

# ADOREUM

ISSUE 4

*Autumn 2014*

TACKLING  
WINTER  
IN STYLE BY  
NET-A-PORTER

Melissa  
Odabash

ON SUCCESS, HER BRAND  
AND POWERFUL ROLE-MODELS

THE  
FEMALE  
PERSPECTIVE

INSIDERS  
GUIDE TO  
MARRAKECH





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## ROYAL PARK

MAURITIUS







# CONTRIBUTORS



**JONATHAN GLYNN-SMITH** has been shooting men and women's fashion for over 15 years. He travels extensively around the world finding inspiration from wherever he goes bringing a true narrative to the story. He has had several exhibitions both in London and Paris.

**MICHAEL BYRNE** is MD for Northern Europe at **Wealth-X**, where he has been for three years since their opening in London. Wealth-X is the world leader in intelligence and curated research into Ultra High Net Worth individuals, defined as those with assets in excess of \$30M.



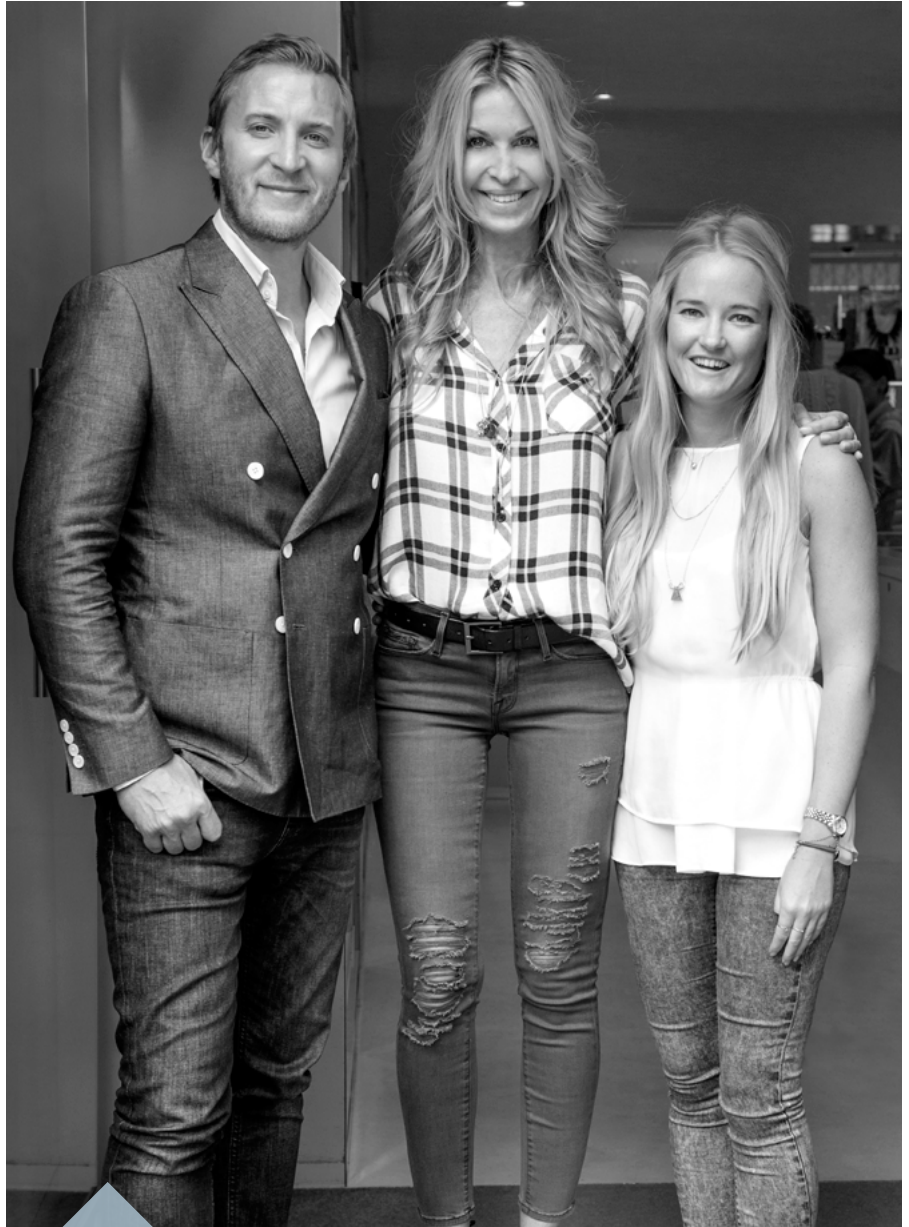
**HUGO CAMPBELL-DAVYS** is the founder of **Urbanologie**, the invitation only, curated lifestyle guide, providing members with personalised news, knowledge and information on what's hip and happening in and around London.

**INDIA MARTIN** with over 20 years experience in investment banking, is the Founder and Chief Executive of **Only Fingers and Toes**, a luxury nail brand with a collection of versatile colours that is sold exclusively in Harvey Nichols.



**LUPE PUERTA** joined **NET-A-PORTER.COM** in 2004 and was appointed Global Head of Personal Shopping in 2012. Her team provide an invitation-only, bespoke service to their most loyal clients, host one-on-one consultations with them and run bespoke events across the globe.

**JENNIFER LEDERMAN** worked in London as a criminal barrister for 25 years and founded **Camp Kerala** in 2005 - the ultimate in chic under canvas. Camp Kerala is based adjacent to Glastonbury Festival and is now being mobilised to other extraordinary locations globally.



## EDITOR'S LETTER

This is our fourth issue since launching our magazine series last year with John Hitchcox as the cover. What started as a newsletter to extol our virtues and merits to the masses, has taken on a life of its own and grown consistently. Amusingly, I started my career in journalism and now find myself back behind a desk planning content and reviewing copy some 20 years later. I guess we all revert to the things that come naturally. What we have learnt, is that there is huge appeal for the magazine format and, since releasing our print version, resounding loyalty towards traditional print media when it comes to the luxury or specialist sector. Given the magazine's increasing size, I felt it only fitting to follow form and include an editor's letter, despite finding myself in some unfamiliar territory with this issue's female focus. Fortunately, those around me seem to be a little more up to speed with what's on topic and in fashion when it comes to women. Certainly, women have never been more prominent in the luxury business sector and we have been fueled by the talent and entrepreneurial attitude of those featured in this issue. We are inspired by people with vision and have made every effort to create a business and indeed now a magazine that provides a platform to showcase innovation and promote new ideas. Don't be shy coming forward.





“I UNDERSTAND  
WHAT WOMEN  
LIKE AND  
DISLIKE ABOUT  
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SO I DESIGN  
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THIS APPROACH  
HAS BEEN  
CRUCIAL TO MY  
SUCCESS.”





Q & A WITH

# MELISSA ODABASH

The American fashion designer and former model reveals where she finds her inspiration, who has influenced her success and why London is a crucial market for her brand.

**BEING DESCRIBED AS THE 'FERRARIS OF THE BIKINI WORLD' YOUR PRODUCTS OBVIOUSLY STAND HEAD AND SHOULDERS ABOVE THEIR COMPETITORS, CAN YOU PIN POINT WHY THIS IS?** I have to thank the journalist who came up with this great quote. I still love it! This statement reflects the quality, fit of the bikinis and the way they make women feel. I discovered early on what women like and dislike about their bodies, so I design around that and make sure that my pieces are timeless, so no one knows what year they are from.

**WHERE DO YOU FIND YOUR INSPIRATION?** I love vintage markets. I get lost looking at different prints and colours. James Bond movies as well; the 60s era was definitely my favourite! The strongest influences tend to emerge when I travel to exotic places.

**ARE THERE ANY FEMALE BUSINESS ROLE MODELS YOU LOOK UP TO?** I totally look up to Natalie Massenet, we started at the same time and even through so many ups and downs she never gave up, turning her small business into an empire! When we started buying clothes through the internet she had such a vision!

**WHAT DOES THE FUTURE HOLD FOR YOUR BRAND?** We are launching five new franchises in Asia, so we are extremely busy with that in addition to developing further extensions, including an accessories range.

**IN WHAT WAYS HAS YOUR PAST AS A SWIMWEAR MODEL HELPED BUILD THE BUSINESS YOU HAVE TODAY?** When you are modelling, there's a lot of sitting around and waiting, so I was always listening to the designers, watching what the buyers were asking for, looking at what fits worked and what didn't. I learned a lot just by watching but it's been a very long and challenging road. Everything was trial and error!

**WHERE DO YOU CALL HOME AND WHY?** London - I've been here for 15 years and I love it! I moved here from Rome and still go back to Italy but London is so inspirational. It offers everything. It's international and its close to all the European countries for traveling.

**ARE THERE ANY OTHER EXCITING PROJECTS THAT YOU ARE INVOLVED IN?** I'm working with the [Elton John Aids Foundation](#); I designed a line of hats and I donate 20 pounds of every hat I sell to his foundation, which will provide medicine to women to stop them from transferring aids to their children when pregnant. I am also developing a line of swimwear for women who have been affected by breast cancer which I will launch in 2015. I'm also working with my friend Julian MacDonald; it will be our 5th collaborative year and this time it will be very glam!

*Shot at the Melissa Odabash Notting Hill store by fashion photographer Jonathan Glynn-Smith.*



**WHAT ADVICE WOULD YOU GIVE A WOMAN STARTING THEIR OWN COMPANY AS YOU ONCE DID?** Never give up focus. Choose one product and get it right. Once you have mastered that look, expand. Don't do anything just for money, follow your interests, your passion, and money will come later. It's important to love what you do.

**WHY IS LONDON AN IMPORTANT MARKET FOR YOU?** Because the weather is so bad, everyone leaves and goes on holiday; more bikini sales!

**WHAT DOES LUXURY MEAN TO YOU?** Luxury is something timeless, something that stands out. Something that makes you feel special and at home.

**WHAT WOULD YOU SAY HAS BEEN THE KEY TO YOUR SUCCESS?** Great patience and treating everyone as an equal. Success is a team effort I can't take the credit alone; if it wasn't for the help and effort from those around me, I wouldn't be where I am today.

**IN WHAT WAYS DO YOU ADAPT YOUR PRODUCT LINES TO SUIT DIFFERENT MARKETS?** I've lived in a few countries so I understand them well, particularly European and US markets. My collection is huge, so I know that I cover all countries including Asia and the Middle East; they are big markets for me. I learn when I travel, as it allows me to better understand different cultures and their demands. [www.odabash.com](http://www.odabash.com)





# WHAT'S BEEN GOING ON

An insight into what the Adoreum team have been up to. From private dinners, international events to shooting brand films in collaboration with [Tommy Hilfiger](#).



## ADOREUM SUPPORT THE ISABELLA BLOW FOUNDATION AND HUDSON'S BAY TO PRESENT ITS FIRST INTERNATIONAL EXHIBIT OF FASHION ICON ISABELLA BLOW'S WARDROBE.

Following the huge success of *Isabella Blow: Fashion Galore!* at Somerset House last year, Adoreum is delighted to continue its work with The Isabella Blow Foundation in the forthcoming fundraising event and exhibit in Toronto, Canada: 'Fashion Blows.' Fashion Blows will celebrate the extraordinary life and wardrobe of the late patron of fashion and arts who inspired its name, and will take place on October 22, 2014. The opening will be followed by a fundraising dinner, co-hosted by British style icon Daphne Guinness and President of Hudson's Bay, Liz Rodbell. The exhibit will be open to the public, showcasing a number of significant pieces from The Isabella Blow Collection; one of the most important private clothing archives of the late 20th Century/early 21st Century, now owned by Daphne Guinness. Central to The Isabella Blow Foundation's objectives is to take key pieces of the collection around the globe, to encourage aspiring art and fashion students. The Foundation has also created and implemented a scholarship fund through Central Saint Martins' College of Art and Design in London, sponsoring students through their studies. Finally, the Foundation aids selected charities that promote mental wellbeing and raise awareness within this sector. [www.isabellablowlfoundation.com](http://www.isabellablowlfoundation.com)

## ADOREUM KICKED OFF THE SUMMER MONTHS IN STYLE, WITH A PRIVATE DRINKS RECEPTION FOR THE LAUNCH OF D'JOYA'S LATEST JEWELLERY COLLECTION, WHICH SHOWCASED 25 OF THEIR COLLECTABLE PIECES.

Next came the Catton Golf Day, which Adoreum supported to raise funds for the Laureus Sport for Good Foundation. Our work with [Google](#) continued through the concept and delivery of two private dinners, bringing together the great and the good for an intimate dinner and discussion. Continuing our PA networking series, we joined forces with the Association of Celebrity Assistants for a special networking evening, hosted by [Morton's](#) private members club and event partner, [Agent Provocateur](#). Lady Barbara Judge hosted her first Thought Leadership breakfast in June with Julia Peyton-Jones chairing the next taking place in September. We were delighted to support [Audemars Piguet](#) in their recent collaboration with Town & Country Magazine for a Women & Art Day at Wormsley Estate, Buckinghamshire featuring a watch masterclass with Octavio Garcia, Audemar Piguet's Chief Artistic Officer.

The Adoreum team have just returned from [Archerfield](#), Sir Ian Botham and Dave Clarke's Golf Invitational, raising funds for Leukemia Research and Cancer Research UK, which featured a special performance from magician Troy. Finally, bringing the summer to a close, Adoreum and [Invest Africa](#) held an end of summer party at the [Westbury Hotel](#), with entertainment from Cole Page. [www.adoreum.com/services](http://www.adoreum.com/services)







**LOCATED JUST 20 MINUTES FROM MARRAKECH, THE RITZ-CARLTON RESIDENCES IS BRINGING THE 'SPORT OF KINGS' TO THE CITY. SINCE HOSTING THEIR ANNUAL TOURNAMENT RECENTLY IN COLLABORATION WITH BRITISH POLO DAY AND THE EVE BRANSON FOUNDATION, THE PROJECT IS NOW GETTING READY TO LAUNCH.**

Adoreum has been engaged by the developer to provide advisory, marketing and creative services, to ensure the successful promotion of their private and serviced residences. Working in close collaboration with Knight Frank, the agency won the account given its background in the residential and resort sector. The development, which will launch fully in February 2015 will include 84 villas for sale, a Ritz-Carlton hotel and a polo club, in addition to numerous amenities.

Adoreum's creative team are currently producing the project's pre-launch brochure and website, in addition to a bi-annual magazine about Marrakech polo life. Register for interest at [www.rcr-marrakech.com](http://www.rcr-marrakech.com).

## STAFF

### THE FEMALE PERSPECTIVE

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### **TOMMY HILFIGER BRINGS CHIC TO THE SET OF OUR FILM FOR THE LAKES BY YOO IN THE COTSWOLDS.**

Months of planning was brought to a close this summer with the successful wrap of our film for The Lakes by yoo. Capturing the essence and character of a 650 acre estate in just one day is a tall order, but with weather dependent and costly gyro-copters choking the budget, our hands were tied. An orchestra of activities including picnics, fishing, zip-wire, sailing, canoeing and cycling were composed with wardrobe by [Tommy Hilfiger](http://www.tommyhilfiger.com), a talented production team and remarkable weather, to yield a triumph and a result that we are proud of. Watch the film at [www.thelakesbyyoo.com](http://www.thelakesbyyoo.com).





# WOMEN'S THOUGHT

The Thought Leadership Women's Series has been designed to bring together female leaders from a range of fields including finance, business, media, the arts and philanthropy, for thought provoking discussion, informal networking and the initiation of long-



## POPPY TROWBRIDGE

Poppy Trowbridge is [Sky News' Consumer Affairs Correspondent](#) based in London and joined the company in November 2012 as its Business and Economics Correspondent. Prior to joining Sky, Poppy was the London-based finance and investing correspondent for Bloomberg Television. She covered bonds, stock and currency markets. Prior to that, Poppy served as Bloomberg News' European mergers and acquisitions reporter and banking correspondent, where she covered major stories such as the collapse of the 157-year-old bank Bradford & Bingley and the government bailout of Northern Rock.

Prior to her impressive career, Poppy achieved a master's degree in media and communication from the London School of Economics and an honour's degree in linguistics from the University of Ottawa/Université Stendhal.

Poppy hosted a thought leadership breakfast around the changing face of the luxury market, highlighting the effect of tourism trends in driving retail revenues and the growing transition from traditional storefronts to online boutiques.

## TANIA BRYER

Tania Bryer is a British television presenter, currently affiliated with global network [CNBC](#) where she is the Executive Producer and Host of 'CNBC Meets'. The series sees her interview a mix of subjects including UK media magnate Richard Desmond, U.S. President Bill Clinton, Naomi Campbell, Jon Bon Jovi and Sir Richard Branson. Tania previously worked for BBC and Sky Television. She is also the Chair of the National Events Committee for Cancer Research UK, as well as Patron of both the Alzheimer's Society and the Miscarriage Association. Tania has hosted the Hope Galas and conferences in aid of the King Hussein Cancer Foundation as well as The International Shafallah Conference in Qatar on Crisis, Conflict and Disability, moderating panel discussions with representatives of the United Nations and International Refugee Organisation.

Tania hosted a thought leadership breakfast about women in media and talked about her experiences over a 20-year career in the media industry and how progression for women in this field is still challenging. She discussed the need to achieve a sense of fulfilment in both work and personal life. Additionally, Tania touched on the under-representation of women in media and how this is slowly improving.



## HANNELI RUPERT

Hanneli Rupert is Founder and Owner of '[Merchants on Long](#)', a concept store in Cape Town, which showcases the artisanal talents of Africa. Merchants on Long features contemporary Pan-African design and has a curated collection of accessories that illustrate handiwork essential to luxury. Vibrant jewelry, hats, knits and bags made in countries such as Cameroon and Senegal exude a fresh African aesthetic. With the growing popularity of ethically sourced and fashion forward brands, ethnic goods have evolved into mainstream luxury collectibles coveted by a discerning clientele. Hanneli is part of this emerging design philosophy. Her own handbag line, Okapi, is an all-African brand. Each element of the bags—her trademark female springbok horns, the calf leather and ostrich skins sourced from sustainable farms, the labels, the lining and the packaging—is sourced and made in Southern Africa.

Hanneli hosted a thought leadership breakfast around authentic exotics and ethical supply chains, maintaining the integrity of her brand as it grows and the growing trend of sustainability in the luxury goods sector.





# LEADERSHIP SERIES

term relationships. The platform is underpinned by the calibre of our host speakers, who bring their insight, experience and opinion to share at each event. Here is a snap shot of some of the hosts who have brought our 'Women's Thought Leadership Series' to life.



## MARISA DREW

Marisa Drew is Co-Head of Global Markets at [Credit Suisse](#). She has worked in investment banking for over 25 years, and first joined Credit Suisse in 2003. Prior to this she was a Managing Director at Merrill Lynch for eleven years and worked for the private equity firm the Trump Group. She started her career as an analyst in 1986.

In 2008 she won the Women in Banking and Finance (WIBF) annual Achievement in Finance award. She was first recognised in the Financial News Top 100 Influential Women in Finance in 1997.

In November 2013, Marisa hosted a thought leadership breakfast, discussing 'Global demographic changes and their impact on economic output'. Themes included the emerging middle class and the increasingly ageing population in China, as well as the uneven split of men and women in the workplace in developed economies.

## HADEEL IBRAHIM

Hadeel Ibrahim is the Founding Executive Director of the [Mo Ibrahim Foundation](#), which works to bring about meaningful change in Africa, focusing on investing in governance and leadership. In addition to the Mo Ibrahim Foundation, Hadeel is a member of the Boards of Femmes Africa Solidarité (FAS), Mary Robinson Foundation for Climate Justice, the Institute of African Leadership for Sustainable Development (UONGOZI Institute) in Tanzania and the Carter Center UK. Hadeel is a Trustee of the Museum for African Art in New York and a Patron of Restless Development, a youth led development agency. She previously spent time with the Africa Section of Actis Private Equity Investors and with EMP Africa. She was formerly a Board Member of Refugees International and of LEAP (UK). Hadeel has a degree from Bristol University in Politics and Philosophy.

In March 2014, Hadeel hosted a thought leadership and discussed 'philanthropy in Africa – more than just charity'. Her insights into the need for a 'bigger picture' outlook, social enterprise and long-term investment, showcased the lack of awareness about sustainability, the environmental impact and the role that education is playing to affect change.



## LADY BARBARA JUDGE

Barbara Judge was appointed chairman emerita of the [UK Atomic Energy Authority](#) having served as its chairman and before that a director as far back as 2002. She is currently chairman of the Pension Protection Fund and is on the board of energy company Statoil.

Lady Judge started her career as a corporate lawyer for Kaye Scholer, Fierman, Hays & Handler in 1973, becoming a Partner in the organisation in 1978. She went on to hold a number of senior roles in the banking industry. She has held numerous non-executive directorships and has been called one of the best connected women in Britain. She was appointed CBE in 2010 for her services to the nuclear and financial industries.

In June 2014, Barbara hosted a thought leadership, during which she shared her story from the early part of her career and the difficulties she faced as a woman in an industry dominated by men. She also detailed mistakes she had made throughout her life and career and shared some entertaining anecdotes that left the audience captivated.







# WEALTH X'S MICHAEL BYRNE HIGHLIGHTS THE EMERGING TRENDS RELATING TO WOMEN WITH WEALTH

It's no secret that the world of wealth is largely dominated by men. In 2013, the UBS and Wealth-X World Ultra Wealth Report found that 88% of the global ultra high net worth (UHNW) population (comprising those individuals with at least US\$30 million in assets) was male, and the male segment of the UHNW population controlled 87% of the world's total UHNW wealth of US\$27.8 trillion.

The report also revealed that women are gradually grabbing a bigger share of the UHNW pie, and female UHNW individuals are increasingly

wielding their wealth to impact and influence the spheres of business, industry and philanthropy.

So are we set to see a seismic shift in the gender balance of the world's UHNW population? Not likely in the coming years, as Wealth-X predicts the significant gender divide in the UHNW population will remain in place.

We will, however, see the size of the female ultra wealthy population (along with that of their male counterparts) continue to swell, with new women across the world continuing

to cross the US\$30 million threshold at a rapid rate. Many of these women will blaze their own trails and make their own fortunes in the business world. Others will inherit their wealth as a part of the massive 30-year, \$US16-trillion intergenerational wealth transfer that is underway.

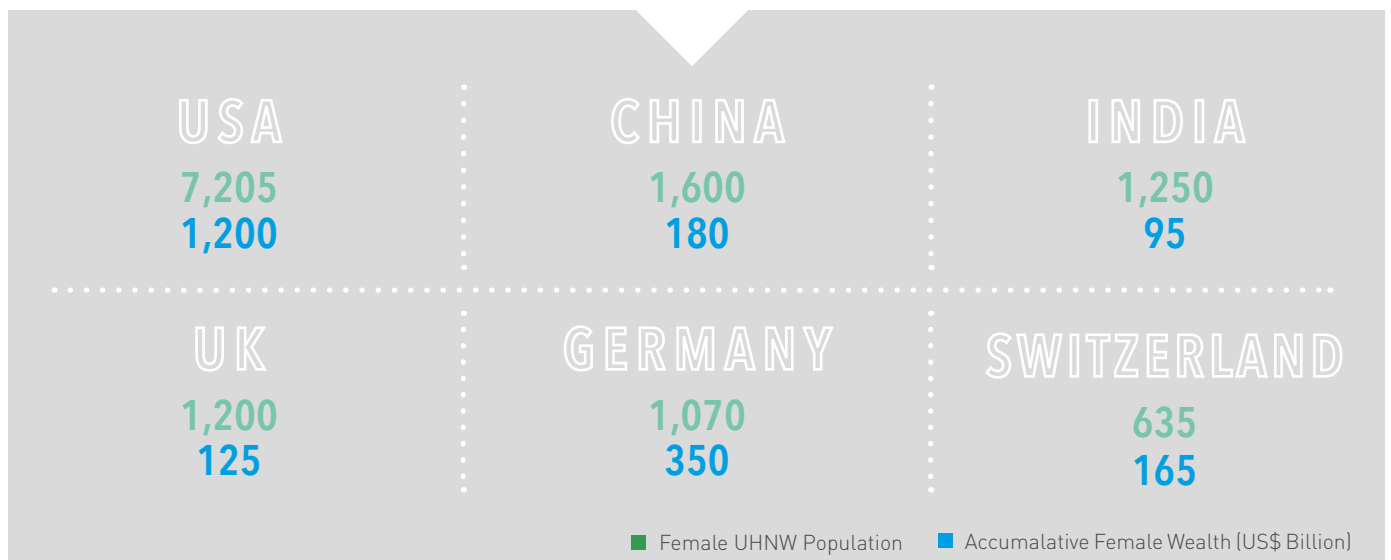
Whichever path they take to reach UHNW status, more and more women will join the UHNW club in the coming years, and the world's female UHNW population will continue to make a significant contribution to the global economy.

13% OF THE WORLD'S BILLIONAIRES ARE FEMALE. THERE ARE 282 FEMALE BILLIONAIRES, COMPARED TO 1,888 MALE BILLIONAIRES

ULTRA WEALTHY FEMALES IN AUSTRALIA HAVE A NET WORTH 3 X'S GREATER THAN MEN - US\$328 MILLION TO US\$102 MILLION

IN CHINA, 52% OF FEMALE BILLIONAIRES ARE SELF-MADE, COMPARED TO JUST 24% IN THE USA AND 12% IN GERMANY

## THE CONCENTRATION OF UHNW WOMEN & THEIR WEALTH





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## LONDON'S LATEST HANGOUTS

URBANOLOGIE'S,  
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RECOMMENDS THE BEST NEW  
DESTINATIONS TO EAT, DRINK &  
SLEEP, THAT ARE LAUNCHING IN  
THE COMING WEEKS.

### MONDRIAN LONDON

The highly anticipated design hotel has opened its doors on the Thames at the iconic Sea Containers House, with renowned British designer Tom Dixon. There is a restaurant by the award-winning New York chef Seamus Mullen, botanically inspired cocktails from world-renowned expert Mr. Lyan and a rooftop bar (inspired by the top deck of a cruise liner) in a glass box structure, with an outdoor terrace and panoramic views of London.

### THE BEAUMONT

Acclaimed restaurateurs Jeremy King and Chris Corbin, will be opening the doors to their first hotel, The Beaumont, a listed 1920's Art Deco style building which is being restored and transformed into a luxury boutique hotel with 52 bedrooms and 22 suites, heralding a return to the pre-war elegance of Mayfair hotels. The hotel will feature art by leading British artist Antony Gormley and a New York-style restaurant and American themed salon bar.

### SPRING AT SOMERSET HOUSE

One of Britain's leading female chefs Skye Gyngell, who made her name and reputation at the Petersham Nurseries Café, will be returning this October, with a new London restaurant in partnership with Heckfield Place. As her first solo venture, Spring will bring Skye's acclaimed ingredient-led (expect plot to plate) cooking to the New Wing of Somerset House.

### SOUTH KENSINGTON CLUB

Opening in South Kensington and located in a historic Georgian Music Hall, is the South Kensington Club. This exclusive fitness and lifestyle club sets out to provide unparalleled fitness and well-being facilities, which will include Russian Banyas and Turkish Hammams, London's only salt-water Watsu Pool, well-being retreats, a gym, Pilates, Yoga, private training studios and treatment rooms. Membership also includes access to the Royal Parks. Opening Membership starts from £3,500 per annum with an initial joining fee of £1,000.

### SWINGERS

There's a new Swingers club opening in Shoreditch next month. This pop-up crazy-golf course is the creation of the Winterwell Festival founder Josh Ford and will comprise of a 1920's style street food diner with some of London's most exciting street food vendors and located within the set of a converted warehouse. Think 'Great Gatsby' meets 'The Legend of Bagger Vance'. Ground passes cost from £5.00pp and tickets can be pre-booked.

For more up-to-the-minute insider news and exclusive access to the most happening openings and events, please email [hugocd@urbanologie.net](mailto:hugocd@urbanologie.net)

## MORE THAN JUST A 'BEAU-REGARD'

We meet the British designer behind the Dordogne's most talked about restoration.



Originally from rural Staffordshire, Angela Meunier has gradually made her way south via Paris to the wine soaked Dordogne, undertaking the mammoth restoration of a manor house that dates back to the 12th century.

Commanding an army of builders, craftsmen and landscape gardeners, the transformation from relic to idyllic has taken four years of hard graft, devotion and attention to detail; an undertaking that has ensured Le Manoir De Beauregard's position within Le Figaro's 'Top 100 B&Bs in France'.

'Le Manoir' sits within 40 acres between the historical towns of Bergerac and Perigueux. It rests rather majestically on a hilltop, providing fabulous views across

its verdant gardens, undulating farmland and the valley beyond. Angela has captured the quintessential romance of rural France beautifully, with a rustic chic style that, whilst informal, is no less refined. Tea is served from 4.30pm on fine English China, Whisky Sours poolside from 6pm. Of course, there is a well-stocked wine cellar too with a wide selection from the region.

All rooms have en-suites and are individually decorated with bespoke made furniture and hand selected pieces sourced from India, Sri Lanka, Morocco and local antique fairs. Delightfully, modern conveniences like free wifi and Ipod docks are also provided. Use it to escape, to share with friends or equally, as your base to explore the region.

[www.manoirbeauregard.com](http://www.manoirbeauregard.com)





HOTEL DU PALAIS

Built in 1855 as a summer 'villa' for Empress Eugenie, wife of Napoleon III, Hotel du Palais is Biarritz's most beloved hotel. Now part of the Belmond portfolio – previously Orient Express – the former palace is also a wellbeing sanctuary with an extensive spa and detox programme, now offered in the form of their 'Imperial Spa Package'; an ideal way to shake off your summer's over indulgence. [www.hotel-du-palais.com](http://www.hotel-du-palais.com)



SKINNY CHAMPAGNE!

Surely a fantasy? No it's true, champagne quaffing can now be part of your diet plan thanks to entrepreneur Amanda Thomson. With no added sugar, the lady's tippie of choice is now much healthier and now available in Selfridges. Match it with a 'no-bun' burger as part of your balanced diet. [www.thomsonandscott.com](http://www.thomsonandscott.com)



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# MARRAKECH'S HOTEL MASTERCLASS

A conversation with *Laurent Branover*, General Manger of Palais Namaskar.



Challenging a raft of big names now present in the city and indeed veteran hotels steeped in legacy, Palais Namaskar has danced into the arena and arguably, stolen the crown. Aligning with Oetker Collection, whose portfolio includes Eden Rock in St Barts, Le Bristol in Paris and Hotel du Cap on the Cote d'Azur was a masterstroke. The sense of place, design and environment is complemented by effortless and friendly service. Namaskar is a precision instrument in a city that doesn't play by the rules; a marriage that's perfectly suited.

**What drew you to working at the Palais Namaskar?** I grew up in a normal family with strong values; we enjoyed the simple things in life and loved spending time outdoors. I was drawn to Palais Namaskar for its outdoor space, its trees, the grass and above all, the peace, all of which reminds me of my youth. Palais Namaskar is like a dream.

**How would you best describe the character of the hotel?** Glamorous and unforgettable. When it comes to luxury hotels Palais Namaskar is at the top of its game.

**How does your hotel stand out from its competitors?** Palais Namaskar is truly a one-of-a-kind hotel and doesn't really have any direct competitors, however, if it were to be compared, Palais Namaskar, which is part of the Oetker Collection, offers the highest level of service and Moroccan authenticity.

**What would you say is the secret to a successful hotel?** Time to develop the best team and to form emotional bonds and relationships with your guests so that they want to come back.

**The word luxury is often overused, what do you think luxury means?** Unique, hand crafted and understanding the value of time – luxury is to enjoy every minute of your holiday.

**Apart from your hotel what was the last hotel you stayed in?** La Rerserve Saint Jean de Luz – a family owned hotel with great views of the sea and you can hear the sound of ocean. It has great service and a relaxed atmosphere.

**What advice would you give young people entering the hotel industry today?** Running a hotel is like having a family and welcoming guests into your home. You need to have an entrepreneurial spirit, a strong knowledge in sales, marketing and finance as well as a good work ethic and understanding of all the job roles within your hotel. It is important to start at the bottom and work your way up so that you have a full understanding of how your hotel works.

**What is the most important life lesson you have learnt?** That nothing can be taken for granted. You need to live for every moment and be happy and thankful for what you have.

**How would your best friend describe you?** Demanding, authentic and loyal.

**Who inspires you the most?** Everyday I meet people who inspire me, however, there is one person in particular - Mike Horn. He's 48 years old, has a family and has completed a world tour by boat. Ever since reading his books, I have been inspired by his drive to develop himself and learn from his experiences.

**What is the best piece of advice anyone has ever given you?** The CEO of the Oetker Collection, Frank Marrenbach, once told me not to take things too personally. When someone offers constructive criticism, take a step back, breathe and think before responding impulsively.

**Where in Marrakech would you recommend your guests as a "must see"?** As well as the classic Medina and Jemaa el Fna, I would highly recommend getting out of the city and experiencing another aspect of Morocco. Just one hour away are the Atlas Mountains where you can enjoy a three-hour hike followed by traditional cous cous and tagine cooked by local Berbers. This is a truly authentic experience not to be missed. I try to make sure to do this trip every couple of months.

**If you weren't a General Manager what job would you be doing?** I never dreamed of being a General Manager. Originally, I had wanted to be a restaurateur. Now, if I could choose anything, I'd want to work for Comex in Marseille specializing in engineering, deep-sea diving operations and sea biology.

**What gadget couldn't you live without?** My Polar watch. I enjoy doing lots of sport like running and cycling and like to keep track of my fitness.

**What is your favourite brand?** Hermes. It's a luxury brand with high quality and hand crafted products. It's a family brand and the service is impeccable. They make you feel like the products are for you only and, being French myself, I feel Hermes represents the traditional 'Savoir vivre et savoir faire' of France.





# TOP 9 FASHION TIPS FOR THIS WINTER

by *Lupe Puerta*,  
Global Head of Personal shopping at

[NET-A-PORTER.COM](http://NET-A-PORTER.COM)

**2.** The '60s trend is key for fall. Capture this look via a **monochrome dress, a mini-skirt or a pair of stylish block heels** – one of the coolest accessories to invest in this season. **Saint Laurent, Gucci** and **Valentino** are your go-to brands here.



**3.** I love a split skirt as it's sexy without revealing too much. **Carven's animal print coat** and split-skirt combination looked incredible in the fall show – it was bold yet elegant. If your style errs on the paired-back side, I recommend Carven's burgundy style or SEA's white midi with an exposed zip – both are in my wish list.

**4.** There was a huge focus on texture, thickness and comfort – and nothing looks and feels as chic as an **oversized knit** for fall. It's an easy piece to wear, it works with everything. I style mine with skinny jeans, floaty skirts and wide leg pants.

**5.** The cargo jumpsuit is a key piece for the season. Étoile Isabel Marant captures the relaxed, utilitarian feel perfectly with pockets and adjustable waist tabs.



**1.** If you invest in one thing for fall, make sure it's an amazing coat. From the maxi, tailored, belted, blanket, quilted and robed – there are so many shapes and styles to choose from. My favourite is the **Haider Aickermann grey wool maxi coat** – go for a chic tonal look as styled on the runway.



**6.** The **Valentino Garavani Carmen** leather booties are my ultimate must-haves this season. The retro reference to '60s Italian pop art is so fun and fresh – nothing updates an outfit quite like a statement shoe.

**7.** **Givenchy's Lucrezia** tote is stylish, sleek and big enough to carry all your daily essentials. Every woman should own a leather tote and I think this one adds an instant dose of polished Parisian chic to a look.

**8.** Our customers are often asking me which key investment pieces will last them for years and I believe that fine jewelry is the perfect investment – it works with everything from work wear, jeans and a t-shirt to something more glamorous for the evening. **Anita Ko's** pieces look super cool worn layered and stacked – I adore her **signature arrow collection**.



**9.** Winter whites bring an understated sense to luxe dressing. Head-to-toe white looks super elegant – **Acne Studios' boxy sweater** looks stunning teamed with wide leg pants.





# DESTINATION MARRAKECH

Editor *Brett Gregory-Peake* shares his tips and advice on the city that's fast becoming his second home.



Marrakech is more than 900 years old. A city that retains the cracks and character of time and the scars of its history. In the face of modernity, progress and economic change, there's a sense that it has resisted temptation and held onto a moment in time. In the early 20th century, they were still impaling the heads of enemies and pretenders at the city's front gates. Fifty years later, the Rolling Stones were partying in La Mamounia and Yves Saint Laurent was creating his masterpiece that is Les Jardins Majorelle. They helped to create the foundation for the character and style that the city imbues to this day. Authentic, gritty and romantic Africa on one side, cosmopolitan playground on the other.

## LA MAMOUNIA

### Old Town

Quite simply one of the world's most iconic, enduring and romantic hotels. Despite a recent makeover by Jacques Garcia, it has lost none of its charm and colonial grandeur. One is still transported back in time and made to feel that sense of occasion. Rooms are impeccably and beautifully furnished, but the star is the pool area and the gardens.

### Insider Tips

Request a room facing the gardens for a stunning view / The buffet lunch by the

pool is the best in Marrakech and offers a feast from all corners of the world / Churchill's bar has an amazing jazz singer / You can buy a day pass there now too so you don't have to stay to share in the experience. [www.mamounia.com](http://www.mamounia.com)

## PALAIS NAMASKAR

### The Palmeraie

An extraordinary and recent addition to the city's portfolio, Namaskar is an oasis of calm designed in accordance with the principals of Feng Shui. Expansive waterways and rivers ebb against

undulating gardens, hiding mini palaces and private villas. Managed by Oetker Collection, service is impeccable – an unusual achievement for Morocco – and complemented by an excellent gourmet restaurant.

### Insider Tips

Take a private villa with pool within a walled garden / Mercedes shuttle service with built in wifi does six trips into town and back daily so you feel like you have your own chauffeur service on call / They fly personnel trainers and leading health experts in from around the world to train guests. [www.palaisnamaskar.com](http://www.palaisnamaskar.com)





## THE CAPALDI

### The Lake

Built and designed by English couple, Ed & Tara Lyle, The Capaldi is some 40 minutes from Marrakech near lake Lalla Takerkoust. Lush gardens are complemented by a boho-chic design ethic with touches of Berber style. In true 'boutique hotel' fashion, rooms wouldn't look out of place in photo-shoot spread, which is charmingly at contrast with the remote village location.

### Insider Tips

Go jet skiing on Lalla Takerkoust, just 5 minutes drive away / Hire dune buggies and go off-road. [www.thecapaldi.com](http://www.thecapaldi.com)

## KASBAH BAB OURIKA

### Atlas Mountains

Situated 40 minutes drive from Marrakech, the Kasbah occupies a majestic hilltop position, providing an epic view of the Atlas Mountains from all sides. Completed just five years ago, the property looks as though it has been there for centuries although has all the modern conveniences of a luxury hotel. Rooms are comfortably furnished and accessorized in a chic Berber style.

### Insider Tips

They have a great pool, so don't forget trunks / Use as staging post to explore the mountain range, visit ancient kasbahs and local berber villages, and to go skiing at Oukaïmeden. [www.kasbahbabourika.com](http://www.kasbahbabourika.com)



## L'HEURE BLEUE

### Essaouira

Whilst Marrakech is not on the coast, the region includes Essaouira, which is just 2 hours drive away. L'Heure Bleue, in the old town, is a meticulously restored riad that echoes of yesteryear. It's colonial style and grandeur delivers a real sense of experience, from which you can discover the city, its old medina and the beach.

### Insider Tips

Head down to the port for lunch and barter with the fishmongers choosing from a wide selection before they cook it fresh on the grill and serve it up al fresco; best food town / Great wind for kite-surfing. [www.heure-bleue.com](http://www.heure-bleue.com)

## NIKKI BEACH

### Pool Party

Within the exclusive Palmeraie oasis, this African outpost is no less hedonistic than its European cousins and conjures up a reliable party atmosphere amongst its white pillowed daybeds, pavilions and pools, with guest DJ's flown in from around the world.

### Insider Tips

Open for business March through to January / Book a bed by the pool in advance as they are quickly snapped up in peak season [www.nikkibeach.com/marrakech/](http://www.nikkibeach.com/marrakech/)



## LOTUS CLUB

### Cocktails & Cabaret

Located in the affluent district of Hivernage, Lotus Club has been converted from luxury private villa into cabaret playhouse and gastronomic destination. Renowned chef Jacques Ruivo's delivers a talented choice of both Mediterranean and Moroccan flavours, as a talented mix of artists take to the stage with explosive performances headlined by burlesque dancers OHLALA and guitarist Mood.

### Insider Tips

Sit behind the bar for dinner to guarantee best views of the stage / Gets very busy for the cabaret so arrive at 9 to secure a seat. [www.lotusclubmarrakech.com](http://www.lotusclubmarrakech.com)

## PRIVILEGE

### Medina Chic

The medina still retains its authentic character and hides some of the most astonishing palaces and old townhouses behind its dusty façade. This sense of contrast is captured perfectly at Privilege, where the owners have transformed a grand old riad into an art deco style gourmet Moroccan restaurant and chic maison d'hôte.

### Insider Tips

Dine out outside by the pool under the olive trees / Stay in one of their beautiful ensuite rooms and use as your base to explore the souk. [www.riadslotus.com/riad-privilege/](http://www.riadslotus.com/riad-privilege/)



## JNAN AMAR POLO CLUB

### Chukkas

Just 20 minutes from Marrakech, Jnan Amar provides world class polo facilities, with ponies provided by polo icon and club president Patrick Guerrand Hermes. It's already hosted two international tournaments with British Polo Day and is now open for chukkas, lessons and private events. A half day pass including polo lessons and lunch is available at 1200DHS.

### Insider Tips

Book ahead as spaces are limited / Residences are available overlooking the polo fields from £800,000

## BELDI COUNTRY CLUB

### Shabby Chic & Chill

Situated within the grounds of a rose farm just 10 minutes from Marrakech, Beldi is the perfect sanctuary from the buzz of the medina. The club's rustic style is a carefully choreographed experience that is managed meticulously to incorporate a boutique hotel, luxury spa, restaurant, pool and even their own souk, which sells beautifully handcrafted Berber carpets, linens and pottery.

### Insiders Tips

Spend the day at Beldi with 3 course lunch, pool, sunbeds and towels from just 350DHS / Visit their other outposts in the Atlas Mountains and El Jadida. [www.beldicountryclub.com](http://www.beldicountryclub.com)







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# ART, CULTURE & MUSIC

Camp Kerala's Jennifer Lederman talks five star camping, global expansion and Glastonbury.



As I look out of my office window I can see the iconic Pyramid Stage at Glastonbury. Watching the nomadic city, which is the Glastonbury Festival, grow out of the fields each summer is the most spellbinding sight. The creativity of this mystical area has been felt since the times of the mythical King Arthur and his legendary Camelot. The most recent incarnation of this creative force comes in the form of the [Hauser & Wirth](#) gallery in Bruton, which opened to rapturous acclaim in July this year. Phyllida Barlow's stunning installations are at present exhibited. Franz West and Pipilotti will spread their magic there during the autumn.

Music has come to play an increasingly important role in our lives since the inception of Camp Kerala in 2005. Recently, the history of music has become a source of fascination to me, which is why we are all off to Venice to see Art or Sound at the

[Prada Foundation](#). It's part of the Architectural Biennale and explores the links between art and music. The plan is to sneak in a little work as well; we're exploring taking Camp Kerala to the Venice Carnival in 2015.

The hottest theatre dates in my diary this year encompass the chance to see two of today's leading female actresses on stage; Gillian Anderson in A Street Car Named Desire and Kristin Scott-Thomas in Electra.

London art wise, it's back to two of my favourites, to see Constable at the V&A and Turner at the Tate. Then there's Frieze Art Fair. The chance to see two Masters alongside one of the world's biggest modern art fairs? It's a reminder that London really is the best cultural city in the world.

With Camp Kerala effectively a five star hotel in a field, as the autumn approaches I will throw myself back into researching the latest hotels and restaurants. The Jukkasjarvi Ice Hotel fascinates me. This year the building will be completed on 10th December. I will be intrigued to find out how their construction issues mirror ours.

Looking slightly further ahead. As we continue Camp Kerala's global expansion we're casting our gaze stateside to US festivals. Burning Man has the requisite levels of madness; maybe the deluge of Glasto-esque rain that delayed it this year is a sign from the heavens! Burning Man 2015 is on my unmissable list. The other unmissables for 2015 are The Palio in Siena and the Ibiza closing parties; both of which we are carrying out reces for this autumn.

The pinnacle of my Glastonbury this year was London Grammar's performance. They have two dates in France this autumn. One is in Paris but the one that I would prefer to go to is in the Notre-Dames de Reims Cathedral. I am sure the haunting tones of these fantastic young artists will envelop the Cathedral in the same way as they enveloped King Arthur's mystical Somerset acres in June this year.

## 8 LAYERS OF

# ANNIKA NAIDOO

SENIOR ACCOUNT MANAGER

**1 WHAT IS THE BEST PART ABOUT YOUR ROLE IN ADOREUM?** The best part is and always has been the team I am part of and have the opportunity to work with every day – it really does feel like a second family and that's a really unique environment to be in. Additionally, I've always been able to work to my strengths and on clients/projects for which I can really harness my skills and in areas that I have experience in, for example a lot of the Foundation work we do.



**5 IF YOU COULD LIVE ANYWHERE IN THE WORLD, WHERE WOULD YOU CHOOSE?** I would choose London, I never get bored and my heart truly lies here – this is partly because I have a foundation here of work, family and good friends but I also believe London is a fantastic city full of incredible people doing so many interesting and game-changing things.

**6 WHERE DID YOU GROW UP?** Between London and Dubai.

**2 WHAT DO YOU TEND TO DO IN YOUR SPARE TIME AND WEEKENDS?** I am a fitness fanatic so I train a lot – with my trainer or you can often find me at [Barry's Bootcamp](#)! I am also on the committee of Women for Women International and support a number of other charities, particularly the David Sheldrick Wildlife trust – so any work needed around this tends to be done in my spare time. Other than that activities are quite normal! I love London and love to meet my friends.

**3 WHAT IS AT THE TOP OF YOUR BUCKET LIST?** Gorilla trekking in Uganda and climbing Kilimanjaro.

**4 WHAT IS YOUR FAVOURITE FILM?** It's really tricky to pick just one but generally I like films based on real life. Amongst my favourites are American Gangster, Blow and Dallas Buyers Club. Plus just about anything with Leonardo DiCaprio.

**7 WHO IS YOUR FAVOURITE DESIGNER AND BRAND TO WEAR?** So difficult to pick just one but [Ralph Lauren](#), [Chanel](#) and [Helmut Lang](#) are definitely up there.

**8 WHAT IS THE MOST EXCITING ADVENTURE YOU'VE BEEN ON?** A 3 week trip to Thailand and Cambodia. I saw and experienced some amazing things.





# ON BEAUTY

Only Fingers And Toes Founder, India Martin, reveals her top beauty must-haves.

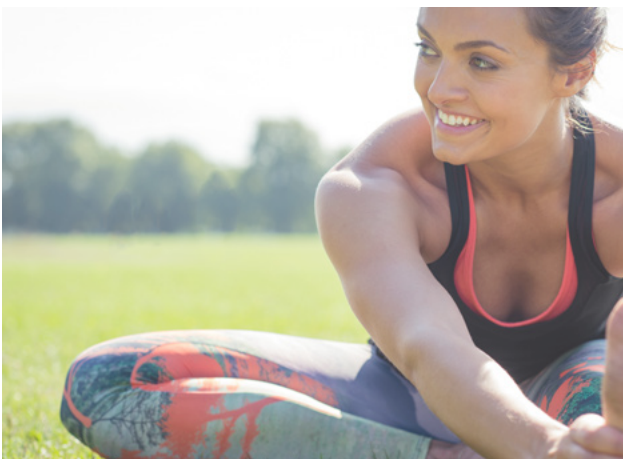
I love and live all things beauty. My husband always says that I should open my own beauty boutique out of my bedroom. The fact that my husband is even aware that my beauty treasures are the sorts of things one might classify as 'worthy of boutique' status is testimony to the level of beauty fanaticism that goes on in my house.

So...hear it goes. I am emphatic about skin care. Over the past year, I have been besotted with Dr. Levy skin care products through which he claims that skin aging is reversible. You had me at hello! Lots of people keep telling me how great my skin looks. Some of this is down to good genes but this regime works by boosting stem cell activity. Whilst the price tag will set you back a cool few hundred pounds, the results are absolutely worth it. Lines smoothed, taut skin and clear complexion. One word: Amazing.

With regard to make-up, I have been a lover of Nars Cosmetics since they launched in Barneys New York in the 90's. Nars have maintained their distinctive air of luxury and style through the years with pigments second to none. There are a number of great trends this Autumn/Winter but my favourites are rich deep metal eyes, paired with autumnal rust coloured lips. Nars new Dual Intensity Eyeshadow in Subra (£21) and Nā Pali Coast Multiple (£30), which can be used for lips, skin, cheeks or eyes, completes the look.

No beauty addict's cosmetic wardrobe would be complete without perfectly primed nails. My own brand, Only Fingers and Toes is the perfect compliment. Our newest collection, 'The Elements' is expertly curated and beautifully packaged. Its gorgeous rich hues; Krypton, Nitrogen, Manganese, Mercury, Gold and Neon are the perfect gift though with such lovely colours I find it difficult to be so generous! (From £16 at Harvey Nichols). [www.onlyfingersandtoes.co.uk](http://www.onlyfingersandtoes.co.uk)

## ACTIVE IN STYLE



Living by the belief that style should not need to be compromised when working out, Active in Style is the online destination for fit fashion, showcasing international brands that not only look good but also perform during your workout. [www.activeinstyle.com](http://www.activeinstyle.com)

## NEWS IN BRIEF ...

OUR CREATIVE TEAM IS DESIGNING AND DEVELOPING WEBSITES FOR THE CAPRA HOTEL IN SWITZERLAND AND THE JNAN AMAR POLO CLUB IN MARRAKECH WHICH WILL BE LAUNCHING IN THE NEXT FEW DAYS // THE LAUNCH PARTY OF THE CAFÉ ROYAL MEMBERS CLUB TOOK PLACE ON OCTOBER 2ND // Our next thought leadership event is being held at The Dorchester in October // The events team are busy preparing for the annual shooting weekend event in Prague in November // **JOIN US AT OUR NEXT PA DRINKS IN OCTOBER** // OUR NEXT ADOREUM NETWORKING LUNCH WILL BE HELD IN DECEMBER // The access team are supporting the MTV Staying Alive foundation with their annual fundraising dinner on November 15th in London // TO KEEP UP TO DATE ON ALL OUR NEWS FOLLOW US ON OUR SOCIAL MEDIA

# MY PHOTO MEMORY: MARRAKECH BY JONATHAN GLYNN SMITH

I captured this picture on the roof tops of Marrakech as part of a fashion story for the doyenne of fashion journalism, Hilary Alexander. It was her last shoot for The Telegraph having worked there for 29 years, so an end to an era really and the last time that we worked together.

Despite the bustle and madness of medina below, up there it was so peaceful. The contrast between the two was extreme and that's really the charm of Marrakech. This picture captures the moment beautifully.





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