

# The *SEPTEMBER*

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## *Rana Florida*

Toronto • New York • Miami

This globe-trotting innovator has many titles – CEO, Author, Editor, Cultural Curator – but one clear message: embrace risk and you will succeed.

## PART 1: HOME IN MIAMI



**S Best cultural experience in Miami:**

**RF** - The Rubell Family Collection of contemporary art housed in a former 45,000-square-foot Drug Enforcement Agency building and Wynwood Walls in the warehouse district. It was once blighted and is now a vibrant art haven of giant outdoor graffiti canvases.

**S Best Miami architecture:**

**RF** - The parking garage at the base of Lincoln Road by architects Herzog & de Meuron. Considered the world's most beautiful parking garage, it's a study in transforming what is considered to be one of the ugliest wastes of space in cities: large swathes of parking lots.

**S Favourite Miami restaurant:**

**RF** - Casa Tua. Impossible to get a reservation but worth the hassle. Old Hollywood meets Mediterranean villa, beautiful garden seating with twinkling strung lights and candles and equally gorgeous indoor seating in the cozy library. Everyone speaks Italian and the food is delicious Northern Italian.



**S What's on your desk?**

**RF** - I'm a bit OCD, so just my Mac Book Pro, but in my desk are easily accessible dog treats for my new four-month-old puppy named Penelope.

**S Miami wardrobe staples:**

**RF** - Stylish flat sandals for walking or biking; fashionable shorts and a lightweight top for day with some fun accessories. By night, it's all about short dresses and high heels!

**S Way to rejuvenate:**

**RF** - Paddle boarding in Biscayne Bay at sunset. Bike rides to South Pointe Park. Reading a book on the beach. Chilling on my lanai and watching the boats go by.



**📍 Travel must-haves:**

**RF** - My passport with extra pages. We almost didn't make a trip to Moscow because the customs agent said there wasn't a blank page to stamp the entry documentation! Bose noise-cancelling headphones, my cat-eye mask and my flat black boots: stylish and comfortable, especially at the end of a long flight when your feet expand.

**📍 What's your motto?**

**RF** - "Don't call me boss!" I hire my team based on their skills and expertise. We're all colleagues. I'm not going to do performance reviews or expect status reports. It's up to each person to manage their workload, their clients and deliver quality service.

**📍 Charitable cause:**

**RF** - The non-profit Girls E-Mentorship Innovation founded by Rochelle de Goias. Its mission is to mitigate the adverse effects of poverty through mentorship, bridging the social divide between at-risk girls and high-achieving women, motivating them to reach their full potential.

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## RANA'S PICKS



**MARC BY MARC JACOBS**  
Motorcycle Boot



**AQUAZZURA**  
Belgravia Flat



**VALENTINO**  
Camouflage Sneaker