



Celebrating the innovators, creators and hustlers that keep this country moving forward

Words: Alice Holtham and Elise Kerr



THE GIVING MOVEMENT

This athleisurewear brand's stratospheric rise in the region since launching in April 2020 could be credited to several things: sustainable sourcing, all palette pleasing colours, and affordable pricing. But it could also be because it's in the business of giving back, with Dhs15 from every purchase donated to charity partners that use the money for those in need. "We chose the name The Giving Movement as



we wanted to represent a new vision for how brands should think about the planet and the people on it," says founder Dominic Nowell-Barnes. The brand is also launching a physical store, which will open inside Mall of the Emirates soon. thegivingmovement.com



CHIC LE FRIQUE

"I believe you always get the best results when you are doing something that you are passionate about," says Sara Rahbari on creating her UAE-based fashion boutique, Chic Le Frique. The brand is loved for its trendy linen two-piece sets that ooze summer style, with pieces inspired by Dubai's cosmopolitan look and feel. The brand has grown from humble roots in the region to an internationally embraced name. chiclefrique.com

L'COUTURE

Born from founder Lyndsay Doran's frustration at not being able to find feminine activewear that suits all shapes and sizes in the UAE, L'Couture puts fashion into fitness across its collections of gym and loungewear. "We have such a supportive, loyal community of amazing customers from all over the UAE, some of whom have been with us since the beginning and continue to support us with every launch and every boutique opening. This means so much to us," says Doran of the best thing about having a UAE business. lcouture.com



SUITED AND BOOTED

Tailoring, quite literally, to Dubai's savvy style set are Scottish duo Ryan Smith and Calvin Smith. But they're just as happy to be filling the wardrobes of male and female UAE residents with everyday custom staples for work and play as they are designing suits for international weddings, events and VIP clients. "Being visited by clients from around the world whilst they are visiting Dubai shows us that our brand is getting global recognition, which is a truly amazing feeling," the pair tell us. suitedandbooteddubai.com

CPTN SHIRTS

Putting fun back into fashion, James Hamilton started CPTN Shirts after his own bright style got him noticed. CPTN Shirts are for men, women and children in vibrant prints, including fruits, florals and even flamingos. "There's a lack of colour in the market and a lot of people want to be seen," says Hamilton. "Even if I stock the most outrageous colour, there will be an owner for it..." cptnshirts.com





SHIMIS

Chic yoga studio, Shimis, has two distinctive rooms, each with a different style of practice. The Box is a dark space lit only with blue LEDs and heated to 34 degrees Celsius by high-quality infrared panels for vinyasa yoga. The Greenhouse is naturally lit, with plenty of green foliage, and hosts a range of classes including vinyasa, yin, hatha, yoga nidra, meditation, deep stretch, prenatal and postnatal yoga. Your first class is Dhs50.

Shimis, Alserkal Avenue, Al Quoz. Tel: (0)4 284 2077. @shimis

BOXIQ

BOXIQ can be found in Al Quoz and hosts a range of boxing and kickboxing classes. Here you'll learn the fundamentals of boxing, applying your skills on the bags and in the ring. BOXIQ's ethos is about upping your boxing IQ (hence the name), smart training and boxing. Your first class is free. *BOXIQ, Al Joud Centre, Al Quoz. Tel: (0)58 563 6123. @boxiq*



CRANK

Cult spinning club Crank has become a staple for many a fitness fanatic in Dubai. The Alserkal Avenue-based gym opened in 2018 and offers two different types of workouts. Ride sees you pedal your way to fitness with a full body workout set against beat-pumping tracks and a state of the art light and sound system. Shape goes beyond the bike to focus on high intensity interval training and functional movement skills. Trial sessions are Dhs60, and it's Dhs120 per class thereafter.

Crank, Alserkal Avenue, Al Quoz. Tel: (0)4 321 2095. @crank.uae



POSTURE

Posture is a stylish Pilates club founded by British expat Elle Sawyer. Her love for Pilates and fashion combined to create a modern, minimalist space where everyone feels welcome and encouraged to get healthy. The space offers reformer and mat Pilates as well as other mind-body practices, and new customers can get two classes for Dhs150 to try the sessions before committing to a package (from Dhs100 per class).

Posture, Golden Mile Building 4, Palm Jumeirah. Tel: (0)58 580 7256. @thisisposture_

WELLBEING

★★★MADE IN THE UAE★★★



SISTERS BEAUTY LOUNGE

Shirin Razak's vision to create a 360-degree pampering concept was brought to life in 2003 with the launch of the very first Sisters Beauty Lounge, an ode to her three daughters. Fast forward almost 20 years and the all-embracing beauty oasis now caters to women at eight salons across Dubai and Abu Dhabi, including The Dubai Mall flagship, offering blissful relaxation and luxury pampering that goes far beyond the traditional face and body services. With a mani-pedi, customers can add on a neck and shoulder massage or book a hair treatment and upgrade it with a blow dry. Whatever you're looking for, Sisters Beauty Lounge can design a tailored morning, afternoon or full day of treatments to maximise your time spent in the salon and leave all those walking out of the door feeling fabulous.

Sisters Beauty Lounge, various locations, Tel: (800) 747 8377. sistersbeautylounge.com



BLENDED WELLNESS

Confidently at the top of its game in restaurants and bars, hospitality heavyweights Solutions Leisure turned its attention to wellbeing with Blended Wellness this year. The clue is in the name here, with a salon, barber shop, gym and spa all rolled into one instantly calming space. Blended blurs the lines of a traditional beauty, fitness and wellbeing venue to bring you an all-encompassing destination that will leave you feeling just as good on the inside as it will on the outside. *Blended Wellness, Dukes The Palm, Palm Jumeirah. Tel: (0)4 423 8313. blendedwellness.com*

MADE IN THE UAE

THE LIGHTHOUSE ARABIA

This mental health and wellness centre is a pioneer, and has spent more than a decade welcoming those in need of its services. These range from emotional wellbeing check-ups to grief support, counselling and speech therapy. "We are here to serve the people of the UAE because their wellbeing is what matters most to us," says Dr Saliha Afridi, managing director. "When you look at the people that make up the UAE, they are curious, courageous, and inspiring. It makes us proud to serve such a community."

The LightHouse Arabia, 821 Al Wasl Road, Al Safa 2.

Tel: (0)4 380 2088.

lighthousearabia.com



"Giving back to my community and acting as a catalyst to improving their health, happiness and everyday life gives me incredible pride and satisfaction." - Asma Lootah, Founder, The Hundred Wellness Centre

THE HUNDRED WELLNESS CENTRE

Asma Lootah launched The Hundred Wellness Centre in 2008 after she fell in love with Pilates and the impact it had on her wellbeing. With a passion to help others achieve the same, the Jumeirah centre has evolved to offer a wide range of treatments all designed to enhance people's physical, mental and emotional health. "I wanted the space to be a haven of positive energy, where people could take time out to relax and recharge, away from the stresses of normal life." Building a business in Dubai was a 'natural decision' for Lootah. "As a female entrepreneur, giving back to my community and acting as a catalyst to improving their health, happiness and everyday life gives me incredible pride and satisfaction."

The Hundred Wellness Centre, 53b Street, Jumeirah 1. Tel: (0)4 344 7333. thehundred.ae



5 MINUTES WITH
JOSEPH ACKARY
FOUNDER OF BOXIQ

What inspired you to start a business in the UAE?

I wanted to build a community for those who feel as passionately about the sport as I do where they could grow their love for the physical rewards whilst educating themselves on the innovation of the psychological elements boxing has to offer.

What do you hope to achieve in the next few years?

Creating awareness of men's mental health is something we would like to use our influence to highlight and break down barriers. There seems to be a real stigma

surrounding men talking to each other and asking for help and whilst many men take care of their physical condition, they neglect to nurture their inner wellbeing.

What advice would you give to others wanting to set up their own business?

It's important to understand your own strength and skills. There will be lows, but that love for what you do is what will push you towards success, and when you get there, the high will outweigh all those moments of difficulty you questioned if you could overcome. Resilience, discipline and the desire to succeed are essential qualities.



ORFALI BROS

Orfali Bros – the family name of the three Syrian brothers who own it – earned a place on MENA’s 50 Best Restaurants list last February, as well as a Bib Gourmand in this year’s inaugural Michelin Guide. It’s also What’s On Awards Dubai 2022’s Homegrown Restaurant of the Year. A fantastic achievement for the restaurant, proving that talent like the Orfali’s is being celebrated. The brothers have travelled far and wide to inspire and be inspired by the delectable world of food, art, travel, and culture – and it shows in their cooking.

Orfali Bros, Wasl 51, Sun to Sat noon to midnight. Tel: (0)4 259 2477. orfalibros.com

THE MAINE

Joey Ghazal’s ever-popular concept The Maine shows no signs of slowing down, as with each new venue, the brand gets stronger. First was The Maine Oyster Bar and Grill in JBR, followed by The Maine Street Eatery in Studio City and in Business Bay there’s The Maine Land Brasserie. The Maine is a chic upmarket brasserie with a hearty menu, excellent service and a guaranteed memorable experience.

The Maine, various locations. themaine.ae



GAIA

Premium dining isn’t rare in DIFC, but it’s difficult to beat Greek restaurant Gaia. Chef Izu Ani made his mark on the area through impeccable ingredients, a carefully thought-through menu and faultless service. Guests are treated to Mediterranean flavours of the freshest kind in a beautifully decorated space that oozes class and glamour. After dinner, make your way downstairs to the private club, NYX, for an exclusive nightlife experience.

Gaia, DIFC, daily 12pm to 4pm and 7pm to 11.30pm. Tel: (0)4 241 4242. gaia-restaurants.com

★ ★ ★ UAE INSTITUTIONS ★ ★ ★

Ravi Restaurant

Since 1977, Ravi has been a staple for many Dubai residents, thanks to its delicious affordable menu and friendly staff.

@ravirestaurantsuae

Le Beaujolais

Reports suggest that this Abu Dhabi institution has been around since the late 1980s, and still continues to serve authentic French cuisine to its loyal fans.

accor.com

Arabian Tea House

No visiting family member’s holiday is complete without a trip to Arabian Tea House. Since 1997, this quaint café has been a symbol of Emirati hospitality.

@arabianteahouse



TANIA'S TEAHOUSE

Tania Lodi is the mastermind behind the ‘7th most Instagrammable cafe in the world’, Tania’s Teahouse. No one can resist snapping a shot of the aesthetically pleasing interiors. The menu is equally as eye-catching, featuring a huge selection of teas as well as healthy dishes and guilt-free treats. “We pride ourselves on being Instagrammable, but also impactful- with our ethos that focuses on self care, holistic health, and kindness. I love being able to connect with customers that resonate with our brand and have fallen in love with our teas, hosted special occasions at my cafe, and come in and praised the calming atmosphere and happy, helpful team,” Tania told us. *Tania’s Teahouse, Umm Suqeim 2, daily 8am to 6pm. Tel: (0)4 324 0021. taniasteahouse.com*



DIBBA BAY

A table by the seaside while enjoying some oysters is a pretty unbeatable pairing and, luckily for you, Dibba Bay’s oyster shack – located in Dubai Fishing Harbour 2 – and its line-up of fresh oysters make it a reality. These locally farmed bivalves from the UAE’s eastern coast are shucked to order and served in the traditional way with a selection of condiments, including mignonette, and cocktail sauce. Plus, from Monday to Thursday between 4.30pm and 6.30pm, oysters are just Dhs8 each.

Dubai Fishing Harbour 2. @dibbabay



TOP CHEFS

MOONRISE

Soleman Haddad is well-regarded as a rising star in the industry thanks to his creative prowess and dedication to quality ingredients.

@moonrise.xyz

KINOYA

From supper clubs to Harrods London, by way of a Michelin Bib Gourmand, Neha Mishra is making waves in the ramen world.

@kinoya.ae

MAIZ TACOS

Relying on fresh ingredients and unwavering enthusiasm, Luma Makhoul has grown the brand from a wholesome food truck to branches in both JLT and Dubai Hills.

@maiztacos

SALT

One of Dubai’s best-loved beach canteens, Salt at Kite Beach is famed for its sliders, fries and ice creams (as well as its epic pop-ups). The beachside food truck often sees deep queues of people on weekends. It’s one of the top spots on Kite Beach to refuel in between water sports and other beachfront activities.

Kite Beach, Jumeirah, daily 9am to late. Tel: (0)55 996 5802. find-salt.com



PANDEMIC SUCCESS STORIES

★★★MADE IN THE UAE★★★

COCO AND SHY

“I love anything personalised,” says Ashleigh Thomson who founded her personalised accessories business Coco & Shy last year. The brand began with colourful pouches, but now extends to beach bags, rucksacks and even totes. “I wanted to create products that not only suited that purpose but also looked cute,” she says. Her proudest moment? Seeing her ‘family’ of customers out and about with their personalised creations. “I’ve been told many times it’s an addiction, and with each new size or style we bring out, people enjoy finding new uses for them and personalising them in their own ways,” Thomson adds.
@coco_and_shy



BESPOKE BALCONIES

Georgina Griffin turns balconies into serene spaces. “Private outdoor space is more important than ever, so I decided to turn my vision into reality,” she says. Bespoke Balconies source and make custom furniture, as well as design, deliver and style your outdoor spaces.
@bespokebalconiesdxb

JETLAGGED CHEF

What started out as a creative outlet to share recipes became Eliza Hutchinson’s homegrown business by accident. “Jetlagged Chef began as a way to convince my husband to eat with me,” she laughs. “He wanted to track his calories and I wanted to eat something tasty and filling, so I would make our meals keeping both sides in mind.” And so Jetlagged Chef was born: calorie and macro tracked lunch and dinner plans available weeklong, or four-weekly plans delivered to your door five days per week.
jetlagged-chef.com

LUXE INCORPORATIONS FOUNDER JENNA JENKINS ON HER TOP TIPS FOR BUDDING ENTREPRENEURS

What advice would you give to an aspiring business owner in the UAE?

The best piece of advice I would give is to research, research, research. Always make sure that you speak with trusted and recommended advisors who will guide you in the simplest and most effective way that will allow you to meet your business goals.

How would you describe the UAE as a destination for SME’s?

The UAE is a vibrant and exciting land

of opportunity for start-ups and new businesses. If you have the right attitude and drive, anything is possible.

What’s one big ‘do’ and one big ‘don’t’?

Do be an expert in your field and don’t cut corners.

What’s the best bit of business advice you’ve ever been given?

Focus on the client’s needs and service and the rest will follow.

luxaincorporations.com



KIRSTY CAMPBELL

founder of That Dubai Girl, opens her little black book of homegrown businesses

Top of the locks

“We all know how hard it is to find the perfect stylist, but look no further than Ruth, manager of Tito & Tuhill Salon in Springs Souk. She’s a Schwarzkopf Pro award winner, too.”

@rainbowsby_ruth

Glow-up goals

“Next up, the make-up master, Celine Hynes. Without any hesitation, she always finds a way to create the ideal look for every occasion, no matter how tired I am.”

@celinehynes_makeup

Ice, ice baby

“My early morning essential is an iced coffee, and to keep ice cubes frozen for hours I always turn to @my_sip. Stylish and personalisable, they get bonus points for the sustainability factor.”

@my_sip

Personalised perfection

“The Party is a creative design boutique perfect for every celebration. The list of gorgeous custom items they can make for any occasion is endless.”

@_the_party

DISCOVER DISCOUNTS

thatdubai.com/little-black-book