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# MILLIONAIRE™ magazine

May/June 2019



*Summer  
Sublime*

TRAVEL  
LUXURY  
FASHION  
INTERIORS

*Chopard*

**10**

**JEWELLERY FILES**  
Katerina Makriyianni



**30**

**EMMA LAIRD**  
MilliOnAir Cover Model & Author



**46**

**FASHION FILE**  
Maria Kastani



**40**

**FASHION FILE**  
Evi GFrintela Karatza

**54**

**OBJECTS OF DESIRE**  
Raymond Weil, Jimmy Choo, Dior & Beazie

**76**

**THE COVER STORY "MORE THAN JUST A POP OF COLOUR"**



**98**

**STYLE FILES**  
Chris Sullivan



**112**

**INTERVIEW WITH...**  
Ylenia Mangano

**121**

**DELUX EDIT**  
Luxury Delux



**148**

**CIONA JOHNSON-KING**  
Beauty Health Happine!

**158**

**BRIDGETTE HANCOCK**  
The answer to health is

**162**

**VIE AESTHETICS**  
Q&A with all things Aesthetic.



**66**

**LFW2019**  
LFW Highlight's

contents

**138**

**BEAUTY NEWS-LIP TREATS**  
Ruby Hammer MBE



**170**

**JULIET HERD INTERVIEWS...**  
Inge Theron - Face Gym



**182**

**#POSITIVITY**  
Here PHILHELLMUTH puts the #POSITIVITY spotlight on Blake Anthony Reddy

**188**

**MELANIE CANTOR**  
Death and other Happy Endings

**194**

**TRAVEL FILES**  
The Franklin



**227**

**UNCOVERED WITH ALISON LOWE**  
Spring Trends

**240**

**TECH NEWS**  
Cyber World Tech  
World Elise C Quevedo



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# Ylenia Mangano

by Felicitas PR

Ylenia Mangano was born in 1983 in Sicily, a land of vivid colours. Ever since she was a child, Ylenia enjoyed playing with fabrics and colours, exploring all the different combinations and discovering she had an innate sense of aesthetics. From there, she turned her passion into her work and in 2011 Ylenia opened her Maison specialising in womenswear.

At the age of 24, Ylenia moved to London where she completed her fashion design course at the London College of Fashion, before returning to Italy and setting up her business in Milan. Ylenia is passionate about every aspect of fashion design and continues to push herself by attending a number of professional courses, ranging from embroidery courses to studying fashion forms and volumes, in the workshops of the Roberto Capucci Foundation in Florence.



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**Tell me about your brand Ylenia Mangano...**

Ylenia Mangano is a new brand focused on creating special clothes for women. I am passionate about creating elegant garments that enhance the natural beauty and femininity present in every woman.

**What inspired your latest collection?**

My latest inspiration came from the Italian Dolce Vita and that effortless elegance. With this collection, I wanted to create elegant pieces that can be worn all day long. Women are more active now, their days are full of activities and they often leave their homes early in the morning, returning late at night. Therefore I wanted to create dresses, trousers suits and coats that can be worn from morning, to cocktail hour!

I am also really inspired by colour. Each season I try to focus on key colours as I believe they can be very powerful, giving the wearer extra strength.



**Tell me about your perfume? Is there more coming in the near future?**

I wanted to create a perfume that would fit perfectly with both my collections and customers. I was born in Sicily and I wanted to recreate the freshness of a sicilian sunset. The fragrance is based on jasmine blossom, orange blossom, cinnamon and sea breeze. I also designed the perfume bottle itself, adding a sartorial touch to each bottle with a handmade bow.

I am so happy with the eau de perfume, as its been really well received by my customers. I have one customer who bought 15 bottles as they cannot live with out it! I am currently in the process of creating my next perfume...

**Does Italy play a major influence in your designs?**

I think that being raised in Italy has definitely influenced both my background and aesthetic. I have also travelled a lot and I love seeing what women like to wear in different countries. Many years ago I was a personal shopper and stylist in Singapore – this experience was fantastic, as I learnt about all the various cuts and fabrics that best suit/ accentuate women's curves and different body shapes.

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**Is there a specific region you like to source your materials from?**

I do a lot of research when sourcing my fabrics, as I want to give the highest quality to my customers. I personally try all the fabrics before anything goes into production, creating garments for myself and testing them to make sure they work for everyday life... i.e - wearing them all day long, travelling and even playing with my baby!

Currently all my fabrics are from my trusted suppliers in the Como area in Italy, South of France and Portugal.

**Who is the Ylenia Mangano woman?**

The Ylenia Mangano woman is an independent one. A busy woman with an active social life, that loves to entertain friends.

I don't like to think of a specific age range for my customers, as I consider personality more important than age. I think that anyone of any age can wear my dresses, as I design pieces that enhance the feminine silhouette of a woman, making sure they feel beautiful.

**How important is education to you and how does that impact your creative drive?**

Education is really important to me. I originally studied economics at university, but I always had a very deep passion for fashion.

As soon as I got my first job in finance in London and I could afford to pay for my own education, I started to do fashion courses at London School of Fashion. After this, I moved back to Italy to attend sewing courses. My aim was not to become a seamstress, as this requires many years to get to a good quality job, but instead I wanted to understand the construction of garments, understanding the various cuts and seams.

This really helped my creative drive, as understanding the construction, helped me design garments that feature soft lines, that envelop the female body.

What differentiates you from the other Italian couture brands within the fashion industry? I think our extensive use of colours and how we enhance femininity are the main things that differentiate Ylenia Mangano from other Italian brands.

Femininity is a really key point for me. We can be just as strong as men, even if we are wearing a gorgeous dress. Courage, intelligence, strength and passion are all in our minds, they shout even louder when we are wearing a dress we love!

**What's next for Ylenia Mangano?**

I am currently working on my next capsule collection that will be presented in September. We are also organising both breakfast and evening trunk shows in May! Our Trunk shows have been so popular previously and I love to see my customers trying on my different pieces, whilst enjoying a glass of champagne!

[www.yleniamangano.com](http://www.yleniamangano.com)

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