

NOBLE™

SAVOIR-VIVRE
MAGAZINE VISION & PHILOSOPHY



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ABOUT NOBLE

NOBLE magazine is a source of rich and intelligent inspiration of refined thought and aesthetic taste. It is a rare collection of conversations, feature stories, biographies, profiles, essays, Q&A and opinions for and by leaders of industry, innovators, visionaries, heroes and muses from contemporary to historic influences covering an array of topics. These topics reflect the French concept of "savoir-vivre"; pursuing your ideals and knowing how to live well. Noble explores current moods and themes providing our insights and viewpoints of the world today. We aim to awaken thought while enjoying the visual beauty of storytelling.

NOBLE VISION

Noble is set to launch in Jan 2013!

"My hope in my life is to strive for beauty without vanity, strength without insolence, courage without ferocity, and kindness without pretense."

NOBLE magazine's purpose is to create a space of "collective greatness" with people who uphold high standards regarding quality in thought, process and realization of brands. Love, faith and hope are the three theological virtues which are driving us into existence. Our selection of content is guided by strong intuition and an introspective disposition. We aim as a magazine to serve our readers with excellence on all levels. Our design vision is clean, pure and simple aesthetics allowing the quality of each person to exist in their own essence. Visual imagery is a vital part of our artistic expression in creating a unique mix we select to represent. Our visual philosophy is equal to written poetry.

NOBLE magazine communicates and captures a brand's essence. Magazine's have always been my passion since I was a child. National Geographic described the land I grew up on in the following words, "There's a mythical air to Adjuntas, a coffee town in the Valley of the Sleeping Giant high in the mountains of Puerto Rico." A mythical air which enchanted me for years to come into my adult life. I had the opportunity to live and study abroad close to

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seven years in Italy, France and London. It was a time when dreams became a reality and I was living the fairytale. Throughout my journey I have been told my last name "SUCH" means the one who is seeking. I am a seeker of beauty and truth. In Kahlil Gibran's words, "Beauty is eternity gazing at itself in a mirror. But you are eternity and you are the mirror."

NOBLE is a result of living a European fairytale and having shattered dreams along the way like so many. I completed my M.A. from Domus Academy in Milan, Italy / 2003 in Fashion Design Management. Afterwards, I went on a journey where I felt displaced and found myself a wandering global nomad. I walked with fortune for many years and found myself in times of difficulty. It led me to explore through image research the human condition to better understand suffering at a different level. I remember it was Hanns Zimmer "Well Song/A Desert Home" which provoked me to create a presentation around this concept. I felt great conflict between the spiritual and material worlds. I could not strike a balance. It felt like I had to sacrifice too many values to obtain a world of material beauty. However, I still could not stop pursuing my ideas of love, beauty and truth. NOBLE magazine is an outlet which allows me to create my ideal company and maintain my core values.

These core values are:

DIGNITAS "dignity" a sense of self-worth, personal self respect, self-esteem

FIRMITAS "tenacity" strength of mind, the ability to stick to one's purpose

HUMANITAS "humanity" refinement, civilization, learning, and being cultured

PRUDENTIA "prudence" foresight, wisdom, and personal discretion

VERITAS "truthfulness" honesty in dealing with others

HILARITAS "mirth, rejoicing" an expression of happy times

LAETITIA "joy, gladness" the celebration of thanksgiving, often of the resolution of crisis

LIBERTAS "freedom" a virtue which has been subsequently aspired to by all cultures

NOBILITAS "nobility" noble action within the public sphere

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My vision for NOBLE magazine is to launch online and after a few issues go to print. It is my dream to see NOBLE in select stores as a monthly publication. I would like for our team to create photo and film productions for clients helping further define a brand's essence and preserving their legacy. Not only do I see NOBLE as a magazine but I see it functioning as a multidisciplinary creative firm providing a full 360 experience for our advertisers and sponsors. This will be an online platform I hope will inspire and stimulate the senses to appreciate each person and brand simply for existing. Our NOBLE creed is universality.

"To live content with small means; to seek elegance rather than luxury, and refinement rather than fashion; to be worthy, not respectable, and wealthy, not, rich; to listen to stars and birds, babes and sages, with open heart; to study hard; to think quietly, act frankly, talk gently, await occasions, hurry never; in a word, to let the spiritual, unbidden and unconscious, grow up through the common - this is my symphony. William Henry Channing's Symphony

Noble magazine is dedicated to my son John Miguel. We await with great ardor the launch of NOBLE magazine in 2013!

by
Iliana María Such
Visionary + Creative Director



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PHILOSOPHY

NOBLE MAGAZINE PHILOSOPHY

NOBLE magazine is characterized by its selection and showcase of people, companies and products possessing high or excellent qualities and properties. NOBLE attributes attention to detail respecting a brand's essence, process, philosophy and core values aiming to represent all in a positive light. NOBLE is a dual reality of opulence and spirituality - an exploration of aesthetics and refinement in quality expressing a brand's unique approach in being. In many mediums, NOBLE collects the highest international aesthetic quality for the consumption of the cosmopolitan, global nomad, fashionista, civic-minded activist and urban étrangère.

Truth, beauty and goodness are NOBLE. NOBLE beauty is by our definition the "splendor of truth." We seek to find the best interdisciplinary truth, which we feel are noble ideas of thinking and creativity - noble in deed and in spirit. We desire to re-create a vision of eternal love and meaning yearned for in the universal soul of beauty and taste intrinsic to every living person. We respect each person is his or her own irreplaceable and unique story

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WELL
MEND

NOBLE MAGAZINE CATEGORIES

Architecture

Art + Culture

Beauty

Books

Celebrity Profiles

Design

Fashion

Film

Gastronomy

Health

Investment + Finance

Kids

Luxury

Pets

Photographers

Philosophy

Real Estate

Relationships

Schools

Science

Sports

Stores

Technology

Thought Leaders

Travel

Transportation

Video

ABOUT THE FOUNDER: Iliana María Such**EDUCATION**

Iliana M. Such holds a Masters of Arts in Fashion Design Management from Domus Academy in Milan, Italy, awarded by the University of Wales, Cardiff, in the United Kingdom. Ms. Such was awarded a certificate in Product Management from Fashion Art Italy accredited by the Paris Chamber of Haute Couture and received a certificate in conversational French from the E.F. International School of Languages in Nice, France. Her Bachelor of Sciences in Marketing was awarded by King's College in her hometown of Wilkes-Barre, Pennsylvania. While in her undergraduate program, Ms. Such also completed a study abroad program for one year in London, England.

EARLY LIFE

Iliana M. Such spent her childhood in Adjuntas, Puerto Rico. On her upbringing, Ms. Such remarks, "My home was a place that hummingbirds, among other creatures, often visited. I used to go to sleep at night to the sound of the coqui, a dime sized frog that sang coqui, coqui, coqui! I grew up on one of the highest elevations in the mountains in an atmosphere like a jungle... Though there were several parts of Adjuntas tamed, our land was not one of them."

Ms. Such describes her childhood home:

In a reflection, my mother told me when you would look out of our kitchen window she could see the coast line of the ocean and the light would shine on the Mona Passage that was visible. The sun would light the sky in early evening and the passage would reflect its golden touch. The clouds were so close they practically came through our windows into our home. It was a place in which heaven and earth met and you could reach up and pluck a star.

Our family owned over 150 acres in a land difficult to tame. There was a beautiful river I used to visit and call 'my river of Emotions.' I grew up in solitude and isolation for eight years. The river became my special place to express

my sorrows and loneliness. As a child, I slept much of the time and quietly experienced the power of nature. My mother told me that I was observant more as a child than a talker. I wonder if my father and brothers remember me the same way! But one thing is certain; I was and do remain a dreamer.

It is hard not to be strongly defined by a land that is encapsulated with so much mystery.

This land was our kingdom where we would run wild and free. I remember we used to have hurricanes and violent storms, which made me aware of the power of nature. The following day my brothers and I would find mud avalanches and go swimming in them. We would come home covered from head to toe thick in mud. Though we had nannies and farm workers, it was impossible to keep track of us as children. It was not an area with boundaries. It was borderless. The skies I witnessed growing up have gone unmatched. The moon sat on my windowsill, a huge orange moon. The stars covered every inch of the skies all in different colors. The beauty of this land is particular and the journey an adventure never forgotten.

My father today has planted more than 40 acres of trees. He has a green thumb. He has every kind of tree from grapefruit, oranges, lemons to the more exotic one such as Acerola, Parcha and Guava. The landscaping is exquisite.



I would describe in short my father as a great adventurer and my mother as a beautiful Bohemian styled hippie. My great grandfather Don Miguel Such, his spirit is very much alive in me. He was a philanthropist who fueled others to dream big and to reach for the stars, and he provided them with the means to do so - never afraid to let others become bigger than himself. He built what is still today Suchville and the Miguel Vocational School

along with Casa de España where there is a bust carved of him in his honor.

CONTINENTAL TASTE

Ms. Such's seven years in Europe continued to shape her eclectic and haute-couture sense of fashion and style. She served as an au pair for a royal family of Italy, the grandchildren of His Excellency Prince Carlo Cito Filomarino, Prince of Rocca d'Aspro, Prince of Bitetto, Marquess of Torrecuso, and his wife, Princess [REDACTED] who were also neighbors to Lord Lambton. She also interned at Meltin' Pot jeans, a fashion brand headquartered in the South of Italy.

A RETURN TO ROOTS

Ms. Such compares her departure from Europe as a separation with one's beloved. In her words, "It was one of the most painful breaks in my life where in my sleep I would cry rivers of tears and it has taken me years to recover. Yet, my heart yearns to return." Her time became divided primarily between the cities of Miami, New York and Pennsylvania as she transitioned into her new worlds in North America. She began her career with Promenade Magazine in NYC, in which she organized all editorial content including inspiration to better the magazine's aesthetics. "Aesthetics, essence and magazines are my passions," Ms Such says of this time. However, the experience was short-lived because the publisher ended up selling the magazine close to two years later.

This led to her return to Lemuse Studio, a company she relied on for freelance projects. With a diverse experience and a unique cosmopolitan cast on current trends, her vision brings meaning and substance to an industry that typically overlooks this aspect of high fashion. Under the gaze of LeMuse, art met purpose.—

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FOUNDER

THE BIRTH OF NOBLE AND LEMUSE

Lemuse Studio was born at the end of her M.A. program in which she received her first creative project from Jeffrey Manber, former CEO of MirCorp. She was assigned to create a flash presentation for him to present at a London Convention on a new gaming concept connected to outer space. Ms. Such became selective in projects she would accept in that they needed to challenge her storytelling and conceptual thinking abilities. This led to one of her first big breaks with global ad agency Young & Rubicam as an Account Planner. Her career as an account planner ended during the depression of 2009 and soon after began to brainstorm magazines with intelligence and staying power. NOBLE magazine was born. In 2010, she had her greatest creative project, her son John Miguel, who was born on July 23, 2010.



by
Eve Benhamou
Writer

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