

## ALEKSANDRA ADAMSKA

I don't need much

## ANITA LIPNICKA

Instead of planning,  
I prefer to dream

## KATARZYNA PUZYŃSKA

The great courage is to be yourself

## THEME OF THE MONTH

What are you afraid of, stupid?

## PSYCHOLOGY

Michał Sawicki, SEXEDPL:

Attention to grooming!

## Marta Niedźwiecka:

Do we all need to  
"rewrite" childhood?

## Asia Podgórska:

Overexertion vs. the brain

## CORNER OF AUTUMN

Glasses - the most fashionable accessory  
For the love of tea  
Series to improve the mood

## WOMEN ABOUT WOMEN

Karolina Żebrowska and the story sewn into  
the costumes The return of the witch is  
announced by Zofia Krawiec



ANJA RUBIK  
Supermodel,  
Polish woman,  
activist





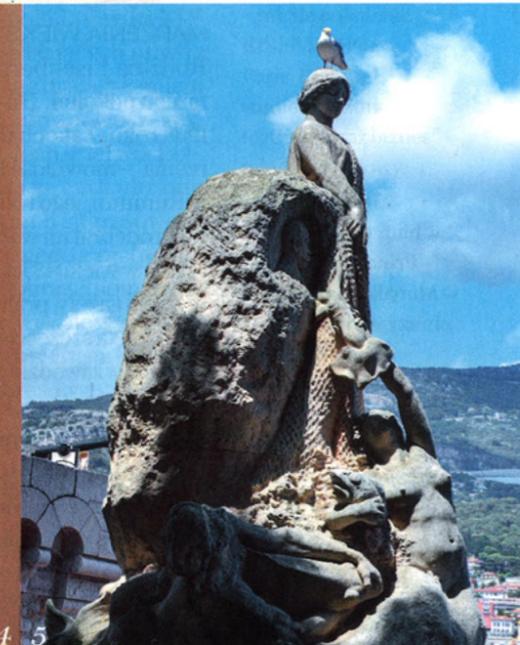
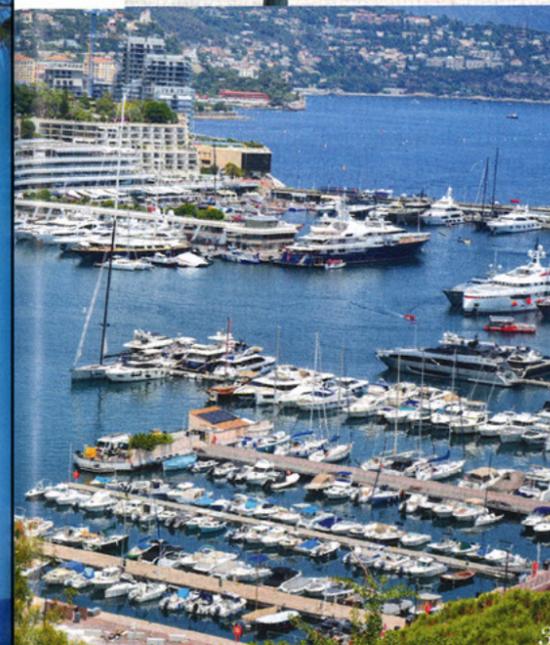
# TAKE ME TO MONTE CARLO

THE WORLD'S LARGEST CASINO, THE FORMULA 1 GRAND PRIX, THE LEGEND ... THE PRINCESS OF GRACE - FOR YEARS THERE WAS ONLY ONE THING THAT WAS CONNECTED WITH THIS LITTLE STATE. STATE, TODAY'S MONACO STILL IMPRESSES, BUT NO LONGER INTIMIDATES. IS THE QUALITY OF QUIET LUXURY - A LIVING STYLE BASED ON CARE. FOR THE HIGHEST STANDARDS, CONFIRMED BY THE FOUNDERS OF THE COSMETICS BRAND EISENBERG PARIS. OF THE EISENBERG PARIS COSMETICS BRAND, WHICH HAS ITS HEADQUARTERS HERE.

Teksi JOANNA OLEKSZYK



1. view of the Š Mediterranean Sea From the side of the Le Méridien Beach Plaza hotel.
2. The world's most famous casino: the Casino de Monte-Carlo.
3. the luxurious Port of Hercules.
4. the narrow streets of the Old Town.
5. the monument erected By the overseas colonies As a tribute to the principality, for its hospitality.
6. and 7. behind the walls of the Prince's Palace: one of the chambers and courtyard.



**M**any people have a misconception about Monaco, we see it quite differently. It's a very discreet place, so we never talk about it too much. We're discreet people, too.» - Says Edmond Eisenberg, who together with his father manages the family's cosmetics empire. As he points out, some of the highest values here are sustainability, tradition, and attachment to roots. «Our monarchy is 736 years old and it's all the time the same family, the Grimaldi family. Natle other European families this is quite a unique thing. That's why I want to preserve the continuity of our brand, just as the Grimaldi family wants to preserve the continuity of the monarchy. We are moving forward, but we remain true to our DNA - just like Monaco.»

#### DREAMS BIGGER THAN MONEY

The Eisenberg family has been working and living here for three generations. «I chose this place to live in July 1968. I fell in love with it at first sight». -- says José Eisenberg. He was born in 1945 in Romania, his parents had a textile company. Communism took everything away from them. They lived in poverty. José dropped out of school at the age of 13. He took on a variety of jobs: he distributed newspapers, practiced in the workshop of an art restorer. Fortunately, life has allowed me to learn and perfect my design profession in Florence, at the great fashion house Gucci,» he recalled. Gucci fashion house,» he recalls. With his first big money money he bought a car. A three-door yellow Fiat Spider. And it was with it that he drove for the first time into the very heart of Monaco - on the Place du Casino. «I remember well, it was nine o'clock in the evening. Suddenly on the left I saw a beautiful building, the Casino de Monte-Carlo, although at that time I didn't know it.

I turned to the left, saw another, even more beautiful one - Hotel de Paris Monte-Carlo, and right next to it a café - Cafède Paris Monte-Carlo. I did two circles very slowly, then I turned back towards Florence». - he recalls. His mother, whom he took on that trip, asked: «José, what are you doing?», «What are you doing? We're going home, I have a nine-hour drive.», «But after all, we just arrived.», «Mom, did you see the same thing I did?» - he asked. Ama thought of the people wearing smocks and evening dresses, heading for dinner. «Should I get out of the car among such sophisticated people?» Only just over the border, in the town of Ventimiglia, where they stopped for the night, he explained: «I felt unworthy to be in such an elegant place. I - a poor designer, who all he has is this car. But I promise you that someday we'll come back and live there.» He fulfilled his promise decades later.

He admits that today Monaco is already a completely different place, more open, not so intimidating. Back then, under the rule of Prince Rainier and his wife, former film star Grace Kelly, it was in its heyday. But that evening, that sight, that memory was what propelled him in his career as a designer and then founder of EISENBERG Paris. «We are modest, simple, money doesn't impress us». - he says a little to the person, and also a little about the people of Monaco. «We are impressed by art, impressed by human relations. His life - including his professional life - has always been about art, beauty and the latest technology. Created by his innovative cosmetics, based on the Trio-Molecular@ formula, are the result of 13 years of scientific work, and the L'Art du Parfum perfume collection - created in collaboration with Brazilian artist Juarez Machado, who presented each fragrance as a work of art - continues to grow. The most important thing, however, is that José has been working with the same people for years and remembers his dreams.

#### TRADITION PAIRED WITH INNOVATION

«Modernity to many people is associated with crossing out the past, while in fact it is the ability to combine tradition with innovation. You can't forget where you come from. Otherwise you won't know where you're going,» - says Edmond, who continues his father's work. That's why, as a pathfinder for EISENBERG Paris, he focuses on the basics: safe and effective composition, neutral subtle beauty. «We are innovative when it comes to technology, but we never follow trends. We don't produce millions of

cosmetics, we are limiting the collections, instead of introducing a new one every season. Similarly, Monaco - it is architecturally sophisticated, although it could allow itself to be overpasteurized. We follow the principle: develop, but don't change your identity.» This is confirmed by Dominika, Edmond's wife. She is a brand trainer and manages the brand in the Polish market. They met at work: «For me it's extremely important that the people I started with then are still here. They feel safe, they feel they can grow old in this company.

Loyalty, mutual respect is something on which you can build solid, lasting projects. We don't even say: customers, we say: brand friends. I really feel that we form one big family.

That's what luxury is to me - a community that takes care of each other. Such a small thing: you walk down the street in Monaco and your shoes are clean - how many people work to make sure you have that comfort? Luxury is the time and care that other people offer you.»

#### CLEAN, NICE, BEAUTIFUL

A stay in Monaco gives many pretexts to think about what the word «luxury» means to us today. Particularly if we massify this city-state imagined from James Bond films (roulette, tuxedo plus a glass of Vesper plus a glass of Vesper Martini) or the automotive program, «Top Gear» (a «parking lot» for the most expensive cars in the world), the city is a place of luxury.

and cars in the world), in which, by the way, it did not once appear. Because is luxury the possibility of staying in beautiful places, surrounded by spectacular nature and in favorable climatic conditions?

Access to solidly and aesthetically made, technologically advanced objects, with which just interacting gives pleasure? An orderly space, organized to be as useful and comfortable as possible? Or the calm and sense of security that comes from everyone being attentive and treating each other with respect? Monaco has much to offer in each of these respects.

First of all, it is an unbelievably clean city with a lot of conveniences resulting from its specific location - the coast of the French Riviera on one side and the Alps on the other. We have a whole network of elevators and staircases, but also tunnels, traffic circles and even an underground station. From the small area (more than two square kilometers) the buildings are rather small, but carefully thought out - the modern Fontvieille district is built entirely on water.

Architecture lovers will find many gems here, such as the belle époque-style Casinode Monte-Carlo (its designer Charles Garniermana



Edmond and Dominika - young generation EISENBERG Paris. Edmond studied art theater arts and business international business, plays the piano and violin.

to its credit also the Paris Opera House). But also the Ducal Palace (open to the public for almost seven months a year), built in the style characteristic of Louis XIV, St. Nicholas Cathedral built of white stones from La Turbie, the ultra-modern, «wavy» building La Stella designed by Jean-Pierre Lott, or Hexa Grace, the roof of the Congress Center made of colorful tiles - the work of Victor Vasarely, one of the fathers of the Op Art movement. Contrary to appearances (and perceptions), prices in stores and restaurants here are not higher than in Nice, several kilometers away. Service The service is courteous and genuinely interested in the well-being of the customer.

*«Such a small thing: you walk on the streets in Monaco and have clean shoes - how many people work for you to have this comfort? Luxury is the time and care that other people offer you.»*

In addition, free municipal wi-fi is available throughout the principality, and there are policemen at major intersections whom you can ask for directions. Add to this the Mediterranean climate and it's surprising that its inhabitants (not to be confused with the residents) are among the longest-living people in the world.

Monaco reminds us that in spite of the crisis galloping inflation (or maybe because of them) we long for good taste, class and sophistication, having nothing to do with the presentation, but high artistic, technical and mental level. Yes, quiet luxury means privilege, but also a certain level to which we want to aspire, and the values, to which we wish to adhere. Money alone, even very big money, means so little. What says the most about us is what we invest in.

José Eisenberg in the office on Avenue Princesse Grace 24 in Monaco. On the walls paintings of his friend - Brazilian artist Juarez Machado, which are reflecting fragrances of the collection L'Art du Parfum.

