

In the Bag



TRAVEL IN STYLE: LUBOV AZRIA

BY ALLISON HATA

EXUDING GRACE AND AN EFFORTLESS STYLE, BCBGM_{AX}AZRIA_{GROUP} CHIEF CREATIVE OFFICER Lubov Azria is the epitome of a fashionable world traveler. Born in Kiev, Ukraine, where she was a dancer in the youth division of the Bolshoi Ballet, Azria relocated to the U.S. with her family as a teenager—a move that led to her enrollment at the Fashion Institute of Design and Merchandising as her interests shifted from dance to visual arts. Since joining BCBGM_{AX}AZRIA_{GROUP} in 1991 as a designer, she married founder and CEO Max Azria and rose to fame as creative director, heavily influencing the company’s direction by launching new lines such as the edgy contemporary brand Hervé Léger by Max Azria.

As a style luminary, it’s no surprise that Azria is a frequent visitor to fashion-focused hot spots around the world. “We travel to New York for every fashion week, but I really like to visit the fashion capitals of the world—like Tokyo and Paris,” she says. “Japanese fashion is ahead of our time and designers Rei Kawakubo, Junya Watanabe and Commes des Garçon, are true innovators in the industry.”

Though stepping away from her work can be a challenge for the driven executive, she does enjoy spending time at home with her husband and children. When she is able to indulge in leisure travel, her top destination is as cultured and chic as the designer herself.

“[My favorite recreational destination is] Argentina,” she says. “The Polermo Soho (a neighborhood in Buenos Aires) is artisanal yet modern and great for inspirational shopping and browsing, while the wine region of Mendoza offers culture and a beautiful landscape.” **B**



“[My beauty essentials are] Embryolisse’s Artist Secret Radiant Eye and four-flower [Eau de Beaute Rosamélis] spray to keep the face bright and refreshed. [I also bring] Lansinoh’s 100 percent pure HPA lip balm to soothe cracked lips and dry skin from the airplane and extreme climates.”



“I never leave the house without [my] iPad. I constantly need to be connected even if I am traveling to make sure things are running smoothly. The fashion industry never stops and neither do I.”



“[Be sure to bring] season-less pieces so you get more mileage out of your wardrobe.”



“[I pack] accessories that can take an outfit from day to night with the change of an evening bag or a statement necklace.”



“Any suitcase with 360-degree spinner wheels [is] by far the easiest and best travel companion.”