

ADOREUM

ISSUE 3

June 2014

THE BRAZIL ISSUE

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Q&A WITH AUDEMARS PIGUETS'
JOSE TORRENS





FACES OF BRAZIL

Contributors *Constantin Bjerke, Katrina Judd and Luisa Vautier Franco* met with six creative entrepreneurs who share a common interest and passion for Brazil to explore how the country has inspired their business.



ALICE FERRAZ FOUNDER OF F*HITS

The Brazilian fashion PR and outright pioneer is busy, make no mistake, almost too busy to conduct this interview. Ferraz founded her own company in 1996 and took on the kind of brands that only established outfits expect to secure on their books, including [Moda Operandi](#), [Marc Jacobs](#) and [Issa](#). It's easy to see why brands had faith. Ferraz makes fashion accessible for everyone, whatever your age and whatever your market. She took this one stage further with the launch of Brazil's first ever network of fashion bloggers - [F*Hits](#). "F*Hits came from womens' desire to see fashion on normal girls. We need something closer to the reality we live in but still something that is aspirational and relates to who we are." Since its launch, F*Hits has clocked up a variety of influential bloggers ranging from 18 to 50 years old. "Fashion and beauty are for everyone! I am a 43 year old woman and I want to have references from people my own age, it would be ridiculous to dress up as a 20 year old girl. Over 30's have more money to spend and should not be ignored. Personally I hate the dictatorship of youth that we follow today. We are living longer and should see beauty in an older generation." www.ferrazmoda.com

MARCIO KOGAN ARCHITECT

Marcio achieved what many find impossible, he has turned his passions into an incredible career and he loves every minute of it. Already a highly acclaimed architect, Kogan has taken his business to a new level by introducing another of his loves to the mix - film. It was a trip to the cinema to see Ingmar Bergman's *The Silence* at 16 years old that sparked Kogan's love of moving image. *The Silence* is often cited as one of the most sexually provocative films of its time and it had a lasting affect on the young Kogan, both in his personal and professional life. Kogan reveals a different side to Brazilian architecture in a series of films that show a human side to buildings. "My films show not just the architecture but rather the people living there and the relationship between the house and the owner and the people that work there. We see what happens in the house, people having sex, taking a shower. Things you could never show in an architecture magazine." Marrying these two disciplines is a new creative direction for Kogan's business and it injects a new human element to architectural profiles which Kogan welcomes. As he says, "architecture is an industry that lacks any kind of humour." www.studiomk27.com



DANIELA CECILIO FOUNDER OF ASAP54

Since leaving [Farfetch.com](#) as the former COO, São Paulo born but London based Daniela, has just launched fashion app ASAP54. With over 300,000 users already, the pioneering concept is led by bespoke image recognition technology and a personal styling team, allowing users to search for fashion items using an image as their first point of reference. "We should be able to find, discover and shop items from images. Today fashion is very visual and having to translate what you see into words for the likes of Google can be very challenging." By bridging the gap between what you can see and what you can buy, could ASAP54 be the next big thing? Daniela's investors seem to think so, having raised \$3million pre-product launch from leading industry profiles such as José Neves, Carmen Busquets and Frederic Court. It seems that being Brazilian may also have something to do with it - the founders of Facebook and Instagram also share Brazilian roots! "Brazil is an incredibly digital nation, as technology allows us to connect with each other and the rest of the world. We love to "share", "like" and "comment", which are key features on social media." ASAP54 can be downloaded from the App Store. www.asap54.com

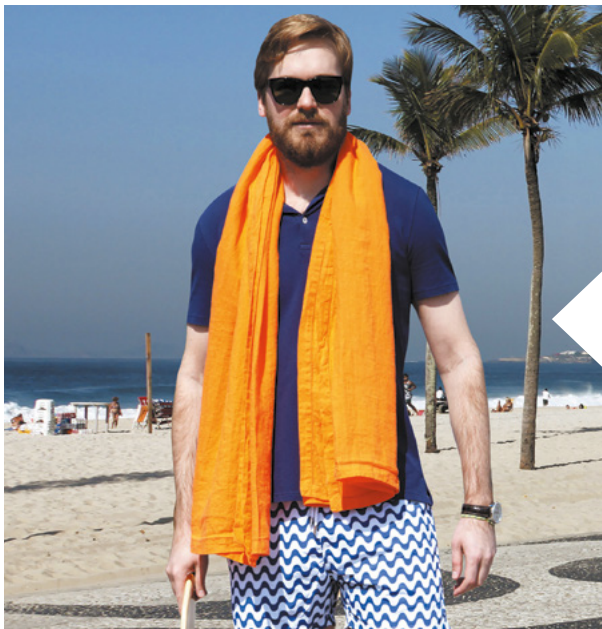
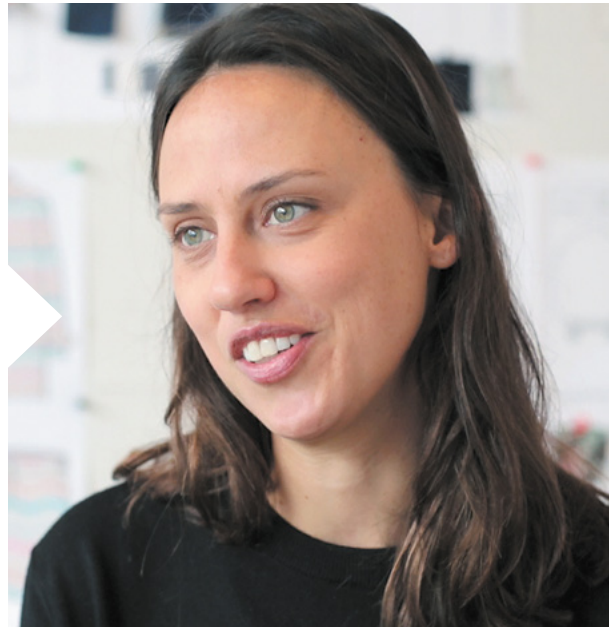


PATRICIA BONALDI FASHION DESIGNER

A household name in Brazil, Patricia is the personification of glamour. She has built up a successful fashion empire of evening and ready-to-wear over the last 10 years with two flagship boutiques, over 140 stockists in Brazil and prestigious retailers including Harrods, Shopbop, Neiman Marcus and Luisa Via Roma. "I'm very conscious of the female body and I like to accentuate the best parts to give women confidence. Looking great and glamorous I believe is a Brazilian trait, we like to make the best of ourselves and feel feminine, yet strong and powerful. I like my garments to be transformative, designed for all ages and nationalities, the common dominator is feeling amazing." There is certainly a huge appetite for fashion in Brazil; it's an important form of expression and identity. Furthermore, the digital space has allowed for its dissemination across the whole country. Social media has played an important role in Patricia's visibility, with over 600,000 Instagram followers, her fans can tune in 24/7 to see the who's who dressing in Patricia Bonaldi, from Brazilian beauties Gisele and Ana Beatriz Barros, to music heroines Rihanna and Ellie Goulding. So what's next on the agenda? "I have my eyes on new territories, those where I know we have customers and it would make sense to open a boutique. Watch this space." www.patriciabonaldi.com.br

ALEXIA HENTSCHE HENTSCHE MAN

São Paulo born Hentsch has a lot of personality and this is certainly reflected in her approach to business. Although born in Brazil, she was raised in Switzerland, "I think when my parents arrived in Switzerland in the 80s it was pretty hard. I think they created a bit of a Brazilian cocoon in horrible old Geneva." Like her parents, Hentsch maintains a strong connection to her Brazilian roots. On the other hand, she has spent most of her adult life in London. It was an internship for [Wallpaper*](#) magazine when she was at college which first brought the young Hentsch to the city and she immediately fell in love with it. Building her business on British soil has also inevitably had a huge effect on her brand's tone: "The British have a wonderful sense of humour, that sense of self-deprecation, sarcasm and irony. A lot of Hentsch Man is very ironic in that way. It's not about die hard fashion, I'm not a die-hard fashionista. It's more about lifestyle and tone." Speaking to Hentsch it certainly seems like she has had a lot of fun along the way. Despite London being her second - or third - home, Brazil continues to beckon the successful business woman: "When I'm feeling really shitty and it's February I think, okay, all of this is so I can end up back in Brazil. But for now, I've got to see this one through." www.hentschman.com



HARRY BRANTLY FOUNDER OF FRESCOBOL CARIOCA

Everyone who works at beach brand Frescobol Carioca, being or feeling Brazilian is an integral part of the job. For Harry and his team, Brazilian lifestyle, and in particular, the 'Carioca' lifestyle runs through their veins. "The Carioca lifestyle is laid back, fun and inclusive; aspirational traits that our customers welcome in their lives. It's essential for this unique spirit and infectious mood to translate to the brand and the products." Further to a global network of stockists, Frescobol Carioca now has two stores in Central London, although their strongest demand is coming from the US and Brazil. "In addition to adding new stockists, we want to offer our customers the ability to connect with the brand through our own stores, so we are currently weighing up Rio, New York and LA as well as a third location in London." The World Cup and their Olympic win is helping Brazil to increase its global appeal and influence around the world. Brazilian Fashion, Art and Hospitality are having their moment with the emergence of a new breed of patriotic collaborative creativity. With Brazilian galleries now taking part in Frieze and Art Basel, Harry has his eyes on artist Beatriz Milhazes. "It would be amazing to collaborate with a Brazilian artist, whose work, like us, is heavily influenced by Rio." www.frescobolcarioca.com



WHAT'S BEEN GOING ON

The team have been challenged with a series of creative and strategic briefs, including the launch of London's most iconic landmark.

BRANDING & DESIGN WORK FOR ROYAL PARK'S CHIC MAURITIAN BEACH CLUB.

As part of our ongoing marketing mandate for Royal Park, a mixed use residential resort in Mauritius, we have delivered the branding and collateral for their beach club in nearby Mont Choisy. Inspired by the mood and style of celebrated beachfront institutions in St. Tropez, Capri and Ibiza, our creative team has designed a suite of branded accessories, from the identity and signage to menus, umbrellas, beach towels, beds, matches, napkins and coasters. Property owners at the resort get preferential access and unique benefits at R Beach Club, which opens this summer.

Royal Park has beach facing residences for sale from £330,000. www.royalpark.mu



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AUDEMARS PIGUET LAUNCHED THEIR ROYAL OAK OFFSHORE WATCH COLLECTION, HOSTED BY CEO FRANCOIS HENRY BENNAHMIAS.

Held within a cavernous basement near Holborn, the party took edginess to the next level. Guests were only permitted entrance by revealing their special bCODE text message, before being treated to an evening of entertainment and an array of special digital features, including a social media wall and projection mapping thumping across the gritty subterranean walls. With the music booming by DJ Dan Lywood, and the drinks flowing throughout the evening, the night came to a frenzied climax with a special guest performance by celebrated UK artist, Tinie Tempah, who entertained with his hits Earthquake, Written in the Stars, and his legendary anthem, Pass Out. The Adorem team provided support throughout the evening and brought a guest list of influencers, artists, collectors and creative talent to complement Audemars Piguet's audience. With the great and good in attendance, everyone was jumping around all night long....until of course they eventually "passed out". www.audemarspiguet.com



THE POWER IS BACK ON

ON 31ST APRIL 2014, BATTERSEA POWER STATION HELD ITS INAUGURAL ANNUAL PARTY.

With thousands gathering to celebrate under the chimneys of what is arguably London's most iconic building, the evening boasted spectacular performances from Sir Elton John and Tom Odell. Guests enjoyed a fantastic array of food and drink via pop-ups curated by the capital's finest restaurants and bars, with drinks supplied by Veuve Clicquot, Hendricks and Fiji Water. Entertainment from a host of circus performers added to the festival feel, with the evening concluding around an incredible 4D light show that illuminated the façade of Battersea Power Station to showcase the building's plans for the future. Hosted in line with the launch of Phase 2 of the Power Station's regeneration programme, the event intended to raise awareness of the new vibrant community that is being created at Battersea Power Station. Ahead of the party, Adorem was engaged by the developer to provide a targeted invitation list for their inaugural party, drawing together an audience of social influencers; High Net Worth individuals; celebrities; luxury brands; and business leaders, some of who have been converted in buyers of Phase 2. www.batterseapowerstation.co.uk

CONTRIBUTORS



CONSTANTIN BJERK is the founder of Crane.tv, an influential publishing company and magazine platform that focuses on the makers, designers, producers and artists behind creative industry. The company also provides content strategy for global brands.



PHILIPPE KJELLGREN is founder of Hotel Insider with an unparalleled knowledge of the luxury hotel sector and over 20 years' experience that has made him the go-to resource for CEOs, royals and heads of state and celebrities.



KATRINA JUDD & LUISA VAUTIER FRANCO founder & partnering director of In+Addition. They advise clients across Fashion, Luxury and Lifestyle in the UK and across key international markets, including Brazil and the Middle East.

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



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



SOPHIE DORAN is the Paris based editor-in-chief of Luxury Society, an online news and analysis resource and B2B professional networking community that unites all sectors of the luxury industry, facilitating a forum for debate and collaboration.





BRAZIL MEETS LONDON

Hugo Campbell Davys uncovers where to eat, drink and experience Brazil during the World Cup

CABANA

Restaurateurs Jamie Barber (HUSH) & Brazilian foodie David Ponte bring the spirit of Brazil to their Cabana restaurants in London. Taking a Brazilian barbecue theme, Cabana is relaxed, vibrant and inspired by the best of Brazil, with a Street Food selection. Funky Brazilian music, great cocktails and quirky interiors complete the dining experience. www.cabana-brasil.com

BARZINHO

Archer Street's Pop-Up bar, is a newly opened Brazilian-themed oasis nestled in the heart of Soho. With an impressively authentic décor the bar offers an array of exotic cocktails including modern takes on Brazil's legendary Caipirinha. Expect nightly live musical performances and DJs playing 'Bossa Nova' tracks. www.archerstreet.co.uk

COCOBANANAS

Battersea's new, Brazilian beach shack themed bar and club will be showing all Brazilian World Cup games (not including those that fall on Friday and Saturday evenings) and the place for an unforgettable Latin American beach party atmosphere. £5 entry only / £25 for entry, Brazilian street food buffet and frozen cocktails before kick off. www.cocobananas-london.com

BRAZIL DAY

To mark the occasion of the start of the 2014 FIFA World Cup, Trafalgar Square will be hosting Brazil Day, a free festival celebrating Brazil's culture and passion for football. The event will include live music, DJs, dance lessons, capoeira and much more, including stalls selling typical Brazilian street-food and snacks. www.london.gov.uk

BOTECO BRAZIL SOHO

The Gallery Soho, backed by The Brazilian Embassy, is being transformed by leading costume designer Moritz Waldemeyer into a Brazilian culinary and cultural Pop-Up. Amongst those featuring are acclaimed culinary designer Simone Mattar, Cid Blanco and Oskar Metsavaht, founder of Brazilian luxury fashion brand Osklen. Tickets from £40. www.botecobrasilsoho.com

SUSHISAMBA

The hip Brazilian-Japanese eatery, on the 38th & 39th floors of the Heron Tower, is set to be London's most spectacular place to watch the World Cup. Throughout the month the venue will be hosting a Mundial Party with menus and cocktails inspired by the Brazil, Japan and England teams. Also expect samba dancers and Brazilian DJs. www.sushisamba.com



WEALTH X'S MICHAEL BYRNE ON THE SHAPE OF THE BRAZILIAN ECONOMY AND THE COUNTRY'S UHNWS

2013 was a difficult year for Brazil. Despite being known as one of the world's emerging economies, Brazil's economic growth failed to meet projected expectations. Exports fell, consumer spending was low and protests in the country continue unabated. However, as a result of winning the tender to host both the World Cup and the Olympics, it is expected that new UHNW's will be created from the hospitality and leisure sector. In the main, whilst they haven't felt the immediate effects as yet, there are positive signs for the future of the Brazilian economy, where growth is still expected.

Despite a fall in wealth, Brazil still has the largest Latin American UHNW community, with 36 percent of the region's total wealth, and 28 percent of its population. Forbes ranked Brazil as having the 5th largest number of billionaires in the world, putting them ahead of United Kingdom and Japan.



BETWEEN THE FAST-APPROACHING 2014 FIFA WORLD CUP AND THE 2016 OLYMPIC GAMES, BRAZIL IS POSITIVELY BASKING IN THE GLOBAL SPOTLIGHT. OVERALL RETAIL SALES ARE EXPECTED TO CLIMB AS A RESULT OF THE SPORTING EVENTS, DRIVEN BY INFLUXES OF WEALTHY TOURISTS AND AN INCREASE IN DOMESTIC SPENDING.

There are many reasons for luxury executives to feel optimistic about the local luxury market there. Despite a slowing economy and high inflation, the long-term prospects remain positive. Euromonitor International forecasts that the country will become the world's fifth largest consumer market in 2023, with total consumer expenditure reaching US\$2.7 trillion in 2030.

As the largest market in Latin America and one of the world's major emerging economies, considering the size of Brazil, the luxury market has so far been underperforming. This is mainly because major luxury brands have not extended their presence beyond Rio de Janeiro, Brasilia and São Paulo.

Interestingly, Brazilians still spend less than half as much on luxury goods as Russians even though Brazil's economy is bigger. However, as the retail environment in first-tier cities matures, development is becoming increasingly focused on less saturated second and third-tier markets, where rising incomes are now fuelling demand.

Growing retail sophistication at home is also encouraging social class A and B consumers to do more of their shopping domestically. The JK Iguatemi Mall in São Paulo is a big new attraction, where labels such as Burberry, Coach and Kors could start to see a significant upside from the emergence of a new middle ground in luxury consumer spending.

Whilst Brazil is a key country for investors, navigating its complex business procedures and the high costs involved in trading in the country are a daunting and off-putting prospect for many luxury brands and retailers, not to mention the cost implication for the end user.

The same luxury handbag can often cost 50% more in São Paulo than in New York. Demand though for luxury goods has been rising steadily in Brazil, so operating at a higher price point is not a disadvantage in the larger cities and partly explains why foreign brands have become so visible at the top end.

Brazil's new middle-class tends to view Western brands as badges of social standing, which is especially visible among male consumers. Value sales of designer menswear in Brazil are set to overtake those of Canada by 2017. Though the market for men's designer fashion remains comparatively underdeveloped compared to that of women, suggesting much opportunity.

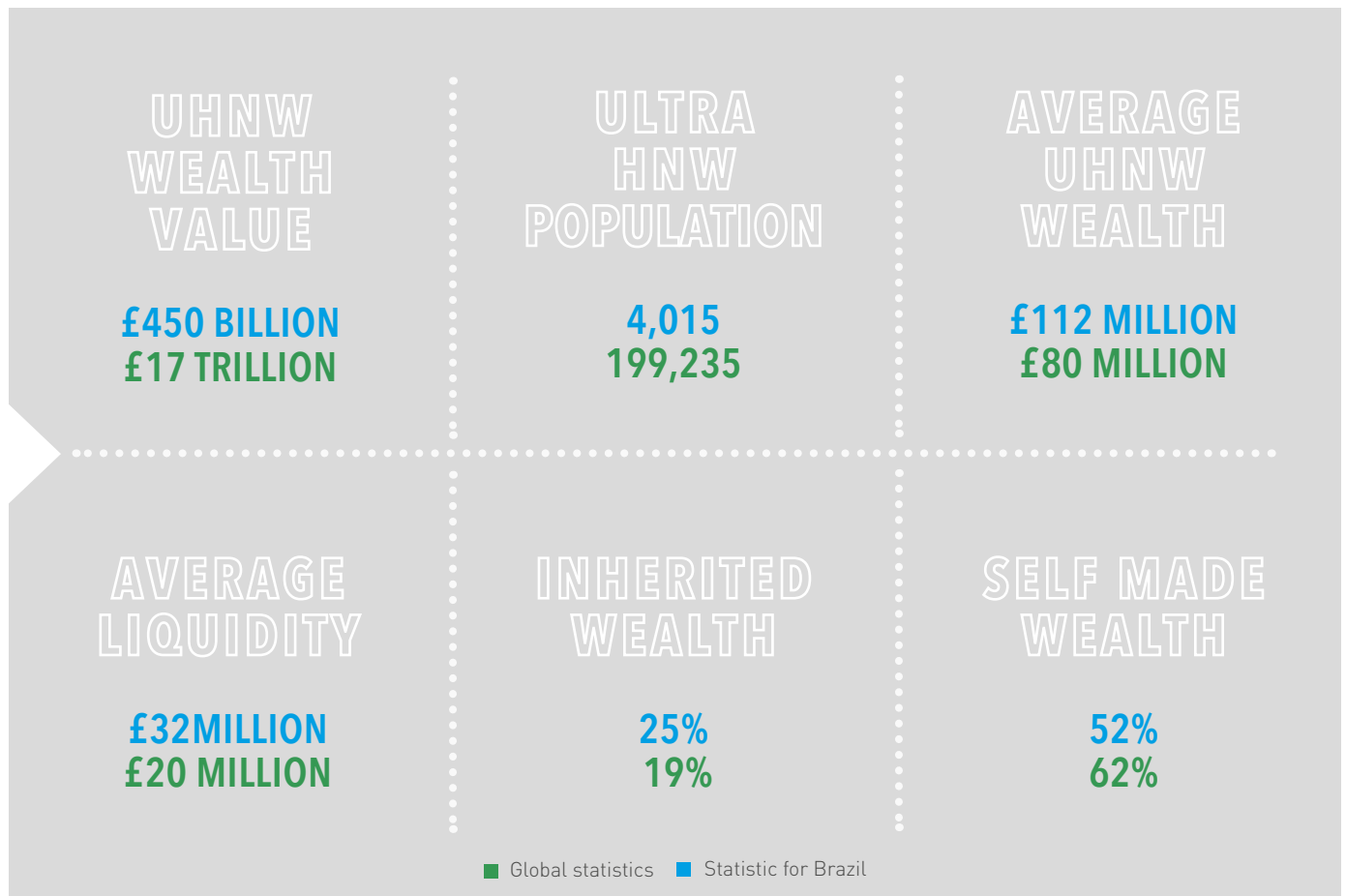
The higher and rapidly growing purchasing power of young, upwardly mobile males makes menswear a lucrative category. In fact, average disposable income per male remained

more than double that of female consumers in Brazil in 2013. In 2011, average per capita spend on men's grooming products in Brazil overtook that of the US.

Targeting men is arguably the biggest opportunity for leading designer brands over the next five years. Luxury brands with an eye on the Brazilian male need to come up with innovative advertising and marketing concepts, invest in targeted portfolios, and even specific menswear stores, much like Burberry has done in the US and China. *Acknowledged contribution to the article from Fflur Roberts, Head of Luxury Goods Research, Euromonitor International.*

BRAND FUTURES

SOPHIE DORAN UNVEILS THE TRENDS AND OPPORTUNITIES EMERGING FROM 2014'S WORLD CUP HOST NATION.



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Q & A

WITH AUDEMARS PIGUET'S JOSE TORRENS

Where do you call home? I'm Brazilian, but I've also lived in Paris, Hong Kong, Miami, New York and now London. Brazil will always feel like home, but at some point you realise home is where you have your personal things around you!

What are your favourite childhood memories?

Summer holidays at my grand-parents beach house in the south of Brazil - all the family together under a big roof, having meals, sharing ideas and not having anything to worry about.

Where do you hang out when you're in Brazil?

I've lived most of my life in São Paulo, where half of my family and best friends are, so that's where I spend most of my time when in Brazil. We usually go to bars like Vaca Veia or Mercearia São Roque, eat a pizza at Marguerita or Braz and have a good churrasco (Brazilian BBQ) at Rodeio or Fogo de Chão.

You recently moved to London, what has been the highlight of your time here so far? Summer! This city is really awesome when the sun shines!

How has Brazil influenced you and your career? Being a Brazilian, I'm used to working with many different cultures and, after living so many years abroad, I can say that we are a very tolerant and non-prejudicial people, which has helped me in my career. Brazil has been through many changes in the past years; economic, political and cultural. Being raised in a fluid environment like this



makes you very adaptable and quick on your feet!

You recently launched the new Royal Oak Offshore collection. Which is your favourite watch from this collection, and why? I think the Grand Complication Royal Oak Offshore is the best product we currently have, since it perfectly combines all the traits that makes Audemars Piguet so unique: exquisite movements with classic complications, blended with unorthodox materials and a very active look!

How would your best friend describe you? Ok, I actually had to ask them for this one, so jokes aside the consensus was; loyal, very focused and brave.

What is your favourite tippie of choice? As any good Brazilian, I'm a beer man! Usually a good pilsner or lager will make my day!

What book are you reading at the moment? Lately I've been revisiting books that made a mark on me as a child, and I'm almost done with 20,000 Leagues Under The Sea, from Jules Verne. The next one, already on my iPad, will be The Adventures of Huckleberry Finn, by Mark Twain.

Where are your favourite London haunts? I'm quite a regular at The Connaught Bar and Bar Boulud.

Where will you be watching the World Cup? I was in Madrid for the opening game between Brazil v's Croatia and will be between NY and London throughout June so, wherever I am, as long as there's a good match on a big TV with cold beer being served, that's where you'll find me hiding!



DESTINATION BRAZIL

Travel entrepreneur *Philippe Kjellgren* shares his hot picks and insiders tips on where to stay and play in Brazil.



South America's largest country beckons with its alluring coastline, tropical interior and bustling urban centers, making it one of the world's most fascinating and appealing countries to visit. From Rio's fun-loving party-scene to São Paulo's frenetic energy to Iguazu's thunderous natural splendor – there's more than enough to see and do.

RIO

Copacabana Palace

The Grande Dame of Brazil, the hotel sits right on the Copacabana Promenade overlooking the beach and sea. With its rich tradition and notable history, it's the ideal spot to see and be seen.

Fasano Rio de Janeiro

As if transported back to the 1950's, when Bossa Nova was popularized in the area, the Fasano's is the chic spot to stay. Sleek interiors, courtesy of Philippe Starck, are decorated with natural materials, such as onyx, Argentinian white clay, and marble while rooms have views of Impanema beach, but it's the rooftop that takes our breath away.



Hotel Santa Teresa

Located in the lively neighborhood of Santa Teresa, the hotel features 40 apartments and suites, adorned in a muted French style, while the public spaces are more bright and vibrant with Brazilian paintings and sculptures. The pool lounge is tucked in the back, surrounded by a walled garden, but we recommend heading out front for the sweeping views of Rio's famous beaches beneath.

Insider Tips

Drinks at Santa Teresa-area bar, Dos Cansados / Browse for souvenirs at the Hippy Fair, Brazil's best-known arts and crafts fair, held every Sunday since 1968 / There are historic forts at both ends of Copacabana beach; Fort Copacabana, built in 1914, is at the south end by Posto Seis and Fort Duque de Caxias, built in 1779, at the north end.

SÃO PAULO

Emiliano

An intimate and elegant hotel in São Paulo's upscale Jardim neighbourhood. The hotel's top-floor suites are spacious, flooded with natural light and decorated with fine antiques. The Champagne and Caviar Bar features a selection of 75 different champagnes and sparkling wines – ideal for sampling post (or during) the complimentary 15-minute massage offered to every hotel guest.

Hotel Unique

The hotel earns its name at first sight of its unusual boat-shaped copper facade. The hotel's distinctive personality is further noted inside where everything is geometrically aligned, with no sharp edges or right angles. The rooms are pleasantly designed with teak floors and large circular windows while the rooftop pool's signature red tiles and underwater surround sound make it a local hot spot.



Fasano

Simply put, it's the coolest hotel in São Paulo. The homey Art-Deco-inspired interiors set the establishment apart from its high-rise competitors while the



garden restaurant's Veal Scallopini rivals that in Milan.

Insider Tip

Hotel Unique's rooftop pool and bar, Skye, who's extensive cocktail menu will have you humming all night long.

IGUAZU

Belmond Hotel Das Cataratas

The hotel is set right within Brazil's Iguassu National Park enjoying the sub-tropical rainforest surroundings, offering marvelous views of the area's incredible, 275 adjoining waterfalls. The hotel itself is luxurious and grand, befitting a central square in Lisbon or São Paulo location, yet the contradiction only serves to make the hotel feel even more decadent and relaxing.

Insider Tip

Book a helicopter ride above the falls. The hotel is more than happy to arrange the short, 10-minute trip, along with providing transportation to the heliport and back.

BOA VISTA

Fasano Boa Vista

Situated outside Rio on over 2,500 acres of farmland with two 18-hole golf courses, and over 14 lakes, the property at Fasano Boa Vista is reason enough to venture outside the city. But, then there's the hotel's design. Built by Fasano-favorite, Architect Isay Weinfeld, the midcentury building has two separate wings, each cubic shaped, constructed from stone and wooden with floor-to-ceiling windows to allow the hotel to be filled with natural light.

Insider Tip

The hotel will arrange a picnic out on the grounds. We recommend choosing a location along one of the property's 14 lakes, perfect for peaceful views and an afternoon spent lounging lakeside.

BAHIA / TRANCOSO

Uxua Casa Hotel & Spa

Owned by the former creative director of Diesel, Wilbert Das, the small hotel combines local craftsmanship with contemporary European concepts of space and light. Ten separate casas boast distinct looks, though all maintain the rustic sensibility Trancoso's fishing-village origins. The property's intimate Almesca spa can accommodate most any request, though we prefer the signature massages with Amazon tree oils.



Insider Tip

Learn Capoeira (the country's marital arts) or at least master a few moves. Classes are offered down on the beach and a part of the proceeds go towards funding classes for local children.

PARATY

Pousada Picinguaba

Located in the Mata Atlantica rainforest, between the large cities of Rio and Sao Paulo, the tiny, 9-room, Picinguaba offers luxury in a simple, naturally-beautiful setting. Rooms feature balconies with hammocks overlooking the gardens and the sparkling sea, which offer the perfect place to relax post hike or kayak. Don't miss the weekend's delicious barbecue served out on the deck. www.hotelinsider.com

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BRAZILIAN MADE BIKINI'S

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YOU'VE BEEN TO BRAZIL TWICE THIS YEAR ALREADY, WHAT DO YOU LIKE MOST ABOUT THE COUNTRY?

I love the climate, it's warm and sunny all year around. It's a very interesting country with a special vibe that is hard to describe if you haven't been there but, the main reason for my visits is to see my goddaughter and best friend who moved there from Sweden to open up a boutique pousada, Villa Balthazar in Buzios.

WHAT WERE YOU DOING IN YOUR LIFE BEFORE YOU STARTED WORKING AT ADOREUM?

Similar to a few others at Adoreum, I was working for Netjets, selling private jets in the UK and Scandinavia.

WHAT BOOK ARE YOU CURRENTLY READING? I've just finished *When Genius Failed: The Rise and Fall of Long-Term Capital Management*. It's a really interesting book about the American hedge fund LTCM, who went from showing massive returns between 1994-1998 to losing \$1.9 billion in only a month.

IF YOU COULD LIVE ANYWHERE IN THE WORLD OTHER THAN LONDON, WHERE WOULD YOU CHOOSE? I would probably split my time between London and Miami. Miami during London's grey months and back to London once the spring arrives.

**8 LAYERS OF
SOFIE KOFOD
ADOREUM'S EXECUTIVE ASSISTANT**



WHAT WAS THE ATMOSPHERE IN BRAZIL LIKE IN THE RUN UP TO THE WORLD CUP?

Weirdly enough it wasn't that different from the last time we were there. The only things I noticed were the city being a lot cleaner, the beaches better maintained with more restaurants and a lot more police officers on the streets of Rio. Other than that, they all seemed quite relaxed about the World Cup. We did however leave the morning of the opening ceremony so it may just have been the calm before the storm.

WHAT IS THE MOST EXCITING ADVENTURE YOU'VE BEEN ON?

When I was nineteen my best friend and I decided we were going to move from Sweden to London. No one believed we'd actually do it; my dad thought we'd be home as soon as our money ran out a week later. So, we booked our flights, packed our bags and headed to London without a plan - no job and no place to stay. It was the best year of my life, forcing me to grow up and become independent. After a short time back in Sweden, I moved to London once again and have now been here for over 5 years!

WHERE IS YOUR FAVOURITE 'HOTSPOT' IN LONDON? Charlotte street. I just love all the restaurants and bars on that street.

WHAT IS THE BEST PIECE OF ADVICE ANYONE HAS EVER GIVEN YOU? A friend of mine once sent me this quote: "Create a life that feels good on the inside, not one that just looks good on the outside" ■



FRESCOBOL CARIOCA

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RIO'S GRANDE DAME

60 seconds with *Andrea Natal*,
General Manger of the Copacabana Palace.

AN ICON OF THE RIO BEACHFRONT, THE COPACABANA PALACE HAS LONG HELD A REPUTATION FOR BEING ONE OF THE WORLD'S MOST GLAMOROUS HOTELS.

Retaining its authentic facade and original architecture, it is one of the 'old masters' and certainly the Grande dame of Brazil's carnival town. After 10 years working at Méridien Hotels Brazil, Andrea Natal was invited to join the Orient Express Team as GM of the Copacabana just three months after they purchased the hotel in 1989. Refurbished, modernised and refined, it is now part of their extraordinary collection, which counts The Cipriani Venice and Hotel du Palais in Biarritz amongst its inventory, under the new brand, Belmond.



Since its launch in 1923 the Copacabana Palace has maintained a loyal patronage from the wealth and wisdom of our time and once again finds itself centre stage as it plays host to celebrities and sports fans attending the World Cup. Andrea and her team are busy making sure that the palace hosts as it always has, with poise and elegance. "It's an imposing, beautiful and historic hotel on the most famous beach of Brazil. It has lots of character and hidden attractions, including a black marble pool on the rooftop; the best spot in the city for sundowners."

How would your best friend describe you? I would say generous and genuine. Someone who likes people, no matter what their social class or beginnings might be. I am pretty un-complicated. What you see is what you get.

What is the best part of your job? It is very spontaneous. You never know what each day will bring.

How does your hotel stand out from your competitors in Rio? Aside from its grandiose style, I would say the guest experience, a very friendly staff and impeccable service. We have three employees per guest. Besides that, our semi-Olympic pool, our room size. Plus, 50% of our rooms have balconies and verandas.

The word luxury is often overused, what do you think luxury means? For me, it's time. Time to spend with the people you love.

What advice would you give young people entering the hotel industry today? Always do beyond what has been asked and exceed expectations of both colleagues and guests.

Apart from your hotel what was the last hotel you stayed in? The Nomad Hotel in New York.

What other countries have you lived in other than Rio? The Caribbean, Seychelles and Paris.

What book are you reading at the moment? 'Indignation' by Philip Roth.

What gadget couldn't you live without? My Iphone.

What is your favourite brand? Patricia Viera, the most famous Brazilian leather designer, followed by Chanel, Hermès and Cartier.

www.copacabanapalace.com



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BRAZILIAN TALENT

Simone Mattar - The Food Designer - is Brazil's answer to Heston Blumenthal. The São Paulo born "food designer" first embarked on a career in graphic design and architecture. It wasn't until she started questioning why the languages of gastronomy and design had never crossed each other that food found her. Now Mattar is world-famous, dubbed "inspirational" by Adrian Ferrá of elBulli. In 1994 she launched LabMattar, her company that pioneers interdisciplinary collaboration between chefs, interior designers, architects and brands, often for the cause of concept creation for various individual restaurants. LabMattar also offers consultancy services to larger South American establishments in the food arena. For Mattar, the key to

building success is collaboration. Mattar remembers her childhood vividly and often takes inspiration from these early memories. Today is no different, as she consistently draws from her home country when thinking of new creative ideas. Always the collaborator, Mattar is currently in the UK where she is involved in Boteco Brasil Soho, a pop-up style restaurant that merges authentic Brazilian food and culture during the World Cup. "London is a city that is opened to the World in general and Boteco Brasil will show a side of our country that most people don't know exists. Creativity, art and our authentic culture alongside football."

www.labmattar.com

ART BRAZIL

From the underground street art in São Paulo to extraordinary installations. There is much more to the Brazilian art scene than meets the eye.

What started as small scale graffiti across São Paulo, has evolved into internationally recognized street art that has put the Pandolfo brothers and their homeland on the map. They've been commissioned to paint the official Team Brazil plane that will be shuttling players and dignitaries during the World Cup.

At MoMa in New York, Brazilian export artist Vik Muniz achieves record prices as well as international acclaim. He's currently spearheading several projects to tackle socio economic issues in his home country. His most famous work is 'Wasteland', a documentary following him creating an art installation in one of the world's largest rubbish dumps, Jardim Gramacho, on the outskirts of Rio de Janeiro, which was nominated for an Academy Award.

In Inhotim, tycoon Bernardo Paz has been creating a veritable art Mecca amongst 3,000 acre of botanical gardens that house some 600 works of art by over 100 artists. The estate plays an important role in the decentralization of the art scene, which has traditionally seen Sao Paulo and Rio dominate.



NEWS IN BRIEF ...

WE ARE SHOOTING A FILM FOR THE LAKES BY YOQ COLLABORATING WITH TOMMY HILFIGER
// OUR DESIGN TEAM ARE WORKING ON A BRANDING BRIEF FOR NEW ALPINE HOTEL THE CAPRA // **The Café Royal's members club opens in June** // **WE'VE COMPLETED A PROJECT BRIEF FOR JUMEIRAH HOTELS & RESORTS** // **The Events team are heading to Krakow to conduct a recce for their boar and deer hunt in November** // OUR NEXT ADOREUM PA NETWORKING DRINKS WILL BE HELD ON WEDNESDAY 17TH SEPTEMBER // **Join us at Masterpiece between 20th June to 2nd July** // **JEWELLERY BRAND D'JOYA ARE LAUNCHING THEIR GAUDÍ INSPIRED WEARABLE HEIRLOOM COLLECTION AT THE CAFÉ ROYAL ON THE 25TH JUNE** // Our next Thought Leadership event is being hosted by Lady Barbara Judge CBE taking place at **The Dorchester** on 26th June.

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