

THE
VERA
magazine

BY
TELAVIVIAN



LOCAL TREASURES

FIRST APPAREL STUDIO

WORDS: DANIELLE GORODENZIK · PHOTOGRAPHY: TAL BRUSHEL

Smart, casual, and designed for comfort, FIRST Apparel Studio is the perfect mix of effortless clothing and elegance. Created by FIDM graduate Natalie Tal, the business owner and designer debuted her brand in 2014, which is defined by natural fibers and wearable, timeless silhouettes.

Natalie Tal is a one-woman show. She is involved in every element of the process, from pattern making to manufacturing. Each collection is produced in small quantities, making each item almost a limited edition. Her line is separated into two groups: woven fabrics that are formal wear as well as knits that are casual – forming the duo that the brand is known for. Sticking closely to a classic monochromatic color palette, Tal will occasionally flash one or two colors into new collections. Using models of all shapes, FIRST Apparel Studio caters to women ranging in height and size. The designer takes her clients feedback into consideration to style the ideal cut when developing each new collection.

Celebrating four years of FIRST Apparel Studio, the label continues to stick to their motto to “be a first.” To be a first means not to be afraid – to be yourself. It also represents the brand’s ambition to be the first item customers pull from their closets. FIRST Apparel Studio specializes in casual, basic and smart clothing, and can be found at their new Tel Aviv studio.

Merkhavya Street 16
beefirst.com



MIDDLEASTA

WORDS: LILY DAVEY-GURION · PHOTOGRAPHY: SELI BEN ARIE

The flat terrain, sunny weather, and compact size of Tel Aviv makes cycling one of the best ways to get around.

When Middleasta arrived on the scene four years ago, it became clear that bikes aren't just a means of travel, but are also part of a culture and lifestyle here in the city. Arnon Fisher, creator and founder of stylish bike brand Middleasta, is a leader in the local bike scene and his contribution has had a great impact on the market.

The bikes Fisher creates are handmade with strong magnesium, making them sturdy and durable yet light and nimble at the same time – a combination that allows riders to glide through the streets with ease. After thorough research and experiments with various materials, Fisher arrived at a perfect formula, offering a bike that absorbs energy while remaining lightweight, quick and extremely responsive.

Aside from comfort, the Middleasta frames are shaped beautifully with an elegant, aesthetic design. Who wouldn't want to get their hands on one of these?

middleasta.com



IOTA PROJECT

WORDS: LISA GEISMAR · PHOTOGRAPHY: NOAM PERISMAN

What do you get when you combine stellar design with the desire to be entrenched in a culture of social good? You get the Iota Project – a pioneering, creatively conscious textile company with a mission to design “beautiful handmade furniture and objects while creating jobs for unemployed women.”

The Tel Aviv-based company hopes to establish a global movement; one that uses quality craftsmanship and the “universal language of crochet” to provide meaningful employment, empower local communities, and break down cultural barriers and lines of difference.

Iota's movement is fueled by their remarkably fresh and contemporary collections – which are made from luxurious bespoke yarns in a variety of vibrant colors, textures, shapes and stitches. Not only do the hand-crocheted carpets, cushions and signature swings have a robust construction and a beautiful aesthetic, they also have unmistakable connections to background, memory and identity by bearing the names of the women throughout the world who crocheted them.

iota-project.com



ADI NISSANI

WORDS: SARAH BLUM · PHOTOGRAPHY: HAIM YOSEF

The ceramicist, Ad Nissani is well-versed in creating unique dining experiences, turning all manner of tableware into canvases where culinary visions can be realized. Nissani uses natural materials to form bespoke ceramic objects, which have been commissioned by the finest restaurants in both Israel and around the globe.

Combining her interest in food and design, Nissani began collaborating with some of the most prominent food companies in Israel. Most recently she worked with the Carmel Winery and chef Meir Adoni on “Foodography,” a workshop of custom, photo-friendly tableware intended to highlight that the visual presentation of food can be as significant as its taste. She continually attempts to blur the lines between art and food, while also embracing the role of social media as a tool to communicate and share meaningful experiences.

Nissani's approach stems from her experiences working in the food industry, an endeavor completed while simultaneously studying ceramics and glass design at Bezalel Academy of Arts and Design, Jerusalem. Nissani continuously develops her practice at her studio in Jaffa, integrating organic textures with a minimalist contemporary aesthetic, inspired by the natural surroundings.

David Raziel Street 7 · adinissani.com

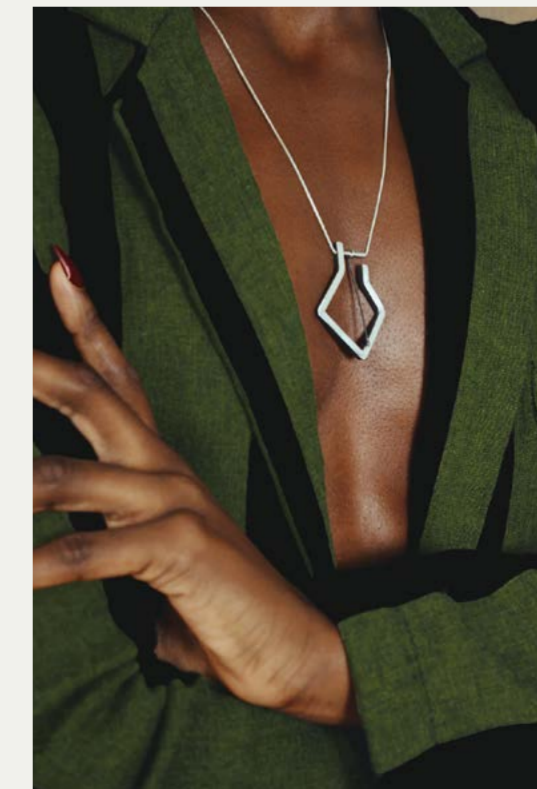
YOSTER

WORDS: CAMEA SMITH · PHOTOGRAPHY: ANNABELLE FOUCHER

The sculptural jewelry pieces created by Hila Amar for her brand Yoster combine traditional craftsmanship and technological prowess. Her design process incorporates 3D printing and artisan techniques, expertly enhancing the beauty of emeralds, diamonds, gold, brass, wood, sterling and oxidized silver. She is a firm believer in the values of slow fashion, opting for raw materials, sustainable methods and handcrafted designs. Some of her creations are custom-made, upon request, or adapted according to the customer's input. Amar draws inspiration from natural forms such as stalactites, pebbles, honeycomb and cocoons, and aims to design timeless jewelry that will be passed on from one generation to the next.

Amar has recently returned from Tbilisi Fashion Week, where she presented her jewelry line in collaboration with the pioneering Georgian designer Gvantsa Janashia. She created oversized versions of her pieces especially for the runway, as well as items exclusively made to match Janashia's Autumn/Winter 2018-19 collection. Lately, her creations have been featured in Vogue Italia, in an editorial shoot by the Spanish photographer Mora Dorrego. Just in time for Yoster's first birthday celebrations, Amar's jewelry designs, carefully assembled in her studio in Tel Aviv, are causing a splash in Israel and abroad.

b-yoster.com



YES, WE HAVE MAPS OF TEL AVIV
JUST FOR YOU!
JUST ASK THE RECEPTION FOR IT

