfect fusion of practicality and luxury. Accepted across Jashanmal stores in the UAE, Oman, Kuwait, and Bahrain, they offer a premium shopping experience with a variety of carefully curated products.



AROMATIC ELEGANCE

Givenchy's La Collection Particulière Unveils 'Les Jardins Particuliers'

— By Natasha Dury —

Hubert de Givenchy, an icon of 20th-century fashion, was also a connoisseur of the French "art de vivre." His residences, from his Parisian Hôtel Particulier to the Château du Jonchet in the Loire Valley, served as sanctuaries of exquisite decor and hubs of inspiration, frequented by a diverse group of muses, artists, and friends.

La Collection Particulière invites us into this exclusive world, offering scents that capture the essence of these charismatic personalities. It all began at the Hôtel Particulier, inspiring the perfumes of the collection, which now finds its latest expressions in the gardens of the Château du Jonchet. Here, the 'Les Jardins Particuliers' series emerges, epitomizing elegance and freshness through three new fragrances: L'Enfant Terrible, Tapageur, and Désobéissant.

Each fragrance draws on the principles of French-style gardens, which emphasize symmetry and harmony, creating a stunning visual and olfactory balance. These gardens are a tribute to Givenchy's love for meticulously designed landscapes, where every element is perfectly placed, mirroring the careful composition of each scent.

The three new perfumes belong to the Intense Fresh olfactory family, renowned for their fresh yet potent signatures. A notable element uniting these fragrances is the SFE* black tea note, extracted from hand-harvested leaves from the mountains of Sri Lanka, lending an intense and sophisticated freshness.

L'Enfant Terrible echoes Givenchy's own rebellious spirit, blending radiant Calabrian bergamot with upcycled cedar for a memorable, enveloping scent.

Tapageur stands out with its boisterous, exuberant character, combining sparkling green mandarin with creamy sandalwood and a unique fraction of orange blossom.

Désobéissant is defiantly bold, pairing bright citron with Scots pine and a striking cardamom essence, creating a chic, modern composition.

These fragrances are housed in vividly colored bottles, each representing its key ingredients, contained in Givenchy's signature architectural bottle adorned with a lacquered black cap featuring a metallic 4G logo.

La Collection Particulière not only reflects Givenchy's legacy in fashion but also his deep appreciation for art and beauty, making each fragrance a masterpiece of perfumery.



TECHNOLOGY TRENDS

Many consumers across the world are looking for the perfect gift for their friends and family. **Natasha Dury, Curator of New Technology Trends** brings you the latest gadgets to gift loved ones.

ACER TRAVELMATE

Acer's new TravelMate laptops, including the TravelMate B5 14, TravelMate B3 11, and convertible TravelMate B3 Spin 12, are designed to meet the dynamic demands of today's hybrid classrooms. Key durability features such as shock-absorbent bumpers, reinforced brackets, and mechanically anchored keyboard keys which ensure longevity and resilience. Each model is MIL-STD 810H certified and integrates Acer PurifiedVoice with AI-enhanced noise reduction for an immersive and productive online learning experience. The TravelMate B5 14 features up to an optional 14-inch FHD IPS display and powerful yet energy-efficient performance to enable seamless multitasking. The compact TravelMate B3 11 offers a lightweight 11.6-inch design with various connectivity options, including dual USB Type-C ports. The convertible TravelMate B3 Spin 12 empowers collaborative learning with its 360-degree hinge, a TÜV Rheinland Low Blue Light-certified display for greater comfort while reading, writing and watching videos.



HUAWEI MATEPAD PRO 13.2

The HUAWEI MatePad Pro 13.2's OLED PaperMatte Display has an impressive 2.8K ultra-high resolution delivering a PC-level experience without the bulk. For starters, it comes with a full-fledged PC version of WPS Office at no extra cost, bringing a desktop-level UI, a streamlined menu layout, and all the editing tools you'd expect. The advanced and easy-to-use GoPaint painting app is designed to take full advantage of the new hardware and the ultra-responsive HUAWEI M-Pencil to deliver a comprehensive suite of professional-grade features. The HUAWEI Smart Magnetic Keyboard is cleverly designed, with a detachable setup that adapts to how you work. It also packs a large 10,100 mAh battery with 10% higher power efficiency than before. From its breathtaking PaperMatte display to PC-level WPS Office integration and the seamless NearLink accessory ecosystem, Huawei has clearly aimed high. For those seeking a truly versatile tablet for on-the-go productivity, the HUAWEI MatePad Pro 13.2" is undoubtedly the best choice.



SONY - LINKBUDS SERIES

Sony Middle East and Africa revealed the LinkBuds series, designed for all-day comfort and an active lifestyle, the latest series combines innovative audio technology with a secure, firm fit for best-in-class performance. Expect enhanced sound quality, adjustable fit, and ergonomic design of LinkBuds Fit. LinkBuds Fit feature the Integrated Processor V2, the same chip powering the award-winning WF-1000XM5, optimizing noise cancellation in real time based on your environment. Build for comfortable all-day use, they stay securely in place, even during intense movement—ensuring uninterrupted focus. With Sony's advanced audio technologies, including DSEE (Digital Sound Enhancement Engine) and 360 Reality Audio, they deliver an immersive and authentic listening experience.

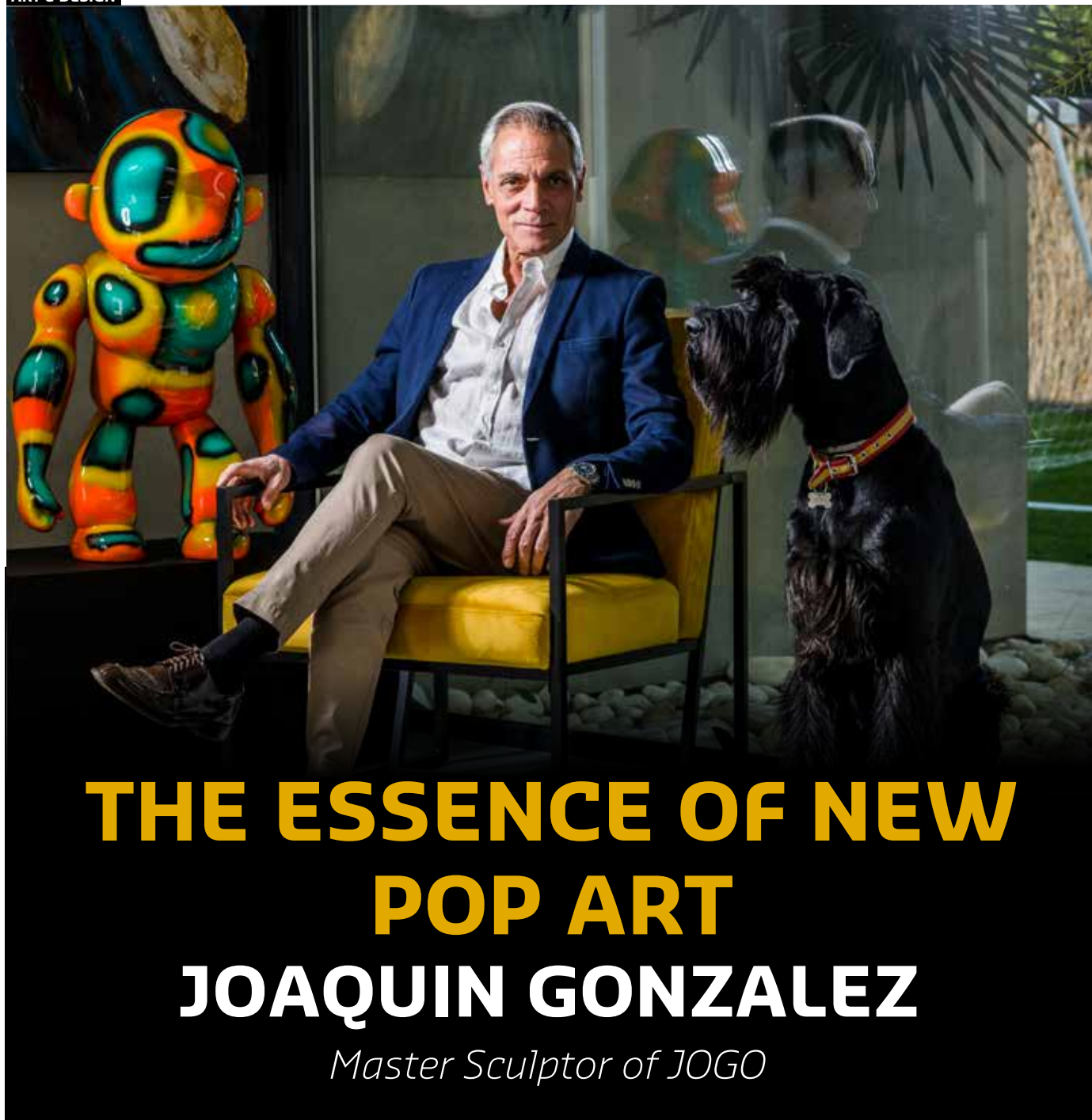


XIAOMI 15 SERIES

Xiaomi recently unveiled the Xiaomi 15 Series, showcasing a blend of cutting-edge technology, Leica Summilux lenses for professional-level photography, and Xiaomi HyperOS 2 for enhanced performance, connectivity, and AI-driven experiences. Alongside the flagship smartphones, Xiaomi introduced a range of exciting products, including the Xiaomi Pad 7, Xiaomi Pad 7 Pro, Xiaomi Buds 5 Pro, Xiaomi Watch S4, Xiaomi Electric Scooter 5 Max, and the refreshed Xiaomi Smart Band 9 Pro.

The Xiaomi 15 Ultra stands out with its classic camera aesthetics and premium craftsmanship in a sleek, compact design. Both the Xiaomi 15 and Xiaomi 15 Ultra are powered by the Snapdragon® 8 Elite Mobile Platform, delivering significant performance improvements over previous generations. The Xiaomi 15 Series integrates advanced features like HyperCore, HyperConnect, and HyperAI. HyperAI brings productivity tools like AI Writing, AI Speech Recognition, and AI-powered creativity tools such as AI Image Enhancement and AI Film. The Xiaomi Pad 7 Series includes the Xiaomi Pad 7 and Pad 7 Pro, offering a powerful AI experience with seamless multitasking. The tablets are paired with accessories like the Xiaomi Focus Keyboard and Xiaomi Focus Pen for comfortable typing and creative precision.





THE ESSENCE OF NEW POP ART JOAQUIN GONZALEZ

Master Sculptor of JOGO

— By Shereen Shabnam —

Joaquin Gonzalez, a visionary artist born in Cuba in 1961 and raised in Spain, is a master sculptor who embodies the spirit of New Pop Art with his vibrant and emotive sculptures.

His latest creation, the JOGO series, was showcased at Art Basel Miami, encapsulating his artistic journey and philosophy. Each piece in the series is a unique expression of vitality and a testament to Gonzalez's overflowing creativity, standing out as a beacon of artistic innovation and emotional depth.

His sculptures are not merely objects of beauty; they serve as vessels carrying the essence of life and dreams.

Each piece tells a story, reflecting Gonzalez's profound connection to his emotions and experiences, making every JOGO sculpture a personal journey into the soul of its creator.

The meticulous process of creating each JOGO sculpture, from his studio in Spain, involves the highest quality materials to ensure their longevity and beauty. Gonzalez's

approach blends traditional artisanal skills with innovative techniques, especially notable in the crystal and street series, where he explores the texture of fiberglass and the dynamic application of color.

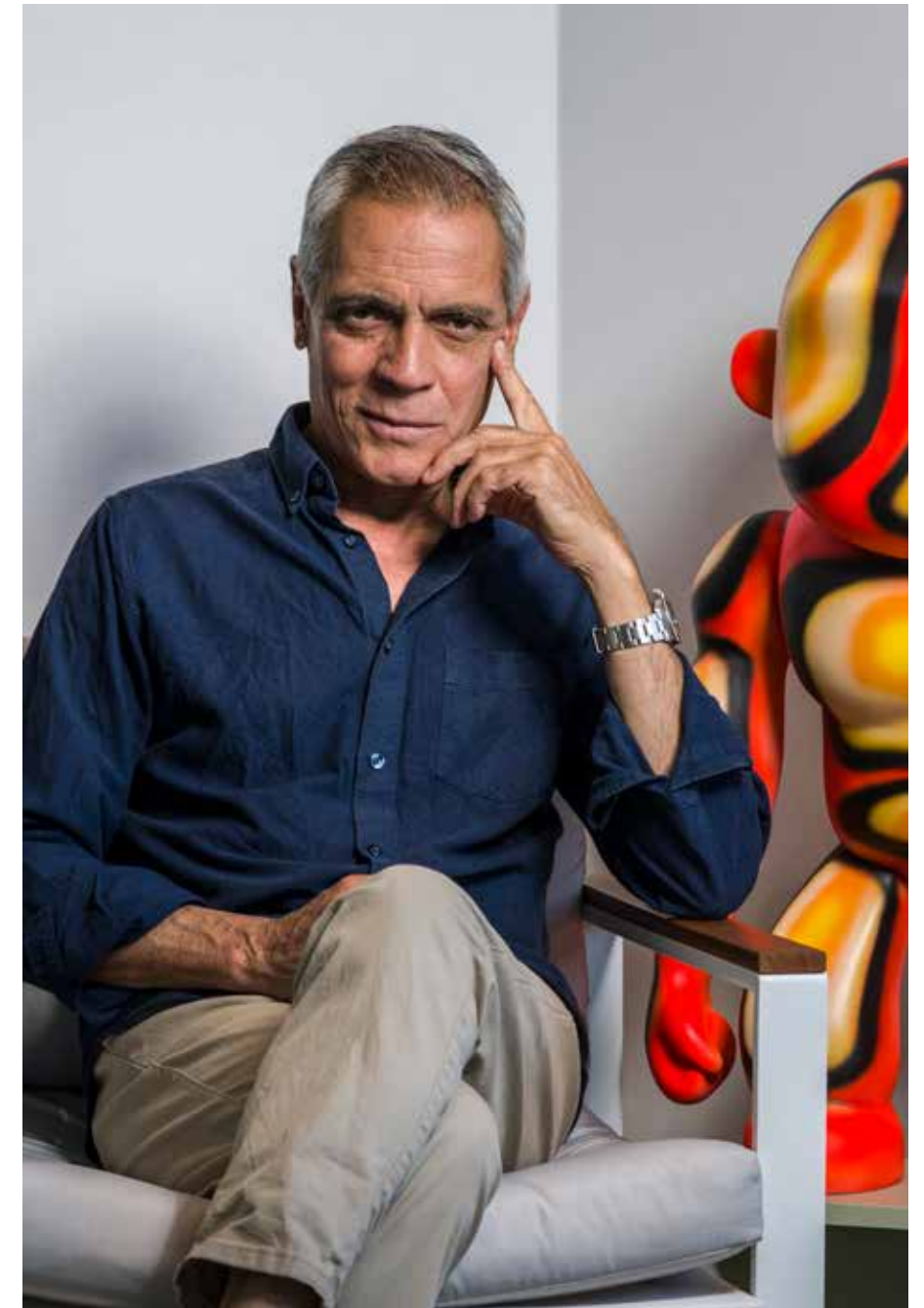
The uniqueness of JOGO sculptures lies in their exclusivity and innovative design, each accompanied by a certificate of authenticity to affirm their quality and originality. These sculptures enrich any space, offering a unique aesthetic experience and elevating the surrounding ambiance.



Gonzalez's commitment to artistic excellence extends beyond these pre-made sculptures. He actively engages with clients to create custom pieces tailored to their specific desires, ensuring that each JOGO not only enhances the environment but also resonates with the owner's personal taste.

From his early days in Spain, where he cultivated his talents in music, painting, and sculpture, Gonzalez has developed a unique style resulting in intriguing masterpieces with significant dreamlike content.

His works, described as precious by critics, are cherished globally and continue to influence the art world with their stylistic boldness and dreamlike quality.



Joaquin Gonzalez's life and work exemplify a dedication to art that transcends traditional boundaries, making each of his sculptures not just objects of admiration but cherished pieces of contemporary art that carry profound emotional narratives.

His sculptures are more than visually stunning; they are embodiments of personal and collective experiences, rendered in vivid colors and bold forms that challenge and expand the conventions of New Pop Art. As each piece weaves its own unique story, they collectively contribute to a larger dialogue about the role of art in expressing the human condition.

For art collectors and enthusiasts looking to connect with Joaquin Gonzalez and

experience the vibrant and transformative power of his JOGO sculptures, he can be reached directly through his artist contact. His work continues to captivate and inspire audiences around the world, proving that true artistry lies in the ability to evoke emotion and provoke thought through innovative forms and expressive colors.

To explore more about Joaquin Gonzalez's art or to discuss potential collaborations, he can be contacted on +34 675193732 or via Instagram: @joaquin Gonzalez art.

By engaging with his work, one not only steps into a world of artistic elegance and emotional depth but also supports a living artist who continues to push the boundaries of creative expression.



ELEVATE YOUR SPACE WITH ZARA HOME'S EXCLUSIVE COLLECTION ON ZARA.COM

A new section of Zara.com in Dubai will feature the homeware collection from Zara Home, Inditex Group's home decoration brand.

This new addition to the Zara website will provide a fully integrated shopping experience for Zara customers in Dubai.

Dubai customers can access the collection by visiting [Zara.com/ae](https://www.zara.com/ae) and selecting the Home section, where they can then browse through a high-quality design selection of home essentials, including items for the bedroom, kitchen

and dining room, bathroom, livingroom, kid's room and also home fragrances.

Home, Woman, Man, Kids products can be placed in the same shopping cart and purchased together. This will provide Zara customers with the fashions they want for themselves and styles to create the latest aesthetics for their interior living.

From sophisticated tableware and elegant bedding to stylish furniture and decorative accessories, the Zara Home collection offers a refined selection of

products. Every piece is designed to bring a sense of timeless sophistication and effortless style to the home, whether it's a hand-painted floral dessert plate for a carefully curated tablescape or a minimalist reclining beach lounge perfect for outdoor relaxation.

For the first time, Dubai customers can shop Zara Home alongside Zara's fashion collections in a fully integrated online experience, allowing them to add home and fashion items to the same cart and complete their purchase in one seamless transaction.





NAVIGATING NEW HORIZONS

The Ferretti Yachts 800 Redefines Luxury Cruising

— By Shereen Shabnam —

The Ferretti Yachts 800 emerges as a marvel of modern maritime design, revolutionizing the experience of the sea. With its bold personality and innovative features, this new flybridge yacht melds elegance and functionality, focusing keenly on privacy and comfort.

Designed in collaboration with leading architects and the Ferretti Group's own engineering department, the Ferretti Yachts 800 is set to transform the concept of cruising, providing unparalleled comfort and style in its class. The yacht's aesthetic evolution is the handiwork of architect Filippo Salvetti for the exterior and Ideaelitalia for the interiors, ensuring that every line and space aboard the Ferretti Yachts 800 serves both style and function.

Turning to the exterior design, Ferretti Yachts 800 combines a modern aesthetic with the brand's signature identity. The

new design has a bold personality that projects the Ferretti Yachts range into the future, combining a sporty design with sophisticated detailing.

One of the characteristic features of this model is in fact the gradual slope of the flybridge's lines down towards the stern, breaking with the tradition that they are parallel to the hull. The result is a perfect balance between timeless elegance, dynamism and impressive volume.

The interior design, a collaboration with Ideaelitalia, focuses on maximizing comfort and functionality. Innovative layout choices on the main deck, such as a dual-access galley and separate pathways for guests and crew, highlight the yacht's intelligent design. The living areas are bathed in natural light, thanks to extensive glazing, enhancing the already spacious feel of the interiors.

Ideaelitalia focused its efforts on layout-related and architectural choices, aiming to enhance the elegance of the interiors.

Continuing through the interiors, the salon is bathed in light thanks to extensive glazing, one of the signature features of the boat, which offers uninterrupted views of the sea and the surrounding area even when sitting on the sofa. The generous interior volumes are further enhanced by the exquisite arrangement of the furniture to maximise liveability and by the two-metre ceiling height.

Moving past the living space, the dining area contains an elegant table seating eight. At the same time, the fully appointed and separate galley is directly connected to this space through a sliding section in the bulkhead.

Separate walkways are another unusual feature of the boat, allowing the crew to



the superstructure. On the starboard side there's an alfresco dining area and table, with a generous storage compartment under the fibreglass sofa, while on the port side there's a bar unit with optional stools.

The freestanding furnishings such as the chairs and pouffe are by Talenti. The helm station forward offers comfortable seating and excellent visibility. Significant features include vast windows that provide expansive sea views and a strategically placed optional sliding door in the salon to enhance privacy without sacrificing openness. The yacht's layout optimizes every inch of space.

Powered by twin MAN V12 engines, the Ferretti Yachts 800 can achieve a top speed of up to 31 knots, with a cruising speed of 27 knots in the optional configuration, combining performance with the elegance and comfort that Ferretti is known for.

This yacht not only promises luxurious journeys but also introduces new standards in yacht design, tailored for those who seek a fusion of performance and sophistication on the open sea.



enter the galley from the outdoor area and then access the wheelhouse without interfering with guest flows.

The exterior living area forward (14 m²) features a sunbed and a forward-facing C-shaped sofa designed for comfort. On

the lower deck, the sleeping area consists of a master suite (18 m²), a VIP cabin forward and two guest cabins, providing a total of eight berths. There are four ensuite private bathrooms. The flybridge area is also larger than the category average (40 m²) thanks to the sleek, arched profile of



FL TECHNICS JOINS ALTA

Leading MRO Company Plans Expansion in the Americas

The Latin American and Caribbean Air Transport Association (ALTA) recently welcomed FL Technics as a new member. FL Technics is a globally recognized company providing aircraft Maintenance, Repair, and Overhaul (MRO) company, providing base and line maintenance, engine repair services, technical training, continuous airworthiness and design engineering solutions, as well as parts trading, asset management and aerospace logistics services, and has ambitious plans for expansion in the region.

"FL Technics is a key player in the aviation sector and recognizes that Latin America is a dynamic and growing market. That is why, since last year, it has been building a state-of-the-art MRO facility at Punta Cana International Airport, the second busiest airport in the Caribbean," said José Ricardo Botelho, CEO of ALTA, as he welcomed the company to the association.

The first phase of this ambitious project, which will be completed after two years of development, includes a 52,000-square-meter facility with a 20,000-square-meter hangar, five maintenance bays, and a comprehensive complex of support workshops. With this infrastructure, FL Technics aims to support the growing fleet of narrow-body aircraft in the region.

"As we expand our global MRO network, the Americas and Caribbean region are a vital part of our long-term strategy," said Zilvinas Lapinskas, CEO of FL Technics. "Our new facility in Punta Cana, Dominican Republic, will enhance the availability of high-quality maintenance services for airlines across the region as well as create significant job opportunities for local talent. By combining our global expertise with regional partnerships, we aim to strengthen the aviation maintenance sector in Americas supporting both economic growth and

industry development," said Zilvinas Lapinskas, CEO of FL Technics.

The company explains that the new maintenance facility will leverage FL Technics' FAA and EASA Part-145 certifications to provide world-class base and line maintenance services, enhancing aircraft availability and operational efficiency.

The second phase of the project will add seven additional maintenance bays, reaching a total capacity of 12, positioning Punta Cana as a strategic hub for regional aviation. The third phase of the project will add 8 additional maintenance bays, reaching a total capacity of 20.

Thus, airlines at Punta Cana International Airport and the Punta Cana Free Trade Zone will have access to a comprehensive range of services, including heavy maintenance works, transit checks, component repairs, cabin modifications, among others.

"This new facility in Punta Cana is an example of how aviation serves as a driver of economic and social development. Initiatives like this will generate jobs, create opportunities for multiple businesses and industries, and enhance connectivity, benefiting both airlines and the communities that rely on them," Botelho emphasized.

With this project, FL Technics not only strengthens its presence in the Americas but also expands its global MRO network, which includes facilities in Lithuania (Vilnius and Kaunas), the United Kingdom (Scotland- Prestwick), Indonesia (Jakarta and Bali Island). By adding the Dominican Republic facility, the company's total hangar space will reach 86,000 square meters, solidifying its position as one of the largest independent MRO networks in the world.



COMPACT REVOLUTION

SMART #1 REDEFINES CITY MOBILITY

By Shereen Shabnam

As the smart #1 arrives in the UAE, it comes with a promise to redefine urban mobility with a fresh perspective. As the latest iteration in smart's lineup, the #1 model combines eco-friendliness with a modern twist, offering a compact electric solution that doesn't compromise on style or substance.

I had the opportunity to drive the car long distance between Dubai and Abu Dhabi with ease and the journey was hassle free with charging options at malls in both cities. Below are some insights about the versatility of the smart #1.

EXTERIOR

The exterior of the smart #1 showcases a bold redesign, featuring a more robust and futuristic aesthetic compared to its predecessors. With sleek lines, a striking grille-less front, and distinctive LED lighting signatures, this vehicle makes a strong visual statement. The compact footprint is ingeniously designed to maximize space while ensuring easy maneuverability in tight city environments.

INTERIOR

Stepping inside the smart #1 reveals a

cabin that feels surprisingly spacious given its external dimensions. The use of high-quality materials and a minimalist design ethos contribute to an airy, modern vibe. A panoramic glass roof adds to the sense of openness, while ergonomic seats provide comfort even on longer urban journeys.

TECHNOLOGY

Technologically, the smart #1 is equipped with an array of features that cater to the tech-savvy driver. A large central touchscreen serves as the hub for navigation, media, and vehicle settings,



supported by an advanced voice control system that understands natural language. Connectivity options are plentiful, including seamless smartphone integration and a suite of driver-assist systems that enhance safety and driving ease.

PERFORMANCE

Performance-wise, the smart #1 impresses with its zippy acceleration and responsive handling. The electric powertrain delivers instant torque, making it a joy to navigate through congested streets. Battery efficiency is optimized to provide a commendable range, sufficient for daily commutes and spontaneous urban adventures alike.

FINAL VERDICT

The smart #1 stands as a compelling option for those seeking a stylish, sustainable, and smart urban transport solution. It offers the practicality needed for city living without sacrificing the joy of driving. With its combination of innovative design, advanced technology, and environmental consciousness, the smart #1 is a forward-thinking vehicle that truly encapsulates the essence of modern urban mobility.





DRIVING THE FUTURE

MY ADVENTURE WITH THE SLEEK AND BOLD 2025 ŠKODA KODIAQ IN HATTA DUBAI

By Natasha Dury

Venturing beyond Dubai, as I set out to explore Hatta to test drive the new 2025 ŠKODA KODIAQ, I was very excited as I love test drives out in the desert in the UAE. As one of the youngest test drivers for the model during this activation, I was eager to discover how the new Kodiaq would stand up to a Gen Z's active and tech-focused lifestyle and it certainly delivered.

THE KODIAQ'S EXTERIOR

At first glance, the Kodiaq strikes a pose with its bold contours and commanding presence. Equipped with LED headlights and sporty 20-inch alloy wheels, especially on the Sportline trim, it's clear that this SUV is designed to make a statement both in the city and beyond.

As a Gen Z, I thought the car would be big for my daily needs but the design was appealing and by the end of our drive, I was convinced that it was just the right size as I needed a big boot for my golf clubs, horse riding gear, my dive equipment and the occasional shopping for a demanding mother.



INSIDE THE KODIAQ

Stepping inside, the Kodiaq offers a retreat of luxury and innovation. The Selection trim envelops you in soft fabric seats, while upgrading to the Sportline trim wraps you in the sumptuous embrace of leather and Alcantara sport seats.

The panoramic sunroof washes the interior in natural light, enhancing the sense of space, while ambient lighting adds a touch of elegance to every journey.

TECHNOLOGY

For a digital native like myself, staying connected is crucial. The Kodiaq delivers



brilliantly with the ŠKODA Phone Box, featuring dual wireless charging pads that cool your devices as they power up.

The inclusion of five strategically placed USB-C ports ensures that everyone on board can keep their devices fully charged, no matter where the road takes us.

PERFORMANCE

On the move, the Kodiaq is as dynamic as its appearance suggests. The 1.4 TSI engine is perfect for urban escapades, while the 2.0 TSI with all-wheel drive offers robust power for those off-road adventures. The smooth-shifting DSG transmission complements the engines' strength, ensuring a drive that's both exhilarating and efficient.

A JOURNEY WELL MADE

Driving the 2025 ŠKODA KODIAQ around Dubai's diverse landscapes proved it to be more than just an SUV; it's a versatile companion ready for the next generation's challenges.

With its blend of style, comfort, and cutting-edge technology, the Kodiaq is truly a vehicle for those who seek to blend daily responsibilities with spontaneous adventure.

Whether navigating the urban jungle or exploring rugged terrains, the Kodiaq is designed to inspire and excite.





NISSAN AND THE RECOGNITION OF FEMALE MOTORING JOURNALISTS IN THE AUTOMOTIVE INDUSTRY

By Shereen Shabnam

Having often been the only woman present at regional car launches and test drives since 1999, my goal has always been to break barriers, challenge industry norms, and advocate for the representation of professional female motoring journalists in the last 25 years.

In 2018, I had the honor of joining the Women's Worldwide Car of the Year (WWCOTY) as a motoring jury member representing the Middle East, marking a significant step in my journey as a pioneering female automotive journalist.

Before joining WWCOTY, I was already serving as the only female jury member for the regional Middle East Car Awards.

It was a natural progression to extend my expertise to a global platform, and I am grateful to Sandy Myhre, the Founder of WWCOTY, for ensuring that our region had a voice in this prestigious global award.

Despite producing in-depth, full-scale automotive reviews and covering the industry with journalistic integrity, many car brands initially failed to acknowledge the value of my work as a female motoring journalist, particularly in the Middle East.

Advertising support is absent, and the emphasis today remains on influencer collaborations rather than technical

expertise and professional analysis. However, it is encouraging to see that the landscape is gradually evolving.

Today, as more women enter the automotive space, brands are beginning to embrace inclusivity, though there remains a crucial distinction between motoring journalism and influencer marketing.

A defining moment in this shift has been Nissan's recent initiative to actively engage with WWCOTY judges. In a groundbreaking event held in Rome, Nissan hosted the largest gathering of female automotive journalists ever assembled—35 professional motoring



judges from around the world. This event not only showcased Nissan's commitment to diversity and inclusivity but also reaffirmed the value of credible, fact-driven automotive journalism.

As jury members, we had the opportunity to test-drive Nissan's latest crossover fleet, including a new performance model, and engage in insightful discussions with Katherine Zachary, Nissan's Vice President of Communications for Africa, the Middle East, India, Europe, and Oceania, as well as our WWCOTY Executive President, Marta García.

This event was a turning point—not just for WWCOTY, but for the automotive industry at large. Nissan has set a precedent as the first brand to truly acknowledge and appreciate the expertise of professional female motoring journalists, in contrast to the many brands that continue to prioritize social media presence over journalistic integrity. While influencer marketing plays a role in modern automotive promotion, it should not overshadow the



work of professional motoring journalists and experts who deeply understand vehicle performance, engineering, safety standards, and technological advancements. Our role extends beyond aesthetics and social engagement; we analyze, critique, and inform—bringing well-researched, credible insights to the industry and consumers alike.

WWCOTY comprises 82 professional female motoring journalists from 55 countries across multiple continents. Our responsibility is to vote for the best cars of the year based on key automotive pillars: design, safety, performance, efficiency, and innovation.

As a jury member, I am proud to be part of an organization that prioritizes expertise and industry knowledge over just fleeting social media trends.

Moving forward, I urge more automotive brands to recognize and engage with professional female motoring journalists, not just as a token of inclusivity, but as respected industry experts who contribute to the credibility, technical discourse, and future evolution of the automotive world. It is an exciting time for women in motoring journalism, and as we continue to pave the way for future generations, our voices, expertise, and passion will continue to shape the industry in ways that truly matter.

The Nissan event in Rome was a milestone, and I sincerely hope it encourages other manufacturers to follow suit, valuing journalism as much as visibility.



KIA K3

A PROGRESSIVE, SMART AND INTUITIVE SEDAN

By Shereen Shabnam

The all-new KIA K3 marks a significant shift in the C-segment sedan market, blending futuristic design, advanced technology, and a focus on safety and comfort as an all-rounded, tech-savvy sedan.

With a bold exterior, modern connectivity features, and enhanced driver awareness systems, the KIA K3 is a testament to the brand's 'Movement that Inspires' philosophy.

We drove the KIA K3 across Dubai to experience its capabilities firsthand. But does it live up to expectations? Let's take a deep dive into what makes the KIA K3 a compelling contender in its segment.

EXTERIOR

At first glance, the KIA K3 stands out with its bold, sporty and futuristic appearance, maintaining the brand's signature tiger nose grille, now reinterpreted with a modern, high-tech twist. The sharp lines, aggressive stance, and sleek LED lighting elements add to its sporty aesthetic.

KIA's 'Opposites United' design philosophy is evident here, blending dynamic and sculpted surfaces with an overall aerodynamic profile. Unlike its more conventional rivals, the K3's striking front fascia, slim LED DRLs, and bold character lines give it a premium yet edgy look, making it a sedan that commands attention. The fastback-style roofline and

elegant proportions further contribute to its sleek, confident road presence.

INTERIOR

Inside, the KIA K3 delivers a modern, tech-focused experience, catering to both driver convenience and passenger comfort. The central resolution touchscreen acts as the focal point of the cabin, seamlessly integrating with the digital driver display. This setup ensures intuitive access to infotainment, navigation, and vehicle settings, reinforcing KIA's dedication to advanced connectivity.

A key highlight is the two-zone touch climate control, allowing precise

temperature adjustments, while the rear air vents enhance passenger comfort, particularly for those in the back seat.

The cabin layout is minimalistic yet functional, with high-quality materials and a driver-centric design that enhances the overall experience with a spacious interior and ergonomic seating that promises a comfortable journey.

TECHNOLOGY SMART, INTUITIVE, AND CONNECTED

KIA continues to push boundaries in in-car technology, ensuring the K3 is equipped with the latest features to enhance convenience and connectivity. The touchscreen infotainment system offers seamless access to navigation, entertainment, and hands-free communication.

The user-friendly interface and quick response time contribute to a smooth and efficient driving experience. The safety and driver assistance features further elevate its technological appeal. The K3 comes with front and rear protection systems, designed to increase driver awareness and enhance overall safety.

PERFORMANCE

While the KIA K3 is primarily designed as a comfortable, tech-focused sedan, its performance capabilities should not be overlooked.

The engine options offer a balance of efficiency and responsiveness, catering

to daily commuters and long-distance drivers alike. The suspension tuning ensures a composed and stable ride, absorbing road imperfections with ease, while the steering delivers precision and confidence.

Though not built as a high-performance sedan, the K3 offers a balanced, refined and efficient driving experience, making it an ideal choice for urban drivers and fleet operators seeking reliability and practicality.

OUR VERDICT

The all-new KIA K3 is a well-rounded, progressive sedan that successfully meets the needs of modern drivers. With its bold exterior design, high-tech interior, advanced connectivity, and driver-focused safety features, it presents itself as an attractive choice in the C-segment sedan market. KIA has effectively blended form and function, delivering a car that not only looks premium but also provides comfort, convenience, and modern technology.





NOON POLO TEAM TRIUMPHS AT EMAAR POLO CUP 2025

The prestigious Emaar Polo Cup 2025, held at the renowned Dubai Polo & Equestrian Club, concluded with a thrilling victory for the Noon Polo Team against Bin Draï Polo team. The much-anticipated event, sponsored by Emaar and renowned for its competitive spirit and high level of play, saw the Noon Polo Team emerge as champions, claiming the impressive AED 80,000 winner's prize and AED 40,000 runner-up's prize from the total purse of AED 120,000.

The tournament witnessed a congregation of top-tier polo teams, with confirmed participants including Abu Dhabi Polo Team, El Basha Polo Team, AM Polo Team, Bin Draï Polo Team, Noon Polo Team, Equiti Polo Team, and Lamar Polo Team. The Final match was held between Noon Polo and Bin Draï Polo teams.

Nayef Bou Hamdan, General Manager of Dubai Polo & Equestrian Club, said: "The Emaar Polo Cup has once again underscored its reputation as

a showcase of exceptional skill and sportsmanship. We take immense pride in supporting this distinguished tournament. It was a privilege to host such skilled teams and witness the superb level of competition they brought to the field. Heartfelt congratulations to the Noon Polo Team on their remarkable performance and well-deserved victory. We are also immensely grateful to our partners, the entire polo community, and the enthusiastic spectators who joined us."

Mr. Ahmad Al Matrooshi, Executive Director of Emaar, added: "Today's victory of Noon Polo Team at the Emaar Polo Cup 2025 not only celebrates the remarkable skill of the players but also highlights the vibrant spirit of competition that defines this reputable event.

The event shows our dedication to fostering an environment where talent can thrive and spectators can enjoy the very best of what the sport

has to offer. We are immensely proud of everyone who made this event a highlight in Dubai's sporting calendar. Congratulations to the champions for their well-deserved win and to all the teams for their sportsmanship and prowess."

Apart from the high-octane polo action, spectators enjoyed a range of dining experiences, from the Brunch at the Terrace to the Family Picnic in the lawn area, enhancing the overall ambiance of the tournament. The Emaar Polo Cup continues to be a highlight in the region's sporting calendar, promoting the legacy of polo and providing a platform for both established and emerging talents in the sport.

As a cornerstone of Emaar's leisure and entertainment portfolio, the Emaar Polo Cup continues to attract and captivate polo enthusiasts and newcomers alike, reinforcing Dubai's position as a leading destination for premier sporting events.



LINE INVESTMENTS & PROPERTY CELEBRATES GRAND FINALE OF THE WINTER SHOPPING FESTIVAL WITH SPECTACULAR PRIZES

Line Investments & Property SP LLC, the retail division of Lulu International Holdings, has concluded the Winter Shopping Festival with a spectacular finale, awarding over AED 1 million in prizes including luxury cars, holiday packages, iPhones, and more. The month-long festival attracted unprecedented crowds across 11 malls in Abu Dhabi, Al Ain, and Al Dhafra regions.

The grand finale celebrated five winners of brand new Forthing luxury cars: Emosi Rakai, Nariman Abukhadra, Gordon, Maha Taha Mohamed Ahmed, and Edward Braza. Throughout the festival, more than 16,000 participants won prizes, from holiday packages to the latest iPhone 16s, adding to the campaign's success.

"We are thrilled at the overwhelming success of the Winter Shopping

Festival," said Wajeb Al Khoury, Director of Line Investments & Property. "The festival has successfully brought communities together across our malls, creating a landmark retail event. The unprecedented participation and enthusiasm demonstrate how the festival has delivered both joy and value to our shoppers."

Biju George, General Manager of Line Investments, commented on the campaign's success: "The overwhelming response to the Winter Shopping Festival reaffirms our position as a leading retail destination in the region. The campaign has successfully elevated the shopping experience across our malls, setting new benchmarks for customer engagement and retail excellence."

The festival transformed the shopping experience at Al Wahda Mall, Mushrif

Mall, Khalidiyah Mall, Forsan Central Mall, Madinat Zayed Shopping Center and Gold Center, Mazyad Mall, Al Raha Mall, Al Foah Mall, Al Falah Central Mall, Barari Outlet Mall, and Al Dhafra Mall. Each venue featured festive decorations and hosted numerous activities throughout the campaign.

The success of the festival was strengthened by partnerships with leading brands, powered by Forthing and sponsored by QANTAS International Services, alongside valued co-sponsors SWA Diamonds, LAKA, Happy Journey Travel & Tours, DNP - Dr. Nutrition, Maharaja Golds & Diamonds, and Akbar Group.

Looking ahead, Line Investments & Property will continue to build on this success, offering innovative and rewarding shopping experiences that set new standards in the UAE's retail sector.



NARUTO THE GALLERY OPENS IN DUBAI WITH A SPECTACULAR SHOWCASE OF ANIME HERITAGE

Anime enthusiasts and cultural aficionados gathered in excitement as NARUTO THE GALLERY made its grand Middle East debut in Dubai. The exhibition, which celebrates over two decades of the beloved NARUTO series, was inaugurated at The Concourse Convention Center at Dubai Outlet Mall, marking a significant moment for regional fans and the broader anime community.

The arrival of NARUTO THE GALLERY to Dubai is a landmark event that not only celebrates the rich legacy of this iconic anime but also highlights Dubai's role as a bridge between Eastern and Western cultures.

The prestigious and globally recognized exhibition is a commitment to enriching the cultural landscape of Dubai and providing unique experiences that attract visitors from around the world and celebrating Naruto's 20-year legacy, allowing fans to connect with the series in unprecedented ways.

The exhibition offers fans a journey through the Naruto Uzumaki universe,



featuring life-size installations, original artwork, and interactive displays that bring the anime's vibrant world to life.

Attendees can explore everything from the scenic landscapes of Konoha to thrilling battle scenes and intimate character sketches, all while engaging with never-before-seen concept art directly from Tokyo.

NARUTO THE GALLERY is not just an exhibition but a celebration of anime's cultural crossover appeal, perfectly fitting for Dubai's diverse and dynamic vibe. With tickets available online and at the venue, anime lovers have a unique opportunity to relive the nostalgia and excitement of one of Japan's most storied anime franchises right in the heart of the UAE.



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UNLOCKING GLOBAL SUCCESS

SIX KEY STEPS FOR STARTUPS IN 2025

Tech investor Makhat says startups must adopt proven strategies that fuel growth, attract investment, and build lasting impact

The tech landscape in the UAE and the MENA region overall continues to evolve rapidly, presenting both opportunities and challenges for startups.

In this environment, building a business that not only survives but thrives on a global scale demands much more than just an innovative idea.

Rashit Makhat, Director and co-founder of Scalo Technologies, the UAE tech venture company, sees the region as a dynamic hub for tech startups, with the Emirates, Saudi Arabia and Qatar in particular showing strong resilience in 2024 in response to tough global trends.

Saudi Arabia maintained its position as the most funded country across MENA in Venture Capital for the second year in a row, with MAGNiTT research showing that startups raised M\$750 million in Venture Capital, as the Kingdom recorded a record 178 deals.

The UAE recorded a 10% in increase in total investors last year and a 9% rise in total deals, while Qatar achieved a 24% YoY increase in transactions, largely driven by early-stage activity, with \$1M-\$5M funding rounds climbing by 19% YoY.

But in order to scale successfully, Makhat, a serial entrepreneur and tech investor, says startups must adopt proven strategies that fuel growth, attract investment, and build lasting impact, and he outlines six key steps founders can take to achieve global success.

1. UNDERSTAND YOUR MARKET DEEPLY

Don't just know your customers - understand their habits, values, and spending limits. Use this knowledge to send out messages that make sense to them, and keeps them engaged.



2. FOCUS ON NICHE MARKETS AND DIFFERENTIATION

With the regional ecosystem maturing, competition for market share and investor attention is intensifying. Founders should concentrate on niche markets or unique customer segments.

Tailored offerings that address specific needs can build a loyal customer base, helping startups stand out in crowded markets, paving the way for global recognition.

3. BUILD A STRONG, ADAPTIVE TEAM

Talent is critical for growth, yet global data shows 75% of tech companies struggle to find the right people.

Startups can overcome this by fostering a culture of innovation and collaboration, offering equity or stock options, and investing in employee development. This not only attracts top talent but also retains them, ensuring a skilled workforce to navigate challenges.

4. STAY AGILE AND INVEST IN TECHNOLOGY

Technology evolves rapidly, and staying ahead of trends is crucial. Startups should invest in tools and systems that

provide a competitive edge, attracting both investors and customers.

Limited resources can be a barrier, but partnerships with accelerators, research institutions, and tech communities can help. Encouraging a culture of continuous learning keeps teams agile and adaptable.

5. PLAN FOR THE UNEXPECTED

The regional market's dynamic nature, influenced by political, economic, and social factors, demands flexibility. Startups should monitor industry trends and consumer demands to refine strategies.

Having a contingency plan for economic downturns or regulatory changes ensures resilience and positions startups for long-term success.

6. Set small goals: Startups should break their big vision down into smaller, achievable goals, track progress regularly and use these milestones to stay motivated and focused.

"Overall, be passionate about your mission" says Makhat. "Love what you do. This shows in your work, attracting others to support and believe in your business."

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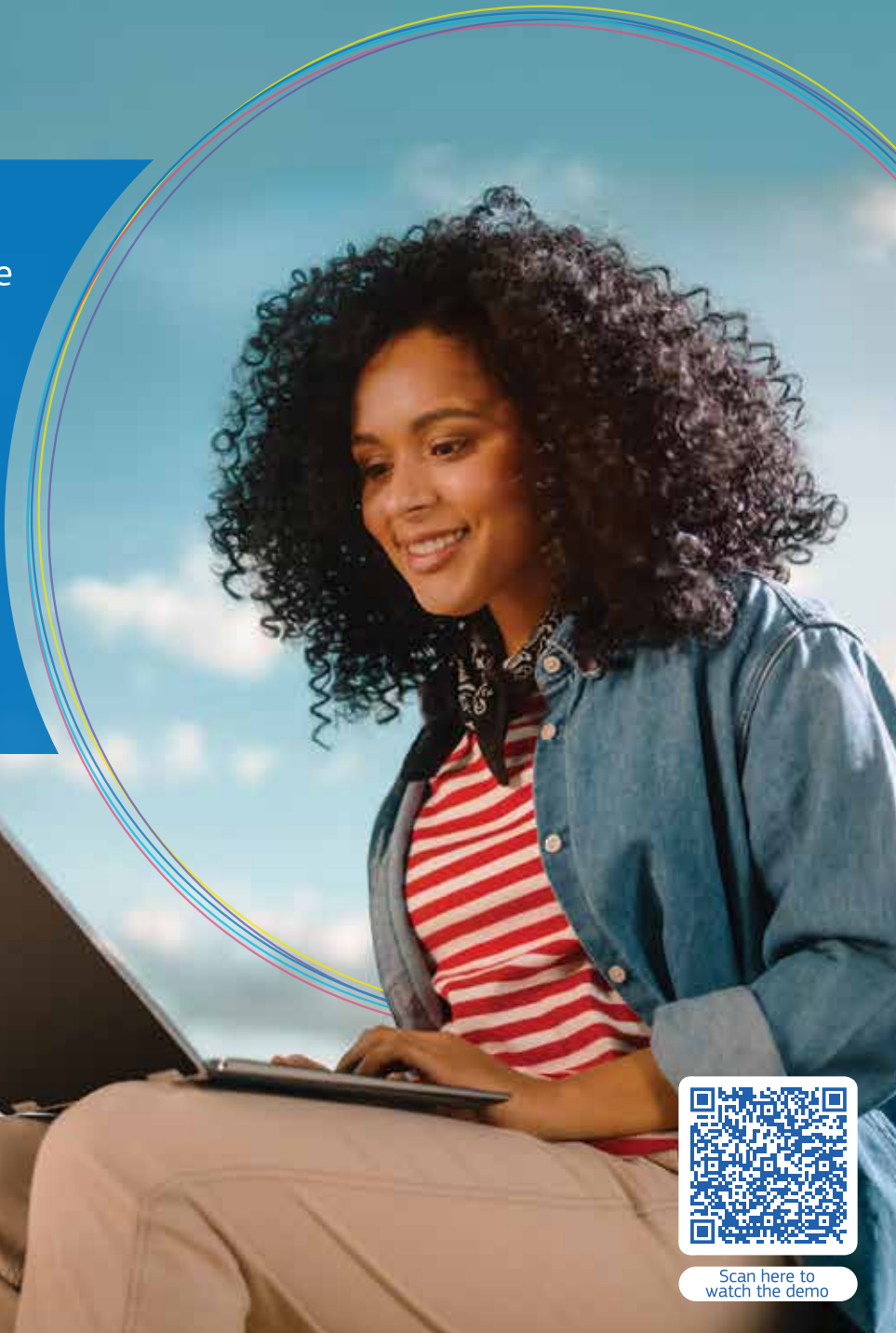
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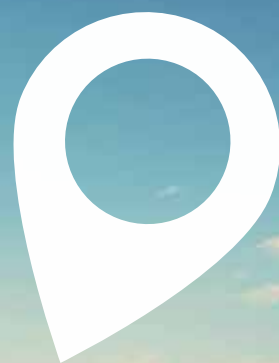
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