

SP SAIF PUBLISHING

GRAMA

PAKISTAN

VOLUME 1, ISSUE 70
AUGUST 2021

Exclusive Interview



Slay Queen

Celebrity Makeup Artist

KANIZ ALI

ELENA
FERNANDES

SUPERMODEL,
ACTOR &
PHILANTHROPIST

Armeena Khan

BEAUTY
OF ALL
TIMES

GRAZIA

Editor's Note



We have a team of fashion visionaries who work passionately and tirelessly to bring you the best of all trends. We aim to strive higher and work harder to bring you the best of fashion and beauty from around the globe, issue after issue. We hope that you are staying safe and practicing social distancing. We must remain patient and responsible, the

solution is close but till then, please stay safe!

Grazia aims to be your one stop for everything fashion, beauty and lifestyle related. We hope you enjoy reading this issue as much as we enjoyed putting it together for you.

@zahraasaifullah
www.grazia.pk

Zahra

ZAHRAA SAIFULLAH



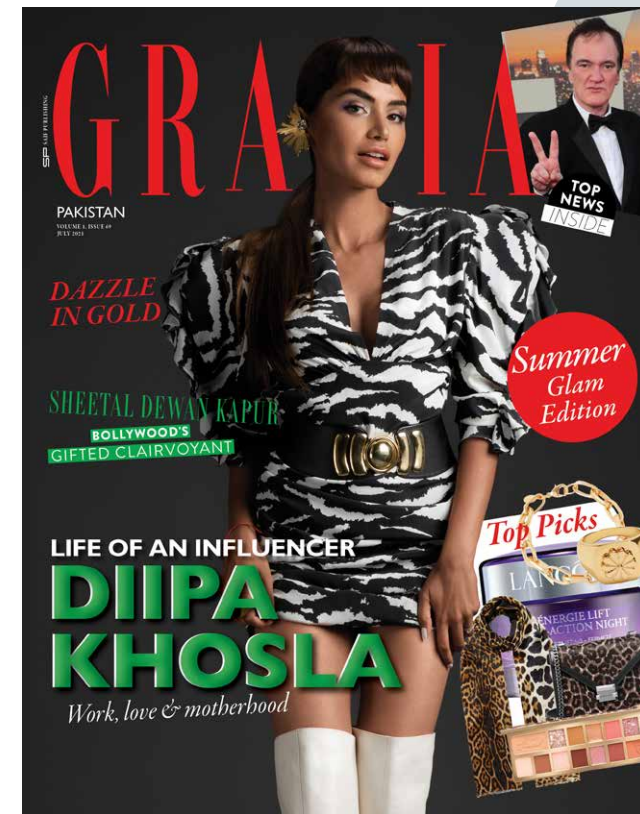
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FEEL FIRED UP ABOUT SOMETHING YOU'VE READ IN GRAZIA? LET US KNOW...

FROM THE DEPUTY EDITOR'S DESK



On the cover of our issue 70 we have one of the most breathtakingly beautiful women - Armeena Khan - donned as the bride of the season. Kaniz Ali, the international celebrity makeup artist worked her magic on Armeena Khan exclusively for Grazia. Our cover shoot takes you through the different styles of a bride, from the shaadi bride to the valima bride, you get to see all the different ways one can glam up for their big day. What is also interesting is that Kaniz Ali has shared all the products she used to get each and every look - more fun for all the makeup enthusiasts.

This issue also has an exclusive interview with Kaniz Ali where we get to know more about her journey of becoming a well-renowned makeup artist! Moreover, we have a very cool feature with Elena Fernandes – a face of Bollywood that we have seen in numerous big blockbusters.

We never leave our Grazia Men behind and so we have a uber-chic editorial shoot in Karachi that takes you through some clean styles to rock this season.

Happy reading!

Nashmia Amir

NASHMIA AMIR BUTT



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YOUNG SINCE 1938

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

GRAZIA

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Saif Publishing is a leading Pakistani publishing house, specializing in creating and circulating few of the major international lifestyle and fashion magazines. Saif Publishing launched HELLO! Pakistan in March 2012, setting the bar on local reporting on celebrity, lifestyle and fashion. HELLO! Pakistan is an aspirational lifestyle magazine, which has featured prominent personalities and celebrities over the period of five years since its inception. The newest addition to Saif Publishing's portfolio is with Grazia Pakistan, which is the first international fashion magazine in Pakistan and will break traditional publication norms for fashion and news in Pakistan, and venture into lucrative partnerships with international platforms. With HELLO! Pakistan catering to the high-end aspirational lifestyle target market, Grazia Pakistan is set to take over the inspirational fashion and news market, creating a style platform for the young, confident Pakistani women.

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10 on-trend fashion pieces picked out just for you

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3

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6

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7

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5

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8

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10

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This off white silk peplum top can be worn any day any time, be it a casual lunch or a fancy dinner.
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9

10 HOT STORIES

EVERYONE'S BEEN TALKING ABOUT...

01

FLEEING FROM the Somali civil war, Mohamed grew up within a refugee camp in Kenya before moving to Norway with her family when she was nine years old. Her move to Europe marked the beginning of her experience of religious and racial persecution shaped through years of stereotypical perceptions of her religion.

During her school years, Mohamed was bullied by her peers who subjected their taunts and assaults towards her headscarf. When the situation arose to an unavoidable level, her teachers at school decided that the only solution was for Mohamed to stop wearing her hijab.

Mohamed's achievement of becoming a fashion editor of Vogue shimmers a hopeful light, suggesting a more diverse and equal environment within the fashion industry. She addresses the idea of 'tokenism', the idea that she was hired based on the diverse value of her external presence.



Speaking to the media, she shared, "There's a lot of tokenism in fashion – you're hired because you tick, say, the Asian box. But one of the things that made me comfortable in this interview process was they knew how I styled and what fashion meant to me and the things that I tried to express through my clothing."

She added, "It wasn't just like, 'Oh yay, she's hijabi and black!' It was one of the first times I felt I wasn't there just for decoration, but for what I had to say."

On her social media, Mohamed has spoken about such incidents where she felt her agency to govern her own body and space was threatened.

"Their solution was that I shouldn't wear the hijab to school. Sitting in a

room full of adults discussing my body and what I could and couldn't wear as a young girl left more scarring than the bullying itself," she said. Her early experiences are evident in shaping her activism today, and the hopes with which she enters the world of fashion. She said: "When I washed my hands, everyone gathered to see if my colour was coming off."

The hijab has been instrumentalized as a symbol of oppression on a global scale. Mohamed works to dispel such tendencies, actively seeking to voice her opinion. In April she took to her Instagram page and began the trending 'Hands Off My Hijab' hashtag, aiming to discredit the French ban on the Muslim veil, which she defined as a "hateful rhetoric coming from the highest level of government" within her caption.

Within the same post, she discusses her experiences of being bullied and rejected based on her hijab. Her activism is also demonstrated through her daily posts in which she beautifully pairs streetwear with her headscarf, challenging western notions of beauty and aesthetics.

"I strongly believe the only antidote to hate crime is activism. Many governments have been on the wrong side of liberation and equality before", Mohamed explains in her post.

The intricate relationship between the body and identity plays a pivotal role in today's world. With the existence of various bodies of power, and the ways in which certain discourses gain momentum enough to become norms, certain bodies are automatically denied a holistic identity. Female bodies, especially those emerging from minority cultures and religions, are often forced to alter their appearance and existence in order to promote the world order and all the hierarchical categorizations that come with it.

The idea of a woman like Mohamed working for Vogue, which is considered the fashion bible of the world, is a necessary step towards a fairer and more equitable future.

In an interview, the model expresses



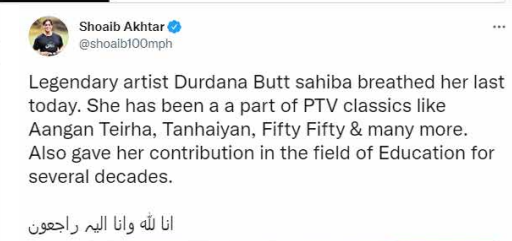
her appreciation for her position, "Vogue Scandinavia has taken the diversity issue to the next step, meaning creating [a] work environment where people of different backgrounds are being valued." ■



RAWDAH MOHAMED: FIRST HIJAB-WEARING EDITOR AT 'VOGUE'

The 29-year-old model, behavior analyst, and a mom from Somalia, has become the first hijab-wearing fashion editor of Vogue's Scandinavia issue. Her presence within the world of fashion signals an uplifting shift within the industry.





ACCORDING TO reports, Durdana Butt had been battling cancer but contracted COVID-19 recently. She was put on a ventilator when her condition deteriorated.

Born on May 9, 1938 in Lahore, she spent her childhood in London because her father was an education attache in Pakistan High Commission in the United Kingdom. Durdana Butt

02 VETERAN ACTOR DURDANA BUTT PASSES AWAY AT 83

Veteran actor Durdana Butt passed away in Karachi. She was 83. The renowned star was on a ventilator. According to the sources, Butt had been battling cancer.

started her acting journey in the early 1970s.

She graduated from the Kinnaird College, then got admission to the University of Toledo, where she did her PhD in Ohio Educational Administration. She also did a diploma in French from Paris and a Ph.D. in Public Administration from Spain.

She came into prominence when she appeared in comedy skit show Fifty Fifty on the Pakistan Television.

She rose to fame for her roles in dramas like Aangan Terha, Ruswai and Tanhaiyaan.

Apart from working in TV plays, she also starred in movies like Balu Mahi, Parey Hut Love, Ishq Positive and Dil Diyan Gallan.

Besides her acting career, she remained associated with Beacon House School in Karachi for a very long time being a qualified educational administrator.

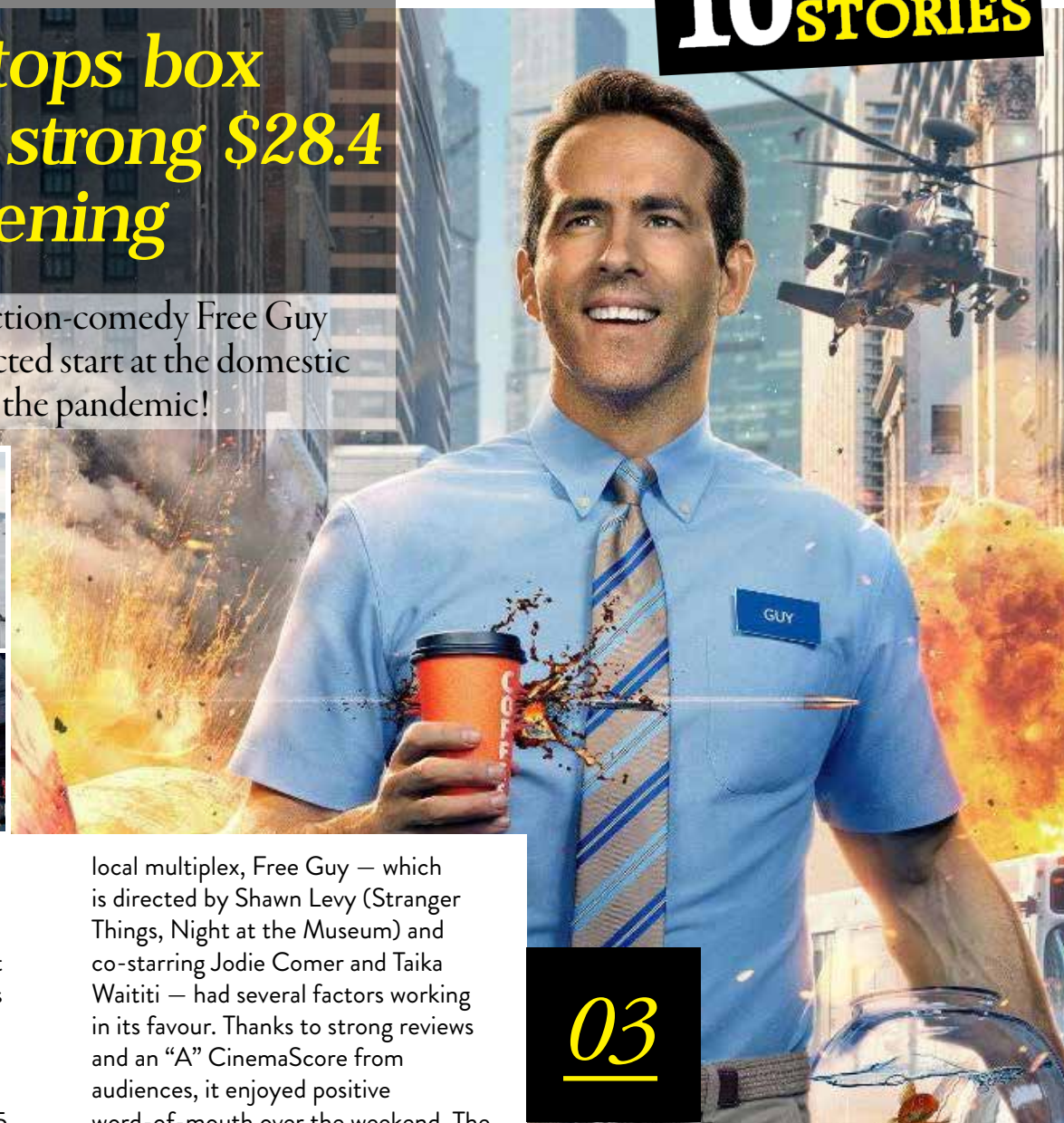
Soon after the news of her passing away broke out, celebrities took to social media and mourned her death.

Actor Khalid Malik shared the news of her passing on Instagram in a post captioned, "Durdana (dodi) apa has transitioned from this realm back to her Creator."

"The wise. The humorous. The insightful Durdana Butt is a special soul now back in His embrace," Malik added. ■

'Free Guy' tops box office with strong \$28.4 million opening

Ryan Reynolds' sci-fi action-comedy Free Guy had a better-than-expected start at the domestic box office, even during the pandemic!



THE MOVIE, from Disney and 20th Century Studios, collected \$26 million from 4,165 North American theatres. Given its production budget above \$100 million, those ticket sales wouldn't be much to celebrate in pre-pandemic times, but isn't a bad result as a plague sweeps the globe.

Overseas, Free Guy amassed \$22.5 million for a global tally of \$51 million.

Free Guy marks an interesting test for the film exhibition industry because it's playing exclusively in theatres, which is a rarity these days. Many high-profile films that premiered during the pandemic, such as Marvel's Black Widow and The Suicide Squad, were available on streaming platforms on the same day as their theatrical debuts. The few films offered only in theatres, like Universal's F9, Emily Blunt and John Krasinski's follow-up A Quiet Place Part II and Paramount's G.I. Joe origin story Snake Eyes, were each sequels in popular film franchises, unlike Free Guy, which is based on an original concept and isn't part of an existing movie universe.

Though covid-19 is undoubtedly deterring people from visiting their

local multiplex, Free Guy — which is directed by Shawn Levy (Stranger Things, Night at the Museum) and co-starring Jodie Comer and Taika Waititi — had several factors working in its favour. Thanks to strong reviews and an "A" CinemaScore from audiences, it enjoyed positive word-of-mouth over the weekend. The PG-13 film also benefitted because it appealed to older males, a demographic that has appeared to be less wary about returning to the big screen. In the case of Free Guy, 59% of opening weekend ticket buyers were male and nearly 80% were above the age of 18. Movies geared toward younger crowds, like Disney's Jungle Cruise and Space Jam: A New Legacy, haven't become box office juggernauts, mostly because families, especially those with unvaccinated children, have been more reluctant to go to theatres.

David A. Gross, who runs the movie consulting firm Franchise Entertainment Research, says Free Guy had "a very good opening under difficult conditions." Still, he points out, the movie business isn't close to returning to normalcy because covid-19 cases continue to surge and



vaccination efforts have slowed.

"Moviegoing has shown flashes of strength during the summer, but the delta variant has dampened any sustained improvement above 50%," Gross says. "In a healthy market, movies would be opening considerably higher and holding better."

Disney already appears encouraged by the results. Reynolds tweeted that the studio has approached him with plans for a sequel. In the first film, Reynolds portrays a non-player character who works in the background of a popular video game as a bank teller. Through programmers Millie (Comer) and Keys (Joe Keery), Guy discovers he lives inside a fictional world and finds himself in a race against time to save the game before the developers shut it down. ■



04

GAZA WOMEN CREATE COSMETICS FROM HERBS

For many years, Palestinian farmers have exported herbs to Europe where they have been turned into high-end cosmetics and beauty products.



RECENTLY, a team of Gaza women have brought the process home, extracting the essential oils themselves and creating products such as shampoos and moisturisers which are sold in 50 stores, including 30 pharmacies, across the enclave. How awesome is that?

From a factory in Gaza City, the internationally funded project's four staffers, all women, use steam distillation to draw out the ingredients from plants including rosemary, basil, mint, thyme and chamomile.

"When you hold the product, you feel like you are taking something from the earth – with no additives," Refqa Al-Hamalawi told the media of the project. The herbs are sourced exclusively from farms run by women.



Their range already has 17 products, including cleansers and body wash, under the brand GG which stands for Green Gold, a name for mint plants dubbed by the farmers of northern Gaza.

The project, aimed at empowering women and boosting the economy, is supported by Australia and the global charity Oxfam.

While small scale so far, the women involved say it has already begun to have an impact in Gaza, where unemployment hovers around 50%. Female unemployment is even higher at 62%, according to the Palestinian Central Bureau of Statistics.

Dawlat Marouf said before the project, she struggled to make a living selling mint and thyme she farms in local markets.

Now, she "wakes up every day at 5 am. to come to the field and prepare 40-50 kg ordered by the factory", the 55-year-old mother of 12 said. Marouf's daughter-in-law, Ekhlis, said she did not know herbs could be used outside of cooking.

The project will "develop us, make a source of income for our children and our families", Ekhlis went on to say proudly.

Pharmacist Narmin Al-Banna stocks the products at her store. "I like these products because they are natural and have no chemicals in them." ■

05



Famous YouTuber Zaid Ali T & wife Yumnah Ali welcome baby boy

Congratulations are in order for Zaid Ali T and his wife Yumnah Ali for welcoming their first child into the world.

ZAID AND YUMNAH tied the knot on August 18, 2017 and announced that they were expecting their first child in March this year. They shared an adorable video of their gender reveal party on YouTube a few months ago.

Zaid took to Instagram to make the announcement with a photo of little Izyan Ali Zaid holding his finger.

He wrote in the caption, "Alhamdulillah! [On] August 18th, 2021, we have been blessed with Izyan Ali Zaid." He goes on to add that the

birth of his son is the "best anniversary gift I could have asked for. Ya Allah tera lakh lakh shukar hai [Thank you God for your blessings]."

Fans and fellow celebrities have been congratulating the duo in the comment section of Zaid's post. "Congrats man, you did it!" wrote fellow content creator Shahveer Jafry.

"Mashallah! Hope Yumna and baby are doing well. Warmest congratulations!" added actor Noor Zafar Khan.

"What a great day Mashallah. Congratulations to the both of you! Can't wait to meet little Izyan," chimed in Zoya Nasir.

Singer Bilal Abbas Khan, YouTuber Saad Ur Rehman and Shaam Idrees also sent the duo their greetings. ■



06

Madonna to relaunch entire music catalogue in partnership with Warner Group



Madonna, is hands down the best-selling female pop music superstar of all time and is now relaunching her entire catalogue over the coming years under a deal with (WMG), the music studio that launched her debut single nearly four decades ago!



MADONNA, who turned 63 recently, is the latest artist to sign a deal with the world's third-largest recording label after French DJ David Guetta's deal earlier this summer. Warner Music is also home to musicians including Cardi B, Ed Sheeran and Bruno Mars. The "Material Girl" and "Express Yourself" singer has sold more than 300 million records and was inducted into the Rock & Roll Hall of Fame in 2008. The winner of seven Grammy Awards, she is best known for her albums "Ray of Light", "Like a Virgin" and "True Blue". This partnership marks the

revitalization of a decades-long relationship with Warner that began with the release of Madonna's debut single in 1982 and 2022 will mark the 40th anniversary of her recording debut, WMG said. The singer is also set to release her documentary film MADAME X on October 8. ■

07



ALI GUL PIR LASHES OUT AT PEOPLE CALLING MINAR-E-PAKISTAN INCIDENT 'PUBLICITY STUNT'

Since the video of TikToker Ayesha Akram being harassed and groped at Minar-e-Pakistan went viral, many among countless artists took to social media and condemned the incident in stern words.



WHILE PRIME Minister Imran Khan took notice of the harrowing event, social media 'investigators' did some digging and termed it all to be a "publicity stunt." Since then, many opined that the TikToker was apparently "well aware of the consequences for arranging a meet and greet at a public place on a day such as August 14." What ensued was the customary victim-blaming and some users called out Ayesha for "staging the episode." Comedian Ali Gul Pir, along with his peers, took to social media and called

spade a spade. The Waderai Ka Beta singer shared, "Every now and then some incident happens and I get a chance to filter my friend list. Just like now. Let's say the Lahore incident was a TikToker meet-up. Let's say the guy with her was her boyfriend. Let's say she posted a picture of her laughing a day later. Let's say yes to all your theories. Does it still become okay for hundreds of people to harass her or treat her like they did?" He continued, "All that those men did is still morally corrupt and illegal. Men and sadly some mentally oppressed women will try to justify these criminals by saying "why was she even there?" Is Minar-e-Pakistan only for criminal men? Is it not a part of Pakistan for citizens to explore?" The rapper further recalled a few

Tweet by Ali Gul Pir @AliGulPir: Thoughts Every now and then some incident happens and I get a chance to filter my friends list. Just like now. Let's say the Lahore incident was a TikToker meet up. Let's say the guy with her was her boyfriend. Let's say she posted a picture of her laughing a day later. Let's say yes to all your theories. Does it still become OKAY for hundreds of people to harass her or treat her like they did? All that those men did is still morally corrupt and illegal. Men and sadly some mentally oppressed women will try to justify these criminals by saying "why was she even there?" Is minare Pakistan only for criminal londas? Is it not a part of Pakistan for citizens to explore? Secondly, I grew up in Pakistan and remember the Noori and Junoon concerts I went with thousands others. I'm an eye witness to 50 to 200 people jumping on a couple and beating the guy up then ripping the girls clothes off, molesting her till security came. I was 14 when I saw this and was scared and horrified. What you saw is part of our society. It's been happening since 90s according to what I've seen. Maybe even before too. Don't justify, rectify. Let's fix our mentality men of Pakistan. Let's take ownership for our shit. We can be better!

similar harassment incidents when he would attend concerts when he was a teenager. "Secondly, I grew up in Pakistan and remember the Noori and Junoon concerts I went to with thousands of others. I'm an eye witness to 50 to 200 people jumping on a couple and beating the guy up then ripping the girl's clothes off, molesting her till security came. I was 14 when I saw this and was scared and horrified." Adding further, Pir stated, "What you saw is part of our society. It's been happening since the 90s according to what I've seen. Maybe even before too." He concluded, "Don't justify, rectify. Let's fix our mentality men of Pakistan. Let's take ownership of our s**t. We can be better!" ■



Latvians make waves with socially distanced concert on boats

A socially distanced musical experience, boarding kayaks, dinghies and motor yachts to enjoy some music — even if unvaccinated - how awesome is that?

Only people with Covid-19 vaccinations were allowed to attend the concert on the shore while the lake was also open to those without a vaccine. "This is simply a brilliant idea for how to hold a festival and ensure social distancing for the unvaccinated at the same time," Anna Berzina, who was rowing a kayak with her husband, said.

The Baltic state has one of the lowest vaccination rates in the European Union — around 43%. The government has imposed restrictions for unvaccinated people in a bid to encourage more Latvians to get vaccinated — including threatening soldiers with dismissal if they do not get the jab. For live events, the rule is that there must be two separate zones for vaccinated and unvaccinated spectators, creating a headache for organisers.

This recent concert was the second in a series designed by Dagamba, a classical and rock music crossover

band, which came up with the idea of lake concerts during last year's lockdowns. The concerts are called LAIVA — a play on the English word "live" and the Latvian for "on a boat". At the concert, the sight of the flotilla in front of him inspired Peteris Kvetkovskis, the frontman of black and folk metal band Skyforger. ■



AT A CONCERT on Juglas Lake near the Latvian capital Riga, hundreds of boats could be seen bobbing to rock, folk and heavy metal.

Organisers said there were around 1,500 people on the water, and 3,500 more watching from the shore. The stage was located on the shore and two floating bars in the lake sold beer and cocktails.

Swvl, the first \$1.5 Billion Unicorn from the middle east to list on Nasdaq

With an implied, fully diluted equity value of approximately \$1.5 billion, Swvl is expected to be the first \$1 billion plus unicorn from the Middle East to list on Nasdaq and only tech-enabled mass transit solutions company to list on any stock exchange.



SWVL, co-founded by Mostafa Kandil in 2017 when he was just 24 years old, is transforming the \$1 trillion global mass transit market. The company's proprietary mobility solutions, powered by cutting-edge technology, are helping to solve mass transit supply and demand challenges in unchartered, emerging markets — empowering massively underserved communities with transportation solutions that are reliable, convenient, safe, and affordable. In just four years, Swvl has become the industry leader in mass-transit across 10 cities in Pakistan, Egypt, the UAE, Saudi Arabia, Jordan and Kenya. Featuring diversified transit offerings that, in just a few short years, have evolved from daily commuting to inter-city retail travel, to Transport as a Service ("TaaS") offerings for businesses, schools, universities and other critical service organizations, Swvl is poised to take the next step in its evolution. With clear strategic direction, a proven management team and demonstrated business model, Swvl is ideally situated

for existing and new market expansion. Mostafa Kandil, said, "Mass transit systems in cities around the world are riddled with deficiencies, resulting in congestion, environmental concerns and reduced productivity. In certain emerging market cities, commuter round-trip wait times are often greater than 40 minutes and, in one major city, upwards of 80% of women reported that they have experienced harassment on public transport. Even in developed markets, the societal cost imposed by a lack of mass transit solutions can be staggering. To address these problems, we founded Swvl with a simple but ambitious goal — to empower all people to go where they want to, when they want to, and to feel comfortable doing it." Further, the company empowers drivers in emerging markets — who frequently experience income uncertainty from existing mass transit operations — to earn approximately double that of other ride-sharing platforms. With its TaaS offerings, Swvl has already enabled more than

100 organizations around the world to reduce costs through dynamic routing, network planning, demand estimation, fleet optimization, and other leading transit services. Mr. Kandil added, "We have succeeded in executing our business plan in some of the most challenging emerging markets and have now reached a critical inflection point where we are ready to share our expertise and technology with the rest of the world. Queen's Gambit is an ideal partner, who shares our core values and is committed to helping accelerate Swvl's long-term growth plans. With their partnership, as a public company, we will expand our daily commuting offerings and enterprise TaaS services that remove barriers to seamless mobility for the populations that need it most. In doing so, we will create even greater value for all stakeholders and continue innovating best-in-class technology solutions that improve the universal, daily struggle of mobility for so many." ■

10
Barbie dolls modeled after women who took lead in the fight against COVID-19!



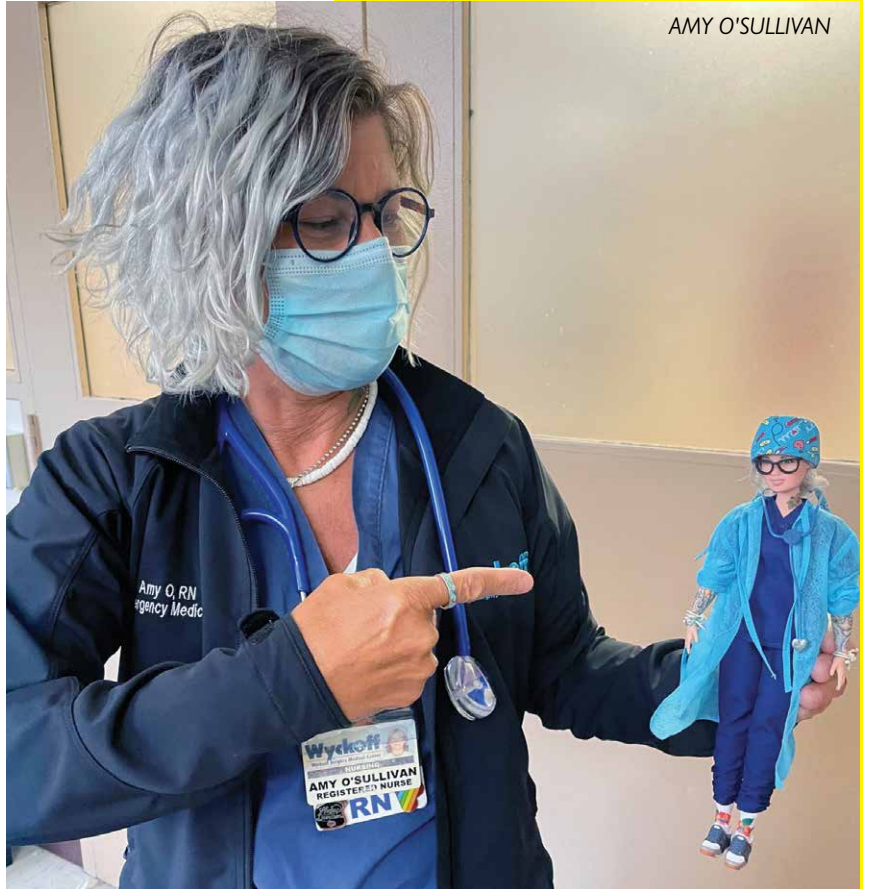
KIRBY WHITE



AUDREY CRUZ



SARAH GILBERT



AMY O'SULLIVAN

British coronavirus vaccine developer Sarah Gilbert has many science accolades to her credit but now shares honour with Beyonce, Marilyn Monroe and Eleanor Roosevelt: a Barbie doll in her likeness.



GILBERT, a 59-year-old professor at Oxford University and co-developer of the Oxford/AstraZeneca vaccine, is one of six women in the Covid-19 fight who have new Barbies modeled after them. Toymaker Mattel Inc is recognising them with a line of Barbie "role model" dolls. How cool is that?

Gilbert's Barbie shares her long auburn hair and oversized black glasses, and she wears a neat navy blue pantsuit and white blouse.

"It's a very strange concept having a Barbie doll created in my likeness," Gilbert said in an interview for Mattel. "I hope it will be part of making it more normal for girls to think about careers in science."

Among the honourees are emergency room nurse Amy O'Sullivan who treated the first COVID-19 patient at the Wyckoff Hospital in Brooklyn, New York, and Audrey Cruz, the frontline doctor in Las Vegas who fought discrimination, according to Mattel.

Other dolls include Chika Stacy Oriuwa, a Canadian psychiatry resident at the University of Toronto who battled systemic racism in healthcare,

and Brazilian biomedical researcher Jaqueline Goes de Jesus, who led sequencing of the genome of a Covid-19 variant in Brazil, the company said.

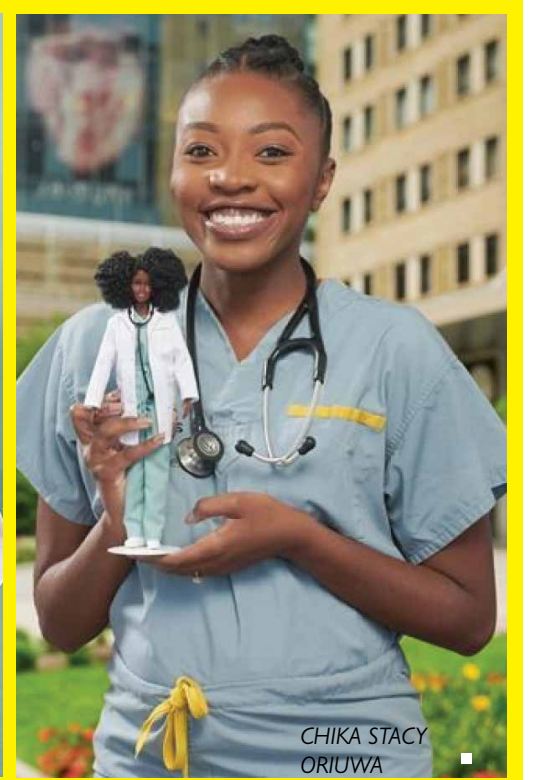
Lastly, a doll honours Kirby White, an Australian doctor who pioneered a surgical gown that can be washed and

reused by frontline workers during the pandemic.

Gilbert chose the nonprofit organisation Women in Science & Engineering (WISE), dedicated to inspiring girls to consider a career in STEM, to receive a financial donation from the toymaker. ■



JAQUELINE GOES DE JESUS



CHIKA STACY ORIUWA

TIS THE SEASON OF

WEDDINGS

Creative Direction: Kaniz Ali
Photography: Alexandre Pichon
Bridal Outfit: Sache By Asif
Bridal Hair & MakeUp: Kaniz Ali
Bridal Jewellery: Jauhar Jewels
Location: The Lalit London, Tower Bridge



The Effortless Bride

International Celebrity Make Up Artist - Kaniz Ali says: "Armeena is naturally very stunning and it's all about enhancing her natural beauty which I love doing! She's naturally got amazing high cheek bones and great eye space to work with."

PRODUCTS USED TO CREATE THE LOOK:

SKIN: Smashbox Studio Skin Full Coverage in shade 1:15, Smashbox Studio Skin Flawless 24 Hour Concealer in Fair Light Warm, Smashbox Photo Finish Fresh Setting Powder in Light, Smashbox Halo Cheek Palette, Smashbox Cali Contour Palette, Smashbox Face Primer Water Spray

EYES: Smashbox Cover Shot Eyeshadow Palette, Smashbox Always on Gel Eyeliner + sharp 3D eyeliner, Smashbox Full Exposure Mascara

LIPS: Smashbox Always on Cream to Matt Lipstick in Promoted mixed with Self Worth, Figgy Red Grape Lipliner.





Contemporary With A Twist Of Tradition

International Celebrity Make Up Artist - Kaniz Ali says: "This look was created for the bride that would like the traditional look for her big day but wants to steer away from red. I always say it's your wedding you should wear whichever color makes you happy, after all you are the one that's wearing it and it's your big day! I kept the skin looking fresh and glossy topped with gorgeous matt lips and a hint of green under the eyes to enhance the eyes and to compliment the outfit / jewellery."

PRODUCTS USED TO CREATE THE LOOK:

SKIN: Smashbox Studio Skin Full Coverage in shade 1:15 [1], Smashbox Studio Skin Flawless 24 Hour Concealer in Fair Light Warm, Smashbox Photo Finish Fresh Setting Powder in Light, Smashbox Halo Cheek Palette. Smashbox Cali Contour Palette, Smashbox Face Primer Water Spray

EYES: Smashbox Cover Shot Eyeshadow Palette, Smashbox Always on Gel Eyeliner + sharp 3D eyeliner, Smashbox Full Exposure Mascara

LIPS: Smashbox Always on Cream to Matt Lipstick in Not Today mixed with Just Barely, Sienna LipLiner.





The Traditional Bride

International Celebrity Make Up Artist - Kaniz Ali says: "The tradition for wearing red amongst South Asians goes back centuries. It's a color that defines weddings and it will always be in all year round. Amongst many cultures the color red defines tradition".

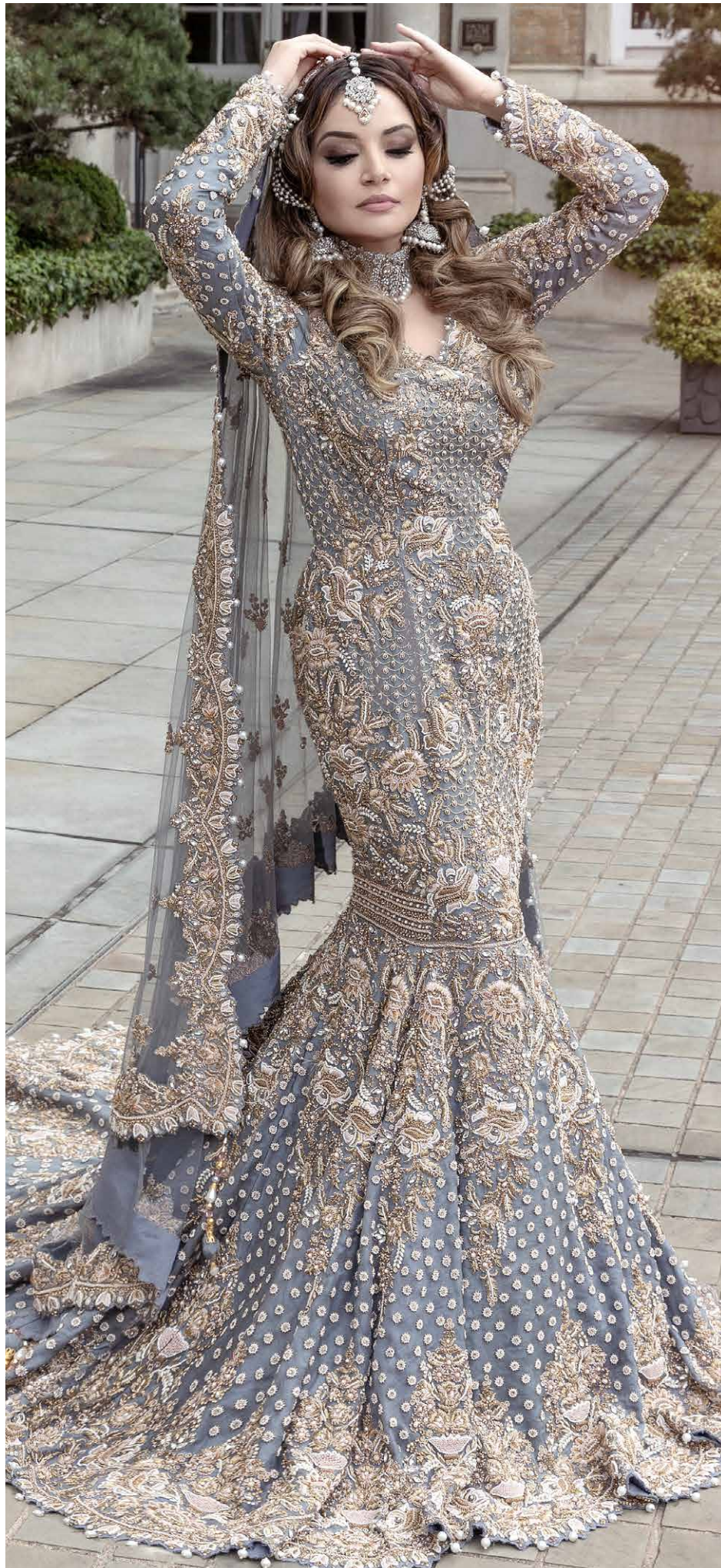
PRODUCTS USED TO CREATE THE LOOK:

SKIN: Smashbox Studio Skin Full Coverage in shade 1:15 [1], Smashbox Studio Skin Flawless 24 Hour Concealer in Fair Light Warm, Smashbox Photo Finish Fresh Setting Powder in Light, Smashbox Halo Cheek Palette. Smashbox Cali Contour Palette, Smashbox Face Primer Water Spray

EYES: Smashbox Cover Shot Eyeshadow Palette, Smashbox Always on Gel Eyeliner + sharp 3D eyeliner, Smashbox Full Exposure Mascara

LIPS: Smashbox Always on Cream to Matt Lipstick in Bawse, Smashbox Figgy Red Grape LipLiner.





The Walima Bride

International Celebrity Make Up Artist - Kaniz Ali says: "Walima/ Reception is a look which is always kept much softer in color, it's usually a complete contrast from the wedding day. This look was all about the smokey eyes, flawless skin complimented with nude lips. Keeping the outfit embroidery heavy and complimenting it with striking jewellery."

PRODUCTS USED TO CREATE THE LOOK:

SKIN: Smashbox Studio Skin Full Coverage in shade 1:15, Smashbox Studio Skin Flawless 24 Hour Concealer in Fair Light Warm, Smashbox Photo Finish Fresh Setting Powder in Light, Smashbox Halo Cheek Palette, Smashbox Cali Contour Palette, Smashbox Face Primer Water Spray

EYES: Smashbox Cover Shot Eyeshadow Palette, Smashbox Always on Gel Eyeliner + sharp 3D eyeliner, Smashbox Full Exposure Mascara

LIPS: Smashbox Always on Cream to Matt Lipstick in Here For It, Sienna LipLiner.



Up Close & Personal With Celebrity Makeup Artist

KANIZ ALI

International celebrity makeup artist, Kaniz Ali, is someone whose work we have seen and have been in awe of. We had the pleasure of working with her for this issue's cover shoot and here is what we got to know about her!



Interviewed By: **Nashmia Amir Butt**

Grazia: Kaniz, can you tell us how and when you realized you wanted to be a makeup artist? Did you train to hone your skills or has it all come naturally to you?

Kaniz Ali: Makeup is something that has been in me since I was a child. I just loved playing around with everyone's makeup products since I was a little girl. As I grew older, in my teen years, many people noticed my talent and always asked me to do their makeup for different occasions. I was self-taught, it was a natural talent I acquired through time. Then I started getting noticed by many people from the Asian Fashion / Beauty / Music industry.

Grazia: Was this always the career you wanted to choose or was there something else you were pursuing before becoming a makeup artist?

Kaniz Ali: Interestingly I worked in an international law firm based in Central London, and that is when I got spotted by many artists and people in UK Asian fashion industry who started booking me to do makeup on them up for various different projects and events.

Many people had noticed my skills and said I should really look into pursuing a career in makeup and styling full-time. Back then, becoming a makeup artist was far from easy as there was no social media, Facebook/ Instagram, and being in the fashion industry was a huge taboo.



BTS of current shoot with actress Armeena Khan

Nevertheless, I took the step to leave the law firm in 2009 and start my career full-time as a makeup artist - 12 years later Alhamdulillah I haven't looked back.

Grazia: Tell us about your journey to fame. How did you get recognized? You have worked your magic on many celebrities including Kareena Kapoor Khan, Sonam Kapoor, Amy Jackson, Parineeti Chopra, Urvashi Rautela, and the list is endless! You have also won quite a handful of awards, tell us how that feels?

Kaniz Ali: It definitely does feel incredible especially to represent Muslim women. It shows Muslim women who wear the hijab can make it to the top! It is indeed tough but it can be done with sheer dedication and hard work.

It's always amazing to be recognized for your hard work. We, as beauty professionals, work very long hours behind the scenes which no one really gets to see and with me, it's not only the makeup, I am also booked to creatively direct each celebrity's campaign, as well as provide concepts/styling and manage the team along with the main the star. So you

can imagine I've got my hands full but at the same time, it is very very rewarding. I think the best advice I can give to anyone is to work to your full potential, do not compete with others, do what you are capable of and do it to the best of your capabilities and you will definitely get recognized!

I think a huge part, about me, is I never compete with anyone - I am my own competition! I love outdoing my own work ***laughing out loud***. and Alhamdulillah that's my secret!

I was also recognized by the CEO of Asiana International Magazine who was super impressed with the hours I put in, my continuous creative ideas to better the brand and I think for my crazy OCD ways ***laughing out loud*** for being a perfectionist, making sure everything is at it's best.

After each celebrity campaign, the star and team would always give him excellent feedback which meant he booked me for the following covers.

Feeling very blessed

Grazia: Tell us the 3 most important things one must keep in mind before coming in to get their makeup done - tips for skin care to make the life of a makeup artist simpler in order

for the makeup to turn out the way you want it to.

Kaniz Ali: You must definitely look after your skin, so good sleep, high consumption of drinking water, cleansing, and toning daily. One must also go for regular facials. I also can not emphasize the importance of a good moisturizer. It is imperative to moisturize our skin every single day.

Grazia: What would you say is your signature style?

Kaniz Ali: That's a good question! I actually create different looks all the time especially with eye makeup, I work around my clients' preferences but the most favorite my clients opt for is my signature glossy skin look I create with smokey eyes and nude lips. The other look which is also a huge hit is my signature gold glitter eyes with red lips which my clients tend to adore.

Grazia: Is there a particular celebrity you look forward to working on in the future?

Kaniz Ali: Aaaaah yes! Alia Butt would be a great person to makeup and style!





Kaniz Ali getting actress Sadia Khan ready to go on set.

Grazia: As trends evolve, what do you do to keep yourself in the game? Do you tend to go with the trends or do you believe in embracing your signature style?

Kaniz Ali: I do a mixture of both. I stick with my signature style but I do also move with the times by incorporating a few styles when the time is right. For example, when contouring was introduced it was a total gamechanger and an absolute must to include in my style as I think it's a fantastic technique when done correctly.

Grazia: You are dedicated to helping humanity, and we see that you are deeply involved with a lot of causes. Would you like to share some details with us? What causes have you chosen to work for? How do you feel?

Kaniz Ali: Yes Alhamdulillah I am very blessed to have been able to work on many causes i.e., providing aid directly on the ground to the Syrian Refugees in camps on the borders of Lebanon, providing aid to Syrian Refugees in Jordan, providing aid to Rohingya Refugees in camps on

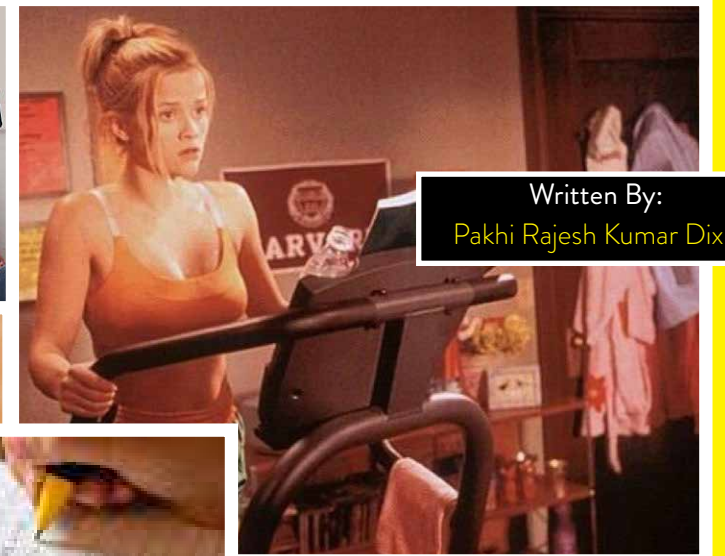
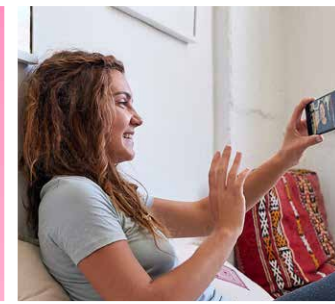
the borders of Bangladesh, providing aid on the ground to the less fortunate in Bangladesh, providing aid on the ground to the displaced in the war-torn country Iraq, working with the Palestinians in Palestine and currently building a mosque for the less fortunate in Ghana. I am a huge believer in giving back. I always say Allah SWT has blessed us with the ability to give back. It is so important to do whatever is within our means big or small, every bit counts. Do it whilst you have time, have good health, do not prolong anything only to look back and regret not taking the



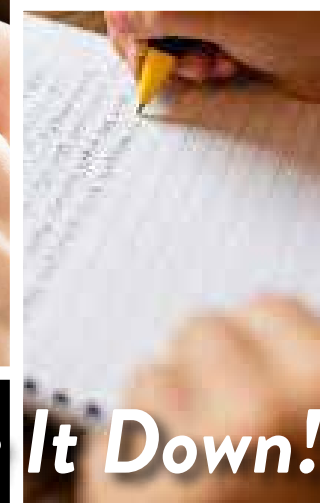
On the ground {Syrian Refugee Camp}

opportunity when it was given to you. Take every opportunity as a blessing and even if at the time it doesn't seem possible make it possible! Personally for me, even though I have the craziest schedule during the year with making up brides all year round, training students at my Kanizmakeup Training Academy in London, making up and styling celebrities back to back, beauty editorials, working on international covers back to back, I still always make time to fly out 3/4 times a year on the ground to provide aid to the less fortunate. I work very closely with helping widows, orphans, and the elderly in less fortunate countries and war-torn countries which I have been doing consecutively for the past 8 years even throughout the pandemic. It is something I recommend to everyone! If you get an opportunity that comes your way to provide aid or work on the ground with widows and orphans, please do it. It is something that will change your heart forever, for the good.

You help their worldly life and they in return help your afterlife. It's truly a blessing! ■



Written By:
Pakhi Rajesh Kumar Dixit



Anxiety: 5 Quick Ways to Ease It Down!

Anxiety works in waves. It comes and goes away at no specific time or place. If you have recently gone through a traumatic experience or a life-changing decision and you are down with sudden anxiety episodes, here are 5 ways you could ease it down.

MUSIC

Music therapy has been around for years now. There have been many cases where people lost their memories but a single piece of music which happened to be one of their favourites helped them recall parts of their lives. Music effectively reduces stress hormones – adrenaline and cortisol. When cortisol rises in your blood, your hormones become chaotic. This disruption is usually what causes cold hands and sweats (anxiety sweats). So, whenever you feel an anxiety attack coming, plug in those earplugs and listen to something

you like. Here are a few happy songs you could give a try –
Electric by Katy Perry.
Happy by Pharrell Williams.
Happy Together by Turtles.
Darlin' by The Beach Boys.

WARM LIQUIDS

This is something rather unusual but warm liquids help you avoid a complete breakdown. They give your body a sense of comfort as if everything is ok. If you do not have the luxury of drinking tea while you are having an anxiety attack or just in case if caffeine throws you over the roof, grab a glass of lukewarm water. As you drink it, be mindful and try to feel the warmth down your throat. Also wrap your palms around the glass because this same warmth will ease down your anxious hands too. Our palms have a lot of nerve endings, therefore a comforting touch, or a gentle squeeze works in heavy-to-handle situations.

WRITE IT DOWN

Try to carry a notebook and a pen with you wherever you go. If you

automatically start to overthink or have body anxiety, work it down on paper. Ask yourself: Why are you feeling this way? Is there a reason to it? If you are mulling over a problem, do a pros and cons list. If it is something very generic, write down in past tense, as if you are over it now. It is about tricking your brain into believing what you want it to believe. Do not let your brain rule over you!

SOS – ASK FOR HELP

Give your friends or colleagues a call or drop in a text to let them know you are having an attack. Talking about things that will take your mind off your own circumstances. Also, friends come with humour and laughter is good for every aspect of your life. If you have a boss or someone who is older than you and is kind to talk to, ask them how they cope with it or what they would have done if they were in your shoes? People are generally nice and willing to help if you come to them with a genuine problem.

MOVE YOUR BODY

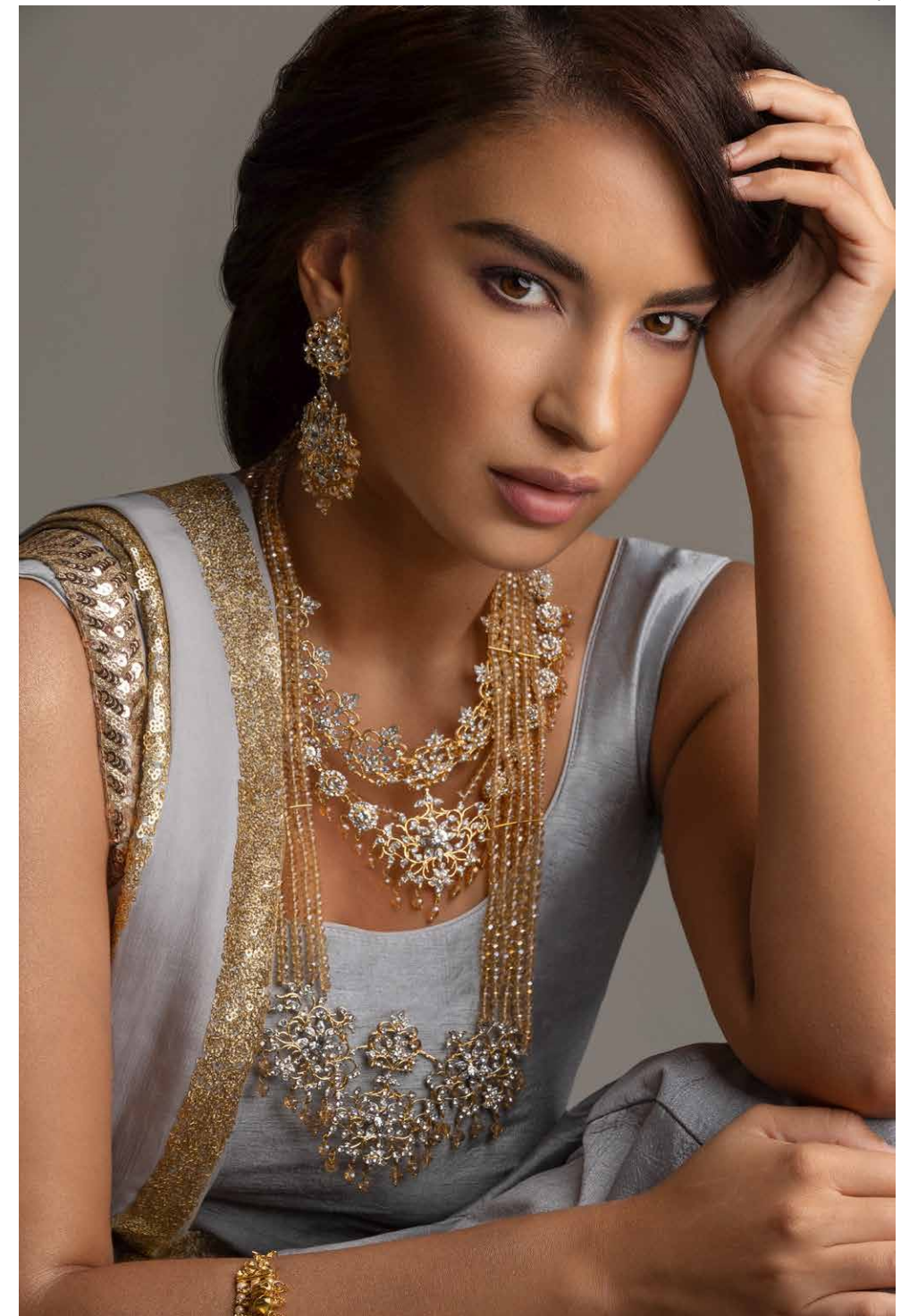
According to our favourite lawyer Elle Woods – “Exercise gives you endorphins. Endorphins make you happy. Happy people just don't shoot their husbands, they just don't.” So, move your body in some way. Have a little walk with music plugged in. Dance a little bit. Dancing should automatically transport you to a different place.

Photographer: Alexandre Pichon
 {www.alexandrepichon.com}
Creative Direction: Kaniz Ali
 {Instagram @kanizali}
Outfit & Jewellery: Nim's Boutique
 {Instagram @nimsboutique_uk}
Hair/MakeUp/Styling: Kaniz Ali using
 @toofaceduk
 www.toofaced.co.uk
 {Instagram @kanizali}

ELENA FERNANDES

SUPERMODEL, INFLUENCER, ACTOR AND PHILANTHROPIST

A total go-getter, Elena Fernandes is a face we have seen in many Bollywood blockbusters. She has been a part of some fantastic projects, and we had the pleasure of sitting down with her for an exclusive feature for Grazia Pakistan!



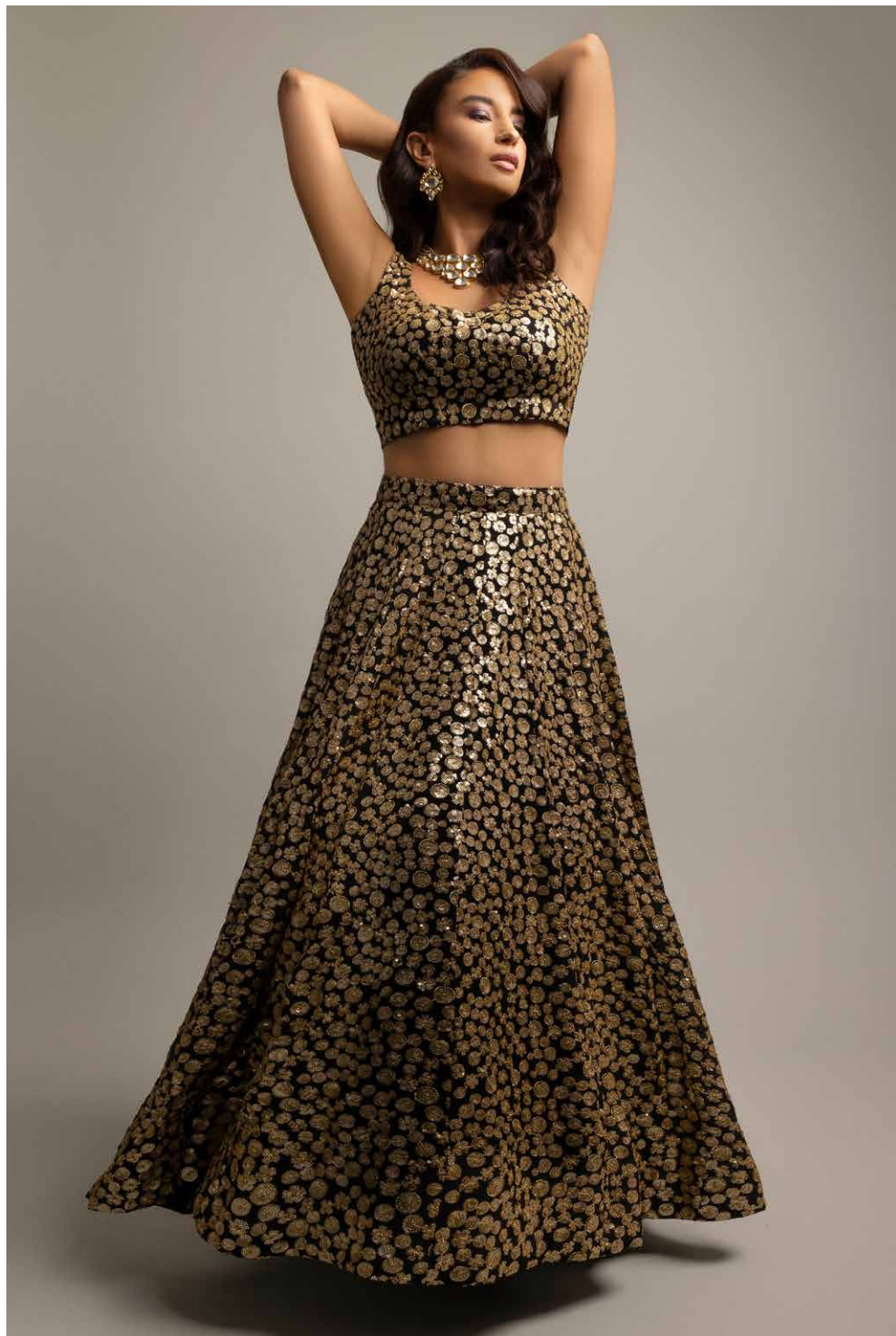
Grazia: How did you enter the world of acting? Tell us about your journey to fame?

Elena Fernandes: Acting for me was a natural transition. I started my career as a model which I feel is silent acting. My first acting break was Dharma Productions' smash hit "Kapoor and Sons". I have been exceptionally fortunate to work with the biggest productions houses and Bollywood actors. It is truly a surreal experience. Definitely a pinch-me moment. From "Kapoor and Sons" to "Badla", "Jawaani Jaaneman", "Laxmi", "Housefull4" and now "Ek Villian Returns", the hard work is definitely paying off.

I take my craft very seriously and continue to work on always performing to the best of my ability.

Grazia: Was acting always something you wanted to do or did you have another career in mind?

Elena Fernandes: I am an academic at heart so acting never actually crossed my mind. I studied law and the plan was to practice it. For now, that is on hold. However, I truly enjoy the craft of acting and fully enjoy spending time on set. I feel that it's a once-in-a-lifetime opportunity and I am excited to see where this path continues to take me.



Grazia: What is the best advice you can give to any newcomer entering the world of acting?

Elena Fernandes: Persistence is key. You will not be everyone's cup of tea but keep going. Keep testing and casting as much as possible. Play around with a range of emotions and really push yourself.

Grazia: Who is the next person you would like to star next to and work with?

Elena Fernandes: I would love to work with SRK. I feel that he is the embodiment of Bollywood. To share

screen space with him would definitely be a dream.

Grazia: What do you do to keep yourself present in the world of fashion?

Elena Fernandes: I am a regular fixture at the fashion weeks from New York to London, Paris as well as Milan. I still model a lot so am always aware of the current trends and upcoming season ideas. I feel that fashion is very personal and very authentic to you. I do not try to follow trends and instead interpret fashion to my own personality.



Grazia: What do you love doing in your spare time?

Elena Fernandes: I love reading and spending time with my pets as well as focussing on my charity work. I like to use my platform to raise awareness on social and animal welfare issues. I'm driven to make a difference in society.

Grazia: Where are you mostly based?

Elena Fernandes: I am mainly based in London but I am always on a plane. I go where there is work.

Grazia: Which film are you currently working on

at the moment?

Elena Fernandes: I have just finished filming for "Ek Villain Returns" alongside Arjun Kapoor with director Mohit Suri at the helm. My character was definitely challenging and I learned a lot. I'm excited for the performance part of the film as that was definitely new for me. Singing, dancing, acting in a scene definitely is challenging but it really pushed my abilities as an actor. I am very excited for this film to hit the screens. I am eager to get the public's opinion on my performance which I hope they enjoy.

GREEN WITH FASHION

WHY BE 'GREEN WITH ENVY' WHEN YOU CAN LOOK YOUR ABSOLUTE CHIC BEST IN OUR SELECTED GREEN PIECES FOR THE SEASON

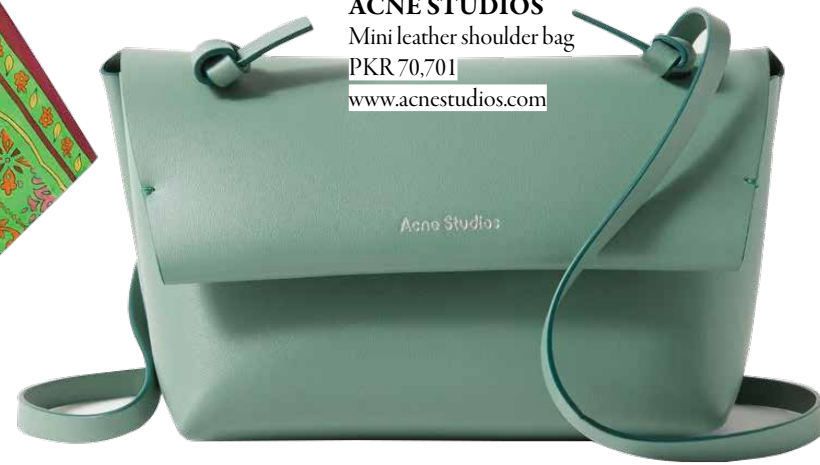
CHARLIZE THERON



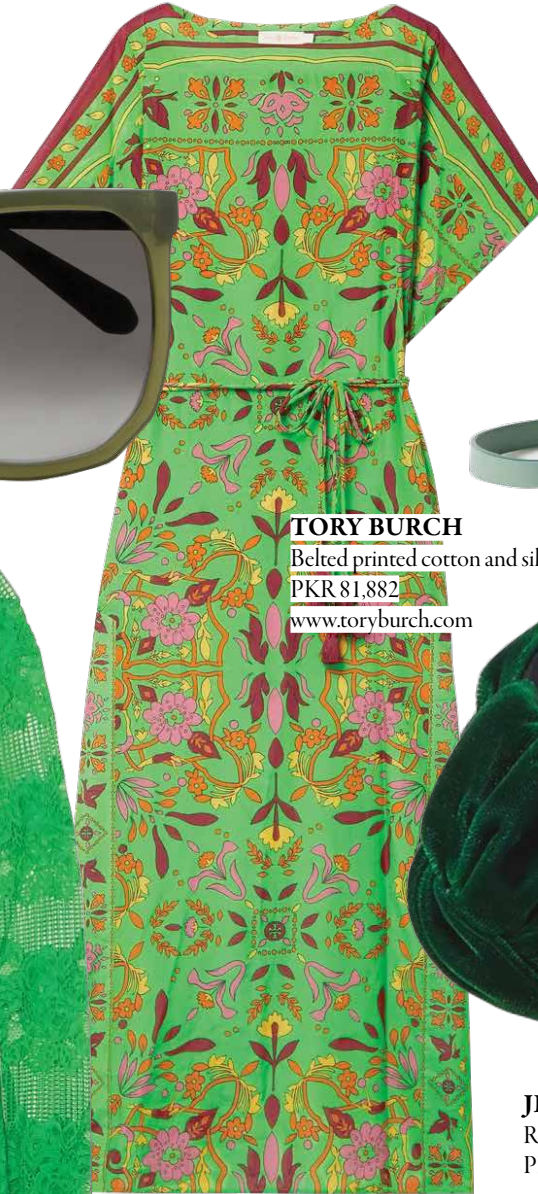
SEE BY CHLOÉ
Joan mini suede-trimmed textured-leather shoulder bag
PKR 52,615
www.chloe.com



LOEWE
Filipa oversized D-frame acetate sunglasses
PKR 69,507
www.loewe.com



ACNE STUDIOS
Mini leather shoulder bag
PKR 70,701
www.acnestudios.com



TORY BURCH
Belted printed cotton and silk-blend kaftan
PKR 81,882
www.toryburch.com

LOULOU STUDIO
Pinzon stretch-wool tapered pants
PKR 54,529
www.louloustudio.com



GANNI
Cutout twisted lace midi dress
PKR 61,658
www.ganni.com



JENNIFER BEHR
Rachael knotted velvet headband
PKR 32,884
www.net-a-porter.com



ZARA
Feather Kitten-Heel Sandals
PKR 12,989
www.zara.com

KENDALL JENNER



FRANKIE SHOP
Olympia faux leather blazer
PKR 64,965
www.frankieshop.com

AS 'RED' AS IT GETS

It is bold, it is fiery. Dare to rock an all red ensemble with our favourite picks of the season!



BOTTEGA VENETA
Cable-knit wool and cotton-blend mini skirt
PKR 162,607
www.bottegabeneta.com



GUCCI
GG Marmont super mini quilted leather shoulder bag
PKR 162,107
www.gucci.com



TORY BURCH
T monogram espadrille slide
PKR 32,521
www.toryburch.com



MANGO
Puff sleeves blouse
PKR 8,210
www.shop.mango.com



JOAN SMALLS



JACQUEMUS
Le Chiquito Noeud
PKR 106,762
www.jacquemus.com



MANGO
Pocket knit dress
PKR 12,975
www.shop.mango.com



ZARA
Full length trousers
PKR 7,707
www.zara.com



CHRISTIAN LOUBOUTIN
Kate pumps
PKR 122,366
www.christianlouboutin.com

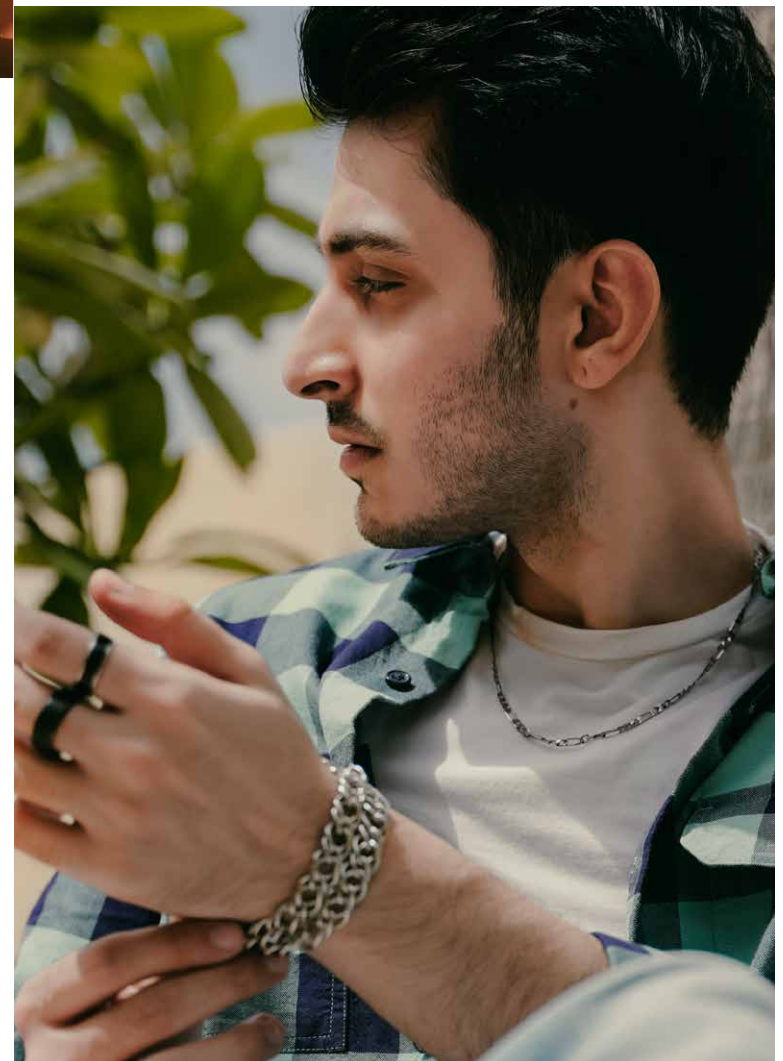
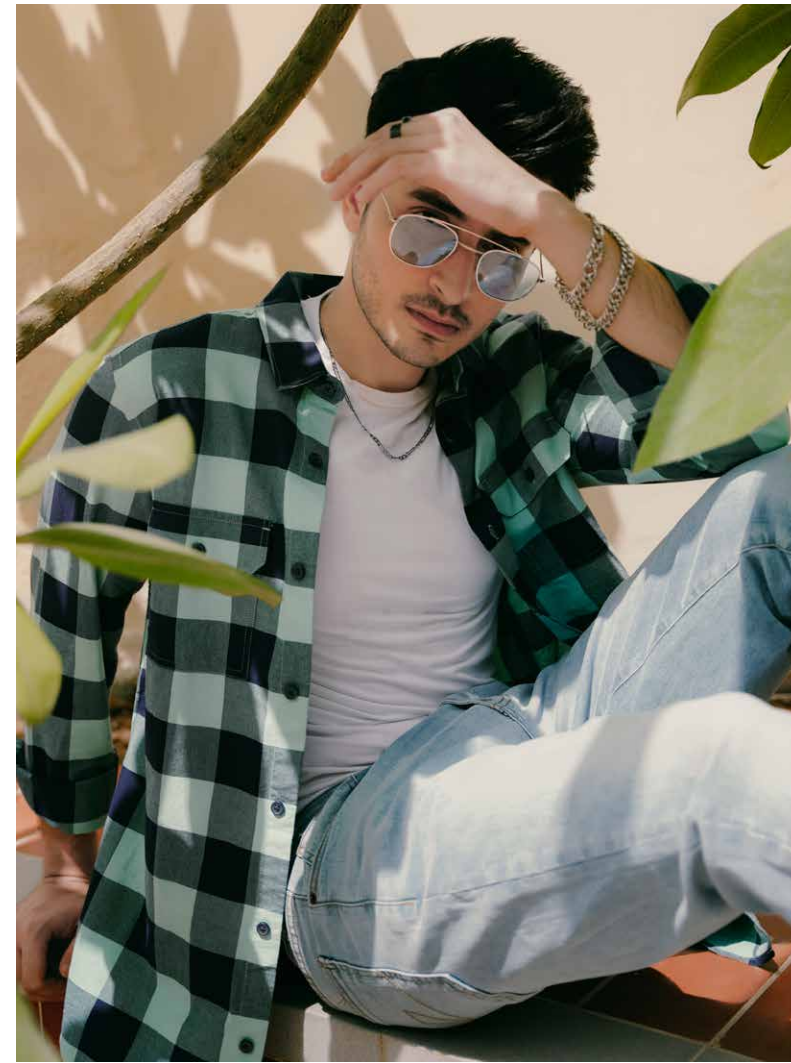


CANDICE SWANEPOEL

THE BACKYARD CHIC

BRINGING YOU SOME CHIC LAID BACK
STYLES FOR A LATE SUMMER DAY

Model: Saad Khan
Photographer: Ayesha Diwan
Stylist: Saad Sarosh
Hair and Makeup: Nabilas
Bts: Syed Umair



SHIRT: *Splash*
UNDERSHIRT: *Model's own*
JEANS: *Genie*
ACCESSORIES: *Stylist's Own*
SHOES: *Fila*



SHIRT: *Splash*
JEANS: *Model's Own*



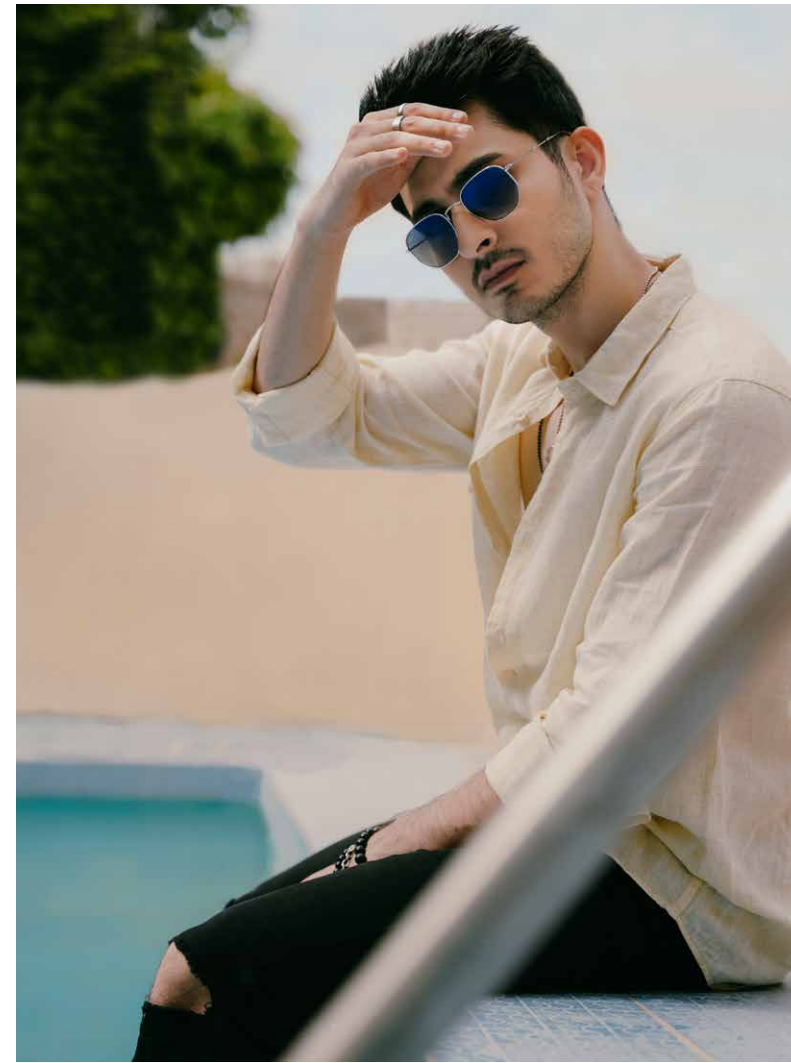


SHIRT: *Splash*
PANTS: *Model's own*
SHOES: *Fila*



TANK TOP: Under Armour
JEANS: Genie
ACCESSORIES: Stylist's Own
SHOES: Nike





SHIRT: Splash
JEANS: Model's Own
SUNGLASSES: Model's Own
ACCESSORIES: Stylist's Own



1

MISTY ORANGE

Chantecaille's face mist veils skin with soothing moisture. It's infused with Bitter Orange Flower harvested by hand and steam-distilled to preserve its naturally balancing, calming properties. Keep one at your desk and another in your purse to use on the go.

PKR 11,180

www.chantecaille.com



2

TRULY SERUM

Ilia's award-winning 'True Skin Serum Foundation' works as both makeup and skincare. It's velvety liquid consistency blends and builds for medium coverage and creates a healthier, more youthful-looking complexion.

PKR 8,878

www.ilia.com



3

DUAL WANDERER

Wander Beauty's 'Dualist' concealer includes two complementary formulas — the matte stick camouflages blemishes while the illuminating liquid diffuses fine lines. They are enriched with soothing and nourishing Aloe Vera Extract, Collagen to increase elasticity and free-radical fighting Vitamin E.

PKR 4,768

www.wanderbeauty.com



BEAUTY CHARTS

We handpick these five beauty essentials just for you

5

PINK POP

Charlotte Tilbury's 'Petal Pink' is a dreamy, soft pink hue is multi-purpose tint adds a pop of colour to your lips and cheeks. Infused with Hyaluronic Acid and Vitamin E to leave your skin feeling hydrated, it lasts 12 hours without smudging and builds easily.

PKR 5,612

www.charlottetilbury.com



4

TURQUOISE TEMPTATION

Gucci Beauty's nail polish is part of the 'Vernis à Ongles' capsule, inspired by vintage bottles and colours. The high-coverage formula dries quickly to a glossy sheen, and the custom-designed brush shape ensures effortless application.

PKR 4,932

www.guccibeauty.com



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The trendiest lippie shades all for your luscious lucky lips



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Lip Quip Clean Moisturising Lip Gloss
PKR 2,301
www.itembeauty.com



FENTY BEAUTY BY RIHANNA
Gloss Bomb Heat Universal Lip Luminiser + Plumper
PKR 3,617
www.fentybeauty.com



URBAN DECAY
Vice Plumping Shine Lip Balm
PKR 3,288
www.urbandecay.com



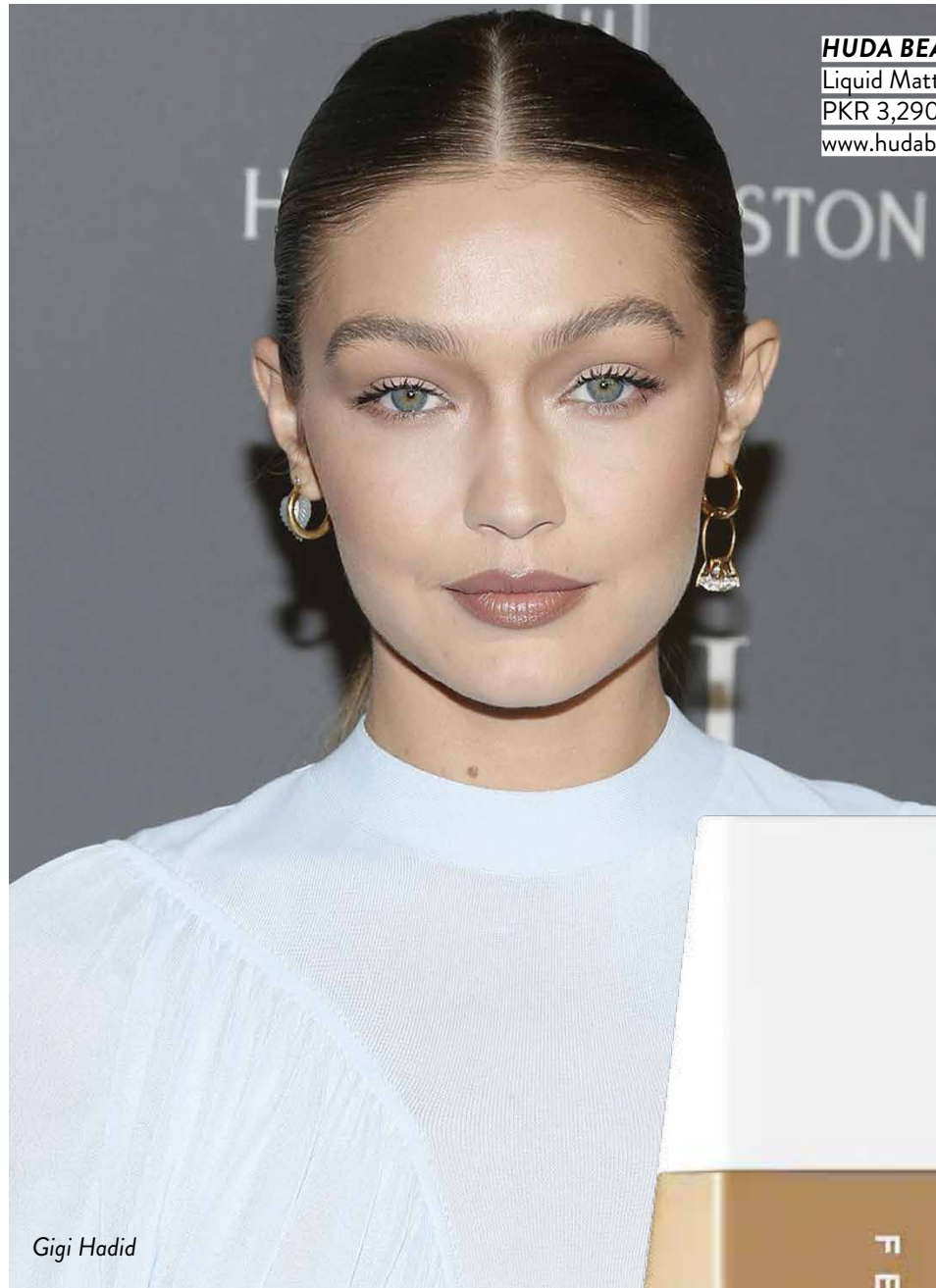
SEPHORA COLLECTION
Glossed Lip Gloss
PKR 1,644
www.sephora.com



SMASHBOX
Always On Longwear Matte Liquid Lipstick
PKR 3,964
www.smashbox.com



TOO FACED
Melted Matte Liquid Lipstick
PKR 3,617
www.toofaced.com



Gigi Hadid

HUDA BEAUTY
Liquid Matte Lipstick
PKR 3,290
www.hudabeauty.com



GUCCI BEAUTY
Poudre de Beauté
Powder - Mat Naturel 01
PKR 9,871
www.guccibeauty.com



NAILS INC.
Gel Nail Polish
PKR 2,467
www.nailsinc.com



TARTE
Tartelette™ In Bloom Clay
Eyeshadow Palette
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www.tarte.com

EARTHY GLAM

Minimal and trendy, we have picked out the best earth palette makeup items for your beauty box

FENTY BEAUTY BY RIHANNA
Eaze Drop Blurring Skin Tint
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www.fentybeauty.com



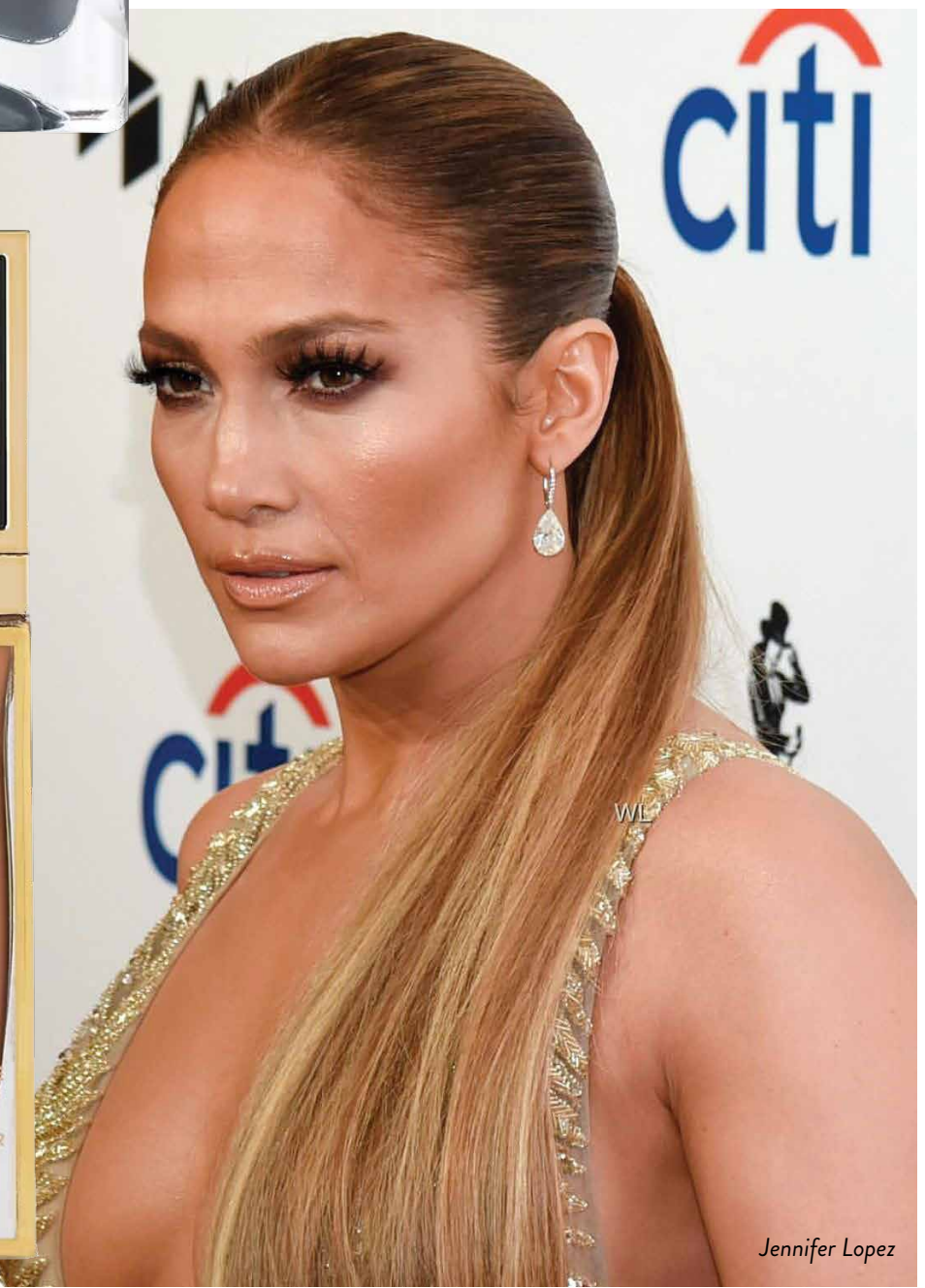
NARS
Air Matte Liquid Lipstick
PKR 4,277
www.narscosmetics.com



LAURA MERCIER
Caviar Stick Eye Shadow
PKR 4,771
www.lauramercier.com



TOM FORD BEAUTY
Shade and Illuminate Soft
Radiance Foundation
SPF50 - 8.2 Warm
Honey, 30ml
PKR 24,679
www.tomfordbeauty.com



Jennifer Lopez

SP SAIF PUBLISHING

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PAKISTAN

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