

# F I R S T

First Arab International Luxury Living Magazine

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**Hamo Mohsen**  
The Inventive  
Hair Artist

**Casa Cook  
El Gouna;**  
Boho Luxury for the  
Postmodern Traveller

**Dima Rashid's**  
Jewellery Brand Sensation

The 'It' Chef  
**Ghada Nawara**

**Ahmed Azzam**  
Talks All Things Bags

Miss Universe Egypt 2020;  
**Aya Abdel Razik**



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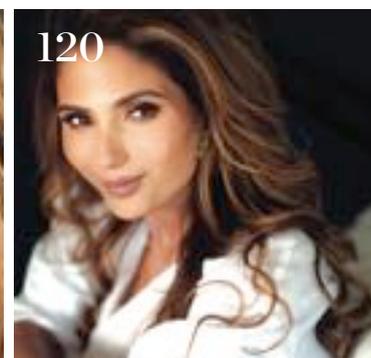
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# *The holidays..*

I love this time of the year. It screams positivity. With the whole second wave of Covid-19 we are still working with much lower capacity mostly remote, avoiding crowds and large scale events or at least trying to be as safe as we can. However, with Christmas and New Year's being around the corner and the holidays coming up (not sure we will be doing much partying there), the mood suddenly becomes more open and cheerful. We decided to offer more festive content and as we promise in Flair; the right mix of everything you need.

I am so grateful for year 2020 and the resilience it proved in all of us. In this issue we are showing a lot of positivity and gratitude especially in our local content. Flair brings fashion onto the table as usual, what you need to have in your closet at this time of year and tips from major international houses- this will come handy always.

Hamo Mohsen is an up and coming creative artist who is offering the ideal look for the season, he just won an award and gave us an exclusive photoshoot and more importantly exciting stories for our women everywhere. Dima Rashid's Jewelry is speaking to us about the holiday perfect fit- which boosts mismatched earrings, cocktail rings and more! (I am getting hyped up already!). Nada Ghazal speaks of special jewelry all the way from Lebanon while Ahmed Azzam will take us to creative bags (my personal favorite subject).

The issue sheds lights on holiday destinations in Mumbai and a soft spot of mine- Boutique hotel STAATS in Harlem, a small city outside the bustling city of Amsterdam. The pictures will speak louder than my words; check them out. For those who won't get on the plane, Egypt holiday spots is where you want to be; Gouna and Soma Bay are both featured this time. - you really need to check Cascade's new SPA- it's fantastic for the holidays. We also spoke food and recipes- yes drop your diet and indulge with us- it's the holidays!. We had a sit down with Ghada Nawara - The "IT" chef who generously walked us through how to celebrate the season with friends and family without getting too tired amidst all the preparations!

Finally, the story behind Beit Mariam, this awesome place that brings oneness into reality and practice. I always found spirituality a cornerstone to being and becoming our best form. I hope you enjoy the talk.

This is a very happy issue and I do believe it will cheer you up as you flip through the pages.

Stay safe, positive and never forget to smile

*Always,*

*Lamia Kamel*

BIJOUX

# Passion Led Her Here

*Nada Ghazal*  
Fine Jewelry

By **Amy N. Pugsley**

Not all jewelry is equal. Some jewelry is so unique and embodies such magic that it seems to exist to please the soul. That is exactly the goal of advertising guru turned jewelry designer Nada Ghazal - a force to be reckoned with in Lebanon and beyond. Leaving a career in advertising in 2003 to step into the world of entrepreneurship, Nada established the international jewelry brand known as Nada Ghazal Fine Jewelry. Her first collection of 25 pieces crafted from precious stones, diamonds and 18-karat gold wires sold out in three days, establishing her as an artist, artisan and fine jewelry designer.

From that initial burst of success, Nada has turned her passion into a brand, creating handcrafted accessories that are bold, authentic and a timeless part of any woman's jewelry collection. Referring to her collections as "jewels with a soul" the labour of love has paid dividends. We caught up with her to talk about the challenges of Covid-19 and her success as a creative.

**Life has been turned upside down this past year. How are you revamping your business model to fit with the current time?**

While the whole world was gripped by Covid-19, we had a separate multitude of challenges in Lebanon, which sadly led to the closure of our brick and mortar stores. We were very lucky though in other ways, as the beginning of the year gave us the chance to present our 2020 Collection at New York and Paris Fashion Week. This collection was the first to launch my brand to international markets, giving them the opportunity to experience our DNA, designs and craftsmanship. We have also worked closely with our sales and PR agency, Valery Demure, on several virtual projects to continue showing our collections, while paying closer attention to the communication we have with our clients, trying to create the most memorable and intimate experiences.

**How has being quarantined indoors changed your work/life balance? Has it influenced your creativity?**

I wouldn't say it altered my work/life balance per se. There was an initial period where I had to adapt how and when I focused, since I had three children at home. A lot of my inspiration for the designs arose from my walks in Beirut. Every corner is a memory and a story, triggering an emotion that I translate into my designs. At the points where we were not able to, I really missed those walks. Amongst all of these challenges, however, I had a feeling that we had to rise up in order to flourish. This culminated in my Baby Malak Flourish Collection.



## BIJOUX

### **Art is subjective, but for you, what do you consider to be a good design?**

I'm finding more and more that people are looking for art and design that is meaningful to them personally. I believe whatever one designs has to have a soul because only then can it connect with another person on an emotional level.

### **What's your favorite current fashion trend, and how would you typically style it?**

Oversized sleeves, whether a dress, a shirt or a coat. I have always loved oversized sleeves. Another current trend that I like is chunky boots with dresses. It brings a feeling of nostalgia.

### **Congratulations on making the Forbes Middle East list of top female entrepreneurs. You have won many awards but what has been the highest point of your career as a designer so far?**

Thank you! I think each milestone in my career is just as important, since each is a testament to what I have accomplished as a designer and a brand. It also reminds me that I'm on the right track, achieving the vision for my brand.

### **What do you hope the pandemic changes for the better?**

I have always been very close to my family and friends, and I've found these relationships have become even stronger throughout this period. The challenges this year definitely made me recognise the value of the present, and for that, I am grateful. I hope that others are also grateful for the close presence of loved ones. I hope that our collective conscience wakes up, to realise what in essence has value in our lives.

## A Few Quick Questions:

### **What are three things you can't live without?**

My drawing kit, plants (both trees and flowers) and fruit.

### **If you could only have one season, what would it be?**

Autumn. I love the golden shades, the cold clean breeze as it hits your face and the smell of fresh rain. It's like nature is cleaning itself before it regenerates.

### **Lipstick or lip gloss?**

Definitely lipstick and in particular red matte lipstick, which my family, friends and customers know me for.

### **What's your favorite spot to visit in Lebanon?**

An oak tree in Btaadine/Ras El Maten. It's a tree that I used to hide inside to connect with mother earth when we used to go fruit picking in our family orchard.



