



## THE QODE UPDATE

---

APRIL 2025



## 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@thegode.com](mailto:showroom@thegode.com)

THE QODE

UAE

# FASHION



*& other Stories*

& OTHER STORIES UNVEILS NEW SAVOIR COLLECTION

Other Stories proudly presents its latest Savoir Collection — the brand’s limited line honouring the know-how of its design ateliers with seasonal statement styles that push fashion forward. Bold and expressive, this edition of Savoir reimagines occasion wear with a whimsical yet luxurious aesthetic, merging modern elegance with a wild-at-heart spirit. Designed for those who love to turn heads, each piece is crafted to make an unforgettable entrance.

[SEE MORE](#)

**Michael Sy**  
[Michael@thegode.com](mailto:Michael@thegode.com)

**Adrian Dimalanta**  
[Adrian@thegode.com](mailto:Adrian@thegode.com)

# 1895 BERLUTI PARIS

## BERLUTI PRESENTS THE ANDY BAG

One of the Maison's most emblematic figures, Andy keeps pushing new boundaries. While the first thing that springs to mind is the iconic loafer Berluti designed for Andy Warhol's slender feet, Andy is now also the name of a brand new bag!

The general idea was to recapture the retro vibe of a 1970s schoolbag. Its structured, geometric shape conjures up a similar reaction to first catching sight of the loafer. But to make this satchel more contemporary and practical for carrying round every day, Berluti doubled up the handle with a wide shoulder strap that's sure to appeal to dapper cyclists and other men on the move. The bag locks closed with a snap clasp that's inconspicuous enough not to stick out in the middle of the flap.

[SEE MORE](#)

**Louise Thomas**  
[Louise@thegode.com](mailto:Louise@thegode.com)

**Shelly Mistry**  
[Shelly@thegode.com](mailto:Shelly@thegode.com)

**Tania Haidar**  
[Tania@thegode.com](mailto:Tania@thegode.com)



BOSS LAUNCHES NEW BOSS X ASTON MARTIN CAPSULE AT SHANGHAI  
HALO STORE

BOSS has marked the grand opening of its first China halo store at Shanghai’s Jing'an Kerry Centre with an action-packed week of BOSS events, adding to the buzz in the city ahead of the 2025 FORMULA 1® HEINEKEN CHINESE GRAND PRIX™.

[SEE MORE](#)

Shelly Mistry  
[Shelly@theqode.com](mailto:Shelly@theqode.com)

Tania Haidar  
[tania@theqode.com](mailto:tania@theqode.com)

Tej Mohapatra  
[Tej@theqode.com](mailto:Tej@theqode.com)



## CH CAROLINA HERRERA SPRING 2025 PASTEL ELEGANCE MEETS EVENING LUXURY

CH Carolina Herrera introduces its Spring 2025 collection, blending soft pastels, fresh floral prints, and elegant evening wear to evoke the season’s rejuvenating spirit. The collection balances modern flair with understated sophistication, showcasing the brand's renowned craftsmanship and tailoring.

[SEE MORE](#)

## CH CAROLINA HERRERA OPENS 4TH STORE IN SAUDI ARABIA AT RIYADH'S SOLITAIRE MALL

CH Carolina Herrera has officially opened its 4th store in Saudi Arabia, located in the prestigious Solitaire Mall in Riyadh. This new opening strengthens the brand’s footprint in the kingdom, joining its other flagship locations at Kingdom Centre and Al Faisaliah Mall in Riyadh, and Khayyat Centre in Jeddah.

The new store offers an exclusive collection of luxurious fashion pieces, solidifying CH Carolina Herrera’s position as a leading global brand in the Saudi market. With this expansion, the brand continues to demonstrate its commitment to delivering world-class fashion, offering timeless elegance and sophistication to discerning customers.

UAE TEAM

**Shelly Mistry**  
[shelly@thegode.com](mailto:shelly@thegode.com)

**Dhrishti Kateja**  
[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

**Jena Al Masri**  
[Jena@thegode.com](mailto:Jena@thegode.com)

KSA TEAM

**Wissal Dandachi**  
[Wissal@thegode.com](mailto:Wissal@thegode.com)

**Rana Salem**  
[Rana@thegode.com](mailto:Rana@thegode.com)



COS ANNOUNCES THE BRAND’S FIRST FORAY INTO FRAGRANCE, COS  
PERFUMERY, FEATURING EAU DE PARFUM AND CANDLES

COS, the contemporary fashion brand renowned for its timeless designs and iconic wardrobe staples, unveils its debut fragrance collection, launching this Spring. COS Perfumery encapsulates modern elegance, translating the brand’s dedication to impeccable craftsmanship and design into the world of scent, offering a considered selection of fine fragrances and aromatic candles designed to evoke emotion, individuality and connection.

[SEE MORE](#)

**Michael Sy**  
[Michael@thegode.com](mailto:Michael@thegode.com)

**Adrian Dimalanta**  
[Adrian@thegode.com](mailto:Adrian@thegode.com)

G I V E N C H Y

GIVENCHY FALL-WINTER 2025 WOMEN’S READY-TO-WEAR COLLECTION

A cache of Hubert de Givenchy patterns was recently discovered walled up in a hidden cupboard at his first maison at 8 Avenue Alfred de Vigny while it was being renovated. The brown paper packets proved to contain calico patterns from his 1952 debut collection, which he showed to audience packed into his atelier.

For Sarah Burton, it triggered a tangible connection with her own way of working: on the stockman, in fittings, between the studio and the atelier. Purposefully close-up, her first collection as Artistic Director walked intentionally, with zero distractions, through the house at 3, Avenue George V, the historic address of Givenchy since 1955.

[SEE MORE](#)

Gopika Madan  
[Gopika@thegode.com](mailto:Gopika@thegode.com)

Shelly Mistry  
[Shelly@thegode.com](mailto:Shelly@thegode.com)

Tania Haidar  
[Tania@thegode.com](mailto:Tania@thegode.com)



## H&M X MAGDA BUTRYM: FEMININITY IN BLOOM

H&M is proud to announce a special collaboration with the celebrated Polish ready-to-wear designer Magda Butrym. A collection of womenswear, accessories and jewellery will be available at The Dubai Mall, Mall of Emirates, The Avenues Mall, Phase 4, and Riyadh Park and online in KWT, KSA, and UAE on 24 April 2025.

The partnership marks the first time in H&M's twenty-year history of pioneering designer collaborations that the brand has worked with a Polish designer. The collaboration spotlights Magda Butrym's heritage and unique voice: it is a celebration of femininity in bloom, and an invitation to explore a romantic universe of Slavic style.

*"I really see this collection as a chance to invite people into our world – and to celebrate femininity, and the flower. Each piece brings its own sense of Slavic romance, while paying homage to the history of our brand."* - Magda Butrym. The collection uses a rose as its central motif. To Magda, it is the perfect symbol of womanhood: both soft and confident, delicate and independent, arresting and ever-growing.

The collection also marks the 10-year anniversary of the Magda Butrym brand, presenting the opportunity for a revisiting of the brand's most beloved silhouettes. It features various iconic garments from the house's archive, from diaphanous dresses that recall petals and blooming flowers, through to wide-shouldered tailoring and structured, oversized coats. Key pieces in the collection include a red ruffled gown, which conjures the feel of a bouquet of red roses, a sweeping crochet lace gown, and a rich burgundy leather coat. All embody the essence of the collection, showcasing Magda's signature blend of femininity, boldness, and intricate craftsmanship.

[SEE MORE](#)**Dhrishti Kateja**[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)**Gurneet Kaur**[Gurneet@thegode.com](mailto:Gurneet@thegode.com)**Jena Al Masri**[Jena@thegode.com](mailto:Jena@thegode.com)

MANGO

TRENDING NOW | MANGO SELECTION

City and nature—two contrasting worlds meet for the first time in the latest edition of SELECTION, MANGO’s premium collection. This Spring/Summer 2025 release was crafted in collaboration with renowned stylist Alex Carl, who brings a distinct creative vision. The result is a collection that blends bold design with refined elegance, merging urban aesthetics with the delicate codes of Spring. It invites you to embrace a sense of transformation.

Cherry red accents, textured natural fabrics, floral details, and voluminous silhouettes define the season’s key trends. Sheer layers add lightness and movement, creating subtle depth.

The collection is a bold style statement that reflects the sophisticated, contemporary spirit of MANGO. It celebrates the authenticity of natural style and the effortless balance between elegance and ease—showcasing the transformative quality of its premium fabrics.

[SEE MORE](#)

**Louise Thomas**  
[Louise@thegode.com](mailto:Louise@thegode.com)

**Shelly Mistry**  
[Shelly@thegode.com](mailto:Shelly@thegode.com)

**MARCOLIN**  
EYEWEAR

## MARCOLIN INTRODUCES TOM FORD'S ICON COLLECTION

The TOM FORD EYEWEAR ICON COLLECTION is the maximum expression of luxury.

Inspired by personalities with charisma and presence, the collection shines the spotlight on unparalleled workmanship that elevates and enhances each element.

The styles have been highlighted by fine processing. Handcrafted havana colorations and transparent acetate on the inner side of the temples with a new protective layer distinguish the tints of ICON sunglasses.

[SEE MORE](#)

**Lara Obeidat**

[Lara@theqode.com](mailto:Lara@theqode.com)

**Tamara Khatib**

[Tamara@theqode.com](mailto:Tamara@theqode.com)

**Hoda Delawar**

[Hoda@theqode.com](mailto:Hoda@theqode.com)

Massimo Dutti

MASSIMO DUTTI PRESENTS ITS 2025 EID COLLECTION

As Eid approaches—a moment of joy, and togetherness, Massimo Dutti unveils its 2025 Eid Collection, a celebration of effortless sophistication and contemporary elegance. Thoughtfully curated for the modern individual, the collection blends refined tailoring, flowing silhouettes, and luxurious textures, embodying the brand’s signature approach to timeless dressing. This 2025 Eid Collection is designed for versatility—pieces that can be worn beyond the occasion, making them a lasting addition to the modern wardrobe. Whether celebrating over an Eid lunch with family or stepping into an elegant evening gathering, each design captures the spirit of Eid with a sense of refined ease and quiet confidence.

[SEE MORE](#)

Lara Obeidat  
[Lara@theqode.com](mailto:Lara@theqode.com)

Hoda Delawar  
[Hoda@theqode.com](mailto:Hoda@theqode.com)

Q A S I M I

QASIMI DEBUTS ITS AW25 COLLECTION AT MILAN FASHION WEEK

Qasimi debuts its AW25 collection in collaboration with artist Emily Karaka at Milan Fashion Week. In a world divided, now more than ever collaboration is vital. For AW25, Hoor Al Qasimi continues her mission to use fashion to highlight and uplift artists and creatives across the globe. This time around, she joins forces with Māori artist Emily Karaka, whose emotive work dives deep into themes of ancestral history, language, and connection, and tackles issues including territory disputes, land loss, and political oppression. Across huge canvases, the resilience of the Māori people is laid bare in a cacophony of colour, as brush strokes are intermingled with bold expressions of language and age-old Māori phrases and statements.

With Karaka’s work the seed of inspiration for AW25, the collection blooms into life in a series of signatures QASIMI is known for. Louche shirts matched with loose trousers speak of the silhouettes of the Middle East and North Africa, while slouchy windbreakers and worn-in hoodies emphasise the casual ease inherent to the house. Sleek tailoring is softened through curved shoulders and roomy fits, and outerwear, as ever.

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@theqode.com](mailto:Dhrishti@theqode.com)

**Gurneet Kaur**  
[Gurneet@theqode.com](mailto:Gurneet@theqode.com)

**Michael Sy**  
[Michael@theqode.com](mailto:Michael@theqode.com)

## RIMOWA

RIMOWA UNVEILS THE HOLIDAY CASE, A LIMITED-EDITION PIECE  
INSPIRED BY ITS ARCHIVES

In honour of this rich heritage, the German Maison proudly unveils the RIMOWA Holiday Case—a vibrant new collection inspired by an iconic archival design. The limited-edition collection pays homage to a milestone moment in the German Maison’s history: a 1988 design informally known as ‘der Reisekoffer für junge Leute’ —the "travel case for young people." This trailblazing release marked the brand’s beginning steps into the 1980s design world of neon brights and electrifying hues. Reimagining this archival piece for the contemporary traveller, the RIMOWA Holiday Case merges vintage charm with modern functionality. Evoking a sense of nostalgia and adventure, it invites travelers to embrace the joy of voyage and the promise of a long-awaited holiday with a vibrant, playful spirit.

[SEE MORE](#)RIMOWA AND MYKITA LAUNCH FIRST COLLABORATIVE EYEWEAR COLLECTION:  
ICONIC DESIGN, CRAFTED IN GERMANY

Since 1898, RIMOWA has established itself as a pioneering force in the realm of mobility, creating lasting solutions for modern life through a unique blend of craftsmanship and innovative spirit. Since partnerships are an integral and organic part to the German Maison’s identity, RIMOWA has joined forces with pioneering German design house MYKITA to launch an eyewear collection based upon a shared legacy of lightweight and built-to-last construction. “This collaboration perfectly expresses the essence of ‘German design’ – where innovation and aesthetics come from owning both engineering and manufacturing expertise,” says MYKITA founder and creative director Moritz Krueger. “Our collaborative design with RIMOWA is minimalist, essential and inherently distinctive, revealing the specialist knowledge in materials and craftsmanship that we each bring to the table.”

[SEE MORE](#)**Lara Obeidat**[Lara@thegode.com](mailto:Lara@thegode.com)**Georgia Calafiore**[Georgia@thegode.com](mailto:Georgia@thegode.com)**Farah Idriss**[Farah@thegode.com](mailto:Farah@thegode.com)

SERAPIAN  
MILANO

## SERAPIAN MILANO DEBUTS FALL/WINTER 2025 COLLECTION AT VILLA MOZART'S SECRET BLACK AND WHITE BALL

Serapian unveils its Fall/Winter 2025 collection, where the Maison's skilled Mestieri d'Arte meet a sense of extreme softness through the finest materials and nuanced wintry palettes beautifully blended with the hallmarks of the Maison. The F/W collection blends Serapian's icons with new materials and animations, centered on seasonal palettes upgraded with luscious tones of Storm, Rosewood and Midnight Blue, with the always iconic Black and Off-White. It is as usual the small details that transform and enrich each creation: for Fall/Winter 2025, the iconic Mosaico is characterized by new materials that offer a three-dimensional, rich effect to the woven pattern.

[SEE MORE](#)

**Lara Obeidat**

[Lara@thegode.com](mailto:Lara@thegode.com)

**Yasemin Hayri**

[Yasemin@thegode.com](mailto:Yasemin@thegode.com)

**Tamara Khatib**

[Tamara@thegode.com](mailto:Tamara@thegode.com)

# THĒLIOS

LVMH Eyewear Excellence

## BULGARI SPRING/SUMMER 2025 EYEWEAR COLLECTION

A fusion of artistry and elegance, the BVLGARI Spring-Summer 2025 Eyewear Collection redefines luxury through ultra-precious craftsmanship and jewelry-inspired design. Exquisite hand-finished details meet contemporary silhouettes, seamlessly blending heritage and innovation.

Each piece echoes the opulence of BVLGARI’s high jewelry creations, transforming eyewear into a statement of timeless sophistication. From sculptural frames adorned with iconic motifs to modern shapes infused with radiant embellishments, the SS25 collection is a bold expression of refinement — where every glance is a vision of grandeur.

[SEE MORE](#)

**Michael Sy**  
[Michael@thegode.com](mailto:Michael@thegode.com)

**Tania Haidar**  
[Tania@thegode.com](mailto:Tania@thegode.com)



## VICTORIA’S SECRET INTRODUCES NEW BODY SHAPEWEAR COLLECTION

Victoria’s Secret unveils its latest innovation in everyday confidence with the launch of its new Body Shapewear collection — a seamless blend of sculpting technology and signature comfort. Designed to enhance natural curves while offering breathable, all-day support, the collection redefines modern shapewear with sleek silhouettes and ultra-soft, second-skin fabrics. Available in a range of inclusive shades and styles, the collection empowers wearers to feel confident, comfortable, and effortlessly chic — underneath it all. The Body Shapewear collection will be available in select Victoria’s Secret stores and online across the GCC.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@thegode.com](mailto:Gopika@thegode.com)

**Dhrishti Kateja**  
[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

**Gurneet Kaur**  
[Gurneet@thegode.com](mailto:Gurneet@thegode.com)



## ZARA EXPANDS PRESENCE WITH NEW STORE AT THE AVENUES, KUWAIT

Zara unveiled its latest store concept at The Avenues in Kuwait, bringing an elevated shopping experience that merges innovative design, digital integration, and customer convenience.

The new Zara store at The Avenues showcases a diverse range of collections, for Women, Men, Kids, an exclusive perfume section, and a specialized area for rotating special collections. The store also features a dedicated Shoes & Bags section, marking its debut in Kuwait. In a first for Zara in Kuwait, this store introduces a range of features designed to enhance convenience and sustainability. A dedicated checkout for returns streamlines the shopping process, while assisted checkout areas ensure quicker transactions. Reinforcing Zara’s commitment to sustainability, the store includes a cardboard collection station for recycling.

[SEE MORE](#)

**Lara Obeidat**  
[Lara@theqode.com](mailto:Lara@theqode.com)

**Zennah Sweeney**  
[Zennah@theqode.com](mailto:Zennah@theqode.com)

## ZIMMERMANN

### PRESENTING ZIMMERMANN FALL 2025 RTW COLLECTION, HYPNOTIC

Blending nostalgia with modern elegance, Zimmermann's Fall 25 collection, Hypnotic, draws inspiration from the spellbinding and enigmatic spirit captured by 1970s Australian Mystery movie, Picnic at Hanging Rock.

“Fall 25 draws inspiration from the Australian classic film Picnic at Hanging Rock which celebrates its 50th anniversary this year. We bring a modern spirit to our exploration of its themes and iconic imagery. Our collection, like the film, is guided by a mysterious spirit and the haunting, ethereal and romantic qualities of a dream within a dream. Rather than create a homage to the film’s costumes, we’ve taken some of the key storytelling elements, such as lace, dramatic silhouettes, the colours of Australian nature, Valentine’s letters, maps of Mt Macedon, the pinafores of the school uniforms and some of the tougher elements like riding wear and suiting. We’ve brought all these details together and have tried to handle them in a modern way.”- Nicky Zimmermann, Creative Director.

The collection follows the film’s journey from light, innocence and frivolity evolving into something darker and more mysterious, expressed through colour, silhouette and movement.

[SEE MORE](#)

**Gopika Madan**

[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Georgia Calafiore**

[Georgia@theqode.com](mailto:Georgia@theqode.com)

**Zennah Sweeney**

[Zennah@theqode.com](mailto:Zennah@theqode.com)



# WATCHES + JEWELRY



## BIL ARABI

Bil Arabi, established in 2006, is a dynamic brand renowned for crafting expressive jewelry that fuses introspective messages and deep meanings into striking designs. Rooted in calligraphy, each piece showcases exceptional craftsmanship and individualism, reimagining calligraphic shapes with ingenuity. Emerging from the Middle East, Bil Arabi has gained global acclaim for its creative, innovative, and luxurious jewellery creations. By blending calligraphic artistry and intricate design, the brand curates unforgettable experiences through its rings, earrings, bracelets, pendants, and cufflinks. These pieces, derived from the beauty of the alphabet's forms, offer a contemporary visual language that embodies self-expression and modern Arab identity. Bil Arabi captures the essence of the 21st-century Arab identity, embracing its uniqueness and inviting it to be seen, heard, and worn with pride.

[SEE MORE](#)

**Gopika Madan**

[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Shelly Mistry**

[Shelly@theqode.com](mailto:Shelly@theqode.com)

**Tania Haidar**

[Tania@theqode.com](mailto:Tania@theqode.com)



IWC SCHAFFHAUSEN WATCHES & WONDERS 2025 NOVELTIES

IWC Schaffhausen proudly unveils its latest timepieces at Watches & Wonders 2025 in Geneva, featuring the newest additions to the Ingenieur and Pilot’s collections. This year’s lineup includes the Ingenieur Automatic 35, 40, and 42, alongside the Ingenieur Perpetual Calendar—a perfect fusion of cutting-edge technology and classic design.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Nermin Al Zakhab**  
[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Nikila Zacharia**  
[Nikila@theqode.com](mailto:Nikila@theqode.com)

**Pakinam Saeed**  
[Pakinam@theqode.com](mailto:Pakinam@theqode.com)



## INTRODUCING THE 1931 POLO CLUB: THE 2025 YEARLY THEME REVEALED AT WATCHES AND WONDERS GENEVA FOR THE FIRST TIME

In 2025, Jaeger-LeCoultre pays homage to the polo origins of its iconic Reverso timepiece with the 1931 Polo Club. This yearly theme comes to life for the first time at Watches and Wonders Geneva 2025 with an immersive booth that reinterprets the grand stables of aristocratic houses, where polo was played on private fields when the Reverso was born.

With the 1931 Polo Club, Jaeger-LeCoultre celebrates the origins of an icon, tracing the Reverso’s genesis to its conception on a polo field in India in 1930 and its roots in the transformative decade preceding it. The 1920s – known as the Roaring Twenties, the Jazz Age, and les années folles – was a dazzling era of social and cultural change, technological progress, and economic growth. It saw the birth of the Art Deco design movement and the rise of sport as a fashionable leisure pursuit, epitomised by the charismatic ‘sporting gentleman’ and the game of polo.

[SEE MORE](#)

**Suhasini Rajpal**  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Shelly Mistry**  
[Shelly@theqode.com](mailto:Shelly@theqode.com)

**Tania Haidar**  
[Tania@theqode.com](mailto:Tania@theqode.com)

**Tej Mohapatra**  
[Tej@theqode.com](mailto:Tej@theqode.com)



## PARURE ATELIER

International jewelry company Parure Atelier was founded in 2015 in Saint Petersburg. Parure Atelier specializes in exclusive jewelry with colored gemstones and diamonds. Each piece of jewelry in Parure Atelier is distinguished by its virtuosic workmanship, exclusively handmade work and the highest quality of materials. The special pride in the Parure Atelier collection is a large selection of colored gemstones: emeralds, paraiba tourmalines, aquamarines and even the rarest certified stones. The brand combines the purchase of gemstones directly from suppliers from all over the world, as well as its own production and a personal approach to each client. Parure Atelier manufactures jewelry items in Bangkok.

[SEE MORE](#)

**Gopika Madan**

[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Shelly Mistry**

[Shelly@theqode.com](mailto:Shelly@theqode.com)

**Tej Mohapatra**

[Tej@theqode.com](mailto:Tej@theqode.com)

# SWAROVSKI

## SWAROVSKI PRESENTS ‘JOYFUL TECHNICOLOR’ COLLECTION FOR SPRING/SUMMER 2025

Inspired by its rich Austrian heritage and showcasing infinite savoir-faire, the Swarovski Spring/Summer 2025 jewelry collection is a celebration of vivid color.

Envisioned by Global Creative Director Giovanna Engelbert, the ‘Joyful Technicolor’ collection celebrates the full spectrum of color from pure white and sweet pastel to shades of vibrant candy. From a bold new colorway for the iconic Millenia family and the versatility of Chroma Twist to the extraordinary savoir-faire highlighted in its intricate Idyllia Flora creations, the Spring/Summer 2025 collection honors the House’s illustrious past while looking ahead to a brilliant future.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Lara Obeidat**  
[Lara@theqode.com](mailto:Lara@theqode.com)

**Tamara Khatib**  
[Tamara@theqode.com](mailto:Tamara@theqode.com)

**Yasemin Hayri**  
[Yasemin@theqode.com](mailto:Yasemin@theqode.com)

**Hoda Delawar**  
[Hoda@theqode.com](mailto:Hoda@theqode.com)

# BEAUTY

A black and white photograph of a cluttered pile of beauty products. The image shows various items such as glass jars, tubes, and boxes, some of which are open or damaged. A prominent box in the foreground features a close-up image of a woman's face. The word 'BEAUTY' is overlaid in large, white, sans-serif capital letters across the center of the image.

# ACQUA DI PARMA

## A FIRST-OF-ITS-KIND DEBUT FOR ACQUA DI PARMA - BUONGIORNO AN EAU DE PARFUM THAT EMBRACES THE THRILL OF NEW BEGINNINGS!

Introducing Buongiorno, a first-of-its-kind release for Acqua di Parma in an ode to the Italian Art of Living—filling everyday with the art of vibrant sophistication and finding beauty even in the smallest moments and rituals.

A manifesto of the spirit of Acqua di Parma where being Italian is about what you value, from life’s pleasures to the joy of the present moment. This much-anticipated Eau de Parfum captures the essence of sparkling new beginnings inspired by the arrival of spring in the Tuscan hills, evoking the morning dew and the feeling of the first rays of the sun on your skin. The first barefooted steps in the garden one April morning after the rain has just stopped with a delightfully chilly sensation that brings goosebumps. Green notes of the fragrance are reminiscent of an uplifting freshness of the morning right after a night of rain as the sun rises, warming the skin.

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@theqode.com](mailto:Dhrishti@theqode.com)

**Gurneet Kaur**  
[Gurneet@theqode.com](mailto:Gurneet@theqode.com)

**Jena Al Masri**  
[Jena@theqode.com](mailto:Jena@theqode.com)



INDULGE IN THE ULTIMATE SELF-CARE EXPERIENCE

Treat yourself to Bedashing’s luxurious beauty treatments, including the Bespresso Hands and Feet Treatment with a complimentary manicure and pedicure, the Tokio Inkarami Hair Treatment for restored strength and shine, a free blow-dry with any Kerastase, Balmain, or Alterna Hair Ritual Treatment, and the Anti-Frizz Treatment for long-lasting smoothness at AED 999 for any hair length.

[SEE MORE](#)

**Lara Obeidat**  
[Lara@theqode.com](mailto:Lara@theqode.com)

**Nermin Al Zakhab**  
[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Pakinam Saeed**  
[Pakinam@theqode.com](mailto:Pakinam@theqode.com)



TIPS AND TOES UNVEILS GLAM RUSH: 10 SERVICES IN JUST 90 MINUTES!

Experience 10 premium beauty treatments in just 90 minutes with Tips and Toes' new GLAM RUSH service. Whether you’re preparing for a special occasion or simply need to refresh after a busy week, GLAM RUSH offers the perfect combination of speed, luxury, and results.

[SEE MORE](#)

Lara Obeidat  
[Lara@theqode.com](mailto:Lara@theqode.com)

Nermin Al Zakhab  
[Nermin@theqode.com](mailto:Nermin@theqode.com)

Pakinam Saeed  
[Pakinam@theqode.com](mailto:Pakinam@theqode.com)

[comfort zone]  
EIDEAL

COMFORT ZONE’S CONSCIOUS GARDENS

A SKINCARE JOURNEY OF TRANQUILITY AND REJUVENATION

Step into a sanctuary of self-care with the Comfort Zone’s Conscious Garden gift boxes, luxurious sets designed to tone, firm, and enhance your skin's appearance. Inspired by a serene garden oasis, they promote both outer beauty and inner well-being. This curated collection features a mix of Comfort Zone products, both vegan and enriched with naturally derived ingredients for a nourishing touch. Presented in a beautifully hand-designed, reusable box made from 100% recycled FSC paper, it's a mindful gift for those who value sustainability and wellness.

[SEE MORE](#)

  
EIDEAL

OI SOUFFLÉ BY DAVINES

A GAME CHANGER FOR FINE MEDIUM HAIR!

**EIDEAL**, a leader in professional hair tools and solutions, is excited to unveil the latest innovation from **Davines**: OI Soufflé. This new addition to the award-winning OI line is specifically designed to provide fine and medium hair with weightless body, enhanced shine, and silkiness.

Renowned for its iconic fragrance and luxurious textures, the OI line continues to impress with OI Soufflé’s innovative liquid-to-foam formula. This unique product not only boosts shine and softness but also protects hair from heat up to 230°C, making it an essential styling companion.

[SEE MORE](#)

Suhasini Rajpal  
[Suhasini@thegode.com](mailto:Suhasini@thegode.com)

Dhrishti Kateja  
[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

Gurneet Kaur  
[Gurneet@thegode.com](mailto:Gurneet@thegode.com)

OLAPLEX®  
EIDEAL

OLAPLEX UNVEILS N°.5 LEAVE-IN CONDITIONER

A BREAKTHROUGH IN HYDRATION, REPAIR, AND HAIR HEALTH!

**OLAPLEX**, the globally renowned leader in bond-building haircare, introduces its latest innovation: the N°.5 Leave-In Moisturize & Mend Conditioner. Engineered to provide instant hydration, repair, and long-lasting protection, this advanced formula works from within to strengthen, smooth, and transform hair after just one use. Now available through EIDEAL, the official distributor of OLAPLEX in the region, this next-generation conditioner brings professional-grade haircare directly to consumers across the UAE.

Infused with OLAPLEX Bond Building Technology™ and a High-Adhesion Sealing Complex, the N°.5 Leave-In Conditioner delivers multi-level repair—from the cortex to the cuticle—sealing split ends and enhancing overall hair health. Its lightweight yet deeply nourishing formula softens, detangles, and strengthens, making it a must-have in any hair care routine.

[SEE MORE](#)

Suhasini Rajpal  
[Suhasini@thegode.com](mailto:Suhasini@thegode.com)

Dhrishti Kateja  
[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

Gurneet Kaur  
[Gurneet@thegode.com](mailto:Gurneet@thegode.com)

Jena Masri  
[Jena@thegode.com](mailto:Jena@thegode.com)



## 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.

[SEE MORE](#)

**Suhasini Rajpal**

[Suhasini@thegode.com](mailto:Suhasini@thegode.com)

**Dhrishti Kateja**

[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

**Jena Masri**

[Jena@thegode.com](mailto:Jena@thegode.com)



RITUALS INTRODUCES THE ALCHEMY COLLECTION

Luxury beauty & wellbeing brand Rituals Cosmetics launches its limited-edition **The Alchemy Collection**. Inspired by the ancient practice of alchemy, which unravels the synergy between the earth, the stars, and the natural elements, Rituals brings a collection of luxurious self-care products infused with amber and myrrh—perfect for moments of relaxation.

The Alchemy Collection offers the perfect opportunity to indulge in self-care rituals that nourish both body and soul. Featuring an opulent blend of myrrh and amber, the collection invites moments of self-reflection and rejuvenation. The captivating fragrance and textures promise a unique sensory experience, paired with sustainable packaging crafted from recyclable glass and aluminium.

[SEE MORE](#)

FOR MORE INFORMATION:

Gopika Madan  
[Gopika@thegode.com](mailto:Gopika@thegode.com)

UAE TEAM  
Shelly Mistry  
[Shelly@thegode.com](mailto:Shelly@thegode.com)

KSA TEAM  
Wissal Dandachi  
[Wissal@thegode.com](mailto:Wissal@thegode.com)

Sarah El-Sheikh  
[Sarah@thegode.com](mailto:Sarah@thegode.com)

# HOSPITALITY





1920: REDEFINING DUBAI’S NIGHTLIFE WITH LIVE PERFORMANCES  
& VINYL DJ SETS

Rising above the city on the 52nd floor of ICD Brookfield Place, 1920 has swiftly established itself as a sanctuary of sophisticated revelry, offering a one-of-a-kind nightlife experience where live performances, vinyl DJ sets, signature cocktails, and an elevated food menu come together in an Art Deco-inspired setting. More than just a bar, 1920 is an immersive journey through time, bringing the exuberance and glamour of the 1920s to life — where music, mixology, gastronomy, and design converge to create unforgettable evenings.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Georgia Calafiore**  
[Georgia@theqode.com](mailto:Georgia@theqode.com)

**Farah Idriss**  
[Farah@theqode.com](mailto:Farah@theqode.com)



EXPERIENCE COSTA NAVARINO: GREECE’S WELL-KEPT SECRET  
SUSTAINABLE DESTINATION JUST HOURS FROM ATHENS

Costa Navarino, Greece’s premier sustainable destination, is set to open its 2025 season this April with an array of new and enhanced experiences across its four world-class resorts, private villas, signature golf courses, and more than 40 dining venues. With multiple direct flights from Dubai, Abu Dhabi, Riyadh, Jeddah, Bahrain and Doha to Athens, Costa Navarino provides an effortless escape for discerning travelers looking for a new Mediterranean experience.

[SEE MORE](#)

**Suhasini Rajpal**  
[Suhasini@thegode.com](mailto:Suhasini@thegode.com)

**Tamara Khatib**  
[Tamara@thegode.com](mailto:Tamara@thegode.com)

**Yasemin Hayri**  
[Yasemin@thegode.com](mailto:Yasemin@thegode.com)



## DRAGONFLY INTRODUCES A REIMAGINED EXPERIENCE WITH METAMORPHOSIS BRUNCH

Inspired by the dragonfly’s symbolism of transformation, Dragonfly by Bulldozer Group introduces **Metamorphosis Brunch**, an elegant fusion of fine dining and dynamic entertainment. Hosted every Saturday at The Lana Promenade by Dorchester Collection, this experience is designed to evolve with each moment.

In collaboration with **Chef Reif Othman**, the **four-course menu** presents bold flavors with a contemporary twist. Indulge in Beef Tartare with plantain crisps and furikake, **Black Cod Donburi** with miso butter, **Rock Shrimp Tempura**, **Salmon Tataki**, and **Mushroom Croquettes** with truffle. End on a high note with **Salted Caramel Gelato**, honeycomb, matcha mochi, and red bean sauce.

Complement your dining experience with free-flowing beverages, including Asian-inspired cocktails, premium spirits, and fine wines. Whether you opt for a refreshing **Wasabi Gin**, a delicate **Sakura Spritz**, or a classic **Espresso Martini**, each drink is perfectly crafted to enhance your experience.

Metamorphosis Brunch brings your weekend to life, offering the perfect setting to reconnect with friends and indulge in an experience that evolves with every moment. Set against the stunning Dubai skyline, it offers a vibrant yet refined ambiance, brought to life every Saturday by stellar performances. Dragonfly’s **resident DJ** and **signature animation dancers** set the rhythm, creating an atmosphere that transforms as the afternoon unfolds.

[SEE MORE](#)

**Shelly Mistry**  
[Shelly@thegode.com](mailto:Shelly@thegode.com)

**Tania Haidar**  
[Tania@thegode.com](mailto:Tania@thegode.com)

**Tej Mohapatra**  
[Tej@thegode.com](mailto:Tej@thegode.com)

# 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.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@thegode.com](mailto:Gopika@thegode.com)

**Georgia Calafiore**  
[Georgia@thegode.com](mailto:Georgia@thegode.com)

**Farah Idriss**  
[Farah@thegode.com](mailto:Farah@thegode.com)



## IL GATTOPARDO’S BUSINESS LUNCH OFFERS ICONIC VIEWS AT ICD BROOKFIELD PLACE

Il Gattopardo, the iconic Italian dining destination located on the 51st floor of ICD Brookfield Place, offers its tailored Business Lunch, capturing the spirit of La Dolce Vita, served weekdays from 12PM to 3PM. From Mayfair, London, to the sky-high views of DIFC, Dubai, Il Gattopardo’s new Business Lunch offers a curated three-course experience. The menu features one course each from Antipasti, Secondi and Pasticceria, bringing timeless Italian flavors to life whilst guests enjoy uninterrupted views of the iconic Burj Khalifa and Dubai’s glittering skyline.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@theqode.com](mailto:Gopika@theqode.com)

**Georgia Calafiore**  
[Georgia@theqode.com](mailto:Georgia@theqode.com)

**Farah Idriss**  
[Farah@theqode.com](mailto:Farah@theqode.com)



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.

[SEE MORE](#)

Gopika Madan  
[Gopika@theqode.com](mailto:Gopika@theqode.com)

Yasemin Hayri  
[Yasemin@theqode.com](mailto:Yasemin@theqode.com)



**Easter at Ristorante Loren**  
*Celebrate with Loren’s special Easter menu!*

Nestled within the exquisite ambiance of Palm Jumeirah’s West Beach Club, Ristorante Loren extends a gracious invitation to partake in an exclusive sharing menu meticulously tailored for a delightful Easter celebration. Honored with an esteemed recognition for best traditional pasta by the Italian Business Council and an inclusion in the esteemed Gault & Millau Guide, Ristorante Loren welcomes guests to commemorate Easter in grandeur.

Set against the breathtaking backdrop of the Dubai Marina skyline, Ristorante Loren provides an idyllic setting for this celebration. Enlivened by an array of tantalizing Italian delicacies expertly crafted for this Easter, the Menu di Pasqua promises to not disappoint.

**Easter Brunch**  
**Date:** Sunday, April 20th  
**Timing:** 1:00 PM to 4:00 PM  
**Pricing:** AED 490 Per person excluding drinks  
**Description:** Easter sharing menu – known as "Menú di Pasqua” will include sharing choices of antipasti, secondi, and dolci (dessert). A minimum of 2 guests are required to make a reservation.

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@theqode.com](mailto:Dhrishti@theqode.com)

**Gurneet Kaur**  
[Gurneet@theqode.com](mailto:Gurneet@theqode.com)

**Jena Masri**  
[Jena@theqode.com](mailto:Jena@theqode.com)



## 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.

[SEE MORE](#)



## 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.

[SEE MORE](#)

**Gopika Madan**

[Gopika@thegode.com](mailto:Gopika@thegode.com)

**Georgia Calafiore**

[Georgia@thegode.com](mailto:Georgia@thegode.com)

**Zennah Sweeney**

[Zennah@thegode.com](mailto:Zennah@thegode.com)

**Gopika Madan**

[Gopika@thegode.com](mailto:Gopika@thegode.com)

**Yasemin Hayri**

[Yasemin@thegode.com](mailto:Yasemin@thegode.com)



## NORWEGIAN CRUISE LINE® TAKES DELIVERY OF NORWEGIAN AQUA FROM FINCANTIERI AND CELEBRATES NEXT CONSTRUCTION MILESTONE FOR NORWEGIAN LUNA

Cruise Line Welcomes the All-New Norwegian Aqua to the Fleet, Unveiling Groundbreaking Innovations and Industry Leading Guest Experiences for the Whole Family, Including the Aqua Slidecoaster, the Aqua Game Zone and the Glow Court, the Multi-Purpose Entertainment Complex

[SEE MORE](#)

**Suhasini Rajpal**

[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Nermin Al Zakhab**

[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Nikila Zachariah**

[Nikila@theqode.com](mailto:Nikila@theqode.com)



## RADISSON COLLECTION BRINGS EXCEPTIONAL HOSPITALITY TO SRI LANKA’S PURE SHORES

Radisson Collection has introduced its unique style of exceptional hospitality to Sri Lanka with the launch of a luxurious new lifestyle beachfront resort in the historic city of Galle, just steps from the soft sandy beach, overlooking the glistening Indian Ocean.

[SEE MORE](#)

**Suhasini Rajpal**

[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Nermin Al Zakhab**

[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Nikila Zachariah**

[Nikila@theqode.com](mailto:Nikila@theqode.com)

**Pakinam Saeed**

[Pakinam@theqode.com](mailto:Pakinam@theqode.com)



## SĀN Beach Returns with Soūlful Morning Retreats and All-Day Escapes

SĀN Beach, the serene soul sanctuary and culinary gem at The Club, Palm West Beach, is delighted to renew its holistic retreat experience for the spring beach season. A true celebration of balance, beauty, and serenity inspired by the indigenous communities of Africa, SĀN Beach continues to be the ultimate escape in the heart of Dubai.

This April, guests are invited to reconnect with themselves through tranquil beachfront classes held every Tuesday and Thursday morning from 8 am to 9 am— a grounding Pilates session led by returning instructor Renae on Tuesdays and energising full-body training sessions now hosted by new UK-based personal trainer Annabel every Thursday. Each class, priced at AED 150, offers a mindful start to the day, paired with SĀN’s breathtaking ocean views.

Guests are encouraged to stay and unwind with SĀN Beach’s wholesome breakfast offerings, starting from AED 150. From freshly baked croissants and tropical fruit platters to nutrient-rich granola and smoothies, the post-class menu is a delicious celebration of nourishment and wellness.

The retreat program is designed to be more than just a morning ritual — it's an invitation to spend the perfect beach day at SĀN. Attendees can enjoy exclusive reduced bed rates on class days, creating the perfect opportunity to soak up the sun.

While mornings focus on movement and mindfulness, the rhythm continues into the weekend. SĀN Beach now features a curated entertainment schedule every Friday and Saturday from 1 PM to 5 PM, adding a dynamic yet laid-back energy to the beachfront experience — no brunches, no overplanning, just effortless vibes.

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@theqode.com](mailto:Dhrishti@theqode.com)

**Gurneet Kaur**  
[Gurneet@theqode.com](mailto:Gurneet@theqode.com)

SIRO

## SIRO ANNOUNCE PARTNERSHIP WITH SANCTUM

SIRO One Za'abeel is partnering with Sanctum to bring its transformative movement experience to Dubai. Guests will be able to book regular Sanctum classes at SIRO, immersing themselves in a unique blend of kundalini yoga, martial arts, breathwork, and primal movement set to an electrifying soundscape. Designed to push physical, mental, and spiritual boundaries, Sanctum guides participants to unlock new potential, embrace uninhibited movement, and reach higher states of being.

**Shelly Mistry**

[Shelly@thegode.com](mailto:Shelly@thegode.com)

**Georgia Calafiore**

[Georgia@thegode.com](mailto:Georgia@thegode.com)

**Zennah Sweeney**

[Zennah@thegode.com](mailto:Zennah@thegode.com)



## Brunch, Bites & Bubbles at Sushiyaki

*Alfresco Vibes, Elevated Eats & Drinks*

Nestled in the heart of Souk Madinat Jumeirah, Sushiyaki is Dubai’s go-to destination for Japanese-Peruvian fusion in a vibrant, elegant setting. From weekend brunches to weekday hangouts, the restaurant delivers unforgettable culinary experiences, combining authentic flavors with urban charm.

### Saturday’s Just Got Better with the Matsuriyaki Brunch

Kickstart your weekend with Sushiyaki’s brunch offering, the **Matsuriyaki Brunch**, every Saturday from 12 PM to 4 PM.

- AED 299 for non-alcoholic
- AED 399 with house beverages
- AED 449 for the sparkling package

### Sushiyaki’s Signature Sharing Platters

Whether you're catching up with friends or planning a laid-back lunch, Sushiyaki’s **sharing platters** are perfect for every occasion. Available daily, all day, these expertly curated combos feature everything from sashimi to yakitori.

- Combo Yakirolls (AED 360) – Signature Maki Rolls
- Combo Moriawase (AED 490) – Signature Makis, Sashimi & Nigiri
- Lunch Moriawase (AED 250) – Makis & Nigiri (12–5PM)
- Lunch Yakitori (AED 240) – Grilled Yakitori Favourites (12–5PM)

### Sip, Savor & Celebrate: Welcome to Nomikai Hour

Inspired by the Japanese tradition of post-work social gatherings, **Nomikai Hour** is your new go-to for AED 25 premium drinks, all day, every day—including weekends! Indulge in:

- A curated selection of grapes
- Chilled hops
- A signature handcrafted cocktail

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@thegode.com](mailto:Dhrishti@thegode.com)

**Jena Al Masri**  
[Jena@thegode.com](mailto:Jena@thegode.com)



THE CULLINAN: A DESTINATION OF DISTINCTION

A MODERN STEAKHOUSE WHERE EXCELLENCE, HERITAGE, AND ARTISTRY CONVERGE

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. Opening its doors in early March 2025, The Cullinan is a fine dining steakhouse that redefines modern luxury.

[SEE MORE](#)

**Dhrishti Kateja**  
[Dhrishti@theqode.com](mailto:Dhrishti@theqode.com)

**Nikila Zachariah**  
[Nikila@theqode.com](mailto:Nikila@theqode.com)

**Pakinam Saeed**  
[Pakinam@theqode.com](mailto:Pakinam@theqode.com)

the lighthouse

THE LIGHTHOUSE RESTAURANT & BAR AT DUBAI HILLS INTRODUCES  
A NEW SATURDAY BRUNCH

The Lighthouse Restaurant & Bar at Dubai Hills introduces a new Saturday brunch on 12 April 2025! Designed for those who love great food, a vibrant atmosphere, and expertly crafted drinks, this new brunch experience brings bold Mediterranean flavors to the heart of Dubai Hills.

Saturday Brunch at The Lighthouse, Dubai Hills  
When: Every Saturday, 12:30 PM – 4:00 PM (Starting from 12 April 2025)  
Where: The Lighthouse Restaurant & Bar, Dubai Hills Business Park 2

- Packages:
- Soft Drinks – AED 260
  - Prosecco – AED 390
  - Champagne – AED 490

[SEE MORE](#)

**Georgia Calafiore**  
[Georgia@thegode.com](mailto:Georgia@thegode.com)

**Zennah Sweeney**  
[Zennah@thegode.com](mailto:Zennah@thegode.com)



A STYLISH ESCAPE AT ATLANTIS, THE PALM: DISCOVER WHITE BEACH

Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai’s most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour courtesy of a glittering infinity pool, complete with floating beds and uninterrupted views of the Palm Island and city skyline.

[SEE MORE](#)

**Gopika Madan**  
[Gopika@thegode.com](mailto:Gopika@thegode.com)

**Georgia Calafiore**  
[Georgia@thegode.com](mailto:Georgia@thegode.com)

**Zennah Sweeney**  
[Zennah@thegode.com](mailto:Zennah@thegode.com)



# LIFESTYLE

# PLUME

Studio

## PLUME STUDIO

Plume Studio, an all-new sanctuary of movement and transformation, is set to redefine luxury fitness in Dubai. it is a dedicated women-only fitness and wellness space designed to empower and inspire. Plume Studio offers a diverse range of classes, including Reformer and Mat Pilates, Yoga, Aerial Yoga, Barre, TRX, and EMS, catering to every stage of your fitness journey.

The story of Plume began with a young mother transitioning from the timeless streets of Paris to the vibrant heart of Dubai. She envisioned a space where women could find solace, strength, and sisterhood—blending Parisian artistry with Dubai’s modern grandeur.

[SEE MORE](#)

**Louise Thomas**  
[Louise@thegode.com](mailto:Louise@thegode.com)

**Tania Haidar**  
[Tania@thegode.com](mailto:Tania@thegode.com)

**Tej Mohapatra**  
[Tej@thegode.com](mailto:Tej@thegode.com)

# AUTOMOTIVE



## GENESIS UNVEILS FIRST-EVER REDESIGN OF GV60 IN THE MEA REGION

Genesis unveils the redesigned GV60 in the MEA region, giving a new look to the brand’s dedicated electric vehicle (EV) model.

It’s the first time that the GV60 has undergone a redesign since it made its launch in the Middle East & Africa region. The enhanced GV60 boasts a robust and modern exterior based on the brand’s “Athletic Elegance” design philosophy, while the interior comes with high-tech touches embraced by Genesis’ signature “Beauty of White Space” concept.

[SEE MORE](#)

## GENESIS PARTNERS WITH ART WEEK RIYADH 2025 AS OFFICIAL AUTOMOTIVE SPONSOR

Genesis will sponsor Art Week Riyadh 2025 (April 6–13), showcasing the exclusive Green Falcon Edition of the GV80 Coupe in a serene, art-inspired display. The brand will provide 65 vehicles to transport VIPs and artists across event venues. The partnership reflects Genesis’ commitment to blending luxury, innovation, and Saudi culture, supporting the Kingdom’s growing contemporary art scene.

### FOR MORE INFORMATION:

#### UAE TEAM

**Suhasini Rajpal**  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Lara Obeidat**  
[Lara@theqode.com](mailto:Lara@theqode.com)

**Nermin Al Zakhab**  
[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Yasemin Hayri**  
[Yasemin@theqode.com](mailto:Yasemin@theqode.com)

#### KSA TEAM

**Suhasini Rajpal**  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Wissal Dandachi**  
[Wissal@theqode.com](mailto:Wissal@theqode.com)

**Rana Salem**  
[Rana@theqode.com](mailto:Rana@theqode.com)





## RAK PROPERTIES AND ELLINGTON PROPERTIES PARTNER WITH NANTONG CONSTRUCTION GROUP FOR AED 310 MILLION PORTO PLAYA DEVELOPMENT ON HAYAT ISLAND

Ellington Properties, Dubai's award-winning design-led developer, and RAK Properties, Ras Al Khaimah's leading publicly listed property developer, have announced the appointment of Nantong Construction Group Co. Ltd. as the main contractor for Porto Playa.

[SEE MORE](#)

**Lara Obeidat**

[Lara@theqode.com](mailto:Lara@theqode.com)

**Nermin Al Zakhab**

[Nermin@theqode.com](mailto:Nermin@theqode.com)

**Nikila Zachariah**

[Nikila@theqode.com](mailto:Nikila@theqode.com)

THE QODE

KSA

---



## ATTACHÉ UNVEILS ITS LATEST NIGHTTIME DESTINATION

attaché, the Diplomatic Quarter’s refined dining destination, is excited to unveil attaché lounge, an intimate new setting perfect for late-night gatherings and dinner indulgence. attaché lounge invites guests to unwind and enjoy tranquil evenings with friends, all within an impeccably designed outdoor space.

More than just a nighttime retreat, attaché lounge is an immersive experience, where idyllic architecture and lush surroundings are thoughtfully crafted to elevate every visit. Whether you’re seeking a quiet moment or enjoying the company of friends, the space encourages a slow yet opulent ambiance to enjoy each moment fully.

From its beginnings as an equestrian club to its present status as a premier dining and cultural destination, attaché continues to redefine hospitality in Riyadh, offering a truly unforgettable escape with every visit.

[SEE MORE](#)

**Mazen Haykal**  
[Mazen@theqode.com](mailto:Mazen@theqode.com)

**Taleen Istanbuli**  
[Taleen@theqode.com](mailto:Taleen@theqode.com)



BAB SAMHAN, A LUXURY COLLECTION HOTEL, IS NOW OPEN IN DIRIYAH

Bab Samhan, a Luxury Collection Hotel, Diriyah, is the first luxury hotel to open in Diriyah, the birthplace of the Kingdom of Saudi Arabia.

Nestled in the heart of this UNESCO-listed historic district, the hotel seamlessly blends Najdi architecture with modern sophistication, offering guests an immersive cultural experience. Featuring 134 elegantly designed guest rooms, including 23 suites, Bab Samhan reflects the timeless heritage of the region with intricate details and locally inspired art. Guests can savor authentic Saudi, Mediterranean and International cuisine at three signature restaurants Jareed, Taleed by Chef Michael Mina, and Medheef or unwind at The Sidra Spa with rejuvenated wellness treatments. The hotel boasts an exclusive fitness center, five event spaces, and a grand ballroom accommodating up to 250 guests. As part of The Luxury Collection, Bab Samhan is dedicated to preserving the rich traditions of Diriyah through curated experiences such as guided tours, storytelling sessions, and culinary journeys, offering global explorers a gateway to Saudi Arabia’s storied heritage.

For more information, please visit: [WWW.MARRIOTT.COM/RUHLC](http://WWW.MARRIOTT.COM/RUHLC)

[SEE MORE](#)

Suhasini Rajpal  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

Mazen Haykal  
[Mazen@theqode.com](mailto:Mazen@theqode.com)



## CHOTTO MATTE CELEBRATES EID WITH A SPECIAL LUNCH OFFER & LIVE ENTERTAINMENT!

Guests can enjoy a special Lunch Offer at Chotto Matte, the renowned Japanese-Peruvian restaurant in KAFD, starting from the first day of Eid, along with electrifying live entertainment for a festive celebration.

For 155 SAR, guests can indulge in a set menu available daily from 12 PM to 4 PM, featuring signature dishes like Spicy Tuna Hako Roll, Sea Bass Ceviche, and Black Angus Fillet, with Warm Cinnamon Churros for dessert.

From April 1st to 7th, guests can experience live DJ sets each night, with a guitarist enhancing the vibe from April 3rd to 7th. They can immerse themselves in bold Nikkei flavours and innovative cocktails in a dynamic atmosphere.

Join Chotto Matte for an unforgettable Eid celebration!

[SEE MORE](#)

**Wissal Dandachi**  
[Wissal@thegode.com](mailto:Wissal@thegode.com)

**Sarah El-Sheikh**  
[Sarah@thegode.com](mailto:Sarah@thegode.com)

THE QODE UPDATE

KSA

FASHION

FOR MORE  
INFORMATION:

HARVEY  
NICHOLS

## STAY TUNED AS HARVEY NICHOLS RIYADH UNVEILS ITS SPRING/SUMMER COLLECTION

Get ready to step into the new season with style. Harvey Nichols Riyadh's Spring/Summer collection is coming soon—bringing fresh trends, bold statements, and timeless elegance. Stay tuned.

**Shaheena Usman**

[Shaheena@theqode.com](mailto:Shaheena@theqode.com)

**Mazen Haykal**

[Mazen@theqode.com](mailto:Mazen@theqode.com)

**Nadine Al Afifi**

[Nadine@theqode.com](mailto:Nadine@theqode.com)

**Taleen Istanbuli**

[Taleen@theqode.com](mailto:Taleen@theqode.com)



## DISCOVER MANSARD RIYADH FOR AN UNFORGETTABLE EID EXPERIENCE

This Eid, guests can elevate their celebrations with a luxurious stay at Mansard Riyadh, a Radisson Collection Hotel, where timeless elegance meets world-class hospitality. Designed for those who appreciate refined experiences, Mansard offers sophisticated accommodations, exceptional dining, and premium facilities, making it the perfect destination for a memorable holiday.

For ultimate relaxation, guests can unwind at Mansard Spa by L'occitane indulging in rejuvenating treatments inspired by the natural beauty of Provence. Food lovers can savor a delightful breakfast or brunch at Sadelle's, known for its signature bagels and classic New York flavors, and end the day with an elegant dinner at Carbone, where Italian-American culinary excellence takes center stage.

Whether seeking a peaceful retreat or a vibrant dining experience, Mansard Riyadh provides the ideal setting for an extraordinary Eid celebration.

[SEE MORE](#)

**Suhasini Rajpal**  
[Suhasini@thegode.com](mailto:Sahasini@thegode.com)

**Wissal Dandachi**  
[Wissal@thegode.com](mailto:Wissal@thegode.com)

**Sarah El-Sheikh**  
[Sarah@thegode.com](mailto:Sarah@thegode.com)



## RITZ-CARLTON RESERVE: A PRIVATE ISLAND OASIS IN THE RED SEA, SAUDI ARABIA

Nujuma, a Ritz-Carlton Reserve, is a luxurious retreat nestled on Ummahat Island, marking the brand's debut in the Middle East. Surrounded by the pristine waters of the Red Sea and the captivating Blue Hole archipelago, this exclusive private island sanctuary offers a harmonious blend of natural beauty and refined elegance. Here, vibrant coral reefs thrive beneath crystal-clear waters, while the night sky dazzles with a celestial display.

Inspired by the Arabic word for "stars," Nujuma invites guests to embark on a rare journey to one of the world's most secluded and serene destinations. More than just a getaway, it's an immersive experience in the region's rich culture and traditions, set against a backdrop of unspoiled natural splendor.

As part of Marriott Bonvoy's distinguished Ritz-Carlton Reserve portfolio, Nujuma offers a unique escape for discerning travelers. For more details or reservations, visit [\[www.ritzcarlton.com\]](http://www.ritzcarlton.com)(<http://www.ritzcarlton.com>). Starting rates begin at \$2,190 (SAR 8,211) per night.

[SEE MORE](#)

**Suhasini Rajpal**

[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Mazen Haykal**

[Mazen@theqode.com](mailto:Mazen@theqode.com)

**Doaa Zahid**

[Doaa@theqode.com](mailto:Doaa@theqode.com)

**Taleen Istanbuli**

[Taleen@theqode.com](mailto:Taleen@theqode.com)



## THE ST. REGIS RED SEA RESORT OFFERS A SANCTUARY FOR THE EXTRAORDINARY AT THE ST. REGIS SPA

The St. Regis Red Sea Resort, the first private island to open in The Red Sea, offers guests an elegant spa that celebrates all that is natural and sensorial. The spa features eight treatment rooms with gazebos and outdoor baths, private treatment cabins, and ladies and gentlemen grooming salons, providing a journey of extraordinary indulgence and sophistication.

The design of the spa pays homage to the natural beauty of Ummahat Island, featuring open windows, outdoor cabins, and pavilions, intended to bring the peace of the outside in. The culture of Saudi Arabia is highlighted with a celebration of the smells, tastes and sounds of the Kingdom. The scent of Oud, a touch of Arabian music and locally sourced honey and dates celebrate the authenticity of Saudi culture. The heritage of the iconic St. Regis brand is honoured with the bespoke and discrete nature of the treatments, a notion that remains central to the tradition of glamorous sophistication that St. Regis is known for.

[SEE MORE](#)

**Suhasini Rajpal**  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Mazen Haykal**  
[Mazen@theqode.com](mailto:Mazen@theqode.com)

**Nadine Al Afifi**  
[Nadine@theqode.com](mailto:Nadine@theqode.com)



## WHERE ELEGANCE MEETS HERITAGE: THE ST. REGIS RIYADH

A beacon of timeless sophistication in the heart of the Kingdom, The St. Regis Riyadh redefines luxury with its impeccable service, refined design, and rich cultural resonance. From personalized St. Regis Butler Service to opulent interiors inspired by Saudi heritage, every detail is thoughtfully curated to offer an unmatched experience of grandeur and grace. This is where tradition and modern elegance intertwine, setting a new standard for luxury in Riyadh.

[SEE MORE](#)

**Suhasini Rajpal**  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

**Mazen Haykal**  
[Mazen@theqode.com](mailto:Mazen@theqode.com)

**Taleen Istanbuli**  
[Taleen@theqode.com](mailto:Taleen@theqode.com)



SUSHISAMBA RIYADH IS SET TO LAUNCH THE SAKKURA CELEBRATION

SUSHISAMBA Riyadh is set to unveil its Sakkura Celebration,an enchanting tribute to the season of renewal. Expect exquisite flavors, immersive moments, and a celebration like no other. Coming soon.

Located in the heart of Riyadh’s King Abdullah Financial District, SUSHISAMBA Riyadh offers a vibrant dining experience bringing together Japanese, Brazilian, and Peruvian flavors. The spacious restaurant features a main dining room, a private dining room on the mezzanine level, and the SAMBA Room - a glass enclosure with stunning views of the Wadi. To enhance the experience, the open kitchen, two sushi bars, live robata grill, and mocktail bar all create an unmatched, interactive, and vibrant atmosphere.

[SEE MORE](#)

Suhasini Rajpal  
[Suhasini@theqode.com](mailto:Suhasini@theqode.com)

Mazen Haykal  
[Mazen@theqode.com](mailto:Mazen@theqode.com)

Nadine Al Afifi  
[Nadine@theqode.com](mailto:Nadine@theqode.com)

Taleen Istanbuli  
[Taleen@theqode.com](mailto:Taleen@theqode.com)



## MICHELIN-STARRED CHEF MICHAEL MINA DEBUTS IN SAUDI ARABIA WITH THE LAUNCH OF TALEED AT BAB SAMHAN, A LUXURY COLLECTION HOTEL IN DIRIYAH

Acclaimed Michelin-starred chef and restaurateur Michael Mina makes his long-anticipated debut in Saudi Arabia with the opening of Taleed by Michael Mina, a premier fine-dining destination in the heart of Bab Samhan, a Luxury Collection Hotel in Diriyah. The first luxury hotel to open in Diriyah, Taleed presents a groundbreaking culinary concept that harmonizes the rich, aromatic flavors of Hijazi cuisine with the vibrant sophistication of Mediterranean gastronomy, redefining contemporary fine dining in the Kingdom.

Inspired by the depth of Saudi culinary heritage, Taleed showcases a meticulously curated menu that weaves together locally sourced ingredients with global techniques. Signature dishes include Jeddah Red Sea Lobster Salad, featuring golden mango and saffron labneh, Hijazi Fish Fry accompanied with hassawi rice sayadeya, and Michael Mina's Crispy Falafel topped with big eye tuna, a modern interpretation of a Middle Eastern favorite.

Elevating the experience, Taleed's beverage menu presents a sophisticated selection of handcrafted mocktails, such as the Passionisté—a refreshing blend of Lyre's Italian spritz, passion fruit, and ginger beer and the Cocorito, combining fresh basil and coconut water with a hint of lime. The curated non-alcoholic wine and beer collection further complements the menu's rich and bold flavors.

To complete the journey, guests can indulge in decadent desserts such as Passion Fruit Labneh Cheesecake with basbousa crumble, Brown Sugar Banana Bites with knafeh crunch, and a reimagined Dark Chocolate Cake Parfait infused with Arabic coffee caramel.

Experience the culinary masterpiece of Taleed by Michael Mina. Reserve your table now and embark on an unforgettable journey of flavors in the heart of Diriyah.

[SEE MORE](#)**Suhasini Rajpal**[Suhasini@theqode.com](mailto:Suhasini@theqode.com)**Mazen Haykal**[Mazen@theqode.com](mailto:Mazen@theqode.com)**Doaa Zahid**[Doaa@theqode.com](mailto:Doaa@theqode.com)



## KAYANEE POP-UP STORE NOW OPEN IN RIYADH PARK

Kayanee, the Kingdom's first-of-its-kind collective experience for women's wellness, proudly announces the opening of its first pop-up store at Riyadh Park near gate 2. This location gives mall visitors the opportunity to explore a selection of women's apparel featuring the best activewear designs tailored for all occasions, personal care products to help women restore and glow, as well as bespoke health plans and vital supplements to unlock women's optimal well-being and enhance both body and mind.

Join the movement by downloading the Kayanee app or click here to visit the website for more information and seamless online shopping. Follow us on @kayaneeofficial to move, and be moved.

**Suhasini Rajpal**

[Suhasini@thegode.com](mailto:Suhasini@thegode.com)

**Mazen Haykal**

[Mazen@thegode.com](mailto:Mazen@thegode.com)

**Nadine Al Afifi**

[Nadine@thegode.com](mailto:Nadine@thegode.com)

**Taleen Istanbuli**

[Taleen@thegode.com](mailto:Taleen@thegode.com)



## RADISSON HOTEL GROUP SIGNS AGREEMENT WITH KNOWLEDGE ECONOMIC CITY FOR TWO NEW PARK INN BY RADISSON HOTELS AND SERVICED APARTMENTS IN MADINAH

In a landmark move set to boost the hospitality landscape of Madinah, Saudi Arabia, Radisson Hotel Group is thrilled to announce its strategic partnership with Knowledge Economic City (KEC), one of Saudi Arabia's premier Master Developers, to introduce two new Park Inn by Radisson hotels in the heart of Madinah. The two Park Inn by Radisson properties at Islamic World District (IWD), Knowledge Economic City, will include 733 keys in total: 587 hotel rooms and 146 serviced apartments.

This initiative is a testament to Radisson Hotel Group and Knowledge Economic City's commitment to realize the ambitious objectives of Saudi Arabia's Vision 2030 for the tourism sector. Specifically, it underscores both companies' dedication to expanding and enhancing the hospitality infrastructure in Madinah, a city of unparalleled spiritual and cultural significance. The introduction of two Park Inn by Radisson properties at IWD, KEC, not only aligns with the Kingdom's strategic goals to diversify the economy and attract international tourists but also reinforces Madinah's status as a leading destination for visitors from around the globe.

By partnering with Knowledge Economic City, Radisson Hotel Group is aligning with one of the Kingdom's leading Master Developers and contributing to the realization of KEC's vision to deliver approximately 10,000 hotel rooms across the Kingdom. This collaboration marks a significant milestone in strengthening Madinah's position within the travel and tourism industry and increasing its appeal as a key destination within Saudi Arabia and beyond.

[SEE MORE](#)**Suhasini Rajpal**[Sahasini@thegode.com](mailto:Sahasini@thegode.com)**Mazen Haykal**[Mazen@thegode.com](mailto:Mazen@thegode.com)**Nadine Al Afifi**[Nadine@thegode.com](mailto:Nadine@thegode.com)

THANK YOU!



THE QODE FZ LLC

UNIT A505, BUILDING 7  
DUBAI DESIGN DISTRICT  
DUBAI, UNITED ARAB EMIRATES

P.O. Box 391995  
TELEPHONE: (971) 4 431 7005

[www.theqode.com](http://www.theqode.com)