



## THE QODE UPDATE

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APRIL 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](mailto:showroom@theqode.com)

NEW TO THE QODE

KSA

FASHION

IYMAA

## ABDULLAH ALKHORAYEF INTRODUCES IYMAA

### A CREATIVE UNIVERSE ROOTED IN IDENTITY, COMMUNITY, AND EXPRESSION

Founded by Abdullah Alkhorayef, IYMAA is a Riyadh-born luxury fashion house rooted in cultural integrity, expressive elegance, and timeless intention. The brand bridges heritage and modernity through architectural tailoring, refined craftsmanship, and silhouettes designed to move seamlessly across cities, roles, and generations.

Each collection reflects a commitment to slow, considered design, where garments are created not as trends, but as enduring extensions of personal identity. With a focus on depth over display and meaning over moment, IYMAA approaches fashion as a dialogue between legacy and the future.

Balancing regional soul with global perspective, IYMAA cultivates a universe where storytelling, craftsmanship, and individuality converge.

[SEE MORE](#)

#### FOR MORE INFORMATION

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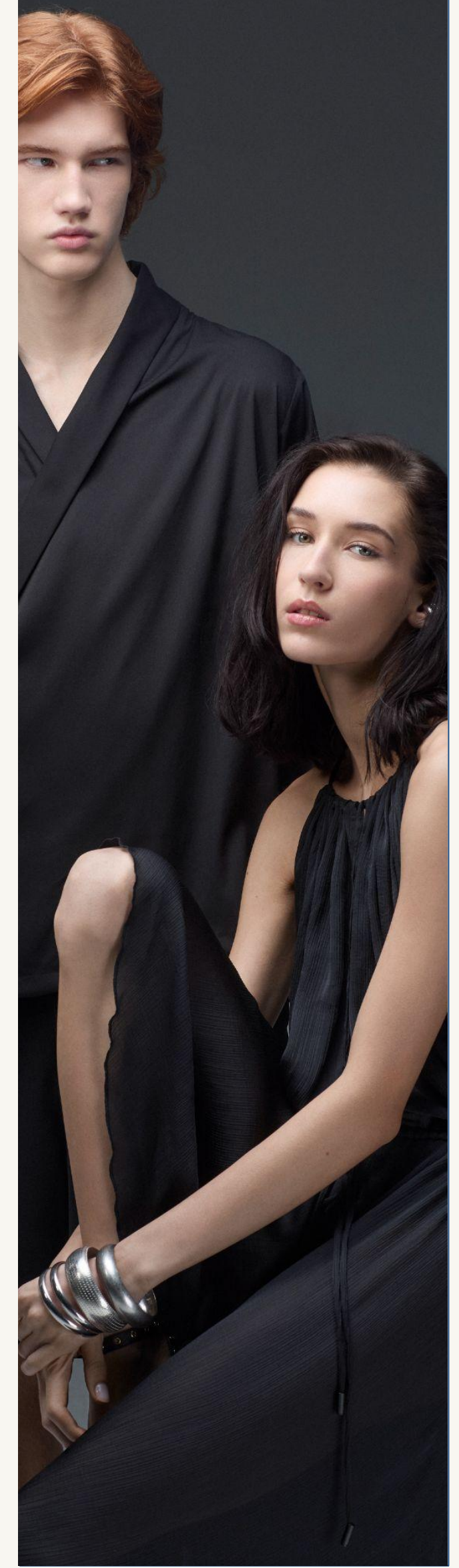
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## THE QODE WELCOMES SIX SENSES SOUTHERN DUNES, THE RED SEA

Six Senses operates 19 hotels and resorts in 16 countries and has signed a further 38 properties into the development pipeline. Part of IHG Hotels & Resorts, Six Senses serves as a changemaker and maintains a leadership commitment to community, sustainability, emotional hospitality, wellness, and crafted experiences, infused with a touch of quirkiness. Whether an exquisite island resort, mountain retreat, or urban hotel, the vision remains the same: to reawaken people's senses so they feel the purpose behind their travels and ultimately reconnect with themselves, others, and the world around them.

Six Senses Residences offers all the unique amenities of a resort life community while retaining the privacy and personal touches of a beautifully appointed private villa or apartment. Each is an appreciating long-term investment to be cherished for generations to come with immediate benefits and exclusive status at other resorts worldwide.

Six Senses Spas guides guests on their personal path to well-being in all resorts as well as a handful of standalone spas. The high-tech and high-touch approach goes beyond ordinary beauty treatments to offer holistic wellness, integrative medicine, and longevity.

[SEE MORE](#)

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THE QODE

# UAE





# FASHION

# &OTHER STORIES

## & OTHER STORIES SPRING 26: A NEW CHAPTER

& Other Stories introduces the April collection, defined by a fresh sense of expression and spontaneous ease. Contrast sparks creativity as a new perspective takes shape. Pieces are styled in unexpected pairings that feel instinctive and modern, while distinctive looks are elevated through diverse fabrications and thoughtful details. Fluid and sharp silhouettes balance one another, shaping a wardrobe built on tension, harmony, and individuality.

“This season isn’t about minimalism. It’s about contrast - pieces liberated from old rules and brought together in instinctive, unexpected ways. That tension creates a fresh kind of expression.”- Jonathan Saunders, Chief Creative Officer.

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

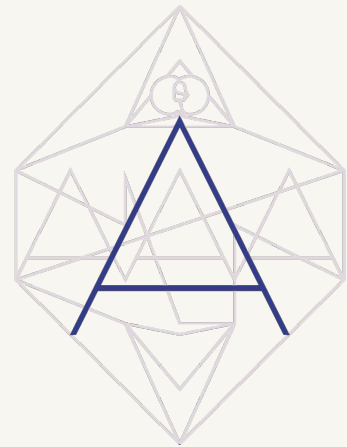
Abel Richard, the contemporary handbag luxury brand recognised for its refined artistry and elevated design, makes its official debut in the Middle East with the opening of its first exclusive space at the iconic Burj Al Arab. The launch marks the brand's introduction to a region that has long embraced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

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## ARDAZAEI LAUNCHES FW26/27 COLLECTION AT PARIS FASHION WEEK

ArdAzAei is proud to announce the launch of the Fall Winter 26/27 range of prêt-à-porter, which draws inspiration from the couture collection, The Folded Sea, at its atelier in Paris. The Folded Sea is an exploration of the beauty and fragility of the underwater world shaped by undulating draping and textural pleating, a vision sustained in its prêt-à-porter expression through precise tailoring and the poetic movement of folded fabrics.

Designed to accompany the ArdAzAei woman from day to night, sun-warmed earth tones, soft textures and rarefied textiles weave together a fluid winter wardrobe of tailored coats, cocktail dresses, suiting and separates. Fall Winter 26/27 also sees the introduction of refined knitwear, handmade footwear.

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**Berluti**  
Paris

## BERLUTI'S FORESTIÈRE REINVENTS ITSELF IN AN "ULTRA LEGGERA" VERSION FOR SUMMER

Now sunnier days are just around the corner, the iconic Forestière has been recast in lighter fabrics. Beautifully supple, breathable linen gives the Forestière Ultra Leggera a fluid drape that moves with your body and looks effortlessly relaxed: a masterclass in Italian sprezzatura.

Some garments possess that rare power of elevating an outfit without hijacking the whole look – they simply, and naturally, form a centre of gravity that everything else is styled around. The Forestière Ultra Leggera belongs to that class of wardrobe essentials that never seek to overpower. Yet its balanced proportions, precision cut, and the softness of its summer fabrics combine to impart instant distinction. This brand of expert tailoring fuses Parisian rigour with Italian ease, giving it that instinctive elegance Italians call sprezzatura, or the art of dressing impeccably, seemingly without giving it a thought.

As always at Berluti, the difference is visible in all the details that subtly, yet clearly, showcase the Maison's savoir-faire. The patinated horn buttons are dyed to match the shades of the linen, echoing the patinas on our shoes and evoking that culture of the passage of time that's so prized in shoemaking. Scritto embroidery brings an added note of sophistication, a hallmark of the Maison's singular identity. Inside, too, the lining is patterned with a repeated Scritto motif – a signature only the wearer can see. Gradually, over time and with wear, you realize what makes the Forestière Ultra Leggera so special: its natural, unstudied modernity.

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bloomingdale's

## THE RETURN OF THE SEASON AT BLOOMINGDALE'S SPRING SUMMER 2026 UNVEILED

Al Tayer Insignia presents **It's Been a Minute** - Bloomingdale's creative ode to the season's return, where longer days unfold into sunlit moments, and wardrobes soften into ease, lightness, and self-expression. Bringing together a considered edit of global designers and contemporary voices, the campaign captures a carefree spirit, as we come together and find beauty in the everyday moments we share.

Expressed across Womenswear, Menswear, Fine Jewelry, Beauty, Kidswear, and Home, the collection reflects a renewed sense of dressing and living. Where versatility meets intention, every piece is designed to move seamlessly from day to evening, city to escape – and into the spaces in between.

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# BOSS

## BOSS BY BECKHAM: DIRECTED BY BECKHAM, DESIGNED BY BOSS.

BOSS BY BECKHAM returns for Spring/Summer 2026 with a versatile wardrobe informed by a life of style. Designed with Creative Style Director David Beckham, the new selection refines every moment – from laid-back days to special occasions.

The BOSS BY BECKHAM Spring/Summer 2026 collection is defined by elegant silhouettes across tailoring, casualwear, and warm-weather essentials. Premium summer fabrics offer both structure and ease – from airy blends to soft textures. The resulting designs adapt to the full spectrum of warm-weather wearing occasions and stand the test of time.

These light fabrics meet clean lines, soft neutrals, and punctuating brights, marking a shift into the sunnier seasons. Signature tailoring returns in more relaxed constructions. Everyday essentials – from T-shirts and denim to sneakers – are meant for intuitive styling, ready for any mood or moment. The wardrobe channels David's own approach to personal style: confident and authentic.

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CH

CAROLINA HERRERA

## CH CAROLINA HERRERA TWENTY YEARS OF ANDY: CELEBRATION OF CRAFT, CHARACTER, AND LIFE STORIES

For twenty years, the CH Carolina Herrera ANDY has been more than a bag, it's a companion, a witness, a keeper of secrets. Its silhouette mirrors New York's cosmopolitan spirit, its frenzied rhythm, and its spacious interior holds all the essentials for a busy day. Crafted with soul and precision, each ANDY carries the mark of craftsmanship: the natural grain of its leather, the unstructured design, the understated initials, and the unmistakable Seal that speaks of time and character.

ANDY is crafted in one of CH Carolina Herrera's most distinctive leathers offering exceptional suppleness and flexibility. Nogal leather, known for its longevity, soft touch and beautiful evolving patina, defines ANDY, a bag that combines elegance with endurance. This anniversary is a journey into the heart of ANDY. Through evocative scenes, we uncover the stories these bags carry. With intimate photographs inspired by Tim Walker's 2008 dreamscapes we explore the poetry of wear, the beauty of restoration, and the quiet dignity of a well-loved piece.

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# COS

## A CINEMATIC RETURN TO THE RUNWAY: COS UNVEILS ITS SPRING SUMMER 2026 COLLECTION DURING FIRST SHOW IN KOREA

COS returned to the runway for its first show in Korea, presenting the house's Spring Summer 2026 collection in Seoul following itinerant shows across Europe and four consecutive appearances on September's New York Fashion Week schedule. Exploring the language of cinematic beauty, each piece reflects a balance of '80s and '90s nostalgia, articulated through silhouettes shaped by craftsmanship, materiality and precise tailoring.

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**GIVENCHY**  
PARIS

## GIVENCHY BY SARAH BURTON WOMEN'S READY-TO-WEAR FALL-WINTER 2026 COLLECTION

“How can we put ourselves back together in the world we’re living in” - Sarah Burton

Sarah Burton's third Givenchy runway show represents her intuitive portrayal of the strengths of women today. Constructed on foundations of cut, tailoring and silhouette she established on entering the house, the templates are turned around, spontaneously capturing the creative flow between the atelier and her woman.

Painterly themes and sculptural forms lean towards glimpses of Northern European old masters. The drape of a heavy duchesse satin cape, the shredded flowered evening dresses, the head-dresses conjured by Stephen Jones. “These headwraps are the most natural hair coverings there are. Just a T-shirt. Just a twist. But it's the right T-shirt, with the right twist”, as he puts it.

From strict sartorial precision to sensual free-form drape, Givenchy acts as a multi-faceted mirror held up to the complexity of women's lives. Like the show installation and the bold cast of women, it celebrates the power of reflecting one's own identity out into the world.

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## H&M LIMITED EDITION S/S 2026'S NEWEST DROP CELEBRATES CRAFTED DETAILS AND FLUID SILHOUETTES

For the final drop of H&M Limited Edition S/S 2026, crafted details and simple yet striking geometric shapes are at the fore. Macrame, beaded trims, fringes and scarf prints look fresh alongside kaftans, dresses, capes and flowy sets. The final drop of the H&M Limited Edition S/S 2026 collection will be in selected stores and online in KWT, KSA, UAE, QAT, and EGY from 26 February.

Khaki tones with olive greens, mustard and rich burgundy are set against black and white abstract prints. Crinkle fabrics with a slight shine and fluid satins add a luxe touch, while contrast trims, voluminous silhouettes and belts with knot endings add drama. The simple scarf becomes inspiration for a new square-cut dress, t-shirt kaftans convey a sense of ease, and the innovative balloon shape kaftan is the epitome of sophistication.

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# HUGO

## HUGO LAUNCHES RED MEANS GO – A NEW PLATFORM FOR FEARLESS AMBITION

Many young people grow up navigating the gap between what's expected of them and what they truly want to pursue. Yet a new generation is emerging—one that's quietly rejecting the corporate grind to redefine success on their own terms.

In a world that keeps telling them to stay put, they're choosing to GO. HUGO is responding to this cultural shift with its new campaign, Red Means Go: a mantra that celebrates those who leave behind what no longer serves them to pursue something self-made – whether that's a creative career, a business, or a new way of living.

The new campaign brings the #RedmeansGO ethos to life through provocative statements and bold campaign visuals that appear both together and separately across billboards, social media, and digital platforms – phrases like "Why couldn't you get a proper job?", "And how is that going to pay off a mortgage?", and "Too risky. Too different. Too new." serve as both a mirror to societal noise and a badge of defiance for those who refuse to listen. Rather than shying away from doubt, Red Means Go reframes it as fuel – the friction that sparks early ambition.

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# L'AGENCE

## L'AGENCE PRESENTS ITS FALL 2026 COLLECTION & PARTNERS WITH GOOGLE ON EXPERIENTIAL AI VIRTUAL TRY-ON ACTIVATION

L'AGENCE unveils its Fall 2026 collection, Seduction – where romance is reimagined through a modern lens.

More than a theme, Seduction is an experience. The collection unfolds like a midnight garden: lace and bustiers contrast against sculpted tailoring; velvets soften the precision of sharp shoulders; sleek leathers and utilitarian detailing abound. Anchored in midnight, charcoal, driftwood, black, and chocolate, the palette evolves into saturated olive and merlot to heighten the drama.

“Seduction isn’t something you put on, it’s something you own.” says Fashion Director, Tara Rudes Dann.

This season, L'AGENCE extends its impact at New York Fashion Week through a strategic partnership with Google, underscoring the brand’s continued investment in innovation at the intersection of fashion, technology, and commerce. For its presentation, L'AGENCE created a “dream closet” outfitted with the brand’s most coveted silhouettes and accessories. Editors, content creators, and tastemakers stepped inside the world of L'AGENCE and used Google’s AI-powered virtual try-on technology to upload a photo of themselves and virtually experience what 10 looks from L'AGENCE’s Fall ‘26 Presentation in real time, available to pre-order on their website.

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**MANGO**

## THE POWER OF COLOUR ELEVATES THE NEW EDITION OF MANGO'S SELECTION FOR THIS SPRING

SELECTION, Mango's most elevated line, is one of the brand's most highly regarded collections. Rooted in timeless design, refined craftsmanship, and premium materials, each piece is thoughtfully created to endure across seasons and remain a lasting staple in the wardrobe.

The arrival of primary tones such as red, yellow and blue sets the rhythm for the new SELECTION collection this April, celebrating the start of the season with a symphony of colour and form. Vibrant notes emerge subtly throughout our most premium collection, evoking the lightness of the first sunny days and the effortless spirit of contemporary resort wear.

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**MARCOLIN**  
EYEWEAR

## CELEBRITIES WEARING ZEGNA EYEWEAR AT THE 2026 OSCARS

At the 98th Academy Awards in Los Angeles, ZEGNA eyewear appeared on a number of international creatives, including Ludwig Göransson, Kleber Mendonça Filho, Chris Appelhans, and Adolpho Alonso, bringing a clean, modern finish to their red carpet looks.

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# NIHAN PEKER

## NIHAN PEKER CONTINUES TO HIGHLIGHT REFINED, SIGNATURE SILHOUETTES

NIHAN PEKER continues to spotlight a refined selection of signature silhouettes from its collections, offering elevated dressing options suited to a range of occasions. Defined by understated palettes, fluid fabrics and intricate detailing, each piece reflects the brand's commitment to timeless elegance and modern femininity.

Designed with versatility in mind, the collection transitions seamlessly from day to evening, reinforcing the brand's positioning as a go-to for sophisticated, occasion-led dressing.

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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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VICTORIA'S SECRET

## INTRODUCING THE NEW AND ENHANCED VS SIGNATURE COLLECTION, THOUGHTFULLY REIMAGINED TO ELEVATE EVERYDAY ESSENTIALS WITH A REFINED, MODERN SENSIBILITY.

Building on the styles you already love, this updated collection blends innovation with comfort, offering a seamless foundation designed to complement every wardrobe. At the heart of the collection is the best-selling T-Shirt Wireless Bra, crafted to deliver effortless support and a smooth, barely-there finish under any outfit. Designed with versatility in mind, the collection transitions seamlessly from day to evening, making it an essential staple for the modern woman who values both comfort and sophistication.

### **Signature Bras – Features & Benefits:**

- Refined logo detailing for a modern, elevated look
- Memory foam cups that adapt to your unique shape
- Infinity Edge neckline for a smooth, nearly invisible finish under clothing
- Crafted from a premium, soft-touch cotton blend using US-grown cotton
- The Cotton Lightly Lined Wireless Bra remains our number one wireless style

[SEE MORE](#)

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ZIMMERMANN

ZIMMERMANN, TRAILBLAZER, FALL READY-TO-WEAR 2026

For Fall 2026, ZIMMERMANN channels a spirit of confidence, independence, joy, and grit, as embodied by trailblazing Australian women who redefined what was possible for future generations.

Much of this season's language is expressed through its layering, enhanced by the textures of its varied materials: shearling, velvet, and silk, styled to articulate the versatility of single pieces. Underpinnings and silk shirts with exaggerated sleeves layer multiple looks, highlighted beneath a blouson-style denim jumpsuit and sculptural knitwear.

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# WATCHES + JEWELLERY



## AN ICON ENTERS DARK MODE: IWC SCHAFFHAUSEN PRESENTS THE PORTUGIESEER CHRONOGRAPH CERATANIU<sup>®</sup>

IWC Schaffhausen unveils the Portugieser Chronograph Ceratanium<sup>®</sup>. Entering dark mode, the iconic chronograph is presented in an all-black version crafted in Ceratanium<sup>®</sup>, an IWC- developed material that combines lightness and hardness with a distinctive dark finish. Alongside the Ceratanium<sup>®</sup> case, crown, and pushers, the watch features a black dial with black appliques and hands, and a rubber strap in the same shade. The Portugieser Chronograph Ceratanium<sup>®</sup> is presented in a limited edition of 1,500 pieces.

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## INTRODUCING THE IMAGE TELLERS HUSSAIN ALMOOSAWI & MONA ALGWAIZ: A NEW ARTISTIC COLLABORATION UNDER JAEGER-LECOULTRE'S MADE OF MAKERS PROGRAMME™ REINVENTING PHOTOGRAPHY

In 2026, photography marks its bicentenary - yet in the age of AI, image-making has never been more challenged. Hussain AlMoosawi, Emirati photographer and Mona Algwaiz, Saudi Artificial Intelligence digital artist, bring their creative talent to Jaeger-LeCoultre's Made of Makers™ programme. In their commissioned series, Hussain AlMoosawi's photographs capture traditional Middle Eastern design codes - from architecture and ornament to urban details - which Mona Algwaiz then projects into speculative, futuristic environments through her digital practice.

With 'Bridge in Time', Hussain AlMoosawi and Mona Algwaiz give a new perspective to the 8th art by creating immersive compositions where past and future flow into one another. By confronting archival motifs with imagined cityscapes, their work stages a dialogue between continuity and transformation: how can cultural heritage be preserved while embracing innovation and new tools such as AI? This echoes the mission of the Maison: to protect an identity built over two centuries while continuously reinventing its forms, materials and techniques. The result is a set of composite images where past and future coexist within the same visual plane.

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*Parure Atelier*

## PARURE ATELIER UNVEILS ITS ROSE CUT COLLECTION

The “Rose” cut is among the earliest diamond cuts, originating in Belgium in the 15th century. It takes its name from the delicate arrangement of its facets, which unfold across the surface of the stone like the petals of a flower.

Unlike modern cuts, precious “roses” have no fixed number of facets. Instead, each stone reveals its own geometry, guided by the natural form, clarity and colour of the raw stone. As a result, every Rose cut demands time, patience and the intuitive hand of a master artisan.

Such openness leaves little room for concealment, exceptional clarity is essential.

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# SWAROVSKI

## SWAROVSKI PRESENTS SECOND CAPSULE COLLECTION WITH ARIANA GRANDE

Swarovski unveils its second collaboration with global ambassador Ariana Grande, co-created with Global Creative Director Giovanna Engelbert. The 29-piece capsule draws inspiration from nature, blending ethereal motifs like dragonflies, flowers, and butterflies with vibrant crystals, pearls, and mixed-metal designs. Set within the whimsical world of “Ariana’s Garden,” the campaign celebrates self-expression, transformation, and playful elegance, brought to life through a dreamy visual narrative. The collection launched globally on March 17 in stores and online.

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ACQUA  
DI  
PARMA

## ACQUA DI PARMA PRESENTS BUONGIORNO LA COLLEZIONE

Fragrances that elevate simple moments into poetic dream. Buongiorno La Collezione is an invitation to appreciate and find value in simplicity and everyday moments. It invites us to see life with open eyes and an imaginative spirit, where the smallest gestures and instances, common or special, are celebrated.

### THE NEW FRAGRANCES

The collection of five Eaux de Parfums explores a new, more intimate expression of the Italian Art of Living. Conceived as skin scents, these fragrances are designed to stay close to the body, creating a discreet olfactory aura perceived primarily in moments of proximity. Rather than projecting outward, they interact with the wearer's natural presence, revealing soft musks, gentle woods, and luminous notes that recall the tactile comfort of fabric, light, and skin. For Acqua di Parma, this is a fragrance language that privileges sensation over statement, intimacy over projection. With vibrant packaging and a metaphysical campaign, Buongiorno La Collezione invites a lighter, more playful way of experiencing scent — one that finds meaning and value in simplicity and everyday moments.

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roberto cavalli

## 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.

[SEE MORE](#)

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VIMI JOSHI.

## VIMI JOSHI BEAUTY EXPANDS IN THE MIDDLE EAST WITH ULTA BEAUTY DUBAI MALL

Following its successful Middle East debut at Ulta Beauty Mall of the Emirates, Vimi Joshi Beauty is set to expand its presence in the UAE with its launch at the upcoming Ulta Beauty Dubai Mall, opening on 27th March.

Founded by globally renowned makeup artist Vimi Joshi, the premium beauty brand merges over three decades of global artistry with the richness of South Asian heritage. Designed with warm, nuanced undertones at its core, the brand champions inclusive shade development and reimagines colour through a cultural lens.

The opening of Ulta Beauty Dubai Mall marks an important milestone in the brand's regional growth, further strengthening its partnership with Ulta Beauty Middle East and increasing accessibility to its curated collection — including Eye Liner, Mascara, Lip + Cheek Tint, and Eyeshadow Palettes.

Vimi Joshi Beauty will be available at Ulta Beauty Dubai Mall from 27th March.

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# HOSPITALITY



## BACHA COFFEE CONTINUES TO ELEVATE THE COFFEE EXPERIENCE THROUGH HERITAGE AND EXPERTISE

Founded in 1910 at the iconic Dar el Bacha in Marrakech, Bacha Coffee draws on a rich legacy of craftsmanship, hospitality and coffee expertise. Today, the brand offers one of the world's most extensive selections of 100% Arabica specialty coffees, sourced from leading coffee-producing regions globally.

With a growing presence across the Middle East, Bacha Coffee continues to expand its footprint through its distinctive retail concepts. In Dubai, its boutique at Dubai Mall offers an immersive destination for coffee discovery, reflecting the Maison's commitment to quality, provenance and refined experience.

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## NORWEGIAN CRUISE LINE® WELCOMES NORWEGIAN LUNA™ TO ITS FLEET

Norwegian Cruise Line® (NCL), the global leader in innovative cruise travel, took delivery of Norwegian Luna™, the 21st ship in its award-winning fleet, from Fincantieri, a global leader in high-complexity shipbuilding, at its shipyard in Marghera, Italy.

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## RADISSON HOTELS INVITES GUESTS TO REDISCOVER LOCAL GETAWAYS WITH A SPECIAL MARCH STAY OFFER

Designed for families, couples, and solo travelers seeking a convenient and rewarding short break, the campaign gives Radisson Rewards members the opportunity to save up to 35% on stays booked by 24 March 2026, for travel between 16 March and 24 March 2026.

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# LIFESTYLE



## SCULPTED SURFACES: BEOLAB 90 MONARCH AND ZENITH EDITIONS CELEBRATE ATELIER CRAFTSMANSHIP

Bang & Olufsen presents the final two editions in its five-part Atelier centenary series: Beolab 90 Monarch Edition and Beolab 90 Zenith Edition. Following the Titan, Shadow and Mirage Editions, these creations transform the flagship loudspeaker through shaped wood, polished aluminium and carefully assembled details, revealing texture, surface and craftsmanship as the language of design itself.

The Beolab 90 Monarch Edition is a study in textural sophistication and Danish furniture design heritage. Angled rosewood lamellas and precisely finished aluminium elements transform the flagship speaker into a flowing, sculptural object. The Beolab 90 Zenith Edition is a study in textural precision and sculptural elegance. Drawing on Bang & Olufsen's Atelier mastery, thousands of aluminium spheres and subtle mother-of-pearl inlays transform the flagship speaker into a luminous, tactile presence.

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# RIMOWA

## RIMOWA UNVEILS CLASSIC ALUMINIUM GRID, A LIMITED EDITION COLLECTION INSPIRED BY ITS ARCHIVES

RIMOWA introduces the Classic Aluminium Grid, a numbered limited-edition collection consisting of 1969 pieces, that revisits an archival design with contemporary details and materials.

The Grid collection reinterprets RIMOWA's iconic grooves using a structured, geometric language. The design takes reference from the German Maison's archive hand-carry cases developed in 1969. At the time, these pieces reflected an era defined by technical precision, modular thinking, and a strong relationship between form and function.

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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



## GENESIS RECOGNISED WITH TWO iF DESIGN AWARDS 2026

Genesis continues to reinforce its position within the luxury automotive landscape through a sustained commitment to design innovation and elevated customer experiences. The brand has been recognised with two iF Design Awards 2026, underscoring its forward-thinking approach across both digital and physical touchpoints.

The awards recognise the Genesis Magma User Interface and the Genesis Tea Experience, each reflecting the brand's ability to seamlessly integrate advanced technology with refined craftsmanship and a considered approach to hospitality. Collectively, these achievements highlight Genesis' dedication to delivering meaningful and immersive experiences that extend beyond the drive itself.

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# ARTS + DESIGN



## RIYADH AIR AND YABU PUSHELBERG PRESENT THE HAFAWA LOUNGE

Riyadh Air has launched the Hafawa Lounge, its first premium airport lounge at King Khalid International Airport, designed in collaboration with the internationally acclaimed multidisciplinary studio Yabu Pushelberg.

The guest experience at the Hafawa Lounge is an essential part of the airline's innovative, scientifically-designed restorative sensory journey, carefully considered to help each guest reset, recharge and explore their destination, renewed.

Envisioned as far more than a place to pass time in, the lounge is an important stop on the Riyadh Air journey – defined by Hafawa, a deeply rooted Saudi cultural value defined by warmth and generosity - shaped by emotion and powered by advanced technology.

Located between Terminals 1 and 2, the Hafawa Lounge spans nearly 2,000 square meters and capable of comfortably welcoming approximately 370 Business Elite and Business Class guests. The opening of the Hafawa Lounge marks a defining moment in Riyadh Air's preparations for commercial launch, placing design and innovation at the center of the guest encounter from the very first step.

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An aerial, monochromatic photograph of a city skyline. The most prominent feature is a tall, slender skyscraper with a distinctive, curved, metallic-looking top section. The rest of the city is filled with various other buildings, streets, and greenery, all rendered in shades of gray. The overall tone is dark and professional.

THE QODE

KSA

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**attaché**

## THE PROVENANCE MENU AT ATTACHÉ

*A Culinary Exploration of Saudi Arabia's Regions*

attaché invites guests to discover The Provenance Menu, a thoughtfully curated dining experience that celebrates Saudi Arabia's diverse regions through vibrant ingredients, unexpected pairings, and a spirit of exploration.

Designed to spark conversation and delight, The Provenance Menu brings together locally sourced produce, seafood, and proteins from across the Kingdom, reimagined through attaché's contemporary and expressive culinary lens. Offered at SAR 275 per person, the menu reflects a careful balance of craftsmanship, creativity, and a modern expression of local culture.

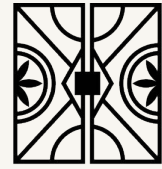
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**B A B S A M H A N**  
DIRIYAH

## HERITAGE MEETS MODERN ELEGANCE

### **Bab Samhan, a Luxury Collection Hotel: Where Najdi Tradition Finds Its Voice in Modern Luxury**

Bab Samhan, a Luxury Collection Hotel, Diriyah, rises from the heart of the capital's historic district, Diriyah. The birthplace of the Kingdom, Diriyah is where the first Saudi state was founded in 1727. Walking its pathways feels like stepping back centuries, the spirit of the place has been carefully preserved and thoughtfully evolved to honor the essence of the past.

The district is famed for its bespoke Najdi architecture and deep cultural significance. At its core lies At-Turaif, a UNESCO World Heritage Site where palaces, mosques, and mudbrick structures have been restored to show the artistry of the central region of Saudi Arabia. The hotel's name, Bab Samhan, comes from one of Diriyah's most iconic gates, where Imam Abdullah bin Saud once planned the defense of his city.

Embraced by winding alleyways, the hotel mirrors the earthen architecture of the Najdi region, encompassing a courtyard for gathering spaces, the same mudbrick walls that sheltered travelers for centuries now frame a luxury boutique hotel, inspired by sun, wildflowers, palm fronds, and mountains. Guests step through grand carved Najdi doors and into an atmosphere where the tales of old traditions meet refined modern hospitality. The journey begins in the intimate lobby, home to Samhan Lounge, where the welcome is marked by Saudi warmth.

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## BACHA COFFEE OPENS FIRST FLAGSHIP IN SAUDI ARABIA, FOLLOWING RECENT DEBUTS IN JAPAN AND CHINA

Celebrating Saudi Arabia's thriving specialty coffee culture, the Marrakech-born coffee house brings its 100% Arabica specialty coffee experience to Riyadh, continuing its global expansion across Asia, Europe, and the Middle East.

Bacha Coffee, the historic Moroccan coffee house founded in 1910 in Marrakech, announces the opening of its first flagship in Saudi Arabia at Solitaire Mall, Riyadh. The launch marks a significant milestone in the brand's international growth, following its recent debuts in Japan in December 2025 and China in January 2026, and brings one of the world's largest collections of 100% Arabica specialty coffees to discerning Saudi consumers.

Inspired by the splendour of Marrakech's Dar el Bacha, the Riyadh flagship reinterprets Moroccan artistry through a contemporary Saudi lens. Guests can explore more than 200 rare and exceptional 100% Arabica specialty coffees, sourced from 35 countries and roasted in small batches in Marrakech.

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CH

CAROLINA HERRERA

## CH CAROLINA HERRERA TWENTY YEARS OF ANDY: CELEBRATION OF CRAFT, CHARACTER, AND LIFE STORIES

For twenty years, the CH Carolina Herrera ANDY has been more than a bag, it's a companion, a witness, a keeper of secrets. Its silhouette mirrors New York's cosmopolitan spirit, its frenzied rhythm, and its spacious interior holds all the essentials for a busy day. Crafted with soul and precision, each ANDY carries the mark of craftsmanship: the natural grain of its leather, the unstructured design, the understated initials, and the unmistakable Seal that speaks of time and character.

ANDY is crafted in one of CH Carolina Herrera's most distinctive leathers offering exceptional suppleness and flexibility. Nogal leather, known for its longevity, soft touch and beautiful evolving patina, defines ANDY, a bag that combines elegance with endurance. This anniversary is a journey into the heart of ANDY. Through evocative scenes, we uncover the stories these bags carry. With intimate photographs inspired by Tim Walker's 2008 dreamscapes we explore the poetry of wear, the beauty of restoration, and the quiet dignity of a well-loved piece.

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# HARVEY NICHOLS

## HARVEY NICHOLS – MONTHLY UPDATE

As the season shifts, Harvey Nichols is preparing to unveil its highly anticipated Spring/Summer collection, set to launch soon. The upcoming edit promises a fresh perspective on seasonal dressing, bringing together a curated mix of international designers and contemporary labels that reflect the latest global trends.

Expect a vibrant palette, lightweight fabrics, and elevated silhouettes that capture the essence of warmer months, effortlessly blending sophistication with modern edge. From statement occasionwear to refined everyday pieces, the collection is designed to cater to a dynamic and style-conscious clientele.

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## S/S 26: H&M BRINGS A FRESH VISION FOR A SPRING WARDROBE, WITH A RICH NOSTALGIA AND UNEXPECTED CONTRASTS

The S/S 26 womenswear collection embraces a playful and bold nostalgia, blending eras and influences into a powerful and liberating collection that rethinks Spring dressing.

Flashes of different eras – from the 80s through to the 90s to 00s - add surprise and intrigue across key items, create a wardrobe with a sense of history and culture. The collection celebrates the way modern wardrobes blend past and present, referencing back in unexpected and dynamic cycles.

Across the collection, exaggerated volumes contrast with fluid silhouettes. The story is hybrids: sharp meets fluid, rule-breaking edge meets sophistication, jet set glamour meets gritty urban, modernity meets curated heritage.

“I loved building the universe of the S/S 26 collection: it’s sensual, sharp, fluid, provocative and refined. We had so many amazing references on our mood board, from chic Silverlake girls to 2010 trends and Indie Sleaze staples.” - Eliana Masgalos, Womenswear Design Director at H&M.

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## KIMPTON KAFD RIYADH UNVEILS ‘THE VINYL EMBER’ - A NEW AFTER-DARK DINING EXPERIENCE

Kimpton KAFD Riyadh has newly unveiled The Vinyl Ember, its signature restaurant and the latest dining destination to debut in the heart of KAFD and Riyadh. The launch was marked by a high-energy opening event attended by leading media representatives, influencers, and key opinion leaders from across the Kingdom.

Located on the first floor of Kimpton KAFD Riyadh, The Vinyl Ember is now officially open, offering an elevated American grill experience defined by open-flame cooking, music-led energy, and a relaxed yet refined setting.

Opening Hours:

- Friday & Saturday: 6:30 PM – 1:00 AM
- Sunday to Thursday: 6:30 PM – 12:30 AM

The Vinyl Ember marks a new chapter in Riyadh’s evolving culinary scene and reinforces Kimpton KAFD Riyadh’s position as a lifestyle-driven destination in the capital.

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**MANSARD**  
RIYADH  
A RADISSON COLLECTION HOTEL

## MANSARD RIYADH INVITES GUESTS TO INDULGE IN ELEVATED STAYCATIONS THIS SEASON

Mansard Riyadh, A Radisson Collection Hotel, presents a refined staycation experience, inviting guests to enjoy a relaxing escape close to home while discovering the property's exceptional dining and wellness offerings.

Blending Parisian elegance with contemporary comfort, the hotel offers a serene setting designed for both leisure and indulgence. From its thoughtfully designed rooms and suites to its tranquil ambiance, Mansard Riyadh provides the ideal backdrop for a rejuvenating city retreat.

Guests can elevate their stay through a curated selection of culinary experiences across the hotel's renowned dining venues, where refined flavors and inviting atmospheres come together to create memorable moments. Complementing this is the signature spa experience, offering a peaceful sanctuary for relaxation and well-being, perfect for unwinding and recharging.

Positioned as a destination in its own right, Mansard Riyadh continues to cater to local guests seeking a luxurious yet convenient escape, where exceptional hospitality, dining, and wellness seamlessly come together. Early reservations are recommended to make the most of this exclusive experience.

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## NUJUMA, A RITZ-CARLTON RESERVE NAMED FIVE-STAR HOTEL IN FORBES TRAVEL GUIDE'S 2026 STAR AWARDS

Nujuma, a Ritz-Carlton Reserve, the Red Sea's bountiful sanctuary, has earned a Forbes Travel Guide Recommendation Rating, underscoring its strong performance in service and guest satisfaction.

Forbes Travel Guide Ratings are determined through independent, in-person inspections that evaluate properties against hundreds of rigorous standards for quality and service. The coveted Five-Star rating places Nujuma, a Ritz-Carlton Reserve among a select group of properties operating worldwide at the highest level, exemplifying excellence in hospitality, comfort and care.

Surrounded by crystal clear water and soft white sand, Nujuma, a Ritz-Carlton Reserve carries on the traditions of those who travelled across uncharted waters to discover the pristine natural beauty, rich cultural heritage and vivid colours of the surrounding landscape. The 65 villas sit within a secluded archipelago in the Red Sea and capture the essence of barefoot luxury, each featuring panoramic views, sea view pools and a telescope to explore the night sky. With four restaurant options, each highlighting the traditional idea that meals are opportunities to share good fortune and ideas around music, poetry, science and philosophy, guests will feel the warmth of Saudi hospitality. They are invited to explore the pristine reefs surrounding the resort, the night sky above with the resident astronomer, or plant mangroves at the resort's Conservation House.

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## RADISSON HOTEL GROUP MARKS A LANDMARK YEAR IN 2025 WITH RECORD GROWTH IN THE MIDDLE EAST AND NORTHEAST AFRICA, SIGNING 3,200 KEYS AND OPENING 1,300

Radisson Hotel Group today announced a year-end development update for the Middle East and northeast Africa, closing 2025 with record momentum across priority markets. Over the course of the year, the Group signed more than 3,200 keys and opened 1,300, accelerating growth across Saudi Arabia, the United Arab Emirates, and Egypt, and building a strong pipeline for 2026 and beyond.

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roberto cavalli

## INTRODUCING ROBERTO CAVALLI MARBLEOUS COLLECTION

Roberto Cavalli proudly unveils the newest addition to its pinnacle fragrance portfolio: the Roberto Cavalli Marbleous Collection, a captivating extension of the signature Gold Collection. This new trio of Eau de Parfums celebrates the power of metamorphosis and change, standing as a true testament to the brand's craftsmanship and creative genius. Transform from the opulent allure of the Italian lifestyle, embodied by the radiant Gold Collection, into a rebirth of fluidity and reinterpretation with the Marbleous Collection. Together, these collections honor the divine rarities found on Earth.

[SEE MORE](#)

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## RADISSON COLLECTION RESIDENCES, RIYADH COMING SOON TO THE HEART OF THE CAPITAL

Radisson Hotel Group announces the upcoming launch of Radisson Collection Residences, Riyadh, located on King Fahad Road.

Blending contemporary luxury with authentic Saudi charm, the residence will offer 170 serviced suites, including duplex penthouses and villas, designed for both short and extended stays. The property also marks a milestone as the first Salmani Architectural Tower in the Kingdom.

Guests will soon be able to experience elevated dining at Emily's Brasserie and Obi Urban Sushi, alongside wellness facilities and dedicated meeting spaces.

Set to soft open in April, Radisson Collection Residences, Riyadh is set to establish a new address for luxury residential living in the capital.

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## REFORM ATHLETICA OPENS ITS FIRST STUDIO IN RIYADH

Dubai-born wellness concept Reform Athletica has officially opened its first Riyadh studio in the Diplomatic Quarter, bringing its signature blend of performance-driven training, design-led spaces, and mindful wellness to the city's growing fitness scene. Known for its strong community in Dubai, the brand introduces a curated range of classes—including Lagree Megaformer, strength training, and yoga—within a thoughtfully designed environment created in collaboration with TR Studio. The new space features specialized training areas, private coaching suites, an in-house juice bar, and a curated art collection, all reflecting the brand's focus on intentional movement, creativity, and sustainability. With this launch, Reform Athletica positions itself as a new lifestyle destination in Riyadh, offering an immersive wellness experience alongside limited-time founder packages for early members.

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S O F I T E L

THURYA RESTAURANT AT SOFITEL RIYADH IS NOW OPEN AND HAS BEEN WELCOMING GUESTS FOR OVER A MONTH, OFFERING AN AUTHENTIC LEBANESE DINING EXPERIENCE IN THE HEART OF THE CAPITAL, WITH ITS OFFICIAL LAUNCH TO FOLLOW SOON.

Located within Sofitel Riyadh, Thurya blends rich culinary heritage with refined hospitality, creating a warm and elegant setting inspired by the essence of Lebanon. The menu celebrates traditional Lebanese flavors with a contemporary touch, designed for both intimate gatherings and social occasions.

Guests can also enjoy a charming outdoor terrace, complete with a relaxed ambiance and shisha service, making it an ideal spot for leisurely evenings. With its inviting atmosphere and attention to detail, Thurya is already establishing itself as a go-to destination for Lebanese cuisine in Riyadh.

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## FORBES TRAVEL GUIDE AWARDS RED SEA FIRST-EVER DESTINATION ACCREDITATION

Red Sea Global announced that The Red Sea has become the first destination ever to receive this distinction. The recognition follows a year of rigorous preparation and detailed assessments designed to elevate hospitality standards across the entire destination.

Working closely with Forbes Travel Guide, Red Sea Global developed and implemented exceptional service benchmarks covering five key stages of the guest journey: reservations, land transport, marine transport, air travel, and on-site experiences.

John Pagano, CEO of Red Sea Global, said the accreditation reflects the company's belief that true luxury is defined by how guests feel throughout their journey, not simply by a destination's natural beauty. He emphasized that the recognition represents a fully integrated, destination-wide service culture embedded across every team and operator touchpoint—going far beyond individual hotel standards.

Alongside this milestone, the first resorts at The Red Sea were also recognized in this year's Forbes Travel Guide Star Awards. Additionally, the honored properties include Six Senses Southern Dunes, The Red Sea, The St. Regis Red Sea Resort, and Nujuma, a Ritz-Carlton Reserve.

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# the lighthouse

## THE LIGHTHOUSE AT YOUR DOORSTEP

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.

The Lighthouse Catering curates a series of experiences designed for modern gatherings. Think elegant dessert carts for evenings and in-store activations, abundant grazing tables made for sharing, and menus tailored for group bookings and corporate gatherings. The Lighthouse Riyadh sets the table for meaningful moments, bold flavours, and nights that linger.

[SEE MORE](#)

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## TWG TEA ARRIVES IN SAUDI ARABIA WITH ITS FIRST FLAGSHIP SALON & BOUTIQUE AT SOLITAIRE MALL, RIYADH

*Discover a new immersive destination for fine teas, signature tea gastronomy,  
and elevated takeaway tea on-the-go*

TWG Tea, the world's finest luxury tea brand, marks a defining milestone with the opening of its first flagship Salon & Boutique in Saudi Arabia, located at Solitaire Mall, Riyadh. This debut represents TWG Tea's fifth location across the GCC, following its established presence in Dubai, Abu Dhabi and Kuwait. Spanning 1,990 sq. ft., the new flagship is set within Riyadh's premier luxury lifestyle destination and introduces TWG Tea's full experiential concept to the Saudi market for the first time. The Salon & Boutique brings together the brand's iconic tea collections, refined tea gastronomy, and an elevated Takeaway Tea experience, offering a destination designed for discovery, connection and modern hospitality in one of the region's most dynamic capitals.

[SEE MORE](#)

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THANK YOU!



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