

# ELITE LIVING AFRICA



## MAKING TIME FOR BUSINESS AND LEISURE

ULYSSE NARDIN CEO  
ARRIVES IN NIGERIA

FLYING WITH  
AFRICA'S JET SET

EXCLUSIVE INTERVIEW  
WITH ROJA DOVE

LONDON'S HOTTEST  
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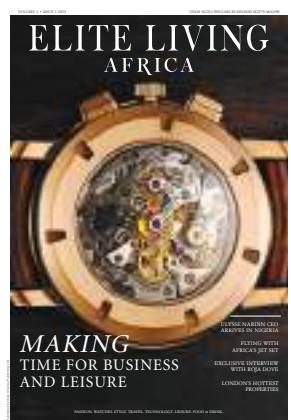




  
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## ...SEARCH FOR ITS SOURCE

A LEGEND FROM THE CREATORS OF CRISTAL



## EDITOR'S LETTER



Sit back, relax and enjoy a warm welcome to the first issue of *Elite Living Africa*, your guide to luxury life. Let our 'International Insider' take you to the best dining and hotel destinations from around the world, including a night club, underwater (pg. 70) and a retreat that will take away all the stresses and tensions of everyday life (pg. 66).

Scouring the catwalk for the latest unique and timeless pieces, our fashion and jewellery recommendations (pg. 33) are sure to bring many compliments to your wardrobe, while you can read about what it is like to play the most extreme golf hole in the world (pg. 74), or test drive the exquisite one-off Rolls Royce Serenity (pg. 55).

As our London special edition we are bringing you the most desirable properties from the city (pg. 86), celebrating master of perfume Roja Dove's arrival in Nigeria (pg. 26) and speaking with wine experts about the brilliance of South African vineyards (pg. 80).

Finally, if you've ever wanted a private jet with a casino onboard, turn to page 72, and see how to make your dreams become reality.

Gemma Taylor  
Editor  
*Elite Living Africa*

*Cover image: Caliber 1141 by Vacheron Constantin. Available from \$52,797.  
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# THE AFRICAN JET SET

Africa's billionaire club is growing faster than that of any other continent, and this growing elite has one, must-have, status-affirming accessory... the private jet.

BY MELANIE MINGAS



(Photo: Anton Akhmatov)



(Photo: Anton Akhmatov)



**A**s the saying goes, style cannot be bought. But if you have anything upwards of \$50m lying around, stylish travel certainly can.

The Middle East and Africa may contribute only 6.1 per cent to the global private jet market, but the jets which reside in the region's airfield hangars could give even Donald Trump's \$100m Boeing 757 a run for its money. From Saudi Arabia to Nigeria, this trend is growing.

Last year, Prince Alwaleed bin Talal Al Saud upgraded from an already renowned personal plane to become the

owner of the world's most expensive private jet. The customised Airbus A380 reportedly boasts a two-car garage, a stable for horses and camels, and a prayer room that rotates to constantly faces Mecca. It is estimated to have cost the Middle Eastern royal more than \$500m.

Not wishing for guests at his Four Seasons hotels to miss out on a chance to experience similar opulence, his co-owned hospitality group unveiled its own, 52-capacity Boeing 757 earlier this year. Designed to take VIP guests on bespoke journeys around the world,

the experience is described as exceeding the needs of the modern luxury traveller, through the integration of Four Seasons hospitality on the ground and in flight.

Africa's wealthiest businessman Aliko Dangote, was one of the first in line for Bombardier's Global Express XRS private jet. A spacious option for long-haul journeys, the interior is lined in a sumptuous leather finish, and it can travel for 16 hours between re-fuels. It was delivered, in 2010, to Dangote in Nigeria – the African nation with the highest number of private jets. ➤



*“As China witnessed only a decade ago, private jets are the first in terms of status symbols to demonstrate the presence and magnitude of new money.”*

## WINGS OF DESIRE

Oil baroness Folorunsho Alakija and American celebrity Oprah Winfrey both have the \$42m Bombardier Global Express XRS, although after clinching the title of the world's richest black woman from Winfrey earlier this year, Alakija may now be looking to upgrade.

Winfrey, however, seems quite content with her choice in travel and was quoted as telling American university students, during a commencement address at Duke University, in 2010, “Of all the

wonderful things that have happened, what really makes me feel successful is being able to use my life in service to someone else’s. It is really fantastic to have your own jet, anybody who says it isn’t lying to you. That jet thing is really good.”

It’s worth noting Bombardier’s other famous fan club members include Jay-Z, who owns a Challenger 850.

## THE NEW JET SET

If ownership of a single jet isn’t making a big enough statement, the options are

upgrade, or, buy more. After all, owning a jet is one thing, owning a fleet is quite something else. When Air Force One lands on the tarmac it doesn’t do so alone. Flanked by a number of security jets, its presence defines the very meaning of “making an entrance”.

African mobile phone tycoon Mike Adenuga owns a Bombardier and, as the occasion calls for, also has the option to fly in his Falcon 7X, said to be valued at \$51m. On the other end of the scale, actor John Travolta owns, and flies, 11 private jets. ➤

➤ It is purchases like this that have helped Textron Aviation boost sales of its business jets Cessna Citation and Hawker by almost half over the last decade. Albeit, these aren't always vanity exercises and are often a business necessity.

Bill Harris, the company's VP of sales, explains, "As well as the ongoing economic development of Africa, demand has been driven in part by the fast-growing natural resources sector. Mining companies often operate in remote locations and Cessna and Beechcraft products enable them to access areas not served by airlines.

"A key factor for additional growth is the continued understanding that business aviation is a valuable tool that promotes more economic growth for all levels of a business," he says.

The reversal Nigeria's plans to introduce a luxury levy on private jets in 2013 has helped, but it isn't the only reason for this boom.

Africa's economy is growing, and with it the number of millionaires and billionaires. Since the millennium, the continent's average growth rate has outstripped the global economic growth rate, buoyed

by everything from increasingly stable politics to external forces, such as commodity prices and foreign direct investment.

As China witnessed only a decade ago, private jets are the first in terms of status symbols to demonstrate the presence and magnitude of new money.

While the Chinese Government's move to repeal its ban on individuals owning and flying jets has helped, a recent survey concluded that China will be the largest business jet importer by 2018. Trend-setting as always, actor Jackie Chan already travels in the Embraer Legacy 650. The country is now home to more than 60,000 people whose assets exceed \$15m and 13 per cent of whom intend to purchase a private jet.

In Africa, the total number of billionaires on the continent may be the smallest of all the continents, but that group grew at the fastest rate in the world between 2012 and 2014; up 81 per cent, according to data from Bombardier.

The trend isn't anomalous. Bombardier data states that approximately 80 per cent of Africa's business jets are in Sub-Saharan Africa, with South Africa and Nigeria accounting for more than 50 per cent of

the entire fleet. The remaining 20 per cent is in North Africa, mainly in Egypt, Libya and Morocco, where jets are often received as gifts.

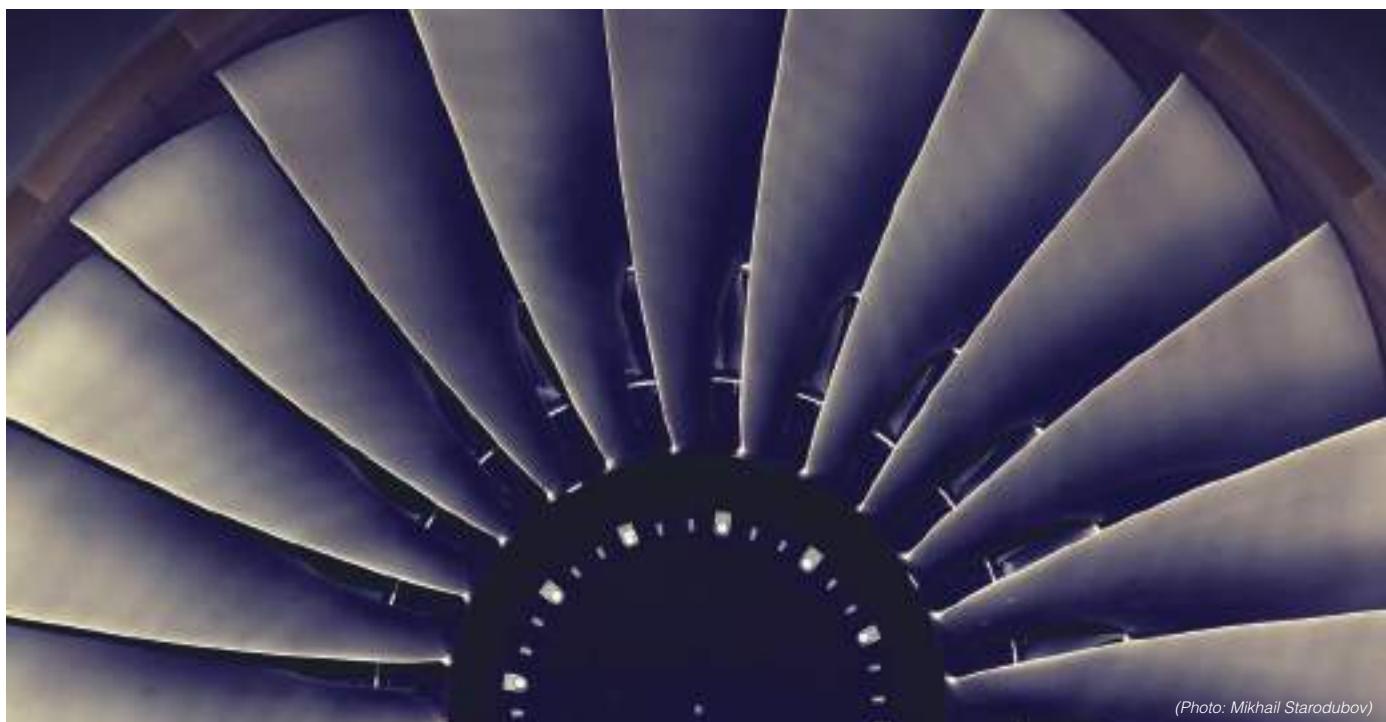
The data predicts Africa will remain an important region for business aircraft deliveries. Between 2014 and 2033, 685 business jet deliveries are expected in the region, with a fleet CAGR of five per cent over the forecast period.

Supporting the findings, Harris adds, "Africa's business jet market is expanding rapidly, particularly in South Africa and Nigeria, but also in some other parts of the continent. The light-to-midsize Citation aircraft family is excellently suited to the needs of many African passengers and aircraft owners, which is reflected in the commanding market share we enjoy in those categories in the region."

With that in mind, it looks like Africa's jet industry is already following in the footsteps of Asia, the Americas and Europe. All that remains is to ensure trade continues on a stable trajectory and the private jet industry will likely continue its take off throughout Africa, in turn providing another boost to the continent's accelerating economy. ♦



*BELOW Private jet technology is ever improving and some models, such as Bombardier's Global 8000, can travel for almost 8,000 nautical miles without refuelling.*



*(Photo: Mikhail Starodubov)*



(Photo: Jordan Tan)

## World Private Jet Market



**US**

49.7 per cent

**Europe**

20.8 per cent

**Asia Pacific**

11.8 per cent

**Latin and South America**

11.6 per cent

**Africa and the Middle East**

6.1 per cent



*ABOVE AND LEFT From luxury seats and onboard casinos, to marble bathrooms and aquariums, the interiors of private jets often accentuate the personalities of their owners.*

## African Jets: A History

**MOROCCO** – The royal family owns an entire fleet, including a 737-8KB, the stretch version of the ubiquitous Boeing 737, which forms the bulk of so many commercial fleets.

**EGYPT** – The government has the use of an A340-200, a gift to its former president, Anwar Sadat, from the Saudi royal family.

**NIGERIA** – The airforce maintained a 737 called Eagle One for former president Goodluck Jonathan, the flagship craft in an extensive presidential fleet, which was said to stretch to 11 jets by the time he left power.

**KENYA** – Travelling in relative humility, president Uhuru Kenyatta travels in popular commercial city hopper Fokker 70; specially customised and with capacity for 26 passengers.

## AROUND THE WORLD BY PRIVATE JET

\$100,000 per person, Four Seasons, [www.fourseasons.com/jet](http://www.fourseasons.com/jet)

*ABOVE* The interior features leather flat-bed seats, which are the work of Italian design Iacobucci.



(Photo: Martin Valigursky)

**T**ime is precious, so when there is a gap in the schedule to holiday with family and friends, it is important to make sure that it is as unforgettable and stress-free as possible. Luxury hotel group The Four Seasons has recently launched a solution in the shape of a sleek black reconfigured Boeing 757, designed to fly successful CEOs and their families around the wonders of the world in style.

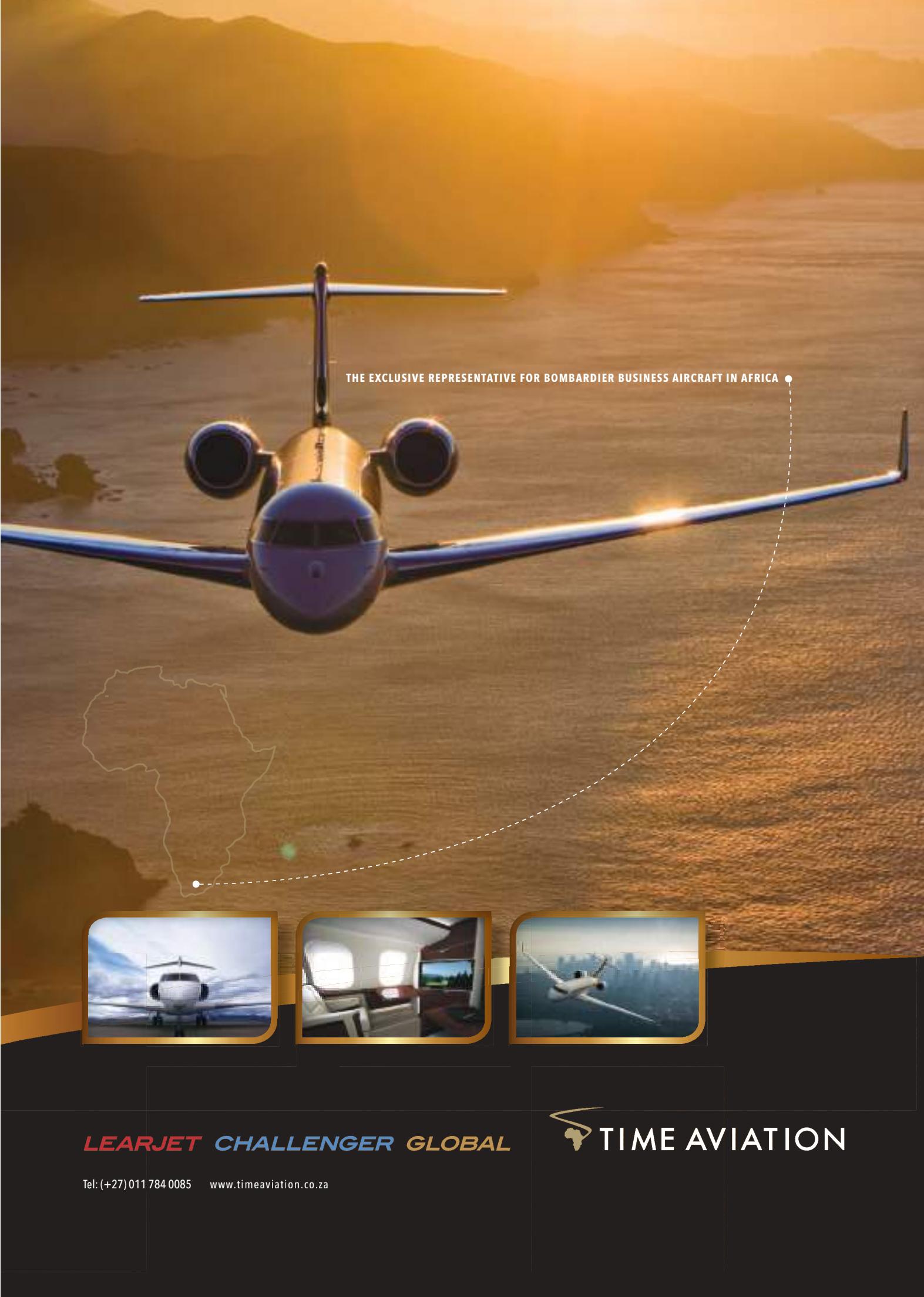
Applying the famous service standards of The Four Seasons hotels at 35,000 feet, at any one time there are a minimum of 21 hotel-trained crew and staff on board, including three pilots, two engineers, a "journey manager" (travel

coordinator), a concierge, and an executive chef. A physician and a photographer may also attend when adventurous itineraries, such as diving the Maldives' coral reefs or game watching in the Serengeti, require it.

A recent trip facilitated a 16-day 'Cultural Escape' tour that saw passengers visit some of Europe's most significant cultural attractions, including Milan's Teatro alla Scala and Istanbul's Hagia Sophia. That particular trip was priced at \$185,000 per person and included all flights, meals and overnight stays. The food is incredible, with menu options such as branzino with lobster and, of course, caviar and Dom Perignon.

A number of packages have been launched for 2016, including 'Timeless Discoveries' a 24-day, around-the-world journey that will visit enduringly popular attractions such as the Taj Mahal and the beaches of Bora Bora, which costs from \$132,000 per person.

The 'International Intrigue' experience begins in Seattle and goes to Tokyo, Beijing, Maldives, Serengeti, Istanbul, St Petersburg, Marrakech and Boston, while 'Extraordinary Adventures' sets off from Austin, Texas and calls in at Costa Rica, Hawaii, Sydney, Langkawi, Mauritius, Serengeti, Petra and Lisbon. This jet, staff and crew are also available for private charter.



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**S**ailing 180 feet of steel on some of the world's choppiest and coldest seas, while in unadulterated luxury, is no mean feat for the Azamanta. Made by Heesen Yachts, in partnership with Van Oossanen Naval Architects, this is the world's first fast-displacement yacht of its size made from steel. The patented fast-displacement hull form allows for greater efficiency of movement through the water at all rates of speed, not just those at the top.

The advanced design allows Azamanta, with a top speed just shy of 17 knots, to motor at 15 knots under the power of its two 1,850 hp engines and to cruise at 13 knots with a 4,500-nautical-mile range. The hull's supplemental ice-reinforcement technology gives the ability to travel through the more extreme latitudes of the northern and southern hemispheres, meaning the world is your oyster.

As a world cruiser, everything is designed to maximise opportunities to appreciate beautiful views, a goal achieved by the use of vertical windows and glass insertions in the



bulwarks. Enticement to take in the surroundings is further enhanced by the nearly 1,200-square-foot sundeck, with a hot tub large enough to double as a live performance stage when covered, and a 750-square-foot owner's terrace that accommodates dining for up to six guests.

The interior is inspired by Metropolitan-style art deco designs from Sinot Exclusive Yacht Design, replete with dark wood and silk fabric that extends through the master suite and the six guest cabins equipped with en suite bathrooms.

Additional onboard amenities include a beach club, gym, and watercraft housed in a forward garage made accessible by gullwing doors.

For those looking for a family-friendly round-the-world cruiser, Heesen Yachts will be exhibiting its various seafaring models at the 2015 Monaco Yacht Show on 23 September, showing alongside 120 of the world's most innovative and exclusive superyachts.

ABOVE AND RIGHT Omega intelligently engineered the superstructure to be entirely free of pillars so there are uninterrupted views of the sea and surroundings beyond.

[www.heesenyachts.com](http://www.heesenyachts.com)  
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## LUXURY LIFE

**Deremi Ajidahun, CEO of Hole19 Group, talks to *Elite Living Africa* about what it takes to succeed in the world of luxury PR and how he is taking on Harrods to encourage consumers in Nigeria to shop closer to home.**

**R**unning a PR and marketing company representing heavyweight brands, such as Versace, Davidoff and Tag Heuer is no mean feat. For more than 20 years, CEO Deremi Ajidahun has been fighting to give these companies a name and presence in the African market. With an unrivalled passion for his field, no one understands luxury like this man.

father passed away my mother abandoned all forms of luxury and this really taught me that so much of this can be mere vanity. Having luxury products or living a luxurious life should not define a person. This takes me to my inspiration of today, my wonderful and beautiful wife, whose soul and character is luxury personified, yet who lives a simple life. She's my inspiration, as are my wonderful children. I watch them in their daily lives and I'm inspired. It was funny, as only this morning my wife told me she had a fixation for luxury sun glasses; I was shocked!

I must also mention the late CEO of Hole19, Yaakov Chai, who was a true pioneer but was never really given the credit because he was seen as a hard businessman. Yaakov taught me to always think outside of the box and to be fearless.

Love is all conquering, it produces passion which in turn produces creativity, and this is what inspires me. I give glory to God; my ultimate inspiration.

**ELA: Where are your favourite places to go in your home town?**

DA: I live and work in Abuja, a young city with the potential to become one of the great cities of the world. It also happens to be the capital city of Nigeria. We don't have plenty of bars and clubs or premium boutiques, restaurants and locations for leisure activities, and that is why I'm in the business of marrying passion and opportunities. I'm not a club goer; done that, got the t-shirt. But my two go-to restaurants are Zuma in the Hilton and Wakkis near my office, a fusion Indian restaurant.

There's a new mall about to be completed on the banks of the lake, which will definitely be popular. We will also have some of our brands located there. I love my golf course; IBB international and country

◆  
*"My mother knew every jeweler and fine boutique on Bond Street, but after my father passed away my mother abandoned all forms of luxury and this taught me that much of this can be mere vanity.*

*Having luxury products or living a luxurious life should not define a person."*



ABOVE AND RIGHT Deremi Ajidahun works with luxury brands across Africa.



ABOVE With a passion for Aston Martin cars, Deremi can often be found going for gold on the race track.

club, one of the best and most beautiful in Africa, and there's no better scene than sitting on the upper terrace of the 10th hole with the amazing Aso Rock looming below you. It is magical.

**ELA: As an international globe-trotting CEO, where is your favorite place to go in the world?**

DA: I've traveled and spent time in so many wonderful places across this globe that it is so difficult to pick; it's like asking me to choose my favorite watch! I love Geneva. I was schooled there; it was home then and has become my second home now. Though small, it's very international and a powerful financial city. It has a bit and enough of everything. And you can never forget the amazing Lac Leman, one of the most beautiful lakes in the world, running through several stunning cities from Geneva, to Evian in France, back to Lausanne, Montreux and more. It's absolutely stunning.

I also love Hamburg in Germany, a relatively small city, but full of vibrancy, entrepreneurship and some of the most amazing culinary secrets in Europe. And of course, you just have to love London, for an endless multitude of reasons.

**ELA: What is your most treasured possession?**

DA: Aston Martin motor cars.

**ELA: What has been your biggest challenge?**

DA: My biggest, ongoing, challenge is winning the minds and hearts of my Nigerian consumers. For decades, they have shopped in London, Paris, Geneva, New York, and now Dubai. They are chronic travellers and the globe is their playground. So how do I now begin to influence them to shop at home? I can confidently estimate that 75 per cent of Nigerian spend is still international; Harrods rates Nigerians as one of their biggest consumers.

It's a challenge I'm yet to overcome, but I'm definitely at the beginning of the process by providing like products in like environments at comparative international retail prices. It's a process and there are many domestic issues to overcome, from lack of premium retail real estate, finding the appropriate workforce, battling the grey market, inflated logistics costs to zero access to adequate financing. And even if you find what you are looking for, the interest rates are extortionate.

**ELA: What advice would you give young people looking to get into PR?**

DA: My elder children are beginning to get into the industry. I tell them it's all about passion, "If you

don't have passion for this get out of it". I encourage them to fully master their brands and products, be fully aware of consistent progress and understand that it's a lifetime of creativity and commitment. It always helps to start working from the bottom, master the ropes with solid international brands. If youngsters have this opportunity, this is the greatest learning curve.

**ELA: Who do you admire and why?**

DA: I admire my younger brother, Afolabi Ajidahun. He is the bravest and most loyal person I've ever met. I admire Roger Federer, pure luxury in motion and Muhammed Ali, perhaps the greatest sportsman of my time. I also admire Jean Claude Biver, Head of LVMH Watch Group. The man is a marketing beast. Once he decides to get his teeth into something, or someone for that matter, watch out!

In this industry how could you not admire the likes of Bernard Arnault, chairman of LVMH, who took a small distribution company and built a \$33.2bn annual revenue empire, and he's not finished yet. There's also Francois Pinnault, chairman of Kering, who took over an empire from his father and has been fearless in radically changing its focus to the luxury world. He has a clear vision. Then there's our very own African giant, Johann Rupert, chairman of Richmont; you've just got to admire this man for the amazing brands he has acquired and built over the years. I only hope in the next few years he's going to champion the luxury retail revolution on the African continent, not just in South Africa.

And there are so many more, but my biggest admiration and love (outside my family) goes to my long-suffering football team, Tottenham Hotspur, for giving me so much passion and hope these past 45 years. It's been a long love affair and I'm still hopeful we're going to win the premiership this season!

**ELA: Where do you see yourself in five years' time?**

DA: With my wife and with many beautiful grandchildren, wonderful family, leading the greatest emporium of luxury brands on the African continent and being courted by the likes of LVMH or KERING. Five years is just around the corner, so I have to remain focused.

**ELA: What is important to you in life?**

DA: To achieve my dreams I must continue to learn to give back to society, remain focused, stay close with God and build on my faith.♦



# DESIGNING SUCCESS

Olakunbi Oyelese, CEO of  
'April By Kunbi'

Fifteen minutes with the brightest and best of Africa's high achievers...



**F**ashion label April By Kunbi is the brain child of Olakunbi Oyelese (pictured right), a graduate of the renowned Fashion Institute of Technology in New York. Inspired by the season of spring, April by Kunbi has been built on the philosophies of newness, freshness and colour.

#### **Elite Living Africa (ELA): How did you get into fashion?**

Olakunbi Oyelese (OO): I've always loved fashion and knew that I'd someday do something fashion related. I worked as the PR manager for an energy drink brand and part of my job was to make sure the ushers and hostesses looked good at all times. I made a lot of fun pieces for them, which always got a lot of compliments. I learnt to sew as I was also quite petite growing up and found it hard to find stylish clothes in my size. I had to shop in the junior section a few times. When I got tired of doing this, I started making my own clothes, and the rest, as they say, is history.

#### **ELA: Who and what inspires you?**

OO: I'm my own muse, so I would only make what I can see myself wearing. I take inspiration from the occasion I am designing for, the weather, season, silhouettes and, most importantly, from the fabric.

#### **ELA: Where are your favourite places to go in Lagos?**

OO: For fine dining, I love Otres and Wheatbaker, their steak is amazing. In my leisure time, I love to spend time with friends, either at the club Spice and Escape, or at home watching a movie or reading a good book.

#### **ELA: Where is your favourite place to go in the world and what do you love about it?**

OO: New York! I studied fashion design at the Fashion Institute of New York and because of my tight school schedule I never really got to enjoy the city I had seen in films. Once I completed my course, it was a different story. I explored the city and loved it. It's my second favorite city in the world. I love New York, especially the shopping. I've been told I will love Paris more, so I will have to visit there soon.



◆  
*It's not easy to step out of a steady income to do your own thing.*

*To be brave enough to do that means you should never give up.* ◆

*April By Kunbi is permanently in stock at Davida Plaza, 31A Admiralty Way, Lekki Phase 1, Lagos. www.aprilbykunbi.com*

#### **ELA: What is your most treasured item of clothing?**

OO: A handbeaded clutch purse I inherited from my fashionista late mother.

#### **ELA: What has been your biggest challenge and how have you overcome it?**

OO: Being able to say, 'no', without feeling bad. I found that I was getting overwhelmed with work because I took on orders I had no business taking.

It's against my policy to disappoint clients, so it meant putting in extra hours. It started to take a toll on my body and my teams. Now I say, 'no', without feeling like I'm disappointing anybody.

#### **ELA: What advice would you give those looking to get into the fashion industry?**

OO: It is not easy and it's not the most glamorous job. There will be days you will question yourself but you have to push through those days. I would say, remember that it is quality over quantity and that well finished clothing items should not be a luxury. Also not everyone has to be a designer, there are so many important jobs that make fashion what it is: styling, window display, illustrators, you name it. Find what you're good at and never stop learning and practicing.

#### **ELA: Who do you admire and why?**

OO: I have a few but I'll say every entrepreneur out there trying to make an honest living. It's not easy to step out of a steady income to do your own thing. To be brave enough to do that means you should never give up.

#### **ELA: Where will you be in five years time?**

OO: That's easy, to be the go-to designer for anything bridal. The April By Kunbi dream is to be a lifestyle brand, from clothing to bedding to silverware. To be featured in *Forbes* magazine, a store on 5th Avenue, stocked at Saks, Selfridges and Co. are things I am trying not to jinx.

#### **ELA: What is important to you in life?**

OO: God, family and April By Kunbi...that's my first baby.◆



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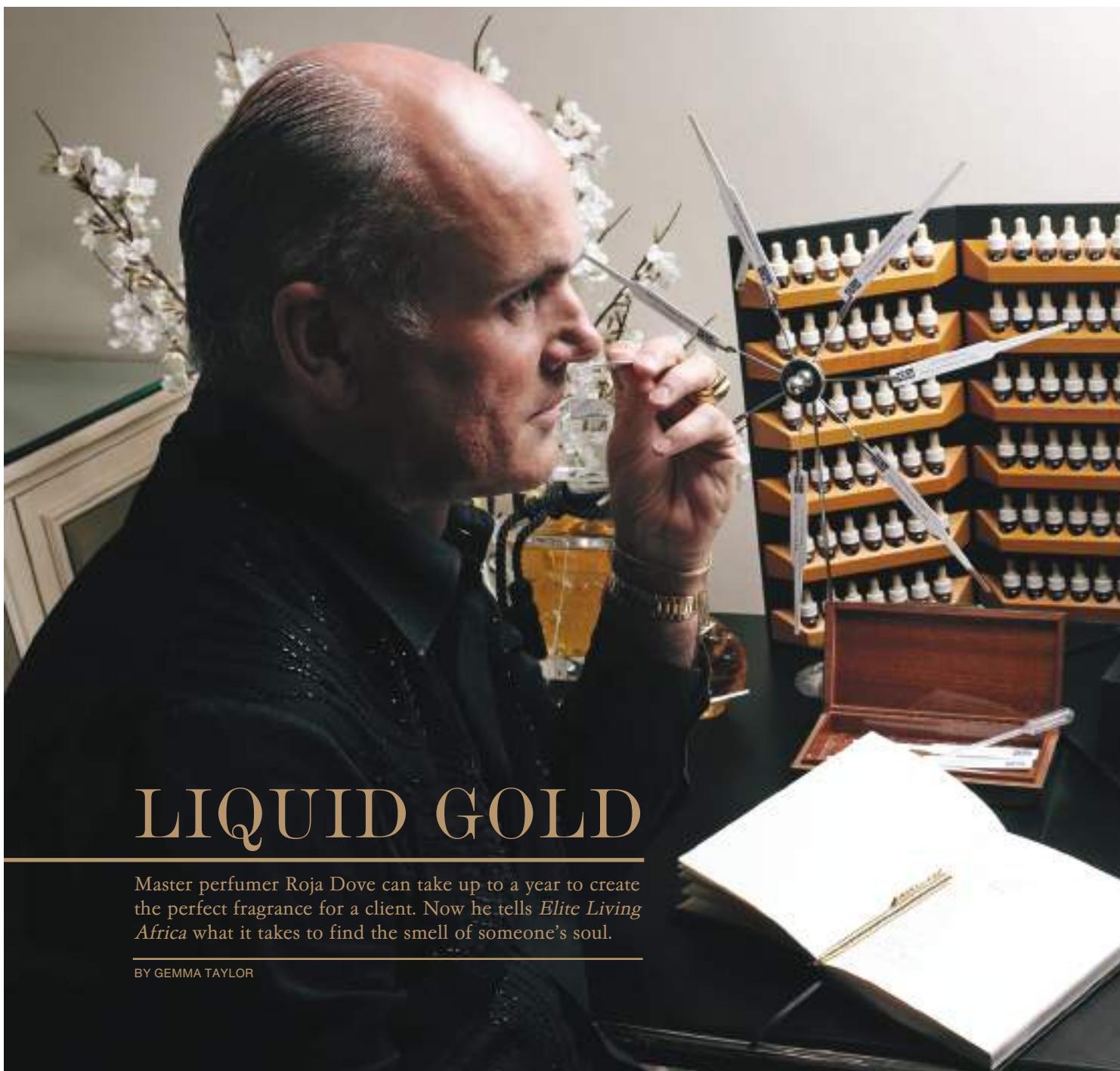
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## LIQUID GOLD

Master perfumer Roja Dove can take up to a year to create the perfect fragrance for a client. Now he tells *Elite Living Africa* what it takes to find the smell of someone's soul.

BY GEMMA TAYLOR

**S**hell is one of the most evocative of all the senses, with the ability to transport you back in time to a warm summer's day or to when you first learnt to swim. For master perfumer Roja Dove, a perfumer is a poet who creates products that weave into his client's memories. These bespoke bottles aren't constrained by advertising budgets or costs and now a Roja Dove boutique has opened in Nigeria, which is the first in Africa to carry a Roja Dove collection.

**Elite Living Africa (ELA):**  
Congratulations on launching Roja Dove in Nigeria. As you work with clients all over the world, do you find that perfumes behave differently in different climates?

Roja Dove (RD): Perfume is affected by heat, sunlight and oxygen. The moment perfumes are unstoppered, oxidisation begins to destroy the more fragile top notes, whilst heat causes the alcohol to evaporate if the seal is loose. Like wine, a natural perfume will continue ageing in the

“Everyone has scent imprints, established when we are very young and these are very telling as to a person's background.”

“People say it's like seeing a psychotherapist, as I form a deep understanding of my client”



bottle, beautifully, as long as it is airtight. Though, it is not always easy, try to retain the integrity of the scent by storing perfume in its box at a consistent temperature of about 6-10°C. A good place to store perfume is in a cold cupboard or a cool drawer.

Different climates can also affect the behaviour of perfume when sprayed onto the skin. The main factor here is heat, as the warmer the climate, the warmer the body becomes. The increased blood circulation heats the skin, which causes the scent to dissipate faster, taking with it the citrus top-notes, which are the first to disappear from a perfume. Perfume worn on a hot day can make the fragrance

ABOVE AND RIGHT Roja is one of the most significant "noses" of this century, famous for his ability to identify more than 800 different scents blindfolded.

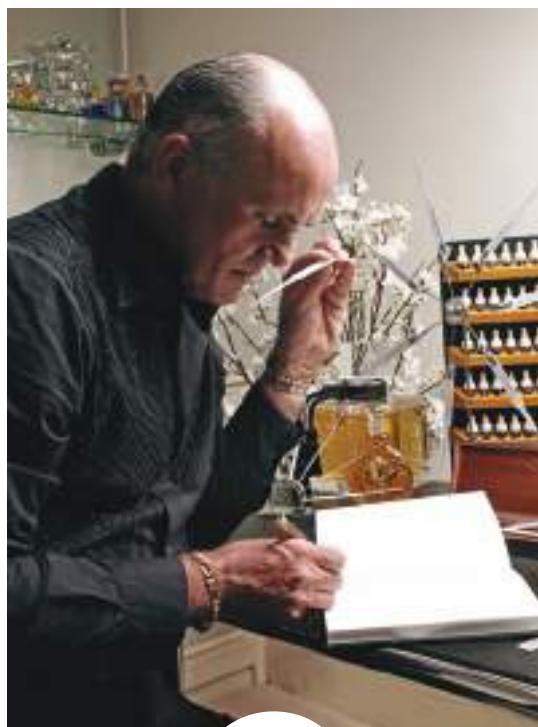
be ever so slightly more intensified, if for a shorter period of time.

**ELA:** For frequent flyers, what is your advice for retaining an air of freshness in different climates?

**RD:** As the temperature rises, to feel refreshed, light, citrusy scents are the perfect quick-fix pick-me-up. Richer, more indulgent compositions produce a comforting and enveloping sensation to guide us through colder months. For those frequently travelling through different climates, who desire that one signature scent, then a light Chypre would be the answer – a balanced blend of light top notes and deep base notes; they sit perfectly in the middle as an ideally transitional palette. If you aren't the type that's fussed by having that one signature scent then carry two perfumes, one for each continent you are on. There are some brilliant smaller-sized perfumes and travel perfume accessories to enable you to do this with ease and, most importantly, style.

**ELA:** When approached by a client, how do you go about designing a scent for them?

**RD:** When designing a bespoke scent for a client, I put them through a process I invented named Odour Profiling®, which tests their reactions to hundreds of raw materials and means I can learn more about their life. Everyone has scent imprints, established when we are very young; these are very telling as to a person's background. People say it's like seeing a psychotherapist, as I form a deep understanding of my client, and find the raw materials that will tell the story of their life. I then compose the fragrance and tweak it until it smells like that person's innermost soul. This process takes between 6 and 12 months. When I create a bespoke fragrance I am creating a fragrance that reflects that person's personality so everything I work from has to come from them. ➤





*"I was asked to create the scent of sex itself for an exhibition at The Hayward Gallery in London, on social attitudes towards sex, from antiquity through the modern era ... Guests were shocked when they were told."*

CLOCKWISE FROM TOP LEFT  
Enigma, \$537 (50ml); Roja, \$3,889 (100ml); Nüwa, \$1,167 (100ml).



**ELA: What are your favourite and least favourite smells?**

RD: My favourite smell, simply put, is my own fragrance. After using Mitsuoko as my signature scent for 30 years, I, one day, found the formula had changed, so, rather than trying to find a new scent, I decided it would simply be easier to create one myself. It took me nine months to complete and I made it using all the ingredients I love the most. After 10 years of people asking me what I was wearing and how they could get it, I decided to share it with the world, so now a small number of bottles exist called 'ROJA: Haute Luxe'.

**ELA: It's a very personal thing to design a scent for yourself - why did you decide to release yours?**

RD: I was recently asked why I waited so long to share it. Of course, it was never created to be shared at all. I had never given, not even a sample of it, to my closest of friends. Somehow, now the time seemed right to share the fragrance that sits on my skin, and possibly runs through my veins. It feels good to let just a little of it go off into the world.

**ELA: Have you ever wanted to make a perfume that replicated someone's natural smell?**

RD: I once created a perfume that really did resemble someone's natural smell. I was asked to create the scent of sex itself for an exhibition at The Hayward Gallery in London, on social attitudes towards sex, from antiquity through the modern era.

I created a scent that was understated but seductive, using hints of raw materials with plenty of indole, a material, we as humans, naturally secrete that can also be found in musk, or in plants such as jasmine. Guests were shocked when they were told that the perfume they were enjoying had been made to smell like a crotch. It wasn't a salacious exhibit, it was more dignified, and certainly had something to say about modern attitudes towards sex. The scent now lives on as 'Unspoken' by Roja Parfums, because it is seductive in a way that isn't obvious.♦

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

*Ingredients worth their weight in gold*

Ambergris	Jasmine	Rose de Mai	Sandalwood	Tuberose
When sperm whales swallow cuttlefish, their respiratory tract and intestine are irritated, which causes the whale to secrete a waxy paste around it, ambergris, in much the same way that a pearl is formed inside an oyster. It is the most costly of all raw materials and worth around 10 times the price of gold.	This takes five million flowers, picked by hand before the sun's strength touches them, to make 1kg of oil. If you think a picker can only reap around 6kg of Jasmine a day, then each kilogram of Absolute requires 200 days of labour.	It takes more than 300,000 roses, grown in Grasse, France, in May, picked before sunrise, to produce one kilo of oil. It costs \$50,419 per kilo, and the entire production of the month is less than a day's production of the Bulgarian Rose. In the last two years, this oil has gone up 40 per cent in price because of poor harvests.	The finest sandalwood, which has highly aromatic wood, comes from India. The tree needs to be aged for a minimum of 30 years before it displays its typical odour, so harvesting it is strictly regulated by the government.	The moment the flower opens, it's no longer of any use, so tuberose must be picked when it's in bud. The flower itself is worth its exact weight in gold and takes some 1,200kg of buds to produce 200g of Absolute. For this reason, nearly all the Tuberose used in perfumery is synthetically replicated.

**SALES CONTACTS**

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Telephone +27 21 434 3517

Website [www.pangiabeach.com](http://www.pangiabeach.com)



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### CRYSTAL STEINWAY PIANO

\$668,144, Goldfinch, [www.goldfinchpianos.com](http://www.goldfinchpianos.com)

This magnificent Steinway piano is encrusted with half a million Swarovski crystals and took six months to build by British bespoke piano company Goldfinch. Renowned for its unique, luxurious and fantastical art pianos, in the past, Goldfinch has created a bespoke piano to match the colours of an RAF fighter plane and a baby grand piano that appears to melt down three flights of stairs. Each one can be installed with self-play 'invisible controls', allowing the piano to 'play itself'.



### PIXEL CABINET

\$30,356, Boca Do Lobo,  
[www.bocadolobo.com](http://www.bocadolobo.com)

Boca do Lobo has mastered the art of statement-making home accessories with this flamboyant piece. Featuring 1088 triangles in a myriad of finishes, including silver leaf, gold leaf and 10 different types of wood leaf, this piece more than packs a punch. The patchwork-look cabinet sits atop a brass base, grounding it with a sophisticated Art Deco look. Inside this amazing piece, Boca do Lobo reinterprets aged mirror and 'capitone', a material and technique almost lost in time.



LEFT More Precious than gold, a piece of the Moon is one of the rarest substances on Earth.

## LUNAR ROCK. NO 1969

\$539,417, TASCHEN Books, [www.taschen.com](http://www.taschen.com)

Limited to just 12 copies, the Lunar Rock Edition of Norman Mailer's MoonFire is designed by Marc Newson. Each book is contained in a case made from a single piece of aluminum, the surface of which is an actual 3D recreation of the moon, and comes with a unique piece of lunar rock. Meteorites from the Moon are exceptionally hard to find and there are fewer than 70 lunar meteorites known, with a total combined weight of approximately 55kg, making them millions of times rarer than gem grade diamonds. Most lunar rock resides in museum collections and research institutions, leaving only 15kg or so available to individual collectors, worldwide. Since acquiring an Apollo moon rock is virtually impossible, the only realistic way to own a piece of the moon is by acquiring a lunar meteorite. This limited edition book features one of the largest lunar meteorites ever discovered, in Morocco.

“Most lunar rock resides in museum collections and research institutions, leaving only 15kg or so available to individual collectors, worldwide. Since acquiring an Apollo moon rock is virtually impossible, the only realistic way to own a piece of the moon is by acquiring a lunar meteorite. This limited edition book features one of the largest lunar meteorites ever discovered, in Morocco.”



## IPHONE 6 DIAMOND COVER

\$2,700,000,  
Amosu Alexander,  
[www.amosualexander.co.uk](http://www.amosualexander.co.uk)

This striking handset takes two months of detailed intricate handcrafting in 18k solid gold to create. Named the 'Amosu Call of Diamond iPhone 6', it includes more than 6,127 brilliant-cut diamonds and an Apple logo cut from 51.29 carat gold with a cushion flawless cut. Alexander uses the same gold techniques used to gold plate Rolex watches and an additional service to have it engraved is available upon request.



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# SANDTON CITY



## ONE TO WATCH

### DB25 QUETZALCOATL

\$119,878, De Bethune, [www.debethune.ch](http://www.debethune.ch)

Only 20 of these watches exist in the world, and it's not hard to see why. The solid gold dial of each DB25 Quetzalcoatl has been hand-carved into its namesake, a coiled, feathered snake, surrounded by hour indexes in the shape of ancient temples. The feathered serpent is one of the main divinities of the Mesoamerican civilisations and reigned for many centuries over pre-Columbian America. This powerful symbol of

ABOVE The snake stays anatomically correct as it moves.

Mesoamerican culture was at the core of worship and sacred rituals and, in conjunction with the evening star, was considered to govern the cycle of time from dawn to dusk. The snake's head shows the hours and the tail of the snake indicates the minutes. This historical dimension is clearly supported by the dial, which provides an aerial view of the ruins of the Aztec temples from the city of Tenochtitlan.

## EXPOSING TIME AND SPACE

Master horologists around the world spend years refining their skills to create pieces of precision and beauty. These three watches let the wearer see these intricate mechanisms at work, and celebrate the hours of complex craftsmanship that goes into taming time.



### HANNIBAL MINUTE REPEATER

\$800,000, Ulysse Nardin,  
[www.ulysse-nardin.com](http://www.ulysse-nardin.com)

Feared by the Romans, the great Carthaginian general Hannibal Barca was considered one of the world's greatest military commanders. As the ultimate strategist, in his quest to triumphantly take Rome during the Second Punic War, Hannibal crossed the Pyrenees and Alps with an army of soldiers and his secret weapon, elephants. Ulysse Nardin depicts this monumental journey in the Hannibal Minute Repeater. Presented worldwide as a limited edition of 30, the timepiece is crafted from platinum and granite taken from the Alps. The Hannibal Minute Repeater has four gongs, which have been painstakingly and flawlessly tuned.



## AMADEO FLEURIER TOURBILLON VIRTUOSO III

\$498,000, Bovet, [www.bovet.com](http://www.bovet.com)

There are some watches so beautiful that they literally take your breath away and seldom does one find a perpetual calendar watch more elegant and artistic than this one.

The third in Bovet's Virtuoso series, this watch is a tourbillon with five-day power reserve and perpetual calendar with retrograde date. This timepiece can be worn on both sides thanks to the reverse hand-fitting feature and, like all Amadeo models, can be fully convertible, easily morphing from wristwatch to pocket watch and table clock. Its movement, elaborately named, the Calibre Virtuoso III Spécialité Horlogère Dimier 1738, is manually-wound and comprises 656 components. The 46mm watch comes in red or white gold and is limited to just 39 pieces for each version in rose gold.



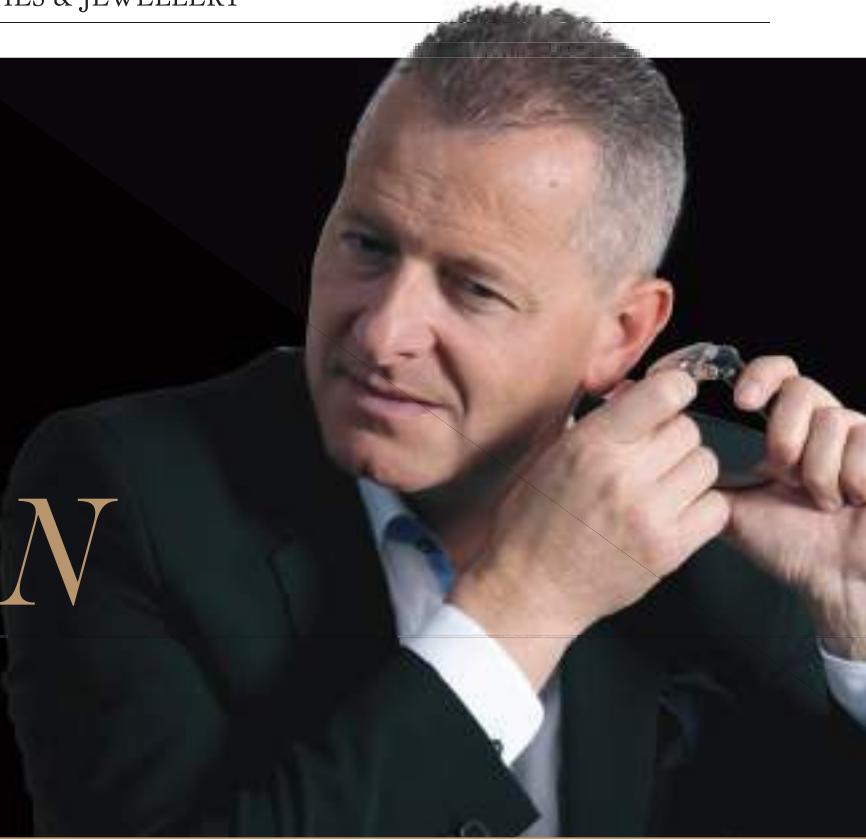
## THE SOPRANO

\$500,000, Christophe Claret,  
[www.christopheclaret.com](http://www.christopheclaret.com)

Inspired by London's Big Ben, the Soprano chimes with music from the Westminster Quarters, a four-note tune originally written in 1793 for the bells of the St Mary the Great Church in Cambridge, England. The minute repeater watch is considered, with good reason, to be one of the most demanding and difficult horological achievements, due to the marriage of technical complexity with artistic musical tonality. A minute repeater tells the time with two small hammers striking two gongs: one for the hours, one for the minutes and a combination of the two for the quarter hours. To further ensure the richness of the sound, the central case band is in grade five titanium, a metal known for its superior acoustic properties and often used when making musical instruments.

# AFRICA IN MOTION

*As Ulysse Nardin watches are coming to the continent, CEO Patrik Hoffman tells Elite Living Africa about why they are one of the most innovative watchmakers in Switzerland.*



**ELA:** Taking the helm of Ulysse Nardin since 2011, how would you describe your experience as CEO and how was the transition from predecessor Rolf Schnyder?

Patrick Hoffman (PH): I joined Ulysse Nardin in 1999, when we decided to start our own distribution in the United States. The management team of five, including myself, worked with Rolf Schnyder for decades and the transition was already planned before Rolf Schnyder's sudden decease. The transition was very smooth and the company's direction, and strategy, in terms of product, was all in place.

**ELA:** How would you describe Ulysse Nardin to a consumer and what goes on at your Le Locle manufacturing site in Switzerland?

PH: Ulysse Nardin is the iconic precision marine watchmaker with a touch of technical avant-garde. Innovation is at the heart of everything we do and I can confidently claim that Ulysse Nardin is one of the most innovative of the Swiss watch manufacturers. Most importantly, we are about to be 95 per cent independent and vertically integrated in terms of movement manufacturing. This was, to a large extent, possible through our entrepreneurial spirit and our development of the technology of Silicium. We were the first company to apply the Silicium technology in the watch industry and many have followed us. Over the last few years we have introduced additional revolutionary inventions such as the 'flying anchor' Ulysse Anchor Escapement (pictured right) or the UlyChoc, a new shock absorber system based on Silicium technology.

ABOVE Patrik Hoffman, CEO of Ulysse Nardin.

**ELA:** What is your view on Africa as an emerging market and its potential for the luxury industry?

PH: We have seen some encouraging developments, not only in South Africa, but also Nigeria. However, luxury brands are taking a while to setup on the continent. I think the reason is twofold. On the one side, the luxury industry went through a substantial growth period and was concentrating on the 'large' markets. On the other side, Africa, in general, and Nigeria, in particular, have been quite mysterious to a lot of marketers and was, for many business people, perceived as an unsafe place to travel. A feeling I never shared. I feel personally attached to Africa, as it is one of the most fascinating places for me. The flora and animal world is indescribable and my absolute favourite places to go are Botswana and the Okavango Delta. I have not been back for over 10 years now and I am looking forward to visiting our new retail partners, Zakaa, in Nigeria this year.

**ELA:** Tell us about your partnership with Zakaa and Ulysse Nardin's new boutique in Abuja.

PH: The new Ulysse Nardin boutique in Abuja will provide us with the perfect platform to showcase not only our products but to also communicate the brand philosophy.

**ELA:** This will be Ulysse Nardin's first Mono-boutique in Africa. Why Nigeria?

PH: We have learned that many travelers from Nigeria seek our product all over the world, in places such as Dubai, Geneva and Florida. So we thought, why not bring the world of Ulysse Nardin to Nigeria and explain the brand and its philosophy.

*“The new Ulysse Nardin boutique in Abuja will provide us with the perfect platform to showcase our products and communicate the brand philosophy.”*



**ELA:** What has been your biggest challenge and how have you overcome it?

**PH:** I think the biggest challenge, everyday, is to accept change and to adapt to it.

**ELA:** What advice do you have for brands seeking to tap into the growing market?

**PH:** To be patient, have passion and to be creative.

**ELA:** What is your favorite Ulysse Nardin watch?

**PH:** How could I possibly choose? I like them all, but I have only two wrists. With that being said, I think the 'Freak' (pictured above) is the Ulysse Nardin timepiece that was not only a milestone for Ulysse Nardin, but for the Swiss watch industry as a whole. Just a few weeks ago, CNN Style listed the Ulysse Nardin Freak as one of the 10 watches that changed the course of history in watchmaking.

**ELA:** Can you give us a glimpse of the future prospects for the Ulysse Nardin brand?

**PH:** With the partnership that we signed for the 45th America's Cup with Sweden's sailing team, Artemis, we are committing to our heritage in the world of marine. Like Africa, Ulysse Nardin has a long, rich history, full of craftsmanship and tradition. In the next five years we will nurture this and continue to be one of the leading Swiss watch manufacturers.♦





1



2



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## LIGHT UP THE NIGHT

*Electric Night, Tomasz Donocik,  
www.tomaszdonocik.com, +44 7985 636639*

This striking new collection from multi-award-winning luxury jeweller Tomasz Donocik, has been inspired by the neon-lit skyscrapers of cult sci-fi movie Bladerunner. 'Electric Night' is a dazzling collection of stylish cocktail rings, earring cuffs, drops, and necklaces. Set in 18 carat rose gold, rows of baguette-cut stones, including amethyst, tanzanite, blue sapphire, iolite, blue topaz, emerald and white diamond, form continuous rays of light that evoke a futuristic nightscape. The futuristic earrings won the prize for best colour gemstone jewel at the Las Vegas Couture Jewellery show earlier this year. Tomasz takes his creative cues from the art deco movement, eighties fashion and retro-futurism. Tomasz says, "I was inspired by the dark, seductive aesthetic of neo-noir films such as Bladerunner: the lightning bolts, light beams broken by whirring fans and neon advertising glowing in the rain. The hero in Electric Night is the baguette stone, with shape and form playing supporting roles."

◆  
*"I was inspired by the dark, seductive aesthetic of neo-noir films such as Bladerunner: the lightning bolts, light beams broken by whirring fans and neon advertising glowing in the rain."*

◆  
1. Earring Cuffs, \$8,220; 2. Combo Drop Earrings, \$9,300; 3. Necklace, \$3,100; 4. Earring Cuffs, \$2,980; 5. Cocktail Ring, \$4,200; 6. Cocktail Ring, \$5,870.

## STOP AND STARE

Avant-garde eyewear specialists Rigards are sure to make people look for the right reasons



In 1885, Yong Koon, a young Chinese pewtersmith, set out to Kuala Lumpur to begin his business as a craftsman. Creating a range of objects from pewter, he called the company Royal Selangor. Still run as a family business, today the brand has an impressive résumé, responsible for Formula One trophies and LVMH Moët Hennessy champagne chillers.

Innovative eyewear label Rigards has dedicated a special model to Mr. Koon, inspired by a pair of spectacles he wore all his life. Royal Selangor, which is celebrating its 130th year, provides the pewter used in the round frame, which is fused with horn materials. The bridge works with an "M" shape, while the arms are slim, finished with a hammered satin effect.



Made using the organic by-product of rearing water buffalo on small farms, the horn for Rigards glasses is handpicked for its colour, grain and thickness. Each piece of horn is thoughtfully matched with the style that best enhances its inherent traits. Through this method, Rigards, adapted from the French word "regard", is giving a new meaning to the ultimate in handcrafted sunglasses.

Rigards & Royal Selangor Horn & Pewter sunglasses, \$1,099, **Rigards**, [www.rigards.com](http://www.rigards.com)



\* Bright areas =  
sharp reflections  
at front, back  
and in edges  
glasses.

*inspired by the iconic round frame worn by Mr. Koon, founder of Royal Selangor*

ANTI-CLOCKWISE FROM TOP Mr. Koon with the glasses he wore all his life; outside the original Royal Selangor shop; Rigard design development; Rigard horn-rimmed sunglasses honouring Mr. Koon's craftsmanship.



## PAINT IT RED

Let your outfit start the conversation  
with these statement pieces.



**F**ordite, also known as Detroit Agate, is a fascinating and beautiful material - showing off layers of spectacular color. These "stones" were actually created by paint deposits, resulting from the hand spray-painting of American cars in the mid-twentieth century.

Until the mid-70s, and the development of electrostatic painting, automobile bodies were hand-sprayed. In order for the paint spray to cover the entire car body, a lot of the paint naturally missed the car body, and built up on walls, pipes, rails, skids and floors of the paint bays. As each

car body was baked at high-heat, this over-spray build-up was hardened, with many of the deposits reaching more than 100 layers thick.

As the build-up became too thick, it was chipped off and mostly discarded. Some of these interesting chips were collected by people who saw beauty in the layers of psychedelic, metallic colour. Since this material has been repeatedly baked and hardened, it can be cut and polished like a stone to create these truly unique "gems", which are now becoming quite rare, and highly prized by collectors.❖

ABOVE One-of-a-kind Fordite Disk Cufflinks in 20K peach gold, price available upon request, Reinstein Ross.

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## Every suit has two stories to tell.

One of the man who wears it, the other of the Artisan who made it.

You may already have a tailor that you are more than happy with, however I hope that I may tempt you to investigate further.

I have over 31 years' experience working at the highest level in hand tailoring. But unlike most tailors, I actually cut and make all my clients suits personally in my Leeds workroom.

I do not out-source any work whatsoever. That one man should create a suit from start to finish was rare 60 years ago and is practically unheard of nowadays. I use only the finest Yorkshire cloth

# Expect The Exceptional, Desmond Merrion Bespoke Tailors Leeds.



and materials sourced from the world's best merchants in their field. The whole process is controlled by me, an extravagance not always afforded by larger companies.

As I choose not to be based in London, this does give you the benefit of enabling me to charge an average 40% less than my Savile Row competitors.

At this point your patience has probably worn thinner than the trouser seat of the last suit you bought, so I'll spare you the name dropping of customers and look forward to meeting you instead.

You can meet me at my workroom to discuss your tailoring requirements, or I will gladly call to your home or office at a time that's convenient to you.

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# SUITING UP

Step out in style with a bespoke-fit Saville Row suit



## DRESS FOR BUSINESS

[www.brooksbrothers.co.uk](http://www.brooksbrothers.co.uk)

Self styled as America's Original Clothier, Brooks Brothers was founded in 1818 by Henry Sands Brooks as the first 'ready-to-wear fashion emporium' in the USA. The company has outfitted 39 of the 44 US Presidents, including the incumbent President, and supplied clothes for the global television success *Mad Men*.



## TOUCH OF GOLD

### WHIP LINEAR CUFFLINKS,

\$2,920, Theo Fennel, [www.theofennell.com](http://www.theofennell.com)

Inspired by the whipping that attaches a polo stick together, the Gold Whip collection from British jewellery designer Theo Fennel presents a clean, linear aesthetic. Crafted from 18 karat yellow gold, the Gold Whip Cufflinks will add a polished finishing touch to formal looks.



### DARK MOTHER OF PEARL CUFFLINKS

\$3,907, Longmire, [www.longmire.co.uk](http://www.longmire.co.uk)

Longmire is an independent English jeweller with a renowned international reputation as the cufflink connoisseur.

Highly skilled craftsmen have used the finest Tahitian mother of pearl and 18k rose gold with a fluted border to make these exquisite accessories.

1. Milano fit saxon wool brown plaid suit, \$1,298

2. Milano fit double-breasted stripe 1818 suit, \$1,198

3. All ties, \$79.50

4. Homme Murano Pure Oil, \$865,  
Xerjoff, [www.harrods.com](http://www.harrods.com)

5. Grey suit, \$5,613



## CASUAL ELEGANCE

[www.dege-skinner.co.uk](http://www.dege-skinner.co.uk)

Family-run Saville Row tailer Dege & Skinner has been producing men's bespoke suits and shirts since 1865.

All materials are cut by hand by craftsmen tailors and shirt makers, and the company offers a special appointment travel service for customers unable to make it to Saville Row themselves.

Current chairman Michael Skinner was at coronation of Queen Elizabeth II at Westminster Abbey in 1953, when he, his father and John Dege dressed the Peers of the Realm for the Royal occasion.

4

5





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RIGHT Face of AFWL 2015 Maggie Smith wearing green dress by Bestow Elan (price on application).

## Africa Fashion Week 2015 proved that African-inspired design is continuing its global takeover.

From catwalk runways to street style, the vibrancy and dazzling nature of African-inspired prints have long now permeated the fashion capitals of the world. This August, Africa Fashion Week London (AFWL) 2015 proved that there is more to this trend than peplum tribal print and stiff waxy textiles. Taking place at Olympia, London, the two-day event saw buyers, retailers and designers gather to admire designs by talented visionaries, such as Gabor Szanti and Monika Schiable (pictured right), which exude an innate sense of style, femininity, timelessness and opulence.

Congolese model Noella Coursaris Musunka, one of the brand ambassador for AFWL 2015 said, "It has always been my belief that fashion can be a tool for breaking down barriers and transcending cultures. This industry has the ability to put Africa on the world stage and can provide for countless job opportunities on the ground and abroad, from local retailers to international stores. It is time for the world to see the amazing talent that lies within Africa. I am delighted to be serving as one of this year's brand ambassadors to Africa Fashion Week London 2015 and to help showcase the brilliant work of African designers."

Innocente Messy, a young Congolese designer at AFWL 2015, shows there is more to Congo fashion than the fabulous Sapeurs, and collections from Taiwan by AimeeKu and Thai designer Porjai Thai Printer prove that African fashion is already inspiring Asia in a big way.

Africa's apparel and design industry is presently worth \$31bn, according to Euromonitor, with Kenya standing as the leading exporter of apparel, earning \$400m, annually. The World Bank estimates that in 2020, consumers in Africa will be spending more than \$1.4tn on fashion goods and services.



# LONDON CALLING FOR AFRICA F



*"We thrill and dazzle the world with authentic mind-blowing designs that speaks only of our incredible creativeness."*

VICTORIA MICHEALS



Victoria Michaels also attended the event as an ambassador and is one of the most sought-after models for leading businesses in Africa. She has played major roles in commercials for Hertz Rent-a-car, Vodafone, MTN, Nexcafe, Da-Vica and Bela-Aqua mineral water. She said, "It feels really great to be chosen as the Brand Ambassador for a globally acclaimed proudly African event like the African Fashion Week London.

"I am particularly excited to be part of this grand platform that showcases the original African creativity, style and talent.

"We have a very rich fashion culture and I look forward to working with inspiring African designers from both within the continent and the Diaspora, as we thrill and dazzle the world with authentic mind-blowing designs that speaks only of our incredible creativeness."

# FASHION

ABOVE Mary Martin collection by Monika Schiable

# TRENDING TECH

The gadgets that can make life richer, as chosen by technology expert *Sid Pinzon*

**W**ith the likes of the cloud, tablets and the Internet of Things becoming ever more present in each and every one of our lives, it's almost shocking to be reminded that not so long ago, a passion for 'the latest tech' was a niche reserved almost exclusively for the geeks – and some of the freaks – among us. However, the technological revolution of the last decade has changed that for practically everyone, and nowhere on the planet has felt its impact more substantially than Africa.

Here we look at some of the latest developments that may be finding their way into the hands of Africa's technology enthusiasts.



## PANASONIC'S TOUGH PAD 4K TABLET

ABOVE Made with reinforced glass fibre and a magnesium alloy case.

You'd be forgiven for thinking that the tablet marketplace begins and ends with the iPad. Apple's offering did, after all, effectively establish this sector of the technology market. But even in this veritable monopoly, Japanese electronics giant Panasonic has managed to carve out something of a niche by developing the world's only ultra HD tablet in its Toughpad 4k. At an impressive 20 inches, it's more than twice as big as the iPad's screen, and at a cost of \$6,000 it's also almost 12 times as expensive.



## VERTU SIGNATURE TOUCH

LEFT Featuring Bang and Olufsen speakers and access to a 24-hour concierge available via voice, email and live chat.

If Apple has created the phone for one-and-all, then Vertu's offerings are most certainly the opposite, as they are for the few – the very wealthy few. The luxury phone company's Signature Touch Clous de Paris handmade-handset features a Grade-5 titanium back plate wrapped in the finest calf leather, a 4.7" 1080p high-contrast display, protected by a 118 carat piece of sapphire crystal and access to a 24-hour concierge service at, quite literally, the touch of a ruby encrusted button. And all for the tidy sum of \$21,900. Without a doubt more than just a phone, this is a status symbol in its own right.



## AUDEZE LCD-3

*LEFT AND ABOVE* Unlike most headphones, the Planar Magnetic speakers use a flat, lightweight diaphragm suspended in a magnetic field.

Clever marketing campaigns mean that people are often concerned with style over substance when it comes to their choice of garishly-coloured headphones. For the audiophiles among us, it really is about sound quality and little else.

In this respect, the industry seems to agree that nothing has succeeded as much as Audeze with its latest LCD-3 Zebrano wood headphones. At almost \$2,000, making them among the most expensive headphones out there, you'd expect them to deliver. And they really do. Rich, vibrant and full-bodied, much like a fine wine, the output of these headphones has to be experienced to be truly appreciated.

## CANON EOS-1D X DSLR

*RIGHT* Comes with a Ruggard Navigator 55 DSLR shoulder bag and Vello Wireless ShutterBoss timer remote.

Camera phone technology may have brought the joys of photography to most people, but, despite its many advancements, none of the results can quite stand up to the quality and depth of a picture taken on a traditional SLR camera. No other unit on the market currently matches the prowess of Canon's EOS-1D X, when coupled with the right lens.

With more than 18 megapixels being shot at an impressive 14 frames per second, unbeatable low-light performance and a 61-point autofocus, which ensures perfectly still images time after time, it really is difficult to argue with the \$10,000 price tag.







## APPLE WATCH

**I**t's already the most talked about gadget of the year and it's barely been released. Nevertheless, it's safe to say that despite the hype, Apple Watch - the brand's first foray into the world of wearable tech - has delivered. Even though several have come before it, critics agree that this is the first smartwatch effort to truly succeed. This is, in part, thanks to the device's Digital Crown used to navigate through the interface, minimising the interaction with the smaller-than-we're-now-used to touchscreen. In a break from its norm, Apple has launched with 22 variants available, including the exclusive 'Edition' range, which boasts an 18-karat gold casings and a price tag of up to \$17,000.

*ABOVE AND LEFT One of the Apple Watch apps available is a remote control for BMW's i8 electric car.*



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## SILK ON THE ROAD

This new million-dollar baby from Rolls-Royce Motor Cars, a one-off silk-lined Phantom, shows that when it comes to bespoke interiors, it still has the edge.



By combining the elegance of silk with an opulent and bespoke car design, Rolls-Royce Motor Cars has introduced a million-dollar motor that offers more than power and prestige.

Introduced at this year's Geneva International Motor Show, Serenity, a one-off Phantom limousine, was described by Rolls-Royce as presenting the "new standard in authentic, bespoke luxury motoring", showcasing the efforts of the car manufacturer's designers and craftspeople at the company's famous base in Goodwood, UK.

Aiming to "take the best that exists and make it better", Serenity introduces a completely new level of individualised luxury, applied to a Rolls-Royce Phantom – a vehicle widely considered by owners and admirers alike to be "the best car in the world".

Sir Henry Royce's maxim, "When it does not exist, design it", acted as the inspiration for the

ABOVE: The mother of pearl finish was polished for 12 hours to shimmer in various colours.

latest generation of Rolls-Royce's bespoke designers, giving them the impetus to take a new approach towards the type of luxury demanded by the longstanding and exacting customers of Rolls-Royce. Their answer, the car manufacturer says, came in the form of Rolls-Royce's deep understanding of one of the most precious, beautiful and natural materials, silk. The material offered an opportunity to create a canvas for a completely unique design.

The marque's Bespoke Design team took inspiration from the opulent interiors of Rolls-Royces that have conveyed kings and queens, emperors and empresses and world leaders. Combined with contemporary interpretations of furniture design combined with Japanese royal robe motifs, Serenity's designers delivered an innovative and tranquil interior.➤



### FABRIC OF THE ULTIMATE PHANTOM

Giles Taylor, director of design at Rolls-Royce Motor Cars, remarks, "Having revisited the history of the amazing interiors of the elite Rolls-Royces of the early 1900s, we felt inspired to share this heritage with our new customers in an extremely contemporary way."

The choice of Phantom for this project was an obvious one for the company, but creating the motif that would define this most unusual and modern of automotive interiors would require considerable new expertise.

Cherica Haye and Michelle Lusby, both textile arts graduates from the Royal College of Art and Plymouth University in the UK, respectively, joined Rolls-Royce's Bespoke Design department to help realise the direction of the core motif for this one-off Rolls Royce Phantom.

"Some of the most opulent silk motifs come to us from the Orient, where imperial families' and rich merchants' robes were made from the finest silk materials," Lusby notes.

The ultimate example of the most luxurious robe design became the junihitoe, a highly complex handmade 'twelve-layer robe' of silk worn only by female Japanese courtiers. The colours and the arrangements of the layers were very important, with

◆  
*"The Rolls-Royce Motor Cars Bespoke Design team has created a magnificent one-off Phantom which will set a new benchmark for luxury individualisation in the motor industry."*  
 Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars.  
 ◆

ABOVE The unique interior features hand-painted silk with a blossom motif.

the colours given poetic names such as 'crimson plum of the spring'.

In addition, during the Japanese Edo period (1615-1868), the merchant and artisan classes commissioned beautiful clothes to demonstrate their wealth and good taste. Clothing developed into a highly expressive means of personal display, an important indicator of rising affluence and aesthetic sensibility.

A new aesthetic known as iki, or elegant chic, meant anyone with real taste focussed on subtle details, while those with style and money found ways to circumvent rules that forbade the use of certain colours, such as red, by applying them to undergarments and linings.

"The rear compartment of a Phantom is the most tranquil, beautiful place to be, a place where time and the outside world simply slip past," says Haye. "This tranquillity made us think of the Oriental tradition where emperors would take to their private gardens to reflect in solitude under the blossom trees."

"The blossom motif is one that is cherished in Far Eastern culture and has been beautifully applied to royal robe design over the centuries. We felt it was the perfect representation of tranquillity and serenity for a beautiful modern interior from Rolls-Royce."



#### CREATING AN EXCEPTIONAL INTERIOR

As with the creation of every Rolls-Royce, the genesis of Serenity and its blossom motif began with a blank piece of paper. Unlike any other Rolls-Royce, however, it also began with a blank bolt of the finest hand-woven silk.

In order to create this one-off bolt of silk for Serenity, the Bespoke team looked to Suzhou, China, a town renowned for its imperial embroidery. The team sourced the unspun silk thread and had it hand-dyed by local craftspeople.

The silk was transported to one of Britain's oldest mills where it was hand-woven into just 10m of the fabric or enough to clothe the interior of Serenity. The process took a total of two days and the numerous colours of silk thread were painstakingly blended into the highest quality warp, featuring 140 threads per centimetre, resulting in the smokey green of the underlying silk fabric.

The smoke green silk was then transferred to London where the blossom motif, designed by Haye and Lusby, began to flourish across the fabric as British and Chinese craftspeople embroidered copper-coloured branches and white petals.

The final touch was the detailed petal by petal hand-painting of crimson blossoms directly onto the silk. The resulting panels and swatches that have

*ABOVE Mother of pearl has been laser cut and inlaid into the cherry wood panelling.*

formed the centrepiece of Serenity would take up to 600 hours of work per panel.

#### UNCONSCIOUS PAINTING

The style of painting employed in the design of the Serenity silk is a centuries-old technique known as 'unconscious painting'. Much of Japanese painting technique is learned through very fine and detailed rendering of classical forms within nature. The work can be painstaking with the same form rendered again and again. The purpose of this repetition is to imbue in the artist an innate understanding of these natural forms until their balance and nature is understood without thought.

In order to paint a calm and beautiful image, the artist must be calm of mind. Mood becomes all important as it will influence the balance and mood of the work. A meditative state results where the brush can flow freely in the artist's hand – a state of 'unconscious painting'.

In preparing to paint the panels for Serenity, the serene state of mind was all important. The branches needed to have life, movement, spontaneity – but with grace and calm.

#### INSPIRING SERENITY

"From renaissance times to the modern day, eminent people have surrounded themselves with rare fabrics such as silk to signify their power and position in society, whether at home or on the move," explains Taylor. "In the early 20th Century, as closed Rolls-Royces replaced luxurious carriages, these opulent fabrics began travelling with their owners in the rear compartments of the world's finest motor cars."

As discerning customers in the early 1900s moved from horse drawn carriage to motor car, the style for many of their luxury automobiles was the Sedanca de Ville. With open cockpits, chauffeurs continued to sit on leather, a naturally robust material suited to exposure to the elements. Sumptuous fabrics remained the upholstery of choice for the occupants of the rear compartment.

Only when automotive leather became more refined was it accepted by patrons of the prestigious marques as a luxury material. At the same time the increasing availability of artificial fabrics to the wider car industry meant that leather was seen as a luxury, and the best leather, the ultimate luxury.

"The desire for the finest, most indulgent fabrics endures among the cognoscenti around the world, including many Rolls-Royce owners," Taylor says. "The thought that fabrics such as silk have been discounted from use because of their delicacy only spurred us on to go further than any other car maker is capable of doing. The result is Serenity."

#### MORE THAN JUST SILK

Of course, the creation of the interior of any luxury car could not simply rely on beautiful silk upholstery. Embracing modern furniture design, the rear occupants' elevated and powerful seating position has been accentuated with the valances of the seats made from rare smoked cherrywood. Reminding one of the drivers' position in the early 1900's motor car, the seats in the front of the car are clothed in Arctic white leather. Smoked cherrywood continues the ➤



Oriental theme within the cabin, applied to the Serenity's door cappings, dash fascia and rear centre console, but further embellished by another Far-Eastern wood – Bamboo – with the skilled application of Bamboo cross-banding.

In addition, the blossom motif from the silk is recreated through the finest marquetry on the rear door cappings through the use of Mother of Pearl, which is laser-cut and hand-applied, petal by petal into the wood. Mother of Pearl is created when two substances, one mineral and the other organic, combine. Tiny hexagonal plates of aragonite, a form of calcium carbonate, are arranged in layers alternating with conchiolin, a flexible protein similar to silk that is secreted by the mollusk.

This theme is continued in the driver's compartment of the car with Mother of Pearl applied to the face of Bespoke Serenity's clock and the driver's instrument dials. This Mother of Pearl face is etched with concentric circles redolent of the raked gravel seen in Japanese gardens, and is inlaid with hand-applied rubies that echo the colour of the hand-painted flowers in the panels of silk lining.

Continuing the theme of ultimate luxury, the luggage compartment of Serenity is lined in Arctic white leather with an Arctic white carpet.

*"In order to create this one-off bolt of silk for Serenity, the Bespoke team looked to Suzhou, China, a town renowned for its imperial embroidery."*

ABOVE Some of the interior silk panels are said to have taken up to 600 hours to complete.

As a final touch, two parasols featuring the Serenity motif are held by bespoke leather loops incorporated into the boot lid.

#### SEDUCTIVE AND BEAUTIFUL EXTERIOR

The lustre of Phantom Serenity's exterior dazzles with its powerful and noble presence, and its bespoke Mother of Pearl paint is the most expensive one-off paint ever developed by Rolls-Royce Motor Cars.

The paint has been added in a three-stage pearl effect and hand-polished for 12 hours to deliver the vehicle's shimmering presence.

The coachline that adorns Serenity's exterior has been applied by the squirrel-hair brush of the Rolls-Royce Motor Cars' coachline expert, Mark Court, with the asymmetric nature of the coachline signifying Phantom Serenity is the latest one-off commission to come from the Bespoke team at Rolls-Royce Motor Cars.

One-off commissions and Bespoke Collections has helped Bespoke sales to grow globally by 31 per cent in 2014, with 85 per cent of all Rolls-Royce motor cars sold around the world commissioned with some level of Bespoke content.

While every Rolls-Royce is special, nearly every customer desires extraordinary distinguishing features



to make their car completely unique. Fulfilling these requests falls to the marque's Bespoke Design department; a collective of the automotive world's finest designers, engineers and craftspeople.❖

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)



◆  
*"When it does not exist, design it,"*  
Sir Henry Royce,  
co-founder,  
Rolls-Royce.

## SHOWROOM NEWS

Coscharis Motors in Lagos, Nigeria, now holds an exclusive franchise for Rolls-Royce cars with the availability of the Phantom, Ghost I and II series and the new Wraith models in its Lagos and Abuja showrooms, respectively.

Dr Cosmas Maduka, Coscharis Motors CEO said, "This remarkable feat marks a new era in the history of automobile dealership in Nigeria and we are pleased to be among the pacesetters. It shows our desire to always set the bar in the premium automotive segment in Nigeria".

The luxury car dealership recently won 'Best performing new dealer in the Middle East Region' at the Rolls-Royce Motor Cars 2015 Regional Dealer Conference in Dubai. Group managing director Josiah Samuel (pictured below) received the award for the dealership's outstanding sales record and maintenance of the global standard of positioning the luxury brand of Rolls-Royce in the Nigerian market.

Coscharis Motors is the sole franchisee of other premium brands including Jaguar, Land Rover, BMW and MINI in Nigeria.



ABOVE (Left to right) Business Manager, Tolulope Gbadamosi; Group Managing Director, Josiah Samuel, General Manager, Marketing, Abiona Babarinde, all of Rolls-Royce Motor Cars, Lagos, Coscharis Motors, Nigeria, with the award for Best Performing New Dealer in the Middle East region at the Rolls-Royce Motor Cars 2015 Regional Dealer Conference in Dubai.



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The image concludes with the iconic Jaguar logo, a leaping cat silhouette, centered above the word "JAGUAR" in a bold, sans-serif font. The entire composition is set against a dark, atmospheric background that emphasizes the cars' lines and colors.

# THE SPORTS CAR DISGUISED AS A LIMOUSINE

Mercedes car tuner extraordinaire Brabus has taken one of the most powerful cars money can buy and given it rocket fuel.

The Brabus Rocket 900 is the ultimate way to get around.

**T**he kind of car that makes passengers jealous of the chauffeur, the Mercedes-Maybach S600 will already go from 0-62mph in five seconds flat, but German car tuner Brabus has created a version, the Brabus Rocket 900, that does it in 3.7 seconds. This insanely powerful acceleration is on par with a Ferrari FF.

The chassis sits 25mm lower than a standard Maybach, features new, more impressive, 21-inch wheels and some redesigned bodywork, including new air intakes, a new front spoiler and radiator grille, and a new rear bumper.

Inside, you can design the Brabus Maybach to whatever specification you desire, the word 'limitless' is surreptitiously deployed by Brabus as an indication of the kind of finishes buyers can request.

The idea, as with all supercar manufacturers, is that 'more is more' and this is precisely what Brabus has done to the already-stretched 6.0-litre V12 Mercedes-Maybach S600. Gone is the off-the-rack 523bhp output, subdued, featureless leather interior and small 20-inch wheels.



To create the Rocket 900, Brabus rebored the engine to 6.3 litres, fitted a new billet crankshaft with forged pistons, upgraded the turbochargers and attached them to larger intake manifolds. To keep temperatures down under the bonnet, it has also been fitted with real gold heat shields.

The results are 900 metric horsepower (888bhp), 1,106lb ft of torque, a 0-62mph time of 3.7 seconds and a top speed of 217mph, which is 0.1 seconds faster than an Aston Martin Vantage V12.❖

Prices start at \$390,371  
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ABOVE AND LEFT With no speed limiter, the speedometer can easily reach 217mph and more.

RIGHT Interiors can be designed to any specification.



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### INTERIOR COMPONENTS

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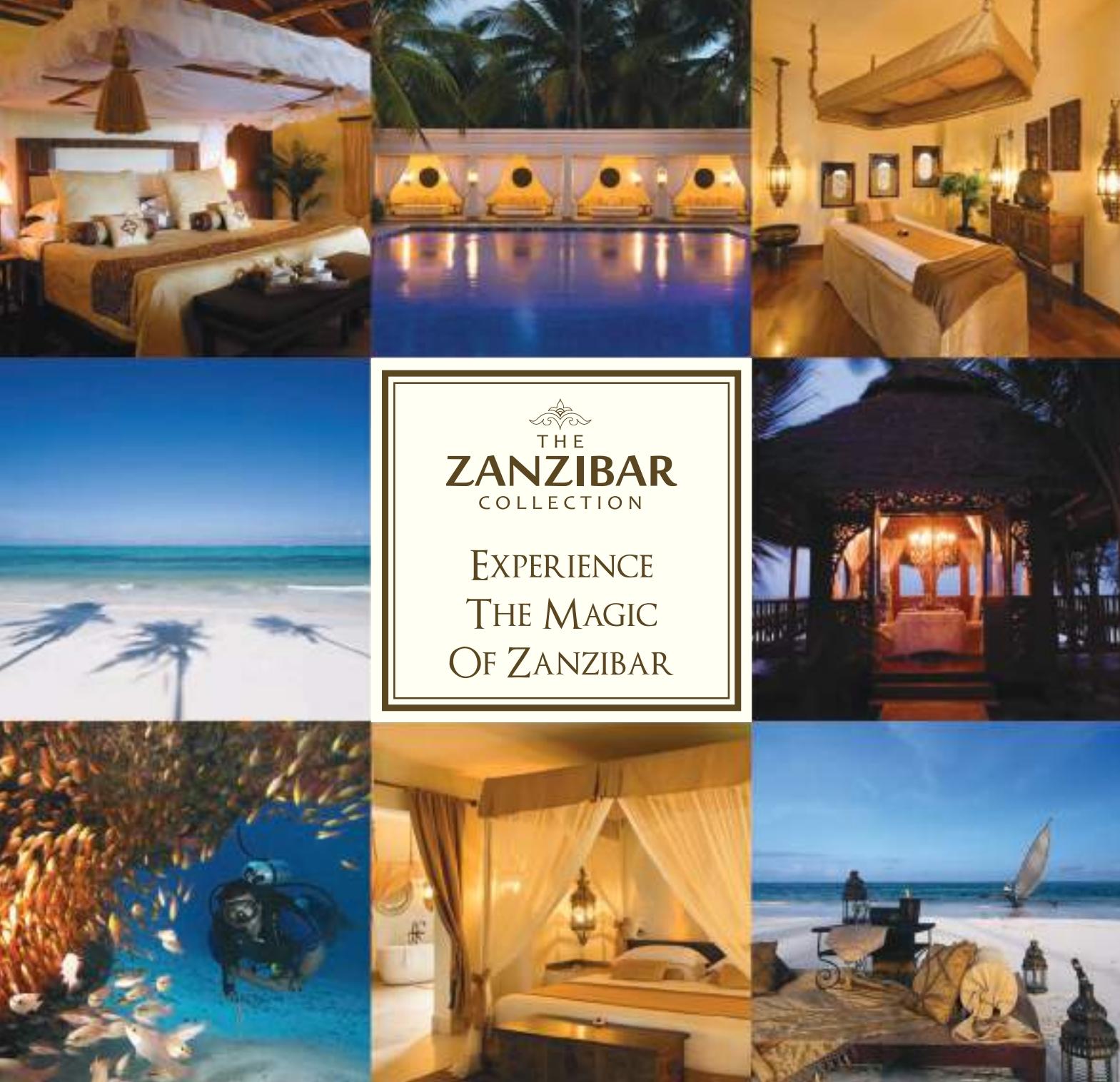
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Directors whose businesses have enjoyed a good year and are looking for that ultimate bucket-list experience to spend their hard-earned bonuses on might like to consider the exclusive use of a private island in the Indian Ocean.

At \$28,000 a night, guests can check in and tune out from the corporate chaos at Azura Retreats' Quilalea resort, an uninhabited island paradise, which is surrounded by the crystal-clear waters of the Quirimbas Archipelago marine sanctuary just off the coast of Mozambique.

Perfect for a large family, group of friends or a CEO who wants to treat their top performers, the 86-acre island has nine seafront villas that can accommodate a maximum of 18 guests looking to

relax, unwind and forget about the world on their own island castaway home.

There's a restaurant, African spa and a dive centre. Guests can also go snorkelling, fishing, kayaking, take part in island exploration and historical tours, try their hand at sailing on traditional Mozambican dhows and bird watching.

The rental price includes all meals, drinks, a selection of premium wines from the wine cellar, the use of diving and snorkelling equipment and guided activities such as fishing, island hopping, kayaking, scuba diving and star-gazing.

Dining is completely flexible, with the Mozambican butler hosts offering a range of special set-ups, from picnics on deserted beaches to a candle-lit lobster feast on the beach.

ABOVE Azura at Quilalea has an amazing house reef within a few feet of the beach and where sightings of turtles are common.



# THE CITY HOTEL

Cape Grace Hotel, South Africa,  
[www.capecgrace.com](http://www.capecgrace.com)

CEOs who like to relax with a glass or two of the finest whisky should consider an extended stay at the five-star Cape Grace hotel in Cape Town's famous Victoria and Alfred Waterfront.

Located within the international marina in Cape Town, guests can step off their super-yachts and straight into the hotel's Bascule Whisky, Wine and Cocktail Bar, which has the largest whisky collection in Africa.

Whisky lovers can become experts with tutored whisky tastings, which include the Glenfiddich 30-, 40- and 50-year-old bottles.

With the stunning Table Mountain in the backdrop, the hotel is the perfect place for corporate travellers to take some well-earned time out of their busy work schedules to relax in a world of classic elegance that merges the city's historical and contemporary elements.

But for guests who want to venture out of the hotel, the hotel's concierge team is always on hand to give advice, organise a Cape Town tour or facilitate any special request.

And for those who need to check in to the office during their stay, the hotel boasts extensive business facilities.





◆  
*"Whisky lovers can become experts with tutored whisky tastings, which include the Glenfiddich 30-, 40- and 50-year-old bottles."*

◆

ABOVE AND LEFT Exceptional fine dining and an exclusive Waterfront location.



## AQUATIC PLAYGROUND

### SUBSIX

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ABOVE: Subsix, Maldives. Broken bits of live coral are attached to the exterior so they can grow again.

mirrors and chandeliers, shining like coral and white stars, while, through the glass walls, parrotfish, moray eels, groupers and the resident Hawksbill turtle can be seen swimming around. A favourite haunt for celebrities and the jet set crowd, Subsix has a weekly Glow Party and regular wedding bookings for an out-of-this-world way to say your vows.



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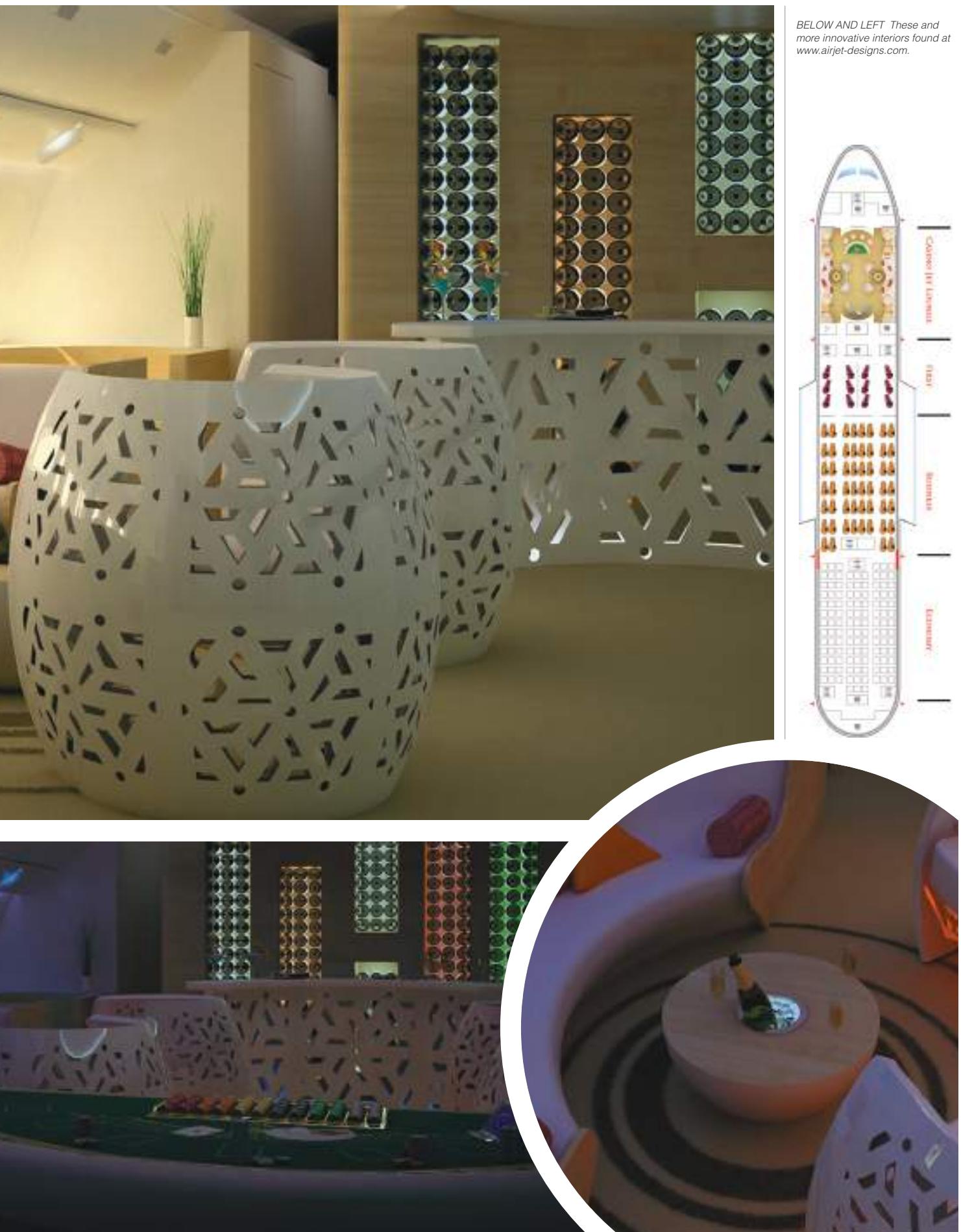
## THE JET THAT FUN BUILT

Private jet designer *Jean-Pierre Alfano* wants to bring socialising back to long-haul flights, so let luck be a lady at 30,000 feet.

There's only one bigger rush than a lucky hand in Vegas and that's playing a good game of blackjack from the comfort of your own private jet. This luxury interior casino concept, imagined by AirJet Designs to customise a Boeing 777, lets owners add a croupier to the cabin crew. The design provokes airline operators and charter companies to think about providing, what Jean-Pierre Alfano, founder and creative director at AirJet, calls, "new social travel experiences for the long-haul traveller."

The luxury lounge features casino games tables and bar service, with space for passengers to move around, relax, and mingle, making it a great option for those who like to do business or socialise while flying. "During its golden age, aircraft travel was also a social experience, where people could meet and share an experience together," says Alfano. "The casino jet lounge aims to bring back this atmosphere".





# THE WORLD'S MOST EXTREME GOLF HOLE

Sat atop South Africa's Hanglip Mountain, at 400 metres tall, Legend Golf and Safari Resort's Extreme 19th is the highest hole in the world. Six years after its opening, director of golf Pete Richardson, tells *Elite Living Africa* about the amazing history of this lofty par.



*RIGHT* Players must take a helicopter ride to reach the tee, which is on top of a mountain, meaning the ball takes more than 20 seconds to land.





**A**t 17-years-old, golfing enthusiast Travis Sinden became the youngest person to make a birdie on Legend Golf and Resort's 400 metre par 3, the Extreme 19th. Only 150 people have parred the hole, including Hollywood star Morgan Freeman and the 2008 Open Champion, Padraig Harrington, who was the first person to make par on the hole. With a free fall of almost 30 seconds, spotters are on the Africa-shaped green below, to signal where the ball has landed.

The story and inspiration behind the idea is said to start in November 2000, when Legend Golf and Safari Resort CEO Peet Cilliers landed by helicopter on Hanglip Mountain for a surprise 41st birthday family picnic organised by his wife, Mart Cilliers. When Peet then flew a friend onto the mountain to show him the building of the golf course in progress, he asked Peet, "Why don't you also hit a golf ball from here?" A few glasses of wine later and it was decided to do just that and to make the target a massive 400 metres below.

On first investigation, building the Extreme 19th seemed impossible and the golf course designers who were approached, thought it was completely unfeasible. The final quote to build the hole was, roughly, \$407,134 and Peet, a born developer, couldn't resist taking the risk. This leap of faith may have been one of the best decisions he has ever made. It was decided that the hole would be built by a contractor and overseen by

David Riddle, the golf director at the time, who designed the green in the shape of Africa. Teams of golfers and assistants were employed to don motorcycle crash helmets and test the par, by plotting the position of balls as they were hit off the mountain with a variety of clubs. All this took place in the heart of the wild African bush, in Big five territory. Lions were a regular reason to take to the trees and stop work.

A few months of hard work later, a green in the shape of Africa took shape and emerging from the bush was born one of golf's greatest attractions.

The very first day created headlines, as legendary South African golfing icon Gary Player opened the Extreme 19th, from a special tee placed a little further back from the edge, to allow Gary his famous run after he has hit the ball.

Other great golfers have followed Gary on the helicopter ride to the tee box in the sky, including Sergio Garcia, Bernhard Langer, Luke Donald, Colin Montgomerie, Thomas Bjorn, Retief Goosen, KJ Choi, Michael Campbell, Trevor Immelman and Justin Rose.

Perhaps one of the most notorious swings happened when Padraig Harrington and Raphael Jacquelin took to the helicopter for a televised shoot-out in 2009. What happened next took the Extreme 19th to a global audience via social media, as more than four million people watched what happened. In excess of 100,000 people per day began watching the video, which was posted

ABOVE View of the famous Hanglip Mountain, which is only accessible by helicopter.



on the website of South African golf magazine *Compleat Golfer*, and went viral.

The video showed Padraig playing an amazing bunker shot to make the first par. This summed up what the Extreme 19th was all about in just over a minute... the helicopter, the view, the tee, shot into what feels like infinity, and the adrenaline-fuelled reaction of the players.

*Compleat Golfer* publisher Simon Turck said at the time, "I've never seen anything like it - the world seems to have been inspired by an extreme golf hole here in the heart of South Africa and we're proud to have been able to help showcase it to the world. We would normally receive about 10,000 unique users per month; this then went up by 900% every day."

The question is: how did a world famous golfer, who has won almost everything in the game, react? Padraig said, "This is the type of innovation and excitement we need in order to get more people playing golf. There aren't many new innovative ways to play the game, but this is certainly one of the best. As an added bonus, I now have bragging rights over all the other professionals who have played this and failed to make a three. I love everything about it."

So a legend was born and sport stars, stage and screen, have taken up the challenge of the Extreme 19th, including racing champion Lewis Hamilton, Morgan Freeman and Olympic rowing star Steve Redgrave.

ABOVE Many golfers, including actor Morgan Freeman, have tried their hand at this tricky shot.

South African legends include Springbok rugby players such as Frik du Preez, Naas Botha and Morne Steyn. Also, former world heavyweight boxing champion, Kallie Knoetze.

Morgan Freeman added to the legend of the hole when he received a phone call on the green with the news that he had been nominated for a Golden Globe for his portrayal of Nelson Mandela in *Invictus*, along with director Clint Eastwood and co-star Matt Damon. His comment in our star-studded visitor's book reads simply, "WOW 3 nominations on the 19th."

And there have been other nominations.

Under the headline, 'Fairway to heaven: the greatest holes in golf', the UK's *Daily Telegraph* newspaper listed the Extreme 19th alongside such iconic holes as the 9th at the Ailsa course, Turnberry, Scotland, the 7th at Pebble Beach, US, the 1st at Muirfield, Scotland and the 10th at Sunningdale (Old), England.

Author Charles Starmer-Smith, said his criteria for inclusion in the list included courses that boast "masterful designs (the challenge a course poses and how well it sits within the landscape); aesthetics (cliff top drives, undulating contours, unusual locations or coastal views); and the thrill factor of treading the same fairways as Nicklaus, Faldo and Woods.

"What is not negotiable is that the courses must be accessible to the average golfer – and not just Ivy Leaguers and millionaires – so out go ➤



Augusta, Whistling Straits and Loch Lomond, and in come some unfamiliar names, to add to your 'drive before you die' list."

Of the Extreme 19th he said, "Each hole of this Signature Course in the Limpopo Province has been designed by a different golfing legend, but the drama of the Extreme 19th eclipses them all. Set high on Hanglip Mountain and, accessible only by helicopter, it is the world's longest par 3. After taking in the panoramic views of the Entabeni Safari Conservancy, you send your drives down 400 yards (which takes the ball 22 seconds in the air before it drops) to an Africa-shaped green."

Visitor Nancy Beyer best sums up the spirit of the Extreme 19, as she claimed the 2,785th place on the Extreme 19th leaderboard, with a score of 19. From the USA, despite her low score, Nancy will probably never forget her experience on Hanglip Mountain as her simple comment on the leaderboard pays tribute to those first two bottles of wine, a mad idea and a desire to create something special.

Nancy wrote, "This hole was worth the 23-hour flight. Will have to get a group and come back." Nancy can return back to the USA, safe in the knowledge, that she is just one of a select group who can say they have played the highest and longest par 3 in the world.

*To play a round at Legends costs \$57. To play the Extreme 19th costs \$213 (based on four golfers) including helicopter flight. (+27 14 743 6278; [www.legendgolfsafari.com](http://www.legendgolfsafari.com)).♦*

ABOVE View of the Green from Hanglip Mountain, which is 400 meters above.

## Facts & Figures

Here are the facts and figures about the Extreme 19th - the longest Par 3 in the world

Height of par - 430 metres

Horizontal distance from foot of mountain to back of green - 400 metres

Horizontal distance from foot of mountain to start of fairway - 280 metres

Vertical drop from the start of fairway to the front of the green - 21 metres

Time for ball to land - 22 seconds

The green is the shape of Africa, and the contours of the continent.

## Famous Shots

The first birdie 2 was made by former West Indies cricketer Franklyn Stevenson at which point he immediately challenged Padraig Harrington to a shoot-off.

The most glamorous par 3 ever made was by Miss Columbia 2009, who used to play golf with the brother of Camilo Villegas, the designer of the eighth hole on the Signature Course.

There have been 13 birdie 2s, including young Travis Sinden and 118 par 3s, including the rather more illustrious Padraig Harrington.

The online leaderboard was created to record as many of the attempts as possible. It has 2,811 recorded scores at the time of writing.

For the record, 338 people have just missed out on a par, having made a bogey 4, while there have been 1,524 scores in single figures.

◆  
*"On first investigation, building the Extreme 19th seemed impossible; the final quote to build the hole was, roughly, \$407,134 and Peet, a born developer, couldn't resist taking the risk."*  
◆



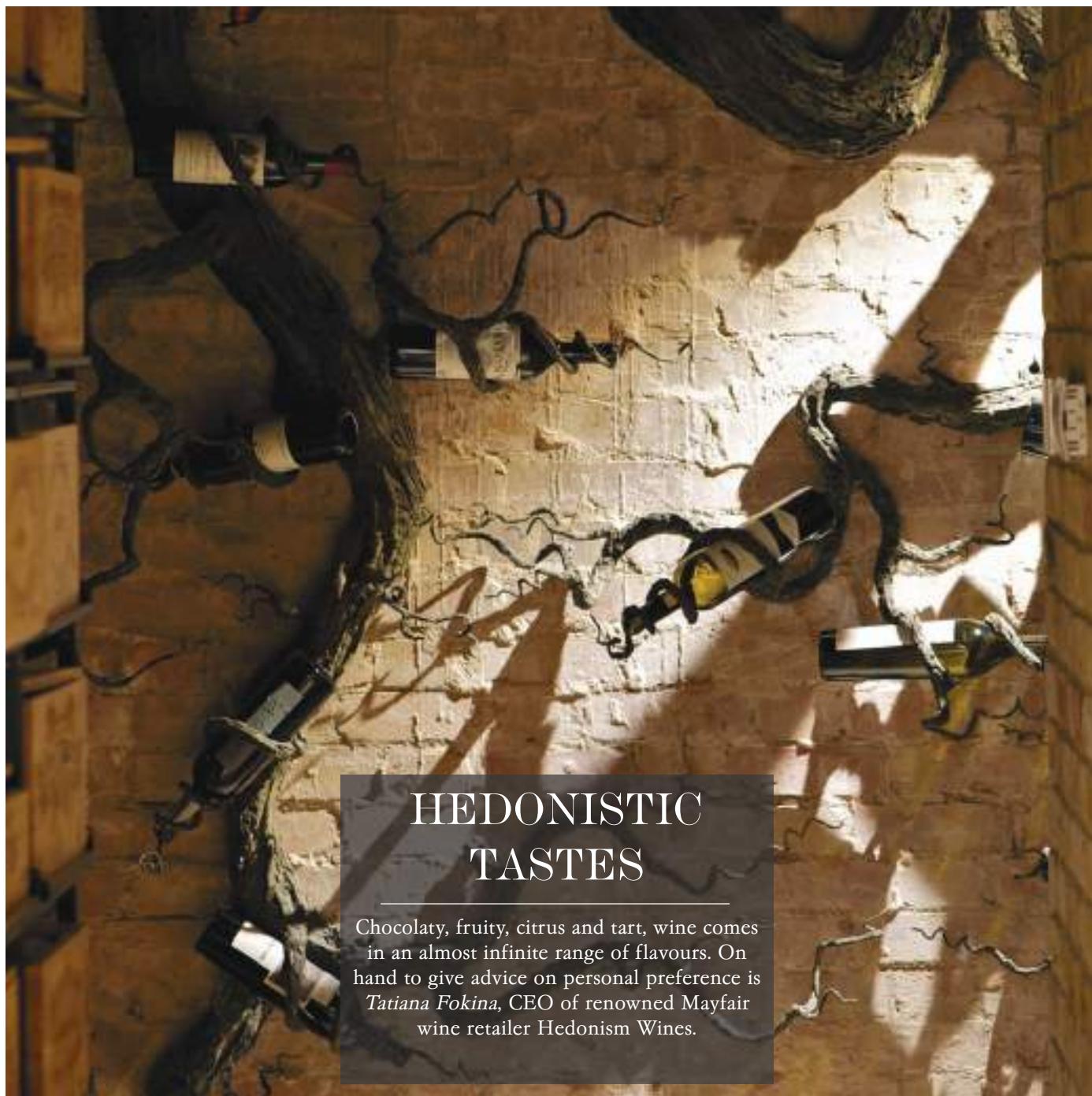
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## HEDONISTIC TASTES

Chocolaty, fruity, citrus and tart, wine comes in an almost infinite range of flavours. On hand to give advice on personal preference is Tatiana Fokina, CEO of renowned Mayfair wine retailer Hedonism Wines.

**A**s the capital of the wine trade, when the founders of Hedonism Wines moved to London they saw a gap in the market for a wine shop that provided a range and customer service currently still unrivalled. Not a producer of wine itself, it is a common problem for those living in London to have to wait four to six weeks for chosen bottles to arrive from Europe. Tatiana Fokina, CEO of Hedonism Wines says, "Wine is a spontaneous purchase and we found that the customer service in most vendors was lacking, as most retailers are not prepared to go the extra mile to offer an alternative or find another source."

With its fabulous installation art and more than 9300 lines of products, Hedonism Wines is truly a destination shop that has now developed a team with the knowledge to help with any enquiry.

ABOVE The staff speak 10 languages between them and can advise on just about any enquiry.

Tatiana says, "Putting the team together was actually the biggest challenge as you need people who understand wine and spirits and love people. But it's been worth it, as people now travel to London from all over the world, looking to come and have the experience that we provide."

For collectors, or those looking for a vintage wine to give as a gift, this is a dream come true. Tatiana explains that the value of a wine usually depends on its rarity, which is defined by how much was produced, how much was bottled and how many bottles can be traced. The 1811 Château d'Yquem is one of the oldest bottles in the cellar and would sell for more than \$118,234. At more than 200 years old, and surviving two world wars, this is now an historical object as well as a drink. "When buying very old wine, we like to manage our customer's



expectations about the taste," says Tatiana. "I tried a wine from the 1800s once and you don't get the same vibrancy as a new wine and the colours are different. We like to say, vintage wine is like an older person who has wisdom, but less energy."

When it comes to wine from Africa, Tatiana thinks no one does it better than the vineyards of South Africa. With access to good terroir and a keen attention to the winemaking process, vineyards here produce consistently high-quality beverages. Tatiana says, "This country is proud of making wine, and this comes through when you drink it. Klein Constantia is one of my favourite wines from South Africa and it has produced an excellent organic vintage sauvignon blanc."

Tatiana's advice to wine is to open your horizons and be adventurous. Buying the perfect wine, when it's hard to describe exactly what you like, can be time-consuming, so finding a merchant who knows your tastes and can point you in the right direction is useful.

A fun way to do this is through wine tastings. Most wine retailers will do regular wine tastings to show off new stock, but private tastings with friends and family are also a nice way to learn something new and spend time together. Hedonism Wines has an impressive sampling area, so a wine-tasting session would be the perfect present for wine lovers and novices, alike.

[www.hedonism.co.uk](http://www.hedonism.co.uk), 3-7 Davies St, London W1K 3LD, +44 020 7290 7870

ABOVE A trademark lighting installation features suspended Riedel glasses.

## Top 5: South African wines

### Klein Constantia Perdeblokke

Coming from the high and steep slopes of the Constantiaberg Mountains, this wine has rich aromas of gooseberry and blueberry, and the palate follows through with flavours of tropical fruit, a hint of spice and lovely fresh green apples on the finish.

### Keermont Riverside Chenin

Coming from vineyards planted in 1971, this Chenin exhibits notes of citrus blossom, hazelnut, lemongrass and butterscotch. Ripe citrus and white peach flavours come through on the palate which evolve into an earthy yet fresh finish.

### Keermont Topside

With the grapes at an elevation of 350m this Syrah has intense floral notes, mixed spice and white pepper aromas which give way to rich, ripe and spicy fruit with a wonderful purity on the finish.

### The Chocolate Block, Boekenhoutskloof

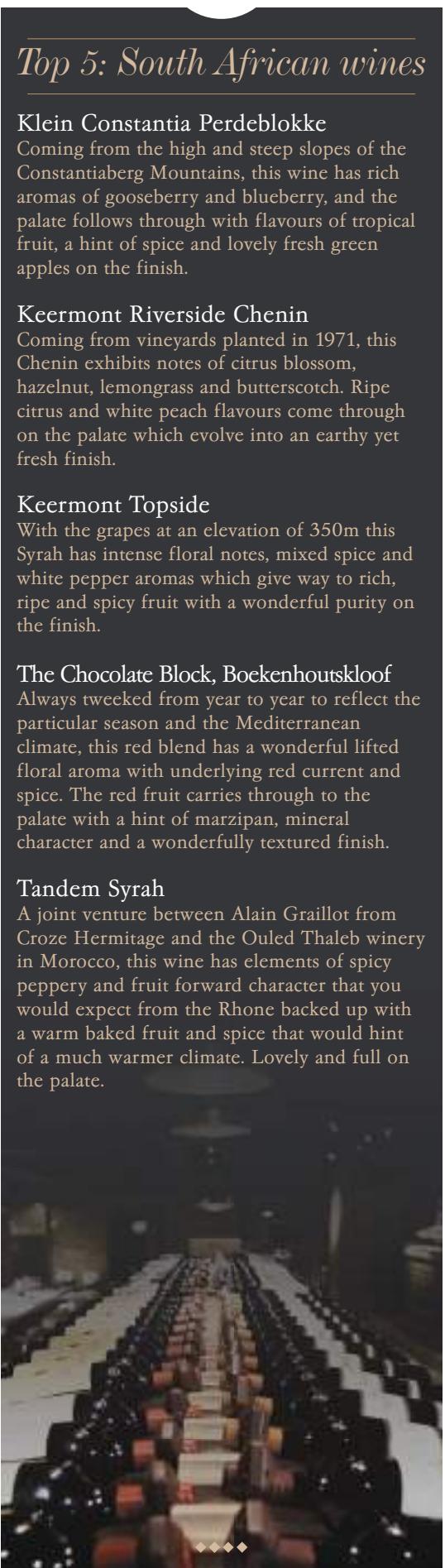
Always tweaked from year to year to reflect the particular season and the Mediterranean climate, this red blend has a wonderful lifted floral aroma with underlying red current and spice. The red fruit carries through to the palate with a hint of marzipan, mineral character and a wonderfully textured finish.

### Tandem Syrah

A joint venture between Alain Graillot from Croze Hermitage and the Ouled Thaleb winery in Morocco, this wine has elements of spicy peppery and fruit forward character that you would expect from the Rhône backed up with a warm baked fruit and spice that would hint of a much warmer climate. Lovely and full on the palate.

◆  
*"I tried a wine from the 1800s once and you don't get the same vibrancy as a new wine and the colours are different. We like to say, vintage wine is like an older person who has wisdom, but less energy."*

◆



# A MALT ABOVE THE REST

When looking for a good Whisky, look no further than at the King of Scotch, The Macallan.

**O**riginally known as 'water of life' for its healing properties, those who savour the rich, earthy and complex tastes of whisky will be familiar with its warm, calming effects. The perfect tipple after any stressful situation, whiskey distillers at The Macallan estate turn barley and water into the sweetest medicine.

The Macallan estate farm has one of the largest warehouse teams in Scotland. Pouring a glass of its smooth golden liquid is simple, while drinking it can tell a story of almost 100 years of maturation. The Macallan has the largest investment per cask in the industry, spending \$26m last year on building and seasoning new sherry seasoned casks using Spanish and

American oak. This spend is at least five times more than any other brand. The Macallan alone will account for more than 80 per cent of all new sherry casks imported to Scotland for whisky maturation.

The Cire Perdue, the oldest existing expression of the Macallan single malt at 64-years, packaged in a special one-of-a-kind Lalique crystal decanter, sold at famed auction house Sotheby's, in New York City, for a World Record setting \$460,000. Breaking this world record last year, The Macallan M Imperiale 6-litre Lalique decanter sold at auction in Hong Kong for \$628,000. The Macallan distillery partnered with acclaimed crystal maker Lalique in a focused attempt to set this

record, specifically to benefit charity: water, an organisation that provides access to clean, safe drinking water in developing nations.

The Macallan brewing methods have been revered for centuries, as this excerpt from *The Distillers' & Brewers' Magazine and Trade News*, 1898, attests: "The most approved methods of farming have been adopted by Mr Reid on the farm of Easter Elchies, the distillery well known for the superior quality of spirit. The development of the Macallan Distillery has been Mr Kemp's 'Tour de force', for under his hands Macallan, as stated, has attained to a reputation equalled by few distillers in the land."



*"The Macallan has the largest investment per cask in the industry, spending \$26m last year on building and seasoning new sherry seasoned casks."*

ABOVE AND LEFT Artistic arrangements by famous photographer Mario Testino.

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# SAMSUNG



Martell, the oldest of the great cognac houses, is celebrating its 300th anniversary with a yearlong calendar of high caliber events, which kicked off with a glittering celebration at the historic Palace of Versailles in France. In attendance were Toke Makinwa, Kelechi Amadi-Obi and Ebuka Obi-Uchendu who represented Nigeria at the event.

To herald the landmark celebration in Nigeria, Martell Cognac hosted 80 discerning guests to an evening like no other on 8 August 2015.

Guests were treated to the ultimate gastronomy experience inspired by the original Martell 300 menu, cognac tasting session, fireworks and an after party.

This strictly-by-invitation black-tie evening featured an exclusive cognac tasting and welcome cocktail, a paired six-course gastronomy experience and a live string quartet in an environment true to the brand's unique style, which continued to define the distillery 300 years on.

The House of Martell is synonymous with craftsmanship and elegance passed from generation to generation and savored by cognac connoisseurs all over the world.



ABOVE AND RIGHT The event, celebrating Martell's 300th anniversary, took place in the historical setting of the Palace of Versailles in France.

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# DESTINATION: LONDON

One of the world's most glamorous cities, London has long been a sought-after location for international buyers.

*Elite Living Africa* takes a look at the top prime real estate properties available to purchase.



*Knight Frank*

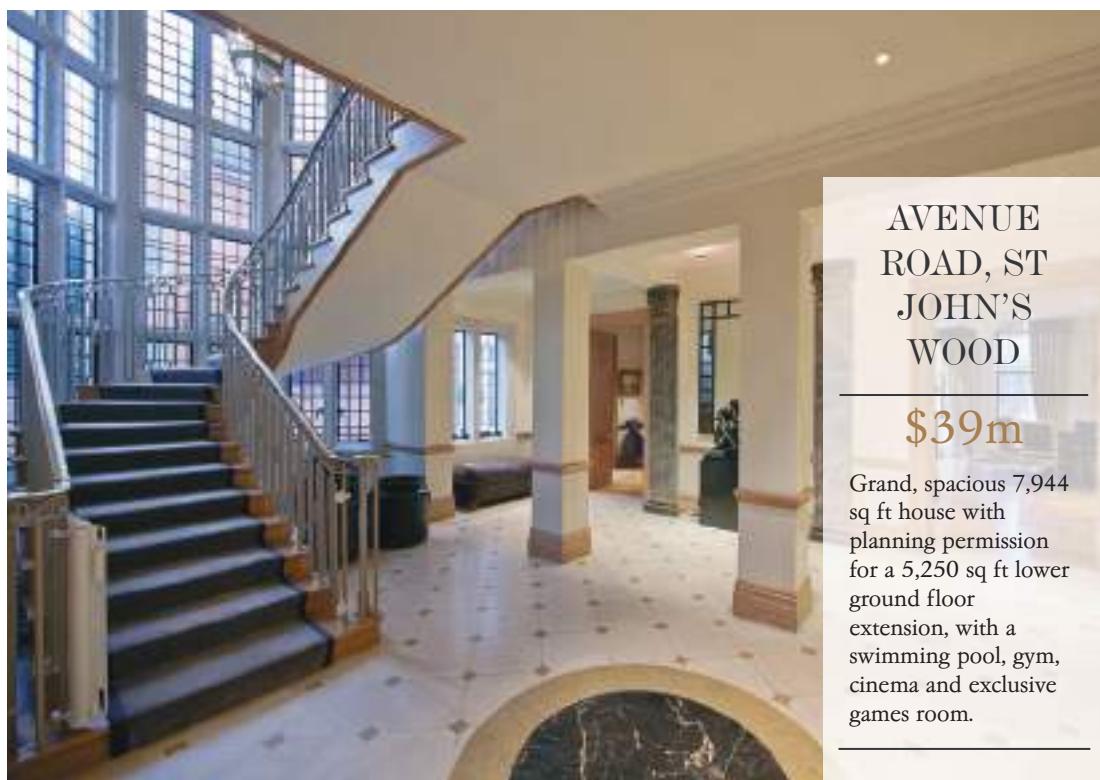
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*ABOVE* Luxury comes as standard with double height ceilings, and touch screen pads throughout which control the entertainment, lighting and heating system.



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\$39m

Grand, spacious 7,944 sq ft house with planning permission for a 5,250 sq ft lower ground floor extension, with a swimming pool, gym, cinema and exclusive games room.



In recent years, London has seen a particular rise in the number of investors from Africa seeking to gain a foothold on the upper reaches of the UK capital's luxury property ladder.

Shirley Humphrey, director at Harrods Estates, says that the popular area of Mayfair offers a village lifestyle in a fantastic central location. "The excellent shopping on Mount Street and Bond Street, fantastic restaurants and five-star hotels,

contribute to the area's popularity, and, with Hyde Park and Knightsbridge a short stroll away, many of our clients love the location as both an investment and lifestyle choice."

Those seeking homes of a more spacious nature often turn their attention northwards, to the leafy areas surrounding Regent's Park and Hampstead Heath, where penthouses with breathtaking city views give way to grand detached houses with vast gardens and leisure facilities.

Harrods Estates has noticed a 400 per cent increase in the number of sales to African clients compared to last year, while Beauchamp Estates confirmed that buyers from Africa have spent upwards of \$935.8m over the last three years.

Much of this was spent on luxury apartments in some of central London's most exclusive residential locations, such as Kensington and the 'platinum triangle' of Belgravia, Knightsbridge and Mayfair.



## Property includes:

- Six bedrooms
- Three bathrooms
- Cinema room
- 24-hour portage
- 3,831 sq ft



## LOWNDES SQUARE, KNIGHTSBRIDGE

**\$22.2m**

Twenty-fourth floor penthouse on one of the most prestigious garden squares in London, located a short distance from Hyde Park and the world-renowned designer shops of Knightsbridge and Sloane Square, including Harrods and Harvey Nichols.

*BELOW The square runs parallel with Sloane Street and is just east of the Harvey Nichols department store and Knightsbridge underground station.*



Savills Estate Agents



Knight Frank

### Property includes:

- Nine bedrooms
- Eight bathrooms
- Swimming pool
- Gym & sauna
- Private cinema



## WINNINGTON ROAD, BARNET

**\$58.5m**

Detached 22,776 sq ft house on a private, gated road in a leafy North London suburb, complete with a nine-car garage, swimming pool and acre of land.

*ABOVE It is considered to be one of the wealthiest streets in the world, comparable to a select few ultra-exclusive roads in such other affluent places, including Beverly Hills, Monaco and Hong Kong.*



*Les  
Ambassadeurs  
Club*

# LES AMBASSADEURS CASINO

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LONDON

Having established itself long ago as the discerning gambler's choice of gaming club in London, Les Ambassadeurs Club continues to attract politicians, aristocracy and influencers to its fashionable address.

No. 5 Hamilton Place remains one of the most lavish and sought-after memberships in the country, having hosted the very best gamers and gamblers from across the world. The building stands on the former site of one of King Henry VIII's hunting lodges (now the illustrious Park Lane) and remains an outstanding example of the grand Georgian town houses built at the turn of the century.

But it's not just private playing rooms and a 24-hour world-class restaurant that continues to attract the world's sharpest gamblers and gluttons. Each of the five private playing rooms: The Marble Room, The Gold Room, The Leopold Room and the two Penthouse Rooms offer their own style, allowing members to choose their preference based on company and party size, or the games in which they specialise.

Each room is equipped with everything the modern-day gambler desires; from Blackjack and American Roulette, to Baccarat and Three-card-Poker, the rooms offer privacy and comfort to those requiring a more intimate setting away from the 16-table main gaming floor.

The Marble Room deserves special mention. Above the impressive 18th century white marble fireplace,



your eyes are drawn skywards to the oval Renaissance fresco on the ceiling. It's a neck-creaking showstopper that's been part of the building's history since the 1830s, depicting The Four Seasons by English portrait and panorama painter, Edmund Thomas Parris.

When the 2007 smoking ban was enacted, a law that challenged many of the country's clubs and casinos, Les A were able to extend their garden space into an outdoor playing area – much to the pleasure and comfort of their members. With underfloor heating, marble-clad bathrooms and foldable partitions between tables, gamers and cigar smokers can now relax and play in an outdoor space unlike anything else in the capital.

Just as it has since it first opened, Les A exemplifies the very best in British gaming clubs and, as such, has an unrivalled reputation, bringing around-the-clock, high-stakes gambling to Mayfair and London.

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