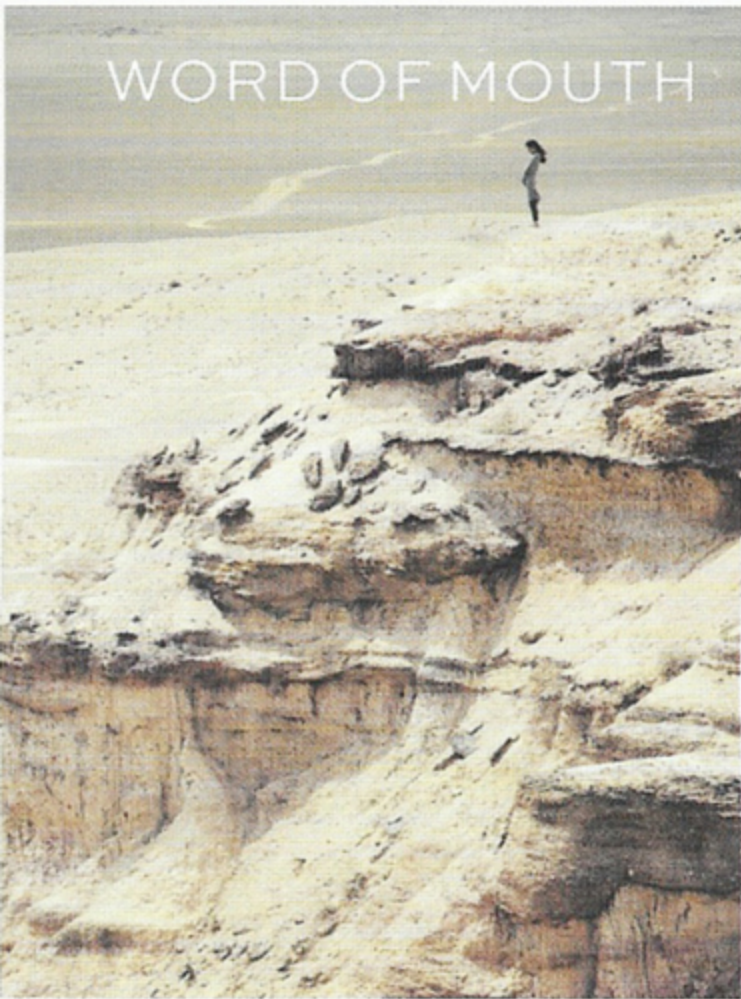


WORD OF MOUTH



## MONGOLIA THE KNITWEAR NAME

When Paris-born Mali Marciano decided to relaunch the heritage cashmere brand Le Kasha, she was inspired by the freedom, calm and tranquillity of this beguiling country, where she sources goat hair from the Alashan and Arbus regions deep in its heartland. 'The big attraction for me is being cut off from daily urban life. There's no race against time here.' [lekasha.com](http://lekasha.com)

- 'On my last trip to Mongolia I slept every night in a yurt in a different place, but the most special was The Three Camel Lodge in the middle of the Gobi Desert – in the morning I woke up to the most amazing orange sunrise.'
- 'All over the region you can find what the locals call *ovoo* – sacred mounds on which you spin around three times and make a wish. It's a 500-year-old ritual.'
- 'If you're travelling from Middle Gobi to South Gobi, stop at the White Stupa (or Tsagaan Suvarga), an impressively eroded cliff, for unbelievable views.'



# FRONTIERS OF FASHION

Follow in the footsteps of this season's hottest new designers to the far-flung places that fuel their imagination

