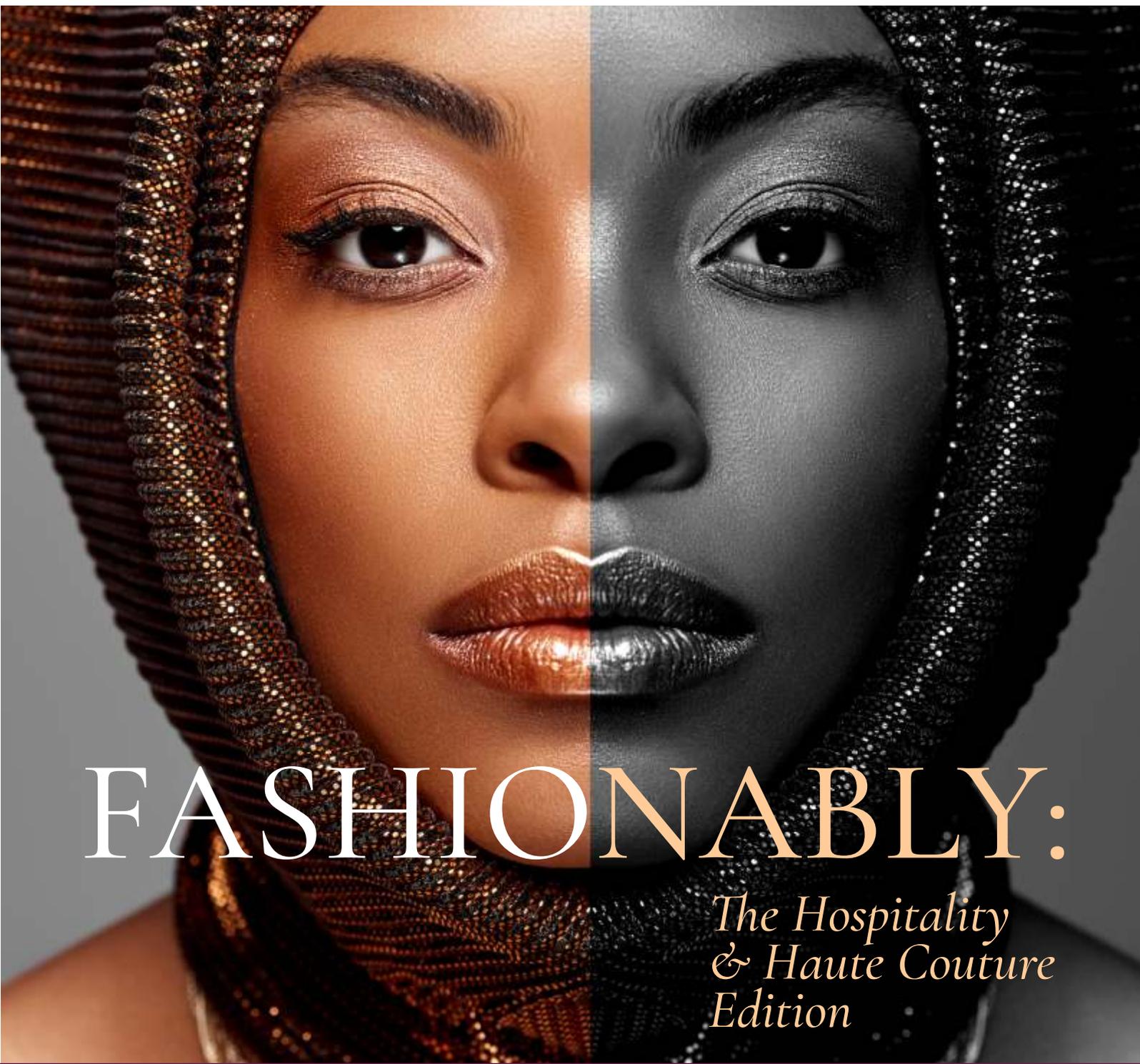


Premium Wealth

NIGERIA'S PREMIER LUXURY LIFESTYLE MAGAZINE

DECEMBER 2019/ISSUE 5

by ARM



FASHIONABLY:

*The Hospitality
& Haute Couture
Edition*

. FASHION . AFRICANART . TRAVEL
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From the Editor

Haute Living

As the year 2019 draws to a close, I take great pleasure in presenting the fifth edition of **Premium Wealth** magazine.

It has been the big, bold year that has so effortlessly and respectfully enabled a mélange of sophisticated style categories (art, fashion and hospitality), thereby blending elements of heritage with a modern identity, and creating something so new, so fresh, so unmistakably haute.

Take modern & contemporary African art. This genre is attracting sustained global interest across six dynamic emerging art capitals – Accra, Addis Ababa, Cape Town, Dakar, Lagos, and Marrakech – on a Continent that encompasses 54 countries, 1.2 billion people, and countless aesthetic traditions. In this edition of **Premium Wealth**, Art Curator, **Ifeoma Dike**, weaves together a psychedelic explosive portrait of African artists – **Isaac Emokpae**, **Enam Gbewonyo**, **Adelaide Damoah** – and their work that is filled with symbolism and meaning.

Next, our feature on iconic couturière, **Lanre DaSilva-Ajayi**, takes on a distinctive angle, going beyond the dramatic patterns, ornate millwork and lavish fabrics and trims that characterise her Victorian-inspired work, to focus on her visionary and leadership qualities which have provoked a uniquely African-bourgeois taste and following, globally.

For those who value the extraordinary, one of Nigeria's most successful real estate professionals, **Sade Hughes** (Managing Director, Mixta Hospitality & Retail), shares prevailing wisdom, and makes a brilliant business case for both home-buyers and investors wanting to tap into the country's hospitality landscape.

Across the softer lifestyle pages, we serve the perfect blend of old-school charm meets new-world elegance, with unique features spanning:

- Gourmet dégustation at London's legendary members-only club, Annabel's;
- The *joie de vivre* of Africa travel, which encompasses a luxury resort in Senegal that boasts healing waters, and the Souks of Morocco;



- An investment guide to the most sought-after **Louis Vuitton** items on the market
- Unforgettable pieces of jewellery, sported by A-List celebrities at the \$4.3 billion **Monaco Yacht Show**;
- **Artificial Intelligence**, pushing boundaries in the fashion industry.

In concluding, all of the staff at **ARM Investments** join me in wishing you an exceptional season, and a brilliant year 2020 – backed by our promise of maintaining a genuine dialogue in our relationships, taking the time to understand your personal ambitions and concerns, and ensuring that your legacy for your family endures.

Kai Orga

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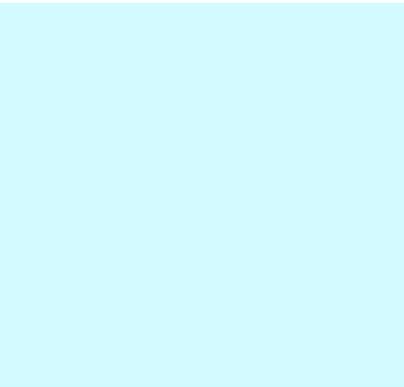
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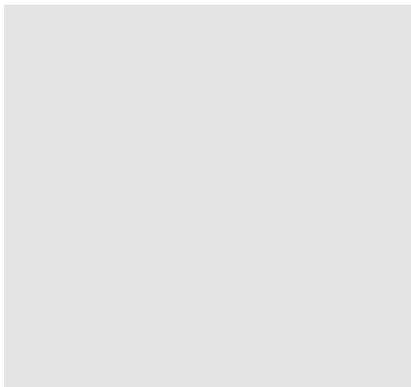
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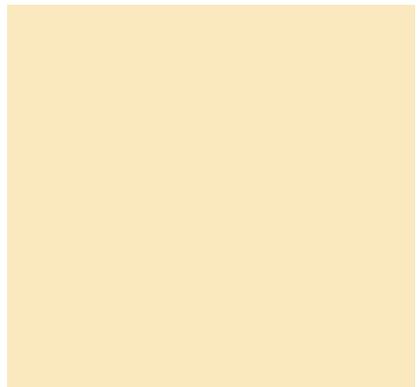
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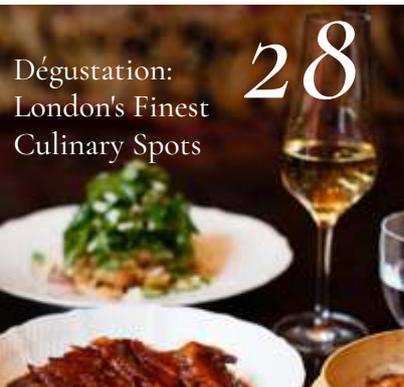


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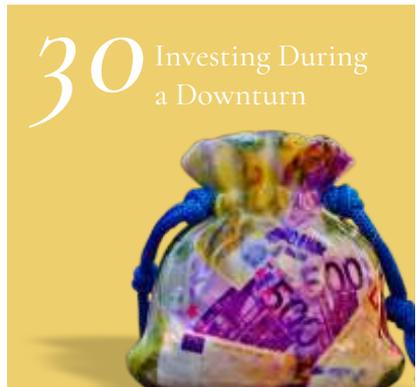


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Couture ▶▶

Re-imagining Retro

Lanre Da Silva Ajayi

Leading in the BUSINESS OF FASHION

When Queen Victoria ascended to the throne in 1837, the young royal represented a new era for regal fashion, and inspired everyone from the court to the common woman. Two centuries later, the extravagance and drama of the Victorian era is definitely still on the agenda. The evidence?

Season after season, Nigeria's eponymous fashion label, Lanre Da Silva Ajayi (LDA), creates head-turning collections, inspired by elements of Victoriana. In this interview, we speak with Ms. Da Silva Ajayi about her leadership of a brand that exudes the unmistakable charm, extravagance, and gothic romance of the Victorian age:

Please tell us your story, especially early influences on your role as a leader and couturière

Being a first-born child, I was raised to be responsible for my siblings, and to set the right examples for them to follow. This invariably made being in charge and in control second nature to me.

Before leaving Nigeria to study in the UK for higher degrees in both Business Administration and Finance, I had acquired basic sewing skills, thanks to my mother. She had a huge influence on me, and had insisted that I learnt how to make very simple items of clothing, such as aprons.

Whilst abroad, I continued to pursue a passion for fashion, attending short courses, during which I developed an affinity for vintage clothing. I absolutely loved going to Portobello market in London, as well as the London Vintage Fashion, Textile and Accessories Fair at Hammersmith.

The fashion bug stuck, and in 2005, the LDA brand officially took off. Incredibly, we are now in our 14th year.



LDA Collection @GTBank Fashion week, November 2019.
Photo credit: Kola Oshalusi @insignaonline

Couture ▶▶

Leadership skills: The Harvard Business Review has talked about six fundamental skills every leader should have, one of which is “shaping a vision that is exciting and challenging”. What was your original big vision for LDA, and how does it compare to the successful business you run today?

The undisputable vision for the LDA brand has always been to create masterpieces that every beautiful and discerning woman, of every body type, would love to wear. This turned out to be both an ambitious and challenging vision, seeing that Victorian clothing is designed to slim the waist and give the illusion of a bigger bust and curvier hips (which made the corset a Victorian style staple).

“The LDA Brand continues to be a master of their craft, which firmly places us in the consciousness of ladies around the world as the destination for beautiful, regal, statement clothing”

However, through the years, I have successfully designed enough clothes for so many clients of various body types, and now have a solid understanding of how best to enhance the female form, regardless of body shape or size. Overcoming this seemingly simple challenge has enabled us to keep true to the vision, and today, the experience I have acquired is second to none.

The LDA Brand continues to be a master of their craft, which firmly places us in the consciousness of ladies around the world as the destination for beautiful, regal, statement clothing.

Imbibing Innovation: What part does innovation play in your everyday business?

As regular followers of fashion will attest, my passion for the fashion industry is evident in the ingenuity of our work, which is driven by creativity and a deliberate attempt to be innovative by being distinctive.

Right from inception, the brand has set itself apart from others by projecting the richness and opulence of Victorian era-inspired couture. The Victorian influence has shown up on our catwalk pieces in a variety of edgy styles and accents: high-necked pieces with ruffles and lace-up details, voluminous sleeves, luxe and tactile textures, vivid hues of bold and extravagant colours, exquisite or moody lace, and corsets, to name a few.

As a result of producing resplendent collection after collection, the LDA brand has maintained its identity as the go-to fashion house for exclusive and enduring pieces.

LDA Collection @GTBank
Fashion week, November 2019.
Photo credit:
Kola Oshalusi @insignaonline



The Way Chief Executive Officers Lead:

Autocratic, transactional, delegative, democratic or participative. Every CEO has their own peculiar leadership style(s). What works for you, and how has it helped your company develop a team of great people to carry out the company strategy?

I operate my establishment by being a democratic leader. My members of staff are carried along in the decision-making process, and this makes them enthusiastic, happy, and forthcoming with new ideas and strategies for the improvement and growth of the company. Hard work, commitment and diligence are rewarded with bonuses, raises and singling out employees for recognition.

The Discipline of Building Brand Character:

Some brands are serious, or even sombre, and some are whimsical, fun, or like classic sages. What is the LDA brand character, what is the importance of consistently projecting that character, and how have you sustained it over the years?

The LDA brand is versatile, dynamic, and unique, and caters to the needs of all women who desire to stand out, as well as feel and look their best. A signature LDA piece is instantly distinguishable for its rich texture, style, boldness, beauty, and fabulosity. Year after year, the LDA marque continues to be a force to be reckoned with in the fashion industry by pushing the envelope.

“I operate my establishment by being a democratic leader”



LDA Collection @GTBank
Fashion week, November 2019.
Photo credit:
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The Spectacular Rise of AFRICAN ART

Contemporary Art of African origin is certainly attracting global attention.

In Sotheby's fourth dedicated African Modern & Contemporary Art auction in London (April 2019), the entire 75-lot auction sold for £2.3 million (US\$3million), and created 11 world records achieved for African artists. Among the record-breaking works was a Morocco celebration painting, "La Sortie du Roi" by Hassan El Glaoui, which sold for £110,000. According to Sotheby's, 96 per cent of the works were presented at auction for the first time, with buyers from the African continent representing 70 per cent of sales (in terms of value, not lots).

"This field is still so unexplored", says Ifeoma Dike, Creative Influence and CEO of IDDUK who, over the next pages introduces talented African artists **Adelaide Damoah**, **Isaac Emokpae**, and **Enam Gbewonyo**.

Ms. Dike should know. Her company, IDDUK, is an innovative art advisory and brokerage company, specialising in bringing eclectic collectible Art from Africa to the forefront of cultural globalisation. She advises top auction houses, philanthropic foundations, galleries and art fairs around the world, and also supports large corporate and private clients, including high net worth individuals who are creating collections that are valuable and representative of the best visual arts talent in Africa today.



Ifeoma Dike
CEO, IDDUK

*"Sotheby's fourth
dedicated African
Modern & Contemporary
Art auction created 11
world records achieved
for African artists"*



Textile & Performance Artist ENAM GBEWONYO

Enam Gbewonyo (b.1980) is a London-based, British-Ghanaian artist whose practice uses the tactile and immersive mediums of textiles and performance to investigate issues of identity, womanhood, humanity and sustainability.

Gbewonyo's enchantment with textile-making began as a little girl, during a visit to a small weaving community in her ancestral home of Eweland (Ghana) where the craft is intrinsic to the tribe's way of life, forming part of their storytelling, ceremony and celebration.

Notably, the essence of Enam's piece 'The Oculus-The Third Eye' (an installation of intertwined swatches of nude tights) has been captured succinctly by the **New York Times** as follows:

"Women's hosiery is, of course, an emblem of femininity: Its physical qualities — stretchy until it inevitably rips apart — underline the notion of women as both strong and fragile".



*The Oculus-The Third Eye 2019, handknit tights 208 x 271 cm
(available by commission as a scaled wall hanging on canvas)
£12,200*

Ms. Gbewonyo has exhibited with galleries and institutions all over the world, and in 2015, founded the British Female Artist Collective, which serves as a platform for supporting emerging black women artists.

enamgdesigns.com



Performance Artist ADELAIDE DAMOAH

Adelaide Damoah is both a painter and performance artist of Ghanaian descent who often uses body printing techniques as the starting point for her work. In the studio, she combines body prints with text and found photographs to create pieces which tell personal stories of the past and the present.

Themes of particular interest include gendered subjectivity, sexuality, colonialism and spirituality. Damoah initially studied Applied Biology at Kingston University in Surrey (England), graduating with honours in 1999. But her career in the pharmaceutical industry was cut short following a diagnosis of endometriosis. While convalescing, she turned her attention to art. Of her work, Damoah says:

“I am interested in generating a spontaneous communi(cati)on between myself and an audience using a performance in which I function as a channel by which a recorded history of what was previously known, but became unknown in the past, becomes uncannily known again in the present, only to become unknown again at the end of the performance.”



Rebirth of Ama. 2018.
Mixed media on canvas 400 x 300 cm (157.5 x 118.1 in)
£29,000



Visual Artist ISAAC EMOKPAE

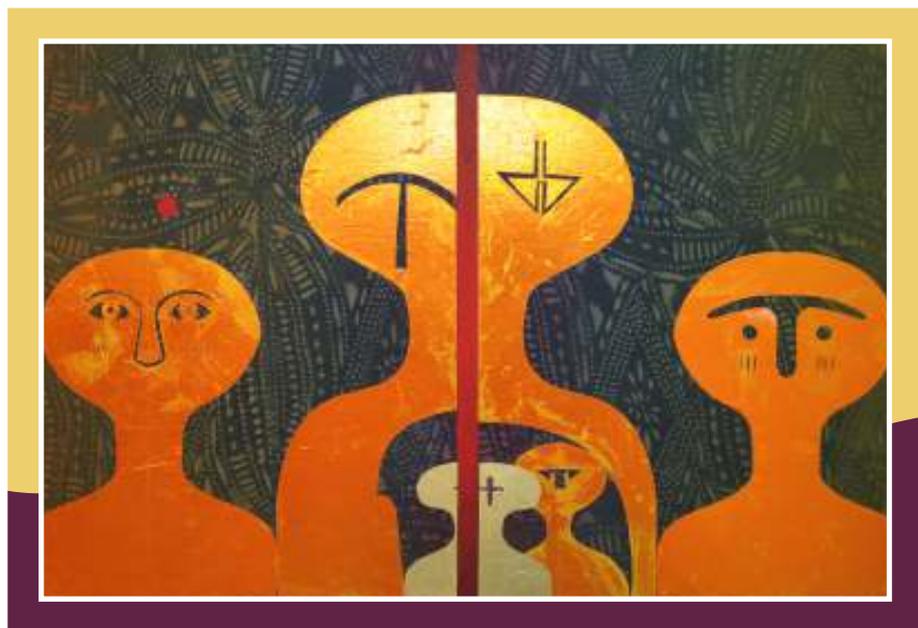
Award-winning, multi-faceted

visual artist, Isaac Erhabor Emokpae, is personally motivated by a fascination with duality and how it is expressed through his faith (Christianity) and culture (the Bini tribe of Nigeria).

Having studied Visual Arts under the tutelage of Professor Abayomi Barber at the University of Lagos (Nigeria), Emokpae honed his skills as a painter, churning out works primarily in expressionism and surrealism art movements

Painter, photographer and poet who has exhibited across continents, Isaac's work process starts with written personal introspection

based on a single topic – either an emotion or a concept such as joy or victory, hate or freedom. Once his ideas have been channelled as writings, poems or a musing, he paints them into whatever style best suits the final vision.



'What Divides Us, Unites Us'
Mixed Media. © IEP/Youtopia 2019



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Travel Senegal ▶▶

Africa's Own Riviera BLUE BAY BEACH RESORT

Senegal, where the sands of the Sahara splash across the Atlantic coast, is a blend of cultures evocative of Morocco and the Caribbean but with its own distinct flavours. Dakar, its capital city is on the verge of becoming the world's next global meeting place, what with a new international airport and advanced plans for a nearby state-of-the-art super-city.

For a country that bears a strong colonial French influence, Le Lamantin's Blue Bay Beach Resort is a vacation spot not to miss. Situated in the seaside town of Saly – where wealthy Dakarais spend the weekend to get away from the capital – members of Africa's jet set flock to the Resort to unwind and de-stress.



Blue Bay Beach is a completely solar-powered resort, consisting of 10 rooms only, with a private swimming pool, Jacuzzi directly on the beach, and a dedicated butler on call 24h/24h. Ocean views, ample pools, and a dedicated spa are also on the menu of pleasures to be enjoyed.

lelamantin.com/en/blue-bay-beach



INVESTMENT OPPORTUNITY:

Résidence Gorée: Luxury apartments in Cap Manuel (Senegal), with views of Gorée Island
mixtafrica.com/section/senegal/real-estate/residence-goree



Healing Waters, Opulent Luxury

VICHY CÉLESTINS SPA HÔTEL, CASABLANCA

Opening its doors in 2018, Vichy Célestins Spa Hotel Casablanca is an elegant and contemporary 5-star hotel, fronting the Atlantic Ocean on the coast of Morocco.

Located in Bouznika, between Casablanca and Rabat, and 45 minutes from Casablanca International Airport, Vichy Célestins Spa Hôtel offers 130 rooms in a modern and refined luxury setting.

This property also houses Morocco's first Vichy Wellness Clinic, which serves to reinforce the country as a wellness tourist destination.

The majestic 3,000 m² Vichy Spa is the biggest wellbeing centre of Northern Africa, and is managed by the famous French Vichy Wellness brand, where treatments are based

mainly on natural Thalassotherapy. The signature trilogy treatment is a Vichy classic that dates back to 1896 in the renowned French spa town, where thermal waters have been used for their healing and therapeutic properties for centuries.

Other facilities include a large indoor pool, a functional re-education pool for Aqua Move classes, a well-equipped gym, hydrothermal area, yoga studio, and a Cryotherapy® room. Two large outdoor pools complete the Spa facilities.

For those wishing a more active holiday, the Resort is attached to a new 18-hole golf course with a vibrant club house for guest meals.

Two restaurants on the property - international and dietetic – are manned by a Chef, trained in Vichy

vichycelestinscasablanca.com



who proposes a healthy cuisine using Vichy Célestins mineral water and low temperature cooking to skilfully produce the ultimate traditional Moroccan and European dishes.

The focus at Vichy Celestins is on health, wellbeing and luxury. The peace and tranquility so carefully concocted at this facility is unmistakable, and a welcome respite from the endless buzz of city life.



MOROCCO: OTHER PLACES TO VISIT

Marrakesh Medina - The Souks

The traditional Arab markets (or souks), of the Marrakech medina are globally recognised for their exotic and timeless experience. Souks are organised into traditional commodities. There are souks for antiques, wools and silks, crafts, condiments and even musical instruments.



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Managing Retail Hospitality

Sade Hughes

Hospitality ▶▶

Sade Hughes holds the position of Managing Director at Mixta Hospitality & Retail Limited, where she oversees the investment, development and asset management activities of ARM group's interests in hotels and malls. She brings outstanding gravitas to her role, following 11 years as CEO of Briscoe Properties Limited, and a 16-year career, as an architect with Design Group Nigeria Limited. In this interview, Mrs. Hughes shares some of the attractive real estate investment opportunities available within the hospitality and retail sectors in Africa.

Please tell us a bit about yourself, and what keeps you coming to work every day

I trained as an architect at the university of Lagos, have a certificate in interior design from the KLC School of Interior Design (London, UK), and I am an alumnus of the Harvard Business School. I speak English and Yoruba fluently, and can converse in French – all of which I consider quite an asset in the job that I do.

Self-motivation and accountability are my watchwords, and form the basis of what I do every day as a professional. The things, therefore, that make me show up each morning at work include the gratification that comes from dealing successfully with new challenges, and the sense of accomplishment that follows the completion of a project – from conceptualising and planning, right through to the finished, tangible product.

Being so focused on quality control means that I am also a hands-on type of person, directly motivated by execution and seeing the results of my efforts translate into an operational physical reality that is used and enjoyed by many.

I am driven by accomplishing greater success for the organisation, and for personal growth.

One of my greatest achievements is certainly being able to combine my duties as a wife and mother with the ever-growing career responsibilities that confront me.



“Self-motivation and accountability are my watchwords, and form the basis of what I do every day as a professional”

What is the business case for hospitality offerings in Nigeria?

With a population of approximately 190 million, it goes without saying that Nigeria is a key market, and her economy remains one of the strongest in Africa. Although Nigeria still relies on oil as its main source of foreign exchange earnings and government revenues, the Services industry (hosting the Travel & Tourism sector) has emerged as a significant area.

Hospitality activities generate revenue for local economies directly when tourists and business travelers spend money in hotels, restaurants and entertainment venues. These activities can also stimulate the building of infrastructure such as roads and public transportation, and influence the growth and patronage of the airline industry.

The domestic economy is the key driver of tourism in Nigeria, with close to 97% of leisure tourist spending



generated by domestic travelers. In 2018, the Travel and Tourism sector accounted for 1.9% of total GDP as a direct contribution, and 5.1% as a total contribution to Nigeria's GDP. In monetary terms, this translates to N2.298 billion and N6.205 billion respectively.

Also of critical importance are the jobs created by the industry, directly generating 1.2 million jobs (or 1.8% of total employment in 2018), and this is expected to rise by 4.7% in 2019 to 1.276 million jobs. The total number of jobs created in 2018 - both direct and indirect - was 3.3 million, which represents 4.8% of total employment, and with a 3.4% rise forecasted for 2019 to 3.427 million jobs.

One noteworthy development is the increase in the number of international arrivals to Nigeria. Unlike in 2016 where the country recorded a low influx of international business tourists due to certain security issues, the country welcomed 1.065 million international tourists in 2018, generating over N278 billion in revenue.

Nigeria also remains an attractive market for international hotel brands because of its large economy. Sheraton, Best Western, Hilton, Radisson, City Lodge, Tsogo Sun and Sun International are among the major international brands that operate hotels in Nigeria. Over the past five years, the total number of available rooms rose a cumulative 21%, and an additional 30% increase in available rooms is expected over

the next five years. Hilton, Marriott, Westin, Sheraton, Radisson and Best Western are some of the international brands scheduled to open new hotels in Nigeria during the next five years.

“The domestic economy is the key driver of tourism in Nigeria, with close to 97% of leisure tourist spending in Nigeria being generated by domestic travelers”

Customisation. The Harvard Business Review famously tells us that the best luxury services are customised, not standardised. What is the unique charm of the Lakowe Lakes Lodge and Spa Resort that beats anything one can find abroad?

Lakowe Lakes Golf and Country Estate is an exclusive upscale, purpose-built destination where discerning residents and transient guests stay, play, work and rejuvenate. It has a unique charm that matches and indeed oftentimes beats the ambience of any similar

Hospitality ▶▶



The charming Balinese-inspired cottages at Lakowe Lakes offer luxurious tranquility

facility anywhere in the world. Unsolicited comments from our well-travelled guests liken Lakowe Lakes to their experiences in Bali, Thailand, Malaysia and the Caribbean.

A unique nature-inspired eco-haven amidst natural reserves and man-made lakes; as well as being a high end corporate retreat destination, Lakowe Lakes is an environment that lends itself naturally to serenity and escape, away from the everyday.

The stunning 18-hole championship golf course offers a wellness experience that is currently unmatched in West Africa.

The Corporate Lodge at Lakowe Lakes offers top-end meeting facilities in comfortable and well-appointed conference rooms that seat from 10 to 150 persons. The great outdoors set amongst pristine golfing greens provide the perfect location for team building activities.

Individual attention and a personalised service is given to each and every one of our esteemed guests, making Lakowe Lakes an exquisite wellness destination from which you emerge refreshed, rejuvenated, and ready once more to face the world.

“Unsolicited comments from our well-travelled guests liken Lakowe Lakes to their experiences in Bali, Thailand, Malaysia and the Caribbean”





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Unforgettable The Best Watches at the Venice Film Festival 2019

There is no occasion as glamorous as a film festival. And celebrities did not disappoint at this year's 76th annual Venice International Film Festival. Here are highlights of the most dazzling and unforgettable jewellery pieces from the red carpet.



Panthère De Cartier

Worn by: Hollywood star, Meryl Streep, known for the movie, 'The Devil Wears Prada'
Details: Ref. WGN0008 in yellow gold, small size
Price: 20,300€



Jaeger-LeCoultre Reverso One High

Worn by: Italian actress, Alessandra Mastronardi (star of "I Cesaroni")
Details: Ref.3363490. Diamond-set with 250 baguette-cut diamonds, designed to celebrate the Art Deco aesthetic.
Price: 275,000€



Jaeger-LeCoultre Reverso One Duetto Jewelry x Harrods

Worn by: Influencer, Julia Haghjoo
Details: Ref. Q336 22 01. An exclusive edition that recalls Art Deco with 460 diamonds, a very special bracelet and two unique dials. Especially made for the historical retailer Harrods
Price: Approximately €60,000

Jewellery Gentlemen ▶



Patek Philippe Aquanaut

Worn by: Italian professional motorcycle racer, Andrea Iannone
Details: Ref. 5167R in rose gold, with a classic rubber strap
Price: 45,000€



Patek Philippe Nautilus 5711/1R

Worn by: Singer, Federico Lucia, a.k.a. Fedez
Details: In rose gold with a custom diamonds set
Price: 49,160€ (5711/1R without diamonds); Over 90,000€ for the resell; For a diamond set version like this one, something between these two prices



Breitling Premier B01 Chronograph 42 Norton

Worn by: Famous actor, Brad Pitt
Details: Ref. AB0118A21B1A1, with the typical steel bracelet. Classic and modern watch.
Price: 8,090€.



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AFRICA

Luxe Collection

4 TIPS FOR THE PERFECT LOUIS VUITTON PIECES

Louis Vuitton revolutionised the luggage and handbag industry, with original pieces selling at auction for thousands in hard currency. Having become statement pieces as well as collectors' items, we present a detailed guide for investing in some of the most sought-after Louis Vuitton bags and trunks on the market.

01 *Travel items remain bestsellers*



A rare, aluminium explorer trunk, Louis Vuitton, 1892. 75 w x 43 h x 42 d cm. Sold for £162,500 on 12 December 2018 at Christie's in London

02

The bags don't just look good — they're designed to be highly practical

A rare, white monogram Graffiti Boîte Chapeau hat box PM by Stephen Sprouse, Louis Vuitton, 2001. 30 w x 28 h x 16 d cm.

Sold for £8,125 on 11 June 2019 at Christie's in London



03 *Limited-edition show bags (runway collection) are highly sought after*

A limited edition Eye Love monogram canvas Eye Need You Sac Rabat by Takashi Murakami, Louis Vuitton, 2003. 31 w x 18 h x 9 d cm. Sold for £4,375 on 11 June 2019 at Christie's in London

04

Pieces made from crocodile, alligator, ostrich and snakeskin are the pinnacle of the collector market



A shiny light pink crocodile Alma BB with gold hardware, Louis Vuitton, 2013. 24 w x 18 h x 11 d cm. Sold for \$4,375, 5 Dec 2018, Online



Ametsa's Cornish hake in Salsa Verde, with clams

Dégustation London's Finest Culinary Spots

Considered a definite hotspot for dining, London has perfected the art of taking delectable pieces of world cuisine, and giving it a British edge. The city is awash with high-class gourmet restaurants, and is becoming an epicentre of great food. We share with you some of the local culinary gems that offer precise attention to detail, perfect execution, and exceptional service.

AMETSA

Few people know that hidden just metres from the embassies and high commissions of Belgravia lies one of London's most desirable Michelin-starred restaurants, Ametsa. Ametsa brings the world-famous flavours of Spain's San Sebastián (or Donostia to the Basques) to London, combining the techniques of the Basque Country with British seasonal ingredients, to create a selection of light tapas-style dishes and heartier sharing plates. The result is a relaxed dining experience for everyone to enjoy, lunch or dinner.

comohotels.com/en/thehalkin/dining/ametsa

PARK CHINOIS

Inspired by the jazz clubs of 1930s Shanghai, there is nothing else quite like luxury Chinese restaurant, Park Chinois, located in London's Mayfair district. The plush space offers live entertainment reminiscent of the glamour of Shanghai supper clubs. Bold Chinese cuisine, an extensive cocktail list and a mischievous cabaret make for a unique experience. On the ground floor, the elegant dining room of Salon de Chine serves innovative Chinese dishes in lavish surroundings. Or follow the winding staircase to Club Chinois for dinner, entertainment and dance. The team behind the restaurant have also recently opened an all-day brasserie called Moncks of Dover Street.

parkchinois.com



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At the heart of Lakowe Lakes Golf and Country Estate is a new and exclusive form living called the **Villa Bella**, a unique piece of sheer luxury enclosed by privileged views of the golf course.

F E A T U R E S



Four bedroom villa with large windows that maximize views of the outdoor



Access to privileged* views of the golf course.



Master bedroom with private study and walk-in closet



Choice of a pool* and external wood decking finishing for entertainment of guests.

*Items not included in basic delivery specification and subject to availability

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Investing during a DOWNTURN

The United Nations Conference on Trade and Development -(UNCTAD) has described 2019 as the year that would generate the weakest expansion in the global economy since 2009 – thanks to the U.S.-China trade war, high corporate debt, the threat of a no-deal Brexit, and consumers losing their own bullishness. As a global recession in 2020 looms,

Downturns lead to layoffs and other economic hardships. In these times, people look for lower cost housing, with downsizing causing an increase in demand for apartments. Because shelter is a basic need, those invested in commercial multi-family real estate become uniquely positioned to benefit in both recessionary and non-recessionary environments.



Commercial multi-family apartments are good investments in a recession

Financial Advisors may focus on two investment strategies available to affluent investors:

- **Lockups and larger returns:** One is the endowment model, a push to increase allocation in private investments, such as Real Estate. Commercial real estate is one of the best investments in a recession, but not all classes of real estate do well. In fact, one stands out head and shoulders above the rest - Commercial Multi-Family Real Estate

In a slow economy, consumers cut back. That decline in spending negatively impacts retail sales. Businesses go under leading to a softening in the office and industrial markets. New development (construction) slackens as well.

“Commercial real estate is one of the best investments in a recession, but not all classes of real estate do well. One stands out head and shoulders above the rest - Commercial Multi-Family Real Estate”

DOWNSIDE: In exchange for higher expected returns on this private investment, investor funds are tied up for a number of years (lockup period).

- Liquidity and historical returns:** For capital preservation and to generate a steady stream of income, a more traditional but tried and true strategy is a modified **60/40 investment portfolio**, which is split between equities (especially core sector stocks) and fixed income (cash equivalents like money market Certificates of Deposit, Bankers' Acceptances, Commercial Papers), or short-term and immediate-term bonds. This portfolio type offers proven returns and greater accessibility. In a recession-like environment, one of its selling points is its liquidity compared with that of the endowment model.



Tolerance and preference

Investors will recognise the benefits of keeping cash or near-cash investments on hand for meeting short-term needs, but also agree that they will require better-than-cash returns to meet ambitious long-term goals, such as a secure retirement and even intermediate-term goals like university tuition fees

Whether it is external market forces or a personal financial emergency, it is important for investors to design a portfolio that helps them weather a financial downturn. While each investor's allocation will differ based on their needs, a diversified portfolio of equities and fixed income, with an appropriate cash reserve for the shortest-term needs, can best help investors reach their goals.

“ In a recession-like environment, one of the selling points of a 60/40 investment portfolio is its liquidity ”

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Living ▶▶

Exquisite Annabel's WORLD'S TOP MEMBERS' CLUB



Breakfast at the garden courtyards is laid with mismatched silver pieces and chinaware in bright colours, stamped with an Annabel's crest.

Located in London's Mayfair district, and arguably one of the most elegant clubs in the world, Annabel's of Mayfair – a Birley Club – has a global reputation founded over the past 56 years on superb service, exclusive ambience, first-class cuisine and unparalleled entertainment.

Richard Caring, who bought the business for close to £100m from the late Mr Birley in 2007, closed the original Annabel's bar and nightclub, opening a new all-day outfit in 2018 in an extravagantly refitted Grade 1 listed Georgian townhouse two doors away.

“We wanted the entire club to feel like a fantasy, dressed to impress as though it were hosting a fabulous house party,” says Martin Brudnizki, the interior architect commissioned by entrepreneur Richard Caring to create the new Annabel's, a maximalist, opulent 21st-century version of the legendary Mayfair nightclub.

Annabel's welcomes corporate clients, charging £1m per person for six employees to be lifetime members. The charge compares with up to £2,750 a year for an individual, who must be proposed by an existing member and vetted by the membership committee.

annabels.co.uk

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Living >>

*Crème de la Crème***4 ESSENTIALS FOR A YACHT VACATION**

Every year, in the month of September, the billion-dollar Monaco Yacht Show unveils the ultimate in design, engineering, and luxury that is available to the sea-cruising ultra-affluent class, the world over. Now in its 29th year, it is the glitziest event on the yachting calendar, and we bring you four eye-catching toys and related accessories from the event:

**Ulysse Nardin Marine Mega Yacht Watch**

Ulysse Nardin's latest sailing model - the mechanically complex Marine Mega Yacht watch. Following the Grand Deck Tourbillon, the Marine Mega Yacht features a 44-millimetre platinum case, and is limited to 30 units, each priced at **£264,400**

ulyссе-nardin.com

**Floating Island**

For owners and guests aboard their superyacht, the FunAir Floating Island can be tethered from the yacht as a cool and luxurious option for lounging whilst out on the open seas

funair.com/products/floating-island

**Red Shark Bike Board**

No gym on board the vessel? The Bike Board is the latest product from Red Shark Bikes that lets you cycle on water. Simply push away from the swim platform and cycle several laps around the boat for the perfect morning workout.

Priced at **2,675 €**

redsharkbikes.com

**Bose Audio Sunglasses**

The new audio sunglasses from Bose provides protection, and can play music, make and answer calls, connect to Bluetooth, pair with your other devices, and is capable of accessing apps including Spotify, Skype or Google Maps. There are currently two frame shapes to choose from: Alto (pictured) and Rondo.

Price: **£199.95**

Bose.co.uk



Freedom to reach your goals

Whether you're an individual investor or a business looking to take things to the next level, the goals you set determine the approach you take.

The right investment solutions give you the freedom to reach your goals, no matter how many or how often they change. That's why we tailor and constantly adapt unique investment strategies to match your ambitions.



Fashion Forward: ARTIFICIAL INTELLIGENCE (AI) TRANSFORMS THE APPAREL INDUSTRY

In June, Amazon announced an AI-powered feature that helps consumers find clothing on its website based on a photograph or screenshot;

Similarly, clothing brand Asos introduced an AI-driven Fit Assistant to help consumers get the right size, first time.

Clearly, As the apparel industry is getting fearlessly competitive and every brand is looking to deliver the perfect fit to retain customers, solutions built by harnessing the power of artificial intelligence can help brands remove major supply chain inefficiency around sizing.

Manufacturing

Artificial Intelligence (AI) and machine learning are transforming the entire fashion value chain as we know it, and helping to improve the manufacturing process. By integrating AI with tried and tested techniques, such as SLOP

Technology ▶▶

(Sales, Inventory and Operations Planning) and taking advantage of predictive analytics and other human learning technologies in conjunction with ERP systems, manufacturers can become better at forecasting and exceeding customer expectations.

Design

When supermodel Karolina Kurkova walked the runway for **Manus X Machina: Fashion in an age of Technology** at the Met Gala 2016', not many people realised that the dress she wore was designed and put together by Marchesa, in collaboration with Watson, IBM's Artificial Intelligence.

The first-ever cognitive dress was more than just a garment covered in three-dimensional LED flowers. It was also an

intelligent piece of work that reacted to online conversation about the event in real-time throughout the night.

Using IBM Watson's Tone Analyser, the garment tapped into social sentiment from Twitter, and changed colour according to five moods: joy, passion, excitement, encouragement, and curiosity. To help Watson decide on the appropriate colour to match each mood, IBM fed the system hundreds of Marchesa images so that Watson could understand and learn the brand's colour palette.

"Please comment on all of my social accounts b/c my dress will react to your emotions!" tweeted Kurkova.

Fashion Forward

In its annual survey of the \$3 trillion global fashion industry, consulting firm McKinsey predicted that while AI didn't hit a "critical mass" in 2018, it would increasingly influence the business of everything from design to manufacturing.

"The first-ever cognitive dress was more than just a garment covered in three-dimensional LED flowers. It was also an intelligent piece of work that reacted to online conversation about the [Met Gala 2016] in real-time throughout the night"





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