

emirates
woman
woman of the year awards 2014
10th anniversary

in association with

مرکز الغرير
al ghurair
centre

WEDNESDAY, 5TH NOVEMBER 2014
THE LAWN,
THE ADDRESS MONTGOMERIE DUBAI

POST EVENT REPORT

Presented by



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beauty partner



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transport partner





THANK YOU

Motivate Publishing would like to extend our thanks and appreciation to all sponsors for what was a hugely successful evening. The awards reflected the incredibly dynamic growth of the UAE and the role of women within it.

We hope you thoroughly enjoyed your evening and we look forward to working with you again in the future.

Thanks again,
Motivate Events Team

YOU ARE INVITED.....

Over 400 guests joined us to celebrate as the 7 awards were presented on the evening.

DIGITAL INVITATION



PRINTED INVITATION



THE VENUE

THE LAWN, THE ADDRESS MONTGOMERIE DUBAI

Set in the heart of the prestigious Emirates Hills, with an 18-hole championship golf course and 5-star accommodation, The Address Montgomerie Dubai is regarded as one of the premier leisure destinations in the region. The beautiful lawn offers unparalleled views of uptown Dubai, as well as the lush fairways, a perfect setting for Emirates Woman, Woman of the Year Awards 2014.



RED CARPET GLAMOUR



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ACTIVATIONS

مركز الغرير
al ghurair
centre

Headline Sponsor Al Ghurair displayed art pieces from the Al Ghurair Centre's Public Art Commission, this included work by Colin Reaney and even an interactive mirror man. David Thurling gave an inspiring welcome address to start the evening.



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ACTIVATIONS



AGMC

BMW displayed their X4 and 4 Series Convertible at the event. On exit, guests were treated to a fragrant red rose with 20% a discount voucher on BMW lifestyle products.



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ACTIVATIONS

BCBGMAXAZRIA

BCBG mannequins greeted guests on arrival at the red carpet entrance. The mannequins were dressed in the new season collection. In the goody bags guests were treated to a glamorous cuff and invitation to their fashion event instore.



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ACTIVATIONS

Belle Femme



Belle Femme, the official beauty partner of the Emirates Woman, Woman of the Year Awards provided beauty solutions throughout the whole campaign. Starting with the hair and makeup of the nominees for the photoshoot in August and the hair and makeup of the Emirates Woman Team on the night of the awards. The Belle Femme models distributed beautiful handmade fragrant corsages at the event, much to the delight of guests.



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ACTIVATIONS



Bric's displayed their luxury luggage collection to guests and their brand representatives were onsite to educate guests about the brand further. Bric's also provided a prize as the incentive to promote voting throughout the Emirates Woman, Woman of the Year Awards campaign, a luxury Bric's luggage hamper worth AED10,000.



emirates
Woman
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al ghurair
centre

FROM ENTREPRENEURS TO PHILANTHROPISTS,
VISIONARIES AND ARTISTS, IT'S TIME TO
HONOUR THE WOMEN WHO ARE MAKING
A DIFFERENCE IN OUR LIVES IN THE UAE.

VOTE NOW

EMIRATESWOMAN.COM/AWARDS

SUBMIT YOUR VOTE FOR
A CHANCE TO WIN A SET
OF LUGGAGE FROM BRIC'S
WORTH DHS10,000

LAST CHANCE TO VOTE

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BRIC'S
cruciani
BCBGMAXAZRIA

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CAREEM

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#EmiratesWomanAwards

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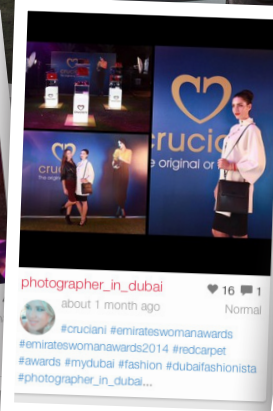
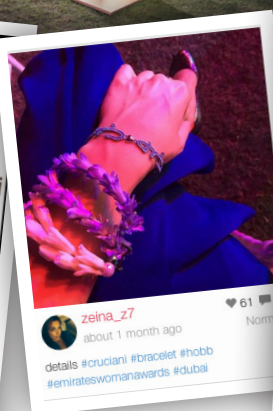
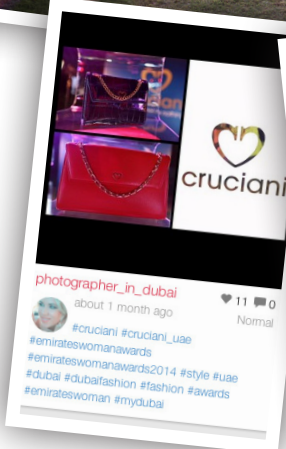
Official transport partner



ACTIVATIONS



Cruciani placed a beautiful "love" bracelet in the menu as a gift to all guests. Their latest collection of leather handbags was displayed in the pre-function area. It was our honor to receive HH Sheika Maysa Al Maktoum at the event to present the Woman of the Decade award on behalf of Cruciani.



ACTIVATIONS



Guests were treated to AED50 credit upon registering as a new user and the Careem bus stop was placed at the entrance of the event, where the Careem cars collected guests.



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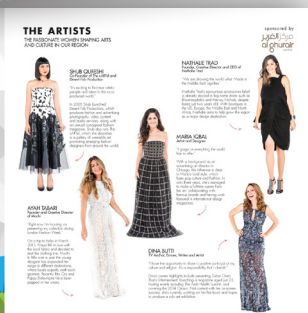
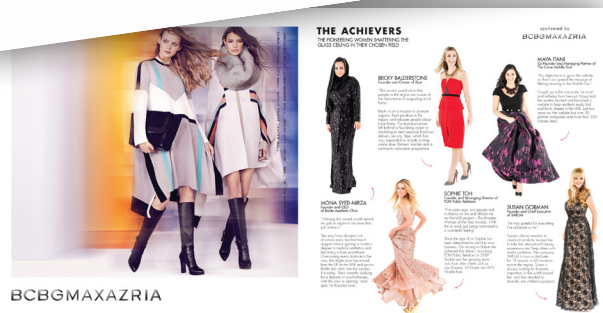
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EVENT MENU & PROGRAMME



EVENT BRANDING



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BRICS

cruciani

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CAREEM
AND YOU'RE THERE

THE WINNERS

THE ARTIST

SPONSORED BY 

NATHALIE TRAD

Founder, Creative Director and CEO of Nathalie Trad

"We are showing the world what 'Made in the Middle East' signifies."

Nathalie Trad's eponymous accessories label is already stocked in big name stores such as Bloomingdale's and Harvey Nichols, despite being just two years old. With boutiques in the US, Europe, the Middle East and North Africa, Nathalie aims to help grow the region as a major design destination.



THE HUMANITARIAN

SPONSORED BY 
AGMC

HER EXCELLENCY DR MARYAM MATAR

Founder and Chairperson of the UAE Genetic Disease Association (UAEGDA)

"I feel so lucky because miracles always come my way and the right people stand beside me."

Maryam was instrumental in establishing UAEGDA, a non-profit organisation to tackle genetic diseases in the UAE. Her numerous achievements include establishing public awareness campaigns such as UAE Free of Thalassemia 2012, which has been credited for the pre-marital genetic screening law.



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THE VISIONARY & WOMAN OF THE YEAR

HELEN WILLIAMS

Founder and Owner of LifeWorks

SPONSORED BY



"To be running a business that reflects all that I stand for means everything."

Helen has a strong interest in understanding the psychology of grief, inspired by the loss of her own mother. She, along with her daughter and a team of highly qualified psychologists, gives guidance and support to people exploring some of life's biggest questions. Although Helen says she's living her ultimate goal, she would eventually like LifeWorks to offer retreats.



THE ACHIEVER

SPONSORED BY BCBGMAXAZRIA

MAYA ITANI

Co-Founder and Managing Partner of The Curve Middle East

"My objective is to grow the website so that I can spread the message of lifelong learning in the Middle East."

Caught up in the corporate "rat race" and suffering from burnout, Maya had her eureka moment and launched a website to help residents easily find and book classes in the UAE. Just two years on, the website has over 30 partner companies and more than 250 classes listed.



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2014 EMIRATES WOMAN WOMAN OF THE YEAR WINNERS



HELEN WILLIAMS
THE VISIONARY
&
EMIRATES WOMAN
WOMAN OF THE YEAR



NATHALIE TRAD
THE ARTIST



MAYA ITANI
THE ACHIEVER



HER EXCELLENCY
DR MARYAM MATAR
THE HUMANITARIAN

NEW AWARDS FOR 2014

To recognise the 10-year anniversary of the Emirates Woman, Woman of the Year Awards.

LIFETIME ACHIEVEMENT AWARD

JOCELYN HENDERSON
MBE

The first award of the evening was presented to Jocelyn Henderson in tribute to her service to the UAE community.



WOMAN OF THE DECADE

SPONSORED BY



AFRA AL BASTI

Emirates Woman looked back at previous winners and gave special recognition to Afra Al Basti for her outstanding contribution to helping lives through her non-profit shelter for women and children. The award was presented by HH Sheika Maysa Al Maktoum.

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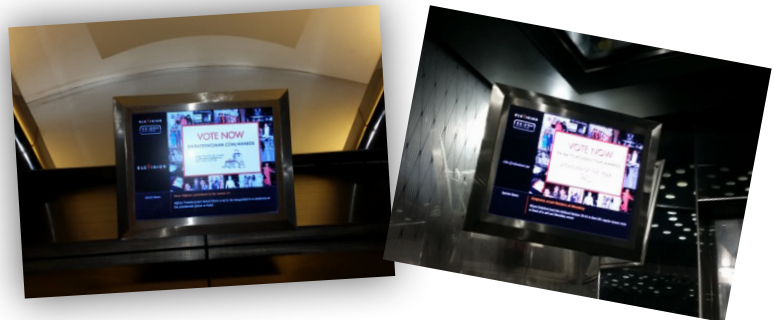


PRE-EVENT COVERAGE

The Emirates Woman VOTE NOW ad featured in Emirates Woman, HELLO!, What's On & Identity. Sponsors logos are included on all advertisements.



Elevision - digital advertisement
Emirates Woman Awards
ad on television across their
DMC network.



The radio ad aired
from 5-19 October.

Voting is now open for the Emirates Woman
Woman of the Year Awards 2014

The Emirates Woman Woman of the Year Awards, in association with Al Ghurair Centre, is celebrating 10 years of honouring the outstanding accomplishments of women in the UAE; from achievers to visionaries, humanitarians and artists.

Vote now for who you think deserves to be the Woman of the Year 2014 at emirateswoman.com

Emirates Woman. On sale now.

PRE-EVENT COVERAGE



Vote now ad was placed on the jumbotron in Dubai Media City, on a rotation throughout September & October.

The leaderboard were live on gulfbusiness.com, whatson.ae and emirateswoman.com



The MPU were live on gulfbusiness.com, whatson.ae and emirateswoman.com



The Emirates Woman VOTE NOW e-blasts were sent out to a database of over 30,000 in August & September.

PRE-EVENT COVERAGE



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PRE-EVENT COVERAGE



PRE-EVENT COVERAGE

Pre event coverage on the Emirates Woman website, the sponsors logo were placed on each page.

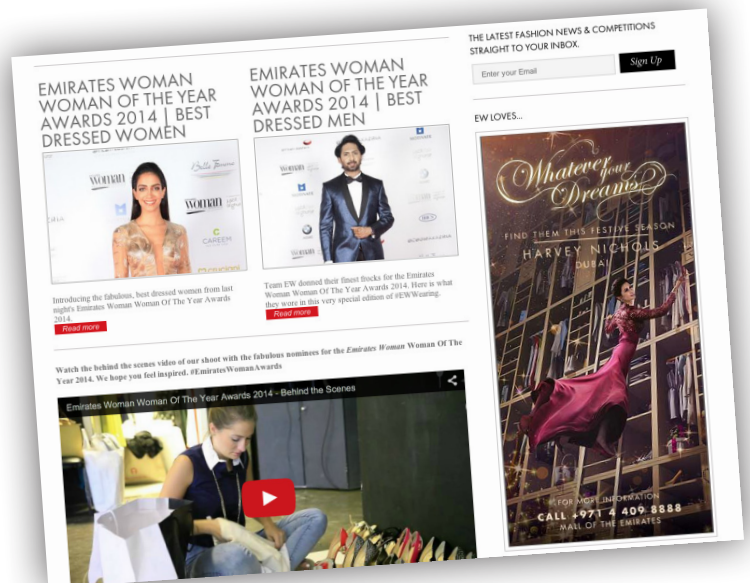
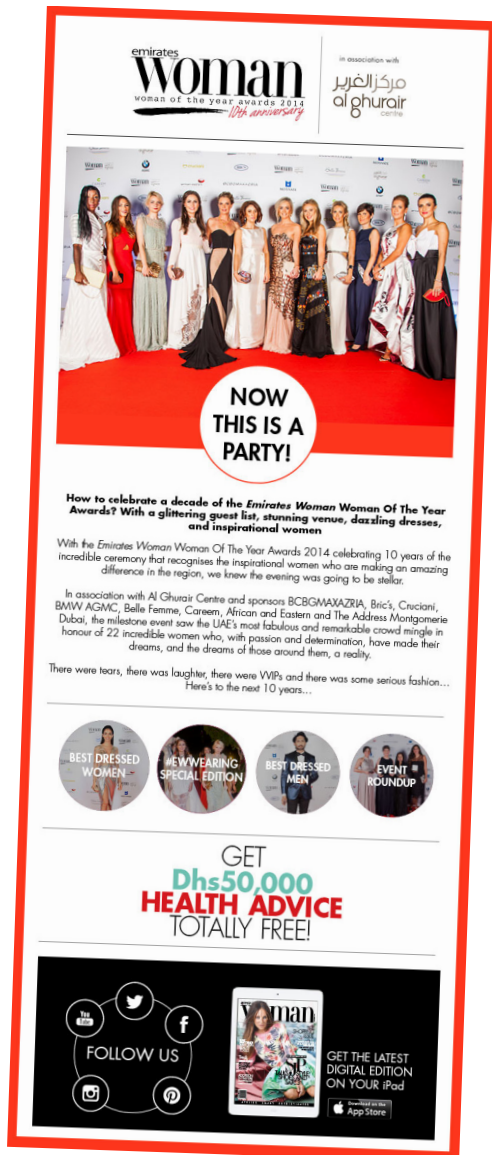
www.emirateswoman.com



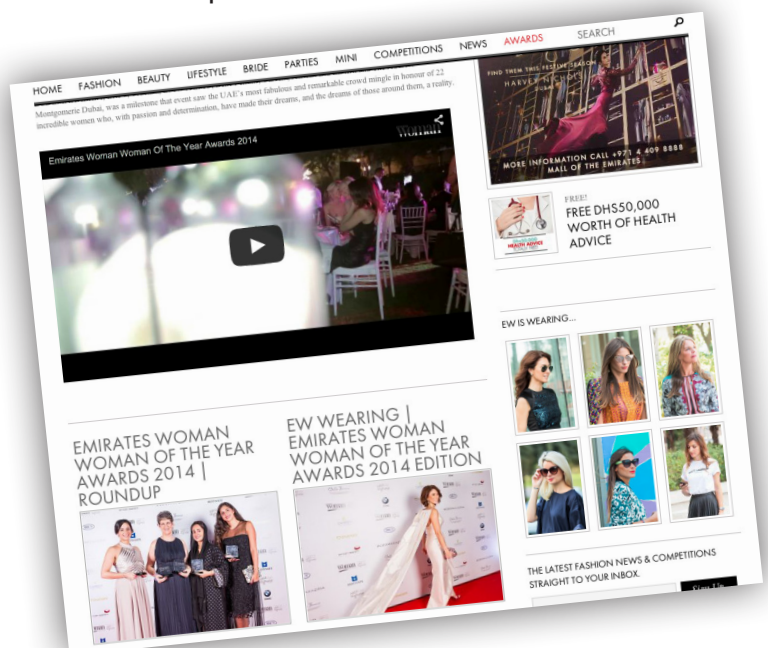
POST-EVENT COVERAGE

Post-event coverage on Emirates Woman website.

Post-event e-mail blast sent to the Emirates Woman database the morning following the event.

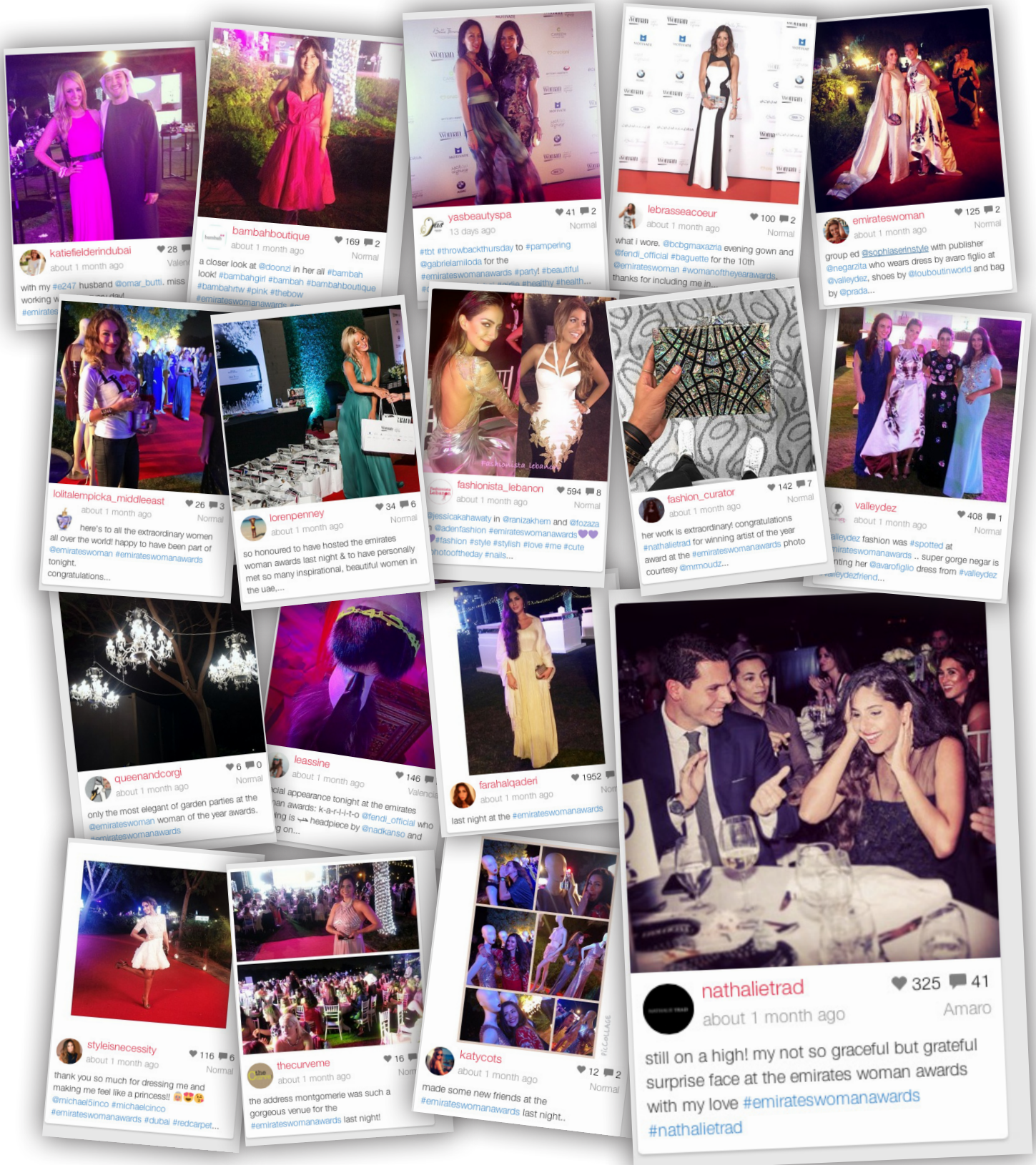


New for 2014 was the production of a 80 second video of the event, which was posted online.



POST-EVENT COVERAGE

POST EVENT ON SOCIAL MEDIA PAGES



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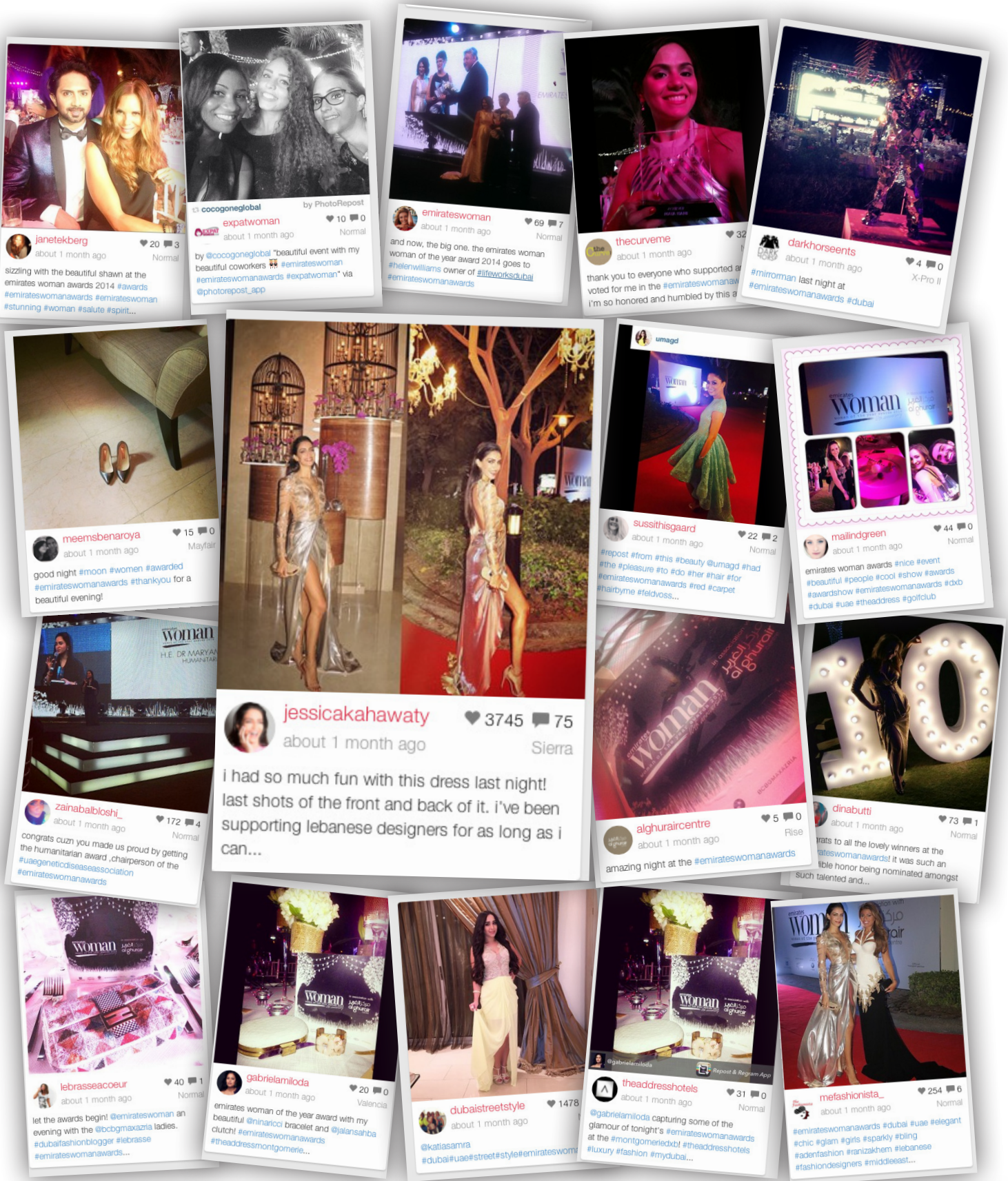


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POST-EVENT COVERAGE

POST EVENT ON SOCIAL MEDIA PAGES



DIARY OF THE WEEK

HELLO! covers the Emirates Woman, Woman of the Year Awards

ISSUE 493 - PUBLISHED November 14, 2014



Thierry Antinori, Jamal Al Sharif and British Ambassador H.E. Philip Parham



Clockwise: Kirstin Nicholls, Ian Fairservice, Shahnaz and Mariam Pakravan, Maryam Behnam and Jocelyn Henderson MBE



Bong Guerrero and Saira Mehar

DIARY OF THE WEEK

WONDER WOMEN

The Emirates Woman, Woman of the Year Awards 2014, in association with Al Ghurair Centre, took place on the lawns of The Address Montgomerie Dubai last week. The annual ceremony, which celebrated its tenth anniversary this year, recognises some of the region's most influential and successful women.

As always, it was a glamorous affair, with the ladies decked in ball gowns and the men in smart black tie. Hosted by *Emirates Woman* Group Editor Sophia Serin, the glittering evening was attended by over 400 guests. In addition to the usual categories, which include the Humanitarians, Achievers, Visionaries and Artists, this year the event introduced two honorary awards. The first was the Lifetime Achievement Award, which went to Jocelyn Henderson MBE in tribute to her service to the community. The Woman Of The Decade award was presented to Afra Al Basti, the director general of non-profit shelter Dubai Foundation for Women and Children. Once the remaining awards were handed out, the crowd enjoyed a gourmet dinner and free-flowing bubbles to the smooth vocals of singer Adam Baluch.



Ayah Tabari and Narimane Kurdi



Sophia Serin, Lyndsey Steven and Alexandria Gouveia



Ruth Bradley and Lara Kabbani



Winners: Maya Itani, Helen Williams, Dr Maryam Matar and Nathalie Trad

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POST-EVENT PRINT COVERAGE

DECEMBER 2014 ISSUE

EMIRATES WOMAN



THE EDITOR'S LETTER

As the host for the Emirates Woman, Woman of the Year Awards, I am required to do the opening speech, guide presenters to the stage and announce the winners – the general duties of an M.C.

I have done this for four years now and am pretty much prepared for any eventuality but nothing could have primed me for the outpouring of support, love and emotion at this year's awards. When Jocelyn Henderson's name was announced as the Lifetime Achievement award winner, I looked out from the stage to see 400 people come to their feet to give a standing ovation whilst wiping tears from their eyes – a moment I will never forget.

For all of you who voted, thank you for helping us to put these amazing women in the Emirates on a pedestal and for bringing awareness to their incredible causes and talents – whatever their industry. To find out who won, who was there and who wore what, turn to page 88.

Sophia
GROUP EDITOR
SOPHIA SERIN

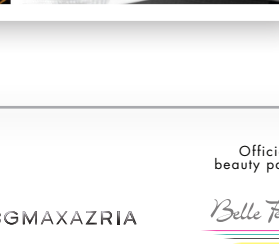
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@SOPHIA SERIN
AND ON INSTAGRAM
SOPHIA SERIN STYLE

FOLLOW US ON EMIRATESWOMAN.COM
FASHION, BEAUTY AND EVEN MORE EMIRATES WOMAN AT YOUR FINGERTIPS

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[@EMIRATESWOMAN](https://www.instagram.com/emirateswoman) ON INSTAGRAM
[@EMIRATESWOMAN](https://www.pinterest.com/emirateswoman/) ON PINTEREST
[@EMIRATESWOMAN](https://www.facebook.com/emirateswoman) MAGAZINE ON FACEBOOK



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front row/inbox

INBOX

YOUR VIEWS AND WHAT YOU LOVED

BABY LOVE

Lorna's adoption story made me cry. It is beautiful to hear about a woman with such a big heart, and Raba is lucky to have her as his adoptive mother. I had no idea that adoption was legal in the UAE. Thank you for opening my eyes EW. Another informative feature raising awareness on important issues in our region. Leanne, Dubai



ON THE RUN

I've always been fascinated with North Korea, but I'd never read such a harrowing story before. Yeonmi's. She literally risked her life for freedom. I was gripped from start to finish. What a truly remarkable young woman. Isabelle, Abu Dhabi

CROSS-DRESSING

When I read your feature on girls dressing as boys in Afghanistan, I couldn't believe I'd never heard of it before! We sometimes don't realise how lucky we are to live in a country where education is expected and our voices are heard. I hope one day young girls can be embraced in Afghanistan too, without dressing them up in boys clothes. Elsie, Dubai



@EW_MAGAZINE



On Jocelyn Henderson winning the Lifetime Achievement Award for her new book... Excited to read this book #thegulfwife - @pamoo88 via Instagram



On Nadine Kansa's 'tache for Movember awareness... U make mustaches sexy @ nadkansa! - @leilaalhabbal via Instagram



On Online Ed Alexandria's exclusive interview with Roberto Cavalli... @EW_Magazine @Roberto_Cavalli lovely article! Thank you for visiting us. We hope to see you again - @ CavalliCafeDXB via Twitter



FACEBOOK: MOST LIKED THE EW TEAM TAKE TO THE RED CARPET



INSTAGRAM: MOST LOVED GROUP ED SOPHIA'S FABULOUS @DINZCLOTHING CLUTCH FOR NATIONAL DAY



TWITTER: MOST RETWEETED CELEBRATING 25 YEARS SINCE THE FALL OF THE BERLIN WALL



PINTEREST: MOST PINNED LUSTING OVER PICTURE PERFECT HOMES

FOLLOW US



@EMIRATESWOMANMAGAZINE ON FACEBOOK



@EMIRATESWOMAN ON PINTEREST & INSTAGRAM



@EW_MAGAZINE ON TWITTER



WRITE THE STAR MESSAGE OF THE MONTH AND YOU COULD WIN A BEAUTY HAMPER FROM BOURJOIS

THE SILK EDITION BY BOURJOIS IS DESIGNED TO GLIDE OVER YOUR SKIN, EVEN OUT BLEMISHES AND PORES, SMOOTHS FINE LINES AND MATIFY YOUR SKIN FOR UP TO EIGHT HOURS. ALSO INCLUDED IN YOUR GOODY BAG ALONG WITH THE SILK EDITION COMPACT IS THE ONE-SECOND VOLUME ULTRA BLACK MASCARA AND MEGA ULTRA BLACK LINER. BOURJOIS COLLECTION IS AVAILABLE AT LEADING BEAUTY COUNTERS ACROSS THE UAE.

TO KNOW MORE VISIT KIEHL'S DUBAI MAL

FACEBOOK: FACEBOOK.COM/KIEHLSMIDDLEEAST
INSTAGRAM: @KIEHLSMIDDLEEAST
PHONE: (04) 3308843

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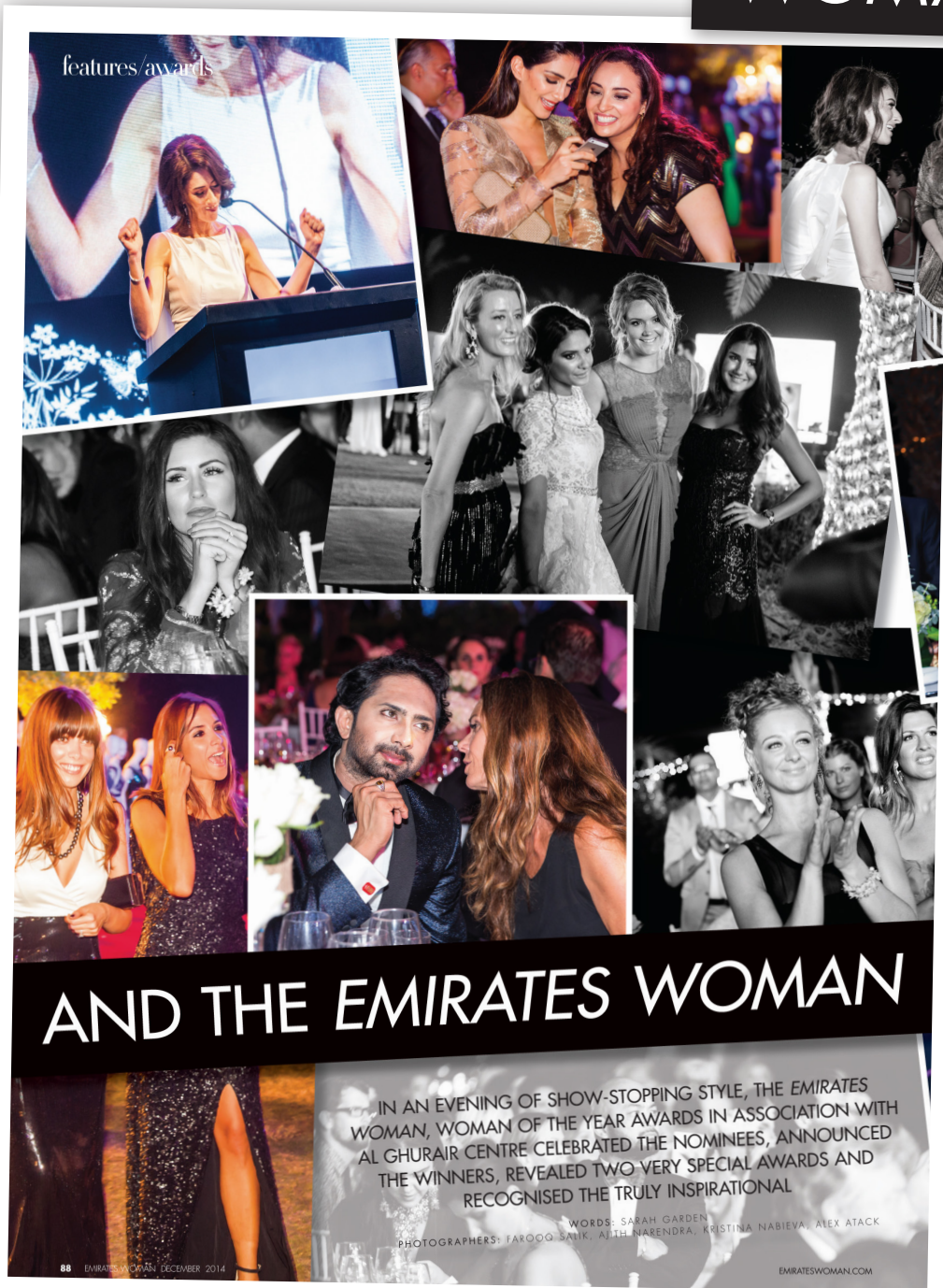
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WOMAN



LIFETIME ACHIEVEMENT AWARD
JOCELYN HENDERSON

A special lifetime achievement award was presented to Jocelyn Henderson in honour of her many literary achievements, which include founding The Daly Library. She has been in the UAE since 1968, when she moved here with her late husband, British political agent Edward Henderson. Jocelyn, who is 93 years old, has lived in the Royal Stables in Abu Dhabi as a guest of the ruling family since 1975. She offers a window into her remarkable life in the UAE through her new book, *The Gulf Wife*.

♥ cruciani

WOMAN OF THE
DECADE
AFRA AL BASTI
DIRECTOR
GENERAL OF
THE DUBAI
FOUNDATION
FOR WOMEN AND
CHILDREN

As a member of the Federal National Council, Afra is at the forefront of change in the UAE. Perhaps what she is best known for is her role as director general of the Dubai Foundation for Women and Children. She passionately campaigns against domestic violence – lobbying at a government level, educating at a community level and reaching out to individual victims. Afra's empathy and dedication to women's rights leads her to put herself in challenging situations, in order to help those who have nowhere else to turn.



HER HIGHNESS SHEIKHA MADIYA AL MAKTOUM WAS THERE TO PRESENT THE WOMAN OF THE DECADE AWARD TO AFRA AL BASTI ON BEHALF OF THE AWARD SPONSOR CRUCIANI

"TO THE YOUNG WOMEN WHO WANT TO **FOLLOW THEIR DREAMS** IN THE UAE – THINGS DON'T EASILY COME. WE HAVE TO **WORK HARD**. WE HAVE TO LOOK AT THE LUXURY PART OF OUR LIVES, AND THE SORROW PART TOO."

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EMIRATES WOMAN

features/awards

BRIC'S
woman of the year
THE VISIONARY
HELEN WILLIAMS
FOUNDER & OWNER
OF LIFEWORKS

After losing her mother at an early age, Helen became determined to help others struggling with grief. Through Lifeworks, she now gives guidance and support to those who need it, along with a team of highly trained counsellors and psychologists. Her vision was to create a nonjudgmental place for people of all walks of life to seek happiness, and she's certainly achieved her goal.



"I'M TRULY SURPRISED AND FEELING QUITE OVERWHELMED. I JUST SAID TO MY DAUGHTER, 'WE HAVE WORKED SO HARD FOR THIS!' THANK YOU."

مركز الفير
al ghurair
THE ARTIST
NATHALIE TRAD
FOUNDER,
CREATIVE
DIRECTOR
& CEO OF
NATHALIE TRAD

As seen on celebs like Olivia Palermo, Natalie Trad's clutches have become world-famous. Her eponymous accessories label may be just two years old, but it's already stocked in stores like Bloomingdales and Harvey Nichols. She's passionate about bringing Middle Eastern design to a global audience.



"IT'S AN INCREDIBLE HONOUR, IT MEANS A LOT TO ME. CONGRATULATIONS TO EVERYONE IN MY CATEGORY. YOU ARE AMAZING, ALL OF YOU. IT'S SUCH AN HONOUR TO BE NOMINATED WITH YOU."



BCBGMAXAZRIA
THE ACHIEVER
MAYA ITANI
CO-FOUNDER
& MANAGING
PARTNER OF THE
CURVE MIDDLE
EAST

Maya got out of the corporate rat race two years ago. Deciding to follow her dreams and become her own boss, she launched The Curve, along with her husband. The website has benefited residents of the UAE hugely, making it easier to search, find and book classes. From dancing to languages, Maya brings hobbies to the masses.

"I ACTUALLY GOT THE CALL ABOUT THE EMIRATES WOMAN AWARD NOMINATIONS FIVE WEEKS AFTER I DELIVERED MY FIRST CHILD. I DIDN'T KNOW HOW BEING A WORKING MUM WAS GOING TO WORK. THIS HAS REALLY REMINDED ME OF THE WOMAN I WANT TO BE AND THE ROLE MODEL I WANT TO BE FOR MY DAUGHTER."



AGMC
THE HUMANITARIAN
HER EXCELLENCY
DR MARYAM MATAR
FOUNDER AND
CHAIRPERSON OF THE
UAE GENETIC DISEASE
ASSOCIATION (UAEGDA)

Maryam wanted to help people from an early age, and she has gone on to dedicate her life to this cause. She established a non-profit organisation to tackle genetic diseases in the UAE, which has had a huge impact in the region. Her other numerous achievements include creating public awareness campaigns such as UAE Free Of Thalassaemia 2012, which has been credited for the premarital genetic screening law.

"I WOULD LIKE TO EXTEND THIS AWARD TO MY LOVELY TEAM. WITHOUT THEM I WOULDN'T HAVE BEEN ABLE TO REACH WHERE I AM. MY TEAM IS COMPOSED OF 17 NATIONALITIES AND THEY ARE REALLY COMMITTED IN THE WHOLE PROGRAMME."

EMIRATESWOMAN.COM

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EMIRATES WOMAN

This year marks the 10th anniversary of the *Emirates Woman, Woman of the Year* awards. The garden-party scene was set at The Address Montgomerie Dubai with a red carpet, candlelit tables and musical performances by Luke Britton and Adam Baluch.



features/awards



THE NIGHT IN NUMBERS

10 YEARS OF AWARDS

4 ART PIECES ON DISPLAY FROM AL GHURAIR CENTRE'S PUBLIC ART COMMISSION

5,335 PICTURES SNAPPED BY OUR PHOTOGRAPHERS

4 STANDING OVATIONS







200 FLORAL BRACELETS GIVEN OUT BY BELLE FEMME



EMIRATESWOMAN.COM

DECEMBER 2014: EMIRATES WOMAN 93

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features/awards

THE NIGHT IN INSTAGRAMS

carmel_carmel – Thankyou @louboutinworld for my finishing touches. Red carpet ready for tonight's #EmiratesWomanAwards @emirateswoman #redcarpet #awards #mydubai #louboutin #christianlouboutin



@shereenmitwalli – (Online Ed Alexandria interviews guests on the red carpet) Thank you @photographer_in_dubai for the great shot. #EmiratesWomanAwards wearing the talented @cestmoicouture.



arushanova_evgenia – At #emirateswomanawards #teamVS #dubai #uae

nathalielrad – Still on a high! My not so graceful but grateful surprise face at the Emirates Woman Awards with my love #EmiratesWomanAwards #nathalielrad



janetekberg – Sizzling with the beautiful Shawn at the Emirates Woman Awards 2014 #awards #emirateswomanawards #stunning #woman #solute #spirit #style #dapper #women #stylish #duo #me #pretty #soul



EVMagazine – Serious makeover action for the #EmiratesWomanAwards with @bellefemmedubai



ninazandnia – With the Beautiful Sophia the Editor for Emirates Woman. #emirateswomanoftheyearawards #emirateswoman #achievements #success #woman #class #grace



@morganmdv – Beautiful Chandeliers at last night's Emirates Woman Awards #mydubai #event #party #beautiful #chandelier #emirateswoman #ewawards #love



The winners of the #EmiratesWomanAwards. You inspire us all. Thank you x



WHAT WE ATE

Entrée
Burgundy beetroot salad
Goat's cheese, orange
pearls,
pistachio & herb dressing

Main Course
Rack of lamb
Potato cake, ratatouille with
thyme jus

Dessert
Lemon tart
Raspberries, lemon sorbet
with berry coulis



Cestmoicouture – That's what I call a Goody Bag #Emirateswoman #awards #ceremonies #celebrations #cestmoicouture #motive #BCBG #AGMC #mydubai #dubaievent #UAE#luxury#style

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POST-EVENT PRINT COVERAGE

DECEMBER 2014 ISSUE

EMIRATES WOMAN

features/awards

THE GOODY BAG

- Emirates Woman Magazine November 2014 issue
- Al Ghurair Centre Magazine
- 20 per cent discount voucher from Brics Milano
- Gift voucher worth Dhs50 from Nayomi along with their Winter 2014 catalogue
- Luxury Closet US\$50 gift voucher
- Dhs500 gift voucher from Hueb
- 15 per cent discount voucher and fan from resortunway.com
- 20 per cent discount VIP card from Tempur
- Dhs50 voucher for Morgan De Toi and pen
- 50 per cent discount voucher at Soray Spa Marriott Hotel Al Jaddaf Dubai
- Dermalogica skincare travel pouch
- Luxury interior fragrance from Dr Vranjes
- Aldo pendant and earring set and bracelet
- Let's eat cake iPhone cover from S*uce
- Beauty pouch from Inglat
- Calvin Klein pouch
- Love bracelets from Cruciani
- 100 percent pure Arabica Coffee from Coffee Planet
- Maximum Growth Nail Care, and Miracle Serum from Sally Hansen
- Natural coconut water from Vita Coco
- Beauty pouch, beauty product samples and discount vouchers from Belle Femme
- Japanese cherry blossom from Bath & Body Works
- Cocoa butter from Palmer's
- Repair hand cream, SPF 100 sun protection and cleansing liquid from Bioderma
- ORI nail polish
- Wonderfull mascara from Rimmel
- Travel pouch from J VV Marriott
- Keychains from Charles&Keith
- Sunglasses from Aldo
- 25 per cent discount voucher from 800flower
- Lolita Lempicka elle l'aime fragrance sample
- Dhs200 credit at West LA
- BCBGMAXAZRIA cuff and 20 per cent voucher
- BMW vouchers with 40 per cent discount on lifestyle products
- Call It Spring pad and pencil set

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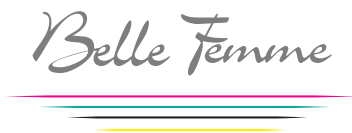


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