


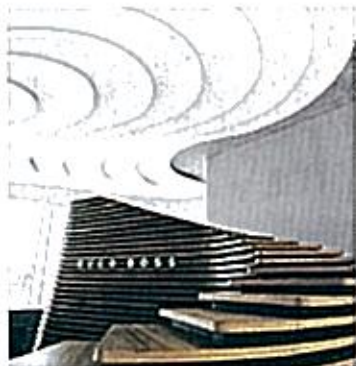
# TIME



Style & Design

## Luxury for The Next Generation

An in-depth look  
at twentysomething  
consumers  
around the world



**Page 78** The reception area of Hugo Boss's headquarters in Germany



**Page 38** Bottle variations of Bond No. 9's Andy Warhol Union Square



**Page 64** A young woman shopping for sunglasses in Dubai

**ON THE COVER**

Agyness Deyn wears a Jil Sander dress. Photographed for TIME by David Sliiper. Styled by Christopher Niquet; hair by Hollis Smith for Redken; makeup by Marlee Barrera for JOE; manicure by Christina Zuleta @ de facto for MAC Pro; set design

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Inside the minds and wallets of twenty-something consumers around the globe

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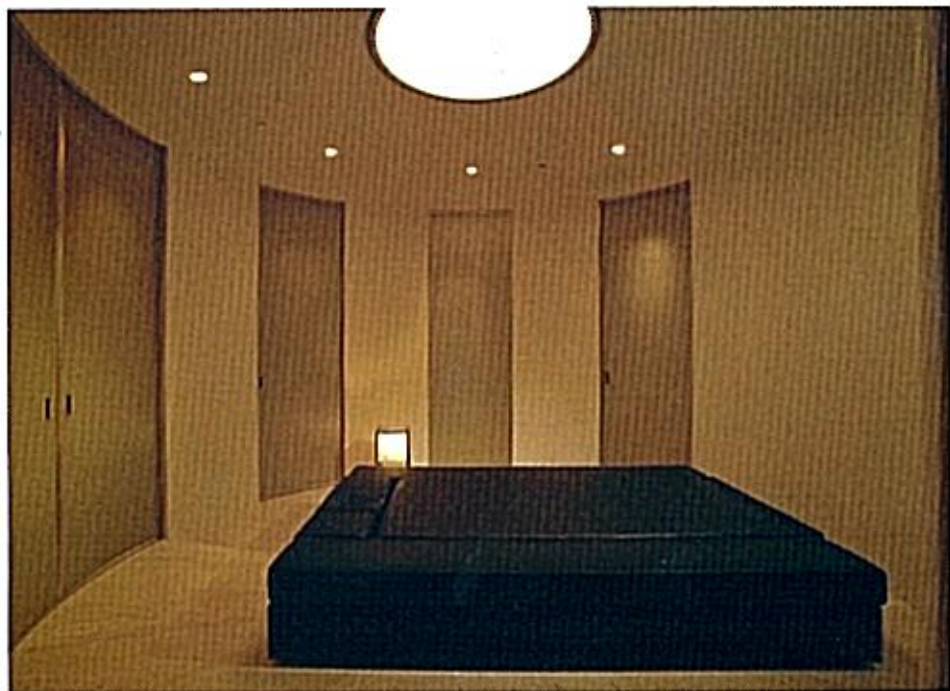
**88 ShoPping Around**

An innovative architecture firm on the cusp

**Page 70**  
Millennial model  
Agyness Deyn  
in a DeerDana  
T shirt (\$25)



LEFT: HILF/ER BRUNNER, BERLIN; BOTTOM LEFT: © CELIA PETERSON/ASA/ANATEL; RIGHT: PHOTOGRAPH FOR TIME BY DAVID SLIIPER



## RADAR

## Wellness, Armani-Style

FOR THE FIRST TIME, Armani fans in Tokyo can sample the Italian designer's take on wellness at the new Armani/Spa in the 12-story Ginza tower that opened last fall. "This is not just about Thai massage," the designer joked at a press conference before the opening. Indeed, the luxurious treatments are inspired by both the volcanic mud from the Mediterranean island of Pantelleria (off

the coast of Sicily), where Armani has a home, and by the Roman tradition of hot-spring bathing for relaxation. The spa's three private treatment rooms are finished in beige travertine stone and feature an Asian brass gong, which, when hammered with a mallet, emits relaxing vibes. Guests are provided with black kimonos in private dressing rooms that offer—what else?—a complete

set of Armani skin-care products and makeup for use after treatment. The initial foot bath, a Japanese tradition, features the famous Pantelleria-inspired mud. The massage menu includes the 3-hour-long Armani Ceremony, during which, instead of using traditional oil, a therapist uses Armani's rich Crema Nera, which is also based on ingredients from Pantelleria. —By Kate Betts

## GIVING BACK

## True Beauty

IT'S NO SECRET THAT THE earth's oceans are being dangerously overfished. Ninety percent of large predatory fish have vanished, and 30% of all fish stocks have collapsed. Chantecaille, a cosmetics company known for its refined formulations using natural ingredients, has introduced the Protected Paradise compacts for face (left, \$90) and eyes to not only educate consumers but also help reverse the impact of overfishing. The compacts' beautiful depictions of the underwater ecosystem illustrate the many layers that are threatened. Five percent of the proceeds from their sale go to the Pew Fellowship in Marine Conservation, which funds important research. —By Betsy Kroll



## News + Notes

Wait lists are already filling up for the fourth and final creation of Lancôme's Pout-à-Porter fashion-lipstick series. The first of the collection, a dazzling red by designer Behnaz Sarafpour, sold out before it even hit stores. Two more wildly successful shades later, up-and-comer Thakoon Panichgul takes his shot with Pixel Pink, a sheer raspberry, in stores this month.

As Andy Warhol's work continues to set art-auction records and the mystique surrounding his life grows, naturally just about everyone is clamoring for a piece of the pop-art icon's legacy. Bond No. 9's latest collectible eau de parfum, Andy Warhol Union Square, is a new way to take part in Warhol mania. Drawing inspiration from Warhol's years working at the Factory, as well as from his prolific



Flowers screenprints, the fragrance is a daring mix of sweet and sensual notes from lily of the valley, blue freesia and golden amber. Warhol's energetic Flowers come alive in fuchsia, red and yellow on the bottle. The fragrance is available this month in 50-ml or 100-ml flacons, or as a portfolio of 10 bottles, each featuring a different version of the screenprint.

Golden Door, the storied California spa that paved the way for the wellness facilities flooding the market today, celebrates its 50th anniversary this year. For the first time, the spa—just the second in the U.S.—will offer the option of brief three- and four-day stays (\$3,625-\$4,725; golden-door.com) as opposed to one week.