
THE SPEAR'S LUXURY INDEX



From hoteliers and horologists to tailors, interior designers and jewellers, these are the 50 innovators, tastemakers and leaders at the forefront of luxury today

2020

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Profile numbers for illustrative purposes only



1 Brice Partouche High stepping

Endurance sports had never really been ‘cool’ before. That was until the 2010s, when Rapha came along and transformed cycling with tasteful, minimalist clothing and moody photoshoots. Running’s ‘Rapha moment’ took longer to arrive – but it has been worth the wait. It comes courtesy of the Paris-based running brand **Satisfy**, the brainchild of Brice Partouche, a fashion entrepreneur. The aesthetic is often redolent of low-fi Eighties punk, but incorporates luxurious fabrics such as its ‘Justice’ shorts lining, ‘made with an experienced French silk-maker and inspired by medical bandaging’. Satisfy claims the material is 35 per cent lighter, making its shorts, which cost up to £273, ‘the lightest in the industry’. They also dry 60 per cent quicker – another detail that shows Partouche’s commitment ‘to remove distractions’ in order to help runners pursue what he calls ‘The High’.

2 Jeannette Ho Grand dame

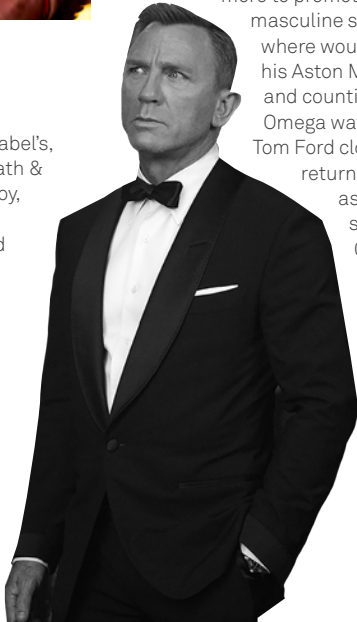
When London gets a new grand hotel, it’s big news. When the hotel in question is in one of that capital’s iconic buildings – one garlanded with rich associations with individuals like Churchill and Lord Kitchener, then it’s *really* big news. Step forward Raffles London at **The OWO**, one of the capital’s most audacious hotel reincarnations, created from the reborn Old War Office on Whitehall and opening in 2022.

With interiors designed by Thierry Despont – the New York-based French architect who transformed the Ritz Paris – then you can expect the 125 rooms and suites, and the nine bars and restaurants, to be seriously top-drawer. Part of Raffles’ rapid global expansion (it’s opening in Boston next year, too) overseen by global chief Jeannette Ho, if the OWO is half as good as the 133-year-old flagship hotel in Singapore, it promises to be a seriously hot ticket.



3 Clément Robert Good taste merchant

Members of the five Birley Clubs – Annabel’s, Harry’s Bar, Mark’s Club, George, and Bath & Racquets – now have a new club to enjoy, one offering them access to a range of online tastings, food pairings, tours and investment advice from the world’s top wine, spirits and cigar producers and experts. Perhaps unsurprisingly, 650 members signed up for the recently launched **Birley Wine Club** ‘within 48 hours’, according to head sommelier Clément Robert. ‘The idea was to keep our members connected with the best vineyards and the best people in the world in this industry,’ he says.



4 Peter Lürssen Prince of the waves

The family-owned German yard **Lürssen** did it again this year with ‘Project Opus’, another astonishingly impressive ‘gigayacht’ – stretching to 142 metres (465 feet) in length, with two helipads and a retractable hangar among the features. It also sleeps 36 in 20 state rooms and looks stunning, having been designed by the Italian studio Nuvolari Lenard. The Bremen shipyard also gave the world *Azzam* (180m) in 2013, owned by UAE president Khalifa bin Zayed al Nahyan and still the second-longest superyacht in the world. After that came the 156m *Dilbar* in 2015. When it comes to megayachts, the Lürssen family, in business for 145 years, is still leaving everyone else in its wake.



KLAUS JORDAN

5 Barbara Broccoli The real Bond girl

A producer of the last 11 Bond films, including *No Time to Die*, which is now out next year, Barbara Broccoli, also co-owner of **EON Productions** with Michael G Wilson, is one of the leading women not just in film, but in luxury. After all, which British icon has done more to promote well-heeled masculine style than 007? And where would Bond be without his Aston Martins (eight films and counting), Rolex or Omega watches, Bollinger, or Tom Ford clobber? Tom Ford returns for Bond 25, as do Omega and shoe-maker Crockett & Jones. ‘I could not be happier to be dressing Daniel Craig as James Bond again,’ Ford said. Luxury lovers and shareholders couldn’t agree more.

6 Elle B Mambetov Modestly does it

In May, fashion designer Elle B. Mambetov relaunched her luxury womenswear brand, **Elle B Zhou**. The move was symbolic, marking triumph over adversity. Born to a single mother in Texas, Mambetov’s journey has taken her from being homeless to sponsorship deals with Toni & Guy and Evian – as well as being celebrated at London Fashion Week. But it also takes in the confines of a British prison.

In 2016, she had become a London Fashion Week designer at just 26. However, when police arrived at her flat that November to arrest her on suspicion of fraud, Mambetov’s fashion dreams unravelled fast. First a friend had defrauded her before skipping bail. Then she was convicted for fraud and imprisoned for two years before the US intervened to free her.

Since then, Mambetov has rebuilt her life – and her luxury fashion brand. Her collection is influenced by her identities as a modern African-American and a proud Muslim, and pioneers the practice of ‘modest fashion’. ‘This collection is my brain, heart and soul stretching to collide two worlds of fashionable existence,’ Mambetov has said of her work. It is ‘representative of my own journey into dressing modestly; each cropped top, short-sleeved shirt and pair of trousers have been repositioned to fit within this new world as I seek to redefine modest fashion.’

Her line was revealed in a high-energy virtual presentation in collaboration with supermodel Shahad Salman. Everything about it was big and bold, from the colours and patterns to the unapologetic personalities of Mambetov and Salman, a Saudi model with vitiligo. The industry couldn’t help but to take notice; since launching her collection the designer has been featured in *Vogue Arabia*, *Glamour UK* and *Vogue Australia*. Along with the opening of her flagship store in Los Angeles, the collection proves beyond doubt that she has returned.

As well as protesting her innocence in her case, she is also turning her experience towards writing and advocacy, and has been vocal on the part that she says racism and discrimination play in the British criminal justice system. ‘For anyone struggling with injustice, or struggling to be heard, I just hope you don’t give up too soon, because in my case I came out the other side stronger,’ she has said.



7 Torsten Müller-Ötvös Mr Rolls-Royce

Torsten Müller-Ötvös, CEO of **Rolls-Royce Motor Cars** since 2010, has overseen the transformation of the 116-year-old marque. Owned by BMW since 1998, the Goodwood-based luxury brand delivered a record-breaking 5,152 vehicles worldwide in 2019, and the range now consists of five models. The latest addition is the second-generation Ghost, the replacement for the biggest-selling car in Rolls-Royce's history.

It may not look radically different from its predecessor, but the 2020 Ghost is new from the ground up and the most technologically advanced model yet to sport the iconic Spirit of Ecstasy mascot. The original car was launched in 2009 in response to younger customers who wanted a model that was slightly 'smaller' and less 'ostentatious'. The new version is built on an aluminium space frame architecture, gets four-wheel drive and all-wheel steering for the first time, and features Rolls-Royce's unique Adaptive Planar suspension, which uses miniature cameras to read the road ahead, delivering the famed magic carpet ride.

Inside the cabin, the dashboard has been semi-decluttered, but there are still some familiar switches, buttons, dials and shiny organ-stop air vent controls. On the passenger side, there's a new illuminated fascia featuring a glowing Ghost nameplate surrounded by more than 850 tiny stars.

Exterior features of note include Rolls-Royce's hallmark Pantheon Grille, which now includes subtly illuminated vanes. Cruise along and the driving experience is near silent, thanks to the car's 100kg of sound-proofing. The mighty twin-turbo V12 only becomes vaguely audible when the car is driven in a more spirited fashion.

Naturally, the Ghost is at its best serenely gliding along, but it's also the most driveable Rolls-Royce ever. For a big car it hides its size well – it's surprisingly agile, with sharp steering, while the grip and traction out of corners are outstanding. The more you drive it, the more your confidence grows.

So, the new Ghost is a triumph of design and engineering. Seductively stylish, whisper-quiet, powerful, and offering an awesome road presence and dynamic drive, it's a sublimely luxurious treat. But then with a starting price of £250,000, it should be.



8 Frank Akinsete Upcycling upstart

Frank Akinsete's Portobello Market boutique is a West London institution. He stocks an exceptional array of vintage clothing and accessories that attracts not only market-goers but also designers, stylists and clients from far and wide. So Akinsete's collaboration with British brand **Connolly** presented a pleasing collision of worlds: Akinsete's urban retro with Connolly's classic aesthetic. For September, the legendary Portobello stand sold old Connolly collections upcycled by Akinsete. Taking inspiration from Connolly's summer exhibition, 'Something Old, Something New, Something Borrowed, Something Blue', the vintage-connoisseur breathed new life into old pieces, using colourful dye to transform jackets, trousers, shirts and liquettes. The collaboration is timely with the fashion industry under fire for its wasteful habits. High-end upcycling is an elegant solution, in more ways than one.



11 Alex Eagle Where Eagles dare

Alex Eagle is the effortlessly cool creative director best known for **Alex Eagle Studio** on Lexington Street, a 360° take on curated retail with an offbeat aesthetic. Her remit spans fashion, lifestyle, art and furniture, with all pieces hand-picked by Eagle herself.

She is also the woman behind 'The Store', an innovative retail, creative and social experience collaborating with some of the world's finest artists, designers, craftsmen, chefs and creatives.

But Eagle has something new in the pipeline. She has been floating a mysterious new concept for some months: Alex Eagle Sporting Club was due to open in autumn, but the launch was postponed until winter due to Covid-19. A characteristically aesthetic Instagram page shows a selection of vintage images of Muhammad Ali, Michael Jordan and Christy Turlington wearing boxing gloves. What does it all mean? We'll find out this winter.

9 Kostas Sfaltos Suite talker

Athens-born Kostas Sfaltos enjoys the privilege of managing one of the finest hotels in town, the **Bulgari Hotel London** in Knightsbridge. Appointed general manager of the Portland Stone-fronted Sloane Street icon in 2017, this veteran of One Aldwych and the Hotel Café Royal has guided it through the choppy waters of Covid-19 with a flair for innovation. Since reopening in September it has introduced B.Business – a luxurious 'workation' offering day access to its prestigious suites for groups of up to six or solo guests. (It includes use of the hotel's pool and gym, as well as lunch, refreshments, and drinks in-suite or at the Sette Bar.) It has also introduced a trio of 'staycation' offers, including B.Beautiful, for those keen to enjoy the spa, and B. Private, where you can enjoy private parking, in-suite personal shopping from Harvey Nichols, hair appointments and a private dinner party for your bubble.



10 Jonny Fowle Spirited fellow

When Jonny Fowle was hired as **Sotheby's** first spirits specialists in 2019, it confirmed in business terms what the auction world had known for a while: that demand for the best drams and casks was more than a passing fad. Fowle – whose Instagram is full of artful spreads and bottle selfies at @wanderingwhisky – has taken on the task of building a global spirits auction business with brio. In a short time he's helped the house to set new auction records for single malt (£1.5 million for a 1926 Macallan) and a Cognac (a \$144,525 Gautier 1762), and that's all before launching its largest ever online auction of 'ultra-rare' whiskies this summer. That sale, which raised £1.2 million, was also notable for the fact that 47 per cent of buyers were new to Sotheby's and 40 per cent of bidders were under 40. This Fowle is just beginning to take flight.

12 Manuela Hauser & Iwan Wirth Art and the art of hospitality

Stories of successful entrepreneurs' earliest endeavours are legion. But setting up a commercial art gallery at 16 years old? Who does that? Iwan Wirth does, in the Swiss canton of St Gallen, where he lived with his parents. Thirty-four years later, he and his wife Manuela are universally acknowledged as the art world's most powerful couple, operating **Hauser & Wirth** galleries across the globe.

The combination of brazen confidence, love of art and commercial nous that propelled the teenager out of the starting gate just kept going and going. An early collaboration with Manuela's mother – retail heiress Ursula Hauser, herself a keen collector – placed a firm financial footing under Iwan's aspirations. In 1992 they opened the first Hauser & Wirth gallery in Zurich. With Manuela joining and subsequently marrying Iwan, a formidable family-bonded art house was locked and (thanks to Ursula) fully loaded. In the culture wars, though, Hauser & Wirth march to their own beat.

Based in the UK, where Iwan is a trustee of the Royal Academy, they are conducting the cultural conversation along previously unexplored pathways. In 2007 they moved, initially in a motor home, with their four children to Bruton in Somerset, eventually selling their Holland Park mansion to the Beckhams. While that all sounds very Swiss Family Robinson, Swiss Family Wirth was soon operating a new gallery and arts centre, a guest house, restaurant and nearby pub.

Their latest recalibration of the artistic landscape targets hospitality. In 2018 they opened (well, Prince Charles did) the Fife Arms in Braemar in the Scottish Highlands. Its 16,000 artworks encompass Lucian Freud, Picasso, Louise Bourgeois and Brueghel. Hauser & Wirth artists also created work specifically for the restoration.

The planned renovation of Bretton Hall, an imposing 18th-century listed mansion in the Yorkshire Sculpture Park, could deliver the most spectacular manifestation yet of this arthouse meets front-of-house concept. If a hotel's traditional role is making people feel at home, the Wirths' perspective is clear: home is where the art is.

SIM CANNERT-CLARKE



13 Sir Paul Smith
Britain's Ralph Lauren

Half a century ago in Nottingham, a stone's throw away from the National Justice Museum, **Paul Smith** opened his first shop, Paul Smith Vêtements Pour Homme. The name suggests haute couture, but the man has since come to embody the style of the modern British gent: affable, smart, imaginative and perhaps just a little bit quaint.

With 166 stores in more than 60 countries, the word 'pioneer' is overused, but it applies in this case: 'He celebrates colour as if it were about to be made illegal,' writes former Apple design supremo Jonny Ive in a new monograph.

Smith is perhaps to Britain what Ralph Lauren is to the US. Stripes and suits in particular have been redrawn under his maximalist, poppy vision, and he's consistently been in the right place at the right time with the right people. Clients have included David Bowie, Daniel Day-Lewis and Jimmy Page, for whom he made trousers when he was just 18.

14 Samantha Drummond
Design tiger



Australian luxury visionary Samantha Drummond is a veteran designer who founded the **Habitus Design Group** and is a dominant figure in luxury hospitality in Asia. Her projects include the astonishing Marina Bay Sands in Singapore – where she worked alongside architect Moshe Safdie and artist Antony Gormley to create one of the world's most recognisable luxury buildings. She also worked on the Solaire Resort and Casino in Manila and the Cotai Central in Macau, while her firm has advised on projects worth \$35 billion. 'Our clients trust us to deliver world-class destinations – and we always exceed their expectations,' says Drummond. Her firm promises 'bespoke interior design where an international sense of luxury is combined with authentic local character' and hails Drummond's ability to 'translate her clients' vision and objectives into reality'. With studios in Hong Kong, Singapore, Denmark and the Philippines, Habitus plans to expand further.

15 Emma Deterding
Undeterred brilliance

Founded by Emma Deterding in 2006, Norfolk and Chelsea-based **Kelling Designs** has made a name for itself in the private client residential field and the commercial sector, notably with the luxurious refurbishment of the Jockey Club Rooms in Newmarket. Deterding, who formerly worked in the sales and rental market, also redesigns London and country homes for private clients – as well as their rental properties – in addition to working on their properties in Alps and further afield. She is described by *The Times* as a 'specialist in staging irresistible rentals', and her commercial clients include Knight Frank, Chestertons and Stutt & Parker. The interior designer says her reputation for not shying away from colour and pattern – evident in her stunning portfolio – sets her apart in the market. 'She's super-well connected and more than just a high-end interior decorator,' notes a pal, who also praises her property market business savvy.

MARTIN KAUFMANN



16 William Woodhams
You can bet on it

If 5 Hertford Street were reincarnated as a sports bar, it would come back as **Fitzdares Club**. But this newly opened Mayfair bolthole has a history all of its own. The private members' club is a physical manifestation of the bookmaker of the same name, which has been 'taking the world's largest sporting wagers' since 1882. These days it has an app (and a good one at that), but after several 'pop-ups' the new, permanent club represents a decision by CEO William Woodhams to zig as the rest of the world zags. 'While most bookies are closing their doors or just going online, we believe that the future of bookmaking is not algorithms or bombarding customers with mass advertising,' he says. 'It is the connection between the bookmaker and the sports fan that really counts.' With comfortable surroundings, 4K streams of the biggest events, an excellent menu (try the beef Wellington) and an extensive wine cellar amassed by former bar director at Sketch, Dom Jacobs, there could scarcely be a better place for that connection to be made.

17 HRH The Prince of Wales
Warrants approval

'Is it the same coat?' asked someone on Twitter recently. They were referring to two photos of the Prince of Wales. One looked very recent, while the other must have been taken in the late Seventies or early Eighties. In both, however, he appears to be wearing an identical overcoat: a double-breasted affair, which looks as smart today as it did then. Can it be?

'I'm a huge admirer of that coat,' says Aleksandar Cvetkovic, menswear writer and keen observer of Charles's wardrobe. 'It's a stunner. Tailored by **Anderson & Sheppard** (HRH's tailor of choice) about 40 years ago. He still wears it today.' This 'proper tweed polo coat' is 'exactly what Savile Row is all about,' adds Cvetkovic. 'Proof of the mantra, "Buy less, but better!"' With warrants granted to **Gieves & Hawkes** and **Ede & Ravenscroft**, among others, the Prince is a great supporter of the capital's tailors, and obviously it's a very ecologically friendly approach as well.

18 Andrew Stemberge
Man about town

Cliveden is an extraordinary place. The estate has been home to a Prince of Wales, two Dukes and an Earl. The Italianate mansion that sits there now was home to Nancy Astor and the Cliveden Set of the 1920s and 1930s. In the 1960s it was the scene of key encounters in the Profumo affair. Staying in the house (which is now a hotel), having dinner in the long dining room or lounging around the pool where John Profumo clapped eyes on Christine Keeler seems... forbidden. And all the more fun because of it.

So when the man behind the group that runs the hotel at Cliveden House announced a new establishment in Mayfair, it caught our attention. Andrew Stemberge is the executive director of **Iconic Luxury Hotels**, which has a small portfolio that includes Chewton Glen, the Lygon Arms and 11 Cadogan Gardens. Add to that list the Mayfair Townhouse, which opens this autumn. Something tells you it'll be the sort of place where you could have rather a lot of fun...



20 Tom March
Capitalising on luxury

Tom March, formerly a partner at wealth management firm Smith & Williamson, is one third of the team behind **Redrice Ventures**, a seed stage investor focusing on the luxury sector. Along with partners Robert Senior and Jonathan Heilbron, former CEOs of Saatchi & Saatchi and Thomas Pink respectively, this is a venture capital firm with a purpose. The underlying idea is that consumers are now 'buying into' rather than 'buying from', and one of the criteria for becoming a Redrice start-up is that 'you are driven by a cause beyond the numbers'.

March has boosted such brands as Castore, a fully digital sportswear brand endorsed by Andy Murray, and War Paint, a make-up brand for men. At the heart of these brands is the new value system defining consumer culture, according to Redrice: 'More conscious, more mindful, more sophisticated, better informed.'

19 Jessica McCormack
Mayfair's Kiwi diamond

Diamond jeweller **Jessica McCormack** champions centuries-old craftsmanship techniques, which are applied to modern and wearable designs inspired by everything from Maori carvings to Japanese fairy tales. The resulting aesthetic is beautifully distinct, full of personality and symbolism. Her pieces can be viewed through home visits and virtual appointments and at her Mayfair boutique, 'The Townhouse'. McCormack moved to London from her native New Zealand to take up an internship at Sotheby's. Shortly after she opened her Clerkenwell workshop in 2008, Rihanna became a customer. The rest is history.



21 Arne Glimcher
Setting the pace

Having turned 60 this year, Arne Glimcher's **Pace Gallery** is showing no signs of slowing down, much like the man who founded it. Already boasting ten locations worldwide (including at the Royal Academy in London), Pace has announced plans for a new eight-storey, 75,000 square feet gallery in its home town, New York – a testament to its ability to push the envelope of Contemporary art with an oracle-like consistency.

Mega-dealer Glimcher, who famously sold Jasper Johns's *Three Flags* for \$1 million 1980 to the Whitney Museum of American Art, is renowned for his taste and the important relationships he fosters with his artists, including David Hockney. From Rothko to Rauschenberg, a look back at Pace's exhibitions reads like a history of Contemporary art – as does its roster of artists, who include Picasso, Hepworth and de Kooning.



22 Claire Choisne
Rock star

High jeweller **Boucheron's** latest presentation is an exquisite range entitled 'Contemplation', which demonstrates amply just why this Parisian maison is so well regarded. Creative director Claire Choisne, in post since 2011, has created 67 pieces dedicated to 'capturing the ephemeral so that it doesn't fade away'. They reflect 'the consistent feeling of detachment from the daily hustle and bustle' she feels while at her home in Portugal, or the 'flocks of flying birds' you encounter during contemplative moments. To lend one piece an ethereal touch, she obtained a substance called aerogel, which Nasa has used to capture stardust, to produce a moonstone-like effect.

Rare materials aside, this was also one of the most technically complex collections to complete but also draws on Boucheron's archives for inspiration. 'The jeweller's art is about stopping time in its tracks, making instants eternal when, by their very essence, they are not,' she has said.



23 Vanessa Jacobs
Restorative justice

Don't lob those much-loved Louboutins in the bin just yet. CEO Vanessa Jacobs' expert team at **The Restory** can work wonders on pre-loved shoes and bags. They'll have them picked up by courier and whizzed off to their South London atelier, where they quarantine them for 48 hours before sending a quote for mending and refurbishing. Shoes tend to cost around £250 and bags £300, but more extensive overhauls can cost much more and take several weeks. They'll clean bag interiors and exteriors, re-edge, remake handles. And restore colour, smooth that deep scratch on a Kelly bag, or change a lining.

If inspiration hits and you want a new colour or design, bespoke initialling or a different strap, your wish is their command. Plus they'll buff brogues until you can see your face in them, cheer up Balenciaga trainers and restore Prada suede evening shoes so you can dance again. After restoration, items are returned in a dust bag, looking almost new: beaten-up favourites resurrected. So before coming to terms with sending your beloved items to shoe or handbag heaven, give them a call.



24 Mario Dedivanovic
Contouring conjurer

No one knew who Mario Dedivanovic was when he became Kim Kardashian's make-up artist in 2008, but it's not an exaggeration to say that, together, the pair have changed the way the world thinks about beauty.

Dedivanovic is the man behind the 'soft glam' look that countless celebrities now sport: skin that seems airbrushed, sculpted cheekbones and dewy highlighter, and a 'matte' finish. **Makeup by Mario** is credited with inventing 'contouring' – the practice of using highlights and lowlights to emphasise bone structure – igniting a trend that has been going strong for a decade.

He has also worked with Jennifer Lopez, Ariana Grande, Demi Lovato, Mary J Blige, Katy Perry, Ciara, Kate Bosworth, Chrissy Teigen, Tyra Banks and Chanel Iman. Having begun as a make-up artist at the ground zero of internet beauty culture, Dedivanovic is now one of the most influential people working anywhere in showbusiness.



25 John Romain
Fit for the fighter

Few places on earth share the ambience or allure of the **Aircraft Restoration Company**. The family-owned firm's workshops at the historic Duxford Airfield near Cambridge boast a global reputation for restoring vintage flying machines, with a particular expertise in rebuilding Spitfires. Company owner, pilot and engineer John Romain is regarded as the pre-eminent restorer of Supermarine's iconic Second World War fighter. For any pilot or potential Spitfire owner worth their salt, ARCo is the first port of call for advice and assistance to source an aircraft, whether for personal use or for investment purposes.

The company once took the wreckage of a pair of Mark 1 Spitfires which had crash-landed on a French beach in 1940 and rebuilt them to flying condition, with one reportedly being sold for a cool £3 million. The aircraft became film stars too, being flown by Romain and his team during the filming of Christopher Nolan's movie *Dunkirk*. Such skilled craftsmanship has meant Spitfires and other rare classic aircraft have gradually been gaining popularity for investors seeking new asset classes.

Romain's team can also train pilots to fly these historic machines, using the same pathway followed by the fighter pilots of yore, taking in

the Tiger Moth biplane basic trainer, via the radial-engined Harvard and – if you're skilled enough – eventually onwards to the aircraft that won the Battle of Britain.

As a pilot, Romain is highly experienced, with dozens of aircraft types in his logbook, including more than 1,000 hours in Spitfires alone. His company also undertakes maintenance on privately owned aircraft, as well as looking after those operated by the RAF's Battle of Britain Memorial Flight, including the famed Lancaster bomber, one of only two still flying anywhere in the world.

Most recently Romain's personal Spitfire, a stunning blue machine that was used as for wartime photographic reconnaissance, has been a regular sight around the UK. Flown overhead hospitals as a tribute to the NHS during the coronavirus pandemic, the response to the flights has uplifted members of the public, who view the Spitfire as a symbol of hope – just as they did back in the 1940s.

Romain has turned this into a fundraising drive for NHS charities, with donors asked to nominate a name to be inscribed on the aircraft's skin in tribute or as a thank you to those who have died, loved ones or simply a friend or kind neighbour.

26 Mark Weston Dunhill's music maker

Formerly under Christopher Bailey at Burberry, Mark Weston joined **Alfred Dunhill** in 2017 as creative director and has been credited with breathing new life into the brand after a run of successes that was crowned with his autumn-winter 2020 collection, shown in Paris in January. Fashion critics hailed the collection, which celebrates the firm's automotive heritage, passion for tailoring and excellence in leather goods, as a highlight of the season and a welcome return to form for the 127-year-old icon.

Weston was brought in by the CEO of the Richemont-owned firm, Andrew Maag, also late of Burberry and the man who recruited Weston there, too. Apparently the two have a 'hive mind', according to industry watchers – part of the reason that great things are happening at North Audley Street. Once a sleeping giant of British luxury, Dunhill has woken up.



27 Mark Cavendish The dream catcher

'We don't just build yachts,' declares Dutch firm **Heesen Yachts**. 'We turn dreams into reality.' If that's what you want, Mark Cavendish, its sales and marketing director, is the man to talk to. Founded in 1978, Heesen has brought 170 'dreams' to life and in so doing earned an unrivalled reputation in the business for aluminium construction and innovative propulsion systems, giving clients faster and more efficient ships with longer ranges. In 2021 it is due to deliver 'Project Cosmos', at 80 metres the longest motoryacht ever built in the Netherlands. The astonishingly beautiful yacht (exterior by London-based Winch Design) will also be capable of 30 knots, making her the fastest aluminium yacht the yard has built. Also coming next year is the fast displacement 50m yacht 'Project Altea', which promises 'unparalleled fuel efficiency throughout the full spectrum of speed'.

28 David Franks King of trainer bling

Former e-commerce guru and self-confessed 'sneakerhead' David Franks turned his tech talents to trainers when he founded **Kick Game** in 2013 with his brother Robert. Posting a 48 per cent revenue increase last year, it now sells trainers to a clientele that includes Saudi and Qatari royalty. Its store has a 'variety of high-value stock', Franks tells *Spear's*. That includes a £12,000 pair of Air Jordan 1 x Dior sneakers and a Louis Vuitton leather bag worth £10,000. 'They command such a premium because of the luxury brand collaborations, and ultimately the scarcity of the items.'

29 Raf Simons Prada's northern soul

Raf Simons – formerly of Jil Sander, Christian Dior and Calvin Klein – took on the co-creative directorship at **Prada** in April. His first collection designed in collaboration with Miuccia Prada, in September, was met with great acclaim. The Belgian designer began his career in furniture before launching his own menswear label in the mid-Nineties. His latest work is characterised by a certain Flemish cool, which contrasts with Prada's Italian warmth. At the time of his appointment she noted that the new partnership was 'born from a deep reciprocal respect and an open conversation'.

30 Bruce Jones The real Captain Nemo

Submarine-maker Bruce Jones has more than 33 years' experience in the underwater transport world, where he first started as a consultant in the tourism industry. Back then submarines could take up to 48 passengers and dive to around 50 metres. He co-founded his own submarine firm in 1993 before going into business with Patrick Leary, a professional deep-sea explorer, setting up Florida-based **Triton** in 2007. 'We really went from one model to where we are now – 12 models of deep submersibles and six models of tourist submarines,' recalls Jones, Triton's CEO.

One model stands out. The company describes Triton 36,000/2, which can dive more than a kilometre, as 'possibly the most impressive tool for human exploration and scientific endeavour since Apollo 11'. It was aboard one of these that Prince Albert II of Monaco became 'the deepest diving head of state' when he took a dive in the Mediterranean in 2019.

Triton entered the luxury market in 2007, says Jones, when mining billionaire Chris Colne became a customer. 'He was a terrific fellow,'

recalls Jones. 'He was buying a new yacht from Trinity and thought, "Well, if I'm going to spend \$30 million on a yacht, I probably will have a submarine to have some fun with."' Another customer is Bridgewater founder Ray Dalio, who owns two Tritons, one of which was used by Japanese broadcaster NHK to film the first ever recorded encounter with the giant squid, the largest invertebrate on earth, which is about the length of a bus.

A Triton buyer, says Jones, is a superyacht owner who can come from anywhere in the world, from the US to the Middle East and Russia. 'I'd say to [a new client] that we are so confident you're going to love your Triton that I'll give you the name of every single Triton buyer in our history,' he says.

The 'epigenome' of the luxury submersible, for Jones, is the Project Neptune models which Triton created with Aston Martin through a 'creative collaboration'. 'There were some pretty significant limitations on the exterior look of the sub, but they really managed to make it sort of sexy,' he says of the \$4.4 million limited-edition



vehicles with shiny metal-oxide veneers and hand-stitched seats. Buyers can access the British carmaker's 'Q division', which offers 'the ultimate level of personalisation'.

Jones is looking forward to launching a 'deso-electric' submersible-yacht hybrid capable of diving to 300m. 'If you build a big one of those, you can even carry a deep-diving submarine on board. Even if you're underwater, you can crawl into your 10,000-foot capable acrylic submarine, leave the mother sub and dive. It's the stuff of science fiction.'



NICK VEROLA

31 Ben Dalrymple
The hatter

With its wares being modelled by style maven Jack Guinness (described as 'the coolest man in Britain' by *GQ*, no less), **Lock & Co** – the world's oldest hat maker – has a spring in its step. Counting Oscar-winner Sir Mark Rylance among its customers, the family-owned hatter has been going strong for 344 years and remains in fine fettle. In no small measure that's down to managing director Ben Dalrymple, who joined four years ago from Bang & Olufsen and still considers himself a new boy. With past clients including Churchill (as well as Gary Oldman playing him in *Darkest Hour*), Oscar Wilde and Lord Nelson (he was wearing one of the firm's bicorns at Trafalgar), Dalrymple tells *Spear's*: 'We are extremely proud of our heritage, but we do not rest on it.' Hats off to him.



33 Kristina Blahnik
Best foot forward

Kristina Blahnik's childhood was wrapped up in the world of **Manolo Blahnik** – a brand immortalised by Carrie Bradshaw in *Sex and the City*. Kristina would spend her days watching her uncle, the founder and designer, sketch new collections and grew up wanting nothing more than to continue the family business. Now she's CEO, and Kristina is steering Manolo Blahnik in a new direction. 'I never had shoes to fill,' she has said. 'I came with my own shoes.'

Her uncle was always vehement about keeping the brand low-key; Kristina, however, understands the importance of the name and believes growth is possible without compromising its identity. So far she has grown the head office from six to more than 80 – and gone from one shoe in London to outposts in Burlington Arcade, Harrods, Selfridges and Liberty. Manolo Blahnik is expanding – with Japan as a huge emerging market – but its soul is in safe hands.

34 Dustin Dryden
Giving it a whirl

Throughout his career, South African-born aviation entrepreneur Dustin Dryden has been a disruptor. His latest tech business, **AVIAA**, was founded in 2016 and boasts a membership of more than 1,500 aircraft in Europe and the US. He's also the founder of Oxford-based **Volare Aviation**, which has a reputation for excellence in full refurbishments and new avionics on Hawker and Challenger jets, as well as executive helicopters.

Dryden's newest venture is My Heli, a helicopter charter service with ambitions to soon allow its users to book their next helicopter flight by app. Testament to his ability to drive new ventures forward at pace, the UK's Civil Aviation Authority issued My Heli with its air operator certificate in September, allowing its fleet of six stylishly refurbished Leonardo AW109s to begin charter operations throughout the UK and Europe.

35 Dr Mohammed Enayat
The age reverser

Dr Mohammed Enayat is a pioneer in 'biohacking' – the practice of 'taking control of your biology' through nutrition, technology and therapies. Along with his sister Dr Shawana Vali, who oversees the aesthetic treatment, 'Dr E' co-founded Chelsea's **LMS Clinic**, an invitation-only wellness spa that claims to 'prevent and reverse ageing, both externally and internally.'

How do they do this? LMS Clinic conducts a screening process of 455 markers of health and creates bespoke strategies for correcting the areas that need it. It also offers personalised 'immune support programmes' as well as 'health wearable monitoring.'

Clients are given an 'Oura ring' which tracks the body and feeds back to a control centre at the first sign of infection. LMS also offers an array of therapies, which range from vitamin infusions to ground-breaking IV laser therapy.



37 Emma Willis
Cutting class

In St James's, opposite Franco's, resides **Emma Willis**, bespoke shirtmaker and Jermyn Street mainstay since 1999. Willis, who is the first and only female bespoke shirtmaker with a storefront in the storied postcode, counts Daniel Craig and David Gandy among her discerning clients. Willis's process starts with measurements: collar, waist, chest, hips, front yokes, back yokes, sleeve, cuff, biceps, forearm and tail length. Discussions on style, fit and fabric ensue before a sample shirt is created. She then makes adjustments, and once she and her client are satisfied with the prototype, the rest of the order can be created at her factory in Gloucestershire, where a team of cutters and seamstresses make shirts from luxurious Swiss and West Indian sea island cottons. Willis has also launched various charitable initiatives, including manufacturing luxury cotton scrubs for NHS workers.

36 Georges Kern
The man to watch

Back in April, the Swiss watchmaker **Breitling** launched a limited-edition diving watch with multi-coloured hour markers that made an unusual rainbow effect around a black dial. Though long planned, it came just as the rainbow was being adopted as a symbol of support for those at the front line of pandemic healthcare, and it proved a surprise hit. The 250 watches sold out in three hours, and Breitling's CEO Georges Kern moved fast: the next month a second version with a blue dial was launched, this time for charity. From a run of a thousand watches, Breitling raised \$500,000 for healthcare workers in the worst-affected countries. Cannily, it added an extra \$1,000 for the first 100 watches sold through its own website.

It's three years since Kern, who used to run rival brand IWC before being promoted to oversee the entire watchmaking division of its owner Richemont Group, walked out on that plum role and swept into Breitling's HQ carrying a very big broom. The company, founded in 1884 and known in particular for its pilots' watches, had just been sold by its family owners to private equity group CVC Capital Partners for around \$1 billion, and was seen as something of a sleeping giant sorely in need of new vision. Kern duly brought it, streamlining the collections, cutting out tired designs and creating handsome new models that capitalise on Breitling's history. A part-time movie producer with an impresario's fondness for the spotlight, he hired Brad Pitt and Charlize Theron as the faces of the brand and launched Apple-style summits in which he paces the stage himself, microphone attached, introducing the latest products.

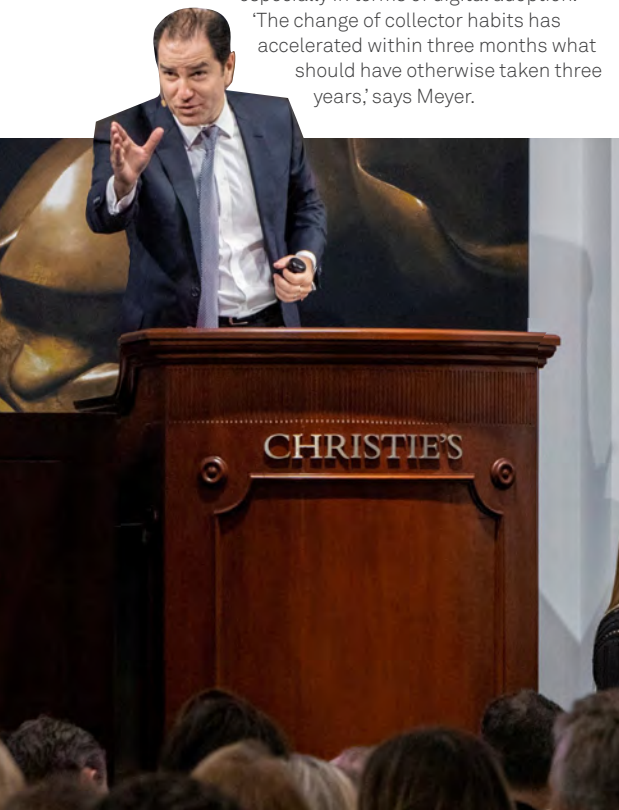
In 2020, despite the summits moving online, Kern's project of turning Breitling into a luxury brand for the 21st century has really taken wing. Successful launches have included the redesign of the brand's popular Chronomat as a versatile sports-luxe timepiece on a terrific bullet-belt bracelet; the beautifully retro Top Time chronograph, which is the first new wristwatch to be launched with certificates of authenticity stored digitally in the blockchain – a potentially game-changing development that Kern says he intends to roll out to the entire Breitling catalogue; and the ultra-lightweight Endurance Pro sports watch, for which stylish coloured straps are made from salvaged nylon fishing nets.

Naturally, less than a month after launch, Kern was already working his magic: the Endurance Pro was on the wrist of 22-year-old Tadej Pogacar as he secured his surprise victory at the Tour de France.



38 **Adrien Meyer**
Christie's privateer

Adrien Meyer is global head of private sales and co-chairman of the Impressionist and Modern department at **Christie's**. 'Auction houses are not necessarily well known for private sales,' he tells *Spear's* from New York. 'But it meets the needs of or clients in a very complementary way to the auction.' The arrival of Covid-19 has heralded a 'new era for the art market', especially in terms of digital adoption. 'The change of collector habits has accelerated within three months what should have otherwise taken three years,' says Meyer.



39 **Jim Beveridge**
Gold blends

The aptly named Dr Jim Beveridge OBE knows a thing or two about drink. He joined Johnnie Walker as a 'flavour chemist' four decades ago and has spent his career at spirits giant **Diageo** honing his understanding of the art and science of whisky. Earlier this year he spearheaded the launch of 'Prima & Ultima', a limited-edition collection of rare single malts comprising such sought-after liquids as a 1979 cask of Port Ellen and a 1984 Caol Ila. There were only 238 of the eight-bottle sets available, which fetched £20,000 each. But he's rumoured to be working on more collections. Whisky aficionados will raise a glass to that.

40 **Joanne Evans**
Skin in the game

London's best-kept skin secret is hidden behind a door in a residential street. 'It's so discreet,' enthuses Joanne Evans as she welcomes *Spear's* to the Holland Park flagship of **Skin-Matters**, the UK's first 'skin health house'. It feels like an exclusive, members-only club frequented by the beauty cognoscenti. When Evans, a medical aesthetician, launched it nine months before the pandemic struck, it quickly made its way on to speed dial for celebrities. Hollywood actress Naomi Watts enjoyed her visit so much that she announced she would take Evans back to the US with her. Not only a skin specialist and facialist, Evans is also the queen of laser, has 30 years' experience and boasts an alphabet soup of qualifications. For sun damage, scarring or stretch marks, she's deft at collagen stimulation therapy. For rejuvenation and banishing wrinkles, she offers micro-needling. Rosacea is treated with pulses of light and laser.

There's something instantly healing about crossing the threshold into her world, with its fern-green walls, armfuls of fresh hydrangeas and upcycled refectory table. She's dimmed the pendant lamps; the music is meditatively chilled. Even the niche beauty products – for which she's scoured the world and which she displays in a barrister's vintage bookcase – speak of calm. 'This is Esse's probiotic, plant-based moisturiser, perfect for soothing lockdown-stressed skin,' she explains. 'This is Nue Co's "Mood" with Ashwagandha [Indian ginseng] root, great for cortisol management and relaxation.'

Evans leads me downstairs past the 20-foot curved Chesterfield sofa where clients can have their IV infusions. Then into the Germolene-coloured treatment room with its homely reclaimed brass towel rail, massage couch with duvet and ozone-filtered air. 'My facials,' she says from behind her mask and eye shields, 'are bespoke and highly personalised.'

She gives me a deep steam cleanse, extraction, exfoliation, vitamin infusion using ultrasound, a gloopy mask plus galvanic, deep tissue facial massage, and shoulder massage followed by reflexology. She uses either organic products or cosmeceuticals and finishes my treatment with laser (good for thread veins). It's more than a facial: she offers a total skin health check. I leave glowing, with wrinkles softened.

Evans has also hand-picked a crack team of expert facialists, a naturopathic doctor, a cosmetic and face acupuncturist, massage therapists (specialising in lymphatic drainage and cellulite reduction), and an aesthetic doctor for Botox and vitamin injections. It's just as well, because for appointments with the woman herself there's a six-month waiting list.



41 **Mark Harvey**
Fizz is England

Three years since the Kent winemaker **Chapel Down** launched its fizz in France, the firm is still on a roll. Despite the trials of Covid, the company announced 'a strong set' of half-year results in the summer, with revenues up 20 per cent. And with English winemakers hailing a bumper harvest this year, conditions are set fair for Chapel Down – widely regarded as a trailblazer in English viniculture and, of course, an official supplier to Number Ten – to blaze ahead into the 2020s.

Mark Harvey – a Frenchman selling English sparkling wine – is the firm's managing director and joined the company after 12 years at Moët Hennessy and LVMH before that. Harvey foresees 'significant export opportunity' for Chapel Down in the US, where the firm will 'scale up significantly' in the next five years. Let's hope they leave enough for us to drink here.

42 **Mohamed Hadid**
New caviar king

Perhaps it tells you something about Palestinian-American property mogul and entrepreneur Mohamed Hadid – whose offspring include modelling royalty Bella and Gigi – that he describes himself as 'the second-most famous person from Nazareth'. The businessman, who also notes that he's the only person to have represented Jordan at the Winter Olympics, has turned to haute cuisine and this summer released a brand of caviar with the aim of 'revolutionising the world of fine food'. **Hadid Caviar** is produced exclusively from farmed sturgeon boasting roes of '100 per cent traceability', and comes in a portfolio of flavours includes Black (Imperial), Gold (Royal Oscietra), Black Diamond (Beluga) and Sultan's (Almas). The company says part of its mission is to support the Aids charity amfAR and research to end the Covid-19 pandemic.



43 **Phoebe Saatchi Yates**
Chip off the old block

Charles Saatchi's 26-year-old daughter sent chins wagging around the art world when it was announced that she would be opening her own, massive 10,000 square feet gallery in Cork Street, Mayfair. Launched with her husband Arthur Yates and with her father on board as an adviser, the **Saatchi Yates Gallery** aims to promote emerging, 'unknown' artists at a time when the purpose of physical gallery spaces are coming under question.

'What we're trying to do with the gallery is start something that's hopeful and a new way of looking at things,' Phoebe Saatchi Yates has said. 'It's quite nice in a way to be doing something really positive after the strangest year we ever experienced.'

The new gallery has opened with an exhibition of Swiss artist Pascal Sender's work, and with Saatchi senior in the wings it's sure to be watched closely.

ANDREA ROSETTI



44 **Andrew Winch**
Soul man

The Thomas Heatherwick of HNW design, Andrew Winch founded **Winch Design** in 1986. He is established as one of the world's top yacht designers and his business is flying high, having scooped a top prize for its recent 80-metre superyacht *Excellence* at the Monaco Yacht Show. The firm branched out into aviation 20 years ago and has also moved into architecture. A natural empathy and listening are at the core of Winch's approach: One client told him: 'You have read my soul.'



45 **Simon Cotton**
Ready cashmere

Cashmere king **Johnstons of Elgin** has been making the finest Scottish cloth, knitwear and accessories for 220 years. Since 1797 the business has produced exquisite woven products from the finest of fibres. The first bale of Chinese cashmere to make it to these shores was imported by Johnstons of Elgin in 1851, where it made its way to the company's mill in Elgin in 1851. Today, the mill is the only remaining vertical mill in Scotland, using the gentlest manufacturing processes to take raw fibre through to the finished product and produce exquisite goods from luxurious scarves and throws to historic Estate tweed. It's a British success story that has long flown under the radar, having supplied many of the top fashion houses, including Hermès. But now Johnstons' own name is gaining renown – thanks to a beautiful range of cashmere products that bear its brand and the industriousness of CEO Simon Cotton.

46 Roman Goronok

All the right notes

Only about 600 Stradivarius violins were ever made. **Roman Goronok** explains to *Spear's* over coffee in the covered courtyard of 5 Hertford Street. A third have been lost or destroyed, mainly by the ravages of plague and revolution. Another third are in private collections and 'will never be sold'. That leaves around 200 that might one day be available – if you're willing to part with millions in exchange for a wooden box and a few strands of catgut.

Both Goronok's parents were successful professional musicians, and in his youth he was on a similar trajectory. But in his early twenties he suffered a serious accident that forced him to re-order his priorities. He realised then that he would not become one of the very best musicians in the world. But he could become one of the very best at something else.

In 2000, he set up the business that he runs today. He describes himself as a 'relentless detective and matchmaker' who spends his time finding 'great masters' violins and quietly putting them in the careful hands of renowned musicians. He works with professional players to establish the kind of instrument they're looking for – and then he uses his connections to find it. He describes his customers as 'kindred spirits' who understand both the importance of preserving these beautiful, historic objects, and their 'undeniable high-performing investment qualities'.

Fine and rare stringed instruments (or 'FRSI', in the argot) have numerous strengths as an alternative asset, Goronok explains. They can be insured for 110 per cent of their value; they are very difficult to sell on the black market (and therefore not especially attractive to would-be thieves or burglars); they can be authenticated with a high degree of confidence; and they 'never' lose value. This is because they are a 'finite resource', says Goronok. More violins are being made, of course, but 'it will take 300 years for us to know if they are really good'.

The most expensive ever sold is thought to be the Vieuxtemps Guarneri Violin, which is rumoured to have fetched \$16 million. It's a complicated field to enter, of course. So what should be the first step for a would-be investor? That part is straightforward, says Goronok: 'Come and see me.'

DAVID HARRISON



47 Max Foulkes

Heir of cigars

Having grown up around the blue smoke of Cuban *puros*, it is no surprise that Max Foulkes – son of cigar-smoking Nick Foulkes, the *Spear's* columnist and chronicler *de luxe* – should be drawn to the cigar world. Now a Master of Cuban Cigars no less, Foulkes Jnr can be found at London's premier cigar emporium, **Davidoff**, where he advises customers old and new. He admits he's younger than many of those working in the industry and relishes the opportunity to spread the word to a younger crowd.

'It reassures me when a customer my age smokes a cigar I have suggested they try and they come back for more!' declares Foulkes. 'It's such an elegant hobby that is now being enjoyed by young rappers and skateboarders alike and I'm incredibly happy to be involved in the movement.' Of the St James's shop, his father notes: 'I brought Max here when he was about six weeks old and he liked it so much he came back to work here when he completed his formal education.'

48 Axel Dumas

God of luxury

Axel Dumas, CEO of the Paris fashion colossus **Hermès**, is a sixth-generation member of the billionaire Hermès-Dumas family and nephew of Jean-Louis Dumas, chairman from 1978 to 2006.

A Harvard graduate and former BNP Paribas banker, he took over the reins in 2014 and he has steered the company through the challenges of Covid-19, keeping it in good health – analyst Luca Solca from Exane BNP Paribas described it as one of the most 'resilient' players in luxury goods.

The brand is eagerly preparing for a post-pandemic world and has recently opened a workshop in Auvergne to train the next generation of leather artisans. During the Spanish flu epidemic, Dumas's predecessors moved from making saddlery and harnesses to luggage in response to the switch to cars – and then eventually to fashion.

In the future, we hear the brand will focus more on ecologically conscious products.

49 Thierry Stern

For the next generation

A year ago, **Patek Philippe** cemented its place at the top of Swiss watchmaking's tree when a unique watch it had made sold at auction for \$31 million, by a distance the highest ever price for a timepiece. In 2020, despite a brief Covid-induced closure of its factories, Patek marched on with the completion of a new manufacturing base in Geneva, whose ten floors and 2,000 square metres of space expand facilities not just for current production, but for anticipated growth over the next decade.

Notably, as lockdown fell, president Thierry Stern – the fourth of his family to run the 181-year-old company – authorised the brand's dealers to transact online for the first time. An important move, perhaps, but a symbolic one more than anything: waiting lists for the brand's most desirable watches are reported to be longer than ever. In other words, the watchmakers filling those gleaming new ateliers are going to be furiously busy for a long time to come.



50 Andrew Zobler

A NoMad in London

Andrew Zobler is the storied hotelier behind the New York-based Sydell Group. He was responsible for opening the Ned in partnership with Ron Burkle and Soho House, and is making another contribution to London's unrivalled hospitality scene: this time, in partnership with Doha-based investment firm BTC to launch **NoMad London**. The NoMad hotel collection lures travellers of the highest calibre in the US, but London is its first international outpost. Opening in December, the NoMad London iteration occupies the former Bow Street Magistrates Court opposite the Royal Opera House, and will join Zobler's portfolio of what *National Geographic* has described as 'today's coolest hotels'. The 91-key building is designed in collaboration with the firm Roman and Williams, and will combine NoMad's trademark playfulness with the historical significance of the Grade-II listed structure.