

ELEGANCE & EXCELLENCE

FEBRUARY 2025

Denim: A trend
that is always in

The hottest vacation
destination

The well-groomed
man: An array of
aftershaves

Paulina Porizkova,
Estée Lauder brand
ambassador

Ailene Laufer, sister of
hostage Idan Shitvi –
a reality that profoundly
shapes her life




The Korean trend that's
lighting up the beauty world



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נבונה.



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PAULINA PORIZKOVA,
ESTÉE LAUDER BRAND AMBASSADOR
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DEAR READERS,

The reality we live in is complex and full of mixed emotions. On the one hand, we experience the great joy of the return of the hostages. On the other, the sadness of the loss of the soldiers and civilians who have been killed. But amid all the pain and difficulty, hope and optimism are intertwined with faith in the strength of our people; they are what hold us together in this challenging time.

In this issue of Elegance & Excellence, we are pleased to present the cover story dedicated to Paulina Porizkova's return as the latest global brand ambassador of Estée Lauder, one of the largest and most respected concerns in the world of cosmetics. It was founded by Estée Lauder, a groundbreaking woman who became a legend and a source of inspiration. Porizkova, who was the company's spokesmodel in the past, makes a spectacular comeback and proves that 60 is not an obstacle but a new opportunity to lead campaigns in the realm of beauty.

In this issue, we also feature inspiring interviews with businesswoman Orit Benvenisti, who continues to lead the Tigbur company that her mother founded; and Zofnat Drori, one of the most respected lawyers in Israel; as well as articles about hot trends in the fields of beauty, fashion, design, and tourism.

We hope you enjoy reading this issue. And may we soon see the safe return of all the remaining hostages to the bosom of their families.

Irit Mathias and Ronit Mathias



ZOFNAT DRORI: THE PASSION TO PERSEVERE

By IRIT MATHIAS

Zofnat Drori, 40, is a partner and CEO of the Fischer (FBC & Co.) law firm. Her life partner is Yaniv Levy, chair of the Advertising, Communications, & Marketing Division of the Histadrut. They are the parents of four-year-old Amalia.

Drori is an IDF reserve officer and board member of the Beit Lessin Theater, as well as the boards of various organizations dedicated to advancing women to positions of influence.

WHAT LESSONS DID YOU LEARN AT THE LONDON BUSINESS SCHOOL THAT INFLUENCED YOUR APPROACH AS A MANAGER?

I was privileged to study at one of the best business schools in the world. I acquired many skills, but the most important lesson I learned was actually between classes, within the framework of friendships formed with people from all over the world over two intensive years. I was exposed to diverse worlds and international businesses. But more than anything, I was able to strengthen one of the most important abilities I bring to the table – understanding people. The combination of deep interpersonal understanding with business, financial, and global vision made this chapter one of the most significant in my life.

AS CEO OF A LEADING LAW FIRM, WHAT PRINCIPLES DO YOU ADHERE TO IN MANAGEMENT?

The firm's culture and values are the glue that binds people and teams together into a single organizational unit.

Culture is reflected in small details, and we dedicate significant resources to cultivating it. This effort stems from faith in our unique DNA and out of the recognition, as the well-known adage goes, that culture eats strategy for breakfast.

Culture is not a “soft” issue. It is a structured and systematic matter that requires active investment, especially in an organization of approximately 500 people. In terms of culture, everyone is a leader, and this drives us to place our human capital at the center. Our unwavering support for dozens of IDF reservists and their families, from within the firm's teams during the war, alongside investing resources in personal, emotional, and mental health care, is part of the culture I am talking about.

WHAT ARE THE CHALLENGES OF RUNNING A LARGE LAW FIRM IN A RAPIDLY CHANGING WORLD?

The largest firms in Israel have long evolved from the traditional corporations we were familiar with a decade or two ago. Nowadays, law firms are large companies with a highly significant scope of business activity, fundamentally similar to any other large commercial



Zofnat Drori | Photo by Kfir Ziv

enterprise whose core structure is a partnership model. This corporate structure makes leading such a large firm a fascinating, invigorating challenge.

The quality of our clientele and our position as a key player in both the local and global markets compel us to consistently stay ahead of the curve. Attracting top-tier human capital and investing in talent management, continuously expanding the range of services for clients and the value we offer them, alongside ongoing growth are the core objectives we keep in view at all times.

We see technological changes, such as adapting work and the firm to the AI era, as a tremendous opportunity, not a threat, and we are channeling substantial resources into this. The legal profession is expected to undergo a change in terms of the legal product and the business model. Therefore, it is essential to learn how to use these tools effectively and to adopt them widely, while at the same time continuing to develop quality skills and an integrative understanding that remain beyond the capabilities of artificial intelligence technologies.

WHAT ARE THE MOST IMPORTANT QUALITIES OF A SUCCESSFUL MANAGER?

Key qualities include personal resilience, the passion to persevere and endure over the long haul, a

comprehensive vision, and the ability to navigate challenges. This is a daily practice that requires setting an example at all times. In my opinion, the connection that binds these qualities and elevates a person from an excellent manager to a true leader is the combination of emotional intelligence and organizational intelligence.

WHAT ADVICE DO YOU HAVE FOR WOMEN STARTING OUT WHO WANT TO REACH SENIOR MANAGEMENT POSITIONS?

Your career begins to take shape starting from day one, at your first job.

First and foremost, always strive for growth. While it might sound simplistic, I recommend constantly assessing what can further enrich and diversify your skill set as a manager and a professional. Create a business plan for yourself to achieve these goals. When you are in a state of growth, you bring value to the table, differentiate yourself, and develop your unique professional narrative.

Second, be bold. Don't be afraid to take a seat at the head of the table and make your voice heard, metaphorically and literally. Over the years, I have observed many women waiting to be approached, to be offered opportunities, or to be elevated to leadership positions. There is no need for that. Professional life is too short to leave your fate in the hands of others. This boldness should, of course, be based on significant professional and managerial merit.

Third, don't be afraid to bring a feminine style of management and leadership to the table. I am proud of this capability, which is marked by an uncompromising business approach, but more importantly, with a sensitivity that demonstrates attentiveness to people and the capacity to understand their complexities. When you embrace this leadership style, instead of dismissing it, you can cultivate the ability to get through to people and more effectively drive your organization forward.

Fourth, carefully choose the organizations you aspire to be part of throughout your career. Representation is critical and reflects core values. At our firm, the approach is pragmatic, business-oriented, and inclusive, regardless of gender or age. However, it is apparent that we maintain an inclusive business environment, as approximately 50% of our partners are women -- the highest level of representation among law firms in Israel. Over 50% of our attorneys are women, there is a female majority in management, and many women sit at the board table. In fact, I am just one part of an ensemble of senior women in the firm who have paved their own paths and serve as role models. Seeing this, you realize that this is the organization where you want to grow and develop.

ORIT BENVENISTI: 'YOUR NEED IS OUR PROFESSION'

By IRIT MATHIAS

Orit Benvenisti is the CEO of the Tigbur Group, one of the oldest and largest companies in Israel that provides outsourcing services throughout the country. She also serves as Chairwomen of the security company Reshef Security -- the only woman in Israel to hold this position. In addition, she is president of the Human Resources organization, which is part of The Israeli Presidency of Business organization, and is a board member of several nonprofits.

WHO FOUNDED TIGBUR?

My mother, Rina. A visionary and entrepreneur, she decided 45 years ago to establish Tigbur. My late father, Albert, who was working in the US at the time, told her to follow her dream. When she arrived at the Income Tax Department to open a file, they told her that she needed her husband to sign up. It was a small moment that changed their lives. My father returned to Israel, and together my parents opened and ran the Tigbur Group.

WHAT DOES THE TIGBUR GROUP DO?

The group provides solutions that combine outsourced services such as human resources solutions, recruitment, training, and employee placement. And a supportive community service includes caregivers, accompaniment, welfare support, and education. Reshef Security, a company within the Tigbur Group, is a leader in the field of security and technologies. Its clients include government ministries, leading companies in the economy, the National Insurance Institute, and the local government center. The company heads complex projects such as supportive communities or safe homes for the elderly and disabled. Community members receive a full service that includes a community leader, a social operator, a distress button, a doctor's visit, and an ambulance. The community provides support and connection to their place of residence, as well as environmental security. The new communities include products from the subsidiary Mahalev, which is engaged in the realm of content products and accessibility. It is the leading company in Israel in the field of consulting and providing accessibility solutions for the elderly and people with disabilities, companies, organizations, and state institutions.

In addition to our company's work in the areas of emergency caregiver's services and nursing, I serve as Chairwomen of Reshef Security, which deals with physical security and the integration of advanced security technologies. Reshef Security provides security services to leading institutions in the country and sensitive facilities, such as border crossings, Jerusalem perimeter crossings, the municipalities of Beersheba, Ma'ale Adumim, the Israeli Intelligence Service, and institutions such as the Israel Electric Company, the Israeli Defense Forces, and leading banks.



Orit Benvenisti | Photo by Morag Beitán

In the field of security, we established a 'jumping patrol' in Beersheba that works closely with the Israel Police and provides security services around the clock throughout the city. Some of the security guards are equipped with drones, and in times of emergency they fly them and provide a supplementary security response and an overall picture that is transmitted directly to the municipal military command. Rubik Danilovich, mayor of Beersheba, said that the patrol has restored the sense of personal security to the city.

WHAT CHALLENGES DID YOU FACE DURING THE WAR?

Tigbur employs approximately 18,000 employees each month, through 40 branches that extend from Kiryat Shmona to Eilat. We have hundreds of managements and administrative employees whose job is to take care of the employees and our clients. The company provides service even during challenging times such as the corona pandemic and the current war. We provided services in the North and South even though alarms were sounding non-stop. We are committed to our clients and feel like an integral part of the community. It is true that these days are characterized by optimism in light of the hostage deal that was signed. At the same time, we still feel the effects of war. I salute my

teams and am proud of their commitment. Throughout the entire period, everyone has continued to care for the elderly and disabled populations, and Reshef Security continues to provide full security to its clients. As CEO, my role requires me to continue to lead and to ensure the continued growth of the group, even in challenging times like we have all experienced.

WHAT IS YOUR SOCIAL RESPONSIBILITY?

I am proud of a subject that is very close to my heart. Tigbur is rated with a Platinum+ ESG A corporate responsibility rating. The rating represents the group's values, which are stated in the company's vision: fairness, innovation, loyalty, transparency, reliability, sensitivity to all populations, efficiency, and personal example. Responsibility to all, from Tigbur's perspective, includes protecting the privacy of client and employee information, especially in this era of cyber-attacks. That is why we made the decision at Tigbur to issue an information security management standard.

HOW DO YOU SEE THE FUTURE OF THE COMPANY?

The management of Tigbur has the role of looking beyond the horizon and working with the goal of bringing about the growth of the group. I always say, 'Your need is our profession.' We are a house of solutions.

In today's reality and advancement, there are no services that stand alone without a complementary response and technological solution. The concept is to provide services that include integration between processes, their management and the provision of technological solutions that will bring benefits to the group.

For example, strengthening technologies in the field of security. As part of Mahlev, we own a unique technology that is sold in Israel and around the world called Step Hear. It is designed for people with visual impairments. The fruit of Israeli development, it is an innovative active voice guidance system for accessibility in public spaces. The system works like Waze and enables people with visual impairments or other disabilities to move around safely. In Israel, the technology is installed in public spaces such the light rail and in the Old City of Jerusalem, in the Assaf Harofeh and Laniado hospitals, and in the National Insurance and Clalit Health Services branches. Abroad, it is installed in public transportation, courts, campuses, post offices, shopping malls, and more. In the relationship with our clients, I want to give them a one-stop shop: end-to-end responsibility.

WHAT IS YOUR MOTTO?

My motto and worldview is expressed in a statement I make at every opportunity: 'A strong and growing company creates a strong civil society.'

ELINOR KOFFLER: A FLAIR AND A PASSION FOR FASHION

By IRIT MATHIAS

Elinor Koffler is the founder of the children's clothing brand Take Me Home. She is the daughter of Leon Koffler, owner of the Super-Pharm chain, and Irit Strauss, businesswoman and entrepreneur, and granddaughter of Michael Strauss, controlling owner of the Strauss Group. But she chose to make it on her own and started her own brand.

TELL US ABOUT YOUR BRAND

The idea for the brand came to life during my pregnancy with my first child, Geffen. Like many expectant mothers, I spent endless hours searching for the perfect wardrobe for my baby. I was looking for something elegant and stylish – soft, simple fabrics without overwhelming patterns or cartoon designs. When I couldn't find exactly what I had envisioned, I decided to create it myself.

Take Me Home is more than just baby clothes; it's a thoughtfully curated collection designed to meet the needs of modern parents. Each piece combines timeless style with ultimate comfort, giving babies the softness they need, while offering parents the chic simplicity they desire.

This brand was born from my passion to put parents at the heart of the creative process, delivering a collection that is as practical as it is beautiful. The clothes are crafted for babies, designed with parents in mind.

WHAT IS YOUR VISION FOR THE BRAND?

My vision is to continue offering high-quality products in baby and children's fashion, with timeless, minimalist designs. My goal is to create a brand that always prioritizes the needs of parents, offering products that provide unparalleled comfort for babies and joy for families.

In the coming years, I envision Take Me Home growing into new markets, launching innovative and practical product lines to bring even greater value to families worldwide. Beyond clothing, I aim to establish the brand as a go-to destination for high-quality textiles, accessories, and lifestyle essentials that support parents in every aspect of their journey. With exciting collections and meaningful projects on the horizon, I look forward to continuing this journey with passion, purpose, and a profound sense of fulfillment.

WHERE DID THE INSPIRATION FOR THE BRAND COME FROM?

The inspiration for this brand came from my passion for design and the desire to create something meaningful. It began with the need to provide parents with soft,



Elinor and Ella | All photos by Tal Zelicovitch

comforting clothing as they navigate the overwhelming and noisy world of parenthood.

My goal was to design more than just clothing – I wanted to create a sense of calm, a comforting escape amid the chaos. Through my designs, I aim to offer parents not only practicality and style but also a moment of simplicity and ease as they embrace this new chapter in their lives.

WHAT HAS THE WORLD OF DESIGN TAUGHT YOU AS A CAREER WOMAN, AS A MOTHER, AND IN GENERAL IN DEALING WITH LIFE?

Design has taught me the power of connection and storytelling. Every product reflects love, care, and the bond between parents and children. Innovation isn't always about reinventing – it's about refining with thoughtful details that make a difference.

This philosophy drives everything I do, proving that even the smallest touches can have a profound impact, be it in design, business, or life.

WHAT INSPIRES YOU WHEN DESIGNING YOUR COLLECTIONS?

My collections draw inspiration from home, childhood, my children, and life itself. I also find endless creativity in the worlds of fashion and design,



particularly décor – fields that have captivated me since I was a child.

WHICH FASHION HOUSE IS AN INSPIRATION FOR YOU AND WHY?

The design influences I encountered growing up have played a significant role in shaping my style. I developed a deep appreciation for aesthetics, colors, and textures early on and was always fascinated by the way design can tell a story.

Classic styles like French toile de Jouy, featured in one of our summer collections, are a perfect example of this influence. My previous winter collection, Safari, was inspired by Andrew Martin, a renowned textile designer celebrated for his wallpapers, fabrics, and furniture. Another cherished collection, Horses and Hydrangeas, was drawn from my mother's love for the timeless elegance of Ralph Lauren – design elements that were part of my upbringing and have become deeply ingrained in who I am and the creative gift I bring to my work.

WHAT IS THE COLOR PALETTE THE BRAND IS BASED ON?

The color palette for Take Me Home is soft, timeless, and minimalist, designed to evoke a sense of calm and understated elegance. It features neutral tones like beige, cream, and soft gray, complemented by gentle pastel hues such as light pinks, baby blues, and muted greens. I also incorporate earthy shades like taupe and terracotta to add warmth and a natural touch, with classic white serving as a staple for purity and simplicity. This palette reflects the brand's essence – comfort, sophistication, and a timeless aesthetic for parents and babies.

WHERE CAN ONE FIND THE TAKE ME HOME COLLECTION?

The brand is available in approximately 88 Super-Pharm stores and on Super-Pharm online, with prices starting from NIS 19.90. I invite people to explore our new collection and become part of the Take Me Home family! •

THE AESTHETIC MAGICIAN

By IRIT MATHIAS



Pola Blick | All photos by Or Ghefen



Pola Blick-Dayan has dominated the beauty world in Israel for more than 20 years. She has acquired a loyal clientele of women and men who have made her skincare treatments a regular part of their lives.

Recently, she opened a new cosmetic clinic in the Ramat Aviv Mall that combines cosmetic treatments and advanced medical treatments. In the field of beauty, the unique combination of cosmetics and aesthetic medicine guarantees excellent results.

Blick-Dayan's vast knowledge, human approach, and sensitivity have brought her to the forefront of her field. Her education includes four years of naturopathy and four years of Chinese medicine -- two fields she chose to study in order to understand in depth the areas that are directly related to the diseases with which two of her three sons were born.

Over the years, her loyal clientele have followed her throughout the entire process, visiting her clinic regularly and using the products she developed, which complement the treatment at home and in the clinic.

Her new clinic in the Ramat Aviv Mall combines advanced cosmetic treatments and Chinese medicine, alongside medical-



aesthetic treatments performed by a medical specialist.

The clinic has a pleasant waiting room and treatment rooms that inspire calm and tranquility. The well-designed clinic covers an area of 350 square meters, is equipped with the most advanced technologies and equipment, and offers the highest level of comprehensive solutions for facial skincare and body shaping.

WHAT FACIAL TREATMENTS DO YOU OFFER?

The clinic has a wide range of advanced personalized facial treatments. For

example, anti-aging: laser technologies that implement radio waves and light rays to reduce wrinkles, and firm and restore elasticity to the skin. Facial skin renewal and rejuvenation. Mesotherapy treatments to nourish the skin with vitamins and essential acids that revive the skin's natural appearance. Professional peeling for deep cleansing, removing damaged skin layers, and improving skin texture. Acne and pigmentation treatment, using advanced systems to blur spots, reduce inflammation, and restore sensitive skin. Skin Booster, which is a treatment that provides natural moisture to dry or tired skin.

WHAT BODY TREATMENTS DO YOU OFFER?

Here too, the clinic offers innovative and precise body treatments, such as breaking down fat cells with advanced technologies. Targeted treatments based on ultrasound or cold to reduce fat without surgical intervention. Tightening and firming the body's skin, using advanced technologies to tighten the skin and reduce sagging. Cellulite treatment that uses sophisticated systems to improve the

appearance of cellulite and renew skin texture. Body shaping and toning, which implements advanced technologies to reduce circumference and shape body proportions.

WHAT MAKES YOUR CLINIC UNIQUE?

We combine advanced cosmetics and aesthetic medicine with world-class equipment, while emphasizing personal and professional service. This winning combination guarantees spectacular results, maximum precision, and a unique skincare experience customized for each client.

BEYOND THE COSMETIC TREATMENTS, WHAT MEDICAL-AESTHETIC TREATMENTS DOES THE CLINIC PROVIDE?

We offer advanced aesthetic treatments performed by a specialist, such as Botox injections to eliminate wrinkles and smooth the skin. Fillers for face shaping, filling depressions and thickening lips. Medical skin boosters to treat especially dry areas. And the reduction of stretch marks and scars, using advanced laser technologies.

We guarantee precise results and the highest level of personal service.

WHAT DO YOU ANTICIPATE IN 2025?

I hope and pray that 2025 will bring a blessed change and improvement for all of us, after a difficult year that we have gone through as a people. I wish that the arrival of the new year will see the return of all the abductees, the end of the war, and the beginning of a period of reconstruction, construction, and unity for our people, who have been facing so many challenges.



A GLOBAL AMBASSADOR

By RONIT MATHIAS

Estée Lauder announced that actress, writer, model, and anti-ageism activist Paulina Porizkova will return to the brand as its latest global brand ambassador.

Porizkova served as a spokesmodel for Estée Lauder from 1988 to 1995, appearing in some of the brand's most celebrated campaigns and solidifying her legacy as a beauty industry icon. The evolution of the partnership between Estée Lauder and Porizkova marks a new kind of collaboration, with a shared mission to redefine standards of beauty.

As a powerful and authentic voice leading the conversation around aging, beauty, and self-worth, Porizkova will use her influential platform to inspire and empower women around the world to recognize their value and celebrate their beauty at any age.

WHAT WAS YOUR FIRST ESTÉE LAUDER CAMPAIGN?

My first campaign was in 1988 for a fabulous perfume called Knowing. I loved the fact that it was called Knowing because I fancy myself a knowing kind of woman! We shot a black-and-white commercial with a dear friend of mine, Peter Kagan. This campaign was different. It felt a little dangerous and cutting edge at the time.

WHAT WAS YOUR FAVORITE ESTÉE LAUDER CAMPAIGN?

That is such a difficult question because I adored working with Victor Skrebneski, with whom I shot so many campaigns. He was such a gentleman, and he laughed at my really bad jokes! He was always very collaborative, and I feel like every campaign we did was my favorite. I'm really, truly proud of all of them -- I don't think I can pick a favorite.

WHAT WAS THE FIRST ESTÉE LAUDER PRODUCT YOU FELL IN LOVE WITH?

First it was Knowing because that was the first Estée Lauder product I ever tried. I really love that fragrance. My second would be Advanced Night Repair, or Night Repair as it used to be called. I used it when I was younger and didn't even need it, and here I am using it still, and now I can truly see a difference.

WHAT IS YOUR CURRENT FAVORITE ESTÉE LAUDER PRODUCT?

I am completely and utterly fangirling over the new Advanced Night Repair Overnight Treatment. It is one of the most amazing things I have ever put on my face, and it really does make you look like you got a great night's sleep. It is mind-blowing.



Estée Lauder by Paulina Porizkova | All photos by BTS

HOW IS THE PARTNERSHIP WITH ESTÉE LAUDER DIFFERENT THIS TIME?

In my previous partnership with Estée Lauder, I was an image, a blank canvas onto which desires and aspirations could be projected. I was seen but never heard. And I was helping to sell a vision of beauty inextricably linked to youth. This time around, and because of my age, I am a mature, three-dimensional woman with opinions. My face bears wrinkles from a lifetime of experience, from smiles and tears. I am



hoping to promote an image of womanhood which encompasses all of it.

WHAT IS YOUR FAVORITE SELF-INDULGENCE?

I love to read and feel incredibly indulgent when I read. I also love great food and travel. These are luxuries, and I can now appreciate what a privilege it is to be able to have access to them. I'm extremely grateful.

WHAT IS THE BEST PIECE OF ADVICE YOU EVER RECEIVED?

After I went through a very difficult time in my life, I started reading a lot of self-help books. There was a line in one of the books that said, 'nothing lasts,' which really resonated. I'm well aware that the good doesn't always last, so hold on tightly to it; but it also means that the bad doesn't last either, which is comforting in those challenging moments.

WHAT ARE YOU MOST EXCITED ABOUT FOR THE FUTURE?

What I'm most excited about in the future is literally the future! The fact that I have one, the knowledge that I will wake up tomorrow and there will be another day -- good or bad -- is tremendously exciting.

Estée Lauder is the flagship brand of The Estée Lauder Companies Inc. Founded by Estée Lauder, one of the world's first female entrepreneurs, the brand continues her legacy of creating the most innovative, sophisticated, high-performance skincare and makeup products and iconic fragrances – all infused with a deep understanding of women's needs and desires. Today, Estée Lauder engages with consumers in over

150 countries and at dozens of touch points – from in-store to digital. Each of these relationships consistently reflects Estée's powerful and authentic point of view.

Porizkova will endorse skincare and makeup products that authentically align with her pro-aging values, while driving conversation and fostering community around the topics she is most passionate about.

Porizkova says, "Over the last 30 years, I have become a woman who has a voice, strong opinions, and an even stronger sense of self. Estée Lauder approached me to work with them again not despite these values but because of them. Unlike the first time around, this is more than a job. It's my purpose. It's an opportunity to be exactly who I am, to speak only about products I genuinely love and believe in, and to show women around the world that with age comes power and possibility. This is about more than representation. It's about being seen and celebrated."

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*Facial lines refers to crow's feet lines. Clinical testing on 33 women, after using the product for 2 weeks.

BERESHEET - SETTING NEW STANDARDS IN ISRAEL'S SENIOR LIVING COMMUNITY

By OLIVIA SMITH

In an era where quality of life in the golden years is more important than ever, the Beresheet project sets a new standard of excellence in the senior living sector in Israel. Located in the heart of the Jerusalem Hills in Motza, this project combines impressive architecture, top-tier services, and a vibrant, high-quality community, creating a living experience unlike anything seen before in Israel. The project is designed as an international community, attracting residents from around the world who seek a premium lifestyle in Jerusalem's serene environment. With its multicultural atmosphere and diverse programming, Beresheet creates a unique blend of Israeli and international living experience. Behind the project is the Lichak family, with a tradition of over 25 years of experience in the senior housing industry. The Lichak siblings-Yossi,

Avi, Yoel, and Dina-bring not only extensive professional expertise but also a deep understanding of residents' needs. This is not just another real estate project; it is a family legacy that blends professional excellence with a warm, personal approach.

LEADERS IN LOCATION AND ACCESSIBILITY

The Beresheet project is located in Motza, combining the tranquility and greenery of the Jerusalem Hills with perfect accessibility to the city. Thanks to the new Highway 16, downtown Jerusalem is less than a 10-minute drive away. A free shuttle service operates every two hours to major city centers, including medical facilities, shopping malls, and cultural hubs.

LEADERS IN CONSTRUCTION QUALITY AND ARCHITECTURAL DESIGN

The Beresheet project was designed by architect Oren Shafir, combining modern elegance with Jerusalem's

architectural heritage, while interior design is led by luxury hotel designer Gad Halperin. The apartments feature high ceilings, panoramic French windows overlooking the Jerusalem Hills, and large balconies designed to accommodate a sukkah. Each unit includes two luxurious bathrooms, an additional room for hosting, built-in storage solutions, and designer kitchens equipped with top-tier appliances and Caesarstone countertops.

LEADERS IN PUBLIC SPACES

The shared spaces at Beresheet have been designed as extensions of private homes and are situated in the most attractive areas of the project. The hosting and leisure areas include a grand auditorium for cultural events, fully equipped guest rooms for family and friends, and dedicated rooms for bridge and billiards. The spacious library, art studio, and private cinema also provide a variety of cultural and leisure options.

LEADERS IN THE CULINARY EXPERIENCE

Beresheet offers an unparalleled culinary experience in the senior living sector in Israel. At the heart of

this experience is a fine dining chef restaurant with a gourmet menu that changes seasonally, blending Mediterranean cuisine with international flavors. The restaurant boasts breathtaking panoramic views and offers private dining options for family events.

In addition to the restaurant, the complex includes stylish cafés, an elegant wine and cocktail bar, and 24/7 room service. The menus cater to special dietary needs, with guidance from a personal nutrition consultant.

LEADERS IN CULTURAL AND COMMUNITY LIFE

Beresheet is home to a vibrant international community of more than 150 residents with an average age of 70, including 40% English speakers and residents from various countries. This multicultural atmosphere creates a unique living experience, supported by multilingual staff providing services in English, French, and Hebrew. The complex serves as a cultural hub featuring three unique restaurants, a shopping center with boutiques and cafés, and various event spaces. Residents enjoy over 30 daily classes in multiple languages, from bridge and billiards to arts & crafts, alongside weekly academic lectures. The facility includes an art studio,





All photos courtesy Beresheet



active lifestyle. At the heart of the complex is a semi-Olympic saltwater pool, a state-of-the-art fitness center with personal trainers, and a luxurious spa. A fully equipped Pilates studio, pétanque courts, outdoor sports facilities, and walking and cycling trails allow for diverse physical activities in a stunning natural environment.

mentor entrepreneurs and social initiatives.

LEADERS IN HEALTHCARE AND MEDICAL SECURITY

Beresheet provides comprehensive medical care and peace of mind through its advanced healthcare facilities and services. The community features a fully-staffed medical clinic, 24/7 emergency response system, and dedicated nursing care unit. Our professional medical team includes doctors, nurses, and healthcare providers available around the clock. For residents requiring additional care, our nursing department provides professional, compassionate assistance while maintaining the highest standards of medical care. The facility maintains close relationships with Jerusalem's leading medical centers, ensuring quick access to specialized medical care when needed.

LEADERS IN COMMUNITY CONTRIBUTION AND SOCIAL INVOLVEMENT

Beresheet believes that its residents' knowledge and experience are valuable assets that should contribute to Israeli society. The project has formed a strategic partnership with the international B'nai B'rith organization and runs mentoring and training programs. Residents also provide professional consulting for nonprofit organizations, deliver lectures and workshops, and

private cinema, and synagogue. All activities and services are designed with an international mindset, making every resident feel at home regardless of their origin.

LEADERS IN SPORTS AND HEALTHY LIVING

Beresheet offers various options for maintaining a healthy and



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AFTERSHAVE: A TIMELESS GROOMING ESSENTIAL

By IRIT MATHIAS



For centuries, men have sought ways to care for their skin post-shaving, which led to the evolution of aftershave. This essential grooming product has transitioned from simple antiseptic solutions to sophisticated, fragrant blends that cater to modern skincare needs. But what exactly is aftershave, how does it differ from cologne, and what scents do men prefer? Let's delve into the history, composition, and popular preferences surrounding this classic product.

The use of aftershave can be traced back to ancient civilizations. The Egyptians and Romans were known for applying fragrant oils and herbal extracts to soothe the skin after shaving. In the 19th century, alcohol-based aftershaves became widely popular, serving both as an antiseptic to prevent infection and a way to refresh the skin. Over time, manufacturers began incorporating moisturizing ingredients such as

aloe vera, witch hazel, and glycerin to provide hydration and reduce irritation. Today, aftershave comes in various forms, such as balms, lotions, and splashes, offering different benefits depending on individual skin types.

AFTERSHAVE VS. COLOGNE

While aftershave and cologne may share similar fragrances, their purposes and compositions differ significantly. Aftershave contains antiseptic properties to cleanse the skin, close pores, and reduce irritation from shaving. It typically has a lower concentration of fragrance and often includes soothing agents like chamomile or tea tree oil. Cologne, on the other hand, is designed primarily for scent and contains a much higher concentration of aromatic compounds, lasting longer throughout the day. While some aftershaves have strong fragrances, they are not intended

to replace cologne but rather to complement it.

FRAGRANCE PREFERENCES

Men's preferences in aftershave scents vary based on personal taste, cultural influences, and seasonal trends. However, some classic fragrance families tend to dominate the market.

Citrus & fresh notes: Light, invigorating, refreshing scents featuring lemon, bergamot, and grapefruit are popular for their clean and energizing feel.

Woody & earthy notes: Masculine and timeless, scents like sandalwood, cedarwood, and vetiver provide a warm and sophisticated aroma.

Spicy & Oriental notes: Exotic and bold, notes of cinnamon, cloves, and nutmeg add depth and intensity to aftershave fragrances.

Aquatic & marine notes: Inspired by the ocean, these scents feature hints

of sea salt, algae, and fresh air, making them ideal for summer wear.

From ancient traditions to modern grooming routines, aftershave has remained a staple in men's self-care. Whether seeking a classic alcohol-based splash or a soothing balm, men today have a wide array of options tailored to their skin's needs and olfactory preferences. Understanding the difference between aftershave and cologne, along with identifying preferred scent profiles, helps men choose the right product to enhance both their grooming and personal style. International and Israeli brands launch new and trendy fragrances every season, while at the same time they launch new editions of nostalgic fragrances that have become favorites, but with a modern interpretation. Most companies today produce fragrances from sustainable ingredients. And the bottles and packaging are recyclable because the ecological future of the world is a major concern.



Stronger With You Parfum Armani | Photo by PR



Oud Minérale Tom Ford | Photo by Estée Lauder PR



Old Fashioned by Kilian Paris | Photo by PR



Roja Aoud Extraordinaire | Photo by Roja PR



Le Male Elixir Absolu Jean Paul Gauthier | Photo by PR

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EXPLORA JOURNEYS - THE OCEAN STATE OF MIND

THE LUXURY CRUISE BRAND OFFERS THE PERFECT VOYAGE
YOU'VE ALWAYS DREAMED OF!

By ASSAF LEVI



Explora cruise | All photos courtesy MSC Cruises

Luxurious suites, exquisite cuisine, infinity pools that meet the ocean scenery at every point, elegant design, unparalleled service, and above all, a dazzling variety of entertainment and experiences ensure you never have a dull moment. Explora, the luxury cruise brand from MSC Cruises, redefines the cruising experience, offering a seamless blend of cruises and exclusive tours to the world's most desirable destinations.

Explora Journeys, the luxury brand of MSC Cruises, redefines the cruise experience for those seeking the finest in luxury and quality. Inspired by a 300-year-old maritime heritage, the brand offers an experience that

combines customized itineraries to unique and surprising off the beaten path destinations around the world, with a personal crew that ensures an unforgettable experience. With the largest amount of space per guest at sea today – both in the spacious designed suites and public areas – Explora Journeys sets a new standard of luxury and personal service. On board, you will find designer suites, gourmet restaurants with award-winning chefs, and an infinity pool facing the views of the open sea. The hallmarks of the brand include an immersive experience with personal space, European design inspired by luxury hotels, a leisurely vacation with a wide range of activities,

such as diving and kayaking, without a set schedule, and leisurely stops in unique and unforgettable destinations.

THE CONCEPT

Forget everything you know about cruises with massive numbers of tourists, giant ships, and crowded decks. Explora Journeys offers an entirely different sailing experience with newly built, ultra-luxurious mega-yachts. Every detail is meticulously designed to ensure the ultimate vacation, redefining cruising with a world of indulgences that captivate you from the moment you step aboard the polished deck.

One of Explora's notable features is its yacht-like size, accommodating

a maximum of 900 guests, creating an exclusive floating boutique hotel experience with an intimate ambiance and personalized service. The ship features 461 stunning suites ranging from 35 to 149 square meters, which are spacious by cruise ship standards. Each suite offers panoramic ocean views, elegant design, and state-of-the-art amenities.

Explora also boasts six gourmet restaurants led by world-renowned chefs, four outdoor pools-including a retractable-roof pool for cooler days-high-end European designer boutiques, art galleries, a lavish casino, and a dreamy spa complex.

THE SUITES

Befitting a luxury ship, on Explora, there are no "regular" rooms – only suites, available in three levels of luxury. Each suite features stunning ocean views, with floor-to-ceiling windows and a private balcony.

Suites include a plush king-size bed with crisp Frette linens infused with soothing lavender, a cozy seating area, a spacious and well-lit walk-in closet with an integrated vanity, a Dyson hairdryer, a 65" TV with premium content, a private balcony with a chaise lounge, a high-end coffee machine, and - best of all - a dedicated butler at your service at the touch of a button. The in-room minibar is fully stocked and included in the cruise fare.

CULINARY DELIGHTS

Explora is a culinary paradise for foodies





and anyone who appreciates fine dining. The ship features five opulent restaurants offering gourmet dishes crafted from the freshest ingredients sourced from Italy, France, the Middle East, and Asia.

At the breakfast restaurant, guests can indulge in fresh smoothies, fluffy pancakes, a vast selection of smoked fish, custom omelets, fresh salads, fruits, and bakery delights - prepared before their very eyes. Other dining options on board include French gourmet restaurants, Japanese cuisine, specialty steakhouses, and more (all included in the cruise fare).

For ultimate convenience, a 24/7 in-room dining service allows guests to order from the gourmet restaurant menus and enjoy a romantic meal, accompanied by boutique wines, on their private balcony facing the sea (included in the cruise fare).

For kosher travelers, a selection of high-quality kosher meat dishes is available, prepared in a dedicated, separate kitchen and served on brand-new plates in the restaurant of the guest's choice. (Please note: There is no kosher supervision on board.)

ALCOHOLIC BEVERAGES

Explora features 12 bars and lounges open around the clock, offering premium cocktails and top-shelf alcoholic beverages, including single malt whiskey, champagne from leading brands, boutique wines from around the world, and quality beer. Additionally, fresh juices, soft drinks, specialty coffee blends, and a variety of teas are available – all included in the price of the cruise.

ACTIVITIES & ENTERTAINMENT

Activities on board cater to a wide range of interests, including wellness and

fitness enthusiasts, culinary lovers, music and dance fans, shopping aficionados, and spa seekers. Explora has carefully curated its onboard experiences to provide an inviting atmosphere and engaging activities for all guests.

Highlights include culinary workshops with a French chef, yoga classes, live performances, fascinating lectures on cultures along the cruise route, luxury spa treatments, a children's club, and more. Shopping devotees will enjoy a selection of high-end brands such as Rolex, Piaget, and Cartier. The duty-free shops remain open while the ship is at sea, providing a premium shopping experience for guests.

CRUISE ITINERARIES - THE MEDITERRANEAN BASIN, CRUISES TO EUROPEAN SIGHTS, AND VOYAGES TO THE CARIBBEAN

Explora's cruises are designed for guests to explore at their own pace, with stops at unique destinations. In line with the brand's philosophy, selected ports of call are carefully chosen to provide a more exclusive experience, are less 'touristy,' and are less crowded.

In the summer, the ship sails from Venice to Athens, with stops in Ravenna (Italy), the resort town of Hvar Island (Croatia), Kotor bay (Montenegro), Brindisi (Italy), and the beautiful Greek island of Lefkada. A global cruise is also available, departing from Barcelona via the Iberian coastline, Portugal, Morocco, and the Caribbean, arriving in Miami, Florida.

EXCLUSIVE OFFER - THE UNIQUE OCEANS OFFER

Explora Journeys is offering up to 40% off luxury cruises, along with a credit



of up to €1,000 for shore excursions. Travelers who book one of the brand's luxury cruises by **February 28, 2025**, will enjoy significant savings of up to 40% off, including a reduced 10% down payment (instead of 15%) and up to €1,000 in prepaid shore cruise credits during the cruise per suite and per reservation.

This offer can be combined with other exclusive promotions available to Explora's valued guests.

SAMPLE PRICING (WITHOUT DISCOUNTS)

A seven-night cruise departing August 9, 2025, from Fusina (Venice), with stops in Dubrovnik, Santorini, Piraeus, Lefkada, and Ravenna, is priced at NIS 21,604 per couple, and \$4,125 per person in a double room.

IMPORTANT TO KNOW

Explora Journeys does not sail from Israel. Cruises depart from various ports in Europe and the USA, requiring guests



to fly to the embarkation point. Flights are not included in the cruise fare.

FOR BOOKINGS & MORE INFORMATION

Website: www.explorajourneys.co.il
Phone: 073-374-2344

FOR WOMEN'S EYES ONLY

By IRIT MATHIAS

Caroline Abram began working as an optician in her mother's shop in Paris and also engaged in accessory design. She dreamed of designing and producing stylish, colorful collections for women. Israeli import company Shaldag recognized the potential and is importing the Caroline Abram collections.



Caroline Abram | All photos by PR

WHEN DID YOU START DESIGNING EYE WEAR, AND WHAT INSPIRED YOU TO BEGIN THIS JOURNEY?

In 2008, although my journey in the optical world began much earlier. My initial focus was on accessories, I started to explore my creativity while still working as an optician in Paris. The transition to 'eyewear designer' came from my desire to create a feminine stylish feminine collection, something the market was missing at the time. I wanted to offer women eyewear that was not only functional and comfortable but also allowed them to express their personality and mood. It was a natural evolution of my work as an optician and my love for design.

DID YOU STUDY IN THE FIELD OF EYEWEAR DESIGN, OR IS IT AN INNATE TALENT?

I didn't formally study eyewear design. My background is optics, which gave me a deep understanding of how glasses should fit, function, and flatter different facial shapes. My creative side has always been a big part of who I am. Growing up, I loved drawing, sculpting, working with colors, shapes, and materials. Those passions naturally merged with my work as an optician. This allowed me to approach eyewear from both the practical and the artistic perspective. I've always believed that the best designs come from a mix of technical knowledge and creative intuition.

WHERE DO YOU MANUFACTURE YOUR GLASSES?

After experimenting with production in France and Italy, I now work with trusted partners in China. The decision wasn't taken lightly; it came from years of learning what it takes to ensure quality, consistency, and craftsmanship. My partners in China have been with me for over 15 years, and they understand my vision and attention to detail.

IN WHICH COUNTRIES ARE YOUR PRODUCTS SOLD?

They are sold in over 50 countries. I feel incredibly grateful that my work resonates with women from so many different cultures and styles. With over 3,000 optical stores carrying

my frames, the brand has become an international presence. From Europe to Asia, the US and beyond, the idea that my frames can make someone feel confident and beautiful is what truly matters to me.

WHY DID YOU CHOOSE TO DESIGN EXCLUSIVELY FOR WOMEN?

I grew up surrounded by strong, independent women who instilled in me a deep appreciation for femininity and elegance.

They are my source of inspiration. Designing for so many wonderful personalities felt natural. I can focus entirely on creating frames that reflect one's inner self, empowering, helping to increase confidence whether it's through a bold statement piece or something more understated. That's when glasses become a statement of self-expression.

WHEN DID YOU START DESIGNING SUNGLASSES?

Sunglasses have always been a part of my collections. It is a natural pairing with the optical frames. Sunglasses allow me to explore bolder designs, larger frames, and more expressive color palettes, offering even more possibilities to develop special pieces with flair. Opticians can also put prescription lenses in the entire collection.

WHICH MARKET IS YOUR STRONGEST?

Europe remains our strongest market, particularly France. However, I've been thrilled to see growing enthusiasm in Asia, especially in Japan, where there's a strong appreciation for accessories that combine craftsmanship and design. The US is also an important market, as women there embrace bold and expressive eyewear.

WHAT INFLUENCES OR INSPIRES YOUR COLLECTIONS?

My childhood in Senegal immersed me in vibrant colors, bold patterns, and a sense of playfulness that continues to influence my work. Living in Paris taught me the value of timeless elegance and attention to detail. Each collection reflects a moment in time, a mood, or a story. I love playing with contrasts – soft and bold, vintage and modern, minimal and extravagant. My designs are also shaped by the women who wear them. I think about their lives, moods, and desire to express themselves, and I aim to create pieces that resonate with their individuality. I use techniques that allow me to layer colors, play with transparency, and create sculptural shapes. Ultimately, my goal is to design eyewear that feels personal, something a woman can put on and immediately feel confident and radiant. •

PLAYING HER PART FOR KERASTASE

By RONIT MATHIAS

Hair product brand Kerastase is celebrating its 60th anniversary. International model and actress Emily Ratajkowski, the brand representative, talks about their shared history.



1969 - '60s Hair - © DR Kérastase | All photos by PR

WHAT APPEALED TO YOU ABOUT KERASTASE?

They advocate an open and transparent approach to gender issues. The partnership encouraged me to continue expressing myself and my beliefs, and I am happy to work with a brand that aligns with my values.

TELL ME ABOUT A PHOTO SHOOT THAT WAS MEANINGFUL TO YOU.

From day one, I was lucky enough to work with some of my favorite photographers, like Inez and Vinoodh. It is always interesting to shoot for the first time with a new brand, when you don't know what will happen and how it will work. But I immediately felt comfortable with our shared vision and the relaxed atmosphere on set. I've shot for Kerastase on the rooftops of Paris, in studios in New York, on a boat on the Seine, and even in my own apartment. All the shoots are important and meaningful to me, and I'm excited about the moment when everyone will see the next campaign!

YOU'VE HAD QUITE A FEW ICONIC MOMENTS WITH KERASTASE. LOOKING BACK, WHAT DO YOU REMEMBER ABOUT THEM?

A memorable moment was when I first went blonde for Blonde Absolu. The transition was fun, as I'd been a brunette my whole career. It reinforced Kerastase's motto – 'You dare, we care.' The idea is that we can play with our appearance and express ourselves through our hair.



Emily Ratajkowski

HOW HAS YOUR RELATIONSHIP WITH THE BRAND DEEPENED AND EVOLVED OVER TIME?

It's been an amazing journey. Throughout the whole process, Kerastase always makes me feel like I have a place to voice my opinions, and this connection between us has only grown stronger over the years. The Power Talks events have really amplified it because they embody what the brand stands for.

THE BRAND WAS LAUNCHED IN 1964, DURING THE WOMEN'S LIBERATION MOVEMENT. WHAT ARE YOUR FAVORITE HAIRSTYLES FROM THAT ERA? DOES HAIR HAVE A POLITICAL MEANING?

When I think of the hairstyles of the 1960s, I think of volume, beehives, slicked-back hair, bobs – everything was really big. Hairstyle is so much more than hair. It's an expression of identity.

HOW DO YOU CULTIVATE A HEALTHY RELATIONSHIP WITH SOCIAL MEDIA PLATFORMS, AND WHAT ADVICE WOULD YOU GIVE TO YOUNG MEN AND WOMEN?

Social media can be both a source of inspiration and a source of insecurity. Social media has provided me with so many great opportunities and given me a wonderful sense of community. Of course, there are also many negative things, and my advice is to always stay connected to ourselves; and, when we can, to get away from it for certain periods of time. •

PARAMOUNT POWERHOUSE

By RINA OR

‘E very challenge I’ve faced throughout my career has prepared me for this year,’ says Orly Atlas-Katz, EVP of Paramount Israel and CEO of Ananey Paramount.

Under her leadership, Ananey has turned obstacles into opportunities, ensuring that Israeli storytelling remains a powerful force for connection and inspiration.

Ananey, Israel’s leading multi-channel media company, has grown into a media powerhouse under Atlas-Katz’s guidance, with Paramount channels and local lifestyle channels. With a critically acclaimed production studio, an innovative tech subsidiary, a digital division, and a thriving CP&E, Ananey is a trailblazer in Israel’s media landscape.

In 2020, Atlas-Katz led the acquisition of Ananey by Paramount Global, reinforcing its global content presence. Ananey’s productions have reached major platforms such as Paramount+, Netflix, HBO, CBBC, and Nickelodeon International. Notably, Ananey became the first Israeli company to produce a Netflix series filmed entirely in Israel, solidifying its global leadership.

“When the world seeks an innovative and original story, they love turning to Israeli storytellers. That’s why we work with Israel’s best creators,” says Atlas-Katz. This spirit of innovation has driven Ananey’s portfolio of internationally acclaimed productions – from dramas like *Band of Spies*, *Fireflies*, and *Wonder*, to powerful documentaries such as *95% Heaven*, *Day Trip*, *Telling Nonie*, and *The Lost City: 101 Days in Captivity*, as



Orly Atlas Katz | Photo by Guy Nahum Levy



Fireflies by Ananey Studios

well as many others in progress. This year alone, despite the challenges reality has presented, the company produced hundreds of hours of relevant, impactful content across genres – high quality dramas, sci-fi thrillers, high-concept sitcoms, documentaries, preschool shows, kids’ and teen series, animation, lifestyle programs, and formats.

Atlas-Katz believes that inclusive representation is a key driver of success – on the screen and behind the scenes. “I don’t hire women because they’re women. I hire women – and all employees – because they’re great,” she explains. With this philosophy, Ananey boasts a diverse workforce: 74% of employees are female, and 75% of senior leadership positions are held by women. Atlas-Katz’s commitment to empowering women has earned her recognition in *Variety’s* Women’s Impact Report, *Cynopsis’* Top Women in Media, and *Forbes’* Power Women list, solidifying her influence in global media.

Following the events of October 7, her commitment to social welfare remained steadfast. Beyond continuing to produce international content, Ananey became a platform for positive change. In collaboration with NATAL, the Israeli Trauma and Resilience Center, Ananey launched the I’ve Got Me campaign, providing children with mental health tools to cope with stress and anxiety resulting from the war. The company also supported children who lost siblings, those displaced, and those facing emotional challenges. From senior management to every employee, the entire company has demonstrated unity and strength in the face of crisis.

Atlas-Katz’s leadership during these challenges reflects her vision: to not only showcase Israel’s creativity to the world but also to help its communities thrive amid adversity. Paramount Global reinforced this vision with a \$1 million donation to humanitarian relief organizations such as Magen David Adom and NATAL, matching employee contributions.

Through it all, Atlas-Katz’s mission remains clear: to share Israel’s beauty, ingenuity, and storytelling on the international stage. Ananey’s vast catalog continues to showcase Israeli creativity globally, proving that Israel delivers, no matter the challenge. “A great story is about an emotional journey, and in Israel we always know how to bring these stories to life in an original, creative way,” she asserts.

Dr. Fischer - It's Proven!

The Dr. Fischer Group is a multinational corporation and the leading company in Israel in its field. The group's laboratories specialize in developing skin and eye care products, leveraging some of the most advanced pharmaceutical and medical technologies and knowledge in the world. For nearly 60 years, Dr. Fischer has been committed to developing the most advanced products for the health of the entire family, from pregnancy to old age, from head to toe. In addition to its products sold in Israel, the group markets its formulations to 30 countries worldwide.

The Proven Solution for Extremely Dry Skin

Dr. Fischer's **U-Lactin Series** is the most comprehensive line for intensive treatment and prevention of skin dryness from head to toe. It is designed for those suffering from dry to extremely dry skin and is recommended by dermatologists¹.

The products have undergone sensitivity testing, confirming suitability for sensitive skin. The formulations include active ingredients such as urea in various concentrations, known for its high moisture-retention capacity, softening properties, and ability to increase skin elasticity effectively, soothe irritations, and assist in the healing process.



Additionally, lactic acid is included, recognized for its exceptional moisturizing properties and contribution to maintaining flexible skin. This combination provides intensive care, immediate relief for dry skin, and improves moisture balance.

Maintaining Eye Hygiene

The **Eye-Care Series** by Dr. Fischer is recommended by ophthalmologists in Israel², for gentle and effective cleaning of the eyes, eyelids, and lashes. These products are designed for daily maintenance of eye hygiene, effectively and gently cleaning the eye area, removing oily secretions and sticky crusts, and soothing tired and strained eyes.

The Eye-Care wipes contain ingredients that help soothe, soften, and enrich the skin while maintaining flexibility and health around the eyes. The products are sterilized, ophthalmologically and dermatologically tested, hypoallergenic, sensitivity-tested for suitability to sensitive skin, and tear-free. They are also suitable for contact lens wearers and are free of preservatives, parabens, SLS/SLES, fragrances, and dyes.



Maximum Sun Protection

Dr. Fischer's **Ultrasol MAX Series** offers advanced, innovative sun protection with a unique technology called Broad Spectrum Tech (BST) that provides extensive protection against harmful UVA+UVB rays and additional defense against IR radiation and high-energy visible light (HEV). All products in this series offer very high protection at SPF 50+, are dermatologically tested, and have passed sensitivity testing to confirm suitability for sensitive skin. The products provide 24-hour hydration, are highly water-resistant, and are paraben-free.



EASY WASH™ ACTIVE 24



Extra Large and Thick Bathing Wipes

Dr. Fischer's research and development labs have created **Easy Wash Active24** wipes, oversized, soft, and extra-thick wipes infused with a unique patented formula for bathing without water or soap when they are inaccessible. These wipes were tested in specialized international laboratories and were proven effective for 24 hours for neutralizing and preventing body odors, providing effective hydration, and protecting the skin. The gentle, paraben-free, alcohol-free formula is dermatologically tested and sensitivity-tested for suitability to especially sensitive skin.

The wipes are enriched with aloe vera, avocado oil, vitamin E for moisturizing, sage oil, and aloe vera extract for soothing the skin. After use, the skin feels clean and refreshed for 24 hours. The product comes in an 8-unit pack, ideal for those in the field without access to running water or soap and for individuals with limited mobility who have difficulty accessing bathing facilities independently. The wipe's size, the type and thickness of the fabric, and the unique formula provide a pleasant treatment experience for both the patient and the therapist. For added comfort, the sealed package can be warmed in hot tap water or a microwave

Addressing 10 Signs of Aging

Dr. Fischer's **Genesis Age Control Series** is an advanced anti-aging line that incorporates innovative solutions for addressing 10 signs of aging that affect the skin, along with broad-spectrum, high sun protection to slow skin aging and prevent spots and wrinkles over time. The line contains RENOVAGE™, which helps address and prevent signs of aging for a healthier, younger-looking complexion. The series includes five products, including

a restorative and protective day cream, a restorative night cream, a concentrated restorative oil serum, and an eye mask for firming the upper eyelid and brightening the eye area. The series is designed so that the combined use of these products delivers maximum effectiveness. With pleasant, rich textures, the series blends dermo-cosmetic technology with scientific and medical expertise, offering advanced, innovative solutions to slow skin aging using unique formulas and safe, cutting-edge ingredients.

GENESIS

AGE CONTROL



Collagen Pro Series

The **Collagen Pro Series**, part of Dr. Fischer's Effective Care line, is enriched with the highly effective active ingredient niacinamide, combined with vitamin E and pro-vitamin B5. This series promotes anti-aging benefits for a more flexible, even-toned, and smoother skin appearance. The series includes body cream, hand cream, and a multi-purpose cream suitable for the face, body, and hands, offering 72-hour hydration. The products feature lightweight, quickly absorbing textures and a delicate fragrance for a pleasant user experience.

Sharon Gertler, Vice President of Research and Development at Dr. Fischer notes: "Niacinamide concentrations that have been studied over the years in topical application have indicated a variety of benefits, from protecting the skin barrier through moisturizing as an anti-aging ingredient to improve the appearance of wrinkles and fine lines, as well as improving skin texture and as a treatment for pigmentation and oily skin."



¹ Based on a survey by the Roshink Research Institute among Israeli dermatologists, 2024.

² Based on a survey conducted by Roshink Research Institute among Israeli ophthalmologists, January 2024.

THINKING “OUTSIDE THE FRAME”

By IRIT MATHIAS



Kreuzberg Kinder | All photos by PR

In the bustling world of eyewear brands, it is worth getting to know the young, dynamic brand Kreuzberg Kinder, which is launching a collection inspired by the spirit of the Roaring Twenties, a period characterized by a unique cultural tone and brought into the world countless extravagances. American author F. Scott Fitzgerald called it “the greatest orgy in history.”

Kreuzberg Kinder, a marketer of the Israeli Duke Group, was opened with a desire to inspire, influence, and promote the world of Israeli optics with a purpose, vision, and style. The brand was born by chance, when the brother of one of the purchasing people working in the company, a well-known photographer in Berlin, needed “crazy” glasses for a fashion shoot for a major magazine. When he couldn’t find any, he turned to his brother, who recruited the company’s creative team, and together they created an eyewear collection. The result was so successful that all the glasses were snatched up and sold to the photography team. On the heels of that success, they developed the brand that became popular in all the capitals of Europe, the US, and Israel.

The current collection is a salute to the 1920s, a period of high energy. Jazz flourished, feisty Flappers redefined the modern look with a free, light, and wild lifestyle, and Art Deco, with its extensive influence on the arts and culture, reached its peak.

With Kreuzberg Kinder, fall in love with this vibrant period, dive deep into this turbulent and spectacular century in search of an inspiration that sets the tone for the 2025 eyewear collection that takes us on a fascinating journey into the dynamics of 1920s fashion.

The word “prohibition” evokes the atmosphere of the speakeasy clubs that operated during the Prohibition era in the United States in the 1920s and 1930s, clearly reflected in the ad campaign

shot at the legendary Bellboy bar in Berlin. The eyewear collection, emanating the essence of opulence, is mysterious, elegant, and vibrant. Each model is named after a cocktail, which raises the question, like the glasses: “What does your choice of cocktail say about you?” Do you identify with one of them?

Among the leading models in the collection is the Rusty Nail. Its geometric shape, meticulously designed with an emphasis on falling into the spotlight, creates an extravagant accessory for the connoisseur.



The Black Velvet model is characterized by a harmonious combination of matte and shiny acetate, with a design as stunning as the cocktail itself. The blue tones of the turquoise radiate warmth and richness, while the creamy shade provides a smooth and modern contrast, creating a visual symphony that captivates the eye.

The brand Kreuzberg Kinder is named after the most unique neighborhood in Berlin, a neighborhood of artists. The concept of the designers of Kreuzberg

Kinder is to produce designs that no one else has. Edgy, unique, and colorful, they appeal to fashionable men and women of all ages. As for the price, the glasses range up to 150 euros.

The eyewear brand is undoubtedly for people who are not afraid to express themselves. It is inspired by the Berlin spirit, while ensuring high quality and using the best materials, at affordable prices. The people behind the brand believe that true creativity flourishes when we cross boundaries and take risks, think outside the box.

The brand’s other collections include a wide range of eyeglasses and sunglasses in innovative designs, combining the charm of the 1950s and ‘60s with the modern urban style of 2020. The brand emphasizes a classic look combined with innovation, boldness, and uniqueness, designed for people who refuse to surrender to conformity. Kreuzberg Kinder is considered a pioneer in the field of optics, due to its unconventional designs and innovative and striking style, which includes both elegant and minimalist, and dramatic and striking designs. The products are sold in 25 countries around the world.

Duke Optics, which operates under the Duke Group, has been the exclusive importer and distributor since 2011 of leading international sun and vision brands such as Philippe Plein, Roberto Cavalli, Just Cavalli, Chopard, Garrett Leight, Mykita, Dita, and L.G.R.

THE COLORS OF LIFE

By IRIT MATHIAS

Ailene Laufer is the sister of Idan Shitivi, who was abducted to Gaza – a reality that profoundly shapes her life today. Alongside this personal struggle, Laufer is the founder and owner of Color Café, a chain of ceramic painting studios with three locations in Israel and a branch in California. Her business has become well known for its unique atmosphere, trendy design, and the artistic experience it offers its customers. More than a ceramic painting studio, Color Café is a creative space, a community, and a platform for people of all ages to express themselves through art.

WHAT LED YOU TO START THIS BUSINESS?

I have always been drawn to the world of art and creativity. The idea for Color Café came from a deep desire to create a space where people could connect through art. I wanted to provide an opportunity for people to experience creativity, freedom, and self-expression in an accessible way. When I discovered the potential of ceramic painting as an interactive, hands-on artistic experience, I knew it was the right path. Beyond that, I have always been passionate about entrepreneurship and building communities around unique experiences, and Color Café embodies all of these values.

HOW DID YOU START YOUR JOURNEY IN THE



WORLD OF CERAMICS?

My background is in art. I have a bachelor's degree in both art and education. Early in my career, I explored various forms of artistic expression and art education. Over time, I discovered the magic of ceramics – the tranquility it brings, the meditative quality of painting, and the accessibility of this art form, which allows anyone to create, regardless of prior experience. There is something truly special about the freedom ceramics offers. There are no rules, no restrictions, just the joy of creation.

WHAT DOES IT MEAN TO YOU WHEN PEOPLE COME IN AND CREATE?

For me, Color Café is not just a business – it is a place of connections and self-expression. Watching people of all ages step into the studio, immerse themselves in the creative process, and fall in love with what they create brings me immense fulfillment. It reinforces the incredible power of art, especially in times of hardship. Many customers have told me how their experience at Color Café has helped them relax, cope with stress, or reconnect with their families. That is exactly what I envisioned – a space that is not just a studio but a sanctuary for personal and shared artistic experiences.

HOW DOES YOUR PERSONAL REALITY IMPACT YOUR CREATIVITY AND YOUR BUSINESS

My reality is complex. The ongoing struggle of dealing with my brother's abduction is something I carry with



Ailene Laufer | All photos by Ari Gottesmann Nomadigo

me every moment of every day, and it inevitably affects my work. There are days when focusing on the business feels impossible, and other days when Color Café gives me the strength to keep going. Amid the challenges, I find profound meaning in seeing people come into the studio, find comfort in creativity, and leave with something they have made with their own hands.

HAS YOUR BUSINESS BECOME A FORM OF ESCAPE FOR YOU, OR IS IT A WAY OF CONFRONTING REALITY?

It is a combination of both. At times, Color Café serves as my escape -- a place where I can momentarily set aside my worries and immerse myself in the world of creativity, my team, and my customers. On the other hand, it is also a way of confronting reality in that I'm creating an escape for others; and by doing this, I hopefully offer something meaningful for them. I do not believe I can truly escape my reality, but my business gives me a way to navigate it in a way that feels right for me.

HOW DO YOU FUNCTION IN THE MIDST OF UNCERTAINTY?

It's not easy, but I am learning, day by day, how to keep moving forward. I rely on the people around me. My team and my customers remind me of the importance of what I do. I take moments for myself when needed, but I also make sure to remain present, to lead, and to do whatever is necessary to ensure that my business continues to be successful and grow. Color Café has become a source of strength for me, and even in times of uncertainty I find a way to keep pushing forward. I believe that a successful business is not just built on financial models; it is built on the meaning it brings to others. Color Café is my business, but it is also my heart, my passion, and my way of making an impact, of creating, and of giving others a space to experience art, joy, and lasting memories.

TOURISM

By IRIT MATHIAS

ISRAELI AIRLINES REACH NEW HEIGHTS

Arkia Airlines launched its new route to New York at an event held at Terminal 3 at Ben-Gurion Airport. The route began as a joint initiative with TechAir and was launched to address the severe shortage of flights between Israel and the United States, with prices starting at \$1,199.

Since its early stages, the project has been under the management of Arkia Airlines and is now fully operated by Arkia. The route emanated from the need to deal with the challenging reality of the Israeli aviation market since the start of the war, and especially in recent months when international airlines have stopped flying to Israel.

The flights on the new route will include three weekly flights on Sundays, Mondays, and Wednesdays. They will be operated on an advanced Airbus 330-900 NEO aircraft, one of the newest and leading aircraft of the Spanish-Portuguese company Iberojet. The aircraft, which will also include an Israeli crew from Arkia, will be operated in a spacious economy class configuration that includes personal screens and two full kosher meals and beverages during the flight.

At the inaugural event Oz Berlowitz, CEO of Arkia Israeli Airlines, said: "Today is a defining moment in Arkia's history. The launch of the direct route to New York is not just an expansion of our business activity, it is a testament to our growth, courage, and vision. New York is a global center, a strategic destination of immense importance, the most important airline route for the State of Israel, and Arkia's presence in this market symbolizes a new era for us. Over the past year and a half, dealing with a challenging reality has made the



Arkia | Photo by Eran Lam

importance of Israeli aviation clearer than ever. At a time when most foreign airlines have reduced activity or chosen not to fly here at all, Arkia and the other Israeli airlines have proven once again how much of an asset they are to the State of Israel.

"It is precisely during this challenging period that Arkia has chosen to step forward, look to the horizon, and strengthen its presence by expanding its fleet of aircraft and here today by launching this strategic route. This step is not only financial - it strengthens our stability in the international market, establishes us as a leading player in the aviation industry, and provides direct access to the central gateway of North America.

"The Nakash family, who control Arkia,

see New York not only as a commercial destination but as part of their identity and vision. The connection between Israel and North America is at the core of their activities, and today the launch of this line is a direct expression of their commitment to invest, develop, and lead Arkia to a stronger future.

"There are no achievements without partners. Thank you to everyone who made this route a reality. Today we look ahead. The New York route is not just a destination - it is an infrastructure

for growth, for expanding international activity, and for strengthening our position as an innovative and dynamic airline."

Larry L. Memmott, economic counselor at the US Embassy in Israel, said: "Despite these difficult times, we are here tonight to celebrate a joyful event that connects our two countries. Flights like this connect families, promote the economy, support cultural exchanges, and boost tourism. They preserve the strong and deep ties between our two countries." •



Arkia | Photo by Eran Lam



Shmuel Zakai Sharon Kedmi Oz Berlowitz Larry L Memmott | Photo by Eran Lam



Photos by PR

PASSOVER VACATIONS IN VILLAS ACROSS EUROPE

If you're looking for an unforgettable way to celebrate Passover with extended family or close friends, "Spirit World Productions", offers you an extraordinary hospitality experience in luxurious villas across Europe.

A private villa vacation allows families to stay in pristine, picturesque locations that are not necessarily tourist hot spots, surrounded by breathtaking landscapes. It also offers an authentic and intimate experience in historic and luxurious estates.

A significant advantage is the ability to customize your villa selection – from the design and location to the activities offered. Essentially, any villa can be

transformed into a private boutique hotel with additional services such as: Gourmet breakfast, Daily housekeeping, Private chef-prepared meals, Spa treatments, Yoga and Pilates classes, Private movie screenings, Sunset horseback riding tours. Another key benefit is that the villas are located in prime locations, serving as an ideal base for nearby excursions, attractions, and family activities.

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Samsonite | Photos by PR

PACK YOUR BAGS

If you're planning a ski vacation, you should get to know Ecodiver, a collection of luggage and bags for ski and winter trips from Samsonite, renowned for its stylish, high-quality luggage. The collection includes new models with iconic designs, combining comfort and safety with an emphasis on sustainability. The products are made from recycled materials using Recyclex™ technology, as part of efforts to preserve a green and sustainable environment.

The collection includes trolley suitcases

made of liquid-repellent material in several sizes, with compartments for ski and extreme equipment; backpacks with compartments for a laptop, tablet, and digital equipment; pouches; bathing bags; and a duffel bag with two wheels, adjustable to four sizes of height and volume.

Available in black, blue, and yellow. Every season, the company launches another limited edition color. The products have an international warranty of two or five years, depending on the item.

DESTINATION ALBANIA

Sundor, part of the El Al Group, is launching a new regular flight to Tirana, Albania, which is considered the pearl of the Balkans and is only a two and a half hour flight away. Sundor will operate three weekly flights to Tirana on Mondays, Wednesdays, and Fridays. The inaugural flight will take place on March 31. The launch price for a LITE ticket, which includes a trolley and a backpack, is \$279. Tickets are available for sale on the El Al website and at travel agents. El Al's frequent flyer club members will be able to accumulate and redeem club points on the flight, in accordance with El Al's policy.

Albania is a new and intriguing vacation destination in the Balkans, a small country that is friendly to Israelis and is considered one of the safest according to the National Security



Tirana Albania | Photos by PR

Agency's rating. The country offers a variety of options: a pampering vacation

on the magical beaches of the Riviera in the south, mountain hikes in the north

and in the villages, shopping and fine cuisine, historic cities and fun nightlife in the capital Tirana. Travelers to the Balkans will be able to combine their trip with different countries in the region, for example flying with Sundor to Albania and returning on a Sundor flight from Montenegro or vice versa.

Gal Gershon, CEO of Sundor, says: "We are seeing an increase in demand for flights to the Balkan countries, which are characterized by good food, beautiful scenery, and good value for money. The new route to Tirana in Albania will strengthen Israel's ties with these countries and allow Israelis to go on vacation within a short flight distance. The locals in Albania love Israel and support Israeli tourism.

Combined with a high sense of security, Albania offers a variety of ideal summer vacation options."

TOP TIER

By IRIT MATHIAS

ABUNDANT BEAUTY IN STORE



Factory 54 | Photo by PR

The Factory 54 Group, which brings international fashion brands to Israel, is entering the beauty world with its new multi-brand chain of stores for skincare, makeup, perfumery, wellness, and home care products from leading brands, including those that had only been sold abroad.

The stores will be called Factory 54 Beauty. There will be departments within Factory 54 stores, and a dedicated website that initially appeared as a category within the Factory 54 website.

Over the next four years, there will be approximately 12 Factory 54 Beauty stores, departments within Factory 54 stores, and a dedicated website.

LOVE THAT BRA

Lingerie brand Triumph is relaunching the iconic Amourette series bra with an upgraded design. The bras are made of high-quality fabrics, with perfectly fitted and comfortable cuts.



Triumph | Photo by PR

The inspiration for the design of the series is the Amourette bra, in lace-infused models identified with the collection. There is a variety of cuts and sizes that suit everyone. Available in pink, white, and black.

SEE BETTER WITH RAY-BAN



Ray Ban | Photo by PR

Ray-Ban is launching its iconic sunglasses models in a prescription glasses collection. Elinor Bor, VP of marketing, Luxautica Israel, says: "Ray-Ban glasses not only provide an optimal solution for improving vision but also combine an iconic design that suits every style.

With quality lenses that protect the eyes and provide long-lasting comfort, Ray-Ban maintains its reputation as one of the leading brands in the world of fashion and optics."

Among the models featured in the collection are Aviator, Wayfarer, Clubmaster, and Balorma, with prescription lenses manufactured by Ray-Ban with the brand's unique signature on the lens -- Ray-Ban Authentic.

The lenses are available in sun and prescription versions, including Polaroid and Transition versions -- darkening lenses. The prescription lenses come in a variety of original and popular Ray-Ban shades.

A-ONE AI HAIR CARE

If you're planning to flying abroad, you should get to know Beauty Intelligence products that are now available at James Richardson Duty Free.

Beauty Intelligence is a luxury hair care brand, born from a desire to offer



Beauty Intelligence | Photos by Daron bandera, Amit mosar

advanced hair care solutions based on innovative technologies. Using advanced technology based on artificial intelligence, the company analyzes thousands of studies and formulas on hair health and care, and produces products customized for different hair types. The brand emphasizes thorough care of the scalp, which is the basis for healthy and strong hair, and daily protection of the hair from environmental damage, sunlight, and the use of chemicals and styling tools. The various series include shampoos, masks, serums, and complementary styling products that combine unique complexes, advanced science and technology. They provide fast and targeted results in treating hair damage and improving shine and elasticity.

Among the notable series are Extensions, for maintaining hair extensions; Bond, for damaged hair; Curl Care, designed for curly hair care and maintaining moisture, shine and elasticity; and Silk & Shine, which gives hair a silky texture and powerful shine, and a smooth, radiant appearance.

IF IT'S PURPLE, IT MUST BE ARPEGGIO



International coffee brand Nespresso launches Arpeggio Extra Caffeine, a collection inspired by the iconic purple capsule Arpeggio. There are three

versions: classic, decaffeinated, extra caffeine for an especially powerful experience.

The capsule, inspired by the traditional roasting of Florence, offers a perfect coffee experience for any moment of the day. The coffee combines strength with softness, full body with a velvety texture, and refined cocoa aromas with a refreshing fruity finish and the addition of extra caffeine.

In addition, purple machines and accessories are being launched: Touch on-the-go coffee mug; Pixie cup; Aeroccino 3 electric milk frother; and the Pixie coffee machine.

BOUQUETS AND GIFTS GALORE

The new flower brand Mimi Vaza, stemmed from a collaboration between the NONO Group and the TLC Group, offers same-day flower delivery nationwide, and brings a refreshing new shopping experience to the world of flowers and gifts. The brand offers over 100 types of designed bouquets, stylish flower pots, and unique packages, combining fresh flowers with high-quality gifts, ranging from designed housewares to fresh breads, cookies, and pastries from the Mimi cafe chain.



Vaza | Photo by Sharon Olbinski

The flowers can also be ordered through the BUYME app and website. In addition, a new Mimi Vaza store has been launched in Tel Aviv, where customers are invited to assemble their own gifts and bouquets with the help of professionals. Two additional stores will soon open in Kiryat Ono and Modi'in.

A CLEAN SWEEP



The Hamilton Group announces the eufy brand by Anker, and enters the robotic vacuum cleaner market. Establishing its position in the super-premium category, it launches the innovative, advanced, luxurious eufy S1 pro robotic vacuum cleaner in Israel.

PICTURE THIS

Hamilton Group launches the Redmi Note 14 Series. The new series is characterized by advanced technologies: artificial intelligence that allows for creative integration in both photography and daily use experience, with up to 200MP cameras for professional photography and sharp, clear night shots. Batteries up to 5500mAh, and new power for intensive use throughout the day.



Redmi Note 14 series | Photo by PR

MARIE BEILIN: BUILDING ON A DREAM

By IRIT MATHIAS

Marie Beilin, a former lawyer and economist, changed her career path and now specializes in interior design. At the age of 11, she immigrated to Israel with her family from Russia. At 30 she met the love of her life, Ori Beilin, and they now have three children. “We are involved in each other’s work. If it weren’t for Ori’s support, I probably wouldn’t be an interior designer today,” she says.

WHICH DESIGN STYLE DO YOU MOST CONNECT WITH AND WHY?

St. Petersburg, where I was born and raised, is a city full of beauty, charm, and Parisian architecture. I grew up on classic walnut parquet flooring. We spent our summer vacations in the Baltic countries, which have a Nordic feel and the strong scent of pine trees. Those are the cornerstones of my design taste. All my projects range from classic to modern, from Nordic to soft luxury. When these combinations are done with sophistication, they blow me away.

I am very sensitive to beauty and colors. I follow trends in the field religiously and when I see something really beautiful, I can burst into tears with excitement. I especially love and promote shades of white. I am fascinated by the fact that there are 300 shades of white. In a way, I was born into the profession. My mother had a fine aesthetic sense, and our



home was full of reference books and beautiful items. My father is a contractor and engineer. In my youth, I spent many hours with him building furniture. He told me that my grandfathers, who originated in Romania, were well-reputed locksmiths and carpenters. When I came to Israel, I wanted to study a profession that seemed practical to me at the time. I studied economics and management, and then law. At the same time, I had a 20-year career in the insurance field, during which I served in senior positions in large companies, sat on boards of directors, and carried out large projects.

As I looked inward, I came to the conclusion that I had to realize my passion for aesthetics and turn it into a profession. I started studying interior design online and doing projects for good friends for free. Two years later, after completing several successful projects, I took an interior design course at Marangoi in Milan, which is one of the most highly respected design schools in the world.

WHY DID YOU DECIDE TO DO PROFESSIONAL RETRAINING?

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WHAT IS YOUR AREA OF SPECIALIZATION?

Designing luxury apartments, private homes, and boutique offices. My clientele are people who hold or have held senior positions in Israel, and their expectations for excellent service are sky high. The 20 years of experience I gained in managing complex projects, business development, marketing, and law give me an advantage in managing an organized interior design process, while maintaining schedules, providing optimal service, and structuring a defined budget. My clients have refined taste. They have traveled the world and absorbed different cultures, alongside a real estate vision that they want to realize. That is perhaps why, although I have refined taste as well, each of my projects looks different. In my opinion, a good designer ultimately has to peel back a few layers from his or her clients in order to connect them to their roots and understand what they really want and need. A home is a reflection of our inner world – our lifestyle, loves, dreams.

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All photos of the apartment by Itai Benit



Marie Beilin | Photo by PR

I believe that proper design is not just an aesthetic or a practical solution – it is a force that affects all areas of our lives. The more you attach beauty, the more you remain in an environment that inspires harmony, the more you will feel how it penetrates inside, affecting your mood, appearance, and inner balance. And that is what is so interesting about this profession. Each project is a challenge and a journey of introspection and precision with the clients.

WHAT ARE SOME OF THE CHALLENGING PROJECTS YOU’VE DONE?

I recently designed a contractor’s apartment in Ramat Gan for a couple of diplomats who spent many years in Vienna. Their expectations were high. They wanted their apartment to feel like a suite in a European hotel, which a standard contractor’s apartment does not allow for. The process of designing such an apartment is complex. It requires preliminary planning, and the preparation of two sets of plans. However, the result exceeded all imagination, and they are in love with their new apartment.

Another client, a retired judge, asked that the duration of the renovation project not exceed the time she was on vacation abroad. We had 10 days to do a complete renovation of a 100-square-meter apartment. Well, not only did we succeed, but we were a day ahead of schedule. Such a process requires careful planning and an understanding of complex processes. There is not a single screw that is screwed into any of my projects without my knowledge. Every day, several teams worked on the apartment – plumbers, electricians, plasterers, installers, and fitters. The planning and cooperation from all parties led us to succeed in this challenge as well. Of course, also thanks to my team and the suppliers who have accompanied me throughout the years.

WHAT IS YOUR DREAM?

To design a hotel from scratch -- from formulating and developing the concept, through finding the property, recruiting investors, and building the hotel itself.

THE FACIAL MASK

By IRIT MATHIAS



Pola | Photo by Tomer Mesinger

OhGlow | Photo by PR

Payot Juvena | Photo by PR

Elizabeth Arden, Elemis, Clarins | Photo by Keith Glassman

Augustinus Bader, Kiehl's, Shiseido | Photo by PR

Sacara | Photo by Keith Glassman

Taking care of the skin during the winter is doubly important. The transition from warm interior spaces to the cold outside takes its toll on the skin. In addition, the tension we have been experiencing since October 7 has a negative effect on our skin as well. To that end, cosmetics companies are offering dedicated beauty masks that will help treat skin damage and improve skin quality.

In recent years, facial masks have become a staple in beauty regimens worldwide, offering a luxurious and effective way to care for our skin. For example, there are hydrating sheet masks; detoxifying clay masks; masks that render radiance; and masks that shrink pores.

The beauty industry has witnessed an explosion of innovative products designed to cater to diverse skin needs. The masks may come in textures such as cream, gel, mousse, or grains. There are peeling masks, warming masks, and overnight masks.

ANTI-AGING ELEGANCE: GEL MASKS

Gel masks are great for summer, as they offer a refreshing alternative texture, providing a cooling

sensation while addressing signs of aging. Enriched with ingredients such as collagen and antioxidants, gel masks promise to help reduce fine lines and promote a more youthful appearance.

DETOX AND REVITALIZE: CLAY MASKS

If you require a deeper cleanse, clay masks are the go-to choice. They are packed with minerals and work to absorb excess oil and impurities, promoting clearer and smoother skin. The result is a radiant and revitalized complexion.

NATURAL WONDERS: DIY MASKS

If you like to do it yourself with products you have at home, DIY masks have gained great popularity. Using products such as honey, avocado, yogurt, eggs, oats, and turmeric, these homemade cosmetics provide a personalized aspect to skincare, harnessing the power of nature.

MOISTURIZING MARVELS: SHEET MASKS

If you don't have the time to keep a mask on your face,

sheet masks have taken the skincare world by storm. They provide a quick and convenient solution for boosting hydration. Infused with nourishing serums, these masks lock in moisture, leaving your skin feeling supple and rejuvenated.

EYE AND LIP MASKS

A beauty regimen extends beyond skincare itself. Special masks are designed for the delicate eye and lip areas, targeting fine lines and puffiness. These masks offer a tailored approach to tackle specific concerns, leaving you with a refreshed and youthful appearance. Whether you incorporate masks into your daily or weekly skincare routine, the beauty of facial masks lies in their ability to cater to diverse skin types and concerns. Embrace the ritual of self-care, and let the transformative power of these beauty essentials elevate your skincare experience.

So take a deep breath and dive into the world of skincare masks. Learn what's new in that domain. Most masks are very accessible. Alongside luxury brands, there are private brands and indie brands that are not expensive and offer masks on request.

Kiehl's | Photo by PR



Hava Zingboim | Photo by PR



Sisley, Simple, Kylie | Photos by PR -417 | Photo by Tara Blummer



Lierac Pariz | Photo by Asaf Levi Garnier | Photo by PR



Hikari | Photo by PR





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BEAUTY NEWS

By IRIT MATHIAS

GO NUDE



International makeup brand MAC brings natural beauty and radiance to the forefront with a modern interpretation of the classic nude look that has conquered the fashion and beauty world with a new collection of lip and eye makeup products. The nude look is not just a trend but a statement about beauty that is simple, precise, and individual. The collection includes creamy eye pencils; lipsticks with finishes such as matte, satin, and glossy; and an eyeshadow palette with six nude shades that contain 25% more pigment in one application.

COLORS GALORE



Clinique expands its Smart Clinical Repair™ anti-aging series with two products to complete your day and night skincare regimen: Smart Clinical Repair™ Cream + Overnight Mask – and Clinique Smart Clinical Repair™ AM/PM Retinoid Balm. Clinique also offers nine double-sided stick eyeshadows, combining two shades; and a new design for the iconic Clinique Pop™ Longwear Lipstick series, alongside new shades in different finishes for lipsticks. Formulated



with primer for easy application, the series includes 36 new shades with glossy, matte, or satin finishes. And another innovation, the High Impact Shadow Play™ Shadow + Definer is a double-sided stick eyeshadow that combines nine pairs of shades that complement each other. Each shadow features two shades and two formulas. On one side is a satin cream eyeshadow, and on the other side is a velvety powder eyeshadow. The formula has a rich pigment, with shades ranging from neutral and soft to blue and bold that suit all skin tones.

A TOUCH OF GRUNGE



Hannah Murray, the artistic director of Bobbi Brown, has created Sleek Grunge, a new makeup collection inspired by the grunge look of the 1990s. With over two decades of experience in the world of fashion and celebrity, Murray brings her effortless beauty expertise from the runway to the new collection: “It’s a very London look from the ‘90s: eyes framed by liner and a touch of glitter on the eyelids. The new formulas also incorporate long-lasting durability,” she says. In the collection: Bobbi Brown Long-Wear Cream Shadow Stick & Kohl Liner, a double-sided stick. On one side is a cream shadow with a shimmering finish and durability up to 24 hours. On the other side is an eye pencil with a creamy texture and a matte finish and rich color that can be blended and blurred. Available

in seven shade combinations. And the Cream Glow Highlighter -- Lip & Cheek Oil – comes in three shades.

AN APPLE A DAY



Origins skincare brand launches Youthtopia, a groundbreaking skincare series that harnesses all parts of the apple, to protect the skin from the first signs of aging and preserve its youthful look over time. Youthtopia is based on fermented apple peel, which is rich in antioxidants; apple stem cell extract; cold-pressed apple seed oil; and apple cider vinegar complex. Origins scientists turned discarded apple peels into a powder and fermented it, which made it twice as rich in antioxidants. The series includes Peptide Cream Apple Plumping, a moisturizer enriched with peptides; and Refining Apple Peel, a liquid peeling.

GLOWING AND DRAMATIC



Lancôme launches Teint Idole Ultra Wear Care & Glow Serum Concealer. Enriched with 81% care ingredients, it provides up to 24-hour hydration, natural radiance, medium buildable coverage, and a soft blurring effect,



concealing skin imperfections with a high-precision applicator. Dermatologically tested for safety on all skin types, including sensitive and dry skin, it is available in eight shades.

And Lancôme's new HypnÔSE Drama mascara gives dramatic volume to lashes, with the iconic S-shaped brush that is curved and extra large.

RISE AND SHINE



YSL launches YSL Loveshine. The new lipstick series features formulas that combine beneficial elements such as figs from the Orika gardens, the community gardens of the beauty division at Yves Saint Laurent. And six unique oils nourish the lips and provide long-lasting moisture, color, and radiant shine.

LUXURY AROUND THE CORNER



The Augustinus Bader skincare brand enters the Amor Kikar Hamedina boutique with its first corner store. The luxurious flagship products contain the

patented compound * TFC8, a breakthrough technology that encourages the skin's natural ability to repair and renew itself thanks to natural amino acids, vitamins and peptides. The products were developed by Prof. Augustinus Bader, a senior physician and scientist, based on over 30 years of research.

In 2008, Prof. Bader developed a gel that heals severe skin trauma without the need for surgery or skin grafts. That technique served as a research basis and inspiration for his skincare philosophy. The products are suitable for all skin types, treat the skin the long term, and promote a healthy, radiant, and firm appearance.

Bader's belief: Everything your body needs, it already knows

VESATILE LOTION

Derma-cosmetic brand CeraVe launches a moisturizing facial lotion with SPF30, for high protection against UVA and UVB radiation. Developed in collaboration with dermatologists, the lotion is suitable for all skin types, from normal to dry skin. The formula contains three essential ceramides, which help restore the skin's natural protective layer; niacinamide (vitamin B3), which helps produce ceramides while reducing visible redness; and vitamin E.



PROTECTION INSIDE AND OUT



Vichy launches Neovadiol, a post-menopausal day cream with sun protection that helps reduce the appearance of wrinkles, dark spots, and improves the appearance and elasticity of the skin.

The cream, with a light and easily absorbed texture, combines active ingredients that work together to improve the appearance of the skin and reduce signs of aging.

The cream contains an SPF50 sunscreen that provides broad-spectrum protection against UVA + UVB rays. This protection is essential for maintaining skin health and preventing damage from sun exposure.

BLUR THE LINES



Il Makiage launches Power Redo, an anti-wrinkle and fine-line cream. It blurs the appearance of pores, acne scars, and uneven texture, giving the skin a smooth, firm appearance throughout the day.

The velvety cream is enriched with effective natural ingredients such as coffee seeds, vitamin C, and rose hip oil.

STICK TO THE BASICS



Milucca, one of Super-Pharm's brands, launches a series of blush sticks with new shades. with an easy-to-apply texture, and a bronzer stick for a radiant, tanned look. The sticks contain a shimmering pigment for a shiny look, and a highlighter enriched with vitamin E that provides moisture throughout the day. Each product comes in three shades.

THE FACTS OF LIFE



Life, the private label of Super-Pharm, is launching cosmetic bags with leopard print in two sizes; makeup brushes in different sizes for a variety of uses; and tweezers with a comfortable grip and an attached magnifying glass.

GLOWING LIKE GLASS: A KOREAN TREND IS LIGHTING UP THE BEAUTY WORLD

By RONIT MATHIAS



If you thought you'd seen it all in the realm of skincare and makeup, the Korean trend of the "glass skin look" is here to prove otherwise. It's a new beauty ideal that has conquered social media and turned the aspiration for radiant skin into a real art.

The world of beauty is constantly evolving, but there are certain trends that explode onto the scene and are reshaping the standards of skincare and makeup.

Social media platforms like Instagram and TikTok are playing a significant role in popularizing the glass skin trend, with influencers and beauty enthusiasts sharing their glowing transformations. The focus on skincare as self-care is resonating with audiences around the world, making glass skin a universal aspiration.

The term "glass skin" describes smooth skin that is exceptionally luminous – skin that appears to glow from within. Clear, moist skin that resembles glass.

This coveted look isn't just an appearance; it reflects the ethos of Korean skincare, with an emphasis on hydration, nourishment, and consistent care. Achieving glass skin requires a multi-step regimen.

This is no longer a passing trend, it's a holistic approach that starts with meticulous skincare. Forget minimalism because layering is the

name of the game: It starts with a deep cleanse, professional equipment treatment, continues with serums, rich hydration, and the use of products with natural ingredients. So it's no wonder that glass skin has become synonymous with glowing, healthy skin.

While skincare is the foundation of glass skin, makeup also plays a crucial role in enhancing the effect. Light foundation, moisturizer, illuminating primers, and soft highlighters are used to achieve the glow, with the emphasis on a natural look that enhances the skin rather than covering it.

Now that the skin is radiant and vital, next comes the makeup phase, which provides the final touch. Here, too, we have at our disposal a selection of makeup products that flow with the look of glass skin, such as transparent glosses or oil-based tint, creamy eye shadows, and mesmerizing shimmers that play with the light, giving a luminous and transparent look that emanates lightness, freshness, and sophistication.

Beyond the hype, glass skin represents a significant shift in the beauty world. Instead of covering up and hiding, we are learning to nurture, illuminate, and enhance what is natural. The appeal of glass skin lies in the celebration of natural beauty. This aligns with the broader trend of "skinimalism," where people are focusing on fewer, high-quality products that deliver results. The emphasis is on hydration and skin health that are universally beneficial, making it adaptable to different skin types and climates.

In a world that often celebrates bold and dramatic beauty trends, the glass skin phenomenon reminds us of the timeless allure of simplicity and self-care. Whether you are a skincare enthusiast or a makeup lover, this trend invites you to embrace your inner glow.



YSL hyper finish | Photo by PR



Sisley Illusion D'Eta Bronzer | Photo by PR



MAC, Clinique, Kilian, Estée Lauder | All photos by PR



Pola Blick Moisture Booster Cream | Photo by PR



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¹ Based on a survey by the Rushinek Institute, among dermatologists in Israel, 2024.

² Excludes U-Lactin Shampoo.



DERMATOLOGISTS RECOMMENDED¹



ד"ר פישר - זה פְּדוּק

GENERATIONS OF JEANS

By IRIT MATHIAS

Denim has come a long way from the days when the material was used to make pants for laborers. Over the years, it has become a very popular fabric and a fashion statement. This season is the year of the jeans, as they are dominating every item on the runways: pants, overalls, shirts, blouses, skirts, dresses, coats, hats, shoes, sandals, bags, and more. During the Renaissance, denim pants were manufactured in Italy and were sold in Europe via the harbor of Genoa by the city's merchants. Residents of Genoa are called called *Gênes* in French. The term "blue jeans" can be traced back to the French phrase "*bleu de Gênes*," which means the "blue of the Genoese." Jeans were used by the Genoese Navy because they had all the qualities necessary for sailors' pants. Denim fabric got its name from the city of Nimes in France, where the material was manufactured. In French, *de Nimes* means "from Nimes." Jeans became popular in United States in the 19th century, when it developed in response to the needs of laborers and manual workers, who were looking for durable clothing for the hard work they were doing. The dominant figure in the development of jeans was Levi Strauss, a Jewish immigrant from Germany who moved to California during the gold rush of 1849. He started producing durable work pants for gold miners and laborers. One of his regular customers was Jacob Davis, a tailor who often purchased fabric from Strauss. In 1873, after one of Davis's clients had returned his torn pants for repair several times, Davis came up with the idea of using copper rivets to strengthen the parts of the garment that tended to tear. Davis didn't have the money to register a patent, so he suggested that he and Levy establish a joint business to sell the reinforced trousers. Strauss accepted the offer, and on May 20, 1873, he registered a

patent called "Improvement in fastening pockets." Thus jeans in their familiar form were created. This act was a boon to Levi's brand. During the 20th century, jeans became extremely popular in the US. In the 1950s, they began to become a fashion item, mainly due to the youth culture and rebellion of the time, when movie stars such as James Dean and Marlon Brando sported them in their films. In the 1960s and '70s, jeans became a symbol of freedom and counterculture, especially during the hippie era. In the early 1970s, fashion designer Gloria Vanderbilt designed the first jeans adapted for women, thus breaking new ground in the design of luxury jeans. Today, most designers and clothing companies worldwide design and sell denim items. Jeans are produced in a variety of styles, cuts, and colors such as dark blue, light blue, black, gray, and white. They are a key fashion item in the wardrobe of people all over the world. In recent years, there has been a trend of innovation in the field of materials and technologies for the production of jeans, focusing on reducing the negative impact on the environment. Jeans continue to be a staple fashion item for men, women, and children, embodying a winning combination of comfort, style, and durability.



Castro | Photo by Shay Cohen Arbel

Zadig & Voltaire | Photo by PR



MASHBIR L-Kenneth Cole | Photo by Yonatan Levy R-MORGAN | Photo by PR



American Vintage | Photo by PR



1. Dolce & Gabbana
2. Tory Burch
3. Giorgio Armani all at Luxottica | Photo by PR
4. Terminal X | Photo by Michael Tzor
5. Steve Madden | Photo by PR



L-Mango | Photo by PR R-American Eagle | Photo by PR



1. Reserved | Photo by Asaf Lev
2. Lee Jeans | Photo by PR
3. Lorena Antoniazzi At Mimosa boutique | Photo by Shay Franko
4. Comme il faut | Photo by Guy Rashkovan



Levi's R-Jacquemus at factory 54-



Diesel | Photo by PR



1. Ganni
2. Calvin Klein
3. Rag and Bone | Photo by PR
4. Levis | Photo by PR Simone Elmalem



1. H&M
2. Comme il faut x | Photo by Tomer Almoznino
3. Ruby Bay | Photo by Dor Sharon
4. H&O | Photo by Shay Franko



Golbary | Photo by Shai Yehzekel



Lee Cooper | L-Photo by Dor Sharon R-Photo by Shay Tamir

WALK THE WALK IN MOCCASINS

By IRIT MATHIAS



HOFF | Photo by PR



1. Naot | Photo by PR
2. SCOOP | Photo by Amiram ben Yishai



1. PARFOIS | Photo by PR
2. Golf | Photo by Idan Malka
3. ZARA | Photo by PR
4. Marrcain | Photo by Helmut Roda



Weshoes | Photo by Amiram ben Yishai



Lafayette Italy | Photo by PR



1. Calvin Klein
2. Michael Kors
3. Tory Burch
4. Armani Exchange
5. Tommy Hilfiger | All photos courtesy Factory 54

Moccasins have long been a symbol of comfort and fashion. They are popular among women and men of all ages. In the fashion world, moccasins have always been considered a relevant item, but this year more than ever.

The history of moccasins originated in ancient Native American culture. The shoes, which were hunters' shoes, were worn by the natives of Indian tribes in their journeys to survive in harsh natural conditions. The white man who discovered them loved them very much, thus moccasins continued their journey in Europe. They went through many incarnations and were adopted in numerous countries.

Manufacturers like Minnetonka in Minneapolis, Minnesota, made moccasins a global brand in 1946 while maintaining the original design tradition. The Western trend became popular in Europe thanks to the charm it brought from American culture. It also gained momentum in the US. In 1986 moccasins were launched that were intended for driving and quickly became a fashion statement that blended perfectly with the denim jeans that were popular at the time. Moccasins arrived in Israel in 1962, took the Israeli fashion world by storm, and have been here ever since. They are considered among the most fashionable and best-selling shoes in Israel. Today, over 60 years after they landed here, they are still considered a must-have fashion item.

In the modern version, the moccasins' leather soles have been replaced by rubber soles, making them more durable, flexible, and comfortable. They combine an original and stylish design without compromising on comfort and provide good support for the foot.

Moccasins have become so trendy that there is no fashion house or shoe manufacturer that hasn't incorporated them into its collection. They're comfortable, stylish, and go with almost any look.

The moccasin category is a classic that always comes back into fashion. Its success lies in its ability to leverage the possibilities created by the interplay between textures, shades, and buckles, alongside minimalist versions presented by leading fashion houses in the world and versions presented by footwear companies at affordable prices.

Moccasins are available in a wide variety of materials, colors, designs, and styles. There are traditional classic moccasins that are reminiscent of the original design of the Indians. These are usually made of soft leather or suede, with or without laces or beads. But this year, massive and dominant moccasins are starring. You can wear them with or without socks, with pants of various lengths, as well as dresses and skirts.

'YELADIM – FAIR CHANCE FOR CHILDREN' ASSISTS YOUNG ADULTS WITHOUT FAMILY SUPPORT, WHO ARE FACING WAR AND UNCERTAINTY

By RONIT MATHIAS

During the “Iron Swords” war, young adults without homes or family support were called up for reserve duty and are now struggling to navigate the challenges of this difficult time. Yeladim – Fair Chance for Children is stepping in to help them cope with daily hardships.

Edna, CEO of the organization, explains:

HOW HAS THE WAR CHANGED THINGS?

The war has brought immense challenges, with many finding themselves on the front lines – both militarily and personally. Young adults who grew up in boarding schools, without a supportive family, were called up for reserve duty and are grappling with struggles that often go unnoticed. These are young people who were placed in boarding schools due to difficult life circumstances – abandonment, neglect, or the absence of a functioning family. Now, they are fighting not only for the security of the country but also for their personal stability, without a family support system to lean on. Every call to emergency reserve duty adds a double burden: the national duty to be ready for combat and the emotional toll of coping without personal support.

WHAT HAS THE ORGANIZATION CHILDREN AT RISK DONE DURING THE WAR?

While the security forces do their best to provide logistical support to soldiers in the field, our organization focuses on emotional and psychological support for young adult boarding school graduates. Having worked for years with children and youth lacking family support – some orphans, some abandoned – we have expanded our efforts to offer special assistance to those called up for reserve duty.

We provide psychological counseling, emergency financial aid, and professional guidance to help them manage the mental and physical stress of military service. We initiated group meetings and personal conversations with psychologists and social workers, allowing these young adults to share the challenges they face in the field and the loneliness of not having family support.

These young people are confronting immense challenges, and we are committed to ensuring they don't feel lost or alone in the system. Our goal is to equip them with the emotional and practical tools they



Edna Glebocki | Photo by Ateret Gerstle

need to navigate this difficult time, even without the support of a family.

Beyond immediate support, we are also committed to securing their future after the war. Our mentoring programs continue, helping them transition back to civilian life, in a safe and stable way. We don't abandon them when the war ends – our goal is to help them build a better future, with the tools and support they need to succeed.

This war has exposed both the resilience and the hardships of these young adults.

The support we provide ensures that they can keep pushing forward – not just for their place in society, but for their future.

We are here to make sure they know they are not alone – that even without a family, someone is looking out for them.

WHAT STEPS HAVE YOU TAKEN TO SUPPORT THESE YOUNG MEN AND WOMEN?

We launched and expanded various programs to meet their needs. Initially, we held Zoom meetings tailored to the situation, and later, we organized in-person gatherings at our center, including the Social Salon, art workshops, and more. These provided a safe space for open conversations, emotional release, and

processing of their experiences during this challenging time.

Each young adult in our programs has a mentor or guide who serves as a significant anchor in their life. We strive to match every young person in need with a host family as early as possible, offering them a sense of belonging, a home, and a supportive environment. This experience of being part of a family unit gives them the emotional push they need, a warm and stable place with caring role models to return to.

WHO DO YOU HELP?

We support about 400 young adults – boarding school graduates and those without family support – aged 18 and up, through housing and community-based mentoring programs. They grapple with major challenges, including securing housing, managing finances, pursuing education, and finding employment.

During the war, these struggles have only intensified, especially for young soldiers and reservists deeply affected by the situation.

A major challenge is the lack of support and the profound sense of isolation these young people experience. This is

their constant reality but the war has made it even more severe. In response to this crisis, we have taken action – creating new, tailored programs, hosting in-person and virtual social gatherings to strengthen their sense of belonging and reduce isolation, offering one-on-one mentoring, enrichment workshops, and dedicated support for students, active-duty soldiers, and reservists. Our organization is a vital source of stability, offering emotional and psychological support, and housing across the country, dedicated and caring mentors who become like parents, financial assistance, scholarships, rent support, and – most importantly – a listening ear for their daily struggles. We operate in collaboration with the Ministry of Welfare and Social Affairs.

Since October 7, we have all come to realize just how vital family support is – especially for children and young adults at risk. A family provides the foundation needed to navigate a complex and difficult reality. Now, more than ever, we must step up to support them, raise awareness and funds for their future.

Thousands of boarding school graduates without family support are now facing the challenges of adulthood alone. The time to act is now.

*For donations and more information:
<https://lp.yeladim.org.il/jpost/>*

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