

Luxury Real Estate by Carlton International | issue two Summer 2007

Carpe Diem

ROLLING STONES // YACHT INTERIORS // GREEN DREAM // SWIMWEAR // MEN'S SPAS

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France enters a new era with the election of President Sarkozy.

The French would deny regretting their elimination of nobility but their fixation with the royalty of others belies this. Perhaps that is why they imbue their presidents with an imperial allure so easily inhabited by the presidents themselves. I believe Nicholas Sarkozy will leave the trappings of King aside.

In his inaugural speech, he highlighted:

His role; "I reflect with gravity on the mandate that the people entrusted to me and....an insistence so strong that I do not have the right to disappoint."

His principles; "To unite the French people, to respect promises made, to keep commitments, honesty and loyalty, to rehabilitate the values of work, effort, merit, and respect."

His diplomatic goals; "I will make the defence of human rights and the fight against climatic change priorities. I will fight for the Mediterranean Union and for the development of Africa....and for a Europe which protects."

Vive la République. Vive la France

Philip Weiser, Carlton International

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During the long, hot summer of 1971 The Rolling Stones spent endless steamy nights holed up in the basement of a villa on the French Riviera recording what is believed by many to be their finest work. Paula Farquharson discovers the British rock band was not alone in finding artistic inspiration in the south of France.



Scantly-clad and dripping with sweat, the Stones thrashed out hit after hit for their seminal album *Exile on Main Street* in the dank and humid cellar of Villa Nellcôte, perched high on a cliff overlooking the Mediterranean.

Intoxicated by the smoky haze of their makeshift studio and clearly not unaffected by the drug-induced house parties which rampaged for days in the mansion's overgrown gardens, the musicians recorded tracks such as *Casino Boogie* and *Happy* which feature on the acclaimed album, released in 1972.

And although they spent many long hours confined to their self-imposed dungeon, the Stones can not help but have been moved by the dramatic scenery and electric ambiance of the Côte d'Azur.

They are not alone. The sparkling coastline of the French Riviera, with its temperate climate and rich cultural history, has for decades attracted a gamut of the great and good. The influx began in the late 19th century when Queen Victoria discovered the Hotel Excelsior Regina Palace in Nice from where she could indulge in the mild winter weather. Little did her Majesty realise that she would start a fashionable trend which would continue to present day.

Some come to get away from the paparazzi and relax in secluded, luxurious surroundings on this exclusive strip of paradise, protected from over zealous expansion by the Alps to the north and the Mediterranean to the south. Others find themselves seduced by the glamorous lifestyle which has now become synonymous with the French Riviera.

“The villa was less than adequately equipped to cope with the band’s need for electrical power so the crew tapped into the nearby railway line’s source. ”

But surprisingly, the pull of the Côte d'Azur for the Stones was far more practical. Their motive was to escape the British taxman and in early 1971 on the back of a sell-out European tour, the musicians fled the UK to avoid the Inland Revenue's claim to a huge chunk of their revenue and threats to confiscate their property.

Cue: self-imposed exile in a somewhat jaded summer retreat on the French Riviera. Guitarist Keith Richards had rented Villa Nellcôte, a 19th century mansion located on Cap Ferrat and after a four-day road trip the band members rocked up at the grandiose gates and unloaded the contents of their tour bus on the villa's cool, marble floor.

The vast columned-villa, built in 1899, was set in hectares of gardens and provided Keith, Mick Jagger, Mick Taylor, Charlie Watts and Bill Wyman with the perfect home from home.

Night after night the band members, plus session musicians Bobby Keys and Jimmy Taylor, traipsed down to the 'cave' where they played til the early hours of the morning. Not everyone turned up each night however; the oppressive heat and heroin-fuelled atmosphere led to frequent spats between the musicians, especially Keith and Mick - with the latter being increasingly drawn to high society and dismissive of his band mate's wild antics. Throw into the melting pot Keith's then girlfriend, original It-girl Anita Pallenberg, and country legend Gram Parsons, and the result was Europe's longest and most decadent house party ever.

Whilst the Stones made history in the basement, their entourage of wives, girlfriends and groupies made merry in the grounds of Villa Nellcôte, according to journalist Robert Greenfield, who wrote 'Exile on Main St.....A Season in Hell with the Rolling Stones' after experiencing first hand the Villefranche revelleries.

The white-fronted villa, with its tall elegant windows and expansive verandas, became the scene of many wild evenings attended by stars such as John Lennon and Eric Clapton. Also regular visitors to the villa were a gang of local drug dealers known as 'les cowboys'.

However neither the distractions, nor the cellar's dark history - the villa had allegedly served as a Nazi HQ during the war and a swastika-imprinted trunk containing morphine vials had been found there - or the technical setbacks which came from recording in a homemade studio, could have dampen their brilliance.

The villa was less than adequately equipped to cope with the band's need for electrical power so the crew tapped into the nearby railway line's source. The musicians also discovered that the humidity wreaked havoc with their guitar tuning.

Needless to say the noise - their music could be heard from Villefranche square - and excessive lifestyle didn't endear the Stones to their neighbours and once the autumn storms set in the group left, leaving a rather ragged, worn-out villa behind.

Duran Duran chose a far grander villa on the French Riviera in which to record some of their best-loved tracks. They rented the Domaine du Val Martin, in Valbonne, a stunning palatial mansion designed by Parisian architect Michel Gayon in the 19th century.

The property, which is now home to the prestigious Victoria Golf Club, was one of the area's first spa retreats boasting iron-enriched waters and an ambiance 'scented with aromatic essences'.

The Domaine du Val Martin also once housed the famous 🐾



La Victorine film studios before it was rented out to Duran Duran through Philip Weiser's Antibes property Consultancy. Philip Weiser, of Carlton International, explains: "The celebrities and wealthy clients who purchase or rent properties through us enjoy the cultivated environment of the Riviera as well as the privileged lifestyle. The region is steeped in history and they appreciate that.

"All our clients go for charming, older properties that reflect the region, even the rock stars. Duran Duran recorded a lot of their work at the Domaine du Val Martin."

Had Studio Miraval, set deep in the grounds of the stunning chateau which shares the same name, been operating in the early 1970s, perhaps the Stones would have driven their tour bus slightly further along the coast to the Var to ensure better tuning.

The studio was established in the 70s by jazz pianist Jacques Loussier amongst the vines at Château Miraval, in idyllic Le Val. The state-of-the-art studio has hosted a wealth of world-class musicians including Chris Rea, Pink Floyd, Sting, Sade

"Whilst the Stones made history in the basement, their entourage of wives, girlfriends and groupies made merry in the grounds of Villa Nellcôte"

and the Cranberries who have all stayed in the rolling grounds of the chateau.

Above, Keith Richards and son Marlon in the grounds of Villa Nellcôte
Previous Page, Keith Richards photographed by Jan Persson
© Redferns Music Picture Library

Back along the coast towards Nice is the delightful resort of Juan-les-Pins whose simple charms have seduced many artists over the years. None so much as American writer F. Scott Fitzgerald, who moved into Villa Saint Louis on the water's edge with his wife Zelda in 1924. Guests to their luxurious hideaway, which is now the famous four-star Hotel Belles Rives,



included Ernest Hemingway and actor Rudolf Valentino.

There, they fell in with a group of fellow expatriates, notably the wealthy American couple Sara and Gerald Murphy, the latter whom inspired Fitzgerald's Dick Diver character in his novel, Tender is the Night. During this period he also completed his greatest work, The Great Gatsby, which poignantly expresses his ambivalence towards the American way of life, perhaps influenced by the contrast with his new hedonistic Riviera lifestyle.

He wrote to friends saying he had found "the perfect spot. Our big house is right on the sea and has a private beach. The casino is scarcely a hundred meters away and we are looking forward to a splendid summer."

Coco Chanel, the fashion feminist who made the little black dress famous and revolutionised women's wardrobes, was also transfixed by

Juan-les-Pins in the Twenties. Inspired by the beautiful sandy coastline, she sensationalised beach and cocktail wear on the Riviera during the années folles.

American queen of jazz Ella Fitzgerald was also drawn to the resort, where she made her most popular recording, Ella at Juan-les-Pins. It was produced over two nights at the town's Festival Mondial du Jazz Antibes in 1964, and is considered one of her best albums. On one track, The Cricket Song, the singer was inspired to change the rhythm of the music after being enchanted by the sound of the Provençal cricket.

British fiction writer J.G. Ballard had to go slightly inland for inspiration for his novel Super-Cannes, a condemnation of the corporate world modelled on the Anglophone community who work in Sophia-Antipolis. The setting for this masterpiece is in reality home to some of the world's most significant high-tech companies and has been dubbed Europe's Silicon Valley.

But while clearly inspired by the region, Ballard's dislike of the French Riviera is tangible. In reference to the endless, deluxe gated homes with swimming pools housing the wealthy employees, he wrote: "Ten thousand years in the future, long after the Côte d'Azur had been abandoned, the first explorers would puzzle over these empty pits, with their eroded frescoes of tritons and stylised fish, inexplicably hauled up the mountainsides like aquatic sundials or the altars of a bizarre religion devised by a race of visionary geometers."

Had Ballard focused on the nearby medieval village of Mougins, a short drive away, his contempt might have been tempered. Here socialist presidential candidate Ségolène Royal owns a holiday home with breathtaking views which undoubtedly provided ample inspiration for her manifesto.

She shares a passion for the village with a plethora of artists and celebrities, including the singer Edith Piaf, the painter Pablo Picasso and fashion designer Yves Saint Laurent.

Another famous hilltop town steeped in cultural history is Vence, which has long attracted artists, writers and poets such as Dufy, Matisse and D.H. Lawrence, who died there in 1930. He was buried in the old Vence cemetery but his body was exhumed five years later and cremated at nearby Marseilles.

From Menton on the northern most tip of the French Riviera to St Tropez in the south, the sumptuous seaside villas and secluded bastides which dot the landscape still attract many of the world's most famous residents. Elton John resides in his pink villa in the hills above Nice, while Tina Turner and U2's Bono both live a stone's throw away.

George Michael shares the same address as Brigitte Bardot in St Tropez while just down the road in the village of Bargemon in the Var, the Beckhams own the 19th-century Domaine Saint Vincent estate.

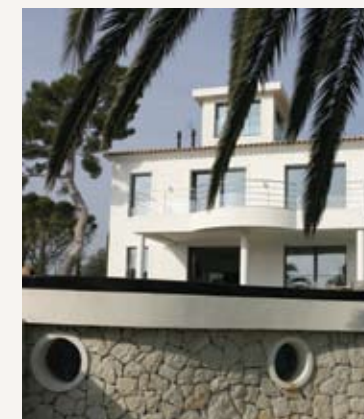
According to Weiser, celebrity clients are lured to the region by a rare feeling that they can escape whilst still enjoying a level of security and privacy. "Celebrities are rarely disturbed here. Their presence is regarded as normal and most people are discreet. Cannes at Film Festival time is probably the only time and place when the public openly acknowledge them."

And who knows what masterpieces are currently being created from behind closed doors of the area's most famous addresses. //



"This property was acquired in piteous condition and with no expense spared, has been transformed to become one of the unique villas of Cap Ferrat"

Unique ultra modern villa on St-Jean-Cap-Ferrat



Estate agents have their jargon as do all professions and perhaps the most bandied about is: "the property is located in a most sought after area". Indeed the French Riviera has it's sought after areas, subject to the lifestyle of each individual. However the world over the peninsula located between Nice and the Principality of Monaco, St-Jean-Cap-Ferrat is known as the most sought after area.

From 1860 when the County of Nice finally ceded Cap Ferrat to France, the peninsula became a magnet for kings and wealthy visitors. Today St-Jean-Cap-Ferrat has probably some of the most exclusive real estate in the world and continues to attract the rich and famous.

It is truly one of the crown jewels of the French Riviera.

Renovated in 2005 in an ultra modern style with state of the art home automation and infinity swimming pool in black mosaic, surrounded by a vast teak deck, this property was acquired in piteous condition and with no expense spared, has been transformed to become one of the unique villas of Cap Ferrat.

This exceptional property facing the sea, is only seconds on foot to the beaches of Cap Ferrat, and minutes to the centre and the marina. It has a southern exposure with magnificent views of the sea and the surrounding hills.

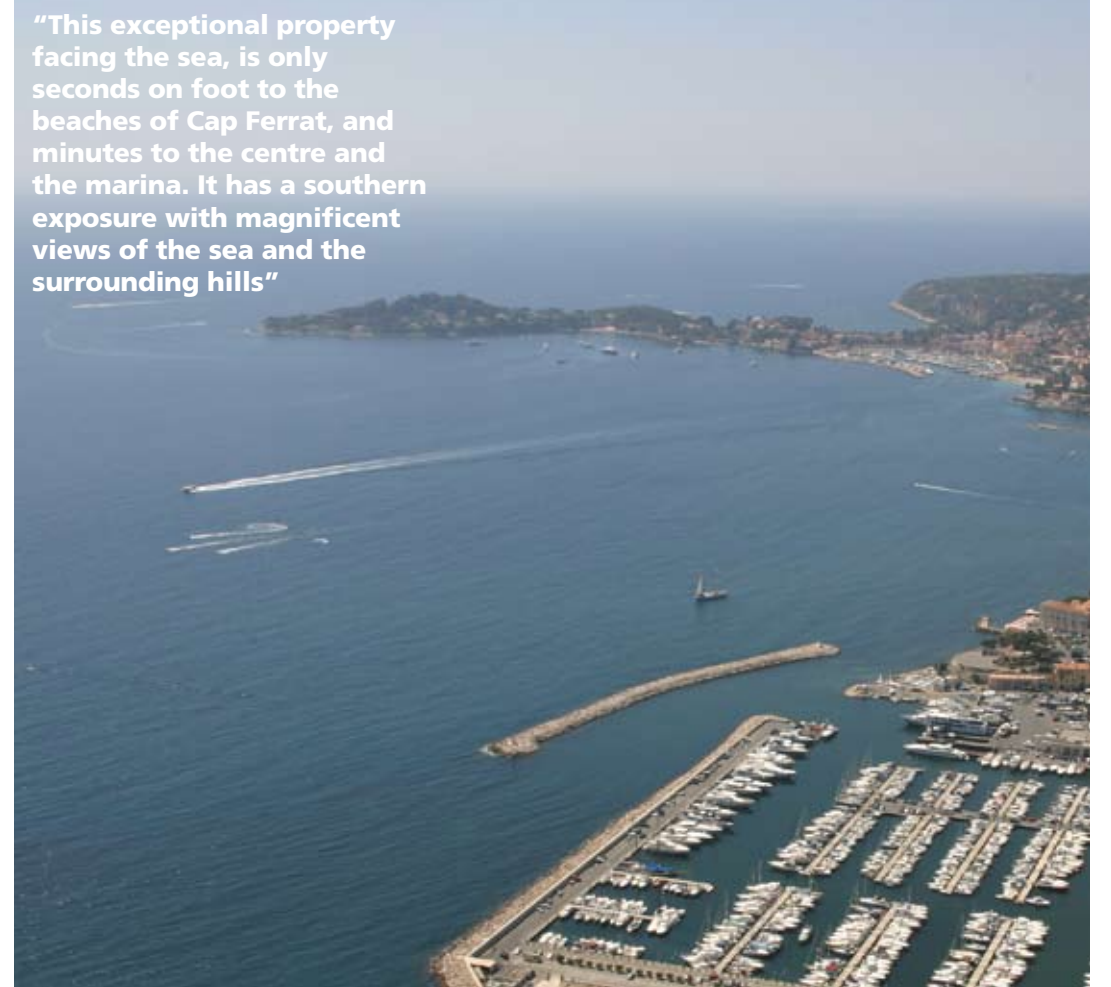
At garden level: Five guest bedrooms with en-suite bathrooms, perfectly equipped and sound proofed home cinema, a wine cellar with tasting bar.

At the first floor: entrance hall, vast living room, dining room with a large aquarium - opening onto the terrace and the swimming pool, fully equipped eat-in kitchen, winter lounge/dining room opening onto a terrace.

Upper level: Accessed by a glass staircase or an elevator, master bedroom opening onto two large terraces, en-suite bathroom and dressing room and office with terrace. Independent guest or caretakers cottage. Garage for six cars - with access to the house via elevator and fitness room.

Price 25 000 000€ Ref: 1068

www.carlton-international.com



“This exceptional property facing the sea, is only seconds on foot to the beaches of Cap Ferrat, and minutes to the centre and the marina. It has a southern exposure with magnificent views of the sea and the surrounding hills”



Stroll around Monaco's harbour or the marina in Cannes and it's evident that a radical shift in yacht design has taken place over the past decade. Today's yachts are much bigger, longer and broader, offering increased capacity for owners and crews. The real difference, however, lies in the aesthetics. Sleek, athletic lines typify the new designs while their luxurious interiors are on a par with stylish Manhattan lofts.

Take Candyscape 1, the Benetti-built 45-metre yacht that property developer Candy & Candy chose for its first foray into nautical design. The interior of this Monaco-moored vessel unquestionably raises the marine style-stakes to sophisticated new levels.

Hand-printed silk-covered walls, platinum and gold-leaf finishes and bespoke furniture create an ambience that, although thoroughly contemporary, is reminiscent of early transatlantic cruise-ship chic. The crew's specially-designed uniforms, meanwhile, endorse the company's claim to offer a complete lifestyle service.

Given Candy & Candy's reputation for high-style residential interiors – this is the company that's rumoured to have sold a London penthouse for 123 million euros (£84m) off-plan – it's no surprise to see that the atrium linking the yacht's three decks reveals the Art Deco influence that's currently hot news in interior design circles. The staircase is clad in faux-crocodile embossed leather with a hand-stitched leather balustrade and wall

Right, The stunning staircase designed by Andrew Winch on motor yacht Phoenix, looking from the main deck up to the sun deck. Photograph: Stefan Bravin - www.stefbravin.com

Owning a 100-metre superyacht is no longer enough. If you really want to cruise in comfort you'll need it fitted out by a top interior design brand. Nicole Swengley reports.

panels. Glance below and your eye is drawn to an original Richard Hudson sculpture perching on a central plinth. "Art Deco is a style that's easy to mix with contemporary pieces for a really glamorous look," says Brigitta Spinocchia, Candy & Candy's creative director.

She explains that the beaded cushions scattered over the yacht's opulent Christian Liaigre sofas were inspired by archival Art Deco fashion prints and that the tooled glass and platinum detail in the black marble master bathroom also reference the era.

Moving around the decks you can't help dreaming of early transatlantic sea-voyages when travelling glamorously was better than arriving. And yet the yacht's facilities are

"Hand-printed silk-covered walls, platinum and gold-leaf finishes and bespoke furniture create an ambience that, although thoroughly contemporary, is reminiscent of early transatlantic cruise-ship chic"

thoroughly up-to-date with a cinema room housing a 32-inch Sony LCD television and a 90-inch retractable cinema screen with projection unit. The dining room can also be converted to a casino: a flip of the hand-crafted mahogany dining table turns it into a games table complete with roulette wheel.

Candyscape 1 is used as a marketing tool with parties hosted aboard during glamorous events such as Swarovski's Fashion Rocks and the Monaco Grand Prix. And it's proving extremely effective. Already one order is in the pipeline and more will surely follow when the company launches Candyscape 11, a newly-built 65-metre yacht, next year.

Employing a top interior design brand to fit out private yachts and jets is becoming de rigeur among the uber-wealthy. "If people like the style of a particular designer they'll want you to work on their yachts and jets

as well as their homes," says the award-winning interior designer, Kelly Hoppen. She recently worked with designer Guido de Groot on the contemporary interior of Crazy Too, a 33-metre yacht moored at Golfe Juan.

"I'd already done two houses for the client and he loved my style," says Hoppen. "I wanted to create the same feeling of warmth and liveability on his yacht so we used a lot of taupe-stained oak instead of the yellow mahogany you generally see on boats."

There's no doubt that changing patterns of wealth are creating a younger – or young-at-heart – generation of yacht owners so it's natural that the fit-outs increasingly reflect their particular tastes and lifestyles. The gentlemen's club interiors of the 1980s and the hotel-style interiors of the 1990s are now giving way to a more relaxed, yet luxurious, look in which quality materials and craftsmanship are highly valued.

No wonder Pino Meroni, a Dubai-based company specialising in fitting out superyachts, employs 300 craftsmen to combine traditional hand-skills with the latest marine technology. Top-quality materials are cleverly adapted for life afloat; minimising the thickness of marble to 5mm and bonding it with lightweight aluminium core panels allows superyachts to reach their maximum speed while offering owners highly luxurious living environments.

Netherlands-based Amels Holland, which has designed and built numerous superyachts in partnership with influential yacht designers including the award winning Andrew Winch, similarly creates hand-crafted and customised interiors.

"Commissioning a yacht offers scope to have exactly what you wish," says Andrew Winch. "Our job is to listen and translate this vision to the context of a yacht. With sophisticated owners we tend to see a theme running through their houses, their yachts and their jets. Quality is the key to success in all our projects" Andrew Winch has recently completed a number of 737 and 767 private jets and is working on a 787 dreamliner for a yacht client which is as long as a 60 metre yacht.

And this explains why Kelly Hoppen, who has worked on a number of Gulfstream and Citation interiors, finds that private jets are a consistent part of her business.

Meanwhile Versace, the luxury fashion and homewares brand, is collaborating with TAG Group (Techniques d'Avant Garde) and Agusta Westland on exclusive interiors for jets like the Bombardier Global Express or Boeing BBJ and private helicopters.

Total individuality has always appealed to the uber-wealthy so we're likely to see more yachts and jets fitted out by top interior design brands in the future. Several owners have already expressed interest in kitting their superyachts out with spas and detachable, floating pontoon for sundowners, going to show that size is not the only thing that matters these days. Cruising in comfort demands a luxury, bespoke interior design scheme too. //

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www.kellyhoppen.com
www.pinomeroni-yachtinteriors.com
www.versace.com





Contemporary Nicoise Villa

This stunning glass-fronted villa is the epitome of modern design, and enjoys exceptional views across Nice.



The villa is situated on Plateau de Rimiez, on the heights above Nice, in a quiet residential environment with superb, breath-taking views across the city to the sea. The 250m2 property has been built on 3500m2 of land, and consists of four bedrooms, three bathrooms and a beautiful, heated swimming pool. All rooms are south-facing, and are bathed in sunlight thanks to sliding glass doors.

The villa is equipped with reversible air-conditioning and a massive fireplace. An additional 100m2 can be adapted to suit the needs of the owner.



Price 2 450 000€ Ref 1051 www.carlton-international.com

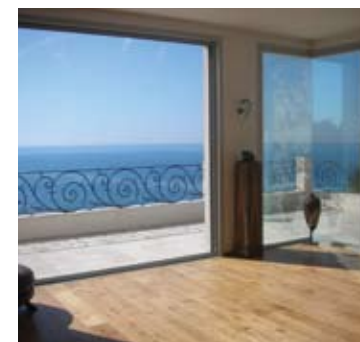


Modern villa on Cap de Nice

The views across the exclusive pensinsula of St-Jean-Cap-Ferrat from the infinity pool in the grounds of this contemporary property are unbeatable.

This contemporary villa is situated on the Cap de Nice, which lies between the city of Nice and the medieval village of Villefranche-sur-Mer. Within a secure gated estate this splendid, recently completed contemporary style villa boasts stunning, panoramic sea views. The outstanding property comprises of three bedrooms, two bathrooms and a fully equipped kitchen.

The property also boasts a beautifully landscaped garden complete with stunning infinity swimming pool, a vast roof-top terrace and an especially spacious garage.



Price 4 000 000€ Ref 1244 www.carlton-international.com



What happens when you put a Scottish property developer together with a New Zealand real estate maestro in the south of France? Beauvallon.

When a Scottish property developer, who is building a home in Arizona, asks the New Zealand director of a French real-estate consultancy for a plot of land on the French Riviera to build contemporary homes in a Provençal environment, you understand that globalisation has integrated the Côte d'Azur!

After much searching, an area of more than three acres of gently sloping south-facing land, nestled at the edge of a green zone and walking distance from national parkland, just five minutes from shops and halfway between the charming old villages of

Biot and Valbonne, became available for construction.

Over a four month period, Carlton International had prepared and obtained an initial building permit which was subsequently modified to fulfil the specifications of the developer for five outstanding contemporary homes, each with superior appointments, private swimming pools, two car garages, fully equipped kitchens and air-conditioning.

The houses are all enclosed in a private, gated domaine enjoying complete quiet and beautiful, unimpeded views of the countryside.

Carlton International has produced all the marketing documents, enlisted the support of local estate agents and is undertaking a promotional and publicity programme for the sale of the Domaine de Beauvallon.

Each villa, consisting of four bedrooms and landscaped gardens of half an acre, will be completed for the summer of 2007 and are priced between 1 365 000€ and 1 950 000€. //



Carlton International has been involved in buying and selling beautiful homes on the Côte d'Azur for 30 years and while some might suggest that we are not best placed to champion a green approach to owning a property, we strongly disagree. Only now is much of the world beginning to wake up to the alarming facts of global warming, and we believe that those who can afford to be environmentally-friendly have a responsibility to do so.

In doing so, you will be ensuring multiple long term benefits to the future generations of your family, to your heating, water and electricity bills, and to the future value of your house. And, most importantly, you will be helping to save the planet too.

In each subsequent issue of Carpe Diem we plan to highlight various eco-friendly products that can be applied to your homes on the Côte d'Azur. We will look into the costs, the implications, the projected long term financial benefits and how much each measure will decrease your carbon footprint.

But to launch our green drive, Joanna Newlands puts the policies of four leading nations under scrutiny, to see which countries are succeeding in their battle against global warming.

Rivalled only by global poverty, climate change is now one of the biggest challenges facing mankind. A recent report by the United Nations Climate Change Panel unveiled indigestible statistics of billions of people facing water shortages and hunger within decades, and millions displaced by rising waters as ice caps melt.

Unless global average temperatures can be kept down and the increase in greenhouse gas emissions reversed, the world faces a future of terrifying devastation.

Thankfully, today's population appears to be slowly waking up to the reality of global warming, which experts say will cost a staggering \$1 trillion (737 billion euros) to combat over the next generation alone. Even the sceptics are converting, with some countries, like Britain, vying for control of the environmental agenda, committing taxpayers to strict carbon-cutting and green policies.

Yet many question the impact when environmental policies of developing countries like India and China remain largely unchecked.

America

America is the world's top emitter of greenhouse gases, spewing out more per head than any other country. Despite this, President George W Bush pulled out of the Kyoto pact in 2001, and its pledge to slash emissions by six per cent, claiming it would damage America's economy. Since then, carbon dioxide emissions have soared to more than 15 per cent above 1990 levels.

Fortunately, however, Bush seems to be increasingly isolated as Congress, big business, state governments and mayors all start to embark on a course which could bring America in line with the international community on climate change.

The green campaign is being led by California Governor Arnold Schwarzenegger, who has pledged to cut the State's heat-trapping pollution by 80 per cent by 2050. Utility plants and oil and gas refineries will be forced to cut emissions by 25 per cent to 1990 levels by 2020 whilst a carbon trading, market-based system will be introduced, offering financial incentives to cut emissions.

Meanwhile the Senate recently called for mandatory limits on global warming emissions. Six bills are before Congress to tackle carbon emissions, either by economy-wide cap or regulating specific pollutants and more than 150 mayors have pledged to cut their cities' pollutants to 1990 levels.

There is growing evidence of an expanding market for more energy efficient buildings, appliances and vehicles as well as renewable energy production with America being the second largest producer of biofuels.

And in April, the US Supreme Court dealt a blow to the White House, forcing administration officials to rethink their refusal to regulate greenhouse gas emissions.

In addition, America provides production incentives for wind generated green power, paid to the producer per kilowatt-hour generated. Meanwhile, green power generating equipment often qualifies for accelerated depreciation under tax laws.

France

In France the need for sustainable policies has figured prominently in the manifestos of all parties in the 2007 presidential election with socialist candidate Ségolène Royal and her rival Nicolas Sarkozy both concentrating heavily on environmental issues.

In recent years much has been done to encourage French citizens to become greener through environmentally sensitive landscape policies, legislation and technology.

For example, drivers of bioethanol cars are given incentives while more than 600 garages currently sell the fuel, with a target that every filling station will have it by 2009. Government quotas are set along with tax incentives for biofuel production and petrol distributors have a progressive tax rate to encourage blending biofuels with gasoline.

France produced 300,000 tonnes of biodiesel and 100,000 tonnes of bioethanol in 2001, making it the largest biofuel producer in the

EU. It also has an ambitious target of 12,500 megawatts of wind energy installed on land by 2010.

Meanwhile, tariffs were introduced last year doubling payments for solar, wind, biogas and geothermal energy. Payment for electricity from rooftop solar panels was also doubled and a 50 per cent subsidy is given on the cost of solar panels and other equipment.

In addition, there are efforts to slash emissions by promoting public transport, such as the environmentally sound high-speed TGV trains, and those produced by urban public transport are limited. A "solidarity tax" has also been introduced on flights leaving French airports - to raise money for medical projects in developing countries.

Britain

British Prime Minister Tony Blair and his probable successor Gordon Brown have made the fight against climate change a priority, as has opposition leader David Cameron.

Stringent carbon-cutting policies have recently been introduced despite the country contributing just a fraction of the total worldwide emissions - 544 million tons compared with America's 5,844 million tons and China's 3,263million tons.

In the March budget, Chancellor Brown unveiled a series of measures to save six million tonnes of carbon a year - and families around £230 a year on energy costs. With the onus on financial incentives rather than penalties, the proposals legally bind future governments to cut carbon emissions by 60 per cent before 2050.

All new homes from 2017 will be carbon neutral, using wind turbines or solar panels for power and heating whilst aid will be given to pay for loft insulation for eight million homes.

Meanwhile, a ban on energy-wasting standby buttons on TVs, DVDs and computers is also being introduced. Traditional lightbulbs will be phased

out by 2011 and new tax incentives will encourage solar-heating panel and wind turbine installation on homes.

From February, air passenger duty was doubled, with tax on domestic and European economy flights now costing £10.

A two per cent tax cut has been introduced on biofuel-run company cars from 2008, with an extension of the current 20 per cent per litre duty rebate on biofuel until 2010.

However Blair is under fire for road pricing, pay-as-you-drive proposals. Almost two million people signed a petition on the Number 10 Downing Street website for the current plan, which would see motorists paying up to £1.34 a mile at peak times, to be scrapped.

China

China is the second biggest producer of greenhouse gases, building five power stations a week. Yet, as a developing country it is still not required to reduce its emissions and with its economy swiftly growing, its total emissions could overtake America's by 2050.

Leaders signed up to the Kyoto Protocol in 2002 when they realised climate change could devastate their country, but as a newcomer to the international pact, China will not be affected by emissions caps until 2012.

Politicians have also introduced measures to reduce energy consumption in construction over five years, including the rigorous implementation of eco-friendly standards and refurbishing old buildings to improve energy efficiency.

The reform of urban house heating systems is being pushed, so households pay for consumption, not on floor space, and rural areas will see priority given to the application of wind, solar and other renewable energies.

China wants to reduce major pollution by 10 per cent by 2010, and a two billion yuan (200 million euros) investment was recently announced to reduce its pollutant discharge, with a

scientific and comprehensive system to scale, monitor and evaluate pollution discharge reduction pledged for next year.

Ministers have also promised to close its worst polluting facilities as part of a new plan for sustainable economic growth. Small coal-firing plants will be shut down, as will out dated production facilities in the cement, electrolytic aluminium and ferrous alloy industries. Around one-third of the nation's land area is exposed to acid rain, just one of the many environmental side effects of the 2.1 billion tons of coal produced and burned last year.

With Beijing hosting the 2008 Olympic Games, its horrendous air pollution could become a major embarrassment if it fails to meet its environmental targets. Beijing has already passed some of China's most ambitious environmental measures, and in 2005 it embraced 22 tough new rules, including strict controls on industrial smoke, automobile exhaust fumes, and construction dust.

Tighter vehicle emissions standards were adopted in 2003, and some public buses now run on alternative fuels like clean natural gas. Biofuel production is also increasing, with the government announcing 13 million hectares of forestlands to be used.

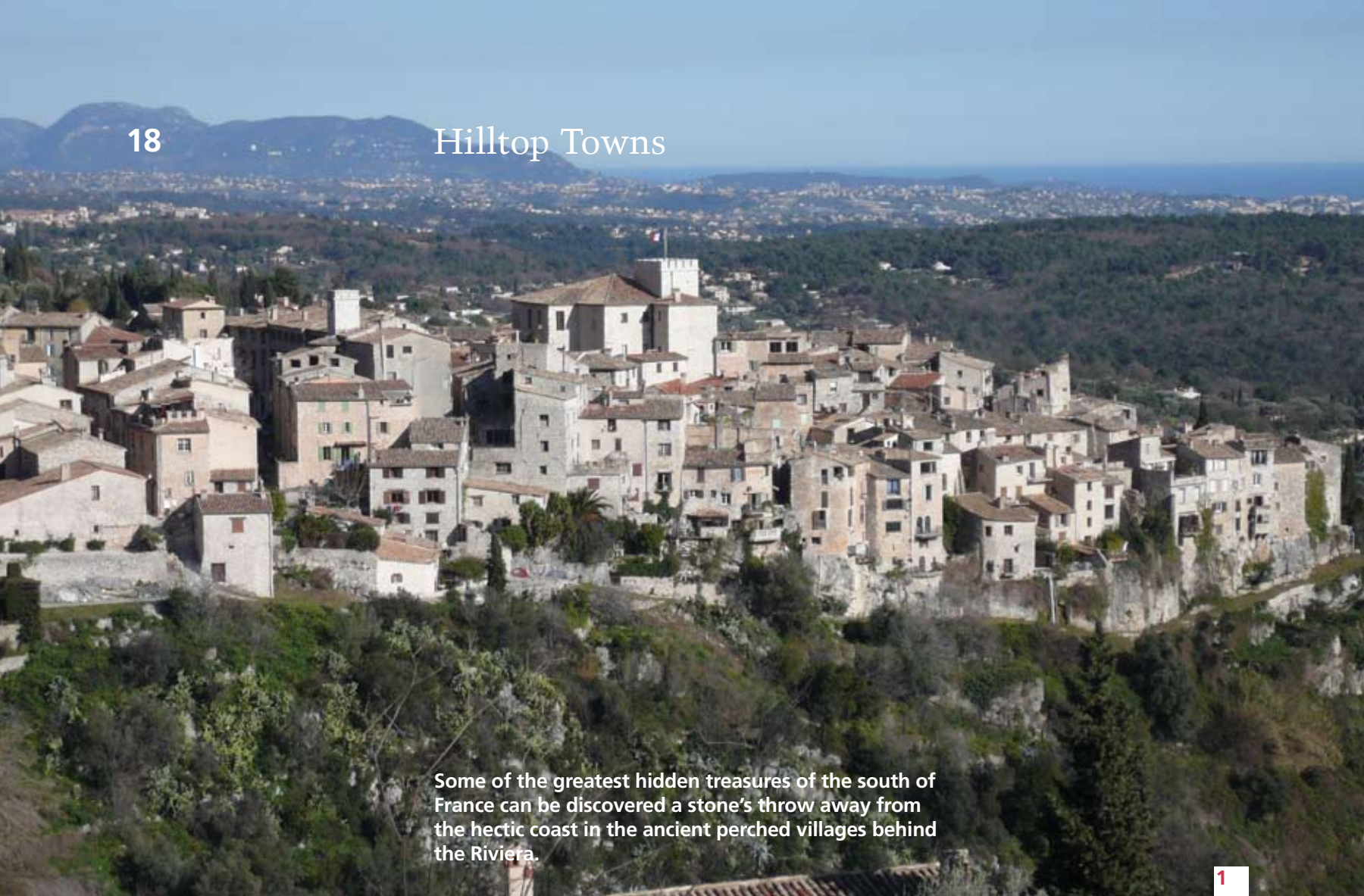
However, private vehicle ownership is rapidly increasing, and by 2020, there are predicted to be 140 million cars on China's roads. And while a road toll policy has been in place since 1984, it is used to pay for expansion and maintenance. //

Ten sobering green facts

- 1 THE bulb in the lamp above the famous black door of Number 10 Downing Street was changed to an energy efficient one last year, along with the lights inside.
- 2 EVERY Briton emits nine tonnes of carbon dioxide into the atmosphere a year, while Americans emit 19.5 tonnes and Chinese, 2.5 tonnes.
- 3 TEMPERATURES have risen by 0.76 degrees Celsius (1.37 degrees Fahrenheit) since the 19th century. They will increase another 1.1 degrees to 6.4 degrees by 2100, depending on emissions.
- 4 AVIATION pollution accounts for around 3.5 per cent of the total human-caused contribution to global climate change. The International Air Transport Association (IATA) expects this to grow to 5 per cent by 2050 although it could be closer to 14 per cent.
- 5 THE average proportion of the global population harmed by climate-related disasters every year has nearly doubled since 1975, reaching 255 million people in 2001. The World Health Organisation estimates that this number will double by 2030.
- 6 ALPINE snow will all but disappear in the next 45 years, spelling doom for Europe's 94 million euro a year winter sports industry, according to a recent report by the Organisation for Economic Cooperation and Development.
- 7 WITHOUT swift action on CO2 emissions, between 1.1 billion and 3.2 billion people will face water shortages and up to 600 million will face extreme hunger by 2080.
- 8 FLOOD waters could claim between two million and seven million victims in Tokyo and New York alone by 2080.
- 9 A TEMPERATURE rise of 1-2 degrees Centigrade would see one third of the earth's species either displaced or wiped out.
- 10 UP to 250 million people in Africa will be exposed to water scarcity due to climate change by 2020.

"there are efforts to slash emissions by promoting public transport, such as the environmentally sound high-speed TGV trains, and those produced by urban public transport are limited. A "solidarity tax" has also been introduced on flights leaving French airports - to raise money for medical projects in developing countries."





Some of the greatest hidden treasures of the south of France can be discovered a stone's throw away from the hectic coast in the ancient perched villages behind the Riviera.

1



1



3



2



4

the historic town of Chateaufort de Grasse, this charming three/ four bedroom villa overlooks the magnificent hilltop villages of Opio and Chateaufort and the surrounding countryside. The focal point of the living area is a delightful lounge with an authentic fireplace which opens onto the swimming pool and gardens.

The spacious dining room and adjoining kitchen/ breakfast room can be reached by a recently installed elevator. The farmhouse is set in stunning, terraced Provencal gardens of more than an acre with an orchard of olive trees.

Price 1 300 000 € Ref 619

3 Château in Seillans

A unique opportunity to buy an authentic 11th century Chateau set in acres of stunning Mimosa trees in one of France's most famous villages.

This spectacular chateau is situated in the Provencal hills with magnificent views over the surrounding countryside. The six bedroom property, set in a 4000 acre Mimosa forest, dominates the unspoilt hilltop village of Seillans, which was recently voted one of the prettiest villages in France. The Château de Seillans, which dates back to 1040 AD, is a unique property offering superior modern accommodation in an atmosphere of medieval splendour.

The chateau has a master suite as well as six additional guest suites, as well as a winter salon with a fourteen foot high stone vaulted ceiling. Meanwhile the summer salon has access to the terrace complete with plunge pool and second-to-none views of the coast.

The Château de Seillans would make an ideal and unusual home or provides limitless possibilities as a boutique hotel and restaurant. Price 1 650 000€ Ref 645

4 Provencal farmhouse in Vence

A short drive from Nice airport takes you to this wonderfully located farmhouse with incredible views which stretch as far as the eye can see.

On the heights of Vence, just 20 minutes drive from Nice, this prestigious property was built from materials recuperated from castles and ancient chapels. Set in almost three acres of land, the farmhouse enjoys magnificent, unimpeded sea views.

The main house consists of a 90m2 sitting room with a massive fireplace, fully equipped kitchen, two master bedrooms with ensuite bathrooms and private solariums, five guest bedrooms and bathrooms while an 80m2 annex is currently used as caretaker's lodgings.

Beautifully landscaped Mediterranean gardens surround the property with a 17mx8m horizon swimming pool, a summer dining room and kitchen, outdoor bar, sauna, wine cellar, play room and tennis court.

Price 5 300 000€ Ref 1073

And not surprisingly, some of the region's finest houses can be found nestled in the stunning countryside surrounding these magical hilltop towns.

In this issue of Carpe Diem, we have handpicked a number of the most beautiful properties situated in or near the medieval villages of St Paul de Vence, Tourrettes-sur-Loup, Mougins, Eze, Auribeau-sur-Siagne and Seillans.

Perhaps the most magical of all the hilltop towns – and certainly the most famous – is the artistic paradise of **St Paul de Vence**, a gentle 20 minute incline from the coastal road between Nice and Cannes.

The charming fortified village used to be a 'royal borough' and in 1537 a continuous wall was built around the cobbled streets and stone houses at the request of Francois I. The entrance to the village, just past the world-famous La Colombe d'Or restaurant – a favourite of celebrities such as Elizabeth Hurley and Elton John – features a canon muzzle that was a trophy from the 1544 Battle of Cerisoles, in Italy.

Now, less than 300 people live behind the ramparts but more than 2.5 million visitors come to the village every year to stroll through its winding streets littered with elegant fountains, vine-covered stone buildings and a host of artwork embedded within the walls.

St Paul de Vence, which has become a mecca for art lovers and boasts numerous galleries, also enjoys unbeatable views of snow-capped mountains on one side and the azure-blue Mediterranean on the other.

A short drive north will take you to the village of **Tourrettes-sur-Loup**, which was built on a rocky outcrop surrounded by stunning scenery stretching all the way down to the Riviera.

Take a walk through the cobbled streets with incredible views of the deep valley below the village on a

warm winter's day and you can almost imagine how it felt to live in medieval Provence.

Now, Tourrettes-sur-Loup is home to a growing number of artisans who have set up their studios and workshops in the ancient village houses which line the paved alleys of the old town.

Another medieval village which has attracted a large number of artists over time is **Mougins**, a 15 minute drive from Cannes.

The village enjoys an unrivalled panoramic view of the Baie de Cannes and a wealth of talent from Picasso through to film-maker Cocteau have found themselves seduced by its narrow streets and ancient architecture.

On the village outskirts, luxurious properties are hidden behind magnificent Mediterranean gardens from where well-known figures such as socialist politician Ségolène Royal can savor the charms of the south of France whilst remaining out of sight.

The village and surrounding area also boasts two golf-courses, more than 40 restaurants, including the famous Moulin de Mougins, and the prestigious Mougins International School.

The hilltop village of **Eze** sits high above the hustle and bustle of the coastal road between Nice and Monaco.

The medieval village is perched like an eagle's nest on a narrow rocky peak overlooking the Mediterranean, and the crown in its jewels is the ruins of its 12th century castle which can be seen from afar.

The village itself is almost a replica of St Paul de Vence, with tiny cobbled streets and pretty fountains overlooked by stunningly restored stone houses.

And almost as if a pre-requisite for any perched village on the Côte d'Azur, Eze also boasts a world-class hotel in Le Chateau de La Chevre d'Or, with its two Michelin star restaurant.

The delightful village of **Auribeau-sur-Siagne**, with its rustic charm and laid-back atmosphere, couldn't be further from the glamour and sophistication of five-star hotels.

Built on a ridge at the entrance to the Gorges de la Siagne, the village enjoys stunning views of the surrounding countryside. Ancient

stone houses dating back to the 14th century line the tiny cobbled streets which climb up to an 18th century church.

Situated well off the beaten track, Auribeau-sur-Siagne offers visitors a respite from the frenetic activities on the Côte d'Azur. However, the village is by no means isolated and visitors looking for a slice of the high life can be sitting on the Croisette in Cannes in just 15 minutes.

The final perched village to be featured in our hilltop property feature is **Seillans**, in the Var. The ancient village has long been a magnet for artists seeking inspiration such as the painter-sculptor Max Ernst, who settled there in 1964 to live the last 10 years of his life.

The heart of the village, with its multitude of little cobbled squares and ancient buildings which date back to 800, is only accessible by foot and those who walk far enough will discover a 13th century church and an old chateau. Visitors from far and wide flock to Seillans, an hour from Nice, each year for its annual Pottery Market. It also hosts a number of open air concerts including a fortnight-long music festival. Another local attraction is the recently opened Four Seasons Resort Provence at Terre Blanche. The luxurious hotel boasts

two golf courses and a magnificent spa as well as a choice of four restaurants for every taste and occasion. //

1 Magnificent property in Mougins

Houses in the famous hilltop village of Mougins are hot commodities and this charming villa has to be seen to be believed.

Authentic and charm are the only adjectives to describe this peaceful country property located only minutes from Mougins, at the gates of Cannes. The main house has three bedrooms each with ensuite bathroom and a very spacious living room which opens onto a stunning south-facing terrace. An idyllic one-bedroom guest house stands apart from the rest of the property, offering a completely independent living area. The farmhouse is set in a wonderful and mature garden with a beautiful swimming pool. It also boasts an enormous garage and a fitness room. Price 2 900 000€ Ref 1205

2 Provencal villa in Chateaufort de Grasse

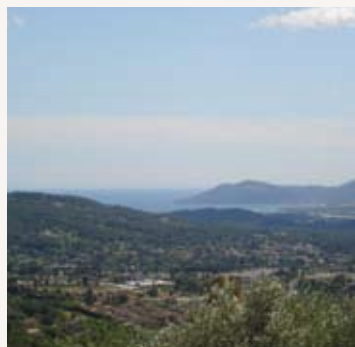
This ideally located villa enjoys incredible views over some of the most picturesque perched villages on the French Riviera.

Located a five minute walk from



Traditional villa near Mougins

The architects of this stunning villa thought of every minute detail, resulting in the perfect Provencal home which even boasts its own mini golf course.



This fabulous property is in a highly sought-after area between the hilltop village of Mougins and the charming medieval village of Valbonne.

Set in a secure gated residential estate, the villa enjoys absolute quiet with panoramic views of the coast. Designed by a highly reputed architect, the traditional villa has original Salernes tiling and solid oak doors which add to its authentic flavour.

There is also a small house in the grounds for guests, as well as an independant caretakers cottage, a mini golf course, a superb swimming pool, car port and boules pit, all set in more than two acres of wonderfully landscaped gardens.



Price 5 300 000€ Ref 1503

www.carlton-international.com



Provencal farmhouse near St Paul de Vence

St Paul de Vence is one of the most picturesque villages in France, and this stunning villa is situated just a stone's throw away in isolated splendour.

Near the celebrated village of St Paul de Vence, this outstanding stone built villa is located on the heights of an exclusive gated domain. Recently completed, the Provencal property is surrounded by greenery and offers an oasis of calm away from the hustle and bustle of St Paul, an artist mecca.

It has a vast reception room with exposed beams and fireplace, a fully equipped American style kitchen opening onto the dining room and a superb, beamed, covered terrace-lounge.

There is a spacious master bedroom suite, three guest suites, staff accommodation and beautiful gardens of more than two acres with a magnificent "horizon" swimming pool and pool house. There is the possibility of adding a guest house or tennis court in the extensive grounds of the property.



Price 5 300 000€ Ref 912

www.carlton-international.com



Villa near Seillans

The views from the property's stunning horizon swimming pool are second-to-none, making the villa a must-have for any serial sun-worshipper.



Not far from the ancient hilltop village of Seillans, the gliding centre at the aerodrome in Fayence, and an hour's drive from the beaches of St Tropez, this recently constructed villa dominates the countryside with stunning south-facing views.

The property has three bedrooms and a very large reception room. It also boasts an impressive open plan kitchen and a study. Outside, there is a covered, beamed terrace and barbecue area together with the magnificent horizon swimming pool.

Price 1 375 000€ Ref 1245

www.carlton-international.com

Pour Les Femmes: What's hot on the beach and in the paddling pool this summer



Elegant caftans, flowing silks and multi-coloured bikinis promise to set the Hamptons – America's most prominent "summer playground" – alight this season with the arrival of some exciting and inspirational beachwear, writes Cherry Norton.

The allure of the "American Riviera" epitomised by F. Scott Fitzgerald in *The Great Gatsby*, a man who held "the most amazing parties" in his "superb Long Island home", has only increased with time.

A plethora of celebrities, artists and designers such as Sarah Jessica Parker, Robert de Niro, Donna Karan and Uma Thurman have flocked to the Hampton's white-sand beaches and rolling vineyards in their droves.

Likewise the need to dress like you are in Manhattan whilst on the beach has also intensified.

New arrivals on the scene include British designer, Allegra Hicks, whose beautiful bold graphic caftans, in

brown, yellow, blue and green, and timeless white-gauze tunics promise to provide some dazzling cover-up for the bronzed bodies of America's yummy mummies.

Hicks, who has just opened her first US store on New York's Madison Avenue, believes the summer trend is towards dresses, both short and long, that are comfortable and glamorous.

"It is all about being sexy yet understated. My clothes can be both dressed up and dressed down and are absolutely ideal for glamorous beach living," she said. "There are many different sides of beach life, from chic evening parties to relaxing days in the sand and my clothing meets the needs of a woman for every one of those occasions.

"I use materials like chiffon and cotton that work together to create beautiful pieces that are very flattering. I like to make pieces that combine a little bit of chic and a little bit of funk."

The range also includes a collection for aspiring mini-mes with identical cotton caftans for girls aged two to 12 years old.

Another label guaranteed to cause a sensation on the beach this



“It’s not just what you wear that’s important on the white sands of the American Riviera, but also in what you put your smalls.”

year is LA-based Dosa. Designer and boutique owner Christina Kim said: “Summer dresses this year are very loose and floating, with lots of volume. Our dresses are really about the colour and are made of silks in earthy vibrant spice colours such as amber, dark burgundy and terracotta.”

Dosa’s eclectic summer collection includes silk casual dresses and metallic linens, with a particular favourite being the “Cordes tunic” in glistening brown or black.

For those looking for a slightly more laid-back style Australian born surfer-turned-designer Tracy Feith has come up with the perfect answer in his bohemian dresses and tops which are favoured by the likes of Reese Witherspoon, Paris Hilton and Kate Hudson.

Feith’s milkmaid dresses in dazzling blues, greens, pinks and reds scattered with sequins are available in both short and long versions. They have proved so popular among the summer party crowd that he has now

opened a store on Long Island beach.

Meanwhile, two designers have launched a mini-me combination for yummy mummies and their little girls in the hope that they can mirror the success of men’s swimwear designers, Vilebrequin, whose vibrant tropical and floral swim trunks for both ‘Father and Son’ were an instant hit.

The US-based Brazilian designer Paula Hermanny, who set up the swimwear company VIX nine years ago, recently created Sofia by Vix for teenagers and VIX Bambino, for babies and children.

Her winning contemporary designs are worn by the likes of Jennifer Aniston, Heidi Klum, Sarah Michele Gellar, and Sienna Miller. Along with flattering black and white, and green and white, striped halter neck bikinis, she has come up with a multi-coloured bikini for mother and daughter called Amber.

The Italian label Pompei Beach has also launched a range of swimwear for little ladies called Signorina Pompei, which includes a vibrant orange star and pink spot bikini.

It’s not just what you wear that’s important on the white sands of the American Riviera, but also in what you put your smalls. Transparent beach bags that bare all are the accessory must-have for style-setters from coast to coast.

The quintessential New York designer Kate Spade has teamed up with the pop artist Hugo Guinness to produce a stunning clear beach bag called “Poppies”.

And the summer look is not complete without a glittering pair of sandals, either in shimmering metallics or encrusted with crystals. Cesare Paciotti’s crystal trim thong sandals and the suede and

metallic leather thong sandals by Christian Louboutin have proven to be particular favourites this summer.

For little feet that need to be able to run and play, legendary flip flop designers Havaianas have this year produced a number of colourful floral and fish patterned versions with a special back to add support.

Established children’s shoe maker Stride Rite has also joined up with designer Lucy Sykes to create a beautiful but practical range of sandals and espadrilles covered with butterflies and flowers.

And as if there was not enough choice for parents already, Scoop NYC for kids has just opened a huge store in fashionable Soho with an extensive range of clothing and footwear for children aged two to 10.

The shop stocks mini-me versions of Michael Kors gold thong sandals as well as a wide collection of beach cover-ups and ‘hoodies’ for your

Pour Les Femmes: What’s hot on the beach and in the paddling pool this summer 25

Previous Page, The Animale bikini Left, The Amber bikini, both by VIX Swimwear. Photography by Christian Gaul Below, One of the new range of caftans by Allegra Hicks



Where to buy what’s hot:

ALLEGRA HICKS, the darling of British fashion, has launched an exciting range of elegant and colourful caftans which are “sexy yet understated”. Visit her first US store at 1007 Madison Avenue, New York (+1 212 249 4241) or in London at 28 Cadogan Place, SW1 9RX (+44 20 7235 8989). Alternatively check out her website www.allegrahicks.com



VIX swimwear was set up by **Paula Hermanny** in the late 1990s. This year, Paula has created a stunning line especially for mothers and their mini-mes, called Amber. Jennifer Aniston, Heidi Klum and Sienna Miller are all huge fans of this Brazilian designer. To order online visit her website www.vixswimwear.com

Another label to branch into mum and daughter combinations is **POMPEI BEACH**, the result of Italian designer Elena Pompei’s passion for the ocean. She says that her ‘Signorina Pompei’ swimwear is a “must have for little mermaids who want to be hip and stylish”. For a store near you contact info@pompeibeach.com



Any lady – young or mature – will need a cool bag to carry around this summer. These transparent ‘Poppies’ beach bags by designer **Kate Spade** and pop artist **Hugo Guinness** can be found at dozens of outlets across the States or by buying online at www.katespade.com

British model and fashion icon **Elizabeth Hurley** has designed the perfect beach top for kids to sling on when they emerge from the water. This pink toweling ‘hoodie’ is available from Scoop NYC at 473-475 Broadway, NY 10012 (+1 212 925 3539) or at Tahiti Boutique, Quartier du Pinet, Ramatuelle, France (+33 4 94 97 33 29). Alternatively check out elizabethhurley.com



offspring including a pink top by British designer Elizabeth Hurley.

Other highlights in the store include long-sleeved cover-ups in white, pink, blue, and green by Chach, and embroidered Terry Tunics in blue and orange by Tory Burch. Particularly popular in their swimwear range are delightful Shoshanna floral bikinis for baby girls and bright orange shorts for boys.

Not surprisingly, even the sunscreen on the America Riviera sparkles. For much needed protection on the beach a lotion for children called GlowSmart SPF 50 has been launched to put some fun into covering up. Fortified with almond oil and antioxidant vitamins, the lotion also contains a naturally occurring mineral called mica which provides the shimmering glitter affect. When the glitter fades it is time to reapply.

Glitter glamour has never been so safe. //



Bastide in Tourrettes-sur-Loup

This recently built villa enjoys stunning views over the Mediterranean Sea which will quite literally take your breath away.



Built on the hills above the famous hilltop village of Tourrettes-sur-Loup, this exceptional villa overlooks the gently undulating olive groves and pine forests which lead the eye down to the spectacular coastline of the French Riviera.

Completely secure and offering total privacy, the villa has large windows which open onto the terrace, which in turn leads to a charming veranda which faces the beautiful, heated swimming pool and pool house. The villa comprises of a spacious living room with fireplace, a dining room, fully equipped kitchen, five bedrooms and four bathrooms. Meanwhile the elegant gardens extend to more than an acre.

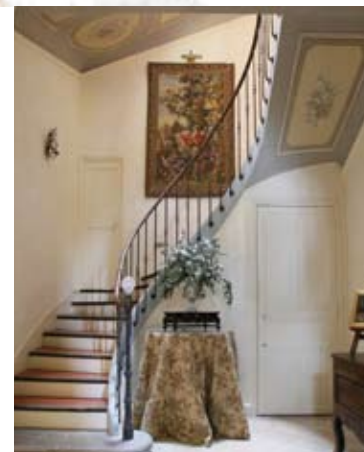


Price 3 000 000€ Ref 1431 www.carlton-international.com



Country mansion near Draguignan

This elegant Georgian mansion looks straight out of a film set, with its wonderful imposing architecture and splendid grounds.



Less than one hour's drive from St Tropez and Nice airport, this property is situated just outside the charming town centre of Draguignan, the capital of the Var Region.

The elegant country mansion, which enjoys complete quiet and wonderful open vistas, was built around 1830. It is shaded by 150-year-old plane trees and is set in almost four acres of olive groves, deep in the heart of Provence. An imposing entry with a sweeping staircase leads to the two upper floors with five large ensuite bedrooms.

The entire house has been lovingly restored, with great taste, to the highest standards by its American owners who have used only the most authentic materials. There is a fabulous swimming pool and sun-drenched terrace, surrounded by lavender bushes and flowering shrubs, in the grounds of the property.

A clay tennis court and separate caretaker's cottage add to the facilities of this exceptional estate.



Price 2 950 000 € Ref 1397 www.carlton-international.com



Private domaine near Auribeau-sur-Siagne

This magnificent property will appeal to anyone looking for an exciting renovation project in the south of France.

Situated just 15 minutes drive from the centre of Cannes and near the picturesque medieval village of Auribeau-sur-Siagne, this private estate offers enormous potential for improvement.

With stunning open views to the sea and the bay of Cannes, the main house consists of approximately 450m² of living space and is surrounded by traditional French gardens.

There is a caretaker's lodging in the grounds, as well as a separate farmhouse which overlooks agricultural land. There is also a swimming pool. The entire estate extends to more than 40 acres or 18 hectares of land.



Price 6 278 000€ Ref 1342

www.carlton-international.com



When it comes to grooming regimes, modern man has come a long way from Imperial Leather soap and the odd splash of Brut. The male cosmetics market has grown by a staggering 800 per cent over the past seven years in the UK alone, with men now spending more than 1.3 billion euros on what has been dubbed "the peacock economy". Damon Syson discovers first-hand what's available.

Thanks to stars like David Beckham being candid about his ablutions there is now very little stigma attached to using beauty products. Even England rugby hero Jonny Wilkinson confesses to slapping on moisturiser after a match. "It's not about being girlie. It's about looking after yourself," he insists.

The rise of the Metrosexual male is well documented: gone is the tough and rugged man of yesteryear, replaced by a more sensitive chap who's not afraid to lavish thousands of euros on his appearance.

Take me, for example. In a bid not to look like an old satchel in later life, I use moisturiser twice a day. But while I may have no qualms about

slathering that on there are limits to how far I'm prepared to push the boundaries of self-prettification.

Recently a women's magazine phoned me with an unusual assignment. "Wearing make-up is all the rage amongst celebrity men," the features editor announced. "Jean-Paul Gaultier is launching a men's make-up range and Ewan McGregor was wearing foundation and eye-liner to a recent premiere."

I knew what was coming next: "Would you be prepared to walk around London for an afternoon in full make-up?"

Don't ask me why I said yes. It was a slow week. I was curious to see what I looked like. Or maybe there's something I'm not telling myself. But days later I found myself sitting in Liberty's cosmetics department being "transformed".

It was the first time I'd ever worn make-up and I wasn't pleased with the results. The beautician assured me I looked "beautiful". I thought I looked like Boy George.

Yet remarkably, as I walked around London, no one laughed. In fact, no one commented at all. After a few hours, I began to believe my make-up was invisible, until I asked the Australian waitress

Pour les Hommes: Metrosexual Healing

serving me a cappuccino if she'd noticed anything unusual about me. "Of course, mate," she laughed. "You're covered in slap!"

As one of the world's best-known cosmetics industry consultants, Roja Dove has witnessed the rise of the Metrosexual at close range for more than 30 years. His eponymous Haute Parfumerie at Harrods sells limited edition men's fragrances costing thousands of euros a bottle. For a mere €30,000 he'll even make you a bespoke fragrance entirely from scratch.

"I worked as a consultant on the launch of Boss Skin," Dove recalls, "And what was very noticeable was that men were fascinated with beauty products but often too nervous to walk up to a counter and ask about them. I believe this reluctance is gradually being broken down. The stereotype of what it means to be a man has altered and men have become more relaxed with themselves. It's almost like Men's Lib. We now have the confidence to admit we want to look our best."

Dove believes that the so-called "vanity drive" is connected to the growth of the luxury goods industry: "Nowadays there's no shame in being seen to spend large amounts of money on yourself, whether it involves elaborate beauty treatments or an Aston Martin."

For my fathers' generation, if any man d'un certain age started taking inordinate care over his appearance or splashed out on a flashy new motorbike (Ducati sales, we note, are up by 15 per cent), it was seen as clear evidence of a raging male menopause.

But Dove shrugs this off. "Twenty years ago, if you reached middle age and ended up flabby and wrinkled, that was what was expected. But in our youth-obsessed culture there's far more pressure to look your best indefinitely. And the sums people will spend to look affluent, young and healthy are going up and up and up."

Such a cultural shift is global. Last

year men around the world spent more than 11.5 billion euros on cosmetics and associated goods. The market looks set to expand further, with international sales of men's cosmetics predicted to reach 14 billion euros by 2008.

Even China has seen a massive growth in its peacock economy, with beauty parlours springing up across Beijing. In the 1990s, the male cosmetics market was practically non-existent with the first international cosmetics firm, Japan's Shiseido, arriving in 2001. In the same year, the country's first professional beauty parlour, Feifan Kongjian opened in Beijing. There are now around 100 male beauty parlours in the Chinese capital.

"It was the first time I'd ever worn make-up and I wasn't pleased with the results. The beautician assured me I looked "beautiful". I thought I looked like Boy George"

Globally, one of the biggest winners from modern man's urge to look after himself has been the spa industry. Men are now willing to pay top dollar for seaweed wraps, cocoa butter rubdowns, and even the odd facial.

At terminal 2D of Charles de Gaulle airport, for example, you'll find The Men's Lounge which dubs itself "The first airport beauty parlour for men". It offers stress-busting beauty treatments as well as massages with names like "decompression" and "anti-jetlag". There is even an interactive cologne "alcove" where you can choose a fragrance according to your individual taste.

Meanwhile closer to home on the Côte d'Azur, the award-winning Shiseido Spa at Relais & Châteaux Hotel Le Mas Candille in Mougins is doing a roaring trade in treatments for men.

"About 40 per cent of our customers are men," confirms Assistant Manager Katia Ballestra. "The most popular

treatments are Body Massage, cleansing facials and back hair removal."

According to the International Spa Association, men now account for 31 per cent of the spa-goer population in the US and Canada. The secret to persuading men to frequent spas is to avoid making the treatments sound too girly. Just as cosmetics companies use manly euphemisms ("grooming" rather than "beauty" and "revitalising skin serum" rather than "moisturiser") male spas tend to have butch-sounding names like Grooming Lounge (Washington D.C.), Nickel (New York City), and The Chairman (Seattle).

So who exactly are all these spa-going men? Well, 64% of them are married, 57% have a salary of more than 75,000 euros and the majority of them claim they go to spas "to relieve stress".

London's premiere "Grooming Emporium" is The Refinery, where, for 460 euros, you can go in for an entire day's pampering – haircut, shave, face and body treatments, deep tissue massage and "executive" manicure and pedicure.

Manager Louise McIntosh says she has noticed a "dramatic" rise in regular spa-use among men. "When we first opened in 2000 we had four therapists and two barbers looking after 20 clients a day. Now we have nine therapists and seven barbers who are consistently busy. Our clients are from all walks of life, age groups and demographics ranging from their late teens to their late 80s!"

Since the original flagship branch in Mayfair launched, The Refinery has opened salons in The City, at Harrods and most recently, in Tokyo. According to McIntosh, the most popular treatments are massages and hair removal.

On the topic of hair removal, The Refinery recently introduced a range of "intimate waxing" packages – variations on the infamous "Back, sack and crack". Customers can opt for the Galaxy (crack, buttocks, testicles - €180), the Universe (buttocks, testicles, bikini - €135) or perhaps Sir would be interested in the Mercury (crack and buttocks - €127)! Obviously such eye-watering depilation isn't everyone's cup of tea, but the overall picture for men-only spas looks decidedly rosy. With increasing pressure in the workplace, spas have a vital role to play both in smoothing away the stresses of modern life, but also in rewarding oneself for one's efforts. Once the idea of "pampering" yourself might have seemed self-indulgent and a bit wet to your average male, but now it's a case of: "I've worked hard; I want to look good; I can afford it."

On a final note, in spite of my own humiliating personal experience, perhaps we shouldn't write off make-up - that final taboo of male grooming - too soon either. Until recently, Jean-Paul Gaultier's Tout Beau, Tout Propre was the only men's brand with a cosmetics range, but it seems others are getting in on the act. Clinique is launching a male concealer called M Cover while Biotherm Homme has just released Power Bronze, consisting of self tanner, tinted moisturiser, under-eye concealer and powder brush.

Hmm, perhaps I was just ahead of my time. //

www.lemascandille.com
www.the-refinery.com
www.paris-cdg.com
www.rojadove.com



Heaven is...holidaying in the south of France

The chance to lounge by a rippling pool, book in hand, is for many people the only prerequisite for the perfect summer holiday; a chance to unwind and relax after a gruelling work schedule.

But for some holiday-makers simply lying flat out in the sun is not enough. They like their days to be peppered with culture, the arts, and some serious fun.

On the French Riviera, anything is possible. The real beauty of the Côte d'Azur is that there is so much to do for all ages and interests that even the most multi faceted "can't sit still" type will be over-awed.

The hardest decision of the day – and hopefully the only one – will be to choose whether today is a day for mere relaxation, or whether some gentle exertion is called for.

Those who like to "mooch" can stroll the cobbled streets of the myriad of ancient hilltop villages and visit

any number of the colourful food and antiques markets, first-class shopping facilities and famous art galleries on the doorstep.

And for those of a more active disposition, there are numerous golf and tennis clubs and water sports facilities all along the coast in which to indulge. For the adrenaline junkies amongst you, there are also canyon-ing, go-karting and paragliding centres at which you can get your thrills.

But if partying is more your thing, you won't be disappointed. From St Tropez to Cannes and Monaco, the beaches, bars, casinos and restaurants are alive with music every night and day, awash with champagne and bronzed, beautiful bodies.

A luxury motor yacht which can be hired for day charters to take you to St Tropez and the outlying islands. And when your body is crying out for a rest, why not visit one of the many world-class spas all along the French Riviera (see page 29).

Add to this melange fantastic gourmet food and wonderful wines served on a sun-drenched terrace overlooking the azure-blue sea and you will realise that renting a villa in the south of France does make sense. 🍷



1

Rental Villas

1 Valbonne

In a prestigious and quiet domaine, this bastide is one of the most outstanding properties on the Côte d'Azur, set in seven acres of beautiful parkland with a tennis court, close to the picturesque village of Valbonne.

Perhaps the most unique feature of the property is its magnificent swimming pool which is decorated



with a stunning contemporary mosaic design and surrounded by a large sun-terrace shaded by Phoenix palm trees.

The tranquil feel is enhanced by a beautiful lily-pond with Koi carp and an open Thai pergola. The pool house includes a multi-gym, shower room, WC, changing room, and kitchen

The main house, which is filled with many contemporary paintings and sculptures, comprises five bedrooms with ensuite bathrooms. All principal rooms enjoy spectacular views of the nearby mountains. There are two bedrooms in the guest house and a surround-sound cinema room as well as a caretaker's house for staff. Ref 328

2 Golfe Juan

This stunning villa is situated on the hills above Golfe Juan, a pretty seaside village with a marina, portside restaurants and numerous private and public beaches, only a five minute drive from Cannes.

A short walk to the coast, the villa



2

enjoys wonderful views over the sea, the bay, the port and the Cap d'Antibes towards Italy. It is spacious and bright, and all four bedrooms enjoy sea views. Large French windows in the living room and the kitchen open onto a terrace facing a beautiful horizon swimming pool. There is also access to another terrace shaded by a flowered arbour with summer dining area. The property, which includes maid service, also has an independent studio with sofa bed, kitchenette, TV, shower room, and toilet as well as a garage for two cars. Ref 311

3 Mougins

This fantastic provençal villa is within walking distance of the famous hilltop village of Mougins, enjoying lovely views of the countryside towards the Mediterranean Sea.

The house has been fully renovated to a high standard with an impressive mix of modern and original character features with a blend of wrought iron, stone tiles, light coloured walls, tasteful and elegant decoration and furnishings. The property is set in a quiet

environment with a covered terrace area for dining and lounging as well as a large heated swimming pool and pool house equipped with a kitchenette, shower room and toilet.



3

Rental Villas

The six bedroom villa has a lounge with fireplace opening onto a terrace and a split level to the dining room. Ref 329

4 Cap Ferrat

This beautiful Provençal villa is situated on the sea front on the prestigious Cap Ferrat and enjoys beautiful views over the Bay of Villefranche. The property has direct access to the sparkling Mediterranean Sea as well as a stunning pool with overflowing effect and a hammam.

Each of the rooms in the villa, including the five bedrooms, have access to a terrace and enjoy sea views and all-day sun. There is a

large living room with fireplace which opens onto a terrace with outside dining area.

The property also has an independent studio with kitchenette, sitting room, double bedroom, bathroom and TV, as well as parking for three cars. Ref 301

5 Cap d'Antibes

This character property situated on the seaside on the prestigious Cap d'Antibes sits in landscaped gardens with terraces, a pool and a heated jacuzzi.

Inside the recently refurbished villa is an ultra modern kitchen and sitting room which open onto a sun terrace framed by beautiful bougainvilliers with an outstanding dining area.

The property, which has four bedrooms and four bathrooms, is furnished in a contemporary style giving a bright and airy feel. The

living room is equipped with all the latest audiovisual equipment. There is also a utility room with washing machine and tumble drier. Ref 312

6 Super Cannes

A beautiful property in a néo-provençal style situated in Super Cannes on a private park facing the sea with an exceptional view.

The luxury villa has a master suite which opens on to a stunning sun-drenched terrace, three additional ensuite bedrooms and a large living room with open fireplace. The ideally located property, a stone's throw from Cannes famous Croisette, also has a beautiful, heated swimming pool, a jacuzzi, sauna and hammam as well as an independent villa for a caretaker, a laundry room and parking for four cars. Ref 217

7 Valbonne

This newly renovated bastide is located in extensive gardens with a large pool and a covered terrace with dining area and BBQ just five minutes walk from the old village of Valbonne.

Decorated and furnished to a very high standard in a stunning mix of modern and original character features, the property enjoys lots of natural light. The villa has five bedrooms and four bathrooms, as well as a beautiful Provençal kitchen and large living room with Sky TV, ADSL internet connection and parking for four cars. Ref 327

8 St-Jean-Cap-Ferrat

An exceptionally spacious and light contemporary villa with modern decoration and furnishings, enjoying wonderful views over the Bay of Villefranche and St-Jean-Cap-Ferrat.

The villa, which comprises five bedrooms and five bathrooms, has a large panoramic terrace leading to a beautiful overflowing effect swimming pool which faces south. Situated on a hillside in a calm and private domaine, the property is just 10 minutes drive from the sea and beaches, 15 minutes from Monaco and 30 minutes from Nice Airport. Ref 300



4



5



6



7



8

Days Like These, David Mayman

For self-confessed serial entrepreneur David Mayman, the south of France is all about switching off and slowing down after the hectic reality of running multiple businesses across the globe. Alex Sutcliffe catches up with the Australian impresario at his Dublin home.

My day starts at 6:30 and by 7:00 I'm on the phone to Australia. My business interests are in mining, new media and aerospace with offices and operations in Australia, Asia, the Middle East, China, Europe and the US, so my teams are spread out all over the place. My routine is to try to touch base with everyone once every couple of days. By about 10:00 or 11:00 I start working European time and then the US from 16:00 in the afternoon, so I spend an awful lot of time on the phone.

I try to have breakfast with my family unless I've got an early conference call; I've got two daughters, Georgina, four, and Charlotte, who's 10-months-old. I work from home which is great – as long as I plan my time effectively I can see them during the day. Most people only get to see their children for breakfast and bath - or story-time. Charlie sometimes sits on my lap while I'm working and plays with

“After moving from Sydney to Dublin three years ago, I used to go to Australia every six weeks, which was ridiculous. Now I probably go three times a year.”

the computer. Everyone knows when she's with me because they can hear the oohing and aahing. I'll be on a conference call and Georgie will come in and tell me she's got a lovely fairy dress on – that's quite common.

Lunch is a mixed bag. Usually I have it at my desk. Saschi, my wife, is a psychologist and works two days a week, so we probably have lunch together once a week in Dublin.

I travel a ridiculous amount and am away from home 50% of the time between the various offices. I spend quite a lot of time in the US building up business there. After moving from Sydney to Dublin three years ago, I used to go to Australia every six weeks, which was ridiculous. Now I probably go three times a year. Otherwise time is spent in England and France.

We've bought a property in the south of France at Les Adrets up on one of the hills with views overlooking Cannes. It's being renovated at the moment but we get to it as often as we can. We've been coming to France for two years now, we both love French culture. France is about switching off and taking life at a different pace for us. Saschi is German and speaks several languages, including English, French, Afrikaans and some Russian. She speaks only German to the children so most of the time I have no idea what's happening.

In the summer we enjoy late evening walks along the Croisette. We've found a Chinese restaurant in Cannes that we like – coming from Australia we miss Asian food. Otherwise we drive down to the coast in the summer along with all the other millions of people.

I fly helicopters and light aircraft so I'm keen to get a helicopter set up down here just to get around more easily. Aviation takes up a lot of my spare time – I was in Florida for nearly a month earlier this year doing some training – but business is my hobby as well. Saschi keeps telling me to stop playing at my hobby and spend more time with the family. That's the



downside of working from home, where do you draw the line? I can be in the middle of dinner and suddenly remember that I've got to send a fax or email, so it can be difficult.

Ideally in the evening I'd stop between 18:30 until 22:00, then work again from 22:00 until 23:30, but often I have to get into stuff between 18:30 and 21:30 which isn't great.

I'm still very hands on and I enjoy that. I'm not one of those people who passively manages investments. Effectively, I have a series of companies that I own and I'm not interested in stepping back and leaving all the work to other people.

Early retirement? No, I'm having too much fun. //

MANHATTAN



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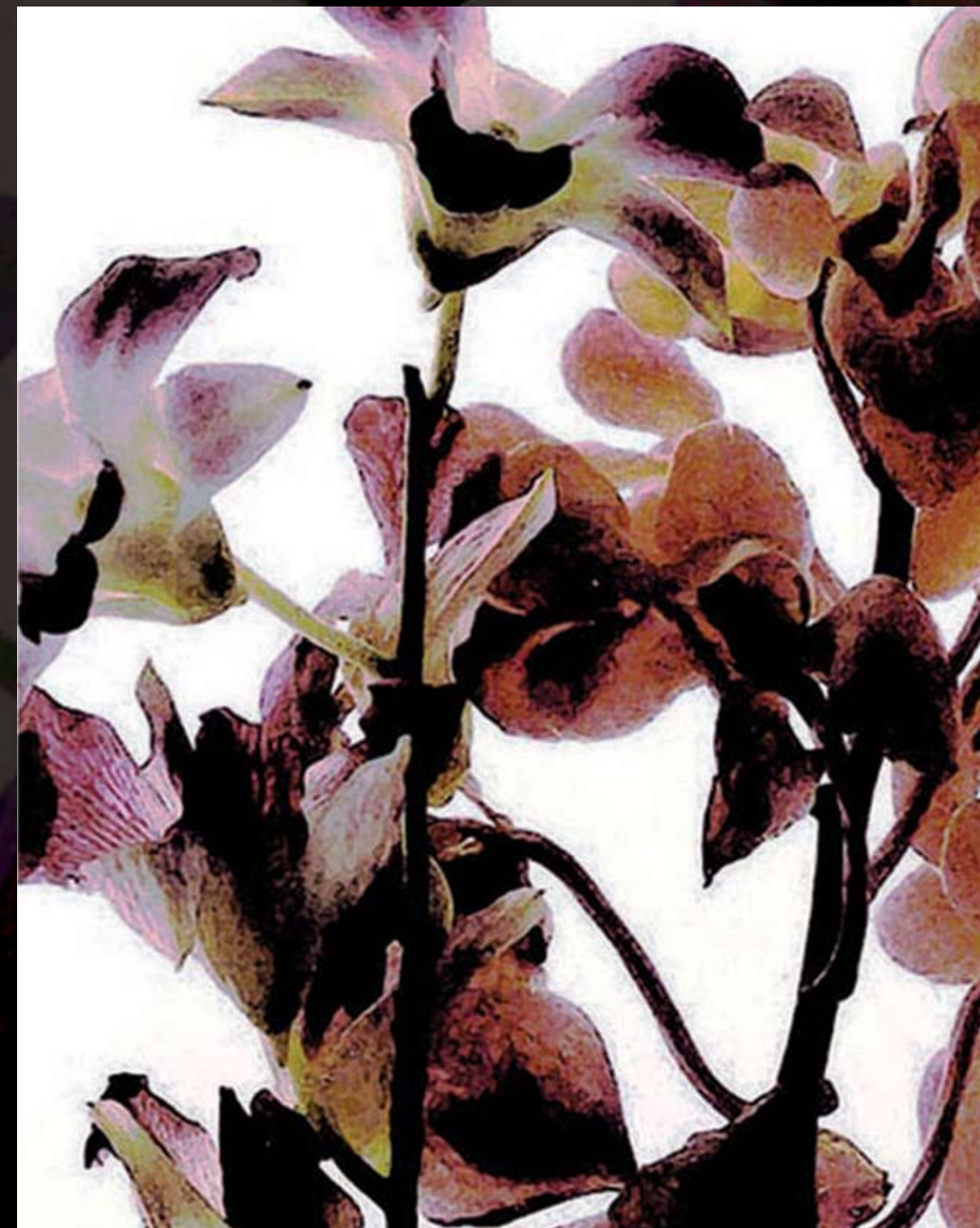


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