

IMAGINATION MAKES US ORIGINAL. CREATION MAKES US EXTRAORDINARY.

## ISSUE 7

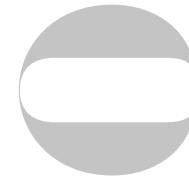
06  
A New Dimension

14  
Riding the  
Electric Wave

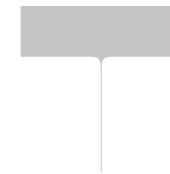
32  
Going for Gold

56  
Digital Brushstrokes

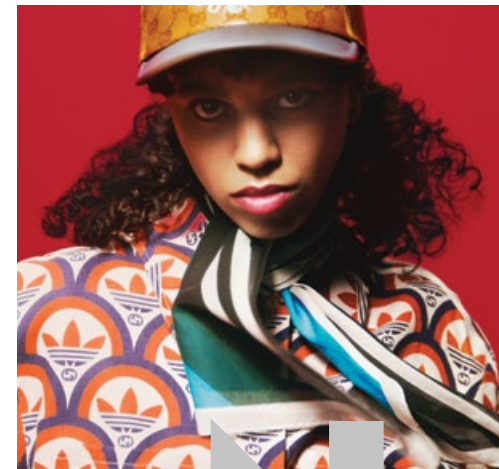
64  
Intelligence That  
Makes Scents



Scan here to enjoy the full online experience, including exclusive video content.



A LOOK FROM THE ADIDAS X GUCCI COLLABORATION  
PHOTO BY CARLIJN JACOBS/  
COURTESY OF BRANDS



GUCCI DIGITAL ART:  
AMY GOODCHILD,  
"CONVERGENCE"  
PHOTO COURTESY OF GUCCI

DEPARTMENTS

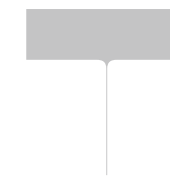
- 05 **Letter From the Editor**
- 06 **OPENING ACT**  
**A New Dimension** | 3D printing is revolutionizing how brands do business and crafting the future of sustainable luxury fashion.
- 09 **TRENDING**  
**For the Love of the Game** | Now more than ever, professional athletes are the game changers for luxury brands.
- 11 **SPOTLIGHT**  
**Tastemakers** | These female chefs are determined to whip the culinary world into proper shape.

ICONIC COLLECTION

- 21 **Property Spotlight** | Crown Building
- 25 **Property Spotlight** | Brookfield Place NY
- 41 **Property Spotlight** | Oakbrook Center
- 45 **Property Spotlight** | Ala Moana Center
- 66 **About the Iconic Collection**

FEATURES

- 14 **Riding the Electric Wave** | The premium electric vehicle market is getting totally amped up.
- 29 **Shining Moment** | Swarovski's brilliant new era is here thanks to a SKIMS collaboration, a dazzling new Manhattan flagship, and a flurry of launches.
- 32 **Going for Gold** | The 2024 Summer Olympics and Paralympics provide a stage for French fashion houses to spotlight their dedication to excellence, pride, and, of course, fashion.
- 37 **Y2K All Day** | The groundbreaking work of '90s fashion brands influences today's fashion.
- 49 **Sartorial Shift** | Elegant ease takes hold as casualization evolves the modern luxury wardrobe.
- 56 **Digital Brushstrokes** | Artistic collaborations take fashion straight into the Age of Technology.
- 62 **The Scent of Innovation** | In the fragrance industry, pushing the boundaries of what's possible is essential.
- 64 **Intelligence That Makes Scents** | Google ventures into smell digitization.



ISSUE 7

# ICONIC

Kirsten Lee  
Editor-in-Chief

Andrew Barton  
Executive Creative Director

Ashley Heaton  
Publisher

## EDITORIAL

Executive Editor | Katie Boogher

Assigning Editor | Phebe Wahl

Copywriter | Jamie Hansen

Copy Editor | Rachel Allen

Contributing Writers:  
Lauren Finney Harden, Riki Altman-Yee, Sahar Khan,  
Sari Anne Tuschman, Phebe Wahl

## SPECIAL PROJECTS

Director of Photography | Nick Fochtman

Marketing Director | Nicole Khalimsky

Editorial Operations | Erin Kurimay

Creative Operations | Jennifer Martin

## COVER ARTIST

Javier Pardina  
PAMPLONA, SPAIN

JAVIER PARDINA IS A PROMINENT FIGURE IN SPANISH VISUAL ARTS, KNOWN FOR HIS DIVERSE PORTFOLIO THAT INCLUDES 3D DESIGN, PHOTOGRAPHY, AND COMMERCIAL PROJECTS. HIS WORK AIMS TO INSPIRE AND ENGAGE VIEWERS, SHOWCASING HIS SKILL IN VISUAL STORYTELLING AND CREATIVITY.

IMAGINATION MAKES US ORIGINAL.

CREATION MAKES US EXTRAORDINARY.

## EDITOR'S NOTE

Imagination powers fashion designers, artists, athletes, and inventors alike. These creators are working—often in collaboration—to expand and enhance our world. In this issue of Iconic, we explore how these visionaries collide in dazzling ways. Fashion moves us forward and the sky is the limit when luxury brands are leading the impetus for change. It's an electrifying era in history where anything is possible.

Dive into the brilliant new era of Swarovski in "Shining Moment," with a look at their glittering new Manhattan flagship and flurry of fresh launches. We catch a glimpse into how the 128-year-old brand sparkles with Swarovski Created Diamonds, the environmentally friendly diamonds of the future.

A new era is also being ushered in by the female chefs featured in "Taste Makers." All recognized by the James Beard Foundation, they are turning up the imaginative heat on their industry with bold, new ideas. Their stories expand our palates with a greater understanding of culinary authenticity.

Glamour has evolved over the last few decades to include a high degree of comfort, as seen in "Sartorial Shift." Luxury is at the forefront of loosening the tailoring and embracing the informal, and heritage brands now collaborate with street brands to create an elevated casual that feels wearable yet refined.

Likewise, in "For the Love of the Game," the evolution of player style melds with luxury brands to transform pre-game fashion into a crucial part of athletic and celebrity culture. With these looks, the professional sports tunnel, where athletes enter the stadium, is a new take on the fashion runway.

Athletes aren't the only ones showing off their style. The 2024 Summer Olympics in Paris may be one of the most anticipated sports fashion events of the year. "Going for the Gold" shows us LVMH and its maisons on the podium as the Premium Partner of the Olympic and Paralympic Games. Chaumet designed the medals, which even include a piece of the iconic Eiffel Tower. Berluti will dress the French team for the opening ceremonies while Ralph Lauren continues its storied tradition (dating back to 1992) of outfitting Team U.S.A.

While some '90s fashion traditions continue, others have come back around. In "Y2K All Day," we look at how brands like Prada and Tommy Hilfger took fashion by storm during the decade through

experimentation and innovation. As the trends return, brands are reaching global audiences with their own take on the '90s. We'll also peek at how '90s supermodels are building future empires.

Fashion is leading through the Age of Technology with its embrace of artistic collaborations and new inventions. "Digital Brushstrokes" shows us luxury virtual sneakers, CGI influencers, and how Gucci became the first major luxury brand to sell an NFT. And in "Riding the Electric Wave," we see how premium brands are introducing EVs into their vehicle lineups.

The world of fragrance likewise has a long history of pushing boundaries and changing how we experience a product. In "The Smell of Innovation," we travel through time to see how DSM-Firmenich is expanding a technology first discovered in the '80s into the first scent tech that lets us achieve heightened states of emotion.

Google, a leading tech pioneer, is also venturing into the new frontier of digitizing scent. In "Intelligence That Makes Scents," we see how, though once unthinkable, Google is cataloging trillions of scent molecules using complex algorithms. Applications abound, such as customizing personal scents that adapt to a wearer's mood or multisensory immersive experiences at retail stores.

In "A New Dimension," brands are revolutionizing the future of sustainable luxury fashion. 3D printing increases manufacturing efficiency, minimizes waste, and lets creators experiment with more intricate designs. There's even a boost for faster production time turnarounds with retail supply orders, and this speed can boost the success of pop-up shops.

Luxury fashion houses have always balanced tradition with cutting-edge technology, and now, more than ever, they lead a collective effort to inspire innovation. Join me on a journey through our Iconic Collection of retail properties and the futuristic fusion of art, athletics, fashion, and technology. I hope you enjoy this issue as much as I do.



KIRSTEN LEE  
EVP, LUXURY  
BROOKFIELD PROPERTIES

## A New Dimension

3D printing is revolutionizing how brands do business and crafting the future of sustainable luxury fashion.

BY LAUREN FINNEY HARDEN



DIOR3D S11 SUNGLASSES  
PHOTO COURTESY OF DIOR

Innovation has always been a hallmark of fashion and a driver for brands, whether through the invention of sewing machines or high-performance fabrics. Now, 3D printing is becoming more commonplace as brands look to be increasingly efficient in manufacturing and experiment with more intricate, innovative designs.

"3D printing, or additive manufacturing, creates objects layer by layer from designs that are generated digitally," says Dara Senders, an independent luxury fashion technology consultant and designer for North American and European markets, who has worked extensively in product development. Senders says this method appeals to brands on a creative level, as it allows for intricate and customized designs. "The possibilities with 3D printing are endless, paving the way for much more artistic creativity and innovation for brands wanting a competitive edge, especially among luxury houses," she states.

Additionally, as more and more brands add sustainability practices to their missions, 3D printing can significantly reduce waste overall and be a smart business decision. "It allows for the reduction of material waste by utilizing the exact materials needed to create a garment or accessory. 3D printing also allows for faster production time turnarounds for retail supply orders and can even be used for pop-up shops. It's on-demand

production," Senders explains. "There are many long-term benefits in design flexibility, waste reduction, and adaptability, which contribute to a brand's overall appeal and eco-friendly image."

Luxury fashion houses have always been able to balance tradition and heritage with cutting-edge technology. A good example of this balance is Louis Vuitton. The centuries-old brand has used 3D printing in its apparel and accessories, including at the 2024 men's pre-fall show, where it debuted the LV Cobra shoe. Under the tutelage of Louis Vuitton Men's creative director Pharrell Williams, the shoe utilized the foam technology of 3D printing brand Zellerfeld. The shoe retained the maison's signature iconography, resulting in an elegant, functional, and efficient shoe.

More luxury examples abound. Under Georgian fashion designer Demna's creative direction, Balenciaga has been experimenting with 3D printing in everything from jackets to dresses for its spring/summer 2024 collection. The brand even used 3D printing in a couture collection last year for a Joan of Arc-inspired armor dress made of resin. Dior has also been experimenting with incorporating 3D technology into its collections, such as its winter 2023 Dior Homme footwear collection and summer 2024 eyewear collection.

One of the greatest boundary-pushers of the 21st



FROM TOP:  
BALENCIAGA SUMMER  
2024 LOOK 61;  
BALENCIAGA SUMMER  
2024 LOOK 60  
PHOTOS COURTESY OF  
BALENCIAGA



BALENCIAGA



IRIS  
VAN  
HERPEN

**CLOCKWISE FROM TOP:**  
IRIS VAN HERPEN, VARIOUS  
COLLECTIONS 2020

PHOTO BY CARLA VAN DE  
PUTTELAAR, COURTESY OF  
IRIS VAN HERPEN PRIVATE  
COLLECTION

**SENSORY SEAS DRESS &  
NAUTILOID DRESS, IRIS  
VAN HERPEN, "SENSORY  
SEAS" COLLECTION 2020**

PHOTO BY DAVID UZCHUKWU,  
COURTESY OF IRIS VAN HERPEN  
PRIVATE COLLECTION

**SUMINAGASHI DRESS, IRIS  
VAN HERPEN, "HYPNOSIS"  
COLLECTION 2019**

PHOTO © DOMINIQUE MAITRE,  
COURTESY OF IRIS VAN HERPEN  
PRIVATE COLLECTION

**FROZEN FALLS DRESS  
AND HEADRESS, IRIS  
VAN HERPEN, "SYNTOPIA"  
COLLECTION 2018**

PHOTO © DOMINIQUE MAITRE,  
COURTESY OF IRIS VAN HERPEN  
PRIVATE COLLECTION



century is undoubtedly Iris van Herpen, who frequently incorporates 3D printing into designs, and has done so for many years. The designer is so well respected for combining art and technology that she just finished a solo show at the Musée des Arts Décoratifs in Paris. "Iris van Herpen: Sculpting the Senses" showcases the relationship between technology and high fashion and why van Herpen is considered a pioneer and true innovator in the space.

States Christine Macel, the director of the museum, "Iris van Herpen is a visionary 40-year-old designer who creates clothes that go beyond fashion, incorporating all the elements [air, sea, nature, etc.] and appealing to all the senses, combining savoir-faire and technology. She has managed to create a unique world, somewhere between fairy tale and science fiction."

Senders is also a fan of the designer, saying, "van Herpen and her 3D-printed masterpieces are a testament to how this technology can be a game changer for artistic expression and complex garment development in the fashion industry."

While luxury fashion houses have not let go of tradition, they are cognizant of the fact that technology can only help them in terms of sustainability and possibilities. It is clear that 3D printing can work as both an innovation and a solution for fashion brands and designers.



GUCCI AMBASSADOR  
JANNIK SINNER AT THE  
U.S. OPEN  
PHOTO BY ANTOINE  
COURVECELLE

## For the Love of the Game

Now more than ever, professional athletes are the game-changers for luxury brands.

BY LAUREN FINNEY HARDEN

**KIM KARDASHIAN AT THE  
ANNOUNCEMENT OF SKIMS  
BEING NAMED THE OFFICIAL  
UNDERWEAR PARTNER OF  
THE NBA, THE WNBA, AND  
USA BASKETBALL**

PHOTO BY DIMITRIOS KAMBOURIS/  
WIREIMAGE FOR SKIMS



While red carpet photos have kept the public hungry for celebrity style for years, there's a new canvas for fashion: the professional sports athlete. Sports players are the ultimate influencers today, with PwC projecting sports marketing sponsorships to grow to a massive \$109.1 billion by 2030. A professional athlete's influence goes far beyond their games and matches. For example, Portuguese professional soccer player Cristiano Ronaldo is the most followed person on Instagram, with over 620 million followers. Argentine professional soccer player Lionel Messi is the second most followed on Instagram, with more than 500 million followers. And now that media is more multifaceted, professional athletes can showcase personality and style beyond the sports arena, and luxury brands are leveraging the exposure to create impactful relationships with athletic stars.

Professional athletes promote everything from cars to video games, but fashion partnerships are some of the newest and most coveted collaborations. Kim Kardashian's brand SKIMS launched a menswear line and featured athletes like Brazilian soccer player Neymar Jr. and NBA player Shai Gilgeous-Alexander. The campaign was followed up with a multiyear deal as the official underwear partner of the NBA. The move hopes to see crossover between a predominantly female-

bought brand and the NBA—whose viewership is 70% male—and vice versa. SKIMS is also the official underwear sponsor of the WNBA.

BOSS, once seen as a suiting brand only, is successfully experimenting with using female athletes to bolster its brand in mediums ranging from motorsports to golf and even debuted an equestrian line for fall/winter 2023. Alica Schmidt, a German track-and-field star with 5 million Instagram followers, is a BOSS athlete. She competes in BOSS performance wear, attends the brand's events, and even walks in runway shows, helping the brand reach female audiences. According to the brand, womenswear is currently outpacing other categories.

Speaking to Business of Fashion in its case study titled "Fashion's New Rules For Sports Marketing" by Daniel-Yaw Miller, Jacqueline Windsor, the head of retail at PwC U.K., says a modern brand is defined by authenticity and experiences. "Sports really help brands to play with these intangible levers," Windsor explains. "The newness and continually fresh storylines that come with sports help to generate excitement, while athletes help brands reach communities they may not previously have accessed through traditional fashion channels."

WASHINGTON WIZARDS' KYLE KUZMA ARRIVES AT THE ARENA WITH A LIMITED EDITION AUDEMARS PIGUET TIMEPIECE  
PHOTO BY KENT SMITH/NBAE VIA GETTY IMAGES



NAOMI OSAKA IN LOUIS VUITTON AT THE 2021 MET GALA "IN AMERICA: A LEXICON OF FASHION"  
PHOTO BY TAYLOR HILL/WIREIMAGE



JAYLEN BROWN OF THE BOSTON CELTICS ARRIVES WITH A GUCCI SAVOY DUFFLE BAG CUSTOMIZED WITH HIS INITIALS AND FLUORESCENT DETAILS  
PHOTO BY JAYNE KAMIN-ONCEA/GETTY

Brands are also in it for the long haul, offering multimillion-dollar, multiyear contracts for athletes to be associated with them. Tennis player Jannik Sinner has a long-term Gucci deal worth millions, and tennis player Naomi Osaka entered one with Louis Vuitton in 2021, which was rumored to be a seven-figure deal.

While brands and athletes are keen to work with each other on larger scales, there are other opportunities for collaboration. A more organic, on-the-ground marketing style is found in the tunnel walk, which has become a hotbed for capturing well-dressed athletes like the Philadelphia Eagles quarterback Jalen Hurts and WNBA player Dearica Hamby. These pathways connecting locker rooms to arena or stadium entrances are a crucial part of athletic culture, where players get to show off personal style and shape their public image while promoting the luxury brands they love or have partnerships with.

Krista Roser, a Nashville-based stylist who has worked with players like former Tennessee Titan Taylor Lewan, says that the pandemic supercharged the public interest in player fashion, adding fuel to the fashion fire and lifting brands at a time when traditional mediums like red carpets and events were inactive. Players leaned into it, too. "Athletes are creative, fashionable people who have to wear uniforms to work. This gives them a chance to show their personality away from the team," says Roser.

All games are opportunities for players to project their public image and for brands to get exposure, amplifying their cachet and allowing customers to have a reference point when shopping. There's also an opportunity for a brand to diversify the types of looks seen in public, namely streetwear. "Brands can be more versatile and show the scope of their designs," Roser explains. She adds that an extra benefit is the immediacy—the shopper can buy something they saw on an athlete the week before. "Customers can get that instant gratification," she says. And it directly impacts revenue.

Khalilah Beavers, a stylist who works with former NBA player Carmelo Anthony and has worked with former NBA players J.R. Smith and Brandon Bass, among many others, agrees that sports players were a mostly untapped market previously but are now getting their due. "Athletes are the new models. Fans can see athletes in a different light through their fashion. It adds another layer they weren't privy to before when it was just them on the court. Players are an important part of celebrity culture now, and fashion is paying attention."

The importance of the relationship between athlete and luxury house can perhaps be seen most strikingly in Kering's August 2023 \$7 billion stake in Creative Artists Agency, giving brands like Bottega Veneta, Balenciaga, and Saint Laurent access to CAA-represented athletes like NBA player Kyle Kuzma and women's hockey player Aerin Frankel.

## Tastemakers

These female chefs are determined to whip the culinary world into proper shape.

BY RIKI ALTMAN-YEE

While the popular saying, "If you can't stand the heat, get out of the kitchen" applies to a variety of circumstances, it also fittingly applies to chefs. Today, many female chefs, bakers, and restaurateurs are determined to not only face the fire, but also turn up the heat on an industry they argue has been untenable for decades. The James Beard Foundation (JBF) has taken notice.

Robynne Maii, chef and co-owner of award-winning restaurant Fête in Honolulu's Chinatown, is one such example. On her first JBF nomination in 2022, she was named the JBF Best Chef for the Northwest and Pacific Region.

"I think the James Beard recognition had to do with everything holistically that we do at the restaurant," she explains. Before opening Fête with her husband, Chuck Bussler, Maii had left the restaurant industry over the low pay, unworkable hours, and "rampant sexual harassment and misogyny." So, at Fête, they were determined to provide a cordial environment, paid vacation and sick days, 401(k)s, maternity leave, flexible scheduling, and overtime pay. They also committed to procuring complete health care insurance for every employee who

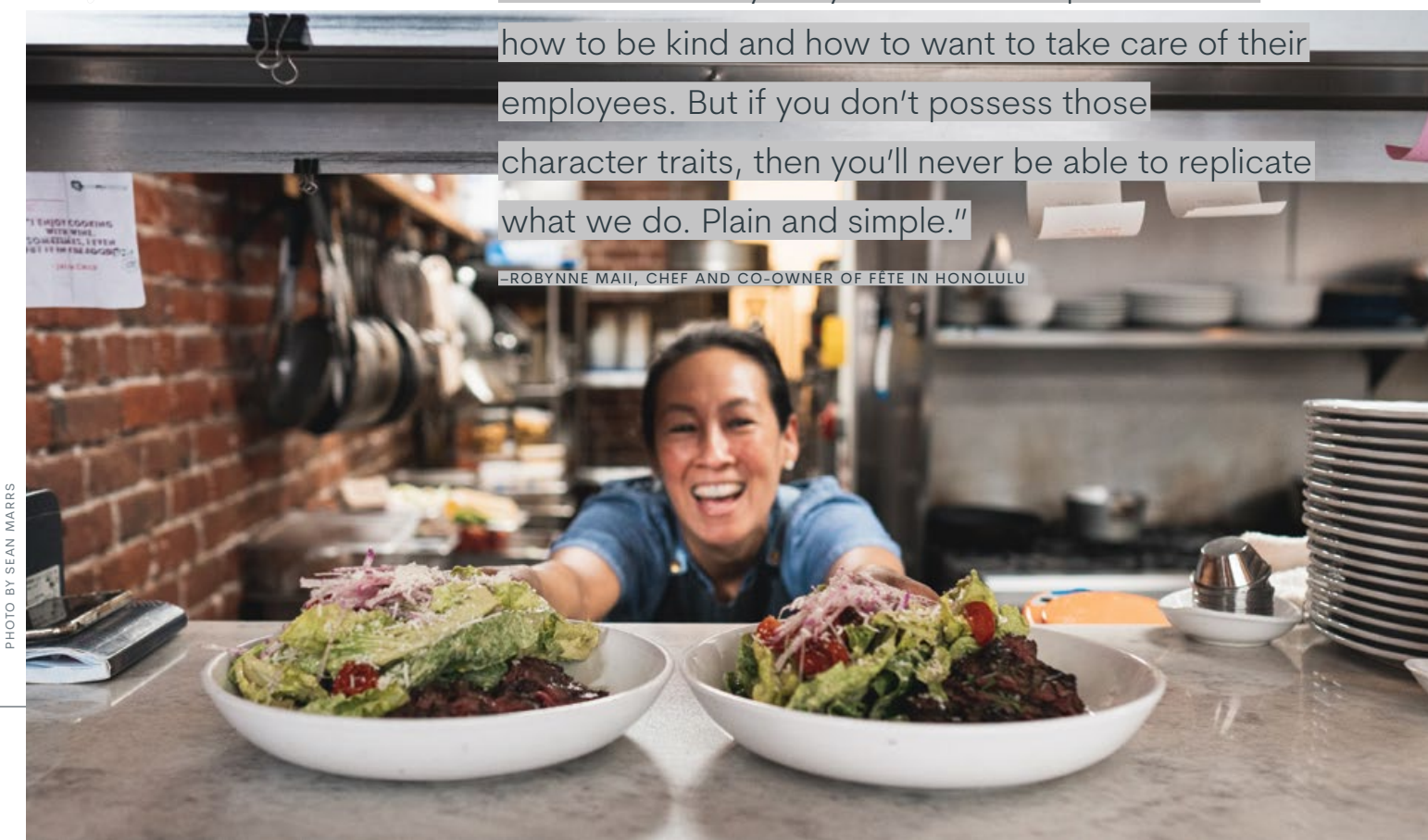
works at least 20 hours weekly. "Our goal was to just make our little restaurant better to work in for everybody," Maii recalls.

At n/naka, a two-Michelin-starred Japanese restaurant in Los Angeles, co-owners and co-chefs Carole Iida-Nakayama and 2023 JBF nominee Niki Nakayama agree restaurants are no place for a negative attitude.

"The old school way some kitchens are run—the whole 'angry chef problem'—is something that still exists and is, in part, turning good people away from the industry," Iida-Nakayama says. "[It] has had such an adverse effect on so many cooks that we're losing people with great potential because they do not want to be part of that culture."

Nakayama says she and her partner promote workplace harmony by searching out female chefs and setting an example for them: "We aim to create opportunities for women as much as possible, and we also strive to be a place of learning. We do not require applicants and potential hires to have big Michelin names on their resume."

### Robynne Maii



"I can't teach anybody how to be empathetic and how to be kind and how to want to take care of their employees. But if you don't possess those character traits, then you'll never be able to replicate what we do. Plain and simple."

—ROBYNNE MAII, CHEF AND CO-OWNER OF FÊTE IN HONOLULU

PHOTO BY SEAN MARRS

In Philadelphia, Ellen Yin of High Street Hospitality Group (HSHG)—who was the JBF's 2023 Outstanding Restaurateur—helped to create a solution by co-founding Sisterly Love Collective, a group focused on supporting women-owned businesses on the local and national level through mentorship, educational programming, advocacy, and networking. Inside HSHG, Yin says she and her team aspire to foster "a greater sense of belonging," provide more human resource support, and make opportunities for learning and growth. "The result has been low turnover, greater job satisfaction, and longer commitment to the organization. Ultimately, a positive work culture."

Hiring diversity is a hot topic for Chef Benchawan "Chef G" Jabthong Painter, raised in Thailand and the 2023 winner of JBF's Best Chef: Texas. She is also co-founder and executive chef at Street to Kitchen in Houston and co-chef at th\_psrsv in Kemah, Texas (along with co-owner and co-chef David Skinner). Graham Painter, her husband and a co-owner of both restaurants, says Chef G values the contributions different ethnicities provide to our palates and our understanding of culinary authenticity. "Thai curry should not be heat adjustable," he cites as an example. "And pad thai is a shrimp dish. No chicken." At th\_psrsv, which, incidentally, has a primarily female-run kitchen, the menu takes diners back to 2400 BCE so they can appreciate Native American and indigenous Thai ingredients and cooking techniques that eventually

Benchawan "Chef G" Jabthong Painter



PHOTO BY MICHAEL MA

"(CHEF G) wants women to realize, 'hey, if I can come here and I can do this, you can do this.' One of her dream goals was to get [a James Beard Foundation Award]. And when it did happen, it's like, 'OK, now I've got it. I gotta keep earning it.'"

—GRAHAM PAINTER, CHEF BENCHAWAN "CHEF G" JABTHONG PAINTER'S HUSBAND AND CO-OWNER OF TEXAS RESTAURANTS STREET TO KITCHEN AND TH\_PRSRV

Niki Nakayama and Carole Iida Nakayama



PHOTO COURTESY OF BRAND

"I'd love to see the actual work of the chefs, cooks, and restaurants be celebrated versus the branding of the business or constructed image of a business. More recognition for the people and what they are creating—what's on the plate."

—NIKI NAKAYAMA, ONE OF THE WORLD'S FEW FEMALE KAISEKI CHEFS AND THE CO-OWNER AND CO-CHEF AT N/NAKA IN L.A.

"Changing how people are paid would change a lot of the toxic culture you see in kitchens. It would create households that are more stable and provide brighter futures for generations to come."

—MARISSA GENCARELLI, THE CO-FOUNDER OF YOLI TORTILLERIA IN KANSAS CITY



PHOTO BY ALYSSA BROADUS

Marissa Gencarelli

intersected with modern Thai cuisine. The offerings are Chef G's way of helping to redefine America's understanding of her familial fare.

Marissa Gencarelli, the co-founder of Yoli Tortilleria in Kansas City, also dedicates her career to preserving ancestral food staples. "The tortilla was here before Europeans arrived and has survived hundreds of years of oppression, revolutions, and famines," she says. Having her business win Outstanding Bakery in 2023, the first-ever tortilleria to be recognized by the JBF, was validating.

"Ethnic foods are usually seen as 'cheap eats.' To recognize them at this level changes perspectives of the work that goes behind it and hopefully how it's valued," Gencarelli says. After the JBF invited her to participate in its Chef Bootcamp for Policy and Change last year, she began advocating for regenerative agriculture with government officials and working to support the passage of the latest federal farm bill.

Whether taking their knowledge to Capitol Hill or setting an example inside their restaurants, these female chefs and restaurateurs know how to create a culture of support and inclusion. And with that culture, everyone can thrive in the kitchen.

Ellen Yin



PHOTO COURTESY OF PHILADELPHIA MAGAZINE

"For each winner, it is our responsibility to ensure that we continue to set an example for the community and continue to push forth the values and integrity that represent such a tremendous honor."

—ELLEN YIN OF HIGH STREET HOSPITALITY GROUP IN PHILADELPHIA

# RIDING THE ELECTRIC WAVE

2022 RIVIAN R1S IN RIVIAN BLUE  
PHOTO COURTESY OF RIVIAN

THE PREMIUM ELECTRIC  
VEHICLE MARKET IS GETTING  
TOTALLY AMPED UP.



LUCID GRAVITY SUV  
PHOTO COURTESY OF  
LUCID MOTORS



## Riding the Electric Wave

The premium electric vehicle market is getting totally amped up.

BY RIKI ALTMAN-YEE

According to a Gallup poll, only 4% of Americans owned an electric vehicle (EV) approximately one year ago. But in cities like San Francisco, Seattle, Austin, and Detroit, it is nearly impossible to drive down a freeway and not see electric vehicles sharing the lanes. Just over a decade ago, Tesla was the only recognizable automaker in the game. But since then, more luxury car manufacturers have entered the EV space. Competitive EVs from German brands BMW, Mercedes-Benz, Porsche, and Audi are coming to market. Italy's Maserati recently debuted its GranTurismo Folgore line. British automakers unveiled the Rolls-Royce Spectre and Jaguar's I-PACE, and just last year, South Korea's Genesis rolled its first EVs off the assembly line, while General Motors debuted Cadillac's Lyriq.

Plenty more EVs are on the way worldwide, especially since nearly every recognizable gas-powered car manufacturer has either committed to making its entire lineup electric by 2030 or announced it expects half of its sales to be EVs by then. "We're deeply convinced the entire automotive industry will be transitioning to electric in the next one to two decades," says spokesperson Genevieve Grdina for Rivian, the first automaker to bring a fully electric pickup truck to consumers.

Premium brands like Rivian, Tesla, Lucid Motors, and Polestar have steadily released all-electric vehicles for a while now, yet anyone committed to the traditional dealership model of car buying might not have seen them coming. For example,

initially—because of restrictive laws forbidding direct-to-consumer car sales—EV pioneer Tesla had to innovate. The brand focused on creating showrooms by leasing spaces in upscale, high-traffic malls, attracting buyers who a) could likely afford pricier cars, b) embraced innovation and technology, and c) were concerned about issues like pollution and climate change.

Showroom visitors learned about EVs, test-drove Teslas, and were guided through an online ordering process. Buyers started accepting the showroom concept, noting how the experience was a refreshing departure from the norm. "Putting our product [Rivian], people, and mission at the center of the experience creates an environment that we hope will help demystify EV ownership," Grdina explains.



INEOS FUSILIER IN SHALE  
BLUE (METALLIC)

PHOTO COURTESY OF INEOS

Sweden's Polestar also follows this up-front concept, so what the customer sees is what they pay.

From the parking lot, EVs generally look like gas-powered cars. But the interior is an entirely different picture. The seats are made of vegan leather, storage exists under the hood (since the electric motor takes up less space than an internal combustion engine), and giant computer screens have replaced most, if not all, of the dials and buttons. For example, the entirely bespoke Cadillac Celestiq has a 55-inch HD dashboard, while the rear-seat entertainment system in BMW's i7 provides a 31-inch screen that drops from the ceiling. "Software is at the center of the EV experience," explains Grdina. Often, while drivers are asleep in their beds, EVs get regular software updates at no extra cost that can improve ride quality and vehicle handling.

In truth, EVs already come loaded with countless features that most gas-powered cars simply cannot offer. Tesla might lead the pack with its autopilot and full self-driving capabilities plus Smart Summon, which enables the driverless vehicle to leave a parking spot and pick up its owner elsewhere via a mobile app. EV startup Faraday Future, which recently started manufacturing in California, delivered seven new FF 91 2.0 Futurist Alliances just last year, each with bespoke, private AI. And



2025 PORSCHE TAYCAN  
TURBO S CROSS TURISMO  
PHOTO COURTESY OF PORSCHE



FARADAY FUTURE  
INTERIORS FOR THE FF 91  
2.0 FUTURIST ALLIANCE  
PHOTO COURTESY OF FARADAY  
FUTURE

## Next Generation

NEW PREMIUM EVS HAIL FROM SOME FAMILIAR ELECTRIC-ONLY BRANDS, SOME TRADITIONALLY GAS-POWERED MANUFACTURERS, AND SOME ENTIRELY NEW-TO-THE-MARKET BRANDS.

### Tesla

Roadster

0-60 mph in 1.9 seconds and a range of 620 miles



### Rivian

R2

More affordable than the R1S SUV and R1T pickup truck



### Lucid Motors

Gravity SUV

Seating for up to seven and peak power of more than 800 horsepower



PHOTOS COURTESY OF MANUFACTURERS

### Ineos Automotive

Fusilier

Meant for off-roading and urban exploration



PHOTOS COURTESY OF MANUFACTURERS

### Porsche\*

Taycan Turbo S and Taycan Turbo S Cross Turismo

Upgrades make this S the most powerful Porsche road car of all time



### Cadillac

Escalade IQ

Expect hands-free driver assistance technology



### Mercedes-Benz\*\*

Mercedes-Maybach EQS 680 SUV

Options include heated/cooled rear cupholders



\*PORSCHE IMAGE IS A "PRE-PRODUCTION TAYCAN"; \*\*MERCEDES VEHICLE IMAGE IS THE 2024 MODEL



THE FIRST MERCEDES-BENZ CHARGING HUB IN NORTH AMERICA, LOCATED AT MERCEDES-BENZ USA HEADQUARTERS IN SANDY SPRINGS, GA  
PHOTO COURTESY OF MERCEDES-BENZ



CHARGING HUB CUSTOMERS CAN ENJOY A PREMIUM, CLEAN, AND COMFORTABLE ENVIRONMENT WHILE THEIR VEHICLE CHARGES, COMPLETE WITH COUCHES AND LOUNGE CHAIRS, VENDING MACHINES, REFRESHMENTS, AND RESTROOM FACILITIES  
PHOTO COURTESY OF MERCEDES-BENZ

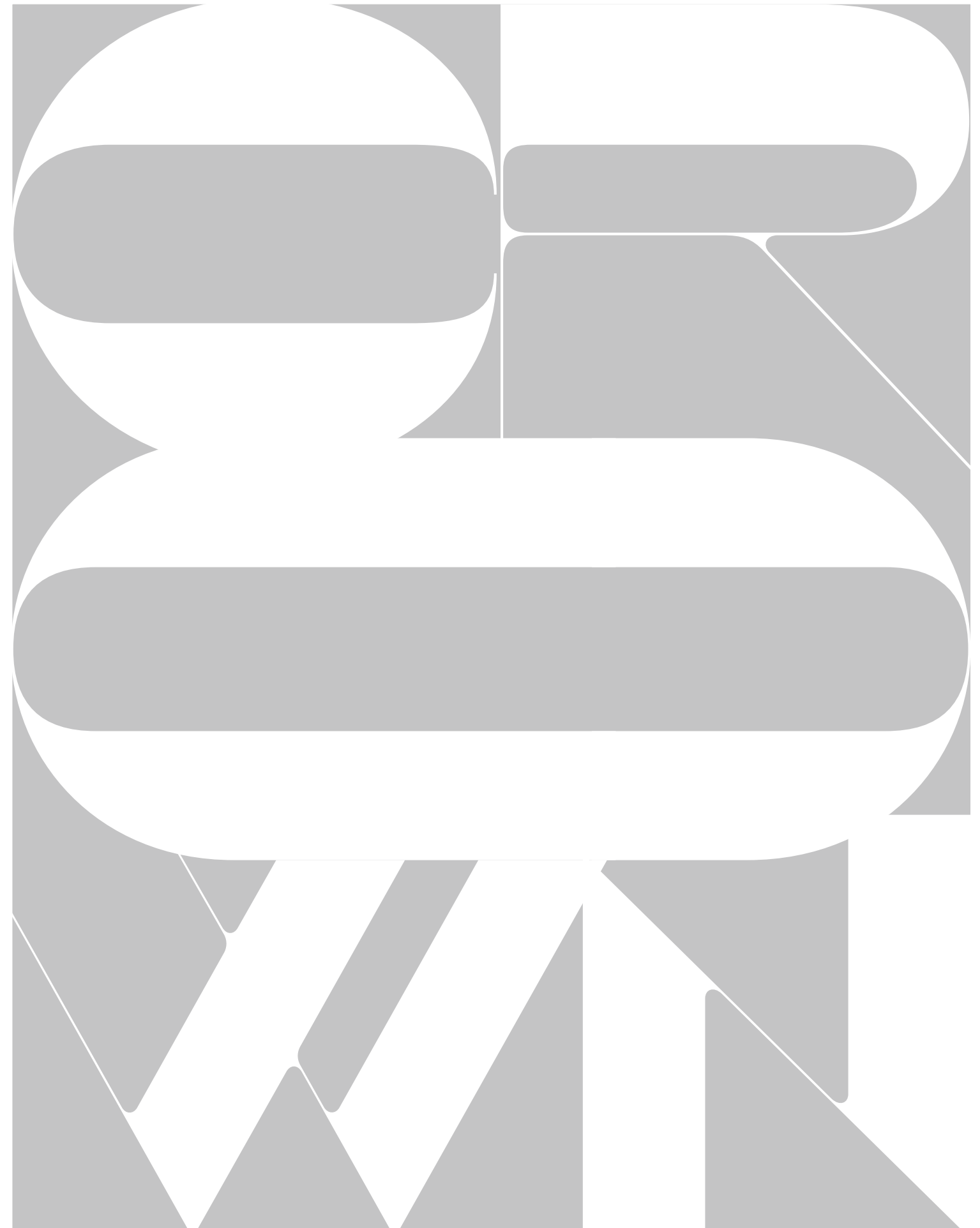
inside a Polestar, the “Hey, Google” feature will get you any information you might need.

Then there is the matter of quickness: EV motors are more powerful than gasoline engines. And, once Porsche releases its electric 2025 Taycan Turbo S, drivers will learn about a new “push-to-pass” function yielding an output of 938 horsepower. Late-night trips to gas stations are a thing of the past, too—instead, buyers can charge at home, on a public charging network, or at shopping centers nationwide. Rivian and Tesla have a proprietary network of fast chargers, while Mercedes-Benz just announced plans for 400 high-powered hubs by 2027. Polestar is currently working with StoreDot to incorporate extremely fast charging batteries in its cars—to the tune of 100 miles of range charged in just five minutes.

Anyone who follows the progress of EVs knows

this new, electric world is battling concerns like “range anxiety” (running out of charge mid-journey), the scarcity of charging stations, the nation’s grid capacity, the cost of extracting lithium for batteries, and how to dispose of used batteries. And while these concerns are legitimate, EV manufacturers are tackling them with an eye on the big picture.

“The way our global society operates today, in only a few generations, we will carbonize our atmosphere to such a degree that life as we know it will not be possible,” Grdina states. “If our planet is to continue to sustain life [for] future generations, we have to change. This requires individuals and industries to come together in ways we never have before to transition the world toward sustainable energy. We want people pushing each other to innovate.” Premium and luxury car manufacturers are heeding this call and continuing to move forward in the EV space.



Crown Building Property Spotlight

Artist Spotlight:  
ELENI PRATSI  
"COMPOSITION  
NO. 124" (DETAIL)



## The Crown Jewel of Luxury



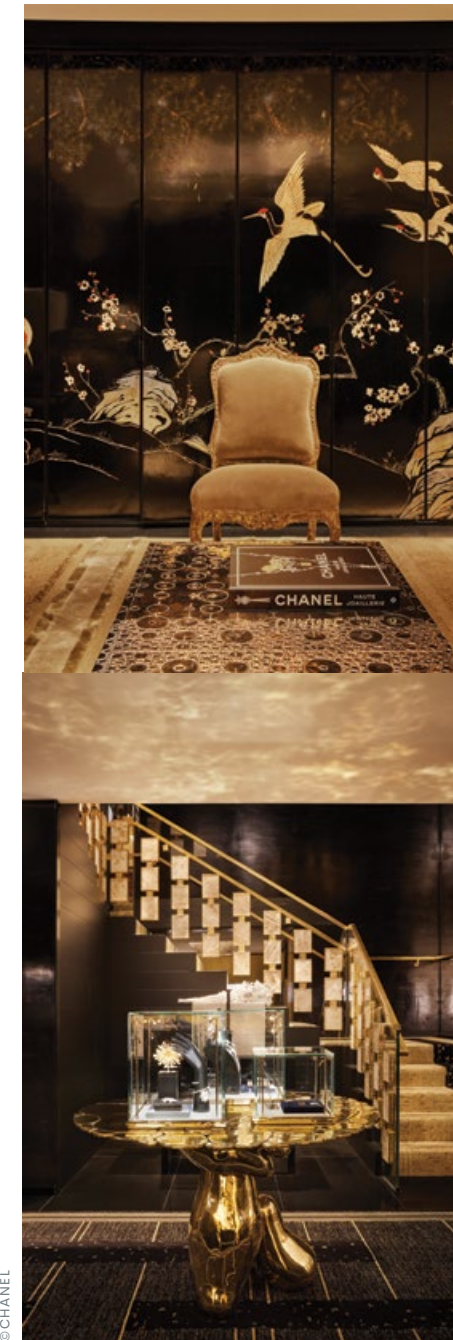
Situated at the iconic corner of 57th Street and Fifth Avenue, the Crown Building is a beacon of luxury, notable for its Beaux Arts design, upscale retail boutiques, and the opulent Aman New York hotel and residences. Amid a backdrop of ultra-luxury residential skyscrapers, close to famous destinations like Central Park and Rockefeller Center, and surrounded by high-end retail and dining, the Crown Building stands out as one of the most stunning architectural and cultural achievements in Manhattan.

The Crown Building's ground level houses luxury retailers including Bulgari, Ermenegildo Zegna, and Mikimoto, and has recently expanded to include flagship boutiques for Chopard and CHANEL. The latter, a two-story boutique designed by the renowned New York-based architect and long-standing CHANEL collaborator Peter Marino, represents the brand's first standalone store in the U.S. dedicated solely to CHANEL Watches and Fine Jewelry. With these distinguished additions to its retail offerings, and with Aman New York occupying its upper floors, the Crown Building exemplifies luxury and location, further cementing its status as an iconic Manhattan landmark.

Brands:  
BULGARI, CHOPARD, MIKIMOTO, ERMENEGILDO ZEGNA, CHANEL



### A beacon of luxury, notable for its Beaux Arts design



©CHANEL



PHOTO BY NICK FOCHTMAN

CELEBRATING THE OPENING OF CHANEL'S FIRST U.S. WATCHES AND FINE JEWELRY FLAGSHIP ON NEW YORK CITY'S ICONIC FIFTH AVENUE. LEFT TO RIGHT: PAUL MURATORE (INSITE LUXURY CONSULTING), KIRSTEN LEE (BROOKFIELD PROPERTIES), LINSEY NEYT (CHANEL), JENNIFER BLAIR (INSITE LUXURY CONSULTING), LOUIS ERICKSON (CHANEL)



PHOTO BY NICK FOCHTMAN

CROWN BUILDING



The Crown Building exemplifies luxury and location, further cementing its status as an iconic Manhattan landmark



PHOTOS COURTESY OF CHOPARD

BVLGARI

CHANEL

*Chopard*

MIKIMOTO

Zegna



Artist Spotlight:  
ANDREY ODINZZOV  
"PEONIES – LIMITED  
EDITION 1 OF 5" (DETAIL)



## The Center of Lower Manhattan



Positioned in the heart of Lower Manhattan, Brookfield Place New York—or BFPL—brings together a curated collection of culinary and shopping options, modern office space, and hundreds of community-driven events. With over 500,000 people visiting weekly, this 14-acre, five-building complex successfully encompasses the premium characteristics and amenities that attract tenants, locals, and visitors alike.

BFPL continuously animates its grand indoor and outdoor spaces through a mix of art and culture, all with the aim of connecting people, creating memorable experiences, and sparking reflections on life in the city. The center has long-term community partnerships and works with unconventional emerging and contemporary artists to offer a fresh perspective on everyday life. The curated variety of experiences at BFPL—whether for shopping, working, or community—make up a place where locals, workers, and visitors want to be and a community where brands can thrive.

Brands:  
ADAM LIPPES, BOTTEGA VENETA, DEL FRISCO'S GRILLE, EQUINOX, SALVATORE FERRAGAMO, GUCCI, JO MALONE LONDON, LE DISTRICT, LOUIS VUITTON, OMEGA, SANT AMBROEUS, TORY BURCH, ERMENEGILDO ZEGNA

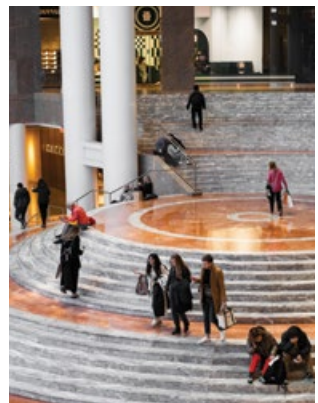


PHOTO BY JOE THOMAS



©LIZ LIGON

### BFPL continuously animates its grand indoor and outdoor spaces through a mix of art and culture



©LIZ LIGON



PHOTO BY HEIDI LEE

PHOTO BY NICK FOCHTMAN



A community where brands can thrive.



BROOKFIELD  
PLACE NY



ADAM LIPPES

BOTTEGA VENETA

EQUINOX

GUCCI

JO MALONE  
LONDON

LOUIS VUITTON

Ω  
OMEGA

Salvatore Ferragamo



TORY BURCH

Zegna

PHOTO BY CALEB THILL

"Swarovski on Fifth is a major milestone for Swarovski and stands as a symbol of our brand evolution."

—ALEXIS NASARD, SWAROVSKI'S CEO



# SHINING MOMENT

IN THE MANHATTAN FLAGSHIP, THE SECOND FLOOR FEATURES A WALL OF CRYSTAL SWANS, A NOD TO THE ANIMAL IN SWAROVSKI'S CLASSIC LOGO

PHOTO COURTESY OF SWAROVSKI

Swarovski's brilliant new era is here thanks to a SKIMS collaboration, a dazzling new Manhattan flagship, and a flurry of launches.

BY PHEBE WAHL

Swarovski recently opened a new flagship in the heart of New York City, which marks a crowning moment in the brand's dazzling 128-year heritage. "Swarovski on Fifth is a major milestone for Swarovski and stands as a symbol of our brand evolution," states Alexis Nasard, Swarovski's CEO.

Expressing how exciting it is to see the spectacular Fifth Avenue location come to life, Swarovski's global creative director Giovanna Engelbert

explains the concept for the new flagship. "I wanted to create the experience of entering a huge crystal—the world of Swarovski—and to ignite the imagination from the moment you step into the store. From the grand staircase in the shape of an octagon to the use of quilted velvet and silk throughout the store, all details are intended to provide customers the feeling of being inside a luxurious jewelry box," she shares. "My vision was to produce a modern, joyful, elevated, and futuristic design, which mirrors the light, energy, and colors of New York."

ADORNED IN BOLD COLORS, QUILTED SILK, AND CRYSTAL-INSPIRED SHAPES, THE SPACE IS DESIGNED TO FEEL LIKE A LAVISH JEWELRY BOX

PHOTO COURTESY OF SWAROVSKI



"The endeavor of meticulously creating diamonds to reflect light in mesmerizing ways was remarkable, and what truly excites me is the accessibility to this beauty, thereby elevating the possibilities of customers' creativity in their self-expression."

—GIOVANNA ENGELBERT, SWAROVSKI'S GLOBAL CREATIVE DIRECTOR

The brand is clearly having a moment with the launch of The Galaxy Collection. It is the first fine jewelry collection designed by Engelbert for Swarovski, coming in conjunction with the new Fifth Avenue flagship and a showstopping SKIMS collaboration. "The confluence of diamonds, Swarovski's heritage, and my creative vision has culminated in a collection that embraces the birth of new dimensions for the universe of Swarovski," says Engelbert of The Galaxy Collection—unveiled last fall. "The endeavor of meticulously creating diamonds to reflect light in mesmerizing ways was remarkable, and what truly excites me is the accessibility to this beauty, thereby elevating the possibilities of customers' creativity in their self-expression."

The Galaxy Collection showcases the brand's continued evolution and features Swarovski Created Diamonds as the diamonds of the future—identical to mined diamonds in every way but how they originate. The 19-piece range includes necklaces, rings, earrings, and bracelets in various cuts (each certified by the International Gemological Institute).

Myrtille Clément-Fromentel, Swarovski's chief brand officer, explains what makes Swarovski Created Diamonds so unique. "For 128 years, Swarovski's founding values have been rooted in invention and a care for people and planet. Now, with Swarovski Created Diamonds, we delight our customers with the diamonds of the future. High value and environmentally friendly, they are the ultimate expression of Swarovski's creativity and savoir-faire."

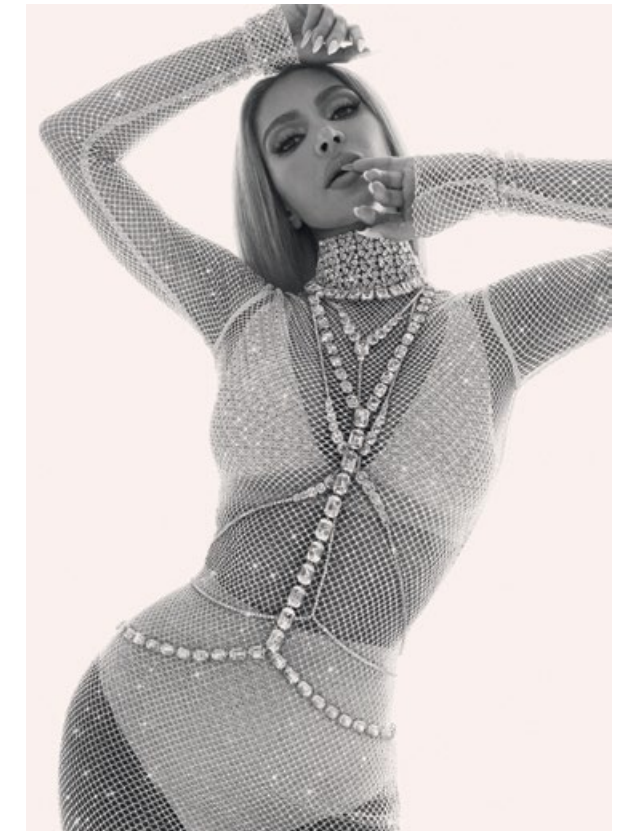


THE GALAXY LAUNCH SHOWCASES SWAROVSKI CREATED DIAMONDS IN 19 DAZZLING PIECES (THINK NECKLACES, RINGS, EARRINGS, AND BRACELETS)

PHOTO COURTESY OF SWAROVSKI

KIM KARDASHIAN MODELS THE SWAROVSKI X SKIMS COLLABORATION, FEATURING A TREASURE TROVE OF BODY JEWELRY, INTIMATES, AND READY-TO-WEAR

PHOTO BY MERT ALAS



Another example of Swarovski's ingenuity highlights the brand's Manhattan flagship milestone. Launched this past November, Swarovski x SKIMS marries two iconic brands. The coveted collection offers a shimmering range of pieces, featuring crystal body jewelry that can be styled in multiple ways and ready-to-wear clothing—think crystallized intimates, bodysuits, and dresses that offer serious sparkle. "For this collaboration, we really wanted to celebrate individual creativity and bring more glamour into getting dressed every day," says Kim Kardashian, co-founder and creative director of SKIMS.

Engelbert agrees with that sentiment. "Our collection is a celebration of the body and of strong, independent women who value their individuality and embrace life with confidence and style," she states.

With its launches of The Galaxy Collection and Swarovski x SKIMS, the new era of Swarovski has begun. And its new flagship on Fifth Avenue is ready to show Manhattan—and the world—what Swarovski has to offer.



SWAROVSKI'S SPECTACULAR FIFTH AVENUE FLAGSHIP

PHOTO COURTESY OF SWAROVSKI



# GOING FOR GOLD

The 2024 Summer Olympics and Paralympics provide a stage for French fashion houses to spotlight their dedication to excellence, pride, and, of course, fashion.

BY LAUREN FINNEY HARDEN



OLYMPIC AND PARALYMPIC GAMES MEDALS WERE UNVEILED AT CHAUMET EARLIER THIS YEAR—PARIS WILL HOST THE SUMMER OLYMPICS FROM JULY 26 TO AUGUST 11  
PHOTO BY MARC PIASECKI/  
GETTY IMAGES

THE LOGO, PARIS 2024, REPRESENTING THE OLYMPIC GAMES, IS DISPLAYED AT THE HEADQUARTERS OF THE PARIS 2024 OLYMPICS IN SAINT-DENIS, FRANCE

PHOTO BY CHESNOT/GETTY IMAGES



THE OLYMPIC RINGS IN FRONT OF THE EIFFEL TOWER  
HEMIS/ALAMY STOCK PHOTO

Leading up to the ultimate sports event, which kicks off in Paris on July 26th, LVMH and its esteemed maisons are taking the podium as the premium partner of the Olympic and Paralympic Games.

Several storied brands will have the honor of contributing directly to the event. Chaumet, one of Paris' most iconic jewelers with a history dating back almost 250 years, designed the Olympic and Paralympic medals, and each medal produced includes iron from the Eiffel Tower. Moët Hennessy's wines and spirits brands will add to the hospitality and festivities, and even skincare and makeup retailer Sephora will get in on the action during the Olympic Torch Relay with public activations.

Some of the highest honors during the festivities will go to French maisons Louis Vuitton, Dior, and Berluti. Under LVMH's unifying theme of "Artisan of All Victories," select French athletes will be highlighted as ambassadors and supported directly. Léon Marchand, a 21-year-old five-time world champion swimmer and medal hopeful, is serving as an ambassador for Louis Vuitton, as is fencer Enzo Lefort. Lefort, an individual world champion, won gold in men's team foil fencing at the 2021 Tokyo Olympics. Dior has brought into the fold as ambassadors Pauline Déroulède, a triple champion of France in wheelchair tennis, and French artistic gymnast Mélanie de Jesus dos Santos, a four-time European champion.



FRENCH FOIL FENCER ENZO LEFORT

PHOTO BY DORIAN PROST/CONTOUR BY GETTY IMAGES



PAULINE DÉROULÈDE IN DIOR FOR THE PARIS PARALYMPIC GAMES  
PHOTO BY NELSON ROSIER

MÉLANIE DE JESUS DOS SANTOS OF FRANCE PERFORMS HER FLOOR ROUTINE DURING THE WOMEN'S ALL-AROUND FINAL AT THE ARTISTIC GYMNASTICS WORLD CHAMPIONSHIPS, ANTWERP 2023

PHOTO BY TIM CLAYTON/CORBIS VIA GETTY IMAGES



French leather goods brand Berluti gets the distinct honor of dressing the French team from head to toe for the opening ceremonies of both the Olympics and the Paralympics. With input from the Olympic Committee and heads of both games, the collaboration reflects an elegance only the French can exude, with an element of comfort considered for the stamina needed to complete the two-day ceremony.

"This unprecedented partnership with the Paris 2024 Olympic and Paralympic Games will contribute to heightening the appeal of France around the world. It was only natural that LVMH and its maisons be part of this exceptional international event," says Bernard Arnault, chairman and chief executive officer of LVMH. "The values of passion, excellence, and inclusion championed by high-level sports are cultivated daily by our teams, motivated by an unwavering desire to surpass limits. Sports is a tremendous source of inspiration for our maisons, which will unite creative excellence and athletic performance by contributing their savoir-faire and bold innovation to this extraordinary celebration."

American

Fashion

Excellence

RALPH LAUREN CONTINUES  
ITS OLYMPIC AND PARALYMPIC  
PARTNERSHIP WITH TEAM U.S.A.

Ralph Lauren, one of the United States' most iconic brands through its representation of Americana and the American dream, began its Olympic partnership with Team U.S.A. during the Calgary Winter Olympics in 1992, dressing them for the opening and closing ceremonies. Blue jeans, denim jackets, and T-shirts featuring the American flag and Olympic rings were so successful that the brand formalized its partnership with the U.S. Olympic and Paralympic teams in 2008 as the official outfitter. The brand will once again serve in an official capacity for Paris 2024, also providing a customizable Team U.S.A. capsule collection available online.

It all builds with an eye toward the momentous 2028 Los Angeles Olympics, the first time the games will be in the United States since 2002. In collaboration with LA28, the brand released an official custom emblem inspired by an iconic 1990s Ralph Lauren P-Wing. The custom design, available for purchase now on a men's and women's denim jacket, is only the second time in Olympic and Paralympic history that a brand has customized an Olympic emblem.



POLO RALPH LAUREN  
LA28 OLYMPIC DENIM  
JACKET

PHOTO COURTESY  
OF RALPH LAUREN



MODEL GAIL  
ELLIOTT WEARING  
MARC JACOBS'  
GRUNGE-INSPIRED  
COLLECTION, ONE  
OF HIS LAST FOR THE  
PERRY ELLIS LABEL

PHOTO BY THOMAS  
IANNACONE/GEORGE  
CHINSEE/ROBERT  
MITRA/WWD/PENSKE  
MEDIA VIA GETTY  
IMAGES



FROM LEFT:  
MARC JACOBS FALL/WINTER  
2023 LOOK 21, 22, 23

PHOTOS COURTESY OF MARC JACOBS

## Y2K All Day

The groundbreaking work of '90s fashion brands influences today's fashion.

BY LAUREN FINNEY HARDEN

You're not imagining it: the baggy jeans, bucket hats, slip dresses, logo mania, and fanny packs of the 1990s are back. Iconic brands like Marc Jacobs, Prada, Tommy Hilfiger, and Versace took fashion by storm during that decade with their innovative and often subversive styles and strategies, going against previous decades of industry norms. The groundbreaking work these brands did 30 years ago to shift the thinking around fashion is still alive today.

The fashion of the '90s resonated because it was a departure from the structured, excessive style of the '80s and the way the industry dictated trends. "Grunge was huge—flannel shirts, ripped jeans, a disassembled aesthetic. It took off with a lot of kids, including myself," says Brendan Cannon, fashion stylist at The Cannon Media Group.

The grunge aesthetic was such a controversial concept that Marc Jacobs, who was then designing under the Perry Ellis label, was ultimately fired after his spring 1993 grunge-inspired collection launched and was lambasted by critics. Extreme minimalism, as seen at Calvin Klein, and Miuccia Prada's "ugly-chic" aesthetic became de rigueur. The decade's

individualism, experimentation, and casualness appealed to many, as did the celebrity-driven glamour of brands like Versace (on and off the runway) and the experimentation of street style, born from hip-hop. Fashion was suddenly more robust, experimental, and inclusive of many styles and inspirations.

These qualities resonate with shoppers today, whether it's Gen Z discovering models and trends for the first time or those whose daily aesthetic relies on t-shirts, jeans, and sneakers, which became a style statement during the '90s. Technology now helps move these ideas along at lightning speed and puts the power in the palm of the consumers' hands. "Social media, influencers, celebrities...they all fuel fashion

now and make things go viral immediately," explains Cannon. "Everyone has a point of view and wants to share it, very much in the spirit of the '90s."

The current need for content has changed how information is shared and how brands make business decisions. "Sometimes designers will have things available immediately for purchase after a runway for some instant gratification," states Cannon. "Before, you'd have to wait months to order an item, and not everything was manufactured." The downside is that attention spans have diminished, but the upside is that brands receive feedback in real time and can capitalize on momentum quickly.

It's easy to take the longevity of iconic '90s brands for granted now, but back then, they were doing revolutionary fashion work. As the trends cycle back, these brands that stayed true to themselves are reaching newer, larger, more global audiences and putting that '90s flavor back in favor organically.



MARC JACOBS  
FALL/WINTER  
2023 LOOK 20

PHOTO COURTESY  
OF MARC JACOBS



**CINDY CRAWFORD**  
CRAWFORD STILL APPEARS ON MAGAZINE COVERS AND WALKS IN SHOWS, INCLUDING THE COVER OF VANITY FAIR AND VOGUE AND OFF-WHITE'S FALL/WINTER 2022 SHOW, WHERE SHE APPEARED ALONGSIDE HER DAUGHTER, MODEL KAIA GERBER. SHE ALSO HAS SEVERAL HOME DESIGN COLLECTIONS.

PHOTO BY PETER WHITE/  
GETTY IMAGES

**CLAUDIA SCHIFFER**

THE GERMAN MODEL RETURNED TO THE RUNWAY FOR THE FIRST TIME SINCE 2018 TO CLOSE THE SPRING 2024 VERSACE SHOW IN MILAN. SCHIFFER IS ALSO AN EXECUTIVE PRODUCER, AND HER FILM CREDITS INCLUDE "ARGYLLE," "TETRIS," AND "ROCKETMAN."

PHOTO BY DANIELE VENTURELLI/  
WIREIMAGE



**EVA HERZIGOVA**

IN ADDITION TO SERVING AS AN EDITOR-AT-LARGE FOR VOGUE CZECHOSLOVAKIA, SHE RECENTLY FRONTED BALENCIAGA'S SPRING/SUMMER 2024 PRINT CAMPAIGN.

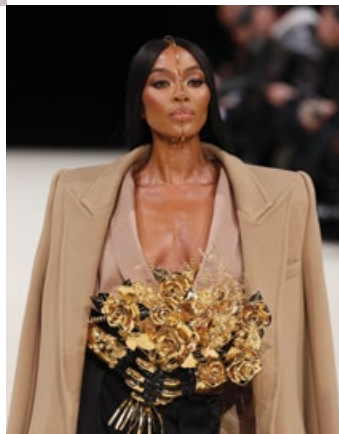
PHOTO BY VICTOR VIRGILE/  
GAMMA-RAPHO VIA GETTY IMAGES



**NAOMI CAMPBELL**

THE BRITISH POWERHOUSE HAS CONTINUED TO MAKE RUNWAY APPEARANCES IN SHOWS LIKE VERSACE, ALEXANDER MCQUEEN, AND DOLCE&GABBANA. SHE POSED IN PRINT CAMPAIGNS FOR ALEXANDER WANG AND COLLABORATED ON A LINGERIE COLLECTION WITH PRETTYLITTLETHING.

PHOTO BY ALAIN JOCARD/  
AFP VIA GETTY IMAGES



**CHRISTY TURLINGTON**

TURLINGTON CURRENTLY IS THE FACE OF CH CAROLINA HERRERA BAGS AND WAS THE CLOSER AT RALPH LAUREN'S SPRING/SUMMER 2024 RUNWAY SHOW. SHE IS A GLOBAL HUMANITARIAN AND ADVOCATE FOR MATERNAL HEALTH.

PHOTO BY ANGELA WEISS/  
AFP VIA GETTY IMAGES



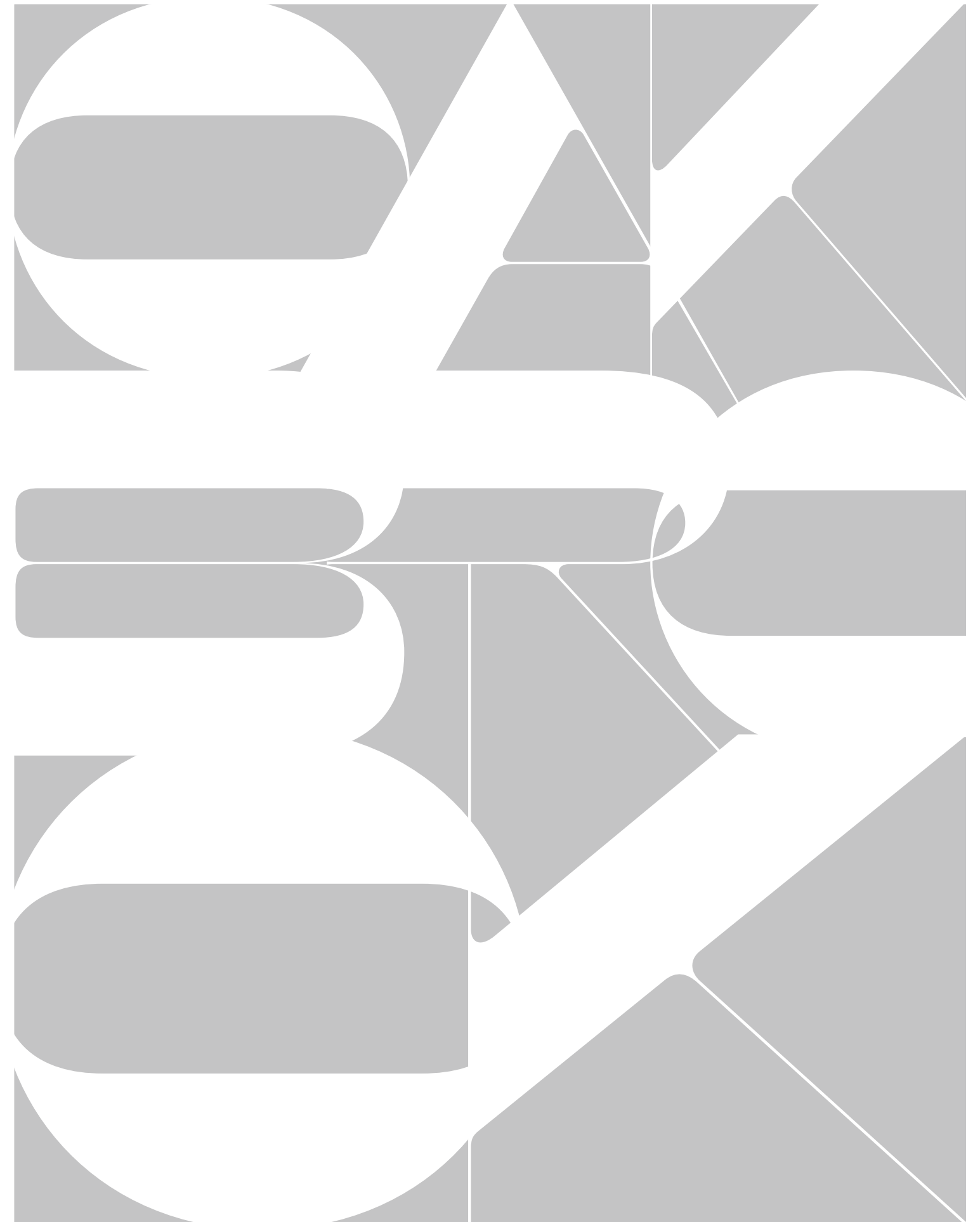
**They've Always Had It**

THE '90S BIRTHED THE SUPERMODEL—AND THESE ICONS ARE STILL WORKING IT WHILE THEY BUILD EMPIRES.



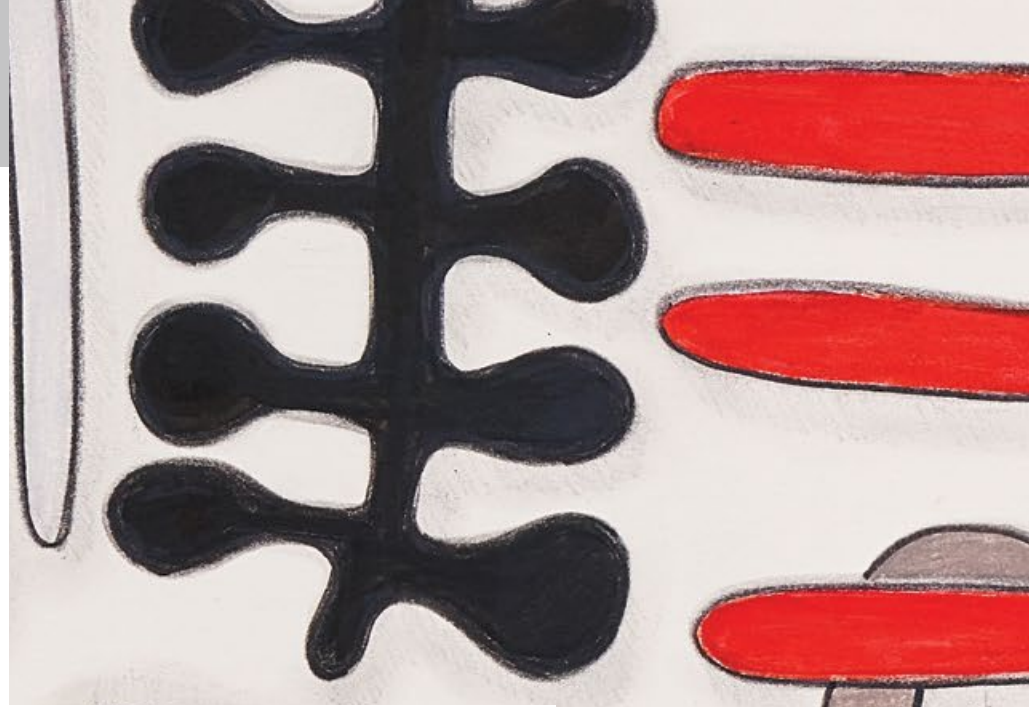
**SUPERMODEL**  
NAOMI CAMPBELL  
WEARING MARC JACOBS'  
GRUNGE-INSPIRED  
COLLECTION FOR THE  
PERRY ELLIS SPRING  
1993 RUNWAY SHOW

PHOTO BY THOMAS  
IANNAZIONALE/GEORGE  
CHINSEE/ROBERT MITRA/  
WWD/PENSKO MEDIA VIA  
GETTY IMAGES



Oakbrook Center Property Spotlight

Artist Spotlight:  
PAUL ANTONIO SZABO  
"UNDERWATER  
GARDEN 2" (DETAIL)



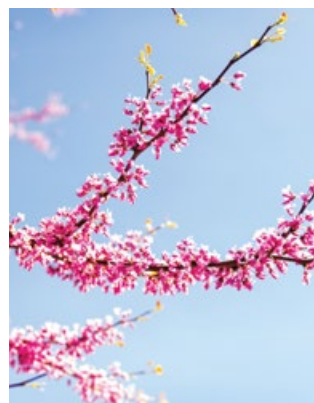
## A preeminent shopping and entertainment destination



Oakbrook Center has built a reputation as a rarefied retail destination, setting the standard for how malls can reflect, enhance, and serve their surrounding communities. By curating a collection of high-profile retailers, culinary destinations, entertainment options, and wellness brands—as well as emerging and direct-to-consumer brands—this property stands on its own. With its diverse and innovative mix of classic and luxury offerings, Oakbrook Center is one of the most visited retail venues among residents of the Chicagoland area.

Oakbrook Center further sets itself apart through its placemaking environment. Thanks to its open-air design, plentiful green spaces, and fountains, and through hosting a variety of unique and immersive cultural experiences, Oakbrook Center has become the centerpiece of the community—a hub for the wealthy western Chicago suburban communities and beyond.

Brands:  
AËSOP, BOSS, BURBERRY, CD PEACOCK, CHANEL FRAGRANCE & BEAUTY BOUTIQUE, DAVID YURMAN, GOLDEN GOOSE, GUCCI, LOUIS VUITTON, LUCID MOTORS, MARC JACOBS, NEIMAN MARCUS, NORDSTROM, OMEGA, RALPH LAUREN, RH, SAINT LAURENT, SWAROVSKI, TIFFANY & CO., TORY BURCH



ALL PHOTO BY NICK FOCHTMAN



OAKBROOK  
CENTER



BURBERRY

CHANEL

DAVID YURMAN

GOLDEN GOOSE / ★

GUCCI

LOUIS VUITTON

LUCID

MARC JACOBS

*Neiman Marcus*

RH  
RESTORATION HARDWARE

SWAROVSKI

TIFFANY & Co.



TORY BURCH

TUMI

Setting the standard for how  
malls can reflect, enhance,  
and serve their surrounding  
communities



Ala Moana Center Property Spotlight

Artist Spotlight:  
BLANDINE BARDEAU  
"THROUGH THE FOREST AND  
INTO THE SEA" (DETAIL)



## The epitome of island opulence

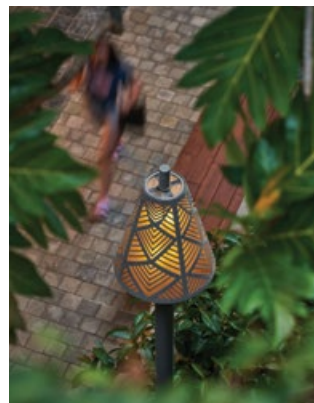


Located steps away from the iconic Waikiki Beach, Ala Moana Center is the world's largest open-air shopping destination. More than just a mall, Ala Moana Center is also Honolulu's pride—a first-class and sustainable multimillion-dollar retail, dining, residential, and office property that serves as an anchor for activity and commerce in the community.

Ala Moana Center redefines the shopping experience by offering visitors from around the globe a blend of luxury boutiques, modern dining, cultural events, and unparalleled services and amenities—all enhanced by ocean breezes, lush tropical gardens, and koi ponds. Hawaiian culture is also embedded throughout Ala Moana Center, most notably as part of the property's exclusive art collection, which reflects the immense beauty and cultural diversity of Hawaii, and consists of pieces from renowned artists Yayoi Kusama, George Tsutakawa, and Stephen Freedman.

Consistently ranked among the most valuable shopping centers in the country, Ala Moana Center is at the heart of the Pacific, radiating an energy that underscores its status as both a must-visit for travelers and a point of pride for the local community.

Brands:  
ALEXANDER MCQUEEN, BALenciAGA, BOTTEGA VENETA, BURBERRY, CARTIER, CELINE, CHANEL, DIOR, GUCCI, HARRY WINSTON, HERMÈS, LOUIS VUITTON, MIU MIU, PRADA, RIMOWA, SAINT LAURENT, SWAROVSKI, TESLA, TIFFANY & CO.



Ocean breezes, lush tropical gardens, and koi ponds

ALL PHOTOS BY NICK FOCHTMAN

ALL PHOTOS BY NICK FOCHTMAN





World's largest open-air shopping destination



ALA MOANA CENTER



ALEXANDER MQUEEN

BALENCIAGA

Cartier

CELINE

CHANEL

DIOR

GUCCI

HARRY WINSTON



LOUIS VUITTON

MU MU



OMEGA

PRADA

SAINT LAURENT

TIFFANY & Co.

VALENTINO

ALL PHOTOS BY NICK FOCHTMAN



# SARTORIAL SHIFT

Elegant ease takes hold as casualization evolves the modern luxury wardrobe.

ADIDAS X GUCCI (SHOES, ACCESSORIES, AND READY-TO-WEAR)

PHOTO BY CARLIJN JACOBS / COURTESY OF BRANDS

## Sartorial Shift

Elegant ease takes hold as casualization evolves the modern luxury wardrobe.

BY SAHAR KHAN



MIU MIU X NEW BALANCE SNEAKERS  
PHOTO COURTESY OF BRANDS

A new definition of glamour comes with a high degree of comfort. The casualization of how we dress has made its way into nearly everyone's wardrobes. And luxury brands are now at the forefront of this trend.

Casualization started long before the pandemic, but the trend was exacerbated by it—months of dressing in loungewear and athleisure increased our craving for comfort. Then came the hybridization of working from home and the office, and dressing down didn't seem as inappropriate.

For luxury brands, the demand for elevated casual looks was a signal to loosen the tailoring and embrace the informal, which they did wholeheartedly. For couture 2023, Valentino reimagined everyday glamour with gold lamé-embroidered denim. In an extreme version of casualization, Balenciaga's Destroyed collection for spring 2022 featured tattered, dirtied, and distressed sneakers, sweaters, and jeans.

One of the easiest and most popular ways heritage brands capitalize on the trend is through collaborations with streetwear and athleisure

The fashion industry's growing emphasis on sports culture has also led to a proliferation of performance textiles in everyday wear.



ADIDAS X GUCCI (SHOES, ACCESSORIES, AND READY-TO-WEAR)  
PHOTOS BY CARLIJN JACOBS/  
COURTESY OF BRANDS





a way to capture the brand's signature romantic whimsy in a practical outfit for the slopes.

Another prolific collaborator is RIMOWA, whose high-end luggage doubles as a calling card for a frequent flier lifestyle that demands a more comfort-based and casual approach. Over the last few years, it has collaborated with Supreme, Off-White, and Anti Social Social Club. Its latest partnership with Palace Skateboards features the Original Cabin suitcase with airbrushed graphics of desert landscapes. The more democratized travel becomes, the more different types of travelers will want to express their personality through a more individualized approach to luggage.

"It's critically important to consider that this fashion zeitgeist is not just the collective sinking into what is easy or lazy," Richards says. Collaborations between luxury houses and high street brands create an elevated casual dressing middle ground "that feels wearable yet refined, and offers a more appropriate aesthetic that can live across lifestyles without disparaging formal environments nor feeling overdone in casual ones."

In other words, casualization means that luxury, comfort, and style can go hand in hand.

**FROM TOP:**  
BOGNER X LOVESHACKFANCY  
NAIMA PUFFER VEST

BOGNER X LOVESHACKFANCY  
FARINA SKI JACKET

BOGNER X LOVESHACKFANCY  
SAELLY THERMAL PUFFER JACKET

PHOTOS COURTESY OF BRANDS

Barbie-pink ski jackets and floral motifs on tights and mittens from BOGNER's collaboration with LoveShackFancy is a way to capture the brand's signature romantic whimsy in a practical outfit for the slopes.



The more democratized travel becomes, the more different types of travelers will want to express their personality through a more individualized approach to luggage.

**CLOCKWISE FROM TOP LEFT:**  
RIMOWA X ADIDAS BACKPACK

RIMOWA X PALACE ORIGINAL CABIN LUGGAGE

RIMOWA X TIFFANY & CO. CASE

PHOTOS COURTESY OF BRANDS



GUCCI DIGITAL ART:  
ALEXIS CHRISTODOULOU,  
"THE MYSTERIES OF  
NATURE AND ART"

PHOTO COURTESY OF GUCCI



GUCCI DIGITAL ART: HARVEY  
RAYNER, "EDEN FRESCO"

PHOTO COURTESY OF GUCCI



# DIGITAL BRUSHSTROKES

Artistic collaborations take fashion straight into the Age of Technology.

BY RIKI ALTMAN-YEE

While artists have collaborated with fashion designers for at least a century, the multifaceted work digital artists recently created with luxury brands has stepped up the intrigue. While some of us were focused elsewhere, the first entirely digital outfit was "custom-fitted" on a blockchain bidder, luxury fashion brands started selling virtual sneakers, CGI influencers came into existence, and Gucci became the first major luxury brand to sell a non-fungible token (NFT). Balmain, Salvatore Ferragamo, Givenchy, Jimmy Choo, MCM, Fendi, CHANEL, and Marc Jacobs, among others, eventually had NFTs of their own. Burberry even designed an exclusive accessories line for a play-to-earn video game. Fashion shows were being watched in augmented reality (AR), and brands like Burberry and Prada experimented with AR to allow customers to "try on" virtual clothes. Throngs of us even spent hundreds of thousands of dollars on high-end merchandise to wear in the metaverse, though these items are never to be touched in the physical world.



GUCCI DIGITAL ART: JACQUI KENNY, "ARGLETON LANE - INFINITY"

PHOTO COURTESY OF GUCCI



GUCCI DIGITAL ART AUCTION COVER FOR PARALLEL UNIVERSES: FROM FUTURE FREQUENCIES TO GUCCI COSMOS

PHOTO COURTESY OF GUCCI

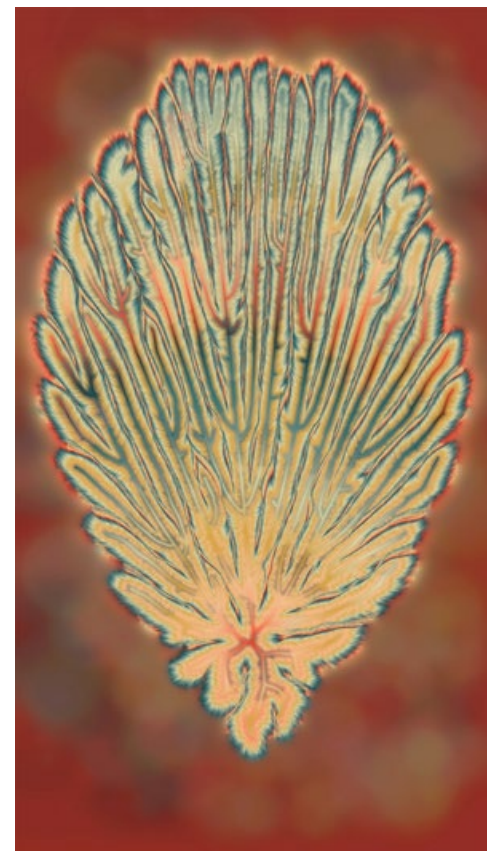
GUCCI DIGITAL ART: ALEXIS ANDRÉ, "BIRTH"

PHOTO COURTESY OF GUCCI

Gucci took the shift as a harbinger, launching Gucci Vault Art Space with NFT art marketplace SuperRare in 2022 and describing it as "a free-dimensional space empowering contemporary artists to explore radical new ideas at the intersection between fashion, art, and technology." Twenty-nine artists participated, and the event received worldwide attention. Now renamed Gucci Art Space, the project more recently paired with legendary auction house Christie's for two auctions, where artists were directed to take the brand's archival themes (the horsebit, GG logo, and bamboo handle, for example) into the future.

Artists including Claire Silver, Emily Xie, William Mapan, Zach Lieberman, Botto, Helena Sarin, DRAUP, Alexis André, Alexis Christodoulou, Amy Goodchild, Harvey Rayner, Jacqui Kenny, Sasha Stiles, and Thomas Lin Pedersen yielded some wildly uncommon perspectives.

The world has always associated fashion with innovative thinking, but Gucci's aforementioned effort highlights the luxury titan's savviness for targeting the right audience. Other luxury brands, including Bulgari and Dior, utilize digital artist collaborations best enjoyed in the physical world. For that purpose, they call on new media artists like Los Angeles-based Refik Anadol who, in turn, establishes the DNA of his clients' wares, pulls images, processes the dataset through an image-recognition algorithm, and then uses computed features to qualitatively filter the dataset. The result is a moving and opulent anomaly.



GUCCI DIGITAL ART: JOANN, "ANCORA BUS"

PHOTO COURTESY OF GUCCI



BULGARI METAMORPHOSIS  
INSTALLATION: REFIK  
ANADOL, "SERPENTI  
METAMORPHOSIS"

PHOTO BY SIMONE FIORINI

In Milan last October, Anadol's work dazzled guests with a multisensory experience at Bulgari's launch for its emblematic Serpenti Collection. And, as an added surprise, the brand brought Anadol together with master perfumers to develop an AI-driven fragrance, Rainforest Serpenti, which permeated the installation. For a Dior J'adore exhibition last year at Paris Fashion Week, Anadol pulled over three million images of the flower species that make up the perfume's formula and had AI reconstruct the perfume molecularly using photos. "So what you see is not just random," he explains. "Scent holds memories. It holds emotions. But when it connects with something visual, I think it opens up a new world. There's some joy making the invisible visible." He also imagined what he called a gold "liquid box" and used AI to make accompanying sound for the three-dimensional visceral experience: "So you're hearing nature data sonification AI. We are literally witnessing AI 'dreaming' the formula for sound."

Lest we get too concerned that computers might take over our favorite fashion houses altogether, Anadol says we should primarily perceive them as tools to help expand the merger of art, fashion, and technology. "AI has this potential to bring worlds that don't exist but may exist," he explains. "I think this is the future." Given how many luxury brands have embraced digital artist collaborations, they are more than ready for it.





LAUREN ROONEY, DSM-FIRMENICH VP OF FINE FRAGRANCE MARKETING  
LAUREN ROONEY

PHOTO COURTESY OF DSM-FIRMENICH

## The Scent of Innovation

In the fragrance industry, pushing the boundaries of what's possible is essential.

BY SARI ANNE TUSCHMAN

The world of fragrance has a long history of innovating its processes and ultimately changing how a consumer experiences a product. This dates back to the 1980s, when the industry was changed forever by the introduction of headspace technology. A nondestructive, cost-effective method of capturing an aroma without removing the olfactory sample from its natural environment, headspace technology takes the odor of the sample—often a flower, herb, or plant—and releases it by trapping it under a glass dome. This process allows the sample to release its scent element without being crushed or processed.

British brand Jo Malone London has been using the technology in its fragrances since the inception of the brand. "Headspace technology was developed to capture ingredients that were not available naturally," says Celine Roux, Jo Malone London's global head of fragrance. "At the beginning of perfumery, fragrances were made with ingredients that were extracted from nature. However, some plants and flowers cannot be extracted as essential oils or absolutes because they're too fragile. Others are endangered species, so they must be protected. Headspace technology allows the creation of new fragrances with different olfactives. Imagine that it is like taking a photograph of the scent."

For Jo Malone London, the process has allowed the brand to deepen the connection between its scents and its company origins. "As a British brand, many of our fragrances are inspired by the landscapes and traditions of the country," says Roux. "But, not a lot of the ingredients are native to Britain. To remain authentic to our roots, we use headspace technology to capture scents that are not in the perfumers'

palettes. Because we tailor-make ingredients that are exclusive to Jo Malone London, when you experience the fragrances, they have something that you cannot smell anywhere else."

Further expanding what's possible in the fragrance industry is DSM-Firmenich, the world's largest privately owned fragrance and taste company, started in 1895. The company recently launched Focus, powered by EmotiCODE™, the first patent-pending, AI-generated fragrance that they say could help consumers improve focus. "Basically, we cracked the 'code' to develop fragrances that elicit a certain emotion or benefit," says Lauren Rooney, DSM-Firmenich's VP of fine fragrance marketing. "We identified the olfactives that were highly disrupting or enabling for focus. Based on the olfactives and ingredients, we created a sort of recipe to develop the fragrances. The first code we went after was 'focus' but expect to continue with 'happiness' and so forth."

This technology brings the fragrance industry into new realms, literally enabling consumers to achieve heightened states of emotion via scent. "Through our extensive consumer research, we know that for consumers today, mental well-being is a key priority," states Rooney. "They tell us that they suffer from anxiety and stress from lack of focus. In our global Scent Move Study, 85% of consumers said they believe fragrances can help them be more focused or concentrated. With EmotiCODE™ Focus, we can develop fragrances that deliver on this expectation."

With the continued research and boundary-pushing happening in the fragrance industry, the sky is truly the limit when it comes to what's next in scents.



JO MALONE LONDON GLOBAL HEAD OF FRAGRANCE  
CELINE ROUX

PHOTO BY ARCHIE BROOKSBANK

BACKGROUND PHOTO:  
CAPTURING HONEYSUCKLE &  
DAVANA COLOGNE

PHOTO BY ARCHIE BROOKSBANK



JO MALONE LONDON  
HONEYSUCKLE & DAVANA  
COLOGNE

PHOTO BY ARCHIE BROOKSBANK





## Intelligence That Makes Scents

Google ventures into smell digitization.

LAUREN FINNEY HARDEN

The introduction of artificial intelligence (AI) into our daily lives has been swift—from self-driving cars to personalized shopping recommendations, we now rely on AI to make us more efficient. Google, a pioneer with its Gemini (formerly Bard) conversational AI model, transcription services, and personalized recommendations on YouTube, has now ventured into a new frontier: digitizing smell.

Sound and vision can be digitized, and now Google aims to tackle a third sense through Osmo, its olfactory startup. Launched with \$60 million Series A funding in January 2023 largely from Lux Capital and Google Ventures, Osmo brings together data science, machine learning, olfactory neuroscience, chemistry, and more disciplines to digitize scent. Once unthinkable, Google is now working on cataloging trillions of odor molecules, only 100 million of which are known entities.

"Our work represents the very first step to quantifying our sense of smell," said Alex Wiltschko, Osmo's CEO. "Computers have been able to digitize vision and hearing, but not smell—our deepest and oldest sense. The fundamental nature of smell is that it serves as the basis of human survival and plays a formative role in our emotions and memories. Yet, we haven't been able to develop systematic methods to quantify this important sense. Now that we can control and engineer scents, we will finally be able to take the next step of innovating olfaction to benefit human health and well-being."

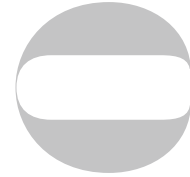
The complex technology developed by Osmo transforms odor molecules into digital ones using sensors and artificial intelligence algorithms. The scent's chemical makeup is analyzed and then digitized. Smell can be more subjective than other senses, so the challenge lies in collecting the perception of scent and predicting the smell. If a collective, neuroscience-backed understanding of a scent can be

determined through scent data, then a scent can be mass-produced to success. In practical applications, that looks like "printing" smells to incorporate into multidimensional, real-world experiences.

By digitizing, reproducing, and manipulating scent, Osmo provides an enhanced, all-encompassing experience that hits on emotions, memories, and social interactions. In the future, the hope is that Osmo can also work in public health and agriculture by detecting disease, aiding food production, and more. Applications abound, such as enhancing a virtual reality experience with scent or customizing personal scents that adapt to a wearer's mood. Nostalgia could be brought into surround-scent via smell-based memories. Or smelling the aroma of rare wines only found in Italy—without setting foot in Italy—could deepen an experience. Retail stores could become more multisensory by introducing immersive experiences that speak to a season's floral-inspired collection, or airlines could pinpoint and deliver on the specific smells of destinations they travel to, such as the Cherry Blossom Festival in Japan.

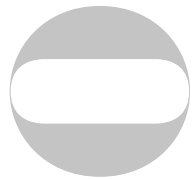
Additionally, in 2023, The Bill & Melinda Gates Foundation gave a \$3.5 million grant to help Osmo gain momentum in the health sector. The money is devoted to looking for and/or producing compounds that repel, attract, or destroy disease-carrying insects, which can, in turn, be applied to human and animal health. It comes on the heels of a preliminary \$5 million equity investment made by the foundation when Osmo launched in January 2023.

So far, the innovative information and data powerhouse that is Google has used Osmo to create the world's first map of odor and developed an Osmograph—or an end-to-end reproduction of a captured scent—to replay specific scents. In this new era of digitizing smell, Osmo's long-term and admirable goal is to give everyone a chance at a better life.



Our Iconic Collection properties exemplify the cutting-edge approach we're taking to reimagine the shopper experience through innovation, strategic thinking, community partnerships, advanced sustainability initiatives, and unparalleled activations. These destinations are alive with an energy that engages our guests and creates truly unique experiences.

We have transformed our centers into destinations for the next generation of consumers. Our gathering places are paradigms of modern luxury and accessibility—providing visitors with high-profile retailers and eclectic culinary and cultural concepts in inspiring settings.



ALA MOANA CENTER



GRAND CANAL SHOPPES



TYSONS GALLERIA



MIAMI DESIGN DISTRICT



THE SHOPS AT THE BRAVERN



OAKBROOK CENTER



THE SHOPS AT LA CANTERA



PIONEER PLACE



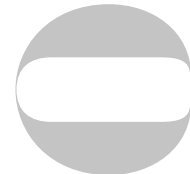
SHOPS AT MERRICK PARK



BROOKFIELD PLACE NY



CROWN BUILDING



# ICONIC *collection*

ALA MOANA CENTER

BROOKFIELD PLACE NY

GRAND CANAL SHOPPES

MIAMI DESIGN DISTRICT

OAKBROOK CENTER

PIONEER PLACE

SHOPS AT MERRICK PARK

CROWN BUILDING

THE SHOPS AT LA CANTERA

THE SHOPS AT THE BRAVERN

TYSONS GALLERIA

**Brookfield**  
Properties