

STYLEmaker



Ada Polla Tray

With a passion for all things beautiful, Ada Polla Tray, co-creator of Alchimie Forever, lives life

to the fullest, incorporating her love of art into her work everyday. While actively involved in product development, Ada also serves as the company's beauty expert, has worked to open, run, and improve spa operations for her family's own medical spa Forever Laser Institut in Geneva, and even manages to discover new contemporary artists such as Matt Saunders, all in 3 inch heels.

"Art is a constant source of inspiration and of beauty!" says Ada, who studied Art History and is also very involved in the family's art gallery Analix Forever. The gallery is a place where boundaries are constantly explored and redefined by specializing in international contemporary art, with a focus on young avant-garde creation, new media and virtual art. Ada has also incorporated contemporary artists in the creation of Alchimie Forever's packaging, bringing it all full circle.

Eva: How do you Vivre?

Ada: With passion and kindness. Passion makes life worth living. And random acts of kindness make the world a more beautiful place.

Eva: Who inspires you?

Ada: My parents. They have been married 30+ years, have 4 kids, own and manage 3 businesses together, and somehow still find ways to surprise each other.

Eva: What is the most precious thing you own?

Ada: A set of two paintings (called Stefania) by my favorite contemporary artist, Matt Saunders.

How does she
VIVRE...
...with passionate style



Sacso Champagne Bucket



Paris/New York Tote



Patent Peep Toe Platform

Eva: What do you covet most?

Ada: More time – to work, to play, to dream, to discover.

Eva: Best kept style secret?

Ada: 3 inch heels, always! A fabulous blowout. And perfectly groomed eyebrows.

Eva: Where do you Voyage and why?

Ada: To Geneva every 6-8 weeks. My family and our HQ are there. That's my childhood home, my roots are there, nothing beats the feeling I get in the pit of my stomach when I land in Cointrin airport...

Eva: Where do you go to escape?

Ada: The Roylton Hotel in NYC – have been going there for 15+ years. They just renovated it, I loved it before, I love it now!

Eva: What is beautiful?

Ada: Confidence and kindness.

Ada's Winter-to-Spring Beauty Secrets

- Exfoliate, exfoliate, exfoliate
- Switch to a lighter-weight moisturizer
- Go running – great for your shape and to shed the extra winter pounds, but even better for your mind, mood, and sanity



Diode 1+2

Kantic Night Cream