

# BRANDMOOKS

*VENTURING  
INTO LUXE &  
SUSTAINABILITY*



issue

2

# Impressum

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# editor's letter

Réjane Salaün  
Chief-Editor & Founder of BRAND MOOKS

MERYL STREEP MEETS ANNA WINTOUR  
AT VOGUE.

**Anna Wintour:**  
"Do you think the world is becoming more political, more restrain, more serious?"

**Meryl Streep:**  
"I think the world will be more aware..."

Meryl Streep's perspective makes sense.

In a world full of chaos (Australian fires, Climate Change, BREXIT, HK strikes, political debates, exodus, coronavirus...), fashion has transversal and holistic responsibilities.

From all times, women fashion designers have had an unshakable will and determination to change the world, to be a voice.

They laughed about taboo and conventions but they also fought and still fight...

In the same time, icons of elegance, TV stars, actresses, singers (Madonna, Lady Gaga, Jennifer Lopez more recently...) started to raise and talk, being a voice as influencers.

And they can do all this through fashion, clothes, audacious designs, yet always sophisticated.

Fashion and history, fashion and politics, fashion and environment are interconnected. Tangible and measurable solutions are possible.

Today, our role as a new and disruptive media is to raise awareness and gardening... *Because to plant a garden is to believe in tomorrow* (Audrey Hepburn).

The actress, blue-blood, wife and mother, the icon fashion and the UNICEF ambassador, Audrey Hepburn even through the years kept her natural elegance and smile.

This Spring, she is our muse, our inspiration.

The natural thickness of her brown eyebrows makes her "funny face unforgettable".

Her dreams were to be a ballerina. Unfortunately living war in Holland made this physically impossible suffering from anemia, asthma, and, malnutrition.

I like to talk about "resilience": indeed, she succeeded to turn her lost dream into the next best thing: she worked as modeling and learn how to face the camera. She had then the opportunity to train with dancers and then, few years later, the world fell in love discovering Princess Anne in Roman Holidays.

More than 25 years after her death, Audrey Hepburn is still regarded as the most beautiful people, and the most evolved at the UNICEF, traveling from Ethiopia to Sudan, Latin America, Vietnam....

These two extracts above were my main inspirations: To me, it is time to sit and think and shape a new design of life. A gentle rebellion to venture into luxe and sustainability, to highlight makers and savoir-faire. While the absolute number of mass-market products made from sustainable materials remains low, there has been a five-fold increase over the past two years. As a Geneva-based agency, we think that Geneva should become a flagship city in terms of sustainability. due to its strategical location, half way from Paris and Milan, and surrounded by mountains and lakes.

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# COVER



v02

STORYTELLING  
SHE KNOWS WHAT SHE NEEDS.  
SHE KNOWS WHAT SHE WANTS.  
SHE IS LOYAL AND SHE HAS SELF-CONFIDENCE.

PEARLS: [BUCHERER JEWELRY](#)

SUNGLASSES & DRESS: [MME.MINK](#)

MODEL: [IZABELA SWITON-KULINKSA](#)

PHOTO: [GOLA PRO](#)

LOCATION: [HOTEL METROPOLE GENEVA](#)

MAKE-UP: [Elie AVRAMIDOU](#)

HAIR STYLE: YNES AT [HAIRMANIA GENEVA](#)

HONEST LUXURY

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a s i m p l e  
t r u t h

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TEXT: CHARLOTTE PRINGELS / PURE LOVE BOUTIQUE / BRAND MOOKS  
PHOTOS: CHARLOTTE PRINGELS



**This Spring/Summer collection is like a sartorial breath of fresh air.**

A natural color palette with the most beautiful shades. A search for beauty in its purest form. And seeing that beauty can be found in the more simple. That beauty can be found in what we are all made of silk fluid dresses, airy tops and linen trousers, surrounded by the sense of fresh laundry.

This season's eye catchers are the high-end knitwear pieces, made of soft bio-cotton and thick yarns, such as cropped pulls with puff-sleeves, structured cardigans, and fine rib-knitted tops and dresses. All materials are of natural origin and only the best fibres were used. Timeless in both quality and style, this collection is designed in Belgium and produced by local and European family-run contractors.

## ABOUT THE BRAND

Charlotte Pringels is a Belgian-based women's wear label, named after the founder and CEO of the brand. Our aim is to offer our customers carefully designed garments and prove that investing in a piece of our collection is an investment in yourself, your wardrobe and a more sustainable fashion system. The current emphasis for the materials we use is on natural and recycled resources of the fiber.

Over the years, we have built a solid base of family-run contractors in Ukraine and Belgium.

They are responsible for the long-lasting construction of every piece of clothing that we make.

## ABOUT THE DESIGNER



Charlotte Pringels is a Belgian Fashion designer. She entered the Royal Academy of Fine Arts Antwerp / Fashion Department in 2007 and graduated in 2012 from her master (MA) degree.

For as long as she can remember, fashion has always been a major part of her life.

Her grandmother was a dressmaker; she gave her the passion for the craftsmanship and soft fabrics.

Charlotte's design philosophy is to create a line of essentials that are both interesting and necessary and together form a cohesive wardrobe that maintain relevance over time.

Each collection includes elements of ease and polish and is characterized by high-end fabrics and timeless, clean-lined silhouettes.





Pure Love Store is a modern bohemian - nomad lifestyle inspired by the beauty and the free loving spirit of world travelers.

First time I went to the boutique, it was like we use to say "love at first sight": I love the charming ambiance, *suave*, with South american vibes, music and the kindness of its founder Nathalia.

She is inspiring and softly she makes you escape reality and exploring new brands and designers from all over the world. She has the extreme elegance to find some independent brands. She studied in Milano at IED (Institut Of Design) and spent years traveling.

I felt gratitude meeting her, and she made my day! Since then, we are friends and we have a strong and mutual respect.

#### About the boutique.

Featuring women's apparel and accessories, products from both small and large independent brands from around the world, Pure Love Store wish to also give the chance to the other designers and artist to express themselves and share experiences, emotions and advice and inspire people who want to partake in this artistic universe.

When dreams come true.

*"I think it's good to make clothes for women in a summer spirit;  
It is so pleasant to go barefoot and wear a long skirt and a bog, cotton grandfather shirt, or lace pieces."*

Virginie Viard at Chanel



[charlottepringels.com](http://charlottepringels.com)

[@PURELOVEBOUTIQUE](https://www.instagram.com/PURELOVEBOUTIQUE)

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**TO BUILD A MORE MEANINGFUL  
FUTURE.**



# ECO SWIM WEAR. BRAZILIAN FASHION / SWISS QUALITY

TEXT: Elita de Caria

Established in 2018, Atelier 1202 is a brand of intimates, swimwear and accessories with a romantic minimalist vein, developed from the desire to blend the essence of Brazilian fashion with the high standard of Swiss quality, and use these multiple influences to present a fresh and simply chic design.

With this minimalist and timeless concept, the classic collection was specially designed to be used in spas, thermal baths and swimming pools.

Focused on the segments of intimates and swimwear women's fashion, the brand, created by Élitá de Caria (fashion designer with years of experience in the fashion industry), relies on its expertise in product development, coupled with research and selection of feminine, technological and touch-sensitive raw materials. The brand raises the flag of conscious consumption and works with certified suppliers and high quality fabrics, made in an eco-responsible and ethical production chain and using sustainable materials.

*"When I started to develop the brand concept, I knew that I needed the best partners on my side, so I chose Brazil, a place that I had the opportunity to meet great suppliers, to be my starting point for production. I have selected small certified factories that truly value the couturiers and producers with whom they work and who give me the high quality I needed to have in my products.*

*With the right partners, I created a first classical collection with the concept that I like to call minimalism romantic, with details that value the piece and that are functional, always giving priority to comfort. Today, most of my parts are made with fabrics with CO2 control technology and 50+ sun protection. This certification means that the entire production chain of these fabrics is made in a clean way, with recycled water, without toxic components in their composition and with a biodegradable fiber: When the product life ends and it is taken to the appropriate landfill, it takes 4 years to decompose, rather than 40 years like ordinary fabrics. When it comes to pieces such as swimwear and lingerie, which require a fabric with elastane to wear our body, this is the best technology on the market that we have today. For me, a sustainable company also contemplates valuing the work of the entire chain, avoiding waste and, even if we work with sales, find a way to disseminate conscious consumption. In my opinion, these are sustainable values that fit into any business model and in your personal life."*





Beach wear: [Atelier1202](#)

Model: [DonnaZed](#)

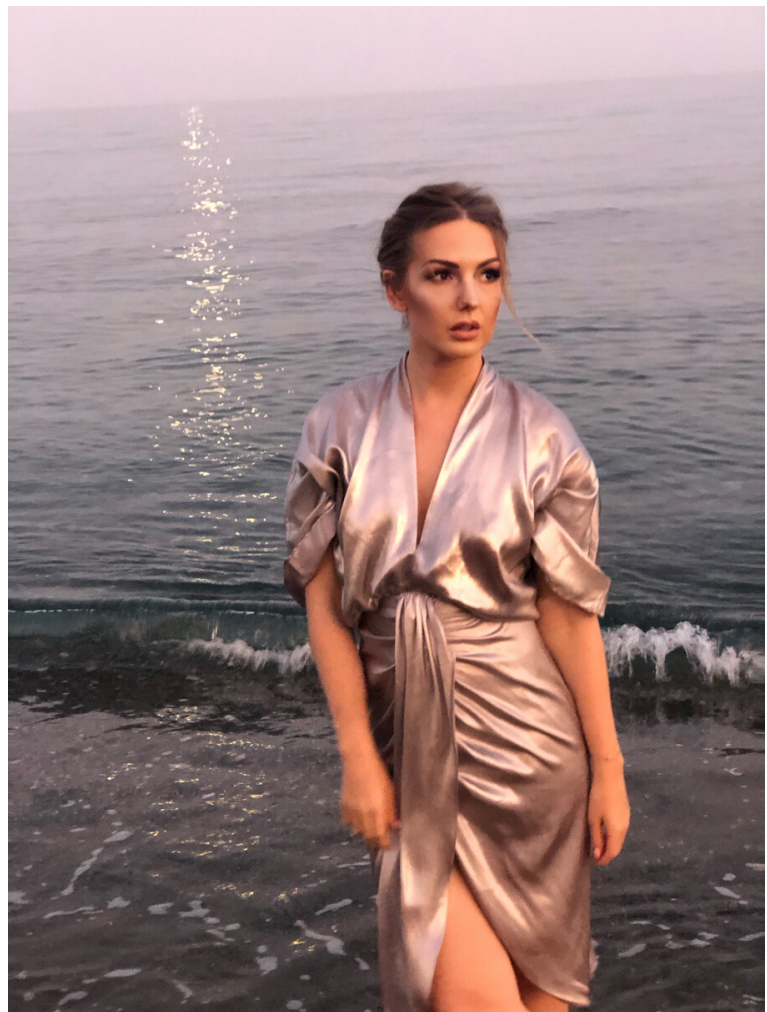
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[bainbleu hamman & spa](#)





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# A Millennial Approach to Luxury

Anna Blachut

When it comes to sustainable fashion in luxury it has become more than a buzzword; it has become a conscious necessity. In particular for millennial and Generation Z consumers.

In fashion, there has been a paradigm shift linked directly to the fact that these generations are exposed to the internet and social networks. Making them aware of social and economic issues linked to the way we consume and wanting to take action. Millennials are mindful consumers.

It's no longer sufficient to use the best quality leather for your designer handbag. Millennial consumers want the product to be made of ethically sourced raw materials that respect fair trade and use sustainable production practices.

So how are millennials are transforming the luxury market? And more importantly: how can we stay chic and sustainable at the same time?



Digital natives with a conscious, millennials like myself care about what and how we consume. 14% of consumers from the ages 18 to 24 complete their first luxury purchase online. What is more, today although millennials only represent 32% of spending in the luxury market, come 2025, millennials are expected to make up 50% of the luxury market (FORBES, 2019). Meaning that we have a direct impact on the luxury market as future consumers with a substantial purchasing power. Luxury brands aware of this are upping their green game. Conscious that luxury sustainability will become synonymous with our way of consuming fashion.

“Sustainability will continue to advance in importance,” Sarah Willersdorf, partner and managing director at BCG and Global Head of Luxury explains. “It will feed both the secondary-luxury market as well as give a lift to limited-run collaborations which show a brand’s respect for not flooding the market with too much merchandise.”

Some luxury fashion brands such as Stella McCartney are already way ahead of the game. In 2018, Gucci also eradicated fur from their collections in an effort towards ethical manufacturing their creations.





Purchase decisions are shifting and the luxury landscape with it. For example 56% of true-luxury consumers are attuned to luxury brands' stance on social responsibility. 62% choose to do business with a brand that supports sustainability over a brand that does not, compared with 50% in 2013. Interestingly, sustainable luxury consumers are primarily concerned with the environment (37%), animal care (27%) and ethical manufacturing (21%). Whilst millennials top priorities are on the environment (42%) and animal treatment (26%), versus Boomers whose primary concern is ethical manufacturing (32%). (FORBES, 2019)

The characteristics of millennial behavior are seeping into older generations— which accounted for 73% of luxury purchases in 2016. (Bain & Company)

## The stigma of second-hand luxury fashion goods is rapidly becoming a thing of the past.

“Second-hand luxury is rapidly becoming mainstream,” Willersdorf says. “And it is not just the lower price that attracts these true-luxury consumers. It is often the only way they can buy scarce, limited-edition, special sold-out collaborations missed the first time or vintage items.”

Breathing a second life into your wardrobe - traditionally considered less impressive than getting a new shiny item - is now the cool thing to do. Lending, renting and buying clothes second hand luxury goods is an eco-friendly trend in 2020 that is here to stay.

Unsurprisingly handbags make up 40% of all pre-owned purchases. The most popular and purchased pre-owned brands are the big players such as Chanel, Louis Vuitton, Gucci and Dior. With Vestiaire Collective at the forefront (BCG, 2019). I can honestly say that my first purchase was indeed a pre-loved Balenciaga City Bag bought with my first paycheck. The reasons for this? Firstly, it was a classic in Balenciaga's permanent collection and bound to stay in style for years to come.

Second, I happened to have spotted the exact same petrol blue bag on the arm of my favorite fashion blogger Chiara Ferragni.

And lastly, it was a little treat from me to me without breaking the bank but still investing in a quality, luxury item that I still have, wear and love. Timeless style, the product's quality and prestige are all key factors Millennials take into account when purchasing a luxury good such as a handbag.

Moreover, Millennials (myself included) are known to spend time endlessly exploring and comparing their retail options, both online and in-store. My favorite luxury resale websites include the RealReal, Ruelala and of course Vestiaire Collective.

Also if you are looking for a hard go find piece Lyst is amazing. Whilst Swiss equivalents include LuxuryLove and Reawake in Zurich and Downtown Uptown in Geneva.

PHOTOS: JULIA GEERKENS



# BREAKFAST AT METROPOLE



EDITORIAL

[brandmooks.com](http://brandmooks.com)



Mediam Suisse

Ring « Eau Douce », White Gold, set with 83 Round-Brilliant Diamonds  
and a 12.30mm Pearl

White gold ring "Aqua-Carbon" with a top color Deep Blue Aquamarine and  
3xExcellent DEF VVS Diamonds

High Jewelry Necklace "Star of Sapphire" in White Gold with 17cts of Star  
Sapphires, 0,85cts of small round Pink and Sky-Blue Sapphires and more than  
4cts of Top Quality Diamonds

Previous pages p22 p23:

Collection Romance Mini Pearls

Necklace, Bracelet, Earrings, Ring Bucherer Fine Jewelry white gold with diamonds

Page 23:

oasis penny wear it your way,

Mie blouse - powder blue

[birgitteherskind.com](http://birgitteherskind.com)

Page 22:

MME.MINK cheetah dress and sunglasses  
[mmemink.com](http://mmemink.com)





BUCHERER  
Collection Pastello  
Necklace, Rings Bucherer Fine Jewellery, pink gold and sapphires

Watch CFB  
Watch CARL F. BUCHERER Patravi AutoDate 34 mm steel

MME.MINK dress

PEARLS & JEWELRY: BUCHERER JEWELRY

DIAMONDS & JEWELRY: MEDIAM SUISSE

SUNGLASSES, DUVET & DRESSES: MME.MINK

PHOTO: GOLA PRO

LOCATION: HOTEL METROPOLE GENEVA

MAKE-UP: Ellie AVRAMIDOU

HAIR STYLE: YNES AT HAIRMANIA GENEVA

FLOWERS: PAME

MODEL & PRODUCTION: IZABELA SWITON-KULINKSA

ARTISTIC DIRECTOR: REJANE SALAUN

TEXT: Réjane Salaün



Sustainability is really the big theme—but it's not really a trend. Sustainability is something that is going to stay forever and we are now at the break point of the wave.

Another aspect I noticed since we started Brand Mooks is Collaboration. It's true that when you create your brand it's an adventure and it's always better to be two or three because you always need someone to share ideas and strategy with.

Now, when we look at MME.MINK collection, one might be surprised how simple it is. You see that Jan Headrich -the founder- is not looking to be the trend of the month. She is looking for clothes that have a life, that you can wear again and again, which is very much in step with, I think, sustainability, or at least, the way that fashion is going right now. Dresses have geometric patterns, they are light and fit bodies; iconic bags Brunch at Bergdorf are wool-made, they are practical and easy for every day use. They are also our great friends when we escape on weekends. The luxury brand is now very popular in North America and Brand Mooks agency is flattered to be the first to introduce it in Europe!

Jewelry was another one of this editorial essentials. They do not stand for something: it is for the one who wears them to define her own identity. It is an open door to identity. The question of sustainability is Jewelry will be evoked in FW20 publication as at B M, we claim that jewelry can be sustainable and circular. For this issue, Bucherer Jewelry, Carl F. Bucherer and Mediam Suisse are fabulous partners and supporters.

Thus I would conclude that there is much more in fashion that people can see in surface. That this editorial is proof that sustainability also means circular and that sustainability means women empowerment. Did you know that Hotel Métropole is runned by a woman? Héléne Lang-Lauper is the only woman leading a five-star hotel in Geneva.

"Taking care of children has nothing to do with politics.

I think perhaps with time, instead of there being a politisation of humanitarian aid, there will be a humanisation of politics."

Audrey Hepburn





Pendant « Couleur-Saphir », White Gold, set with 4.88cts of multicolor sapphires.  
Bague « Pinky », White Gold, set with a fine Pink Tourmaline, rounds pinks Sapphires and Diamonds.  
Earring « Orange Bleue », White Gold, set with Pastel-Blue Sapphires, "Mandarin" Garnets, round multicolor Sapphires and Top-Quality Diamonds.

EDITORIAL

[brandmooks.com](http://brandmooks.com)



MEDIAM SUISSE

Pendant « Palmettes » in Yellow Gold set with 144 DEF-VVS Top Quality

Diamonds:

Earrings « Rainbow Sphère » in White Gold set with 334 3xExcellent Top Wesselton Diamonds

Rings:

Ring "Diamond Cubes", White Gold, with a certified Round-Brilliant Diamond of 1.10cts -F VVS1 3EX None-

@MEDIAM SUISSE/HART

Collection « Flowers »,

Pink Gold. Collection fully customizable with Diamonds, Color Stones and different Gold Colors or Platinum @MEDIAM SUISSE/HART

birgitteherskind.com  
harper dress chinchilla



# NEW SKIN

Nicole Richmond  
Style Correspondent

I met Caroline Hirt, the heart and founder of REALTRUE at a swanky cocktail bar in Zurich, a few days before Christmas last year.

A mutual friend insisted that I met the designer of these gorgeous handbags. She sent me a photo and it was love at first sight! I had already begun to envision what I would wear with one of these incredible creations.

Caroline swept into the lounge like the force of nature she is, carrying two overflowing shopping bags full of her latest creations. Once our drink orders were placed, the real fun began. I dove into the aforementioned bags and pulled out one exquisite bag after another.

The first thing you notice is the vibrant colors- think brilliant red, electric blue, sunshine yellow, and an iridescent green. After my eyes had soaked in the tropical colors, I noticed the unique texture of the bags. At first glance, you can see the intricate details of the skin, but to the touch, it is smooth and supple. I had never seen anything quite like them before.

REALTRUE came to be by accident, in 2014 Caroline was traveling through Brazil looking for a new direction and some inspiration when she discovered a material that was made from the discarded skins of a local fish.

The **pirarucu** is the largest freshwater fish in the world, it can grow to be 4.5 metres in length and weigh up to 250 kilos. With her background in art and design, Caroline knew she had stumbled upon something special. Just like that, the seed to launch a collection of sustainable luxury goods had been planted.

However, it would take nearly 3 years before her first collection would launch. REALTRUE is sustainable in every sense of the word, every process in the supply chain has been vetted. Over 70 locals process and prepare the skins, in the tannery which is located in the mountains of Rio de Janeiro. They have been experimenting with their technique since 2009 and have developed a vegetable tanning and dyeing processes that recycles the water and do not rely on harmful chemicals. It takes 100 days of painstaking work, from catch to labour-intensive hand-processing steps, to get to a finished skin.

The design philosophy behind the brand is simple yet significant: form follows the material. Meaning that the skins dictate the sizes and shapes of the product.

Each limited-edition collection is made in small batches at a family-run atelier in the north of Italy.

It would be wrong to assume that in order to be sustainable you have to sacrifice quality.

The bags are made by artisans who have learned how to apply their classical techniques to a modern material and the results are just extraordinary.

REALTRUE not only has an aesthetic mission, but an ethical one as well. By only purchasing the skins from local fishermen they provide an additional income that dissuades many from illegal logging which is destroying the Amazon rainforest. The brand also pays homage to the country in which it was born not only by the exclusive colors but by naming the pieces after iconic places throughout Brazil like Ipanema and Copacabana.

Caroline wears her heart on her shoulder and while she would love to see women all over the world wearing her bags, she knows there is no room for mass production is not an option for her brand.

In the meantime, she plans to continue to be a champion for sustainable luxury goods by staying real and being true.

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[brandmooks.com](http://brandmooks.com)





[realtrue.store](https://realtrue.store)

# Milan Fashion Week FW 20

ARTICLE BY [IZABELA SWITON-KULINSKA](#) @bella\_zofia

This MFW has been both wonderful and then gloomy towards the end. Many people started to leave early as fashion shows were cancelled or performed behind the closed door. Bloggers, journalists and people within the fashion field left earlier to Paris and even I decided to book another train back to Geneva and felt very sad about whole situation. The Camera della Moda Italiana set up a special "China we are with you" campaign. 29 shows were broadcasted on Tencent and more than 16 million Chinese users watched them. I did feel that this fashion week was different than others, places and streets were not so crowded and many people were wearing masks to stay safer. In order to safeguarding public health Giorgio Armani was the first one who had his fashion show filmed in an empty theatre and after this other designers followed and some events were cancelled and fashion hub and press office closed.

However I still had a chance to see many fashion shows and presentations and I will share some takeaways with you of brands who are representing sustainable approach to fashion and caught my eye with their designs.

### ELEVENTY

Eleventy is a brand that I know and follow since few years now. Brand was founded in 2007 by Andrea Scuderi and Paolo Zuntini and is a sustainable brand within luxury segment. What is characterising Eleventy is that everything is made in Italy the group is outsourcing the production within their network of best specialists from Puglia to Veneto region. Fabrics used in their collections are environmentally sustainable and traceable.

During this MFW I had an opportunity to speak with Women's creative director Paolo Zuntini about the FW 20/21 collection.

FW collection brings some freshness to Eleventy as it's a first collection that is result of collaboration with a new designer, Cristina Ortiz (former Prada and Lanvin designer).

The main pillars of Eleventy style are kept, but there are some new elements added, like for example new colours palette. They added some pastel pink, apricot, dust and petroleum blue, and what is new to Eleventy is a black capsule collection, that is very classy and sophisticated.

When I saw FW collection for the first time I had these 70's vibes, but there is much more to it.

This collection combines: art-deco, architectural shapes, classical line, but also modernism. It's a beautiful harmony about past and future, mixing feminine and masculine energy, clear lines, elegance and quality above all. Each coat or dress I touched made me want to wear it instantly. It's an ultimate luxury that is wearable and its price range is kept on affordable level. Each creation is a timeless piece, they are meant to stay in our wardrobes for years and hopefully passed to our children. «It is a seductive collection rich in fine colour contrasts and hints to vintage modernism. An autumnal range of natural bright and vibrant colours that evoke the velvety and matt surfaces of artisan pottery softened by delicate and relaxed mélange hues illuminated by the minute reflections of the winter sky".

This is a description that makes us all dreamy and it's reflecting the collection perfectly. In the collection you can find a whole wardrobe pieces: rigorous Prince of Wales suits in feminine version, over-sized shearling jackets, duvet jackets, silk tops, versatile trousers and dresses that can be worn from morning to dawn. Mohair, merino and cashmere, everything is best quality.

Eleventy It's not a fast fashion trend, 100% made in Italy is a fact, ethical fashion is brand's philosophy and they keep on trying to stay more and more sustainable. I have been shown for example ELEVENTY T-Shirt made from organic cotton, it's not only ethical, but also quality is immediately different. The supply chain of creating this cotton is different to a normal one, they avoid pesticides, reducing production cost and locking more CO2 into soil, among many other benefits.

In this article I focused on Woman section, but they create for both, men and woman. In FW 20/21 Men collection they are mixing sportswear with classic, masculine cuts. They offer timeless pieces, with simple lines, attention to the details and quality. In Switzerland they are available in Bongénie Grieder and Jelmoli and are expanding very quickly. Eleventy is definitely a brand to follow and invest in their timeless, sophisticated pieces.

Affordable luxury and sustainability, all together.

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COLLINI MILANO



On 21st of February I visited presentation of Collini Milano 1937 at beautiful Palazzo Bagatti Valsecchi Museum is a historic house museum in the Montenapoleone district of Milan. Collini Milano 1937 collection that we were able to see was magical, surreal and rock 'n' roll. We could see power suits, strapless dresses, fabulous shoes and handbags collection. Animal prints and metallic accents, ancient symbolism on the fabrics, gothic inspirations and what I loved a lot... fur as an accent in different clothing. Creative director and CEO of the brand, Carmine Rotondaro bought Collini brand 2 years ago.

Brand was already established in 1937 as a furrier. During the presentation I found out that they have 100% no-kill policy and use only upcycled furs and add them to the pieces. Brand works with old furs, reworking, dyeing and then creating pieces and giving them new life.

When it comes to colours they presented pieces in deep black, golden metallic, midnight blue raspberry and deep green. Collinio Milano collection presented in this beautiful renaissance palazzo was very inspiring and dreamy and I can't wait to see more in the next season.

## EMERGING TALENTS MILAN

On 22nd of February I had a chance to see Emerging Talents Milan collective fashion show. Like in September venue for this highly desired Milan Fashion Week event was historical Palazzo Visconti di Modrone. ETM chose to present us work of 5 designers with different background and heritage and created beautiful show where elegance, internal beauty and originality was in focus. In order to be part of these shows organizers pay attention to crafts, traditions and embroidery of brands. They want us to stay more conscious about fashion in "fast fashion" times, choose quality over quantity, and be aware of production of clothing and "adopting production processes that have minimal environmental impact, researching of new materials and innovative solutions."

I have selected some looks from designers that I liked the most.

### STEFAN DJOKOVICH

His collection is called Collezione Notturmo di alta moda and is inspired with the night and Chopin's piano compositions.







DIANA CARAMACI

This designer presented collection designed especially to be shown during MFW with Italian touch. As the founder of the brand told me they only produce small runs of each collection in order to act again fast fashion. They try to produce most of the pieces made to order, so there is no need to keep large stocks of the items.

Diana Caramaci tries to get to customers emotions and leave an emotional mark on them, so that they get linked and attached to the pieces they buy. By creating pieces that can be fitted in more styles (casual, elegant, streestyle etc.), items start becoming durable. For me all Diana Caramaci's creations are piece of art, where she adds personal touch to each clothing and creates special experience to the woman that is wearing her designs.



URBAN KIMONO

This collection was by far my favourite and most unique. It's a Japanese heritage combined with Italian elegance. Urban Kimono pieces are made in Italy with the use of best Italian fabrics and craftsmen. "Urban Kimono is a women's collection luxury brand organized around the contemporary expression of the traditional Japanese "Kimono", with a basic shape that is modulated in different garments in terms of length, materials, embroidery and colours."



brand mooks



FASHION GATEWAY

[brandmooks.com](http://brandmooks.com)

# Milano MEN FW20

ARTICLE BY [IZABELA SWITON-KULINSKA](#)

Milan's best men fashion designers mostly follow traditional aesthetics and classic tailoring style.

However during MFW Men in January 20 I have discovered few young talents and designers who follow a different path. Their style is effortless, youthful and they are eco-friendly. There is a group of emerging talents supported by Camera Della Moda and I had a chance to see fashion show of one of them: Numero 00.

After the fashion show I spoke with Valerio Farina, founder, designer and creative director of Numero 00 about his sustainable approach and supporting Koalas in Australia.

He said that his collection is created with a use biodegradable fabrics, they created fabrics out of natural products, like coal, papaya, coffee beans and corn. It's very innovative and it's the first collection like this available on the market. He used Koala's in his collection in form of backpacks, in order to draw our attention to global warming subject. When asked about

Koalas designer said: "As for koalas, we all see what is happening in Australia. Millions of animals, including them, were killed in fires. We want to send a clear signal that man is contributing to climate change."

His collection was very apocalyptic, with tracksuits, oversize parkas all presented on a runway filled with leaves and it all was very much street wear with a cool and sustainable approach.





# Ethique & Responsable

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## mademoiselle L

**milite pour une mode propre et  
produit des collections capsules en mini-série.**

En 2012 le projet #A CROSS L pose les bases du nouvel ADN de mademoiselle L :  
Définir une image, un style et une attitude "mademoiselle L".

## A CROSS L

#A CROSS L est un jeu de mot né à partir de la collection part. I , collection qui s'est construite à l'intuition à partir d'une croix de Malévitch photocopiée et d'un autoportrait polaroid.

Avec le projet #A CROSS L , mademoiselle L se détache du calendrier des saisons de la mode. Plus de collection automne/ hiver ou printemps/ été, mais le projet est pensé comme un développement linéaire et continu avec des collections capsules #A CROSS L et numérotées. Les collections se suivent mais ne se ressemblent pas, mais la démarche créative est continue et évolutive.

Mademoiselle L réalise un concept de collection ultra light, avec comme expérience de proposer un produit qui résume chaque saison à un besoin urgent. Tous les processus sont compressés pour créer un produit, réaliser un projet et se faire plaisir.

Penser le vêtement et prendre une démarche en travaillant le design dans le but d'aller à la rencontre du marché tout en laissant le poste de pilotage à la créativité.

mademoiselle L choisit elle-même ses fournitures et travaille uniquement

avec de entreprises européennes : Suisse, Italie, France, Angleterre et Allemagne.

Pour la production des vêtements, Mademoiselle L collabore avec une entreprise dont le siège est basé à Zurich et l'atelier de production se trouve en Bosnie et Herzegovine, une entreprise garantissant le respect des conditions de travail.

mademoiselle L aime à repenser la mode : mettre le vêtement au centre de la démarche avec un travail élaboré de coupe et de tombé.

Travailler le style et le look sans concession pour le confort !

Mademoiselle L habille les femmes urbaines qui ont besoin de style pour une vie active.





TEXT LAURENCE IMSPETF  
PHOTOGRAPHY MADEMOISELLE L

[mademoisellel.ch/](http://mademoisellel.ch/)

[ig.mademoisellel\\_swissfashion/](https://www.instagram.com/mademoisellel_swissfashion/)



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**BEING NAKED IS THE #1  
SUSTAINABLE OPTION,  
we are #2**

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SOURCE: MCKINSEY GROUP  
#STATEOFFASHION2020  
NINA MARENSI

***“Nothing is black and white, unfortunately... It’s huge shades of green, really. That makes it very difficult because it lends itself very easily to greenwashing and misunderstanding... that can be quite confusing for the consumer,”***  
***Nina Marenzi, founder and director The Sustainable Angle.***

There is increasing response to consumer demand for newer business models which tackle over consumption, such as rental and resale, as predicted in last year’s report (“End of Ownership”).

Digitally native brands are taking different approaches. Everlane has committed to “radical transparency” through its supply chain. On its website it posts photographs of shop floors in its supplier factories, gives a voice to factory workers and shares price breakdowns.

There is movement among e-commerce players too. Multi-brand retailer Asos and Global Fashion Group’s The Iconic earlier this year introduced search filters for recycled fabrics.

Farfetch’s Conscious Edit targets sustainable products, and Zalando has expanded its sustainable offering.

While the absolute number of mass market products made from sustainable materials remains low, there has been a five-fold increase over the past two years. In some corners a materials revolution is under way, with recycled and lab-created textiles to the fore.

*“There is no sustainable material, per se, because for everything you need a resource,” says Nina Marenzi. “It’s a matter of how [long] the resource can stay in the [user] cycle, with the least amount of impact [from] extracting and processing, with end-of-life then being as easy as possible — going back into the soil or being used again for another purpose.” “It is very complex [but] having a much more vertical, integrated supply chain approach [means] you are in full control of your materials; the more vertical you are, the more you can mitigate [...] your impact on the oceans and climate and biodiversity.”*

### **Finally, some imperatives for brands.**

Their primary focus should be on helping customers consume fewer resources.

One area they can target is overproduction. Reduced supply, combined with an ambition to reduce discounting, can even have a positive impact on the bottom line.

Fashion players should consider fresh ways to tackle transparency, both at point of sale and across other touchpoints, understanding the need both to educate and emotionally engage.

While a revolutionary notion for some, brands at the forefront should also invest in the circular economy, breaking the link between production and revenue, back recycling and embrace sustainable materials and technologies.

One of the most immediately important things they need to do is take action to track and reduce environmental impact, moving beyond transparency to real action. That means setting concrete (ambitious, but achievable) targets and publishing roadmaps so consumers and investors can hold them to account if targets are not met.

This would be a strong step towards one day seeing collaborative sustainability roadmaps for the entire industry, providing clarity to the innovators and suppliers on the prerogatives for the future. None of these imperatives are easy, but taken together, they may finally tip the scale in favour of making more environmentally sustainable fashion a reality.

A number of industry leaders have voiced their commitment to sustainable offerings across their product ranges, which will likely catalyse a virtuous circle of awareness, considered spending and progress. Mass-market players, meanwhile, are continuing to work on reducing prices of sustainable options which have traditionally been priced at a premium. This will help a broader range of consumers make more sustainable choices.

Despite all this activity, the industry has a long way to go before achieving transformative change. In fact, Global Fashion Agenda’s Pulse 2019 Update reveals progress slowed in the past year, with most of the industry still not engaged. There remains a pervasive lack of consumer trust, amid accusations in some quarters of fashion industry greenwashing using sustainability as a marketing strategy without a significant positive impact on the environment.

One controversial activity is carbon offsetting, by which brands pay a third party to either capture carbon or avoid emitting, without reducing their own carbon footprint.

While an important step in accelerating de carbonisation, the practice in isolation is viewed by some as an excuse to take the easy route.



brand: [APPAREAL](#)  
photo: [wepopup](#)  
thank you: [Sauvetage de Genève](#)

# casa design



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**Knoll**



ETHICALLY

# DESIGN & SOLIDARITY: MAKE A STATEMENT IN THE MODERN HOME

TEXT BY: Heidi Christ & Piedra Lightfoot  
PHOTOS: ©UNHCR/ 6M Productions

Lighting is a way to make a statement. The pendant lamp hanging over your dining table, or floating above a prized chair, can set the tone for an entire room.

When it comes to alluring, modern designs, AAKS is a brand to watch. These elegant lampshades are hand-crafted in Burkina Faso. They are a study in contrasts. Structural shapes and soft finishes come together. Contemporary aesthetics are rendered using traditional skills.

The designs are striking – and so is the story behind them.

Each lamp is crafted by Tuaregs, traditionally nomadic people who pass their artisan traditions from one generation to the next. In 2012, conflict in Northern Mali forced hundreds of thousands of Tuareg to flee their homelands. Many sought refuge nearby, in Burkina Faso.

Ghanaian designer and founder of AAKS, Akosua Afriyie-Kumi, began working with Tuareg refugees in 2016 with the vision of creating a new way to showcase the incredible Tuareg weaving and metal-working heritage.

Traditionally, Tuareg women decorative lids for food platters – these skills and shapes became the inspiration for AAKS lampshades, which are woven using local grasses, cotton thread and leather. The finishing touch is a brass plate, hand-hammered by Tuareg blacksmiths and affixed to the top of the lampshade.

For an expert weaver, each piece takes three weeks to make.

The collaboration between AAKS and Tuareg refugees was facilitated by UNHCR, the UN Refugee Agency, as a way to create opportunities for Malian refugees to be able to use their skills to earn an income.

Similar linkages between ethical brands and refugee artisans have been made around the world by UNHCR: the products being made are now brought together under the organization's new global brand, MADE51. It's an innovative approach to creating opportunities for refugees, which has garnered high-profile support from the likes of Sir Richard Branson and actresses Kristen Davis and Gugu Mbatha-Raw.

These amazing lamps—like the broader MADE51 collection—are a way for modern homeowners to make a statement that won't go out of style.



[made51.org/](http://made51.org/)



The designs are striking  
– and so is the story behind them.





# papa josette

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TEXT: GREGORY VEYRAT  
PHOTOS: PAPA JOSETTE



## brand mooks

We are driven by the will to propose you a high quality product.

It all starts by choosing sturdy and quality raw materials, like our sturdy steel frames and our skateboards made of seven inner layers of canadian maple.

We decided to use powder coating to assure that our quality products benefits maximum durability.

We are pleased to work closely with dozens of french societies in the conception of our furniture.

Papa Josette was born in 2014 in Orléans.

It all begins with a globular eyes goldfish won at the fair, and named « Josette ».

Then, as a joke to my 3 years daughter, calling her little Josette, she talked back saying : « YOU are a Papa Josette ! »

We found the name for our society !

Passionate of slide and design, the concept was born from the wish to unite my passions. I revealed it naturally through two fields furniture and ready to wear.

From 2014 to 2017, Papa Josette has developed and made itself known thanks to its quirky handmade customized furniture.

In 2019, in Annecy, a major transformation of the concept has been decided in order to meet the will to reach excellence in term of finishing touches.

We worked for months on our prototypes, combining originality and refined design.

We are now proud to propose you high quality furniture, adding a surprising touch in your interior thanks to customization, one of the main activity of Papa Josette 2.0.



Where to find PapaJosette ? Backdoor in Geneva  
And in the GQ London in April, May and June.

[papajosette.com](http://papajosette.com)

brand mooks



brand mooks



[brandmooks.com](http://brandmooks.com)



# LITTLE THINGS THAT MATTER

## MATER

Josefine Kilian  
Henrik Marstrand

### DESIGN, CRAFTSMANSHIP & ETHICS

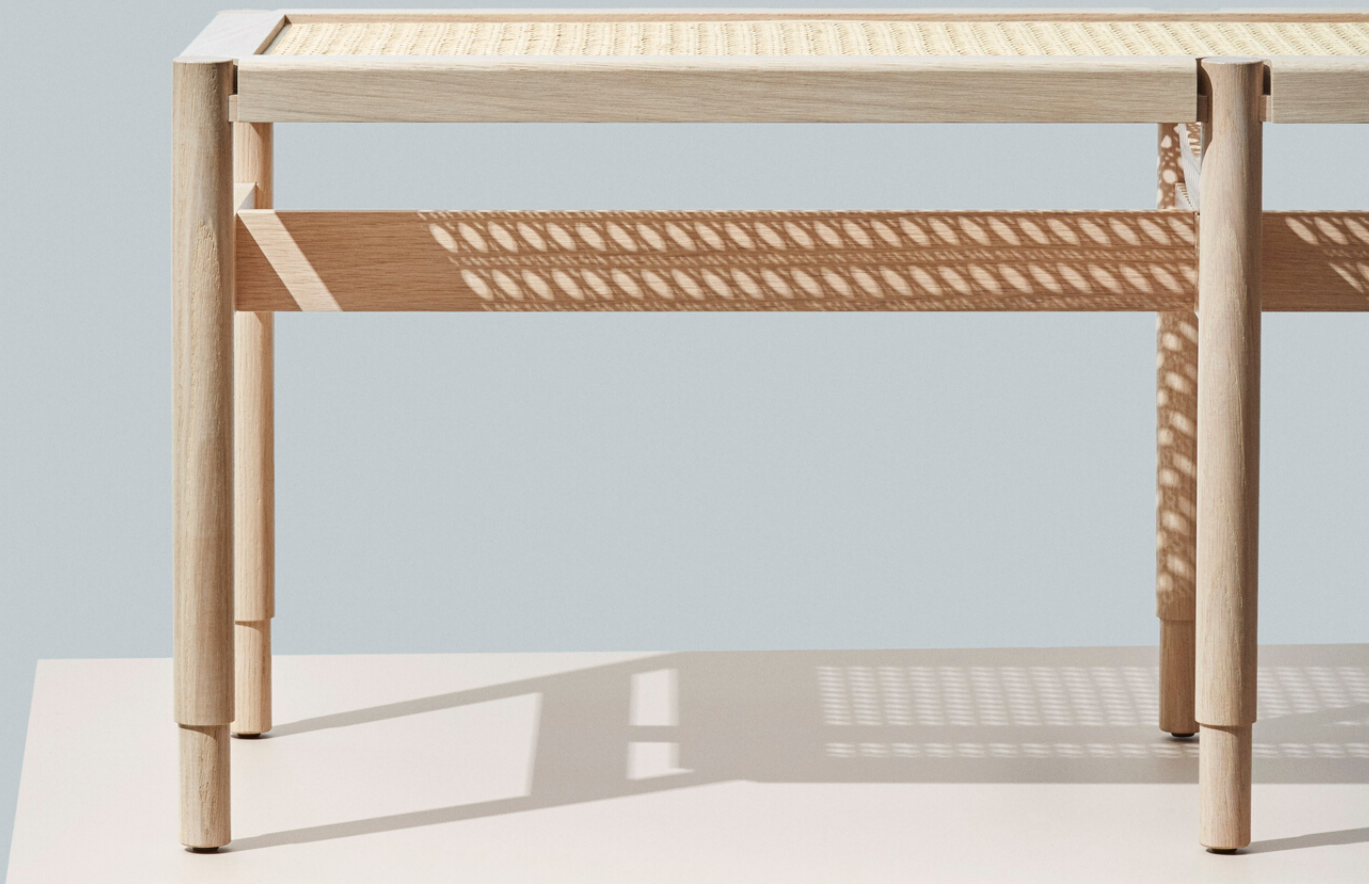
"We are committed to rethinking wasteful and non-sustainable manufacturing practices to create sustainable designs which have no adverse ethical, social and environmental impacts. We strive to limit any negative effects of its design process. Mater seeks to inspire consumer behavior, engage people in sustainable thinking, and make good design matter.

We believe that great craftsmanship and pure materials produce quality and durability — making a design that lasts a lifetime and ages beautifully. We partner with master artisans, exploring both ancient and modern techniques. From old wood turning communities to the newest LED techniques, we constantly explore materials and production methods that are environmentally friendly without compromising aesthetics."



[materdesign.com/](http://materdesign.com/)

brand mooks



[brandmooks.com](http://brandmooks.com)

authenticity  
simplicity  
&  
evergreen  
awareness

TEXT BY ROXANE ZIEGLER  
PHOTOGRAPHY WEPOPUP



brand mooks



## brand mooks

In the West many of us sum up Japanese living and design with these words : authenticity, simplicity and evergreen awareness.

These notions, central to the Japanese way of life are expressed through fashion, food, design, architecture and can be compared to a certain form of spirituality.

With the world's environmental challenges that we face today, the words resonate even louder and In that sense Japan is an example. It has shown the way by moving back toward a more traditional and environmentally conscious form of design and a more sustainable living.

Architecture in Japan is already acknowledged for its ecologically sensitive traditional homes as it is for its cutting edge green technology. Committed designers and brands in all areas continue to aspire to have a minimum impact on the environment yet at the same time not neglect their aesthetics.

Eco friendly and socially conscious brands which were once generally low-brow kitschy and boho crafty have evolved. Today many brands with elevated and sophisticated aesthetics have revolutionized this niche. Architects, designers, creators try to reconcile the esthetic quality with eco responsibility.

One good example of this trend is KNA PLUS a small textile company from the Fukui prefecture and established in 2007. Located in the countryside where the textile industry is thriving, they launched a collection of pleated tote bags woven with eco friendly fabrics, the brand is called Pleco. Their production is a combination of Japanese craftsmanship, aesthetics and an environmentally conscious design all rolled into one.

To produce Pleco pleated tote bags two sorts of fabrics are used.

One collection is made from a fiber derived from renewable resources such as corn starch called

Polylactil Acid or PLA is a woven fiber which naturally decomposes into the soil and is non toxic when burned.

The other collection uses material that is recycled polyester which uses PET. By using recycled polyester one lessens pollution, avoids filling landfills and lowers the demand for virgin polyester.

The line of tote bags is refined, sturdy and light. Offering a soft colored palette that flatters your look, the pastel colors range from pale orange to lilac and grey to blue, the bags are available in 3 sizes. Carefully designed pleats gently stretch out as you fill the bag. But don't be mistaken by the delicate look of the fabric, it can withstand weights ranging from 5 kg to 15 kg depending on the size of the bag. Functional, minimalist yet chic, the tote can be worn as the perfect accessory to your wardrobe or used as a shopping, a sports or a beach bag.

Proof that one can impact positively our environment and remain stylish.

[knaplus.com](http://knaplus.com)

TICK MY BOX is an innovative pop-up store concept which organizes temporary sales points

with changing themes in Geneva. Each pop-up event showcases the latest from brands and designers and offers a selection of lifestyle and design accessories.

Since customer expectations in the digital age have changed drastically TICK MY BOX believes that « retail » should reinvent itself in favor of unique and personalized experiences in order to connect brands with customers.

Pleco totes were part of a recent TICK MY BOX pop-up selection. Stock available.

For enquiries : [info@tickmybox.ch](mailto:info@tickmybox.ch)



# MIEN

TEXT: JULIETTE SENECA PHOTOS: INEO SWITZERLAND

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[www.ineocare.ch](http://www.ineocare.ch)

Le nom de la marque explique en lui-même l'histoire de cette aventure familiale, INEO vient du latin et signifie « je me lance, j'entreprends ». Ce nom porte un double sens : celui des fondateurs qui ont choisi de développer des soins ciblés et formulés spécialement pour les hommes, un marché en plein essor, mais il est aussi une proposition pour tous les hommes, « je me lance, je prends soin de moi ». En effet, bien souvent encore, les hommes n'osent pas s'acheter leurs propres produits, ou ne veulent pas de produits génériques, ils veulent des produits qui soient de très grande qualité, efficaces, frais, masculins avec une texture agréable. C'est la promesse d'INEO alors lancez-vous !

La caractéristique de la marque INEO est de se concentrer sur le choix des actifs à utiliser. Des actifs efficaces pour les hommes, qui soient aussi discrets que faciles à utiliser et naturels. Une attention toute particulière donc, facilitée par la localisation des équipes de formulation, au pied des montagnes suisses. La peau des hommes est épaisse et généralement grasse, c'est bien connu, elle résiste aussi plus longtemps au vieillissement, mais quand le temps passe, l'effondrement est plus rapide, on peut alors aider, essayer de ralentir ou même de réparer, mais c'est bien plus difficile de revenir en arrière que d'anticiper, d'accompagner, de protéger, d'aider. C'est la vocation d'INEO, recommandé pour les hommes dès 30 ans mais aussi avec des produits plus ciblés pour les hommes plus mûrs.

Avec une gamme à usage quotidien pour le visage composée d'un Hydratant Visage pour la clientèle en dessous de 45 ans ; d'un Serum Multi-Actions, qui s'adresse plus particulièrement aux hommes plus mûrs, hydratant mais aussi efficace pour lutter contre les effets du vieillissement de la peau ; d'un Contour des yeux, efficace à tout âge, que ce soit pour les lendemains de fête à 30 ans ou en usage quotidien sans attendre les premières rides ; et d'un Soins Visage Intense, à utiliser en cures nocturnes de courte durée, INEO couvre l'essentiel des besoins en soin du visage pour hommes.

Le lancement récent de la gamme sport d'INEO marque un tournant dans la cosmétique pour hommes.

Non seulement les hommes ont des produits formulés pour eux et pas simplement des produits dérivés de ceux développés pour les femmes mais en plus ils profitent pleinement de la biodiversité et des vertus de la nature Suisse !

Pour sa gamme sport, INEO a choisi le cœur même des montagnes Suisses, pour approvisionner localement ses actifs sélectionnés et produire au plus près, dans le canton du Valais, tout ce qu'il faut pour offrir des produits sains, naturels, qu'on peut apprécier jour après jour.

La gamme sport est dédiée à l'homme actif, aux moments où l'on recherche détente, relaxation mais aussi soins et prévention, pour repartir ainsi boosté et énergisé, après sa séance de sport bien sûr.

Testée en aveugle sur un large panel d'hommes, quotidiennement pendant un mois, cette gamme a été plébiscitée par des scores exceptionnels lors des tests d'usage qui permettent donc de recommander ces produits sans restriction.

Du bonheur d'une douche au Shampoing/Douche INEO, aux parfums d'arole du Valais et d'hydrolat de romarin bio jusqu'à la tonicité retrouvée grâce à la Lotion Tonique corps, à son huile essentielle de menthe poivrée et son complexe café/safran, vous apprécierez sans limite ces soins naturels. Les Crème Mains et Crème Pieds aux caractéristiques masculines et aux cellules fraîches de genévrier notamment sauront vous combler en pénétrant rapidement avec une texture agréable, sans film gras, pour vous procurer douceur, apaisement, et un sentiment de protection et de confort immédiat.

*The word INEO comes from Latin and means "I go ahead, I undertake".*

*This name has a special meaning: that of the founders who chose to develop targeted treatments specially formulated for men and that of men, who are actively taking care of themselves.*

*The characteristic of the INEO brand is to select powerful active ingredients for men that are as discreet as they are easy to use and natural.*

*Up to now, INEO offered a complete range of products for the face; of which a Face Moisturizer, a Multi-Action Serum, an Eye Contour and a Night Care. The recent launch of INEO's sports range marks a turning point in men's cosmetics. It is in the canton of Valais, the very heart of the Swiss mountains, that INEO sources its precious and effective active ingredients.*

*From the pleasure of a shower with INEO Shampoo/Shower, a regained tonicity with the Body Toning Lotion, to the Hand Cream and Foot Cream with masculine*

*characteristics and fresh juniper cells, this new range keeps its promise of freshness, of energy and of soothing.*







# La beauté aime la simplicité

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TEXTE : MARINA ANCHISI PHOTOS : WEPOPUP

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Notre peau est bien plus qu'un atout beauté, barrière de protection naturelle, elle empêche les indésirables de pénétrer dans notre organisme tout en absorbant ce qui nous est utile, comme les rayons du soleil qui seront transformer en précieuse vitamine D ou des huiles essentielles, des pommades pour soigner diverses affections, l'oxygène, la peau respire, et est un organe majeur d'élimination, elle rejette de nombreuses toxines au travers des glandes sudoripares.

La peau mérite notre attention, elle est le reflet de nos états intérieurs.

Une peau saine est lumineuse et douce à tout âge, les rides profondes et excessives sont dues principalement à une exposition climatique extrême, que ce soit le froid, le vent, le soleil, l'eau de mer ou à un climat interne anxieux, nerveux, dépressif, ... qui aurait altéré le fonctionnement de nos cellules. La regarder, la toucher, la sentir, l'écouter nous parler de ce que l'on ne voit pas.

La plupart des problèmes de peau viennent d'une acidification de nos liquides interstitiels, de notre terrain, résultat de notre alimentation, d'un manque d'exercices physiques et d'un état de stress continu qui surstimule la production de cortisol et d'adrénaline.

Ces deux hormones s'accumulent dans notre organisme, altèrent la circulation et la microcirculation sanguine, ce qui réduit l'apport en oxygène et en minéraux des cellules, ralentit les processus de détoxination et favorise les carences, la déminéralisation, les allergies, les rougeurs cutanées, l'acné, la sécheresse, les démangeaisons, les extrémités froides, les ongles cassants ou striés, la perte des cheveux, la fragilité osseuse et les pathologies inflammatoires dites de civilisation. Une boucle de réactions souvent compulsive se met en place, café car l'on manque de sommeil, sucres, alcool, cigarettes, ... pour éviter les émotions et ressentis désagréables, garder un moteur d'action leurrer, mieux ça que rien, ce qui augmente le stress, empêche un sommeil réparateur et le hamster continue sa course...

Ayant dit cela, on comprend rapidement que les meilleurs produits de beauté, sont l'équilibre et la gestion émotionnelle, un sommeil réparateur, une alimentation adaptée aux besoins individuel pour éviter les surcharges et favoriser une flore intestinale saine, une activité physique pour une bonne circulation et oxygénation sanguine, un bon métabolisme et une élimination facilitée des toxines par la sudation.

Les petits gestes de tous les jours sont très efficaces pour améliorer et maintenir une peau plus souple, douce et lumineuse quelque soit la ligne de départ.

A tout âge, commencer la journée par 3 à 5 grandes respirations en ouvrant sa fenêtre si elle donne sur un environnement « acceptablement » pollué sinon inspirer profondément un flacon d'huile essentielle d'eucalyptus, de pin, de romarin, de cèdre ou de menthe est une bonne solution pour commencer la journée, accompagner de quelques étirements et d'un sourire (stimule la sécrétion d'hormones du bien être).

Se laver à l'eau très froide est excellent, cela active la circulation sanguine, stimule la production de collagène et de sérotonine, hormone de la bonne humeur, maintient le tonus cutané, réduit la profondeur des rides ou prévient leur formation, mieux vaut prévenir que guérir et vous donne bonne mine !

L'eau froide peut être remplacée par des tapotements et légers pincements sur la peau du visage et du cou ou même être faits en complément. L'important, vous l'aurez compris est d'activer la microcirculation pour une meilleure oxygénation et nutrition cellulaire, vos produits seront mieux absorbés et votre teint sera plus lumineux.

Passez ensuite un coton avec une eau florale de votre choix ou utilisez un spray, plus confortable pour les hommes et appliquez des produits naturels adaptés à votre type de peau et vos besoins du moment. Le savon n'est pas nécessaire le matin, la peau étant propre, un rafraîchissement suffit.

Évitez les mouvements brusques sur votre visage, les muscles sont plus fragiles que ceux du corps, préférez les effleurages, les pompages.

Je préfère les baumes aux crèmes, ces dernières contiennent 80% d'eau donc inévitablement des structurants, une dose importante de conservateurs, pour la plupart des parfums et peu de principes actifs contrairement aux baumes qui ne contiennent pas d'eau donc 100% de matière et de principes actifs.

Utilisez des nettoyants doux, huiles, savons sur-gras, eaux florales pour maintenir un bon microbiote cutané et ainsi éviter les irritations, plaques rouges et le vieillissement prématuré de la peau.

Quelques exemples d'eau florale, le romarin est tonifiant, circulatoire, anti-oxydant, la rose est légèrement astringente, hydratante, antirides, la camomille est adoucissante, apaisante, équilibrante, tonifiante, purifiante, décongestionne les yeux, l'hamamélis est vasoconstricteur, idéal en cas de couperose, cicatrisant, la lavande est purifiante, cicatrisante, antiseptique, vous en trouverez beaucoup d'autres dans les magasins bio.



Veillez à manger suffisamment de protéines pour nourrir vos muscles et tissus, des fruits, des légumes de saison, des légumes lactofermentés véritables alliés pour votre santé et votre beauté, ils sont riches en enzymes, vitamines et minéraux, ils favorisent un microbiote sain, garant d'un bon système immunitaire et d'une meilleure stabilité émotionnelle.

Il suffit d'en manger une petite quantité avant les repas. Faites des cures de vitamines C, de magnésium, de maca, de spiruline, très alcalinisante, cette microalgue contient presque tous les acides aminés, vitamines et minéraux dont l'organisme a besoin. Bougez, marchez et étirez-vous autant que possible.

[m-miracle.ch](http://m-miracle.ch)

## Nos rituels. Ajuster ses besoins à son age.

Jusqu'à 25 ans un baume hydratant le jour après un nettoyage en douceur avec une eau florale sera suffisant.

Pour le soir, bien nettoyer son visage et cou avec un savon surgras et appliquez une eau florale. Votre peau produira tout ce qu'il lui faut la nuit. Plus simple vous ferez plus belle sera votre peau.

En cas d'acné ou de peau grasse, de teint brouillé évitez tous les produits asséchants qui ne font qu'empirer les problèmes en déstabilisant le microbiote cutané. Vous pouvez faire un masque à l'argile verte et blanche une fois par semaine, hydrater et protéger votre peau avec un sérum calmant la production de sébum et un baume équilibrant, appliquer de l'huile essentielle de lavande sur les boutons, elle est désinfectante, cicatrisante, régénérante, buvez beaucoup d'eau entre les repas, prenez des gélules de bardane et de pensée sauvage, drainez votre foie, limitez les sucres raffinés, les produits laitiers et les aliments industriels, chips, biscuits, conserves,...

Attention au soleil, l'amélioration est éphémère, il s'en suit une augmentation des sécrétions de sébum et un risque de taches pigmentaires.

Dès 25 ans, la production de collagène et d'élastine ralentit, privilégiez toujours la douceur et une bonne hygiène de vie pour maintenir le microbiote cutané, un gommage tous les deux mois est amplement suffisant et pas obligatoire si vous utiliser des produits exempts de chimie, de texturants et de parfum et que vous nettoyez correctement votre visage le soir. Le matin, hydratez votre peau avec un baume adapté à votre type de peau, le soir laissez la peau respirer et produire ce dont elle a besoin, ou appliquez un sérum hydratant non huileux.

Dès 35 ans soyez plus assidue à l'eau froide, à la gymnastique faciale, mais toujours la simplicité, la douceur et la qualité dans vos gestes et dans le choix des produits.

Le matin vous pourrez ajouter un sérum sous votre baume et le soir si votre peau tiraille après le nettoyage, mélangez une pointe de baume à votre sérum. Prenez plus régulièrement de la maca en plus de la vitamine C, du magnésium et de la spiruline pour soutenir la production de collagène.

Dès 40 ans, renforcer son terrain et commencez à préparer la transition hormonale avec l'aide d'un naturopathe.

Marina Anchisi naturopathe et conceptrice de la marque M.MIRACLE cosmétiques 100% naturels



# FOOD



**S U M M E R**  
**F O O D**



ICE **&** ROLL

# chemise blanche, gilet de costume noir noeud papillon

Ou comment présenter FOODART&CO

FoodArt & Co accompagne ses clients pour une organisation globale d'événements inoubliables et originales.

L'équipe vous propose plusieurs animations, comme des dégustations de cigares faits mains du Costa Rica, logotés au niveau de la bague, l'élaboration d'une sculpture de glace utilisé pour le bar, ou un distributeur givré de Vodka.

Le mobilier fera partie de la fête, qu'il soit en glace ou lumineux ou version bohème chic.

L'offre caractéristique culinaire reste cependant la glace IceRoll, un concept novateur venu de Thaïlande.

Une manière innovante de réaliser une crème glacée naturelle sous forme de rouleaux sur une plaque à -30°C.

Les fruits frais et la crème sont transformés sous vos yeux pour obtenir des saveurs classiques et également surprenantes.

Le choix du nom reflète une animation culinaire qui évolue en fonction du maniement de deux spatules qui permet à la matière de se solidifie et de former un rouleau proche d'une fleur et ses pétales.

Le plaisir des yeux et des papilles est en éveil, une manière d'immortaliser la dégustation.

Deux gammes seront présentent afin de satisfaire les budgets : les classiques et Premium. Une carte Cocktail et salée sont également élaborées .

Camille Pedrini Perret fait partie de l'équipe et accompagne l'élaboration des recettes, elle a été formée à l'institut Paul Bocuse puis a suivi une grande carrière de chef à domicile sur la Cote d'azur et le bassin lémanique.

*Flagship product is the ICE ROLL, a concept which comes from Thailand. It is a sweetened frozen dessert. It is a unique stye of ice cream and a true culinary experience. Fresh fruits and cream are transformed to satisfy your taste buds.*

*The team is working hard to create new flavors and do culinary researches. Philippe Pascoet Chocolaterie and Chef Camille Pedrini Perret are part of this amazing culinary agency.*

*They propose two main ranges depending to your budget. And they also propose sweet and salt fingers food/cocktail menus.*

## ON AIME

- Produits frais et bio, locaux si possible
- Gobelets biodégradables
- Cuillères en amidon de Maïs
- Barquettes bateau en bois (provenances forêts protégées)
- Serviettes en papiers recyclées

## WE

- *Local & fresh organic products*
- *Biodegradable cups*
- *Corn starch spoons*
- *FSC wood trays*
- *Recycled paper towels*



[FOODARTCO.CH](http://FOODARTCO.CH)

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# BRAND MOOKS

merci.

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