

# ÖVRFLÖD

MEDIA KIT 2020





**ÖVRFLÖD** envisions a new world of lushness and sophistication accessible through an innovative digital magazine focused on fashion and luxury lifestyle for men. Always in search of new emerging talents in all areas and looking for the best places and designers around the world, **ÖVRFLÖD** aims to create a unique experience of exclusivity and luxe.



# ÖVRFLÖD

FOR THE TRUE GENTLEMAN

JULY 2020

**ÖVRFLÖD.COM** launched on December 7th, 2019, with three distinct editions covering English, Spanish and Italian languages, three weekly posts and a monthly downloadable editorial edition.



Photography: MONTBLANC.

ÖVRFLÖD.COM





The **ÖVRFLÖD** editorial team individually and exclusively craft all content, including promotional articles, news coverage, chronicles, editorial photography, product photography, gourmet photography, and multimedia content, ensuring fully personal content for each brand partnering with **ÖVRFLÖD**.

# ÖVRFLÖD READER PROFILE:

Women: 35% | Men: 65%

Ages:

13-17: 1%  
 18-24: 18%  
 25-34: 49%  
 35-44: 21%  
 45-54: 7%  
 55-64: 3%  
 65+: 1%

## MONTBLANC STAR LAGACY AUTOMATIC DATE 43MM

The new 43 millimetre presentation serves as an expression of the elegance of a watch, the curved sapphire in its cover is non-reflecting, and the face is available in either ivory with 18 karat pink gold details, or anthracite with black rhodium details. Its mechanism is calibrated with the MB 24.17 standard, with a reserve march of up to 38 hours. The current date is shown at 3, and the watch is complimented with a Sfumato leather strap in maroon or grey and can also be fitted with a partially polished three-link chain.

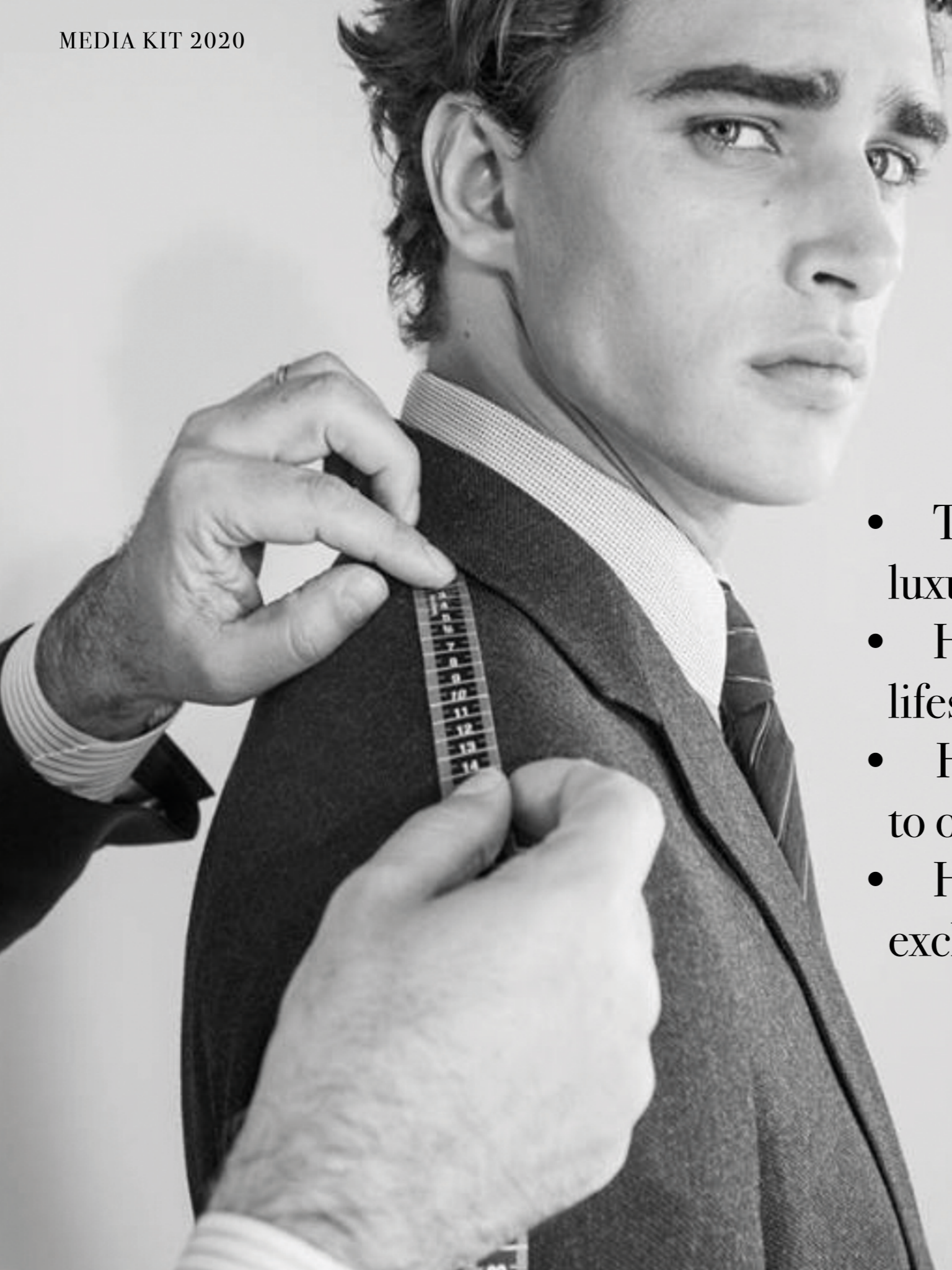


## MONTBLANC STAR LAGACY CHRONOGRAPH DAY & DATE 43MM

Powered by the MB24.07 calibre, it has a reserve march of 48 hours and has a central







- The **ÖVRFLÖD** gentleman cherishes luxury as a lifestyle.
- He is loyal to fashion and luxury lifestyle brands.
- He searches for new proposals, wishing to stand out from the crowd.
- He actively searches for luxury and exclusive experiences.

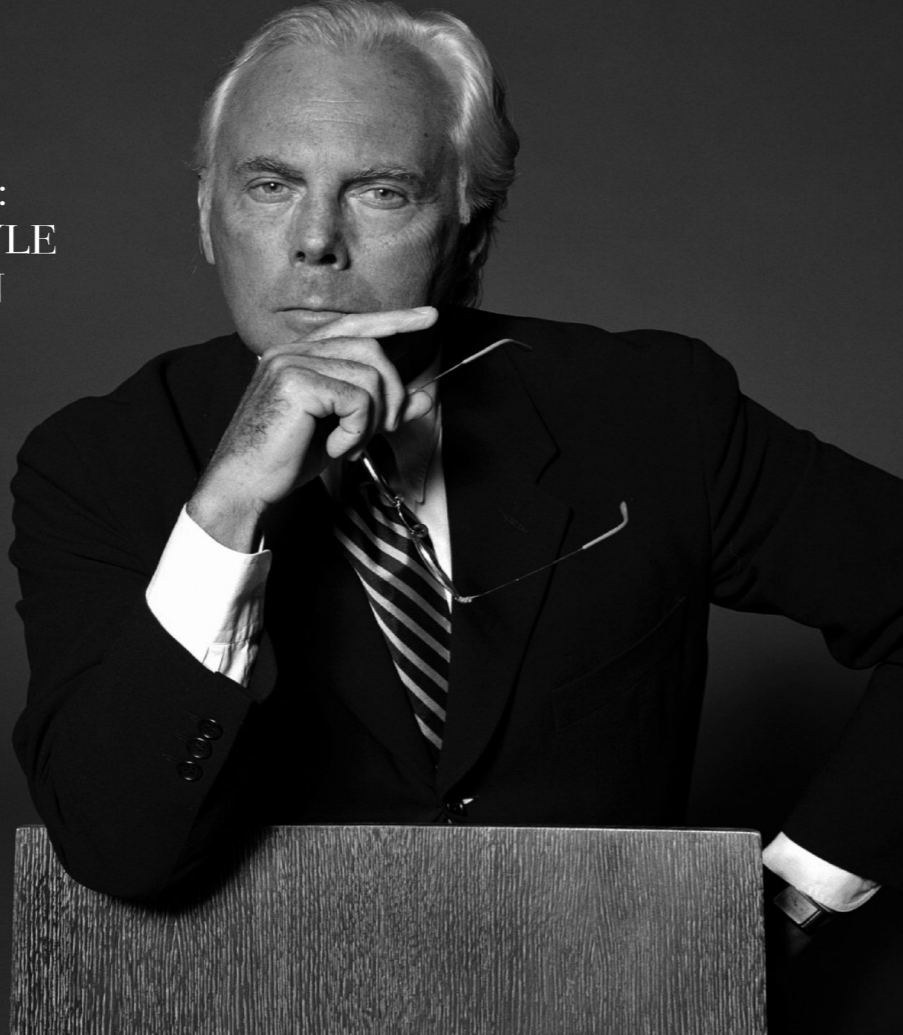


Our sections, catered to those looking  
for high-quality experiences:





GIORGIO ARMANI:  
ELEGANCE AND STYLE  
WITH AN ITALIAN  
ESSENCE



*Text: ÖVRFLÖD TEAM.  
Photos: courtesy.*

# BE A GENTLEMAN

Dedicated to fashion and style  
for the modern gentleman.

## DEFINE A PERSONAL IMAGE

Personal image includes not only the way we dress but also the way we take care of our personal hygiene. Both factors make up the first impression towards other people, and as such, a cohesive dedication to both clothing and self-care is needed. Special attention is required to hair, beard and moustache length and growth, and keep them appropriately trimmed. Pedicure and manicure treatments are not common among men, but they are also highly recommended as a hygiene routine, and will greatly improve the overall look.







# GROOMING

Everything about personal care to aid gentlemen be their best version.

**L**ocated in one of the most cosmopolitan areas in Mexico City, we find Homme Grooming Center, a seductive space solely dedicated to male personal care. With an atmosphere set like only Fernando Raphael can, this hotspot transports you to a luxurious experience from the moment you step inside, and it also helps you disconnect from urban chaos and relax with their premium service, since business partners Emmanuel Sierra and Erik Zuckerman are determined to make this place the best. With a sophisticated English style and perfect décor, this Grooming Center has a wide range of services, including: barber shop, hairstyling, facial and body treatments, and waxing. Everything is ready for a gentleman to be taken care of by an excellent staff.

The lobby will welcome you with its personality, making you feel at home, ready to rest and be pampered. In addition, without putting elegance aside, Homme has five comfortable cabins designed to spoil customers. Since privacy and providing the best care are fundamental, each cabin has the essentials to satisfy the customers' needs, and they can enjoy the amenities, magazines, newspapers, and a personal T.V. As well, the atmosphere created thanks to the music and decoration generate an unavoidable relaxation that can only be found inside these cabins. Also, if a customer wishes to drink something during his visit, he'll be able to choose from a wide selection of the finest products.

“QUALITY, SOFISTICATION AND AN INTEGRAL SERVICE”

DECEMBER | 2019

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## OBTAIN A YOUNGER SKIN WITH TWO SIMPLE STEPS

**S**ometimes, extreme situations like jet lag, hangovers or the climate can deteriorate the skin to great effect. To obtain a healthy skin and a younger look, a skin care routine is needed, however, they often take up a lot of time and several different products, making it difficult to carry them out religiously. La Mer, a leading brand and embodiment of expertise in skin care, offers a solution in the form of a simple routine involving only two products, helping to quickly and easily brighten up the skin.

First, the skin must be perfectly clean, washing it with cold or lukewarm water, using a soap specific to our skin type: greasy, dry or mixed, and straying away from products that dry the skin, and trying to not exfoliate too frequently. A cotton swab and micellar water can also be used to remove skin impurities. Once the facial skin is completely clean, the ritual can begin.



Once the skin is clean, the first La Mer product to be used is *The Renewal Oil*, made of seaweed and other natural ingredients that rejuvenate the skin. This oil helps with collagen production, preventing future wrinkles and strengthens the skin. The combination of all the active ingredients help naturally repair the skin, applying this product frequently will help the overall skin hydration and help it look younger and gleaming on the longer run.

### HOW TO APPLY

Apply 3 to 5 oil drops directly on the face and neck, pressing lightly, on strategic points, on the middle of your face. Using the softer part of the palm, spread the oil from the chin to the ears, along the jawline, from the nose and forehead to the temples.

For the neck, use the palms to apply it from the neckline to the ears.

Finish off with a soft circular motion, a light massage on the temples. Stay clear of the eyes.



To finish the routine, *La Crème de La Mer* should be applied. This *crème*, a brand flagship, hydrates, relaxes and aids when treating skin dryness. For people with greasy skin or just looking for a lighter consistency, *The Moisturizing Soft Cream* is also a good option. Both products are infused with the Miracle Broth™, rich in marine nutrients which penetrates the skin deeply and strengthens the skin. It also helps renew the skin and makes it look younger.

### HOW TO APPLY

Warm the choice *crème*, be it *La Crème de La Mer* or *The Moisturizing Soft Cream*, by rubbing it in your hands and activate it. Once it goes from white to clear, press it softly on the face and neck.



GROOMING





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# GOURMET

Features the best restaurants around the world.

“Lorea is a luxury restaurant.[...] We offer out-of-the-ordinary experiences, celebration, adventure and the sense of discovery when in the mood of something different, of being taken step by step, not worrying about choice and have everything hand-picked for you.”





# MOTOR

The latest luxury cars, yachts and planes.

**D**uring trying times, it is best to remember all that makes us strong, and more importantly, happy. Keeping this in mind, Lamborghini takes pride in announcing its new model, the Huracán EVO Rear-Wheel Drive Spyder. A car celebrating life in the open air and freedom, the Huracán incorporates the best qualities Lamborghini can offer.

In a breakthrough presentation, the official Lamborghini website revealed the Huracán EVO Rear-Wheel Drive Spyder through Augmented Reality technology, allowing the audience to experience the power of the vehicle first-hand without leaving their homes. Accompanied by the incomparable sound of the V10 aspirated power plant, the Huracán Spyder offers an intense and authentic driving experience both with its high-quality soft roof up or down. Designed to be an instinctive driver's car, the Spyder provides a uniquely fun time while tearing the roads.

The Huracán EVO RWD Spyder accelerates from 0 to 100 km/h in just 3.5 seconds and has a top speed of up to 324 km/h. It produces top performance figures regardless of situation, and offers unfiltered physical feedback, assuring the driver knows exactly what happens with every turn of the wheel. Traction is also kept regardless of the car's condition thanks to the specially tuned P-TCS traction system. A fully sensory experience, the V10 aspirated engine produces a constant and powerful throttle with every manoeuvre.



MOTOR

## GRANTURISMO 45M AND ISA YACHTS LUXURY AT SEA

**F**ew sensations can surpass that of gliding gleefully over the water. One failsafe way of going beyond expectations is to do so aboard a high-luxury yacht. Palumbo Superyachts, through its ISA Yachts branch, is now presenting the ISA Granturismo 45m. Its namesake comes from its sheer size, 45 meters of pure luxury and comfort at the hands of Palumbo Superyachts technical team, with top naval architecture and engineering.

Exteriors are styled to perfection by Team of Design-Enrico Gobbi and interiors are exquisitely decorated by Luca Dini Design & Architecture. Of course, each interior decor is tailor-made according to the needs and exigencies of each yacht owner. However, Luca Dini's excellent taste comes to light in any scenario, as is the case with the first GT45 unveiled.

Preferring natural light and sea sights, fresh air flows freely in the ample halls, coated with a tight selection of materials and glare. Light oaks, bleached teak, lacquering, carbon fiber, steel and glass cover every inch, offering a spacious feeling to the already magnificent indoors. Small details in dark materials serve as contrasting elements and accentuate the delicate balance created by Dini's vision. Interior areas merge seamlessly with the outside, creating an indoor-outdoor interaction that offers complete freedom. Livable outside areas are also available to enjoy at leisure. Light and shadow also play a huge part in ambience, with the clever usage of sunlight filters generating a magical atmosphere.

Unique finishing touches in the floor and ceilings also enhance the welcoming mood of the interiors and the attractive scenario of the infinite sea. Specially treated wood strips create a soft carpeting illusion on the floors, while the ceilings are all decorated in white leather and mirrors to compose an infinite, ample and serene feeling.

Materials such as carbon, rosewood and stitched leather contrast with the dominant blue and red for added brightness, a muted color palette mixed with bright colors to atone to the peaceful environment prevailing in this home-at-sea. Bedroom design also features a true gem: bulkheads handcrafted from personalized sketches that exalt each inhabitant's likes and interests. The interior is fully furnished with Italian design of great renown like Achille Castiglioni and Caccia Dominioni, paired expertly with new innovative firms for a fresh and modern look.

The GT45 is the pinnacle of nautical architecture and interior design to this day, and this piece is a prime example of what Luca Dini can achieve for each owner. The first iteration of the GT45 will be presented in September at the Monaco Yacht Show and the model is soon to be available in early 2021.

ISA Yachts, now part of Palumbo Superyachts, once again demonstrates ability to craft superior vessels with high-quality materials, and prevails as a global superyacht and mega yacht builder. Completely custom made to each owner's unique requirements, the best materials and finest finishes are always ensured. Committed to push yacht building to its limits, ISA Yachts is the expression of style and luxury in the seas, along the other members of the Palumbo Superyachts collective such as Columbus, Mondomarine, Extra and Palumbo SY.







THE PACK: MEXICAN IDENTITY  
AND SUSTAINABILITY BROUGHT  
TO FASHION

Text: ARMANDO D' MONTOYA.

Photos: courtesy.

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THE PACK has seen a radical transformation after the late designer took a closer look at his own personal roots, and found a deep connection to his familial heritage in the form of charro culture. The brand suffered a subsequent transformation when Campillo took this element and updated the overall look as well as the components of each piece. Not only was the visual aspect revolutionized, but the raw materials from which the clothes were fashioned also took a hint from *charro* roots: linen, leather and denim make up most of the new designs, complementing with wool for winter and silk in summer. THE PACK also incorporates sustainable materials such as organic cotton and natural pigments to dye the fabric.

Three main concepts make up THE PACK's DNA: charro culture, Mexican architecture, specially the work of Francisco Artigas and Antonio Attolini, and what Campillo denominates "prehispanic minimalism"; these all come together in the form of a new proposal, the contemporary Mexican *charro*, regardless of sexual identity and gendered looks. THE PACK takes characteristic *charro* elements such as the traditional suit and adds Mexican cultural heritage to offer a new limitless identity.

The brand prides itself in offering a solution for men who want to look good without concern for temporality or weather and aims to conquer the international market with the advantage new digital technologies. This concept allows Campillo to take a deep dive into identity and tradition, take previous elements and create a singular line shared among all collections; clean and simple designs offer timeless pieces with a common origin and identity, and an artisanal make-up. THE PACK is more than just a fashion concept and profiles itself as a revolution in overall lifestyle.



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# FASHION HUNTER

ÖVRFLÖD features the  
best emerging designers  
worldwide.



MONTBLANC  
STAR LEGACY  
CHRONOGRAPH  
DAY & DATE  
43 MM

Powered by the MB24.07 calibre, it has a reserve march of 48 hours and has a central second counter, a 30-minute counter and a 12-hour counter, as well as a date and day indicator. Its available in ivory with white highlights and details in pink gold of 18 karats, complete with blue hands for each of the counters; or anthracite with black rhodium details. The watch is complimented with a Sfumato leather strap in maroon or grey and can also be fitted with a partially polished three-link chain.

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# CLOCKWORK

A selection of the best high-quality brands in clock and watchmaking.

**M**aison Cartier has always combined all the shapes that were never meant to be together. Creating the atypical, bringing luxury from the dissonance, these Unexpected Encounters, the namesake of the 2020 Cartier Collection, are the emblem of the Cartier brand.

The *Pasha* model, a classic cult watch since its conception by the Maison in 1985, is brought back in this new collection carrying its characteristic design elements into this iteration. Extroversion is a staple for *Pasha de Cartier*, strong elements mix together to create this distinctive watch with an elevated profile.

The idea behind *Pasha* is simple: geometric figures interacting among themselves. Cartier breaks conventions and brings together a square shape inside a circle, a combination of the straight line and the curve, dissonant by nature, but somehow it works perfectly on this watch. *Pasha de Cartier 2020* is as faithful to the original as possible, however it is even more sophisticated. The traditional design is maintained, with the four Arabic numerals placed on the four classical positions, *four clous de Paris* decorate the strap with a delicate finish, an echoing fractal, the tetrad of elements originating in the square. The most exquisite detail in the whole construct must be the screw-down crowncover, a smart design choice to protect the winding crown. Both the crown and its cover are

topped with a beautiful blue spinel or sapphire.

The jewelled crowncover serves another purpose as well: in this *Pasha* watch, Cartier introduces the possibility to customize each purchased watch. Initials can be subtly carved in the watch's side, just below the cover, offering a very intimate experience and a personal touch to each watch.

Customization does not end there, as wrist straps can be selected from the available possibilities: gold, steel or leather. Each of them adapts to a different situation, a version of the strap exists for every imaginable lifestyle. Straps are also interchangeable, easily done by Cartier's very own QuickSwitch system, which incorporates a switch well-hidden to the sight and is promptly activated by the user, easily morphing the watch for the occasion at hand.

*Pasha 2020* also makes use of the SmartLink system, a newly developed innovation by Cartier, which allows anyone to easily modify the length of the straps. Each link in the strap is equipped with a push button, facilitating the addition or removal of the metal links to adapt to perfection on the user's wrist.

The body of the watch itself is also available on different designs: steel grey, yellow gold, rose gold, and diamond covered are all options to acquire this graceful watch, not forgetting the skeleton versions, which allow to have a close look at the intricate gear at work inside the watch.

*Pasha de Cartier 2020* promises to be a beautifully constructed watch, an elegant complement for every gentleman who prides himself in sophistication and luxury. The ideal companion for those looking to stand out and shatter expectations with this advanced and dynamic design, Cartier holds true to its commitment to excellence in watchmaking.







CAREYES: THE LUXURY  
CENTER AMIDST THE  
MEXICAN PACIFIC

*Text: ROBERTO ALCÁNTARA.  
Photos: courtesy*



THE CHEDI: TO FIND TRUE RELAXATION

*Text: ROBERTO ALCÁNTARA.  
Photos: courtesy*

# TRAVEL

The best and exclusive  
destinations around the  
world.





Special Editions: luxury and  
exclusivity

- High Couture, twice a year.
- Watches and Wonders Geneve.
- Monaco Yacht Show.



# ELEVATE YOUR LUXURY EXPERIENCE







**ÖVRFLÖD CLUB** offers new experiences for those who live luxury as a chosen lifestyle.







Content created for **ÖVRFLÖD**  
partner brands:







## DIOR: THE PREVALANCE OF MAN THROUGH THE AGES

Text: ROBERTO ALCÁNTARA.

As is customary with House of Dior's presentations, the artistic concept permeates over every aspect of the show: decoration, ambience, and, of course, the pieces themselves feature elements recognizable as ancient while all being contemporary. Before walking into the *Institut du Monde Arabe* in Paris, guests were greeted by the sober, orthogonal exterior of the building. Going through the small, square entrance, a reconstruction of *Monsieur* Christian Dior's office appeared, with all objects, walls and ceilings made from a rocky material, effectively conveying the idea of decades of dust and stone piling on top of each precious item. Already feeling as if the discovery of an ancient, long-sealed room had just taken place, the next room, the main show happened, inspired a mix of awe and strangeness. The ample space was almost monochromatic, fully painted in pastel pink which subtly faded into brighter, deeper pink. The show floor itself was completely covered in pink sand, featuring its own perfect dégradé from bright, saturated pink into a tone so pale it reminded of white. Models would soon walk upon it, messing and mixing the sand, signifying the passage of time itself over the creation of man. Center stage, giant letters grabbed the attention: "DIOR", spelled out in gigantic font, which promptly remind of antique totems, barely standing the test of time. Eroded rock cemented the name of the House in bold letters, building up to the idea of an archeological discovery of marvelous proportions. Out of the rocks, crystals grew, as if trying to complete the letters themselves, a beautiful visual metaphor of the shining possibilities growing straight from the past. The whole set is reminiscent of a distant future, models stood amidst a serene, expansive, barren desert dotted with monoliths that spoke of a brilliant history.

The pieces themselves feature the high-quality for which Dior has always been known for. *Savoir-faire* is the key characteristic in all of Dior's and specially Kim Jones' collections; the valuable knowledge of just how to convey a message and manage several different tailoring techniques for a unique product. Heavily influenced by the time games presented by Arshman, each ensemble portrays motifs from Dior's history, explores new boundaries and makes use of elements akin to the passage of time.

# DIOR HOMME

MENSWEAR





# CARTIER

## CARTIER'S UNEXPECTED ENCOUNTERS

Tex: ROBERTO ALCÁNTARA.

Photos: court



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GOURMET

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# MARTIN BERASATEGUI

GOURMET



## MARTIN BERASATEGUI'S EXCELLENCY IN SPANISH CUISINE

*Text:* ROBERTO ALCÁNTARA.

*Photos:* courtesy.



# ALEXANDER MCQUEEN

**I**nspiration can come from any place. In the case of the Alexander McQueen Menswear collection for the Fall-Winter 2020 season, it comes from the Nordic landscapes abundant in stone and flint. The grey spawns of land mix with *art nouveau*, the organic sculptures of Henry Moore and ancient beetling traditions to create a unique and outstanding collection.

Taking directly from a trip by author Sarah Burton that took the tailor up north from sculptors Henry Moore's studio all the way to the Scottish Highlands. Motorcycle gear and military harnesses make up the inspiration behind the ornaments on most of the garments.

Simple silhouettes are a staple in this collection, while sumptuous fabrics compose

most of the pieces. Small waists and broad, pointy shoulders are a constant, as well as straight lines invoking slim figures. Lifting muted colors and sharp edges directly from the aforementioned landscapes, grey sharkskin mohair, black wool, camel, stone and white thread and flannel create a constant line to follow this season. Details in gold and silver highlight certain pieces, creating an interesting variance.

Burton expertly mixes organic embroidered elements reminiscent of Henry Moore. Some intriguing pieces originate from this mix: black, long overcoat strewn over black dress trousers both with a matching, spiraling pattern. Alas, repeating prints are a mainstay in this line: inked flowers in black and white, bright pink and muted sepia stand out from white trousers, dress shirts, overcoats and jackets. Some other jackets and blazers are intervened with thick, patterned leather stripes that help build the signature slim shape and offer an air of freshness and refined youthfulness. Scottish influences can be felt in certain pants and jackets, all made of trademark wool, which incorporate a half kilt to add some variance. What looks like a long overcoat, defined by the kilt, spliced with a traditional blazer gives one of the most interesting outlines in the collection.

MENSWEAR



## THE ALEXANDER MCQUEEN MEN'S AUTUMN-WINTER 2020

*Text:* ROBERTO ALCÁNTARA.  
*Photos:* courtesy.





# MONTBLANC 2020: A BRIDGE BETWEEN THE PAST AND THE FUTURE

*Text:* ROBERTO ALCÁNTARA

*Photos:* courtesy

# MONTBLANC

## STAR LEGACY

Two new watches are added to this collection, both with an open back lid that allows to observe the delicate clockwork keeping the watch moving. They also feature a steel box and represent a single idea: contrast.

### MONTBLANC STAR LEGACY AUTOMATIC DATE 43 MM

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A photograph of a man with dark hair and a beard getting a haircut. A barber's hands are visible, styling his hair. A large, semi-transparent play button is overlaid on the right side of the man's face. The background shows a blue curtain and a white wall.

# HOMME GROOMING CENTER.





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## CELEBRATING FREEDOM WITH THE HURACÁN EVO REAR-WHEEL DRIVE SPYDER

*Text:* ROBERTO ALCÁNTARA.

*Photos:* courtesy.

# LAMBORGHINI



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MOTOR

The car features different driving modes to ensure the best experience for every type of driver, controlled by the ANIMA button directly on the steering wheel, adjusting the P-TCS traction accordingly to each mode. The STRADA mode provides stability and safety, minimal rear-wheel slippage and is ideal for low-adhesion surfaces. SPORT, on the other hand, offers drifting fun, rear wheels slide and skate more freely, permitting the driver to stabilize and control the car directly after oversteer angles increase. Finally, the CORSA mode optimizes traction and agility, specially when exiting a corner, maximizing speed and dynamics.

Design-wise, the Huracán EVO RWD Spyder is a state-of-the-art car. A body made of aluminium and thermoplastic resin resting on a lightweight hybrid aluminium and carbon fibre chassis offers sturdiness and agility, with a 40/60 weight distribution and a double wishbone suspension that allows for the incredible physical driver feedback. Custom made steel breaks ensure a prompt and safe stop, together with the specially developed Pirelli P Zero tires. The whole build amounts to 1,509 kg, and delivers a total horsepower of 610.



# ÖVRFLÖD.COM



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