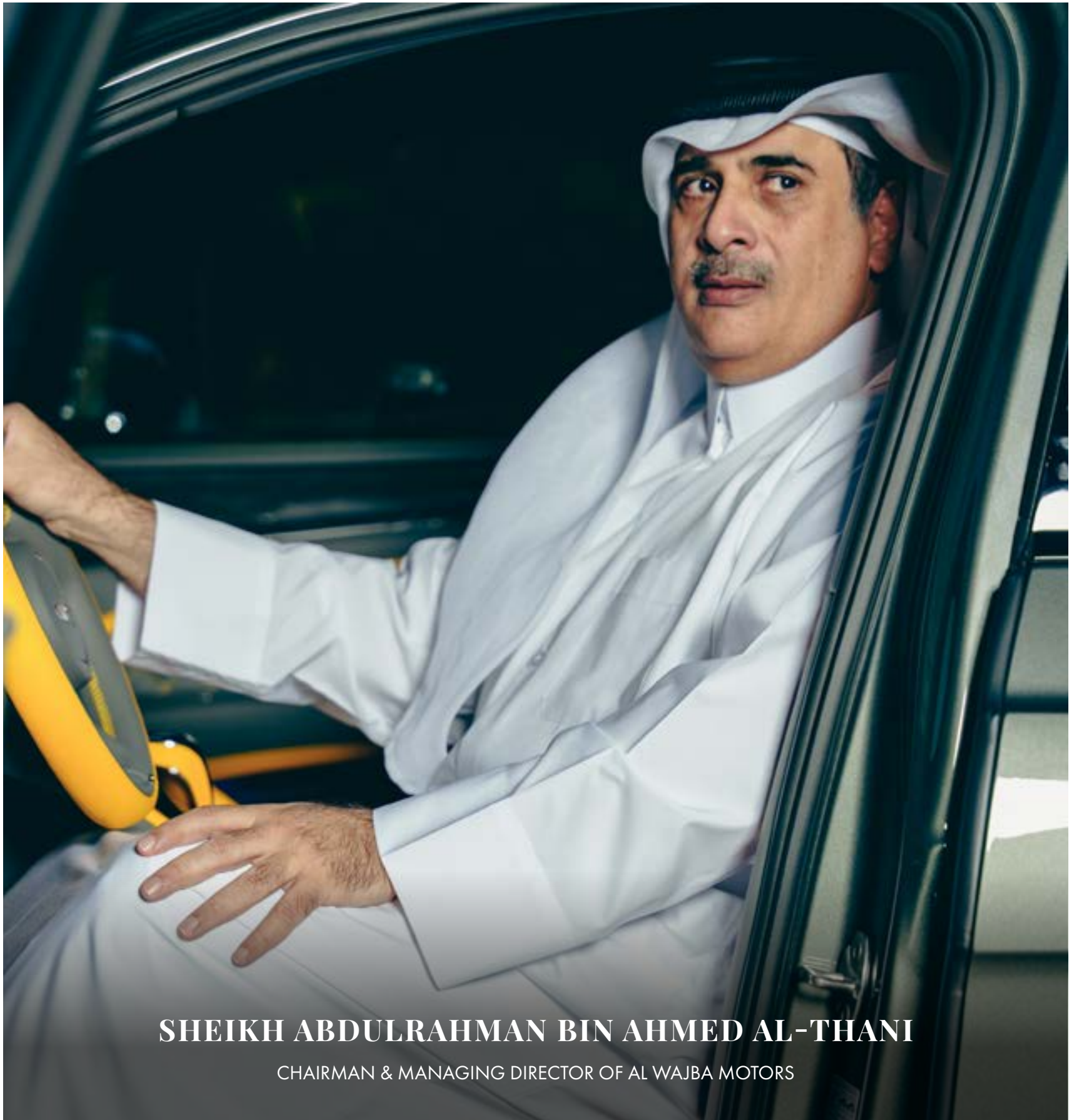


DUNES^{N°08}



SHEIKH ABDULRAHMAN BIN AHMED AL-THANI

CHAIRMAN & MANAGING DIRECTOR OF AL WAJBA MOTORS



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AWARDED TWO FIVE-STAR AWARDS AT IPAX



WELCOME

In a world full of ultra-luxury brands, Bentley is a name synonymous with unmatched luxury, exquisite craftsmanship, and timeless exclusivity. For this issue, we had the opportunity to interview Sheikh Abdulrahman Bin Ahmed Al-Thani, Chairman and Managing Director of Al Wajba Motors, Qatar's authorized Bentley, Lamborghini, and Bugatti dealer. Sheikh Abdulrahman spoke to us about his successful career in the automotive industry, his strategic vision for Bentley Qatar in the coming years, and other issues and insights.

This issue also holds many surprises. A few names are certain to be found in this issue, such as VIBE by Muneera, Maison 21G Paris, DAMAS, and Boucheron. Elegant modernity, flawless artisanship, and contemporary luxury make these names stand out above the rest.

We also have an exclusive interview with Kholode Al Obaidli and Nadher Ahmed—co-founders of Soul Medical Center—where they spoke about their entrepreneurial journey and how Soul Medical Center started.

Our journey in this issue takes us to the ultra-luxurious treat in the heart of Lusail—the Waldorf Astoria Lusail. Located on a private beach along the Arabian Gulf, we explored this newly opened, five-star coastal resort with its legendary clock and Peacock Alley lounge.

Another eye-opener in this issue is our interview with Meso Hassouna, the well-known Qatari weightlifter who won the silver medal at the 2019 World Championships. Hassouna spoke to us about the many challenges he overcame in his sports career.

There are multitudes of great reads in this issue, but you definitely don't want to miss Aesheh Piroozi's article exploring the history of black eyeliner. Black eyeliner has been a symbol of identity, personality, and style for women throughout history.

Enjoy the issue



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QATAR'S NEW *LUXURY* ADDRESS:

THE WALDORF ASTORIA LUSAIL

Imagine being in an environment where your senses are heightened. The Arabian Gulf's sparkling seas will make you feel as though you have never seen anything more beautiful than this. The air is vibrant, the sun glistens, and you are surrounded by the striking charm of a luxury hotel, immersed with all your senses. Welcome to the new experience the Waldorf Astoria Lusail provides to visitors who want to experience all that Qatar has to offer in style.

Ever since we opened, the Waldorf Astoria Lusail has distinguished itself as the peak of exclusivity

in one of the most inspirational locations, where our committed team anticipates every need and consistently provides the famed Waldorf Astoria service and touch. Each of the 429 spacious guest rooms, suites, one-, two-, and three-bedroom apartments and our luxurious Sky Villas on our lovely property, which spans 200 m of private beach, is created to provide unrivalled comfort and solitude.

The Waldorf Astoria Lusail's exceptional location offers a multitude of options for guests to discover the vivid city of Doha, whether travelling to Qatar for business or pleasure. The resort is perfect for families as well, owing to its proximity to popular tourist destinations and shopping venues. A state-of-the-art ballroom coupled with modern conference and events facilities is the ideal location to hold events and weddings. Our Kunuz Kids' and Teens' Clubs are tailored programmes designed to foster an adventurous spirit in the next generation, while adults may set off on their own explorations of unlimited possibilities, starting with their palates.

Every one of our restaurants and lounges unveils culinary journeys that are sophisticated and spectacular. These culinary journeys range from the first SUSHISAMBA Beach Club in the world to Scarpetta, ByWater, WydErth, The Highmore, Peacock Alley and Praia. The first ESPA Life Spa in the Middle East offers guests and visitors an oasis of peace and wellbeing with a wide range of spa services and a cutting-edge fitness centre to complement them. We also feature tennis and Padel courts.

There is so much to enjoy at the Waldorf Astoria Lusail, from exquisite cuisine and world-class events to the best amenities. We are looking forward to welcoming visitors to the new address of luxury in Qatar.

W A



CHRIS FRANZEN, GENERAL MANAGER



THE NEW LUXURY DESTINATION

Just like the enchanting chronometer, the Waldorf Astoria Lusail's façade is reminiscent of the clean lines found in nautical design with the sweeping effect of the balconies generating a building form that is constantly animated – no matter the angle.

With an architectural form inspired by flight, the resort rises and falls elegantly with smooth, simple curved forms. The careful and intricate design of the balustrades allow for a depth of stone sourced from the region that reduces and increases as it goes up the building. This very subtle change enhances the elevation and results in an overall composition that feels lighter, as if riding the gentle waves of the sea below.

Inside, the atmosphere feels impeccably refined with Arabesque patterns and plush furniture that blends with the contrasting light-and-dark palette. Further inside the lobby is the impressive staircase leading to the higher floors. Climb to the top for the best views of the ornate Peacock Alley with its magnificent clock. Throughout the public areas and guestrooms, the articulation of space and grandeur of volumes is that of a royal residence, a modern day palace with comfort at its core. Contemporary lines are graceful and fluid, surfaces are rich, embellished with color, pattern, and handcrafted detail.

Furnishings are generously bespoke, where wood and fabrics are paired along with other elements – stone, metal and glass – to add another layer of texture to the overall look. Persian rugs, tapestries, and upholstered walls exude plush coziness. Curved corners, walls and vestibules soften circulation and envelop guests as if in a fine yacht. They are reminiscent of the curves and rounded bays of Qatar's long coastline just like the muted palettes chosen for the rooms that harmonize with the views of the sea.



MEET US AT THE CLOCK

—
IN QATAR!

Ever since it was crafted in 1893, the lobby clock of New York City's Waldorf has been a legendary part of the city's lore and a meeting spot for generations of New Yorkers. This first chronograph has been the inspiration behind the iconic timepieces that are part of luxury brand's heritage and have been welcoming visitors at Waldorf Astoria hotels globally for close to 130 years.

Paying homage to Qatar's maritime legacy and the compasses of yore that helped seafarers track the movement of stars across the night sky, the exquisitely crafted clock at the Waldorf Astoria Lusail, made from marble and leather, welcomes guests in spectacular style at Peacock Alley, with its dramatic location overlooking the sea. There it proudly sits in contrast to an ever-changing world where analogue lives in harmony with digital, the very personification of a nation where tradition embraces modernity.

a Connoisseur's Paradise



The definition of barefoot elegance, the resort's 9 mesmerizing Sky Villas are located on the rooftop and sprawl across 460 square meters offering guests the ultimate in luxury accommodation. Standing in the entryway, your eyes gaze upon the shimmering waters as sunlight streams in through the floor-to-ceiling windows to gleam off translucent floors. Stunning 154 square meter terraces wrap around the luxe sanctuary providing privacy in an opulent setting as you bask in dramatic panoramas. The spacious accommodation features two bedrooms with large ensuite bathrooms, a private jacuzzi, separate living and dining areas and a fully equipped kitchen with exquisite furnishings in light tones and wooden accents lending them a soothing, contemporary esthetic.

Deliberate and elegant, the interiors of the 61 square meter Deluxe Rooms are lavishly designed to create an urban oasis that is timeless yet contemporary with everything guests need for their stay. Floor-to-ceiling windows and expansive balconies provide stunning views while the rooms include a king or double-sized bed and comfortable living space with high ceilings matched by a relaxing palette and designer furnishings. The space is the perfect amalgamation of luxury and bliss for the discerning traveler.

Long-staying guests will be delighted by the fine features and incredible charm of the resort's splendid residences. With a choice of studio, one, two or three bedrooms, the well-appointed accommodation features a living room and fully equipped kitchen with natural light flooding the spaces through the floor-to-ceiling windows creating spacious, intimate environments. A private balcony with magnificent sea views, expansive bathrooms and an array of high-end amenities make the residences ideal for families as well.

SIGNATURE FLAVORS

FROM AROUND
THE WORLD



The eight globally celebrated Food & Beverage outlets are the pride of Waldorf Astoria Lusail with the luxurious gastronomic dining offering served both indoors and al fresco in exclusive, ritzy settings with magnificent sea views throughout. The experience of Sushisamba's ambrosian tricultural cuisine – a unique blend of Japanese, Brazilian and Peruvian – is further heightened by the eclectic live performances at its upbeat beach club, the first ever in the world. Perfectly complemented with tastefully appointed interiors, guests can expect nothing short of the finest authentic Italian fare at the region's first Scarpetta, savoring their meal to the very last bite.

For those who prefer a more casual dining setting, Bywater is the ideal choice with its coastal setting bridging the indoors with the outdoor dining areas and inviting a cool breeze for an enlivening atmosphere. This all-day contemporary brasserie offers an extensive a la carte menu, a special menu for kids and a diverse drinks menu inspired by travel and history.





Propelled high-up on the list of lounges to visit is The Highmore, one of the most exclusive destinations that Qatar has to offer. Spread over three floors, the rooftop lounge has it all for the luxury crowd. From the interiors to the lavish drinks menu, a smoking room, walk-in humidior and waterside terrace with music. A wood-fired oven accommodates everyone with the menu designed to complement the beverages and make everything work smoothly on the palette.

Brimming with the character of the original Peacock Alley, this new Peacock Alley appeases with its beautiful views, elegant crowd and exquisite menu. Enscorced by the sea, it is the perfect haunt for its enticing signature afternoon teas and beverages. Praia is the ideal place to enjoy classic beach fare with a local twist. Located right on the beach, it offers refreshingly ice-cold beverages and a range of appetizing nibbles together with an ice cream trolley and shisha.

The tempting concoctions and well-balanced nutritious meals served at Wyld Erth play a significant role on the path to wellness and have been approved by ESPA Life's international nutritionists. Presenting a much-craved combination of taste and health with an emphasis on seasonal ingredients the diverse offering ranges from organic and macrobiotic fare to pre/post workout smoothies, as well as teas and herbal tinctures for relaxation.



SUSHISAMBA



THE ULTIMATE WELLNESS GETAWAY

A pioneering new concept, the exclusive ESPA Life Spa – the only one in the region – is a refined wellness retreat that focuses on creating an atmosphere of relaxation, rebalance and rejuvenation. ESPA Life Spa seamlessly blends a trilogy of proven holistic practices with innovations in scientific wellbeing and technology. Light therapy, cryotherapy and lymphatic massage work in synergy with holistic therapies to connect and reset physical and mindful wellbeing. Skilled therapists gently guide guests on an immersive sensorial journey leading to self-discovery and a feeling of greater harmony.

This haven for wellness enthusiasts is located over three floors with 18 signature treatment rooms and a couple's suite. The healing waters of the traditionally inspired hammams, extensive thermal experiences, and mindful studio for lifestyle classes are designed to regenerate the body and mind and elevate well-being. Suites for beauty and grooming services run the gamut from facial reflexology to massages leaving guests feeling radiant and transfigured.

A gym and studio with spectacular views of the sea and an outdoor workout terrace, equipped with the latest fitness equipment help keep the muscles flexible and work out those stress knots.

UNFORGETTABLE ADVENTURES

Within the property, guests can luxuriate at the resort's private beach and lounge Praia or unwind by and enjoy a splash in the luxurious pools. For younger guests, endless fun awaits on the waterslides and outdoor playgrounds. The immersive Kids and Teens' Clubs, Kunuz and Kunuz Teens, provide creative and sensory-rich activities for children and teenagers from arts & crafts activities to curated outdoor explorations with new friends. Those seeking an adrenaline rush can polish their skills and catch the waves at Aloha Surf Club. The boogie boarding ride brings guests the experience of real ocean surf in a controlled pool with near limitless capacity and excitement.

THE BEST DESTINATION TO VISIT

Renowned for its warm hospitality and commitment to excellence, Qatar is transforming into a world-leading tourist destination. The country is keen as well to help drive significant growth in international visitor arrivals and aspires to welcome six million visitors a year by 2030.

There are many exciting developments underway to help Qatar maintain its attractiveness to tourists the world over that complement the country's existing tourism offering – from global sporting events to expansion on the cultural front with a host of new world-class museum openings on the anvil.

"Visitors to the country are looking for unforgettable travel moments, experiences that will change and inspire them, that are truly meaningful and leave an indelible mark," says Chris Franzen. "The Waldorf Astoria Lusail aims to bring together the essence of Qatar within an unparalleled luxury experience and position the country as a destination with a superlative hospitality offering."



HUAWEI WATCH GT 3 Pro

A LUXURY, LOVELY-LOOKING SMARTWATCH THAT PAIRS WITH IPHONE AND ANDROID SMARTPHONES

With an emphasis on stylish design and fitness capabilities, the HUAWEI WATCH GT 3 Pro is a smartwatch built to provide customers with an impressive all-round experience. With a name inspired by the automotive industry, the HUAWEI WATCH GT 3 Pro offers long battery life and powerful health and fitness features. A luxury smartwatch that pairs with both iPhone and Android smartphones, the HUAWEI WATCH GT 3 Pro HUAWEI WATCH GT 3 Pro is easier to use and offers more diversified applications.

The smartwatch is available in two variants – Titanium Edition and Ceramic Edition. Huawei WATCH GT 3 Pro Titanium Edition features a new design with an integrated minimalist aesthetic. It is like a mountain with various ridges and peaks. Featuring a 1.43-inch AMOLED high-definition color display, the new HUAWEI WATCH GT 3 Pro Titanium Edition shows every detail on the screen clearly. It is equipped with a titanium case, a high-tech ceramic back, and a 2.5D sapphire glass heart rate lens. For sports, business, and leisure, Huawei WATCH GT 3 Pro Titanium Edition offers a variety of strap options. Using the ECG button, HUAWEI WATCH GT 3 Pro Titanium Edition users can collect ECG data anywhere and anytime.

HUAWEI WATCH GT 3 Pro Ceramic Edition combines eastern and western aesthetics in perfect balance, giving you a unique wristwatch style. Featuring a 1.32-inch AMOLED HD colored display, the Huawei WATCH GT 3 Pro Ceramic Edition delivers exceptional picture quality. Design inspiration for the Huawei WATCH GT 3 Pro Ceramic Edition came from the goddess' skin, which is soft and noble—There are 24 exquisite wave patterns on the bezel. With a simple yet premium design, Huawei WATCH GT 3 Pro Ceramic Edition uses stainless steel and ceramic. It has a 3D rotating crown for both functionality and beauty, as well as high-precision finger movement recognition for more efficient operation.

In the HUAWEI WATCH GT 3 Pro Series, you'll get the same super-long battery life as the WATCH GT Series. The HUAWEI WATCH GT 3 Pro comes with wireless fast charging that takes only 10 minutes to charge for a full day's use.

Huawei's ECG app measures single-lead ECG and provides real-time analysis, as well as reminders for sinus rhythm, atrial fibrillation, and premature atrial and ventricular beats. New and improved electrode technology makes ECG signal collection more accurate and responsive. With Huawei WATCH GT 3 Pro, you can monitor SpO2 all day long and plateau SpO2 for 5% more accuracy thanks to its multi-channel signal adjust algorithm. Similarly, the latest Huawei TruSeen™ 5.0+ increases data processing capacity four-fold, reduces signal loss rates, and improves heart rate accuracy.

Aside from its water resistance performance, the HUAWEI WATCH GT 3 Pro supports free diving at depths of up to 30 meters. The new smartwatch also sports a new intelligent running planning feature that helps you develop a targeted training plan based on your personal physical and running history data. The HUAWEI WATCH GT 3 Pro Series is also compatible with 60+ workout apps worldwide, which has been a popular feature among users. Moreover, you can take on any challenge with the Huawei WATCH GT 3 Pro Series, which offers over 100 workout modes, including a free-diving mode.

While exercising, Huawei WATCH GT 3 Pro Series supports Bluetooth music playback and lets users control their smartphone's music playback. HUAWEI WATCH GT 3 Pro also supports Bluetooth calls and allows you to save contacts for easy access. Users can reject calls, reply to incoming messages, and mute conveniently. Once the smartwatch is paired with and connected to a Huawei smartphone, users can use the voice assistant to interact with it immediately. There are a variety of countries, regions, and languages supported by the voice assistant.





RIMOWA

CELEBRATES THE POWER OF METALLIC PINK AS IT RE-VEALS A CAPSULE COLLECTION INSPIRED BY ROSE QUARTZ CRYSTALS

Since 1898, RIMOWA's premium designs have been sought after by the world's most discerning travellers. Now, the luxury German luggage label is proud to unveil a cross-category capsule collection that reimagines the Original suitcase and the Personal Cross-Body Bag in a striking new shade of Pink Quartz.

Since its debut in 1950, the Original suitcase has been an icon. In its new-est iteration, this beloved travel companion comes in an appealing shade of pink that was inspired by Quartz, a precious gemstone often described as the 'Universal Crystal' for its powerful healing properties. The result is a suitcase whose gleaming metallic aluminium shell is accentuated by RIMOWA's signature grooves to create the impression of a piece of fine jewelry.

Both robust and lightweight, the Original suitcase was designed and engineered in Germany with the expert techniques for which RIMOWA is known. With various surface treatments done to lock the pigment into the metal alloy and ensure a lasting metallic sheen, as well as a number of cutting-edge functionalities— from the pioneering Multiwheel System, to a flawlessly colour-matched telescopic handle – the newest case illustrates the maison's technical innovation and craftsmanship.

To ensure a coordinated travel look, the Personal Cross-Body Bag is also available in Quartz. Inside a grooved aluminium shell, the bag features two open compartments, a zipped pocket, and three card slots to keep daily essentials safe. A removable leather strap comes in a complimentary shade of pink.

The new Quartz range will initially be made available through an exclusive three-month RIMOWA pop-up on Mytheresa, which includes a pre-launch on the luxury fashion retailer's platform three days ahead of the release in RIMOWA stores in Germany, online at RIMOWA.com, and at Mythere-sa.com



HENRY JACQUES

launches new “HJ Voyage” collection

French Haute Parfumerie introduces all-new line of travel accessories, bespoke cases crafted in precious materials, designed to house the Maison’s iconic “Les Classiques” perfumes



Sumptuous vanity cases in different sizes, to travel in style with your favorite perfumes

In complete secrecy and with the Maison’s everlasting meticulousness and attention to detail, Henry Jacques has dreamed up a beautiful new array of travel cases, HJ Voyage. Designed for those wishing to roam and explore the world in elegance, accompanied by their wardrobe of favourite scents tucked away like treasured gems, HJ Voyage cases house either 15ml flacons of Essences, or 75ml Les Brumes for those wishing to indulge in lighter expressions of Henry Jacques’ 50 signature fragrances.

Pure, traditional know-how

Chic, compact and minimalistic, the HJ Voyage travel cases uphold the perfume house’s traditions of all things bespoke, with materials and finishing touches that harmoniously combine nuances of absolute black, royal blue and innocent white. The leathers used for this collection are rare: white and black Italian calf, black eel and electric blue porosus crocodile. Other cases are covered in embroidered jacquard fabric. On the inside, the cases are lined in soft goat suede. Henry Jacques never compromises its core values, relying solely on artisanal know-how and working exclusively with noble products, in the traditional French pursuit of excellence.

Timeless and sleek designs

The design of the HJ Voyage collection is timeless: the travel cases’ unmistakable features and clean lines recall the long-standing culture of token objects, passed down from one generation to another without ever going out of style. The Maison’s highest form of elegance is reflected in the collection’s jewellery-like approach: the case zippers have been custom-designed, crafted out of palladium and gold.

The HJ Voyage travel cases come in 5 different material combinations and 4 different sizes to fit:

- 1x 15ml “Les Classiques” perfume
- 1x 75ml “Les Brumes” perfume
- 3x 15ml “Les Classiques” perfumes
- 3x 75ml “Les Brumes” perfumes

With this leather accessories collection, Henry Jacques aimed to create discreet yet charming luxury objects, perfectly adapted for modern-day living.

GUERLAIN

A COLLECTION THAT INSPIRES AN ODE TO THE EAST

The marvellous century-long love story between Guerlain and the East continues. Launched with Santal Royal, the Absolu d'Orient collection celebrates emblematic raw materials and highlights the unbridled love they inspire among Guerlain's House perfumers, preserving the link that has been created between Guerlain and the East, the legendary ancestral birthplace of perfumery. As much an olfactory homage to the East as an invitation to join the most exquisite of journeys, this collection celebrates a universe where rich notes, bold scent and opulent materials meet. Each perfume in the collection conjures a sumptuous and enchanting world that leaves a vibrant memory imprinted on the skin.

EPICES EXQUISES, AN EXPLOSION OF CONTRASTING SPICES

... with Épices Exquises Guerlain Master Perfumer Thierry Wasser enhances the contrasts between precious spices to create an olfactory chiaroscuro that awakens the senses. At the heart of this "woody, spicy, smoky" scent lies the mysterious and enchanting aura of an olfactory memory that has left its mark on Thierry Wasser's memory and imagination.

Captured and bottled by the perfumer, Épices Exquises represents the irresistible essence of an Oriental fragrance: the spicy aroma of cardamom coffee. "With Épices Exquises I wanted to re-transcribe the surprising scent of the irresistibly spicy cardamom coffee I'm given every time I visit the Middle East. This coffee's unique blend of spices fills my memory with deliciously contrasting sensations: at the top, fresh accents of cardamom mingle with a warm, peppery, sensual base. It's an intoxicating fragrance."

For Delphine Jelk, the house perfumer who contributed to the creation of this latest opus, Épices Exquises is "a creation that breathes both warmth and coolness, as the freshness of cardamom spices and pink pepper come into contact with fiery black pepper for a woody, smoky scent with oud and patchouli notes."

Like an intoxicating waft of coffee, Épices Exquises brings together a warm, full-bodied and sensual base with tinges of black pepper, woody notes of oud, patchouli and sandalwood and refreshing facets that are subtly overdosed with cardamom, notes of pink pepper and fresh green angelica.



“

From small pieces of artwork to huge city murals found in Paris, Los Angeles and Singapore; spray paint to brushwork, Tarek Benaoum strings together and layers words and letters, elongating and reshaping them into a flowing script which, set free from all linguistic imperatives, allows each individual's own imagination to reign.

AN ICONIC BOTTLE WITH ADDED OPULENCE AND SHIMMER

Ochre shades that echo desert sand dunes adorn the sophisticated label ornamentation and dress the bottle with a warm elegant shimmer all the way up to the tie that adorns the bottle's legendary cap.

This year, Absolu d'Orient comes in an even more precious gem-like package than ever as the iconic bottle comes illuminated with a strikingly sophisticated translucent lacquer effect. Each of the fragrances in the collection showcases its own transparent colour that evokes the riches of the East.

GUERLAIN AND TAREK BENAOU: A RICH ARTISTIC COLLABORATION

Using quotes, fragments of words and aphorisms from a wide array of sources — from Jack Kerouac to the Lebanese poet Adonis — Tarek Benaoum's work is inseparable from the time and place of its creation. From small pieces of artwork to huge city murals found in Paris, Los Angeles and Singapore; spray paint to brushwork, Tarek Benaoum strings together and layers words and letters, elongating and reshaping them into a flowing script which, set free from all linguistic imperatives, allows each individual's own imagination to reign.

For 2022, Tarek Benaoum's calligraphy adorns the Absolu d'Orient collection again with his reinterpretation of Guerlain's iconic double G. Drawing inspiration from the new Épices Exquises fragrance, the house's emblem appears illuminated with gold and ochre tones. Reinvented, the double G evokes a shimmering gust of wind sweeping across the desert dunes to transport us into an opulent and mysterious imaginary realm.

MAISON 21G PARIS

launches in the Middle East with first-ever boutique in Dubai Hills



Innovation, experimentation, sustainability, and personalization has formed the core of Maison 21G Paris - the ground-breaking Parisian perfumery, which empowers anyone to create the scent of their soul (said to weigh 21 grams!) - since its very beginning.

Maison 21G is the world's first collaborative luxury perfumery house of scent designers, launching a perfume revolution centred around its disruptive and multisensory approach.

On May 25th, 2022, Maison 21G is proud to announce its official launch in the Middle East with the opening of their first boutique in Dubai Hills. Taking their unique brand of scent personalization, thrilling range of bespoke products, and private creation ateliers into a uniquely luxurious environment, it's a significant step into a vibrant and dynamic luxury market.

The Dubai boutique pristinely encapsulates the strong design values and visual idioms of the brand (the famous "Carré Galbé - Round square" of Maison) with sleek minimalism and Parisian Chic, ensuring an experiential and poly-sensorial experience. The Maison boutique encourages customers to engage in a hands-on perfume-creation experience, enabled on the spot at their revolutionary scent bar, or in private ateliers - Maison's renowned perfumery workshops - by appointment for those seeking more time and in-depth guidance.

The boutique features a series of dedicated zones, allowing visitors to move from one aspect of the brand to another as they truly customise their fragrances. There is also a zone for Maison's customisable home scents, a premiere in the perfumery industry, and a fast-growing aspect of this exciting brand's portfolio of products.

Introducing the Touchless Scent Bar and AI creative guidance: An Innovation Par Excellence

In the age of COVID-19, Maison 21G has risen to the challenge of being impressively versatile and innovative, thus ensuring the global pandemic does not interrupt its vision. This agile approach has led to the creation of their famous 'touchless scent bar'; a safe, stylish and innovative way to encounter their perfume collection of 35 haute couture essences and including a uniquely playful scent mixing experience.

Ever-inventive and pioneering, Maison 21G Paris has created this fun and interactive method to allow new customers to create their scents wardrobe. The customers turn into real scent designers, and in becoming so, are able to discover, enjoy, and mix their scents on the spot and to discover their perfect combination via this luxurious self-service touchless scent bar.

Innovations such as this are further heightened by Maison 21G's revolutionary AI-powered App, which guides customers in their choices. This unique digital journey will help visitors to the store define their scent personality based on their nationality,

“

Ever-inventive and pioneering, Maison 21G Paris has created this fun and interactive method to allow new customers to create their scents wardrobe. The customers turn into real scent designers, and in becoming so, are able to discover, enjoy, and mix their scents on the spot and to discover their perfect combination via this luxurious self-service touchless scent bar.

age, skin tone, olfactive preferences, mood and values in life, transforming the consumer experience into a truly bespoke, playful and memorable encounter.

Maison 21G: A Top-to-Bottom Sustainable Brand

Maison 21G is a brand which puts sustainability front and centre. The house takes great pride in offering a fully-transparent product journey to each and every customer.

The brand founder and CEO Johanna Monange quotes, "Sustainability is the new luxury in perfumery. We focus on what's inside the bottle and aim to make the world of perfume more transparent, clean and educative".

Maison 21G's green solutions go far beyond packaging, blazing a new path for a decidedly less-than-perfect perfume industry to follow. Maison 21G's perfume formulas contain no preservatives (as everything is freshly blended as part of their bespoke and personalised service), no harmful phthalates, GMO or CMR, and their products are vegan and cruelty-free across the board. They have banned the use of animal-derived products (such as Musk Deer) to be completely vegan, and to help achieve a perfectly "clean" signature scent without compromising the quality of the fragrance.

All Maison 21G scents are at least 90% biodegradable, and are made by IFF (designed and curated by the most renowned and talented master perfumers, such as Dominique Ropion, Anne Flipo, Carlos Benaim and others). This means that all fragrances are ethically sourced, as their journey can be traced from plant to perfume. The Maison assures that customers will craft only Eaux de Parfum with a minimum of 21% of concentration - an industry-beating concentration that once again sets them apart from the competition!

Finally, they aim to exclusively utilise recyclable or refillable packaging, and produce zero plastic waste in accordance with their ambitious and eco-conscious brand values, aligned with the ecological mindset of their millennial audience.

With such a unique approach, Maison 21G is on a mission to create a bespoke, greener, and more transparent perfumery. No wonder, therefore, their arrival in Dubai Hills is so eagerly awaited.



DAMAS

The house of jewellery design, launches a new identity in Qatar



Damas, house of jewellery design, reveals its highly awaited new identity at the opening of its prestigious boutique at the Place Vendôme Mall in Lusail, Qatar. A second concept boutique is scheduled to open its doors in July in The Mall of Qatar, with four more stores anticipated to open in the near future.

Two years ago, Damas embarked on a transformational journey in line with its vision "from the region to the region" by reinventing itself into the ultimate house of jewellery design in the Middle East and offering today's modern woman an unparalleled customer experience. As part of this revamp, and keeping with its long-established storytelling legacy and DNA, the brand shifted to design-led collections, based on worldwide and local jewellery trends, and keeping the Arab woman as its main inspiration and muse, offering collections that instill happiness, empowerment, and confidence.

The brand continues to develop innovative retail offerings, all while preserving its social responsibility and deep-rooted Arabic heritage and identity.

Damas is honored to continue growing and expanding its stores in Qatar, presenting a major milestone and myriad new opportunities for the company's operations in the country - a country that is both proud of its culture and heritage, as well as pioneering and progressive in various fields. Damas is pleased to offer its trendsetting-yet-culturally rooted Qatari customers a captivating sensory experience focused on inspirational collections. The jewellery house is well-equipped to bring exquisitely diverse jewellery offerings to Qatar's booming luxury sector thanks to a wildly

successful and highly established presence across nine countries and 180 stores in the Gulf region. Among its new objectives is catering to an important segment of Qatar's burgeoning retail clientele, namely millennials and Gen Z.

Damas's new redesigned concept boutique is inspired by a natural palette of sand, beige and gold. Dubbed "écrin", the boutique functions as a walk-in jewellery case, showcasing the house's exclusive and opulent creations within a masterfully designed space. Dedicated lounges and corners of the boutique bring a haven of calm and peace with curving walls and artful, softly rounded furniture, embodying the graceful movement of the region's desert dunes. Damas's roots are clearly exhibited in the Arabic patterns that grace earth-toned walls and that the brand carefully revisited, bringing bold and contemporary refinement that fits its trailblazing vision.

With these boutique launches, Damas is introducing to the Qatari market heritage-inspired collections and everyday exquisite fine jewellery. Cohabiting the space with the brand's most coveted in-house pieces are international brands such as FOPE. Boutique visitors will find crafted to perfection exclusive and bespoke pieces in different styles, from the classic to the avant-garde to the ultra-feminine. Among these collections are the mesmerizing Alif, the house's core collection that embodies women's achievements, Dome with its regal elegance of Arabic architectural elements, and Lace with its intricate, arabesque-inspired pieces. Designed with the Arab woman at their heart, these collections are an ode to the region's pioneering ladies: the confident, the bold, the tender, the delicate, the traditional, the modern, and every woman with her own unique tastes and desires.



GARRARD

Jewelled Vault

Bold in colour and breathtaking in design, the Jewelled Vault is home to Garrard's most striking, unique and unusual gemstones. With no two stones and no two designs the same, each Jewelled Vault creation is truly one of a kind – a work of art.

Honouring the innate character and unique qualities that distinguish the world's most exceptional stones – Royal Blue sapphires, Colombian emeralds, Pigeon's Blood rubies, Padparadscha sapphires and other rarities – each stone in the Jewelled Vault is selected for its show-stopping beauty.

The Jewelled Vault takes its inspiration from a royal style icon, whose love of the best and most beautiful gemstones was legendary. Maria Alexandrovna, the Duchess of Edinburgh, travelled from Russia to England to marry Queen Victoria's second son, Prince Alfred, in 1874. With her, she brought an incredible collection of jewels, which grew as she commissioned new designs from Garrard.

The jewels were kept in a magnificent vault at the royal residence, Clarence House, and were arranged by colour, creating a vivid palette of gemstones. This vault continues to inspire Garrard's creative director, Sara Prentice.

"The design concept is unique. The stones are the stars, and we only begin designing a Jewelled Vault piece when our gemmologists have discovered an outstanding new gem", says Sara.

From Queen Victoria's sapphire cluster brooch to Princess Diana's engagement ring, many of Garrard's most famous royal jewels feature rare, exceptionally fine sapphires.

A 5 carat sapphire and diamond Jewelled Vault ring pays homage to this vibrant legacy, echoing the iconic cluster design.

Only stellar rubies that display the highly prized shade of Pigeon's Blood are selected for the Jewelled Vault – opulent, 'redder than red' stones that are vanishingly rare in the world of gemstones.

Garrard celebrates the rarefied beauty of Colombian emeralds in designs that channel light through the centre stones, illuminating their vivid green colour.

Modern masterpieces designed to celebrate nature's greatest miracles, Garrard's creative flair and coloured stone expertise converge in the Jewelled Vault.



Boucheron

Histoire de Style New Maharajahs

In 1928, Boucheron was commissioned the largest special order in the history of Place Vendôme. In 2022, Creative Director Claire Choisne pays homage to this treasure by creating the “New Maharajahs” Collection, writing a new page of Boucheron’s History of Style.

ONCE UPON A TIME, THE MAHARAJAH OF PATIALA....

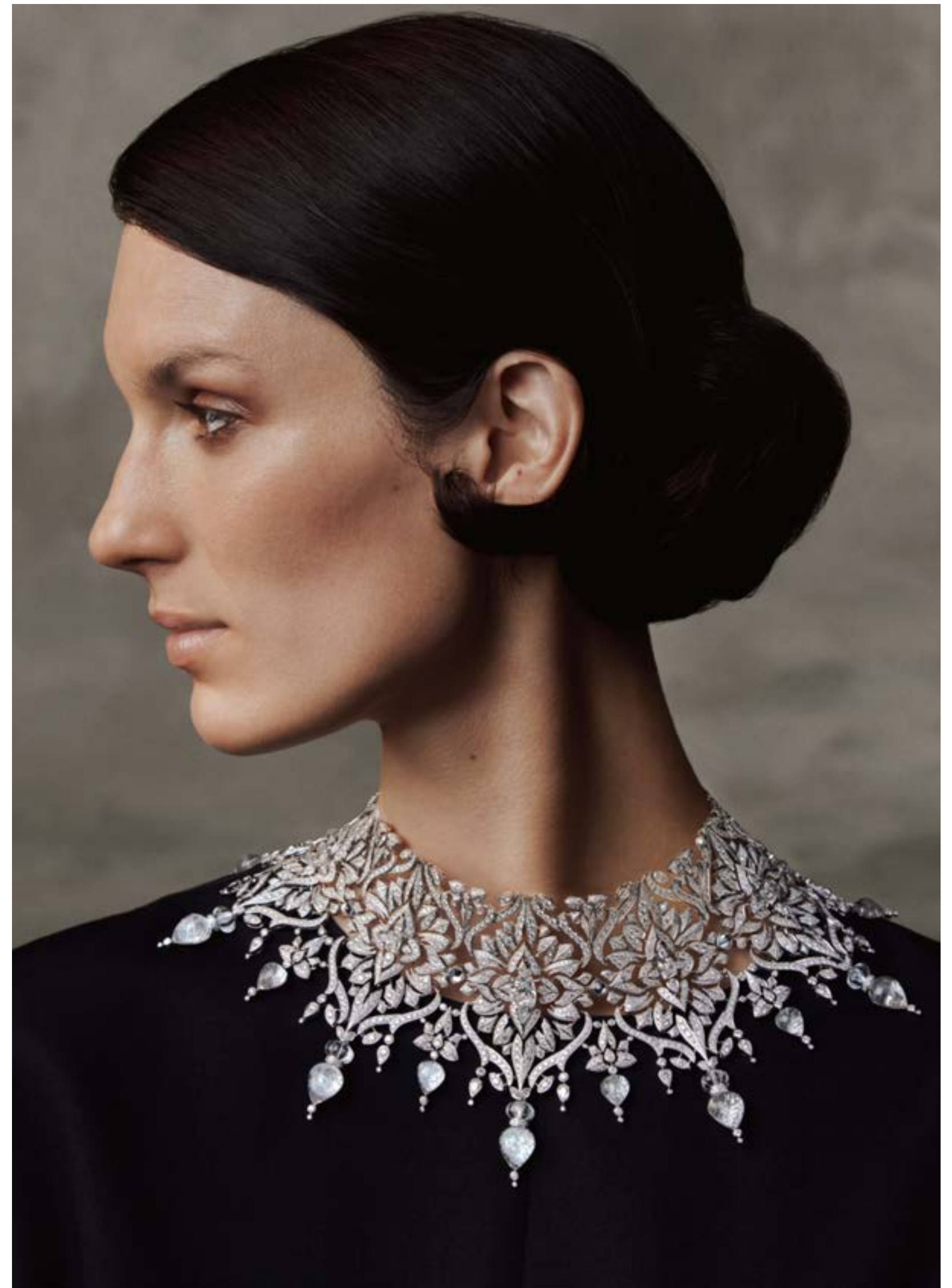
On August 2nd, 1928, Place Vendôme was buzzing with the arrival of Bhupindar Sing. The Maharajah of Patiala had come to Paris with forty of his servants. Thirty-five suites had been booked at the Ritz to welcome the Party. The Maharajah was a colossus – he was about 6 ft 7 – and he was famous for his immoderate taste for jewels. No one knew which jeweler he would go to. On that summer day, escorted by Sikh guards carrying iron safes, Bhupindar Singh crossed the square and pushed the door of Boucheron.

There, he was welcomed by Louis, son of Frédéric Boucheron. In those safes, Louis counted diamonds, rubies, emeralds, and pearls by thousands. For these gems, Louis then imagined 149 designs: emerald and diamond collars, multiple-strand pearl necklaces, belts covered in precious stones... To this day, these parures created by Boucheron have remained unforgettable.

NEW MAHARAJAHS

“This commission by the Maharajah of Patiala seemed like a fairytale, it is the stuff of dreams, says Claire Choisne. In our archives, we have kept the 149 original designs from which I got my inspiration for this collection. I wanted to transpose these designs into the 21st century, and to reinvent them for today’s Maharanis and Maharajahs. For these women and these men who want to express their personality and their own style.”

For these New Maharajahs, the creative studio has highlighted designs referring to elements which symbolize ancestral India, such as the lotus flower, turban ornaments or wedding bracelets, but also for traditional techniques such as glyptics – which is the art of engraving stones. To give life to her creative and contemporary vision, Claire Choisne has made the radical choice of purity through white and transparency, effects of scale that she has naturally transposed both on men and on women.



NEW MAHARAJAH SET, THE CONSECRATION OF EMERALDS.

“This is the only colorful parure of the collection. It tells the story of the Maharajah of Patiala’s commission, but without the weight of History”, says Claire Choisine.

NEW MAHARAJAH NECKLACE

Nine Colombian emeralds, for a total of 40 carats, compose the central motif, which can also be worn as a brooch. Once transformed, the necklace becomes a collar, lined with baguette-cut emeralds, fitting every movement of the body.

NEW MAHRARAJAH EARRINGS

Inspired by another necklace from the 1928 commission, Claire Choisine has worked on effects of scale to imagine this pair of platinum and emerald hoops: their shape is identical to the Maharajah’s original necklace, on a different scale.

NEW MAHARANI NECKLACE, MAJESTIC LOTUS

A celebration of the lotus motif, this monochrome choker plays with the downstrokes and the upstrokes of white gold to draw a diamond lace on the skin, a 4,08ct cushion diamond shining at its center. The exquisite delicateness of this piece has required all the expertise of the Boucheron jewelers. “We have chiseled the proportions of this piece from its empty parts and have associated diamonds to it, to give even more lightness to the final result” says Claire Choisine. This convertible necklace stands out by its elegance, which is as remarkable as a ribbon version or as a choker.

It matches a pair of diamond and rock crystal ear pendants which, once united, depict two parts of the same lotus flower.

NEW MAHARANI CRISTAL NECKLACE, TRANSPARENCY AND BRIGHTNESS

This sparkling necklace, ending with a white gold cord paved with diamonds, was inspired by traditional Indian long necklaces. This piece displays the glyptics technique, applied on rock crystal – which consists of sculpting on a stone. In India, rock crystal was seen as petrified water. At both ends of the necklace, the stone is chiseled in a melon cut, according to the Indian tradition.

NEW MAHARANI NACRE NECKLACE, A TEXTURE MONOCHROME

A 5.178 Japanese pearl-cascade springs from this majestic necklace. This flow is cadenced by melon-cut rock crystal beads, shining from the inside thanks to their diamond paving. The lotus flower, chiseled in mother of pearl, is the central motif of this multiwear jewel which offers seven different looks.

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In this Histoire de Style collection, ceremonial parures have become jewels reflecting one’s singularity. Colors have faded into a monochrome metamorphosis. Pared down from their original polychrome, from opulence to delicateness, these New Maharajas are writing Boucheron’s new Histoire de Style.

The necklace keeps the elegance of its movement whether it is worn in its long or in its short form, or even as a choker. As are the two pearl bracelets, that can be extracted from the full piece.

The long main motif, made of pearls, diamonds and mother of pearl, can be worn as a brooch, on a man’s suit for example.

New Maharani Nacre is also the name of a matching ring. This white gold band, adorned with a mother of pearl lotus and lined with diamonds, can only be worn with its central stone: a marquise solitaire diamond.

NEW PADMA NACRE EARRINGS, MODERNITY TO WEAR

A symbol of purity in India, “Padma” means “Lotus”. Boucheron gives this sacred flower a contemporary dimension through this exclusive ear jewel. Like a reversed miniature necklace, this piece is to be laid on the ear. It shines its gold and pearl beams, ending with diamond and mother of pearl drops, engraved as a tribute to glyptics.

Along the same lines, Boucheron has created a pair of diamond and rock crystal earrings, engraved with the lotus motif, the pendants of which are detachable.

NEW PADMA RINGS, MODERNITY TO WEAR.

Two rings of radiant purity complete this set. The first one is a reference to Boucheron’s iconic Parfum ring. It displays a rock crystal dome, showing a lotus flower in transparency, shaped with the glyptics technique. This rock crystal dome is mounted on a spotless cacholong ring. The second ring was sculpted into rock crystal. Paved with round and baguette diamonds, it holds a pear-shaped diamond at its center.



NEW CHURIYANS BRACELETS, SUBLTE HARMONY.

Worn by women when they get married, these “Churiyan” bracelets are considered tokens of protection. Boucheron has revisited these traditional ornaments by forging them in white gold set with diamonds, mother of pearl and pearls. Thanks to these different gems, these bangles offer a subtle palette of shades and textures, changing according to the way they are placed on the wrist.

Always inspired by the history of Boucheron, Claire Choisine has designed a mother of pearl bobbin to store these 10 bracelets when not worn, in line with the art pieces created by Boucheron.

NEW SARPECH, ORNAMENTAL CURLS.

This turban ornament, called a Sarpech, has become a hair jewel or a brooch, through Claire Choisine’s eyes. It is a contemporary interpretation of the aigrettes that Maharajahs proudly sported at the beginning of the last century. Set with diamonds, the curls of this piece are highlighted by the presence of rose-cut diamonds.





INTERVIEW

NADIA BABIAK

Nadia Babiak—a Ukrainian living in Qatar for the past eight years—admits she enjoys living in Qatar and calling it her home. It's a place where she feels comfortable growing her business, making friends, and enjoying multiple activities to stay healthy and happy.

Nadia is an engaging interviewee who opens up to *Dunes Magazine* about life in Qatar, what led her here, her Desert Rose restaurant, and future plans.

1. First, tell us a bit about what inspired you to come up with the idea for the Desert Rose restaurant.

I drew on my experience in VIP hospitality to create a world-class restaurant fusing luxury fashion with dining. Desert Rose is a place where every guest feels special with custom-made shisha and luxury tableware.

2. Why did you choose the location of your restaurant?

Well, Souq Waqif is in the heart of Doha, next to Amiri Diwan, with a beautiful view of the city. Seeing modern towers in front of you as you are sitting in such a historical place makes you realize that everything in this world is possible. Obviously, the atmosphere of the Souq is the main reason for choosing this location, especially if you are a tourist and want to experience the traditional vibes. It really is a magical place!

3. What is it like to be a woman entrepreneur in an Arab country?

Honestly, I can't think of a better place to live and do business than Qatar. Qataris are both friendly and helpful. Also, in business, gender is irrelevant. It is all about your knowledge, experience, and self-presentation. When you are doing something good in Qatar, the people here respect you. That is what we are doing, and others regularly commend our efforts. This motivates us to continue to improve.

4. When starting a business in a foreign country, what should we know?

You need to know that doing business is not the final destination, nor is it the hardest part. Making sure your guests are happy every single day is the challenging, yet most rewarding, part of our job. Since opening day, our loyal guests have been part of our family.

To start a business in a foreign country, or in Qatar specifically, there are a lot of rules you need to know. The main issue is that we cannot own 100% of a company in Qatar. According to Qatari government rules, 51% of the shares go to a local partner, while 49% go to a foreigner. However, this isn't a cause for discouragement. Many people will work with you if you have a unique idea and you can present your plan.

5. What has changed in your priorities since you began?

It isn't true that you become free when you start a business. On the contrary, responsibility grows for the people who work for you and their families. This was especially the case during the COVID-19 pandemic. You realize that if you don't come up with solutions and action plans to manage the crisis, your own situation will get worse, and others' situations will as well. This gives you the strength to not give up and to keep improving step by step.

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6. What is unique about your business?

Every guest should be able to sense how careful we are about the details: from the products we use to the dishes we serve. There are many unique things about our restaurant. We are the only one in Qatar to offer such a wide variety of cuisine, including Ukrainian. In fact, hookahs have made us famous. We were the first in Qatar to offer professional hookah service, and our guests appreciated it a lot.

7. What were your first marketing strategies?

We relied mostly on social media at first. Qatar has a great deal of talent, both local and foreign. Everyone uses social networks, so you need to pay attention to them first. We also became famous on TikTok this year. Another big accomplishment for us was a feature published in Dunes magazine about the restaurant—that was something we were proud of.

8. How long did it take you to achieve success?

Success knows no boundaries, and the most important thing is not to stop, but to keep going, growing, and developing. To be more specific, the restaurant began generating income three months after it opened, which, in my opinion, is a positive sign.

9. As an entrepreneur, what is your biggest challenge?

For every business owner, it was undoubtedly the COVID-19 pandemic that we all suffered through together. However, there are always new challenges because you work with people every day. The most difficult aspect of running a business is the human factor, since a restaurant is like a living organism that clearly senses when someone is depressed, tired, or in a bad mood.

10. What is your definition of success?

It's a success when your guests come back to your restaurant again and again. You achieve success when you have plans for one restaurant, then buy another franchise, and develop additional income points simultaneously. Having a team that is with you from the beginning and grows every year is another key to success.

11. What are you currently working on?

Desert Rose restaurant is focusing more on catering and outdoor events, and we are planning to open another branch in Qatar and one outside the country. Soon you will also see an amazing Turkish project in Qatar, which I'll mention later.

12. What advice would you give to someone who wants to become an entrepreneur?

Prepare to be involved in all processes, at least at the beginning. Rather than making your business very "commercial," let people love what you do, and you'll reap the benefits.





KHOLODE AL OBAIDLI & NADHER AHMED CO-FOUNDERS OF SOUL MEDICAL CENTER

Soul Medical Center is a comprehensive patient-oriented specialty practice providing tailored and personalized treatment to every patient. With a team of renowned dermatologists and prosthodontists, the Doha-based medical center offers a range of non-surgical procedures and treatments—including teeth whitening sessions, laser hair removal, scalp treatments, and dermal filler procedures—using leading-edge technology and high-quality products.

We had the chance to sit down with Dr. Kholode Al Obaidli and Eng. Nadher Ahmed, the co-founders of Soul Medical Center, where they spoke about their entrepreneurial journey and how Soul Medical Center came about. We also discussed how their vast professional experience helped them build one of the country's most innovative medical centers, offering a luxurious experience like no other.

Dr Kholode, can you tell us a bit more about yourself?

When I reflected upon the question, I came up with four main roles; a daughter, a wife, a mother and a professional. My journey into this world started of as a daughter. I am number nine of ten children, and the youngest daughter. My late father was a huge advocate of education. He himself, only studied up until Year 10 and for a man of his generation, he had a very progressive and unique vision for his children regarding their studies.

In our family, he promoted the importance of education to all his children and placed a huge emphasis on all his daughters being educated. This was not a common mindset for those from his generation. He believed that through education, his daughters would have the power to be economically independent for any eventuality that may occur in their lives.

His ethos is something I have carried through into how my husband and I are raising our family. The relationship I have with my husband is something where I feel blessed by every day. Jassim is my best friend, my partner, and my confidante.

Together, we have four children, two boys (Ahmed and Mohammed) and two girls (Marya and Fatima). Our family only works as well as it does because of our partnership.

We work as a team to support each other and raise our children in our faith and with our values. At the heart of it, there is a strong foundation of mutual respect. And he has a strong respect for my professional life. I have been working for over 24 years and my professional history has been a varied one, from teaching in a school, to working in several corporations, to being an academic, and now an entrepreneur. I never predicted being an entrepreneur as being on my life journey, and yet here I am! An unexpected and exciting space that I am relishing.

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As a Qatari female, I can truly state that each of these life experiences gave me a confidence to move on to my next challenge

How was your educational journey?

My route of education started as most peoples do, in a government school for girls. Qatar University was my next stop and for most educated, Qatari women, the career plan is teaching. I chose to study English Language and Education. Post-graduation, I went on to study a Masters in Educational Technology at the University of Manchester and then on the complete a PhD in Educational Policy at Birmingham University.

I spent a lot of time investing in my education, as I truly believed it would add value to my future. And of course, my fathers' influence, and the support of my husband was key in making this happen.

I also had a wonderful opportunity to be trained with RAND Corporation in Santa Monica, USA for four months, where I was part of the Summer Association Research Program. This time in the USA allowed me to experience something quite different; I was alone, without my family, and I dedicated my time to research, including a strategic project that influenced the Education Policy for a New Era in Qatar. It was an honour to be part of such a prestigious group.

After investing in my studies, I moved into the world of work. The biggest thing I learnt from this transition is that learning never stops.

Having so many interests and titles, how did you manage to bring them all together?

It is hard to simplify, however what I can say is that the multiple experiences I have gained over the last 20 years have all led me to my current space. Everything I have failed at, excelled in, and learnt is all down to each experience, and the role models throughout my working career. It is important for me to acknowledge the time I spent at the Qatar Olympic Committee and the positive influence of the Secretary General HE Sheikh Soud bin Abdulrahman.

The positive guidance and strong work ethic of Mr Al Baker was a privilege and honour – it was great to be part of the Qatar Airways Group story and my time at Sidra Medicine, as a C-Suite member and being part of a team that executed a vision set by HRH Sheik A Moza, gave me many lessons, and a strong foundation of understanding patient experience.

As a Qatari female, I can truly state that each of these life experiences gave me a confidence to move on to my next challenge. I will never forget the voice of those in powerful positions encouraging me to utilize my voice.





“ At Soul Medical Centre, we want to enhance and nurture that inner beauty by offering a luxurious experience

Why did you embark on a journey with Soul Medical Centre and become an entrepreneur?

I never imagined at any point in my career I would be co-leading a medical centre, so another lesson I have learnt is expect the unexpected! This was a big surprise to me, as it was a case of many circumstances being aligned. My husband and I have spent the last 4 years building our dream house and the Project Manager for this was Eng. Nather, my business partner in the Soul Medical Centre.

I was delighted with the result because Eng. Nather executed my vision to the highest standard. At the end of my viall's project, Eng. Nather approached my husband and I, and he asked if I was interested in joining a new venture that he was undertaking.

I immediately joked 'You have all my money from my house that you built!' and he very seriously responded with 'I am after your expertise'.

And as they say, that is how the story with Soul Medical Centre began.

With support from Qatar Development Bank, Eng. Nather and I started Soul Medical Centre. My experience of customer service from Qatar Airways, combined with Patient Experience from Sidra Medicine, and other things I have picked up along the way informed how I thought Soul Medical Centre could and should work. I deeply care about patients, and I care about providing a luxurious service so it felt like a natural space to work in.

When a patient walks through the doors of Soul Medical Centre, they are met with an experience where they feel respected; can be assured they are met with the highest level of hospitality; know we use innovative, modern technology (we are paperless!), all whilst being served in an ambience that makes them feel special. We want their luxurious experience to bring them back through the doors of Soul Medical Centre, and then they will bring their friends and family on their next visit.

As we believe every Soul is beautiful and beauty is within, at Soul Medical Centre, we want to enhance and nurture that inner beauty by offering a luxurious experience.

How do you envision Soul Medical Centre in the future?

We are here to serve the residents of Qatar and the GCC region. Our patients will come back to us and bring others because from their differentiated personalised experience they know that from every interaction they will have at Soul Medical Centre, they will feel respect and special in a luxurious, yet affordable way.

We have great ambitions for our business and our team, and I think we have a very exciting journey ahead of us. We trust our vision; we trust our employees and we trust our patients.



Outstanding memories?

There are so many to choose from!

Leading and implementing Al Darab Qatarization Program at Qatar Airways - it is always great to work for a world-leading brand. Being part of the Sidra team and opening a hospital that serves women and children across the GCC. This was a true honour. Being the only Abaya wearing Executive on a table of 11 Thobe wearing colleagues at Qatar Olympic Committee.

Handled challenges in professional and personal career?

Being a working mother, means I must be an expert at prioritising, discipline, delegating and managing myself. I try to avoid chaos and find much comfort in structure. My faith plays a big part in giving me strength during challenging times.

Luckily, I have the wonderful partnership with my husband. My professional network and those who have advocated for me have offered me the most pragmatic direction. And family and friends are always there to provide the emotional guidance.

My career went from being a student, to teaching to the corporate world. When I moved into becoming a Professor at Northumbria University, it allowed me to bridge corporate life and academic life in the most practical way. I was a professor who had a strong academic background, with practical corporate experience. The students loved this. They wanted to learn about strategic HR and what it meant in real life.

And as I am currently the only Qatari to be Chartered FCIPD, in Qatar, I felt a huge pride and responsibility to guide these students in how HR can change the workforce for the better.

Being able to positively influence the next generation of students, many from the GCC region, was and is one of my greatest honours.

The teachings and the importance of education from my father has not only influenced my family, but I have also been able to translate this valuable life lesson to impact the next generation of Leaders to be part of the changing face of HR in the GCC.

One piece of advice to talented women in Qatar?

Just one piece! My whole life has given me so many lessons that can be turned into advice.

One piece: Follow your heart and create a future you believe in.





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ONCE A SMALL IDEA,
IT HAS NOW GROWN
INTO A BIG ONE.

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Eng. Nadher, before we dive in, let's get to know you a little bit more...

I am an engineer and the father of three boys. Qatar has been my home for over 22 years. When I was 20 years old, I started a business in Iraq. However, as soon as I arrived in Qatar, I began working in the construction sector before establishing my engineering and construction company. I also run other businesses in Qatar. After starting up a construction company in Germany, we created Soul Medical Center.

With an engineering background, what motivated you to enter the medical field?

Qatar has a high demand for the healthcare sector. It's more about market demand than being an engineer. Qatar is booming, and we expect to see higher population growth. Unlike the competition, we wanted to create a medical center that focuses on luxury and lifestyle, and targets people looking for different treatments.

How did the idea for Soul Medical Center come about?

I conducted a feasibility study for the medical center. Initially, I wanted to create the business alone, but when I first met Dr. Kholode, my client at the construction company at that time, I thought she could be a great asset for my medical center since she had extensive experience in that area. Our meeting to discuss the feasibility study went well, and we then discussed the partnership opportunity. Once a small idea, it has now grown into a big one. My thoughts and hers came together very well.

What was your key driving force in becoming an entrepreneur?

Maybe it's in my DNA. I love challenges, and I always strive to own my own business. I have always envisioned myself as a successful businessman.

Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?

I believe being honest with clients and knowing what they need are the two most important factors of being a successful entrepreneur. In the construction business, for example, we provide clients with an estimate of how much it will cost to finish their house the way they like before starting, and they know our margin is justified. Keeping a good relationship with clients without sacrificing professionalism is also a priority for us.

We would like to learn more about Soul Medical Center's future expansions. Is there a possibility of more medical centers opening in Qatar or the Middle East?

Yes, we are seeing the Qatari market has very high potential with a continuing high demand. There are even many hospitals being established in Qatar these days. Hopefully, we will expand in other GCC markets after fully expanding in Qatar in the future.

What piece of advice would you give to college graduates who want to become entrepreneurs?

Entrepreneurs should be honest and transparent with clients, along with working hard to achieve their goals. It is also important to give your clients what they are looking for and what they expect from you.



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Keeping a good relationship with clients without sacrificing professionalism is also a priority for us.

EXCLUSIVE INTERVIEW

SHEIKH ABDULRAHMAN BIN AHMED AL-THANI CHAIRMAN AND MANAGING DIRECTOR OF AL WAJBA MOTORS

Since Al Wajba Motors acquired its Bentley dealership in 2002—followed by Lamborghini and Bugatti in 2006 and 2009, respectively—Sheikh Abdulrahman Bin Ahmed Al-Thani has done an outstanding job of increasing the sales of all three luxury brands in Qatar.

Sheikh Abdulrahman Bin Ahmed Al-Thani, Chairman and Managing Director of Al Wajba Motors, never keeps his foot off the gas. With over two decades of experience in the automotive business, Sheikh Abdulrahman is a true industry veteran. His relentless efforts to guide Bentley Qatar have paid off, helping the luxury car dealership reach new heights in sales and become one of the largest Bentley dealers in the world.

Two decades ago, you began your professional career in the automotive industry. Could you please share more details regarding your successful journey that led you to become a Bentley, Bugatti, and Lamborghini dealer?

Growing up, the automotive industry fascinated me. My father started a successful business in 1958 with Land Rover, Chrysler, and Rolls-Royce Bentley. Seeing his success with these car dealerships inspired me and led me in this direction. I first acquired the Bentley dealership in 2002, followed by the Lamborghini and Bugatti dealerships in 2006 and 2009, respectively.

Qatar is one of the top-selling markets for Bentley—not only in the Middle East but also on a global scale. Bentley Qatar is the second largest dealer in the world. How will Al Wajba Motors maintain this success, and are you aiming to become one of the largest Bentley dealers in the world?

I believe we owe it to our loyal brand owners. Brand owners have made Bentley Qatar part of their lives all these years and made it into one of the world's largest dealers. Above all, it's not about selling, but about how the brand owners built their cars with passion. We know that our brand owners built 75% of our ordered cars using Mulliner's wide range of bespoke features and finishes. This makes Bentley Qatar the world's first dealership to benefit the most from Bentley's bespoke coachbuilding division, which stands for the highest level of Bentley artisanship.

Bentley Qatar has also made recent waves in luxury by offering endless personalization and customization options to clients. This presents an amazing opportunity for Bentley owners to experience tailor-made, luxury-focused versions of the British brand's model range, alongside Bentley's unparalleled personalization and design innovations.

Sheikh Abdulrahman Bin Ahmed Al-Thani granted an in-depth interview to Dunes magazine about his successful career in the automotive industry, his strategic vision for Bentley Qatar in the coming years, and other issues and insights.

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When Bentley goes fully electric, I am confident it will never compromise the electric supercars' performance.

A few months ago, Bentley announced its “Beyond100” electrification plan. The plan aims to make the British brand a fully electric one by 2030 and includes releasing five new electric vehicles. In your view, do you think your clients in Qatar are ready to buy electric supercars from Bentley, just as they did with gasoline-powered supercars?

Bentley already started communicating that by 2030 all cars will be fully electric. Dealers around the world are already preparing for this important switch. I believe Qatar will be ready by then. When Bentley goes fully electric, I am confident it will never compromise the electric supercars' performance. Bentley will instead continue its 100-year reputation as a luxury sports car, ensuring the new electric vehicles continue to represent the artisanship, values, and attention to detail that have long made Bentley unique.





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Opening a new showroom with sustainability compliance is one of our top priorities.

How does Bentley Qatar maintain its competitive edge in a niche market with many ultra-luxury brands competing for market share?

Two things are helping us achieve this: the brand and the team. We have the best brand in the world—with a global reputation for creating the world's finest cars—and a stellar team that has built a strong rapport with our customers. Simply put, Bentley makes the showroom feel like a second home for its customers.

Speaking of sales, Bentley Motors recently reported that its revenue jumped 28% from the previous year to €2.49 billion in the first eight months of 2022 thanks to an increased interest in customization and personalization options. In what ways can Al Wajba Motors meet customer expectations in terms of personalization?

As mentioned earlier, 75% of Bentley Qatar's ordered cars are all custom made by Mulliner, Bentley's bespoke coachbuilding division—offering its clientele a world of luxury unlike almost anything else available in motoring today. Bentley Mulliner's high level of personalization and bespoke exclusivity impresses clients: whether they are selecting special dramatic effect finishing veneers; choosing custom colors for the stitching, rugs, carpet binding, and hide; or having a coat of arms added to their car. It is evident that owning an exclusive Mulliner-built custom Bentley makes our clients truly happy.

Additionally, with accessories, there are absolutely no limits to the number of ways brand owners can customize their Bentley to express their personal style. Using our accessories website, customers can browse through every product and feature available to discover new ways of personalizing their Bentley to create a truly unique design. Customization is no longer a privilege of only those ordering a brand-new Bentley.

Today, most assembly of Bentley models happens at the Crewe factory, with a few models at other VW Group factories. Is it possible that assembly of future Bentley models may happen outside Europe, such as in the Middle East?

It would be a great opportunity for us, and our many clients in the region. However, in the end, this would always need to be Bentley's decision for the greater good of the company.

Finally, before wrapping up our interview, we hope you can tell us more about your marketing or strategic vision for Bentley Qatar in the coming few years.

We always closely align our plans and objectives for the future with the brand. Opening a new showroom with sustainability compliance is one of our top priorities, so we can provide better service to our brand owners and greater accessibility to reach our new potential market.



BENTLEY BENTAYGA

THE MOST **GLAMOROUS**
SUV ON THE MARKET!

WHILE THE LATEST OFFERING FROM THE BRITISH MARQUE IS PROBABLY ONE OF THE BEST-LOOKING SUVs AROUND, THE INTERIOR IS A HAVEN OF LUXURY AND CUSTOMIZATION.

The 2023 Bentley Bentayga is one of the most luxurious and refined SUVs available on the market. Bentley's first foray into the SUV market boasts exhilarating performance, superb refinement, and agile handling. It boasts exquisite artisanship inside, coupled with endless customization options.

The new SUV's exterior lines exude luxury in their purest form. The Bentayga takes its design cues from the latest Bentley Continental GT with its gleaming matrix grille flanked by jeweled, crystal-effect LED matrix headlamps. Modern and sporty touches such as the 21-inch wheels, polished chrome wing side vents, sculpted sills, thin oval taillights, and oval-shaped split tailpipes make the Bentayga stand out.

While the latest offering from the British marque is probably one of the best-looking SUVs around, the interior is a haven of luxury and customization. Exquisite artisanship and material quality greet drivers. This includes fabric, leather, and Alcantara upholstery, plus the customizable veneers you can commission in your choice of high-gloss, open-pore woods, or technical finishes.

A universe of options opens up when it comes to personalization. With a choice of seven standard colors and the option to add the Blackline Specification, Styling Specification, Front Seat Comfort Specification, or Bentley Dynamic Ride, the Bentayga appeals to all tastes.

Not only is the 2023 Bentley Bentayga a stunningly crafted SUV, it also represents the pinnacle of performance in its class. This is thanks to its 4.0-liter, twin-turbocharged V8 engine, which produces 542 hp and 770 Nm of torque. This engine allows the Bentayga to go from zero to 100 km/h in 4.5 seconds before hitting a top speed of 290 km/h.

The Bentayga Speed, on the other hand, is powered by a 6.0-liter, twin-turbocharged V12 engine, delivering 626 hp and 900 Nm of torque. Hooked to an eight-speed automatic transmission sending power to the four wheels, the twelve-cylinder unit enables the ultra-luxury SUV to go from zero to 100 km/h in 3.9 seconds before hitting a top speed of 306 km/h.





BENTLEY FLYING SPUR

AN **ULTRA-LUXURY**
SEDAN FOR EVERY TASTE!

LIKE ITS HIGH-RIDING SIBLING, THE ULTRA-LUXURY SEDAN WILL MAKE YOUR WILDEST CAR CUSTOMIZATION FANTASIES A REALITY, LIVING UP TO BENTLEY'S REPUTATION FOR BREATHTAKING LUXURY.

Whether you are sitting behind the wheel or in the passenger seat, the 2023 Bentley Flying Spur offers an ultra-luxurious driving experience every time. In its third generation, Bentley's quarter-million-dollar sedan has successfully evolved from a chauffeur-driven vehicle to Bentley's most driver-focused sedan ever, crossing over the Bentley rubric and becoming more of a driver's car.

With several subtle design changes—including a squared-off grille, illuminated Flying B emblem, which retracts at the touch of a button, cut-crystal LED matrix headlights, and polished stainless steel quad oval tailpipe finishers—this third-generation Flying Spur adds purpose and extra muscle to the exterior styling.

Bentley has decked out the 2023 Flying Spur's cabin with its finest leathers, genuine woods, and real metal accents. Like its high-riding sibling, the ultra-luxury sedan will make your wildest car customization fantasies a reality, living up to Bentley's reputation for breathtaking luxury.

The redesigned seats have a twin-flute design with fifteen hides to choose from, along with additional options available from the Mulliner division. The Mulliner Driving Specification offers customers the world's first three-dimensional diamond-quilted leather door inserts. With the Color Specification package, customers can select from a variety of hides and stitches to suit their preferences. As for the four seats, they are all heated, ventilated, and come with massage and adjustable bolsters, among other luxurious features.

For audiophiles, Bentley offers a choice of three audio systems. The standard unit features 10 speakers and 650 watts, but customers can opt for a 16-speaker, 1,500-watt Bang & Olufsen system. The third option is the fanciest of them all—a 2,200-watt Naim sound system with 20 speakers!

The 2023 Flying Spur comes with the choice of three potent engines: a twin-turbo 6.0-liter W12 that produces 626 hp and 900 Nm of torque; a 4.0-liter V8 mill delivering 542 hp and 770 Nm; or a 2.9-liter V6 plug-in hybrid with 536 hp and 750 Nm. The powerful W12 engine makes the third-generation Flying Spur the fastest production sedan available on the market.





INTERVIEW

MESO HASSOUNA

Fares Ibrahim Saed Hassouna El-Bakh, also known as Meso Hassouna in the weightlifting world, is an amazing Qatari weightlifter. At the age of 20, he became Junior World Record holder in clean and jerk (225 kg) and total (397 kg). Meso then won the silver medal at the 2019 World Championships.

It is no surprise to see Meso succeed as a weightlifter, considering his family has been weightlifters and athletes their entire lives. His father, Ibrahim Hassouna, is a famous Egyptian athlete who represented Egypt in three Olympics, before coaching Egypt's national team.

Meso granted Dunes Magazine an interview where he told us a bit about himself, his family, and the challenges he overcame in his sports career. He even shared his favorite author and the dream country he wants to visit.

1. First, tell us what led you to decide to become a weightlifter? Did you go through other kinds of sports before choosing weightlifting?

Since my dad and my brothers were weightlifters, I started weightlifting as well. Around the age of 7 or 8, I started trying other sports because I thought I could do well in them. So, I tried wrestling, boxing, and football. But in every sport I tried, there was something missing, or I didn't enjoy it.

2. Weightlifting is not as popular as other sports like football or tennis. What do you think is the reason?

Weightlifting is not as popular as other sports, mainly because weightlifters are not as social as top athletes in other sports. In fact, it's hard to be a top-level athlete in weightlifting because everything is calculated, including how you sleep and what you eat.

Each weightlifter started in a training camp from the age of nine, and they continue to do that until they are 30 years old. As a result, we don't see the outside world, don't communicate, and don't interact much with other people. There are only a few people we see every day around us. Weightlifters haven't learned how to communicate with people. I think that's why they're not as popular as other athletes.

3. If you could change one thing about the people's perception of this sport, what would it be?

What I would change is to teach the athletes how to work more on the social aspects, to show people weightlifting is a great sport, and weightlifters are not just robots who lift weights. We do more than only lifting weights and we have our own time to do other things we enjoy. I would tell athletes that weightlifting is the oldest sport in the world.

In fact, when athletes from other sports need assistance with their sport, they come to us. In the case of boxing, a guy who feels weak will come to us to do special exercises such as dumbbells and barbells. Some athletes with weak legs will come to us for help with squatting. Athletes always return to weightlifting as it is a part of every sport.

4. Are there any sports other than weightlifting that you believe should be promoted in Qatar?

There are many sports in Qatar that deserve more attention from the locals. These include wrestling, boxing, and gymnastics. There should be more TV coverage of these sports so people can know about them and promote them. There should be more choices available for kids so that they can try different sports and choose what they like.

5. What were the toughest sacrifices you had to make during your sports career?

The sacrifices are all very difficult. You sacrifice time; you sacrifice fun; you sacrifice your childhood. When you're a child, you want to have fun, go to the cinema, the beach, or the museum with your friends. You sacrifice many of those activities.

While my friends were in the cinemas or playing football, I was already in bed or training to get stronger. On the path to becoming a professional athlete, every day and every hour counts. Nevertheless, if I compare what I have accomplished with what I have sacrificed, I have no regrets.

I am now trying many things I hadn't done before. However, I still have to say no to many things. When I consider playing football with my friends, I start thinking I might hurt myself and won't be able to compete again, so I don't. There are limitations to everything you do. I think focus is the most important factor since you have to know what you want to achieve and how you will get there.

6. What's something people don't know about you?

I'm a good cook. I don't think many people know that. One of my favorite dishes is an Arabic one called chicken potato. Sometimes when we gather as a family, I cook, but I lose the competition to my mother, who is an excellent cook. She taught me a lot.

While I can't cook on a daily basis since I usually prepare my meals based on a planned diet, I occasionally go to the kitchen, wear my apron, and create things in the kitchen.

7. What is your morning routine?

I brush my teeth, drink 300 grams of water, and then have a large cup of coffee. That's how I start my day.



8. Do you have any rituals before a competition?

I love to do a ritual that no one knows about. The day before the competition starts, I dress as if it is the day of the competition with every single detail: my outfit, my weightlifting shoes, my belt, etc. As I stand in front of my mirror, I visualize how I will perform my six lifts. I act as if there are a lot of people in front of me, cheering and screaming. One lift is hard while another is easy. Then I start cheering back, saying thank you. Before each and every competition, I have to do this ritual every night before I go to bed.

Visualization is extremely powerful. Avoid negative thoughts. Don't let them invade your mind. If you think 'I am going to lose tomorrow,' or 'I might lose tomorrow,' then you will lose. In contrast, if you behave like you are going to win—like you are the best in the competition—and if you consider what you are going to do after you win, you will be more relaxed and you will win. I heard this quote and I love it: "If you see it in your head, you can catch it with your hand."

9. What has been your most memorable vacation?

I had a great time on the Caribbean island of Aruba. This was my favorite vacation so far. I prefer spending my time on the beach or by the sea since I'm not a city person. The place was sunny and beautiful in December. I really enjoyed the atmosphere and the people.

My friend invited me to go with him. This is usually where he goes to train or vacation. Since I had 10 days off, I went with him.

10. What is your dream country to visit?

Mexico and Switzerland are on my bucket list. I want to visit them both. I want to go skiing in Switzerland in winter so I can enjoy the feeling of real winter. In Qatar, it never gets very cold. On the other hand, everyone who has been to Mexico loves it, so I want to go there too.

11. What is the best piece of advice you've ever received?

It is from my father, who said: "Life isn't easy, but if you work hard, you'll get there, and those who reach the top will become famous, they will be heroes."

You don't have to believe in miracles, as all people are just humans. Only those at the top made something you haven't yet made. You're going to do it, no matter how hard it is or how big the chance may be. It's easy to lose the motivation to do anything if you don't do it from your heart.



12. What is it that makes you feel accomplished?

My sports achievements for myself, my country, and for sports in general. Knowing that I helped someone achieve their goals makes me feel accomplished.

Giving help or advice to someone around me makes me feel accomplished as well. I wish to make a difference in this world, no matter how big or small. And I will keep trying.

13. Do you think being an athlete inspires you to do good? What will your legacy be?

Sports bring people together. As an athlete who competes on a global level, you get to meet more people. You meet athletes from different generations that you admire. As new athletes come to us for advice, they look up to us as we look up to them. Sports' true beauty lies in our ability to help others and share experiences. Sharing a love of sports from generation to generation is a great way to influence the community.

My legacy will be teaching people how to smile, how to enjoy sports, and how to love them. At the competition, we are not fighting; we are just having fun, doing what we love.

After winning the Olympics, I met a lot of kids who wanted to join my sport. It's a wonderful feeling. I haven't seen kids from the younger generation in Qatar interested in my weightlifting before. As a weightlifter, I'd like to contribute to the building of a new generation of athletes who share the values of our sport. They need to be open-minded, social, and open to the world—not the old-school way.

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There are many sports in Qatar that deserve more attention from the locals. These include wrestling, boxing, and gymnastics.

14. Who is your favorite sports hero?

My dad is my favorite athlete. I am working on a book about my father and our relationship. I remember when we first started talking together about weightlifting. It was 2011 or 2012; I used to be really skinny, 62 kg. He said: "Meso, I will train you, and you will be at the Olympic Games."

At first, I was skeptical, but I tried it. Since then, we have been working together. The way he always supported me when I was feeling puzzled why I was doing it. He was always there for me, pushing me, and encouraging me. I have always been a good kid. I always followed the routine.

15. Finally, you mentioned Fyodor Dostoevsky in an interview. Which book of the writer is your favorite?

In general, I love reading. I love to spend my time reading a good book. I read many of Fyodor Dostoevsky's books after seeing a quote from one of his books and falling in love with it. Books that teach you to think, where the author makes you feel as if you are inside the book, and the events are unfolding in front of you, are my favorite.



FITNESS MYTHS

HAVE YOU FALLEN FOR ANY OF THESE ONES BEFORE?

BY: CARLA PREGIGUEIRO

Carbohydrates are fattening. I have to sweat to get thin. If I don't have pains and aches the following day, does that mean that I haven't done a good enough work out? I am confronted with these and other such questions on a daily basis by my clients and friends. So, because of this, in this post, I am going to try and dispel some of the myths which surround the world of fitness. This should allow you to continue doing your activities in a correct and healthy manner, without worrying about such myths. After all, sport shouldn't be a fashion, it should be a lifestyle which lasts forever. And you should begin to practice starting from TODAY!!

Do these myths ring a bell?

1. MUSCLE CHANGES INTO FAT AND VICE VERSA

Each tissue is totally independent, one has nothing to do with the other therefore fat doesn't convert into muscle and vice-versa. MUSCLE are all made of the same material, a type of elastic tissue and FAT is divided in two types: non fat mass (is the essential fat that we need in our body to function normally (located in our bones, liver, kidneys...)) and fat mass (is the stored fat located in our adipose tissue). So you can see that both of them are totally different things so it's impossible to turn muscle into fat and viceverse.

2. IF I DO CARDIO, I WILL LOSE MORE MUSCLE

We should do cardio training, but so that this doesn't affect muscle loss directly, you should combine it with strength training and a good diet which suits your needs. To don't loose your muscles you need to check how to do the cardio, taking care of the frequency, duration, intensity, cardio type, before or after the strength training...if you do it in the right way shouldn't be a problem regarding muscle loss, the opposite should be a helper to define much more your muscles.



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In training, more is not better, as we have to maintain the volume of training optimum-adequate and if we exceed this volume, we don't recover as well. We need to rest giving time to the muscles to recover to avoid muscle overload and future injuries.

3. EATING MORE FREQUENTLY INCREASES YOUR METABOLISM

Eating more frequently doesn't increase your metabolism as energy is spent digesting food calories, regardless of when they are eaten. In other words, if you eat the same quantity of food in five meals, in the end the calories consumed are the same amount. Remember, doesn't matter if you eat 5 times or 3 times per day, the most important is the total calories that you will finish eating at the end of the day.

4. YOU HAVE TO DO REPETITIONS TO TONE UP

The goal of toning up is to maintain our maximum muscular mass and this can be achieved by any number of series of repetitions you need to play with the weight that you want to move in this repetitions, with the resting time in between them, with the number of exercises, with the type of exercises...

5. SWEATING IS THE SAME AS LOSING FAT

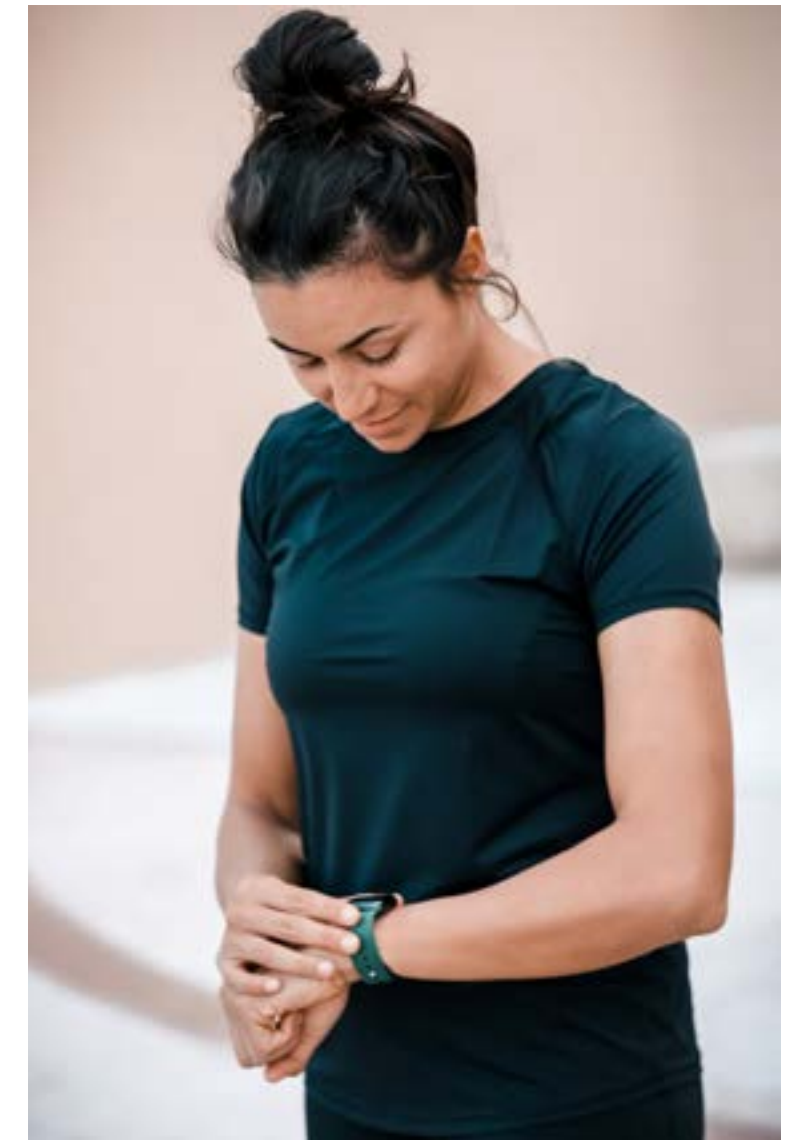
Sweating is the synonymous with dehydration, so you are not losing fat when you are sweating, you are losing water. It is not advisable to use strategies to sweat (they are not healthy at all) because to sweat is a natural temperature regulation system of our body. If you want to lose fat, do a good strength workout together with a good food intake and if you want to lose weight, eat less calories than you burn being in a caloric deficit.

6. TRAINING MORE IS ALWAYS BETTER

In training, more is not better, as we have to maintain the volume of training optimum-adequate and if we exceed this volume, we don't recover as well. We need to rest giving time to the muscles to recover to avoid muscle overload and future injuries.

7. YOU CAN LOSE LOCALISED FAT

No matter how much exercise you do for a particular area of your body, you can't lose this localised fat as our body works as "a whole outfit" when it comes to losing body fat. So concentrate in a good sessions of full body strength training and the fat loss it will come soon (be patient and eat well, it will help to loss the fat faster).



8. CARBOHYDRATES ARE FATTENING

What makes us fat is the excess of total calories in our body. It's basic maths, if you ingest more calories than you burn, in the end you will put on weight (it doesn't matter what you are eating, carbohydrates or apples). It's a simple maths so if you feel to eat carbs any time of the day, is fine, just check the total amount of calories that at the end of the day your are eating and enjoy the food!!!

9. IF I DON'T HAVE ACHES AND PAINS THE NEXT DAY DOESN'T MEAN I HAVE DONE A GOOD WORK OUT

This isn't true as aches and pains is a sign that you have overworked a certain muscular area or because you have worked out areas that you don't work normally. However, it has nothing to do with whether you have trained well or badly. Imaging for the professionals athletics that they train 2 or more times per day, every day...are they in constantly sore pain?

10. IF THE TRAINING DOESN'T HURT, IT'S NOT WORKING

This is completely false as the pain during a workout depends on the tolerance you have to lactic acid and how you adapt to training. There are not studies that confirm that the pain is related with the muscle growth so when you train, try to move the right weight for you and to enjoy as much as you can the workout.

These are some of the most common myths which people create about fitness, especially those which I've mentioned, which are linked to food and training. What about you? Which one did you believe? Have you demystified any of these myths now?

5 Things

You Need to Know About

K o m b u c h a

You can find plenty of information about kombucha online. The fermented, gut-friendly tea can supply you with soaring energy, boost your immune system, prevent certain types of cancers, detox your body, and help you lose weight, to name a few of its many benefits.

The guys behind Qamboucha, a brand-new wellness company in Qatar, share a few facts about this lightly effervescent tea.

1 - Billions of Probiotics

Kombucha tea contains billions of beneficial probiotics like active live bacteria and yeast. When these healthy microorganisms take up residence in your digestive tract, they can improve digestion, reduce inflammation, and help you lose weight.

Kombucha also contains antioxidants, especially when it's made with green tea. Studies on rats show that drinking kombucha regularly reduces liver toxicity caused by everyday exposure to toxic chemicals.

The fermentation of kombucha produces acetic acid, which is also abundant in vinegar. Acetic acid can kill many potentially harmful microorganisms. Furthermore, kombucha contains active enzymes which are beneficial to your body and mind.

2 - Recipe to brew kombucha!

To brew their kombucha, the guys at Qamboucha go through two phases: 1st fermentation (F1) and 2nd fermentation (F2). The F1 phase is a combination of green tea, cane sugar, water, and a SCOBY (Symbiotic Culture of Bacteria and Yeast), also known as the kombucha culture. Upon completion of F1 fermentation, an unflavored, largely uncarbonated, kombucha tea is created.

During the F2 fermentation phase, we add flavor to the kombucha tea (usually with fruit). The F2 is the most enjoyable part of brewing kombucha because the Qamboucha guys add the freshest ingredients to create the most delicious & best flavors available. Their most popular flavors are ginger & lemon, mixed berries & vanilla, hibiscus, tropical mango, passion fruit & lemon, green spirulina & green apple, and orange & turmeric.

The second fermentation stage is also when kombucha gains its effervescence and natural carbonation. The F2 stage turns the fermented flavored tea into the bubbly goodness we all know and love!

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Among the other health benefits of kombucha are the fact that it reduces LDL (bad cholesterol) and total cholesterol levels, while increasing HDL (good cholesterol) levels.

3 - Other health benefits

Among the other health benefits of kombucha are the fact that it reduces LDL (bad cholesterol) and total cholesterol levels, while increasing HDL (good cholesterol) levels.

Aside from controlling stress levels and reducing symptoms of allergies, Kombucha promotes improved gut health. This, in turn, contributes to better overall health of the body and mind and better quality of sleep!

4 - Originated over 2,000 years ago!

Humans have been making and consuming kombucha since 220 B.C. It originated in Northeast China where people would drink it for its healing properties.

Modern kombucha is reportedly named after Dr. Kombu, a Korean physician who brought fermented tea to Japan as a cure for Emperor Inkyo in 414 A.D. Kombucha's popularity has continued to grow as more and more people discover its transformative healing properties.

5 - Less caffeine!

In general, kombucha is made with black or green tea, which both contain caffeine. However, it contains far less caffeine than traditional tea, only averaging around 15mg per serving. At one-third the caffeine content of an average regular tea, this is an amount barely noticeable even to those sensitive to caffeine.



SAVAGE WORKOUTS, SERIOUS BEATS.

HITFIT is an adrenaline-pumping, bass-blasting, nightclub-style fitness experience. We provide explosive, expert-led box fitness workouts that will unleash the best version of you.

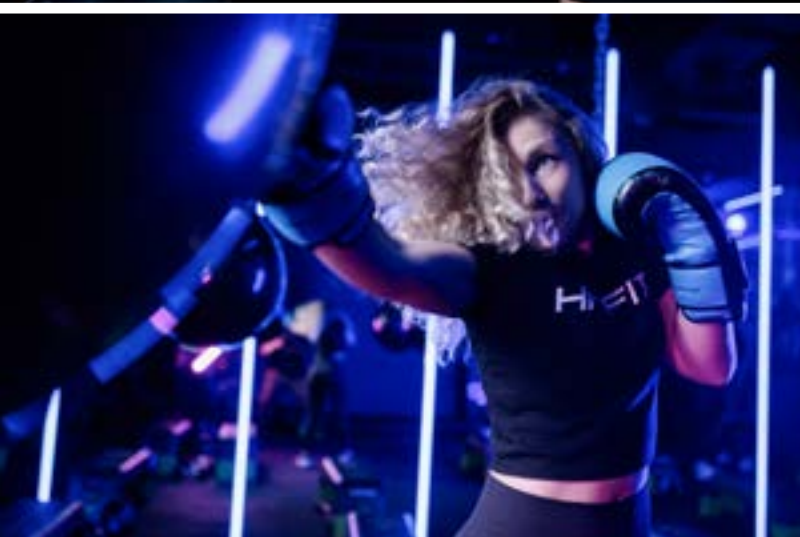
We are a group fitness boxing studio that focuses on developing boxing skills mixed with functional training. A studio where you undergo the cardio at its finest, incorporating the strength training we all need.

The amazing colorful lights and the upbeat music create a whole upgraded experience for the clients where they can train, release stress, enjoy and achieve their fitness goals.

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**Furiously fun fitness
that makes you feel
amazing from the
inside out.**





Every single workout HITFIT delivers is a boxing-pumping, muscle-sculpting step towards a healthier body and mind.

The sport of boxing is thousands of years old, and today, boxers are some of the most elite athletes in the world. HITFIT has turned boxing on its head by taking the very best of boxing discipline and thrown in body pumping beats for a fun but lethally effective workout combo.

With professional coaches from different parts of the world; Mexico, Ukraine, Kyrgyzstan, Thailand and Mauritius. This team of experts guarantee that you'll drastically improve your health, develop new skills, and punch your way into a new and better version of yourself.





CAROLINA HERRERA

Herrera Beauty in the buff: Introducing Nude Couture

When it comes to Nude Couture, less is more. Inspired by 90s minimalism, Herrera Beauty's latest release is all about effortless polish that showcases and enhances one's own natural beauty.

The innovations? A new formula infused with lip-conditioning agents and 10 new shades in a new blur matte finish. But going nude doesn't mean having to skimp on pigment! Designed for a lighter than air second-skin feel, these highly saturated formulas deliver natural-looking, buildable color – minus the build-up – that lasts for hours with no signs of drying or flaking.

Ranging from berry pink hues including Nude Alert (color n° 770), Hot Nude (color n° 771), Slay Nude (color n° 772), Nude Couture (color n° 742), Chic Nude (color n° 780), Nude Cashmere (color n° 740) and Nude Supreme (color n° 741), to richer chocolatey tones such as Peanut (color n° 781), Sweet Brown (color n° 743), and Dark Leather (color n° 744), there's a Nude tone for everyone.

Gliding on seamlessly, the new Nude Couture lipsticks melt onto lips for hydrated comfort that lasts up to 12 hours. Formulated with 3D silicones, emollients, and skin-conditioning ingredients, lips are left looking and feeling rejuvenated, soothed, and nourished for longer. Blurring fine lines and creating a soft powdery effect, they apply easily for a homogenous velvety finish without leaving any residue thanks to their hydrating Hyaluronic filling spheres and Jasmine flower extract infused formulas. Using the precise bullet applicator, lips can be redefined and contoured to create the illusion of a plumper, fuller pout.

At Herrera Beauty, everything we do is a celebration of individual beauty and authentic self-expression. After all, no two women are alike, and neither is their perfect nude. Designed to create a bare-lip effect, each of the new Nude Couture line's star shades has been fine-tuned to suit every skin tone and complexion for the most au naturel result.

Believe us when we say that going commando has never looked (or felt) so good!

LA BOUCHE ROUGE
 ACHIEVE THE PERFECT SUMMER GLOW
 WITH LA BOUCHE ROUGE



Achieve the perfect Summer Glow with LA BOUCHE ROUGE's vegan and cruelty-free make-up essentials. Hydrating Bronzing Powders, silicone-free Lipsticks and hyaluronic acid infused Highlighters will nourish your skin while giving you a natural and luminous sun kissed look.

LIPSTICK

A 97% natural origin ingredients serum formula enriched with a powerful anti-aging seaweed harvested by hand in St Suliac, France. The lipstick formula is vegan, cruelty-free and without beeswax. It does not include petroleum derivatives nor silicone.

LA LUMIÈRE HIGHLIGHTER

La Lumière is the first natural highlighter, with a 96% natural origin ingredients formula, enriched with hyaluronic acid, which hydrates the skin and sculpts the face for a healthy, luminous complexion.

LA TERRE BLONDE

La Terre Blonde is the first natural bronzing powder enriched in hyaluronic acid that enhances and hydrates the skin for a radiant complexion all day long. Developed for fair skin tones, La Terre Blonde's formula contains 96% natural origin ingredients.

FACELINE BRUSHES

Achieve flawless makeup results with our dedicated powder brush and highlighter brush. Handcrafted in Osaka, Japan from beech wood and vegan fibers, they harmoniously diffuse powders over the skin for a perfect finish.





ERBORIAN

BARE SKIN PERFECTOR YOUR SKIN IS MORE BEAUTIFUL THAN YOU THINK

IN THE MOOD FOR NATURAL BEAUTY

Deeply convinced that a beautiful and authentic skin, your skin, is the first step to greater self-confidence, ERBORIAN wishes to give everything to the skin with a conviction of its own: more skincare, less coverage.

Our witnesses through the years: a BB Cream without any mask effect, a CC Cream, complexion revealer, and the last but not least SKIN HERO, a bare skin perfecter, non-tinted skincare, which smoothes and refines the skin's texture, 7-days transformation.

MY SKIN, MY HERO: LONG LIVE MY BARE SKIN, MAGNIFIED, REVEALED

Being oneself, what a job... It is so restful being yourself, to feel good in your mind, in your body, in your age. To look at yourself with kind eyes in the mirror and to never want to trade this image again. Here is ERBORIAN's promise to you: to rediscover our natural skin, to love it unconditionally and to be proud of it.

With or without make-up, when you wake up or after a long day, love the skin you're in!

SKIN HERO: BARE SKIN PERFECTOR - TRANSFORMATION 7 DAYS.

Naked skin instantly radiant, even more beautiful, day after day. SKIN HERO is the latest generation of ERBORIAN SUPER hybrid skincare products. It is, first of all, a SKINCARE that is self-sufficient, a bare skin perfecter, non-tinted and silicone-free 1. Sublimating bare skin as soon as it is applied, SKIN HERO visibly improves the quality and texture of the skin, day after day.

AFTER 7 DAYS OF USE AMAZING RESULTS

- Make-up free or in full color, ERBORIAN provides the skin all the care it needs to reveal its full potential.
- 100% of women surveyed said their bare skin looks transformed
- 100% of women surveyed said that the product improved the quality of their skin
- 100% of women surveyed that the texture of their skin was smoothed
- 87% of women feel now more confident with their bare skin, without wearing makeup



THE PRICE OF GOLD

In 200 B.C., Ginseng was traded for its weight in gold. Erborian has selected a White Ginseng, most prized Ginseng of the emperors, to integrate it as a treasure in its skincare products, for its moisturizing, antioxidant and smoothing properties and for preventing dehydration.

SKIN HERO CONTAINS A WHITE GINSENG COMPLEX COMPOSED OF SEVERAL EXTRACTS

- Ginseng root extract (Panax ginseng)
- Licorice root extract (Glycyrrhiza glabra)
- Wild Yam (Dioscorea villosa) root extract
- Kigelia fruit extract (Kigelia africana)
- Horsetail extract (Equisetum Giganteum)

To provide all the hydration that the skin needs, two complementary ingredients work together, Glycerin, known for its moisturizing properties that protects the skin from dehydration, and Hyaluronic acid, which maintains the skin's natural moisture.

SKIN HERO smoothes and illuminates the complexion, while leaving a sensation of ultra-fresh, soft and moisturized skin, enriched with hyaluronic acid. The sensation of wearing nothing is a new, pleasant and just bare skin sensation, beautifully and subtly sublimated. In just 7 days, the skin is transformed: irregularities are smoothed out, skin texture is refined and the complexion looks more even. over time, the skin is more radiant, protected against dullness – one of the negative effects of daily pollution.



BEAUTIFECT INTRODUCING THE REVOLUTIONARY BEAUTIFECT BLENDER

After the major success of Beautifect's introduction to the market with the Beautifect Box, founder Dr. Tara Lalvani has expanded the Beautifect range. Beautifect continues to innovate and launch new beauty tools that will simplify and perfect daily makeup and beauty routines. Common for all Beautifect products is the extensive research and testing that goes into creating these high-quality and innovative products.

The Beautifect Blender is designed using the finest materials on the market, with its unique triple edged shape, ultra soft material and airbrushed texture, it is the must-have sponge for flawless makeup.

The concept is simple:

- Flat edge for even contouring
- Pointed edge for targeted concealing
- Rounded edge for flawless base application and blending

Rated by Beautifect customers and celebrity makeup artists globally as the best performing Blender in the industry, make-up application is seamless, whether you are applying liquid, creams or powders, the Beautifect Blender ensures equally amazing results.

The materials used to create the Beautifect Blender contribute to minimal product absorption, which means maximum usage and less wastage from your favorite foundations. The materials also aid a flawless coverage by buffing and feathering the edges where makeup is placed for professional application and even distribution of product. The flat edge of the blender is specially designed to make contouring effortless and immaculate, while the pointed edge easily reaches the small areas such as the eye and nose and can be used for targeted concealing. Use the rounded edge for smooth base application and professional blending.

The innovative soft material is entirely latex free, hypoallergenic, suits all formulas, all skin types, face shapes and is highly durable so you can reap the benefits of this blender for a longer time. For optimal results it is best to dampen the Beautifect Blender prior to each use and wash the sponge with warm soapy water and let it air-dry after each use.

The reliable Beautifect Blender makes professional and flawless makeup application simple and attainable for everyone.



EYELINER FROM THE PAST TO THE PRESENT!

BY AESHEH PIROOZI

As ladies' eyes are a symbol of beauty, they deserve no less care than the rest of the body. We always consider black eyeliner an important and indispensable cosmetic tool, as no makeup look is complete without showcasing the beauty of the eyes.

However, how much do we know about the history of black eyeliner?

Hundreds of years before YouTube makeup tutorials taught us how to create the perfect smoky eye, Ancient Egyptians first used kohl to create eyeliner-like strokes in their eyes, making them look wide and beautiful. Both men and women wore kohl in Ancient Egypt.

Bedouins also used it, and both Arab and Persian people considered it a necessary cosmetic tool. Kohl, however, is not what we know and have today. This includes not just the material used to create the eyeliner, but also the techniques and the style of application—which varied depending on the occasion.

Ancient Egyptians used the natural mineral antimony—usually found as brittle, shiny rocks—ground into the form of both powder and paste. Many also requested kohl from Iran, where it was prepared by pressing a form of paste into seashells. Persians applied the eyeliner inside the eyelid using a special tool made of seashell—which is a totally Persian tradition.

This tool, dipped in either kohl powder or paste then applied inside the eyelid, remains one a traditional method of eye makeup for women of all ages.

Kohl has also been associated with a number of beliefs including its use as a protection against jealousy and “the evil eye.” For this reason, you will sometimes see newborn babies in countries like India, Pakistan, and the Gulf with kohl (or “surma” as it’s called in some regions) applied to eyes as eyeliner. It is also believed by some that kohl strengthens eyesight or can treat eye infections and allergies caused by external pollutants

Yet, because many modern commercial brands use lead sulfide instead of traditional antimony in their formulations, products today often contain high levels of lead—a dangerous chemical and known developmental neurotoxin—making “kohl” a banned product in many countries and in American and European pharmaceutical establishments. However, despite the risks, it is still used in countries that have known it for centuries.

Antimony eyeliner, or Arabic kohl, is also known among the Arabs. In its purest form, Arabic kohl is an eyeliner made from stone antimony mixed with the finest type of Amber. Antimony stone is a mineral found in the mines and mountains of Isfahan, Morocco, and the Levant.

Nowadays, there are many types of eyeliner tools, and international cosmetics brands race to develop and provide the best kinds of eyeliner, from liquid eyeliner to pencil to gel liner.

We use each type of eyeliner tool, and each unique product formulation, in various ways depending on the makeup looks desired. And makeup artists do their best to come up with multiple creative uses for each type of new product.

Makeup artists, and everyday women alike, use pencil eyeliner to color in the waterline—the space between the lashes and the eye—to create the illusion of thicker lashes. Pencil eyeliner is generally also used outside the eyes to draw the liner wings, or as a base for smokey eyes. This small tool has many uses and secrets in the beauty industry!

Although various summer colors, white, and beige eyeliners gain in popularity, black eyeliner will always retain its appeal. Combining black and beige can give a gorgeous look to an eye by drawing beige eye pencil in the middle of the eye and black on the edges for a deep and wide look.

The history of eyeliner proves that it is more than a mere cosmetic item. From Egyptian goddesses to everyday women around the world, it has served to express identity, personality, and style.



HOW TO REDUCE REDNESS ON YOUR FACE: 5 Causes & Calming Tips

Noura Al Thani explains the reasons for facial redness and how to fix it

Rosacea, seborrhea, lupus, acne, and eczema are a few of the conditions that cause facial redness. If your skin is rough and red—and you want to get rid of this occasionally painful condition—then you first need to figure out what's causing your facial redness.

Here are five common triggers that can make skin redness worse, and various treatments that might help. However, if you suspect an underlying allergy or medical condition, it's always best to consult your physician to determine the true cause of your facial redness or other symptoms.

1. Stress: Exercise Regularly

Stress adversely affects our health in a variety of ways, so it should come as no surprise that excess stress can exacerbate facial redness. You can prevent stress-induced redness by practicing meditation, exercising regularly to improve your cardiovascular health, and ensuring you get adequate sleep to allow your body time to rest and repair itself.

2. Sun Exposure: Laser Treatment

We all know spending too much time in the sun can cause a sunburn, but long-term sun exposure can also cause various skin issues like dark spots, wrinkles, and even cancerous lesions. If you're already experiencing facial redness, any amount of sun exposure can make facial redness worse. The UV rays from the sun trigger your blood vessels to grow; the only way to reduce this is with laser treatment. Remember, be sure you're applying sunscreen every time you head outside.

3. Alcohol: Avoid It!

Alcohol causes inflammation throughout your body, and this inflammation is easy to spot on your skin. In what's known as an alcohol flush reaction, excess alcohol causes the small blood vessels in your skin to widen, and more blood to flow close to the surface of your skin. Frequent drinking over time may also cause capillaries to break. Drink in moderation—or abstain completely—to avoid facial redness and other harmful effects, including discoloration, saggy skin, and enlarged pores.

4. Poor Quality Cosmetics: SPF Protection

Using poor-quality cosmetics with harmful ingredients can irritate the skin, resulting in itchy redness. Some chemical compounds found in cheap cosmetics can also cause allergic reactions and damage to your skin. Always select high-quality products that repair and rejuvenate your skin while providing the look you want. Check out Colorescience for products that offer SPF protection and a flawless finish.

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5. Spicy Foods: Stop eating them!

If you're struggling with rosacea or another form of facial redness, leave the spicy foods alone. In a survey of over 500 rosacea patients published in *Rosacea Review*, 61 percent of those affected by spicy foods listed hot peppers as a trigger for their rosacea signs and symptoms. It turns out spicy foods like horseradish, hot sauce, salsa, and hot sausage, and even spices like chili powder, paprika, and black pepper can increase the appearance of facial redness from dilated blood vessels in the skin, trigger an outbreak of rosacea, or worsen existing symptoms.

Listed below are some specific products we recommend—including creams, cleansers, and sunscreens—that you should include in your skincare routine for effective results:

- Aveeno Oat Calm & Restore Cleanser
- Glow Recipe Avocado Recovery Serum
- Evenprime Daily Moisturizer
- FAB Niacinamide Eye Cream
- Bliss Block Star SPF 30



ABRAJ BAY AWARDED TWO FIVE-STAR AWARDS AT IPAX

International Property Awards event held at Habtoor Grand Resort in Dubai, UAE.

These two awards came in recognition of Abraj Bay's many achievements making it one of the most luxurious developments in The Pearl area, Qatar. A delegation from Abraj Bay has collected the first award of BEST RESIDENTIAL HIGH-RISE DEVELOPMENT and a second award of BEST RESIDENTIAL DEVELOPMENT 20+ UNITS at the International Property Awards (Arabia & Africa) ceremony held on Thursday 6th of October 2022, excelling at multiple criteria to secure such titles. This achievement is one of many milestones attained by Abraj Bay and yet more to come.

The delegation to the event held in the neighboring country United Arab Emirates also secured a nomination to be ranked among the 2022 5-star winners event scheduled later this year in London, UK. Abraj Bay assures that it will thrive in seeking sustainable improvement in its services and facilities as a leader of luxury real estate in Qatar and the region.

Abraj Bay is also proud of being part of increasing sustainability and development in the state of Qatar, matching its efforts to remain a key player contributing to Qatar's National Vision 2030.





**ARABIAN
PROPERTY
AWARDS**
DEVELOPMENT



BEST RESIDENTIAL
DEVELOPMENT 20+ UNITS
QATAR

Abraj Bay
by Al Sharaf Holding

2022-2023



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2022-2023

ELIE SAAB

Dar Al Arkan and Qetaifan Projects unveil premium sea-front residences
with interiors designed by ELIE SAAB in Qetaifan Island North - Qatar





Les Vagues residences by ELIE SAAB were unveiled by Dar Al Arkan, the leading real-estate company in Saudi Arabia, during an exclusive event held in Doha, Qatar in collaboration with Qetaifan Projects, a leading Qatari real estate development company fully owned by Katara Hospitality.

The exclusive residences by the world-renowned designer reflect the sophisticated elegance and exceptional detailing that ELIE SAAB is recognized for in fashion and lifestyle, setting new standards for modern luxury living in Qatar. Taking inspiration from the unimaginable beauty and serenity of the sea, grand shores, and infinite horizons surrounding Qetaifan Island North, Les Vagues, which means waves in French, have been exquisitely designed as an ode to luxury island life with clean and contemporary lines softened by carefully selected palms and tropical foliage.

Ziad El Chaar, Vice Chairman of Dar Al Arkan Properties, said: "After our successful project launch with the master of design himself, Elie Saab, in Riyadh we're collaborating for a second time on a premium residential project in one of the region's most sought-after developments. Our project on Qetaifan Island North is unique and builds on the Dar Al Arkan's strategic aspirations of regional and global expansion through superior, high-quality real-estate projects that cater to discerning clientele from across the world."

Elie Saab Jr, CEO of ELIE SAAB Group, commented: "We are delighted to collaborate with Dar Al Arkan and Qetaifan Projects on this premium residential project that is inspired by the natural beauty of the island and its magnificent surroundings. Les Vagues is a project that embodies architectural and lifestyle expression of our brand delivering exceptional and timeless experiences through luxury real-estate projects that are unmatched globally."

HE Sheikh Nasser Bin Abdulrahman Al-Thani, Managing Director, Qetaifan Projects, said: "Following our concerted efforts to provide the local market with international standards that work on developing and revitalizing sectors such as tourism, hospitality, entertainment and of course real estate development, we are happy to bring a new innovative project to Qatar. We're looking forward to working with Dar Al Arkan and ELIE SAAB, a global pioneer in design, on this premium project that is unlike any other in the region. Qetaifan Island North is being developed as the first touristic entertainment destination in Qatar, that will put the country on the regional and global tourism map, and Les Vagues residences is an integral project within the masterplan of the development."

Les Vagues feature 70 opulent one, two and three-bedroom sea-front residences with a variety of majestic balconies and terraces and floor-to ceiling windows for residents to enjoy uninterrupted panoramic views of the sea.

The interiors perfectly embody the beauty of ELIE SAAB's designs leaving a lasting impression of refined elegance and spectacular grace where shapes and colors blend harmoniously. Special attention has been given to the finishes with exquisite craftsmanship, exceptional level of quality and aesthetic appeal in pure ELIE SAAB style.

The amenities at Les Vagues are tailored to the residents' needs featuring a la carte concierge services as well as, a state-of-the-art fitness center, an infinity swimming pool, landscaped community courtyard with sea views, 24hrs reception desk, public areas furniture from ELIE SAAB Maison Collection, luxury retail outlets and parking for all residential units.

Dar Al Arkan and Qetaifan Projects signed the agreement to develop a premium residential and lifestyle project on Qetaifan Island North last October. The project marks Dar Al Arkan's first entry into Qatar with the aim of driving the development of the luxury property market and support the growth of Qatar's real-estate sector.

Work on the development will start in Q2 2022 and total sales are expected to reach over 1 billion Qatari Riyal.

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Qetaifan Island North is emerging as a thriving waterfront hub representing a new, modern lifestyle. Inspired by the rich culture and nature of the region, the distinct island will feature a thrilling waterpark, a luxurious hotel, unrivalled accommodation, exceptional retail options, and world class facilities that make it a vibrant and attractive community.

The island is also a symbol of the vision, insight, and aspiration to develop into an internationally acclaimed and recognized landmark location and Qatar's future iconic destination.



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BENTLEY QATAR