The Spear's Luxury Index 2020

5TH NOVEMBER 2020 *by* SPEAR'S

From hoteliers and horologists to tailors, interior designers and jewellers, the Spear's *Luxury Index 2020 features the 50 innovators, tastemakers and leaders at the forefront of luxury today*



Brice Partouche

High stepping

Endurance sports had never really been 'cool' before. That was until the 2010s, when Rapha came along and transformed cycling with tasteful, minimalist clothing and moody photoshoots. Running's 'Rapha moment' took longer to arrive – but it has been worth the wait. It comes courtesy of the Paris-based running brand Satisfy, the brainchild of Brice Partouche, a fashion entrepreneur. The aesthetic is often redolent of low-fi

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what he calls 'The High'.



Jeannette Ho

Grand dame

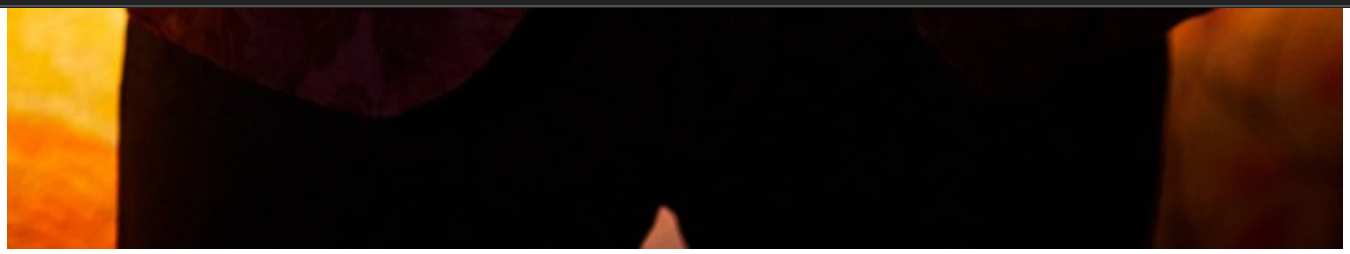
When London gets a new grand hotel, it's big news. When the hotel in question is in one of that capital's iconic buildings – one garlanded with rich associations with individuals like Churchill and Lord Kitchener, then it's really big news. Step forward Raffles London at The OWO, one of the capital's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

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

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Clément Robert

Good taste merchant

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



KLAUS JORDAN

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The family-owned German yard Lürssen did it again this year with Project Opus', another astonishing impressive 'gigayacht' – stretching to142 metres (465 feet) in length, with two helipads and a retractable hanger among the features. It also sleeps 36 in 20 state rooms and looks stunning, having been designed by the Italian studio Nuvolari Lenard. The Bremen Shipyard also gave the world Azzam (180m) in 2013, owned by UAE president Khalifa bin Zayed al Nahyan and still the second-longest superyacht in the world. After that came the 156m Dilbar in 2015. When it comes to mega yachts, the Lürssen family, in business for 145 years, is still leaving everyone else in its wake.



Barbara Broccoli

The real Bond girl

A producer of the last 11 Bond films, including No Time to Die, which is now out next year, Barbara Broccoli, also co-owner of EON Productions with Michael G Wilson, is one of the leading women not just in film, but in luxury. After all, which British icon has done more to promote well-heeled masculine style than 007? And where would Bond be without his Aston Martins (eight films and counting), Rolex or Omega watches, Bollinger, or Tom Ford clobber? Tom [illegible] return of Bond [illegible] do Omega and shoe-maker Crockett &

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Frank Akinsete

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far and wide. So Akinsete's collaboration with British brand Connolly presented a pleasing collision of worlds: Akinsete's urban retro with Connolly's classic aesthetic. For September, the legendary Portobello stand sold old Connolly collections upcycled by Akinsete. Taking inspiration from Connolly's summer exhibition, 'Something Old, Something New, Something Borrowed, Something Blue', the vintage-connoisseur breathed new life into old pieces, using colourful dye to transform jackets, trousers, shirts and liquettes. The collaboration is timely with the fashion industry under fire for its wasteful habits. High-end upcycling is an elegant solution, in more ways than one.



Kostas Sfaltos

Suite talker

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

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Torsten Müller-Ötvös: Click here to read

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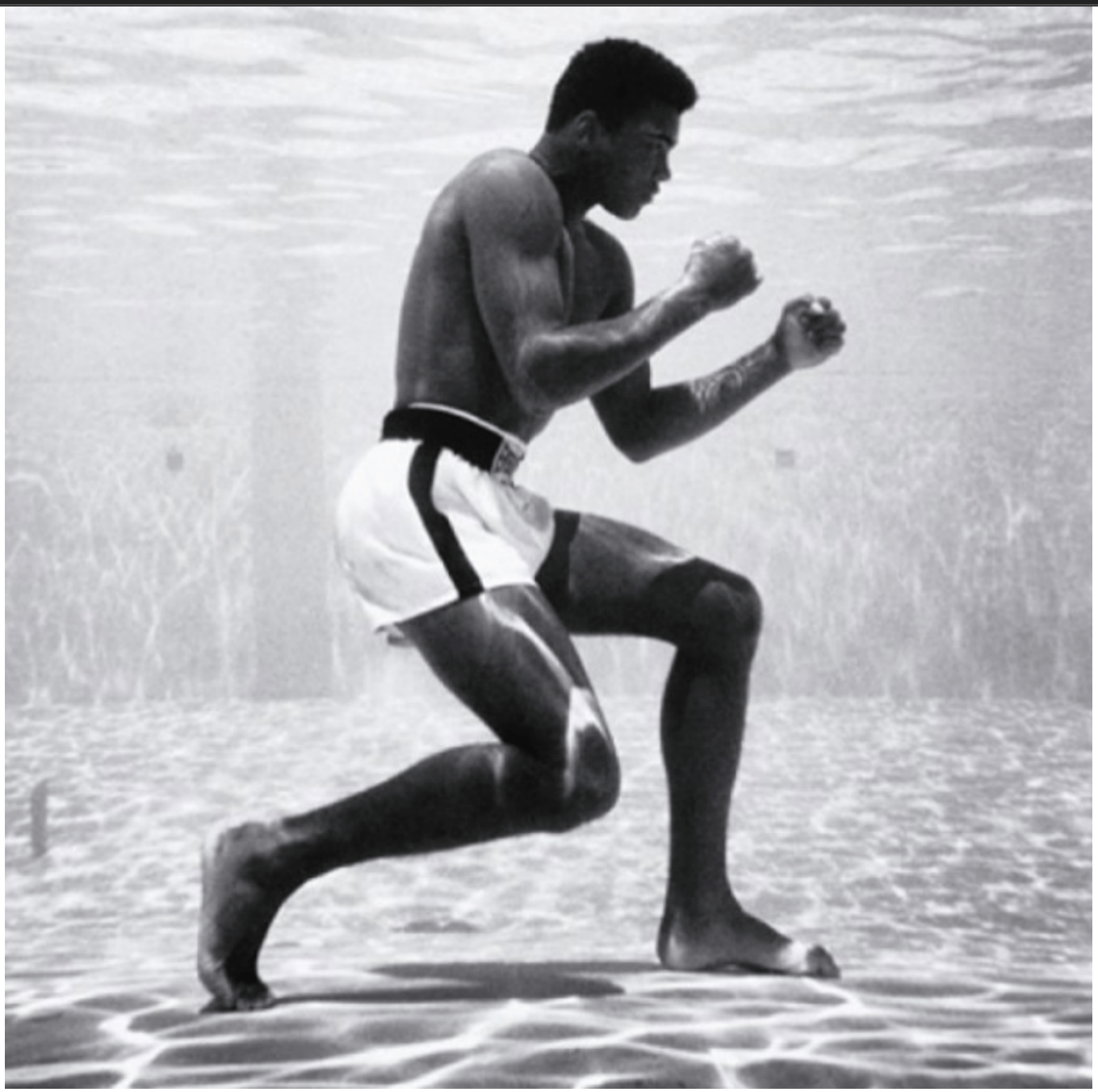


Jonny Fowle

Spirited fellow

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

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Alex Eagle

Where Eagles dare

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

She is also the woman behind 'The S[illegible] in[illegible] retail[illegible]tive and social experience collaborating with some of the world's finest artists, d[illegible]afts[illegible]n, chef[illegible] creatio[illegible]

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find out this winter.



Manuela Hauser & Iwan Wirth: Click here to read

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Sir Paul Smith

Britain's Ralph Lauren

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

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

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

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MARTIN KAUFMANN

Samantha Drummond

Design tiger

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

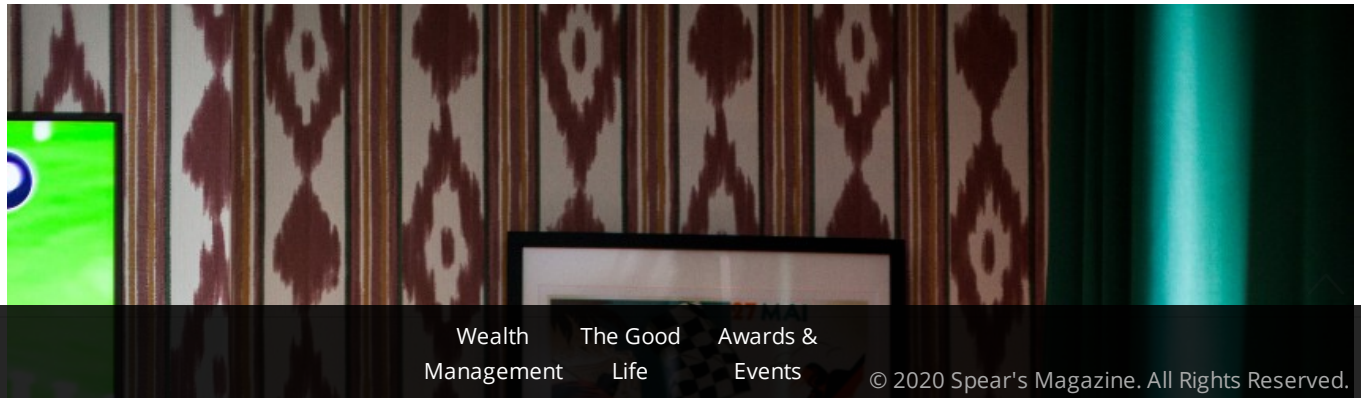
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Emma Deterding

Undeterred brilliance

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



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William Woodhams

You can bet on it

If 5 Hertford Street were reincarnated as a sports bar, it would come back as Fitzdares Club. But this newly opened Mayfair bolthole has a history all of its own. The private members' club is a physical manifestation of the bookmaker of the same name, which has been taking the world's largest sporting wagers since 1882.

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sports fan that really counts.' With comfortable surroundings, 4K streams of the biggest events, an excellent menu (try the beef Wellington) and an extensive wine cellar amassed by former bar director at Sketch, Dom Jacobs, there could scarcely be a better place for that connection to be made.



HRH The Prince Of Wales

Warrants approval

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

'I'm a huge admirer of that coat,' says Aleksandar Cvetkovic, menswear writer and keen observer of Charles's Wardrobe. 'It's a stunner. Tailored by Anderson & Sheppard (HRH's tailor of choice) about 40 years ago. He still wears it today.' This 'proper tweed polo coat' is 'exactly what Savile Row is all about,' adds Cvetkovic. 'Proof of the mantra, "Buy less, but better!" Wa[illegible]eves & Hawkes and Ede & Ravenscroft,

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Andrew Stembridge

Man about town

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

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

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Mayfair's kiwi diamond

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



Tom March

Capitalising on luxury

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

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