

Haute flash HELLOI gives you the low-down on what's making headlines in the fashion and luxury hemisphere



SMASHBOX LAUNCHES LOS ANGELES-INSPIRED EYESHADOW PALETTE

Smashbox Cosmetics has introduced a versatile eyeshadow palette that is inspired by the vibrant spirit of the brand's hometown, Los Angeles, The palette reflects the creative spirit that radiates through the streets, in the sunsets and skylines from Venice Beach to Downtown LA. The range of 16 highly pigmented colours capture the killer ocean views, top-down sunset joyride and the must snap-now murals. The palette features nine matte shades and seven shimmer shades, alongside a full-size Smashbox Cosmetics Always on Gel Liner.

LAURENT FERRIER'S **GALET ANNUAL** CALENDAR OPALINE **BLACK AND WHITE** The Swiss luxury watch brand Laurent Ferrier has launched the Galet Annual Calendar School Piece Opaline black and white at SIHH, Geneva. Significantly, for this edition, Ferrier was inspired by the black and white contrast and the visual purity of the chess board. Two opaline dials complement the current collection. These timepieces were developed with the aim of ensuring extremely smooth handling, while also ensuring visual balance, readability and performance in all circumstances - all values dear to Laurent

Ferrier. With this watch,

the brand also pays a

winding movement, the

tourbillon double hairspring.

homage to first manual



GIORGIO ARMANI'S MADE-TO-MEASURE LUXURY TAILORING

A well-tailored suit exemplifies luxury and all menswear designers will always chant the mantra - "the fit is everything". Enter Made-to-Measure, a unique service wherein every detail of the suit's fit architecture, colour, fabrics etc - is designed according to a person's specifications, Giorgio Armani, the leading Italian luxury powerhouse. was the first to foresce the potential and need for the Made-to-Measure service. The fashion legend and trendsetter, Giorgio Armani wanted to return to the basics and give customers a unique experience where you're building a one-of-a-kind custom-made look. Today, the luxury brand is taking bespoke tailoring to a whole new level at their flagship store at DLF Emporio, New Delhi. The unique concept focuses on personalising every single detail to ensure the suit fits like a glove as a specialist advises you on styling elements such as cut, colour, buttons and finish for the ultimate experience!