

The magazine for People & Parties

capella

JG Events
Issue one spring/summer 2008





DAY

BIRGER *et* MIKKELSEN

WWW.DAY.DK



Stan Stalnaker

Stan Stalnaker is the Founder and Creative Director of the private social network Hub Culture. While at Time Inc. he worked on Fortune, Money, Business 2.0, cnmmoney.com as well as handling international marketing operations in Asia Pacific, EMEA and Latin America. He curated a web column in Asia Pacific for cnn.com and time.com and contributes to magazines in North America, the Middle East, Asia and Australia, and is a noted commentator on the social impact of globalisation.



Lanie Goodman

Lanie Goodman moved to the south of France in 1988 from New York City, where she had taught French Literature at Rutgers University and City University of New York. She is currently based in Nice and is a freelance arts and travel writer for a variety of US and UK publications including Condé Nast Traveller, Departures, Town & Country, Interior Design, The Wall Street Journal, The LA Times and The Guardian.



Phil Dickie

Phil Dickie is an award-winning Australian journalist/photographer, author and media consultant now living near Geneva. His thirty-year media career began editing student newspapers and freelancing for motorcycle magazines. Since then he's produced a bestselling book, The Road to Fitzgerald, which remains required reading on investigative journalism in Australian universities. He has also taught investigative journalism, investigated dubious property marketing practices for the State government, and established a reputation for environmental writing and consulting.



Katie Nicholl

Katie Nicholl edits the Mail on Sunday's Diary and before that worked as the Show Business Editor. She enjoys a close relationship with many of the stars and socialites, to such a degree that she has famously broken the news on their behalf. She is also a freelance broadcaster and regularly appears as a show business expert on Sky News, ITN and the BBC and is a regular contributor to CBS News in America where she commentates on the Royal Family.

Publisher
Paul Coleman
Sub Editor
Dawn Howard
Marketing & PR Director
Mette Kristine Oustrup
Market Research
Natasha Pugh
Art Director
Richard Maclean
JG Events -
Capella Magazine Coordinator
Kerry Bracken

Cover Photograph
Andrew Hayes-Watkins
Make up by Karina Moore
at www.karinamoore.com

Printed by
Fotolito Longo Ltd.

For advertisement sales,
please email info@luxarro.com

All rights reserved. No part of this may be reproduced or stored in a retrieval system or transmitted by any means, electronic, mechanical, photocopying, recording or other, without prior consent from the publishers. The content of this magazine is based upon the best knowledge and information available at the time of publication. No responsibility of any kind, for injury, death, loss, damage or delay, however caused, resulting from the use of this material can be accepted by the publishers or others associated with its reproduction. The opinions expressed by the contributors are their own and not necessarily those of JG Events or Luxarro Publishing.

If this magazine was sent to the wrong address or you would like the magazine to be sent to another address, please email: info@luxarro.com.

We would welcome any comments you may have on the magazine, or if you would like a friend to receive a copy, please email their details to: capella@luxarro.com.

capella is the magazine for
JG Events

JG Events Head Office
Kerry Bracken
PA to Jonathan Gray
6, rue d'Alger
06400 Cannes
France
Tel: +33 (0)4 97 06 06 07
Fax: +33 (0)4 93 38 29 73
kerry@jgevents.com
www.jgevents.com

JG Events offices can also be found in Paris & Barcelona

Published by
Luxarro Publishing
Cannes +33 (0) 679 680 559
London +44 (0)207 870 7818
Hong Kong +852 8175 5676
www.luxarro.com
info@luxarro.com



06 **social DIARY**

Party boy and top interior designer to the stars, Nicky Haslam on which of the world's most glamorous parties he'll be jetting off to next year and why they really cannot be missed.

08 to 15 **SHOW CASE**

Film Festival Fun - VIPs at the amfAR and Quintessentially France soirée. The Russian tycoon's wedding that called for truly spectacular proportions. And fireworks for royal jewellers at the iconic Hotel de Paris in Monaco.

18 **THE JEWEL IN THE PARTY CROWN**

Hosts with the most - Sir Elton John and David Furnish's famed White Tie & Tiara Ball. The pressure's certainly on when hosting a huge celebrity event to raise funds for an important cause.

20 **the COVER STORY**

Palatial properties, outrageous fashion and parties with a purpose. Katie Nicholl talks to Matthew Mellon - the man whose famous surname not only opens serious doors, but is also on every guest list worth its ink.

34 **BONNIE GOKSON**

Hong Kong's vivacious and renowned style icon reveals what makes a moment or event extra special. Plus her favourite parties - past, present and of course those still to come in 2008...

38 **LIFE beyond BROKING**

Phil Dickie talks to the discreet and Bentley-loving Philippe Ghanem on why this entrepreneur prefers his circle closed and select, and why by helping each other in this world we are really helping ourselves.

42 **el bulli's numero UNO**

Nothing is quite what it seems in the Costa Brava. From his Rice Krispie paella to a unique liquid parmesan. Lanie Goodman's hungry to find out why Ferran Adria's restaurant has a 15-year waiting list.

plus the longest catwalk: Fendi in China and trends for spring/ summer 08

SOCIAL DIARY NICKY HASLAM

Nicky Haslam is Britain's best-loved party boy. The ebullient society interior designer is religiously out every night of the week and will be spending 2008 jetting-off to glamorous parties around the world with royalty, heiresses and the cream of the show business crop. In between running his hugely successful business NH Designs where Nicky's global client list includes Earl Spencer and Sir Mick Jagger, the perpetual bon viveur manages to party like its forever 1999. Professional party girl **Katie Nicholl** sees if she can keep up.

Jan

"Last year I was in Mustique, but I made sure I was back in time for Andy and Patti Wong's Chinese New Year party which is always a great way to kick the year off. They entertain without borders and the party is always huge amounts of fun. It seems to get more spectacular every year. Last year it was at the Law Courts in London and it was freezing cold but it didn't dampen our spirits. It's often fancy dress and once I went in hot pants with fishnet stockings - I do hope you don't find the pictures!

Feb

I shall be jetting to LA on the 20th of February for the Oscars where I will drop in at my friends Diane Von Furstenberg and Barry Diller's picnic lunch. Last year I went with Paris Hilton and ended up having lunch with Brad Pitt. Everyone, and I mean everyone, is there. I'll be skipping the actual awards because they're boring and going to the Vanity Fair dinner which is lots more fun.

MAR

My invite to Andrew Lloyd Webber's birthday party in Majorca has literally landed on my doormat. The Lloyd

Webbers are dear friends and really know how to throw a party. I shall be flying in via private jet with my friend Maxine Adams, of the Matalan clothing empire and staying at La Residencia.

I'll also be looking forward to Charles Finch's birthday party back in London which is always around BAFTA time. This year it was at Annabel's and Anna Wintour was the guest of honour.

April

Will be a quieter month, but I'll be back in London waiting for the summer party season to heat up. Vanity Fair's Elizabeth Saltmen usually hosts a party in London, as does Tatler's editor Geordie Greig, so it will be a month of private parties with friends.

may

I've given up on the Derby and tend to head for Cannes and the film festival for a few days, in time for the Vanity Fair party at the Hotel du Cap in Antibes. I'll be staying with my dear friend Henry Channon. As usual, I'll be spending the bank holiday in France with the Right Honourable Janet de Botton at her villa in the South of France.

At the end of the month I'll be flying to Moscow with Prince and Princess Michael of Kent for the Moscow Art Fair where I'll be staying at the Park Hyatt. The Prince and Princess are loved over there and I shall be dining at the Turandot Restaurant which is one of the most beautiful establishments in the world.

June

Christie's and Sotheby's both host summer parties in London. Christie's is the nicer room of the two, but Sotheby's has more of an edge to its party. It's definitely the more glamorous.

I won't be doing Ascot as it's just not what it used to be, but I will be going to The Serpentine Summer Party in London's Hyde Park which is always a great event. I went with Tina Brown this year and Lady Annabel Goldsmith hosted a dinner afterwards, which I hope she does again next year. I shall also be attending the annual summer party at Sudeley Castle in Cheltenham.



July

I have been going to the Tatler's summer party at Home House in London year after year, so it would be rude to break with tradition. I went with my great chum Dominick Dunne last year and will be taking him again. I love him. I have also been invited to Prince Michael of Kent's birthday party at Kensington Palace as well as the Cartier International Polo where I shall be dancing all night. They have to invite me as I design the Cartier tent!

I also love to go to The Spectator magazine's party and the Conservative Party's summer ball in London.



Nicky Haslam and Patti Wong at the Wong Chinese New Year Party 2007. Photograph Getty Images

AUG

Mick Jagger, who is one of my clients, always has his birthday party in August and it's always somewhere fabulous. Last year it was in St Petersburg and the year before in Prague. I'm not sure where it will be next year, wherever Mick is I guess.

I always keep at least one day free for the Goodwood races. I love being a guest at Lord and Lady March's house. At the end of August I like to pop over to Venice for the film festival for a bit of culture!

Sept

I shan't be missing the annual GQ Man of the Year Awards at The Royal Opera House in London. I love getting to see all the people I dislike. I'm always fashionably late, but never as late as Naomi Campbell who kept us waiting for over an hour last year. She was so stunning everyone forgave her. I'll be dropping in to the Victoria and Albert Museum in London, for their annual autumn show and dinner, and the World of Interiors Party with Rupert Thomas and Alan Bennett at The Royal College of Art. On the 24th of September I'll be going to the House & Garden party to pick up some ideas.

OCT

I love the Frieze Art Fair which takes place every October in London's Regent's Park, but I will be spending most of the month planning a ball I'm giving on the 16th for Janet De Botton. As always I will be going to the Chickenshed Gala organised by Lady Jane Rayne at the Guildhall. Finally I shall be stopping in at the Tatler Little Black Book Party which is always full of young people, who help keep me feeling young.

NOV

I love taking my godchildren to the opening of the Somerset House ice rink and teaching them to skate and I shall also be going to as many carol services as possible. I love the run-up to Christmas in London. Lady Ella and Lord Freddie Windsor are having their annual Christmas party at Kensington Palace which I shall definitely be going to.

Dec

I usually escape London for Christmas itself. Last year I was in Mustique, this Christmas I shall either be in Hampshire or the South of France and next year I think I shall head to Barbados to stay with the Bamfords. "c

Marriage of Anna and Mikhail, 23rd & 24th June 2007

Event organised by Alexandra Botella. alexandra@jgevents.com Project Manager JG Events, Cannes. Photographs by Eric Zaragoza



Eclectic entertainment on the villa's panoramic terrace, with dancers and singers, hosted by the charismatic presenter of Russian TV was a fitting tribute to the couple's heritage



A coat of arms created from roses, a touching display filled with childhood treasures, the union of Russian business-tycoon Mikhail and well-known Russian actress Anna, was not only a beautiful tribute to their heritage but even more so to their powerful love for one another.

In a wedding filled with spectacle, romance and the pungent notes of lily-of-the-valley, Mikhail and Anna said their 'I do's.' The couple arrived in a white Rolls Royce, walked the red carpet under arches of greenery and roses, and were welcomed by applauding guests on the terrace. Dinner and entertainment followed, with performances by eclectic dancers and singers, all hosted by the charismatic master of ceremonies, the presenter of a popular Russian musical talent show. Even the bride and groom got in on the act, singing their own solos in a sort of dynamic 'dinner theatre.' After the newlyweds cut the wedding cake, the guests were surprised with a vibrant fireworks show over the Mediterranean Sea. The following day guests spent a relaxing day sipping cocktails on their own private beach. **e**



Venue

Situated in Beaulieu-sur-Mer, (which translates to 'beautiful place by the sea'), the Belle Epoque Villa Kérylos is one of the most majestic villas on the Cote d'Azur. Mikhail and Anna spent their wedding day in this lavishly decorated reconstruction of an ancient Greek dwelling, whose name Kérylos means Halcyon or Kingfisher which in Greek mythology was thought to be a bird of good omen. The beach party took place at Anjuna Beach in Eze.

Food

The five-course dinner was catered by the impeccable Lenôtre. It began with lobster salad drizzled with roasted pistachio oil, followed by lamb in a truffle emulsion, with a different wine to complement each course. Savours from the sea were accompanied by a selection of seasonal vegetables, pesto and wakamé. Refined cheeses and a beautiful tiered cake completed the menu. And for that something extra, the bride and groom brought their own caviar from Russia.

Guests

Besides family and friends from the couple's home country, Otpetye Moshenniki, a famous Russian boy band entertained the guests with their music during the after party on the Villa Kérylos' panoramic terrace. While earlier in the day, the wedding guests were free to enjoy a promenade around the beautiful gardens full of Provençal olive trees, vines, colourful oleanders and irises or just relax and bask in the late afternoon Mediterranean sun.

Run Down

Romance, the obvious theme of the wedding, called for elaborate proportions of flowers and on arrival the couple walked the red carpet under lavish arches of greenery and roses. Sammut Panizzi Flowers confirmed the use of three hundred lilies, five hundred hydrangeas, five hundred lily-of-the-valley, three hundred peonies and an astonishing three thousand roses! Seven hundred roses alone, were used to create the spectacular three-by-two metre coat of arms display.



showcase

Marriage of Anna and Mikhail, 23rd & 24th June 2007



Boucheron, 26th July 2007, Hôtel de Paris, Monaco Monte-Carlo

Event organised by Caroline Feste, caroline@jgevents.com Project Manager JG Events, Cannes. Photographs by Gérald Géronimi



One of the Monegasque royal family's preferred jewellers, Boucheron, held the launch of their latest collection at the exquisite Hotel de Paris, where an elegant cocktail party was combined with the official opening of their new Monaco boutique.

In an ideal setting for networking, guests were surrounded by the latest Boucheron jewellery creations. The venue was transformed into a theatrical space with warm and subtle lighting as well as striking floral decorations. Feminine elegance combined with mystery and the décor perfectly reflected the style of the jewellery collection itself.

A vocalist sung classics in flamboyant manner, while the highlight was a generous firework display in the port, executed by the French national pyrotechnic team as part of the renowned Monaco Monte Carlo International Firework Festival.

Warm and subtle lighting transformed the venue into a feminine and mysterious space - perfectly reflecting the collection itself



Venue

Held on the hotel's terrace, in gardens overlooking the bay, the hotel is situated next to the famous casino and its lavish décor lent itself perfectly to the image of this luxury brand. HSH Prince Albert can often be found eating in the hotel's most celebrated restaurant the Louis XV and the hotel hosts many VIP events throughout the year.

Food

A lavish selection of gastronomic canapés was served by immaculately-dressed waiters and waitresses. The hotel's own top chefs managed banquet stations each one with a different speciality from personalised cocktails to hot and tasty treats. Champagne, cocktails and fine wine flowed throughout the evening. This very sociable way of serving was chosen especially to allow guests to circulate freely.

Guests

Three hundred guests attended this invitation-only soirée, welcomed at the hotel's iconic entrance by elegant hostesses in black evening dress. Among the fortunate were VIP clients, the press, Monegasque dignitaries and prospective clients. A photo studio was set up in the Boucheron boutique and guests were invited for a photo call, each receiving their photo as a personal souvenir of the night.

Run Down

The evening started with a presentation of the Boucheron boutique followed by cocktails and canapés. The guests were entertained by a magician who wowed the crowd with his high-calibre close-up tricks. Music was provided by diva Barbara and slick DJ Dov, along with the firework display. And to round things off perfectly, every guest received a generous Boucheron gift bag.



showcase

The amfAR after-party & Quintessentially France Film Festival Party 23rd May 2007 Hotel du Cap-Eden-Roc

Event organised by Caroline Feste. caroline@jgevents.com Project Manager, JG Events, Cannes.



For the second consecutive year, the amfAR after-party and the annual Quintessentially France soirée combined to be the social highlight of the Cannes Film Festival.

Quintessentially, the world's leading private members' club and concierge service, was launched in France under the direction of Cannes-based entrepreneur, Jonathan Gray. The Quintessentially France soirée was combined with the after-party for the fourteenth annual Cinema Against AIDS gala dinner event for the American Federation for Aids Research. During the auction, stars helped the foundation raise a record-breaking \$7million to support amfAR's AIDS research and prevention programs.

Venue

Located on the stunning peninsular of the Cap d'Antibes, the Hotel du Cap-Eden-Roc has a reputation as one of the most exclusive hotels on the Riviera and is the hotel of choice for the VIP festival regulars. Its private location and direct sea access make it the ideal hideout for those wishing to escape the media frenzy that is Cannes and especially the Croisette. The hotel is famous for its discrete and highly competent staff.

Food

A fine selection of gourmet canapés was washed down with Dom Pérignon. Light and delicious treats proved the perfect snack for after the formal dinner. Salmon and mozzarella millefeuille drizzled with extra virgin oil, king-prawn brochettes served with crunchy vegetables, peppered artichoke with cured magret of duck, and marinated Asian-infused salmon and Sushi Maki with spring vegetables. These savoury delights were followed by red-berry Tiramisu, Guanaja chocolate tart and apricot and pistachio mousse tartlets.

Guests

Entry was of course strictly by invitation. International VIPs were represented from the world of film, fashion, music and business. Sharon Stone, Robin Williams, Boris Becker, Harvey Weinstein, Petra Nemcova, Lance Armstrong, Laetitia Casta, The Duchess of York, Wyclef Jean, Matt Damon, Claudia Schiffer, Dita Von Teese, Victoria Silvstedt, Michelle Rodriguez, Rosario Dawson, Scott Caan, Kenneth Cole, Julian Lennon, Andrea Casiraghi, Stravos Niarchos, David Bellion and Svetlana Metkina have all attended this event.



During the auction, stars helped the foundation raise a record-breaking \$7million for AIDS research & prevention programs. Burlesque performer Dita Von Teese was among the VIP guests at the hotel, many of whom revelled and danced until the early hours.

Run Down

Guests arrived in chauffeur-driven luxury and were invited to pose for a photo call in front of a wall of press. First-class fireworks were launched from the bay at midnight but there were no pumpkins in sight; only long-limbed beauties and outrageously handsome bachelors. Not content with one 'killer-cocktail-dress', sexy Swedish TV-host Victoria Silvstedt changed outfit several times throughout the evening, and the stars danced and enjoyed until the early hours of the morning.

For more information please contact info@capellamagazine.com





*Gastronomic restaurant Le Cap,
with head chef Didier Tassin. Michelin's D'Or
de France 2000*

Club Douglas, with its infinity swimming pool

*35 luxurious rooms and suites in a 17-acre estate at the tip
of Cap Ferrat, overlooking the Mediterranean*

*Five wine weekends organized with leading Châteaux
around our unique Châteaux d'Espagne collection, from
1851 to 2005*

Club Music Festival in June 2008 with two exceptional evenings

*Celebrate in one of our several different ambiances
for parties, birthdays, weddings ...*



*"A haven of beauty, elegance,
ultimate luxury and endless care ..."*



*11, bd du Général de Gaulle - Saint-Jean Cap-Ferrat - France
Tel. +33 (0)4 94 70 20 20 - Fax +33 (0)4 94 70 04 47
www.grand-hotel-cap-ferrat.com - www.suffrage.fr*



Our sister properties :



the jewel in the party crown

Mandela, bidding, diamonds and flirting - Olivia Falcon asks David Furnish what ingredients make up the perfect party?

Next year will be the 10th anniversary of the Elton John White Tie & Tiara Ball, how has the party grown since it started?

In terms of fundraising, its growth has been staggering. In our first year we were over the moon to raise £425,000. Nine years later, we netted a staggering £6 million. As far as size, number of guests and so on, we have let it grow very little as we want it to remain intimate and special and we want to make sure we can get around and greet everyone in person.

What's the secret for putting together a great table plan?

Most people buy complete tables, so they look after their own table placement. As a general rule, we always try to seat people grouped by 'tribes,' so they have something in common. It's too much work having to go to a social event and then spend the entire evening scrounging around for good conversation!

When it comes to entertaining what is your biggest extravagance?

Flowers, flowers, flowers. We use top London-based florist, Rob van Helden for all our parties. He is an absolute genius and works incredibly hard. We wouldn't dream of doing any event without him.

Which songs usually get everyone on the dance floor?

The old dance classics from the seventies never fail to get everyone jumping around. Chic, Donna Summer, that kind of stuff. It has to be the sort of dance music that people can sing along to.

How are the proceeds of the ball spent?

Although it's a very elaborate night, we are fortunate that all our costs are covered by sponsors like Chopard and Audi, so that every penny we raise from ticket sales or the auction can go to fund Elton John AIDS Foundation projects worldwide.

Normally we commit the majority of funding from each ball to either a country or a specific issue. In addition, we always have a pledge on the night, which is focused on raising funds for a single project. Last summer for example, we raised money for a Lesotho-based project called 'Riders for Health.' Lesotho, in South Africa, is a rocky mountainous country and a third of its population is HIV positive. Through this year's ball the Foundation can mobilise 60 health workers on motorcycles, which are able to cope with the terrain to provide invaluable care and support.

Have you both been to Lesotho to see the results? We are both planning to visit the project in 2008 before the next White Tie & Tiara Ball so we can report back. We think it is vital that we show our guests the results of their generosity.

All the balls have had truly exotic themes from 15th Century mogul India to Viva Las Vegas, any clues as to what can we expect next summer?

We keep our theme top secret until the printed invitations go out, for maximum impact and to keep things fresh and exciting for our guests.

Where do you look for inspiration for themes for the balls?

We have a very talented and creative event committee. We also keep our eyes and ears open and check-out other charity events too. Last year's Vegas theme was chosen because we felt that so many previous events had a consistently historical feel to them. We decided to liven things up and allow ourselves more freedom to do something modern.

What parties do you never miss each year?

We both love Oscar night in LA, as we also host a party for the Aids Foundation which really has »



become an essential part of that night's circuit. Everyone shows up from Prince to the Hilton sisters. Its lots of fun.

The auction section of the evening has become legendary for its competitive bidding, what's the most desperate measure a guest has taken to secure a lot?

One year Hugh Grant and Richard Caring were bidding head-to-head for a dinner with us. In the end, they decided to split the dinner and combine their bids for a staggering £750,000. We had to think long and hard about the menu!

What is the most unusual thing you have auctioned at the ball?

Probably the most expensive has to be the trip that one guest paid £800,000 for, to come to Africa with Elton and I to see first-hand the work the foundation does. Our supporters find it very gratifying to see exactly how the money is spent and what a wonderful difference it makes to people's lives. Having said that Tracey Emin's beautiful 'Star Trek Voyager' blanket also sold at last year's ball for an impressive £800,000.

What are your tips on how to dress to thrill? Be yourself and have fun. We really appreciate it when the gentlemen turn up in full white tie, it looks so elegant. And we'd never say 'no' to a lady in a tiara.

As the night usually kicks off with drinks in your garden at Woodside (Elton and David's Windsor home) what's the plan if the British summer weather lets you down? Every year we pray for sunshine, but our contingency plan is that we stock up on hundreds of large umbrellas and then very swiftly move everyone into the reception marquee if it rains.

Who is on your 'fantasy guest list' to invite to the party? Nelson Mandela, as he is such an amazingly inspiring man and neither of us have had the chance to meet him. We'd also love to invite Bill and Melinda Gates. They are unbelievably generous and their foundation does fantastic work around the world. We'd also like to invite Princes William

and Harry. They did such a great job with the Diana Memorial Concert and handled themselves superbly.

Chopard famously sponsors the party, how many pounds worth of diamonds do they loan out on the night and which guest has worn their most expensive piece?

There must be several million pounds worth of Chopard jewelry at the party every year, both loaned and owned by their clients. I think probably the most expensive piece ever worn was a huge fancy cut yellow diamond worn by Elton. I dread to think the value but I know that it was a 47 carat stone!

In your opinion who wears their tiara with most attitude?

Elizabeth Hurley wears a tiara beautifully; in fact she is the unofficial Queen of the White Tie & Tiara Ball.

Who is the best guest to flirt with?

We try to flirt with everyone.

How do you like to wear your diamonds?

We always wear our Chopard Elton John AIDS Foundation diamond watches.

Who is the person that everyone wants to sit next door to at dinner?

It seems that everyone would love to sit next to Elton - we really should think about cloning him!

What do you think is a big party no-no?

Name card swapping is a punishable offence. Having said that, if it makes the guests at a table feel more comfortable then we don't really mind.

Which guest is the best dancer?

That would have to be our friend Ivan Putrov. He's a principal dancer with the Royal Ballet.

Who is one of your favourite hosts?

Sue Mengers, she was the first 'super agent' in Hollywood in the seventies and represented everyone at that time from Barbra Streisand to Steve McQueen. Going to her house for lunch in Los Angeles is always an amazing experience because she puts together the most incredible mix of people and keeps the table roaring with laughter.

'IT SEEMS THAT EVERYONE WOULD LOVE TO SIT NEXT TO ELTON - WE REALLY SHOULD THINK ABOUT CLONING HIM!'

What's the most high-maintenance part of organising your parties?

I guess we are, we have incredibly high standards.

What's your poison?

Elton is teetotal and mine is Grey Goose vodka.

What's your hangover cure?

A full English breakfast.

Who writes the best Thank You notes?

Antiques dealer and man-about-town, Robin Hurlstone (he used to be married to Joan Collins), is one of the most elegant and eloquent scribes we know. Sadly, in this day of mobiles the thank-you note is a dying art, which is a shame.

What's the biggest compliment about the party you've ever been paid?

So many of the guests say, 'That was the best party I have ever been to in my life.' You can't really ask for better than that.

Have there ever been any complaints from your neighbours about the noise?

Thankfully we have nice neighbours who don't complain.

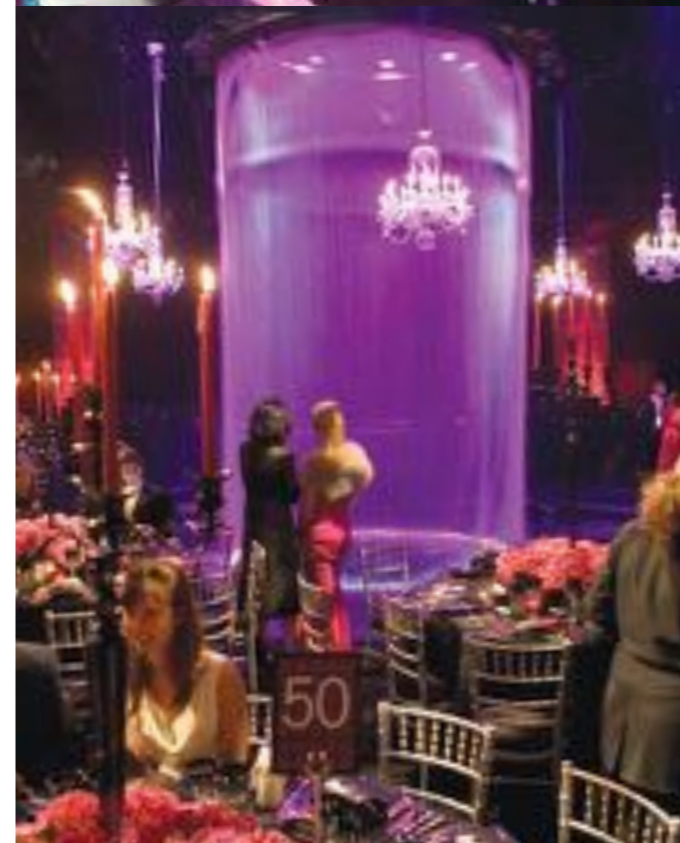
How does the night usually round off?

The sunrise usually looks after that. Many of our guests have been known to weave their way down our drive around 7am. ☘

For further information about the Elton John AIDS Foundation please go to www.EJAF.com. For more information on the White Tie & Tiara Ball please contact info@capellamagazine.com



Previous page: Imperial Russia. Under a vast marquee decorated with real gold to resemble the onion domes of traditional Russian churches, in 2003 a six-course banquet was served to 500 celebrity guests who partied in a Russian winter wonderland complete with ice rinks. This page: With Viva Las Vegas as its theme, this year's ball saw a pink stretch Cadillac, giant blow-ups and stage inflatables from the singer's gigs at Caesar's Palace, as well as a cast of Elvis look-alikes. The event was staged in a huge marquee featuring a thirty foot water circular curtain, with patterns falling in sequence to early Sinatra and Elvis' 'Viva Las Vegas'



**‘FABULOUS FAMILY HOME’
Clifton Gardens, W9**



A fabulous family home with the benefit of direct access to a 4 acre communal garden. The house, which extends to approximately 6,124 square feet, is arranged over lower ground, ground and four upper floors with self contained staff/guest accommodation in the lower ground floor. There is a lift, private patio garden, roof terrace and off street parking for two cars.

Entrance hall, drawing room, dining room, family room, library, 36' kitchen/breakfast room, master bedroom suite, 5 further bedrooms, 3 further bathrooms (2 ensuite), further large sitting room opening onto roof terrace overlooking gardens, further kitchen. Lower ground staff/guest accommodation with separate entrance, 3 bedrooms, ensuite bathroom, shower room, kitchen and separate access to the garden.

Price on Application Sole Agent Freehold



**‘BELGRAVIA ELEGANCE’
Eaton Terrace, SW1**



A bright and attractively presented, stucco fronted, family house now in need of some renovation. The house is constructed over ground, lower ground and four upper floors and benefits from a terrace.

Entrance hall, drawing room, dining room, family room, maid's room with ensuite bathroom, breakfast room, study area, kitchen, utility room, master bedroom with ensuite dressing room and ensuite bathroom, bedroom two and three share access to ensuite bathroom, two further bedrooms, two further bathrooms, guest cloakroom.

Price on Application Sole Agent Freehold

*Photography by
Andrew Hayes-Watkins*

LIFE'S A PARTY

*Make up by
Karina Moore*



Dyeing himself green for St Patrick's Day and having the right suit to arrive in a yellow Ferrari, **Katie Nicholl** talks with Matthew Mellon and finds out why the really big party will have to wait until 2009...

m

Matthew Mellon doesn't do things by half. The handsome heir to the multi-billion pound Mellon banking dynasty always orders two cranberry and sodas (he has been proudly sober for three years now) and always has two packets of Marlboro Lights in his pocket.

In the sitting room of his beautiful £4.5million townhouse in London's Eaton Place, there is not one but two sought-after Peter Beard paintings on either side of the grand dining room. The pop singer Enrique Inglesias once offered £1/2 million for one, but Matthew declined the offer. His father (who committed suicide when Matthew was 18) used to hunt with Peter Beard and the artist has enjoyed a close friendship with the fabled Mellon dynasty for years.

Besides, the paintings, one of a pair of cheetah cubs the other of giraffes in Kenya, might just end-up hanging on the walls of a property Matthew has his eye on in Eaton Square.

'I have been on something of a property spending spree,' he tells me, as he lights the first of what will be many cigarettes over the course of the next two hours.

That's putting it lightly. Matthew, together with his 23-year-old fiancée, Seattle-born model Noelle Reno has recently acquired himself the sort of transatlantic property portfolio it takes most people a lifetime to compile. 'I'm

looking at a flat in Eaton Square which has panoramic views and a beautiful south-facing position,' says Matthew who bought his ground-floor flat in Eaton Place last year. 'The sunlight comes in all day which is glorious, and it has history. It was built for the Earl of Munster, the illegitimate son of the King of England, who commissioned it in 1835. The apartments aren't cheap, one of them went for £30million, so I'll probably be the poorest chap in the building.'

You have to admire Matthew's self deprecation - and take it with a pinch of salt. In his beautifully tailored Saville Row suit the oil and banking scion exudes the sort of breeding that suggests he could afford the flat ten times over. It's something about the chiselled superhero jaw and boyish good looks that ooze a charm and charisma money can't buy. Matthew Mellon II is the 42-year-old heir to the £4billion Mellon family fortune and he sure knows how to spend it.

When Matthew turned 21, he inherited £25million and spent a large slice of the money on renting a ten-bedroom house in Pennsylvania where, as a student, he hosted legendary parties. His love of palatial properties - and parties - has continued into middle age. In November he purchased an \$8million, two-bedroom apartment at the St Regis Hotel in Manhattan on 55th and 5th Avenue. 'I love New York' says Matthew, whose famous family is peppered around Palm Beach, Boston, Pittsburgh and New York where the Mellon name is tantamount to minor Royalty. As the great great grand-nephew of Andrew W Mellon, head of the Mellon banking firm, a secretary to the Treasury and a philanthropist, the famous surname opens serious doors.

'Noelle and I were back in New York in October for Fashion Week and decided that we wanted to have a permanent base there. I fell in love with the St Regis,' he says. For the jet-setting couple, the apartment will be perfect. 'One of the best things about it is a 24-hour butler service and they can whip up a dinner party with just two hours' notice, quite important when you're doing a lot of entertaining,' notes Noelle, who has recently launched a cashmere clothing line called Degrees of Freedom with her husband-to-be.

'Matthew loves luxury. He has a fine palette and a demand for the very best of everything hence him buying a suite at the Regis and designing a clothing line made entirely of cashmere,' she explains. 'The idea of Degrees of Freedom is that it is beautifully tailored and effortlessly chic, but wearable. Matthew came up with the idea for our best-selling item, a \$1,200 cardigan made from a whole kilo of the finest cashmere in the world. Matthew's philosophy is about having the best, which is a great asset in a partner, both personally and professionally. He helps to push me to create the best in everything.'

It is certainly the case that Matthew has a taste for life's little luxuries. He used to have a helicopter until one of his closest friends died in a crash five years ago. Now his preferred mode of transportation is the beautifully maintained Phantom Rolls Royce which is parked outside the couple's Belgravia home. 'I love that car,' he admits. 'So much so, that I had mine >>



'THE APARTMENTS AREN'T CHEAP; ONE OF THEM WENT FOR £30MILLION, SO I'LL PROBABLY BE THE POOREST CHAP IN THE BUILDING'



'THE UNDERGROUND SWIMMING POOL WAS COVERED AND CONVERTED INTO A DISCO, COMPLETE WITH POLE DANCERS, THAT'S BEEN A VERY POPULAR PARTY TRICK, THEY EVEN HAD IT AT THE GORBACHEV GALA DINNER.'

and Noelle's initials as the number plate. It's true though I do love the good things in life.'

Indeed. Our interview is briefly interrupted so Matthew can take a call from Dolce & Gabbana's head office in Paris. 'They are trying to get me a suit I saw there,' he explains. 'I wasn't sure of it at first, but now I can't get it out of my head and I have to have it for the Fashion Rocks party Noelle and I are attending in London. We have a box and I want to wear something fabulous. The suit is outrageous. It costs £3,000 and I will only wear it once. After that it will hang in the closet,' says Matthew, who admits that while he has kicked his drink and drug demons he has failed to address his addiction to retail therapy. 'I love shopping. This suit is the sort of thing you can wear when you turn up to a fabulous party in a yellow Ferrari.'

Matthew certainly knows all about fabulous parties. He and Noelle are on the guest list of any party worth being at, in whichever city they happen to be visiting. 'There are certain parties we always love to go to and we like to dress for the occasion,' says Matthew who wore a hand-made red tuxedo to his friend Crown Prince Pavlos of Greece's 40th birthday party this summer. He loves the outfit so much he insists on wearing it for the duration of our interview. 'I had red devil horns for the party, and Noelle had angel wings and a halo.'

'It was a great party,' adds Noelle. 'Definitely one of the best of 2007. It was organised by Rena Sindy who really knows how to throw a party. There were people on stilts in the garden and the underground swimming pool was covered and converted into a disco, complete with pole dancers, that's been a very popular party trick, they even had it at the Gorbachev gala dinner.'

Unsurprisingly the couple's social calendar for 2008 is already full. In June they will be taking a table at the annual Gorbachev charity gala dinner and another at the prestigious White Tie and Tiara Ball for Sir Elton John's Aids foundation next summer. They are already planning their trip to LA for the Oscars where they will be granted access to Vanity Fair's post-Oscars party - one of the most prestigious events in the world.

'It will be my tenth Vanity Fair Party at the Oscars,' says Matthew. 'It's the hardest party anywhere in the world to get into. Graydon Carter (Editor of Vanity Fair) and Elizabeth Saltzman have to personally invite you or you don't make the list. It's like a movie premiere. Every Hollywood star is there and people fly in just to watch the arrivals. Ultimately it's a party about pure vanity. The party I actually enjoy more is Elton John's Oscars party because it's got purpose. Last year it raised \$7million for people in Africa with Aids.'

As seasoned party goers, Matthew and Noelle squeeze both events into Oscar night. 'It's a stroke of genius that the Vanity Fair Party is held at Morton's in Hollywood, and Elton's bash is one block down at the Design Centre,' says Noelle. 'It's hilarious, you see the likes of Dame Helen Mirren walking from one to the other in their ball gowns clutching their Oscars.'

Like every A-list star in Hollywood, the power couple will also be dropping into Barry Diller and Diane Von Fürstenberg's pre-Oscar's party the day before the Awards. 'We love Diane and Barry's lunch,' says Noelle. 'The beauty of the party is that everyone is there but it's just so relaxed. We're all sitting on rugs and eating off picnic tables.'

Later this month Matthew and his bride-to-be will be flying to New York where the Reno and Mellon families will spend Christmas Day - Noelle's birthday - together. Then they will head to Aspen for New Year before flying back to London for Andy and Patti Wong's annual Chinese New Year party. 'We always used to go with my great friend the late Isabella Blow, and it is always a great party,' says Matthew. 'Last year it was at Madame Tussaud's in London and the theme was old Hollywood glamour so we had loads of fun getting dressed up.'

'What makes it so fabulous is that they are the most amazing hosts,' adds Noelle who wore a full-skirted Julien McDonald ball gown to this year's party. 'They always think of something fun to do. The other year they served naked sushi as the appetiser.'

Dotted around the living room are framed photographs of Matthew and Noelle with the friends they love to party with. The supermodel Elizabeth Hurley, former »

'EVERY MARCH WE DO ST PATRICK'S DAY IN PALM BEACH AND I DYE MY ENTIRE BODY GREEN TO CELEBRATE'

US President Bill Clinton, and Sarah Duchess of York, (who attended a recent dinner at the Mellons' London home), are all perched on the mantle piece along with pictures of Matthew's five-year-old daughter Minty and his ex-wife Tamara Mellon, the millionaire founder of Jimmy Choo. Despite their high-profile divorce and Matthew being cleared of allegedly trying to hack into his estranged wife's computer, the couple remain close. 'Tamara often comes out partying with us,' says Matthew.

Partying, it seems is synonymous with the Mellon name. 'My family love to party. Every March we celebrate St Patrick's day in Palm Beach and I dye my entire body green to celebrate. We get out the green painted Corvette and if we haven't been arrested by the end of the day, we have a big old party and drink lots of Guinness,' Matthew adds.

The socialite and businessman is clearly proud of his heritage and has three books about the Mellon family in his living room. His brother Henry, a venture capitalist will fly over from Paris and join Matthew and his stepbrothers Christopher and Nicholas and their half-sister Andrea, for the party which is hosted by their mother Anne and Matthew's stepfather, lawyer Reeve Bright. Noelle will also be joining the family for the annual party next March. 'I will be going,' she promises. 'And I will dye myself green, even my hair, although I don't know if I will ever be this shade of blonde again!'

The biggest party for the pair, however, is yet to come. After proposing over the Eiffel Tower in a helicopter with a 7.5 carat diamond Cartier ring earlier this year, Matthew and Noelle are planning to marry in 2009. 'Neither of us is in a hurry,' says Matthew. 'We are too busy with Degrees of Freedom right now, and planning a big party to launch the label at Harvey Nichols in London. Besides, we have the rest of our lives to be married. We will probably tie-the-knot in two years' time and we are looking at having two weddings, with two huge parties.' How fitting for a couple who really don't do things by half. **■**

Katie Nicholl is the Diary editor of The Mail on Sunday

How to cook docomodake? October 19 to 28, 201 Mulberry Street, New York

New York's trendiest entered the world of Japanese popular culture recently, at an event called 'How to cook a Docomodake.' For the uninitiated, Docomodake is a corporate mascot character of a Japanese mobile phone company, symbolising family ties.

The phone company allows unused monthly time to be shared among family members, so to convey this idea of family sharing, DoCoMo designed a family of mushroom characters, as in Japanese 'dake' means both 'only' and 'mushroom.'

A total of 16 up-and-coming Japanese artists reinterpreted or 'cooked' these little mushrooms according to their respective media, which ranged from fashion to photography, from cartoons to jewellery.

Among those who took part was Kiyoshi Kuroda, an illustrator and art director known for his advertising and magazine work. The winner of Japan's Good Design Award in 2005, he is regularly involved in exhibitions both in Japan and overseas.

Representing the world of fashion was Theatre Products, whose philosophy is that clothes and their creation must be dramatic. Their striking designs have also attracted praise from the areas of art and architecture. As well as Kunihiko Morinaga who won the highest award in the avant-garde division of the new designer contest in New York in 2005. In the same year he showcased his designs at the Main Observatory of Tokyo Tower. He has an indirect approach and believes 'God is in the details.'

Artists at the event ranged media as diverse and unusual as paper-cutting. Risa Fukui uses this to show delicate expressions



and realistic representations, and her work has been used for a Reebok shoe promotion and stage costumes.

Also interpreting (or cooking) was the better known Imaitoonz, thanks to launching his career by animating for MTV Japan's Top of Japan program. He has been involved in ads and made music videos with his work shown at film festivals around the world.

Other artists who took part in this quirky fungi-family event include photographer Naoki Honjo, (currently shooting Tokyo's fast-changing cityscape from the sky) and Mikiko Minewaki - who produces jewellery from ordinary goods because she says 'good shapes are hidden in familiar articles.'

And two other women artists giving their input included Kyotaro,

originally a cartoonist, she has added painting, animation, comics, ads and music to her list of skills and she is due to hold a private exhibition in New York in 2008.

And also Akino Kondo who won herself the Grand Prix for her animation of a rhythmically dancing girl. Her delicately drawn women have attracted many fans both in Japan and around the world, and last month she held a private exhibition at the Taché-Lévy Gallery in Brussels.

The company says it has 'entrusted' these contemporary artists to take forward its message, and they may well be glad to have their names associated with such a craze, as the company is intending to make this an international brand with toys and accessories to follow. **■**



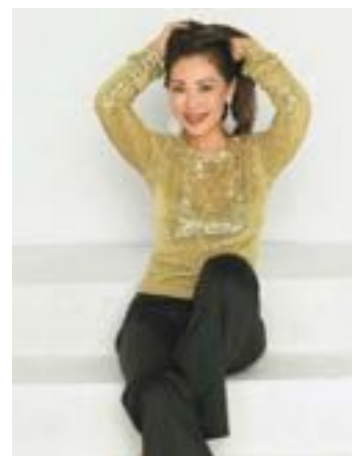
Japan's most quirky and unusual up-and-coming artists were given the chance to take forward the telephone company's message, using the fungi family as their inspiration.

For more information please contact info@capellamagazine.com

STYLE ICON

Bonnie Gokson

Entrepreneur David Tang once said, 'Bonnie Gokson is an icon of Hong Kong. She is elegance and luxury personified, with a touch of laughter and style thrown in. What more is there to say?' Here's why she is such a style icon...



My dress

Memorably those from Bob Mackie Couture, Chanel Haute Couture and most recently I've had many compliments (especially from men!) about the most exquisite Angel Sanchez gown.

My jewellery

I live in a city where since the late 80s and 90s the party and ball scene has been really happening. Today many would still be dribbling with jewellery, but I prefer a little less than years back. It plays an important role in our 'dressing up scene.' I love quality gemstones from diamonds to coloured gems.

My shoes

My evening-shoe wardrobe is quite

extensive. I adore the feminine lines of Christian Louboutin, Manolo Blahnik and Roger Vivier.

My inbox

From September to the New Year I receive heaps of invitations, anything from gallery openings and the season's latest luxury product, to charity ball functions. They have arrived with red roses and a huge red invitation, or etched in glass or even as a block of bricks!

My kind of parties

A carnival in a castle, with the hostess flying onto the scene in a hot-air balloon, to welcome guests who'd gone crazy trying to find outfits!

As well as my niece's fabulous three-day wedding in Venice when the wedding party took over the Cipriani Hotel. The dinner on the second night was inside a beautiful art museum and the last night was at the 17th century Palazzo Pisani Moretta. Each night there was a candle-lighting ceremony - we had 4,500 candles lit and chamber music.

My birthday

Two years ago, I had a three-day birthday party in Manila. On the first night we had a poolside dancing party at my friend's 60s-inspired home. The following night we had an orchestra and a diva act entertain guests at the Metropolitan Museum.

And the last evening was held at another friend's resort. We had 15 uniformed masseurs and pilates instructors to stretch and soothe everybody's tired limbs from flying-in from around the globe. Afterwards there was a 'chill-out' evening around the pool with fantastic food and entertainment.

My cocktail

When it comes to drinks I'm pretty classic in my taste. A nice dry gin, vodka martini or margarita would set the mood.

My music

Nothing beats the good old dancing music of Studio 54 days. It was fun and happening. I'm a jazz, bossa nova and R&B person and I love to be surrounded by music.

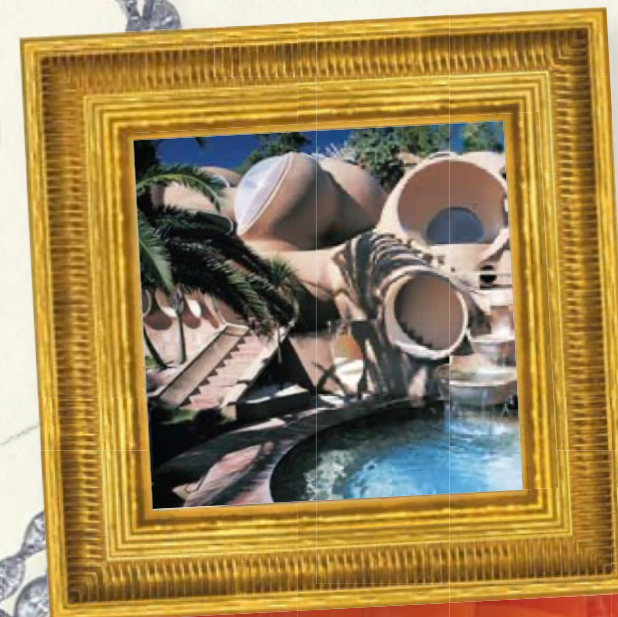
My venues

Pierre Cardin's whacky 'Bubble House' outside Cannes which is truly unique. I've also enjoyed great moments in Marrakech and at Château Lafite.

In 2008 I would like to...

Plan a party in Tanzania where we can be among the migration of (so many) animals. It's great to be out in nature, while having the best pampered service of an African safari with huge fires and skies full of stars. ■

'WE HAD 15 UNIFORMED MASSEURS AND PILATES INSTRUCTORS TO STRETCH AND SOOTHE EVERYBODY'S TIRED LIMBS FROM FLYING-IN FROM AROUND THE GLOBE.'





1892: sold for a boat trip



Paul Gauguin - Les Femmes de Mahi (1892) - oil on canvas - Paris: Musée d'Orsay - "Estimated value"

2006: € 40,000,000*



WAIT.



www.fp - Financial - GLOBAL STOCK MARKET TRADING TIMES

Time zone chronograph. Steel case, Girard-Perregaux mechanical movement with automatic winding. The first mechanical watch to display the opening hours of the world's major stock markets. This is achieved by fine-slots corresponding to the appropriate city. When the red pointer on the hour ring is opposite one of these periods, that particular stock market is open.

For any enquiries, please call +44 (0) 20 7629 2544

GP GIRARD-PERREGAUX WATCHES FOR THE FEW SINCE 1791

The next big thing's off the radar

From the world of dreams to that of things, what we need to what we desire, Stan Stalnaker takes a look at how we balance this with our increasing need for harmony

Luxury is a state of mind. Our psychological need to engage the world around us creates a demand for it, both as a means of comfort and serenity and as a measure of status against our peers. Traditionally, cost has been a signifier, with the idea that the more something costs, the more luxurious it must be. But for much of history it was also about comfort and security - luxuries signalled relative power, and one's ability to acquire them meant more basic needs had already been met. By this standard, anything can be luxurious - the luxury chocolate, the bespoke car, the golden paper clip, the pen worth a small fortune... all are luxuries that somehow go beyond what we need and touch what we truly desire - power and status against those around us.

As affluence and education become mainstream, our latest standards of luxury shift so what was desirable becomes standard, while what was unobtainable becomes desirable. Space tourism is a perfect example of this, having moved very recently from the world of dreams to the world of things, and in doing so pulling outer space into the grasp of an ever-growing vortex of 'luxe.' This constant migration means that luxury brands continually hunt for the next golden beacons to match the desires of an increasingly jaded sophisticate. To create desire in luxury takes imagination and skill - an ability to deliver the creation of things previously not obtainable. In so doing it is worth remembering that what was luxury is not what will be luxury. Sorry handbag.

Five key words are driving the idea of luxury and setting the tone for the next chapter in our collective

quest to fulfil desire. Democracy, green, secret, service, and harmony roll off easily.

The democratisation of luxury is here, but any connoisseur will tell you this automatically disqualifies an item as luxurious. It's a fair debate. Evian bottled water was a luxury eclipsed by Voss and Fiji, only to be surpassed by pristine tap water - the ultimate statement in smart water and valued not by price or rarity but by its contrariety to the habits of the mainstream.

In fashion, Zara and H&M have democratised 'the look' - an essential component of 'the price' in the context of high fashion, while defining a new form of luxury: a sense of disposable fashion now pervades. Mass affluence and the idea that everyone can have Vuitton means that form of luxury is now a fixture, as central to the idea of success and standing today as provenance and frugality were to Puritan Values a generation ago. Perhaps it has moved from luxury to commodity, because such things simply must be had.

No compromise. The new luxury is all about being green without sacrificing anything in style. From Stella McCartney to the Lexus Hybrid, everyone knows the old ways of consuming are now a tad gauche. But the larger conflict in luxury is justification. How do we justify the crocodile in our pocket, when there aren't any left in our waters? It's practically extinct, so is tuna fish the next luxury status symbol? Where are the natural, home-grown apples, or a non-genetically modified steak?

As the world becomes more and more manipulated, the old ideas of bling luxury are giving way to a new

view of eco-cool. There is now such a thing as 'hot beef,' and it comes from Niman Ranch, while our sustainable green ice-cream comes from Gundowring and we want our free-range chickens to die with a smile on their beaks.

If we told you more, we'd have to kill you, so let's just say that the next wave is all about invitation - the secret is out that the secret is in. If it's all happening off the radar and by invitation only, then the specially chosen consumer is a brand's hottest accessory. Who gets the BMW

of a sad cycle, this monetisation of our private life, but necessary in a rapidly accelerating world where the ultimate luxury is time and space.

Which leads us to harmony - finding that moment where time and space feel as free and easy as our breath. This is really at the core of luxury, and is in many ways unchanging. We need harmony to feel at ease, to rest, and luxuries are about helping us rest - whether in comfort or safety, or in the case of our minds, to rest in the knowledge that this trinket or that service has

'WHICH LEADS US TO HARMONY - FINDING THAT MOMENT WHERE TIME AND SPACE FEEL AS FREE AND EASY AS OUR BREATH. THIS IS REALLY AT THE CORE OF LUXURY, AND IS IN MANY WAYS UNCHANGING.'

Hydrogen 6 Series? How many get access to the UBS private lounge at Art Basel? The secret is the list - and the better your list, the stronger the luxury brand.

Service is always kept fresh because a key aspect of luxury is about finding new ways to get someone else to do something for you. From art advisors to private DJs, personal trainers to on-demand chefs, the fastest growing area of luxury is about service - finding who to do what needs to be done, right now. The next wave will see the truly rich outsourcing their private lives even more, so someone handles the mundane while they focus on earning more to pay for it. It's a bit

made us psychologically safer and unfettered by the rat race.

Harmony is the combination of easy time and space executed across our state of mind - it is the truest luxury because it transcends anything you can touch or own, yet defines how we feel. The search for harmony is the great quest of luxury, and its enemy is discord. It is why symmetry, beauty, design, quality and rarity are all hallmarks of luxury - they point the way to something higher and more elevated than our usual existence. This does not change, it is constant. This is why we always seek luxury, and why our standard of luxury continually evolves, with or without us. ■

one in a million



life beyond broking

Entrepreneur and broker Philippe Ghanem prefers his circle closed and select, he explains why to [Phil Dickie](#)

Philippe Ghanem is not a household name. But then, he never wants to be. At a youthful 27, there is very little he wants that he does not already have, except perhaps world peace and a solution to global warming. Fame and a constant billing in the celebrity media don't even enter into it.

'I don't get into the jet-set parties,' he says. 'I create my own circuit and it's a very closed one - family and old friends. I try not to mix work and friendship in those kinds of parties.'

That is no easy feat for someone who describes himself as 'one of these people who works day and night.' His phone rings discretely while we are speaking. An arrangement is made with courteous efficiency and no time wasted on small talk. Across the room, a large desk faces a battery of moving screens relaying movements in equity, currency and commodity markets.

It is a large room, more wood-panelled 18th century elegance, than Geneva hub to an investment and broking house, with a very jealously guarded list of high net-worth clients and institutions.

Philippe says he 'was initiated into business very early, when I was about 17,' and later, 'as the only big son' took control of the diverse family interests in real estate, investment and broking.

The figurehead business currently taking the majority of Philippe's time and energy is Dublin-based Squared Financial Services, founded a year ago to stay at the cutting edge of 'where technology meets finance.'

Asked about his passions beyond perfecting trading platforms, Philippe has a one word answer. 'Cars,' he says. His tastes are strictly contemporary, with pride of place in his impressive 21-car fleet going to his four Bentleys. 'I like things that are exclusive, that are not accessible to just anyone and that are very, very well finished,' he says, by way of explanation. He doesn't buy into the popular conception that the Bentley stable mate Rolls-Royce is the superior brand, although he does own one of them as well.

'Each car has a mood,' he explains. 'It's like love, you have to be in the mood. There is a car that you drive when you're relaxed, a car for when you feel you want to impress, a car where you can feel secure. My cars travel with me, they travel by plane. If I buy a car, I don't buy it to leave it in a parking lot. I can change cars twice a day.'

And of course there is his family, with a special mention going to his daughter, now two 'and very cute.'

'She is the love of my life. She is everything,' enthuses Philippe, putting a passion for Bentleys into perspective. 'It is a strange feeling to be loved that much and it is something you should try very hard to keep. It's very important to try to keep a family.'

Obviously, the questions continue. His daughter's name? His wife? 'When you build a family, you protect them,' he says. 'You don't expose them.' All said without any rancour, just the utmost politeness.

He does worry about world trends, nominating conflict and climate as particular concerns, and also talks of what he has learnt in his travels.

'We ask what God's present is, but my view is that God's present is life, giving you the possibility to make what you can of it,' he explains. 'I believe that each man - or country even - should help each other, by helping each other we are helping ourselves. This is why I have service at the centre of my business.'

'MY CARS TRAVEL WITH ME BY PLANE. IF I BUY A CAR, I DON'T BUY IT TO LEAVE IT IN A PARKING LOT. I CAN CHANGE CARS TWICE A DAY.'

And does he extend the helping hand outside his business? 'I can invest some of my liquidity into foundations that are helping with these concerns of the world,' he says.

Any foundations in particular seems to be the obvious question. 'What I invest, I invest discretely,' he continues, 'You are the only one who knows what good you do.' **■**

the trendsetter

the world's longest catwalk

Take one of the world's oldest symbols of division and isolation, 88 international models and two renowned designers and what do you get? The answer is the first fashion show using the Great Wall of China as its runway.

With the synergy of East and West, and traditional and modern, Fendi presented a special collection designed by Karl Lagerfeld (who has designed their women's ready-to-wear and fur collections since the 1960s), and Silvia Venturini Fendi, who is the granddaughter of the founders. Built in the 5th Century BC as a barrier against enemies, the Wall provided Mr Lagerfeld with the longest catwalk in the world. When asked how he was going to manage it he deadpanned, 'I have a lot of people working for me, like Mao.' Glamorous guest attending the event included Kate Bosworth, Thandie Newton and Julia Restoin-Roitfeld who partied into the early hours at an open-air dinner. **c**



Above left: Flamboyant designer Karl Lagerfeld, Bernard Arnault Chairman and CEO of LVMH, Silvia Venturini Fendi, with the Chairman and CEO of Fendi Michael Burke

THE MEAL OF A LIFETIME EL BULLI'S NUMERO UNO CHEF FERRAN ADRIA

He has invented dishes like white pine-cone mousse, Parmesan snow, and vanilla-scented whipped potatoes. His Kellogg's paella - Rice Krispies in seafood broth is now notorious. Nothing is quite what it seems.

By Lanie Goodman

Almost a decade ago, Ferran Adrià was deemed 'the best chef on the planet' by renowned French chef Joël Robuchon. Today, Adrià's trendsetting restaurant, El Bulli in the seaside town of Roses, on the Costa Brava, is going stronger than ever. Tables for the six-month season sell out in a day. When some 300,000 people attempt to book a table but only 8,000 make it in each year, it's not surprising the waiting list is anywhere from two to fifteen years.

Intense, engaging and articulate, this self-taught 45-year-old Catalan chef has taken his daring culinary artistry beyond simple experimentation with textures, temperatures and combining unusual tastes. He's also a magician, a scientist, and a philosopher. Yet, when Adrià was awarded three Michelin stars in 1997, it did little to change the course of his ever-evolving 'deconstructive' vision.

'All we were trying to do at that time was have a good restaurant,' says Adrià. 'I'm not even sure I know I had a personal style until others said I did,' he adds modestly.

In the kitchen, which he calls his laboratory, Adrià performs high-tech alchemy, aided by a staff of



35, for only 50 diners per evening. Solids become liquids and vice versa. Take for example his olive oil caramel, spun like silk on an electric screwdriver - the shimmering delicate coil looks like a jewel and tastes equally as exquisite.

One of Adrià's trademarks is making use of the best local ingredients, rather than importing pricey foie gras or lobster. Traditional Catalan dishes are reinvented with humour and fantasy, like a tomato lollipop with a burst of gazpacho inside, or a platter of deep-fried salmon skins, shaped into surreal Dali-esque sea creatures.

'I wasn't particularly interested in eating until I was about 20,' Adrià recounts.

Born in 1962 in a working-class neighbourhood in Barcelona, he says that his career began by accident. To pay for his holidays in Ibiza, he took a job as a dishwasher in a French restaurant in Barcelona and was introduced to the pleasure of cuisine.

When he arrived at El Bulli (then a reputed French restaurant) the 22-year-old Adrià worked in the kitchen as a line cook. Eighteen months later, he had become the head chef.

During a trip to Nice in 1986, Adrià met the wildly imaginative stellar chef Jacques Maximim at the Hotel Negresco. 'He told me 'All you have to do is not copy what everyone else does,' he confides.

Adrià has since had many imitators, but nothing compares to the El Bulli experience, more like a happening than a meal. The simple whitewashed restaurant is at the end of a 12-kilometer winding road, but guests also arrive by yacht. Set back on a remote seaside bluff, the restaurant terrace overlooks the scenic Cala Monjoi, but few pay much attention to the sea view, once the dishes start coming.

After the welcoming cocktails and nibbles (think a frozen whiskey sour with a tempura of rose petals), the four-hour 'tapas' meal of 20 to 30 gourmet dishes gets underway.

There is no particular order between the sweet and the savoury: what looks like a chocolate bar is really salty cheese, darkened with berries. Watch out for that glass of champagne - it's actually liquid parmesan. One of Adrià's most recent concepts was last summer's puffed 'airbag' tapas. Once the waiter announces the dish, you're meant to pop it into your mouth so that the surprising mix of multiple flavours explodes on your palette. A couple of hours later, desserts may appear - a mound of 'chocolate earth' made from hazelnut cake, or a banana wrapped in pequillo pepper - but don't assume the meal is over yet.

From November to March, when the restaurant closes for the season, Adrià and his staff return to Barcelona to perfect new recipes in their workshop 'El Taller.' To protect his creativity he says there's no need to divulge every secret ingredient. 'The most important thing,' declares Adrià 'is taste. Is it good, or not?' It's that simple. ■

For more information please contact info@capellamagazine.com



Left: the great man himself
Top: coconut eggs with mango
Centre: spring of virgin olive oil caramel
Right: minty-pea salad

eco-chic

Being green was once only associated with dreadlock-sporting, tree-hugging, hippy types and scoffed at by so-called 'sophisticated folk,' today being eco is the epitome of cool.

In the post-modern developed world, as concerns grow for the future of our increasingly fragile planet we are more concerned about the effects of industrialisation, modernisation and consumerism.

Being eco-chic is entering into a new collective morality where the quest for self-harmony is achieved by making small changes in the way you live. The Green Revolution is far from widespread, but for many, their efforts such as recycling, changing to a hybrid car, choosing organic or donating money to replant trees, contribute to a sense of internal wellbeing.

Many A-listers are joining the 'green' club; British socialite and actress Sienna Miller recently visited India as part of the Global Cool campaign to raise awareness of carbon emissions and their effects on climate change.

Brad Pitt and Leonardo DiCaprio fervent supporters of the organisation Global Green USA and are no doubt

at the top of the guest list for their annual party in San Francisco.

Journalist columnist, author and green activist George Monbiot describes in his latest literary work *Heat: How to Stop the Planet Burning* that a reduction of 90% in carbon emissions which is necessary to prevent irreversible climate change, is possible without a massive lowering of living standards.

So with this in mind, don't spoil the party, but do it in an innovative, surprising and of course green way. **e**



THEME & ENTERTAINMENT IDEAS:

- Zen / ecology / green / ethical consumerism
- Guest speaker: Guardian columnist George Monbiot about his new book *Heat: How to Stop the Planet Burning*
- Live debates on ecology and climate change
- Fashion show presenting fair-trade cotton clothing, clothing only made out of recycled paper
- Tree planting initiative
- Costume party with clothing made entirely from recycled materials
- Electric cars for guest transportation

FOOD & BEVERAGE IDEAS:

- All organic foods served on recycled and biodegradable plates and cutlery
- Table settings made from entirely organic materials, bamboo table settings
- Tasting of fair trade products: coffee/tea, chocolate, organic wine tasting (competitions - spot the difference)
- Edible packaging

VENUE & DECORATION IDEAS:

- A national park on an African Safari
- A picnic at the beach
- A fully sustainable village or city district (Copenhagen, Stockholm etc.)
- Floral displays only containing living plants, no flowers cut at the root
- All decoration made from recycled materials
- Art work made from household waste



privileged privacy

Although contemporary interior designs tend to favour open spaces, the desire for privacy still remains. So why is this? According to Interior Designer Wittawat Chulsukon of J&H Boiffils in Paris, 'It's a question of striking a balance in the complex relation between yourself and the people around you. The difference between 'being' and 'appearing.' Once you're seen, you have to behave well and follow the norms of society in order to please others.'

'Once in a while, you need a moment of tranquility for yourself, where you can forget social rules and do anything you want,' he explains. Open space allows you to communicate or exchange ideas with others, but it's something you don't need or crave all the time. Even if you're at the best social gathering, you sometimes need a small space to yourself. Put simply, privacy can make us feel more pampered and at ease.

'People require some breathing space for themselves even when they are in a public place. It is a kind of psychological relaxation,' explains Mr Chulsukon.

So how can we unite these ideas in our everyday lives? Forget folding panels or solid partitions as they are not the solution. Privileged Privacy concerns not only your private space but also considers the environments and emotions around you. It should

be cosy but lucid, in order to create a private and congenial place in public surroundings. A good solution is the use of cut-out and translucent materials, which subtly link the relationship between product and environment.

The concept is easy to see at the Nintendo Wii-Crib in Berlin. Design team Coordination transformed an empty apartment into a cosy loft interior. A twiggy curtain (made of hundreds of small felt elements) designed by Flip Sellin was used to create an area of Privileged Privacy with a stylish yet natural twist.

The space divider 'Sticks' designed by Hsu-li teo and Stefan Kaiser is another great example of creating your own special place, wherever you need it. They started with an idea to create a private area away from people, but one that could remain in touch with the surroundings. That way you can literally have the best of both worlds. ■



THEME & ENTERTAINMENT IDEAS:

- Intimate dinner for a marriage proposal, wedding anniversary or birthday
- All about complete privacy and finding sanctuary in the crazy modern world, going back to nature
- All about complete rest and relaxation and enjoying your favourite things in complete privacy
- Piano player, quartet playing your favourite songs
- Your favourite artist playing in your living room, a private orchestra and concert
- Private dance concert
- Private opera viewing

FOOD & BEVERAGE IDEAS:

- Very personal service
- Food cooked exactly how you like it, you invent the menu, your private restaurant with the things you like, supervise chefs telling them exactly how you want it

VENUE & DECORATION IDEAS:

- On an island in the middle of the ocean
- In your own home
- A wooden hut in the countryside
- A chalet in the snow-topped mountains
- A beach shack on a private beach
- In the desert
- In one of the capsules of the London Eye
- On a private yacht in Greenland
- A trip into outer space, an orbit of the earth
- A ski resort hired for the day
- In a museum privately hired for the evening
- A castle in the Dordogne or Scotland in winter

life is fantasy

Have you ever dreamt of living in a fantasy world? Well from here on in, it needn't be just a dream. Fantasy hits the high note for design trends especially when it comes to lighting, clubs and hotels.

'It works because it's inducing and amusing; fantasy draws people in. It plays with people's curiosity, especially within retail design. When people see something and wonder about it, they will want to find out, thus it achieves its purpose,' explains Elodie Bruyas, a Paris-based design architect.

'Clean and clear designs are beautiful, but sometimes they're too cold. Everybody likes to be amazed and fantasy functions by giving a keener reaction,' he adds.

An unidentified massive object will attract spectators and that's exactly what Ron Arad relied on at the Duomo Hotel in Rimini in Italy. The 'space-age' reception desk in the lobby is the focal point and a stainless steel ring generates huge visual impact.

In fact, shiny material is often employed not only to give reflection but also to create the extraordinary, as at the Marni Store in Tokyo. With its mirror polished stainless-steel and spotlights, the ceiling of the shoe area becomes the store's focal point and reflects a rotating display and surprising movement overhead to win your attention.

From Tokyo to Stuttgart, The

T-O 12 nightclub, offers a sleek and dark space with white furnishings and massive black-and-white murals. The black walls, ceilings and floors together with the huge mirrors and tiny spotlights produce an effect that is vertigo-inducing and fun.

As well as toying with optical effects, over-doing the scale or using eccentric form are used with great effect to get attention. Just so at Danfoss Universe in Nordborg in Denmark. The roof of this science and adventure park curves and swoops to meet the ground, while the irregular shape of the structures blurs the line between landscape and building. Their dynamic silhouettes, made up of concave surfaces and sharp corners, invite, no demand curiosity, proving that such effects never fail to fascinate. ■



THEME & ENTERTAINMENT IDEAS:

- Expect the unexpected, a surprise, a circus
- Alice in wonderland or Tim Burton films
- Perfect for birthdays, Halloween, St Valentine's etc
- Where nothing is quite as it seems
- Use look-a-like celebrities, a kiss from George Clooney, a hug from Angelina Jolie
- Stilt walkers
- Juggling midgets on unicycles!
- Naked dancers with painted-on clothes

FOOD & BEVERAGE IDEAS:

- Food just of one colour e.g. black, electric blue or yellow
- Deceptive food which looks like one thing but tastes like another eg it looks like a fried egg but is in fact lemon mousse with meringue, or peas which taste like chocolate, or foie gras flavoured macaroons
- Strange and interesting textures, the unexpected with every mouthful
- Like Roald Dahl's Charlie and the Chocolate Factory where everything is edible

VENUE & DECORATION IDEAS:

- In the desert - 'Burning Man' festival style
- In the countryside à la Glastonbury
- Somewhere in Tokyo in a capsule hotel
- In Pierre Cardin's Bubble House
- An old abandoned warehouse or factory still containing working machines
- Winter themed party in the middle of summer in a ice factory
- An ice-cube shaped glass structure on a beach, chilled to winter temperatures
- Glass tables filled with water and fish to eat from
- Pop Art, absinthe, florescent decorations



Cinéma Verité: A film festival in search of truth by Lanie Goodman

il senso del lusso
parma, june 5 - 8 2008

the Fair to express, interpret and explore luxury in all its facets

luxury therapy



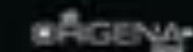
www.thesenseofluxury.com

www.lesenseduluxe.com

Second Life - Luxury Island - 128, 128, 0

treat yourself to pleasure, emotion, beauty. treat yourself to luxury.

an event by



sponsored by

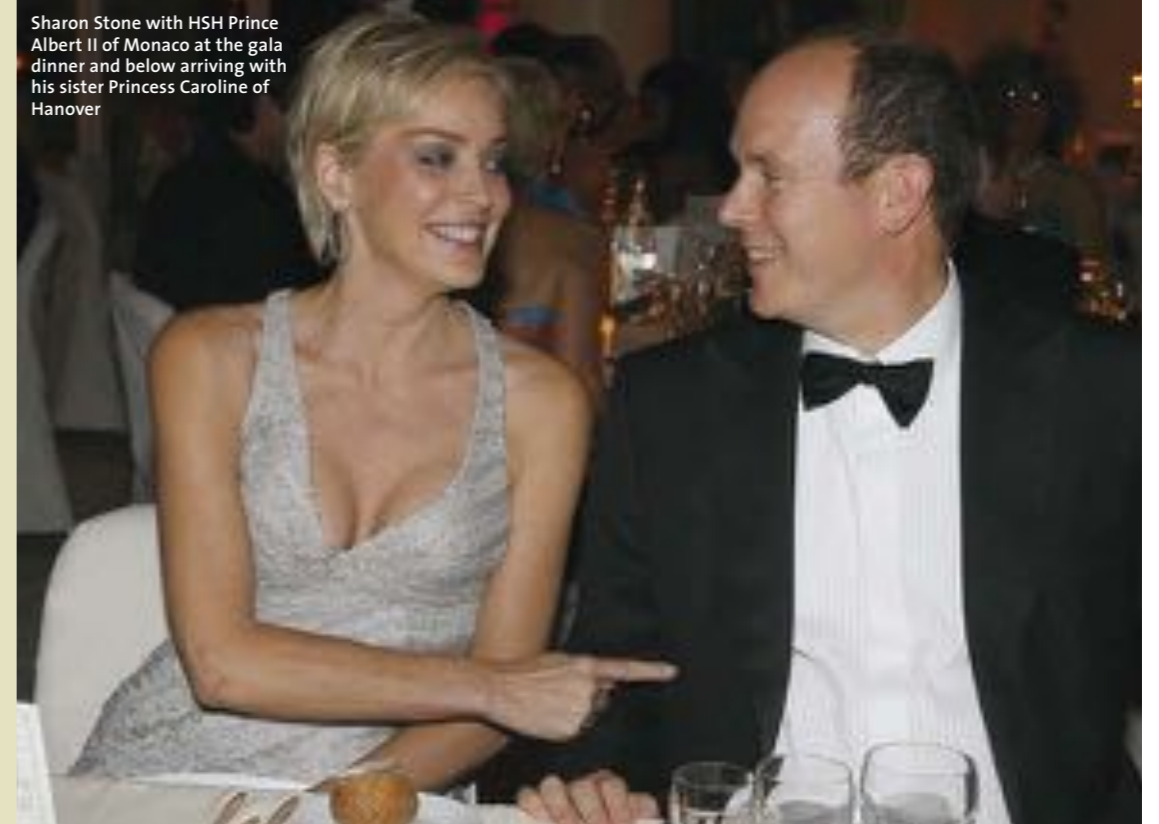
QUINTESSENTIALLY

When Sharon Stone arrived in Monaco last October for the first Cinéma Verité Festival, the glamorous actress came to promote the kind of films that Hollywood studios seldom make - disturbing, sometimes shocking documentaries that focus on global social issues. They may have been shot in an African village, a minefield in Bosnia, a children's hospital in Cambodia or in other places where the entertainment industry fears to tread.

Stone, elegantly dressed in a grey trouser suit, was unequivocal about her support for the need to create a festival that would provoke audiences to take action. 'This is an extraordinary concept - a cinema of truth, born of necessity,' she said. Urging her audience to become 'world citizens' the actress compared the power of acting together, to the unstoppable forces of nature - les forces majeures. 'We're bowed but not broken,' she added. 'The newspapers don't tell us the truth. But with Cinema Verité we've made the choice to give you the truth through these films.'

Held in Monaco and in Paris under the Honorary Presidency of Jody Williams, Nobel Peace Laureate, and Ambassador of the ICBL, the main focus of the five-day event was on landmines and cluster bombs, in commemoration of the tenth anniversary of the Mine Ban Treaty. More than just an opportunity for audiences to view films, the festival was expressly designed as a platform for discussions with directors, artists and leading public figures.

Joel Soler, founder of the Cinéma Verité Festival, is a documentary film maker who has explored topics like terrorism in Yemen and Syria to Saddam Hussein's entourage. 'It's often hard to finance films touching on sensitive issues,' he explained. 'After meeting with other film makers and friends in the industry, we decided to create the Cinéma Verité Festival to help produce and promote films about strong social concerns.'



Sharon Stone with HSH Prince Albert II of Monaco at the gala dinner and below arriving with his sister Princess Caroline of Hanover

The prestigious Honorary Committee already includes prominent figures including HM Queen Noor of Jordan, HRH the Duchess of Calabre, Lord Grenfell and Bianca Jagger. Among those who have already pledged their support, are HRH Princess Camilla of Bourbon Two Sicilies, Bianca Jagger, French actress Marianne Denicourt as well as film makers



Radu Mihaileanu and Nabil Ayouch.

The opening ceremony in Monaco featured clips and speeches of the invited guests. Jody Williams, who was celebrating the anniversary of her Nobel Prize, commented on how films also have the power to change public opinion.

'Even for us in the International Campaign to Ban Landmines, the question is always how do we engage the public? How do we touch them in such a way that they are changed for the better and want to participate in creating a better world. Cinema Verite has chosen to highlight the very important work of film makers who take-up serious issues that demand broad attention and cry out for action.'

The panel of invited guests included Lois Jenson, the inspiration for the film, North Country, and Carla del Ponte, the Chief Prosecutor for the International Criminal Tribunal in The Hague, whose courageous pursuit of ex-Yugoslavian war criminals was documented in Marcel Schüpbach's riveting film Carla's List.

Also present was Bosnian director, Danis Tanovic, best known for his film, No Man's Land, the drama about the horrors of the Bosnia-Herzegovina war and anti-personnel landmines, awarded the 2001 Oscar for Best Foreign Language film. Audiences also viewed excerpts of Turtles can Fly, directed by Bahman Ghobadi, a moving portrait of children who were handicapped by mine-explosion accidents during the war in Iraq.

The evening ended with a fundraising gala dinner, under the

patronage of HRH the Princess of Hanover, where Sharon Stone, the mistress of ceremonies presided over the auction. The money raised will go towards helping a film destined to show audiences the suffering of children landmine victims.

The festival continued in Paris, with a three-day international rendezvous that featured screenings and debates in the newly launched Cinema Verité Institute. This giant loft exhibition space, located in the heart of the Bastille neighbourhood, will be hosting an ongoing program of documentaries year-round.

Given its highly successful first run, the next edition of Cinema Verité, planned for October 2008, promises to shine even more brightly. The central theme will shift from landmines to water and the many environmental issues that surround it.

Indeed as Sharon Stone explained in her closing remarks, the most serious global dangers aren't only a question of military weapons or blatant warfare. 'Peace is not the absence of war,' she said. 'It's a choice.'

By fighting indifference with images, by showing what is and what could be, the Cinéma Verité Festival has chosen to make a difference. ■

For more information please contact info@capellamagazine.com

Charlotte Delebarre
Sales

The Dream Seller...

International Business graduate Charlotte left the Cote de Nacre (Normandy) for the Cote d'Azur six months ago after spending four years working for major events agencies in Paris. Charlotte strives to put stars in the eyes of our clients and says understanding their needs is of paramount importance. She perfected her English while in Australia on a voyage of study and discovery. A musician, she plays first flute in a regional orchestra.

Jonathan Gray
CEO, JG Connect

The Big Boss Man...

Jonathan is a young man with grand ideas and an incorrigible thirst for success. He started JG Events four years ago from a studio in Cannes. Since then, thanks to his hard work and ambition, he has seen it grow dramatically and go international. He rarely has a spare moment, but if he manages to separate himself from his Blackberry, he enjoys time with family, friends and yachting around the Med.

Barbara Gray
Account Manager

The Boss's Sister...

Barbara joined her younger brother after managing a luxury-brand outlet and working freelance in events. Her curiosity and love of communication have been vital in assuring JG Events' reputation and company culture. She loves spending time with family and close friends and travels extensively whenever she can. This brother-sister team adds to JG Events' personal feel, despite its size and scope and she is there to kick Jonathan into shape.

Caroline Feste
Project Manager

The Meticulous One...

Caroline is one of the original employees from the early days. At the end of her studies in Law at university in Aix-en-Provence, Caroline had an epiphany that a career in robes and white wig were not for her and decided to make a drastic career change and enter the exciting world of events instead. Caroline is passionate about horse-riding and water-sports and she excels in the organisation of VIP events.

Kerry Bracken
PA to Jonathan Gray

The oh-how-British One...

British Francophile Kerry was hired in June, only two weeks after she fled the North of England to start a new life in the sun. After working in arts marketing and graduating in Modern Languages & Business Management, at JG Events Kerry has found the perfect combination of business logic and artistic creativity. She enjoys living in Cannes and in summer can be found horizontal on the beach on her days off!

Alexandra Botella
Project Manager

The Creative One...

The second longstanding employee, Cannes-born Alex has been with us for almost four years. Her experience working on the largest sailing boat in the world as part of the entertainment team, and her studies in advertising, make her the most outgoing and bubbly team member. She loves the creative side of the events. In her spare time, she enjoys travelling and has been skiing every winter since she was five.

Devon DeRousseau
Project Assistant

The American One...

Californian girl Devon is the newest team member. After meeting at a VIP wedding of an Australian media tycoon, Devon was persuaded by Barbara Gray to turn down a job in IT in Toulouse and move to Cannes. After three years in France spent working and studying for a Masters in International Relations, she has perfected her French and hopes to learn other languages. She is a dance fanatic and practises yoga.

Arina Evtikhova
Russian Market Specialist

The Russian One...

Trilingual Slavic-languages expert Arina was recruited to liaise and develop JG Event's Russian client-base. She is no stranger to the Anglo-Saxon and Russian business worlds and is an excellent communicator and interpreter. She loves discovering new places, and moved to France from the USA to finish her university studies and never looked back. Our Russian girl makes the most of the Riviera's climate by swimming in the sea even in winter!

Claire Danede
Project Manager

The Technical One...

Claire has worked in events for seven years and for JG Events since 2006. She loves corporate situations and is completely at ease coordinating hundreds of people by radio mic and headset. Very rarely still, when she isn't on the go, she is organising dinners and parties with friends. A born organiser, Claire has an in-depth knowledge of all things technical, she may be blonde, but she can definitely change a light bulb!

Meet the JG EVENTS Cannes TEAM

Hair & Make-up by Diamond's Beauté, Cannes Photograph by David Brenot

the man behind the brand

diamontaire extraordinaire

Hidden behind an elegant cream-painted façade in London's Mayfair, is the headquarters of Laurence Graff, the international craftsman specialising in selecting, cutting and polishing diamonds. The man behind the Graff brand is no less extraordinary than the jewellery which has been his life's work. Impeccably dressed and known internationally to the rich and famous whom he counts as his friends, Graff was not born into the international jewellery business, but spent his early years in the impoverished streets of London's East End during wartime.

An early apprenticeship as a teenager to a jeweller in Hatton Garden led him to his present global brand. He started to be fascinated by these stones from the earth's core, studying them, trying to understand their purity and the way they had been cut.

The Graff empire started with just one ring, set with 33 very small diamonds to create the biggest flash he could. Thus he found himself in the diamond business.

Without realising it, he became a self-taught gemmologist who knew this was what he was born to do. But as a young man in his early twenties, he only met with resistance from the jewellery trade in Britain. Impatient to get ahead, he decided the way to do this was to travel, taking his designs out into a wider world of opportunity, first to Australia and then South East Asia, going first to Singapore - which he had heard about from his father, who had been there in World War II.



Travelling alone, Graff visited remote rubber plantations in up-country Malaya, he went to tiny Sultanates and teak plantations where he took orders and cabled them back to London to be fulfilled. He was a young man in an exotic wonderland, a faraway place where there were many very wealthy clients all of whom loved jewellery.

A chance meeting in Singapore led him to open a jewellery concession in a leading department store and also introduced him to

the royal family of Brunei, who have remained faithful clients ever since. Graff started to sell. He made bigger and bigger pieces back in London, some based on traditional Malaysian design as the deals became bigger and more exotic. Once he packed a trunk with 400 pieces of jewellery to show to a prince who bought the lot in a single swoop!

The diamontaire did not neglect his domestic market and became well known for creating themed stands at fairs, and he also began to create an aura of excitement around his jewels. Elegant shops followed and eventually his present premises, a former belle époque townhouse became the model for stores around the world.

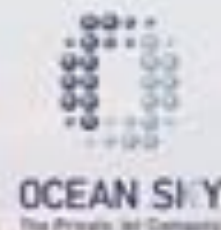
Clients were drawn to Graff through recommendation or from buying from him during his visits to their countries. When they visited London, they came to see him and treated his shop and the office behind it, like their own palaces, using it to change their clothes when they bought something new to wear!

And as his business grew, Graff began to buy diamonds with rich and strange histories; diamonds that had been worn by royal and famous beauties, and re-set them in contemporary ways for the rich and beautiful of the present day. But for him the hunt is always on for an exceptional and rare diamond and it's this very passion that has always driven him and always will. ■



OCEAN SKY BROADENING HORIZONS IN

Aircraft Brokerage | Charter | Management | Sales & Acquisitions | Handling | Engineering



www.oceansky.com

Ocean Sky
Josarän House
5-7 John Prince's Street
London, W1G 0JN
United Kingdom
T: +44 20 74939 4939
F: +44 20 74939 4959

EXQUISES CONFIDENCES
JEWELLERY COLLECTION

BOUCHERON
PARIS

PARIS
CANNES . MONACO
LONDON
SAN FRANCISCO
TOKYO
MOSCOW
KUALA LUMPUR
DUBAI
HONG-KONG
SHANGHAI