

## A CELEBRATION OF THE TAJ MAHAL



The new Montblanc High Artistry, A Celebration of the Taj Mahal edition celebrates the rich artistic traditions of the Mughal dynasty in India and the influence of one of its most enlightened rulers, Shah Jahan.

The Taj Mahal collection made up of three different precious writing instruments, each limited to just one piece worldwide, making it one-of-a-kind. Many techniques have used to bring to life the fascinating world of the Mughal from stone cutting and setting to hand engraving, enamelling and elaborate gold work.

While materials and gemstones may be different from one edition to the next, each one features a slightly curved

shape inspired by a traditional Mughal dagger, an insignia of power. The cap top is reminiscent of the dome of the Taj Mahal, built during the Golden Age of the Mughals. The forepart of the pen features an intricate display of traditional Mughal decorations – India's famous landmark.

While the edition does not feature a clip, a peacock feather adorns the front of the writing instrument. It's a reference to the peacock throne made for Shah Jahan in the early 17th century featuring two open gilded peacock's tails set with diamonds, rubies and other precious gemstones. And it regarded as one of the most magnificent thrones ever made.

## SHINE BRIGHT LIKE A DIAMOND



Zcova is the only online jeweller and diamond provider in Malaysia and Singapore that offer diamonds with the dual certification – the Gemological Institute of America (GIA) and GemEx dual certification. Combined with the quality, Zcova is really worth visiting for diamond lovers.

"When it comes to selecting a diamond, we have met with customers who did not know the basic concept of how to select a diamond or the importance of cut grade. As important as the cut is to the diamond, there are other factors that come into play, and this inspired us to introduce LUMOS by ZCOVA, a range of guaranteed brilliant diamonds that our customers can confidently be assured of in terms of quality, grade and better value," said the

Founder and Managing Director of ZCOVA, Low Ziwei.

The diamonds are personally handpicked by their in-house GIA graduate gemologist to guarantee a distinct combination of exceptional quality and superior brilliance. Only diamonds graded with "Triple Excellent" cut by GIA will make it to the collection.

The diamond is then analysed for its brilliance, fire and sparkle by GemEx, the global leader in light measurement. Only diamonds with a light performance of "High" to "Very High" in each category will qualify for the collection.

Customers now can create the perfect ring anytime and anywhere at [www.zcova.com](http://www.zcova.com).



BY AQALILI AZIZAN

## NAELOFAR GO FAR

Leading hijab brand, Naelofar is taking 2020 by storm with an exciting new brand identity.

Fresh, edgy and modern look – Neelofa introduced a new look and talk about the future of her hijab brand, Naelofar.

Since its first launch in 2014, Naelofar is taking this year by storm with an exciting new brand identity. The rebranding introduced a new logo with a new branding colour "Naelofar Orange" which reflects the strength and boldness of the brand.

The former MeleTop emcee revealed that the rebranding idea came from her involvement in the AirAsia Board of Directors and it took one year (since March last year) to make the plan into reality.

"Last year, I travelled back and forth to London because of this rebranding project. But, this year, I want to focus more on my entertainment career," explained the entrepreneur under 2017 Forbes 30 Under 30 Asia.

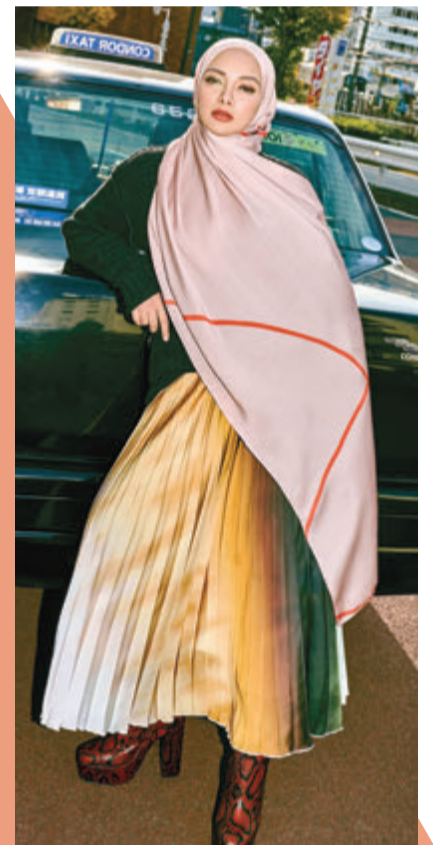
The Miss Teen Malaysia 2009/2010 also aimed to achieve RM100 million sales in the near future.

In conjunction with the brand's new direction, Naelofar is rolling out a new "The Go Far Collection". The collection featured clean graphics, stripping and shredding excessive, unnecessary decorative elements, keeping only the core functioning fundamental elements needed.

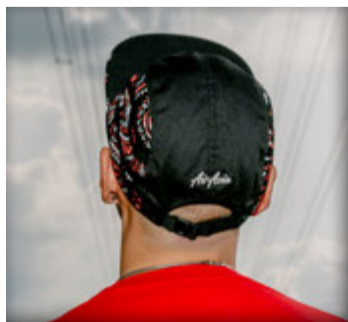
This collection is bold and reflects the new direction in the brand handwriting and DNA. With this collection, Naelofar will continue to inspire women through bold femininity and female empowerment.

Naelofar loyal customers can expect new and exciting collections in the coming months.

■ For more updates, visit [www.my.naelofar.com](http://www.my.naelofar.com).



## SPREADING THE SOUTHEAST ASIA POWER



AirAsia and Pestle & Mortar Clothing launch 'PMC x AirAsia: S.E.A. Pride' – an exclusive capsule collection with the theme of celebrating and championing Southeast Asia, its culture and its people.

The collections were designed by seven different Southeast Asian designers from Malaysia (Pestle & Mortar Clothing), Vietnam (Headless), Cambodia (Lisa Mam and Peap Tarr), Thailand (Mamablues), the Philippines (Don't Blame The Kids) and Singapore (Sam Lo).

With that, they aimed to spark conversations as the designers were given full creative freedom in expressing the essence of Southeast Asia through their eyes, ultimately showcasing to the world what the artists have to offer.

"We are pleased to join forces with another successful homegrown brand, Pestle & Mortar Clothing, to

elevate the presence of Southeast Asian brands in our lifestyle offerings. This partnership has opened up opportunities for regional artists and designers to collaborate and showcase their work on our extensive network as well as online, and we hope this will encourage more young designers in ASEAN to find new ways to express themselves and their rich heritage," said Head of Brand, AirAsia Group, Rudy Khaw.

The collection features seven clothing and accessory items such as three unisex t-shirts, a five-panel cap, a luggage tag, a bum bag and a set of three pins with the price range from RM60 to RM149.

PMC x Airasia: S.E.A Pride collection is available for purchase on selected AirAsia flights, Major Drop Sunway Pyramid, Major Drop Midvalley, [pestlemortarclothing.com](http://pestlemortarclothing.com) and [ourshop.com](http://ourshop.com).