



THE QODE UPDATE

JANUARY 2026

WHAT'S IN THE SHOWROOM?

The Qode Showroom, located at our offices in Dubai Design District and Riyadh showcases press samples (fashion, accessories, and jewellery) from our main brands. These samples can be borrowed for both editorial fashion shoots as well as celebrity/influencer dressing (within brand guidelines).

Please contact a member of the PR team to arrange a showroom visit
between 9am – 6pm, Monday – Friday.

showroom@theqode.com

KSKonnect

FROM THE ENDS OF THE EARTH TO DUBAI, UAE: WILL SMITH TO TAKE THE RED CARPET FOR THE MIDDLE EAST PREMIERE OF NATIONAL GEOGRAPHIC'S POLE TO POLE AT THE SUSTAINABLE CITY DUBAI

Global entertainment icon Will Smith will attend the Middle East premiere of National Geographic's highly anticipated original series *Pole to Pole* with Will Smith at SEE Institute, the region's first net-zero emissions building located within The Sustainable City Dubai on 9 January 2026.

The Middle East premiere will feature a Hollywood-style red carpet experience. The evening will include a private screening of an episode from the series, followed by a live Q and A with Will Smith alongside the explorers and scientists behind the project, offering audiences an insider perspective on the exploration, discoveries and human stories at the heart of the series.

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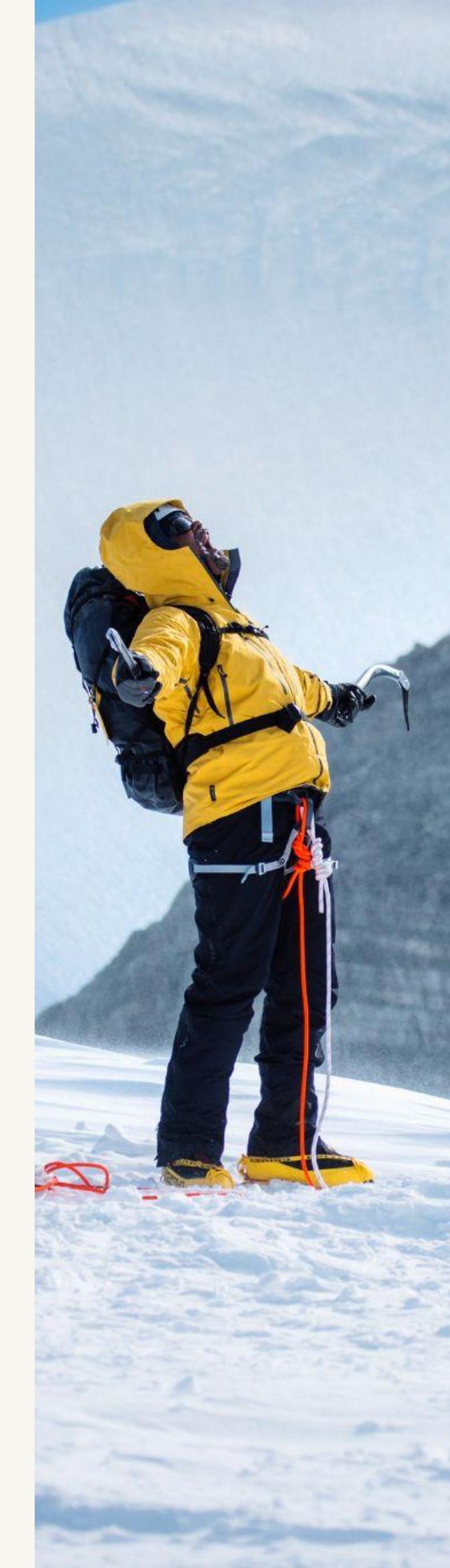
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NIHAN PEKER

THE QODE IS PLEASED TO WELCOME NIHAN PEKER TO ITS WIDE PORTFOLIO

Founded by designer Nihan Peker, the label offers luxury ready-to-wear and couture collections developed in the brand's Istanbul atelier, known for its modern tailoring and refined design sensibility.

FOR MORE INFORMATION

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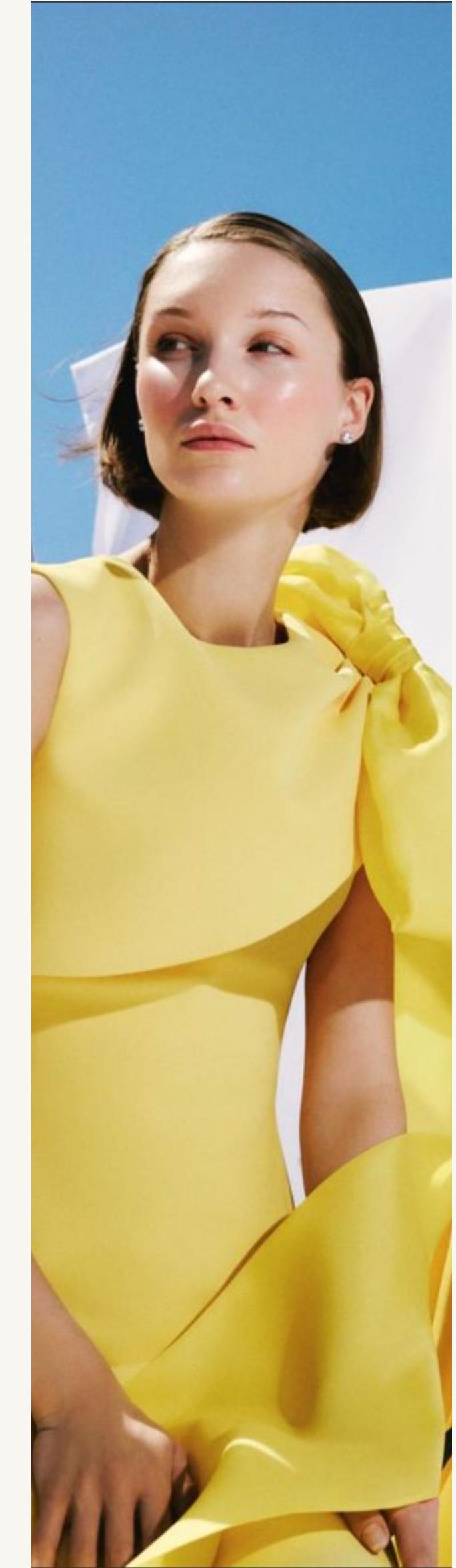
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A high-angle, black and white aerial photograph of the Dubai skyline. The Burj Khalifa, the world's tallest building, stands prominently in the center-right. To its left is the Address Hotel, and further left is the Dubai Mall. The foreground shows a mix of lower residential buildings and larger commercial complexes.

THE QODE

UAE

FASHION



& OTHER
STORIES

& OTHER STORIES PRESENTS THE NEO CLASSICS COLLECTION

& Other Stories' Neo Classics collection offers a fresh interpretation of wardrobe staples, designed with a refined edge and a strong, modern perspective. The collection fuses sport and tailoring, where clean silhouettes meet tactile finishes and sculptural shapes, creating timeless pieces with a new rhythm.

"This collection invites a closer look – essentials are elevated, crafted to go beyond the expected," says CCO Jonathan Saunders, "Creating icons with character, each piece unmistakably & Other Stories".

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ABEL RICHARD MAKES ITS MIDDLE EAST DEBUT WITH AN EXCLUSIVE LAUNCH AT BURJ AL ARAB

Abel Richard, the contemporary handbag luxury brand recognised for its refined artistry and elevated design, makes its official debut in the Middle East with the opening of its first exclusive space at the iconic Burj Al Arab. The launch marks the brand's introduction to a region that has long embraced quality, precision and design-led luxury.

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BERLUTI CHAMP-CONTRECHAMP | SS26 PRESENTATION

Entitled Champ-contrechamp – which translates as shot/reverse shot, a film technique that switches camera angles back and forth around a fixed position (usually to show both sides of a conversation) – Berluti's SS26 presentation showcases the intricacy and precision of the Maison's craftsmanship. Behind the beauty of a Berluti shoe, bag or jacket lie countless subtle details, often imperceptible to anyone but a connoisseur, that are the true mark of excellence.

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HONORING HERITAGE: BOSS UNVEILS YEAR OF THE HORSE CAPSULE WITH WANG SHUN

To celebrate the upcoming Year of the Horse, BOSS is launching a capsule collection that draws inspiration from traditional Chinese gold craftsmanship. The collection boldly fuses the refined artistry of classical Chinese goldsmithing with BOSS's signature tailoring and contemporary design, setting a luxurious tone for the festive season.

World swimming champion and BOSS brand ambassador Wang Shun fronts the Year of the Horse campaign, embodying this zodiac sign's soaring energy. His identity as a relentless competitor perfectly reflects the coming year's spirit of ambition and perseverance. The interplay of gold forging, galloping horses, and Wang Shun's explosive momentum creates a visually charged tableau, celebrating the beauty of strength. With its festive setting, the campaign film captures the celebratory mood of the season, and conveys a wish for progress and prosperity in the new year.

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CAROLINA HERRERA

CH CAROLINA HERRERA PRESENTS REBECCA LONGENDYKE BY SEAN THOMAS

With craftsmanship and beauty as the guiding threads of our story, photographer and visual storyteller Sean Thomas captures model Rebecca Longendyke dressed in the latest Spring Summer collection. In this new chapter, our protagonist enjoys intimate moments in her eclectic townhouse.

Every woman chooses her bags with intention: they are part of our lives, reflecting a style, and they connect us to unforgettable moments. At CH Carolina Herrera we cherish what is well made, the nobility of materials, the beauty of craftsmanship, and the sensitivity in every detail.

Initials Insignia, the bag Rebecca playfully enjoys, features our insignia bathed in gold. Its supple leather allows for a voluptuous, rounded silhouette.

Ready to celebrate the 20th anniversary of Andy and its fascinating story inspired by 1970s New York, Rebecca carries Andy Bag 8 in brilliant red, sourced from our archives and already a true collector's item. Available in several sizes, this iconic bag stands out for its artisanal construction.

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COS ANNOUNCES NEW STORE IN MALL OF EMIRATES, DUBAI

COS is pleased to announce the upcoming opening of its latest store in Mall of Emirates, Dubai. Set to launch early 2026, this will be the sixth COS store to open in the UAE with franchise partner Alshaya Group.

The new store will debut with COS' Womenswear and Menswear collections, featuring elevated wardrobe essentials distinguished by a focus on craftsmanship, contemporary design details, and unique silhouettes.

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DKNY INTRODUCES ITS FALL/WINTER 2025 COLLECTION ACROSS THE MIDDLE EAST, FRONTEDE BY GLOBAL STYLE ICON HAILEY BIEBER

DKNY reveals its Fall/Winter 2025 collection across the Middle East, continuing the brand's powerful narrative rooted in New York style and reimagined through global icon Hailey Bieber. Building on the season's campaign, the winter drop reflects a confident evolution of DKNY's attitude where timeless wardrobe essentials meet a modern, intuitive approach to dressing.

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FALCONS

AUCTIONS & PRIVATE SALES

INTRODUCING THE LENDING PROGRAM

Falcons, the region's leading luxury marketplace offering pre-loved and new luxury pieces, is proud to introduce its new 'Lending Club,' an innovative service that reimagines how customers experience and access high-end fashion. Designed to merge exclusivity with sustainability, this exclusive program allows members to borrow statement handbags for special occasions, offering a fresh, effortless way to enjoy luxury without long-term commitment.

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GIVENCHY
PARIS**GIVENCHY BY SARAH BURTON WOMEN'S READY-TO-WEAR
SPRING-SUMMER 2026 COLLECTION**

Powerful femininity.

I wanted to explore the strengths of women through feminine archetypes.

It started with peeling back the structure of tailoring to reveal skin and a sense of lightness and ease—and then exploring the female vocabulary of dress and undress.

Givenchy by Sarah Burton.

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CELEBRATE SPRING AT H&M HOME: A NEW COLLECTION THAT BLENDS BEAUTY, FUNCTION, AND DESIGN

This spring H&M HOME unveils a new home décor and design collection that captures the spirit of togetherness, everyday rituals, and timeless beauty. Inspired by life on the Riviera in the 60s and 70s, the collection infuses soft, sunny colors, warm neutrals, and tactile materials into the heart of the home — making every room feel like a fresh start. The collection will be launched on 22nd of January in selected stores with prices starting from BHD 2.99 / EGP 349 / KWD 2.5 / QTR 29 / SAR 29 / AED 29.

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ACHIEVE THE EMILY IN PARIS LOOK WITH HAIR DRAMA CO.

Playful, polished, and effortlessly chic — the Emily in Paris aesthetic continues to inspire a new wave of bold, expressive styling. Hair Drama Co. captures this spirit through a curated selection of statement hair accessories designed to elevate everyday looks with a distinctly Parisian flair.

From sculptural headbands to eye-catching clips and embellished hair accents, the collection channels the confident femininity and vibrant charm synonymous with the modern Parisian muse. Each piece is designed to be styled effortlessly whether paired with tailored silhouettes, feminine dresses, or elevated everyday ensembles.

Perfect for those looking to add a touch of drama to their look, Hair Drama Co.'s accessories offer a simple yet impactful way to recreate the playful sophistication seen on screen, transforming hair into the ultimate finishing touch.

Discover the pieces that bring the Emily in Paris–inspired look to life at hairdramacompany.com

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HUGO X JUJUTSU KAISEN: A STYLE CURSE YOU DON'T WANT TO BREAK

HUGO is thrilled to announce an exciting collaboration with Crunchyroll, the global brand fueling anime fandom, to unveil the HUGO x JUJUTSU KAISEN capsule. This bold new collection draws inspiration from the globally acclaimed anime series JUJUTSU KAISEN, blending HUGO's signature contemporary style with the dynamic visuals and storytelling of the anime universe.

The capsule features iconic imagery from the wildly popular Season 2 of JUJUTSU KAISEN, while building excitement for the hotly anticipated third season of the show.

Spanning menswear and womenswear styles, the collection includes standout pieces such as a larger-than-life bowling shirt showcasing character portraits, graphic T-shirts depicting iconic scenes and character poses, sweatpants and a baseball hat emblazoned with the JUJUTSU KAISEN logo, plus a sheer mesh top and denim skirt printed with graphics that seamlessly blend HUGO's contemporary design with the raw, unfiltered aesthetics of anime.

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I AM RAW: THE ESSENCE OF STYLE, REIMAGINED

I AM RAW, created by founder and creative director Mia Pereyra Matteazzi as a continuation of the brand's quiet commitment to stillness, substance, and self-expression. Founded by creative force Mia Pereyra Matteazzi, I AM was born from a desire to create clothing that reflects, not masks, who we are. With roots in Argentina and a background in visual storytelling, Mia's journey from in front of the lens to behind the scenes led her to design from a deeper place. I AM RAW is the latest expression of this ethos: a capsule inspired by stillness, presence, and a return to the essential.

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L'AGENCE

L'AGENCE UNVEILS GLAMOROUS “AFTER HOURS” SPRING 2026 COLLECTION

This season, L'AGENCE's Spring '26 collection is all about seeing and being seen. Presented in the Celeste Barton Forum of the New York Public Library, “After Hours” recalls a time of velvet ropes and channels the buzz of a perfect, endless night out. A sensational hand-embellished crystal dress and cape constructed of strands of oversized pearls sets the tone by conveying a cinematic level of drama. Inspired by the turning point when day transitions to night and anything can happen; the collection allows one to don an entirely new persona come evening.

Event dressing steals the show. The brand evolves their iconic silk slip dress with built-in cups and boudoir-inspired lace accents. This focus on figure-defining silhouettes carries through to power mesh tops, bodysuits, and dresses that fit like a second skin. Exaggerated shapes dial up the glamour with striking shoulder pads and peplum hems.

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MARCOLIN
EYEWEAR

CHRISTIAN LOUBOUTIN EYEWEAR

Christian Louboutin's latest eyewear collection blends the Maison's unmistakable design codes with modern craftsmanship, presenting a refined range of sunglasses and optical frames defined by bold silhouettes and timeless elegance. At the heart of the collection is a creative reinterpretation of the iconic red sole, reimagined as a signature design element across frames, temples, hinges, and subtle rim details, alongside the sculptural palmette motif that adds texture and depth. Men's styles feature sleek geometric lines accented with metal studs, while women's frames embrace daring, sculptural shapes that reflect the brand's confident, seductive spirit. Finished with high-performance ZEISS lenses for superior clarity and protection, the collection is elevated further with a festive Christmas capsule, where crystal-embellished designs bring a touch of sparkle to Christian Louboutin's signature glamour.

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MASSIMO DUTTI LAUNCHES MASSIMO DUTTI FEEL: A NEW WAY TO EXPERIENCE THE BRAND

Massimo Dutti announces the launch of Massimo Dutti Feel in the United Arab Emirates, introducing a loyalty programme designed to bring customers even closer to the brand through curated experiences, personalised services and exclusive member benefits.

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PAUL & SHARK**FALL/WINTER 2026 COLLECTION: THE PAOLO BLOUSON, AN ICON
BETWEEN HERITAGE AND INNOVATION**

Paul & Shark's Fall/Winter 2026 Collection is born from the perfect balance between heritage and innovation, reflecting the brand's constant dedication to craftsmanship and to the search for the finest yarns. A collection in which elegance and functionality seamlessly converge, blending tradition with a contemporary vision.

The standout piece of the season, presented at Pitti Immagine Uomo 109, is The Paolo Blouson: an archetype of elegance, performance, and iconic appeal. Conceived by the brand's founder, Mr. Paolo, the jacket bears his name and preserves the authentic original design, reinterpreted through the use of new materials. For the FW26 season, the blouson is crafted in pure cashmere with a waterproof and windproof membrane, and enriched with knitted details on the collar, cuffs, and hem, made from an exclusive cashmere-wool blend, an expression of the brand's ongoing research and craftsmanship.

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Q A S I M I

QASIMI LAUNCHES SS26 COLLECTION: A CELEBRATION OF HYBRID CULTURES, MEMORY AND DIALOGUE

For its Spring Summer 26 collection, QASIMI unveils a thoughtful and introspective body of work under the creative direction of Hoor Al Qasimi. This marks the brand's 10th anniversary and the eleventh collection under Hoor's guidance, drawing inspiration from the late founder, Khalid Al Qasimi. In honour of his words and worldview, the collection explores themes of dialogue, cross-cultural exchange, and duality. The SS26 collection embodies this vision by blending silhouettes, materials, and ideas drawn from both geographies and histories.

The collection remains grounded in QASIMI's signature palette — rich browns, beige, black, and sandy hues — while introducing contrasting materials and layered constructions. In womenswear, hybrid tailoring comes through in structured modular jackets and hybrids between trouser-skirts.

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SERAPIAN
MILANO

SERAPIAN MILANO'S FW25 COLLECTION: THE MILANESE ATTITUDE

Serapian presents its Fall/Winter 2025 collection, a tribute to Milanese elegance expressed through rich materials, signature Mosaico craftsmanship, and quietly powerful design. Shot in the Quadrilatero del Silenzio, the collection captures the refined rhythm of Milan, where heritage, texture, and contemporary grace come together with effortless sophistication.

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ZARA SRPLS REDEFINES WINTER WARDROBE ESSENTIALS

Zara unveils the new SRPLS Winter Collection, a contemporary reimaging of the essential wardrobe through structure, function, and quiet sophistication. Each piece celebrates form and versatility, from protective outerwear and textural knits to clean-lined tailoring, merging military precision with modern minimalism.

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ZIMMERMANN

ZIMMERMANN CELEBRATES BAHRAIN BOUTIQUE OPENING, MARASSI GALLERIA MALL, BAHRAIN

Zimmermann is pleased to announce the opening of its newest boutique in Bahrain, located in Marassi Galleria Mall - one of Bahrain's most celebrated luxury retail destinations.

The Zimmermann Bahrain boutique opens with the new Cruise RTW 26 Collection and is located on Floor 1 in the Marassi Galleria Mall, Bahrain.

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THE QODE UPDATE
UAE

JANUARY 2026



WATCHES + JEWELRY



IWC SCHAFFHAUSEN CELEBRATES THE LUNAR NEW YEAR WITH THE LIMITED-EDITION PORTUGIESER AUTOMATIC 42 YEAR OF THE HORSE

To mark the beginning of the Year of the Horse, the next animal in the Chinese zodiac, IWC Schaffhausen continues its tradition of creating a dedicated timepiece. Limited to 500 pieces, the Portugieser Automatic 42 Year of the Horse features a stainless steel case and a burgundy dial. In traditional Chinese culture, the horse symbolises a spirited and uplifting energy and is also seen as the beginning of success and good fortune. The IWC-manufactured 52011 calibre is equipped with a rotor in the shape of a galloping horse, a charming design detail celebrating the vitality of the Lunar New Year.

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JAEGER-LECOULTRE INTRODUCES THE WEBCOMIC DESIGNER OLIVECOAT: A NEW COLLABORATION UNDER THE MADE OF MAKERS™ PROGRAMME TO CELEBRATE THE GENESIS OF REVERSO

The Made of Makers™ programme draws a parallel between the worlds of horology and art, fostering collaborations with artists, designers, and craftsmen from disciplines outside watchmaking, who share the Maison's values of creativity, expertise, and precision.

Jaeger-LeCoultre unveils the latest collaboration under its Made of Makers™ programme: a retelling of the origin story of the Reverso by The Webcomic Designer Olivecoat.

Based in Cebu, Philippines, The Webcomic Designer Olivecoat blends classical comic codes, such as hand-drawing, symbolism and storytelling, with contemporary digital collage and experimental visuals. As a rising talent in the webcomic world, Olivecoat stands out for her blend of imaginative narratives, tender character interactions, and self-aware humour, paired with a distinctive pastel palette and carefully crafted panels. Bringing together heritage, innovation, and artistic fusion, the Reverso webcomic commissioned by Jaeger-LeCoultre to Olivecoat aims to offer a fresh perspective on one of the Maison's most iconic timepieces. Through the lens of contemporary visual storytelling, this digital project captures the essence of the Reverso's creation while engaging new audiences across cultures and platforms.

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PARURE ATELIER UNVEils A CELEBRATION OF DIAMONDS

Parure Atelier unveils its Diamond collection, featuring pieces adorned with pink, green, and blue diamonds, rare treasures that capture the poetry of light itself. Coloured diamonds belong to the most exceptional realm of high jewelry, where emotion meets eternity. Each stone is distinguished by its own unique story, brought to life through this extraordinary collection.

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SWAROVSKI

ARIANA GRANDE WEARING SWAROVSKI CREATED DIAMONDS AT THE CRITICS CHOICE AWARDS

Swarovski shines on the red carpet as brand ambassador and Critics Choice Awards nominee Ariana Grande steps out wearing custom Swarovski Created Diamond earrings, celebrating craftsmanship, modern luxury, and cinematic excellence at the 31st Critics Choice Awards.

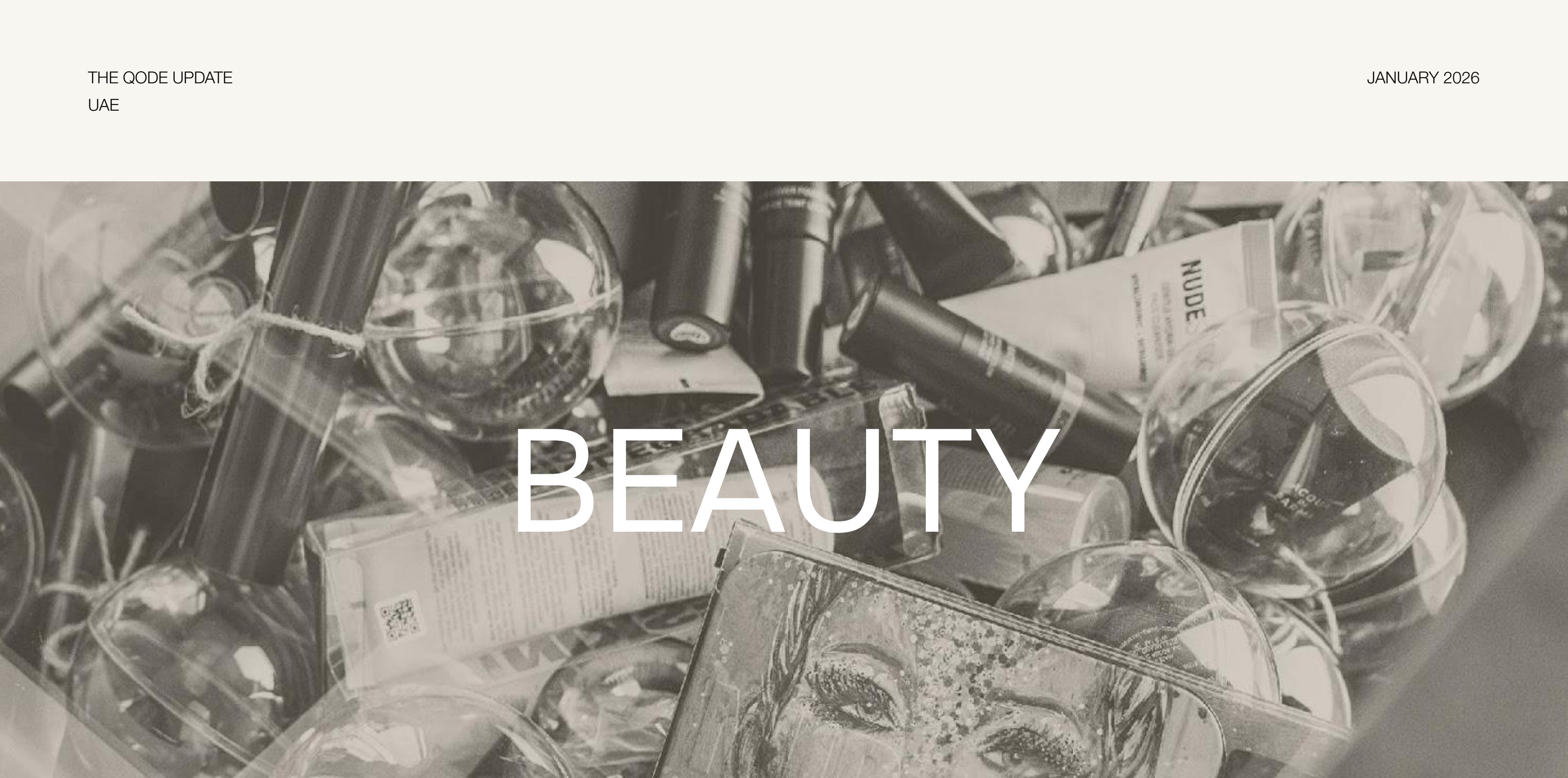
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BEAUTY



ACQUA DI PARMA AND CRISTINA CELESTINO REIMAGINE THE CRAFTSMANSHIP OF THE DOLOMITES

Acqua di Parma journeys to the Dolomites for its Holiday 2025 collection, with Antelao—one of the region's most iconic peaks—as its symbolic guide. A metaphor for the mountain landscape in all its majesty, Antelao evokes a world where traditional craftsmanship is made contemporary, shaped by tactile experiences, natural beauty, and quiet sophistication.

Driving the creative force of the collection is architect and designer Cristina Celestino, whose visual direction reinterprets traditional decorative techniques from the alpine region—hammering and brushed finishes—through a contemporary lens. Historically used in wood and metalwork, these artisanal methods are transposed onto ceramic, giving each piece a time-honoured yet expressive materiality. The choice of ceramic—inspired by the alpine stube, traditionally crafted in this material—offers a striking and unexpected reinterpretation. With every surface, texture, and detail, the collection reveals the essence of Italian craftsmanship reimagined. The Chalet becomes the emotional setting of the collection: a welcoming mountain home where warmth and light are shared. It is within this alpine abode that the festive spirit unfolds—through rituals, scents, and the magic of gathering.

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[comfort zone]

IDEAL

COMFORT ZONE: SKINCARE THAT PROTECTS, SOOTHES, AND GLOWS

From sun defense to skin recovery, Comfort Zone offers a complete routine designed to protect, soothe, and deeply hydrate for your face and body, before, during, and after sun exposure. With up to 99% natural-origin ingredients and formulas tested for ocean safety, the Sun Soul and Hydramemory collections deliver high-performance skincare powered by nature and backed by science.

For high-performance facial sun care, the Sun Soul Cream SPF50+ and Sun Soul Face Cream SPF50+ offer broad-spectrum UVA/UVB protection with anti-aging benefits in lightweight, fast-absorbing textures. Post-sun exposure, skin needs more than just moisture, it needs repair. The Sun Soul Face & Body Aftersun helps calm redness and deeply replenish with an antioxidant-rich, soothing blend that restores.

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DAVINES: HAIRCARE THAT SHIELDS, HYDRATES, AND RESTORES

Just as skin craves protection, summer haircare demands a dedicated ritual. The SU line by Davines is formulated to combat the harsh effects of sun, sea, and chlorine - with every product crafted to nourish while treading lightly on the planet.

The classic SU Hair & Body Wash gently cleanse away any impurities including salt, sweat, and sunscreen, without stripping moisture. SU Hair Milk offers a leave-in layer of UV protection and softness, while the SU Hair Mask works overtime to restore shine and hydration to sun-damaged strands.

To maintain healthy, hydrated hair all summer long, pair with Davines hero lines for targeted results. MOMO for dehydrated hair, NOUNOU for nourishment, and MINU for color protection - these seasonal staples come together in a range of curated kits, including the SU Protective Hair Bundle, Dry Hair & Skin Travel Bundle, and the Colored Hair Travel Bundle, each designed to accompany your summer adventures with ease.

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DIVINOM

Vedic Healing Apothecary

DIVINOM: A SACRED REVIVAL OF VEDIC HEALING SKINCARE

A new chapter in holistic beauty and wellness begins with the launch of Divinom, a Vedic healing skincare apothecary that redefines beauty as sacred healing. Rooted in 6,000 years of preserved Vedic heritage, Divinom offers formulations that emerge from ancient scriptures, hand-harvested botanicals, and oils alchemized in 24k gold. A ritualistic approach designed not only to restore the skin, but to realign the mind, body, and soul.

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OLAPLEX®

EIDEAL

OLAPLEX LAUNCHES LIMITED-EDITION KITS

This holiday season, OLAPLEX, the global pioneer in bond-building haircare, invites you to celebrate the gift of healthy hair with two exclusive limited-edition kits. Whether the goal is to strengthen and repair from root-to-tip or to achieve instant shine and frizz-free softness, OLAPLEX has created the ultimate routines to make every hair type look and feel its best.

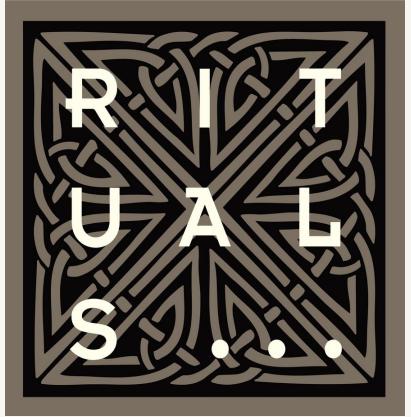
Designed to deliver professional, proven results at home, the holiday kits feature the brand's most iconic formulas powered by patented Bond Building Technology™. The Greatest Strength Set is a complete four-step ritual for visibly stronger, healthier hair and scalp, while the Full-On Shine Set is a styling duo that transforms hair instantly with sleek softness, radiant shine, and lasting frizz control.

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RITUALS CELEBRATES RAMADAN WITH VELVET OUDH

Gifts with meaning

This Ramadan, Rituals Cosmetics introduces Velvet Oudh: a luxurious, woody collection inspired by the rich traditions of the Middle East. As an esteemed addition to their Private Collection, Velvet Oudh captures the season's essence of generosity, gratitude, and enriching moments that bring people together, from relaxed evenings after iftar to the joyful tradition of exchanging gifts during Eid.

Velvet Oudh opens with rich notes of saffron and citrus, unfolding into a heart of elegant rose, before settling into a luxurious base of oudh, enhanced with hints of guaiacwood and vanilla. It is crafted to feel perfectly at home, welcoming in the majlis, calming in personal moments, and unforgettable when shared with loved ones.

Perfect for both gifting and gathering, the new collection will be available in February and will offer both indulgent body care and elegant home products to create a sanctuary of warmth and connection.

[SEE MORE](#)

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/skin regimen/Lx

skin longevity, rooted in science

EIDEAL

SKIN REGIMEN/ LX ADVANCES SKIN LONGEVITY WITH NEW ADDITIONS TO THE /SKIN REGIMEN/LX RANGE

Skin Regimen/Lx, the advanced skincare brand from Comfort Zone, the Italian Certified B Corporation™ known for its premium clean beauty formulations, unveils the latest evolution of its /Skin Regimen/Lx range — a longevity-driven approach designed to counteract the effects of modern lifestyles, environmental stressors, and premature aging. Rooted in cutting-edge science and enriched with potent botanicals, the /Skin Regimen/Lx range focuses on protecting skin vitality over time through high-performance, results-driven formulas.

Building on this longevity-first philosophy, /Skin Regimen/Lx introduces two breakthrough innovations designed to transform skin health and promote long-lasting radiance: the Longevity Collagen+ Serum and the Instant Smoothing Dry Sheet Mask. Powered by advanced biotechnology and high-efficacy ingredients, these new additions target visible signs of aging while strengthening skin resilience for the long term.

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EIDEAL

THE ULTIMATE HAIR STYLING REVOLUTION FOR BOLD SELF-EXPRESSION

From sleek, holographic tools to high-performance precision, twss embodies sophistication with an edgy twist. Each product in the collection is tailored to deliver salon-quality results while celebrating personal style, whether you're wild, cheeky, or sleek. "In a world that often tells us to fit in, twss was born from a simple yet powerful belief: that true beauty emerges when we dare to stand out. We created these tools not just to style hair, but to ignite something deeper – that electric moment when someone realizes they can be their own muse. Each holographic finish, every sleek curve of our designs is an invitation to explore, create, and unleash your inner artist. Beauty isn't about following rules – it's about writing your own story, and twss is the pen in your hand. From our Dubai origins to wherever your creativity takes you, we're here to transform everyday styling into acts of self-expression. Because when you become your own muse, that's when the magic happens." Founder of EIDEAL, Haysam Eid.

twss introduces a diverse range of styling brushes designed to cater to various hair types and styling needs:

Oh!: Perfect for detangling wet or dry hair, this narrow-toothbrush combats hair loss while promoting healthy roots and improving blood flow.

POP: A wide-tooth detangling brush designed for thick or curly hair, ideal for use on wet hair and achieving a smooth, polished finish in record time.

tilt x: A vented ceramic blow-dry brush that reduces drying time while delivering silky, smooth results, specifically designed for long hair.

etch: An eco-friendly wooden brush with natural bristles, perfect for straightening and smoothing fine to medium hair, minimizing heat damage, and providing effortless styling.

lock: Featuring an ultra-conductive titanium barrel, this brush is designed for speedy heat styling, making it ideal for creating volume and curls with a balanced weight distribution.

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ROBERTO CAVALLI UNVEILS MARBLEOUS, THE BRAND'S NEWEST ARTISTIC EXPRESSION, AT SEPHORA GCC

Roberto Cavalli unveils the Marbleous sub-collection, now officially released and available across Sephora GCC. A true testament to the brand's craftsmanship and creative genius, Fausto Puglisi describes Marbleous as a celebration of metamorphosis, evolution, and change — showcasing women's beauty, strength, and innate ability to adapt.

This new drop introduces a bold, modern interpretation of Cavalli's iconic DNA, blending artistry, innovation, and sculptural design in every detail.

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ULTA BEAUTY

Ulta Beauty, the leading beauty retailer in the United States, is making its debut in the Middle East. With an unrivalled selection across cosmetics, skincare, haircare and fragrance, together with professional salon services, Ulta Beauty has earned a reputation for accessibility and inclusivity, becoming a trusted destination for millions of consumers. Its highly anticipated launch in the region marks an exciting new chapter, bringing the brand's signature blend of innovation, expertise, and immersive retail experiences to the Middle East.

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HOSPITALITY



B E B E A C H
D U B A I

GIULIA BY THE BEACH BRINGS LA DOLCE VITA TO BE BEACH

Opened on December 26 at Be Beach, Dubai Harbour, Giulia by the Beach introduces a refined yet relaxed Italian coastal dining experience set against panoramic views of the Marina skyline and Dubai Eye. Inspired by Italy's sun-drenched Riviera, the restaurant blends airy interiors, natural textures, and earthy tones with a menu rooted in authentic Italian flavours - from artisan pastas and freshly caught seafood to wood-fired classics and signature dishes such as Linguine alla Vongole and Calamarata Sorrentina. Designed for everything from leisurely lunches to golden-hour dinners by the sea, Giulia captures the essence of La Dolce Vita, offering warm hospitality, effortless elegance, and a serene escape by the water.

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ATLANTIS, THE PALM UNVEILS CASABLANCA BEACH CLUB IN COLLABORATION WITH OUNASS

Atlantis, The Palm launches Casablanca Beach Club in partnership with Ounass, introducing French Moroccan charisma to Dubai's iconic entertainment destination. The Parisian luxury fashion house arrives in style, bringing the Casablanca touch to parasols, loungers, cabanas, and a beach restaurant, all adorned in its signature pastel hues. As part of the collaboration, a dedicated Casablanca pop-up boutique will offer resort wear and accessories.

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HAKKASAN

DISCOVER THE WORLD OF HAKKASAN

Hakkasan offers guests a world-class culinary experience. The menu is a modern interpretation of authentic Cantonese cuisine, using the finest ingredients and expert traditional techniques to create timeless yet innovative signature dishes such as the Chilean Seabass and Crispy Duck Salad. Hakkasan's atmosphere is vibrant, intriguing and inviting. Originally designed by renowned interior designer Christian Liaigre, the space embodies the modern ethnic now found in Hakkasan restaurants worldwide. Established in 2001 in London, Hakkasan has restaurants around the world located in the United States, Middle East, India, Asia and Europe, where both London restaurants hold a Michelin star.

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EXPERIENCE THE BEST OF ASIAN DINING AT LING LING

A destination dining contemporary Asian restaurant, Ling Ling encourages guests to discover and explore cuisine differently. Inspired by izakaya, where food accompanies drinks (rather than the other way around), cocktails are at the heart of the experience with an intriguing and evolving menu. Ling Ling's culinary highlights fuse Japanese, Thai, Vietnamese, and Korean influences without leaving aside the Cantonese origins of Hakkasan that are present in every course. Helmed by Tao Group Hospitality's Chief Culinary Officer, Ralph Scamardella, the menu was created by Steven Nguyen (Ling Ling Chef de Cuisine) and includes signature dishes; Australian Lobster Pad Thai, Tea Smoked Duck Kueh Pie Tee, 24k Gold A5 Wagyu & Lobster Maki Sushi Rolls along with signature desserts; Coconut in Paradise and Warm Chocolate Hazelnut Moelleux.

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RISTORANTE LOREN UNVEils ITS FESTIVE SEASON CELEBRATIONS AN ELEVATED ITALIAN DINING EXPERIENCE BY THE SEA

Nestled in the heart of Palm Jumeirah's West Beach Club, Ristorante Loren continues to delight guests with its refined Italian coastal cuisine and panoramic views. Included in Gault Millau's UAE Guide 2024, this sophisticated destination now welcomes the festive season with curated Christmas and New Year's Eve offerings that honor the restaurant's commitment to premium ingredients, authentic craftsmanship, and the timeless charm of the Italian Riviera.

Overlooking the breathtaking Dubai Marina, Ristorante Loren offers a serene, open-air al fresco setting that's perfect for holiday gatherings. Dine under the stars or bask in the warm coastal ambiance while savoring Italian culinary delights—a setting that promises an unforgettable festive experience filled with warmth, flavor, and celebration.

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MAISON GOOSE TAKES OVER DRIFT BEACH IN DUBAI

Maison Goose, the immersive lifestyle concept from GREY GOOSE®, launches in Dubai at DRIFT Beach, bringing a French-Riviera inspired retreat to the region as part of the brand's global campaign, The Grey Goose Hôtel. The campaign draws on the brand's French sensibility and encourages consumers to savour moments of pleasure instead of obsessing over productivity.

This marks the first-ever Maison Goose activation in the middle East, inviting guests to step into a world where modern coastal luxury meets effortless French sophistication.

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NOBU DUBAI: WHERE JAPANESE-PERUVIAN DISHES MEETS UNRIValed VIEWS

Created by world-famous chef Nobu Matsuhisa, Nobu Dubai offers a unique fusion of traditional Japanese cuisine with Peruvian influences. Perched on the 22nd floor of Atlantis, the Palm, Nobu Dubai offers stunning views of the Palm and Dubai Marina skyline. The restaurant is celebrated for its innovative dishes, including the signature Black Cod Miso and Yellowtail Jalapeño and the sophisticated ambiance, featuring sleek modern design and a warm, inviting atmosphere, complements the culinary experience.

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DUBAI'S POOL AND BEACH CLUB, NOBU BY THE BEACH AT ATLANTIS THE ROYAL OFFERS AN UNMATCHED ULTRA-LUXURY EXPERIENCE

Located at the ultra-luxury experiential resort Atlantis The Royal, Nobu by the Beach blends modern cool luxury and minimalistic Japanese traditions into a one-of-a-kind pool and beach club experience, Nobu by the Beach is the city's most stylish location to see and be seen.

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NORWEGIAN CRUISE LINE® UNVEILS SUN-SOAKED WINTER 2027/28 DEPLOYMENT AND BRINGS BACK FREE AT SEA PLUS™ BY POPULAR DEMAND, DELIVERING PREMIUM OFFERINGS

Norwegian Cruise Line (NCL), the innovator in global cruise travel with a 59-year history of breaking boundaries, today announced its highly anticipated winter 2027/28 deployment and the return of its guest-favorite Free at Sea Plus™ package offering more unlimited amenities, including premium beverages, streaming Wi-Fi, Starbucks® and more.

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PARIS PARADIS TO ARRIVE IN DUBAI: THE LEGENDARY PARISIAN INSTITUTION REINVENTS NIGHTLIFE IN THE UAE

The legendary Parisian institution Paradis Latin, founded in 1803 under Napoleon and reimagined by Gustave Eiffel in 1889, is arriving in Dubai under the new name, Paris Paradis, to unveil an exhilarating new chapter for one of Paris's most iconic entertainment institutions. Rooted in heritage yet boldly innovative, the brand brings its unmistakable French spirit to the UAE in a contemporary interpretation tailored for Dubai's cultural energy.

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RADISSON HOTEL GROUP LAUNCHES CREATOR HUB: A GAME-CHANGER FOR TRAVEL STORYTELLING

Radisson Hotel Group has introduced Creator Hub, a dynamic platform connecting nano content creators with Radisson Hotels & Resorts across the globe. This initiative reimagines influencer marketing by offering creators personalized hotel stay experiences in exchange for authentic, brand-aligned content fostering a more inclusive and community-driven approach to travel storytelling.

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EXPERIENCE SERENITY AT SĀN BEACH

There's no better way to relax and unwind than at SĀN Beach, the ultimate beach club destination in Dubai. Situated along the stunning stretch of Palm West Beach, SĀN Beach offers an unparalleled experience where sun, sand, and sea meet luxurious service and world-class amenities.

Whether you're lounging on plush sunbeds, sipping expertly crafted cocktails, or indulging in a refreshing dip in the pool, every moment at SĀN Beach is designed to enhance your relaxation. The stunning ocean views, chic atmosphere, and vibrant energy create the perfect setting for an unforgettable day by the water.

For those seeking exclusivity, the private luxury villas offer the ultimate in seclusion and comfort, providing a tranquil retreat just steps from the shoreline. As the sun sets, the vibrant ambiance of the beach club shifts into a lively and sophisticated evening experience, with delicious dining options and a vibrant social scene.

From sun-soaked afternoons to elegant sunset moments, SĀN Beach is where every moment feels extraordinary. Escape the ordinary and discover the beauty of the beach like never before.

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THE CULLINAN: A DESTINATION OF DISTINCTION

As part of FoodFund International's continued expansion, The Cullinan marks the group's latest venture into Dubai's fine dining landscape, bringing a new level of excellence to the city's culinary landscape. The Cullinan is designed for those who appreciate refinement in its purest form. Every detail its interiors, ambiance, and service has been thoughtfully considered to cultivate an atmosphere of effortless sophistication.

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LIFESTYLE



OPPOSITES IN HARMONY: BEOLAB 90 PHANTOM AND MIRAGE EDITIONS SHOWCASE ATELIER MASTERY

In a world where sound becomes sculpture and colour becomes emotion, Bang & Olufsen introduces the next two masterpieces in its centenary celebration: Beolab 90 Phantom Edition and Beolab 90 Mirage Edition. Following the Titan Edition, these two creations represent a rarified expression of Bang & Olufsen's Atelier capabilities – transforming the brand's flagship loudspeaker into bold expressions of emotion, materiality and colour.

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RIMOWA

RIMOWA UNVEILS TWO EARTHY SEASONAL HUES FOR ITS ESSENTIAL COLLECTION

RIMOWA introduces two seasonal colours to its iconic Essential collection: Clay and Terracotta. Inspired by the grounding beauty of nature, the new hues celebrate the elemental connection between material and harmony, evoking the warmth of the sun-baked earth and the calming softness of raw clay.

Clay represents a timeless and sophisticated greige that recalls the primary material, while Terracotta is a subdued earthy red, reminiscent of kiln-fired ceramics. Together, they symbolize transformation: Clay as the soft, mouldable beginning, and Terracotta as the enduring creation.

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THE LEAGUE SETS A NEW STANDARD FOR INTENTIONAL CONNECTIONS AND CURATED COMMUNITY

The League introduces its invitation-only, curated community to the Middle East. Built for ambitious individuals who value alignment, intention and depth, the platform offers a selective admissions process, limited daily introductions and a calendar of elevated in-person experiences - creating a refined environment where meaningful, like-minded connections can grow in one of the world's most ambitious cities.

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AUTOMOTIVE



SEAN LEE APPOINTED NEW GLOBAL HEAD OF GENESIS

Genesis announces the appointment of Sean (Sihyeok) Lee as Global Head of Genesis and his promotion to Senior Vice President. In his new role, Lee will oversee the global Genesis organization and lead the brand into its next decade, following the celebration of Genesis' 10th anniversary and the successful launch of the Genesis Magma program.

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A high-angle, black and white aerial photograph of a city's skyline. In the foreground, a large, modern skyscraper with a curved facade and a prominent glass-enclosed entrance is visible. Behind it, the city's dense urban landscape stretches out, filled with numerous smaller buildings, roads, and infrastructure. The lighting suggests a bright day with strong shadows.

THE QODE
KSA



ATTACHÉ REWRITES THE RULES OF BUSINESS LUNCH

Step into attaché's world of flavor with the launch of its business lunch, the perfect midday escape in the diplomatic quarter.

Crafted for those who believe lunch should be anything but ordinary, attaché invites you to savor 2 courses for sar 95 or 3 courses for sar 120. Starting with vibrant flavors like thai king prawn gyoza or italian bruschetta, moving on to indulgent mains such as saffron prawn linguini or handmade gnocchi sorrentina, and ending on a sweet note with creations like saudi coffee tiramisu or lemongrass brûlée.

Designed to turn every lunch break into an elevated experience, attaché's globally inspired menu brings together the finest seasonal ingredients with an unexpected twist.

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**B A B S A M H A N**
DIRIYAH

A SAUDI RESTAURANT, LED BY SAUDIS: THE STORY OF JAREED SAMHAN

Jareed Samhan, one of the signature restaurants of Bab Samhan, a Luxury Collection Hotel, Diriyah, proudly introduces the Saudi chefs leading its kitchen. The all-Saudi chef team reflects the restaurant's commitment to honoring the Kingdom's culinary heritage through the people who know it best, those who have grown up with its flavors, stories, and traditions.

The culinary team is led by Chef de Cuisine Saleh Aljabali, with Sous Chefs Abeer Aljabary and Nada Alwashmi. Chef Saleh recently completed a training program at MAD Academy in Copenhagen - an international platform focused on sustainability, leadership, and innovation in the kitchen.

In line with Bab Samhan's broader sustainability commitments, the restaurant emphasises local sourcing, seasonal produce and responsible kitchen practices. These efforts are part of a wider approach across the hotel, which includes energy-efficient systems, water-saving technologies and the use of traditional materials that support both environmental performance and cultural integrity. Together, these practices reflect a hospitality philosophy rooted in place, purpose and long-term responsibility.

The restaurant's interiors reflect the same values seen in its approach to food, combining traditional Saudi design elements with natural materials, handcrafted details and a neutral palette that creates a calm and grounded setting. The space is designed to feel both familiar and refined, offering an atmosphere that supports the food without overwhelming it. On the menu, dishes such as muqalal, jareesh, matazeez and kabsa are prepared with care and attention to flavour, technique and context. These are not reinterpretations, but authentic recipes presented with precision by a team who grew up with them - chefs who understand their significance, not just their ingredients. At Jareed Samhan, the focus is on serving real Saudi food, in a space designed to honour where it comes from and how it should be experienced.

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SEAN LEE APPOINTED NEW GLOBAL HEAD OF GENESIS

Genesis today announced the appointment of Sean (Sihyeok) Lee as Global Head of Genesis and his promotion to Senior Vice President, effective December 8, 2025, and January 1, 2026, respectively.

In his new role, Lee will oversee the global Genesis organization and lead the brand into its next decade, following the celebration of Genesis' 10th anniversary and the successful launch of the Genesis Magma program.

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THE WINTER SHOP – A CITY FROZEN IN TIME

An immersive celebration of winter style, where fashion meets fantasy

Harvey Nichols unveils this year's annual The Winter Shop, titled APRÉS by Harvey Nichols, a seasonal experience that redefines winter dressing through a lens of artful imagination and conceptual design. The in-store edit transforms the Upper Ground Floor of Harvey Nichols Riyadh into a dreamlike vision of the city caught in a surreal snowstorm, a poetic interpretation of "Riyadh Frozen in Time."

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KIMPTON DEBUTS IN THE MIDDLE EAST WITH THE OPENING OF KIMPTON KAFD RIYADH

Kimpton KAFD Riyadh officially opens its doors in the iconic King Abdullah Financial District (KAFD). As the first-ever Kimpton in the region, the 212-room luxury lifestyle hotel brings the brand's sophisticated yet playful approach, refined design, socially engaging spaces and human-centered hospitality, to the heart of Riyadh's most dynamic neighborhood.

Founded in San Francisco in 1981, Kimpton, part of IHG Hotels & Resorts' luxury and lifestyle portfolio, has become a globally celebrated brand known for its design-led hotels that serve as vibrant community hubs. The debut of Kimpton KAFD Riyadh marks a significant step in the brand's strategic expansion into the region, catering to the growing demand for authentic, design-led luxury experiences. The debut of Kimpton KAFD Riyadh marks the brand's exciting expansion into the Middle East, offering a fresh, design-led approach to hospitality in the Kingdom.

Rising gracefully across 16 floors, the hotel blends contemporary elegance with the brand's playful personality. Guests can expect thoughtfully curated spaces, from breezy skywalk access to the metro to in-room yoga mats, luxury bedding, and mini-bars stocked with locally inspired treats. Whether travelling for business or leisure, every stay is enriched with unexpected touches that make the experience distinctly Kimpton.

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MANSARD RIYADH, A RADISSON COLLECTION HOTEL, UNVEILS SEASONAL SPA OFFERS AND STAYCATION EXPERIENCES

Mansard Riyadh, A Radisson Collection Hotel introduces a selection of wellness offers alongside curated staycation experiences, inviting guests to unwind and recharge in an elegant setting.

At L'Occitane Spa by Mansard, gentlemen booking any massage treatment will enjoy a complimentary haircut and beard shave, offered as part of the experience. Ladies can take advantage of a morning spa promotion from 8:00 AM to 1:00 PM, where the purchase of a 12-session facilities package includes three complimentary hydro-massage sessions, priced at SAR 2,500.

In addition, Mansard Riyadh invites guests to enjoy a luxury staycation, offering a refined escape in the heart of Riyadh, perfect for a relaxing city retreat.

Mansard Riyadh welcomes guests to experience these limited-time spa offers and indulgent staycation moments.

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A GLOBAL CELEBRATION OF TALENT, GROWTH, AND OPPORTUNITY —RADISSON HOTEL GROUP EXPANDS CAREER FEST 2025 TO ENGAGE WIDER AUDIENCES

Radisson Hotel Group today announces Career Fest 2025, its largest-ever career festival designed to inspire, upskill, and attract the next generation of hospitality professionals. The month-long hybrid event brings together more than 75,000 team members and future talent across +105 countries to celebrate career growth, learning, and mobility in the hospitality sector. Career Fest underscores Radisson Hotel Group's reputation as an employer of choice in one of the world's most dynamic industries.

Building on the success of previous Career Month and Career Fest editions, this year introduces an expanded, unified format that combines both internal and external activations. Career Fest 2025 reflects the Group's commitment to investing in people, championing diversity, and setting new standards in talent development.

As part of this ongoing commitment, Radisson Hotel Group recently celebrated the graduation of the inaugural cohort of its flagship "A Brilliant Journey of Advanced Development" (ABJAD) program at the Radisson Blu Hotel, Riyadh Convention & Exhibition Center. Developed in partnership with the Ministry of Tourism, ABJAD equips Saudi nationals in supervisory roles with the skills and knowledge necessary to advance into managerial positions, supporting the Kingdom's Vision 2030 goals. This initiative complements other development platforms such as the Concierge Navigation to Success Program, which refines the skills of Saudi nationals in front-of-house roles. Together, these programs reinforce Radisson Hotel Group's role as a champion of Saudi talent development and leadership acceleration.

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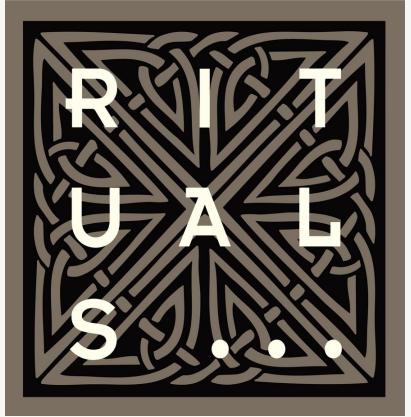
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RITUALS CELEBRATES RAMADAN WITH VELVET OUDH

Gifts with meaning

This Ramadan, Rituals Cosmetics introduces Velvet Oudh: a luxurious, woody collection inspired by the rich traditions of the Middle East. As an esteemed addition to their Private Collection, Velvet Oudh captures the season's essence of generosity, gratitude, and enriching moments that bring people together, from relaxed evenings after iftar to the joyful tradition of exchanging gifts during Eid.

Velvet Oudh opens with rich notes of saffron and citrus, unfolding into a heart of elegant rose, before settling into a luxurious base of oudh, enhanced with hints of guaiacwood and vanilla. It is crafted to feel perfectly at home, welcoming in the majlis, calming in personal moments, and unforgettable when shared with loved ones.

Perfect for both gifting and gathering, the new collection will be available in February and will offer both indulgent body care and elegant home products to create a sanctuary of warmth and connection.

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Roberto Cavalli unveils the Marbleous sub-collection, now officially released and available across Sephora GCC. A true testament to the brand's craftsmanship and creative genius, Fausto Puglisi describes Marbleous as a celebration of metamorphosis, evolution, and change — showcasing women's beauty, strength, and innate ability to adapt.

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S O F I T E L**SOFITEL LAUNCHES IN THE HEART OF RIYADH**

Sofitel, the celebrated French luxury hotel brand, proudly introduces its newest flagship, Sofitel Riyadh Hotel & Convention Centre, marking a significant milestone in the city's ever-evolving hospitality landscape. Perfectly positioned in the heart of Riyadh, the property offers guests a seamless fusion of French art de vivre, Saudi cultural heritage, and world-class luxury, setting a new standard for elegance, comfort, and sophistication in the Kingdom.

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the lighthouse

THE LIGHTHOUSE RESTAURANT & LOUNGE EXPANDS IN RIYADH WITH NEW SOLITAIRE MALL LOCATION

The Lighthouse Restaurant & Lounge, known for its Mediterranean-inspired dining and role as a cultural and social hub, has opened its second Riyadh location at Solitaire Mall. Building on the popularity of its first location at Diplomatic Quarter, the new venue introduces a new destination for the city's dining and social scene.

Fresh Take on Interior Design

The Lighthouse Solitaire is set within an architecturally striking unit designed by London-based Archer Humphryes Architects. The interiors balance heritage and modernity through warm wood finishes, sculptural forms, playful tiling, and contemporary lighting by Ingo Maurer. Key features such as an open kitchen counter, artisanal bakery and patisserie display, and a welcoming dining space create an atmosphere that blends craftsmanship and comfort. The addition of a DJ booth further animates the discerning space, affirming The Lighthouse's role as a venue where timeless design and fresh food sparks conversation and brings the community together.

[SEE MORE](#)

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THE LIGHTHOUSE RESTAURANT & LOUNGE EXPANDS IN RIYADH WITH NEW SOLITAIRE MALL LOCATION

Launch of the Lighthouse Bakery & Pâtisserie

The opening of Solitaire also marks the official launch of The Lighthouse Bakery & Pâtisserie, introducing a new destination for freshly baked artisanal breads, viennoiseries and pastries. From freshly baked sourdoughs and focaccias to flaky croissants and delicate pastries such Pistachio Mafrukeh Tart, The Lighthouse Bakery & Pâtisserie is set to become a neighborhood favorite.

Guests can start their morning with an oriental breakfast platter to share and freshly baked pastries such as our Goat Cheese and Honey Pie before moving on to healthy salads and flavorful mains.

From breakfast through dinner, the offering balances soul food with creativity, making it suitable for everything from business lunches to extended family gatherings. Guests can enjoy specialty coffees and a wide selection of refreshing mocktails that pair naturally with the menu and carry the experience from day to night.

With the opening of its second location in Riyadh, The Lighthouse Group strengthens its commitment to creating venues that celebrate food, design, and community, further cementing its role in shaping the Kingdom's evolving dining scene.

[SEE MORE](#)

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THANK YOU!



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