

MILAN FASHION TOUR

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BRAVE NEW WORLD

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THE ICONS OF TOMORROW

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MILAN FASHION TOUR

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Editor's *LETTER*

ONCE MORE WE TAKE BEAUTY TO THE NEXT LEVEL WITH MILAN FASHION TOUR

In the summer of 2024, we hosted an unforgettable MILAN FASHION TOUR master class, creating an extraordinary opportunity for a select group of Israeli makeup artists to immerse themselves in the heart of Milan's vibrant fashion scene. This journey was designed to give them hands-on experience and invaluable insights from the top experts in the global beauty and fashion industries. Over several incredible days, MFT participants learned from industry-leading makeup educators, gaining knowledge of cutting-edge techniques and insider secrets that only a Milan experience could provide.

With over 80 international models from Milan's premier agencies as their canvases, our artists had the chance to bring their creative visions to life, working at a pace and scale that emulated a true high-fashion environment. Their work was nothing short of breathtaking, and the artistry was captured in a series of stunning portraits by renowned photographers Umberto Buglione and Maurizio Montani. These exceptional images quickly became central pieces in each artist's portfolio, representing the bold, sophisticated aesthetic of Milan's fashion scene and showcasing the talent of our MFT members.

The grand reveal took place in an authentic palazzo, where the atmosphere was electric with anticipation. Attendees enjoyed an exclusive fashion show and a glamorous red-carpet celebration. This event was more than just a showcase—it marked a pivotal moment in the careers of all who participated, setting the stage for new heights and future achievements.



In the following pages, you'll find an intimate look into our Milan journey, complete with behind-the-scenes photos, testimonials from our delegation, and a curated gallery of our favorite looks, meticulously selected by our talented team. We're thrilled to share these unforgettable moments and hope you'll be inspired by the incredible work we accomplished. And, of course, this is only the beginning! The future holds even more exciting plans, and we can't wait to welcome you to the next chapter of our journey. Until then—arrivederci!

Shon Balaish & Sigal Man



MILAN FASHION TOUR #2024

EVERYTHING THAT HAPPENED IN OUR AGENDA

Day 1

Arriving in Milan, ready for the start of another Milan Fashion Tour. Greetings by the team and lots of champagne.

Day 2

Masterclass in Make Up by the top artist Raffaele Schioppo followed by a fashion photoshoot with over thirty models by photographer Umberto Buglione.

Day 3

Campaign shoot by Dolce & Gabbana's premier photographer Maurizio Montani.

Day 4

Make Up Masterclass at Multiset studios with many guest speakers followed by the grand event, a lavish fashion show at a real Palazzo brimming with surprises and glittering with celebrity guests.





Man of *THE HOUR*

Shon Balaish

From the runways of Giorgio Armani and Roberto Cavalli to the cover of international magazines and world campaigns. That was only the beginning for Shon Balaish, whose star shines brighter than ever as he has managed to become one of Israel's most successful entrepreneurs with two huge projects - SB Luxury Parties and Milan Fashion Tour under his wings. We sat down with the Man of the Hour so we can learn even more.

Share with us some of the highlights of your career as a fashion model.

My career has always been a journey full of surprises, challenges, and successes, but it hasn't always been easy. When I first started in modeling, I wasn't thinking about major success or fame, I simply wanted to experience and learn. Overall, each step in the process was a moment of discovery for me. I've worked with photographers I deeply admired, walked for brands I respect, and I've had the opportunity to participate in campaigns that were seen around the world. These moments gave me immense satisfaction and with time, I've learned to appreciate every opportunity.

Today, you are best known for your involvement with major projects like the Milan Fashion Tour. What drove you in this new direction? Was it an easy process, or did you have to prove yourself all over again?

The transition from being a model to leading a project like Milan Fashion Tour was not straightforward, and it wasn't something I took on lightly. When I decided to

move from modeling to entrepreneurship and project management, I was filled with a lot of uncertainty. At first, I wasn't sure how I would be received in this new role. While I had recognition as a model, the challenge was proving myself again in a completely different capacity. In the beginning, I didn't know exactly how to define the project, what steps to take, or how to merge my modeling background with this new direction I was building. But over time, I discovered how much I love the complexity of managing projects and the joy of collaborating with others.

As a model, you spent many years living in Milan. What does this city mean to you, and why did you choose it as the base for your project?

Milan is more than just a city to me; it's been "home" for many years. I've experienced so much there—both as a young model starting out and as someone finding his place in a tough industry. It's where I met some of the most influential people in my career and where I learned the true meaning of style and creativity. I knew there was no other place like Milan.

Many famous photographers and makeup artists have shared their skills and knowledge with MFT. Can you tell us about the process of choosing to collaborate with them?

It's about selecting collaborators who not only have technical skills but also share a certain artistic vision that aligns with the ethos of MFT. When we look for people to work with, it's not just about their name or fame; it's about the energy they bring, their ability to inspire, and the way they can mentor others.

Israel is a country rich in talent and culture. Why do you think it's important for Israel-based fashion and beauty professionals to be part of the Milan Fashion Tour?

Israel has a unique creative energy, and its professionals are known for their originality and passion. I believe it's essential for Israeli fashion and beauty professionals to be part of the Milan Fashion Tour because it gives them the opportunity to showcase their talent on an international stage. Milan offers a platform where they can work alongside global industry leaders, learn from the best, and gain the recognition they deserve. My hope is that they come away from the experience not only with new skills and connections but with a deeper belief in their potential. It's about giving them the tools to take their careers to the next level.

Do you have a personal ambition for this project that is even bigger than Milan?

Absolutely. While Milan will always be the heart of MFT, I do have a vision of expanding the project into other cities with rich fashion cultures—Paris, New York, Tokyo, for example. The idea is to create an international network of fashion and beauty professionals who can collaborate, learn from each other, and grow together. We are also looking to introduce new activities, such as masterclasses and larger-scale collaborations with fashion houses, to ensure that MFT keeps evolving. My ultimate goal is to create a platform that connects talented individuals from all over the world, empowering them to take their careers to new heights.

What about your own plans? What is in the future for Shon Balaish?

I'm incredibly excited about the future of MFT and the way it's evolving. Personally, I'm always looking for new opportunities to grow, whether that's through new projects, collaborations, or expanding into new areas of the fashion world. I also have a deep interest in mentoring and helping the next generation of talent. Looking ahead, I'm excited to see where these new opportunities will take me. I'm not just focused on growing within the fashion world—I want to continue exploring creative projects, expand my network, and hopefully make an even bigger impact on the industry.

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Each step in the process was a moment of discovery for me. These moments gave me immense satisfaction and with time, I've learned to appreciate every opportunity.

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It's a , woman's *WORLD*

Sigal Man

Meet Sigal Man, the unstoppable force behind some of the world's most dazzling events! From A-list celebrity bashes to jaw-dropping fashion shows, dreamy weddings, and game-changing corporate launches—if there's a high-profile event making waves, chances are Sigal's magic touch is behind it.

But here's the twist—her journey into the event world wasn't exactly planned. What started as a happy accident quickly turned into a lifelong passion. Sigal has always been drawn to creativity like a moth to a flame, and once she found her groove in event production, there was no looking back. With her bold personality, razor-sharp instincts, and an uncanny ability to stay cool under pressure, Sigal has mastered the art of turning chaos into perfection. Whether it's last-

minute changes, unexpected hiccups, or sky-high expectations, she faces it all with a smile and a “can-do” attitude.

These skills are exactly what make her the powerhouse she is today. As one half of Milan Fashion Tour's production team, together with Shon Balaish, Sigal is at the forefront of bringing high-fashion dreams to life. Her keen eye for detail and fearless approach have earned her a reputation as the go-to expert for pulling off the impossible—and making it look effortless.

We had the pleasure of sitting down with Sigal for an intimate, heart-to-heart chat about her journey, her inspirations, and what it really takes to make an event unforgettable. Trust us—you're going to want to hear what she has to say!





You've been a successful event planner and producer for many years. Can you share with us how it all started for you, and what were some of the important moments in your career?

My journey into event planning started almost by accident, but I quickly realized that this was my true passion. I've always been drawn to the creative side of things, and after working in various roles within the fashion industry, I discovered I enjoyed orchestrating events just as much as seeing the final product. One of the most significant moments in my career was when I had the opportunity to produce my first large-scale event. The pressure was immense, but the excitement of seeing everything come together from scratch was unforgettable. That was the moment I knew this was the career path I wanted to take. Over the years, I've had the privilege of working with amazing brands and creating unforgettable experiences for them.

Together with Shon Balaish, you serve as the head of Milan Fashion Tour. How did you meet, and how does it feel working together for such a long time?

Shon and I met many years ago in the fashion industry, and we instantly clicked. Our shared vision for the future of fashion and mutual respect for creativity and professionalism made us a great team. Initially, we worked together on smaller projects, and over time, we realized we made an excellent partnership. Working with Shon for so many years has been incredibly rewarding. We balance each other out perfectly—he brings his experience as a model and his creative vision, while I bring the logistical and operational expertise. We've learned so much from each other over the years, and we've built a strong professional bond. The fact that we've been able to create something as meaningful as Milan Fashion Tour together speaks volumes about the strength of our collaboration.

What personally draws you to this project? Why is it important to you?

What draws me to Milan Fashion Tour is the opportunity to create something meaningful for so many people—both professionals and aspiring talents. The way this project has become a platform for new models, makeup artists, photographers, and other creatives is something I'm incredibly proud of. I love seeing how the event gives people the chance to showcase their skills and take their careers to the next level. The sense of community we've built through MFT is something that keeps me motivated.

You've co-produced quite a few MFTours by now. Which one do you hold closest to your heart and why? Is it easy or hard to manage such a big project?

It's very hard to choose just one, as each Milan Fashion Tour has been a unique experience for me. But if I had to pick, I'd say the very first one holds a special place in my heart. It was the first project where we really felt the uniqueness of what we wanted to showcase to the world. All the effort, all the long hours behind the scenes, all the energy we put in—it all came together in unforgettable moments. Managing such a large project is definitely not easy. There are so many details to control, and sometimes it feels like you're under constant pressure. But once everything comes together and we're able to create something truly meaningful, all the challenges feel worth it.

Each new season, we see more and more Israeli celebrities making guest appearances at Milan Fashion Tour.

Having Israeli celebrities participate in MFT always adds a lot to the event. Ali Cohen, Ofira Asayag, Moran Atias, Ravit Asaf, Shelly Gafni are just some of the big names that graced us with their presence and offered us some unique moments during the tour.

The sense of community we've built through MFT is something that keeps me motivated.

Is there something you haven't tried yet with MFT that you would like to do in the future?

Of course. I would also love to expand the project to other cities around the world, not just Milan, and give participants unique experiences in other locations. Perhaps even organizing deeper, more hands-on workshops or planning events that include practical activities to take participants to the next level.

What are your own plans for the future? Any other businesses in Israel or worldwide?

The future for me is deeply tied to expanding MFT, but I'm also looking into other projects that can enrich the industry. I'm always seeking new ways to innovate and grow, both in Israel and internationally. I have ideas for consulting and coaching businesses, an area I'm passionate about, and I hope to continue expanding and developing creative projects in the fashion and event sectors, both locally and globally.

Setting *THE BAR* HIGH

Photography *CRISTIANO MIRETTI*

Art Direction *SHON BALAISH*

Styling *MONICA RODEGHER*

Make Up *LAURA RINALDI*

Models *IGOR at MAJOR, KIM at ILOVE*

SIMONE at ILOVE, MELANIA at THEWOLVES

Special thanks to *MULTI SET STUDIOS*







Moran *ATLAS*



Moran Atlas, celebrated actress, model, and humanitarian, has long been a beacon of inspiration on and off the screen. Born in Haifa, Israel, Moran's career took off after being discovered as a teen, leading her to grace international runways and star in critically acclaimed films and TV shows. Known for her philanthropic efforts, including her work with UNICEF and support for women's empowerment initiatives, Moran has become a symbol of strength and resilience. Her multicultural heritage and passion for bridging divides have made her an influential advocate for global unity, a theme she elegantly championed at the Milan Fashion Tour. The event, a dazzling showcase of luxury, creativity, and style, became unforgettable thanks to Moran's breathtaking appearance. She arrived in Milan on a private jet from Miami, accompanied by her newborn daughter, and created an emotional highlight when she introduced her baby to the media for the very first time – a heartfelt moment that captured global attention.

Serving as the lead host of the event's main fashion show, Moran displayed her natural charisma and captivating presence, elevating the event to new

heights. Her runway walk, adorned in stunning creations by Israeli designers, carried a powerful message of cultural diversity and unity – a message that perfectly reflected the event's vision and Moran's unique ability to bridge cultures through art and style.

With her unparalleled charm, authenticity, and capacity to merge world-class professionalism with deeply human moments, Moran was not only the undisputed star of the event but also a symbol of empowerment and inspiration. Her presence transformed the occasion into a multi-dimensional experience, blending glamour, elegance, and heartfelt warmth – unforgettable moments for everyone who attended.

The collaboration between Moran and Shon Balaish, renowned for his vision and unmatched ability to produce extraordinary events, turned Milan Fashion Tour into a celebration of creativity, innovation, and cultural connection. This groundbreaking event, which attracted top-tier celebrities and professionals from around the world, once again proved Shon's mastery in redefining standards in the global fashion and beauty industry.





Antonella *FIORDELISI*

Antonella Fiordelisi, the dazzling Italian sensation who has taken the world by storm, made headlines once again with her show-stopping appearance at Shon Balaish's Milan Fashion Tour. Born in Salerno, Italy, Antonella first rose to fame as a champion fencer before transitioning into a glamorous career in entertainment, modeling, and social media. Now, with millions of followers captivated by her beauty, charisma, and talent, she has become a true global icon.

At the Milan Fashion Tour, Antonella didn't just participate—she redefined the runway. Opening the show in a breathtaking Swarovski gown encrusted with thousands of crystals, she transformed the stage into a glittering masterpiece. Every step she took sparkled with luxury and elegance, leaving the audience awestruck and setting a new standard for opulence.

Her presence wasn't just about the gown or the glamour—it was a testament to her star power. With her signature

blend of confidence and charm, Antonella turned the spotlight into her own universe, highlighting the synergy between a visionary producer like Shon Balaish and a global influencer of her caliber. Antonella's journey from fencing champion to fashion muse is as extraordinary as her runway debut. Known for her athletic achievements before stepping into the world of entertainment, she embodies a blend of discipline, grace, and versatility that resonates far beyond the runway. Her millions of followers aren't just fans; they're a testament to her ability to connect, inspire, and elevate every project she undertakes.

By the time the show concluded, Antonella Fiordelisi had done more than walk the runway—she had cemented her place as a leading figure in the international fashion and beauty world. Her participation in the Milan Fashion Tour wasn't just a highlight for the event; it was a defining moment in a career that continues to glitter as brightly as the Swarovski gown she wore.

Ofira *ASAYAG*

Ofira Asayag, the charismatic television host and powerhouse of Israeli media, brought her signature flair and profound sense of purpose to Milan Fashion Tour, a visionary event created by the renowned Shon Balaish. Known for her sharp wit, boundless energy, and commanding presence on screen, Ofira transcended her role as a media icon to make an unforgettable statement on the runway.

Born and raised in Israel, Ofira rose to fame through her fearless and dynamic approach to journalism and broadcasting. She has become a household name as the host of "Ofira & Berkovic," a talk show where her bold opinions and heartfelt interviews captivate viewers. Yet, her appearance at MFT revealed an entirely new side of her—a model of grace, strength, and unity.

Walking the runway with unmatched elegance, Ofira wore a Star of David painted on her face, a profound symbol of peace and solidarity. This bold visual statement transcended fashion, resonating deeply with audiences around the world. By infusing the event with a message of hope and unity, she proved that beauty isn't just skin-deep—it's a reflection of the values we carry and the bridges we build.

Behind the scenes, Ofira's warmth and authenticity shone just as brightly. Her natural charisma created an atmosphere of camaraderie, offering support and guidance to everyone from makeup artists to models and designers. Her presence wasn't just about walking the runway—it was about elevating the entire production with her unique energy and heartfelt involvement.

Ofira's participation in MFT was more than a moment in fashion—it was a testament to her role as a cultural ambassador and advocate for peace. With every step she took, she reminded the world that unity and understanding can be woven into the fabric of our shared humanity, leaving an indelible mark on the hearts of everyone in attendance.





Ksenia *TARANTUL*

Meet Ksenia Tarantul—a model whose name is rapidly becoming synonymous with grace, charm, and unstoppable ambition. Born in Israel, Ksenia’s journey to the global stage has been nothing short of inspiring. With a magnetic presence and a knack for turning heads, she’s risen from a local fashion enthusiast to an international sensation.

Her most recent triumph? Jetting off to Milan to join the prestigious Milan Fashion Tour, a dazzling celebration of beauty and creativity that draws the crème de la crème of the fashion and makeup world. Invited to participate in this iconic event, Ksenia proved once again why she’s a force to be reckoned with. The Milan Beauty & Makeup Week, produced by the visionary Shon Balaish, isn’t just an event—it’s a cultural phenomenon where trends are born, artistry is celebrated, and legends are made.

Ksenia, as a young girl, she was known for her radiant smile and an unmistakable sense of style. Fashion became her language, a way to express her creativity and connect with the world. By her late teens, her striking looks and effortless confidence caught the attention of top photographers and

agencies, catapulting her into the modeling world. In Milan, Ksenia did more than walk the runway—she owned it. Her elegance and international appeal fit perfectly with the event’s ethos of sophistication and innovation. Every step she took was a nod to her dedication, hard work, and the dreams of a young girl who believed she could conquer the world.

Ksenia’s journey to Milan is more than a personal victory; it’s a celebration of Israeli talent breaking barriers and shining on the global stage. Collaborating with Shon Balaish, a trailblazer in the beauty industry, she brought a fresh wave of charm and energy to the event. With cutting-edge makeup techniques, transformative skincare showcases, and awe-inspiring aesthetics, the Milan Beauty & Makeup Week was a perfect backdrop for Ksenia’s radiant persona.

Her story is one of passion, persistence, and the power of believing in yourself. Ksenia Tarantul is not just a model—she’s a symbol of the beauty that emerges when cultures connect and creativity knows no limits. Milan will remember her for the magic she brought, and the world can’t wait to see where her journey takes her next.

Ravit *ASSAF*

From the moment she was crowned Miss Israel, Ravit Assaf has been a shining beacon of elegance, creativity, and ambition. Not content with resting on the laurels of her beauty queen title, Ravit transformed her passion for makeup into a global mission, establishing herself as a trailblazer in the beauty industry. Today, as the founder of a renowned network of makeup schools, she is shaping the future of beauty artistry, one brushstroke at a time.

For the fourth consecutive year, Ravit Assaf took center stage at the Milan Fashion Tour, an internationally acclaimed event led by visionary producer Shon Balaish. This prestigious platform, which attracts the world’s most influential beauty experts and trendsetters, has become a second home for Ravit. Her consistent involvement speaks volumes about her professionalism, innovation, and undeniable star power.

This isn’t just another event for Ravit—it’s a creative playground where she shares her expertise, exchanges ideas with top professionals, and inspires a global audience. With every appearance, she reaffirms her place as one of the most respected figures in the international beauty scene, seamlessly blending her Israeli roots with a cosmopolitan flair that resonates far and wide.

Ravit’s journey began in Tel Aviv, where her early fascination with artistry and aesthetics laid

the groundwork for her remarkable career. Her makeup school network has since become a hub of creativity, empowering aspiring artists to dream big and refine their craft. But Ravit doesn’t just teach technique—she instills confidence and a global perspective in her students. “Beauty is universal,” she often says, “but it’s the unique touches that make it personal and powerful.” Her work is as much about education as it is about inspiration, bridging the gap between local talent and the international stage.

At the Milan Fashion Tour, Ravit is more than an attendee—she’s a leader and a luminary. Her collaborations with Shon Balaish showcase her ability to not only keep up with industry trends but to set them. Through her unique perspective, she challenges norms, celebrates diversity, and elevates the art of makeup to new heights.

Her involvement is also deeply personal. For Ravit, every moment at MFT is a chance to represent Israel with pride, breaking barriers and proving that talent knows no borders.

Ravit’s legacy is more than her titles and accolades—it’s the artists she inspires, the trends she sets, and the boundaries she breaks. Alongside Shon Balaish, she continues to redefine what it means to lead in the beauty industry. Milan may be the stage, but the world is her canvas. And with every stroke, Ravit Assaf paints a brighter, more beautiful future.



Fico *RAFFAELLA*

When Fico Raffaella, the beloved Italian fashion icon and global superstar, stepped onto the runway for the Milan Fashion Tour's Grand Event on day four, time seemed to pause. Hailing from the picturesque coastal town of Amalfi, Fico's journey from a small-town dreamer to a fashion titan has been nothing short of meteoric—and she brought every ounce of that magic to this electrifying moment. With her radiant charisma, striking features, and the kind of grace that seems plucked from an Old Hollywood movie, Raffaella didn't just walk the runway—she owned it.

The evening began with a crescendo of whispers, anticipation hanging thick in the air as the lights dimmed and the music swelled. Suddenly, there she was, a vision in a breathtaking custom couture gown that seemed to shimmer with every step. The audience erupted into applause as she glided down the runway, her every move a masterclass in elegance and confidence. It wasn't just a fashion moment; it was a declaration: Fico Raffaella is here, and she's unstoppable.

Born to a family of artists, Fico's flair for creativity was evident from an early age. At just 16, she was discovered by a scout while sketching designs in a café—a serendipitous moment that launched her

career in fashion. Over the years, she has seamlessly transitioned from muse to model to designer, earning her a reputation as one of the most versatile and admired figures in the industry.

Her show-stopping appearance at Milan Fashion Tour wasn't just another runway show; it was a culmination of her lifelong passion for fashion and performance. Social media exploded with awe-struck reactions, hashtags like #FicoFever and #RunwayQueen trending for hours. Fans praised her not only for her undeniable beauty but for the infectious energy she brings to every stage she graces. Even her fellow designers and models couldn't help but gush over her, calling her “a force of nature” and “the soul of the show.”

Her unforgettable performance left the audience buzzing long after the last look had left the runway. With this dazzling display, Fico Raffaella didn't just make waves; she created a tidal surge that will be felt across the fashion world for years to come. One thing is certain: when Fico Raffaella takes the stage, it's not just a show—it's an experience.



Shelly GAFNI



Shelly Gafni, the queen of luxury skincare, turned Milan Beauty & Makeup Week into a radiant affair with her celebrated brand, Pelle. Sponsored by Gafni and produced by international mastermind Shon Balaish, the event didn't just flaunt the latest makeup trends—it shone a spotlight on premium skincare, with Shelly leading the charge.

A GLOW-UP FOR THE AGES

As the official skincare sponsor, Pelle made magic happen behind the scenes. Every model, male and female, was treated to bespoke skincare rituals featuring Pelle's advanced products. The results? Skin so luminous it could rival the runway lights! Shelly's team worked meticulously to prep, polish, and perfect every face, proving that great makeup starts with great skin.

“When you empower people with glowing, healthy skin, you're not just enhancing their look—you're boosting their confidence,” Shelly shared. “Pelle is about more than beauty; it's about unleashing your best self.”

A PERFECT PAIRING

Pelle's sponsorship was not just a business decision but a natural alignment with the values of MFT: innovation, luxury, and a commitment to excellence. Known for its natural ingredients and cutting-edge formulas, Pelle received glowing praise from industry professionals, models, and beauty influencers alike. The results were undeniable: radiant, healthy skin with a luxurious touch.

A RADIANT FUTURE

Taking on the role of an official sponsor at such a high-profile event marks a significant milestone for Shelly Gafni and her brand Pelle, solidifying their position as global leaders in the beauty industry. The collaboration with Shon Balaish and the immense exposure Pelle received during the event reinforced its reputation as a brand that celebrates healthy, high-quality skincare—perfectly suited for professionals and individuals seeking excellence. This successful sponsorship in Milan is yet another testament to Shelly Gafni's vision and determination to leave her mark on the international beauty scene. With Pelle, she continues to set new standards for beauty, skincare, and innovation, proving that the future of the industry is in glowing, capable hands.



Talia *OVADIA*

Talia Ovadia, the charismatic star who first captured hearts as the winner of Big Brother, has taken her undeniable charm and fashion prowess to new heights on the international stage. Her latest venture? Joining the illustrious Milan Fashion Tour, a dazzling showcase of creativity and elegance helmed by visionary producer Shon Balaish.

Gracing the runway in a spectacular showcase of Israeli talent, Talia embodied effortless sophistication in designs by the renowned Danit Levi. Known for her cutting-edge aesthetic and modern flair, Levi's creations were the perfect complement to Talia's magnetic presence. Together, they delivered a moment of sheer brilliance, leaving the audience in awe and reinforcing Israel's place on the global fashion map.

Talia's signature elegance, paired with her bold confidence, lit up the runway, making her an instant standout at the Milan Fashion Tour—a premier event that celebrates both established

icons and rising stars of the fashion and beauty world. Her participation was more than a personal achievement; it was a statement, a blend of artistry and pride that resonated deeply with the international audience.

With every stride, Talia brought a piece of home to Milan, seamlessly merging Israeli creativity with a global platform. Her performance not only turned heads but also garnered accolades from industry professionals, proving that her star power knows no boundaries.

Collaborating with Shon Balaish and the trailblazing Danit Levi, Talia once again showcased her ability to elevate any stage she steps on. She is more than just a model or a personality—she's a muse, a beacon of inspiration, and a living testament to the power of confidence and style. Milan may have been the stage, but Talia Ovadia was undoubtedly the star, leaving a lasting impression that will echo far beyond the runway.



Anna *ZIVI*



Anna Zivi, a true luminary in the worlds of entertainment and fashion, made waves yet again as she jetted from Israel to Milan to dazzle at the Milan Fashion Tour. This grand spectacle, orchestrated by the internationally acclaimed producer Shon Balaish, saw Anna not just as a guest but as a symbol of glamour, grace, and innovation.

Born and raised in Israel, Anna's rise to fame has been nothing short of meteoric. Initially carving her path as a dynamic actress, her natural flair for style soon propelled her into the world of fashion, where she quickly became a sought-after icon. Her name now resonates as much with couture as it does with her unforgettable performances, blending her creative instincts with an impeccable sense of aesthetics.

At the Milan Fashion Tour, Anna didn't just attend—she owned the moment. Her mere

presence brought an undeniable sparkle, a magnetic charm that elevated the show from impressive to unforgettable. With her keen eye for detail and a style that effortlessly bridges classic elegance and cutting-edge trends, Anna represented not just herself but the vibrant, ever-evolving spirit of Israeli creativity.

This prestigious event, renowned for bringing together the best and brightest in the fashion and beauty industries, was the perfect stage for Anna to shine. Her selection as a distinguished guest wasn't just a nod to her global influence; it was a recognition of her ability to inspire. Whether it's through her trailblazing fashion choices or her work behind the scenes in curating style narratives, Anna has become synonymous with pushing boundaries and setting trends. With every step she takes, Anna continues to prove that she's not just leading the game—she's redefining it.

Aline & Miri *COHEN*

The Israeli influencers of the year, Aline Cohen—the powerhouse behind a thriving makeup empire—and her mother, the glamorous star Miri Cohen, embarked on a dazzling journey from Israel to Milan to grace the prestigious Milan Fashion Tour. Handpicked to join the elite delegation, the duo were honored as VIP guests, commanding the spotlight from their coveted seats in the front row of the illustrious event produced by the visionary Shon Balaish.

Aline, with her meteoric rise in the beauty industry and a digital following that spans millions, stood as a beacon of youthful ambition and entrepreneurial spirit. Beside her, Miri Cohen radiated elegance and star power, embodying the timeless allure that has made her an icon in Israeli media. Together, they exuded an effortless synergy of beauty, influence, and sophistication, captivating the attention of onlookers and elevating the event's glamour to new heights.

Their appearance at this global celebration of fashion and creativity underscored the growing international recognition of their impact. The duo became the heart of the dazzling atmosphere, drawing admiration from the crowd and adding a touch of Israeli flair to the event's tapestry of elegance and innovation.



For Aline, this milestone was another feather in the cap of a flourishing career, as her beauty brand continues to redefine industry standards. For Miri, it was a proud moment that affirmed her enduring legacy while supporting her daughter's trailblazing journey. Together, they painted a vivid picture of intergenerational success, proving that beauty and influence are as much about family and shared dreams as they are about individual achievement.

Their journey from the heart of Israel to the epicenter of high fashion in Milan wasn't just a celebration of their accomplishments but a heartfelt testament to the power of family, legacy, and the unshakable bond they share. Aline and Miri Cohen didn't just attend the Milan Fashion Tour—they made it unforgettable.



Pola *BLICK*

Even the celebrated beauty guru of Israel, Pola Blick, played a pivotal role in the prestigious Milan Fashion Tour, produced by the renowned Shon Balaish. A trailblazer in the world of beauty and the visionary founder of her eponymous beauty company, Pola not only participated in the event but also sponsored the fashion show. On the runway, models captivated audiences as they donned elaborate masks crafted from pearls and gold—luxurious creations that embodied Pola's signature blend of elegance and innovation.

Pola Blick, whose career spans decades of groundbreaking work in beauty and skincare, is known for her commitment to combining artistry with advanced techniques. Her beauty company, has become synonymous with premium-quality products and innovative treatments that have redefined beauty standards in Israel and beyond. With a focus on empowering individuals through self-expression and high-performance beauty solutions, Pola's brand has garnered international acclaim.

Her sponsorship of the Milan Fashion Tour marked another milestone in her illustrious career. The intricate masks showcased during the event reflected her company's ethos: merging opulence with cutting-edge design to create unforgettable aesthetics. Each mask, adorned with pearls and gold, symbolized Pola's unwavering dedication to sophistication and her ability to set new trends in the beauty and fashion industries.

As a leading figure in global beauty, Pola Blick's involvement in such a high-profile event underscores her relentless drive to innovate and inspire. Her contribution to MFT was not only a celebration of her artistic vision but also a testament to her influence in shaping beauty culture on an international scale. Through her artistry and leadership, Pola continues to redefine beauty, leaving an indelible mark on both the runway and everyday life.

Laura *LENTINO*



Lentino Laura, a rising star in the international fashion scene, recently made a grand entrance at the prestigious fashion show of Milan Fashion Tour produced by renowned producer Shon Balaish. Traveling from Hungary, Laura captivated the audience with her poise, beauty, and undeniable presence on the runway.

Laura's participation in this high-profile event marks a significant milestone in her career. Known for her striking look and exceptional style, she represented not only her Hungarian roots but also the global fashion community. Her elegance and confidence on the runway were a testament to her talent and growing influence in the fashion world.

Under the creative direction of Shon Balaish, the fashion show became a breathtaking celebration

of cutting-edge designs, innovation, and top-tier international talent. Laura's participation added a layer of sophistication and international flair, contributing to the evening's unforgettable atmosphere.

Traveling from Hungary with her partner by her side, Laura's commitment to her craft and her ability to stand out on such a prestigious stage speak volumes about her dedication to the fashion industry. Her involvement in Shon Balaish's event is a powerful indication of the exciting future ahead for this rising star.

Laura's appearance at this spectacular fashion show is proof of her growing prominence as an international model and an exciting talent to watch in the global fashion scene.



Avivit *BAR ZOHAR*

Avivit Bar Zohar, the Israeli mega celebrity and global fashion icon, recently hosted the third Milan Fashion Tour in Milan. Avivit, known for her elegance, charisma, and unparalleled ability to dominate any stage, not only hosted the show but did so in both Italian and English, adding a touch of luxury and making the event a truly global experience for all attendees.

The event, under the direction of Shon Balaish, became a global fashion celebration with Avivit Bar Zohar at the forefront. She proved not only her presence on stage but also as a significant force behind the scenes. Her ability to seamlessly engage with an international audience in two languages

contributed greatly to the success of the event, turning it into a spectacular display of creativity, professionalism, and style.

Avivit Bar Zohar's role as the host of the fashion show is a testament to her exceptional talents and impressive achievements in the world of fashion and entertainment. It was another moment where she positioned herself as a key figure in the global fashion industry.

Her hosting of Shon Balaish's fashion show turned the event into an unforgettable experience, adding the sparkle that made it an international celebration of style, luxury, and cross-cultural elegance.



Nina *MORIC*

Renowned Italian model and television personality Nina Moric, a true icon of beauty and resilience, brought her star power to the prestigious Milan Fashion Tour, produced by visionary Shon Balaish. Known for her international modeling career and appearances in campaigns for Versace, Roberto Cavalli, and more, Nina was chosen to open the 3rd MFT fashion show, a testament to her enduring influence, grace, and timeless appeal.

Draped in a breathtaking, handcrafted gown meticulously created by women who have triumphed over abuse, Nina's runway appearance was more than a display of elegance—it was a profound statement of empowerment. The

gown symbolized strength, resilience, and the transformative power of hope, embodying the stories of courage from those who refuse to be defined by their past challenges.

Nina's participation elevated the show's message, standing as a beacon of solidarity, inspiration, and hope for women everywhere. Her presence underscored the Milan Fashion Tour's commitment to highlighting themes of healing and transformation, leaving an unforgettable impression on all who watched. Through her role, Nina Moric reaffirmed her place as not just a fashion icon but also an advocate for empowerment, resilience, and positive change.

Danit *LEVI*

Danit Levi's journey began in a small room with a piece of cloth, scissors, a sewing machine—and an unshakable dream. From humble beginnings, she transformed her passion into a thriving fashion brand, becoming a celebrated designer in Israel and beyond.

After completing her fashion studies in 2011, Danit poured her heart into the craft of designing exquisite evening gowns and wedding dresses. Her style, rooted in a deep understanding of elegance and individuality, combines modern trends with timeless sophistication. Drawing inspiration from her travels to global fashion capitals, she crafts pieces that embody beauty and confidence. Each dress is meticulously designed with flattering cuts and carefully selected fabrics, reflecting her commitment to making every woman feel extraordinary.

Danit's dedication to her clients and her art has earned her a reputation as a visionary designer. Her studio in Israel offers a wide range of bespoke bridal and evening wear, characterized by a personal touch and an eye for detail. Her passion lies in the joy of creating garments that not only dazzle but also tell a unique story.

Recently, Danit brought her signature style to the prestigious Milan Fashion Tour. Collaborating with Talia Ovadia, she unveiled a stunning gown adorned with a Star of David, a symbol of heritage and strength, proudly showcased on its back. Her participation highlighted her ability to merge artistry with cultural significance, leaving an indelible mark on the international fashion scene.





It's all about ***THE BOYS***

In Greek mythology, Narcissus was a man of extraordinary beauty who met his fate while mesmerized by his own reflection. His story endures as a timeless reminder that beauty transcends gender—it belongs to both men and women. Embrace this stunning visual showcase featuring some of the finest male models from the Milan Fashion Tour. Let their striking looks captivate you and spark inspiration for your own style journey. Beauty knows no bounds—dare to embrace it.





Discover *THE POWER* of make up

with Dahana Ayala

My name is Dahana Ayala, a beauty expert who's passionate about creating looks that not only reflect your personal style but also align with the mood of any occasion. While I specialize in helping brides radiate confidence and beauty on their big day, I'm always excited to explore new challenges and creative concepts.

Makeup often gets dismissed as trivial or simply a tool for covering up—but trust me, it's so much more than that. For some, it's armor, a protective layer that boosts confidence. For others, it's a canvas, a powerful means of self-expression that speaks volumes when words can't. That foundation you think is just for evening out your complexion? It's really the first step

in a complete transformation. And that highlighter? It's not just about a pretty glow—it's about illuminating the very essence of who you are.

You might not yet understand why makeup is so important, and that's perfectly okay. But here's the thing—sometimes, it's not about you. While some swear by skincare as their essential ritual, others turn to makeup to feel empowered, to boost their mood, and to express their truest selves. Makeup isn't just an accessory; it's a tool that can elevate and empower you.

In the following pages, we'll explore why makeup is more than just a beauty routine—it's an art form with the power to uplift and transform.



When people talk about the power of makeup, they're really talking about its ability to completely transform. And when done right, makeup can do wonders. A little full-coverage concealer can erase everything from blemishes to dark circles, and a perfectly applied lip liner can add volume to your lips. But it doesn't stop at the basics—special effects makeup can turn you into anything your imagination desires. Whether you're a fierce warrior queen or a hauntingly beautiful skeleton, makeup can take you there.

One of my personal favorites? Contouring. It's not just about creating shadows on the face; it's about shaping and defining, adding depth, and highlighting features you love. With just a few strokes, you can sculpt cheekbones that could cut glass, define a jawline that's sharp enough to make a statement, and create lips that demand attention. Try it out for yourself—apply a darker shade along your cheekbones, down the sides of your nose, and beneath your jaw, then blend it out. You'll be amazed by how a simple technique can completely change your look.

Still wondering why makeup matters? It's more than just an art form or a tool for change. Let's get into the heart of it. Here are a few reasons makeup isn't just nice to have, it's vital.

It's a Confidence Booster

There's something transformative about makeup—it has the power to elevate your mood and your confidence. A swipe of bold lipstick, a flick of eyeliner, or even just a little foundation to smooth things over can make you feel more put-together. Whether you prefer subtle enhancements or a full glam look, makeup can help you feel like the best version of yourself. When you feel good, you radiate that energy.

It Hides, But It's Not About Hiding

Some people use makeup to conceal imperfections—acne, dark spots, or redness. And that's perfectly okay. It's not about masking who you are, but about feeling comfortable in your own skin. Makeup lets you control how much you want to reveal or conceal, and that's incredibly empowering. From color-correcting concealers to full-coverage foundations, makeup helps you show the world the version of yourself you want to present, no judgment attached.

Whether it's a form of self-expression, a confidence boost, or a way to enhance your natural beauty, makeup is much more than just a product. It's an experience. It's about feeling empowered, confident, and ready to face the world as your truest self. And that's why makeup isn't just a luxury—it's essential.

It's Your Personal Story

Makeup is a language, one that you speak through your choice of products, colors, and techniques. It's one of the most powerful ways to express who you are, how you're feeling, or what mood you want to set. Think about it—remember your rebellious eyeliner phase or the days when you painted your lips that signature bold color? Makeup speaks volumes without you ever saying a word. It tells your story. It's a way to let the world know your personality, your quirks, your creativity. Maybe you're in the mood to experiment with a fun eyeliner style or play with colors that make a statement. Either way, makeup is your personal message to the world.

It Adapts to Every Occasion

Makeup isn't one-size-fits-all. It has the incredible ability to transform based on the occasion, allowing you to adapt to every situation. A subtle, polished look for a job interview shows you're professional and ready to take on the world. Meanwhile, a bold lip and dramatic eyes for a night out? It tells the world you're ready to leave the workday behind and have some fun. Makeup helps you align with your environment, signaling you're ready for whatever life throws your way.



Catwalk chronicles

More than just inspiration

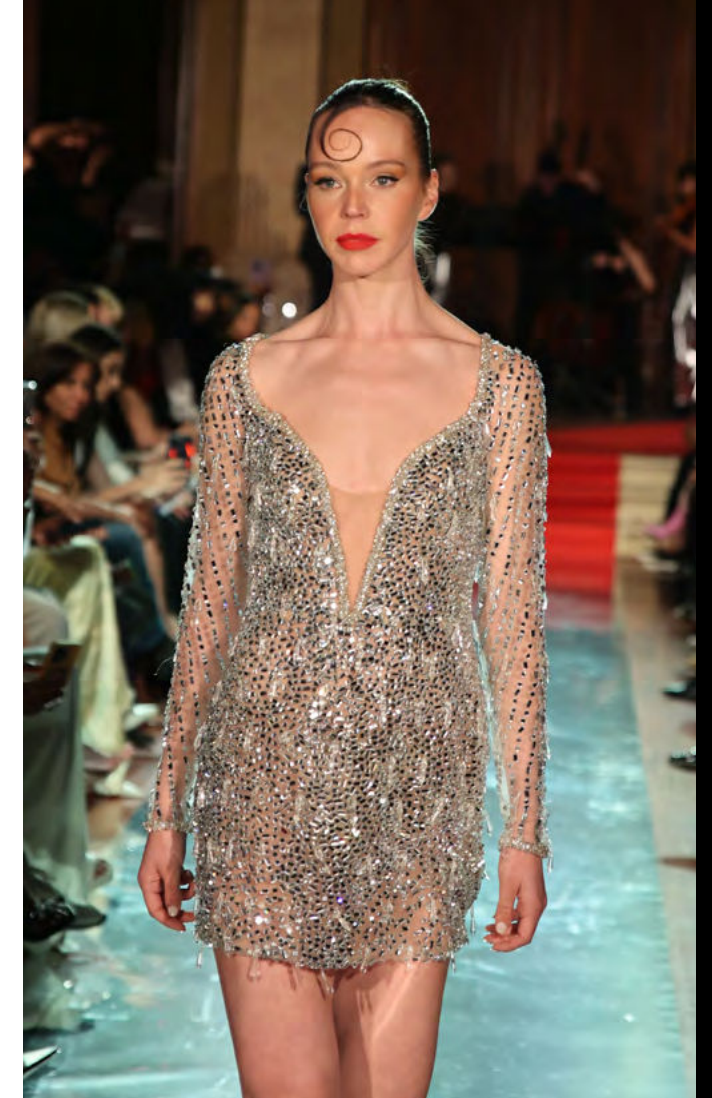
When you're serving looks that make heads turn and jaws drop, you know you're onto something extraordinary. This season, Milan Fashion Tour didn't just step up the game—it completely rewrote the rules. From bold ensembles that screamed confidence to effortlessly chic styles that whispered sophistication, the runway was ablaze with creativity and flair.

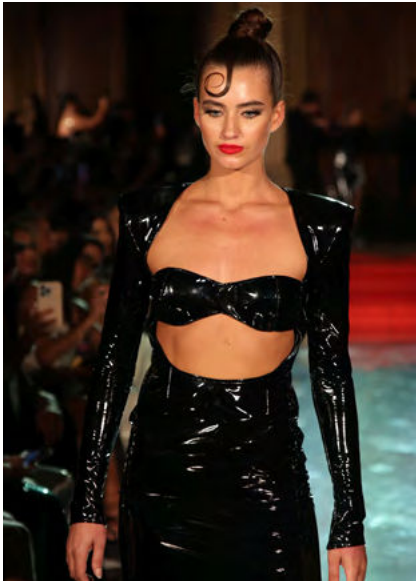
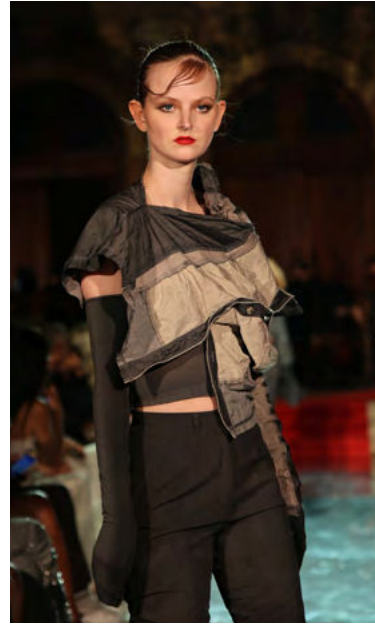
It wasn't just a fashion show; it was a masterclass in style, where the hottest trends of the season took center stage. Think daring color palettes, jaw-dropping silhouettes, and statement pieces that demanded a second look (and maybe even a third!). Milan proved, once again, why it's the beating heart of the fashion world.

Models strutting in power suits radiated confidence, while dreamy evening gowns seemed to float down the runway. Accessories weren't mere afterthoughts but bold statements in their own right.

The atmosphere? Electric. Between the audience gasping in awe and photographers frantically capturing every detail, it felt like being part of a grand spectacle. And let's not forget the behind-the-scenes hustle, where designers, stylists, and makeup artists worked magic to ensure every look was picture-perfect.

Milan didn't just inspire us—it challenged us to reimagine our own style. Why not embrace a daring print, experiment with layers, or wear a make up style that you never tried before? Fashion isn't just about looks; it's about telling your story.





TURNING HEADS!

Every look featured in this showcase comes from a carefully curated selection of our favorite designers and brands, including the visionary creations of Miri Jaffi, Nadia Ganim, Camilla D'Aiotti, Anete Steina, and Shenhav Ivgi Levy, among others. Many of these stunning designs made their grand debut on the illustrious stage of the Milan Fashion Tour, captivating not only the live audience but also drawing the spotlight of the Italian media and international press. It was a moment where creativity met global recognition, leaving a lasting impression on the fashion world.



On the *SPOTLIGHT*

A list of pure talent

In the glimmering spotlight of Milan's iconic runways, where haute couture takes center stage, lies a pulsating engine of creativity and collaboration. The Milan Fashion Tour (MFT) is more than just a production—it's a phenomenon, an annual symphony orchestrated by a growing collective of exceptional individuals. This year, for the much-anticipated 2024 season, MFT continued its tradition of blending the familiar with the fresh, as both returning stalwarts and inspiring new talent came together to bring its vision to life.

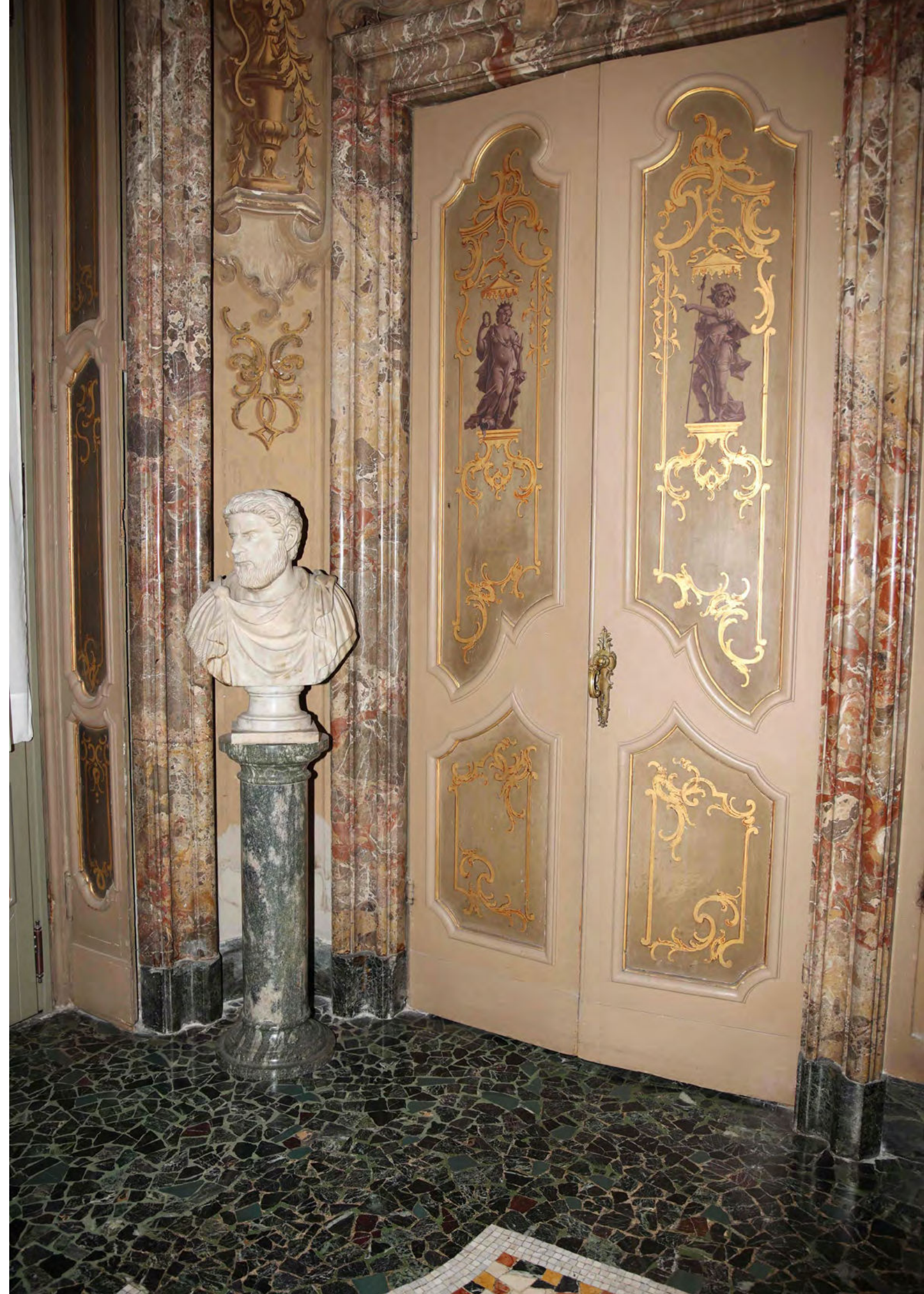
At the heart of MFT's success lies an ever-expanding team of passionate contributors, each armed with expertise, enthusiasm, and an overflowing well of creativity. Designers, both established and on-the-rise, have once again infused the project with their distinctive visions. Their collections spoke volumes about their dedication to artistry, with every stitch and silhouette echoing the soul of the city's unparalleled fashion legacy.

Complementing the designers were photographers whose exceptional talent turned moments into timeless narratives.

With an acute eye for aesthetics, these visual storytellers captured not just the clothing but the essence of the Milan Fashion Tour itself—a celebration of style, culture, and innovation. Their ability to freeze beauty in its rawest, most authentic form brought each piece to life, elevating the entire production.

The unsung heroes didn't stop there. Behind the captivating visuals was the tireless work of hair and body care professionals, whose expertise ensured every model's look was runway-ready. These incredible individuals and brands, trusted collaborators for years, seamlessly handled the demands of countless photoshoots and live events, adding polish to the spectacle with dedication and flair.

Together, this dynamic team created an unforgettable chapter for MFT, reminding us that while fashion might be what dazzles on the surface, it's the dedicated artisans behind the scenes who truly make the magic happen. Here's to the unseen champions of Milan's fashion heartbeat, crafting unforgettable moments through passion, precision, and boundless imagination!



Tori WIGS

Wig Expert

I was born into a family with nine children, an ultra-Orthodox family in Beitar Illit. In this community, women wear scarves over shaved heads. I was always preoccupied with my hair and was very jealous of my sister, who had long hair. When I was six, one day my mother told me she was taking me to the hairdresser. When I got home and looked in the mirror, it turned out they had given me a boy's bowl cut, and they had put a wig on my head at the hairdresser's in front of the mirror. To this day, I remember the feeling of that haircut and the lie. Over time, I left the community where I grew up, moved to Petah Tikva, and when I got divorced with two daughters, I thought about what I was best at. I knew how to sew. And I thought about what I love most in the world, and that is hair. That's how I came to make wigs.

The experience of being lied to as a child and the closed-off nature of the community where I grew up eventually led me to want to leave and step out into the world. After I decided to divorce and move away from the religion, I experienced a late and long teenage rebellion that brought me to low points as a person and as a mother. I went from one extreme to the other. They say that in order to wake up and rise from a low point, you have to experience a deep enough bottom. A traumatizing personal experience made me realize that I have my personal God present in my life and that changed everything.

Every day I am grateful for what I have; it's not something to be taken for granted. The very existence of my business is a huge highlight of it's own. At the beginning of my journey, I worked for a very big wigmaker, and I had the privilege of learning from the best and taking step by step. Along the way, I had the opportunity to create wigs for various performances and exciting productions. I was approached to create the wig for the production of the song "Naji Badi" by Shahar Tabuch and Agam Buhbut. I made wigs for productions featuring Noa Kirel, Dorin Or, and others. In the industry, just like in life, one thing leads to another. When Shon Balaish came to



order a wig for his mother, we connected so well that when he organized the fashion show in Milan, he invited me to participate in it. Participating in the show itself was a highlight for me from another league. The show in Milan was a production at the highest level possible. Personally, I had an emotional experience. While I was there, I suddenly began to process the status and place I had reached in my career. I actually stepped outside and cried. I did a video call with my daughters, who gave me so much strength. I hadn't realized how successful I had become, and I always gave credit to others who gave me opportunities along the way. I couldn't believe I had reached this level. And that's when I understood that I am capable.

I believe that every designer or brand needs to have its own character, its own branding, its uniqueness, and with that, there's always a need for innovation. Regarding my future, I see the business going far. I dream about it. I want to bring something to Israel that has never been here before. I want to provide hair solutions for every woman who needs them. Whether it's a cancer patient; women who have gone through trauma and have bald spots; women with thinning hair who need extensions; ultra-Orthodox women who want full coverage, or religious women who want partial coverage. I dream of helping each woman feel as beautiful and complete as possible. Most importantly, I want to see the smile on her face and see how her new hair makes her feel good. That's what gives me the satisfaction and energy to wake up every morning, to go out, create, and invent new wigs and designs, knowing that at the end of the day, I've made someone beautiful and satisfied with my work.



Nadia GANIM

Fashion Designer

My name is Nadia Ganim, and I'm an Israeli fashion designer with a lifelong love for the runway. While I've showcased my work in countless shows across Israel, my heart has always yearned for something bigger—Milan. The world's fashion capital holds a special, almost magical, place in my heart.

When the opportunity to collaborate with Shon Balaish on a Milan fashion show landed in my lap, it felt like a dream plucked from my imagination. Walking into that experience, I was completely awestruck. The attention to detail, the electrifying atmosphere, and the stylish crowd—it was everything I'd ever dreamed of and more. Milan didn't just meet my expectations; it soared past them.

One unforgettable highlight was seeing Moran Atias, one of Israel's most iconic figures, wear one of my designs. That moment captured the spirit of the collection—a message of hope for a new era where peace and prosperity unite people worldwide.

This incredible journey has only fueled my ambition. I'm currently working on an international website to bring my bridal designs to women across the globe. The future is brimming with possibilities, and Milan has left me inspired to dream even bigger. Here's to the next chapter in this fashion adventure!





Shenhav IVGI LEVY

Fashion Designer

I'm Shenhav Ivgi Levy, a Jerusalem-based fashion designer shaking up the fashion world! With a love for design and a flair for the extraordinary, I create stunning collections of wedding and evening dresses. My designs blend timeless elegance with a modern edge, ensuring every piece is unforgettable and uniquely yours. Whether it's a sweeping gown or a chic, contemporary look, I craft moments that make you shine and memories that last forever.

Fashion isn't just my work—it's my passion, my art, and my way of life! Being part of the Milan Fashion Tour has been nothing short of exhilarating—a true game-changer for my creative journey. Watching my designs strut down the runway? Pure adrenaline! My heart raced like a drum solo, each beat fueled by the thrill of seeing my art come alive under those dazzling lights. It wasn't just a showcase; it was a celebration of everything I've poured my soul into, taking my craft to dazzling new heights.



Chofit YAMIT STUDIO

Wig Expert

Chofit Yamit Studio has become a shining beacon in Israel's luxury wig design scene. Known for crafting wigs with unparalleled natural beauty, the studio caters to women across the globe, whether seeking solutions for medical needs or religious observance. What sets this brand apart isn't just the wigs—it's the ethos. As Israel's first social studio, it champions inclusivity by providing employment opportunities to individuals from disadvantaged backgrounds. At the helm is Chofit, a beauty entrepreneur celebrated for her visionary approach and impeccable craftsmanship. Her warm, genuine service and dedication to understanding clients' unique needs have cemented her reputation as a leader in both the wig and business sectors. Based in Pardes Hanna, Chofit balances life as a mother of five biological children, ten foster children, and a Ph.D. candidate in Human Resources. Dubbed the "Chabad Wonder Woman," she's now pioneering an academy for aspiring wig makers and beauty entrepreneurs, while spearheading a transformative charity project for at-risk youth. Chofit Yamit Studio is redefining luxury, blending beauty, purpose, and compassion.





Rula DAIBES

Fashion Designer

Hi, I'm Rula Daibes, a 37-year-old fashion designer with a burning passion for infusing innovation into womenswear. My journey to Milan Fashion Tour was like stepping into a dream, a surreal moment where ambition meets reality. It was there that I realized just how big I can dream and how purpose-driven creation fuels everything I do. I believe that true inner peace creates a glow that can't be ignored—it shines through every part of our lives: relationships, work, family, you name it.

Women, with all their complexities, blend their unique "colors" to create something extraordinary. That perfect balance sparks a new kind of energy, shaping the world around us in the most beautiful way.

My designs are all about capturing that essence—harmony, balance, and the power that lies within every woman. Fashion isn't just about style to me; it's about expressing the magic of life's connections and the story we tell through what we wear. Looking ahead, I'm dreaming of even grander moments like those I had in Milan, working alongside incredible talents like Shon and Sigal in the MF Tour. As a restless spirit, I know the best is yet to come. I'm ready to keep pushing the boundaries of fashion and design with purpose, passion, and that unforgettable glow.

Y.NSWIMWEAR

Fashion Designer

I'm Ifat Nachum, the designer behind Y.N Swimwear, where every piece is handmade with love and precision. My brand focuses on high-quality fabrics and impeccable tailoring, with designs as unique as you are. While I offer pre-designed collections, what sets Y.N Swimwear apart is personalized, custom pieces tailored to your exact vision. Whether you want something bold or classic, I'll bring your dream swimwear to life, making you feel confident and comfortable wherever you go. My experience with MFT was an incredible one. I loved seeing my clothes on the runway. My plans for the future include an expand on my current aesthetics with bigger collections and more designs.





FAIREOIR

Fashion Designer

I'm Eyal, the owner and designer of faireòir, where shoes become wearable stories. For me, design is about meaning, and that's the heart of everything I create. A few years ago, my partner and I started with print-on-demand, but it felt hollow. Inspired by our love for art, we dreamed of giving classic masterpieces new life. Why should art stay in museums? With faireòir, people can wear art daily, creating personal connections with timeless works. Designing wearable art is a challenge. Finding pieces that work aesthetically on shoes takes time and patience. Sneakers, boots, and heels each present unique hurdles—especially heels, where I transform colors and elements into something elegant yet functional. Fashion shows are the ultimate thrill, showcasing the best designs in striking, cohesive looks. Huge thanks to Shon, Sigal, and my former partner Natalie Girshovich for helping make our vision shine.



Miri JAFIF

Fashion Designer

Fashion has always been in my DNA. From a young age, I felt a deep connection to clothing—how it can express identity, mood, and emotion. I often find that I remember the outfits I wore during certain moments more vividly than the events themselves. To me, clothing is much more than fabric; it's a language that communicates who we are. It reflects our inner selves, our status, and our state of mind. I believe that the world deserves to experience this type of intentional expression every day, especially on special occasions, through thoughtful design and styling.

Looking back at my career, there are a few key moments that stand out. One of the most unforgettable experiences was walking the red carpet in Milan. It's a designer's dream to showcase their creations in this iconic fashion capital. I'll never forget when a mother and daughter stepped onto the runway wearing our exclusive red velvet couture suits. It was one of the most emotional moments I've had as a designer. The response from Milan's fashion elite—who live and breathe style—was overwhelming. To see celebrities and influential figures captivated by our work was a huge affirmation that we were hitting the mark.

For me, inspiration often comes when I disconnect from external distractions and dive deep into my emotions. I believe what we wear reflects how we feel. When a woman faces a closet full of clothes and still feels like she has nothing to wear, it usually means there isn't the right piece to match her emotional state. That's why I spend time connecting with my inner self before creating designs. I want each piece to

resonate with the wearer's mood and enhance how they feel. In fashion, balancing tradition with innovation is key. While it's important to maintain a consistent brand identity, I also believe in exploring new directions and pushing boundaries. Fashion isn't just about repeating what's worked; it's about evolving and keeping things fresh and exciting. Milan's unique blend of tradition and innovation continues to inspire me. The elegance and sophistication of the city's fashion scene had a profound impact on me. It made me realize how much your environment shapes your fashion sensibilities and reinforced my commitment to creating designs that resonate globally.

Being part of the Milan Fashion Tour was a transformative experience. Seeing our designs on the runway and receiving such a positive response from the audience was incredibly gratifying. Watching models of all ages—especially those debuting on the red carpet—shine in our couture pieces was a highlight. It validated the quality of our designs and pushed me to keep striving for excellence.

As for the future, I'm excited to continue this journey I started as a child. What began as a dream to find the perfect dress has led to several successful collections. My goal is to make my women's collection available for purchase, responding to the growing demand. I'm also working on designs for young girls, combining elegance with playful charm. Shoes and accessories will be essential parts of my collections, too—creating a look that's powerful from head to toe, ensuring that every detail delivers a lasting impact.



CLEOPATRE

Hair Expert

Cleopatre isn't just a haircare brand—it's the ultimate solution to countless "bad hair days." Revered across Israel for its game-changing approach to straightening and restoring hair, Cleopatre's products are crafted with care using powerhouse ingredients like keratin, shea butter, peptides, and argan oil. These aren't just buzzwords—they're the reason hair feels stronger, shinier, and full of life after just one use. Cleopatre is all about delivering real, noticeable results that make you fall in love with your hair again. Whether you're reviving damaged strands or just looking for that extra glow, Cleopatre understands exactly what your hair craves.

But Cleopatre isn't just about achieving beautiful hair—it's about supporting every client on their unique haircare journey. We believe in empowering individuals to express their true, authentic selves, celebrating their hair's natural beauty and potential. Each product is designed

with not only your hair's needs in mind but also with the health of the earth at heart. The new and improved Cleopatre range is a testament to this dedication. Performance-focused styling products offer long-lasting results, while we maintain a firm commitment to the integrity and efficacy of our ingredients and our suppliers. Cleopatre is fashion-led with a sustainable soul, ensuring that every bottle is crafted with care, without compromising on quality.

From the first use, you'll experience the transformation that Cleopatre promises—stronger, shinier, more vibrant hair. Whether you're looking to repair damage, boost shine, or simply make your hair look and feel its best, Cleopatre delivers. Our products don't just change the way your hair looks; they change the way you feel about it. Cleopatre isn't just a brand—it's a movement that understands what your hair truly needs and helps you love it, every single day.



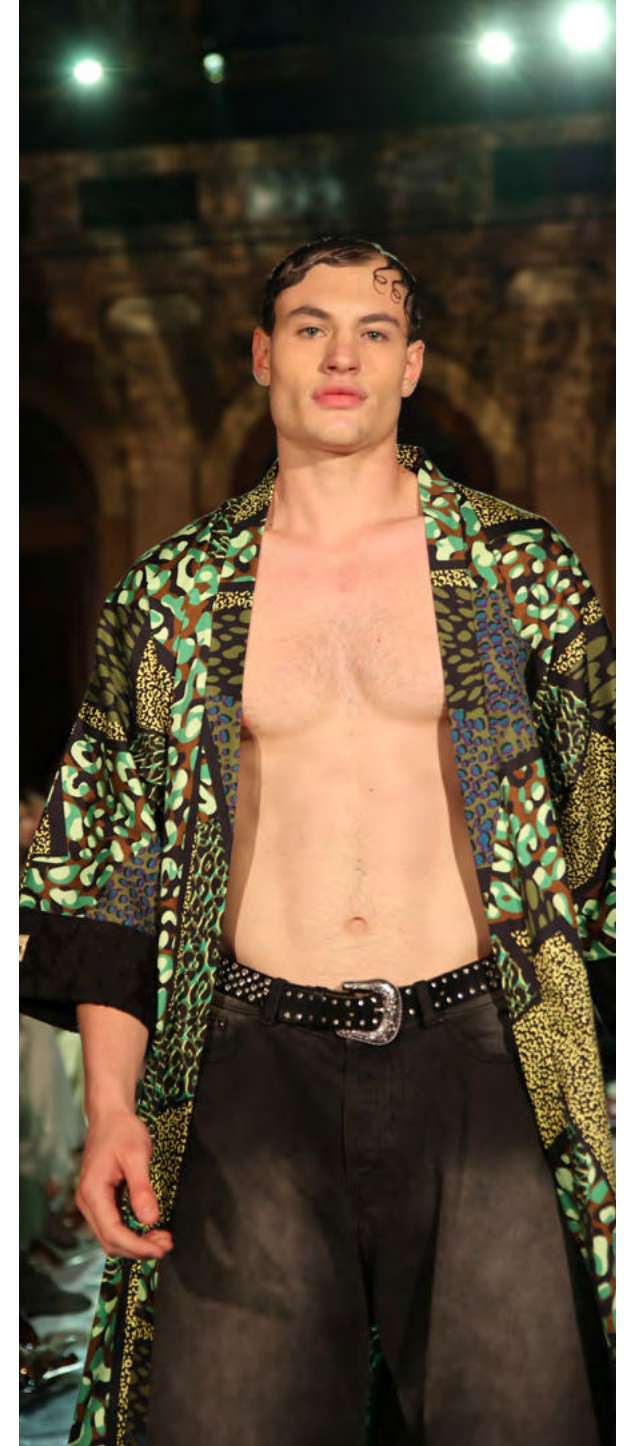
Camilla D'AIETTI

Fashion Designer

For me, it all started in childhood. I always had a pencil in hand, drawing and creating as a way to express myself. My passion for design led me to fashion studies in high school, and later, I enrolled at Istituto Marangoni in Florence. During my first year, I realized the power of building something of my own, and decided to start my brand. I designed my first kimonos while studying, aiming to graduate with my business already in motion.

One of my proudest achievements was launching my brand at 19. Another unforgettable experience was participating in a Louis Vuitton contest, which pushed me to challenge myself and gain valuable insights. Discovering Milan Fashion Tour was a turning point, giving me the chance to showcase my designs on a professional runway, transforming my career.

My creations are deeply rooted in my personal experiences, my island, Pantelleria, and the natural beauty around me. Its landscapes, vibrant sea colors, and the energy I feel there fuel my creativity and inspire each collection. Pantelleria revitalizes me, helping me channel that energy into my work. Experimentation is key for me. It's through exploring new ideas that the most innovative concepts are born. Staying in our comfort zone makes everything predictable, but pushing boundaries helps us discover our true direction. Creativity thrives in discovery.



Milan is full of energy, inspiration, and never-ending surprises. It's a city every designer should experience. Milan is also home to Giorgio Armani, whose legacy has made the city a global fashion symbol. His influence makes Milan the ultimate destination for design.

The Milan Fashion Tour has been an unforgettable experience. I was just 20 when I was first invited, and choosing models, dressing them, and being part of the backstage process was a dream. This year, the event was even more remarkable, offering emerging brands like mine a chance to grow. I'm grateful for Shon's dedication to making this event a success.

I'm excited for my next collection of kimonos and a new swimwear line for scuba diving and apnea. I'm also passionate about traveling to Indonesia to experience a new culture and enrich my perspective on life and fashion in general.



NOFER

Fashion Designer

Hi, I'm Nofer, and I design womenswear—gorgeous, sweeping, statement-making gowns that tell stories. Fashion isn't just my career; it's my essence. It's something that's been burning inside me since I was a kid. While other kids were glued to cartoons, I was hooked on fashion channels, captivated by the glitz and creativity. I didn't just dream about fashion—I lived it.

One of the most thrilling moments of my career? Flying to Milan with the production of MFT, including the incredible Shon Balaish. Seeing my gowns command the runway in one of the fashion capitals of the world was surreal. The energy, the applause, the realization that my work was center stage—it was a high point I'll never forget.

Inspiration for me is everywhere. Whether I'm on vacation, soaking in breathtaking views, or just observing the world around me, ideas strike like lightning. But being a designer isn't just about inspiration—it's about reinvention. Trends come and go, but a true designer carves their own path, creating something fresh and unexpected. And speaking of inspiration—Milan! Oh, she's a dream. Vibrant, colorful, and fashionable to her core, the city is like a living, breathing fashion story. Every street hums with creativity, freedom, and style. It's a place that fills me with peace and fire all at once.

Since Milan, my passion has only grown stronger. Beauty, in every sense, is essential to my designs. It's not just about wearing a stunning dress—it's about presenting yourself with care, pride, and elegance. Meeting so many incredible people and diving into conversations about beauty and fashion was like a creative adrenaline rush!

It stretched my imagination, sparked fresh ideas, and got me thinking way outside the box for future projects. Communication is everything, and the energy at MFT was pure magic—brimming with vibrant, good-vibes-only folks who made every moment feel like a breeze. It wasn't just inspiring; it was downright electrifying! What's next? A new studio brimming with dazzling collections, more fashion shows in Israel and abroad, and designs that push boundaries. I'm chasing big dreams, and I know I'll make them happen.

LEKA

Photographer

I am Leka, a charismatic and driven photographer who believes that life holds no boundaries when it comes to fulfilling one's deepest desires and greatest ambitions. This summer, thanks to the remarkable support of Shon's team, my childhood dream became a reality — to step into the heart of the fashion industry, take part in a defining moment for Israeli fashion, and make my mark on the esteemed Italian market. Being part of the Milan Fashion Tour was a transformative experience that not only refined my skills but also expanded my creative vision. It encouraged me to connect with more professionals within the industry and showed me just how far my journey could take me. As a fashion photographer, my art is my life's true calling. It is through my craft that I convey my thoughts, share my vision, and tell the story of who I am. Every image I capture is a piece of my soul, a reflection of passion, resilience, and an unwavering belief that dreams can shape reality. The Milan Fashion Tour didn't just make my dream come true— it propelled me toward even greater ambitions, leaving me inspired to push the boundaries of my creativity even further.



Rawaa TARABEH

Photographer

I'm Rawaa Tarabeh, a 20-year-old photographer, passionate about my craft. For the past four years, I've built my own business and continuously pushed myself to grow. One of my proudest achievements was participating in the Milan Fashion Tour alongside the creative team of Shon Balaish. This experience was a huge milestone in my career, expanding my knowledge and vision. Collaborating with some of the best models in the business added a thrilling layer of expertise to my craft, turning every moment into a lesson and every shot into an adventure. It taught me the value of adaptability and creativity in fast-paced, high-stakes environments. There is still so much to learn, but what's most important is understanding what it truly takes to reach the next level and embracing the dedication required to get there. I always remind myself that there is no limit to what I've accomplished or what's yet to come. The journey is endless, and I'm excited for what lies ahead.



AYALA EZRA

Fashion Designer

Ayala Ezra is a master of transforming luxury into art, creating wedding and evening dresses that not only captivate but make a bold, unforgettable statement. Every piece from her collection speaks of timeless elegance, with intricate details that showcase both sophistication and daring design.

Ezra's creations are a celebration of femininity, crafted from the finest fabrics—delicate lace, opulent satin, and breathtakingly detailed embroidery. These materials work together to sculpt unique silhouettes that enhance a woman's natural beauty, making her feel like a true vision on her most special day. Whether it's a wedding, gala, or any

high-profile event, Ayala Ezra's dresses allow the wearer to stand out while maintaining an air of grace and refinement.

Each gown is more than just a dress—it's an experience. The thoughtful design, flawless craftsmanship, and attention to detail ensure that every piece is as unique as the woman who wears it. With Ayala Ezra, you're not simply wearing a dress; you're wearing a masterpiece made to shine for a lifetime.

Ayala Ezra's creations are the perfect blend of statement-making boldness and timeless elegance, ensuring that every woman feels extraordinary when it matters most.

ONESOPHIE

Fashion Designer

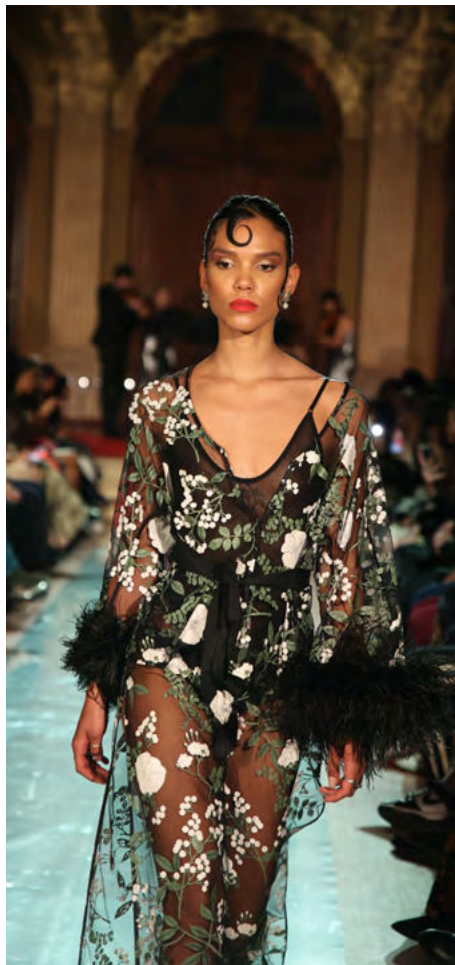
In the realm of haute couture, where timeless elegance meets unparalleled craftsmanship, OneSophie emerges as a beacon of sophistication. This distinguished brand transcends traditional design by seamlessly blending luxurious materials with meticulous artistry, offering creations that are both exclusive and captivating.

OneSophie distinguishes itself through the use of rare natural stones and unique elements, transforming each piece into a wearable masterpiece. The brand's commitment to sourcing premium fabrics ensures that every garment exudes quality and elegance, setting it apart from other designers in the industry. Each creation is thoughtfully crafted with meticulous attention to detail, resulting in an exclusive and stunning appearance that defines the brand's essence.

Understanding that true luxury lies in personalization, OneSophie provides a premium tailoring service. Clients are invited to book appointments for expert fit consultations, ensuring that each dress not only complements their individual style but also offers unparalleled comfort. This bespoke approach guarantees that every client experiences the epitome of luxury and exclusivity. OneSophie stands as a testament to the fusion of traditional craftsmanship and modern luxury.

By incorporating rare materials, offering bespoke tailoring, and maintaining a global presence, the brand redefines elegance in the world of haute couture. Each piece is not merely a dress but a celebration of individuality and sophistication, ensuring that every wearer feels uniquely adorned.





Anete STEINA

Fashion Designer

My journey began in the most personal and inspiring way—with my grandmother. She was a brilliant seamstress, and watching her transform fabrics into beautiful garments was like witnessing magic. Those early years, filled with the hum of her sewing machine and the feel of fabrics between my fingers, ignited my love for design and creation. I knew even then that I'd found my calling.

Over the years, my career has become a tapestry of incredible moments, each one a highlight in its own right. The heart of my work lies in the vision of my brand—to empower women to feel beautiful, confident, and unapologetically themselves. Designing collections that resonate with women worldwide and seeing them embrace my creations is a dream come true. From intimate showcases to grand fashion weeks, every piece I craft is a step closer to building a global brand that seamlessly blends sensuality and elegance into a modern masterpiece.

When it comes to inspiration, it's everywhere, but my true muse is the diverse beauty of women. I adore celebrating their unique essence—whether it's their body proportions, facial features, or the aura they carry. Each collection becomes a tribute to their individuality, an invitation for them to feel their most radiant selves. Beauty is not just an aesthetic; it's the

essence of confidence and empowerment, a message I strive to weave into every thread of my work.

Themes or directions in fashion are fascinating, but I thrive on the balance between honoring a vision and exploring new creative horizons. Fashion, after all, is about pushing boundaries while remaining true to your essence. Every theme provides a challenge—a puzzle to solve, and with each new collection, I embrace the opportunity to evolve.

Milan, the heartbeat of the fashion world, epitomizes this balance. Its blend of rich tradition and cutting-edge innovation is awe-inspiring. Being part of the Milan Fashion Tour—a defining moment in my career—was beyond rewarding. Collaborating with talented individuals to showcase my designs, complemented by breathtaking beauty looks, elevated my vision in ways I couldn't have imagined. The makeup and styling brought my pieces to life, highlighting every detail I wanted to emphasize.

As for what's next, I'm immersed in creating a collection dedicated to the modern woman—powerful, tender, and endlessly feminine. It's an ode to strength, grace, and the complexities that define women today. Fashion has always been a way to tell stories, and this next chapter is one I'm eager to share with the world.



May BOZAGLU

Eyelashes Expert

I'm May Bozagliu, a 26-year-old Jewish-Israeli American, and a master in all things lashes! With over 10 years of experience, I've turned my passion into a thriving empire—my brand and academy, MAYEYELASH. From teaching the art of perfect lashes to lecturing around the globe, I'm all about helping people elevate their lash game. Whether you're learning from me in Israel or catching one of my international workshops, it's always about bringing that extra sparkle and confidence to every blink. Lashes aren't just my specialty—they're my superpower!





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BEAUTY IS AN EXPERIENCE, A FLEETING MOMENT THAT TRANSCENDS THE EYE, SOMETHING FELT DEEP WITHIN. IT IS THE WARMTH OF A GLOW, THE WHISPER OF ELEGANCE, A SILENT COMMUNICATION OF GRACE THAT STIRSTHE SOUL. BEAUTY LINGERS IN THE AIR LIKE A SOFT BREEZE, UNDEFINABLE YET UNDENIABLE, CARRIED BY THE ESSENCE OF THOSE WHO EMBODY IT. IT IS NOT BOUND BY SHAPE OR FORM, BUT BY THE FEELING IT EVOKES, A QUIET RADIANCE THAT SPEAKS LOUDER THAN APPEARANCE, TOUCHING THE HEART IN WAYS WORDS NEVER COULD. BEAUTY IS THE HARMONY BETWEEN WHAT WE SEE AND WHAT WE SENSE.

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One of the core missions of Milan Fashion Tour is to unite fresh talent with some of the fashion industry's most influential figures, all with the singular aim of crafting something truly unique - an invaluable addition to any beauty professional's portfolio. In collaboration with the renowned photographers Maurizio Montani and Umberto Buglione, we embarked on a creative journey to capture a series of stunning portraits. These images not only highlight the exceptional

artistry of our makeup artists but also reflect the knowledge and mastery they honed during our Masterclass. As you turn the pages that follow, you will discover a carefully curated selection of these portraits—each one offering a glimpse into the incredible work of our MFT delegation. They were granted the rare opportunity to collaborate with over 80 models from prestigious fashion agencies, bringing to life a diverse array of bold, striking looks that showcase their talent and vision.



Liraz ZECHARYA

Hi there! I'm Liraz Zecharya, a 23-year-old makeup artist from Nesher, a charming city near Haifa in northern Israel. My world revolves around beauty, and I've made it my mission to help brides and glam-seekers shine at their most special moments. From dazzling bridal looks to stunning evening glam, I specialize in creating magic with a brush in hand. I don't just love the beauty industry—I live and breathe it! My motto? Dream big, set bold goals, and chase them relentlessly. Life is too short for giving up, so I'm here to turn dreams into reality—one flawless face at a time.



Dvir BACCHAR

As a passionate makeup artist, I recently had the amazing chance to join the Milan Fashion Tour (MFT)—an experience that was nothing short of transformative! Surrounded by some of the industry's top pros, I dived into cutting-edge techniques and timeless classics, sharpening my skills to new heights. This journey wasn't just about makeup; it was about growth, creativity, and pushing boundaries. As a young artist fueled by curiosity, I'm always chasing the next trend and mastering new styles.



Orel Ben SIMON

Hi, I'm Orel Ben Simon! From a young age, I've been deeply connected to makeup and creativity—it's incredible what magic can be created in this field. My journey took a transformative turn in Milan, where I gained invaluable tools and a deep sense of self-fulfillment. Now, working in the beauty industry, I've truly found my place. My heart feels fuller than ever as I continue learning and perfecting my craft each day. For me, it's all about enhancing the unique beauty of each individual, with precision and delicacy guiding every brushstroke. Because true beauty is all about the details!



Alhafi SABRIN

Hi, I'm Alhafi Sabrin, a 38-year-old wife and proud mother of four. By day, I work as a nurse at Shamir Hospital, but I recently took a bold step to fulfill my childhood dream. Passionate about makeup and beauty, I attended top professional schools to refine my skills. My turning point came when I met model and event producer Shon Balaish, who invited me to the Milan Fashion Tour. There, I created stunning looks for models daily in an electrifying atmosphere. I'm so grateful to God and my wonderful husband, whose unwavering support has made this dream come true!



Linoy BENTOVIM

Hello, I'm Linoy Ben-Tovim, a passionate makeup artist who views beauty as both art and empowerment. Makeup, for me, isn't just a career—it's a celebration of individuality and a canvas for creativity. My mission is simple: to help every person I work with feel extraordinary, revealing their inner glow and enhancing their natural beauty. For me, there's no greater reward than seeing someone look in the mirror and smile, knowing they've discovered a version of themselves they truly adore. Let's create something beautiful together!



Dahan AYALA

Hi, I'm Dahan Ayala, a 45-year-old professional makeup artist passionate about highlighting natural beauty. I specialize in creating looks that perfectly suit the occasion and your personal style, ensuring you feel stunning and confident on your big day. For brides, I provide dedicated support, walking with them through every step of their journey to perfection. Each client and model who sits in my chair gets a personalized, empowering experience tailored just for them. It's more than makeup—it's a transformative, unforgettable experience designed to celebrate you!



Maya FRAENKEL

Hi, I'm Maya Fraenkel, a 23-year-old with a lifelong love for makeup! As a kid, I was always rummaging through my mom's makeup drawer, experimenting with products in stores, and sneaking off to try bold new looks in my room. The Milan Fashion Tour opened my eyes to the untapped creativity and talent I carry. I never imagined I'd touch the fashion world like this, and I'm beyond grateful for the opportunity. It's just one step closer to my big dream. My advice? Never give up on your dreams—even when the road gets tough, the journey is worth it!



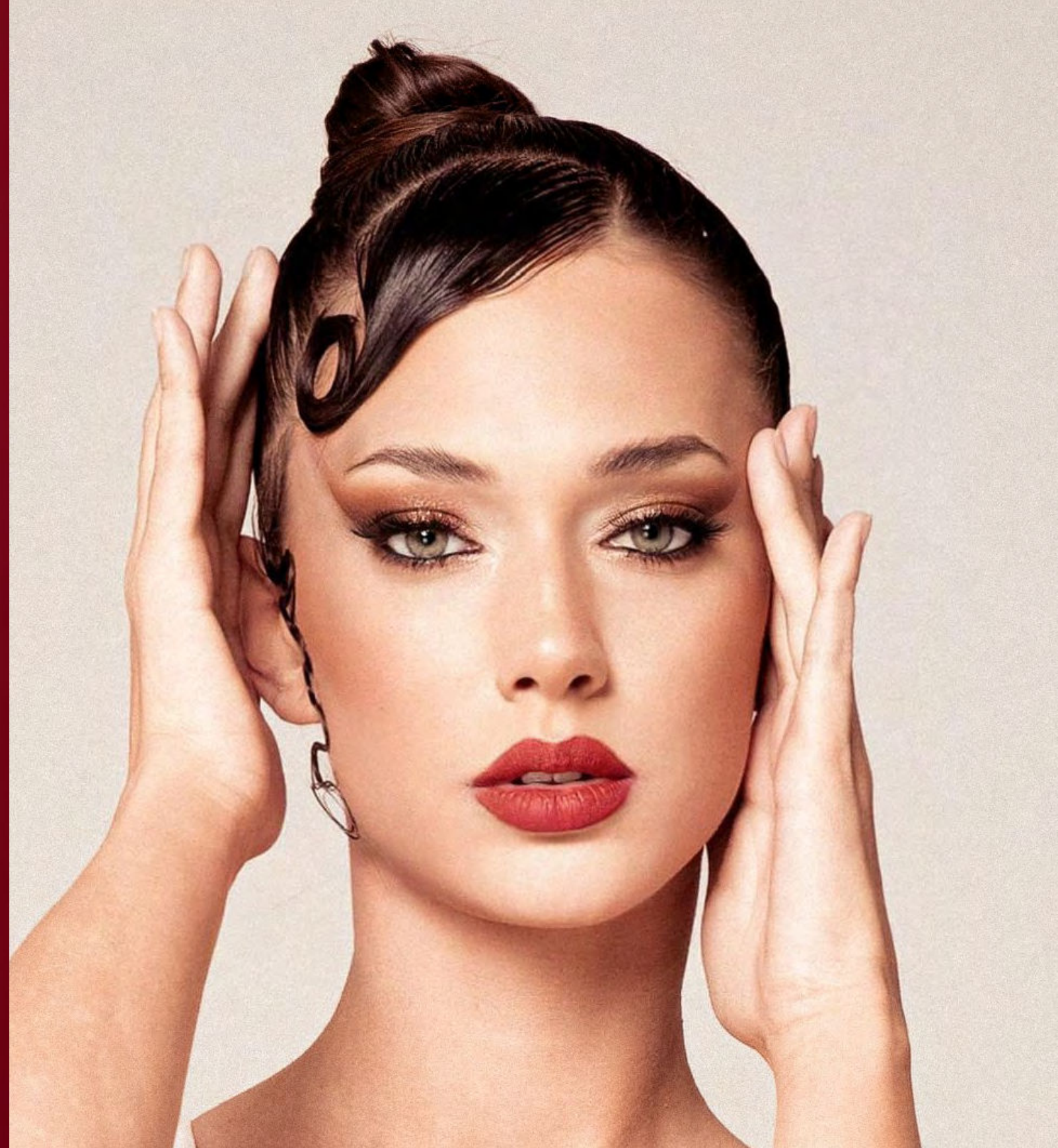
Natalie AROGETTI

Hi, I'm Natalie Arogetti, a 28-year-old wife and mom of two with a passion for makeup. My journey in the beauty world began eight and a half years ago, fueled by a dream to go far. I trained, practiced, and worked mostly with brides, perfecting my craft along the way. Joining the Milan delegation was a game-changer, opening doors to a world I never knew. In Milan, I dared to be bold—combining vibrant colors with striking presence to showcase a unique style. The praise from top professionals was incredible, and I gained invaluable skills and knowledge.



Yuval KOPELL

Hi, I'm Yuval Kopell, and makeup has been my passion since I was a teenager. I honed my craft through courses at top colleges and hands-on experience. At 20, I flew to Milan with Shon's team for my first-ever fashion show—a dream come true! The experience was incredible, and I returned feeling, this is the start of my career. Milan showed me the pinnacle of creativity, innovation, and professionalism in the fashion world. Standing backstage, knowing I played a part in it all, was beyond fulfilling. Fun fact: the model in my favorite photo is named Rebecca—just like my mom!



Batsheva NAZGINOV

Hi, I'm Batsheva Nazginov, a beauty expert and makeup teacher, and there's nothing I love more than guiding the next generation of makeup artists! The joy of sharing my knowledge and watching it transform into stunning results is truly priceless. My specialty? Bridal makeup. Joining MFT was a game-changer, allowing me to sharpen my skills while also passing along valuable tips. Being part of such an amazing experience has been both inspiring and fulfilling. Watching my students grow and succeed makes everything I do feel absolutely worth it!



Nikol KISHULKO

Hi, I'm Nikol Kishulko! Being part of the Milan fashion delegation was an unforgettable adventure as a makeup artist. Working alongside top designers and models on such a prestigious stage gave me the chance to showcase my artistry while soaking in Milan's unique, inspiring style. It reignited my passion for makeup and creativity, leaving me more motivated than ever to push the boundaries and create stunning looks. Milan was a game-changer, and I'll carry its influence in my work for years to come!



Ruth BIKAYA

Hi, I'm Ruth Bikaya, a 22-year-old makeup artist specializing in bridal, evening, and fashion looks. Makeup is my therapy—it's where I feel my most confident and at my best. Not every style I love works for everyone, and that's totally fine! The key is open communication and guiding my clients toward what suits them best, while respecting their choices. I'm so grateful for the opportunity to be part of this delegation and for the amazing support I've received along the way—everyone played a part in my growth!



Linoy COHEN

Hi, I'm Linoy Cohen, a 21-year-old wife and proud mom to two adorable little boys. Beneath my smile and motherhood journey lies a deep passion for makeup, sparked by a magical trip to Milan and an unforgettable fashion show. This experience opened up a world of creativity, empowering me to craft unique looks that highlight each woman's natural beauty. I believe makeup is a powerful form of self-expression, and my mission is to help every woman feel confident, radiant, and her best self. It's all about bringing out the beauty that's already there!



Eden GOLAN

Hi, I'm Eden Golan, a nursing student and passionate makeup artist. At 20, I decided to professionalize and enrolled at Yarin Shahaf School, focusing on productions and television. Before the Milan Fashion Tour, I specialized in bridal, evening, and fashion makeup. During the show, Israel went to war, and my partner, who had always supported me, was called to reserve duty in Gaza. This deeply impacted me, with some looks inspired by our relationship and his strength. Milan opened new professional doors, boosting my confidence and skills.



Noa WEINBERGER

“Unique” has always been my nickname. From as far back as I can remember, I dreamed of creating my own vibrant world, filled with every color and style. Born with a physical disability, I often hesitated to chase those dreams—until one inspiring conversation with extraordinary producers changed everything. They encouraged me to leap into the unknown. I’ll forever be grateful to this team for believing in me, helping me conquer my fears.



Ramiel BENAYEV

Hi, I’m Ramiel, a hairstylist with 10 years of experience, specializing in bridal and evening hair. I joined Shon’s show to build my portfolio, and I’m thrilled to share my work! One of the highlights was styling the stunning Israeli actress, Moran Atias—it’s a moment I’m so proud of. In the midst of the war in Israel, it was truly meaningful to be part of a show with top Israeli designers in the heart of Milan. I’m beyond grateful for the opportunity and hope you fall in love with the experience, just like I did!



Batel CHULPAEV

Hi, I'm Batel Chulpaev! Being part of the Milan Fashion Tour was an extraordinary experience that filled me with knowledge, culture, and inspiration from the fashion capital of the world. I fulfilled my dream of doing makeup for top models from around the globe, turning inspiration into stunning creations. The tour boosted my confidence, helped me develop new skills, and taught me so much along the way. This experience will stay with me forever, shaping my journey and fueling my passion for makeup artistry. Milan truly was a game-changer for me, and I'll never forget it!



Hadas MALAEV

Hi, I'm Hadas, a 20-year-old makeup artist and hairstylist, and for me, art is how I share my soul with the world. Creating beauty requires not only careful attention to the person in front of you but also a deep connection with the artist within. Being part of the Milan Fashion Tour opened my eyes to new perspectives, both for my craft and my personal growth. It was a transformative, life-changing experience that helped me discover new directions for my work and myself. I'm excited to continue evolving and sharing my creative journey with the world!



Tagel PENSO

Hi, I'm Tagel Penso, 21, and I've been captivated by beauty and makeup since childhood. To me, makeup is more than just about looking pretty—it's about personality and confidence. It helps women feel empowered and beautiful, and I'm grateful to play a part in that transformation. Almost two years ago, I studied makeup and hairstyling, and after a year of working in the field, I flew to Milan, where my career truly took off. The experience expanded my knowledge, boosted my confidence, and opened doors.



Koral TAL

I'm Koral Tal, and being part of the Milan Fashion Tour was an incredible opportunity! It allowed me to explore new techniques and immerse myself in a completely different scene than what I'm used to in Israel. The experience was eye-opening and filled with growth, and I'm so grateful to Shon and Sigal for making it all happen. This trip gave me valuable insights and inspiration that I will carry with me in my career. It was truly an unforgettable experience!



Osnat JAMO

Hi, I'm Osnat Jamo. From a young age, I dreamed of becoming an artist in the beauty world, and I'm proud to say I made that dream a reality. After this incredible journey, I can confidently say that my work is exceptional, and I hold myself to the highest standards. My goal is simple: to make as many people happy as possible through my art and express my true self in everything I do. I'm excited for what's ahead and to continue sharing my passion with the world!



Jennifer IDES

Art has always been a core part of my journey. From a young age, I loved drawing, and as I got older, I discovered my passion for makeup. Playing with colors and shadows, especially enhancing eyes, felt like therapy to me. One day, a friend saw me wearing makeup and said, "You must work in this field." That moment was a turning point. Today, I work professionally in fashion, bridal, and special effects makeup, and I can't wait to have my own thriving studio.



Shiran SHMUEL

Hi, I'm Shiran Shmuel, and at 20 years old, I'm chasing my dreams with everything I've got! My big aspirations? To be an actress, an acting educator, and a well-known makeup artist. Flying solo for the first time ever was a huge step, but it was all part of my journey to aim high and achieve my goals. The experience was unforgettable and empowering—an adventure that fueled my passion and made me more determined than ever to turn my dreams into reality. Here's to aiming higher, breaking boundaries, and embracing every opportunity that comes my way!



Einat SOFER

Hi, I'm Einat Sofer, 30 years old, and becoming a makeup artist has always been a dream of mine. Two years ago, I decided to make that dream a reality, so I started learning the art of makeup. A year later, I flew to Milan for a fashion show, and it was an incredibly empowering experience that truly turned my dream into reality. Today, I'm here to tell you: follow your dreams, because they just might come true!



Alina RAPPoport

Hi, I'm Alina Rappoport, proud mom to my amazing son, Adam! I first picked up brushes at 15, and before I knew it, a line of girls was waiting for their turn! My motto is simple: "Do it with love, send positive vibes, or don't do it at all." Being part of the Milan Fashion Tour was a game-changer—it gave me incredible insights and helped me elevate my craft to new heights. I'm so grateful for the experience and excited to continue creating beauty with love and passion!



Oren CHEN

Hi, I'm Oren Chen from Modiin! Since I was 14, hair design has been my passion, and at 27, it's still the heartbeat of my life. For me, it's not just a job—it's art that empowers people with confidence. I've been lucky to learn from the best, both in Israel and globally, and even participated in Milan Fashion Week. I love helping my clients feel like the best versions of themselves. This is my mission, not just my job.



Hodaya Ben SHUSHAN

Hi, I'm Hodaya Ben Shushan, a 26-year-old mom of two sweet girls! As a beginner makeup artist, the Milan Fashion Tour was a game-changer for me. It made me realize that this is the career I want to pursue! My dream is to dive headfirst into the world of makeup and truly fulfill myself in this creative field. The Milan experience was just the beginning, and I'm ready to take on the world of makeup with passion and purpose!



Daria MANSHIROV

I'm Daria Manshirov, 22, from Ashdod, with roots in an Asian country. I'm independent, patient, responsible, and driven to achieve my goals. Crowned Miss South Beauty 2019, I've had the privilege of working with brands like FOX, NY Sunglasses, and Image. Currently, I'm a model, with dreams of collaborating with top professionals in Europe. Being part of the Milan Fashion Tour was an incredible honor and an unforgettable step forward in my journey.



Katrena SHEHADE

Hi, I'm Katrena Shehade, 25, and I've been obsessed with makeup and beauty since I was a kid. For me, makeup isn't just a job—it's a form of therapy. When I pick up a brush, I feel like I'm transported to a different universe, the universe of art. My dream has always been to share my creativity with the world and connect with amazing people. Being part of this journey was an incredible and unforgettable experience, and I'm beyond proud of the results.



Tehila KADOSH

I'm Tehila Kadosh, 29, proud owner of a bridal makeup studio in Israel. My brides enjoy a luxurious start to their big day—a relaxing massage, a delicious breakfast, and a spacious, photo-friendly studio with a warm, family atmosphere. I studied makeup eight years ago at Natasha Denona's international school and have since trained with top global artists to master the latest techniques. My philosophy? Enhance natural beauty with timeless, tailored looks.



Roni KRISPIL

My name is Roni Krispil and I am 18 years old. I flew to Milan after a few photoshoots in Israel to pursue my dream of becoming a model. In Milan, I worked in top studios, surrounded by leading models and photographers, gaining incredible insights and experiences. This journey boosted my confidence and helped me believe in myself even more. I'm so grateful for the amazing people I met and the lessons I learned.



Shirel Shir REUVEN

I'm Shirel Shir Reuven, and my journey into makeup began six years ago during postpartum depression. At the time, I had a stable career path, but everything changed after my first makeup class. My teacher saw my talent and encouraged me to pursue it wholeheartedly. Since then, I've fallen in love with the art and committed myself to learning, growing, and constantly improving. Makeup isn't just my profession; it's a calling that inspires me every day.



Koral YCHIA

I'm Koral Ychia, a makeup artist and hairstylist specializing in bridal and evening looks. My goal is to ensure you look as radiant as possible on your special day, with every detail perfectly tailored to highlight your beauty. My biggest dream is to break boundaries, achieve the highest level of success, and open the largest bridal salon in Israel. I love seeing the happiness in my clients' eyes when they see the final look—that's what drives my passion!



Lior BENUZ

Hi, I'm Lior Benuz, 22, from Israel! My love for makeup started at 6 when I would sneak into my mom's makeup kit. I'd eagerly wait for every Purim so she, a makeup artist herself, could glam me up. At 13, I began assisting my mom with clients, learning from the best firsthand. It was the greatest gift! Over the years, I dove deep into everything makeup, teaching myself online and practicing on friends and family. From failures to successes, I've grown into a professional.



Natali PYANKOV

Hi, I'm Natali Pyankov, a professional makeup artist with a true passion for my craft. Makeup, for me, is more than art—it's therapy and self-expression. Each time I help a client shine as her most radiant and confident self, I feel like I'm fulfilling a meaningful mission. I'm deeply grateful to the delegation for this amazing opportunity. It enriched my skills, inspired me, and made me proud to represent the Israeli beauty industry on an international stage.



Shay EL ATLAS

Hi, I'm Shay El Atlas, a 35-year-old nails master and makeup artist specializing in bridal, evening, and fashion looks. Twice a participant in the Milan Fashion Tour, the incredible experience transformed my career, fueling growth, creativity, and confidence. I highly recommend chasing dreams that empower, inspire, and illuminate your unique journey to success! All you have to do is give it a try!



Eden HAZAN

I'm Eden, a 25-year-old hairstylist from Israel with a decade of experience. My passion for hair began in childhood and has grown into a lifelong commitment. I've had the incredible opportunity to be part of Shon's delegation, where I styled hair for international models. This experience deepened my love for the craft and reinforced my dedication to the beauty industry. Hair is more than a profession for me; it's an art form that I cherish every day.



Mali BANKS

I'm an international celebrity hairstylist with a deep love for the fashion world that began in childhood. My passion and creativity have led me to work with top celebrities and fashion brands, both locally and globally. A highlight of my journey was being chosen to work in Milan for Fashion Tour hosted by Shon Balaish. This incredible experience has fueled my ambition, and I'm excited to see what opportunities lie ahead in my career.



Merav EVENTZUR

I'm Merav Even Tzur, a hairstylist with 30 years of expertise and an unwavering passion for my craft. My journey has taken me to three Milan Fashion Tours, where I led the hairstyling for all the models on set. These incredible experiences fueled my creativity, enriched my skills, and deepened my love for transforming hair into art. Even after decades, my excitement for hairstyling burns as brightly as it did on day one, inspiring me to keep innovating!



Hadassah KADOSH

I'm Hadassah Kadosh, a 27-year-old hairstylist with a passion for beauty. My love for hairstyling began as a child, perfecting doll hair—a talent that runs in my family. At 16, I trained under a professional stylist, and by 19, I honed my skills at Ravit Asaf School. Balancing work in salons and running my own business, I've enriched my craft through advanced workshops with top instructors. Grateful for this delegation, it's a meaningful chapter in my journey.



Anna AFLALO

I'm Anna Aflalo, and becoming a makeup artist has always been my dream. After years of hard work and passion, attending Milan Fashion Tour feels like a surreal achievement. From a young age, I've been captivated by how makeup can transform and enhance beauty. This experience in Milan has pushed my creativity and opened new doors, allowing me to collaborate with incredible designers and artists. It's been truly inspiring. I'm deeply grateful for this opportunity and excited to see where my journey as an artist will lead next. The best is yet to come.



Rina JOFFE

I'm Rina Joffe, 23, and a graduate of Ravit Asaf's Beauty School, specializing in bridal hairstyling. My journey to Milan was a dream realized. I crafted four unique looks, from runway to red carpet, and watching everything come together was incredibly rewarding. The week was unforgettable, and I wouldn't change a thing. Joining the Milan Fashion Tour allowed me to refine my skills and discover newfound courage. I'm so proud of my growth—this is just the beginning of an exciting new chapter!

Night of *THE* Of *GRAND* *EVENT*

*Where dreams are
sewn into reality*

On the final day of the Milan Fashion Tour, something truly spectacular unfolded in an authentic Palazzo. It was an event that dreams are made of—a one-of-a-kind catwalk show that brought together some of the most recognizable models from the top agencies in the world, all strutting their stuff in style. And it didn't stop there; the runway was graced by a star-studded lineup of global celebrities like Ali Cohen, Ofira Asayag, Moran Atias, Ravit Asaf, Shelly Gafni, Talia Ovadia, Nina Moric, and Antonella Fiordelisi, to name just a few.

A real string quartet played sweet melodies, filling the grand Palazzo with an enchanting atmosphere, while guests sipped on bubbly champagne, basking in the

glamour of it all. Every little detail had been thoughtfully curated and flawlessly executed, from the stunning makeup looks done by the talented Israeli delegation of the Milan Fashion Tour, to the breathtaking outfits showcased by our beloved designers. Names like Miri Jafif, Rula Daibes, Y.N, Nofer, Nadia Ganim, Shenhav Ivgi Levy, May Bozaglu, and many others graced the runway, making the event even more unforgettable.

For everyone lucky enough to attend, it was not just a fashion show—it was an experience that will live on in their hearts forever, a memory of elegance, excitement, and pure Milanese magic. It was a true celebration of style, one that left the audience awestruck and craving more.

Only those
who believe in
their limitless
potential can
climb the
heights of
extraordinary
achievement.





Glamorous *GUESTS*

Every major event comes alive with its glittering guest list of friends and celebrities, and the Milan Fashion Tour was no exception! The excitement in the air was palpable as we welcomed a dazzling array of stars, influencers, and iconic personalities who added their unique charm to the celebration. From the moment they arrived, the event was infused with an undeniable magic, and every interaction, outfit, and smile helped create an atmosphere of pure glamour and joy. To truly understand the magic, you simply had to be there to soak in the full experience of this unforgettable evening!

From the chic arrival of high-profile guests to the stylish runway showcases, every moment was carefully curated to offer a feast for the senses. Cameras flashed, laughter echoed through the

grand venue, and the excitement reached its peak as celebrities graced the red carpet, dressed in the finest couture. The event was a dazzling blend of high fashion, elegance, and exuberance that left a lasting impression on everyone in attendance.

As you dive into the following pages, you'll get to know some of our illustrious guests who made this event shine even brighter. Among them were international icons and beloved personalities such as Fico Raffaella, the ever-stunning Moran Atias, and the striking Antonella Fiordelisi. Also joining the celebration were Ofira Asayag, Ksenia Tarantul, Ravit Assaf, Shelly Gafni, Talia Ovadia, Anna Zivi, Laura Lentino, Avivit Bar Zohar, and the dynamic duo of Aline Cohen and her mother, Miri Cohen. And of course, we cannot forget Pola Blick, whose presence and contributions left an indelible mark on this spectacular event.





In addition to the celebrities, the Milan Fashion Tour was graced by top designers, stylists, and fashion enthusiasts from around the world. They brought with them an array of stunning collections that showcased the latest trends, blending classic sophistication with contemporary flair. Every runway show was a testament to creativity and craftsmanship, leaving guests in awe of the artistry behind each design.

Beyond the glamour and glitz, the event also provided an opportunity for meaningful connections and collaborations. Fashion influencers and industry leaders exchanged ideas, celebrated innovation, and set the stage for future trends. Whether it was an intimate conversation over champagne or a grand networking opportunity, the Milan Fashion Tour was truly a hub of inspiration and style.

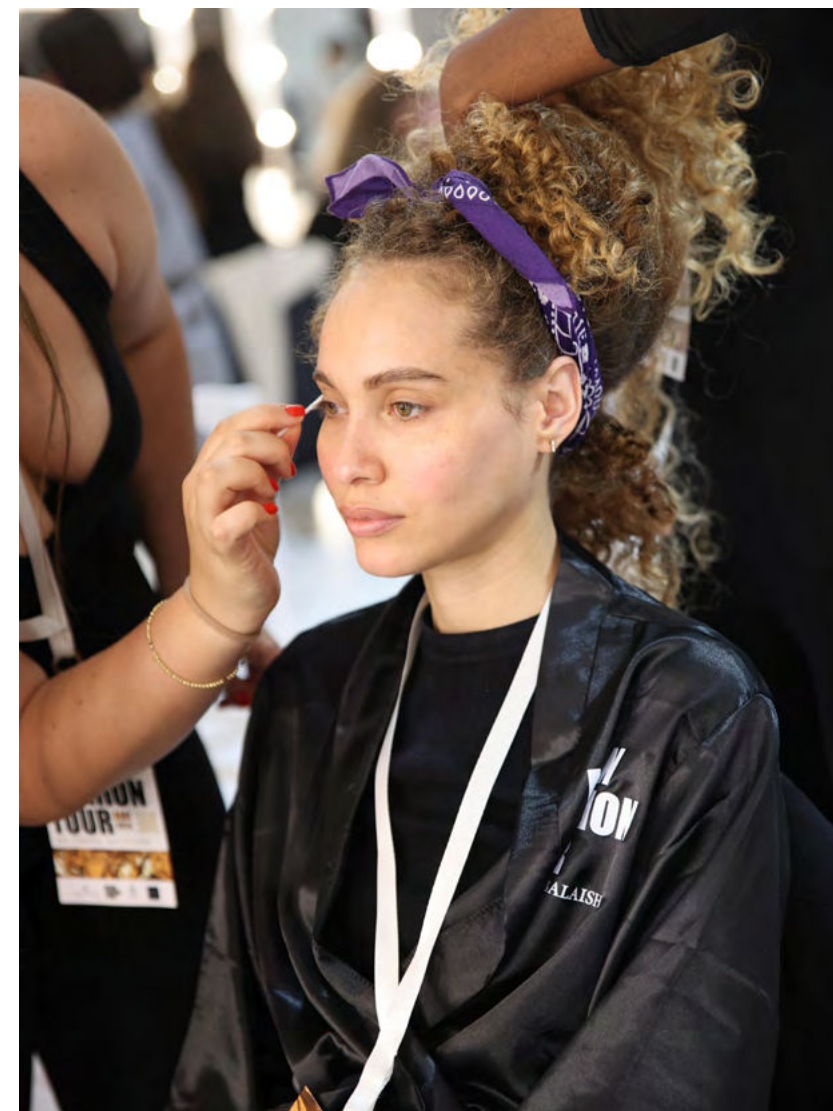
All the exclusive photos featured will take you deeper into the magic, offering a closer look at the stars who made this event one for the books! Get ready to be inspired by the unforgettable moments, iconic fashion statements, and the sheer elegance that defined the Milan Fashion Tour.



Backstage *ACCESS*

An exclusive peek into the action

Get an exclusive backstage pass to the dazzling Milan Fashion Tour, where creativity and hard work collide in unforgettable style. We've curated a vibrant collection of images capturing the electric energy of each event, showcasing the meticulous efforts and dedication of the entire Israeli delegation. From runway magic to behind-the-scenes hustle, this visual journey brings the tour's essence to life.



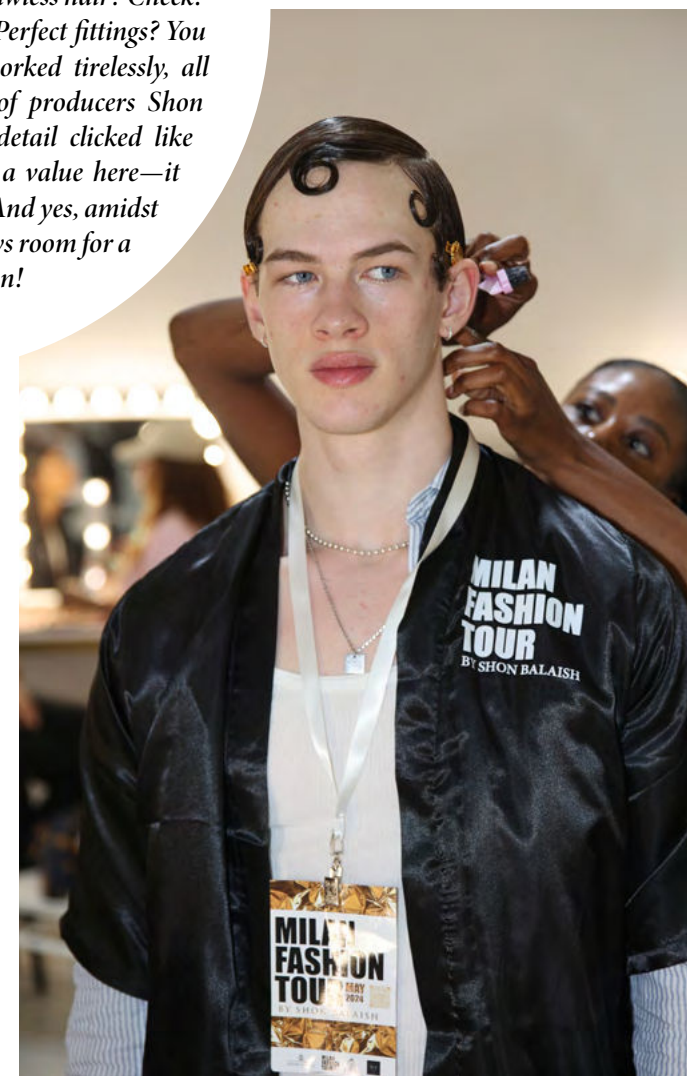


These days have been nothing short of transformative, filled with moments of growth and insight, holding immense value for everyone who had the privilege to take part. Our time in Milan was meticulously planned, with a schedule brimming with meaning, every moment carefully crafted with intention. The journey was seamlessly orchestrated by our dedicated team, ensuring that we made the most of our time in the very heart of the fashion world. We delved into exclusive Masterclasses, gaining invaluable insights and hands-on experience from some of the top industry professionals. Our days were filled with high-profile press events that offered rare opportunities to network, engage with key figures, and expand our

reach within the beauty and fashion industries. We participated in editorial photoshoots, collaborating with Milan's most talented creatives to bring our vision to life, while luxurious fashion shows unveiled the cutting-edge trends that define this iconic city. Between moments of inspiration and hard work, we also soaked in the rich culture, dining at charming local cafés, and exploring Milan's vibrant streets, which pulse with style and history. Every conversation and connection felt meaningful, reminding us why this industry thrives on passion and collaboration. Each experience was not just an event but a chapter in a journey that will remain etched in our memories forever, leaving an indelible mark on everyone involved and shaping us in ways we'll cherish for years to come.

MAKE IT WORK!

Each day kicked off with an electric buzz, setting the tone for a workshop like no other. Flawless hair? Check. Impeccable makeup? Double check. Perfect fittings? You bet! The unstoppable MFT team worked tirelessly, all under the masterful orchestration of producers Shon and Sigal, who made sure every detail clicked like clockwork. Teamwork wasn't just a value here—it was the heartbeat of the project. And yes, amidst the hard work, there was always room for a little mischief and fun!





Discover our daily *AGENDA*

Day 1: A Champagne Welcome in the Heart of Milan

Touching down in Milan, the city of style and sophistication, the latest edition of the Milan Fashion Tour kicked off in true luxury. Participants were warmly welcomed by the visionary hosts, Shon and Sigal, inside the opulent NYX Hotel. A feast of exquisite cuisine and flowing champagne set the tone for what promised to be an unforgettable journey—one brimming with beauty, artistry, and high fashion.

Day 2: Mastering the Art of Makeup

The day began with an exclusive masterclass led by the renowned makeup artist Raffaele Schioppo. With precision and creativity, he unveiled his top beauty secrets, demonstrating his craft on a high-fashion model. Inspired by his expertise, participants stepped into the role of artists themselves, applying their newfound skills on over thirty models from elite modeling agencies. The transformation was then immortalized through the lens of acclaimed photographer Umberto Buglione, as he captured stunning images that would enrich each participant's portfolio.

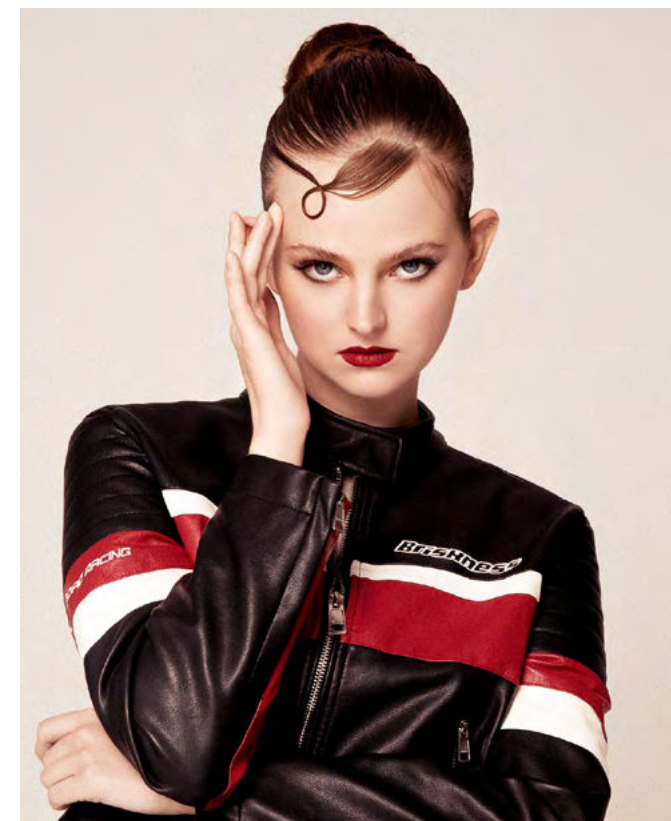


Day 3: Through the Eyes of a Fashion Photographer

A day devoted entirely to the magic of fashion photography—this time under the guidance of Maurizio Montani, the premier photographer of Dolce & Gabbana. Each participant was entrusted with two models, serving as living canvases for their creative vision. Against the backdrop of Milan's enchanting streets and studios, artistry came to life, producing breathtaking images that told stories of elegance, power, and style.

Day 4: The Grand Finale—A Night of Glamour and Prestige

The final day unfolded in a whirlwind of beauty and brilliance, beginning with another high-profile makeup masterclass at the prestigious Multiset Studios. Special guest speakers shared their industry wisdom before the tour culminated in a show-stopping finale—a dazzling fashion show set within the grandeur of a historic Palazzo. The air buzzed with excitement as celebrities, designers, and fashion elites gathered to witness the spectacle, where style met artistry in a breathtaking celebration of Milanese fashion.



Milan Fashion Tour is more than just a week-long event; it's a dazzling celebration of artistry and collaboration that transcends borders and boundaries. This extraordinary experience attracts not only the dedicated delegation flying in from Israel and across the globe but also a vibrant community of professionals, models, and creative minds who share a passion for fashion and beauty. What sets this project apart is its remarkable ability to unite a dynamic mix of experts from the fashion and beauty industries. Imagine tens of stunning models representing the crème de la crème of Milan's top agencies, collaborating seamlessly with talented stylists, makeup artists, and photographers to bring visions to life. The atmosphere buzzes with excitement as shoots take place in some of Italy's grandest and most sophisticated photography studios. Behind the scenes, a dedicated team of assistants and technicians works tirelessly, ensuring every detail is perfected, every shot is polished, and the creative process remains as smooth and enjoyable as possible. The logistics of this ambitious endeavor are equally well-crafted. Participants are whisked from location to location with VIP transport and spacious vans, ensuring seamless transitions and stress-free travel.



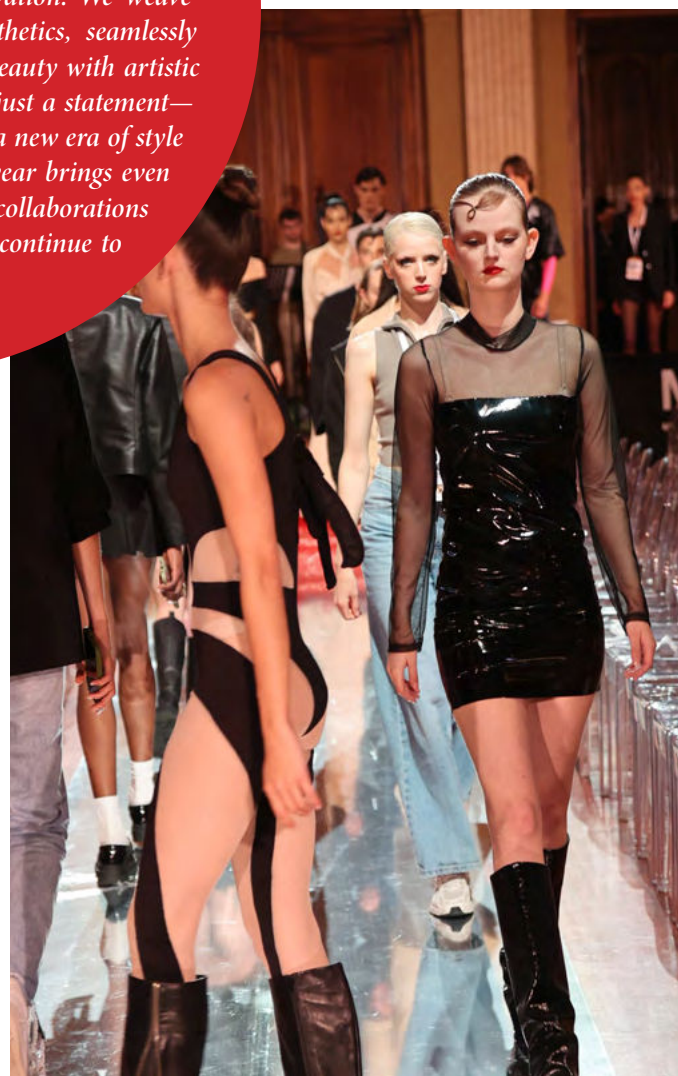
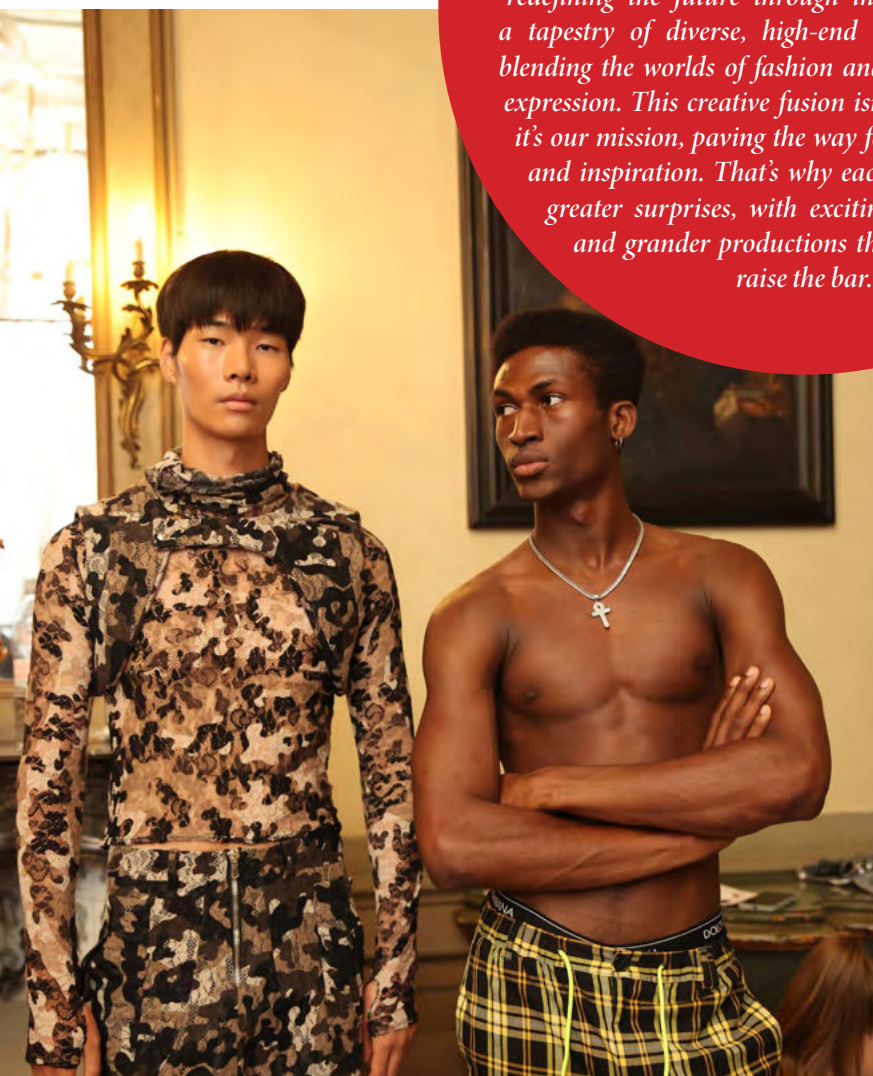
Breaks between shoots are far from ordinary; they're indulgent moments to savor the finest Italian delicacies, carefully prepared to delight the senses. From freshly baked pastries to artisanal pastas, every meal is an ode to Italy's rich culinary heritage, with kosher options thoughtfully provided to ensure everyone feels welcome and cared for. But the magic of Milan Fashion Tour doesn't stop at its impeccable organization or luxurious offerings. At its heart lies a genuine warmth and camaraderie. Every participant, from the most seasoned professional to the eager newcomer, is embraced as part of one big, creative family. The experience is curated not just to produce stunning visuals but to create memories that resonate deeply—a journey that everyone treasures long after the final shot is taken. The Milan Fashion Tour isn't just an event; it's a masterpiece of collaboration, a celebration of beauty, and an unforgettable adventure.





LEADING THE FUTURE!

At the core of the Milan Fashion Tour lies a bold vision: redefining the future through innovation. We weave a tapestry of diverse, high-end aesthetics, seamlessly blending the worlds of fashion and beauty with artistic expression. This creative fusion isn't just a statement—it's our mission, paving the way for a new era of style and inspiration. That's why each year brings even greater surprises, with exciting collaborations and grander productions that continue to raise the bar.



Our motto...

GREAT THINGS ARE
NEVER BORN OF ONE;
THEY RISE FROM THE
HARMONY OF MANY,
UNITED IN PURPOSE AND
VISION. TEAMWORK IS
THE SPARK THAT TURNS
THE ORDINARY INTO THE
EXTRAORDINARY,

Shon & Sigal