

# ADOREUM

ISSUE 5

Winter 2014

DESIGN TITAN

*Patrick Cox*

REVEALS HIS  
LATEST VENTURE

## the GENTLEMAN'S tonic



**STYLE**

**on the slopes by**

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**DESTINATION**

**SKI**





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## EDITOR'S LETTER

It's Christmas time, so there's always pressure to throw tinsel and holly over the issue. The assault of Christmas is now an accepted fate; a story exploited by retailers and exchequers using a jolly fat man, his dwarfs and flying reindeer as the patsy. Of course, I am a fully-fledged subscriber to the affair and a wannabe believer. The merriment and joy fest started last weekend when my daughter and I carefully stalked the tree vendors in pursuit of something picture perfect. As my family now know and expect, I'm a couple of weeks away from becoming a Christmas fascist; forcing joy and Dickensian spirit on all. To be fair, our chap Santa is first recorded in early 17<sup>th</sup> century England, associated with holiday merrymaking and drunkenness, so I'm only a few mince pies away from his true embodiment.

This issue, whilst not overwhelmed with images of mistletoe, christmas pud and sleighs, is full of all the things that make the season special; big characters, bright lights, snow laden slopes, gorgeous gifts, alpine attractions, cigars and alcohol; what more could a man want? Of course, Patrick and I will have some roll-neck sweaters. **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.



**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.



**HARRY LEWIS**, is Associate Director with **W. Coleman & Co**, who specialise in structured finance and debt packaging for the real estate sector. Previously, he was MD of international real estate firm, Lansdowne RE, and Director of International Residential at Savills.



**IAIN AINSWORTH** is the Founder of **White Line Hotels**® which is a highly curated collection of luxe hotels and cool boltholes created by local heroes that are fun and relaxed places. They have soul and are simply cast for their neighbourhood.



**MANSEL FLETCHER** joined **Mr Porter** in 2011 and has interviewed men ranging from Bill Nighy to A\$AP Rocky. Although he moved to a farm in rural Scotland earlier this year, he continues to write for Mr Porter as the site's contributing Editor.



**ELLIOT MARCH & JAMES WHITE** co-founded **March & White**, based in Belgravia, over five years ago. The studio is renowned for pushing the boundaries of the 'possible' and working on projects in the interior design, architecture and super yacht spaces.









Q & A WITH

# PATRICK COX

The eponymous shoe designer and industry veteran reveals his latest venture, plans for Christmas and his collaboration with custom watch specialists, [Titan Black](#).

## HOW ARE YOU AND THE BULLDOGS SPENDING THE CHRISTMAS HOLIDAYS AND NEW YEARS EVE?

This year I'm having a traditional countryside Christmas with some good friends in Herefordshire, indulging in nice long walks, sitting by the fireplace and eating great food, together with my smelly, wet, happy dogs.

## WHERE DO YOU LIVE AND WHY?

In Little Venice, London. I've lived in London for 31 years, and I've never lived anywhere without a W postcode. I used to live in Notting Hill but then I decided that I wanted a gorgeous front door so I bought the house that I'm currently living in. At first I felt as though I had moved to suburbia but now I love it. I love being close to the canal where I walk my dogs.

## HAVING OVER 25 YEARS' WORTH OF EXPERIENCE IN DESIGNER FOOTWEAR, WHAT ADVICE WOULD YOU GIVE TO AN ENTREPRENEUR LOOKING TO BREAK INTO THE INDUSTRY?

Learn languages, as many of them as possible. You can find footwear trends anywhere, but one of the most important aspects of design is the way you communicate your ideas. Pay attention to the finance. We all know it's boring but there is no point being the world's greatest designer if you're bankrupt. Know your way around a spreadsheet. We are in the process of raising finance to support the growth of Lathbridge, which has required me to become much more capable when it comes to sales forecasting and cashflow. Be true to yourself. Dare to do things, especially when you're young; it will only get harder later in life. Confidence and the belief in your ideas is a key factor to success.

**WHAT IS LATHBRIDGE?** Lathbridge is a men's accessories brand, and

emporium for him and the home, not just footwear. Taking after old school American haberdashers and delivering those traditional products with a sense of modernity.

## WHAT IS THE HISTORY AND INSPIRATION BEHIND THE BRAND?

I left my own brand, Patrick Cox, several years ago, and since then I have been working with [Geox](#). Whilst working with Geox has been incredibly rewarding, it's also frustrating not being in charge of the final product so I've decided to continue with my own line again. My full name is Patrick Lathbridge Cox, it's my great English uncle's last name and it was passed down to me. I like it because it's substantial and British, it has a sense of history in the same way that I feel that footwear, more than anything, has a strong sense of history too.

## WHAT INSPIRED YOU TO FEATURE YOUR BULLDOGS AS SUCH A LARGE PART OF THE PRODUCT BRAND OF LATHBRIDGE?

I wanted to design a brand that was quintessentially British and male. They're my favourite dogs and it worked for me on so many levels. I go everywhere with them, they come to my lawyer meetings, the bank, they come with me everywhere that they can access legally, so not having them as part of my brand's DNA wouldn't feel right. They are a perfect complement to the brand and to me. Of course, the Lathbridge range may include some dog products as well.

**COULD YOU DESCRIBE AN OUTFIT THAT YOU THINK WOULD BE PERFECT TO WEAR WITH A NEW PAIR OF TYPICAL CASUAL LATHBRIDGE SHOES?** Once you're wearing Lathbridge shoes and using the Lathbridge wallet, wear whatever makes you happy. With Lathbridge

we will be doing things that are suitable for jeans, suits, going to the beach and whatever else you can think of. We will be footwear experts.

## LATHBRIDGE ISN'T DEDICATED PURELY TO SHOES, BUT HOMEWEAR AND MEN'S ACCESSORIES TOO. ARE YOU EXCITED ABOUT BROADENING YOUR CREATIVE FOCUS?

I want it to be a brand curated by me. It can be somewhat limiting to just concentrate on shoes, so I want to have a whole proposal of accessories. We'll be producing all sorts of products.

## YOU HAVE HAD PHENOMENAL SUCCESS WITH GEOX, WILL YOU CONTINUE WORKING WITH THEM?

Yes of course, the two things are completely complementary. I have spoken to Geox about Lathbridge in depth and they're thrilled. It's a totally different price point, market and brand. It's a different shoe.

## ARE THERE ANY OTHER COLLABORATIONS ON THE HORIZON?

I am working on a collaboration with Titan Black, who specialise in customising luxury watches. My friend, Luke Waite, asked me a few years ago if I would like to work with him on a special product; it's three years in the making, but in January 2015, we will be launching a special edition Lathbridge Rolex in brown carbon.

## WILL YOU BE SETTING ANY NEW YEAR'S RESOLUTIONS?

Well (laughs), you know what, since I stopped working on my own brand, I haven't been the most hardworking person, so I'm really excited about launching Lathbridge and committing my efforts and attention to its success. We are launching in A/W 2015.





**Today, the debt space has changed considerably and those in the know are stealing a march on those who have been left behind in the old world.**

*Harry Lewis gives a frank appraisal of the lending landscape and what counts when you're looking for leverage.*

Many people believe that by owning a prime real estate asset in London, or any other jurisdiction for that matter, it is a precursor to unlocking credit – this, however, couldn't be further from the truth. Today, across the board, we are up against tightening regulation, enforced affordability calculations and most importantly, full disclosure and transparency. The lending market is a fickle and unforgiving animal; a far cry from its shape and demeanour in 2008.

Given the restrictive nature of the banks and the bureaucracy that this entails, who can a borrower go to without guidance? The usual questions over securitisation, debt Vs equity, length of process and ultimate charges still loom large, but there are truly biggie issues at stake.

From an intermediary's perspective, whether the borrower is a private investor, a developer or a single asset purchaser, it's all very well positioning yourself as a broker with access to 'all the best deals,' but, in the prime real estate game, residential or commercial, one needs a lot more than just a few names to get transactions over the line.

We are now in a world of buzz phrases like 'private client', 'debt' or 'wealth management', where agents and brokers alike have had to evolve to survive and become 'advisors with influence'.

If you strip away location, loan to value (LTV), the marketability of the asset, gross development value (GDV), rental income (or potential thereof) and take these factors as a given, what's left is the borrower. Just having a quality asset, does not translate into 'carte blanche' for credit.

In order to unlock credit, a clear and concise presentation of circumstances, incorporating the

borrower's personal or corporate history and source of wealth, their track record and a genuine ability to make interest payments, are key factors. Using advisors who understand the credit process, the nuances of international legal and tax systems, know who the key lenders are and their entry points, can effectively change the outcome of transactions from red to green.

Influence and knowledge make a big difference and a seasoned advisor will know the decision makers and not just the order takers. They can separate the wheat from the chaff when it comes to initiating proceedings with a lender.

It is a veritable minefield out there, especially as everyone now purports to be an advisor, or at least to offer the 'private' services that the modern High-Net-Worth (HNW) investor requires. Joseph Lee, Investment Director at Consensus Capital Group commented: **"We have experienced seismic shifts in the funding market away from traditional banks; it's no longer a good thing to have your banker on speed-dial. Establishing relationships with non-bank finance providers, such as private investors and mid-sized investment funds should be seen as much more reliable route to capital."**

In the alternative debt market, traditional borrowers and brokers tend to rely on a couple of names but if you scratch away at the surface there are some interesting options. Private Equity lenders come and go but the serious players remain, evolving their offering and delivering a variety of solutions to meet with the requirements of developers and investors.

Like every sector, the lending landscape is evolving. The key to success lies in knowing which way to steer. [www.w-coleman.com](http://www.w-coleman.com)





## The Bar Cart

Richard Ellis from Hedonism Wines outlines his tippable tips of the season and how to accessorise them. From left to right;

**BOURBON** BLANTON'S GOLD £66.80 - *Drink neat or with a thimble full of water* / **SLOE GIN** GENTLEMAN BADGER'S BLACKTHORN SLOE GIN £23.90 - *Perfect with a splash of tonic or in a sloe gin fizz* / **RUM** RON ZACAPA CENTENARIO 23YO £69.80 - *Makes a superb Old Fashioned but equally enjoyable in its pure form* / **WHISKY** BALVENIE PORTWOOD 21YO £136.60 - *The perfect way to finish off your meal. Drink neat* / **COGNAC** TESSERON LOT 65 DECANTER £138.20 - *Caramelised sugar and tobacco notes make it a perfect partner with a cigar.* [www.hedonism.co.uk](http://www.hedonism.co.uk)



## Cigar Corner

Puffing on a Cuban is not a process to be rushed. It needs a suitable environment, a suitable drink and the right mood. It accessorises well with good news. There's clearly a great deal that can go wrong, so we asked the boys at Davidoff for their guidance and they picked something for us that is packed full of flavour.

"The Davidoff Nicaragua should be enjoyed slowly. The smaller the cut, the more intense the flavours. A wider opening will reduce intensity. As soon as the cigar touches the flame, complex and intense flavours of oak and toast are present. Soon, sweet milk coffee notes come in leaving a long and enjoyable after-taste. This will be followed by flavours of chilli, dark chocolate and black coffee, paired with a creamy aftertaste to stimulate the palate. Finally, with the roasted flavours still present, a slight bitterness conjures up an unforgettable ending." [www.davidoff.com](http://www.davidoff.com)





# WHAT'S BEEN GOING ON

From Google events, the Mayoral Dinner, private shooting weekends and launch parties, to naming and branding a new Swiss hotel; we've been up to all sorts these last few months.



## THE ADOREUM EVENTS TEAM HAVE JUST COMPLETED A BUSY AUTUMN SEASON...

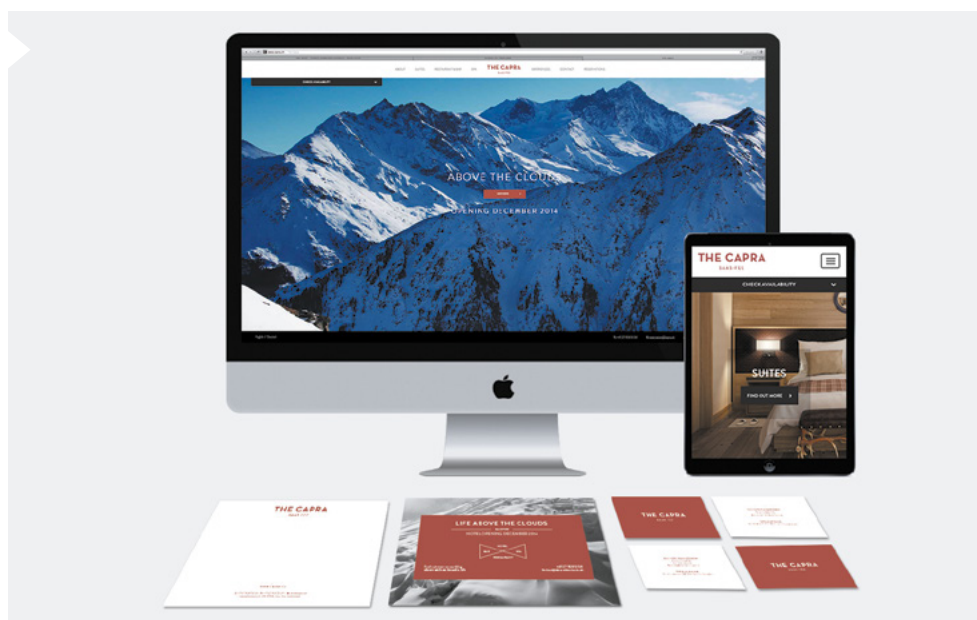
Our work with Google continued apace with two private speaker dinners at Claridge's. This was swiftly followed by the delivery of the third Mayoral Dinner: 'London Means Business', in support of the Legacy List and hosted by Mayor Boris Johnson. The Legacy List is an independent charity of the Queen Elizabeth Olympic Park, set up in 2011 by Boris Johnson. At a time when all eyes are on East London, the evening provided an opportunity to fundraise and hear about the charity's plans to spearhead the cultural transformation of the area. Boris Johnson was joined by Sir Paul Ruddock, Chairman of the Victoria & Albert Museum, to provide his insight into plans for the hugely anticipated new Cultural Quarter in the Olympic Park. Adoreum were responsible for the production of the entire event, ensuring an entertaining, interactive and immersive experience for all the guests. [www.thelegacylist.org.uk](http://www.thelegacylist.org.uk)

The events team then turned their attention from East London to Eastern Europe, where we delivered two private shooting weekends in quick succession, in Krakow and Prague respectively. Due to the private nature of these events we couldn't possibly divulge on what happened over the weekend, however everyone has signed up for next year so it is clear that a lot of fun was had by all!

## THE ALPINE STEPPES OF QUINTESSENTIAL SKI STATION, SAAS FEE, HAVE BEEN GIVEN A GLOSS OF GLAMOUR THANKS TO THE LATEST BOUTIQUE RETREAT, THE CAPRA.

We were invited at the beginning of 2014 to explore the quaint village and take to the slopes as part of a familiarisation trip. Adoreum has since completed the naming of the hotel, the branding and web development prior to the hotel's launch in December 2014.

We wish the team a successful opening season. [www.capra.ch](http://www.capra.ch)







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### ADOREUM ARE WORKING CLOSELY WITH EX-WELSH INTERNATIONAL RUGBY PLAYERS STEVE AND ANDY MOORE AND THEIR CHAIRMAN SIR STEVE REDGRAVE, ON THE DEVELOPMENT OF HIRO.

Due to the successful sporting careers of the Moore brothers, it was of little surprise to all when HIRO's launch at the end of November sparked a huge amount of interest and excitement.

HIRO is the new online platform that provides a means to match talented individuals with opportunities that enable them to deliver both bespoke and tailor-made experiences to interested organisations and individuals. HIRO seeks to do this by connecting high end talent and those seeking talent, such as corporates, event planners and High Net Worth individuals.

The realisation of this gap in the market stems from Andy and Steve's core business, Athlete Career Transition, ACT. ACT was established in 2011 as a method to help facilitate elite athlete's transition from sport into the world of business. ACT works with a range of truly remarkable current and former elite athletes, including Olympic and Paralympic Gold medallists, RBS 6 Nations Grand Slam winners, British Lions and Ashes test winning Cricketers. ACT prepares and supports these athletes through their sporting retirement and transition into appropriate business environments. Over the past two and a half years ACT have worked with over 75 world class athletes, and a great number of these are either in work placement programs or in full time employment post retirement from sport. [www.hirotalent.com](http://www.hirotalent.com)





## KENSINGTON'S ANSWER TO THE LOCAL INDIAN.

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The Mark of Man is science fiction at its best - giving us the 'what if' question with unwavering commitment and invention. From alien idles to terrorist uprisings, this book will echo through the portals of time to give fresh insight into the human condition. Available now at [www.amazon.com](http://www.amazon.com)







# interior

BY MARCH AND WHITE

British design duo *Elliot March & James White* deliver a clean, masculine and slightly festive look for this month's gentleman's issue.



Linley Large Coffee Tray Table, £1,600, [www.davidlinley.com](http://www.davidlinley.com) / Asprey Champagne Coaster, £390, [www.asprey.com](http://www.asprey.com) / Waterford Crystal Lismore Bowl, £65, [www.waterford.co.uk](http://www.waterford.co.uk) / Meerson Officer 35 Watch, £19,900, [www.meerson.com](http://www.meerson.com) / REMI Vase, £38, [www.lsa-international.com](http://www.lsa-international.com) / Blackbird Vineyards Illustration 2006, £61.99, [www.blackbirdvineyards.com](http://www.blackbirdvineyards.com), [www.hardtofindwines.co.uk](http://www.hardtofindwines.co.uk) / Asprey Silver Pen, £1,250, [www.asprey.com](http://www.asprey.com) / Superyachts Book, March & White's own / Linley High Back Max Chair in Tribeca, £2,350, [www.davidlinley.com](http://www.davidlinley.com) / Flowers by Jane Lawrence, from £45, [www.janelawrenceflowers.com](http://www.janelawrenceflowers.com) / Madeline Weinrib Sadu Ikat Pillow, £251-£670, [www.madelineweinrib.com](http://www.madelineweinrib.com) / Asprey scented candle, £95, [www.asprey.com](http://www.asprey.com) / Cigars, March & White's own / Black Enamel Frame, £1,150, [www.asprey.com](http://www.asprey.com) / AKD Ltd, Tripod Floor Lamp, [andrew@andrewkornatdesigns.com](mailto:andrew@andrewkornatdesigns.com) / Alex Hoda Neurocon in zinc, steel and copper, £16k - [www.edelassanti.com](http://www.edelassanti.com) / Stuart Bailes, *The Informants*, 2012, £5,000, Edel Assanti [www.edelassanti.com](http://www.edelassanti.com) / [www.marchandwhite.com](http://www.marchandwhite.com)

# PICKETT



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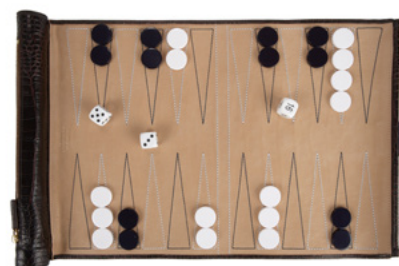
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# LONDON'S ALPINE AFFAIR

WITH THE ONSET OF WINTER AND THE FESTIVE SEASON, **URBANOLOGIE'S**  
**HUGO CAMPBELL-DAVYS** REVEALS THE CITY'S NEW ALPINE STYLE HANGOUTS AND WINTERY RETREATS.

## LE CHALET

Head on up to [Le Chalet](#) - a wintery Alpine-style restaurant and retreat on the roof of Selfridges, which has been inspired by traditional ski chalets. This is the second of the store's new 'On The Roof With...' residencies, following the success of 'On The Roof with Q'. Renowned restaurateur Des McDonald (Fish and Chip Shop, Holborn Dining Room and Q Grill) has transformed Selfridges' rooftop into a destination winter playground. The restaurant serves an Alpine inspired barbeque menu (inspired by sister restaurant Q Grill) - of hearty, seasonal winter dishes (e.g. spit roasted suckling pig with apple and black pudding fritters, buttermilk crispy chicken with blue cheese fondue) - alongside a crab and shellfish bar. Situated on the terrace is a log cabin, alongside a hot chocolate cocktail bar (for 'choctails') to ensure guests escape the wintery chill.

## BERKELEY HOTEL

Hot chocolate, hot water bottles and Moncler blankets set the scene on the [Berkeley Hotel's](#) roof top terrace, (from November 24th until December 31st) while watching winter classics such as 'Miracle on 34th Street'. This pine-lined outdoor theatre with three handmade wooden chalet-inspired cabins (for 2 people) is London's only private cinema featuring six seats, whisking you away to the ultimate winter wonderland, available from £55 per person. The Luxury Winter Cinema package is available at £70 per person and includes a glass of champagne and canapés.

## SWEDISH CHRISTMAS POP UP

Dedicated to delivering a contemporary yet true-to-tradition Swedish experience, the Swedish Christmas pop up (in Farringdon) promises to serve up an authentic and truly unique experience this winter. Celebrate the festive season in a candle-lit, Scandi-chic environment whilst sampling authentic festive cuisine from the all-you-can-eat Swedish "Julbord" (the Christmas version of a Smorgasbord). Join in with traditional snaps-songs before retiring to the Loft Bar post dinner and sampling cocktails from the specially designed Christmas Cocktail Menu.

## PISTE

Returning this year is Piste, the alpine-themed (and styled) club - situated downstairs at Soho's [Archer Street bar](#). Styled as an après-ski destination, Piste (celebrating the best of Aspen, St. Anton, Val D'Isere, Verbier and St. Moritz) offers special festive cocktails and nightly entertainment with resident DJs and regular performances by the all-singing-all-dancing staff belting out wintery classics from The Sound of Music's Edelweiss to Wham's Last Christmas. Delve into their themed fancy dress box containing a fun melange of lederhosen, goggles and even the odd pair of ski boots.

## THE YORK AND ALBANY

The [York and Albany](#) has just re-launched their Winter Cabin - a cosy retreat (decked out with traditional tartans and taxidermy), secreted away in the cosy courtyard of the 18th-century coaching inn (near Regent's Park). Open throughout the winter and festive season, it even features a heated outdoor terrace to toast marshmallows. The drinks menu includes warm buttered rum hot chocolate with marshmallows, caper and spiced mulled wine and hot apple cider will be on offer alongside mix and match menus (at £20 and £30) of seasonal nibbles - wild boar burgers, black pudding scotch eggs and venison meatballs. The Winter Cabin seats just 12 guests and is also available for exclusive hire.

## WIGWAMBAM

WigWamBam returns with Woodlandia. A Narnia-inspired winter wonderland nestled under the stars on the roof of the Queen of Hoxton, East end bar, club and art gallery. Set against panoramic views of the city, the candle-lit venue features green pine and moss covered tree stumps akin to Britain's enchanted wintery woodlands. As the nights draw in, open fire pits ensure the atmosphere remains toasty alongside hearty meals from the oversized barbecue grill. The bar features a menu of specially created cocktails and drinks including Hot Buttered Rum (a hot toddy your grandparents would be proud of), and the 'Mary Berry': a forage-inspired, gin-based Bloody Mary.

## THE LODGE

Settle down in Balham for traditional Alpine fare at The Lodge. This new pop-up (open for the next three months only) is bringing the flavours and après ski fun of the Alpine mountains south of the river. Expect delicious cheese fondues (courtesy of Neal's Yard) and wild game (direct from the 'Shotgun Chef') served alongside warming cocktails.

## FORZA WINTER

Forza Winter is a pop-up rooftop Fonduta supper club (held at a secret location in Peckham until December 20th) hosted by the same team behind the summer's popular Forza Win Pizza Supper Club. Each night guests sit down to five courses of Italian classics, created using all British ingredients. The menu leans towards gutsy Italian winter classics, big flavours, generous portions and simple execution. A communal pot of Fonduta will bubble away in the centre of the table, waiting to be poured onto each course, dipped in, or drunk straight from the bowl. A hot cocktail bar will also be in full swing to aid digestion as well as keep everyone well watered and a fully natural Italian wine list has been hand picked to accompany the feast. Tickets cost £30.00.

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



# OETKER'S ON THE PISTE

A conversation with *Duarte Bon De Sousa*, General Manger of L'Apogee Courchevel.



Courchevel has forged a name for itself in the lap of luxury. The very mention of its name draws visions of severed credit cards and the ubiquitous Russian draped in fur and laden with jewels. It's also known as being the prestige part of what's arguably referred to as the 'world's greatest ski destination'; Les Trois Vallees. Courchevel 1850 is also the sixth most expensive place in the world and boasts eleven Michelin stars shared amongst seven restaurants. It is fitting therefore that the resort is now home to the Oetker Collection's first alpine destination, L'Apogee Courcheval, a ski in/ski out hotel that sits neatly within the group's expanding collection.

**Where were you before joining Oetker as General Manager of L'Apogee?** I was involved in the opening of a boutique hotel in Lisbon, my hometown. Prior to that, I was with the The Ritz in Lisbon and Le George V, Paris.

**How does L' Apogee stand out amongst the other exclusive hotels in Courchevel?** Oetker Collection service is always a differentiating factor and defines all of our properties. Located at the very top of the former Olympic ski jump, L'Apogée Courchevel provides guests with an extraordinary view all the way down the valley. Rooms have been designed by India Madhavi and the public areas by Joseph Dirand; two highly sought after designers and expressive talents working together to create a very specific and personal soul. It is also a ski in and ski out property which is quite unique. There is a penthouse with a breathtaking roof terrace and an outside hot tub. We have an excellent restaurant, Le Comptoir de L'Apogée, and a chic brasserie with a Japanese counter called KOORI (ice in Japanese).

**Does Courchevel live up to its reputation as one of the world's best ski destinations?** It is iconic. It has many traits, virtues and vices; it has personality. What is certain, is the resort's ability to offer skiing at its best and something for everybody.

**When is the best time of the year to stay at L' Apogee?** From December 12<sup>th</sup> until April 7<sup>th</sup> in particular. The last week of December and the first two weeks of January are the busiest weeks but even in this period, skiing is a pleasure as the resort is very big and the waiting time in the lifts is not very long. The festive season is quite magical at 1850.

**What activity would you advise as a must for anyone staying in Courchevel?** Be the first one to the top of the mountain in the

morning and hit the pistes before anyone else on fresh, virgin snow. Equally, an early start enables you to traverse all three valleys, so hire a guide to ensure that you experience the best slopes at the best times; you never have to ski the same run twice.

**What's your favourite mountain restaurant?** It has to be La Cave des Creux, which has views of Mont Blanc and the valley. It has a fantastic wine list and a dessert buffet that is out of this world.

**What does being part of the Oetker Collection tell potential guests?** They know that they will find hotels that are truly individual. We don't deal in a particular look or format, each property is one-of-a-kind and reflective of the location.

**How do you spend your free time?** I am in the hotel business, so I love to travel and I have a passion for photography.

**What is the best piece of advice you have been given?** Always be yourself!

**Who inspires you?** The people I have around me. I am fortunate to work with a great team who understand what it takes to run a hotel successfully.

**What would you say is the key to a successful ski hotel?** A motivated and inspired team.

**What is your favourite brand?** I am a huge Apple fan; I am used to the technology and functionality now so it works for me. Also Ralph Lauren because it's so versatile.

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





# STAY STYLISH ON THE SLOPES

How to look the part, whether on or off the mountain.  
Words by *Mr Mansel Fletcher*, MR PORTER'S Contributor Editor.



MIGUEL FAIR ISLE FINE-KNIT MERINO WOOL SWEATER, £155

HUDSON ROUND-FRAME ACETATE MIRRORED SUNGLASSES, £220



In the mountains it's reasonable to prioritise the degrees in fahrenheit over questions of fashion. However, there's no reason why, with the right clothes, a man can't remain warm on the inside while looking cool on the outside.

Although we firmly stand by all pieces of advice given, we also retain an admiration for the British actor Mr Bill Nighy, who once told MR PORTER that he skied in Chamonix wearing a navy two-piece suit, a Crombie coat and a trilby.

Only very good skiers can get away with outlandish skiwear. Skiing, like any other sport, can be a sweaty business. Pack a fresh base-layer, and fresh socks, for every day of the holiday. Also, a man who wants to put on dry gloves each morning will need to take two pairs.

The days when grand Swiss hotels demanded that their male guests wear a dinner jacket in the dining room may have passed, but that doesn't mean that standards have entirely slipped. Consider packing a jacket, a half-zip cashmere sweater and a knitted tie if you plan to eat in the best restaurants.

Take a light pair of house shoes or slippers to wear around the chalet, to avoid the unhappy experience of stepping in snowmelt after you've taken your ski boots off.

If it's business as usual, even up the mountain, then look out for Kjus' Bluetooth gloves, which contain a speaker and microphone and will allow you to take calls without fumbling in your pockets. The right pair of sunglasses are also vital if a man is to avoid snow blindness.

Snow-strewn streets call for serious footwear – rubber-soled leather boots are the obvious choice because they'll stay dry, and afford you some grip. If you can find fur-lined ones, so much the better.

David Niven wore rollnecks and he was a sophisticated chap. The rollneck really comes into its own on the piste, giving you much-needed protection against the wind at all times, and preventing the dreaded scenario of snow-going-down-shirt in the event of a major wipeout. Enjoy the pistes!



TWEED-PANELLED LEATHER CHUKKA BOOTS, £400



GSM BLUETOOTH GLOVES, £230



ATHLETE GROOMING KIT, £80



ROUND-FRAME METAL AND ACETATE SUNGLASSES, £800

SOVEREIGN EMBROIDERED VELVET SLIPPERS, £195





# DESTINATION SKI

Hotel connoisseur and travel specialist, *Iain Ainsworth*, shares a round up of his alpine favourites.



There is something of a bewildering intensity about the Alps; especially now as winter casts a magical tapestry of fresh whiteness decking the frosty summits. They become a fantasy wonderland of jaw-dropping beauty with perhaps some of the most stunning scenery in the world. The smorgasbord of language, culture, tradition, food and favourite tipples – mostly brewed from centuries old recipes - capture the spirit of these soaring peaks where cute buried-in-snow hamlets play host to the infamous après-ski scene. It doesn't matter how often you have been to the Alps, they are never quite the same - they are an unbeatable winter wonderland for both the adrenaline junkies and for those who gravitate towards the slow-lane, soaking up the combo of snow-capped-sunshine & spa. [www.whitelinehotels.com](http://www.whitelinehotels.com)

## AUSTRIA

### GASTHOF HIRSCHEN SCHWARZENBERG

A regal legacy, the centuries old Gasthof Hirschen had been etched by time itself in the cute-as-pie village of Schwarzenberg, cradled by Lake Constance and the stunning Bregenzwald mountains of Vorarlberg. Peel under the Baronial façade of cured timbers and you discover a family heirloom that has been brushed by a curatorial eye; the walls are decked with contemporary artworks - a cultural marriage of rustic meets East-side gallery surrounded by snow.

#### Insiders Tip

The Werkraum (workshop) is dedicated to craftsmanship and has 85 members. It shows some great ideas and cooperations between architects, craftsman

and artists. The building itself is designed by the internationally renowned architect Peter Zumthor.



### HAUS HIRT & HOTEL MIRAMONTE BAD GASTEIN

These two sister hotels each have fabulous views across the historic Spa Town, Bad Gastein, and while each has a differing feel and concept, they are the same family and so enjoy a relaxed informality that has become their signature. Haus Hirt is essentially the chic Country House geared for family life and the smooth Miramonte is more for the modern urbanite bathed in cool fifties Vogue glamour. Both come complete with an Aveda Spa.

#### Insiders Tip

Go wild - There are some testing runs on the Stubnerkogel and a couple of nice blacks on the Graukogel. The off-piste can be fantastic too - why not hire a guide and head to the spectacular off-piste route from Kreuzkogel to Heilstollen, or sign up for an off-piste safari or touring day with the ski school.





## SWITZERLAND

### HOTEL SPITZHORN

GSTAAD

A recent addition to the vast pristine ski scene of Saanen in the Canton of Berner Oberland, this rather dapper hotel sports a chilled and relaxed feel dressed in sober, unfussy lux and enviably sits just below the mountain spectacle of the Spitzhorn. Skiing in the Gstaad & the Saanenland offers some 250km of pistes at altitudes up to 3000m.

#### Insiders Tip

Hidden down a little alley, out of sight, in the centre of quaint Saanen, is the infamous 16 Bar & Restaurant - a newly refurbished barn and farmhouse. The menu is sourced locally with different options on a daily basis. Warning - cash only!

### CERVO MOUNTAIN BOUTIQUE

ZERMATT

With the best location in the village enjoying the majesty of the Matterhorn on its doorstep, this smooth designer Alpine den sits in the heart of happening Zermatt - an eclectic blend of hunting lodge meets Soho House, there is a definite vibe about the place which bubbles with quiet, fun spirited, confidence.

#### Insiders Tip

Book yourself the Owners Lodge with 240m<sup>2</sup> of über cool interiors, complete with outdoor whirlpool, fireplaces, private sauna and a panoramic window view of the Matterhorn - This is Zermatt in private.



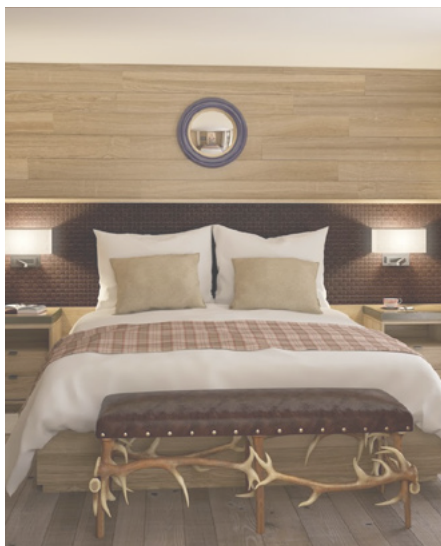
### THE CAPRA

SAAS-FEE

Opening this December, The Capra, located in the heart of the naturally breath-taking village of Saas-Fee, offers understated luxury and comfort with a contemporary twist on traditional Swiss chalet design. The boutique hotel offers both fine and casual dining in its restaurant, La Locanda by Oliver Glowig, where you can enjoy mountain panoramic views.

#### Insiders Tip

Make sure to pay a visit to the underground funicular railway as well as the mountain peak revolving restaurant at 3,500 m, both of which are the highest in the world. If you want a break from skiing, check out the 5km toboggan run from the top of the Hannig.



## ITALY

### LAGACIÓ HOTEL MOUNTAIN RESIDENCE

SAN CASSIANO

Dolomite spotting here is made easy at this eco-inspired contemporary ski lodge in San Cassiano. Ethically pure and endearing, this green family run hotel puts nature at the heart of everything. Infused by Ladin culture - it is cosy, sleek and stylish with a fab Spa. The perfect base for venturing out into this Gastro-heaven with almost as many Michelin stars as those that twinkle above Alta Badia.

#### Insiders Tip

Indulge in the ancient Spa treatment of a hay bath at the hotel before heading out to one of the all time favourites - a farmhouse restaurant serving local dishes all created by the farmer and his wife - an endless soiree of delight and terribly yummy.

## GERMANY

### HUBERTUS ALPIN LODGE & SPA

BALDERSCHWANG

Balderschwang is a hidden gem situated in what the Germans affectionately call "Bavarian Siberia" at 1,745 metres above sea level. It's a place where the snowfall is legendary, which is what makes the famous Allgäu ski region such a must. The Hubertus marries everything lovely and traditional with a modern fresh take on alpine charm and comfort. The vibe is chilled and confident, earthy and honest - we love it.

#### Insiders Tip

Get yourself up early and catch the spectacular sunrise on the Sipplingerkopf as a new day dawns over a panorama of more than 800 Allgäu, Austrian and Swiss mountains. Trust us - it is well worth the 5am wake-up call.

## FRANCE

### LE CHALET ZANNIER

MEGÈVE

Decently poised on the edge of happening Megève, this ski recluse sits well off the everyman radar in the French Alps. Conceived as a chalet retreat away from the maddened crowd, the place adopts a chocolate box Amor redesigned for the modern urbanite seeking privacy in style. This is a hub that caters equally to the adrenalin socialite as it does to those seeking a little Spa solace with cool brand Aesops.

#### Insiders Tip

Dine in and take the culinary journey created by young talent, chef Julien Burlat - a relaxed affair of utter taste with "simplicity refined with a hint of passion."



## AUSTRIA

### HOTEL ARLBERG

LECH

Lech is of course famous for being a celeb and royal bolthole. Not only is it surrounded by 94 cable cars and lifts, 340 km prepared ski-runs and 190 km off-pistes, it also comes with heated ski lift seats and it's not uncommon to see a vintage Bentley sporting snow chains. At the heart of this cute village, is the plush Hotel Arlberg Lech - a family owned third generation hotel that brims with cheerful informality and sweet, unassuming luxury.

#### Insiders Tip

If you can tear yourself away from the comforts of the hotel, you have to experience the famous "Langer Zug". It's one of the most challenging and steepest slopes in Austria. Upon returning to the hotel, refuel on a tasty Fondue in the hotel "Stube" - simply delicious.



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## REGGAE COFFEE

Rohan Marley, son to the legendary reggae icon, gives us the full beans on his new business, what inspired him and how the venture is being used to create community care in rural Ethiopia.

My connection to Africa and in particular to Ethiopia is deep. It has helped to define and shape me. It is also the driving force behind my business, Marley Coffee. Ethiopia is the birthplace of coffee, a humble and beautiful place that also has very deep ties to Rastafari.

In sourcing Marley Coffee, we realised the importance of taking care of the communities where the coffee is produced. In Jamaica, we pay twice the average wage to our farmers. Paying fair wages is a start, but there is far more we can do. We started the WaterWise Coffee Project™ to help clean rivers that have been directly affected by coffee production starting in the Sidamo region. Marley Coffee strives to support communities and the environment through organic, sustainable and ethical practices. The impact of clean water is life changing. That's why every single serving of Marley Coffee purchased goes directly to this cause. We are creating positive change through coffee.

Back to my roots and the culture of Africa, the lion, also inspires my life and business. Whilst the lion has an important symbolic meaning in Rastafari and in Ethiopia, the lion is also on every one of my fathers' albums, and now it is on every bag of Marley Coffee. The lion is part of my logo to ensure that I never forget where I come from, my roots and my connection to something bigger. It's my history and my future. Coffee holds an important place in culture; it's often a ritual. When a guest comes to stay, the first thing I do is offer a cup of coffee. Then we sit, talk, and enjoy. Culturally, coffee unites. It brings people together, like music. It is a universal connector.

Our company has become an international gourmet coffee business which today sources beans from around the world, including Ethiopia, Central America and Jamaica. The beans from Jamaica come from our 52-acre private estate and coffee farm." Marley Coffee is available at Selfridges & Co and online at [www.marleycoffee.co.uk](http://www.marleycoffee.co.uk)

### 8 LAYERS OF ROB HERSOV CHAIRMAN



**1 WHAT'S THE BEST PIECE OF BUSINESS ADVICE ANYONE HAS EVER GIVEN YOU?** Always hire people better than yourself.

**2 WHAT IS TAKING UP YOUR TIME AT THE MOMENT?** Building my new business Invest Africa and looking after my four children, especially my two-month old son.

**3 YOU'RE ORIGINALLY FROM SOUTH AFRICA, IS THERE ANYTHING YOU MISS ABOUT IT NOW YOU'RE LIVING LONDON?** A beach with big surf crashing in the background, braai/leis (BBQ) outside, and crisp Cape white wine.

**4 WHO HAS CHANGED YOUR LIFE THE MOST?** My wife, Katie – she is a superhero.

**5 WHAT IS YOUR IDEA OF A PERFECT HOLIDAY?** Being with my wife and children, in the sun, and reading the books I have piled up next to my bed all year round.

**6 WHICH BRAND COULDN'T YOU LIVE WITHOUT?** Blackberry.

**7 WHAT ACHIEVEMENT ARE YOU MOST PROUD OF?** Having my children look up to me and seeking my advice.

**8 WHERE DO YOU GO TO ESCAPE WITH THE FAMILY?** Africa – tigerfishing on the Zambezi River, walking in the African bush, or swimming in the Indian Ocean.





## NEW MEMBERS BAR LIGHTS UP SOHO

Unique art gallery and members bar, **Lights Of Soho**, opens up in the heart of London's West End at 35 Brewer Street. The new quirky venue showcases celebrated "light art" and will soon launch a bar and cultural events program.

## NEWS IN BRIEF ...

**PRIVATE MEMBER'S CLUB, LE PEEP BOUTIQUE, OPENED THEIR NEW RESTAURANT AT THE END OF NOVEMBER** // ON THE 1ST DECEMBER, **HOTEL CAFÉ ROYAL** HOSTED THE BRITISH FASHION AWARDS AFTER-PARTY AT THEIR OSCAR WILDE BAR // **Hanneli Rupert opens her new store, Okapi, on Walton St on the 10th December** // Athlete platform, **Hiro**, launched on the 24th November // **HOLLYWOOD FITNESS CRAZE, BARRY'S BOOTCAMP, OPENS ITS 2ND SITE IN EAST LONDON IN FEBRUARY 15TH 2015** // **IDOMOO** ANNOUNCES PERSONALIZED VIDEO ENGAGEMENT PLATFORM // Last month saw the opening of the private member's, **South Kensington Club** // **WATCHES OF SWITZERLAND HAVE OPENED A NEW STORE ON REGENT STREET JUST IN TIME FOR CHRISTMAS** // To keep up to date on all our news follow us on social media.



MY PHOTO MEMORY:  
FREESTYLE BY  
JONATHAN  
GLYNN-SMITH

Never have I been so challenged in my job than the day I had to keep up with the US Olympic freestyle ski team on a shoot with Tommy Hilfiger for GQ Magazine.

Try skiing alongside the best with a camera in your hand. Surprisingly, I kept up and caught one of the most dynamic shots of my career.





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