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DREAM BIG Elaine Welteroth on the secret
to her success **GENERATION Y** We asked
young female executives about their visions
ADVENTURE ASIA The daughters of
explorer Mike Horn are now taking the lead

Iris Apfel
Hedy Lamarr
Slick Woods
Avery Baker



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WORKING HARD
AND KEEP GOING
MY OWN WAY.”



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TENNIS GRAND SLAM® WINNER

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OYSTER PERPETUAL DATEJUST 36



ROLEX

Issue 2.2018

Dear Reader,

While you have no doubt already heard of Generation Y, do you actually know what it stands for? Sure, all those 30-somethings who are constantly glued to their smartphone and have a totally different mindset when it comes to work. A generation that loves variety, travels as often as possible and turns the world upside down with its ideas and expectations. So when the editorial team of She's Mercedes got together to brainstorm the topic, it soon became clear that this issue had to be dedicated to Gen Y. After all, there has never been a generation with so many female executives.

For our cover interview, we met with 31-year-old Elaine Welteroth, who became the youngest editor-in-chief at Condé Nast Verlag and turned the US magazine *Teen Vogue* into a mouthpiece for political, cultural and contemporary topics. Welteroth knows teenagers want more than fashion and make-up tips. They have an idealistic will to change the status quo. In the meantime an author and sought-after speaker, Welteroth is regarded as *the* icon of Generation Y.

Particularly surprising were the results of our survey of high potentials, who showed a remarkable ability to use social media to improve things. Their approach to new developments focuses on networking and sustainability. So what better car to feature in this issue than the new EQC? A car that marks the dawn of a new era in electromobility for Mercedes-Benz and thus meets all the requirements of this generation! The Gen-Y-crazy editorial team was awash with ideas for typical "new generation" gadgets. Be inspired by an abundance of energy and good taste. Enjoy reading!

The Editorial Team

Allow us to present:



Filigree
Pretty little Gen-Y statement? Definitely this golden pendant!
sophiekeegan.com



Aesthetic
Six literary classics in one box sharpen young minds.
loewe.com



Entertaining
Humorous podcast parodying life with Alexa, Siri & Co.
gimletmedia.com



Retroesque
Woven from 300 beads, this mini bag recalls the '90s.
susanalexandra.com

COVER PHOTO SHANIOWA JARVIS, STYLING: JESSICA ZAMORA-TURNER, MAKE-UP: PORSCHE COOPER, HAIR: ILLEISHA LUSSIANO, WARDROBE: NO.6 PHOTOS ON THIS PAGE PR



Laura Biagiotti ROMAMOR



THE NEW FRAGRANCES FOR HER & HIM

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Well connected
More information on She's Mercedes can be found on social media (@shesmercedes) and on our website: mercedes.me/she

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“We aim to treat our planet with the respect it deserves”

Marcella Hansch, architect and founder of the organisation Pacific Garbage Screening

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New York style icon



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Even Michelle Obama tested this restaurant in Cape Town



'The Kitchen' serves up an extra portion of camaraderie

PHOTOS DAIMLER AG, BENNE OCHS, SHANIOWA JARVIS, ANNIKA HORN, CLAIRE GUNN, IMAGO/HOLLYWOOD PHOTO ARCHIVE (USED WITH PERMISSION FROM THE ESTATE OF HEDY LAMARR)

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The new EQC is here!

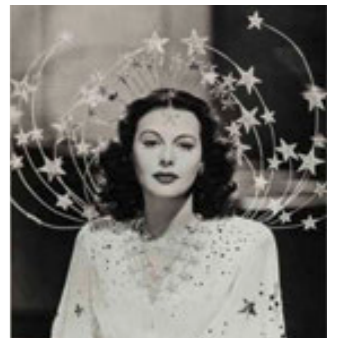


Dynamic and sustainable, sensual and stylish

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Ms Bluetooth



Hedy Lamarr: the beautiful inventor and her patent



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She's Mercedes is also available in the App Store and on Google Play: mbmag.me/ios mbmag.me/android

what3words is available for download via the App Store and Google Play. Find out what's behind the innovative navigation software here: what3words.com



Cover
For our cover shoot, we met Elaine Welteroth in New York. The former editor-in-chief of Teen Vogue represents a new, opinionated generation of celebrities in the USA.

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COVER PHOTO SHANIGWA JARVIS



PARMIGIANI
FLEURIER



If there had to be only one

Kalparisma Agenda
Manufactured entirely in Switzerland
parmigiani.com

For this magazine, we sent our reporters to Paris, New York and South Africa



Sitting around the campfire, telling each other stories until late into the night - this is one of Annika and Jessica Horn's favourite memories of an expedition they undertook with their father, Mike Horn. **Iris Mydlach** met the adventurer's two daughters in Paris to talk about the South East Asia leg of Pole2Pole.

She was also struck by how this ancient craft could create such modern silhouettes, although simultaneously coming from a bygone era. Ihring is currently busy decorating her new home in New York; since her encounter with Parker, she has thought a lot about the value of quality furnishings and interior design.



Christian Putsch, a journalist living in South Africa, met Karen Dudley for lunch in Cape Town. He was instantly charmed by the restaurant's atmosphere and the love sandwich Karen made for him. A funny coincidence: among the books on Karen Dudley's bookshelf was one called *Kiezküche*, featuring recipes from Putsch's home city of Hamburg.



When our author **Silvia Ihring** met New Yorker artist Eny Lee Parker in her studio, she was especially fascinated by how much passion Parker put into her ceramic works.



Elaine Welteroth requested her, and the She's Mercedes Editorial Team were more than happy to oblige. American-born **Shaniqwa Jarvis**, the photographer for our New York shoot, came highly recommended: she has worked for such brands as Nike, Supreme and Adidas. Her more artistic pieces have been shown at exhibitions around the world, including in Tokyo and London.

Shaniqwa, what did you think of the shoot?
It was a special experience or me. It's quite rare for both

subject and photographer to have an African-American background. Elaine and I really wanted to use this opportunity to create something magical. **Where do you know each other from?**
We see each other in New York, both privately and at events. We've been wanting to do something together for a long time. **What was your first joint shoot like?**
The atmosphere on the set was very relaxed, probably because Elaine made sure to say something nice to each and every crew member. shaniqwajarvis.com

PHOTOS: RODERICK AICHINGER, KAREN SCHERBRUCKER, PRIVATE (2)



The forest in New Zealand is safe again. At least when it comes to these Maori ladies. In the past, they defended their tribe and soil. Today they fight for the preservation of their forest. Together with you. Join us on a breathtaking tour of the Te Urewera rainforest, planting your own forest giants that can live up to 1,000 years. This is how you invest in true sustainability.

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“I think there’s something out there...”

Is there life in space? Space researcher Carmen Köhler spent three weeks living in isolation in the desert of Oman



←
Carmen Köhler, 38, has a doctorate in mathematics and is an ‘analogue astronaut’ who conducts tests for Mars missions on Earth.

“In Oman, I experienced probably the loneliest and most beautiful moments of my life – during our research work for missions to Mars, I was often left entirely to myself. The only sounds I heard were the ventilators in the back of my suit. The view was somewhat bizarre, because looking through the visor of the helmet is like looking through a fish’s eye; you feel like a fish in a round glass bowl. I’ve never sweated as much in my life. At times the temperature was 38 degrees – and I was wearing a 50 kg suit. We spent three weeks in isolation, my crew and I. There were 15 of us in all. There was no internet, no supermarket, we were completely

isolated. We conducted experiments, tested how we work together as a team. At times like this, you are living outside reality; you are pushed to the limit and your mind plays a critical role. During these simulations, we try to find out whether stress levels can be heard from your tone of voice, for example. It’s important to talk about everything openly right away. Humour also helps in conflict situations. I actually believe that the first person who will land on Mars has already been born. Is there life out there in space? It would be strange to think we were the only ones. Yes, I definitely think there’s something out there...”



PHOTOS FLORIAN VOGGENEDER

→
Moon Crescent
The semicircular-shaped leather bag 'LilouBianco' with signal-coloured handles is an eye-catching accessory.
danselente.com



←
Bending the rules
The 'Kink' vase offers twice as much space for flowers and is available in light blue, rust red and white.
earnestly.org



←
Colourful weaves
The flow of colours and materials in this rug (Patricia Urquiola) give the pattern a 3D effect.
cc-tapis.com



↓
A broad base
These hollow wooden cylinders have been turned into stools and brought to life in a pop-art look.
nortstudio.be

↑
Dangling geometry
Corners and curves come together in perfect harmony in these earrings.
enyleeparker.com



A comforting feeling

The corners and edges that surround us in daily life have given rise to an avant-garde of young designers on a quest for rounder forms

INTERVIEW: SILVIA IHRING

Have you ever wondered what it's like to live in a museum? This season's stools, sofas and vases give the impression that they could just roll away, and the curvy designs of earrings and shoes make you want to keep them in a display case. This new eclectic style symbolises a new-found freedom in design. One celebrated proponent of the scene is Eny Lee Parker. A New Yorker with Korean roots, she designs furniture, jewellery and clothing.

Ms Parker, you work a lot with clay. Isn't that rather cumbersome?

Not at all. This material gives me the freedom to shape objects according to how I see

them. But I never fully have control, especially when the clay is in the kiln. Anything can happen in there. This teaches me to be flexible and to accept flaws.

You make some rather large pieces of furniture out of clay. With the material you use and the dimensions in which you work, you're almost creating sculptures.

Furniture looks rather sculptural these days anyway. Like me, a lot of designers are currently testing the limits of material and production. I want to show my customers how much time and effort go into these creations.

PHOTOS PR

What effect do you hope to achieve with that?

Furniture can draw attention to certain topics that people talk about.

For instance?

Time is an important topic. I want to use my work to underscore the value of time. Clay is a good medium because it simply takes time. That's why my work isn't exactly cheap and why there's a waiting list of several weeks. It's an investment, and I think my customers appreciate that. The mode of production and the material I use should be thought-provoking; I want to use my work to pose questions and establish a relationship

between me and my customers, who then have a story to tell about their furniture.

But especially in today's climate, interior pieces have to be visually appealing too ...

Absolutely. Social media plays a role in making designer pieces more captivating. By creating a lifestyle atmosphere, it helps to enhance the objects. My Instagram handle is under my name, and so is my business. Consumers can visualise my work in context, and not just look at products against white backgrounds. There should be a certain harmony and flow to everything.

What do these bulbous forms mean to you?

I think most of us live in boxes. We're surrounded by walls that extend from floor to ceiling, creating corners all around us. By giving these boxes a certain round quality, we create something more familiar to us, something soft and organic – a bit like the human body. I think this gives us a feeling of safety and comfort. ←

Eny Lee Parker graduated from the renowned College of Art and Design in Savannah and currently lives in New York. You can see her work on Instagram (@enyleeparker). More information at: enyleeparker.com

HOT SPOTS *Los Angeles*

Dreams come true in the City of Angels. A good example? The career of US model Slick Woods

Slick Woods was homeless before she became famous practically overnight two years ago. It all started with a shoot for Kanye West's fashion brand Yeezy. Singer Rihanna was so impressed that she immediately recruited Woods to be the face of her Fenty Beauty cosmetics line. Woods' rise to prominence is the stuff of cinema.

The 22-year-old has since become one of the most sought-after models in the world, walking the catwalk for luxury labels like Gucci, Marc Jacobs and Fendi. "The way I grew up has taught me not to block all the good that comes my way," she says today. Mercedes-Benz was recently able to get her on board as one of the seven protagonists for the #WeWonder fashion story. What did she talk about? Youth, of course!

That's reason enough for the She's Mercedes editorial team to shine the spotlight on Los Angeles. The hottest trends, coolest restaurants and a theatre scene that can't be beat. Slick Woods provided the inspiration for this selection of five hot spots.



You can find all of the Mercedes-Benz campaign's visionaries on the #WeWonder platform.

1 → Sure, Venice is nothing like your usual insider tip, the beach action is as clichéd as it is fun. But there is nowhere better in LA to take a casual stroll than Abbot Kinney Boulevard.
abbotkinneyblvd.com
w3w.co/fish.legend.aspect



2 → BOA has the best steaks in the world so they say. After all, we are in LA so you kind of expect clatter all around. This doesn't stop the atmosphere being inviting and colourful though!
innovatedining.com/restaurants/boa
w3w.co/invest.door.effort



← 3 Yeah, even models can't resist a juicy burger once in a while. Slick Woods' favourite is "Master Burger", which has three branches in L.A.
masterburgers.com
w3w.co/value.hooked.cove



Editor's choice: our insider tip for surfing de luxe in Malibu

PHOTOS: DAIMLER AG, UNSPLASH/ASH EDMONDS, ACTIONPRESS, UNSPLASH/STEVEN PAHEL, THE H. WOOD GROUP, UNSPLASH/ERIK ODIN, PR (2)



← 5 Editor's choice A stopover at the Pacific: the building alone is reason enough to pay The Surfrider in Malibu a visit - it was recently given a face-lift to capture the character of an authentic California beach house. On the roof deck, you can enjoy organic food and sun-downers with a sea view.
thesurfridermalibu.com
w3w.co/duck.long.tester

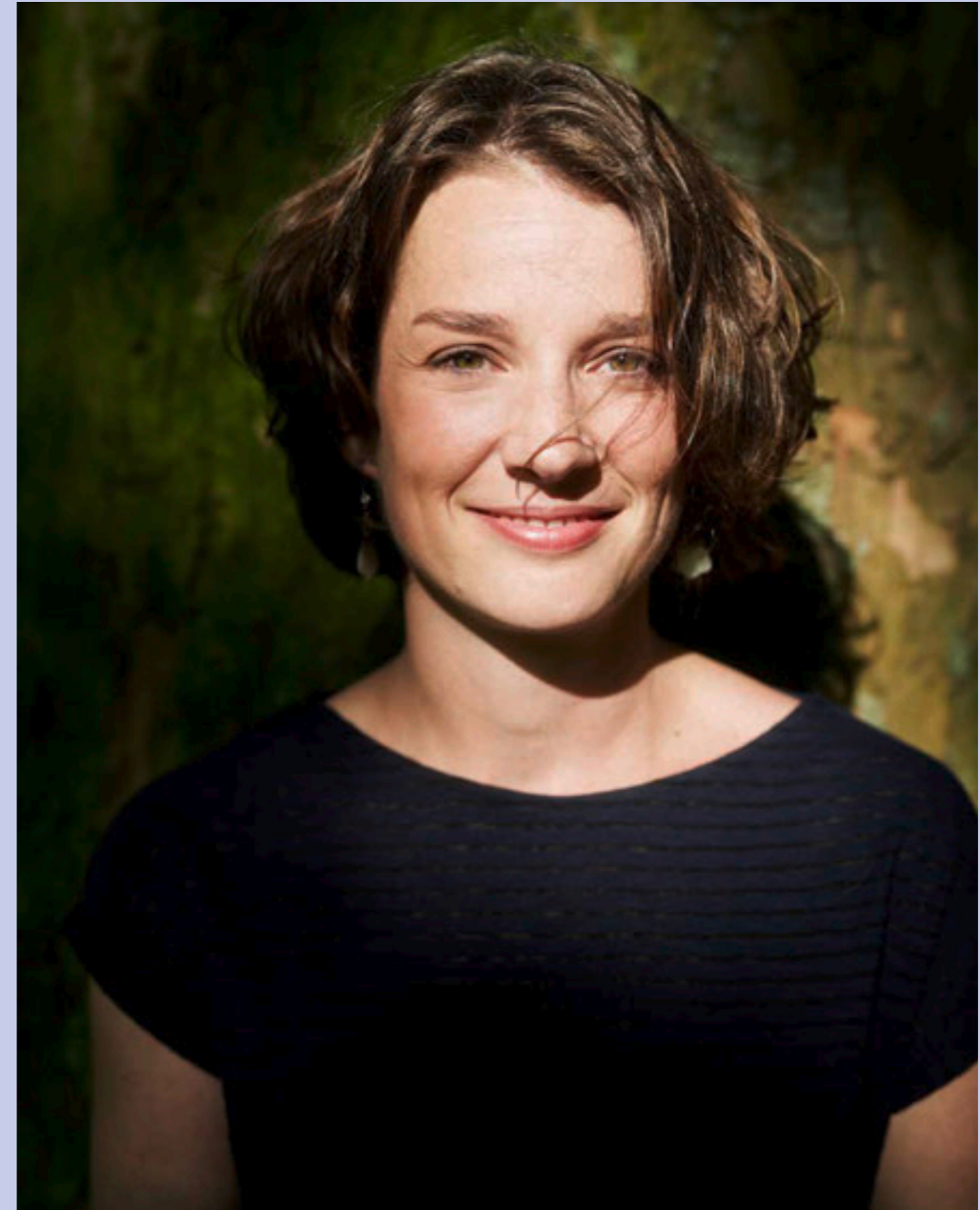
Have you tried the what3words address system? More information can be found at what3words.com or on pages 10 and 23.

Y

Generation

There are more female leaders and executives among 30-somethings today than in any generation gone before. The members of Generation Y (born between 1980 and 2000) have a distinct mindset. Seven women, seven visions ...

PHOTO BENNE OCHS



Frees the oceans from plastic.

MARCELLA HANSCH - 32, ARCHITECT - AACHEN/GERMANY

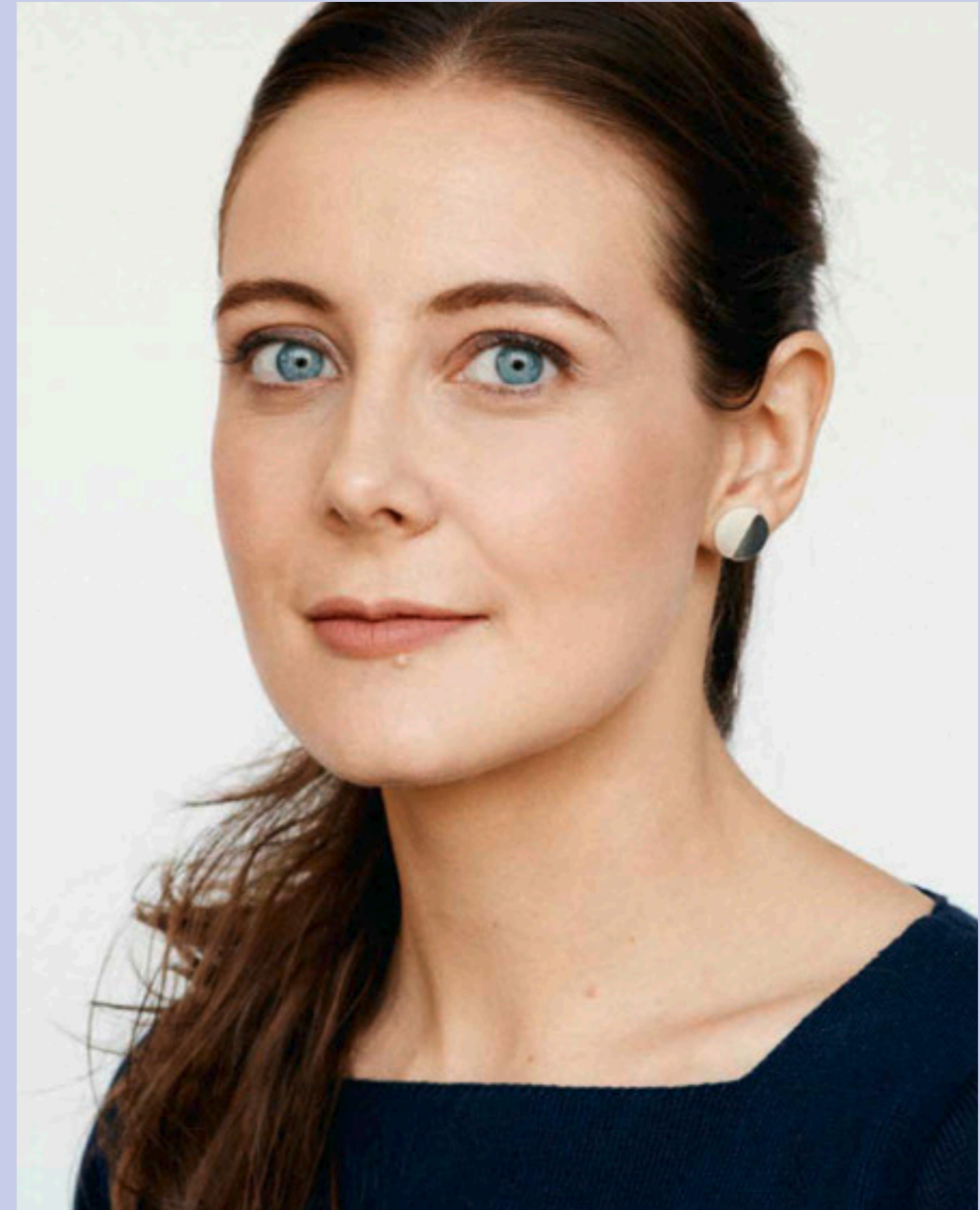
It was on a diving excursion that I first saw for myself how drastically pollution was affecting the oceans. I saw more plastic bags than fish. This shock led me to develop a platform with which to remove rubbish from our rivers and oceans. I wanted a system that could operate independently, recycling plastic and converting it to energy right then and there. To turn my idea into reality, I founded the association Pacific Garbage Screening e.V. Many people from my generation want to treat the planet with the respect it deserves. To an extent, what we are doing is cleaning up the mess that we've been leaving for generations. pacific-garbage-screening.de



Democratises art.

KIMBERLY DREW - 28, WRITER, INDEPENDENT CURATOR - NEW YORK/USA

A few years ago, I did not think that there was a place in the art world for People of Color. Today, however, I know that there have been People of Color on the front lines to make the museum scene change its ways. Now, with social media, a new generation of art leaders have the tools to show the world of museums in a new light. Platforms like Instagram or Facebook can help us to make art more accessible to those who have not had many opportunities to engage with art in their own communities. The next generation of art leaders, inspired by those who lead the way, have the power to make art more democratic than it has ever been! [@museummammy](#)



Navigates to every place on earth.

CLARE JONES - 29, CHIEF COMMUNICATIONS OFFICER - LONDON/GREAT BRITAIN

Addressing around the world is still imprecise. what3words has divided the world into a grid of 3 x 3 m squares and each assigned a unique three-word address - made of three dictionary words. Better addressing can enhance the customer experience or support economic development. Our technology has been used by businesses worldwide, from making pizza deliveries to humanitarian organisations using it to coordinate aid in the wake of a severe earthquake. what3words can provide an address to the world's four billion homeless people. Mercedes-Benz became the first automotive company to integrate our technology into its cars, so drivers can navigate with just three words. [what3words.com](#)

PHOTOS CLÉMENT PASCAL, MARIUS UHLIG



Provides start-up aid to women.

POCKET SUN - 27, VENTURE CAPITALIST - NEW YORK/USA

During my degree I became aware that being a woman was going to put me at a disadvantage in the job field, particularly when it came to acquiring capital for business ideas. There are hardly any women in my sector, you see. That's why I founded SoGal, the first female-only venture capital company in the US and Asia. SoGal focusses mainly on Generation Y. We are millennials who invest in millennials. Our mindsets are social and globalised, and we have a keen sense of the kinds of business this world needs. And we women understand how to translate this attitude into concrete concepts. sogalventures.com

PHOTOS JULIANA TAN, JACLYN CAMPANARO



Empowers the next generation.

CLAIRE L. EVANS - 33, CYBERFEMINIST - LOS ANGELES/USA

There have always been women with leadership qualities. The difference today is that we are being given more opportunities to express them. Even so, we still have a long way to go, especially in fields like science and technology. That's why I wrote a book about the history of female programmers. In a technological world, technological stories are important - and if women and girls can see themselves in the past, the more clearly we can imagine the future. I see Generation Y's responsibility to support, amplify, and recruit the next generation of talented women. Women helping women can move mountains. clairelevans.com



Explains how science works.

BRITT WRAY - 31, SCIENTIFIC AUTHOR - NEW YORK/USA

Our generation faces enormous challenges, and many of us are already working on solutions for tackling them. I have a PhD in science communication and help to elucidate scientific topics as well as tease out the ethical issues new technologies open up. Scientists do amazing things but the complexity of their work makes it difficult for most people to understand, and new technologies often mask over the ways they can create unintended consequences. I try to challenge this through my podcasts and radio shows. Science has an enormous influence and the way science is shaping our future needs to be understood within social contexts, not apart from them. brittwray.com



Wants to see more diversity.

MAGDALENA ROIGL - 33, HEAD OF DIGITAL CHANNELS - MUNICH/GERMANY

Our generation is characterised by a wide variety of life models, and offers so much potential. We need to use opportunities to pass on our knowledge. I'm a big fan of mentoring, and I wish it were entirely normal for young women to work as leaders in the tech industry. I myself spent a long time working in childcare - my dream job. I only started getting interested in technology when I saw how it can help to improve people's lives. I hope the industry becomes more diverse. Because the more diverse it gets, the more successful the technologies it develops will be. news.microsoft.com

PHOTOS PRIVATE, THOMAS DASHUBER



“Now
it’s
your
turn!”

INTERVIEW: IRIS MYDLACH

Following the death of their mother, Annika and Jessica Horn lead their first expedition through Asia. For their father, the extreme adventurer Mike Horn, this is just one leg of a trip around the world. For them, it is the greatest challenge of their lives so far. A story about growing closer together in far-flung regions



that could hardly have been more spectacular.
Jessica: Pole2Pole is Dad's greatest expedition to date, perhaps the greatest expedition of all time. A journey full of superlatives. 24 months, almost 40,000 kilometres, six continents. With me and Annika leading for the first time – at least on the South East Asia leg. And that was quite enough to be getting along with!

Annika: It was a conscious decision of Mike's to give us this leg. He saw it as kind of passing on the baton to his daughters. Pole2Pole started in May 2016, at a time when Jessica hadn't yet finished her degree. We all met up in Malaysia in May 2017, by which time Dad had already crossed Antarctica, Australia and New Zealand.
What extreme situations did you experience on your journey?

Jessica: Sometimes the most challenging aspect was the climate. 43 degrees in the shade in Laos, for instance. So we were very grateful to be travelling in the comfort of the G-Classes. But I had to push my boundaries in lots of other ways, too. One time, for example, we were travelling through Laos and Mike stopped unexpectedly at the bottom of a rock formation. We looked up, marvelling at its steepness. Then Mike said, "Okay girls, shoes on, up we go!" We were a bit taken aback. But then that's just typical dad. He's a spontaneous kind of a guy. The ascent was steep and merciless; my hands were covered in blood by the end. But it was no use whining. That kind of thing won't have any impact on Mike.

Annika: No, whining is not an option. (laughs) When we got to the top, all the pain and effort just fell away. And by the way, Dad climbed up the cliff in his flip-flops.

Jessica: There were other extreme experiences too. Our ascent to the base camp at Nanga Parbat, for example. This involved a dangerous two-day hike, with the air getting thinner and thinner. I felt I'd reached my limit, I just had nothing left. When we finally made it, the sight of the Himalayas almost knocked me out. I felt so immensely proud at having outdone myself – and yet so incredibly small.

Annika: Yes, that kind of experience makes you feel so humble. All of a sudden you become aware of the eternity and power of nature. And being cut off from the rest of the world also forces you to put things in perspective. I think that's exactly what Dad wanted us to feel. And it's a feeling that has stayed with me since. It's hard to put it into words.

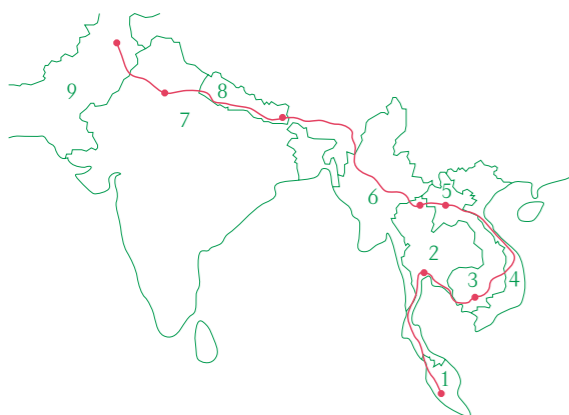
Capturing an expedition like yours in pictures and films is much easier today than, let's say, ten years ago. You are both digital natives. Your father is not. Is that an issue?

Annika: Yes, of course. It was also something that made this expedition different in that Jessica and I would set some of our priorities with precisely this in mind. One of our visits was to a gigantic palm oil plantation in Malaysia. We chose this stop to capture and show unfiltered images of over-exploitation – both of people and of natural resources. I'm sure Dad →

← High-altitude euphoria: the two sisters and their father free-climb a cliff in Laos.

↓ Breathing space: a short rest at the feet of a gigantic golden Buddha

↓↓ The team takes a break, parking the G-Classes in the shade of the palm trees.



Countries passed through during the South East Asia leg:
 1 Malaysia, 2 Thailand, 3 Cambodia, 4 Vietnam, 5 Laos, 6 Myanmar, 7 India, 8 Nepal, 9 Pakistan.

What is it like growing up with a father like Mike Horn? This imposing yet taciturn man, who likely favours untouched nature over social get-togethers, who loves remoteness and solitude, and who already counts amongst the greatest adventurers of all time. A man who has single-handedly both crossed the Amazon and circumnavigated the globe at the equator without motorised support. For many years, Horn's expeditions were managed by his wife. Since her death, the couple's daughters, Annika and Jessica, have assumed this role, and are currently tasked with leading a leg of the

Pole2Pole expedition. It is set to be a journey of extremes for the two sisters, one that will take them from Malaysia to Pakistan in 24 days, see them endure oppressively hot and numbingly cold conditions, traverse the Mekong Delta and scale the Himalayas.

What did it feel like to embark on an expedition as a leader rather than a daughter for the first time?

Annika: Very exciting! It was the first time we were responsible for making the decisions. We had to weigh up the dangers, plan the routes and basically prove ourselves on an expedition

wouldn't have gone to Angkor Wat if we hadn't been involved. We also chose to go for business reasons. High-profile destinations are more likely to draw attention on social networks. And this region is a magnet for tourists. So not Dad's thing; he only came along for our sake. *Jessica:* I think he was especially shocked by the \$40 entrance fee. He would much rather have gone to the heart of the country, where people live in harmony with nature. We left the very next day and headed for the floating villages. I'd say it was here, in these villages, that I gained a sense of Cambodia, where I got a real glimpse of its people and their culture.

What has your relationship with your father been like since the trip?

Jessica: It has changed; we've become closer. *Annika:* Our mum was the only constant during our childhood. She raised us; we only saw our dad every six to seven months. So when she died three years ago, it was devastating: the hardest test of our lives. But it was also the point at which our relationship with our father changed fundamentally. Things were difficult for him in the wake of mum's death. He wanted to be there for us, he just didn't know how. He stopped travelling and stayed with us in Switzerland - until we couldn't stand it any more. We said to him: Dad, go out into the world again! Go back to being the dad we know, please! *Jessica:* So he did. With one little difference: from then on, he took us with him. That's how Pole2Pole came about.

Annika: We travelled to Namibia together; Dad had told us so many times that he wanted to show us this country. He's South African, but Namibia was where, as a young boy, he first encountered wilderness, had his first taste of freedom and adventure. He took us to all the important places from his childhood. We had such an amazing time exploring these in the G-Classes!



In the evenings we would sit around the campfire and Dad would tell us stories. **So these faraway lands brought you closer together?** *Annika:* I guess. But we were never a normal family. When we were 12 and 14, we travelled with Dad to the North Pole; as young women, we scaled Nanga Parbat together. We have travelled thousands of kilometres without exchanging a single word. Whenever we climb up a cliff, like the one in Laos, we don't talk to each other. But we do very much pick up on each other's energy. Words would just get in the way in those sorts of situations. →



↑
The sisters' favourite destination: the Angkor Wat temple in Cambodia. Mike prefers somewhere calmer.

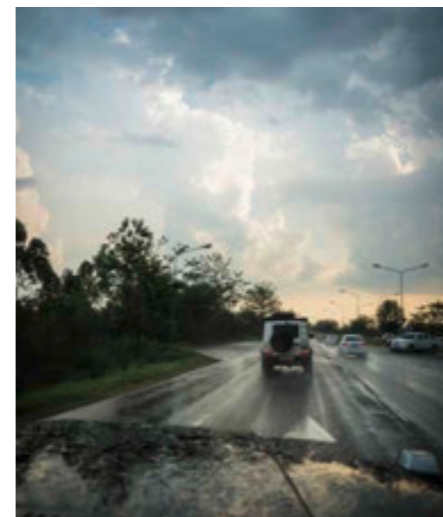
← ←
Learning by doing: Jessica changes a tyre (without any help) in the middle of nowhere in Laos.

→
Up to every situation: the G-Class is a reliable companion on the trip through Asia.

↗ ↗
On top form: Nanga Parbat base camp lies at an altitude of 4,200 metres. The hike up to it takes two days and is the toughest of the trip.

→
Monoculture: the team visits palm oil plantations in Malaysia - and are shocked at what they find.

←
Don't buy, climb! Instead of stopping at the petrol station to get some snacks, Mike Horn shows his girls how to pick coconuts.



→
 Courteous guests:
 the Horn family greet
 trainee Buddhist
 monks in the tradi-
 tional manner.

↓
 Heads up: Horn shouts
 to let the others know
 of his change to the
 route. Adventurer
 Mike Horn won't pass
 up an opportunity to
 splash his daughters
 as he drives past.



→
 Mountain view: the
 sisters spend a week at
 base camp, cut off from
 the rest of the world.

Jessica: There was one moment at Nanga Parbat base camp when I looked at my father's face as he stared up at the wall of mountains. I felt a wave of understanding. He didn't have to say a word. I could see in his eyes that he felt the mountain was calling him. I understood that he felt continuously compelled to explore the world, and had done so even when we were little. But I still felt that he was there for us if we needed him. Just not in the way normal families are. Our journey through South East Asia was full of these moments. It was the best thing we've ever done with Dad.

Annika: It was also a huge success in a professional sense because we discovered how much we are capable of!
Jessica: There was this one day in Thailand when everything seemed to come together for us. Annika and I wanted to sit on a beach together and watch the sunset, and it had to be the most beautiful beach possible. So we drove around until we finally found this amazing location.
Annika: What you probably need to know: our family has never celebrated traditional holidays such as Christmas. We just celebrate when we see each other. We sit down together and talk

for hours. We feel connected in the here and now. Mum also comes along; in fact, she is always with us, wherever we go.
Jessica: To me, that evening on the beach was the most intense time of the entire trip. I still have the photo as my mobile phone background. Whenever I look at it, I feel a strong sense of family, happiness and security. ←

Pole2Pole – a truly extreme adventure: On 6 May 2016, Mike Horn sailed out of Monaco on route for Namibia. It was the beginning of an epic adventure. Horn's daughters, Annika and Jessica, joined him on the South East Asian leg of his journey. www.mikehorn.com

PHOTOS ANNIKA HORN, DMITRY SHAROMOV



Fading memories

TRANSCRIPT: IRIS MYDLACH

Beatie Wolfe used her guitar to conjure touching stories from her grandmother living with dementia. The singer even left experts stumped after her tour of nursing homes in the UK

←
Trawling for memories
Music can help us recall past events exactly as they were and see them with our inner eye.



Beatie Wolfe
Each new album from the London-based singer-songwriter is a bit like a digital workshop of the future: her debut album was accompanied by an interactive 3D app, and her second album was released in the form of a jacket that responds to musical impulses.

PHOTOS DELANEY ALLEN, PR/STU NICHOLLS

Music has been the most wonderful thing in my life for as long as I can remember. I started writing songs as a kid and would spend hours digging through my parents' record collection and reading the vinyls like musical books with the story, artwork, music and feeling of ceremony. I hadn't yet discovered what else music was capable of but from a young age I had this feeling of great respect and reverence for it. The awakening to music as medicine came from reading neurologist Oliver Sacks' book *Musicophilia*, which researched was the effect of music on the brain. He showed how music is a tonic for all kinds of conditions. While reading *Musicophilia*, I remember thinking what greater application of music is there than this!?

“People who hadn't spoken in months were suddenly dancing and singing along to the songs”

Shortly after reading Sacks' book, I got the news that my grandmother in San Diego was suffering from dementia so I decided that when I next visited her I would take my guitar. When I arrived at her home she was very confused and agitated and didn't recognise me. Then I unpacked my guitar and started to play. Within 30 seconds it was as if a light bulb went on and she was back in the room, laughing, singing and recalling earlier memories of my childhood and how my lyrics connected to those memories. The same thing happened while playing to a relative in a Portuguese care home, but this time it was not only my relative but the whole dementia ward, following which the director of the home said it was the best he had seen the group in the 10 years he'd been there.

It was incredible to witness these transformations, detailed by Sacks on so many occasions, but this time for myself. Yet what had struck me was that these songs I had played my grandmother and the group in Portugal were not familiar, they did not predate the dementia nor were they embedded in long-term memory, and this made me think. In *Musicophilia*, Sacks used deeply personal and familiar music to pull people back from the grip of dementia, however he also concluded his studies with the assertion that “music does not have to be familiar to exert its emotional pull” and I felt that was what I

had witnessed, the power of music as magic over simply being a trigger for memory. And for all of the insights that have been gained into the power of music, there's an entire field of research left untouched, which Sacks himself had identified but not yet researched. So I felt there was a responsibility to pick up where he left off. Once back in the UK, I put together a team to undertake a research tour of nursing homes where I performed a 30-minute set of new music, which was followed up with the residents listening to the same songs on headphones in the weeks following.

The results were overwhelming. I remember witnessing the most profound reactions to music I have seen in my life and the excitement in peoples' faces – both residents and caretakers.

And I remember David. For months he had been either asleep or absent. His family had stopped visiting him. David was, like many others, in a sort of deep sleep when the concert started and no one could wake him.

But within 10 seconds of the first song, David sat up, his eyes wide, and his right arm began to move in perfect time to the beat. Soon his entire torso was moving as if he was dancing in his chair. And then he stood up. One of the carers went over to steady him and within moments they were dancing. This is a man who had barely moved or spoken in months, now he was dancing!

And he wasn't the only one. Anne, who hadn't spoken in seven months, started singing along to songs she had never heard before. There were so many of these magical awakenings. After the performance, I would often ask the caretakers if they considered this normal. Their answer was always, “No, not at all. That was incredible!”

In the following months, the residents listened to the same songs on headphones, and their reactions were also monitored. We compiled our findings and made them available to the media. The response was amazing. The study made headlines in newspapers as the first of its kind and that opened the door to more research. I took two things away from this study, the first being that you don't have to be a neuroscientist to open up the field and the second being that music goes way beyond entertainment, it is something core to our humanity, our identity and ability to connect. ←

The power of music

Wolfe streamed her latest album, *Raw Space*, from the world's quietest room with live augmented reality bringing the album to life in real-time. Read and hear more at beatiewolfe.com



EMPOWERMENT

How to *dream* BIG

She was the youngest editor-in-chief at Condé Nast and transformed *Teen Vogue* by giving it an empowering voice. Today Elaine Welteroth is one of the most famous contemporary journalists and opinion leaders in America. What's her secret to success?

INTERVIEW: ANNE PHILIPPI
PHOTOS: SHANIQWA JARVIS



←
As the editor-in-chief
for 'Teen Vogue'
Elaine Welteroth
transformed the
magazine by tackling
politics and culture.

While most New Yorkers shop and lunch on Saturday afternoons in the summer, Elaine Welteroth is at her desk, working on her upcoming book. She's so deep in it that she doesn't hear the alarm clock she set on her iPhone and overlooks a reminder email. She is "embarrassed" that she's ten minutes late for the interview. That's Elaine. Which is a nice way of saying she's an overachiever. There really isn't a second in Elaine's life that is wasted. Since leaving her post at the helm of *Teen Vogue* earlier this year, she has interviewed everyone from Oprah to Michelle Obama. At the moment, she is fresh off a trip to Brazil, where she travelled alongside Malala Yousafzai to meet local activists for girls' education in honor of the Nobel Laureate's 21st birthday. Her goal is to become the most effective and passionate storyteller for a new, socially-conscious generation, all while breathing new life into the 'diversity and inclusion' narrative behind the scenes.

Elaine, you infused a much more inclusive perspective into the ethos and mission of *Teen Vogue*, which was once a fashion magazine for teenagers. What does diversity mean to you?

I actually prefer the concept of inclusivity, which is the practice of actively seeking out diverse perspectives and fostering a sense of belonging among a diverse group of

people who might otherwise be excluded. Diversity and inclusion should be looked at as business imperatives that fuel innovation and drive bottom-line results – not just as a nice thing to talk about. Sometimes companies jump on the diversity blow-horn without understanding the barriers to a true sense of inclusivity across the organisation, which are typically quite layered and systemic, and therefore require thoughtful deconstructing of processes to rebuild a more equitable ecosystem. It isn't something anyone in business today can afford to treat as an afterthought. Equal representation is incredibly important, but especially in leadership roles because diversifying the pool of decision makers is the only way to effect meaningful, authentic change across any organisation. As a storyteller in media, you can't change the stories without changing the storytellers.

How did you realise that you had to diversify the content?

The digital revolution alone has transformed the way we all work. As an editor, there was no way to ignore that. We had to re-evaluate what we meant to our audience and then reimagine how we could mean more to them by addressing more of the issues that matter to them. Fashion magazines primarily spoke to women about celebrities and style, but on the internet and on social media young people were

interested in so much more. They were debating politics and discussing intersectional feminism – a term defined as exploring how women's overlapping identities, including race, class, ethnicity, religion and sexual orientation, impact the way they experience oppression and discrimination. Young people are so much more sophisticated and interested in learning about the world around them than they were given credit for. I saw that we were underserving them.

Do you think that the digital world communicates diversity better than traditional media?

For sure. There is a two-way dialogue with your audience. It has led to a greater awareness of who is telling the stories and a stronger push for more inclusivity across industries. It's such an amazing time for content creators. Especially for young marginalised people, social media gives you more power than ever before.

The word 'woke' is often used in the context of diversity. What does it mean to you?

This term is admittedly overplayed these days, but it's important that we don't lose sight of its original meaning. When DeRay McKesson, an activist in the Black Lives Matter movement, gave a talk to the editors-in-chief at Condé Nast a couple years ago, he said something that I've →

PHOTO ELAINE WELTEROTH/INSTAGRAM

“
Being woke doesn't work like a light switch. You don't just wake up one day with all the answers. It's something you have to commit to. It's an ongoing process of *learning*, of *empathising*, of *seeing* the world through someone else's lens
”



PHOTO SHOOT STYLING: JESSICA ZAMORA-TURNER, MAKE-UP: PORSCHE COOPER, HAIR: ILLEISHA LUSSIANO, COAT: MULBERRY PHOTO RIGHT ELAINE WELTERTH/INSTAGRAM

carried with me since: “We aren’t born woke. Throughout our lives we encounter moments of awakening.” That really resonated with me because being woke doesn’t work like a light switch. You can’t just wake up one day with all the answers. It’s an ongoing process of learning, empathising, and seeing the world through someone else’s lens. It’s a conscious decision you make to seek, to care, to do. It’s a way of being that you commit to every single day. At *Teen Vogue*, my goal was to create more moments of awakening for young people. I carry that intention into the work I am doing today and into my future.

How did you get to where you are now?

I think I always dreamed of living an extraordinary life. When I was a little girl, I remember hosting these imaginary interviews in the bathtub. I would pretend I was Oprah! I was in there channelling conversations with Liz Taylor and Michael Jackson, all these iconic people. As crazy as that sounds, I think as kids we have a sense of who we are and who we want to be. But then we get introduced to limited thinking and we often become a product of our environment. I don’t think the world prepares young people, especially not young girls of color, to dream big – and they aren’t given the tools to step into the bigness of those dreams. I want to help change that. For me, there was a point where I had to break free

from all the limiting beliefs in order to throw myself into creating the kind of career I always wanted. .

Tell us your “how to”.

Where did you start?

First, I did two internships and found out what I did NOT want to do. That’s really important, too. Then I started looking for what would make me feel alive. I was soul-searching and it led me back to the things I loved as a kid: interviewing people, writing stories and, of course, fashion! I loved fashion and style and watching my mom get ready for church. I wanted a career where all of these things could co-exist together. That was my “strategy”, if you want to call it that. The real turning point for me though was finding a role model in a magazine editor, a black woman named Harriette Cole. I studied her life, her career, and thought, “Wow, that’s what I want, too.” To edit a magazine, to have a career in TV, to be a bestselling author, to empower women and People of Color along the way. But it was much more than just a career I wanted; I was really interested in how she managed to become her authentic self through the work that she did in the world. So I wrote her a letter by snail mail and called her many times. At one point, I’m positive she thought I was crazy! But eventually she called back and offered me a one-off freelance opportunity in Los Angeles to feel me out. It turned out to be a cover shoot with

EMPOWERMENT



← A chat with Malala Yousafzai, an activist for female education and the youngest Nobel Prize Laureate. This photo was taken during Elaine’s visit to Brazil for Malala’s 21st birthday. Here they are visiting local girls’ education activists.

Serena Williams! It was my Cinderella-career-dream-come-true moment. That day she ended up hiring me. So, I moved to New York City to assist her when she was the editor-in-chief at *Ebony* magazine, where I eventually took over the style and beauty section. Then I moved on to *Glamour* magazine, then *Teen Vogue*. I worked my way up. But seeing someone who looked like me and had a dream like mine was crucial in making me believe any of it was possible.

You are addressing a generation that demands inclusivity, diversity and representation, and expects the same of its influencers. After *Teen Vogue*, are we looking at a brand called ‘Elaine Welteroth’?

I have to admit, I kind of cringe at the idea of talking about people as brands. But I always knew that one day I would become my own boss. That was one of my goals. If you have a clear vision of how you can make a positive impact, now is the right time to bet on yourself. ←

About Elaine:
Born in 1986, Elaine Marie Welteroth was the youngest person and second African-American to hold the title editor-in-chief at Condé Nast. She received recognition for her critical coverage of politics and social justice in *Teen Vogue*, and is considered to be one of the most well-known contemporary journalists and influencers of the new generation.

eat talk love

TEXT: CHRISTIAN PUTSCH
PHOTOS: CLAIRE GUNN

When Michelle Obama visited Cape Town, she chose lunch at Karen Dudley's 'The Kitchen' over the city's many swanky eateries. What is the secret of this small restaurant's success? We think it's the way it satisfies a neglected desire for conviviality



Karen Dudley is standing behind the counter at her restaurant, smiling as I offer a thousand excuses for my late arrival: The baby was sick, I had a stressful business trip ... “OK,” says Dudley, “let me make you something to eat. Some comfort food – nothing too complicated. What you need is a really good sandwich.”

She splits a fresh ciabatta, onto which she spreads her homemade herb, almond and lemon pesto. Then she adds fresh mayonnaise, thinly sliced tomatoes, a piece of delicately spiced chicken breast, cucumber and a few crisp, mixed leaves. When she’s finished, she closes her eyes in the midst of the restaurant’s lively bustle, places both her hands on the bread, and utters a single word: “Love.” She opens her eyes and passes me her creation, grinning, and gently chiding me as she says, “Why do you Germans think the world is going to end if things don’t run according to plan?” The self-styled “sandwich architect” only selects fillings after chatting to the person ordering and gauging his or her mood. This is, without doubt, the best lunch I’ve had in a long time.

It’s late morning as I settle down with my sandwich and steaming coffee, getting comfortable on a stool at the window. Outside on the streets of Woodstock, the creative buzz in Cape Town’s hippest suburb is palpable. The building is flanked by a boutique picture frame store and a designer bicycle shop, opposite the Goodman Gallery, one of South Africa’s most renowned centres for contemporary art. Just down the road are the trendy offices of a multitude of start-ups.

A sanctuary of smiles

In the midst of it all is Karen Dudley’s The Kitchen – a place for conviviality and conversation, a place named after the heart of the home. Everyone comes here: artists, start-up founders, and long-standing residents of this former working-class suburb. Few of the dishes on the menu cost more than five euros – Dudley doesn’t want to exclude anyone. When it comes to taking in the atmosphere of this fascinating world, there is no better spot in the whole restaurant than my seat at the window. Looking timelessly elegant in a blue dress,

50-year-old Dudley moves from table to table, chatting to her guests. Regulars are greeted with an embrace while newcomers are introduced to other patrons and drawn into jokes and discussions. It’s a sanctuary of smiles. On the back of the counter where the salads are created, someone has written: “There is no love more sincere than the love of food.”

Perhaps that seems a bit much, but it shows that Dudley is determined to fill this space with as much positive energy as possible. When the queue begins to die down, Dudley joins me at the window. “Everyone comes here – people of all skin colours, from all backgrounds. Food is the language that allows you to speak to them all,” she explains. “We are always looking for new taste experiences. The ingredients I use have to get along as friends. It might be that something lively works well with something subtle. Or sometimes the ingredients need to be as strong as each other. It’s all about keeping things moving – just like real life.”

Like a microcosm of South Africa

Karen Dudley has long been a source of inspiration to others. Around ten years ago she started a small catering company, operating out of her own kitchen, and before long she was overwhelmed with orders. Someone then told her about a fish shop that had closed down in Woodstock, warning her at the same time that the surrounding streets were known to be frequented by drug addicts and prostitutes. Undeterred, Dudley went to look at the premises. Today, The Kitchen is hailed as one of the reasons for the area becoming so popular with creatives. Karen Dudley’s dinner parties, held on long banqueting tables, are legendary.

She now has 18 people working for her: “Sometimes I just can’t believe how quickly all this has grown,” she exclaims. Her team is like a microcosm of South Africa, reflecting the country’s diversity and huge potential, though also reflecting its problems. Some of her female employees, for example, live in the poorer townships located several kilometres away. At night, they hardly dare set foot outside their tin homes. For them, the restaurant is also a refuge, and offers an excellent example of how far you can get using simple means. →



“To me, they are all equally important”

← *Legendary: Karen Dudley regularly invites friends and acquaintances to private dinner parties under the banner of ‘The Kitchen table at night’. People of all backgrounds come together to chat and socialise at these events.* →

“Eating together is an emotional thing. I’ve even seen people shed tears of happiness while enjoying a meal together”

Just recently, The Kitchen was visited by two young women who recently opened a café in Khayelitsha, Cape Town’s largest township. “Do you really have so many employees already?” they kept asking. When Dudley’s housekeeper moved to Malawi a few weeks ago and the families were saying their goodbyes, the lady’s nine-year-old son said: “When I grow up, I want to be a boss too. Just like you.”

Dudley’s eyes begin to well up as she tells the story. Then her business consultant arrives and she is back on her feet. Dudley has plans to restructure her workforce a little. “I want the people working back in the kitchen to earn the same as the people out the front,” she says. “They’re all equally important.” Dudley clearly sees her small company as a collective. You can tell that her staff feel that they belong. They all have Dudley’s contagious, magnetic smile.

That smile has been known to bring in the occasional celebrity, too – not least former First Lady of the USA Michelle Obama, who visited The Kitchen for lunch in 2011 and chose one of the restaurant’s vegetarian options. Back then, many assumed it was a typo in the official programme, and that the restaurant she actually intended to go to was the posh The Test Kitchen nearby. But it was no mistake: Michelle Obama had very deliberately chosen to see the community restaurant.

An extended stay

“She had her staff brief her on 20 restaurants before deciding where to go. She also had some staff members stop by inconspicuously to check the location in advance.

They needed to know whether there was a back entrance, whether we could make sure that the restaurant wouldn’t be too full on a certain day,” remembers Dudley. One morning, the call came: Michelle would be arriving at 1 pm. “Two streets had to be closed off, and the restaurant was packed full with journalists and their entourage. When she got here, she immediately started chatting with everyone and having a good time. And she stayed for much longer than planned.”

The secret to Karen Dudley’s success is her eye for detail, which she doesn’t just apply to her dishes. The menu board, for example, features charming chalk-written descriptions and is adorned with paper butterflies. The shelves are filled with recipe books from Jerusalem, London and Hamburg, interspersed with pieces of ornately painted porcelain. A stuffed pheasant surveys us from atop a cupboard, and the walls have been hung with faded oil paintings. This room is a one-off.

The best job in the world

Dudley’s own cookbooks also feature, of course. Her third and most recent, *Set a Table*, focusses on using food to connect people. “Eating together is an emotional thing,” she says. “I’ve seen people shed tears of happiness while breaking bread.” She then recalls receiving an email from a woman who described how cooking Karen Dudley’s recipes had helped her regain her *joie de vivre* following the death of her husband. “See? I have the best job in the world,” she concludes. Time flies by in the restaurant. The lunch rush is over and her staff have begun cleaning up. Dudley looks at the clock. “3:30 already! I have to pick my kids up from school.” Waving to her staff, she heads for the door. Before she exits, she turns around and says, “You must come again, OK?” Deal! ←

Culinary bestsellers

Karen Dudley’s Deli (111 Sir Lowry Rd, Woodstock) is a must for visitors to Cape Town. Her third cookbook, *Set a Table*, is available from November 2018. For more information on the deli, events and books, please visit karendudley.co.za lovethekitchen.co.za



→
Food for thought: Karen Dudley loves bringing people together at the dining table and creating an atmosphere in which they can all relax and, for a while at least, forget the trials and tribulations of their daily lives.



←
Hedy Lamarr as a young actress, early 1940s. A new documentary explores her pioneering spirit.

“She didn’t drink and she didn’t like to party, so she took up inventing”

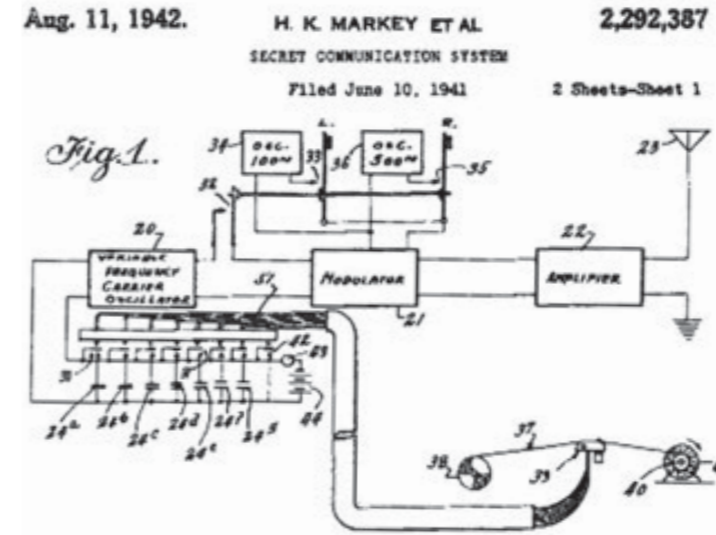
Hedy Lamarr was considered one of the most beautiful actresses of all time. And in some countries, her birthday is even celebrated as “Inventors’ Day”: Lamarr is credited with developing the frequency-hopping method, a forerunner of today’s GPS and Bluetooth technologies

TEXT: JOCHEN SIEMENS

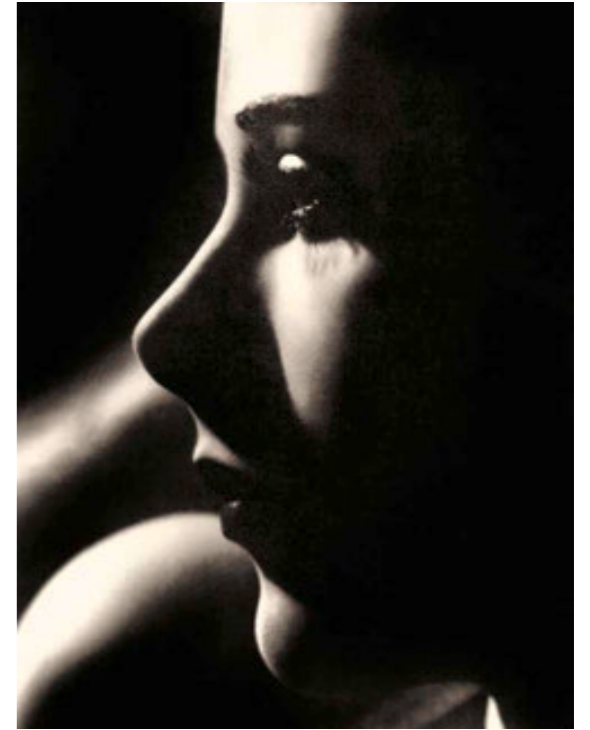


←
Hedy, a party pooper? Today we know that she used her ball attendances to acquire information. This photo was taken in the early 1940s; among those she shared the table with was German actress Marlene Dietrich.

→
Hedy Lamarr, born in 1914 in Vienna, died in 2000 in Florida, was considered to be the most beautiful actress in the world.



The first page of the patent application for the 'Secret Communication System', filed in 1941. The sketch shows a transmitter for commands attached to a torpedo. A perforated paper roll (bottom right) serves to control frequency hopping in the transmitter (left); the switches 'L' and 'R' (top) are for moving the torpedo's rudder; the radio signal can be encrypted through frequency switching. According to the design, the torpedo would receive signals via a similar device, in which frequency hopping was also controlled via perforated paper roll.



Some names are more than just names. They are like glittering curtains that open up to reveal an extraordinary life. Curtain up on Hedy Lamarr. Back in the '30s and '40s, Lamarr was a Hollywood icon, the era's favourite pin-up girl. In those times, nobody knew that she had another, altogether different side to her – that she would later come to be known as one of the greatest inventors of the modern world.

Hedwig Kiesler was born in 1914 to wealthy parents. Her father was a bank director and her mother a concert pianist. While still very young, she became privy to the world of secret councils and factory bosses and learned that everything in life was governed by science. In 1933, she married Fritz Mandl, arms manufacturer and well-known impresario within Viennese society. The marriage was an arranged one, and while she had entered into it against her will and considered it a prison, she always made sure to listen carefully to conversations at the various balls and evening events she attended as Mandl's wife. Particularly when the subject was canons, armour steel, torpedoes or radio technology (which was still in its infancy back then).

Fascinated, she would make mental notes of all the stories she heard.

After two failed attempts to separate from her husband, Kiesler fled to England in 1937, where she boarded the ship 'Normandie' bound for the US. She knew that the film producer and Hollywood heavyweight Louis B. Mayer would also be on board, and during the journey was able to convince him to cast her in some roles. He advised her to change her name to Hedy Lamarr, a name reminiscent of that of former Hollywood star Barbara La Marr.

Hedwig Kiesler went on to become a real box office magnet as Hedy Lamarr (the 1949 film *Samson and Delilah* was among her most successful). She herself summarised her style as follows: "It's easy to look glamorous. All you have to do is stand still and look stupid." But Hedwig was a different person altogether. She was a contemplative, inquisitive woman who loved to hide away for nights on end in the "inventor's room" at her home. "She didn't drink and she didn't like to party, so she took up inventing," explained her biographer, Richard Rohdes. In 1940, three things happened that

were to change everything for her: the Philco company launched a new radio featuring the world's first wireless remote control; she met the composer George Antheil, who knew a lot about radio and frequencies; and the navy was looking for a solution to improve its targeting technology, its torpedoes having so far failed to effectively target German attackers.

It still seems inconceivable that the people to come up with such a solution were not naval engineers, but rather a Viennese actress and a musician from Paris working out of a house in Hollywood. Lamarr trawled her memory for the information she had gleaned during her time in Vienna – information on radio waves, frequencies, transmitters, receivers, torpedoes. And Antheil, an experimental musician who controlled instruments synchronously, reformatted his knowledge. They played incessantly with the new radio remote control, which allowed users to manually adjust the frequencies. And suddenly, they had a brainwave. They determined that if a carrier continuously switches frequency channels, the radio signals transmitted would not be disruptable from the outside. Antheil

demonstrated the method on his mechanical pianos, which he got to play synchronously by controlling them via piano roll. They then recorded their ideas in writings and sketches, going back to improve them time and again. The inventor and engineer Carmelo Amarena later said of Lamarr: "I never felt I was talking to a movie star, but to a fellow inventor." On 10 June 1941, she and Antheil filed a patent application for their 'Secret Communication System'. The navy initially thought their idea unrealistic.

Only in the 1990s did the frequency-hopping method they developed become established within WiFi and Bluetooth technology. Since then, Lamarr and Antheil have been seen as the inventors of the method. She responded to her late fame in 1999, stating succinctly: "It's about time." One year later she passed away at home, with the TV still on and wearing a sleep mask.

Quotes and facts are based on biographies written by Richard Rhodes (*Hedy's Folly. The Life and Breakthrough Inventions of Hedy Lamarr*) and by Jochen Förster & Antony Loder (*Hedy Darling*).



Hedy, the inventor
In her new documentary, *Bombshell: The Hedy Lamarr Story*, director Alexandra Dean explores Lamarr's little-known history. zeitgeistfilms.com/film/bombshell
thehedylamarrstory



Hit like a girl

How can martial arts help
people to overcome trauma?
A visit to the Box Girls
in Nairobi

TEXT: BETTINA RUEHL
PHOTOS: ADAM DAVER

“Boxing has made me more self-confident”

Sarah Achieng dances about on the concrete surface, dodging punches and launching her own attacks as she deftly hops back and forth. The gymnasium in which she teaches girls to box is small, with a corrugated iron roof and plaster crumbling from its walls. But to the children here, this building in the middle of the Kariobangi slum is a refuge nonetheless. The gym is run by Boxgirls Kenya, Sarah Achieng’s employer for the past five years. Supported by Laureus Sport for Good, the organisation has around 2,000 beneficiaries in and around Nairobi.

Sarah, you and your girls seem very serene after the boxing session ...

Yes, but there are a lot of problems. The girls come from extremely poor backgrounds; most of them have grown up without parents. Many of them fall into prostitution. We see a lot of teenage pregnancies. **It’s unusual for girls to box. What inspired the foundation to start the initiative?** Ten years ago, the Kenyan

general election was followed by considerable violent unrest. During this time, many women from these poorer regions were subjected to rape and sexual abuse. The founders of the initiative wanted to create a space in which topics such as sexuality and gender-specific violence could be tackled, and in which the girls would feel safe and at home. Today the project is a safe space, where the girls can raise any issue, learn at their own pace and learn with peers. **So it’s not just about self-defence?** Not exclusively, no. It teaches them self-confidence and discipline. It also enables them to change patriarchal systems that are related to leadership. Box Girls have become the leaders or champions in their own lives in the first place. They pass on what they have learned in their homes, schools and their communities – which means that they become leaders in their communities, too. **What do you see in the girls when they box?** The combat situation helps

them to open up. They learn to get in touch with themselves, to perceive their own bodies more clearly. Often, you can only really have conversations with the girls once they are better connected with themselves and have overcome some of their fears. **How does Laureus Sport for Good help this project?** It has helped us to expand the programme. We now offer advocacy training, for instance. Here we teach the girls to tackle challenges effectively by tasking them with things like improving hygiene in the toilets or setting up school libraries. We also train them to become boxing teachers themselves. Without Laureus, we wouldn’t be able to pay our trainers decent salaries. **You yourself learned to box here; today you train the girls. What impact has this had on you?** Boxing has made me more self-confident and allowed me to compete professionally, even at an international level. Today, I just want to give something back.

→ It’s mainly teenagers who take the boxing courses at the Asulma Center Primary School in the Kariobangi slum. Those who participated in previous semesters, such as Damaris Irungu, 22, (top right) learn how to teach boxing.

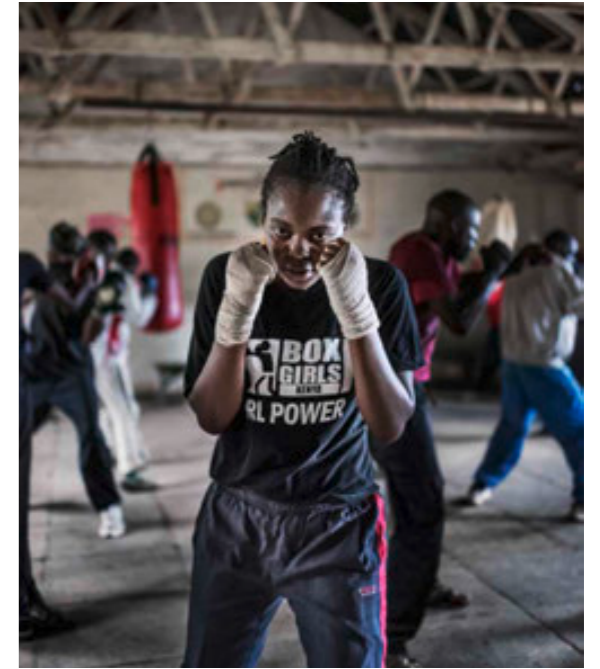


↑ Sarah Achieng, 31, lives in Nairobi with her daughter and husband.



Mercedes-Benz is a founding partner of the Laureus Sport for Good Foundation. The foundation was started in 2000 and is today the Mercedes-Benz brand’s most important social responsibility initiative. Its sports projects seek to champion socially disadvantaged children and young people all over the world. Boxgirls Kenya was set up to help girls from Nairobi’s poorer districts. mbmag.me/boxgirls

PHOTO ABOVE LEFT BETTINA RÜHL



SOCIAL CHANGE

INTERVIEW: INA BRZOSKA
PHOTOS: GENE GLOVER

When it comes to reinventing oneself, Tommy Hilfiger is considered revolutionary. One of the most creative strategists behind the brand is Avery Baker. We met the chief brand officer in Amsterdam to talk about future concepts in a fast-moving industry



Like a modern palace in the middle of the new Houthavens in Amsterdam, a staple in the creative industry, the new Tommy Hilfiger headquarters boast a mixture of white and glass elements to create an imposing overall look. If you manage to get one of Avery Baker's few free appointments, you'll be immersed in the world of Tommy Hilfiger, a company whose offices resemble a hypermodern co-working space with restaurants, cafes, a gym and digital showrooms exhibiting the finest pieces of the latest collection. Avery Baker looks out over the water from the 12th floor; she sees cranes, hears the foghorns of the ships. She's wearing a royal blue jumpsuit, subtle make-up and a casual wave bob. Her smile is incredibly sympathetic.

Ms Baker, you have been working in the fashion industry for over 20 years. What kind of changes are impacting the market the most right now?

I would say digital technologies, especially social media. Trends are emerging more quickly and news is spreading faster. There is also much greater transparency than ever before.

What consequences should we expect to see?

Digital technologies will shape consumer expectations in a different way. Consumers are not only evaluating their experiences with Tommy Hilfiger and other fashion brands, they are also evaluating their experiences in regards to how they can book accommodation with Airbnb, how they can get a ride with Uber, how things can be shipped to them immediately with Amazon. That's huge competition.

You introduced a revolutionary concept for Tommy Hilfiger fashion shows by allowing consumers to order right at the time of the show. How did you come up with this idea?

There is increasing discontent in the fashion industry among all the excitement and attention that is generated around fashion shows today. We felt it was misguided to make the consumer wait up to six months after the shows to order the product. Nowadays, people demand everything immediately. You would never wait for an Uber for longer than five minutes,

“A LOT OF SKILLS THAT ARE QUITE NATURAL FOR WOMEN ARE BECOMING MORE IMPORTANT FOR EVERYONE”

so why should you wait six months for a dress you saw on Instagram? The timing felt right to us, and we were also able to align it with the launch of a new, major women's repositioning effort featuring Gigi Hadid.

Was Tommy Hilfiger the first brand to begin doing things this way?

I would say that we developed this particular model of doing it. Many other brands were experimenting with a style here and a piece there, but we were the only brand, I think, that set out to make 100 per cent of our pieces available for purchase through all channels.

You once said that fashion shows have become content platforms. What do you mean by that?

Fashion shows and the environment around them present an amazing opportunity to tell stories on a grand scale. It's not just TOMMYNOW shows, it's an entire ecosystem which includes our stores, digital presence and social media, and allows us to develop immersive and engaging stories across every touchpoint.

Are you afraid of losing control in such an ecosystem because of people sharing their own views?

Tommy is very democratic; it shouldn't be us telling the consumer what we mean, what we believe, and how they should present themselves. It's a new type of editorial, a kind of individual interpretation or personal connection that some followers or influencers will pass along. We love that. It's really amazing to see it evolve organically.

The new generation is looking more and more towards sustainability.

How do you respond to these consumer trends?

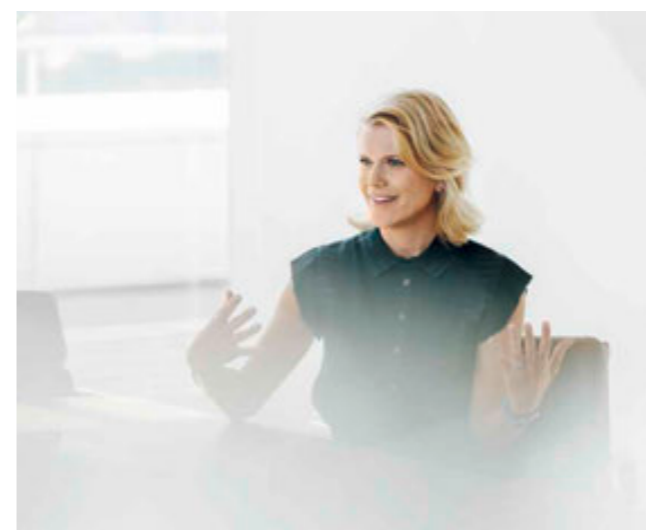
We believe it is a necessary path for our company - and ultimately for every company - to go down. We have over two and a half million pieces in our spring 2019 collection that will be produced in a more sustainable way, and we're unveiling one hundred per cent recycled cotton for the first time on this scale. We really believe this is the future.

What comes to mind when you think about where the fashion industry will be 30 years from now?

I think the biggest change will be how we access fashion and how we consume it. I wouldn't be surprised if people will be able to print garments in their homes using a 3D printer, and our role will be to just sell patterns to people, not to make clothes anymore. Perhaps the supply chain and production methods will have changed so drastically that we will only be providers of style and inspiration. It's very hard to predict how fashion will evolve in the future, but we are giving it a lot of thought.

What inspires you personally?

Good question. Travelling inspires me a lot. Just going to Shanghai, Milan or Los Angeles and seeing what people are wearing, what food they are into, what the lifestyle is like in different places - all of this has an impact on the choices that you make in fashion. There are also a lot of inspiring people on social media, certain influencers from different industries. And then there's Tommy himself. He's a very curious, open-minded individual, and he's always talking about the cool new things his kids are telling him about. He's very observant. It's great to have an inspiration like that every day.



← Avery Baker has been working for Tommy Hilfiger for over 20 years now. In 2003, the American fashion expert moved from New York to Amsterdam, where she currently lives with her husband and two children.

You are a woman in a position of leadership. How do you empower other women?

Since taking on a leadership role it has been very important to me to empower the people around me - women and men. I've tried to empower people by really giving them a voice and encouraging different opinions. I try to foster an environment of positivity, encouragement and inclusion as a way of achieving success as a team and individually.

Do you think leadership is changing?

Yes, I do think so.

What skills do you think will be important in the future?

A lot of skills that are quite natural for women are becoming more and more important for everyone; you don't have to be a woman, but you should have the skills. Empathy is incredibly important, as is the ability to lead without your own ego getting in the way, but rather as part of the team, creating this environment of trust and communication. The ability to admit weaknesses and show vulnerability is also valuable. I think these qualities are the opposite of the traditional leadership model, which is centred around power. This approach will be much more effective in the future in getting the best out of your team, especially with younger individuals coming on board. Your employees will really feel that they are part of the team and have a voice.

In 2003, you moved from the US to Amsterdam. How has life changed for you personally?

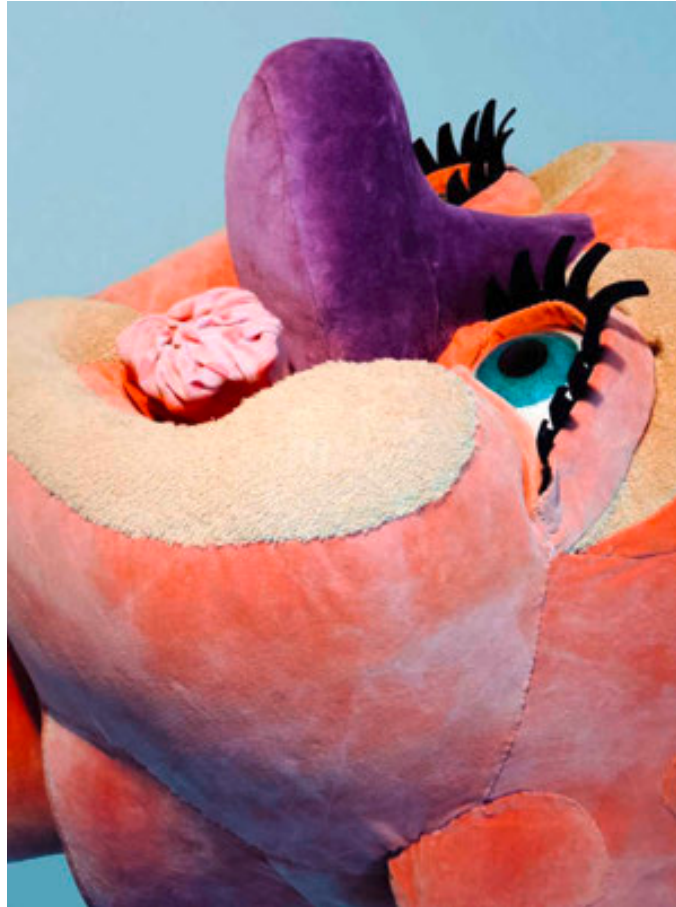
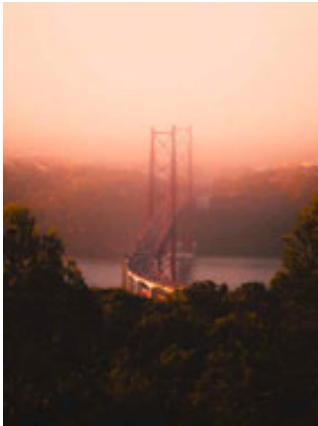
At the beginning it was a big shock, coming from New York City to Amsterdam. I came here in 2003, before the age of digitalisation. But I spent many years back and forth between both cities. I have to say, we just love it here. The quality of life and the ability to work hard, but also find yourself in a more relaxed environment than New York, has been very refreshing. I love New York and I always will, but I think Amsterdam is a great place to raise a family. ←

Styles and stories

Interested in new collections and fashion stories from Tommy Hilfiger? Check out the social channels: [instagram.com/tommyhilfiger](https://www.instagram.com/tommyhilfiger) [facebook.com/tommyhilfiger](https://www.facebook.com/tommyhilfiger)

Film trends in Lisbon
16–25 November 2018

This year, numerous famous names from the world of cinema will again be gathering at the Lisbon & Sintra Film Festival - which will also be a great opportunity for up-and-coming young artists. The Tagus river is a wonderful place to relive these impressions.
leffest.com



Antwerp and the freedom of tactile art
until 24 February 2019

In the 1970s and '80s, Belgian artists such as Veerle Dupont and Suzannah Olieux frequently worked with textiles. A special part of the exhibition 'SOFT? Tactile Dialogues' is dedicated to these pioneers and focuses on the long journey to artistic freedom in the use of textiles. An inspiring dialogue with contemporary artists.
visitantwerpen.be/en/soft-tactile-dialogues

Formula E in Riyadh
15 December 2018

Motor racing is taking over the world's most exciting metropolises. The fifth Formula E series will be opening in Saudi Arabia. In ad-Dir'iyah, a suburb of Riyadh, all-electric racing cars hurtle round the circuit at speeds of up to 200 km/h.
fiaformulae.com



Future lab in Austin
8–17 March 2019

The digital exhibition South by Southwest (SXSW) in Texas is known as a launching pad for new companies. Entrepreneurs come here to network and take part in various events. When digital experts meet young musicians and film-makers, a great party is sure to result.
sxsw.com

Experience Mozart in Austria
24 + 28 January + 1 February 2019

Salzburg calling: 'Thamos' is considered one of Mozart's greatest works, and Alondra de la Parra, star conductor from Mexico and Mercedes-Benz brand ambassador, leads the dramatic adaptation.
mozartwoche.at

Businesswomen in India
11–16 April 2019

India is producing ever-increasing numbers of female experts and managers. Motivated, with a first-class training, they are paving the way for those who follow. Experience this first-hand at the annual conference of the Women Economic Forum in New Delhi. wef.org.in

The aesthetics of Shanghai
6–9 March 2019

The most renowned international galleries will again be presenting the most colourful, revolutionary designs by Asian artists at 'Design Shanghai'. The exhibition in China's glittering metropolis gives interesting insights into the aesthetics and ingenuity of young designers. A must-see for lovers of beauty.
designshanghai.com



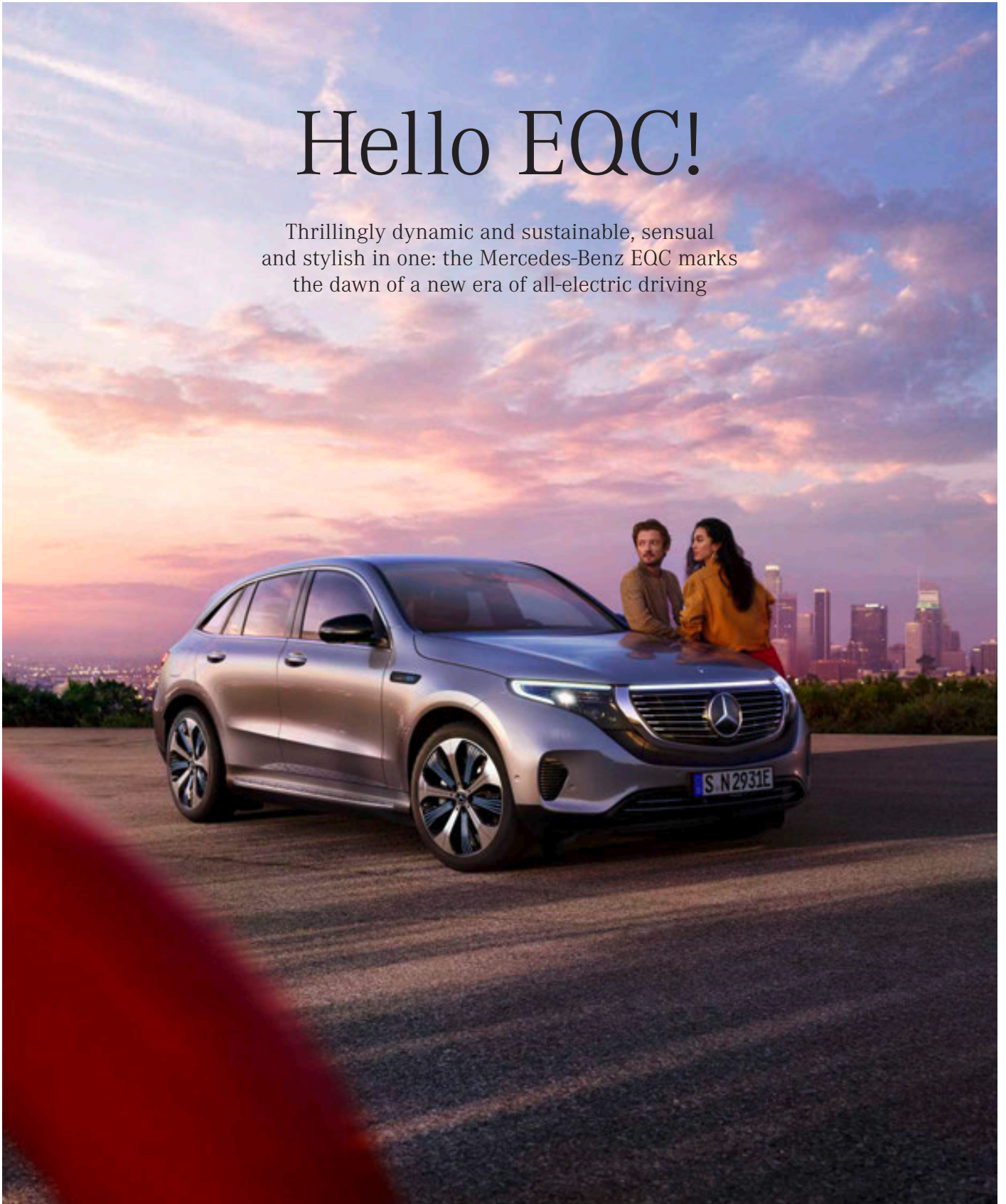
The best beats in Amsterdam
19–21 April 2019

The DGTL Festival is touring the world's trendiest metropolises. One of the most attractive venues is Amsterdam! The raves will be taking place on six stages in a former shipyard - a breathtakingly nostalgic backdrop.
dgtl.nl

PHOTOS UNSPLASH/JOHN JASON, KATI HECK, 'SCHUTZENGEL OF PAINTING', 2015, PHOTO: TIM VAN LAERE GALLERY, SOUTH BY SOUTHWEST/TRAVIS P BALL, WANG WEI FOR DESIGN SHANGHAI 2018

Hello EQC!

Thrillingly dynamic and sustainable, sensual and stylish in one: the Mercedes-Benz EQC marks the dawn of a new era of all-electric driving



Electrifying!

Introducing the EQC: the first all-electric SUV from Mercedes-Benz offers cool electro-aesthetics, a range suitable for everyday use and a very high level of safety



MODEL

Mercedes-Benz EQC 400 4MATIC**

Colour:

→ **Hightech silver**

CO₂ emissions
combined (g/km):

→ **0**

Power consumption
(kWh/100 km):

→ **22.2**

Range
(km, according to the
NEDC):

→ **over 450**

Nominal capacity
(kW/hp):

→ **300/408**

Top speed (km/h):

→ **180** (limited)

Acceleration

0-100 km/h:

→ **5.1 s**

Battery power (kWh,
acc. to the NEDC):

→ **80**

** Information on electricity consumption and CO₂ emissions is preliminary and has been determined by the technical service. The range information is also preliminary. An EC type approval and certificate of conformity with official values are not yet available. Deviations between the information and the official values may occur.

For more information on the measurement procedure, please see page 10.



It might be love at first sight – just one look is all it takes to realise that the EQC is clearly a Mercedes-Benz. Just the Mercedes of electric cars, including classic virtues such as maximum safety and outstanding comfort. The EQC offers five driving programs and, as the name suggests, ‘Max Range’ achieves the best possible range. Built in Germany and China, the Mercedes-Benz all-electric plug-in

will have a range of more than 450 kilometres (according to the NEDC*) when it hits the roads starting in 2019. Its two electric motors accelerate the EQC from 0 to 100 km/h in just over five seconds – dynamically, quietly and with zero local emissions. To ensure the battery can be recharged as quickly as possible, the vehicle is as a standard equipped to deal with any eventuality:

*NEDC: New European Driving Cycle, designed to assess power consumption



Comfortable

Externally, the SUV is a power pack, while the interior is dominated by a futuristic design combining digital and analogue elements.

Sporty yet elegant

The all-wheel drive of the EQC ensures it cuts a fine figure wherever it may be – in the city, on the motorway or even on dirt tracks.

Uncomplicated

There are five driving programs, including ‘Max Range’ – and all cockpit instruments are extremely easy to operate.



Carefree

The multimedia system MBUX with special EQ features keeps the driver up-to-date about the charge status and range.

the DC charger (110 kW) is the fastest way to charge at stations. An on-board charger (7.4 kW) enables AC charging at home or at the Mercedes-Benz Wallbox. The monolithic design and the trim, which combines innovative materials with leather and wood, are just some of the elaborate details that can be found in the EQC and help make

your transition over to the world of electromobility as pleasant as possible. A forerunner of avant-gardist electro-aesthetics, the new product and technology brand EQ from Mercedes-Benz is unmistakable, and charming proof that electromobility appeals to all of the senses – besides being fun. Especially in a Mercedes-Benz.



More information
can be found here:
[mercedes-benz.com/eqc](https://www.mercedes-benz.com/eqc)



“A truly fantastic experience”

Susie Wolff drove the Mercedes-Benz EQC through Zurich’s city centre

An all-electric car, a racetrack in the city, and a former racing driver: Susie Wolff describes her special drive in the EQC, which will be launched 2019.

You previously had the pleasure of driving the pre-production model of the EQC, now you’ve driven it on the racetrack, on the sidelines of a Formula E event. What were your impressions?

My first time on the racetrack in the EQC was a truly fantastic experience! The car’s driving performance was exceptional. Of course, I needed a few minutes to adjust to driving on the racetrack without hearing the incessant roar of the car’s engine. But after just one lap, it felt great.

What were the main differences, apart from the sound?

Because I had the benefit of driving one of the earlier prototypes, I could clearly see and feel the advancements that the team had made in the acceleration and handling. This was interesting in that it clearly demonstrated just how much research and development Mercedes-Benz had put into the car.

Driving on a racetrack in the centre of Zurich would hardly have been possible without an electric car, would it?

Definitely not. And this experience was something very special for me. Switzerland hasn’t hosted a car race in over 60 years, but now thanks to technological change, this has suddenly become possible again. With electric cars, there is no noise pollu-

tion and no emissions to worry about. In fact, I could hear children playing at the side of the track in Zurich. You wouldn’t experience that at other motorsport events.

Do you think that the new technologies could attract new audiences – people who have so far tended to reject motorsport?

Had you asked me about electric cars a couple of years ago, I would have said, “They’re great, but not for me.” I’ve since changed my mind. And that’s really something coming from me, an ex-racing driver who loves the speed and intense emotions of motorsport. Today I can truly say that I am a fan of the new technology; cars like the EQC make it possible for us to race in city centres and in countries that had previously had nothing to do with motorsport.

How will they change our daily lives?

In many parts of the world we have rapidly adapted to driving electric cars; they have become a way of life and they offer all sorts of new possibilities. So far, only a few lucky people have had the opportunity to drive an electric Mercedes-Benz, but this will change with the launch of the EQC, which will hopefully also help change people’s attitudes toward electric driving. ←

Susie Wolff boasts many remarkable achievements within motor racing. A British national, Wolff drove for Mercedes-Benz in the DTM championship from 2006–2012 before moving into F1 as a test driver for Williams. [susiewolff.com](https://www.susiewolff.com)

Return of a trendsetter

The new Mercedes-Benz GLE oozes power and safety, while guaranteeing as much fun on-road as off-road. Highlights include even greater interior comfort, an active chassis and intuitive operation

Maximum driving comfort

The active chassis E-ACTIVE BODY CONTROL offers the ultimate in damping control and runs on 48 volts – a world first.

Sheer pleasure

It starts with a more spacious interior, an innovative touchscreen infotainment system and new driving assistance systems.

Firm grip

Handgrips in the centre console help when things get a bit bumpy off-road despite all the high-tech assistants.

Team spirit

The GLE is also available with an optional third row of seats – perfect for large families or a trip with a group of friends.



Top aerodynamics
Optimised wing mirrors, rear wheel spoilers and a series spoiler on the tailgate, plus tail lights with special trailing edges

New assistants
The Driving Assistance Plus package makes driving easier, for example by automatically adjusting the car's speed.

Striking appearance
The distinctive lines from the C-pillar to the newly designed tail lights give the GLE an athletic appearance.



The new GLE continues a unique success story while offering a world first: the 48-volt active chassis E-ACTIVE BODY CONTROL. What this means for you: unmatched driving comfort, as the fully networked hydropneumatic chassis allows the spring and damping forces to be individually controlled at each wheel. The new premium SUV from Mercedes-Benz boasts a more

generously proportioned interior offering even greater comfort, and an optional third row of seats. Further innovations include larger screens, a full-colour head-up display, plus the MBUX Interior Assist that recognises hand movements. The latest driving assistance systems offer best possible safety – as you would expect from Mercedes-Benz.



PHOTOS DAIMLER AG



Welcome to the world of She's Mercedes

Looking for inspiration, conversation, or further training opportunities? Follow us into the online community of the She's Mercedes lounge or on our social media channels.

[mercedes.me/she](https://www.mercedes.me/she)
[instagram.com/shesmercedes](https://www.instagram.com/shesmercedes)
[facebook.com/shesmercedes](https://www.facebook.com/shesmercedes)



MUMBAI - INDIA
 Celebrating success in style

Mumbai is regarded as a talent pool for female executives in the digital and technology sector. Vogue India and the She's Mercedes initiative offered female role models a forum in the St. Regis Hotel. Topics of discussion included key steps for planning a career. Star of the evening: Bollywood actress Parizaad Kolah Marshall (pictured above).



NÜRBURGRING - GERMANY
 Adrenaline rush on a legendary racetrack

Powerful engines, sheer adrenaline: ten winners of the She's Mercedes competition put the Mercedes-AMG through its paces during an AMG Driving Academy RACETRACK training session and improved their driving skills in the process. The power junkies were accompanied by racing legend and brand ambassador Ellen Lohr.



MOSCOW - RUSSIA
 Russian-style brunch: the perfect work-life balance

Around 60 female entrepreneurs from Moscow breakfasted at the hip restaurant Turandot at the invitation of the She's Mercedes initiative. TV presenter Irena Ponaroshku (pictured above) coordinated a number of questions on the topic of work-life balance. The main topic of discussion focused on juggling work and family life.



STOCKHOLM - SWEDEN
 Hej me Convention! Visionary ideas for the world of tomorrow

The She's Mercedes initiative invited around 100 guests to the Fotografiska Museum in Stockholm for the second me Convention in September. Panellists included Daimler AG Board member Britta Seeger (lower photo, right) and start-up founder Clare Jones (lower photo, left), who discussed intelligent networking in the cities of tomorrow.



HAMBURG - GERMANY
 Emotion and entrepreneurial flair: the Emotion Award for ambitious women

At the seventh Emotion Awards ceremony, the spotlight was on female entrepreneurs who have impressed with their clever ideas, extraordinary success or social commitment – supported for the second time by the She's Mercedes initiative. Film producer Regina Ziegler, who founded her company in 1973 in what continues to be a predominantly male industry, received an award for her life's work. This year's award mentors were brand ambassador Susie Wolff, actress Wolke Hegenbarth, presenter Bärbel Schäfer and journalist Anja Reschke. Around 500 guests attended the awards ceremony in Hamburg's Curio-Haus.



PHOTOS DAIMLER AG (4), DAIMLER AG/MIKAS RICHTER, DAIMLER AG/FETISOVA ALENA, DAIMLER AG/ISA FOLTIN, BENNE OCHS



“One size does not fit all”

Flamboyant clothing, enormous glasses: Iris Apfel’s appearance alone makes her legendary. But it’s the way she lives that we can learn from the most

She may be 97 years old, but for Iris Apfel, retirement is out of the question. “Age? That’s just a number!” she says. She models, designs jewellery and fashion, teaches at universities, and pulls no less than a million followers into her orbit on social media. During her career as a renowned interior designer, she has spruced up the White House for various US presidents and decorated the mansions of many Hollywood stars. What’s her recipe for success? Don’t let yourself be trammelled by fashion convention! She’s a staunch supporter of originality.

I never tried to fit in. It’s not that I went out of my way to be a rebel or do things that were not socially acceptable – unfortunately, I did have to learn how to play bridge when I was younger – but I learned early on that I have to be my own person to be content. If you try to be all things to all people, you end up being “nothin’ to nobody”. The way I dress may be “different” or “eccentric” to some who feel the need to label, but that’s of no concern to me.

I don’t dress to be stared at; I dress for myself. When you don’t dress like everyone else, you don’t have to think like everyone else. Here’s the critical part: I know I’m not an island, but rather part of the main, to paraphrase Mr John Donne. I fit in, but in my way. I have never been much of a conformist on any front, actually, and it hasn’t hurt me yet in my ninety-some years, so I think I’ve been doing something right. Somehow, I learned about the importance of fitting in very early in life. When I was six, my parents sent me off to summer camp in upstate New York for two months. I was the new kid and I learned very quickly not to voice my opinion too strongly in a group. I can’t remember what happened, but I must have seen something that someone did backfire on them.

Whatever it was, I learned that if you make a point of bonding with the group and they accept you, they will actually like it when you do something original. But if you don’t try to be part of things, forget it. That’s when your originality is going to work against you. Fit in first and then step out. There is a difference between being perceived as original and being accepted, even loved for it, and being perceived as different and resented for it. You can have your cake and eat it, too. ←



In her new, richly illustrated biography *Accidental Icon*, Iris Apfel shares her fascinating collection of thoughts and anecdotes on all matters of life and fashion. The design legend’s typical wit and humour can be sensed from cover to cover.

Approx. 25 euros, Harper Design