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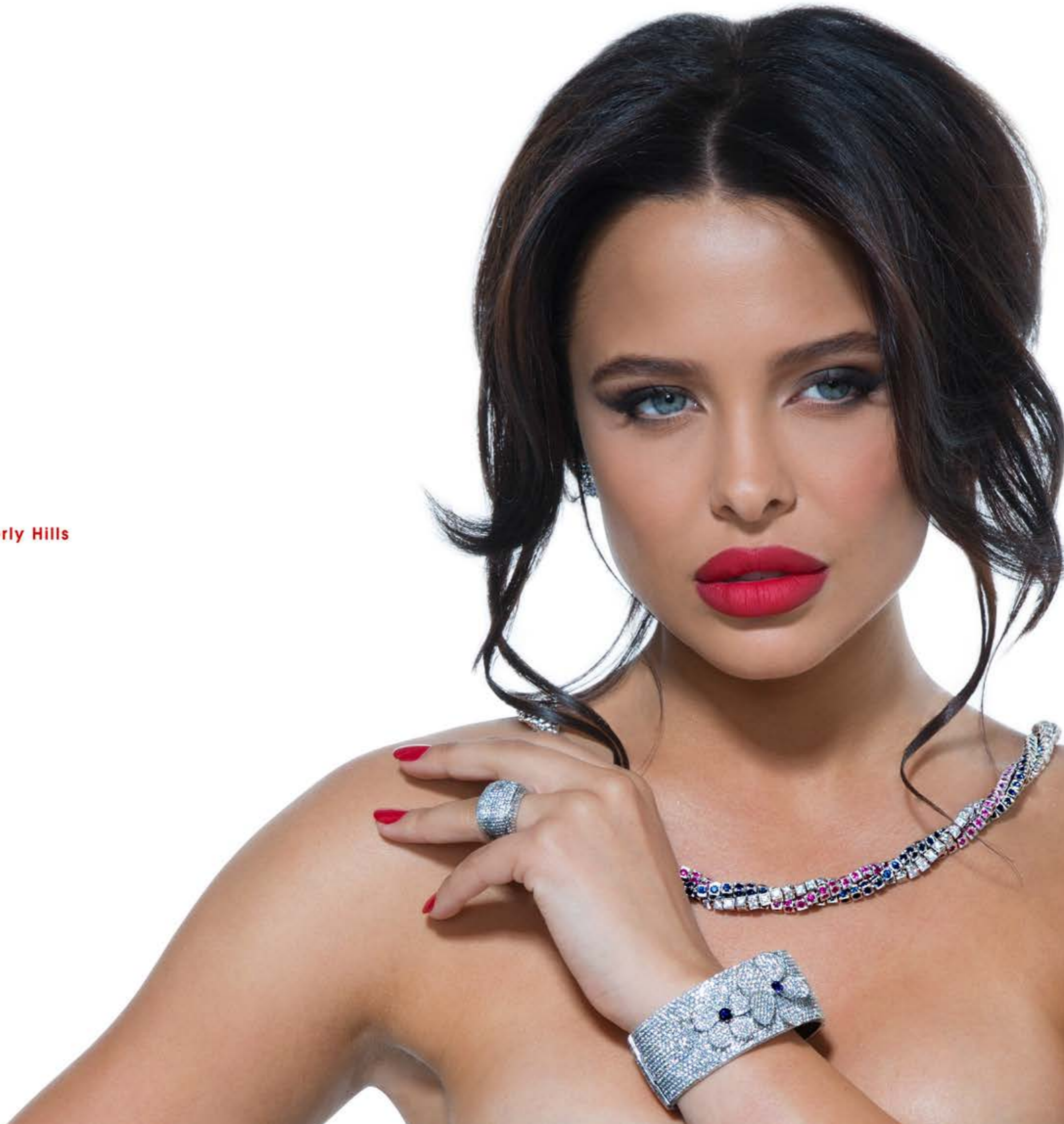
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## WELCOME



Whether your acquisition of a Rolls-Royce is a matter of family tradition or the result of a lifetime of achievement, the entire experience – from working with your client advisor to designing the details of your new vehicle, and from your dealings with the service department to your experiences out in the real world – should mirror the excellence for which Rolls-Royce is justly famed.

Rolls-Royce of Palm Beach enjoys the honor of being the first dealership ever to simultaneously win Rolls-Royce's National and Global "Dealer of the Year" awards, and so is uniquely qualified to provide you with a luxurious, effortless experience that lasts as long as you own your Rolls-Royce.

And we extend that experience out into the real world so that your ownership of this legendary vehicle remains a problem-free pleasure.

As a result, Rolls-Royce Palm Beach is now the Rolls-Royce of Rolls-Royce dealerships, one where the customer floats in the front door, glides through the process and wafts away in the best car in the world.

Any Rolls-Royce dealer can sell you a Rolls-Royce. Only Rolls-Royce Palm Beach provides you with a luxury experience that starts at the door and lasts as long as you own the car.

If that sounds like the kind of Rolls-Royce experience you want to have, we invite you to pay us a visit.

Luxurious Regards,  
Ralph Avila  
General Sales Manager  
Rolls-Royce Palm Beach  
Braman Motorcars Palm Beach

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## CONTENTS

Making History With A Legend.....	22	Rolls-Royce Black Badge.....	82
Rolls-Royce Dawn Palm Beach Launch.....	28	Rolls-Royce Brings 7th Generation Phantom to an End.....	90
Luxury Legends at the Racetrack.....	36	Wraith Inspired By Fashion.....	98
Bespoke is Rolls-Royce.....	44	Wraith Inspired By Music.....	108
Wraith Porto Cervo.....	46	Rolls-Royce - The 'Rock & Roll' Years.....	110
Spa Francorchamps Wraith.....	50	Rolls-Royce: The Beginning.....	114
Rugby World Cup Wraith.....	52	Rolls-Royce: The Founders.....	116
Wraith inspired By Film.....	58	Ghost Series II - Design Evolved.....	118
Umbra Wraith.....	62	No Ordinary Power.....	123
Private Aviation Partnership.....	64	Contact.....	131
New Rolls-Royce Dawn.....	68		

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“Our new Rolls-Royce Dawn promises a striking, seductive encounter like no other Rolls-Royce to date, and begins a new age of open-top, super-luxury motoring. Dawn is a beautiful new motor car that offers the most uncompromised open-top motoring experience in the world. It will be the most social of super-luxury drophead motor cars for those who wish to bathe in the sunlight of the world’s most exclusive social hotspots.

**Quite simply, it is the sexiest Rolls-Royce ever built.**

The name ‘Dawn’ perfectly suggests the fresh opportunities that every new day holds – an awakening, an opening up of one’s senses and a burst of sunshine. In its tentative, inchoate, anticipatory state, dawn is the world coming to light from the ethereal dark of the night. The early-day chill of dawn provides an erotic tingle on the skin, awakening the senses and passions as the day begins.

Like Eleanor Thornton, thought by many to be the inspiration behind the Spirit of Ecstasy, the Rolls-Royce Dawn will itself prove to be the muse that leads its owner to believe that at the start of the day, anything is possible.”

Torsten Müller-Ötvös,

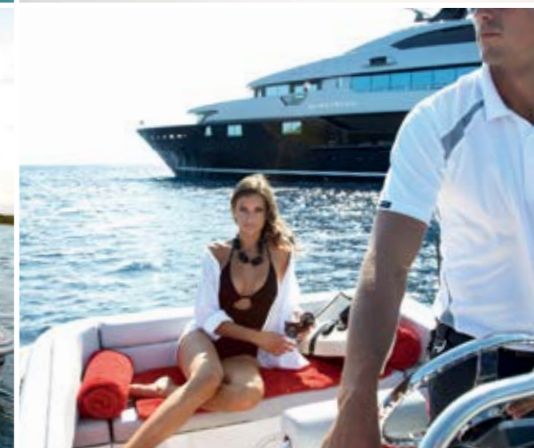
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New luxury is increasingly defined by personalized detailing, from an engraved message to a meticulously constructed one-off piece. With the demand for luxury never higher and designer labels now accessible to the merely well-off, the super-rich are now insisting on something more than just the ubiquitous luxury products that grace almost every high-end shopping street. Rarity. Bespoke is the new luxury.

But that does not mean merely limited availability. The most discerning clients are searching for traditional craftsmanship, a hand-built quality and attention to detail with a personalization that clearly has not originated on big production lines in anonymous factories. These are products that only niche workshops, such as Hunton can provide.

Established in 1979, Hunton manufactures luxury performance powerboats and tenders. It enjoys an impressive heritage of offshore powerboat racing. What they learnt from racing has enabled them to build better and better customer boats with a performance and handling second to none. The boats achieve speeds up to 70 knots, fast for a 43ft cruiser. But speed is not the only distinguishing element that makes Hunton stand out amongst its peers. All the boats, from their nimble XRS37 sportsboat to the soon to be launched 52ft cruiser, are hand-crafted with an attention to detail and quality of finish rarely seen on a boat of this size.

Ordering a Hunton is more akin to commissioning a work of art or a superyacht. The client is involved at every stage of the design process, to create a bespoke, one-of-a-kind piece ensuring that no two boats built are ever the same. Individuality is now the hallmark of haute luxury. From exterior paint effects & two tone finish, to sophisticated and elegant detailing in the saloon and exquisite, luxurious fabrics, clients can create their very own masterpiece.

Come the dawn of the 21st Century, Hunton had established its name as an innovative designer and builder of high quality performance craft, even integrating materials like Kevlar reinforcement into their hulls as far back as 1987. The first Kevlar reinforced boat was the XRS, a model denominator that has been handed down to the splendid XRS43 craft that is now their flagship model.

Traditional British engineering has long been appreciated around the world; the majority of F1 teams are based there and brands like Rolls Royce, Bentley and Aston Martin hold international acclaim. In marine terms, Hunton Powerboats occupies the same league to these automotive brands as their XRS43 proves.

Far from solely producing stripped-down thoroughbred race machines however, the Hunton ethos has always been to build craft with practical accommodation, without compromising the performance and handling. From the moment you step aboard the XRS43, you know you can add 'exceptional build quality and consummate luxury' to their mantra. The classic deep V hull and top-decks are flawless, stainless steel work gleams brightly, teak decking clads the sole, gunnels and foredeck, and high-grade marine leathers upholster the aft sunpad, C-shaped cockpit banquette and race style seats.

Landing softly and sure-footedly and riding corners like a fairground rollercoaster, the XRS43 ensures the only excitement comes from the purity of its ride. Smooth and yet powerful, luxurious and with enough reserved, gentlemanly swagger to grace any mega-yacht garage, Hunton's XRS43 is the boat Bond would really drive if his employment contract didn't have him tied in with another boat builder. It really is quintessentially British. Built to last, classy and elegantly violent, it would look down its long aristocratic foredeck at flashy European pretenders and loud US thunder-boats with unbridled disdain.



**MAKING HISTORY WITH A LEGEND**  
- ROLLS-ROYCE PALM BEACH WINS NORTH AMERICAN AND  
GLOBAL 'DEALER OF THE YEAR' AWARDS SIMULTANEOUSLY

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Rolls-Royce Motor Cars Palm Beach has made history by becoming the first North American Rolls-Royce dealership in history to win Rolls-Royce's 2015 National and Global 'Dealer of the Year' awards simultaneously.

These awards recognize Braman Rolls-Royce as the top dealer among 127 Roll-Royce Motorcars retail partners worldwide and 41 in North America. In addition, they signal that North America has re-gained the title of largest sales region for Rolls-Royce with a 30% increase during the period.

"Being the leading dealer of the world's leading luxury automotive brand is a genuine honor," said Braman Motorcars General Manager Steve Grossman. "To be singled out as the best of the best is an affirmation of our way of doing business, which focuses on customer service, building long-term relationships and knowledgeable sales people. We look forward to many more years of delivering a world-class ownership experience to our customers."

Rolls-Royce Motor Cars awards the national and global 'Dealer of the Year' awards only after careful consideration of a wide range of factors. Rolls-Royce values the luxury ownership experience above all else, so service and owner satisfaction are at the top of the list.

"Rolls-Royce Motor Cars Palm Beach made good on Rolls-Royce Motor Cars' commitment to our owners. They delivered the ultimate experience in commissioning new motor cars and an effortless ownership experience. This team takes pride in our brand, our products and their business which is the key factor in naming them the 2015 Rolls-Royce Motor Cars North American and Global Dealer of the Year," said Eric Shepherd, President of Rolls-Royce Motor Cars North America LLC.

In addition to customer satisfaction, Rolls-Royce also reviews dealership operations as well as sales of both in-inventory vehicles and 'Bespoke' models that are custom-ordered to customer specifications. The amount of Bespoke content doubled between 2013 and 2014, with Bespoke vehicles now accounting for 80% of sales.

Inside the Bespoke lounge at Rolls-Royce Motor Cars of Palm Beach, clients personalize their new vehicle from more than 44,000 available exterior colors and a wide variety of textiles and interior materials ranging from the highest quality leather to high-tech carbon fiber. Working together with a team of expert color, material and design consultants, the Bespoke process is a part of what makes a Rolls-Royce Motor car so exclusive and truly unique.

Each Rolls-Royce Motor car is hand crafted at the company's state-of-the-art assembly facility in Goodwood, England. Rolls-Royce cars are so exclusive that just 4,063 were built worldwide last year, yet this number marked a record fifth consecutive year of growth.

"Winning these awards means two things to our customers," says Ralph Avila, General Manager of Rolls-Royce Motor Cars of Palm Beach. "First and foremost, they know that not only are they getting the best luxury car in the world, but they're getting it from the best dealership in the world. And second, we'll be among the first to deliver desirable new models like the Dawn Convertible to our customers who pre-ordered them, as well as bespoke and special edition models like the Zenith Collection that marks the end of the current Phantom line. We are partners with Roll-Royce in continuing to make history with these legendary vehicles."

*At home...*



*At sea...*

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**BATHED IN EXCLUSIVE SUNLIGHT  
— PALM BEACH ROLLS-ROYCE SETS THE STAGE FOR  
THE INTRODUCTION OF THE NEW DAWN**



One look at the glittering poolside scene at the fabulous Mar-a-Lago Club in Palm Beach – elegantly-dressed people, Hollywood-style lighting, live music, waiters circulating with chilled champagne and gourmet hours d' oeuvres, along with an electrifying modern dance/ballet routine and that elegant shape under the form-fitting car cover – and you just knew something special was about to happen.

And that something special was the Palm Beach debut of the new Rolls-Royce Dawn Convertible. “One of the perks of being the Rolls-Royce Global and North American ‘Dealer of the Year’ is that you get to do events like this for your customers,” says Braman Motorcars General Manager Steve Grossman. “This car, this venue, this town and our customers are all perfectly suited to each other.”

Billed by Rolls-Royce as ‘The sexiest Rolls-Royce ever built’, the new Dawn gives the company a second convertible model for the first time. Positioned between the Phantom Drophead and the Wraith, it’s a super-luxury boulevard cruiser with a very social personality that has an elegantly muscular appearance and – with a 563 horsepower turbocharged V-12 engine under the hood -- the performance to go with it.

“One of the best experiences in the world is driving a fine car with the top down on a perfect sunny day, and that’s what the Dawn is designed for,” observes, “Rolls-Royce Palm Beach General Manager Ralph Avila. “This car is destined to become an immediate star because it embodies everything that Palm Beach is about.”

The first Rolls-Royce Silver Dawn convertible – which served as the creative ‘muse’ for the designers of the new Dawn -- was built in 1952 by Rolls-Royce coachbuilders Park Ward and delivered to Colonel W.A. Phillips in Canada. While several hundred hardtop Silver Dawns were built between 1949 and 1955, this famous and rare Rolls-Royce name was only ever applied to 28 very special drophead bodies.

Although the Dawn is the same size as its cousin, the Wraith, and shares some of its mechanical systems, it is a totally new car with athletic styling and a profile that, gives the appearance of a low-slung ‘hot rod.’

“We have designed it from the road up to deliver a striking, seductive encounter,” comments Giles Taylor, Rolls-Royce Director of Design. “Dawn is a Rolls-Royce designed without compromise, a contemporary take on the ‘Casino’ lifestyle. It is intended to attract people who relish both freedom and sophistication.”







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A Rolls-Royce is many things. The ultimate automotive status symbol. A pinnacle of craftsmanship. Art on wheels. The best way in the world to get from point A to point B. On the spectrum of human experience, driving a Rolls-Royce is an experience both pleasurable and rare. And getting to drive on a racetrack is rarer still. Recently, however, a small group of extraordinarily fortunate individuals transcended mere rarity and moved up to a level that demands words like 'singular' and 'unique' during an event called "The Power of Perfection."

Jointly sponsored by Rolls-Royce and Braman Rolls-Royce of Palm Beach, the program held at Palm Beach International Raceway provided the opportunity to drive all three Rolls-Royce models back-to-back, two of them on the racetrack and one through the well-manicured wilds of Palm Beach Gardens.

Wraith is the newest Rolls-Royce, the first 'fastback' in the company's history and a bad-boy muscle car designed from the ground up for younger driver with sporting inclinations. It's a remarkably harmonious blend of seemingly disparate elements; impeccable taste, impressive technology and serious muscles - twelve cylinders, twin turbochargers, 624 horsepower and 0 to 60 in 4.5 seconds.

The new Rolls-Royce Ghost Series II is a self-assured habitué of both gym and boardroom, the epitome of modern technology dressed in a bespoke suit, tie and shoes. The twin-turbocharged V-12 under the hood produces 563 horsepower and accelerates from 0 to 60 in 4.7 seconds. And the Phantom is tradition incarnate, a mature practitioner of the art of power - both real and perceived - with a 453 horsepower V-12 under the

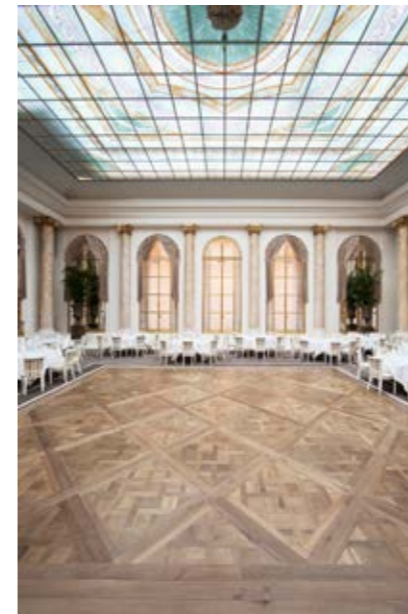
hood. It's very much informed by a nautical theme and driving one, particularly the Drophead Coupe, feels like piloting a Chris-Craft mahogany powerboat. Impressive numbers from a company that, back in the day, when asked how much horsepower their engines produced, traditionally responded with a pithy '...adequate.'

The day's program, in addition to a gourmet lunch and stitching demonstration by a craftsman from the Rolls-Royce upholstery shop, involved dividing drivers into three groups, each rotating between several versions of each model. Wraith and Ghost drivers headed for the racetrack while 'waffing' in the Phantom took place on the narrow but scenic tree-lined streets nearby. Every car on the track had a professional driver from the factory assigned to ride shotgun to provide personal instruction - which proved to be useful information for drivers accustomed to tip-toeing around in their personal Rolls-Royces but were now being offered the opportunity to mash the gas, mash the brakes and fling somebody else's Rolls-Royce around until the tires howled.

Final impressions? The Phantom is designed to make a statement while making you feel handsome and rich, and no car in the world does it better. It accelerates smartly, but no provisions have been made for hot-rodding, nor would it be appropriate. The Wraith and Ghost however, in addition to all the usual Rolls-Royce virtues, are capable of performance that stunned drivers who thought they were well familiar with such machines. Not that they're likely to start taking their own cars out to the racetrack, but next time you see a Rolls-Royce going around a corner at what seems an unusually sporty pace, you'll know where that driver was on February 6, 2016.

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**COLOUR MATCHING**

Here at the Surface Finish Centre, we have the ability to match our paint colour to anything the customer requires. In this case we have matched to a lipstick. The results can be seen on an antenna on the board.

May 2013

## BESPOKE IS ROLLS-ROYCE – WRAITH BESPOKE YEAR

"The opportunity to create a motor car is truly unique is, for me, nothing short of exhilarating. Every commission we receive at Rolls-Royce Bespoke challenges us to reach new heights of technical and aesthetic brilliance. Whether crafting finishes never seen before on a Rolls-Royce, or using precious stones within the interior, we strive to go beyond our clients' most exacting standards.

In addition to one-off designs for individual customers, we have created Bespoke collections that push the boundaries of what is possible within the automotive world. Drawing inspiration from sources as diverse as sport, film, fashion and music, these exceptional cars are a testament to the talents of our dedicated craftspeople. I am exceptionally proud of the skilled team here at Goodwood and the way they bring great ideas."

- Torsten Mülle-Ötvös – Chief Executive

# WRAITH PORTO CERVO

Commissioned specifically for Rolls-Royce's second summer season, this captivating motor car was showcased at Rolls-Royce Studio on the Promenade du Port, Porto Cervo.

A deep Azurite Blue exterior reflects the shimmering waters of the Mediterranean. Inside, pure Artic White leather with Navy Blue accents and personalized headrest embroidery echoes the sublime elegance of the Costa Smeralda. True to the spirit of this exclusive destination, just three uniquely individual Porto Cervo Wraiths exist in the world.







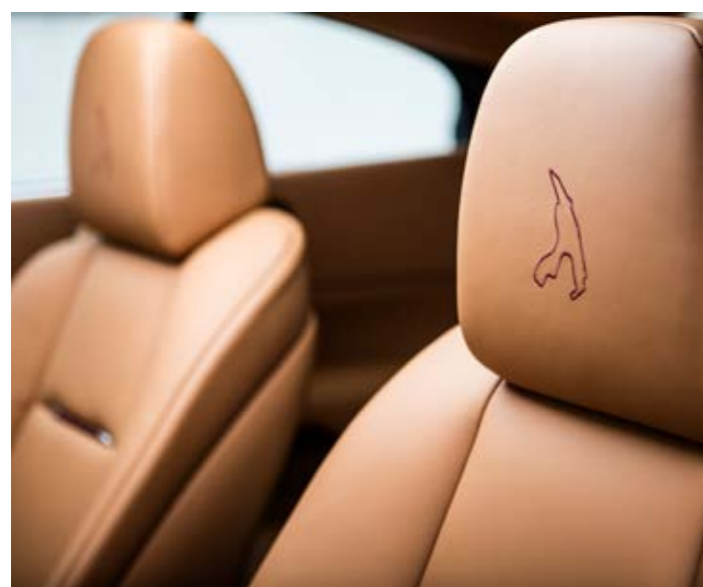
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## SPA-FRANCORCHAMPS WRAITH

There are few racing tracks on the planet as thrilling as Circuit de Spa-Francorchamps – home of the Belgian Grand Prix, and there is no motor car that captures the spirit of this iconic track quite like this Bespoke Wraith. In 1920, Jules de Their and Henri Langlois Van Ophem took advantage of the roads connecting Malmedy, Stavelot and Francorchamps creating the prestigious racetrack of today. With Wraith's power, style and drama, it is the ideal vehicle to effortlessly tackle the twists and turns of Spa-Francorchamps. Sleek Carbon Fibre adorns the veneered areas of the interior.

On the Tan leather headrests and monitor cover is a one-off motif that replicates the distinctive winding silhouette of this inimitable track. The painstaking attention to detail is continued on the floor of this Wraith with personalized treadplates, leather floor mats and a leather boot floor – all in sumptuous Dark Spice and shot through with stainless steel bullets. Outside, the deep Flagstone shade breathes new life into traditional 'racing green', with a Consort Red coachline that suggests that which is most synonymous with Circuit de Spa-Francorchamps: speed.

# RUGBY WORLD CUP WRAITH

Rolls-Royce Motor Cars and the game of rugby, two archetypal English institutions that line up together in this exclusive model. At once powerful and graceful, the Rugby World Cup Wraith is a fitting tribute to the drama and glory of the sport that inspired it.

It is a piece of legendary rugby history that in 1971 each player's shirt featured a hand-finished red rose. Today, our Bespoke team are honoring this tradition, painstakingly

embroidering the rose motif onto each headrest of this very special car. This iconic motif is further featured on the veneer and treadplates, while the headrest of this very special car:

This iconic motif is further featured on the veneer and treadplates, while the English White exterior boasts a hand-applied Deep Green coachline accompanied by an artfully painted red rose.





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## WRAITH INSPIRED BY FILM

The star quality of this Wraith instantly captivates all who see it. The sleek two-tone silver finish and hand cast, solid silver Spirit of Ecstasy embody the inescapable magnetism of the film world – while inside awaits a private haven for those who live life in the spotlight. Inspired by Film treadplates give each car in the collection a unique character. Seashell or

Anthracite leather capture the elegance of the silver screen. While dark, open pore cross-banded Macassar Ebony veneers add a touch of film noir mystery, perfectly complementing the Rolls-Royce clock which is uniquely different for this collection. This is truly a motor car destined to become a classic.





# CLIENT SPOTLIGHT

## AN INTERVIEW WITH JOHN ROSATTI

BurgerFi Founder and Longtime HMY Customer



*You grew up in Brooklyn in the 1940s and 1950s, which had to be an exciting time in New York. You've spoken about some of your earliest memories of being out fishing with your grandfather at five or six years old and learning to love the water. What is one of your favorite memories of being on the water as a kid and how has this shaped your passion for boating?*

After retiring as a lieutenant commander in the Navy, my grandfather worked as a captain at Moran Towing Lines. He had a 32' boat with two Chrysler engines and he took me fishing every Sunday, mostly for bluefish.

He trolled a lot and sometimes let me steer the boat. One morning when I was about five, he said, "Now you steer the boat. See that buoy all the way out there? I want you hit that buoy." So I started driving toward the buoy, thinking that he wanted me to literally hit it. I shouted, "Hey, Grandpa! We're about to hit the buoy!" He was in the back of the boat, but when he heard me yell, he ran forward and grabbed the wheel right before we hit the buoy, saving the boat in the nick of time.

Sometimes he cooked the fish we'd caught and we had it for breakfast right there on the boat. Just being with him was fun. There were always a lot of friends on board laughing, drinking, and enjoying themselves, and I loved being a part of that. When we'd get back to the dock, my grandfather would throw me into the water with a life preserver on and a rope tied around me, since I hadn't yet learned to swim.

My father was a mechanic and he used to help my grandfather fix the boat. He allowed me to help him, so I acquired mechanical skills at a very young age. I have great childhood memories of being on the boat with my grandfather. I fell in love with being on the water then—and I still love it today.

*You own several successful businesses, how has boating helped you to relax and manage the stress that comes with owning more than one business? How has it helped you stay connected with family and friends?*

I do use my boats to relax. My latest build is a 213' Codecasa, called Double Down, which is where you will most likely find us during our free time. However, when we're not on board, we always o er Double Down for charter.

After I sold the Christensen, I was working hard on BurgerFi and thought I was finished with boating for a while. Then, after about four months, I felt lost on weekends, so I started looking for a new boat. I wasn't sure what I wanted to buy, but I knew I wanted a boat bigger than the 164'. I was considering a 175-footer or a 180-footer, so I started looking at boats with Jack Robertson.

We looked at about ten boats and then went to Italy to see the Codecasa. It was the first boat I looked at in Europe. I wasn't looking for a 213-foot boat, but when I saw it, Zuzana (pictured) was on board. She was the chief stewardess, and I must have gone back to the boat at least four or five times. Zuzana very much influenced my buy. I had to fire her, though. She's not the boat's chief steward anymore—but she did help me design the interior.



*BurgerFi, your newest business venture, is the fastestgrowing all-natural burger franchise in the country. You're on pace to open 150 locations nationwide. How did this concept get started, how is it different, and where do you see it going in the future with all of the "me too" burger joints your brand has inspired?*

By the end of the year, we'll have 100–105 franchises open and will be on pace to open the next 150 locations. I don't believe any of the other burger restaurants are similar to ours. The idea for BurgerFi came from my other restaurant, The Office Delray, which is a modern gastropub in Delray Beach. Despite having a full menu with lobster, tacos, steaks, and fish, the biggest sellers were the two burgers on the menu. Based on that, we created BurgerFi, which is different because the burgers are what we call natural. A natural burger means that the entire herd is vegetarian fed and has never been given any steroids, growth hormones, or antibiotics, either by feed or by injection.

We know about and control everything: from the farm, to the grinder, to the delivery to our store. We're able to get the freshest, safest, and most delicious burgers possible. We created the hand-cut French fries, beer-battered onion rings, homemade frozen custard, and then designed the restaurant around the all-natural burger by building it with sustainable products made out of recycled Coca-Cola bottles, old milk jugs, etc. Our chairs, picnic tables, ceiling fans—pretty much everything in the restaurant—is made out of recycled products. We also recycle our cooking oil into bio-diesel. We became a completely natural restaurant—from our menu, to our design, to our business practices—which is different from any other burger restaurant out there today.

We also had a vision to support and grow our restaurant workers so they'd have better opportunities for their families, which we call the Stars and Success program. We spend a lot of time training and educating our people. About 20 of our general managers started with us three or four years ago in hourly positions like working as a cook or washing dishes. Now they're running stores for us, have tripled their weekly income, and their quality of life has improved. We want to keep the American Dream alive through our restaurants and how we treat our team members.

*One thing that stuck out when reading about you was your choice of brands when it comes to what kinds of cars, yachts, and planes you buy. You have two Rolls-Royce customized Wraiths, as well as one Ghost, have owned two Viking 74' Sportfish, several Christensen motor yachts, and the Bombardier Global Express. All of these brands would be considered the very best in their class. How do you go about selecting the brands you trust?*

I enjoy the good things in life, including my Rolls-Royces. I have one in New York that's an extended Ghost, where I have a driver, but I really enjoy driving the cars myself. I collect Lamborghinis and Ferraris—I'm a car guy, a real gear-head. My first car was a 1949 Oldsmobile Coupe that I got when I was 16. I took the engine out myself and replaced it with a 1962 motor.

But I love the water, too, and I think that Viking is the best sport fish ever made. I trust Steve Moynihan (the owner and founder of HMY Yachts); he's like part of my family. So if Steve recommends a certain brand or type of boat, then that's what I go with. So far, I've owned two Viking Sport fish, and I'm currently looking at a 92' Viking.

*There is mention on your website about your mechanical skills and what seems to be an ongoing interest in mechanics and machinery. Do you still work on or tinker with things mechanically and did you do that with your own kids?*

I still enjoy the process of building something, whether it's a business or a yacht. I like dreaming up an idea, working through the process, and seeing it come to fruition, so that's still very much a part of my life. My children have excelled in different areas, but they never were interested in the mechanical side of things. All of my kids went to college, and now my daughter Angela is running the three big restaurants, my son Adam is running car dealerships up in Brooklyn, and Crystal recently graduated from Brown University.

*Your website, JohnRosatti.com, mentions that the Rolls-Royce Wraiths you own are "customized to the hilt." Can you please elaborate on how you customized them and are the changes the same on both cars?*

You really can't customize Rolls-Royces too much. They're really beautiful cars in themselves and I typically love them just the way they are. But I've changed wheels, I've put spoilers on, and I've done some wrapping to change the colors. The 2016 Wraith I have has been lowered and spoilers were put on it.



*If you own a Viking Yacht, chances are you are going to do some shing. Do you have any fish stories to share, and how often do you go fishing?*

We used to take the Viking out fishing three or four times a week and spend the day fishing. We liked to run out to the Hudson Canyon for tuna, dolphin, or whatever was out there. I enjoy fishing, but I also like to be out on the water even when I'm not catching anything. One of my best fishing stories is when I entered the HMY Billfish Blast tournament and ended up

catching a marlin that weighed 602 pounds. It was our first tournament ever, on a brand-new 74' Viking, and we won the whole thing. No one could believe it when we got back to the dock.

*In the past few years, HMY Yacht Sales has sold two Viking 74' Sport fish for you, as well as your Christensen 164'. What made you choose HMY to represent your yachts and how was your experience?*

Without a doubt it's because of Steve Moynihan and my broker Jack Robertson. Not only are they close to where I live in Palm Beach, but Steve is a really great businessman. HMY absolutely dominates the market; they're everywhere. I can't open a magazine without seeing an HMY ad. And Jack has done all of my deals for me, from start to finish. I wouldn't sell or buy another boat with anyone else.



*With everything you have going on, how do you maintain the right balance of business, family, and philanthropy? And can you give the readers a little hint on what might be next for you in the coming months?*

I just keep going and keep working. I don't sleep much; I'm always busy, thinking and working. There's always a new project to begin or a problem to solve. I can't sit on a beach for more than five minutes—I have to be doing something. But it's not stressful for me; it's fun. I enjoy what I do, and it's how I live my life.

The growth of BurgerFi has definitely kept the team and me very busy. We are chartering Double Down in the Mediterranean in the summer and in the Caribbean in the winter. I don't see myself retiring, so I'll probably work until my last day. I actually did try to retire when I was 50, but failed miserably. I just started buying more businesses and never really stopped.

*Are there any anecdotes you live by or share often with people?*

Always work hard, always keep your word, and always be good to people. If you do those three things, you'll be successful at whatever you do.

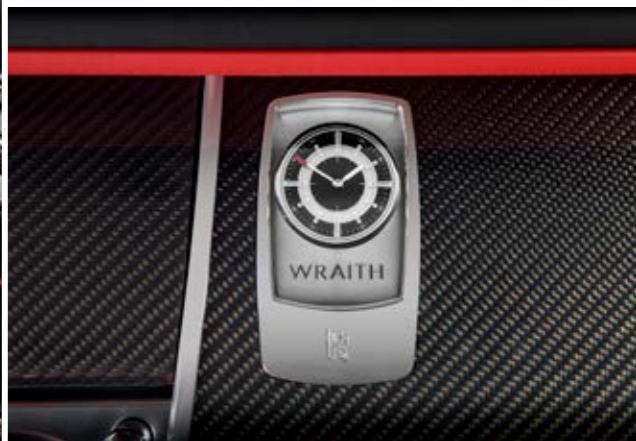
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# UMBRA WRAITH

Gliding by with a powerful, menacing presence, this one-of-a-kind Wraith was specially commissioned as part of the Rolls-Royce Bespoke Umbra project.







The bold Mono Black exterior combines a gloss and matte lacquer to give a deep, two-tone finish. Its impressive silhouette is further enhanced by the sleek 603 style wheels and selected chrome parts, including the grille vanes, bonnet, side window and boot finishers – all painted in Gloss Black. The striking, imposing look continues inside – with Mugello Red leather, punctuated by contrasting black accents. Carbon Fibre veneer and a Bespoke Commissioned

Collection clock set into the fascia completes the stealthy, dynamic feel. These limited Collections serve to inspire customers, with record levels of Bespoke demand reported in September 2014. Nearly every Phantom across the globe, 90% of Wraith and 80% of Ghost family motor cars were commissioned by customers with some element of Bespoke design. Bespoke is Rolls-Royce.



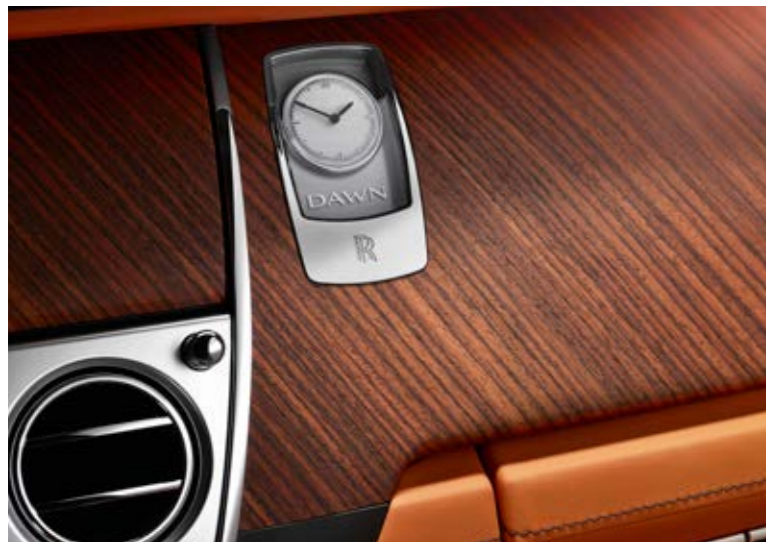
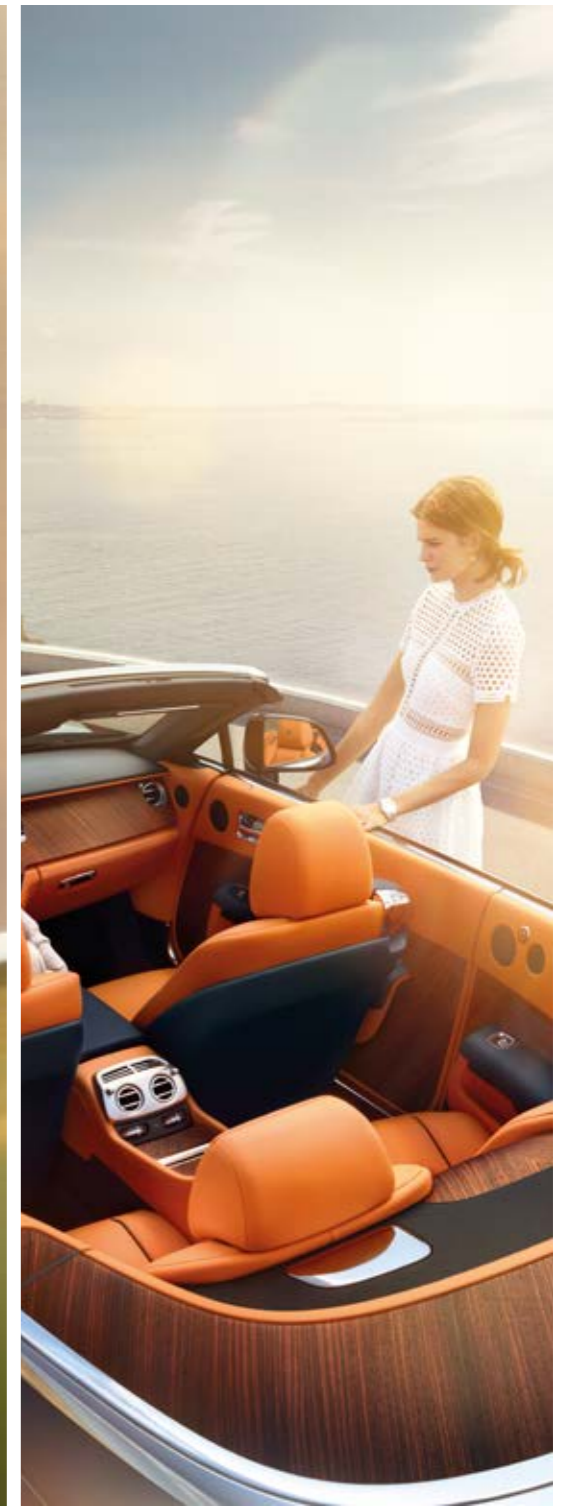
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**NEW ROLLS-ROYCE DAWN –  
UNCOMPROMISED OPEN-TOP LUXURY**



Fresh from the hugely successful Digital Dawn online launch on Tuesday 8 September 2015, which saw the new Rolls-Royce Dawn's debut trending #1 worldwide on Google and watched by 4,000 media around the world – the new benchmark in open-top luxury motoring made its World Premiere at the Frankfurt International Motor Show on Tuesday 15 September 2015. Using the medium of early morning dawn light resulting in a burst of sunshine, Rolls-Royce Motor Cars revealed the most social and seductive of motor cars to media assembled at the Rolls-Royce Villa, Hall 11, at 9.00am CEST.



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In the most challenging times, the phrase "It is always darkest just before the dawn" – originally coined by English Restoration preacher Thomas Fuller – resonates as a beacon of hope. This early morning darkness, where apparitions such as phantoms, ghosts or wraiths have been imagined, and where one's apprehensions lurk, is brushed aside by an energising burst of early morning sunlight as one awakens to a new dawn and the endless possibilities of a new day.

Such was the feeling in 1952 as the world was finally emerging from a period of economic austerity following protracted war. That year, the world looked forward in hope as the world's first passenger jet, the British deHavilland Comet, made its first commercial flight; the Big Bang Theory of the creation of the Universe was first propounded, and Queen Elizabeth II ascended the throne of the United Kingdom.

That very same year, the Rolls-Royce Silver Dawn drophead, which became the muse for the designers of the new Rolls-Royce Dawn, was finished by Rolls-Royce coachbuilders Park Ward and delivered to its first customer, Colonel W.A. Phillips in Canada.

A new beginning for Rolls-Royce at the time, the original Silver Dawn was the first Rolls-Royce to be offered with a factory-built body. However, the drophead Rolls-Royces that carried the name Silver Dawn continued to be coach-built for individual customers, ensuring their uniqueness and rarity, and embodied the optimism of the age as we began to enjoy life again and pursue La DolceVita.

This famous and rare Rolls-Royce name was only ever applied to 28 very special drophead bodies between 1950 and 1954.

Rolls-Royce's new Dawn has taken inspiration from the Silver Dawn, whilst delivering a world first in super-luxury motoring – a cool, contemporary interpretation of what a super-luxury four-seater convertible motor car should be in 2015 – rare, refined and the most social super-luxury car there is.

Much like the 1952 Silver Dawn drophead, the new Rolls-Royce Dawn stands apart from its stable mates, featuring 80% unique body panels.

Indeed such attention has been paid to ensuring this amazing new dawn for super-luxury motoring delivers on its promise, even the tyres that connect the new Rolls-Royce Dawn to the roads it will glide over have been specially developed to deliver the pinnacle 'magic carpet' ride expected of every Rolls-Royce that leaves The Home of Rolls-Royce at Goodwood, England.

And, specific engineering and manufacturing attention has been paid to the creation of the Dawn's roof. Unheard of anywhere in the modern motor industry until now, the roof of the Rolls-Royce Dawn delivers the silence of a Wraith when up and operates in almost complete silence in just over 20 seconds at a cruising speed of up to 50kph. It is safe to say that the new Rolls-Royce Dawn is the quietest open top car ever made.

“In the world of Rolls-Royce, day to day mathematical norms don't always apply. That's why I say in the case of the new Rolls-Royce Dawn, 2+2 does not equal 4.”

Giles Taylor, Director of Design, Rolls-Royce Motor Cars.



## DESIGN

2+2 ≠ 4

Studying the open-top motor car sector, and specifically its high-value luxury niche, it became apparent to Rolls-Royce's designers that customers were being short-changed. The myopic focus on one specific configuration – the 2+2 setup – was, in the view of Rolls-Royce, a compromise too far.

Commonly held, a 2+2 is a configuration with seating for the driver and one passenger in the front plus two smaller seats for occasional passengers or children in the rear. Space in the rear is most noticeably absent in terms of longitudinal leg-room, thereby reducing the comfort

and practicality of the car. In the case of a convertible body type, this reduction in space is often the result of the manufacturer's inability to package the convertible roof together with boot and rear passenger space. The result is a sector populated exclusively by open-top cars that Rolls-Royce would consider compromised and 'anti-social'.

“At Rolls-Royce, we pride ourselves as creators of fine motor cars that also serve as social spaces,” comments Taylor. “The idea of creating a car like Dawn that can be used in comfort by only two adults on a day to day basis is anathema. In creating Dawn we have accepted no compromise to the comfort and luxury of four adults who want to travel together in the pinnacle of style.”



*“Tetiaroa is beautiful beyond my capacity to describe. One could say that Tetiaroa is the tincture of the South Seas.”*

- MARLON BRANDO

**The Brando is a unique luxury resort on French Polynesia’s breathtakingly beautiful atoll of Tetiaroa. It sits on one of a dozen small islands (motus) that surround a spectacular three-mile wide lagoon.**

The motus are all privately owned and available exclusively to the resort’s guests and visiting researchers. With access to the atoll by a 20-minute private plane flight from Tahiti, the all-inclusive resort features 35 secluded villas with private pools on beautiful white-sand beaches frequented by sea turtles and exotic birds. This Polynesian style resort offers two restaurants showcasing Polynesian-inspired dishes, East/West fusion and classic French

cuisine; a luxurious spa and wellness center with several massage and treatment villas around a serene lily-covered pond; an organic garden where fruits and vegetables for the resort’s restaurants are grown; a lagoon-view bar in the canopy of the palm trees; a beach bar near a large infinity pool; a tennis court; library and cultural center; boutiques; and an environmental research station with guest programs.

## Portfolio of Fine Properties in Wellington & Palm Beach



**Grand Prix Village** - 16-stall barn that includes a half-bathroom, 2 tack rooms, 2 feed rooms, and 6 wash stalls. There's a 1-bed groom's apartment on the second floor of the building that includes a full bath, kitchen, and den. Connected to the barn is a full owners' home including 3 bedrooms, an office, and 4.5 bathrooms with vaulted ceilings and a gourmet kitchen. **Offered at \$13,950,000**



**Grand Prix Village** - With six-acres of land, an 18-stall center aisle barn, gorgeous lake views, and just a stone's throw from the Winter Equestrian Festival, this property has everything a discerning equestrian could desire. There's a spacious owners' lounge with vaulted ceilings and skylights. Grass Grand Prix field and all weather ring in place. **Offered at \$12,750,000**



**Across from Horse Show** - 4.5 acre farm boasts solar tunnel lighting, solar panel power, gorgeous bamboo wood Rower & Rub Stalls, Nelson automatic waters, and a luxurious detached owners lounge overlooking the ring. Homes balcony overlooks the farm. Edgeless pool and outdoor kitchen. **Offered at \$12,750,000**



**Grand Prix Village** - Newly constructed 20-stall equestrian facility with spacious 3 bedroom, 3 bathroom owner's quarters upstairs and amazing kitchen with top-of-the-line appliances. Downstairs viewing room opens to the riding arena. Full bathroom and office with plenty of storage, 4 wash stalls, laundry, tack and feed rooms. **Offered at \$10,900,000**



**Las Palmas Equestrian** - Stunning 10 or 15 acre equestrian estate in private gated enclave. The property offers a 4Br/4Ba main residence, 2Br/2Ba managers home with two additional staff apartments, totaling 4 bedrooms. The equine amenities offered are a 12 stall stable, jumping arena, grass grand prix or hunter field & large turnouts and room for a covered riding arena. **Offered at \$8,500,000**



**Grand Prix Village** - Situated on 4-acres of lush land, is an amazing 20-stall barn with 4 wash stalls, 2 tack rooms, a laundry room, and a feed room. The owners' lounge has a beautiful fireplace as the focal point, as well as a kitchen with great room for entertaining and a wonderful view of the 220' x 120' all-weather ring with superior custom footing. **Offered at \$11,900,000**



**Palm Beach · Seaspray** - Completely remodeled home located on one of Palm Beaches desirable "sea" streets. This two story home boasts high ceilings and spacious rooms with no detail spared. The new gourmet kitchen and lovely patio with garden complement this delightful two story 3 bedroom 4 bathroom home. **Offered at \$3,750,000**



**Palm Beach Polo · Oak Tree Estates** - Elegant touches are found throughout this estate including dramatically textured travertine floors, extraordinary moldings, and custom cabinetry. The grounds of this estate boast mature and immaculately maintained landscaping, a pool, and an expansive tranquil garden. **Offered at \$4,750,000**



**Four Hundred Building** - Rare opportunity to own a ocean front unit in the highly desirable 400 building. Beautiful condo has been newly renovated and enjoys hardwood floors, gourmet kitchen and is offered fully furnished. **Offered at \$2,900,000**

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## A striking, seductive encounter

"Dawn is a Rolls-Royce that feels completely at home on the Route Napoleon. It is a contemporary homage to a life on the Côte d'Azur. The car is a contemporary take on the 'Casino' lifestyle. Perhaps seen as cavalier in character it is intended to attract people who relish both freedom and sophistication," comments Giles Taylor, Director of Design.

"At Rolls-Royce Motor Cars we design without compromise, and this uncompromising approach brings new challenges with each new motor car," continues Taylor. "In the case of the new Rolls-Royce Dawn, we have designed it from the road up to deliver a striking, seductive encounter."

The new Rolls-Royce Dawn greets the observer with a striking yet elegant exterior design with classic Rolls-Royce appearance and presence. It is the most vibrant Rolls-Royce yet with charming and alluring qualities that bring a new level of finesse, sophistication and refinement in a drophead coupé – a serene yet exhilarating sense of uncompromised freedom.

It offers a new level of effortless and a relaxed sensory experience with an underlying exhilaration and dynamism. All this without a single compromise to comfort and space. This new Rolls-Royce embodies dynamic and social qualities that will attract a broader, younger and more socially-aware audience around the world.

Contrary to media speculation, the new Rolls-Royce Dawn is not a Wraith drophead. 80% of the exterior body panels of the new Dawn are newly designed to accommodate an evolution of Rolls-Royce's design language and to encapsulate highly contemporary, four-seat super-luxury drophead architecture.

The aim was clear: To do what no other car manufacturer had achieved so far – make a car that looks as beautiful with its roof up as with it down. One could almost say that the result of the design team's restless endeavours has been to make the new Rolls-Royce Dawn two cars in one.





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**'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



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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.

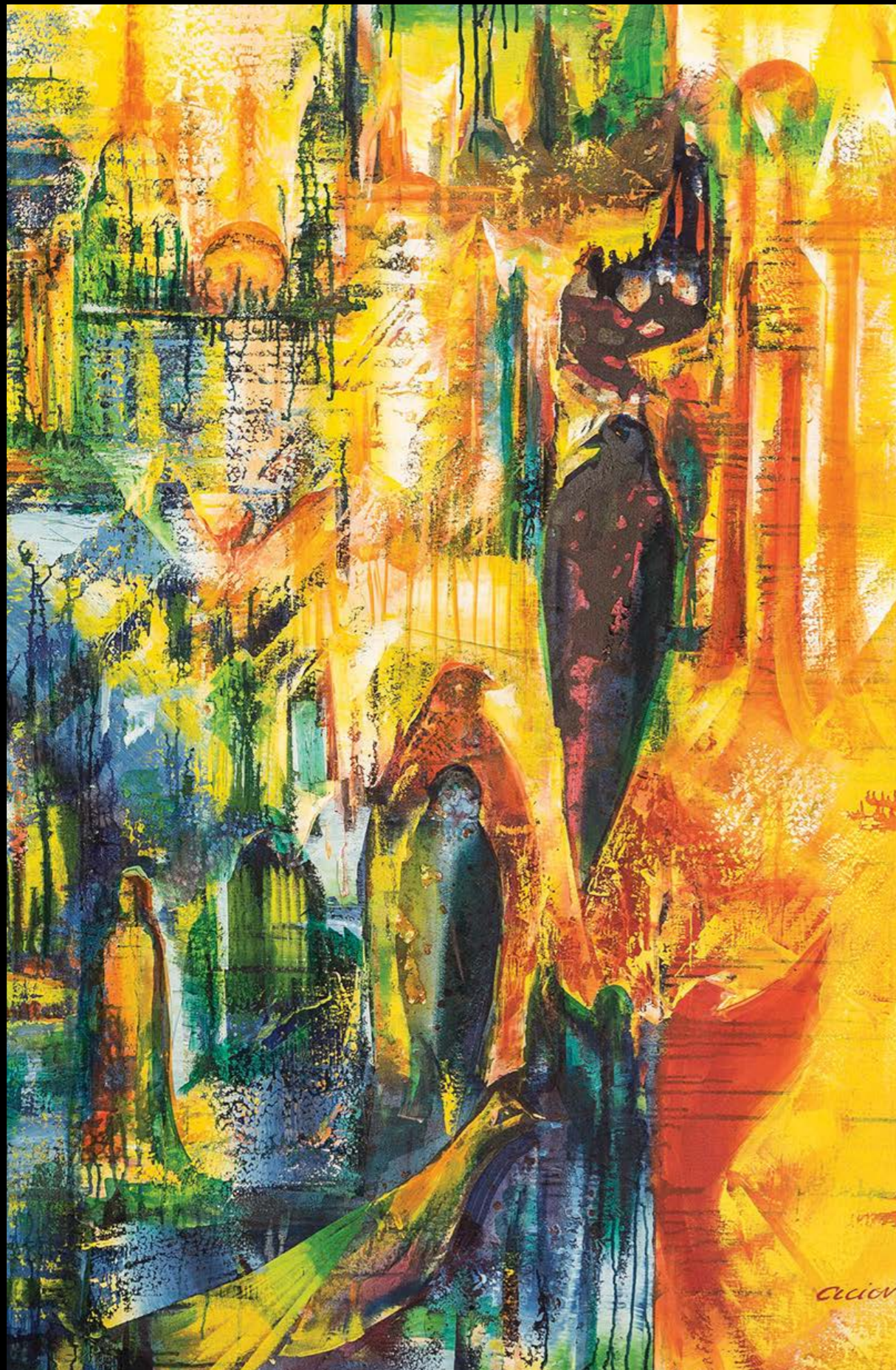
The transformation begins with the 'Flying Lady' who changes neither in design, posture nor material, but in colour to represent the owner's dark obsession. She mutates into a high-gloss black vamp, proudly scything through the night-time cityscape. The transformation pervades the other iconic symbols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



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Rolls-Royce Motor Cars Chief Executive Officer, Torsten Mueller-Oetvoes, has announced that the current Phantom will enter the last stages of its celebrated production in 2016. This announcement follows the recent news that Rolls-Royce Motor Cars has begun testing its all-new aluminium architecture, which will underpin every future Rolls-Royce arriving in-market from early 2018.

He also announced that Phantom Coupé and Drophead Coupé models will not be renewed in the future. These two magnificent Phantom models will end their lives with a special collection of only 50 highly desirable cars to be called Phantom Zenith Collection.

The current seventh generation of Phantom started production in Goodwood over 13 years ago and quickly became the foundation upon which the renaissance of Rolls-Royce Motor Cars was built. A magnificent, graceful and powerful statement of the marque's claim to the very pinnacle of super luxury, Phantom VII is now approaching the end of its production. During November this year, the build of the very last Phantom Coupé and Drophead Coupé at Goodwood will be completed. These models will not be replaced. Collectors around the world will be excited to learn that a spectacular collection of 50 unique Coupés and Dropheads, called Phantom Zenith Collection, will be built to celebrate the end of production of these truly exceptional cars. Rolls-Royce will also build the last Phantom VII limousines this year.

Torsten Mueller-Oetvoes said, "I am proud and excited to announce that a new Phantom is on the way – a contemporary and beautiful Phantom enhanced with cutting-edge technologies and design innovations. Any new Phantom is an historic and important moment in automotive history and we are working hard on perfecting the Phantom VIII."

Rolls-Royce Motor Cars reset the benchmark for luxury motor cars in 2003 when it launched Phantom VII, a motor car that has remained the pinnacle of pure luxury for the last 13 years. Over those years Rolls-Royce created many fantastic Phantoms that stunned the world with their

beauty and redefined the notion of pure luxury motoring. Now it is time to take the next step in the luxury journey.

### PHANTOM VII – CONTINUING TO SET THE LUXURY BENCHMARK

Even as it prepares to leave the world stage, Phantom VII will continue to set the benchmark for luxury motoring with a number of limited-run collector's pieces, each of which will be the last of their line. To mark their exit, Rolls-Royce Motor Cars' Bespoke design department will create the most highly Bespoke examples of each Phantom model to date – Coupé, Drophead Coupé and Limousine. At the same time the craftspeople who build each Rolls-Royce motor car to roll down the line at the Home of Rolls-Royce at Goodwood are already preparing themselves for the painstaking work that will go into these very special final motor cars.

### PHANTOM ZENITH COLLECTION – THE VERY PINNACLE OF AUTOMOTIVE EXCELLENCE

The first of these special collections will be named Phantom Zenith Collection, and will be the last ever Phantom Coupé and Drophead Coupé models available to commission from Rolls-Royce Motor Cars.

"As the name promises, Phantom Zenith Collection will be the pinnacle; the best of its kind; the highest standard achievable by which everything else is judged," comments Director of Design, Giles Taylor. "It will be the sum of all the best features of Phantom Coupé and Drophead Coupé, with a few surprises added. We expect huge demand for these 50 fine cars as we shall not look upon their like again."

Such surprise features will include a Tailgate Hosting Area; laser etched armrests depicting the original launch locations of 100EX in Villa D'Este and 101EX in Geneva; Bespoke instrument dials and a special treatment of the iconic Spirit of Ecstasy figurine. Each customer will also receive a 'money cannot buy' portable memento of his or her purchase, whilst the motor cars will be offered to clients in a palate of memorable colour combinations from Rolls-Royce's history.





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**ROLLS-ROYCE MOTOR CARS UNVEILS  
‘WRAITH’– INSPIRED BY FASHION’**



Rolls-Royce Motor Cars and the world of Haute Couture have long been bound by a common philosophy – to take the very finest materials and craft them into the most exquisite and desirable luxury goods, appointed to the customer's exact specifications. In this spirit, Rolls-Royce Motor Cars were delighted to unveil 'Wraith – Inspired by Fashion'.

Fittingly, the marque's first showroom in Conduit Street, Mayfair was founded a short step from London's famous centre of tailoring excellence, Savile Row. Here, Sir Henry Royce and his partner The Honourable Charles Rolls echoed the offerings of their illustrious neighbours by providing London's most stylish denizens with the automotive equivalent of the finest cloths; a perfectly engineered Rolls-Royce chassis and running gear. The customer would then call upon their preferred coachbuilder, who would furnish the car with personal touches and accoutrements specified perfectly to their requirements.

A century later, a bold new generation of customers continue to share the same appetite for commissioning expressions of their taste and lifestyle. 'Wraith – Inspired by Fashion' provides a modern take on this grand tradition. Akin to commissioning a fine suit or elegant piece of couture, the journey of creating a highly Bespoke Rolls-Royce motor car begins at the marque's equivalent of the tailor's atelier, the Bespoke Design Studio at the Home of Rolls-Royce in Goodwood, England. Here, the Designers honed the aesthetic theme of the car, drawing inspiration from colour palettes, materials and techniques used in the world of high fashion. The result is an extraordinary interpretation of Wraith's characteristic blend of power, style and drama.

Giles Taylor, Director of Design for Rolls-Royce Motor Cars, commented, "This iteration of Wraith provides a canvas for materials and finishes most commonly associated with the world of fashion. Inspiration was sourced from international catwalks and Bespoke Tailors, resulting in an aesthetically stunning and sartorially on-point motor car."

'Wraith – Inspired by Fashion' two-tone exterior colour scheme of Andalucian White and Arctic White offers a neutral setting for a choice of accent colours, namely Jasmine, Tailored Purple or Mugello Red. Wraith's signature shoulder-line is accentuated deftly with the addition of a hand-applied feature-line in the chosen highlight colour, alluding to the divergent interior of the motor car.

Like the finest Bespoke garments, beauty is found in the subtlest details. On opening Wraith's coach-doors you will find a contemporary impression of the car's classic Arctic White and Black interior colour scheme. Beyond the traditional placement of embroidered headrests, seat stitching and piping, the accent colour has found an elegant new application via a striking two-tone composition steering wheel. A seamless stitch, a highly complex craft technique from the world of fine tailoring, was mastered and applied to the wheel by the craftspeople in the Leather Shop at the Home of Rolls-Royce.

The very finest garments are crafted exclusively from the most luxurious materials – with tactility, comfort and quality as important an attribute as the aesthetic of the piece itself. The Bespoke design team 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 fifty-five degrees to complement the lines of the door.





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The remarkable craftsmanship and attention-to-detail employed in the creation of any Rolls-Royce is evident in the exquisite application of wood to the dashboard, with the lacquering process for 'Wraith – Inspired by Fashion' alone taking nine days to painstakingly complete. This is completed elegantly with the integration of a Bespoke Clock, set as a piece of jewellery, styled exclusively to emit a pearl effect, reminiscent of silk fabrics.

The contemporary fashion theme is completed with the integration of welting, a specialist technique most commonly associated with Bespoke tailoring. Presented as a colourful silk strip, the welting stylishly frames Wraith's signature leather door-panel. To mark the occasion of the creation of this timeless

Wraith, the motor car took part in a landmark shoot on the production line at the Home of Rolls-Royce in the South of England. The luxurious materials and distinctive features presented in the motor car were accentuated by fashion models, set against a backdrop of the hand-made motor cars.

The remarkable success of Wraith in attracting a new generation of successful entrepreneurs to the marque has been underpinned by a surge in demand for Bespoke personalisation – a remarkable 95% of all Wraith motor cars left the Home of Rolls-Royce with an element of Bespoke design last year, giving bold expression to the notion that Bespoke is Rolls-Royce.



A well-established landscaper on the Côte D'azur, Herve Meyer is above all known for his Mediterranean and exotic gardens, often inspired by Japanese art, designed to meet your personal taste.



Herve Meyer creates idyllic landscaping while keeping a natural touch: his own handiwork is cleverly hidden, giving priority to the vegetation and minerals. His landscaping of the garden at the residence "Il Paradisio" in La Croix des Gardes is a model of its kind. "When you create a park or garden, the aim is to arouse emotion. It has to strike a chord ... "Like the feeling recently created in this garden evoking travel, slightly Japanese, but also offering the fragrances of Provence with a field of lavender, ponds, a play area for children...Everything is possible.

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## ROLLS-ROYCE WRAITH 'INSPIRED BY MUSIC'

Rolls-Royce Motor Cars has contributed to the myth and legend of the contemporary music scene since the birth of Rock & Roll. Over half a century later, this long-standing love affair lives on, with some of the world's most celebrated artists choosing the marque as the ultimate affirmation of their success. In this spirit, Rolls-Royce Motor Cars is delighted to present Wraith 'Inspired by Music'.

Since the launch of Wraith in 2013, customers have been able to commission their Rolls-Royce Wraith with Bespoke Audio; the most exhaustively designed sound system in automotive history. Like every element of a Rolls-Royce motor car, its construction blends the finest components with the skill of the most eminent experts in their field. Now, with Wraith 'Inspired by Music', these characteristics, and the precious materials used in the Bespoke Audio

system, are brought very much to the fore, creating 'the most exclusive music venue' that delivers an unrivalled aural experience. "Wraith 'Inspired by Music' appeals to those looking to Rolls-Royce for unique and creative motor cars. Its effortlessly cool appearance complements the superior Bespoke Audio system; the contemporary use of copper creates an atmospheric setting for the most encompassing music system on the market," commented Torsten Müller Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.

A Lyrical Copper exterior paint finish, presented with a blend of brushed and polished textures elegantly hints at the use of copper in only the very best audio systems. On opening the car's coach-doors attention is drawn to re-imagined speaker grilles, here presented in copper theme, and engraved with the words 'Bespoke Audio'. The door

panniers and floor mats have been crafted from finely-woven leather to add an additional depth of tactility to the car's interior cabin. Copper-coloured door inserts, which start at the front of the cabin before tapering at the rear, have been included in the design to emphasise Wraith's characteristic internal curves.

A book matched copper finish features for the first time on Wraith's fascia, boldly extending the car's theme. The same copper tone extends to Wraith's signature seat bullets.

The fastidious detail that went into the development of the car's sound-system is employed in every facet of the construction of the car. For example, the chaplets on the clock have been designed and meticulously crafted with a combination of warming copper and silver, whilst the radial

lines of the outer bezel playfully emulate the look and feel of vinyl records. The Bespoke Audio system was created from scratch by a team of the world's very best automotive audio engineers. The two-year development process saw the team work closely with Rolls-Royce interior designers to ensure the system was perfectly tuned to the interior of the cabin. Indeed, this pursuit of aural perfection was deemed so important the interior designers had to consult with the Chief Audio Engineer before making any changes.

The extraordinary clarity of sound and dynamic range is delivered via a 1300W, 18 channel system comprising two highly powerful bass speakers, seven tweeters and seven mid range speakers. Two 'exciter' speakers hand-fitted in the car's headlining play a vital role in bringing the sound to the listener at ear-level; ensuring the output perfectly

imitates the way music is experienced in a live setting. Microphones constantly monitor ambient and exterior noises and will adjust volume and tone settings automatically to ensure no external agent detracts from the user's listening pleasure.

Wraith 'Inspired by Music' completes a trilogy of striking and distinctive Bespoke Collections. The first, Wraith 'Inspired by Film' celebrates Rolls-Royce's long association with the silver screen whilst, Wraith 'Inspired by Fashion' allows customers to commission a true piece of automotive haute couture inspired by the materials and motifs of cutting-edge high fashion.



## ROLLS-ROYCE: THE 'ROCK & ROLL' YEARS:

In January 1961, Elvis Presley walked into the Beverley Hills Rolls-Royce dealership. Flush with the success of his music career and a five-year movie deal, he ordered a Rolls-Royce Phantom V; the only motor car in the world that could possibly befit his status as the 'King of Rock & Roll'. From that day on, a Rolls-Royce motor car became the conveyance of choice for the music scene's burgeoning elite.

Many of these cars have taken their place in automotive and music folklore. John Lennon, for example, acquired a Phantom V in 1965. During his ownership he commissioned a number of cutting-edge additions for the time including; a television, portable refrigerator, record player and the first blacked-out windows to appear on a car in England.





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He was so enamoured with the interior comfort of the finest riding car in the world, he is reported to have converted the rear bench-seat into a double bed.

However, it is his car's exterior that ensures its place in the pantheon of famous Rolls-Royces. Not satisfied with the Phantom's stately Valentines Black finish, he commissioned a Dutch art collective to re-paint the car in a psychedelic motif designed to mirror the decorations on fairground caravans. The result was not met with universal acclaim, with Lennon often recounting the tale of a woman who chased the car, shouting, "You swine! You swine! How dare you do that to a Rolls-Royce!"

One particular story resulting from the music world's love affair with Rolls-Royce has segued from folklore to infamy. It concerns The Who drummer, Keith Moon and the night of his 21st birthday at the Holiday Inn in Flint Michigan. Legend goes that a somewhat high

spirited Mr Moon drove his Rolls-Royce into the hotel's swimming pool. This is categorically untrue and is probably an overblown conflation of two stories.

The first, involves a regrettable yet entirely understandable lapse of concentration, with Mr Moon failing to fully secure his Rolls-Royce's handbrake.

Unfortunately he had parked on a slope leading to a half-constructed swimming pool. The car made a characteristically graceful descent down the hill before coming to rest at the bottom of the unfilled pool.

The second is a little closer to the legend. On purchasing a new American car he tried to charge it to the band's account, naturally they refused to indulge his request. Mr Moon expressed his displeasure by parking the car in an ornamental pond before telephoning the dealer to take it away. Not something he would ever have done to his beloved Rolls-Royce.



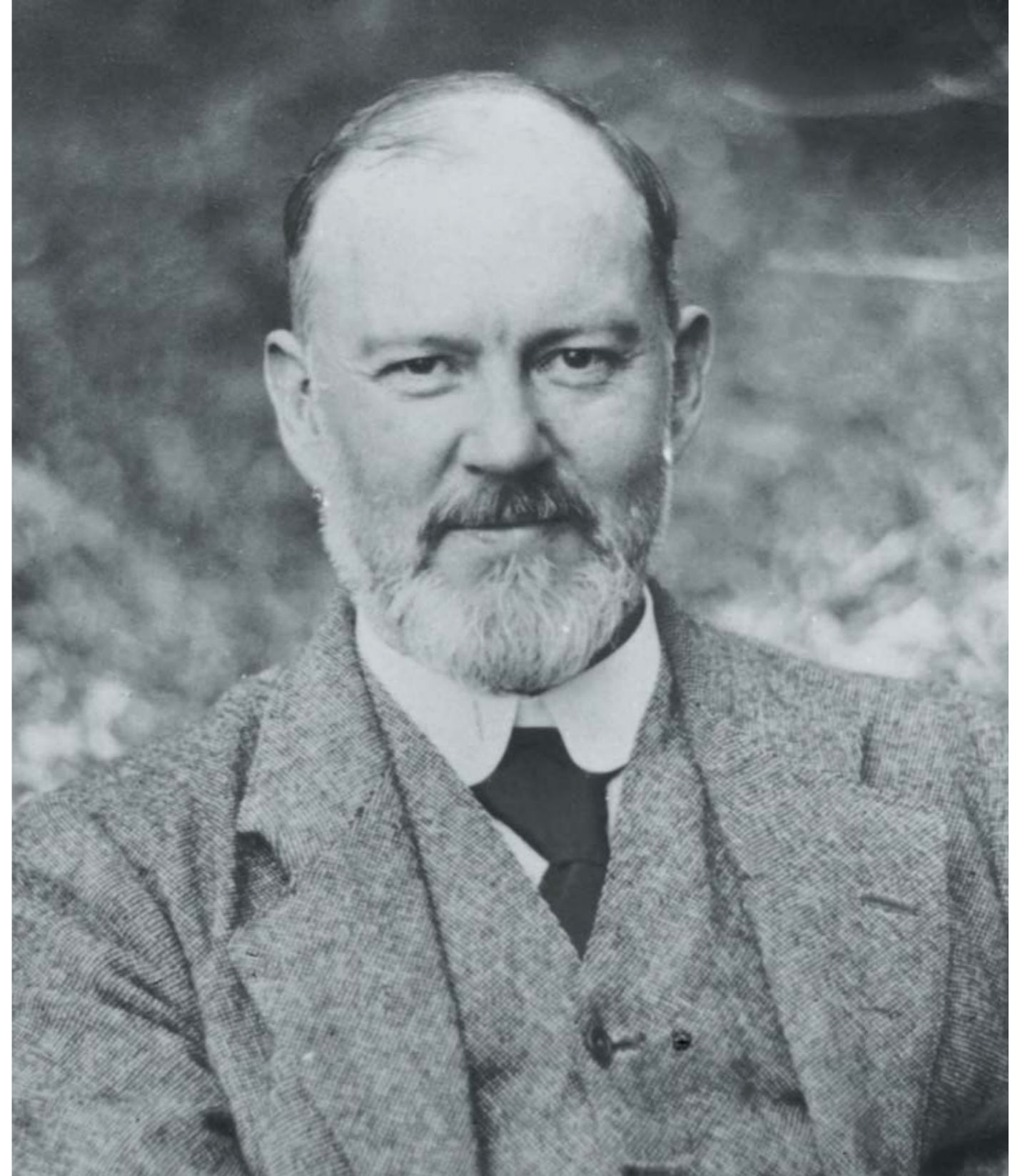
## THE BEGINNING

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.



GHOST SERIES II - DESIGN EVOLVED



Protecting the popularity of Ghost's iconic design whilst delivering the latest Rolls-Royce technology to its exacting customers, the subtle re-design of Ghost Series II begins from the front.

Re-sculpted LED headlights encircled by daytime running lights lend Ghost Series II a more dynamic visual signature and blend perfectly with revised surface treatments to the front of the car.

A tapered 'wake channel' on the bonnet, emanating from the Spirit of Ecstasy, evokes the sight of a jet's vapour trail or wake of a fast luxury yacht and hints at the car's dynamism. Subtle re-sculpting of Ghost's bumpers creates a stronger stance and a sense of extra width and height, whilst the contemporary aesthetic is further enhanced with the addition of chrome inserts to the front air intakes, which now feed more air cooling to the front brakes. In addition, the famous waft line has been re-designed on Ghost Series II to lean further forwards emphasising the car's effortless dynamism.

Inside, Ghost Series II delivers on its outward appearance. The ultimate contemporary combination of luxury, technology and connectivity available to the successful entrepreneur on the move today, Ghost Series II's onboard technology ensures it is an oasis of calm in a busy, connected world where he or she can do business in peace.



## NO ORDINARY POWER



At the 2014 Geneva Salon, Rolls-Royce Motor Cars unveiled Ghost Series II to the world. Ghost Series II delivers the latest industry-leading technology from Rolls-Royce clad in a subtle re-design. It exudes the timeless yet cool, modern luxury that the car's customers – the Captains of Industry, entrepreneurs and successful business men and women who are the wealth and job creators in our economies – demand.

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Text: Caroline Wilson



These results in timeless designs that are rich but not overstated: unique pieces which have already become status symbols, but also and more importantly, symbols of exceptional taste and discernment.

**Mari Paulina C. Janiq** is the name behind this eponymous British brand. Designer and journalist, she lives and designs in London. Mari Paulina works with her team of experienced masters to create bespoke furniture that is exquisitely designed, of the highest quality, but is also comfortable and ultimately easy to live with. **MARI IANIQ's** design process for every new collection starts with her personal inspiration.

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The launch of Ghost Series II consolidates Ghost's position as the most popular car in the €200,000+ class, and as a cornerstone of Rolls-Royce's continuing success. On unveiling Ghost Series II to a packed hall in Geneva's Palexpo, Chief Executive Officer of Rolls-Royce Motor Cars, Torsten Müller-Ötvös said,

"The Rolls-Royce Ghost Series II is the ultimate entrepreneur's business tool. Following the worldwide success of its predecessor, I am confident that this re-designed and updated Rolls-Royce will continue to attract increasing numbers of new customers to the marque, in particular business entrepreneurs seeking an oasis of calm in a frenetic business world."

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