

LUX

RESPONSIBLE LUXURY

Media Pack 2018

LUX Partners

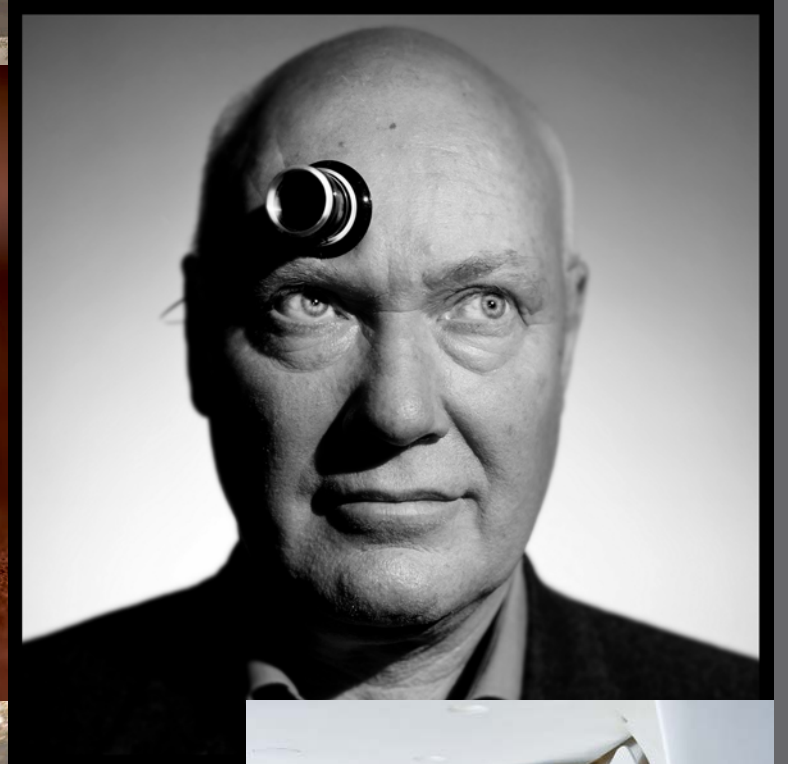
LUX partners have a unique opportunity to collaborate with our main editorial and creative team to create content that sits seamlessly in the magazine.

Partners receive bespoke coverage, with optional covers and private distribution to their key markets at the world's most celebrated destinations and events. Please see **Partnerships** section for more detail.





LUX is a showcase for experiences including art, design, homes and luxury goods







DESTINATION SWITZERLAND

A visionary development in the Swiss Alps is transforming one village into a year-round mountain resort with luxurious apartments and hotels, and the largest ski region in central Switzerland

What does it take to turn a little-known village in the Swiss Alps into a major year-round destination? In the case of Andermatt, the answer, it turns out, is to create a complete new resort consisting of around 500 apartments, 25 exclusive chalets and a handful of hotels including the five-star, four-Michel-Guide-designed centerpiece, Chedi Andermatt. Not to mention an 18-hole, par-72 golf course and new cable cars connecting the Andermatt and Sedrun ski regions, which will put the area firmly on the springing map. "The first time I visited Andermatt I was inspired, not only by the village, but by the whole high mountain Urseren valley with its wild, romantic natural landscape," recalls Samih Sawiris, founder of Orascom Development, who previously shaped towns such as El Gouna on the Red Sea. The Cove in UAE and Jebel Sikla in Oman before setting his sights on Andermatt. "Over the centuries, the village - an eight-hour drive from Lucerne and 90 minutes from Zurich at the foot of the Gotthard Massif - has been a dream of many. In the late 1960s, Andermatt was a hot mountain resort on a par with Verbier and Zermatt (Queen Elizabeth and Prince Robert even paid a visit) but the decision after two world wars to Garrison the Swiss Army just north of the village put paid to that. In 2013, the military range



was closed, effectively reducing the population and the village's major source of income at the same time. Cue Sawiris's visit and, in December 2005, the announcement of the ambitious 13.2km Andermatt Swiss Alps project - creating a spring 'first class, year-round destination in the mountains. The town's total destination for all seasons, Andermatt made infrastructure in both summer and winter, commencing Sawiris's arrival. After collaboration with residents, government authorities and tourism organizations, the population of Andermatt voted with an overwhelming 96 per cent majority in favour of the development. Construction began in 2009; the Chedi Andermatt hotel opened in 2015. Crucial to the success of the resort has been the fact that Sawiris has managed to persuade the Swiss government to grant an exemption from the Les Koller legislation which restricts the acquisition and resale to foreigners of real estate by non-Swiss residents (foreigners are usually required to obtain a permit, of which there are a maximum of 1,500 available each year). In addition, the apartments are exempt from the Swiss Second Home Law which limits the construction of second homes to 20 per cent of the number of residences in a village. International buyers, mostly couples in their 30s who are looking for peace and tranquility,



FROM THE EARLY STAGES OF ANDERMATT SWISS ALPS, SUSTAINABILITY HAS BEEN A KEY PRIORITY

are already snapping up the apartment houses, which combine modern architecture with the character of a traditional Swiss village. Of the 40 apartments in House Wolf and the neighbouring House Edelweiss, which are both positioned on the newly created central square, many have been sold already (those remaining start from around £550,000 in Wolf and £250,000 in Edelweiss respectively) despite the fact that completion is this winter. House Wolf has been designed by Zurich-based Meier Sigrist Architects with a polygonal footprint and a gently projecting roof that emphasises the sculptural effect of the building. Apartments are spread across five upper floors and a half level and each one has open-plan living and dining rooms, plus bedrooms on at least two sides to bring in the Alpine views. Equally distinctive is House Edelweiss, which was designed by Schmidt Real Estate and has a diamond-shaped pattern scored into the paint facade. An entire colour scheme begins at the ground with a dark base and progressively lightens as the building rises. Another important addition to Andermatt Swiss Alps will be the Gotthard Residence with around 100 apartments, each with the added bonus of hotel services provided by Radisson Blu (both are due for completion next summer). Owners of the apartments, which range from one-bedroom residential

units to luxurious penthouses (starting price for a one-bedroom apartment is from around £425,000) will have complimentary access to the Radisson Blu fitness and wellness centre for the first three years, plus one of six tickets to the hotel's fully equipped ski room and a coverage of up to 24 hours a day. "Our goal is to avoid empty beds," says Franz-Norbert Simmen, CEO of Andermatt Swiss Alps AG. "We are offering attractive incentives to encourage owners of the holiday apartments to rent out their homes through the Radisson Blu rental programme when they aren't using them."

From the early stages of Andermatt Swiss Alps, sustainability has been a key priority for Sawiris. All residences and hotels are being built to MiGreen® standards (a recognised Swiss label that denotes ecologically designed buildings with significantly less energy consumption), electricity and heat from renewable sources will provide carbon-neutral energy, and the river Reuss has even been returned to its natural course. "I see sustainability as a cornerstone upon which the development is based," says Sawiris, who has



"INCREDIBLE CREATIVITY IS UNLEASHED WHEN WE PUT OUR CRYSTALS IN THE HANDS OF THE WORLD'S GREATEST DESIGN"

Cherise has set up her jewellery and accessories brand in London, with a focus on high-quality, handmade pieces. She has worked with some of the world's greatest designers, including Daniel Libeskind, Zaha Hadid and Benetton, and has collaborated with brands like Burberry, Prada and Louis Vuitton.

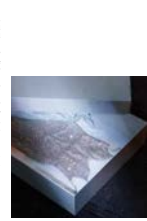


Cherise has set up her jewellery and accessories brand in London, with a focus on high-quality, handmade pieces. She has worked with some of the world's greatest designers, including Daniel Libeskind, Zaha Hadid and Benetton, and has collaborated with brands like Burberry, Prada and Louis Vuitton.

BEST IN CLASS

What happens when the world's most celebrated crystal brand teams up with some of its greatest designers? Brilliance, that's what. The first five years of Atelier Swarovski are celebrated in a new coffee table book, *Brilliance - The Story of Atelier Swarovski*, published by Conde Nast, the home features articles by the likes of Karl Lagerfeld and Hubert de Givenchy, and a curated tour of the Swarovski fashion archive in Austria by Whiteshape Gallery director and museum curator Hanna Bieracki. Hawick says of her visit for the book to the treasury-trove archive in the Tyrol Alps: "Hidden in rooms of multi-layered colours were the sparkling protagonists of a modern history of jewellery and fashion - from crumpled designer's prototypes to budding gowns and pieces worn by icons of style. I had embarked on an unforgettable journey."

The brainchild of family scion and executive board member Nadia Swarovski, Atelier Swarovski features collaborations between the eponymous crystal creator and leading lights in fashion and architecture. *Brilliance - The Story of Atelier Swarovski* (Conde Nast, edited by Bronwyn Caplan), is available from good bookshops globally and from Amazon.



Milan Transformed

Trussardi is a typical Italian story: a family-owned global fashion house that has successfully reinvented itself for the contemporary era. The company's president Marialuisa Trussardi tells LUX Editor-at-Large Gauhar Kapparova how it's done.

Trussardi is Milan's best kept secret to the world as international fashion, design and homeware brand that is forced in its home country and is fast becoming a magnet for the diaspora from Milan to Greenwich Village. Once a byword for the British market, the Milanese house now makes women, men and children's fashion, footwear, accessories and furniture for everything from mansions to parks.

Trussardi is a classic example of a family company that has innovated as it grows over the years. It became known for its architectural, shrewd and celebrity-conscious and its latest collections, under Creative Director Glenn Tasso, have been praised for their modernity. Marialuisa Trussardi, the company's president, speaks to LUX Editor-at-Large in Milan, about generational change, reinvention and the company's legacy.



An international, influential perspective of Responsible Luxury

EAST MEETS WEST

Wendy Yu – entrepreneur, investor, cultural ambassador, fashion devotee and frequent flyer between Hong Kong, London and now New York – is taking the word 'global' to a whole new level, as Elisa Amisla discovers when they meet
Portraits by Jonathan Glynn-Smith

Instagram can be highly revealing about the people who use it, though rarely will you get the full picture of any of them. With her 2.27 million and 86.3K followers of her business account, Wendy, official, at all points only a partial picture of this remarkable young woman, who is the founder and CEO of Yu Capital, a major Chinese investor in fashion and technology, an entrepreneur and a philanthropist.

"Nevertheless, some of Wendy Yu with Giambattista Valli, Thom Browne and Charlotte Olympia reveal her rather fashion-conscious. These are the images of the Met Ball in New York and of a dinner for her friend Mary Katrantzou, co-hosted with Lord Rothschild at Waddesdon Manor. Instagram also tells us that she appears to be something of a collector of evening gowns. Indeed, the one image of her in trousers raises an obvious question: "I love both, to be honest," she writes back when challenged. "In my experience, sometimes I love things that are dreamy, crazy and imaginative. At other times I just like very simple things. I have to be honest, it really depends on my mood."

This morning she's down in Hong Kong. For the right, she may have the one with a yellow Mary Katrantzou fur. It's typical of what she regularly wears in plain silk or a tulle from Oscar de la Renta paired with fur shoes. "All super comfy so I can sleep easy."

Last month she flew every two or three days. London used to be her main base but now Shanghai, Hong Kong, even New York, are all places where she regularly spends time. "New York more because each year we're launching an exciting project there," she writes, but that's all but gone in the hands of S&P. London is where she has a home. And her parents' home, near Shanghai. "Yu is part of her family's business, the Minglian Group, China's leading window glass manufacturer, are where the rest of her belongings are kept.

It takes writing down and talking to this young, entrepreneur and philanthropist to see that drawing up and accounting processes, such as what drives her, her inspiring mind and the way she lights up, cracking with enthusiasm and talking matters to the dozen when discussing her many passions, have a lasting impression. It's certainly something that Instagram is unable to convey. Fashion, disruptive technology, the arts, China and being a Silicon Valley bridge connecting people are just some of the subjects she tackles with energy.

"Happily," she continues, about London designers and entrepreneurs and how definitely make a positive impact by supporting some of the best talent out there. We need more people like her," reflects Joel Neves, the Bahian-born businessman who founded Farfetch, and husband of Daniela Cavalli Neves, in whose business Yu was an early investor.

Undoubtedly, it was Yu's inquisitiveness that brought her to England in the first place. This involved spending time at school in Somerset, in the English countryside where she got a taste of the British boarding school system as well as meeting other, mostly non-Chinese people. Next, she went on to complete a degree in fashion management at the London College of Fashion with a stint in between interning at Vogue China. She also studied business at the universities of Cambridge and Oxford, interned at a company in the Middle East and spent time working for Minglian. "I wish he told, while education is important, it's not until you do internships and start working that you really learn about business," she says.

Today, Yu is the general manager of the Fashion Trust, a British Fashion Council charity and a founding member of the Victoria and Albert Museum's Young Patron, Circle. Even though she herself doesn't see the word "multicultural" with her love of farfetch. "I still vividly remember the first time I used farfetch. It really ignited my passion for fashion" – and her appreciation of British life beyond London. "I love the sense of Tradition and Dawn in beautiful, too". It's a matter that fits.

In 2015, Yu founded the investment vehicle Yu Capital and in January 2018 the mission of Yu Capital into its Holdings will be complete. Yu Holdings is a platform created to unite the works of strategic investment, technology, philanthropy, arts and culture and



An Icon for our Times

In an era defined by the displacement of people and redrawing of old cultural and social lines, the selection of Mona Hatoum by London's Whitechapel Gallery for its program Art from Nowhere is particularly apt. Hatoum is a British artist of Palestinian origin who has been and brought up in Beirut. In 1972 she was forced to stay in England after the Lebanese civil war broke out while she was on a short visit to London. Her works have multiple meanings and interpretations, asking us to rethink and re-examine our perspectives on everyday objects and concepts we take for granted.

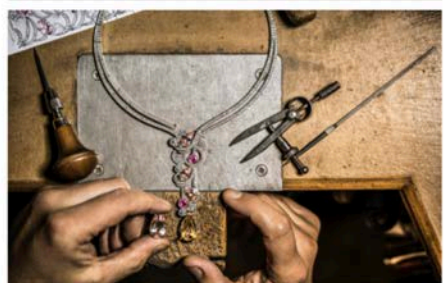
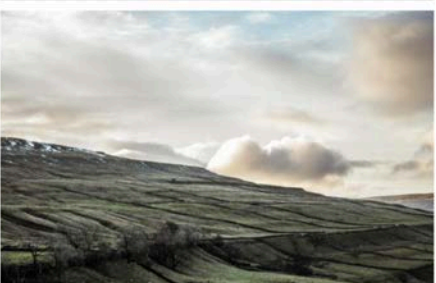
The award, which has previously been won by artists such as Howard Hodgkin and Peter Dink, among others, is organized in partnership with Somerset and is made by a charity auction dinner at the London gallery, the proceeds of which help fund the gallery's extensive work with the local community.

Travis Henders, the thought in which the gallery is located, is a microcosm of the world's current flux. Once an area dominated by Jewish traders, it is now home to one of Europe's largest, and poorest, Muslim communities, despite its position as an island in between the City of London and the financial powerhouse of Canary Wharf.

The gallery's director, Ivona Blazejwick, is a passionate advocate of art as a tool for education, empowerment and enlightenment. "What's the best gift we can give the world? An engagement with the thrilling world of art will equip them with the critical acuity, confidence and, above all, creativity that will help them shape our new post-industrial future," she tells LUX.

LUX Editor in Chief Darina Szewc is part of the Whitechapel Gallery Art Now 2018 Committee. The Art Now gala will take place on 29 January 2018.

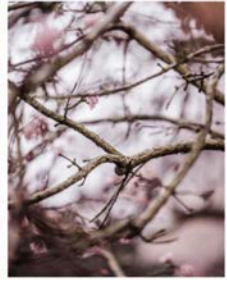
Mona Hatoum photographed in Berlin in 2005



THE ART OF LAND

Brithen's striking scenery inspires in a new coffee table book

This summer saw the release of a beautiful, lavishly illustrated book, The Poetry of Land, which is the result of a collaboration between Brithen, the British nature jeweller, and the Cardiff-based jewellery house, the book is a collection of nature-inspired jewellery designs that Brithen and photographer Martin Marshall have used to show the places around the country's coast and countryside that have provided inspiration to the jeweller's creative, as well as to some of the craftspeople themselves. With sections on coastal, Earth, River, Bush and Water, it shows off the deep beauty of Britain, as well as the hidden gems amongst jewelry stores such as Antiques Ledbury, Spring Green and Brithen. Like the poem themselves, the book is a collection, and only available from the jeweller's premises.



Partners are showcased in our striking modern design and contemporary-classic typography

Our audience

LUX is the only editorial magazine created for the global UHNW market. We are storytellers, not salespeople, and we have the trust of our readers through our informed and intelligent content. LUX readers are influential global UHNW individuals. LUX is their world.

Distribution

Circulation including news stand, VIP, events and partners (private banks, luxury brands, etc): 40,000-50,000 (depending on individual partners)

Global readership: 250,000

58% HNWIs 32% UHNWIs

Interests

73% Art
78% Fashion
83% Travel
52% Timepieces and Jewellery
76% Owns more than one property
69% Own 2 or more luxury and/or classic cars

Men
54%
Women
46%

45% Europe & UAE

35% Asia

20% N and S America

Advertising

Page Rates

Right hand page, first 25%:	£10,000
Right hand page, run of book:	£7,500
Left hand page, first 25%:	£7,500
Left hand page, run of book:	£5,000
DPS, first 25%:	£12,500
First two DPS:	£15,000
Inside back cover:	£10,000
Outside back cover:	£15,000

**Usually sold in combination
with broader editorial partnerships**

Partnerships

LUX works with suitable partners to create editorial content within the magazine and online. Partner content is created by our editorial team and runs seamlessly along the rest of our editorial.

Partnerships typically involve LUX creating between 4 and 16 pages of bespoke content per issue. These are magazine features, stories built together around partners' key messages, which are editorial, not advertorial, in tone. All content also appears on the LUX website, lux-mag.com, where we can also run more newsworthy updates on partners' stories.

Partners benefit from LUX's brand, reach, and distribution: a formidable partnership with one of the world's most respected media luxury brands, telling their stories on our pages.

We also work closely with an exquisite social media partner to offer, as an option, suitable influencer amplification of our beautiful messages.

Partnership rates on request: please contact kitty.harris@lux-mag.com



Specifications

Issues	Published	Ad Material	Copy Date
Summer 2018 – The Design Issue (launched at Frieze NY)	10 April	1 March	15 February
Autumn 2018 – The Design Issue (launched at Frieze London)	15 September	1 August	15 July
Winter 2019 - The Influence Issue	1 December	15 October	1 October
Summer 2019 - The Style Issue	10 April	1 March	15 February

(H X W in mm)	Trim Size	Bleed Size
Full Page	297 x 230	307 x 240
Double Page Spread	297 x 456	307 x 480

Please ensure the Advertisement material (CD-Rom or Email) and high quality colour proof reaches us within the set time frames. Kindly advise on any special materials or colours to be used.

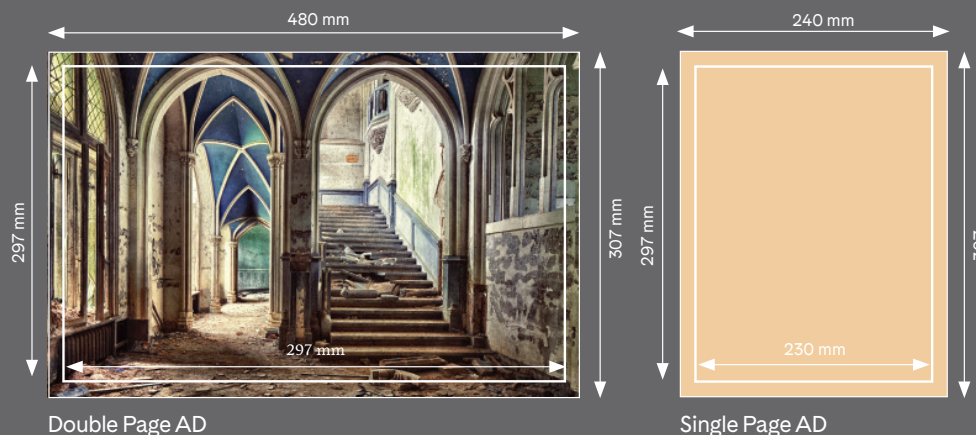
1. All images should be high resolution digital files (TIFF, EPS, PDF, JPG OR JPEG) in 300 DPI and CMYK format.

2. When exporting files to PDF, you MUST select the colour profile destination to “Coated FOGRA39 (ISO 12647-2:2004)”.

3. Please provide all materials with a 5mm bleed on all edges. High quality colour proofs must be provided. Any advertisements that do not include a full colour proof will be published as per the materials supplied in the CD-ROM email and at the advertiser’s risk. No colour adjustment will be made.

Please use 100% Black as a single colour (ie 100% Black) instead of 100% Black in full colour CMYK (ie. 100% Yellow, 100% Magenta, 100% Black and 100% Cyan).

Materials should preferably be supplied as a print-ready Adobe Illustrator or Adobe In-design PDF file with crop marks and bleed with all the text outlined and the pictures attached. Please embed all fonts within the file.



LUX Magazine

info@lux-mag.com

lux-mag.com

For advertising and partnership
enquiries, please contact
kitty.harris@lux-mag.com

LUX - Luxury Lifestyles Magazine
Luxury Magazines Publishing Ltd
1-4 Argyll Street
London W1F 7LD
United Kingdom