

PKR 350

GRAZIA

PAKISTAN

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AUGUST - SEPTEMBER 2020

SHOES
FOR THE
SEASON

FUTURE OF THE
Fashion Runway?

HOT
SUMMER
TRENDS
2020

Tête-à-tête with
Barkha

Brain Behind Barkha Beauty

TOP
PICKS



GRAZIA

Editor's Note



The past few months have been extremely devastating and challenging for everyone around the world. COVID-19 has held us all in fear, fear for our lives and lives of our loved ones.

This issue has the beautiful Barkha Shewakramani as our cover girl. The brain behind Barkha Beauty tells us all about her journey of starting a beauty brand that has a number of big Hollywood and Bollywood stars hooked.

Summer is the time we all vacation and enjoy basking in the sun, so we bring to you two editorials that will have you dreaming of the perfect getaway!

Happy reading!

@zahraasaifullah
www.grazia.pk

Zahraa

ZAHRAA SAIFULLAH



Page 22



Page 32



Page 44

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YOUNG SINCE 1938

8 becomes infinity for a world without limits!
Forever young, as Grazia.



FEEL FIRED
UP ABOUT
SOMETHING
YOU'VE READ
IN GRAZIA?
LET US KNOW...

FROM THE DEPUTY EDITOR'S DESK



This year summer is very different than usual, but don't get yourself down, our priority is to stay safe and to keep our loved ones safe as well! Now you can download our latest issue and skim through the pages that take you over the best of fashion and beauty trends!

Our entire team has worked tirelessly to bring to you the best of fashion from all over the world. We hope you enjoy reading this issue and we hope you're home, keeping yourself safe!

Nashmia Amir

NASHMIA AMIR BUTT



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NEWS

- 06 Fashion Charts
- 08 10 Hot Stories
- Read all about what is happening around the globe, all the celebrities' update and much more

FEATURES

- Cover Story
- 22 The Beautiful Barkha

FASHION

- 30 Asad Laghari of Lvghari
- 32 Shades of Summer
- 42 Beige Babe
- 40 High Heels Higher Standards
- 44 The Summer Mood
- 57 Style Radar
- 58 New Era For Runways

BEAUTY

- 65 Sunset Boulevard
- 66 Lipstick Jungle
- 68 Hot New Trend

AND THE REST

- 70 Grazia Art
- 72 Rapid Fire
- 73 Contributor's List

FASHION CHARTS

Check out our top 10 favourite picks for the summery season

2

MALONE SOULIERS

Magenta pink with a hint of bright blue — these lovely long heels will have heads turning.
PKR 86,332
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1

DOLCE & GABBANA

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4

H&M

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5

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6

LOVESHACKFANCY

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7

SOPHIA WEBSTER

Shine from head to toe with the pair of Rosalind glittered sandals
PKR 75,060
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8

STELLA MCCARTNEY

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9

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10

GIVENCHY

A statement ring in gold and pearl is all the accessories you need
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10 HOT STORIES

EVERYONE'S BEEN TALKING ABOUT...



01

THE 72ND ANNUAL Primetime Emmy Awards nominations were announced Tuesday in a virtual ceremony in Los Angeles by comedian Leslie Jones as the event had to be reimaged over a digital medium this year owing to production restrictions resulting from the COVID-19 pandemic.

While online streaming giant Netflix bags a history making 160 nominations, Watchmen becomes most- nominated show with 26 in all, followed by The Marvelous Mrs. Maisel with 20. Ozark and Succession each scored 18, while The Mandalorian, NBC's Saturday Night Live and Pop TV's Schitt's Creek each earned 15 nods.

So did your favourites make the cut or were snubbed, read below for the main nominations of the 2020 Emmy Awards. The winners will be revealed on 20 September. The list only contains the major acting categories for the full nominations head over to the Emmys official website.

Outstanding Comedy Series
Curb Your Enthusiasm

Dead to Me
The Good Place
Insecure
The Kominsky Method
The Marvelous Mrs. Maisel
Schitt's Creek
What We Do in the Shadows

Outstanding Drama Series
Better Call Saul
The Crown
The Handmaid's Tale
Killing Eve
The Mandalorian
Ozark
Stranger Things
Succession

Outstanding Limited Series
Little Fires Everywhere
Mrs. America
Unbelievable
Unorthodox
Watchmen

Lead actor in a comedy series
Anthony Anderson, Black-ish
Don Cheadle, Black Monday
Ted Danson, The Good Place
Michael Douglas, The Kominsky Method

Eugene Levy, Schitt's Creek
Ramy Youssef, Ramy

Lead actress in a comedy series
Christina Applegate, Dead to Me
Rachel Brosnahan, The Marvelous Mrs. Maisel
Linda Cardellini, Dead to Me
Catherine O'Hara, Schitt's Creek
Issa Rae, Insecure
Tracee Ellis Ross, Black-ish

Supporting actor in a comedy series
Andre Braugher, Brooklyn Nine-Nine
William Jackson Harper, The Good Place
Alan Arkin, The Kominsky Method
Sterling K. Brown, The Marvelous Mrs. Maisel
Tony Shalhoub, The Marvelous Mrs. Maisel
Mahershala Ali, Ramy
Kenan Thompson, Saturday Night Live
Dan Levy, Schitt's Creek

Supporting actress in a comedy series
Betty Gilpin, GLOW
D'Arcy Carden, The Good Place
Yvonne Orji, Insecure
Alex Borstein, The Marvelous Mrs. Maisel
Marin Hinkle, The Marvelous Mrs. Maisel
Kate McKinnon, Saturday Night Live
Cecily Strong, Saturday Night Live

Annie Murphy, Schitt's Creek

Lead actor in a drama series
Jason Bateman, Ozark
Sterling K. Brown, This Is Us
Steve Carell, The Morning Show
Brian Cox, Succession
Billy Porter, Pose
Jeremy Strong, Succession

Lead actress in a drama series
Jennifer Aniston, The Morning Show
Olivia Colman, The Crown
Jodie Comer, Killing Eve
Laura Linney, Ozark
Sandra Oh, Killing Eve
Zendaya, Euphoria

Supporting actor in a drama series
Giancarlo Esposito, Better Call Saul
Bradley Whitford, The Handmaid's Tale
Billy Crudup, The Morning Show
Mark Duplass, The Morning Show
Nicholas Braun, Succession
Kieran Culkin, Succession
Matthew Macfadyen, Succession
Jeffrey Wright, Westworld

Supporting actress in a drama series
Laura Dern, Big Little Lies
Meryl Streep, Big Little Lies
Helena Bonham Carter, The Crown
Samira Wiley, The Handmaid's Tale
Fiona Shaw, Killing Eve
Julia Garner, Ozark

Sarah Snook, Succession
Thandie Newton, Westworld

Lead actor in a limited series or movie
Jeremy Irons, Watchmen
Hugh Jackman, Bad Education
Paul Mescal, Normal People
Jeremy Pope, Hollywood
Mark Ruffalo, I Know This Much Is True

Lead actress in a limited series or movie
Cate Blanchett, Mrs. America
Shira Haas, Unorthodox
Regina King, Watchmen
Octavia Spencer, Self Made
Kerry Washington, Little Fires Everywhere.

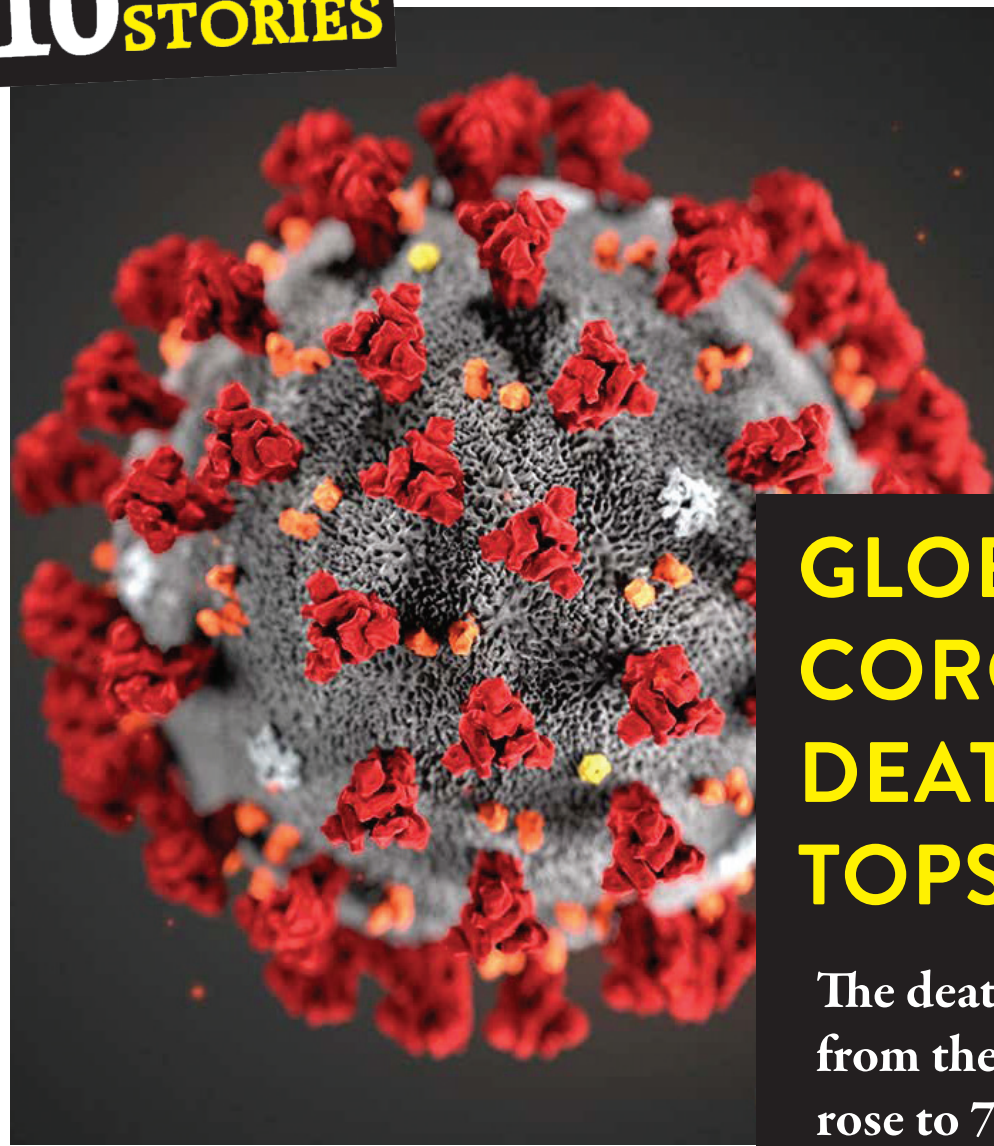
Supporting actor in a limited series or movie
Dylan McDermott, Hollywood
Jim Parsons, Hollywood
Tituss Burgess, Unbreakable Kimmy Schmidt: Kimmy vs. the Reverend
Yahya Abdul-Mateen II, Watchmen
Jovan Adepo, Watchmen
Louis Gossett Jr, Watchmen

Supporting actress in a limited series or movie
Holland Taylor, Hollywood
Uzo Aduba, Mrs. America
Margo Martindale, Mrs. America
Tracey Ullman, Mrs. America
Toni Collette, Unbelievable
Jean Smart, Watchmen



2020 Emmy Nominations: Zendaya bags first as Ramy and Netflix make history

Netflix scores record-breaking 160 nominations; Watchmen grabs 26 nods becoming the most nominated show.



02

GLOBAL CORONAVIRUS DEATH TOLL TOPS 700,000

The death toll worldwide from the novel coronavirus rose to 700,647, according to a running tally by the US-based Johns Hopkins University.

DATA SHOWED the total number of cases worldwide climbed to 18.54 million, with 11.13 recoveries. Brazil has the highest number of recoveries with more than 2.15 million, followed by the US with over 1.5 million.

While the US - the only country to cross the 4 million mark of infections with an excess of 4.77 million cases and over 156,800 deaths - continues to be the worst-hit by the virus, Brazil has over 2.8 million cases and more than 95,800 fatalities.

Also, the US and Brazil are followed by Mexico with 48,869 deaths and the UK with 46,295 fatalities.

China, ground zero for the disease, has registered more than 88,206 cases and over 81,200 recoveries, while its death toll stood at 4,676.

Overall, the virus has spread to 188 countries since it first emerged in China in December.

Despite the rising number of cases, most who contract the virus suffer mild symptoms before making a recovery. ■



03

'The Ellen DeGeneres Show' to not go off-air amid investigation

THE ELLEN DeGeneres Show executive producer says the show is not going off the air as workplace investigation continues.

A Twitter user wished him well in response to another tweet, also writing that "If the Ellen show goes off the air due to all these allegations... I hope you are able to find employment quickly." Lassner replied: "Nobody is going off the air."

Warner Bros Television sent an internal memo last week informing staffers that WarnerMedia would be seeking the services of an independent third-party firm, which will interview current and former employees about their experiences behind the scenes on the popular show, after one current and 10 former employees anonymously opened about their experience on The Ellen DeGeneres Show in an article.

Executive producer of the show, Andy Lassner, shared his thoughts on the future of show on Twitter

No specific claims against host Ellen DeGeneres were made, however, the article said that the producers made the set a "toxic work experience" for many.

Among the claims were mentions of being fired after taking medical leave or bereavement days, with others claiming they were told not to speak to DeGeneres if she was in the office.

On July 17, Lassner, along with executive producers Mary Connelly and Ed Glavin, expressed their regret over the former employees' experiences in a statement.

Additionally, in an internal letter sent to show staff, DeGeneres

apologised and said that she was committed to "having conversations about fairness and justice". ■



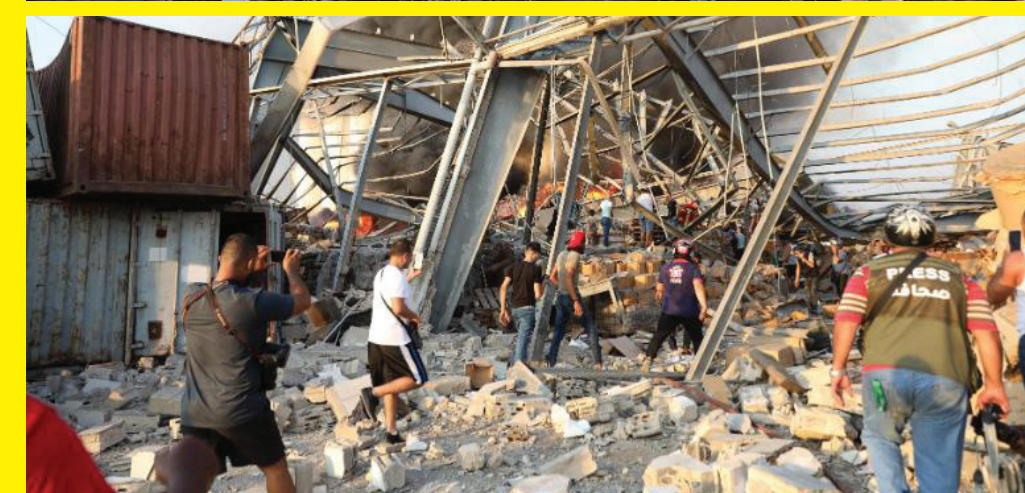


A MASSIVE explosion sent shockwaves through the Lebanese capital of Beirut on Tuesday at 6:07 p.m., killing at least 78 people and leaving 4,000 people wounded. Many people are also missing. The blast damaged buildings as far away as 10 km from the site of the explosion near Beirut's port.

Lebanon's Prime Minister, Hassan Diab said the cause of the blast was an

estimated 2,750 tons of ammonium nitrate, an highly explosive material. Diab further revealed that the explosive was stored for six years in the port warehouse.

The Prime Minister added, "I will not rest until we find those responsible for what happened, hold them accountable, and impose maximum punishment." ■



MASSIVE EXPLOSION SHAKES THE LEBANESE CAPITAL OF BEIRUT

The source of the blast is speculated to be highly explosive material kept in an unsecured port warehouse.

German football clubs agree plans to allow fans to return next month

The plan is subject to approval by authorities, with health ministers of the country's 16 states to meet first



FOOTBALL CLUBS in Germany's top two divisions recently agreed to plans drawn up by the league which could allow the partial return of fans to stadiums from mid-September, despite the coronavirus pandemic.

Under the plans proposed by the German Football League (DFL) for the new season, which starts on September 18, the clubs agreed on four key points.

Fans would only be allowed to sit, tickets would be personalised so spectators could be traced, alcohol at matches would be banned until October and there will be no away fans until the end of the year.

The plan is however subject to approval by German authorities, with health ministers of the country's 16 states to meet and discuss the issue.

Germany has recorded 211,281 cases and 9,156 deaths due to the coronavirus, and in April began easing curbs imposed to halt transmission.

But fears are growing over a second wave as daily number of new infections was steadily climbing

again, in recent weeks hitting levels not seen since May.

"The priority in Germany at the moment is not full stadiums, but people's health," said Christian Seifert, chief executive of the Bundesliga after a virtual meeting of the clubs.

"When and how many spectators are allowed to return to the stadiums is not a decision for the DFL to make."

The league's plans for fans to return has been the subject of debate among politicians and virologists in Germany.

Several fan groups have also criticised the plans, fearing long-term restrictions of their rights.

However, the league insists any changes would only be temporary while the pandemic continues to be a factor.

Seifert says the rate of infection must be taken into account and "should by no means be underestimated".

"Professional football can only return to normality in stages," he added. "We will have to regain normality in small steps. We cannot go from zero to 100."

After a two-month hiatus due to the Covid-19 pandemic, the final

nine rounds of last season's Bundesliga matches were completed behind closed doors in late June.

Amid tight hygiene measures, Germany was the first country to restart its league season which paved the way for other top European leagues to follow suit.

However, Bundesliga clubs lose millions of euros in match day revenue for each game played in front of empty stands and are eager to welcome fans back.

For example, Borussia Dortmund, who finished second to champions Bayern Munich last season, are planning to have up to 15,000 fans for home games next season.

On a typical match day in Dortmund, over 81,000 spectators would fill Signal Iduna Park.

However, Seifert said even a figure of 10,000 at matches would be hard to justify with large events banned in Germany until October 31.

"Nobody at the DFL will require a specific number of fans," he said. ■

AYYAN ALI HAS RELEASED HER DEBUT ALBUM

Former Pakistani supermodel-turned-singer, Ayyan Ali, has just released her first full length music album titled 'Nothing Like Everything'.

Ayyan
@AYYANWORLD

Friends there u go presenting u my very first album "Nothing Like Everything" that I started 5 years ago is finally released. Official Animated Videos & Official Music videos & & much more will be out soon guys!!! Stay Tuned!!! Youtube: hyperurl.co/Ayyan_Youtube



AYYAN ALI'S album has a total of 11 tracks that she says took her half a decade to make. "Friends, there you go. Presenting you my very first album Nothing Like Everything. I started it five years ago and it is finally released. Official Animated Videos and music videos and much more will be out soon, guys! Stay Tuned!" Ali said in a Twitter post.

Earlier this year, Ayyan Ali resurfaced on social media after a very long time. She had gone under the radar after getting caught up in a money laundering case some years ago.

She was proclaimed an offender by a court in a currency smuggling case in 2015. She was arrested for allegedly attempting to smuggle \$506,800 in cash to the UAE, past the Airports Security Force personnel at Benazir Bhutto International Airport in Islamabad. ■

Mean Girls Trends that are still 'Fetch'

The 2000s teen flick Mean Girls has been a huge influence on the fashion world and it is kept green until today. It is somewhere between the tiny bags and track suits we find glimpses of the 'Plastics' blessing our Insta stories.

MEAN GIRLS has always been ahead of the curve in the fashion industry with its trends sneaking in our wardrobes every now and then. It's not surprising to see a Mean Girls trend up-twisted or turnd in the entertainment industry till date. The classic of 2000 has made certain fashion points that you or your favourite celebrity love embracing.

Skintight Catsuit

Gretchen Wiener's skintight catsuit is still fetch like it was then. Gretchen dons a black suit to a Halloween party that hugs her like second skin and it is no shocker that we see the same worn by many people on Halloween and otherwise. Not to forget our very own Saba Qamar wore a similar but red catsuit in one of her latest projects.

The Pink Tradition

'On Wednesdays we wear Pink', the phrase has been circulating our caption with its variant versions. The phrase that originated from the movie is followed religiously until date. We have seen the 'pink' style statement with a tint of feminism very prominently in the fashion industry.

Many of the Pakistani actresses have



been giving out the blushy looks including Maya Ali.

The T-Shirt saying it bold

It is like an over the counter statement without breaking an utter. All in style from the Mean Girls. All three characters Gretchen, Regina and Karen effortlessly slayed in their t-shirts with bold slogans on. An airport look or a lazy Sunday it is good both ways. We see Mahwish Hayat donning similar kinds of t-shirts every now and then.

The Strapless Satin Prom Dresses

The satin dresses have been the heart of

red carpets and we remember beauties flaunting from the earliest days. Well, Mean Girls has been pioneer of the trend back from the 2000's. The character Regina wears one at the high school prom and the trend has never made it out of the window. We have seen many actresses following the trend including Mahira Khan complimenting one at the Cannes festival.

What started as a high school drama show has become the permanent resident in the fashion world after all! ■

Watch: 'Article 370' captures life of pregnant Kashmiri woman in curfew

A digital entertainment platform called See Prime has released its debut short film, titled Article 370, on YouTube, reported a press release.



08



THE PROJECT follows the chilling account of a Kashmiri woman named Gul-e-Rana who is torn between her life's biggest decisions after a curfew is imposed in Indian Illegally Occupied Jammu & Kashmir (IIOJK).

Article 370 shows the woman living a blessed life in the disputed valley, awaiting her beloved's return until everything turns upside down. And so follows an emotional tale of heartbreak, sacrifices and survival in the devastating circumstances.

"We couldn't have chosen a better subject for our first short film under the See Prime umbrella," stated

Seemeen Naveed, the Executive Producer for Article 370. "With See Prime, our vision is to come up with content that is engaging but meaningful at the same time. And the story of Gul-e-Rana perfectly fits the bill," she added.

Directed by Ibrahim Baloch, produced by Naveed and Madiha Majeed, written by Baloch and Shuja Uddin, Article 370 features Mariyam Nafees and Ghazala.

The short film marks the digital entertainment platform's first step towards sharing untold stories that are meaningful, original and clutter-breaking. ■



Actor Naila Jaffery 'harassed' in Gilgit

Veteran actor, Naila Jaffery, claims she was attacked in her Gilgit residence after videos of the same surfaced on social media recently.

ONE OF THE videos showed her yelling at the door from a distance, alleging that two men were pelting stones at her house from the outside. The other showed her trying to capture their faces through the gap between the doors. Upon seeing this, one of the attackers forced his way inside and in an attempt to snatch the phone from her hand, dropped it.

Jaffery revealed that the motive of the attackers was to evict her by force.

"I've been staying in Gilgit for two and a half years now but I was in Karachi before the lockdown.

I only decided to come back so I could continue my recovery surrounded by nature," affirmed Jaffery. The actor is currently fighting ovarian cancer and was diagnosed in 2016.

However, what followed was a series of psychological trauma and harassment, especially since she could not return to Karachi or find anywhere else to stay during the lockdown. "Upon my arrival late in March, I rented this house and told the owner that I planned on staying a year, giving him four months of advance. But during the lockdown, exactly two months after my stay, he told me that I needed to evacuate or

09

pay him extra otherwise he'll kick me out because he has sold the property."

She recalled explaining to the owner how she could not move elsewhere given the circumstances and told him that it was unfair of him to demand more money. "But that did not work so I had to file a petition and the whole situation turned into a court case which is still ongoing." ■



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Bell bottoms

Sensational washed out denim brands like Pierre Cardin and Calvin Klein took birth in the seventies. So, it is no surprise that nothing screams 70's like a good bell bottom with a Gloria Vanderbilt logo on the back pocket. The shape is flattering and versatile in its own unique way. It's not only perfect for a night out with your girlies but ideal for running errands whilst you grab your cold press from MOCHA!



Five wardrobe staples to channel your inner 70's diva this summer

Diane Keaton's pant suits in the 70's classic 'Manhattan' and Meryl Streep's tousled hair is the only thing getting us through this quarantine.

THE 70'S ERA, to say the least, was pure 'Iconic' mothering many timeless fashion trends that extended from bow tie blouses to high waisted denim all across the fashion horizon.

As summer makes its way through, these are five staples you NEED in your wardrobe to step up your inner retro diva!

Shirt waist dresses

This retro trend making a come-back has to be the second greatest thing to princess Diana's revenge dress. A fabulous one piece with a sprinkle of magic. This piece hangs beautifully by clinging around the waist, giving it a major feminine look. To dress up this effortless look, adding a statement belt can go a long way! Want to live out your royal fantasy? This is the staple you need.



Blazers and pants

Shout out to my lazy girls out there! This one's for you. 70's fashion without blazers and pants is like the music industry without Diana Ross; one isn't complete without the other. Pairing a monochromatic blazer with pants is the perfect way to achieve a minimal momager look. Count on these iconic boss women to inspire you!



Button down skirt

Button down skirts and bold lips name a better duo, we'll wait. The length, material and cut of this staple can vary, so explore what suits you best, along this wide spectrum of smoking hot and classy chic. This Parisian chic aesthetic is a sight for sore eyes this summer, making it a must have! If you're gonna strut down memory lane, you might as well do it in a statement skirt.



Graphic tees

Led Zeppelin fans, we did not forget you! Graphic tees were a huge part of the 70's. When Kelly Connor from Vogue tells you that 'a graphic tee can easily be the focus on a chic ensemble', you better take her word for it. This casual piece can add the edge that your wardrobe longs. Pair it up with flares, a sleek bun, your mini bag and voila! The streets of Manhattan await your arrival.

THE BEAUTIFUL BARKHA

Our cover girl this time is the beautiful and talented Barkha of Barkha Beauty! Here is what we got to know about her.

INTERVIEWED BY: NASHMIA AMIR BUTT

LOCATION EMIRATES HILLS, DUBAI UNITED ARAB EMIRATES MAKE UP ARTIST MELANI
PHOTOGRAPHER GREG ADAMSKI STYLIST AKANKSHA GOEL

Grazia: How was your life before Barkha Beauty -

Barkha: Life before Brakha Beauty looked like doing my education from the American university in Dubai and receiving my BA in fine arts. I have also done a degree in management and product design from the London College of fashion. Previously, I also worked for my father's multibrand store known as 'BE'. In the past I also launched a clothing brand 'Drama Queen' that revolved around dressing up different Bollywood celebrities. Even though these were all great experiences, it was a beautiful journey but somehow I felt creatively saturated and wanted to move onto the next chapter of my life. That is how Barkha Beauty was born.

Grazia: How did Barkha Beauty come about? Was it always something you wanted to do? What inspired you to launch it?

Barkha: As I suffer from systematic lupus, an autoimmune disease, I struggle to look my best everyday as my skin is prone to eczema. Therefore I wanted to create a brand that helps one feel good naturally. The search of a



T-shirt The Frankie
Jeans River Island
Shoes Roger Vivere
Hat Dior
Glasses Karen Wazen

perfect nude matte lipstick led me to create my brand. I always knew the ethos of my brand would be to enhance what's God given rather than to alter it to something different. I feel responsible towards my clients to uphold my belief in clean skin and minimal high quality makeup.

Grazia: What's a Barkha Beauty woman? Describe her in a few words for us?

Barkha: The ultimate Barkha Beauty woman is confident and has an undying passion for makeup. At Barkha Beauty I strive to create high quality makeup at affordable prices. Our makeup suits all skin tones. I strive on my inclusiveness for everyone. Therefore I think Barkha Beauty women can be anyone they want to be.

Grazia: It has been only a year since you launched your products, in such a short span of time they have made their way into Hollywood. How does it feel to have Hollywood big names such as Sophia Richie, Bella Thorne, Hailey Baldwin and Rita Ora wear your products?

Barkha: Most of the young Hollywood actresses find me relatable and approachable. Our journey started first as a friendship and then led to business. Over time they developed a sense of trust in me and they genuinely support my brand's ethos. Our products are manufactured in an all women run factory in Bulgaria. Therefore impounding the moral values of women empowerment into every step of brand. I think in today's day and age this makes us very relatable to many women including these young celebrities.

Grazia: Tell us a day in the life of Barkha, how does it start, and how do you go about it?



Dress Chanel
Shoes Alia

Dress **Valentino**
Shoes **Pretty Little Thing**
Hat **Gucci**



Barkha: I try to balance my daily life between work and family. I start my day with a turmeric ginger and gooseberry shot along with hot water followed by a cup of chai. My morning includes checking emails, Instagram and following up with my meetings and appointments for work. In the second half I am busy with my son's online schooling these days and I like to experiment by cooking new innovative dishes for lunch.

Grazia: What's next for Barkha Beauty?

Barkha: I would not only like to expand my brand worldwide but also use my Asian heritage to start a herbal, organic skincare line.

Grazia: Tell us a little bit about yourself, where did you grow up and tell us about your family?

Barkha: I grew up in Dubai. I was introduced to the world of fashion very early on in my life and attended fashion weeks with my father at age of 18 as he is into garment retail business. My love for the finer things and appreciation of beauty came from him and accompanying him to work. I got married at the tender age





Dress Gucci
Sandals Hermes
Jewellery Kansha



Short set Chanel
Shoes Dior

of 22 and was lucky to have a supportive husband who let me start my own business which was initially a clothing brand. My husband has been my strength from day one as he's been a major part of this process and has given me the freedom to evolve as a person and as an entrepreneur, fully.

Grazia: Some advice you would like to give to aspiring women entrepreneurs?

Barkha: I would advise them to not expect to break even in the first year as an entrepreneur. You should invest everything you make back in your business to expand it further. They should stay true to themselves by being proud of their roots. A lot of people advised me not to name the brand after my name and make it something more generic but I was proud of where I came from. I would like to tell young girls if you have a dream, believe in yourself and make it happen. Do not be dogged down by haters, it's the fire in you to prove them wrong that will lead to your success. ■

ASAD LAGHARI

The Creative Director Of LVGHARI

Grazia Pakistan got to know the uber talented man behind LVGHARI - a streetwear brand that has an interesting concept behind how it came about! Here's all that we got to know.



ASAD LAGHARI is a Pakistani-American and the co-owner as well as the creative director of a New York based eco-friendly streetwear brand LVGHARI. He launched his brand in November 2019. Recently, the brand captured the NYC scene and created a lot of hype with his latest shoot which shot his streetwear line alongside exotic cars such as Rolls Royce Wraith and a Mercedes Brabus G Wagon for his Cyberpunk themed products.

Nine months in, the brand is doing really well even when the world has been hit by a pandemic. Their Instagram looks impressive and they seem to be active in collaborating with influencers both in the US as well as in Pakistan. Being primarily



a US based brand at the moment, they are collaborating with mostly US based influencers and micro

influencers. They have collaborated with Celine Farach, an LA based model who has over 1 million followers on IG. The brand has also collaborated with Pakistani actresses such as Iqra Aziz for a giveaway and Anzela Abbasi. They did a shoot with Anzela Abbasi at YBQ's Artist Commune back in 2019 before the brand had launched. They also featured Anzela Abbasi in their music video, directed by the uber talented Asad Laghari himself. They have done their first official photo shoot in Madrid in an abandoned Church with 2 Spanish models, following a dystopian philosophy which seems to be the vision that Asad Laghari follows in all his product themes. The themes that you tend to point out are : Dystopia; Grunge and

Cyberpunk. In fact, facemasks were also part of the product shoot, and it was way before COVID-19 hit the world.

The philosophy and ethos of the brand seems to be very well thought out. This is probably due to the fact that Asad Laghari doesn't just design the clothes but is also a director and musician which enables him to have a much larger concept and vision for the brand image. He seems to be very passionate about the philosophy, history and culture of streetwear, having numerous blogs on their website about this very topic. He claims to be inspired by fashion designer Yohji Yamamoto, one of the first pioneers of the movements of

streetwear from post-war Japan. We were intrigued, so we did a little reearch on the creative director and the history of the brand.

Asad Laghari was born in New York but spent his youth growing up in Karachi, Pakistan and eventually moved back to the US. After finishing his studies at New York Film Academy in Film Making, he received a recommendation letter from his professor Andi Deliani, also a French Film Producer. He went on to shoot a music video for a song that he was working on. The music video was mainly shot in NYC with a few scenes later shot in Karachi featuring the Pakistani actress Anzela Abbasi. That's the first we saw of the brand before its conception.

"I was very particular about details such as the locations, the mood, the lighting and colors so I thought I'd design some tracksuits too. I had gotten a lot of positive feedback for the song and video, but also for the clothes. I wanted to continue to work on my portfolio for film, but it's expensive to keep shooting videos and takes a really long while to build up your portfolio, so I started working on the idea of a brand."

After creating several themes and designs in his room in Brooklyn, Laghari travelled to Spain to do his first photo shoot with a few friends who seem to be active in the high fashion scene in Paris and Milan.

"They helped me a lot with the business model. Even for the name, I remember I was considering a few options like Dystopia, The New Millennium and also Laghari, because I had already used it in my music video and they loved the name. They thought it sounded exotic. And I liked the idea of repping a cultural name, so I went with it."



After returning to Paksitan, Laghari worked out the final details including finding an eco-friendly manufacturer which is a huge part of the brands philosophy.

After launching the brand in November 2019 when he was back in NYC, the designs and styles really caught on, with the push from both Pakistani and US influencers. Right now, all the shoots seem to be taking place in the US, but they are hoping to shoot in Pakistan.

The brand is primarily US based, but very limited stock is available in Pakistan. ■



Models: **Maha Ishaq Tahirani**
and **Raahima Khan**
Photographer: **Daniyal Naqvi**
Styling: **Saad Sarosh**
Hair and Makeup: **Nabila**
Location: **Beach Luxury Hotel**

SHADES OF SUMMER

*Getting back to fashion with our
girls on a sunny summer day dressed
in vibrant and breezy numbers*

Outfits: **Zephyr**
Maha's necklace: **Noho**
Raahima's earrings: **Noho**

Outfit: Zephyr
Earrings: Paisley
Bag: Zara
Shoes: Model's Own



Dress: Zephyr
Earrings: Noho
Necklace: Noho
Shoes: Model's Own



Outfit: Zephyr
Earrings: Noho
Shoes: Model's Own



Outfit: Zephyr
Bracelet: Cartier
Shoes: Model's Own





GRAZIA EDITORIAL

Outfit: Zephyr
Earrings: Noho
Necklace: Noho
Shoes: Model's Own

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Love 100 patent-leather
pumps
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ALEXANDRE BIRMAN
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leather sandals
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Scarlet patent-leather
sandals
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THE ATTICO
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pumps
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ZARA
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Nubuck Belt
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POLO RALPH LAUREN
Stretch-Cotton Twill
Chino Shorts
PKR 17,447
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PKR 78,296
www.net-a-porter.com



MANGO
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www.mango.com



ZARA
Buttoned cotton sweater
PKR 4,320
www.zara.com

The Summer Mood

Summer 2020 didn't go exactly the way we planned but there's no harm in picturing ourselves vacationing at a resort, sippin' on a cool drink and basking in the sun.

PRODUCTION AND STYLIST

Teresa Serrano Gutiérrez

Instagram: @teinterntional

<https://teresaserranog.cargo.site>

PHOTOGRAPHY AND CREATIVE DIRECTION

Julio Sancho

<https://models.com/people/julio-sancho>

Instagram: @piktomatic

Manuela Suárez

Instagram: @suarez.manuela

M.U.A.H

Gala Philippe (Kuki Giménez Agency)

Instagram: @gala.philippe

MODELS

Christian Pérez.: (Fashionart Management)

<http://www.fashionartmgmt.com/project/cristian/>

Lourdes Coterón: (Line-Up Model Management)

<http://www.lineupmodels.com/women/main/31-lourdes-coteron/>

Him:

Suit: **Sandro**

Polo shirt: **Sandro**

Shoes: **Emporio Armani**

Hat: **Borsalino**

Her:

Short: **Atos Lombardini**

Heels: **Karl Lagerfeld**



Jersey: **Polo Ralph Lauren**
Swimsuit: **Guess**
Flip flops: **Tommy Hilfiger**
Sunglasses: **Tom Ford**
Watch: **Apple Watch**



Jersey: **Polo Ralph Lauren**
Swimwear: **Guess**
Sunglasses: **Tom Ford**
Watch: **Apple Watch**



Trousers: **Emporio Armani**
Flip flops: **Tommy Hilfiger**



Her
Blouse: **Jijil**
Bikini bottom: **Guess**
Skirt: **Fendi**
Earrings: **COS**
Shoes: **Prada for La Ducet**

Him
Jersey: **IKKS**
Trousers: **Asos**
Shoes: **Dsquared2**



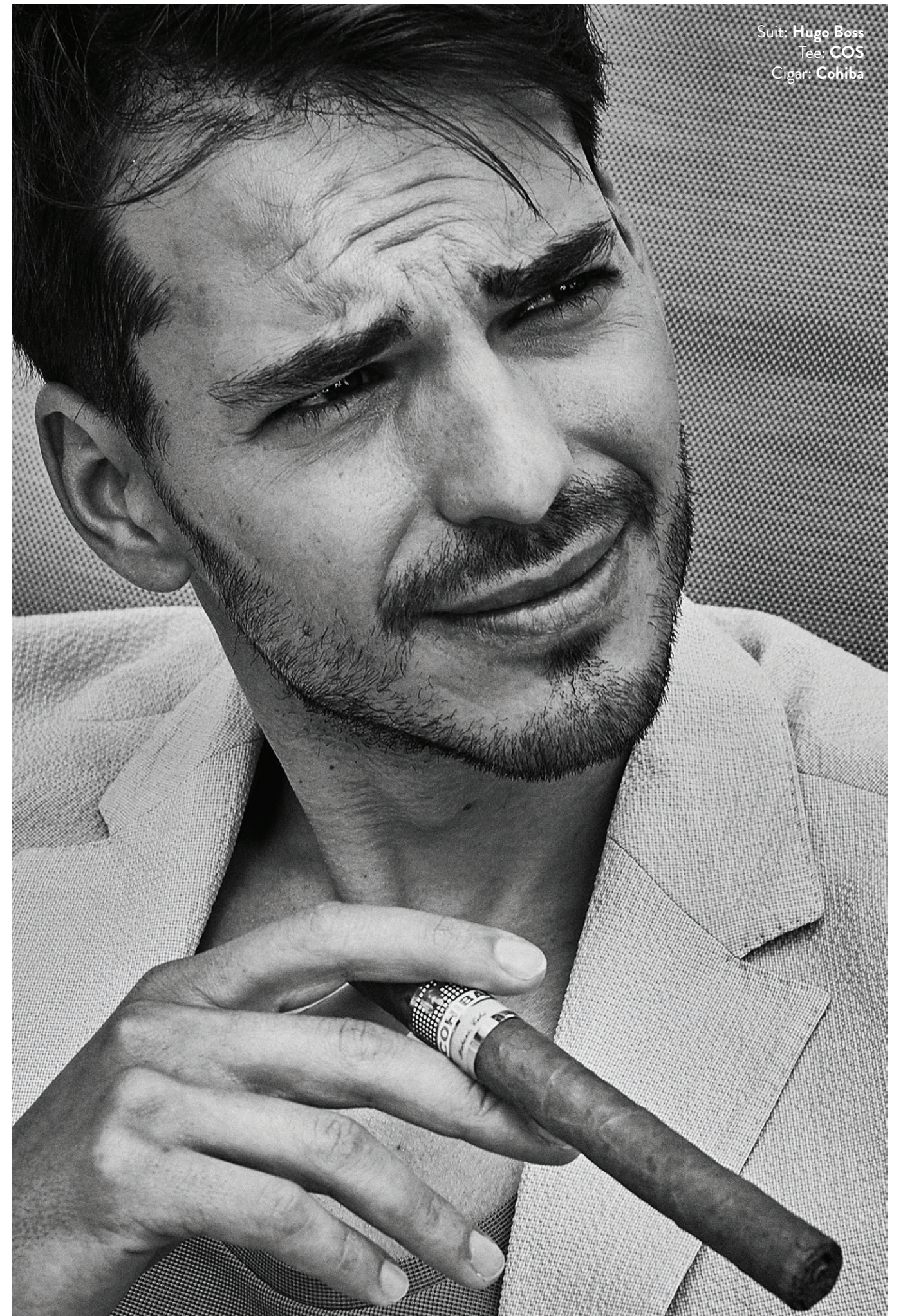
Suit: **Karl Lagerfeld**
Pullover: **Marciano for Guess**
Sunglasses: **Giorgio Armani**
Shoes: **Dsquared2**



Trousers: **Guess**
Flip flops: **Tommy Hilfiger**



Suit: **Hugo Boss**
Tee: **COS**
Watch: **Thomas Sabo**
Cigar: **Cohiba**



Suit: **Hugo Boss**
Tee: **COS**
Cigar: **Cohiba**

Bodysuit: **Marciano for Guess**
Sandals: **Chanel Vintage para La Duet**
Earrings: **Valley Girls**
Sunglasses: **Tom Ford**
Bracelets: **Emporio Armani**



Her:
Dress: **Hugo Boss**
Shoes: **Chie Mihara**
Sunglasses: **Victoria's Secret**
Earrings: **COS**
Brecelet: **Thomas Sabo**
Rings: **Thomas Sabo**

Him:
Suit: **Karl Lagerfeld**
Jersey: **Marciano for Guess**
Sunglasses: **Giorgio Armani**
Shoes: **Dsquared2**



Her
Turban: **The Brightest Eyes**
Dress: **Natalia Peró**

Him
Trousers: **Asos**

STYLE RADAR

BOLD, CURVY AND BEAUTIFUL

Bold and bright colour have proven to bring out the best of ourselves. With warmth and subtleness, lemon yellows and powder pinks are always a mood lifter and simply perfect for casual strolls in any season. Although our plus sized friends have mostly been hiding their voluptuous body behind oversized jackets, it's definitely time to get those bright tones out and work their radiant personalities.

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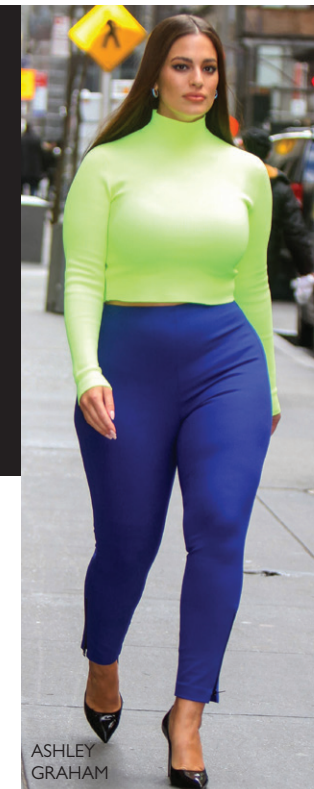
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REBEL WILSON



A New Era for Runways, Has the Pandemic Changed the World of Fashion?

As we make peace with the new reality amid the coronavirus pandemic, the fashion industry around the world is also trying to adjust to the new normal but a question mark remains on the future of fashion shows. Will we ever witness the adrenaline of the runway again?

THE WORLD started to change by the end of 2019 with the emergence of the coronavirus that has gradually at first and now has rapidly spread out globally. The unseen virus classified as a pandemic eventually spread all over the world within a few months of the first case being reported in China. The world soon came to a standstill when cases sky rocketed to more than 500,000 as the WHO began to initiate protocols to contain the escalating situation. With the growing

dynamics and the vaccine a dwindling hope, global economies started to plummet as tourism and public gatherings were notarised as hazardous with high risks of virus contamination, lockdowns emerged to set a sharp decline in businesses worldwide.

FASHION TAKES THE FALL

As the world slowly crept into an over cast of fear and worry, with cases rising higher than ever, greater restrictions were imposed. With zero flights and limited mobility, industries started to degenerate and the world of fashion being no exception. The fashion industry crumbled in the midst of the lockdowns with regular operations ceasing to exist.

Fashion is much more than the outfits





and labels; it is a global supply chain based over more than 200 countries interconnected from fabric production houses located in countries like Myanmar to retail stores across Europe and North America.

The disruption in this supply chain has caused hindrance throughout the globe.

China being the first country that went into lockdown caused a domino effect which subsequently created loopholes in fashion merchandise reaching consumers. With less and less fabrics being developed production houses shut in thousands, the fashion world quickly went into shutdown.

Italy — which is also the global hub of fashion faced a radical increase in cases which forced a nationwide lockdown while other major fashion destinations such as UK and USA had to also implement similar measures to control the virus spread.

With everything from production factories to retail shops and malls shut down, the business of fashion witnessed unprecedented losses, the impact of which has eventually trickled down to the working class while several high-end fashion brands like Zara have had to take to avoid bankruptcy.

No Runway
While the fast fashion industry faced

a more direct effect on its sales and business modules, luxury fashion also encountered its own set of challenges. A category of fashion that is a different institution all together with branding done through an ideology of exclusivity and runways, one of its biggest setbacks was the unanimous cancellation of fashion weeks and other prestigious events.

The fashion walk is referred as the most esteemed of fashion events of the year with fashion weeks made on

picturesque settings with great precision.

The novel virus disjointed runways from the fashion industry as physical conduct was discouraged for months on end. The Met Gala was postponed indefinitely at first and later cancelled — the first blow to the fashion world as the industry started to feel the heat from the ever growing pandemic.

Through the weeks major fashion houses such as Chanel, Versace and Prada



cancelled their Fall21 shows in light of the hazards of public gatherings. Though the Milan Fashion Week was successfully completed in early February, not all shows could be conducted as scheduled.

While fashion shows and many events were being cancelled abroad it soon became a topic of contention here in Pakistan as the local fashion industry was preparing itself for two of its biggest fashion weeks namely the Fashion Pakistan Week and Hum Showcase.

The much awaited shows that were to be held in the last week of March and through April were ultimately called off as cases escalated across the country.

FPC chairperson, Maheen Khan noted, “At this time of a global pandemic, we will assess the situation later during the year, with regards to the

rescheduling of Fashion Pakistan Week 2020. We have informed our designers and sponsors, who agree with our decision and together we’ll re-access later in the year.”

Though experts still conclude that second and third waves of Covid 19 are still being forecasted, the world of fashion has progressed amidst the horrors of the pandemic.

The Show Must Go On
In the light of the second half of the year, the fashion industry has risen from the ashes like a phoenix to reclaim its position in the world again. With runways like that of Dolce & Gabbana’s Spring 2021 Menswear show, the world was shown an optimistic hope. Changes were of course made with the change in venue to subsequent narrowing down of guests and the overall decorum that once glorified the brand’s once highly extravagant event.

The show was hosted at the garden campus of Humanitas University where all 260 guests were temperature checked and masks were made a compulsion.

“I don’t like the ‘digital show’ solution,” said Domenico Dolce. “The fashion show cannot be substituted with something on a screen. You need the physical contact, the human connection. Because fashion begins with people.”

The designs and the concept of the show was kept unchanged though many labels were cutting back on designs due to lack of fabrics, D&G pushed through to show that Italy hadn’t fallen from its glory as a top tired fashion icon.

Simon Porte Jacquemus went further off the grid with his Spring 2021 show, a quaint Val-d’Oise village outside of Paris known for its fertile soil for farming. Editors, friends and family, and a smattering of VIPs sat amongst the breezy stalks, strategically sectioned to keep everyone a safe six

feet apart as models weaved through fields of wheat in a collection titled L'Amour, or Love.

A New Reality

In Pakistan, there has been no inclination of a full-fledged fashion week though designers have begun to cope with the current situation. The fashion industry has been hit hard here with stores closed and the e-commerce business still not highly favoured amongst promising consumers.

The lawn season has suffered greatly which has pushed up the entire calendar for newer launches and upcoming collections.

In Pakistan, the annual fashion calendar is highly dependent on the weather. None the less, the resilience of the local industry has clearly shown with the numerous collections being launch regardless of the fashion weeks and the first-ever Virtual Fashion Week that was held a few months ago is also an example of the optimism that our industry thrives on.

In light of the unprecedented pandemic, creativity has challenged new leafs of exploration in visual display and technological advancements. Fashion brands all around the world have struggled with collection launches yet some have prevailed in their own forms on innovation and strategic displays.

For example, The Autumn-Winter 2021 Dior Haute Couture will be sent to clients around the world on 37 mini dressmaker mannequins. The concept won millions of hearts for its practicality



and for its ingenuity in the fashion world in early July.

Moreover, South African designer Anifa Mvuemba was the first to create an actual real time digital fashion show equipped with a digital runway. While many designers were focused on digital launches through pictures, Mvuemba was keen of using the scenario to her benefit. The remarkable and realistic fabrications and silhouettes were highly applauded worldwide.

Similarly, Pakistan's own fashion industry joined hands for the country's very first virtual fashion week where several high-end brands displayed a few pieces from their collections. Given the closure of salons and limited physical contact, models not only did their own hair and makeup being guided by the team at Nabila's salon but also filmed themselves walking in the designer pieces which were later donated to the frontline workers.

Hope On The Horizon

The fashion industry has always played a key role in protecting and safe guarding history and culture with its dynamic and creative minds. The world of fashion has gone through wars and has still channeled through, this being no exception.

The fashion community at large has come together in these trying times through numerous live sessions on social media as well as understanding the meaning of being alive. Self-realisation has opened doors to a great understanding of perspective and creativity.

The upcoming fashion weeks at New York, Paris and Milan from September are the true definition of hope and the brink of life we need to keep moving forward as a people, unified to fight away the isolation and desolation that each of us has fought through these past few months.

With the pandemic declining gradually since mid-July, we can only hope to once again take our place in the front row and roll our eyes or applaud at collections as models strut out on the runway. ■



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BEAUTY CHARTS

Get your hands on our 5 beauty picks of the month

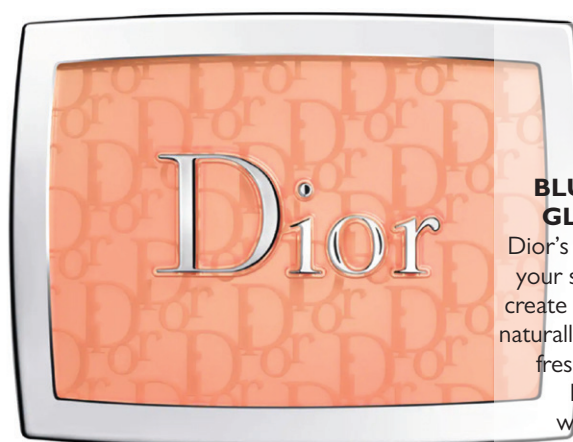
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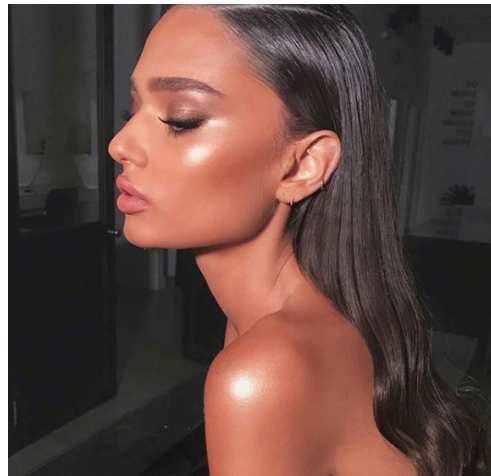


Hot New Trend: The Dolphin Skin

If you (like the rest of the world) have been obsessed with dewy skin, get ready to fall in LOVE with the latest trend that's taken the beauty-sphere by storm - dolphin skin. It's the perfect combination of yoga and glass skin. Wet-looking glossy skin, that looks as smooth as a dolphin – hence the name! It's luxe, sexy, and perfect for summer. Here's everything you need to know about the trend, and more importantly, all of the inside secrets to help you achieve the look at home. Seaside skin straight from your sofa? Yes please!



WET-LOOK skin has summer written all over it. It's that post-pool, sun-slicked, sea-spray speckle of dewiness that immediately serves up summer vibes. Since most of the beach and poolside luxuries are unavailable to us this summer, we can fake it with a little help from our makeup and give our freshly glazed complexions a spin during our socially distant picnics.



So...what exactly is dolphin skin?

Dolphin skin was coined by A-List celebrity makeup artist, Mary Phillips, whose devoted clients include Kendall Jenner, Bella Hadid, Kim Kardashian, Hailey Bieber and Chrissy Teigen. She recommends layering up on a series of glow-getters to maximize on sheen. In short: it's skin that's so glossy, it looks wet to the touch.

How to achieve dolphin skin

To achieve dolphin skin, Mary uses a combination of ICONIC London products. She begins by using the "ICONIC London's Prep-Set-Glow and Illuminator for a fresh, glowy look that won't budge," she says. Then, Mary recommends the Sheer Blush, to add a "sheer gloss of color to the cheekbone, to add to the dewy wet glow."

If you search #DolphinSkin on Instagram or TikTok, you'll be greeted with an array of makeup tutorials from influencers and MUAs using the iconic ICONIC London products!

However, to get the look, you can use any glow-getting formulas you can find. In fact, you should layer as many as possible! Here are our tips:

1) Prep + prime your skin

Like with any skin-focused makeup look, skincare prep is crucial. First and foremost, you have to remove any dead skin that's blocking your skin and making it look dull, to do so, opt for a gentle exfoliator. Follow up with an ultra-hydrating serum and moisturizer. Next, prime the skin with a radiance or mineral highlight-infused primer.

2) Highlight everywhere!

As you'd expect, the most essential product for this makeup look is highlighter. A crème or liquid highlighter is ideal as the formula will blend more seamlessly than a powder, for a smoother skin finish.

With this look, don't limit your highlighter application to your cheekbones. Apply highlighter wherever the sun would hit; above and below the brow bone, the bridge and

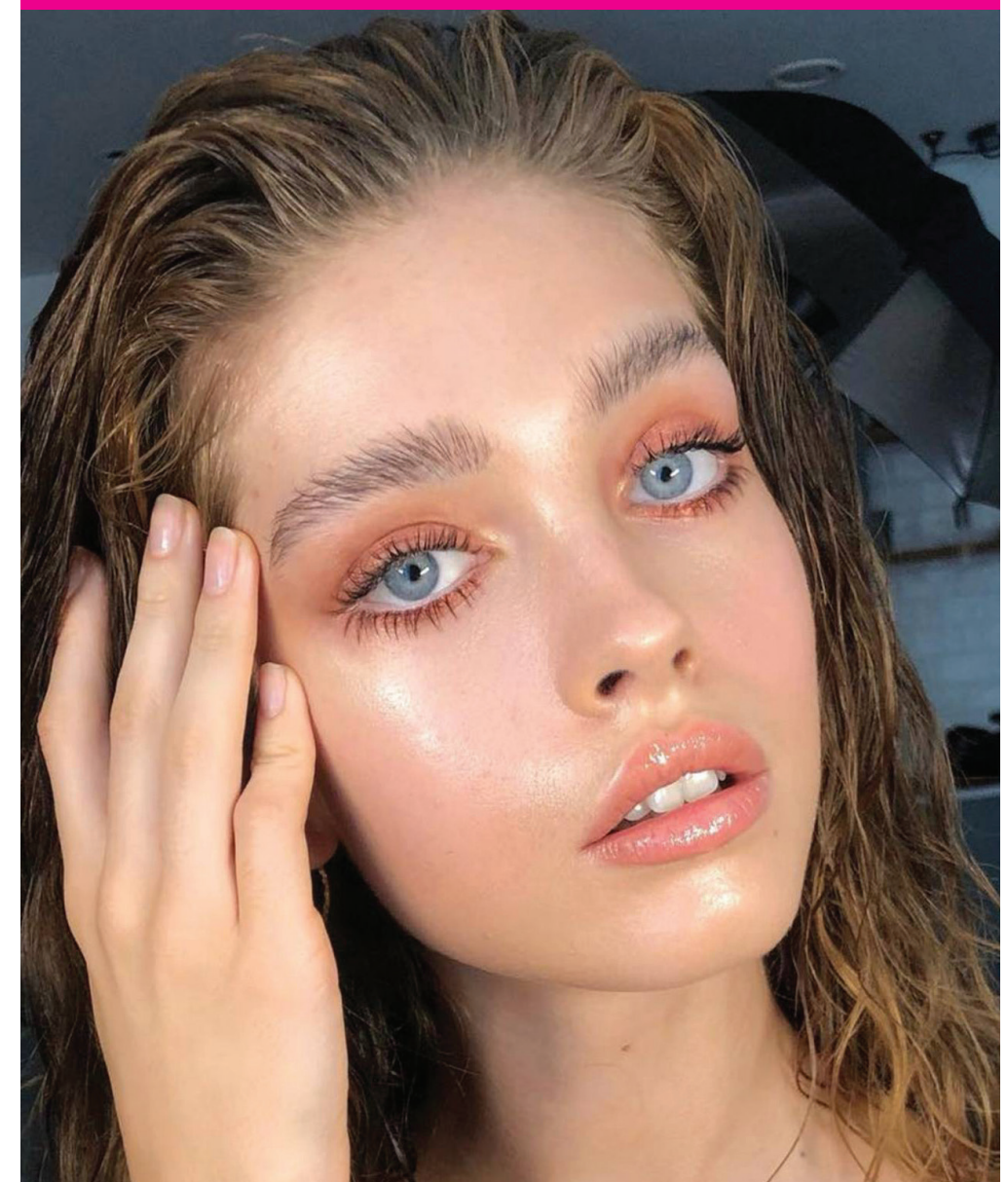
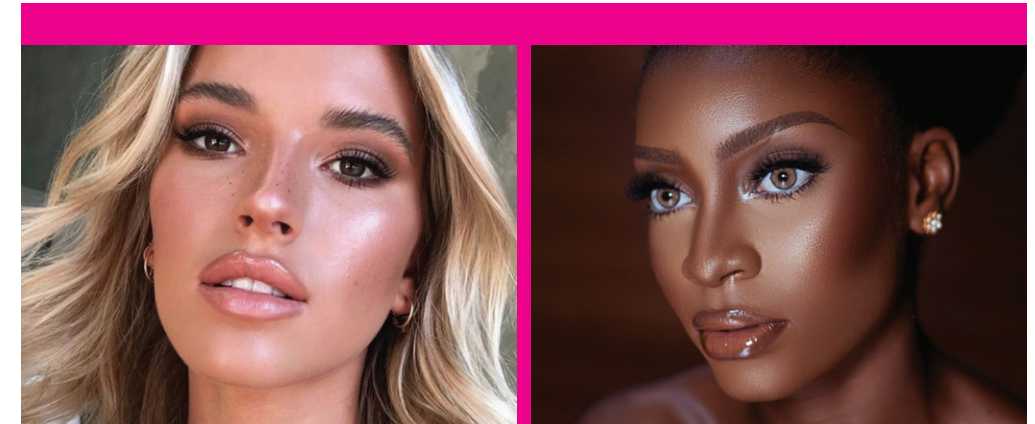
the tip of your nose, along the cupid's bow, and on the center of your chin. Finally, work the highlighter along your collar bone and the shoulder bones for a sexy skin finish.

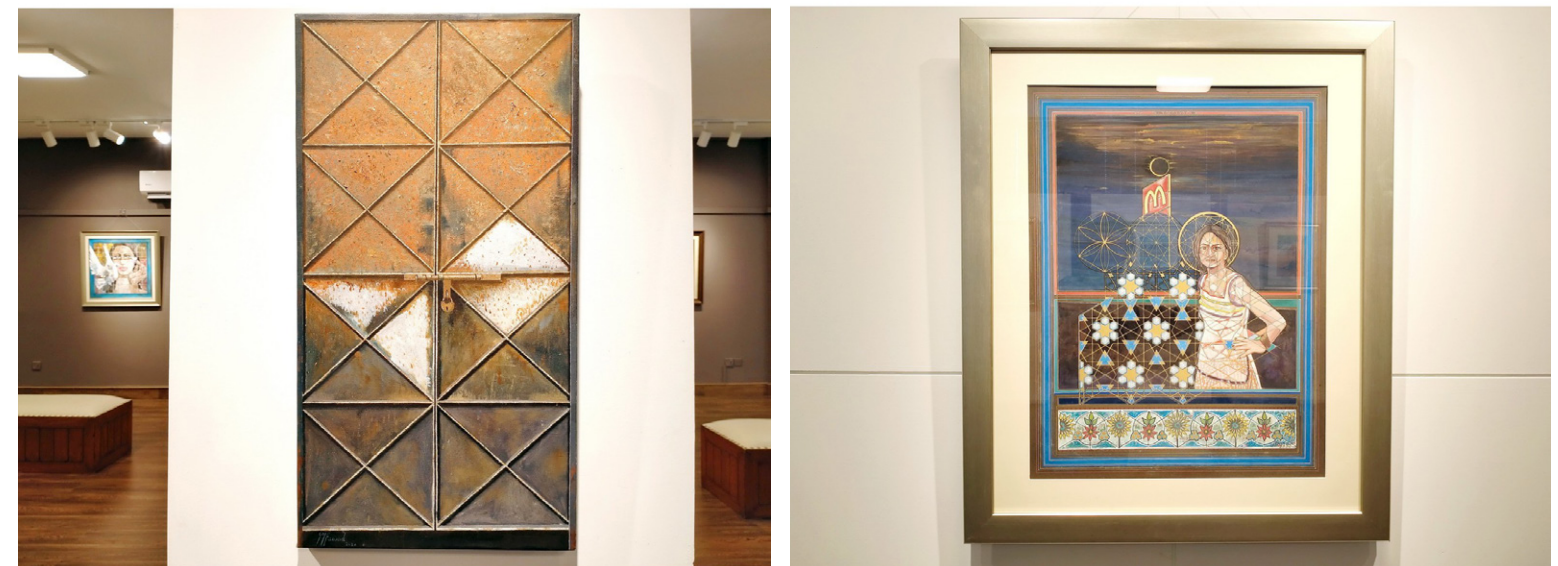
Once you've applied your chosen highlighter, take note from celeb MUA Alexx Mayo and grab a lightweight face oil. "For an extra glow, I use a face oil on the

high planes of the face for a finishing touch."

3) Use a hydrating mist

For the ultimate finishing touch, drown your skin in a glistening, hydrating mist or setting spray! You can also add this step to your prep and prime routine but be sure not to apply foundation over top while it's still wet – wait about 30 seconds before applying cream products. ■





ART GALLERIES FEATURING THE NEW NORMAL FED BY 2020

20 artists worked on fitting 2020 into a virtual art gallery exhibition in Karachi.

BY RABIA NADIR



2020 HAS befallen on the world and strung the new normals and virtuality together. Which are here to stay for a long time and nest in our minds. This year has configured things in ways that we would never have expected otherwise.

The house arrest and the isolation has made us long for things we never

thought we would. Things we took for granted like going to work every day or a random restaurant binge have become a predicament. This pandemic has made the creators go virtual and online with almost everything from grocery to education. And now art too.

Artciti, Karachi's famous art gallery has also followed suit with the virtuality and brought up art exhibitions to another level. They exhibited online on their website and called it '2020 The New Normal'. Not a shocker. Put down by twenty artists in a time frame of two months, the gallery has brought up the notion of embracing The 2020 and looking deeper into its upshots. It is what it is.

The exhibition revolves around the idea of homebound anxieties to safety precautions to the poverty crisis. It wraps all the ideas the pandemic has yielded. The art speaks volumes for the cons of house impound and the lockdown towards income, with high pitches.

These twenty artists have worked their fingers to the bone to wrap it all in limited frames with an oomph of optimism.

The virtual exhibition opens up like a

virtual book that flaps pages revealing a whole newer message with soft background music. The book prologues with a brief page of what the artists aspire to convey. Followed by their names, paintings, colors used, and the sale prices.

The artists have gone beyond the pale with the ideas and concepts of lockdown with a nice storytelling demeanor. This could be part of history in the upcoming years and younger generations would try to learn about this pandemic.

The exhibition was held from 16th to 30th July

So grab the ones you like as soon as possible and pay homage to the history that we are making. ■





RAPID FIRE WITH
MADIHA IMAM

We got a chance to catch up with the beautiful and uber talented Madiha Imam. We decided to play a quick round of rapid fire and here's what we found about her!

INTERVIEW BY SANEELA SWALEH

6. What's heavily played on your music playlist right now?

Taylor swift's Folklore and Bryan Adams (ha ha)

7. Must-have purse item?

A good book to read (always)

8. Describe Madiha Imam in 3 words?

Empath , Curious, a realist

9. Favorite solo artist?

Billie Eilish

10. Something you wish you could be good at?

Playing a violin

1. When are you most inspired?

When I'm around my support system or creatively charged performers at work.

2. What is that one thing you still have from your childhood?

A scrapbook from my 4th standard.

3. Tell us something you can't do?

Anything that involves standing at a height (would regardless want to give it a shot)

4. Heels or flats?

Heels

5. What makes you laugh no matter what?

My stunning friends and their lame jokes



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MEET OUR SUPER TALENTED TEAM OF INTERNS.

HARRAS WASIM, AIIESHA KHALID, RABIA NADIR AND RIMSHAH

KAMRAN WHO WORK TIRELESSLY TO MAKE GRAZIA PAKISTAN ONE OF THE BEST MAGAZINES IN THE COUNTRY!

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