



## 1 Brice Partouche High stepping

Endurance sports had never really been ‘cool’ before. That was until the 2010s, when Rapha came along and transformed cycling with tasteful, minimalist clothing and moody photoshoots. Running’s ‘Rapha moment’ took longer to arrive – but it has been worth the wait. It comes courtesy of the Paris-based running brand **Satisfy**, the brainchild of Brice Partouche, a fashion entrepreneur. The aesthetic is often redolent of low-fi Eighties punk, but incorporates luxurious fabrics such as its ‘Justice’ shorts lining, ‘made with an experienced French silk-maker and inspired by medical bandaging’. Satisfy claims the material is 35 per cent lighter, making its shorts, which cost up to £273, ‘the lightest in the industry’. They also dry 60 per cent quicker – another detail that shows Partouche’s commitment ‘to remove distractions’ in order to help runners pursue what he calls ‘The High’.

## 2 Jeannette Ho Grand dame

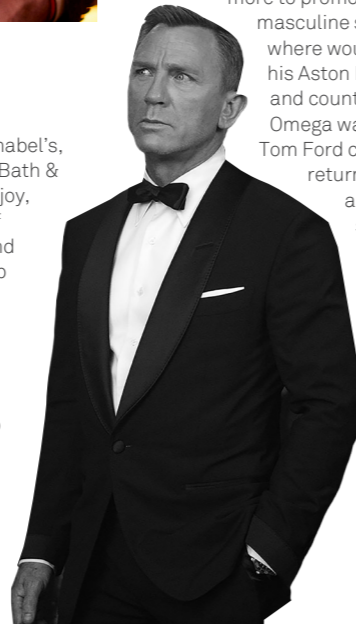
When London gets a new grand hotel, it’s big news. When the hotel in question is in one of that capital’s iconic buildings – one garlanded with rich associations with individuals like Churchill and Lord Kitchener, then it’s *really* big news. Step forward Raffles London at **The OWO**, one of the capital’s most audacious hotel reincarnations, created from the reborn Old War Office on Whitehall and opening in 2022.

With interiors designed by Thierry Despont – the New York-based French architect who transformed the Ritz Paris – then you can expect the 125 rooms and suites, and the nine bars and restaurants, to be seriously top-drawer. Part of Raffles’ rapid global expansion (it’s opening in Boston next year, too) overseen by global chief Jeannette Ho, if the OWO is half as good as the 133-year-old flagship hotel in Singapore, it promises to be a seriously hot ticket.



## 3 Clément Robert Good taste merchant

Members of the five Birley Clubs – Annabel’s, Harry’s Bar, Mark’s Club, George, and Bath & Racquets – now have a new club to enjoy, one offering them access to a range of online tastings, food pairings, tours and investment advice from the world’s top wine, spirits and cigar producers and experts. Perhaps unsurprisingly, 650 members signed up for the recently launched **Birley Wine Club** ‘within 48 hours’, according to head sommelier Clément Robert. ‘The idea was to keep our members connected with the best vineyards and the best people in the world in this industry,’ he says.



## 4 Peter Lürssen Prince of the waves

The family-owned German yard **Lürssen** did it again this year with ‘Project Opus’, another astonishingly impressive ‘gigayacht’ – stretching to 142 metres (465 feet) in length, with two helipads and a retractable hangar among the features. It also sleeps 36 in 20 state rooms and looks stunning, having been designed by the Italian studio Nuvolari Lenard. The Bremen shipyard also gave the world *Azzam* (180m) in 2013, owned by UAE president Khalifa bin Zayed al Nahyan and still the second-longest superyacht in the world. After that came the 156m *Dilbar* in 2015. When it comes to megayachts, the Lürssen family, in business for 145 years, is still leaving everyone else in its wake.



KLAUS JORDAN

## 5 Barbara Broccoli The real Bond girl

A producer of the last 11 Bond films, including *No Time to Die*, which is now out next year, Barbara Broccoli, also co-owner of **EON Productions** with Michael G Wilson, is one of the leading women not just in film, but in luxury. After all, which British icon has done more to promote well-heeled masculine style than 007? And where would Bond be without his Aston Martins (eight films and counting), Rolex or Omega watches, Bollinger, or Tom Ford clobber? Tom Ford returns for Bond 25, as do Omega and shoe-maker Crockett & Jones. ‘I could not be happier to be dressing Daniel Craig as James Bond again,’ Ford said. Luxury lovers and shareholders couldn’t agree more.

## 6 Elle B Mambetov Modestly does it

In May, fashion designer Elle B. Mambetov relaunched her luxury womenswear brand, **Elle B Zhou**. The move was symbolic, marking triumph over adversity. Born to a single mother in Texas, Mambetov’s journey has taken her from being homeless to sponsorship deals with Toni & Guy and Evian – as well as being celebrated at London Fashion Week. But it also takes in the confines of a British prison.

In 2016, she had become a London Fashion Week designer at just 26. However, when police arrived at her flat that November to arrest her on suspicion of fraud, Mambetov’s fashion dreams unravelled fast. First a friend had defrauded her before skipping bail. Then she was convicted for fraud and imprisoned for two years before the US intervened to free her.

Since then, Mambetov has rebuilt her life – and her luxury fashion brand. Her collection is influenced by her identities as a modern African-American and a proud Muslim, and pioneers the practice of ‘modest fashion’. ‘This collection is my brain, heart and soul stretching to collide two worlds of fashionable existence,’ Mambetov has said of her work. It is ‘representative of my own journey into dressing modestly; each cropped top, short-sleeved shirt and pair of trousers have been repositioned to fit within this new world as I seek to redefine modest fashion.’

Her line was revealed in a high-energy virtual presentation in collaboration with supermodel Shahad Salman. Everything about it was big and bold, from the colours and patterns to the unapologetic personalities of Mambetov and Salman, a Saudi model with vitiligo. The industry couldn’t help but to take notice; since launching her collection the designer has been featured in *Vogue Arabia*, *Glamour UK* and *Vogue Australia*. Along with the opening of her flagship store in Los Angeles, the collection proves beyond doubt that she has returned.

As well as protesting her innocence in her case, she is also turning her experience towards writing and advocacy, and has been vocal on the part that she says racism and discrimination play in the British criminal justice system. ‘For anyone struggling with injustice, or struggling to be heard, I just hope you don’t give up too soon, because in my case I came out the other side stronger,’ she has said.



## 7 Torsten Müller-Ötvös Mr Rolls-Royce

Torsten Müller-Ötvös, CEO of **Rolls-Royce Motor Cars** since 2010, has overseen the transformation of the 116-year-old marque. Owned by BMW since 1998, the Goodwood-based luxury brand delivered a record-breaking 5,152 vehicles worldwide in 2019, and the range now consists of five models. The latest addition is the second-generation Ghost, the replacement for the biggest-selling car in Rolls-Royce's history.

It may not look radically different from its predecessor, but the 2020 Ghost is new from the ground up and the most technologically advanced model yet to sport the iconic Spirit of Ecstasy mascot. The original car was launched in 2009 in response to younger customers who wanted a model that was slightly 'smaller' and less 'ostentatious'. The new version is built on an aluminium space frame architecture, gets four-wheel drive and all-wheel steering for the first time, and features Rolls-Royce's unique Adaptive Planar suspension, which uses miniature cameras to read the road ahead, delivering the famed magic carpet ride.

Inside the cabin, the dashboard has been semi-decluttered, but there are still some familiar switches, buttons, dials and shiny organ-stop air vent controls. On the passenger side, there's a new illuminated fascia featuring a glowing Ghost nameplate surrounded by more than 850 tiny stars.

Exterior features of note include Rolls-Royce's hallmark Pantheon Grille, which now includes subtly illuminated vanes. Cruise along and the driving experience is near silent, thanks to the car's 100kg of sound-proofing. The mighty twin-turbo V12 only becomes vaguely audible when the car is driven in a more spirited fashion.

Naturally, the Ghost is at its best serenely gliding along, but it's also the most driveable Rolls-Royce ever. For a big car it hides its size well – it's surprisingly agile, with sharp steering, while the grip and traction out of corners are outstanding. The more you drive it, the more your confidence grows.

So, the new Ghost is a triumph of design and engineering. Seductively stylish, whisper-quiet, powerful, and offering an awesome road presence and dynamic drive, it's a sublimely luxurious treat. But then with a starting price of £250,000, it should be.



## 8 Frank Akinsete Upcycling upstart

Frank Akinsete's Portobello Market boutique is a West London institution. He stocks an exceptional array of vintage clothing and accessories that attracts not only market-goers but also designers, stylists and clients from far and wide. So Akinsete's collaboration with British brand **Connolly** presented a pleasing collision of worlds: Akinsete's urban retro with Connolly's classic aesthetic. For September, the legendary Portobello stand sold old Connolly collections upcycled by Akinsete. Taking inspiration from Connolly's summer exhibition, 'Something Old, Something New, Something Borrowed, Something Blue', the vintage-connoisseur breathed new life into old pieces, using colourful dye to transform jackets, trousers, shirts and liquettes. The collaboration is timely with the fashion industry under fire for its wasteful habits. High-end upcycling is an elegant solution, in more ways than one.



## 11 Alex Eagle Where Eagles dare

Alex Eagle is the effortlessly cool creative director best known for **Alex Eagle Studio** on Lexington Street, a 360° take on curated retail with an offbeat aesthetic. Her remit spans fashion, lifestyle, art and furniture, with all pieces hand-picked by Eagle herself.

She is also the woman behind 'The Store', an innovative retail, creative and social experience collaborating with some of the world's finest artists, designers, craftsmen, chefs and creatives.

But Eagle has something new in the pipeline. She has been floating a mysterious new concept for some months: Alex Eagle Sporting Club was due to open in autumn, but the launch was postponed until winter due to Covid-19. A characteristically aesthetic Instagram page shows a selection of vintage images of Muhammad Ali, Michael Jordan and Christy Turlington wearing boxing gloves. What does it all mean? We'll find out this winter.

## 9 Kostas Sfaltos Suite talker

Athens-born Kostas Sfaltos enjoys the privilege of managing one of the finest hotels in town, the **Bulgari Hotel London** in Knightsbridge. Appointed general manager of the Portland Stone-fronted Sloane Street icon in 2017, this veteran of One Aldwych and the Hotel Café Royal has guided it through the choppy waters of Covid-19 with a flair for innovation. Since reopening in September it has introduced B.Business – a luxurious 'workation' offering day access to its prestigious suites for groups of up to six or solo guests. (It includes use of the hotel's pool and gym, as well as lunch, refreshments, and drinks in-suite or at the Sette Bar.) It has also introduced a trio of 'staycation' offers, including B.Beautiful, for those keen to enjoy the spa, and B. Private, where you can enjoy private parking, in-suite personal shopping from Harvey Nichols, hair appointments and a private dinner party for your bubble.

## 10 Jonny Fowle Spirited fellow

When Jonny Fowle was hired as **Sotheby's** first spirits specialists in 2019, it confirmed in business terms what the auction world had known for a while: that demand for the best drams and casks was more than a passing fad. Fowle – whose Instagram is full of artful spreads and bottle selfies at @wanderingwhisky – has taken on the task of building a global spirits auction business with brio. In a short time he's helped the house to set new auction records for single malt (£1.5 million for a 1926 Macallan) and a Cognac (a \$144,525 Gautier 1762), and that's all before launching its largest ever online auction of 'ultra-rare' whiskies this summer. That sale, which raised £1.2 million, was also notable for the fact that 47 per cent of buyers were new to Sotheby's and 40 per cent of bidders were under 40. This Fowle is just beginning to take flight.



## 12 Manuela Hauser & Iwan Wirth Art and the art of hospitality

Stories of successful entrepreneurs' earliest endeavours are legion. But setting up a commercial art gallery at 16 years old? Who does that? Iwan Wirth does, in the Swiss canton of St Gallen, where he lived with his parents. Thirty-four years later, he and his wife Manuela are universally acknowledged as the art world's most powerful couple, operating **Hauser & Wirth** galleries across the globe.

The combination of brazen confidence, love of art and commercial nous that propelled the teenager out of the starting gate just kept going and going. An early collaboration with Manuela's mother – retail heiress Ursula Hauser, herself a keen collector – placed a firm financial footing under Iwan's aspirations. In 1992 they opened the first Hauser & Wirth gallery in Zurich. With Manuela joining and subsequently marrying Iwan, a formidable family-bonded art house was locked and (thanks to Ursula) fully loaded. In the culture wars, though, Hauser & Wirth march to their own beat.

Based in the UK, where Iwan is a trustee of the Royal Academy, they are conducting the cultural conversation along previously unexplored pathways. In 2007 they moved, initially in a motor home, with their four children to Bruton in Somerset, eventually selling their Holland Park mansion to the Beckhams. While that all sounds very Swiss Family Robinson, Swiss Family Wirth was soon operating a new gallery and arts centre, a guest house, restaurant and nearby pub.

Their latest recalibration of the artistic landscape targets hospitality. In 2018 they opened (well, Prince Charles did) the Fife Arms in Braemar in the Scottish Highlands. Its 16,000 artworks encompass Lucian Freud, Picasso, Louise Bourgeois and Brueghel. Hauser & Wirth artists also created work specifically for the restoration.

The planned renovation of Bretton Hall, an imposing 18th-century listed mansion in the Yorkshire Sculpture Park, could deliver the most spectacular manifestation yet of this arthouse meets front-of-house concept. If a hotel's traditional role is making people feel at home, the Wirths' perspective is clear: home is where the art is.



SIM CANNERT-CLARKE

### 13 Sir Paul Smith Britain's Ralph Lauren

Half a century ago in Nottingham, a stone's throw away from the National Justice Museum, **Paul Smith** opened his first shop, Paul Smith Vêtements Pour Homme. The name suggests haute couture, but the man has since come to embody the style of the modern British gent: affable, smart, imaginative and perhaps just a little bit quaint.

With 166 stores in more than 60 countries, the word 'pioneer' is overused, but it applies in this case: 'He celebrates colour as if it were about to be made illegal,' writes former Apple design supremo Jonny Ive in a new monograph.

Smith is perhaps to Britain what Ralph Lauren is to the US. Stripes and suits in particular have been redrawn under his maximalist, poppy vision, and he's consistently been in the right place at the right time with the right people. Clients have included David Bowie, Daniel Day-Lewis and Jimmy Page, for whom he made trousers when he was just 18.

### 14 Samantha Drummond Design tiger



Australian luxury visionary Samantha Drummond is a veteran designer who founded the **Habitus Design Group** and is a dominant figure in luxury hospitality in Asia. Her projects include the astonishing Marina Bay Sands in Singapore – where she worked alongside architect Moshe Safdie and artist Antony Gormley to create one of the world's most

recognisable luxury buildings. She also worked on the Solaire Resort and Casino in Manila and the Cotai Central in Macau, while her firm has advised on projects worth \$35 billion. 'Our clients trust us to deliver world-class destinations – and we always exceed their expectations,' says Drummond. Her firm promises 'bespoke interior design where an international sense of luxury is combined with authentic local character' and hails Drummond's ability to 'translate her clients' vision and objectives into reality'. With studios in Hong Kong, Singapore, Denmark and the Philippines, Habitus plans to expand further.

### 15 Emma Deterding Undeterred brilliance

Founded by Emma Deterding in 2006, Norfolk and Chelsea-based **Kelling Designs** has made a name for itself in the private client residential field and the commercial sector, notably with the luxurious refurbishment of the Jockey Club Rooms in Newmarket. Deterding, who formerly worked in the sales and rental market, also redesigns London and country homes for private clients – as well as their rental properties – in addition to working on their properties in Alps and further afield. She is described by *The Times* as a 'specialist in staging irresistible rentals', and her commercial clients include Knight Frank, Chestertons and Stutt & Parker. The interior designer says her reputation for not shying away from colour and pattern – evident in her stunning portfolio – sets her apart in the market. 'She's super-well connected and more than just a high-end interior decorator,' notes a pal, who also praises her property market business savvy.

MARTIN KAUFMANN



### 16 William Woodhams You can bet on it

If 5 Hertford Street were reincarnated as a sports bar, it would come back as **Fitzdares Club**. But this newly opened Mayfair bolthole has a history all of its own. The private members' club is a physical manifestation of the bookmaker of the same name, which has been 'taking the world's largest sporting wagers' since 1882. These days it has an app (and a good one at that), but after several 'pop-ups' the new, permanent club represents a decision by CEO William Woodhams to zig as the rest of the world zags. 'While most bookies are closing their doors or just going online, we believe that the future of bookmaking is not algorithms or bombarding customers with mass advertising,' he says. 'It is the connection between the bookmaker and the sports fan that really counts.' With comfortable surroundings, 4K streams of the biggest events, an excellent menu (try the beef Wellington) and an extensive wine cellar amassed by former bar director at Sketch, Dom Jacobs, there could scarcely be a better place for that connection to be made.

### 17 HRH The Prince of Wales Warrants approval

'Is it the same coat?' asked someone on Twitter recently. They were referring to two photos of the Prince of Wales. One looked very recent, while the other must have been taken in the late Seventies or early Eighties. In both, however, he appears to be wearing an identical overcoat: a double-breasted affair, which looks as smart today as it did then. Can it be?

'I'm a huge admirer of that coat,' says Aleksandar Cvetkovic, menswear writer and keen observer of Charles's wardrobe. 'It's a stunner. Tailored by **Anderson & Sheppard** (HRH's tailor of choice) about 40 years ago. He still wears it today.' This 'proper tweed polo coat' is 'exactly what Savile Row is all about,' adds Cvetkovic. 'Proof of the mantra, "Buy less, but better!"' With warrants granted to **Gieves & Hawkes** and **Ede & Ravenscroft**, among others, the Prince is a great supporter of the capital's tailors, and obviously it's a very ecologically friendly approach as well.

### 18 Andrew Stemberge Man about town

Cliveden is an extraordinary place. The estate has been home to a Prince of Wales, two Dukes and an Earl. The Italianate mansion that sits there now was home to Nancy Astor and the Cliveden Set of the 1920s and 1930s. In the 1960s it was the scene of key encounters in the Profumo affair. Staying in the house (which is now a hotel), having dinner in the long dining room or lounging around the pool where John Profumo clapped eyes on Christine Keeler seems... forbidden. And all the more fun because of it.

So when the man behind the group that runs the hotel at Cliveden House announced a new establishment in Mayfair, it caught our attention. Andrew Stemberge is the executive director of **Iconic Luxury Hotels**, which has a small portfolio that includes Chewton Glen, the Lygon Arms and 11 Cadogan Gardens. Add to that list the Mayfair Townhouse, which opens this autumn. Something tells you it'll be the sort of place where you could have rather a lot of fun...



### 20 Tom March Capitalising on luxury

Tom March, formerly a partner at wealth management firm Smith & Williamson, is one third of the team behind **Redrice Ventures**, a seed stage investor focusing on the luxury sector. Along with partners Robert Senior and Jonathan Heilbron, former CEOs of Saatchi & Saatchi and Thomas Pink respectively, this is a venture capital firm with a purpose. The underlying idea is that consumers are now 'buying into' rather than 'buying from', and one of the criteria for becoming a Redrice start-up is that 'you are driven by a cause beyond the numbers'.

March has boosted such brands as Castore, a fully digital sportswear brand endorsed by Andy Murray, and War Paint, a make-up brand for men. At the heart of these brands is the new value system defining consumer culture, according to Redrice: 'More conscious, more mindful, more sophisticated, better informed.'



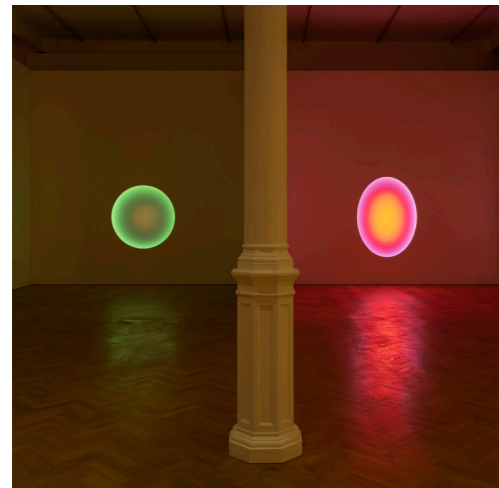
### 19 Jessica McCormack Mayfair's Kiwi diamond

Diamond jeweller **Jessica McCormack** champions centuries-old craftsmanship techniques, which are applied to modern and wearable designs inspired by everything from Maori carvings to Japanese fairy tales. The resulting aesthetic is beautifully distinct, full of personality and symbolism. Her pieces can be viewed through home visits and virtual appointments and at her Mayfair boutique, 'The Townhouse'. McCormack moved to London from her native New Zealand to take up an internship at Sotheby's. Shortly after she opened her Clerkenwell workshop in 2008, Rihanna became a customer. The rest is history.

## 21 Arne Glimcher Setting the pace

Having turned 60 this year, Arne Glimcher's **Pace Gallery** is showing no signs of slowing down, much like the man who founded it. Already boasting ten locations worldwide (including at the Royal Academy in London), Pace has announced plans for a new eight-storey, 75,000 square feet gallery in its home town, New York – a testament to its ability to push the envelope of Contemporary art with an oracle-like consistency.

Mega-dealer Glimcher, who famously sold Jasper Johns's *Three Flags* for \$1 million in 1980 to the Whitney Museum of American Art, is renowned for his taste and the important relationships he fosters with his artists, including David Hockney. From Rothko to Rauschenberg, a look back at Pace's exhibitions reads like a history of Contemporary art – as does its roster of artists, who include Picasso, Hepworth and de Kooning.



## 22 Claire Choisine Rock star

High jeweller **Boucheron's** latest presentation is an exquisite range entitled 'Contemplation', which demonstrates amply just why this Parisian maison is so well regarded. Creative director Claire Choisine, in post since 2011, has created 67 pieces dedicated to 'capturing the ephemeral so that it doesn't fade away'. They reflect 'the consistent feeling of detachment from the daily hustle and bustle' she feels while at her home in Portugal, or the 'flocks of flying birds' you encounter during contemplative moments. To lend one piece an ethereal touch, she obtained a substance called aerogel, which Nasa has used to capture stardust, to produce a moonstone-like effect.

Rare materials aside, this was also one of the most technically complex collections to complete but also draws on Boucheron's archives for inspiration. 'The jeweller's art is about stopping time in its tracks, making instants eternal when, by their very essence, they are not,' she has said.



## 23 Vanessa Jacobs Restorative justice

Don't lob those much-loved Louboutins in the bin just yet. CEO Vanessa Jacobs' expert team at **The Restory** can work wonders on pre-loved shoes and bags. They'll have them picked up by courier and whizzed off to their South London atelier, where they quarantine them for 48 hours before sending a quote for mending and refurbishing. Shoes tend to cost around £250 and bags £300, but more extensive overhauls can cost much more and take several weeks. They'll clean bag interiors and exteriors, re-edge, remake handles. And restore colour, smooth that deep scratch on a Kelly bag, or change a lining.

If inspiration hits and you want a new colour or design, bespoke initialling or a different strap, your wish is their command. Plus they'll buff brogues until you can see your face in them, cheer up Balenciaga trainers and restore Prada suede evening shoes so you can dance again. After restoration, items are returned in a dust bag, looking almost new: beaten-up favourites resurrected. So before coming to terms with sending your beloved items to shoe or handbag heaven, give them a call.



## 24 Mario Dedivanovic Contouring conjurer

No one knew who Mario Dedivanovic was when he became Kim Kardashian's make-up artist in 2008, but it's not an exaggeration to say that, together, the pair have changed the way the world thinks about beauty.

Dedivanovic is the man behind the 'soft glam' look that countless celebrities now sport: skin that seems airbrushed, sculpted cheekbones and dewy highlighter, and a 'matte' finish. **Makeup by Mario** is credited with inventing 'contouring' – the practice of using highlights and lowlights to emphasise bone structure – igniting a trend that has been going strong for a decade.

He has also worked with Jennifer Lopez, Ariana Grande, Demi Lovato, Mary J Blige, Katy Perry, Ciara, Kate Bosworth, Chrissy Teigen, Tyra Banks and Chanel Iman. Having begun as a make-up artist at the ground zero of internet beauty culture, Dedivanovic is now one of the most influential people working anywhere in showbusiness.



## 25 John Romain Fit for the fighter

Few places on earth share the ambience or allure of the **Aircraft Restoration Company**. The family-owned firm's workshops at the historic Duxford Airfield near Cambridge boast a global reputation for restoring vintage flying machines, with a particular expertise in rebuilding Spitfires. Company owner, pilot and engineer John Romain is regarded as the pre-eminent restorer of Supermarine's iconic Second World War fighter. For any pilot or potential Spitfire owner worth their salt, ARCo is the first port of call for advice and assistance to source an aircraft, whether for personal use or for investment purposes.

The company once took the wreckage of a pair of Mark 1 Spitfires which had crash-landed on a French beach in 1940 and rebuilt them to flying condition, with one reportedly being sold for a cool £3 million. The aircraft became film stars too, being flown by Romain and his team during the filming of Christopher Nolan's movie *Dunkirk*. Such skilled craftsmanship has meant Spitfires and other rare classic aircraft have gradually been gaining popularity for investors seeking new asset classes.

Romain's team can also train pilots to fly these historic machines, using the same pathway followed by the fighter pilots of yore, taking in

the Tiger Moth biplane basic trainer, via the radial-engined Harvard and – if you're skilled enough – eventually onwards to the aircraft that won the Battle of Britain.

As a pilot, Romain is highly experienced, with dozens of aircraft types in his logbook, including more than 1,000 hours in Spitfires alone. His company also undertakes maintenance on privately owned aircraft, as well as looking after those operated by the RAF's Battle of Britain Memorial Flight, including the famed Lancaster bomber, one of only two still flying anywhere in the world.

Most recently Romain's personal Spitfire, a stunning blue machine that was used as for wartime photographic reconnaissance, has been a regular sight around the UK. Flown overhead hospitals as a tribute to the NHS during the coronavirus pandemic, the response to the flights has uplifted members of the public, who view the Spitfire as a symbol of hope – just as they did back in the 1940s.

Romain has turned this into a fundraising drive for NHS charities, with donors asked to nominate a name to be inscribed on the aircraft's skin in tribute or as a thank you to those who have died, loved ones or simply a friend or kind neighbour.