

NUMEROUS

NMB

Explore. Dream. Discover.

№ 134 / SEPTEMBER 2025 / 13 ↗

A book is a mate
Mohammed Aziz

ISSN 2617-202X



9 772617 202009









G R A F F

Graff butiki - 28 May küç., 2B





L'HEURE DU DIAMANT

Chopard

CHOPARD BOUTIQUE BAKU
28 May Küç., 9, +994 (12) 493 03 08





MESSIKA

PARIS

Royal Collection

28 May küç., 4 | Niyazi küç., 5 | Əziz Əliyev küç., 3



Şəhər mərkəzindən 20 dəqiqə məsafədə, Mərdəkan bağlarında dənizə çıxışı olan 46 premium villa və məhdud sayda mənzillərlə qapalı şəhərcik.

MARDI



HÖYATIN ÖN CƏRGƏSİNDƏ

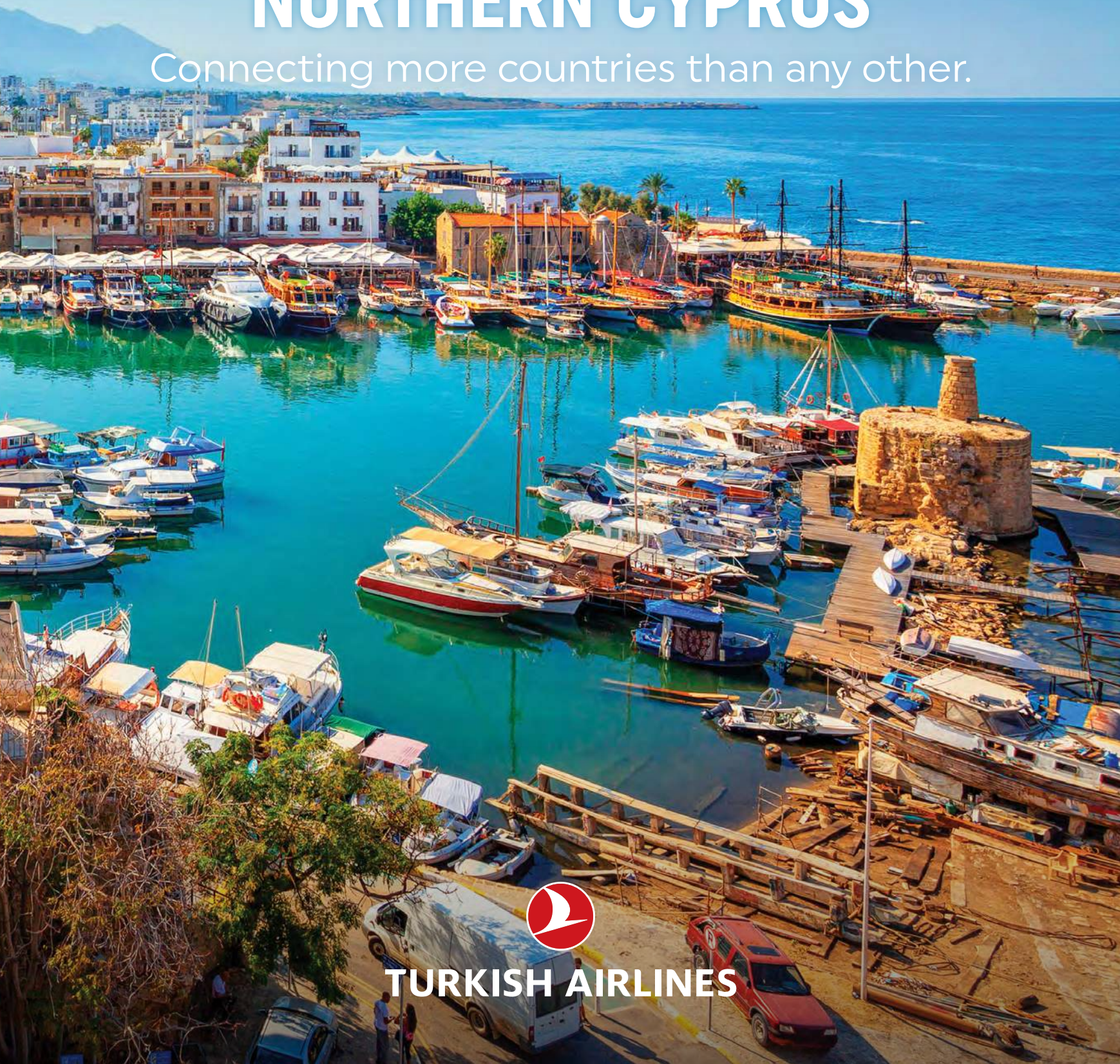
MEKAN

ESTATE



WE'RE ALL CONNECTED: TURKISH REPUBLIC OF NORTHERN CYPRUS

Connecting more countries than any other.



TURKISH AIRLINES





SPECTRE

BEYOND DESIRE



ROLLS-ROYCE

MOTOR CARS

BAKU

Азербайджан, Баку, ул. Абдулкарим Ализаде 5

Tel.: (+994 50) 268 33 14

www.rolls-roycemotorcars.com/baku



visionnaire



BOUTIQUE 19 HOTEL BAKU





BAKU IN FULL SPEED.

Opening this September,
Boutique 19 invites you
to wake up to the thrilling
roar of Formula 1.

Located in the heart of the city, every room
offers an unforgettable view of the race track,
placing you right at the center of the action.

Book now to experience the thrill live!



Boutique
HOTEL



BENTLEY



The new Bentayga.

The new Bentayga Speed is here, delivering pure V8 performance and a sound that's impossible to ignore. Discover our most powerful SUV ever.

Port Baku, 153, Neftchilar avenue. Tel: 012 404-82-82
Baku.Bentleymotors.com

The name 'Bentley' and the 'B' in wings device are registered trademarks. © 2025 Bentley Motors Limited. Models shown: Bentayga Speed.



BENTLEY BAKU



LONGHI



by **interiome**
GROUP
interiome.net

+994 50 203 25 22
www.casadearte.az
Ağ şəhər, Raffle Tower

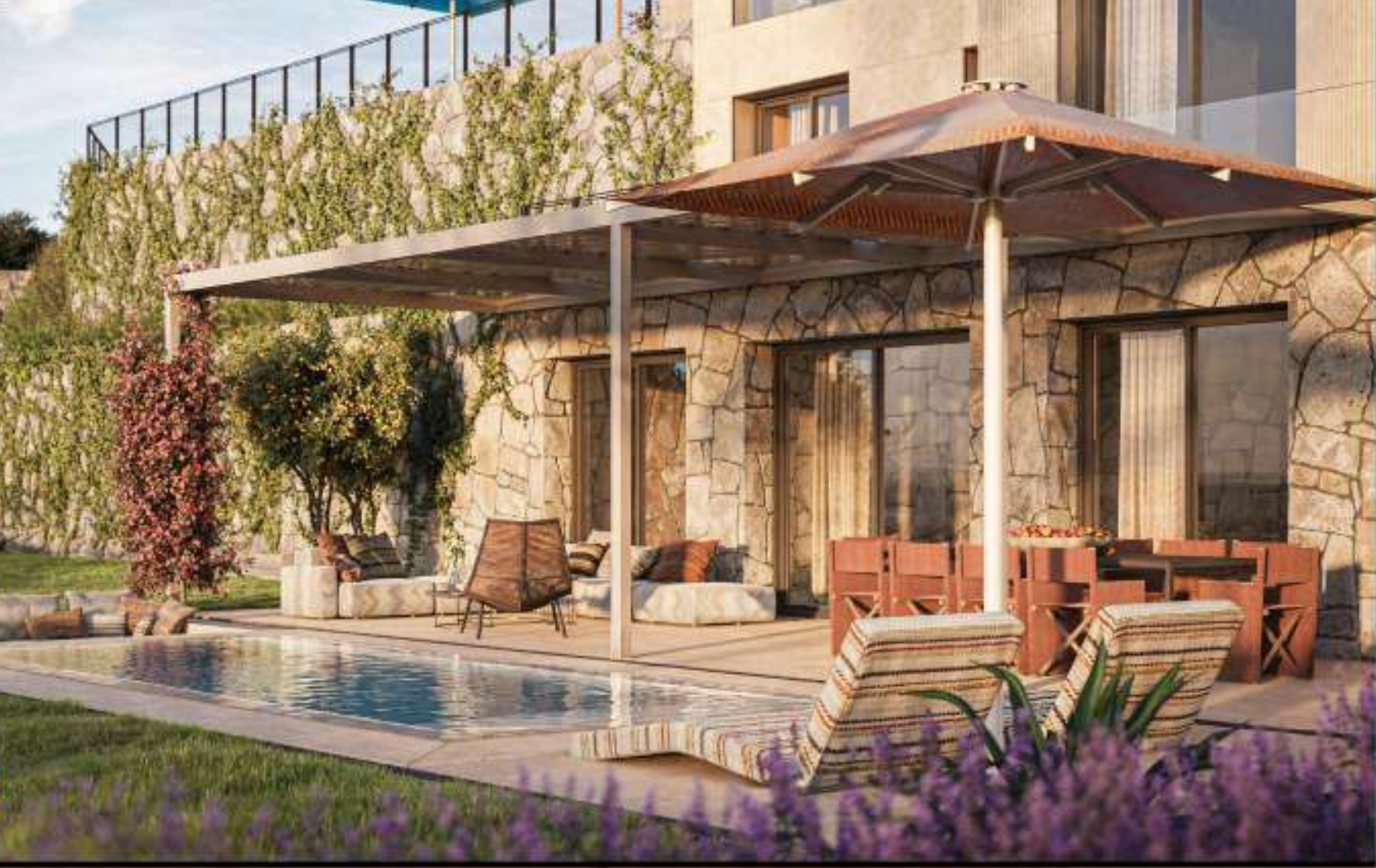
FIAM

porada



euroluce
- LIGHT OF ITALY -





montes by **MISSONI**

Live the Missoni Way in Bodrum

Experience life reimaged.



RMAHOLDING

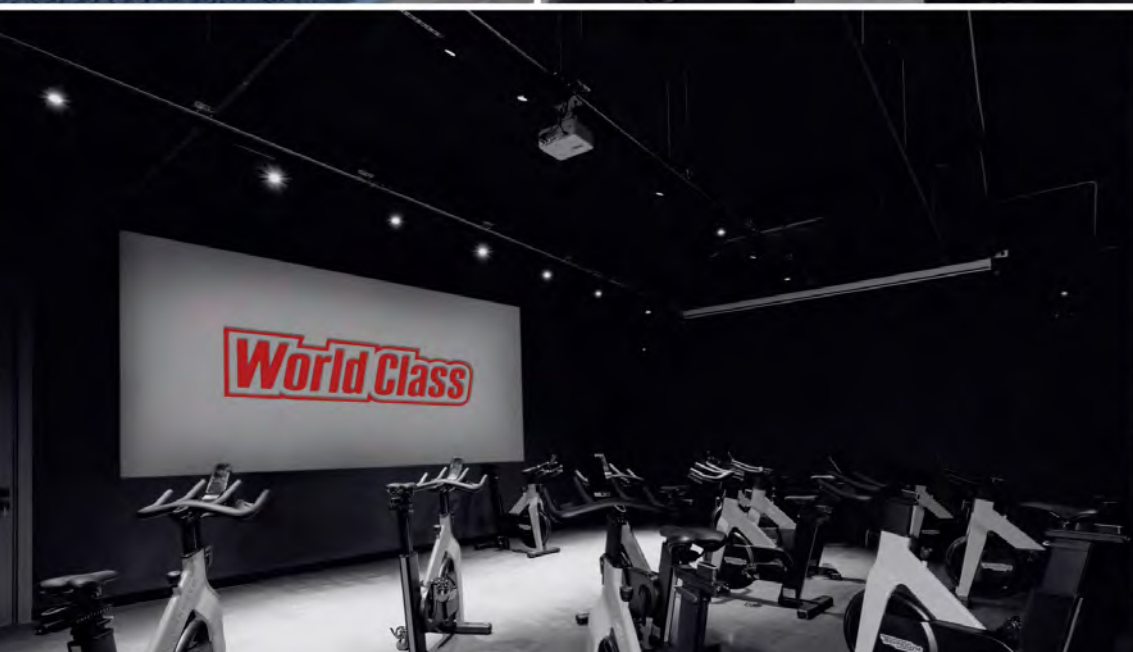
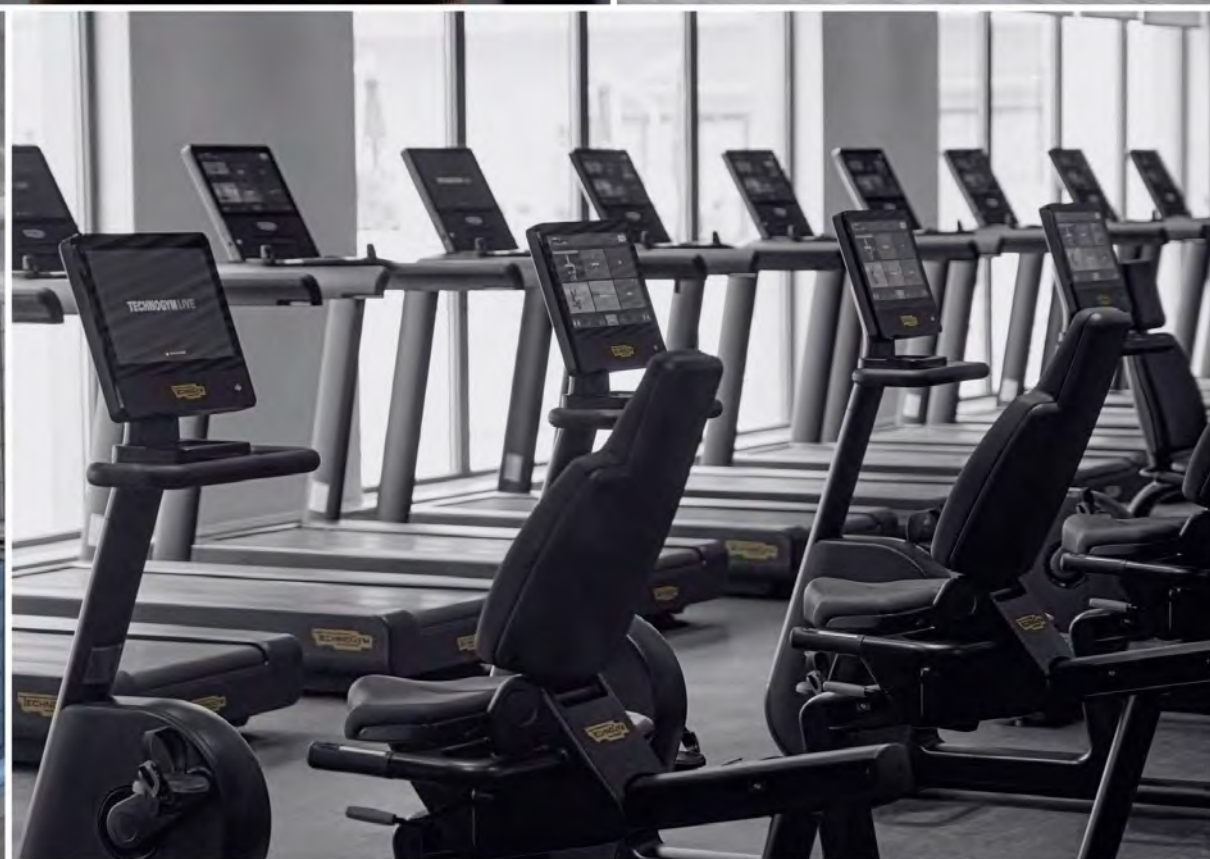
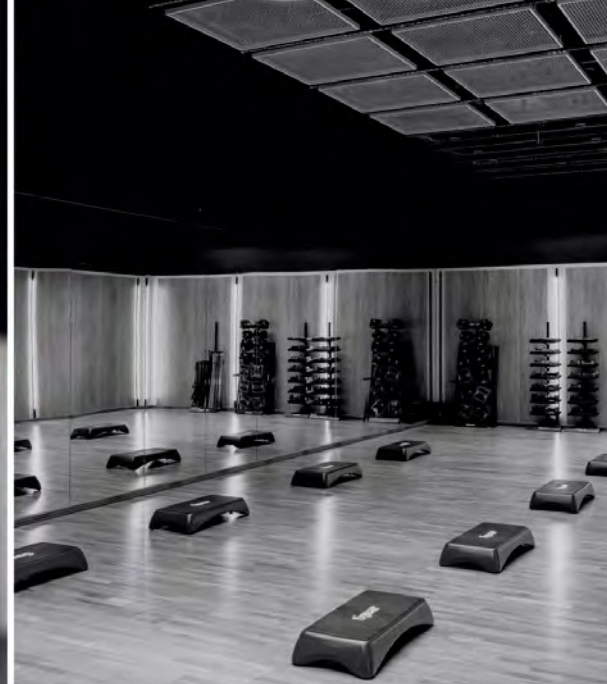
Discover Innovation.
Discover Baku!

#INMerge 2025
INNOVATION SUMMIT





Don't Miss Out!
Grab Your Ticket!



World Class

World Class is a leader in the segment of luxury and premium fitness clubs.

Being a World Class Baku member gets you an unlimited access to: a state-of-the-art gym, pools, spa, group exercise studios, access to World Class Training System programs, participation in social and sport events and many more.

2 Izmir Street
Baku, Azerbaijan
+994 12 490 77 11
www.worldclass.az

  @worldclassazerbaijan

ROOM OF AZERBAIJAN



AN AUTHENTIC HOME EXPERIENCE | collectible design, artistic objects,
porcelain, textiles and home fragrances

151 Üzeyir Hacıbəyov
Port Baku Mall, Baku

CHELEBI

+994 50 254 50 05
info@chelebi.az

ROOM OF AZERBAIJAN



AN AUTHENTIC HOME EXPERIENCE | collectible design, artisan objects,
porcelain, textiles and home fragrances

151 Üzeyir Hacıbəyov
Port Baku Mall, Baku

CHELEBI

+994 50 254 50 05
info@chelebi.az

THE CASE THAT

THE CONJURING

LAST RITES



IMAX® is a registered trademark of IMAX Corporation.



CINE



mastercard.

ENDED IT ALL

SCREENX

BASED ON A TRUE STORY



daniz
mall



Qanuni ödənişin tələbi - Nağdsız ödə!

Açıq məkanda reklam yerləşdirilməsinə icazə verilməsi üçün dövlət rüsumu və yayım haqqı nağdsız ödəniş üsulu ilə həyata keçirilməlidir.



Ödənilədi!

? Nağdsız ödəniş necə
həyata keçirilir:



Bank üzərindən ödəniş;



Mobil bankçılıq;



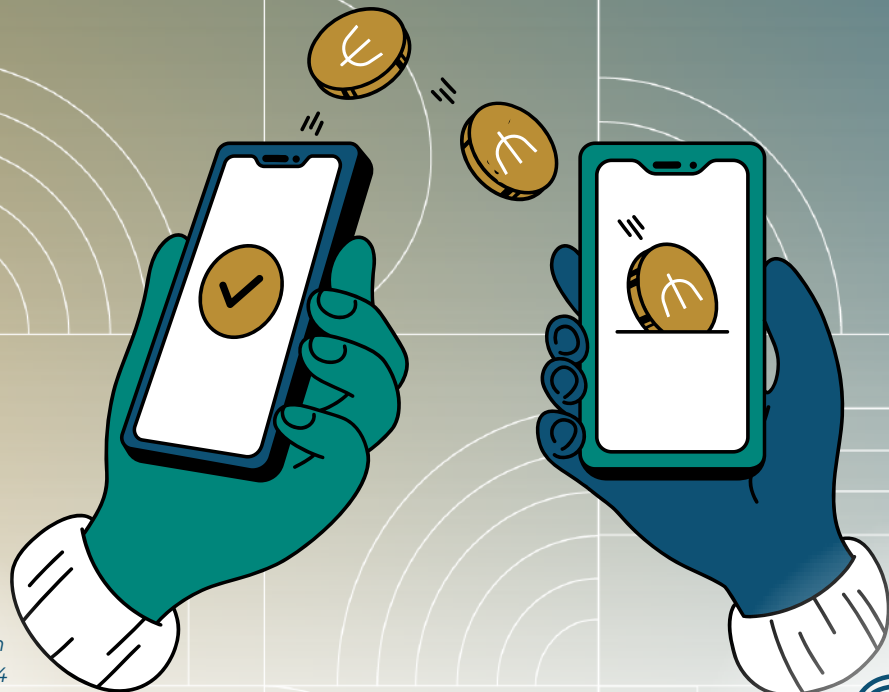
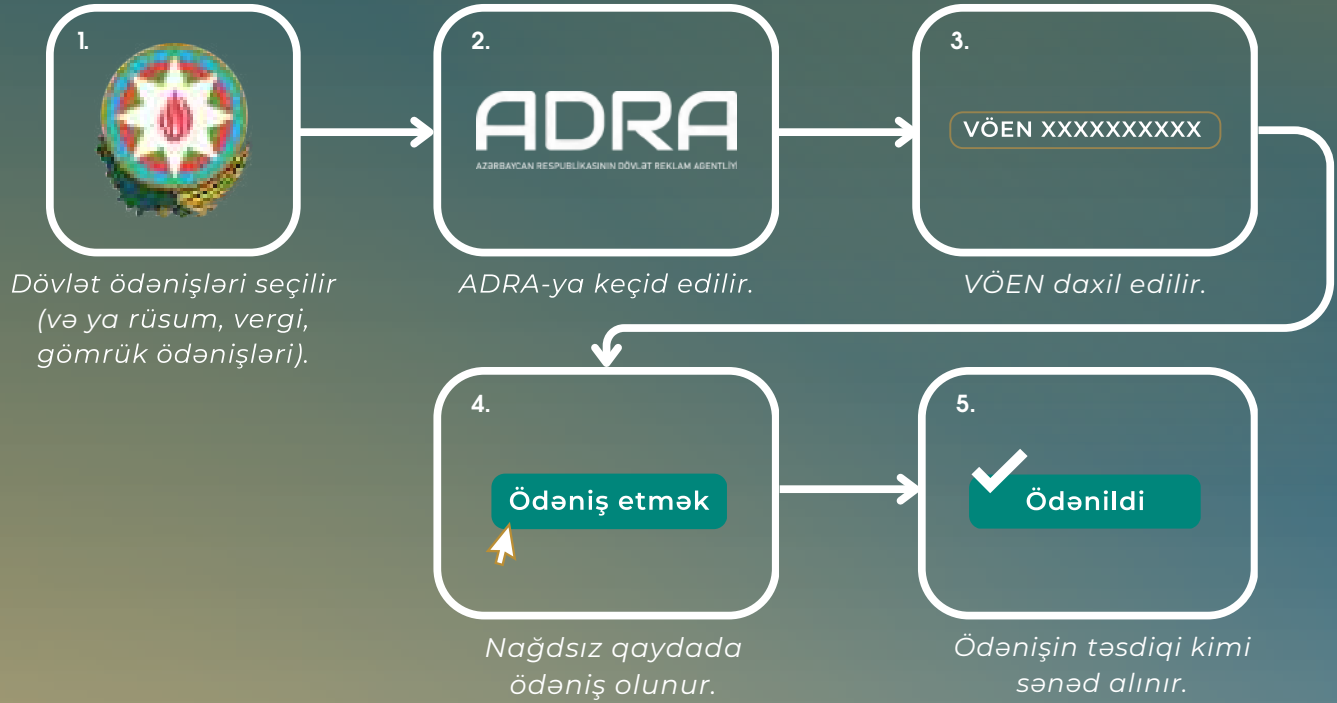
Ödəniş kartlarının onlayn
resurslar üzərindən istifadəsi
(hesab.az, million.az,
asanpay.az, e-pul.az və s.);



Ödəmə terminallarından istifadə
etməklə (milliÖN, eManat, easy pay və s.).



Nağdsız ödənişin onlayn resurslar və ödəmə terminalları vasitəsilə həyata keçirilmə qaydası:



AZ1000 Bakı, Azərbaycan
Dalğa Plaza, Neftçilər pr., 24
T: +994 12 504 44 00
☎ +994 77 677 14 12
E: info@adra.gov.az
www.adra.gov.az



Better food better mood

BAR&GRILL

150

5 Izmir Str., Baku
(012) 537 05 16
www.150.az

ELAZIZI
Mohamed

DABAT

Le 26.8.2025

Quand il aura de vie
il aura de l'espoir

Je



Marisa Abela - Danielle Marsh



SEAMASTER #AQUATERRA 30 MM
Co-Axial Master Chronometer

Mənim kiçik sirrim

Ω
OMEGA

Royal Collection
Əziz Əliyev küç. 3 • 28 May küç. 4 • Niyazi küç. 5B



78
FASHION AS ART
Bauhaus Pop

106
IN FOCUS
Tales of the Caspian Sea





FORMULA 1 • QATAR AIRWAYS

AZERBAIJAN GRAND PRIX

2025



EXPECT THE UNEXPECTED

19-21 SEPTEMBER

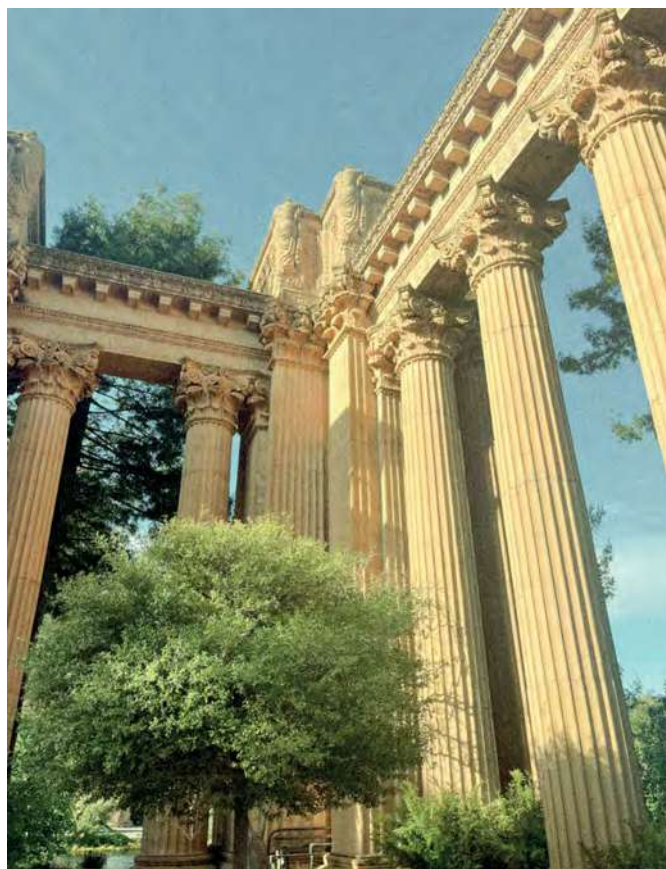


The F1 FORMULA 1 logo, F1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, AZERBAIJAN GRAND PRIX and related marks are trade marks of Formula One Licensing BV, a Formula 1 company. All rights reserved.



182
EXPERT
The Joy Inside You

226
TRAVEL
California Dreamin'



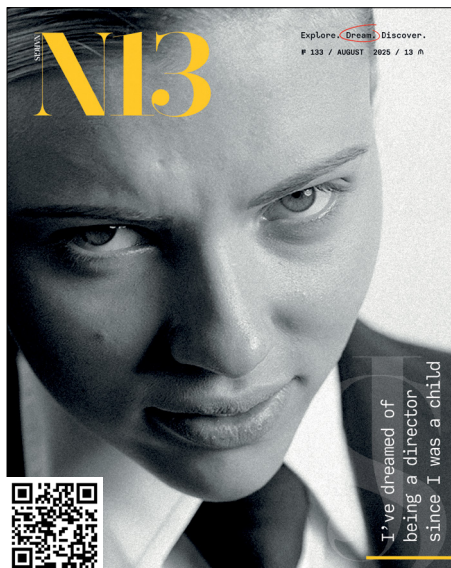
atb premium
səyahətiniz üçün
premium tərəfdaş



☎ 945 | atb.az



CONTENT



- 34 SIGNATURE
- 42 STAFF
- 44 CONTRIBUTORS
- 50 EDITOR'S NOTE
Discovering me...
- 50 EDITOR'S LOOK
- 52 FASHION TRENDS
- 58 FASHION DESIGNER
The Beautiful Serendipities of Anka Tsitsishvili
- 68 STYLE ICON
Shining Her Way
- 78 FASHION AS ART
Bauhaus Pop
- 84 FASHION PHOTOSHOOT
On Your Knees
- 106 IN FOCUS
Tales of the Caspian Sea

- 112 LUX
See You in Bodrum
- 118 BLING BLING
The Fifth Element
- 130 COVER STORY
The Extraordinary Bookseller Since 1963
- 138 ART
Through the Lens of Libraries
- 138 ART
Through the Lens of Libraries
- 164 THIRTEEN
13 Explorers Who Stepped Beyond the Horizon
- 174 BEAUTY TRENDS
The Rise of Hyper-Skin
- 176 NEW RELEASES
New Era
- 178 HITS
Protect the Hair



OCTOBER 2025

NOVEMBER 2025

DECEMBER 2025

- 182 EXPERT
The Joy Inside You
- 186 BEAUTY PHOTOSHOOT
Double Trouble
- 200 HAIR, SKIN & NAILS
Golden Copper
- 202 WELLNESS
Pink or Red
- 208 DESIGNER
Between Light and Shape
- 214 REPORTAGE
Literary Voyage
- 222 CINEMA
The Impossible Life
of Walter Mitty
- 226 TRAVEL
California Dreamin'

- AUTOBLOG
- 234 Rolls Royce Spectre Black Badge: Insatiable Desire
- 236 The First Creation: Bugatti Brouillard

NARGIS

EDITOR-IN-CHIEF & ART DIRECTOR ULVIYYA MAHMUD
 DIRECTOR MUJGAN GAFARZADEH
 SENIOR EDITOR ASMAR BAYRAMOVA
 SENIOR DESIGNER & PRINT PRODUCTION MANAGER VLADISLAV MAKAROV
 DESIGNER TOGHRUL MAHARRAMLI
 ADVERTISING MANAGER GULNARA ISMAILOVA
 ADVERTISING MANAGER VASIF GARAYEV
 LUX SECTION EDITOR & PROJECT MANAGER NIGAR GAHRAMANOVA
 FASHION SECTION EDITOR AYDAN ABBASOVA
 HEALTH & BEAUTY SECTION EDITOR VALERIA VASILEVA
 PHOTOGRAPHER PARVIZ GASIMZADE
 PHOTO EDITOR SAYYARA MAMMADOVA
 LITERARY EDITOR FATIMA ABBASOVA
 OFFICE MANAGER AMINA RZA
 SALES MANAGER ELSHAN DADASHEV

AUTHORS

ULVIYYA MAHMUD, ASMAR BAYRAMOVA, AYDAN ABBASOVA, NIGAR GAHRAMANOVA,
 VALERIA VASILEVA, VLADISLAV MAKAROV, MEKHTI ABIDOV, GULARA SAMEDOVA,
 IRYNA BELAN, ALEKSANDRA SHLYAKHTINA, TATULI GVINIANIDZE

PHOTOGRAPHERS

ULVIYYA MAHMUD, PARVIZ GASIMZADE, TOGHRUL MAHARRAMLI, ELMAR MUSTAFAZADEH,
 ELENA ULYBINA, SHOTA GOTOSHIA

ILLUSTRATORS

NADIYYA GURBAN, SARKHAN GADZHIEV

Cover:

Muhammad Aziz
 Rabat, Morocco
 August 2025

By:

Toghrul Maharramli

ART SUPPORT MERCER STUDIO, LONDON, UK

NARGIS Magazine is a monthly publication that was founded by NARGIS Publishing House LLC in December 2012.

The editorial office is located at 24 Suleyman Dadashov str., Baku, AZ 1073, Azerbaijan.

NARGIS Magazine is registered with the Ministry of Justice of the Republic of Azerbaijan under certificate No. 3607, dated 27.06.2012. The ISSN is 2617-202X.

The magazine is printed by Sherq-Qerb printing house, located at 17 Ashug Alasgar str., Baku, Azerbaijan.

Printing house contact details: +994 12 374 73 84 or 374 83 43.

Signed off for printing on August 28, 2025. Publication date – September 1, 2025. The format of the magazine is 23x29.

Conventional printed sheet 13. Price 13 AZN.

All rights are reserved. Full or partial reproduction of articles and materials published in NARGIS Magazine is prohibited.

The magazine is not responsible for any materials submitted by contributors. The NARGIS trademark is used under license No. 2013 01204.

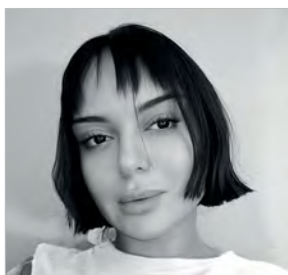
The opinions of the editors and authors may not coincide.

For editorial inquiries, please call +994 12 404 23 13

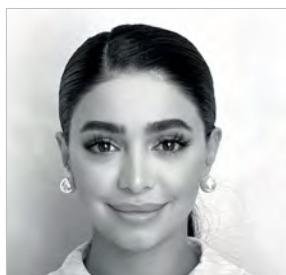
www.nargismagazine.com

For advertising inquiries, please contact +994 55 590 26 96 / g.ismailova@nargismagazine.az

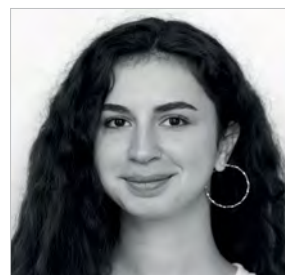
OUR TEAM



Ulviyya Mahmud
Editor-in-Chief & Art Director



Mujgan Gafarzadeh
Director



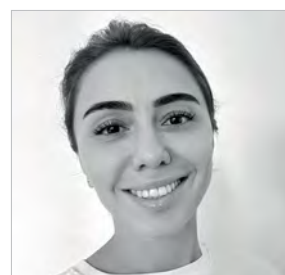
Asmar Bayramova
Senior Editor



Vladislav Makarov
Senior Designer & PPM



Toghrul Maharramli
Designer



Gulnara Ismailova
Advertising Manager



Vasif Garayev
Advertising Manager



Nigar Gahramanova
Lux Section Editor & Project Manager



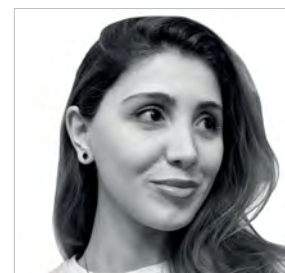
Aydan Abbasova
Fashion Section Editor



Valeria Vasileva
Health & Beauty Section Editor



Fatima Abbasova
Literary Editor



Sayyara Mammadova
Photo Editor



Parviz Gasimzade
Photographer



Amina Rza
Office Manager



Nadiyya Gurban
Illustrator

CONTRIBUTORS



SARKHAN GADZHIEV

As a visual artist and illustrator working in both digital illustration and traditional painting, Sarkhan is best known for creating album covers, where sound finds its visual counterpart. Alongside his illustration work, he paints original canvases that exist independently of commercial projects. He collaborates with musicians, galleries, restaurants, and private clients, approaching each piece as a unique visual conversation. His practice often explores themes of duality, perception, and silence. In 2024, his solo exhibition in Baku was dedicated to the tension between light and shadow within the human psyche. For Sarkhan, art is something that watches, listens, and reveals itself only when truly seen.

SERIES OF ILLUSTRATIONS
"BAUHAUS POP"
 (P.78)



ALEKSANDRA SHLYAKHTINA

Aleksandra is an English language instructor whose enduring affinity for literature and the written word has shaped both her studies and her career. Drawn to the richness of languages and cultures, she pursued a bachelor's degree in Spanish and later a master's degree in English. Her approach weaves academic precision with a storyteller's sensibility, turning language learning into a space where words carry depth, history, and emotion. For her, every language opens a new landscape, and every text invites you to step inside it.

ARTICLE
**"13 WOMEN DISCOVERERS
 WHO SHAPED THE WORLD
 WE LIVE IN"**
 (P.164)



ELENA ULYBINA

Elena is a photographer, videographer, content creator, and travel blogger who has been living in the United Kingdom for over five years. She specialises in creating visual content that captures the beauty and atmosphere of the English countryside, as well as the diversity of travel across the UK. In her travel blog, Elena regularly shares atmospheric photos and videos taken in the picturesque corners of London, the English countryside, and other remarkable places around the country. On her blog, one can also find travel tips for exploring England, insights into her favourite places, and plenty of inspiration.

REPORTAGE
"LITERARY VOYAGE"
 (P.214)

She's Next kartı ilə bir çox imtiyazlardan faydalan

Qadın sahibkarlarına özəl



Discovering me...



I understood my life tasks.

One of them was to learn to say “no,” and the other one was to say “yes”... but both at the right moment and to the right people. “No” to everything that does not fit for my idea of my path, and “yes” to everything that seems too good for me.

Once you find your purpose in life, everything seems easier and more enjoyable. The best way to have meaning and purpose in life is to help others, but always do it from the heart. Love and give your all, but again, do it from the heart. Trust to the fullest, and if someone betrays you, remember – you win anyway.

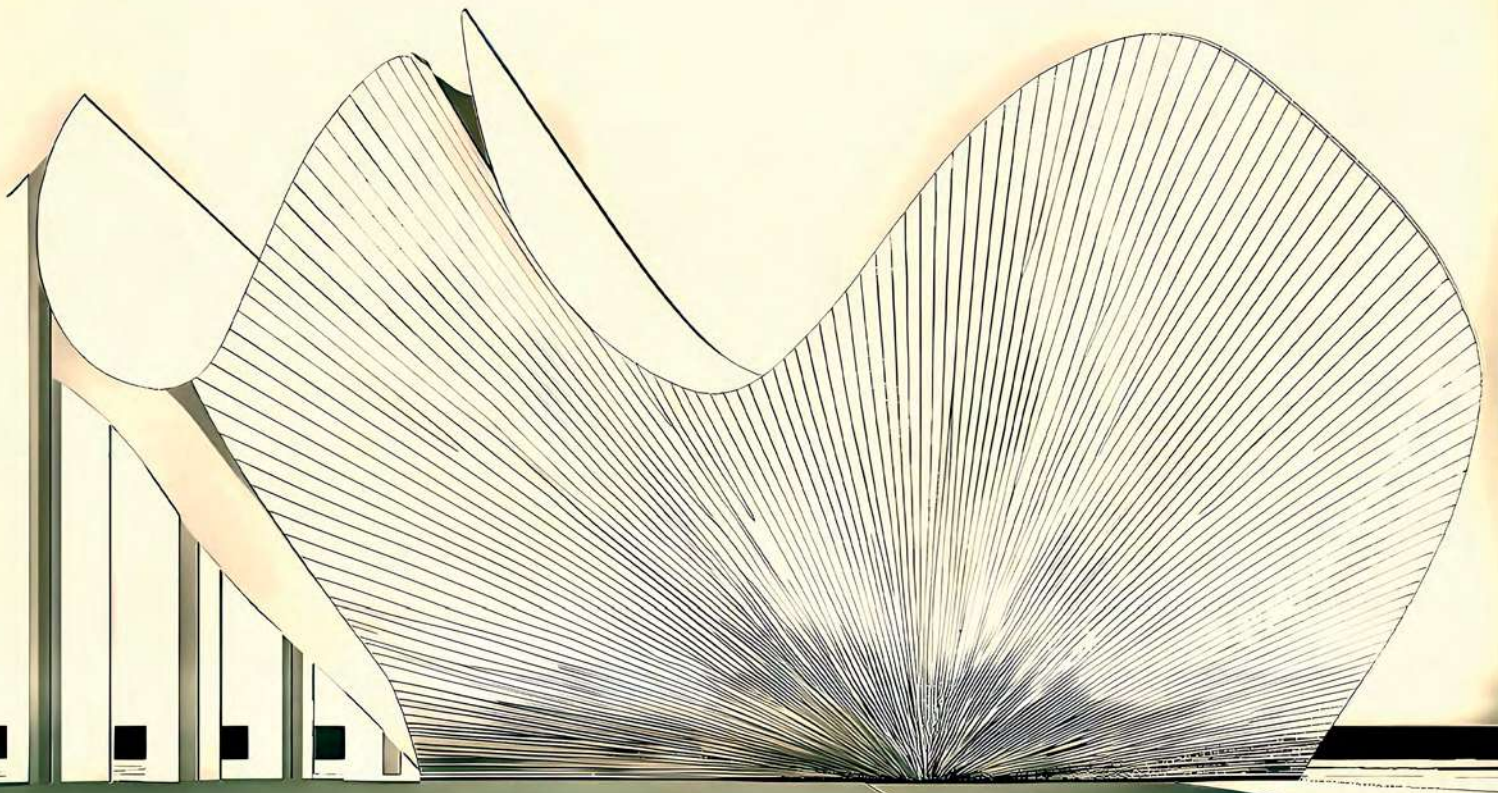
I always pay attention to details and most of the time have all my answers where no one is looking. The key is to see what others can see, but think what nobody has thought. The key is to care about everyone, while not caring what they think. The key is inside you. By discovering yourself, you discover your power: over yourself, over your feelings, over your fears, over your weaknesses, over your dark side, and then you are unstoppable. You become enlightened by the strong force of self-love. Enjoy!

“Knowing others is wisdom,
knowing yourself is Enlightenment.”

– Lao Tzu.

Ulviyya Mahmud

perfect place. perfect time.



T H E
A T T A C K

c●ffee&casualbar

Baku Seaside Boulevard (13 meters from the iconic Mirvari Cafe)

THE MODAOLGY

THE FIRST PROFESSIONAL RESALE PLATFORM IN AZERBAIJAN



BUY. SELL. BUY AGAIN!

[THEMODAOLGY.COM](https://themodaology.com)

You've worked within the Missoni universe for decades. What keeps it fresh and exciting for you? Missoni is, above all, a world of endless inspiration. What keeps it fresh and exciting for me is precisely this: the vitality of its codes, the richness of its heritage, and the way the Missoni lifestyle continues to evolve while remaining true to itself. Each season, I am challenged and energised by the opportunity to reinterpret Missoni's iconic elements – its colours, textures, and patterns – so they resonate in new ways. The dialogue between tradition and new ways of thinking about what makes this journey continuously stimulating.

FAHISHION

What makes a piece "feel like Missoni" to you, even if it's completely new? A piece feels like Missoni when it captures the spirit of joy and effortless elegance that has always defined the brand. Even when we explore new silhouettes or techniques, there is an unmistakable authenticity – a harmony of colour, a tactile richness, a sense of movement – that instantly evokes the Missoni universe. What moment during your time at Missoni safeguard and

ETRO jeans

Nothing headphone (1)

JACQUEMUS bag

editor's

LOOK

SEPTEMBER ROMANCE

Autumn feels like a gentle reset, when style isn't about showing off but more about how you define your own style. Be you.

REPOSSI ring

WIEDERHOEFT corset

JACQUEMUS tote

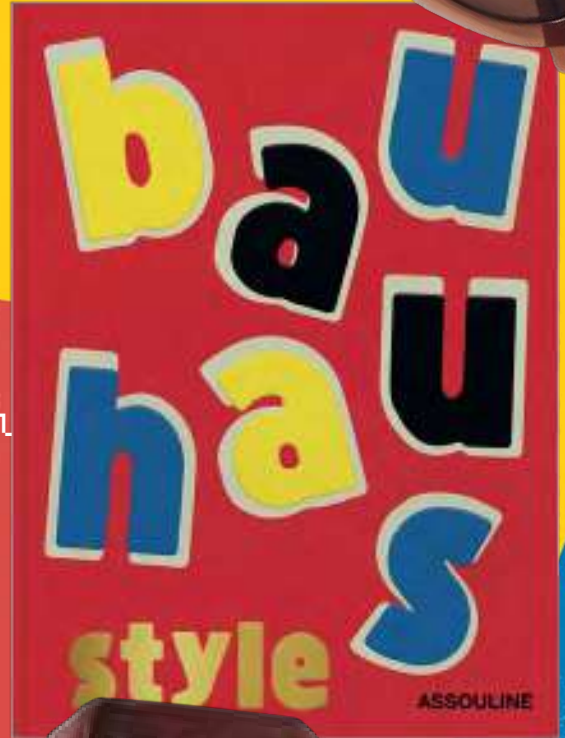
GUCCI mules



CELINE sunglasses



Coffee table book Bauhaus
Style by Mateo Kries



JACQUEMUS dress



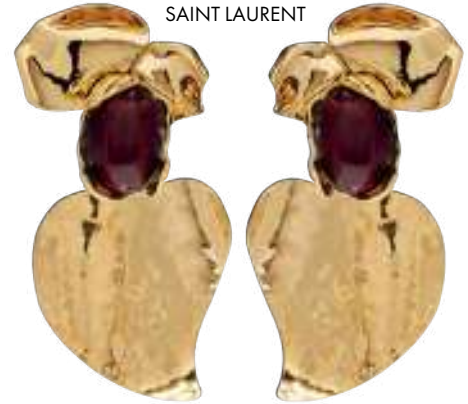
"Architects,
sculptors,
painters - we all
must return to
craftsmanship!"
Walter Gropius,
1919

ZIMMERMANN jacket





CHLOÉ



SAINT LAURENT

Autumn's Calling

A gentle reminder that the best style reveals itself with time, like autumn's soft, steady change, when warm tones and cosy textures come into play.



JEAN PAUL GAULTIER

ISABEL MARANT





PRADA



CELINE

Hue It Up

A touch of red, like this Miu Miu FW/25 top, is all you need to lift your fall look. Just finish it with playful accessories for extra charm.



MIU MIU



MIU MIU



THE ATTICO



BOTTEGA VENETA



MAGDA BUTRYM

KHAITE

The Black Edit

The days are cooling down, and with that comes the pull toward grounded, darker tones. When you want to drown into the dark, black feels like the perfect reset.



SAINT LAURENT





FOUNDRAE



MIU MIU

September Shift

It's a new season, a new routine, and a new reason to refresh your work style with pieces that make you feel unstoppable.



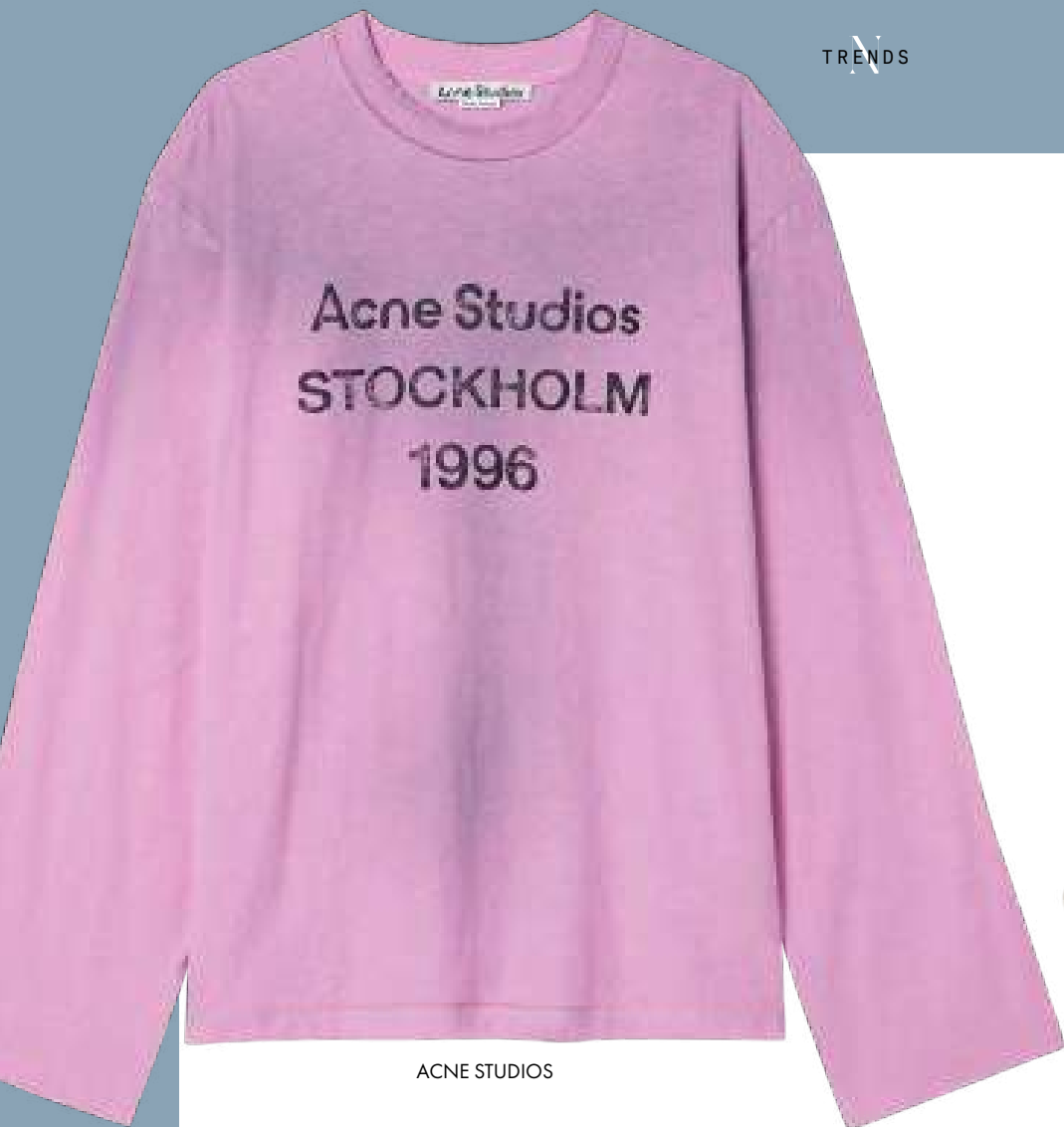
AESTHER EKME



PRADA



GUCCI



ACNE STUDIOS



BALENCIAGA



MIU MIU



BALENCIAGA



ACNE STUDIOS

Playful Pop

Easygoing and full of personality, this vibe brings a fresh pop of energy to the early autumn days, full of little surprises.

OBJECT
OF
DESIRE



GUCCI JACKIE 1961 WEBBING-TRIMMED SUEDE AND LEATHER SHOULDER BAG

As the story goes, Jacqueline Kennedy used Gucci's saddle bag so frequently to shield herself from paparazzi that the brand eventually named it "The Jackie." This reissued version, brought back from the archives, is crafted from suede and leather and features a striped webbing detail beneath the iconic piston clasp. It offers ample room for your essentials, making it a perfect companion for the fall season.

THE COLOUR WAVE

Missoni's vibrant style and rich heritage have long made it a standout in the fashion world. In this exclusive interview, Creative Director Alberto Caliri shares insights into his creative journey, as well as the challenges and inspirations behind his work. It's where history and new ideas come together to create something truly timeless.

INTERVIEW AYDAN ABBASOVA
PHOTO PRESS MATERIALS



P.S.

Missoni is, above all,
a world of endless
inspiration “



Creative Director Alberto Caliri

You've worked within the Missoni universe for decades. What keeps it fresh and exciting for you?

Missoni is, above all, a world of endless inspiration. What keeps it fresh and exciting for me is precisely this: the vitality of its codes, the richness of its heritage, and the way the Missoni lifestyle continues to evolve while remaining true to itself. Each season, I am challenged and energised by the opportunity to reinterpret Missoni's iconic elements – its colours, textures, and patterns – so they resonate in new ways. The dialogue between tradition and new way of thinking is what makes this journey continuously stimulating.

What makes a piece “feel like Missoni” to you, even if it's completely new?

A piece feels like Missoni when it captures the spirit of joy and effortless elegance that has always defined the brand. Even when we explore new silhouettes or techniques, there is an unmistakable authenticity – a harmony of colour, a tactile richness, a sense of movement – that instantly evokes the Missoni universe.

What moment during your time at Missoni feels like a creative turning point for you?

There have been many significant moments, but I would say that stepping into the role of creative leadership of the Home Collection marked a profound turning point. It gave me the privilege and responsibility to both safeguard and reinterpret the codes of Missoni alongside Rosita Missoni. It was at that moment that I fully embraced the challenge of honouring the past while

steering the brand toward the future – a delicate balance that continues to shape my creative vision.

You've described Autumn/Winter 2025–2026 as a new beginning. What part of Missoni's heritage are you reawakening through this collection?

With the Fall/Winter 2025, I felt it was time to reawaken the instinctive essence of Missoni – a way of being that goes far beyond surface interpretations or preconceived notions of the brand. This collection celebrates Missoni as a lifestyle, rooted in the materiality of dressing as an authentic, everyday act. We focused on real, functional pieces: daywear, outerwear, and evening options that respond to life's true moments. The cardigan, the peacoat, the chunky sweater, the shirt worn as a minidress – these are the building blocks of a vocabulary that speaks of ease, protection, and individuality. By working with sensual, precious materials such as wool, cashmere, and silk, in warm, earthy tones illuminated by metallic flashes, we sought to create a wardrobe that feels immediate, natural, and effortless.

Where do you want to take Missoni's fashion in the coming years?

My vision looks to a future that is both faithful and forward-looking:

came out of the historic heartland of Italian textiles in northern Lombardy, and though she travelled worldwide for decades and the Missoni fashion and decor brand became famous globally, she remained devoted to her native terroir



Discover more on www.montesbymissoni.com



I felt it was time to re-awaken the instinctive essence of Missoni – a way of being that goes far beyond surface interpretations or preconceived notions of the brand ““

to deepen its way of being that embraces its values of creativity, craftsmanship, and joyful living. I want Missoni fashion to continue embodying a lifestyle that offers pieces that not only dress the body, but also create a lifestyle.

In the Bodrum project, Montes by Missoni, how did the design process unfold? What inspirations guided your creative vision, and what unique elements make this project stand out from your other interior design projects?

The design process for Montes by Missoni was a collaborative and site-responsive journey that brought together Missoni’s iconic aesthetic with the natural richness and cultural depth of Bodrum’s Yalıkavak region. From the outset, our vision was to interpret the Mediterranean soul of the location through the lens of Missoni’s vibrant, sophisticated design language.

The textures, colours, and light of the Gökçeşel hills, where the project is perched, along with the panoramic views of the Aegean Sea and the olive-dotted landscapes of Muğla, were more than just a backdrop; they became a source of inspiration, shaped by the interplay of sea and sky, the layered history of the region, and the fluid indoor-outdoor lifestyle so intrinsic to Bodrum.

The signature Missoni elements, patterned shading systems, custom wallpapers, and rich mosaic motifs, were carefully integrated into each unit, not just as decorative features but as part of a broader narrative of comfort, elegance, and identity. This is not simply a branded project, it is a fully immersive Missoni living experience. Beyond aesthetics, the project is deeply rooted in lifestyle. With exclusive amenities and spaces, we aimed to craft a residential environment where beauty meets daily life in a joyful way. - ■

The Beautiful Serendipities of Anka Tsitsishvili

TEXT TATULI GVINIANIDZE
PHOTO SHOTA GOTOSHIA

Anka Tsitsishvili is a fashion buyer, co-founder, and creative director of IERI STORE – one of the pioneering voices behind the global recognition of Georgian designers. A passionate advocate for her country's cultural heritage, she has turned fashion into a universal language – a powerful medium through which she brings Georgia into international focus. In her interview with NARGIS Magazine, Anka not only retraced the defining moments of her career but also offered a perceptive look into the evolving landscape of contemporary Georgian fashion. With her signature candor, she spoke about the guiding values that continue to shape IERI STORE – a concept space deeply rooted in identity, creativity, and cultural exchange.





What makes IERI truly unique is the range of narratives it holds. Each Georgian designer presents a different vision of womanhood - bold, romantic, minimal, avant-garde - and that diversity is exactly what makes our showroom so inviting. Whether it's a statement piece or an everyday staple, guests can find something that reflects their personal style, budget, and size. And we offer more than just clothing and footwear - we carry accessories, books, carpets, and souvenirs, all thoughtfully curated and inspired by Georgian identity““

From Marketing to the Fashion Industry

"It's fair to say I ended up in marketing by accident," Anka laughs. "But my life has always been full of serendipitous moments that quietly shape its course."

Back in 2005, marketing was still a fledgling field – fresh, dynamic, and taught by practicing professionals. "Our professors weren't just academics – they were industry insiders. One headed Beeline's marketing department and brought over a decade of real-world experience into the classroom. Another worked at BBDO and had just returned from Cannes Lions. We were dissecting real campaigns, not just textbook theories.

When I graduated, I wasn't even considering a career in fashion. I had that Devil Wears Prada image in my head – intimidating, cold, and chaotic. But then came one of those unmistakable nudges from the universe: Yulia Kalmanovich, a womenswear designer, was looking for a personal assistant. Three different people, completely unrelated to each other, forwarded me the job listing. I took it as a sign. Before I knew it, I was at her side – and just like that, I stepped into the world of fashion."

The First Meaningful Steps in Her Career

"As an assistant, I learned so much about fashion – not just the aesthetics, but the rhythm, the pace, the behind-the-scenes grit. I later took courses in London and Paris, built a network of professional contacts, and gradually realised it was time for a new challenge. I met my future business partners purely by chance. I had the idea; they had the space. Everything happened fast: We met, we clicked, and we opened INDEXFlat – a boutique tucked into the ground floor of a residential building.

My partners initially wanted to bring in clothing from little-known Asian designers, but I nudged them to focus on Georgians. At the time, Georgian designers had almost no presence outside the local market. With our distinctive concept and bold PR, we gave them a window to the world.

IndexFlat quickly gained a cult following among fashion insiders – it was one of the few spaces offering rare, niche collections and a deeply personal approach. That kind of luxury – quiet, intentional, and story-driven – was still a rarity back then."

Georgian Culture Through the Lens of Fashion

"IERI STORE is yet another chapter in my series of 'beautiful accidents,'" Anka laughs." In 2017, I met Sophia Guguberidze – now my business partner, co-founder, and the managing director of IERI. Sophia approached me with a proposal: she wanted to support the development of fashion in Georgia. As she shared her vision, I couldn't help but smile – I had drafted the exact same concept myself. I pulled out my project with excitement, and just like that, our ideas aligned. That moment gave birth to IERI STORE – a boutique rooted in ethnographic inspiration, created to celebrate Georgia's cultural heritage and bring contemporary Georgian fashion into the global spotlight.

Because IERI STORE is intentionally and unapologetically Georgian, we showcase designers from Georgia or those inspired by Georgian motifs. One of our signature pieces, for instance, is a necklace crafted from vintage Georgian coins – designed by MONETINFORME, a French jeweller who made Georgia his home. You'll also find curated pieces from DAVID KOMA. Though the label is globally recognised as British, David himself is deeply connected to his homeland. He visits Georgia quite often. When we invited David to be part of IERI, he was genuinely excited – especially since his designs had never before been officially stocked in a Georgian.

What makes IERI truly unique is the range of narratives it holds. Each Georgian designer presents a different vision of womanhood – bold, romantic, minimal, avant-garde – and that diversity is exactly what makes our showroom so inviting. Whether it's a statement piece or an everyday staple, guests can find something that reflects their personal style, budget, and size. And we offer more than just clothing and footwear – we carry accessories, books, carpets, and souvenirs, all thoughtfully curated and inspired by Georgian identity."

I took it as a sign. Before I knew it, I was at her side – and just like that, I stepped into the world of fashion."

The Challenges of Being a Creative Director

"When IERI STORE opened in 2019, Georgia's fashion industry was still in its early stages of development. Sophia and I had both gained international experience by then, so we were determined to implement the standards we had seen in leading fashion capitals across Europe and Asia. That was – and still is – the most pressing challenge: translating global excellence into a local reality.

It's also important to remember that the world before the pandemic was entirely different. COVID-19 disrupted everything – including fashion. Consumer behavior shifted dramatically. Fast fashion surged. And the very definition of luxe began to change. Once upon a time, you dreamt about wearing something because it felt rare and unattainable. Today, you can queue up and buy it off the rack. Luxury has, in many ways, become part of the mass market – and that makes my job more complicated.

We work in a niche segment, in a small country with a small market. That reality demands clarity, precision, and constant reinvention. But what keeps me going – what truly inspires me – is the passion and creativity of the designers themselves. Their drive is my motivation. Watching the production process up close, witnessing how each piece comes to life, fills me with pride.

Because fashion isn't just about beautiful clothes. It's a long chain of craftsmanship, collaboration, and intention. And knowing that I'm contributing – not just to an industry, but to people's lives and livelihoods – that's what gives my role meaning."

Anka Tsitsishvili as a Fashion Buyer

"When curating collections, I always follow three key criteria: high quality, creativity, and fair pricing. And, of course, every piece must align with the store's overall concept. I often take risks – choosing items that might not fit into mainstream tastes but which I know, instinctively, will resonate with someone. Fashion, after all, isn't about playing it safe – it's about making space for individuality." I also try to communicate with designers about sizing – that a woman's body doesn't need to be an XS to be worthy of great design," Anka laughs. "At IERI STORE, we maintain a broad size matrix so no one leaves feeling excluded. Fashion isn't just about aesthetics – it's a form of self-expression. That means everyone, regardless of size or shape, should have access to it. Our mission is to dismantle outdated stereotypes about clothing, body shapes, and what a "fashionable" figure is supposed to look like."

Anka Tsitsishvili on Intuition

"Intuition plays a major role in my life. Even my very first job – becoming a designer's assistant – was a decision guided entirely by an inner voice. I've learned to trust that instinct. When it tells me to follow a person, a project, or a path, I listen – because more often than not, it leads to something meaningful.

That said, I wouldn't call myself irrational. I actually loved mathematics in school. Numbers come naturally to me, and I have a strong analytical side – something that helps a lot when I'm drafting or evaluating business plans. I'm fully capable of managing financial processes as well. Logic is essential in business... but even the most precise calculations fall flat without intuition, inner magic, and a current of positive energy driving it all."

A Conversation on Contemporary Georgian Fashion

"Georgian fashion is in a truly fascinating phase right now – it's broadcasting a message of self-discovery and freedom of expression. Over the past few years, designers have been drawing deeply from cultural roots and the nuances of everyday life, crafting garments that feel both grounded and forward-looking.

The overarching message Georgian fashion is sending to society is this: you're allowed to be who you are – bold, gentle, multifaceted, and fierce all at once. And what's especially powerful is the emotional depth. You can sense a collective processing of post-Soviet trauma, as well as an active search for new identity.

Bokuchava's collections, for instance – pierced garments meet Marie Antoinette-era flourishes, forming a bold, ironic blend of rebellion and regality. With Tatuna and Situationalist, you get an architectural perspective – their women are wrapped in sharp silhouettes, walking statements. KEBURIA, meanwhile, offers a playful take on contemporary classicism, while designers like Akhalkatsishvili and Ingorokva are known for their refined, feminine lines that radiate what I'd call intellectual sensuality.

In other words, Georgian fashion isn't just about visual aesthetics anymore – it's becoming a kind of emotional and social chronicle. It reflects how Georgian identity is evolving, how people are rethinking themselves, and how they're searching for their place in the modern world."

you're allowed to be who you are - bold, gentle, multifaceted, and fierce all at once.

Even the most precise calculations fall flat without intuition, inner magic, and a current of positive energy driving it all.”



The Client's Role

“A trend, at its core, is a balanced, ongoing dialogue between designer and client. Today's consumer is no longer a passive observer - they are an active participant in the evolution of fashion. Their lifestyle, values, and inner quests influence designers far more deeply than it may seem at first glance.

Of course, designers still preserve their unique signature - and often anticipate what the client doesn't yet know they want. But ultimately, everything circles back to the client. They're not just following trends anymore; they're helping shape them.”

Challenges

“I truly believe that Georgia has some of the most compelling conceptual visions in contemporary fashion. And the facts speak for themselves - our designers and artists are becoming the country's most powerful cultural diplomats. Sopho Gongliashvili was featured in 100 Women Jewelry Designers; Demna Gvasalia received France's prestigious Chevalier des Arts et des Lettres; and Beka Gvishiani joined the Business of Fashion 500. Each of them sparks curiosity about Georgia and builds meaningful bridges with the wider world. This momentum must not only be celebrated - it must be sustained.

That said, we still face pressing structural challenges. One of the most urgent is the deepening of craft knowledge. In Georgia, we still lack

a stable, well-supported system for producing highly qualified professionals - from patternmakers and seamstresses to textile experts. Without that foundation, creativity is limited in its reach.

State involvement is crucial. Investment in education, the funding of professional training programs, and real, long-term support for the fashion industry are essential steps. Only then can Georgian fashion achieve stable, sustainable growth - and claim its rightful place on the global stage.”

Anka Tsitsishvili's Secret to Work-Life Balance

“The other day, someone asked me how I was doing. I replied: “Well, my younger daughter, Sonia, is going through her ‘threenager’ phase. My older son, Ilia, is in the middle of teenage growing pains. IERI STORE just turned six and needs constant care. My husband and I have been together for ten years - another pivotal milestone. And I'm 36, with my own personal shifts and challenges. So... how do you think I'm doing?” I said half-jokingly. But honestly? I realized that I love every single stage - the ones I go through alone, and the ones we go through together as a family. I find them fascinating. Of course, it's impossible to do everything perfectly or be everywhere at once. That's a fact. So I try to live in the moment, in the here and now. That, for me, is what work-life balance truly means.” -

Total look: THE ARCH

SHIN- ING HER WAY

ICON JAMILA ALAKBAROVA
PHOTO PERSONAL ARCHIVE



My name is Jamila

(jvmilya), I'm 28 years old. For the past nine years, I have been working in the fashion industry and have built the career of my dreams. My vision and individual style are what set me apart and make me unique in this field. I often draw inspiration from designers whose shows I attend during Fashion Weeks in New York, Paris, and Milan.



Dress L'ARC COLLECTION

and I am really glad to meet you



Dress MISHA, bag DANIA SHINKAR

Over the years,

I founded my own fashion brand and with great joy watched how my creations found buyers around the world. I am especially proud that my brand became the first Azerbaijani label to appear on billboards in New York's Times Square!

—NARGIS—



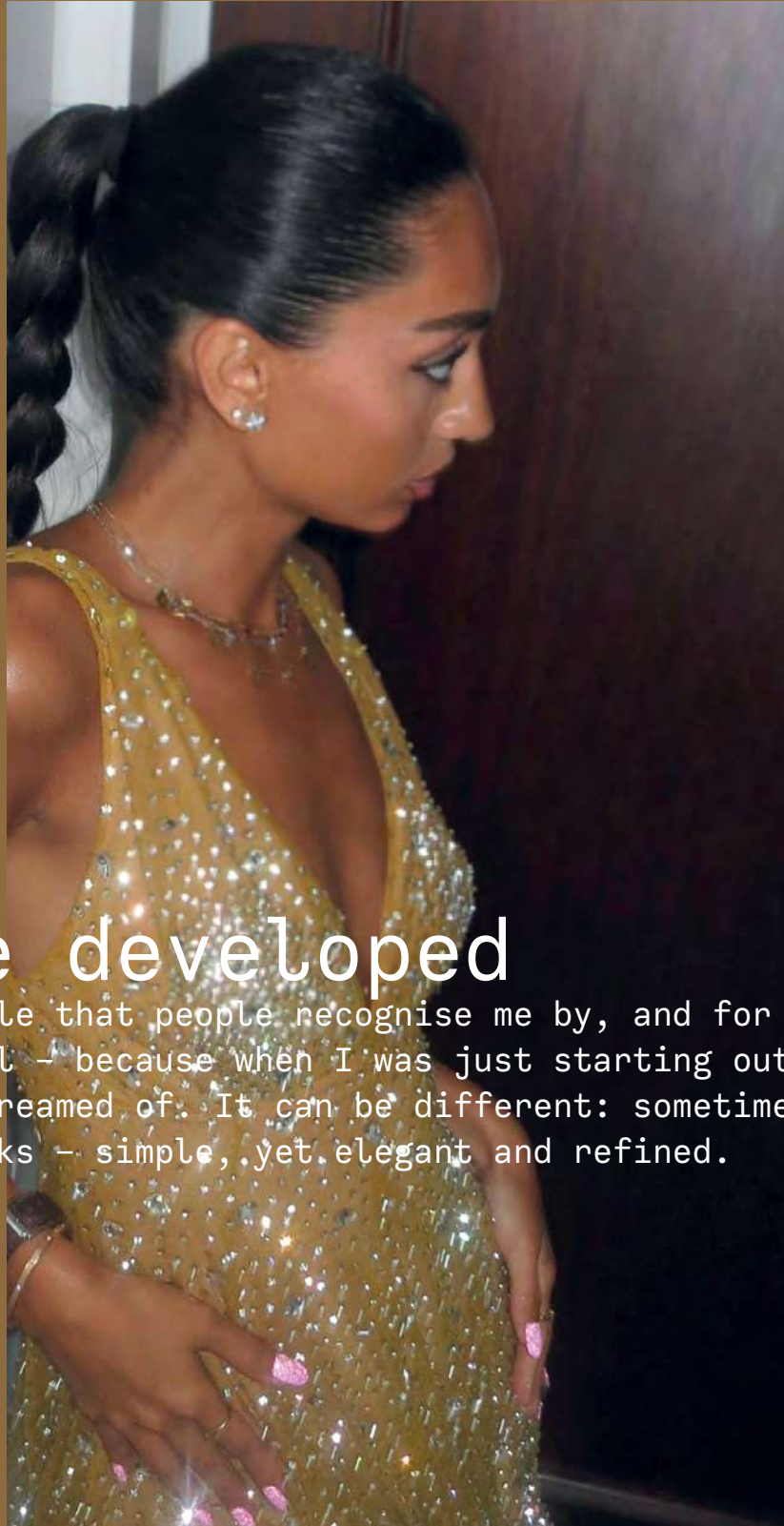


Total look Vintage



This journey

has also allowed me to meet inspiring people from the fashion world, attend significant events and visit remarkable places not only in Baku but also abroad. Another dream from my list came true when I saw myself on TV screens and on large billboards in my beloved hometown.



I have developed

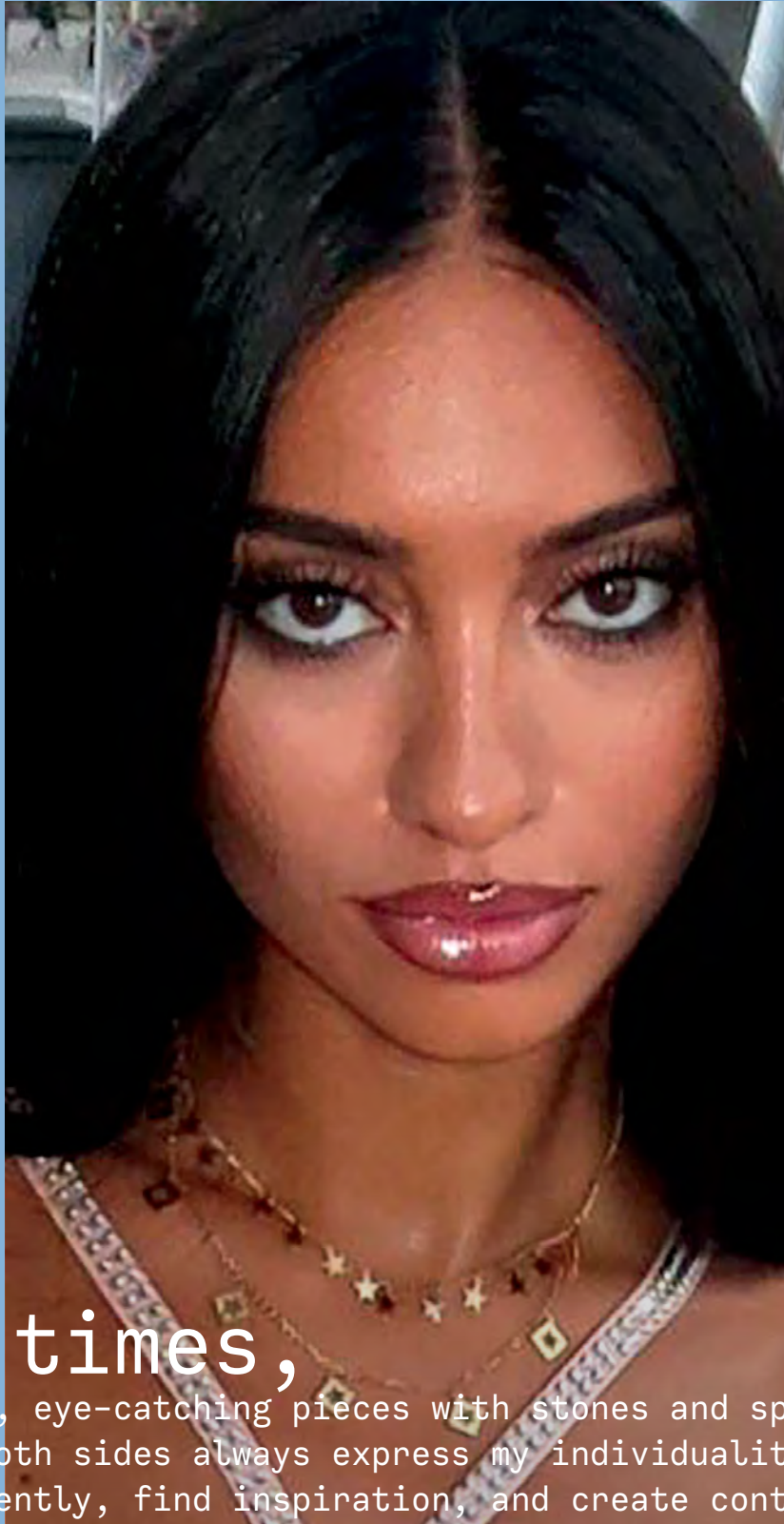
a personal style that people recognise me by, and for that I am deeply grateful – because when I was just starting out, this was exactly what I dreamed of. It can be different: sometimes I choose minimalist looks – simple, yet elegant and refined.

Dress L'ARC COLLECTION





Dress MICAS, bag DANIA SHINKAR

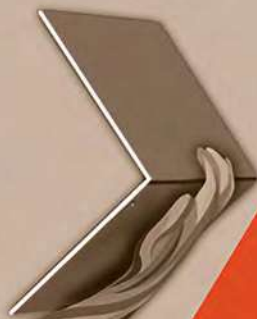
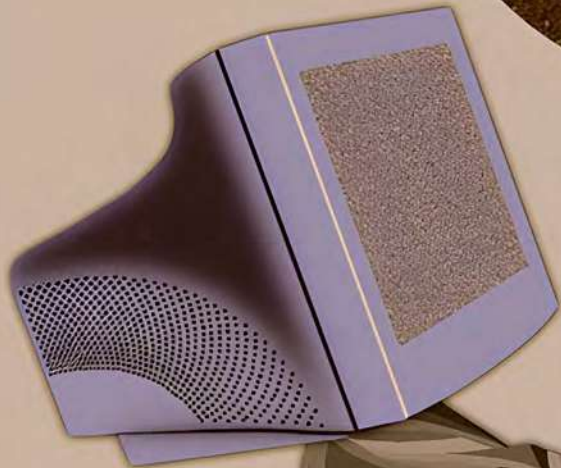


Other times,

I opt for bold, eye-catching pieces with stones and sparkle. But in either case, both sides always express my individuality.

I travel frequently, find inspiration, and create content. At the same time, I am a proud mother of two wonderful sons, always striving to balance my career and my family life.

DESIGN

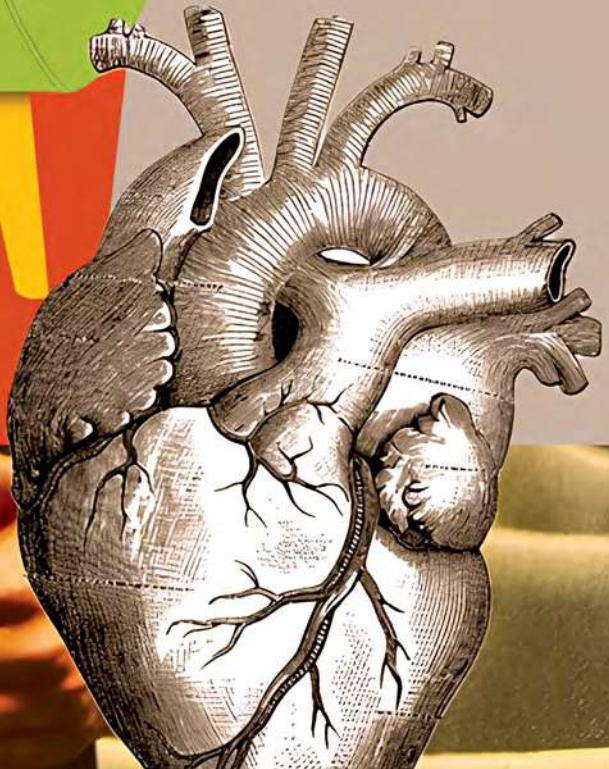


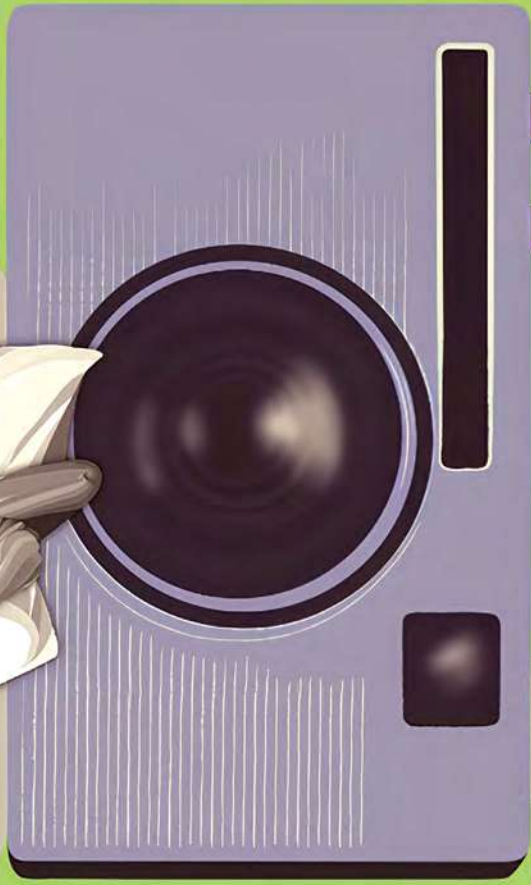
Bauhaus Pop

Deep dive into the principles of Bauhaus posters. A work of art that is able to combine timeless design with bright colours only need creativity, sharp mind, and brave character. Be inspired by the idea and hidden message. Those posters more than just editorial mix-media, they are timeless works of art. Put them behind the frame and hang it on the wall!

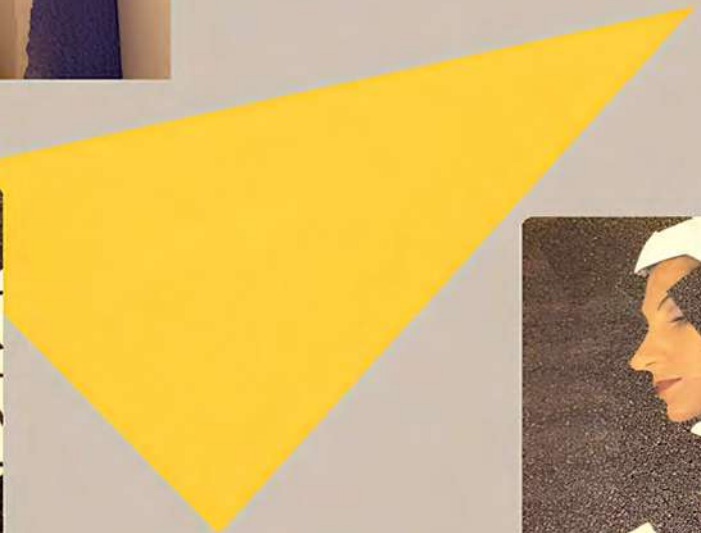
ILLUSTRATIONS SARKHAN GADZHIEV
MIX-MEDIA ULVIYYA MAHMUD

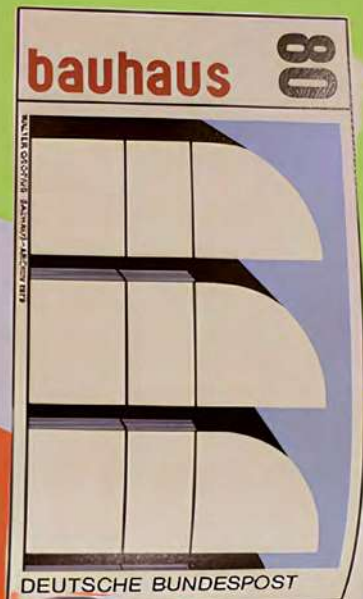
MOVEMENT





SUCCESSIVE GENERATION





EVOLUTION

—NARGIS—



OF

TRIVIALISATION

THE

GENRE

FASCINATING INSIGHT





SEEK
A NEW
REVOLUTION







on your knees



Pants and shirt PINKO, belt GUCCI, hat MARC CAIN







Dress JACQUEMUS, earrings JACQUEMUS







THE
ATTACK



Skirt MIU MIU, top PRADA, shoes MIU MIU







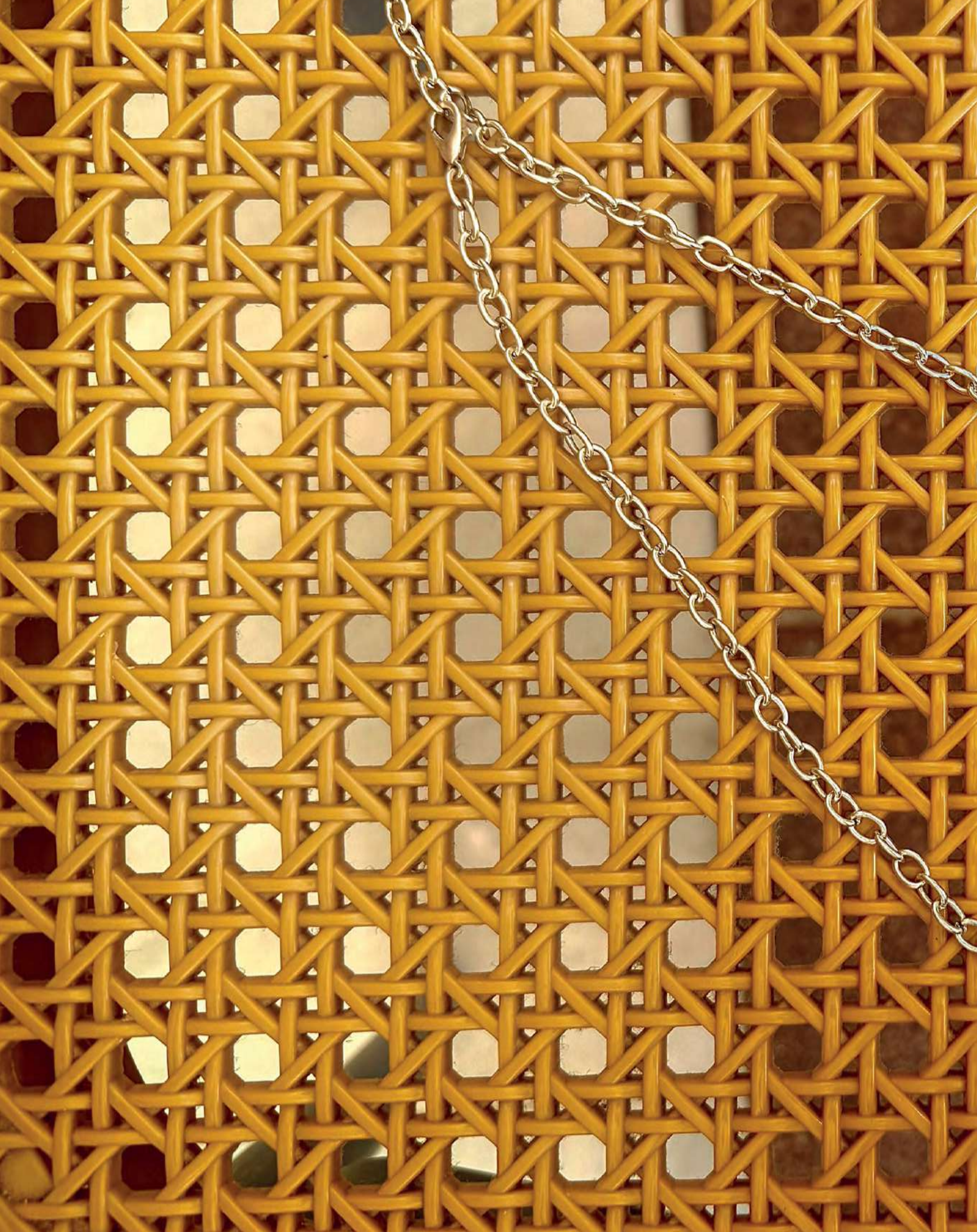




Shorts ALESSANDRA RICH, sweatshirt ANINE BING, boots MAISON MARGIELA



MIU MIU









IDEA ULVIYYA MAHMUD STYLE ULVIYYA MAHMUD, AYDAN ABBASOVA PHOTO
PARVIZ GASIMZADE MODEL SUCAY MAMMADLI @SUJAYMLY CLOTHING AND
ACCESSORIES EMPORIUM @EMPORIUMBAKU, PINKO AZERBAIJAN @PINKO_AZ

SPECIAL THANKS TO THE ATTACK, CENTRAL BOTANICAL GARDEN, AND CENTRAL
PARK BAKU FOR PROVIDING THE LOCATIONS



Why jewellery? Do you plan to discover other forms of creativity? I'm very good at doing things that require precision, delicacy, and elegance. For example, when I walk with crutches, I have to maintain my body's balance to avoid falling, especially when climbing or descending stairs. I never thought of working in jewellery, but it turned out that I was very good at it, and I decided to pursue it. But I'm also considering starting to paint. Could you name three things everyone should do in their life? First, meditate. Everyone should learn to calm their thoughts and control their mind. Meditation teaches us to live in the moment, reducing anxiety about the past and the future. Through meditation, we find inner peace and become better equipped to make healthier decisions in life. Second, surrender. In life, you can't control everything, and some situations just must be accepted. It is not about accepting defeat; it's about taking a more rational and constructive view of reality. It helps us see things more clearly and calmly, and helps us deal with challenges more easily. Third, take responsibility. Everyone must take responsibility for the decisions



tales of the Caspian Sea



There's a story enclosed in every pendant – a masterpiece offering a glimpse of heaven, unspoken tales of the Caspian Sea, and the power of flowers. This is reflected in the Mu Art jewellery by Murad Mammadov. His unique personality is proof that everybody can make something extra-ordinary. Murad is a self-development specialist whose career path has been shaped by a variety of roles. After exploring different fields, he discovered that his true calling lay in the art of jewellery, leading him to establish Mu Art. What makes his jewellery truly special is that all items are handmade, each one with a small world in itself.

INTERVIEW NIGAR GAHRAMANOVA
PHOTO ELMAR MUSTAFAZADEH

Tell us the story of how Mu Art Jewellery was established. What was the hardest part of it?

There were many difficulties on the way. One of them was to keep going even when there were no clear results. Sometimes the steps taken don't meet expectations, and in these moments, you need to continue so that you are even closer to success. It is hard to be disciplined in these moments, but I was able to do it.

Seems like your pendants tell a whole story. How did you come up with such an incredibly interesting hobby that grew into a business?

Blogging and creating content for social networks is a hobby that I have been doing for more than ten years. Back then, sharing videos wasn't in fashion – there was no Instagram – but I used to share articles and photos on websites and Facebook. There were times when only 10-15 people would read my posts, but I carried on because I'm truly passionate about this hobby. But as the possibilities of social networks expanded, I became more popular. And by combining my hobby with my accessory-making business, I managed to introduce this small project to millions of people through my videos.

What do you give to people through your creativity?

Whether through my work or my lifestyle, I try to remind people that their limits are far beyond what they believe. Many people are unaware of their true potential. I raise awareness in them.

Why jewellery? Do you plan to discover other forms of creativity?

I'm very good at doing things that require precision, delicacy, and elegance. For example, when I walk with crutches, I have to maintain my body's balance to avoid falling, especially when climbing or descending stairs. I never thought of working in jewellery, but it turned out that I was very good at it, and I decided to pursue it. But I'm also considering starting to paint.

Could you name three things everyone should do in their life?

First, meditate. Everyone should learn to calm their thoughts and control their mind. Meditation teaches us to live in the moment, reducing anxiety about the past and the future. Through meditation, we find inner peace and become better equipped to make healthier decisions in life. Second, surrender. In life, you can't control everything, and some situations just must be accepted. It is not about accepting defeat; it's about taking a more rational and constructive view of reality. It helps us see things more clearly and calmly, and helps us deal with challenges more easily.

Third, take responsibility. Everyone must take responsibility for the decisions in their lives. Instead of blaming others and making excuses, we need to accept what happened and take action. This approach empowers us and gives us the energy to change our lives.

How did you realise that you should do this creative work?

While working at my last job, in the bank, I realised that a standard work schedule didn't suit my lifestyle. That's when I decided to start my

own business. I explored different business ideas and found myself in this business.

As a self-development specialist, what is the most important aspect of personal development for you? What should self-development be based on?

The most important thing in personal development is to clarify for yourself what you truly want. Once that becomes clear, developing yourself becomes much easier. In general, if you want to remain competitive, you must always stay committed to working on yourself.

Tell us about your book.

Ten years ago, I wrote and published a Map of Success. This book mainly talks about the difficulties I faced since childhood due to my disability and how I overcame them. The book aims to motivate the reader and be a guide for self-development. It contains examples from the lives of other spiritually strong people and facts from psychological tests and experiments.

As a multifaceted person who has worked in different fields, in which one did you find yourself most comfortable?

I am a freedom-loving person. That is why I'm most satisfied with working in distance and online sales. In other words, the accessories business I currently run suits me perfectly. The timing for preparing products and organising their sale is completely in my hands. I can speed up the processes and increase the scale of the work, or I can slow down if this is what I prefer.

Of all the products you have made, which one is the most special to you?

Of course, the Caspian Sea jewellery is the most special one. It made me famous all over the world. Just recently, I spoke with a tourist from the Netherlands who told me he had seen a video of me making the Caspian Sea accessory online and recognised me in person.

What was the most pleasant and unexpected moment in your work?

Two things were very unexpected to me. First, my video showing the creation of the Caspian Sea accessory has been viewed 92 million times on YouTube.

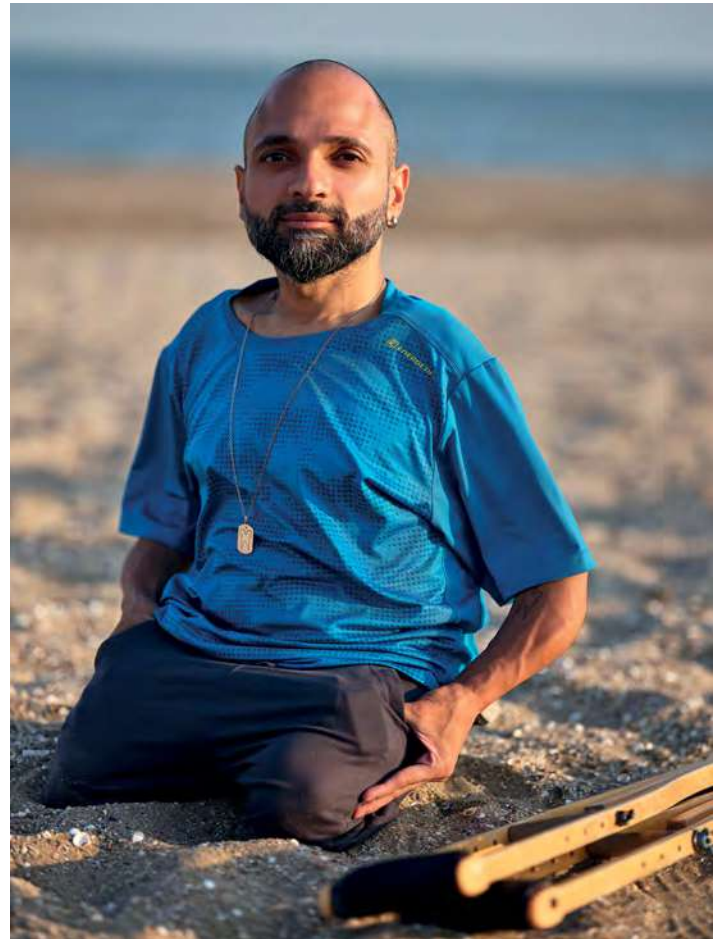
Second, the accessories I make are made from a liquid called epoxy resin. Once I made about a hundred accessories and left the liquid to harden. However, the balcony door was left open, and dew came in from the outside. The accessories copied this dew, became matte, and lost their transparency. As a result, about a hundred pieces became unusable.

What advice would you give to people who see everything as an obstacle and don't want to leave their comfort zone?

No one can make you happier than you can yourself. Only you can bring the greatest beauty and happiness into your life. So, don't wait for a saviour – take action.

Your favourite quote...

I wrote this phrase spontaneously about ten years ago: "Even if you don't burn, keep trying to spark, because the wind can start at any moment."



which captures and reflects the surface of anything it touches





“ don't wait for a
saviour - take action





SEE
YOU
IN

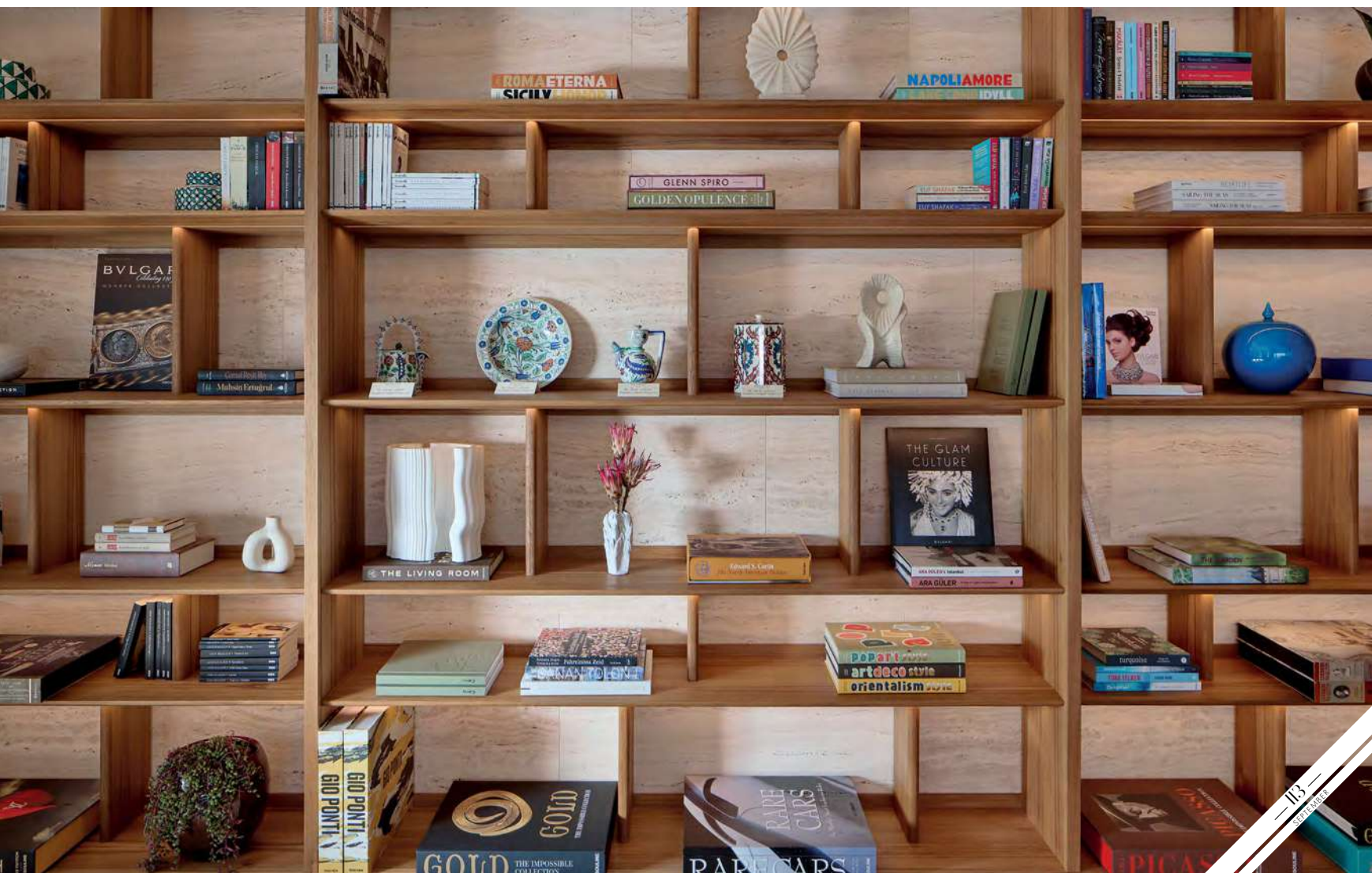
B O D R U M

INTERVIEW NIGAR GAHRMANOVA
PHOTO PRESS MATERIALS

The dream of blending the luxurious Italian essence of Bvlgari with the ancient charm of Bodrum, the Turkish sun, and summer fantasies is no longer a distant vision - it is now becoming a reality.

As both a renowned jewellery house and a luxury collection of hotels and resorts, Bvlgari continues to captivate us with its magical surprises.

Enjoy this exclusive interview for NARGIS Magazine with Silvio Ursini, Group Executive Vice President of Bvlgari Hotels & Resorts, whose creative vision is deeply linked to the DNA of the brand.



How did Bvlgari decide to open hotels, and what was your first experience like?

The idea was actually first conceived in the late 1990s. We realised that our clients were looking for a more intimate connection with the brand – one that extended beyond jewellery and watches into lifestyle and the art of living.

At that time, there were few truly top-tier luxury hotels. You had the classic institutions like the Ritz in Paris or Claridge's in London, but many of the new hotels felt more commercial – what we'd call "business luxury." Our clientele wanted something more special. So, we said, we don't want to become a hotel chain. We're not looking to open 50 or 100 properties. Perhaps just eight or ten, a small collection of Bvlgari homes. That's how it all began. The first was in Milan. People were very sceptical. Some said, "You're jewellers – what do you know about hotels?" But when we opened the Milano property, with its understated garden and refined atmosphere, people began to see how we were translating the Bvlgari philosophy into hospitality. Not commercial, but elegant and timeless.

What will make the Bodrum hotel and residences unique?

Bodrum itself is already an extraordinary destination. There are gorgeous landscapes, beautiful sea, and protection from strong winds. Take a boat here, and it feels like paradise compared to many other places.

I love Bodrum. I've been there many times. In Greece, the wind can be overwhelming; in Italy, sometimes it's cloudy; in France, the atmosphere isn't always so warm. But here, everything aligns perfectly: climate, culture, charm. And then we found this incredible site. You've seen the construction – it's already amazing. Imagine it when finished, with architecture and landscaping complete. It's truly a hidden gem.

What inspires you when designing the interiors and exteriors?

When it comes to the mansions in particular, we strive to strike a delicate balance. We want to express contemporary Bvlgari style. Contemporary design can sometimes feel cold, but we aim for richness, warmth, and subtlety. After all, these are private homes. Their owners bring their own taste, art, rugs, and furniture. Our role is to create an elegant, understated stage where their personality can truly shine. In the hotel, the design language is more distinctly "Bvlgari", whereas in the mansions, it's more discreet.

I also appreciate the sense of privacy these spaces offer. Every villa and hotel room enjoy uninterrupted views – there's nothing but nature in sight. The site's topography allows for a cascading effect, which is truly unique.

What will the Bodrum project offer that others don't?

Each of our projects is different, and in Bodrum, it's all about the balance between intimacy and vibrancy.





But when we opened the Milano property, with its understated garden and refined atmosphere, people began to see how we were translating the Bvlgari philosophy into hospitality

”



The hotel is small, with just 40 rooms and 40 villas, making it exceptionally exclusive. In addition, we have 100 private mansions. Along the coastline, guests will find dynamic, high-energy zones: a beach club, a bar, Italian and Japanese restaurants, and even an amphitheatre. So, you can choose solitude or social connection.

How do you choose locations for new projects?

We're very selective, and we're not in a rush. A location must be vibrant and luxurious, like Bodrum. When I first stepped onto the future Milano site, I knew instantly and said, "Where do I sign?" It was the same in Rome. You simply feel it. In Paris, it's different. The city is full of grand palaces, big hotels. So, we wanted something more intimate, almost like a private club. And it works, many of our guests return again and again.

Do you have brand ambassadors for the hotels?

Not officially. We have many friends, celebrities, and influencers, mostly the same ones associated with the jewellery brand, but we don't use official ambassadors for the hotels.

Who are your partners here?

We only collaborate with people who are both financially strong and emotionally invested in the brand. They've visited our hotels in Rome, Dubai, and elsewhere – they're genuine admirers of the brand. For them, it's not just a business venture; they put their heart into

it. Just yesterday, they said to me: "You remember everything, every detail, it's incredible." The truth is, I carry these projects in my heart. The last opening was in Rome two years ago, and the next will be in the Maldives. Because we open so few hotels, it allows me to curate each one carefully, like raising a child.

Do you have a favourite project?

Do you have children? Then you'll understand – it's hard to choose a favourite. Every hotel has been a personal journey into new cultures. But perhaps Milano, because it was the first. Bali also holds a special place in my heart. I lived there with my family for two months before opening. We became part of the local community, and the people there are truly extraordinary. Their culture and kindness stayed with me.

What is the mission of Bvlgari Hotels & Resorts?

It's very simple: to bring the Bvlgari art of living into the world. We're Italian, so our DNA includes design, cuisine, and service – everything done with warmth and style. We do pizza. Not because we have to, but because it's not just any pizza. Our pizzas might come topped with raw shrimp or caviar. Even a margherita here is something unforgettable. For example, in Dubai, we partnered with a young, award-winning chef from Rome who makes the best pizza in the Middle East. That's our philosophy: always collaborate with the very best.

How does Bvlgari’s jewellery heritage influence the hotels?

The answer is rather metaphorical. We approach each hotel as if it were a fine jewel. First, we find the right stone. Then we clean it, design the jewel, and finally, set it. Similarly, we choose the location first. It’s a non-commercial approach, very much like creating a high-jewellery piece, something one-of-a-kind. Then, when you step into the hotel, you’ll find subtle nods to the brand: the star motif, the Pantheon mesh, the Caracalla fan patterns, archival images, vintage advertisements, and original sketches. There’s a refined feeling in everything, from the floral arrangements to the overall composition. It’s never overt or commercial, but it is unmistakably Bvlgari.

What are the three golden rules of hospitality at Bvlgari?

Interesting question. Of course, impeccable service. We believe in delivering it with authenticity and warmth. Service must be tailored to each individual. Each human is different. Some guests love to chat and you might find yourself in the lift asking, “How are you? Where are you coming from?” Others prefer quietude. It would be much easier to give the same speech to every guest, but reading people is an essential skill. And that’s what makes our service special. We avoid robotic routines. Instead, we foster real human connection.



refers to the Baroque architectural tradition of Rome, which is a source of inspiration for Bvlgari



THE FIFTH ELEMENT

IDEA ULVIYYA MAHMUD

A

I

A

Hermès Budy charms

Luxury of each element in its resource. Discovering them, you can feel the fifth element – the energy, the gravity of pure love that brings balance to natural elements, the touch of art, and the expressiveness. The fifth element is hidden between the energies of the other four. We can't see it, but we can feel it. We decorated all the elements with jewellery that transmits their vibes.



Members of the Apollo 13 crew
leave the Earth, March 26, 1970



EARTH



ALAYA Brass necklace

FEEL THE FIRE

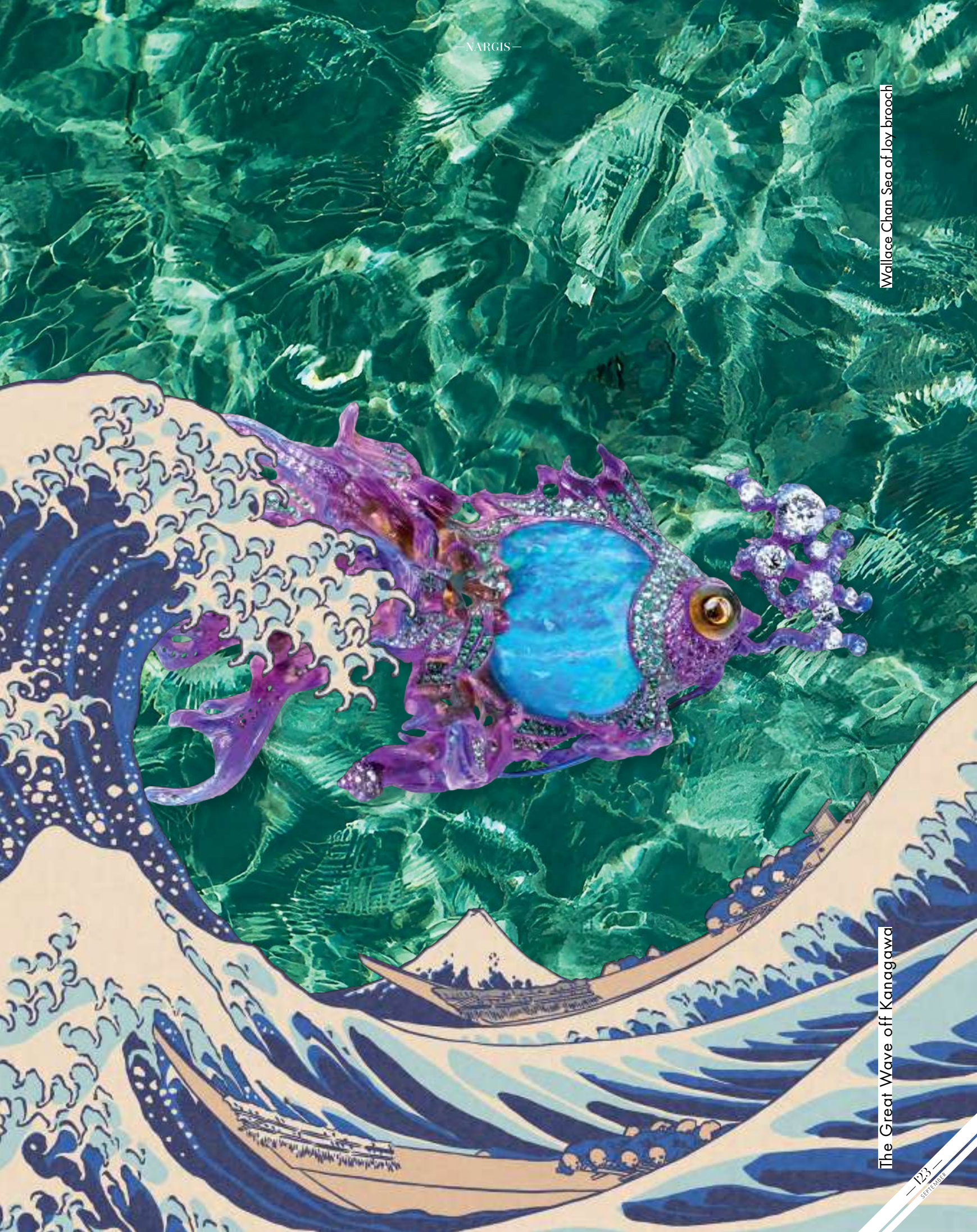


ALAIÀ Le Cœur Bombe earrings

WATER



Tiffany & Co. Blue Book 2023: Out of the Blue collection brooch



BLING BLING

SECRET

Bulgari Serpenti Secret Watch



It's A, it's A, it's A.. It's The Fifth... Element



CHANEL tennis racket



ASAP Rocky x Ray Ban sunglasses



WHOOP band



Hermès Off Piste telescopic ski poles



CHANEL brooches

Pucci tri-color print thermo bottle



Discover This Cover

Every time we spend time in nature, we discover the elements of the world around us. There are basic symbols of nature that charge and fulfil. And the most powerful of them is human energy, like a separate element. When a person is charged with strength and in harmony with everything around, it's easier to discover himself, the world, and his own nature. There are no limits to discovery, especially if you choose the pieces from our must-have list.

OBJECT OF DESIRE



Hermès Headphones

Discover the beauty of natural sound in the newest masterpiece from Hermès. These sleek headphones in Hunter cowhide are slaying fashion with their exclusivity and high-fidelity sound quality.



Ay Qonshu

Baku, Izmir str. 5
Mob: (+994 50) 711 15 15
@ Ay_qonshu_kitchen
f Qonshu_kitchen

How is photographing architecture different from photographing people? A good question. First of all, architectural photography is very static in contrast to photographing people. Architecture is almost exclusively photographed from a tripod. The aim here is to depict a spatial concept as accurately and at the same time as interestingly as possible. It's calm, concentrated work. When photographing people, the aim is to depict the uninterrupted flow of movement and changing facial expressions. It is therefore a more dynamic work with a handheld camera. You take pictures of libraries, palaces, contemporary and historical buildings, art pieces. Which one do you like the most and why? In fact, for the last 10 years, I've mainly been busy photographing libraries. I stopped working on commission for architects almost 20 years ago and have instead been presenting my work through galleries. An exhibition on libraries at a Parisian gallery gave me the push to fully embrace this subject. Alongside this, I've also been passionate about plant photography for several years – a field that's equally close to

MMA

*He is also known as the most
photographed bookseller in the world*

The extraordinary bookseller since 1963

Editor's Diary:

I travelled from Spain to Morocco by ferry, then took a train in Tangier to Rabat for an interview that I had been waiting for 5 months. I have always been interested in authentic people, people who are not looking for fame, people who sincerely love what they do and do it to the fullest. For me, interviewing is not about making a cover story; it's not about A-list stars, and it's never about me; it's about meeting a real person and understanding their perspective.

Mohammed Aziz is not an ordinary bookseller. His personal story of rising above poverty through books is more than inspiring. If you ask him for the title of his favourite book, you will not receive a definitive answer; he loves them all. I'm definitely willing to travel thousands of kilometres to meet people like him: honest, passionate, and dedicated to work. Enjoy our heart-to-heart conversation!

INTERVIEW ULVIYYA MAHMUD
PHOTO TOGHRUL MAHARRAMLI



اللَّهُمَّ صَلِّ وَسَلِّمْ عَلَى نَبِيِّنَا مُحَمَّدٍ



Ulvriyya Mahmud gave him Əlifba. A Cultural Alphabet in Arabic as a present

How did you start your bookselling journey?

I used to read a lot. At some point I gathered a lot of books and decided to sell them, however, I couldn't get any price from booksellers, so I started selling them myself.

How many books do you sell a day?

I would say about 8 books a day. There are days when I don't sell anything.

How many books have you read?

It's hard to say: I have spent 62 years buying and selling books. But, I suppose, I've read roughly over two thousand books.

Do you have rare manuscripts in your library?

No, I don't have any rare manuscripts or books, because they are very expensive.

How many hours a day do you read?

I spend 6-8 hours a day reading.

Does everyone in your family read as much as you do?

My parents are illiterate. So, I am the only one who reads this much.

What languages do you speak?

I speak French and Arabic.

Do you ever take notes while reading?

If I read a book, I wouldn't read it again. It doesn't keep its sweetness, unless it's a book you really enjoy, like *One Thousand and One Nights* which I have.

Do you have a favourite book?

My favourite book is the Qur'an, because it talks about the present, the future, and the past, it's the one book that I carry with me all the time. Always with me. Besides Qur'an I really like Victor Hugo's *Les Misérables*.

Do you have any favourite quote?

Les Misérables is all beautiful, if you read it you will like it all, from the beginning to the end.

Often classical novels are made into movies, do you think watching a movie is as effective and have the same depth as reading a book?

I don't think reading books and watching movies based on those books is the same: movies don't capture everything within a book.

Is there a book that you would never sell?

I can't avoid selling a book – that's how I make a living. If I see a

a classic of French literature first published in 1862

French writer and novelist

profit in it, I sell it, because that's my livelihood.

Did you have a passion for books at school?

Yes. I believe that each of us has a destiny even before we are born. You cannot know if a person will be a scholar or a doctor, that comes from God.

Were you ever interested in going outside Morocco to see the world?

I am only interested in reading books. I read a lot about Europe and other places. I travel through books: when I read something, it is like seeing a picture. I have never left Morocco; however, I did travel to other Moroccan cities. My favourite Moroccan city is Rabat, because I have a special bond with it: I grew up and studied here.

What's your favourite book genre?

I love books that have truth in them. For example, I enjoy reading *Pierre Bellemare*.

Have you ever changed anything about the bookstore?

I have never changed anything. The only thing that changes is books.

Where do you get your books from?

There is a place in Rabat where they sell books – this is where I get my books from.

What do you do with books that are gifted to you?

I say thank you and sell them.

Will you sell *Əlifba. A Cultural Alphabet*?

No, I will take it home, read it, and put it on a shelf. Thank you.

Can you finish the phrase "a book is ..."?

A book is a mate.

Can you tell us about your day?

I wake up in the morning, I pray fajr first, then have a breakfast, then I come here. It takes me about an hour. I stay until evening prayer, then I spend another two hours closing up. It's a hard work, even like this. At home I eat dinner and go to sleep. I spend much of my time reading here, in the bookstore.

What is your message for our readers?

For young people, I would say: don't just study at school. Do practical work too, like mechanics or working with your hands. Learn skills that are tangible and useful, not just academic subjects like law or economics. Experience and hands-on work are important. And don't spend all your time on your phone.

How can you leave your books unattended outside your shop?

Those who can't read
won't steal them and
those who can, aren't
thieves.

**“Do
practical
work too**



Mon miroir est mon meilleur ami, car lorsque je pleure, il ne rit jamais.
"Une journée sans rire est une journée perdue."

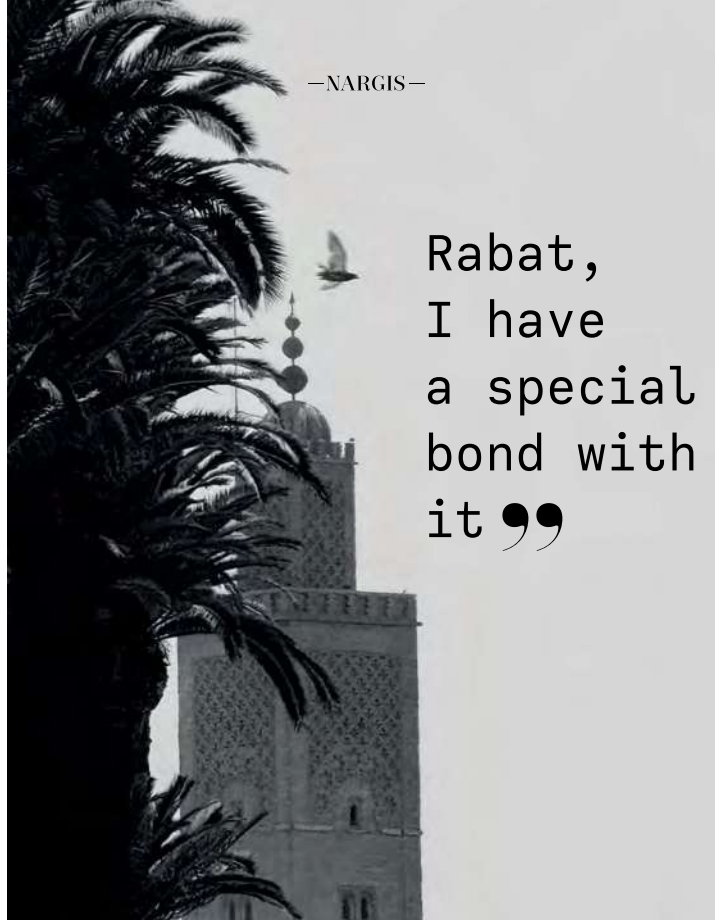
الله اعلم
والله اعلم



A book is a mate



”



Rabat,
I have
a special
bond with
it ””

- ❖ His career started under the shade of a tree, with a rug and nine books.
- ❖ Mohammed Aziz spends 6 to 8 hours a day reading books.
- ❖ On average, he sells eight books a day.
- ❖ Five times a day he walks to a nearby mosque to pray.
- ❖ Mohammed Aziz became fluent in French and Arabic without ever having finished school.

What are the greatest danger in modern society?
Ignorance.



Photo © Gerhard Kassner

Through the Lens of Libraries

Reinhard Görner has spent decades capturing breathtaking architecture through his lens, but lately, it's libraries that have truly stolen his heart. His images don't just show buildings – they reveal the quiet beauty, history, and soul within these spaces.

In this interview for NARGIS Magazine, Reinhard shares how he found his calling, what draws him to libraries, and why these places matter now more than ever.

INTERVIEW ASMAR BAYRAMOVA
PHOTO REINHARD GÖRNER

Phillips Exeter Academy Library, Exeter, New Hampshire, USA
Opening: 1975





ART

University Library, Jacob-and Wilhelm-Grimm- Center', Berlin, Germany
Opening: 2009

How did you find your vocation as an architecture photographer?

Vocation is a good term because it implies hearing a voice. That actually happened to me. I heard a voice saying just one word: "architekturfotografie." It was then clear where the path would lead. Before that, I had been a freelance photographer with no special field of interest.

How do you choose locations for your photographs?

When I started, there was an International Building Exhibition in Berlin. Many well-known architects from all over the world designed buildings in West Berlin. There was a great need for documentary architectural photos. So I worked on behalf of architects.

How is photographing architecture different from photographing people?

Good question. First of all, architectural photography is very static in contrast to photographing people. Architecture is almost exclusively photographed from a tripod. The aim here is to depict a spatial concept as accurately and at the same time as interestingly as possible. It's calm, concentrated work. When photographing people, the aim is to depict the uninterrupted flow of movement and changing facial expressions. It is therefore a more dynamic work with a handheld camera.

You take pictures of libraries, palaces, contemporary and historical buildings, art pieces. Which one do you like the most and why?

In fact, for the last 10 years, I've mainly been busy photographing libraries. I stopped working on commission for architects almost 20 years ago and have instead been presenting my work through galleries. An exhibition on libraries at a Parisian gallery gave me the push to fully embrace this subject. Alongside this, I've also been passionate about plant photography for several years – a field that's equally close to my heart.

was an urban renewal project in West Berlin. Initiated in 1979, it was completed in 1987, matching the 750th anniversary of Berlin's founding

You have loved reading since you were a child. Does this passion for reading influence your approach to photographing libraries?

I wouldn't say so. What interests me about libraries is their fantastic interior design, especially in historical ones.

Do you have a favourite library?

Of course, there are many. Still, there is the first one I photographed for this body of work, the Upper Lusatian Library of Sciences that holds a special place in my heart. I would also mention the Library of Trinity College Dublin, and, for a fantastic contemporary example, the Oodi Library in Helsinki.

Do you visit libraries only to take pictures, or do you also read there?

I visit libraries exclusively to photograph these spaces. There's no shortage of reading material elsewhere – books, online articles, endless resources. So, there's no need for me to go to libraries to read.

These days, bookshelves are often virtual. How do you think this will affect the design of libraries in the future?

Definitely it will. The Oodi Library in Helsinki shows where the development could go. Alongside traditional bookshelves, it offers a wide range of services for visitors: computer workstations, 3D printers, sewing machines, music studios, and more. The spatial concept there is very diverse.

Can you tell anything about the country from its libraries?

Difficult to say. You would have to look at libraries in different countries that were created in the same historical period. And of course, there are differences between Spanish, Austrian, German, and French baroque architecture, for example. There are certainly stylistic and atmospheric differences.



Law Library, Zürich, Switzerland
Opening: 2004



Library of Mediacenter Cottbus (IKMZ), Germany
Opening: 2004



Upper Lusatian Library of Sciences, Görlitz, Germany
Opening: 1806



The Long Room, Library of Trinity College, Dublin, Ireland
Opening: 1732

City Library Stuttgart, Germany
Opening: 2011





-NARGIS-

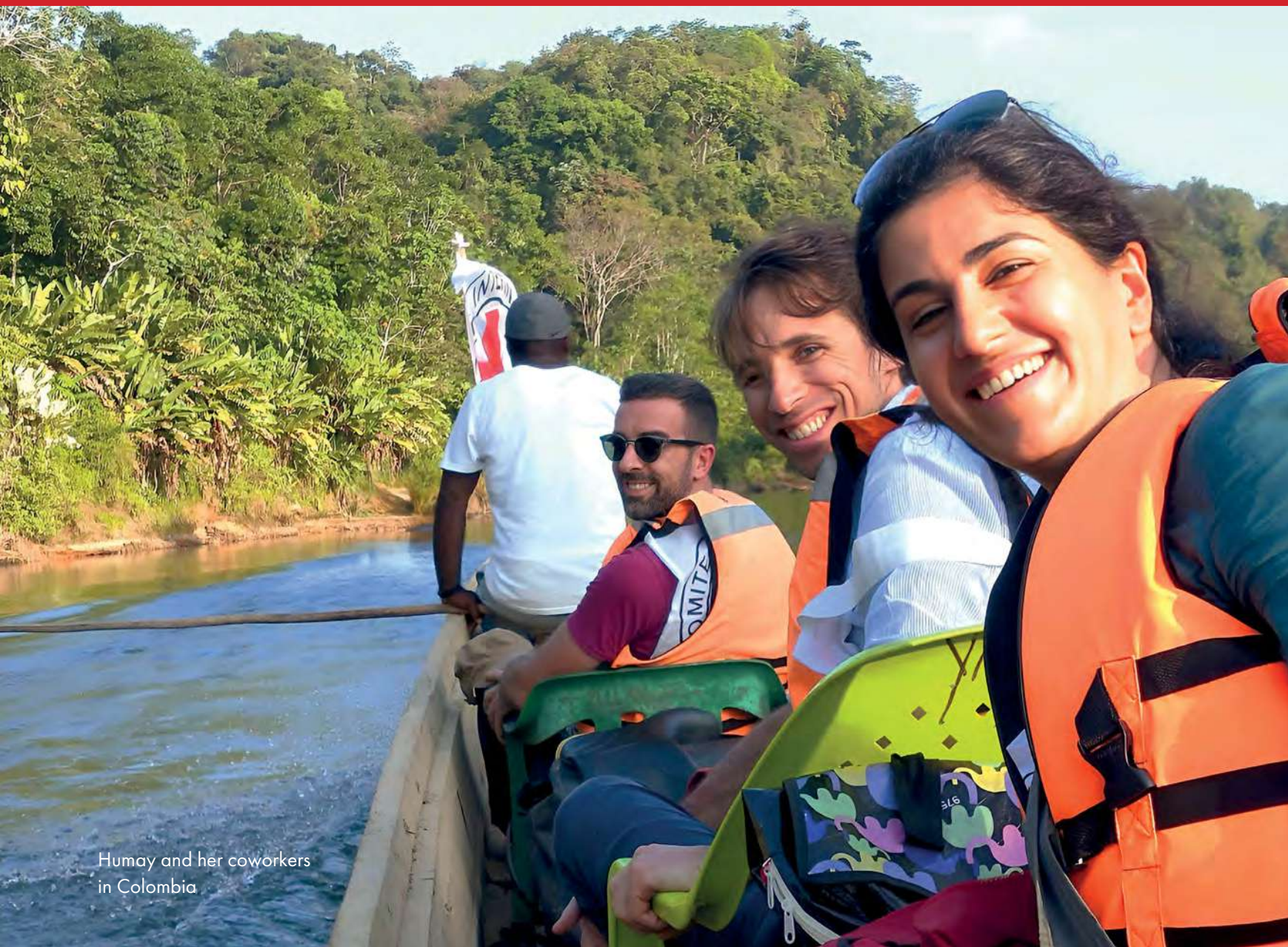
I visit
libraries
exclusively
to photograph
these spaces ☺☺

Bringing Hope with “Huma Quşu”



Mission to the South African Republic, Bambari, where Humay served as a Delegate for the International Committee of the Red Cross

Everything in our lives starts with a story. The “Huma Quşu” Educational Support Fund was born out of love and the belief that even the deepest loss can be transformed into hope for others. The fund opens doors for young people, giving them a chance to learn, dream, and shape a brighter future with education. In this interview with NARGIS Magazine, Shahla Vazirova, Founder and President of the “Huma Quşu” Educational Support Fund, shares the history behind the fund, reflects on the past projects, and reveals future plans.



Humay and her coworkers
in Colombia



Humay and her coworkers
in Colombia

What inspired the creation of the “Huma Quşu” Educational Support Fund, and what are its goals?

In March 2021, our family faced an unimaginable tragedy. We lost our daughter Humay. At the time, she was working for the International Committee of the Red Cross as the group leader for the Protection of the Civilian Population in Medellín. She was an extraordinary young woman – a curious adventurer with a strong sense of justice.

In her memory, we decided to continue the work she believed in so passionately. That’s how the idea of establishing a charitable fund was born. As an initial donation, we used Humay’s salary, which she didn’t use much and was accumulated in her bank account. Inspired by her love of learning, we chose to focus the fund’s mission on education. Our goal is to support talented, hardworking young people from underprivileged backgrounds by giving them access to education both in Azerbaijan and abroad. The fund serves all youth who meet our core criteria: financial need, intellectual ability, and a commitment to their studies.

What projects has the fund implemented so far?

The fund has been operating for nearly three years now. In that time, we’ve launched nine distinct programmes. Our first initiative supported veterans of the Second Karabakh War by funding their IT education. We recognised the importance of digital skills in today’s world and saw this as a pathway for young people who have returned from the frontlines.

Another direction of our work has been our multi-level education support programme for talented youth. For example, we run a programme that assists Azerbaijani youth pursuing degrees at ADA University. As part of this, we launched an initiative called “Humayın Təhsil ADA-sı” (Humay’s Island of Knowledge), through which three young women received scholarships of 5,000 AZN each to pursue their master’s degree.

One of our most meaningful programs is Humay’s “Courage Grant.” It’s awarded to students who have demonstrated exceptional bravery in overcoming hardship in pursuit of education.

This year, with financial support from Azercell, we launched a new initiative: “Girls’ Advancement in STEM” programme. The programme aims to encourage young women to pursue careers in mathematics, science, and information technology – fields that are still, unfortunately, male-dominated in Azerbaijan. Initially, we planned to award five scholarships, but the sheer talent of the applicants moved

us deeply. We doubled the number of recipients, ultimately awarding grants of 2,500 AZN to 10 young women. Both Azercell and the Fund contributed equally, bringing the total to 25,000 AZN.

Who applies for the scholarships and why?

Our doors are open to Azerbaijani citizens between the ages of 16 and 35. Strong academic performance is essential, but just as important is financial need. Applicants must come from households where the average monthly income per family member does not exceed 500 AZN. We receive applications from young people pursuing or planning to pursue bachelor’s, master’s, or PhD degrees. Their needs vary widely: some require assistance with tuition fees; others need help covering living expenses, purchasing a new computer, paying for courses or certification exams, or even submitting applications to universities abroad. For PhD students, support often goes toward attending academic conferences or covering the costs of publishing articles and theses.

How do you choose project partners?

Since the core mission of the fund is focused on supporting education, we prioritise collaboration with universities. Our first event was held at ADA University. Over time, we hosted presentations at other universities, including Khazar University, the Azerbaijan State University of Economics, the Pedagogical University, and the Slavic University.

Our partnership with Azercell began by chance. One day, I came across an announcement for their programme titled “Empowering lives: women’s support program.” It immediately caught our attention; we reached out to Azercell and proposed a collaboration, and thankfully, our project was selected.

What are the fund’s plans for the near future?

In September, we plan a presentation at the Azerbaijan Medical University. On November 1, we will announce the autumn call for the “From Dream to Reality” competition. On November 16, on the eve of Humay’s birthday, we will host a charity gala at the Opera Studio of the Baku Music Academy, hosting renowned Azerbaijani artists. I’d like to emphasise that our artists participate in these events without any compensation. Their generosity makes a meaningful contribution to the development of education. I also invite readers of NARGIS Magazine to our upcoming event.



Baku, 1966

o l d b u t g o l d



Baku, 1966



Baku, 1948

Join us on this trip through old and kind Baku.

Explore the stunning architecture and fascinating history.

Old Azerbaijan exists in photography almost as vividly as if we had an actual memory from half a century ago.

We have decided to take you back in time with this remarkable collection of old photographs. Enjoy!



Baku, 1948



Baku, 1968



Baku, 1969



Baku, 1964



Baku, 1986



Baku, 1960



Baku, 1965



Baku, 1963



Baku, 1966



Baku, 1965



Baku, 1970



Baku, 1980



Baku, 1975



Baku, 1967



Baku, 1972



Baku, 1953



Aghdam, 1968



Shamakhi, 1971



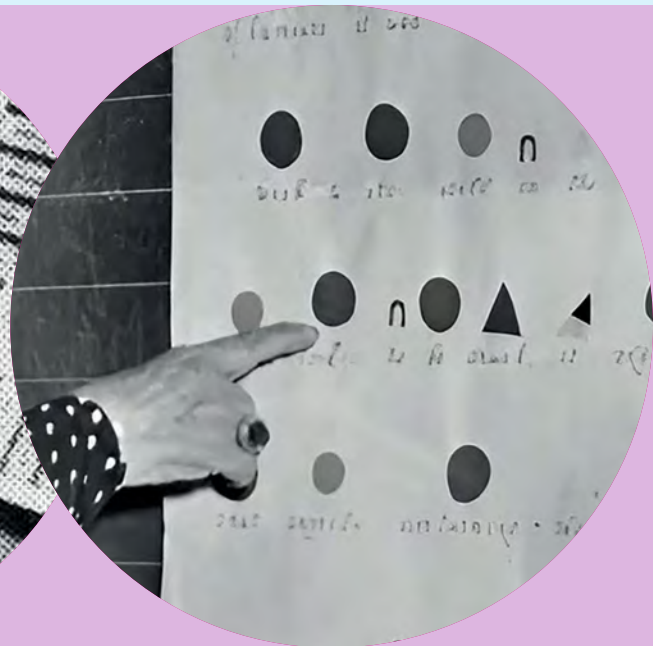
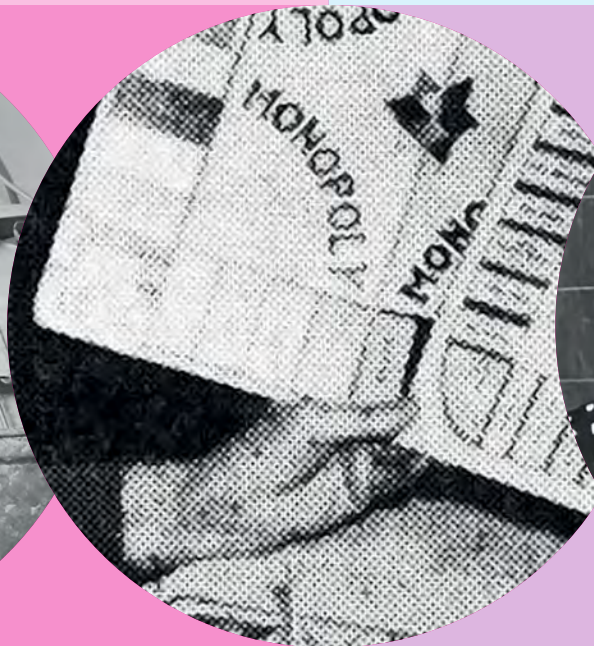
Shamakhi, 1976

Women Discoverers

Who Shaped the World We Live In

TEXT ALEKSANDRA SHLYAKHTINA
PHOTO PRESS MATERIALS

These women didn't just uncover facts; they revealed meanings no one had dared to look for. There were setbacks, hesitation, and silence, but each time a quiet curiosity turned into a clear voice of insight. Through moments of uncertainty and sparks of intuition, these 13 discoveries by women shaped more than knowledge; they redefined the act of finding itself. Each story is a reminder that discovery is not just a moment of triumph, but a process of staying open, alert, and brave. Their paths show that true discovery begins when we dare to notice what others pass by and follow it to the end.



Random fact

We owe a lot of major inventions to women. For centuries, women have made significant contributions to the field of science, but in many cases their invaluable advances are minimised or neglected and not appreciated as it deserved to be.



1 Caroline Herschel (1750–1848)

Caroline Herschel was a German-born astronomer who battled against prejudice to become an accomplished and respected member of the astronomical community. Using a custom-built telescope crafted by her brother William, Caroline began systematically scanning the night sky in search of comets. By 1783, she had identified three previously unknown nebulae, and in 1786, she became the first woman to discover a comet, now named Comet C/1786 P1. Her precise observations earned her formal recognition, including a salary from the British crown and a gold medal from the Royal Astronomical Society – an extraordinary achievement for a woman of her time.

also known as Comet Herschel

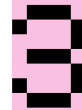


Mary Anning (1799–1847)

Mary Anning, born in 1799 on the southern coast of England, made some of the most significant fossil discoveries in history. For most of her life, her contributions remained unrecognised and largely overlooked. With no formal scientific education, Anning's keen eye and methodical approach led her to uncover the first complete ichthyosaur at age 12, and later the first plesiosaur and pterosaur fossils ever found in Britain. Her work laid the foundation for palaeontology as a science, challenging existing beliefs about the Earth's history and extinction. At a time when many still believed in a world that is only a few thousand years old, Anning's discoveries suggested an Earth shaped by deep time and ancient lifeforms long vanished. Although barred from scientific societies and often excluded from formal recognition, her fossil findings fuelled debates that would shape geology, evolutionary theory and natural history itself. Today, she is rightly honoured as a pioneer who helped us see the past not just in fragments, but as a vast, unfolding story written in stone.



the remains of extinct marine reptiles that resembled dolphins or whales



Josephine Cochrane (1839–1913)

Josephine Cochrane, a wealthy socialite known for hosting lavish dinner parties in her mansion, grew increasingly frustrated with her household staff. They often chipped her fine china while washing it by hand, an inconvenience she believed could be solved with a machine. Determined to create something better, Cochrane designed the first practical automatic dishwasher in 1886. Her invention used water pressure rather than scrubbers, with dishes placed in wire compartments inside a copper boiler. A motor powered a wheel that sprayed hot, soapy water onto the dishes as it turned, an innovative mechanism for the time. After the death of her husband, who left her in debt, Cochrane had little choice but to turn her invention into a business. She patented the dishwasher and launched her own company to manufacture them. Josephine Cochrane's legacy lives on both as an inventor and as one of the pioneering women in engineering and entrepreneurship.



4 Elizabeth Magie (1866–1948)

Many believe Monopoly was invented by Charles Darrow in the 1930s, but the real creator of the game's concept was Elizabeth Magie, a woman almost entirely erased from history. Back in 1904, Magie patented a board game called *The Landlord's Game* to illustrate the dangers of economic inequality and monopolies. Her version already included many features found in today's Monopoly: properties, rents, tokens, and the goal of dominating opponents. Over time, homemade versions of her game spread across the United States. Decades later, Charles Darrow discovered one of these versions, slightly redesigned it and sold it to Parker Brothers as his own. The company promoted him as the sole inventor, while Magie's name was forgotten. It wasn't until the 1970s that her contribution was rediscovered. Today, Elizabeth Magie is finally acknowledged as the woman who laid the foundation for one of the world's most famous board games.

was an American toy and game manufacturer which in 1991 became a brand of Hasbro

5 Maria Montessori (1870–1952)

An Italian educator, Maria Montessori transformed the world of education with a method rooted in curiosity rather than in control. Observing children in a Roman care centre, she discovered that when given freedom within structure, children naturally sought out learning. This led to the creation of the Montessori method, an approach focused on hands-on exploration, self-directed activity and respect for a child's individual pace of development. At a time when education was rigid and teacher-centred, Montessori introduced a radically new way of studying: one where the classroom became a space of discovery, not instruction. Her techniques spread globally, influencing not only early childhood education but also ideas of human development more broadly.





E Inge Lehmann (1888–1993)

Inge Lehmann, a Danish seismologist, transformed our understanding of the Earth's interior. In 1936, while studying earthquake data, she noticed seismic waves behaving in ways that couldn't be explained by existing models. Her bold conclusion: the Earth wasn't just a liquid outer core surrounding a solid mantle, it had a solid inner core as well. Her theory was initially met with scepticism but was later confirmed by further seismic research. Lehmann's discovery was a major breakthrough in geophysics, reshaping the way scientists understand the Earth's structure. In a field dominated by men, Lehmann earned global respect for her precision, insight and persistence. Her work remains a foundation of modern seismology and an example of how quiet observation can reveal the deepest truths, literally beneath our feet.



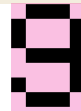
G Gerty Cori (1896–1957)

Gerty Cori faced resistance at nearly every step of her scientific career, not because of her work, but because of her gender. Despite earning a medical degree in Prague, when she and her husband Carl Cori moved to the United States, she struggled to find positions equal to his. Most institutions offered her only low-paid, assistant roles, warning Carl that hiring a woman might harm his career. Still, she persisted. Working alongside her husband in shared labs, often under unequal conditions, Gerty Cori co-discovered the Cori cycle, explaining how the human body converts glycogen into energy. Their research revolutionised biochemistry and paved the way for understanding metabolic diseases. In 1947, she became the first woman to win the Nobel Prize in Physiology or Medicine, yet even that came after years of being sidelined.



Grace Hopper (1906–1992)

After joining the U.S. Navy during World War II, Grace Hopper was assigned to work on the development of the Mark I computer. She quickly rose to lead efforts in computer programming and software development. Hopper is credited with creating the first compiler, a tool that allowed written instructions in human language to be translated into machine-readable code. This innovation dramatically sped up the programming process and revolutionised the way computers operated. She also helped popularise the term “debugging” for fixing programming errors – a phrase inspired by a real incident where she removed a moth (a literal “bug”) from a malfunctioning computer. Hopper remained active in computing until her retirement from the U.S. Navy at the age of 79, making her one of the oldest serving officers in the Navy’s history. Her contributions laid the groundwork for modern computer science and earned her a lasting legacy in technology.



Katherine Johnson (1918–2020)

Katherine Johnson was an American mathematician whose work played a crucial role in the early days of space exploration. At NASA, she was responsible for calculating the flight paths of key missions, including the first American spaceflight by Alan Shepard and John Glenn’s historic orbit of the Earth. In preparation for John Glenn’s orbital mission, Katherine Johnson was asked to manually verify the flight trajectory calculated by NASA’s computers, which were still considered unreliable. Glenn famously said, “If she says they’re good, then I’m ready to go”. Over more than three decades, she contributed to the Apollo missions, the Space Shuttle and early plans for Mars exploration. In 2015, she received the Presidential Medal of Freedom in recognition of her extraordinary contributions.



one of the main characters in the Hidden Figures movie which is based on real-life events



Stephanie Kwolek (1923–2014)

While working as a chemist at DuPont in the 1960s, Stephanie Kwolek made an unexpected discovery that would change the world. In the process of developing strong, lightweight fibres for tires, she created a strange, cloudy solution that defied expectations. When spun, it produced Kevlar, a fibre stronger than steel, yet light enough to wear. Kevlar became the foundation for bulletproof vests, helmets, and protective gear, saving countless lives in law enforcement, the military and beyond. Though it wasn't the breakthrough she set out to find, Kwolek's careful attention and scientific intuition led to one of the most important material discoveries of the 20th century.



is a medicinal plant used throughout Asia and Africa



Tu Youyou (1930)

In the midst of China's Cultural Revolution, Tu Youyou turned to ancient herbal texts to fight a modern plague: malaria. With no PhD or overseas training, she rediscovered Artemisia annua, refining a centuries-old remedy into artemisinin, a drug that would save millions of lives. While others had failed, her insight lay in altering the extraction method, preserving the compound's healing power. Tu worked in silence for years, her name unknown even as her discovery transformed global health. In 2015, she became the first Chinese woman to win a Nobel Prize in Medicine.





12 Julia Kristeva (1941)

A philosopher, psychoanalyst, linguist and literary theorist, Julia Kristeva has reshaped the way we read and think about language, literature, and identity. Kristeva brought together structuralist, psychoanalytic, and feminist thought in groundbreaking ways. One of her most influential contributions is the concept of intertextuality: the idea that no text exists in isolation, but is always woven into a network of other texts, references and cultural meanings. This shifted literary criticism away from viewing works as self-contained objects and toward a dynamic process of meaning-making. She also introduced the concept of the semiotic, a pre-linguistic realm linked to the body, emotion, and rhythm, which she argued exists in tension with the structured, rule-bound symbolic order of language. Through this, she opened new perspectives on how meaning is formed and how literature speaks to what lies beyond words.

*public biopharmaceutical company headquartered in
Newark, California*



13 Ann Tsukamoto (1952)

Ann Tsukamoto is a pioneering American scientist whose work has had a major impact on cancer treatment and stem cell research. In 1991, she became co-holder of a patent for a method to isolate human hematopoietic stem cells, responsible for generating all types of blood cells. This breakthrough enabled more effective bone marrow transplants and opened new pathways for treating leukaemia and other blood-related diseases. Tsukamoto has held senior research and executive positions in several biotechnology companies, including StemCells, Inc., where she continued developing innovative therapies based on stem cell technology. Throughout her career, she has been a strong advocate for advancing regenerative medicine, and her work continues to influence the development of treatments for a range of life-threatening conditions.

MEQA PREMYERA

VİLYAM ŞEKSPİR

HAMLET



QURULUŞÇU REJİSSOR NİHAD QULAMZADƏ

PRODÜSER NİCAT QULAM İŞIQ RƏSSAMI BÜNYAMİN SAILOV

İLQAR CAHANGİR QASIM NAĞI ELŞƏN ƏSKƏROV

KÖNÜL ŞAHBAZOVA ELSEVƏR RƏHİMOV SƏMAYƏ AĞAYAROVA

HEYDƏR ƏLİYEV SARAYI

05.10.2025

How was the Saboon De Luxe brand born?

Saboon De Luxe was born from a dream, not just to create pleasantly scented products, but to offer people small yet meaningful moments in their everyday lives. We stood at the intersection of cleanliness and aesthetics, and that's where we began: years of collected inspiration, hundreds of tests, dozens of studies. The result is a brand that is both visually fascinating and preserves naturalness.

This isn't just a product, it's a feeling of fragrances carefully chosen, designs crafted with passion - a brand where every detail speaks of love.

What does the brand's core philosophy, "The Luxury You Deserve" mean to you? For us, "The Luxury You Deserve" means that everyone should feel valued every single day. It's not just about sparkle or price; it's about the simple joy of a soap that makes you smile in the morning, a scent that soothes your mind, a lotion that makes you fall in love with your own skin. In the fast pace of life, it's a moment of stillness, of self-care, of inner harmony, and it's this feeling we strive to bring to life through our products. How are the ingredients chosen and what does the production process look like?



- THE RISE OF HYPER- -SKIN

We've done the "clean girl" aesthetic, the dewy, filtered glow, but this feels different. More personal. Think of the face not as a canvas, but the whole painting – it is about showing the real you, rather than hiding the freckles, the soft post-walk redness. Hyper-skin is all about showing the truth. Makeup is not disappearing completely, but the formula is getting thinner, more fluid, and working for the skin instead of against it. This autumn, we are letting our skin breathe. Think balmy textures, water-based pigments, and barrier-loving ingredients.

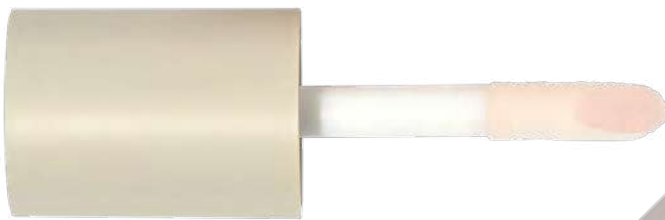
What else is shifting? Our mentality – less routine, more ritual. The beauty world is slowing down, and honestly, it's about time. Skincare is no longer just steps in your routine. It's become a quiet moment of self-care, a way to check in. And there's something beautiful about the fact that we're choosing softness, choosing to nourish instead of hide, choosing skin as a feeling, not a trend.

We talk about authenticity a lot, but hyper-skin might be the first trend that actually means it. No edits, no distractions. Just skin that exists, glows, and holds your story. Skin that flushes when you're nervous, shines when you're excited, and softens when you're at peace.

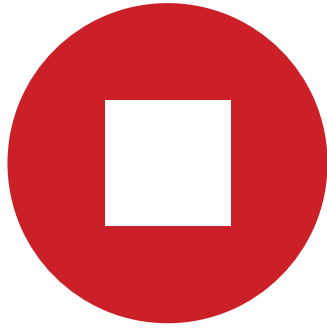
New Era

Sweet September. VACATION MODE ON. This month's new launches are all about that pink-red and sun-kissed flush, that makes you look like you just stepped off a beach in Capri.

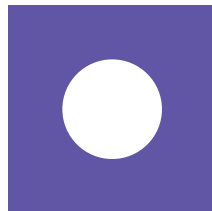
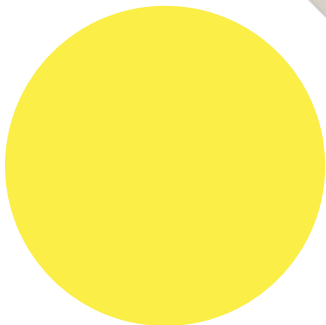
MY BLEND
Lip Expert Pro Collagen

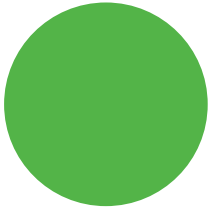


SUMMER FRIDAYS
Blush Butter Balm



CHARLOTTE TILBURY
Unreal Blush Healthy Glow Stick

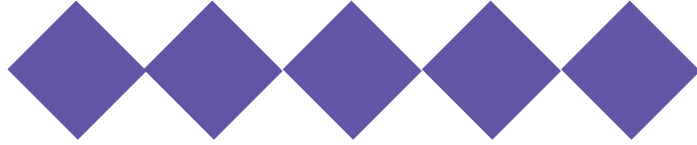




MAKEUP BY MARIO
Master Mattes® Long-Wear
Cream Eyeshadow



DIOR
Addict Lip Glow Butter



SOL DE JANEIRO
Sundays in Rio Perfume Mist



HUDA BEAUTY
Easy Bake Loose Baking & Setting Powder



VIOLETTE_FR
Lip Nectar



HUDA BEAUTY
Lip Contour Lip Stain for 12-Hour Wear





HITS

protect the hair

As summer slowly fades, September calls for fresh rituals and essentials that keep beauty routines exciting and practical. This month's picks are about nourishment, protection, and a touch of playful design. Each one earns its place as a must-have in this month's basket.

LADOR Herbalism Treatment

A restorative boost for stressed strands, this herbal-infused treatment revives hair with deep nutrition and shine.

JANEKE Superbrush

Janeke Superbrush, remaining an icon in vibrant colours, detangles with ease while adding a pop of fun to your vanity.

Q+A Heat Protect All-In-One Spray

A lightweight multitasker that shields hair from styling damage while keeping it soft, smooth, and frizz-free.

AHAVA Mineral Shampoo

Harnessing the power of Dead Sea minerals, AHAVA mineral shampoo gently cleanses the hair, leaving it refreshed and full of vitality.

All mentioned products can be purchased at Aloe Pharm & Beauty pharmacies.



OBJECT OF DESIRE

Dyson Omega™ Nourishing Collection

After reinventing how we style hair, Dyson is now stepping into what we put on it. Meet Dyson's second haircare series – The Dyson Omega™ Nourishing Collection, which includes two key products: hydrating oil and a leave-in conditioning spray. Both of these address dry, frizzy, and tangled hair using a groundbreaking solution – sunflower oil straight from James Dyson's own farm in Lincolnshire, UK.



N_{PR}



Behind the Scenes with Saboon De Luxe



In our day-to-day lives, we often forget to slow down and feel the moment. The chaotic pace of modern routines and lifestyles leaves little time to enjoy the simple yet important things. To achieve mindfulness and be in harmony with our rhythm, it is necessary to surround ourselves with what reminds us of our uniqueness. In this interview with Saadat Hajiyeva, the founder of Saboon De Luxe, we explore ways to achieve the absolute peace with our inner world.



How was the Saboon De Luxe brand born?

Saboon De Luxe was born from a dream, not just to create pleasantly scented products, but to offer people small yet meaningful moments in their everyday lives. We stood at the intersection of cleanliness and aesthetics, and that's where we began: years of collected inspiration, hundreds of tests, dozens of studies. The result is a brand that is both visually fascinating and preserves naturalness. This isn't just a product, it's a feeling of fragrances carefully chosen, designs crafted with passion – a brand where every detail speaks of love.

What does the brand's core philosophy, "The Luxury You Deserve" mean to you?

For us, "The Luxury You Deserve" means that everyone should feel valued every single day. It's not just about sparkle or price; it's about the simple joy of a soap that makes you smile in the morning, a scent that soothes your mind, a lotion that makes you fall in love with your own skin. In the fast pace of life, it's a moment of stillness, of self-care, of inner harmony, and it's this feeling we strive to bring to life through our products.

How are the ingredients chosen and what does the production process look like?

Our products are crafted using only natural and skin-safe ingredients. The essential oils and plant extract we select are chosen not only for their quality, but also for their ability to uplift mood and enhance well-being. The formulation process takes place in the lab, where each blend is carefully tested and refined for scent harmony and performance. Finally, the products are tested with focus groups and only after receiving their approval do they make their way to the shelves.

What does the brand prioritise more: local influences or international trends?

Without hesitation, we would say both. Our roots lie in Azerbaijan – in its nature, its people, and its refined taste. But our eyes and spirit are open to the world. Our unique fragrances are paired with internationally inspired minimalist designs, positioning the brand distinctly on the global stage. By blending these two worlds, we've done our best to create an aesthetic that feels both deeply familiar and globally resonant.

Which audience is most drawn to your products today?

At the moment, our core audience consists of women aged 20 to 45. They are individuals who value the small joys of life, who seek quality not only in appearance but also in feeling – women who approach themselves with love and care. This audience is highly engaged with us on social media, actively sharing their thoughts and playing a key role in shaping our products. Their taste and feedback serve as a compass for us: we trust them, and they trust us.

Who do you plan to focus on more in the future?

In the future, we aim to reach a broader audience with our products. We plan to develop a dedicated self-care line for men, introduce new home wellness items for families, and create lighter, fresher, and more dynamic scents loved by the younger generation, especially Gen Z. At the same time, we hope to explore new segments through gift collections and exciting partnerships. Above all, our mission remains the same: to make this sense of luxury feel personal and accessible to everyone.

The Joy Inside You



Some things in life feel meant to be. Ashley Joy wasn't just an idea – it was a series of little signs, chance meetings, and a deep belief in the power of nature. Aslı Şen set out to craft products that nurture both hair and soul. From a life-changing herbal formula discovered in the most unexpected way to a philosophy that beauty begins with joy. Read about the magic behind the brand in this interview with the founder.

INTERVIEW VALERIA VASILEVA
PHOTO PRESS MATERIALS



Women
are resilient,
intuitive,
nurturing ”

Let's start from the root. What was the first spark behind Ashley Joy – curiosity, frustration, or something more personal?

Actually, Ashley Joy has a very special beginning. I've always cared deeply about what I put in my body, and during my pregnancy, that mindfulness extended to every personal care product I used. I began researching ingredients obsessively, making my own natural creams at home, and seeking guidance from experts.

Around the same time, I was searching for a new purpose – something valuable to offer the world. Then came what I call a “planned divine coincidence.” At a wedding in New York, a conversation about natural ingredients led me to meet a man whose wisdom would change my life. Months later, fate brought him to Istanbul, and after a day spent showing him my city, he handed me a white envelope. Inside was a rare herbal formula unlike anything I'd seen. When I tried it, the results were extraordinary, and that formula became the golden Ashley Joy Herbal Hair Care Oil.

I began gifting it to friends, who noticed incredible transformations and encouraged me to share it with the world. More divine encounters followed, each carrying the same message: You have a treasure – bring it to life. Eventually, I realised this was my path: to make the best natural, herbal care accessible and affordable.

As for the name, I wanted something beyond myself and Ashley Joy felt right. Our butterfly-like logo, inspired by a tattoo on my wrist, holds the initials of my family. This brand was born from love, passion, and devotion, which is the root of who I am.

The name Ashley Joy is a part of you. What aspects of your personality live inside the brand?

I'm someone who has always paid attention to the little details, who believes in the power of nature, and who leads with empathy and intuition. These qualities are not just part of my personality – they are infused into every formula, every product, every decision.

Ashley Joy also represents my journey as a woman, a mother, and a seeker. It's a brand built on love, mindfulness, and sincerity. I never wanted it to be just a business. It had to carry meaning, values, and soul. That's why our products are not only effective but also created with genuine care, transparency, and emotional depth.

What does beauty mean to you?

Every woman deserves the very best, and beauty only grows when it's shared. Society often imposes a certain standard of beauty, but in truth, the most beautiful woman is a happy woman. Look at someone who is unhappy: no matter how much makeup she wears, she won't be able to reflect true beauty. Nothing compares to the radiance of a joyful woman, and that glow comes entirely from within.

I believe my brand plays a role in this, touching women's lives, inspiring them, and helping them feel beautiful. That's a very special kind of motivation for me because every woman deserves that.

Has your definition of beauty changed over time? If so, what influenced that shift?

Yes, absolutely, my definition of beauty has evolved deeply over time. In

the past, like many women, I associated beauty more with appearance, symmetry, and how others perceived me. But as I grew, experienced motherhood, and became more connected to nature and spirituality, I began to see beauty as something that radiates from within. What truly shaped this shift was seeing how powerful, magnetic, and radiant a woman can become when she feels genuinely happy, safe, and fulfilled. No amount of makeup can replace the glow of a peaceful soul or a joyful heart. That kind of beauty is timeless, and it can't be bought or faked.

Haircare is deeply personal. What did you want Ashley Joy to offer that was missing from the shelves?

With Ashley Joy, I wanted to offer more than just another product on the shelf. I wanted to create a brand that analyses real needs, follows what consumers are searching for, and responds with effective, honest, and innovative solutions. We're committed to clean beauty – natural, vegan, and cruelty-free – but also to performance. I believe you shouldn't have to choose between what works and what's safe. What was missing from the shelves wasn't just a product, it was a brand with heart, integrity, and a holistic vision of beauty and care. That's what Ashley Joy brings.

Let's talk ingredients. Are there any underrated naturals you always return to?

Care is our top priority. Every single product we offer contains nourishing, restorative ingredients. We have a complete portfolio of products that come to mind when one thinks of hair care. And if we make a promise, we fulfil it using ingredients derived through natural methods, just like in my personal journey.

Beyond the product itself, what kind of feeling do you want to leave with people?

Ashley Joy is about care, not only for the hair, but for the soul. It's about reminding people, especially women, that they are valuable, that they deserve to feel good, and that they deserve the best without compromise. I want Ashley Joy to leave people with a feeling of being seen, cared for, and empowered. When someone uses our products, I want them to feel that their needs were truly understood, that this wasn't just something created for the masses, but for them. I want them to feel a little more connected to themselves, a little more joyful, and a little more confident in their own natural beauty.

Do you feel that being a woman shaped how you built your brand?

Absolutely! Being a woman has shaped every part of how I built Ashley Joy. As a woman, I deeply understand the emotional, physical, and even spiritual connection we have with our hair and our sense of beauty. I know what it means to want to feel good, especially during vulnerable times like pregnancy, motherhood, or simply the daily pressures we face. This perspective influenced everything: from the choice of natural, gentle ingredients to the way we approach care holistically.

Women are resilient, intuitive, nurturing – and I believe all those qualities live inside the DNA of this brand. Ashley Joy was built with heart, by a woman, for women, and I think that makes all the difference.

And finally, what's next?

My goal is to elevate Ashley Joy to even greater heights. As a Turkish female entrepreneur, I want to represent my country on the global stage, continuing to create new solution-oriented product lines and innovations, and achieving what many might call impossible.

rejuvenates hair from the roots



Double



Trouble











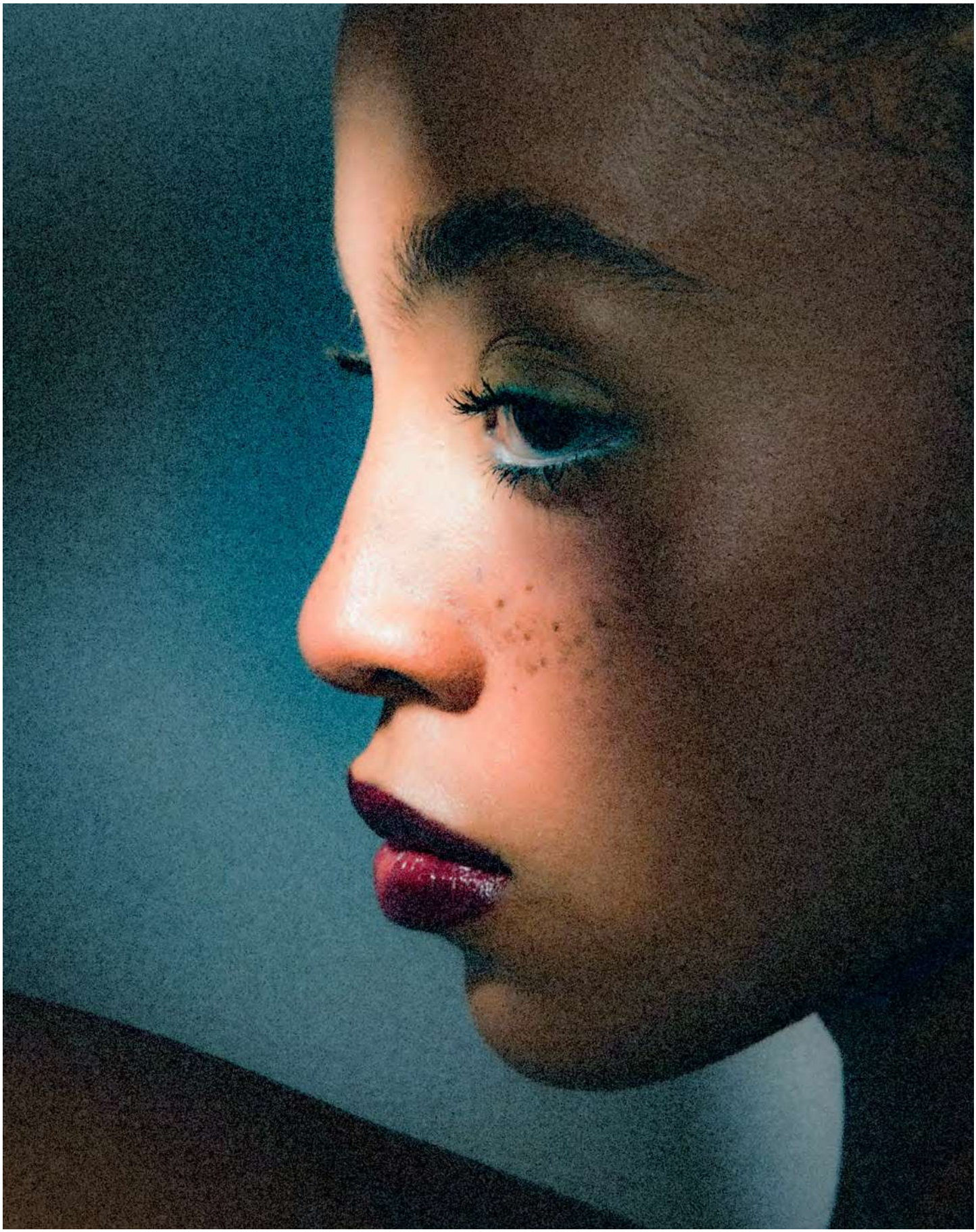




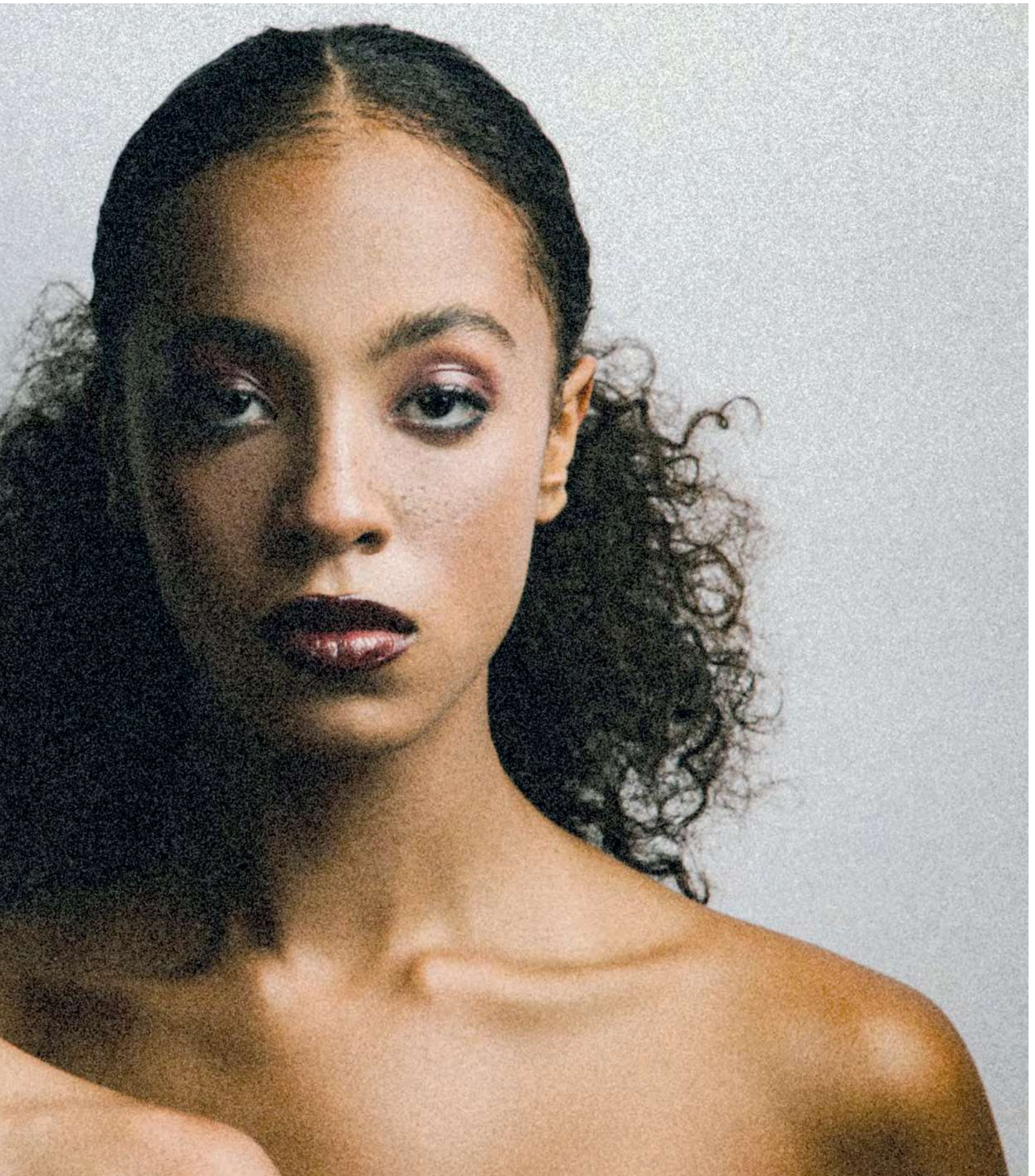












IDEA & STYLE VALERIA VASILEVA / PHOTO PARVIZ GASIMZADE / MODELS JULIANA @LILJUUS SOFIYA @SOFIYA_HUSEYN_
HAIR ORKHAN KARIMOV @ORKHANKARIMOV_ / MAKEUP MADINA KARIMOVA @MEDINCHIK_GLAM
BEAUTY SALON SEEYAY BEAUTY SPACE @SEYAY.BAKU



Pink or Red

Behind the delicate pink blooms of red clover lies a quiet multitasker in the world of wellness. Long used in herbal traditions, this meadow flower works from the inside out by clearing, balancing, and nourishing your body in ways you can see and feel.

Lymph: Red clover supports your body's natural detox pathways by helping the lymphatic system flush out waste and excess fluid, leaving you feeling lighter and less puffy.

Skin: Its gentle anti-inflammatory properties have been used for centuries to calm skin flare-ups like eczema, psoriasis, and mild acne, promoting a clearer, more radiant complexion.

Hormones: Rich in natural phytoestrogens, red clover can help soften the intensity of perimenopause and menopause symptoms, from hot flashes to mood swings, while also supporting bone health.

Blood circulation: Known to gently boost blood flow, it helps bring oxygen and nutrients where they're needed – from your skin to your cells.

Accumulative effect: Whether sipped as tea or taken in tincture form, red clover works gradually, making it the perfect partner for those who believe in lasting, natural wellness.

Anne Hathaway – the actress who will soon take over all cinemas, since her upcoming movies are scheduled to premiere one after another. You might best know her as the famous aspiring journalist in the iconic *The Devil Wears Prada*, or perhaps from *The Princess Diaries*, but beyond all those roles, she is a beauty icon! Her dedicated beauty routine proves to be working well, so here is what Anne does to keep her skin flawless.

Massage: Anne has shared many times that the best way to keep the skin glowing is by doing a quick facial massage with a cleanser. This helps remove impurities and rejuvenate the face. The massage helps the blood flow and remove toxins, and ensures the cleanser reaches the pores for sure.

Depuff: As an actress, Anne often has early set calls and puffy eyes are a no-go. She combines the 111 Skin's Cryo De-Puffing Eye Mask on her undereye for depuffing and hydration purposes. And the 111 Skin's Celestial Black Diamond Eye Mask on her top lids for firm, tight, and smooth skin.

Cream: Anne is in her 40s and has shared that one product she swears by is the Shiseido Vital Perfection Intensive WrinkleSpot Treatment. This coupled with the Shiseido's day cream from the same line, which by the way has SPF 30, makes her look just like she did 20 years ago in the first *The Devil Wears Prada* movie.

Makeup: When it comes to it, her flawless skin is already 70 per cent of the look. However, in moments when she feels like wearing makeup, these are her bag staples – By Terry Baume De Rose lip balm, Westman Atelier Baby Cheeks blush stick, Jillian Dempsey Flyk Trick 2-in-1 mascara, and of course, the Charlotte Tilbury Lip Cheat lip liner.





Golden Copper

Autumn is cooler, but not quite winter. It's vibrant, yet not summer. Just like this rich, deep orange hue. If you're craving a post-summer refresh, consider this golden copper shade your perfect transitional colour. It effortlessly turns your hair into the statement piece of your look, without any extra effort. It's like wearing a cosy autumn – warm, bold, and impossible to ignore. It's the subtle power move your style has been waiting for.





Embryolisse Lait-Crème Concentré \$29



e.l.f. Hydrating Face Primer \$9

PRIME

Want your makeup to stay flawless from sunrise to last call? Start with a primer. But with so many out there, how do you choose? Don't worry, we did the digging. Here are three cult-favourite splurge-worthy primers and their budget-friendly twins that deliver just as well.

The Embryolisse primer is every makeup artist's go-to due to its light and milky texture, which easily absorbs and leaves no grease. If you want the same effect minus the price tag, then the e.l.f. primer is the one for you. It delivers that cushiony, moisturised feel and creates a smooth canvas for flawless foundation all day long.

Armani Beauty is famous for their high-quality formulas and this primer is no different. The glow it leaves is out of this world and it's hydrating and noncomedogenic. This dupe brings the same juicy hydration and subtle radiance. It's infused with skin-loving ingredients and gives that healthy look, just like its designer counterpart.



Armani Beauty Luminous Silk Hydrating Primer \$46



Milani Supercharged Dewy Primer \$11

If you want a glossy, dewy look, then Charlotte Tilbury's primer should be your go-to. It blurs fine lines, hydrates the skin, and gives a soft-focus glow. The revolution primer gives your complexion that same soft-focus gleam with a lightweight feel. The result? Glossy, dewy, glass-like skin, minus the splurge.



Charlotte Tilbury Wonderglow Face Primer \$55



Revolution Glass Skin Primer \$13

Red Clover Tea

This is not just a tea, but a lymph-supportive and skin-loving remedy. If you try it once, there is no going back. It is that tasty!

Ingredients:

1 tsp dried red clover blossoms
250 ml (about 1 cup) fresh, just-boiled water
Honey or lemon (optional)

Preparation:

Place dried red clover blossoms in a teapot or mug.
Pour over the hot water.
Cover and let steep for 10–15 minutes, strain and sip.

How to use: Remember that it works best as a consistent ritual over time, so have 1–2 cups daily for gentle lymph and skin support.



AA

nargismagazine.com



NARGIS MAGAZINE

Explore. Dream. Discover.

Subscribe



World: Latest News, Updates & Exclusive Interviews

NARGIS FOR ECO COMING SOON



Elevate your travel experience with **AZAL Upgrade!**



FOR MORE INFORMATION



What role does natural light play in your design? Well, in that sense, the shapes and compositions I create are what interact with and transform the light. It changes the way you perceive the object. Mostly, my works are placed in enclosed spaces, so the sculptural aspect becomes more important. During the day, my sculpture is more like an addition. But in the evening, it becomes the main object, because there is no daylight and it is the only thing that gives light. Of course, when you design a space, the daylight is crucial. But once it's gone, darkness becomes part of the composition, and the combination of these two is very interesting. I'm curious about how a fully dark space can be transformed by my pieces. Sometimes, we add extra lighting as well, because the sculptural lighting pieces I make do emit light, but rarely in a way that fully illuminate the space on their own. They give light, yes, and they often become the main focal element in a room, but they also need external light to remain visible. Normally, it's something very minimal, just a few spots which should be as invisible as possible; they just enhance the work. What years

BETWEEN LIGHT AND SHAPE

DESIGNER

Vladimir Slavov is a designer who discovers the power of light, transforming materials and shapes into pure sculptural poetry. Born in Sofia, he graduated from the National Academy of Art. He began his career as a theatre set designer and earned a nomination for Best Scenic Design in 2008. Later, he moved to Antwerp, earned a master's degree from the Royal Academy of Fine Arts, and established DIM atelier. His atelier is now part of the Zaventem Ateliers collective, where he creates monumental lighting sculptures and design objects commissioned by esteemed clients such as The Jane restaurant in Antwerp, Mirazur in Menton, and Dries Van Noten fashion house.

INTERVIEW IRYNA BELAN PHOTO PRESS MATERIALS





WHAT I DISCOVERED
IS THAT I'M
EXTREMELY IMPATIENT
WHEN I WANT TO DO
SOMETHING ““

DURING THE DESIGN PROCESS, I
EXPERIMENT A LOT. THERE ARE A LOT
OF DISCOVERIES, SURPRISES, AND
SOMETIMES FAILURES ALONG THE WAY

“

Cutlery and Plate for Mirazur, PHOTO Pieter D Hoop





Evolution Series 03, Photo © Stanislas Huaux, 2024

What role does natural light play in your design?

Well, in that sense, the shapes and compositions I create are what interact with and transform the light. It changes the way you perceive the object. Mostly, my works are placed in enclosed spaces, so the sculptural aspect becomes more important. During the day, my sculpture is more like an addition. But in the evening, it becomes the main object, because there is no daylight and it is the only thing that gives light. Of course, when you design a space, the daylight is crucial. But once it's gone, darkness becomes part of the composition, and the combination of these two is very interesting. I'm curious about how a fully dark space can be transformed by my pieces. Sometimes, we add extra lighting as well, because the sculptural lighting pieces I make do emit light, but rarely in a way that fully illuminate the space on their own. They give light, yes, and they often become the main focal element in a room, but they also need external light to remain visible. Normally, it's something very minimal, just a few spots which should be as invisible as possible; they just enhance the work.

What did the light help you discover about yourself?

What I discovered is that I'm extremely impatient when I want to do something. I'm very impatient with anything or anyone that slows me down. In those situations, I can be a disaster, and I'm working on that. During these 13 years, I've gained a lot of knowledge about materials and how to actually make things. I get bored very easily with repetitive tasks. So, I think that was also the reason why I started by collecting trash and assembling it. Later, I started creating limited-

edition series, thinking I could develop a design and then put it in a series to earn some money. But I found it so boring. I was really unhappy doing that, and I dropped it very quickly. Then I started to design unique pieces for clients. The people had a problem that no industrial or any other existing lighting solution would fit. I created the pieces for them, and was extremely excited by the process. I saw how happy they were to finally have something that works for their spaces. From that moment on, I knew that was what I wanted to do – create custom pieces.

What inspires you to create your designs?

My answer is very pure – inspiration is everywhere. Once, while we were on vacation, there was this incredible line in the sky, which actually provoked me to do some sketches. A year later, a piece called Kind of a Cloud appeared. It is not exactly a cloud – some people call it a crocodile! People, you know, like naming things.

Your design looks like an interaction between shape and light. But I don't believe in equality, so what dominates in your objects? What is more important: shape or light?

I would say that shapes are the source of light. Even if you turn my pieces off, they still have a very powerful presence. If you remove the shape, all you're left with is the light – and that could be produced by any standard lighting object. I can just place a simple LED tube, which would give the same amount of light, but it wouldn't have the same impact. I think it's the combination of the two – shape and light – that makes a piece truly powerful. I noticed your reaction when I

is a Bruges based designer, with a background in art, antiques, and 20th century design. He established his atelier in 2016, initially in the port of Ostend, later he became a resident of Zaventem Ateliers and now operates from his own space, a former cotton spinery on the ringway of Bruges.



©Stanislas Huaux and Jeremy Marchant

turned on the Katana's there. You could see that it didn't just emit light – it created something special.

Were there any projects where the result surprised you, or even became a breakthrough?

During the design process, I experiment a lot. There are a lot of discoveries, surprises, and sometimes failures along the way, because you expect something to work very well, and then, at the moment when you think that you've made it, there's nothing interesting about it, or it just looks bad.

On the other hand, they're very simple discoveries. One of them came about thanks to the designer here, in Zaventem Ateliers. We were working with Thomas Serruys. I had these leftover materials with an unusual but beautiful shape that I really loved, but I had no idea what to do with them. I kept testing different ideas. Thomas came to my atelier, and he just picked up one of the pieces and said, "It's such a pity you can't make a lamp out of this." And I just looked at him and said, "Thomas, just give me two days." That's how the first Katana's was born. It was exactly the shape that I loved, but technologically, it was very difficult, almost impossible, to do it, but I figured it out. It was just that moment when someone said, "It's such a pity that this is not possible." And I'm taking it as a challenge.

Does your Bulgarian origin influence you in any way?

Yes, absolutely. My personality was built in a very different cultural and financial environment. Here, people often perceive me as very rude – but in reality, I'm just very direct and honest. I'm like that not because I want to be rude, but because I would like to find a more efficient way when we're working on a project. If I'm direct and honest, we save time.

In my team now, there is an Australian, a French, and two more Bulgarians. It creates a very interesting dynamic. But I think the Australian and the French team members were quite shocked at first by the way we Bulgarians communicate. They often think we're arguing – but we're really just having a normal conversation in what I'd call a dynamic environment, where things need to happen quickly.

Does the artistic environment of Antwerp, where you live now, influence you?

It's unfortunate to say, but I rarely have time to engage with it. Most of my days are consumed by work, so much that the only time I really go out is for a very late dinner at the last open restaurant in the city. I might occasionally make it to an exhibition opening or meet a friend, but that happens maybe once every two or three months. So yes, Antwerp has a wonderful artistic environment, but I hardly ever get the chance to fully appreciate it. I'm just passing through the city most of the time, not seeing it with the same open eyes I had when I first arrived. Still, I'm sure it has influenced me.

Also, the geographical position of Antwerp has played a role. There's something very unique about Belgium's art and design scene. - ■

IF YOU REMOVE
THE SHAPE, ALL
YOU'RE LEFT
WITH IS THE
LIGHT – AND
THAT COULD BE
PRODUCED BY
ANY STANDARD
LIGHTING
OBJECT

“

Fireplace, Photo © Tijs Verweken, 2024

Sculptural Bench, Photo ©Stanislas Huaux, 2024



Literary Voyage

Some things carry memories and nostalgia: for some, it is music; for others, a smell. There are also those that have the power to teleport us to other places and times. For most of us, it is books that let us travel to any corner of the world without leaving the walls of our living room. Elena Ulybina has the opportunity to travel to those places not only in the space-time of books, but also in reality: she has visited the places where the characters of Jane Austen, Charlotte Brontë, William Thackeray, and other English writers once stepped and engaged in marvellous journeys. Just like books, her photographs make us feel the tranquillity of a bookish world and transport us to the places where our beloved characters once lived.

TEXT ASMAR BAYRAMOVA PHOTO ELENA ULYBINA





**Seven
Sisters
Cliffs**

It is impossible for the Seven Sisters Cliffs in East Sussex, England, not to inspire creative minds. The cliffs are a prominent filming location in the movie *Atonement* – a film adaptation of Ian McEwan’s novel.



Edinburgh

Now a major Netflix series, David Nicholls's novel *One Day* begins on St Swithin's Day, 1988, as Emma and Dexter meet for the first time on the night of their graduation from Edinburgh University.







**Scottish
Hillside**

Stepping into the Scottish Highlands inevitably calls to mind Shakespeare's Macbeth. The real, historical Macbeth was himself a Highlander, so travelling through these landscapes is also a journey into history.





London

The Picture of Dorian Gray, a novel written by Oscar Wilde, is set in Victorian-era London. The bustling city perfectly transmutes the moods and character of Dorian Gray, a fatal character with a fatal story.

The Impossible Life of Walter Mitty

TEXT EINAR
PHOTO PRESS MATERIALS

It's hard to imagine a 40- or 45-year-old man who radically changes his life in a single day. In the structure of modern life, security is guarded as a top priority – a necessary condition for the stable existence of society. That's why the idea of waking up one morning, lacing up your boots, packing a travel bag, grabbing a hypothetical camera with a long-focus lens, boarding a plane as casually as a bus, and flying off to the mountains to photograph a snow leopard feels like an act of heroism. It's not just about the physical stamina required – it also demands financial readiness. And for someone working in an office with a logically distributed salary that barely covers everyday needs, such a scenario remains a distant fantasy. In 2013, a film finally hit the big screen after spending over twenty years in development hell. The script had been rewritten countless times, and the rights changed hands between multiple studios. Over the years, directors such as Steven Spielberg, Ron Howard, Mark Waters, Gore Verbinski, and Chuck Russell dropped out of the project. At different points, actors like Owen Wilson, Jim Carrey,

Mike Myers, Sacha Baron Cohen, and Will Ferrell were considered for the leading role. In other words, the film went through a long and painful production process before [Ben Stiller](#) stepped in and brought it to completion, both directing it and playing the main character, Walter Mitty. *The Secret Life of Walter Mitty*, a beautiful tale about parallel reality, failed to meet box office expectations, yet found its audience. Strange, but true.

Anyone who experiences Walter's adventure does so through their inner child. After all, it's wonderful to become a child again and carefreely imagine yourself as a superhero in front of the one you care about, or as a traveller who, in some mysterious way, found a man in the northern Himalayas who, according to Mitty, invited him to follow. Yet that invitation never actually existed, and what the hero was searching for was right under his nose. But because the hero lacked balance between his inner and outer worlds, he had to take a mistaken path – a path that ultimately helped him grow up, while also helping the audience feel carefree once again. This is where



Walter's strength lies.

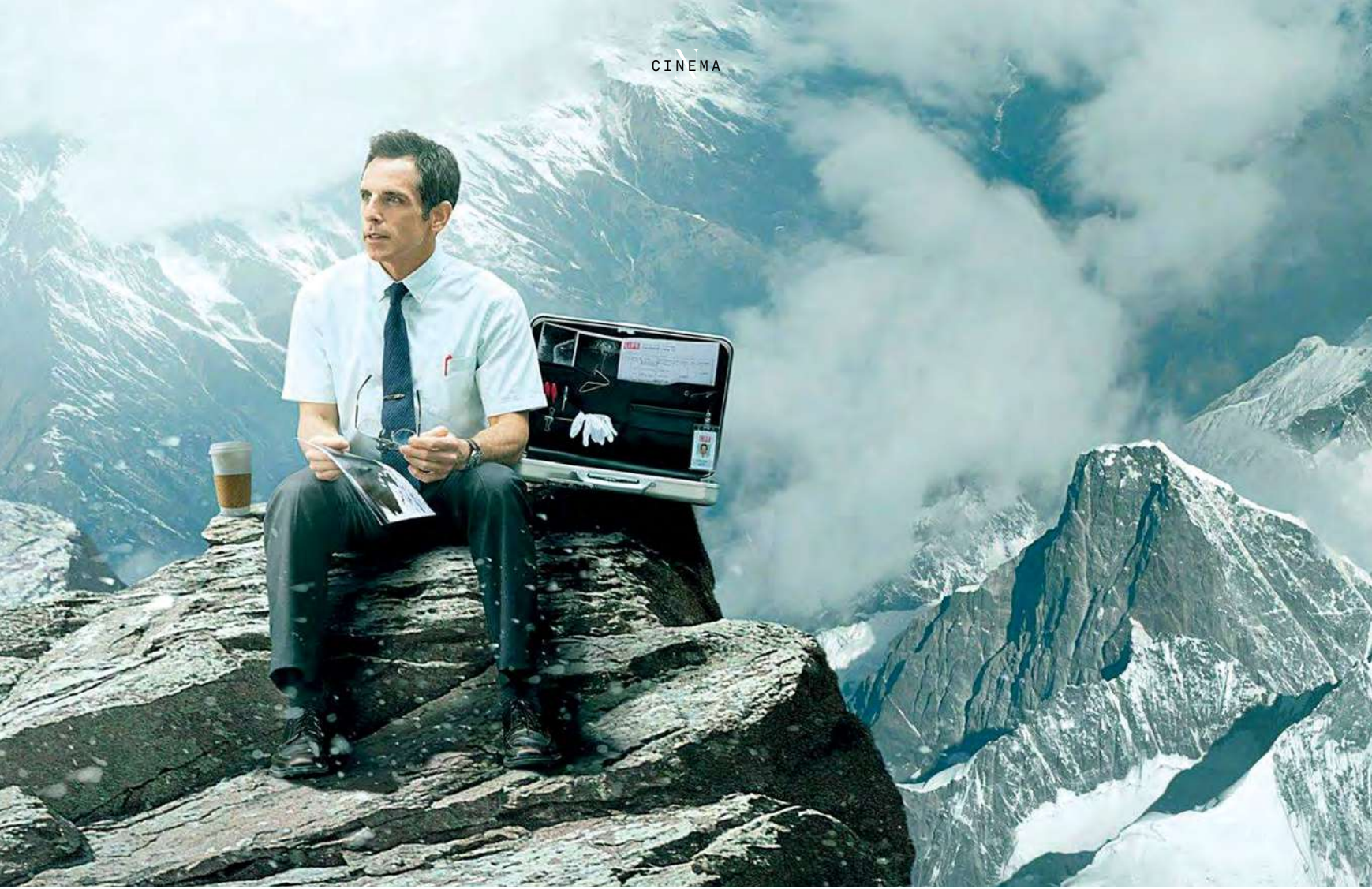
The film was successful because it offers viewers, tired of their daily routine, a chance to dream about things they'll never have – things that seem impossible in real life. In other words, it distracts from the mundane hustle of reality with its simplicity and superficiality. On the other hand, the film is right in suggesting that anything is possible, and this idea isn't as shallow as it might seem.

The truth is, the chances are very slim, especially for those with passports and responsibilities. It failed commercially because it creates the impression that the whole film is the childish fantasy of the main character who dreams of working with famous photographers' photos and being like them. But he won't, not because he lacks the core strength, but because he is an undecided dreamer. Some scenes where the main character imagines "what if" scenarios take up more screen time than necessary to convey the director's intended idea. Although the message seems to promote exploring life and developing absolute freedom of spirit, in reality, keen viewers may

Beautiful
things
don't
ask for
attention “

Sean O'Connell

*an American actor, comedian, and director;
winner of the Directors Guild of America Award*



find the story less convincing. Hence, the spread of conflicting opinions. But basically, Stiller never claimed to make something profound, despite some comparing this film to *Forrest Gump*. However, there is another perspective: sometimes what seems important stops being so, and what seemed insignificant gains true meaning. The film's seemingly shallow idea can take on depth when applied to each viewer's subjective reality. For example, if a viewer is tired of working from morning till night at a routine job and feels emotionally drained, after watching the film, they might truly want to take a day off and spend it walking in the park. Will this be helpful? Absolutely. But if you take the film's idea literally, it won't stand up to criticism because life isn't that simple. There are responsibilities that no real person can ignore, no matter how much they want to. The film exaggerates human needs through Walter's story, a man who always had courage but stopped using it after his father's death. In every person, courage lives inside; it just needs to be trained, and we shouldn't let daily needs suppress the childlike eagerness to explore the world. The truth is, Walter was wrong about many things; he misunderstood everything. What he truly needed was always nearby, and if he had a better understanding of life's vastness, he would have

known where to look. He also misunderstood the woman he cared about: he was closed off to the world and saw it through someone else's lens. One of the film's messages is that it's better to see yourself through your own lens, not someone else's. Then, childhood dreams may come closer, not the impossible ones, but at least those within the laws of physics, and the main character might finally truly feel the vividness of life.

The film explores the transition between eras, where the old is replaced by a stale new one. This portrayal feels sincere, reflecting the reality of such changes. Even a simply told story can have a healing effect on someone under the pressure of city life's discipline. Looking back to 2013 and Walter's journey of self-discovery at 45, we can see what kind of world made this film possible. Now, in 2025, these ideas are becoming even more relevant, and with time, Ben Stiller's vision, which critics did not favour, is likely to be validated. Interestingly, the film was originally intended as a remake of the 1947 movie *The Secret Life of Walter Mitty*, directed by Norman Z. McLeod. But that's another story altogether. — ■

one of Hollywood's leading early comedy directors



P R E S E N T S :

“Cinema is the most beautiful fraud in the world”

Jean-Luc Godard

CINEMART



THE CONJURING: LAST RITES

04/09/2025 Directed by Michael Chaves, starring Patrick Wilson, Vera Farmiga, and Ben Hardy.
Genre: Horror

Paranormal investigators Ed and Lorraine Warren take on one last terrifying case involving mysterious entities they must confront.



THE STRANGERS – CHAPTER 2

25/09/2025 Directed by Renny Harlin, starring Gabriel Basso, Richard Brake, Madelaine Petsch, Rachel Shenton.
Genre: Horror

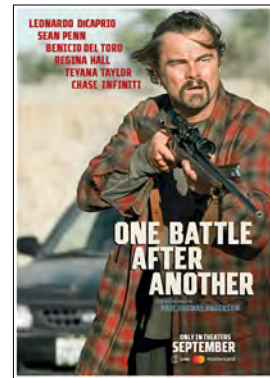
On the final day of their cross-country road trip, a couple’s vehicle breaks down, forcing them to take refuge in a remote Airbnb. As night falls, three masked strangers terrorise them until dawn.



A BIG BOLD BEAUTIFUL JOURNEY

18/09/2025 Directed by Kogonada, starring Colin Farrell, Margot Robbie, Phoebe Waller-Bridge.
Genre: Fantasy, drama, melodrama

Through a surprising twist of fate, single strangers Sarah and David get to relive important moments from their respective pasts, illuminating how they got to where they are in the present.



ONE BATTLE AFTER ANOTHER

25/09/2025 Directed by Paul Thomas Anderson, starring Leonardo DiCaprio, Benicio del Toro, Teyana Taylor.
Genre: Action, thriller, drama

When their evil enemy resurfaces after 16 years, a group of ex-revolutionaries reunite to rescue one of their own’s daughter. — ■



California Dreamin'

Imagine travelling with almost zero balance in your bank account. This is how I ended up after spending my last money on airplane fare to one of my dream cities: San Francisco, California. Although I was left almost penniless for the upcoming week until the start of my journey, I felt like the richest person on Earth. I had made my dream of travelling to California – the heart of America and the centre of the American dream – a reality. I put California Dreamin' by the Mamas & the Papas on non-stop and couldn't stop imagining myself on the Golden Gate Bridge as the Pacific Ocean spread beneath me.

TEXT & PHOTO ASMAR BAYRAMOVA



University Avenue, Palo Alto

Russian Hill, San Francisco



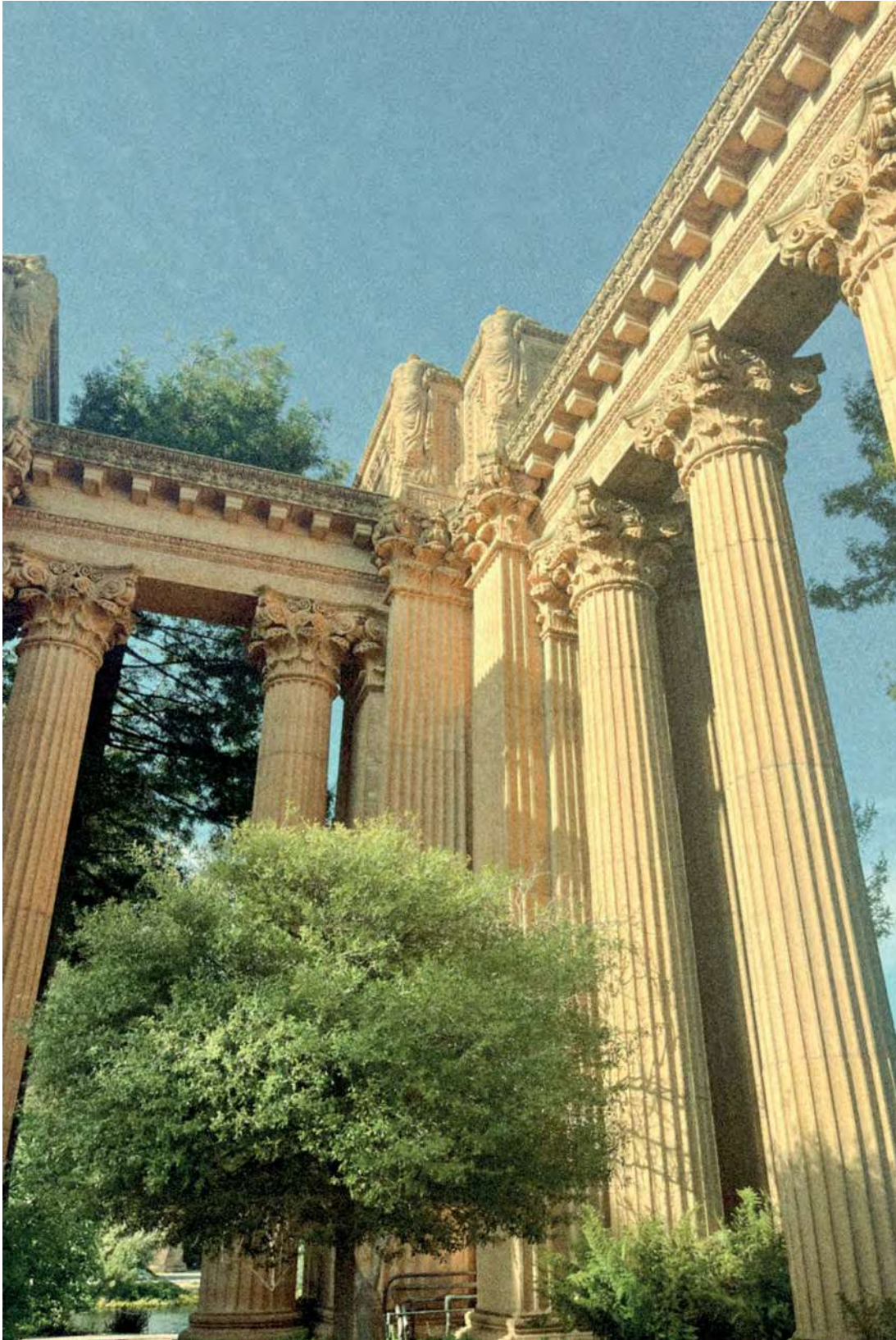
At the time, I was living in the state of Georgia, so time-wise, travelling to California felt like travelling to another country: almost five hours of flying, all without even crossing any country's borders. That's how vast America is. I landed at night and made my first and one of the biggest purchases – a taxi fare from the San Francisco International Airport to Palo Alto, a small town in the Bay Area where my host lived “

I bought my airfare without a clear roadmap for the trip or even an idea of where I would stay at night. I couldn't afford to stay in hotels on my student stipend. I decided to take a risk and ask for a host in San Francisco. Fortunately, I came across a website of the Azerbaijani diaspora based in the San Francisco Bay Area. Without further ado, I made a request on their webpage, and a very kind Azerbaijani woman with two kids accepted it and became my host. So it was: I grabbed my backpack, my film camera, and went on a discovery.

Since I was staying in Palo Alto, I decided to explore the Bay Area just there. And I do believe that was meant to be, as Palo Alto was exactly everything I imagined a small Californian tech town inside the Silicon Valley to be: it had that distinctive architecture that reminded me of Greece, small and cosy European-style coffee shops, and walkable areas that stood in bright contrast to Atlanta. Even the way people dressed was different from what I was used to seeing in other U.S. cities: they were more elegant and less casual. Palo Alto is home to one of the best universities in the world – Stanford University. Needless to say, the university campus was stunning. I could only dream of how it must feel to study in such an astonishing environment, surrounded by palm trees, chapels, old traditional libraries, fountains, arched passages, and simply beautiful architecture. All in all, Palo Alto, with its tenderness and soft rhythm, unexpectedly held a special place in my heart.

My next stop was San Francisco. If you grew up watching *The Princess Diaries*, you know this city. San Francisco is known for its steep rolling hills, eclectic mix of architecture, Chinatown, and landmarks including the Golden Gate Bridge, cable cars, and Alcatraz. The downtown part of the city was filled with familiar American skyscrapers, while the rest of the city was lush with greenery and colourful small buildings that looked like dollhouses. As I climbed one of the hills, with every step forward, the city began to open up, and a view of the Golden Gate Bridge started to emerge. It stood there, magnificent, like a lighthouse showing the road across the city. My route was built around the path leading to the Golden Gate Bridge. I took one of the cable cars, descended to the shore through the famous Lombard Street, and made my way to the bridge. From up close, the bridge looked even more gigantic: fearfully beautiful, connecting parts of the city while the ocean lay just beneath it. Unlike other bridges in the city, one side of the Golden Gate Bridge opened to the ocean – it wasn't narrow, it wasn't a river-like flow of water; it was a limitless space filled with salty water.

I spent my last day in California in a tiny city called Half Moon Bay, on the shore of the Pacific Ocean: the closest I had ever come to the ocean and the furthest I had ever been from home. The ocean waves were large, and the ocean's sound was very distinct from that of the sea. I sat on the sand for about an hour, not saying anything, not uttering a single sound: it was just me and the fury of the waves. — ■




Palace of Fine Arts, San Francisco

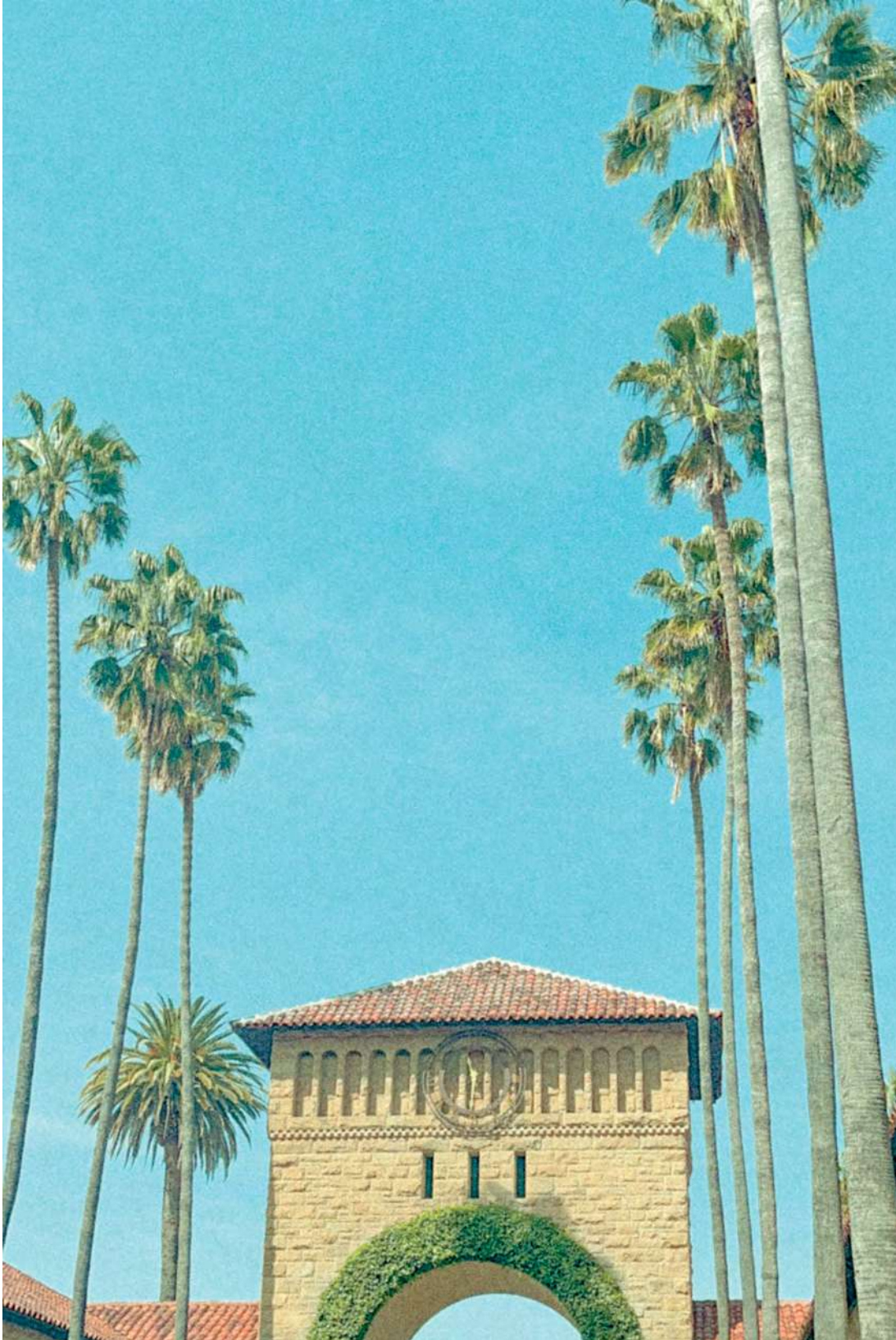
—NARGIS—



Shell Building, San Francisco



As I closed my eyes, I breathed in the air and listened closely to the sound. It hurt to be there; it was too much to process, to realise what was happening. I felt strangely fulfilled, but also so lonely that it was painful just to breathe “



Stanford University, Palo Alto



ROLLS ROYCE SPECTRE BLACK BADGE
Insatiable Desire

Rolls-Royce has always been synonymous with prestige, luxury and, of course, power. And with the introduction of the electric coupe Spectre, the British automaker has opened a new chapter in its history, where luxury and eco-friendliness go hand in hand. And now the world has seen Black Badge Spectre – not just the most powerful Rolls-Royce to date, but a manifesto for a new era. It perfectly reflects the spirit of the bold personalities for whom it was created!

TEXT VLADISLAV MAKAROV PHOTO PRESS MATERIALS

Rolls-Royce emphasises that numerous consultations with the brand's customers were held during the creation of the new coupe. Owners of Black Badge cars shared their electric vehicle telemetry with engineers so that the company could better understand the operating conditions of the cars.

A special group of buyers who initially requested a Black Badge Spectre were given the opportunity to get behind the wheel of pre-production coupés to express their wishes at the development stage. As a result, Rolls-Royce boldly declares that the Black Badge Spectre fully meets the requests of potential customers.

But the most interesting features of the Spectre are technical. The peak output of two electric motors has been increased to 659 hp and 1075 Nm, which really made the Black Badge Spectre the most powerful model in the entire history of the Rolls-Royce brand. The full power of the electric motors is available in the new Infinity driving mode, which is activated by a button on the steering wheel. And the maximum torque is available in Spirited Mode. It is in this mode that the Black Badge Spectre can accelerate to 60 mph (97 km / h) in 4.1 seconds.

A force without limits, Black Badge Spectre is an embodiment of supreme power that knows no bounds ““

In order to control all the power of the new product and maintain driving comfort, Rolls-Royce engineers made several changes. Changes affected the steering and roll stabilisation system. Improved shock absorbers also improve control over the body. These changes create the perfect balance between ease of control and the famous driving comfort, firmly associated with Rolls-Royce cars.

But Rolls-Royce customers appreciate not only the technical but also the aesthetic component. To appeal to them, the electric car's signature colour was the rich purple Vapour Violet, a nod to the neon aesthetics of the 1980s and 1990s. Of course, the customer will still be able to choose from 44 thousand available colours. If that weren't enough, customers can create a custom shade for their exclusive use in collaboration with Rolls-Royce Bespoke designers. All chrome parts of the car are blackened to justify the name, and the signature grille has been illuminated. Forged 23-inch wheels have been developed for Black Badge, which can be two-tone or completely black. The LED design turns the interior into outer

space – thousands of LED “stars” help to create the signature mesmerising atmosphere. Instrument and media screens have five colour themes for displaying the interface. All decorative trims are made of an amazing multi-layer composite material Technical Fibre. Carbon fibre and metal threads are laid on a black wooden base, which is then varnished in six layers and polished by hand. It's no surprise – attention to detail has always been embedded in the Rolls-Royce DNA.

“Black Badge Spectre is one of the clearest statements of power and purpose we have ever made. It has been created in the image of our boldest and most audacious clients, with meticulous attention to detail” said Chris Brownridge, CEO of Rolls-Royce Motor Cars.

In conclusion, I would like to say that the new model is not just the most powerful Rolls-Royce, but a symbol of a new time, where technology and tradition merge, creating something truly unique. Black Badge proves that the electric future can be not only environmentally friendly, but also excitingly fast, luxurious and, of course, exclusive. —■





THE FIRST CREATION :
Bugatti Brouillard

The legendary car manufacturer Bugatti is unveiling an exclusive programme dedicated to crafting one-of-a-kind supercars for collectors and true connoisseurs.



To make something look simple is actually incredibly complex. The design has to integrate all of the technological aspects needed, all of the thermodynamics and aerodynamics of a 1,600hp hyper sports car, while also following a core ethos – established both by us and the client – that the Brouillard was imbued with dignity

“ Frank Heyl
Bugatti Design Director

Passion for beauty has been in Bugatti's DNA for over half a century. From the timeless car designs of Jean Bugatti to the masterful sculptures of Rembrandt Bugatti, an irrepressible pursuit of unique car artistry has set the brand apart since its very inception. Today, Bugatti introduces Solitaire – a special programme for true aesthetes of the car world, conceived to create truly one-of-a-kind cars that embody the brand's rich heritage while pushing the boundaries of personalisation and craftsmanship virtually without limits. A spark for the imagination, the very first creation of the Solitaire programme transcends even the rarefied world of Bugatti Sur Mesure. Brouillard – a magnificent coupe christened after Ettore Bugatti's cherished horse, celebrated for his uncanny ability to open the stable door with a mechanism crafted by Ettore himself. This shows the founder's profound love of horses and his devotion to beauty in all its forms. Cloaked in a coat as white as the season's first snow, tinged with the delicate shimmer of a summer dawn's mist, this noble thoroughbred was far more than an animal; Brouillard embodied all that Ettore Bugatti revered: breathtaking speed, sculptural beauty, and a grace that remains unsurpassed.

The modern technological embodiment of this philosophy is Brouillard, built upon the Bugatti Mistral platform and powered by a formidable 8.0-litre W16 engine with four turbochargers, delivering an astonishing 1,600 horsepower. It represents the ultimate evolution of the W16 program, distilling nearly two decades of engineering mastery and refinement. The transmission is a 7-speed dual-clutch automatic, and, of course, it comes with all-wheel drive.

The distinctive feature of the Brouillard is its completely updated body

panels. The car's body is finished in a unique two-tone scheme: the upper section is painted matte green, while the lower section features a green shade with a carbon-effect finish. Notable aerodynamic elements include side blades positioned behind the front wings, a fixed rear wing in the shape of a "ducktail," a specially designed diffuser that integrates an innovative exhaust system, and a chrome-edged radiator grille. The craftsmanship of Brouillard's interior reaches new heights, offering a singular fusion of materials that embody both tradition and innovation. Custom-made fabrics from Paris are adorned with elegant check patterns, while green carbon fibre is flawlessly paired with aluminium design accents. A glass roof evokes a sense of lightness, with the central structure flowing seamlessly from exterior to interior, visible through the transparent panel above.

An unwavering devotion to the finest handcraft is revealed in every detail of Brouillard – from the embroidered depictions of horses adorning the door panels and seatbacks to the bespoke seats themselves, tailored precisely to the owner's preferences and enhanced with uniquely patterned leather inlays. The gear lever, sculpted from a single block of aluminium, is crowned with a glass insert containing a miniature, hand-carved figure of Ettore's beloved horse, after whom the car is named. In every sense, Brouillard is a creation of automotive haute couture, a testament to the boundless creativity of Bugatti's designers, engineers, and artisans.

For additional information about Bugatti cars, you can visit showroom or contact the official dealer in Azerbaijan, NAZAR HOLDINGS. Tel: (012) 424 77 77 - 📍

With summer officially over, it's time to welcome autumn and open a new chapter of our lives. Autumn is the busiest time of year, with a new season, new adventures, and new opportunities full of discovery. Our playlist will help you get the right mood to greet fall and tune in to warm colours.

▶ Play

↻ Shuffle



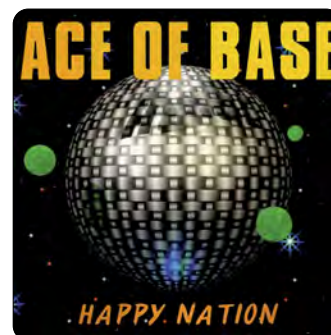
Travis Scott, Playboi Carti & Future
Where Was You



Moby
Porcelain



Kanye West
Runaway (feat. Pusha T)



Ace of Base
Happy Nation (Remastered)



Coldplay
Yellow



Vetusta Morla
Copenhagen



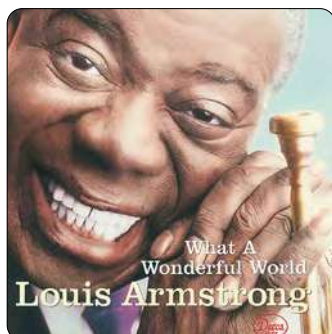
Avicii
Wake Me Up



warner case, Jean Tonique & Max Kaluz
Summer on the Inside



Jaden Bojsen & Sami Briell
Let's Go



Louis Armstrong
What a Wonderful World



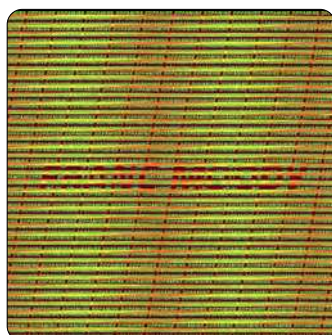
Travis Scott
Stargazing



Sufjan Stevens
The Hidden River of My Life



Apex Twin
Minipops 67 [120.2] [Source Field Mix]



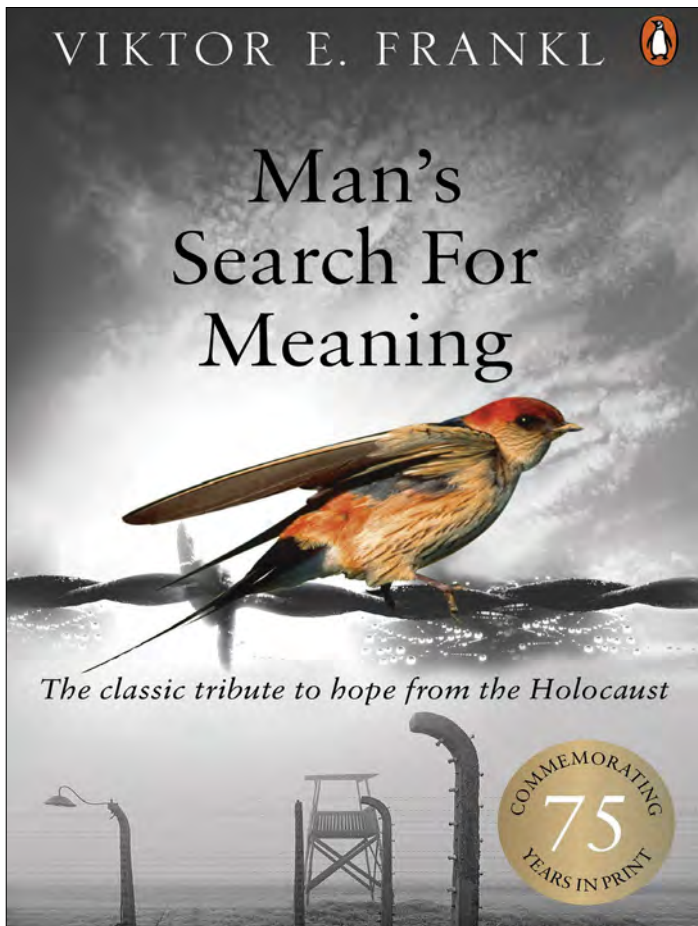
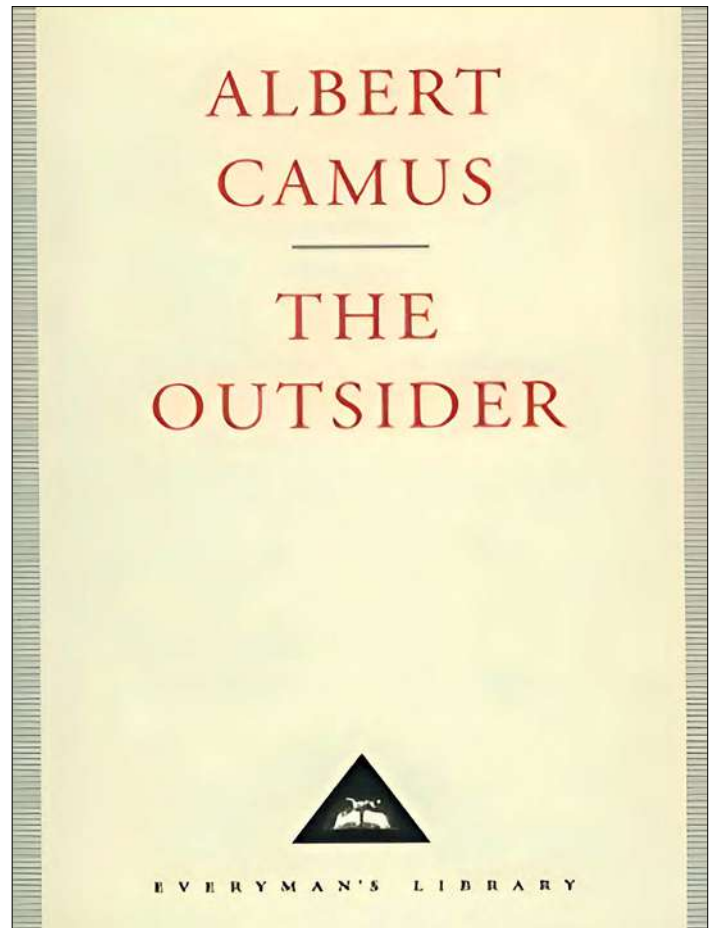
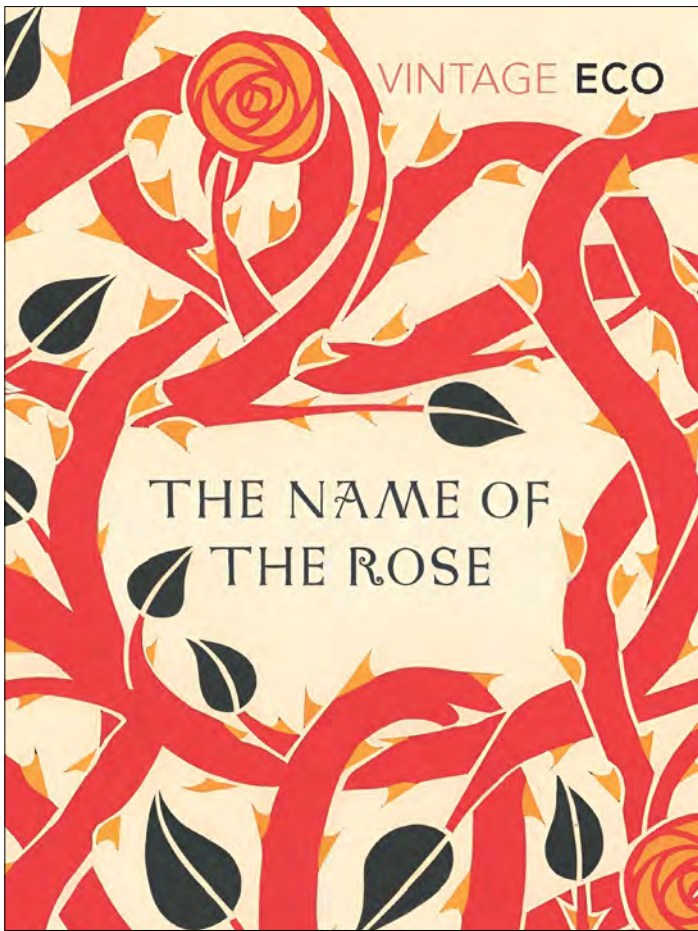
Franc Moody
Dopamine



Måneskin & Iggy Pop
I Wanna Be Your Slave



scan and play




READ WITH

LIBRAFF

3 BOOKS THAT HELP YOU
DISCOVER WORLDS

We invite you to discover the depths of the human spirit, the mysteries of history, and the philosophy of existence. Each of these three books opens a new door to ideas, emotions, and hidden dimensions of life.

And don't miss out on visiting the LIBRAFF chain of bookstores to find these and more books.



ACADEMIC
DISCIPLINE:
analyses
and
discovers
evidence of
what really
happened
and explains
why it
happened.



NARGIS GAZETTE

THE NEWSPAPER THAT WORKS WELL WITH YOUR MORNING COFFEE



THE HOTTEST STREETSTYLE TRENDS



EDITOR'S DIARY



IF I COULD...



September						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Calendar

September 2025 top events:
Theatres, Cinemas, Exhibitions

The Layers of Project Flat

INTERVIEW ASMAR BAYRAMOVA PHOTO PARVIZ GASIMZADE

One's body is a temple, and thus, must be treated as such. The founder of Project Flat, Yagub Zeynalzade, truly believes that one of the aspects of happiness lies in the carefully chosen food and proper nutrition. However, our chaotic rhythm of life leaves no time to think about what we eat.

In this interview, Yagub teaches us how to be present, reflects on the importance of nature preservation, sheds light on the backstage of the Project Flat, and reveals some of his discoveries throughout the incredible culinary journey.



Horoscope

What do the stars have in store for us? What should we expect, and how can we protect ourselves in advance?

Join us on an exciting journey through our pages!



“

There is Yagub, who is not listened to by his friends and parents, because he talks a lot. And there is Yagub, who is paid to talk.

”

How did your path to the culinary arts start?

I like to talk a lot, to express myself, to communicate, and for me, cooking is a way to touch people, a way to talk to them. I realised that I like to create communities. But how do I create them? People will not just listen to me. So, I can lure them with food. I turned this traumatic experience of my thirst for attention into something productive and even something profitable. There is Yagub, who is not listened to by his friends and parents, because he talks a lot. And there is Yagub, who is paid to talk. At

the same time, I became not only my voice, but also the voice of farmers, rural people, nature, plants. I have already learned their language, and I can translate it to people, using these culinary methods.

At what stage is Project Flat right now?

Project Flat was held in my flat, where I cooked and talked to people. I used to tell them about ingredients that I use: where they come from, who makes them, and how the simple food that shepherds eat when they graze animals can be turned into fine dining with the right story. I call it an immersive dining experience.

In the evenings, the apartment was a kind of restaurant experience, but in the mornings, it turned into an academy, where people studied to cook through workshops and masterclasses. Now, we have suspended the fine dining experience, as we had a two-year waiting list for it. We decided to expand it and to move to another place. As we are currently in this transition process, we opened up Project Flat and offer our products through three new spaces: a small shop, a separate academy, and an attic, where the fine dining experience is planned to be held in the future.

Could you tell us more about each of the projects – the shop, the academy, and the fine dining experience?

All three spaces are sort of layers of Project Flat, and with every layer, one delves deeper into the project. So, the first layer is our shop. It does not require any reservation: it is walk-in shop. Anyone can stop by at any time, ask us about the products, ingredients, what is in season, and just talk with us. We don't have a menu; you need to ask the chef about that day's menu. For instance, right now the shop is more like a greengrocer as we currently sell products grown by my friend naturally, with no pesticides. Next week we will come up with something else; we could cook fasalis, tacos, pizzas, depending on seasonal products. It is more like a pop-up shop that each day resembles a distinct shop with ever-changing products and concepts. In the future, we would like to turn this idea into something bigger: to have several shops for each of our concepts, so it won't be a one pop-

up shop, but different shops or food trucks with their own style and food. Next, the academy. It is a place for people to learn, to cook, and to gain experience. Here we offer master classes, workshops, parent-child sessions, and many more. These activities are usually held by our volunteers. For those who would like to engage with the project on a deeper level, we plan to revive the concept of the fine dining experience in the abandoned attic. The interior design is inspired by farm houses and the village way of living: often farmers' houses are a sort of chaos that they are ashamed of, I want to show that it could be a modern and even fashionable way of living. Chaos is a natural way how mother nature goes on, so chaos is essential in what we do. The fine dining experience is quite an expensive experience. It was already costly before, and now we plan to make it a little more expensive, as we will offer more. We want people to save up, make an investment; not just pay, not only buy tickets, but invest in themselves, gift a chance to experience the local artistic format of fine dining, which not only gives you food, but also tells you a complex story. We want people to prepare for this event as they do for a concert, or as they do to get a visa to travel to some places, we want them to anticipate this experience.

Who are the volunteers, and what do they help with?

Many people come to help us. It is because of them that this project still floats and doesn't sink. Mostly, these are people who would like to establish an academy or restaurant of their own, but they are still hesitant. Thus, it is a chance for them to gain hands-on experience in this sphere. Volunteers gain valuable knowledge on what's in season, where do the ingredients come from, how to make ferment bread, kombucha, what is sustainability, what is zero waste, what is climate change, how does food get affected by it, why are these values important, and how can they be profitable.

There are also people who like to cook, who do that in their homes, but don't have a place to sell their products, or don't have the opportunity to open a shop as we did. So, they come to us, help us, and we provide a platform for these people.

“

During the research, I discover new recipes and ingredients, see how people grow food, talk to them, and gain valuable experience

”

Often, people neglect creative professions in favour of more “in-demand” ones. How do you see it?

I want craftsmanship and manual work to be seen as cool. I often say that I will be a chef who drives a Ferrari. Not because I have some kind of supercar dream, but rather, I want to show people that there is potential in this kind of manual work, in farming. I want people to understand that there are a lot more opportunities, and one does not have to be a



sweet, fizzy fermented beverage made from a symbiotic culture of bacteria and yeast (commonly known as *scooby*), sugar, and tea. It is believed that kombucha supports gut health, and boosts the immune system

“

The simple food that shepherds eat when they graze animals can be turned into fine dining with the right story

”

doctor, an engineer, or work for the government: you can also become a cook and be a millionaire, you can become a farmer and be a millionaire.

Do you ever get tired of cooking?

Yes. There is always a limit to how much you can do what you like, and once that limit is crossed, you risk turning something you like into something you don't. It's not that I get tired of cooking; rather, I get tired of pressure, of pushing myself. There are different kinds of

pressure: you can push someone into doing something he or she doesn't like, or you can push to motivate a little. So, it can be a great impulse, but sometimes excessive pressure and stress create harmful chaos.

You conduct research in other cities and villages of Azerbaijan. How do you choose your next destination?

With the help of my intuition. For example, there was the time when I was travelling from Ganja to Baku, and met a farmer on the way. We were stuck in traffic, and started to talk; he told me everything about his farm in Neftchala, and I had this feeling that we had known each other for a long time. As it turned out, he had ducks in his truck. He also had this Tarkhun that smelled wonderful. I felt that this is a good man with a fragile heart; he knows what he is doing, he understands the nature and animals. I decided that my next stop would be Neftchala.

These kinds of cases happen to me a lot, and this is mostly how I choose my next destination for research. During the research, I discover new recipes and ingredients, see how people grow food, talk to them, and gain valuable experience.



What did you discover about yourself in this culinary journey?

There was a time when I was asked by a certain company to create a culinary experience for them while they were on a tour to other Azerbaijani cities. For me, it was an eye-opening experience as I got a chance to both accompany foreigners, create a culinary storytelling, and relax while being a little away from the chaos of cities and the business process.

At first, I planned to create Project Go, where I would bring people together for tours combining culinary experiences and storytelling. Later, the project evolved into Project Flat.

That last tour reminded me of my true calling and showed me how important it is to keep reminding myself of my plans and desires, and to keep working toward them so they can come to life. I realised that people are ready to join such tours, so why shouldn't I organise one myself?

Furthermore, I discovered that it is unnecessary to give people unsolicited advice. It's just at the start of something, people tend to give a lot of advice, without considering the flip side of it: sometimes it means that what we are doing is not good, and that we have to do it the way others want it to be.

I used to advise farmers myself. Then I realised that it doesn't help them; on the contrary, it demotivates them. I decided to just buy a jar of jam to support them, and that's how the whole project started: the jar eventually was turned into a cheesecake, and we decided to tell people about the farmers and their products. That is, only by buying a small thing can people give hope. And what we need now is hope, not advice.

Project Flat is based on the ideas of social entrepreneurship. Can you tell us more about this concept?

Yes, I am not just an entrepreneur, but a social entrepreneur. Last summer, I got a scholarship to study Leadership and Social Entrepreneurship in Washington, DC. For me, social entrepreneurship is about earning money by solving a problem. In contrast to social corporate responsibility, which is about gaining

“

Often farmers' houses are a sort of chaos that they are ashamed of. I want to show that it could be a modern and even fashionable way of living

”

profit and then trying to solve a problem, social entrepreneurship prioritises solutions. And this solution brings economic profit, allowing the organisation to exist. And even this income is often used towards those social issues.

For instance, Project Flat is about earning money by giving value to farmers and their natural products. We search for those farmers, we buy from them, and thus, give them value and help with branding. Often, it is even less profitable this way, but we do want to proceed as we want to solve the issue farmers face – not being able to find the right audience. We bridge the gap between farmers and those who appreciate them.

What message do you want to share through your project?

World wars have left a mark on people. Or perhaps it began when industrialisation started, and people began working endlessly to keep up. Even when everything later became peaceful, that trauma never left us; we just kept working and working. Maybe it's the constant tension, the belief that nothing can come easily – that we must always work hard.

Through our food and storytelling, we try to give hope both to farmers and to people who buy our food and talk to us. We try to teach them to be in present. Often in the villages, people use the word “varmaq” instead of “çatmaq,” which means “to be” instead of “to get somewhere.” It reflects the importance of feeling each moment rather than rushing toward a destination. – ■

James Joyce's *Finnegans Wake*, written in many languages simultaneously, is a literary mystery for editors, translators, and critics.

Valentina Tereshkova, a Soviet cosmonaut, was the first woman in space. She flew on a mission on June 16, 1963, and spent three days orbiting the Earth.

In quantum physics, particles can be in two places at once, a concept known as superposition.

A closed-door restaurant is a dining experience hosted in a private place without a public address.

Gangkhar Puensum, located in Bhutan, remains the highest unclimbed mountain in the world.

The Library of Babel is a short story by Jorge Luis Borges about an imaginary library that contains every book that could ever be written.

Siberia's Ice Maiden is a well-preserved mummy of a woman from the 5th century BC.

The Voynich Manuscript is an illustrated codex written in an unknown script and language, making it one of the world's most mysterious books.

William Shakespeare is credited with inventing around 2,000 words and phrases that are still in use today.

The Millennium Prize Problems are seven unsolved complex mathematical problems, carrying a prize of \$1 million for the solution.

Penicillin was discovered accidentally in 1928 by Alexander Fleming, a Scottish bacteriologist, while studying *Staphylococcus* bacteria.

Oumuamua is the first confirmed interstellar object detected passing through the Solar System.

Dark energy, which makes up about 68 per cent of the universe, is a mysterious force that is causing the universe to expand at an accelerating rate.

SCANDI CORE

At Copenhagen Fashion Week SS26, the street style vibe was all about mixing textures and layers with unexpected accessories, creating looks that felt spontaneous and alive, perfectly in tune with the city's bike-friendly rhythms.

“Fashion should never be about following trends; it should be about discovering your own unique style”

Ann Demeulemeester







HOROSCOPE

September is an important month of the year that marks the culmination of both astrological and social events. It will be impossible to remain uninvolved; each of us will, in one way or another, be affected by the chain of events that will hit us as early as the beginning of September. September, ruled by Mercury, will delight us with the stay in Virgo. This means our thinking will be more critical and selective, sharpened for analysis and logic. The key events of September will be two major eclipses – a total lunar eclipse in Pisces on September 7, and a partial solar eclipse in Virgo on September 21. Notably, the eclipse corridor that begins with the lunar eclipse always acts as a kind of cleansing – we may experience flare-ups of hard-to-diagnose illnesses, weather sensitivity, and surfacing of deep psychological wounds. The lunar eclipse will help to complete processes related to the search for inner harmony and setting priorities. All incomplete tasks should be finished; restrictive relationships should be ended, freeing us from illusory pasts and unproductive dreams.

TEXT GULARA SAMEDOVA PHOTO PRESS MATERIALS



Aries

September will encourage you to focus on health, change your lifestyle, and adjust your diet. The lunar eclipse will help you release deep-seated fears, exposing illusions and inner imperfections. The end of the month will bring opportunities to resolve issues related to a new job or activity, opening fresh prospects. It's important to improve your well-being, be honest and courageous, take responsibility, and face challenges without hesitation.



Gemini

It will be a challenging month that will alter long-term plans. The eclipses will force a change in the course of your life and set new goals, bringing a chance to refresh your way of living and change your place of residence. It's important not to forget to care for the older members of your family and to show respect for traditions.



Taurus

A very promising and enticing month lies ahead. The lunar eclipse will bring an end to relationships with those who have long since stopped being true friends – let them go, choosing yourself instead. The end of September will bring a spark of excitement, offer new impressions, and for some, even love or news of an addition to the family. It's important to let go, allow yourself to relax, and trust in higher powers, forgiving both yourself and your loved ones.



Cancer

A good month for having a rest and acquiring important knowledge. The lunar eclipse will free you from illusory knowledge and misleading information, and for some, will give protection against dangerous journeys. By the end of the month, you may embark on a trip, enjoy some relaxation, and gain inspiring insights. It's important not to stay in the shadows, not to fear letting go of limiting beliefs, and to learn to enjoy every moment.



Leo

September will be a challenging month, calling for thrift and attentiveness. The lunar eclipse may bring potential risks to you and those around you, so avoid reckless behaviour and extreme activities. By the end of September, new sources of income may open up, helping you set a clear course toward improving your health. Invest in yourself and your future. And do not forget to stay aware of the rapidly changing reality and lend a hand to those in need.



Sagittarius

A challenging month that will require your full attention. The lunar eclipse will highlight matters concerning elder family members, so show care and support. There may be issues related to property or real estate. Remember that what leaves your life is simply what no longer serves your future. By the end of September, you'll gain the strength to bring new ideas to life and feel inspired once again. It's important not to run from problems, but to notice the signs fate sends you instead of going against them.



Virgo

This is your month! Allow yourself to experience a renewal in every sphere of life. The lunar eclipse will end unhealthy relationships and remove ill-wishers, clearing the space around you, even if the process feels painful. You'll have excellent prospects for personal growth with many positive changes. It's important to choose yourself and take care of your health.



Capricorn

A promising September will help you resolve many issues. The lunar eclipse will remove intrusive friends and relatives who have been selfishly taking advantage of your goodwill. By the end of September, excellent conditions for travel will arise. For students, learning will come more easily, and new growth opportunities will open up. It's important to relax and not interfere with the higher powers as they conduct an "inventory" of your social circle.



Libra

September is an important month before your birthday. Your biorhythms may be at a low point, so the focus should be entirely on your health. The lunar eclipse will bring clarity to matters of work and well-being, teaching you how to manage your energy wisely, avoid exhaustion and remain independent from external circumstances. At the end of September, you'll feel re-energised and may even gain new patrons or supporters. It's important to focus on your goals and bring harmony to your surroundings.



Aquarius

A challenging month in which sobering reality may bring disappointment. The lunar eclipse could create a shortage of resources, both financial and physical, forcing you to be realistic. By the end of September, financial flows will stabilise, and you may be tempted by risky investment opportunities. It's important to calculate risks carefully, avoid overexertion, and devote enough time to both sports and rest.



Scorpio

September will be an inspiring month for you. The lunar eclipse will sweep away unnecessary ties and free you from troublesome admirers. There may be concerns regarding children, so it's worth taking extra care of them. By the end of September, you'll find yourself in a new circle of people, uplifted by promising opportunities for teamwork, and blessed with true like-minded companions. It's important to cherish loyal friends and to avoid letting your sting fly recklessly, causing harm to people around you.



Pisces

The lunar eclipse in your sign and with Saturn returning to Pisces, even if only briefly, marks the final strokes of karmic debts before long-awaited liberation. Be honest with yourself and with others. By the end of September, you'll enjoy harmonious partnerships, an improved social environment, and the ability to make the right choices. It's important not to scatter your energy, not to run from the problems, and not to postpone life-changing decisions.



LA MERCÈ

23.09 – 28.09
Barcelona, Spain

Rooted in deep religious beliefs, La Mercè festival has now become one of the largest festivals in Spain, showcasing Barcelona’s cultural richness and beauty. La Mercè, or the Festival of Festivals, is a massive celebration comprising various activities throughout the city, with a focus on Mediterranean culture. The activities include human castles, dances, street parades, spectacles, and many more. This festival is a chance to discover Barcelona and the larger Catalonia region in a new and unique way.

The Sapporo Autumn Fest is an event dedicated to the rich food culture of Hokkaido, the second-largest island of Japan. The festival spans about 1 kilometre and features over 300 stalls. It is a perfect opportunity to taste seasonal ingredients, local specialities, and gourmet dishes prepared by top chefs. Drawing around 2 million visitors each year, this food festival is a perfect destination for true food enthusiasts.

SAPPORO AUTUMN FEST

12.09 – 04.10
Sapporo, Japan



Ottawa International Animation Festival

24.09 – 28.09
Ottawa, Canada

The Ottawa International Animation Festival, North America’s oldest and largest animation festival, is an annual animated film event that has been providing screenings, workshops, and entertainment since 1976. The event attracts producers, directors, artists, and animation fans around the world. It includes competition screenings, world premieres, talks, masterclasses, and many other activities that are unmissable for those who consider themselves true animation film lovers.

Hello, Autumn

TEXT ASMAR BAYRAMOVA
PHOTO PRESS MATERIALS



British Art Fair

25.09 – 28.09
London, UK

First held in 1988, this annual event has been exhibiting the finest in contemporary British art ever since. The British Art Fair is the place to network with art dealers and get modern masterpieces at the best prices. The fair includes various exhibitions from leading British galleries such as Osborne Samuel, Willoughby Gerrish, and Portland Gallery. Held at the iconic Saatchi Gallery, the event warmly welcomes all who are passionate about art.





PREMIÈRE VISION PARIS

16.09 – 18.09

Paris, France

Première Vision Paris positions itself as an international meeting place for creative and eco-responsible fashion professionals. Held twice a year, in February and September, Première Vision Paris is a trade show that exhibits yarns, fabrics, leathers, accessory components, design services, and manufacturing solutions under one roof. The September edition's theme is innovation and technology: the trade show will focus on AI, data, digitalisation, circularity, smart materials, and optimised production. .



Göteborg International Biennial for Contemporary Art

20.09 – 30.11

Gothenburg, Sweden

Biennial is a contemporary art exhibition that happens every other year. Göteborg International Biennial for Contemporary Art is the largest biennial in Sweden. The Swedish biennial started in 2001 and will host its 13th edition this September. The edition's topic revolves around artistic expressions rooted in an attitude of care that goes beyond personal concerns. The exhibition poses the question, "Can we think beyond us and them?" inviting visitors into a space of reflection and dialogue.

FRIEZE SEOUL

03.09 – 06.09

Seoul, South Korea

Frieze Seoul is an international art fair organised by the same team that is behind such premium art fairs as Frieze London, Frieze New York, and Frieze Los Angeles. The primary focus being contemporary art, Frieze Seoul will feature over 120 prestigious galleries in Asia and beyond. In addition, during the week, there will be a set of events and activities across the city.

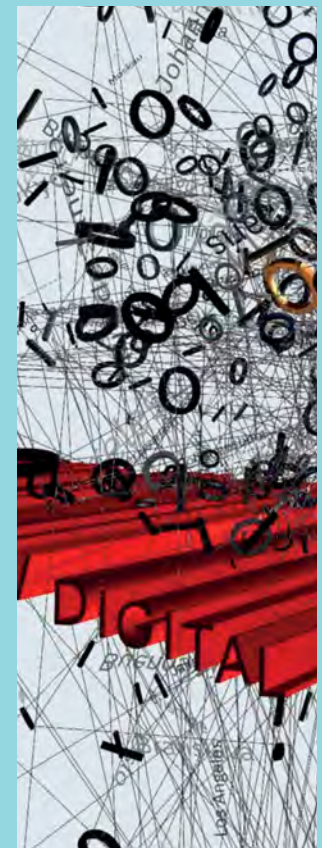


ARS ELECTRONICA FESTIVAL

03.09 – 07.09

Linz, Austria

Ars Electronica Festival is where art meets technology. This festival takes place in the city of Linz and explores the intersection of art, technology, and society through exhibitions, thought-provoking talks, and futuristic installations. With this year's theme being "Panic! Yes, or No?," the festival is trying to overcome the panic that surrounds modern times amid global crises through art and become a catalyst for new perspectives.



- * Ceuta is an exclave passed to the Spanish crown in 1580. Today, Ceuta is a piece of a country entirely surrounded by another, in this case Morocco.
- * Since ancient times, the strategic location of Ceuta has attracted different civilisations. Phoenicians, Greeks, Carthaginians, Romans, Visigoths, and later Arabs and Portuguese occupied the city for commercial or military purposes.
- * The fortified city of Ceuta has been a lookout for the Strait of Gibraltar since ancient times.
- * Ceuta is a tiny city. The best way to get around is by bike or on foot.
- * The city is surrounded on three sides by water.
- * Ceuta became an autonomous city in 1995.
- * Ceuta was given the title of the most loyal city in Spain.
- * There are hikes to epic viewpoints like Mirador de San Antonio, which offer panoramas of Ceuta, Morocco, and the Strait of Gibraltar.
- * Geographically, Ceuta is in North Africa, politically it's Spanish, but culturally, it blends elements of both continents and worlds, where Muslim and Christian traditions coexist side by side.
- * Ceuta formally became part of Spain in 1668.

Ceuta – a journey to the four cultures

The Pillars of Hercules statue by Spanish artist Ginés Serrán-Pagán, is 8 metres high. It is the largest bronze sculpture of classical Greek mythology in the world.

Must See:

- * Parque Marítimo del Mediterráneo: A park with natural saltwater pools.
- * Waterfalls by the sea.
- * Mount Hacho: A mountain with ancient fortifications that may have been one of the ancient Pillars of Heracles.
- * Casa de los Dragones: A historic and unique building known for its dragon sculptures.
- * Perejil Island.
- * Square of Africa: A centrally located square in Ceuta with a blend of both Moroccan and Andalusian elements, that includes a lovely garden and a memorial to the soldiers lost in the Spanish-Moroccan territorial conflict of 1859-60.



ÜZEYİR HACIBƏYLİ 140

KOROĞLU

MİLLİ OPERAMIZIN ZİRVƏSİ YENİDƏN SƏHNƏDƏ

YUSİF EYVAZOVUN
İŞTİRAKI İLƏ

YENİ
MÖVSÜMDƏ

HEYDƏR ƏLİYEV SARAYI

28.09.2025

ticket.az

PIŞA Bank

INNA

30.08.2025

SEA BREEZE RESORT

ticket.az

SEA BREEZE

MURAD ARIE

3:0

HEYDƏR ƏLİYEV SARAYI

30.09.2025

ticket.az

tyndi music

THE FOUR SEASONS

DIALOGUE WITH VIVALDI

"CANLI SƏS"

HEYDƏR ƏLİYEV SARAYI

04.10.2025

ticket.az

Jalya Huseynova

OCCUPATION

TV Journalist at CBC TV

NATIONALITY

Azerbaijani

EDUCATION

Azerbaijan University of Languages (Faculty of Journalism)

ASTROLOGICAL SIGN

Libra

FAVOURITE NUMBER

11

GOAL

To achieve recognition as one of the leading journalists in the country while maintaining high standards of objectivity and professionalism



If I could...

- ... I would conduct interviews with every person who has ever changed the course of world history.
- ... I would visit every place on Earth with a microphone to learn the stories of how people live there and tell others about it.
- ... I would teach everyone in the world to truly listen to each other.
- ... I would establish a visa-free regime for all countries, so that everyone has the opportunity to visit every corner of our planet.
- ... I would show that the beauty of the world lies in the small details we often overlook.
- ... I would gather all the world's renowned photographers to learn from them.
- ... I would show how cats influence people's lives and make them kinder.

Türkiyədən alış-verişləriniz üçün avantajlı kart Bankkart Platinum

Ödənişlərinizi TRY və xarici valyutada
Bankkart Platinum ilə edə bilərsiniz.



Onlayn Sifariş

“Ziraat Bank Azərbaycan” ASC, A.R. Mərkəzi Bankının 30.12.2014 tarixli 255 sayılı lisenziyası əsasında fəaliyyət göstərməkdədir.
Bakı şəh., Yasamal ray., Həsən bəy Zərdabi pr., 191



*9229

Müştəri Əlaqə
Mərkəzi

www.ziraatbank.az



Ziraat Bank
Azərbaycan

✕ [@](#) [v](#) [in](#) /ziraatbankaz



Cartier

28 May küç., 2A, Bakı - +994 12 493 89 29