

# G T M

Global Trend Monitor

[www.globaltrendmonitor.com](http://www.globaltrendmonitor.com)

*Contemporary Trends for Decision Makers*

## Milo BORISSOV

The Entrepreneurial Spark of Milo Borissov

QE2  
Staycation:  
Sailing Through  
History Without  
Leaving Dubai

Effortless  
Power On The  
Open Road:  
Peugeot 5008  
2025

Hong Kong:  
A Symphony  
Of Luxury,  
Wellness, And  
Discovery

Redefining  
The Art  
Of Luxury  
Yachting  
Majesty 100  
Terrace

An Elegant  
Evolution  
Of Creative  
Horology  
MB&F Unveils  
SP One



# Soy Candle and Handmade Organic Soap

## **CANDLE FLAVOURS**

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

## **HANDMADE ORGANIC SOAP**

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

## **CONTACT:**

Aromas Fiji  
P.O. Box 9179, Nadi Airport Fiji  
[info@aromasfiji.com](mailto:info@aromasfiji.com)  
TEL: +679 9999913





- 08 Engineering Dreams, Building Empires**  
*The Entrepreneurial Spark Of Milo Borissov*
- 14 Designing The Future**  
*Taewook Choi's Vision Of The All-New Hyundai Santa Fe*
- 16 From Character To Luxury**  
*Hakan Ozel, Vice President Operations & General Manager, Shangri-La Dubai*
- 18 Why AI Needs Diverse Perspectives - Not Just Big Ones**
- 20 Health Meets High Design**  
*A Spotlight On Roze Biohealth Clinic's Biodental Philosophy*



- 22 Fortinet Expands Forticloud With Identity, Secure Storage, And Communication Services To Power The Modern Enterprise**
- 24 NIST'S DNS Security Update**  
*Why Achieving Stronger DNS Security Needs A Global Approach*
- 26 Confident Until Crisis**  
*Are Organizations Pulling The Wool Over Their Own Eyes When It Comes To Data Resilience?*
- 28 Cairo**  
*Where Luxury, Art And Adventure Collide*
- 30 Hong Kong**  
*A Symphony Of Luxury, Wellness, And Discovery*
- 32 QE2 Staycation**  
*Sailing Through History Without Leaving Dubai*
- 34 The Mall Mindset**  
*New Study Commissioned By Al Ghurair Centre Shows How UAE Consumers Are Using Malls In 2025*
- 36 Dubai Property Market Surges With AED65 Billion In Sales**
- 38 The Botree - Boutique Elegance In The Heart Of London**
- 40 Roll Into Flavour**  
*Why Sumo Sushi & Bento Is The UAE's Go-To For Japanese Dining*
- 42 Lyma's Ultimate Summer Skincare Duo**  
*Luxury, Science, And Wellness In Perfect Balance*
- 44 Bold Statements And Everyday Icons**  
*Zara's Latest Capsule And Seasonal Highlights*
- 46 A New Chapter Of Elegance With Fabulous Stone Jewellery**
- 48 An Elegant Evolution Of Creative Horology**  
*MB&F Unveils SP One*

- 50 Gifts That Grow**  
*Plntd And Meaningful Green Gifting Sets*
- 52 Scent As A Language**
- 54 Technology Trends**
- 56 Heritage Meets Innovation In The Art Of Travel**  
*Aviteur Debuts Travel Capsule Collection*
- 58 A Global Stage For Contemporary Art**  
*Art Basel Miami Beach 2025*
- 60 Designing Serenity**  
*Bathroom Trends 2025 By Villeroy & Boch And Ideal Standard*



- 62 Redefining The Art Of Luxury Yachting**  
*Majesty 100 Terrace*
- 64 Elevating Travel With Style, Comfort, And Exclusive Offers**  
*Etihad Airways*
- 66 Cutting-Edge Design Meets Pure Electric Thrill**  
*EXEED Exlantix ES*
- 68 Effortless Power On The Open Road**  
*Peugeot 5008 2025*
- 70 Bold, Bright, And Unstoppable**  
*Driving The Pink Jeep Wrangler Rubicon*
- 72 Sleek Sedan That Blends Dynamic Drive With Smart Technology**  
*KIA K5*
- 74 Adventure-Ready, Tech-Savvy, And Gen Z Approved**  
*Nissan X-Trail: From First Drive To Future Icon*
- 76 Step Into The "Kingdom Of Beasts" At Mushrif Mall**
- 78 Resilience Over Perfection**  
*The Real DNA Of Entrepreneurship*





#### PUBLISHER

Catherine Gilbert

#### EDITOR IN CHIEF

Shereen Shabnam

#### Editorial Contributors

Siew Lin

Natasha Jasmin Dury

Nishrat Nazeen

Eric Richard Dury

#### Art Director

V. Suquila

#### Correspondence Address

H3J LLE

Office 404, Building B

Old Saaha Offices - Souk Al Bahar

Old town Island - Burj Khalifa District

P.O. Box 487177, DUBAI - U.A.E.

Tel: +971 50 769 0087

#### Impression/Printing

Silver Point Printing Press L.L.C

Shed No:05 Caterpillar Building Salah

Al Din St Al Khabaisi - Deira - Dubai

#### A Publication by

H3J FZ LLE

Magazine online sur

[www.globaltrendmonitor.com](http://www.globaltrendmonitor.com)

#### International Owners

Business and Lifestyle Updates

RCBS201811862

**Copyright:** "All right reserved. No part of this publication may be reproduced without written permission from the publisher."



## EXPLORING VISION, INNOVATION, AND THE ART OF LIVING WELL

Dear Readers,

Every issue tells a story, and this one celebrates the extraordinary spectrum of human ambition, whether it's an entrepreneur shaping empires, a visionary redefining luxury, or innovators pushing the limits of technology.

We begin with Engineering Dreams, Building Empires, where Milo Borissov's entrepreneurial journey reminds us that great ventures are born from passion and perseverance. From there, we explore the evolving role of artificial intelligence in UAE businesses, uncovering both its opportunities and hidden risks.

Our pages also spotlight leaders who elevate experiences, like Hakan Ozel of Shangri-La Dubai, whose perspective blends character, culture, and luxury hospitality in one of the city's most iconic addresses.

Travel lovers will be inspired by our features on Cairo and Hong Kong, destinations where history, wellness, and adventure collide. For those seeking local escapes, we revisit the Queen Elizabeth 2, where maritime heritage anchors an unforgettable staycation.

Innovation threads through every section,

from Fortinet's secure cloud solutions to the elegance of MB&F's creative horology and Majesty Yachts' reimagining of luxury at sea. We also shine a light on fashion and design, from Zara's bold statements to Fabulous Stone Jewellery's radiant new collection. Beauty and wellness find their place too, with LYMA's summer skincare duo balancing luxury with science, and green gifting ideas from Plntd reminding us that luxury can also be meaningful.

Of course, no issue would be complete without celebrating the thrill of the drive. This month we take the wheel of the EXEED EXLANTIX ES, Peugeot 5008, Kia K5, and the Jeep Wrangler Rubicon, each delivering power, design, and personality in unique ways.

As always, our mission is to connect you with stories that inspire - stories of visionaries who dare to dream, brands that challenge convention, and destinations that awaken the senses.

Enjoy the read.

*Shereen Shabnam*  
Editor-in-Chief  
Global Trend Monitor Magazine  
[editor@globaltrendmonitor.com](mailto:editor@globaltrendmonitor.com)

#### Many ways to stay connected...



Global Trend Monitor



GlobalTrendView



global\_trend\_monitor

[www.globaltrendmonitor.com](http://www.globaltrendmonitor.com)



8th Edition

# The Burj CEO Awards

Leading the Future: Innovation in Action

20 - 23 November 2025  
UAE

Nominations are now Open!

[www.burjceoawards.com](http://www.burjceoawards.com)

#BurjCEOAwards

[in](#) [X](#) [f](#) [@](#) [@CEOClsNetwork](#)



CEO Clubs Network®







# ENGINEERING DREAMS, BUILDING EMPIRES

The Entrepreneurial Spark of Milo Borissov

By Shereen Shabnam



In the world of business and innovation, there are leaders who manage, and there are visionaries who redefine what is possible. Milo Borissov, Bulgarian businessman, inventor, engineer, and entrepreneur, belongs firmly to the second category. From his early days in the small city of Stara Zagora to his global influence across technology, entertainment, real estate, and culture, Milo has built a legacy as multifaceted as it is inspiring.

Today, as founder of the Palms World brand and a driving force behind numerous international ventures, Milo exemplifies the modern entrepreneur who blends business acumen with cultural stewardship and a deep commitment to community.

Born in Stara Zagora, a historic city in Bulgaria's heartland, Milo's story begins with

curiosity, discipline, and the determination that sets apart future innovators. His family later moved to Sofia, where he excelled at the Technical School in Electronics, graduating with honors and a prestigious gold badge. This early recognition of intellect and skill laid the foundation for an extraordinary career.

After completing his army service, Milo pursued computer science, graduating in 1989. For him, it was not simply an education in technology but also in vision, timing, and the courage to act on bold new ideas.

Restless with ambition, Milo launched Telematic, his first company, specializing in computer networks, software platforms, and early computer games. This pioneering move positioned him at the cutting edge of Bulgaria's emerging technology sector.

## MILESTONES IN MILO BORISSOV'S CAREER

**1989**  
Graduates in Computer Science, Sofia

**EARLY 1990s**  
Founds Telematic, pioneering computer networks & software platforms in Bulgaria

**LATE 1990s**  
Launches CT Gaming AD, becoming a leader in gaming equipment in Eastern Europe

**2015**  
Establishes CT Interactive Ltd, expanding into online gaming across 50+ regulated jurisdictions

**2020**  
Sponsors Bulgaria's Olympic rhythmic gymnastics team, winners of gold in Tokyo

**2022-2025**  
Supports Levski Sofia's football resurgence, including UEFA Conference & Europa League appearances

**2024**  
Produces Ivan Yanakov's Rachmaninoff Concerto No. 3 with the London Philharmonic Orchestra

**TODAY**  
Founder of Palms World, driving cross-sector innovation from Sofia to Dubai





Not content to remain a small player, he soon founded CT Gaming AD, which became one of the leading manufacturers of gaming equipment in Eastern Europe. Anticipating industry trends and combining them with engineering excellence, CT Gaming quickly expanded, opening branches in Central Europe, Mexico, and Latin America. By marrying technical innovation with bold international expansion, Milo laid the groundwork for a career that would transcend borders.

By 2015, as the global gaming world pivoted to digital, he launched CT Interactive Ltd., a platform and content provider that today serves more than 50 regulated jurisdictions worldwide. It was another masterstroke and a proof of Milo's ability to see tomorrow's market while others focused on yesterday's.

Milo's entrepreneurial spirit ultimately crystallized into Palms World, a brand that unites a holding group of international companies across sectors. More than a business, Palms World is a vision for lifestyle, entertainment, travel, and cultural enrichment.

Under this umbrella, he has invested in real estate, office buildings, hospitality, and

tourism, while continuing to drive innovation in digital advertising, media, gaming, and industrial electronics. He is the majority shareholder of Telematic Interactive Bulgaria AD, listed on the Bulgarian Stock Exchange, and oversees MBS Trade AD, the exclusive supplier of Sport Screen LED displays for the Bulgarian Football League.

One of his most notable ventures is the International Leisure Project AD, an entertainment complex within the five-star Grand Hotel Millennium Sofia, featuring restaurants, a club, and a casino that bring world-class leisure to Bulgaria's capital.

Meanwhile, through Palms Travel, Milo has built a niche in luxury tourism, providing bespoke services for celebrities and high-net-worth individuals. With an office in Dubai, this branch bridges Eastern Europe with the Middle East, perfectly reflecting his global outlook.

Palms World has also sponsored cultural showcases that connect markets and traditions. Among them, a Sofia fashion show by Lebanese designer Walid Atallah highlighted Milo's role as a cultural diplomat who brings together communities across continents.

In recent years, Milo has expanded his influence into the Middle East further, actively promoting Bulgarian business and culture in the UAE and Saudi Arabia. As a founder of the Bulgarian Business Council at Dubai Chambers, he has built platforms for bilateral cooperation and cross-border growth.

Beyond the boardroom, Milo is a passionate advocate for sport. As co-founder of the Sport in Bulgaria Foundation, he has dedicated resources to developing professional athletics and inspiring young athletes. His sponsorship of the Bulgarian Rhythmic Gymnastics Federation supported the nation's gold medal win at the Tokyo 2020 Olympics - a proud moment for Bulgaria and a testament to his belief in investing in excellence.

As general sponsor and supervisory board member of Levski Sofia, a football club with 111 years of history, Milo has supported its resurgence and also supported the Bulgarian Football Union's centennial celebrations, cementing his place as a patron of national sport.

Milo's passions also extend to culture. A pianist since childhood, he has nurtured



Bulgaria's identity through Palms Music, a label and production house. Among its notable works is the ballet *The Dream of Pilate*, inspired by Bulgakov's *The Master and Margarita*, with music by acclaimed composer Stefan Dimitrov. These projects reflect Milo's dual commitment: supporting Bulgarian artistry while ensuring it resonates on the world stage.

At the core of Milo's journey lies invention as he continues to innovate at the intersection of technology and lifestyle. His dual role as businessman and inventor reflects a restless curiosity and belief in practical creativity especially in ideas that solve problems, create opportunities, and build industries.

Asked about the key to his success, Milo often highlights perseverance, vision, and adaptability. This philosophy has guided him for decades and underscores his role as a global leader who is as comfortable in boardrooms as in concert halls or football stadiums.

Milo's story is one of relentless drive, innovation, and passion for excellence. He has consistently redefined boundaries, whether in technology, sport, culture, or international business.





In an era where many leaders specialize narrowly, Milo's breadth of achievement makes him extraordinary. He is an engineer who builds not only systems but opportunities; a businessman who sees markets not as borders but as bridges; and a cultural patron who understands that true leadership means giving back.

His journey is not simply about personal achievement but about elevating Bulgaria's presence on the global stage. By linking

the nation's business community with the Middle East, supporting athletes to win medals, and producing cultural works that resonate worldwide, Milo is carving a legacy far greater than business success alone.

For Global Trend Monitor readers, his journey is an inspiring reminder that the future is not only about predicting trends but about shaping them with courage, creativity, and conviction.

### LEADERSHIP QUOTE FROM MILO BORISSOV

"Sport and culture are not separate from business—they are the heartbeat of community. When you support them, you invest in the soul of a nation."



Hyundai Santa Fe Designer, Taewook Choi with WWCOTY judges in Korea



# DESIGNING THE FUTURE

*Taewook Choi's Vision of the All-New Hyundai Santa Fe*

— By Shereen Shabnam —

In an industry driven by innovation and bold reinvention, Taewook Choi, the creative force behind Hyundai's latest design evolution, has once again raised the bar with the all-new Santa Fe. As the exterior designer of one of the brand's most iconic SUVs, Choi blends rugged authenticity with refined sophistication, delivering a vehicle that speaks to both adventurers and urbanites alike. In a rare conversation during a recent visit to Korea, I spoke with Choi to uncover the story behind the dramatic transformation of the Santa Fe, a vehicle reimagined for a post-pandemic world.

For Taewook Choi, designing a new SUV isn't just about aesthetics but about rethinking space, purpose, and how people live. With the all-new Hyundai Santa Fe, Choi and his team embarked

on a journey that challenged convention, pushed design boundaries, and produced one of the boldest iterations of the model to date.

"COVID-19 changed everything," Choi reflects. "It wasn't just a backdrop to our work—it became central to how we approached this car." Unlike traditional design cycles that begin with the vehicle's exterior styling, the Santa Fe project started from the inside out. What Choi calls the "alpha space", a concept prioritizing cabin usability and passenger experience that drove the initial blueprint.

With a 50 mm longer wheelbase and a 25 mm increase in rear overhang, the SUV's interior became a sanctuary for families, adventurers, and commuters alike. Despite its larger form, the new

Santa Fe achieves a lower drag coefficient of just 0.29, a significant improvement over its predecessor's 0.33. "We wanted something that could blend into nature and the city," he explains. "A vehicle that feels equally confident scaling mountain paths or navigating metropolitan avenues."

Designing an SUV that merges visual impact with aerodynamic efficiency is no small feat. Choi admits that early on, technical and creative constraints made progress feel impossible. But through relentless collaboration with engineers, a new silhouette emerged, defined by a stretched profile, high hood, and a cabin that radiates strength and protection. "It's closer to the original spirit of an SUV," he says proudly. "One that doesn't shy away from its off-road roots."



One of the more unexpected stories behind the Santa Fe's redesign centers on a feature that began as an internal joke: the now-signature C-pillar handle.

Initially pitched in jest, the idea quickly gained traction for its practicality and uniqueness. Designed to help users access the roof for activities like picnics or camping, the handle became a symbol of the SUV's adventurous spirit.

"We spent hours perfecting the grip, the shape, and the strength as it can support up to 200 kilograms," Choi reveals. "What started as a playful idea became a defining feature. That's the beauty of innovation."

The emphasis on outdoor lifestyle shaped many aspects of the new Santa Fe. During the design process, words like "terrace" and "picnic" appeared repeatedly in brainstorming sessions. From the massive tailgate opening, one of the largest in its class, to functional elements that support camping or rooftop storage, every detail reflects a lifestyle-first philosophy.

Even the placement of the tail lamps, which sparked debate for being lower than expected, was a decision rooted in enhancing functionality over form.

"Of course, not everyone understood it at first," Choi admits. "But when you open that tailgate and realize what it enables, it all makes sense." The process wasn't without its technical hurdles. As the Santa Fe grew in size, balancing weight, strength, and airflow became critical.

"We had to make surfaces sleeker, more refined, even though the first impression is that of a bold, boxy SUV," he explains. The result is a design that's both commanding and efficient, a true reflection of what modern drivers want and need.

Beyond Santa Fe, Choi is already immersed in other major projects, including the complete redesign of the Hyundai Tucson and the Santa Fe facelift. But for now, it is the latest Santa Fe that stands as a testament to what's possible when imagination and engineering unite.

When asked about his personal favorite part of the design, Choi doesn't hesitate. "The side profile. It's clean, it's powerful, and it tells a story. It's not just another SUV—it's a statement." In that statement lies a deeper philosophy - one that places people, practicality, and progress at the heart of every curve and contour.

“WE DIDN'T START WITH THE EXTERIOR. WE STARTED WITH THE EXPERIENCE INSIDE. THE SANTA FE HAD TO FEEL EQUALLY AT HOME IN NATURE AND THE CITY. EVERY LINE WAS DRAWN WITH PURPOSE, BALANCING BOLD AESTHETICS WITH AERODYNAMIC PERFORMANCE.”

*Taewook Choi, Exterior Designer of the Hyundai Santa Fe*





# FROM CHARACTER TO LUXURY

## HAKAN OZEL

*Vice President Operations & General Manager, Shangri-La Dubai*

When people ask me what it takes to be successful in luxury businesses, one of the first answers that comes to my mind is “Giving a strong character to products and services”, as I consider my reply to this question. In other words, it is how the luxury product and service of the brand is perceived by the customers, and the manner they transfer this emotion to others.

The world of luxury is often defined by its lavishness, exclusivity, and the promise of an elevated experience. However, in an era where discerning travelers and consumers seek more than simply material abundance, true luxury exceeds price tags and exclusive materials. To stand out in today’s sophisticated market and particularly competition, luxury

products and services must possess something deeper: Character. The essence of character lies not just in what the product or service is, but in how it connects, inspires, and tells a compelling story. In other words, it is what customers and other parties remember and share when they talk about the products and services of the luxury organization.

### WHAT DEFINES CHARACTER IN LUXURY?

Character, in the context of luxury, refers to the unique personality, values, and emotional quality that a product or service carries and offers. It is the intangible element that makes the luxury product or experience memorable, desirable, and meaningful. While craftsmanship,

heritage, and quality remain core pillars as we always share, character is what transforms luxury from mere possession into a cherished relationship and further create memory to carry.

Character can be infused through thoughtful design choices, authentic storytelling, and a brand’s ability to evoke emotion, whether it is nostalgia, anticipation, pride, or even a sense of adventure. It is what turns a timepiece into an inheritance, a luxury hotel into a sanctuary, and haute couture into wearable art.

### STORYTELLING

At the heart of any luxury product or service with character lies a convincing



tale. Storytelling gives life to the luxury product and service. It infuses meaning into the tangible or intangible material. The origin of a diamond, the journey of a rare single malt whisky from cask to bottle, or the atelier secrets of a couture gown, all invite the consumer into a world where every detail is purposely made, and every chapter enriches the experience. Luxury brands have long understood the pull of heritage and it is truly amazing

### CRAFTSMANSHIP AND AUTHENTICITY

Impeccable craftsmanship is expected in luxury, but character is born from authenticity. Consumers are increasingly drawn to sincerity; products and services that stay true to their origins, that reflect genuine artistry rather than mass-produced product.

Consider the appeal of hand-stitched leather goods. The visible stitches, the delicate imperfections, and the tarnish or color lost that develops over time are all testaments to the artisan’s touch. They tell a story of human involvement, patience, and expertise. Similarly, a luxury resort that blends seamlessly into its natural surroundings, offering and

celebrating local culture and traditions, offers guests an authentic escape rather than an artificial paradise.

Authenticity also means transparency. The modern luxury consumer values knowing where their products come from, who made them, and how they were crafted or prepared. Sustainability, ethical sourcing, and social responsibility are no longer optional; they are essential elements of character.

### PERSONALIZATION AND EMOTIONAL CONNECTION

Luxury, at its best, is deeply personal. Giving character to a product or service often means tailoring it to individual desires and dreams. Personalized touches like monograms on luggage, bespoke fragrances, curated dining experiences make consumers feel seen, valued, and unique.

Beyond personalization, emotional connection is critical. A luxury hotel that anticipates and remembers a guest’s preferences, or a jeweler who crafts a ring to commemorate a meaningful milestone, creates bonds that go beyond the transactional. These gestures build

loyalty and transform customers into passionate advocates.

### DESIGN AND SENSORY EXPERIENCE

The physical design of luxury products and the environment in which services are delivered play significant roles in expressing character. A harmonious blend of form, function, and innovation tells a silent story, inviting tangible exploration and visual delight.

Materials chosen for their beauty and resilience, architectural spaces like in luxury hotels designed for tranquility or drama, and the choreography of service are opportunities to express the brand’s distinct personality, which is character. The scent in the hotel’s lobby, the texture of fine linens, the distinctive color or motives of the brand or its packaging that is recognized by all, and all other sensory details, meticulously curated, can leave lasting impressions and reinforce the desired identity.

### CONSISTENCY AND EVOLUTION

While luxury is rooted in tradition, character is revealed through thoughtful evolution. Iconic brands maintain consistency in their values and aesthetics but allow for innovation that keeps them relevant to the current age. The ability to adapt, to reinterpret heritage through the eyes of contemporary tastes, gives character depth and dimension.

Limited editions, collaborations with artists, and seasonal collections allow brands to experiment while honoring their core identity. The interplay between history and modernity is what keeps luxury dynamic and engaging.

### THE SOUL OF LUXURY

In a highly competitive marketplace, luxury products and services are challenged to rise above the simple extravagance. It is the presence of character, a blend of story, authenticity, emotion, physical delight, and consistent evolution that creates true appeal. Brands that invest in crafting a distinct personality for their offerings foster deeper relationships, inspire loyalty, and build legacies.

Ultimately, giving character to luxury is an art. It is about cultivating emotion, inviting connection, and crafting meaning. In doing so, brands and creators ensure that their products and services are not just coveted, but cherished, becoming part of the stories and lives of those who experience them.



# WHY AI NEEDS DIVERSE PERSPECTIVES - NOT JUST BIG ONES

*Helena Nimmo, Chief Information Officer at IFS*



Society stands at a turning point for Artificial Intelligence. The models we're building now will shape decision-making, productivity, and social systems for decades. But as we focus on making AI bigger, faster, and more powerful, we can't overlook a fundamental truth: progress depends just as much on who is shaping it as on what it can do.

Scale without diversity risks amplifying blind spots rather than eliminating them. If we want to build AI that truly works for everyone, we should broaden the perspectives feeding into these systems.

## AI ISN'T ALWAYS UNBIASED, BUT IT CAN BE

AI doesn't exist in isolation. It's shaped by the people who build it and the data we feed it learns from. That doesn't make it inherently flawed. But like any system, its outcomes reflect its inputs. When those inputs lack diversity, the results may fall short.

We've all seen what happens when technology isn't built with everyone in mind: facial recognition that struggles with people of colour, recruitment tools that favour CVs from male applicants, and healthcare algorithms that miss signs of illness in women.

But there's good news - these aren't unsolvable issues. Different types of AI offer real opportunities to build more inclusive systems. For example, explainable AI makes biases much easier to detect and correct. These human-in-the-loop approaches make sure that lived experience still plays a role in shaping outcomes.

When we bring in more voices - across genders, ethnicities, cultures, and socioeconomic backgrounds - we bring in more tangible value and experiences. Different perspectives mean different questions are asked. Assumptions get challenged. Edge cases get considered. Systems become more resilient, not because someone created a new algorithm, but because someone in the room had a different lived experience, the whole process becomes more inclusive.

Today, women currently make up less than 22% of AI professionals globally. That's a structural failure. It means we're missing a huge range of insight,

experience, and judgment from the systems shaping our future.

Thankfully, we have trailblazers like Dr. Timnit Gebru and Dr. Joy Buolamwini (founder of the Algorithmic Justice League) leading the way, calling out bias, demanding transparency, and proving that inclusive AI is powerful. But we need more like them, across all underrepresented groups in this field. We need entire ecosystems of talent from underrepresented communities to shape the direction of travel.

## THE PRODUCTIVITY PARADOX

With global populations projected to decline from 2080, productivity will become a defining challenge for many economies. This demographic shift means fewer workers supporting larger dependent populations, creating a productivity gap. AI will have to do some heavy lifting to fill the gap.

But that only works if AI is built to serve everyone. If the systems we rely on are designed for a narrow slice of the population, we will limit the gains before they start. An AI workforce that can't understand or accommodate diverse needs will create technological barriers to participation rather than remove them. We risk developing systems that work well for the dominant group who created them but exclude others from fully participating in the economy when we need everyone's contributions most.

In a future where human capital becomes increasingly scarce, companies that deploy AI systems capable of supporting diverse users will gain significant advantages. Diversity and inclusion are the foundations for innovation that works at scale.

Too much AI development happens in silos and echo chambers. But inclusive AI? That's the kind that adapts, evolves, and lifts everyone.

## WE NEED TO FIX THIS AT THE SOURCE, WHICH MEANS:

- Widening the talent pool by investing in education and pathways for underrepresented communities, including

women, ethnic minorities, neurodivergent individuals, and those living outside the major technology hubs

- Changing workplace culture by ensuring diverse voices are actively shaping the direction of travel, rather than just sitting in a cubicle

- Demanding transparency by holding developers and organizations accountable for how their systems are trained, tested, and deployed

- Giving platforms and power to those who've lived the realities AI too often misses

None of this is radical. Though it does require some commitment and a shift away from the idea that scale alone is the solution. Diverse teams are better at spotting and fixing biases in AI models than all-male, all-white engineers in Silicon Valley. None of this is about slowing progress - it's about accelerating in the right direction.

## BUILD IT TO LAST

It's time to move beyond the obsession with "large" AI: large language models, large datasets, and large investments. Intelligence, artificial or otherwise, doesn't come from size alone. It comes from perspective. From nuance. From context.

We can't fix what AI doesn't see. And it can't see what we don't teach AI to value.

This is about directing progress. Making sure that AI reflects the messy, diverse, complex reality it is meant to support. Because the alternative is scaling up systems that don't work for the majority of the population and still calling it innovation.

If we want to build genuinely transformative technology, we have to start with the people shaping it. This can't be the usual suspects with deep pockets and massive cloud credits, but the full range of human experience. The burden is on enterprises to invite these different opinions into the boardroom.

Let's stop pretending that "more data" will solve everything. Let's invite more people to help shape it. The future of AI depends on the perspectives we build into it today.





# HEALTH MEETS HIGH DESIGN

## A SPOTLIGHT ON ROZE BIOHEALTH CLINIC'S BIODENTAL PHILOSOPHY

— By Shereen Shabnam —

After a long trip from abroad, I arrived home to beautifully packed dental products from ROZE Biohealth Clinic and intrigued, delved further into their presence in Dubai and what they offer as services. In a city known for setting new standards in luxury and wellness, it became obvious that ROZE Biohealth is where science, sustainability, and sophistication converge. With three beautifully designed clinics in DIFC, Jumeirah and the Greens, ROZE Biohealth

as a wellness sanctuary redefines what it means to visit the dentist or for other self care treatments.

At the forefront of their philosophy is BioDental, a cutting-edge, holistic approach to oral care that goes far beyond the conventional. Designed for discerning patients who seek advanced solutions rooted in biocompatibility and natural healing, Roze Biohealth's BioDental treatments embody the clinic's

mission: to treat the mouth as the mirror of the body.

Gone are the days of sterile clinical visits as from what I discovered, at ROZE, every appointment is a curated wellness experience. The moment you walk in, you are welcomed into an atmosphere that feels more like a contemporary spa than a dental clinic. Calming interiors, state-of-the-art technology, and a team of specialists trained in biological dentistry



ensure that each treatment is not only effective but entirely bespoke.

What sets BioDental apart is its focus on non-toxic materials, minimally invasive techniques, and the restoration of natural balance. Procedures such as ceramic implants, ozone therapy, and safe mercury removal are thoughtfully applied with the body's immune system in mind, eliminating potential stressors and optimizing long-term health.

ROZE promises that even a routine filling becomes a conscious act of wellness. Their use of bio-compatible materials ensures that no foreign element disrupts the body's natural rhythm. Patients are guided through detailed assessments that include everything from oral

microbiome testing to digital imaging, all without radiation exposure thanks to innovative scanning systems.

Having experienced their dental products firsthand, I can attest to their quality and efficacy. From remineralizing toothpastes and toothbrushes that I received, each product reflects the clinic's commitment to purity and performance. They don't just clean but they heal, restore, and protect, leaving the teeth and gums feeling revitalized and they offer an experience that is as restorative as it is refined.

In a world where luxury is being redefined as intelligent, intentional, and integrative, ROZE Biohealth Clinic is undoubtedly ahead of the curve.







## FORTINET EXPANDS FORTICLOUD WITH IDENTITY, SECURE STORAGE, AND COMMUNICATION SERVICES TO POWER THE MODERN ENTERPRISE

*New services enhance identity management, secure file storage and recovery, and communication, advancing the Fortinet Security Fabric and global cloud network vision*

Fortinet® (NASDAQ: FTNT), the global cybersecurity leader driving the convergence of networking and security, today announced a major expansion of FortiCloud, its global cloud infrastructure. The latest release introduces FortiIdentity, designed for cloud-delivered identity management for hybrid teams and two new beta services, FortiDrive and FortiConnect, to provide enterprise-grade secure storage and protected communications. Each service is tightly integrated into the Fortinet Security Fabric, giving organizations security-native alternatives to point products often dependent on bolt-on security.

“FortiIdentity, FortiDrive, and FortiConnect, are key milestones in our vision to build a unified global cloud network that brings enterprise-grade security directly into the way teams manage access, store, share, and communicate,” said Michael Xie, Founder, President, and Chief Technology Officer at Fortinet.

“These new services extend the power of the Fortinet Security Fabric into everyday productivity and access control, reinforcing our strategy to simplify security operations, reduce vendor sprawl, and empower hybrid work at scale.”

### INTEGRATED INNOVATION BACKED BY GLOBAL INFRASTRUCTURE

This announcement builds on Fortinet’s continued investment in its global hybrid-cloud infrastructure, including company-owned data centers in Atlanta, Chicago, New York, Plano, Frankfurt, Sydney, and Torija (Spain). These facilities are strategically designed to deliver low-latency services and support regional demand, combining compute, storage and recovery, and security capabilities. Fortinet also addresses growing data sovereignty requirements by enabling

organizations to keep data local through its globally distributed infrastructure.

Complementing these investments, Fortinet leverages over 160 points of presence (POPs) through providers like Google Cloud, AWS, and Digital Realty to ensure secure, high-performance delivery of edge services. Fortinet also delivers a broad range of services made available across cloud marketplaces that include AWS, Azure, and Google Cloud, enabling organizations to benefit from greater service resiliency, geographic flexibility, and seamless access to Fortinet’s cloud-delivered security offerings wherever they operate.

### FORTICLOUD SECURITY-NATIVE SERVICES FOR THE MODERN ENTERPRISE

With this expansion, Fortinet furthers its strategy of delivering a unified platform that enables organizations to consolidate tools, enhance security posture, and reduce total cost of ownership. The growing FortiCloud service portfolio now includes three new security-native services designed for today’s hybrid workforce:

#### FORTIIDENTITY

A long-established Fortinet identity and access management (IAM) solution, now delivered from FortiCloud, offers enterprises a full-featured, cloud-native approach to secure identity management. It provides secure single sign-on (SSO), multifactor authentication (MFA), FIDO2 passkeys, and identity federation across Fortinet and third-party applications without the need for additional hardware or software.

With support for FortiToken Mobile, FIDO2 passkeys, and SAML/OIDC standards, FortiIdentity simplifies identity administration and scales easily to meet enterprise and MSSP requirements. The addition of FortiPAM-as-a-Service as a module of FortiIdentity provides continuous zero-trust network access (ZTNA) checks needed to protect privileged access to the IT environment.

#### FORTIDRIVE

A secure file storage and collaboration solution that protects sensitive data at rest and in transit. Featuring advanced encryption and granular access controls, FortiDrive enables teams to store and manage content safely. Real-time collaboration capabilities allow users to co-edit and share files and folders with colleagues or partners. Built-in version history ensures changes are tracked and can be easily rolled back if needed. FortiDrive also includes site management functionality to help organize content by team or project, along with policy-based compliance enforcement through role-based access control and least-privilege principles.



Michael Xie, Founder, President, and Chief Technology Officer at Fortinet

#### FORTICONNECT

A unified communication platform that integrates seamlessly with FortiDrive, enabling secure calling, messaging, meetings, and file sharing from anywhere. It delivers an intuitive collaboration experience underpinned by FortiGuard Labs AI-powered threat intelligence, ensuring communications are protected against evolving cyberthreats.

All three services are natively integrated into the Fortinet Security Fabric, providing centralized visibility, consistent policy enforcement, and real-time threat protection across users, devices, applications, data, and AI agents.

### CONTINUED GLOBAL INVESTMENT

Fortinet’s ongoing investment in global cloud infrastructure empowers its platform strategy and commitment to delivering security with the best application experience possible, wherever customers operate. In addition to new POPs, Fortinet’s hybrid-cloud model allows customers to access an expanding

range of services, including FortiSASE, FortiAppSec, FortiCNAPP, FortiSOC, FortiMail, and FortiAIOps, through the FortiCloud centralized portal.

### DELIVERING UNIFIED, SCALABLE SECURITY THROUGH THE FORTICLOUD PLATFORM

These new services delivered via FortiCloud reflect Fortinet’s commitment to simplifying and securing hybrid operations with a unified, cloud-native platform. With a unified platform approach, centralized policy enforcement, and AI-powered threat intelligence, FortiCloud empowers organizations to optimize costs while reducing operational complexity, improve visibility, and protect data and users across distributed environments.

Whether securing access, applications, or infrastructure, Fortinet continues to drive security transformation by making cloud security more simple, cost-effective, and natively integrated into the enterprise.



# NIST'S DNS SECURITY UPDATE

## *Why Achieving Stronger DNS Security Needs a Global Approach*

*By: Titilayo Shodiya, Public Policy Technical Manager, Infoblox*

The National Institute of Standards and Technology (NIST) has released an updated draft of its Secure Domain Name System (DNS) Deployment Guide (Special Publication 800-81, Revision 3) – a move being welcomed by cybersecurity experts worldwide. This update is a positive, timely recognition of DNS as a foundational layer of security control for enterprises and national cybersecurity.

It signals NIST's commitment to bolster the trustworthiness of the global DNS through open consultation and expert input. The new guidance aligns with Europe's cybersecurity priorities under the NIS2 Directive. In an era when cyber threats are borderless, unified global standards for DNS security are more important than ever. This blog post/article examines how NIST's updated guide aligns with EU, and why collaborative, industry-driven standards benefit society at large.

### WHAT NIST 800-81 REV.3 SAYS

The updated SP 800-81 reframes DNS as a security and compliance mechanism. Traditionally viewed as infrastructure, DNS is now recognized as a strategic layer within Zero Trust and defense-in-depth architectures. This expanded view elevates DNS security from a technical niche to a pillar of cyber resilience.

### DNS SECURITY IS REDEFINED AS A THREE-PILLAR SYSTEM:

1. Employing Protective DNS
2. Protecting the DNS Protocol
3. Protecting the DNS Service & Infrastructure

#### 1. EMPLOYING PROTECTIVE DNS

Protective DNS is a DNS service enhanced with security capabilities to analyze DNS queries and responses and take action to mitigate threats. DNS, as a security control point, is not limited to any single type of threat, unlike other mechanisms in the security stack.

It can protect users and organizations from scams, credential theft, ransomware, and data exfiltration. This approach requires threat intelligence and the ability to integrate that into the DNS resolver.



Threat Intelligence is leveraged in a DNS infrastructure via mechanisms, such as Response Policy Zones (RPZ), and can be seamlessly integrated into the DNS resolution chain via a number of architectures.

Therefore, the consumption and deployment of Threat Intelligence needs to be considered as part of any Protective DNS deployment. Protective DNS can be provided as a service from a vendor, deployed on internal DNS infrastructure, or a combination of the two.

There are potential benefits to using a combination of externally provided Protective DNS with internally deployed Protective DNS.

While this approach may not be applicable in all cases, this combined hybrid scheme should be utilized where feasible.

In the event of a cyber-attack, mapping an IP address to the compromised asset, specifically at the time of the attack, requires tracking key attributable metadata on a real-time basis, together along with a history of its allocation to each asset and resource such as DHCP lease history.

To ensure rapid notification of queries that might indicate infection or malicious activity, organizations should integrate Protective DNS logs from their name servers or their

secure recursive DNS service with their SIEM or log analysis platform.

The benefits of employing Protective DNS are both immediate and far-reaching, offering critical early detection and automated defense against emerging threats. A recent real-world example illustrates this well: In 2024, the US Cybersecurity authority, CISA, issued an urgent advisory about a ransomware campaign targeting nearly 100 healthcare organizations and compromising the data of millions.

As part of the attack, the threat actors used two malicious domains to communicate with their command-and-control (C2) infrastructure. Organizations with advanced protective DNS solutions had detected and automatically blocked communication attempts to those malicious domains days and months before the advisory was issued.

This early interception prevented an attempted data exfiltration before any damage could occur, demonstrating the critical role of Protective DNS in preemptive defense.

### 2. PROTECTING THE DNS PROTOCOL

DNS is a fundamental network service, and as such, must be left open to enable Internet connections. As a result, it has been used by threat actors as a strategic vehicle to send malware and conduct data exfiltration, command and control (C2), etc. To protect against these threats, organizations should:

- Protect internal and external authoritative and recursive DNS services against threats by using technology such as DNSSEC (DNS Security Extension) and TSIG
- Encrypt DNS traffic, both internal and external, wherever feasible
- Ensure organizations maintain DNS hygiene to monitor and validate the integrity of their public domains

Encrypted DNS is crucial for enhancing online privacy and security. Encryption helps protect sensitive information from being exposed or manipulated and reduces the risk of attacks (e.g., DNS spoofing, man-in-the-middle attacks).

However, Encrypted DNS introduces additional overhead, particularly on name servers, because of the need to perform encryption and decryption when sending and receiving DNS messages, respectively. Organizations should anticipate this and ensure that their name servers have sufficient resources to handle their query load before

beginning any widespread deployment of Encrypted DNS.

In addition, organizations should adopt DNS hygiene best practices. Threat actors can exploit misconfiguration and lapsed domain/DNS resolver registration to launch attacks by leveraging dangling CNAME, lame delegation and look-alike domains.

Organizations should implement robust processes to continuously monitor and validate the integrity of their public domains and take steps to raise the visibility of attempts to impersonate domains owned by the organization.

DNS hygiene is critical not only in the private sector but also within government organizations, where the consequences of misconfiguration can be severe. One example involves the United States Centers for Disease Control and Prevention (CDC), which fell victim to a dangling CNAME attack.

After the original website was shut down, the subdomain registration under 'cdc.gov' expired. An attacker noticed this lapse and registered the abandoned subdomain. No sophisticated hacking was required, the attacker simply inserted their own content under the CDC's domain, highlighting the ease with which attackers can exploit poor DNS hygiene and the reputational risks it can cause.

### 3. PROTECTING THE DNS SERVICE AND INFRASTRUCTURE

DNS software must run on some existing host platform. A compromise of such platform results in a potential compromise of the DNS service, which can cascade into significant operational failures or loss of integrity and confidentiality. To ensure cyber resiliency it is recommended to limit the coexistence of multiple mission critical services on a single system. This separation of duties will ensure the highest possible resilience in the case of a cyber event.

Hence, it is recommended that the infrastructure hosting DNS services be dedicated to that task and hardened for this purpose to reduce the attack surface and ensure that adequate system resources are available to the DNS service. This may be easier to accomplish on purpose-built DNS services, either as-a-service or via virtual or physical appliances.

The risks of running DNS services on shared or vulnerable infrastructure are not theoretical. In 2024, thousands of IT executives were confronted with widespread business disruptions after a faulty software update crippled millions of Windows servers—many

of which also hosted DNS services.

The result was a global business outage: DNS failures took entire networks offline, causing widespread service disruptions that lasted for hours. This incident underscores the critical need to host DNS services on dedicated, hardened infrastructure to avoid cascading failures and maintain business continuity during unexpected events.

### A COLLABORATIVE MOVE TOWARD STRONGER DNS SECURITY

NIST's revised DNS deployment guide comes after years of evolving threats and lessons learned in DNS operations. By updating its guidance, NIST is responding to real-world industry input and technological change. DNS is a core internet service, and securing it requires consensus on best practices across different sectors and regions. Rather than any single country or region dictating the rules, global DNS standards are being shaped by a broad community of experts.

The updated NIST guide reflects input from practitioners and researchers around the world, ensuring that the recommendations are informed by what works best in practice, not just in one jurisdiction. This collaborative development process helps legitimize global guidance.

### CONCLUSION

NIST's updated Secure DNS Deployment Guide is a welcome development for the global cybersecurity community. It underscores that to secure a cross-border technology like DNS, the best path forward is through collaboration and shared expertise.

This is a part of an evolving global standard shaped by contributions from many stakeholders. The alignment with the EU's NIS2 Directive will highlight a consensus on what needs to be done to protect our collective digital infrastructure.

Ultimately, securing DNS is a shared responsibility. By adopting unified global standards based on best practices, we make the entire internet ecosystem safer and more resilient. NIST's responsive update is a positive step in this journey.

It reminds us that when experts unite across borders, we can raise the security bar for everyone. In welcoming NIST's effort, we also renew our commitment in Europe to work hand-in-hand with global partners, ensuring that networks remain secure, reliable, and worthy of the trust that billions of users place in it every day.





# CONFIDENT UNTIL CRISIS

*Are Organizations Pulling the Wool Over Their Own Eyes When It Comes to Data Resilience?*

*By: Tim Pfaelzer, Senior Vice President & General EMEA Manager at Veeam*

For too long, business leaders have viewed their organization's data resilience from afar, relying on theoretical plans and a checklist mindset. This 2D perspective - where technical measures are simply ticked off a to-do list - fails to capture the full, real-world cross-organizational complexity of cyber threats. Ransomware, in particular, cannot be fully simulated on paper.

This mentality has led to a dangerous false sense of security. Veeam research shows that more than 30% of organizations believe they are more resilient than they actually are. While they may have the right pieces in place, unless these elements work together in a rigorously tested, real-world incident response plan, they risk being exposed when a true crisis hits.

With 69% of organizations having faced a ransomware threat in the past year, the time for blind confidence is over. Leaders must remove the wool from their eyes and take meaningful, proactive action.

## FALSE CONFIDENCE, REAL CONSEQUENCES

Data resilience can be deceptively complex, and gaps often remain hidden until it's too late. Many organizations fall into the trap of believing they are prepared, only to find out otherwise under attack. Of the organizations that fell victim to ransomware last year, 69% thought they were prepared beforehand. After experiencing an attack, confidence in their preparedness dropped by more than 20%.

Although the majority of organizations had a ransomware playbook, less than half included essential technical components such as

backup copies and containment or isolation plans. On the surface, everything may have appeared in order - but a closer inspection revealed significant vulnerabilities.

The consequences of misplaced confidence are severe. Only 10.5% of organizations were able to successfully recover following a ransomware attack last year, leading to major business and operational impacts. The recent M&S ransomware incident is a high-profile example, causing not only service outages for customers but also an estimated £300 million hit to trading profits.

## THE EVOLVING THREAT LANDSCAPE

Some organizations may have hoped that the disruption of major ransomware groups like BlackCat and LockBit by law enforcement would make the threat landscape easier to navigate. In reality, the threat has not diminished - it has evolved. Smaller groups and "lone wolves" have quickly filled the gap, bringing new methods and tactics that further challenge organizational resilience.

## FROM 2D TO 3D: THE PATH TO TRUE RESILIENCE

Regardless of how confident an organization may be in its data resilience, a deeper, more critical examination of its ransomware playbooks is essential. It is no longer safe to assume that what works on paper will hold up under real-life duress. Leaders must move from a flat, 2D perspective to a dynamic, 3D approach.

Start with the big picture: Do you know what data you need to protect and where

it resides? Are the key resilience measures, such as a predefined chain of command and regular backup verifications, in place? Drill down further: Are your security teams up to date on the latest attack trends? With 89% of organizations reporting their backup repositories targeted by threat actors, ensuring redundancy for your backups is now critical.

Plugging the gaps is only the beginning. Organizations must stress-test their incident response plans with real-world simulations. It's not enough to rely on plan A - test plans B, C, D, and beyond, including scenarios where critical staff are unavailable or multiple crises occur simultaneously. This process often exposes blind spots that would go unnoticed in a theoretical plan.

## TURNING CONFIDENCE INTO CAPABILITY

Leveraging frameworks like the Veeam Data Resilience Maturity Model (DRMM), developed in partnership with McKinsey, can help organizations move beyond blind confidence. Our findings show that organizations with a high degree of data maturity recover from ransomware incidents seven times faster than their less mature counterparts, and experience three times less downtime.

By taking control of data resilience - grounded in rigorous testing, continuous improvement, and collective intelligence - organizations can replace blind confidence with real capability. In the current threat landscape, it's not a question of "if" your organization will be attacked, but "when". The best time to prepare is now - because in data resilience, only true readiness will make the difference.



# CAIRO

*Where Luxury, Art and Adventure Collide*

—— By Shereen Shabnam ——

Few destinations manage to merge ancient mystique with contemporary indulgence as seamlessly as Cairo. My recent journey to Egypt's capital was a sensory tapestry of history, culture, and adventure, each day unfolding like a new chapter in a story that felt both timeless and refreshingly modern.

Thanks to my host, I stayed at the Marriott Cairo Hotel, a landmark property that exudes old-world grandeur with all the comforts of five-star living. Nestled along the Nile, its lush gardens, opulent interiors, and impeccable service made it the perfect sanctuary in the heart of the city. Waking up to Nile views, with Cairo's energy just beyond the window, set the stage for an unforgettable exploration.

## IMMERSED IN ART & HERITAGE

The cultural heartbeat of Cairo is impossible to miss. I began with the Grand Egyptian Museum, an awe-inspiring architectural

masterpiece set near the Pyramids of Giza. While still opening in phases, its vast galleries housing treasures—including the complete Tutankhamun collection—left me spellbound.

Equally fascinating was my time at Darb 1718, a vibrant contemporary art center tucked into Old Cairo. Between its edgy galleries, open-air cinema, and artist spaces, the atmosphere was alive with creativity—a modern counterpoint to the city's ancient marvels. I also immersed myself in Cairo's other gems, from the Egyptian Museum's classic collections to the stunningly curated Royal Mummies Hall at the National Museum of Egyptian Civilization.

## ADVENTURES IN STYLE

No visit to Cairo is complete without the Pyramids of Giza, and I experienced them in the most exhilarating way—on a sunset camel ride. The golden light spilling across the desert sands and casting long shadows over the pyramids was unforgettable.

The Nile, of course, was a constant companion. I enjoyed both a leisurely felucca sail at sunset and an evening aboard a luxury dinner cruise, each moment defined by the elegance of Cairo's most iconic waterway.

## OLD MEETS NEW

Exploring the Citadel, wandering the mosques and madrasas of Islamic Cairo, and stepping into the Coptic Museum offered a deep dive into Egypt's layered history. Between these explorations, I indulged in Cairo's thriving design scene in Downtown, where boutique galleries and concept stores reflect the city's creative revival. Evenings often ended with refined dining and cocktails, surrounded by art, music, and the hum of a city that never sleeps.

## A JOURNEY TO REMEMBER

Cairo surprised me with its ability to be many things at once: ancient and contemporary,



tranquil and thrilling, luxurious yet authentic. From the grandeur of its monuments to the intimacy of its art hubs, every moment felt curated for travelers who seek not just to see a destination but to feel it.

Although I was there to interview a business personality, I am grateful I was able to see and experience so much of the city. As I left Cairo, I carried with me not only photographs and souvenirs but also a profound appreciation of Cairo's ability to balance luxury, art, and adventure in one seamless experience.

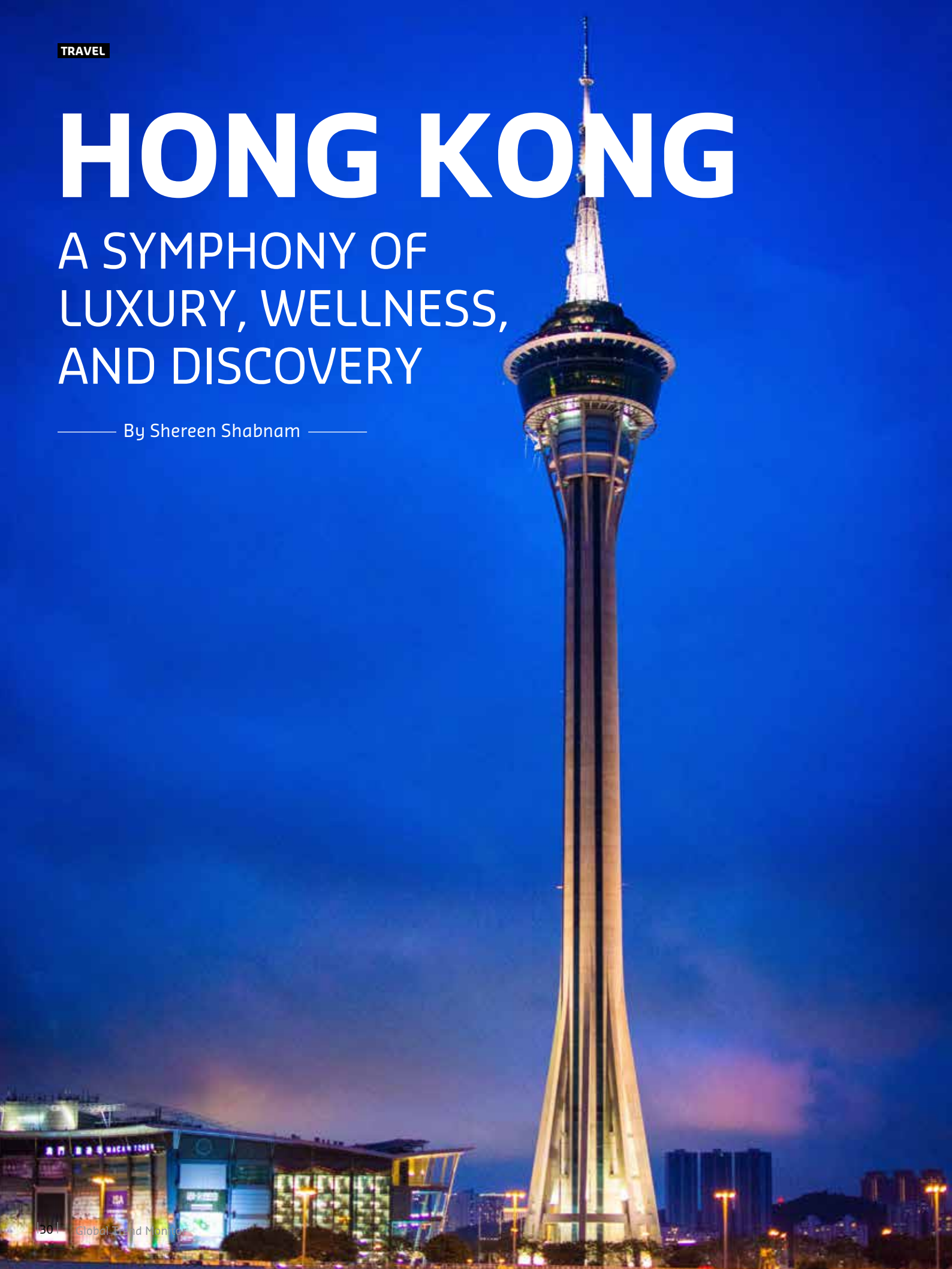




# HONG KONG

## A SYMPHONY OF LUXURY, WELLNESS, AND DISCOVERY

By Shereen Shabnam



contemporary art destination that rivals any in the world, and at Tai Kwun, a former colonial police compound reimaged into a hub of galleries, design shops, and cafes.

Between exhibitions, I explored the boutiques of Central and Causeway Bay, where international luxury houses blend seamlessly with Hong Kong's own design talent. Shopping here isn't just retail – it is discovery, expression, and an adventure in style.

No trip to Hong Kong would be complete without a taste of its outdoors. After taking in breathtaking views of the South China Sea, I found myself on a luxury junk boat cruising Victoria Harbour at sunset as the city's skyline lit up in a spectacle of light and colour.

One of the highlights of my trip was a short ferry ride to Macau, often dubbed the "Las Vegas of the East." I had some work there which only took a day and then I set exploring. Beyond its glitzy casinos, I discovered the charm of its Portuguese heritage, pastel-coloured colonial squares, cobblestone streets, and UNESCO-listed sites. Between a decadent Portuguese lunch and a stroll along Senado Square, Macau proved to be the perfect complement to my Hong Kong journey.

As the ferry crossed back from Macau and the skyline of Hong Kong reappeared in the distance, I knew this was not just a trip, it was a journey of indulgence, discovery, and connection with a city that feels alive in every sense.

Hong Kong surprised me in how it balanced so many worlds with luxury and simplicity, tradition and modernity plus serenity and adventure. From wellness mornings to culinary nights, from art-filled afternoons to spontaneous escapes, the city unfolded like a symphony, each note adding depth to my experience.



Hong Kong has always fascinated me with its contrasts, where glass skyscrapers rise beside incense-filled temples, where bustling markets live harmoniously alongside Michelin-starred restaurants, and where luxury is not just about indulgence but about experiences that enrich every sense.

During a business trip where my actual destination was Macau via Hong Kong, I discovered a city that isn't just a destination, but a curated lifestyle. For all its high-octane pace, Hong Kong also embraces wellness. After my long flight, I indulged in a holistic spa ritual blending traditional Chinese medicine with modern therapies.

My highlight was a sunrise Tai Chi session along the Tsim Sha Tsui promenade, watching the city awaken to the soft rhythm of movement and breath. I was

so taken by it, my next purchase was a book on Tai Chi which still remains on my bookshelf. These moments of balance became the perfect counterpoint to the exhilarating rush of the city.

Hong Kong is every food lover's dream. I dined at every opportunity trying dim sum and savoured innovative Cantonese flavours around the city – as I was eating halal, I ate meat only in one place but still had a wholesome food experience based on seafood and vegetables. The charm also lay in street-level discoveries with bowls of steaming wonton noodles in tucked-away eateries, egg tarts still warm from the oven, and aromatic teas poured with reverence in traditional tea houses. Dining here is theatre, indulgence, and culture served on every plate.

I also immersed myself in the city's creative pulse at M+ Museum, a





# QE2 STAYCATION

*Sailing Through History Without Leaving Dubai*

— By Shereen Shabnam & Verna S. —

Some staycations transport you to another state of mind; others take you on a journey through time. Our recent escape aboard the Queen Elizabeth 2 (QE2) was very much the latter. It was a voyage into the golden age of maritime travel, right here in Dubai.

As we stepped aboard the QE2, now permanently docked at Mina Rashid, it felt less like checking into a hotel and more like walking into history. From the moment you enter the Midships Lobby, with its striking geometric patterns and original design details, the ship whispers stories of transatlantic glamour, royal visits, and the era when ocean liners were the ultimate symbol of sophistication.

Our room was one of the carefully restored suites, blending modern comfort with heritage charm. The porthole views of Dubai's skyline

provided a surreal reminder: We were still in the Emirates, though everything around is echoed of voyages across the Atlantic.

## THE QE2 HERITAGE TOUR

The highlight of our stay was undoubtedly the QE2 Heritage Tour. Led by a passionate guide, the tour took us through the ship's most iconic spaces, each with its own story. The Queens Room, with its avant-garde ceiling, still exudes an air of grandeur, while the preserved engine room and bridge revealed the heart and soul of this engineering marvel.

Walking the same corridors once graced by royalty, world leaders, and cultural icons was surreal. Every room, from the lounges to the dining halls, still carries the aura of a bygone era of sea travel, when design and detail mattered as much as speed and function.

## DINING WITH A STORY

Dining aboard the QE2 is an experience in itself. We both indulged in a leisurely meal at Lido, the all-day dining restaurant, where the nautical ambience paired beautifully with international cuisine.

For something quintessentially British, the Royal Afternoon Tea & Heritage Tour is unmissable—the delicate pastries, finger sandwiches, and fine teas served in the Queens Grill made us feel part of a long tradition of refined indulgence.

Later in the evening, a visit to The Golden Lion, Dubai's oldest pub, felt like stepping into a cosy slice of Britain. Between the hearty pub fare and the memorabilia lining the walls, it was easy to forget dinner but we persevered and enjoy a hearty meal after.



## A STAYCATION WITH SOUL

What sets the QE2 apart from any other staycation in Dubai is that it's not just about relaxation but more about immersion. Staying here is as much a cultural and historical experience as it is a luxurious escape. The ship is a living museum, but one you can sleep in, dine in, and explore at your own pace.

As we stood on the deck at sunset, watching the light fade across Mina Rashid, we thought about the countless journeys this

ship has made and the millions of memories created aboard her. Our own memory of this staycation now becomes part of that living legacy.

The QE2 is more than a floating hotel; it is a story anchored in Dubai's waters, inviting us all to rediscover the elegance of a bygone era. For travellers seeking something unique, an experience that blends heritage, design, and luxury, the QE2 offers a staycation like no other.





# THE MALL MINDSET

*New Study commissioned by Al Ghurair Centre shows how UAE Consumers are using malls in 2025*



A Nielsen-backed survey commissioned by Al Ghurair Centre has revealed compelling shifts in consumer behaviour and the motivations that draw visitors to shopping malls in Dubai. The findings highlight a subtle yet significant cultural evolution in how malls are used in 2025, going beyond retail destinations and becoming embedded in the weekly routine of city residents.

The insights, drawn from more than 750 respondents, provide a fresh perspective on the role of malls in everyday urban life in the emirate, with food, flexibility, and familiarity emerging as defining factors shaping footfall. From midweek visits to longer dwell times and younger solo shoppers, the modern mall is evolving to meet changing demands and serve as a post-work retreat, experimental dining district, and all-encompassing space for everyday errands and social moments.

## DINING TAKES CENTRE STAGE

Some 97 per cent of mall visitors now cite food and beverage as a key reason for their visit, placing dining on par with traditional retail and grocery shopping in terms of draw. From catching up with friends over

a meal to culinary exploration, communal eating is driving footfall and prompting longer engagement in mall environments. In response, food halls are rising in popularity, offering a curated mix of cuisines and price points in a shared social setting that caters to diverse tastes and budgets.

## EVENINGS REMAIN THE PRIME TIME

The survey reveals that 76 per cent of visits occur between 5pm and midnight, with 32 per cent of respondents visiting at least once a week. This pattern suggests a shift from mall trips reserved for the weekend for family outings to being part of post-work and post-school routines, especially among residents living or working nearby. For many, malls have become the go-to space for winding down, grabbing a bite, or ticking off errands.

People Are Staying Longer – and Doing More Today's mall visit is a layered, multi-purpose experience. The average stay extends up to four hours, with visitors engaging across between two and seven outlets and purchasing up to five items per trip. These behaviours indicate a shift from task-driven

visits to a more destination-based experience where shopping, dining, leisure, and utility all overlap in a single outing.

## ZILLENNIALS LEAD THE MALL REVIVAL

The demographic story is just as telling with 46 per cent of visitors aged between 25-34 – the demographic colloquially referred to as 'Zillennials', a hybrid of Gen Z and Millennials. Interestingly, 23 per cent of them visit solo while 56 per cent discover malls through word of mouth over Instagram (45%) and Facebook (32%) respectively. This highlights the mall as a socially embedded, trusted space, especially among younger, digitally savvy residents who value both autonomy and in-person discovery.

The findings of the new Nielsen study, commissioned by Al Ghurair Centre, reinforce the idea that malls have evolved into living extensions of the communities they serve. With evolving preferences around time use, mobility, and shared experiences, mall environments that reflect these behaviours are best positioned for long-term relevance.

# CZECHIA'S SHOPPING SCENE STEPS INTO THE GULF SPOTLIGHT

*Fashion Arena Prague Outlet joins forces with VFS Global to promote premium retail experiences to Middle East travelers.*



Fashion Arena Prague Outlet, part of the VIA Outlets portfolio announces a new collaboration with VFS Global's Tourism Services Unit to jointly promote the outlet's appeal to travellers from the Gulf and Middle East region.

This partnership is designed to enhance awareness of Fashion Arena Prague Outlet as a preferred European shopping destination among GCC travellers. Offering over 200 international and Czech fashion brands with year-round discounts of 30%-70%, the outlet is conveniently located just 20 minutes from Prague's city centre. It operates seven days a week and provides a seamless shopping experience across fashion, sportswear, accessories, cosmetics, and home décor.

Through this collaboration, Fashion Arena Prague Outlet and VFS Global will work together on a coordinated promotional strategy that engages both travel trade professionals and consumers.

The joint efforts will include outreach to travel agents and tour operators across key Gulf cities through roadshows, trade workshops, and shared marketing initiatives. Travel partners will be supported with tailored incentives, VIP group access, and co-branded promotional opportunities.

Consumer-facing activities will focus on influencer-led campaigns, seasonal promotions, and curated shopping experiences that resonate with GCC travellers. These will be complemented by value-added

services such as extra discounts, dining vouchers, and VAT refund assistance to enrich the overall visitor experience.

This collaboration reflects a shared commitment to connecting GCC travellers with premium shopping experiences in Europe and to strengthening Czechia's positioning as a fashion and lifestyle destination.

Fashion Arena Prague Outlet is the largest outlet centre in the Czech Republic and a proud member of the VIA Outlets portfolio. Located just 20 minutes from Prague's city centre, it offers a premium shopping experience with over 200 international and Czech fashion brands for women, men, and children, including sportswear, accessories, cosmetics, and home décor.





## DUBAI PROPERTY MARKET SURGES WITH AED65 BILLION IN SALES

Dubai's real estate market has once again demonstrated its resilience and strength, posting the second-highest monthly performance on record in both value and volume. According to a market update by fām Properties, July delivered a total of 20,304 transactions worth AED65 billion, reflecting a 24.9% year-on-year increase in volume and a 29.5% rise in value.

The surge was driven primarily by apartment sales, which climbed to 16,272 deals worth AED32.2 billion, while the commercial segment saw the largest leap, soaring by nearly 58%. Villa transactions also held steady with AED19.3 billion in sales, and plot transactions contributed a further AED12 billion, highlighting the continued investor appetite for diversified property assets. The average price per square foot also rose by 9.5% to AED1,649.

Among the standout deals was a luxury apartment sold for AED174 million at Aman Residences, while Wadi Al Safa 3 emerged as the top performer in terms of value, and Al Barsha South Fourth led in transaction volume.



Sales figures have seen an extraordinary trajectory over the last five years, skyrocketing from AED4.5 billion in July 2020 to over AED50 billion in July 2024, according to DXBinteract data. Firas Al Msaddi, CEO of fām Properties, attributes this sustained momentum to investor confidence and smart regulation. "Dubai has shown it can sustain growth through different cycles," he said. "The

market continues to attract both local and international buyers seeking strong returns and lifestyle-driven investments."

With off-plan sales dominating at 71% of volume, developers are clearly capitalizing on the robust demand.

As July's figures confirm, Dubai's property market shows no signs of slowing down.



## ROSEWOOD TO MAKE LANDMARK DUBAI DEBUT WITH HOTEL AND RESIDENCES AT PENINSULA DUBAI

Dubai's luxury real estate and hospitality sectors are set to welcome a major addition with the announcement of Rosewood Hotels & Resorts' first property in the city. Scheduled to open in 2029, Rosewood Dubai and Rosewood Residences Dubai will anchor the Peninsula Dubai development, a flagship waterfront destination positioned to reshape the city's high-end property market.

The dual offering combines a 195-key ultra-luxury hotel with branded residences, including 63 apartments and five beachfront villas. The project spans more than 640,000 square feet and integrates seamlessly into its Jumeirah Beach location, offering sweeping views of Dubai's skyline. Designed to blend contemporary architecture with cultural influences, the development reflects a growing demand in Dubai for lifestyle-driven projects that merge hospitality, leisure, and residential living.

The hotel will feature private garden villas, a curated mix of dining destinations, a beach club, a wellness center, and cultural programming across art, music, and gastronomy. These elements align with a wider trend in Dubai where hotels are no longer stand-alone destinations but serve as community and cultural hubs.

The branded residences will extend that experience into daily life, with tailored amenities such as a spa, private cinema, library, lounge, and concierge services.



The introduction of Rosewood into Dubai underscores both the strength of the city's real estate market and its ability to attract globally recognized luxury brands. Branded residences, in particular, have become a defining feature of Dubai's property landscape, combining long-term investment appeal with lifestyle value.

According to market analysts, Dubai has emerged as one of the world's leading hubs for branded residential projects, driven by high-net-worth demand, international investor confidence, and the city's positioning as a global lifestyle capital.

Peninsula Dubai itself is part of a wave of ambitious waterfront masterplans designed

to elevate Dubai's global profile. Developments that combine luxury hospitality with residential ownership are increasingly sought after by investors and end-users alike, offering not just homes or hotel stays but a holistic experience of curated living. With the arrival of Rosewood, Peninsula Dubai is set to join the ranks of landmark lifestyle destinations shaping the emirate's next chapter of urban development.

As Dubai continues to see record growth across its real estate and tourism sectors, the opening of Rosewood Dubai will stand as both a symbol of the city's expanding global appeal and a benchmark for the evolving definition of luxury in the region.





## THE BOTREE - BOUTIQUE ELEGANCE IN THE HEART OF LONDON

London's hotel scene is no stranger to luxury, but The BoTree brings something entirely new: an intimate, personality-driven boutique stay rooted in the spirit of the neighborhoods it bridges.

Perfectly placed where Marylebone, Mayfair, and Soho meet, the hotel captures the best of three worlds—the timeless charm of Marylebone, the polish of Mayfair, and Soho's creative, dynamic energy, seamlessly woven into one distinctive address.

Location is part of The BoTree's allure. Just steps from Bond Street station and within easy reach of Hyde Park, The Royal Academy, and Buckingham Palace, it offers a sought-after base for discerning travelers who thrive on discovery. Yet, it's the atmosphere inside that truly makes this hotel stand out.

Designed by award-winning EPR Architects with interiors by Amsterdam-based Concrete, The BoTree is as bold and vibrant as its surroundings, alive with colour, texture, and detail. Playful yet sophisticated, the design



celebrates connection, creativity, and comfort in equal measure.

With 199 rooms and 30 suites, including 56 interconnecting options and 21 accessible rooms, The BoTree caters to every type of traveler—from solo adventurers to families exploring the city together. Each space is curated for how it makes you feel: calm, cared for, and effortlessly stylish. Expect eucalyptus Tencel bedding, vegan leather headboards, Jo Loves bath amenities, Dyson hair tools,

and even a 24-hour floor host, an intuitive modern-day butler who ensures every need is anticipated.

From the 20 sq.m. Superior Rooms to the expansive two-bedroom Marylebone Lane Suite with its private terrace, the accommodation balances high design with deeply thoughtful touches. Families, too, are well cared for with details like mini bathrobes, baby baths, toys, and child-friendly amenities that make younger guests feel just as special.

Beyond the rooms, The BoTree hums with a social, energetic vibe. LAVO, its signature restaurant, brings the flavors of the Italian coast to London with elegant dishes in a convivial setting, perfect for lingering over long lunches or celebratory dinners.

The BoTree Bar has fast become a neighborhood hotspot thanks to its kaleidoscope ceiling, curated cocktails, and lively calendar of events. For larger gatherings, the Ballroom and Screening Room provide elegant backdrops for everything from film nights to private celebrations.

More than just a hotel, The BoTree embodies the essence of its neighborhood: vibrant, inclusive, and inspiring. It is a place to rest, recharge, and reconnect, offering guests not only a luxurious stay but a spirited sense of belonging in the heart of London.





# ROLL INTO FLAVOUR

*Why Sumo Sushi & Bento Is the UAE's Go-To for Japanese Dining*

By Natasha Dury

For over two decades, Sumo Sushi & Bento has carved out a special place in the UAE's dining scene, becoming a household name for food lovers who crave Japanese cuisine with a creative twist. I have been visiting their Town Centre Outlet regularly over the last few years and since they will close for a small renovation soon, I am hoping to make the most of it by indulging in my favourite dishes there the next few weeks.

What makes Sumo so loved is not just its consistently fresh and flavorful dishes, but also its ability to balance tradition with innovation, creating a dining experience that feels both comforting and exciting.

The menu is a feast for all senses. Sushi rolls, artfully prepared and brimming with fresh ingredients, take center stage, from classics like the California Roll to house favorites such as Samurai, sushi sandwiches and Sweet Potato Crunch.

For those who prefer hearty meals, the bento boxes deliver the perfect balance, each one a well-rounded selection of rice, proteins, poke bowls and sides that highlight the art of Japanese dining.

Diners can also explore Sumo's wide choice of ramen dishes, which have become a signature favorite. With rich broths, perfectly cooked noodles, and a variety of toppings, each bowl is a warm embrace in a bowl, satisfying on every level.

But Sumo Sushi & Bento isn't just about food. It is about the experience. Guests can pair their meals with refreshing drinks that elevate the flavors of their dishes.

From chilled iced teas infused with fruity notes to creative mocktails, the beverage menu has something to quench every thirst. Seasonal specials add a splash of excitement to the lineup, ensuring there's always something new to discover on repeat visits.

What sets Sumo apart is its accessibility. It is a place where families, friends, and colleagues can gather, enjoy high-quality Japanese food, and feel at home. Regular promotions keep the experience rewarding, whether it's the much-loved weekday offers, monthly specials on signature rolls, or deals on delivery that make indulgence easy and affordable.



For anyone in search of a dining spot that blends authenticity, creativity, and great value, Sumo Sushi & Bento is the answer. Whether you are craving sushi, ramen, or simply a refreshing escape with friends, Sumo promises a meal that is as memorable as it is delicious.

With multiple outlets across Dubai and beyond, Sumo Sushi & Bento ensures that

great Japanese food is never far away. Each location in offers the same warm welcome, inviting ambiance, and culinary excellence that has made the brand a local favorite.

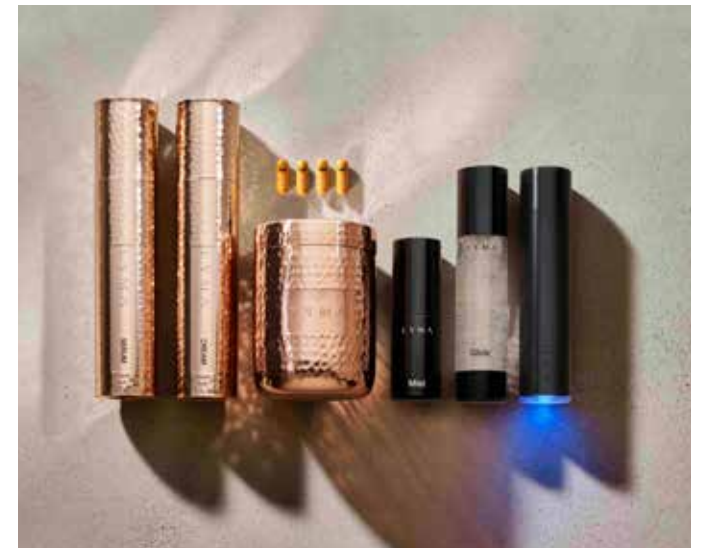
In Dubai, you can find Sumo Sushi & Bento in Dubai Media City, Town centre, JLT, Silicon Oasis, Al Murooj, Motor City and Mirdif Hills Avenue. There is also an outlet in Al Qasba Sharjah as well for sushi lovers.



# LYMA'S ULTIMATE SUMMER SKINCARE DUO

*Luxury, science, and wellness in perfect balance*

— Edited by Verna S. —



Your out-of-office may be on, but your skincare should never take a break. LYMA, the pioneer of luxury WellTech™, introduces a powerful pairing designed for the season: the LYMA Laser and LYMA Supplement. Together, they deliver a clinically proven routine that restores skin vitality, sustains energy, and helps you look and feel your best wherever the summer may take you.

At the centre of LYMA's innovation is the LYMA Laser, the first portable, clinic-grade device of its kind to be cleared by the FDA for home use. Unlike LED devices that only work on the skin's surface, the LYMA Laser uses cold, Low-Level Laser Therapy at 808nm with 500mW of power to penetrate into the dermis, stimulating skin cells at their source.

The result is a visible renewal of collagen, restored elasticity, and a soft reversal of ageing signs, all achieved without pain, downtime, or irritation. Originally developed

for medical healing, this advanced laser technology has been clinically validated through collaborations with Genemarkers and Imperial College London.

The studies revealed that the LYMA Laser activated forty-five repair-associated genes compared to just one gene with a standard LED device, confirming its superior efficacy at a cellular level. For summer skin challenged by UV exposure, shifting climates, and travel fatigue, it offers a powerful solution to calm inflammation, regulate pigmentation, and strengthen the skin barrier. TSA-approved, wireless, and suitable for all skin tones, it is the perfect companion for maintaining a radiant complexion on the move.

Completing the duo is the LYMA Supplement, a nutraceutical formula comprising eleven patented ingredients selected for their stability, bioavailability, and peer-reviewed effectiveness. Among them is ActivAMP®,

a breakthrough adaptogen derived from gynostemma pentaphyllum that activates the body's metabolic master switch, AMPK.

This enzyme plays a vital role in energy regulation, fat metabolism, and cellular efficiency, ensuring the body adapts smoothly to the demands of long summer days, late nights, and international travel. Clinical research has shown LYMA's formula to improve endurance, support cognitive clarity, and provide balanced energy throughout the day, making it an indispensable ally for those who live life at full pace.

Together, the LYMA Laser and Supplement represent the gold standard of non-invasive beauty and wellness. One rejuvenates the skin from the outside in, while the other optimises the body from the inside out, offering a synergy of radiance and vitality that redefines what modern luxury skincare can achieve.



# BOLD STATEMENTS AND EVERYDAY ICONS

*Zara's Latest Capsule and Seasonal Highlights*



Zara unveils SUEDE COLORAMA STUDIO, a limited-edition capsule that reimagines colour and craftsmanship in striking new ways. Available in select stores and online, the collection is a tactile celebration of individuality, crafted entirely from suede and infused with bold pigments that invite playful expression.

From earthy neutrals to vivid reds, electric violets, and sapphire blues, SUEDE COLORAMA STUDIO transforms colour into a fashion language. Pieces are designed to be touched, noticed, and remembered with elevated essentials that balance modernity with timeless appeal.

Standouts include a long V-neck dress with sculptural side cut-outs, a fringed skirt-and-top set that brings dynamic movement from day to night, and a sharply tailored

blazer softened by its refined suede finish. Accessories make their own statement with a supple shopper bag, the perfect tactile accent for tonal or colour-blocked styling.

This capsule is not about trends, but about icons—pieces that offer versatility, individuality, and presence whether worn head-to-toe or styled as hero moments within a wardrobe. Alongside the capsule, Zara introduces a refreshed seasonal mood across its wider collections.

Back to Work delivers effortless sophistication, anchored by a linen-blend halter-neck jumpsuit that offers structure with breathability, while a gold wrap shirt with subtle crossover details adds a polished touch of shine.

TRF Staples bring a contemporary edge to

everyday dressing, including a leather-effect bomber jacket and wide-leg jeans with an asymmetric crossover waistband—playful yet understated twists on familiar forms.

In New In, Zara explores texture and detail with pieces that move between easy elegance and statement style. Highlights include an embroidered linen-blend dress, a slit-hem printed midi, and a tie-dye tunic dress, each designed to embody a spirit of relaxed yet refined individuality.

Together, these drops embody Zara's talent for spanning the bold and the essential: limited-edition icons that spark conversation, and daily staples reimagined with a twist. It is a confident return to style, where experimentation meets wearability, and where the ordinary becomes extraordinary.



# A NEW CHAPTER OF ELEGANCE WITH FABULOUS STONE JEWELLERY

By Shereen Shabnam

I love to embrace artistic brilliance in all its forms and jewellery is one area I like to delve in, especially before an event. Nestled on the 4<sup>th</sup> floor of the Shangri-La Hotel, Fabulous Stone Jewellery has unveiled a new collection that once again reaffirms its reputation as a sanctuary of creativity, authenticity, and heartfelt artistry.

Naturally I was excited to check it out especially as I pass by the store every day when I go to my spa as a member of the health club at the hotel.

Every piece in this latest collection is more than a statement of elegance. It is a reflection of the vision and soul of its creators, Dr. Sundus Alagram and her husband, Falah. Together, they bring their unique synergy into each design, blending her refined artistic sensibility with his unwavering dedication and support. The result is jewellery that captures

not only the eye but also the imagination, with each gemstone radiating warmth, grace, and individuality.

Inspired by Dubai's energy and their deep-rooted heritage, the new collection embodies a harmony of tradition and modern sophistication. From luminous necklaces that glow with timeless allure to intricately detailed earrings and rings that speak of devotion and artistry, the designs echo a story of passion carefully crafted into every stone. Each piece feels intimate yet bold, delicate yet strong, an echo of the journey of the couple behind the brand.

Stepping into the boutique at Shangri-La is an experience in itself. Dr. Sundus and Falah welcome every guest with the warmth of old friends, inviting them to explore jewellery not as ornaments but as personal expressions of



beauty, emotion, and heritage. Their boutique radiates an inviting aura where creativity, hospitality, and artistry meet, offering visitors the chance to carry home jewellery with warm memories.

With this new collection, Fabulous Stone Jewellery once again redefines what it means to adorn oneself with beauty. It is not just about gemstones; it is about carrying a fragment of artistry, culture, and heartfelt craftsmanship. In a city famed for glamour, their work stands out for its sincerity and soul.

For those seeking jewellery that transcends trends and embodies authenticity, the new Fabulous Stone Jewellery collection awaits. With the lovely owners, it is an invitation to to enjoy Arabic coffee and embrace radiance redefined in forms of beautiful and colourful jewellery.







# AN ELEGANT EVOLUTION OF CREATIVE HOROLOGY MB&F UNVEILS SP ONE

— By Shereen Shabnam —

For two decades, MB&F has redefined watchmaking through audacity, invention, and boundary-pushing design. Known for timepieces that feel more like kinetic sculptures than traditional watches, the independent brand has surprised collectors yet again with a creation that is both unexpected and refined. The new Special Project One (SP One) marks the launch of a dedicated collection, sitting somewhere between the radical Horological Machines and the classical Legacy Machines, but carving out its own unique space.

Encased in a smooth 38mm pebble-shaped case, SP One represents MB&F's slimmest and smallest watch to date, yet it retains the house's unmistakable three dimensional spirit. Its architecture revolves around a striking trinity of floating elements - the barrel, the balance wheel, and the dial, seemingly levitating within an amphitheatre-like space.

Invisible sapphire domes reveal the suspended display, where the balance wheel performs its hypnotic oscillations, the tilted dial demonstrates MB&F's mastery of conical gearing, and the barrel holds its quiet power, all arranged in perfect symmetry.

The effect is as much theatre as horology, with the watch becoming a miniature stage for mechanical performance. Bridges are reduced to near invisibility, components tucked discreetly away, and screws hidden to amplify the sensation of weightlessness. Each of the three circles shares an identical circumference, creating both technical complexity and visual harmony.

This pursuit of equilibrium is at the heart of SP One. Early sketches dating back to 2018 reveal how MB&F sought to design a watch that whispered elegance rather than shouted spectacle. The concept was refined by watch designer Eric Giroud and engineered into reality with meticulous precision, preserving MB&F's avant-garde DNA while embracing a more understated aesthetic.

Finishing remains rooted in traditional craftsmanship: wheels are hand-angled, chatons polished, and surfaces alternating between satin, polished, and micro-blasted treatments.

The amphitheatre-like flange frames the movement like a spotlight, while the reverse side reveals the same artisanal detailing. Even the case lugs follow MB&F's signature pursuit of the unconventional, rising subtly from the lower case and creating a delicate separation that enhances the floating illusion.

Despite its slim profile, SP One is not about chasing the record for the world's thinnest watch. Instead, it is about balance, proportion, and tactile beauty. The case, bezel-free and organic, feels like a perfectly smoothed river stone, an object as satisfying to touch as it is to observe.

By introducing the SP One, MB&F proves that elegance can be as daring as extravagance. It is a watch that defies category, simultaneously classical and radical, refined yet provocative. A new chapter begins for MB&F, one that celebrates equilibrium while continuing the brand's fearless journey of creativity in mechanical art.





# GIFTS THAT GROW

## PLNTD AND MEANINGFUL GREEN GIFTING SETS

— By Verna S. —

Plntd is inviting the region to rethink how we give. Known for its quiet philosophy and considered approach to living with plants, the brand recently curated a collection of gifts that feel rooted, lasting, and designed for connection.

While flowers fade and typical gifts are soon forgotten, Plntd's offerings linger. A living plant becomes part of a home. A hand-crafted cup becomes part of a ritual. A candle lit after guests have gone becomes a reminder of shared laughter and full tables.

Each set blends greenery with simple pleasures and timeless rituals, curated not around trends, but around how Plntd wants people to feel.

• **The Gathering Set celebrates shared moments.** It includes rich date truffles, hand-crafted kahwa cups, a Bedouin Oud-scented candle, and a deck of calligraphy playing cards that capture the many levels of friendship, designed to spark joy and connection long after the coffee is poured.

• **The Up All Night Set pairs nature with intimacy.** Customers can choose a plant to match the mood, whether bold like the Bird of Paradise, calming like the Peace Lily, or grounding like the Snake Plant.

Accompanied by the "We're Not Really Strangers" card game, palo santo for clearing energy, and chocolate infused

with rose and sage, it's a gift for conversations that last until dawn.

• **The Meditate & Chill Set offers a slower ritual.** It begins with a sculptural, resilient plant, accompanied by a smudging kit, floral chocolate, and blooming jasmine tea that unfurls gently in hot water, like breath after a long day.

At the heart of every set is Plntd's belief in creating space, for calm, for connection, for care. Each gift comes beautifully wrapped and paired with Plntd's signature aftercare service, ensuring that true thoughtfulness lasts long after delivery.

plntd.





# SCENT AS A LANGUAGE

By Naila Rahim, Founder and CEO of Light of Sakina



In a world flooded with noise and distraction, there remains one subtle language that has spoken to the human soul for centuries - the language of scent. Scent is not just perfume, nor is it merely a pleasant trail we leave behind. Scent is a language - it is a healer, a guide, a traveller that moves across time, space, and memory, carrying us to places we long to return to or places we have yet to discover.

From ancient temples to sacred mosques, from Buddhist shrines to churches adorned with frankincense, scent has always held a revered place in the realm of the sacred. It weaves through every faith, every sacred practice. Here in the Middle East, we honour this legacy through Bukhoor, Attar & Perfume, a ritual that fills our homes and hearts with quiet remembrance and a return to presence.

But how often do we pause and ask ourselves, Why does this scent call to me? What is it stirring within me? Sometimes, a scent repels us because it awakens a memory we'd rather forget. Other times, we fall in love with a scent because it draws us closer to a feeling or a place we are longing for - an inner garden we yearn to step into.

At Light of Sakina, we often remind our customers: "The scent chooses you, just as your inner self chooses the scent." There is a quiet conversation unfolding, a metaphysical dance of atoms and memory, of intuition and desire. As you breathe in a fragrance, you are not just wearing it — you are inviting it to become part of your story.

We must never underestimate the power of this language. It is invisible yet transformative, bridging what is seen and unseen. Physically, scent moves through our space, enters our breath, and touches our mind and emotional core. Emotionally, it heals wounds, awakens memories, and expands our hearts.

This is why we always encourage people to hold an array of scents on their dresser or in the corners of their home. Let your inner self speak different dialects and your heart wander through gardens of oud, amber, musk, rose, and sandalwood, each scent an invitation to meet a different version of yourself.

In the end, scent is not a luxury - it is a meaningful essence. May we always listen to the quiet language it speaks, and may it guide us back to our memories.

Light of Sakina, founded and run entirely by women, is proud to offer its growing selection of signature perfumes. Crafted in Dubai using premium oil blends, Light of Sakina's fragrances are long-lasting, refined, and designed for everyday wear.

## AFRAH

A bright floral blend of Jasmine, Orange



Blossom, Ylang Ylang, and Musk. Light and joyful, perfect for daytime.

## NAIMA

Warm and sweet with Patchouli, Vanilla, Caramel, and Pear. A comforting, soft scent.

## HURRIYA

Fresh and empowering with White Gardenia, Musk, and Amber. A clean, elegant floral scent.

## SAFAA

Lavender, Oud, and Amber come together in this calming, smooth scent.

## BARAKA

A rich fusion of Amber, Agarwood, Musk, and Rose. Sophisticated and bold.

## KIAH

Fruity and playful with Peach, Apple Blossom, and Musk. Uplifting and lighthearted.

## SEHR

Deep and sensual with Saffron, Bergamot, and Agarwood. Ideal for evenings.

## FAJR

Delicate and fresh with Turkish Rose, Lychee, and White Musk. Perfect for a soft start to your day.

## EHSAAS GIFT SET

A trio of perfumes (Fajr, Kiah, Sehr) capturing morning to night moods.

## SAFAA GIFT SET

A calming fragrance set ideal for quiet moments and self-care.

Each perfume is designed to enhance your daily rituals with elegance and ease—including Afrah, Naima, Hurriya, Safaa, Baraka, and the best-selling Ehsaas Gift Set.





# TECHNOLOGY TRENDS

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

## HONOR 90 LITE 5G

The all-new HONOR 90 Lite 5G delivers style, power, and smart features at an unbeatable value, making it one of the most versatile smartphones in its class. Equipped with a 100MP Main Camera, immersive 6.7-inch FullView Display, and advanced AI tools for effortless photo and video creation, it is the perfect companion for today's content creators. With 5G connectivity, 8GB RAM boosted by HONOR RAM Turbo, and 256GB storage, users enjoy seamless performance and ample space for their media. Slim, lightweight, and available in Cyan Lake, Titanium Silver, and Midnight Black, the HONOR 90 Lite 5G combines durability, elegance, and innovation—offering UAE consumers premium experiences at just AED 899.



## ASUS XBOX ALLY AND ROG XBOX ALLY X

ASUS Republic of Gamers, in partnership with Xbox, has unveiled the groundbreaking ROG Xbox Ally and ROG Xbox Ally X handhelds, redefining portable gaming with console-grade performance and comfort. Featuring a redesigned chassis inspired by Xbox controllers, these devices deliver all-day ergonomics, immersive impulse triggers on the Ally X, and powerful next-gen AMD processors optimized for AAA and indie titles alike. Running on Windows 11 with a streamlined Xbox interface, they combine the best of PC and console gaming in one sleek device, offering seamless access to Game Pass and more. Expected to launch in the UAE later this year, the ROG Xbox Ally series sets a new standard for gaming on the go.

## SONY INZONE E9

Sony introduces the INZONE E9, a compact wired in-ear gaming headphone designed in collaboration with Fnatic to deliver the precision gamers demand. With a sealed body and interchangeable noise isolation foam or silicone hybrid tips, the E9 ensures superior passive noise reduction, allowing players to stay focused whether in the middle of a tournament or at home. Its lightweight, snug fit minimizes ear pressure for all-day comfort, while the INZONE Hub with USB-C audio box unlocks virtual 7.1 channel and 360 spatial sound for fully customizable, immersive audio. Engineered to catch every footstep, reload, and distant threat, the INZONE E9 sets a new benchmark for competitive gaming performance.



## TECNO POVA 7 5G

Engineered for gaming enthusiasts, the TECNO POVA 7 5G delivers powerhouse performance with its MTK D7300 chipset, 144Hz high refresh rate display, and support for up to 90 frames per second, ensuring fluid, seamless gameplay. With 256GB storage and 8GB RAM (expandable by an additional 8GB), plus an advanced 11-layer cooling system, the device is built to handle even the most demanding sessions. Unique features like Wireless Travail Mode 1.0 enable communication over distances of up to 800 meters, while 5.5G connectivity ensures smooth, reliable online play. Powering it all is a massive 6000mAh battery with 45W fast charging, 30W wireless charging, reverse wireless charging, and an included 5000mAh power bank, making the POVA 7 5G the ultimate gaming companion.



## LG'S EVO OLED AND QNED TVS

LG's latest Evo OLED and QNED TVs redefine premium viewing with revolutionary self-lit pixel technology, infinite contrast, and breathtaking color precision powered by advanced AI processors. Designed with ultra-slim profiles, wireless connectivity, and intelligent features like AI Picture Pro, AI Sound Pro, and ThinQ AI smart home integration, these TVs deliver stunning visuals, immersive sound, and effortless control—all while adding elegance to any living space. Whether for movies, gaming, or smart living, LG's Evo OLED and QNED lineup offers the perfect blend of performance, innovation, and style.







# HERITAGE MEETS INNOVATION IN THE ART OF TRAVEL

## Aviteur Debuts Travel Capsule Collection

— By Natasha Dury —



Aviteur, the luxury luggage and accessories house founded by Patricia Gucci, has unveiled its debut Travel Capsule Collection in the UAE, now showcased exclusively at Nous, Dubai Mall. The expansion into the Middle East marks a defining chapter in Aviteur's global journey, bringing its vision of elevated travel to one of the world's most cosmopolitan destinations.

At the heart of the collection is the all-new Carry-On 25, reimagined to meet the needs of today's discerning traveler, alongside three essential companions—the Weekender, Duffel, and Laptop Case. Produced in Italy, each piece reflects Aviteur's enduring philosophy: a seamless fusion of old-world craftsmanship and contemporary sophistication.

The Travel Capsule Collection is distinguished by its lightweight, aviation-grade polycarbonate shell wrapped in the finest Italian leather, lined with washable Alcantara, and finished with Aviteur's signature woven

rattan-inspired texture, a design that pays homage to the golden age of travel. Offered in two timeless palettes, Walnut and Black, the collection embodies understated luxury while ensuring enduring durability.

With presence in select destinations including Harrods, London, Just One Eye, Los Angeles, and Nous, Dubai, Aviteur is rapidly establishing itself as a destination brand for those who see travel not as movement, but as an art form.

Aviteur is a celebration of evolved craftsmanship, 100% Made in Italy, where heritage techniques meet cutting-edge innovation. Every piece is meticulously handcrafted to strike a balance between timeless artistry and contemporary function. More than luggage, Aviteur represents a statement of style, refinement, and sophistication, designed for the modern traveler who values both form and function in every journey.







# A GLOBAL STAGE FOR CONTEMPORARY ART

## Art Basel Miami Beach 2025

— By Shereen Shabnam —

Art Basel has announced the gallery line-up and key highlights for its 2025 Miami Beach edition, reaffirming its status as the leading international art fair in the Americas. From December 5–7, with VIP preview days on December 3 and 4, the Miami Beach Convention Center will once again host the art world's most anticipated meeting of minds, where collectors, curators, and creators converge to experience the very best of global artistic production.

This year's fair welcomes 281 premier galleries from 43 countries and territories,

including 41 first-time participants. More than two-thirds of these exhibitors operate within the Americas, reflecting Art Basel's deep engagement with the U.S., Latin America, and the Caribbean.

The event provides an unparalleled platform for discovering Modern masters, postwar icons, and cutting-edge contemporary voices, while foregrounding urgent themes shaping artistic practice across the Americas today. A particular focus will be placed on Latinx, Indigenous, and diasporic perspectives, underscoring Miami Beach's unique position

as a cultural crossroads between North and South America.

The international presence remains equally compelling, with nearly 100 exhibitors from Europe, Asia, and Africa. Notable participants include Cardi Gallery from Milan, Galerie Karsten Greve from Paris and Cologne, and Vedovi Gallery from Brussels. Galleries with a global footprint, such as Galleria Continua, with spaces in Rome, Beijing, Paris, and Dubai further emphasize the fair's cross-continental reach.



Art Basel Miami Beach continues to structure its presentation across distinctive exhibition sectors. The main Galleries sector anchors the fair with leading dealers presenting comprehensive programs.

Nova highlights works created within the last three years, Positions gives space to ambitious solo projects by emerging voices, and Survey presents practices of historical resonance. Together, these sectors provide a curated experience that bridges the historic

with the contemporary in a holistic journey for visitors.

This year also marks a milestone with the launch of the Art Basel Awards, the first global honors dedicated to excellence across the contemporary art ecosystem.

Presented in partnership with BOSS, the awards will recognize artists, curators, and innovators shaping the future of the art world. As always, Art Basel will activate the

wider Miami cultural landscape with an exceptional program of museum-quality exhibitions, public installations, and private collection tours. Institutions including the Bass Museum, Pérez Art Museum Miami, ICA Miami, and the Frost Art Museum will host major presentations, while private collections such as Rubell Museum, Margulies Collection, and El Espacio 23 will open their doors with landmark shows.

VIP guests will enjoy a series of curated experiences, from guided tours to exclusive gatherings across South Florida's cultural institutions. A new premium hospitality suite on the showfloor will debut this year, offering salon-style conversations, guided tours, and invitation-only programs for collectors at all stages of their journey.

Art Basel Miami Beach 2025 promises to be bold, rigorous, and deeply attuned to the artistic moment. By convening artists, galleries, institutions, and collectors from across the world, the fair reinforces Miami's role as a gateway between hemispheres.

With its new initiatives, expanded gallery footprint, and the inaugural Art Basel Awards, the 2025 edition will set a new benchmark for what an international art fair can achieve, a week where heritage and innovation meet, and where the global art community gathers to shape the future of contemporary culture.





# DESIGNING SERENITY

*Bathroom Trends 2025 by Villeroy & Boch and Ideal Standard*

— By Shereen Shabnam —

In a world increasingly shaped by shifting trends and fast-moving ideas, Villeroy & Boch and Ideal Standard are championing a different kind of statement for 2025: one that blends timeless design with thoughtful innovation. Guided by the creative visions of Gesa Hansen, Christian Haas, and Roberto Palomba, the brands present the bathroom as more than a utilitarian space.

As someone who spends over an hour with my steam, sauna, shower daily at my regular spa at Shangri-la Dubai, I am glad to see the bathroom recast as a sanctuary of well-being at home.

To me, the bathroom is a place that nurtures relaxation and these days, it also reflects the modern desire for quality, sustainability, and enduring style.

The Skyla collection by Villeroy & Boch embodies this approach. Its design language draws from nature, combining organic roundness with precise lines to create forms that feel both calming and contemporary.

Washbasins are defined by an elegant interplay of sharp edges and soft curves, a visual statement that is also practical: asymmetry provides a discreet storage surface while maintaining a fluid silhouette. The furniture complements this rhythm through recessed handles, clean front panels, and seamless transitions between basin and vanity, delivering a look that is cohesive and uncluttered.

Materials and colours play an equally vital role in shaping this atmosphere. As digital interactions dominate daily life, there is a

heightened craving for tactile experiences, and bathrooms are becoming sensory sanctuaries.

In Skyla and beyond, solid wood, polished tiles, and fine ceramics are celebrated for their natural beauty and longevity. Colour palettes lean away from stark contrasts, embracing instead the warmth of anthracite, sand, and earthy neutrals. These tones infuse interiors with depth and softness, giving rise to what designers are calling “warm minimalism”, a trend that balances understated luxury with emotional comfort.

Luxury itself is being redefined within this movement. Rather than chasing seasonal fads, the emphasis is on lasting elegance, products built to stand the test of time, and design that enhances daily rituals



while conserving resources. For Hansen, Haas, and Palomba, true sophistication lies in durability and authenticity, qualities that align with the rising global demand for sustainable living.

The bathroom of 2025 is not simply a functional room but a lived experience. Through collections like Skyla, Villeroy & Boch and Ideal Standard remind us that lasting design is not loud or fleeting. It is quiet, thoughtful, and enduring, a reflection of both personal style and collective values.





# REDEFINING THE ART OF LUXURY YACHTING

## *Majesty 100 Terrace*

— By Shereen Shabnam —

Gulf Craft's Majesty 100 Terrace has emerged as one of the most compelling yacht debuts in recent years, a bold reinvention of one of the UAE shipyard's most iconic models. First unveiled at the Cannes Yachting Festival, the 32.25-meter vessel immediately drew attention for its sculpted exterior, expansive interiors, and innovative design choices that set a new standard for contemporary yachting.

With the handover of its first hull, the Majesty 100 Terrace now begins its life at sea, heralding a new era in elevated cruising. At the heart of the design lies the feature that lends the yacht its name: a raised owner's terrace positioned at the bow, delivering sweeping 270-degree views and a sense of privacy rarely found in vessels under 40 meters.

This secluded retreat, equally suited for sunrise coffee or starlit dinners, underscores Gulf Craft's ability to deliver superyacht-level amenities within a more

agile profile. The Majesty 100 Terrace combines the intimacy of a personal yacht with the presence of a larger vessel, bringing together comfort, innovation, and craftsmanship in a single package.

Space has been masterfully configured to enhance both private living and social gatherings. Offering 199 gross tons of volume, the yacht features a full-beam owner's suite on the main deck and four additional cabins below, ensuring versatility for family or guests.

Entertainment is at the forefront of the design, with fold-down balconies expanding the aft cockpit by nearly 20 percent, a generous beach platform allowing direct access to the sea, and side decks that run the full beam of the yacht.

With its shallow draft, the Majesty 100 Terrace is able to access secluded bays and hidden anchorages that remain out of reach for larger superyachts, extending

its appeal to owners seeking both exploration and elegance.

Design innovation runs throughout the yacht. The repositioned wheelhouse makes room for a panoramic sky lounge with floor-to-ceiling windows, offering the atmosphere of a penthouse at sea. The garage door cleverly doubles as a flip-down seating area, transforming into a water-level lounge, while modular furniture allows seamless transitions between daytime relaxation and evening entertaining.

Inside, skylights, glass doors, and a sunlit stairwell dissolve boundaries between interior and exterior, while a palette of walnut wood, brushed brass, and marble enhances the refined atmosphere.

Performance has not been overlooked. With a fuel-efficient hull and advanced navigation systems, the Majesty 100 Terrace offers long-range cruising



capability while accommodating ten guests and six crew in comfort. At just over 105 feet, it strikes a balance between grandeur and agility, ensuring both statement-making presence and access to more intimate destinations.

The launch of this yacht signals not just another chapter for Gulf Craft but a leap forward for the industry. The Majesty 100 Terrace embodies the brand's forward-thinking approach, proving once again that the future of yachting is being shaped in the UAE. For its new owners, it represents the start of unforgettable journeys. For the market, it sets a bold new benchmark in luxury design at sea.







# ELEVATING TRAVEL WITH STYLE, COMFORT, AND EXCLUSIVE OFFERS

## *Etihad Airways*

— By Natasha Dury —

Flying with Etihad Airways is more than just a journey. It is an experience defined by elegance, comfort, and attention to detail that has made the UAE's national carrier one of the most admired airlines in the world.

Whether you are flying Economy, Business, or First, every step of your journey with Etihad is crafted to make travel feel effortless and inspiring, from the moment you step into the lounge at Abu Dhabi International Airport to the moment you arrive at your destination.

Now, Etihad Guest members have an even greater reason to book their next adventure. To celebrate the launch of 18

new destinations across four continents in 2025, Etihad has announced its biggest-ever GuestSeat sale.

For just 72 hours, from 31 August to 2 September, members can enjoy up to 50% off GuestSeat fares in Economy and 30% off in Business and First, with travel valid until 15 December 2025. This extraordinary offer opens the doors to more than 25,000 seats, giving travelers the chance to explore a world of new destinations at irresistible rates.

Imagine unwinding in the lush serenity of Krabi, arriving in style in one of Etihad's new luxury First Suites aboard the A321LR. Or perhaps discovering the vibrant streets

of Phnom Penh with Business Class fares starting from only 49,000 miles. For those who want to venture further east, Hong Kong is available from just 15,000 miles in Economy, while Addis Ababa in Ethiopia, a perfect choice for travelers with a love of culture and nature is yours to explore from just 6,500 miles.

With GuestSeats available on every Etihad flight, and even through more than 40 codeshare partners, these offers make ticking dream destinations off your bucket list more attainable than ever.

But what truly sets Etihad apart isn't only the destinations. It is the journey itself. The



airline is known worldwide for its service excellence, beautifully designed cabins, and innovative inflight experiences.

Even in Economy, travelers are treated to spacious seating, carefully curated dining, and entertainment options to suit every taste. Business and First Class elevate the journey further, with private suites, indulgent menus, and world-class hospitality that transforms the flight into an unforgettable experience.

The value of being an Etihad Guest member shines through in this campaign. With

the flexibility to book using miles, cash, or a combination of both, plus the ability to transfer in miles from more than 50 exchange partners, the program makes it easier than ever to turn loyalty into unforgettable travel moments. And with the GuestSeat structure aligning with commercial fares, members have more flexibility and control to tailor their bookings to their needs.

Etihad's new destinations include an exciting mix of cultural capitals, exotic escapes, and vibrant hubs such as Addis Ababa, Algiers, Chiang Mai, Hanoi, Hong Kong, Krabi, Medan, Peshawar, Phnom Penh, and Tunis.

Each offers a new adventure, whether it's savoring street food in Hanoi, exploring the beaches of Krabi, or tracing history through the ancient streets of Tunis.

For travelers who value comfort, reliability, and exceptional service, Etihad remains a natural choice. And with this unprecedented offer, now is the perfect time to discover the world in style while enjoying the benefits of being an Etihad Guest member.

*\*Natasha Dury is an avid traveller and Content Curator for the Global Aviation Updates platform.*







# CUTTING-EDGE DESIGN MEETS PURE ELECTRIC THRILL

## EXEED EXLANTIX ES

— By Shereen Shabnam —

In an era where speed and sustainability are seen as opposing forces, the EXLANTIX ES emerges as a rare masterpiece that unites both seamlessly.

With a silhouette shaped by wind and a soul driven by innovation, the ES captures the essence of futuristic mobility with bold styling, sports car-level acceleration, and an interior designed to awaken the senses.

For drivers seeking the perfect balance of aesthetic appeal and driving exhilaration,

the EXLANTIX ES redefines what a performance EV can be. We get a week with the car for a first hand experience and walk away impressed.

### EXTERIOR

The EXLANTIX ES commands attention with its avant-garde silhouette as every contour is sculpted not just for beauty, but for function. From the aggressive front fascia and signature lighting to the tapering fastback profile, the design is all about aerodynamic harmony.

Flush door handles, razor-sharp lines, and a poised stance give the ES an unmistakable road presence that feels more concept than production.

### INTERIOR

Slip inside and you're greeted by a cockpit that blends sportiness with serenity. The frameless doors open to reveal a minimalist yet immersive cabin, where design purity meets high-end materials.

A standout feature is the D-shaped steering wheel, offering a race-inspired



grip and precise control and this impressed my motor head child who was my passenger on most days. Every detail, from the seat bolstering to the digital interface, is tuned for a driver-centric experience. The ambient lighting, sculpted dash, and sleek controls all contribute to a futuristic, performance-first aesthetic.

### TECHNOLOGY

The ES doesn't just drive like the future—it thinks like it. Packed with next-gen tech, the interface is clean, intuitive, and fast. Expect seamless connectivity, AI-driven assistance, and adaptive systems that learn your preferences over time.

The infotainment system is likely to be anchored by a large, edge-to-edge display, while integrated safety features and intelligent driving aids ensure you remain confidently in command—whether navigating city streets or cruising open highways.

### PERFORMANCE

Underneath the sculpted body lies a beast waiting to be unleashed. With 0-100 km/h acceleration in just 4.6 seconds, the EXLANTIX ES isn't shy about its performance credentials. Precision handling, excellent weight distribution, and a low center of gravity translate into a responsive and thrilling drive.

Despite its speed, the ride is remarkably quiet and composed, offering a whisper-smooth glide thanks to its aerodynamic efficiency and advanced chassis tuning.



### OUR VERDICT

Driving the EXLANTIX ES was a memorable experience. From its trailblazing design to its razor-sharp performance, it ticks every box for the modern enthusiast looking to embrace electric without compromise.

With aesthetics that stir emotion and dynamics that deliver pure adrenaline, the ES firmly places itself in the upper echelon of future-ready performance vehicles.

A bold vision brought to life, this is electric performance, reimagined and I am still on a high driving a car that can give me range of over a 1000km and I can do my weekly trips to Abu Dhabi with zero guilt or worry about recharging on the trot. That is the biggest plus for this model in my view.



# EFFORTLESS POWER ON THE OPEN ROAD

## *Peugeot 5008 2025*

—— By Shereen Shabnam ——



On a recent road trip from Dubai to Abu Dhabi, we tested the all-new Peugeot 5008 that proved itself as more than just a family-friendly SUV.

With its bold styling, refined cabin, and advanced tech, this seven-seater delivered a smooth, comfortable, and confident drive across highways, making the journey as enjoyable as the destination.

We found Peugeot's flagship SUV blending French sophistication with practical

versatility, appealing to those who value elegance as much as performance.

### EXTERIOR

Peugeot 5008's design commands attention with its sharp lines, signature frameless grille, and sleek LED headlamps that integrate seamlessly into its aerodynamic silhouette.

The high stance, sculpted bodywork, and chrome accents emphasize both sportiness and elegance, while the

dynamic 19-inch alloys and full LED rear light signature give it a modern road presence. Whether cruising Dubai's Sheikh Zayed Road or gliding into Abu Dhabi, the 5008 turned heads with its confident styling.

### INTERIOR

Inside, the 5008 redefines comfort and practicality with its Peugeot i-Cockpit® layout. The compact steering wheel, 12.3-inch digital display, and high-mounted 10-inch HD touchscreen creates a driver-



focused environment. Premium materials, ambient lighting, and ergonomic seating enhance the sense of luxury, while generous legroom and versatile third-row seats make it ideal for families or groups. The modular design, with fold-flat rear rows, also provides ample cargo space, perfect for weekend getaways.

### TECHNOLOGY

The cabin is powered by Peugeot's latest infotainment system, offering Apple CarPlay®, Android Auto™, wireless charging, and multiple USB ports. The 5008 also integrates a 3D navigation system, voice recognition, and advanced driver-assist features. On longer drives, the 10-speaker Focal® premium sound system turns the SUV into a concert hall on wheels, while adaptive cruise control, lane keep assist, and a 360° camera ensure peace of mind.

### PERFORMANCE

On the highway to Abu Dhabi, the 5008's 1.6L turbocharged engine with 165 hp delivered smooth acceleration and excellent cruising ability. Paired with a responsive 8-speed automatic transmission, it provided both agility in city driving and stability at high speeds.

The suspension tuned for comfort soaked up uneven road surfaces, while



its handling balance made the SUV feel composed and confident. Fuel efficiency also impressed, making it a practical companion for longer journeys.

### OUR VERDICT

During the week of driving, we found the 2025 Peugeot 5008 versatile while combining stylish design, advanced technology, spacious comfort, and confident performance. On our road

trip, it showcased its ability to cater to both driver enjoyment and passenger comfort. For families, professionals, and adventure-seekers alike, the 5008 strikes the perfect balance between elegance and utility.

More than just a seven-seater, it is Peugeot's statement that practicality can be premium, and road trips can be as memorable as the destinations themselves.



# BOLD, BRIGHT, AND UNSTOPPABLE

## Driving the Pink Jeep Wrangler Rubicon

By Shereen Shabnam



In a society where individuality shines as brightly as the skyline, few vehicles command attention quite like the Jeep Wrangler Rubicon. Already a legend in the off-road world, this particular model goes one step further.

Draped in an eye-catching vibrant pink finish, it is a statement of personality, power, and pure fun. Taking it out on Dubai's roads for me was more than a drive. It was an experience that fused rugged capability with head-turning style.

### EXTERIOR

The Pink Jeep Wrangler Rubicon isn't just another SUV. It is a conversation starter. Its bold paintwork radiates confidence, transforming the already muscular, trail-ready design into something uniquely stylish. Flared fenders, chunky off-road tires with matching pink-accented rims, and the Rubicon badging remind you that this SUV is not only about looks—it's built for adventure. Whether parked at a luxury hotel or carving through desert dunes, the Rubicon's presence is undeniable.

### INTERIOR

Inside, the Wrangler Rubicon balances utility with comfort. The cabin offers a commanding view of the road and is lined with practical, easy-to-clean materials ideal for adventures. Yet, it doesn't skimp on comfort and comes with plush seats, modern design touches, and ample space for passengers make it suitable for both city commutes and weekend escapes. With customizable touches, drivers can match the interior vibe to the exterior's bold character, reinforcing its appeal as a lifestyle vehicle.

### TECHNOLOGY

Jeep has infused the Rubicon with technology that complements its adventurous spirit. The intuitive Uconnect system sits at the heart of the dashboard, offering smartphone integration, navigation, and voice controls. Advanced safety and driver-assistance features make every journey more reassuring, whether maneuvering through Dubai's bustling streets or heading out on long-haul road trips. Tech-savvy drivers will also appreciate the off-road-specific displays, giving real-time data to enhance performance on challenging terrain.

### PERFORMANCE

True to its Rubicon badge, this Wrangler is a powerhouse. Its off-road credentials include heavy-duty axles, rock rails, and locking differentials that make light work of sand dunes and rocky trails. On city roads, it maintains a surprisingly smooth ride, with responsive handling and confident braking.

The elevated ground clearance and rugged tires further cement its role as a vehicle equally at home in the desert as it is cruising along Sheikh Zayed Road. The combination of performance and unmistakable styling makes every drive an event.

### OUR VERDICT

The vibrant Pink Jeep Wrangler Rubicon drive experience was a declaration of individuality and adventure. It marries Jeep's legendary off-road capabilities with a striking, fashion-forward look that makes it stand out in any setting. For those who crave power, freedom, and personality in equal measure, this Rubicon is the perfect blend of performance and panache. Bold, unapologetic, and endlessly capable, it is a Jeep that makes every drive unforgettable.



# SLEEK SEDAN THAT BLENDS DYNAMIC DRIVE WITH SMART TECHNOLOGY

# KIA K5

— By Shereen Shabnam —



The KIA K5 makes a strong statement in the midsize sedan segment, fusing contemporary design, advanced technology, and spirited performance. With its athletic stance and refined comfort, it offers drivers a balance of style, practicality, and excitement.

Whether on a long highway drive or weaving through city traffic, the K5 demonstrates KIA's evolving design philosophy and commitment to driver-centric innovation.

We take for a spin through a busy week and thoroughly enjoyed the drive.

## EXTERIOR

The new KIA K5's exterior is bold yet elegant, with sharp character lines and a wide, aggressive tiger-nose grille that signals confidence. Its fastback-inspired profile, sleek LED headlights, and sculpted bumper design give the sedan a sporty, coupe-like appeal.

Alloy wheels add to the road presence, while aerodynamic contours enhance both style and efficiency. The overall look is modern, purposeful, and distinctly KIA.

## INTERIOR

Step inside, and the K5 impresses with a driver-focused cabin that combines comfort with premium finishes. The spacious interior features soft-touch materials, supportive seating, and a thoughtful layout that maximizes legroom for both driver and passengers.

Ambient lighting and ergonomic controls elevate the sense of sophistication, while details like paddle shift levers and a sporty D-shaped steering wheel add a touch of performance flair.



## TECHNOLOGY

Technology is where the K5 shines brightest. A fully digital 12.3-inch panoramic display sits at the heart of the dashboard, seamlessly integrating navigation, entertainment, and vehicle information. The system supports smartphone integration, making connectivity effortless. A Bose premium sound system enhances the in-car audio experience, while a wireless charging tray ensures your devices stay powered without clutter. Every detail is designed with convenience and innovation in mind.

## PERFORMANCE

The K5 is engineered for dynamic handling and responsive performance. Its automatic transmission delivers smooth gear shifts, while the paddle shift levers allow drivers to take control for a sportier drive. KIA has tuned the suspension for a blend of comfort and agility, making the sedan equally enjoyable for long-distance cruising and spirited city driving. With strong acceleration and a confident ride, the K5 lives up to its reputation for offering more than the average midsize sedan.

## OUR VERDICT

The new KIA K5 is more than just a stylish sedan. It is a complete package that balances performance, technology, and comfort. With its standout design, feature-rich interior, and engaging driving dynamics, it appeals to drivers who want both practicality and excitement. For those seeking a sedan that looks sharp, drives well, and keeps you connected, the KIA K5 is a compelling choice in today's competitive market.







## ADVENTURE-READY, TECH-SAVVY, AND GEN Z APPROVED

### Nissan X-Trail: From First Drive to Future Icon

By Natasha Dury

The Nissan X-Trail will always feel like a milestone for me. Back in 2019, just weeks after I got my license, Nissan invited my mum and me to Fujairah with a group of motoring journalists to test drive the X-Trail.

I remember the shock when I saw my name added as a co-driver to my mum's car. It was my first official test drive as a motoring writer. Nervous but excited, I slid behind the wheel of the X-Trail, not knowing that this SUV would end up shaping the way I think about cars and driving.

Even today, the X-Trail continues to impress with its confident stance and bold design. Its sculpted body, floating roofline, signature V-Motion grille, and sleek LED headlights give it an edge that feels modern yet timeless.

Back then, I felt proud just to be in it, even though my mum had a few doubts and heart attacks during the difficult parts of the test drive! Now, I appreciate how its style balances adventure-ready vibes with city chic, perfect for everything



from weekend road trips to pulling up at your favorite café.

Inside, the cabin has always been about comfort and space, but it has evolved to feel even more premium and versatile.



Nissan's Zero Gravity seats, tri-zone automatic climate control, and flexible seating options make long drives more enjoyable.

When I first drove it, I loved how high I sat on the road, giving me confidence as a new driver. Today, the panoramic sunroof, intuitive controls, and family-friendly touches, like configurable storage and a power tailgate that make it a natural fit for Gen Z lifestyles where practicality meets style.

Technology is where the X-Trail really shines. The 12.3-inch digital driver display, wireless Apple CarPlay, Android Auto, and the 10.8-inch head-up display make it feel like a car built for our generation—where playlists, navigation, and socials matter as much as smooth handling.

The 360-degree Around View Monitor makes parking and city driving stress-free, while ProPILOT Assist brings semi-autonomous driving tech into the mix. Add to that the premium sound system, and every drive becomes a vibe. With Nissan's e-POWER hybrid technology, sustainability is now part of the X-Trail's DNA, something Gen Z genuinely values.

Performance-wise, the X-Trail gave me confidence from the very start. It's smooth yet powerful, with intelligent 4x4 drive modes that handle both city streets and mountain routes with ease. On that first Fujairah trip, I was surprised by how capable it felt for a rookie like me. Now, with the latest model, it is even more refined, balancing fuel efficiency, grip, and power, making every drive feel effortless.

Looking back, the Nissan X-Trail was the SUV that marked my first step into automotive journalism. Today, it is still the kind of car that inspires confidence, freedom, and fun, making it the perfect match for a generation that wants practicality with personality. For me, it is not just a vehicle. It's where my motoring story began.







## STEP INTO THE “KINGDOM OF BEASTS” AT MUSHRIF MALL

*A prehistoric adventure blending education, excitement, and family fun*

This back-to-school season, Mushrif Mall is transforming into a land of giants, inviting families on a journey through time with its thrilling new exhibition, Kingdom of Beasts. Running from August 20th to September 20th, 2025, the month-long showcase promises to immerse visitors in the awe-inspiring world of nature’s most formidable creatures.

The adventure begins the moment you arrive. A towering life-sized gorilla greets guests at the entrance, setting an unforgettable tone for what lies ahead. From there, visitors follow the path of a massive anaconda through a series of interactive displays before encountering enormous shark replicas that capture the scale and mystery of the deep sea.

Fossil stations encourage hands-on exploration, giving children and adults

alike the chance to uncover fascinating facts about the prehistoric world and its most powerful inhabitants.

Adding to the family-friendly atmosphere, Kingdom of Beasts brings the spirit of a carnival to Mushrif Mall every weekend. From 7:00 PM to 10:00 PM on Saturdays and Sundays, visitors can enjoy games and activities designed to entertain and engage all ages, making every trip to the mall a memorable outing.

Speaking about the initiative, Mr. Biju George, General Manager of Line Investments and Property, shared: “Kingdom of Beasts reflects our dedication to enriching community spaces. We see great value in bringing events that focus on engagement while combining entertainment and education, creating a dynamic experience for all ages.”

Echoing the sentiment, Mr. Riyas Cherichi, General Manager of Mushrif Mall, added: “We are excited to host Kingdom of Beasts as it perfectly aligns with our vision of making Mushrif Mall a destination for both recreation and entertainment. This event showcases our ongoing commitment to delivering meaningful and memorable family experiences.”

With its combination of life-sized animal encounters, interactive learning opportunities, and lively weekend festivities, Kingdom of Beasts is more than an exhibition, it is an experience that blends wonder with discovery.

Families looking for a free and educational adventure will find Mushrif Mall the perfect place to connect, explore, and enjoy.



## MILLENNIUM HOTELS MEA UNVEILS THE FIRST-EVER BRANDED RESIDENCE ON SAADIYAT ISLAND

*A new benchmark for coastal living in Abu Dhabi’s cultural heart*

Millennium Hotels and Resorts Middle East & Africa has officially raised the bar in lifestyle hospitality with the launch of Millennium Residences Saadiyat Island, the group’s first-ever branded residence. Located on Abu Dhabi’s most prestigious island, this milestone opening introduces a new era of coastal living that blends the comforts of home with the signature service of a world-class hotel brand.

Nestled in the capital’s cultural district, the property enjoys an enviable location just steps away from Saadiyat’s pristine beaches and within minutes of landmarks such as the Loure Abu Dhabi and the Abrahamic Family House.

It is a setting that perfectly captures the cultural depth and coastal charm of Abu Dhabi, while offering a sophisticated base for residents and travelers alike.

“This launch marks a significant milestone for Millennium Hotels MEA as we expand our portfolio into branded residences,” said Mr. Khaled Amer, Vice President Commercial, Millennium Hotels and Resorts MEA. “Millennium Residences

Saadiyat Island is more than a place to stay—it is a lifestyle destination that captures the spirit of Abu Dhabi’s cultural and coastal appeal, while offering a new standard of comfort and flexibility for our guests.”

The development comprises 85 thoughtfully designed residences, ranging from stylish studios to expansive one- and two-bedroom apartments, each with panoramic views of the Arabian Gulf or Abu Dhabi’s glittering skyline. Interiors are fitted with fully functional kitchens, smart TVs, complimentary Wi-Fi, and contemporary amenities, making them ideal for families, couples, business travelers, and long-stay residents seeking both convenience and luxury.

The lifestyle offering extends far beyond the residences. Guests and residents can unwind in a rooftop infinity pool with sweeping views, maintain wellness routines at state-of-the-art indoor and outdoor gyms, or simply step out to enjoy Saadiyat’s iconic white-sand beaches. Its strategic location also ensures quick access to the entertainment attractions

of Yas Island, including Ferrari World, Warner Bros. World, and Yas Waterworld.

“This opening represents our vision to create spaces that blend lifestyle, leisure, and luxury for today’s global travelers,” added Amer. “We are proud to offer a first-of-its-kind experience that allows guests to feel at home while enjoying world-class hospitality on Abu Dhabi’s most prestigious island.”

The launch of Millennium Residences Saadiyat Island underscores Millennium Hotels MEA’s commitment to innovation in hospitality, while aligning with Abu Dhabi’s broader vision of strengthening its position as a global destination for culture, business, and leisure.

With almost 60 hotels in operation and 32 more in the pipeline across the region, Millennium Hotels MEA continues to be one of the fastest-growing hotel management companies in the Middle East. The addition of its first branded residence marks not just an expansion of its portfolio but a bold step into the future of lifestyle hospitality.



# RESILIENCE OVER PERFECTION

## THE REAL DNA OF ENTREPRENEURSHIP

By Nishrat Nazeen, Founder of Aromas Fiji



When I first began Aromas Fiji, I didn't have the luxury of a ready-made blueprint. My dream was simple: to create natural soaps and candles that carried the essence of Fiji into people's homes. But in a country where supplies were not easily available, even the basics became a challenge. Every product I crafted, every candle I poured, was the result of trial, error, and a lot of resilience.

In the early days, I obsessed over perfection, waiting for the right ingredients, the perfect labels, the flawless launch. What I learned quickly is that entrepreneurship doesn't reward hesitation. It rewards action, adaptability, and courage. You learn to work with what you have, improvise when resources are scarce, and pivot when plans don't unfold as expected.

Running a homegrown business means wearing many hats. I had to be the formulator, the marketer, the accountant, and the logistics coordinator. Each role came with its own lessons, and none of it was easy. But being hands-on taught me how the business truly worked. It showed me



that resilience is not about pushing through blindly. It is about staying resourceful and learning to see obstacles as opportunities to innovate.

My advice to other aspiring entrepreneurs is this: don't wait for perfection, because it will never come. Launch with what you have, refine as you go, and let your customers be part of your journey. Stay curious, be savvy about every aspect of your business, and

never underestimate the power of small, consistent steps.

Perfection may look good on paper, but resilience is what builds businesses that last. Aromas Fiji was born out of challenges, and it continues to grow because of the lessons learned from them. In the end, it is not about flawless beginnings. It is about finding strength in imperfection and moving forward anyway.

## Discover how you can grow your online travel business quickly!

Amadeus Online Suite will allow you to instantly expand your business with the most customizable e-commerce solution.



With its plug & play booking engine, Amadeus Online Suite will make your entry into the online world, a smooth and efficient experience!



Create new revenue streams using the same search and shopping technology as the biggest names in travel!



Scan here to watch the demo

For product inquiries, send email to: [marketing@amadeus.ae](mailto:marketing@amadeus.ae)

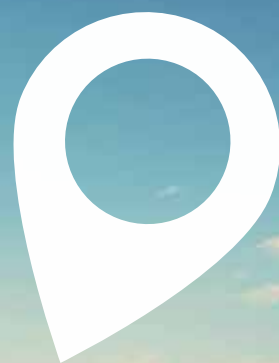


# YOU ARE HERE NOW

## UNIQUE ISTANBUL EXPERIENCES

**Free with TURKISH AIRLINES**

Instead of waiting for departure time,  
join free tours that Touristanbul organized  
for you and make your layover a journey!



TURKISH AIRLINES

**touristanbul**