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**EVERYONE IS LOOKING FOR THE « DEAL »,  
WE SHARE IT WITH YOU**





## WELCOME

We are delighted to introduce the first edition of the Prestige Motor Group Magazine. Today is a very exciting time where we are months away from our new state of the art dealership build termination and the beginning of a new chapter for our company. 2016 is the first year that we have started communicating the name of our company which began with the building of Prestige Motor Group website grouping all of the activities on one platform.

We have already announced the development of a Heritage Car Centre in the dealership which is the first step of very exciting projects we have for the future. We believe in increasing the offering while maintaining an exceptional level of service and personal attention.

Our additional business can only be at the same level as our current range. We look forward to share the new dealership opening in spring 2018 and indeed the following new projects for our dealership. Aston Hill Classics is the first global reach Heritage Company with facilities in the Middle East, London and Geneva. We are very proud to represent the local branch of this company and we have very exciting vehicles in restauration which will be arriving shortly.

Follow their arrivals in real time on our website. Aston Martin is gaining momentum as Andy Palmer's second century plan unfolds and reveals exciting new products every 9 months, the vehicles we have received so far have been nothing but exceptional. Rolls-Royce Motor Cars has announced the addition of the Cullinan to the range which will become the first all-wheel drive all terrain type vehicle the company has ever produced.

Very exciting news for the future for the Brands we represent.

Our team of passionate professionals has grown sustainably over the past 6 years to cope with the demand and expansion of the company. We feel we have very strong knowledge in both technical and sales teams with international backgrounds speaking 8 languages. We have recently received the certification of Master Technician Level for Rolls-Royce Motor Cars.

Thank you for your trust and fidelity, it thanks to you that we can continue this endeavor and you have my personal commitment to an even better service and better facilities in the future.



Best Regards,

**Thilo Martin**  
**Director**



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T: 0223638003

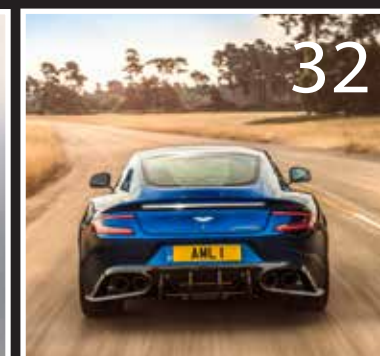


# CONTENTS

Aston Martin Geneva.....	14
History of Aston Martin - An Icon is Born.....	18
Aston Martin Geneva.....	14
New for 2018 - Aston Martin DB11 Volante.....	31
Vanquish S Takes Aston Martin's Ultimate Super GT To the Next Level.....	32
Aston Martin Design Studio.....	40
Aston Martin Powerboat Revealed in Monaco.....	52
DB4 GT Continuation.....	62
AMR - Taking Aston Martin to New Extremes.....	69
The Aston Martin Valkyrie.....	80
Aston Martin and Red Bull Racing Extend Innovation Partnership Into 2017.....	82
Aston Martin at the 2017 Geneva Motor Show.....	88
Concours D'Elégance Suisse.....	94
Collecting Cars for the Next Generation.....	102
Heritage.....	114
Aston Martin Service Booking.....	118
SHD50: The Dawn of a Collection.....	120
Royce-Rolls Motor Cars Geneva.....	128
Interview with Torsten Müller-Ötvös.....	133
Rolls-Royce Black Badge.....	134
Rolls-Royce Brings Elegance to the 2017 Geneva Motor Show.....	142
True Luxury is Personal - Rolls-Royce Motor Cars Year in Bespoke.....	150
Home of Rolls-Royce.....	162
Rolls-Royce Celebrates 2016 Goodwood Festival Of Speed.....	166
Rolls-Royce Celebrates Goodwood Revival.....	172
The Goodwood Fashion Week.....	178
Rolls-Royce - The Beginning.....	188
Rolls-Royce Aftersales & Service Booking.....	193
Contact Us.....	195



14



32



94



40



134



166



114



128



150



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## EXTRA - FLAT

Less is more in the Drive de Cartier Extra-Flat watch, whose slender profile hugs the wrist, ensuring a suave, discreet accessory beneath the sleeve of a dinner jacket. Minimalism is the standout feature of this watch. At less than 7mm thick, it is 40% slimmer than the original model. Clean lines are enhanced by the sunray satin-finish dial, of sapphire crystal, and finely crafted alligator-skin strap, which stylishly showcase the cushion-shaped case of the watch.

Understated design, an extra-flat profile and refined proportions make this a perfect choice for the first men's evening watch in the collection. The Drive de Cartier Extra-Flat watch is fitted with a mechanical movement with manual winding 430 MC. Available in pink gold, or in a limited edition of 200 pieces in white gold.

*Cartier*



## MAGIC OF THE DESIGN *Liberating movement*

Illusion? Mystery? Fascination? A question of design. Of mastering the stroke, of the exactness of the lines which, little by little, liberate movement, magnify energy, initiate rhythm. Visual bearings are blurred, the gaze wanders, moves on, rebounds from one sparkling facet to another.

Concentric waves, streams of light, gleaming prisms – beauty attracting us like some magnetic force.

Tiny geometric designs paved with precious diamonds interlace on the Incantation necklace. With a single touch, the necklace is transformed and the curve is inverted in a stunning feat of technical prowess never before seen in High Jewellery workshops. Like a conjuring trick, or perhaps pure magic, the length and dimensions of the piece change as it becomes more intimate, fitted more closely to the neck, and opens out. A removable sapphire is fastened onto the glorious corolla of the unfolded necklace; and, when detached, the stone can be mounted onto a ring.

*Cartier*



# Beau-Rivage Geneva, Different & Unique

Enjoy a special experience with an exceptional setting by the lake, in the heart of Geneva



Beau-Rivage, the only luxury hotel in Geneva still in the same family hands since it opened its doors in 1865, is on its way to the stars.

## *Different and unique*

Beau-Rivage now offers even more exclusive spaces. 15 suites, of which 6 are historic and 9 are brand new top-floor unique suites. The renovated include duplex apartments ranging from 100 to 150 m<sup>2</sup> and two apartments of 150 and 250 m<sup>2</sup>. All with a private spa bathed in daylight, exceptional views, unique volumes and an extremely comfortable bed from which you can admire the stars.

## *It's like coming home.*

Beau-Rivage is ideally located on the lakefront, facing the Mont Blanc and the snowy mountains and the famous Jet d'Eau water fountain.

The rooms are the largest for their category and all the Deluxe, Prestige and Suites are different. Every room, every piece of furniture has a story to tell. There is a great attention paid to every detail, from the fabrics to the objects.

In the heart of Beau-Rivage, the restaurant The Chat-Botté promises to offer a unique and memorable culinary moment. The Chat-Botté charms its guests with its Mediterranean colors and atmosphere and is skillfully orchestrated by the Chef Dominique Gauthier, Michelin star-awarded and 18/20 in Gault & Millau. In the kitchens, guests can enjoy a surprise menu created by the Chef and savour it the heart of the action at the Chef's table.

Hôtel Beau Rivage - Quai du Mont Blanc 13 - CH 1201 - Geneva - Switzerland  
Tel: + 41 22 716 66 66 - E: reservation@beau-rivage.ch - www.beau-rivage.ch

*Beau Rivage*  
GENÈVE 1865





## ASTON MARTIN GENEVA

Aston Martin Geneva would be delighted to welcome you in our establishment situated in the Nyon between Geneva and Lausanne on the Lemman Lake side. We have a large selection of new and used Aston Martin models available for view at your best convenience.

At Aston Martin Geneva Service, we go the extra mile to ensure your Aston Martin runs as well as the day it was built, if not better. We have the most experienced Aston Martin servicing team in the region.

Whether it's a yearly service or a tune-up of the car for a track day, our expert team combines modern dealership technology with an old-fashioned, hands-on mentality and unmatched knowledge of the model range. We are able to offer our clients assistance, through home collection and return of your car and worldwide logistical support for your convenience









# HISTORY OF ASTON MARTIN

## AN ICON IS BORN

*A RICH AND PRESTIGIOUS HERITAGE DEFINES ASTON MARTIN AS SOMETHING TRULY UNIQUE WITHIN AUTOMOTIVE HISTORY.*

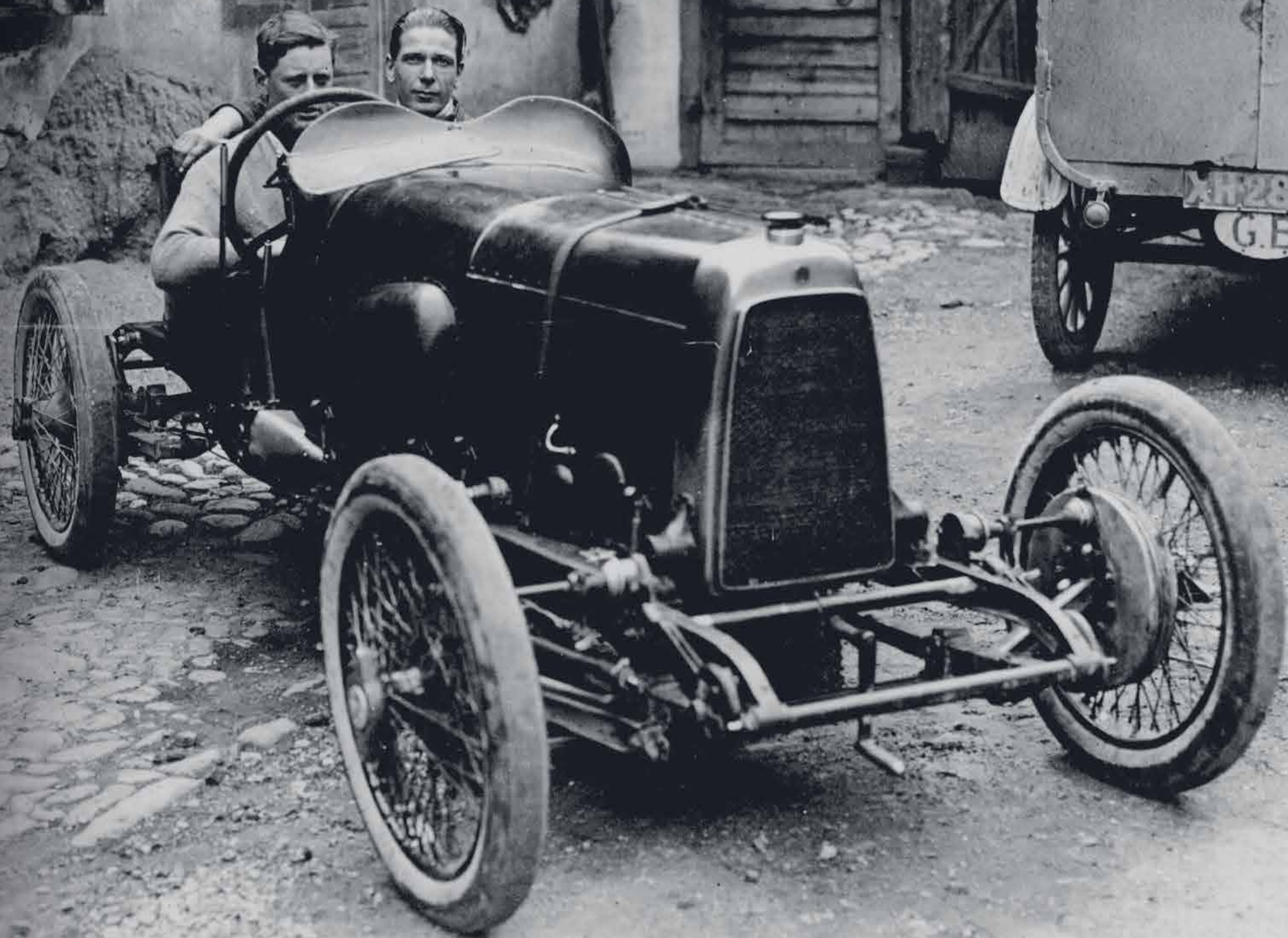
*FOUNDED IN 1913 BY ROBERT BAMFORD AND LIONEL MARTIN AS 'BAMFORD & MARTIN LTD', THE COMPANY HAS DEVELOPED INTO AN ICONIC BRAND SYNONYMOUS WITH HIGH PERFORMANCE AND ELEGANCE. 1914 SAW THE BIRTH OF THE NAME 'ASTON MARTIN' FOLLOWING MARTIN'S SUCCESSFUL RUN AT THE ASTON HILL CLIMB IN BUCKINGHAMSHIRE, ENGLAND. WITHIN A YEAR THE FIRST ASTON MARTIN HAD BEEN BUILT AND REGISTERED WITH THE NAME AND BY 1920 THE BUSINESS HAD RELOCATED TO KENSINGTON.*





## RACING DEBUT

COMPETING IN THE 1922 FRENCH GRAND PRIX SAW ASTON MARTIN TAKE ITS FIRST HISTORIC STEPS IN OVERSEAS COMPETITION WITH TWO CARS COMPLETING THE RACE. FINANCIAL PROBLEMS PLAGUED THE COMPANY OVER THE NEXT DECADE WITH THE BUSINESS FORCED TO CLOSE IN 1925 ONLY TO BE RESCUED BY A GROUP OF INVESTORS IN 1926, FORMING 'ASTON MARTIN MOTORS LTD'. THE BUSINESS WAS SOON ON A SOUND FOOTING, WITH A COMPETITIVE RANGE OF SPORTS CARS AND AN INCREASING REPUTATION FOR ENGINEERING AND DESIGN. THIS PROGRESS LEAD TO THE FIRST ENTRY OF AN ASTON MARTIN IN THE LE MANS 24-HR RACE IN 1928.







## SWEEPING TO VICTORY

*ASTON MARTIN ENDED THE 1950'S WITH FURTHER RACING SUCCESS, AS THE DBR1 TEAM SECURED THE 1959 WORLD SPORTSCAR CHAMPIONSHIP BY WINNING RACES SUCH AS THE NURBURGRING 1000KM RACE AND THE FAMOUS LE MANS 24HR. AWAY FROM THE CIRCUIT, THE DB4GT, A HIGH-PERFORMANCE VERSION OF THE DB4, WAS LAUNCHED TO ACCLAIM. 1960 SAW A FURTHER DB4 EVOLUTION AND THE FOUNDING OF AN HISTORIC COLLABORATION WITH THE ITALIAN COACHBUILDER ZAGATO TO LAUNCH THE DB4GT ZAGATO. A SEMINAL YEAR FOR THE BUSINESS SAW SUCCESS FOR THE DB4GT AT MONZA AND THE LAUNCH OF A NEW MODEL. THE YEAR WAS 1963 AND THE MODEL WAS THE ASTON MARTIN DB5.*



# INTERIOR DESIGN



# Royal Palm Beachcomber Luxury

Adresse légendaire de l'île Maurice



Situé sur une des plus belles plages de l'océan indien, à un peu plus d'une dizaine d'heures de vol de Genève, le Royal Palm Beachcomber Luxury est le rendez-vous privilégié des amateurs de lieux d'exceptions. Anonymes et personnalités s'y pressent chaque année pour goûter à l'élégance et au raffinement de ce lieu hors du temps.

L'établissement, qui figure parmi la prestigieuse collection de The Leading Hotels of the World, est une ode à l'hospitalité.



Fraîchement rénové, l'hôtel trentenaire brille d'un éclat nouveau tout en conservant cette atmosphère unique et chaleureuse qui la caractérise. Un charme naturel et une élégance intemporelle récemment mis en lumière par le photographe français Éric Cuvillier, qui parcourt le monde pour immortaliser les plus beaux hôtels de son regard d'esthète.

Ce qui fait l'âme du Royal Palm, c'est une subtile alchimie de savoir-faire : un hébergement constitué de 69 suites qui conjugue confort et ambiance feutrée, le service personnalisé

## ... Symbole de l'art de vivre!

et discret de ses artisans, une gastronomie élaborée par le chef étoilé Michel de Matteis... des plaisirs culinaires exceptionnels à savourer sur une terrasse, à l'ombre d'un badamier surplombant la mer à seulement quelques pas de la plage.

Pour l'harmonie du corps et de l'esprit, des artisans du bien-être vous accueillent au spa et vous invitent à vivre une expérience sensorielle pleine de bienfaits. Un art du bien-être... résolument autrement. Des sports terrestres et nautiques, pour petits et grands, agrémentent le séjour des clients : centre de sport, piscines réparties à travers les jardins et un personnel dédié aux activités qui vous initie aux nombreux sports proposés. Ouvert toute l'année, le Kids club permet aussi aux parents de prendre le temps de se retrouver tandis que leurs chérubins s'adonnent à la découverte de nouveaux mondes d'aventures et d'amusements sous le regard attentif d'un personnel dévoué.

Grégory Coquet occupe le poste de directeur général du Royal Palm Beachcomber Luxury depuis le 1er février 2017. De nationalité mauricienne, passionné d'hôtellerie, Gregory compte plus de 14 ans de carrière dans cette industrie.



Grégory Coquet, un hôtelier mauricien formé à l'école suisse.

Il a fait ses classes à l'Institut de hautes études de Glion, sur les bords du lac Léman. Il a ensuite affiné ses compétences pendant une dizaine d'années d'abord chez le traiteur français de prestige Potel et Chabot, puis au sein de plusieurs enseignes hôtelières dont le célèbre palace parisien, l'hôtel de Crillon, Le 'Mirador Kempinski Lake' à Montreux et le 'Grand Hotel Kempinski' à Genève. De retour à l'île Maurice depuis 2012, il a rejoint l'équipe d'artisans du Royal Palm en mai 2016.

ÎLE MAURICE - SEYCHELLES - MARRAKECH - FRENCH RIVIERA

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## NEW FOR 2018 - ASTON MARTIN DB11 VOLANTE

The Aston Martin DB11 Volante has been spotted undergoing winter tests ahead of going on sale in spring 2018. The aluminium-bodied DB11 Volante will be slightly heavier than the coupé due to the addition of its roof-opening mechanism and chassis strengthening. With an inherently strong body and chassis, only a subtle increase in weight is expected, with a spokesman revealing that the Volante is aiming to match the coupé's 0-62mph time of 3.9sec. A sound-deadening multi-layer fabric roof will keep noise down in the cabin, and Aston Martin is likely to make subtle changes to the driving dynamics, including a slightly softer suspension set-up than that of the hard-top.

The 2018 DB11 Volante is just one part of Aston Martin's plan for the next five years. In the near future, replacements for the V8 Vantage and Vanquish are due, as well as a new all-electric version of the Rapide, called the RapidE. The Aston Martin AM RB-001 hypercar will go on sale in 2018, while the DBX crossover – the first car to be produced at Aston's St. Athans, Wales plant – will arrive in 2020.





## VANQUISH S TAKES ASTON MARTIN'S ULTIMATE SUPER GT TO THE NEXT LEVEL

Aston Martin has turned up the heat on its ultimate Super GT to create the new Vanquish S. Sharper styling, greater potency and increased athleticism define this latest evolution of an illustrious model line. One that originated from Aston Martin's legendary Works in Newport Pagnell and has proudly served as standard bearer for the marque's sporting and stylistic values since 2001.

In this, the second generation Vanquish's evolution to S specification, careful attention has been paid to the engine, chassis and aerodynamics to create a machine honed to deliver more intense thrills and even more scintillating performance. Central to this is the naturally-aspirated 6.0 litre V12 engine, which now produces up to 600PS (up from 573PS) and enjoys sensational throttle response, thanks to a revised, freer-breathing intake system.





These larger volume inlet manifolds allow a greater volume of air to flow into the engine at high revs, creating a relentless power delivery and a stronger feel all the way to the redline.

Building on this increased intensity, the calibration of the 8-speed Touchtronic III transmission has been revised to deliver faster gearshifts and greater refinement at low speeds for a greater sense of precision and immediacy.

Likewise, the suspension, damper internals, spring rates and anti-roll bar bushes have also been re-tuned to give the Vanquish S a keener edge in the more sporting suspension modes, without compromising its ability to deliver supple ride quality on demand.

Visually the Vanquish S can be readily distinguished by a new aerodynamic package. Fashioned from exposed carbon fibre, this revised front splitter and rear diffuser combine to deliver a meaningful reduction in frontal lift with a minimal penalty in additional drag. Combined with visually striking new quad exhaust outlets the Vanquish S has more aggressive appearance, entirely fitting for Aston Martin's most overtly sporting GT production model.

This look can be further enhanced with a range of new options. These include carbon fibre bonnet louvres, new forged 5-spoke diamond turned wheels and a choice of striking painted graphics packs. A new Vanquish S badge sits proudly on the tailgate as the perfect piece of jewellery.

Inside, the Vanquish S can be further personalised with a choice of spectacular new 'Filigraph' quilted leather and the use of new materials and finishes, such as the Satin Chopped Carbon Fibre fascia panel. Sumptuous Bridge of Weir Caithness leather offers an added touch of luxury and tactility, while Vanquish S embroidery on the headrests provides a crafted finishing detail.

Dr. Andy Palmer, Aston Martin President & CEO said: "From the moment the original Vanquish was launched it became a modern icon. It propelled Aston Martin from an era of hand-built cars to one where craftsmanship and technology combined to create a new kind of great British GT."

"In its second generation the Vanquish maintained that momentum with huge engineering advances such as its all-carbon fibre bodywork and compelling, contemporary styling. Now, the Vanquish S takes things a step further, confidently asserting itself within the Aston Martin range and distinguishing itself from the new DB11. A spectacular machine in every sense, the Vanquish S is a magnificent addition to our range."

Vanquish S is available in both Coupe and Volante and recommended retail price starts from £199,950 in the UK, €262,950 in Germany and \$294,950 in the US. Deliveries will commence in December 2016.



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125ft Classic Sailing Yacht  
**MARIQUITA**

**MARIQUITA is widely regarded as one of the most beautiful classic yachts sailing today.**

Designed and built for industrialist Arthur Stothert by William Fife III she was launched in 1911 at Fairlie on the Clyde river in Scotland. As a gaff rigged cutter of the 19 Metre Class MARIQUITA is a direct link to the historic Big Class and a precursor to the J-Class that would follow in the 1930's.

When launched MARIQUITA caught the imagination of everyone that followed sailing just before the First World War and, over a hundred years later, she still does since being entirely restored by Fairlie Restorations in 2003 following the highest standards in wooden construction. The same year she set sail once again and is now one of the stars of the Classic Circuit. Over the last decade she has sailed on the Clyde, Cowes, Falmouth, and countless Mediterranean regattas including Monaco Classic Week, Regates Royales de Cannes and Les Voiles de Saint-Tropez.

She represents a unique opportunity to enter into the exclusive classic sailing yachts circuit and enjoy the excitement of racing on such a legendary magnificent yacht.

She also offers great comfort and refined interior accommodation for cruising in the Mediterranean Sea or else where.

Winning the Panerai Big Boat Mediterranean Series in 2014 and the UK Series in 2015.

**Year:** 1911  
**Designer:** William Fife III  
**Builder:** W. Fife & Son, Fairlie  
**Type:** First International Rule 19 Metre  
**Length:** 38.10 metres  
**Beam:** 5.30 metres  
**Sail area:** 6,171 sq ft upwind  
**Keel:** 36 ton of lead

Photos credit: Ben Wood



135ft Norman Foster Design  
**OCEAN SAPPHIRE**

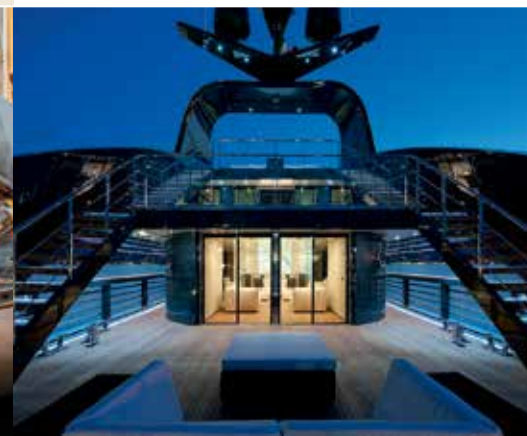
**OCEAN SAPPHIRE is a luxury motor yacht designed by world-renowned architect Sir Norman Foster and built by the Italian shipyard Rodriguez Cantieri Navali.**

She has four deck levels, offering more exterior and interior space than any other yacht in her category. Special attention has been paid to the quality of light and the views from all areas of the yacht, including the Master's suite's two private balconies.

The interiors have been furnished with great attention to aesthetics, practically and luxury.

Taking advantage of the floor-to-ceiling windows and panoramic views, a sense of continuity between the exterior and interior spaces has been intuitively created.

**Year:** 2010  
**Designer:** Foster and Partners  
**Builder:** Rodriguez Cantieri Navali  
**Type:** Signature 40 Aluminium Displacement Motor Yacht  
**Length:** 41 metres  
**Beam:** 8.40 metres  
**Speed:** 12 to 16 knots  
**Number of cabins:** 5 for up to 12 guests







## ASTON MARTIN DESIGN STUDIO

Aston Martin's design studio is the company's first stand-alone design facility and took just six months to build and only twelve months to complete from its design conception to realisation.

The elegant modern pavilion was built using the very latest construction technology and is a showcase for environmentally sustainable design.

Providing a tailor-made space for the Aston Martin design team, the facility stands adjacent to Aston Martin's headquarters in Gaydon, Warwickshire.

The Design Studio will strengthen the bond between engineering and design, ensuring tomorrow's Aston Martin cars honour the company's heritage while continuing to push new boundaries.





## Studio Design

British designers Weedon Partnership, the practice responsible for designing the award-winning headquarters and production facility at Gaydon, were able to create an immersive sensory environment that mirrors the experience and sensation of an Aston Martin.

The 2700m<sup>2</sup> building represents a complex interplay between space, light, transparency and security. One side of the building is faced entirely in glass, braced with glass beams, to help maximise the feeling of transparency and flooding the studio floor with natural light which is paramount to the designers. At the same time, flush light fittings provide hidden, ambient light, supplemented and enhanced by the customised and highly adjustable lighting rigs used to develop the clay surfaces.

The studio floor is equipped with five full-size 'plates' that enable designs to be worked on ergonomically, while also offering the studio the opportunity to retain and develop designs for longer. The public foyer area has been designed to be used as both a gallery and a VIP area for launches and private viewings and is equipped with the latest audio visual technology with theatre sound, lighting and an integrated turntable for presentations.

Crucially, the studio also houses an external viewing garden, an essential but secretive space that's used to see the effect of natural daylight on models. The viewing garden is screened from the rest of the facility by a hand laid stone wall, landscaping and water features. Aston Martin has become synonymous with design excellence, and the design studio provides a fitting environment for the development of the next generation of production cars.



## Future of Design

A very special culture makes Aston Martin unique. It embraces the tension between creativity and manufacturing discipline; between technical vision and creative enthusiasm – inspirational opposites. The marque is shaped through the ideas and vision of its designers and engineers who are united by a common goal and a common spirit: to build the most prestigious sports cars.

The Gaydon factory manufactures the recently unveiled flagship Vanquish, Vanquish Volante, Rapide S, V8 Vantage, V8 Vantage Roadster, V12 Vantage S, DB9 and DB9 Volante Models.

Dr Ulrich Bez, Chief Executive Officer, said at its opening in 2007: "The studio marks another crucial point in Aston Martin's history. The investment is a commitment from the shareholders of how important the design of new models is to the company's future".

## Environmental Credentials

The studio was built by Austrian company Holzbau Saurer – a company with long experience of modular wooden structures to extremely high degrees of accuracy and craftsmanship. The studio's construction methods offer a number of advantages, not least the fact that the building is highly sustainable, even when transportation costs from the Austrian factory are taken into account.

The façade and flooring feature 30 cubic metres of oak from the Bodensee region of Switzerland, coupled with 473 cubic metres of Austrian spruce in the beams, wall construction, ceiling and roof. Remarkably, this amount of spruce represents just 9 minutes growth in Austria's extensive and highly managed forests. The extensive use of wood is coupled with other highly efficient





environmental technologies, including a 'green' sedum roof, which helps the building integrate into the surrounding landscape and provides a high level of insulation, reducing energy requirements.

The studios cooling and heating system uses a closed loop vertical ground water system. This incorporates 30 bore holes each 100m deep and has more than 12km of underground pipework. A heat pump is used to convert cold water from the naturally cooled ground water pipes into heat. This process uses only one third of the energy to heat the building compared to conventional systems. All floors have underfloor heating and cooling using a low energy 'gravivent' system. The main wooden structure is insulated to a high specification using natural hemp insulation.



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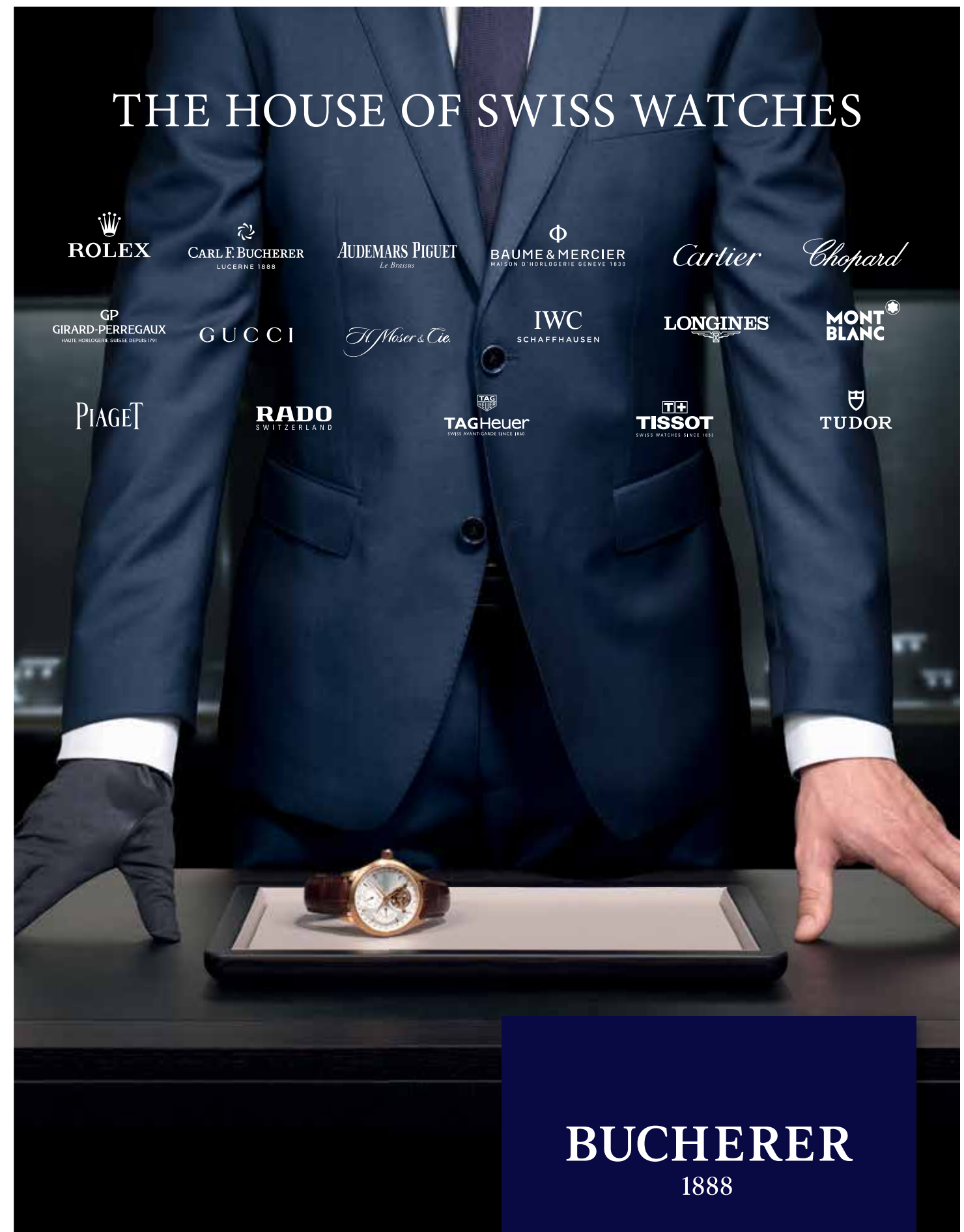


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GP  
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## ASTON MARTIN POWERBOAT REVEALED IN MONACO

28 September 2016, Monaco: The 37-foot Aston Martin AM37 powerboat made its world debut at the Monaco Yacht Show today, marking the luxury British brand's entry into the nautical world. The new day-cruiser is offered in two versions with the AM37S expected to reach speeds of 50 knots.

The AM37 is the result of two years of research and development, challenging the status quo of the nautical world and combining the best in innovative technology and bespoke craftsmanship. The AM37 was a true team effort, bringing in the most experienced Aston Martin designers to style and create a truly unique product.

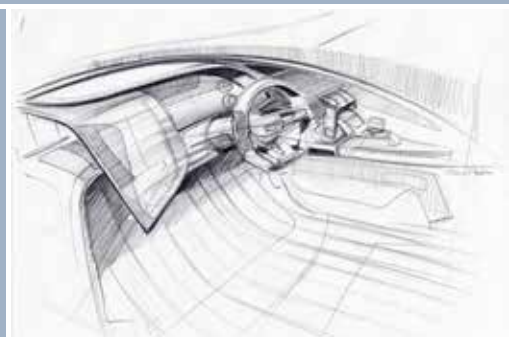
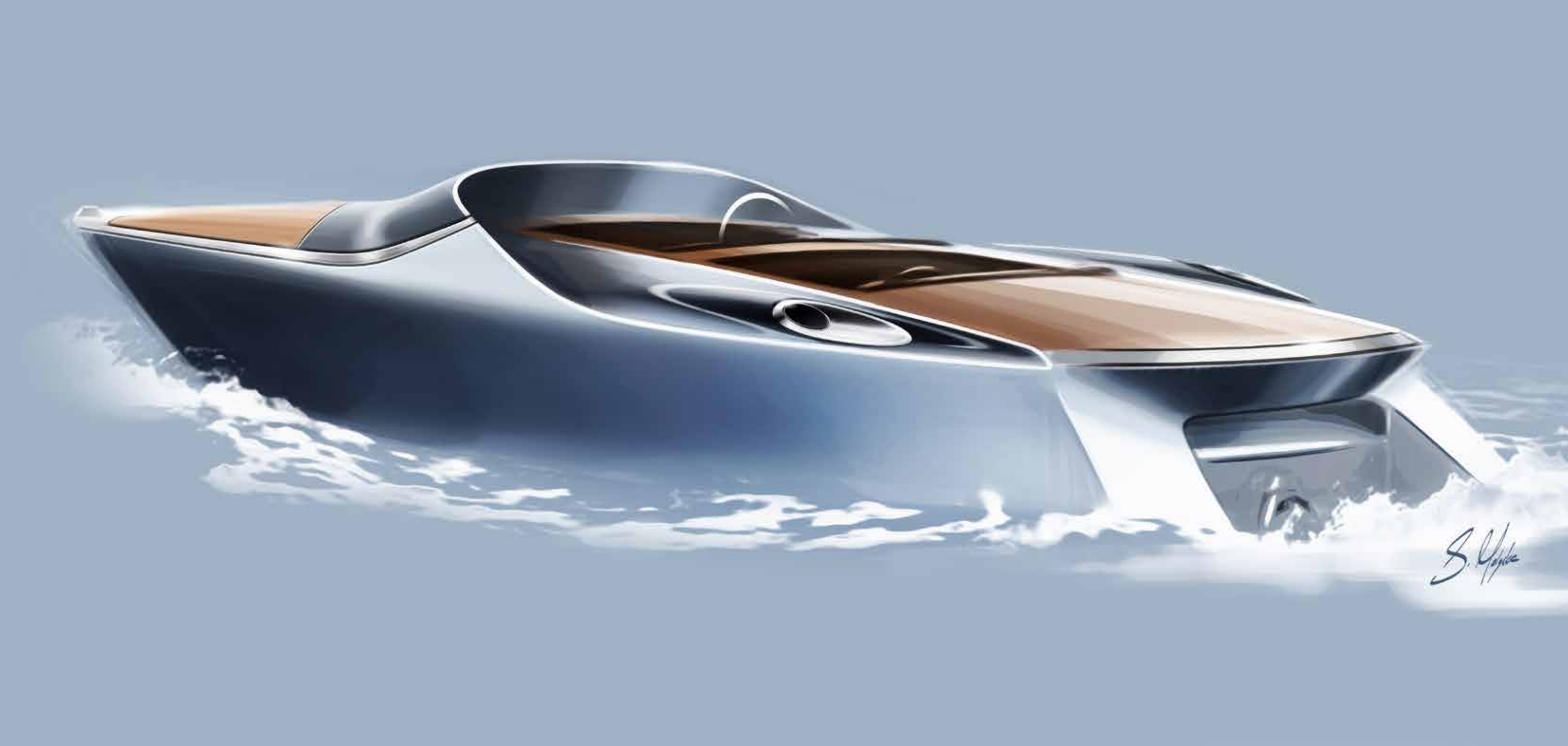




Aston Martin's master craftsmen who worked on cars such as One-77, Aston Martin Vulcan and the new DB11, provided their automotive experience, which was reinterpreted onto the boat with outstanding results. Aston Martin's EVP & Chief Creative Officer, Marek Reichman and his design team collaborated closely with naval architect Mulder Design to ensure every element of the project was carefully considered. Sharing creative expertise and specialist skills, Quintessence Yachts engineered the Aston Martin design into an innovative powerboat for the yachting world.

Reichman commented: "AM37 is a pure translation of the Aston Martin DNA into an entirely new maritime concept. The powerboat reflects our values in terms of power, beauty and soul. The most important attribute for Aston Martin is the design language and proportion, we have transferred this DNA into AM37. It was important to us when considering this project to make sure that the boat design was as beautiful and timeless as our cars, the AM37 is a striking boat with fantastic proportion and elegance."





The AM37 is a day cruiser that can be transformed into an overnight berth by transforming the table into a comfortable bed. The cabin is well appointed with mood lighting and air-conditioning. With a refrigerator, microwave oven and coffee machine - and a lavatory on board, absolute comfort is guaranteed. Crafted from the finest leathers, elegantly laid out rear seating is available for up to eight people.

The exterior of AM37 features dynamic proportions in a design that is simple, yet immaculately executed. The boat is set apart by the attention to detail in every element of its design. The wraparound windscreen has been created from a single piece of sculpted glass fluidly draped over the AM37's foredeck. With extreme double curvature it sets a new industry standard.

Sliding deck technology allows owners to cover the cockpit of the boat completely at the touch of a button. The three lightweight carbon panels, operated by the AM37 key, fold under the aft deck when the cockpit is uncovered. An electro-hydraulic carbon fibre bimini top is stowed under the engine hatch when not in use and, extending from the aft deck, a swim platform allows for easy access to the water.

At the helm, the AM37's carbon fibre dashboard echoes styling elements from Aston Martin's most advanced sports cars. It includes fine leather with functional features, such as the steering wheel, throttle handles and joystick in polished metals. The boat's navigation, control monitor and entertainment systems are all integrated, with advanced multimedia functions. CEO for Quintessence Yachts, Mariella Mengozzi said: "It's been an exciting journey and we have relished partnering with Aston Martin on such a special

project that blends craftsmanship with futuristic technology – the perfect mix for this unique powerboat. We took on the challenge to create a true revolution on the water and an extraordinary powerboat, and I'm delighted to present the AM37, a new way of experiencing life at sea".

The 37-foot model is available in two versions - the AM37 with an estimated top speed of 45 knots and a choice of two 370 hp Mercury diesel or two 430 hp Mercury petrol engines. And the AM37S version with an estimated 50 knots derived from its twin 520 hp Mercury petrol engines. Katia Bassi, VP of AML & Managing Director of AM Brands commented, "We are so proud to present the AM37, an exclusive powerboat for the yachting world. With this project Aston Martin, the icon of style and technological innovation, confirms its place as a top luxury brand. The Aston Martin Art of Living is a way of life that captures the very essence of the Aston Martin brand, and AM37 is a fine example of this philosophy.



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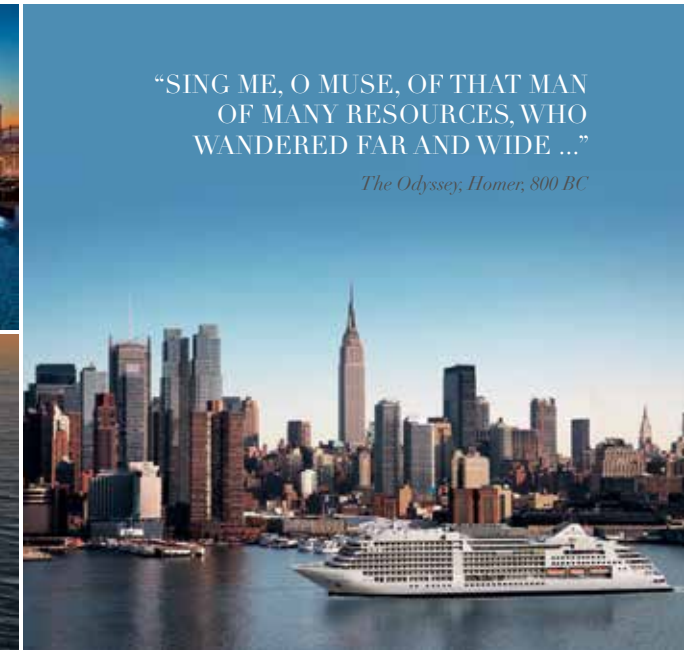
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## DB4 GT CONTINUATION - HISTORY IN THE MAKING

One of Aston Martin's most iconic models – the DB4 G.T. - is to be celebrated with a special series of 25 track-only continuation cars built to lightweight specification by Aston Martin Works at Newport Pagnell. Launched in 1959, the DB4 G.T. was immediately celebrated as one of the rarest and most revered of all Aston Martins. Evolved from the production DB4 and introduced in the same year Aston Martin scored its historic outright win in the Le Mans 24 Hours, the DB4 G.T. was a true supercar of its day.





Shorter, lighter, sleeker and with a more powerful version of the legendary 3.7-litre straight-six engine, not only was the DB4 G.T. Britain's fastest passenger sports car, it was a born winner, scoring a debut race victory at Silverstone in the hands of Sir Stirling Moss. A total of 75 DB4 G.T.s were built between 1959 and 1963. Of these only eight were lightweight models. Most of which survive today, and values now comfortably exceed £3m.

Remaining faithful to the design of those original eight factory lightweights, each DB4 G.T. continuation will be built with Aston Martin Works' unrivalled experience and exemplary attention. Employing a blend of old world craftsmanship and modern techniques, continuation cars benefit from improvements in engine performance, handling, braking and safety, with great care taken to ensure these enhancements build upon the original's exceptional qualities while retaining its feel and character. Underlining that authenticity are the continuation car VIN numbers, which carry on from the last original DB4 G.T. ordered - Chassis 0202R - for an unbroken bloodline and impeccable Newport Pagnell-built pedigree spanning half a century.

At its heart is a version of the celebrated Tadek Marek-designed straight-six cylinder engine with two spark plugs per cylinder, transmitting its 340bhp to the rear wheels through a four-speed manual transmission and limited-slip differential, just as in the original DB4 G.T. Thanks to its shortened wheelbase the DB4 G.T. is a strict two-seater blessed with greater agility than the regular four-seater DB4. Its body follows the original construction, with thin-gauge aluminum panels fitted over a tubular frame. To improve the

accuracy and consistency of the panels, the continuation car's bodywork uses state-of-the-art digital technology, before being hand-finished in time-honoured tradition.

Fittingly for a car created to celebrate one of Aston Martin's most illustrious competition models, the DB4 G.T. Continuation is built to be enjoyed on track. Aston Martin Works has created a two-year international track driving programme held at a number of the world's finest race tracks, including the spectacular Yas Marina circuit in Abu Dhabi. The ultimate arrive-and-drive experience, customers may also take advantage of Aston Martin's dedicated driver training team. Comprised of expert instructors, including Aston Martin Racing's multiple Le Mans class winner (and Goodwood Revival regular) Darren Turner; they will help customers master driving techniques from an era when track driving was more art than science.

Paul Spires, Commercial Director, Aston Martin Works said of the DB4 G.T. Continuation programme: "For over 60 years Aston Martin Works has devoted unrivalled skill and experience to preserving Aston Martin's heritage. Now we are creating something for the future, with a special series of 25 continuation cars that celebrate one of Aston Martin's greatest cars - the DB4 G.T. Lightweight.

"Built in our recently refurbished, state-of-the-art facilities in Newport Pagnell, the DB4 G.T. Continuation is hand built in the same location as its illustrious forebears, and marks the return of production to the historic home of Aston Martin for the first time since the last Vanquish S was completed in 2007.



Combining the authenticity of a hand-crafted David Brown era car with sympathetic application of modern engineering advancements and performance enhancements, the DB4 G.T. Continuation is a fusion of classic design and contemporary methods.

"The result is a truly remarkable machine. One that offers 25 individuals the opportunity of commissioning a classic, built to modern day standards and ready to be enjoyed in an international track driving programme as bespoke and individual as the cars themselves."

Dr Andy Palmer, Aston Martin President and CEO commented: "Aston Martin has a rich and vibrant heritage, as you'd expect from a company that has been building some of the world's finest sports cars for 103-years. Of those the DB4 G.T. stands proud as one of the most coveted of all. It's a mark of Aston Martin's breadth of abilities that in the same year we launched the DB11 - our most advanced 'DB' production car ever - we can also embark on an adventure such as the DB4 G.T. Continuation. A project that taps into the unique passion and skills that exist within Aston Martin, I'm thrilled we have the imagination and capability to offer 25 enthusiasts the unique opportunity to commission their own piece of Aston Martin history." First deliveries of DB4 G.T. Continuation will commence in QTR 3 2017.



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## AMR - TAKING ASTON MARTIN TO NEW EXTREMES

Aston Martin has chosen the 2017 Geneva Motor Show to launch AMR - an exciting new brand that brings a new dimension of race inspired dynamism and performance. Reflecting Aston Martin's racing pedigree, AMR takes technology and inspiration from motorsport to amplify the sporting prowess present across the model range. With enhanced performance, sharper dynamics and more powerful design language, AMR takes Aston Martin's road cars to new and exciting extremes. The AMR brand follows in the wheeltracks of successive iconic Aston Martin road cars which boasted top-

level racing pedigree. In the mid-1930s the success of Aston Martin's Team Cars in the Ulster TT road race led the marque to build further examples of the lightweight two-seater for sale to the public. In 1951, Sir David Brown introduced updated and highly desirable 'Vantage' specification models, and steered the marque to an historic outright win at Le Mans with the iconic DBR1 in 1959. Since the formation of Aston Martin Racing (AMR) in 2004 Aston Martin has enjoyed success in the FIA World Endurance Championship (WEC), winning the 2016 FIA WEC GT Drivers Championship, while





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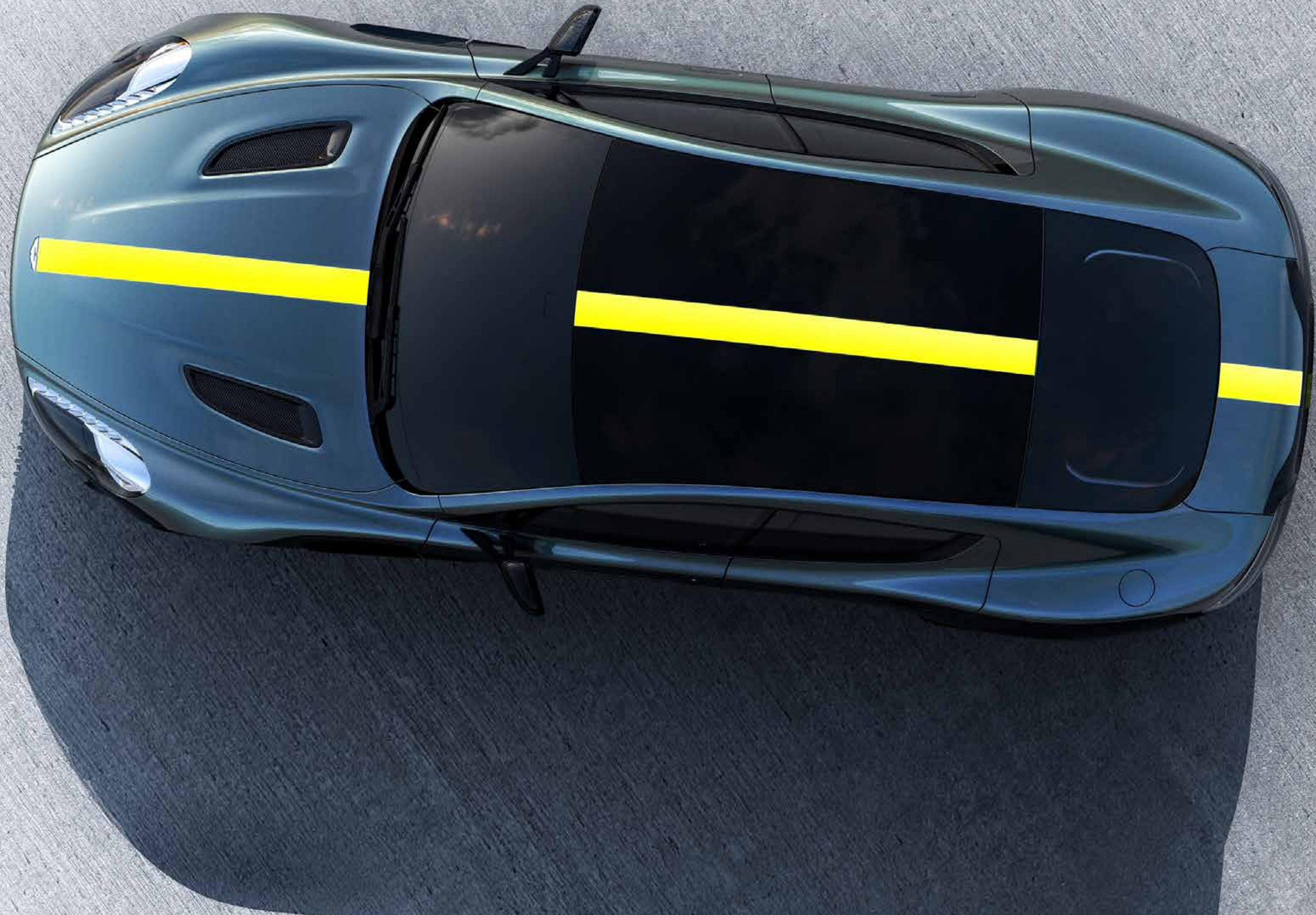
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securing three class victories at the 24 Hours of Le Mans over this period. Similarly, Aston Martin Racing's GT3 and GT4 racers have secured countless victories and championship titles around the world. Two AMR concepts have been unveiled in Geneva: The Rapide AMR and Vantage AMR Pro. The Rapide represents the first tier of AMR, enhancing the four-door sports car with a comprehensive suite of power, chassis and styling upgrades, plus a spectacular new interior treatment. The Vantage AMR Pro - heavily influenced by Aston Martin Racing's WEC winning V8 Vantage GTE - is the pinnacle; an uncompromising demonstration of AMR's 'Track to Tarmac' philosophy whereby race technology is transferred to road cars.

While future development of the core AMR models will be part of Aston Martin's central vehicle engineering teams, development of all AMR Pro models will be led by Q by Aston Martin Advanced Operations. This highly-skilled department - managed by Aston Martin's VP and Chief Special Operations Officer, David King - already has extensive experience of creating extreme Aston Martins, with recent projects including the Vantage GT12, Vantage GT8 and Aston Martin Vulcan.









Underlining Aston Martin's commitment to its new high-performance brand, AMR's European development and brand centre will be based at Aston Martin's state-of-the-art Nürburgring Test Centre, which is situated within sight of the legendary Nürburgring Nordschleife race track. Marek Reichman, Aston Martin EVP and Chief Creative Officer, says that the AMR brand was a logical next step after the 'sold-out' success of limited edition sporting versions like the Vantage GT8 and Vantage GT12:

*"Each time we have pushed the boundaries and done something extreme, the customers have loved the cars. AMR enables us to take Aston Martin into a new dimension. One where we can turn-up the sporting DNA present in all of our models and make a true statement. An AMR model will have an instantly recognisable design language. One that accentuates and amplifies, together with the latest GT race car technology for the road. They will be special and rare cars that are credible, thrilling to drive and hugely desirable to own."*

### Rapide AMR

A striking presence on the Aston Martin stand, the Rapide AMR provides a dynamic and visual blueprint for future AMR models. Featuring a 600PS version of Aston Martin's celebrated 6.0-litre naturally aspirated V12 breathing through a new quad exhaust system, it is the world's fastest and most thrilling four-door, capable of 210MPH. Resplendent in AMR's signature Stirling Green with vibrant lime green accents, riding on new 21in alloy wheels and featuring a dramatic new full height signature grille, front splitter, side sills, rear diffuser and aero flip on the rear decklid, the Rapide AMR makes a striking statement. Extensive use of carbon fibre detailing on the exterior provide the perfect finishing touches. The interior is equally breathtaking. Lightweight carbon fibre front seats, trimmed throughout in Dark Knight Alcantara with Lime Green accents and carbon fibre waterfall, centre console and door casings, ensure the Rapide AMR is a fabulous fusion of race car attitude with a luxurious crafted twist.

### Vantage AMR Pro

The Vantage AMR Pro is an extreme, track-only expression of performance and the ultimate iteration of the Vantage. Powered by a 507PS development of Aston Martin Racing's GT4 race engine, the Vantage AMR Pro is the most powerful V8 Vantage ever. Race-spec adjustable suspension, competition engine and transmission mounts and new 19in x 9.5in front and 19in x 11.5in rear centre lock wheels shod with Michelin Pilot Cup 2 tyres, the Vantage AMR Pro promises inspirational handling precision and exceptional levels of grip and traction. This race car performance is matched by authentic motorsport styling. Once again painted in Stirling Green with lime green accents, the Vantage AMR Pro not only takes its colour scheme from Aston Martin Racing's V8 Vantage GTE racer, but uses the same bonnet and rear wing as the World Endurance Championship winner. To compliment these authentic motorsport parts, Aston Martin's design team has designed a new front bumper that incorporates a new bold full-height front grille, a new front valance and splitter, front fenders, sill appliques and a revised rear diffuser.

The racing theme continues inside, with extensive use of carbon fibre, lavish Dark Knight Alcantara upholstery with lime green accents and a custom roll cage designed by Q by Aston Martin. The result is a Vantage that looks as spectacular as it drives.

Aston Martin's President and Chief Executive Officer, Dr. Andy Palmer, was quick to confirm that both the Rapide AMR and Vantage AMR Pro concepts are set for production: "As passionate enthusiasts of Aston Martin's competition pedigree, AMR is something we have wanted to bring to fruition for some time.

Cars such as the Vantage GT8 and Vantage GT12 confirmed that our customers love raw, race-bred models, but we also knew there was an opportunity to create cars that offer a sharper performance focus but stop short of those truly hardcore, special series models. With the AMR brand we have the perfect platform to deliver both.

As proof of that intent I'm incredibly excited to announce that we will be putting both the Vantage AMR Pro and Rapide AMR into production: the Vantage in an extremely limited series of no more than 7 cars; the Rapide as a run of only 210 cars. They are the start of something very exciting - a programme that will eventually see an AMR version of every model in the Aston Martin range".







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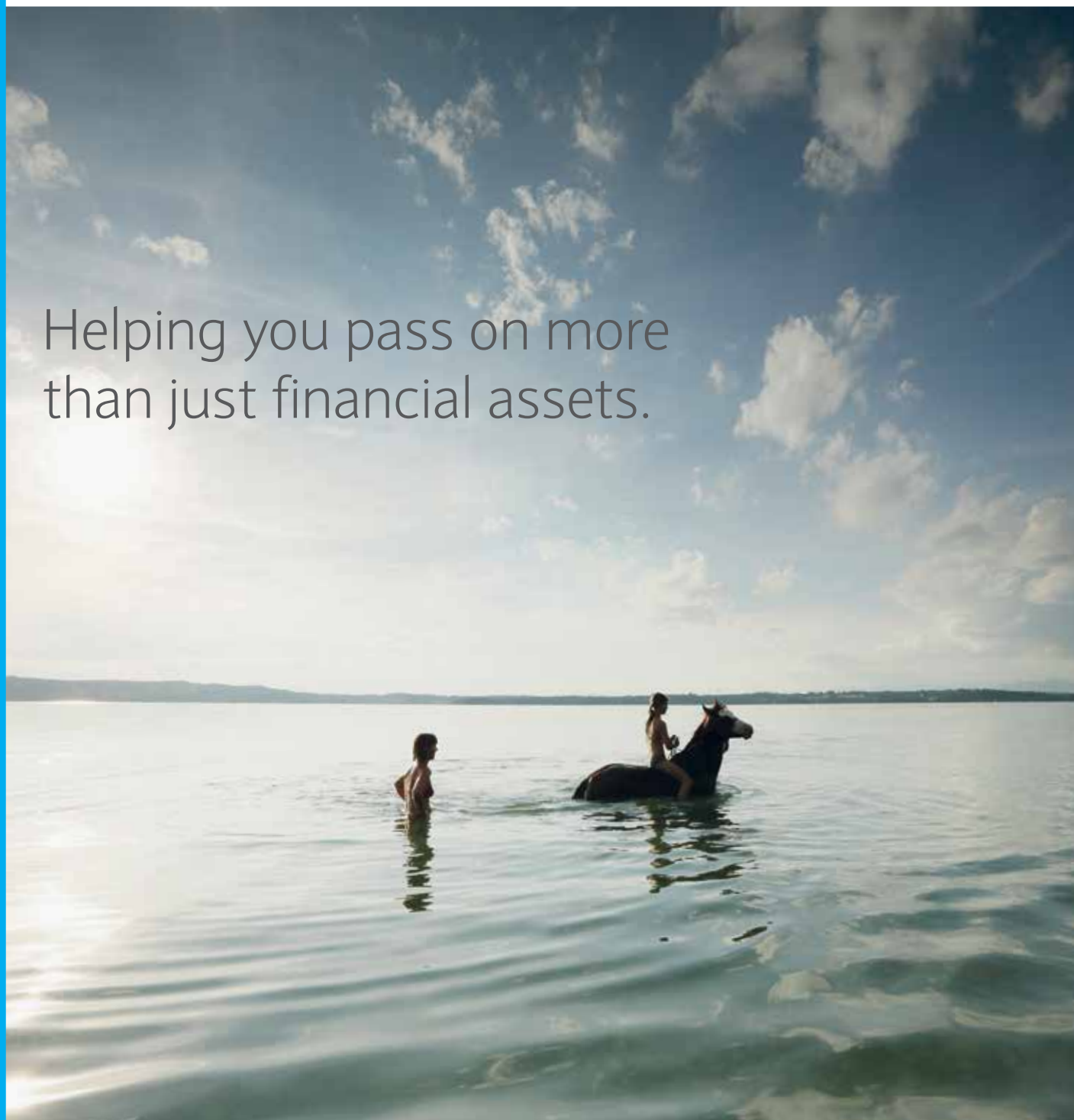
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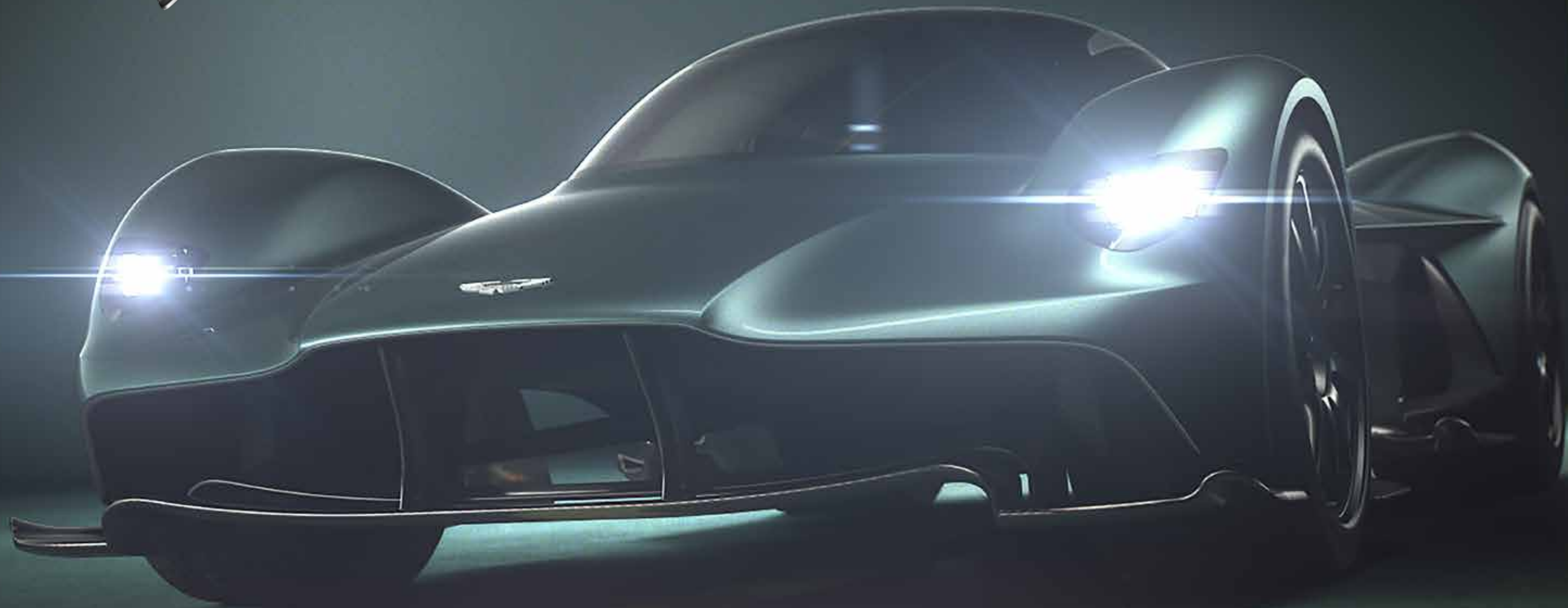
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**THE ASTON MARTIN VALKYRIE:  
AM-RB 001 HYPERCAR TAKES ITS NAME FROM THE GODS**

The revolutionary hypercar being co-developed by Aston Martin and Red Bull Advanced Technologies, formerly identified by its codename AM-RB 001, has now been officially named the Aston Martin Valkyrie. The name continues a fine tradition of Aston Martin 'V' cars. This began back in 1951 with Vantage, which was selected as a name to distinguish high performance variants of the then current model, the DB2. Boasting 125bhp versus 105bhp for the standard engine, the Vantage represented a significant increase in performance and desirability. The

first time the Vantage badge appeared was on the side of the DB5. It remained a name reserved for the most potent model derivatives until 2005, when the Vantage became a model line in its own right. Twelve years later the acclaimed family of V8 and V12-powered models has made the Vantage the most successful model in Aston Martin's history. Virage, Vanquish and the Aston Martin Vulcan - Aston Martin's very own God of fire - are more recent 'V' cars to continue this lineage.

Now, seven decades after the Vantage name started it all, the Aston Martin Valkyrie propels this uniquely distinctive and lyrical family of model names to another level.

For Aston Martin's Chief Creative Office, Marek Reichman, Valkyrie perfectly captures the drama of what is not only the ultimate Aston Martin, but the ultimate expression of hypercar design, engineering and performance: "Aston Martin model names have deep meaning. They need to inspire and excite. To tell a story and enrich a narrative that stretches back some 104-years.

The Aston Martin Valkyrie is an incredibly special car that demands an equally remarkable name; an uncompromising car that leaves nothing in reserve. The

connotations of power and honour, of being chosen by the Gods are so evocative, and so pertinent to a car that only a fortunate few will ever experience."

While its name is rooted in ancient mythology, the Aston Martin Valkyrie is a pure expression of modern technology. By bringing together Aston Martin, Red Bull Advanced Technologies, project partner AF Racing and some of the world's leading technology partners, the Aston Martin Valkyrie promises otherworldly performance befitting of its name.





## ASTON MARTIN AND RED BULL RACING EXTEND INNOVATION PARTNERSHIP INTO 2017

Aston Martin's Innovation Partnership with Red Bull Racing is to be extended to cover the 2017 season following an agreement signed at the Abu Dhabi Grand Prix. Aston Martin is also confirming that all 150 road car versions of its groundbreaking AM-RB 001 hypercar have been sold out. Customer deliveries of the AM-RB 001 will commence in early 2019. Red Bull Racing's Chief Technical Officer, Adrian Newey, Aston Martin's Chief Creative Officer, Marek Reichman and Aston Martin's Chief Special Operations Officer, David King, created the AM-RB 001 to provide the ultimate blend

of cutting edge FITM technology with Aston Martin's signature sports car design. Just 175 examples, including 25 track-only specials, will be built, with all 150 road versions now allocated to customers. The partnership between Aston Martin and Red Bull Racing was announced in Melbourne, Australia on the eve of the 2016 FIA Formula 1 World Championship. The Aston Martin wings have adorned the two Red Bull Racing Formula 1 cars throughout the thrilling 2016 season, which culminated with the team securing second place in the constructor's championship.



Photo: Marina Abramovic, Meriko Mori and Laurent Grasso. Installation view of Sean Kelly's booth at Art Basel 2014 / Courtesy: Sean Kelly, New York.



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Eight months and 21 Grands Prix on from the announcement, Aston Martin is delighted to confirm that the Red Bull Racing Formula 1 cars will continue to carry the iconic Aston Martin wings in 2017. With new technical rules for 2017 it is expected to be another exciting season.

Christian Horner, Team Principal of Red Bull Racing said: "We first conceived our Innovation Partnership with Aston Martin in the realisation that it could be truly pioneering. In blending our distinct but unique skills under a shared creative vision, we have already seen tangible development to both of our brand and businesses. The extraordinary success of the AM RB-001 is testament to the expert and collaborative spirit in which it was forged, and extending our relationship with Aston Martin through 2017 was a simple and pleasing decision."

Aston Martin President and CEO, Dr. Andy Palmer said: "By bringing together the talents of Red Bull Racing and Aston Martin, AM-RB 001 is destined to become the defining hypercar of this decade and a hugely desirable investment for collectors and enthusiasts."

"Our relationship with Red Bull Racing has done for Aston Martin exactly what we expected it to do," he continued. "It is helping us to continue to build our brand across the globe. Partnerships like this are good for business both in terms of technical innovation and brand awareness, so we are delighted to continue into 2017."

The 2017 Formula 1 season gets underway in Melbourne on 26 March 2017. The first prototype of the AM-RB 001 is expected to run for the first time in late 2017.







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## ASTON MARTIN AT THE 2017 GENEVA MOTOR SHOW

Aston Martin marks the 87th Geneva international Motor Show with a significant trio of major debuts. In addition to being the global motor show debut of the acclaimed new Vanquish S – the most powerful and dynamic iteration of Aston Martin's Super GT – the British luxury brand is also proud to announce the European show debut of the AM-RB 001. This ongoing collaboration between Aston Martin and Red Bull Advanced Technologies, the AM-RB 001 is a thrilling demonstration of technological innovation and design sophistication, resulting

in a truly contemporary hypercar. Finally, Aston Martin will be showcasing the marque's enhanced Q by Aston Martin bespoke service with the unveiling of 'Q by Aston Martin – Collection' at Geneva. Aston Martin is pleased to announce a new era of tailor-made sports cars with the expansion of its personalisation service. Q by Aston Martin has evolved into a multi-tiered offering, giving customers almost limitless opportunities to create their own unique Aston Martin through enhanced levels of design and customer interaction.





Q by Aston Martin has grown substantially since it was established in 2012. 'We set strong foundations for the service and we've had continued success,' says Marek Reichman, Aston Martin's Chief Creative Officer, 'now we have the opportunity to work with our customers and take personalisation to a different level.'

#### Q by Aston Martin - Collection

The Q by Aston Martin - Collection brings an array of distinctive design touches to your Aston Martin. This selection of exclusive trim and enhancements can be added to your Aston Martin at the point of specification and installed and hand-finished at the luxury marque's Gaydon headquarters. Going above and beyond the standard options list, Collection includes exclusive paint and upholstery colours, material finishes and craft elements. These range from a unique leather quilt upholstery pattern to tinted wheel finishes that incorporate body-coloured blades to the diamond turned spokes, as well as the use of new wood and leather interior elements.

#### DB11 Q by Aston Martin

The range and breadth of the new Q by Aston Martin - Collection is demonstrated by the exclusive DB11 showcased at the upcoming 2017 Geneva Motor Show. DB11 Q by Aston Martin is finished with exclusive Zaffre Blue paint, paired with gloss, satin twill and forged carbon fibre details including - front splitter; side sills, rear diffuser side strakes, bonnet strakes and door mirrors. Inside, the upper and lower cabin environments are cloaked in swathes of Obsidian Black Semi-Aniline leather, with the Q by Aston Martin Logo embossed on the headrest. While carbon fibre wheel centres and engine cover add subtle touches. The colour matched four-piece luggage set is also available through Collection.

#### Q by Aston Martin - Commission

The second stage of Aston Martin's enhanced offering is 'Q by Aston Martin - Commission', a step into the world of the truly bespoke, individual sports car. Commission is exactly that, a process that starts with a conversation and ends with a car, a journey that involves a personal collaboration with Aston Martin's design team. 'It's a commissioning process,' says Dr Matthew Bennett, General Manager for the Q by Aston Martin service 'the customer is working much more closely with us here at Gaydon.

The only limit is your imagination - every new commission starts with a blank sheet of paper.' Aston Martin's global dealership network is also working closely with Commission to create ultra-limited run series with features and design elements that are distinct to their regions and customers.

Q by Aston Martin - Commission can also go further. The ultimate commission is, of course, an entirely unique car. Aston Martin has a long and storied history of building individual cars, working alongside true enthusiasts who wish to see their vision translated into something never seen before.

Q by Aston Martin is perfectly placed to realise these dreams. 'You're talking about the fundamentals of how a car comes together,' Dr Bennett says, 'there is as much reward in the interaction with Aston Martin as there is in the final car. It is a journey.'

Marek Reichman describes Commission as 'fulfilling a creative need - we're experts providing a consultation, like a Savile Row tailor or a yacht builder.' The collaboration with Q by Aston Martin can begin at the



company's headquarters, your dealership or at Aston Martin's dedicated brand centre, No. 8 Dover Street, where the Q by Aston Martin options will be on display. 'In terms of material choices we now have so much,' says Reichman, 'we now have materials that show patina as customers want that sense of age and history. For us, that's beautiful.'

Examples of previous commissions by Q by Aston Martin include the CC-100 Speedster Concept created for the company's centenary in 2013 and the Vantage GT12 Roadster, a one-off open-top version of the extreme 600PS race-bred Vantage GT12 Coupe. Only Q by Aston Martin - Commission has the experience, expertise and skill to translate such innovative forms into beautiful reality.

'The Vantage GT12 Roadster was a hugely exciting project,' says Aston Martin's President and CEO Dr Andy Palmer, 'it was a vivid demonstration of Q by Aston Martin's capabilities. We have a truly formidable creative team, from engineering to design. With Commission our customers have the potential to create some of the most iconic and legendary Aston Martins of the future.'

An Aston Martin should be a reflection of the things you hold closest to your heart. Customisation and innovation come together through Q by Aston Martin, providing the opportunity to create a truly tailor-made automobile.







# PENEY-LIFE AT A CASTLE OF THE XIII<sup>TH</sup> CENTURY



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# CONCOURS D'ÉLÉGANCE SUISSE, A CELEBRATION OF THE FINEST COLLECTIBLE AUTOMOBILES



© Photo by Cyril Pérégaux

What a joy to admire the gleaming coachworks softly driving down the majestic alley of the Castle of Coppet at the end of the Tour of d'Elégance. This privilege wouldn't be before our eyes without the enthusiasm and dedication of collectors and enthusiasts. But we must also acknowledge and be thankful for the talent of engineers, coachbuilders, artists, talented craftsmen and all of those who made the Automobile and turned it into mechanical marvels. Without them, none of this would exist, and we would

not be here to celebrate the heritage of the automobile during a sumptuous concours d'élégance. It all began in the late 1890's in Germany when the proud owners of a new form of transportation, a horseless carriage, were showing off the amazing performances of their modern machines. Soon enough the trend travelled to France where a different kind of contest took birth celebrating essentially the beauty and elegance of the coachwork that were custom ordered and built for the wealthy owners of these automobiles.





© Photo by Cyril Perregaux

These new contests named Concours d'Elégance took place in various prominent cities of France where the high society would come to enjoy vacation and leisure time. It was a formidable opportunity for the talented coachbuilders to showcase their latest creations, reflecting the design trends of a period whilst establishing new design trends specific to the development of the automobile. Soon enough similar concours burgeoned in other cities throughout Europe.

The first Concours d'Elégance of Switzerland took place in 1927 in Geneva, and after several decades of interruption since 1955 we were fortunate enough to revive it in 2016 at the Chateau de Coppet, making it today the oldest historic concours in Europe.

What exactly is a contemporary concours d'élégance since we don't use coachbuilders anymore and new cars are being launched and presented to the public during auto shows? The fast answer is to say





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**“Please do not touch the cars on display, they are more fragile than they seem.”**

that the event is the same as before, only that it gathers cars of the past instead of the new ones. The reality and the objective of a contemporary concours have also changed a little and here is a developed answer to the question. There are today several concours d'élégance in the world, some are revivals of historic events, some are just recent addition and at least one has been ongoing since its first edition, that is the prestigious Pebble Beach Concours d'Elégance in California. It is indeed the longest standing concours, but not the oldest. This implies that ever since its first edition the Concours d'Elégance at Pebble Beach has been essentially celebrating cars of the past, whereas the equally legendary Concours d'Elégance at Villa d'Este in Italy did celebrate contemporary cars and special coachworks when it was created in 1929 and later on evolved towards the contemporary definition of a concours and only celebrated automobiles of the past.

There was a shift of focus after the Second World War as concours began celebrating the elegance and beauty of the coachworks of the past, essentially with pre-war automobiles. However time passing led these prestigious events to also feature and honor more contemporary automobiles of the 50's and 60's. Oddly enough a general consensus agreed to think that elegance could only be

recognized in pre-war automobiles, and furthermore that a car had to be in "concours condition" in order to be accepted – let alone win – at one of these prestigious concours d'élégance. This meant an automobile had to be immaculately restored with an incredible level of detailing and perfection in order to qualify for a concours d'élégance. Consequently many rare and historic automobiles were being restored to a standard of perfection that was higher than the construction build standard at the time. Restorers used every possible modern technique and machinery to perfect the job and the results were impressive indeed... but something had disappeared: the car's authenticity and originality. Both its history and the imperfections of its hand made construction gave the automobile a living charm, and these restoration standards suddenly erased them. As a result a recent trend has been to discourage collectors and restorers to apply these standards and instead learn to appreciate the notion of preservation, authenticity and originality. Judges at concours changed their ruling standards and went on to penalize cars that were overly restored or that had parts replaced or restored when it wasn't a necessity. Doing so they gave a better appreciation to authenticity and originality, motivating owners and restorers to keep and protect the car's authenticity and originality in every step of





© Photos by Cyril Perregaux



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the restoration or repair process. So what exactly does a concours d'élégance stand for today if it is celebrating cars of the past?

In our view, we believe that the automobile is a fundamental key player of our contemporary lives as it evolved from a basic means of transportation to an extension of oneself and a reflection of period's trend orientation. In a period over a little more than a hundred years the automobile played a major role in the economic development of society as well as having a strong influence on social interactions.

We support on that basis that it deserves to be recognized as heritage and it is as such that we wish to pay tribute to it and honor the talent of those who imagined and built it. In that case, what better event than a concours d'élégance whose ethos was the celebration of beauty and style honoring those who made it.

Today we would not be able to run a concours d'élégance on the same basis as in the past, since we do not build automobiles in the same way. But we can still celebrate its heritage under the prestigious name of a very special tradition inherently and historically linked to the automobile. Changing the event's name to describe the contemporary approach of concours would only let the historic tradition fall into oblivion and have a new form of event rise. In our opinion this would be a great loss to our automobile heritage. Instead, the reference

to Concours d'élégance honors both the automobile and the historic tradition that was so prevalent in the development of the automobile. We are very proud of reviving this long lasting tradition and our duty will henceforth be to ensure its continuity so that it does not disappear.

The Château de Coppet, with its history, architecture and magnificent park, is the perfect setting for this celebration of elegance. An elegance that Madame de Staël, who predominantly marked the castle's life during the 18th Century, would undoubtedly be a fervent ambassador. We are therefore particularly grateful to the owners of the castle, to the Fondation du Château de Coppet, and to the Commune de Coppet for having welcomed with such enthusiasm and kindness this initiative to revive one of the oldest European concours.

The Concours d'Élégance Suisse will annually pay tribute to the beauty of design that most influenced the automobile at its time, seeking authenticity and as far as possible the best preservation condition on the automobiles selected to join. We do not ignore the spectacular work of talented craftsmen who have meticulously restored and sometimes rebuilt these automobiles to keep them alive, but an automobile is primarily made to be driven. Therefore, with an appreciation of the elegance of the drawing, our judges will also pay a particular attention to the provenance, originality and authenticity of the seventy automobiles on display.

Each year the main theme of the Concours d'Élégance Suisse will celebrate a period of the automobile century, highlighting samples that best reflect a period's influence. For this second edition, the concours will celebrate the fantastic period running from 1945 to 1960 that we qualify as the Juke Box Era, opposing automobiles from the North American continent to its European counterparts.

Aside from this main theme, the Concours d'Élégance will offer twelve other classes to display iconic automobiles and motorcycles from 1920 to 1985. Each car accepted into the concours will be scrutinized by a jury composed of well known and respected experts, historians, craftsmen and engineers whom all have extensive experience at judging. They will review the cars following the judging guidelines of the International Chief Judge Advisory Group ([www.icjag.org](http://www.icjag.org)), promoting authenticity, originality, correct restorations and proper preservation. Every year, the Concours d'Élégance Suisse will aim at bringing together cars, restored or not, that have strongly marked their period and truthfully represent its rich and diverse heritage. Enough said, let us enjoy now these wonderful rolling sculptures, admire the proportions of their volumes, the elegance of their lines, the intelligence of their construction, and especially try to appreciate the richness of their history.

**Long live the Automobile! Let us now pay tribute to the talented men and women who made it.**

**- Mathias Doutreleau**

The 2nd edition of the Concours d'Élégance Suisse will take place at the Château de Coppet on June 23-25, 2017. The event is open to the public. Visit our website for detailed program, online tickets, registration forms:

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



# COLLECTING CARS FOR THE NEXT GENERATION





What a wonderful perspective that is. The art of preserving a piece of heritage and passing it on to future generations is exactly what collecting is all about, and this is precisely what we do with car collections.

The famous advertising campaign from Patek Philippe that we have all seen, sums up perfectly the drive that motivates us to maintain and protect objects that have a particular significance in our lives. There are collections of all sorts, from paintings to musical instruments including manuscripts, comic books, toys etc. however there is a common denominator

that makes people collect items and that is to keep and preserve something throughout time providing to future generations the opportunity to enjoy those relics of the past. Aside from this common denominator, we find in the art of collecting an extremely wide amount of subjective reasons that further motivate collectors. Herewith are four main influences that are often found with collectors.

Perhaps the most prominent can be defined as an attachment to history and heritage. It is the need to protect the landmarks that shaped our life and testify on the evolution of our past.



© Photo by Mathias Doutreleau

## “You never actually own a Patek Philippe, you merely look after it for the next generation.”

These key markers are the actual reflections of an era, the expression of a society, frozen still into an object through the interpretation of its author, or creator. While some of us may not feel an attachment to them or the need to preserve them, but thankfully for many it has become a duty, if not a necessity, in view to keep a living trace of what was there 'before'. There is only little subjectivity in this influence that orients the development of a collection since it is essentially linked to the societal impact the object has had at a certain time, and this is perhaps the most important motivation for a true collector, or at least we think it should be.

Another key motivation comes from the influence of the collectors' personal history. Many collectors will direct their interest towards an object that had some sort of influence in the life of the collector. Whether it was an object that the collector was exposed to by his family or community - which he probably end up inheriting - or a deeply desired object that was unattainable to him at the time, the collector develops for it an attraction and a desire to own and keep. This desire can be fuelled by a quest for reassurance, comfort or simply pure enjoyment. Either way, what we notice is that the collector is driven by strong feelings that arise directly from the object and motivate his decision to collect it.

A third motivation is the quest for rarity. Rarity creates desire and differentiation. The perception of owning something that none other can have can be greatly gratifying to the collectors' point of view, and provide as well the self-fulfilling feeling of protecting and preserving something rare. This is an interesting influence on the collectors decision as it is perhaps the most philanthropist aspect of the collector's influences. His decision is driven by the satisfaction to preserve for the future an irreplaceable object. It becomes a duty, and the collector might spare great expenses to seek, acquire and protect a rare object. Coincidentally it is that very feeling of self gratification that will suddenly mix with a feeling of pride, leaning toward the egocentrism that is the polar opposite of the philanthropist influence.

A fourth influence is a derivative of the previous one and seems unfortunately to overshadow the others, particularly recent times. That is the financial value of the object. The challenge is that it is strongly correlated to the object's rarity or uniqueness and therefore whilst this particular attribute of rarity should be the

key motivator to collect and protect, it is feeding at the same time a less honorable motivation that is speculation. The problem lies then in the scale used to estimate the need and the interest for such object, as we regularly see objects being over valued far beyond the appreciation of their rarity or inherent characteristic.

Eventually this lack of equilibrium and objectivity becomes a serious problem when collectors driven by a genuine desire to protect and preserve are being surpassed by others whose motivation are purely speculative. An indirect consequence is that it drives away genuine collectors from the game pool and moves the objects into

Socially the automobile remains for many a differentiating factor, stating either some kind of success, lifestyle choices or any specific interest to the individual. The problem is that contemporary automobile become increasingly accessible and those factors of differentiation either doesn't last very long or may not be truly differentiating anymore. Furthermore on some occasions, accessing to a differentiating factor is becoming extremely costly if not simply impossible on some occasions. As a result, many new collectors seeking to differentiate themselves by enjoying the satisfaction of possessing a car that is unavailable unless some other collector decides to sell his own, have invaded the classic car world.



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another market where it can be tossed from one to another owner; each speculating on a short term benefit, but not paying much attention to the objects authenticity or originality, both of which also end up getting damaged. Furthermore this passing of the 'hot potato' is contrary to the values of what makes an object rare where we evaluate provenance and long term history. In the world of the classic cars, we always seek automobiles that have had fewer owners, preferably only one, as it provides a measurable point of differentiation, makes history more traceable and the personal attachment of the single owner to the object becomes part of the car's individual history.

We mentioned four influences that have been driving collectors, but recent times have seen the rise of a new trend. The "differentiation" factor: Sunken deep into our psychology and culture, we feel a need to differentiate ourselves within a community. With automobiles it becomes and even greater factor:

With contemporary cars, that point of differentiation depended on the buyers' ability to make the purchase or on the short period of time for the manufacturer to produce another car. Perhaps you might argue that that most luxury manufacturers now provide a variety of bespoke services for their clients to order the most personalized automobile, fair enough, but that new bespoke car becomes old and out of fashion as soon as the manufacturer announces a new model. Whereas the classic car remains unique and rare as there cannot be a "new" model to outcast the previous one.

The consequences of the above influences and especially of the last two are that the classic car market has been absolutely booming over the last fifteen to twenty years with a significant surge over the last six to eight years. Inevitably attracting speculators as the market value has been noted to grow over 400% in that period.





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We suspect that an important influence of this growth is literally due to speculators and investors seeking seemingly reliable and strong markets. But does this mean any and all classic cars are a good investment with a fast ability to provide high returns? We don't think so and believe that particularly nowadays a careful selection and evaluation of the classic car is key to make it a worthwhile purchase on a financial standpoint. On that matter, let us run through a couple of essential points that we believe help qualify a classic car as a worthwhile purchase, including its financial appreciation.

In our opinion it is fair to say that a balanced mix of the influences described above, heritage, memory and rarity, should drive the selection process of acquiring a classic car and perhaps growing a collection. However we also feel that an importance must be given to the projected usage the future owner wishes to make of the car. It is one thing to collect and preserve a piece of history, but if it is not going to provide much satisfaction then one has to question the reality of the purchase. This is an element on which we haven't touched yet because it is quite particular to cars and is worth a little development.



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sometimes we tend to crystalize our dreams around throwing ourselves towards an inevitable deceptive conclusion in the long run.

**Always test beforehand the car you wish to acquire and seek the pleasure of driving it exactly as it used to be driven.**

Keeping an automobile to perform its function is part of keeping it authentic, even though sometimes we might have to concede a little authenticity in order to continue the enjoyment of driving it.

This brings us to discuss about two very important criteria in the selection and preservation of a classic car purchase: Originality and Authenticity. If we are to preserve the automobile for future generations, then we must abide to protecting and preserving its originality and authenticity, otherwise we would be tampering history and preserving nothing at all.



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Automobiles were initially created as a mean of transportation. They had a functionality that was scaled through their performance and that performance was essentially to be driven. With time the aspiration of automobiles evolved to become an extension of oneself, an economic vector, or a reflection of a personal status. Regardless they have consistently and continuously been built with the intention to be driven (or simply drive as we are merging into a new era of self driven automobiles!).

It is then no surprise that we include this appreciation into the mix of influences to acquire a classic car. We see no reason why a car should be withdrawn from its purpose simply because it aged. In the contrary we think that a car that is kept to perform that specific function has a much better value than one that has been shut down under the excuse of a false preservation. No matter the type or the age, a car was designed to a function and a good part of its beauty lies in the exercise of that function. Not only for the vehicle itself but also for the pleasure it grants to its driver and passengers. The style of driving will not be the same depending on the car, but the excitement remains equal. This is often witnessed with collections where a variety of automobiles are being collected as the owner truly enjoys the variety of driving styles each car offers. The point to remember is that the choice and decision to acquire an automobile must be taken with the perspective of driving it. It is therefore recommended to test drive an identical car prior to its acquisition to make sure that it does provide a pleasurable driving experience rather than finding out after the acquisition, for example, that the seating position makes the car very awkward or unpleasant to drive... we have our perception of things and



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What we mean by Originality is anything that exists on the car since it was built. From the paint coating to an accessory including the chassis, body, upholstery, mechanical parts, we want to make sure that the car retains as many original elements as possible. It is perhaps the most prestigious criteria onto which enthusiasts, owners, mechanics, experts or concours judges will give an appreciation. It is that "time capsule" effect that we cherish so much. Just think about it: isn't it exciting to touch, look and enjoy a material that has been crafted carefully several decades ago and has been carefully preserved throughout the path of life of that element? Imagine you could be looking at a coat of paint, a wood piece from the frame or perhaps even a screw and say "that thing was applied or sanded or screwed by the hands of a person back in 1925 and is still there, untouched."

That piece of wood, for example, carried the weight of the body and experienced a variety of climates and road bumps throughout its life and it is still there, bringing into our lives the atmosphere of the workshop where it had been delivered and installed back in 1925. That is the amazement of originality and it becomes even more exceptional having an original part on a car because of its very function. That is perhaps the rarest of all things. Authenticity is a different approach and has two levels of appreciation. The first one is about respecting the accuracy of an element; the other is about keeping with the accuracy of a period. Once again, cars are to be driven and in the process their elements may wear out or get damaged. This implies repairs that have a scale of depth, but in the process of repair or restoration we always have to seek authenticity. We seek that the element being repaired or rebuilt are made in a way that respects the authenticity from the time that element was originally done. The second fold of authenticity is about respecting what was available or present at the period. As the automobile was used it is not uncommon that its successive owners requested some modifications in order to improve performance, comfort or security. Sometimes they even altered the shape and design just because it looked or felt better to them at the time.

Doing so they altered the car's authenticity, but most probably the car wasn't yet perceived as a collectible item and the owner was more focused on the actual performance of its prized possession than acting in a spirit of preserving a piece of heritage. Therefore research can greatly help bringing back the car to its authentic condition. In other occasions, contemporary collectors make discreet modifications to their cars in order for them to cope with contemporary driving and we can frequently observe additional cooling accessories, overdrives or radio equipment that have been added to provide a better and more enjoy full experience to its owner. In this case it is essential that the modification be reversible and done in a way that it is non obtrusive or visible if it can't be done in a style that fits the period. Quite a tricky appreciation...Nevertheless we all agree today that if we claim to preserve automobile heritage then it must reflect authentically what it was at the time. In conclusion, we strongly encourage collecting classic automobiles, or any vehicle by that matter, as they were inevitably influential players of our past. They are the witnesses of so many lives, happy moments, dramatic ones and historic ones. They have influenced our own society development and continue to do so. In fact, it is becoming exceedingly hard to find a place on Earth where there isn't a vehicle. As such we can genuinely consider it as heritage and we can feel honored to protect and preserve it for future generations.

- Mathias Doutreleau



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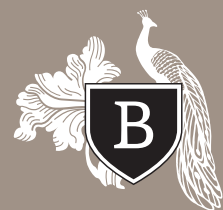
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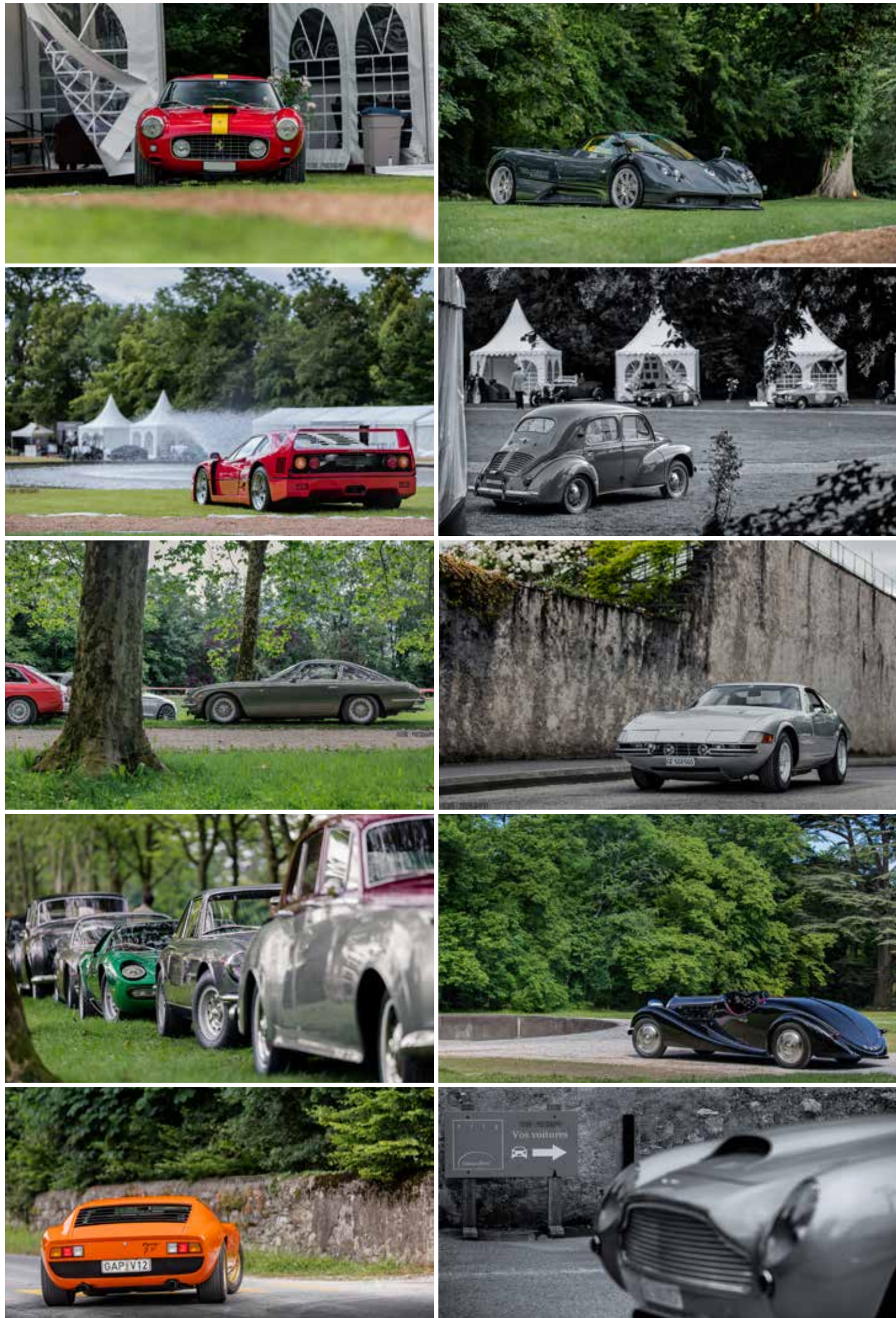
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### Aston Martin Service Booking

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# SHD50: THE DAWN OF A COLLECTION

Nowadays we too often hear that people collect automobiles because it is a safe investment. The rationale behind the excuse might seduce individuals with a financial goal in mind, but it will not make them collectors. Perhaps they can be considered as merchants, stake holders or asset managers, but not as collectors.

A collector is driven by his quest for the emotions that spring from an object and the unforgettable attachment to a moment in time. Therefore most often we find that car collectors relate to an experience of childhood or of their youth. In my case it was a deeply sunken memory of something grand that looked like no other automobile at the time. It's front end presented a sense of bold confidence, a true statement, which literally

transformed itself into a flow of lines and curves shaped as if the wind blew through the soft fabric of a dress. The lines picked up again right before the rear wheel to end in a natural elegant tail. The car was a drophead coupé and it was most often kept open with its disappearing top folded behind the rear seats. It was not a big automobile, but it had an incredible stance. That car was one of two Rolls-Royce Silver Dawn drophead coupé specially coachbuilt by H.J. Mulliner in 1952.

I remember climbing in it when my father would take us for a drive, it's doors seemed massively high, but I was also not so tall at the age of five. Once inside it gave a strange impression to the child I was because the wood paneling of the dashboard was better looking than my parent's 18th Century furniture! What kind of car was

LSLE31 Mulliner: Here is the sister car to SHD50 featuring a drophead coupe design by H.J. Mulliner. The noticeable difference between LSLE31 pictured here and SHD50 is the body line, three-window design and standard hood design. This car has a rear bench seat which was not fitting in SHD50.

Photo source: Private Collection from Gene Epstein





it that had the same façade as a King Louis XV cabinet? It was extraordinary and such a difference from the molded plastics and fake wood paneling of our family car, a 1974 Chevrolet Caprice.

I am sure there were many more details that left me with a secret impression at the time. I had no idea then that someday I would live through that entire experience again, reviving the awe that I had been left in over thirty years ago.

Soon after my first encounter with this incredible automobile, my father had to put this carriage of utmost refinement into storage, keeping it for better days and the hope to take his family again on a drive. He could have sold it many times over, but he preferred to keep it so that someday he could show his grandchildren what an incredible experience it was to drive a handbuilt, handcrafted refined automobile. So the car spent the next thirty years in storage quietly waiting for the next opportunity to glide in pure elegance through modern traffic.

One day, a few years ago, on a summer day of my university vacations, I decided to see if we could get the car working again and find out a little more about its history. Armed with its chassis number, SHD50, I went to the local Rolls-Royce dealership to meet Mr. White, a well-known Rolls-Royce figure in the region where we lived.



**Myself and my elder brother standing with our parents, Pierre and Victoire Doutreleau, before SHD50 at our home in Prangins, circa 1978.**

Photo source: Personal collection

He greeted me politely but certainly wondering what he was going to do with a teenager that clearly had no ability to purchase a new Rolls-Royce or Bentley from his dealership. When I explained I wanted to research about this car that my father had been keeping for so long, he responded with a huge smile, stopped what he was doing in the workshop and invited me over to his office. As we walked in he grabbed several books

from the shelves and started exploring for information on the car. It didn't take long to find enough information as every Rolls-Royce is pretty much a special order and the legendary cars are extremely well documented through history.

Our first findings were that the car was a one-off. It was one of two drophead coupés built by H.J. Mulliner on a Silver Dawn chassis. My car, which carries the chassis number SHD50, was the first of the two, built in 1952 whilst the second one came a few months later in June



1953. The key differences between the two cars were the body design and a very interesting rear window design in the hood of the convertible top. The body design on SHD50 differed from its sibling in that it was slightly shorter and the boot line slightly lower. This meant that the car did not have a rear bench seat, offering instead two foldable saddle seats perpendicular to the car. The seating position face-to-face of the tiny saddle seats was really only meant for an occasional ride in the back and did not provide much comfort.



**Here is SHD50 as it was delivered to Jean Simon in May 1953. The unique body design 7296 distinctly shows the Jensen rear type window, the low line of the folded hood and the two light design of the side made for the shortened body.**

Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

But with this configuration, the sumptuous Rolls-Royce Silver Dawn was closer to a roadster than a convertible, thus making it very unique style-wise for a Rolls-Royce and perhaps the epitome of design in regards to the ethos of the Silver Dawn.

The second key element that differentiated SHD50, was a very cleverly designed hood featuring what is known as a Jensen rear type window. Illustrations show it better than a description, but we will attempt to describe it.

**The standard Rolls-Royce Silver Dawn had a four-door saloon body in pressed steel made by Rolls-Royce. Pictured here is believed to be chassis SNF47, the first Silver Dawn delivered to a domestic customer in the UK, Sir Frederick Handley.**

Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

This window design offered a radical change in the traditional oval or rectangular shaped rear window found on convertibles. Built in lightweight perspex rather than glass, it covered the entire base of the hood and wrapped around the corners to about ¼ of the width of the rear "C" pillar. This design offered much more light inside the cabin when the hood was up, a better rear visibility for the driver, and a more modern look that contributed to making the side and ¾ rear views of the car much 'lighter' and elegant when the top was up. When the top was down, the hood folded and disappeared below the belt line, accentuating the sleek and light bodyline of the car. This was a rare accomplishment for large convertibles as their hood, once folded, used to stand out like a duck tail above the trunk lid. Not this one.

Furthermore, the unique design of the hood by H.J. Mulliner on SHD50 only featured two side windows (or side lights as they are used to be called). Traditionally, convertible of the time would have two lights on the door, one being a small deflector towards the front of the door and the other being the larger traditional window that would wind down into the door. The third light would be a retractable window on the rear panel right after the door line. Because of design objectives and thanks to a reinforced structure, convertibles did not need to have "B" pillars. Therefore the rear window, or "third light" would come immediately after the door window. This offered a design cue that provided much elegance if the windows were retracted whether the top was up or down. With SHD50, that third light was removed as the hood designed was shortened. Therefore it only had the two side windows on the door and the hood cover came up right after the door. Eventually the thickness of the hood's "C" pillar was also lightened by the wraparound Jensen rear type window design. The purpose of this rare design on a larger convertible like a Rolls-Royce was to provide a sportier, sleeker look than its rather imposing siblings, and we think there was a good reason for this: the design philosophy of the Rolls-Royce Silver Dawn.



**The one-off body by famous French coachbuilder Chapron on chassis LSTH79 shows a similar 2-light hood design. However this design by Chapron was executed long after H.J. Mulliner's design on SHD50.**

Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

Indeed, the Rolls-Royce Silver Dawn, launched at the 1949 International World's Fair in Toronto, was the first Rolls-Royce designed primarily to provide its owner the same satisfaction to drive it than to be driven in it. The car was built on a shorter and lightened chassis than the larger and more opulent Silver Wraith. A total of 761 cars were built, of which 64 received specific coachworks from various coachbuilders, including Chapron, Ghia, Pininfarina, Hooper and H.J. Mulliner who were amongst those who built the fewer and rare Drop Head Coupe or Fixed Head Coupés.

The rest were essentially the four door standard version, 697 of which came with



Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

a pressed steel body by Rolls-Royce. The Silver Dawn was motorized with a straight 6 cylinder identical to the one fitted in the Silver Wraith, the similar bodied Bentley Mark VI and sporty R-Type. Although Bentley used twin S.U. carburetors, Rolls-Royce used instead the single Stromberg or Zenith carburetors for its engine. This combination of lightweight body and torque engine provided a fantastic driving experience for the fortunate owner of a Rolls-Royce Silver Dawn.

a slight road incident, SHD50 was put in storage as my father had planned to have it repaired when better financial times came again. Alas, I suspect we, his children, drained him of all savings and the hopes to revive the car was extended indefinitely. Perhaps this was a blessing in disguise as otherwise the car might have been poorly repaired at a time when authenticity and originality were not the matter, or worst it might have been taken back onto the roads and involved in a more serious accident



It was clear that H.J. Mulliner's design on SHD50 with a light aluminum roadster body was then the perfect accomplishment to provide an outstanding and exceptional drophead coupv for the Rolls-Royce owner that enjoyed driving.

SHD50 was originally delivered to a French owner, Jean Simon, who ordered the car in jewescent brown and black with a tan interior. The next owner to our knowledge was Charles Hattaway, and enthusiastic art collector based in Paris and Cannes, whom we believe that he bought the car from Simon. In any event, the car was then sold to my father in 1971 and following

**SCA43 Pininfarina: Another one-off body designed by Italian coachbuilder Pininfarina on chassis SCA43. This unique design is clearly showing Pininfarina's sporty style. An outstanding collectible automobile.**

Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

— such things happen and are somehow part of an automobile's life. So instead SHD50 stayed in a safe storage — thanks to the wonderful kindness of one of my father's friends who owns a famous local body repair business. I can't be more grateful than to both of them as they preserved a jewel that I, and my children, will soon be able to enjoy.





Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton



Photo source: Rolls-Royce, The Classic Elegance, by Lawrence Dalton

A few weeks ago I went back into the storage place where SHD50 is quietly resting. It was my first encounter with it since I was the child posing in front of it. It appeared smaller than I remembered of course, but the stand and the elegance of the flowing lines were unmistakably there. It was an incredible experience to open the door and sit behind the steering wheel as somewhere deep in my memory came up the souvenir of something I had never forgotten.

The softness of the leather and plushness of the seat cushion was exactly the one I remembered. The feeling of the bakelite steering wheel was sending me notes of memory through my hands. It's light thickness, wide diameter and perfect angle were perfection. Everything was exactly where my senses had left them thirty-seven years ago. Even the scent, so typical of these English automobiles was there, wrapping me into that absolute

timewarp that a classic car can deliver. Today, we have decided to bring SHD50 back on the road, delicately restarting it without removing any of the patina and history that was carefully preserved during that long and unexpected hibernation. Soon enough I will climb back into those tiny saddle seat and let my father drive us to anywhere. The only equivalent to the amazing experience, powerful feelings of such revival of the memory are perhaps the extreme pride and happiness that comes from passing it on to the next generation. This is what collecting is all about and that is when I started collecting automobiles.

- Mathias Doutreleau





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## ROLLS-ROYCE MOTOR CARS GENEVA

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Torsten Müller-Ötvös, CEO

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**Interview with Torsten Müller-Ötvös,  
Chief Executive Officer, Rolls-Royce Motor Cars**

**R**olls Royce recently launched its Vision NEXT 100, the very first “Vision Vehicle” to ever come from the famous British brand...

While Rolls Royce's parent company, BMW, has launched a few, this is the first for Rolls, so it's a big deal. It also strays quite a bit from the traditional Rolls Royce ethos, being fully autonomous and very high-tech. So, naturally, we wanted to hear what Rolls Royce CEO, Torsten Müller-Ötvös, had to say about it.

When asked about the electric drivetrain, as well as the rest of the tech, something not traditionally found on Rolls Royce products, Müller-Ötvös said “We are definitely mulling an alternative drivetrain for the future, for sure, and we might have to bring it to the market sooner than later.” Müller-Ötvös also wanted the Rolls Royce team to create something with the vision of the year 2040 in mind, so as to not limit the team in anyway. “My clear instruction to the team was, I would love to see a real lighthouse for us, something very forward thinking and forward

looking. Free your mind, Dream it up”. The idea of an autonomous Rolls is also a strange one. But it's something that Müller-Ötvös knows will be inevitable. “So we also asked our customers ‘what's your thought?’ and our customers and patrons didn't want to drive around in bubbles but they want, what I would call, a sort of private transportation that also sets them apart from what the rest of the world would drive.”

“What we have never done, is overruled our customers choices or wishes, because it is very hard to make a judgement on your individual taste to say ‘this is right’ or ‘that is wrong’ and particularly when it comes to materials or shapes, whatever people are dreaming of. It's very much cultural, so we respect that.” One of the more interesting aspects of this Rolls Royce Vision NEXT 100 is the idea of bringing back coachbuilding. With the ability to use active materials and 3D printed body panels, the Rolls Royce team will be able to actually create different looking cars for different customers, depending on their preferences. The Rolls Royce brand already has a very

high level of customization offered to its customers, but Müller-Ötvös feels that it will increase in the future. So he was asked if there was anything too far-out that a customer would ask for, but might not fit into the Rolls Royce brand. “What we have never done, is overruled our customers choices or wishes, because it is very hard to make a judgement on your individual taste to say ‘this is right’ or ‘that is wrong’ and particularly when it comes to materials or shapes, whatever people are dreaming of. It's very much cultural, so we respect that.

“Müller-Ötvös also hinted that we can expect alternative drivetrains in the next-generation of Rolls Royce models, which will start in 2018, as they will be built on the BMW Group's new aluminum-intensive architecture which is built with alternative drivetrains in mind. He wouldn't talk much about the upcoming Cullinan SUV, but he did say it's scheduled to be released at the end of 2018. So this new Rolls Royce Vision NEXT 100 is the brand's vision for the next 25-30 years, a car coachbuilt for customers who want the most exclusive and luxurious autonomous vehicle on the market.



**'BLACK BADGE'**  
**A DARK, EDGY, LIFESTYLE STATEMENT**  
**FROM ROLLS-ROYCE MOTOR CARS**



“ Black Badge is an attitude to life, an aspect of the Rolls-Royce brand that appeals to those people who are elusive and defiant, the risk takers and disruptors who break the rules and laugh in the face of convention. They are driven by a restless spirit. They play hard and they change the world. Technically and aesthetically Black Badge is the alter ego of Rolls-Royce, darker, more assertive, more confident and powerful, and more demanding. With Black Badge we have created the most commanding presence on the super-luxury landscape. It is a truly transformative moment for our great brand. ”

Torsten Müller-Ötvös,  
Chief Executive Officer, Rolls-Royce Motor Cars





Sir Malcolm Campbell, Howard Hughes, Keith Moon, Yves Saint Laurent, Muhammad Ali and our own Charles Rolls to name a few. Young gentlemen in a hurry, driven by their restless spirits to change the world in their own way. Untrammelled by social convention, these disruptors lived life on the edge, believing the ultimate power to be self-empowerment, pushing every boundary to realise their personal vision. Glamorous and daring, they lived fast, worked hard and played hard.

Today's generation of young, self-empowered, self-confident rule-breakers are just as uncompromising and unapologetic in their choice of living and lifestyle as their predecessors. They follow the road less travelled, live the unconventional life, darkly obsessed by their own pursuits and accomplishments from which they derive a pure adrenaline rush.

Their life is their entertainment, and they live it on their own terms. And when the day is done, and the battle is won, these supremely confident people engage with the night, they go where it leads, and take all it has to offer as their just reward.

As demanding in their lifestyle as they are in their life pursuits, these highly-driven people insist

on great substance from any symbol of their lifestyle. More and more, such individuals wish to demonstrate their success through a symbiosis between their life's work and their chosen brands.

Over the last years, many such individuals have gravitated towards the revitalised Rolls-Royce Motor Cars as the brand most appropriate to encapsulate their truly individual lifestyles, much as their celebrated predecessors did in days past.

Always pushing their own boundaries, they have asked Rolls-Royce Motor Cars to do the same. Excited by the infinite possibilities that its Bespoke approach offers, they have asked the marque "to produce a Rolls-Royce like no other, a Rolls-Royce that not only appeals to, and projects, our sensibilities, but is fundamentally different – like us."

And, always ready to deliver a truly Bespoke answer to meet the customer's desire, Rolls-Royce Motor Cars has once again demonstrated its true luxury credentials as the world's leading super-luxury brand. Rolls-Royce has transformed the very icons of its brand to access a darker side of its character more suited to this breed of successful people. Rolls-Royce Black Badge speaks to the darker, more assertive, confident and demanding aesthetic of these customers. As a truly Bespoke response

to their desires, the interplay of brand and customer has had a transformative effect on the appearance and substance of Rolls-Royce Ghost and Wraith. The result is Ghost Black Badge and Wraith Black Badge.

"Today, I am announcing that Rolls-Royce Motor Cars will create a permanent Bespoke series of motor cars for a group of young, driven, self-made people that will make a bold and edgy lifestyle statement about their lives," commented Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. "In an unprecedented collaboration with these new customers, Rolls-Royce has confidently created 'Black Badge', the ultimate in pure luxury style and engineering substance. Technically and aesthetically 'Black Badge' is the alter ego of Rolls-Royce Wraith and Ghost; darker, more assertive, more confident and powerful, and more demanding. With Black Badge we have created the most powerful presence on the luxury landscape. It is a truly transformative moment for our great brand."

Giles Taylor, Director of Design, Rolls-Royce Motor Cars commented, "In creating Black Badge, we were conscious of satisfying the different demands of these new customers. Not only did they demand an alternative image for themselves, they demanded authentic Rolls-Royce engineering substance to

underpin it. As a result, the Black Badge Spirit manifests itself through a series of carefully considered design elements which together express a darker luxury sophistication. New material accents and tonalities are combined to accommodate the tastes of those fast-moving customers who adopt a strident approach to life's finer challenges."

With this manifesto as their departure point, Rolls-Royce designers, engineers and craftspeople set to work transforming Ghost and Wraith in subtly different ways. Their intent was to deliver darker, more assertive and more focused Black Badge alter egos that differ from each other as much as they do from their siblings. The result? Two cars that at first glance offer very distinctive, common visual cues to their nature. But below the surface these are two very different beasts of the night.

### The substantive transformation of an icon

Together with the Parthenon Grille, the famous Double R logo and the Spirit of Ecstasy are the very embodiment of the Rolls-Royce brand. However, these treasured symbols of the marque have been willing to change their identity in appropriate circumstances before. For example, in 1933, in a move that signalled the truly Bespoke nature of the company



from an early stage, Sir Henry Royce himself changed the Double R badge from the traditional Red-on-Silver to Black-on-Silver to ensure it would not clash with the paintwork colour choice of high-profile customers including the then Prince of Wales.

The iconic Spirit of Ecstasy figurine has, over the years, also gone through a number of iterations both in design and materials used. She has been large and standing, kneeling and inclined forward to indicate higher performance; she has been made of gold, silver, crystal and stainless steel, and has been bejewelled, lit and uplit. Now the Spirit of Ecstasy

and the iconic Double R lead the way once more as Rolls-Royce enters the alternative reality of 'Black Badge'. On the surface of it, both Ghost Black Badge and Wraith Black Badge go through a very similar transformation.

The transformation begins with the 'Flying Lady' who changes neither in design, posture nor material, but in colour to represent the owner's dark obsession. She mutates into a high-gloss black vamp, proudly scything through the night-time cityscape. The transformation pervades the other iconic symbols of the Ghost Black Badge and Wraith Black Badge.







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## ROLLS-ROYCE BRINGS ELEGANCE TO THE 2017 GENEVA MOTOR SHOW AS IT DEMONSTRATES THE MANY FACETS OF ITS BESPOKE CAPABILITIES

At this year's Geneva Motor Show, Rolls-Royce will show why it is considered to be the world's leading luxury house by showcasing the full breadth of its Bespoke capabilities. The facets of Bespoke tailoring, Bespoke engineering and Bespoke jewellery will demonstrate to every connoisseur who commissions a Rolls-Royce that they can count on having their desire for a truly personal motor car, that reflects who they are, fulfilled in the most fitting manner to them. In short, they can be assured that Bespoke is Rolls-Royce.

'Dawn – Inspired by Fashion' will, with its Spring/Summer 2017 collection of three colour schemes, show how Bespoke means complementing the fine couture our patrons wear from day to day. Wraith Black Badge, a motor car Bespoke-engineered to suit its younger, edgier customers will demonstrate that at Rolls-Royce, Bespoke is anything but skin deep. And one patron has allowed Rolls-Royce to show the Geneva crowds that only they can "create the unimaginable" by showing the Elegance, the ultimate expression of luxury with the world's first Diamond paint finish.

Such cars are considered works of art by their collectors and owners, and in homage to this status, Belgian artist, Charles Kaisin, has created a Bespoke sculpture for the Rolls-Royce Art Programme that will adorn the Rolls-Royce stand for the duration of the Geneva Salon.

### Elegance

This year, Rolls-Royce brings Elegance to the Geneva International Motor Show, a car inspired by something that cannot be bought, but is innate... style.

The lifestyle of the Rolls-Royce customer is like no other. They are unapologetic in their lifestyle choices and are proud to showcase this to the world. In the words of Coco Chanel, "Elegance is not the prerogative of those who have just escaped from adolescence, but of those who have already taken possession of their future."

One such connoisseur of luxury has chosen to share their personal vision of elegance with those who attend the Geneva Motor Show this year; the Rolls-Royce Ghost Elegance, the first luxury motor car to be finished in a paint created from diamonds.

Only Rolls-Royce, with the skilled craftspeople who reside in its paintshop, could have created a paint made from 1,000 crushed diamonds. Named 'Diamond Stardust', this is the most luxurious and lustrous exterior ever seen on a motor car, and the most expensive paint to grace the body of a Rolls-Royce.

Commissioned for an individual collector, this unique motor car takes the term Bespoke to the next level. This exclusive paint was created by the craftspeople at the Home of Rolls-Royce at Goodwood by subjecting 1,000 ethically-sourced diamonds to a special process. This process saw the diamonds go through extensive testing to ensure their radiance when used in a paint. Goodwood's Technical Laboratory Leader, Paolo Travaglia, and his team of paint specialists, Rawdon Evernden and Joseph Piotrowski, spent two months of concentrated testing to achieve the perfect result. Examining the dimensions of the precious stones with the use of a high-powered microscope, the team carefully analysed their transmission and reflection of light. The density and strength of the diamonds created a challenge for the team to produce an easy marriage with the clear paint and its ability to spread gracefully over a surface, leaving the diamonds undetectable to the touch.

This process resulted in the creation of a very fine diamond powder which was then mixed into the paint. Additionally, a new and unique paint process was developed, including the application of an extra final layer of lacquer to protect the diamond particles during the hand-polishing process. This process added an extra two days of paint application by hand and a further day of finishing. Applied to the top section

of the car, the paint finish glistens like no other, making this a motor car to be recognised and appreciated. Just like its owner, the car exudes unapologetic luxury and grandeur.

The final elegant exterior touches to this one off Rolls-Royce Ghost have been applied by master coachline painter, Mark Court, with a squirrel-hair paint brush. The flanks of the motor car are accented with Mugello Red and Black twin coachlines. To enhance the exterior further, the centre of the 21 inch wheels are hand-painted with a Mugello Red pinstripe. Last but not least at the prow of the car, showcased in all her glory, an uplift Spirit of Ecstasy guides this unique Rolls-Royce, and its owner, into the future.

The interior of this unique Rolls-Royce Ghost also communicates the elegant tastes of its owner. Chauffeur and passenger areas are clearly demarcated as in the early days of luxury motoring. The chauffeur's 'cockpit' features black leather seats with accents of Mugello Red stitching on the doors, and piping on the seats. The colour black is continued in the lustrous carpet and lambswool footmats. The detailed fascia of smooth open pore Tudor Oak veneer is also complemented with a Mugello Red single stitch along the top of the dashboard, and finished with a Bespoke clock.

Adorning the rear sanctuary, the lounge seat is contoured with Selby Grey soft leather and also accompanied with Mugello Red stitching and piping. The inner pockets of the rear doors are lined with a favourite material of the owner; a Grey, Black and Red Tartan.

### Haute Couture meets Rolls-Royce

*"Style is very personal. It has nothing to do with fashion. Fashion is over quickly. Style is forever."*  
- Ralph Lauren

For the first time at a public motor show, The House of Rolls-Royce presents its full Spring/Summer 2017 Couture collection that is 'Dawn - Inspired by Fashion'.





The world of Fashion and Rolls-Royce have created a shared value of providing their clients with the ability to have the finest luxury goods, tailored to their tastes and lifestyles. It is Rolls-Royce clients who are seen in the front rows of the best Couture shows, a part of the world's fashion elite. As today's taste makers, it is their take on design and style which transforms the direction fashion moves in.

Design Director, Giles Taylor, and his team of talented designers at the Home of Rolls-Royce in West Sussex, who are responsible for the most intricate embroideries and textiles offered by the brand, carefully selected Andalusian White, a pure colour from the eclectic palette of the Rolls-Royce paints, to be the canvas for the motor car accented in three vibrant colours; Mugello Red, Cobalto Blue and Mandarin. The 2017 Geneva Motor Show is the first time all three choices have been seen together.

Like the clients who will be drawn to this collection, the car represents simplified, classic style. As featured on numerous catwalks throughout London Fashion week, colour blocking, said to have originated from the artwork of Dutch painter, Piet Mondrian, is a bold trend that sees opposite colours paired together to make interesting and complementary combinations. This current fashion trend features as the main garment on the car, a brightly-coloured canvas roof that unfolds in a 'Silent Ballet'. The Arctic White leather of the seats, truly a bold and distinctive colour; displays seamless handcraftsmanship through the piping, stitching and embroidered RR monograms on all four headrests.

The dashboard is lacquered with a clean Piano White wood finish, whilst the interiors of the coach doors are accented with that classic fashion staple, Black. Setting off this monochromatic treatment, the inside of the door pockets are lined with fine-to-the-touch patterned tailored silk, in one of the three vivid colours, a colour that also flows onto the hand-stitched two-tone steering wheel, which sits in the owner's hand as comfortably as would any fine holdall or handbag.

#### **Wraith Black Badge**

*"Black Badge is an attitude to life, an aspect of the Rolls-Royce brand that appeals to those people who are elusive and defiant, the risk takers and disruptors who break the rules and laugh in the face of convention. They are driven by a restless spirit. They play hard and they change the world."*

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars

Bespoke is not simply a cosmetic exercise for Rolls-Royce, as demonstrated by the world's leading luxury brand at the 2016 Geneva Motor Show when it launched Black Badge, the alter-ego of the marque. In addition to creating a Rolls-Royce that appealed visually to the aesthetic of a younger, edgier customer, the marque understood that those customers also demand something more – bespoke engineering that delivers on what this Rolls-Royce's looks promise.

Sir Malcolm Campbell, Howard Hughes, Keith Moon, Yves Saint Laurent, Muhammad Ali and our own Charles





Rolls to name a few, young gentlemen in a hurry, driven by their restless spirits to change the world in their own way. Untrammelled by social convention, these disruptors lived life on the edge, believing the ultimate power to be self-empowerment, pushing every boundary to realise their personal vision. Glamorous and daring, they lived fast, worked hard and played hard.

Today's generation of young, self-empowered, self-confident rule-breakers are just as uncompromising and unapologetic in their choice of living and lifestyle as their predecessors. They follow the road less travelled, live the unconventional life, darkly obsessed by their own pursuits and accomplishments from which they derive a pure adrenaline rush.

Over recent years, many such individuals have gravitated towards the revitalised Rolls-Royce Motor Cars as the brand most appropriate to encapsulate their truly individual lifestyles, much as their celebrated predecessors did in days past.

Always pushing their own boundaries, they have asked Rolls-Royce to do the same. Excited by the infinite possibilities that its Bespoke approach offers, they have asked the marque "to produce a Rolls-Royce like no other; a Rolls-Royce that not only appeals to, and projects, our sensibilities, but is fundamentally different – like us."

And, always ready to deliver a truly Bespoke answer to meet the customer's desire, Rolls-Royce Motor Cars has once again demonstrated its true luxury credentials as the world's leading super-luxury brand. Rolls-Royce has transformed the very icons of its brand to access a darker side of its character more suited to this breed of successful people.

***The result is Black Badge.***

Already the most powerful Rolls-Royce in the world at 623hp (465kw), Wraith has always been the most driver-focused car in Rolls-Royce's model range. However, understanding how driven this new breed of customer is and their wish to push the boundaries of life, Rolls-Royce's engineering team worked painstakingly to give this most phenomenal fastback coupé a uniquely discernible extra edge.

By combining an extra wave of torque (+70Nm) with the already existing high power output, a completely redesigned air-suspension set up, new drive shafts and updated 8-speed transmission, Rolls-Royce has produced an even more driver-focused, agile Wraith, while at the same time preserving the intrinsic elements of the effortless Rolls-Royce Magic Carpet Ride.





**Charles Kaisin**

*"Rolls-Royce, for me, signifies ultimate luxury. To be given the opportunity to partner with such a marque is a great privilege. Rolls-Royce has provided me with an enriching environment which has in turn allowed me the freedom to explore and push the boundaries of my own work."*

- Charles Kaisin

In collaboration with the Rolls-Royce Art Programme, Belgian-born Artist Charles Kaisin has created a magnificent art installation for the 2017 Geneva Motor Show. The piece, 3.1m in height, 2m in width and 2.1m in depth, is truly a magical piece which floats gently in the air. Created from individual hand-made origami pieces, it replicates Rolls-Royce's captivating muse, a figure which graces the bonnet of every Rolls-Royce, the beloved Spirit of Ecstasy. To encapsulate the full silhouette of the Spirit of Ecstasy, each piece of 25cm by 25cm mirrored square, is hung precisely, to avoid compromising the

muse's true form. In total, the art installation consists of 3,000 identical hand-crafted origami pieces. From multiple angles, the unique design demonstrates the level of craftsmanship, inventiveness, vision and attention to detail that Kaisin, Design teacher at Saint-Luc, Architecture School in Brussels, excels in. Just like the graceful figure that proudly guides each Rolls-Royce, this breath-taking framework, reflects light from its mystical figure allowing shadow and light to collaborate. Kaisin has showcased the attitude of freedom and the pursuit for individuality, an attitude that is reflected in many customers who truly

embrace their liberty to create Bespoke Rolls-Royces. The installation takes a team of three people, three days to complete. Like a Rolls-Royce, this is an unprecedented piece of hand-crafted excellence. To view this truly Bespoke collection of motor cars and this art work, Rolls-Royce invites members of the press to a Champagne reception at 16.30 on Tuesday 7th March 2017 on the Rolls-Royce stand (6041, Hall 6) where Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, will give a short speech confirming that Bespoke is indeed Rolls-Royce.





**TRUE LUXURY IS PERSONAL:  
ROLLS-ROYCE MOTOR CARS' YEAR IN BESPOKE**





From the inception of the marque 113 years ago, Rolls-Royce Motor Cars has stood alone in serving the world's wealthy and influential an exquisite blank canvas from which to express their tastes, lifestyles and passions. Where once this fell to independent coachbuilders, the execution of the most deeply held desires of the most discerning patrons of luxury in the world is now performed by the marque's Bespoke department, a collective of extraordinary designers, engineers and craftspeople at the marque's centre of excellence in Goodwood, England. Today, practically every motor car that leaves the Home of Rolls-Royce in Goodwood, England is Bespoke. What follows is a small snapshot of some of 2016's finest examples of Bespoke design and craftsmanship.

This approach is driven by Rolls-Royce's founding belief that true luxury houses must intimately understand their patrons to execute their boldest visions at the hands of master craftspeople. True luxury is therefore deeply personal and commissioning a Rolls-Royce a process more akin to the creation of a work of art. For our customers, it is an act of patronage.

It is this commitment to empowering its patrons to create the world's finest objects in their own image that defines Rolls-Royce's position as a true luxury house. A philosophy exquisitely expressed throughout 2016, a remarkable year of creative endeavour for the marque's Bespoke department.

"Rolls-Royce patrons live in a world beyond material acquisition, indeed they seek to commission, curate and collect. This is why they come to houses like Rolls-Royce to commission deeply personal luxury items, knowing this will be executed at the hands of the world's most skilled artisans. In commissioning these extraordinary objects in close collaboration with our designers they create a timeless legacy, often profoundly inspired by the most important moments in their lives," said Torsten Müller-Ötvös, Chief Executive, Rolls-Royce Motor Cars. "Rolls-Royce will never stray from this path, ensuring the precious relationship between patron, house and artisan is never derogated by proliferation. This unique approach is beautifully expressed in just a small collection of some of the remarkable commissions executed at our centre of global excellence in 2016."

#### **Phantom Zenith Collection**

Naturally, in its final year of production connoisseurs and collectors were moved to commission stunning examples of the seventh generation Phantom – these promise to take pride of place in some of the most significant collections in the world.

As Phantom Coupé and Phantom Drophead Coupé prepared to leave the stage in 2016, the marque's patrons were invited to commission





just 25 final examples of each body-style. These stunning motor cars elegantly celebrated the manner in which these extraordinary motor cars augment the lifestyles of the most discerning patrons of luxury in the world. In hallmark Rolls-Royce style, every possible comfort was considered. For example, enhancements to the rear-split tailgate included a meticulously engineered and crafted glass-shelf from which to serve champagne, whilst the luggage compartment proved the perfect staging point for a civilised rest-stop when touring. Flourishes like the addition of champagne fridge, large enough to hold two bottles and eight Rolls-Royce glasses served to demonstrate Rolls-Royce's unique understanding of its patrons.

As a final touch, the central fascia drawer is used to house a priceless memento signifying each car's status as one of the very last. On opening, owners discover a removable polished aluminium case, laser engraved with their motor car's unique identification number surrounded with a beautiful application of Best English Blacking – a technique most commonly associated with fine gun-making. Within this sits a piece of automotive history, not attainable by any other means; a single piece of the seventh generation Phantom's Assembly Line at the Home of Rolls-Royce in Goodwood, England. This remarkable collectors' piece is completed with the expression of co-ordinates, stating the exact part of the Assembly Line from where the metal was extracted.

**Extraordinary detail and application – The Peace and Glory Phantom**

One of the final Bespoke commissions of the seventh generation Phantom Extended Wheelbase was crafted for an entrepreneur in the Far East, showcasing the ingenuity and application of the marque's craftspeople through the art of embroidery. In this instance, they exquisitely replicate the pattern of tiger fur in the rear centre console. Beyond that, this stunning example features a wealth of unique interior fittings, echoed with a subtle gold coachline and motifs on the Madeira Red exterior. The cabin of this Phantom is furnished in a two-tone design of Moccasin and Fawn Brown leather, and is embellished with multiple personalised motifs stitched into the hide and laid into the veneer; all by hand. Bespoke white instrument dials contrast with a Consort Red steering wheel rim – elegantly expressing the breadth of colour palette at the disposal of the marque's patrons when creating truly unique Bespoke commissions.

**The 'Blue Magpie' Phantom Drophead Coupé**

Cultural emblems and stories so often inform the vision of the marque's patrons, as beautifully displayed in this commission by a gentleman in Taiwan. This elegant Phantom Drophead Coupé was one of the very last built and incorporates a number of Bespoke features of regional significance. The exterior is finished in Silverlake with an Andalusian White bonnet and an engraved Spirit of Ecstasy in gold. Hints of gold are also incorporated in the Bespoke twin coachlines and the pinstripes circling the wheel centres. The headrests are embroidered with an illustration of the blue magpie, a bird which can only be found in the owner's homeland of Taiwan, while Mother of Pearl inlays sit within the veneers, instrument dials, clock and control knobs. Attention to detail even extends to the floor of the car's luggage compartment, which is uniquely finished in teak with white maple inserts.

**Dawn, Ghost and Wraith... a wider palette**

Dawn, Ghost and Wraith equally serve as the perfect canvas for the most discerning patrons of luxury in the world. This has driven Rolls-Royce's Bespoke department to its most successful and creative year in history.

**The invention of colour – Mr Fux's Pebble Beach Dawn**

US collector Michael Fux, a connoisseur collector, delights in challenging Rolls-Royce's designers and craftspeople to develop truly unique materials, hues and features. The results serve as some of the boldest and most emblematic examples of Bespoke design ever executed at the marque's centre of excellence in Goodwood. When Mr Fux came to commission his first Dawn for handover at Pebble Beach, he came to develop his very own colour, dubbed 'Fux Blue', which will remain reserved for his exclusive use. The stunning exterior shade is complemented by a blue hood in the same tone, in contrast to the Arctic White rear deck and fittings to the interior. In order to ensure perfect sartorial harmony, the marque's designers clothed the entire interior including steering wheel, instrument panel cowling and interior veneers in Arctic White, creating a truly unique and contemporary aesthetic.





### 'Dusk until Dawn' at Porto Cervo

To mark the beginning of the 2016 summer season with the opening of the Rolls-Royce Summer Studio in Porto Cervo the Bespoke team created unique examples of both Wraith and Dawn. The dusk-inspired Wraith is finished in subtle two-tone Premiere and Jubilee Silver paintwork. When the doors are opened an exquisitely vibrant interior is revealed. A combination of Tailored Purple, Purple Silk and Powder Blue leather draws on visual highlights in the sky above Sardinia. The exotic fringes of Porto Cervo's nightlife are reflected in the use of luxurious and supple Ostrich leather on the centre consoles and door panniers.





Porto Cervo's location on the Costa Smeralda provided natural colour cues and visual inspiration for the accompanying Dawn. The exterior is painted in lustrous Emerald Green, with matching interior accents complementing the Seashell leather. Open-pore teak panelling throughout the cabin is enhanced by a Bespoke piece of jewellery that adorns the display lid, with Emerald stones and Mother of Pearl set into white gold to form a jewelled graphic reminiscent of a compass rose.

**Sounding the perfect note  
– Rolls-Royce Inspired by the Greats**

Again, it is deeply held passions that serve as the inspiration for a stunning collection of motor cars. Commissioned by a Rolls-Royce dealer in the Middle East, this collection celebrates the work of the great classical composers.

This Ghost features a monochromatic exterior design, embellished with a striking coachline that incorporates the clef-like motif. The motif is echoed throughout the cabin, adorned on the clock, laid into the wood and stitched into the headrests. A particularly elegant Bespoke feature

is the Barrel Oak veneer dashboard panel, with a 'folded back' design that reveals Dark Ebony woodwork beneath, inscribed using the art of marquetry with the exact musical notation from the patrons favourite piece.

**A nautical Dawn for Pebble Beach**

For many of the marque's patrons, a Bespoke Rolls-Royce serves to celebrate a long-held passion. Taking inspiration from the designs of high-performance yachts, a nautical-themed Dawn was commissioned by a Floridian and delivered to her at the 2016 Pebble Beach Concours d'Elegance. Finished in a two-tone combination of Arctic White with a Midnight Sapphire windscreen surround and bonnet, the sleek convertible mimics the high-contrast appearance of a superyacht, complemented by a teak rear deck and 'Canadel' teak interior panels. The Bespoke cabin clock is inspired by its patron's favourite watch. As well as referencing the Pebble Beach handover, the treadplate completes the nautical theme, showing the four international maritime signal flags that spell out 'Dawn'.





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## HOME OF ROLLS-ROYCE

Each Rolls-Royce motor car is built by hand at our state-of-the-art manufacturing facility and headquarters in Goodwood, England. Designed by architect Sir Nicholas Grimshaw and merging effortlessly into the beautiful West Sussex countryside, the award-winning building was created to lower our environmental footprint. On the day it acquired the Rolls-Royce Motor Cars brand, BMW Group said it intended to build a plant in England. From a shortlist of possible sites, Goodwood in West Sussex in the south east of England emerged as the natural choice.

Tucked away in the heart of the South Downs National Park in an area of outstanding natural beauty, Goodwood is a quintessentially English setting. Perfectly in tune with our brand values and customer expectations.

Despite it being an entirely new location for Rolls-Royce manufacturing, Goodwood has a strong historical connection to the brand. Sir Henry Royce, one of the company's founders, lived less than 10 miles away in the charming village of West Wittering from 1917 until his death in 1933.

Starting with a blank sheet of paper, the project was approached in light of one of Sir Henry Royce's famous quotes: "Strive for perfection in everything you do." Not only did the facility have to be an extension of the brand, we also wanted to have minimal impact on the environment. So we brought in renowned British architect Sir Nicholas Grimshaw, whose portfolio includes the Eden Project in Cornwall, the International Terminal at London's Waterloo Station and the National Space Centre in Leicester.





Des voyages  
**SUR-MESURE**  
pour des souvenirs  
**D'EXCEPTION**



Built over four and a half years, the award-winning manufacturing facility opened its doors on 1 January 2003. Designed on a 20 x 20 metre grid with steel columns supporting roof lights, the main building is set two metres below the surrounding ground level, to blend into the landscape.

The floor-to-ceiling windows run the length of the Assembly Hall, providing essential natural light for our craftspeople and – for visitors who come to Goodwood – a front-row view of the entire production line. We like to call it 'the glass mile'.

But, much like the design of a Rolls-Royce motor car, there's more to our Goodwood home than first meets the eye. The eight-acre curved living roof – the largest in the UK – is home to hardy sedum plants. The green coverage improves the building's insulation and reduces rainwater runoff, while also acting as an effective camouflage.

After being fully operational for nine years, we extended the Assembly Hall in 2012. By adding an extra 2,500 square metres, we were able to add new space to the Surface Finishing Centre and also to our Bespoke service, which has more than doubled in size since 2003.

Over 60% of our waste is recycled. As well as blending into its rural surroundings, Goodwood is designed to have the smallest possible impact on the environment. The exterior is clad with a mix of limestone and cedar wood, both from sustainable sources. And the timber louvre panels, activated by a weather station on the roof, control how much light enters the building and reduce our demand for electricity.

The large central lake attracts numerous wild birds, and also guards against flooding by storing excess water. Across the 42-acre site, we've established over 400,000 plants and trees of more than 120 species. We also compost all our green waste.

Our production processes are designed to minimise waste too. Over 60% of our waste – cardboard, paper, plastic, tyres and polystyrene – is recycled. The leather offcuts are re-used in the fashion and footwear industries. And we donate the surplus wood veneers to a local charity that makes furniture and other fundraising products from them. By striving for perfection from the outset, with the building's design and its environmental intentions, we have reduced our energy footprint by 29% per motor car in just five years. Welcome to the Home of Rolls-Royce Motor Cars, where greatness goes beyond aesthetics.





photocredits: © Rolls-Royce Motor Cars Ltd

## ROLLS-ROYCE CELEBRATES 2016 GOODWOOD FESTIVAL OF SPEED

Rolls-Royce celebrated a successful Goodwood Festival of Speed over the weekend, with a stunning ascent of the famous Goodwood Hillclimb, defying challenging weather conditions.

### **The highlights:**

**Wraith Black Badge.** The most powerful and dynamic Rolls-Royce in history, Wraith Black Badge effortlessly ascended the Hillclimb during the Supercar Shootout, placing it ahead of entrants from McLaren, Aston Martin and Ferrari, amongst others. Wraith completed the 1.16-mile course in 65.05 seconds and recorded a speed of 94.8mph as the car crossed the finish line, proving that it is not necessary to sacrifice







the finish line, proving that it is not necessary to sacrifice luxury for speed. Wraith was driven by Festival of Speed favourite, Justin Law.

**Ghost Black Badge.** The Course Car this year was a Rolls-Royce Ghost Black Badge, resplendent with LED race lights and Goodwood decals. The car was seen at speed between each Hillclimb Run throughout the weekend.

In addition to Wraith Black Badge and Ghost Black Badge, invited VIP guests were conveyed in luxury from the Home of Rolls-Royce on the south-eastern corner of the Goodwood Estate in a beautiful fleet of Bespoke Rolls-Royce motor cars.

Anyone wishing to filter relevant Rolls-Royce information from the event is encouraged to use the hashtag **#BlackBadge**.





# HIGH PERFORMANCE SKIWEAR

THAT LEAVES ITS MARK

The Capraneia ski collection is the brainchild of Marc Haensli, who was the youngest entrepreneur in the skiwear business when he founded the company 8 years ago at just 31 years of age. The brand's characteristic combination of materials (which may initially seem an unfamiliar choice for ski sports) nevertheless ensures unrivalled comfort and total freedom of movement thanks, for example, to the elasticised down bags.

The premium quality and stylishness of the clothing were obvious from the very first moment. Capraneia's designs are unmistakable and are worn by those confident enough to stand out from the crowd. On the ski slopes we were impressed with the lack of restriction coupled with the cosy feel and, like all others who are fortunate enough to wear the clothes, we immediately became fans of the Capraneia brand. True to the principle of "feel the function, not see it", the modern, eye-catching and distinctive look conceals the high-performance material, which allows the body to breathe and remain cool while offering the warmth required at minus temperatures.

Marc Haensli views Capraneia as a traditional family company, albeit one headed by the first generation, and the production processes that his jackets undergo give testament to the eye for detail that only a family-run organisation can ensure. Comprising more than 300 individual elements, the jackets are designed and prototypes are made in the studios in Switzerland, the clothing is sewn with great care and subject to stringent checks predominantly at the production site in Portugal and then sold at boutiques throughout the world, thus creating a truly global brand which boasts the famous Swiss quality standards.

■ by Valeska Jansen

[www.capraneia.ski](http://www.capraneia.ski)



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# ROLLS-ROYCE CELEBRATES GOODWOOD REVIVAL





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Rolls-Royce will celebrate the 2016 Goodwood Revival with a significant presence at the legendary motor circuit. The centrepiece will be The March Motor Works, which this year is transformed into a period Rolls-Royce showroom, recapturing the sights, sounds and atmosphere of the marque's glamorous Berkeley Square and Park Lane premises in London's West End during the 1950s.

Within the 'Berkeley Square' showroom, Rolls-Royce will be represented by two magnificent cars from the company's 113-year history. The first, a 1923 Silver Ghost Springfield, has a 'New Haven Salamanca' body finished in Black and Dark Blue and an interior in Black hide (front) and Grey cloth (rear). This is accompanied by a 1967 Phantom V, built by coachbuilders James Young but featuring unusual 'Hooper' style rear quarter windows. The coachwork is finished in Midnight Blue with an interior in Tan hide.

Rolls-Royce is also recreating the famous White Glove Training School, reminiscent of the professional training that chauffeurs received from the Company.

Mechanical skills were a key element in this training, so the space will include authentic work-benches, blackboards, wallcharts, tool boxes and manuals.

Rolls-Royce will be represented on the famous Motor Circuit itself throughout the event by a handsome 1954 Rolls-Royce Silver Dawn, built by coachbuilders Park Ward.

One of very few ever made, this splendid two-door Drophead Coupé will form part of the Course Director's entourage giving invited guests an opportunity to experience the marque's legendary 'magic carpet ride' for themselves, in period luxury, if only marginally disturbed by the ticking of the original mechanical clock!

An exclusive fleet of Rolls-Royce motor cars will also be evident in the Goodwood area during the Revival weekend with invited VIP guests being conveyed in luxury from the Company's manufacturing plant and head office on the South-Eastern corner of the Goodwood Estate.



# EXPERIENCE THE MAGIC ONBOARD



## 100% solar catamaran **SOLLINER** - cruising free of charge



The **SOLLINER** (built by **Green Dream Boats**) is a magnificent catamaran, that reflects the spirit of the times – it can accommodate 10 people, and costs nothing to run.

The **SOLLINER** is powered by solar panels fitted on top of an automatically retractable roof. The boat can accelerate to 14 kph. It runs silently and even on a cloudy day, its range is practically unlimited. When fully charged, it can even cruise at night for 18 hours. Is this the benchmark? Definitely. The **SOLLINER** is in a class of its own. This is reflected by surging sales. The boat has captured global attention, as solar-powered sailing has become hip and reflects eco-friendly trends. Green Dream Boats is a Polish company with own shipyard located in Gdansk (Northern Poland, near Baltic Sea). It specialises in innovative approach to the maritime business, and focuses on using renewable energy resources in their boats.

**SOLLINER** is the first fully ecological catamaran, which combines perfect exterior and interior design, high quality of all materials used and multiple amenities, such as electrically folding roof. The roof gives a perfect shelter from rain or sun and the retractable feature (which takes ca. 8 sec.) allows cruising under low bridges, e.g. on Amsterdam canals. **SOLLINER** is an affordable luxury – it starts with a price of



less than EUR 40.000 and this is a price for fully autonomous cruising unit with no additional running costs. Not surprisingly, many Green Dream Boats clients have decided to build a fleet of several boats for charter services, taxi boats and for general tourism activities. Most of them claim that the investment has generated the return within only a couple of months. The solar catamaran is dedicated for canals, lakes, calm rivers and bays. It is a perfect boat for quiet zones and special eco areas, where no noise or petrol engines are allowed. There are plenty of possibilities to use solar catamarans in different business ventures. All you need are a couple of catamaran units and an interesting spot for charter services.

The construction and exclusive finish of **SOLLINER** allow you to use it for any kind of amusement or social meetings. **SOLLINER** allow you to shine a spotlight on your best customers and increase retention efforts all at once. The exact idea depends on your own creativity – from sightseeing services in protected nature reserves to fishing trips ... or maybe luxury eco water taxi services?

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# THE GOODWOOD FASHION WEEK

THE HOUSE OF ROLLS-ROYCE ANNOUNCES SPRING/SUMMER 2017 COLLECTION







The House of Rolls-Royce has announced its Spring/Summer 2017 Couture collection. Signature detailing in vibrant colour will complement palettes of classic white as Dawn is Inspired by Fashion.

Rolls-Royce and the world of Haute Couture have long been bound by a common philosophy – taking the very finest materials and crafting them into the most exquisite and desirable luxury goods as expressions of their clients' taste and lifestyle.

Under the stewardship of Design Director Giles Taylor, a team of talented designers from the House of Rolls-Royce, including textile specialist Cherica Haye who studied at the Royal College of Art, and Michelle Lusby Colour & Materials designer who

gained experience working at Mulberry. Their work has seen the incorporation of fine silks and unexpected textures into the interior environment of truly bold and distinctive Bespoke commissions. They have conceived and executed Bespoke commissions with a depth of inspiration befitting to the world's leading luxury brand.

In creating 'Dawn – Inspired by Fashion', these designers selected the neutral canvas of white upon which to base three vibrant colours that will set the tone for 2017's Spring/Summer collection; Mugello Red, Cobalto Blue or Mandarin. Subtle accents of these colours adorn interior aspects of each Dawn, whilst the 'Silent Ballet' of the roof as it rises to provide shelter from the paparazzo's lens unleashes a brushstroke of colour to catch the style-spotter's eye.





"Our clients are the very arbiters of fashion, tastemakers who sit in the front row of the Couture shows, themselves influencing evolving trends," comments Giles Taylor, Director of Design for Rolls-Royce Motor Cars. "To them, the commissioning of fine luxury objects represents a deeply-involving curatorial process – with different forms of luxury design, craft and execution serving as inspiration for the other. 'Dawn – Inspired by Fashion' beautifully expresses the notion that inspiration for truly personal objects is drawn from the passions, tastes and lifestyle of its patron."









**Like the finest Bespoke garments, individuality is forged in the subtlest details.**

On opening Dawn's coachdoors, a contemporary Arctic White and Black interior colour scheme is accented by one of the three vivid colours: Mugello Red, Cobalto Blue or Mandarin. The Arctic White leather of the seats is accented through the embroidery of the headrests, as well as the stitching and piping of the seats. Seamless stitching, a highly-complex craft technique from the world of fine tailoring, is applied to the steering wheel to ensure the perfect line joins the two colours of leather around the rim.

Tactility, comfort and quality are important attributes of the piece itself. Rolls-Royce's designers took inspiration from this approach in appointing the car's front and rear door pockets with fine silks, adorned with an abstract representation of the Spirit of Ecstasy with each emblem set precisely at 55 degrees to complement the lines of the door.

The legendary Rolls-Royce craftsmanship and attention-to-detail is apparent through the exquisite dashboard created in Piano White with aluminium particles resulting in a silk-like appearance, with the lacquering process alone taking nine days of meticulous work. This is completed elegantly with the integration of a Bespoke clock, set as a piece of jewellery, styled exclusively to emit a silver on silver effect, evoking the metallic fabrics seen on this year's catwalks in preparation for next year's season.

Dawn's exterior colour scheme of Andalucian White is beautifully accented by a hand-painted coachline which drapes over the curve of the car's hip as the line flows backwards along the car, reflecting the identical splash of colour provided when the soft-top roof is in place.

Clients are invited to commission their personal style statement from this November to ensure they appear wrapped in the latest couture offering from the world's leading luxury goods house for the new season next year.





## THE BEGINNING

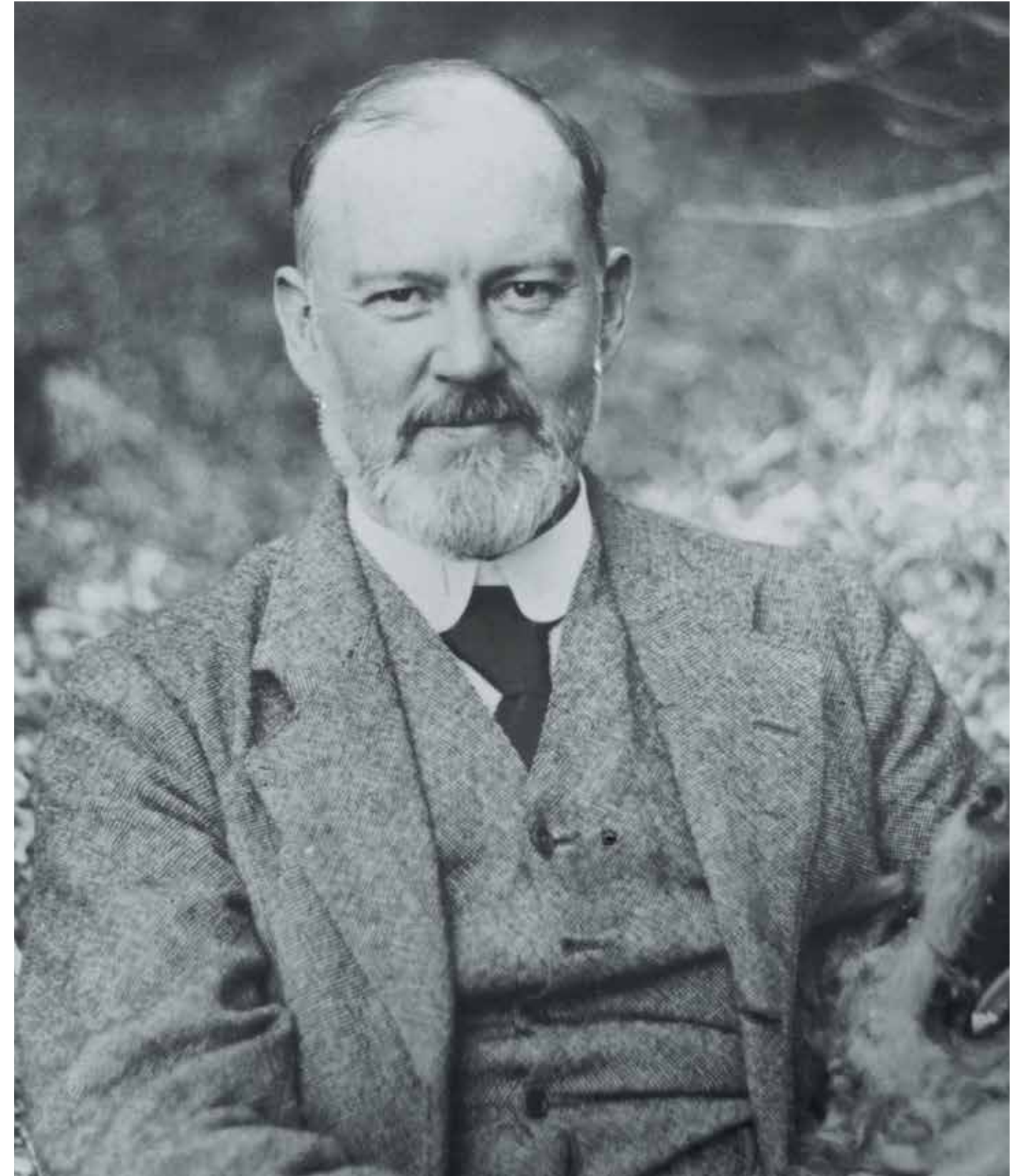
Rolls-Royce Limited was created over a famous lunch in May 1904. Henry Royce, a successful engineer, struck a deal with Charles Rolls, owner of one of the first car dealerships. The rest is history. The ensuing series of two, three, four and six cylinder cars broke the mould for engineering and craftsmanship. The Silver Ghost, launched in 1907, was a car of legendary smoothness that completed a 14,371 mile virtually non-stop run, creating 'the best car in the world' legend.





## THE FOUNDERS - CHARLES ROLLS

Charles Rolls studied mechanical engineering at Cambridge. The first undergraduate to own a car, he soon began racing. To fund his passion he set up a dealership, selling mostly foreign cars. His search for a supplier of reliable English cars led to his introduction to Henry Royce. The first aviator to complete a double-crossing of the English Channel, he was killed in a crash at an air show in July 1910.



## SIR HENRY ROYCE

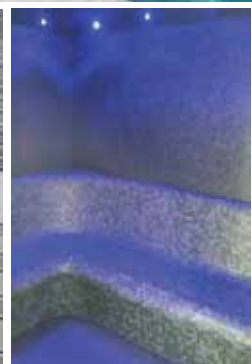
Known for his attention to detail and pursuit of perfection, Henry Royce registered his first patent (the bayonet lamp socket) in 1887. His company produced dynamos, electrical motors and cranes. Dissatisfied with his Decauville, Royce decided to improve on it and turned his attention to building the best cars in the world. By 1903 he had designed and built his first engine. His first prototypes took to the road in 1904.



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## Rolls-Royce Aftersales & Service Booking

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Our aftersales department offer servicing from ordinary expertise to extensive accident repairs or bespoke modifications. All of the work we carry out comes with a complimentary valet, a collection and delivery service, and a prestige loan car on request. We use official manufacturer parts with a minimum of 12-month warranty.





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# Cartier



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