

# FASHION & BEAUTY NEWS

All the must-knows and must-haves of the month

BY AGNES AUI



## DEFYING EXPECTATIONS

When Eliud Kipchoge, a Kenyan long-distance runner, broke the two-hour marathon barrier in Vienna this past October, he was wearing a prototype of the Nike Air Zoom Alphafly NEXT%. The NEXT% platform is the ultimate expression of Nike's ambition to engineer footwear with measurable performance benefit. NEXT% is all about creating more efficient intersections between the body and technology to enable athletes to shatter personal boundaries. It is the ultimate meeting of sports science and purposeful design. Nike NEXT% is a footwear innovation system engineered to give athletes a measurable benefit. Informed by sport science and verified by the Nike Sport Research Lab, the Nike Air Zoom Alphafly NEXT% features three critical components, working together to help runners on race day. The three components include full-length carbon fiber plate that provides stability and a smooth transition, Nike ZoomX cushioning to minimise energy loss, and Nike Zoom air pods for added cushioning.

[www.nike.com](http://www.nike.com)

## ANNUAL CELEBRATION

Piaget's Possession collection is turning 30 this year and to commemorate thirty iconic years of joy, luck and happiness, the Piaget Possession is launching all new yellow gold designs in its "Turn for Extraordinary" collection. Paying homage to the yellow gold ring that was first unveiled in 1990, the new collection features four new creations in yellow gold as well. This is to honour the very first yellow gold Possession ring that started this extraordinary journey. The creations feature three anniversary-edition yellow gold bangles. The first comes in a large size with two turning rings that are paved with diamonds and adorned with a paved semi-sphere. The second comes in a medium size with one turning diamond band and diamonds on the bangle, while the third comes in a medium size with one diamond turning band. The limited edition anniversary timepiece is housed in a 29mm yellow gold case that features two bands around the dial, one of which is paved with diamonds and spins and turns. The dial is decorated with a delicate snow-setting of diamonds that scintillates in the light.

[www.piaget.com](http://www.piaget.com)



## ARTISTICALLY BREATHTAKING

Coach presents the Coach x Jean-Michel Basquiat collection with a global campaign starring faces of the house including Jennifer Lopez, Michael B. Jordan, Jeremy Lin and Yang Zi, as well as beauty entrepreneur and Basquiat's niece, Jessica Kelly. The collection introduces Basquiat's artwork and values to a new generation through the lens of family, those we're born into and those we choose. The campaign was created in collaboration with photographer Micaiah Carter and a global collective of creatives including Paloma Elsesser, Jon Batiste, Kyemah McEntyre, Diana Gordon, and photographers Fan Xin and Zhang Meng. It tells the story of creative families united by shared beliefs and purpose to spotlight Basquiat's vision of bold expression, activism through art, and his desire, as he once said, to "be part of the family of artists." "We really love this collection from Coach," said Jeanine Basquiat, sister of Basquiat, on behalf of the artist's family. "They did a great job in capturing the spirit and energy of Jean-Michel's work and putting together a perfect group of creative talent to bring this to life. We've always been fans of Coach, so this is a dream project for us." To celebrate the campaign, Coach introduced a series of short social-first films in which the cast discusses the importance of family, art and Basquiat's legacy.

[www.coach.com](http://www.coach.com)



## THE NEW ERA

Puma, as part of a sponsored research collaboration with MIT Design Lab, has created XETIC, a cushioning technology that combines mechanical cushioning and foam. This ultramodern performance innovation will provide excellent comfort for walking and will be introduced in a new street-ready sneaker called Calibrate Runner. While the futuristic visible technology of XETIC may look like 3D printing at first, it is made of foam and not plastic. XETIC takes its name from "auxetic materials" known as structures which behave in a certain way when they are subjected to mechanical stresses such as compression. For XETIC, this means the cushioning provides an excellent comfort for all wearing occasions. Puma and MIT Design Lab worked with an extensive runner community to analyse individual running specifics like pressure points. They then took the data to develop a specifically shaped structure that allows for progressive cushioning. The result was a structure shaped like the horizontal number 8, which is characteristic for the XETIC. With its visible XETIC technology, Calibrate Runner has a unique futuristic aesthetic, which will appeal to the techiest of streetwear collectors, while giving athletes comfortable cushioning.

[www.puma.com](http://www.puma.com)



### A MUST

This year, Cartier is bringing back the Must game bag, one that was launched in 1973 and became an immediate success. Thanks to the Must game bag, Cartier established burgundy as the signature colour. The bag is directly inspired by the ultra-masculine professional wardrobe that breaks with the classicism of traditional handbags. Everything about it invites you to live without constraints following the freedom of the 1980's. The 2020 game bag remains true to the original while being in tune with the times. Its relaxed urban style, monochromatic elegance and androgynous chic clearly capture the spirit of today. It meets all the criteria of its predecessor, with the exception of a redesigned burgundy lambskin lining and a secret pocket containing a mirror engraved with Cartier, Paris, London and New York - the Maison's three historical temples. The collection is composed of three models, namely the game bag, hobo bag and the tote bag, with the first two available in three sizes while the latter is available in one size. Choose from burgundy, black or beige to match small leather goods like a mini wallet, an international wallet with flap, a simple card holder and a business card holder. The Must game bag truly is a must-have.

[www.cartier.com](http://www.cartier.com)

### TRULY NEW

Orient has announced the addition of five new diver designs with bold new colours to its Sports Collection alongside a further two models for specific countries. The new models feature vibrant and fresh colours for the dial and rotating bezel, while retaining the case, dial, and strap design of models in the existing collection. In addition to basic black, dials are available in blue, green and red. The dials are combined with a bi-colour bezel such as blue and red with a black dial, or blue and orange with a blue dial, adding a playful and creative accent. Two limited-edition models for specific markets are also available, taking design inspiration from the sea. One model features a combination of gold on black dial, suggesting the moon's reflection on the sea at night, while another has a white dial and black bezel with the theme "big wave". Each model will be limited to just 1,010 units, with serial numbers engraved on the case's back and presented in a limited-edition box. Models come in a 44mm stainless steel case, are water-resistant up to 20 bar, and incorporate an in-house automatic movement. Along with eye-catching designs, these watches are solidly built with reliable functions.

[www.orient-watch.com](http://www.orient-watch.com)

