

26 Mark Weston Dunhill's music maker

Formerly under Christopher Bailey at Burberry, Mark Weston joined **Alfred Dunhill** in 2017 as creative director and has been credited with breathing new life into the brand after a run of successes that was crowned with his autumn-winter 2020 collection, shown in Paris in January. Fashion critics hailed the collection, which celebrates the firm's automotive heritage, passion for tailoring and excellence in leather goods, as a highlight of the season and a welcome return to form for the 127-year-old icon.

Weston was brought in by the CEO of the Richemont-owned firm, Andrew Maag, also late of Burberry and the man who recruited Weston there, too. Apparently the two have a 'hive mind', according to industry watchers – part of the reason that great things are happening at North Audley Street. Once a sleeping giant of British luxury, Dunhill has woken up.



27 Mark Cavendish The dream catcher

'We don't just build yachts,' declares Dutch firm **Heesen Yachts**. 'We turn dreams into reality.' If that's what you want, Mark Cavendish, its sales and marketing director, is the man to talk to. Founded in 1978, Heesen has brought 170 'dreams' to life and in so doing earned an unrivalled reputation in the business for aluminium construction and innovative propulsion systems, giving clients faster and more efficient ships with longer ranges. In 2021 it is due to deliver 'Project Cosmos', at 80 metres the longest motoryacht ever built in the Netherlands. The astonishingly beautiful yacht (exterior by London-based Winch Design) will also be capable of 30 knots, making her the fastest aluminium yacht the yard has built. Also coming next year is the fast displacement 50m yacht 'Project Altea', which promises 'unparalleled fuel efficiency throughout the full spectrum of speed'.

28 David Franks King of trainer bling

Former e-commerce guru and self-confessed 'sneakerhead' David Franks turned his tech talents to trainers when he founded **Kick Game** in 2013 with his brother Robert. Posting a 48 per cent revenue increase last year, it now sells trainers to a clientele that includes Saudi and Qatari royalty. Its store has a 'variety of high-value stock', Franks tells *Spear's*. That includes a £12,000 pair of Air Jordan 1 x Dior sneakers and a Louis Vuitton leather bag worth £10,000. 'They command such a premium because of the luxury brand collaborations, and ultimately the scarcity of the items.'

29 Raf Simons Prada's northern soul

Raf Simons – formerly of Jil Sander, Christian Dior and Calvin Klein – took on the co-creative directorship at **Prada** in April. His first collection designed in collaboration with Miuccia Prada, in September, was met with great acclaim. The Belgian designer began his career in furniture before launching his own menswear label in the mid-Nineties. His latest work is characterised by a certain Flemish cool, which contrasts with Prada's Italian warmth. At the time of his appointment she noted that the new partnership was 'born from a deep reciprocal respect and an open conversation'.

30 Bruce Jones The real Captain Nemo

Submarine-maker Bruce Jones has more than 33 years' experience in the underwater transport world, where he first started as a consultant in the tourism industry. Back then submarines could take up to 48 passengers and dive to around 50 metres. He co-founded his own submarine firm in 1993 before going into business with Patrick Leary, a professional deep-sea explorer, setting up Florida-based **Triton** in 2007. 'We really went from one model to where we are now – 12 models of deep submersibles and six models of tourist submarines,' recalls Jones, Triton's CEO.

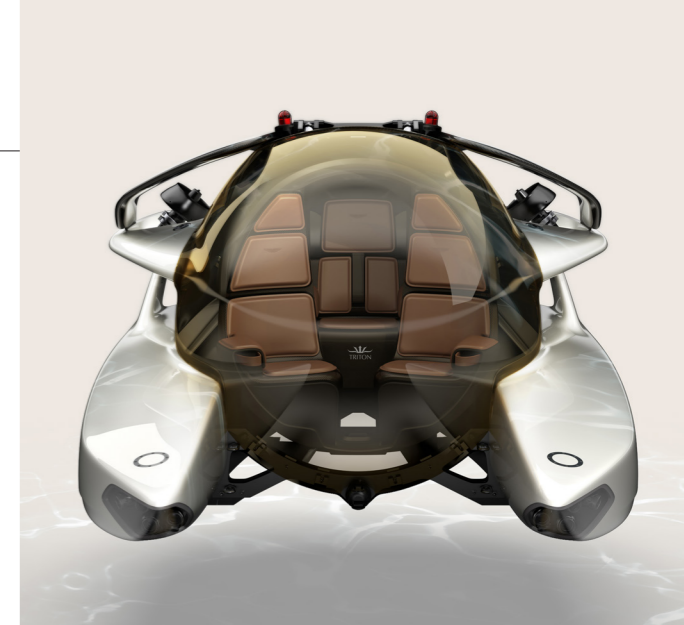
One model stands out. The company describes Triton 36,000/2, which can dive more than a kilometre, as 'possibly the most impressive tool for human exploration and scientific endeavour since Apollo 11'. It was aboard one of these that Prince Albert II of Monaco became 'the deepest diving head of state' when he took a dive in the Mediterranean in 2019.

Triton entered the luxury market in 2007, says Jones, when mining billionaire Chris Colne became a customer. 'He was a terrific fellow,'

recalls Jones. 'He was buying a new yacht from Trinity and thought, "Well, if I'm going to spend \$30 million on a yacht, I probably will have a submarine to have some fun with."' Another customer is Bridgewater founder Ray Dalio, who owns two Tritons, one of which was used by Japanese broadcaster NHK to film the first ever recorded encounter with the giant squid, the largest invertebrate on earth, which is about the length of a bus.

A Triton buyer, says Jones, is a superyacht owner who can come from anywhere in the world, from the US to the Middle East and Russia. 'I'd say to [a new client] that we are so confident you're going to love your Triton that I'll give you the name of every single Triton buyer in our history,' he says.

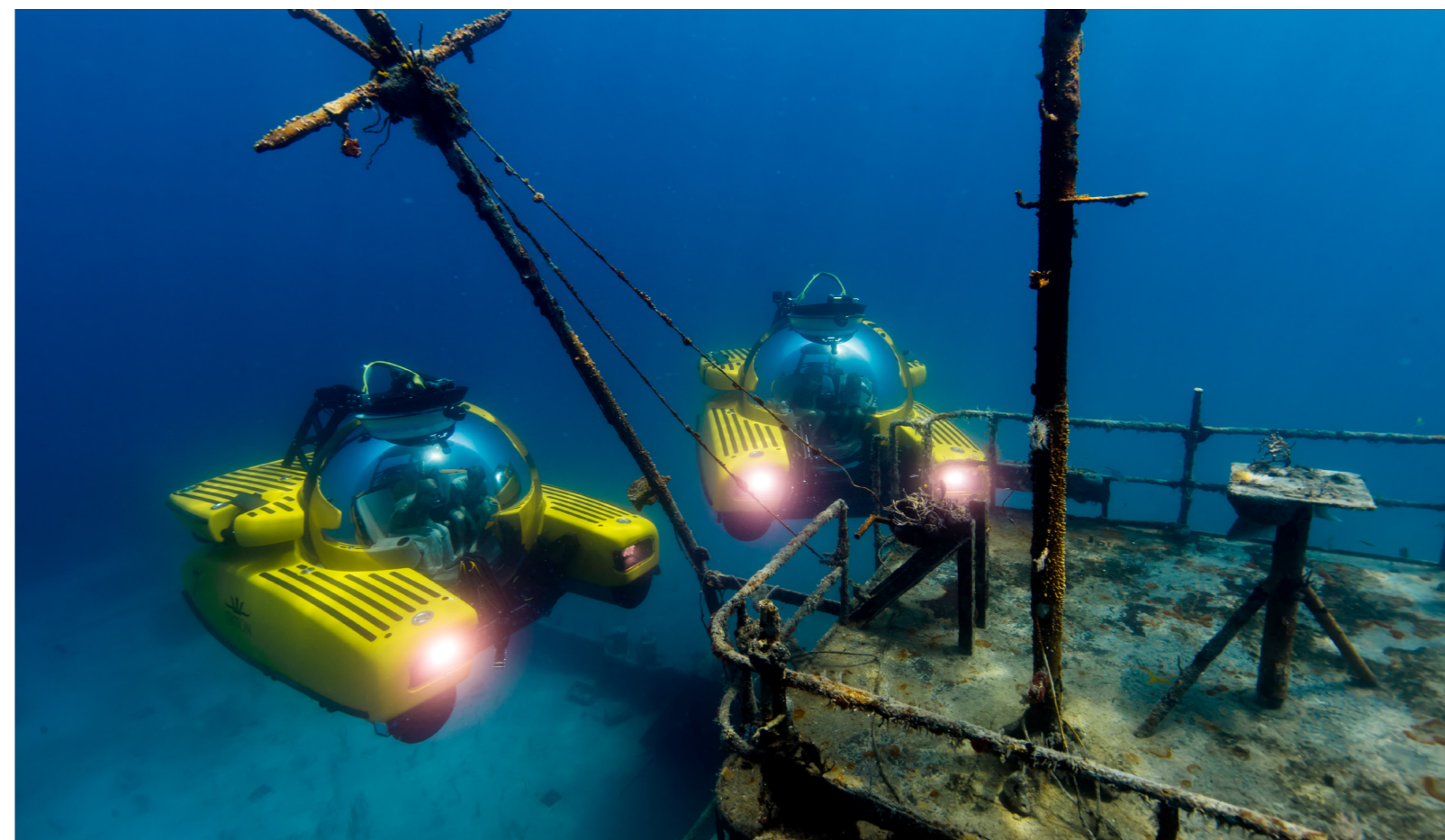
The 'epigenome' of the luxury submersible, for Jones, is the Project Neptune models which Triton created with Aston Martin through a 'creative collaboration'. 'There were some pretty significant limitations on the exterior look of the sub, but they really managed to make it sort of sexy,' he says of the \$4.4 million limited-edition



vehicles with shiny metal-oxide veneers and hand-stitched seats. Buyers can access the British carmaker's 'Q division', which offers 'the ultimate level of personalisation'.

Jones is looking forward to launching a 'deso-electric' submersible-yacht hybrid capable of diving to 300m. 'If you build a big one of those, you can even carry a deep-diving submarine on board. Even if you're underwater, you can crawl into your 10,000-foot capable acrylic submarine, leave the mother sub and dive. It's the stuff of science fiction.'

NICK VEROLA



31 Ben Dalrymple The hatter

With its wares being modelled by style maven Jack Guinness (described as 'the coolest man in Britain' by *GQ*, no less), **Lock & Co** – the world's oldest hat maker – has a spring in its step. Counting Oscar-winner Sir Mark Rylance among its customers, the family-owned hatter has been going strong for 344 years and remains in fine fettle. In no small measure that's down to managing director Ben Dalrymple, who joined four years ago from Bang & Olufsen and still considers himself a new boy. With past clients including Churchill (as well as Gary Oldman playing him in *Darkest Hour*), Oscar Wilde and Lord Nelson (he was wearing one of the firm's bicorns at Trafalgar), Dalrymple tells *Spear's*: 'We are extremely proud of our heritage, but we do not rest on it.' Hats off to him.



32 Anabela Chan Stones meet science

Having arrived in the world of jewellery via architecture, fashion and art, **Anabela Chan** has found her niche. Her eponymous business is a fine jewellery brand pioneering in the practice of laboratory-grown gemstones. Although some may always favour what they regard as 'the real thing', the fact is this sustainable practice is gaining ground, and with the likes of Chan pairing lab-grown stones with high-jewellery design, the trend only looks set to continue. If you needed further proof, Chan's stones have found their way onto the necks, wrists and fingers of the likes of Beyoncé, Rihanna, Lady Gaga, Anne Hathaway, Julia Roberts, Lupita Nyong'o and Taylor Swift. And, of course, the pieces are beautiful. Chan begins by hand-carving the designs in wax before casting in parts. Every stone is painstakingly selected for its brilliance and colour; then cut, faceted, polished and set by hand by skilled artisans.

33 Kristina Blahnik Best foot forward

Kristina Blahnik's childhood was wrapped up in the world of **Manolo Blahnik** – a brand immortalised by Carrie Bradshaw in *Sex and the City*. Kristina would spend her days watching her uncle, the founder and designer, sketch new collections and grew up wanting nothing more than to continue the family business. Now she's CEO, and Kristina is steering Manolo Blahnik in a new direction. 'I never had shoes to fill,' she has said. 'I came with my own shoes.'

Her uncle was always vehement about keeping the brand low-key; Kristina, however, understands the importance of the name and believes growth is possible without compromising its identity. So far she has grown the head office from six to more than 80 – and gone from one shop in London to outposts in Burlington Arcade, Harrods, Selfridges and Liberty. Manolo Blahnik is expanding – with Japan as a huge emerging market – but its soul is in safe hands.

34 Dustin Dryden Giving it a whirl

Throughout his career, South African-born aviation entrepreneur Dustin Dryden has been a disruptor. His latest tech business, **AVIAA**, was founded in 2016 and boasts a membership of more than 1,500 aircraft in Europe and the US. He's also the founder of Oxford-based **Volare Aviation**, which has a reputation for excellence in full refurbishments and new avionics on Hawker and Challenger jets, as well as executive helicopters.

Dryden's newest venture is My Heli, a helicopter charter service with ambitions to soon allow its users to book their next helicopter flight by app. Testament to his ability to drive new ventures forward at pace, the UK's Civil Aviation Authority issued My Heli with its air operator certificate in September, allowing its fleet of six stylishly refurbished Leonardo AW109s to begin charter operations throughout the UK and Europe.

35 Dr Mohammed Enayat The age reverser

Dr Mohammed Enayat is a pioneer in 'biohacking' – the practice of 'taking control of your biology' through nutrition, technology and therapies. Along with his sister Dr Shawana Vali, who oversees the aesthetic treatment, 'Dr E' co-founded Chelsea's **LMS Clinic**, an invitation-only wellness spa that claims to 'prevent and reverse ageing, both externally and internally'.

How do they do this? LMS Clinic conducts a screening process of 455 markers of health and creates bespoke strategies for correcting the areas that need it. It also offers personalised 'immune support programmes' as well as 'health wearable monitoring'.

Clients are given an 'Oura ring' which tracks the body and feeds back to a control centre at the first sign of infection. LMS also offers an array of therapies, which range from vitamin infusions to ground-breaking IV laser therapy.



37 Emma Willis Cutting class

In St James's, opposite Franco's, resides **Emma Willis**, bespoke shirtmaker and Jermyn Street mainstay since 1999. Willis, who is the first and only female bespoke shirtmaker with a storefront in the storied postcode, counts Daniel Craig and David Gandy among her discerning clients. Willis's process starts with measurements: collar, waist, chest, hips, front yokes, back yokes, sleeve, cuff, biceps, forearm and tail length. Discussions on style, fit and fabric ensue before a sample shirt is created. She then makes adjustments, and once she and her client are satisfied with the prototype, the rest of the order can be created at her factory in Gloucestershire, where a team of cutters and seamstresses make shirts from luxurious Swiss and West Indian sea island cottons. Willis has also launched various charitable initiatives, including manufacturing luxury cotton scrubs for NHS workers.

36 Georges Kern The man to watch

Back in April, the Swiss watchmaker **Breitling** launched a limited-edition diving watch with multi-coloured hour markers that made an unusual rainbow effect around a black dial. Though long planned, it came just as the rainbow was being adopted as a symbol of support for those at the front line of pandemic healthcare, and it proved a surprise hit. The 250 watches sold out in three hours, and Breitling's CEO Georges Kern moved fast: the next month a second version with a blue dial was launched, this time for charity. From a run of a thousand watches, Breitling raised \$500,000 for healthcare workers in the worst-affected countries. Cannily, it added an extra \$1,000 for the first 100 watches sold through its own website.

It's three years since Kern, who used to run rival brand IWC before being promoted to oversee the entire watchmaking division of its owner Richemont Group, walked out on that plum role and swept into Breitling's HQ carrying a very big broom. The company, founded in 1884 and known in particular for its pilots' watches, had just been sold by its family owners to private equity group CVC Capital Partners for around \$1 billion, and was seen as something of a sleeping giant sorely in need of new vision. Kern duly brought it, streamlining the collections, cutting out tired designs and creating handsome new models that capitalise on Breitling's history. A part-time movie producer with an impresario's fondness for the spotlight, he hired Brad Pitt and Charlize Theron as the faces of the brand and launched Apple-style summits in which he paces the stage himself, microphone attached, introducing the latest products.

In 2020, despite the summits moving online, Kern's project of turning Breitling into a luxury brand for the 21st century has really taken wing. Successful launches have included the redesign of the brand's popular Chronomat as a versatile sports-luxe timepiece on a terrific bullet-belt bracelet; the beautifully retro Top Time chronograph, which is the first new wristwatch to be launched with certificates of authenticity stored digitally in the blockchain – a potentially game-changing development that Kern says he intends to roll out to the entire Breitling catalogue; and the ultra-lightweight Endurance Pro sports watch, for which stylish coloured straps are made from salvaged nylon fishing nets.

Naturally, less than a month after launch, Kern was already working his magic: the Endurance Pro was on the wrist of 22-year-old Tadej Pogacar as he secured his surprise victory at the Tour de France.

38 Adrien Meyer Christie's privateer

Adrien Meyer is global head of private sales and co-chairman of the Impressionist and Modern department at **Christie's**. 'Auction houses are not necessarily well known for private sales,' he tells *Spear's* from New York. 'But it meets the needs of our clients in a very complementary way to the auction.' The arrival of Covid-19 has heralded a 'new era for the art market', especially in terms of digital adoption. 'The change of collector habits has accelerated within three months what should have otherwise taken three years,' says Meyer.



39 Jim Beveridge Gold blends

The aptly named Dr Jim Beveridge OBE knows a thing or two about drink. He joined Johnnie Walker as a 'flavour chemist' four decades ago and has spent his career at spirits giant **Diageo** honing his understanding of the art and science of whisky. Earlier this year he spearheaded the launch of 'Prima & Ultima', a limited-edition collection of rare single malts comprising such sought-after liquids as a 1979 cask of Port Ellen and a 1984 Caol Ila. There were only 238 of the eight-bottle sets available, which fetched £20,000 each. But he's rumoured to be working on more collections. Whisky aficionados will raise a glass to that.

40 Joanne Evans Skin in the game

London's best-kept skin secret is hidden behind a door in a residential street. 'It's so discreet,' enthuses Joanne Evans as she welcomes *Spear's* to the Holland Park flagship of **Skin-Matters**, the UK's first 'skin health house'.

It feels like an exclusive, members-only club frequented by the beauty cognoscenti. When Evans, a medical aesthetician, launched it nine months before the pandemic struck, it quickly made its way on to speed dial for celebrities. Hollywood actress Naomi Watts enjoyed her visit so much that she announced she would take Evans back to the US with her.

Not only a skin specialist and facialist, Evans is also the queen of laser, has 30 years' experience and boasts an alphabet soup of qualifications. For sun damage, scarring or stretch marks, she's deft at collagen stimulation therapy. For rejuvenation and banishing wrinkles, she offers micro-needling. Rosacea is treated with pulses of light and laser.

There's something instantly healing about crossing the threshold into her world, with its fern-green walls, armfuls of fresh hydrangeas and upcycled refectory table. She's dimmed the pendant lamps; the music is meditatively chilled. Even the niche beauty products – for which she's scoured the world and which she displays in a barrister's vintage bookcase – speak of calm. 'This is Esse's probiotic, plant-based moisturiser, perfect for soothing lockdown-stressed skin,' she explains. 'This is Nue Co's "Mood" with Ashwagandha [Indian ginseng] root, great for cortisol management and relaxation.'

Evans leads me downstairs past the 20-foot curved Chesterfield sofa where clients can have their IV infusions. Then into the Germolene-coloured treatment room with its homely reclaimed brass towel rail, massage couch with duvet and ozone-filtered air. 'My facials,' she says from behind her mask and eye shields, 'are bespoke and highly personalised.'

She gives me a deep steam cleanse, extraction, exfoliation, vitamin infusion using ultrasound, a gloopy mask plus galvanic, deep tissue facial massage, and shoulder massage followed by reflexology. She uses either organic products or cosmeceuticals and finishes my treatment with laser (good for thread veins). It's more than a facial: she offers a total skin health check. I leave glowing, with wrinkles softened.

Evans has also hand-picked a crack team of expert facialists, a naturopathic doctor, a cosmetic and face acupuncturist, massage therapists (specialising in lymphatic drainage and cellulite reduction), and an aesthetic doctor for Botox and vitamin injections. It's just as well, because for appointments with the woman herself there's a six-month waiting list.



41 Mark Harvey Fizz is England

Three years since the Kent winemaker **Chapel Down** launched its fizz in France, the firm is still on a roll. Despite the trials of Covid, the company announced 'a strong set' of half-year results in the summer, with revenues up 20 per cent. And with English winemakers hailing a bumper harvest this year, conditions are set fair for Chapel Down – widely regarded as a trailblazer in English viticulture and, of course, an official supplier to Number Ten – to blaze ahead into the 2020s.

Mark Harvey – a Frenchman selling English sparkling wine – is the firm's managing director and joined the company after 12 years at Moët Hennessy and LVMH before that. Harvey foresees 'significant export opportunity' for Chapel Down in the US, where the firm will 'scale up significantly' in the next five years. Let's hope they leave enough for us to drink here.

42 Mohamed Hadid New caviar king

Perhaps it tells you something about Palestinian-American property mogul and entrepreneur Mohamed Hadid – whose offspring include modelling royalty Bella and Gigi – that he describes himself as 'the second-most famous person from Nazareth'. The businessman, who also notes that he's the only person to have represented Jordan at the Winter Olympics, has turned to haute cuisine and this summer released a brand of caviar with the aim of 'revolutionising the world of fine food'. **Hadid Caviar** is produced exclusively from farmed sturgeon boasting roes of '100 per cent traceability', and comes in a portfolio of flavours includes Black (Imperial), Gold (Royal Oscietra), Black Diamond (Beluga) and Sultan's (Almas). The company says part of its mission is to support the Aids charity amfAR and research to end the Covid-19 pandemic.



43 Phoebe Saatchi Yates Chip off the old block

Charles Saatchi's 26-year-old daughter sent chins wagging around the art world when it was announced that she would be opening her own, massive 10,000 square feet gallery in Cork Street, Mayfair. Launched with her husband Arthur Yates and with her father on board as an adviser, the **Saatchi Yates Gallery** aims to promote emerging, 'unknown' artists at a time when the purpose of physical gallery spaces are coming under question. 'What we're trying to do with the gallery is start something that's hopeful and a new way of looking at things,' Phoebe Saatchi Yates has said. 'It's quite nice in a way to be doing something really positive after the strangest year we ever experienced.'

The new gallery has opened with an exhibition of Swiss artist Pascal Sender's work, and with Saatchi senior in the wings it's sure to be watched closely.

ANDREA ROSETTI



44 Andrew Winch Soul man

The Thomas Heatherwick of HNW design, Andrew Winch founded **Winch Design** in 1986. He is established as one of the world's top yacht designers and his business is flying high, having scooped a top prize for its recent 80-metre superyacht *Excellence* at the Monaco Yacht Show. The firm branched out into aviation 20 years ago and has also moved into architecture. A natural empathy and listening are at the core of Winch's approach: One client told him: 'You have read my soul.'

45 Simon Cotton Ready cashmere

Cashmere king **Johnstons of Elgin** has been making the finest Scottish cloth, knitwear and accessories for 220 years. Since 1797 the business has produced exquisite woven products from the finest of fibres. The first bale of Chinese cashmere to make it to these shores was imported by Johnstons of Elgin in 1851, where it made its way to the company's mill in Elgin in 1851. Today, the mill is the only remaining vertical mill in Scotland, using the gentlest manufacturing processes to take raw fibre through to the finished product and produce exquisite goods from luxurious scarves and throws to historic Estate tweed. It's a British success story that has long flown under the radar, having supplied many of the top fashion houses, including Hermès. But now Johnstons' own name is gaining renown – thanks to a beautiful range of cashmere products that bear its brand and the industriousness of CEO Simon Cotton.

46 Roman Goronok All the right notes

Only about 600 Stradivarius violins were ever made. **Roman Goronok** explains to *Spear's* over coffee in the covered courtyard of 5 Hertford Street. A third have been lost or destroyed, mainly by the ravages of plague and revolution. Another third are in private collections and 'will never be sold'. That leaves around 200 that might one day be available – if you're willing to part with millions in exchange for a wooden box and a few strands of catgut.

Both Goronok's parents were successful professional musicians, and in his youth he was on a similar trajectory. But in his early twenties he suffered a serious accident that forced him to re-order his priorities. He realised then that he would not become one of the very best musicians in the world. But he could become one of the very best at something else.

In 2000, he set up the business that he runs today. He describes himself as a 'relentless detective and matchmaker' who spends his time finding 'great masters' violins and quietly putting them in the careful hands of renowned musicians'. He works with professional players to establish the kind of instrument they're looking for – and then he uses his connections to find it. He describes his customers as 'kindred spirits' who understand both the importance of preserving these beautiful, historic objects, and their 'undeniable high-performing investment qualities'.

Fine and rare stringed instruments (or 'FRSI', in the argot) have numerous strengths as an alternative asset, Goronok explains. They can be insured for 110 per cent of their value; they are very difficult to sell on the black market (and therefore not especially attractive to would-be thieves or burglars); they can be authenticated with a high degree of confidence; and they 'never' lose value. This is because they are a 'finite resource', says Goronok. More violins are being made, of course, but 'it will take 300 years for us to know if they are really good'.

The most expensive ever sold is thought to be the Vieuxtemps Guarneri Violin, which is rumoured to have fetched \$16 million. It's a complicated field to enter, of course. So what should be the first step for a would-be investor? That part is straightforward, says Goronok: 'Come and see me.'



DAVID HARRISON

47 Max Foulkes Heir of cigars

Having grown up around the blue smoke of Cuban *puros*, it is no surprise that Max Foulkes – son of cigar-smoking Nick Foulkes, the *Spear's* columnist and chronicler *de luxe* – should be drawn to the cigar world. Now a Master of Cuban Cigars no less, Foulkes Jnr can be found at London's premier cigar emporium, **Davidoff**, where he advises customers old and new. He admits he's younger than many of those working in the industry and relishes the opportunity to spread the word to a younger crowd.

'It reassures me when a customer my age smokes a cigar I have suggested they try and they come back for more!' declares Foulkes. 'It's such an elegant hobby that is now being enjoyed by young rappers and skateboarders alike and I'm incredibly happy to be involved in the movement.' Of the St James's shop, his father notes: 'I brought Max here when he was about six weeks old and he liked it so much he came back to work here when he completed his formal education.'

48 Axel Dumas God of luxury

Axel Dumas, CEO of the Paris fashion colossus **Hermès**, is a sixth-generation member of the billionaire Hermès-Dumas family and nephew of Jean-Louis Dumas, chairman from 1978 to 2006.

A Harvard graduate and former BNP Paribas banker, he took over the reins in 2014 and he has steered the company through the challenges of Covid-19, keeping it in good health – analyst Luca Solca from Exane BNP Paribas described it as one of the most 'resilient' players in luxury goods.

The brand is eagerly preparing for a post-pandemic world and has recently opened a workshop in Auvergne to train the next generation of leather artisans. During the Spanish flu epidemic, Dumas's predecessors moved from making saddlery and harnesses to luggage in response to the switch to cars – and then eventually to fashion.

In the future, we hear the brand will focus more on ecologically conscious products.

49 Thierry Stern For the next generation

A year ago, **Patek Philippe** cemented its place at the top of Swiss watchmaking's tree when a unique watch it had made sold at auction for \$31 million, by a distance the highest ever price for a timepiece. In 2020, despite a brief Covid-induced closure of its factories, Patek marched on with the completion of a new manufacturing base in Geneva, whose ten floors and 2,000 square metres of space expand facilities not just for current production, but for anticipated growth over the next decade.

Notably, as lockdown fell, president Thierry Stern – the fourth of his family to run the 181-year-old company – authorised the brand's dealers to transact online for the first time. An important move, perhaps, but a symbolic one more than anything: waiting lists for the brand's most desirable watches are reported to be longer than ever. In other words, the watchmakers filling those gleaming new ateliers are going to be furiously busy for a long time to come.



50 Andrew Zabler A NoMad in London

Andrew Zabler is the storied hotelier behind the New York-based Sydell Group. He was responsible for opening the Ned in partnership with Ron Burkle and Soho House, and is making another contribution to London's unrivalled hospitality scene: this time, in partnership with Doha-based investment firm BTC to launch **NoMad London**. The NoMad hotel collection lures travellers of the highest calibre in the US, but London is its first international outpost. Opening in December, the NoMad London iteration occupies the former Bow Street Magistrates Court opposite the Royal Opera House, and will join Zabler's portfolio of what *National Geographic* has described as 'today's coolest hotels'. The 91-key building is designed in collaboration with the firm Roman and Williams, and will combine NoMad's trademark playfulness with the historical significance of the Grade-II listed structure.