

# PARIS PLANETFASHION

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## The visionary international luxury magazine

### PARIS PLANETFASHION

Welcome to the ultimate luxury destination, PARIS PLANETFASHION, the French/English online fashion magazine with an international readership, founded by editor-in-chief Farouk Chekoufi. PARIS PLANETFASHION is hyper-glamorous photography, sparkling editorial and exclusive preview insights into forthcoming trends in enchanting fashion; sumptuous jewellery; truly extraordinary beauty products, including collectors' and limited editions of gem-set and jewel active super-charged skincare; simply show-stopping red-carpet makeup; the heavenly new travel and spa destinations and utterly desirable twenty-first century electronic gadgetry. Up-to-the-second style news, behind-the-scenes intimate tours and in-depth interviews with the hottest fashion designers, muses and supermodels compete for the dazzled reader's attention.

Chekoufi says: 'I wanted to create a space online which was intense, audacious, and dedicated to perfection. A downright provocative cocktail of style and beauty with attitude to bring a sparkle to the eye of fashion insiders and PARIS PLANETFASHION people. A satellite of luxury, a multi-faceted magazine paying homage to the poetry of precision; a treasure chest of dream-makers.'

PARIS PLANETFASHION online magazine adores bewitching, enticing, irresistibly attractive beauty companies and fashion houses, genius celebrity hair gurus and soulful jewellery designers, sleek, ultra-chic boutiques and the world's most opulent, über-luxury hotels. Past and present editions of PARIS PLANETFASHION include visionary, world-class fashion brands such as Marc Jacobs, Paco Rabanne, Gavin Rajah, Ungaro and Versace; potent, alluring new perfumes including Jean-Paul Gaultier's masculine, woody Fleur du Male, the incomparably charming Aqua de Parma In Villa, and Bulgari's precious OMNIA Améthyste; Chanel's high-shine new jewellery collection 'Pluie de Diamants' and Swarovski's darkly mysterious 'Passages of Night' gems; the newest, bubbliest, most delectable champagnes; and in-

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depth profiles of elegant French designer Thierry Mugler, of the inimitable and unique Karl Lagerfeld, and of the glamorous fashion powerhouse that is Donatella Versace. The travel section has featured a journey through the icy corridors of The Kube Hotel, Paris, Bulgari's divine Indian Ocean spa experience, and the paradisaical Marrakech oasis of the Murano Oriental Resort. Belvedere Vodka's Pre-Party with Jade Jagger's new collection, including the 18-carat, white gold Ice Dagger has been investigated in all its sparkling detail as has Swarovski's elite style Crystal Party featuring a performance from sultry superstar Rihanna.

There are many fashion magazines but few share PARIS PLANETFASHION's singular vision. PARIS PLANETFASHION champions the small gem artiste in her loft studio, and the ancestral world-famous jeweller with his boutiques on the Place Vendôme; the young organic (bio) beauty company whose pure lotions come in a box so pretty that disciples retain it to house their jewellery long after the cream is gone, and the household name skincare designer with her high-performance, turbo-charged, ultra-technology products. PARIS PLANETFASHION discovers the talented young creative at his art school debut and promotes his sound/fashion/art vision in PARIS PLANETFASHION's glossy pages, whilst delighting in the glorious glamour brands whose influence reaches all the way around the world.

PARIS PLANETFASHION explores new departures in the latest diamond-studded, orchid-scented wonder creams; the newest fragrance and make-up tendencies, as in the mysterious, enticing Noble Iris, Noir Iris and Hermes 'Hiris' perfumes, and the starry Joaill'iris makeup trend; the lust-have It bags of the season, the craving-inducing, sublime new shoes and the jewels du jour. It appeals to the forward-thinking studio and PR director in her Avenue Montaigne / Via Montenapoleone / 5<sup>th</sup> Avenue office; it's a source of inspiration and scintillation to the A-list actress/musician/designer/model hybrid who rules the catwalks and the clubs; and is the fundamental fashion indispensable for the quality newspaper columnist with her laptop in the Roberto Cavalli Café. PARIS PLANETFASHION offers extensive coverage of the

international fashion party scene, providing exclusive news and previews of the coming season's soirées, and extensive reviews and pictures of parties just past. The PARIS PLANETFASHION readers are spontaneous and sensual, metropolitan

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metrosexual Rue du Faubourg Saint Honoré messieurs/mademoiselles, Bond Street boys and Brighton girls with a love of luxury and an innate sense of style and high glamour.

After studying luxury fashion design and communications in Europe, PARIS PLANETFASHION's editor, Farouk Chekoufi worked as a fashion editor in Paris; as a fashion television director; as a fashion and brand consultant (fashion houses, accessories and beauty companies) in China and New York; as a fashion editor at fashion shows from Paris to Milan to New York; and also as a fashion press attaché in New York, leading to his current position at the helm of online style magazine Paris PARIS PLANETFASHION. In the last decade, Chekoufi has covered around 10,000 fashion shows, parties, launches and press conferences – and lived to tell the tale! He and PARIS PLANETFASHION aim to provide the style and beauty vision – that extra, integral dimension – that the ultra-fashionable need and miss.

PARIS PLANETFASHION was born in the capital of fashion. All its content – including all images – is edited and managed entirely out of Paris; an ideal environment for the generation of a magazine devoted to la mode. Faraway fashion shoots captured in the tropics are brought home to Paris and distilled like precious perfume into luscious editorial and lustrous pictures. Openings and launches of couture collections, and the very latest jewelburst miracle product will be featured online, as will extra-special offers, news and views, festivities and fireworks galore. PARIS PLANETFASHION is a community of like-minded style souls searching out the pearls in the shell, the star in the firmament, the gold at the core.

For additional PR information : [PRESSE.MODE@PARISPLANETFASHION.FR](mailto:PRESSE.MODE@PARISPLANETFASHION.FR)

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## BRANDS IN PARIS PLANETFASHION

4VOO	ACQUA DI PARMA	ANNAYAKE
AVÈNE	BALMAIN	BE COLOURED PARIS
BELVEDERE VODKA	BIODERMA	BOUCHERON
BURBERRY	BURMA	BVLGARI
BVLGARI HOTEL AND RESORTS		BY TERRY
CACHAREL	CALVIN KLEIN	CARLOS MIELE
CAROLINA HERRERA	CARTIER	CAUDALIE
CAUSSE	CERO	CHAMPAGNE DIAMANT
CHANEL	CHRISTIAN LACROIX	CHRISTOFF
CINQ MONDES	CK CALVIN KLEIN	CLARINS
CRYSTALLIZED	DALFINA FENDI	DANIEL SWAROVSKI
DAVINES	DE BEERS	DIESEL
DIOR	DOUX ME	EDEN PARK
EL DANTÉS	ELANCYL	ELIE SAAB
EMANUEL UNGARO	EMPORIO ARMANI	ESCADA
ESTÉE LAUDER	FAUCHON	FENDI
FRANCESCO SMALTO	GAVIN RAJAH	GIORGIO ARMANI
GIVENCHY	HERVÉ GAMBS	HOTEL LE PRINCIPE DI SAVOIA
HOTEL PLAZA ATHÉNÉE PARIS		HUGO
HUGO BOSS	ICY BEAUTY	IMEDEEN
JEAN CHARLES DE CASTELBAJAC		JEAN PATOU
JEAN-PAUL GAULTIER	JEAN-PAUL GAULTIER MONSIEUR	
JO MALONE	JUNKO SHIMADA	KARL LAGERFELD
KENZO	KENZOKI	KUBE
L'OCCITANE EN PROVENCE		LANCASTER
LANCOME	LANVIN	LIE SANG BONG
LISA SIMON	MAC	MARC JACOBS
MAROC MAROC	MARY COHR	MASSATO
MELVITA	MENARD	MENARD FOR MEN
MOSCHINO	MOTOROLA	MURANO HOTEL
NATURA BISSÉ	NICKEL	NINA RICCI
NUXE	PACO RABANNE	PAUL SMITH
PAULE KA	PHILIPS	PHYTOMER
PIPER-HEIDSIECK	PRADA	RAY BAN
ROBERT BAULIEU	ROC	ROCHAS
RODRIGO OTAZU	ROXY	SAMPAR
SCIENCE et MER	SEBASTIAN	SHU UEMURA
SKINTECH	SONIA RYKEIL	SONY
SOTHYS	STELLA MCCARTNEY	STILA
SWAROVSKI	THIERRY MUGLER	TOPICREM
URBAN DECAY	VAN CLEEF & ARPELS	VERSACE
VIKTOR & ROLF	VOGUE SUNGLASSES	WORTH
YONKA PARIS	YVES ROCHER	
YVES SAINT LAURENT	ZUHAIR MURAD	