

2018'S MOST ANTICIPATED HEADLINES

2017 was a year full of shocking surprises and jaw-dropping headlines that most people would not have predicted. We bet that 2018 will be full of surprising revelations as well, which is why we've put together a list of predictions that we think the new year will bring in the worlds of entertainment, fashion, lifestyle, pop-culture and more... Let's see if we'll get them right!



Loewe S/S 2018

Fringe Fanatics

Fringes were all the rage in the S/S 2018 runway shows; most recently, a lot of celebrities have rocked the look, such as Daisy Ridley and Kendall Jenner. Due to the trend's versatility, it is much loved among the A-listers in Hollywood and already high street stores are following with fringe jackets and dresses.



Bottega Veneta S/S 2018



Sherihan

Sherihan's Great Comeback

We cannot hold in our excitement about seeing the one and only Sherihan finally making her anticipated comeback in 2018. Al Adl Group had previously announced that a collaboration with the superstar is in action. The probable TV series is said to be inspired by Coco Chanel. Moreover, a musical play is also reportedly in the works, in which Sherihan stars alongside actor and singer Ahmed Fahmy. It's safe to say this will be a strong and well deserved comeback.

Region's Breakthrough Films

Egypt will be witnessing two controversial films this year that are sure to make a splash. *Looking for Oum Kulthoum*, the internationally co-produced film, stars Yasmine Raes as the titular character, and features some of the major stages of the life of legendary singer, Oum Kulthoum. Also, *Torab El Mass (Diamond Dust)*, the movie based on Ahmed Mourad's bestselling novel with the same name will be seeing Asser Yassin, Menna Shalaby and Sherine Reda as the main stars.



Looking for Oum Kulthoum

Torab El Mass (Diamond Dust)



A More Personalised Consumer Experience

Positive Luxury predicts that consumers in 2018 are looking for a personalised experience, a closer customer relationship – offline or online. They predict that retailers will have to strike personal relationships with their customers, and data is key for that. This will also mean that luxury brands will need to put ethical values, sustainable materials and positive actions at the forefront of their business as they create the right story that would gratify the emotions of 'millennials' and Generation Z.

For Positive Luxury's Full 2018 Predictions Report, visit: www.positiveluxury.com/about/intelligence

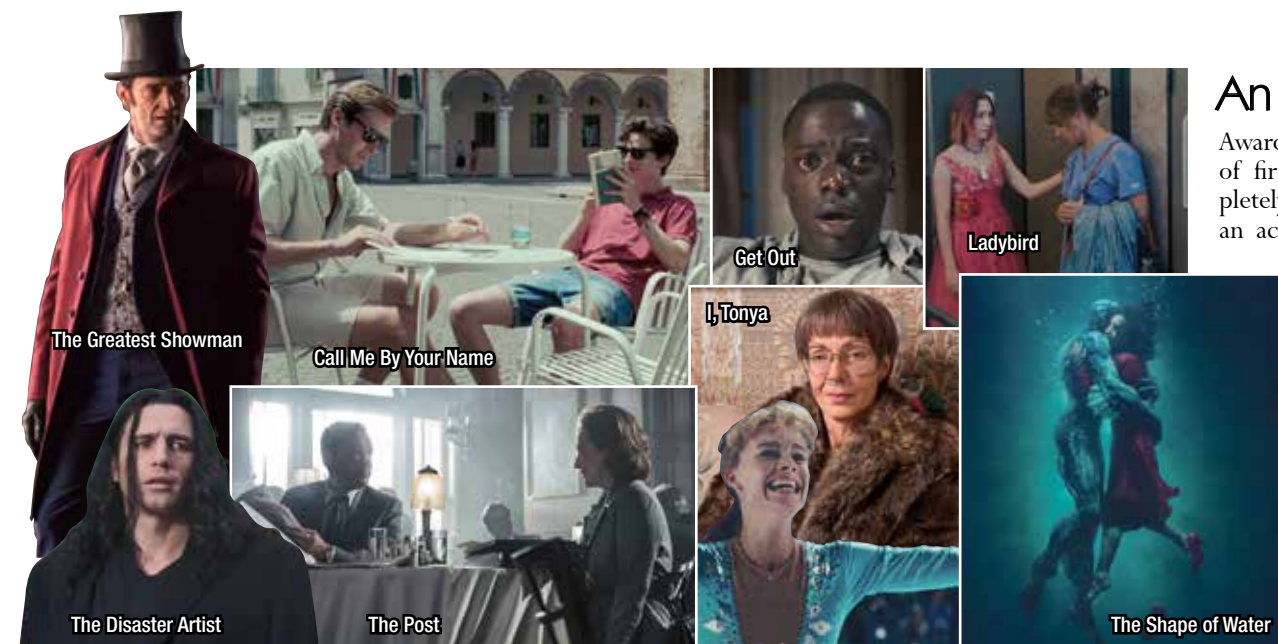


Demi Lovato & Nick Jonas

Jennifer Lawrence & Chris Pratt

More than Friends

Before 2018 comes to an end, it is very likely that some Hollywood besties will turn into power couples. Take a look at Nick Jonas, the "best friend" Demi Lovato keeps romantically hinting at with her songs and music videos. And take note of Jennifer Lawrence and her *Passengers* on-screen love interest, Chris Pratt; both are now single, both are goofy, and not to mention incredibly good-looking.



Royal Wedding of the Decade

The world's current favourite couple, Prince Harry and Meghan Markle, are preparing to get hitched and planning for their upcoming May wedding. Get ready and get excited to watch the latest royal wedding live and witness a real life fairy tale on your screen. Also, keep your eyes peeled for some celebrity friends of Markle's to pop up at the venue.



Prince Harry & Meghan Markle



Duckie Thot

Kaia Gerber

New Runway Queens

The next generation of super models is getting two very welcome new additions. Kaia Gerber is the 16 year old offspring of famed supermodel Cindy Crawford. Not only has she inherited her mother's beauty, but her charm and professionalism as well, making her the perfect choice for iconic brands, like Versace and Alexander Wang. As for Duckie Thot, this new model first came to be known through Australia's Next Top Model. She has been featured in Fenty Beauty's campaign, as well as on the runway of Dsquared2. Her star power is sure to get even brighter this year.



Mamma Mia! Here We Go Again!

Deadpool 2

The Incredibles 2

AVENGERS INFINITY WAR

Year of the Sequels

2018 is bringing some of the biggest and most awaited sequels in film history, and we predict that said sequels will win big at the box office this year. Whether it is the mega-sized *Jurassic World 2*, the sure to be witty and action-packed *Deadpool 2*, the superhero explosion that is the latest *Avengers* installment, the musical phenomenon *Mamma Mia! Here We Go Again*, or the ultra-sweet and nostalgic family sequels to *The Incredibles* and *Mary Poppins*, it's easily going to be the year of the sequels.

An Oscar of Firsts

Awards are expected to be a year of firsts as well, but for completely different reasons than an accidental card switch. This year, we predict a roster of first-time nominees. Whether it is the acclaimed dramas *Call Me by Your Name*, *The Post* and *The Shape of Water*, or the thought-provoking comedies, *The Disaster Artist*, *Ladybird*, *I, Tonya*, this award season will see some very interesting and long-awaited first time winners.



Ocean's 8

Girl Power

This star-studded cast of female leads puts a spin on the iconic *Ocean's* franchise. Sandra Bullock stars as Danny Ocean's estranged sister, Debbie, who attempts to pull off the heist of the century at New York City's Met Gala, along with a group of top-notch lady criminals. The cast includes Cate Blanchett, Helena Bonham Carter, Anne Hathaway, Rihanna, Mindy Kaling, Sarah Paulson and Awkwafina. *Ocean's 8* will be the talk of 2018, mark our words!

Art-Infused Everything

Life imitates art in this upcoming trend. Major fashion powerhouses included art infused prints in their S/S 2018 runway shows. Their widespread prevalence in fashion shows makes us believe that this trend will be rocked by many celebrities and online influencers come 2018.



Versace S/S 2018

Prada S/S 2018



Lindsay Lohan

Lilo's Return to the Spotlight

Lindsay Lohan might've been living under the radar in Dubai and touring the Middle East for the past couple of years, avoiding tabloids and instead making headlines for her charity work and her newly acquired ambiguous accent, but the once child star turned party girl turned spiritual guru with a lifestyle website, is now back in New York and looking for jobs. Lohan not only has a role in the British sitcom, *Sick Note* and has plans for a future music album, she has also been invited by Tyra Banks to make an appearance in the upcoming sequel of *Life Size*.

Fab Collab

Dapper Dan of Harlem was a neighborhood staple in the 1980s, dressing rappers in logos that were taken from big brands, such as Gucci and Louis Vuitton. Sadly, his store was shut down in the 1990s; however, one of his styles reappeared in the Gucci Cruise 2018 collection. After a public backlash, Alessandro Michele, the creative director of Gucci, announced that a future collaboration between Dan and the Italian luxury brand is in the works. The hotly anticipated fashion collaboration is sure to be a success!



Dapper Dan

Alessandro Michele

New Binge-Worthy Obsessions

We predict several strong bingeing addictions for TV series this year. Emma Stone and Jonah Hill are starring in the much anticipated Netflix limited series, *Maniac*, created by Patrick Somerville, directed by Cary Fukunaga and based on a Norwegian series. This will no doubt become a critical success. As for some campy fun, you can look forward to the live television adaptation of the iconic teenage witch in the popular comics, *The Chilling Adventures of Sabrina*. A spin-off of *Riverdale*, the upcoming series, which is still in development, has already been picked up for two seasons by Netflix.



Bitcoins

Bitcoins Takeover

We highly predict that the Crypto currency, also known by the name Bitcoins, will be taking over 2018. If you haven't already heard about it (which is highly unlikely), Bitcoins are a form of digital currency that allows one on one transactions without the interference of any bank. It is the first decentralised digital currency, as the system works without a central bank or single administrator.



Fifth Harmony

Band of Misfits Breaks Up

Let's face it, Fifth Harmony had a good run coming up with some of the catchiest songs in the past couple of years, but without their fifth, Camila Cabello, the four ladies are just so basic. Ever since breakout-star Camila's departure a year ago, which was a less than pleasant uncoupling, the girl group has been missing their 'x factor', and let's just say their days are numbered.



Maniac

The Chilling Adventure of Sabrina



Mohamed Ramadan

Saba Mubarak

Amr Youssef

Yasmine Sabri

Bringing On the Drama

The upcoming roster of Ramadan dramas is grander than ever before. *Bani Youssef* (*Sons of Youssef*) starring Youusra, *Ekhtefa'* (*Disappearance*) starring Nelly Karim, *Zein* starring Mohamed Ramadan, *Akhlaa' Leil Bei'* (*Manners for Sale*) starring Mohamed Henedi, *Tayea* directed by Amr Salama, written by Mohamed Diab and starring Amr Youssef, Saba Mubarak, and the Beelink series written by Ingy El Kassem and Samah Abdel Khalek, starring Dhafer L'Abidine and Yasmine Sabri, are all just some of the guilty pleasures you're sure to get hooked on in 2018.



Nelly Karim

Youusra



Dhafer L'Abidine



Mohamed Henedi



Mohamed Salah

Madrid Calling

The Spanish royal club, Real Madrid, awaits Mohamed Salah. We are totally betting that the Liverpool soccer star will be joining Real Madrid before 2018 comes to an end. His latest performance with the English club had people speculating that he caught the eye of Real Madrid and that they might be showing a certain interest in him.



Meghan Markle

New People's Princess

There's more to this royal wedding than glamour. Markle is a biracial, American, divorcee who is still currently an actress, and all of this makes us love her so much more. She is not only loveable, intellectual, relatable and well spoken, she represents great strides for the palace and reminds us of the late 'People's Princess,' Diana. We're so glad we lived to see the day Prince Harry announced the girl of his dreams to the world in spite of all the odds!



Solo: A Star Wars Story

Ultimate Prelude

The upcoming standalone *Star Wars* movie, *Solo: A Star Wars Story*, is making a debut this year. The movie stars Alden Ehrenreich as the iconic Han Solo in the years prior to the events that took place in the original *Star Wars: New Hope*. Emilia Clarke, Donald Glover and Woody Harrelson will be amongst the crew as well. We are definitely expecting a lot from this one.



Selena Gomez in Miaou

Miaou S/S 2018

Gigi Hadid in Miaou

New Brand on the Block

Miaou. Yes, that is the sound of a cat purring, but it is also the name of the fashion brand that is swooping up Hollywood by storm. Launched in 2016, it is already a celebrity favourite, worn by the likes of Gigi Hadid and Selena Gomez. The secret to its success lies in their signature pants, which are held up through rope ties. Its appealing form and funky cuts are sure to garner it more attention in 2018.

Small Shades

The 90s are making a big comeback as shown in this trend. Celebrities across the board, such as Bella Hadid and Rihanna, have embraced this accessory on red carpets and in their street style. You can embrace this trend subtly by wearing an all-black pair or vamp up your winter style with the pink pair we've picked.



Bella Hadid

Rihanna