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FOR EVERY WOMAN
TADASHI SHOJI TALKS CURVES

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FIAMMA'S SPECIAL EDITION

DEPRESSION

AWARD-WINNING COLLECTION COMES TO LIFE

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IN TREND
EARTHY FLORALS FOR
WARM WEATHER

THE STYLE
CHAMBER
AVANT-GARDE
COLLECTIONS

WHERE IS
KARLITO?
THE ICON RETURNS

ACCESSORIES
GALORE
SUMMER WATCHLIST



EVERY

BY DEBRINA ALIYAH

Tadashi Shoji's dresses fit like a dream for every woman.

In New York Tadashi Shoji's name is synonymous with glamour. Flattering silhouettes that one can trust to make you look and feel good, regardless of size and shape. The understanding of the female form has helped the designer build a solid label that spans three decades, with a diverse following from Michelle Obama to Dita Von Teese. The philosophy is simple: Every woman deserves to feel confident, comfortable and gorgeous', and it is one that is easily relatable by women all over the world.

Tadashi's success in repertoires of form-flattering occasion wear lies in a combination of fabric choices and meticulous techniques of draping, ruching and shutter pleats. Beyond just a pretty dress, ultimately, it is the effortless and comfortable fit which creates a sense of confidence for the wearer. "My designs are built for movement and comfort, which is carefully achieved through the use of proportion, fit and fabric," Tadashi says. With aesthetics that are classic and enduring, it is also a brand that caters to all ages, from 17 to 70.

The Japanese-American designer began showing his label as part of New York Fashion Week in 2007 and has since been accepted as a member of the Council of Fashion Designers of America. With his collections currently available in more than 50 countries, Tadashi will be debuting his standalone boutique in the Middle East with the region's first store right on our shores at Lagoona Mall. "My team and I travelled to Doha last year to view boutique locations. We fell in love with the space within Lagoona Mall and the atmosphere the mall offers. Once the doors open, I very much look forward to visiting again to see my vision brought to life," he says. The new boutique, which will launch in the coming months, is a creative collaboration between Tadashi and Los Angeles-based architecture firm (M)Arch.

What are your impressions of Qatar?

Tadashi: Qatar is an oasis of luxury, style and innovation. I am intrigued by the vibrancy of the country and the cultural blend of

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traditional and modern elements that are infused into everything, from the cuisine to the fashion.

Tell us about your AW2015 collection.

Tadashi: For Autumn, I was inspired by the beauty and romance of flight – from the delicate feathers of a bird to the cogs and gears of airplane mechanics. Details include ethereal silhouettes, feathered skirts and capes, gear-motif embroidery and hardware, as well as airy fabrics such as tulle. Some of my favourite looks this season include the frayed-edge silk organza and hand-cut

feathered tulle skirts, hand-embroidered capes, and the vibrant coloured gear and feather-motif tulle gowns.

What can we look forward to in the new Qatar store?

Tadashi: I have been doing business in the region for many years now, which has given me the opportunity to really understand the Qatari woman and her needs. While it is too early for us to reveal if there

will be a special capsule collection for the opening, I can confirm that I will be designing bespoke styles – offered in exclusive colours, fabrics and silhouettes, that will be special to the store and region.

Why did you choose Qatar as the starting point for this region?

Tadashi: I am very happy to be opening my first flagship store in Doha in partnership with Al Mana, who I have a very long-standing relationship with. Expanding our global business, with a key focus on the Middle East, is essential for our growth strategy. Qatar is one of the most promising markets for us and only continues to build momentum. I am thrilled to share my design vision with such a beautiful country, in one of the most exclusive lifestyle destinations in the world.

The boutique will be special from a design perspective. Could you tell us about the interior design and how it relates to your brand?

Tadashi: For the boutique, I want to offer our customers a luxurious and inviting setting when shopping for all of their special engagements. From the selection of the material palette, to the strategic layout of the store – every architectural detail is considered to create a warm atmosphere to showcase my collection. The design of the space is distinguished by different retail experiences –including an intimate salon that features floor to ceiling mirrors, lounge seating and two beautiful fitting rooms. To bring my vision to life, I have partnered with my good friends at (M)Arch who I have collaborated with for many years including the design of my home in Pasadena, our headquarters in Los Angeles and most recently, the redesign of my US flagship store in Costa Mesa, California.

