



VOGUE

ARABIA

JUNE

ALL EYES ON HALIMA ADEN

The runway
star shattering
stereotypes

Arabia's NEW LOOK

*Past meets future
to revolutionize
your style*

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IDENTITY

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JULIA BRENARD & WARD IVAN RAFIK

The photographer and stylist duo shot the David Hockney-inspired fashion editorial on page 104. “It was during an unusual May heat wave in Paris,” Brenard says. “The sun really brought all the bold colors to life.” The color she’s falling for? “Céline’s tonal sky-blue look.” This is the British *Vogue* sittings editor’s first shoot for the magazine, having also worked with *Vogue* Russia. After traveling the world as photographer Peter Lindbergh’s assistant, Rafik settled in Paris, where he regularly shoots editorial and commercial projects for brands including Jil Sander and Dior. Shooting for *Vogue* Arabia was a special experience, he says, as his father is Moroccan.



GREG KADEL

“The vibrancy and youthful energy Halima brought to the set fit perfectly with our concept,” says photographer Greg Kadel about shooting this month’s cover star, Halima Aden. “It’s always an honor to work with people who are actively making a difference on how global beauty is perceived.” Kadel is based in New York, and made the switch to photography after studying marine biology and fine art.



DANNA LORCH

Danna Lorich interviewed HRH Princess Basma bint Majid bin Abdul-Aziz Al Saud for “Beyond the Threads,” on page 100. She is a Dubai-based writer focused on arts and culture from the Arab world, and holds a graduate degree in Middle Eastern studies from Harvard. Her work has been published in *ArtNews* and *Architectural Digest* Middle East. “Down-to-earth Princess Basma shared such interesting stories of Saudi fashion and its function that I could have sworn we were trekking through the Asir Mountains, walking in Rio’s Olympic opening ceremony with the female athletes, and choosing fabrics in Bangalore together.”

MISHA PINKHASOV

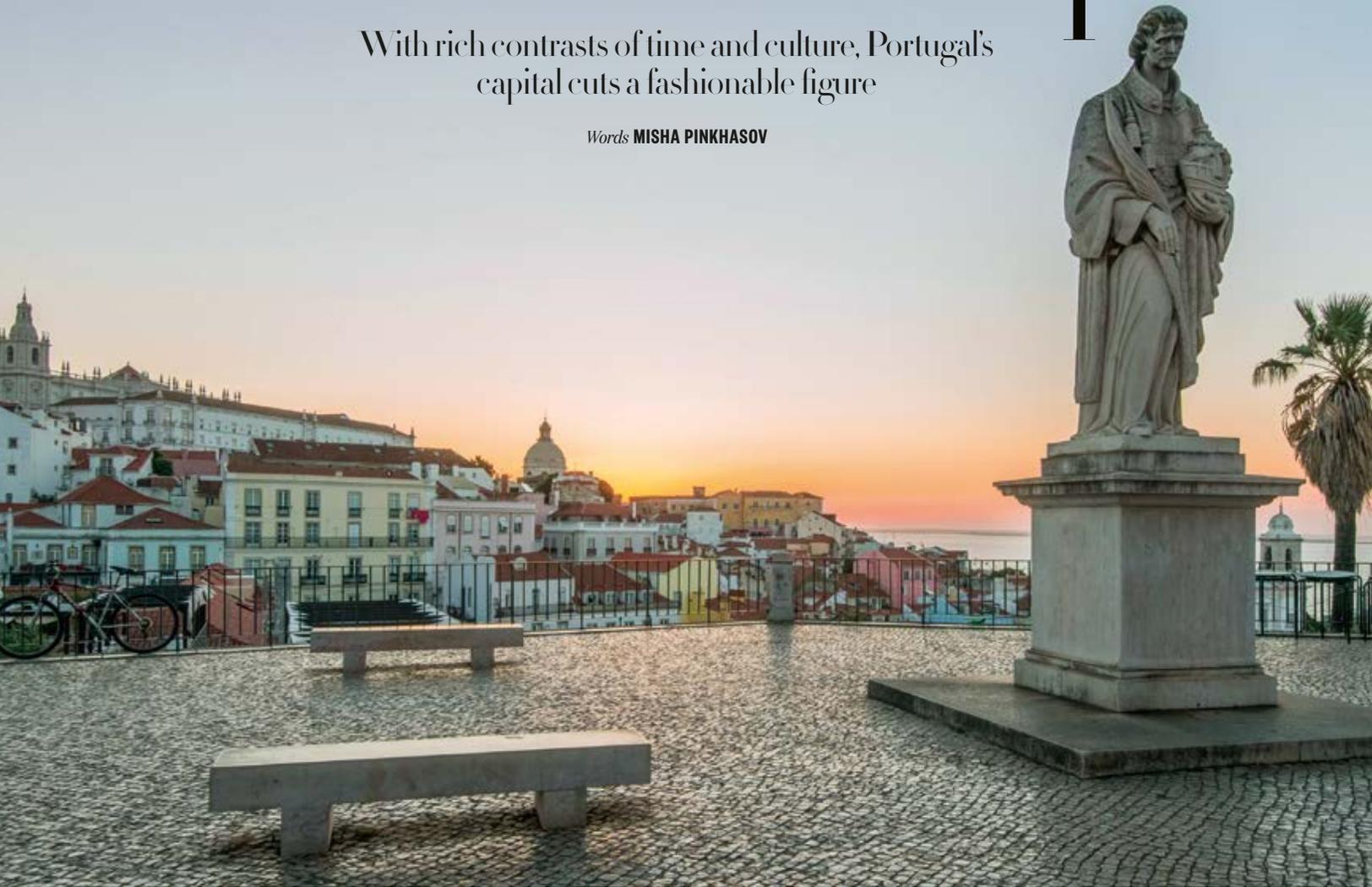
Misha Pinkhasov is a Lisbon-based expert in communications and luxury brands, and author of *Real Luxury: How Luxury Brands Can Create Value for the Long Term*. He wrote this month’s travel feature, “Lisbon’s Great Shake-up,” on page 130. “When I’m not visiting my usual haunts, my favorite pastime is folding laundry.”



LISBON'S Great Shake-Up

With rich contrasts of time and culture, Portugal's capital cuts a fashionable figure

Words **MISHA PINKHASOV**



Lisbon is having a moment. Once the epicenter of a global empire, this forgotten city is tearing back to life, with tastemakers drawn to its high style and hidden secrets.

Christian Louboutin is a long-time fan. Philippe Starck visits often. Valentino too. The city appears in ad campaigns for David Beckham and Net-A-Porter. In 2015, the Aga Khan announced his move to Lisbon. Luxury e-commerce site Mr Porter named Lisbon one of its six cities to live in this year. In 2018, Lisbon will host Condé Nast's International Luxury Conference.

"Why Lisbon?" most people asked when I moved here from Paris three years ago. Most Portuguese people, that is. The Portuguese are a modest bunch. Nobody asks this question about

Paris – Paris is obvious. But ask Parisians about Lisbon and their response is unanimous: "Lisbon is marvelous."

For me, it was that modest aspect, combined with the quality of life, that drew me in. With a career in foreign relations and luxury brands, my personal luxuries revolve around time and tranquility, not glamour and gilt. I was ready to take things down a notch and write my novel. But as a native New Yorker, I wasn't willing to compromise on worldly connections and urban rhythms.

"I like that it's a very open city," says Louboutin. "A hilly city, with all perspectives looking at the sea." Eternal Rome was a hamlet when Phoenician sailors arrived at Lisbon's seven hills. During the Age of Discovery, the world centered on Lisbon as Europeans crossed the Atlantic and sailed around Africa for the Orient.

Then, almost a century of dictatorship covered Portugal in a

shroud of melancholic isolation. The emigration and economic turmoil that followed kept Lisbon at the global periphery.

Now rediscovered, Lisbon attracts artists, designers, digital nomads, and entrepreneurs. With a low cost of living, a tolerant spirit, surf culture, and abundant sunshine, Lisbon is alternately referred to as “the new Berlin” and “the San Francisco of Europe.”

So, why Lisbon, now? Like fashion, cities come in and out of favor, and it can be hard to pinpoint why. Maybe they offer something new. Maybe they offer something old. In Lisbon’s case, it’s both. Like finding your grandmother’s couture in the attic: the thrill of stylish discovery is made richer by its link to something emotional and essential.

A growing number of international luxury brands lines Avenida da Liberdade, the city’s main boulevard. Bulgari and Versace recently joined Gucci, Prada, Louis Vuitton, and Cartier. Fashion Clinic, a concept store that sells Givenchy, Valentino, Saint Laurent, and more, just opened JNCQUOI, a glittering restaurant and oyster bar in the baroque Tivoli Theater. But Lisbon also takes you beyond familiar fashions and luxuries. Lesser known labels delight connoisseurs with their deep roots and royal connections.

“Before, it was all about big brands in Paris and Milan, but fashion is global now,” says Ricardo D’Almeida Figueiredo, who is Portuguese and launched Aquazzura in Florence with Colombian designer Edgardo Osorio. “This is a big opportunity for Portuguese designers to bring something different to fashion, with so many incredible traditions like the lace embroidery and gold jewelry of the brides of Minho in the north, the tiles, the architecture, the melancholy of Fado music, and the style of stars like Amália Rodrigues.”

Since 1824, European royals dine on fine china and crystal from Vista Alegre, who work with designers like Bordallo Pinheiro and Christian Lacroix. Jewelry house Leitão & Irmão traces its origins to 1822, when the Brazilian gold trade provided precious material for elegant jewelry and tableware. Luis Onofre transformed his grandmother’s shoe business into high fashion and handmade footwear, worn by Her Majesty Queen Letizia of Spain.

These brands have some fame abroad, while others are even more discreet. Tucked between concept stores and trendy restaurants, century-old Príncipe Real Enxovais makes delicate, hand-embroidered linens. Caza das Vellas Loreto offers handmade candles in a tiny shop since it opened on July 14, 1789 – the same day as the French Revolution.

Such specialists dot the city, from ceramicists to tailors to barbers and bookstores. Claus Porto’s luxury soaps and fragrances line a renovated, wood-paneled

BELOW CHRISTIAN LOUBOUTIN GROSSES THE STREET IN FRONT OF A TRAM. THE LISBON TRAMWAY NETWORK HAS BEEN RUNNING SINCE 1873 **BOTTOM LEFT** THE MUSEUM OF ART, ARCHITECTURE AND TECHNOLOGY, DESIGNED BY AMANDA LEVETE **BOTTOM RIGHT** CARMO CONVENT, WHICH WAS PARTIALLY DESTROYED BY AN EARTHQUAKE IN 1755



“Soulful and sybaritic, today’s Lisbon is about PARTYING and POETRY, grand vistas and HIDDEN GEMS”



pharmacy to the ceiling with ornate, handmade art deco and art nouveau packages. It was founded in 1887 by two Germans who adopted Portugal as their home. In its contemporary footsteps comes SkinLife, opened in 2012 by two young Dutchmen, who curate niche perfumes like Byredo, cosmetics labels such as By Terry, and skincare brands like Aesop, from around the world.

Lisbon's growing worldliness has encouraged the Portuguese to rediscover their heritage houses with a sense of pride. These are the focus of A Vida Portuguesa, a concept store that presents everything from tableware and textiles to tinned sardines with a traditional sensibility for today's lifestyles. Other concept stores, like Embaixada and The Feeting Room, focus on new makers of fashion, footwear, furniture, and accessories.

Creativity in Lisbon percolates from the bottom up and doesn't discriminate against newcomers. Take contemporary art, for instance. Graffiti-covered alleyways nurture a celebrated street art culture with artists like Vhils and Daniel Eime, which filters to conceptual installations at galleries like Carpe Diem in a dilapidated Renaissance palace, the Berardo and Calouste Gulbenkian collections, and the new Museum of Art, Architecture and Technology in a soaring, wavelike building on the banks of the Tagus. This grassroots energy fills Lisbon with a feeling of opportunity.

Should the discoveries make you hungry, Lisbon's restaurant scene is no less dynamic. Tavares, the baroque "Maxim's of Lisbon," has featured renowned chefs since 1784. Five Michelin-star restaurants now join its fabled stature: Alma, Eleven, Feitoria, Loco, and Belcanto. Two-star Belcanto is the crown jewel of the gastronomic empire of José Avillez, an alumnus of Alain Ducasse,

Hotel Bristol, and elBulli. At Beco, his most recent venture, food meets showbiz in a jazz-age cabaret, with entertaining dishes like Avillez's famous exploding olives. Showbiz people also dine at Bica do Sapato, a perennial favorite owned by John Malkovich and Catherine Deneuve. Along with the famed LUX nightclub next door, it draws the fashionable set to an industrial quay from which narrow lanes lead up into the Islamic-era Alfama district.

Perhaps it is the hotels that drive home Lisbon's richness. Once the capital of a wealthy global empire, Lisbon offers palaces in styles spanning 500 years, from Moorish to modernist. The 19th century Palácio Verride Santa Catarina sits on a prominent lookout in the heart of Lisbon. Empty for more than a decade, it reopens this year and will raise the bar for exclusivity, with 18 suites fitted into grand salons, and two restaurants by Nuno Carvalho, formerly of Dubai's GQ Bar. For a more modish experience, the Memmo Príncipe Real Hotel Lisbon opened last winter. At the end of a small tunnel, a minimalist facade appears to float above the city. The interior, filled with rich materials and contemporary art, takes in panoramic views from 41 rooms and the Café Colonial, which fuses flavors from across the former Portuguese Empire.

Lisbon is a story of contrasts. The old infused with new life. A small city on a global scale. Five centuries of ruling land and sea from the Far East to the depths of the Amazon give Lisbon a heady mix of familiar luxury and faraway mystery. Soulful and sybaritic, today's Lisbon is about partying and poetry, grand vistas and hidden gems, high-concept shops and crumbling palaces, deep traditions and a relaxed, laissez-faire attitude. A city, I dare say, of the future. □

A grassroots ENERGY fills Lisbon with a feeling of OPPORTUNITY

**Portuguese
STYLE**

ALEXANDRA MOURA

ALVES/GONÇALVES

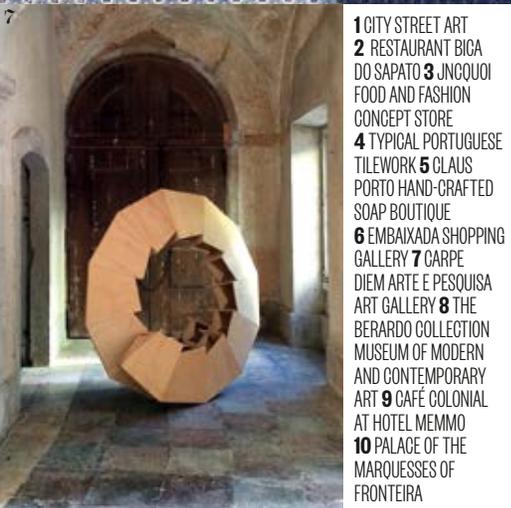
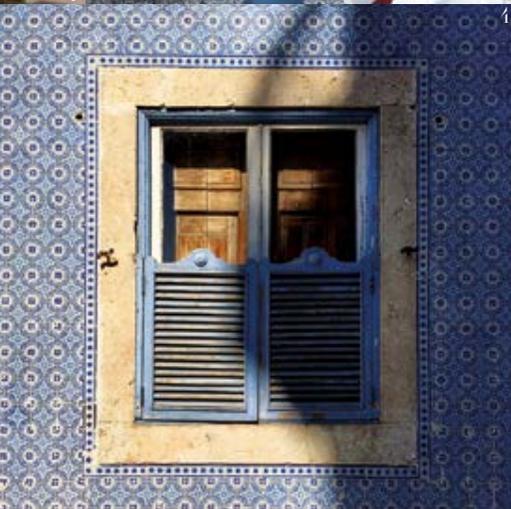
DIOGO MIRANDA

FILIPE FAISCA

NUÑO BALTAZAR

Portugal's know-how in fashion production makes it a prized resource. Meet the designers on our radar

PHOTOGRAPHS: LUIS ANICETO, JOSÉ CAMPOS, MIGUEL DOMINGOS, MISHA PINHASOV, DAVID RATO



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8 THE BERARDO COLLECTION MUSEUM OF MODERN AND CONTEMPORARY ART
9 CAFÉ COLONIAL AT HOTEL MEMMO
10 PALACE OF THE MARQUESES OF FRONTEIRA



VOGUE

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تحطم الصور
النمطية

المظهر
الجديد

الماضي يلتقي
المستقبل في التعبير
عن أسلوبك

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