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MAR2024

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# MAGNAV

*March*  
EDITION

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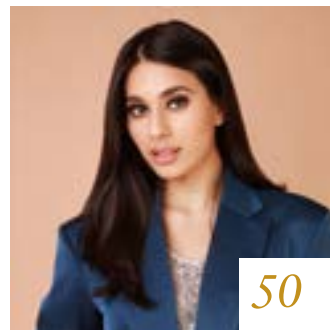


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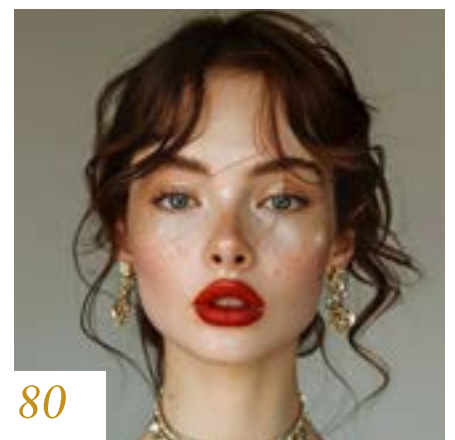
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**MAGNAV**  
*Magazine*





## Editor's LETTER

**MAGNAV**—a journey that revolves around getting to know people and gaining a deeper understanding of them. In today's world, information reaches us through various channels, but we must have sources that prioritize ensuring the world remains a good place to live in.

Magnav is more than just a platform; it is an exploration of human connection. By delving into the lives of others, we can broaden our perspectives and foster empathy. Understanding people better allows us to build stronger relationships, bridge gaps, and create a more harmonious society.

Magnav aims to be one of those sources—a beacon of positivity and optimism. Through our content, we strive to highlight stories of kindness, resilience, and progress. We believe that by showcasing the good in humanity, we can inspire others to contribute to a better world.

A few important values that I would like to highlight about Magnav which are crucial for a better future. humanity first, multiculturalism, credible information, positive journalism, and hope.

Credible information is the cornerstone of a well-informed society. In an era of misinformation and fake news, we must seek out reliable sources and fact-check the information we come across. By promoting critical thinking and encouraging evidence-based discussions, we can ensure that our decisions and actions are based on truth and accuracy.

Lastly, hope is a powerful force that drives us forward, even in the face of adversity. It is the belief that a better future is possible and that our actions can contribute to its realization. By nurturing hope within ourselves and others, we can overcome challenges, find innovative solutions, and create a world that is more just, equitable, and sustainable.

As Editor In Chief of Magnav, I am committed to promoting these values in the information and assistance I provide. I strive to offer credible and reliable information, encourage open-mindedness and inclusivity, and inspire hope through positive and constructive conversations.

Come along on this knowledge and discovery adventure with us. Let's harness the power of knowledge to create a world that is still suitable for all of us to live in.

With warm regards,

*Rizwan Zulfiqar Bhutta*

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# CLIMATE CRISIS *the* dying EARTH

**TAKING THE ROAD LESS TRAVELLED** made all the difference for **MATTHIAS MENDE**

• **SPECIAL FEATURE**

BY  
BISMA IJAZ  
Gift Olaitan Olagunju









**I**n the last 10 years, we all must have seen at least one movie about apocalyptic catastrophes due to the deterioration of the earth's essence. But now, it seems like human civilization is heading towards a possible catastrophic event and Climate Change. This unpredictable change in climate can ultimately wipe out human civilization if significant actions are not taken in a timely and strategic manner.

Climate change is one of the most urgent crises to be faced by humanity in the 21st century. Earth's climate shift and a constant increase in global warming due to human activities, require serious action to tackle its catastrophic impact and rapid changes in weather conditions. The United Nations, governments, World organizations, and even on an individual level, the crisis of climate change is getting extreme attention due to its ongoing drastic weather shifts all across the globe.

According to the ERA5 report, 2023 is considered to be the warmest year on

record. This constant rise in temperature has caused severe floods, droughts, and, wildfires all over the world, mostly affecting the 3rd world countries. On a global level, countries are taking steps to address its severity and collaborating to tackle it as soon as possible.

Climate Change refers to a long-term shift in temperature and weather conditions of the world that makes our planet habitual for life. The key cause of this extreme change can be traced back to human activities throughout history, particularly deforestation and burning of fossil which has played a vital role in the climate crisis.

In reference to the Intergovernmental panel on climate change (IPCC) as shown on their official Website (IPCC Website), Climate change has already left an indelible mark on our planet, causing widespread impacts and damages to human systems and ecosystems alike. From altering terrestrial landscapes to reshaping ocean ecosystems, the effects of climate change are undeniable.

Physical water availability, a critical component of our ecosystem, is under strain as climate change disrupts the balance of water from various sources, including groundwater and surface water. Furthermore, assessments of global mental health and displacement reveal the far-reaching consequences of climate change, albeit in regions that have been assessed. Observations of these impacts are closely linked to changes in physical climate, many of which can be attributed to human influence. The confidence levels in these attributions reflect the assessment of the observed impact's connection to climate change.

Examining observed and projected changes in global surface temperature from 1900 to 2100 provides a stark illustration of how our climate has evolved and will continue to do so over the lifespans of three representative generations. Projections based on various greenhouse gas emissions scenarios paint a sobering picture of the future, with different emission pathways leading to vastly different outcomes.



Visual representations of every form of climatic shift such as 'climate stripes', offer a glimpse into the future, depicting human-caused long-term trends overlaid with the continuing influence of natural variability. Each color on the generational icons corresponds to the global surface temperature stripes for each year, providing a tangible visualization of possible future experiences.

In essence, the data presented underscores the urgency of addressing climate change and underscores the need for concerted global action to mitigate its impacts and secure a sustainable future for generations to come. The primary factor of climate change is the emission of greenhouse gases such as carbon dioxide (CO<sub>2</sub>), methane gas (CH<sub>4</sub>), and nitrous oxide (N<sub>2</sub>O) in the atmosphere. Through these gases, our atmosphere traps heat directly coming from the sun, leading to a warming effect known as the greenhouse effect. It is the reason why Earth is a habitable planet for humans. So, if the amount of greenhouse gases increases, the Earth's temperature also increases. This change in temperature results in global warming.

During the industrial era, around the late 1750s, there was a transition from making goods by hand to machinery. Afterward, the atomic bombing of Hiroshima and Nagasaki in World War 2, and the global level use of automobiles and motor vehicles which work with carbon-rich fuels burning gasoline and diesel fuels, caused the emission of CO<sub>2</sub> gas resulting in the spike of CO<sub>2</sub> into the atmosphere. This global level transition led to a widely spread negative impact on the planet which includes high sea levels, more frequent and drastic weather conditions, loss of biodiversity, and disruption of ecosystems.

Also, the global population has increased unbelievably in the past 150 years. In 1800, the world population was around 1 billion, and today we have reached 8 billion. In order to get more land for crop production and more land for human settlements, humans cut down trees and turn forests into fields. For such population density, we burn a lot more fossil fuels and release enormous amounts of carbon dioxide. This population growth followed an increase in deforestation, that caused no absorption of CO<sub>2</sub> from the air, as trees store carbon dioxide in their roots and trunks.

These greenhouse gases have caused an average global temperature rise of



+1.1 degrees Celsius compared to the pre-industrial era. This slight increase in temperature seems no big deal, but on a global level, this spike has caused severe weather conditions and increased normal summer temperature by 10-15 degrees Celsius. This rise in warming conditions has caused the melting of glaciers, especially in the Arctic, the icy region near the North Pole.

This melting leads to the ocean water level by 3 inches. This sea level rise is causing severe thunderstorms. In Indonesia, they are moving away from the capital city Jakarta as it is sinking. Rainfall pattern changes are causing untimely rains and more droughts. So, one shift is causing the other disaster. That's how the climate

change conditions are serious.

The 3rd world countries are under the severe influence of Climate change, like the Indo-Pak subcontinent witnessed extreme rainfalls and floods in 2023. The record-breaking heat waves and cold waves disrupted human life functionality. The economy itself is not spared from the suffering posed by these weather conditions, crops are destroyed due to flash floods, which ultimately causes inflation.

In May 2022, wheat crops were destroyed by floods that resulted in the shortage of wheat crops. Overall in the upcoming years, these destructive conditions can result in catastrophic events for human civilization. The warmer regions are getting warmer in summer and get colder in winter, which creates an alarming situation for the world to must on immediately.

To combat climate change, many global efforts are taking place already. In 2016, under the United Nations

Framework Convention on Climate Change (UNFCCC), the Paris Agreement is a landmark international treaty signed by almost 200 countries, aimed at limiting global warming to below 2 degrees Celsius above pre-industrial level, with efforts to limit it to 1.5 degree Celsius. We are already near the red line with 1.2 degrees Celsius and are watching How dire consequences it is causing to our planet.

Also last year in December, about 150 heads of state and government took part in the COP28 United Climate change conference to discuss the climate emergency. It addressed the world's efforts and progress to tackle climate change according to the Paris Agreement, that



were too slow across all areas of climate action. From reducing greenhouse gas emissions to providing financial and technological support to the most affected nations to strengthening resilience to changing climate, countries decided to accelerate actions all across the globe by 2030.

One of the most significant action that can be taken to fight climate change is the transition from the use of fossil fuels to renewable energy resources such as solar panels and geothermal power. It will help to combat electricity and energy crisis. Many countries are investing in prompting policies for renewable energy infrastructure. Secondly, it is quite important to consider reforestation and afforestation to reduce carbon dioxide (CO<sub>2</sub>) from the atmosphere.

To reduce global warming, there's a need to evolution in the transportation system which contributes majorly to carbon gas emissions like diesel and gasoline. There's now urgent need to shift from such vehicles to electric vehicles in order to reduce these major contributing factors. Governments are investing to improve transportation systems. Along with these, population control is eminent, which is above all the major contributing factors. As discussed earlier, people will require more energy resources which will result in more carbon dioxide emission.

Climate Change can never be tackled on a local level, it requires state and international level efforts. Timely government policies and their implementation can save the future from catastrophic conditions, otherwise, the lack of action now and failure to take the necessary steps, may be too late to handle the crisis that has already begun.

"To reduce global warming, there's a need to evolution in the transportation system which contributes majorly to carbon gas emissions like diesel and gasoline. There's now urgent need to shift from such vehicles to electric vehicles in order to reduce these major contributing factors. Governments are investing to improve transportation systems. Along with these, population control is eminent, which is above all the major contributing factors. As discussed earlier, people will require more energy resources which will result in more car-









# THE FUTURISTIC CHINA'S HEGEMONY

*Being* Already LIVING The FUTURE with its  
unprecedented ECONOMIC REFORMS which  
the REST of the WORLD STRIVES *for* By Bisma Ijaz







**T**he economic rise of China is the most significant development of the 21st century that has had a profound impact on the global political-economic order. In 2016, China overrode the United States as the largest economy on Earth. Over the years, the US's share of the world economy is shrinking over time while China's share is growing rapidly. According to IMF Data Mapper, as of October 2023, China made up 18.82% of the Entire World Economy while the USA only made up around 15.42%. This is a historic transition of China's ruling the global economy.

But when you look at a country's GDP, it doesn't tell you clearly about the composition of its economy like what kind of global impact it has. So, to measure a country's economy in a better way is not simply possible through its size of all goods and services production in GDP, but rather its global manufacturing contribution. As per the OECD TiVA database of 2023 update, China's economic growth is incredibly impressive as it has become the world manufacturing superpower representing more than one-third of the entire world's gross production of manufacturing goods. So, it's evident that China now produces more than the United States, Japan, Germany, India, South Korea, Italy and France combined.

Here is a question that comes to mind How did China which had only a 2% contribution in global GDP with an exceeding poverty rate of 90% in 1978, achieve such prominent economic development in just 45 years? Despite not having natural resources like Russia and the US possess who built their economy on these resources, how was it able to become the world's biggest economy? Let's have a look at the background of this rising global power of the 21st century.

The People's Republic of China was founded on 1 October 1949 by Communist Leader Mao Zedong after the Chinese Revolution. The revolutionary party Chinese Communist Party CCP

had a strong hold on the entire country including political and economic sectors. Mao Zedong ruled China for almost 3 decades until he died in 1976. During his tenure, the country was under dictatorship which he used to call 'People's Democratic Dictatorship.' In 1958, Mao launched 'the Great Leap Forward' campaign, aiming to bring social and economic transformation to the country. Its central idea was to bring two major policies 'Land Re-distribution' and 'industrialization' to grow the economy. By land redistribution, CCP took the lands from landowners and distributed them among the farmers. After that, it collectivized agriculture, and created agriculture cooperatives, so that all farmers could work together on the same land. He forced the workers and farmers to do the labor work. Whereas the ownership of those lands was in the hands of the government. Secondly, for industrialization, the government built large-scale steel industries and also encouraged the people to have their small-scale steel furnaces in their backyards to produce steel on a local level too. These policies were made to develop China economically but yielded unfavorable outcomes.

The local-level steel furnaces were producing low-quality steel which led to the resources being wasted. On the other hand, lacking profit-sharing opportunities and private ownership, the farmers didn't have any incentive to enhance crop production. Because ultimately the grown crop had to be handed to the government which resulted in a huge decline in productivity. During 1958-61, the grain production dropped down by 15% in the entire country. Mao's poorly planned policies and experiments resulted in massive failure that caused the deadliest famine in human history.

Around 20 to 40 million people died in this Great Chinese Famine. One of the causes of famine was The Four Evils campaign particularly targeted four pests for elimination: rats, flies, mosquitoes, and sparrows. The Sparrow Extermination's purpose was to increase food production and to eliminate spar-

rows as they ate grains from the crop field. This decision produced more pests and insects' growth that were supposed to be eaten by the sparrow in the ecosystem. This massive ecological imbalance made the food shortage worsen. Mao's unchecked so-called masterstroke policies caused millions of deaths due to starvation.

After such severe failure, the Communist Leader came under criticism from the public and party leaders. Large-scale destruction, a 90% poverty rate, and famine gave birth to rebel forces within the Chinese Communist Party CCP. To revive the nation's revolutionary values, Mao provoked another campaign named 'Great Proletarian Cultural Revolution' in 1966 and launched his local army of Mao's loyal soldiers named 'Red Guards' obeying Mao's call to 'bombard the party's headquarters to target and publicly humiliate who opposed Mao's ideology while discriminated them as traitors. They even dismissed the rebel party leader. This chaos resulted in the deaths of almost 2 million people. Around 50 million people lost their lives due to Mao's policies. He died in 1976 due to poor health.

After the death of Mao, one of the rebel leaders Deng Xiaoping came to power and reversed all Mao's policies to reestablish China's economy. He introduced large-scale reforms including agricultural, industrial, electronic, technological, and infrastructural to the economy. Other than Deng's reforms, 95% of the Chinese workforce paved the way for a higher economic growth rate.

### Deng's Revolutionary Reforms The Agricultural Reforms:

Despite having a massive workforce, China didn't have educated and skilled workers due to Mao's policy of forced labor and the Cultural Revolution's specific target of schools and universities. Deng was able to see his workforce's potential, so rather than sending them into big industries that demand exceptional skills, he first trained the







workforce at the agricultural level. He decentralized the government's role released the government control over land and encouraged private farming. This decision gave the workers an incentive to yield more crop production. Unlike Mao's rule, now they could give tax to the government and could sell the rest of the grains in the market. This boost in the agriculture sector pulled the country out of poverty and raised farmers' income. This income rise compelled the workers to invest in commercial crops like cotton and sugarcane.

Township and Village Enterprises TVEs: Deng's motive was to bring the surplus agriculture workforce into heavy industries. He slowly sent them into basic low-skilled manufacturing industries where Deng promoted Township and Village Enterprises TVEs. They used to produce toys, furniture, and fertilizers. TVEs were initially started under Mao with the name 'Commune and Brigade Enterprise' which were under government control. Deng also reversed this policy took the government control over it and empowered the local governments to control micro units. According to research at the University of Wollongong, TVEs shared 13% of the GDP in 1985 which later on increased up to 30% of the GDP in the 1990s. This led to create 100 million jobs.

### The Textile Reforms

The boost in agricultural reforms generated cash crop production. China became the largest producer of cotton

which led to the massive growth of textile industries. Cheap cotton and Cheap labor expanded the textile industry. Surplus workers were sent into textile industries from the agriculture sectors. In 1993, the growth rate of cotton increased to 95%, and with China's open-door policy, the export rate of cheap cotton got started.

### Labor Force Skill Development

Deng invested obtrusively in educating and skilling the masses. Under reform measures, China made 9 years of schooling and vocational education constitutionally. It made Technical and Vocational Education and Training TVET which involved the construction of practice centers that aim to improve the quality of vocational education through hands-on training, technical practices, and real-world experience. Due to such intensive reforms, primary education becomes universal in China in the 1990s.

### Transition to Electronic Goods

In the early 90s, the demands of East Asian companies like Japan's Sony and Panasonic and South Korea's LG and Samsung exceeded all over the world. However, these companies didn't have the labor and land to expand their business. China, on the other hand, being a hub of cheap and skilled labor with excessive land, took advantage and attracted investments from manufacturing companies in Japan and South Korea which faced labor shortages. This took China on a journey of unlimited growth. The local labor force

and entrepreneurs utilized the available technologies from these companies and set up their plants for electronic consumer goods. China developed special economic zones. To strengthen the supply chain, it massively invested in infrastructure including high-speed railways, highways, and electricity grids to attract more outside investors.

### US Technology Boom

In the late 90s, Tech giants HP, Dell, and Apple launched internet and computer technologies. Likewise, East Asian companies, these companies also needed cheap labor for their hardware production but new factories were way more costly. China, being already a hub of outside tech investors, was in a better bargaining position due to East Asian companies' investments. It introduced the idea of 'Conditional Foreign Investments' which prompted the foreign companies to tie up with local companies for technology transformation. This tended to the production of components of major cooperations started in local small Chinese companies and existing foreign plants. Like, Apple manufactures iPhones through China-based technology services provider Foxconn. Also, companies like HP, Compaq, and Dell outsourced the assembling and production of their laptops and computers in China. Amid this, the local companies started rapidly replicating their technology at a much cheaper rate and selling the replicated products in 3rd World countries. In the 2000s, the demand for cheap smartphones and laptops increased in







these countries. That advocated the copycat culture in China. Although, their quality was questioned subsequently the Chinese companies also improved the quality by investing in production units from earned financial resources. That's why Chinese companies Lenovo and Xiaomi are rising as global brands.

### Shift to Service Sector

From time to time, China has evolved its technology in almost every sector. Therefore, when Google, Facebook, and Microsoft-led technology-based services came into being, China trained its skilled labor according to the changing technology. This led to a surge of China's service industries share in GDP rising from 25% in 1975 to 54% in 2019. IT-led technological industries had a major role in this growth. China's Zhongguancun Technology Park is a hub of world-renowned research centers and headquarters of companies including Intel, Google, and Microsoft. Due to its manufacturing capabilities, Alibaba's E-commerce company is a successful replica that incorporates elements of eBay, Amazon, and Google. Also, the mobile messenger app WeChat has also gradually become a global super app that is also considered a replicate of Whatsapp, Instagram, Facebook, Skype etc. Baidu is an alternative search engine like Google working in China. Furthermore, China is also rapidly adopting AI technologies and 5G.

### The Belt and Road Initiative:

It was launched by Chinese President Xi Jinping in 2013. The major reason behind The Belt and Road initiative was to create a secure trade route for China. This initiative has been installed

in Italy, Malaysia, Kenya, Europe, Greece, Africa and Asia. The country has also wanted to make efforts to interdepend the participating nations on Chinese economy as a 'periphery diplomacy' in order to be economically and politically influential. It is considered as a crucial element in the China's efforts to stimulate economical growth of country's central provinces, which historically trailed behind richer coastal areas. The Chinese government utilize the Belt and Road to encourage and support businesses in these regions, allocating considerable budgets, and motivating businesses to compete for its contracts.

**In conclusion, we can say that China itself is now a world within a country with its utmost and inclusive approach to advance and evolve with the changing technology. Unlike the US, which became a superpower as a result of high expenditure on its military, China has shown the world the power of having education as well as skills to reach the economy at the top globally. The country is tremendously investing in making its own manufacturing industries stronger and producing its own goods with continuous advancement in the rising technological world. This approach to rise has been a splendid example for 3rd world countries to make their way out of their crisis by right expenditure with strategic planning as China did to reestablish its economy. That's why China is able to get a significant and unignorable influence on global political and economic order.**







The background of the entire page is a photograph of a grand, ornate interior space, likely a ballroom or a high-end hotel lobby. It features several tall, fluted columns with decorative capitals, hanging chandeliers, and a balcony with an intricate wrought-iron railing in the foreground. The lighting is warm and golden, creating a luxurious atmosphere.

# Paola El Sitt

## DECIPHERS ENIGMAS ON THE PATH TO SUCCESS

*Turning Setbacks into Triumphs, Challenges into Opportunities, and Fashion into a Force for Change*

By: Michalle Clark

**I**n the space of entrepreneurship and fashion, few names carry weight and allure in this industry and one such name is Paola El sitting. With a keen eye for style and an unwavering entrepreneurial spirit, Paola has not only made her mark as a formidable force in the fashion industry but has also become a symbol of inspiration and empowerment for countless individuals worldwide. As a multifaceted personality, she seamlessly blends her business acumen with her innate sense of aesthetics, captivating audiences both on and off the runway. In this exclusive exploration, we delve into the life and journey of Paola El sitt, uncovering the essence of her success as an entrepreneur, fashion icon, and influential public figure.

Paola El Sitt is not just a name; she's a force, a fusion of entrepreneurship, style, and advocacy, captivating audiences with her unwavering authenticity and dynamic presence. In an exclusive interview with MAGNAV, she shares her insights, experiences, and future endeavors,







offering a glimpse into the world of a multifaceted powerhouse. For Paola, fashion isn't just about threads and seams; it's a connection woven with family lore and the sparkle of destiny. From her grandma's wartime chic to her mom's solo-parenting panache, Paola's upbringing was a crash course in style resilience. She didn't just inherit a closet; she inherited a catwalk-ready attitude, where every accessory tells a story and every outfit is a chapter in the book of boldness. Armed with a sewing needle and a smartphone, Paola set out to stitch together a community where fashion isn't just about what you wear, it's about who you are. So grab your heels and your hashtags, because Paola's about to take the world on a runway ride through the digital age, where every like is a nod to empowerment and every share a stitch in the fabric of fashion folklore with her future plans with determination on success. With Paola, it's not just about dressing to impress; it's about dressing to express and she does express with flair.

Paola's fashion evolution is a tale of daring experimentation, where trends are mere suggestions and rules are meant to be broken with a wink and a twirl. Born into a world where fashion isn't just a choice, it's a birthright Paola inherited more than just her grandmother's vintage frocks; she inherited a legacy of fearless self-expression. With a closet as diverse as her imagination, she fearlessly explores the boundaries of style, blending high fashion with street chic and making even the most avant-garde looks seem effortlessly wearable.

As an influencer, Paola doesn't just follow trends; she sets them ablaze, igniting a wildfire of inspiration among her legion of followers. With each Instagram post, she invites her audience into her world, where every outfit tells a story and every accessory is a conversation starter. From glamorous gala gowns to casual-cool streetwear, Paola's style knows no bounds, transcending labels and defying expectations at every turn. But it's not just about the clothes, it's about the confidence with which she

wears them. Paola struts through life with the poise of a supermodel and the swagger of a CEO, exuding an aura of self-assuredness that is as captivating as it is contagious. Whether she's gracing the cover of a magazine or hobnobbing at a fashion week after-party, Paola's presence commands attention, leaving an indelible mark on everyone she meets.

And let's not forget her entrepreneurial spirit, which infuses every aspect of her style journey with a sense of purpose and passion. As the founder of her own fashion label, Paola doesn't just create clothes; she creates experiences, each collection a testament to her vision and creativity. From concept to catwalk, she oversees every detail with meticulous precision, ensuring that her brand remains synonymous with luxury, innovation, and, above all, authenticity. In the ever-changing landscape of style and trends, Paola remains a steadfast beacon of individuality and empowerment, inspiring others to embrace their own unique style journeys with the same fearless enthusiasm. So here's to Paola El sitting, a trailblazer, a trendsetter, and above all, a true icon of style. As she continues to evolve, one thing remains constant: Paola's fashion journey is far from over, and we can't wait to see where it takes her next.

Paola's journey as a brand builder has been a rollercoaster of challenges and triumphs, each brand reflecting her vision and values. From conceptualization to execution, she pours her heart and soul into crafting experiences that resonate with her audience. Embracing social media early on, Paola leveraged her passion for storytelling and community to grow her online presence, laying the foundation for her entrepreneurial ventures.

In her role as a brand ambassador, Paola El sitti has cultivated impactful relationships and collaborations that have added depth and excitement to her journey. Through a myriad of glamorous events and intimate creative sessions, each partnership stands as a testament to her unwavering dedication

to excellence and sincerity. Whether teaming up with renowned hospitality titans or trailblazing beauty brands, Paola's collaborations are fueled by a mutual dedication to visionary thinking and groundbreaking innovation.

Juggling the different roles of an entrepreneur, style influencer, and public figure demands a delicate dance of prioritization and time management for Paola. With a keen eye for efficiency and a firm grasp on her priorities, she deftly navigates the swirling currents of her diverse endeavors with poise and resilience. Central to Paola's ability to maintain equilibrium amidst her bustling schedule is her adeptness at setting clear boundaries. Recognizing the importance of delineating between professional commitments and personal time, she establishes firm parameters that allow her to honor both her professional responsibilities and her well-being. Whether it's designating specific hours for work-related tasks or carving out uninterrupted moments for relaxation and rejuvenation, Paola's boundaries serve as essential guideposts in her quest for balance.

Moreover, Paola understands the power of delegation in optimizing her productivity and effectiveness. Recognizing that she can't do it all alone, she entrusts certain tasks and responsibilities to capable hands, allowing her to focus her energy on high-priority initiatives and creative pursuits. By empowering others to contribute to her endeavors, Paola not only lightens her own workload but also fosters a sense of collaboration and camaraderie within her professional circles.

Crucially, amidst the whirlwind of her varied roles, Paola prioritizes self-care as a non-negotiable cornerstone of her routine. Whether it's indulging in a leisurely bubble bath, practicing mindfulness meditation, or simply taking a leisurely stroll through her favorite neighborhood, she understands that nourishing her own well-being is essential for sustaining her productivity and creativity over the long haul. By prioritizing self-care, Paola ensures that







she approaches each day with a sense of vitality and enthusiasm, ready to tackle whatever challenges may come her way. In essence, Paola's ability to successfully balance her roles as a businesswoman, style influencer, and public figure stems from her strategic approach to prioritization, delegation, and self-care. Through a combination of clear boundaries, effective delegation, and a steadfast commitment to nurturing her own well-being, she navigates the complexities of her multifaceted career with grace and determination.

For those daring to tread the runway of entrepreneurship in the ever-evolving world of fashion, Paola whispers secrets of success like couture confessions in the hallowed halls of a Parisian atelier. With the wisdom of a seasoned designer and the fire of a trendsetter, she champions three sacred principles: passion, persistence, and market acumen. Passion, she declares, is the fabric that weaves dreams into reality and transforms mere garments into works of art. Without it, the runway of entrepreneurship becomes a barren skywalk, devoid of the energy and vitality that fuel innovation and creativity. Paola's journey is a testament to the transformative power of passion—a flame that burns brightly in her heart, igniting her every endeavor with purpose and zeal.

But passion alone is not enough to weather the tempests of the fashion industry's tumultuous seas. Persistence, Paola insists, is the anchor that keeps dreams from drifting aimlessly in the winds of uncertainty. Like a captain navigating stormy waters, she urges aspiring entrepreneurs to stand firm in the face of adversity, to weather setbacks with resilience, and to press onward with unwavering determination. Yet even with passion and persistence as steadfast companions, success in the fashion industry remains elusive without a keen understanding of the market's ever-shifting tides. Here, Paola's insights shimmer like pearls of wisdom, guiding aspiring entrepreneurs toward the shores of profitability and acclaim. Carving out a niche, she advises, is the first step towards establishing a

foothold in the competitive landscape of fashion. By identifying untapped markets or unmet needs, entrepreneurs can stake their claim on fertile ground, positioning themselves as pioneers in a sea of sameness. But innovation alone is not enough to capture the spotlight in an industry where trends change as swiftly as the seasons. Embracing creativity, Paola emphasizes, is the secret ingredient that transforms mere garments into must-have couture. Whether through avant-garde designs or daring collaborations, entrepreneurs must dare to push the boundaries of convention, infusing their creations with the spark of originality that captivates hearts and turns heads.

And yet, even the most inspired designs risk fading into obscurity without a strong network to amplify their reach. Here, Paola's advice echoes like the chorus of fashion's elite, urging entrepreneurs to cultivate connections with industry insiders and tastemakers. Through collaborations, partnerships, and alliances, entrepreneurs can leverage the collective power of their networks to elevate their brands and expand their influence.

In the ever-shifting paradigm of fashion, staying ahead of trends is a delicate dance of intuition, research, and collaboration. For Paola, it's not just about predicting the future, it's about shaping it. By immersing herself in diverse creative outlets and forging alliances with fellow visionaries, she ensures her relevance in a dynamic industry where the only constant is change. And so, armed with passion, persistence, and market savvy, aspiring entrepreneurs embark on their own journeys, inspired by Paola's guiding light to chart their course through the labyrinth of fashion's fickle fortunes. Like a fashion alchemist, Paola understands that the secret to transforming mere partnerships into golden opportunities lies in the delicate balance of trust, transparency, and a collaborative spirit. Trust, she believes, is the cornerstone upon which all successful relationships are built—a precious jewel that must be nurtured and cherished. Without it,

even the most promising partnerships risk crumbling like castles in the sand. Transparency, too, is essential in the intricate dance of collaboration, casting a radiant light that illuminates the path forward and dispels the shadows of doubt and uncertainty. Paola believes in laying her cards on the table, sharing her vision and values with clarity and candor, and inviting her partners to do the same. It's this openness and honesty that lay the foundation for true understanding and alignment of goals. But perhaps most importantly, Paola embraces a collaborative spirit that transcends ego and competition, fostering an environment where creativity can flourish and ideas can blossom like flowers in spring.

She sees collaboration not as a transaction, but as a journey—a shared adventure where each partner brings their unique strengths to the table, enriching the collective experience and achieving greater heights together than they ever could alone. In all of Paola's partnerships, authenticity and alignment of values are not just ideals to aspire to; they're the threads that weave through every interaction, binding her to her collaborators in a bond of mutual respect and admiration. Whether she's teaming up with fellow designers, influencers, or brands, Paola approaches each collaboration with the same sense of purpose and passion, knowing that the true magic lies in the connections forged and the dreams realized together.

So, as she continues to navigate the glittering maze of fashion's ever-shifting landscape, Paola remains steadfast in her commitment to building relationships that are as enduring as they are enriching. For in the world of collaborations and brand partnerships, it's not just about what you create—it's about who you create it with, and the shared values and vision that make the journey worthwhile.

Curating content that resonates with her audience while staying true to herself is a delicate balance for Paola. Prioritizing quality over quantity, she



PASSION *is the* FABRIC *that*  
*weaves* DREAMS *into* REALITY  
*and* **TRANSFORMS MERE**  
**GARMENTS INTO WORKS OF**

**ART : PAOLO**

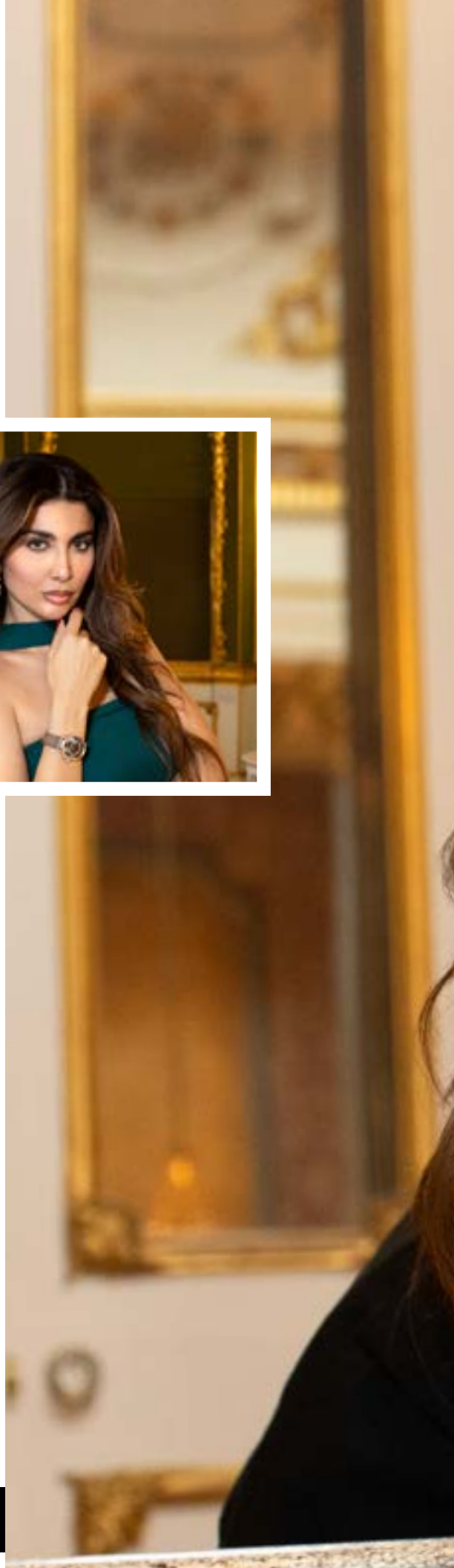
engages with her audience regularly, seeking feedback and insights to tailor her content to their preferences. To young women pursuing careers in entrepreneurship or the fashion industry, Paola's advice is simple yet profound: believe in yourself, embrace failure as a stepping stone to success, and surround yourself with a supportive network. In the swirling whirlwind of life, Paola sees challenges and setbacks not as stumbling blocks, but as stepping stones on her path to greatness. With the tenacity of a lioness and the wisdom of a sage, she embraces each obstacle as an op-

portunity for growth and transformation, turning adversity into fuel for her fire. Armed with a growth mindset that knows no bounds, Paola approaches every setback as a chance to stretch her wings and soar to new heights. Like a phoenix rising from the ashes, she emerges from each trial stronger, wiser, and more resilient than before, her spirit unbroken and her resolve unshakable.



But it's not just about weathering the storm, it's about dancing in the rain with a smile on her face and a twinkle in her eye. Paola navigates obstacles with a grace and elegance that belies the ferocity of her determination, turning stumbling blocks into stepping stones and challenges into triumphs. In the face of adversity, Paola remains steadfast in her commitment to staying true to her vision, refusing to be swayed by the winds of doubt or the whispers of naysayers. With her eyes fixed firmly on the horizon and her heart ablaze with passion, she presses onward, undeterred by the obstacles that lie in her path. So, as she continues to chart her course through the turbulent seas of life, Paola stands as a beacon of inspiration and resilience, a shining example of what it means to turn challenges into opportunities and setbacks into successes. For in the end, it's not the storms that define us, but how we rise to meet them—and Paola rises with a strength and grace that leaves us all in awe.

Paola's Photoshoot by  
**Daniela Luquini**







# Inspiring YASMIN TEIMOORI is Gratified of her Virtues

*Founder of MORNING GLORY, Author of QUEEN'S SECRETS  
from FASHION INNOVATION to SPIRITUAL ENLIGHTENMENT*

By: Peter Davis



In today's fast-paced world, the modern woman juggles various roles and responsibilities, often neglecting her well-being in the process. However, prioritizing health, beauty, and wellness is essential for her to thrive in every aspect of life. By adopting a holistic approach, encompassing physical, mental, and emotional aspects, she can achieve balance and radiate vitality from within. Welcome to an exclusive insight into the world of wellness and beauty with renowned expert Yasmin Teemoori. In this special interview edition, we delve into the secrets behind her transformative approach to health, beauty, and spa treatments tailored specifically for women. Join us as we uncover Yasmin's journey, from her humble beginnings to becoming a trailblazer in the industry. Explore her innovative techniques, holistic philosophies, and passion for empowering women to embrace their natural radiance. Get ready to be inspired and enlightened as we embark on a journey of discovery with Yasmin Teemoori.

Yasmin Teemoori stands as a beacon of inspiration, deeply rooted in her Persian heritage, devoted to her family, and driven by an unwavering entrepreneurial spirit. As she graciously shares her story, we are invited into the heart of her journey, a captivating narrative of resilience, determination, and a profound commitment to promoting natural beauty and well-being. Yasmin commenced her journey to Dubai, where at the tender age of 20, she embarked on a path that would ultimately redefine her destiny. Initially immersing herself in the hotel industry, serving as a receptionist and swimming coach, she swiftly transitioned to real estate, where she honed her skills and expertise over 15 transformative years. Yet, it was her innate entrepreneurial drive that propelled her towards her true calling, the establishment of her own health club, spa, and beauty center exclusively for women in Dubai, a visionary endeavor that took flight in November 2011.

For Yasmin, this venture transcends mere business; it is the embodiment of her

lifelong passion for nurturing natural beauty and holistic well-being. This profound dedication finds expression not only in her professional endeavors but also in her literary pursuits, notably her book "Queens' Secrets," a captivating exploration of themes dear to her heart. However, amidst the glittering tapestry of professional success lies the true essence of Yasmin's life – the cherished bonds of family, steeped in the rich traditions and values of her Persian heritage. Beyond the accolades and achievements, it is the warmth of shared moments and the pursuit of personal growth that illuminate her path.

**I STRIVE TO BE MINDFUL OF THE CONTENT I SHARES, ENSURING IT REFLECTS MY TRUE VALUES AND THE REALITY OF HER EXPERIENCES, INCLUDING THE CHALLENGES AND SETBACKS.**

YASMINE

At the core of Yasmin's being lies a connection, an ethereal bond with the universe that infuses every aspect of her existence. It is this profound spirituality that serves as her guiding light, imbuing her work and personal life with integrity, purpose, and an unwavering commitment to the well-being of others. Through the ebb and flow of life's challenges and triumphs, it is this spiritual grounding that keeps her anchored amidst the currents of success. Yasmin's businesses transcend mere enterprises; they are living embodiments of her beliefs and values, reflections of her unwavering dedication to nurturing beauty, health, and spiritual well-being in perfect harmony. In her, we find a woman of faith, passion, and entrepreneurial drive, a visionary leader ceaselessly striving to create meaningful impacts in both her personal and professional realms. As we journey through the graduation growth of Yasmin Teemoori's life, we are

reminded of the transformative power of passion, the profound resonance of purpose, and the enduring harmony found in spiritual enlightenment. In her story, we find not only inspiration but also a timeless reminder of the boundless potential that lies within each of us, waiting to be embraced and unleashed upon the world.

From Yasmin's perspective, the saturation of public figures in the social arena and the portrayal of a fabricated lifestyle carries a dual-edged sword. On the one hand, this visibility can indeed generate moments of happiness and fulfillment, both for the figures themselves and their followers. It provides a platform for inspiration, connection, and the sharing of ideas and achievements that can motivate and uplift others. For entrepreneurs like her, who are deeply involved in businesses that promote well-being, beauty, health, or fashion, social media offers an invaluable channel to share their passion, mission, and the positive impact they aim to create in the world. However, the flip side is the immense pressure that often accompanies this constant visibility. The need to maintain an idealized image can be taxing, not just on the public figures but also on their followers who might strive to emulate an often unattainable lifestyle. This pressure to perpetuate a certain image or lifestyle can lead to a disconnection from one's authentic self and values. In Yasmin's case, while she cherishes sharing the essence of her work and the principles of natural beauty and wellness, spiritual connection, and being stylish without showing too much of our bodies, She is acutely aware of the importance of authenticity and the impact of her online presence on her audience's perceptions and well-being.

The real challenge lies in navigating the fine line between inspiration and illusion. As an Instagram influencer, she strives to be mindful of the content she shares, ensuring it reflects her true values and the reality of her experiences, including the challenges and setbacks. It's crucial to foster a culture of authenticity and vulnerability, allowing followers to see beyond the glamour to the hard



work, dedication, and genuine passion that fuels their journeys. While social fame and a reflected lifestyle can offer moments of happiness and avenues for positive influence, they also pose the risk of unwanted pressure and unrealistic expectations. Striving for authenticity, transparency, and a genuine connection with the audience is vital in mitigating these pressures and fostering a more supportive and realistic social environment. It is essential to emphasize that what people see on social media is only a tiny and selective fraction of everyone's daily lives.

For Yasmin, motherhood has been a bright journey by the radiant presence of her three beloved sons. Each child, a beacon of light in their own right, has imparted invaluable lessons of resilience, joy, and the boundless nature of love. Yet, it is her youngest son, who graces the world with his unique spirit and strength, that holds a special place in Yasmin's heart. Born with Down syndrome, he stands as a testament to the beauty of diversity and the power of embracing every individual's unique journey. Navigating the world of Down syndrome has been

a journey of discovery for Yasmin and her family, illuminating the path with lessons of patience, compassion, and the profound value of celebrating small victories. Through her son's unwavering determination and unconditional love, they have been enriched in ways beyond measure, forging a deeper understanding of life's intricacies and the beauty found within each moment.

Yasmin's son serves as a unifying force within the family, fostering an environment of inclusivity and support. As they journey together, navigating the challenges and triumphs of life, their familial bonds deepen, and their communication evolves to encompass a deeper level of understanding and empathy. Her other two sons, inspired by their younger brother's resilience, embody a sense of compassion and strength, embracing the diversity of human experiences and the importance of support and encouragement.

Motherhood has served as a grounding force, propelling her forward in her personal and professional endeavors. Her children, a constant source of inspiration, remind her of the true essence of success, not merely the achievement of goals, but the creation of a better world infused with resilience, kindness, and unconditional love.

In essence, Yasmin's journey as a mother, particularly to her youngest son, embodies a profound source of joy, strength, and inspiration. It is a journey marked by resilience, empathy, and an unwavering commitment to nurturing the beauty of each individual's path. As she continues to traverse the intricate tapestry of motherhood, Yasmin finds solace in the knowledge that her love and guidance will forever illuminate the way for her cherished sons.

In a world where societal



norms often dictate that women must choose between nurturing a family and pursuing professional success, trailblazers like Yasmin Teimoori are shattering these stereotypes with grace and resilience. As a business owner in Dubai, an author, and a devoted mother, Yasmin embodies the essence of balance, proving that it's entirely possible to thrive in both spheres simultaneously. Yasmin's journey serves as a testament to the transformative power of embracing both family commitments and professional aspirations. By effortlessly navigating the complexities of entrepreneurship while nurturing her family, including a child with special needs, she challenges outdated notions of what it means to be successful as a woman. Through her unwavering commitment to balance, Yasmin sends a powerful message about women's capabilities and versatility, inspiring a global shift toward recognizing and valuing the multifaceted roles women play. By leading by example, she empowers other women to pursue their dreams without compromising their personal lives or aspirations, thus fostering a more inclusive and equitable future.

Yasmin's advocacy for positive living extends beyond her personal and professional endeavors. By increasing awareness about mental health, physical well-being, and environmental sustainability, she fosters a culture of resilience, empathy, and collective action. Through her efforts, she envisions



healthier societies where individuals are empowered to pursue their goals while caring for each other and the planet.

Driven by gratitude and a profound sense of responsibility, Yasmin is deeply committed to giving back to society. Whether through volunteering, philanthropy, mentorship, or advocacy, she strives to make a positive impact in her community and beyond. Her dedication to leaving the world a better place exemplifies the true essence of success – not just what one achieves for oneself, but how one contributes to the well-being of others. Yasmin Teimoori's journey exemplifies the transformative power of balance, advocacy, and giving back, inspiring women globally to redefine success on their own terms and create a more compassionate and sustainable world for future generations.

For women striving to live their dreams while making a positive impact on humanity, Yasmin Teimoori offers a message of encouragement and empowerment. In a world filled with challenges and opportunities, she urges women to dream big, believe in their capacity to effect change, and embrace their unique journey with courage. Yasmin emphasizes the importance of perseverance in the face of obstacles, viewing every challenge as an opportunity for growth and resilience. She encourages women to stay true to their values, seek out supportive communities, and uplift others along the way. By amplifying each other's voices and actions, women can create ripples of change that benefit society as a whole.

As a resident of Dubai, a city celebrated for its vibrant multicultural lifestyle, Yasmin shares her profoundly positive views on living among people from diverse origins. She highlights Dubai's diverse tapestry of cultures, languages, and traditions as a testament to the

richness that cultural blend brings to society. Yasmin believes that multicultural societies, such as Dubai, foster greater tolerance, understanding, and mutual respect among individuals. She views these blended societies as real-world examples of how diversity can be a source of strength and innovation, rather than division. Living in such environments has taught her the importance of embracing diversity as a way of life that enriches us all.

She expresses her appreciation for




cities like Dubai and London, which come alive with joy during cultural holidays and celebrations. She admires their ability to embrace and celebrate diversity, turning each cultural event into a city-wide celebration that fosters a sense of global community and belonging. In these multicultural hubs, every cultural holiday and celebration becomes an opportunity for learning, sharing, and coming together in joy and respect. Yasmin believes that this inclusive approach not only promotes tolerance and understanding but also enriches the cultural experience for

everyone involved. Yasmin Teimoori's perspectives on empowerment, cultural harmony, and celebrating diversity serve as guiding lights, inspiring women to chase their dreams with courage, contribute with a generous heart, and embrace the beauty of multiculturalism in creating vibrant, cohesive societies.

Yasmin Teimoori's vision for the future is one of creativity, impact, and holistic well-being, intertwining her aspirations in the fashion world with her commitment to enriching the inner lives of others through her writing. Poised to enter the fashion business, Yasmin seeks to innovate and inspire, blending aesthetic beauty with sustainable practices. Her aim is not merely to create fashion but to foster a movement that empowers individuals to express themselves authentically while being mindful of the planet and its resources. Parallel to her ambitions in the fashion industry, Yasmin is deeply committed to enriching the inner lives of others through her writing. Her upcoming book, a sequel to "The Queen's Secret," delves deeper into the art of spiritual grounding, exploring the intricate alignment of body, soul, and spirit. For Yasmin, true success is defined not solely by external achievements but by internal harmony and spiritual fulfillment. Through her writing, she aspires to guide readers on a transformative journey, helping them to discover their inner strength and achieve a balanced, meaningful life.

It's important to note that Yasmin's vision for the future is a string of creative expression, sustainable living, and spiritual enlightenment. She seeks to leave a legacy that not only inspires aesthetic innovation but also promotes a deeper, more introspective approach to life. Her journey is about creating beauty in the world, both within and without, and empowering others to live their most authentic and spiritually aligned lives.





**I**n the solitary glow of a computer screen, a video emerged, imprinting itself upon my consciousness—a stark depiction of inflation's impact on human lives. An anchor's interview with a lower-middle-class family revealed faces etched with worry, narrating a tale of economic hardship. They spoke of gas and fuel prices relentlessly climbing, rendering them unable to meet their bills, ultimately leading to the loss of essential services. In that moment, the harsh reality of inflation hit hard—not merely an economic statistic, but a narrative of struggle, resilience, and loss.

Venturing further, I discovered this family's plight was not isolated. Across the globe, individuals and communities grapple with the insidious effects of inflation. According to the International Monetary Fund (IMF), global inflation soared to a staggering 5.8 percent in 2024, a testament to its pervasive nature. Moreover, this surge isn't solely a consequence of economic mismanagement within individual nations. Geopolitical conflicts, such as the Russia-Ukraine war and enduring strife in Israel and Palestine, have exacerbated inflationary pressures worldwide.

The Russia-Ukraine conflict, erupting in 2022, triggered disruptions in energy markets, sending shockwaves across the globe. As major energy suppliers vied for dominance, prices of essential commodities skyrocketed, leaving households struggling. Similarly, unresolved tensions in Israel and Palestine injected further uncertainty into global markets, worsening inflationary pressures.

By Aniq Yousaf

# GLOBAL ECONOMIC DOWNFALL

Unveiling the True Cost of GLOBAL INFLATION

Yet, the roots of this crisis delve deeper than geopolitical strife. Globalization, while fostering interconnectedness and prosperity, has exposed economies to heightened vulnerabilities. Disruptions in one part of the world reverberate across borders, amplified by factors like supply chain disruptions, rising production costs, and shifting consumer behaviors, culminating in economic turmoil.

The consequences are profound and far-reaching. Families grapple with putting food on the table, workers face stagnant wages failing to keep pace with rising prices, and businesses struggle with shrinking profit margins. Social tensions simmer as inequalities widen, straining the fabric of societies.

However, amidst the gloom, a glimmer of hope persists. The human spirit is resilient, shining brightest in adversity. Confronting the challenges posed by global inflation necessitates a unified global effort to find solutions—a moral imperative. We cannot ignore the suffering of millions worldwide.

In conclusion, the time for action is now. Addressing the root causes of inflation, resolving geopolitical conflicts through diplomacy, and fortifying economies against future shocks are imperative. Yet, above all, we must never lose sight of the human toll of this crisis. Each statistic conceals a story—a narrative of struggle, resilience, and hope. It's our collective responsibility to ensure these stories end in triumph, not despair.







CELEBRATING DIVERSITY

**The *STIMULATING JOURNEY* of**

*Yara Khadir*

***A Ballet* Maverick Defying Boundaries**

By: Gift Olaitan Olagunju

**D**ancing is like painting with your body, expressing emotions and stories through graceful movements and rhythmic steps. It's a joyful way to connect with music, unleash creativity, and share moments of pure happiness with others. Whether swaying to a gentle melody or bursting with energy to an upbeat rhythm, dancing lets you lose yourself in the moment and feel truly alive.

Yara Khadir, a 25-year-old Syrian is a multi-talented Dancer, influencer, trainer, and gymnast in the UAE. She

is certified by the British board and has so many accolades to her name, She has been part of the Syrian national team since 2011.

As a career-oriented young woman, she has been training herself since the age of 11, she had training in various activities ranging from aerobics to Zumba and paragliding with awards and certificates to show for it.

In a world rife with gender biases favoring men, this remarkable young woman has shattered stereotypes, transcending societal limitations to reach for the stars. Beyond her undeniable talent, she stands

as a beacon of activism, leveraging her media platform to amplify voices and advocate for justice.

Amidst the tragic backdrop of the ongoing conflict between Palestine and Israel, she fearlessly raises her voice against the atrocities inflicted upon the Palestinian people. With unwavering determination, she shines a spotlight on the senseless loss of innocent lives, particularly children, caught in the crossfire of war.

Her advocacy transcends mere words, as she channels her passion into action, galvanizing support for humanitarian



*"My passion for this art form fuels my determination to defy societal norms and carve a path of my own."*



efforts and championing the cause of peace. In a world plagued by division and strife, she stands as a testament to the power of resilience and compassion, inspiring others to join her in the fight for a more just and equitable world.

As talented as Yara is, she has taken dance as that which she cannot do without. "Dance is a staple for my soul", she said. She started dancing at the age of nine and she has not stopped since then, she chose ballet as a means to express herself and she demonstrated greatly the beautiful art behind dancing. As a professional and a trainer, she has been able to impart her knowledge into others who have chosen dance as a lifestyle.

The entrepreneurial spirit of the businesswomen in Khdaïr's aspiration has long been to support a venture close to her heart. In due course, she not only cultivated a revenue stream for herself but also for others by founding Horizon Fitness Center. Additionally, she contributes as a part of the gymnastics

panel within the Syrian Sports Association. Khdaïr also embarked on her career journey as a model at the tender age of 19, exploring realms in advertising photography, and sports along the way. Grateful for her family's unwavering support, she acknowledges their role in her pursuits.

With over six years devoted to the stage, Khdaïr's thespian pursuits have been significant. Yet, her passion for dance remains paramount, infusing her life with positivity akin to magic.

Immersed in UAE's cultural mosaic, Khdaïr finds herself flourishing amidst a rainbow of diverse cultures

**"CRITICISM AND NEGATIVITY ONLY SERVE TO IMPEDE PROGRESS. INSTEAD, EMBRACE DIVERSITY, DEFY CONVENTION, AND PASSIONATELY PURSUE YOUR PASSIONS."**



of my own."

Driven by a vision of global recognition and distinction, Khdaïr sets her sights on achieving greatness in a world teeming with fame but lacking in true distinction. Despite her penchant for solitude and introspection, she remains steadfast in her pursuit of personal and professional excellence. "For me, success is not merely a destination but a conscious choice," she asserts. "It requires resilience, self-belief, and a steadfast commitment to one's goals."

Rejecting the confines of routine, Khdaïr embraces change and diversity as constants in her life. Unfettered by the allure of brands, she finds beauty in simplicity and elegance, choosing attire that resonates with her mood and personality.

With a burgeoning following on social media, Khdaïr emerges as a beacon of inspiration for young netizens, imparting wisdom garnered from her own journey.

As Yara continues to evolve as a ballet dancer, she remains committed to pushing the boundaries of her art form. With each performance, she seeks to challenge herself and explore new artistic territories, constantly striving for growth and innovation.



and nationalities. Each encounter nurtures a deeper understanding, offering invaluable experiences and insights that enrich her worldview. "At the onset, navigating these diverse social spheres posed a challenge," she muses, "Yet, with time, I've grown adept at traversing the intricacies of cultural exchange, finding solace in the mosaic of acquaintances from myriad backgrounds. These encounters not only shape my character but also fortify my resilience."

Choosing ballet as her early form of self-expression, Khdaïr embarked on a path that, unbeknownst to her, would be fraught with societal obstacles. Reflecting on her journey, she laments the lack of interest and support for dance, especially ballet, in the Arab world. "Dance, in its various forms, is often stigmatized and misunderstood," she observes. "Yet, my passion for this art form fuels my determination to defy societal norms and carve a path





CRITICISM AND NEGATIVITY ONLY  
SERVE TO IMPEDE PROGRESS. INSTEAD,  
EMBRACE DIVERSITY, DEFY CONVENTION,  
AND PASSIONATELY PURSUE YOUR

"To succeed, one must first believe in oneself and cultivate unwavering self-confidence," she advises. "Criticism and negativity only serve to impede progress. Instead, embrace diversity, defy convention, and passionately pursue your passions."

In her message to her admirers, she extends a rallying cry for resilience and perseverance, reminding them that with dedication and hard work, no dream is beyond reach.

Yara's performances are characterized by her ability to convey emotion through her movements. Whether she is portraying a delicate swan in "Swan Lake" or a fiery character in a contemporary piece, Yara's artistry shines through. Her attention to detail and commitment to storytelling make her performances truly captivating.

Beyond her technical prowess, Yara is also recognized for her versatility as a dancer. She has explored various dance styles, including neoclassical and modern ballet, which have allowed her to push boundaries and experiment with different movement vocabularies. This versatility has earned her accolades and admiration from both critics and fellow dancers.

Yara's dedication to her craft extends beyond the stage. She is a strong advocate for the importance of arts education and believes in the transformative power of dance. Through workshops, masterclasses, and outreach programs, she strives to inspire and nurture the next generation of dancers, sharing her knowledge and passion with aspiring artists.

Yara Khdair's contributions to the world of ballet are undeniable. Her talent, passion, and commitment to her craft have solidified her place as a respected and admired figure around the world.





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# MOZA

# *Al Ameri*

## Shattering Stereotype and Embracing Empowerment

*A GLIMPSE into the LIFE of an  
ARAB INFLUENCER and ENTREPRENEUR,*

By: Bisma Ijaz

**I**n today's rapidly evolving digital landscape, women are playing a pivotal role in reshaping industries and driving innovation across the globe. Like all other sectors of the professional world, women are emerging as great Leaders, Influencers, and entrepreneurs. They are breaking barriers, challenging norms, and harnessing unprecedented opportunities to create a diverse future. Digital Content Creation itself is a unique blend of creativity and entrepreneurship. From creating compelling content to understanding digital marketing is a daunting yet innovative journey. Women all across the world including the Middle East, are thriving in the digital industry. But in all of that, women from the Arab world are breaking their stereotypical image by utilizing opportunities with their unwavering commitment to innovation and inclusion.

Moza Alameri is also one of those leading Digital Content creators who stand out from the rest of the world. She is creative and doing her own business by shattering the fixed image of Arab Women across the world. She is an inspiration for all women who believe in practicing the right of 'her choice.' With her videos, she introduces the world to her universe where she uniquely shares her journey and lifestyle. She influences her audience by practicing her culture and tradition with a unique touch of modernity. She is a true example of modernity not only associated with hypersexualization and mini-dresses. She is a visionary Entrepreneur who designs classy, elegant, and beautiful abayas, scarves, and dresses. A peaceful vibe creates a peaceful environment, that's how her content is thought-provoking and has lovely vibes. Team Magnav is thrilled to engage in a candid conversation with the creative content

creator, and entrepreneur Moza Alameri.

Moza is a true believer in embracing one's lifestyle and advocates for the world to have heightened awareness about practicing life choices. She said, "Promoting and living my chosen lifestyle is not just a personal choice but a commitment to fostering awareness and understanding. In a world that thrives on diversity, it's crucial to showcase alternative lifestyles, break stereotypes, and encourage acceptance. Increased awareness leads to a more open-minded world that embraces the richness of individual differences."

When we asked How she thinks women like you have been able to change the perspective globally? She showed her thoughts inclusively, "As an Emirati woman, I've been changing the world by sharing my story on Instagram, TikTok, and YouTube since 2016. Now, as the





founder of @mozash.store, I'm breaking stereotypes and making a mark globally. My path reflects the growth of Middle Eastern women worldwide."

Being a successful content creator and talented Entrepreneur, Moza gives a relentless message to all the women who want to practice their choice of lifestyle, she says **"To the inspiring women looking up to me: Chase your dreams unapologetically."**

Discussing her personal life she shared How she grew up in Dubai, she said, "I've cherished the close-knit bond of my large Arab family. The city's vibrant culture has shaped my values, and being the youngest among seven siblings, I've learned the importance of family and tradition"

Moza believes in a lifestyle that illustrates her roots and culture. In a discussion about her fashion specialty, and how new fashion trends influence her, she said, "My lifestyle is shaped by a blend of tradition and modernity, reflecting the rich culture of the Middle East. I'm inspired by elegant and modest fashion trends, and I believe in embracing styles that resonate with my identity while staying true to my roots.

Talking about her professional journey, Moza shared how she started her innovative journey back in 2016. She said, "I immersed myself in blogging and content creation on platforms like Instagram, TikTok, and YouTube. These early experiences played a pivotal role in shaping my understanding of digital landscapes and audience engagement. Over the years, I've remained committed to consistently delivering valuable and engaging content, and building a loyal community across various social media platforms.

Each step in my journey has been a learning experience, with turning points marked by honing my skills in content creation, understanding the nuances of each platform, and adapting my content to resonate with diverse audiences." She further shared the game changer year of

her life. She said, "in 2022, a significant milestone unfolded as I decided to channel my passion into something tangible. This led to the inception of my brand, @mozash.store, specializing in abayas and dresses. Establishing an e-commerce platform allowed me to bring my creative vision to life and connect with a global audience. From early beginnings in digital content creation to the entrepreneurial venture of @mozash.store, my journey reflects a continuous evolution in response to the dynamic landscape of online platforms and the ever-changing preferences of a global audience."

Moza is a firm believer in multiculturalism. Sharing her views, she said "I strongly believe in the beauty of multicultural lifestyles. Living with people from various



origins enriches our communities, fostering understanding, acceptance, and appreciation for diversity. Blended societies inherently promote tolerance, as individuals learn from one another, breaking down stereotypes and building connections based on shared humanity." In the discourse of her thoughts on multicultural places, Moza considers places like London and Dubai, a multicultural hub for all communities, she said, "Places like London and Dubai stand out as multicultural hubs due to their ability to attract people from diverse backgrounds.

I appreciate the vibrant blend of cultures, traditions, and perspectives in these cities. London, with its rich history and global influence, attracts individuals from various ethnicities to coexist, contributing to the city's dynamism. Dubai, on the

other hand, is a testament to successful multiculturalism, built on inclusivity and openness. Its strategic location and visionary leadership have transformed it into a global hub, welcoming people from all corners of the world. Both cities showcase the beauty of multiculturalism, fostering a sense of unity and mutual respect among communities, making them truly global and cosmopolitan destinations."

Moza is currently focusing on expanding her @mozash.store and creating more engaging content on her social platforms. In an answer to a question about the comparison between being a professional woman in the Arab world and Women globally, she replied, "In terms of professional women in the Arab world versus globally, while there are common challenges, each group faces unique cultural and societal expectations. Arab women often navigate a balance between tradition and modernity, contributing to a distinct experience compared to women worldwide."

Being a digital creator, Moza has a visionary mindset and seeking a diverse and inclusive future. She says, "I want to keep growing in my personal and professional life. I aim to make a positive impact, especially by empowering women and challenging societal norms. Professionally, I hope to make @mozash.store well-known for quality abayas and dresses. Life, for me, is about learning, connecting, and giving back. I want meaningful experiences and a balanced lifestyle. My main goal is to inspire others to follow their dreams and contribute to a more compassionate world."

In conclusion, Moza shared about her values and family. She said, "Away from the limelight, I'm a person who values a small circle of close relationships. Family is at the core of my world, and I find joy in capturing moments through photography. When it's time to unwind, series like Friends, Modern Family, and Gilmore Girls are my go-to for relaxation. Traveling allows me to explore new perspectives and create cherished memories."

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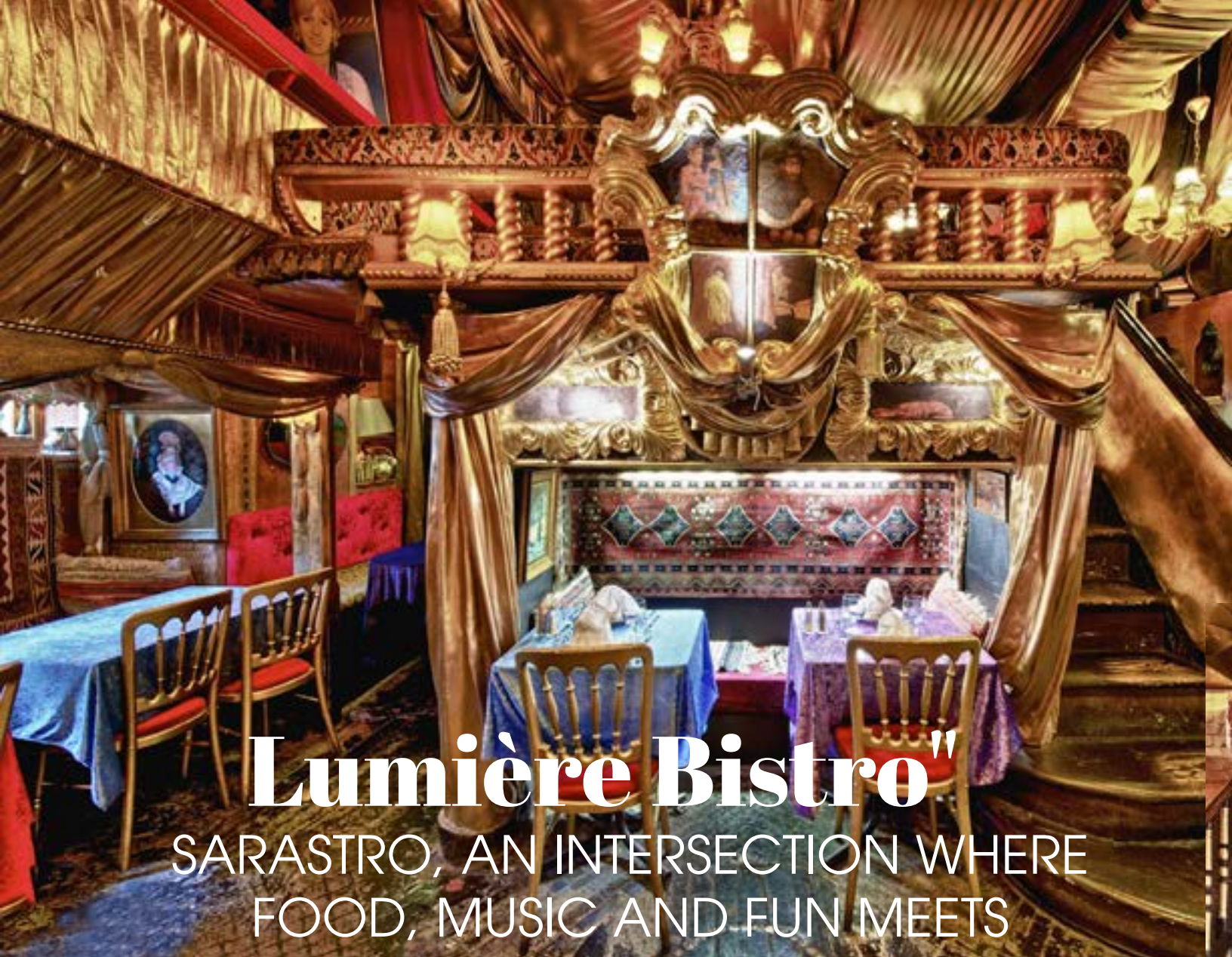
TO THE INSPIRING WOMEN LOOKING UP TO ME  
CHASE YOUR DREAMS UNAPOLOGETICALLY

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MOZASH







# Lumière Bistro"

SARASTRO, AN INTERSECTION WHERE  
FOOD, MUSIC AND FUN MEETS

# *CL*URAD MAGDEN

*Maintains* RICHARD'S LEGACY  
with *Innovation* and *Dedication*

BY: RIZ Z BHUTTA





**I**n a world where flavors dance on the palate, melodies serenade the soul, and colors splash across canvases with joyous abandon, there exists a place where music, food, art, and fun intertwine in a delightful symphony of the senses. The walls are adorned with vibrant artwork,

each telling its own story and inviting you to get lost in a world of imagination and creativity. From bold abstracts to intricate portraits, the gallery-like atmosphere adds an extra layer of intrigue to the dining experience. But it's not just the food and art that make this place special; it's the sense of fun and camaraderie that fills the air. Friends gather around tables, sharing plates of tapas and clinking glasses of wine as they revel in the joy of good company and lively conversation.

Imagine a "Lumière Bistro" tucked away on a charming cobblestone street, where the aroma of freshly brewed coffee mingles with the scent of freshly baked pastries. As you step inside, you're greeted by the cheerful sounds of live music drifting through the air, accompanied

by the gentle hum of conversation and laughter, Imagine a place like Sarastro.

Step into the surreal world of Sarastro, a vintage culinary oasis nestled in the bustling streets of Covent Garden, London, founded by Richard Niazi. A seemingly larger than life character, well known as the "King of Covent Garden". Named after Mozart's timeless masterpiece, "The Magic Flute," Sarastro opened its doors in August 1996, and since then, it has been captivating diners with its unique blend of gastronomy, opera, and classical music, all wrapped in a cloak of whimsy and charm. Located at 126 Drury Lane, Sarastro is more than just a restaurant; it's a celebration of artistry and culture. From the moment you set foot inside, you're transported to



a bygone era, where vintage elegance and 19th-century charm still reign supreme in the heart of the 21st century.

At Sarastro, the culinary offerings are as exquisite as the arias that echo through its halls. Each dish is a culinary masterpiece, meticulously crafted to delight the senses and tantalize the taste buds. From traditional Mediterranean flavors to innovative fusion creations, every bite is a symphony of flavors that pays homage to the rich tapestry of culinary traditions. But it's not just the food that sets Sarastro apart; it's the seamless integration of opera and classical music into the dining experience that truly makes it a standout destination.

As you dine, you'll be serenaded by live opera performances, transporting you to the grand theaters of Europe where the classics come to life. Richard passed away in 2008, and he was laid to rest by the show he wanted after the show he had lived which ended in Nicosia, Northern Cyprus. After his demise, Sarastro was passed down to Richard's daughter Sibel, and her uncle, Murad.

In this article, we invite you to join us as we explore the magic of Sarastro, delving into its rich history, culinary delights, and captivating entertainment. Prepare to be enchanted as we uncover the secrets behind this iconic London institution and discover why it continues to cast its spell on patrons from around the world.

In a candid interview with Murad, the esteemed successor to the renowned Sarastro restaurant, he shed light on the establishment's rich history and enduring ethos. As Richard Niazi's brother-in-

**OUR APPROACH TO MUSIC IS MUCH LIKE OUR APPROACH TO CUISINE," EXPLAINS MURAD. "WE SEEK TO BLEND THE CLASSICS WITH ELEMENTS OF THE UNEXPECTED, CREATING A SYMPHONY OF FLAVORS AND MELODIES THAT SURPRISE AND DELIGHT."**

law, Murad has played a pivotal role in preserving and nurturing Sarastro's legacy, alongside Richard's daughter, Sibel.

Reflecting on Richard's profound affinity for the performing arts, Murad recalled his unwavering passion for opera and classical music, with Mozart's masterpiece, "The Magic Flute," holding a special place in his heart. Murad emphasized how Richard's admiration for the opera's principal character, Sarastro, mirrored the ethos of the restaurant that bore its name. Acknowledging the skepticism that often surrounded Sarastro, Murad was quick to dispel any misgivings, echoing Richard's sentiment that Sarastro meant no harm to anyone. Instead, Sarastro embodied a spirit of benevolence and a steadfast commitment to spreading joy and happiness through its culinary offerings and vibrant ambiance.

With the passing of the torch to Sibel and himself, Murad affirmed their dedication to upholding Richard's vision and continuing to nurture Sarastro as a cherished destination where music, food, and fellowship intertwine to create unforgettable experiences. In essence, Sarastro the restaurant remains a testament to Richard Niazi's enduring love for the arts and his steadfast belief in the power of

hospitality to uplift and inspire all who enter its doors.

Delving into the heart of their menu, discovering a diverse blend of flavors that seamlessly blend Mediterranean tradition with a distinctive Turkish twist, after interactions with the culinary team, "Our menu," they explained, "embodies the vibrant spirit of the Mediterranean, infused with the rich culinary heritage of



Turkey." Each dish is a masterpiece of flavor, crafted with care and precision to delight the senses and transport diners to sun-drenched shores and bustling bazaars. At the forefront of Sarastro's culinary offerings is the Kuzu Incik, a dish beloved by patrons and revered for its exquisite taste and texture. This succulent lamb shank is slow-cooked to perfection, allowing the flavors of a carefully curated mix of herbs and spices to infuse every bite with warmth and depth.

Equally captivating is the Ackabat Kofte, a culinary delight that marries the bold flavors of ground beef and lamb with a highly aromatic blend of spices. Grilled to perfection, each bite of this savory creation is a testament to Sarastro's commitment to excellence and innovation. As diners embark on a gastronomic journey through Sarastro's menu, they are invited to savor the vibrant flavors and aromas of the Mediterranean, enhanced by the unique influence of

Turkish cuisine. From the tender richness of the Kuzu Incik to the bold flavors of the Ackabat Kofte, every dish tells a story of tradition, innovation, and the joy of sharing a meal with loved ones.

In essence, Sarastro offers more than just a dining experience; it is a celebration of culture, community, and the timeless appeal of Mediterranean cuisine with a Turkish twist. Sarastro stands as a beacon of elegance and charm, offering patrons a dining experience unlike any other. Stepping through its doors, guests are transported to a world of opulence inspired by the grandeur of old-world estates and the allure of the opera.

The interior of Sarastro is a sight to behold, reminiscent of a bygone era where glamour and extravagance reigned supreme. Gilt furnishings, richly colored fabrics, and intricately painted ceilings adorn the space, while opera boxes line the walls, offering guests a truly immersive dining experience. Despite

its intimate size, Sarastro exudes a sense of grandeur that leaves visitors in awe from the moment they arrive. In addition to its stunning aesthetics, Sarastro is renowned for its diverse and dynamic musical offerings. What began as a venue for live opera performances twice a week has evolved into a vibrant hub of musical entertainment, with four nights dedicated to a variety of genres.

Thursday evenings at Sarastro come alive with the infectious rhythms of Swing and Motown, drawing guests onto the dance floor and sparking impromptu conga lines that wind through the restaurant. On Fridays, the sultry sounds of Latin music set the stage for a night of passion and excitement, while Saturdays transport diners back in time with hits from the 70s and 80s that evoke memories of bygone eras.

But it is on Sundays that Sarastro truly shines, as a string quartet fills the air with melodic harmonies while opera singers serenade guests from the restaurant's balconies. It's a laid-back yet enchanting evening, where the music serves as the perfect accompaniment to a leisurely meal and heartfelt conversation. In every aspect, Sarastro offers more than just a dining experience; it is a journey through time and space, where culinary excellence meets theatrical splendor. Whether you're drawn by the allure of its opulent interiors or the enchanting sounds that fill its halls, a visit to Sarastro is sure to leave a lasting impression, with memories that linger long after the final curtain falls.

Before Niazi's death, he explained that the interior design was heavily influenced by the grandeur of old opera houses, "We wanted to create a space that would transport diners to a bygone era, where every detail spoke to the drama and romance of the stage". Indeed, stepping into Sarastro is like stepping onto the set of a lavish theatrical production. Gilded furnishings, richly colored fabrics, and ornate detailing adorn

**IT'S MORE LIKE A CLICK AND PICKS YOUR EMPLOYEE SYSTEM. A CANDIDATE'S RECENT PROJECT AND OTHER STUFF CAN BE STATISTICALLY SHOWCASED AND THE CLIENT CAN CONNECT THEM VIA US**

the space, evoking a sense of grandeur and sophistication that is unmatched in the London dining scene. But it is not just the décor that sets Sarastro apart; it is also the live performances that have become synonymous with the restaurant's identity. "Hosting live performances has always been a cornerstone of our identity," says Niazi.

With the restaurant's proximity to a large number of theatres, it often finds itself bustling with activity during the pre-theatre rush. Diners flock to Sarastro to indulge in a meal that is in keeping with the theatrical theme of their evening, setting the stage for an unforgettable night out. Yet, Sarastro's journey from concept to reality was not without its challenges. Niazi, along with a team of artists and set designers used to work tirelessly for almost a year to bring his vision to life, often sleeping on site as they fine-tuned every detail of the interior design. "It was a labor of love," recalled Niazi. Ideas were constantly evolving, and the design took on a life of its own as they drew inspiration from the world of theatre. Even to this day, the interior continues to evolve, reflecting their commitment to innovation and excellence.

**In every aspect, Sarastro is a testament to the enduring allure of the performing arts, where culinary excellence and theatrical ambiance converge to create an experience that is truly unforgettable. Whether you're indulging in a pre-theatre dinner or simply seeking a taste of theatrical life, a visit to Sarastro promises to transport you to a world of drama, romance, and culinary delight.**





"At Sarastro, music is as integral to the dining experience as the food itself," shares Murad, the esteemed custodian of Sarastro's legacy. "We strive to curate a playlist that resonates with our guests, drawing from classical and operatic repertoire that evokes a sense of familiarity and nostalgia. Indeed, the strains of Maria Callas and Luciano Pavarotti often fill the air, lending a timeless elegance to the dining room. Yet, on special live music nights, the soundtrack takes on a new dimension, mirroring the theme of the evening and setting the stage for an unforgettable dining experience."

Our approach to music is much like our approach to cuisine," explains Murad. "We seek to blend the classics with elements of the unexpected, creating a symphony of flavors and melodies that surprise and delight."

This commitment to innovation and excellence extends to Sarastro's culinary offerings as well. Head Chef Ali Kidik, trained in classic French cookery at The Savoy, brings a wealth of experience and expertise to the kitchen, infusing traditional dishes with his unique twist. The menu is a celebration of classics with a twist. From traditional French cuisine to Turkish specialties, every dish is crafted with care and attention to detail, ensuring that each bite is a culinary masterpiece. But beyond the food and music, Sarastro seeks to create lasting memories for its guests, offering an experience that transcends the ordinary.

**"We want our guests to leave Sarastro with happy memories," says Murad. Whether it's the delicious food, impeccable service, or the vibrant**

**atmosphere, we strive to exceed expectations at every turn."**

Sarastro stands out as a shining example of excellence and innovation. With its commitment to high standards and dedication to creating unforgettable experiences, Sarastro invites guests to embark on a journey of culinary discovery and artistic exploration that will linger in their hearts and minds long after the



final curtain falls.

Murad explained that London is not just a place to live, but a place to call home. Its diverse neighborhoods and welcoming communities provide a sense of belonging and connection that is unparalleled. Whether you're strolling through the leafy streets of Hampstead or exploring the vibrant markets of Brixton, there's a sense of camaraderie

that permeates the city, fostering a strong sense of community among its residents. But London is more than just a residential hub; it's also a global center of commerce and innovation.

With its world-class infrastructure and strategic location, London attracts businesses from around the globe, offering entrepreneurs a platform to launch and grow their ventures. From bustling financial districts to cutting-edge tech hubs, London's business landscape is as diverse and dynamic as the city itself, yet amidst the hustle and bustle of city life, London offers moments of respite and relaxation for those who seek them. Its lush parks and green spaces provide a tranquil escape from the urban hustle, while its vibrant cultural scene offers a myriad of events and shows to captivate and inspire.

For many Londoners, family is at the heart of everything they do. Whether it's enjoying a Sunday roast with loved ones or exploring the city's many attractions together, family bonds are cherished and nurtured in this bustling metropolis. "I am a family person, and enjoy looking after my family together with the comfort of having a close bond which gives me the energy to do more." Murad shares.

Indeed, for those who call London home, the city offers a unique blend of challenge and opportunity, excitement and tranquility. It's a place where honesty is valued, hard work is rewarded, and dreams are pursued with passion and determination. In every aspect of life, from business to leisure, London offers a wealth of opportunities to thrive and



succeed. It's a city that never sleeps, where every moment is an opportunity to embrace life to the fullest and create lasting memories with those we hold dear.

In a heartfelt recounting of his journey with the iconic Sarastro restaurant, Murad shares his deeply personal connection with its founder, Richard Niazi, and the profound impact their partnership had on his life. "My relationship with Richard started when I was just 13 years old," Murad reminisces, "as I began my journey as a kitchen porter in Topkapi Restaurant, one of Richard's establishments where my father also served as the F&B manager."

From those humble beginnings, Murad's bond with Richard flourished as he spent every school holiday working in various roles across Richard's diverse portfolio of restaurants. "Over the years, we became very close," Murad reflects, recalling Richard's encouragement and visionary outlook. "He was always telling me, 'Stay with me, Mush (my nickname), and one day we'll be millionaires.'"

Despite his aspirations to pursue a career in the restaurant industry, life took Murad in a different direction, leading him to work for The BOC Group in Turkey for two decades. However, fate would soon intervene, as Richard's terminal illness prompted a pivotal conversation that would change the course of Murad's life.

"In 2009, when Richard asked me to take half of the business and run it with his daughter, my niece Sibel, I knew it was a turning point," Murad recalls. "It was a bittersweet moment, filled with both sorrow and determination to honor Richard's legacy." Stepping into the role of co-owner of Sarastro, Murad faced the daunting task of implementing changes while respecting Richard's vision. "It took me a while to start changing things," Murad admits, "as I considered it disrespectful to Richard. But the business needed adjustments, especially as Richard's health declined."

Now, nearly 15 years since assuming leadership of Sarastro, Murad reflects on the journey with a sense of pride and gratitude. "I am very happy and

proud of the history we have managed to create," he says, acknowledging Richard's enduring influence on his life and career. "I very much miss Richard," Murad confides, his voice filled with emotion. "He gave me plenty of what I am today—a great friend and a mentor whom I always looked up to."

Looking ahead, Murad can't help but wonder what could have been. "I am pretty sure we would have gone a long way if we had the time together to run the business," he muses, his words tinged with a sense of longing for the partnership that might have been.

In every aspect of his journey with Sarastro, Murad's commitment to honoring Richard's legacy and preserving the restaurant's storied history shines through. As he continues to carry Sarastro into its next chapter, Murad remains grateful for the lessons learned and the memories shared, cherishing the enduring bond forged with a dear friend and mentor.





*Founder of* ALINA ANWAAR COUTEUR

# ALINA ANWAAR

DISCOVERING ELEGANCE IN HER

*Creative Journey*

In Dubai's creative scene, one name shines brightly: Alina Anwaar. A visionary designer with an unparalleled passion for elegance and innovation, Anwaar has carved a niche for herself in the world of fashion, captivating audiences with her exquisite creations and unique aesthetic. Based in Dubai, Anwaar's journey into the world of design was fueled by her innate curiosity and unwavering dedication to her craft.

Drawing inspiration from the rich cultural tapestry of the Middle East, as well as the dynamic energy of the cosmopolitan city she calls home, Anwaar infuses her designs with a sense of Elegance and sophistication.

Raised by a strict yet nurturing father, Anwaar learned the importance of discipline and punctuality early on. His guidance and insistence on maintaining a healthy lifestyle laid the groundwork for her personal and professional success. Inspired by her father's teachings, she embraced regular exercise at the tender age of 16, setting the stage for a lifelong commitment to health and well-being.

Equally influential in Anwaar's journey has been the presence of her mother. A source of inspiration and elegance, her mother's persona ignited Anwaar's passion for fashion and served as a catalyst for her entrepreneurial aspirations. With her mother's unwavering support and encouragement, Anwaar embarked on a journey to carve out her own identity in the world of fashion. Yet, amidst the pursuit of her dreams, Anwaar remains grounded by the bonds of family. For her, family is not just a source of strength; it is the cornerstone of her existence. Close-knit and inseparable, Anwaar and her siblings share a deep bond forged through shared experiences and adventures. Whether creating memories on the streets of Europe or simply spending quality time together, their bond is a testament to the power of familial love and unity.

Anwaar's academic journey further reflects her commitment to excellence and personal growth. Graduating from Middlesex University in Dubai with her undergraduate degree, she continued her academic pursuits at the University of Warwick, where she earned her master's degree. These formative years not only enriched her knowledge but also shaped her worldview, laying the groundwork for her future endeavors. Alina



Anwaar's journey from her graduation in the United Kingdom to the launch of her eponymous label in September 2018 is a testament to her unwavering dedication and passion for fashion.

From the outset, Anwaar's commitment to quality and attention to detail have been evident in every aspect of her work. By personally sourcing the finest fabrics from Milan and overseeing every step of the design process, she ensures that each creation is a flawless embodiment of her vision for high fashion. The turning point for Anwaar's brand came in March 2019, when the renowned Bollywood actress Kareena Kapoor Khan donned one of her outfits for an awards evening, catapulting the label into the spotlight. This moment of recognition marked the beginning of a meteoric rise to prominence for Anwaar and her brand.

Just months later, in December 2019, the release of Mariah Carey's music video for "All I Want for Christmas Is You" featured Anwaar's designs, further solidifying her status as a designer to watch on the global stage. With each high-profile endorsement, Anwaar's brand gained momentum, garnering attention and admiration from fashion enthusiasts worldwide.

Reflecting on her entrepreneurial journey, Alina Anwaar candidly discusses the trials and triumphs

encountered during unprecedented times, particularly amidst the COVID-19 pandemic. Undoubtedly, the pandemic presented the most daunting challenge yet, as Anwaar and her team grappled with uncertainty while striving to maintain morale and positivity. Despite the unpredictable landscape, Anwaar remained steadfast in her belief that resilience





would prevail, confident in the team's ability to weather the storm and emerge stronger. Acknowledging the slowdown in celebrity placements and sales during this period, Anwaar underscores the critical importance of assembling the right team. For her, success hinges upon fostering a cohesive and motivated team, united in pursuit of a shared vision.

Indeed, challenges are an inherent part of the

**HER STEADFAST COMMITMENT TO OVERCOMING CHALLENGES UNDERSCORES A FUNDAMENTAL TRUTH: THAT NOTHING WORTHWHILE COMES WITHOUT EFFORT AND PERSEVERANCE.**

entrepreneurial journey. Anwaar emphasizes that confronting and overcoming difficulties is essential for growth and progress. How one navigates these obstacles, she believes, ultimately determines the trajectory of success. In a world where adversity is omnipresent, Anwaar's unwavering resolve serves as a beacon of inspiration. Her steadfast commitment to overcoming challenges underscores a fundamental truth: that nothing worthwhile comes without effort and perseverance.

In an exclusive interview, Anwaar shares her perspective on the transformative power of positivity and passion in achieving one's goals, regardless of background or geographical location. As a successful designer based in Dubai, Anwaar believes that her journey serves as a testament to the boundless potential of women worldwide. Drawing from personal experience, Anwaar emphasizes the transformative power of embracing imperfections and leveraging them as catalysts for growth. For her, success is not merely the attainment of predefined goals but a continuous journey of self-discovery and resilience. Anwaar's narrative resonates deeply with women worldwide, resonating with the shared belief that with determination, there are no boundaries that cannot be overcome. Whether hailing from developing or developed regions, her message underscores the universal truth that every woman possesses

the agency to chart her own path to success. Alina Anwar Couture emerges as a beacon of luxury, renowned for its meticulously crafted evening wear collection that epitomizes elegance and sophistication.

Each piece in the collection, ranging from opulent gowns to chic suits and tea-length dresses, is a testament to Anwar's unwavering commitment to exquisite craftsmanship. Hand-crafted in Dubai using the techniques of contemporary couture with French finishing, every garment is a masterpiece of unparalleled beauty and precision.

approach to design is deeply rooted in her appreciation for diversity. Drawing upon the myriad influences that shape her surroundings, she imbues each collection with a sense of global perspective and inclusivity. For Anwaar, the beauty of multiculturalism lies in its ability to foster empathy, understanding, and mutual respect. By embracing diversity, she believes, individuals can transcend barriers and forge meaningful connections that enrich their lives and communities.

For Anwaar, personal growth is not just a goal; it's a way of life. Embracing every experience as an opportunity for learning and self-improvement, she believes that true success is rooted in the journey of personal development. Through her own experiences, she has come to understand that personal growth is the key to unlocking one's full potential and achieving lasting fulfillment. As a trailblazer in the world of fashion, Anwaar is driven by a desire to inspire and uplift other women.

Through her brand, Alina Anwar Couture, she seeks to empower women through the transformative power of fashion. Believing that confidence begins with how one feels on the outside, Anwaar endeavors to create clothing that not only looks beautiful but also makes women feel their best.



**"THROUGH HER BRAND, ALINA ANWAR COUTURE, SHE SEEKS TO EMPOWER WOMEN THROUGH THE TRANSFORMATIVE POWER OF FASHION."**

With a diverse team hailing from various backgrounds, Anwaar's experience epitomizes the richness and vitality of multiculturalism. Working alongside individuals with differing perspectives and ideas, she finds inspiration in the mosaic of cultures that surrounds her, enriching both her work and her understanding of the world. Anwaar's

Anwaar's philosophy is grounded in humility and resilience. She understands that success is fleeting and that failure is an inevitable part of the journey. By remaining grounded in the face of success and resilient in the face of adversity, she has cultivated a mindset that enables her to navigate life's ups and downs with grace and determination. Looking ahead, Anwaar is eager to continue pushing

**"THROUGH HER BRAND, ALINA ANWAR COUTURE, SHE SEEKS TO EMPOWER WOMEN THROUGH THE TRANSFORMATIVE POWER OF FASHION. "**



the boundaries of creativity and innovation. With each new design, she seeks to unveil a new facet of her creative vision and to inspire others to embrace their own unique talents and passions. Armed with her experiences and fueled by her passion for empowerment, Anwaar is poised to make an even greater impact in the years to come.

In her personal life, Anwaar embodies simplicity and kindness, traits that underscore her approach to both work and leisure. A dedicated advocate for holistic well-being, she prioritizes regular exercise as a means of maintaining physical and mental health. But her pursuits don't end there; Anwaar is also an avid linguist, always eager to expand her linguistic repertoire and engage with new cultures through the medium of language.

For Anwaar, travel is not merely a leisure activity but a source of creative nourishment, providing her with invaluable insights and inspirations for her upcoming collections. Indeed, Anwaar's approach to fashion is deeply

intertwined with her passion for exploration and discovery. Whether she's traversing the bustling streets of a cosmopolitan city or immersing herself in the tranquility of a remote destination, each experience leaves an indelible

At the core of her philosophy lies a simple yet powerful mantra: follow your passion. Anwaar believes that passion and drive are the driving forces behind any successful endeavor. Without a genuine belief in one's pursuits, she asserts, success will remain elusive. Through her brand, Alina Anwar Couture, she seeks to empower women through the transformative power of fashion.

For Anwaar, passion is the fuel that propels individuals to overcome obstacles and achieve their goals, no matter how daunting they may seem. But Anwaar also recognizes the importance of embracing failure as an integral part of the journey to success. In her eyes, mistakes are not setbacks but rather opportunities for growth and learning. It is

through these "failures," she contends, that individuals unearth their greatest insights and discoveries, paving the way for future success. Drawing from her own experiences, Anwaar's advice serves as a beacon of hope and encouragement for women everywhere. In a world where self-doubt and fear of failure often hold individuals back, she offers a refreshing perspective—one that celebrates resilience, determination, and the unwavering belief in one's own abilities. As Anwaar continues to inspire and empower women through her work and advocacy, her message rings clear: success is not merely a destination but a journey—one that is marked by passion, perseverance, and the courage to embrace failure as a stepping stone to greatness.

With her guidance, women around the world are empowered to chase their dreams with unwavering confidence, knowing that with passion and resilience, anything is possible.



# Glamoph

EXPLORING EMOTIONS IN

# AI ART

*A Journey of Unique Expression*

By : Afef Yousfi

**A**rt, a realm traditionally inhabited by human creativity, now witnesses the emergence of a new participant – artificial intelligence (AI). In this digital age, AI-generated art offers an intriguing blend of innovation and emotion, providing fresh perspectives that challenge the conventions of traditional artistic expression. It's not just about pixels and algorithms; it's about feelings woven into the fabric of digital canvases.

Each AI carries its own set of algorithms and approaches, birthing a myriad of artistic interpretations. What sets AI art apart is its ability to surprise, often producing creations that elude even human imagination. The process is distinctly different from the traditional methods involving brushes and canvases. As an AI artist, my palette consists of algorithms and data, which imbue my creations with a distinct aesthetic that's hard to replicate using conventional means.

My AI art often resonates with a sense of fluidity and complexity, born from the intricate dance of algorithms and data. It's a symbiotic relationship where the AI unravels hidden patterns and structures within the data, giving rise to visual marvels that intrigue and captivate. Unlike traditional art, the AI allows for extensive experimentation and iteration, enabling me to explore countless variations until the perfect embodiment of concept and emotion is achieved. From impressionism to cubism, from pixelation to watercolor style, the AI transcends boundaries, seamlessly morphing images into diverse artistic renditions. But amidst this creative freedom lies a challenge – the limitations of computational resources. Despite these hurdles, I endeavor to refine and adapt my AI-generated art, bridging the gap between technological constraints and artistic vision.

My journey as an AI artist is not merely about creating visually stunning pieces; it's about pushing boundaries and sparking conversations. By intertwining digital art with contemporary technolo-

gy, I aim to provoke thought and foster social change. Themes of social justice, equality, and diversity serve as the cornerstone of my work, inviting viewers to introspect and empathize with the narratives embedded within. Yet, beyond societal reflections, my art delves into the realms of personal growth and introspection. It's an invitation to delve into the depths of one's soul, a journey of self-discovery and contemplation. Through my creations, I aspire to evoke emotions, stir imaginations, and leave an indelible mark on the canvas of human consciousness. In this ever-evolving landscape of AI art, the possibilities are boundless. With each stroke of algorithmic brilliance, I continue to chart new territories, pushing the boundaries of creativity and redefining the essence of art in the digital era.

As AI continues to evolve, so too will its capacity to convey the most profound of human experiences – a testament to the enduring marriage of technology and emotion in the realm of artistic expression.








**GLAM**



A surreal AI-generated image featuring a woman's profile in a three-quarter view, facing left. Her hair is replaced by a massive, intricate crown of dandelion seed heads, which radiates outwards to fill the upper two-thirds of the frame. The background is a clear, vibrant blue sky. The woman has a serene expression with her eyes closed. She is wearing a white, lace-trimmed garment. The overall aesthetic is ethereal and dreamlike.

AI ART  
MOPH





# MARION *Esquivel*

## BLENDING CULTURES AND STYLES IN THE FASHION WORLD

### FASHION MODEL WITH COSTA RICAN ROOTS THRIVING IN

By Sidra Asif

**M**arion Esquivel, a renowned fashion model hailing from Costa Rica, has made waves in the industry with her unique blend of Latin American vibrancy and Middle Eastern modesty. Currently based in Qatar, she represents a fusion of cultures not only in her personal style but also in her approach to life and work.

From an early age, Esquivel discovered her passion for modeling, starting with commercials in her native Costa Rica. Despite initial challenges and insecurities about fitting into predetermined standards of beauty, she has since embraced her individuality and developed her own sense of style, prioritizing comfort and confidence above fleeting trends.

Living in Qatar has exposed Esquivel to a diverse array of styles and perspectives, inspiring her to integrate elements of both her Latin American heritage and the modest fashion prevalent in the Middle East. This blend has not only enriched her personal style but has also allowed her to resonate with audiences from various backgrounds.

While navigating the fashion industry in a new cultural landscape has presented its share of challenges, Esquivel remains undeterred, drawing strength from her belief that the right opportunities will always find her. Her resilience and authenticity have endeared her to followers, serving as a beacon of inspiration for aspiring models who may be grappling with

self-doubt or societal pressures.

One of the highlights of Esquivel's career has been the opportunity to turn her passion into a successful business venture, all while staying true to herself. As she continues to evolve professionally, she emphasizes the importance of authenticity in an industry often driven by superficial ideals.

Esquivel's multicultural upbringing has instilled in her a deep appreciation for diversity and a willingness to embrace differing perspectives without judgment. She cherishes the small moments in life and approaches each encounter with an open mind, recognizing the value of understanding and respecting cultural differences.

In Qatar, Esquivel finds solace in the safety and security of her surroundings, a stark contrast to the hustle and bustle of other metropolitan areas. Moreover, she draws inspiration from the strong, family-oriented Arab women she encounters, admiring their ability to balance entrepreneurship with familial responsibilities.

Esquivel's journey serves as a testament to the power of embracing one's uniqueness and staying true to oneself in the face of adversity. As she continues to make strides in the fashion world, she remains committed to uplifting and empowering women from all walks of life, proving that authenticity and diversity are not only celebrated but also essential components of true beauty.





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# WEDDING





# 2024 TO SEE SURGE IN DIGITAL CURRENRCNCIES?

## HUGE PREDICTIONS BY ANALYSTS

*Surge expected in specially in bitcoin*

**While Ethereum does well, maintaining a price above \$3,000, Bitcoin continues to trade above \$50,000.**

By Peter Davis

Fidelity Changes Course on Bitcoin, Forecasts \$1.5 Trillion Amidst Price Surges Investment banking giant JP Morgan made a surprising course correction on cryptocurrency with the price of Bitcoin being ready for a further market capitalization of \$500 billion according to senior analysts at Fidelity.

This is following a 250% price surge of Bitcoin after it hit a low in 2022. Top crypto companies such as Ethereum and XRP have grown alongside it, resulting in the crypto market hitting a value of over \$2 trillion.

Bitcoin is predicted to be crowned as the world's "primary store-of-value", therefore dethroning gold, according to evidence provided by Bitcoin exchange-traded fund data. Monetary gold is presently worth \$6 trillion while Bitcoin is worth \$1 trillion. According to Justin Timmer, the director of global macro at Fidelity, "Bitcoin will eventually capture about a quarter of the monetary gold market". If this prediction comes true, its value will go up to \$1.5 trillion.











Crowning the *Gorgeousness* in her way

THE ASTONISHING CHRONICLE OF

*Erim*

By: Nida Kanwal

**W**omen are asserting their influence on almost every sphere including businesses, digital media, and politics. They are leading the professional world right from the forefront worldwide and writing their destinies. With their femininity, they are ruling the masculine world with grace and resentment. Numerous Fashion and Beauty Influencers inspire young girls and women to take daring steps and reach the world's top. They are uplifting their morals and telling them to

achieve their dreams unapologetically. With their aspiring personalities, they are responsible for challenging the norms and shaping the world for a distinct and inclusive future to make this fast-changing world a better place for women.

Erim Kaur stands out as eminent influencers leveraging their platform to inspire millions of women all across the globe. She is an entrepreneur, empowering women to take risks, turn their dreams into tangible realities, and live out their lives to the fullest. She is bold, innovative, and opinionated. She

knows the value of her stance, and using her platform to educate and advocate individuality. She is inspiring women to be themselves and never turn back because of any troll or insecurity. Team MAGNAV is delighted to be in a lovely discussion with Erim.

While shedding light on her professional journey, Erim shared her early life experiences. She said, "I began in university working in night clubs and I was working in a variety of different roles from bottle service to VIP manager to being on the door helping with guest lists. I saved up my tips and put this



towards my business which I launched when I was 23 years old. We sold our initial 250 stocks and then doubled it and sold it in less than four hours at which point my dad came on board to streamline all of our processes and the business started to take off and to this date we've sold over Ninety-five thousand plus, products across eight SKUs worldwide."

When we asked her about How she was able to start a business is such a young age. She said, "The greatest thing I learned was that it's important to hire the right people. The underlying thing that I've realized who align with the mission and vision of the business from a wider perspective tend to have much better relationships with them and they tend to have a much better relationship with their work and this is something I have not integrated with for work and that's helped me

create a team with low turnover - infect our most recent addition has been a year ago!"

Sharing the prospects of her distinctive fashion sense, Erim said, "My sense of style changes day to day. I almost like to say that I'm cosplaying whatever activity I'll be doing that day. For example, I'll be cosplaying as a girl who's going to go sit in a cafe and work or I could dress up as someone who would go to central London for a brand or dress up as someone who's going on a date night, etc. I like to have fun with my wardrobe and generally stick to the core theme of neutrals and I love layering - it's a great way to elevate your outfit. But above all, I like to be comfortable and work with



"It depends on the woman herself. I try my best not to view beauty through the male gaze and whether the partner is going to prefer a particular look. Some women feel confident with no hair and if they feel beautiful with no hair, or long or short hair, a Mohawk, dyed pink hair whatever it might be. That is when a woman is at her most beautiful when she perceives herself as such."



my proportions which is something I've learned to do as I've gotten older."

There is a notion about Influencers' lives that 'Everything is perfect in their lives' which tends people to have unrealistic life expectations. But Erim shares a different approach to it. She says, "I try to be as raw and honest on my social media pages as much as I can and they only get to see a small window into my day. I do encourage people who consume content to remember that you only see a portion of someone's day, and you don't see all of it. You know a lot of the time, hardships we all face daily can be personal and those types of things aren't usually shared online. We are all human and we're all facing our tests and challenges on this earth!" Answering a question about how important hair is for a woman's personality, does gorgeous hair add to their beauty and confidence, as well as an attraction for their partners, she said,

Erim is a goal-oriented entrepreneur. She understands the importance of self-evaluation, viewing it as vital both for her business endeavors and personal evolution. She says, "My current goal is to grow my business which is why I'm super proud to be part of the Goldman Sachs X Oxford University Program this year. In addition to that I believe in self-work and deepening the relationship with yourself and getting to know yourself which is a huge priority to me in terms of my spare time and hopefully deepening my relationship with my followers as time goes on and as my preferences and hobbies change. I love to see my audience evolve with me."





Further discussing her career goals, she said, “My current goals are to develop my knowledge in business in a more practical sense which I hope to achieve through the Goldman Sachs program. I’m also looking to revamp the ByErim website to ensure all the links are working, our SEO is on point and we have all of the website features to help the conversion. On a personal level, I am looking forward to building more long-term partnerships with some of the brands I currently work with for instance Debenhams, Pandora, and Hello Fresh!”

In the discourse about her lifestyle as a businesswoman, she said, “As an entrepreneur, I would say I’m very lucky to be able to set my schedule. I am not someone who performs well in the morning and I know this about myself I am very much a night owl and that’s when my best ideas come to life. I’m very lucky in the sense that I can choose to backload my day and start the day easy.”

Contrary to common perception, Erim challenges the notion that all Digital

influencers must exhibit extroverted personalities, she says, “A lot of people don’t realize this about me but I’m a super private person. This means that whilst I do share a lot of my life online, I always take care to show exactly where I am, the people I’m with, or even their faces to a degree. This has influenced the way I am with friends and family meaning that I’m able to protect those that I love and this is a key defining factor of my character.”











# LONG ANTICIPATED SIGHT OF THE GLAMOROUS IMMINENT

# SERAPHININE VALLOIRA

## THE **AI** INFLUENCER

By Daisy Pearce

**I**n the current world where technological advancements seem to evolve at incredible speed, one innovation stands out as a catalyst for unprecedented change: Artificial Intelligence (AI). From streamlining processes to revolutionizing industries, AI's transformative power is reshaping the very fabric of our technological landscape. In this article, we embark on a journey to explore the way AI is not only ushering in an era of innovation, efficiency, and endless possibilities; it is also becoming a tool for designers to grow creatively. As AI continues to mature, its role in various sectors is becoming increasingly prevalent. From healthcare to finance, manufacturing to entertainment, AI is not just a tool; it's a game-changer. Through advanced algorithms, machine learning, and neural networks, AI systems can analyze vast amounts of data in real time, uncovering insights and patterns that were once elusive. As well as displaying human-like capabilities,

This ability has not only enhanced decision-making processes but has also opened doors to entirely new applications and industries that it seemed improbable to be a part of before. Moreover, the impact of AI extends far beyond efficiency gains. It has become a driving force behind personalized experiences, predictive analytics, and autonomous systems. Whether it's predicting consumer behavior, optimizing supply chains, or enhancing cybersecurity measures, AI's proficiency to adapt and learn continuously is propelling us into a future where technology is not just responsive but anticipatory.

However, with these advancements come ethical considerations and societal implications. As AI becomes a larger part of our daily lives, questions surrounding job displacement, privacy and bias become increasingly urgent. It is important to negotiate these challenges with thought and responsibility, ensuring that the benefits of AI are well distributed and that its deployment aligns with real people's ethical views and resolves any fears.









offers a unique appeal due to her beauty and ability to be envisioned in any context, allowing for a strong creative process with unprecedented efficiency and ingenuity. As well as viewers drawing inspiration from Seraphine's fashion, beauty and encouraging them to research the marketing proposals offered. This is not merely about leveraging AI as a tool, it's about embracing it as a partner in creativity and as a way to explore new possibilities, pushing the boundaries of conventional advertising and unlocking untapped potential. The result? Captivating campaigns that resonate deeply with audiences and leave a lasting impression. Yet, amid the awe-inspiring innovations lie critical questions about the role of AI in creative expression. Does AI increase or replace human creativity? Can algorithms truly capture the essence of human emotion and experience? Seraphine's journey from the drawing board to an AI influencer prompts us to analyse these questions and consider the complex connection between technology and artistry.

Step into the vast creative world of Seraphine Vallora and her makers, where the line between artistry and technology blur seamlessly. The production of Seraphine as an Instagram model and influencer leverages the remarkable capabilities of Artificial Intelligence (AI) to bring life to designs and redefine the landscape of marketing. In an industry characterized by constant innovation and evolving consumer preferences, this approach stands out as a testament to the transformative power of AI.

The visionary minds behind the use of AI to market and promote brands through the creation of Seraphine Vallora are Valentina Gonzalez Castaneda and Andreea-Laura Petrescu, two architecture students bonded through a shared passion for design and a strong desire for financial independence. Dissatisfied with the idea of lifelong employment, they embarked on a journey fueled by ambition and a belief in their entrepreneurial potential. Driven by a shared mission to contribute to a more aesthetically pleasing world, their backgrounds in architecture granted them with a wealth of design knowledge and a brilliant eye for composition and

spatial aesthetics. As the founder of Seraphinne articulates, "We've always been captivated by beauty, particularly the timeless allure of female beauty, and as it's something everyone resonates with on some level, we saw an opportunity."

For them, Artificial Intelligence (AI) is not merely a buzzword associated with robots; it's a powerful tool that transcends traditional notions of creativity. As they explain, AI serves as a catalyst for generating images that evoke emotion and resonate with viewers, akin to painting or photography. However, they emphasize that AI alone cannot encapsulate the essence of great design; it's the combination of human expertise and technological innovation that breathes life into their creations.

"We recommend clients with clothing brands to utilise real models for the back and front shots of a product, reserving AI for the truly captivating, attention-grabbing ads, marketing material, website images, banners, and the like."

Gone are the days of lengthy brainstorming sessions and trial-and-error marketing schemes. This AI model







Their approach to client marketing is rooted in two fundamental principles: leveraging their design expertise to craft exceptional images and utilising AI to bring their clients' visions to life. By combining their artistic sensibilities with cutting-edge technology, they deliver bespoke campaigns tailored to each client's unique needs and preferences. This AI-generated supermodel has gained widespread acclaim, particularly in the real estate sector, where she serves as a beacon of elegance and sophistication. Developers flock to her creators for the ability to showcase buildings in a captivating and engaging manner through lifestyle images, even before construction begins. As the founder explains,

"We are flexible and can create any beauty standard that matches our clients' marketing strategy, whether they prefer conventional models or embrace Seraphinne's unique allure."

Ultimately, it's the personal connection forged with clients and the credibility earned through exceptional service that solidifies trust in Seraphinne's offerings. In the dynamic intersection of creativity and technology, the creation of Seraphinne reshapes the landscape of brand advertising and redefines the boundaries of possibility. With a faithful commitment to innovation and a passion for beauty, Valentina and Andreea continue to inspire and captivate audiences, one visionary creation at a time.



**"WOMEN ARE OUR MUSES, AND WE BELIEVE IN CELEBRATING FEMALE BEAUTY ACROSS ALL AGES AND STAGES OF LIFE."**

While the founders of Seraphinne champion AI models as an innovative addition to marketing strategies, they emphasize the enduring significance of human models in various capacities within the marketing landscape. Despite concerns about AI potentially displacing human jobs, they highlight the fact that AI models offer

opportunities, especially for small businesses unable to afford traditional models. As the founder of Seraphinne explains, "Real supermodels will always be essential and serve as the inspiration for our work in creating AI models." Their approach envisions a harmonious blend of human and AI models, with each serving distinct roles in marketing campaigns. For instance, they recommend using real models for product shots, reserving AI models for attention-grabbing ads and marketing material. While this hybrid approach may not be the cheapest option, it is deemed more cost-effective than traditional campaigns, which entail extensive planning and coordination.

Addressing concerns about potential negativity towards AI models on social media, Seraphinne has predominantly had positive interactions, with around 85% of her followers, mainly women, offering compliments and viewing her as a source of inspiration rather than competition. Despite occasional negative comments, the overall reception has been overwhelmingly positive.

Looking ahead, the founders envision Seraphinne's future as one aligned with the celebration of female beauty across all ages and stages of life. While uncertainty looms over whether she will be retired, they see her journey mirroring our own, evolving to reflect the authenticity and beauty of every life stage. As the founder aptly states,



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*From*

# *Code to Curls*

## HANA ALKARBI

### A JOURNEY INTO THE WORLD OF

# *Hairstyling*

By Afef Yousfi

In the labyrinth of life, paths often diverge unexpectedly, leading us to destinations we never envisioned. Such is the tale of one individual whose journey from a degree in computer science to the artistry of hairstyling unveils the unpredictable twists of fate. Meet Hana Al Karbi, a remarkable woman whose narrative epitomizes the fusion of passion, family bonds, and the ever-evolving landscape of beauty trends.

In a world where dreams often follow a predetermined path, Hana's journey to becoming a hairstylist was anything but conventional. While her sister's aspirations of mastering makeup artistry were unwavering from an early age, Hana found herself charting a different course. It wasn't until a casual suggestion from her mother that the spark of curiosity ignited, leading her down an unexpected avenue that would redefine her future. With the onset of the COVID-19 pandemic, traditional avenues of work and creativity were disrupted. Yet, amidst the chaos, Hana found opportunity. Leveraging the power of digital platforms,

she embraced social media as a stage to showcase her talents and connect with a global audience.

"Social media became my virtual salon," Hana shares. "With each post and tutorial, I found a way to not only share my expertise but also to inspire and connect with fellow beauty enthusiasts worldwide." With an impressive following on Instagram and TikTok, Hana's reach extended far beyond her wildest dreams. Her captivating hairstyling tutorials captivated audiences, garnering millions of views and establishing her as a trailblazer in the realm of online beauty content. She says: Indeed, hairstyling is a constantly evolving art form, with new trends emerging every day. "Keeping up with the trends is essential," Hana explains. "But what truly excites me is the process of crafting the perfect hairstyle, taking into account everything from the client's personality to their attire and desired aesthetic."

Living in a region where women are encouraged to pursue their dreams has

been instrumental in Hana's journey. "I believe that being recognized for your work not only motivates other women but also demonstrates that there are no limits to what you can achieve," she reflects. Throughout her 10-year career, Hana has continually sought to expand her knowledge and expertise. "I've had the privilege of learning from professionals from diverse backgrounds and countries," she says. "Each experience has enriched my understanding of hairstyling and inspired me to explore new approaches and styles."

Collaborating with her sister Nadia, a talented makeup artist, has been a highlight of Hana's career. "Working together allows us to coordinate our efforts and create a cohesive look for our clients," she explains. "When hair and makeup complement each other, along with the bride's gown and personality, the result is truly magical."

In today's digital age, access to knowledge has never been easier. Hana encourages aspiring hairstylists to take advantage of







**"FOR ME, DISCOVERING THE NUANCES OF DIFFERENT HAIR TYPES HAS ALWAYS BEEN FASCINATING," HANA SHARES. "EACH CLIENT PRESENTS A UNIQUE CANVAS, AND FINDING THE PERFECT HAIRSTYLE TO COMPLEMENT THEIR PERSONALITY AND OVERALL LOOK IS TRULY AN ART."**

HANA

online resources such as YouTube, TikTok, and Instagram, where countless professionals share valuable tutorials and tips. "Mastering the basics is the first step," she advises. "Once you've honed your skills, don't be afraid to get creative and put your own spin on trending styles." Collaborating with friends and family can also be a valuable learning experience. "Offering free hairstyling services to loved ones is not only a great way to practice but also a chance to build your portfolio and gain confidence in your abilities," Hana suggests. "Word of mouth can be a powerful tool in building your clientele."

Receiving messages from women seeking guidance on entering the hairstyling profession reaffirms the impact of my journey. My advice to them echoes the essence of perseverance and leveraging available resources, emphasizing the limitless opportunities afforded by



digital platforms. Empowering others to explore their creative potential is a fulfilling aspect of my role, transcending geographical boundaries.

In the Arabian world, where tradition meets modernity, hairstyling emerges as a powerful form of cultural expression and identity. Hailing from the picturesque city of Al Ain, nestled near Dubai, Hana's journey reflects the rich tapestry of tradition, innovation, and beauty that defines Arab hairstyling. For Hana, hairstyling is more than just a profession, it's a celebration of individuality and pride. "In the Arab world, hair is not simply hair," she shares. "It's a symbol of identity, a source of pride, and a canvas for self-expression."

On a personal level, Hana finds solace and inspiration in her familial bonds and the simple joys of life. "Amidst the whirlwind of professional pursuits, I cherish moments spent with loved ones," she reflects. "These connections ground me and remind me of the importance of authenticity and timeless elegance." As Hana continues to weave her way through the dynamic world of Arab hairstyling, her journey serves as a testament to the enduring beauty of tradition, the power of innovation, and the universal language of creativity. Looking to the fu-

ture, Hana's aspirations extend far beyond her hometown. "I envision myself as an international educator and ambassador for hairstyling," she reveals. "By sharing my knowledge and passion with aspiring hairstylists around the world, I hope to contribute to the global hairstyling community and inspire creativity across diverse cultures."





UNVEILING

# AI ARTISTRY WITH Anastasia ROGOZHINA

*CRAFTING IMAGES FROM TEXT*

BY: JANE STEVENS

In the realm where technology and creativity intersect, a new form of artistic expression emerges — one that transcends traditional methods of creation. Meet the innovative process where images spring forth not from the stroke of a brush or the click of a camera, but from the depths of artificial intelligence.

This groundbreaking approach revolves around a simple premise: text prompts. By feeding detailed descriptions into an AI platform, individuals can summon an array of visual possibilities, each meticulously crafted by algorithms rather than human hands. From portraits of individuals to intricate scenes, the resulting images astound with their photorealistic quality, challenging the boundaries of what's achievable in the realm of digital art.

But how does this process unfold? At its core lies a fusion of technical expertise in engineering, photography, and artistry. It's not just about generating images; it's about understanding the nuances of form, composition, and aesthetics embedded within the textual cues. Through a blend of computational prowess and artistic sensibility, these AI systems breathe life into the abstract constructs of language, transforming them into tangible visual representations.

Yet, despite its remarkable capabilities, AI artistry grapples

with limitations. While adept at conjuring diverse scenes and figures, it still struggles to replicate specific real-world objects with pinpoint accuracy. A wedding dress described in detail may materialize, but replicating a couture masterpiece from a designer collection remains beyond its grasp. The gap between textual description and visual realization underscores the evolving nature of AI technology, hinting at both its potential and its current constraints.

Moreover, ethical considerations loom large in this burgeoning field. As AI-generated artworks blur the line between originality and replication, questions of intellectual property and artistic integrity come to the fore. Innovations aimed at safeguarding against unauthorized copying or usage reflect the ongoing dialogue surrounding the ethical implications of AI-driven creativity.

Looking ahead, the horizon brims with possibilities for further innovation and exploration. As technology continues to advance, so too does the potential for creative self-expression through AI-driven mediums. In this ever-evolving landscape, the intersection of human ingenuity and artificial intelligence promises to redefine the boundaries of artistic creation, ushering in a new era of boundless imagination and innovation.



Anastasia Rogozhina









Anastasia Rogozhina





## The MARVELLOUS Voyage of

# MARY *Cristine*

### A DEDICATED ADVOCATE OF HOLISTIC HEALTH IS ON HER WAY TO EXPAND AND REDEFINE TRUE WELLNESS

**A**lmost everyone experiences loss and subsequent grief and trauma, but not everyone can easily overcome it or channel their mourning in positive ways. Mary Cristine's approach stands out amidst the dogmatic views on healing and coping.

As a holistic health coach, Mary Cristine is driven by compassion, empathy, and a deep understanding of the barriers to genuine health and wellness. Through *Betha Life*, her mission is to revolutionize health and wellness with unwavering support and scientific rigor.

Mary Cristine's professional journey started in the corporate world, where she achieved stability and growth but felt a sense of stagnation. The loss of her father to cancer and her son's neurological disorder ignited her passion for health and wellbeing.

Inspired by her son's healing journey, Mary Cristine pursued becoming a clinically certified nutritionist with a focus on gut health and functional medicine. Her goal is to transcend corporate limitations and make a meaningful impact on individual well-being.

Like many professional fields, women like her have the additional responsibility of breaking the "glass ceiling" along with excelling at their chosen careers.

By doing so, Cristine says "we challenge preconceived notions and inspire others to pursue their aspirations regardless of gender. By demonstrating competence, resilience, and leadership, we contribute to dismantling stereotypes and fostering a more inclusive mindset."

Of course, they bear this responsibility whether they wish to or not, and this can often be a burden rather than a badge of honor, demanding additional perfection and excellence to be taken seriously in a field where she is considered another. Although, one may argue that this is a double-bladed sword necessary for the greater good. Cristine explains, "In the professional sphere, women leaders often bring unique perspectives and management styles, emphasizing collaboration, empathy, and diversity. This not only cultivates a more inclusive workplace culture but also sets an example for future generations of women aspiring to leadership roles."

"Additionally, women have leveraged platforms such as social media and international forums to amplify their voices and advocate for change. By sharing personal stories, achievements, and challenges, we connect with a broader audience, fostering a sense of solidarity and inspiring others to challenge norms."

"In essence, women like me have been

catalysts for change by actively participating in various realms—professional, societal, and digital—contributing to a more equitable and inclusive global perspective."

Cristine's ethos of a "holistic lifestyle" is a contrast to the often oversimplified and clear-cut image of health and wellness often put forth in mainstream media. She speaks, "Embracing a holistic lifestyle is increasingly vital given the global statistics on diabetes, cancer, and obesity. Scientific studies underscore the substantial impact of holistic approaches on these health concerns, emphasizing the urgent need for enhanced awareness worldwide."

For instance, Holistic lifestyle interventions have demonstrated significant success in managing diabetes. A study in "Diabetes Care" (2017) revealed that adopting a holistic approach led to improved glycemic control in individuals with type 2 diabetes. This is a promising and much-needed breakthrough as The International Diabetes Federation reports that globally, approximately 463 million adults have diabetes, and this number is expected to rise to 700 million by 2045. Furthermore, the World Health Organization (WHO) estimates 9.6 million lives lost to cancer in 2018, the disease being the leading cause of death globally. The World Cancer Research Fund emphasizes



that holistic lifestyle choices, including managing glucose levels and physical activity, play a crucial role in preventing cancer. These measures could potentially reduce the incidence of certain cancers globally.

WHO reports a growing epidemic of obesity, the worldwide rates have tripled since 1975 with over 1.9 billion adults overweight, and of these, over 650 million are obese. Holistic interventions, as outlined in studies like the one in the "New England Journal of Medicine" (2011), demonstrate the efficacy of comprehensive lifestyle changes in addressing and preventing obesity on a global scale.

"Raising awareness about the impact of holistic living becomes imperative in light of these staggering statistics," Cristine adds. "A holistic approach offers a promising avenue for individuals worldwide to proactively address and mitigate the rising prevalence of these health issues. By disseminating information about the interconnected nature of health and the positive outcomes associated with holistic lifestyles, I like to empower individuals to make informed choices, ultimately contributing to a healthier global population."

Cristine advocates for a top-down approach to fostering a healthy organizational culture, targeting top executives and elite profiles in her clientele. She believes that leaders serve as role models, and their commitment to well-being can spark a cultural shift, leading to increased productivity and morale among employees.

She illustrates this with a case study involving Jason English, CEO of Al Laith Group, where wellness initiatives led to significant weight loss and increased productivity among employees. Additionally, embracing a healthy lifestyle can reduce healthcare costs and enhance team dynamics, ultimately contributing to talent retention and innovation. For women aspiring to make a difference, Cristine emphasizes the power of living their dreams while giving back

to humanity.

She encourages them to view success as a platform for broader influence and service, urging them to be audacious, unapologetic, and unwavering in their commitment to making a positive impact. Ultimately, she believes that embracing dreams with purpose and authenticity can pave the way for transformative change and collective betterment. Moving on to her upbringing, Cristine deeply appreciates the multicultural serenity she was able to grow up amidst in the UAE, praising the nation's remarkable achievement in fostering this. She believes, "The UAE stands as a beacon of harmony, seamlessly integrating people from diverse origins and backgrounds into a cohesive and tolerant society. The multicultural lifestyle in the UAE is a testament to the nation's commitment to inclusivity, respect, and understanding.

Living in an environment where individuals from various origins coexist harmoniously has not only shaped my worldview but has also afforded me unique opportunities for personal and professional growth"

"In a blended society like the UAE, I have had the privilege of experiencing the richness that diversity brings. Interacting with people from different cultures, religions, and traditions has broadened my perspective, instilled a deep sense of respect for differences, and fostered a genuine appreciation for the beauty that arises when diverse elements come together."

"Blended societies, in my view, are inherently more tolerant and easier to live in. The cultural mosaic that emerges encourages open-mindedness, empathy, and a shared commitment to mutual understanding. The UAE's success in managing a multicultural society is a shining example of how embracing diversity can lead to a more inclusive and harmonious coexistence"

"From a personal standpoint, growing up in the Middle East has equipped me with a nuanced understanding of cultural nuances, effective communication across diverse backgrounds, and an appreciation for the collective strength that arises when people unite despite their differences. These experiences have undoubtedly influenced my approach to collaboration, problem-solving, and relationship-building"

Reminiscent of this past, Cristine's vision for her future is rooted in a profound



desire to cultivate a world where authenticity and empathy flourish. "My vision for the future transcends conventional aspirations. I seek a life defined not just by personal success but by meaningful connections, where individuals are empowered to embrace their true selves"

"In this future, I envision a global society that values vulnerability as strength and prioritizes genuine human connections over superficial measures of success. It is a world where people are encouraged

to pursue passions aligned with their authentic selves, fostering a collective environment that celebrates uniqueness and diversity”.

She adds, “In this future, success is not measured solely by material achievements but by the positive impact we leave on others and the world. I aspire to be part of a global community that places a premium on sustainability, compassion, and the well-being of both people and the planet. Furthermore, my vision extends to promoting a balance

more interconnected, compassionate, and harmonious world”.

Her professional future includes a groundbreaking new project, a new supplement line dedicated to longevity and cellular rejuvenation.

“As a medical research company, Bethatlife’s commitment to efficacy is unwavering, and this venture marks a significant leap towards empowering profound health transformations”.

Cristine details, “Our supplement line is meticulously crafted based on cutting-edge research in the field of longevity and cellular biology. The goal is not merely to address surface-level signs of aging, but to delve deep into the cellular mechanisms, aiming to reverse the age of our cells and promote enduring vitality. Each product is backed by rigorous scientific validation, ensuring that our customers can trust in the transformative potential of these formulations”.

“This project aligns with our broader mission to redefine the landscape of health and wellness. We aspire to provide individuals with not just products but a holistic approach to longevity, backed by the latest advancements in medical research. The supplement line is designed to empower individuals to take control of their health, fostering lasting well-being from the inside out”.

“On a personal level, this project represents a fusion of passion and purpose. It’s a culmination of years of dedication to advancing medical research and a genuine desire to contribute meaningfully to the well-being of individuals. The launch signifies not just a product introduction but a commitment to catalysing positive, transformative changes in people’s lives”.

“In addition to the supplement line, my professional trajectory includes continued involvement in cutting-edge medical research, exploring innovative

avenues for promoting health and longevity. Embracing opportunities for collaboration and knowledge exchange, I am dedicated to contributing to the broader conversation on transformative healthcare solutions”.

“As we embark on this exciting journey, the vision is clear—to redefine ageing, promote cellular vitality, and empower individuals to lead healthier, more vibrant lives. The launch of the supplement line is not just a project; it’s a testament to our unwavering dedication to pushing the boundaries of what is possible in the realm of health and well-being”.

Cristine admires the Arab women who have influenced her, emphasizing the importance of recognizing their unique challenges without resorting to stereotypes. She acknowledges the resilience and intelligence of professional women globally while noting the nuanced experiences faced by women in the Arab world, who navigate a delicate balance between tradition and modernity.

She highlights the surge in initiatives supporting women’s empowerment in the Arab world, cautioning against generalizations and emphasizing the need for a nuanced understanding of their experiences.

Additionally, Cristine credits her passion for health and wellness advocacy and her love for fashion in shaping her lifestyle. She integrates these elements intentionally, prioritizing holistic living while expressing her personal style through fashion.

As a proud mother and advocate for holistic health, Cristine maintains a fulfilling personal life alongside her professional endeavors. She values tranquility in her personal time, dedicating herself to personal growth and continuous learning to present the best version of herself to the world.

between technological advancement and the preservation of human connection. I seek a future where innovation serves as a tool to enhance our lives rather than overshadow the essence of genuine human interaction. In essence, my vision is a call for a paradigm shift—one that encourages individuals to look beyond the conventional definitions of success and happiness. It is an invitation to collectively create a future where authenticity, empathy, and purpose guide our journey, forging a path toward a









!! Data compiled by the Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia's government scientific research agency, reveals a staggering rise in sea levels over the past 140 years. With an increase of nearly 25 centimeters (9.8 inches) during this period, the last 25 years have witnessed a particularly rapid escalation, accounting for approximately one-third of the total rise. !!





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