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From the editor



ost women can remember their first ever pair of heels: mine were a pearlescent pair of jelly shoes, while a cursory editorial desk whip-round has thrown out all manner of denim and pleather monstrosities. Unsurprisingly, none match the chic-factor of our Spring/Summer crush: "My first pair of heels were Miu Miu kitten heels," Elizabeth Olsen tells

me in our interview on page 16. Handy, then, that she's fronting the brand's campaign this season, along with a starring role in new film *In Secret* alongside Tom Felton (see p. 20). Candid, funny, and totally drama-free, we talk style disasters and stepping out from her older sisters' shadows.

Contrary to what the crazies currently encircling Somerset House would have you believe, there's far more value to the fashion business than the trends being articulated up and down the catwalk. How to invest in that value – whether it's via the trading floor or maxing out your Amex in Prada – is open to interpretation. Lily Rumsey says it's time we took the contents of our wardrobes much more seriously (p. 11).

Elsewhere, Gabrielle Lane attempts to pick quirky fashion designer Mark Fast's brain (p. 40) and explores why London is the hair capital of the world (p. 62). And for all the season's cutting-edge looks, don't miss our style news, trend roundups and mother-daughter fashion story (from p. 33).

Last but not least, I'd urge you to turn to page 30. If you complete the Runwild Media Group reader survey, you'll be in with a chance of winning the ultimate luxury prize. Treat yourself and your friends to a day in the fashion capital of Paris; be whisked there by your own private jet and enjoy a gastronomic feast at Camélia at the Mandarin Oriental Hotel. As style icon Audrey Hepburn once said: "Paris is always a good idea!"



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Style Update, p. 34

Zac Posen launches a wedding line for
David's Bridal, davidsbridal.com





VANTAGE

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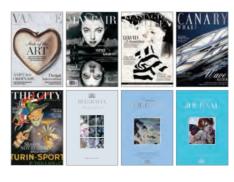


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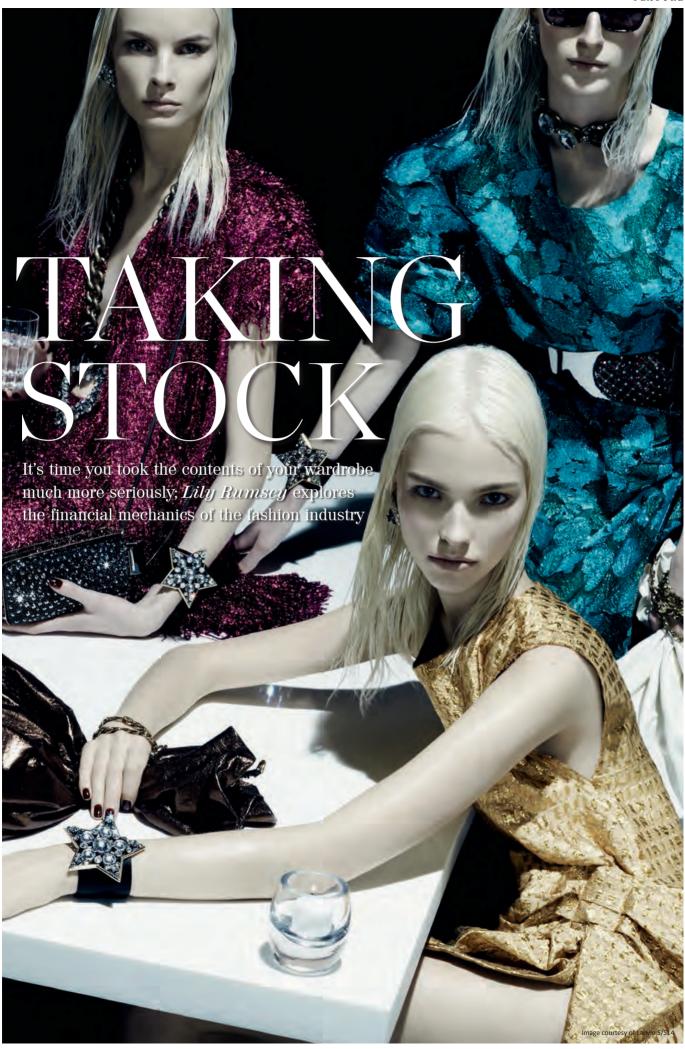




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ashion means business: contrary to the artful madness currently unfurling around Somerset House, the industry is far more than the trends being articulated up and down the catwalk. In the first ever assessment of the sector's financial value, published in 2010, the British Fashion Council calculated the fashion industry's worth as £21 billion – a 1.7 per cent contribution to national GDP that is directly responsible for 816,000 employees and which generates a further £98 million in tourism revenues. That fashion's value should amount to more than the flurry of spotlights and eccentricity that flavours its biannual shows is not a novel sentiment: Coco Chanel admitted as much when she aptly construed that "fashion is not something that exists in dresses only". How to invest in that value is, much like the industry itself, open to interpretation, whether it's via the trading floor of the London Stock Exchange or Bond Street.

> The existence of designer brands' shares means shoppers aren't confined to merely owning its products; they can have a slice of the company themselves. But unlike the products - whose sartorial value can be quickly measured by the eye - the value of

luxury brands' shares are far trickier to discern, and the shareholders' experience is a decidedly mixed bag. "Recent news-flow suggests some luxury goods providers have fared better than

others," says Lauren Charnley, stockbroker at Redmayne-Bentley. "Take Mulberry

for example, where shares had a dreadful 2013, and now sit at around 650p, having almost reached 2400p during 2012." The British leather brand nervously ventured into 2014 by revealing that its shares had slipped by 27 per cent, news that was delivered in the company's third profit warning in 18 months. The reasons for the tumble, chief executive Bruno Guillon says, were "tough" trading conditions over Christmas, resulting in lower than expected UK retail sales and wholesale order cancellations from South Korea.

The two shops lie a mere stone's throw apart on New Bond Street - and share Cara Delevingne as their 'face' - however, luxury clothing and accessories giant Burberry has fared much better (albeit suffering a brief yet costly blip following the announcement in October 2013 of the departure of its CEO Angela Ahrendts), reporting a 14 per cent rise in sales in the last three months of 2013, in comparison to last year. French luxury goods conglomerate LVMH, owner of Louis Vuitton, Marc Jacobs, Céline and Dior also reported a rise in shareholder fortunes in January, following a profitable final quarter. Given the domestic and worldwide economic recovery, there's an argument for investing in luxury goods, Charnley concludes. However, turbulence in emerging markets and general economic volatility is also key to keep in mind.

Experts are in agreement that the east looms large on the global fashion industry's horizon, previously long confined to Europe and the States (with Britain occupying a not insignificant niche). Both Charnley and Nick Murphy, an investment management partner at Smith & Williamson, credit emerging markets, China in particular, with providing the luxury goods market with a much needed boost in recent years. "What's really important is developing new sales markets -

so the growth of the internet as a sales channel and the rise of the Chinese consumer, as well as brand extensions, for example into perfumes and accessories, all affect fashion brands' shares," explains Murphy. Last month, Milan-based digital marketing firm ContactLab found that shoppers in Shanghai spent an average of \$1,000 on their last purchase - double the spending power of their New York counterparts – while the evolving distribution of global wealth (China has more billionaires than any other country in the world behind the US) has meant that alternatives to the traditional fashion week destinations are cropping up, such as the evolving Singaporean haute couture fashion week (the only city besides Paris to attempt the feat), organised by FIDé Fashion Weeks. Developing those new sales markets is expensive for brands to pursue, but can significantly boost share value if successful.

As a general rule, the value of shares are affected by three factors, says Murphy - sales, costs and the willingness of investors to pay up - but in fashion, another element looms supreme: image. "It's expensive to manufacture, but easy to damage," says Murphy,

pointing to the

effect of companies •

Crash Watch, POA, Cartier, cartier.co.uk 0866 Black Sunglasses, £310, Cutler and Gross, cutlerandgross.con

Wiltshire Garbardine Trench Coat, £1,195, Burberry

Jersey/White Bag, £1,215, Chanel, 020 7493 5040 So Kate 120 Patent Heel, £395, Christian Louboutin



 exploiting cheap labour on public perceptions, and consequently sales figures. The high profile nature of the fashion industry means a brand's reputation

is paramount – a loyalty famously exhibited in March 2011 by Christian Dior's swift firing of disgraced designer John Galliano in the aftermath of a drunken, anti-Semitic tirade.

Building customer appeal can be tricky: many

commentators have attributed Mulberry's woeful year with its decision to pursue a global strategy that ended up skewing its price points and alienating its traditionally British customer base. There are an infinite number of ways for luxury brands to generate appeal, says Mireia Llusia-Lindh, the creator of luxury handbag company Milli Millu and former Bain & Company management consultant, who has worked with both Burberry and LVMH in the past. "In my opinion, the winning strategies are those that clearly identify who their target customer is, and really know who they are and offer them exactly what they want, rather than trying to be everything to everyone," she says. Quality is also paramount to customer confidence, adds Murphy: "A strong brand protects itself from competition and in the long term, quality holds its own."

Of course, fashion's value doesn't only lie in the distant exchange of stocks and shares. Our wardrobes hold our own personal fashionable investments but, perhaps because of its perceived frivolity, few of us would seriously assess fashion in the same manner that we approach our other tangible assets. "It's not uncommon for our clients to have a wardrobe valued in the hundreds of thousands, when you include a collection of couture dresses, Savile Row tailored suits and designer handbags and shoes," says James Wasdell, founder of Quantum Plc insurance, which specialises in providing bespoke insurance services for high-net-worth individuals. Failing to grasp the financial value of our clothing investments – 90 per cent of us are guilty of underestimating them - is probably a by-product of human psychology, says Wasdell: "Ladies will generally have bought a few extra pairs of designer shoes or handbags that they have not declared to their partner, and gentlemen do the same with their watch collections."

Within that array of Prada shoes and Lanvin handbags there will be specific pieces that loom supreme: items you invest in, both monetarily and emotionally, their place in your wardrobe unquestionably assured. Fashion for style's sake is a different kind of fashion investment than that which wealth managers mull over. This is personal.

Treating your wardrobe as an investment flies in the face of the strict rigidity of seasonal trends. However, fashion is arguably more defined by the enduring appeal of staple items than the passing, one-hit wonders, a truth neatly embodied by Burberry's iconic trench coat, which is still at the forefront of the brand exactly 100 years after it first appeared.

"I have a clean-cut, short Fendi wool jacket in

off-white, which I bought ten years ago and still wear today because the lines are timeless and the quality of the wool is fantastic," says Llusia-Lindh. "I generally buy pieces that are either very much on trend and that will make any outfit

66 The winning

strategies clearly identify

their target customer 99

Grainy Leather Biker Jacket, £2,699, Alexander McQueen, alexandermcqueen.com
Splash! Shoes, £895, Charlotte Olympia, charlotteolympia.com

Lattice 18-karat yellow gold and

diamond rose earrings, £11,500, Annoushka, annoushka.com

Mulberry, net-a-porter.com

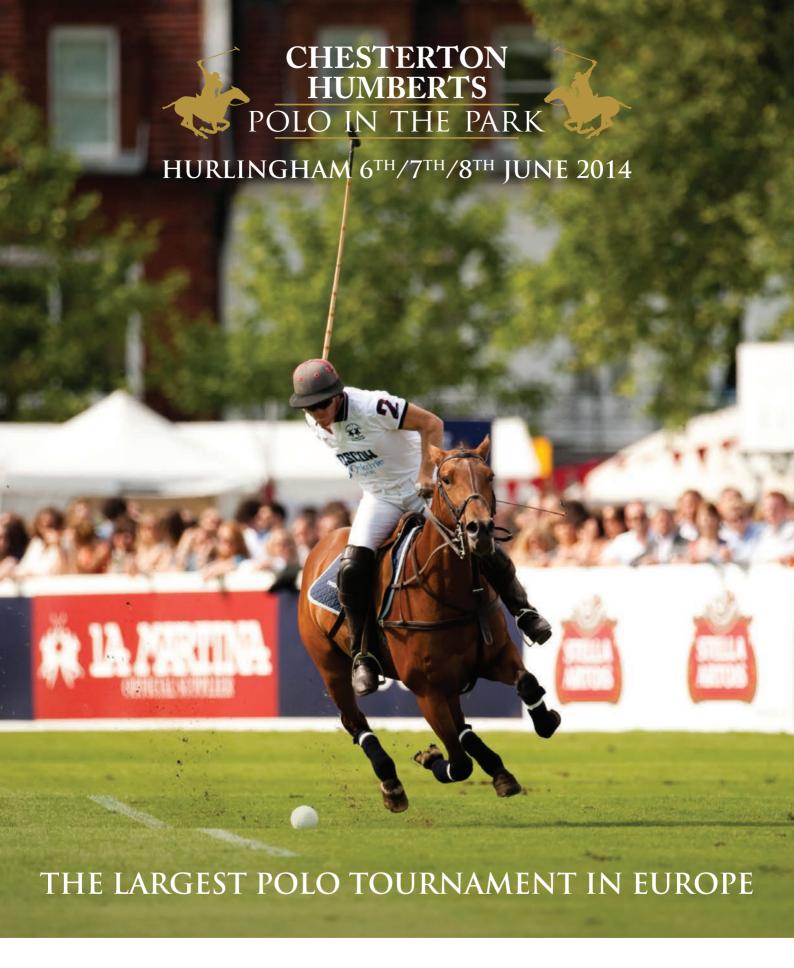
Bayswater Textured Leather Bag, £895,

Les Faceties de Pegase, £310, Hermès,

very current, or staple pieces that I know I will wear dayin, day-out. And on the latter I am willing to invest more than on the very trendy pieces," she says. After all, the items we choose to invest in embody our personal style in a manner that seasonal dalliances with brief crazes never will.

Fashion's inherent preoccupation with appearances makes it easy for its followers and detractors alike to view it as only surface deep. Investment opportunities abound however, whether you want to mesh sequins with securities or, following Carrie Bradshaw's lead, you like your money where you can see it: in your closet.



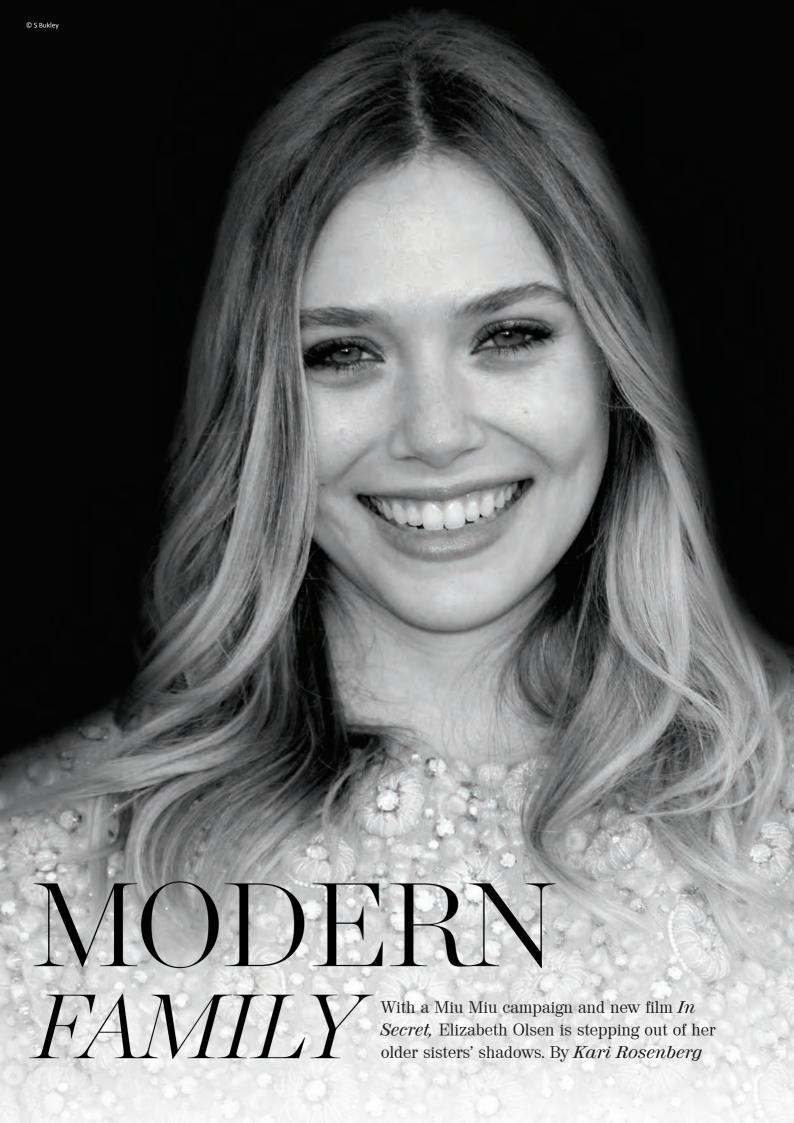


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t's hard to resist mentioning the blindingly obvious when interviewing Elizabeth Olsen. I swore to myself before we spoke that I wouldn't even bring *them* up: having made a name for

herself at the Sundance Film Festival and as a star of the big indie screen with Martha, Marcy, May, Marlene and Kill Your Darlings, she'll soon be topping the bill alongside Tom Felton and Jessica Lange in In Secret, based on Èmile Zola's famed tome Thérèse Raquin. What starts out as a profile on Felton (see overleaf) ends up as an hour-long natter; she's happy to answer all my questions, even when we go way off topic, running over the allocated time slot (and into her billionaire sisters). After all, there's so much ground to cover: as well as glossy Hollywood blockbusters Godzilla (out this summer) and The Avengers: Age of Ultron (currently preparing to film),

Elizabeth, 24, is one of four arresting faces to lead luxury fashion brand Miu Miu's achingly cool Spring/ Summer 14 campaign. In all honesty, the familial reference has become benign. Mary-Kate and Ashley who?

She's in Utah when we manage to catch up, supporting her boyfriend Boyd Holbrook (Milk, Behind the Candelabra) for the premier of his film The Skeleton Twins at the aforementioned Sundance Film Festival. The pair met while co-starring in Very Good Girls and have been snapped wandering around Park City over the last few days in matching black jackets and beanies. Naturally a pared-down kind of gal, she's more comfortable in jeans and a T-shirt than walking the red carpet in full-length gowns, but is thrilled to be fronting the Miu Miu campaign alongside fellow actresses Elle Fanning, Lupita Nyong'o and Bella Heathcote. "I'm really excited!" she says, as the phone line crackles from the delay. "I'm such a fan. My first pair of heels were Miu Miu; they were kitten heels. I remember that super-well growing up!"

She can't recall exactly how the collaboration came about (such is the life when these encounters are the norm), but loved working with Inez Van Lamsweerde and Vinoodh Matadin who shot the campaign. "They are such fabulous photographers, so it was really cool to get to work with them. It was just playful and fun. Miu Miu campaigns are so unique; I love the

© Joe See

way they are shot and I love their personality." Each actress posed individually, so aside from Elle, whom she already knew, Elizabeth didn't get to hang out with Bella or Lupita. I ask her what she thinks links the four young

women, often labelled as up-and-coming on the Hollywood A-list Richter scale, when actually, they're very much 'there'. "I think they might be faces that people aren't totally used to," she says. "Maybe they enjoy our work. I think all four of us make interesting choices but are not so much in the spotlight. I think [the other girls] are quirky and interesting and really unique and I think Miu Miu's campaigns and their brand is all about that."

Her personal style is "usually pretty comfortable – a lot of button-up shirts and black pants. That's kind of my uniform if I'm not in gym clothes," she laughs. Marni has also been a favourite brand since high school. "I would always save

up small gift certificates that would add up to a shirt or sweater or something. If it wasn't as expensive as it was, I would always be in Marni. Prada shoes are my favourite, I think they are the most comfortable shoes ever and I really like Maje and Sandro. I love British brands to tell you the truth – probably because I have a British stylist!

"But I'm not a big shopper. If I buy something, it's probably because it's on my walk home and I saw it in the window. I needed new winter boots recently because all my boots were letting water in from the snow, so I went to Barneys and I got new boots. I guess I mainly wear my older sisters' brands a lot: Elizabeth and James and The Row." Like her former child-star siblings (all born and raised in the Valley suburb of Sherman Oaks, alongside brother Trent), she has shunned naysayers and made a sizeable dent on

the often impenetrable upper echelons of the high-fashion world.

Although it's hard to imagine anyone with a stylist (or fashion campaign) ever feeling awkward or unsure about what they're wearing, it's precisely his that makes Elizabeth Olsen so

this that makes Elizabeth Olsen so appealing. She has a genuine, self-depreciating, almost dorky sense of



remembering a particularly cringe-worthy moment on New Year's Eve.

"I was like 'oh I'm going to dress up for New Year's because everyone else probably will' and it was just dinner at someone's house. I wore heels and a dress and straightened my hair and I was so embarrassed because everyone else was so comfortable and cool! I was [so smart] and I never do that. I mean, I never do that until I'm told to! It sucked... My boyfriend was just telling me to embrace it."

Surprising, then, that she was happy to don a corset for her role as Thérèse Raquin (after whom the original book is named) in *In Secret*. Set in the lower strata of 1860s Paris, Thérèse is a sexually repressed young woman, trapped in an unhappy marriage to her ailing cousin, Camille (Tom Felton), by her tyrannical aunt, Madame Raquin (Jessica Lange). A love affair with her husband's friend Laurent soon ensues, all ending in a *Romeo and Juliet*-style tragedy. Having read the book as part of her studies, I ask whether she thinks the story is as relevant today as when it was written in 1867. "I think any story is relevant and that's why they are re-told for so many years," she says.

Filming in Belgrade six days a week, there wasn't much to do on 'off' days and she grew pretty close to some of her co-stars. "Matt Lucas [who plays Olivier] was really awesome. I don't really know about his career and life in England because I don't live there but he's a funny, fascinating, smart, intelligent guy and he just made me laugh so hard all the time. And it was a pleasure to get to work with Jessica because she's so phenomenal.

66 To have a day to do laundry and make a soup is really awesome 99

"Tom is hilarious, he's such a nice guy and he's so down for anything so they just kept making him grosser and uglier and it was so funny. I got very close with his girlfriend Jade as well, so we ended up being a little gang. He's a lot of fun to work with: he's a collaborator and respectful and just such an easy-going guy. There isn't a single pretence about him."

Capturing the sex scenes were "weird" but she describes the process more akin to choreographing a "technical dance" than anything passionate. But to be honest, she can't really remember that much, having wrapped nearly two years ago. She'd rather watch her work back without the accompanying audience, but says it's important for her own development; to learn as an actor. "I think of it as a process, and the finished product is the result of that." She feels the pressure of living up to the Marvel fans' expectations for the forthcoming Avengers as well as all of the action sequences to be expected of her superhero persona quite a break from the parts she's played so far. "I'm really excited to meet Robert Downey Jr [who plays Iron Man] as he's one of my favourite actors. He is just such a smart guy and that's why his wit comes across so well." She'd also really love to work with Colin Farrell, given the chance. If he's reading this...



Aside from the fashion, and the film, Elizabeth loves nothing more than reading, cooking, and doing household chores. "I'm big into cooking and I really enjoy housework," she says. "That might sound silly, but I enjoy doing as many things as possible that, when I'm working, I'm not actually able to do. To have a day to do laundry and make a soup is really awesome. Those kinds of things give me a lot of pleasure. I'm big on hiking and I like to stay active. I've started doing krav maga. The other day I played tennis, even though I'm not a good tennis player." Her love for cooking may see her open a farm-style organic restaurant one day (at the moment it's just a dream: "I'm not that ballsy!"), but she's also interested in property design and construction.

She's currently reading *The Goldfinch*, and a long book-swot conversation ensues. Luckily, she'll have plenty of time for reading on the flight over to London, with plans to stay for six months or so, breaking it up with weekend jaunts to Europe. Just don't expect a trail of minders or any other outlandish requests.

"[People] think that growing up we lived this crazy high life and can only fly first class. If I fly first class, it's because somebody else is paying for it. I would rather do things for myself than have other people do them for me. I guess people expect that of my sisters too and my sisters aren't like that either. People just have those misconceptions."

In her customary laid-back style, she's not too worried about the impact of her rising celebrity when it comes to the paparazzi, despite her sisters' experiences. "I honestly think that some people bring it on themselves. I think you are really in control of that. Sometimes when I'm in New York the paparazzi may be following someone else and I just happen to walk by!"

Occasionally she'll get recognised and approached by fans, but insists it's not that often. "When it happens it's pretty cool. It's cool for a stranger to say 'I like what you do'. It's not offensive. I don't like photos, though. I'd rather not [have my photo taken] but I've never said no, but there are some weirdoes who ask for your autograph and sell it on eBay or something." In essence, she finds the idea of 'fans' quite an odd one to contend with. "I think it's strange because you're an actor not the president! Art is important in the world but this idea of celebrity and self-importance is gross to me. You're no better than anyone else." Like her sisters, Elizabeth manages to dually court an aura of mystique with girl-next-door likeability. But being labelled 'the other Olsen' is becoming a thing of the past as both the fashion and film worlds roll out their red carpets for the new It girl *du jour*. Who said three's a crowd? ■

In Secret is out in March

NowYou SEEME

Best known for his teenage performance as the villainous Draco Malfoy in the Harry Potter film franchise, Tom Felton has long since cast his wizard's robe aside for a series of grown-up roles. *Kari Rosenberg* talks to one of the nicest guys in the business

om Felton is anything but vain. However, having spent the best part of his teenage years dying that signature mane a rather unbecoming shade of blonde, you'd think he'd had enough of the anaemic look to last him even a wizard's lifetime.

Not so. On the eve of the premiere for his new film In Secret, based on the classic French novel Thérèse Raquin, the 26-year-old actor is laughing at the thought of yet more insipid, green-tinged makeup and another creepy on-screen persona as the sickly Camille. "As you know Kari, it was quite tough to turn this handsome young man into the freakish looking character that I ended up playing!" he jokes. "Yeah... it wasn't that difficult at all really. We had loads of fun: I got very pale and had a hideous hair style, yet again, that really did me no favours at all, much to my girlfriend Jade's protests. The director, Charlie [Stratton] was keen to make my character look as sickly as possible and we definitely managed to achieve that. There was lots of dried up mucus that they kept plastering all over my nose. It was disgusting, not pleasant for anyone. It was definitely a bit different; a different way to freak people out, anyway,'

He's also used to the pressure of playing a character that so many have already conjured (sorry) in their minds. "I definitely felt the pressure when I was doing Harry Potter because so many people had a vivid image of exactly what my character Draco Malfoy was supposed to look and sound like. I suppose I was lucky with *In Secret* in that I didn't really speak to too many people other than the director about what Camille is supposed to be like and I hadn't previously read the

book. Since then I have spoken to lots of friends and I think we nailed the essence of the character.

"However, he's very different from anything I have done previously, to be honest. He's a really sweet character, although he has some nasty elements to him. I think he's a very endearing mummy's boy that's grown up incredibly ill and has had no one around him other than his mum. He's desperately in love with Thérèse, played by Elizabeth Olsen, and has no idea how to show it. He's everything a man isn't and everything a boy is."

The most awkward scenes to film were those where he was "playing dead" as well as those of a more "spirited nature" with his leading lady. "There's a scene in the morgue where I have to be dead. It sounds really easy but when you think about lying still and not breathing you tend to breathe really hard and panic slightly, so that was a bit of a challenge. There is also a scene, shall we say, of a sexual nature with Lizzy, which was awkward! It's meant to be a bit awkward anyway, but it was also my first experience of filming something like that."

Inevitably, we go back to the aforementioned Draco Malfoy days: having known eachother for a few years, I've had the pleasure of visiting the Leavesden film set with his girlfriend while the cast were filming Harry Potter and the Deathly Hallows: Part 2 and witnessed a fair share of reactions to his presence at birthday parties, weddings and the local sushi restaurant. The occasional "expelliarmus" is usually voiced by some loud-mouth comedian, (not unlike his cameo performance in Get Him to the Greek) but Tom's such a laid back, good natured guy, that even the most cringeworthy of stunts don't cause him to bat an eyelid. He's not keen on

sharing some of the worst stories in print (including bizarre offers of adoption) but admits there's always a handful of "over-enthusiastic fans, shall we say".

There's only gratitude towards the outrageously successful movie franchise that launched his career at the tender age of 12 (if you don't count his roles in *The Borrowers* and *Anna and the King*) and I can vouch that he's as unaffected as they come: always more keen to listen than do the talking. His former co-stars Emma Watson and Daniel Radcliffe have successfully made the transition from child stars to serious adult actors, and Tom's role as Dodge Landon in *Rise of the Planet of the Apes* was met with acclaim. But does it concern him that Malfoy's shadow will haunt him for the rest of his career?

"That's usually the first thing people think of when they see me but I'm very proud of that and it's not something that I'm trying to shun. Someone asked me the other day 'are you not going to play a villain ever again so people don't see you as being a one-trick pony' and I said 'not at all'. I'd be more than happy to play another villain of a different kind; I'm not looking to shy away from anything, but at the same time, I think there are many more good characters to come.

"In a way I feel like it's given me an even bigger challenge acting-wise. I have to go out there and show versatility and that I am hopefully capable of doing more."

LA is home for now while he films a new TV series called Murder in the First that will air on the US channel TNT. A huge Breaking Bad follower, he's excited about the medium, following the success of his two-part series Labyrinth opposite Jessica Brown Findlay, and the potential that comes with a hit TV show these days. "It seems over the last five years that TV has really got to such a high quality, so who wouldn't want to be a part of it?" he says. He loves the Californian lifestyle but he misses friends and family in Surrey, where he grew up, and north west London, where he spends most of his time. Not one for Hollywood kale and spirulina fads, he's more a chicken nuggets and chips guy. "Don't get me wrong, the food out here is pretty good, but there are always some home comfort foods I miss like bangers and mash. Our crisp selection is far superior."

Spending most of his spare time walking his dog Timber or golfing with his friends, he often wonders what he'd be doing if the big break hadn't come along so early. "My brother and I talk about this quite a lot, about what would have happened if I hadn't got *Harry Potter*. Maybe something creative... I can't imagine myself excelling in the office world, so it would be something like journalism or focus pulling on a camera or directing or music. I'd like to say a professional golfer. If I applied myself I could be up there with Rory McIlroy!" Perhaps a *Caddyshack* remake is calling.





LOCAL UPDATE

Covering the whole of north west London



FOR KING AND COUNTRY

To mark the centenary of the First World War, the Jewish Museum, in partnership with the Jewish Military Museum, will be hosting a major new exhibition exploring the war's impact on the British Jewish community on and off the battlefield. On display for the first time are exhibits such as the war diary of Florence Oppenheimer, a military nurse serving on a hospital ship who went on to become the best-selling cookery writer Florence Greenberg. Also amongst these unseen artefacts are the uniform and Victoria cross of Frank de Pass, the first Jewish soldier to win the highest military decoration.

19 March - 10 August Albert Street, NW1 jewishmuseum.org

Courtesy of the Jewish Museum London



ALL THAT JAZZ

Think *Great Gatsby*-cool and old-school Hollywood glamour as famous fashion historian Amber Jane Butchart returns to the glitz of the jazz age and the costumes that impacted London as part of The British Library's annual Spring Festival. Drawing on the Library's own extensive collection of vintage fashion magazines, Butchart retraces contemporary catwalk couture, alongside Chris Laverty, editor of the popular blog *Clothes on Film*.

Other events during

the festival include a talk by highly acclaimed filmmaker, screenwriter and novelist Hanif Kureishi.

From £5 4.30-8pm, 28 March 96, Euston Road, NW1 bl.uk





WELCOME TO THE CIRCUS

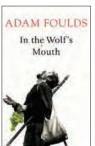
Roll up, roll up, the circus is coming to town! Circus Fest 2014 returns to The Roundhouse this March, opening with the UK premiere of *La Meute*, translated as *The Wolf Pack*. Prepare for an exhilarating evening as six French acrobats use a giant swing to propel themselves through the air. The excitement continues throughout April with the premiere of *She Would Walk the Sky* featuring performances from world-class acrobats and aerialists.

From £22.50, 26 March – 27 April Chalk Farm Road, NW1 roundhouse.org.uk



WEEKEND DAUNTS

Daunt Books on Marylebone High Street is holding the first literary festival to take place entirely in a bookshop. Host to an incredible line up of authors including the likes of Michael





Morpurgo, Deborah Levy and Claire Tomalin, the world-famous bookshop will become more than a place to buy a good tome, but a mecca for those who love the written word. In the face of online competition, the shop has never been more treasured or inspiring.

27-28 March 83 Marylebone High Street, W1U dauntbooks.co.uk



MOORE AND HEPWORTH ON FILM



The Hampstead School of Art will be hosting a screening of a rare, subtitled archival film of Hampstead artists Henry Moore and Barbara Hepworth. Moore and Hepworth were both part of The Seven and Five Society, an art group formed in 1919, made up of seven modernist painters and five sculptors who were disenchanted with the London group and its domination by the Bloomsbury artists.

6-7pm, 12 March 19-21 Kidderpore Avenue, NW3 hampstead-school-of-art.org

SPRING IS IN THE AIR

Winter is officially over on 20 March, so why not appreciate the long-awaited arrival of spring by taking a stroll through the picturesque grounds of Regent's Park? With the days becoming slightly longer, this is the perfect time to notice the summer plants spring forth in Queen Mary's Garden of roses or on Primrose Hill. Summer is officially on its way, so embrace the slightly warmer air and get out in the open.



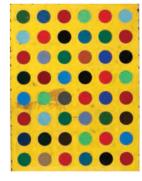
JIMI HENDRIX

Left: Hendrix Star Below: Butch Cassidy and Your Money's on the Dresser



SMOKING GUN

Scavenging metal from abandoned cars in the Californian desert and gritty industrial warehouses, the truly fascinating Pop artist David



Buckingham's latest exhibition, *Under the Influence*, references his own history as a recovered addict. Producing works in his LA studio that are collected by Hollywood stars such as Gwen Stefani, Buckingham raises questions about American culture through 'the cast away, the discarded, [and] the forgotten'.

Buckingham's artistic philosophy is to challenge, humour and create work that has a universal appeal and questions or represents a deeper political statement. The only aspect of his finds that he leaves intact

are their colors.

21 February – 29 March

21 February – 29 March 27-28 Eastcastle Street, W1W 020 7268 9857

Sweet LIBERTY

Rebecca Wallersteiner reflects on the rich history and heritage of design emporium Liberty



Liberty is the chosen resort of the artistic shopper

OSCAR WILDE

I was determined not to follow existing fashion but to create new ones

SIR ARTHUR LASENBY LIBERTY

iberty is one of the last great emporiums of its kind left on earth," declares Ed Burstell, the iconic London store's managing director. Leaving New York's 5th Avenue department store Bergdorf Goodman, Burstell arrived at Liberty five years ago aiming to jazz it up and attract new customers "whilst preserving its rich, historic heritage" and keeping its loyal clientele happy.

Opening its doors with Victorian splendour in 1875, Liberty had already been dazzling shoppers for 34 years when Selfridges opened in 1909. Interest in traditional department stores has recently surged - with high viewer ratings for a variety of period costume shopping dramas, including The Paradise (BBC) and ITVs second series of Mr Selfridge. With viewers hungry for more programmes featuring shopping and seduction, even the 1970s sitcom Are You Being Served? is endlessly repeated. More than two million viewers watched the last episode of Channel 4's documentary about Liberty last Christmas, starring artist Grayson Perry and television presenter turned model (turned writer, turned designer...) Alexa Chung, both of whom admire the store's historic ambience, luxurious eccentricity and trademark printed fabrics.

Oscar Wilde, the Grayson Perry of his day, loved to wear sensuous Liberty silk scarves and fabrics. He liked to quip, "Liberty is the chosen resort of the artistic shopper". During the naughty 1890s when Oscar and his friends dropped into Liberty after dining on oysters and Champagne at the Café Royal, a little further down Regent Street, the store was showcasing some of the most exciting cutting-edge designers around. Sir Arthur Lasenby Liberty, the store's entrepreneurial founder, travelled the

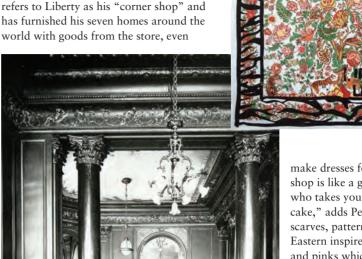
world looking for original and well-made ornaments, fabric and objets d'art to inspire his clientele. "I was determined not to follow existing fashions, but to create new ones," he declared.

During the Edwardian era he built his Regent Street store into a luxury brand of its own, offering great design with an exotic twist. Admiring the art and design of Japan and Asia, Liberty helped to set the 19th century trend for Eastern influences. In the basement he created an 'Eastern Bazaar' for exotic decorative furnishings and objects. Always on the lookout for talent, Liberty built strong relationships with exciting young Arts and Craft Movement designers, like William Morris, whose designs are still popular today. Through encouraging them, Liberty helped to promote the rise of Art Nouveau and in Italy this trend even became known as 'Stile Liberty' after the London shop. By the 1880s, the store had become the most fashionable place to shop in London, attracting royalty, aristocracy and famous artists who used Liberty fabrics for clothing and furnishings.

Seen as one of the most prestigious and elegant stores in London, Liberty decided to expand the store's retail space. He created the magnificent Tudor building that still exists so that trading could continue while his store was being renovated. Astoundingly, the timber used for construction came from the recycled beams of two ships, HMS Impregnable and HMS Hindustan, and you can still see them on the shop's front today. The wonderful emporium, designed by Edwin Thomas Hall allowed a generous amount of light into the building through three central wells. To create a comfortable feel, so that shoppers would feel at home, Liberty commissioned a series of smaller rooms, many of which even had fireplaces. These rooms provided a homely environment in which to drape colourful rugs and quilts, silk scarves and cashmere gloves.

Oscar Wilde would still feel at home if he could step into Liberty's ground floor as it preserves its traditional exotic atmosphere, whilst constantly updating itself. Nowadays, Liberty sells fashion, cosmetics and perfumes in addition to furniture and homeware and has many high profile fans. Designer Manolo Blahnik says: "I have known about Liberty since I was a young boy as my mother used to order Tana Lawn fabric from the store and make us beautiful outfits." More recently, the house of Yves Saint Laurent and Dame Vivienne Westwood have worked on inspiring collaborative projects with Liberty. Actor Richard E Grant, who appeared in Channel 4's documentary, has

worked with Liberty to create his own fragrance called 'Jack'. Another celebrity client, publishing tycoon Felix Dennis refers to Liberty as his "corner shop" and has furnished his seven homes around the world with goods from the store, even



Liberty and Kenzo Scarf, £195

make dresses for Claire. "The shop is like a grand old auntie who takes you out for tea and cake," adds Perry. Liberty silk scarves, patterned in lively Eastern inspired reds, oranges and pinks which refelect a gentle light onto the face, have proved very popular with tourists and international clientele as well as generations of sophicated Londoners.

What better way to welcome in spring than by adorning ourselves with

Liberty colourful silk scarves. You could always frame them and hang them as wall art, as I have done with my beautiful

employing his own full-time personal shopper.

A strong sense of design and the voluptuous characterise the colourful, swirling designs of Liberty silk scarves which were originally inspired by traditional Indian

patterns

and were brought back by the English, during the days of the Raj in the 16th centuries. This spring, Liberty has teamed up with Kenzo to bring their Liberty circa 1910 trademark silk scarves to a new generation. To make their designs more appealing to a younger clientele, Liberty frequently dips into its archives and updates traditional designs. "My alter ego Claire loves to wear colourful Liberty silk scarves," says transvestite artist Grayson Perry who has designed prints for past collections. He enjoys mixing vintage Liberty prints with contemporary designs to

Grayson Perry designed scarf. In 2015, Liberty will be celebrating its 140-year anniversary as a leading London emporium. Here's to love and Liberty. ■

Regent Street, W1B

GUESTLIST



Caudalie Boutique Opening, Covent Garden

11 February 2014

Some believe wine improves with age, others believe they improve with wine. Either way, wine featured heavily as Mathilde and Bertrand Thomas opened the doors of Caudalie, their new Covent Garden Boutique. Guests enjoyed a selection of red and white from the brand's own vineyard, as the boutique itself pays homage to Caudalie's heritage, founded in 1995 when grape skins were found to contain powerful anti-oxidants which were extremely effective in skincare. Among the crowd of attendees discovering the range were Jodie Kidd, Daisy Lowe, Amber Le Bon, Tamara Beckwith and Lisa Snowdon.

39 Monmouth Street, WC2H







David Bailey Stardust private view, Central London

3 February 2014

Renowned photographer David Bailey opened the doors of his latest Stardust exhibition for a private viewing by his family, friends and guests from the art and fashion industry, in an evening sponsored by Hugo Boss at The National Portrait Gallery. The viewing included a Piper-Heidsieck Champagne and a Ciroc-Vodka cocktail reception, as guests marvelled at Bailey's collection, featuring over 250 of his favourite portraits. Among the guests in attendance for the premiere were Kate Moss and Jerry Hall.

The National Portrait Gallery, St Martin's Place, WC2H npg.org.uk



Marcus Wareing and Chantelle Nicholson take The Gilbert Scott on The Great British Pullman, Victoria

25 January 2014

A bevvy of leading names in luxury joined Marcus Wareing and Chantelle Nicholson on board The Great British Pullman for an evening celebrating all things British. Before boarding the train, guests enjoyed the famous Gilbert Scott cocktails and dined on a six course tasting menu while on board, including pumpkin soup with ginger cream followed by Dorset crab with spiced pear and walnut. Among the passengers were Mulberry's creative director Anne-Marie Verdin, Breitling's Marie Bodman, Adam Wilkie from Tom Ford and Denise Higgins from Christian Louboutin.

St Pancras Renaissance Hotel, NW1



Images courtesy of gettyimages

Anh Duong's Self Portraits Private View, Mayfair

7 February 2014

Robilant and Voena's Dover Street gallery entertained a host of A-list art lovers at French-American artist Anh Duong's Self Portraits private viewing with a cocktail and Champagne reception. Among the guests who arrived to marvel at Duong's first solo UK exhibition were Lily Cole, Eva Herzigova, Laura Bailey, Elizabeth Saltzman and Richard Buckley. The exhibition explores Duong's sense of identity via her characteristic language of self portraiture, in a collection of twelve paintings and two sculptures.

Robilant and Voena, 38 Dover Street, W1S robilantvoena.com

WIN! HE COUNTY AND HUXURYPRIZE FRIENDS EXCLUSIVE PRIVATE JET MICHELIN STARS As prizes go, they don't come much better than this. Treat yourself and your colleagues to a day in Paris, whisked away by your own private jet. Enjoy a gastronomic feast at Camélia, the brainchild of Michelin-starred chef Thierry Mar at the Mandarin Oriental Hotel, renowned for its traditional French fare. To enter simply take part in the Runwild Media Group magazine survey by visiting the website below. www.rwmg.co.uk/competition Terms & Conditions: (TBC) Entries must be received before midnight on 20th April 2014







STYLE UPDATE





RHYTHM AND BLUES

As Burberry steps up its push into the lifestyle market, having made beauty its fifth product division in April 2013, the brand is cementing the connection between fragrance and fashion with timely and complementary collection launches. As it brings Brit Rhythm for Her to counters, the partner to the successful men's scent from last year, a capsule range of the same name will cater to those wanting "powerful

from last year, a capsule rang of the same name will cater those wanting "powerful femininity with a rock and roll edge," with studded leather biker jackets, slim-fit dark jeans and simple but attitudeheavy accessories.

We're in lust.

121 Regent Street, W1B burberry.com

MATCHMAKER, MATCHMAKER

Freda is Matchesfashion.com's understated own label and a go-to for super-soft cashmere basics and a silk blouse or three. Penelope Chilvers is a shoe-maker extraordinaire, stocked in its outposts and online, with a knack for 'live-in-and-love-them' slip-ons. And, as of this season, she is also a proud collaborator in creating the first Freda shoes: three styles of espadrilles use the lace that pervades current Freda clothing against tropical tones of sand and coral.

£125, 87 Marylebone High Street, W1U matchesfashion.com





PETER PILOTTO: ON TARGET

All the zing of Peter Pilotto's colourful and geometric runway looks can now filter easily into one's daily wardrobe, thanks to American retailer Target and Net-a-Porter. In an ingenious move, the luxury e-commerce destination has spotted the potential in the accessibly-priced, 70-item assortment and is making it available internationally. The award-winning design duo have worked their magic most notably on dresses, skirts and swimwear ahead of the warmer weather and we can expect starting prices in-line with the \$15 mark of the US price tag.

net-a-porter.com





POSING BY POSEN

Zac Posen has done 'a Roland Mouret' - and when it comes to dresses, that's a huge compliment. This spring, Posen has launched a bridal and occasionwear line sphere of all things frou-frou and fabulous. Although a fitting will involve a trek to Westfield Stratford – the collection is Bridal – the journey will be worth it. Champagne coloured tulle numbers worthy of the catwalk have made the grade, while it's Posen's satin flit-and-flare gowns which are drawing gasps for their dramatic silhouettes. Those looking for cocktail dresses or suitable bridesmaid attire will have just as much fun...

davidsbridal.co.uk

GARETH PUGH'S CHROME HEART



KATRANTZOU, THE EMPIRE

Last month, we revealed print doyenne Mary Katrantzou's foray into e-commerce, which allows access to her psychedelic patterns at the touch of a button. This month sees the first complete footwear collection from the designer, produced in partnership with Gianvito Rossi. Prints from Katrantzou's Spring/Summer 14 sketchpad have been scaled down and applied to sturdy, lace-up heels which are cut either above or below the ankle. Pointed stilletos have also been given a dose of colour and spirit of adventure.

marykatrantzou.com

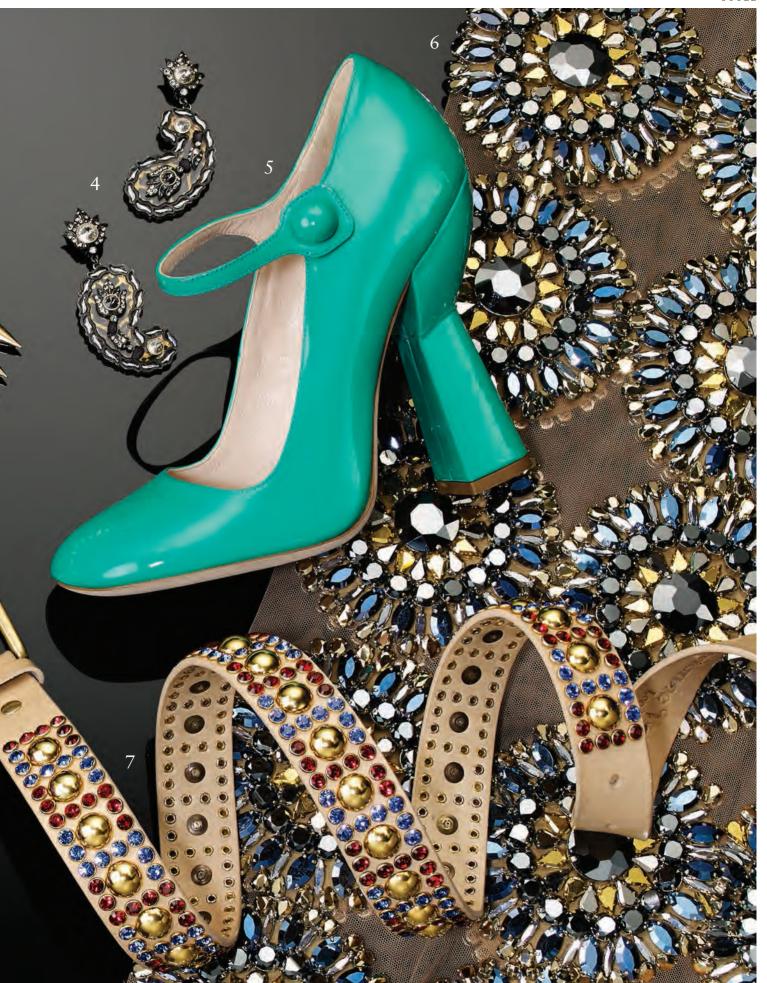








1 Petal clutch bag, Burberry Prorsum, £895, burberry.com 2 Sunglasses, Prada, £387, sunglasses-shop.co.uk 3 Bike chain choker with spikes, Mawi, £891, mawi.co.uk 4 Udaipur pewter Swarovski crystal clip earrings, £975, Lanvin, net-a-porter.com



5 Patent leather shoes, £460, Miu Miu, miumiu.com 6 Metallic blue bead-embellished skirt, Burberry Prorsum, £9,000, burberry.com 7 Amelia belt, £515, Vivienne Westwood, viviennewestwood.co.uk



fashion's GURU

Days before London Fashion Week, Gabrielle Lane meets the king of knitted bodycon

t's not often you approach a word count with fear. However, Mark Fast isn't the easiest person I've interviewed. Not because the Winnipeg-born fashion designer isn't friendly - he takes my call just two weeks before London Fashion Week, sounding decidedly laid-back and amiable - his Canadian drawl emphasising the fact that "We're never frantic, it's alrilight."

However, firstly, he deems my questions about achievements and inspirations - bread and butter stuff -"weird" leaving me little choice but to bear in mind his self-disclosed motto for life, "keep living, keep going," as I wade through our conversational Maple syrup sweet, but tricky.

Fast is clearly an interesting guy sending curvaceous models down the catwalk in 2009 to celebrate the female form and generating column inches by the bucketload; working almost exclusively with wool, reinventing the humble knit in the process and collaborating with everyone from Stuart Vevers at Loewe to king of the cocktail dress, Bora Aksu. But perhaps the 'problem' lies in the fact that to him, fashion design - or more accurately, knitwear - is just who he is. Little explanation required.

"Knitting is in my blood, I'm a mechanical machine," he tells me. "These hands are made for knitting." No, therefore, he wouldn't adopt a new medium, although Spring/Summer 14 will give some variation in the form of zigzag patterns, fluoro colours, dresses, leotards and a recent innovation - wool which cools the body, explored in partnership with the Woolmark Company and styled for a 90s-inspired muse who staggers home from underground after parties.

Fast discovered his art while studying at Central Saint Martins (both BA and MA) using a domestic knitting machine, blending Lycra, viscose, angora and wool in many of his designs to turn artful spiderwebs into maxi-dresses and miniskirts that are only fully realised when poured onto the healthy contours of the body. "I just wanted to create statements of beauty...it wasn't meant to be a story,' he told students of his alma mater in 2011, a year before he collected the All Walks Beyond the Catwalk fashion prize as part of the Body Confidence Awards at the Houses of Parliament.

At the time, he was described by the organisation's co-founder, and former fashion editor of iD magazine, Caryn Franklin as "a creative genius and thought leader," but to this day, he remains almost surprised by his recognition for promoting •





hours), it's the more nourishing sights and sounds of India which captivate

"I love it; it makes me feel alive... I might go after [Fashion Week]." When in London, he's more likely to be at the gym - "I can think of everything on the treadmill and you get that natural serotonin high," or at a gallery exhibition - than at a party. Or of

Fast may appear laissez-faire but hard graft has brought him a successful main line, and the opportunity to release a diffusion collection of block-colour basics termed Faster by Mark Fast in 2010. In the past, he's also worked with Pinko on a 50-piece, high-shine range of dresses, jumpsuits and accessories, hosiery brand Jonathan Aston on tights, anklets and bodies with systematic ladders and given his spin to jewellery by Mawi

In an era which fashion historian, and Somerset House exhibition curator, Alistair O'Neill believes will be remembered for "collaborations and celebrity collections - Kate Moss for Topshop and the like," Fast is one of the edgier designers, alongside Mary Katrantzou and Meadham Kirchoff, who has been invited to partner high street brands and bring his aesthetic to the broader public attention. At one end of the spectrum he's gelled with stiletto craftsman Christian Louboutin, at the other, Aldo. "I worked very hard to get here so it's good to work with other people who inspire me," he says. "There's something exciting in each [collaboration], I like to work with people who

Having achieved so much so quickly and shown at London Fashion Week since his graduation year of 2008, when he unleashed a string of slightly risqué, semi-sheer dresses in black, white, cobalt blue and red to acclaim, Fast now finds himself with expectant critics. Declaring him an "innovator," Afsun Qureshi, filing reports for industry gauge Style.com this season, wrote: "The problem with Fast is that he's better than he thinks," so far so good - until; "he needs to move beyond what has become his shtick and translate all that innovation into something besides a body-hugging dress. We are all waiting."

I'm sure the nonchalant Fast would remain unphased. What advice would he give to his younger self? "Enjoy the experience and trust your intuition because it's a crazy world out there. And never compare yourself to anyone."

markfast.net

and there was always a sense of drama and

Fast does care; maybe not about

interviews, or industry hype, but certainly

of his work. "I hope they [the customers]

see something different and that they find

a sub-culture, bringing music and fashion

dishevelled raver may play on his catwalks

together." In the studio the design team

listens to techno anthems to see them

through the late nights, and while the

(the weave pattern of his S/S14 dresses

was supposedly adapted from the static television screens of post-broadcasting

"I hope people are inspired," he says

costume," he sighs. We pause.

about creativity.



DOUBLE Signal

PHOTOGRAPHER: SANDRO HYAMS
STYLIST: OZZY SHAH









Savana: Playsuit, POA, Paul Smith, paulsmith.co.uk
Irene: Top, £595, Vivienne Westwood Gold Label, viviennewestwood.co.uk; Shorts, POA, DSquared2, as before;
Bag, £320, Smythson, smythson.com; Ring, £3,750, Ritz Fine Jewellery, ritzfinejewellery.com;
Both wearing glasses, £260, Marni, as before



Savana: Dress, £90, and shoes, £148, Bonpoint, as before Irene: Dress, £2,095, Matthew Williamson, matthewwilliamson.com; Shoes, POA, DSquared2, as before





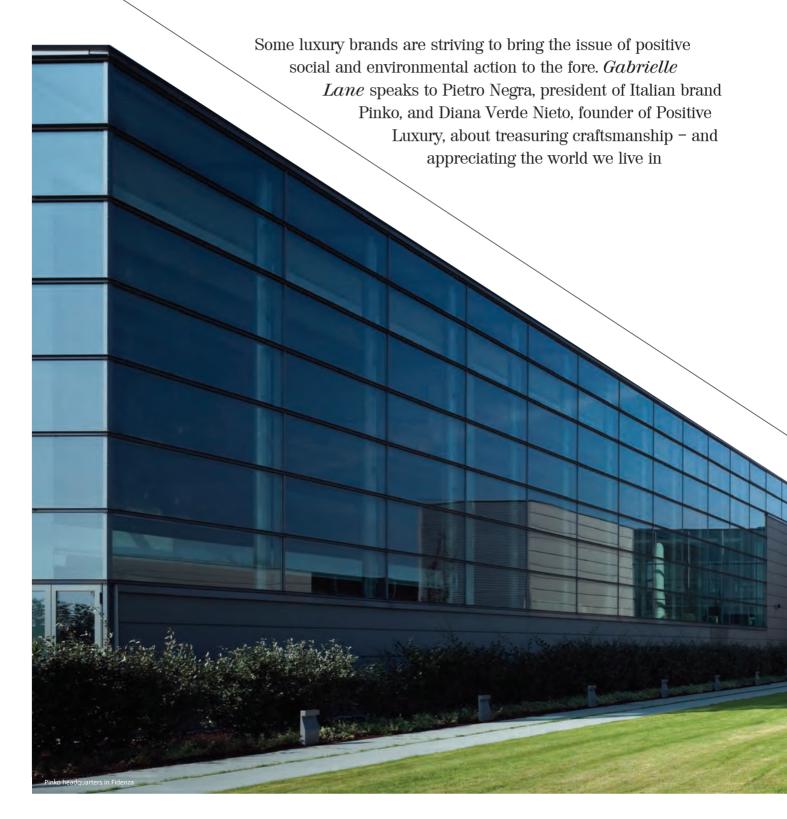


Savana: Skirt as dress, POA, John Rocha, johnrocha.ie; Bag, £295, Smythson, as before Irene: Dress, POA, John Rocha, as before; Hat, POA, DSquared2, as before; Sunglasses, £230, and belt, £190, Marni, as before; Bag, £983, Maison Martin Margiela, 22 Bruton Street, W1J; Ring, POA, Fabergé, as before; Bracelet, £3,200, Ritz Fine Jewellery, as before

MAKE UP: NEUSA NEVES AT TERRI MANDUCA USING BOBBI BROWN; CHILD GROOMING USING BURT'S BEES HAIR STYLIST: CHRYSOSTOMOS AT WEBSTER AND WHITEMAN USING KMS CALIFORNIA
MODELS: SAVANA AT KIDS LONDON AND IRENE AT ELITE LONDON
ASSISTANT: SAM HA
LOCATION: WITH SPECIAL THANKS TO BLEEDING HEART STUDIO

Style

Substance



y mother was the one who gave me the biggest lesson ever: *il buon tacer non fu mai scritto*, meaning that it is fundamental to keep well-balanced relationships with everyone in your personal and in your professional life."

Pietro Negra is a man fiercely proud of his Italian roots. The president of fashion brand Pinko founded the company in the late 1980s alongside his wife Cristina Rubini; his two daughters, Cecilia and Caterina, now oversee communications and design respectively. But the concept of family values transcends the payroll, and, forgoing talk of its latest clothing collection (Pinko dresses "unique women, not afraid to dare,") I have been given the opportunity to speak to Negra about the real triumphs of the brand's home-grown manufacturing processes – the social and environmental achievements of Pinko's 15,700 square metre headquarters in Fidenza, in the Parma district of his native country.

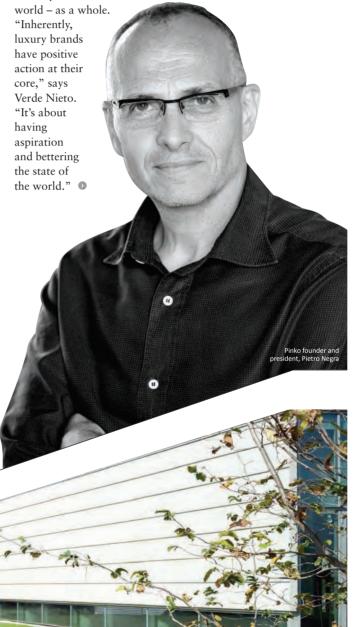
The complex was built to Negra's holistic architectural brief by Studo Canali Associati. Its design and production departments curve around a traditional courtyard space to facilitate communication; state-of-the-art technology is incorporated into an automated warehouse for efficiency and walls of glass provide views over 16,000 square metres of greenery beyond. Attention to detail in the design ensures extended terraces double as thermal filters to save energy, and an on-site crèche benefits the parents in the Pinko workforce – 80 per cent of which is female.

The feel of the completed site is described as "informal and relaxed" by Negra. "I am very proud of it," he declares. "We dedicated extreme care to the internal and exterior spaces to greatly benefit the working environment. Everyone working at Pinko can enjoy the view, as well as access to lawns and terraces. I believe that this one of a kind factory embodies entirely the Pinko mission: the constant quest for innovation, peerless Italian quality, the spirit of sharing and attention to human factors. The new headquarters have been designed according to the newest standards

in terms of technology and eco-sustainability – and of course we'll continue to maintain these top standards."

Negra asserts that Pinko has always functioned conscientiously. "Since the very beginning we've concentrated our efforts on improving the supply chain and increasing the sustainability of our manufacturing process, mostly by avoiding any type of squandering; the production chain characterising 'Made in Italy' is fundamental to guaranteeing the quality of our products and its international success."

According to Diana Verde Nieto, the co-founder of Positive Luxury, these values are not just important to one brand, but fundamental to the luxury goods industry – and the



• Alongside Karen Hanton MBE, Verde Nieto established the organisation in 2011 to drive social and environmental change by recognising premium brands that are embedding good practice into processes of governance, environmental action, supplies, social practices and innovation. Those assessed as meeting the criteria set out by an advisory board including Jonathon Porritt, co-founder of Forum for the Future, are awarded a Butterfly Mark as a symbol of excellence.

"We are constantly checking that the actions of the brands are good actions so that the consumer can shop with confidence," says Verde Nieto. "We look at how they source [materials], how they manufacture, how much they pay their employees, how they look after their employees, how they look after their employees, how they look after the environment, how they build the environment where they produce, how they retail and what after care they offer," she explains. "We want to be in a movement where the consumer rewards the brands that are doing better, so that those brands can do more. Then the brands that are not doing enough can start doing something. It's about empowering people throughout the value chain; shopping because you want to and you can wear something of good quality over time and treasure it."

A glance at the Positive Luxury website shows brands such as De Beers, Céline and Balenciaga (as well as approximately 300 others) have received a Butterfly Mark to date. "Luxury companies have [typically] communicated very badly what they are doing, but they are looking much more systematically at the value chain. Because the industry by its nature does not produce [in bulk], they are able to do that. Lots of luxury brands have amazing factories because they have to, because the expectation of 'luxury' is to have this incredible finish, the craftsmanship and the fair wages. Granted, ten years ago they might not have been there, but today many are moving very fast towards that social [goal]."

Of course, with progress, come even more stringent targets: "The agenda keeps moving and we keep raising the bar," Verde Nieto admits. "I think all brands are at different stages." So what of Pinko's initiatives in Fidenza? "I don't know enough about Pinko to endorse them, but it appears the company is innovating and investing in the right places. If a luxury brand is investing in the right places, it is definitely the first step to a better society and a better environment. The planet is a luxury."

positiveluxury.com



Pinko headquarters in Fidenza





BEST OF BEAUTY

March

1. Celebrating a decade of collaboration between Harrods and British master perfumer Roja Dove, Roja parfums has introduced 'H' The Exclusive Aoud. Blending the rarest, richest and most exotic materials available, the unisex scent mixes bergamot top notes with geranium, oregano and jasmine heart with nutmeg and aoud as its base.

£395, Roja Parfums, exclusively at Harrods

2. According to Guerlain, art and light are the secrets of flawless complexion. With this in mind, the brand has unveiled a new edition of Météorites Light Revealing Pearls; a blend of matte, rosy and radiant white beads, which have illuminated faces for 25 years.

£39, Guerlain, selfridges.com

3. To soothe our weatherbeaten skin, luxury British beauty brand Elemental Herbology has recently launched its indulgent Harmonious Cleanse. Rich in anti-oxidants, as well as Vitamins C and E, the oil works to brighten and thoroughly refresh the skin.

£29, Elemental Herbology Space NK, 62 Hampstead High Street, NW3

4. March will bring the release of six new Mineralise Eye Shadow compacts from MAC, co-ordinated for day and evening. Suitable for all skin tones, each palette incorporates four blendable shades. A Medley of Mauves is our favourite.

£33, MAC Cosmetics, maccosmetics.co.uk

5. This month Liz Earle presents three new luxury fragrances in its Bath and Body collection – Tiare and Jasmine; Bergamot and Ginger; and Vanilla and Saffron. Each aromatic collection contains a Creamy Shower Nectar to cleanse and moisturise, Melting Sugar Body Scrub to refine and hydrate and Silky Body Lotion to soften and hydrate on a daily basis.

£14.50, Melting Sugar Body Scrub, lizearle.co.uk

6. Want to brighten your look in seconds? According to Bobbi Brown, a pop of pink is all you need. The two new lip colours are on counters as part of the suitably named Uber Pink Collection, for sweet and subtle or deep and dramatic looks this spring.

£19 each, Bobbi Brown, bobbibrown.co.uk



BEAUTY UPDATE



ELIE SAAB'S SCENT OF SUCCESS

Following on from the popularity of Le Parfum, the first fragrance from Elie Saab, the designer's second scent will arrive on counters on 3 March. Named L'Eau Couture and created by renowned perfumer Francis Kurkdjian, it blends orange blossom, vanilla and green almond notes with the unusual aim of making a fresh fragrance that is sensual. The pale turquoise theme was chosen to reflect the delicate, ethereal nature of Saab's gowns.

From £47, selfridges.com



LIGHTBULB MOMENTS

If anything makes us want to visit Dr Nick Lowe, the renowned consultant dermatologist at the Cranley Clinic in Marylebone, it's the interesting skincare knowledge he recently shared with industry insiders, in a presentation dubbed *Secret Agers*. Energy-saving lightbulbs were on Lowe's hitlist, with a recent study in the *British Journal* of *Dermatology* indicating that some products emit small amounts of UVA rays which can damage the skin. What's more, your tinted moisturiser may not be protecting you: in many cases, the integrated SPF number only refers to UVB rays.

3 Harcourt House, 19A Cavendish Square, W1G

The 'free radical' theory of ageing has been touted since the 1950s and blames the by-products of cell respiration over time for overwhelming the skin's natural defences. In the fight against discolouration and wrinkles, scientists have focused on using antioxidants in lotions and potions to neutralise these effects – and the team behind MitoQ has joined the crusade with a new super serum. The self-titled formulation is said to deliver the antioxidant 'CoQ' to where it's needed, 847 times more effectively than existing

CoQ formuations, and has been shown to reduce the appearance of fine lines and age spots with regular use.

£79, mitoq.com/uk



NAIL INNOVATION

As beauty rituals go, removing nail polish is not one of our favourites. However, Ciaté

has made the chore more interesting with the launch of its four chocolate scented nail polish removers. Dark, mint, orange and white chocolate variations have been created which remain acetone-free and have added vitamins B5 and E for nourishment. We might start doing our own manicures...

£10, ciate.co.uk



CLARISONIC EVOLVES

Already beloved by industry insiders, the Clarisonic skin cleansing brush has been redesigned to offer users a more bespoke experience. The Aria which uses oscillating bristles to remove make-up and skin debris, has three speed settings (one more than its predecessor, the Mia 2) to cater for sensitive skin and more intensive needs. The Clarisonic technology is unique in enabling the bristles to move at 300 times per second, which has been shown to be six times more effective than cleansing by hand.

£155, clarisonic.co.uk

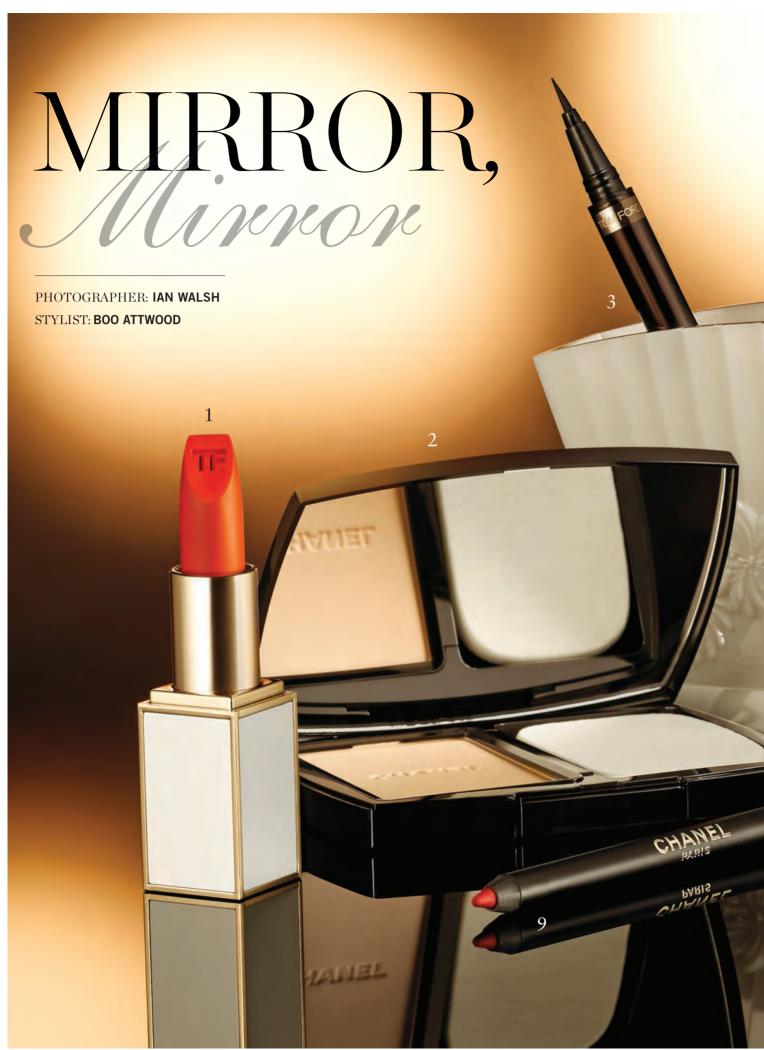


SPRING FLING

A little 'Madonna' of the beauty world, the ghd IV hair styler has been reinvented for springtime and is now available in periwinkle, jade or lavender. The pastel hues follow metallic, hot pink and white special editions to counters and will be more in demand than ever, thanks to the poker straight hairstyling seen at the S/S14 fashion shows of Ralph Lauren and Proenza Schouler. The rounded edges of the irons also help to create curls and waves as desired.

£110, ghdhair.com









f you think hair styling is a modern fixation, think again: perceptions of beauty have varied not only across decades but dynasties. Take, for example, the humble redhead. A symbol of nobility to the Egyptians, who used henna, berries and insects to achieve a red mane, by the Middle Ages ginger hair – a relatively rare genetic characteristic – was viewed as a sure-fire sign of demonic alliance, only to be revived and popularised by Queen Elisabeth I's auburn tones a century later.

Before the use of hydrogen peroxide for hair lightening, which seemed to emerge in the 1860s, it had always been much easier to darken hair than to lighten it using natural pigments. During the classical period, much attention was given to agents which could camouflage developing greys, evident from a surviving Roman recipe dated 100AD consisting of chamomile and indigo. In later eras, metallic and salt solutions were used to create a purple-based tar to conceal silvering strands.

Owing to its relative rarity (blonde hair arises from a recessive gene and contemporary statistics suggest just two per cent of the international population is naturally blonde), history has typically regarded blonde women curiously – and negatively. The Roman Empire insisted that those working in the sex trade must wear wigs and bleach their hair, not before

a trend for making wigs from the hair of Northern Europeans saw the elite gradually sport a fairer appearance themselves. By Renaissance times, blonde hair had come to be seen as a golden halo, desired by the Venetians who wore crownless hats to lighten the hair's pigment with the sun's rays and lemon juice, but the courtesans of the 18th century soon gave rise to the irresistible – but vacuous – image of a blonde seductress, which still appears in modern satire.

Thankfully, although minor stereotypes might remain, hair colour no longer prompts such dramatic connotations, giving contemporary women the opportunity to change hairstyles as they wish and reap the psychological and lifestyle benefits of a new look, whether it be permanently with colour or with a change of length or tools. "A woman who cuts her hair is about to change her life," Coco Chanel once declared.

With this in mind, the importance of choosing a great hairdresser cannot be underestimated and according to the most recent statistics available from The Cosmetic, Toiletry & Perfumery Association, British hair salons contribute around £404m in value to a beauty industry worth £8.26bn. In what is described as an "undeniably difficult time for the industry," this figure was one of the few to hold across 2011 and 2012, as other personal care sectors suffered, with shampoo and

conditioners increasing their market share more than any other product category.

Unsurprisingly, London offers rather exclusive opportunities in the field, not least for the affluent and glamorous. See this as your gateway to some of the most renowned experts in the hair care industry: read on and prepare for a fabulous new look this season...

A couture approach to hair colouring

London's hair stylists are offering to control daylight, just so the fussy habitual highlighters amongst us can admire every hue from every angle for the perfect finish. Josh Wood Atelier at Liberty, Regent Street, debuted Wella Illumina Light Bar technology – a workspace where stylists can modify the flow of daylight as they add their magic to the hair of clients including Rosie Huntington-Whiteley and Elle Macpherson.

Elsewhere, described by American *Vogue* as "the best tinter on the planet," Jo Hansford has been credited with attending to the highlights of British and Hollywood royalty – a list on the salon website lays claim to the locks of HRH Duchess of Cornwall, Gwyneth Paltrow and Elizabeth Hurley, amongst others, while Jo herself judges the L'Oreal Professional Colour Trophy Awards as far afield as South Africa, Australia and India. Our advice? Ask for Zenda Atkins who tends to Hansford's own highlights at her Mayfair salon.

Josh Wood Atelier, Regent Street, W1 020 3393 0977

Jo Hansford, 48 South Audley Street, W1K, 020 7495 7774 •

Dare to do something different with your hair. *Gabrielle Lane* looks at what unique services London's top salons have to offer

The art of appearances

It's not unusual to receive a personal iPod in London to while away the hours in the hairdresser's chair (Josh Wood Atelier), or to listen to the latest tracks in a setting befitting of a nightclub (Daniel Hersheson at Harvey Nichols). However, Stuart Phillips in Covent Garden has hit the headlines with his so-called Diamond Package. A £20,000 exercise in pampering sees international visitors – Russian oligarchs amongst them – collected by limousine, flown first or business class to London and offered a Champagne lunch and acupressure massage before the hair styling consultation has even started.

While Phillips primps and preens, the services of a personal shopper can be employed and entertainment can be arranged courtesy of a live band or solo singer.

Elsewhere, for a more discreet service, at Rossano Ferretti in Marylebone, a private lift takes customers to a personal suite decked with the Murano glass chandeliers which have survived from the property's former days as an office for Fabergé.

Stuart Phillips, 25 Monmouth Street, WC2, 020 7379 5304

Rossano Ferretti, 17 George Street, W1F 020 7493 0555

The science of the snip

Rossano Ferretti is also the place to go for a pioneering haircut: the unique principle is that every single strand of hair has its own personality and direction of travel and will be snipped away accordingly. Once finished; the style will sit with added oomph – without the need for wrestling with a hairdryer at home.

Alternatively, for those who would rather negate the need for regular trims, head to Neville Hair & Beauty. A journey to Belgravia, a waiting list and £500 are all that stand between clients and Stephen Low's state-of-the-art Thermal Scissors, which seal the ends of the hair using temperatures of up to 170°C as they slice to minimise future breakage.

Neville Hair & Beauty, 5 Pont Street, SW1, 020 7235 3654

International expert advice

Trichologist Philip Kingsley has set up a second outpost of his eponymous New York clinic in London. Just as likely to contribute to academic journals as magazine editorials, Kingsley's team includes certified doctors who are at the forefront of industry research initiatives. "I am soon to launch

my latest product called Trichotherapy," he tells us. "The percentage of women with thinning hair is very underestimated and therefore the market for 'regaining' hair is always being developed. It contains three products which work together to provide a solution for fine hair and to create an ideal scalp environment for healthy hair growth."

If you needed any proof that Kingsley and his team were the go-to for revolutionary advice, just take the in-house approach to hair washing: "The primary and most simple way to healthy hair [and scalp] is to wash and condition daily,' Kingsley says. "Think how dirty your face gets by the end of the day - and you take your hair to the same places: a cleaner scalp and hair is healthier." A deep conditioning treatment should be applied - before shampoo – and left on for 20 minutes before rinsing. And users of ceramic straighteners can rejoice: "Straighteners, if handled incorrectly, are a potential danger to hair, although if they are used with care, the damage they cause is minimal. For irons to work effectively the hair should be fairly dry; in this way the natural moisture content of the hair is used to create a new style. Just don't leave the iron on the hair for too long and do not pull excessively on the hair to straighten." ■

Philip Kingsley Trichological Clinic, 54 Green Street, W1K, 020 7629 4004



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The Langham, London

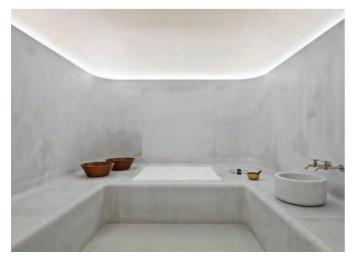
Ic Portland Place, Regent Street, London WIB IJA
T 44 (0) 20 7973 7550 tllon.info@chuanspa.com
www.chuanspa.co.uk



Kari Rosenberg takes a turn around a Watsu pool, before undertaking a signature Akasha experience

he most immediately impressive thing about the Akasha spa at the Café Royal hotel is the pool. A deep indigo-blue, spotlit from within, I'm not usually tempted by an indoor pool dip (especially not in the middle of January) but the mood lighting created a midnight-swim ambience, the ultimate childhood-thrill after the adults have gone to bed. Happy that my first treatment was to be performed in a private Watsu pool of the same design, but on a smaller scale, I'd heard mixed reviews about what a Watsu (a watsu?) massage entailed and was eager to find out more.

Feeling like *Sex and the City*'s Charlotte plunging into the *mikvah* (albeit nothing like one that you'll find in Hendon, *noch*) the experience was more one of meditation and relaxation than



massage in the traditional sense. While my body was supported by the wonderful therapist Paulina, the feeling of weightlessness while submerged in the warm water was utterly hypnotic, as she cradled, rocked and stretched my limbs, performing a series of Shiatsu massage and therapy techniques in what can only be described as an almost rhythmic and intimate water dance. The only spa in London to offer the treatment, it isn't for everyone, as it requires close bodily contact with the therapist, but if you can close your mind (and your eyes, or it gets a bit awkward) and embrace the experience, it will no doubt leave you feeling both calm and elated, an ideal prelude to a more conventional treatment. You'll either love it or hate it, but you've got to try it.

To follow, I had the 80-minute-long Seven Chakra Experience which embraces the Akasha's fundamental philosophy, based on the four elements (earth, water, fire and air). "Balancing all seven energetic centres" the lovely, smiling, albeit suspiciously chirpy Katerina used a heady and zombie-state inducing mix of reflexology and massage, while she poured warm oil over my scalp and 'thirdeye' as part of a fantastic head massage. Always a good sign, I drifted in and out of sleep throughout.

Aside from two quite different but equally extraordinary treatments, the design of the spa, from the treatment rooms to the general relaxation areas, successfully achieves both minimalism and decadence with simple lighting and marble facades. A high-tech gym and a handful of classrooms offer an all-round package for those wanting to become members: each option including tailored consultations and programmes. Children are also welcome at certain allotted times – but not at midnight, unfortunately.

Watsu Massage, £120 and Seven Chakra Experience, £160 68 Regent Street, W1B



VG Studio at inspirations vision style design

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INTERIORS INSPIRATION



MERCHANT ARCHIVE

Beginning seven years ago with a small collection of vintage clothing, Merchant Archive has now grown into an all-round lifestyle boutique. The Spring/Summer 14 collection is bursting with quirky additions for the home, from crystal glasses to copper candles. We love the pineapple collection, available in brass, copper and zinc, and still made in the Indian factory that produced them in the 1970s. Retro.

Large £285, small £145 merchantarchive.com

Über-stylist Charlotte Stockdale (she of Fendi and *Dazed & Confused*) has been working at the Marylebone HQ of Jo Malone London for the past 18 months as the brand's style editor. And judging by the new Just Like Sunday home candle collection, she has done rather well. Spending her days jetting between fashion capitals has given Stockdale an appreciation of home comforts and the range includes the relaxing scents of Sweet Almond & Macaroon (coconut, cherries and vanilla) and Lavender & Lovage (with rosemary and thyme). Do not eat.

£39, jomalone.co.uk





BARDI BOWL CHAIR **BROUGHT TO LIFE**

In 1951, Italian-Brazilian architect Lina Bo Bardi designed a chair that would echo her love for simple, functional, organic forms whilst reinventing the way its occupants sat. Never having gone into production, (and with only one prototype in existence), Arper has brought Bardi's designs to life in a limited number of 500 semi-spherical seats that can be swivelled into any stance. In addition to the original black leather, Arper's fabric model is available in seven different

colours, with a choice of matching patterned cushions, inspired by Bardi's original sketches. An eye-catching and cool design statement, Arper has proven that good things do indeed come to those who wait.



LIGHT NEWS? Bring Africa to your living room and prepare for summer with the 'Kumasi' lampshade collection from Arhinarmah. Blending exotic textiles with luxury fabrics, the brand specialises in furnishings with an ethnic twist. Taking its inspiration from Kumasi, known as 'The Garden City' in South Ghana, creative director Catherine Arhin encourages you to feel connected with nature through mauve, green and tangerine hues. A range of initial collection.

STEP INTO **SPRING**

The White Company has announced its latest exclusive collaboration with British artist and designer Huw Griffith, who has created two bespoke slogan-posters for the brand. Famous for his reworking of 19th century mirrors and antique furniture, the bulk of Griffith's inspiration springs from sourcing unusual pieces that many dealers overlook, and his posters stick to this restoration ethic. Created using original fruitwood printing blocks and hand-mixed, vegetable-based inks, each poster has been individually handcranked through salvaged Wharfedale letter-press machinery for an individual and authentic finish.

12 Marylebone High Street, W1U thewhitecompany.com

SMALL THINGS



Rub of THE GREEN

Kari Rosenberg pulls up a chaise lounge with husband and wife design-duo Jamie and Louise as their interiors brand Graham and Green turns 40

is a landmark year for turning 40. Kate Moss, whose birthday shenanigans were well documented last month, will be joined by Victoria Beckham come April, alongside a whole roster of other A-list names (including Hello Kitty, just to make you feel old...). But the year is also significant for Jamie and Louise Graham: Jamie's mother Antonia, who founded the quirky interiors brand Graham and Green in 1974, set up shop with her then partner Henrietta Green following a £500 investment. Taking over the family business around ten years ago with his wife Louise, Jamie Graham is proud to be welcoming the brand into

Their Kensal Green home is exactly what you'd expect: a veritable archive of what has been, will be - or inevitably should have been - showcased in their Primrose Hill store. A Catherine wheel of straw boaters, balanced on a colossal set of antlers (minus the original occupier's head) meets you on entry, forming the living room's focal point. On one side of it sits a giant gold-plated 'L', while on the other rests a line-drawing portrait of one of their pet dogs, Lily – she and border-terrier Roxy, who jump at my heels, appear in most of the brochures. A severely distressed sofa, which looks as though it's been used as a feline scratching post for years, is a treasured family heirloom from Louise's grandfather - "we will get it upholstered eventually," she muses - and sits adjacent to a marginally less battered leather armchair that hosts a trademark tongue-incheek 'No Dogs on this Sofa' cushion. Pineapple lamps, multiple-sized globes, authentic Catholic paraphernalia, pompom-like drum lights and cowhide rugs complete the thrown-together chic

the four-decade hall of fame this year.

We sit at the kitchen table over a cup of tea and you can't help but look around; their son Max's drawings line the walls, interspersed with giant clocks (which every shop in town has tried to emulate) and

picture that has come to embody the brand.

inherited antique artwork. The pair are shy and take a while to warm up, conscious of my magpie-eyed rubber necking. Jamie spent the majority of his childhood travelling, and still does most of the globetrotting for the both of them; hunting down artisans and one-off pieces. An emphasis on e-commerce over the last few years has













• seen them focus more on the online best-sellers, and less on the bespoke and antique finds, but that's something that the pair hopes to revert back to. "We want to change and make our retail stores more what they were in the past," says Jamie. "[We want to go back to] what Antonia first envisioned; where you could go to the shop and find a one off treasure that you can't see online. [Our customer] still enjoys the voyage of discovery; rummaging through our stores or leafing through our catalogue for inspiration, but they are much more well informed nowadays, drawing inspiration from all facets of life." Louise adds: "There are a lot more people trying to do what we do these days. There's far more competition and we have to work harder to be one step ahead. [We think it's important] to own one thing in your house that's out of the ordinary, a heritage piece that you are going to invest in. That's where we see ourselves, rather than as the bigger brand that provides everything."

Louise has a marketing background but Jamie is trained in furniture design and has always been drawn "towards the creative". A set of conceptual, sculptural metal chairs that he designed at college still hang from his mother's ceiling. "For a long time I vowed not to get involved in the family business," he laughs. "But





it's such a part of me; I grew up around retail and exotic interiors. immersed in the bohemian vibe that London had, and still has. Working for the company certainly felt like a natural calling. I worked in the stores as well as packing

boxes until 11 in the evening until eventually I took on more of the design and the buying – officially Lou and I have been running the business together for the past five or six years. I'd have loved to have been a fine artist but there's no money in it!"

The two don't always agree on styling: "Jamie's a man and he goes for a much more edgy, hard line, especially when he designs furniture," says Louise. "I like softer items, so we're a good team, because I pick up the girly things and he gets the bloke bits." I ask if it's hard working and living together. "I don't think it's that bad, do you?" asks Jamie, looking at his wife. "No," she reassures him, and they both laugh. "We're still working together and we're still married and we've been doing it for ten years," Louise continues. "You've got to be disciplined on actually trying to have a life outside of work when you get home. It's very easy to just sit at the computer working all night long but that would make us very boring people. When it comes to decision making, we do everything together. Even the fonts!"

Jamie adds: "I think it's got real benefits to it as well. It's nice to be able to share stuff rather than coming home at night and not being able to communicate. At least we've got something in common which is rather nice." Their son Max, who's six years old, already shares their passions. "He wants to bunk off school to pick products at the trade shows with us, and he's definitely got it. It's bonkers. But then as a young boy I was also taken to all the fairs and antique markets. It's in the blood. I would find something to collect whilst mum was off doing her thing and you just grow into it. Max has started buying old tools now, that's his thing."

This year's Spring/Summer pieces draw inspiration from nature, says Jamie. "We have viewed it from a surrealist vantage point; playing with proportions and finishes; fit-for-purpose is also key for us this season – lots of exposed hard wood, chunky shelves, storage spaces and desks with a masculine vibe. We also have a few new collections such as our Oakville seating range that has a beautiful French farmhouse feel to it."

We trail through the rest of the house, guided by Louise: a fitted Victorian oven is tucked away in one of the spare bedrooms, a testament to the room's former use. Lily appears again, taking a nap on their grand upholstered bed as if posing for the next catalogue. "I think people expect it to be like a Graham and Green showroom here, but it's not..." she smiles. "[Honest!]"

164 Regent's Park Road, NW1











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WATCHNEWS



ONE TO WATCH

Allun Michaels, store manager at Fraser Hart in Brent Cross, selects his watch of the month:

"The Tank MC features Cartier's calibre 1904 MC. This exceptional movement is the first automatic movement entirely developed, manufactured and assembled by Cartier. It is a truly stunning watch to behold"

Tank MC, £4,590, Cartier Fraser Hart, Brent Cross, 020 8732

8459, brentcross@fraserhart.co.uk

HOME-GROWN HOROLOGY

As British as curry and cucumber sandwiches, Bremont has announced that it will be investing in home-grown horology by supporting the British School of Watchmaking. An independent institution that welcomed its first six students in 2006, the school trains and nurtures talent

hoping to work in the burgeoning domestic watch market. "Right from the outset, a key motivator for Bremont has been the bringing of watchmanufacture on a significant scale back to British shores,' says company co-founder Nick English. For the best of British, visit the flagship store.



bremont.com

SEE-THROUGH SEDUCTION

Some of the pluckiest creations showcased at Baselworld each year come not from megabrands but from a roster of under-the-radar watchmakers exhibiting away from the convention's main halls, such as Arnold & Son, a brand that stands out from the crowd in creating a new in-house movement for every model it produces. Its latest calibre, the A&S1615, is an extremely thin (4.4mm), pyramid-shaped movement that 'floats' between two sapphire crystals

in the skeletonised
Time Pyramid.
This amazing
piece puts
Arnold
& Son
on a par
with even
the most
celebrated of
watchmakers.

arnoldandson.com



Shh, it's SIHI

In contrast to bold and brassy Baselworld, the Salon International de la Haute Horlogerie watch fair is all about quiet refinement and hushed, reverential awe, says $Alex\ Doak$

f an envelope from Cartier lands on your doormat in early December, you can forget all about Dry January. With the pre-Christmas party season gearing up and your liver already starting to pack in, all hope of a post-New-Year detox must be put on ice (with a twist) as you succumb once again to the Champagne-beige enclaves of Geneva Airport's vast Palexpo convention centre.

For while the location might not exactly scream 'luxury', what Cartier has sent you is an invitation to parent group Richemont's annual showcase of all things 'haute' and horological. And though the idea of sharing four vast, windowless halls with 13,999 other watch-industry professionals and connoisseurs for four days, all pumped on complimentary bubbly and the sheer novelty of not having to drink it with office colleagues or family may not seem entirely refined, it really is.

SIHH's studied calm is exactly why Cartier, Piaget, Baume & Mercier, Gérald Genta and Daniel Roth all broke away from the aircraft-hangar jamboree that is Baselworld in 1990, setting up their own trade show at Palexpo. Fast-forward 24 years and we're up to 16 brands, principally thanks to Richemont Group's booming portfolio of watch houses, including Jaeger-LeCoultre, IWC and Panerai, plus several independent brands including Audemars Piguet, Richard Mille and Greubel Forsey.

Like an English conservation area, all 16 'pavilions' adhere to the fair's plain-eggshell façade, but venture

inside and many still harbour hankerings for Basel-esque theatrics. For example, the decidedly un-shy-and-retiring Roger Dubuis conjoured a bizarre Dr Who scenario of plain-white steampunk mannequins clutching bell jars of watches; around the corner, IWC swapped last year's Mercedes-AMG-Petronas F1 pitlane for a dizzying ocean diorama of hammerhead sharks and foreboding depths.

But primarily, we're here for the watches. Not only is SIHH the only opportunity you'll ever have to handle or simply gaze upon the world's rarest creations before they're all snapped up and squirrelled away into private collections, but it is also a bellwether for the next year; a sign of things to come at Basel in March and an indication of the industry's health. Which, incidentally, continues to flout the world economy's general malaise, if the number of big-hitting connoisseur complications is anything to go by. So here are five things that SIHH taught us this year.

The Perpetual Calendar Is Big News in 2014

From Montblanc's amazing-value £8,300 steel Meisterstück Heritage model to Greubel Forsey's £456,000 QP à Equation, the perpetual calendar complication was rife throughout the halls of Palexpo this year. It tells you the correct date without ever having to adjust for 28 or 30-day months or even leap years for that matter, thanks to a component inside that only completes a rotation once every four years. ①





There was also Jaeger-LeCoultre's catchily named 'Master Grande Tradition Tourbillon Cylindrique à Quantième Perpétuel', which pairs the QP with a merrygo-round tourbillon carriage suspended on a cylindrical balance spring. Also a bizarre, futuristically Aztec offering from Cartier's Fine Watchmaking division, the Rotonde Astro, again framing a tourbillon with its date indications, but this time as gaping concentric rings rather than separate dials. But it was a back-on-form IWC which unveiled the most unlikely home to its perpetual calendar: an utterly vast 49mm Aquatimer diving watch no less, kitted out with the digital-readout calendar first developed for their Mercedes F1 Ingenieur range last year. There's no use being pedantic - scuba divers need to know the date as much as racing drivers and the rest of us!

Women Are Better Served Than Ever Before

The stuffier parts of the Swiss watch industry are still notorious for adopting that old kinder, küche, kirche (children, kitchen, church) attitude when it comes to women and their place in horology, stuck in the belief that she will be happy with a scaled-down men's watch in pink and covered with diamonds (and, for that matter, not in the least bit bothered about whether it's a quartz or mechanical movement ticking away inside).

But while the gemstones tend to persist (stand and be counted, Ralph Lauren), many brands are responding to women's escalating spending power, and growing watch knowledge, from tabula rasa. Ultra-techy Richard Mille has always led the feminine charge, compounded this year by its RM 19-01, designed with friend-ofthe-brand Natalie Portman. Instead of just forming a pretty face, its central spider motif is an integral part of the movement, with the abdomen of the spider actually supporting the bridges of the tourbillon, its legs supporting the two winding barrels. Adjusting the spider's pivot points micrometre by micrometre, yet still allowing for perfect diamond-setting, is an art form in itself. Across the hall from Mille was Greubel Forsey; its 24 Secondes Tourbillon Contemporain is now set with baguette-cut diamonds of the finest-possible quality (clarity IF, colour D-E), allowing women to buy into not only haute joaillerie but haute horlogerie of the highest order. Meanwhile, Parmigiani is taking the further step of tapping the younger female market with its Tonda Metropolitaine, with ruby-red dial and white strap – the most striking of the new, urbanite Metro collection.

The Chronograph Is Still King

While most fans of this original-and-best complication will struggle to think of a single use for their watches' stopwatch function beyond timing a boiling egg, the chronograph is nevertheless a permanent fixture throughout any watch brand's collection. This year was notable for plenty of clean, crisp chronograph watches, uncluttered by tourbillons and the like. Most handsome of all was, yet again, Montblanc's Meisterstück Heritage collection, celebrating 90 years of the Hamburg brand's eponymous fountain pen. The bespectacled 'bicompax' subdials are an exquisite exercise in restraint and the retro stylings just contemporary enough to pull off with a polo shirt and pair of Ray-Bans.

Elsewhere, Baume & Mercier's oneyear-old Clifton collection's Chronograph Day/Date 43mm was perhaps the most accessible complication of SIHH without feeling cheap, and Panerai's Radiomir 1940 donned the rose-tinted specs with its OP XXV calibre, based on a classic Minerva movement. Just a glance at its beautifully sculpted movement through the caseback, its column-wheel mechanism and central Y-shaped bridge unshrouded by a winding rotor, is enough to make you go weak at the knees.

4 The Mechanics Can Be As Beautiful As The Watch

The contents of SIHH are of course all about the mechanics and craftsmanship on display but sometimes a watchmaker turns the functional notion of a component completely on its head, making it the star of the show. The two spinning carriages of Roger Dubuis's Hommage Double Flying Tourbillon could have rested on their laurels but the laurels themselves take centre stage here, the underlying baseplate decorated with a deeply grooved sunray guilloché pattern, requiring six or seven 'passes' with a traditional hand-operated rose-engine lathe.

Or what about Audemars Piguet's latest Royal Oak Concept GMT Tourbillon? Its space-age cocktail of ceramic and titanium now extends to the movement's central upper bridge, painstakingly milled from brittle white ceramic. The coherence of movement and case has never felt more seamless.

Should you prefer something more classical, however, trust A. Lange & Söhne to deliver yet another achingly elegant masterpiece. The Richard Lange Perpetual Calendar Terraluna is as sober as a grandfather clock from the front, but flip it over and the spinning night sky dial is pure poetry.

A Lange & Sohne stand at SIHH

25 ... But Simplicity Is

Still a Virtue

The global recession may have caused little more than a blip on the Swiss watch industry's steadily escalating export stats, but the lasting, welcome legacy of those austere times is a return to simplicity and watches you can actually wear in the evening without ruining your cuffs (or getting mugged). As masters of the ultra-thin, Piaget has truly upped its game with the thinnest mechanical watch ever made. Cleverly, just as the placky,

plucky Swatch watch did in 1983, the 900P does away with a traditional baseplate, instead mounting its components on the caseback itself, bringing its waferthin geartrain flush with the dial. The result is slick beyond words.

Thankfully this was far from being the only time-only, slimline dress watch at SIHH, but more impressive were the clean and slim numbers that still managed to squeeze in some hardcore mechanics; Vacheron Constantin and its Patrimony Contemporaine Ultra-Thin Calibre 1731 (world's thinnest minute repeater) and Van Cleef & Arpels, which produced perhaps the finest watch of the whole show. The Midnight Planetarium stopped everyone dead in their tracks, its mesmerising blue dial setting the stage for seven daintily poised celestial bodies: a pink gold sun, Earth in turquoise, Jupiter in blue agate, Venus in chloromelanite, Mars in red jasper, Mercury in serpentine and Saturn in sugilite. If you fail to be utterly beguiled, check your pulse.





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FIJERYNEWS



WORTH ITS WEIGHT IN GOLD

Middle Eastern-inspired S/S14 collection, designer Matthew Williamson called upon jeweller Azza Fahmy to create a line of jewellery. Long necklaces and bracelets weighted with coins drew reference from while structural rings featured motifs from Egypt and Persia and cage-like cuffs, inspired by an antique Omani belt, perfectly contrasted with Williamson's feminine, floating fabrics. Fahmy is well-known on the fashion circuit, having previously created collections for Julien Macdonald and Preen, and we predict this won't be the last collection she creates for Williamson. The nine-piece capsule collection is now available in stores and online and includes neckpieces, earrings, oversized rings and bracelets in sterling silver, gold-plated, or the Azza Fahmy trademarked 18-carat gold

matthewwilliamson.com

on sterling silver.

TRUNK SHOW

For its new fine watch and jewellery collection, Emprise, fashion house Louis Vuitton revisited its heritage and took inspiration from its luxury line of trunks, first created in 1854:

The trunk's material elements have been metamorphosed into precious creations, octagonal pendants, rings, bracelets, earrings, a seductive lady's watch... In the place of beech wood, brass nails or canvas, we find gold, amethysts, lemon or smoky quartz, diamonds and, for certain unique pieces, exceptionally large

and vivid stones



with designer BAO BAO WAN

Beijing-born Bao Bao Wan has made a name for herself not just as a jeweller but as a true fashionista,

constantly pictured at fashion weeks accross the globe thanks to her unique style (and being a personal friend of the House of Dior). Her eponymous jewellery collection makes its exclusive European debut at Harrods this spring.

Q: What drew you to jewellery design? A: After studying gemology, I developed this natural instinct for gemstones. At the time I was trained in photography and French literature, but I had an innate passion for it.

Q: What inspires your pieces?

A: Truly anything. For instance, I designed one of my fine jewellery pieces, The Goddess, when I was visiting Florence. I happened to spot the Duomo lit up by moonlight one evening and I was inspired to sketch my own interpretation of the scene.

Q: Describe your style.

A: I create two types of jewellery. The first is Little Ones, a collection of tiny charms, which I refer to as '24-hour' jewellery. The trick is to make pieces which are impossible to take off. Li Na won this year's Australian Open wearing one of my charms which incidentally she wore at every single match. The second is my fine jewellery collection which is extravagant and feminine at the same time.

Bao Bao Wan Fine Jewellery from £4,000 Little Ones from £700

Luxury Jewellery Ground Floor harrods.com





1 Murano 18-karat yellow gold necklace, POA, Marco Bicego, marcobicego.com 2 Emilia ring, £6,000, Emily H London, emilyhlondon.co.uk 3 Silver and amethyst swallows brooch, £4,000, Jordan Askill for Gemfields, giftlab.com 4 Loris necklace, £85, Violet Darkling, violetdarkling.com 5 Amethyst Opera pendant, £1,950, Astley Clarke, astleyclarke.com 6 Amethyst Guardian ring, £28,500, Jessica McCormack, jessicamccormack.com 7 1850s 9-karat gold amethyst rivière necklace, £12,000, Olivia Collings, net-a-porter.com 8 Diamond and amethyst fringed earrings, £48,000, Jessica McCormack, as before 9 18-carat rose gold and amethyst ring, POA, Faraone Mennella, faraonemennella.com 10 Never Too Light ring, £1,250, Delfina Delettrez, delfinadelettrez.com 11 Amethyst Bubble ring, £3,795, Heming Jewels, hemingjewels.com 12 Morganite large Fao drop earrings, £5,250, Astley Clarke, as before 13 Eternal purple amethyst and peridot bangle, £1,400, Kiki McDonough, kiki.co.uk 14 Sea Flower 18-karat gold, amethyst and tsavorite ring, £4,620, Ileana Makri, net-a-porter.com 15 Riva amethyst stick ring, £130, Monica Vinader, monicavinader.com 16 Emilia short pendant earrings, £7,900, Emily H London, as before 17 Amethyst pendant, POA, Heming Jewels, as before

Swiss movement, English heart



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The Wellington Hospital



NURSERYNEWS

THE FRENCH CONNECTION

In classic Bonpoint style, the unveiling of its spring collection brings a season of classic yellow rain macs, whimsical pastel colours and elegant cuts to see your little ones through till summer. From stripey two-piece suits to floral bows and denim shirts, the stylish new range showcases creative director Christine Innamorato's unrivalled expertise. The catwalk's large Bonpoint logo umbrellas added a truly English touch – just watch out for those muddy puddles.



PET'S CORNER

CRUFTS IS COMING

Celebrating the British love affair with dogs, Crufts is returning to the NEC
Arena in Birmingham (and our television screens,

for those who can't face the *shlep*) from 6-9 March. The four-day event honours man's best friend in a series of competitions, from the Friends for Life award to the inaugural Obreedience prize, and finally, the iconic Best in Show. Visitor

the inaugural Obreedience prize, and finally, the iconic Best in Show. Visitors will meet more than 200 breeds and enjoy the ultimate doggie shopping experience, far from the judging eyes of non pet-obsessives. Tickets are available from the Crufts website.

crufts.org.uk

MOBILE PAWDICURES

Thanks to Prestige Paws your four-legged companions can enjoy the ultimate spa experience from the comfort of their own kennel. The first luxury mobile pet grooming spa, the service offers a wide range of treatments for pets in London

and the surrounding areas. For the most pampered pooch or fussy feline, bespoke treatments will exceed your grooming expectations, including Aloe Vera pawdicures and gold leaf facials.

prestige-paws.com





SUGAR AND SPICE

Stealing mum's perfume will be a thing of the past with the launch of these beautiful mixed fragrances for children from Petite Guerlain. Available exclusively at Harrods, in pink and blue decorative 250ml bottles (ideal for miniature hands) the adorably sweet unisex scent is a mix of green top notes, orange blossom, mimosa and honey with white musk and pistachio at the base. The classically gorgeous Guerlain design nods towards the older fragrances, and with a scent to match, your little ones will smell so lovely that you will be the one doing the pinching.

£215, harrods.com

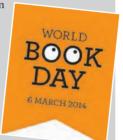
WORLD BOOK DAY



'A big, happy, booky celebration of reading' is promised for everyone on Thursday 6 March, as children all over the country

celebrate World Book Day, with an aim to promote reading and sharing books. Every child in full-

time education will be issued with a free book token at school that they can redeem in local bookshops throughout the month,



exchanging the token for one of the ten World Book Day £1 paperbacks. There will also be various online events such as the announcement of the *Blue Peter* book prize winner and the 'so you want to be a writer' online event, where top authors and illustrators share their tips.

PUPPET MASTER

Once upon a time, in a land not so far away, the Little Angel Theatre Company set up shop at the Tricycle theatre, to tell the tale of a disgruntled fairy and a sleeping princess. Using wooden puppets and live music,



the Islingtonbased enterprise will stage two performances of their adaptation of the time-old tale of *Sleeping Beauty* in an entirely new way. Behold the charming prince from the Far East.

£8.50, 11am and 1pm, 7 March 269 Kilburn High Road, NW6





MINI FASHION FIX

When it comes to dressing up, you can never be too young.

Get your mini fashion fix at Alex and Alexa with the beautiful new junior spring arrivals from Roberto Cavalli, Paul Smith Jr and Milly Minis.

The assortment of beautiful floral-trouser and dress combos are ideal for the forthcoming season of garden parties, ice creams and (fingers crossed) sunshine, while trapeze T-shirts and cropped leggings are perfect for messing around in.

alexandalexa.com



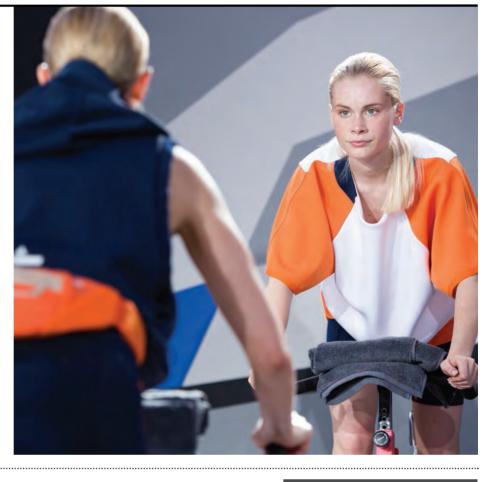




HEALTH & FITNESS

MAKE WAY FOR MCCARTNEY

Whether you are training for a 10K marathon or toning for your summer holiday already, staying fashionable in the gym is a must. And looking at the S/S14 collections, it seems there is one designer that will never run out of style. Stella McCartney's new collection for Adidas showcases an eclectic array of colours, from vivid orange and white to signature-Stella dusty rose and maroon. Inspired by urban landscapes and the hues and dimensions of a skyline, futuristic lines meet retro colour blocking for running and cycling, alongside more simple and relaxed pieces in her yoga series. The entire range is sustainable, made from organic cotton and recycled yarn, using dry-dye technology in an effort to reduce surplus waste - a McCartney ethic that will always be in vogue.



adidas.com



THE BAMFORD WAY OF LIFE



Purely English, home-grown luxury: Bamford's bath and body collection confirms that eco-friendly, natural living can be glamorous, too. Nature meets contemporary cosmetic science in the range of pure essential oil blends

made entirely from organic ingredients. Part of Lady Bamford's ecological and holistic living empire, designed for women like herself with a hectic business and social life, she recognises the importance of finding time to slow down. Our personal favourite product (now available on Net-a-Porter) is the Botanic Facial Oil, which we plaster

over our cleansed and toned skin every night before bed. For a real taste of green indulgence, the Bamford Haybarn wellness retreat in the Cotswolds is just an hour and a half from London: bring home an incense, rock rose and amber scented candle, and you can feel bam-tastic every day.

bamford.co.uk

INCH BY INCH

With a six-inch instant loss guarantee, we have to tell vou now that the Universal Contour Wrap treatment at Beauty Rose is not exactly a pleasurable experience. But quite frankly, who cares? For anyone determined to lose those all-important stubborn inches, the clay formula and special wrapping techniques tighten and tone the body while exfoliating and cleansing the skin. What's more, the effects last for at least 30 days, and you can get your lashes permed while you lie there.

21 New Quebec Street, W1H beautyrose.co.uk

BATTLING the ELEMENTS

Wrist fractures are the most common injuries sustained by snowboarders. Consultant Orthopaedic Surgeon, Mr Sam Gidwani explains how to prevent and treat wrist injuries



Snowboarders have both their feet strapped to their board, meaning whenever they fall, their natural instinct is to put their hands out to break the impact. Falls can occur without warning, as either the 'heel-side' or 'toe-side' edge of the board catches on the snow.

For first-timers, lessons from an instructor are essential in order to be taught how to fall safely. When falling forwards, fall first onto your knees and then onto the outer surfaces of the forearms with your elbows held flexed. When falling backwards, drop your centre of gravity by allowing your knees to flex and fall first onto your buttocks, before rolling onto your back. Keep your arms in, and bring your chin to your chest to avoid your head hitting the snow as you fall.

The use of wrist guards reduces the risk of serious wrist injury. There are a number of guards on the market, with some designs incorporated into gloves. There is a theoretical advantage to wearing a longer guard that extends some way up the back of the forearm, rather than a short guard that ends just above the wrist.

Which wrist injuries can occur?

Most commonly, the end of the radius is fractured.

One of the eight small carpal bones in the wrist (the scaphoid) is also at risk. Other carpal bones can be injured, as can one of the key ligaments in the wrist; the scapholunate ligament. If your wrist is painful or swollen after a fall, a local doctor should examine it and X-rays should be taken. In more complex injuries, either a CT or MRI scan may be required.

What treatment will be required?

Emergency treatment

This will depend on the nature of the injury and the degree of displacement of any fracture. If there is no displacement, the wrist may simply be immobilised in a cast or splint. Where significant displacement is present, it is necessary to manipulate the fracture into a better position and then apply a cast, which is done under anesthesia or sedation. The hand should be elevated in a sling, painkillers prescribed and the fingers kept moving to prevent stiffness.

MEET the specialist

Mr Sam Gidwani is an Orthopaedic Surgeon whose practice is entirely focused on problems of the hand, wrist and forearm. He consults at The London Hand and Wrist Unit at The Wellington Hospital and Guy's & St Thomas' Hospitals. Definitive treatment

Depending on the local facilities when skiing abroad, it may be preferable to return to the UK for definitive treatment. This may simply mean maintaining a cast on the wrist for a period of five to eight weeks, from the time of injury. However, some wrist injuries do need treatment with surgery, which could involve the insertion of wires, screws, or a plate. Once the bone or ligament has healed, a period of rehabilitation with a hand therapist will be required to regain as much wrist function as possible.

For further information or an appointment at the London Hand and Wrist Unit, call 020 7483 5000 or go to londonhandandwristunit.co.uk

GP SESSIONS: ACTION ON SUGAR

Private GP at The Wellington Hospital, Dr Lisa Anderson looks at the hidden sugars in our food

The amount of sugar in our diets hit the headlines in the British press in January, as a result of recommendations by a group of specialists working together on both sides of the Atlantic. There is specific concern with the consumption of sugar and the effects on health. Specialists are working together with both the government and food industry to bring about a reduction in the amount of sugar that is contained in processed foods and to educate the public on the amount of sugar some food contains.

The typical Briton consumes about 12 teaspoons of sugar a day with some consuming up to four times this. At present, the World Health Organisation recommends a maximum of ten teaspoons a day, but it is argued that this should be halved to five.

Action on Sugar proposes to introduce a traffic-light labelling of added sugar to all processed food and drinks. This has previously been successful with the Action on Salt Campaign leading to much less salt being added to processed food.

So, what surprises are there out there in, what some perceive, as healthy food?

More information can be found at actiononsalt.org.uk/actiononsugar

- Cereals often contain a large amount of sugar per portion even though they are advertised as being the healthy option
- Fat free yoghurts can contain up to five teaspoons per 50g pot
- Some fruits (although natural sugars) can contain more than you suspect– e.g. bananas and melon
- Drinks fruit juices and smoothies

A diet high in sugar can lead to obesity which is an ever increasing problem, particularly amongst children. Consuming high levels can lead to problems such as Type 2 Diabetes and the associated effects on health.

For further information or if you'd like to arrange an appointment at The Wellington Hospital, contact the hospital Enquiry Helpline on 020 7483 5000 or visit thewellingtonhospital.com





FOODIE FAVOURITES



A FINE ART

Having hosted us on one too many crazy nights sipping cocktails in its basement bar (or running up an eyewatering bill on tuna tartare), we can finally reveal that The Arts Club on Dover Street will be branching out into hotels, opening 16 beautifully designed rooms and suites, ideal for falling into after an evening spent downstairs. The exciting extension will be carried out by interior designer David d'Almada (who worked his magic on the rest of the private members club). As always, the key will be to keep the old-time members happy, while continuing to attract the young and edgy crowd.

40 Dover Street, W1S

But leave your sweaty trainers at the door;

MASTER PLAN

While Australian chef (and winner of 2011's *MasterChef: The Professionals*) Ash Mair's Bilbao Berria has been threatening to open for the last six months, at the time of going to press, it still hadn't followed through, but had leaked a few Spanish flavoured nuggets just to whet our appetite. Tapas will cover

croquets and salt cod fritters, but the egg section particularly took our fancy, offering black pudding with a fried duck egg and potato and chorizo Ibérico omelettes. Meats come in the form of grilled quail with goose liver parfait and crisp confit suckling pig.

Lower Regent Street, SW1Y





BOLLY GOOD

If you've been battling to get a reservation at Gymkhana but are getting fobbed off until this time next year, then we have good news: Karam Sethi's other (and first) venture, Trishna, which has been closed for refurbishment for the past month, has relaunched with a redesigned interior, new dishes and updated wine list. You can still expect starters of Nandu Varuval (soft shell crab) and Ajwaini Salmon Tikka as well as new mains of Lobster Teen Tarike Se and Moplah Seafood Biryani. Tandoori John Dory and Duck Keema Naan will appear as seasonal specials.

15-17 Blandford Street, W1U



this grand space will now play host to a complex of D&D London restaurants

Vuitton, who have selected the cool postcode for their latest endeavours. Food concepts are still to be set in stone, with plans to open next spring, but so far we

can expect a brasserie and bar with outdoor terraces and a private dining room.

and bars, joining the ever-growing ranks of big names including Google and Louis

RESTAURANT REVIEW

Art on CANVAS

The eagerly-awaited new restaurant concept from celebrated chef Michael Riemenschneider is now taking bookings. Be quick, writes *Gabrielle Lane*



or us, tasting menus have always been fun. So visiting Michael Riemenschneider's new fine-dining restaurant to see if he'd succeeded in making them more interactive (and less daunting) felt like guilty research. Having graduated from Pierre Gagnaire and Michel Bras's kitchens, and worked with gastro-mavericks Blumenthal and Ramsay, his latest venture aims to create a more engaging fine-dining experience. According to a recent interview with *Caterer and Hotelkeeper* magazine, Riemenschneider wants to "take the tasting menu off its pedestal."

Visitors to the new 20-seater restaurant in Marylebone Lane can construct their own sampling menu of between three and 15 courses, choosing between seafood, meats, desserts and cheeses as the sommelier serves up a selection of complementary wines. It's a unique concept that lets you graze through the top chef's kitchen, at a whim. A bite of octopus with confit potatoes, followed by a nibble of Camembert, a fluff of bread and butter pudding and a strudel allows diners to feel like they're

raiding a swish pantry in Belgravia after one too many bottles of fizz, [gawf, gawf]. And the comparison extends to the homely, kitchen-style seating – the notion of accessible dining means lots of understated two-seater tables in the shadow of exposed brickwork walls. While the effect can be a bit cold, I'd take being able to chat casually over a glass of wine to whispering and fumbling around with ten rounds of cutlery any day.

If you're keen to try Canvas for yourself, make sure you take advantage of the little twists on the menu and try the scallops with creamed cauliflower and juniper, which we ate as a first course but struggled to better. The dish will change your take on a standard pea/ham/scallop combo and a week later, has left a craving. The lamb with baby gem and porridge sounded dubious, but







turned out to be tender and well-seasoned, while the bread and butter pudding is a bit of a dessert hero, served with pistachio and banana.

Elsewhere on the menu, we found Riemenschneider a little liberal with the salt, but that was mitigated by the brilliant wine pairing - go with someone who loves a tipple, and make sure you request a Chinese wine along the way. This is a place that will open your eyes to the power of using a little more imagination (Sauvignon drinkers, we mean you... and us).

Canvas is definitely a newcomer to add to the list; do it with friends, order new things and revel in the fact that Marylebone Lane has a very decadent new fridge ready to raid.

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TRAVEL INSTYLE





A secluded piece of paradise in Cambodia's unspoilt Koh Rong archipelago



Hidden away in the sapphire-blue waters to the south of Cambodia lie the untouched islands that time forgot, a peaceful paradise in the postcard-perfect Koh Rong archipelago. A

two-and-a-half hour boat ride from Sihanoukville, the islands are flanked by undisturbed white beaches under a never-ending, cloudless sky. As we enter March, Cambodia's climate is ideal for sun-seeking visitors; ahead of the monsoon season, the temperature is at its most comfortable, broken only by the occasional 'mango shower' in the afternoon.



The Song Saa, translating as 'the sweethearts' in the native language of Khmer, is Cambodia's first five-star private island resort, made up of 27 eco-friendly villas, each with its own

pool. Boasting driftwood furnishings, vine roofs and showers made from tree trunks, the over-water, jungle and ocean-view retreats offer the most luxurious taste of island living you could ask for. Tear yourself away to experience traditional Buddhist spa treatments and sunrise yoga on the beach.

songsaa.com



RISE OF THE FLOATING PALACE

Top of the travel list this month is the opening of two of Europe's luxury super-yachts, in London and Gibraltar. Offering privacy and novelty value, these floating premium resorts arrive with floor-to-ceiling sliding doors, fine-dining restaurants, a casino and ballroom. The Sunborn London is the smaller of the yachts with 138 bedrooms over five floors; docking near to Canary Wharf and London City airport, it is designed for those visiting the city on business. With plans to extend the venture to other major cities, these super yachts could become the penthouse suites of the future.

sunborn.com

ARABIAN WILDLIFE **PARK HIDEAWAY**

From the heart of Abu Dhabi's spectacular 4,100 hectare wildlife park comes the Anantara Sir Bani Yas Island Al Sahel Villa Resort, combining breathtaking landscapes with stylish living. Immersed in the desert savannah, guests can sign up to days of adventure on safari-style guided walks, or ride Arabian horses along the shoreline, before unwinding in total comfort while watching exotic wildlife outside the window. Boutique villas come complete with king-sized beds and free-standing baths.

anantara.com





IS THIS THE BEST WAY TO SPEND 21 DAYS, EVER?

Luxury website veryfirstto.com has announced its most extravagant adventure yet, offering passengers the chance to visit ten of the world's most beautiful hotel suites in three weeks. From Paris to the Bahamas, London to Las Vegas, Hong Kong to New York, travellers will live the billionaire lifestyle (solid gold iPad concierge and rooftop infinity pool included) on the globetrotting trip of a lifetime. In even better news, those debating the £359,000 price tag can bid on the holiday at newly-launching auction site auctionwhatidid.co.uk.

veryfirstto.com

BE INSPIRED

LONG HAUL: Escape to Arizona

As fringes and tassels re-emerge on the catwalks of Calvin Klein, Anna Sui and Gucci for S/S14, take the inspiration literally and retreat to the birthplace of the cowboy. Home to one of the most famous natural wonders of the world, experience The Grand Canyon first hand and enjoy evenings of star gazing. The rugged desert landscape meets luxury best at The Ritz-Carlton, Dove Mountain, offering a beautiful wilderness view from the comfort of the spa's serenity pool or golf course.



SHORT HAUL: Italian glamour in Sicily

Inspiring the regal golds, Roman coins and coliseum prints of the Dolce and Gabanna S/S14 collection, Sicily is the shorthaul retreat of the moment. The Mediterranean island is crowded with culture, the narrow alleys leading to prehistoric Greek temples and Norman churches. Embrace the cuisine, eat cannelloni in its hometown and (for the keen shopper), make sure Palermo and the Corso Vittorio Emanuele is top of your 'to do' list.





Lemon trees and LOUIS VUITTON

Capri oozes style and substance with its luxurious boutiques, unbeatable food and breathtaking scenery, writes *Katie Randall*



flash of terracotta, the sun hanging heavily over an azure ocean and a flock of gulls soaring lazily over rugged cliffs; that's all it takes and I'm instantly transported back to the beautiful island of Capri. About a week after my trip, a television advert for Ermenegildo Zegna's latest fragrance release Uomo careens onto my radar. The campaign features all of the above in abundance and hums with resonance, having been filmed on the island. As the pair of models traverse the steps of a famous Caprician villa, erected by author Curzio Malaparte, I seriously consider booking a flight back.

The island of Capri, just off the Sorrentine Peninsula, is renowned the world over as a playground for the rich and famous. Local taxidriver babble decrees that Sophia Loren, Mariah Carey and Andrea Bocelli regularly visit, staying in picturesque villas and boutique hotels, but there is so much more to Capri than celebrities. The isle is a treasure trove of hidden grottos, winding nature walks, luxury beach-clubs and authentic eateries with impossibly idyllic views. Equally, one cannot forget to mention the handful of fascinating sites of historical significance. The stars on this island are its people, natural scenery and, without a doubt, the Hotel Punta Tragara, where I had the pleasure of staying during my visit.

We flew to Naples and caught the hydrofoil over to Capri (note: it sounds like space-age technology but was, in actual fact, just a small ferry) and nothing can detract from the excitement of approaching the island. The Hotel Punta Tragara is



in a league entirely of its own; perched atop the cliffs overlooking the ocean and the Faraglioni Rocks (a pair of naturally carved teeth that jut from the sea in a dramatic fashion). It combines the rustic charm of a boutique hotel with stylish luxury. While the penthouse was grandiose and tailored to every whim (a private sauna, roof terrace complete with canopied sofa and a gigantic circular bed), I opted for the Faraglioni suite with privileged views over the rocks and furniture that would not look out of place in an art gallery.

When I finally managed to tear myself away from the room, my time was taken up with food. After all, style is not the only thing that the Italians have pinned down to a fine art. My companions and I dined in the elegant Monzu restaurant which, characteristically for the hotel, makes the most of the views across the water.

The beauty of this hotel is its proximity to all of the action of Capri, chiefly the cobbled streets lined with designer stores such as Gucci, Prada and Hermès. Guests are a ten-minute walk from all of the boutiques, ceramic shops and cafés serving amazing gelato, but are also tucked away in this calm retreat.

The Hotel Punta Tragara also arranged an exclusive boat trip exploring the islands' various grottoes and caves; surely the best way to nose at the cacophony of exclusive yachts charting these waters and to spot the epic rock formations along the Caprician coastline. If you would prefer to stick to dry land, a tour with a local guide is a must. Fabian Rawnsley, who was born on the island, took us on an informative trip along the Pizzolungo trail, all the way to Emperor Tiberius's Villa Jovis. Unqualified tales of this ruler throwing those that displeased him from the clifftops still haunt his history.

Google the Uomo perfume advert and I defy you not to reach for your credit card immediately. Capri has all of the glamour of an exclusive getaway, but it also oozes substance with its breathtaking walks and scenery. A rich and evident history marks the landscape and the streets are lined with lemon trees (a local signature) and Louis Vuitton. What more could one want from a holiday?

NEED TO KNOW

Punta Tragara, Capri, is offering three nights for the price of two from £948 per person (based on two adults sharing a room) including flights from Gatwick to Naples, private transfers including hydrofoil crossing to Capri with porterage, booked through Kirker Holidays:

020 7593 2283 / kirkerholidays.com

For further information on Punta Tragara please visit hoteltragara.com or call +39 081 8370 84406

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Chagford Street, Regent's Park NW1

Contemporary mews house

An exceptional mews house situated on this quiet residential street. This beautifully designed property has its own integral garage. The house has excellent entertaining space and attractive terraces. 4-5 bedrooms, 4 reception rooms, 4 bathrooms, Patio/terrace. EPC rating C. Approximately 239 sq m (2,572 sq ft)

Freehold

Guide price: £3,250,000



KnightFrank.co.uk/st-johns-wood stjohnswood@knightfrank.com 020 7586 2777

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Elsworthy Road, Primrose Hill NW3

A classic semi-detached family home in the heart of Primrose Hill

Master bedroom with en suite bathroom and wardrobe, 4 further bedrooms (one with en suite bathroom), 2 family bathrooms, family room, kitchen/breakfast room, drawing room, dining room, library, study, 2 guest WCs, patio, garden, private parking. EPC rating D. Approximately 331 sq m (3,561 sq ft)

Freehold

Guide price: £7,500,000

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ASTONCHASE



ABERCORN PLACE ST JOHN'S WOOD NW8 £3,495,000 FREEHOLD

A stunning four/five bedroom family house (207sq m/2,227sq ft) arranged over four floors. The property benefits from off-street parking for one car and retains many period features throughout. Further potential to excavate the current cellar subject to planning permission.

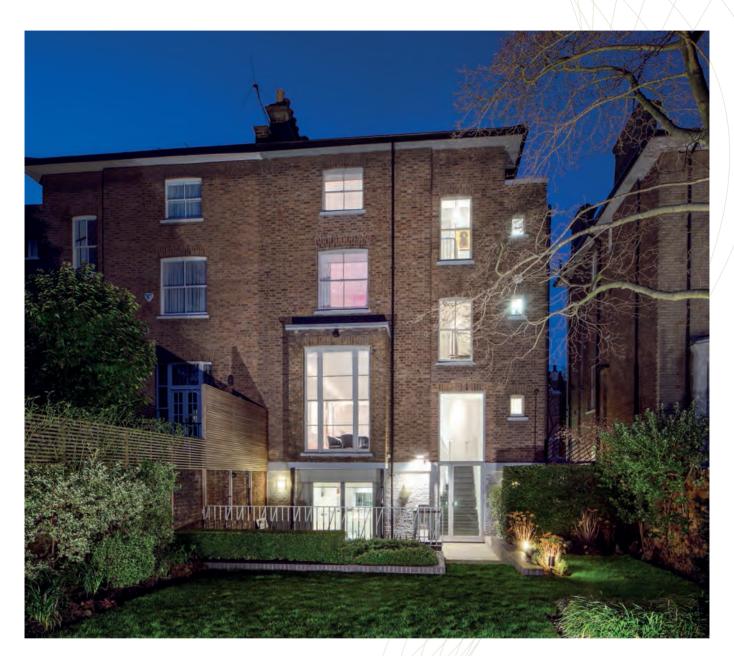
Abercom Place is a wide tree lined road located between Abbey Road and Maida Vale with excellent transport links for the St John's Wood and Maida Vale Underground Stations (Jubilee and Bakerloo Line), shopping facilities close to hand and the American School London.

ACCOMMODATION AND AMENITIES

Principal Bedroom with En-Suite Bathroom, Four Further Bedrooms, Drawing Room, Family Room, Kitchen/Breakfast Room, Study, Family Bathroom, Cloakroom, Cellar, Off-Street Parking to the Front, 40ft Rear Garden. EPC/D.

REGENT'S PARK OFFICE 69–71 PARK ROAD LONDON NWI 6XU

T-020 7724 4724 F-020 7724 6160



CLIFTON HILL ST JOHN'S WOOD NW8 GUIDE PRICE £5,950,000 FREEHOLD

An exceptional semi-detached family home (291.9sq m/3,142sq ft) with a fabulous 68ft south-facing rear garden. The house, which has been finished to an exacting standard throughout, has been architecturally designed to create light and spacious accommodation with the benefit of high ceilings and dramatic double volume spaces. There are four bedroom suites, a stunning Neil Lemer kitchen affording direct access to the garden and off-street parking for one car.

Clifton Hill is located on the west side of St John's Wood and is within close proximity to all the amenities of St John's Wood High Street and St John's Wood Underground Station (Jubilee Line).

ACCOMMODATION AND AMENITIES

Principal Bedroom with Dressing Room & En-Suite Bathroom, 3 Further En-Suite Bedrooms, Double Reception Room, Fully Fitted Neil Lerner Kitchen/Breakfast Room, Family Room, Utility Room, 2 Guest Cloakrooms, Storage, Plant Room, Sunken Terrace, Landscaped Rear and Front Garden, Off-Street Parking for 1 Car. EPC/E.

JOINT SOLE AGENT

ASTONCHASE



PARK VIEW ST JOHN'S WOOD NW8 £5,950,000 FREEHOLD

A newly constructed town house (412sq m/4,436sq ft) finished to an exceptionally high standard and benefiting from a secure integral garage, private passenger lift and roof terrace. Featuring a wealth of modern amenities including a luxury kitchen and bathrooms, private cinema room and gymnasium, the house provides an incoming purchaser with a superb opportunity to acquire a fantastic turnkey home.

Eamont Street is well located on the favoured East side of St John's Wood, close to all the amenities of the High Street, including St John's Wood Underground Station (Jubilee Line) and the open spaces of both Regent's Park and Primrose Hill.

ACCOMMODATION AND AMENITIES

Reception Hall, 2 Reception Rooms, Cinema Room, Gymnasium, Utility Room, Library, Kitchen, Principal Bedroom with Dressing Area & En-Suite Bathroom, Bedroom 2 with Dressing Area & En-Suite Bathroom, Bedroom 3 with En-Suite Shower Room, Studio Apartment, Lift, Garage, Balcony, Roof Terrace. EPC/B.

REGENT'S PARK OFFICE

69–71 PARK ROAD LONDON NWI 6XU

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LAUDERDALE MANSIONS MAIDA VALE W9 £1,695,000 L/H 153 YEARS

A rare opportunity to acquire an elegant and beautifully presented lateral apartment (141sq m/1,519sq ft), situated on the raised ground floor of this well regarded mansion building. Presented in excellent decorative order throughout, this spacious apartment features well-proportioned and bright accommodation and further benefits from a resident porter.

Lauderdale Mansions is superbly located on Lauderdale Road, within close proximity of all the amenities of Clifton Road, Maida Vale Underground Station (Jubilee Line) and Paddington Recreation Ground.

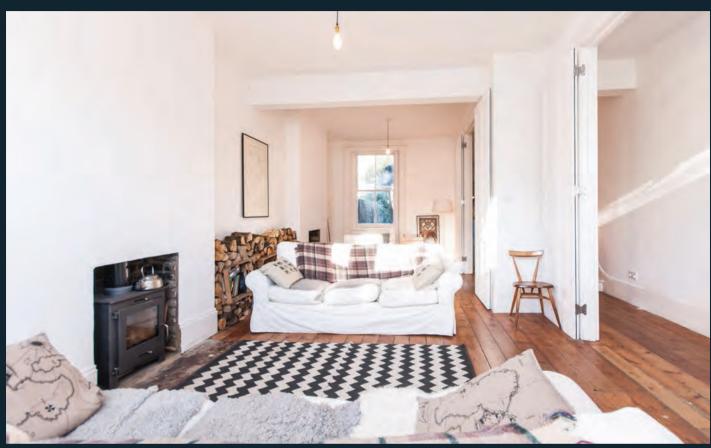
ACCOMMODATION AND AMENITIES

Principal Bedroom with Adjacent Dressing Room, Bedroom 2, Bedroom 3/Study, Reception Room, Fully Fitted Kitchen Incorporating Large Dining Area, Bathroom, Guest Cloakroom, Resident Porter, Residents Permit Parking, EPC/C.

JOINT SOLE AGENT



Parkheath Sold on Service









Mansfield Conservation Area NW3

£1,600,000

Moments from Hampstead Heath, a three storey family house with exposed brick and original floorboards throughout. A double reception and large kitchen/dining room offer plentiful entertaining space. Loft area gives possibility to extend subject to consents.

1985 sq ft/184 sq m 30' reception, 18' kitchen/dining room 4 double bedrooms, 2 bathrooms Walled rear garden and patio area Potential to expand into attic

Contact Belsize Park Office 020 7431 1234

South Hampstead Sales 020 7625 4567 Lettings 020 7644 0800 nw6@parkheath.com

West Hampstead Sales 020 7794 7111 Lettings 020 7794 7111 192@parkheath.com Belsize Park Sales 020 7431 1234 Lettings 020 7431 3104 nw3@parkheath.com

Property Management Tel 020 7722 6777 pm@parkheath.com

Parkheath Sold on Service









South Hampstead Conservation Area NW6 £1,100,000

In this preserved section of Hampstead, a split level second/ third floor apartment of over 100 square metres, featuring a bright reception with vaulted ceiling and a spacious roof terrace with leafy views. Allocated parking, and conveniently positioned for local services.

1097 sq ft/102 sq m 23' kitchen/dining room 3 bedrooms, 3 bathrooms 27'9 roof terrace Off street parking

Contact South Hampstead Office 020 7625 4567

South Hampstead Sales 020 7625 4567 Lettings 020 7644 0800 nw6@parkheath.com

West Hampstead Sales 020 7794 7111 Lettings 020 7794 7111 192@parkheath.com Belsize Park Sales 020 7431 1234 Lettings 020 7431 3104 nw3@parkheath.com

Property Management Tel 020 7722 6777 pm@parkheath.com

Parkheath Sold on Service









Belsize Lane NW3 *£1,425,000*

A superb garden apartment within an 1880s detached red brick conversion on a sought after Belsize road. A large conservatory-style dining area connects a spacious reception and contemporary kitchen. 1324 sq ft/123 sq m 19' reception, 21' conservatory 3 double bedrooms, 2 bathrooms Private patio garden Moments from transport and shops

Contact Belsize Park Office 020 7431 1234

South Hampstead Sales 020 7625 4567 Lettings 020 7644 0800 nw6@parkheath.com

West Hampstead Sales 020 7794 7111 Lettings 020 7794 7111 192@parkheath.com Belsize Park Sales 020 7431 1234 Lettings 020 7431 3104 nw3@parkheath.com

Property Management Tel 020 7722 6777 pm@parkheath.com









1994 - 2014



LITTLE VENICE

LONDON W9

OVERLOOKING THE REGENT'S CANAL IN LITTLE VENICE, A TOWN HOUSE PROVIDING 2,049 SQ FT/ 190 SQ M OF ACCOMMODATION WITH OFF STREET PARKING FOR 2 CARS. THE HOUSE HAS BEEN COMPLETELY REMODELLED TO AN EXTREMELY HIGH STANDARD PROVIDING A STRIKING CONTEMPORARY INTERIOR.

JOINT AGENTS:
IAN GREEN RESIDENTIAL 020 7586 1000

FREEHOLD

£3,950,000



MASTER BEDROOM SUITE COMPRISING BEDROOM, DRESSING AREA, LARGE BATHROOM AND TERRACE OVERLOOKING THE CANAL, 3/4 FURTHER BEDROOMS, 2 SHOWER ROOMS, I FURTHER BATHROOM, RECEPTION ROOM, KITCHEN/DINING/FAMILY ROOM, UTILITY ROOM, GUEST CLOAKROOM, PATIO GARDEN.







Abbey Gardens, St John's Wood, NW8

A charming four storey house (2,295 sq ft / 213 sq m) located within the heart of residential St Johns Wood. The house has recently undergone a complete refurbishment program and is presented in immaculate condition. Features include a delightful private garden and two off street parking spaces. Abbey Gardens is located on the West side of St Johns Wood, close to the Violet Hill Park and half a mile of both St Johns Wood High Street and underground station (Jubilee Line).

Sole Agent £3,695,000 Freehold





Hamilton Terrace, St John's Wood, NW8

A semi detached house (2.665 sq ft / 247 sq m) located on one of St John's Wood's premier tree lined roads. The house offers spacious accommodation over three floors, off street parking and a south-west facing paved rear garden. The house is currently held on a 34 year lease. Hamilton Terrace is within walking distance of The American School, St Johns Wood High Street and Underground Station (Jubilee Line) in addition to the varied boutiques and restaurants of Little Venice.

Joint Sole Agent £3,695,000 Leasehold



St Johns Wood Office

102 St John's Wood Terrace, London NW8 6PL

020 7722 2223

info@hanover-residential.com hanover-residential.com





Viceroy Court, St John's Wood, NW8

A stunning two double bedroom, two bathroom apartment situated on the sixth (top) floor of this prestigious block on Prince Albert Road. The apartment features an impressive 28' double reception with balcony featuring breathtaking views over Regents Park and the London skyline beyond. Viceroy Court benefits from 24 hour porterage, passenger lift, limited off street parking and the use of an exquisite communal roof terrace. St John's Wood High Street and underground station is conveniently located close by.

Joint Sole Agent £2,975,000 Share of Freehold





Stockleigh Hall, St John's Wood, NW8

A very well presented three bedroom, two bathroom apartment (1,247 sq ft / 116 sq m) set on the first floor of a prestigious Art Deco 1930s purpose built block which has the added advantage of 24 hour porterage, passenger lift and a share of freehold. Stockleigh Hall is a highly sought after block located on Prince Albert Road, conveniently located for the schools and all local amenities of St Johns Wood, Regent's Park and Primrose Hill. St Johns Wood High Street with its fashionable shops, cafes and boutiques is just a short walk away.

Joint Sole Agent £1,950,000 Share of Freehold



St Johns Wood Office

102 St John's Wood Terrace, London NW8 6PL

020 7722 2223

info@hanover-residential.com hanover-residential.com





Richbourne Court, Marylebone, W1H

A spacious two bedroom apartment (1,198 sq ft / 111 sq m) situated on the 6th floor of this modern 24 hour portered block. Offering two bedrooms, two bathrooms, reception room and terrace. This modern building benefits from parking, a lift and porterage. The property is located close to excellent local amenities, shops, bars, restaurants and within close proximity to Marble Arch and Hyde Park.

Principle Agent £2,000,000 Share of Freehold





The Yoo Building, St John's Wood, NW8

A beautifully presented two bedroom, two bathroom apartment situated on the second floor of this modern development architecturally designed by Philippe Starck. The apartment features a stunning double volume reception room with an abundance of natural light. Additional benefits include 24-hour concierge service, passenger lift and secure off street parking.



Sole Agent £995 per week

St Johns Wood Office

102 St John's Wood Terrace, London NW8 6PL

020 7722 2223

info@hanover-residential.com hanover-residential.com

CUTTING TO THE CHASE

Kari Rosenberg speaks to Mark Pollack, director of Aston Chase about the acquisition-to-sale process



eeting on a cold blustery day in February for a photo shoot in Aston Chase's new Belsize Park development (pictured), director Mark Pollack guides us through the exciting plans for the property, high-vis vest and hard hat at the ready. Having been in the business for nearly 30 years, Mark and business partner Richard Bernstone founded the company in 1985

business partner Richard Bernstone founded the company in 1985 and have since remained committed to the central and north west London area from where it all began. With his unique experience in real estate and a strong marketing background, both living and working in the vicinity means that Mark has an in-depth knowledge of the community and the suburbs under his jurisdiction.

Just as he's perfecting his Blue Steel pose, we retreat from the cold for a capuccino and a slice of cake in a nearby café and get down to business. Carrot, banana or lemon drizzle...

What role do you play in the design and building of sites you have helped to acquire?

In some but not all cases we may have actually acquired the site(s) for our clients but irrespective, it is preferable to be involved from a very early stage as we are often required to give our recommendations as to the best way to optimise a site i.e. flats,

town houses, mews style houses etc. and we also comment on the best way of creating a 'destination'. The next stage involves advising on the preferred mix of accommodation, design and layout to reflect the micro markets that can frequently exist within neighbouring postcodes. For example, in St John's Wood, there's a very strong appetite for sizeable flats, where people are moving out of large vertical houses and into lateral apartments. We're also handling a development in Queen's Park that we will be exhibiting in South East Asia this April. The properties are predominantly one-and two-bedroom flats, with a limited number of three-bedroom units that reflect local demand.

We pride ourselves on playing a key role in the entire process with selling being the final piece of the jigsaw. As with the 42-45 Belsize Park development, in many cases, our clients decide to forward sell part of the scheme, holding back a phase or two to coincide with physical completion of the building.

How long on average is the process from acquisition to end sale? If you had to draw an average time from acquisition of the site to the actual build it is about three years. Naturally, it saves a substantial period of time if the site has been bought with the benefit of planning permission as any amendments inevitably cause

delays and thus added expense! Also, it depends on the complexity of the site. For example, a property called The Atrium which we are currently handling on the outskirts of Regent's Park has effectively been built over a railway line on a busy road, resulting in specialist accoustic treatment being required to insulate against vibration and sound. Clearly, this is a far more complex project than a site without any impediments.

In terms of 42-45 Belsize Park, what do you think makes it unique as a development?

The CGIs (computer generated images) from the developers show Victorian facades which reflect the historic buildings that stood there 150 years ago, but of course, the properties benefit from modern interiors and amenities. Although this is a Conservation Area, it is unusual for a new build to reflect the original period structure, and this is definitely a unique selling point of the development.

What is the expected return on investment in terms of these properties? If someone is buying off-plan you can expect to see capital growth in some circumstances before completion. Conversely, when properties are sold overseas, occasionally there is a premium attached to a new development meaning it can take a little more

properties are sold overseas, occasionally there is a premium attached to a new development meaning it can take a little more time to catch up. If you are buying a new build and want to see short term capital growth, focus on smaller schemes such as 42-45 Belsize Park which has only eight apartments and two houses so there is a much better prospect of uplift.

With record pounds per square foot being reached in the area, who are your typical buyers in terms of this development?

42-45 Belsize Park is likely to attract both local and international purchasers. Conversely, another scheme that we are handling called Chappell Lofts in Camden, for instance, is an original loft building that used to be the Chappell piano factory. It's a fantastic building and is likely to attract UK-based buyers from the arts: someone who just sees an amazing blank canvas and can visualise their dream home. On the other hand, Queen's Park will inevitably attract a mix of domestic and South East Asian buyers. We also very recently sold two penthouses in Queen's Court, St John's Wood which were both sold for around £9 million to buyers from Israel and India respectively. But it's incredibly varied; we sell to people from all over the world.

Going back to what you were saying earlier, is this too much of a generalisation to say what percentage of properties are being sold off-plan to international buyers?

In percentage terms, I can't really give you a national statistic but in some prime areas of London, certain schemes don't get marketed overseas at all. Indeed, there is such strong local demand for our development in Queen's Park that we are confident of selling it in the UK. However, the appeal of instant sales in South East Asia is undoubedly very desireable to developers.

Are international buyers being put off by the new tax laws? It's a little early to say, but if the government continues to put more

hurdles in place such as the increase in stamp duties or capital gains being taxed for overseas buyers then there will come a tipping point. At the moment the positives still outweigh the negatives, but this trend is an area of concern.

What aspect of the whole process and the job do you find most interesting?

I've been an estate agent for a very long time but like any job, it can become repetitive. Having found myself increasingly involved with new developments in recent years, I have really enjoyed the challenge because it is a lot more varied when you are seeing the project through conception to delivery. You are dealing with people who are making business decisions as opposed to emotional ones, but on the other hand, I do still love and enjoy being involved with fine homes and at the level of the market in which we primarily operate, one regularly meets interesting characters, many of whom are at the forefront of their industries.

69-71 Park Road, NW1 020 7724 4724 mark@astonchase.com astonchase.com















Pavilion Apartments, NW8

A second floor, front facing, two bedroom two bathroom apartment in this much sought after development close to all local amenities. The double reception room and master bedroom both have access to balconies with views towards Lords cricket ground. There is also 24hr porterage, communal gardens and secure parking for one car. $\ensuremath{\mathsf{EPC:C}}$

£2,250,000 Share of Freehold

- Share of freehold
- Two bedrooms
- One reception rooms
- Balcony
- Lift
- Private parking











Redington Road, NW3

Offering significant development potential, subject to planning consents, and available for the first time in almost 60 years, a rare opportunity to acquire this discreetly positioned semi-detached freehold house occupying a generous and mature plot along one of Hampstead's premiere addresses. $\mbox{EPC:E}$

£3,750,000 Freehold

- Four bedrooms
- Two reception rooms
- Two bathrooms
- Semi detached house
- Garden
- Private parking



















Priory Road, South Hampstead, NW6

An immaculately presented period house, comprising 3915 sq ft / 363 m of internal accommodation. The house is arranged over four floors and includes a self contained three bedroom apartment on the garden level with its own private patio. The property, which has retained many period features, boasts a wonderful kitchen/breakfast room, with a bay window and double doors opening on to a terrace with access to a delightful 65ft west facing private rear garden. There is an elegant master bedroom suite occupying the entire rear of the house on the first floor. The house also benefits from off street parking for 2/3 cars.

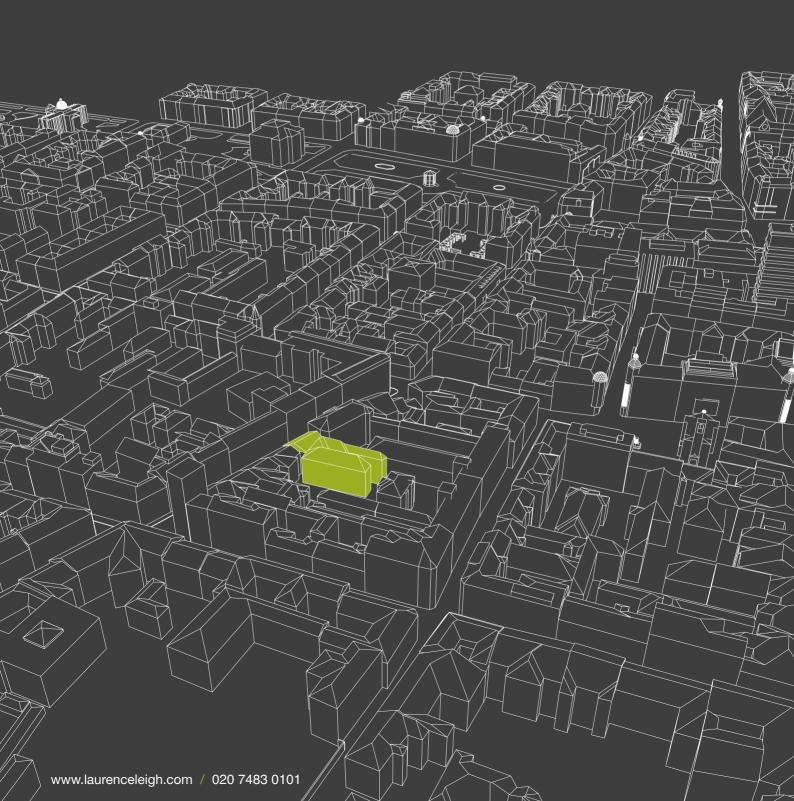
Freehold

Asking Price: £4,595,000

Sole Agent



Finding you the perfect property





On the HOUSE

Robert Sterling is lettings manager at Laurence Leigh Residential. Here, he profiles the typical St John's Wood tenant and what it is they are looking for





What are tenants looking for in a property in this area and who are they?

Without wanting to generalise, the vast majority of tenants looking in the St John's Wood area tend to come from the financial sector. In the current marketplace, apart from well-presented and appointed properties, I would say that the main thing that tenants are looking for is value for money.

What is the difference profile-wise between those looking to buy and rent in the area?

The St John's Wood rental market does attract tenants from all walks of life. However, the vast majority of tenants that we work with are professionals and corporates. These can be anything from a couple looking to rent a two-bedroom flat to a family renting a five-bedroom house. Increasingly, rental tenants do eventually become purchasers. Often, once they have discovered the area and have made it their home, they choose to buy instead of renting. Some will end up buying their first UK home this way. Tenants like to keep an active track of house prices in the area and feel that buying a home, be it for rental investment or to live in, makes good sense in the long run.

What advice would you give to people looking to rent in the area? Research, research, research! Looking for a property to rent can become a full time job and take up a lot of time. Your search will be made far easier if you are able to find a proactive and motivated agent who has both the experience and contacts to source the right property for your requirements. In addition, I would always suggest finding an agent who is a member of the Association of Residential Lettings Agents (ARLA), as they will have a higher understanding surrounding the legal aspects of the lettings process.

At the moment, what kind of property is most readily available and what's in short supply?

The start of 2014 has seen many people looking for two-bedroom apartments which currently seem to be in short supply. At the moment, we do have quite a few four-to-five-bedroom family homes available to rent. However, this is relatively normal in the winter months, with the demand for the larger properties coming in the spring and summer period. \blacksquare

laurenceleigh.com, 020 7483 0101



RANDOLPH ROAD

LITTLE VENICE, W9

A substantial white stucco fronted period house located on one of the finest roads in Little Venice. The property, which is found in stunning condition, backs directly onto arguably one of the best communal gardens in London, which includes a children's play area and tennis court. The home offers two elegant formal reception rooms and a wonderful kitchen breakfast room, principal bedroom suite with his & hers dressing rooms along with a further three/four bedrooms and three bathrooms.



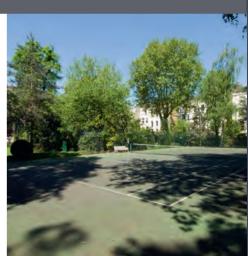












ACCOMMODATION & AMENITIES

Entrance Hall • Guest WC • Dining Room
Drawing Room • Kitchen Breakfast Room • Family
Room • Study Area • Utility Room • Principal
Bedroom Suite with En Suite Bathroom and His
& Hers Dressing Rooms • A Further Three/Four
Bedrooms • A Further Three Bathrooms (Two
En Suite) • Bedroom Three Boasts a West Facing
Roof Terrace with Two Walk In Closets and a
separate Kitchen • Private Rear Garden with Direct
Access to Communal Gardens and Tennis Court

FREEHOLD
PRICE ON APPLICATION
JOINT SOLE AGENTS





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Molyneux Street W1 £2,150,000

Nestling on the west side of Marylebone is this lovely street of predominantly four storey flat fronted houses of the late Georgian style. They offer classical good looks combined with well proportioned and light rooms. This particular three-bedroom house is a fine example of a property that has escaped the zealous modernising hands of the 60s and early 70s and retained the best of its period character and features. Freehold. EPC=D. **Sole Agents**









Join us on Facebook: facebook.com/marshandparsons











Cunningham Court W9 £1,575,000

This bright apartment is situated on the third floor of a sought after mansion block on Blomfield Road. The stylish accommodation comprises a spacious reception room with doors leading out to a large private balcony offering stunning views over the canal, a contemporary kitchen, a master bedroom with an en suite bathroom, two further double bedrooms, a modern family bathroom and ample storage. The property also benefits from lift access and a porter service. Leasehold EPC=D. **Sole Agent.**

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Best Customer Service

Sunday Times Estate Agency of the Year 2013 - Gold (for the 2nd year running!)

Community Champion of the Year

The Negotiator Awards 2013 - Silver

Best London Estate Agency

Sunday Times Estate Agency of the Year 2013 (Medium) - Gold (for the 4th year running!)









New Cavendish Street W1 £1,500,000

A well laid out and charming two-bedroom apartment in one of Marylebone's best streets. If you are looking for an apartment with character and a touch of bohemian Brooklyn style, then this is the property for you. The accommodation includes a reception room with three south facing windows, a separate kitchen, two double bedrooms, a bathroom and a useful study area, which has a full wall of book shelves and a vast storage cupboard. Leasehold. EPC=D. **Sole Agent.**



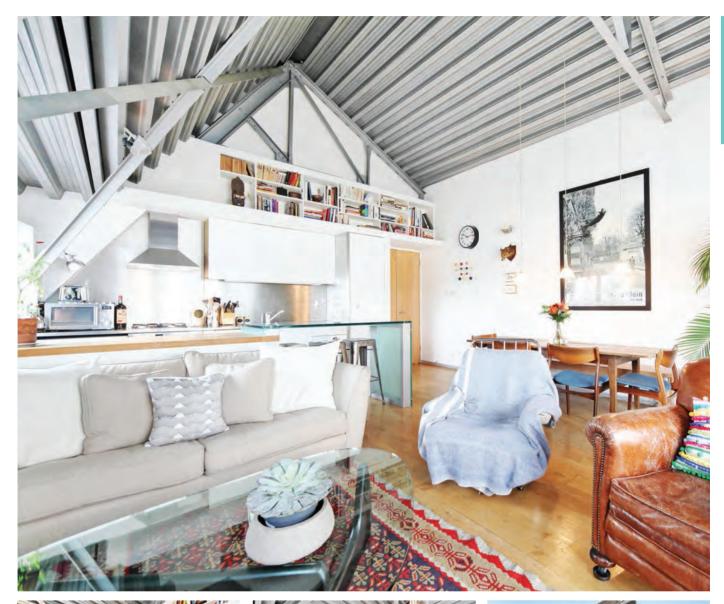


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youtube.com/user/marshandparsons











St John's Wood NW8 £925,000

The Old Aeroworks is a former 1930's Art Deco style factory built by Wallis, Gilbert & Partners, architects of the iconic Hoover building in Brent Cross. This unique two-bedroom lateral apartment has a smart contemporary feel and provides bright and spacious living accommodation. Set in a exceptionally convenient location close to the shops and restaurants of Little Venice and the excellent transport links at nearby Paddington station. Share of Freehold. EPC=E. **Joint Sole Agents.**

