

VALEUR

A HOMAGE TO ALL
WOMEN AND THE
MASTERMIND
OF
FASHION

VALEUR ISSUE NO 30

KARL LAGERFELD
1933-2019

STEPHANE FEUGERE

HARMAN KARDON & KIA STINGER



KARL LAGERFELD SPECIAL



SPORTIVE



FASHION

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VICTORIA & PAULINA SWAROVSKI



LINGERIE



SHOES

MASTHEAD

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EDITORIAL



EDITOR IN CHIEF, MARCO KOKKOT

DEAR READERS,

LAST WEEKEND, WE CELEBRATED THE INTERNATIONAL WOMEN'S DAY IN MANY COUNTRIES AROUND THE GLOBE. BUT IT SEEMS THAT THIS DAY HAS LOST IN SIGNIFICANCE. SOME GROUPS OF PEOPLE DISCUSS EVEN ITS ABOLITION. BUT WHY? ONCE ESTABLISHED TO REALIZE THE WOMEN'S SUFFRAGE, THOSE PEOPLE THINK, THAT THE GOAL IS REACHED NOW. HOWEVER, NOT EVERYWHERE WOMEN HAVE THE RIGHT TO VOTE. MOREOVER, WORLDWIDE WE EXPERIENCE A LOT OF INJUSTICES, NOT ONLY REGARDING GENDER EQUALITY. AND OFTEN WOMEN BRING THOSE ISSUES INTO PUBLIC TO ACTIVATE PEOPLE TO MAKE THE WORLD A BETTER PLACE.

IT WAS EXACTLY 100 YEARS AGO, SHORTLY AFTER THE END OF THE 1ST WORLD WAR, WHEN EUROPE EXPERIENCED AN EPOCH OF RADICAL CHANGES. THIS ERA WAS ALSO INFLUENCED BY POWERFUL WOMEN. GREAT HEROINES LIKE ROSA LUXEMBURG SACRIFICED THEIR LIVES FOR PEACE AND FREEDOM. IT WAS A TIME OF SOCIAL UPHEAVALS, REVOLUTIONS, HOPES AND DREAMS AS WELL AS TRIALS AND TRIBULATIONS. ESPECIALLY IN GERMANY, THE LATTER WERE CAUSED BY A WEAK POLITICAL SYSTEM, WHICH WAS CHARACTERIZED BY INSTABILITY, DISPUTES AND TENSIONS.

SOUNDS FAMILIAR? EVEN TODAY, WE EXPERIENCE AGAIN SOCIAL, ENVIRONMENTAL AND POLITICAL PROBLEMS IN MANY COUNTRIES. THESE PROBLEMS AS WELL AS THE CURRENT DEVELOPMENTS ARE COMPARABLE ON SEVERAL LEVELS WITH THE TIME 100 YEARS AGO. AND AGAIN, THEY ARE WOMEN, WHO STAND UP TO FACE THE PROBLEMS. MORE POWERFUL THAN EVER, BECAUSE OF THE SOCIAL NETWORKS.

WHILE ADULT WOMEN LIKE CLARA ZETKIN AND ROSA LUXEMBURG FOUGHT FOR FREEDOM AND WOMEN RIGHTS IN THE PAST, YOUNG WOMEN LIKE EMMA GONZÁLEZ OR GRETA THUNBERG FIGHT FOR OUR RIGHTS AND THOSE OF OUR DESCENDANTS TODAY.

THEREFORE, THE INTERNATIONAL WOMEN'S DAY IS MUCH MORE THAN A DAY TO HONOR WOMEN WORLDWIDE. MOREOVER, IT'S A DAY WHICH REMINDS US TO BELIEVE IN OUR GOALS AS WELL AS TO STAND UP FOR VALUES OF OUR LIFE.

VALEUR CONSIDERS DAYS LIKE THE INTERNATIONAL WOMEN'S DAY AS A KEEPSAKE AND HOMAGE TO ALL WOMEN, OF THE PAST AND MODERN TIMES. THUS, WE DEDICATE THIS EDITION ESPECIALLY TO ALL GIRLS AND WOMEN, WHO FOUGHT AND STILL FIGHT FOR HUMAN RIGHTS AS WELL AS A BETTER WORLD. THESE HEROINES ARE TRUE ROLE-MODELS FOREVER.

THUS, PLEASE FOLLOW US TO A BRIEF BUT IMPORTANT TRIP BACK TO THE PAST TO LEARN MORE ABOUT THE INTERNATIONAL WOMEN'S DAY AND SOME HEROINES OF THE PAST AND OUR TIME.

YOURS SINCERELY



AT THE OUTGOING 19TH AND BEGINNING OF THE 20TH CENTURY,

THE CALL FOR FREEDOM AND EQUALITY BECAME LOUDER AMONGST WOMEN ALL OVER THE WORLD. WHILE THE UNITED KINGDOM WAS ALREADY RULED BY POWERFUL FEMALE SOVEREIGNS SINCE CENTURIES, WOMEN HAD FEWER RIGHTS IN THE REST OF EUROPE AT THAT TIME.

BECAUSE THEY WERE IGNORED AND NOT TAKEN SERIOUSLY BY THE ELITE OF MEN, THE WOMEN HAD TO FIGHT. AROUND 1870, THE SO-CALLED SUFFRAGETTES ENTERED THE STREETS. ACTUALLY, USED AS CUSS BY THE PRESS, THE SELF-CONFIDENT WOMEN USED THE NAME TO EXPRESS THEIR GREATEST GOAL: THE SUFFRAGE, THE RIGHT TO VOTE.

IN SOME PARTS OF THE USA THEY WERE SUCCESSFUL QUICKLY. SO, IT WAS IN WYOMING IN 1870, WHERE WOMEN HAD THE RIGHT TO VOTE FOR THE VERY FIRST TIME, FOLLOWED BY NEW ZEALAND (1893), (1908), NORWEGIAN (1913) AND DENMARK (1915).

AND IT WAS HERE, 1910, AT THE 2ND INTERNATIONAL SOCIALIST WOMEN CONGRESS, WHERE THE GERMAN POLITICIAN CLARA ZETKIN (1857-1933), ANNOUNCED AN INTERNATIONAL WOMEN'S DAY. ALREADY BEFORE, LOCAL WOMEN'S DAYS WAS CELEBRATED. SO, THE FIRST WOMEN'S DAY IN USA TOOK PLACE ON FEBRUARY 28, 1909. IT WAS A SUCCESS, BECAUSE SOCIALISTS AND SUFFRAGETTES JOINED FORCES.

BUT, ZETKIN'S PROCLAMATION LAID THE REAL FOUNDATION STONE FOR THE INTERNATIONAL GREAT DAY, WHICH WAS CELEBRATED IN GERMANY, DENMARK, AUSTRIA-HUNGARY AND SWITZERLAND AT MARCH 19, 1911 FOR THE FIRST TIME. THE ORGANIZERS CHOOSE THE DATE WITH RESPECT TO THE GERMAN REVOLUTIONS OF 1848-19, THE SO-CALLED MARCH REVOLUTION AND THE PARIS COMMUNE, WHICH TOOK PLACE IN MARCH 1871.

DURING THE TIMES OF WAR, THE ACTUAL REASON, THE SUFFRAGE, RECEDED INTO THE BACKGROUND. THE WOMEN'S DAY TURNED INTO A DAY OF ACTION AGAINST THE WAR AND, THUS, IT BECAME ILLEGAL. HOWEVER, IT WASN'T REASON ENOUGH TO STOP IT AND, THUS, THE WOMEN FOUND PLACES TO CELEBRATE THEIR DAY IN SECRET.

WITH THE INCEPTION OF WOMEN'S SUFFRAGE IN SEVERAL COUNTRIES AFTER THE WAR, IT SEEMED THE DAY COULD BECOME UNIMPORTANT. BUT THE CASE OF ROSA LUXEMBURG PROVED THE OPPOSITE.



CLARA ZETKIN DURING THE 1920S



March
WOMEN'S DAY



A TRIBUTE TO A PIONEER OF LIBERTY

IF YOU'RE GOING TO BERLIN NOWADAYS, YOU'RE GOING TO SEE A PLACE WHERE PEOPLE OF ALL NATIONS AND CULTURES, OF ALL GENDERS AND CONVICTIONS ARE LIVING PEACEFULLY TOGETHER. HOWEVER, 100 YEARS AGO, BERLIN WAS A VERY CHAOTIC PLACE. SHORTLY AFTER THE WAR, AND BEFORE THE GOLDEN TWENTIES BROUGHT AN ERA OF DEVELOPMENT, INNOVATION, PEACE AND HAPPINESS FOR SOME YEARS, THE TOWN EXPERIENCED BLOODY FIGHTS BETWEEN DIFFERENT POLITICAL CAMPS. THE SO-CALLED SPARTACUS UPRISING CAUSED A HUGE BATTLE ON THE STREETS OF BERLIN. HERE, WHERE PEOPLE FROM ALL OVER THE WORLD ENJOY PARTIES TODAY, OTHERS DIED JUST 100 YEARS AGO. ONE OF THOSE PEOPLE WAS ROSA LUXEMBURG. HER NAME IS STILL WELL-KNOWN IN BERLIN. A CENTRAL STREET AND PLACE ARE NAMED AFTER HER. BUT WHO WAS THIS WOMAN REALLY?

ROSA LUXEMBURG A HISTORICAL INFLUENCER

ROSA LUXEMBURG BELONGS TO THE PEOPLE, WHO SACRIFICED HER LIFE FOR OUR PROSPERITY. PEOPLE LIKE HER MADE IT POSSIBLE, THAT GIRLS, WOMEN AND MEN, NO MATTER WHICH SOCIAL ORIGIN THEY ARE, CAN ENJOY A FREE LIFE TODAY. WE ARE FREE TO GO TO SCHOOL, TO STUDY WHATEVER WE WANT, TO WORK, TO EXPRESS OUR OPINION, TO GO TO THEATER AND TO PARTY. ALL OF THIS WASN'T TAKEN FOR GRANTED 100 YEARS AGO.

ROSA LUXEMBURG WAS A HIGHLY INTELLECTUAL POLISH WOMAN. BORN IN MARCH 1871 IN THE RUSSIAN PART OF POLAND, ROSA STARTED ALREADY AT THE EARLY AGE TO DEVELOP HER INTEREST IN POLITICS. ALTHOUGH SHE WAS A POLISH JEWISH GIRL, SHE EXPERIENCED REPRISALS. BUT SHE WAS ALLOWED TO ATTEND THE HIGH-SCHOOL FOR GIRLS IN WARSAW. HERE SHE CAME IN CONTACT WITH KARL MARX'S THESIS. SHE WAS DEEPLY IMPRESSED. THUS, FROM THE AGE OF 16, SHE BEGAN TO PLAY AN IMPORTANT PART IN THE POLISH - AND LATER IN THE GERMAN - SOCIAL DEMOCRACY.

BECAUSE OF HER ACTIVITIES, HER SCHOOL DENIED AWARD TO HER. SHE WOULD DESERVE IT SINCE SHE GRADUATED WITH SUMMA CUM LAUDE FROM SCHOOL AS THE BEST OF HER YEAR. FURTHERMORE, THE POLICE BECAME AWARE OF HER ACTIVITIES. THEREFORE, ROSA HAD TO LEAVE WARSAW. SHE ESCAPED TO ZURICH, WHERE SHE STUDIED PHILOSOPHY, MATHEMATICS, BOTANIC AND ZOOLOGY, BEFORE SHE CHANGED TO LAW. SHE STUDIED INTERNATIONAL LAW, STATE LAW AND INSURANCE LAW. LATER, SHE STUDIED POLITICAL SCIENCES, AND GRADUATED FROM UNIVERSITY WITH MAGNA CUM LAUDE IN ECONOMICS WITH FOCUS ON FINANCE AS WELL AS ECONOMIC AND STOCK MARKET



CLARA ZETKIN (LEFT) AND ROSA LUXEMBURG 1910

CRISES. ADDITIONALLY, SHE STUDIED ADMINISTRATIVE APPRENTICESHIP AND HISTORY. SO, ROSA WAS A HIGHLY INTELLIGENT PERSONALITY.

NO WONDER THAT THE SELF-CONFIDENT WOMEN STARTED TO EXPAND HER INFLUENCE IN POLITICS. BUT, CONTRARY TO OTHERS, ROSA UNDERSTOOD THAT A COMMUNITY IS STRONGER THAN A SINGLE INDIVIDUAL. THUS, SHE TRIED TO PROMOTE AN INTERNATIONAL CLASS CONSCIOUSNESS. SHE BELIEVED IN THE FACT THAT NATIONAL INDEPENDENCE COULD NOT BE THE GOAL OF A SOCIALIST PARTY. BUT WITH HER OPINION SHE WAS TOO PROGRESSIVE AND, THUS, SHE WAS HATED BY MANY.

ROSA COMES TO BERLIN

ACTUALLY, TO SUPPORT THE SOCIALIST MOVEMENT IN THE GERMAN PARTS OF POLAND, ROSA MOVED TO BERLIN. BUT MEANWHILE, AFTER YEARS OF ILLEGALITY, THE GERMAN SOCIALIST PARTY HAD BECOME HESITANT AND CONSERVATIVELY. ROSA WAS VERY DISAPPOINTED.

SHE WANTED MUCH MORE. THUS, SHE BECAME A MEMBER OF THE SPARTACUS LEAGUE, WHICH HAD QUITE RADICAL OPINIONS AND GOALS. THE POWERFUL WOMAN BECAME ALSO A GOOD FRIEND OF FEMINIST AND INVENTOR OF THE INTERNATIONAL WOMEN'S DAY CLARA ZETKIN AND HER SON. ABOUT 600 LETTERS ARE PRESERVED FROM HER LONG-YEARS LOVE AFFAIR WITH KOSTJA ZETKIN.



ROSA LUXEMBURG
AROUND 1900

JAIL & FREEDOM TO SPEECH

ROSA WASN'T SQUEAMISH. BUT SHE WAS A VERY INTELLIGENT WOMAN, WHO BELIEVED IN HER OPINION. SHE WAS NOT AFRAID TO TALK OPEN ABOUT HER CONVICTION. ALREADY AT THE TURN OF THE CENTURY, ROSA HAD FORESEEN A HUGE WAR BETWEEN THE EUROPEAN GREAT POWERS AND THUS, SHE FOUGHT AGAINST POLITICAL SYSTEM. THUS, ROSA LUXEMBURG WAS IMPRISONED VERY OFTEN. IN 1904, SHE CRITICIZED THE GERMAN KAISER AND WENT TO JAIL. SHE SUPPORTED THE RUSSIAN REVOLUTION IN POLAND IN 1905, WENT TO JAIL AND HAD TO FACE THE DEATH PENALTY. BACK IN GERMANY 1906, SHE WAS

AGAIN ARRESTED FOR TWO MONTHS FOR "INCITING OF DIFFERENT CLASSES OF THE POPULATION TO VIOLENCE." IN 1913, SHE RECOGNIZED THAT HER PROGNOSIS OF A HUGE WAR WOULD BECOME TRUE SOON.

THUS, DURING A DEMONSTRATION SHE INVITED THE CROWD TO DISOBEDIENCE AGAINST LAWS AND ORDERS OF THE AUTHORITY. HER PRISON SENTENCE STARTED IN 1915, TURNED INTO PREVENTIVE DETENTION IN 1916 AND ENDED ON NOVEMBER 9, 1918, THE DAY WHEN THE GERMAN REPUBLIC WAS ANNOUNCED BY PHILIPP SCHEIDEMANN, AND THE "FREE SOCIALIST REPUBLIC" WAS PROCLAIMED BY KARL LIEBKNECHT, HEAD OF THE SPARTACUS LEAGUE AND ONE OF THE CLOSEST FRIENDS OF ROSA LUXEMBURG.



IN BERLIN, GROSSE FRANKFURTER STRASSE CORNER
LEBUSER STREET BARRICADE FIGHT DURING THE NOVEMBER
REVOLUTION IN BERLIN 1918-1919. © ALFRED GROHS

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A TRAGICAL DEATH FOR OUR FREEDOM & PEACE

THE ANNOUNCEMENTS OF TWO REPUBLICS BASED ON COMPLETELY DIFFERENT IDEOLOGIES CAUSED THE SO-CALLED SPARTACUS UPRISING AND BLOODY BATTLES ON THE STREETS OF BERLIN. THUS, THE RIFLE DIVISION OF THE CAVALRY GUARDS OF THE FREIKORPS CAPTURED KARL LIEBKNECHT AND ROSA LUXEMBURG, AS HEADS OF THE LEAGUE ON JANUARY 15, 1919. AFTER BOTH WERE TORTURED, COMMANDER CAPTAIN WALDEMAR PABST GAVE THE ORDER TO EXECUTE ROSA AND KARL. MAYBE ROSA SUSPECTED WHAT WILL BE COMING NEXT.


WHILE SOLDIERS LED HER AWAY, ROSA WAS KNOCKED DOWN WITH A RIFLE BUTT BY ONE OF THEM, BEFORE HE SHOT IN THE HEAD OF THE DEFENSELESS WOMAN. HER CORPSE WAS FLUNG INTO THE LANDWEHRKANAL. ACTUALLY, A BUSY AREA, IT NEEDED FOUR MONTHS UNTIL ROSA WAS FOUND ON MAY 31. HER FUNERAL WAS JOINED BY THOUSANDS OF PEOPLE.

ROSA LUXEMBURG STOOD UP FOR HER CONVICTIONS. SHE FOUGHT FOR A BETTER WORLD HER ENTIRE LIFE. HER TRAGICAL DEATH SHOULDN'T BE FORGOTTEN. IT REMINDS US, THAT PEOPLE SACRIFICED THE BIGGEST VALUE, THEIR LIFE TO GIVE US THE CHANCE TO ENJOY A LIFE IN PEACE AND FREEDOM. OUR PROSPERITY IS THEIR LEGACY.



FUNERAL PROCESSION: AFTER ROSA LUXEMBURGS CORPSE WAS FOUND IN THE LANDWEHRKANAL, THERE WAS A GREAT COMPASSION AMONG THE PUBLIC.

THUS, WE SHOULD CELEBRATE EVERYDAY AS A WOMEN'S DAY. TO HONOR WOMEN LIKE ROSA LUXEMBURG, CLARA ZETKIN, MARIE JUCHACZ, JANE ADDAMS, ISHBEL MARIA HAMILTON-GORDON, MARCHIONESS OF ABERDEEN AND TEMAIR TO NAME JUST A FEW.



**100 YEARS OF
DEMOGRACY
BUT WHAT
HAPPENS NOW?**

**ARTICLE 13
SEPARATES EUROPE'S YOUTH FROM
BRUSSELS UNWORLDLY ELITE**

OF COURSE, SOME OF ROSA LUXEMBURG'S OPINIONS AND ACTIONS CAN BE CONSIDERED AS CONTROVERSIAL. BUT SHE WAS A BRAVE WOMAN WHO SACRIFICED HER LIFE FOR DEMOCRACY. A TRUE TRAGEDY, SHORTLY AFTER HER MURDER, THE WEIMAR CONSTITUTION LAID THE FOUNDATION STONE FOR THE FIRST DEMOCRACY IN GERMANY. BUT WHAT WOULD ROSA LUXEMBURG AND THE OTHER PIONEERS OF LIBERTY AND HUMAN RIGHTS SAY, WHEN THEY WOULD HAVE TO EXPERIENCE THE CURRENT DEVELOPMENT IN INTERNATIONAL POLITICS. XENOPHOBIA, NATIONALISM, IGNORANCE... WE EXPERIENCE STRANGE TIMES, AND IT SEEMS, THAT POLITICIANS ARE NOT ABLE TO LEARN FROM THE PAST.

DEMOCRACY: "RULE BY PEOPLE", CITIZENS EXERCISE POWER BY VOTING

A DEMOCRATIC SOCIETY IS BASED ON SOCIAL VALUES. ONE OF THESE VALUES IS THE FREEDOM OF AN INDIVIDUAL OR A COMMUNITY TO EXPRESS THEIR OPINION. IT IS CALLED "FREEDOM OF SPEECH". IN ALL CIVILIZED COUNTRIES IT BELONGS TO THE MOST IMPORTANT HUMAN RIGHTS. THOSE FORMS OF GOVERNMENTS, WHICH LIMIT OR PROHIBIT THE FREEDOM OF SPEECH ARE CALLED DICTATORSHIPS OR TYRANNIES.

THE GERMANS HAVE EXPERIENCES WITH THE LAST-MENTIONED KINDS OF REGIMES. FIRST, THEY EXPERIENCED THE MONARCHY AND THE FIRST WORLD WAR. THEN, THEY EXPERIENCED THE NAZI TYRANNY AND THE SOCIALIST WORKERS AND PEASANTS STATE OF THE GDR. THE LATTER FOUND ITS END, BECAUSE OF IMPRESSIVE AND PEACEFUL DEMONSTRATIONS. THESE DEMONSTRATIONS ESTABLISHED THE SLOGAN, WHICH REMINDS US OF THE MAIN DEMOCRATIC VALUE: *WE ARE THE PEOPLE*.

NOW, THE DEMONSTRATIONS START AGAIN. AFTER YEARS OF WEAK POLITICS AND THE NOT WELL-THOUGHT EUROPEAN PROJECT, THE PEOPLE ARE AFRAID THAT THE MOST IMPORTANT HUMAN RIGHT – THE FREEDOM OF SPEECH – WILL BE LIMITED BY STRANGE, NON-CONTEMPORARY LAWS.

ARTICLE 13 - WHAT DOES IT MEAN?

AS USUAL, MINISTER AND SECRETARIES OF THE EUROPEAN PARLIAMENT TRY TO CREATE COMMON LAWS FOR ALL STATES OF EUROPE. BUT EUROPE IS COLORFUL. THE COUNTRIES HAVE DIFFERENT HISTORIES, LEGACIES, CULTURES AND VALUES. HOWEVER, THE TRY TO UNITE THEM ALL IS DIFFICULT, EVEN IF IT'S A VERY GOOD IDEA. NEVERTHELESS, IN DOING SO IT WOULD BE MUCH BETTER, IF THE PEOPLE WOULD HAVE THE RIGHT TO VOTE. BUT THEY HAVE NO VOICE OR CHANCE TO INFLUENCE RESOLUTIONS AND CONVENTIONS. A



TRUE DEMOCRACY LOOKS DIFFERENT. NOW, THE EU PASSES A LAW, WHICH IS SUPPOSED TO PROTECT THE INTEREST OF ARTISTS AND CREATIVE PEOPLE. OF COURSE, THE IDEA IS GOOD. ON THE ONE HAND, IT'S FAIR TO PROTECT THE WORK OF A CREATOR. A MUSICIAN MUST EARN MONEY TO BE CREATIVE AND TO PRODUCE GOOD SONGS. A PHOTOGRAPHER HAS TO PAY BILLS AS WELL AS AN EXPENSIVE EQUIPMENT. SO FAR SO GOOD.



THE COMMITTED GUYS FROM NETZPOLITIK.ORG HAD ORGANISED A HUGE DEMONSTRATION ON MARCH 3, 2019. THOUSANDS OF PEOPLE CAME TO EXPRESS THEIR FEAR AND FRUSTRATION AS WELL AS TO CHANT SLOGANS LIKE: **WE ARE NO BOTS**. THEY BLAMED THE GERMAN POLITICIANS AS WELL AS THE PEOPLE IN CHARGE IN BRUSSELS TO ACT FAR AWAY FROM THE INTEREST OF THE YOUTH.

ON THE OTHER HAND, THE INTERNET OFFERS MANIFOLD CHANCES FOR COMMITTED PEOPLE. FOR EXAMPLE, MANY MUSICIANS BECAME FAMOUS JUST BECAUSE OF THE WORLD WIDE WEB AND, ABOVE ALL, THROUGH YOUTUBE AND INSTAGRAM. BUT, AS WELL AS IN OTHER CASES, IT SEEMS THAT THE POLITICIANS IN BRUSSELS ARE TOO OLD TO UNDERSTAND THE YOUTH, THEIR DEMANDS AND NEEDS AS WELL AS THE INTERNET AND MODERN TIMES. THEY ANNOUNCED A LAW, WHICH SHOULD PROTECT THE COPYRIGHT OF ARTISTS. BUT IT SEEMS THAT THE GOVERNMENT IN BRUSSELS IS CONTROLLED BY THE LOBBY OF HUGE PUBLISHERS AND TV CHANNELS SINCE THEY BENEFIT AT MOST FROM THAT LAW. WHY?

FOR A WHILE, THE TRADITIONAL MEDIA RECOGNIZES A DECREASE OF READERS AND VIEWERS. THE REASON ARE SUCCESSFUL BROADCASTS, BLOGS AND POSTS ON THE INTERNET. WHY WATCHING TV NEWS OR BUYING A NEWSPAPER, WHOSE PRODUCTION ISN'T GOOD FOR THE NATURE, WHEN ALL TOP NEWS ARE AVAILABLE WITHIN SECONDS ON THE INTERNET? IT'S THE BIGGEST CHANGE IN TERMS OF COMMUNICATION SINCE THE INVENTION OF LETTERPRESS PRINTING. AND IT'S GOOD!

HOWEVER, IT'S MAINLY GOOD FOR THE NORMAL PEOPLE. TODAY, EVERYONE HAS THE CHANCE TO EXPRESS HIS OR HER OWN OPINION. INSTEAD OF ONE-SIDED REPORTING, PEOPLE CAN DISCUSS AND QUESTION WHAT THEY HAVE HEARD OR EXPERIENCED BY THEMSELVES. THUS, WITHOUT INVESTING A LOT OF MONEY, EVERYBODY HAS THE CHANCE TO BECOME A MUSIC OR VIDEO STAR OR TO SHARE AN IDEA AND OPINION WITH OTHERS. PEOPLE ALSO MAKE FRIENDSHIPS, WHILE SHARING THEIR TRAVEL EXPERIENCES ON YOUTUBE. OTHERS EXCHANGE THEIR NEWEST FASHION IDEAS WITH LIKE-MINDED PEOPLE. INSTEAD OF PRIVATE LESSONS, PUPILS CAN USE TUTORIALS OR EDUCATION VIDEOS. AND ALL OF IT IS FOR FREE.

IT'S UNDERSTANDABLE THAT ALL OF THIS CANNOT BE IN THE INTEREST OF THE MEDIA LOBBY. IT'S CERTAINLY COMPREHENSIBLE THAT PUBLISHERS AND TV CHANNELS WANT TO EARN A LOT OF MONEY WITH OUR CURIOSITY, LACK OF KNOWLEDGE, OUR BITCHINESS AND ENVY AS WELL AS OUR CONVENIENCE. BUT MANY OF THESE MEDIA ARE MORE THAN SUPERFLUOUS. FOR YEARS, THEY DIDN'T RECOGNIZED THAT THE TIMES HAVE CHANGED. SO, THEY DIDN'T RESPECT THE SOPHISTICATED DEMANDS OF THE AUDIENCE. INSTEAD, THEY PRESENTED BORING AND OUTDATED FORMATS. THE RESULT WAS THAT PEOPLE STARTED TO CREATED THEIR OWN MEDIA PLATFORMS.

FOR YEARS, THERE WAS NO SUPPORT TO MAKE IT EASIER FOR YOUNG PEOPLE TO USE THE NEW MEDIA PLATFORMS. IT WAS LUDICROUS, WHEN POLITICIANS DISCUSSED THAT YOUNG YOUTUBERS SHOULD BE REGISTERED AS A BROADCASTING STATION, WHICH INCLUDED, OF COURSE, A RELATED PAYMENT OF RESPECTIVE FEES.

IT'S RIDICULOUS, WHEN THEY SUE INFLUENCERS, BECAUSE THEY LINK TO BRANDS WITHOUT MARKING IT AS ADVERTISEMENT, EVEN WHEN THEY GOT NO MONEY FOR IT. IT'S ALSO A TRY, TO MAKE THE LIFE OF YOUNG COMMITTED PEOPLE MORE DIFFICULT, WHEN THEY ESTABLISHED THE GDPR LAST YEAR. PEOPLE, WHO WANT TO MISUSE DATA, DO IT ANYWAY. OF COURSE, BIG COMPANIES HAVE AN IT-DEPARTMENT, BUT YOUNG FREELANCERS HAVE NO MONEY FOR IT. THEY MUST DO EVERYTHING WITH THEIR OWN HANDS AND IT COSTS TIME AND NERVES. NOW, THE NEXT STEP OF THE CAMPAIGN "THE END OF THE FREEDOM OF THE INTERNET" HAS BEGUN. WHILE MEDIA AND POLITICIANS TALK ABOUT "PROTECTION OF COPYRIGHTS" IT MEANS SOMETHING VERY DIFFERENT.



WITH THE NEW LAW SO CALLED UPLOAD-FILTERS ARE OBLIGATORY NECESSARY, BUT THERE IS NO FILTER WHICH COULD CONTROL ALL COPYRIGHTS. THIS MEANS, YOUTUBE AND OTHERS HAVE TO EXPECT COUNTLESS LEGAL ACTIONS EVERY DAY. THUS, THE WORST CASE WILL BE THAT YOUTUBE STOPS MANY OF ITS SERVICES IN EUROPE. WHAT ELSE SHOULD THEY DO?

THEREFORE, INSTEAD TO FIND FAIR SOLUTIONS IN THE INTERESTS OF ALL PEOPLE, THE EU ACTS LIKE A DICTATOR. BUT WHAT ABOUT THE RIGHTS OF THE PEOPLE? AND WHAT ABOUT DEVELOPMENT, FUTURE AND JOBS? WILL BE THERE A TIME, WHEN THE BIG ONLINE COMPANIES WILL SAY: "ENOUGH IS ENOUGH!"? GOOD BYE EUROPE!" IF SO, PROBABLY, WE CAN SEEK A MACE AND THE NEXT CAVE TO LIVE IN THERE AGAIN. BUT THE NEXT HUGE DEMONSTRATION IS PLANNED FOR MARCH 23, 2019. MORE INFORMATION ON: WWW.NETZPOLITIK.ORG

THE DEMONSTRATION WAS ORGANIZED BY THE COMMITTED PEOPLE FROM NETZPOLITIK.ORG
PICUTRES © NETZPOLITIK.ORG

EVERYDAY HEROINES

PART 2: TRUE FIGHTERS & ROLE MODELS

WOW, A RATHER POLITICAL START IN A BEAUTIFUL SPRING WHICH STARTS IN EUROPE ALREADY IN WINTER THIS YEAR. ANYWAY, THE SPRING IS A PERFECT TIME TO OPEN EYES, MINDS AND HEARTS. IN DOING SO, WE COULD – WE WILL – BE IMPRESSED BY THE HEROES OF THE EVERYDAY LIFE. YOU DON'T HAVE TO BE A POLITICIAN OR FAMOUS PERSON TO BE A HERO.

WE HAVE ALREADY LEARNED IT IN THE LAST VALEUR ISSUE, WHEN WE MET BRAVE WOMEN AND MEN WHO DEDICATE THEIR LIVES TO PROTECT THE OCEAN. SINCE THEN, WE HAVE MET TWO SPORT GIRLS, WHO ARE LITERALLY TRUE FIGHTERS. SOPHIE HAUENHERM AND ANNA SEIDEL.



THE PASSION
FOR **SPEED**
MAXIMUM
AND **POWER**
ULTIMATE

ANNA SEIDEL
SHORT-TRACK SPEED SKATER





SPEED, SPEED, SPEED...

IT'S NOT JUST A MEN'S THING. EVEN GIRLS AND WOMEN LOVE SPEED. BUT ANNA SEIDEL LOVES IT IN A VERY SPECIAL WAY. SHE IS ONE OF THE MOST SUCCESSFUL SHORT-TRACK SPEED SKATERS WORLDWIDE.

THE ATTRACTIVE WOMAN HAS STARTED HER CAREER AT THE EARLY AGE OF NINE. ALREADY AT THE AGE OF 15 SHE ACHIEVED A 3RD PLACE AT THE EUROPEAN CUP. AS EVERY ATHLETE, ANNA EXPERIENCED UP AND DOWNS. BUT HER DOWNS LED HER TO HER UPS. THUS, ANNA EXPERIENCED HER FIRST BIG BREAKTHROUGH WHEN SHE WAS QUALIFIED FOR THE WINTER OLYMPICS IN SOCHI IN 2014.

ONLY BEING 16 YEARS OLD, ANNA WAS THE SECOND YOUNGEST MEMBER OF THE GERMAN OLYMPIC TEAM. FURTHERMORE, SHE WAS THE ONLY GERMAN FEMALE SHORT-TRACK SKATER WHO REACHED THAT GOAL. ALSO, THE FOLLOWING YEARS WERE VERY SUCCESSFUL. WITH THE 2ND PLACE OVER 500 METERS, ANNA ACHIEVED THE BEST RESULT OF THE GERMAN SHORT-TRACK LADIES UNTIL THAT TIME. HEREAFTER, IN 2016, SHE WON BRONZE FOR THE 1000 METERS DISCIPLINE DURING THE EUROPEAN CHAMPIONSHIPS AND AT THE WINTER YOUTH OLYMPIC GAMES IN LILLEHAMMER.

BUT THEN, IN JUNE OF THE SAME YEAR, ANNA TUMBLED TOGETHER WITH A TRAININGS PARTNER DURING THE FIRST TRAINING OF THE NEW SEASON. WHILE SHE TRIED TO KEEP HERSELF AWAY FROM THE SHARP SKATES OF HER PARTNER AND, THUS, DEEP CUTS, SHE CRASHED UNPROTECTED INTO THE BOUNDARY. IT MEANT A LONG TRAINING AS WELL AS COMPETITION BREAK FOR MONTHS. BUT AS A BRAVE YOUNG WOMAN, THE EXCEPTIONAL TALENT WON ALSO THIS FIGHT. HENCE, ANNA WON AGAIN BRONZE AT THE EUROPEAN CHAMPIONSHIPS 2018 AND, RECENTLY, AT THE WORLD CUP IN TURIN.



INTERVIEW WITH ANNA SEIDEL

WE WERE HAPPY TO TALK WITH THE AMAZING YOUNG FIGHTER, WHO WILL NOT STOP UNTIL SHE HAS REACHED HER GOALS. LET'S HEAR WHAT ANNA SEIDEL HAS TO SAY ABOUT SPORTS, FATE, POWER, BELIEF AND CONVICTION.

ANNA, HOW WOULD YOU EXPLAIN SHORT-TRACK TO THOSE WHO DON'T KNOW IT?
MOST PEOPLE KNOW ICE SPEED SKATING-SHORT TRACK IS JUST A MORE EXCITING VERSION. WE ARE SKATING IN SMALLER ROUNDS ON AN ICE HOCKEY FIELD AND THE WINNER IS THE PERSON WHO CROSSED THE FINISH LINE FIRST THROUGH STRATEGY AND CLEVER MANEUVERS.

YOU STARTED WITH TRACK AND FIELD AND SWITCHED TO SHORT TRACK WHERE YOU HAVE COMPETED FOR ALMOST 10 YEARS. WHY DID YOU CHANGE TO THAT SPORT AND HOW COME THAT YOU ARE SO PASSIONATE ABOUT THE ICE RINK?

TRACK AND FIELD WAS OFTEN TOO BORING AND I WAS FASCINATED BY THE DIFFERENCE OF SPEED THAT YOU HAVE ON ICE AND ASHORE. MY BROTHER WAS A FIGURE SKATER (NOW HE PLAYS ICE HOCKEY). THE SHORT TRACKERS ALWAYS WENT ON THE ICE RINK AFTER HIS PRACTICE. I THOUGHT THAT THE SPORT SEEMED VERY EXCITING AND TOOK A TRIAL SESSION.

AT FIRST, YOU WERE IN THE MIDDLE RANKS AND UNFORTUNATELY, COULDN'T PARTICIPATE IN THE FINALS OF THE OLYMPIC GAMES IN SOCHI. BUT YOU BECAME 2ND PLACE FOR OVER 500M DURING THE WORLD-CUP 2015. FURTHERMORE, YOU GOT BRONZE MEDALS FOR THE EUROPEAN CHAMPIONSHIP, AS WELL AS WINTER YOUTH OLYMPICS IN 2016 WHICH IS VERY IMPRESSIVE. HOW IMPORTANT IS IT TO BELIEVE IN ONESELF - MAY IT BE IN SPORTS OR IN OUR DAILY LIVES?

THE MENTAL ASPECT IS AS IMPORTANT AS THE PHYSICAL ASPECT. MAYBE IT'S EVEN MORE IMPORTANT. ONLY WHEN YOU ARE SURE ABOUT YOURSELF AND YOUR CAPABILITIES, WHEN YOU ARE SELF-CONFIDENT AT THE START LINE AND WHEN YOU TRUST YOURSELF TO DO SOMETHING WELL, THEN YOU WILL BE ABLE TO BE AT THE TOP. IT IS ALSO THE SAME FOR YOUR EVERYDAY LIFE.

WWW.COMEBACKSTRONGER.DE

PICTURES: © HARALD HUGGARD



YOU HAD HURT YOURSELF BADLY IN 2016, SO DOES BELIEVING IN ONESELF ALSO MEAN TO COME OUT EVEN STRONGER BECAUSE OF THE INJURY OR WHAT IS THE MEANING OF YOUR CAMPAIGN "COME BACK STRONGER"? ABSOLUTELY. DURING TOUGHER TIMES, YOU WILL REALIZE HOW STRONG YOU ACTUALLY ARE AND THOSE WHO DON'T GIVE UP AND ARE INSTEAD FIGHTING IN THOSE HARD TIMES, WILL BE EVEN IN GOOD TIMES AT THE TOP.

WHAT ACTUALLY HAPPENED AND WHAT YOU FELT AT THE MOMENT?

I TUMBLED DURING A TRAINING AND COLLIDED IN AN UNFAVORABLE POSITION WITH THE BOUNDARY. HONESTLY, I WOULD NEVER HAVE SUSPECTED THAT THE WHOLE THING WOULD ASSUME GREAT EXTENT LIKE THIS. AT THE MOMENT OF THE ACCIDENT I WAS ALREADY IN PAIN, BUT I THOUGHT IT WOULD BE ONLY MUSCULARY AND THAT'S WHY I IMMEDIATELY TRIED TO GET UP AND RUN INTO THE DRESSING ROOM.

BUT YOUR SERIOUS INJURY WAS DISCOVERED BY A COINCIDENT? WHAT IF THIS HAD BEEN OVERLOOKED?

I DON'T WANT TO IMAGINE THAT AT ALL. I AM REALLY GRATEFUL THAT A SENIOR DOCTOR LOOKED AT THE MRI PICTURES AGAIN, BECAUSE OTHERWISE MY LIFE COULD LOOK VERY DIFFERENT BY NOW.

AND WHAT WAS IT LIKE TO BE BACK ON THE ICE? WERE YOU NOT AFRAID?

IN THE BEGINNING, OF COURSE, I WAS ALREADY UNSURE, AND THE THOUGHT WAS VERY PRESENT. BUT I HAD WANTED TO GO BACK TO THE ICE SINCE DAY 1 IN THE HOSPITAL. SO, THERE WAS NO OPTION FOR ME OTHER THAN TO OVERCOME MY FEAR.

WHAT TIP CAN YOU GIVE TO THOSE WHO ARE AFRAID AFTER SUCH AN EXPERIENCE?

YOU HAVE TO TRY TO FOCUS ON THE THINGS YOU CAN INFLUENCE AND THAT YOU HAVE TO DO. I SAID TO MYSELF AT EVERY TRAINING SESSION: "OKAY ANNA, NOW YOU MUST PRESS WITH RIGHT, AND NOW WITH LEFT". THINGS LIKE THAT. GENERALLY, I TRIED TO BE COMPLETELY FOCUSED ON THE NOW. JUST THINKING ABOUT WHAT I'M DOING IN THAT MOMENT AND WHAT I WILL DO NEXT. THAT HELPED ME A LOT.





IT SEEMS LIKE YOU BECAME STRONGER AFTER THIS INJURY SINCE YOU HAD WON AGAIN THE BRONZE MEDAL THIS YEAR. HOW DO YOU PREPARE YOURSELF FOR YOUR COMPETITIONS?

I AM TRAINING THE WHOLE YEAR. WE HAVE - EXCEPT FOR APRIL - DIFFERENT TRAINING CYCLES. BEFORE THE COMPETITION, I TRAIN LESS, BUT IN RETURN MORE INTENSE. I ALWAYS TRY TO MAINTAIN MY BODY IN SUCH PHASES, SO I SLEEP A LOT, EAT HEALTHY AND HAVE A POSITIVE MINDSET, BECAUSE YOU HAVE TO BE 100% READY FOR THE UPCOMING COMPETITION AND SHOULDN'T BE SELF-CONSCIOUS ON THE ANTICIPATED DAY.

SHORT-TRACK IS A WINTER SPORT, SO HOW ARE YOU MOTIVATED IN SUMMER SINCE YOU ARE FREE FROM COMPETITIONS?

IT IS NOT ALWAYS EASY, BECAUSE IT IS DEFINITELY MORE FUN THAN CYCLING, RUNNING OR WEIGHT TRAINING, BUT TRAINING CAMPS IN NICE PLACES AND A LOOK AT THE CALENDAR (IN JULY IT STARTS AGAIN) ARE HELPING TO MAKE ME FEEL FIT.

WHAT HAS BEEN THE MOST IMPRESSING EXPERIENCE DURING THE SPORT, PRACTICE AND JUST GENERALLY? DEFINITELY TO PARTICIPATE IN THE OLYMPIC WINTER GAMES 2014 IN SOCHI AND 2018 IN PYEONGCHANG. FURTHERMORE, THE WIN OF MY EM-MEDAL IN FRONT OF LOCAL PEOPLE IN JANUARY 2018.



BECAUSE OF THE INVESTMENT OF LOTS OF MONEY IN SPORTS LIKE SOCCER, MANY COMPETITIVE ATHLETES OF OTHER DISCIPLINES HAVE TO PAY THEIR EQUIPMENT, PRACTICE AND CAREER BY THEMSELVES. YOU HAVE A STRONG PARTNER IN RED BULL WHO BELIEVES IN YOUNG TALENTS AND WANTS TO GIVE THEM WINGS. HOW IMPORTANT IS THE SUPPORT OF THE COMPANY TO YOU?

VERY CRUCIAL. RED BULL'S PHILOSOPHY TO ACCOMPANY YOUNG TALENTS ON THE WAY UP IS EXTREMELY BENEFICIAL TO ME. BECAUSE I CAN ALWAYS COUNT ON THEM AND BE FOCUSED ON THE SPORT. I AM REALLY THANKFUL FOR THAT.

WETSUIT, ICE SKATES, HELMET... HOW MUCH DOES SHORT TRACK EQUIPMENT COST AND WHAT IS SPECIAL ABOUT IT?

A WHOLE EQUIPMENT WITH ICE SKATES, 2 PAIRS OF BLADES AND POLISHING STUFF COSTS ABOUT 4.000 €. THE SPECIAL THING ABOUT THE SKATES IS, THAT THEY ARE CUSTOM-MADE, WHICH ALREADY COSTS 1800 €. SINCE WE ARE POLISHING THE BLADES EVERYDAY BY OURSELVES, WE NEED 2 PAIRS PER SEASON (ONE PAIR COSTS 500€), BUT AFTER ALL, THE ICE SKATES LAST FOR 2 YEARS.

SOCIAL NETWORK CAN'T BE DISMISSED NOWADAYS AND YOU ARE ALSO ACTIVE ON INSTAGRAM & CO. HOW IMPORTANT ARE THESE PAGES FOR YOUR CAREER OR IS IT FUN FOR YOU TO SHARE YOUR EXPERIENCES WITH OTHERS?

ON THE ONE HAND, I'M HAVING LOTS OF FUN AND ON THE OTHER HAND, I THINK IT IS AWESOME HOW THE SPORT BENEFITS FROM IT AND GAINS MORE POPULARITY. MOST PEOPLE DON'T KNOW SHORT TRACK, BECAUSE IT'S A RELATIVE NEW SPORTS.

DO YOU WANT TO INSPIRE THE PEOPLE WITH YOUR STORIES IN ANY WAY?

YES, I WANT TO SHOW THEM THAT THEY CAN ACHIEVE A LOT OF THINGS WITH SELF-DISCIPLINE AND AMBITION, AND THAT THEY JUST HAVE TO START.

YOUR STAGE IS ON ICE, BUT IT SEEMS THAT YOU WILL ONLY FIND IT IN STADIUMS BUT NOT IN NATURE IN THE NEAR FUTURE. OUR ENVIRONMENT IS CHANGING AND IS ENDANGERED, BECAUSE STILL PEOPLE ACT CARELESS. DID YOU NOTICE ENVIRONMENTAL PROBLEMS DURING YOUR TRAVELS OR PRIVATE TIME? WHAT CAN YOU TELL US ABOUT THAT?

ABSOLUTELY. I REALIZE AGAIN AND AGAIN, THAT THE ENVIRONMENTAL STANDARDS ARE PRETTY HIGH IN GERMANY. FOR EXAMPLE, AT THE END OF NOVEMBER WE WERE IN CANADA AND THE USA. I NOTICED TWO THINGS. FIRST, MANY DRIVE BIG CARS, LIKE A SUV OR A PICK-UP. THE SECOND ISSUE WAS PLASTIC. PEOPLE LOOKED AT ME IN DISBELIEF, WHEN I PUT MY PURCHASE IN MY BACKPACK INSTEAD TO TAKE A PLASTIC BAG. ALSO, IN THE HOTELS, THERE WERE ONLY PLASTIC CUTLERY, PLASTIC DISHES AND PLASTIC TOOTH MUGS, WHICH WERE THROWN AWAY AND EXCHANGED DAILY.



YOU ARE NOT ONLY A YOUNG ATTRACTIVE WOMAN WHO LOOKS VERY NICE ON ICE, BUT ALSO IN FRONT OF THE CAMERA. HOW IMPORTANT IS FASHION TO YOU? COULD YOU IMAGINE TO WORK AS A MODEL? WHAT IS YOUR FAVOURITE FASHION STYLE?
HONESTLY, I HAVE NEVER THOUGHT ABOUT IT SINCE I AM A LITTLE TOO SMALL WITH 1,66M. FASHION IS PRETTY IMPORTANT TO ME AND IT'S ALSO FUN, BUT UNFORTUNATELY, I DON'T HAVE ENOUGH TIME FOR THAT. THAT'S WHY MY FAVOURITE STYLE IS A MIX OF SPORTY AND CHIC.

NOW ABOUT YOUR FUTURE PLANS. YOU ARE STILL AT THE BEGINNING OF YOUR CAREER AND UNFORTUNATELY YOU CAN ONLY DO SPORTS FOR A CERTAIN AMOUNT OF TIME, SO DO YOU ALREADY HAVE PLANS AFTER THAT?
FOR SURE. RIGHT NOW, I HAVE A LONG-DISTANCE STUDY IN BUSINESS ADMINISTRATION AND MANAGEMENT. I WOULD LIKE TO DO SOMETHING THAT INVOLVES ECONOMY LATER, BUT AS FOR NOW I'M NOT QUITE SURE WHAT EXACTLY.



SHORT TRACK IS THE MOST IMPORTANT THING RIGHT NOW, THEREFORE, WHAT AND WHERE ARE YOUR NEXT COMPETITIONS AND WHAT DID YOU WRITE ON YOUR BUCKET LIST FOR 2019?
THE SEASON IS OVER SOON. BUT, THERE'S THE WM IN BULGARIA IN MARCH. HEREAFTER, I PLAN TO HAVE MORE TIME FOR MY FRIENDS IN 2019 SINCE THEY UNFORTUNATELY DON'T HAVE THE CHANCE TO MEET UP WITH ME IN MY SPORTS LIFE.



ANNA SEIDEL IS A GREAT YOUNG WOMAN WHO SHOWS US THAT IT'S POSSIBLE TO COME BACK STRONGER EVEN WHEN YOU SUFFER A SETBACK SOMETIMES. WITH HER DISCIPLINE, TALENT AND ENERGY, SHE IMPRESSES US, THE PUBLIC AS WELL AS POWERFUL COMPANIES, WHICH IS IMPORTANT. OF COURSE, IN TERMS OF SPORTS COMPETITIONS THE SPORTING PERFORMANCES ARE PARAMOUNT. BUT ENTHUSED SPECTATORS IN THE STADIUM AND IN FRONT OF TV ARE THE CHERRY ON THE CAKE. THE MOOD AND ATMOSPHERE, THE APPLAUSE AND CHEERING DRIVE ATHLETES FORWARD TO RELEASE THEIR COMPLETE ENERGY. BUT THIS ALL WOULDN'T BE POSSIBLE WITHOUT THE HELP OF POWERFUL SPONSORS. SINCE WE HAVE LEARNED MORE ABOUT THE INTERNATIONAL TRAININGS AND COMPETITIONS, ANNA'S COSTS FOR SHOES AND EQUIPMENT AS WELL AS THE INJURIES, WE UNDERSTAND THAT SHE NEEDS SUPPORT TO SHOW US HER TALENT AND POWER. THUS, ENERGY AND WINGS ARE GIVEN TO HER BY THE WELL-KNOWN ENERGY DRINK BRAND RED BULL. IT'S GREAT, BECAUSE SO WE WILL HOPEFULLY SEE ANNA ON THE WINNER'S ROSTRUM VERY SOON.

WWW.ANNA-SEIDEL.COM

PICTURES: © RED BULL

BEST OF THE BEST CAR DESIGN

KIA STINGER
WITH THE POWER TO
SURPRISE





FEW THINGS GO TOGETHER BETTER THAN AUTOMOBILES AND SPEED-ORIENTED SPORTS. HOWEVER, A CAR IS TOTALLY UNIMPORTANT TO SOME PEOPLE. FOR OTHERS IT'S A MEANS TO AN END. TO MANY, ESPECIALLY GERMANS, A CAR IS THE CLOSEST FRIEND OF ALL. NO MATTER WHETHER THEY PREFER A SPORTY COUPE OR A MORE PRACTICAL VEHICLE FOR THE FAMILY, PEOPLE TEND TO IDENTIFY WITH THEIR AUTOMOBILES.

P A R K I N G

OF COURSE, A CAR SHOULD REFLECT OUR INDIVIDUAL LIFESTYLE. THE CLOSE RELATION BETWEEN MACHINE AND DRIVER BECOMES CLEAR WHEN A GERMAN SAYS: "I AM PARKING HERE OR THERE". HOWEVER, ACTUALLY JUST THE CAR PARKS THERE. THUS, THIS PHRASE SYMBOLIZES THAT THE OWNER BECAME ONE WITH THE CAR. BUT TO FALL IN LOVE WITH YOUR CAR SO DEEPLY, YOU MUST FIND THE RIGHT ONE.





ACTUALLY, THERE IS NO NEED TO THINK ABOUT THE PREVIOUS QUESTION WHAT IS MORE IMPORTANT. THE SOUTH KOREAN CAR MANUFACTURER KIA OFFERS A CAR THAT MERGES ALL THESE ASPECTS INTO ONE POWERFUL NAME **KIA STINGER.**

THE KIA STINGER ON THE ROAD WITH POWER AND AMAZING FEATURES INCLUDING THE PREMIUM HARMAN KARDON SOUND SYSTEM

HOW WOULD YOU ANSWER THE QUESTION:

WHAT IS YOUR DREAM CAR? WOULD YOU START WITH THE COLOR AND DESIGN? OR IS COMFORT MORE IMPORTANT TO YOU? HOW ABOUT THE INTERIOR? THE POWER AND SPEED? THE RELIABILITY AND LEVEL OF SAFETY? OR HOW UNIQUE IT IS? PRICE? IS THE SOUND SYSTEM ABOVE ALL?

THE KIA STINGER SAW THE LIGHT OF DAY FOR THE FIRST TIME IN 2017. SINCE THEN, KIA HAS WON SEVERAL AWARDS, SUCH AS THE RED DOT AWARD IN THE CATEGORY "BEST OF THE BEST CAR DESIGN". NOW THE KIA STINGER IS AVAILABLE AS A **2019 MODEL.**





STINGER DASHBOARD

CLEAN, FUNCTIONAL, STYLISH
AND USER-FRIENDLY.



KIA: THE POWER TO SURPRISE

FROM ITS EARLIEST DAYS, KIA ESTABLISHED A REPUTATION AS KOREA'S AUTOMOTIVE PIONEER. THE COMPANY WAS ESTABLISHED IN 1944, PRODUCED ITS FIRST SMALL CAR IN 1974 AND THE FIRST KOREAN-DESIGNED CAR IN 1992. IN 1993, KIA MANUFACTURED ITS THREE MILLIONTH VEHICLE – IN 2016 ALONE, KIA PRODUCED AND SOLD OVER THREE MILLION CARS. TODAY, KIA MOTORS IS A GLOBAL FORCE IN THE AUTO-MOTIVE INDUSTRY, AND IS PART OF THE HYUNDAI MOTOR GROUP, THE FIFTH LARGEST AUTOMOTIVE MANUFACTURER IN THE WORLD. KIA'S BRAND SLOGAN – 'THE POWER TO SURPRISE' – REPRESENTS THE COMPANY'S GLOBAL COMMITMENT TO SURPRISE THE WORLD BY PROVIDING EXCITING AND INSPIRING EXPERIENCES THAT GO BEYOND EXPECTATIONS.





THE INNER BEAUTY INTIMATE YET EXPANSIVE. CLASSIC YET MODERN. THE STINGER'S AIRCRAFT-INSPIRED INTERIOR MARRIES SIMPLICITY WITH SUBSTANCE FOR A SLEEK COCKPIT RICH WITH COMFORT-FOCUSED AMENITIES AND LOWERED SEATING FOR AN ENHANCED CONNECTION TO THE ROAD. IT'S THE EVOLUTION OF GRAN TURISMO, BEAUTIFULLY REALIZED.

BOLD STYLE

WHY THE REFERENCE TO THE RELATIONSHIPS GERMANS HAVE WITH THEIR CARS? BECAUSE PETER SCHREYER, WHO WAS SIGNIFICANTLY INVOLVED IN THE DESIGN PROCESS OF THE FAMOUS AUDI TT, HAS BEEN THE CHIEF DESIGN OFFICER OF KIA MOTORS SINCE 2006 AND WAS RESPONSIBLE FOR THE UNIQUE DESIGN OF THE KIA STINGER. WITH HIS DESIGN TEAM IN FRANKFURT, GERMANY, HE AND KIA EUROPE CHIEF DESIGNER GREGORY GUILLAME MERGED ICONIC GRAN TURISMO ELEMENTS WITH MODERN AESTHETICS TO DELIVER A VEHICLE LIKE NOTHING ON THE ROAD.

LUXURIOUS COMFORT

METICULOUSLY CRAFTED FOR THE DRIVER WHO LOVES TO DRIVE. WE ARE OBSESSED WITH EVERY INTERIOR DETAIL, FROM THE AVAILABLE ULTRA-SOFT NAPPA LEATHER TRIM THAT ENVELOPS THE DEEPLY CONTOURED SEATS TO THE METALLIC ACCENTS PLACED THOUGHTFULLY THROUGHOUT THE CABIN.



IMPRESSIVE POWER

THE STINGER IS A NEW PARADIGM OF GRAN TURISMO: DELIVERING HIGH PERFORMANCE AND SUPREME COMFORT ON THE OPEN ROAD; NOT FOR THE FAINT OF HEART. ITS POWERFUL ENGINE WITH UP TO 365 HORSEPOWER PROPELS IT FROM 0 TO 100 KM (0-62 MPH) IN AS LITTLE AS 4.7 SECONDS. THE STINGER STRIKES THE PERFECT BALANCE OF POWER AND REFINEMENT, FEATURING YOUR CHOICE OF TWO TURBOCHARGED ENGINES MATCHED WITH AN EIGHT-SPEED AUTOMATIC TRANSMISSION. THE STINGER IS THE NEW GT THAT TAKES YOU FARTHER, FASTER.

FASTBACK CURVES

WITH ITS SLEEK FASTBACK SILHOUETTE AND REAR-WHEEL-DRIVE PROPORTIONS, THE STINGER DEMANDS ATTENTION THE MOMENT IT COMES INTO VIEW. EACH SURFACE AND LINE — FROM THE EXTENDED HOOD TO THE ROUNDED SWELL OVER THE WHEELS — EVOKES ELEGANCE AND ATHLETICISM.

WHEN **CAR** TURNS YOUR **CAR** INTO A **MUSIC HALL**

HARMAN KARDON

BEAUTIFUL SOUND BY HARMAN KARDON

THE KOREAN CARMAKER KIA'S SLOGAN "THE POWER TO SURPRISE" REFLECTS NOT ONLY ITS GOAL OF PROVIDING A COMFORTABLE AND EXCLUSIVE DRIVING EXPERIENCE, IT ALSO EXTENDS TO SOUND: EXCEEDING CUSTOMER EXPECTATIONS ALSO INCLUDES THE RIGHT AUDIO SYSTEM. THIS IS WHY ITS PARTNERSHIP WITH HARMAN KARDON® MAKES PERFECT SENSE.



THE SYSTEM IS MADE UP OF SEVERAL KEY FEATURES

AND IS PERFECTLY TUNED WITH POWERFUL SPEAKERS. HARMAN KARDON USED ITS 66 YEARS OF EXPERIENCE IN MANUFACTURING HIGH-END AUDIO SYSTEMS TO CREATE A SOUND THAT TURNS YOUR CAR INTO A CONCERT HALL. THIS IS THANKS TO SEVERAL PATENTED TECHNOLOGIES.

IN TECHNICAL TERMS, THIS MEANS

UP TO 15 STRATEGICALLY INTEGRATED SPEAKERS, OPTIMIZED AND TUNED SPECIFICALLY FOR THE STINGER AND SEVERAL OTHER KIA MODELS. UP TO 12 CHANNELS AND A DIGITAL AMPLIFIER OF UP TO 720-WATTS OFFER NATURAL AND SMOOTH MID-RANGE TONES WITH POWERFUL AND DYNAMIC LOW-FREQUENCY SOUND.

4 x 25 mm TWEETER

BRILLIANT HIGH TONES

100 mm MID-RANGE CENTER SPEAKER

THE LEAD VOCALS

12 CHANNEL AMPLIFIER

THE CONDUCTOR

4 x 80 mm MID-RANGE SPEAKER

CLEAN STRINGS & GUITARS

4 x 60 mm DOOR WOOFER

DYNAMIC PERCUSSION & BRASS

2 x 200 mm SVC SUBWOOFER

POWERFUL BASS & DRUMS

HARMAN KARDON

ENGINEERS COOPERATE WITH KIA FROM THE EARLIEST STAGES OF VEHICLE DEVELOPMENT. THE NEW PREMIUM AUDIO SYSTEM FOR THE KIA STINGER OFFERS RICH, HIGH-RESOLUTION SURROUND SOUND THAT REPRODUCES NATURAL SOUND TO THE GREATEST POSSIBLE EXTENT.

harman/kardon

DISCOVER CUTTING-EDGE TECHNOLOGIES BY HARMAN KARDON

CLARI-FI™ RESTORATION TECHNOLOGY

ALL KIA MODELS COME WITH CLARI-FI™, A PATENTED HARMAN TECHNOLOGY THAT WORKS IN REAL-TIME TO REBUILD AUDIO DETAILS LOST IN DIGITALLY COMPRESSED MUSIC. WHAT DOES IT MEAN?

UNTIL THE 90S, WE USED DEVICES LIKE VINYL, TAPE OR CD. THEY PROVIDED A SPACE FOR MUSIC RECORDINGS OF 30 UP TO 120 MINUTES. NOWADAYS, WE SAVE COUNTLESS SONGS ON OUR USB-STICKS OR SMARTPHONES. THEORETICALLY, THIS ENABLES US TO PLAY OUR FAVORITE SONGS WITHOUT ANY BREAK FOR WEEKS. INSTEAD OF LISTENING RADIO, WE ALSO LOVE TO USE STREAMING CHANNELS, WHICH OFFER A VERSATILE MUSICAL ENJOYMENT WITHOUT ANY LOADING TIME. BUT ALL OF THIS IS POSSIBLE BECAUSE OF A COMPROMISE. EACH SONG IS A FILE - MAINLY MP3 - WHOSE DATA VOLUME WAS REDUCED UP TO 85% COMPARED WITH THE ORIGINAL. THIS IS ACHIEVED BY SPECIFICALLY TECHNOLOGIES WHICH SAVE ONLY SOUNDS THAT WE CAN HEAR. HOWEVER, THERE ARE ALSO SOUNDS WHICH WE RECOGNIZE WITHOUT HEARING THEM DIRECTLY. THESE SOUNDS - FOR EXAMPLE PERCUSSIONS, PIZZICATOS, DRUMS, THUS, VERY HIGH OR LOW TONES – CAN MAKE A CRUCIAL CONTRIBUTION TO DYNAMIC AND POWER OF A SONG. IF THEY ARE LACKING, THE BEST SOUND SYSTEM CANNOT REPRODUCE THE POWER AND CHARACTER OF THE ORIGINAL SONG. THE MUSICAL ENJOYMENT IS DAMPENED.

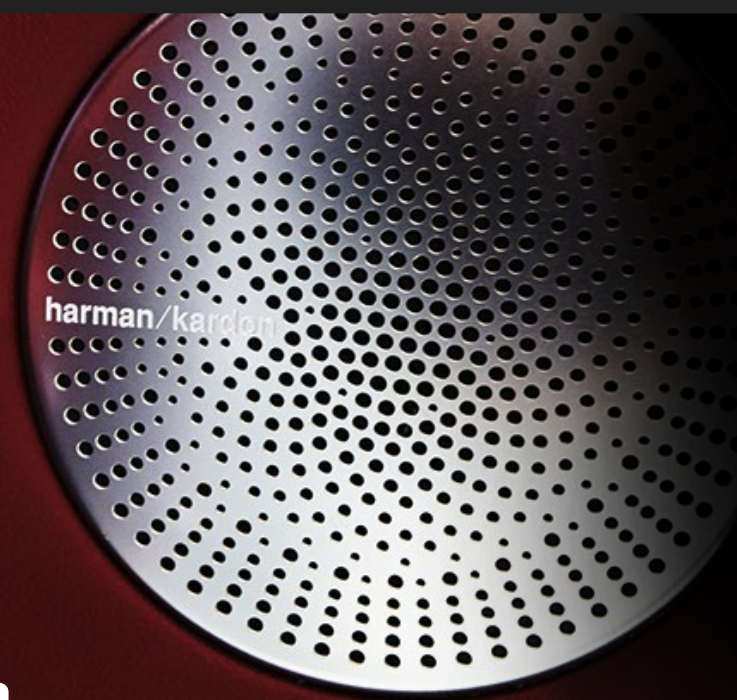
THUS, MANY AUDIO DETAILS ORIGINALLY RECORDED IN A MUSIC TRACK CAN BE LOST IN THE COMPRESSION PROCESS. CLARI-FI™ INTELLIGENTLY AND SEAMLESSLY RECONSTRUCTS THE DIGITALLY COMPRESSED MUSIC FOR AN ENHANCED LISTENING EXPERIENCE REGARDLESS OF THE SOURCE. THIS SIGNATURE SOUND MATCHED WITH A REDESIGNED QUIETER AND MORE SPACIOUS CABIN LETS YOU ENJOY YOUR DRIVE. THE PATENTED HARMAN TECHNOLOGY WORKS IN REAL-TIME TO REBUILD LOST AUDIO DETAILS.

QUANTUMLOGIC® SURROUND SOUND 3D

LISTEN TO A NEW DIMENSION – VOCALS IN THE FRONT, DRUMS IN THE BACK, GUITAR ON THE LEFT AND THE BASS TO THE RIGHT. YOU FEEL THAT SPECIAL MOOD AND ATMOSPHERE OF A CONCERT BY YOUR FAVORITE BAND OR MUSICIAN WHILE DRIVING HOME. THE HARMAN KARDON PREMIUM AUDIO SYSTEM OFFERS ALSO QUANTUMLOGIC® SURROUND, A NEXT-GENERATION MULTI-DIMENSIONAL SURROUND-SOUND EXPERIENCE.

HARMAN'S PATENTED DIGITAL SIGNAL PROCESSING TECHNOLOGY SEPARATES ANY STEREO AUDIO SOURCE INTO INDIVIDUAL STREAMS – PERFORMERS, INSTRUMENTS, AND ROOM SOUND – SIMILAR TO THE ORIGINAL RECORDING PROCESS. THESE INDIVIDUAL SIGNALS CAN THEN BE MIXED TOGETHER TO PRODUCE FIVE OR SEVEN NEW OUTPUT SIGNALS AND REDISTRIBUTE THE RIGHT AUDIO INFORMATION TO THE AVAILABLE SPEAKER CHANNELS TO ENSURE THE BEST POSSIBLE PERFORMANCE FOR ALL OCCUPANTS.

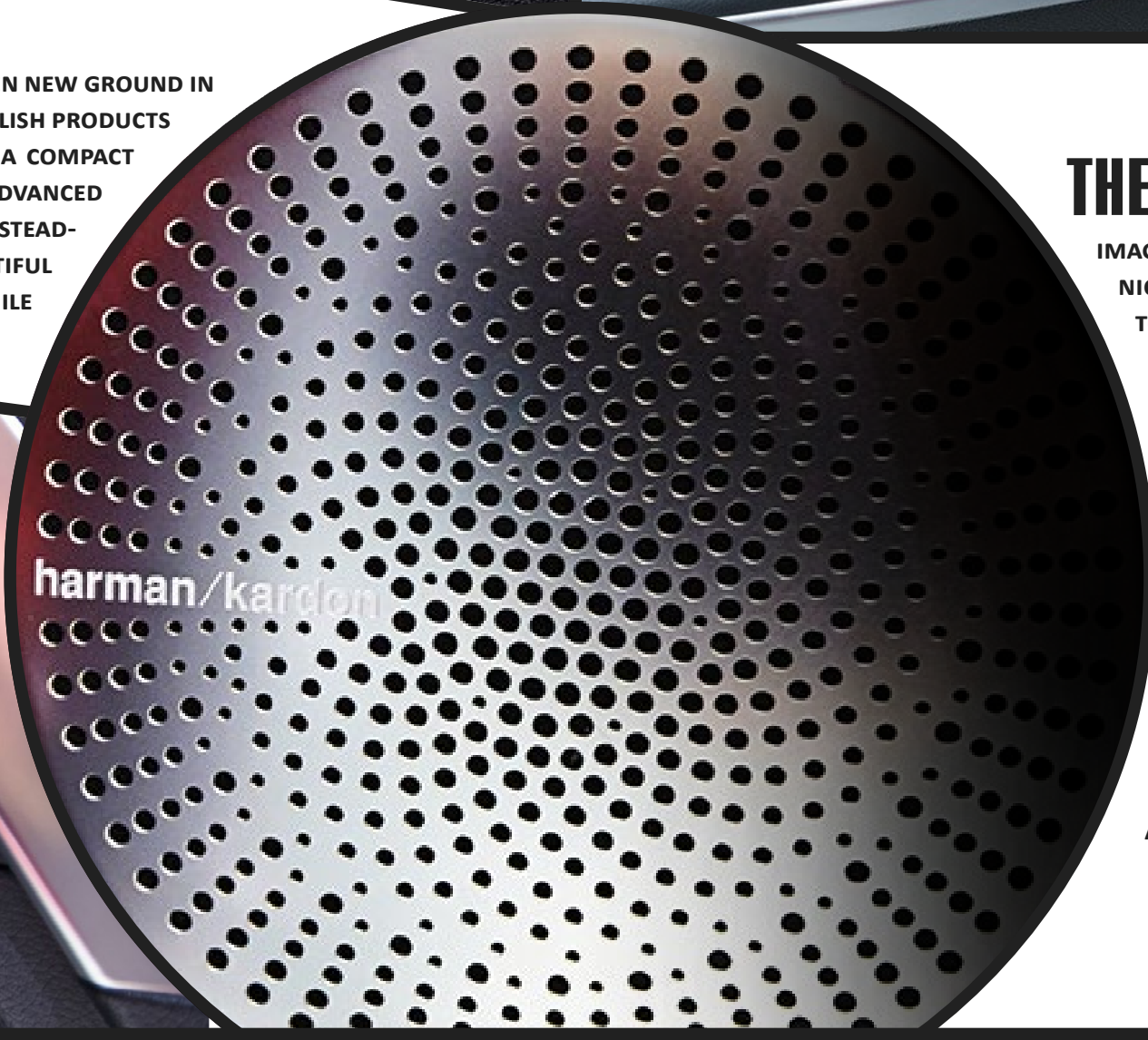
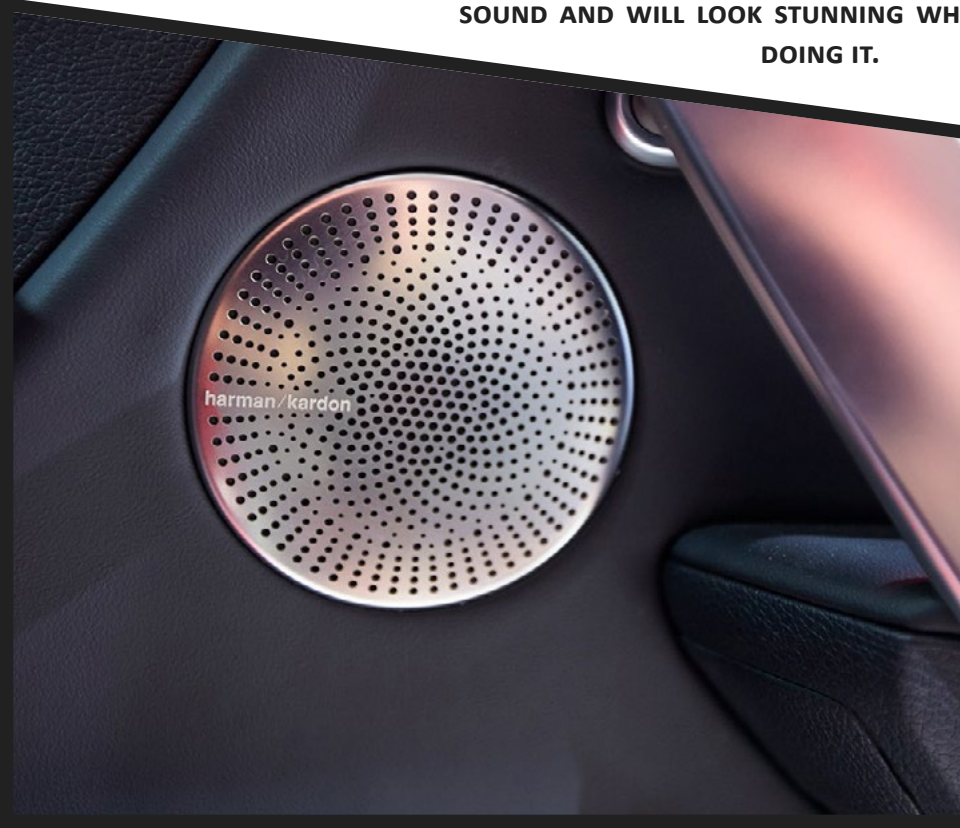
INFINITELY VARIABLE CONTROL OF THIS SIGNAL PROCESSING IS POSSIBLE, AS IS THE USE OF A VARIETY OF MODES SUCH AS "AUDIENCE" OR "ON STAGE". THE "AUDIENCE" MODE ARRAYS VOCALS AND INSTRUMENTS IN FRONT OF THE LISTENER AND IS IDEALLY SUITED FOR LIVE CONCERT PERFORMANCES. THE "ON STAGE" MODE OFFERS A DISTINCTLY DIFFERENT EXPERIENCE THAT PUTS THE LISTENER IN THE MIDDLE OF THE MUSIC.





WHAT MAKES HARMAN KARDON SPECIAL?

SINCE 1953, HARMAN KARDON SYSTEM DESIGNERS HAVE BROKEN NEW GROUND IN HOME AUDIO, PRODUCING THE BEST-SOUNDING AND MOST STYLISH PRODUCTS FOR DISCERNING AUDIOPHILES. WHETHER THEY'RE CREATING A COMPACT SYSTEM FOR YOUR MOBILE DIGITAL DEVICES OR THE MOST ADVANCED POWER AMPLIFIER ON THE MARKET, THEIR PROMISE REMAINS STEADFAST: EVERY HARMAN KARDON PRODUCT WILL DELIVER BEAUTIFUL SOUND AND WILL LOOK STUNNING WHILE DOING IT.

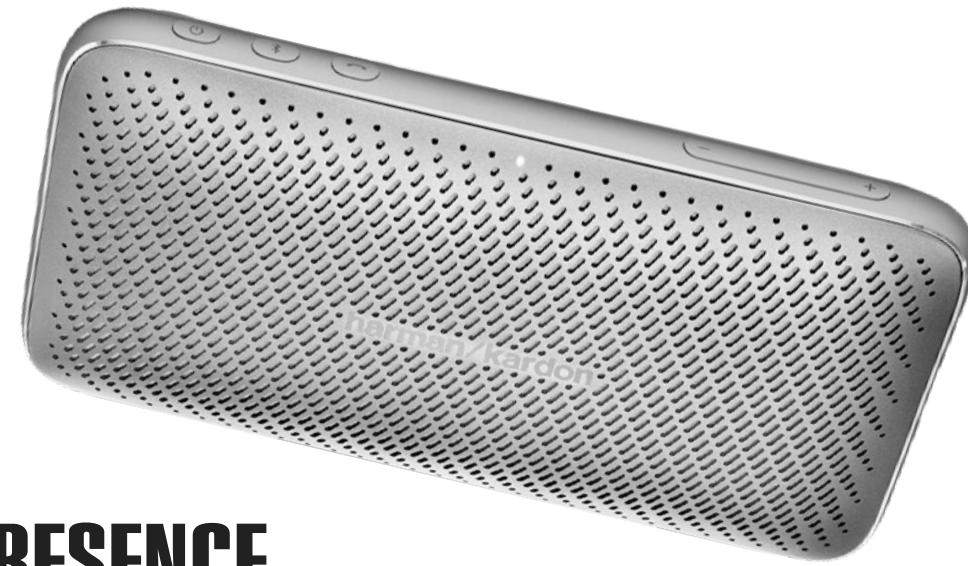


THE BRAND'S VALUES

IMAGINE A FUTURE WHERE THE FORCES OF BEAUTY AND ELECTRONIC SOUND DO NOT OPPOSE ONE ANOTHER BUT WORK SEAMLESSLY TOGETHER. THROUGH INNOVATION, HARMAN KARDON IS CREATING THAT FUTURE – ONE IN WHICH AUDIO PRODUCTS NEED NOT BE COMPLICATED, CUMBERSOME OBJECTS THAT ARE TO BE HEARD AND NOT SEEN. FOR HARMAN KARDON, EXQUISITE STYLE HOLDS EQUAL WEIGHT TO BEAUTIFUL SOUND – BOTH MUST RESONATE THROUGH AND THROUGH.

SINCE INNOVATION NEVER STOPS, IT IS IMPERATIVE THAT HARMAN KARDON MAINTAIN A STRICT ADHERENCE TO THE BRAND'S VALUES. BY PAYING HOMAGE TO THE RICH HARMAN KARDON LEGACY THROUGH CONTINUED CRAFTSMANSHIP, THE COMPANY WILL ENSURE A PROSPEROUS FUTURE.

HARMAN KARDON CAPTIVATES THE SENSES WITH SUBLIME SOUND AND SOPHISTICATED DESIGN TO CREATE TRANSFIXING MOMENTS.



THE VALUES

HUMANISM

ESSENCE. SENSES. EMOTION FUNCTION. SIMPLICITY.

HARMAN KARDON PRODUCTS ARE FOR THOSE WHO HAVE DISCERNING LIFESTYLES – PEOPLE WHO APPRECIATE SUBTLE NUANCES, WHO HAVE AN EYE FOR STYLE AND AN EAR FOR SOUND.

SCIENCE

INNOVATION. TECHNOLOGY. PRECISION. REFINEMENT. FOCUS.

THE HARMAN KARDON LEGACY IS ROOTED IN SOUND – THE BEST SOUND POSSIBLE. THROUGH RESEARCH AND DEVELOPMENT, OUR ENGINEERS AIM TO SURPASS EVEN OUR MOST PRAISED INVENTIONS.

HERITAGE

AUTHENTICITY. QUALITY. SOPHISTICATION. CRAFTSMANSHIP. EXPERIENCE.

DR. SIDNEY HARMAN'S GOAL WAS TO MAKE TECHNOLOGY AND SOUND APPROACHABLE – INTIMIDATION WAS TO BE AVOIDED. AS STEWARDS FOR THE BRAND, WE MUST MAINTAIN THIS APPROACH THROUGH INNOVATION, DESIGN AND COMMUNICATION.

DESIGN APPROACH

A SOPHISTICATED AESTHETIC

HARMAN KARDON PRODUCTS ARE DESIGNED NOT TO BLEND IN, BUT TO HOLD THEIR OWN AESTHETICALLY WITHOUT STANDING OUT.

A REPUTATION FOR EXCELLENCE

HARMAN KARDON HAS RECEIVED NUMEROUS ACCOLADES AND AWARDS FOR AUDIO EXCELLENCE.

THIS ICONIC BEAUTY BIT SEEMS OUT OF PLACE



TIMELESS PRESENCE

HARMAN KARDON'S DESIGNS, MATERIALS, AND TECHNOLOGIES ARE BUILT TO STAND THE TEST OF TIME. HARMAN KARDON IS FOUND IN SOME OF THE WORLD'S MOST BEAUTIFUL PLACES. THEIR SOUNDSTICKS ARE EVEN ON DISPLAY AT THE MUSEUM OF MODERN ART (MOMA).

SIMPLE ELEGANCE

THE BRAND CHANNELS SIMPLICITY TO CREATE PRODUCTS THAT ARE ELEGANT AND INTUITIVE TO USE. EVERYTHING SERVES A PURPOSE.

HARMAN KARDON STRONGLY BELIEVES IN FIRST-CLASS QUALITY MUSIC REPRODUCTION. THE CHARACTER AND NATURE OF MUSIC MUST ALWAYS BE PRESERVED, BECAUSE MUSIC IS MEANT TO BE A FULL AND RICH EMOTIONAL EXPERIENCE.

THIS ATTITUDE DETERMINES HOW THE BRAND SEES AND USES TECHNOLOGY. FOR HARMAN KARDON, TECHNOLOGY HAS ONE PURPOSE AND ONE PURPOSE ONLY:

TO SERVE THE MUSIC!



WIN ONE OF 33 PREMIUM HARMAN KARDON BLUETOOTH SPEAKERS

SWEEPSTAKES

FROM MARCH 1 TO 29, 2019
THE HARMAN STORE MUNICH WILL RAFFLE
THE HARMAN KARDON PRODUCTS
ON THE NEXT PAGES

25 x HARMAN KARDON ESQUIRE MINI 2

4 x HARMAN KARDON CITATION ONE

4 x HARMAN KARDON CITATION 100

IT'S EASY TO PARTICIPATE:

POST A PICTURE ON INSTAGRAM WHICH SHOWS YOU WITH THE KIA STINGER AT THE HARMAN STORE IN MUNICH (SENDLINGER STRASSE 46, 80331 MÜNCHEN).

USE THE HASHTAG #HARMANKARDONSWEEPSTAKE AND LINK TO:

@KIA_MOTORS_DEUTSCHLAND (WWW.INSTAGRAM.COM/KIA_MOTORS_DEUTSCHLAND),
@HARMANSTOREMUNICH (WWW.INSTAGRAM.COM/HARMANSTOREMUNICH) AND
@HARMANKARDON (WWW.INSTAGRAM.COM/HARMANKARDON).

IT'S IMPORTANT THAT YOUR PROFILE IS PUBLIC.



THE WINNING POSTS ARE EVALUATED RANDOMLY. THE WINNERS WILL BE ANNOUNCED AND NOTIFIED VIA THE INSTAGRAM CHANNEL OF THE HARMAN STORE MUNICH (WWW.INSTAGRAM.COM/HARMANSTOREMUNICH).

THE PRIZES

HARMAN KARDON CITATION ONE / 100

BEAUTIFUL SOUND THAT SPEAKS TO YOU.

THE HARMAN KARDON CITATION ONE AND 100 ARE NEXT-GENERATION SMART SPEAKERS. WHILE THE CITATION ONE HAS RICH SOUND AND AN ALL-IN-ONE COMPACT DESIGN, THE CITATION 100 FITS IN ANY SPACE AND FILLS YOUR ROOM WITH POWERFUL SOUND. EASY TO USE, BOTH BLEND INNOVATION IN HOME AUDIO WITH ATTENTION TO DESIGN DETAIL, ALLOWING FOR A SOPHISTICATED LOOK AND SURPRISING SOUND IN A COMPACT PACKAGE. WITH THE CITATION 100, MUSIC LOVERS WILL LOVE THE ROOM-FILLING SOUND WITH STRONG BASS AND ACCESS TO OVER 300 MUSIC SERVICES AND HIGH-DEFINITION STREAMING THROUGH INTEGRATED CHROMECAST. THE GOOGLE ASSISTANT BRINGS CONVENIENT VOICE CONTROL TO YOUR CITATION ONE AND CITATION 100 FOR HANDS-FREE HELP AROUND THE HOME. GET ANSWERS, PLAY MUSIC, ORGANIZE YOUR DAY, CONTROL YOUR SMART HOME, ENJOY YOUR ENTERTAINMENT AND MORE – ONLY BY USING YOUR VOICE!



CITATION

PREMIUM INDUSTRIAL DESIGN

CITATION ONE BLENDS INNOVATION IN HOME-AUDIO ENTERTAINMENT WITH A SOPHISTICATED AND BEAUTIFUL DESIGN. THE PREMIUM BLENDED WOOL FABRIC, MADE BY KVADRAT, IS DIRT REPELLENT AND FLAME RETARDANT.

SOPHISTICATED SOUND QUALITY

FOR OVER 65 YEARS, HARMAN KARDON HAS BEEN DEDICATED TO DELIVERING LUXURIOUS AUDIO EXPERIENCES THAT ALLOW THE LISTENER TO FEEL THE MUSIC AND IMMERSE THEMSELVES IN THE MOMENT. CITATION IS THE ULTIMATE EXPRESSION AND IS THE WORLD'S FIRST TRULY PREMIUM PRODUCT OF ITS KIND.

MUSIC EVERYWHERE

THE CITATION ONE DELIVERS MULTI-ROOM CAPABILITY BY ADDING ADDITIONAL CITATION SPEAKERS TO CREATE THE ULTIMATE WHOLE HOUSE AUDIO EXPERIENCE. IT ALLOWS YOU TO PLAY THE SAME OR DIFFERENT MUSIC IN SEPARATE ROOMS AND CONTROL IT FROM A TABLET OR SMARTPHONE.



HARMAN KARDON ESQUIRE MINI 2

EXCEPTIONAL SOUND. PROFESSIONAL ELEGANCE.

ULTRA-SLIM AND PORTABLE, HARMAN KARDON ESQUIRE MINI 2 IS THE PERFECT TRAVELLING COMPANION, FITTING INTO YOUR BRIEFCASE OR PURSE WITH EASE. EVEN WITH A SLIM DESIGN THERE'S NO COMPROMISE ON SOUND. THE POWERFUL SUPER-THIN SPEAKER DRIVERS AND SPECIALLY TUNED ACOUSTICS DELIVER HIGH-FIDELITY AUDIO. THE ESQUIRE MINI 2 ALSO FEATURES A CONFERENCE SYSTEM WITH NOISE CANCELLATION FOR CRYSTAL-CLEAR CONFERENCE CALLS ON THE GO. IT SUPPORTS UP TO 10 HOURS OF PLAYING TIME AND COMES WITH A BUILT-IN POWERBANK TO QUICKLY CHARGE YOUR DEVICES. WITH A VARIETY OF DISTINCTIVE COLORS AND INCLUDED CARRYING POUCH, THE HARMAN KARDON ESQUIRE MINI 2 IS THE IDEAL COMPANION FOR YOUR NEXT BUSINESS OR LEISURE TRIP.



MORE ABOUT THE KIA HARMAN KARDON SOUND SYSTEM

WWW.HARMANKARDON.CO.UK/KIA

MORE ABOUT THE KIA STINGER

WWW.KIA.COM

**EVEN A
PARAPLEGIA
CAN'T STOP
THIS BRAVE WOMAN**

SOPHIE HAUENHERM
THE IMPRESSIVE YOUNG GIRL SHOWS US
THE MEANING OF LIFE & PASSION





MUSIC IS AN IMPORTANT PART OF OUR EVERYDAY LIFE.

IT'S WITH US WHEN WE HAVE FUN WITH OUR FRIENDS, DO SPORTS OR ARE ON THE WAY SOMEWHERE. MUSIC ACCOMPANIES US WHEN WE ARE HAPPY, FALL IN LOVE OR WHEN WE ARE SAD. IT GIVES US THE ENERGY. BUT FOR SOME PEOPLE MUSIC MEANS MUCH MORE. THEY FEEL PASSIONATE WHEN THEY LISTEN TO GOOD MUSIC, AND INSTANTLY START TO DANCE. WHILE DANCING MEANS JUST FUN FOR MANY OF US, FOR SOME IT IS A VOCATION, SUCH AS FOR **SOPHIE HAUENHERM.**

SOPHIE IS A YOUNG AND VERY ATTRACTIVE WOMAN. WHEN YOU FIRST MEET HER, YOU WILL BE IMPRESSED IN A SECOND. WHEN YOU GET TO KNOW HER, YOU WILL NEVER FORGET HER AGAIN. SHE HAS LEFT HER HOME AT THE AGE OF 12 TO START STUDYING AT THE RENOWNED PALLUCA UNIVERSITY OF DANCE IN DRESDEN, GERMANY. SHE WAS ALWAYS AN EXCEPTIONAL TALENT, UNTIL, SHORTLY BEFORE HER PRACTICAL EXAM, FATE CHANGED HER LIFE COMPLETELY. WE TALKED WITH SOPHIE ABOUT LOVE, LUST AND PASSION, ABOUT POWER AND WEAKNESS, DREAMS AND LOSS, AND WHAT IT MEANS TO START FROM THE BEGINNING.

SOPHIE ABOUT PARAPLEGIA, LIFE, DANCE, LOVE, LUST AND PASSION

SOPHIE, WAS IT ALWAYS YOUR DREAM TO BECOME A DANCER? WHEN DID YOU START TO DANCE AND WHAT DANCING AND MUSIC MEANS TO YOU?

I STARTED DANCING WHEN I WAS FOUR YEARS OLD. IT WAS MY HOBBY UNTIL MY TEACHER CAME TO MY PARENTS AND SAID “DON’T YOU SEE, THAT THE GIRL WANTS TO DANCE!”. THAT WAS THE STARTING POINT OF ME, TURNING MY PASSION INTO A JOB. I STARTED A PROFESSIONAL EDUCATION WHEN I WAS 12.

ART INCLUDING DANCE IS A MEDIUM TO EXPRESS YOURSELF. THE MOMENT YOU DANCE YOU ARE ONLY WITH YOURSELF – YOUR BODY AND YOUR MIND. IT’S AN OUTSTANDING POSSIBILITY TO CREATE SOMETHING AND TO USE DANCE FOR TELLING VARIOUS STORIES.

YOU HAVE SACRIFICED A LOT, INCLUDING YOUR YOUTH. COULD YOU TELL US A BRIEF CHRONOLOGY OF YOUR EDUCATION AND TRAINING?

I DID SACRIFICE A LOT. I HAD NO PUBERTY BECAUSE THERE WAS SIMPLY NO TIME. MY DAY WAS ABOUT WAKING UP AT 7AM, GOING TO THE STUDIO AND WORK, COMING BACK AT 7PM TO HAVE DINNER AND GO TO BED. I MADE DANCING MY PRIORITY. EVERY DAY FROM MONDAY TO FRIDAY I WOULD WORK FOR TEN HOURS AND EVEN FIVE ON SATURDAYS. BESIDES, YOU HAVE TO BE PREPARED BEFORE CLASS, WARM UP YOUR BODY AND GO OVER THE MATERIAL YOU’VE LEARNED. AFTERWARDS YOU COOL YOURSELF DOWN AND DO STRETCHING EXERCISES. ALREADY AS A YOUNG GIRL I LEARNED THAT YOUR OWN SUCCESS IS A HIGH RESPONSIBILITY. EVEN THOUGH YOU PUT A LOT EFFORT INTO A JOB, IT WON’T GIVE YOU MUCH BACK. YOU LIVE FOR THE MOMENT ON STAGE, THE FEEDBACK OF THE PEOPLE AND THE SHOWING OF WHAT YOU LOVE.



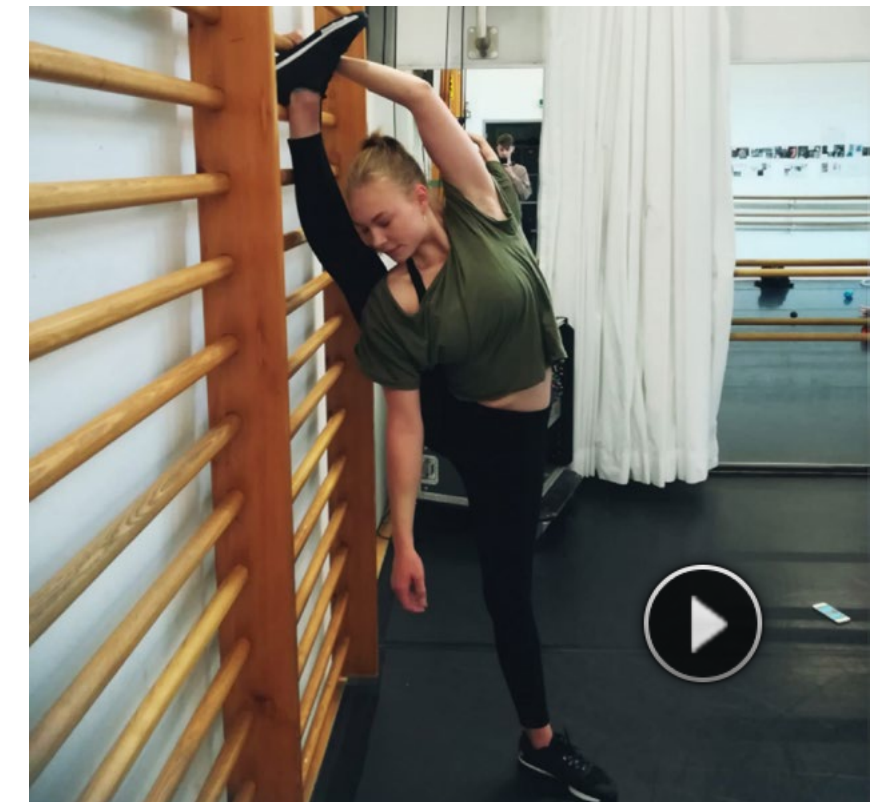


IT LOOKS VERY ELEGANT AND FILIGREE TO SEE PEOPLE DANCING BALLET, AND EVEN MODERN DANCE. BUT HOW WOULD A DANCER DESCRIBE DANCING IN ALL OF ITS FACETS?

DANCE CAN BE A LOT AND I DON'T MEAN PHYSICALLY BIG MOVEMENTS. SOMETIMES MINOR THINGS CAN HAVE THE GREATEST EFFECT. THE MOST IMPORTANT THINGS IS TO BE WITH YOURSELF IN THE MOMENT AND PROJECT THE FEELING TO THE OUTSIDE WORLD. SOMETIMES EVEN JUST STANDING CAN SAY A LOT. YOU ALWAYS EXPRESS SOMETHING WITH YOUR BEHAVIOR. DANCE IS A CERTAIN TERM OF SPEAKING WITHOUT WORDS. IT IS TRANSITORY AND ONLY IN THAT MOMENT, BUT YOU CAN KEEP IT IN YOUR MIND FOREVER. YOU CARRY THE FEELING THAT YOU'VE GOT FROM A SHOW WITH YOU AND I THINK THAT MAKES IT SO SPECIAL.

DANCE IS LOVE, LUST AND PASSION... THREE THINGS WHICH ARE HURTING ALWAYS - MORE OR LESS, AREN'T THEY?

LOVE, LUST AND PASSION IS SOMETHING VERY PERSONAL. YOU INVEST A LOT AND RECEIVE SOMETHING AT THE END. IT'S A TWO-SIDED RELATION. IN LIFE YOU ARE ALWAYS CONFRONTED WITH SPENDING MORE THAN YOU GET. THAT COUNTS FOR WORK, YOUR DAILY ROUTINE AND MUCH MORE. I THINK IT'S IMPORTANT TO DEFINE IF THINGS ARE WORTH YOUR ENERGY. WHAT IS THE PRICE? ENERGY IS SUCH A VALUABLE THING THAT YOU NEED TO FIND A GOOD BALANCE. IF IT COMES BACK, YOU INVEST IN YOURSELF. WITH A HEALTHY BALANCE, PASSION AND LUST CAN BE SOMETHING EMOTIONAL THAT YOU CAN BLOOM IN. HOWEVER, IT IS SOMETHING PERSONAL AND EVERYONE HAS TO FIGURE OUT FOR THEMSELVES. FOR ME IT WAS DANCING.



HOW DID YOU RECOGNIZE THAT THERE IS SOMETHING WRONG AND WHAT HAPPENED THEN?

I WAS PREPARING MYSELF FOR A SHOW WHEN I NOTICED PAIN IN MY BACK. I WENT DIRECTLY TO THE DOCTOR. USING HEAT TREATMENT, I WAS HOPING THAT IT WOULD GET BETTER FAST, BUT IT GOT WORSE. TO BE ABLE TO FOCUS, I HAD TO USE PAIN MEDICATION FOR THE SHOWS. OVER THE NEXT DAYS, THE PAIN GOT WORSE. DOCTORS SAID IT COULD BE A NORMAL TENSION AND WITH SOME MORE PHYSIOTHERAPY I WOULD BE FINE AT THE END OF THE WEEK. HOWEVER, THE PAIN WAS GETTING WORSE AND BECAME SO INTENSE THAT I COULD BARELY WALK. SO, I WENT TO THE HOSPITAL. THE PAIN MADE ME HYSTERICAL AND THE DOCTOR COMPLAINED THAT IT WOULD BE IMPOSSIBLE TO TREAT ME LIKE THAT. I TRIED TELLING THEM THAT THE PAIN WAS ABNORMAL, EVEN WORSE THAN WHEN I WAS DANCING WITH A BROKEN TOE FOR A YEAR. BUT THEY DIDN'T BELIEVE ME. INSTEAD OF LOOKING FOR THE CAUSE, THEY WERE LOOKING FOR SYMPTOMS. ALTHOUGH I BARELY FELT ANY OF THE MEDICATION, THEY REFUSED TO GIVE ME MORE AND ALSO TOLD ME THAT AN MRI-SCAN WOULDN'T BE POSSIBLE ON WEEKENDS. I COULDN'T TAKE THE PAIN, SO I ENDED UP STAYING AT THE HOSPITAL, TO HAVE A SCAN ON THE FOLLOWING MONDAY. AT SOME POINT DURING THE NIGHT I WOKE UP, I FELT PARALYZED, COULDN'T MOVE MY LEGS. I CALLED THE NURSE AND SHE TOLD ME TO GO BACK TO SLEEP, BECAUSE THERE WAS NOTHING SHE COULD DO. THE NEXT MORNING, THEY DID AN MRI AND FOUND AN ABSCESS. NOW EVERYTHING NEEDED TO BE VERY FAST, WITHIN AN HOUR THEY ORGANIZED A SURGERY. IT TURNED OUT TO BE AN ABSCESS IN MY SPINE, THAT WAS GROWING FROM HOUR TO HOUR. AT SOME POINT IT WAS BIG ENOUGH TO PRESS AGAINST MY NERVES AND SQUASH THEM. IF IT WOULD HAVE BEEN FOUND BEFORE, THE PARAPLEGIA WOULDN'T HAVE HAPPENED. IN THE CHECK-UP THREE DAYS AFTER, MY DOCTOR ASKED ME TO MOVE PARTS OF MY BODY. WHEN I COULDN'T, HE TOLD ME THAT I PROBABLY WON'T BE ABLE TO WALK AGAIN.



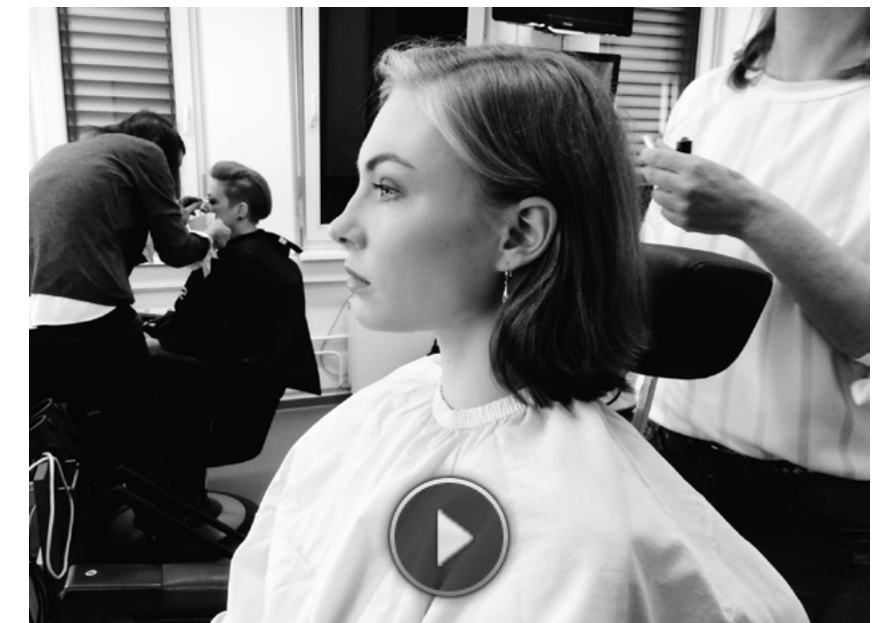


WHEN THE DOCTORS FOUND THE ABSCESS IN YOUR SPINE, WHAT DID YOU FEEL WHEN THEY TOLD YOU THAT YOU HAVE TO UNDERGO A SURGERY?

I JUST EXPERIENCED ONE SURGERY IN MY LIFE WHEN I HAD A BROKEN TOE. I REMEMBER HOW NERVOUS I WAS BEFORE THAT. IN THE MOMENT THEY FOUND THE ABSCESS I DIDN'T CARE ABOUT WHAT WAS GOING TO HAPPEN. I WAS AT THE END OF MY ENERGY. I WAS TIRED OF PAIN AND NO ONE TAKING ME SERIOUSLY. I JUST WANTED SOMETHING TO HAPPEN. I DIDN'T CARE WHAT IT WAS, BUT SOMETHING NEEDED TO CHANGE.

DO YOU REMEMBER WHAT WAS YOUR FIRST THOUGHT WHEN YOU WOKE UP AFTER THE SURGERY? WHAT HAPPENED THEN?

WHEN I WOKE UP, I WAS GLAD THAT THE PAIN WAS GONE. I WAS EXHAUSTED AND STILL COULD MOVE MY LEGS. I DIDN'T EVEN HAVE THE ENERGY TO TALK. WHEN THE DOCTOR CAME TO MY BED TELLING MY FAMILY AND ME THAT I WAS PARAPLEGIC FROM NOW ON, WE DIDN'T KNOW WHAT THAT MEANS. IT'S SOMETHING YOU SEE ON TV OR HEAR FROM SOMEONE, BUT IF YOU AREN'T IN THE SITUATION YOURSELF YOU HAVE NO IDEA WHAT BELONGS TO THE DISEASE. FOR ME, IT TOOK A LONG TIME TO FIGURE OUT WHAT DOES IT MEAN TO BE PARAPLEGIC. MY FAMILY WAS WITH ME ALL THE TIME. MY BROTHER HELD MY HAND CONTINUOUSLY AND COOKED FOR ME EVERY DAY. THEY TRIED TO CHEER ME UP. BY THAT TIME IT WAS CHRISTMAS, THEY BROUGHT GIFTS AND FOOD AND I REMEMBER FEELING BAD FOR NOT BE ABLE TO GIVE SOMETHING BACK TO THEM. WE TRIED TO HAVE A NORMAL TIME KNOWING THAT A HUGE THING JUST HAPPENED THAT WOULD HAVE AN IMPACT ON MY WHOLE LIFE. I FELT LIKE A BURDEN AND HELPLESS. DUE TO THE SURGERY I COULDN'T LIFT MY ARMS AND COULD EVEN TURN ON THE SIDE BY MYSELF. IT WAS SO HORRIBLE, I CRIED EVERY DAY. IT WAS THE BEGINNING OF A HUGE CHANGE IN MY LIFE.



AS A DANCER YOU KNOW YOUR BODY AND EVERY SINGLE MUSCLE WELL. WHAT DID YOU FEEL WHEN YOU RECOGNIZED THAT YOU CANNOT MOVE ALL OF YOUR MUSCLES? WHAT WAS YOUR REACTION? WHEN THE PARAPLEGIA HIT IN, I WAS SHOCKED AND OVERWHELMED. I THOUGHT THIS CANNOT BE REAL. WHEN THE DOCTOR TOLD ME, I WOULDN'T BE ABLE TO WALK AGAIN, I COULDN'T GRASP THE MESSAGE. I INVESTED EVERYTHING TO BECOME A BALLET DANCE AND NOW HE JUST TOLD ME I WOULD NEVER WALK AGAIN. THAT WAS NOT ACCEPTABLE FOR ME. I WAS LOOKING AT MY LEGS AND TRIED TO MOVE THEM. MY WHOLE BODY WAS SHAKING BUT NOTHING HAPPENED. THERE WAS NOTHING ANYONE COULD DO TO CHANGE MY PHYSICAL SITUATION. MY FAMILY DID THEIR BEST TO MAKE IT A LITTLE BIT EASIER FOR ME BUT IN THE END, IT WAS ME LIVING WITH THE DISEASE.

WHAT CAN YOU TELL US ABOUT THE REHABILITATION?

THE WORST THING IS THAT BECAUSE PARAPLEGIA DOESN'T HAVE A DIAGNOSIS, NO ONE COULD TELL ME WHAT WILL HAPPEN. IT IS DIFFERENT FOR EVERYONE. THEY TOLD ME THAT IF, WHAT OR WHEN SOMETHING MIGHT COME BACK. ALL I COULD DO IS BE PATIENT AND WORK. I TRIED TO GIVE MY BODY THE TIME IT NEEDED AND THERE WAS A LOT OF FRUSTRATION. SOME DAYS, I DIDN'T WANT ANY OF THIS TO BE REAL. I HOPED TO WAKE UP FROM A DREAM. IF I WOULDN'T HAVE HAD SO MANY GREAT PEOPLE AROUND ME, IT WOULD HAVE BEEN MUCH WORSE FOR ME. I NEVER TRIED TO HOLD BACK MY EMOTIONS. EVERY DAY, I TOOK AN HOUR TO CRY, SHOULD AND BE FRUSTRATED. AFTERWARDS, I WENT BACK TO LIFE - I FUNCTIONED AND DID MY THERAPY. I STARTED BEING GRATEFUL FOR THE LITTLE THINGS, SUCH AS WATCHING A SERIES, SPEND TIME WITH PEOPLE OR READ A BOOK. ONCE I WAS RELEASED, I CONTINUED MY REHAB PROGRAM FOR ANOTHER FIVE MONTHS. MY BODY GOT BETTER AND BETTER. A HUGE REASON THAT KEPT ME PUSHING FORWARD. IT GAVE ME HOPE. THE STEPS MIGHT HAVE BEEN SMALL, BUT SOMETHING WAS HAPPENING AND THAT WAS ALL THAT MATTERED. WHEN I STARTED WALKING AGAIN, IT FELT LIKE THE MOST BEAUTIFUL THING IN LIFE. BUT I AM NOT WILLING TO LET MY BODY STOP RECOVERING. IT'S A CONTINUOUS PROCESS AND I MUST BE PATIENT.





DURING OUR MEETING IN BERLIN, WE PHOTOGRAPHED SOPHIE SPONTANEOUSLY. NO MAKEUP, NO PROFESSIONAL STYLING, BUT THE EVIDENCE WHAT TRUE BEAUTY MEANS.

I CAN IMAGINE, AS AN INDEPENDENT GIRL, WHO LEFT HER HOME AT THE AGE OF 12, A DIFFICULT THING FOR YOU WERE TO BE DEPENDED ON OTHERS. WHAT WAS THE BIGGEST CHANGE IN YOUR PERSONAL LIFE?

IT WAS HARD. I WAS INDEPENDENT SINCE I WAS 12, SO KNOWING THAT THE LIFE I KNEW WAS GONE, I NEEDED TO FIND IT AGAIN IN NEW WAYS. I WAS DEPENDENT ON OTHERS, EVEN FOR THE SMALLEST THINGS. I HAD THE FEELING I COULDN'T DO ANYTHING BY MYSELF, WHICH WAS NOT TRUE. PEOPLE USED TO TELL ME THAT I ADAPTED INCREDIBLY FAST, DOING THINGS ON MY OWN THAT OTHER PATIENTS WOULD STILL NEED HELP WITH AFTER MONTHS. BECOMING INDEPENDENT AGAIN WAS IMPORTANT FOR ME. I HAD TO ACCEPT THAT TAKING HELP BELONGS TO MY SITUATION AND THAT IT WAS OKAY. LIKE A KID, I WAS LEARNING HOW TO WALK AND FIGURING OUT HOW TO DEAL WITH EVERYTHING. I ALSO LEARNED THAT PEOPLE HELP BECAUSE THEY WANT TO, IT'S NOT A BURDEN FOR THEM.

I KNOW, THAT IN BAD TIMES YOU CAN LOSE FRIENDS AND/OR YOU CAN FIND NEW ONES. DID YOU EXPERIENCE THE SAME?

INDEED, MY CIRCLE OF FRIENDS CHANGED COMPLETELY. THEIR VARIETY AND EXPERIENCE INCREASED. ALREADY BEFORE MY DISEASE I FIGURED THAT I NEED PEOPLE IN MY LIFE THAT I CAN COMMUNICATE WITH IN A GOOD WAY AND THROUGH THE DISEASE I GOT TO KNOW SUCH PEOPLE. I WAS GRATEFUL FOR ALL THE PEOPLE I MET ON MY JOURNEY. THEY CHANGED MY LIFE FOR THE GOOD AND MADE THE PERSON I AM TODAY. THEY SHOWED ME THE LIFE OUTSIDE OF DANCE AND THAT IF YOU GIVE SOMETHING, YOU WILL ALWAYS GET SOMETHING BACK. WE CREATED DEEP RELATIONS THAT I'VE KEPT TILL TODAY.

THERE WERE ALSO PEOPLE WHO COULDN'T DEAL WITH MY SITUATION. PEOPLE, I KNEW FOR YEARS, ONES I WAS LIVING TOGETHER. THEY DIDN'T KNOW HOW TO HANDLE MY DISEASE AND I'VE GOT THE FEELING THEY DIDN'T CARE BECAUSE THEY COULDN'T UNDERSTAND HOW I WAS FEELING. THEY DIDN'T EVEN TRY. SO, I DECIDED TO SURROUND MYSELF WITH PEOPLE WHO ARE HELPFUL AND DOING GOOD TO ME. IT WAS A HARD TRANSITION, BUT ALL THE THINGS THAT HAPPENED TURNED OUT TO CHANGE ME TO THE GOOD. I CAME CLOSER TO MYSELF AND FIGURED OUT WHO I AM AND WHAT I WANT. AFTER YEARS OF BEING TRAPPED IN A TUNNEL, ONLY FOCUSING ON DANCE I SUDDENLY HAD TO FIGURE OUT WHAT LIFE WAS. IN THE LAST YEAR I EXPERIENCED A LOT, BUT IT GAVE ME A COMPLETELY NEW PERCEPTION.



YOU ARE A DANCER, AN ARTIST, AND, THUS, A FIGHTER. HENCE, YOU MADE YOUR STAGE EXAM ON A CHAIR. HOW DID IT COME ABOUT AND WHAT WAS THE REACTION OF YOUR ACADEMY?

AFTER THE HOSPITAL, CONFRONTED MYSELF WITH THE POSITION OF DANCE IN MY LIFE AND FUTURE. I KNEW THAT IF I WAS GOING BACK TO SCHOOL, I WOULD EITHER HAVE A BREAKDOWN OR FIND A NEW WAY TO DANCE. ANYWAY, I NEVER LEFT DANCE. MY PASSION DOESN'T BELONG TO MY LEGS, BUT TO MY PERSONALITY AND CHARACTER. IT IS JUST A PART OF ME.

I WAS HAPPY TO GO BACK TO THE LIFE I KNEW AND REGISTERED FOR THE PRACTICAL EXAM. THE PRINCIPAL SUPPORTED ME, AND I STARTED TO DO MY EXAM ON THE CHAIR. DURING MY TIME IN THE HOSPITAL, I CREATED IMPROVISATION VIDEOS AND USED THEM TO CREATE A SEVEN-MINUTE CHOREOGRAPHY. IT WAS VERY PERSONAL, STRONG AND EXPRESSIVE COMING FROM THE DEPTH OF MY SOUL.

AFTER THE PERFORMANCE, PEOPLE SAID: "YOU'RE STILL THE DANCER WE KNOW – POWERFUL, FULL OF EXPRESSION AND PASSIONATE. LEGS OR NO LEGS, WE STILL RECEIVE YOUR MESSAGE.". IT WAS THE MOST INCREDIBLE THING TO HEAR. THEY ADMIRING ME FOR MY STRENGTH AND WILL TO FIGHT.

I CAN'T UNDERSTAND PEOPLE THAT COMPLAIN ABOUT THEIR SITUATIONS WITHOUT CHANGING A THING. OF COURSE, I COMPLAINED, BUT I TRIED TO GET SOMETHING OUT OF IT. DOING THE EXAM AND CONTINUING THE STUDIES WAS SOMETHING I DID FOR MYSELF. I WANTED TO FINISH WHAT I STARTED, NO MATTER WHAT HAPPENED. THAT STATE OF MIND HELPED ME A LOT. I WAS ALWAYS A FIGHTER, BUT ONLY IN THE WORST SITUATIONS YOU SEE WHAT YOU ARE ABLE TO DO. LIFE PUTS THE HARDEST CHALLENGES ON THE STRONGEST PEOPLE.





HOW IMPORTANT ARE THE NEW MEDICAL TECHNOLOGIES? WHAT COULD YOU TELL US ABOUT THEM?

IF I WOULD HAVE TO LIVE A CENTURY AGO, IT WOULDN'T BE POSSIBLE TO LIVE ON MY OWN LIKE I DO NOW. NOT ONLY THAT MY LEGS ARE WEAK BUT ALSO MY INNER ORGANS ARE DAMAGED. BUT PEOPLE FOUND GREAT SOLUTIONS. I'M GLAD THAT THERE IS THE POSSIBILITY OF A WHEELCHAIR, THAT I'M ABLE TO GO SOMEWHERE AND I'M GRATEFUL FOR WHAT I HAVE.

SO, YOU ARE A BRAVE GIRL AND A FIGHTER. AFTER YOUR EXAM YOU REACHED THE GOAL, TO PERFORM ON STAGE AGAIN. WHAT CAN YOU TELL US ABOUT YOUR PERFORMANCE? WHAT WAS THE PLAY ABOUT?

AFTER I SHOWED MY BACHELOR WORK AND FINISHED REHABILITATION, I HAD MY FIRST JOB IN A COMPANY AS A DANCER. THE THEATRE CREATED A PIECE ABOUT MY PHYSICAL STATE. THE OTHER DANCERS ADAPTED TO MY SITUATION. IT WAS A GREAT EXPERIENCE. IN THAT TIME, MY BODY RECOVERED A LOT BECAUSE IT WAS USING MUSCLE MEMORY. WHEN I WAS DANCING IN THE STUDIO AND DOING CLASSICAL BALLET - MY BODY REMEMBERED ALL THE THINGS THAT IT USED TO KNOW. IT MADE ME HAPPY THAT THE PIECE WE CREATED ALLOWED US TO REACH AND IMPRESS PEOPLE. I LIVED THE LIFE OF A DANCER, EVEN WITH PARAPLEGIA.



AS A YOUNG GIRL YOU ARE ACTIVE IN THE SOCIAL MEDIA. I WAS SURPRISED TO SEE THAT BORING POSTS OF HALF-NAKED GIRLS REACH MILLIONS OF PEOPLE, WHILE A HEART-TOUCHING STORY AND PERSON LIKE YOU REACHES SOME THOUSANDS... IN MY OPINION MUCH MORE PEOPLE SHOULD KNOW AND FOLLOW YOU. WHAT DO YOU THINK ABOUT THE SOCIAL NETWORKS?

I THINK BECAUSE A LOT OF PEOPLE USE SOCIAL MEDIA, THEY ARE DEPENDENT ON IT. IT'S A POSSIBILITY TO ESCAPE AND CREATE A LIFE THEY WANT TO LIVE, WHICH HAS NOTHING TO DO WITH THE REAL WORLD. PHOTOS AND VIDEOS ONLINE SHOW A CHARACTER THEY CREATE. FOR ME, I USE SOCIAL MEDIA TO SHOW A SIDE OF ME. I WANT TO REACH PEOPLE THAT ARE IN A SIMILAR SITUATION TO SHOW THAT THEY ARE NOT ALONE, AND I WANT TO REACH HEALTHY PEOPLE TO SHOW THEM THAT THEY HAVE TO BE RESPONSIBLE AND DEAL WITH THINGS. DON'T COMPARE YOURSELF WITH OTHERS ON SOCIAL MEDIA, THINKING THEY HAVE A BETTER LIFE. YOU DON'T SEE WHAT IS BEHIND ALL OF THAT. YOU SHOULD FOCUS ON WHAT YOU HAVE AND BE GRATEFUL FOR THAT, BECAUSE THERE ARE ALWAYS PEOPLE IN SITUATIONS WORSE THAN YOURS.



JAMESON
IRISH WHISKEY
DISTILLED & BOTTLED BY
John Jameson & Son
67-69 ST., DUBLIN, IRELAND
Established Since 1769

ALSO, FOR ME, IT IS NOT NECESSARY TO SHOW ALL OF ME. I SHOW A SIDE, BUT I FIND IT BEAUTIFUL TO HAVE A MEMORY JUST FOR YOUR OWN. BEAUTY IS IN WHAT YOU HAVE WITH YOUR OWN AND NOT SOMETHING YOU HAVE TO SHARE WITH THE WORLD TO GET CONFIRMATION. IT DOESN'T TURN YOUR LIFE FOR THE BETTER WHEN YOU CREATE A FAKE WORLD WHILE YOU ARE NOT HAPPY IN YOUR PRIVATE LIFE. NO ONE SHOULD DEPEND ON THE PERCEPTION OF OTHERS. THEY SHOULD HAVE THE CONFIDENCE TO STAND FOR THEMSELVES. PEOPLE SHOULD BE AWARE OF HOW MUCH IMPACT THEY HAVE AND HOW TO USE IT. TO BE A ROLE MODEL OR AN INFLUENCER IS TO MAKE PEOPLE FEEL THEY CAN BE THEMSELVES AND NOT TO MAKE THEM FEEL THEY MUST BE LIKE SOMEONE ELSE.

WHAT MESSAGE YOU WOULD LIKE TO SHARE WITH THE COMMUNITIES?

LISTEN TO OTHERS BUT ALWAYS CREATE YOUR OWN OPINION. NO ONE IS RESPONSIBLE FOR YOUR SITUATION BUT YOU. PEOPLE TOLD ME I WILL NEVER BE ABLE TO WALK, BUT I FIGURED OUT BY MYSELF THAT I COULD. IF YOU NEVER TRY, YOU'LL NEVER KNOW. LIFE GIVES YOU CHALLENGES AND ITS YOUR DECISION WHAT TO MAKE OF IT. IT IS EXCITING AND EVERYONE CAN CHOOSE HOW TO LIVE LIFE. NOTHING IS GIVEN AND YOU HAVE TO DO WHAT MAKES YOU HAPPY. I WANTED TO BE A DANCER, EVEN I WAS PARAPLEGIC AND SO I DID.

OF COURSE, YOUR BIGGEST DREAM WAS TO BECOME A DANCER. BUT YOUR LIFE CHANGED. WHAT ARE YOUR GOALS AND DREAMS FOR NOW AND WHAT ARE YOUR HOPES REGARDING THE FUTURE?

MY LIFE CHANGED. I USED TO STICK TO A HABIT AND TO A COMFORT ZONE. LIFE GAVE ME THE POSSIBILITY TO BE OPEN MINDED AND SEE OTHER THINGS, WHICH COULD ALSO MAKE ME HAPPY. I WANT TO USE EVERYTHING THAT I GET, TRY OUT NEW THINGS, MEET PEOPLE AND USE POSSIBILITIES. I WANT TO TRY OUT VARIOUS THINGS BECAUSE THAT'S WHAT LIFE IS FOR - TO COLLECT EXPERIENCE. IT WOULD BE SAD TO STICK TO A HABIT, BECAUSE YOU'RE USED TO SOMETHING AND MISSING A CHANCE. IT'S A POSSIBILITY TO FIGURE OUT MYSELF AND TO SEE WHAT I COULDN'T SEE BEFORE. I WANT TO CONTINUE TO GIVE MY BODY THE TIME TO GET HEALTHIER.



WE WOULD LIKE TO THANK OUR FRIENDS FROM 'MEIN HAUS AM SEE'. IT'S CERTAINLY THE BEST LOCATION IN BERLIN WHERE YOU CAN MEET OLD FRIENDS AND MAKE NEW FRIENDSHIPS WHILE HAVING A GREAT TIME.





YOUR DANCE
YOUR STYLE
UNIQUE
YOUR PASSION

DEHA

INSPIRED BY THE WORLD OF
BALLET & DANCE

SOPHIE AS WELL AS EACH DANCER AND SPORTS PERSON LOVE CASUAL CLOTHES, NOT ONLY DURING THE TRAINING. WOULDN'T IT BE GREAT, WHEN THOSE CLOTHES WOULDN'T BE JUST PRACTICAL, BUT ALSO FASHIONABLE AND, THUS, WEARABLE IN THE LEISURE TIME AS WELL AS AT A PARTY, DURING A SHOPPING TRIP OR WHILE TRAVELLING? ALREADY IN THE SIXTIES, AN ITALIAN BRAND HAS UNDERSTOOD THAT SPECIAL WISH OF PEOPLE AND OFFERS ALSO THIS SEASON EYE-CATCHING ACTIVEWEAR WHICH IS BOTH COMFORTABLE AS WELL AS STYLISH AT THE SAME TIME. THE BRAND'S NAME:

DEHA



DEHA'S STORY STARTS

DURING THE SIXTIES, WHEN ITALIAN DESIGN AND FASHION WERE LIVING A MOMENT OF GREAT SUCCESS. IN THOSE REVOLUTIONARY YEARS, A YOUNG ATHLETE AND A YOUNG DESIGNER MEET EACH OTHER.

THE FIRST ONE WAS A HIGH JUMP CHAMPION, WITH A LOVE FOR CHALLENGE PRINTED IN HIS DNA. WHILE RAISING THE BAR AT EVERY INTERNATIONAL TRACK AND FIELD MEETING, HE OBSERVED WITH GREAT INTEREST THE COLLEGE SWEATSHIRTS THAT HIS USA COLLEAGUES USED TO WEAR ON THE FIELD. SO, HE STARTS THINKING HOW THAT SPORTY STYLE, SO COOL EVEN OFF TRACK, CAN BECOME EVEN MORE COOL IN ITALY.

THE OTHER PROTAGONIST STUDIED AT VENEZIA FINE ARTS COLLEGE (ACCADEMIA DI BELLE ARTI), SPECIALIZING LATER IN INDUSTRIAL DESIGN WITH THE BEST MILANESE AND ITALIAN PROFESSORS. HE BECAME THE IDEAL PARTNER, THE PRAGMATIC SOUL FOR THIS NEW PROJECT AND ENTERPRISE.





THIS IS HOW THE MEETING GROUP WAS BORN IN TREVISO, THE VERY HEART OF THE MADE IN ITALY INDUSTRY, A COMPANY CAPABLE OF CHALLENGING THE AMERICANS ON THEIR SAME FIELD, AND THEN WIN. COLORED T-SHIRTS AND SWEATSHIRTS, SOFT FABRICS, WITH A DESIGN AND CUT THAT MODEL THE BODY, VALORIZING ITS SHAPES. THAT'S HOW THEY CONQUERED EVEN A TARGET OF NON-SPORTY PEOPLE.

AS THE YEARS GO BY, MEETING GROUP'S INNOVATION NEVER STOPPED. HENCE, THE BRAND STILL CREATES WOMEN'S "ACTIVE" COLLECTIONS, WHICH GIVE A STRONG CONTRIBUTION IN BRINGING THE WORLD OF BALLET INTO WOMEN'S FASHION DESIGN.

TODAY, DEHA IS THE SYNTHESIS OF THE EVOLUTION OF MEETING GROUP'S ORIGINAL SPIRIT AND ITS HISTORY. IT HAS BECOME ITS PULSING HEART. THIS BRAND LINE DRAWS ITS INSPIRATION FROM THE WORLD OF BALLET AND OFFERS A PERFECT MIX BETWEEN THE TECHNICAL PERFORMANCES OF ITS FABRICS AND A MORE FASHIONABLE DESIGN.



AT THE TIME, DEHA HAS
**5 DIFFERENT
ACTIVWEAR
COLLECTIONS,**
TO BEST HIGHLIGHT FEMININITY
IN ANY MOMENT OF LIFE.



THIS SUMMER, DEHA PRESENTS

A COLLECTION WITH A DYNAMIC AND ELEGANT DESIGN. THE STORYTELLING OF THE BRAND CONTINUES, THROUGH ITS FIVE LINES, THE DIFFERENT SOULS OF A WOMAN WHO WANTS FEMININITY IN ANY SITUATION. A CONTEMPORARY WOMAN WHO WANTS TO FEEL FREE TO EXPRESS HERSELF WITHOUT COMPROMISE AT ANY TIME OF THE DAY. DEHA IS THE ONLY ITALIAN WOMEN'S SPORTSWEAR BRAND THAT TAKES ITS INSPIRATION FROM THE WORLD OF DANCE, REINTERPRETING THE ITEMS IN A SPORTY, CASUAL AND LEISURE STYLE.



THE DANCE COLLECTION

INSPIRED BY THE 80S FOR THE GARMENTS OF THE DANCE LINE CHARACTERIZED BY A GAME OF CONTRASTS: SOFT FIT, PERFECT FOR DANCING, AND ANIMAL PRINTS COMBINED WITH FLUO CORAL TONES. FLASH DANCE AND GREASE, AMONG THE MOST REPRESENTATIVE MUSICALS OF THIS PERIOD, INFLUENCE THE STYLE OF THE DANCE COLLECTION. SUITS AND SWEATSHIRTS ARE REMINISCE OF THE CULT SCENES OF THE TWO MUSICALS AND ALLOW THEM TO RELIVE THESE EMOTIONS. AMONG THE PREDOMINANT MATERIALS: THE INEVITABLE TULLE.



OF ALL THE WAYS FOR COMMUNICATING OUR EMOTIONS, DANCING IS THE ONE THAT BEST CELEBRATES FEMININITY. DANCE, TOGETHER WITH BALLET – THE MORE TECHNICAL APPAREL FOR BALLET DANCERS - OFFERS GARMENTS FOR MODERN, JAZZ, HIP HOP AND GIPSY DANCE, INCLUDING ALSO ETHNIC AND STREET DANCE.

**MADNESS, POETRY,
EMOTION:** IN ITALY, THESE ARE THE FEMININE WORDS THAT IDENTIFY THE BRAND LINE DANCE.



THE EASY COLLECTION



FROM THE FUSION OF THE WORLDS ACTIVE AND CASUAL

THE EASY COLLECTION IS BORN, IN WHICH THE AIM IS TO COMBINE A REAL LIFESTYLE WITH CLOTHING TO MOVE FREELY IN THE CITY WITHOUT EVER GIVING UP GRITTY AND GLAMOROUS LOOKS. BLOOMING FLORAL PRINTS AND HAWAIIAN VEGETATION ON COMFORTABLE TROUSERS, WHILE OVERSIZED SWEATERS RE-EVOKE FRESHNESS THROUGH SORBET COLORS.

FRIENDSHIP, LIGHTNESS, CREATIVITY

ARE THE FEMININE WORDS THAT IDENTIFY THE LINE EASY.





THE ACTIVE COLLECTION



**ENERGY, STRENGTH AND
GOOD-SHAPE** IN ITALY, THESE ARE
THE FEMININE WORDS
THAT IDENTIFY THE BRAND LINE ACTIVE.



SPORTS PERFORMANCE

ON THE TOP THANKS TO THE TECHNICAL MATERIALS OF THE ACTIVE LINE THAT GUARANTEES FREEDOM OF MOVEMENT AND VERSATILITY OF STYLE THANKS TO THE NUMEROUS AND COLORFUL MIX & MATCH. ELASTIC BANDS IN THE MOST DISPARATE SHADES OF A DECIDEDLY FLUO AND POP RAINBOW. STREET STYLE RAP VERSUS BONTON LUXURY, THE THEMES OF THE COLLECTION THAT WE FIND IN THE COLORS AND STYLES OF EACH GARMENT.

WHEN STRESS TAKES OVER, THERE'S A TYPICALLY FEMALE WAY OF CUTTING IT DOWN, RE-ESTABLISHING THE RIGHT INTERIOR BALANCE. ACTIVE IS THE BRAND LINE THAT GOES ALONG WITH ANY INDOOR AND OUTDOOR SPORTS ACTIVITIES, LIKE FITNESS AND JOGGING WITHOUT GIVING UP THE FEMININE STYLE, WHICH IDENTIFIES ALL DEHA COLLECTIONS.

THE HARMONIC COLLECTION



WELLNESS IS THE KEY WORD OF THIS WORLD THAT PAYS ATTENTION TO DYEING TECHNOLOGIES AND TO FABRICS WITH LOW ENVIRONMENTAL IMPACT IN ORDER TO RESPECT THE RESOURCES USED AND WHAT SURROUNDS US. BALANCE, NATURE AND HARMONY ARE THE FUNDAMENTAL CHARACTERISTICS OF THE HARMONIC LINE, LIGHT GARMENTS DESIGNED TO DRESS THE BODY IN MOMENTS OF WELL-BEING AND RELAXATION, SUITABLE FOR YOGA AND PILATES CLASSES, BUT NOT ONLY! THE MALVA COLOR PREDOMINATES IN THE COLOR PALETTE, WHICH IS MIXED WITH THREE MORE INTENSE SHADES OF COLOR, GENERATING ALLOVER PRINTS THAT REFER TO NUANCES OF PEARL.

IN A FAST-GOING WORLD, WOMEN KNOW WHEN THEY MUST DEDICATE A MOMENT TO THEMSELVES TO RE-ESTABLISH THEIR MENTAL AND PHYSICAL BALANCE. HARMONIC IS THE BRAND LINE DESIGNED FOR YOGA, PILATES AND WELLNESS IN GENERAL. THEIR NATURAL FABRICS ARE THE PERFECT COMBINATION WITH A MORE AND MORE SUSTAINABLE LIFESTYLE. THE CARE FOR EVERY DETAIL, STRICTLY ALL MADE IN ITALY, INTERNATIONALLY UNDERLINES THE UNIQUENESS OF THIS LINE.

SYMBIOSIS, LIFE, NATURE THESE ARE FEMININE WORDS THAT IDENTIFY THE HARMONIC LINE.

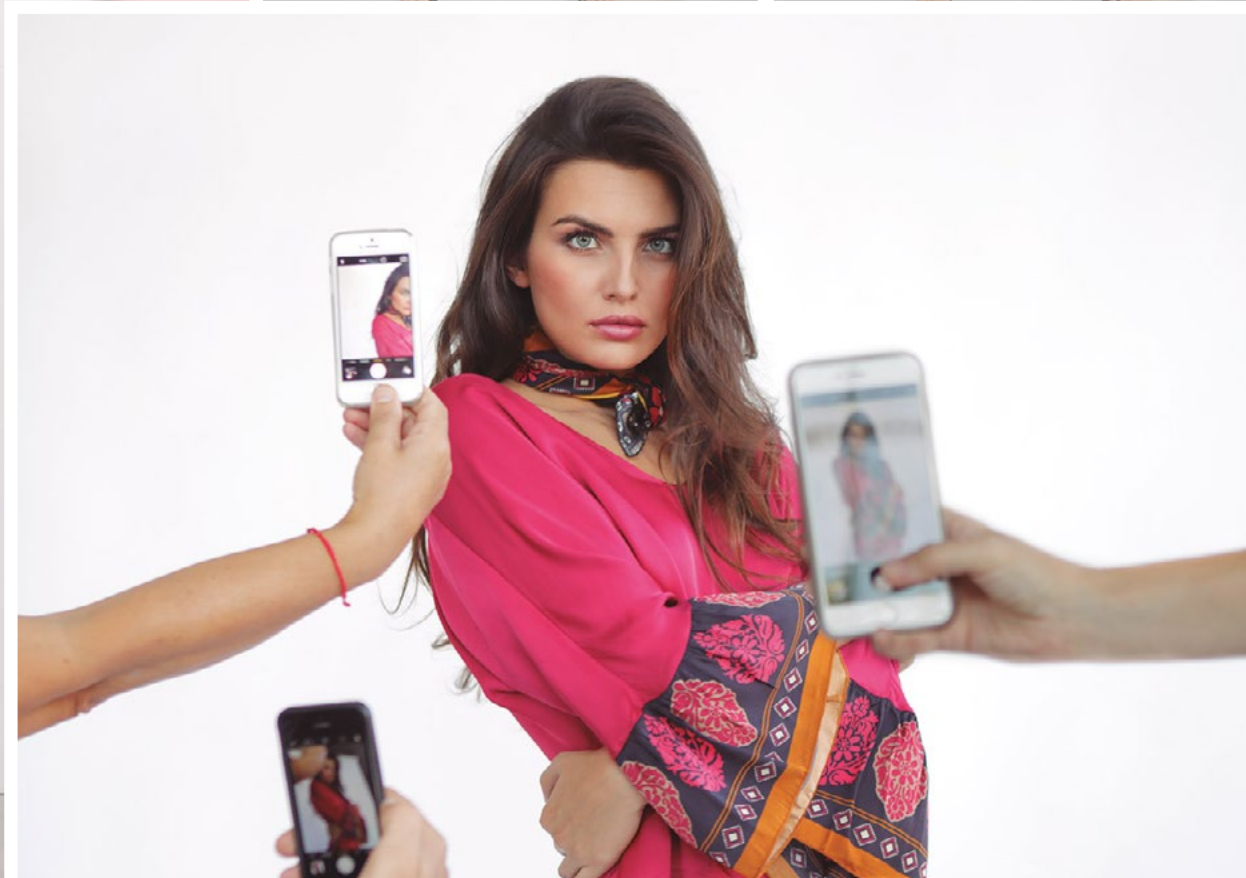


THE EXPRESSION COLLECTION



TO COMPLETE THE DEHA SS19 COLLECTION,

THE EXPRESSION LINE, WHICH CONTAINS ELEGANT AND MODERN GARMENTS, PERFECT ALSO FOR EVENING LOOKS THANKS TO THEIR EXTREME VERSATILITY. THE EXPRESSION LINE IS INSPIRED BY THREE DIFFERENT COUNTRIES, PROVENCE, THE EAST AND MOROCCO. RESPECTIVELY WE FIND PASTEL-COLORED GARMENTS WITH A ROMANTIC FLAVOR EMBELLISHED WITH LACE AND TRANSPARENT CHIFFON. TYPICAL DRAWINGS OF KINTSUGI, JAPANESE PORCELAIN REPAIRED WITH GOLD THAT RECALL THE EAST THROUGH SOFT AND DELICATE TONES. BRIGHT COLORS REMINISCENCE OF SPICES ARE GOOD FOR THE SPIRIT AND INEDIT LOOKS.



A woman with her hair in a bun, wearing a maroon athletic two-piece set, stands in a dance studio. She is leaning against a wooden ballet barre. The studio has large windows in the background and a wooden floor. A mirror reflects her from the side.

DANCE TO
EXPRESS YOUR **BEAUTY**
AND **STYLE**

DOUTZEN KROES
AND HUNKEMÖLLER PRESENT THE
DK 1985 SPORTS COLLECTION



DOUTZEN KROE'S PERSONALITY AND HER PREFERENCE TO COMBINE DIFFERENT WORKOUTS ARE IN THE FOREGROUND OF THE CURRENT **DK 1985 COLLECTION**





INFLUENCES FROM MODERN DANCE AND BALLET

ARE COMBINED WITH SPORTINESS AND HIGH-INTENSITY TRAINING: **THE HUNKEMÖLLER** COLLECTION IS BODY-ACCENTUATED BUT ALLOWS THE WEARER TO MOVE FREELY – NO MATTER WHICH WORKOUT.

THE COLLECTION

WAS DESIGNED TO CREATE MODERN ATHLEISURE STYLES THAT CAN BE WORN INDIVIDUALLY OR IN A COMBINED LAYER LOOK. BEAUTIFUL, DELICATE COLORS ARE COMBINED WITH SUBTLE, GLOSSY FABRICS AND PRINTS IN THIS MORE SOPHISTICATED COLLECTION.



WITH PIECES SUCH AS THE **HOODED DRESS** WITH MEASURING SLEEVES, THE LONG-SLEEVED, **BALLET INSPIRED BODYSUIT** IN SNAKE LOOK AND THE VERY STYLISH **BOMBER JACKET** WITH ROSE-GOLD ZIPPERS IN AN OVER-SIZED LOOK EVERY WOMAN CAN MAKE AND WILL BE A **FASHION STATEMENT.** A PAIR OF FILA SNEAKERS WERE SPECIALLY DESIGNED FOR THIS COLLECTION, WHICH PERFECTLY COMPLETE THE DK 1985 LOOK!

THE COLLECTION IS AVAILABLE IN STORES AND ONLINE. THE PRICES VARY FROM €9.99 – €44.99. THE SIZES RANGE FROM XS TO L, AND THE BH SIZES RANGE FROM B70 TO F90.



MARVEL
SENDS THE GREATEST
HEROINE OF ALL
CAPTAIN
MARVEL
TIMES



MARVEL CINEMATIC UNIVERSE

THE SUPER HEROINES OF THE EVERYDAY LIFE IMPRESS US, AND THEY COULD MOTIVATE US TO LEAVE OUR COMFORT ZONE. WHEN WE OPEN OUR EYES, HEARTS AND MINDS WE WILL RECOGNIZE THEM AROUND US. BUT, WHEN WE OPEN OUR EYES IN THE CINEMA – WHAT WE SHOULD DO, WHEN WE GO THERE – WE WILL MEET AMAZING HEROES, WHICH COULD ALSO BE ROLE MODELS FOR US SOMEHOW, EVEN WHEN THEIR SUPER-POWERS ARE COMING FROM ANOTHER UNIVERSE.

WHEN I HEARD ABOUT “CAPTAIN AMERICA” OR “IRON MAN” THE FIRST TIME, I THOUGHT, OKAY... NOT MY BUSINESS. I DIDN'T LIKE TOBY MAGUIRE IN SPIDER MAN. I WAS NEVER A FAN OF BATMAN OR SUPERMAN. SORRY, BUT REALLY NOT MY BUSINESS. HOWEVER, THEN A NEW GENERATION OF HEROES CAPTURED THE CINEMA AND THE BIG SCREENS. THOR, LOKI, HULK, X-MEN, WOLVERINE, THE AVENGERS, AND FIRST AND FOREMOST, DEADPOOL, ANT-MAN AND THE HILARIOUS GUARDIANS OF THE GALAXY. SO, I STARTED TO WATCH ALSO THOSE FILMS, WHICH WERE BANNED FROM MY WATCHLIST BEFORE. SUDDENLY, A SECRET DOOR OPENED, AND I TOOK A STEP INTO A NEW UNIVERSE, WHICH IS INCREDIBLE COMPLEX AND ENTERTAINING, AS IT WAS NEVER SEEN BEFORE. THERE IS NO OTHER MOVIE FRANCHISE WHICH PRESENTS SUCH GREAT CHARACTERS AND INTERLINKED STORIES AS MARVEL'S CINEMATIC UNIVERSE.



THE EARLY YEARS

STAN LEE, ACTUALLY STANLEY MARTIN LIEBER, WAS BORN AS SON OF JEWISH PARENTS ON DECEMBER 28, 1922. THEY EMIGRATED FROM ROMANIA AND LIVED IN A SMALL APARTMENT IN THE BRONX, NEW YORK. THUS, STAN LEE IS A SYMBOL FOR THE POSITIVE ASPECTS OF INTEGRATION AND THE BLEND OF CULTURES.

HOWSOEVER, HIS FAMILY WAS VERY POOR. IT WAS PROBABLY A GREAT MOTIVATION FOR STAN LEE TO USE HIS TALENTS SUCCESSFULLY. EARLY ON, IN THE HIGH SCHOOL HE DISCOVERED HIS GREATEST GIFT AND PASSION, THE WRITING.

THUS, BESIDES SOME JOBS AS OFFICE ASSISTANT AND DELIVERY BOY, LEE ALSO HAD PART-TIME JOBS AS WRITER OF PRESS RELEASES AND OBITUARIES. AT THE AGE OF 17, HE BECAME THE YOUNGEST EDITOR IN THE COMIC BIZ.

STAN LEE

LAST YEAR, THE MASTERMIND WHO CREATED THAT FANTASTIC UNIVERSE LEFT OUR PLANET FOREVER, STAN LEE. THE LIKEABLE ARTIST DIED AT THE AGE OF 95 YEARS AND LEAVES AN IMPRESSIVE LEGACY. OF COURSE, IF YOU LOVE THE MARVEL COMICS AND MOVIES YOU KNOW HIS NAME. BUT EVEN IF YOU AREN'T FAMILIAR WITH, YOU KNOW CERTAINLY HIS FACE. IT WAS SEEN IN SOME OF THE BIGGEST FILM BLOCKBUSTERS EVER. THE AMERICAN WRITER WAS THE CREATIVE LEADER OF MARVEL COMICS FOR A LONG TIME. BECAUSE OF HIS CREATIONS, HE WAS INVOLVED IN THE SUCCESS OF THE COMPANY WHICH DOMINATES THE COMIC AND FILM INDUSTRY UNTIL TODAY.



PICTURES © MARVEL STUDIOS

STAN'S UNIVERSE

IN THE EARLY 60S, AFTER A LEAN PERIOD, DC'S SUPERHEROES BECAME VERY SUCCESSFUL AGAIN. HENCE, MARTIN GOODMAN, FATHER OF MARVEL COMICS, ASKED LEE TO CREATE A NEW TEAM OF SUPERHEROES. THIS WAS THE BEGINNING OF AN AMAZING SUCCESSFUL STORY, WHICH STARTED IN 1961. AT THAT TIME, STAN LEE AND JACK KIRBY CREATED TOGETHER THE FANTASTIC FOUR. HULK, THOR, IRON MAN AND THE X-MEN FOLLOWED THEM. MOREOVER, TOGETHER WITH BILL EVERETT, LEE CREATED DAREDEVIL. TOGETHER WITH STEVE DITKO HE CREATED DOCTOR STRANGE AND MARVELS SUPERHERO NUMBER ONE SPIDER-MAN. FINALLY, LEE AND KIRBY TEAMED UP MANY OF THEIR CREATED CHARACTERS INTO THE AVENGERS. NOWADAYS, THE AVENGERS BELONG TO THE MOST SUCCESSFUL MOVIE FRANCHISES OF ALL TIMES.

CAMEOS & LEGACY

STAN LEE'S CREATIVE INFLUENCE REACHES WIDELY. HE INSPIRED THOUSANDS OF PEOPLE INCLUDING MOVIE MAKERS AND PRODUCERS. FURTHERMORE, HE CREATED A COMPLEX UNIVERSE, ABBREVIATED NAMED MCU (MARVEL CINEMATIC UNIVERSE). THAT UNIVERSE IS FULL OF MAGIC, GREAT ADVENTURES, LIKEABLE HEROES AND DARK VILLAINS.

LEE RETIRED FROM MARVEL IN THE 90S. BUT, BECAUSE OF HIS REGULAR AND FUNNY CAMEO APPEARANCES IN THE MARVEL MOVIES, HE REMAINED A PUBLIC FIGURE. THUS, EVEN WHEN YOU DIDN'T KNOW HIS STORY AND INFLUENCE ON THE COMIC AND FILM BUSINESS, YOU CERTAINLY KNOW HIS UNIQUE FACE.

NOW, THE CREATIVE ARTIST LEFT US FOREVER, BUT HIS WORK, PASSION, LOVE, DREAMS AND VISIONS WILL LIVE ON IN HIS SUPERHEROES FOREVER. R.I.P. STAN LEE.

NOW CAPTAIN MARVEL COMES

MARVEL STUDIOS

CAPTAIN MARVEL

MATCHING WOMEN'S DAY, MARVEL SENT LAST THURSDAY THE MOST POWERFUL WOMAN TO EARTH. OF COURSE, WE KNOW ALREADY BLACK WIDOW, SCARLET WITCH, GAMORA, VALKYRIE, HOPE VAN DYNE, OR NEGASONIC TEENAGE WARHEAD, TO NAME JUST A FEW. BUT NONE OF THEM CAN MATCH HER:

CAPTAIN MARVEL

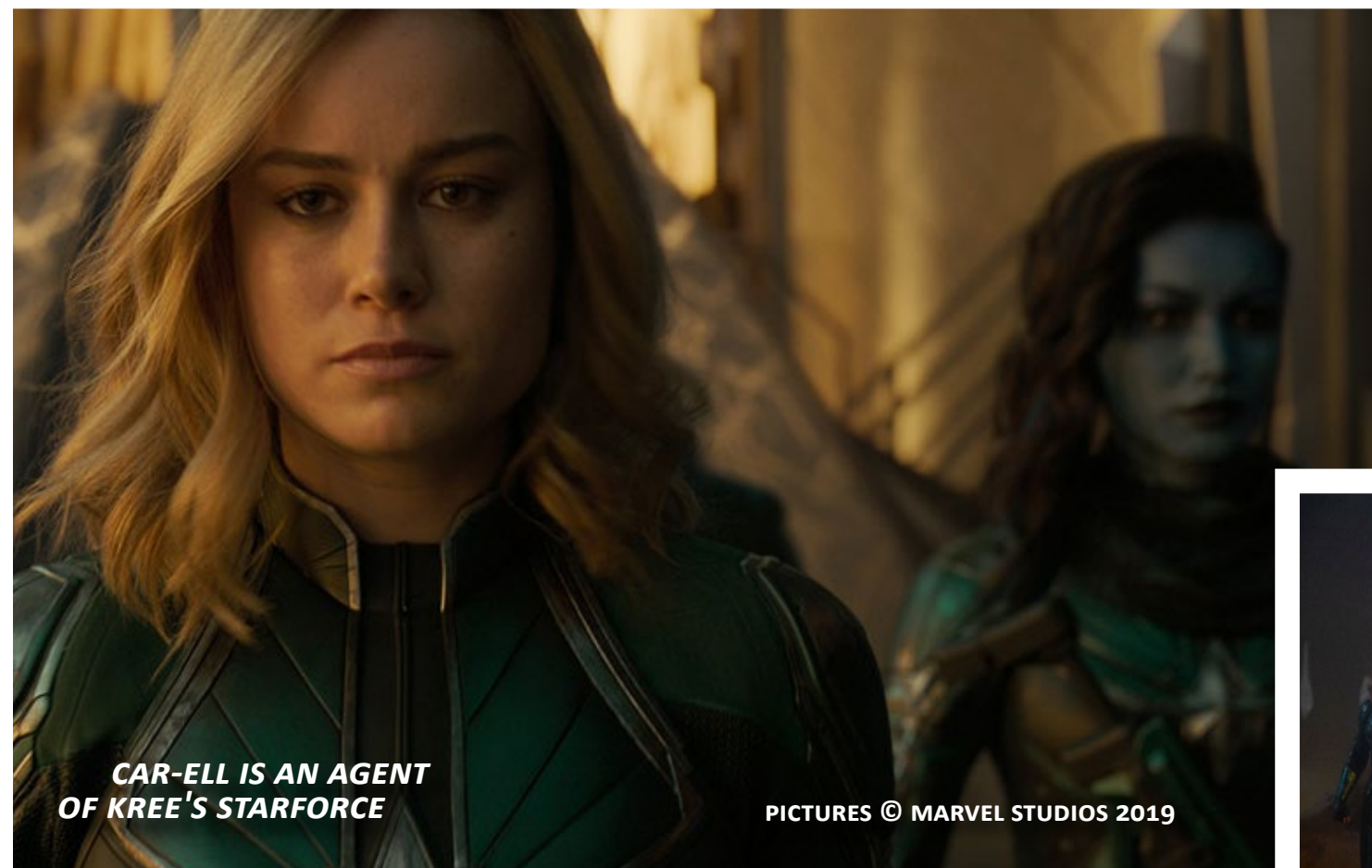
IT'S THE 21ST FILM IN MARVEL'S CINEMATIC UNIVERSE AND THE FIRST TO FOCUS ON A FEMALE SUPERHERO AS THE MAIN CHARACTER! THE MOVIE DESCRIBES HOW CAROL DANVER'S TURNS INTO CAPTAIN MARVEL AND, THUS, BECOMES THE UNIVERSE'S MOST POWERFUL SUPERHEROINE.



CAPTAIN MARVEL AKA CAROL DANVERS CAR-ELL (BRIE LARSON)

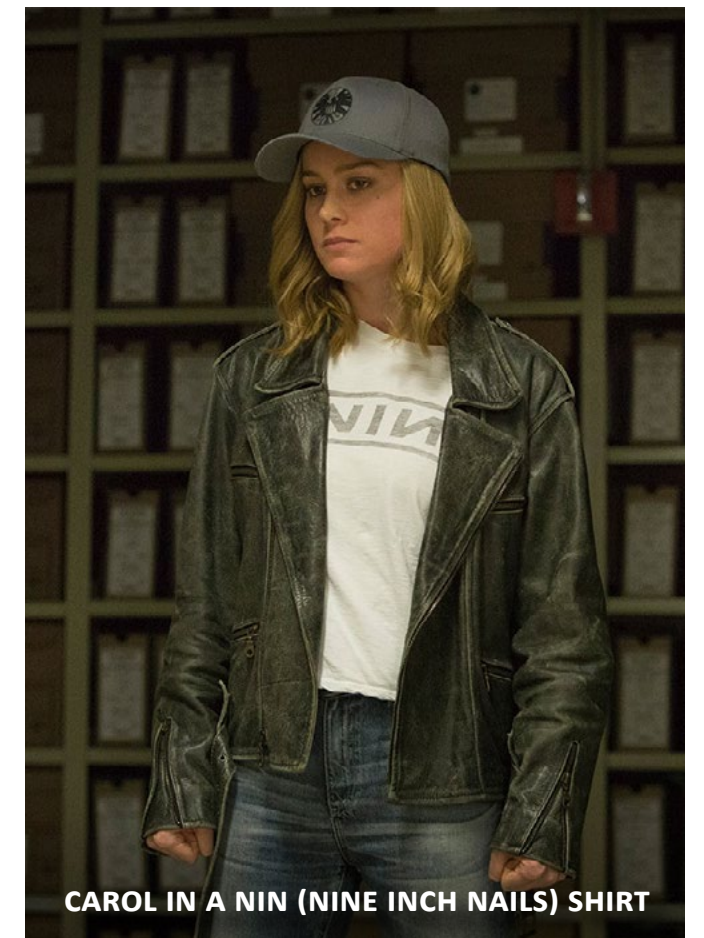
IN THE 90'S, LONG TIME BEFORE THE FIRST SUPER HEROES JOIN FORCES TO FORM THE AVENGERS, THE EARTH IS THREATENED BY DIFFERENT ALIEN RACES. ACTUALLY, IT'S JUST A COINCIDENT. WHILE CAR-ELL, A POWERFUL STARFORCE MEMBER FROM THE PLANET KREE, TRIES TO TO ESCAPE FROM HER ENEMIES, SHE LANDS ACCIDENTALLY WITH THEM ON EARTH.

HERE A WILD HUNT STARTS BETWEEN THE ENEMIES, BUT ALSO FOR TRUTH. CAR-ELL HAS LOST HER MEMORIES, BUT SHE KNOWS, THAT SHE ALREADY HAS BEEN ON THAT PLANET BEFORE. HOWEVER, BESIDES HER FIGHT SHE HAS TO DEAL WITH MANY QUESTIONS. QUESTIONS ABOUT HERSELF AND WHETHER SHE WALKS THE RIGHT PATH. HOWEVER, STEP BY STEP SHE LEARNS MORE ABOUT HER ORIGINS AND HER EXTREME SUPER POWER. FINALLY, SHE BECOMES CAPTAIN MARVEL.



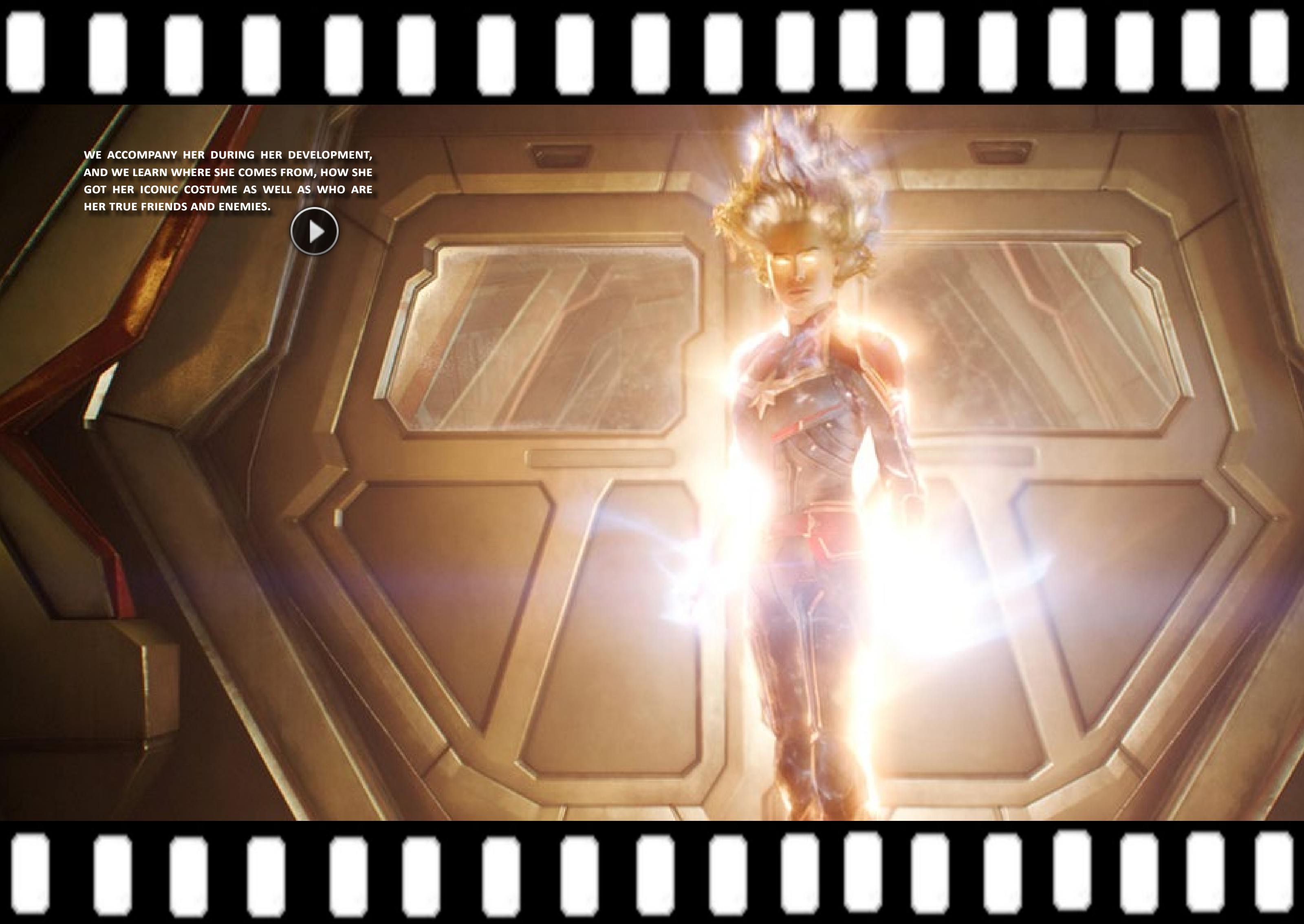
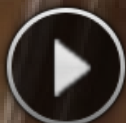
CAR-ELL IS AN AGENT OF KREE'S STARFORCE

PICTURES © MARVEL STUDIOS 2019



CAROL IN A NIN (NINE INCH NAILS) SHIRT

WE ACCOMPANY HER DURING HER DEVELOPMENT,
AND WE LEARN WHERE SHE COMES FROM, HOW SHE
GOT HER ICONIC COSTUME AS WELL AS WHO ARE
HER TRUE FRIENDS AND ENEMIES.





NICK FURY (SAMUEL L. JACKSON)

THE FIRST WHO CROSSES HER WAY IS NICK FURY, AN AGENT FROM THE SECRET ORGANIZATION S.H.I.E.L.D. THIS MEETING CHANGES HIS LIFE COMPLETELY AS WELL AS THE FUTURE OF THE WORLD. FORTUNATELY FOR CAROL, FURY IS NOT A DAREDEVIL, BUT A SMART, COURAGEOUS AND OPEN-MINDED GUY. HE HELPS THE STRANDED YOUNG WOMEN. MOREOVER, ON HIS WAY HE MEETS ANOTHER NEW BEST FRIEND.

MARIA RAMBEAU (LASHANA LYNCH)

MARIA IS A TALENTED PILOT AND A LOVING MOTHER. MAYBE SHE CAN HELP CAR-ELL TO REMEMBER?





YON-ROGG (JUDE LAW)

YON-ROGG IS CAPTAIN MAVEL'S BEST FRIEND AND TRAINER. FURTHERMORE, HE IS LEADER OF THE STARFORCE SQUAD. BUT HE HIDES A DARK SECRET.



MINN-ERVA (GEMMA CHAN)

THE ATTRACTIVE BLUE-SKINNED WARRIOR IS ALSO A MEMBER OF THE STARFORCE TEAM. SHE FIGHTS FEARLESS AND SHE IS ALWAYS LOYAL TO YON-ROGG.



TALOS (BEN MENDELSON)

TALOS IS THE PROUD LEADER OF THE SKRULLS. THAT RACE BELONGS TO THE SHAPE-SHIFTERS, AND TALOS IS THE MOST MASTERFUL AND UNMATCHED AMONG THEM. HE PLAYS A MAJOR ROLE IN THE ACRIMONIOUS OFFENSIVE OF THE WAR BETWEEN THE SKRULLS AND THE KREE. TALOS IS FEARSOME AND WILL STOP AT NOTHING TO WIN. EVEN WHEN IT MEANS TO FACE THE POWER OF CAPTAIN MARVEL.





REVIEW

CAPTAIN MARVEL STARTS ALREADY IN THE FIRST SECOND WITH AN EXTREMELY HEART-TOUCHING MOMENT. THEN, THE MOVIE BECOMES AN ODE TO THE POWER OF WOMEN. MARVEL BOOSTS THE TERM SUPER POWER TO THE MAX.

ALREADY WITHIN THE FIRST THIRD OF THE FILM WE CAN SEE FLASHBACKS TO CAROL'S YOUTH. BUT, LIKE PIECES OF A HUGE PUZZLE, THEY FINALLY CREATE ONE PICTURE WHICH CONVEYS A SIGNIFICANT MESSAGE. MOREOVER, THOSE PICTURES FASCINATE, AND THEY SHARE A UNIQUE POWER WITH THE AUDIENCE. THEY MOTIVATE US, TO STAND UP EVEN WHEN WE FAIL OR TUMBLE SOMETIMES.





FURTHERMORE, THE AMAZING PICTURES AND BREATH-TAKING SPECIAL EFFECTS VISUALIZE THE DEVELOPMENT OF CAROL'S SUPER POWER PERFECTLY. THEY TOP EVERYTHING WHAT YOU HAVE SEEN BEFORE. THE STORY IS ALSO FINE. OF COURSE, NEW CHARACTERS HAVE TO BE INTRODUCED AND, THUS, FROM TIME TO TIME YOU COULD BE A BIT CONFUSED. BUT AT THE END, EVERYTHING BECOMES CLEAR. HOWEVER, MOST OF ALL, CAPTAIN MARVEL HERSELF WILL CAPTIVATE THE AUDIENCE. BRIE LARSON PLAYS WITH A LOT OF HUMOR AND WARMTH. SHE COULD BE THE GIRL FROM NEXT DOOR, WHICH WE LIKE BECAUSE SHE IS A FRIEND. THUS, YOUR EMOTIONS COULD GROW WITH CAPATIN MARVEL'S DEVELOPMENT. HENCE, CAPTAIN MARVEL ISN'T JUST ANOTHER SUPER HERO MOVIE. BUT IT'S A FILM WITH A MESSAGE TO ALL PEOPLE TO STAND UP AND BELIEVE IN THEMSELVES IN ANY SITUATION OF LIFE.





FINALLY, IT'S THE LAST MARVEL FILM WHERE WE CAN SEE STAN LEE IN HIS LEGENDARY CAMEO APPEARANCES. ACTUALLY, THIS IS ALREADY REASON ENOUGH TO GO TO CINEMA NOW TO WATCH THE NEWEST MARVEL ADVENTURE. ONE TIP AT THE END: AS USUAL, YOU WILL SEE SOME TRAILERS BETWEEN THE CREDITS. ONE OF THEM IS A HINT TO THE QUESTION, WHAT COULD HAPPEN IN MARVEL'S AVENGERS: ENDGAME, WHICH WILL BE RELEASED SOON. ALL PICTURES: MARVEL STUDIOS 2019

THE MOST SOUGHT-AFTER GOLDEN BOY IN THE UNIVERSE

THE 91ST ACADEMY AWARDS REVIEW

BRIE LARSON IMPRESSES NOT ONLY ON THE BIG SCREEN, BUT ALSO ON THE RED CARPET, SUCH AS RECENTLY AT THE 91. ACADEMY AWARDS IN LOS ANGELES, USA. AS EVERY YEAR, THE OSCARS SURPRISED THE AUDIENCE WITH SOMETHING SPECIAL. THIS TIME, THE SHOW WASN'T PRESENTED BY A HOST. INSTEAD, THE SPEAKERS AND GUESTS LED THE AUDIENCE THROUGH THE CEREMONY.



PHOTO:
VALERIE DURANT

ALL PICTURES
©A.M.P.A.S.



BRIE LARSON APPEARED IN CÉLINE BY HEDI SLIMANE AND CHANEL JEWELRY. DESPITE OF HER BREATHTAKING ELEGANT LOOK, SHE WASN'T RESTRAINED TO EXPRESS HER JOY. WITH SAMUEL L. JACKSON SHE PRESENTED THE CATEGORIES BEST ORIGINAL SCREENPLAY AND BEST ADAPTED SCREENPLAY.



PHOTO: KYUSUNG GONG
LEFT & MIDDLE: AARON POOLE
TOP CENTER: PHIL MCCARTEN
TOP RIGHT: VALERIE DURANT



PHOTO LEFT:
PHIL MCCARTEN
BELOW: KATE NOELLE
& TODD WAWRYCHUK

FROM THE BEGINNING, THE SHOW WAS DOMINATED BY THE MUSIC OF THE BRITISH MUSIC ICONS **QUEEN.** FIRST, BECAUSE OF THEIR GIG ONSTAGE. THEN, BECAUSE OF FIVE NOMINATIONS AND FOUR AWARD FOR THE MOVIE **BOHEMIAN RHAPSODY,** INCLUDING THE OSCAR IN THE CATEGORY **BEST ACTOR.**



AARON POOLE
(ALSO LEFT)



BRIAN MAY
PERFORMS DURING THE
LIVE ABC TELECAST.



THE CHARMING RAMI MALEK

GAVE A HEART-TOUCHING SPEECH, WHICH WAS ADDRESSED TO TWO PARTIES. THOSE WHO SHOULD BELIEVE IN THEMSELVES. AND THOSE – ESPECIALLY ONE OF THEM - WHO SHOULD UNDERSTAND THAT EMIGRANTS ENRICH OUR COUNTRIES AND CULTURES.

“LISTEN, WE MADE A FILM ABOUT A GAY MAN, AN IMMIGRANT, WHO LIVED HIS LIFE JUST UNAPOLOGETICALLY HIMSELF. THE FACT THAT I’M CELEBRATING HIM AND THIS STORY WITH YOU TONIGHT IS PROOF THAT WE’RE LONGING FOR STORIES LIKE THIS. I AM THE SON OF IMMIGRANTS FROM EGYPT, A FIRST-GENERATION AMERICAN. AND PART OF MY STORY IS WRITTEN RIGHT NOW.”



IT SEEMS, OSCAR WINNER RAMI MALEK DID EVERYTHING CORRECTLY. ALREADY BEFORE THE CEREMONY HE APPEARED OVERJOYED ON THE RED CARPET. THE REASON. MALEK'S GIRLFRIEND LUCY BOYNTON. WHILE THE BOHEMIAN RHAPSODY STAR LOOKED CLASSY IN A BLACK TUXEDO FROM SAINT LAURENT, BOYNTON LOOKED ADORABLE IN HER EYE-CATCHING OFF-THE-SHOULDER GOWN BY RODARTE. THE DRESS WAS A STUNNING BLEND OF BLACK VELVET AND PURPLE CREPE SATIN. LUCY ACCESSORIZED IT WITH JEWELS FROM CARTIER AND HEELS FROM SOPHIA WEBSTER. LUCY'S APPEARANCE EVOKED MEMORIES OF GRACE KELLY. THUS, SHE BELONGED TO THE BEST DRESSED WOMEN AT THE 91. ACADEMY AWARDS.

PHOTO: RICHARD HARBAUGH
©A.M.P.A.S.

BIG LOVE: RAMI MALEK AND HIS GIRLFRIEND LUCY BOYNTON ON THE RED CARPET OF THE 91. ACADEMY AWARDS 2019



PHOTO: TROY HARVEY
RIGHT: VALERIE DURANT



PERFECT STYLE: LUCY LIVED UP TO FILM DIVAS SUCH AS GRACE KELLY.

PHIL MCCARTEN
©A.M.P.A.S.



**LUCY BOYNTON IN RODARTE
RAMI MALEK IN SAINT
LAURENT**



PHOTO: TODD WAWRYCHUK
LEFT: KYUSUNG GONG
RIGHT: RICHARD HARBAUGH



**SO CUTE: LUCY PLACES
RAMI'S BOW TIE.**



PHOTO: KYUSUNG GONG



DESPITE OF AN OUTSTANDING PERFORMANCE IN "VICE", CHRISTIAN BALE COULDN'T BRING HOME AN AWARD THIS TIME. BUT HE USED THE FREE HANDS TO HONOR THE WINNER.

PHOTO: AARON POOLE



BRADLEY COOPER APPEARED IN A CLASSY BLACK TOM FORD TUX. HIS WIFE IRINA SHAYK WORE A LONG-SLEEVED BURBERRY GOWN. THE BLACK DRESS WAS EMBELLISHED WITH GOLDEN JEWELRY AT THE HIPS AND AND FRINGS AT THE EDGES.

PHOTO: KYUSUNG GONG



WITHOUT ANY DOUBT THE HIGHLIGHT OF THE EVENING WAS THE RAVISHING STAGE PERFORMANCE OF LADY GAGA AND BRADLEY COOPER.

PHOTO: AARON POOLE



BRADLEY COOPER WITH HIS MOTHER AND GORGEOUS IRINA SHAYK.



LADY GAGA WITH THE OSCAR FOR "SHALLOW" AS "BEST ORIGINAL SONG". THE STAR WORE A NECKLACE FROM TIFFANY'S AND A BLACK ALEXANDER MCQUEEN GOWN.



ALFONSO CUARÓN WITH ONE OF TWO OSCARS FOR ROMA

PHOTO: TODD WAWRYCHUK (ALSO LADY GAGA & BRADLEY COOPER MIDDLE)

WHILE BOHEMIAN RHAPSODY WAS THE WINNER OF THE EVENING, THE TOP-FAVORITES ROMA (10 NOMINATIONS, 3 AWARDS) AND "THE FAVORITE" (10 NOMINATIONS, 1 OSCAR) COULDN'T FULFIL THE EXPECTATIONS REGARDING THE AWARDS. ALSO "VICE" AND "A STAR IS BORN" DISAPPOINTED. BOTH WERE NOMINATED FOR EIGHT OSCARS BUT WON JUST ONE EACH.



THE APPEARANCE OF LADY GAGA AND BRADLEY COOPER

WAS THE SHOW HIGHLIGHT AND TOPIC OF THE EVENING. VERY INTIMATELY, THEY PERFORMED THE FILM SONG "SHALLOW" ONSTAGE. IT WAS A DENSE ATMOSPHERE AND A SPECIAL CHEMISTRY BETWEEN BOTH. HENCE, THE RUMORS STARTED AGAIN, THEY COULD HAVE A LOVE AFFAIR, BUT OF COURSE, BOTH ARE JUST GREAT PERFORMERS AND FRIENDS. MOREOVER, BRADLEY WAS ACCOMPANIED BY HIS WIFE, THE STUNNING IRINA SHAYK. SHE SAT — MAYBE DEMONSTRATIVELY — BETWEEN THE ARTISTS IN THE FRONT ROW.



BESIDES, IT WAS ALSO THE FIRST TIME, WHEN A **SUPERHERO MOVIE** WAS NOMINATED FOR AN AWARD. THUS, THANKS TO **BLACK PANTHER,** WHICH WAS NOMINATED FOR SEVEN OSCARS IN TOTAL, MARVEL WON THREE OF THEM FOR THE FIRST TIME. THE BLOCKBUSTER CONVINCED THE JURY IN THE CATEGORIES "BEST COSTUME DESIGN", "BEST PRODUCTION DESIGN" AND "BEST ORIGINAL SCORE".



HILLARIOUS TRADITION: THE BLACK PANTHER STAR DRINKS TEQUILA WITH GUILLERMO RODRIGUEZ. THE MEXICAN IS KNOWN FROM JIMMY KIMMEL'S LATE NIGHT SHOW. IN THE BACKGROUND: TOKIO HOTEL LEAD SINGER BILL KAULITZ AND THE TEAM OF THE GERMAN TV.



KINGLIKE: CHADWICK BOSEMAN APPEARED IN AN AMAZING GIVENCHY HAUTE COUTURE LOOK, DECORATED WITH BULGARI CRYSTALS. HIS GIRLFRIEND TAYLOR SIMONE LEDWARD WORE A SEDUCTIVE BLACK GOWN.



ANOTHER MUSICAL HIGHLIGHT

SIR ELTON JOHN AND TARON EGERTON PRESENTED THE HIT SONG "TINY DANCER" IN A GLORIOUS AND SURPRISING PERFORMANCE AT THE 27TH ELTON JOHN AIDS FOUNDATION ACADEMY AWARDS® VIEWING PARTY! ELTON JOHN AND DAVID FURNISH HOST THE PARTY EVERY YEAR ON THE OSCAR® WEEKEND. AND HERE IT WAS ALL UNDER THE SIGN OF ROCKET-MAN: THE FIRST FILM ABOUT THE CHANGEABLE LIFE AND CAREER OF MUSIC ICON ELTON JOHN WILL START IN CINEMAS ALL OVER GERMANY ON MAY 30, 2019. LEADING ACTOR TARON EGERTON SINGS MANY OF THE SONGS IN THIS STIRRING MUSICAL FANTASY HIMSELF AND HAS ALREADY OFFERED A FANTASTIC TASTE AT THE PARTY. SURPRISINGLY ASKED TO TAKE TO THE STAGE AND PERSONALLY JOINED BY SUPERSTAR SIR ELTON JOHN AT THE PIANO, THE PAIR PERFORMED THE WORLD-FAMOUS CLASSIC "TINY DANCER" IN DOUBLES AND THRILLED THE AUDIENCE.



GETTY IMAGES NORTH AMERICA FOR EJAF

**ELTON JOHN AND
TARON EGERTON** AT THE
**ACADEMY AWARDS
VIEWING PARTY**



AND THE FASHION OSCAR GOES TO...

OF COURSE, THE OSCARS ARE ALSO ONE OF THE MOST IMPORTANT INTERNATIONAL PLATFORMS TO SHOW THE NEWEST FASHION TRENDS OR VERY PERSONAL STYLES TO THE CROWD. BUT THE MOST BEAUTIFUL GOWN IS NOTHING WITHOUT THE PERFECT STYLE AND AN OUTSTANDING PERSONALITY, WHO WEARS IT. VALEUR HAS SELECTED THE MOST INTERESTING STARS AT THE OSCARS 2019.



OUR 1ST FAVORITE

WAS AMANDLA STENBERG. THE DARKEST MINDS STAR APPEARED IN A WONDERFUL MIU MIU GOWN AND HAIRSTYLE.

PHOTO: KYUSUNG GONG (ALSO TOP MIDDLE AND BELOW MIDDLE/RIGHT) TOP RIGHT: VALERIE DURANT



ASHLEY GRAHAM SHOWED IN ZAC POSEN THE MEANING OF TRUE BEAUTY



THE HAPPY EXPECTANT MOTHER KRYSTEN RITTER APPEARED IN A REEM ACRA GOWN



KACEY MUSGRAVES IN VALLI HAUTE COUTURE



ANGELA BASSETT IN REEM ACRA



OLIVIA COLMAN IN PRADA



JULIA ROBERTS IN ELIE SAAB

STAGE PHOTOS: AARON POOLE



ALSO HELLEN MIRREN IN SCHIAPARELLI HAUTE COUTURE SHOWED THAT SHADES OF RED ARE IN VOGUE



GEMMA CHAN PREFERRED A VIVID PINK SHADE FOR HER VALENTINO GOWN



PHOTO:
AARON POOLE



PHOTO:
KYUSUNG GONG
(ALSO LEFT SIDE)



RIGHT: KIKI LAYNE PREFERRED A
SOFT RED SHADE FROM ATELIER
VERSACE. ALSO CONSTACE WU
AND AMY ADAMS (ABOVE LEFT)
HAD CHOSEN THE POPULAR LABEL
FOR THEIR RED CARPET OUTFITS.

PHOTO:
JOHN FARRELL



OUR 2ND FAVORITE

GORGEOUS: MOLLY SIMS WORE AN EYE-CATCHING GOWN FROM THE LIBANESE DESIGNER ZUHAIR MURAD. SO SHE MADE MORE THAN A SPECTACULAR FASHION STATEMENT. MOLLY'S GLAMOROUS DRESS WAS CONTRASTED BY A SIMPLE, BUT BEAUTIFUL HAIRSTYLING.

PHOTOS:
VALERIE DURANT



PHOTOS
(ALSO RIGHT SIDE):
KYUSUNG GONG



EMILIA CLARKE
IN A WONDERFUL
BALMAIN GOWN



SHANGELA APPEARED
LIKE A DISNEY PRINCESS



PHOTOS (ALSO LEFT):
MIKE BAKER



COURAGEOUS: THE MEN OF THE EVENING APPEARED MAINLY IN BLACK, LIKE MAHERSHALA ALI IN ERMENEGILDO ZEGNA (MIDDLE). ONLY "CAPTAIN AMERICA" CHRIS EVANS IN SALVATORE FERRAGAMO AND SPIKE LEE (LEFT) IN OZSWALD BOATENG UNDERSTOOD THE COLORFUL TREND. JENNIFER LOPEZ SHINED IN A GOLDEN TOM FORD DRESS.



OSCAR WINNER REGINA KING (BEST SUPPORTING ACTRESS) ENJOYED THE CEREMONY AND AFTER-SHOW PARTY IN A STUNNING DRESS FROM OSCAR DE LA RENTA.

PHOTO: MATT SAYLES
RIGHT SIDE: AARON POOLE

OUR ABSOLUTE FAVORITE WAS WITHOUT ANY DOUBT LAURA HARRIER. THE BLACKKLANSMAN ACTRESS LOOKED SIMPLY BEAUTIFUL.



PHOTO (ALSO RIGHT): KYUSUNG GONG



PHOTO: PHIL MCCARTEN





PHOTO BY DIA DIPASUPIL/GETTY IMAGES



PHOTO:
TROY HARVEY
LEFT BELOW:
TEREKAH NAJUWAN
MIDDLE:
PHIL MCCARTEN



THE HIGHLY ATTRACTIVE
ACTRESS WORE A WONDERFUL
ELEGANT AND FIGURE-HUGGING
TURQUOISE GOWN, DECORATED
WITH GOLDEN EMBROIDERY BY
LOUIS VUITTON
DURING THE SHOW AND A SEXY
SHORT ONE AT THE AFTER-SHOW
PARTY (ABOVE LEFT).



DURING THE LAST DECADES, THREE NAMES WERE NEVER MISSED AT A RED CARPET, CHANEL, FENDI AND, OF COURSE, KARL LAGERFELD. THE GERMAN MASTERMIND HAS NOW LEFT THE STAGE FOREVER. BUT HIS SPIRIT WILL LIVE ON IN HIS CREATIONS.

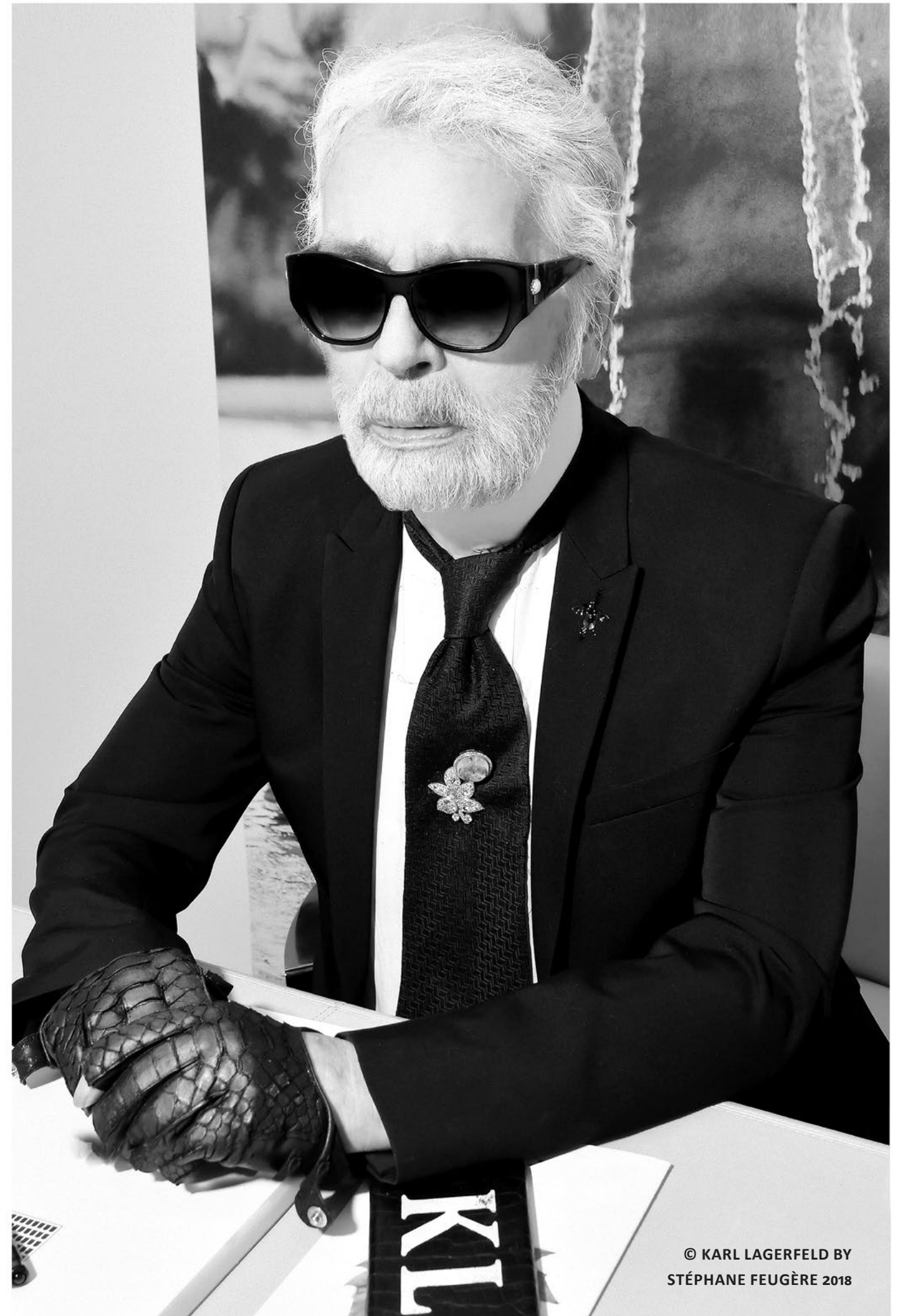
A.M.P.A.S PHOTOGRAPHERS:
KYUSUNG GONG, PHIL MCCARTEN,
TODD WAWRYCHUK, TEREKAH AJUWAN,
VALERIE DURANT, AARON POOLE, MATT SAYLES,
RICHARD HARBAUGH, MATT PETIT, MIKE BAKER,
TROY HARVEY, JOHN FARRELL, NICK AGRO,
TEREKAH NAJUWAN, KATE NOELLE

PHOTO:
MATT SAYLES
TOP: PHIL MCCARTEN

AT THE 91. OSCARS, LISA BONET AND HER HUSBAND "AQUAMAN" JASON MOMOA WORE FENDI COUTURE. HE WAS ONE OF THE LESS GUYS WHO SHOWED COLORS. TESSA THOMPSON (ABOVE) WORE A BLACK AND GOLDEN DRESS FROM CHANEL.

**THE
MASTER HAS
LEFT
THE STAGE**

**A HOMAGE TO
KARL LAGERFELD**



© KARL LAGERFELD BY
STÉPHANE FEUGÈRE 2018



BRIE LARSON WORE A BEAUTIFUL CHANEL GOWN AT THE RED CARPET OF THE OSCARS LAST WEEK. IT'S HARDLY CONCEIVABLE THAT THERE COULD BE A RED CARPET WITHOUT A DRESS CREATED BY ONE OF THE LABELS CHANEL, FENDI OR **KARL LAGERFELD**

FOR ME PERSONALLY, THESE NAMES ARE VERY CLOSELY CONNECTED WITH MY OWN DEVELOPMENT. IT WAS AN AMAZING TIME IN THE 80S AND 90S. I WAS A TEENAGER, GROWING UP IN EAST-GERMANY, DREAMING OF THE RUNWAYS IN PARIS, OF THE BREATHTAKING FASHION STYLES WHICH CAME FROM THERE, HOPING TO MEET MY FASHION IDOLS SOMEDAY. IT WAS THE EPOCH WHEN THE MEDIA WERE DOMINATED BY TRUE TOP MODELS AND NAMES LIKE YVES SAINT LAURENT, VERSACE, VIVIENNE WESTWOOD, JEAN-PAUL GAULTIER, ARMANI AND KARL LAGERFELD.

HOWEVER, AMONG ALL OTHERS, KARL LAGERFELD WAS ALWAYS SOMETHING SPECIAL. HE WAS MORE THAN A DESIGNER. KARL LAGERFELD WAS HIGHLY LITERATE. ACCORDING TO HIM, HE OWNED 300.000 BOOKS, SPREAD OVER 7 APARTMENTS AND HOUSES. FURTHERMORE, KARL LAGERFELD WAS INTERESTED IN POLITICS AND NOT AFRAID TO EXPRESS HIS OPINIONS, WHICH WERE QUITE PROVOKING SOMETIMES, IN THE PUBLIC. MOREOVER, HE WAS A GIFTED PHOTOGRAPHER, CRITICIZED BY SOME, LOVED BY OTHERS. HIS PHOTOS REPRESENTED HIS PERSONAL STYLE, CLEAN, PURISTIC AND – MAINLY – BLACK AND WHITE. LAST BUT NOT LEAST, THE MAN WITH THE BLACK GLASSES AND DRIVER GLOVES, WAS ONE OF THE MOST IMPORTANT VISIONARIES WHEN IT CAME TO FASHION AND STYLE.

IT WAS FEBRUARY 19, 2019, WHEN THE WORLD HEARD THAT KARL LAGERFELD WAS GONE FOREVER. ESPECIALLY, PARIS WAS AFFECTED SINCE IT LOST ONE OF ITS MOST BELOVED FACES, BUT EVEN PEOPLE, WHO WERE NEVER INTERESTED IN FASHION BEFORE, WERE TOUCHED. FOR MANY OF THEM, KARL LAGERFELD WAS A FAMILIAR PERSON, BECAUSE THEY GREW UP WITH HIM AND HIS APPEARANCES IN THE MEDIA.

DRESSED IN CHANEL BRIE LARSON ARRIVES ON THE RED CARPET OF THE 91. OSCARS® AT THE DOLBY® THEATRE IN HOLLYWOOD, CA ON SUNDAY, FEBRUARY 24, 2019. PHOTO: VALERIE DURANT / ©A.M.P.A.S.

KARL OTTO LAGERFELD TRIED TO KEEP HIS AGE AND ORIGINS A SECRET, BUT EVIDENCE SHOWS THAT HE WAS BORN ON SEPTEMBER 10, 1933 IN HAMBURG. HIS MOTHER WAS A LINGERIE SALES WOMAN BEFORE SHE MET KARL'S FATHER. MAYBE, IT WAS A REASON WHY KARL LAGERFELD BECAME IN TOUCH WITH FASHION.

HOWEVER, ALREADY IN HIS EARLY AGES KARL SHOWED GREAT INTEREST IN ART AND DESIGN. HIS SCHOOLMATES MENTIONED, THAT HE ALWAYS DREW SKETCHES INSTEAD OF FOLLOWING THE LESSONS. NO WONDER, BECAUSE KARL STATED THAT HE LEARNED MORE IN THE KUNSTHALLE HAMBURG (ART MUSEUM) THAN IN SCHOOL.

THE EARLY YEARS

BECAUSE OF HIS LOVE TO THE FRENCH ART AND LANGUAGE, HE FINISHED THE SECONDARY SCHOOL IN PARIS WHERE HE WAS FOCUSED ON HISTORY AND DRAWING. KARL HAD A UNIQUE GIFT. WHEN HE WAS 22, HE WON A DESIGN COMPETITION WHICH OPENED MANY DOORS FOR HIM. HE BEFRIENDED YVES SAINT LAURENT AND WORKED AS AN ASSISTANT AND APPRENTICE FOR PIERRE BALMAIN.

ALREADY THREE YEARS LATER, KARL LAGERFELD BECAME AN ART DIRECTOR AND HE WORKED AS A FREELANCE DESIGNER FOR RENOWNED BRANDS LIKE JEAN PATOU, TIZIANO, CHLOÉ AND VALENTINO, TO NAME JUST A FEW. FINALLY, IN 1967 HE BECAME RESPONSIBLE FOR THE FUR LINE OF FENDI. A CREATIVE FRIENDSHIP WHICH LASTED UNTIL HIS DEATH.

BREAKTHROUGH WITH CHANEL

KARL LAGERFELD WAS SMART, TALENTED AND HE WAS A VISIONARY. THUS, HE ACCEPTED AN OFFER OF CHANEL. AFTER THE DEATH OF COCO CHANEL, THE BRAND WASN'T ABLE TO CONTINUE THE PRIOR SUCCESS. THEREFORE, CHANEL WAS NEARLY DEAD. BUT KARL LAGERFELD BROUGHT CHANEL BACK TO LIFE. HE WAS ALSO RESPONSIBLE FOR THE INTENSIVE USE OF THE "CC" LOGO, WHICH IS CHANEL'S TRADEMARK UNTIL TODAY.

HOWEVER, KARL LAGERFELD WAS TOO CREATIVE TO FOCUS HIS WORK ON ONE BRAND, OR JUST ON TWO. HENCE, HE FOUNDED HIS EPONYMOUS BRAND KARL LAGERFELD. HIS GOAL WAS TO CHANNEL "INTELLECTUAL SEXINESS".

NOT EVERYBODY LIKED HIS INNOVATIVE WORK. FOR EXAMPLE, THE OH SO ADORED "GODDESS" OF FASHION, US VOGUE EDITOR IN CHIEF ANNA WINTOUR, LEFT THE KARL LAGERFELD RUNWAY SHOW IN MILANO IN 1993. THE REASON WAS THAT STRIPPERS AS WELL AS THE PORN STAR MOANA POZZI PRESENTED KARL LAGERFELD'S BLACK-AND-WHITE COLLECTION FOR FENDI.

LET'S HEAR WHAT PIER PAOLO RIGHI, CEO OF THE LABEL KARL LAGERFELD, STATED ON THAT TRAGICAL DAY...

"THE WORLD HAS LOST AN ICON. KARL LAGERFELD WAS A CREATIVE GENIUS; HE WAS INFLUENTIAL, CURIOUS, POWERFUL AND PASSIONATE. HE LEAVES BEHIND AN EXTRAORDINARY LEGACY AS ONE OF THE GREATEST DESIGNERS OF OUR TIME. I FEEL SO BLESSED TO HAVE HAD THE OPPORTUNITY TO HAVE KNOWN AND WORKED WITH HIM, AND THERE ARE NO WORDS TO EXPRESS HOW MUCH HE WILL BE MISSED."

"DRIVEN BY A PHENOMENAL SENSE OF CREATIVITY, KARL WAS PASSIONATE, POWERFUL AND INTENSELY CURIOUS. IN ADDITION TO BE THE CREATIVE DIRECTOR OF HIS NAMESAKE BRAND, KARL LAGERFELD WAS THE CREATIVE DIRECTOR OF BOTH THE CHANEL AND FENDI HOUSES. HE FURTHER EXPRESSED HIS EXCEPTIONAL TALENT AND ARTISTRY THROUGH A LIFELONG PASSION FOR PHOTOGRAPHY, PUBLISHING, ILLUSTRATION, ARCHITECTURE AND INTERIOR DESIGN."

"SINCE ITS INCEPTION, THE KARL LAGERFELD BRAND HAS STRIVED TO CONVEY KARL LAGERFELD'S VISION AND SHARE HIS DESIGN AESTHETIC THROUGH ASPIRATIONAL, ACCESSIBLE COLLECTIONS. THIS ETHOS WILL CONTINUE TO REMAIN AT THE CORE OF THE BRAND."



KARL LAGERFELD
© TACCO12



© CHRISTOPHER WILLIAM ADACH

THE LAST YEARS

IN CONTRAST TO OTHERS, WHEN KARL LAGERFELD TOOK CARE OF SOMETHING, IT WORKED WELL. FOR EXAMPLE WHEN HE CREATED A GREAT COLLECTION FOR DIESEL, WHICH WAS EXTREMELY SUCCESSFULLY. HE ALSO ESTABLISHED THE K KARL LAGERFELD COLLECTION. LAGERFELD WAS HONORED WITH THE COUTURE COUNCIL FASHION VISIONARY AWARD BY THE FASHION INSTITUTE OF TECHNOLOGY. HE CREATED CRYSTAL COLLECTIONS, PRODUCED A SHORT FILM WITH LUC BESSON AND KEIRA KNIGHTLEY, DESIGNED HOTEL ROOMS IN BERLIN AND MIAMI, CREATED ART SCULPTURES AND MUCH MORE. BESIDES ALL OF THIS, KARL LAGERFELD REMAINED ALWAYS TRUE TO HIMSELF. HE WAS THE GUY WITH THE BLACK SUNGLASSES, LONG HAIR, FINGERLESS GLOVES AND HIGH STARCHED DETACHABLE COLLARS. HE WAS A GOOD AND LOYAL FRIEND TO THOSE SPECIAL PEOPLE, WHO CONQUERED HIS HEART, MIND AND SOUL.

HIS LEGACY

HE MASTERED HIS LIFE AND CHANGED OURS. BUT, SUCH AS ANYBODY, HE COULDN'T WIN THE FIGHT AGAINST PANCREATIC CANCER. THERE IS A DISCUSSION WHETHER HIS ASHES WILL BE SPREAD ALONGSIDE HIS MOTHER OR LATE PARTNER JACQUES DE BASCHER. HOWSOEVER, HIS LEGACY AND STYLE, HIS INFLUENCE OF THE WORLD WILL LIVE ON IN US ALL.

KARL LAGERFELD'S TEAM SENT US THE FOLLOWING STATEMENT

"THANK YOU FOR YOUR COMPASSION AND CONTACTING US DURING THIS DIFFICULT TIME. EVERYONE AT KARL LAGERFELD PARIS IS DEEPLY HEARTBROKEN BY THE LOSS OF OUR CREATIVE DIRECTOR. KARL WAS ONE OF THE MOST INFLUENTIAL AND CELEBRATED DESIGNERS OF THE 21ST CENTURY, AND A UNIVERSAL SYMBOL OF STYLE. DRIVEN BY A PHENOMENAL SENSE OF CREATIVITY, HE WAS PASSIONATE, POWERFUL AND INTENSELY CURIOUS.

HE SPENT HIS LIFETIME BUILDING A COLOSSAL LEGACY OF UNPARALLELED CREATIVITY AS THE ORIGINAL FASHION GURU, AND HIS LEGACY WILL LAST FOREVER. WE SHARE IN YOUR SADNESS WITH YOU, WISH YOU MUCH STRENGTH DURING THIS EMOTIONAL TIME. WITH SINCERE CONDOLENCES, THE KARL LAGERFELD PARIS TEAM."

KARL LAGERFELD IS GONE, BUT HIS LEGACY LIVES ON,
ALSO IN HIS BRAND AND ITS CURRENT AND FUTURE COLLECTIONS.

KARL LAGERFELD THE SPRING/SUMMER 19

FASHION ICON KARL LAGERFELD WAS AND WILL ALWAYS BE RENOWNED WORLDWIDE FOR HIS RELEVANT, CURATED AND CUTTING-EDGE APPROACH TO STYLE. UNDER HIS CREATIVE DIRECTION, THE KARL LAGERFELD BRAND TRANSLATED HIS ICONIC VISION INTO ASPIRATIONAL, ACCESSIBLE COLLECTIONS. ITS SIGNATURE AESTHETIC COMBINES UNTIL TODAY TIMELESS PARISIAN CLASSICS WITH A CONTEMPORARY, ROCK-CHIC EDGE.

THE NEW COLLECTION IS INSPIRED BY KARL LAGERFELD'S MOST BELOVED TRAVEL DESTINATION, ARGENTINA. FROM ITS RENOWNED ARCHITECTURE AND INFAMOUS POLO MATCHES TO THE PASSION OF TANGO DANCING, THE SPIRITED LATIN CULTURE IS VIBRANT AND EXPRESSIVE.



THE COLLECTION

CHANNELS THIS ENERGY IN DAY-TO-NIGHT PIECES FILLED WITH FLUID SILHOUETTES, BURSTS OF COLOR AND FEMININE DETAILS.



READY TO WEAR

INSPIRED BY THE LIGHTS OF BUENOS AIRES, FROM DAYTIME POLO MATCHES TO STREET FESTIVALS AT NIGHT; THE KEY AESTHETIC MIMICS THE MASCULINE AND FEMININE CHARACTERISTICS OF TANGO DANCING.

THERE IS A ROCKY LEATHER JACKET WITH STUD DETAILS, AN ELEGANT LAYERED GEORGETTE MAXI SKIRT, AND A BLACK PUNTO DRESS WITH A DETACHABLE COLLAR.

OUTERWEAR SILHOUETTES INCLUDE A STRUCTURED, FIT-AND-FLARE LONG JACKET IN BRIGHT RED. THE FINAL STATEMENT PIECE IS A RUCHED, FITTED BLACK TANGO DRESS.



THE COLLECTION FURTHER FEATURES CITY-CHIC DAYWEAR, INSPIRED BY BUENOS AIRES' FAMOUS RECOLETA NEIGHBORHOOD. TAILORED LEATHER SHORTS PAIR WITH BOUCLE KNIT CARDIGANS OR A HYBRID SHIRT-SWEATSHIRT.



THE COLLECTION INCLUDES ALSO VERY STYLISH BAGS. SEE MORE LATER.





EXEMPLIFYING KARL'S ICONIC DNA, THERE IS A CONTRAST STITCH JUMPSUIT AND A TRENCH COAT THAT CAN UNZIP INTO A PLEATED DRESS. A PLAYFUL GREEN HUE IS INTERSPERSED THROUGHOUT, AS ARE TRADITIONAL GUARDA PAMPA PATTERNS, DENIM FABRICS AND METAL EYELET DETAILS.



FOR A DAY AT THE POLO MATCHES, THERE ARE PIECES FOR HIGH SUMMER WITH BRIGHT POPS OF GREEN, RED AND YELLOW. FABRICS ARE FLOWING, AIRY AND LIGHTWEIGHT, WITH SILK GEORGETTE AND VISCOSE APPEARING IN FLORAL PRINT DRESSES AND WIDE LEG, PAJAMA-STYLE PANTS. FOR EASY LAYERING, THERE IS ALSO A CASHMERE-BLEND KNIT SWEATER AND MATCHING CARDIGAN, PLUS A SATIN-BACK-CREPE JACKET WITH KARL LAGERFELD EMBROIDERY.



THE ACCESSORIES

THIS SEASON SEES THE INTRODUCTION OF A NEW K/JACQUARD GROUP, WHICH FEATURES BRANDED JACQUARD FABRICS, POP COLORS, CALF LEATHERS, AND A NEW CIRCULAR KARL LAGERFELD LOGO MOTIF.



THROUGHOUT THE COLLECTION, COLOR BLOCKING IS A RECURRING THEME IN SHADES OF RED, BLACK, GREEN AND YELLOW, WHILE THE BUM BAG REMAINS A KEY SHAPE; ONE DESIGN DOUBLES AS A BUM BAG AND CROSS-BODY BAG IN ONE.



THERE IS A NEW K/SIGNATURE QUILTED GROUP WITH GEOMETRIC CALF LEATHER QUILTING, NEW SHAPES AND TRIPLE CHAIN DETAILS. THE HUGELY POPULAR K/SIGNATURE STYLE IS ALSO REIMAGINED WITH METALLIC-COATED RAFFIA, MULTICOLORED ENAMEL OR ROCKY BLACK HARDWARE.



REFLECTING THE SEASON'S TRAVEL THEME, THERE IS A NEW, CUSTOMIZABLE K/LOGO STRIPE WITH CITIES LIKE PARIS, NEW YORK, TOKYO AND LONDON PRINTED ON THE STYLES. KEY K/LOGO STYLES INCLUDE A WEEKENDER AND A BACKPACK MADE FROM AN EXCLUSIVE NEW NYLON FABRIC. FINALLY, THE NEW K/ATHLEISURE CATEGORY IS CRAFTED FROM SOFT CALF LEATHER WITH CONTRASTING DEBOSSSED PRINT TECHNIQUES AND A SPORTY FEEL.



OPERATION: OVERLORD

BLU-RAY & DVD TIP

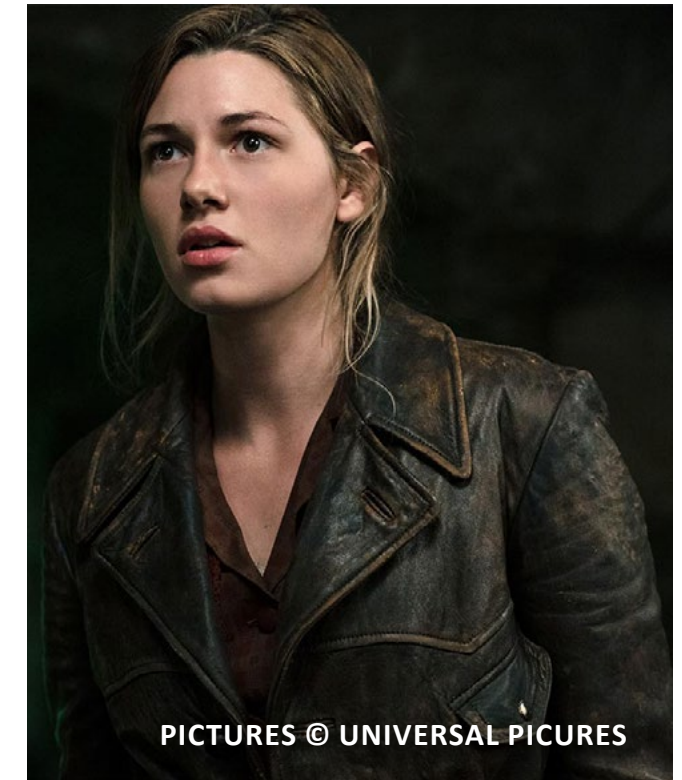
KARL LAGERFELD LIVED IN THE BEAUTIFUL PARIS, FRANCE THE MOST TIME OF HIS LIFE. HE WAS ADMIRER BY COUNTLESS INTERNATIONAL ARTISTS, AND, OF COURSE, ALSO FRENCH STARS LOVED HIS CREATIONS. WE DON'T KNOW IF SHE EVER WORE HIS STYLES, BUT WE HAVE DISCOVERED A NEW, AMAZING FRENCH SHOOTING STAR, WHO WOULD LOOK SIMPLY STUNNING IN AN OUTFIT FROM CHANEL, FENDI OR KARL LAGERFELD:

MATHILDE OLLIVIER

J.J. ABRAMS KNOWS OBVIOUSLY MORE. IT SEEMS THAT HE AND JULIUS AVERY FOUND SOME SECRET SOURCES, WHICH PROVIDE IMPRESSIVE INFORMATION ABOUT THE THINGS WHICH HAPPENED IN 1944. THE TIME OF THE D-DAY AND THE OPERATION OVERLORD.

THE THRILLING STORY

WITH ONLY HOURS UNTIL D-DAY, A TEAM OF AMERICAN PARATROOPERS DROP INTO NAZI-OCCUPIED FRANCE TO CARRY OUT A MISSION THAT'S CRUCIAL TO THE INVASION'S SUCCESS. SO, TASKED WITH DESTROYING A RADIO TRANSMITTER ATOP A FORTIFIED CHURCH, THE DESPERATE SOLDIERS JOIN FORCES WITH A YOUNG FRENCH VILLAGER TO PENETRATE THE WALLS AND TAKE DOWN THE TOWER. BUT, IN A MYSTERIOUS NAZI LAB BENEATH THE CHURCH, THE OUTNUMBERED G.I.S COME FACE-TO-FACE WITH ENEMIES UNLIKE ANYTHING THE WORLD HAS EVER SEEN.



PICTURES © UNIVERSAL PICTURES



BESIDES HER BEAUTIFUL APPEARANCE, SHE IS A GREAT ACTRESS WHICH TOUCHED US AS CHLOE IN OUR DVD/BLU-RAY TIP OF THE MONTH.

ACTUALLY, IT SURPRISED US, THAT THE MOVIE WASN'T SO SUCCESSFUL IN CINEMA. BECAUSE, NOBODY LESS THAN THE GREAT J.J. ABRAMS WAS RESPONSIBLE FOR THE PRODUCTION.

HOWEVER, OPERATION: OVERLORD IT'S A GREAT MOVIE AND GENRE MIX. SO, WHAT'S IT ABOUT?

IN GERMANY AND EUROPE, EACH KID LEARNS NEARLY EVERYTHING ABOUT THE SECOND WORLD WAR IN SCHOOL. EVERYTHING?



MATHILDE OLLIVIER (CHLOE)

THE BEAUTIFUL FRENCH ACTRESS PLAYED THE LEAD IN THE TELEVISION FILM "LA SAINTE FAMILLE". OLLIVIER PERFORMED A YOUNG NUN, WHO IS DIVIDED BETWEEN HER POSITION IN THE CHURCH AND HER NATURAL DESIRES AS A WOMAN. MOST RECENTLY SHE PLAYED A SUPPORTING ROLE IN BOSS LEVEL, STARRING MEL GIBSON AND NAOMI WATTS. FURTHERMORE, SHE APPEARED IN MISS ATKINS' ARMY, DIRECTED BY LYDIA DEAN PILCHER.

SINCE HER CHILDHOOD THE FRENCH ACTRESS HAS HAD A PASSION FOR THE ARTS. SHE BEGAN HER TRAINING AT THE CONSERVATORY OF THE 14TH ARRONDISSEMENT OF PARIS. MATHILDE WAS CONSUMED FOR HOURS BY FILMS AND MEMORIZED ALL HER FAVORITE ROLES, BRINGING THEM TO LIFE IN SCENES WITH COSTUMES AND PROPS. IN 2011, OLLIVIER BECAME A STUDENT AT THE COURTS SIMON IN PARIS. THEN, IN 2014, SHE LANDED THE SECOND FEMALE ROLE IN THE MUSICAL "MISTINGUETT, REINE DES ANNÉES FOLLES," DIRECTED BY FRANÇOIS CHOUQUET. THE FOLLOWING YEAR SHE GOT THE LEAD IN THE FEATURE "THE MISFORTUNES OF FRANCOIS JANE", DIRECTED BY PATRICK PEARSE.

MATHILDE OLLIVIER A TRUE POWERFUL WOMAN

MOREOVER, IN 2016, OLLIVIER DIRECTED HER FIRST SHORT FILM, DÉSILLUSION. SHE HAS ALSO STARTED HER OWN PRODUCTION COMPANY, LA PALETTE, AND IS CURRENTLY IN POST-PRODUCTION ON HER FIRST FEATURE, "THE UPRIGHT WOMAN". ADDITIONALLY, SHE IS PRODUCING A DOCUMENTARY THAT FOCUSES ON THE STRUGGLE OF WOMEN IN BURKINA FASO.

IN OPERATION OVERLORD, MATHILDE OLLIVIER PLAYS THE BEAUTIFUL CHLOE. WITHIN THE TURMOIL OF WAR, THE YOUNG WOMAN TAKES CARE OF HER LITTLE BROTHER AND AUNT. AT NIGHT, THE BRAVE GIRL GOES TO THE DARK FOREST TO LOOK FOR SCRAP AND SOME PRECIOUS ITEMS, WHICH COULD HELP THE SMALL FAMILY TO SURVIVE.

CHLOE IS VERY ATTRACTIVE. THUS, SHE HAS TO FACE SEXUAL HARASSMENTS FROM THE NAZIS EVERY DAY. THEREFORE, SHE HAS MANY REASONS TO HELP THE AMERICAN SOLDIERS, WHO RUN INTO HER ACCIDENTALLY.





JOVAN ADEPO (BOYCE)

ADEPO PLAYS THE YOUNG SOLDIER BOYCE, WHO HAS TO PROVE HIS COURAGE AND WILL TO SURVIVE ALREADY DURING HIS FIRST COMBAT MISSION. THEREBY, BOYCE HAS A GOOD HEART AS WELL AS A DISTINCT SENSE OF JUSTICE. THEREFORE, HE DOESN'T STOP, WHEN THE TIME COMES TO HELP HIS COMRADES AND FRIENDS.

WYATT RUSSELL (FORD)

,RUSSEL PLAYS A TACITURN SOLDIER WITH A SECRET MISSION. NO ONE KNOWS HIS TRUE PLANS. THUS, THE QUESTION IS, IF HE WILL REVEAL THEM TO THE OTHERS.

PILOU ASBÆK (WAFNER)

ASBÆK PLAYS THE GERMAN NAZI OFFICER WAFNER, WHO HAS A PENCHANT FOR THE ATTRACTIVE CHLOE. ASBÆK PLAYS WAFNER EXTREMELY CONVINCING, ALTHOUGH HIS ROLE TURNS INTO ANOTHER DIRECTION WITH THE TIME.



THE REVIEW

WITH OPERATION OVERLORD, J.J. ABRAMS AND JULIUS AVERY PRESENT US AN ENTERTAINING GENRE MIX. WHAT STARTS AS A THRILLING AND VISUALLY STUNNING WAR MOVIE, TURNS INTO A HORROR SPECTACLE WHICH IS EXCITING AND HILARIOUS AT THE SAME TIME.

THEREBY, OPERATION OVERLORD HAS MORE THRILLING MOMENTS TO OFFER THAN HALLOWEEN OR MANY OTHER SO CALLED "HORROR" MOVIES OF THE LAST TIME. APART FROM THIS, OPERATION OVERLORD PRESENTS A VERY DENSE ATMOSPHERE. ESPECIALLY THE FLIGHT SCENES AT THE BEGINNING ARE SIMPLY STUNNING. MOREOVER, THE CINEMATOGRAPHY IS VERY AUTHENTIC. FURTHERMORE, THE CHEMISTRY IS RIGHT BETWEEN THE PROTAGONISTS. THEY PLAY THEIR ROLES ABSOLUTELY CONVINCINGLY AND WITH DEVOTION.

OPERATION OVERLORD IS AN ACTION MOVIE WHICH GIVES ALMOST NO TIME TO BREATHE OR VISIT THE REST ROOMS. OF COURSE, IT'S A SIMPLE MOVIE WITHOUT ANY DEEPER MESSAGE. BUT, IT'S A FILM WITH HEART AND SOUL. MOREOVER, IT HAS A VERY GOOD CAST – ABOVE ALL MATHILDE OLLIVIER. FINALLY, OVERLORD CONVINCES BECAUSE OF ITS AMAZING PICTURES AS WELL AS A VERY ENTERTAINING STORY.

WE HAVE WATCHED THE BLU-RAY - WHICH INCLUDES MANY BEHIND-THE-SCENES BONUS-FEATURES - ON A PHILIPS OLED903 AMBILIGHT SCREEN. THEREBY, BOTH SHOWED THEIR STRENGTHS, THE FILM WITH ITS STUNNING PICTURES AND SOUNDS AND PHILIPS WITH ITS UNIQUE SOUND AND AMBILIGHT SYSTEM, WHICH TURNS YOUR LIVING ROOM INTO A FILM LOCATION AND, THUS, COMPLETES THE MOVIE'S ATMOSPHERE. WE GIVE 8 POINTS FOR GREAT AND INNOVATIVE ENTERTAINMENT. THUS, OPERATION OVERLORD IS THE VALEUR BLU-RAY/DVD TIP OF THE MONTH.



MEDIENBOARD EMPFANG 2019

**AND
ACTION...**

**MEDIENBOARD
15 YEARS OF FILM FUNDING
BERLIN/BRANDENBURG**

MEDIENBOARD PARTY

THE START OF EACH YEAR IS ALWAYS MARKED BY THE TOPIC FILM. WHILE THE OSCARS ARE CELEBRATED IN LOS ANGELES, USA, THE BERLINALE TAKES PLACE IN BERLIN, GERMANY. THUS, FOR 10 DAYS, THE VIBRANT METROPOLIS TURNS INTO A HUGE CINEMA SCREEN.

AROUND 400 FILMS ARE SHOWN THAT INVITE ABOUT 300.000 VISITORS TO JOIN THE BERLINALE. THEREFORE, ALONGSIDE CANNES AND VENICE, THE BERLINALE BELONGS TO THE MOST IMPORTANT FILM FESTIVALS IN EUROPE. THIS YEAR, STARS LIKE CHASEY AFFLECK AND CHRISTIAN BALE VISITED THE EVENT TO ANSWER MANY QUESTIONS ABOUT THEIR NEW PROJECTS. BESIDES THE FILMS AND PRESS CONFERENCES, ONE OF THE MOST IMPORTANT EVENTS IN TOWN IS THE MEDIENBOARD PARTY, WHERE MORE THAN 2000 FILM ARTISTS, POLITICIANS, PRESS AND MEDIA REPRESENTATIVES COME TOGETHER.



GOLDEN SHINING: THE CHARMING EMILIA SCHUELE ARRIVES AT THE MEDIENBOARD PARTY 2019 (PHOTO: DAVID MARSCHALSKY)



MBB MANAGING DIRECTOR KIRSTEN NIEHUUS WITH PALINA ROJINSKI (LEFT) AND SIMON VERHOEVEN. PHOTO: SEBASTIAN GABSCH (EVEN PAGE BEFORE)



HEIKE MAKATSCH (ABOVE) UNDER DISCUSSION. CHRISTINA DO REGO AND ANNA MARIA MÜHE IN FRONT OF THE RITZ CARLTON (RIGHT SIDE). PHOTO: NADJA WOHLLEBEN

IT HAS A GOOD REASON,

BECAUSE THE MEDIENBOARD BERLIN BRANDENBURG IS THE PARTNER AND SUPPORTER OF ALL FILM-MAKERS, PRODUCERS AND – LAST BUT NOT LEAST – ACTORS, GERMAN AS WELL AS INTERNATIONAL ONES. MEANWHILE FOR 15 YEARS, THE MEDIENBOARD BERLIN BRANDENBURG IS RESPONSIBLE FOR FILM FUNDING AND MEDIA BUSINESS DEVELOPMENT.

WITH AN ANNUAL BUDGET OF AROUND 29 MILLION EUROS, THEY HAVE ALREADY SUPPORTED FILM PRODUCTIONS LIKE “INGLORIOUS BASTARDS” WITH BRAD PITT AND DIRECTED BY QUENTIN TARANTINO. FURTHERMORE, ROMAN POLANSKI’S “THE GHOST WRITER” AND “UNKNOWN” WITH LIAM NEESON AND DIANE KRUGER WOULDN’T BE REALIZED WITHOUT THE SUPPORT OF THE COMPANY.

EACH YEAR, AFTER A MONTH OF HARD WORK, IT’S TIME TO USE THE BERLINALE TO ENJOY SUCCESS, TO DISCUSS OLD AND NEW PROJECTS, AND TO FINALLY HAVE FUN TOGETHER. THUS, THE MEDIENBOARD BERLIN BRANDENBURG INVITES ALWAYS TO A HUGE PARTY AT THE FIRST SATURDAY OF THE

BERLINALE.



PHOTO: DAVID MARSCHALSKY

ONBOARD EMPFANG 2019



IT'S TRADITION TO CELEBRATE THE PARTY IN THE RITZ CARLTON AT THE POTSDAMER PLATZ, IN THE HEART OF THE CITY. BESIDES TALKS, DRINKS, GOOD MUSIC AND FOOD, IT'S ALSO A TRADITION TO PRESENT THE FILMS OF THE LAST YEAR, WHICH WERE SUCCESSFUL IT'S CALLED 'THE SCHECK IS BACK', WHEN PRODUCERS AND ARTIST APPEAR ONSTAGE, TO HANDOVER A HUGE CHECK. IT SYMBOLIZES THAT THE MOVIE WAS SUCCESSFUL AS WELL AS ABLE TO PAY THE FUND BACK. THE AUTOBIOGRAPHY: 'DER JUNGE MUSS AN DIE FRISCHE LUFT' (THE BOY MUST INTO THE FRESH AIR) PAID THE CHECK BACK THIS TIME. IT'S A FILM ABOUT THE MOST POPULAR GERMAN COMEDIAN HAPE KERKELING.

PHOTO: SEBASTIAN GABSCH



WOMANPOWER IN FRONT OF AND BEHIND THE CAMERA

THE PARTY MADE CLEAR THAT MEDIENBOARD IS ALWAYS VERY INTERESTED TO SUPPORT CREATIVE FEMALE TALENTS. THANKS TO THE FOUNDATION, WOMEN IN FILM ROCKED BERLIN-BRANDENBURG'S 2018 SHOOTING SEASON IN FRONT OF AND BEHIND THE CAMERA: WITH 'SMS FÜR DICH' (SMS FOR YOU), KAROLINE HERFURTH (HERE WITH FANS IN FRONT OF THE RITZ CARLTON HOTEL) PROVED THAT SHE DOES NOT ONLY ATTRACT AUDIENCES AS AN ACTRESS – IN THE SUMMER, SHE FINISHED HER SECOND FILM, ACTION COMEDY 'SWEETHEARTS', WHICH WILL BE IN CINEMAS RIGHT IN TIME FOR VALENTINE'S DAY. HER FRENCH COLLEAGUE JULIE DELPY STAGED 'MY ZOE' IN BERLIN-BRANDENBURG IN 2018, HERMINE HUNTGEBURTH DEPICTED UDO LINDENBERG'S WILD YEARS IN 'MACH DEIN DING!' AND VANESSA JOPP IS ADAPTING THE E-MAIL ROMANCE NOVEL 'GUT GEGEN NORDWIND'. THESE ARE JUST SOME EXAMPLES OF CREATIVE WOMENPOWER IN BERLIN.

PHOTO: DAVID MARSCHALSKY



PHOTOS: CLEMENS PORKYS

LUCKILY, THE GERMAN FILM HAS TO OFFER MANY TALENTED HIGHLY ATTRACTIVE WOMEN WHO HAVE ALSO THE POTENTIAL FOR OR ALREADY EXPERIENCES WITH INTERNATIONAL PRODUCTIONS. SOME OF THEM HAD FUN TOGETHER AT THE MEDIENBOARD PARTS (F.L.T.R.): HEIKE MAKATSCH, PAULA BEER, SONJA GERHARDT, (JANNIK SCHÜMANN) ANKE ENGELKE, ALICIA VON RITTBERG, AYLIN TEZEL, MARIA DRAGUS AND THE STUNNING JANINA UHSE (ABOVE IN COLOR).



OF COURSE, WHEN PEOPLE GO TO PARTY IN BERLIN, THEY TURN THE NIGHT INTO DAY. THUS, AFTER THE OFFICIAL PARTY, ALL CELEBRITIES AND GUEST HAD FUN TOGETHER. SOME WERE SO KIND TO TAKE TIME FOR THEIR FANS, SUCH AS THE EXCEPTIONAL NILAM FAROOQ (RIGHT). PHOTO: DAVID MARSCHALSKY



NOT ONLY AT THE MEDIENBOARD PARTY OR ANY OTHER EVENT, BUT ALSO ON THE SCREEN SHE IS SOMETHING SPECIAL: **NILAM FAROOQ**



NOT ONLY AT THE MEDIENBOARD PARTY OR ANY OTHER EVENT, BUT ALSO ON THE SCREEN SHE IS SOMETHING SPECIAL:

AS A DAUGHTER OF A PAKISTANI FATHER AND A POLISH MOTHER, THE INCREDIBLY ATTRACTIVE AND TALENTED YOUNG ACTRESS REPRESENTS THE CHARACTER AND HEART OF HER BIRTHPLACE BERLIN, WHERE SHE STILL LIVES.

NILAM IS UNIQUE AMONG THE NEW GENERATION OF YOUNG GERMAN ARTISTS. SHE ALWAYS APPEARS PROFOUND, CLASSY, RESTRAINED, MODEST AND – THIS IS VERY SPECIAL – WISELY. WHEN SHE SAYS SOMETHING, IT'S SIGNIFICANT. NILAM IS KNOWN IN GERMANY, BECAUSE OF HER ROLES IN MANY CRIME SERIES. FURTHERMORE, SHE PERFORMED IN THE TRAGICOMEDY "MEIN BLIND DATE MIT DEM LEBEN" (MY BLIND DATE WITH LIFE) AND IN THE HORROR FILM "HEILSTÄTTEN". BESIDES, SHE ALSO RUNS A YOUTUBE CHANNEL WITH MORE THAN 1 MILLION SUBSCRIBERS. THUS, REGARDING THE SOCIAL MEDIA, NILAM IS THE MOST INFLUENTIAL ACTRESS IN GERMANY.

LAST WEEK, WE HAD A „DATE“ WITH THE BEAUTIFUL ACTRESS TO TALK WITH HER ABOUT HER NEW MOVIE

RATE YOUR DATE.

ON THE LOOKOUT FOR THE NEW BIG LOVE

RATE YOUR DATE
LOVE DOESN'T FIT IN A CATEGORY





ACTUALLY, WE DON'T OFTEN HAVE THE OPPORTUNITY TO WRITE A REVIEW ABOUT A GERMAN MOVIE. BUT NOW, 20TH CENTURY FOX GERMANY BRINGS A MOVIE INTO THE CINEMAS, WHICH AROUSED OUR INTEREST. THE NAME: **RATE YOUR DATE**



IN RATE YOUR DATE NILAM FAROOQ PLAYS THE YOUNG SINGLE MOTHER PATRICIA. WITH HER SON, SHE TRIES TO HANDLE THE LIFE AS GOOD AS SHE CAN. PATRICIA BELIEVES IN VALUES AND THE GREAT LOVE. WHEREAS, HER BEST FRIEND TERESA (ALICIA VON RITTBERG) IS A DATE-PRO. SHE PLAYS WITH MEN AND ISN'T INTERESTED IN A SERIOUS RELATIONSHIP, BUT IT COMES THE TIME, WHEN BOTH YOUNG WOMEN – EACH IN HER WAY – BECOME TIRED OF LIARS, CHEATERS OR MUM'S DARLINGS.



WOULDN'T IT BE ABSOLUTELY GREAT TO KNOW EVERYTHING ABOUT THE PERSON BEFORE YOU WILL MEET HIM OR HER? IS IT A #CRAZYBITCH, A #HEARTBREAKER, A #SEXTREMIST, A #PINGUINE OR A #MISSPERFECT?





THUS, THE SMART YOUNG LADIES DEVELOP THE IDEA OF

A DATING APP. BUT THEY HAVE NO MONEY AS WELL AS NO TECHNICAL SKILLS. THEREFORE, THEY NEED HELP. AS FATE PLAYS OUT, THEY MEET THE COMPUTER SCIENTIST ANTON AND HIS RICH FRIEND PAUL. WHILE THE ONE IS A NEUROTIC, THE OTHER IS A SUPERFICIAL MACHO.

OF COURSE, THIS COMBINATION CAUSES TROUBLE, CHAOS, FUNNY AND ROMANTIC MOMENTS. RATE YOUR DATE IS A COMEDY, WHICH DEALS WITH THE REAL LIFE. THE FILM TRIES TO REFLECT OUR "MODERN" LIFE AND BEHAVIOR, WHICH IS MARKED AND DOMINATED BY THE SMARTPHONE AND THE INTERNET. THEREBY, DIRECTOR DAVID DIETL DIDN'T FORGET TO SHOW ALSO THE NEGATIVE EFFECTS OF THE ANONYMOUS SOCIAL NETWORK. THE MOBING.

RATE YOUR DATE IS ACTUALLY A SUMMER COMEDY. WHAT A LUCK, DURING THE PREMIERE IN BERLIN THE THERMOMETER SHOWED 17 DEGREE (62,6 °F), MIND YOU, IN FEBRUARY IN GERMANY. THE FILM CREATES A GOOD SUMMER FEELING AND THE OUTDOOR PICTURES ARE SIMPLY STUNNING. BERLIN IS SHINING IN A SPECIAL LIGHT AND THE SCENES ON COUNTRYSIDE INSPIRE TO DO A PICNIC AT THE WEEKEND. NO WONDER. THE TEAM WAS "LUCKY" TO PRODUCE THE MOVIE DURING THE HOTTEST AND LONGEST SUMMER IN GERMANY SINCE DECADES. ON THE ONE HAND, IT WAS GOOD, BUT ON THE OTHER HAND ALSO BAD. SOMETIMES, THE TEAM WAS SUBJECTED TO TEMPERATURES OF 40°C (140 °F) DURING THE PRODUCTION OF THE INDOOR SCENES. HOWEVER, THE RESULT ARE PICTURES, WHICH ENTERTAIN AND IMPRESS.





WATCH THE BEHIND THE SCENES VIDEO HERE

SO FAR SO GOOD. THE WEAK POINT IS, THAT DIETL PLAYS WITH CLICHÉS AND STEREOTYPES. SOME OF THE CHARACTERS APPEAR EXAGGERATED HERE AND THERE. HAPPINESS, TROUBLE AND ROMANCE SEEM SOMETIMES OVERBLOWN AND ARTIFICIAL. THE LANGUAGE IS AUTHENTIC, BUT SOMETIMES A BIT TOO VULGAR. EVEN THE STORY HAS LOGIC GAPS. WHEN IT WOULD ONLY TAKE SOME WEEKS TO LAUNCH A COMPLEX APP, THEN WOW- WE WOULD CERTAINLY BE FLOODED BY THEM MUCH MORE THAN WE ALREADY ARE IN REALITY.

HOWEVER, ON THE OTHER HAND, THERE ARE MANY SCENES, THAT

REMINDE US OF OUR OWN REAL LIFE.

IF IT'S THE FATHER WHO ISN'T BELIEVING IN THE KID, OR IF IT'S THE BOSS WHO IS ANNOYING... IF IT'S THE SINGLE MOTHER FROM THE NEIGHBORHOOD OR IF IT'S THE FRIEND WHO LIVES IN AN UNHAPPY RELATIONSHIP. WE ALL KNOW THESE PEOPLE AND, THUS, WE BECOME FRIENDS WITH PATRICIA, TERESA, ANTON AND PAUL, EVEN WITH THE CRITICAL POINTS MENTIONED BEFORE. OR MAYBE, EXACTLY BECAUSE OF THEM. THE CHARACTERS ARE CLOSE TO US, THEY ARE NOT PERFECT, AND THIS MAKES THEM LIKEABLE.

THE ACTORS

DO A GOOD JOB. WITHOUT ANY DOUBT, ALICIA VON RITTBERG BELONGS TO THE TOP LEAGUE OF GERMAN TALENTS. EVEN IF HER STRENGTHS ARE MORE SERIOUS, PENSIVE ROLES, SHE SHOWS, THAT SHE CAN HANDLE COMEDY TOO. HOWEVER, NILAM FAROOQ ACTS BRILLIANT. SHE PLAYS THE ROMANTIC YOUNG MOTHER, FOCUSED ON VALUES, NOT SHY TO EXPRESS HER OPINION IN SUCH A GREAT WAY, THAT WE CANNOT WAIT TO SEE HER ON THE BIG SCREEN AGAIN VERY SOON.

IF YOU WANT TO SEE A ROMANTIC, EASY SUMMER COMEDY, WITH A BIT PROFOUNDNESS AND A LOT OF FUN, THEN YOU SHOULD GO INTO THE CINEMA NOW. RATE YOUR DATE IS OUT NOW.



RIANI



THE
SOUND OF
FASHION

RIANI
AT THE FASHION WEEK
BERLIN



THE BEGINNING OF THE YEAR IS ALSO FASHION WEEK TIME. ALL OVER THE WORLD, FASHION LABELS AND DESIGNERS PRESENT THE NEWEST TRENDS WHILE SHOWING THEIR COLLECTIONS. THE UNOFFICIAL OPENER OF ALL IS THE FASHION WEEK IN BERLIN. MANY THINGS HAVE CHANGED HERE, DURING THE LAST YEARS, BUT ONE IS STILL THE SAME. THE GLAMOUR THAT SOME SPECIAL LABELS RADIATE. ONE OF THE MOST EXCITING ONES IS

RIANI

IN THE FIRST ROW THE ACTRESSES

NADINE WARMUTH, LAURA BERLIN,
CARO CULT, SONJA GERHARDT AND
TANESHIA ABT

CARO CULT, SONJA GERHARDT,
TANESHIA ABT AND NILAM FAROOQ

SOUNDTRACK FASHION SHOW

OF COURSE, STARS AND ARTISTS LIKE THE WONDERFUL NILAM FAROOQ LOVE ALSO GOOD FASHION. NILAM ATTENDED THE SHOW WHICH WAS PRESENTED UNDER THE MOTTO: RIANISTA'S SOUNDTRACK. THE GERMAN PREMIUM FASHION LABEL RIANI SHOWED THE FALL&WINTER 2019/2020 COLLECTION IN A VERY EXCLUSIVE LOCATION CALLED "E-WERK". IT'S ONE OF THE MOST BEAUTIFUL INDUSTRIAL MONUMENTS OF BERLIN.





THIS SEASON, THE RIANISTAS HAVE TAKEN INSPIRATION FROM THEIR ALL-TIME FAVORITE PLAYLIST. SONGS THAT ACCOMPANY THEM THROUGH THE DECADES IN EVER NEW INTERPRETATIONS GAVE THE NAMES TO THE INDIVIDUAL COLLECTIONS AND THE COLLECTION THEME "RIANI AND THE SOUNDS OF A RIANISTA." WARM COLORS AND COZY MATERIALS ARE REFLECTED IN UNIQUE WINTRY LOOKS. LAYERING CONTINUES TO BE A KEY WORD. THE COLLECTION: MODERN, WEARABLE AND TRENDY.

AS IN PREVIOUS RIANI FASHION SHOWS, THE AUDIENCE WAS THRILLED WITH AN UNFORGETTABLE STAGING RIGHT AT THE START. FOR THIS SHOW, RIANI INVITED A SPECIAL GUEST FROM HOME: DUNDU MADE HIS RUNWAY DEBUT. DUNDU IS AN ILLUMINATED LARGE DOLL WITH A HEIGHT OF ALMOST FIVE METERS. IT PROVIDED AN IMPRESSIVE APPEARANCE TO KICK-OFF THE RIANI SHOW.

WE HAVE NEVER BEEN SO SUCCESSFUL IN EMOTIONALIZING AT ALL CHANNELS. RIANISTA'S SOUNDTRACK COMBINED WITH THE NEW COLLECTIONS AND ARTISTIC OPENING ACT MERGED INTO A MAGICAL MOMENT, SAYS MONA BUCKENMAIER, THE COMPANY'S NEXT GENERATION.

PAULINA SWAROVSKI

PAULINA SWAROVSKI WAS SEEN FOR THE FIRST TIME AT RIANI ALONGSIDE INTERNATIONAL WELL-KNOWN TOP MODELS ON THE RUNWAY. AS SUPPORT, VICTORIA SWAROVSKI ADMIRERED HER SISTER'S PERFORMANCE AND THE LATEST IT PIECES FROM THE RIANI COLLECTION. SHE ENJOYED THE SHOW FROM THE FRONT ROW. ALSO, OTHER VIPS SUCH AS SONJA GERHARDT, NATALIA WOERNER, CASSANDRA STEEN, REBECCA IMMANUEL, NADINE WARMUTH, LAURA BERLIN AND JANA INA ZARRELLA AS WELL AS THE TOP INFLUENCERS ALEXANDRA LAPP, AYLIN KÖNIG, ANNETTE WEBER AND LAURA NOLTEMAYER DIDN'T MISS THE EVENT. THEY SUPPLEMENTED THE HIGH-PROFILE FRONT ROW AT A HIGH LEVEL.

WE ARE PARTICULARLY PLEASED ABOUT THE COOPERATION WITH PAULINA AND VICTORIA SWAROVSKI. BOTH OF WHOM ALSO GREW UP IN A CROSS-GENERATIONAL AND INTERNATIONAL FAMILY BUSINESS WITH A LOT OF HEART. YOU HAVE THE POWER AND CHARISMA TO TRANSPORT THE RIGHT RIANI SPIRIT. HER CASUAL ELEGANCE BREATHES LIFE INTO THE RIANI SLOGAN "LOVE WHO YOU ARE", SAID MARTINA BUCKENMAIER, CEO RIANI.



EVEN THOUGH IT WAS THE RIANI AUTUMN/WINTER COLLECTION 2019/20, MANY OUTFITS DEALT WITH SPRING-LIKE COLORS AND PRINTS. PAULINA PRESENTED A LONG DRESS WITH MANY BUTTERFLY PRINTS AND A YELLOW SUIT. IT WAS COMBINED WITH A BROWN LEATHER BLOUSE AND WHITE ROLL COLLAR. THE BLUE SUNGLASSES AND YELLOW EARRINGS COMPLETED PAULINA'S LOOK.

PAULINA SWAROVSKI IN A YELLOW LEATHER SUIT AND BLUE SUNGLASSES.





IN ADDITION TO THE SPECTACULAR FASHION SHOW, RIANI IS ALSO KNOWN FOR THE UNFORGETTABLE AFTERSHOW PARTY AT GRACE, TOGETHER WITH VIPS, BUSINESS PARTNERS, FAMILY & FRIENDS. HERE, THE BEAUTIFUL, SUCCESSFUL SISTERS FOUND SOME TIME TO TALK WITH VALEUR ABOUT THE SHOW AS WELL AS ABOUT VALUES, FASHION AND THE FUTURE.

INTERVIEW: VICTORIA & PAULINA SWAROVSKI

VALEUR MEANS VALUE. YOUR NAME AS WELL AS YOUR PERSONAL WORK STAND FOR A VARIETY OF VALUES. WHAT ARE THE MOST IMPORTANT VALUES IN YOUR LIFE?

VICTORIA: ONE OF MY VALUES IS LOYALTY. FIRST AND FOREMOST TO MY FAMILY. THIS CLOSE CONNECTION AS WELL AS WARMNESS IN GENERAL ARE VERY IMPORTANT TO ME.

PAULINA: OF COURSE, THE FAMILY IS ALSO FOR ME THE GREATEST VALUE. BUT ALSO GOOD FRIENDS, WHO ARE WITH YOU IN GOOD TIMES AS WELL AS IN BAD ONES, ARE VERY IMPORTANT.

VICTORIA: THIS IS TRUE. THEY AND THE FAMILY ARE NATURALLY YOUR BIGGEST SUPPORT AND A STRONG BACKUP. WE ARE SUCH A BIG FAMILY. CONSIDERING OUR COHESION, I MUST SAY THAT IT'S ACTUALLY VERY RARE NOWADAYS, ESPECIALLY IN OUR AGE GROUP.

QUALITY AND STYLE ARE ALSO VALUES, ESPECIALLY WHEN IT COMES TO FASHION. WHAT DID YOU LOVE ABOUT THE RIANI COLLECTION AND THE FASHION SHOW?

VICTORIA: FIRST OF ALL, I'M SUPER PROUD OF PAULINA THAT SHE WALKED AT THE SHOW. SHE DID A FANTASTIC JOB. MOREOVER, SHE CLOSED THE SHOW WHICH IS SIMILAR TO AN ACCOLADE FOR A MODEL. FURTHERMORE, RIANI PRESENTS REALLY NICE COLORS THIS YEAR. I LIKE THE MIX BETWEEN EARTH COLORS AND VERY VIVID ONES. HOWEVER, MY ABSOLUTE FAVORITE IS THE YELLOW SUIT THAT PAULINA WEARS RIGHT NOW. THE OTHER OUTFIT WAS ALSO REALLY NICE. IT SEEMED TO BE INSPIRED BY AFRICA BECAUSE OF ALL THE ANIMAL PRINTS. IT WAS VERY COOL.

CERTAINLY, BECAUSE OF YOUR JOB YOU WEAR ALWAYS TRENDY LOOKS. BUT WHAT DO YOU PREFER TO WEAR IN YOUR PRIVATE LIFE? HOW WOULD YOU DESCRIBE YOUR STYLE?

PAULINA: I JUST LOVE TO WEAR SIMPLE SNEAKERS COMBINED WITH COOL JEANS AND A THICK HOODIE WHEN I GO OUTSIDE. THAT'S BASICALLY MY FAVORITE STYLE.

VICTORIA: IT ALWAYS DEPENDS. I THINK THAT A WOMAN LOOKS NICE IN A SHORT ALAÏA DRESS, COMBINED WITH SNEAKERS AND A NICE BAG. IN THE EVENING YOU CAN MAYBE CHANGE TO SOME NICE PUMPS AND A COOL RIANI JACKET AS WELL AS A CLUTCH, SO YOU'RE PRACTICALLY WELL-DRESSED THE ENTIRE DAY.

MEANWHILE, BERLIN IS A FASHION CENTER, BUT THE TOWN HAS ALSO OTHER THINGS TO OFFER. DO YOU HAVE A SPECIAL CONNECTION WITH BERLIN? WHAT DO YOU LIKE THE MOST?

PAULINA: I ALWAYS ASSOCIATE BERLIN WITH FASHION. I'M ALWAYS HERE TO VISIT THE FASHION WEEK AND I REALLY LOVE IT. BERLIN IS A GORGEOUS BIG CITY WITH MANY DIFFERENT PEOPLE.

VICTORIA: I ACTUALLY ASSOCIATE BERLIN A LOT WITH WORK. I MAINLY COME HERE TO WORK. BUT IT'S ALWAYS A LOT OF FUN. HONESTLY, THERE HAS NEVER BEEN A DAY WHERE I THOUGHT: „OK, I'LL EXPLORE BERLIN AND SEE WHAT I ENJOYED THE MOST.". I SHOULD ACTUALLY PLAN TO DO THIS AND I WILL DO THAT, BECAUSE THEN I COULD ANSWER YOUR QUESTION BETTER (LAUGHED).

THE FASHION WEEK IS OVER SOON. WHAT ARE YOUR FUTURE PLANS?

VICTORIA: DEFINITELY "LET'S DANCE". IT WILL ALREADY START IN MARCH AND LAST 3 ½ MONTHS. ADDITIONALLY THERE IS ALSO MY NEW DIRNDL COLLECTION, THAT WILL BE RELEASED IN AUGUST. FURTHERMORE, I HAVE TWO AWESOME CAMPAIGNS FOR WHAT WE WILL SOON SHOOT THIS YEAR.

PAULINA: AT THE MOMENT I'M STUDYING INTERIOR DESIGN IN LONDON. THEREFORE I'M COMBINING BOTH THINGS: MODELING AND STUDYING. BUT EVEN IF I'M FOCUSED ON MY STUDIES, I'M ALWAYS HAPPY ABOUT AN OPPORTUNITY TO WORK AS MODEL.



FASHION MADE IN SPAIN

MADRID
69TH FASHION WEEK

AFTER BERLIN HAS STARTED THE SEASON, A LOT OF OTHER FASHION METROPOLISES PRESENT THEIR FASHION WEEKS. SO, WE TRAVEL TO LONDON, PARIS, NEW YORK, SAO PAULO AS WELL AS, OF COURSE, THE SPANISH CAPITAL OF FASHION

MADRID



69TH EDITION OF MADRID FASHION WEEK

THIS YEAR THE FASHION WEEK IN MADRID COMPOSED A HIGHER QUALITY PROGRAM OF INTERNATIONAL BUYERS AND PRESS. THE EVENT WAS FULL OF PRESTIGIOUS STORES, WITH OUTSTANDING FIGURES AND INFLUENCERS FROM DIFFERENT PARTS OF THE WORLD AND A SELECTION OF TOP INTERNATIONAL FASHION BRANDS. THE FASHION WEEK, WHICH RAN FROM 24TH TO 29TH OF JANUARY AT IFEMA AND OTHER VENUES IN MADRID, BROUGHT TOGETHER THE PARADES AND PRESENTATIONS OF 43 LEADING CREATORS AND BRANDS, AND A TOTAL OF 53,477 VISITORS.



TALKING ABOUT NUMBERS, BESIDES THE HUGE NUMBER OF VISITORS, THE EVENT BROUGHT MORE THAN 40 INTERNATIONAL PROFESSIONAL GUESTS, REPRESENTATIVES FROM PROMINENT POINTS OF SALE AND FASHION DISTRIBUTION OUTLETS, AS WELL AS WELL-KNOWN EUROPEAN, AMERICAN AND ASIAN MEDIA. YOU MIGHT BE WONDERING WHO TOOK THE CENTER STAGE OF THE MADRID FASHION WEEK. IT WAS NONE OF THE OTHER THAN VOGUE RUNWAY, VOGUE ITALIA, VOGUE RUSSIA, HOLA FASHION UK, MARIE CLAIRE TURKEY, GRAZIA MEXICO, AS WELL AS CNN, AND THE REFORMA DAILY NEWSPAPER OF MEXICO.





IFEMA
Feria de
Madrid



MADE IN SPAIN IN ITS COMPLETE TOUR OF MADE IN SPAIN, WHICH LASTED ALL 6 DAYS, MADRID FASHION WEEK HOSTED THE PRESENTATION OF COLLECTIONS FROM 43 LEADING CREATORS AND BRANDS. THEY ALL CONFIRMED THAT CURRENT SPANISH FASHION, WHICH IS FULL OF YOUNG CREATORS, BY THE WAY, IS SOPHISTICATED, AVANT-GARDE, DIVERSE AND PACKED WITH NEW CREATIVE ENERGY. ON THE 25TH, DESIGNER ANA LOCKING MADE WAY FOR THE PARADES OF ESTABLISHED DESIGNERS, WHO PRESENTED THEIR COLLECTIONS BOTH AT IFEMA AND OTHER POINTS OF THE CITY. COLLECTIONS WERE PRESENTED BY CREATORS PILAR DALBAT, CARLOTA BARRERA, PILAR DEL CAMPO AND MAISON MESA.

INNOVATIVE PARADES

THE MADRID FASHION WEEK ALSO INCLUDED SOME INTERESTING INNOVATIONS. IT WAS THE CASE WITH OTEYZA, WHO GAVE HIS PERFORMANCE AT THE TEATRO ESPAÑOL, MOISÉS NIETO IN THE MODERNIST BUILDING AND HEADQUARTERS OF THE IED IN CALLE LARA AND OTHERS. THE AILANTO AND PEDRO DEL HIERRO PARADES WERE ALSO HELD AT PALACIO DE CIBELES, WHILST THE ANGEL SCHLESSER PARADE WAS HELD AT THE HEADQUARTERS OF THE COMMUNITY OF MADRID. IN ORDER FOR ALL THESE EVENTS AND PARADES TO BE HELD, THE MADRID FASHION WEEK RECEIVED SUPPORT FROM COMMUNITY OF MADRID AND MADRID CITY COUNCIL.

RENEWED ATMOSPHERE AND WARMTH

ANOTHER EXCITING INNOVATION AT MADRID FASHION WEEK INCLUDED THE NEW ARCHITECTURAL PROJECT FOR HALL 14.1. THE MODERN AND ATTRACTIVE PROJECT CONTRIBUTED A RENEWED ATMOSPHERE AND WARMTH TO THE SITE, AND IT WAS ALSO WELL PERCEIVED BY THE VISITORS. BOTH CATWALKS HAVE BEEN MAINTAINED, ALTHOUGH ONE OF THEM DOES PROVIDE GREATER FUNCTIONALITY BY OFFERING A MULTI-PURPOSE APPROACH AND CONTEMPLATING DIFFERENT STAGE DESIGNS.

OF COURSE, NO FASHION WEEK IS FULLY COMPLETE WITHOUT SOME AMAZING COLLECTIONS. THE MOST EYE-CATCHING ONES WERE 404, HANNIBAL LAGUNA, LA CONDERA, MAISON MESA, MALINE, MIGUEL MARLINERO, THERESA HELBIG AND ULISES MERINDA AND ANDRES SARDA.





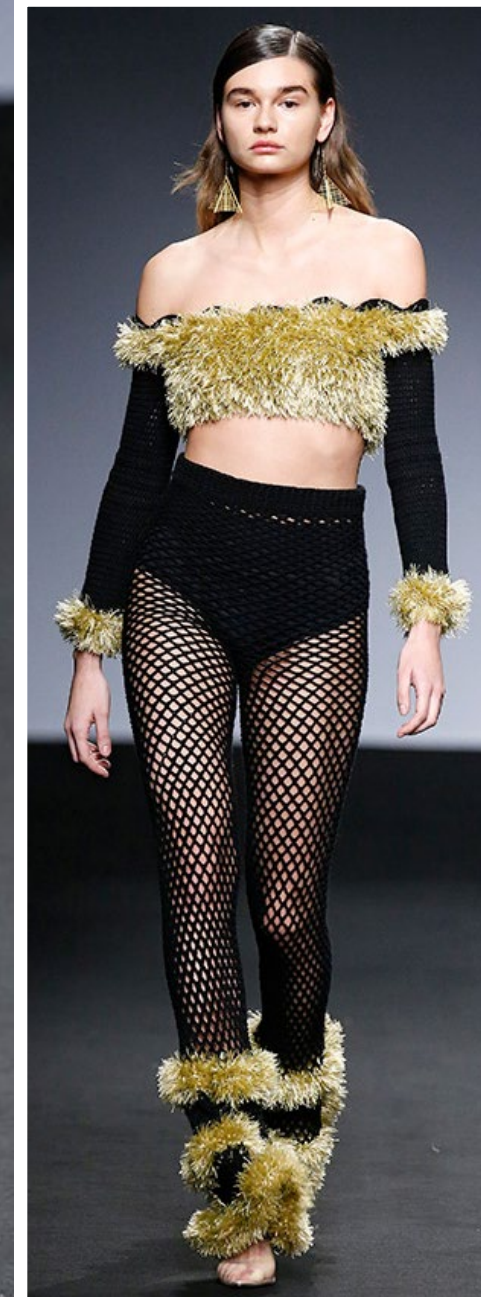
MADRID FASHION WEEK STREET STYLES

NOT ONLY ON THE RUNWAY WE SAW MANY AMAZING LOOKS AND STYLES DURING THE MADRID FASHION WEEK. ALSO ON THE STREET WE MET CREATIVE PEOPLE WHO SHOWED THEIR INDIVIDUAL FASHION WEEK STREET LOOKS. IT WAS A WIDE RANGE OF STYLES, FROM A CYBERGIRL LOOK, TO CASUAL AND SPORTIVE STYLES, TO THE CLASSY BUT SEXY ROCK-BALLERINA OUTFIT.



404
STUDIO





404 STUDIO SPRING/SUMMER COLLECTION

WHEN YOU HEAR THE NAME 404 STUDIO, YOU MIGHT WONDER WHERE THE NAME COMES FROM. WELL, THIS FASHION LABEL OWNS ITS NAME TO THE DURATION OF THE 1963 FILM CLEOPATRA THAT STARRED THE ONE AND ONLY – ELIZABETH TAYLOR. THAT IS EXACTLY ON WHAT THE COLLECTION IS FOCUSED ON. TO BE MORE SPECIFIC, ON ITS FILM-SET, AND THE ORNAMENTATION AND THE MULTIPLE COSTUME CHANGES OF THE ACTRESS THROUGHOUT THE FILM. THE CLOTHES ARE EMBROIDERED WITH GOLDEN SEQUINS THAT MAKE THE COLLECTION STAND OUT. AS FOR THE COLOR PALETTE, IT IS BEIGE, BLACK, EGYPTIAN GREENS AND BLUES AND CORAL, WITHOUT NEGLECTING GOLD. SIMPLY PUT, THE COLLECTION IS GREATLY INSPIRED BY EGYPT AND ITS IMPLEMENTATION IN TODAY'S FASHION WORLD.

404 STUDIO IS A LABORATORY OF CREATION WHOSE APPROACH TOWARDS FASHION IS BASED ON UNIQUENESS. SEEKING TO CREATE SOMETHING CONTEMPORARY FROM TRADITION, THE BRAND IS FOCUSED ON THE DESIGN AND PRODUCTION OF HANDMADE, EXCLUSIVE AND LIMITED-EDITION PIECES OF CLOTHING. BY USING TRADITIONAL MATERIALS AND TECHNIQUES SUCH AS CROCHET, THE BRAND'S ESSENCE IS BASED ON EXPLORING AND REINVENTING NEW WAYS OF DOING KNITWEAR. AIMING TO REDEFINE THE ESTABLISHED RULES. FURTHER, 404 AIMS TO MERGE FASHION WITH DIFFERENT ARTISTIC EXPRESSIONS; BEING CLOSELY LINKED TO CINEMA, THE INSPIRATION BEHIND EVERY COLLECTION, AND ART.



HANNIBAL LAGUNA

BORN IN VENEZUELA BUT SPANISH AT HEART; EDUCATED IN MILAN BUT ADMIRER IN THE WHOLE WORLD. **HANNIBAL LAGUNA** CHOSE MADRID AS HIS RESIDENCE IN 1998, YEAR IN WHICH HE OPENED AN ATELIER IN EL CALLEJÓN DE JORGE JUAN. THIS DESIGNER'S BOUTIQUE IS A 500-SQUARE-METRE SPACE FEATURING A MINIMALIST AESTHETIC STUDDED IN CHOCOLATE TONES, CREATING THE PERFECT ATMOSPHERE TO ENHANCE ANY OF HIS GARMENTS.



THE STORY BEHIND

"I FEEL AN INSTINCTIVE ATTRACTION FOR THIS AMBIGUOUS TERM, WHICH CLASSIFIES EVERYTHING THAT IS OUTSIDE ITS NATURAL ENVIRONMENT, SEEMS STRANGE OR IS SINGULAR. BEING DIFFERENT, WITH A DISTANT ORIGIN OR SIMPLY UNIQUE, DESERVES THIS ADJECTIVE", EXPLAINS THE CREATOR.

THE COLLECTION

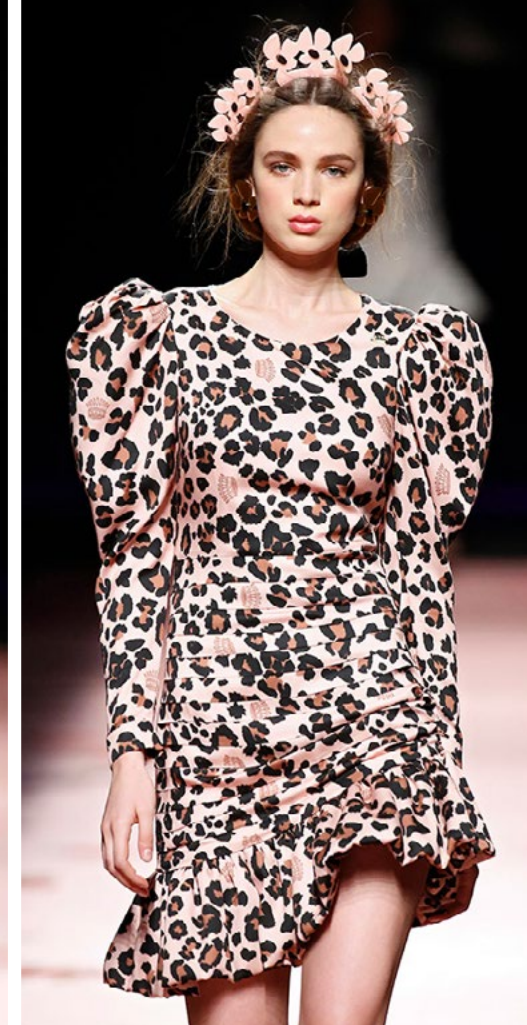
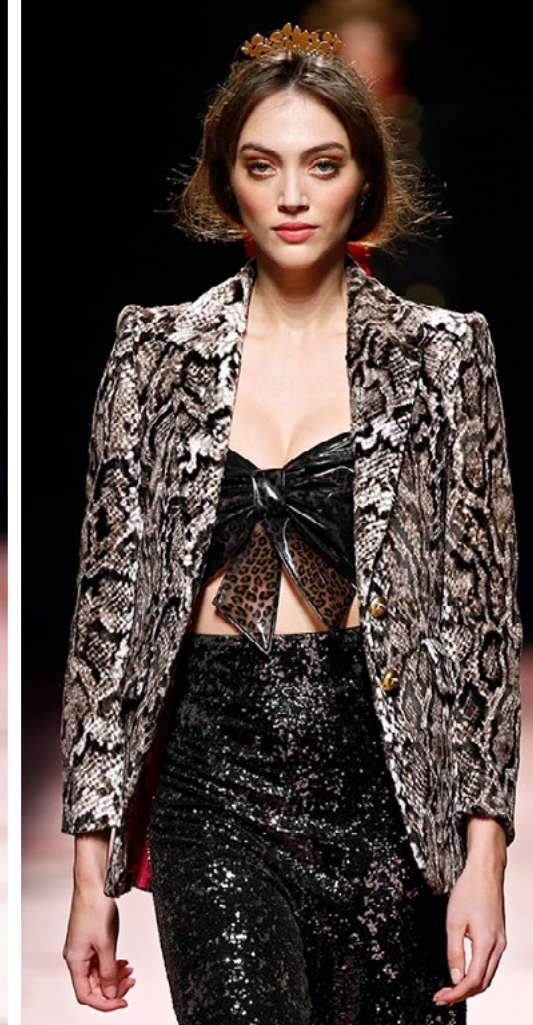
IS ABOUT BALANCE AND HARMONY, THEREFORE ANIMALITY AND FLOWERING ARE THE KEYS TO BUILDING A SEQUENCE OF EVENING DRESSES, STYLIZED TROUSERS AND LUXURIOUS TOPS. THE COLLECTION IS LIKE AN ALLIANCE BETWEEN CRAFTS AND TECHNOLOGY. IT INCLUDES WIDE, FLAIR SKIRTS, FEMININE SILHOUETTES AND NATURAL FABRICS. COLORS SUCH AS BLUE DUCK, INFINITY RED, PURPLE AND FLAMENCO DOMINATE. ALL WITH THE TOUCH OF BLACK THAT UNDERLINES THE COLLECTION'S ATMOSPHERE.



LA CONDESA



IN 2010 MARINA CONDE SET OUT TO MAKE A UNIQUE, ORIGINAL AND VALUABLE PRODUCT, THEREFORE HE BEGAN TO MAKE JACKETS. THEY WERE MADE BY HAND AND IN SPANISH WORKSHOPS, WITH THE BEST SEAMSTRESSES IN SPAIN. SINCE THEN, **LA CONDESA** HAS BECOME A REFERENCE FOR BEING A PIONEER IN THE MANUFACTURE OF MILITARY INSPIRATION JACKETS IN OUR COUNTRY. AND TODAY ALL THEIR GARMENTS HAVE A DISTINCTIVE TIE THAT READS: "PROUDLY MADE IN SPAIN.". THEIR CLOTHES ALWAYS HAVE A BACKGROUND BEHIND THEM, WEATHER IT IS MUSIC OR PLACES.



THE COLLECTION

THIS COLLECTION IS INSPIRED BY THE FIGURE OF ADA LOVELACE, WHICH IS THE FIRST COMPUTER PROGRAMMER IN HISTORY. MATHEMATICAL ALGORITHMS WERE THE INSPIRATION FOR JACQUARD KNITTING MACHINES, WHICH IS WHY THIS WILL BE ONE OF THE MAIN FABRICS IN THE COLLECTION.

THIS COLLECTION EVOKES EMPOWERED WOMEN BY REINTERPRETING CLASSIC VICTORIAN VOLUMES, SKIRTS AND TULLE DRESSES MIXED WITH TAILORED NEOPRENE. "ADA" EMBODIES TECHNIQUE, BUT ALSO POETRY. AMONG THE MOST SURPRISING ELEMENTS ARE THE NEW DESIGNS SUCH AS THE UNION OF A JACKET AND A TULLE DRESS AND UNIQUE PRINTS CREATED THROUGH DIGITAL PRINTING COMBINED WITH SCREEN PRINTING OR FLORAL PRINTS INSPIRED BY WALLPAPERS WITH FLORAL MOTIFS FROM THE VICTORIAN ERA.





**MAISON
MESA**



MAISON MESA.

BORN WITH THE SPIRIT OF PROPOSING CREATIVE SOLUTIONS FOR CURRENT CLOTHING NEEDS, FOCUSED ON TAILOR-MADE SEWING AND LIMITED PRODUCTIONS, THEY MAKE GARMENTS DESIGNED FOR UNIQUE WOMEN LOOKING TO FEEL SPECIAL, ELEGANT AND ABOVE ALL CONTEMPORARY.

LAS VAMPIRAS

MAISON MESA PRESENTS A COLLECTION DEVELOPED AROUND THE IDEA OF VAMPIRE WOMEN, POWERFUL WOMEN WITH GREAT STRENGTH, ETERNAL BEAUTY AS CONCEIVED OF THROUGHOUT HISTORY AND ITS AESTHETICS, TAKING AS ITS REFERENCE THE CULT FILM "LAS VAMPIRAS" (1971). THE COLLECTION IS CREATED FOR WOMEN WHO ENJOY THE FREEDOM OF BEING WRAPPED IN CLOTHES THAT DO NOT CLING TO THEM. MADE WITH TEXTILES THAT SURROUND THEM WITH TIMELESS SILHOUETTES FOR ALL AGES AND BODIES.

MALNE





BEHIND THE CLOTHES

PALOMA ÁLVAREZ AND JUANJO MÁNEZ ARE TWO WELL-KNOWN PROFESSIONALS IN LUXURY AND SEWING WHO'S WORK HAS BEEN RECOGNIZED BY THE MOST PRESTIGIOUS SPANISH FASHION FIRMS. THE TWO PROFESSIONALS CREATED MELNE, WHICH SPECIALIZES IN CUSTOM LUXURY GARMENTS. THEIR EXPERIENCE INCLUDES COLLABORATIONS WITH PRESTIGIOUS DIRECTORS SUCH AS VOGUE AND ELLE, ALONG WITH THE MOST PRESTIGIOUS INTERNATIONAL PHOTOGRAPHERS (VINCENT PETERS, SATOSHI SAIKUSA, MIKAEL JANSSON, JACQUES OLIVAR AND JUAN MARTIN) AND TOP MODELS, FROM LINDA EVANGELISTA, JASMEEN GHAURI, NIEVES ÁLVAREZ TO HELENA CHRISTENSEN.





THE COLLECTION

BASED ON GRACE JONES'S INSPIRATION, THE DESIGNERS OF MALNE, JUANJO MÁNEZ AND PALOMA ÁLVAREZ EXPLORE NEW LINES AND THE CONNECTION BETWEEN THE TRADITION OF HAUTE COUTURE AND TAILORING AND A FUTURISTIC VIEW OF FEMININITY.



MIGUEL MARINERO



MIGUEL MARINERO EXPLORES AN ERA WITH A SLOWER PACE AND DESIGNS THAT CELEBRATE ARTISANAL AND LONG-LASTING TRADITIONS. IN ARCHIVES, THE FOCUS SHIFTS TO TIMELESS, ASEXUAL GARMENTS. THE COLORS REFLECT THE FUN AND THE DANCES LASTING LONG INTO THE NIGHT, ALONG WITH METALLIC, DEVELOPED, LIGHT VELVETS WITH ANIMAL PRINTS IN RED AND ANTHRACITE GREY. THE TAILORING, A HALLMARK OF THE FIRM, IS TRANSFORMED BY SILHOUETTES BORROWED FROM MEN'S CLOTHES AND OVERLAYS IN CLASSIC MATERIALS SUCH AS TRADITIONAL CHECKS AND STRIPES. THE COLLECTION IS ALSO REMINISCENT OF VINTAGE AND DIFFERENT DECADES.



THERESA HELBIG





TERESA HELBIG – I PUT A SPELL ON YOU

WE ARE IN JANUARY 1952, AND THE ANNUAL BRUGES CONVENTION IS ABOUT TO BE HELD IN SOME SECRET LOCATION ON THE BORDER IN BRATISLAVA. PEOPLE COME FROM ALL OVER THE WORLD – MEXICO, SHANGHAI, PARIS, TOKYO, EDINBURGH, BUCHAREST, LYON, PRAGUE. THEY ARE ALL DIFFERENT BUT AT THE SAME TIME, THE SAME. SOMEHOW, PEOPLE ASSOCIATE WITCHES WITH SOMETHING EVIL AND DARK, HOWEVER THIS COLLECTION STRIPS THE WITCH OF HER DARK, SUPERNATURAL, POLITICAL, RELIGIOUS, ARCHETYPAL BURDEN. SHE IS SEEN AS AN INDEPENDENT WOMAN, WHO FOLLOWS HER INSTINCT, WHO BELIEVES IN A SHARED ANCESTRAL FEMININE WISDOM.

TERESA HELBIG

CLOTHES ARE FULL OF PASSION, CREATIVITY, INNOVATION AND EXCELLENCE MAKES EACH PIECE INTO TRUE WORKS OF AUTHORSHIP, FAR FROM THE ORDINARY AND MASS PRODUCTION. TERESA, ALONG WITH HER CREATIVE TEAM, DESIGNS AND CREATES IN HER BARCELONA ATELIER - THIS ALLOWS HER TO PAY AN INTENSE ATTENTION TO EACH DETAIL OF EVERY STAGE OF THE CREATIVE PROCESS. SHE LOVES TO EXPERIMENT WITH THE FINEST FABRICS AND FORMS, COMBINING MATERIALS SUCH AS FINE SILKS, TULLE, CROCHET AND CRYSTAL BEADS - ASSURING ONE-OF-A-KIND CREATIONS WHICH ARE CREATED IN HER EXQUISITE AND SOPHISTICATED AESTHETIC, THAT SUBLIMES WITH IMPECCABLE CRAFT TECHNIQUES AND COUTURE.





WHEN WE WEAR OUR FAVORITE CLOTHES, MAGIC BEGINS WE ATTRACT LUCK, WE ARE MORE LUCID, WE LOOK AT THE WORLD MORE KINDLY. A DRESS CAN BE A LUCKY CHARM, A MAGIC WAND, A BROOM ON WHICH TO FLY AWAY FROM THE IGNORANT LOOKS THAT JUDGE. AND ALL OF THAT CREATES A COLLECTION THAT IS EXOTIC, OPULENT, DREAMY AND FESTIVE.



ULISES MERINDA



THE PLAY BETWEEN THE PATTERNS AND FABRICS IS CLEAR HERE. THE COLOR PALETTE MAINTAINS SOME OF THE TONES PRESENT IN THIS COLLECTION, SUCH AS PURPLE OR YELLOW, AND INTRODUCES NUANCES SUCH AS A DRY GREEN OR VERY INTENSE NAVY BLUES, WHICH COEXIST IN HARMONY AND WITHOUT TREADING ON ANYONE'S FEET.

'VALS' COLLECTION THE WORD 'VALS' (OR WALTZ) DERIVES FROM THE GERMAN 'WALZEN', WHICH LITERALLY TRANSLATES AS 'SPIN'. DANCERS TURNING ON THEIR OWN AXES IN A LARGER CIRCLE CREATE HYPNOTIC, ELEGANT AND SOLEMN RHYTHM. THIS SEDUCTIVE FUSION BETWEEN THE FABRICS AND THEIR WEARERS IS THE STARTING POINT OF "VALS", THE NEW COLLECTION FROM ULISES MÉRIDA FOR THE NEXT AUTUMN-WINTER SEASON 2019/20. THE COLLECTION FOCUSES ON LIGHTNESS OF CHARACTERISTIC OF THE WALTZ AND IS GUIDED BY EACH GARMENT THAT ENVELOPS THE WOMAN WITHOUT DROWNING OR HIDING HER, SURROUNDING HER FIGURE.

ANDRES SARDA



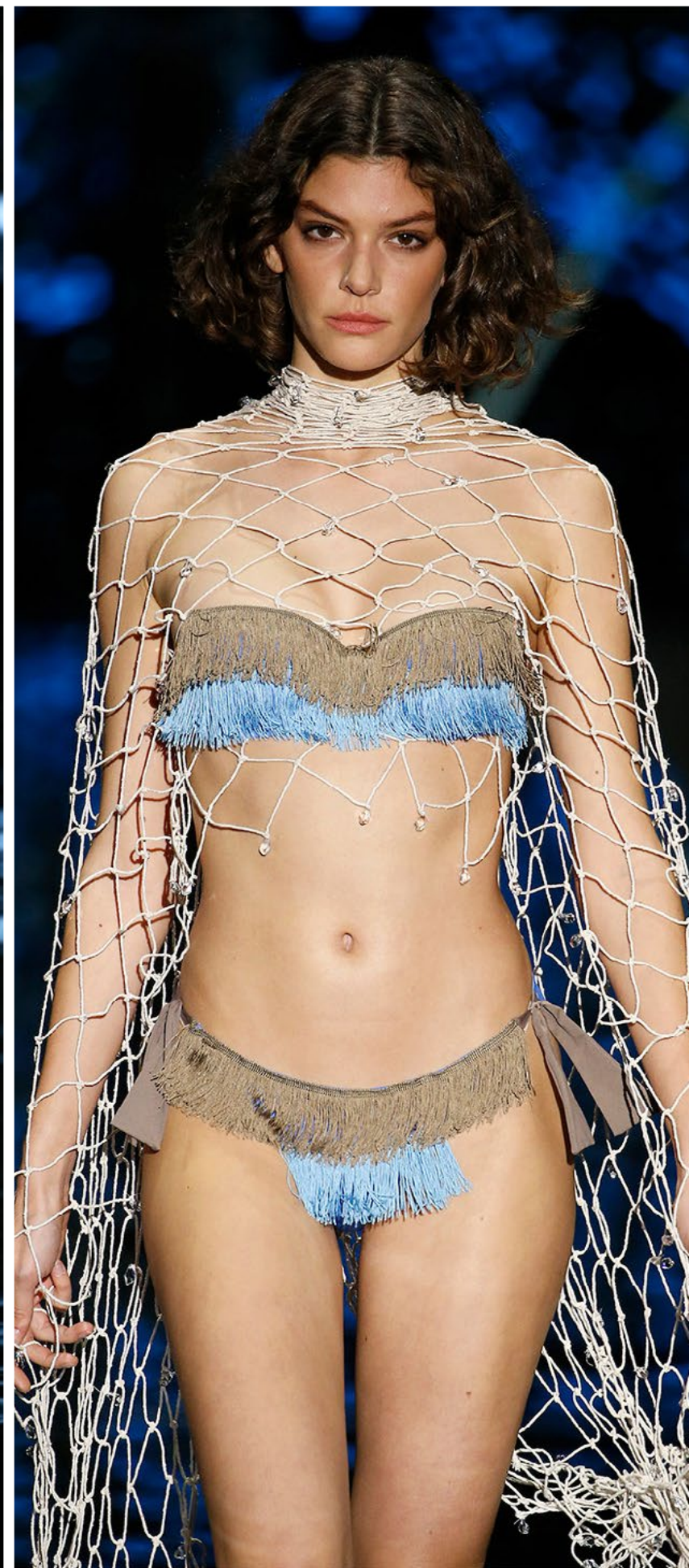
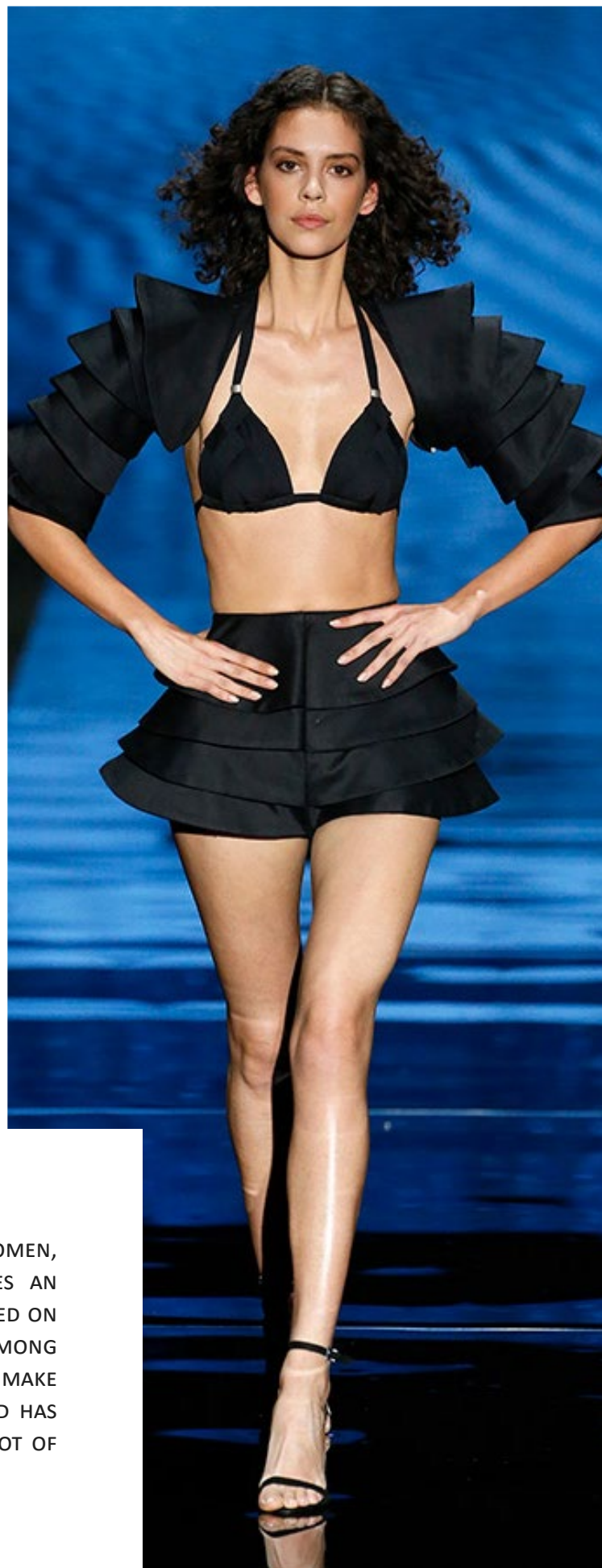


IT ALL STARTED IN THE 19TH CENTURY,

WHEN THE COMPANY MANUFACTURED HIGH QUALITY LACE BLANKETS. WHEN THE USE OF BLANKETS CEASED TO BE MANDATORY IN THE CHURCHES, THE SARDÁ FAMILY BEGAN TO USE LACE IN OTHER AREAS OF FASHION. 1962 MARKED A TURNING POINT IN THE HISTORY OF THE BRAND. THE BRAND STEPPED INTO LINGERIE. INSTANTLY, THE COLLECTION BREAKS THE STEREOTYPES.

ANDRES SARDA

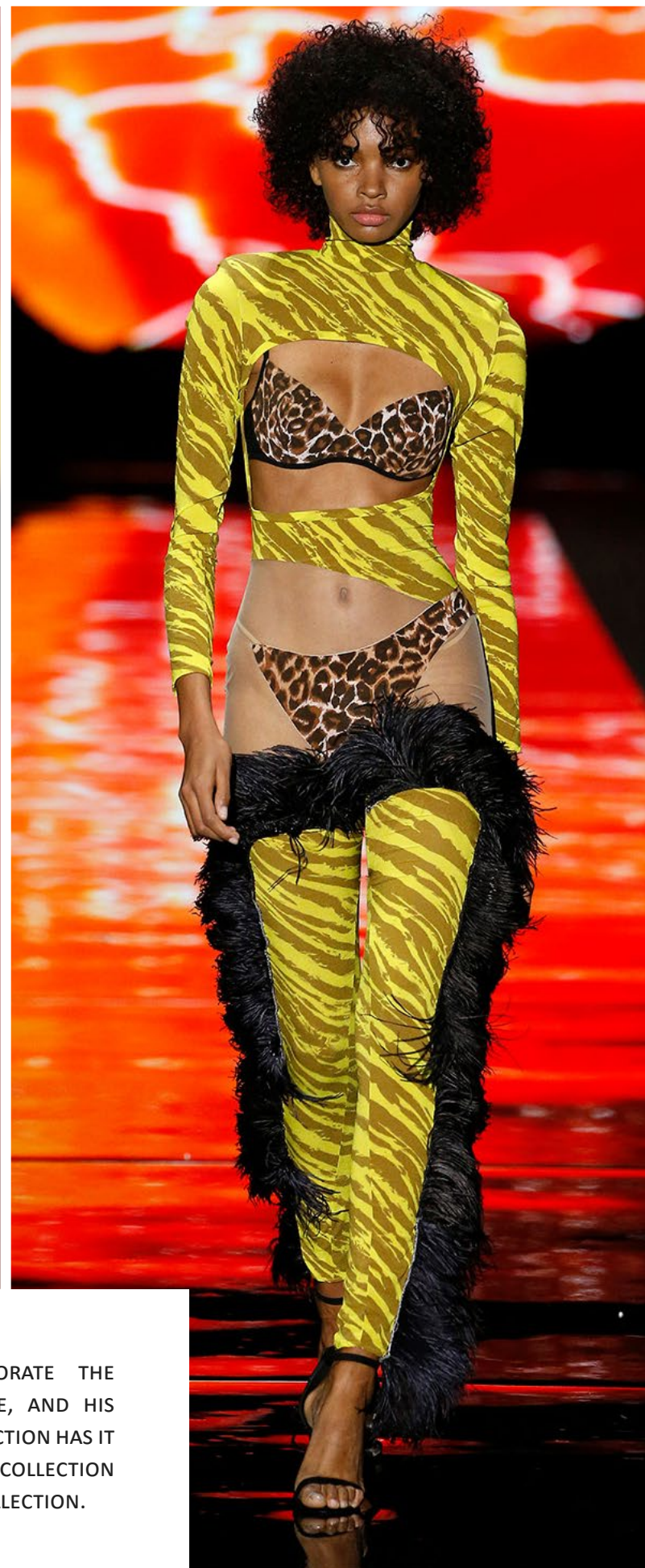




THE DESIGNS ARE MADE TO FAVOR AND DELIGHT WOMEN, WHILE TECHNICAL INNOVATION CREATES AN UNPRECEDENTED COMFORT. SEDUCTIVE, ALTHOUGH EASY TO USE, BASED ON CRAFTSMANSHIP, THE SIGNATURE OF ANDRES SARDA IS RECOGNIZED AMONG ALL. IN THE 70S, THE BRAND INTRODUCED BEACH WEAR. THE GOAL IS TO MAKE WOMEN FEEL COMPLETELY SAFE AND ATTRACTIVE. TODAY, THE BRAND HAS EXPANDED INTERNATIONALLY AND IS RECOGNIZED AND WORN BY A LOT OF PEOPLE. SOME OF THEM INCLUDING LADY GAGA AND SHAKIRA.



ANDRES SARDA - ZODIAC THIS SEASON, ANDRES SARDA IMMERSSES US IN THE WORLD OF ASTROLOGY, INTERPRETING THE SIGNS OF THE ZODIAC AND THEIR PERSONALITY TRAITS THROUGH A UNIQUE STAGING.



THE ICONIC MATERIALS OF THE SARDÁ COLLECTIONS SUCH AS TULLE, SILK, LACE AND ELASTIC TRICOTS WILL FEATURE IN THE COLLECTION, BUT THIS TIME WE WILL ALSO FIND MAXI NETS, FRINGES AND FEATHERS.

THE WATER AND AIR SIGNS WILL DECORATE THE BEACHWEAR RANGE, AND HIS INTIMATE RANGE WILL BE DRESSED IN EARTH AND FIRE. THE COLLECTION HAS IT ALL, STARTING WITH SOFT AND DELICATE COLORS IN THE INTIMATE COLLECTION AND THE OPPOSITE BRIGHT AND STRONG IN THE BEACHWEAR COLLECTION.



AS MUCH AS ANDRES SARDA DOMINATES WITH ITS AWARD-WINNING BEACH WEAR COLLECTION THAT IS A MUST HAVE OF EVERY WOMAN, THIS SEASON GUESS ALSO INTRODUCES THEIR BEACHWEAR COLLECTION, THEREFORE THE POSSIBILITIES ARE ENDLESS FOR SUMMER, MAKING SURE EVERY WOMAN FINDS HER FIT. WEATHER IT WOULD BE ANDRES SARDA OR GUESS WITH CHARLOTTE MICKINNEY.



A TOUCH OF HOLLYWOOD

GUESS?

**TEAMS UP WITH CHARLOTTE MCKINNEY
FOR EYE-CATCHING SUMMER LOOKS**





CHARLOTTE MCKINNEY
STARRED, INTER ALIA, IN
BAYWATCH, FLATLINERS, JOE
DRECK 2, MAD FAMILIES,
FIRST WE TAKE BROOKLYN
AND OTHER FILMS

GUESS? STARTED PARTNERSHIP WITH CHARLOTTE MCKINNEY

THIS SPRING/SUMMER 2019, GUESS INTRODUCES MODEL AND ACTRESS, CHARLOTTE MCKINNEY AS THE FACE AND DESIGNER OF GUESS' LATEST SWIMWEAR CAMPAIGN AND HER CAPSULE, ICON. CHARLOTTE, THE STAR OF THE SS19 CAMPAIGN, PLAYED AN INSTRUMENTAL ROLE IN THE DESIGN AND CREATION OF EACH ICONIC SWIMSUIT. CHARLOTTE MCKINNEY IS AN AMERICAN ACTRESS AND MODEL WHO HAS BEEN FEATURED IN SEVERAL PREVIOUS GUESS SWIMWEAR AND LINGERIE ADVERTISING CAMPAIGNS. MCKINNEY HAS BEEN CHOSEN FOR HER AMERICAN BEAUTY AND PERSONALITY, WHICH PERFECTLY REPRESENTS THE SPIRIT OF GUESS AND THIS HIGHLY FEMININE CAPSULE COLLECTION. THE COLLECTION PAYS HOMAGE TO THE BRAND'S HERITAGE, FEATURING STYLES AND PATTERNS THAT HAVE MADE GUESS AN ICONIC FASHION BRAND.



IT'S BEEN SUCH AN HONOR TO CREATE, DESIGN AND SHOOT FOR THE ICONIC BRAND THAT WE KNOW AS GUESS. I OWE A LOT OF MY CAREER SUCCESS TO GUESS, IT WAS MY FIRST BIG MODELING JOB AND A TRULY UNFORGETTABLE EXPERIENCE. IT'S SUCH A BEAUTIFUL FEELING TO BE PART OF THE GUESS FAMILY, TO HAVE SHOT SEVERAL CAMPAIGNS OVER THE YEARS, AND NOW TO CREATE MY OWN CAPSULE COLLECTION IS A DREAM COME TRUE. I HAVE DESIGNED TWELVE DIFFERENT STYLES, SO THAT EVERYONE CAN FIND THE PERFECT SWIMSUIT THAT MAKES YOU FEEL CONFIDENT AND GORGEOUS! MCKINNEY SHARES.

THE FEMININE ICON COLLECTION

THE CAMPAIGN, ART DIRECTED BY PAUL MARCIANO, CO-FOUNDER OF GUESS?, INC., AND SHOT BY PHOTOGRAPHER, DEREK KETTELA FEATURES CHARLOTTE ALONGSIDE THE OTHER MODELS AT A PRIVATE RESIDENCE AND ON THE BEACHES OF SUNNY LOS ANGELES, CA WEARING KEY PIECES FROM THE ICON CAPSULE. THE LIMITED-EDITION SWIMWEAR COLLECTION PAYS HOMAGE TO THE BRAND'S HERITAGE, FEATURING STYLES AND PATTERNS THAT HAVE MADE GUESS AN ICONIC FASHION BRAND.

"CHARLOTTE MCKINNEY WAS THE VERY FIRST MODEL WE FOUND ON INSTAGRAM AND PLACED IN THE GUESS SWIMWEAR 2014 CAMPAIGN. WATCHING CHARLOTTE'S INTERNATIONAL STARDOM RAPIDLY GROW SINCE HER FIRST CAMPAIGN WITH APPEARANCES IN MUSIC VIDEOS, MOVIES AND ON TV, HAS BEEN AN ENJOYABLE JOURNEY TO FOLLOW. SINCE DISCOVERING CHARLOTTE AND WELCOMING HER INTO THE GUESS FAMILY, SHE HAS BEEN FEATURED IN SEVERAL SWIMWEAR AND LINGERIE CAMPAIGNS WITH GUESS. WE ARE THRILLED TO WELCOME HER BACK FOR ANOTHER CAMPAIGN WITH GUESS AND LAUNCH HER FIRST SWIMWEAR CAPSULE" SAYS PAUL MARCIANO.

THE ICON CAPSULE COLLECTION IS COMPRISED OF STYLISH, FEMININE DESIGNS OFFERED IN ICONIC LEOPARD PRINTS, FLIRTY GINGHAM, BOLD POLKA DOTS AND GRAPHIC STRIPES. STAYING TRUE TO GUESS' DNA, CLASSIC RED, BLACK AND WHITE TONES DOMINATE THE BEACHWEAR ASSORTMENT AND CAN BE MIXED AND MATCHED WITH A VARIETY OF DESIGNS. BANDEAU AND HALTER BIKINI TOPS, PAIRED WITH CHEEKY, BRAZILIAN AND STRING BRIEFS ADD A FLIRTATIOUS ELEMENT TO THE ROTATION WHILE 80'S-INSPIRED HIGH-LEGGED ONE-PIECE SWIMSUITS ENHANCE THE SILHOUETTE AND LEND A CHIC FASHION STATEMENT TO ANY SUMMER WARDROBE. THE ICON CAPSULE COLLECTION IS AVAILABLE WORLDWIDE NOW.



THE GUESS? SPRING 2019





GUESS INTRODUCES THE MODELS VIKI ODINTCOVA,
KRISTINA KRAYT, MISHEL GERZIG, GULSINA KALIMULLINA AND ANDREA DAMANTE IN THE SPRING
2019 CAMPAIGN SHOT IN PALMA DE MALLORCA, SPAIN.

THE CAMPAIGN, ART DIRECTED BY PAUL MARCIANO, CO-FOUNDER OF
GUESS?, INC., AND SHOT BY FASHION PHOTOGRAPHER
TATIANA GERUSOVA, CAPTURES THE MODELS WEARING SPRING'S KEY READY-TO-WEAR PIECES
COMPLIMENTED BY A MIXTURE OF THE SEASON'S ACCESSORIES.





FOR WOMEN, BRIGHTLY COLORED FLORAL MAXI DRESSES IN YELLOW AND RED ARE THE STAND-OUTS OF THE SEASON AND ARE ANCHORED BY A VARIETY OF DENIM LOOKS THAT SERVE AS STAPLE PIECES IN ANY WARDROBE. FOR MEN, SHORT-SLEEVE PRINTED SHIRTS TOPPED WITH A CLASSIC OR DISTRESSED DENIM JACKET PROVIDE THE ULTIMATE COOL LOOK.





THE HANDBAG ASSORTMENT OFFERS A SELECTION OF DESIGNS THAT CATER TO SPRING'S HOTTEST TRENDS INCLUDING WAIST BAGS, OVERSIZED TOTES AND STRUCTURED SACHELS IN A WIDE RANGE OF TEXTURES AND PATTERNS. THE EYEWEAR COLLECTION INCLUDES A MIXTURE OF RETRO-INSPIRED OVERSIZED CAT-EYE STYLES WITH REFLECTIVE LENSES AS WELL AS CLASSIC AVIATORS.

FOR JEWELRY, OVERSIZED HOOP
EARRINGS PAIRED WITH
SILVER METAL CHOKERS CREATE A FASHION-FORWARD
LOOK, WHILE VIBRANT FRINGE EARRINGS IN RED ADD
A POP OF COLOR TO ANY WARDROBE.



**POWERFUL
STRONG AND
INDEPENDENT** **TOTALLY**

ODD MOLLY
**FASHION WITH A SPECIAL
CHARACTER**



THE WOMAN BEHIND ODD MOLLY

CELEBRATING WOMEN. GREAT, POWERFUL, STRONG, INDEPENDENT AND ICONIC WOMEN- ODD MOLLY WOULDN'T EXIST WITHOUT MOLLY. A SKATER GIRL IN VENICE BEACH IN THE 80S, WHO HAD COURAGE TO BREAK FREE FROM CONVENTIONS AND FOLLOW HER OWN DREAMS INSPIRED PEOPLE. THAT IS HOW ODD MOLLY WAS BORN- FROM A SIMPLE SKATER GIRL.

MOLLY'S VALUES REFLECT UPON EVERYTHING ODD MOLLY DOES EVER SINCE 2002. ODD MOLLY IS A BRAND WITH A MIND, A HEART AND A CONSCIENCE. IT CELEBRATES ALL WOMEN WORLDWIDE TOGETHER WITH THE PEOPLE, THE PLACES AND THE MOMENTS THAT BROUGHT US TO WHERE WOMEN ARE TODAY.





ODD MOLLY - THE MIND, THE HEART AND THE AND THE CONSCIENCE

BESIDES REPRESENTING STRONG AND POWERFUL WOMEN, ODD MOLLY WANTS TO HELP ITS CUSTOMERS TO DRESS MORE SUSTAINABLY. THUS, THEY ENCOURAGE REUSE AND RECYCLING. AS FOR THE MATERIAL OF THE GARMENTS, THEY USE SUSTAINABLE FIBER. FURTHERMORE, THE PRODUCTION, WELL, IT IS BASED ON FAIR WEAR FOUNDATION'S CODE OF LABOUR PRACTICES AND ODD MOLLY'S QUALITY ASSURANCE & CHEMICAL AGREEMENT.

THEREFORE, ETHICAL AND ENVIRONMENTAL CONSIDERATIONS

ARE A BIG FACTOR IN THEIR PRODUCTION. ODD MOLLY WANTS TO INFLUENCE ITS PARTNERS, EMPLOYEES AND SOCIETY IN A POSITIVE WAY BY ACTIVELY TAKING RESPONSIBILITY AND IS AT THE SAME TIME, FIGHTING FOR THE RIGHT OF GIRLS TO DECIDE HOW TO LIVE THEIR LIVES AND CONTRIBUTE TO SOCIETY.





A SOCIETY WHERE GIRLS FEEL A SENSE OF FREEDOM AND DARE TO FOLLOW THEIR DREAMS THROUGH SELF-SUFFICIENCY, FREEDOM OF EXPRESSION AND ACCEPTED DIVERSITY. REUSE AND RECYCLING. AS FOR THE MATERIAL OF THE GARMENTS, THEY USE SUSTAINABLE FIBER. FURTHERMORE, THE PRODUCTION, WELL, IT IS BASED ON FAIR WEAR FOUNDATION'S CODE OF LABOUR PRACTICES AND ODD MOLLY'S QUALITY ASSURANCE & CHEMICAL AGREEMENT.

FERROV
BAR / TER

BEYOND THE CLOTHES ENVIRONMENT AND RECYCLING

IT IS A FACT, THE TEXTILE INDUSTRY HAS AN IMPACT ON THE ENVIRONMENT, USING A LOT OF WATER AND CHEMICALS. THUS, ODD MOLLY AIMS TO BE A SUSTAINABLE ALTERNATIVE THAT CONTINUOUSLY WORK TOWARDS IMPROVEMENTS. ODD MOLLY DOES NOT DESIGN FAST FASHION, EACH GARMENT PRODUCED SHALL BE LOVED AND USED FOR MANY SEASONS.





BESIDES, THE COMPANY IS WORKING TOGETHER WITH THE ORGANIZATION HUMAN BRIDGE WHERE THEY DONATE CLOTHES THAT CANNOT BE SOLD AND INSTEAD OF THROWING THEM AWAY THESE ARE GIVEN TO PEOPLE IN NEED.

THE CLOTHES ARE SORTED BEFORE THEY ARE DONATED, TO ENSURE THAT THEY ARE CLEAN AND IN GOOD CONDITION. THEREFORE, ODD MOLLY CAN BE AN EXAMPLE TO EVERYONE, BEING ONE OF THE SMARTEST, CONSCIOUS AND CARING COMPANIES IN THE WORLD.



**SIMPLE BUT
LUXURIOUS EXTREMELY EYE-
CATCHING**

JADICTED

**FIRST CLASS MATERIALS MEET
TAILORED DESIGNS**





ONLY CAREFULLY SELECTED MATERIALS

ARE USED WITHIN THE COLLECTION. THEY ARE PROCESSED AND WASHED PARTICULARLY GENTLY. THESE HIGH-QUALITY FABRICS ARE CRUCIAL FOR OUTSTANDING DESIGNS, LONGEVITY AND A WEARING COMFORT. HIGH STANDARDS OF MATERIALS MEET PERFECT CRAFTSMANSHIP, WHICH, IN COMBINATION WITH THE SELECTED PATTERNS AND DESIGNS, CREATES THE ESSENCE OF JADICTED.

THE LABEL DEVELOPS STYLES FOR WOMEN WHO ARE LOOKING FOR THE PERFECT COMPANION FOR ANY OCCASION. THE MAIN FOCUS OF THE COLLECTION IS THEREFORE ON THE ALL-ROUNDER PAR EXCELLENCE; THE BLOUSE.

LUXURIOUS MATERIALS AND TAILORED DESIGNS

WITH THAT CERTAIN FASHIONABLE TWIST CHARACTERIZES THE LABEL:

JADICTED

WITH SOPHISTICATED ART OF TAILORING,

STYLES ARE CREATED THAT ARE CLASSIC AND AT THE SAME TIME INNOVATIVE, MINIMALISTIC AND STRAIGHTFORWARD.



WHETHER IN A MODERN INTERPRETATION AS
A BOYFRIEND STYLE,

IN A CLASSIC FIT, AS A CASUAL TUNIC, MONOCHROME
OR IN A TRENDY PRINT, THE PRODUCT BANDWIDTH
IS AS DIVERSE AS THE FACETS OF A WOMAN. LUXU-
RIOUS SILK TANK TOPS, TIMELESS DESIGN SHIRTS,
AS WELL AS DRESSES, SKIRTS AND JUMPSUITS COM-
PLETE THE RANGE.

THE ESTABLISHED BASIC STYLES SUCH AS THE SILK CAMISOLE
OFFER EVERY SEASON TIMELESS
WARDROBE STAPLES, WHICH EXUDE COOLNESS AND UNDERSTATEMENT WHILE NEW SEASONAL DESIGNS
CONTINUE TO CATCH AND INTERPRET CURRENT TRENDS. JADICTED IS THUS MANIFOLD IN MANY WAYS:
LUXURIOUSLY RESERVED AND AT THE SAME TIME FASHIONABLE! BUT ABOVE ALL ALWAYS: WEARABLE!



**A FANTASTIC
TRAVEL PARTNER**

**DAY ET
STYLISH BAGS**



THE STORY BEHIND THE BAG

MAKES IT UNIQUE AND APPEALING. NO EXCEPTION FOR THE PRODUCTS OF

DAY ET

THE STORY STARTS WITH THERESE NIKO BUSCH,

WHO IS ALWAYS TRAVELING FROM ONE DESTINATION TO ANOTHER, TRYING TO OPTIMIZE THE COLLECTIONS OFFERED. HOWEVER, SHE LACKED ESSENTIAL, YET FASHIONABLE, TRAVELING ITEMS TO CARRY ALONG HER JOURNEYS.

THERESE NIKO BUSCH STARTED TO EXPLORE OLD ARCHIVES AT DAY AND CAME UPON A SIMPLE NYLON BAG- LIGHT IN WEIGHT, PRACTICABLE YET COMPLIMENTING THE OTHER BAGS AS WELL AS OUTFITS THAT SHE BROUGHT ALONG HER JOURNEYS. A FANTASTIC TRAVEL PARTNER, COVERING MANY NEEDS.



DAY ET

WITH THE INTRODUCTION OF THE NYLON BAG, DAY ET WAS BORN. THE NAME *DAY ET* ORIGINATES FROM THE FRENCH WORD *ET* THAT MEANS AND/COMPLIMENTARY/EXTRA. A PERFECT NAME THAT UNDERLINES THE ADDITIONAL ACCESSORIES LINE OF THE BRAND HOUSE, DAY BIRGER ET MIKKELSEN.

TODAY DAY ET HAS EVERYTHING YOU NEED FOR A LIFE IN CONSTANT MOTION. THEY OFFER EVERYDAY BAGS, SOFT LEATHER GOODS, PHONE COVERS, YOGA MATS, TRAVEL TROLLEYS, MERINO SCARVES, GLOVES AND SO ON.

EACH AND EVERYTHING

COMES IN VARIOUS COLORS, STRUCTURES, PRINTS, QUILTS AND STYLES. IF YOU ARE A MOTHER, DAUGHTER, STUDENT, WORKOUT TRAVELER, YOU WILL ALWAYS BE ABLE TO FIND THE EXACT ACCESSORY FOR YOU. AND DON'T FORGET, ALL OF THIS JUST STARTED WITH A SIMPLE NYLON BAG...



+++ SHOE TRENDS +++

SPORTIVE AND VERY URBAN

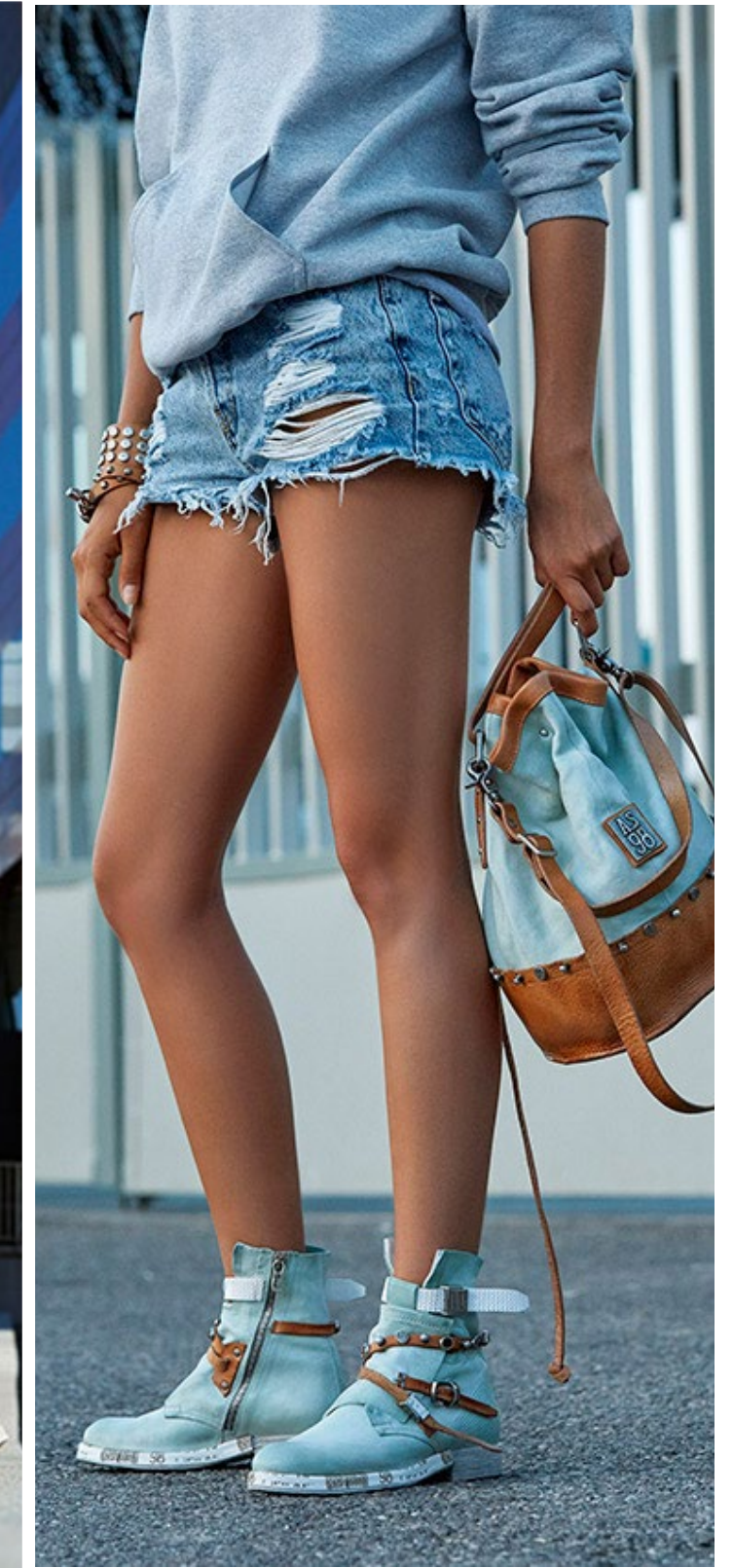
A.S.98

A WIDE VARIETY
OF STYLES





HIP-HOP ELEMENTS SUCH AS GRAFFITI ART, BRIGHT COLORS, RIVETS AND ASYMMETRICAL CUTS CREATE AN INNOVATIVE LOOK IN CONJUNCTION WITH ETHNIC INFLUENCES SUCH AS GLASS BEADS. BREAKING NEW GROUND AND UNITING IDEAS, HAVING THE COURAGE TO EXPLORE AND EXPERIMENT THE UNKNOWN WITHOUT LOSING ONE'S IDENTITY – HAS ALWAYS BEEN THE MOTTO OF A.S.98. THE RESULTS OF THIS PROCESS CAN BE FOUND IN THE COLLECTION THEMES "NEON URBAN REBEL," "TUAREG" AND "ELE-GANCE WITH CHARACTER."



A WIDE VARIETY OF STYLES WAS IMMERSERD FOR THE SPRING- SUMMER 2019 COLLECTION BY THE ITALIAN LABEL **A.S.98**

THE BRAND MIXES AND TRANSFORMS VARIOUS INFLUENCES TO PUT THEM PERFECTLY IN THE LIME-LIGHT THROUGH THE NEW MODELS. THUS, BY COMBINING SPORTSWEAR AND URBAN ELEMENTS, A.S. 98 CREATES A COMPLETELY NEW DESIGN CONCEPT, WHICH IS REBELLIOUS AND MOVES OUTSIDE THE WELL-KNOWN RULES.



NEON URBAN REBEL

FOR THE FIRST COLLECTION THEME "NEON URBAN REBEL" A.S.98. WAS INSPIRED BY THE VIBRANT LIFE OF THE BIG CITIES WITH THEIR DIVERSE RANGE OF MUSIC AND ART. FANCY PRINTS, FUTURISTIC MATERIALS, MESH AS WELL AS NEON APPLICATIONS, COLORED HANGTAGS AND SPORTY CLOSURES MAKE SNEAKERS, BOOTS, SANDALS AND BAGS ABSOLUTE HIGHLIGHTS. OF COURSE, THE LABEL'S CI SHOULD NOT BE MISSING EITHER: THE FOCUS FOR THE SPRING-SUMMER SEASON IS CLEARLY ON THE TYPICAL A.S.98 SOLE DESIGN.

THE LABEL SHAPES

THE COORDINATES OF THE TABLE EDGE OF ITS DESIGN OFFICE IN ITALY ON THE HIGH-QUALITY LEATHER AND RUBBER SOLES, BUT ALSO ON THE LEATHER STRAPS OF THE ACCESSORIES, IN ORDER TO TRANSPORT THEIR DNA.





TUAREG IMPRESSED BY DESERT, WILD NATURE, ADVENTURE AND TRAVEL THE SECOND COLLECTION THEME "TUAREG" WAS BORN. GLASS AND SILVER APPLICATIONS, LEATHER FRINGES, ENTANGLEMENTS AND LASER CUTS ARE USED TO CREATE THE PERFECT FESTIVAL ATMOSPHERE WITH BOOTS, SANDALS AND BAGS. IN ORDER TO STAY TRUE TO THE NATURAL LOOK, GREEN AND BROWN TONES FORM THE BASIS. THIS IS ENHANCED WITH BOLD COLORS SUCH AS YELLOW, PINK, PURPLE AND JADE AND DECORATED WITH ETHNIC ACCESSORIES AND STUDS.



IN TERMS OF COLOR,

A.S.98 FOCUSES PARTICULARLY ON BOLD NUANCES SUCH AS YELLOW, RED AND PINK, AS WELL AS PASTEL SHADES LILA AND JADE, BUT ALSO ON THE CLASSICS LIGHT GREY, WHITE AND BLACK.





ASYMMETRIC FUSION

IN ACCORDANCE WITH THE REBELLIOUS SOUL AND THE WANDERLUST OF A.S.98, THE PREDILECTION FOR ARCHITECTURE IS NOT NEGLECTED IN THE FS 2019 SEASON EITHER. THE WEDGE HEELS ARE DECORATED WITH METAL APPLIQUÉS. THEY REMINISCENT OF SCULPTURAL ELEMENTS AND THEY ARE A WELCOME ADDITION TO GEOMETRIC LINES, ASYMMETRICAL CUTS AND CLEAN OPTICS. IN CONTRAST, THERE ARE STRAIGHT-LINE SANDALS INSPIRED BY MODERN ARCHITECTURE.



BY PROCESSING PERFORATED AND UNLINED LEATHER, ALL MODELS GET A PERSONAL TOUCH AND A CERTAIN "HANDMADE" TOUCH. BLACK, AS WELL AS THE COMBINATION OF LIGHT BEIGE AND BLACK, FORMS THE COLOR BASIS OF THE THIRD COLLECTION PARTS. THE ITALIAN LABEL CONVEYS FRESH OPTICS WITH DELICATE JADE AND PURPLE.

SHOES THAT REFLECT
**AUSTRALIAN
SUMMER**

EMU
PURE SUMMER FEELING



HAVE YOU EVER BEEN TO AUSTRALIA?

NO? WELL NOW IT'S YOUR CHANCE TO EXPERIENCE IT THROUGH SPRING-SUMMER 19 COLLECTION BY

EMU AUSTRALIA

IT IS INSPIRED BY AUSTRALIA'S HOT SUMMER, REFRESHING WATER, WETLANDS AND NATURAL SPRINGS. SEASONAL COLORS OF THIS COLLECTION ARE BRIGHT AND FRESH, PAIRING CORAL, SEA GREEN AND SKY BLUE WITH WARM BRONZE AND ROSE GOLD. THIS COLLECTION HAS BEEN DESIGNED IN AUSTRALIA AND CRAFTED WITH THE FINEST MATERIALS WITH A SOPHISTICATED SPIN. SLIDES, SANDALS AND SPORTY FLATS DOMINATE, WITH EXPOSED SHEEPSKIN, THAT WILL NOT ONLY LOOK GREAT BUT ALSO PROVIDE FUNCTION.



CRUISE COLLECTION HAND-CRAFTED BY ARTISANS TO BE ENJOYED BY ALL, THE 100% LEATHER, CRUISE COLLECTION OF SHOES AND SANDALS ARE INSPIRED BY EARTHY ELEMENTS. DIP-DYED LEATHER AND SATURATED TONES ARE HIGHLIGHTED WITH HIGH-SHINE, METALLIC DETAILS FOR UNDERSTATED BEAUTY. DUE TO ITS BUILT WITH CUSHIONED FOOTBEDS, THESE STYLES HAVE BEEN DESIGNED FOR MORNING TO NIGHT WITH COMPROMISING COMFORT AND STYLE.

ORIGINALS COLLECTION

THIS COLLECTION IS MADE FROM ONLY THE FINEST HAND SELECTED AUSTRALIAN DOUBLE FACE SHEEPSKINS. FOR THE FIRST TIME EVER, EMU HAS DEVELOPED A LINE OF MODERN SANDALS BUILT AROUND THE ICONIC SHEEPSKIN BOOT.

EXPOSED SHEEPSKIN UPPERS

ARE PAIRED WITH LIGHT AND FLEXIBLE, DUAL LAYER EVA AND RUBBER OUTSOLE. THEREFORE, IT ENSURES ALL DAY CUSHIONING AND STABILITY. FEMININE SHAPES WITH SEASONAL COLORS DELIVER A CONTEMPORARY EDGE TO THE SPRING ORIGINALS LINE.



BEACH SANDAL COLLECTION

DESIGNED FOR EVERYDAY WEARING, THE BEACH SANDAL COLLECTION DELIVERS COMFORT ON A RAISED SOLE UNIT, WHICH ALSO LENGTHENS YOUR LEGS. PREMIUM PLUSH SHEEPSKIN AND FULL GRAIN LEATHERS HAVE BEEN HAND SELECTED FOR AN INSTANTLY COMFORTABLE FIT. THE SOFT EVA PROVIDES BOTH THE COMFORT AND STABILITY NEEDED FOR ALL DAY WEAR. ADDITIONALLY, THE SCULPTED, CUSHIONING INSOLE WILL ADJUST TO YOUR FOOT BEAUTIFULLY OVER TIME GIVING YOU A CUSTOM FIT.



BALANCE COLLECTION EVERYBODY WANTS TO LOOK GOOD AND FEEL COMFORTABLE, RIGHT? THAT IS THE PERFECT BALANCE. THEREFORE, THE BALANCE COLLECTION OFFERS JUST THAT. PROVIDING COMFORT WITHOUT COMPROMISING STYLE, THIS RANGE COMBINES THE BENEFIT OF LIGHTWEIGHT ATHLETIC TOOLING WITH THE LOOK AND FEEL OF A SOPHISTICATED SANDAL. THE STRAPS IN THE UPPERS ARE THERE FOR SUPPORT AND STABILITY. MOREOVER, THEY PROVIDE ARCH SUPPORT AND CONTOURED MEMORY FOAM INSOLES DELIVER ALL DAY COMFORT LEADING TO THE PERFECT BALANCE BETWEEN STYLE AND COMFORT.



ATLAS AND EXPLORER COLLECTIONS

WITH THE GLOBAL TRAVELER IN MIND, THE ATLAS COLLECTION IS DESIGNED FOR THE NEW-AGE WANDERER. ENCLOSED TOES AND HEELS, MEMORY FOAM FOOTBEDS, AND NATURAL LEATHER UPPERS MAKE WALKING ALL DAY A BREEZE. WHILE, THE EXPLORER COLLECTION IS THE EPITOME OF FUNCTIONAL FASHION, FEMININE SILHOUETTES ARE PAIRED WITH SUMPTUOUSLY SOFT, WATERPROOF SUEDE AND HIGHLY DURABLE FULL GRAIN LEATHER. UTILITY STYLED, THIS RANGE IS PERFECT FOR TRANSITIONAL WEATHER FOR THE FASHION FORWARD WOMAN.



**THE
TIME OF GIRL
POWER**

AGL
FEMININE CREATIVITY





ONE NAME, ONE BRAND AND ONE PASSION.

THE THREE POWERFUL GIUSTI SISTERS: SARA, VERA AND MARIANNA CARRY ON THE SUCCESS STORY SINCE 1958 BY CREATING MINIMALIST, FEMININE FOOTWEAR UNDER THE NAME

AGL (ATTILIO GIUSTI LEOMBRUNI)

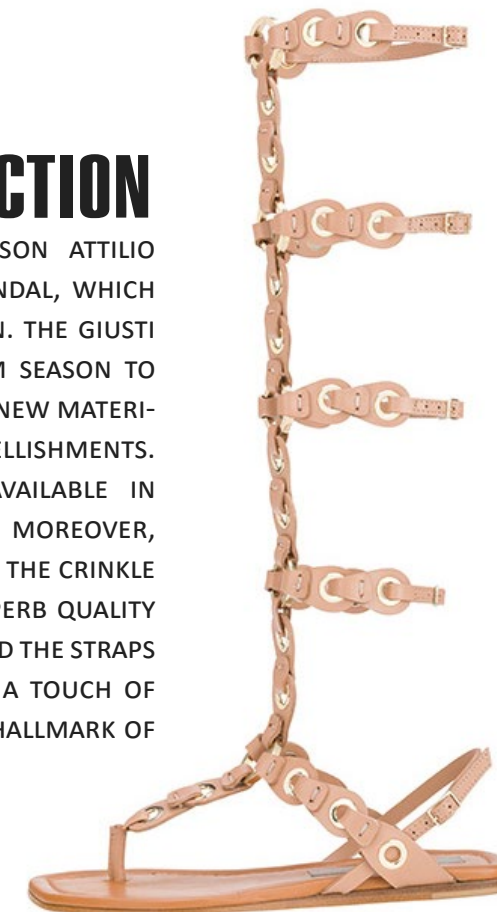
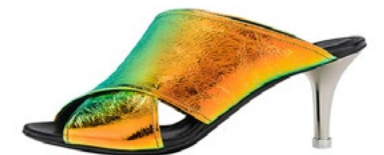


THE FEMININE CREATIVITY

DOES NOT ONLY HINT OF LUXURY, BUT ALSO OF THE SMOOTH WEARING COMFORT OF A GLOVE. NEAT SHAPES, PURE LINES AND PRECISE PATTERNS ARE THE HALLMARKS OF AN AGL DESIGN. DRIVEN BY PASSION, THEIR DESIGNS HAVE BEEN CONSTANTLY REDEFINED UNTIL IT HAS COME TO ORIGINALITY AND PERSONALITY OF THE WEARER. NOW, ATTILIO GIUSTI IS READY TO SHOW THE WORLD THAT 'MADE IN ITALY' MEANS ONLY THE BEST QUALITY.

THE SPRING SUMMER COLLECTION

THIS SPRING AND SUMMER SEASON ATTILIO GIUSTI OFFERS THE GLADIATOR SANDAL, WHICH IS A MUST-HAVE SHOE FOR WOMEN. THE GIUSTI SISTERS RENEW THEIR STYLE FROM SEASON TO SEASON THROUGH A SELECTION OF NEW MATERIALS AND LUXURIOUS, TRENDY EMBELLISHMENTS. THE GLADIATOR SANDALS ARE AVAILABLE IN WHITE, POWDER PINK AND BLACK. MOREOVER, THE 38 RINGS INSERTED BY HAND IN THE CRINKLE PATENT LEATHER CONFIRM THE SUPERB QUALITY OF ITALIAN CRAFTSMANSHIP. OH, AND THE STRAPS RUNNING UP THE LEG? THEY ADD A TOUCH OF DISCREET SENSUALITY, WHICH IS A HALLMARK OF SARA, VERA AND MARIANNA.





TRAVEL THIS SPRING/SUMMER WITH ATILIO GIUSTI

TRAVEL IS AN INTEGRAL PART OF THE CONTEMPORARY WOMAN'S LIFE, SHE IS ALWAYS WITH A SUITCASE READY TO GO. OF COURSE, TRAVELLING WITHOUT UNIQUE FOOTWEAR, THAT IS IDEAL FOR ANY OCCASION, IS ALMOST UNIMAGINABLE. SARA, VERA AND MARIANNA, ONCE AGAIN, COME UP WITH UNIQUE AND EVOCATIVE PIECES INSPIRED BY TRAVEL DESTINATIONS. THEREFORE, THE COLOR PALETTE INCLUDES SOFT WARMTHS, NEUTRAL SHADES AND BRIGHT TONES WHICH IS PERFECT FOR A WOMAN WHO IS PLANNING TO TRAVEL THIS SPRING/SUMMER SEASON.



+++ LINGERIE TRENDS +++
**FEEL
& BE ULTRA
FEMININE**

PRIMADONNA
A PERFECT (FIT) SUMMER
COLLECTION





TO GIVE FEMININE CURVES THE SUPPORT AND SEXI-
NESS THEY DESERVE IS THE MISSION OF THE LINGE-
RIE BRAND

PRIMADONNA

THE BRAND IS THE LEADING EXPERT IN LINGERIE FOR
LARGER CUP SIZES. FURTHERMORE,
PRIMADONNA IS
KNOWN FOR ITS FLATTERING FIT AND FASHIONABLE
DESIGNS THAT MAKE YOU FEEL LIKE A MILLION DOLLARS,
WHATEVER YOUR SHAPE IS.

LUXURIOUS LINGERIE AT ITS MOST EXQUISITE

LAVISH DESIGNS AND STRIKING COLORS ARE TRENDING
THIS WINTER AND CAN BE SEEN IN INTERIOR DESIGN, FAS-
HION, AND IN LINGERIE. THIS TREND IS CHARACTERIZED
BY BAROQUE EMBROIDERY, SHIMMERING FABRICS, AND
DESIGNS WITH A FEMININE VINTAGE LOOK. SPOIL YOUR-
SELF WITH THESE LUXURIOUS LINGERIE SETS!



LIGHT AS A FEATHER...

LINGERIE WITH FEATHERS? WHY NOT? THE NAME PLUME REFERS TO THE STUNNING EMBROIDERY IN AN ORIGINAL FEATHER DESIGN AND WITH AN ELEGANT SHIMMER. EMBRACE YOUR FEMININITY AND WRAP YOURSELF IN LUXURY!



OUR STYLE TIPS

THIS COMFORTABLE BRA COMPLETELY COVERS YOUR BREASTS AND PROVIDES GOOD SUPPORT. THE SMART USE OF THE FEATHER EMBROIDERY MAKES THE BRA LOOK ETHEREAL AND INCREDIBLY SEXY. A SMOOTH SILHOUETTE AND A FLIRTATIOUS CLEAVAGE. THE BODY CREATES AN ELEGANT WAISTLINE AND HAS CHIC, CROSSED EMBROIDERED BANDS IN THE FRONT.



SENSUAL SATIN LOOK

LUXURIOUS FABRICS AND BAROQUE DESIGNS ARE HOT THIS AUTUMN FOR YOUR INTERIOR, ON THE CATWALK, AND SOON IN YOUR LINGERIE DRAWER AS WELL. THIS TREND HAS BEEN CAPTURED IN THE GRACEFUL SETS FROM CHANDELIER: A GORGEOUS COMBINATION OF A SOFT SATIN FABRIC AND ELEGANT EMBROIDERY. SENSUAL AND CHIC LINGERIE WITH A SUBTLE SPARKLE.

HIGH-LUXURY LINGERIE FOR SPECIAL OCCASIONS

IF YOU ARE LOOKING FOR LINGERIE FOR A SPECIAL OCCASION BUT THAT YOU CAN ALSO WEAR ALL-YEAR ROUND, THEN THE SETS FROM FIREWORKS ARE PERFECT FOR YOU. THE COLORFUL EMBROIDERY SPARKLES LIKE FIREWORKS IN THE NIGHT SKY AND GIVES YOU A YOUTHFUL AND FASHIONABLE LOOK.

NEW! A PRIMADONNA PREMIER: A SENSUAL BALCONETTE PADDED BRA WITH ALL-OVER EMBROIDERY. FOR COMFORTABLE SUPPORT AND A LUXURIOUS LOOK!


GLAMOROUS BY NATURE

IF YOU TRANSLATE ITALIAN FLAIR INTO LINGERIE, YOU GET THE LINGERIE FROM DOLCE VITA: SENSUAL AND GLAMOROUS BY NATURE, WITH A GENEROUS DASH OF CLASS.

OUR FAVORITE THE TRENDY LONG LINE BRA WITH BLACK ABSTRACT FLOWERS ON NUDE TULLE FOR A TATTOO-INSPIRED LOOK.

MORE IS MORE

IF YOU ADORE LUXURY, YOU SHOULD JUST GO ALL THE WAY WITH ELEGANT LACE, STYLISH COLORS, AND SWAROVSKI CRYSTALS. THE BABOUSHKA SETS HAVE EVERYTHING YOU NEED TO GIVE YOUR CURVES AN ULTRA-LUXURIOUS LOOK. A TIP FOR THE FESTIVE DAYS... AND THE DAYS THAT FOLLOW.

A woman with long, wavy blonde hair is standing in a field of tall, green grass. She is wearing a pink lace bikini. She is looking towards the camera with a slight smile. The background is a clear blue sky with some light clouds. The overall mood is bright and natural.

AN ODE TO THE EVERYDAY MUSES

MARIE JO
A HOMAGE TO FEMININE
INTUITION

WE HAVE STARTED THIS ISSUE WITH THE INTERNATIONAL WOMEN'S DAY. MATCHING TO IT, A WONDERFUL SPRING-SUMMER COLLECTION IS AVAILABLE, WHICH IS A POWERFUL ODE TO EVERYDAY HEROINES AS WELL AS A HOMAGE TO FEMININE INTUITION. THUS, IN THE FOCUS ARE STRONG WOMEN WHO INNATELY INSPIRE AND MOVE OTHERS. AS USUAL, THE COLLECTION IS MADE FOR AND BY WOMEN BY

MARIE JO





MARIE JO WAS INSPIRED BY ICONIC MUSES AS THE ULTIMATE SYMBOL OF BOLD FEMININITY. THE INTUITIVE FLAIR INHERENT TO ALL INSPIRATIONAL WOMEN IS MIRRORED IN GALA, A LUXURIOUS LINGERIE SET IN DELICATE LACE WITH A VINTAGE BLUE FLORAL PRINT DESIGNED ENTIRELY IN-HOUSE.





MARIE JO DELVED INTO THE ARCHIVES OF FRENCH LACE EXPERT NOYON IN SEARCH OF SOMETHING UNIQUE. AN EXCLUSIVE VINTAGE DRAWING INSPIRED THE BELGIAN BRAND TO DESIGN TWO CONTEMPORARY LACE VARIETIES, WHICH WERE THEN EXCLUSIVELY DEVELOPED BY NOYON FOR MARIE JO. THE RESULT IS A SEEMINGLY CASUAL COMBINATION OF SWEET AND SENSUAL, DESIGNED WITH TECHNICAL FINESSE AND A NOD TO ANCIENT CRAFTSWOMAN SHIP.





THIS SET PERFECTLY ENCAPSULATES THE EVERYDAY HEROINE THEME. GALA PRESENTS A POWERFUL IMAGE OF INTUITIVE FEMININITY WITHOUT COMPROMISING ON FIT. AFTER ALL, MARIE JO'S ULTIMATE GOAL IS TO CREATE COMFORT WITH COUTURE SENSIBILITY FOR EVERY DAY. THE CUT IS IMPECCABLE AND EXTREMELY COMFORTABLE. IN ADDITION TO BEING STUNNING, GALA EFFORTLESSLY REFLECTS THE DESIRES OF OUR INNER MUSE. IT CELEBRATES EVERYDAY AS WOMEN'S DAY.



MARIE JO SUMMER 2019 POWERFUL ANTHOLOGY ABOUT AN INTRIGUING WOMAN



THIS SUMMER, MARIE JO HAS CHOSEN TO DIVE WHOLEHEARTEDLY INTO THE WORLD OF THE VISUAL ARTS. BELGIUM'S FAVOURITE LINGERIE LABEL DERIVED ITS INSPIRATION FROM THE INTRIGUING RELATIONSHIP BETWEEN THE ARTIST AND HIS MUSE, TRIGGERED BY THE MODIGLIANI EXHIBITION AT THE TATE MODERN. THE NEW SUMMER COLLECTION OF THE BELGIAN FASHION HOUSE SHINES A SPOTLIGHT ON THE POWER OF FEMININE INTUITION.





ALONGSIDE THE THEME, MARIE JO HAS ALSO DRAWN ITS INSPIRATION FROM ICONIC FLORAL MOTIFS – SO TYPICAL TO THE BELGIAN LINGERIE LABEL – WITH A LIVELY INTERPRETATION OF THE PREVAILING COLOR TRENDS. THE GRACEFUL SOPHISTICATION OF A FLOWER EMBODIES THE STRONG MUSE THAT IS THE GUIDING PRINCIPLE BEHIND EVERY MARIE JO DESIGN. THE FLORAL THEME SHOWS ITSELF FROM ITS MOST EXUBERANT SIDE WITH AN EXPRESSIVE PALETTE OF COLORS IN BRIGHT SHADES LIKE RASPBERRY RED, PINK AND BRIGHT BLUE.

FRANCOISE MARIE JO TRANSLATED THIS FLORAL TREND INTO HIGH-STANDARD MATERIALS THIS SEASON, LIKE SWISS EMBROIDERY, DENTELLE DE CALAIS, AND ITALIAN LACE, IN WHICH EACH PIECE IS CRAFTED IN ACCORDANCE WITH ITS DEEP-ROOTED EXPERTISE. MARIE JO'S EXCLUSIVE FLORAL SIGNATURE IS PROMINENTLY VISIBLE IN THE MATERIALS, WHICH WERE DEVELOPED EXCLUSIVELY FOR MARIE JO.





GALA
ROSE BOUDOIR THIS SUMMER'S ABSOLUTE
EYE-CATCHER IS CALLED GALA
AND ELEGANTLY REFERS TO THE INDISPENSABLE AND DYNA-
MIZING ROLE OF A STRONG MUSE. THIS SET PERFECTLY EXPRESSES
THE THEME OF THE COLLECTION, WITH A VINTAGE SIDE FROM
THE 1990S: SUBTLE AND POWERFUL AT THE SAME TIME.



THIS LINGERIE SET IS TECHNICAL TOUR
DE FORCE OF CENTU-
RIES-OLD CRAFTSWOMANSHIP: WITH GRÈGE AS ITS FOUN-
DATION, THE FLOWER IS COLOURED IN WITH DÉGRADÉ YARN.
ACCOMMODATING DÉGRADÉ HUES OF MOCHA AND SKY-BLUE
COMPRISE THE PERFECT PALETTE OF COLOURS TO HIGHLIGHT
THE EXQUISITE CRAFTSWOMANSHIP AND GOSSAMER QUALITY
OF THE LACE.



THE GALA LUXURY SET IS THE PRODUCT OF BELGIAN DESIGN AND EUROPEAN CRAFTSMANSHIP. DELICATE LACE AND THE UNIQUE FLORAL PRINT FORM A SUBTLE COMBINATION THAT EXUDES A SUBTLE OPALESCENT EFFECT, FOR AN EXTRAVAGANT SUMMER WITH A GOOD DOSE OF NOSTALGIA.