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SNEAK PEAK  
VERSACE  
FOR H&M

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MUST-HAVE BAG



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MAKEUP  
STYLES

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PENDANTS  
& ALL THAT  
IS PLASTIC  
FANTASTIC

**PLUS:  
20 BOLD  
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FROM CRYING  
TO BUYING  
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RETAIL  
THERAPY**  
& HOW IT  
REALLY  
WORKS

**CINDERELLA  
SALE**

TOP TIPS FOR  
SALE SHOPPING  
SUCCESS

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thinkPINK

thinkPINK

12

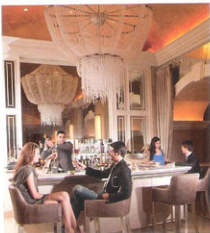


# U PROMOTION

## 11. DAMAS SIGNS NANCY AJRAM TO BE THE FACE OF ITS FARFASHA COLLECTION

Damas announced that it has once again signed Lebanese singer Nancy Ajram to be the brand ambassador for its popular jewelry brand Farfasha. The singer will represent the brand on a Pan Arab level, in what is expected to be the biggest launch in the history of the Farfasha brand. The new Farfasha product range is due for release in mid-September 2011. Vivacity, femininity and style are core elements of the new collection, which will be available at all price points in Damas outlets across the Middle East.

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## 12. NADA G OFFERS CUSTOM-MADE JEWELRY SET AT THINK PINK

Nada G took part in this year's THINK PINK event, held on July 4th at Sky Bar, by offering a one-off jewelry piece worth \$7000. The custom-made "Think Pink Rose" necklace and earrings are made of 18K yellow gold and are set with pink sapphires.

## 13. CASCADE LOUNGE OPEN AT PHOENICIA HOTEL

From sunset to sunrise, the newly renovated Cascade lobby lounge is welcoming this season's exciting Lebanese summer with style and luxury! Every evening from 7pm till 4am, champagne lovers can gather at Cascade lobby lounge to enjoy the finest imported champagne and a selection of delicious sushi bites. With its new concept, Cascade is highlighting the luxury of Phoenicia Beirut while combining the comfort of home with the five stars services that make you feel like a king.

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## 14. TOD'S PRESENTS THE RESTORATION PROJECT OF THE COLOSSEUM

The Tod's Group is supporting the restoration of the Colosseum, the renowned symbol of Italian history and culture. This is a project of patronage, which will not have any economic or advertising/commercial return for the company. Diego Della Valle, President and CEO of the Group, is proud of this initiative that reflects the desire to protect and promote Italian culture, a fundamental resource for companies working in Italy and abroad.

## 15. KATE MOSS FOR LONGCHAMP'S GLOUCESTER BAG IS HERE TO STAY

Preparing for the fourth season of her collaboration with Longchamp, Kate Moss was delighted to note the spectacular success of her Gloucester duffle bag, which has already achieved cult status. She was even more delighted, because the Gloucester is her own personal choice a bag she picks up with the same pleasure day in, day out. She therefore decided to make this iconic design the focus of her fourth collection, introducing not only new colors, but also a new material – suede – and a new, slightly smaller size.

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