





COLLECTIONS

SS08



SS09



AW09



SS10



AW10



SS11  
RESORT



SS11



AW11



AW12  
SPECIAL PROJECTS

- ABAYA COLLECTION FOR  
HARRODS

- BOUTIQUE COLLECTION  
FOR ONE AND ONLY  
HOTELS



AW12



ADVERTISING



**ADVERTISING**

ROLLS ROYCE CENTENARY  
BODYAMR CELEBRATES ROLLS ROYCE  
100TH ANNIVERSARY IN 100 PHOTO-  
GRAPHS SHOT BY RANKIN

ALL GARMENTS ROLLS ROYCE / RANKIN SHOOT  
COURTESY OF BODYAMR ARCHIVE. COPYRIGHT  
ROLLS ROYCE.



**ADVERTISING**

BODYAMR x MERCEDES BENZ  
IMAGE USED TO ADVERTISE THE  
MERCEDES BENZ CLASS CARS



**ADVERTISING**  
BODYAMR WAS CHOSEN TO  
FRONT THE LONDON FASHION  
WEEK CAMPAIGN.



**ADVERTISING**  
HARRODS CAMPAIGN



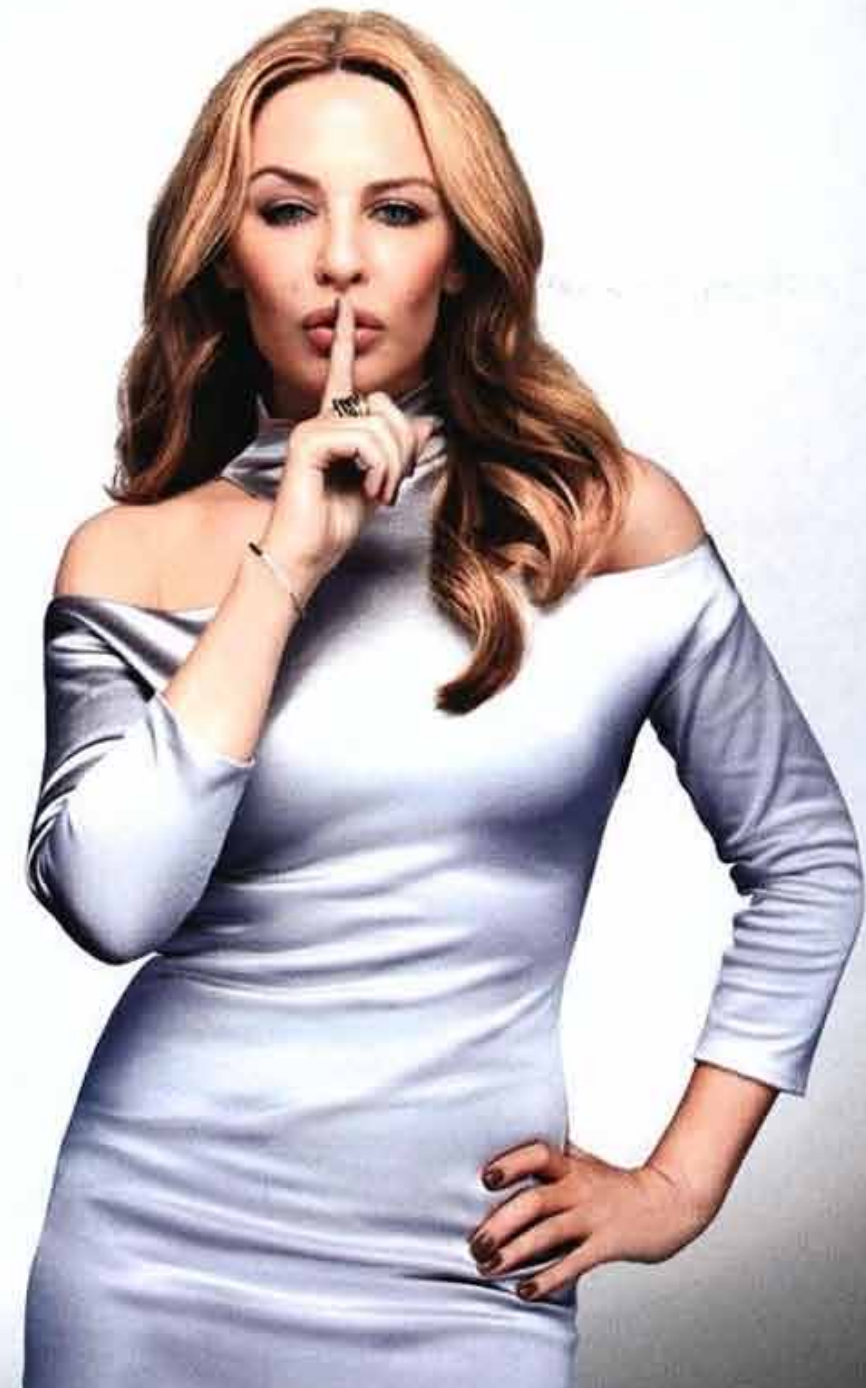


ADVERTISING  
HARVEY NICHOLS



ADVERTISING  
HARVEY NICHOLS





**ADVERTISING**  
KYLIE MINOGUE WEARING  
HER BODYAMR FOR THE  
LEXUS CAMPAIGN



**ADVERTISING**  
VODAFONE COLLABORATED  
WITH BODYAMR ON NUMEROUS  
CAMPAIGNS, THIS ONE FEATURING  
FLORENCE WELCH WEARING HER  
BODYAMR



# COLLABORATIONS





**COLLABORATION**  
BODYAMR x SONY

SONY ASKED BODYAMR TO DESIGN  
AN EXCLUSIVE CASE FOR THE LAUNCH  
OF THEIR NEW VAIO LAPTOP

BODYAMR  
FOR  
**SONY**



Christian  
*Louboutin*  
FOR  
BODYAMR



COLLABORATION  
BODYAMR x CHRISTIAN LOUBOUTIN



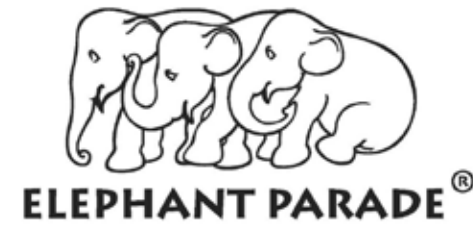
Gianmarco Lorenzi  
FOR  
BODYAMR

COLLABORATION  
BODYAMR x GIANMARCO LORENZI





COLLABORATION



WITH  
BODYAMR

Elephant Parade London 2010

The London Elephant Parade was London's biggest outdoor art exhibition. With an audience of 25 million, The BODYAMR Elephant was placed outside the entrance of the world most Famous Department store, Harrods & later auctioned at Sotheby's, The Evening Standard Newspaper group placed and won the Bid.

RIXOS  
BODYAMR

BODYAMR was commissioned by The Rixos Hotel Group to create a signature scent for there group of resorts



COLLABORATION



AMBASSADORS





**PERFORMANCE**  
FLORENCE WELCH

FLORENCE WELCH:  
' I LOVE WEARING AND COLLABORATING WITH BODYAMR. IT'S ONE OF MY FAVORITE BRANDS. THEY'RE AMAZING.'  
(HARPERS BAZAAR)

AMR:  
'FLORENCE IS A TRULY UNIQUE AND WONDERFUL ARTIST WHO HAS IMMENSE PRESENCE ON STAGE: A TRUE PERFORMER WHOSE STLE IS TOTALLY UNIQUE. IT IS SUCH A PLEASURE TO BE WORKING WITH HER AND BEING A WITNESS TO THE MAGIC SHE CREATES IN HER BODYAMR.'  
(HARPERS BAZAAR)

WWW.BBC.CO.UK  
"...A SET OF SPINE CHILLING SONGS AND A KILLER STAGE OUTFIT TO BOOT."





**PERFORMANCE**  
KYLIE MINOGUE  
APHRODITE WORLD TOUR



# STYLIST

**EDITORIAL CELEBRITIES**  
KYLIE MINOGUE

"25 OF THE WORLD'S TOP DESIGNERS DRESS  
KYLIE MINOGUE" TO MARK HER QUARTER-  
CENTURY IN THE ENTERTAINMENT INDUSTRY.

PHOTOGRAPHED  
EXCLUSIVELY FOR  
STYLIST BY  
WILLIAM BAKER &  
DARENOTE





**EDITORIAL CELEBRITIES**  
CHERYL COLE

PARACHUTE MUSIC VIDEO



**EDITORIAL CELEBRITIES**  
KATE PERRY

MTV AWARDS, LOS ANGELES





**EDITORIAL CELEBRITIES**

KELIS

HUNGER MAGAZINE  
SHOT BY RANKIN



**EDITORIAL CELEBRITIES**

PORTIA FREEMAN

HUNGER MAGAZINE  
SHOT BY RANKIN





**EDITORIAL CELEBRITIES**

ALESHA DIXON

HUNGER MAGAZINE  
SHOT BY RANKIN



**EDITORIAL CELEBRITIES**

ALESHA DIXON

ALBUM COVER





Alex Sarginson

**EDITORIAL CELEBRITIES**  
FLORENCE WELCH

SUNDAY STYLE



The paper:  
Dress: BodyAble; Shoes: Givenchy; Rings:  
Nickelodeon and earrings: Chetiv.  
المنادى: بوبلي أبل; الأحذية: جيفنشي;  
الخواتم والأقراط: تشيفي.

Opposite page:  
Crossing gown and skirt: Alberta  
Ferretti; Earrings and ring: Gault; Bag: Balmain;  
Andrew Logan.  
الزياد: ألبيرتا فيريري; الأقراط والخواتم:  
جولت; الحقيبة: بالمين; أندرو لوجان.

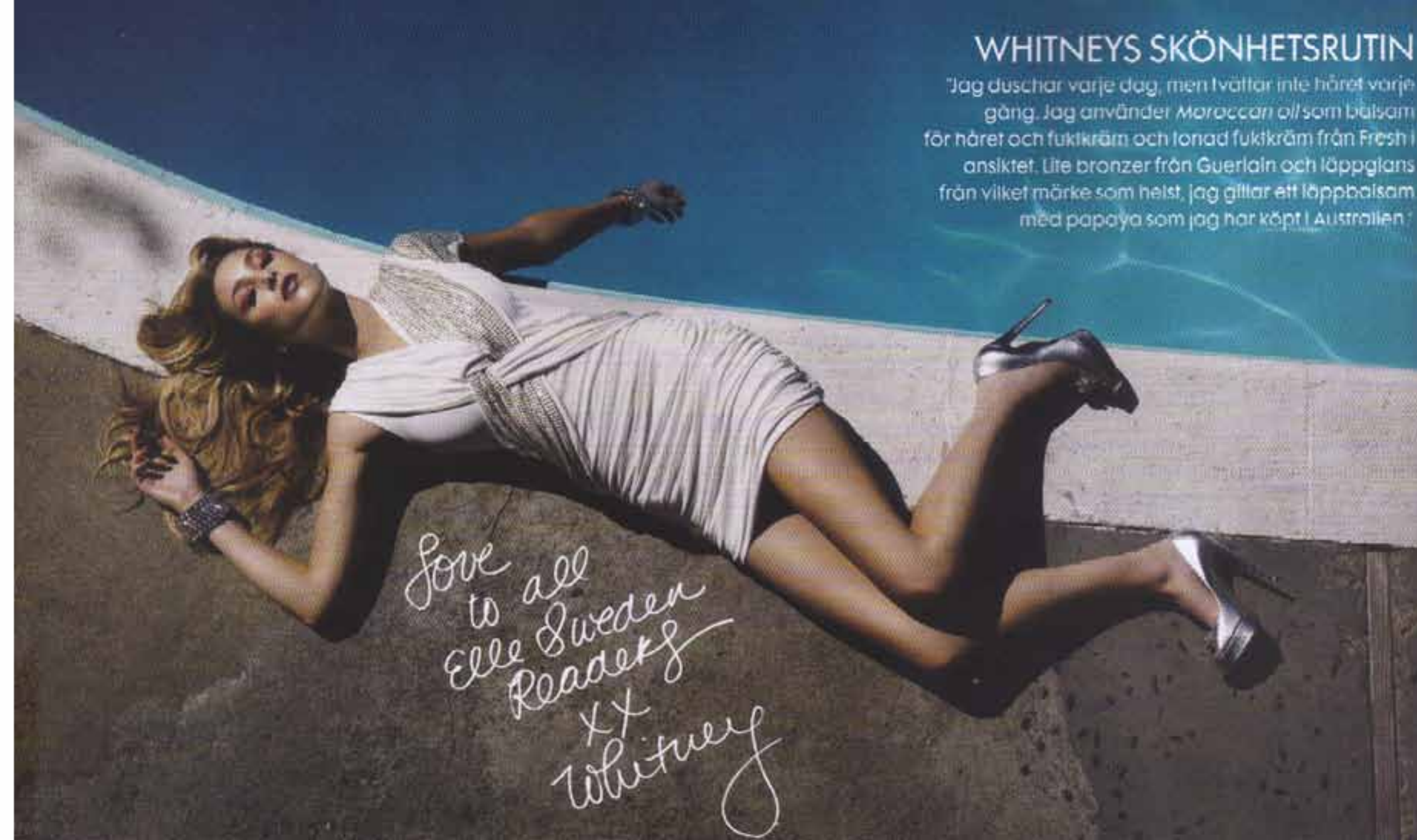
**EDITORIAL CELEBRITIES**  
GEORGINA GRENVILLE



## WHITNEYS SKÖNHETSROUTIN

"Jag duschar varje dag, men tvättar inte håret varje gång. Jag använder *Moroccan oil* som balsam för håret och fuktkräm och Ionad fuktkräm från Fresh i ansiktet. Lite bronzer från Guerlain och läppglans från vilket märke som helst, jag gillar ett läppbalsam med papaya som jag har köpt i Australien."

Love  
to all  
Elle Sweden  
Readers  
XX  
Whitney



EDITORIAL CELEBRITIES  
WHITNEY PORT

ELLE





## EDITORIAL



EDITORIAL  
LOVE MAGAZINE



EDITORIAL  
POP MAGAZINE





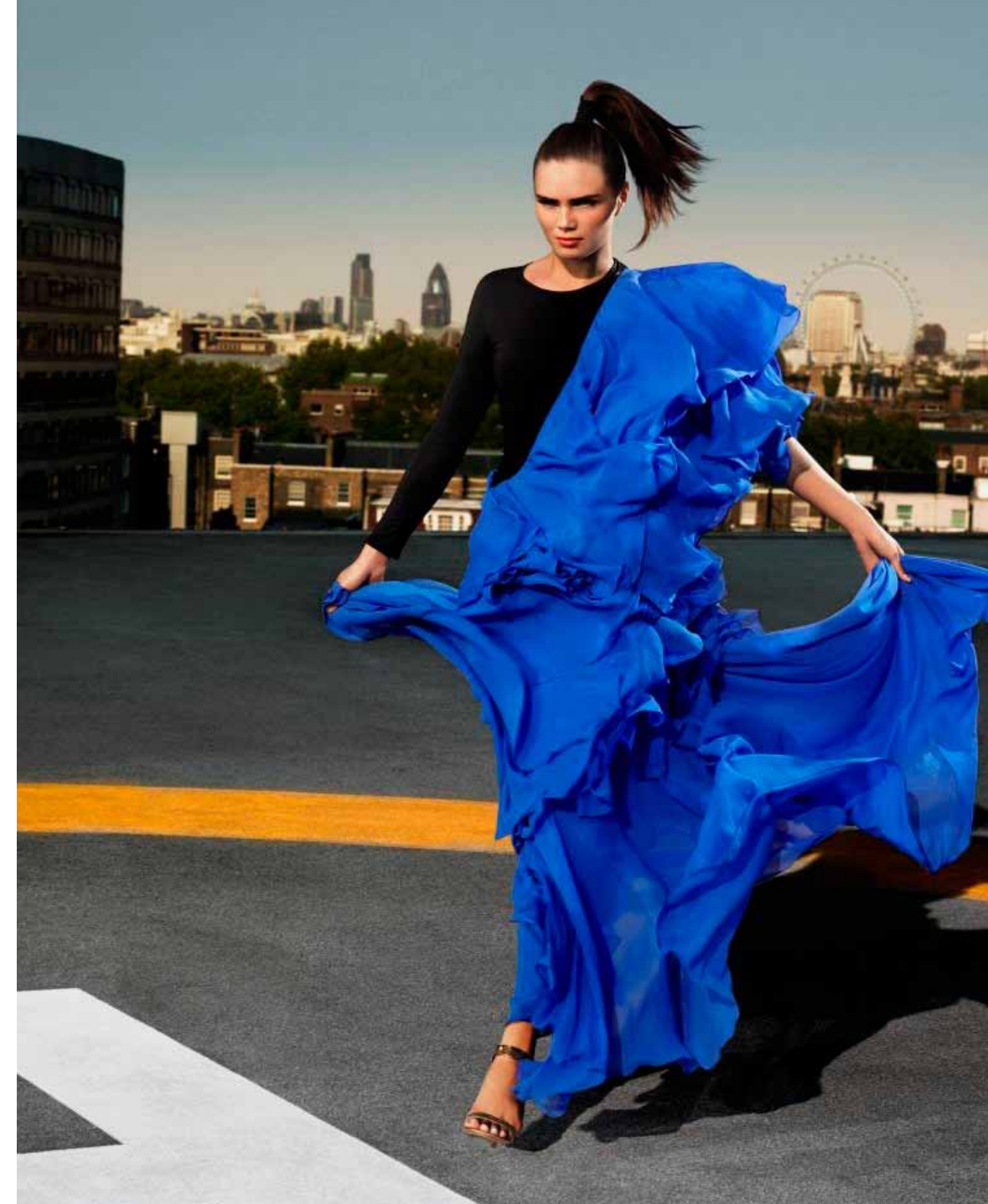
EDITORIAL  
34 MAGAZINE



EDITORIAL  
34 MAGAZINE



This page, on her Bodyamr gown £2,600, exclusive to Harrods; Alexander McQueen shoes £620; Chopard Happy Diamonds pendant in white gold £10,060  
On him Dolce & Gabbana suit £1,050 and shirt £219; Oliver Sweeney shoes £240  
Opposite page Corneliani suit £899, shirt £129 and tie £69.95; Church's shoes £395





EDITORIAL  
CITY MAGAZINE



EDITORIAL  
CITY MAGAZINE





RED CARPET

**RED CARPET**

1. VANESSA WILLIAMS  
L.A.
2. ALESHA DIXON  
LONDON
3. DAISY LOWE  
LFW
4. KATY PERRY  
MTV AWARDS, L.A.
5. ERIN O'CONNOR  
BHF, LONDON



**RED CARPET**

1. CHERYL COLE  
X-FACTOR, LONDON
2. JEMME KIDD  
IVY BALL, LONDON
3. KYLIE MINOGUE  
LONDON
4. KELLY OSBOURNE  
OSCARS, L.A.
5. KATHERINE MCPHEE  
GLAMOUR AWARDS, L.A.



**RED CARPET**

1. RHONA MITRA,  
GOLDEN GLOBES, L.A.
- 2.
3. BROOKE BURKE  
LONDON
4. JODIE KIDD  
LONDON
5. AMANDA BYRAM  
GLAMOUR WYA, LONDON



**RED CARPET**

1. CHERY COLE,  
X-FACTOR, LONDON
2. ZARA MARTIN,  
DI GRISSIGONO, LONDON
3. ASHA LEO,  
BAFTA, LONDON
4. JADE EWAN,  
BRITS, LONDON
5. KIM KARDASHIAN,  
BEAUTY AWARDS, L.A.



**RED CARPET**

1. KHLOE KARDASHIAN  
FILM PREMIER, L.A.
2. JULIETTE LEWIS  
SERPENTINE SUMMER PARTY  
L.A.
3. LADY VICTORIA HARVEY  
L.A.
4. ZARA MARTIN  
FILM PREMIER, LONDON



**RED CARPET**

1. ZARA MARTIN  
GUCCI PARTY, LONDON
2. CHERYL COLE  
X-FACTOR, LONDON
3. NICOLA ROBERTS  
COSMOPOLITAN AWARDS,  
LONDON
- 4-5. AMANDA BYRAM  
FILM PREMIER, LONDON



### RED CARPET

1. IMMODESTY BLAISE  
LONDON
2. CLAUDIA SCHIFFER  
ANNA WINTOUR VOGUE  
PARTY, LONDON
3. WHITNEY HOUSTON  
CHARITY PERFORMANCE,  
LONDON
4. DANNII MINOGUE  
LFW
5. KYLIE MINOGUE  
PARIS

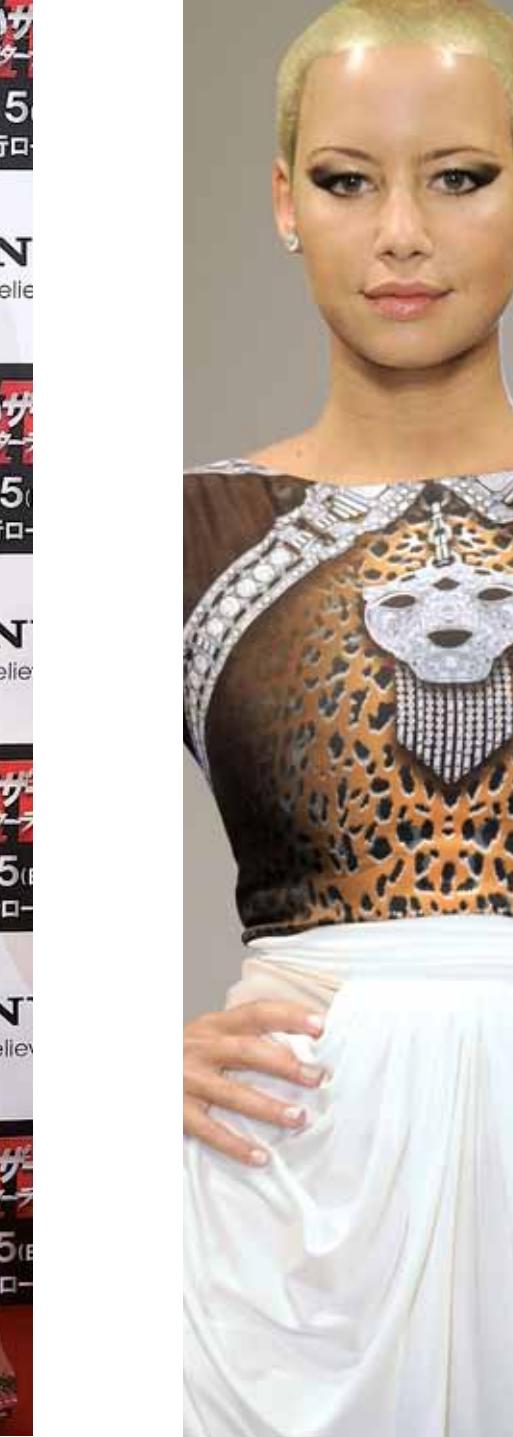


### RED CARPET

1. FLORENCE WELCH  
PERFORMANCE, L.A.
2. AMBER ROSE  
LFW
3. KATY PERRY  
LONDON
4. CHERYL COLE  
LONDON
5. TARA PALMER TOMPKINSON  
BFA, LONDON

## RED CARPET

1. MARY J BLIGE  
BILLBOARD POSTER,  
WORLDWIDE
2. JODIE KIDD  
ELLE STYLE AWARDS,  
LONDON
3. ELLE MACPHERSON  
BRITAIN'S NEXT TOP MODEL
4. AMANDA SEYFRIED  
NEW YORK
5. MILLA JOVOVICH  
FILM PREMIER, JAPAN



## RED CARPET

1. AMBER ROSE  
LFW
2. BEYONCE  
WORLD TOUR, CAIRO
3. PALOMA FAITH  
LONDON
4. NICOLE SCHERZINGER  
L.A.
5. ZARA MARTIN  
LONDON



### RED CARPET

1. ZARA MARIN  
PLAYBOY, LONDON
2. JEMMA KIDD  
RAISA GORBACHEV FOUNDATION,  
LONDON
3. ANNA LYNNE & ANGEL  
MCCORD  
GOLDEN GLOBES, L.A.
4. ZARA MARTIN  
FILM PREMIER, LONDON



### RED CARPET

1. AMANDA BYRAM  
LONDON
2. MAGGIE Q  
L.A.
3. IMMODESTY BLASE  
LONDON
4. INDIA  
LONDON
5. KYLIE MINOGUE  
LONDON



PRESS



FINANCIAL TIMES  
'HOW TO SPEND IT'



VOGUE



TATLER



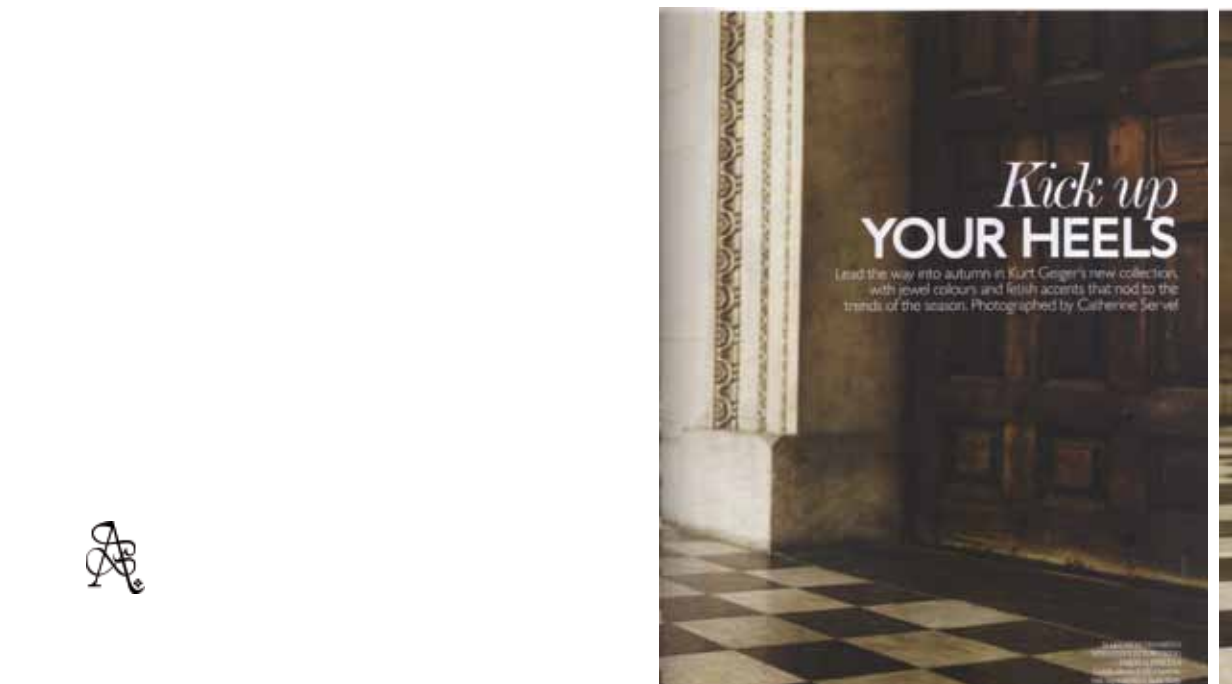
GLAM MAGAZINE



THE OBSERVER



PONYSTEP



VOGUE



GRAZIA



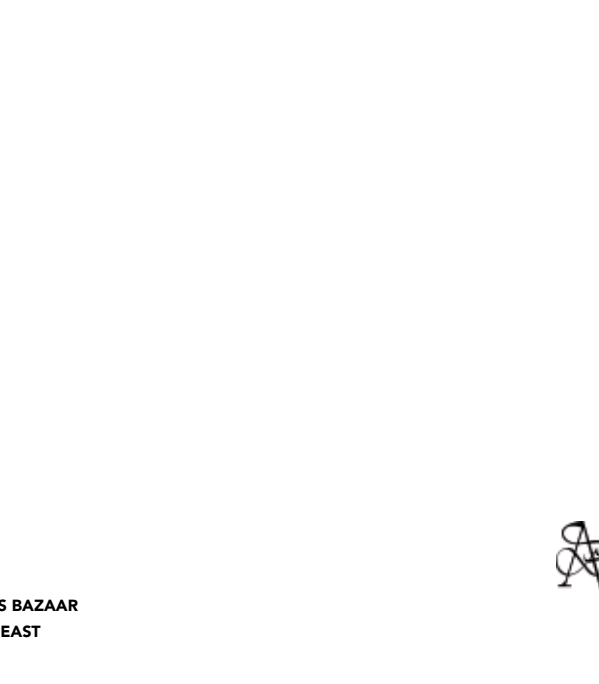
JALOUSE



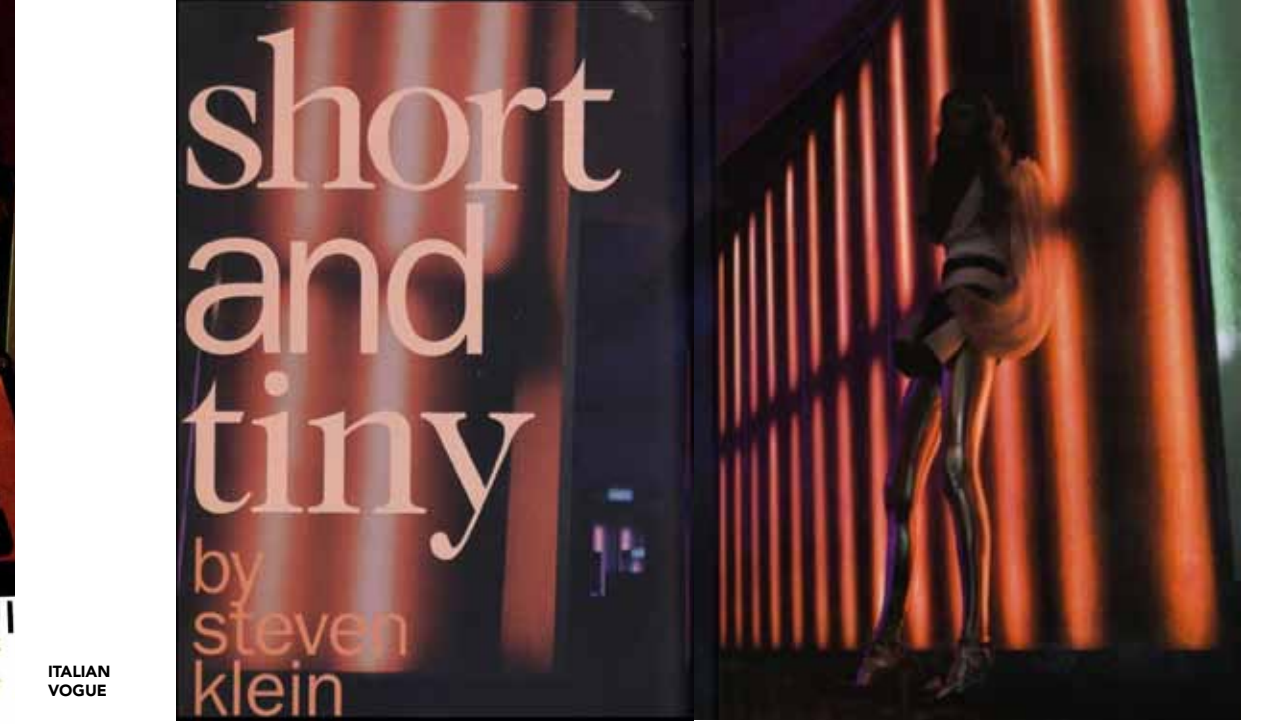
HARPERS BAZAAR MIDDLE EAST



PONYSTEP



PONYSTEP



بالتالي، فالتصميم الجيد لا يعتمد فقط على الموضة، بل على كيفية تنفيذها. وهذا هو سر نجاح العديد من المصممين الذين تمكنوا من جعل تصاميمهم لا تقتصر على الموضة، بل على الحياة بأكملها. وهذا هو سر نجاح العديد من المصممين الذين تمكنوا من جعل تصاميمهم لا تقتصر على الموضة، بل على الحياة بأكملها. وهذا هو سر نجاح العديد من المصممين الذين تمكنوا من جعل تصاميمهم لا تقتصر على الموضة، بل على الحياة بأكملها.

HARAYER MAGAZINE

ITALIAN VOGUE

GLOSSY MAGAZINE

TIGER



SUNDAY STYLE

EMIRATES WOMAN

RUSSAIN VOGUE

MUSE

