

signature

EXPERIENCE THE LUXURY

style

MARCH 2020

Fashion Speak with
Marios Stylianides
and more

Spring Trends to
look for!

CONVERSATIONS

HRH Sheikha Mariam bint
Khalifa bin Saif Al Nahyan

Flavio Lucchini

Marek Reichman

HOT WHEELS

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SPOTLIGHT: KARE DESIGNS - PUTTING THE 'FUN' IN STYLE



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Style Notes

It's that time of the year when we unveil our Style Edit.

From the latest in trends to examining the style influences in everything ranging from fashion, home & interiors to the automotive industry, our Style Edit issue has strived to be your definitive guide packed with sartorial punch.

This edition, like its predecessors, has put together a capsule wardrobe of everything that spells style. In Fashion Speak, we have the suave Marios Stylianides of IDesign leading the rapid-fire interviews with local personalities on what style means to them and their personal style preferences. Marios also graces the cover of our very special edition this month and adds that extra dose of stylish fun to it, just like the German furniture brand Kare, which is known for its quirkiness, style and refinement, and features as part of our Interiors section.

In other important conversations, we have the legendary Flavio Lucchini. This interview has been special for us because, as any fashion reporter or writer will tell you, Lucchini is a legend in the world of fashion publishing. He gave the Armani logo its distinct identity. Vogue Italia flourished under his stewardship and he has discovered and launched many a fashion designer's career and given creative platforms to then emerging names such as Gianni Versace and Giorgio Armani, throughout his illustrious career as an art director. The legend now transposes his knowledge of fashion and its influence on to totemic statues and quasi-cartoon figures.

Yet another legend, is Marek Reichman of Aston Martin. No one knows automotive design like he does and our interview with him is definitely a celebratory moment for us! We also speak with HRH Sheikh Mariam bint Khalifa bin Saif Al Nahyan about her jewellery brand and do a rapid fire with Pascal Raffy of Bovet on watches and style.

There is so much to the March edition of Signature, which we believe is the perfect platform where style meets all the good things required for decadent living; all aesthetically packaged in bespoke at our design atelier, for our discerning readers.

We hope you enjoy this issue! We will see you in April with our Shopping Edit!

Till then, stay A La Mode

Team Signature

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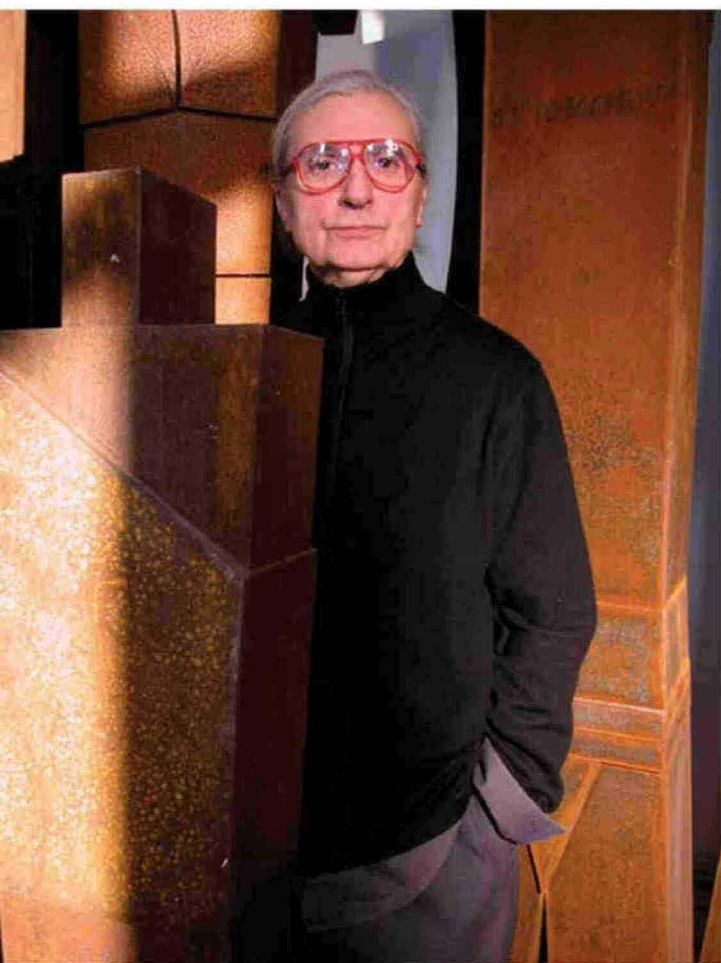
54 SHOWCASE





Fashion: The Muse

Deepa Rajan speaks with the legendary Flavio Lucchini on his love for fashion and art and how he interposes the two to create masterpieces.



As a journalist, who developed a passion for fashion writing very late in her life, I was first introduced to the name Flavio Lucchini, when I was researching for a piece on fashion designer Giorgio Armani. Lucchini is the man who gave Armani, the brand its identity so to speak. The Armani logo was designed by Lucchini, who had been omnipresent in the fashion publishing scene for as long as one can remember.

Vogue Italia owes its sartorially charged existence to this man, who in 1965, took 'Novita' and transformed it into a fashion powerhouse. L'Uomo Vogue made a splash on the scene three years later and the world was given a glimpse into the Yves Saint Laurent world through the fashion spread that Lucchini convinced the otherwise reclusive fashion designer to do. Lucchini has discovered and launched many a fashion designer's career and given creative platforms to then emerging names such as Gianni Versace and Giorgio Armani, throughout his illustrious career as an art director.

The man, who was once an art director of fashion magazines, now transposes his knowledge of fashion and its influence on to totemic statues and quasi-cartoon figures. Pastel tones pop, gold is its own muse as Lucchini's experiences of fashion find themselves captured into works of art.



His most recent exhibition at Oblong Contemporary Art Gallery in Blue Waters Island, Dubai, aptly titled 'From Fashion to Art: the Vogue Lesson', featured both classics and published works of the artist. Lucchini's favourite muse seems to be the dress, created with different mediums and styles, including bronze resin, steel sculptures, paintings, bas-reliefs, and even digital-art.

Signature had the pleasure of cornering this avant-grade art director and artist for an interview. Here are the excerpts.

Your career has traversed the universes of publishing, art, graphic design and architecture. How does fashion fit into all this?

"Fashion has been and is, in different ways, the main road of my existence. It has been a key to understanding that, since the days of Vogue, has allowed me to get closer to beauty, creativity, talent, the evolution of society. Fashion, understood as research, change, progress, aesthetics in step with the times, is in all this, from architecture to art to graphics to every artistic or visual expression. Fashion is not something that only concerns women or clothes, but every daily choice, even food, travel, cinema, music and everything is influenced or influenced by it. Whether consciously or not, we all follow fashion. The transition from the printed page to art came naturally to me."

As one of the most influential icons in fashion publishing, you have been privy to a lot of trends. Which trends would you say have defined fashion over the years?

"I was among the first to support jeans, when they were still only the work uniform of the American cowboys. It was 1967. I proposed to Fiorucci to dedicate all the windows of his revolutionary Milan store to blue jeans, putting real horses next to it. He didn't do it, but he started making women's jeans of all types. Many famous designers followed





him. And jeans have become a universal fashion that still lasts."

One of the defining moments of L'Uomo Vogue was the YSL and Andy Warhol photoshoot! How did you make that happen? What was the thought process behind bringing them together?

"There are people who, from their specific sector, are capable of changing the world by bringing personal revolutions that will then influence many. I felt compelled to testify to their contribution on L'Uomo Vogue, which was a visionary magazine. I searched and photographed Yves Saint Laurent, Andy Warhol, but also Picasso, Man Ray, Luchino Visconti, Federico Fellini, Alberto Moravia, Ettore Sottsass and other extraordinary and unreachable masters. Nobody said no. Everyone agreed to appear on the pages of a fashion magazine because they knew that our point of view was not frivolous but social."

Your exhibition 'From Fashion to Art: the Vogue Lesson' examines the world of fashion through art. How would you define the nexus between art and fashion? At what point do they become interchangeable?

"Art is the expression of the time in which we live. Fashion is the mirror of contextual reality, therefore also of art. The great stylists for me are artists who use clothes to express their creativity and their vision. They have always been fascinated by art, even inspired by masters such as the Impressionists, Mondrian, Picasso, Fontana but also Andy Warhol or Keith Haring ...

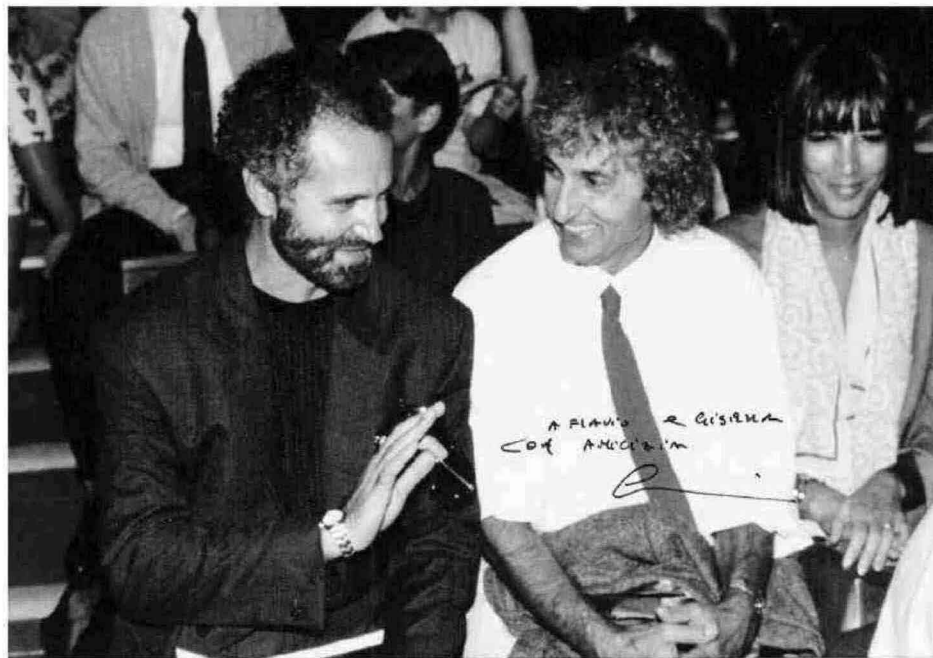
"Today the word art has expanded so much that it can also include artistic craftsmanship, as is high fashion."

As a creative person what fuels your passion?

"My interests are wide, the ancient and contemporary art industry, but also communication, advertising, architecture, cinema, music, photography, architecture, reading, cooking, all cultures of the world. I follow all this because it enriches my creativity."

YSL once said 'fashion fades but style is eternal.' According to you what is the difference between fashion and style?

"Fashion changes continuously, following the seasons and the volatility of the markets. Style is the expression of your personality, it responds only to yourself, it tells you intimately. Bringing fashion and style together is a difficult task even for great fashion creators. It has succeeded in very few, such as Saint Laurent and Armani."





ONE ITEM OF CLOTHING THAT DEFINES ETERNAL STYLE?

"Difficult to answer this question. It depends on the countries and various cultures. For western culture it could be the jacket."

YOUR FASHION MUSE AND WHY?

"I admire Giorgio Armani for his balanced and harmonic fashion that move with the times, for his style always recognizable. And this is for both men and women. I met him in 1966, at the beginning, when he was still Cerruti's assistant, I helped him make his debut with his line in 1974, of which I drew the logo he still uses today, I enhanced him on the pages of my magazines, I followed him over the years cementing an esteem and a friendship that needs no words."

YOUR FAVOURITE FASHION CITY?

"The swinging London of the 60s, New York of the pop-art in the 70s and, after those promising years, Paris and now Milan."

Your personal style is ...

"Essential and severe. I want my personality to communicate before the dress. I always wear black, sometimes with Yoshi Yamamoto garments mixed with more basic pieces."

