

ADOREUM

ISSUE 6

Spring 2015

ESCAPES
with action

BY TOM BARBER

beach fitness
& fashion

essentials

for your summer calendar

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THE
SPORTING

featuring Ben Cohen

PAGE

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EDITOR'S LETTER

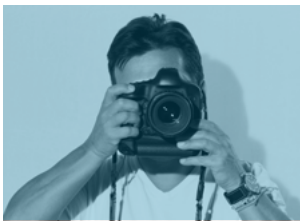


Up until my late twenties I played rugby for a London team. Nothing serious; a few chaps after a bit of ruck, some adrenalin and a beer, but we were on the league tables. What surprises many is that I was a prop forward and I get that now. Meeting with former England rugby player, man-mountain and new found philanthropist Ben Cohen, our latest cover star, served to illustrate the level of our team's mediocrity and the distance that lies between amateur and professional. The two can't really be compared anymore. It's the difference between work and play.

Sport has become increasingly accessible to the extent that it's as much about lifestyle and health as it is about competition and winning. The 'waif' look is out, today it's all about 'fit'. As we have found via this edition of the magazine, sport is in growth mode. It's immersed into nearly every fashion collection, new generation health clubs are opening on every corner and it's practically impossible to holiday without being pushed into a pair of trainers or a tight-fitting-something. I look around our office and see that there are few people not touched by our new infatuation with sport. There are surfers, weightlifters, marathon runners and more. This is no fad. In line with Sport England's '[This Girl Can](#)' campaign, sport is for everybody. It's a way of life.

Brett Gregory-Peake, Editor.

CONTRIBUTORS



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



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AMANDA DAVIES is a British sports presenter on [CNN International](#). She has worked on a range of live sporting events, such as the Cricket World Cup and US Open for the BBC and CNN. Amanda produced the Sky Sports News coverage of the 2006 World Cup, Berlin.



ANISH BHATT is founder of [Watch Anish](#); a social media and digital media powerhouse specialised in luxury lifestyle and luxury watches, with over a million followers, working with brands such as Patek Philippe, Richard Mille and Hubolt.



SOPHIE MATHEWS is a writer, fitness expert and brand and product consultant for action sports and lifestyle brands. As an ex professional kiteboarder and windsurfer, she now uses her experience to break the divide between action sports and mainstream industries.



TOM BARBER is the co-founder of multi award-winning [Original Travel](#); a tour operator based in London specialising in luxury tailor-made holidays around the world. Tom is also the Travel Editor for Esquire Magazine UK.



MICHAEL J CHRISTIAN lived and worked in Europe & Southern Africa before joining [Chartwell Estates](#) in 2012, a private brokerage and advisory service for UHNWI and their families operating on the discrete acquisition and disposal of property-based assets.



FREDERIC DE NARP, CEO of luxury leather retailer [Bally](#), was brought on in 2013 to lead the brand's turnaround. Frederic has over 25 years of experience working with luxury brands including Cartier, Harry Winston and Frederic De Narp.

“ PROFESSIONAL SPORTING
CAREERS HAVE A SHELF LIFE; I
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AND START AGAIN IN MANY WAYS.”





On location at The Club at [Café Royal](#), London. Ben Cohen is wearing black Fornham T-shirt, New Circuitmaster Jacket and Dalwood boots, all from [Belstaff](#). Photography by Jonathan Glynn-Smith.





Q&A WITH BEN COHEN

In keeping with his performance as one of the highest point scorers in England's rugby history, Mr Cohen has his sights on new and exciting horizons. We discuss his adrenalin pursuits post retirement, his foundation, Strictly and male grooming.

YOUR UNCLE PLAYED FOOTBALL FOR ENGLAND IN THE SIDE THAT WON THE 1966 WORLD CUP, WAS SPORT DESTINED TO BE A PART OF YOUR FUTURE? Not really. My whole family are very sporty and I think I was quite naïve as to who my uncle was in sport and what he had achieved. I suppose I grew up around it therefore took what he had accomplished for granted. I wasn't very sporty and I was never really pushed into doing any. Rugby happened almost by accident, making the numbers up in my school team. As it turned out, I wasn't bad at it.

WHAT IS YOUR MOST MEMORABLE MATCH DURING YOUR RUGBY CAREER AND WHY? Well, obviously the Rugby World Cup Final in 2003 was a huge match in my career and was the pinnacle of what I wanted to achieve. However, there are other moments that were key to my rugby career, including being selected for the right team, winning another trophy or getting a professional contract.

WHAT WAS YOUR FAVOURITE ASPECT OF BEING A PROFESSIONAL SPORTSMAN? The upsides definitely weigh out the downsides of being a professional sportsman; it's great being able to do a job that you love. I was very fortunate to be able to make the transition from amateur to professional rugby and I will always be grateful for that. Being in a job where I was able to craft my skill continually and become the best player I could be was very rewarding.

DID YOU FIND IT HARD TO ADJUST AFTER YOU HAD RETIRED? Not particularly. I was glad to get out of rugby when I did as I felt like it was the right time for me to make that transition. I was getting older, time was ticking by and unfortunately, professional sporting careers have a shelf life; I couldn't carry on until I was sixty five! I had to find myself and start again in many ways, as rugby isn't a transferable skill. Most people do that in their early twenties, so there were some challenges in adjusting to a non-rugby life.

NOW THAT YOU ARE RETIRED, WHAT OTHER PASSIONS DO YOU HAVE? I am passionate about biking and helicoptering, both of which provide an adrenalin release that rugby had provided previously. I like biking as a means of escape, not because I love going 150mph. For me it's

more about having that sense of isolation and space. I have journeyed through America on a bike, which allowed me to see places I had never seen before; the sense of freedom you get on a bike is fantastic.

YOU HAVE TWIN DAUGHTERS; WILL YOU BE ENCOURAGING THEM TO PLAY SPORT WHEN THEY ARE OLDER? My wife and I encourage them to do lots of different things to find out what it is they enjoy, what they take to and what makes them happy. Whether that hobby is a sport or not, I don't really mind. I wouldn't necessarily encourage them to pursue a professional sports career if they didn't want to, it is a great career but it is a funny world and it isn't for everyone.

YOU ARE THE FOUNDER OF THE BEN COHEN STANDUP FOUNDATION. WHAT INSPIRED YOU TO SET UP THIS ORGANISATION? The catalyst for me starting The StandUp Foundation in 2011 was what happened to my dad, who was murdered while defending a colleague in 2000. I never really mourned my dad, so setting up the foundation was a great mourning process. I have always had a huge gay following and being a professional sportsman meant I had the position to be able to combat the issue of bullying. The foundation's main aim is to bring about awareness of bullying and its long term effects on individuals. We also want to help support organisations already out there doing effective and tangible work against bullying, whether that is through appearances, media or funding.

WHAT PROJECTS DOES THE STANDUP FOUNDATION HAVE ON THE HORIZON? We have a dinner planned in May, all about fundraising, which we are very excited about. At previous events, we have raised over £170k, so we are hoping to replicate this success again.

DO YOU THINK THAT THERE IS WORK TO BE DONE IN COMBATTING BULLYING IN CLUB LEVEL SPORT? When you reach a certain level in sport, it is often expected that you should be able to take criticism and brutal honesty from those around you. In rugby, there is very little back stabbing, we just say it how it is. I'm a huge advocate for rugby and the way it conducts itself both on and off the pitch. I have always found it to be a very inclusive and accepting sport. I think that once you understand what bullying is, you can

understand that it can happen anywhere, whether that is on the sports pitch, in the playground or in the work place.

YOU REACHED WEEK 8 ON STRICTLY COME DANCING 2013. DID YOU FEEL YOUR TRAINING AS A RUGBY PLAYER HELPED OR HINDERED YOUR DANCING ABILITIES? I loved doing Strictly, it was fantastic and I would do it all again in a heartbeat. Having a sporting background helped in that you have a strong work ethic and that dedication to improve and succeed. The flipside to that is having a sporting background means I wasn't as comfortable with the performance element of the dancing, acting as different characters or being in front of a camera, whereas other contestants had that experience through their careers. In sport, we are trained to be disciplined which helped with the technique side, but meant it was harder to lose my inhibitions when it came to the performance.

WHAT WAS THE INSPIRATION BEHIND LAUNCHING YOUR OWN GROOMING RANGE WITH ELEGANT TOUCH AND BOOTS? The male grooming market is on the cusp of booming and I felt it was the right time to bring out this range. The younger male generation have influenced the market as they like to put time and effort into their appearance; maintaining their hair, their beards or their bodies. Attitudes towards metro sexuality are changing now and it's becoming far more accepted and actively encouraged.

WHAT IS YOUR FAVOURITE SPORTING BRAND? Nike, I like the way their clothes look and feel. The StandUp Foundation has worked with Nike in supporting the LGBT Sports Coalition; a collection of individuals and organisations committed to ending anti-LGBT bias within sport. It's a brand which accepts any sportsperson for their passion and ability, not their sexuality, which is a brilliant message.

WHAT IS YOUR FAVOURITE FASHION BRAND? Fashion and how I should dress is something I have had to learn since retiring from rugby. I lived in tracksuits and shorts! For my work and what I do now, I have had to learn how to dress differently and take pride in the clothes I wear. Now, I like Belstaff, G-Star, Paul Smith and Ted Baker.

www.standupfoundation.com



WATCHES IN SPORT

With over 1.1 million followers on Instagram, blogger *Watch Anish*, is seen as the oracle amongst luxury watch collectors. Who best to advise on the most desirable sport watches on the market?



1. AUDEMARS PIGUET ROYAL OAK DIVER WHITE CERAMIC
£16,000 / Harrods

2. ROLEX DAYTONA AVATAR
£16,500 / Titan Black, London

3. HUBLOT BIG BANG FERRARI TITANIUM CARBON
£18,900 / Hublot Boutique, London

4. IWC INGENIEUR AMG BLACK SERIES
£8,750 / IWC Boutique, London

5. PANERAI PAM 569
£8,000 / 155 Regent Street, Watches of Switzerland

6. LINDE WERDELIN OKTOPUS MOONLITE
£12,000 / Linde Werdelin.com

7. RICHARD MILLE RM 61-01 YOHAN BLAKE
£580,000 / Richard Mille Boutique, London

8. VACHERON CONSTANTIN OVERSEAS CHRONOGRAPH
£15,500 / Vacheron Constantin Boutique, Bond Street London

9. TUDOR BLACK SHIELD FASTRIDER
£3,370 / The Watch Gallery, Selfridges, London



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WHAT'S BEEN GOING ON

Take a sneak peak at what has been keeping Adoreum busy this quarter.



Wings for Life Spinal Cord Research Foundation

WE'VE BEEN WORKING CLOSELY WITH WINGS FOR LIFE, THE OFFICIAL CHARITY PARTNER OF RED BULL, IN THE RUN UP TO THEIR ANNUAL CORD CLUB FUNDRAISER.

Wings for Life was founded by Dietrich Mateschitz, entrepreneur and owner of Red Bull, and the two-time motocross world champion, Heinz Kinigadner, after Kinigadner's son Hannes was paralysed in a motocross accident. The ultimate goal of the foundation is to find a cure for spinal cord injury, which they believe to be a possibility with the right amount of funding.

The evening was hosted by top Formula One icons, David Colthard and Susie Wolff. It was unsurprising therefore that the audience was filled with sporting legends as well as some of London's top entrepreneurs and celebrities. Guests enjoyed Michelin star cuisine courtesy of Chef Angela Hartnett and entertainment from the likes of Danny MacAskill, the world-renowned trial bike legend, and Eddie Jordan and his band. Overall, the event was a huge success and raised €293,000 for the foundation. www.wingsforlife.com



OUR TEAM HAVE BEEN WORKING ON NEW PROJECTS WITH TWO OF LONDON'S MOST EXCITING MEMBERS CLUBS.

We continue to develop our relationships with London's top private members clubs through our work and our play. We held our first PA networking drinks of 2015 at the prestigious private members club, The Club at Café Royal, entertaining over 70 guests with delicious canapés and free flowing drinks as the PAs grew their network in the beautiful Studio room. The Club at Café Royal saw another one of our ever popular events in the form of one



of our 'Thought Leadership Series' breakfasts hosted by Mrs Folorunsho Alakija, with 40 guests in attendance. After its success, we will be hosting a number of breakfasts at The Club later this year. In addition, we were involved in the recent launch of the 'Domino Effect,' which resulted in the sell out of their first pop up by Two Star Michelin Chef, Paco Roncero. We have also been working with the newest club on the block; we have co-hosted the MTV Staying Alive Foundation committee breakfast at Soho's latest private member's club edition, 'Upstairs,' located above the finest French restaurant in London, L'Escargot. We are excited about our second PA networking event of 2015 which we will be holding at this fabulous club in May. Stay tuned.

ADOREUM ARE VERY EXCITED TO BE WORKING WITH 3RD HOME, A PRIVATE CLUB FOR THE OWNERS OF LUXURY SECOND HOMES. A RECIPROCAL CLUB AS OPPOSED TO AN EXCHANGE PROGRAMME, 3RD HOME IS A PRACTICAL AND HASSLE FREE SOLUTION FOR SECOND HOME OWNERS THAT ENABLES THEM TO EXTEND THE USE AND BENEFIT OF THEIR EXISTING ASSET IN RETURN FOR ACCESS TO A GLOBAL BANK OF FABULOUS PROPERTIES.

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With destinations all over the world, 3rd Home members are guaranteed to make the most of their membership. Located in the Bay of Kotor, that opens into the Adriatic, an apartment at Porto Montenegro provides access to a myriad of sporting pursuits plus access to the facilities of the Regent Hotel and the award winning marina. www.3rdhome.com



“I CAN DO IT. MY 60-SOMETHING YEAR OLD MUM CAN DO IT. MY 6 YEAR OLD DAUGHTER MOLLY CAN. AND GREAT AUNTIE JEAN. AND YOU CAN TOO.”

AMANDA DAVIES, CNN SPORTS ANCHOR/CORRESPONDENT, SHARES WITH US HER VIEWS ON THE “THIS GIRL CAN” CAMPAIGN.



At last, we're waking up to it and it's about time too. I wasn't the only one singing from the rooftops after the launch of the brilliant 'This Girl Can' campaign by Sport England, designed to encourage girls and women to play sport. The videos on YouTube have had 7.6 million hits and rising. The message is simple and long overdue; women of all ages, shapes, and sizes can get out there, be active, and keep fit and healthy. I'm writing this article on a flight to Melbourne; a city where sport and exercise rule. Every time I'm there I'm blown away by the 'just do it' attitude that permeates the city - Nike would be proud. It's as normal to grab a cup of coffee as it is to see a group of 60-somethings meeting at 6am for a bike ride. It's part of everyday life.

For too long in the UK sport has been seen as something girls do at school, under duress, wearing scratchy, unattractive gym knickers (don't get me started on those!), and which they then give up as teenagers because they spend more time worrying about their hair, looking cool or impressing the boys. Instead of getting out there and giving it a go, girls stand on the side-lines, come rain, snow or shine, being the supportive partner - celebrating or commiserating someone else's success or failure. While in Brazil for the World Cup last summer, it became apparent to me how in this country sport is an integral part of women's lives; and importantly, all kinds of women. Yes, there are a whole lot of beautiful people, who parade their semi-naked toned bodies' proudly playing beach volleyball or football but, there are a whole lot more who are just

like you and I - complete with wobbly bits and scars; bodies displaying the stories of life. It doesn't matter whether they're running or cycling or paddle boarding, or indeed how fast or slow they move, the fact is they're there.

Times are a changing though. Do you remember the incredible closing ceremony of the London Olympics? Organisers were heavily criticised for using supermodels and the Spice Girls as part of the show instead of embracing and heralding the healthy, active and beautiful role models that had emerged during the Games. And, on a Friday night in London you're now as likely to find people dressed up and heading to a spin class as you are a group going out to get smashed. Who needs the Ten Bells pub when you've got the likes of Ten Pilates (my personal favourite), Barry's Bootcamp, Crossfit and 1Rebel? The rise of the cheap and cheerful 24 hour gyms mean that they are suddenly so much more accessible for women with all different types of lifestyle. Companies like Sweaty Betty do free classes in their stores, and online there are brilliant workouts you can download for free and do in the comfort of your own home. Even the clothes shops are getting in on the act. Kit doesn't have to cost a fortune to look good anymore; Gap, Primark, M+S and the like have all jumped on board the fitness bandwagon. There really is something for everyone - even Great Auntie Jean.

I consider myself very lucky to have grown up in a family where I was always encouraged to take part in sport, and more importantly to

enjoy it; from games of rounders and cricket with the family in the garden to swimming, tennis, and going to the football with my Dad. I've even managed to get a job out of it. However, not everyone has this background which ignites a passion for sport. One of the most incredible stories I've come across throughout my career, which exemplifies the power of sport, actually sprung from a very different family environment to my own. Now a member of the England Ladies blind cricket team, this inspirational woman was cast aside by her staunchly Muslim family after she was born blind. She grew up in care homes and very rarely left her room, reluctant to venture out into the world, even to the shops. That was until a carer introduced her to blind cricket. She is now one of the meanest bowlers in women's blind cricket and is now enjoying her life to the full. Every one of the ladies in the 'This Girl Can' campaign has their own version of this story; the positive impact getting involved in sports has on their life.

People should embrace the message to the same extent they have embraced the campaign; it is a chance to make a huge step in the right direction. You can already see the impact it has had on the public and how it has struck a chord with people. What is important to remember is that it isn't not about everyone becoming the next Jessica Ennis Hills or Serena Williams. You don't have to be a star - you just have to make a start.

www.thisgirlcan.co.uk



LUXURY KIDS CLUB GOES GLOBAL.

Purple Dragon, the family members club in Chelsea, is taking its magic worldwide this year. Sharai Meyers, who founded the business in 2008, confirmed that the company has entered into a JV agreement to open clubs across the GCC, starting with a 40,000sq ft Dubai Jumeirah club later this year. They are also taking their effortless 'family time' offer stateside, having made an offer on a 25,000sq ft landmark Tribeca building. Get on the list before it's too late. www.purpledragonplay.com



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DESTINATION SPORT

Seasoned travel writer, *Tom Barber*, serves up his suggestions for the action inclined.



Gone are the days when discerning travellers were content to fly and flop. Judging by the enquiries we receive from our high achieving clientele, they want to take wing and DO something. Often that's picking up a skill (such as taking better safari photos), or ticking a box (climbing a mountain, for instance) but many more want to indulge their favourite sporting passions in ideal climactic conditions. After all, it's all well and good scuba diving in a Welsh quarry but The Coral Triangle in the Pacific might just have the edge when it comes to dive destinations. For the less action six-packed among you – don't worry, we've included a couple of places where the emphasis is firmly on the watching rather than the doing. www.originaltravel.co.uk

SURFING

NIHIWATU, INDONESIA

Nihiwatu has a pretty cool USP – it's the only hotel in the world with its own private surf break. This immaculate hotel on the Indonesian island of Sumba overlooks a mile-long beach that is accessible only to guests of the hotel and local villages with whom the hotel has an admirable relationship. The break in question is a leftie that more experienced surfers can enjoy entirely to themselves, but even beginners can have lessons here and I can think of few more beautiful places to learn.

Insider's Tip: The best time for beginners to come to Nihiwatu are in February – March and October – November, when the waves are head high and perfect.



DIVING IN RAJA AMPAT

Is diving a sport? Well for the sake of this article it is. The wedge of Pacific Ocean between the Philippines, Borneo

and Papua New Guinea known as the Coral Triangle is now generally agreed to be home to the finest diving on the planet. What's so special? Well, there's excellent visibility, more marine biodiversity than anywhere on earth and the fact that the region remains blissfully under-explored. The epicentre of the action is the Indonesian province of Raja Ampat where the vibrantly colourful coral reefs are thriving and the number of marine species is extraordinary (374 species counted on one recent dive).

Insider's Tip: The best way to explore Raja Ampat is aboard one of the new breed of beautiful (albeit pricey) luxury live-aboard boats. Best of the bunch is the ridiculously slick Silolona, yours for £10,000 per person for a set departure week.



SKIING

JAPAN

Sure, the flight is a little longer than into Geneva, but Japan is THE hot ski spot right now. With 600 resorts to choose from across the four main islands there's skiing for all abilities. Whichever resort you choose, you'll appreciate the Japanese mentality in action – think lift systems that work with ultra-efficiency, a distinct lack of surly, chain-smoking Gallic lift attendants and, of course, après-ski sushi. Throw in regular and reliable powder, volcano backdrops, hot springs and snow monkeys and what's not to like?

Insider's Tip: The most northerly island of Hokkaido is home to Niseko, arguably the best all-round resort in Japan. Hokkaido is also home to the delicious Sapporo beer.



CYCLING

MALLORCA

Thanks to British cycling's remarkable successes of late, the advance of the MAMILs (Middle Age Men in Lycra) shows no signs of dropping down a gear and we recommend wannabe

Wigginses head to Mallorca. Most people don't associate the Balearics with mountains, but Mallorca's Tramuntana range hits the heights with several 4,500ft plus peaks that will test those calf muscles to the limit on a cycle trip.

Insider's Tip: After a day of hill climbs you'll need a seriously pampering hotel to rest those weary limbs. Grand Hotel Son Net is a classic country retreat and the new Castell son Claret is another rural contender.



SAILING

NONSUICH BAY, ANTIGUA

Another place that benefits from serendipitous conditions is Nonsuch Bay in Antigua, which has a reef a mile or so offshore, making for calm (and warm) water with steady onshore winds that are ideal conditions for sailing. The eponymous hotel has dinghies and bigger boats for hire and expert instructors for anyone wanting to learn, and this is possibly the best place to teach the kids without the risk of hypothermia they face back in Blighty.

Insider's Tip: Admiral Nelson spent time in Antigua in his youth, so if this beautiful Caribbean island is a good enough place for ol' Horatio to learn the ropes, it will be for you and your young yachties.

RUNNING

KENYA

The Kenyans have dominated long distance running, with occasional honourable exceptions (go Mo!), for decades thanks to a strong running culture and an all-important high altitude topography, meaning many of their finest athletes have larger lung capacities. What better place to turn your hand (or foot) to running than Lewa Downs, a beautiful conservancy in Laikipia, which hosts the annual Safaricom Marathon every June. It's tough, but not much can beat running through beautiful savannah

scenery past bewildered wildebeests. Time to get training.

Insider's Tip: (psst - don't tell anyone back home, but you can run a half marathon instead of a full one)

POLO

COWORTH PARK

Closer to home, try a slice of quintessential Englishness at the Georgian Coworth Park hotel next to Windsor Great Park, where one of the main attractions each summer is polo. Unless you own a stable full of polo ponies this one probably fits into the 'watch' rather than 'do' category, but as spectator sports go, polo is right up there in the excitement stakes. The sport also tends to beautiful types so the people watching is also excellent.

Insider's Tip: For anyone wanting to jump the fence from spectator to participant, you can book polo lessons on one of the two polo fields at Coworth courtesy of the Guards Polo Club.

KITESURFING

JERICOACOARA, BRAZIL

Known as 'Jeri', this laid-back spot on the north coast of Brazil has perfect conditions for kite- and wind-surfers. Actually, technically speaking, Jeri is the place to stay while nearby Praia, with its shallow waters and reliable cross-shore winds, is the place to head. There are a load of kitesurf schools so this is somewhere for everyone from beginners to pros.

Insider's Tip: Jeri is one of the few places in Brazil with a west facing beach, and huge sand dunes to boot, so after a hard day's kiting, head to the top of the dunes, beer in hand and watch the beautiful sunset. This being Brazil, there then tends to be a kick ass party on the beach.





interior

BY MARCH AND WHITE

British design duo, *Elliot March and James White*, create the perfect spot for some relaxation after a tiring chukka or two.



Large Sterling Silver Circular Tray, £3,250 // Sterling Silver Measuring Beaker, £250 // Polo Helmet in Blue, £170

Polo Holdall in Conker calf leather, £1,800 // Chess Set in Indigo calf leather, £3,200 // Asprey Polo Boots, £800 // www.marchandwhite.com



THE REAL SPORTS MANAGERS

by Tara Loader Wilkinson, Editor in Chief, Wealth-X

There's a lot of money to be made in football, as demonstrated by the richest football league players, including Real Madrid star Cristiano Ronaldo with fortunes of US\$230 million and Argentine forward Lionel Messi with US\$180 million. Earnings from sponsorship and wages are on the up, according to Peter Cormack, financial planner at UK-based wealth management company Towry. "Sports industry revenues, especially in football, will always rise mainly due to the income generated by TV rights". Last month, broadcasters Sky and BT agreed to pay a record £5.1 billion for live Premier League TV rights, a 70 percent increase on their current deal. Under the new contract 168 games will be shown at an average cost to the broadcasters of £10.2 million per match. Bigger TV audiences of course translate to bigger golden handshakes for players. Deloitte predicts that Premier League clubs' player spending will total a record £2.5 billion in 2016/2017.

But it is not just footballers earning the big bucks. "Among the most affluent sports today are football, golf, tennis, basketball, car racing and boxing," says Mike Byrne, UK director at Wealth-X. "Some for their eye-watering wages and some for their lucrative sponsorship deals. Stars are compensated differently according to the sport. Team players like footballers and basketball players earn more money from contracts and wages and the best get supplementary sponsorship deals. Solo athletes like F1 drivers, tennis players and golfers rely more on winnings and endorsements," adds Byrne.

"Sportspeople never used to be rockstars," says Byrne. "But over the last ten years compensation has gone through the roof, and looks set to continue as long as the fan base grows."

More money of course brings more problems. They may be at the top of their game on the pitch or the track, but when it comes to managing their money, sports stars keep getting their fingers burned. Which is why a growing number of private banks and wealth managers are targeting sports stars as a lucrative growth sector. Earlier this year it emerged that a number of sports VIPs had been linked to a tax avoidance scheme run by London film firm, Ingenious Media. These included footballers past and present Gary Lineker, David Beckham, Steven Gerrard and Wayne Rooney, and former England cricketers, including ex-England Captain Michael Vaughan, Paul Collingwood, Matthew

Hoggard and Ashley Giles who are reportedly liable for unpaid tax. Ex-England goalkeeper David James was declared bankrupt last year after he allegedly lost over £7 million on bad property bets and gambling. Meanwhile in the States, as many as 78% of NFL players are either bankrupt or under financial stress within two years of retiring. In the NBA, 60% are bankrupt within five years, according to a 2009 report. The reason, more often than not, comes down to bad advice. "The problem is that sportspeople often get very wealthy, very young, and are often not well-versed in accounting matters," points out Lee Goggin, co-founder of Findawealth-manager.com, a London-based guide to wealth advisors.

Sports stars have uneven income streams and an uncertain end to their career from the threat of injuries. While some are able to go into sports coaching, media, or even like ex-footballer Robbie Fowler, property investment masterclasses, many have no obvious career post-thirty. These types of clients require a "360 solution which encompasses some hardcore tax planning and jazzy structures," he adds. Guernsey image rights are a way sports stars can monetise their recognisable features and then structure that (and bequeath) it as an asset in its own right.

Wealth managers including UBS, Coutts, Barclays Wealth, HSBC Private Bank, Schroders and Standard Chartered Private Bank have specialist sports wealth management desks to cater to millionaire sports stars. Coutts is now advising its sports star clients to prepare themselves for the power of social media. As the influence of sport grows, this will be the next big money-maker, said Simon Hopes, executive director, sports & entertainment at Coutts.

"Because of social media, image rights have never been more important. It is vital that sports men and women have expert representation to maximise the opportunities associated with their earnings in this area and grow their brand judiciously," he says.

Players clearly need more advice as they earn more and as media evolves, and those agencies that flourish will be those that can offer full service packages that will incorporate contract negotiation, brand management, digital and social media content management, merchandising, image rights and intellectual property or forge trusted partnerships to ensure that these services are fully exploited. www.wealthx.com

US\$1.6 BILLION

is the total amount the wealthiest F1 drivers have combined between them

US\$780 MILLION

is the amount of German seven-time world champion, Michael Schumacher's fortune

US\$1.7 BILLION

is the total amount the top 10 richest NBA players have in combined assets

US\$570 MILLION

is the combined amount of assets between LA Lakers guard Kobe Bryant and Cleveland Cavaliers player LeBron James

£5.1 BILLION

is the amount Sky and BT have agreed to pay for live Premier League TV rights

US\$410 MILLION

is the combined fortune of Real Madrid star, Cristiano Ronaldo and Argentine forward, Lionel Messi

78%

is the percentage of NFL players that are either bankrupt or under financial stress within 2 years of retiring



PROPERTY INSIDER

Michael Christian, gives his prognosis on Prime Central London and selects his top investments in London and beyond.



Purveying both political and financial stability, together with high-end retail, its history and culture, London is still seemingly unbeatable as a sure fire solution for investors both domestic and international. The question is whether the one-way value trajectory can continue.

In contrast to the rest of the UK, Prime Central London (PCL) continues to flourish thanks to unreliable global equity markets, exchange rates and its profile as a safe haven from international uncertainty.

We think the last point is the main driver behind the strength of PCL, in part as a hedge against euro uncertainty. The on-going fear of a messy resolution to the euro debt crisis perpetuates this flight to safety but is in no way new. The first time a positive impact on PCL was noted was with the introduction of the euro in 1999, the second

during the euro debt crisis that started back in 2010. Along with a handful of other global destinations - New York, Singapore, Shanghai and the Caribbean for example - PCL offers a relatively benign tax regime and financial stability that attracts an international clientele. But as with all investments the overall transactional costs must be considered. The impending UK general election and its associated threats of punitive changes in Capital Gains Tax for non-doms and the so-called "Mansion Tax" could just price London out of the picture whilst making other international cities look attractive once more.

For those with an appetite for London, we have an impeccably designed 350 meter-square lateral apartment in a period red-brick building moments from Park Lane, in the heart of Mayfair. Ideal for those looking for a secure asset, it includes a share of the freehold and is available



Ritz-Carlton Residences, Marrakech
3 to 5 bedroom villas
from £800,000.
www.rcr-marrakech.com



Royal Park, Mauritius
Mascarene Ocean Front Apartments
from £350,000 freehold
www.royalpark.mu



The Lakes by yoo, Cotswolds
The Warren, 3 to 4 bedroom waterfront homes
from £1,100,000 freehold
www.thelakesbyyoo.com

for offers in the region of £9M. Alternatively, for those looking to “add value” to a freehold purchase we also have a 600 meter-square house close to Harrods and Hyde Park in need of modernisation and are looking for offers in the region of £16M. If your interest lies in one of the other global destinations above, we can offer the grandeur of a triplex penthouse between New York’s Fifth and Sixth Avenues with Central Park on your doorstep – yours for US\$39M.

A little further off the beaten track and outside of the urban environment, there are still many exciting developments available and clear signs of recovery in the second home sector. The Lakes by yoo, the leafy estate co-owned by Philippe Starck, has launched a new range of woodland homes with a barn style design and rural lofts, with prices starting from £1 million. Mauritius, now an increasingly popular investment destination due to its advantageous tax incentives and residency programme, has been showcased brilliantly by the developers of Royal Park, where £350,000 buys a 3 en-suite bedroom apartment with sea views, private pool and an extensive array of services and facilities, including concierge, rental management, beach club and tennis courts.

Firmly in recovery and with increased airlift, Marrakech is poised for the launch of the Ritz Carlton Residences, located within a 50 hectares polo estate 20 minutes from the city centre. Offering 85 branded residences for sale, with prices starting from £700,000, each property benefits from services provided by an 80 suite Ritz Carlton hotel and provides owners with a host of rather exciting privileges. The launch coincides with British Polo Day Morocco 2015, which is being hosted at the estate on 25th April.

www.chartwell-estates.com



BE BEACH

Once the staple of every holiday, it seems the trusty sun lounger is losing favour, shunned by many in favour of adrenalin pursuits and beach fitness. Fitness expert *Sophie Mathews* gives her beach gear recommendations.



COVER UP: Heidi Klein Little Dix Bay Belted Kaftan - £260 // *SUNCREAM MAKEUP:* Kiehl's SPF 50 +++ Actively Correcting and Beautifying BB Cream - £23.50 // *SUNGLASSES:* Sabre Showtime Tortoiseshell sunglasses - £95 // *BIKINI:* Nikki De Marchi Siren Neptune - £164.00 // *SANDALS:* Sophia Webster Bea patent-leather and raffia sandals - £195 // *BAG:* Bill Brown Shopper Bag - £20.00 // *SUP:* Fanatic Inflatable Fly Air & Bamboo Paddle - from £600

It seems that we've become more adventurous in trying new things. No longer are we satisfied 'chilling' on a sun lounger; we want more. I can't deny that I do love to waft about by the pool topping up my tan, but I appreciate it more when those post exercise endorphins are rushing around my body.

So, what is the answer to enhancing your beach body without even knowing you're doing it? How about Kiteboarding or Stand Up Paddle Boarding (SUP)? Booming in popularity, these action, not extreme, sports haven't always had the 'sport-for-all' reputation they deserve. Initially dominated by men, they were labeled 'extreme.' The truth is, through the evolution of the equipment, they are

now highly accessible to everyone, even kids. What's more, they'll change your body shape quicker than you can say Cross Fit, without a squat or sit up in sight.

Taking your workout to the beach can deliver mind blowing results. Think short, sharp, bodyweight only workouts; just make sure you've got the right headphones for your music, and a good pair of leggings to keep the sand from um... well, you know what I mean.

Thankfully, gone are the days of losing flimsy bikinis in the shore break, or hoisting ourselves into something rubbery designed by men for women. New brands and concepts - predominantly

led by active women - embrace the essence of what women want, with what they need. There's an abundance of on-trend beach and water wear with a twist of technicality, sure to keep your mind at rest and modesty in-tact during any activity.

As the active lifestyle becomes more popular, cosmetic brands are supporting our need for multi-tasking products to protect our skin and hair from the harsh elements. Over the years and with the beach as my office, I've learnt that the only things that should ever make it into one's beach bag, are those that can take you from the beach to the bar with minimal fuss and that sheer, sun-kissed beach goddess glow.

www.bebeach.com



MARBELLA'S BOHEMIAN RHAPSODY

A conversation with *Franck Sibille*, General Manger of Marbella Club



When it was established in the 1950's by playboy Prince Alfonso of Hohenlohe-Langenburg, Marbella was a small and rural community, a place where peaceful pine forests connected with the Mediterranean coastline. It quickly became the darling of the European aristocracy, thanks to the creation of a 20 room Andalusian style finca. As a result of its popularity, Marbella began to rival the Cote D'Azur as a glamorous and bohemian playground for the rich and famous, the Marbella Club it's icon and jewel in the crown. Despite the ups and downs of the area in the decades past, the hotel remains infallible, its reputation unblemished and ready for another 50 extraordinary years. www.marbellaclub.com

How long have you been General Manager at the Marbella Club and where were you before? I have been working with the Marbella Club for the past 5 Years. Before joining the hotel, I managed the pre-opening of the Mandarin Oriental in Marrakech. I also spent 16 years working with Hyatt in several destinations around the world, including Villa Magna in Madrid as General Manager.

What makes Marbella Club stand out from the rest of the hotels in Marbella? Marbella Club played an essential role in the city's history; from its early beginnings as a small fishing village to its current position as a luxury resort destination. I think that people associate Marbella with the Marbella Club and they want to experience that special magnetism. Our personal care and service also set us apart. Guests feel that they are part of a club. It is an exceptional and rare sentiment.

What would attract a keen sports player or spectator to Marbella Club? The Marbella Club has a rich sporting legacy inspired by the passion of its founder Prince Alfonso Hohenlohe. We have hosted several competitions over the years; from the Spring Games and A.S.C.o.T Interclub Games to the WTA Tennis and Spanish Show Jumping Championships. We have an 18-hole and a 9 hole golf course, an Equestrian Centre with two state-of-the-art rings, fitness centre, paddle surf and water sports equipment and 10 courts, 8 clay and 2 hard (plexipave), and 4 paddle tennis courts are all available to Marbella Club guests at Puente Romano Tennis Club, only 10 minutes' walk away. We also offer yoga and Pilates lessons, TRX courses and personal training.

When is the best time to stay in Marbella Club? We are fortunate that Marbella is beautiful year-round. September, October,

May and June are probably my favourite months. The weather is extraordinary and you don't have the crowds.

Is Marbella a good destination for a sport loving traveller? Definitely! You can enjoy the outdoors year-round so it is ideal for sporty travellers; runners, bikers, mountain climbers, tennis players, golfers and footballers.

The Marbella Club has such a rich and iconic history- how do you keep it modern enough for the present day guest? Blending our historical past with contemporary design, services and amenities is a delicate but essential balance for us. We are very proud of our history and it comes into play in everything we do. In the past two years we unveiled the six-bedroom beachfront Villa del Mar, opened the new 5,000 square metre Kid's Club designed by Minimec and refreshed the guestrooms and suites. We also refurbished the Grill Restaurant and redesigned the illustrious Champagne Bar. We also have very exciting experiential additions planned for 2015. Stay tuned.

Where is your favourite place to dine within the hotel? I love MC Beach in the summer. The seafood is extraordinary and the seaside location unbeatable. The Grill and Champagne Room are exceptional as well - especially for celebrations.

What is your favourite sport to watch and who is your sporting hero? Tennis. Roger Federer.

What is the best piece of advice you have been given? "If you want to learn and grow both personally and professionally, you need to move out of your comfort zone and travel as far as you can".

LEARJET CHALLENGER GLOBAL



OUR SIGHTS ARE SET HIGHER

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FASHION WITH FUNCTION

There is nothing as disappointing as buying a piece of sports gear that looks great only to be let down by its performance in the relevant arena when put to the test. Adoreum's very own *Twysden Moore* selects brands that have stayed true to their roots and maintained their technical robustness whilst keeping a firm eye on style.



PATAGONIA // Founded by Yvon Chouinard, who started off by hand making climbing pitons for him and his friends to use for rappelling and climbing when they weren't surfing. His search for better equipment led him to initially import rugby shirts from England and to then sell them as climbing shirts in California. He continued to repurpose clothing on a small scale until demand and a desire to create ground up designs led to their own design and manufacture label "Patagonia". In each sport, the reward comes in the form of the grace and moments of connection between man and nature. www.patagonia.com



RAPHA // With a heavy focus on performance, the primary focus of Rapha clothing is its utility. Rapha was one of the first cycling brands to make a jersey using Merino wool, which is high-wicking and naturally antibacterial. Ten years, their range has multiplied to include products for racing and high tempo training, using lightweight, high performance fabrics in combination with refined styling. Robust construction, cleverly placed pockets and intelligently designed seams means that Rapha jerseys stand up to intense training and long efforts in the saddle. www.rapha.cc



FINISTERRE // It started in a surf shop in Devon where Tom Kaye, Finsterre's founder, would listen to the shipping forecast on dark wintry nights, studying isobar pressure maps to ensure he would score the best waves. Cold water surfing can be immensely rewarding yet requires a special kind of determination. The same clothing and equipment is used daily and however good they may be, the shortcomings soon become evident. Rather than accepting these flaws, Tom created a company making innovative, longstanding products built for purpose whilst committing to responsible and localised manufacturing. www.finisterreuk.com



ORVIS // Founded by Charles F. Orvis in Vermont, in 1856, Orvis is America's longest continually-operating fly-fishing business and has been outfitting adventurous travellers for over 150 odd years. They continue to embrace their sporting roots in country lifestyle, recognizing the importance of versatility, adaptation and their customers' need for multi-purpose apparel and technical wear. Steeped in sporting DNA and drawing upon unsurpassed expertise in fly fishing and a lifetime spent in the great outdoors, Orvis is a brand rich in heritage, hospitality and love for the natural environment. www.orvis.co.uk



RAY WARD // Ray Ward opened his doors for business in 1961 and has been dealing in fine guns ever since. Today, Ray's son, John, drives the gunmaking side of the business, striving to develop the most technically sound and exceptionally balanced top notch gun, all the while maintaining his father's respect for the sport and knowledge of function and durability. This ethos is evident throughout the brand's clothing and accessories; created for the field sport enthusiast who spends time between the city and the country, drawn to an urban style of country clothing. www.rayward.co.uk



MONCLER // René Ramillon and André Vincent founded Moncler in 1952, with their first down jacket made in 1954. Its instant success was due to its outstanding technical performance. As a result Moncler supplied the technical equipment for the Italian expedition to K2, the French expedition to Makalu and became the official supplier of the French ski team during the 1968 Winter Olympics in Grenoble. Thus, an iconic brand was born; not only synonymous with technical excellence but with distinctive and desirable style. www.eng.moncler.com



SPORTING HOT SPOTS

From the sport of King's to the Festival of Speed, Urbanologie's *Hugo Campbell-Davys* presents the sporting events of the summer that are a must for your social calendar, and reveals how to watch them in ultimate style.



1 MONACO GRAND PRIX

The Monaco Grand Prix (21-24th May) is the most prestigious motor race of its kind. No race or circuit in Formula 1 can truly match the excellence, the glamour and the challenge of Monaco. Driven through the streets of the Principality, Monte Carlo is a circuit of legendary corners and infamous hairpin corners. Trackside yachts are a great way to watch the race in style with Amber Lounge providing a VIP F1 yacht on qualifying and race day. Or you can start your post-race evening at Amber Lounge Dining, where you can soak up stunning views of the Mediterranean with a delicious gourmet menu and unlimited fine wines. Not lucky enough to actually be there? 45 Park Lane's Media Room, available for private hire with a menu from the highly regarded 45 Park Lane's CUT, means you can watch the race in luxury. Equipped with state of the art Bang & Olufsen surround sound electronics and a 103 inch 3D television, you'll almost feel as if you were there.

2 CARTIER QUEEN'S CUP POLO

Bringing glamour, style, and elegance to this impressively high-goal polo tournament, The Cartier Polo (14-15th June) is a must for your summer diary. Expect good company, good food and great polo, all enjoyed over a glass of champagne. The final will feature world-class players and ponies- all in a bid to win the invaluable silver trophy, presented by HM The Queen. Guests will include those specially invited by Cartier and members of the prestigious Guard's Polo Club in Berkshire, where the match will take place. Owned by close friends of Harry and Will, Mr Fogg's is the place to be post-match; you'll be rubbing shoulders with the social elite, dashing polo players and maybe even the Royals themselves over creative cocktails.

3 GOODWOOD, FESTIVAL OF SPEED

The Goodwood Festival of Speed (24-28th June) is an annual hill climb featuring historic motor racing vehicles held in the grounds of Goodwood House, West Sussex. From vintage Mustangs and McLarens, to the top-of-the-range Honda NSX, Rolls-Royce Phantoms and Aston Martin DB6s, Goodwood attracts tens of thousands of petrol-heads. When the sun's shining, there's no better way to spend a weekend than by sipping on the champers and ogling at the beautiful cars.



4 ROYAL ASCOT

At the iconic Royal Ascot (16-20th June), it's all about the fillies and the fashion. Spanning over a five day period and full of timeless traditions, this is an event to be seen at. The Royal Enclosure is for members and guests only and a strict dress code applies. Head to Carpark 1 or 2 for pre-race picnics before trotting over to the pre-parade ring to see The Queen on her arrival. Make sure you participate in the first day tradition and place a bet on what colour HRH will be wearing. If you're feeling peckish, Fine Dining at Royal Ascot is the place to refuel. Starting at £250 per person (excluding VAT) guests will enjoy inventive cuisine, exemplary service and stunning surroundings whilst watching all the action on the big screens. Post-race fun is found at the notorious Bird Cage (run by friend of Royals, Guy Pelly) located within the Royal Enclosure, packed full of socialites hitting the bar and, later, the dancefloor. Dorchester-owned Coworth Park offers a superb Royal Ascot champagne brunch, as well as afternoon tea and a post-race cocktail and canapés hour in the library. If you're a lady in need of a hat for this unique day of racing, head to Elegant Hats for Hire - it's the hidden gem of the hat world - stocking and renting out over 2000 hats, perfectly suited to any outfit.

5 THE CHAMPIONSHIPS WIMBLEDON

For a fortnight every year, the country, with Pimm's and strawberries at the ready, becomes hooked on the world class tennis tournament held at The All England Lawn Tennis Club and the 2015 tournament (29th June- 12th July) will be no different. Of course there is no better way to spectate then being seated on Centre or Court No. 1, where the top players will be showcasing their sporting talents. For members, the Members and Player's Lounge is a great way to get close and personal with the players as they pass through for a brief meet and greet. If you can't wait until the 29th June, the WTA Wimbledon pre-party on 25th June is the ultimate place to be. Held annually at the stunning Kensington Roof Gardens, if you can manage to get yourself onto the coveted guest list, you can mingle with celebrities and sporting stars alike. If you don't fancy the long and tedious queues or you haven't got your hands on any tickets, The Bluebird on Chelsea's King's Road will provide the perfect summer setting to enjoy a set or two on their big screen, whilst tucking into some great BBQ grub al fresco style.



6 HENLEY ROYAL REGATTA

If there's one way to arrive at the Henley Royal Regatta (1st-5th July) it's by helicopter, as several VIPs traditionally do. Crowds of boater hats and stripped blazers gather along the banks of the River Thames to cheer on the rowers. For members, the Steward's Enclosure has a more sophisticated atmosphere with strict dress code required. As ever, Mahiki will make their annual appearance, with a Tiki tent filled with treasure chest cocktails and ice lollies to devour between races. Urbanologie can reveal that Chinawhite are rumoured to also be heading up a tent at the regatta for another year running.

For more up-to-the-minute insider news and exclusive access to the most happening openings and events, please email hugocd@urbanologie.net or visit www.urbanologie.com

BNP PARIBAS *Tennis Classic*

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Adoreum has secured a limited number of tickets to this quintessentially British sporting event.

Hosted at the prestigious Hurlingham Club, the event promises first class tennis and spectacular hospitality in the elegant surrounds of this exclusive venue. We hope that you can join us for one of the most intimate events in the tennis calendar.

For more information please visit www.bnpparibastennisclassic.com. To book tickets please email hannah@adoreum.com





SPORTSWEAR'S IN FASHION

Frederic de Narp, Bally's CEO, explains the growth trajectory of the sports apparel market and the brand's response.



*Ascar Mint
Trainer - £395*

How has the sports apparel market evolved in the luxury brand sector? We have seen a definitive shift in 'sportswear' as we know it – it's no longer so obviously sports clothing as opposed to comfortable, casual wear, with a much heavier influence from the luxury sector. Clothes, grooming and the way we dress in general has transformed; there has been an obvious change in perception toward the notion that men must be suited and booted at all times, especially in the fashion and creative industries. Casual Fridays have become more of an everyday look, creating the desire for clothing that encompasses both casual and smart, work and play. Many of the world's leading, luxury fashion brands have now merged fashion with innovative design in these lines of clothing including trainers using the finest materials. Gone are the days of trainers simply being bright white lace-ups.

What ignited its growth? The quest for comfort has surely helped the growth of this particular part of the industry. Many of us work longer hours, travel more and switch from meetings during the day to entertaining in the evening; grueling hours don't necessarily allow for costume changes in between day and night. This lifestyle has ignited the development of clothes that are interchangeable between different situations - classic silhouettes which are luxurious to the touch, suitable for work but equally double-up as everyday wear.

How does Bally adapt ranges and innovate future collections? A particular product which has proved exceptionally popular and was spearheaded by Bally is the 'Scribe Novo' shoe construction. Since 1951 the 'Scribe' collection has embodied the highest design and quality of Bally shoe making and now, our design team have fully rejuvenated the shoe to cater to the modern man's lifestyle. The Scribe Novo collection is a slim and elegant update, while its ultra-lightweight counterpart, Scribe Novo Light presents the lightest ever rubber sole on a Goodyear construction. Both shoes are elegant, comfortable and shock absorbent. The Bally 'Porthos' shoes from the Portland collection offer a more formal upper, with a casual sole. This relaxed shoe is sophisticated yet casual without being overtly sporty, providing a great medium between smart shoes and trainers. Innovation is at the core of our business and has been for almost 165 years; Bally has always been a company committed to developing innovations in the craft of shoe making. I joined in 2013 in order to lead the turnaround of the brand and since then we have launched our first flagship store in

over 20 years on London's New Bond Street - designed by Sir David Chipperfield Architects. It is home to our 'Gentlemen's Corner', which offers both Made-to-Order and Made-to-Colour shoe services.

What's in store for the future for sports/casual wear? Certainly for us, products will continue to evolve. We currently produce a range of urban footwear with a focus on comfort and style. One of these particular styles, the 'Heimberg' trainer is the Bally take on the high-top, a definitive sport shoe, crafted in ostrich and hand painted, so we are always looking for ways to give classic shoe styles our signature Bally twist. Without giving too much away, we are working on an exciting project which involves working alongside a Grammy nominated, recording artist, songwriter and producer. He has collaborated with our Design Director, Pablo Coppola on an exclusive range of hiker boots - hikers are the new sneakers.

Where is the market likely to evolve to and how will this affect the wider retail market? The luxury market – which was valued at €223bn in 2014 – is expected to grow at a rate of 4-6% between now and 2020. Japan (8% of the luxury market) and the US (29% of the luxury market) will grow faster than the other regions and remain two very important countries for the wider retail market. With the development of social media and technology, E-commerce will play a crucial role in the next five years with 40% of the expected luxury growth due between 2015 and 2020. Today, e-commerce accounts for 5% of the market share but this will grow to 10% in 2020. One radical developing area that the market will start to see more of is wearable technology which is estimated to be worth around \$50bn by 2018. In the not so distant future, consumers will need convincing more than ever to physically visit physical stores rather than shopping online; more brands will continue to offer a 360 degree, true luxury experience, integrating digital displays and beyond.

What connections to sport does the brand have? In 1953, Sherpa Tenzing Norgay wore Bally reindeer-Himalaya boots throughout the historic ascent of Mount Everest, marking the first summit achieved by humans. The Bally Rominger Ski Boots were also worn by gold-medal winners in multiple events at the St. Moritz Winter Olympics in 1948. Some of our loyal clients are die hard sports addicts; skiers, mountaineers and Olympic athletes. www.bally.com



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RISE OF THE 100

YOUR GLOBAL CONCIERGE SOLUTION.

Founded in 2014, One Hundred Lifestyle Management are the new concierge kids on the block; a top tier membership with a cap at just 100 members ensuring their service is the most personal in the industry. Although London based, their reach is international and since launching they've found themselves booking tables at top restaurants, sourcing sought after tickets for exclusive events and assisting members in a host of other ways all over the world.

The team is made up of Managing Director, Albert Oliver, who saw a new and more intimate future for concierge services, and Chirag Shah, Head of Lifestyle, who had worked with Oliver previously as they forged their careers in lifestyle management. The varied and unpredictable nature of their work is what drives the duo daily. In the past month they've booked a table at the top restaurant in Asia with a 3 month waiting list in just 24 hours, delivered a hot chocolate to a member's girlfriend who was feeling under the weather and arranged a lavish engagement party including some tricks from a top television street magician.

Oliver and Shah pride themselves on the fact they develop personal relationships with their members; they become more than just a number, One Hundred learn their likes and dislikes, what makes them tick and what is important to them. This allows One Hundred to partner with the most relevant brands for each of their members; negotiating with suppliers and contacts to ensure each member has the best tailored service at the best price. With their passion, connections and fantastic communication skills, One Hundred Lifestyle are set to continue to provide a personal service that not only saves their members time, but gives them plenty of interesting ways to spend it.

www.onehundredlifestyle.com



LAI DBACK LUXURY IN TUSCANY'S CAPITAL


Whether you are wanting the authentic, rustic Tuscan experience, or the hustle and bustle of one of Italy's most historic cities, the Salviatino Collection is your haven of beautiful Italian hotels; from Il Salviatino, perched on the Fiesdale hillside with breath-taking views of Florence to Palazzo Victoria, nestled in the heart of Verona, just set off the ancient Roman passageway of Porta Borsari.

www.salviatino.com

NEWS IN BRIEF ...

TINIE TEMPAAH WILL BE PERFORMING AT MTV STAYING ALIVE FOUNDATION'S "FOUND", A NEW TAKE ON THE TRADITIONAL CHARITY GALA, ON THURSDAY 14TH MAY // IVY CHELSEA GARDEN HAS JUST OPENED ITS DOORS, 197 KING'S ROAD // [Iffley Road](#) voted best men's activewear brand by [fashionbeans.com](#) // Brian Clivaz takes new Members Club, Devonshire Square Club, to the City - opening next Spring // THE ROSEWOOD HAS LAUNCHED ITS VERY OWN FOOD MARKET IN ITS NEOCLASSICAL COURTYARD THAT GOES ON EVERY SUNDAY FROM 10AM-3PM // INCEPTION GROUP HAS JUST OPENED NEW SUBTERRANEAN BAR IN AN OLD AIR RAID SHELTER IN SOHO - [CAHOOTS](#) // [Hamyard Hotel](#) launches [One Denman Place](#), luxury apartments designed by [Kit Kemp](#) // The Corran Hotel, Carmarthenshire has just launched thier Great Outdoors Packages which includes fishing, clay pigeon shooting and golf - the perfect way for a sport lover to spend their holiday in Wales // PERSONAL TRAINER ALICE RICKARD VOTED AMONGST THE 5 TOP INSPIRATIONAL WOMEN IN HEALTH AND FITNESS // To keep up to date on all our news follow us on social media.



A full-page photograph of Tom Daley in a swimming pool, captured in a dynamic splash. He is shirtless, wearing black briefs, and has his arms outstretched. The water is a deep, vibrant blue, and the splash is a bright, frothy white. The lighting is dramatic, highlighting the contours of his body and the texture of the water.

MY PHOTO
MEMORY:
TOM DALEY
BY JONATHAN
GLYNN-SMITH

Tom Daley was the first member of the Olympic squad that I shot in the build up to the London Olympic Games. Working with this level of athlete was very cool as he was up for taking great images.

We shot him in suit and tie from a 10 meter board and then did the splash picture. Only afterwards did he tell me he wasn't supposed to splash, but, it looks cool so what the heck.

www.jonathanglynsmith.com



8 LAYERS OF PETER CHARLES

Adoreum CEO, *Marcus Watson*, discovers what makes his brother-in-law, Olympic show jumper Peter Charles tick and what drives him.

HOW DID YOU INITIALLY GET INTO SHOW JUMPING? I initially wanted to be a footballer - I grew up just round the corner from Anfield and playing for Liverpool was the big dream for me. But when my parents passed away when I was 15, I moved to Ireland and found a job at a stables, where it became apparent I had a knack with horses. That started my career in show jumping.

HOW DIFFERENT WERE PREPARATIONS FOR LONDON 2012 THAN OTHER COMPETITIONS? It was a completely different sense of preparation, the qualifying process was a lot tougher than the previous year and everyone was aware that it was a once in a life time opportunity to make that squad. I suffered as my main horse went lame in April, before the qualifiers, so had to train and compete on a new horse which was tricky; it was nothing short of a miracle that I made the squad.

HOW DID IT FEEL TO WIN A GOLD MEDAL IN THE LONDON 2012 OLYMPICS? It was an incredible experience to win a medal in London. Team GB hadn't won a show jumping medal since the 50's so to be able to break that spell on home turf was fantastic. The pressure was on as I was last to go and had to jump clear to win the medal - I knew it was going to play out that way, I even told my wife the night before. But I wasn't nervous; I couldn't wait for the opportunity to prove to myself what I was capable of, and to show the world GB's equestrian prowess. It was a brilliant moment.

OTHER THAN WINNING THE GOLD MEDAL WHAT ACHIEVEMENT ARE YOU MOST PROUD OF? Without a doubt, my family. I have three wonderful children who are all national show jumping champions, which obviously makes me very proud.

WHAT IS TAKING UP MOST OF YOUR TIME AT THE MOMENT? At the moment, I am on the road finding new stock and forging new partnerships with breeders. It is a continual 24/7 process and is very demanding. The competition is the easy part for me, finding the right horse is difficult, it can take a long time.

WHO HAS CHANGED YOUR LIFE THE MOST? The lady I first worked for - Iris Kellet. She was one the biggest showjumping trainers in the world and helped launch my career. Not because she was encouraging, but actually quite the opposite. She told my brother that I should give up as I wasn't good enough. It spurred me on and gave me the determination to become the rider I am now, so despite her negativity, she impacted my life greatly.

WHICH BRAND COULDN'T YOU LIVE WITHOUT? Animo clothing, it is by far the best range of equestrian and leisure clothing, made in Italy. You can wear it around the house, playing golf as well as when you are at the stables.

WHAT'S THE MOST IMPORTANT PIECE OF ADVICE YOU HAVE GIVEN YOUR CHILDREN? Work hard, train hard and believe in yourself.

FOREIGN EXCHANGE
OUTFIT EMPOWER
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