

ADOREUM

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MONTH'S QUARTERLY

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ISSUE 1.

September 2013

OUR EXCLUSIVE INTERVIEW WITH JOHN HITCHCOX

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what we've been up to,
upcoming events,
the hottest new openings and
what's on the horizon

ADOREUM'S BRETT
GREGORY-PEAKE
REVEALS A LITTLE MORE...
IN THIS MONTH'S ISSUE

A PIECE OF JOHN HITCHCOX

**Adoreum speaks to John about living in Notting Hill,
Aqua Boracay, new industry trends and what yoo are planning next.**

WHERE DO YOU LIVE AND WHY? I live in Notting Hill in London and have done for the past fifteen years. I love it because it's close to the centre of the city yet has retained a village like atmosphere. The proximity to the city means I can ride my bicycle everywhere. I also have a second home in the Cotswolds, at our development, The Lakes by yoo. It is a fabulous second home community set around a network of six clear water lakes and only a 90 minute drive from London.

WHAT ARE YOO WORKING ON AT THE MOMENT? We recently launched Aqua Boracay on Boracay Island, in the Philippines, a resort residence and five-star hotel on what has been named as "The World's Best Island" by Travel & Leisure Magazine. Other projects include LOFT Niseko (Japan) - a collection of four ski chalets overlooking Mount Yotei, yoo Residence (Hong Kong) - a high end residential development in the heart of Causeway Bay, Mira Moon Hotel (Hong Kong) - an exciting 5 star design-led hotel in Wanchai and Aqua Iguazu, (The Philippines). We also have two projects in Russia due to launch early next year.

YOU ARE RESPONSIBLE FOR CREATING AND IGNITING NEW TRENDS IN THE PROPERTY WORLD. WHAT'S NEXT? In terms of trends, we are seeing the types of structures that people are living in change. High rise apartment buildings are no longer the domain of power couples but also viable living environments for families. I believe there is an increased focus on values in design. This means a continued integration of technology, and environmentally sustainable design, in line with the growth of people wanting to live more ethically and in harmony with their environment. The wider market demand for unique, good design will rise as more people continue to become more aware of how modern floor plans, and aesthetics affect the way we live.

WHICH EMERGING MARKETS MOST EXCITE YOU? I don't think I could pinpoint which market excites me the most. We have projects all over the world, from Asia to South America, each country and project is so unique that it would be impossible to highlight one market in particular. We have been particularly successful in India and the Far East and I think this is because these markets innately appreciate the power of brand.



IS SUSTAINABLE DEVELOPMENT IMPORTANT TO YOU AND HOW DOES THIS FEATURE WITHIN YOO? Environmental sustainability is something that I am incredibly passionate about and the creation of yoo Energy is a reflection of this. yoo Energy specialises in renewable and alternative energy, helping landowners and communities create renewable energy projects. I hope my passion for this subject continues through all our yoo projects, paving the way for projects that do not take away from their environment but rather give back. A good example is The Lakes by yoo. There is an on-site ecology manager to ensure that any detrimental impact that is had by the construction is counteracted through the replacement of trees and maintaining natural habitats for the wildlife. We also offer buyers the chance to kit out their properties with eco-friendly features such as solar panels and rain water recycling.

WHERE ARE YOU GOING NEXT? We have just launched our hotel business, yoo Hotels. The growth of this sector of our business will be an important focus over the next three years. The yoo Hotels offering includes hotel operations as well as design. This really is the next big project for yoo - it is a natural expansion from our core business of designing hotels and residences with concierge style facilities.

WHAT'S YOUR BIGGEST EXTRAVAGANCE? Family, time and travel. www.yoo.com

WHAT'S BEEN GOING ON

ADOREUM IS PROUD TO BE SUPPORTING INVEST AFRICA - THE PROFESSIONAL NETWORK

Invest Africa is a fast-growing networking and investment platform, delivering on the demand for high quality relationships within growing African markets. Managed by Adoreum, Invest Africa hosts a minimum of 2 events per month, bringing local African expertise to London and encouraging members to engage with the continent in a compelling and business focused environment. For more information about Invest Africa and membership, please contact investafrica@adoreum.com or visit website www.investafrica.eu



ADOREUM HAS BEEN ORGANISING KSF'S FUNDRAISING DINNER ON 28TH SEPTEMBER IN DC

The evening will celebrate the accomplishments of both Kevin Spacey and the foundation. Guests will enjoy performances by Kevin, Peter Cincotti, a tribute to film legend Jack Lemmon and a special appearance by his son Chris Lemmon. Kevin credits Jack Lemmon as his mentor having encouraged him to become an actor and inspiring the creation of the foundation. The Kevin Spacey Foundation has been created to help and train emerging artists to succeed in performing arts and film. www.kevinspaceyfoundation.com

— ON THE HORIZON —

23 Sept > Adoreum relocate from Dover St. to new premises at Broughton House, 6-8 Sackville St. London W1S 3DG // 10 Oct > J Crew open small menswear store in townhouse on Lamb's Conduit St. // 15 Oct > Luxury Society Keynote conference on 'Understanding the UHNW consumer', in partnership with Bloomberg in New York // Mid Nov > Aquascutum launch their new store on Great Marlborough St. // 20 Nov > The Isabella Blow Foundation open their exhibition, Isabella Blow : Fashion Galore at Somerset House

SPOTTED!



MONCRIEF'S NEW URBANITE CASE.
FIND IT AT NET-A-PORTER.COM

NEW OPENINGS

1 GRILLSHACK SOHO

Backed by Richard Caring and run by chef Mark Askew, this all-day grill opens in Soho's Beak St. with a new dining concept that enables diners to access the waiting list for tables via their mobile device through a special app. grillshack.com

2 THE EDITION LONDON

The brain child behind some of London's most iconic hotel experiences is back with a new brand, in collaboration with Marriott International. Launching on September 12th, The Edition London will be located in Fitzrovia, with 173 rooms, a restaurant, two bars and a series of events spaces. edition-hotels.marriott.com/London

3 KYUBI 40 DOVER ST

The success of The Arts Club has kick started its vertical expansion, starting with its Japanese restaurant Kyubi, which opened on 9th Sept. theartsclub.co.uk

4 WHERE ARE YOU GOING ON HOLIDAY NEXT?

I have just returned actually from a stay at [Le Manoir de Beauregard](#) in the Dordogne. Next stop is Ibiza for the closing parties in September. Couldn't be more chalk & cheese.

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

My grandfather instilled in me the importance of first impressions and sent me a list of things to abide by. It's now framed in my kitchen.



INTRODUCING 'REAL' MAURITIUS

We are excited about the launch of [Royal Park](#), a residential estate and community that is part of the changing the face of Mauritius. Our global sales & marketing campaign is underpinned by a shoot that we produced in February, when, with wardrobe provided by Ralph Lauren we captured the true essence of the project through film & photography.

8 LAYERS OF BRETT GREGORY-PEAKE ADOREUM'S DIRECTOR OF MARKETING SERVICES

1 WHAT'S YOUR FAVOURITE RESTAURANT?

It's difficult to select just one. [The Cut](#) at 45 Park Lane; their steaks are to die for. [Zaika](#) opposite Kensington Palace Gardens, who curate a fabulous gourmet take on Indian food including 'Mushroom Naan with Fois Gras'. La Pavillion poolside at [La Mamounia](#) in Marrakech, whose buffet lunch is a true work of art.



2 LAST TIME YOU WENT TO THE THEATRE?

Sinfully, it's been a couple of years. My wife and I dressed up to see Noel Coward's Design for Living at The Old Vic; I was dismayed to find everyone in jeans and t-shirts. It used to be that going to the theatre provided a sense of occasion to make an effort for. No longer it seems.

5 DO YOU HAVE ANY HIDDEN TALENTS?

I love cooking and have been compiling my own book of recipes for years. I am also passionate about design, which is being unleashed on a house I am renovating in Marrakech.

7 WHAT ARE YOU READING?

Thinking, Fast & Slow by Daniel Kahneman, a fascinating book that challenges our reliance on intuition. As a creative, it's good to have a handle on feasibility.

8 WHAT ARE YOU WORKING ON?

We are in the process of launching a development in Mauritius called Royal Park, which has been about 10 months in the making. The film that we produced sets the scene and can be viewed at www.royalpark.mu ■

6 WHAT CAN'T YOU LIVE WITHOUT?

Family, friends, fabulous food, [Mr Porter](#) & my new limited edition watch from [Alpina](#).