

ADOREUM

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MONTH'S QUARTERLY

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ISSUE 2.

March 2014

TAKE A LOOK
AT WHAT
WE'VE BEEN
UP TO

Our exclusive
interview with

Daphne
Guinness

A look into the
habits and trends
of the UHNW sector

LONDON'S
LATEST
OPENINGS

BELSTAFF'S

**DAMIAN
MOULD**

ON THE **DAVID BECKHAM**
CAMPAIGN AND THEIR
GLOBAL EXPANSION

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CELEBRATING OUR 5TH YEAR

DAMIAN MOULD

SPEAKS WITH ADOREUM ON HIS VISION FOR THE BRAND AND THEIR LATEST CAMPAIGN WITH DAVID BECKHAM

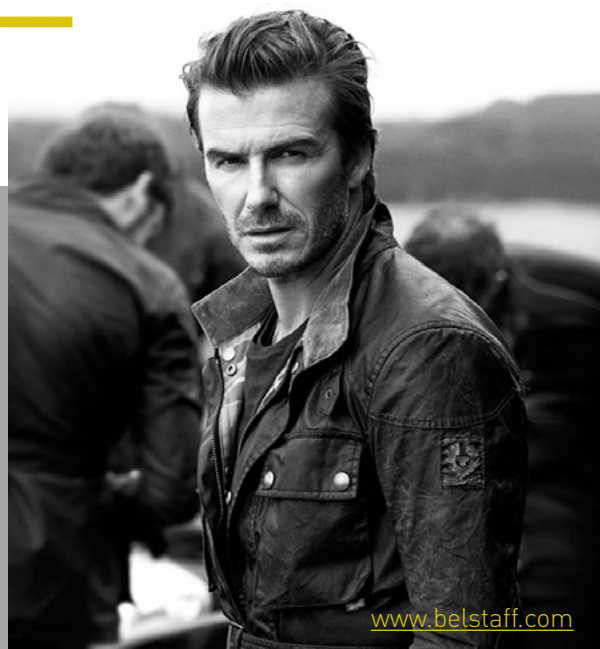
YOU NOW LIVE IN NEW YORK, WHEREABOUTS AND WHY? I live in the West Village as it's the closest thing to Notting Hill Manhattan has to offer. I decided to move to NYC because it is the epicentre of the fashion business and I've always loved the energy and vitality of the city.

• AS A SERIAL ENTREPRENEUR, WHAT INFLUENCED YOUR DECISION TO JOIN AND INVEST IN BELSTAFF? I've always been involved in brands, so when the opportunity to become involved in the turnaround of Belstaff came about, it was the perfect proposition for me. It's a brand I really believe in and it just ticked all the right boxes; a great brand with a company that is entrepreneurial.

• FROM HUMBLE BEGINNINGS IN STAFFORDSHIRE, BELSTAFF HAS BEEN TRANSFORMED FROM A SPECIALIST, OUTDOOR APPAREL RETAILER TO A GLOBAL FASHION BRAND IN A FAIRLY SHORT TIMEFRAME. WHAT FACTORS HAVE BEEN MOST INFLUENTIAL IN THIS CHANGE? Most importantly, it's the product that really leads everything. We have spent time enhancing the quality, making the ready to wear pieces stronger and bringing the brand back to its British roots. Our most recent campaigns, with Ewan McGregor shot by Craig McDean and with David Beckham shot by Peter Lindbergh, have helped greatly to capture the imagination of the consumers and connect them with Belstaff's values and heritage.

• THERE APPEARS TO HAVE BEEN A STRONG DIRECTIONAL SHIFT IN THE BRAND'S POSITIONING AND PRICE. HOW HAS THIS AFFECTED YOUR CLASSIC AND INHERITED CONSUMER? The core product is undeniably better in quality now compared to when we inherited the brand. The price point is slightly higher but not significantly so. The high luxe and leather pieces are still on a par with other luxury brand pricing and the new quality befits the craftsmanship and heritage of the brand. Belstaff customers seem to be very loyal and have embraced the new designs, the increased luxury factor and the new store concept that is now in New York, London, Munich and Milan.

• DAVID BECKHAM IS THE BRAND'S LATEST AMBASSADOR. WHAT WERE THE MOTIVATIONS BEHIND HIS APPOINTMENT? Firstly, he is a great British icon, an existing devotee of the brand and a super keen collector and rider of select custom bikes. Given his global profile, he was the perfect combination for us: someone true to the brand that could help us tell the Belstaff story in a credible way. As a relatively unknown brand, David is helping us greatly to increase our international awareness.



• WHICH MARKETS ARE CRITICAL TO THE BRAND'S EXPANSION AND WHY? The USA is a huge luxury market which is still growing and the American psyche really fits with the Belstaff brand. They love British brands and are very open to a new story - America is really at the forefront of where we want to be. Germany is another important market. They are a nation of petrol heads and affluent consumers interested in luxury products, so also a great fit for the brand. Equally, since opening our new store on Bond Street in London, the UK market has been going from strength to strength.

• BELSTAFF'S HERITAGE IS FIRMLY ROOTED IN SPEED, ENDURANCE AND MOTORSPORT. HOW IMPORTANT ARE THOSE VALUES TO THE BRAND TODAY? The original sporting heritage is key to the brand today. The authentic biker attitude is young, rebellious, rugged and has an edge. Our values come from that culture and we hold that attitude close to the brand. We make sure that in everything we do, we connect with those values and ensure that we are being true to the original brand story.

• YOU HAVE RECENTLY OPENED NEW STORES IN MILAN, LONDON AND NEW YORK - WHERE NEXT? This year we will be gaining a small presence in Asia and Russia with plans for larger spaces in 2015. We are also close to opening in the Middle East this year too.

• WHAT DOES THE FUTURE LOOK LIKE FOR BELSTAFF? The new campaign has already started to increase the awareness of the brand quite significantly. The ambition is for Belstaff to be a globally recognised luxury brand.

• BESIDES BELSTAFF, WHAT OTHER BRANDS ARE IN YOUR WARDROBE? Other than Belstaff I wear Martin Margiela and James Perse.

WHAT'S BEEN GOING ON



THE LAKES BY YOO HAVE RECENTLY LAUNCHED A NEW BUSINESS OFFERING CALLED 'YOO EXPERIENCES'.

Adorem were engaged to deliver the branding for this business offering including the overall yoo experience brand and the sub brand offerings. www.thelakesbyyoo.com



ADOREUM HOSTS ITS FIRST PA EVENT OF THE YEAR IN THE NEW MEMBERS' BAR AT THE BEAUTIFUL CAFE ROYAL.

Guests were treated to delicious champagne and canapés, as well as mini hand and arm massages in the recently launched Akasha Spa. Despite the tube strikes, there was a wonderful turnout and we look forward to hosting our next PA event at Sumosan's J Bar in the last week of March.



ADOREUM SUPPORTS THE ISABELLA BLOW FOUNDATION WITH THEIR FASHION GALORE! EXHIBITION AT SOMERSET HOUSE.

As well as supporting the Foundation in negotiations with Somerset House ahead of the exhibition, Adorem planned and delivered the private fundraising dinner at Claridge's to celebrate its launch. This year Adorem are building on its successes and looking to tour a capsule collection from the exhibition around the globe. www.isabellablownfoundation.com



THE THOUGHT LEADERSHIP SERIES PARTNERS WITH DORCHESTER COLLECTION.

Each breakfast is hosted at either The Dorchester or 45 Park Lane by our team and a leading female Executive/CEO for 15-20 other leading women across a range of sectors. Our most recent speakers have included Donna Ida Thornton, Founder of Donna Ida; and Sarah McVittie, Founder of Dressipi. Our forthcoming events will host speakers including Florence Eid, Founder and CEO of Arabia Monitor; and Hadeel Ibrahim, Executive Director of the Mo Ibrahim Foundation.

ON THE HORIZON

1 THE SHOP AT THE BLUEBIRD

Named after the iconic art deco Bluebird car showroom that once occupied its Chelsea premises, the Jigsaw owned boutique has found a new location on Duke Street, where the store will also include a café run by Fernandez & Wells. theshopatbluebird.com

2 MARCUS WAREING

Re-opening at the end of the March, following a £1.4 million makeover, it's farewell to the familiar claret dining room and fine dining style of service, replaced by a more contemporary design and 'American' way of service. marcus-wareing.com

3 CHILTERN FIREHOUSE

Legendary American hotelier, André Balazs is currently finishing transforming a former fire station in Marylebone into a small boutique hotel, expected to open this month with Michelin starred chef Nuno Mendes. andrebalazsproperties.com

4 BLOODY MARY & OYSTER

Created by Ed Ford & Ben Hamilton, this travelling restaurant located on a revived double decker bus will be popping up across London this summer serving the nations favourite pick-me-ups and aphrodisiacs. thebloodyoyster.com

Where do you call home? London, Paris and Ireland. What are your favourite childhood memories? Summers spent in Cadaqués with my

parents. Dali's swimming pool out there, where lobsters swam around like pets. How would your best friend describe you? Loyal, restless, nomadic... How important is philanthropy to you? I have an obligation to do what I can to help other people, and I take that seriously. I've used my position to bolster causes close to my heart, but I often go to bed feeling I should involve myself in further endeavours. The thing is not to rest on ones laurels. I try to support smaller charities, where the benefits are quickly felt. Where do you go to escape the hustle and bustle of life? Heywood Hill bookstore on Curzon Street, Mayfair. What are your favourite London haunts? For dinner: Scott's. For nights out: 5 Hertford Street. What is your favourite tippie of

5 AKASHA AT CAFE ROYAL

Following the iconic hotel's opening last year, their spa and gym is now open. Leading a new concept and holistic approach to wellbeing, this urban retreat is for the exclusive use of hotel guests and members. hotelcaferoyal.com

6 CLARIDGE'S

After many months of speculation Michelin-starred Chef Simon Rogan, of L'Enclume in Cartmel, was announced as taking over the helm at Claridge's with the new restaurant set to open this spring. claridges.co.uk/simon-rogan

7 THE BEAUMONT

The first hotel by acclaimed restaurateurs Jeremy King and Chris Corbin is housed in a listed 1920s Art Deco style building in Mayfair and due to open in the Autumn. The hotel will feature the first inhabitable work of art by leading British artist Antony Gormley. thebeaumont.com



choice? Tequila. What is your favourite piece of couture which you own? There is a blue Chanel suit I've had since the eighties. The cut is wider than I would wear now, but it marked my graduation to wearing couture, and I still love looking at it. I own various McQueen pieces which he made especially for me. Those are infinitely precious. What are the future plans for the Isabella Blow Foundation? For it to continue to generate funds to turn into scholarships at Central Saint Martin's and beyond. To make that happen, we need to secure further collaborative projects. What is the inspiration for your music? Love, frustration, humour. Everything really. What book are you reading at the moment? I've just finished a great novel called Mrs. Hemmingway. It's a fictional account of the writer's various wives. What has been the highlight of the Isabella Blow Fashion Galore exhibition at Somerset House for you? The photo shoot at Doddington House, Isabella's childhood home, was very moving for obvious reasons. The whole team was there; curators, Issie's family and friends. It solidified the collaborative spirit in which the exhibition was composed. What does 2014 hold for you? I'd love for people from other parts of the world to have a chance to see Fashion Galore! We're looking at touring it.



EXPERIMENTAL LUXURY

BY LUXURY SOCIETY

SOPHIE DORAN REPORTS ON THE EXPERIENCE FACTOR THAT IS DRIVING THE LUXURY INDUSTRY. Luxury loves a buzzword, and 'experience' is hardly new to the scene. But perhaps we underestimated its significance somewhat, until The Boston Consulting Group valued experiential luxury as a whopping \$980 billion industry, growing annually at 14 percent.

It's undeniable that consumers no longer buy products as much as they experience brands, and that luxury is shifting rapidly from having to being. And finally we have some proof; experiential luxury (exotic holidays, fine foods, art auctions, yachting, spas etc.) now accounts for 55 percent of global luxury spending.

Ultra high net worth consumers can now pay \$60,000 to be one of 20 people to dive the ruins of the Titanic for eleven hours. Or dine in every three-Michelin starred restaurant in the world over a six-month period, for the cool price of \$275,000. Or visit each of UNESCO's 962 World Heritage Sites over two years for a lavish \$1.5 million.

The segment is outpacing sales of personal luxury products such as watches, jewellery and handbags, as affluent consumers move through 'a natural purchasing trajectory,' switching from amassing tangible goods that infer wealth, to one-of-a-kind experiences to be shared with peers. And with this shift, we are noticing that these experiences are having a more pronounced effect on what constitutes product. For luxury automakers, this is the creation of retail engagement platforms that have little to do with physical vehicles. Lexus for example has unveiled its Intersect concept in Tokyo, comprising a café, exhibition space and assortment of goods by 'brands that harmonize with Lexus' philosophies,' without a car in sight. The brand is hoping simply to connect consumers with the 'Lexus universe'.

Burberry has outfitted a selection of garments in its Regent Street flagship with RFID chips, which transform mirrors into digital screens that then tell customers the story of the product and its craftsmanship. Luxury hoteliers are partnering with contemporary artists to facilitate private viewings of exhibitions and even money-can't-buy visits to studios.

It doesn't matter what your business is in luxury these days. To capture the attention of increasingly demanding consumers requires an understanding of their universe, and formulating holistic solutions that appeal to a broad base of wants and desires. Pretty product is no longer enough ■ *Sophie Doran is Editor-in-Chief of Luxury Society.*

WEALTH-X'S

FAUZI AHMED SHARES

INSIGHTS INTO THE HABITS AND TRENDS OF THE UHNW SECTOR

European business jet owners are on average 60 years old male, mainly married and primarily self-made. They have average net worth of US\$450 million and liquidity of US\$90 million. The average value of private aircrafts is US\$19 million.

The Chinese jet market has been relatively restricted by government regulations, but many of these regulations are slowly being lifted and modified, reducing obstacles to the private jet industry. Next year, it is expected that the Chinese private jet market will grow by 30%, as a result of increased travelling for business and leisure purposes and the growing trend of Chinese UHNW individuals moving abroad but retaining some business ties to the Chinese economy.

When looking at the most popular destinations for billionaires on a per capita basis, the majority are small business friendly countries with strengths in banking such as Luxembourg, Switzerland and Singapore. Luxembourg has more than twice as many billionaires per capita as any other country in the world due to its low tax environment and small population.

Technology accounts for 3.4% of the world's billionaires, a far cry from the 18% share that finance, banking and investment has. The Wealth-X and UBS Billionaire Census shows that total luxury holdings (excluding real estate) of the 2,170 billionaires in the world is estimated to be US\$126 billion. That's an average of US\$58 million per billionaire.

Increasingly, Superyachts lead the trend as the ultimate expression of wealth status. By 2020, UHNW spending on superyachts is expected to reach \$16.3 billion, a 25% growth overall ■ *Fauzi Ahmad is Director of Communications at Wealth-X.*

INTRODUCING AKASHA SPA AT CAFE ROYAL

An urban retreat in the heart of London, Akasha is leading a new concept and holistic approach to wellbeing. Hotel guests, visitors and members are invited on a guided journey to promote health, happiness and fulfilment while improving personal balance.

8 LAYERS OF LAURA CARTER ADOREUM'S DIRECTOR OF EVENTS

1 WHAT'S THE BEST ADVICE ANYONE HAS EVER GIVEN YOU?

From my father: "You'll never regret the things you do, only the things you don't do". And from a friend and co-conspirator (and in the words of Oscar Wilde): "Life is too important to be taken seriously".

2 WHAT'S YOUR FAVOURITE FILM?

Anything from my childhood in the '80s, especially the original Star Wars series and films like Trading Places, which never date.

3 DO YOU HAVE ANY HIDDEN TALENTS?

From a skiing accident, my shoulder dislocates freely... although I'm not sure if that is a talent or an inconvenience.

4 WHAT ARE YOU WORKING ON AT THE MOMENT?

We have an exciting brief to design a Halloween Party for a private individual and we're going pretty wild on the creative proposal. We are also supporting the [Isabella Blow Foundation](#) on their upcoming activity, working on a private pheasant shoot in Prague, a private "take-over" weekend in Tuscany, and a project relating to [Goodwood's Festival of Speed](#).

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6 WHAT'S YOUR FAVOURITE CITY IN THE WORLD?

It would have to be London; it is impossible to be bored here. If I didn't live in London, it would have to be Copenhagen. I was recently there as a guest of [Noma](#), the World's Number One restaurant, and was charmed by the city. We spent our days biking around from farmer's markets to cool design bars and enjoyed Danish beer in the sunshine on the waterfront.



5 WHAT IS YOUR FAVOURITE RESTAURANT?

[Four O Nine](#) Restaurant in Clapham North. Although I am biased as my husband is the executive chef, the food is truly exceptional; they recently won the Top Table "Best London Hidden Gem" local neighbourhood restaurant award. If I am to be completely honest, I am extremely lucky as the food he cooks for me at home is equally sublime!

7 WHAT BOOK ARE YOU READING AT THE MOMENT?

Embarrassingly I am fixed on the "Clean and Lean Diet" by James Duigan; I am desperately trying to undo the wrongs of the past few months. James Duigan runs the Bodyism gym at [The Bulgari](#) Hotel and is trainer to Elle McPherson so I thought that would be a good - but ambitious - place to start.

8 WHERE ARE YOU NEXT GOING ON HOLIDAY?

I'm a passionate skier, and wish I could spend the entire winter months in the Alps. Sadly, as that isn't possible, I am going for a long weekend instead to a small French resort called La Clusaz, where my family have a chalet. ■

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THE STRENGTH TO LEAD

BOMBARDIER BUSINESS AIRCRAFT HAS A HISTORY OF INSPIRING CHANGE WITH CONFIDENCE, OF FORGING AHEAD THROUGH UNCHARTED GROUND, OF PROGRESS, OF LEADERSHIP, AND OF INNOVATION. ACROSS THE FULL RANGE, OUR AIRCRAFT DON'T JUST BREAK THE MOLD, THEY RECAST IT.

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