

fashionlife

MAGAZINE



SARA CROCE

MILAN - NEW YORK - LOS ANGELES - LONDON - DUBAI - MEXICO CITY

THANKS TO







fashiontv

DUBAI'S FIRST FASHIONTV



AMEDEO

Made in Italy



FASHION, LUXURY AND LIFESTYLE

fashionlife

MAGAZINE

THANKS TO



PARTNER



**WORLD WIDE
GENERAL DIRECTOR**
Editor in Chief
**MARCO
SUTTER**

direttore@fashionlifemagazine.com



**WORLD WIDE
PUBLISHER
AND MARKETING**
**BRUNO DI
RUGGIERO**

marketing@fashionlifemagazine.com



**CREATIVE
DIRECTOR**
**SERGIO
GOGLIA**

artistico@fashionlifemagazine.com



**ITALY
CHIEF
EDITOR**
Italian Editorial Team

**GABRIELLA
CHIARAPPA**



**USA - NEW YORK
FASHION
EDITOR**
New York editorial team

**SEDA
OTURAN**



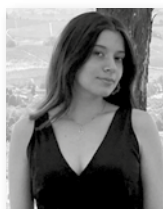
**DUBAI
FASHION
EDITOR**
Dubai editorial team

**DANYDSHA
NAOMI**



**UK - LONDON
EDITORIAL
BOARD**
London editorial team

**RENÉE
PIZZARDI**



**FRANCE - TOULOUSE
EDITORIAL
BOARD**
Toulouse editorial team

**GIULIA
MADONINI**



**SOCIAL
MEDIA**

Italian editorial team

**OLIVIA
GAMA**

PUBLISHER

EME
- Edizioni Multimediali Europee -
Sede Legale
Via del Castillo, 17 18138 Sanremo (IM)
Frequency
Quarterly
Registration
Tribunale di Milano n.248 del 21 Novembre 2019
Printer
Rubbettino Srl
Viale R.Rubbettino, 8 Soveria Mannelli (Cz)
Advertising
Edizioni Multimediali Europee
marketing@fashionlifemagazine.com
Web
www.fashionlifemagazine.com

COVER

PHOTO **SERGIO GOGLIA** MODEL **SARA CROCE**
JEWELRY **FARAONE MENNELLA** PHOTO ASSISTANT **VITTORIO CICCARELLO**
MAKEUP ARTIST **SILVANA CIMINO**
HAIRSTYLIST & MAKEUP **CARMELO CORVAIA, DAVIDE PERSICO**

EDITORIAL BOARD

Via della Moscova, 39 20121 Milano
redazione@fashionlifemagazine.com

Editor in Chief
Marco Sutter
Creative Director
Sergio Goglia
Editorial Board Coordination
Bruno di Ruggiero
Editor
Gabriella Chiarappa
Editor's Assistant
Jessica Drake
Social Media Manager
Olivia Gama
Graphic

DigitalisMagic.com

CONTRIBUTORS

Marina Moretti, Michele Esposito, Giulia Madonini, Emanuela Zini,
Seda Oturan, Gabriella Chiarappa, Renée Pizzardi, Marco Sutter, Indira
Fassioni, Sara Varvello, Marichele Ginevra Brusa, Laura Diral, Pablo
Ardizzone, Luca Di Carlo, Jasmine Duke, Silvia Freddi, Celine Blanchet

Director's letter

Sustainable Luxury in Fashion: A Necessity for a Better Future

Sustainable luxury in fashion, as in other sectors, is much more than a fleeting trend; it's an imperative necessity to preserve our planet and global communities. The fashion industry has the potential to be a positive force for change, and sustainable luxury represents a path towards more conscious and ethical fashion. Supporting brands, both well-known and less known, that are committed to sustainability is a fundamental step that each of us can take to contribute to a better future in every sector and for our world. On the other hand, lifestyle is a noun that describes the habits, choices, and behaviors of an individual or a group of people. It's a combination of sought-after factors and excellence, such as dietary habits, physical activity, social relationships, self-care, travel and stays, recreational activities, stress management, and many other variables that influence the well-being and quality of our lives. These are the main focuses of this issue of Fashion Life Magazine, my work, and my team, in collaboration with the Publisher and the Artistic Director, whom I thank on behalf of all the editorial teams scattered across the planet, for the trust they have placed in us. We hope to have contributed, in our small way, to a better world.

Enjoy!

EDITOR IN CHIEF

Marco Futter

Visit our website

(frame the QR code with your smartphone camera)



CONTENTS



Photo
Sergio Goglia
Model
Sara Croce
Jewelry
Faraone Mennella

Issue 15 - 2023 - International edition



fashion.

- 12 DJ Models Lifestyle
- 26 Armani Silos - The colors of the world
- 36 Tribute to Paco Rabanne
- 42 Linda Evangelista
- 50 Shopping Experience
- 54 The tie of the future
- 60 A truly natural leather
- 64 Karl Lagerfeld - Fashion is Fashion, Art is Art
- 70 Hnia Harrati - Cosmopolitan femininity

people.

- 74 Sara Croce - One Million followers
- 80 Adam Shaffer - Fashion and Architecture
- 88 Marco Soriano - Soriano Motori
- 96 Vincenzo De Feo - A connected life
- 100 Martina Rattà - Role Talent Management
- 110 Mena Marano - Green Philosophy

trends.

- 114 teamLab
- 118 Barbie - Letwins
- 120 Christie's Real Estate
- 126 Core Mio
- 128 Fashion with a conscience
- 132 The new trend among young people
- 134 Très Chic! Montecarlo Excellence Club
- 136 Monopoly, Michael Röthling

gourmet.spirits.hôtellerie.

- 142 Ethical culinary philosophy
- 148 Tom - Touch of Milan
- 152 Four Seasons Mexico City
- 156 The tale of Genji

wellness.beauty.

- 160 Liolà's Collection - Isabella Garino
- 166 Chanel - Le Vernis
- 170 Wellness - Diana Hartan
- 174 Wellness - Matcha Tea
- 176 Sun on the skin



AUGMENTED REALITY: THE MAGAZINE COMES TO LIFE!

DOWNLOAD THE APP AND FRAME THE COVER OR OTHER PAGES WITH YOUR SMARTPHONE AND DISCOVER A NEW REALITY

WHAT IS AUGMENTED REALITY

Aria is an application that allows you to turn a world of fun and digital information into reality. Art, music, information, branding, communication all go through Aria and reach users for free with a completely revolutionary experience. Just download the application and frame one of the active images (the cover of this issue) on Aria to access a new world. Augmented reality is an explosive creative tool for anyone who wants to seize the opportunity to use it and with Aria there is the possibility of reaching the greatest number of users and content.



1

Get the App!



Use the QR to download Aria

2

Frame the cover with your smartphone



3

Immerse yourself into the augmented reality of Fashionlife Magazine



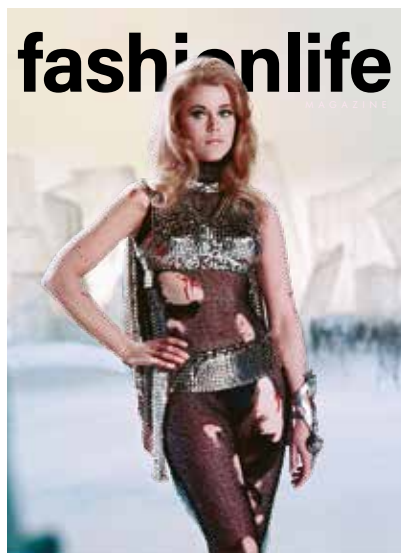


ELENA DI CUORI



elenadicuori.com

fashion cover



fashion.

Models Lifestyle

DJ models lifestyle

PRODUCTION DIRECTOR BRUNO DI RUGGIERO/ @glamourvoguemilano
VIDEO MOVIES LA SELVA PRODUCCIONES/ @laselvaproducciones
DJ MODELS ADRIANNA ROCHAANSKA/ @hada_czekolada
JEWELRY Salvatore Mennella
ANNA ANGEL-A/ @anna_arkhangelskaya
HAIR STYLIST & MAKEUP DAIANA SAUCEDO/ @daianasaucedomua.hair
PHOTOGRAPHER ASSISTANT Noelia Carriazo
LOCATION/ @villagalapatulum

KAFTAN DRESS DANIELLA IG @DANIELAVILLACOLLECTION









CROP TOP ANIKENA BY AZULIK IG @ANIKENA.AZULIK SWIMSUIT MONA SWIMS IG @MONASWIMS LOCATION WWW.TULUMDREAMVILLA.COM







BRAND TINA MITZ IG @TINAMATZ.CO JEWELS GOLDISH IG @BEGOLDISH





JACKET ANIKENA BY AZULIK NECKLACE ANIKENA BY AZULIK IG @ANIKENA.AZULIK SWIMSUIT MONA SWIMS IG @MONASWIMS EARRINGS FERNANDO RODRIGUEZ IG @FERNANDORODRIGUEZDESIGN_ LOCATION @CASAHUNATULUM

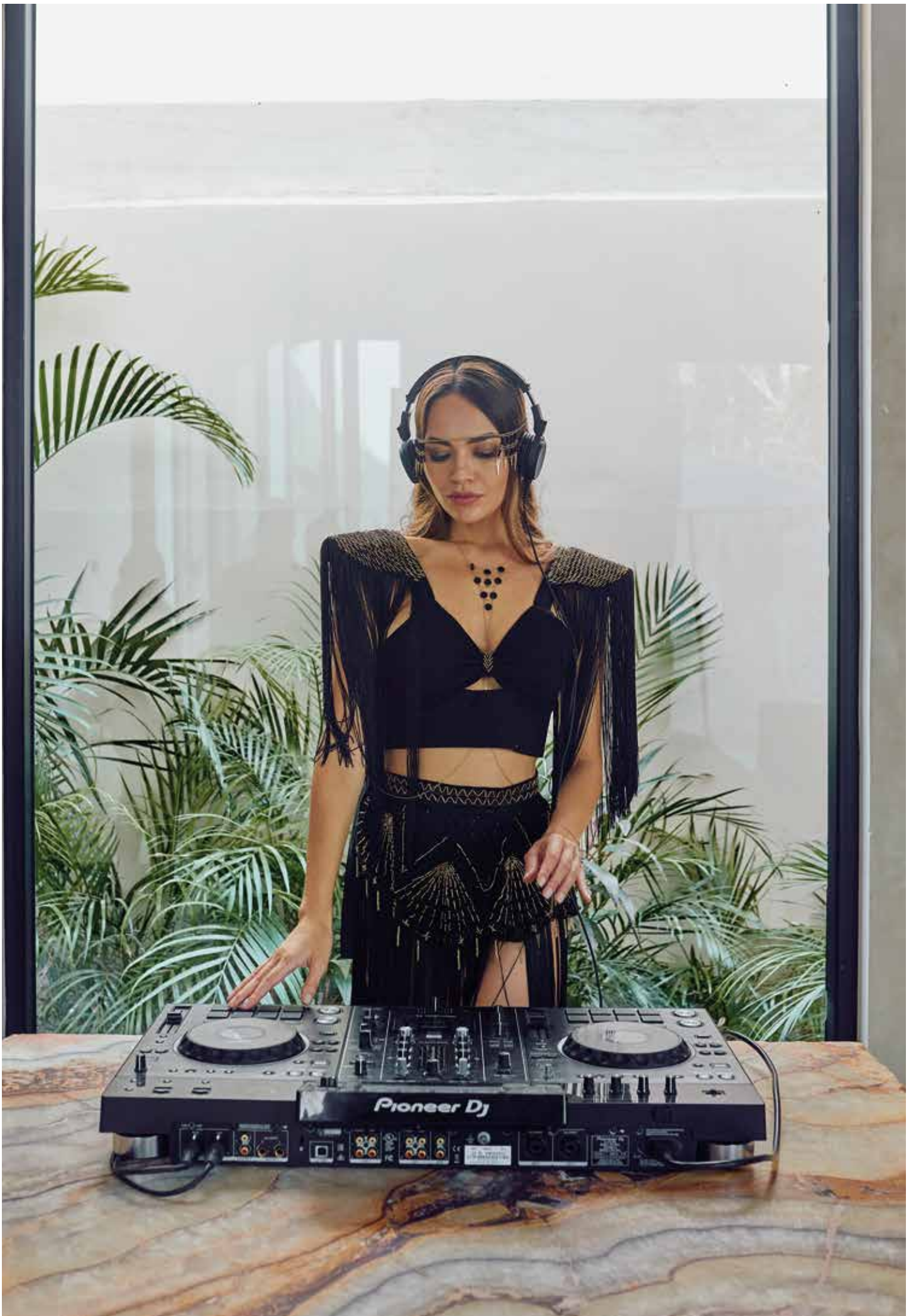
BODYSUITS ANIKENA BY AZULIK IG@ANIKENA.
AZULIK LOCATION TULUMDREAMVILLA







BODY ANIKENA BY AZULIK IG @ANIKENA.AZULIK JEWELS GOLDISH IG @BEGOLDISH





fashion.

ARMANI / SILOS





ARMANI/SILOS

THE COLORS OF THE WORLD

text
MARINA MORETTI

photo
COURTESY

In the exhibition spaces of the Armani maison, extraordinary encounters unfolded with photographers from the Magnum agency, celebrating the creativity and richness of our planet.

T

he spark driving us all in these times is the yearning to reconnect with the world, to expand our horizons, to embrace adventure after the agony of prolonged stop-and-go. This very drive gave birth to the inaugural, significant, and fruitful collaboration between Giorgio Armani and Magnum Photos, one of the world's most influential photographic agencies—a cooperative of image giants operating since 1947, unwavering in its authority. This collaboration with the Armani Maison culminated in the “Magnum Photos - Colors, Places, Faces” exhibition, which graced the spaces of Armani/Silos in Milan on Via Bergognone until the beginning of this year. This city district has rapidly transformed from a semi-industrial zone into an indispensable cultural hub within a few short years. Ten photographers, 112 carefully curated images, selected by Ludovica Pellegatta, Magnum's spokesperson in Italy, along with Mr. Armani himself. One can imagine his passion, perhaps even amusement, navigating the boundless visual narratives at his disposal: a kaleidoscope of global images—ranging from the luminous contrasts of New York by the renowned 1950s reporter Werner Bischof, to the metaphysical

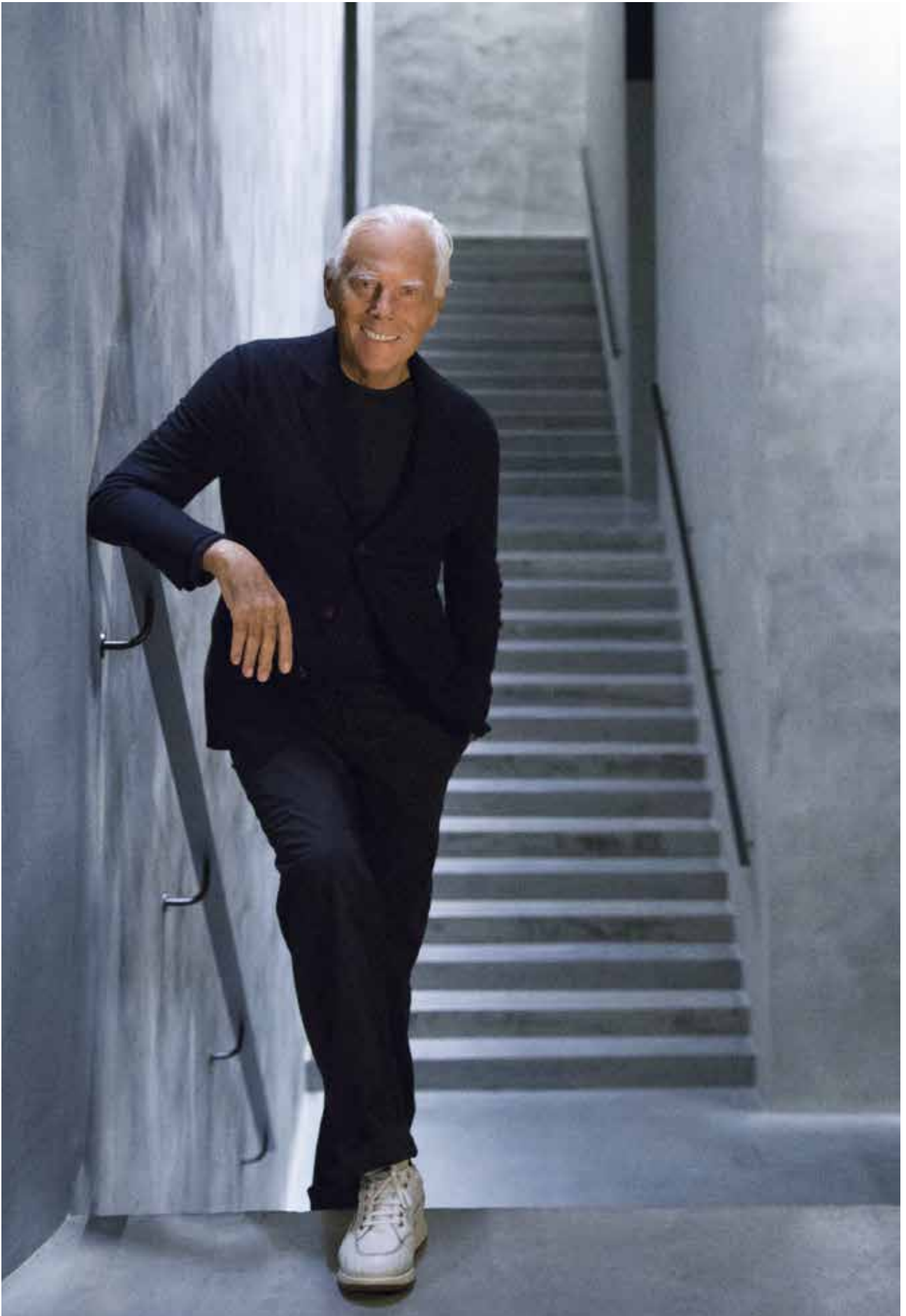
architecture captured by Renè Burri, the vivid Caribbean spectrum as seen through the lens of Alex Webb, and the contemporary storytelling of Olivia Arthur, weaving a tale of a Dubai viewed “from below” through the eyes of a phantasmagorical castaway returning to the Arabian megalopolis after decades of absence...

The Magnum Photos exhibition offers much

more, revealing vastly diverse realities and representations, eclectic and awaiting discovery, united by a powerful thread—the extraordinary use of color. As the exhibition's subtitle suggests, this is the hallmark of Magnum, the first institution in photography to dignify color shots, at a time when black and white photographs were deemed the sole

Armani/Silos is a lively and open space to the public, showcasing Giorgio Armani's professional journey by offering an overview of the designer's career through some of the most memorable works, revealing a unique heritage of know-how.

fit for reportage. Within the elegant and tranquil ambiance of the Armani/Silos halls, a spectacle unfolds with vibrant reds, greens, pinks, blues... luminous, saturated, and emotionally resonant. In this aspect, the talent of Giorgio Armani undeniably contributes: the master of “greige,” a picturesque metaphor for Milan coined by him, is, in essence, an extraordinary composer of symphonies crafted from








diverse textures and colors. A mere glance at the runways of his fashion collections or the design creations of Armani Casa reveals the capturing of worldwide inspirations and palettes. To showcase this rich world of colors, images, and people, the ideal stage is the silent yet intense architecture of Armani/Silos, inaugurated to commemorate the 40 years of the Armani Maison, deliberately defined not as a “museum,” but as an “exhibition space.” It’s interactive, one might even say. Alongside a permanent display of fashion creations, a digitized Armani image archive—a continuous source of inspiration for young minds—becomes accessible, thanks to a collaboration with the Politecnico di Milano. Style and image: this union positions Armani/Silos as an exceptional venue for a series of initiatives, designed with the potential to be exceptionally engaging. The current President of Magnum, Cristina de Middel; the documentary

The permanent exhibition at Armani/Silos celebrates over forty years of timeless style and elegance.

photographer Alex Webb; the Iranian photographer Newsha Tavakolian; and the photographer and documentarist Olivia Arthur, all play pivotal roles as protagonists. They will serve as extraordinary mentors for a series of free workshops, exclusively reserved for 25 young photographers under 30 years old, residing in Italy—selected through a competition that closed in September. And there’s more: these four image maestros will host public talks, open to all of us, from October to November 4th. Once again, admission is free, requiring only a reservation until seats are filled (information on the website armanisilos.com). Ultimately, for Giorgio Armani, the openings of Armani Teatro and Armani/Silos aligned with his desire to bestow style and creative inspiration on a wider audience, not necessarily tied to fashion but aiming to open his world to Milan and beyond. Once you cross the threshold, you’ll experience it fully.







The permanent collection provides a selection of Giorgio Armani's creations, divided into three recurring themes that trace the designer's creative work and continue to influence his collections: Androgynous, Ethnicities, and Stars.



1995
PRIMAVERA / ESTATE
SPRING / SUMMER

1995
PRIMAVERA / ESTATE
SPRING / SUMMER

fashion stories.

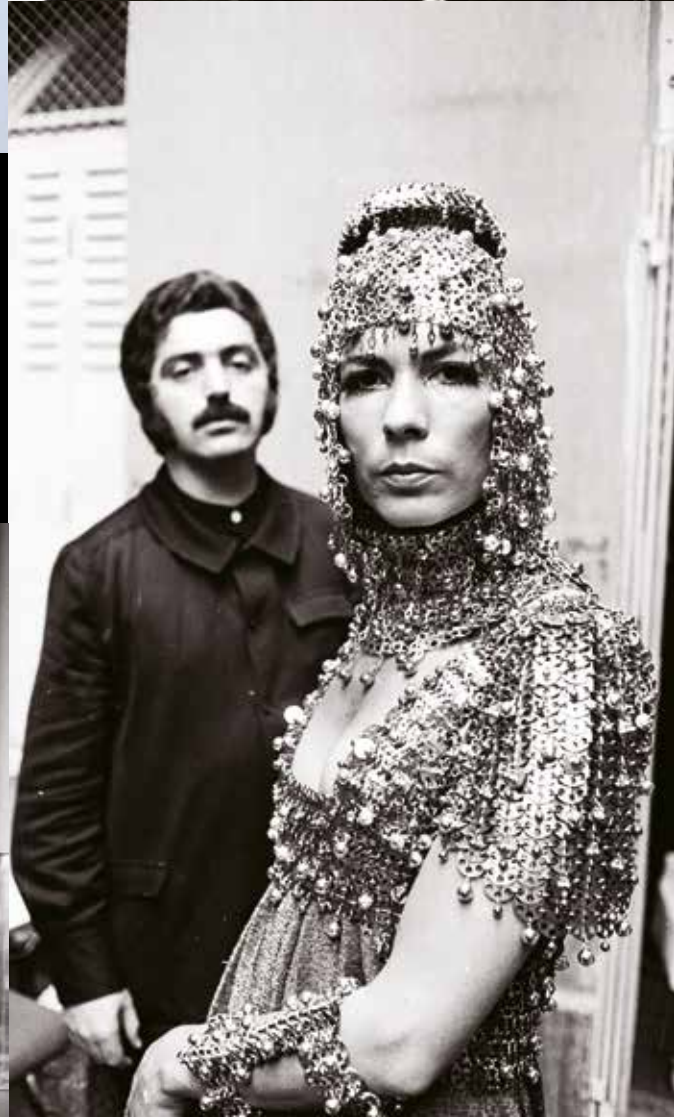
PACO RABANNE



On this page from top clockwise - Jane Fonda, the famous actress poses for the designer, a typical Paco metallic dress, Paco Rabanne with some of his creations. Opposite page models posing in colorful metallic dresses and Paco in his studio.



Paco Rabanne embarked on crafting garments by incorporating metallic and industrial materials, skillfully shaping them using pliers and soldering irons. Within his unconventional studio, these tools breathed life into an image of a “Joan of Arc of the 2000s, capable of dominating men.”

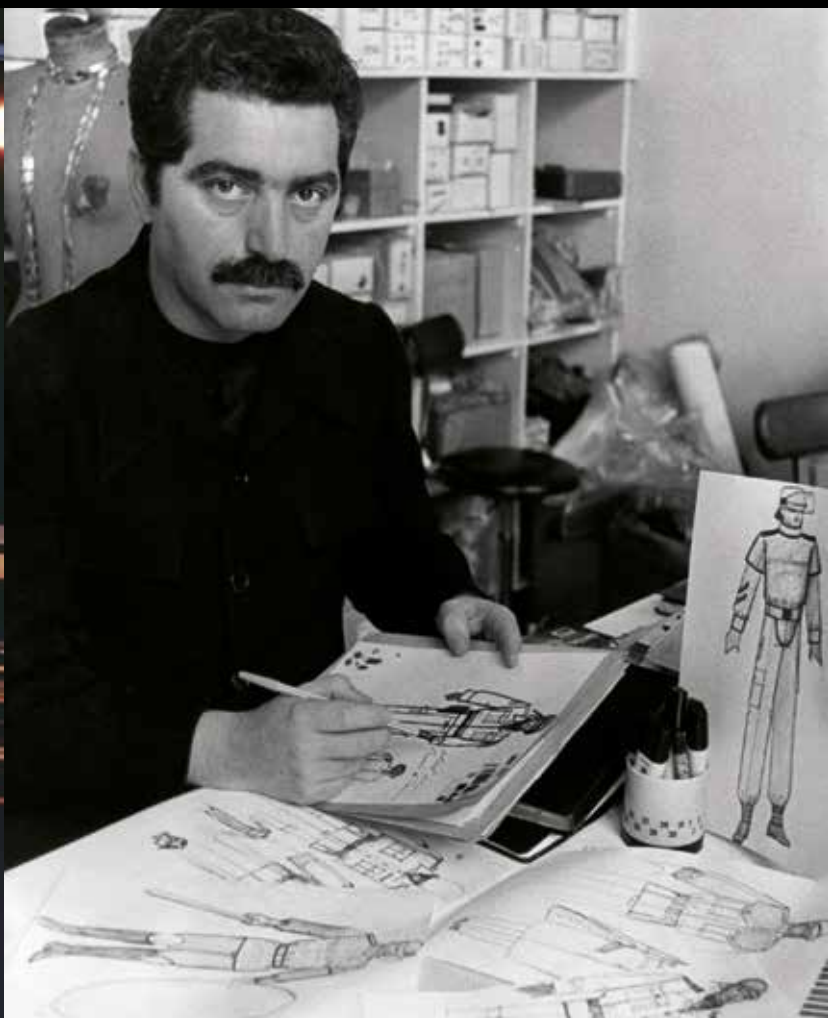


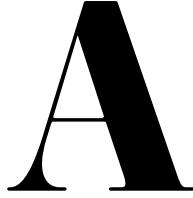
tribute to PACO RABANNE

text
GIULIA MADONINI

photo
GETTYIMAGES - COURTESY

At the age of 88, the metallurgist of fashion concludes his journey in Brittany. The news, originating from February 3rd, marks the closure of a path that will forever etch its unique presence in the annals of fashion and design. Paco Rabanne's image endures as that of a multifaceted visionary: a pioneer in material innovation, a triumph in the realm of perfumery, and a prophetic enigma. He introduced an otherworldly style to the Earth, a style that eluded the public of the late 1960s.





Among the iconic garments that have left an indelible mark on the fabric of fashion, his metallic creations stand tall. His profound industrial influence and audacious material choices compelled audiences to question and, at times, feel unsettled by the rupture of the established codes of couture during that era. Paco Rabanne rightfully takes his place as a protagonist of the Space Age trend in the early 1970s. This movement indelibly stamped its era and continues its reverberations today through influencers. The Space Age trend is characterized by extravagant materials, sleek silhouettes, restrained color palettes, and geometric forms that are easily recognizable across various artistic mediums, design, music, and architecture of the time.

Today, the visionary is commemorated even within the fashion pages that once dismissed him as eccentric. There is no doubt that his absence from the annals of fashion history would have left a void—a true revolution, a departure from the so-called “traditional” fashion. From chainmail ensembles to the globally acclaimed One Million and Lady Million fragrances, his creations, spanning both ready-to-wear and perfumery, hold their place among the world’s bestsellers.

Avant-garde, Vision, and Audacity

Born on February 18, 1934, in the Basque Country,

Francisco Rabanneda Cuervo’s family was exiled to France during the Spanish Civil War—a conflict that claimed his father’s life at the hands of Francoist troops. Son of Balenciaga’s chief couturière, he inevitably succumbed to the allure of the fashion world after studying architecture. This educational background ignited his exploration of forms and dimensions that set him apart from his contemporaries. Presenting a plastic dress to his professors, he garnered a mixed response of envy and mockery. Gaining experience in jewelry craftsmanship at prestigious houses like Balenciaga, Dior, and Givenchy, he eventually pivoted to design imaginative footwear, handbags, and accessories, earning accolades from museums and art galleries.

He embarked on crafting garments by incorporating metallic and industrial materials, shaping them with pliers and soldering irons. Within his studio, these unconventional tools breathed life into an image of a “Joan of Arc of the 2000s, capable of dominating men.” These bold and controversial statements triggered a polemic that he skillfully harnessed to his advantage. One of the pioneering designers to feature models of color on his runways, he unveiled that it was the future that fueled his inspiration.

In 1966, he inaugurated his inaugural store for the brand—a store that would soon rewrite fashion



Paco
Rabanne

history and extend its influence to the world of cinema. In 1967, he designed the celebrated sequin dress adorned by Audrey Hepburn in “Two for the Road,” followed by Jane Fonda’s Barbarella costumes in 1968. During the same period, he made his contribution to the wardrobe of the film “Casino Royale.” As he rode the crest of success, Rabanne chose to expand his domain. Collaborating with Puig in 1968, he orchestrated fragrances that would signify a before-and-after moment in the brand’s evolution. Remaining steadfast in his commitment to constant innovation, he integrated new shades into his collections without restraint. This earned him the Golden Thimble award during the 1990s. In 1999, the iconic designer chose to retire to his cherished Ploudalmézeau—a decision that was somewhat overshadowed by his predictions for the same year. In August of that year, he shuttered his stores, affording his employees the opportunity to spend their final moments with their families before an alleged doomsday scenario. His prophecy envisioned Paris devastated by the descent of the Russian space station Mir during a solar eclipse. This same, unorthodox yet ingenious mind led him to conceptualize an entire city dedicated to



Clockwise from top: Françoise-Hardy in 1960 wearing a dress created by Paco. The designer at work in his studio. Paco Rabanne defines one of his models.

fashion—a project that continues to captivate architects for its ability to shape the future. Between 2001 and 2009, the designer forged fragrances that remain integral to the brand’s renown: One Million, Lady Million, Phantom, and Pure XS, among others. Recognized as an Officer of the National Order of the Legion of Honor by the French government, he was celebrated for his qualities as a creator and innovator. Among his later projects, he designed chairs for the artistic Maison & Objet exhibition, drawing inspiration from his famed textures. At the Autumn-Winter 2023-24 fashion show, on the third day of Paris Fashion Week, Julien Dossena—the current artistic director of Paco Rabanne—rendered homage to the maison’s founder and his camaraderie with artist Salvador Dalí. Dossena translated their shared era into an ensemble of ultra-sparkling outfits adorned with sequins, tassels, gold and silver lurex, and of course, the iconic assembly techniques. Dossena disclosed, “Thank you, Mr. Rabanne, for defining a new modernity, accompanied by a cultural revolution. A total artist who, through the expression of his personal utopia, contributed to the evolution of the world’s perspective. Thank you for this legacy.” Amanda Lear, artist and former model who facilitated the meeting between Rabanne and Dalí, paid her respects on her Instagram account.

“Paco Rabanne forever. Farewell, my friend.”



Paco, son of Balenciaga’s chief couturière, found himself inevitably drawn into the world of fashion after pursuing architectural studies. This education not only set him apart from his peers but also ignited his exploration of unique shapes and dimensions.





VINCENZO DI RUGGIERO
CAMICERIA

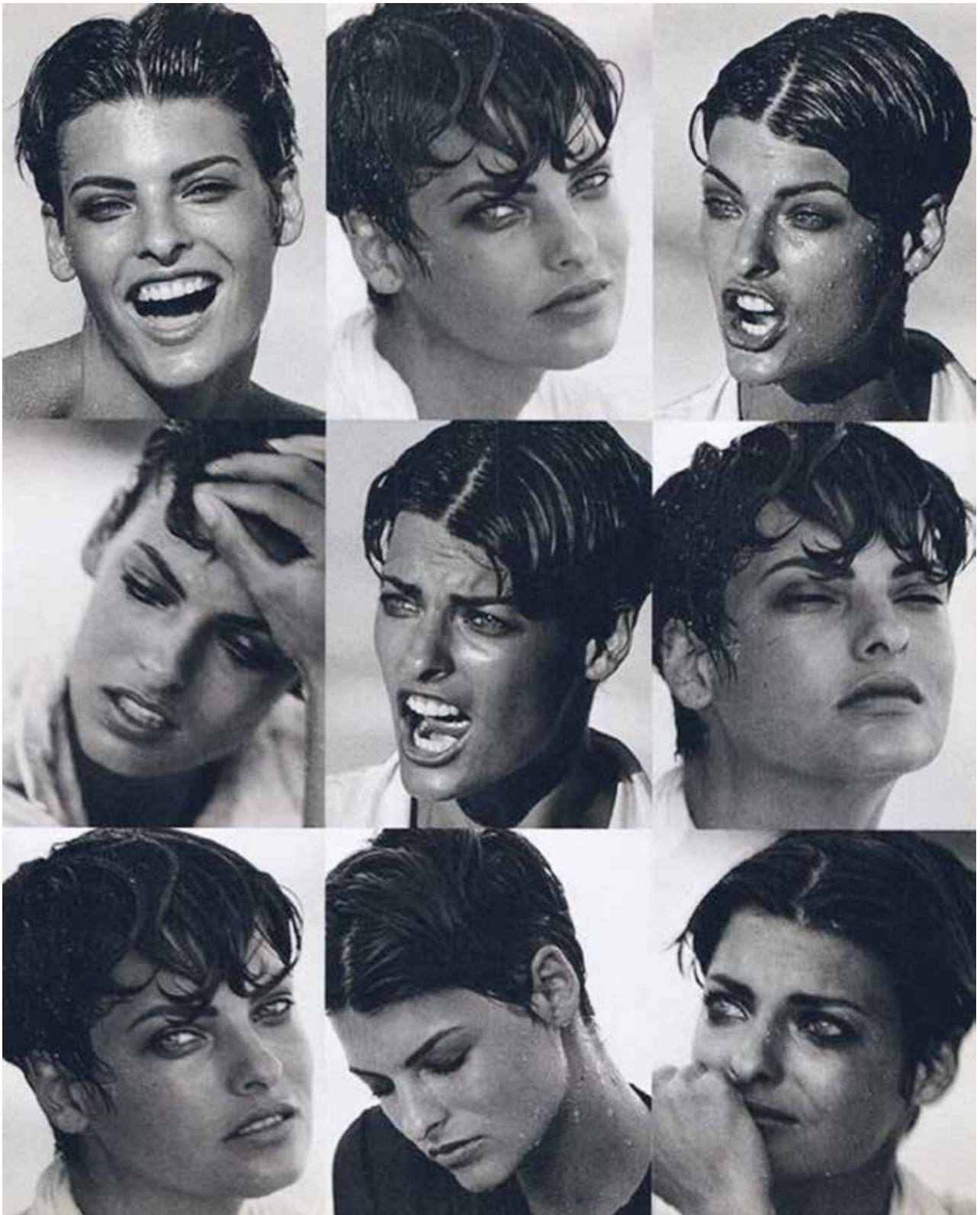
LINDA EVANGELISTA

The Parable of Beauty



text
MICHELE ESPOSITO

photo
COURTESY



Fendi opens its doors to Linda Evangelista, and Linda Evangelista reclaims the throne that has always belonged to her with determined strides.

W

we all know the reason she disappeared from the scene, and she herself shared it not too long ago. A poorly executed coolsculpting procedure marred her face, forcing her into a life of seclusion marked by pain and depression. It was a downward spiral for one of the world's most beautiful women and one of the most iconic models of all time. Who can forget her appearances in George Michael's music videos? And who can ever forget her in front of the masterful lens of Peter Lindbergh? Short hair in the "haircut" portrait series, cat-like eyes, lips that seemed to glide off her face and beyond the lens. And then there were the hats. I don't believe any other model in the world has managed to wear hats in such a bold yet elegant manner at the same time. They framed a perfect face. And it's on the concept of perfection that it's worth pausing for a moment. Because while true perfection may not exist, there is a kind of perfection that comes to an end. We are often inclined to think that beauty should never fade, that there should always be a place for beauty that endures. Especially if beauty has been your style, your signature, your work, your representation. It must not be easy to look in the mirror and struggle to recognize

yourself when your only comparison throughout your life has been your perfect image. Just ask Grimilde!

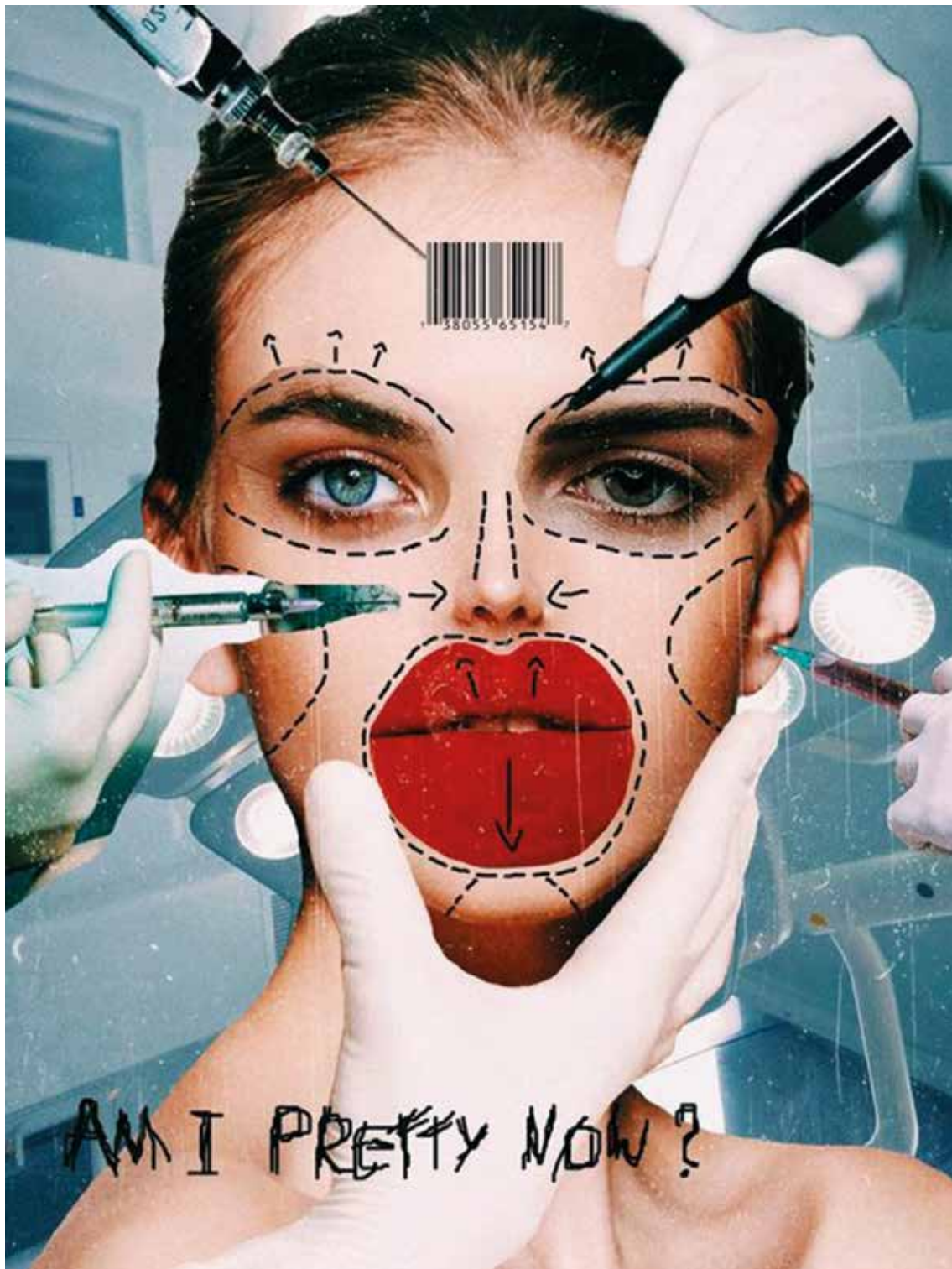
Plastic surgery extends a helping hand in this regard. It assists us in tidying up where the passage of time cannot, especially when an imperfection becomes more of a burden in our hearts than on our bodies. "One is more authentic the more they resemble the idea they dreamt of themselves," says Agrado in Pedro Almodóvar's contemporary masterpiece "All About My Mother." Authenticity is nothing more than the pursuit

and dedication to construct, recognize, and project oneself as one wishes to appear. But we must be honest about this delicate subject: too often, this frontier of modern medicine, capable of giving new life to so many, becomes the number one enemy if one is not aware of the risks involved. Medicine relies on analysis and calculations,

trials and tests, but it cannot guarantee the same result for everyone. A risk calculation must always be factored in, and if something goes wrong, and it's your face that pays the price, the matter becomes dramatically serious. And who knows if even an aesthetic mistake can somehow lead us to find our authenticity. In my opinion, Agrado could

**No other model in the world
has managed to wear hats
in such a bold and elegant
manner at the same time.**







fashion icons.

LINDA EVANGELISTA

embrace this thought. I believe Linda Evangelista also learned this the hard way. After years of pain and silence, she gathered the courage to return and slowly reclaim her place among the goddesses she rightfully belongs to. Even though the signs on her face are still visible, even though she struggled to accept her change, and even though she might find it difficult to recognize the extraordinary icon she once was, she managed once again to make the world of fashion dream. With her presence, style, charm, and determined strides. With every step on that runway, our hearts skipped a beat. Let's celebrate the woman she was, and above all, the woman she is.



**Welcome back
Linda!**



Seda Oturan[®]

B A L L Y

SHOPPING EXPERIENCE

text
LAURA DIRAL

photo
COURTESY

The renowned Swiss luxury fashion brand is redefining its approach within its retail spaces to offer customers an even more personalized omnichannel shopping experience.





T

his innovative mode of communication enables the delivery of “tailored messages” to customers, effectively capturing their attention. For any brand, the point of sale acts as a pivotal touchpoint in the customer relationship. By incorporating new technologies into display spaces, luxury brands can gain valuable insights into their audience, engaging them and crafting an authentic shopping journey. As we enter the third millennium, technology has become ingrained in our daily lives and has seamlessly woven into the sales ecosystem. Consider the QR code, enabling us to peruse restaurant menus or request specific items in-store. In a similar vein, luxury brands have seamlessly integrated technology into their retail environments, elevating the customer experience to an exclusive and personalized realm. Established in Switzerland in 1851, Bally stands as a premier global luxury brand with an illustrious history in creating shoes, bags, accessories, and ready-to-wear fashion. The brand’s perpetual evolution and unwavering commitment to customer service serve as core values at the heart of Bally’s operations. To uphold this pledge of

Among these notable brands stands the iconic Bally, which has recently elected to redefine its customers’ shopping journey through the strategic adoption of Oracle Retail technologies.

excellence, Bally is replacing its Retail Point of Service (POS) systems across 18 countries worldwide with Oracle Retail Xstore solutions. What do these advancements entail? Utilizing Oracle’s mobile technologies, Bally’s boutique sales associates will effortlessly access a comprehensive dataset that centers on the customer. This constitutes a revitalized “sales ceremony” where customers receive assistance throughout their journey—whether within the physical store or online—streamlining the purchasing process.

“Our boutiques serve as realms of discovery, inviting customers to relish



a personalized shopping experience, engage with our staff, and experience the quality of our products firsthand,” remarked Nicolas Girotto, CEO of Bally. “Through Oracle Retail POS solutions, our sales associates can seamlessly navigate customers through their entire purchasing voyage, extending first-class omnichannel services that integrate physical and virtual encounters while expediting transactions.” Undoubtedly, this decision resonates as a triumphant choice for the Bally brand, particularly at a juncture where customers seek a comprehensive in-store encounter, guided by the invaluable support of cutting-edge technologies. “As the landscape of consumption continues to evolve, retailers must remain agile in adapting to these shifts while consistently prioritizing the customer experience. Oracle is steadfast in delivering a platform that furnishes industry stakeholders with the essential tools to achieve these objectives: agility, scalability, and operational excellence,” affirmed Mike Webster, Senior Vice President and General Manager of Oracle Retail. “Our strategy centers on constructing a platform that empowers brands like Bally to harness our integration capabilities and standardized data models, enabling them to foster their brand growth with our collaborative support.”

sustainable fashion.

E. MARINELLA



E. MARINELLA

THE TIE OF THE FUTURE

text
REDAZIONE

photo
COURTESY - SERGIO GOGLIA

The Limited Edition E. Marinella collaboration with Orange Fiber makes a return. This collection features sustainable ties crafted from fabrics derived from citrus fruits.



T

he fusion of innovation and sartorial tradition is evident in the introduction of “E. Marinella made with Orange Fiber,” an exclusive capsule collection. This range includes sustainable ties, pocket squares, and scarves, all meticulously crafted by the historic Neapolitan tailoring brand E. Marinella, utilizing the world’s first sustainable fabric made from citrus fruits,

innovatively produced by Orange Fiber. This collaboration marks the initiation and revival of a partnership between E. Marinella and the Catania-based company, Orange Fiber. Alessandro Marinella has skillfully woven together ancient sartorial traditions with innovation. It all

begins with orange waste. Each year, the Italian citrus processing industry generates a staggering 110-120 million tons of waste, with 40 to 60% of the fruit discarded, resulting in significant costs and environmental impact for disposal. Through an ingenious process, high-quality cellulose is extracted from citrus juice industry waste (which represents 60% of the waste) and transformed into yarn, ultimately creating fabric that promotes circularity. Maurizio Marinella stated, “The new limited edition E. Marinella made with Orange Fiber collection, available in flagship stores and the brand’s e-shop, presents seven fresh tie patterns and a novel

citrus-inspired design for sustainable scarves. Our dedication to the future while respecting our heritage is paramount.” He further added, “For over a century, Marinella has been committed to bespoke tailoring, celebrating Italian artisanal traditions. Each of our products reflects a passion passed down through time, merging with a forward-looking perspective.

This collaboration with Orange Fiber exemplifies that spirit. Our ties epitomize the perfect balance between history and modernity, creating a distinctive mark of style and sophistication for both today’s and tomorrow’s men.”

Alessandro Marinella, representing the

fourth generation of the family, continues, “We are confronted with a significant challenge: to unite our commitment to sustainability with the promotion of artisan craftsmanship. As a member of the fourth generation, I am resolute in leading innovation in the bespoke tie sector; boldly shaping our path towards the future. This invaluable partnership embodies our relentless pursuit of excellence and respect for the environment.” The Marinella style embraces innovation without forsaking its essence. Just as in the past, it aspires to adorn the most influential men in the world, reestablishing itself with its ties, shirts, and accessories, a testament to its timeless appeal.

The process begins with the byproducts of oranges; in Italy alone, the citrus processing industry generates a staggering 110-120 million tons of waste annually.

must have!



sustainable fashion.

E. MARINELLA



**“Our ties
epitomize the
flawless harmony
between history
and modernity,
leaving a unique
imprint of style
and refinement
for both
contemporary and
future men.”**

Maurizio Marinella



A full-body fashion advertisement for Ernesto Esposito shoes. A woman with blonde hair pulled back, wearing a bright pink strapless dress, a long cream-colored trench coat, and large pink tassel earrings, stands against a light blue and white striped background. She is wearing light pink high-heeled shoes. The brand name and logo are in the top right, and the photographer's name and website are on the left side.


Ernesto Esposito
shoes

BIO BASED LEATHER

A TRULY NATURAL LEATHER

text

EMANUELA ZINI

photo

COURTESY

Italconcia 1953 is one of the Italian tanning companies that make up the district of Santa Croce sull'Arno, in Tuscany, an area known all over the world for the beauty of its landscapes, much loved by foreign tourists who find harmony and peace among its hills and its magnificent vineyards. This area is also rich in manufacturing companies and farsighted entrepreneurs who, thanks to their innovative, forward-thinking approach, have developed projects that have and will have a considerable impact on our future.



I

It is in this context that Andrea Martini, CEO of Italconcia, together with his team and thanks to the collaboration with important research laboratories, has created, after two years of work, a 97% bio-based leather that anticipates by twenty years the production standards required by European regulations.

A family business that, in the best Italian fashion, has always focused on the combination of innovation and quality, directing investments towards the issues of environmental sustainability, energy saving, eco-sustainable production, and to the recovery of production waste.

Andrea, what goals have you set for yourself with this innovative project?

Italconcia wants to transform the usual customer-supplier relationship into a real partnership, because any objectives we plan to achieve must be shared, and the path towards circular economy must be followed synergically, involving all players. Our business must inevitably evolve, adapting to the requirements of European legislation in order to reduce and, if possible, eliminate the environmental impact of tanning productions. We started from this, from the need to produce a leather that was truly natural, indeed, a bio-based product, free from materials derived from the oil industry and of any substances that are harmful to humans and the environment.

And have you succeeded?

It is with great pride that I can say that our new BBL BioBasedLeather® product meets and anticipates the standards that will be included in the European Green Deal 2040, going beyond its future biocompatibility requirements, as our product is 97% organic. The entire life cycle of the product (from-cradle-to-grave) is carbon neutral, and the production process only uses energy from renewable sources. Our Carbon Footprint is minimized thanks to the traceability and strong governance of the supply chain.

A truly organic product! Very interesting, but what do you mean exactly by circular economy?

We have analyzed one of the main needs of our customers: the disposal of production waste, which is, after all, one of the most complex elements to manage in the production chain. Based on this need, we developed our BeFuture project, a circular economy project that involves the recovery of production waste and its disposal through

innovative processes. BBL BioBasedLeather®, being a natural leather, allows the total recovery of production waste, which is transformed into a new secondary raw material: biofertilizer. The new generations of consumers – Millennials, Gen X –, but also the greater awareness of social responsibility in our customers, require a new approach when it comes to production, distribution, marketing, and

communication. Italconcia works with the main luxury brands, which are very attentive to green issues, sustainability, and more generally to the protection of the planet; the choices we made over the years in terms of protection of the environment and, lastly, our new BBL project, are the perfect combination to activate new resources that will shape the new value identity of our company.



KARL LAGERFELD

FASHION
IS
FASHION
ART
IS
ART

text & photo
SEDA OTURAN

TALENT, BOLD IDEAS AND ENDLESS
PRODUCTIVITY... 'THE ULTIMATE SAVVY
DESIGNER KARL LAGERFELD'

Karl Lagerfeld is a versatile designer, linguist, literary enthusiast, photographer, interior designer, stage and set designer, collector, filmmaker and philanthropist. In addition to all these multifaceted intellects, he is the greatest intellectual of fashion, with a vast culture! The other thing I value about him is that he is a fashion designer with manners and confidence. I would also like to add that Karl is a writer and publisher; even wrote diet books. What a talent he is!





House of CHANEL (French, founded 1910) - dress spring-summer 2005 (courtesy CHANEL) - black silk chiffon, satin, and lace.

I

have been a fan of Karl since I was a child, not only because of his versatile talents, but also because of his personality and philosophy of life. But unfortunately this legendary man, Karl Lagerfeld, passed away four years ago. I have no doubt that every garment Karl created, though I like to call them works of art, will continue to have an impact on fashion for generations to come... The Metropolitan Museum Of Art in New York created an exhibition in July that theorized some of Karl's private works over his 60-year career with the theme "A Line Of Beauty". Of course I could not miss this unique exhibition! The exhibition inspired me so much that I decided to write a nice article about Karl. Because I can say that I found myself in a world of inspiration! The reason why this exhibition was

so important for me: Karl's sketches. The exhibition was in such a beautiful composition; underneath the designs were Karl's special sketches.

The curator of this exhibition called 'A Line Of Beauty' is Andrew Bolton. Andrew was inspired by the "line of beauty" theorized by the 18th century British painter William Hogarth (British, 1697-1764).

(Title Page Of The Analysis of Beauty, 1753) William Hogarth was the namesake of this mind-blowing exhibition. Andrew wanted to immortalize Hogarth's ideas that a constantly curving, ever-changing line captures something more. Andrew created an exhibition space that follows the straight and curved "lines" and their intersections in Lagerfeld's designs. Of course, this was not the first exhibition about Karl. There have been many exhibitions about Karl before. In 2015, a retrospective of Karl Lagerfeld was held at the Art and Exhibition Hall of the Federal Republic of Germany. Modemethode (at Bundeskunsthalle). German-born Karl Lagerfeld is known in the fashion world for bringing a new perspective to classic shapes and taking fashion in new directions. In a storied career spanning 60 years from 1955 to the present day,

Karl's creations still retain an extraordinary sense of the present and originality. At the exhibition in New York; They feature work ranging from Karl's designs for Chloé, and FENDI in the 1960s and 1970s to when he was head designer at CHANEL in the 1980s and beyond. He even had designs for his own brand. It was a great feeling for me to see Karl's designs for CHANEL, Chloé and FENDI in chronological order! What special masterpieces Karl has left us!

Since the beginning of his career, he has worked for luxury brands such as BALMAIN, PATOU, FENDI, Chloé, KARL LAGERFELD and CHANEL. He has created creations for FENDI (1965-2019), Chloé (1974 - 1983, 1992 -1997), CHANEL (1982 - 2019) and his own 'KARL LAGERFELD' brand (1984 - 2019).

I'm not even talking about his collaboration with the special collection he made for the fast fashion brand H&M in 2004! I cannot stop telling you about Karl. Before Karl thought of becoming a Fashion Designer, he considered a career as an illustrator, especially as a cartoonist. In some of his interviews, he talks about his passion and nostalgia



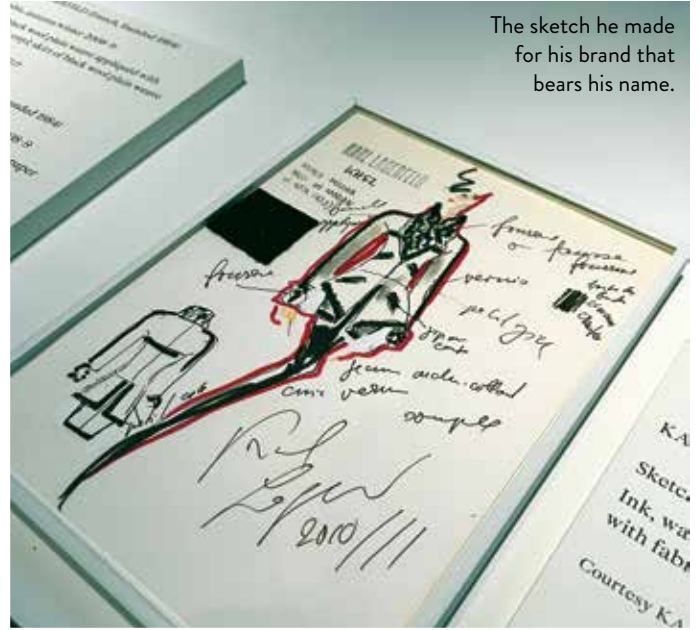
Rhythm Color - Sonia Delaunay - WikiArt.org

for *Simplicissimus* (1896-1967), the German weekly satirical magazine he collected as a child and which continued to inspire him as an adult. In interviews, Karl describes his versatility as an innate talent. Anna Wintour, in her article about Karl, writes about how Karl fell in love with his solitude. She also says that one of Karl's favorite things to do is to read a book alone and adds that Karl has a long work schedule that lasts until 2 or 3 o'clock every night. So, did the designer, who enjoyed being alone so much, never have a love story? During my research, I was also struck by the fact that Karl had no news about his private life. Karl always attached great importance to the privacy of his private life.

Each work in the exhibition increased my admiration for Karl even more. Colors, textures, accessories, flowing and smooth color, haute couture outfits



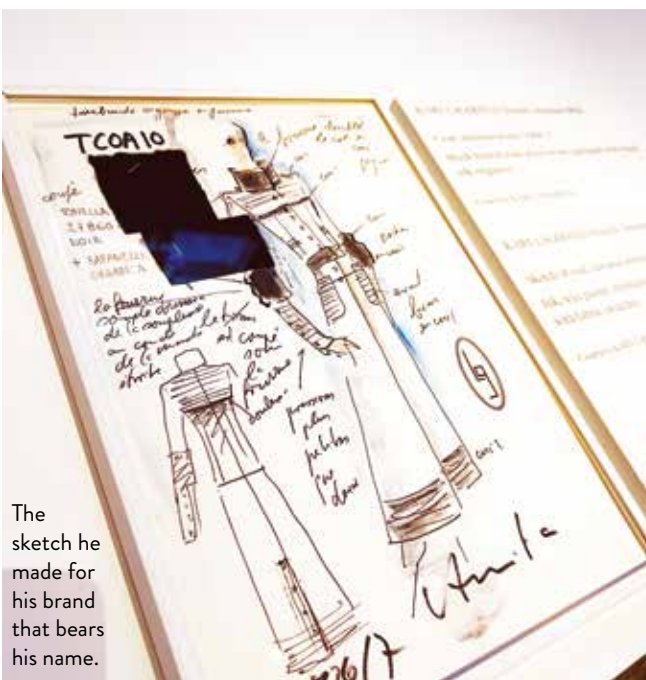
Here we see his eponymous “candlestick” dress. Karl’s humor is bold and creative. Here he combines the ordinary with the extraordinary with elaborately beautiful embroidery. Here Karl makes the ordinary remarkable and the everyday exceptional.



The sketch he made for his brand that bears his name.



One of Karl’s favorite Surrealist applications was the handbag embroidered on a CHANEL dress.



The sketch he made for his brand that bears his name.

created from the combination of different fabrics, feathered dresses, jacket dresses created from belts, creative outfits that pushed the limits of imagination, light and flexible fabrics, gloves, lace, crystal stones, intertwined fabrics of different types were almost talking to each other... The combinations of colors and clothes beyond elegance were in perfect harmony... The exhibition included accessories with contrasting male and female themes, romantic and military contrasts, rococo and classical style coats, futuristic jacket suits, dresses decorated with handmade floral motifs, clothes inspired by geometric shapes, as well as clothes with abstract themes. In this part of my article, I would like to talk

The immortal gloves that he used and that will remain in our memories.



about his works in the exhibition, especially his sketches. Of course, we designers always make sketches as part

of our design process, but this is usually a means to an end, not an end in itself, as in Karl's case. What I observed in the sketches exhibited in Karl's exhibition was this: each design was accompanied by Karl's meticulously drawn sketches. Both when I looked at the sketches and when I looked at the clothes, I could see a perfect drawing. Karl has managed to explain exactly the design he wants to explain with all the details in his sketches with a very special language. I watched the sketches for hours without realizing how the time passed in front of the sketches. Afterwards, I looked at the harmony and harmony of the sketches with the clothes. Each work was like a part of the whole... Another detail that caught my attention was that Karl would send his drawings to his studio just before he left his house. This way, he wanted the work to start before he even arrived at the studio. It was like he was always racing against time.

And what do you think is the difference between an artist and a designer? I think Fashion is definitely more practical and commercial. Think about it, artists work on their works sometimes for months, sometimes for years. But designers, the faster they sketch, the more success they can achieve. Because the designer is racing against time, following the season and the faster he sketches, the more products he can produce. Karl was always adamant that fashion is not art and fashion designers are not artists... 'Fashion is Fashion Art is Art' - Karl Lagerfeld. His team was also very valuable to Karl. He worked with talented artisans in tailoring

ateliers. He always had a deep respect for them. There was even a special video in the exhibition. They

interviewed Karl's team in the video. The designer's perfectionism was on the lips of the whole team... I think this was the key element in Karl's career: Per-fect-ionism!

Let's talk about the clothes; Karl has always been inspired by art, movies, music, design, fashion, literature and philosophy while creating his collections. He combined the parts he was inspired by his own imagination. Sometimes this creativity manifested itself in a coat, sometimes in a haute couture evening dress or accessories...

Romantic dresses, refined military-style clothes; rococo/classical on the one hand; some completely futuristic; some decorative; floral and geometric clothes, futuristic and abstract jackets and many more... Karl was inspired by the 'Rhythm color' works of Sonia Delaunay, who continued the Cubism movement. In the photo I took for you, you can see that Karl has used bold colors and contrast very well with his own creativity... Colors, simple geometric circle, square, rectangle, triangle details have gained brand new meanings with this design of Karl...

The reason why this current exhibition in New York was so close to my heart was that it was the first survey exhibition of Karl Lagerfeld's (1933 - 2019) lifetime art. It was also the first retrospective exhibition after Karl's death. 'A Line Of Beauty' was a thematic and conceptual exhibition in every respect. I hope you enjoyed reading this article because I still feel the sparks of this exhibition on me...



HNIA HARRATI

www.hniaharrati.com

COSMOPOLITAN FEMININITY

HNIA HARRATI

text
EDITORIAL BOARD

photo
COURTESY

Inspired by her place of origin, Hnia Harrati has chosen to bestow upon all women a distinctive fragrance that captures the ambiance of an exotic Riad, radiating with luminous shades of gold and earth. These are the official colors she ardently embraces for her brand, embodying her style.

H

nia Harrati's creations arise from a magical synergy between two cultures. The internationally recognized touch of Milanese haute couture intertwines with Moroccan-inspired aesthetics. The expertise and aesthetic codes of both countries, each serving as the designer's homeland, converge into a project aimed at female empowerment. In Hnia Harrati's vision, fashion becomes a vehicle for sensitizing her audience to the themes of female emancipation in Italy. The brand unveils an exclusive collection that embodies transgenerational, cosmopolitan, and emancipated femininity, facilitated through a series of interactions between materials and motifs. These interactions entail a harmonious fusion of fabrics and traditional Moroccan trims, enriched with gold accents, vivid patterns, and a symphony of vibrant colors. Hnia Harrati celebrates color through vibrant textiles and imparts elegance and allure through the cuts of her designs. Hence, the brand is a dedication to women globally. The woman who selects a Hnia

Harrati caftan resonates with an intense personality, seeking to experience uniqueness and irreplaceability. Hnia ingeniously rejuvenates Morocco's iconic garments while preserving their authentic essence. Enchanted by the exquisite hands of Milanese tailors who oversee, embroider, and design, she entrusts the artisans' savoir-faire to craft the pieces in this inaugural collection. This mastery manifests in the finishing touches on belts, the trims of caftans, and the buttons adorning the flowing dresses. All outerwear is meticulously fashioned using high-quality Loro Piana Cashmere fabrics, subsequently adorned with ornate trimmings and beads. The crowning touch on each piece is the gold jewelry pin bearing the initials, bestowing upon these creations the emblem of the designer's brand. The essence of Hnia Harrati's homeland is also discernible in the details, which mirror the pieces in the collection. Unconventional patterns and initially disparate pairings converge to radiate enchantment





in a harmonious symphony of style and elegance when united. These creations are a product of a collaborative endeavor where creativity, dedication, and passion intertwine, giving life to pieces that evoke emotions in those who wear them.

In a collection, Hnia Harrati seamlessly amalgamates iconic traditional styles, such as the caftan, infusing them with contemporaneity and relevance. Harrati's collections are instantly recognizable for the harmonious equilibrium of volumes, shades, and impactful details. Adorning oneself with a piece from Maison Harrati is nothing less than an extraordinary experience. Harrati eschews trends, recognizing that every woman pulsates with intense personality and merits the sensation of uniqueness and irreplaceability. This is why fluid and versatile lines seamlessly merge with intricate

details, forming a perfect synergy of volumes and colors, aimed at enhancing the female form without altering it but rather enveloping it in comfort and beauty. The uniqueness of the details in Harrati's collections rests in the skilled hands of Moroccan women who, having imbibed the art of embroidery from their mothers since childhood, revive passion for a historical tradition that enriches the collection through boundless cross-cultural fusion. Thus, Hnia Harrati realizes a borderless dream, where passion and exploration draw from the history of Moroccan attire, envisioning and modernizing it while retaining its intrinsic tradition. Wondering where to acquire Milanese caftans? The caftans are available on the Hniaharrati.com website, and bespoke orders are welcomed for the most discerning clientele.

people cover



SARA CROCE

1 MILLION *followers*

interview
MARCO SUTTER

photo
SERGIO GOGLIA

jewelry
FARAONE MENNELLA

PHOTO ASSISTANT VITTORIO CICCARELLO
MAKEUP SILVANA CIMINO HAIRSTYLIST & MAKEUP CARMELO CORVAIA, DAVIDE PERSICO

Born with the gift of beauty and creativity, Sara swiftly emerged as a prominent figure in the realms of fashion and social media.

Capturing hearts and minds, she has become a modern icon, demonstrating how passion, dedication, and authenticity can open doors and forge a successful career in the digital era.





H

How did you start your career in the fashion world and as an influencer, and what are your main sources of inspiration for your personal style?

It all began in the fashion world at the age of 16, with the Brave Models agency in Milan. I immediately realized that could be my path. Regarding my Instagram numbers, I reached them thanks to my participation in Paolo Bonolis' flagship program called "Ciao Darwin" on Canale 5 (Mediaset), portraying the role of Mother Nature. On social media, I strive to be authentic without imitating anyone.

How do you manage the balance between your private life and your life as an influencer, and what are the biggest challenges you face?

I've reached a point where I believe that private matters should remain as such. As for friendships, they have remained the same for years, and forming solid friendships through social media has been challenging.

What advice would you give to young women who aspire to pursue a career in the fashion industry or as influencers?

The main advice is to never get disheartened and never give up. It's a world of many rejections and numerous "nos." Keep a clear vision of what you want to become and continue on your path

without distractions.

How do you prepare for fashion shows or photoshoots? Do you have any particular rituals or habits?

I prepare by ensuring I get a good night's sleep, and preparation is ongoing through maintaining a fairly strict diet alongside consistent gym workouts. It's my lifestyle that I love and it harmonizes perfectly with my work.

With a charismatic personality and an innate talent for posing in front of the camera, Sara has quickly gained followers on social media. Through these platforms, she has shared her passion for fashion and the art of photography with her audience, inspiring thousands of people worldwide.

How do you select the brands or products to collaborate with? What factors do you consider most important before accepting a sponsorship opportunity?

I choose brands that can somehow represent me. I have also declined many brands that I didn't like and that weren't beneficial for my image.

Do you have any advice or tricks for maintaining an authentic online presence and building a community of loyal followers?

I'm a fan of the natural: less makeup is better! Perhaps I'm the least suitable person to answer this question... haha! [laughs playfully]

What are your thoughts on the role of influencers in promoting a healthy and sustainable lifestyle? Do you have any





initiatives or projects in this area?

I believe it's crucial for influencers to share a healthy lifestyle, but the line is thin between giving advice and becoming pseudo-nutritionists or personal trainers. There's everything on the internet! One must be careful and rely on professionals, just as I do.

How do you maintain your authenticity and individuality in the influencer world, where there's often pressure to follow trends or predefined standards?

Authenticity in the influencer world? It's almost impossible. You can never express your true thoughts because you'll be attacked by those who think differently. In my case, I always try to set a good example and convey important messages. If I manage to change someone's perspective on a particular issue close to my heart (e.g., LGBTQ+ rights), then I know I'm using social media well.

What are your expectations for the future of the fashion industry and the influencer

sector? Do you anticipate any significant changes?

My biggest dream is to move to America, specifically Los Angeles. I want to start my modeling journey there. It'll be challenging because I'd be starting from scratch, but I love challenges; they make me feel alive.

What's the most important message you'd like to convey to your younger followers?

Live, travel, explore the world. Don't compare yourself to others; you have your own life and timeline. Surround yourself with positive people who believe in you. Chase your dreams, and if you're unsure of what to do, wait. Answers come with time.

Do you have any future projects or dreams in the pipeline that you'd like to share with us?

I'm moving to Los Angeles! I want to start studying acting in Hollywood while continuing my modeling work.

I dream big and I never say never!



Alma de Garcia
BEACHWEAR

text & interview
MARCO SUTTER

photo
KENNYVIESE.COM

Exploring the Intersection of Fashion and Architecture

AN INSPIRING DIALOGUE WITH VISIONARY DESIGNER

ADAM SHAFFER

In the realm of creative expression, fashion and architecture have long captivated the world with their innovative designs and ability to shape our surroundings. These two disciplines, seemingly distinct yet intimately connected, often find common ground in their pursuit of beauty and aesthetic harmony. In this captivating interview, we delve into the visionary mind of Adam Shaffer, a designer who seamlessly bridges the worlds of fashion and architecture. With a keen eye for beauty and a remarkable ability to translate ideas into tangible designs, Adam shares insights into his creative process, the influence of architectural styles, and exciting upcoming projects.

Describe yourself in two minutes. Who is Adam Shaffer?

I see myself as a man of integrity, down to earth, and authentic. I believe in straightforward communication and being true to myself. Confidence is one of my defining traits, as I know what I want and I'm determined to achieve it. However, I am not egocentric or arrogant; instead, I enjoy connecting with people and maintaining a grounded approach. I am a visionary, creator, designer, curator, and leader. I put 100% of my energy into everything I do and strive to positively impact everyone I encounter. I have a deep appreciation for life, and I am grateful for the opportunities and experiences the world has offered me. One of my goals is to help individuals discover their passions and unlock their full potential.

Through my work, I aim to contribute to making the world a more beautiful place, in my own unique way.

Can you tell us about your journey into the world of fashion styling and how you got started in the industry?

My journey into the world of fashion styling began during my early years. Growing up with a family beach home in New Jersey, I met a girl who worked at a local clothing boutique. Through her, I was introduced to her boss, the boutique owner, whom I eventually started dating. This connection led me to become friends with her brother, who was the mastermind behind the business. At the ages of 18 and 21, we embarked on a journey together. As I was figuring out my own path and desired to have

my own business, I recognized the success they had achieved at a young age with the best boutique in the area. With graduation approaching, I started feeling a sense of urgency to determine my next steps. Impressed by their accomplishments, I decided to partner with them under the condition that I could establish the business anywhere I wanted. They agreed, and immediately after college, I moved to Miami and opened my first shop. Initially, it was a small store primarily selling women's accessories. I expanded by opening a few more stores, but an opportunity arose to open a boutique in Los Angeles, which I eagerly embraced. I sold my Miami shops and made the move, at the ripe age of 25. Being self-taught, I began traveling the world, seeking out beautiful and unique pieces that would captivate women. Attending the prominent fashion shows in Paris, Milan, and London became a routine for me each season. Additionally, I frequented New

York's trade shows and showrooms, honing my expertise. Within a year of starting my business, I found myself styling some of Hollywood's biggest celebrities, and my store started gaining recognition.

Los Angeles is known for its distinctive fashion scene. How did the city's culture and aesthetic influence your work as a stylist?

The Los Angeles fashion scene greatly resonated with me. It offered a more relaxed atmosphere compared to New York and a refreshing absence of pretentiousness found in

Europe. Women in Los Angeles embraced a sexier and more playful approach to dressing. At the same time, they also enjoyed getting dressed up for special events, which occurred frequently in Hollywood. My boutique became known for its unique pieces, stunning dresses, and incredible outfits suitable for such occasions. I attribute the boutique's popularity

Women in Los Angeles embraced a sexier and more playful approach to dressing.



among Hollywood actresses and entertainers to the fact that we curated one-of-a-kind items from around the world, setting us apart from retailers who often bought the same brands as their competitors. Styling became my passion, and I thrived on it. There were times I couldn't leave my store for 8 to 10 hours straight because of the numerous women who sought my expertise. As a straight man, it was a fantastic opportunity to make a living by dressing beautiful women all day long, as you can imagine which certainly had its benefits.

Collaboration is often a crucial aspect of the fashion industry. How, in the past, did you work with designers, photographers, and other professionals to bring your creative vision to life?

Collaborating with designers from all over the world was a source of great joy for me. Frequently, I encountered designers who had most of the elements for creating remarkable pieces but were missing one crucial aspect. Through my experience of styling numerous women over the years and running a retail business, I developed a keen eye for what sells and what captures a woman's attention. I became adept at identifying the missing pieces of the puzzle for these designers, helping them enhance their collections. Of course, I also had my own agenda in mind, as I aimed to secure the perfect garments for my store. Several designers have shared stories of how my advice helped them put their children through college or buy their homes, which always brought me immense satisfaction. Working with photographers was another enjoyable aspect of my career. I greatly appreciate their talent and ability to capture beautiful moments. Over the years, I participated in various fashion shoots with some of the best photographers in Los Angeles, relishing every opportunity to collaborate with them.

Are there any particular projects or clients

that have been significant milestones or highlights in your career as a fashion stylist?

There have been several significant milestones and highlights throughout my career. One of the most memorable moments was when I was chosen the best stylist and the best boutique in Los Angeles, in the best of LA Magazine issue. This was truly one of the most rewarding moments of my fashion career. In addition being continuously invited to popular TV networks as a fashion expert, celebrity stylist, and makeover specialist. For over 20 years, I appeared on various highly regarded shows on MTV, E-Entertainment Network, Inside Edition, and others. Dressing renowned entertainers and Hollywood movie stars has always been a thrill that never grew old. Styling Madonna stands out as a personal highlight for me. Additionally, I had the

opportunity to work with Christina Aguilera, Mariah Carey, Halle Berry, Jennifer Lopez, Demi Moore, Daryl Hannah, Jessica Biel, Jennifer Aniston, Paris Hilton, and many Playboy Playmates who became regular clients. It was an exciting and enjoyable era, particularly during the 90s.

I put 100% of my energy into everything I do and strive to positively impact everyone I encounter. I have a deep appreciation for life, and I am grateful for the opportunities and experiences the world has offered me.

You have a background in fashion styling, but a few years ago, you transitioned into the field of architecture and design. Can you share with us what inspired this career shift and how your background as a fashion stylist has influenced your work as an architect/designer?

My passion for architecture and interior design has always been present. Growing up in beautifully decorated homes on the East Coast, masterfully curated by my mother, exposed me to the art of design at an early age. Moreover, my mother possessed an incredible wardrobe filled with European fashion from renowned brands. From the age of 9 or 10, I accompanied her on shopping trips, assisting in selecting items. My father also had a great influence in my first incorporating art, and interior design into my Fashion Boutique. He was



a writer and head of the art department in his publishing company in New York City. Before I opened the store, I went to Italy to do some of the buying. He encouraged me to go to the Sistine chapel, where I got my inspiration to transform the entire ceiling into a reincarnation of the Sistine chapel. As my boutique in Los Angeles flourished and brought success, I decided to invest my earnings into buying homes. It felt like a natural progression to start styling homes. Over the course of 25 years in the fashion business, I worked on a comparable number of homes, each presenting a unique challenge and an opportunity to create a work of art. I developed significant expertise in this field and gained recognition. Two of my notable projects, “Bali Paradise” in Venice Beach and my “Hollywood Hills Dream Home,” were featured on HGTV’s Selling LA, a tremendous achievement considering my initial association with the fashion industry. It was an honor to be acknowledged not only for my fashion background but also as a skilled home designer.

FASHION AND ARCHITECTURE: A CREATIVE INTERSECTION

How do you see the intersection between fashion and architecture? In what ways do these two disciplines inform and inspire each other in your creative process?

Fashion and architecture share a symbiotic relationship and possess parallel universes. The ability to recognize beauty and what looks great is fundamental to both disciplines. If you have an eye for aesthetics, they naturally go hand in hand. For me, transitioning from fashion to architecture was a seamless journey. The creative mix of colors, materials, shapes, and forms exists in both fashion and interior design. It’s rare to find a great fashion designer living in an unattractive home because taste and style often extend from one discipline to the other. It ultimately comes down to having an innate sense of design, which allows success in either industry.

Can you walk us through your design process when working on an architectural project? How do you develop concepts, collaborate with clients, and translate your ideas into tangible designs?

When starting an architectural project, I approach it without any preconceived notions or ideas. Instead, I immerse myself in the landscape and environment in which I’ll be working. The land, location, and surrounding nature instinctively inspire impulsive ideas within me. Each project is entirely unique, and I’ve designed over 25 homes, each distinct





from the rest. I envision what will work best in the given space and consider factors such as the view, surrounding nature, and the energy of the place. Since I've primarily designed and built homes for my own interests, I haven't collaborated extensively with clients. Collaborating with clients can sometimes be challenging because they often believe they have good ideas or good taste when that may not necessarily be the case. However, I thoroughly enjoy working with architects, as we make a great team. Architects can bring my vision to life and translate it into a structural format with the necessary tools and information for construction. Seeing an architect execute my vision is a truly fantastic and extraordinary experience.

Are there any architectural styles or movements that particularly inspire or influence your work? How do you incorporate these influences while still maintaining your unique design identity?

I appreciate and find inspiration in various architectural styles. Mid-century design, Spanish, Mediterranean, modern architectural, and contemporary styles are among my favorites. I believe in designing what is most relevant and cohesive to the environment in which the structure will exist. Sometimes, I enjoy juxtaposing a modern design within a natural landscape. Lately, I've



*Above
Adam Shaffer
with his
beloved dog
Peanut*

been strongly drawn to futuristic and ultra-modern architectural designs. While I'm aware of different architectural styles and movements, I prefer to stay true to my own sense of style and design. Just as I did with my boutiques in the fashion industry, I maintain my unique design identity. I find that when I start looking at what other architects or developers are doing, it can divert my natural creative flow. Occasionally, I may incorporate elements I appreciate from others' work into my designs, but it is rare.

What are your latest projects, and in what locations have you designed and built your latest masterpieces in the world of real estate?

My proudest achievement recently is the Tulum Dream Villa. It's one of the most beautiful places I've ever been



and decided to create This extraordinary home there. It's my finest masterpiece to date and love that so many people enjoy the home. Currently, I am working on a remarkable project that involves designing and building a private luxury Villa community comprising eight homes on 5 1/2 acres of beachfront land in Todos Santos. Each home will be extraordinary and have its own unique design, with stunning ocean views. Additionally, a central park within the community will feature art installations from famous artist friends of mine. I'm incredibly excited about this project, and the groundbreaking for the first home, named the Eye Home, will take place this year. It is a 13,000 square-foot dream home with a 2,000 square-foot guest villa, designed in the shape of my eye. I wanted to create a home with a beautiful and distinctive shape, providing people with a glimpse of how I perceive the world's beauty through my eyes.

As a designer/architect, what are your long-term goals and aspirations? Do you have any dream projects or collaborations you hope to pursue in the future?

My long-term goals and aspirations involve designing and building several more homes and

hotels, utilizing the incredible 40 acres of land I acquired in Todos Santo, Baja California, Mexico. I consider it one of the most beautiful places in the world, and I plan to live there and create dream projects for the rest of my life. I am currently in the process of developing a boutique hotel luxury resort, which will feature 11 small to medium-sized villas, private pools, a spa, fitness center, yoga chalet, meditation studio, restaurant, rooftop sky lounge, and a beach club. Simultaneously, I am also working on the private luxury villa community project mentioned earlier. These ventures are my immediate focus, and upon their completion, I am open to designing in other areas of Mexico and the world. However, I prioritize maintaining a peaceful existence and harmony in my life. Leaving behind beautiful homes and properties for people to enjoy is my ultimate goal before I depart from this world. I also want to emphasize that I consider my expertise in interior design and decoration as one of my best talents. Creating warm, aesthetically pleasing, and artistically finished homes is a source of pride for me. I have a unique ability to incorporate diverse influences from all over the world into a cohesive design, and I view my homes as museums that one can sleep in.



Each project is entirely unique, and I've designed over 25 homes, each distinct from the rest.

people.

SORIANO MOTORI

text
EDITORIAL BOARD

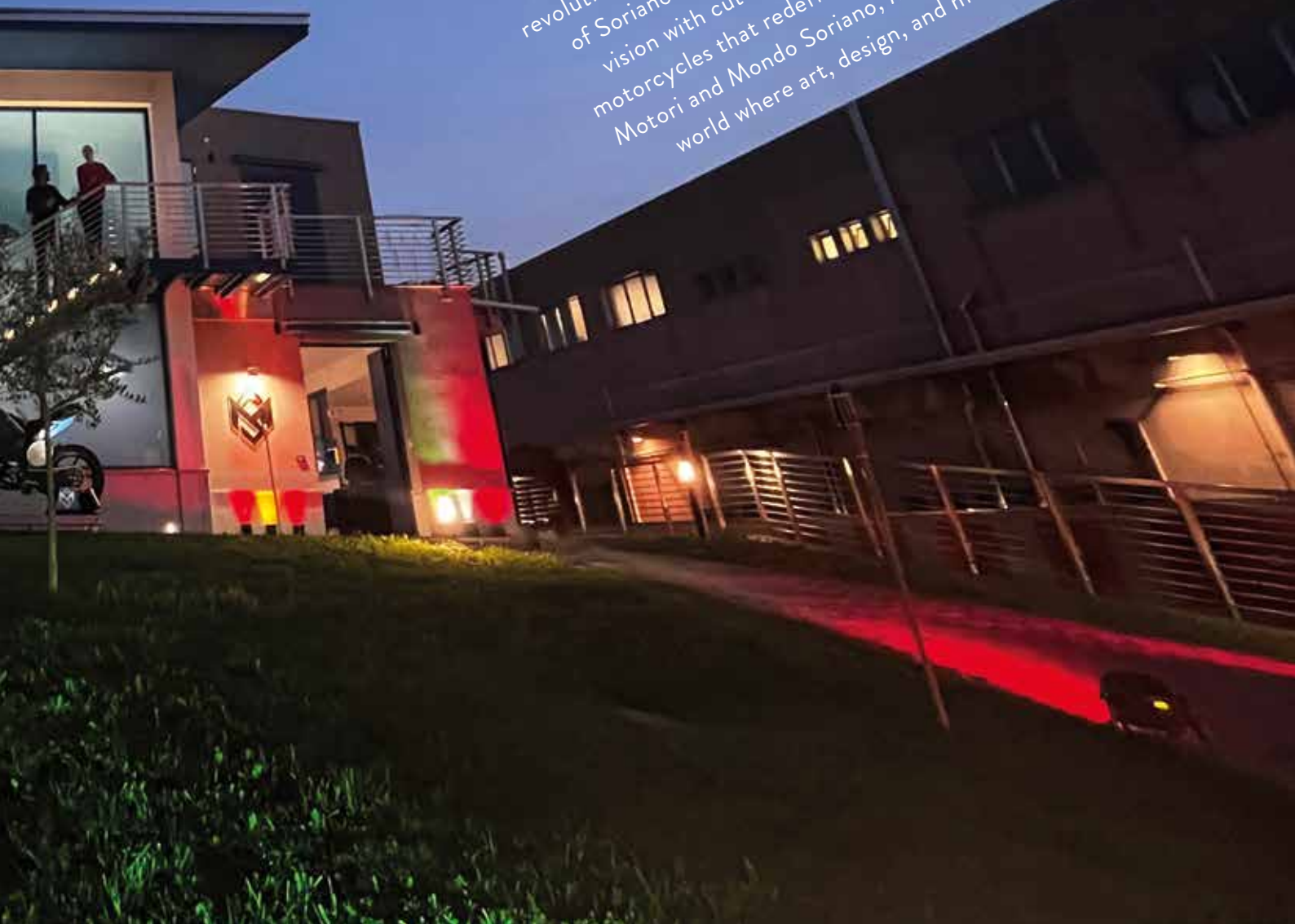
photo
COURTESY

SORIANO MOTORI



Revolutionizing Motorcycle Culture Through Art and Innovation

Marco Soriano is an entrepreneur on a mission to revolutionize motorcycle culture. As the founder and CEO of Soriano Motori Corporation, he combines his artistic vision with cutting-edge technology to create electric motorcycles that redefine the industry. Through Soriano Motori and Mondo Soriano, Marco has created a unique world where art, design, and motorcycles converge.



INNOVATING ELECTRIC MOTORCYCLES

At the core of Marco's ventures is Soriano Motori, a renowned company specializing in electric motorcycles. These motorcycles showcase Marco's commitment to innovation, sustainability, and artistic expression. Meticulously crafted with attention to detail, each Soriano motorcycle is a blend of functionality and self-expression, pushing the boundaries of design and technology.

BLENDING ART, DESIGN, AND STYLE

Art, design, and style are central to Soriano's products. The motorcycles embody the essence of "Motorcycle Culture," reflecting Marco's innovative approach and artistic vision. Soriano also offers a line of lifestyle-wear, including jackets and apparel, where art and design merge seamlessly. Collaborations with artists further enrich the Soriano experience, bridging the gap between art and motorcycle design.

NEW HEADQUARTERS NEAR MONZA

Marco Soriano's visionary expansion includes the establishment of a new headquarters in the renovated Palazzo Blu in Muggiò, strategically located just north of Milan. This prime position places Soriano Motori adjacent to the renowned Monza Formula 1 circuit, embodying their dedication to motorsports and high-performance vehicles.

With an area totaling 2000 sqm, this iconic building was designed by Italian architect Nicoletta Colombo. Its unique architecture, characterized by three interlocking rotated floors, breaks the mold and offers flexibility for various potential uses. At the entrance of the building the Giaguaro Gara triumphantly 'greet' visitors; the model from the first limited collection that has been dominating sales. By choosing this strategic location, Marco Soriano positions Soriano Motori at the heart of automotive and racing enthusiasts' hub, fostering collaborations and synergies within the industry.









Above
 Gianluca Vacchi
Below
 Marco Antonio Soriano IV°

Soriano Motori is constantly pushing the boundaries of innovation, with new projects on the horizon. Recently, they hosted a prestigious event at the Hotel Ritz Madrid, unveiling cutting-edge technologies for their electric motorcycles. This showcase highlighted their commitment to revolutionizing the industry. Additionally, Soriano Motori has exciting plans for an upcoming collection of electric bikes, further solidifying their position as trailblazers in the field of sustainable mobility. Stay tuned for the unveiling of these remarkable additions to the Soriano Motori lineup.



ELITE MOBILE

April 2023, the Soriano Group announced that it has acquired a stake in Elite Mobile (Elimobile operator), the new Italian phone company, launched in May 2022, founded by Gianluca Vacchi .Elite Mobile is a phone company that is revolutionizing the telecommunications market in Italy, offering its customers a never-before-seen offering of telecommunications services, entertainment, education and other exclusive products. The Soriano Group is known for its financial activities in the United States and has recently (2022) begun to invest directly in the industrial sector in Italy, through the establishment of a company that will produce high-end electric motorcycles and a clothing collection. Meeting with Gianpiero Allegri L. engineer, entrepreneur, and executive, has enabled the implementation in Italy of the first projects that are part of a multitude of initiatives, in a wide variety of sectors, with origin in the creativity of the Group’s new chairman, Marco Antonio Soriano, who has set a new course for the U.S.-based group oriented toward the luxury sector, excellence in product/ service combination, and innovation.



GROUP ASSIGNMENTS

Marco Antonio Soriano IV^o
Chief Executive Officer, Chairman

Tracey J Flood - Soriano
Vice Chairman
Executives

Giampiero Allegri
Ceo Italian Subsidiary

Mauro Gariboldi
Director of Engineering

Lykourgos Ornerakis
Director of Design



SORIANO METAVERSE

MONDO SORIANO was presented at the end of 2022 at the Soriano HQ, the concept of the Mondo Soriano metaverse refers to a virtual reality space where users can interact with a computer-generated environment and other users in real time. Mondo Soriano is an immersive and interconnected digital universe, combining elements of augmented reality, virtual reality, and the internet.

However, it is important to note that the Mondo Soriano metaverse is a rapidly evolving concept, and its definition and implementation may have changed since then. Tech companies, such as Facebook (now Meta Platforms Inc.) and Soriano Motori Corp (now Mondo Soriano), have expressed their vision of building the metaverse as the next phase of the internet, where people can work, play, and socialize in a shared virtual environment.

In the years following 2021, developments in virtual reality, augmented reality, blockchain technology, and artificial intelligence had influenced Marco Antonio Soriano IV's current state of the metaverse.



VINCENZO DE FEO

A CONNECTED
LIFE

interview
MARCO SUTTER

photo
COURTESY

I

**nnovator, Computer Scientist, Pioneer...
Who was and who is Vincenzo De Feo today?**

The second of the three roles characterizes me since 1985 when I obtained my Diploma as a Technical Computer Technician. The order of graduated Industrial Experts is among the oldest in Italy, dating back to 1929. Being a pioneer is a necessary condition to keep up with the continuous discoveries in this field; this condition holds true in all scientific disciplines, but even more so in the realm of computer science. The prevailing deregulation, which makes our domain somewhat reminiscent of the "Wild West," mandates real-time updates. For a few decades now, we've been subject to a significant acceleration in terms of learning. I've experienced my professional journey as a continuous ascent; in 1995, I arrived in Milan with a managerial role in a telematics company, with precise tasks and goals: personnel training, doubling revenue, enhancing the quality of my team, consisting of about 12 members. All objectives

were achieved, if memory serves me right. The company was a leader in online databases using Client-Server systems with UNIX as the server-side operating system and MS-DOS on the client side. Modem connections started at 28.8mbps (then 56.6, 128, 256, 512 within a few years), and remote server access required dual-factor authentication - software-based and hardware-based through a classic RS-232 parallel port connector. Time flew during those years, and ideas turned into projects, followed by inventions. Over the years, I realized that the applications enhancing services' currency were actual inventions. In 1994, thanks to Tim Berners-Lee, the WWW protocol was born, and from 1995-98, my team gradually transitioned our platform from UNIX/MS-DOS to the Internet, using this new protocol invented by Sir T.B. Lee. In 1996, I found myself involved in an operation with the Carabinieri of Milan as a computer technician, working to stop the activity of two individuals disseminating child pornography via the Internet.



This incident marked the early signs of online pedopornography's emergence. The Postal Police, existing since the 1980s, wasn't yet specialized in combating online crimes. Therefore, in 1998, the government decided to expand the Postal Police into the virtual world, appropriately allocating resources and passing laws to address these issues. In 1999, along with becoming a father for the first time, I founded my first company. We developed various patented ideas and inventions, including the "telematic butler" (later evolving into newsletters applied to different sectors) and a nocturnal search engine. This engine scoured 15,000 sites of public entities, transforming their data into tabular form and inserting it into a database, which was then distributed to clients as a newsletter. My role as head of the data center ensured quality control. These were the years 2000-2002. As indicated by these examples, the aim was to stay ahead of the curve. Information was vital, and delivering it swiftly was even more critical. Providing

information only online for clients to access when connected to the internet wasn't practical. Hence, delivering information via email newsletters or fax in concise lists marked a significant step forward. In 2005, I patented the interactive multimedia totem. This device allowed targeted online information consultation by categories—an intelligent evolution of the tabular databases that formed our core business. At the time, mobile technology was typified by Motorola STAR-Tac, Ericsson, Nokia. My totem, placed in high-traffic locations, featured a 14" touchscreen monitor. Today, it could be seen as a precursor to smartphones. It was an incredible period, full of emotions. We were on par with our American friends, the internet was open, as were the information streams. However, in the following decade and up to today, the USA has taken steps to centralize global data control in their hands, ostensibly for universal security but arguably monopolizing what's been dubbed the "oil" of

the last 30 years. This has relegated us Europeans to secondary roles, which, in my view, is unjust. For the past decade, a significant

portion of my time has been dedicated to young people. I engage with students in conferences, offering them my perspective on their world. This perspective often serves as a valuable reference for understanding both the positive and negative aspects, the latter being particularly crucial. On the professional front, my role involves delicate consultation to mitigate anomalies like cyberattacks. I'm registered as a consultant with the Milan Tribunal and also as a professional computer expert with the European Computer System Association, ANIP-ECS. This association includes colleagues specializing in investigative activities and high-level cybersecurity.

You were one of the pioneers in using the internet for professional purposes. How does one become Vincenzo De Feo, and what advice would you offer to a young person aspiring to follow your path?

Following my path is straightforward—just remember a few things: maintain curiosity to understand and learn, be determined, listen to those more knowledgeable, be humble yet proud to give your best with the resources at hand. Aim to contribute to those who come after you, gradually becoming the one who knows a bit more, guiding those who know a bit less. Accumulate knowledge and share it with the community. For centuries, Italians have been known worldwide for this.

Your profession is highly delicate, and technology's progression has complicated matters significantly in recent years. How do you tackle the challenges posed by the ever-changing market, and how important is continuous education?

As mentioned earlier, education is crucial. In my field, it often comes down to practical experience,

Education, as mentioned earlier, is crucial. In my field, it often comes down to practical experience, going hand in hand with exploration and discovery. The boundary between the two is quite thin.

going hand in hand with exploration and discovery. The boundary between the two is quite thin. The market challenges, often more like

threats than mere challenges, are met following an imperative principle for us IT professionals: maintaining a robust exchange of knowledge with colleagues at both national and occasionally international levels. When confronting complex problems heavily intertwined with high-profile technology, teamwork is essential.

Privacy and Cybersecurity are now pivotal in every aspect of our increasingly interconnected lives. What are the correct attitudes to defend oneself against the rising and specialized threats posed by cybercriminals?

A prudent approach is essential. Whether it's an SMS, an email, or a phone call, exercise caution. When using technology, employ utmost care and a healthy dose of skepticism. I'm aware that this advice contradicts our instinct driven by curiosity and the pleasure hormone, Dopamine. Yet, I consider this cautious approach crucial. Often, security at the source is flawed and causes harm. We, technicians, consultants, experts, reside in the middle zone between users clicking and everything upstream.

Beyond your role as an expert for the Milan Tribunal, you've authored a successful book and founded the "Never Alone" Association. Could you describe them?

A common thread connects these aspects. The book (1st edition, 2017) serves as an "instruction manual." It has been relevant for years and still is, although fortunately less so. It addresses issues related to social media and smartphone addiction, often leading to fatal traps, particularly for adolescents but also for adults seeking solace in the virtual world. The book is titled "...Before the Click," conveying the message to think carefully



before taking action. “Never Alone” is a non-profit association of which I am the President. It’s registered with the National Third Sector Registry (RUNTS). The association, through professionals in psychology, education, law, and my expertise in IT, offers students and families awareness through meetings, debates, and education. It aims to prevent potentially fatal errors, mainly among young people.

Metaverse and AI—how will they impact our privacy and security?

Providing a definite and long-lasting response is challenging. To be sure of stating something certain and authentic, I answer as follows: it depends on the rules guiding ethical usage of Metaverse and AI. If they genuinely become societal value additions that streamline bureaucracy and expedite processes currently mired in needless delays, they could facilitate everyday life. As logical, experienced IT professionals, we often pose the following question: who sets the rules for regulating technology for social and domestic use? How well do those establishing regulations understand the subject they’re addressing?

text
EDITORIAL BOARD

photo
DAVIDE MICCIULLA - GABRIELE DI MARTINO

ROLE TALENT MANAGEMENT

MILAN - LOS ANGELES



The Hundred invests in young talents and has chosen Martina Rattà's management company.

Martina Rattà is talent manager and founder of the Role Talent Management company, which represents some of the most popular international creators in the market and she is specialized in designing partnerships and digital influencer marketing strategies.

F

From her early years, Martina cultivated her passion for music and fashion, supported by her family who were entrepreneurs in the same sector. Alongside her academic pursuits, she underwent artistic training in Milan and London, achieving top grades and securing victories in national competitions. Driven by the crucial interplay of art and science necessary for success in the artistic business realm, she enrolled in 2014 in the Economics and Management for Arts, Culture, and Communication program at Bocconi University. In

2016, she garnered a scholarship for an exchange program at the University of Adelaide in Australia, immersing herself in six months of intensive learning.

Following her initial degree in 2017, Martina gained acceptance into the Master of Science in Management program at Bocconi University, where the curriculum was delivered in English. The subsequent year, she was once again chosen, this time for her inaugural professional experience in the United States, specifically in Los Angeles, accompanied by a scholarship. It was during this formative stint that Martina swiftly recognized Los Angeles as her destined locale to shape her future.

In 2019, she attained her Management degree, her thesis exploring “The Development Process of a Startup.” This achievement opened the doors to her two-year tenure at the Swiss fashion house Philipp Plein, headquartered in Lugano. Initially, she served as the Omnichannel Buyer & Merchandiser, later transitioning into a multifaceted role as a Social Media Manager. In this capacity, she spearheaded community management, content creation, product placement, and influencer endorsements. This tenure

introduced her to international luminaries like Paris Hilton and Steve Aoki, along with their management teams, deepening her affinity for this industry. In 2021, Martina’s journey

The Hundred Srl is a media holding company founded by a group of investors led by Nicola Volpi and Antonio Zaccheo.

took a new direction as she joined Off-White, simultaneously engaging in an unplanned endeavor with a circle of friends. This venture led her to assume the mantle of a Talent & Project Manager at a burgeoning digital agency, which remarkably ascended to one of the industry’s most acclaimed within a year. Notably, the agency represented Khaby Lame, the world’s foremost creator. This endeavor offered Martina invaluable insights into the boundless potential and impact of digital creators



Martina Rattà, Managing Director di Role Talent and Vincenzo Macri CEO di The Hundred
Courtesy of Gabriele Di Martino



From above Davide Micciulla,
Photographer based in LA.
Marina Mogilko alias
Lingua Marina at Cannes Film
Festival 2023

and partnerships in contemporary society. It facilitated her immersion in nurturing international client relationships, steering re-branded campaigns and advertisements. Above all, it helped her uncover her “ikigai,” an intricate concept encompassing the support of emerging talents across digital platforms. Her role involved guiding them to achieve aspirations and goals through dedication and respect. In November 2022, Martina embarked on a new chapter, directly representing select talents and establishing her own enterprise, operating across Milan and Los Angeles. Simultaneously, she assumed the esteemed role of Advisory Board Member at WIBA, a premier association within the Influencer Marketing sector, recognized



for its global accolades honoring industry leaders. Martina's time in Los Angeles provided a distinct managerial perspective, distinct from the European approach. Collaborating with management teams of international luminaries like Jason Derulo, she crystallized two key objectives:

- The selection of creators who serve as beacons for emerging generations, capable of delivering impactful messages while championing the importance of social responsibility.
- Building bridges between markets, representing Italian creators with international followings to facilitate their entry into parallel global markets. Simultaneously, serving as a European hub for international creators seeking opportunities in Italy. From these aspirations, Role Talent was conceived, grounded in the notion that digital content creators have metamorphosed into modern role models within an evolving digital landscape, enabling connections with millions through a single click, but also demanding responsibility.

On the other hand, The Hundred stands as an Italian media conglomerate co-founded by Vincenzo Macrì, Marino Giocondi, and Leonardo Bongiorno. This entity has historically secured substantial investments from a consortium led by Nicola Volpi, former CEO of Permira Italia. Positioned within the realm of the Content Creator Economy, it has actively supported the nascent stages of Role Talent Management, now establishing a symbiotic partnership with the venture.

Our immediate endorsement of this project emanated from an unwavering belief in its potential. Beyond the financial synergy, Martina Rattà emerged as an apt partner – a young and dynamic manager who swiftly navigated a volatile market, seamlessly integrating the American managerial ethos within the European context. Amidst numerous Italian entities and agencies, Role Talent Management's selection ensued due to its alignment with values that have never been more relevant. Collaboration lies at its core, manifesting through strategic international partnerships, intertwining with ethical responsibility. In the modern landscape, content creators wield audiences numbering in the millions – a potent instrument that harbors both empowerment and peril. Fostering positive role

models, exemplified by Role Talents, stands as an imperative duty for those vested in this realm.

Could you tell us about Role Talent Management and your plans for the future, both professionally and personally?

Role Talent Management is an international company based in Italy that specializes in managing digital content creators, artists, and influencer marketing services. Our core mission is to manage, develop, and foster the growth of talents, maximizing their potential across online and offline platforms. Our utmost priority lies in treating our clients as individuals first. Talents require hard work, vision, nurturing, dedication, and personalized attention to develop and establish a strong brand around themselves. The current challenge is to innovate the traditional talent management approaches within an ever-changing digital landscape. Our focus and goal are clear: utilizing the digital space and new web tools as the primary assets for talent branding. We are working on customized projects to generate and promote tools that empower talents to create their own realities and brands, consolidating their communities. This leverages their social media platforms and extends to international markets, all while facilitating their education and growth. Role Talent aims to select talents who aspire to be Role Models for new generations, those who stand out in the market with messages of positivity. Talents like LeTwins, the top female TikTokers in Italy with nearly 20 million followers, embody these values by bringing freshness, positive energy, motivation, and vibrant colors. Similarly, creators like MrDasante, based in the UK, deliver daily messages of inspiration to their followers, and Xenia Tchoumi, author of "Empower Yourself" who speaks six languages, motivates women to believe in themselves and shape their destinies. Our core values center around cooperation and alliance. We believe that in a competitive market, collaboration is the key to harnessing synergies and building complementary strengths. Currently, we're working with a comprehensive network of industry professionals, including top agencies, recording studios, labels, publicists, and entertainment lawyers

LeTwins, N1 Female European TikToker & Jason DeRulo, International Star



worldwide. Our first step is representing Italian talents with an international following and assisting them in expanding into growing markets. The subsequent step is supporting our international partners in our country. The digital landscape is a source of connection, creativity, and empowerment. It addresses fundamental human needs, connecting cultures, improving relationships, providing opportunities and a voice. This international approach aims to build partnerships in APAC, LATAM, and MEA markets, connecting diverse realities and capitalizing on their strengths.

What does it mean to you to be selected by such a significant media holding among various agencies in the market?

It's a genuine honor for me and an achievement I had set as a goal, never expecting to realize it in such a short time. I'm grateful for being chosen due to the distinct approach I bring to this work, influenced by my international and eclectic background. The fact that my values and working style have caught the attention of such a prominent market player—one that shares my vision—is immensely fulfilling. This opportunity empowers me to collaborate in building our future objectives together.

How did you become the Talent Manager for the strongest TikTok stars in the market? How did you embark on this career?

My family played a pivotal role. They are hard workers who instilled in me the belief that with diligence and seizing opportunities, I could achieve all my dreams. Raised in an eclectic environment immersed in art, music, literature, fashion, and design, I was always drawn to the necessary equilibrium between art and science for success in these fields. I graduated from Bocconi University with a degree in Economics and Management for Arts, Culture & Communication. In 2019, I entered the fashion business, eventually joining the social media & PR department, handling product placements and influencer endorsements. This initial professional experience introduced me to the digital world and brand management, but I felt compelled to do more. So, after two years, I embarked on my "side



From above Daniel Asante alias @mr.dasante at Picadilly Circus, London UK. LeTwins at Hotel Martinez, Cannes Film Festival courtesy of Anna Muradás.



From above Domelipa, Top 10 WW TikToker, winning Gran Prix Award at WIBA 2023 courtesy of Getty Images Domelipa, Top 10 WW TikToker, winning Gran Prix Award at WIBA 2023 courtesy of Getty Images



hustle.” Collaborating with a group of friends, almost casually at the beginning, we established a social media agency that, within a year, became one of the top young award-winning companies in Europe. This experience acquainted me with the immense value and impact digital creator partnerships offer and taught me how to build relationships, execute advertising campaigns and rebranding strategies. Most importantly, I found my “ikigai” – my reason for being. My purpose became supporting young talents in their digital media-driven careers, guiding them towards goals and dreams with respect and compassion. This career path is devoid of guidelines or rules; only passion, curiosity, hard work, and unwavering determination led me here and are what I now seek in selecting talents.

What was the memorable moment that made you feel you were on the right path?

Every day is memorable, and every day should be a milestone – that’s my mantra. Honestly, I’ve never focused on being on the right path; that’s probably been my strength. How can one define the right path? I’ve always pushed myself to think outside the box, to create my path, and that’s what I suggest to my talents as well; they need to write their own version of the story. My biggest accomplishments and rewards have always come from seemingly wrong paths. You have to leave room for events to unfold and enjoy the journey while having fun.

How do you select a talent?

I adhere to five fundamental principles: instinct, passion, determination, hard work, and long-term goals. I grew up in an eclectic environment surrounded by art, music, literature, cinema, fashion, and design. My family taught me to work hard and pushed me to surpass my limits and follow my dreams. These attributes are what I seek in my talents. I love likening artists’ careers to a blank canvas, where talents are the creators of their own futures. Like artists, they need to add colors and materials every day to craft their masterpieces. There are no guidelines or rules in this line of work; there’s only pure determination. My role is to guide them, but they must already

apply these five principles. They should pursue passion and allow their instinct to guide them, combining it with hard work to collaboratively build a long-term vision and success.

Do you think bloggers are trendsetters today? Can they be considered A-list celebrities?

Bloggers are indeed the primary trendsetters today. The way people interact with brands has transformed, and marketing strategies are shifting towards social media. According to recent studies by Sprout Social, 1 in 3 consumers uses social media to discover, learn about, and select products. Bloggers gain followers based on specific niches/interests. They often earn reputation through expertise and engage in promotional and marketing activities. Therefore, bloggers and digital content creators are uniquely positioned to introduce new products, services, and brands to the public, creating awareness, visibility, and influencing purchase decisions. They wield the power to impact and guide specific communities. Top-tier celebrities grow their audiences by excelling in the entertainment industry, often without expertise in a particular field to endorse a product. However, they can also be trendsetters. Regarding whether influencers can be considered A-list celebrities, it depends – it's not a blanket statement. Certainly, bloggers with a substantial following have an increased chance of becoming top-tier celebrities.

What is your advice to new creators as a talent manager?

Be original, kind, positive, and think outside the box. However, remember that occupying this position also entails responsibility, which should be assumed with maturity and wisdom. The new digital tools provide us with opportunities to connect and gather massive followings while serving as role models. This implies becoming a beacon for various generations, which necessitates careful consideration of the messages being disseminated. Work hard, believe in your dreams, and stay true to yourself.

Ox Zung at Boss Fashion Show, Milan



What is your suggestion to brands regarding creating digital campaigns?

The most significant challenge today is adapting to a constantly changing digital landscape. Brands need to adjust to new platforms and community expectations, emphasizing authenticity. For example, TikTok presents an excellent opportunity for brands to achieve conversions and high engagement, particularly for reaching a younger audience by showcasing their “fun/real” side. However, it needs to be executed correctly. Brands should leverage key features like music, filters, and especially trends. They must create entertainment-focused content while listening to influencers. Today, digital content creators understand their followers best and know what resonates with the audience. Brands should treat them as “creative directors,” finding a middle ground between brand objectives and content creators’ priorities. Another recommendation is “interaction.” Brands should find ways to engage with the audience, creating a sense of need and subsequently providing “something” like gifts or challenges.

What is the most influential social media network at the moment?

The most influential and revolutionary social media platform currently is TikTok. It is shaping trends, rewriting the rules of content creation, sharing, and communication. TikTok’s algorithms prioritize scrolling experience, interest-based entertainment, and discovery. It learns relevant and highly interesting content for each creator, generating a personalized FYP (For You Page) based on their interests, beliefs, and passions. It is built on an “interest graph,” differing from other social media platforms, encouraging users to spend more time on the app. TikTok invests in creators and nurtures creativity in a unique way. While Facebook remains the most popular social media platform with 2.9 billion monthly active users, these new platforms like TikTok demand learning editing skills to capture ideas “as they are,” marking the fundamental shift demanded by the new generations.

What does women empowerment mean to you?

Women empowerment, to me, is about changing

how the world perceives our strength. Especially in this rapidly evolving cultural awareness, it involves challenging and stopping things that aren’t right, whether it’s an unequal pay offer or an inappropriate comment. It’s not about making women stronger, as we already are. That’s precisely why we deserve the same respect. Women empowerment means everything to me, and one of my goals is to support this change through a community designed to connect inspiring, motivated, independent women in the digital business.

What are the most important qualities to be a successful figure in this field?

The most important qualities for success in my field are honesty and humility. The digital environment is both demanding and vulnerable, and behind digital screens are real people. Successful relationships with communities can only be built on trust, empathy, and honesty – the same qualities I need to establish with my clients. Talents are the primary trendsetters today. The way people interact with brands has transformed, and marketing strategies are shifting towards social media. They create awareness, visibility, and influence and have the power to impact and guide specific communities. But “people want the truth,” and only through honesty can strong relationships and communities be formed. This is precisely what I aim to do – to connect genuinely with my talents, agents, or producers. In the end, we are all human beings.

Who is a role talent manager for you?

On the international level, Aleen Keshishian is undoubtedly one of my role models. She’s an incredible woman who has achieved so much in this field. On a national level, figures like Casadei and Facchinetti are certainly influential; I would love to meet them one day and collaborate.

What childhood lesson do you still carry in your heart?

That you should always take action and follow your heart. This is what my father always told me, and it’s how I interact, work, learn, and live.

MENA MARANO

GREEN

PHILOSOPHY

interview
GABRIELLA CHIARAPPA

photo
COURTESY

Sustainability encompasses both environmental and economic realms. Sustainable fashion is progressively materializing as a reality, with an increasing number of major industry brands assuming roles as advocates. It is within this context of eco-conscious fashion that our editorial team decided to interview Mena Marano, CEO of the Arav Group, which centers its operations around vital aspects of social and environmental sustainability. After founding the distinctly identity-driven women's brand Silvan Heach in 2002, Mena's career in the fashion world has been on a soaring trajectory. At present, Arav, the group she presides over, also encompasses brands such as John Richmond, Marco Bologna, and holds the Trussardi Kids license.

O

rganizations wield significant influence in the spheres of sustainability and social impact. According to your perspective, what are the key pillars of a corporate journey that strives for sustainability?

In my view, companies bear an obligation and necessity stemming not only from the fact that consumers are increasingly attuned to sustainability but also because businesses have a forward-oriented view, predisposed towards seizing innovative business opportunities. Over the past years, an escalating number of investment funds are identifying sustainable fashion enterprises as potential investment prospects. The new regulations laid down by the European community impose significant obligations on entities that fail to conform to sustainability. Fashion stands as the second most polluting industry worldwide. In this context, corporate unity and cohesion towards a common direction are essential. We firmly believe in the

imperative of adopting a transversal approach, both in terms of products and materials, as well as in instilling a culture of sustainability that permeates all facets. An active commitment to sustainability is imperative. As a group, we have been actively engaged in social initiatives supporting various causes for over a decade. Embracing the concept of circular fashion, centered on reducing waste, reusing, recycling, and repairing products, aims to extend the life cycle of materials and clothing items.

How does the Arav Group approach sustainability?

The ARAV Group has a longstanding track record of promoting campaigns aimed at supporting and defending rights. We have pioneered a series of initiatives that underscore the commitment of a company striving to counteract the prevailing tendency to marginalize individuals who have committed offenses or errors, thereby



underscoring the significance of affording a second chance or extending tangible assistance to individuals who have suffered harm due to domestic violence prompted by discriminatory factors such as gender, sex, and religion. Regarding sustainability, our focus rests on three tenets: the product (cultivating collections that are both desirable and responsible, while avoiding overproduction), the planet (mitigating waste and carbon footprint through resource optimization), and people (fostering a culture of respect, diversity, and inclusivity).

Could you provide specific examples of the initiatives that the Arav Group has implemented?

As a collective entity, we have formed a dedicated sustainability team, and we currently welcome applications for such roles. We have undertaken comprehensive audits of existing suppliers and have introduced a segment of our collection for sale, utilizing sustainable materials. Our

endeavors are geared towards disseminating a culture of sustainability within the company, which encompasses initiatives like installing electric vehicle charging stations and devising a strategy for the reduction and elimination of all pollutants. We are actively collaborating with esteemed universities on projects aimed at developing new and experimental fabrics. Sustainability is not only about ecological stewardship but also about people, and as a company, we staunchly advocate for equality. We have obtained certifications of equality and continually strive to provide an improved working environment. Our assessment process is meticulously designed to evaluate the involvement of innovative enterprises that prioritize innovation. More than a decade ago, we commenced the creation of a social policy framework. Regarding recycling and reuse, we launched the first vintage store in Milan in 2016 and will, from September, initiate a project that involves the collection of used garments, benefiting both our clientele and the environment.

Recently, you participated, along with Silvian Heach, a cornerstone brand within the group, in the “Phygital Sustainability Expo,” Italy’s pioneering event dedicated exclusively to the ecological transformation of fashion brands. Could you elaborate on your participation?

We were filled with tremendous enthusiasm. Product, Planet, People: These are the three pivotal themes that currently underpin Silvian Heach’s ethos. On this occasion, we unveiled a sustainable proposition in collaboration with Orange Fiber, an Italian enterprise that has patented and manufactures sustainable textiles derived from citrus fruits. Their innovation involves a process that converts the residual remnants of industrial citrus squeezing into a distinctive textile material. For every glass of orange juice, about 60% of the initial weight becomes a byproduct called “pastazzo,” containing seeds, peels, and other components unsuitable for consumption. The ensemble presented at the Phygital Sustainability Expo was crafted using fibers directly extracted from citrus squeezing waste. A floor-length gown featuring draping, voluminous sleeves, and daring slits was envisioned by Marcobologna designers, Marco Giugliano and Nicolò Bologna, who are also integral to the Group. The Orange Fiber fabric exudes a soft, flowing texture with a lustrous, sophisticated weave, accentuating a notion of luxury intrinsically linked to eco-sustainability.

What insights can you share about this event?

Participation in the Expo was of paramount significance as it stands as Italy’s inaugural and exclusive event solely dedicated to the eco-sustainable metamorphosis of fashion and design brands. Under the leadership of Valeria Mangani, President of the Sustainable Fashion Innovation Society, a consortium of influential entities that play a pivotal role in the country’s transition is involved. Institutional speakers, representing diverse sectors, grace the stage at the Phygital Sustainability Expo during each iteration, offering an opportunity to illuminate their respective companies’ approaches to eco-sustainability. The Phygital Sustainability EXPO serves as an unparalleled platform for international fashion and sustainability realms, enabling brands to formally announce their transition towards sustainability.

The Arav Fashion Group is the proprietor of renowned fashion brands such as Silvian Heach, John Richmond, and Marco Bologna. Given the diversity of these brands, could you outline a unified sustainability blueprint?

Sustainability is a protracted voyage that necessitates

long-term commitment. Following the formulation of a tailored strategy at the group level, we intend to initiate the execution of pivotal actions charted for both the group’s sustainability and that of each individual component—John Richmond, Silvian Heach, and Marco Bologna. Specific measures could encompass:

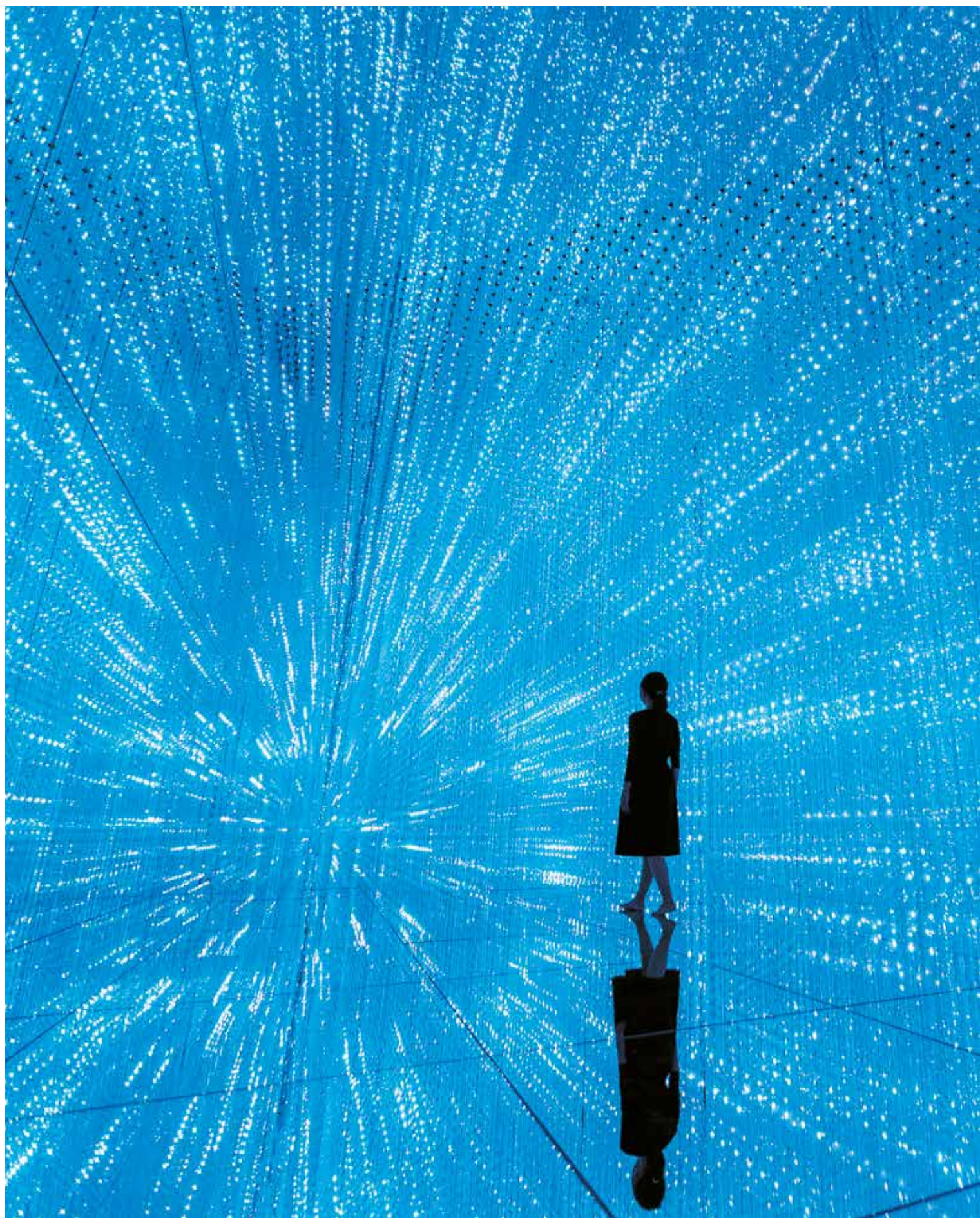
- The establishment of a dedicated sustainability framework and delineation of responsibilities (such as a sustainability manager, working groups, committees, and sustainability policies) to manage sustainability-related matters.
- The development of a mechanism to gather and manage the perspectives of key stakeholders on sustainability themes (including regulatory monitoring, customer surveys, employee questionnaires, and media reviews).
- Augmentation of transparency via the integration of performance monitoring within decision-making processes.
- Enhancement of traceability by striving to trace the entire production cycle from the inception of raw materials to the hands of consumers.
- Introduction or enhancement of a system (like reporting mechanisms) to report irregularities (unethical practices, discrimination, health and safety risks, etc.) occurring within ARAV.
- Engagement with sustainability consortia organized by industry associations, external initiatives (e.g., National Chamber of Italian Fashion - sustainability working groups), United Nations Global Compact, UN business sustainability initiatives, Fashion Pact, Women’s Empowerment Principles, etc.
- ARAV’s commitment to sustainability extends to its headquarters, manifesting in practices that honor the environment and foster a connection with nature:
- Installation of electric vehicle charging stations to mitigate road transport emissions.
- Placement of solar panels on the building’s roof to promote clean energy utilization.

For the upcoming September Milan Fashion Week, what plans do you have in store?

We will be an integral part of Milan Fashion Week with a remarkable showcase at an exceptional location: La Triennale. Since 1923, Triennale Milano has stood as one of the world’s most significant cultural institutions, capable of capturing the intricacies of the contemporary through a multitude of languages: design, architecture, visual arts, performance arts, and more.

trends cover





DIGITAL ARTWORKS

teamLab

text

RENÉE PIZZARDI - MONICA KOULAKOGLU

photo

COURTESY PACE GALLERY - TEAMLAB

Display of teamLab's exhibition Planets TOKYO ©teamLab, courtesy of Pace Gallery
Special thanks to Sakurako Naka

teamLab is a visionary art collective renowned for their innovative and immersive digital artworks that push the boundaries of art and technology. With a philosophy rooted in the belief that art can transcend boundaries and create new experiences, teamLab has captivated audiences worldwide. We had the unique opportunity of meeting the collective during our visit to their acclaimed teamLab PLANETS exhibition in Tokyo. Through their groundbreaking exhibitions and projects, teamLab continues to redefine the way we perceive and interact with art, forging new paths in the realm of digital creativity.

W

What are the core values that drive teamLab's creative process and the experience you aim to create?

teamLab's collaborative practice explores the convergence of art, science, technology, and the natural world. We seek to transcend boundaries in perception, the relationship between the self and the world, and the continuity of time. Our art offers immersive experiences that go beyond traditional exhibitions, blurring boundaries between artworks and visitors. This creates a unique digital art museum, where the boundaries between people also become fluid. The constantly shifting and moving artworks reflect the dynamic nature of the world. teamLab's

creative process is driven by their curiosity to understand the world and discover new relationships between humans and nature. Our multidimensional approach involves collaboration, crossing boundaries, and sharing transferable knowledge among team members. This collective creation enhances the overall quality of the work and leads to continuous improvement. Knowledge is valued at every stage of the creative process, contributing to the innovation and refinement of artworks.

How do you evolve and push the boundaries in immersive experiences, in particular the dichotomy of nature and technology?

One of our newest concepts that we are exploring is called Environmental Phenomena. The artworks do not exist independently, but are created by the environment which produces the various phenomena. Objects like stones and man-made creations maintain

a stable structure on their own. Unlike these, the existence of the artworks are dependent on their environment. Elements like air, water, and light that permeate our daily lives are transformed by their environment into unique phenomena that

become works of art. The boundaries of their existence are ambiguous and continuous. Even if people destroy the work, the work will remain in existence as long as its environment is maintained. On the contrary, the work will disappear if the environment is not maintained.

In time, people’s consciousness will expand from existence itself to the environment.

Do you believe that recreating natural landscapes in a digital form makes us value nature and the planet in a different way?

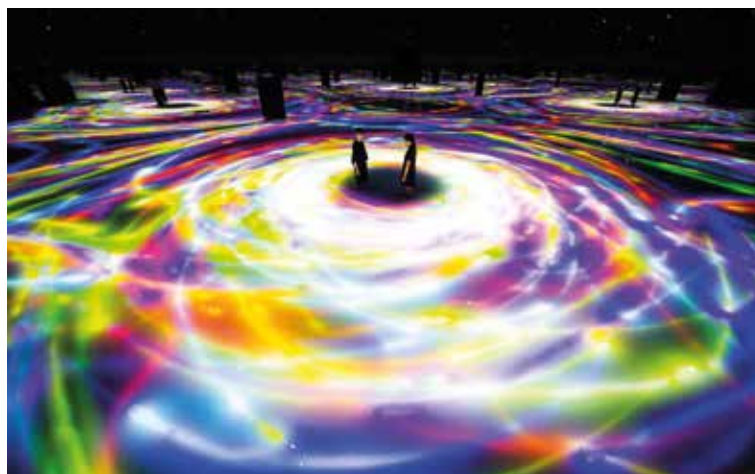
A. teamLab believes in the seamless connection between humans and nature, and the interdependence of oneself and the world. They perceive everything as part of a delicate and extraordinary, boundless flow of life. One of the most prominent exhibitions that uses actual nature is called teamLab: A Forest Where Gods Live, our lifework that takes place in an ancient forest in the historic Mifuneyama Rakuen Park in Kyushu. The annual exhibition is based on our Digitized Nature project, whose concept is that non-material digital technology can turn nature into art in its natural state without harming it. Technology is not in conflict with nature, but has the potential to enhance it. In this exhibition, teamLab employs the expansive canvas of the 500,000 square meter forest to project light, color, and moving forms onto rocks, caves, and sacred trees that have stood for centuries. Within this environment, the boundaries between the

cultivated garden and the wild forest become indistinct. By recognizing our place in the enduring cycle of life and death that has persisted for billions of years, teamLab aims to bridge the gap between our limited perception of time and the vast continuum of

existence.

Post-pandemic, there has been a wave of immersive art, of which you are pioneers. Do you believe this transcendence of boundaries, between individuals within the space but also between humans and art, has always been as important?

The world is a complex continuum without independent existence or boundaries, yet humans perceive it in discrete parts due to language and logic. This perception creates artificial boundaries in our





consciousness. The more we separate the world through cognition, the more we believe these boundaries have always existed. To enable communication and influence between artworks, boundaries should be eliminated. Artworks should remain independent while interacting and mixing with one another. Traditional media, like paintings, have fixed relationships with individual viewers and consider the presence of others as hindrances.

However, when artworks change based on viewer presence or behavior, the boundaries between the artwork and the viewer blur. Viewers become part of the artwork, and the relationship expands to include the group of viewers. Similarly, digital art can change the relationships among people within the same space, transforming the presence of others into a positive element. This concept extends beyond art to urban environments. If cities were more like digital artworks, the presence of others could be seen as positive, potentially influencing societal views on urban evolution. Digital art allows for immersive experiences, blurring boundaries between the self and the artwork. As intentional movements and behaviors affect the artwork, the boundary between the self and the world starts to vanish. Through this process, individuals and others may meld with the world, becoming one body.

What's next for teamLab?

A. We have several exciting upcoming global projects on the horizon. First is teamLab Borderless: Mori Building Digital Art Museum in Azabudai Hills, Tokyo. The museum is expected to be completed in 2023 and offers a mapless experience that captivates visitors. Another exciting venture is teamLab Phenomena Abu Dhabi, located on Saadiyat Island in Abu Dhabi. Anticipated to be completed in 2024, this immersive art space will showcase architectural marvels and artworks inspired by teamLab's original concept of Environmental Phenomena. Spanning an impressive 17,000 square meters, the museum will stand alongside prestigious landmarks like Louvre Abu Dhabi and Guggenheim Abu Dhabi in the Saadiyat Cultural District. Additionally, teamLab has plans for a permanent exhibition in Utrecht, the Netherlands, scheduled to open in 2024. This ambitious project will transform Nowhere, a new 3,000-square-meter art space within the visionary Wonderwoods development, into an expansive and ever-changing immersive art world. By commemorating Europe's first center dedicated to digital art, teamLab continues to push the boundaries of creativity and innovation.

text
EDITORIAL BOARD

photo
COURTESY

LETWINS

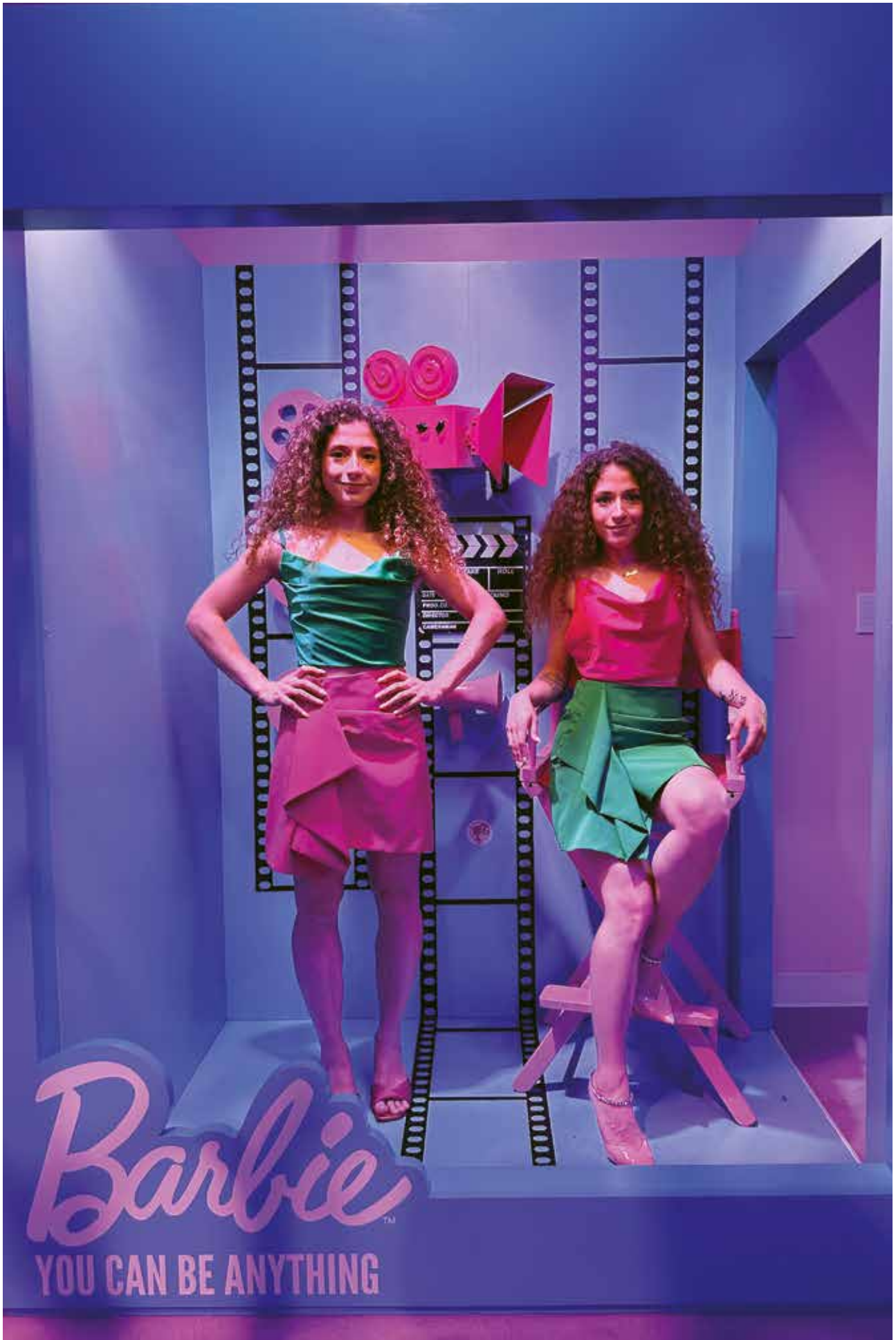
ITALIAN AMBASSADORS FOR THE NEW BARBIE MOVIE

We still remember the days when we, as children, would spend afternoons inventing stories and characters with Barbie. Which child didn't do that? She has always been an inspiration to us, teaching us to believe in dreams and not place limits on our ambitions. [oni](#).

So, you can imagine how thrilled we were when we found out that we would become the official Italian ambassadors for the new Barbie movie! We could hardly believe it – our childhood icon wanted us! We feel a strong connection to Barbie's world. The world's most famous doll has managed to evolve and stay up-to-date, fashionable, and supportive of female empowerment. The message that Barbie still conveys to girls during playtime is that they can become whatever they dream and desire when they grow up. These are all positive messages that we also strive to transmit through our social media channels. We bring colorful, vibrant, and magically captivating content that entertains while inspiring dreams that anything is possible. We share a wonderful bond – we work and live together. Together, we are creating our dream, day after day, continuing to study and work to achieve our goals. The new Barbie movie aims to break down the concept of

If you Can Dream It, You Can Be it!

“perfection.” The protagonist, seen as an imperfect doll, leaves her world to venture into the real world, discovering during her journey that true perfection lies only within herself. This message is close to our hearts because on social media, there's always an attempt to appear perfect, almost artificial, when in reality, the only important thing is to be oneself. Just like Barbie, we aim to be a positive role model from which to draw inspiration. We want to be examples of women who have been able to break norms and go beyond appearances, just like our friend and feminist icon, Barbie, teaches us about girl power. Thanks to this collaboration with Warner Bros, we had the opportunity to see Los Angeles for the first time in our lives. The famous city of stars, incredibly engaging, with its myriad neighborhoods and corners that have become symbols of cinema history, now right before our eyes! We are true lovers of movies and TV series!





CHRISTIE'S INTERNATIONAL REAL ESTATE
MILAN EXCLUSIVE

THE PERFECT
BLEND OF
Art and Real Estate

text
SARA VARVELLO

photo
COURTESY

Christie's is a name and a place that speaks of extraordinary art, unparalleled service, and international expertise. Founded in 1766 in London, Christie's has conducted the greatest and most celebrated auctions throughout the centuries and today stands as a leader in the art market, setting the standards for international sales of art and luxury goods and providing an unparalleled experience for collectors and art enthusiasts.

W

hat sets Christie's International Real Estate apart as a premier choice is its commitment to excellence, quality, and personalized service. Each property represented by Christie's is carefully selected for its beauty, authenticity, design, and location. Buyers can be assured of finding a wide range of exclusive options, while sellers benefit from Christie's expertise and global network to reach an international audience of potential buyers. After establishing a presence in major Italian cities, including Rome and

Codice 6, MI-400

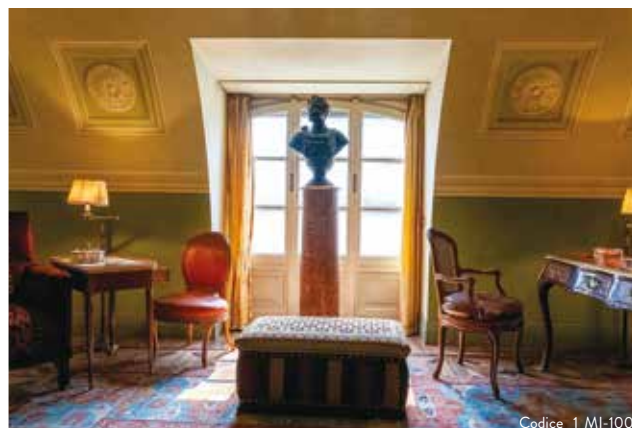




An Exceptional Showcase for the Unique and Beautiful

Naples, Christie's International Real Estate arrived in Milan in 2022 as Christie's International Real Estate - Milan Exclusive, opening its first office in the heart of the Fashion District, at Via Gesù 10, within a prestigious historical building. Milan is renowned for its vibrant cultural life, innovative design, high-end fashion, and excellence in the financial sector. These factors attract an international clientele seeking unique properties in the heart of the city. The luxury real estate market in Milan is characterized by strong demand from both national and international buyers seeking a combination of charm, convenience, and high-level design. Properties in Milan's square offer elegant spaces, high-quality finishes, exclusive services, and a privileged location close to luxury boutiques, gourmet restaurants, art galleries, and cultural attractions. Thanks to a team of expert and qualified agents with a wealth of experience in the real estate market, Christie's International Real Estate - Milan Exclusive is able to provide clients with a service that upholds the highest quality standards. The brand's success stems from the perfect blend of

in-depth knowledge of the local real estate market and membership in the world's most exclusive and prestigious network. As Giacinta Ulrich, Head of Sales at the Milan office, emphasizes: "Our agency's commitment to providing impeccable service extends to the management of the privacy of real estate transactions. We understand the importance of protecting sensitive client information and are dedicated to ensuring maximum confidentiality and security during every phase of negotiations. Customer trust is paramount to us. We take pride in building a solid and lasting partnership with them based on transparency, integrity, and confidentiality." Properties listed with the Christie's International Real Estate network enjoy unparalleled international exposure. Campaigns achieve results through various approaches, including traditional and digital media, online advertising, social media, and high-profile events. The ongoing innovation of operational tools, the latest technologies, and the best marketing techniques enables the professional and transparent fulfillment of client needs across the globe.



A Selection of Timeless Residences



Christie's International Real Estate - Milan Exclusive specializes in managing prestigious properties in the main cities of northern Italy, with a particular focus on Milan and Lombardy. These locations offer a unique

combination of breathtaking vistas, captivating culture, and refined lifestyles, making them coveted destinations for those who wish to live in enchanting locales surrounded by an extraordinary historical and artistic heritage.



Liguria is a privileged destination for lovers of the sea and Mediterranean lifestyle. Its enchanting coastline winds through charming villages and picturesque spots, such

as the captivating Portofino with its sea-view terraces, historically renovated residences overlooking the harbor, and exclusive apartments with direct access to the beaches.



In Piedmont, one can immerse themselves in the beauty of hills and vineyards. Castles, historical properties, and luxury villas in this region offer

timeless elegance and a serene environment to enjoy vast landscapes and culinary delights.

For inquiries: info@milanexclusive.it

THEY DO GOOD AND LOOK GOOD

CORE MIO

text
EDITORIAL BOARD

photo
COURTESY

Having a positive outlook on life invites us to embrace change and be open to the opportunities that can arise in unexpected situations. Often, it is precisely in these moments that we discover the wonderful side of life and learn more deeply about ourselves. And, if we're lucky, we manage to create.

E

mbracing uncertainty and considering every twist as an opportunity for growth is the secret to discovering the beauty of what surrounds us; this is the foundation of the Core Mio project. A tiny and precious sunglasses brand shaped exclusively like hearts, rigorously made in Italy, crafted by skillful artisans with great attention to detail. Core Mio, colorful, playful, vibrant, and brimming with energy, are good for the soul, and as its creator, Laura Gobbi, says: "They do well and feel good." Project manager, PR professional, a signature of significant and successful food and wine formats, undeniably creative: "In a curve, push. Never give up! That's what my father taught me." Indeed, a child of art, as Piero Gobbi is one of the most important rally car preparers of the 1980s, with the Lancia Stratos being a standout among them. Historical pages of Italian rallying were written alongside him. She puts her father's teachings into practice at a particular moment.

"I grew up amidst the scent of gasoline, carburetors, and spark plugs. Today, at fifty, I can say that my life is a long special stage. If I hadn't had this imprinting, maybe I wouldn't have reached where I am in my professional life." Then one day comes Core Mio, a project distant from her profession, but also one that comes straight from the heart. Perhaps more so than all the others. And Laura adds:

"At times, life puts you through a tough test, and you understand how important it is to never release the accelerator. Without warning, without even the slightest chance to find shelter or mentally prepare for the fall, bam! The harshness of fate hits you like a speeding train. You fall to the ground and immediately realize you don't have many options. Either you make it or you don't. At the very same moment, life places a guardian angel on your path, gently caressing you. With a simple sentence, it lifts you up, and you start breathing



again: 'With those glasses, you have to smile!' This is how Core Mio was born, their meaning, and their mission. "In a way, they saved my life. They're invisible wings that embrace and protect. Wearing heart-shaped glasses becomes therapy for surviving, healing, and rising again. They lighten the burdens, make you smile, and help you see things from a different angle. You connect with others without filters or pretenses, with irony. I strongly believe that Core Mio reach the people they're meant to reach. They're a magic wand. They help you overcome, confront, and transform what surrounds you. Calling them sunglasses is an understatement; they're the tool for smiling at the everyday." White, black, red, fuchsia, yellow, green, purple, and teal – these are the colors, each with its own alchemical significance. The only variation is with or without rhinestones. Retail price is 350 and 250 euros.

EMBRACING A SUSTAINABLE WARDROBE

Fashion with a Conscience

text

GIULIA MADONINI

photo

MALICKI BESERN - AIONY-HAUST - ALLISON-SAENG

B

ut what happens to clothes once they end up in a landfill? Many synthetic fabrics are not biodegradable and can take hundreds of years to decompose. This means that clothes discarded in landfills will remain there for an extended period, gradually causing significant harm to the environment. Moreover, the so-called “fast fashion” industry has a substantial impact even during the production phase. This process requires a significant amount of water, and producing synthetic fabrics, in particular,

releases harmful chemicals into the environment. When dyed fabrics are disposed of in landfills, the dyes can leach into the soil and underlying groundwater, contaminating local water resources. Additionally, these dyes can react with other waste in landfills, creating even more toxic chemical compounds. Among the countries suffering the most from these contaminations are China, India, Bangladesh, Pakistan, and Vietnam. This low-cost, low-quality, short-lifespan model of producing



The fast fashion industry has been in the spotlight in recent years because of its impact on the environment and beyond. Will Media, an investigative journalism company, recently published an investigation into garment landfills due to fast fashion. The investigation found that large fashion chains produce huge amounts of clothing, often at low cost, that is purchased and then quickly discarded by consumers. The consequence is an increasing amount of clothing that continually ends up in landfills. According to Will Media's investigation, in the United States, about 11 million tons of textiles end up in landfills each year—a large portion of this waste comes from the fashion industry.



clothing demands a significant share of natural resources such as water, land, energy, and fossil fuels. Furthermore, the cultivation of certain raw materials like cotton requires the use of pesticides and fertilizers that can be detrimental to the environment.

There's also the issue of the clothing production and transportation process contributing to greenhouse gas emissions. Additionally, the production process of certain fabrics, such as polyester, relies on the use of petroleum, a fossil fuel. The fast fashion consumption model encourages consumers to buy clothing often discarded after only a few uses, leading to a substantial amount of waste that exponentially multiplies over time. Clothing production also involves using vast amounts of water, which can end up contaminated by chemicals used to dye and treat the fabrics. Unfortunately, textile waste

management is a global problem, affecting many countries worldwide due to clothing disposal in landfills. However, there are specific regions where the issue seems particularly severe. For example, developing countries exporting secondhand clothes are often impacted by the disposal of large quantities of textiles, especially if waste management infrastructure is underdeveloped. In these countries, used fabrics might end up in uncontrolled landfills, creating significant environmental risks. In Cambodia, for instance, the issue stems from the increased import of secondhand clothes, also known as "pre-loved garments," from industrialized countries. These clothes are frequently sold at low prices in local markets. However, when they become old or damaged, they are often discarded in unregulated landfills, contaminating the environment and posing a risk

to public health. Many of these landfills are filled with unused clothing that could have been donated or recycled. In India, the problem of clothing ending up in landfills has been exacerbated by the rapid growth of the textile industry in the country. India is one of the world's largest fabric producers, but most of the fabrics produced eventually end up in landfills. Many of these landfills are unregulated, which means that textiles can contaminate the soil and surrounding water resources, resulting in a significant environmental impact. Will Media's investigation has also highlighted how major fashion chains often produce clothes in low-cost countries with less stringent environmental regulations. This allows companies to manufacture clothes at a lower cost but at the expense of the environment and the well-being of workers. Many





workers in the industry are forced to labor under precarious conditions, receiving low wages and lacking proper safety guarantees. Often, these workers are compelled to work long hours, exceeding the legal limit of eight hours, without receiving paid overtime or adequate rest days. Additionally, many fast fashion companies have been accused of exploiting child labor, frequently employing children and teenagers in hazardous and poorly compensated jobs. We can make a difference by adopting some precautions: the first solution is to reduce clothing consumption, choosing to buy only what is truly necessary. This means purchasing high-quality, durable items that

last longer, instead of opting for low-quality pieces that need frequent replacement. Furthermore, it's important to choose clothing made from sustainable fabrics such as organic cotton, linen, hemp, Tencel, Modal, recycled fibers, or alternative materials like pineapple, coconut, or cactus fibers. To minimize fabric waste, consider donating used garments to charitable organizations or recycling them. Many countries now have programs for collecting used textiles, which are then transformed into new fabrics or used as insulation. Supporting sustainable fashion means choosing to buy from brands committed to producing high-quality, sustainable, and durable

clothing. Additionally, you can participate in awareness campaigns and promote sustainable fashion among friends and acquaintances. Lastly, it's crucial for companies to take responsibility themselves. Often, certification bodies can help ensure that companies adhere to environmental and social standards. What remains to be discovered is how willing we are to sacrifice and invest consciously for a wardrobe that looks to the future, not just aware of the environmental disasters caused by this industry but also following the mantra of Mademoiselle Chanel, aptly known as the "queen of fashion":

"Fashion fades, only style remains the same."

THE NEW “TREND” AMONG YOUNG PEOPLE

text

AVV. MANUELA CASABLANCA

photo

COTTONBRO STUDIO

We are currently living in a historical moment characterized by a generation of young people in what is commonly referred to as a state of disarray. However, the blame for this condition does not lie with the young individuals themselves, who are often minors, but rather with the educational models they are meant to follow. The youth represent our future, and when I am called upon by the Juvenile Court, where I am qualified to provide legal defense for minors as their special guardian, particularly in cases involving drug trafficking or brawls, I am consistently led to ponder why these situations occur, especially among those aged 15 and older. Frequently, I engage in discussions with experts who are capable of offering insights into this matter, such as the local Child Advocate. The recurring answer remains the same: the family environment in which these young people are raised, the educational paradigms they adopt, and even the repercussions of the lockdown – an event that has proven to be devastating for the new generation. How can we expect to cultivate mature and well-adjusted individuals if we as parents exhibit childish behavior? It is not the young generation that is at fault, but rather the adults who, in failing to act as suitable educational role models, instead invest their time in the world of social media, often posting rather compromising photographs. Have we ever taken a moment to consider how our children perceive these

behaviors? To them, it might seem as if a song of superficiality is being sung by those who should ideally serve as their primary sources of educational guidance. So, in truth, why should it astonish us that these issues persist? Quite often, the actions of minors are a mere reflection of these larger trends; their actions are, in essence, a desperate bid for the attention of adults who are far too preoccupied with their own social lives. In my line of work, I am dedicated to aiding these minors, who frequently confess to engaging in delinquent behavior due to reasons as trivial as “having nothing else to do.” Such nonsensical explanations lay bare the emptiness these young souls experience, a void that is often a consequence of their childhood being prematurely stripped away. Together with the experienced psychologists from the competent Juvenile Court and the discerning Judges, we tirelessly collaborate in an effort to curb these negative trends and guide these minors towards a path of restoration. Our objective is to ensure that they emerge from these adverse experiences as improved individuals, imbued with a renewed sense of values. This is a call directed towards parents: do not stand aside and allow us to wage this battle alone. Although social media, fashion, and photographs are all components of modern life, they must not constitute its entirety. Let’s endeavor to fill the lives of our offspring with enduring values and constructive pursuits, supplementing these with leisure activities that remain within the boundaries of moderation.



CHRISTIE'S
INTERNATIONAL REAL ESTATE

MILAN
EXCLUSIVE

MILAN - ROME - NAPLES



Via Gesù, 10 - Milano
info@milanexclusive.it

Très CHIC!

Montecarlo Excellence Club was born to promote Italian excellences in the Principality of Monaco and around the world, driven by the connections of Marichele Ginevra Brusa, President of the Club.

text
MARICHELE GINEVRA BRUSA

photo
GRUTFRUT

T

he concept of luxury and excellence is intertwined with the pursuit of perfection, beauty, and exclusivity. Luxury and excellence represent the core values of many sectors, and Montecarlo Excellence Club stands as the reference point, the “home of excellence and luxury.” With exquisite elegance, Montecarlo Excellence Club conveys a way of life that is not only Italian but also universal – a *modus vivendi* defined by ethereal purity. Here, luxury is associated with high-quality products and services, crafted with artisanal care and precious materials. On the other hand, excellence transcends mere quality, representing the ability to surpass expectations and offer extraordinary experiences. Luxury extends beyond the acquisition of material goods; it encompasses how services are delivered and a holistic customer experience is created. For instance, luxury hospitality focuses on providing a refined environment, personalized service, and meticulous attention to detail to cater to the needs of the most discerning guests. Montecarlo Excellence Club stands as both the messenger of luxury and luxury itself. It’s a project that goes beyond its editorial aspect, where luxury and excellence – nouns that best encapsulate the simplicity of our philosophy – can also be interpreted as a way of life, an approach to appreciating and valuing the beautiful and refined things that enrich our existence. Luxury can be seen as a sensory experience, an opportunity to immerse oneself in a world of elevated aesthetics, comfort, and pleasure. Ultimately, Montecarlo Excellence Club embodies an ideal that aims to fulfill the deepest desires for beauty, quality, and style, providing a dimension of exclusivity and gratification that transcends the mere satisfaction of daily needs.





**“IF YOU ARE GOING TO DO SOMETHING,
DO IT WITH STYLE”**



THE MAN WHO REINVENTED MONOPOLY

Michael Röthling

WHEN PLAY BECOMES BUSINESS

text & interview
MARCO SUTTER

photo
MIRKO ZANINI

Monopoly is much more than a simple pastime; it's a financial adventure that involves skills in strategy, planning, and negotiation. These thoughts must have inspired Michael Röthling, the entrepreneur who is making waves in Italy's most renowned and "cool" locations with his Monopoly Luxury Line.

W

Who is Michael Röthling?

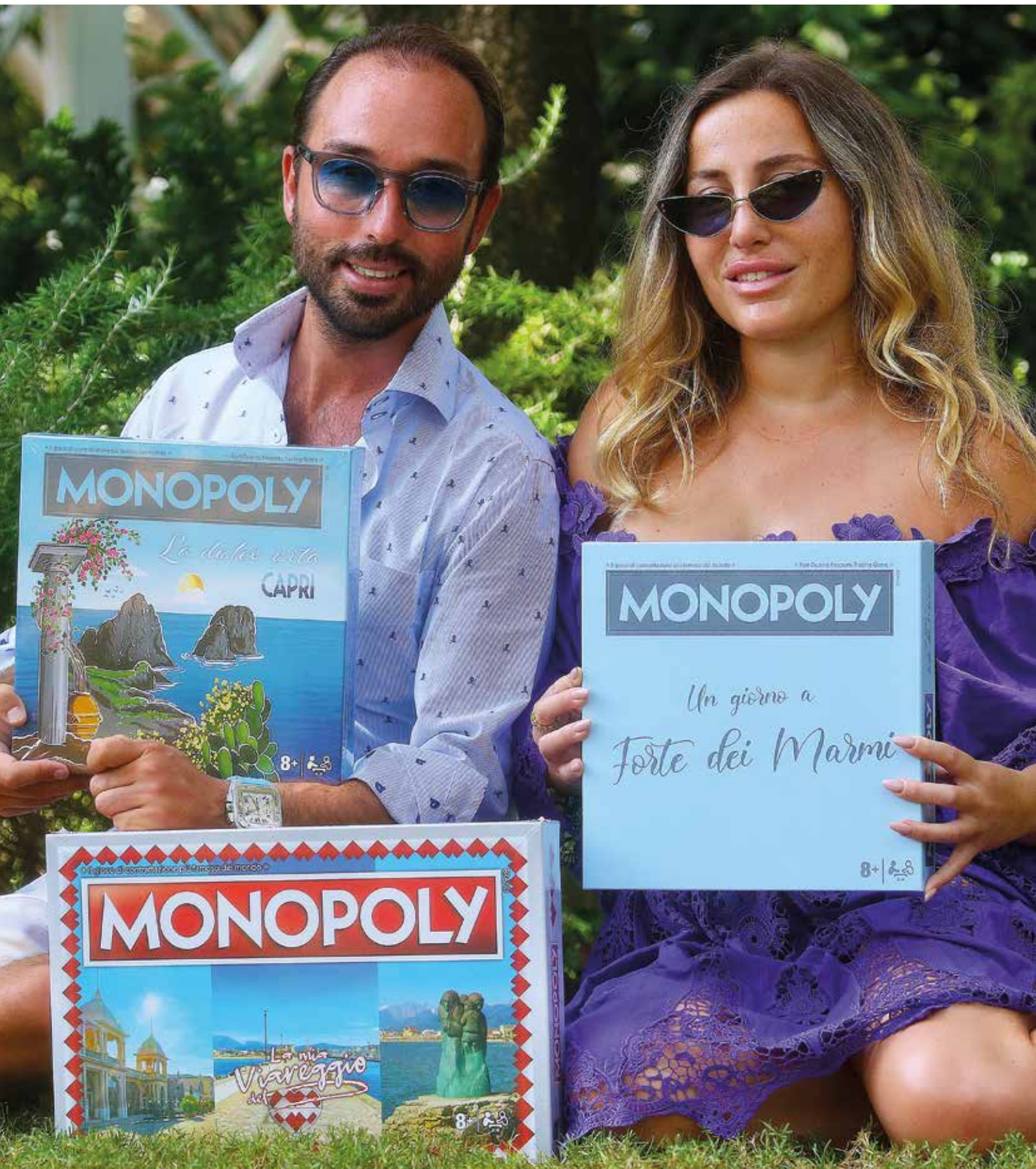
I consider myself a dynamic entrepreneur, quick, and attentive to all the innovations that the market offers. I'm a wellspring of innovative ideas in the world of entertainment, and to promote Italy and tourism, I devised a mechanism to highlight iconic Italian places such as Forte dei Marmi, Capri, and more.

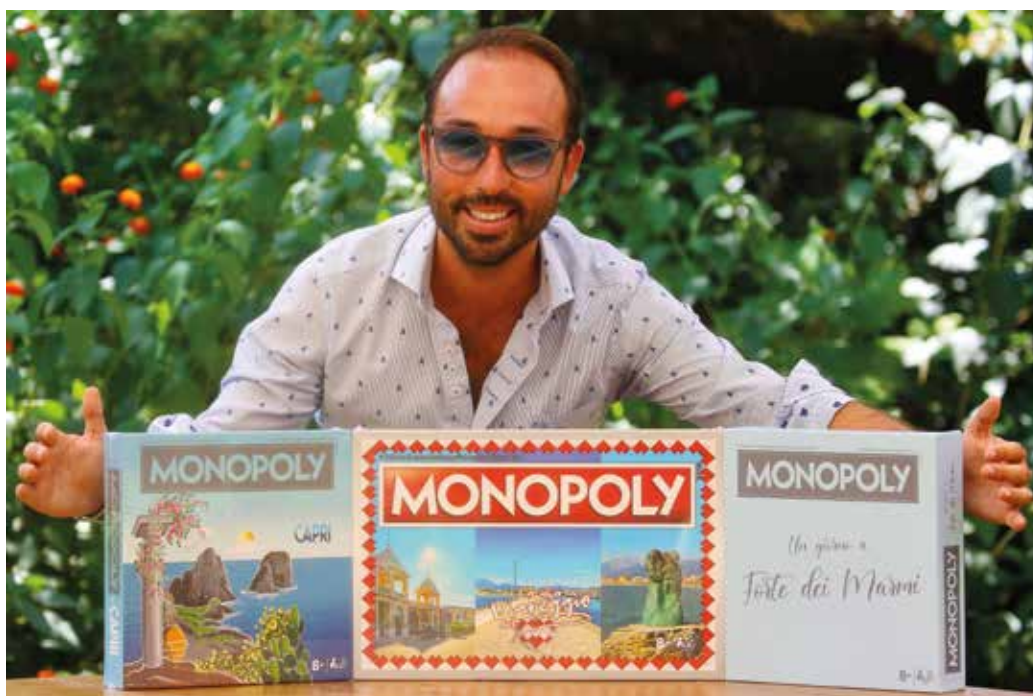
How did the idea for Monopoly - A Day in Forte dei Marmi come about?

The project came to be because Hasbro, the third-largest toy publisher in the world and the creator of the Monopoly board game, had already produced special editions of the game for major cities like Milan and Rome. They contacted me and proposed creating

an edition for Forte dei Marmi, where I spend my summers and where I have a special connection due to the memory of my father who passed away suddenly in 2016. This product narrates the story of this renowned seaside resort, where tourists and Forte dei Marmi residents can play with squares representing iconic and famous places such as the historic tobacco shop, the pharmacy, the bathhouse frequented by celebrities, and the "al la mode" hotel. The product enjoyed tremendous success throughout the summer of 2022, with enthusiastic participation from VIPs (captured with the game box) who regularly visit Forte dei Marmi, including Martina Stella, Allegra Gucci, Massimo Boldi, Enzo Miccio, and many others. As announced a few months ago, this year, we launched "Monopoly My

In questa pagina:
Michael Rothling e Domitilla Ibello





Heart's Viareggio” during the famous Carnival of the coastal town, which celebrated its 150th anniversary. We also launched Monopoly “La Dolce Vita” Capri. This year, we expanded our communication efforts both locally and nationally, and given the continuous success, we will intensify marketing activities at both local and national levels.

What are you working on now, and what are your plans for the future?

In this period, we are already thinking about the future and 2024. In fact, we’ve started organizing the “Monopoly Porto Cervo” project, which will see the light of day next summer. My team is already finalizing agreements with sponsors such as hotels and other “cool” establishments in the area of the famous Sardinian resort. For the Christmas season in 2024, we are planning “Monopoly Saint Moritz.” The renowned Swiss resort, known worldwide, is a luxurious tourist destination famous for its refined lifestyle, spectacular landscapes, and high-quality winter leisure and sports opportunities. Several internationally renowned establishments will be involved. Additionally, we thought about expanding the Monopoly Luxury Line game into other more vertical but equally exclusive and unique sectors with special editions, such as the world

of wine and golf, in collaboration with professionals in the respective fields.

Do you already have a communication strategy in mind to announce these projects?

Absolutely! My team, composed of marketing and communication professionals, and I are working on a major event to strengthen and present Monopoly Viareggio and Capri (launched this year) to the general public and announce the launch of Monopoly Porto Cervo and Saint Moritz. The event will take place in a very exclusive location in Milan, and it will be a grand celebration where major media, journalists, showbiz figures, artists, and cultural personalities will be the protagonists. It will be a fantastic evening of play and entertainment... but I don’t want to reveal more!

How are the Limited Editions of Monopoly conveyed and distributed?

The editions are and will be conveyed and distributed exclusively by the sponsors of the various editions since they are Limited Editions. Being a luxury and exclusive product rather than mass-market, the choice was purely dictated by market logic. The sponsors themselves, such as a hotel, will sell or gift the game box to their top clients or those who book the hotel’s suite.



TOUCH OF MILANO
PREMIUM DRY GIN 100% ALCOLATO DI GINEPRO



Finanziamenti in convenzione
al tasso più basso

www.finclit.it

Nella foto Giovanni De Vivo





*gourmet
destinations
spirits
cover*



text & interview
MARCO SUTTER

photo
COURTESY

C H E F S T E F A N O S F O R Z A

ETHICAL CULINARY PHILOSOPHY

With a keen awareness of sustainability and the potential environmental impact of daily actions, Stefano Sforza embodies an ethos that resonates in his role as the executive chef of Turin's Opera restaurant, a Michelin-starred establishment since 2022. Under the tutelage of masters Pier Bussetti and acclaimed French chef Alain Ducasse, Stefano's culinary journey unfolded from Milan's Trussardi alla Scala to Turin. Responding to the #IoCambioMenu campaign initiated by WWF Italy three years ago, he made pivotal changes: foie gras and endangered fish vanished from his menu, butter and parmesan yielded to plant-based alternatives in risotto crafting, and refined sugars in desserts were reduced.

C

oncurrently, Stefano's culinary approach evolved towards celebrating nature's essence. He first introduced a mono-ingredient vegetarian menu, spanning from appetizer to dessert, that explored the realms of plant families. Examples include the Brassicaceae family, encompassing cabbage, Brussels sprouts, and broccoli, and the Fabaceae or Legume family, embracing chickpeas, lentils, beans, edamame, and soy. Stefano Sforza's culinary vision extends beyond taste, aiming to leave an indelible mark – a message of environmental reverence.

Tell Us About Your Culinary Philosophy.

Defined by cleanliness, technical finesse, and ingredient-centricity. Despite the apparent simplicity of my dishes, an extensive journey of research underscores each creation, starting from ingredient selection to the pursuit of optimal enhancement. Over the past three years, aligned with ethical convictions, my focus shifted to the essence of taste. Animal fats, predominantly butter, were judiciously replaced with extra virgin olive oil or, for risotto, with rice milk, coconut, and soy – all excellent taste enhancers. This approach fosters digestibility while remaining true to raw materials. To earn a place in my kitchen, an ingredient must hold intrinsic value; it



Peas, yuzu, chamomile



needn't originate solely from the local terrain. Black Cod serves as a notable example – a premium fish harvested sustainably using trap nets, embodying my unwavering commitment to environmentally-conscious sourcing. Thus, my culinary landscape gradually tilts toward the verdant realm.

What Motivated This Shift?

Personal and culinary growth spurred my evolution. My current creations are profoundly more cognizant, an essential adaptation considering the mounting challenges posed by climate change. The imperative, if not obligation, is to offer sustainable cuisine that mitigates our ecological footprint. Crafting a savory vegetable-based dish outstrips the complexities of meat preparation. Vegetables demand extra time to shine, revealing unanticipated flavors and aromas. A case in point: while researching a mono-ingredient vegetarian menu centered on cauliflower, fermentation surfaced as a transformative technique, endowing the vegetable with flavors reminiscent of

a latte. Furthermore, my palate has matured over the years. Now, when I savor a dish, I readily detect the presence of certain fats, especially butter, which can cloak the innate essence of the ingredients. As a result, my use of these fats has grown more measured, allowing the primary ingredients to flourish.

What's On Offer at the Restaurant?

Guests can embark on two distinct culinary journeys: the Opera menu and a dedicated vegetarian experience. Opera embodies my culinary philosophy – a sequence of eight “simple” and “clean” courses, firmly anchored in Italian culinary heritage. This narrative pays homage to historical culinary marriages such as potato-mussels and pasta-beans, while showcasing popular or regionally cherished ingredients like sweetbreads, venison, beets, and cherries. Global influences also find their place, represented by ingredients like shiso (Japanese basil), galangal, and tamarind.



Sea thrush, blackberry, Belgian endive.

*Stefano Sforza***How Has Your French Training Shaped Your Cuisine?**

Indeed, one of my mentors was Alain Ducasse, and his influence remains palpable in my dishes, as he rightly put it. Each dish from the Opera menu reaches fruition tableside. For instance, with the Spaghetti, sea snails, coriander, the dish is adorned at the table with a sea snail sauce. Pairing-wise, the opening course harmonizes with a cocktail mirroring its flavors. With the Carrot, orange, galangal appetizer, a cocktail blending Granny Smith apples, carrot tops, dill, and galangal was meticulously crafted. While beverages initiate the culinary voyage, wines and teas elegantly escort and conclude this sensory odyssey.

Insects and Cultivated Meat: Pioneers of the Future Cuisine?

Should one need to choose between the two, insects hold greater potential than cultivated meat. My experiences with crickets, both whole and in flour form, and ants have ignited intrigue. Ants, in particular, offer a distinctive tanginess that resonates with my culinary preferences. Regarding meat, the future – akin to the present – demands consumption

moderation, embracing the finest quality.

How Can We Transform Former Waste into Culinary Gold?

Allow me to illustrate with examples.

In the Asparagus, peach, arugula appetizer, where asparagus tips take center stage, the remaining vegetable parts transform into a complementary sauce. In the Hummus, wild herbs, sesame course, chickpea cooking water serves as the foundation for both the dish's sauce and the cocktail paired with the appetizer. When an ingredient's residual portion lacks a designated role, it contributes to broths and stocks.

Will Sustainability Define Cuisine's Path?

Unquestionably so, and this reality is already at hand. The cuisine of the future must firmly rest upon the pillars of sustainability – the same principles that inform my culinary creations. Deliberation on this subject is essential, but active decision-making, as exemplified by our ethical shift and the judicious use of ingredients to minimize waste, is imperative. Sustainability is an ongoing pursuit, benefiting oneself, nature, and the global community.



MONTECARLO
EXCELLENCE

Join the privilege

*“Fashions fade,
style is eternal.”*

Yves Saint Laurent



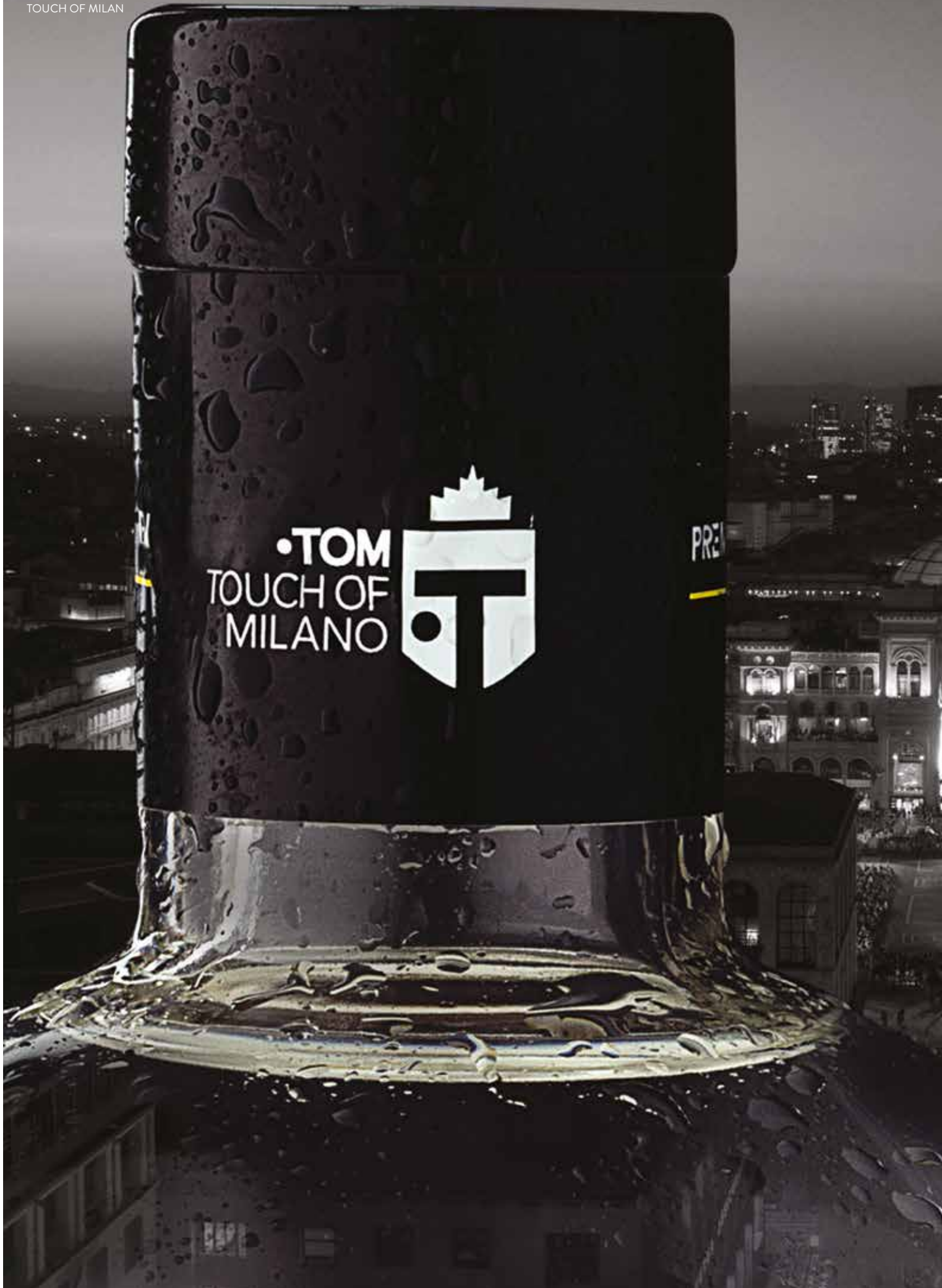
spirits.

TOUCH OF MILAN

•TOM
TOUCH OF
MILANO



PREMIUM



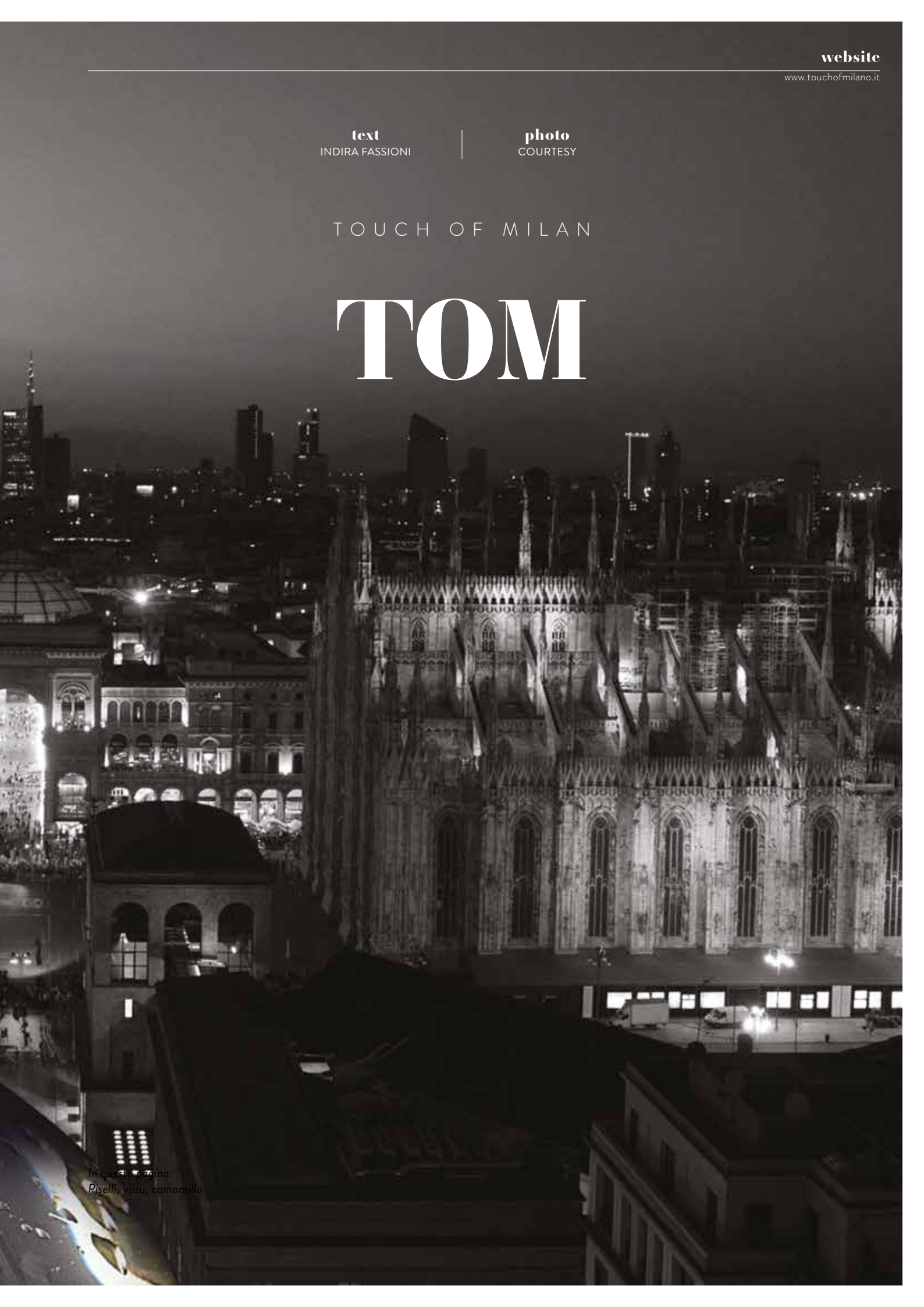
text
INDIRA FASSIONI

photo
COURTESY

TOUCH OF MILAN

TOM

In questa pagina:
Piselli, yuzu, camomilla



In the vast and diverse landscape of gins, TOM, an acronym for Touch of Milano, emerged in 2019 as one of the few gins, perhaps the only one, to be 100% juniper alcohol.

T

his is a crucial feature for consumers because it means that the distillate, brought to the required alcohol content as per regulations, is bottled without the addition of any other alcohol not derived from the distillation process. TOM declares this on its label, along with the listing of ingredients, for maximum transparency. TOM is a Premium Dry Gin crafted in small batches of 200 liters, distilled with juniper and nine botanicals typical of Lombardy, including elderberry, chamomile, milk thistle, and dandelion, resulting in an incomparable taste. It's a high-quality gin where the skilled hands of the master distiller have imparted distinctive characteristics even for connoisseurs, such as the fullness of taste and smoothness so characteristic of

an extra dry gin. This is achieved through the quality and quantity of juniper used, in accordance with regulatory guidelines. TOM is an innovative Premium gin born not so much to follow the current trend but to meet the needs of the public and professional bartenders who want to make quality choices for their customers. It is entirely sugar-free, not even the amount allowed by regulations, allowing the botanicals from specialized natural cultivations to express themselves at their best. TOM contains no additives, synthetic flavors, or GMOs. TOM is a rare gin dedicated to Milan, its city, which, like itself, often pleasantly surprises and is appreciated in lesser-known and precious places waiting to be explored and discovered.





TOMMY
HILAND
TOUGH OF MILANO

TOMMY

hôtellerie.

FOUR SEASONS HOTEL MEXICO CITY





AN URBAN OASIS IN THE
HEART OF THE CITY

FOUR SEASONS HOTEL

M E X I C O C I T Y

Four Seasons Hotels epitomize the pinnacle of luxury hospitality worldwide. With their dedication to impeccable service, respect for people, and commitment to sustainability, this hotel chain stands out as one of the finest on a global scale. At Fashion Life Magazine, we journeyed to Mexico City to indulge ourselves in the splendor of this hospitality gem – an unparalleled urban oasis.

text and experience
MARCO SUTTER

photo
COURTESY



T

he Four Seasons Hotel in Mexico City is an embodiment of luxury and refinement, nestled in the vibrant heart of the Mexican metropolis. The hotel's distinctive features, world-class amenities, strategic location, and reputation for delivering an unforgettable experience to its guests are just a few of the strengths that set it apart as one of the capital's premier hotels. If you dream of a vacation immersed in comfort and impeccable service, the Four Seasons in Mexico City is unquestionably an unrivaled choice.

Situated in the Paseo de la Reforma district, the Four Seasons Hotel offers its guests a unique experience in the heart of Mexico City. Surrounded by remarkable cultural sites, exclusive shops, and world-class restaurants, the hotel serves as an ideal starting point for exploring the vibrant urban life. After a day spent exploring local attractions, visitors can retreat to the elegant oasis of the Four Seasons and relish in the unparalleled comfort the hotel provides.

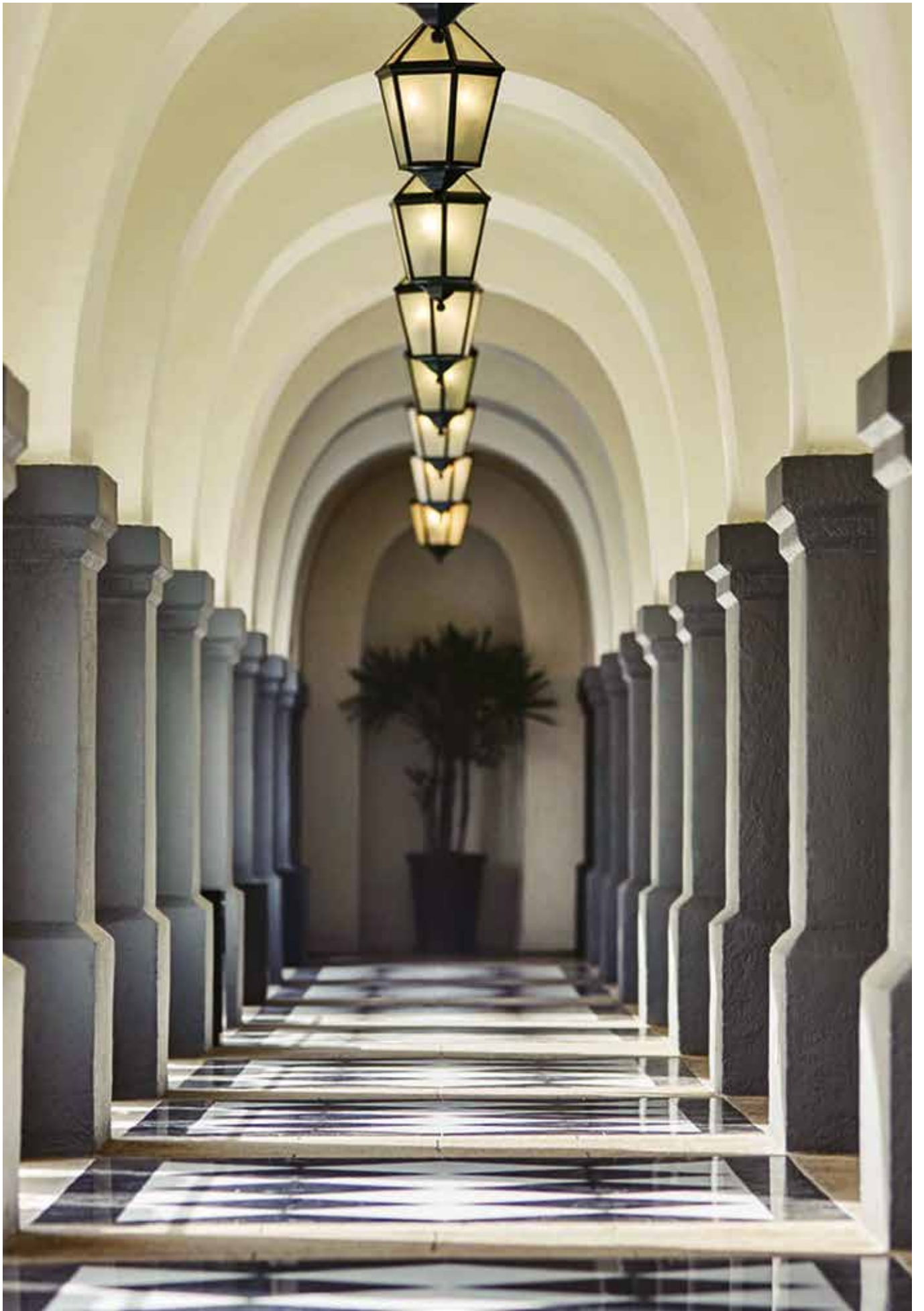
As is widely known, the Four Seasons is synonymous with luxury and sophistication, and the Mexico City hotel is no exception. Guests are welcomed into spacious and tastefully furnished rooms equipped with all modern comforts. The extraordinary city or garden views add a touch of magic to guests' experience. The property also offers exclusive suites with added

amenities and a heightened level of privacy for those seeking an even more exclusive experience. Moreover, the hotel boasts a variety of top-notch dining options, where guests can savor a range of culinary delights. From refined restaurants serving gourmet international and local cuisine to the most sophisticated lounges for relaxation and cocktails. For

those seeking relaxation and well-being, the Four Seasons provides an array of luxury services, including high-end spa treatments and cutting-edge fitness facilities. Guests can immerse themselves in an array of wellness treatments, creating a balance between mind and body during their stay.

If you aspire to indulge in comfort and elegance during your visit to Mexico City, the Four Seasons is undoubtedly a choice that will leave you amazed.

The world's most renowned hotel chain is celebrated for its impeccable service, and the Mexico City hotel is no exception. The courteous and highly professional staff passionately dedicate themselves to ensuring every guest's desire is fulfilled, surpassing expectations and guaranteeing an unforgettable experience for all who step through the hotel's doors. With its strategic location, elegantly adorned rooms, sophisticated restaurants, and world-class service, the hotel offers everything a guest could desire for an unforgettable stay in the Mexican capital. If you seek to immerse yourself in comfort and elegance during your visit to Mexico City, the Four Seasons is unquestionably a choice that will leave you in awe.



HOTEL GENJI

The tale *Of Genji*

Genji Kyoto, a hotel nestled on the banks of Kamo River in the heart of Kyoto, pays homage to the renowned Japanese literary masterpiece, The Tale of Genji, which is believed to be the world's first novel, set in the Heian period (794-1185).

text
RENÉE PIZZARDI

photo
COURTESY

T

he hotel's architect, Geoffrey P. Moussas, is an MIT-trained architect from New York who has lived in Japan since 1994 and has built more than 40 traditional Japanese structures, such as machiya townhouses, tearooms, kura, and temples. Moussas is widely recognized for his expertise in traditional Japanese architecture. The hotel's architectural design focuses on delivering a genuinely authentic Japanese experience by using materiality and spatial techniques that have been used in Japanese architecture since the Heian period. The hotel's design reflects the proportions of a machiya, a traditional townhouse with small pocket gardens that became prevalent in Kyoto in the Edo period (1603-1868).

The hotel has a concrete structure that is made more traditional by a Japanese technique called sugi ita katawaku, which creates cedar imprints that makes for a warmer concrete texture, with the essence of wood preserved. The lobby features handmade washi paper for the upper windows, which changes dramatically with natural lighting conditions. Washi paper has been used in Japan for over 1,300 years for windows, doors, partitions, furniture, art, religious and everyday objects. But in modern times the Washi craft went into decline as it was difficult to adapt the delicate material for contemporary architectural use. With a view to reviving and finding new uses for







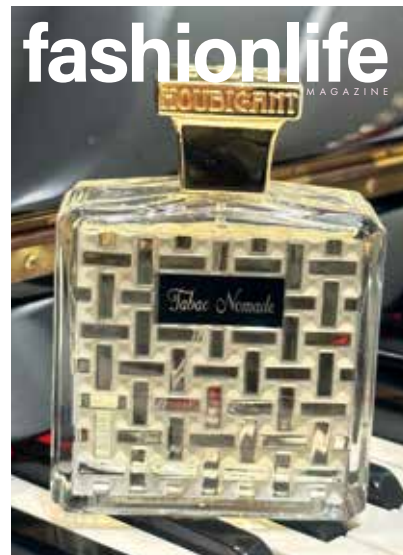
traditional craft, the hotel commissioned Washi artist Eriko Horiki to create large-scale washi windows using a combination of traditional and innovative techniques. Leveraging the hotel's waterfront location, Moussas ensured that every guest room affords captivating vistas of either the Kamo River and the Higashiyama mountains or tranquil views of Tsubo Niwa – pocket gardens exuding serenity. Tsubo gardens, small courtyard havens of peace, are reminiscent of the Heian shinden palaces portrayed in *The Tale of Genji*. Integrating these Tsubo gardens into guest rooms fosters natural cross-ventilation and a seamless flow between

indoor and outdoor spaces. A centerpiece of the hotel is the Naka Niwa – a substantial courtyard garden on the lobby level connected by a bridge that links the building's east and west wings. This garden-bridge motif reverberates throughout the structure, culminating in the rooftop garden, a harmonious convergence of landscape and architecture. This motif reverently echoes the gardens and courtyards described in *The Tale of Genji*. The Hotel Genji in Kyoto stands as an awe-inspiring tribute to the timeless allure and grace of traditional Japanese architecture, as well as the enduring legacy of *The Tale of Genji*.

Previous page:
Hotel entrance.
On this page, from the top
clockwise:
A suite with a garden.
The restaurant.
The Zen garden.



wellness and beauty cover



ISABELLA GARINO

“GREEN LUXURY AND EXCELLENCE

text & interview
MARCO SUTTER

photo
COURTESY

Liola's Cosmetics is a 100% Italian cosmetic company that focuses its research on innovation and the use of natural raw materials. A brand that has won 10 awards as the producer of the best cosmetics in the world.

T

tell us a bit about yourself, who is Isabella Garino?

I was born in 1999, I'm young, and I've always wanted to do something different for people. Deep down, I have a great inspiration for business, always trying to bring that extra something to the market, to the product trade. Then, I fell in love with cosmetics, but at the same time, there was something missing in this industry. It was a bit empty, lacking that level-up that cosmetics can achieve but no one has ever pursued. So, humbly, my idea is to revolutionize the market by infusing it with pure passion. I'm someone who loves nature, respects people, and would never harm anyone. I have the desire to make

people feel good. As you know, I'm in love with luxury, the attention to detail, the sophistication, so I decided to combine these two passions, creating something unique with my family. That's who I am.

What are the core values of Liola's Cosmetics? How do they reflect in the products offered?

Our reality goes against the grain; we don't see the customer as just a number. Let's start with the logo. Liola's symbol is the heraldic emblem of our family, because we want to impart a sense of family to the customer. Family takes care of you, that's the fundamental message. So, our intrinsic value is



Isabella Garino.



The face cream “Exagerate” and Giuseppe e Antonella Garino.

transparency, love for people, respect. These values are also infused into the product, by naturally caring for the skin. Another value is fair pricing. As producers, we know the true costs. Our products, except for one that involves extensive research and is a top-of-the-line product, all have a normal value. We aim to make them accessible to as many people as possible. Respect for individuals, nature, transparency—visiting our website, you’ll see all the ingredients used.

What are the main ingredients used?

Certainly, biotechnology, which I call the “Red Bull” of cosmetics, as it enhances all the ingredients we work with. For example, algae become stronger and have better durability and stability. So, finding such stable natural products is not easy. Biotechnology is the foundation, and then we select natural ingredients based on the product type. For anti-aging, we choose hyaluronic acid, collagen, or oxygenating glycoproteins. For simple nourishment, like an oil, we use olive oil or grape seed oil.

Have you recently won any awards?

We’ve won eleven world awards. We’re always on the podium, in the top three, as the best luxury green and ethical cosmetics worldwide, like the Beauty Shortlist Awards. Recently, on April 6th, we won the award for the best green micellar water in the world.

What are the main challenges you and your family have faced in the luxury cosmetics industry? How have you overcome them?

We have a niche distribution; it’s not mass distribution,

but it’s still very widespread and careful. We distribute to one store per city. At the beginning, it was challenging to start because with a new product, even though we have a history of production, it wasn’t under the Liolà brand. Customers are used to seeing few results, so overcoming the natural distrust towards cosmetics and introducing the new brand to the market was difficult. We invested heavily in the product and almost nothing in the online part. In fact, we don’t sell on our website. Since it’s niche, the product is sold only through selected retailers.

Your company is truly green and has won many awards. How do you address environmental impact and sustainability in your product production?

We pay a lot of attention to raw materials, where we buy them and the certifications. For example, ecocert cosmos, GMP registration. We try to reuse water and find lab-synthesized raw materials to avoid natural extracts. For instance, Q10 enzymes can be synthesized in the lab. Biotechnology itself is the result of bacterial fermentation. We’re also careful with packaging. We purchased a patented material from a Spanish company, 100% recyclable acrylic. Our boxes are all hand-cut or handmade. For example, our Black Diamond serum is handmade in Piedmont, so materials are minimized.

How is your target clientele defined, and what marketing and communication strategies are adopted to reach this audience?

We have a target audience that can be seen as VIP or VVIP. Working with Saudi Arabia, we deal with high-ranking families, important political figures, and

internationally renowned VIPs. For instance, Alessandro Martire, who is part of our Skin Coach Team as well as a high-target client. We compare our clientele to that of Rolls-Royce, a very high level, able to recognize the product's value. Our marketing campaign involves creating special events in collaboration with other companies, where top clients are invited. We've collaborated with Lamborghini, Porsche, and on September 23rd, we'll be in Lugano with Air Dynamic as the main partner for an important event. There's also an association promoting women pilots, so it's all beautifully tied together. This is our advertising—participating in these events, where our target clientele is present, recognizing the brand as an additional service. For example, our products are on private jets from Air Dynamic, so the client is satisfied, and the partner gains value.

What are your future plans for the company?

Our future plan is to expand further into the European and American markets, but we want to do it very meticulously, focusing on quality. Two new products will be released in September. One is called Red Sea,

an eye contour serum that adapts to the person's skin with ease. It contains Vitamin B12, Q10 enzyme, and three molecular weights of hyaluronic acid. It will work very well.

To prevent skin blemishes, also due to sun exposure, what do you recommend?

From September, you'll find White Moon on the market, a whitening cream composed of a coral-colored serum that doesn't alter the individual's complexion. It's a product in high demand, and it will be unbeatable thanks to its potential. Many university students and industry professionals have scientifically analyzed the product and found that it removes 80% of facial blemishes in eight weeks.

What prices will these products have on the market?

For Red Sea, it will be between 300 and 400 euros. As for White Moon, the price is still to be determined. We want it to be quite affordable. Therefore, it will be significantly lower, between 100 and 150 euros.

Isabella Garino. Isabella Garino and Bassam Hamadeh.





Isabella arrives at one of her exclusive events and, on the side, with a proud expression, shows one of her 11 World Awards she has received since the beginning of Her career.

**Where can customers purchase your products?
How does that work? Are they available online?**

You can find them both in Italy and Saudi Arabia, but only in niche perfumeries, luxury hotels, surgical medical centers, spas, and advanced aesthetic medicine centers. We also have a specific website with a store locator, which is a crucial tool to guide customers to the nearest points of sale.

Is there anything specific you'd like to mention about your product range?

Yes, of course. We've created the "Skin Coach Team," where we asked internationally renowned athletes and artists if we could take care of their skin using our product. When Alessandra Tognoloni, the lead dancer of the Munich ballet, visited Franco on Rialto Bridge

in Venice, she wanted to sponsor Liola Perfumery. She considers our products to be excellent.

**So, are we talking about Brand Ambassadors?
Did they have skin issues?**

Exactly. We selected only high-target individuals, such as Olga Smyrnova, the world's top ballerina, Alessandro Martire, an Italian pianist and composer, Darya Klishina, a Russian long jumper, and Natalia Morozova. Unfortunately, yes, they all had dermatological issues. Tognoloni told me, "I'm fortunate to have discovered you because with your products, I no longer sweat, and my makeup doesn't run while I train or perform on stage. You're essential for my well-being and that of many others, which is why I chose to work as a Brand Ambassador. You're amazing!"



THE BEAUTY OF BEING UNIQUE



Discover the art of beauty with Liola's Cosmetics, the green luxury that will captivate you.

We are the answer for those who seek a balance between beauty and nature, combining exquisite ingredients with science.

Every Liola's product is a symphony of luxury and sustainability, offering an unparalleled beauty experience. With us, luxury and sustainability come together in a perfect dance.

Make your beauty ethical and shine authentically. Liola's Cosmetics: green beauty, sustainable luxury.

11 GLOBAL AWARDS



Discover more on liolacosmetics.com



Ph: @pickledthoughtz

Lizabeth Avsajanishvili
(StaatsBallett Berlin)

#skincoachteam member

beauty.

CHANEL LE VERNIS

C H A N E L

LE VERNIS

**A CELEBRATION OF
JOY AND EUPHORIA**

text

GABRIELLA CHIARAPPA

photo

COURTESY



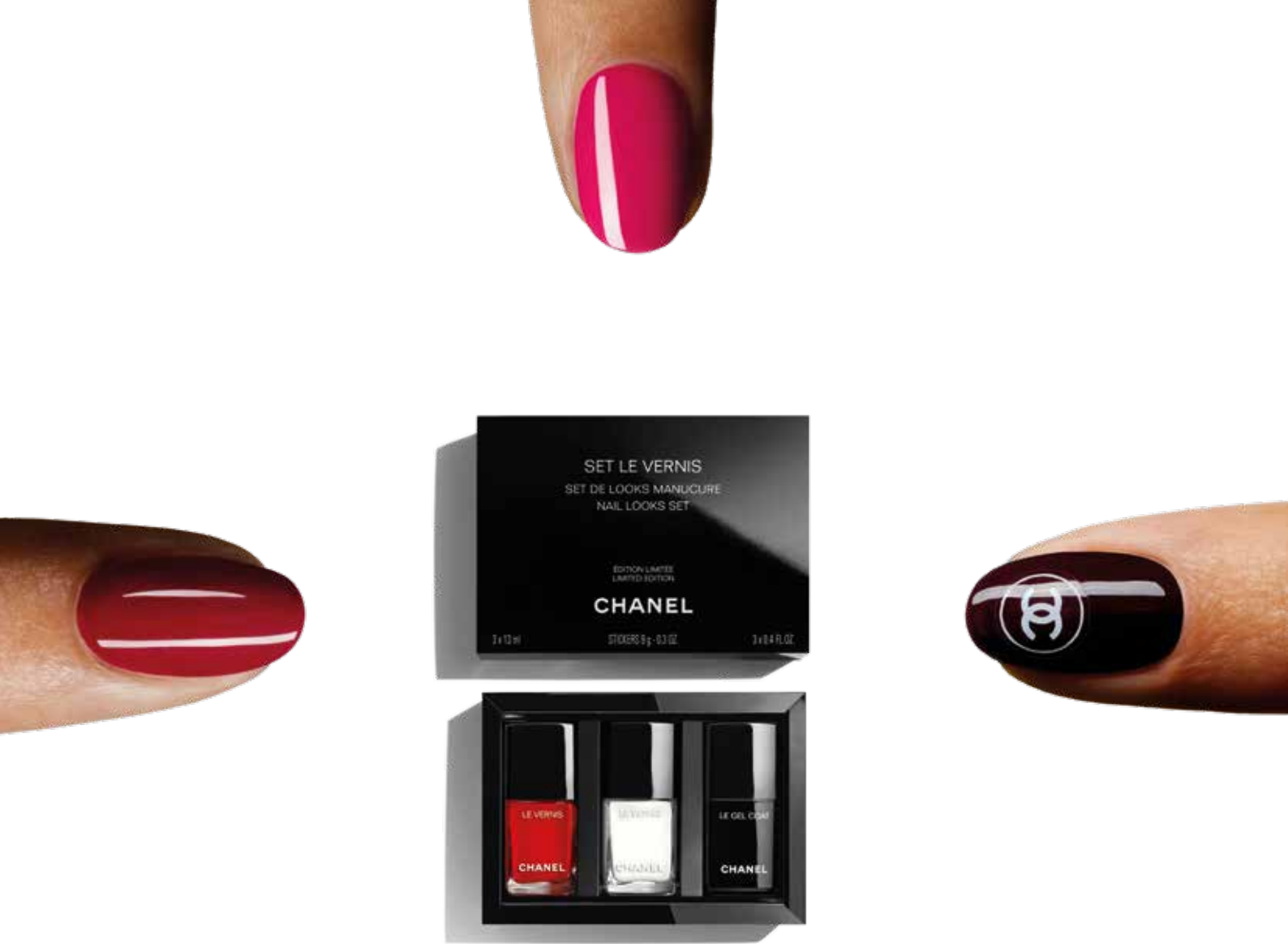
Experience the joy and euphoria brought forth by the world's most coveted beauty item—a new approach to expressing colors through nail polish.

T

his is how Chanel is captivating us once again, reinventing itself in an astonishingly beautiful manner: “Chanel’s Le Vernis” introduces an array of 24 shades, spanning from timeless classics to unprecedented hues, serving as a true manifesto of

emotions. It offers a unique and delightful means to immerse oneself in the enchantment of summer and beyond. The 2023 Summer collection brings forth not only innovative colors but also remarkably refined nuances in the formulation.

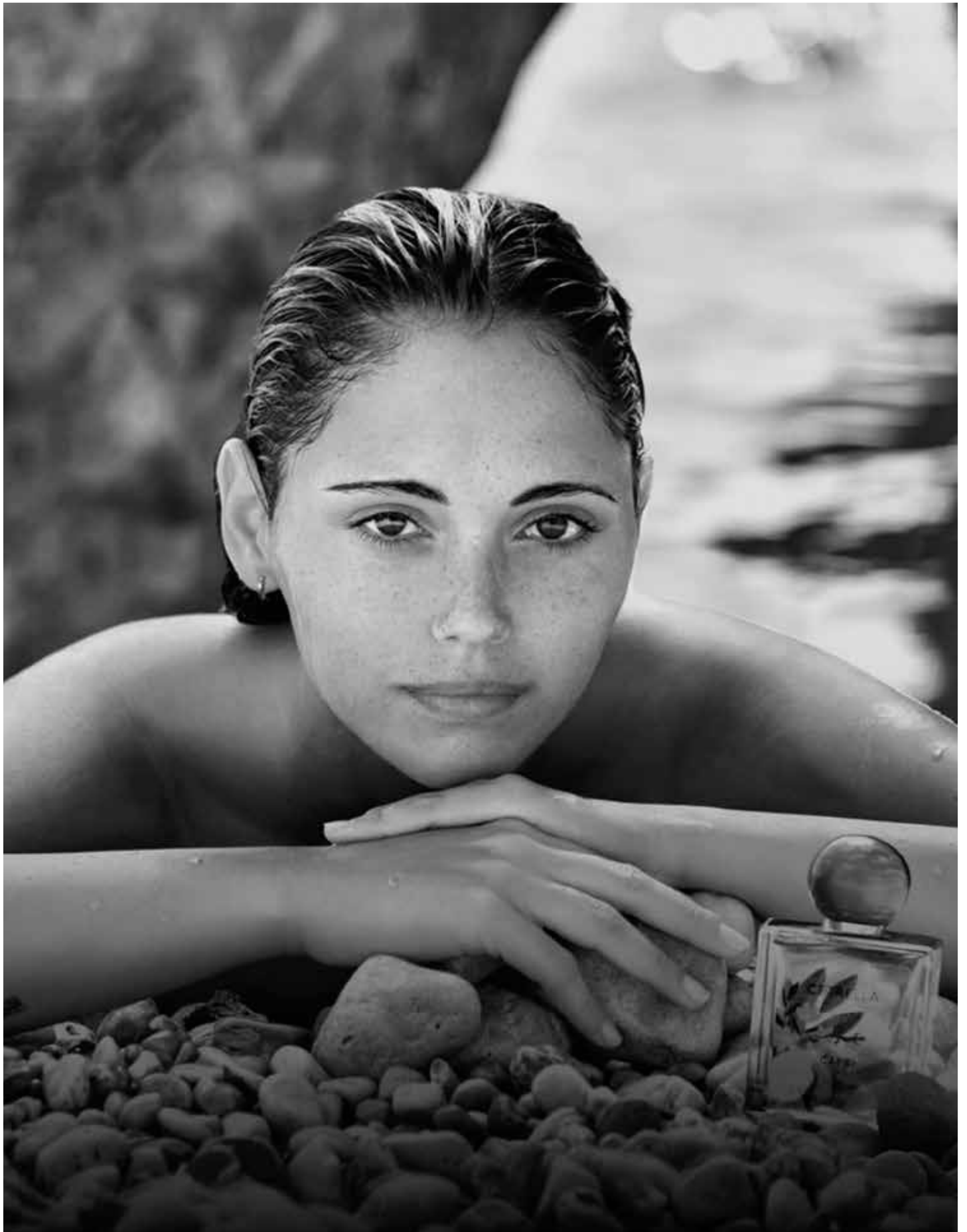




Within this selection, one can discover the ideal color that resonates with the wearer's personality. Among the 24 shades, including 17 brand-new ones, one encounters iconic choices like 11 Ballerina, a pale and delicate pink; the splendid crimson of 151 Pilate; the vibrant orange of Mirabella; the verdant allure of Jade; the sunny optimism of Mimosa; the tranquil blue of Riva; and the warm apricot tones of June. The selection of nail polish color is never arbitrary: each shade has the capacity to unveil facets of one's personality and character. The colors chosen for beauty looks are not mere coincidences; the manicure shade chosen holds deeper meanings beyond just trends or fashion, often serving as an unconscious mode of communication or expression. Moreover, it's crucial to acknowledge that the hue of nail polish can shift with our mood; adhering to the principles of color therapy, it can divulge much about the wearer—ranging from their temperament to their character,

and even their emotional state.

Behind the act of selecting a nail polish color lies a touch of nail psychology, uncovering aspects of passion, enthusiasm, a quest for serenity, and an audacious spirit. This is precisely why the Chanel Makeup Creation Studio has introduced five color families, each transforming the application of nail polish into a statement of intent: energy, comfort, defiance of convention, joy, and strength. These color families emulate qualities such as the iconic beige latte of Légende, the serene moonlit white of Insomniaque, the strikingly intense yellow of Ovni, and the rebellious blue-tipped red of Pirate. In essence, pure energy abounds in each shade, evoking distinct emotions. After all, we're speaking of Chanel—a brand that stirs the soul—and it's simply impossible not to be moved. Now, the only task remaining is to select your summer hue, ensuring you're always on the forefront of style, perfection, and trendiness.



LUCERTOLABLU

CAPRI

HEALTHY LIVING, DISCIPLINE, AND DETERMINATION

DIANA HARTAN

interview
RENÉE PIZZARDI

photo
COURTESY DIANA HARTAN

Diana's journey to becoming an internationally acclaimed gymnast, representing her homeland Romania in prestigious competitions, and now serving as a Technical Director, is a testament to unwavering dedication and hard work. Currently, she shares her expertise at Ceresio 7 in Milan, catering to prominent individuals, while committing up to 8 hours daily to her rigorous training regimen.

G

reetings, I am Diana Hartan, and my story is closely intertwined with a passion that sparked my exploration of the world of sports from an early age. My fitness journey began with artistic gymnastics at the age of three. Over the next 14 years, I embarked on a notable journey in Romania, undergoing rigorous training at one of the world's respected sports academies: the Nadia Comaneci Academy. This phase encompassed demanding training, shaping me both as an athlete

and individual. From a young age, my goal was to become a champion. The prospect of joining the Nadia Comaneci Academy motivated me to give my all. It wasn't an easy path; training was intense, and I saw my parents once a month. Nonetheless, my determination helped me overcome every challenge. At just 15 years old, I achieved the significant feat of becoming the Romanian champion. Life, however, has its ways of introducing challenges





when things are looking up. A major injury altered my plans, leading to a change in direction. This setback prompted my move from Romania to Italy, bidding farewell to the life I knew. I faced new challenges and a fresh start. During this period, I took a hiatus from sports to find balance and a renewed identity. After a few years, I returned to sports, coaching young athletes in the A series of gymnastics in Pavia. Yet, I realized that this path didn't align with my aspirations, triggering past memories. Just as my connection to sports seemed to fade, a revelation transformed everything: obstacle

course racing (OCR). Running and conquering obstacles became a metaphor for life's challenges. I understood the importance of continuous growth, overcoming hurdles along the way. This new discipline reconnected me with myself and unveiled a new purpose.

My personal journey taught me that fitness is more than just physical—it's also about mindset. I studied and trained in calisthenics, functional training, weightlifting, and related disciplines. I realized that enduring balance involves both body and mind. A strong body emerges from mindful movement and

mental resilience. My fitness approach revolves around inner transformation. Embracing challenges became key to inner contentment and goal achievement. With each client, I developed a mental coaching approach, focusing on mindset before tackling physical aspects. This unique journey is a collaborative process leading to psychophysical transformation. Today, sports are integral to my life. I engage as a personal trainer and in my leisure time, exploring trekking and exciting challenges such as the Camino de Santiago and the Himalayan trek in Nepal. Sports serve as an ongoing

teacher for my inner self, and I approach each moment with enthusiasm. My aim is to highlight introspection, body-mind harmony, and making fitness enjoyable. This awareness empowers us to navigate life's obstacles and foster personal growth. Remember, the first step is often the toughest, but determination and persistence pave the way for transformation. I hope my story encourages you to embrace fitness and explore its transformative potential. Together, we can reach new heights and attain balance through sports.



TEA

MATCHA

text

GIULIA MADONINI

photo


NATALIYA VAITKEVICH

Matcha, a powdered green tea now beloved worldwide, has its roots in ancient Japanese tradition. This esteemed beverage boasts a millennia-old history interwoven with Japan's culture and spirituality. Let's delve into the origins of matcha and its enduring traditional uses.

T

he origins of matcha can be traced back to 9th century China, where tea was first introduced. However, it's in Japan that matcha has evolved into its present form and significance. The innovation and refinement of the cultivation, harvesting, and processing of green tea leaves were honed by Japanese Buddhist monks. Over centuries, matcha took center stage in the Japanese tea ceremony known as "chanoyu" or "sado." This ceremony, focusing on aesthetics, harmony, and purity, is a meditative ritual involving the preparation and serving of matcha. Guests partake in this ceremony, guided by a tea master, immersing themselves in a tranquil and mindful experience.

Traditional matcha preparation requires specific tools. A ceramic bowl called "chawan" is used to whisk the matcha, while a bamboo whisk called "chasen" is employed to blend the powder with hot water. The matcha powder is carefully measured and combined with not-quite-boiling water to preserve delicate aromas. Traditional matcha prepared this way results in a vibrant-colored drink with a soft foam and a rich, slightly bitter flavor. During the ceremony, it's served to guests



alongside Japanese sweets, creating a harmonious balance between sweetness and bitterness.

Beyond the tea ceremony, matcha finds its way into various aspects of traditional Japanese cuisine. It's a key ingredient in the creation of sweets like "matcha mochi" (glutinous rice cakes) and "matcha dorayaki," filled pancakes. Matcha is also used to flavor ice creams, cookies, chocolates, imparting a distinct taste and a touch of elegance.

To prepare a cup of traditional matcha, a special bowl called "chawan," a bamboo whisk called "chasen," and a small spoonful of matcha powder are required. Unlike traditional green tea where leaves are steeped in hot water and then removed, matcha is consumed in its entirety. Tea leaves are grown in shade for several weeks prior to harvesting, increasing the production of chlorophyll and amino acids like L-theanine. The leaves are then harvested, dried, and slowly ground into fine powder, yielding the precious matcha.

One of matcha's most fascinating traits is its high antioxidant content. Thanks to the presence of catechins, particularly epigallocatechin gallate (EGCG), matcha far surpasses many other foods in terms of antioxidant power. These compounds help combat oxidative stress, protect cells from damage, and support the immune system.

Yet, matcha's benefits extend beyond antioxidants. The presence of L-theanine, a unique amino acid, imparts matcha with a relaxing and calming effect, promoting concentration and mental clarity without inducing drowsiness. Furthermore, matcha is known to boost metabolism and aid weight loss by increasing thermogenesis and efficiently burning calories.

Aside from being enjoyed as tea, matcha can be utilized in numerous ways. One of the most common preparations is "matcha latte," a creamy, velvety beverage blending matcha with hot or plant-based milk. Matcha can also be incorporated into smoothies, ice creams, desserts, and even savory dishes such as sauces and marinades.

One of matcha's most fascinating traits is its high antioxidant content.

HOW TO PROTECT YOURSELF FROM **BLUE LIGHT**

text

GABRIELLA CHIARAPPA

photo

JONAORLE

In a world that's growing more interconnected by the day, the blue light emitted by smartphones, tablets, and other widely-used devices is becoming an increasingly relevant topic, especially in terms of potential damage to the skin.

T

he skin serves as a crucial indicator of our overall health, and it's essential to properly care for it. Shielding the skin from exposure to harmful factors can significantly contribute to maintaining its health and youthful appearance. That's why today, we're addressing this important topic in collaboration with Dr. Simona Nichetti.

Is it true that blue light has raised concerns due to its potential impact on skin and eye health?

Yes, over recent years, blue light has been the subject of studies and concerns related to the potential harm it can cause to the skin and eyes.

**But what exactly is blue light?**

The term “blue light” refers to the component of visible light characterized by a shorter wavelength and higher energy compared to other visible lights. It’s emitted not only by the sun but also by electronic devices such as TVs, computers, and smartphones.

What are the damages caused by blue light?

Blue light is primarily responsible for skin hyperpigmentation, which can even lead to melasma, as well as damage to the retina and disruptions in the sleep circadian rhythm.

What are the remedies and precautions to take to prevent damage from blue light?

When it comes to computers and smartphones, it’s

advisable to install filters that block blue light. Additionally, you can use advanced creams containing substances capable of protecting against blue light. It’s also important to wear specialized glasses for this purpose. Limiting screen time and electronic device usage, especially before bedtime, is crucial to avoid disturbing the circadian sleep rhythm. At night, the skin enters a vital repair phase, particularly between 11:00 PM and 4:00 AM, a time frame known to experts as the “golden hour.” During this period, collagen and elastin production, two essential proteins for the health of the skin’s connective tissue, significantly increases, making it the ideal time to counteract damage caused by free radicals. These tips can help safeguard the skin from the harmful effects of blue light and maintain healthy and youthful skin in our ever-more interconnected world.

◆ Fast-Dealing Property Trading Game ◆

MONOPOLY

BRAND

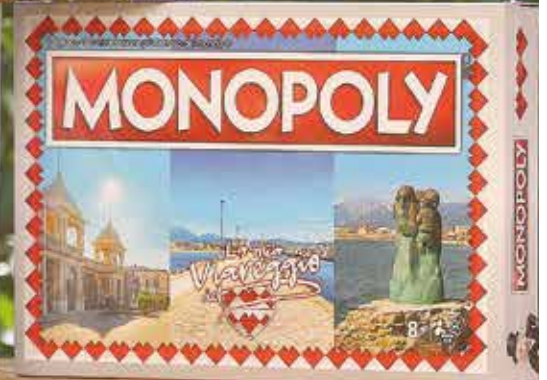
Luxury Line



*Un giorno a
Forte dei Marmi*

*La dolce vita
CAPRI*

**San Moritz and Porto Cervo
Coming soon**







Modella @marialbuquerque

