

Key-2 Luxury

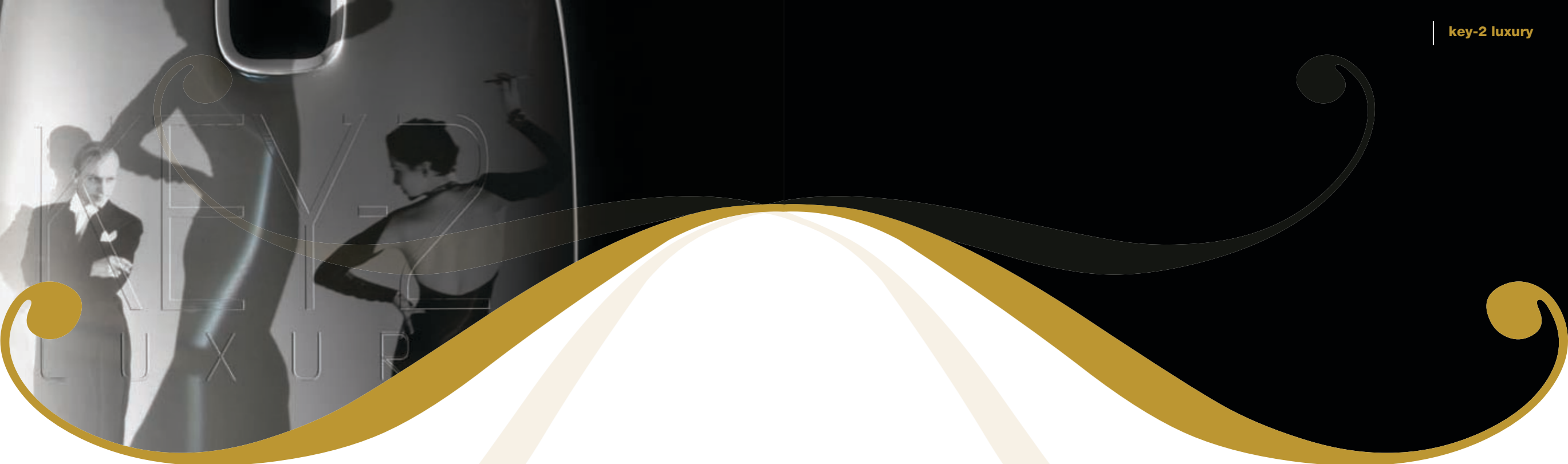
by Alice Beaumont

The only luxury lifestyle accessory you can't buy...

Grasp the sleek, smooth silver key ring and lift it out of your pocket - it is merely another beautiful accessory. But its power is strangely intriguing. Hold it up in front of a vast number of luxury retailers and hoteliers across the globe and it promises to unlock the door to a world that is but a distant dream to most. JRR Tolkien would have been most proud. For companies these key rings are the luxury corporate gift; for suppliers they grant access to thousands of high net worth individuals; for individuals they offer exclusive privileges for life; Key-2 luxury really is the one key ring to rule them all.

David Johnstone founded Key-2 Luxury almost three years ago after having spent a large part of his career building up businesses in the lifestyle industry. His flair for organising tailor-made, high-profile events for VIP's was recognised when he was invited to co-organise the children's party at Buckingham Palace as part of Queen Elizabeth's 80th birthday celebrations. David has co-organised other high profile events including the RMA 3000 Super Car Rally from London through Germany, Budapest, Vienna and Prague. His list of entrepreneurial achievements include founding The Renaissance Club, the first virtual private members club. Prior to this he set up "Savile Row of Taylor Made England," the first lifestyle management/ concierge service of its kind in the UK. His career started when he was a trainee manager at the Grosvenor House Hotel on Park Lane in London. David worked his way up from pot washer, waiter and caterer, to working in front of house as receptionist, concierge and then department management.





David developed the Key-2 Luxury concept from a variety of principles he considers to be the aspirations of the corporate world. Firstly, the individual wants to be recognized as a VIP or loyal client. Secondly, the company wants to give a gift to this person that keeps on giving for life, but also gives the individual access to privileges they could not broker themselves. Thirdly, a company always desires verbal and brand recognition and this can be achieved by their logo being engraved onto the key-ring. Lastly, and most importantly, a company can give a gift to an individual that is not available to the general public, therefore making it priceless. Corporations that have recently bought into the Key-2 Luxury concept include Jaeger LeCoultre, Lamborghini, HR Owen, Hugo Boss, City Index, Reuters, ICAP, Man Group, Exclusive Resorts, Storm Model Agency, Hilton on Park Lane, La Dolce Vita and many others.

The idea was to create "The ultimate luxury corporate gift" (Financial Times) for companies to buy in order to give to their top management, to cut corporate expenditure, and to their most valued clientele. As the clients are VIP, the advantages and windows of possibility open are likely to suit their tastes. There has been an overwhelmingly positive response to Key-2 Luxury with a vast range of service providers embracing the concept. From the Galvin at Windows on Park Lane and Stapleford Park to the Pierre in New York; the key ring opens doors and unlocks true added value; it is the definitive lifestyle accessory.

*The idea was to create
"The ultimate luxury
corporate gift"*

Key-2 Luxury, London is growing on a daily basis and is gradually building partnerships with suppliers in Hong Kong, New York, Munich and Amsterdam to name but a few. By presenting Key-2 Luxury in leading restaurants, bars, clubs, luxury retailers and service providers, the doors open to a plethora of privileges. The key ring enables the owner to receive their second bottle of champagne complimentary, continuously all night, at some of the best London restaurants including the Belvedere in Kensington, Nozomi in Knightsbridge, Franco's in Mayfair and Roast at London Bridge. It offers favourable hotel rates, upgrades, late check-out and even complimentary rounds of golf or a massage at leading hotels such as the Harisch Hotel Weisses Rossl in Kitzbuhel, the Crillon Hotel in Paris or the Beau Rivage Palace in Lausanne. The key ring gives bottles of complimentary champagne and advanced entry into bars and clubs for example M1NT, Townhouse, the Kingly Club and Café De Paris in London. One can hire a Lamborghini for the weekend


or even a Learjet trip to Paris by a wave of the silver fob. Key-2 Luxury holders receive privileges at the famous Getty Images Gallery in Soho, and VIP treatment in other retailing spheres like Thomas Pink, Bicester Village, Purdey, Jeeves of Belgravia and City & Golf Health Clubs.

Key-2 Luxury are iconic key rings, inspired by the era of Bogart and Marilyn Monroe; that 1940's glamour that we all aspire for. There is a strong celebrity involvement forming; MTV World Music Awards and the recent Comedy Awards ensuring the glamorous A-listers including Beyonce Knowles, Katie Melua, Andrea Bocelli, Eva Herzigova and Rachel Hunter from Hollywood and beyond will be sharing the exclusivity that the key-ring provides.

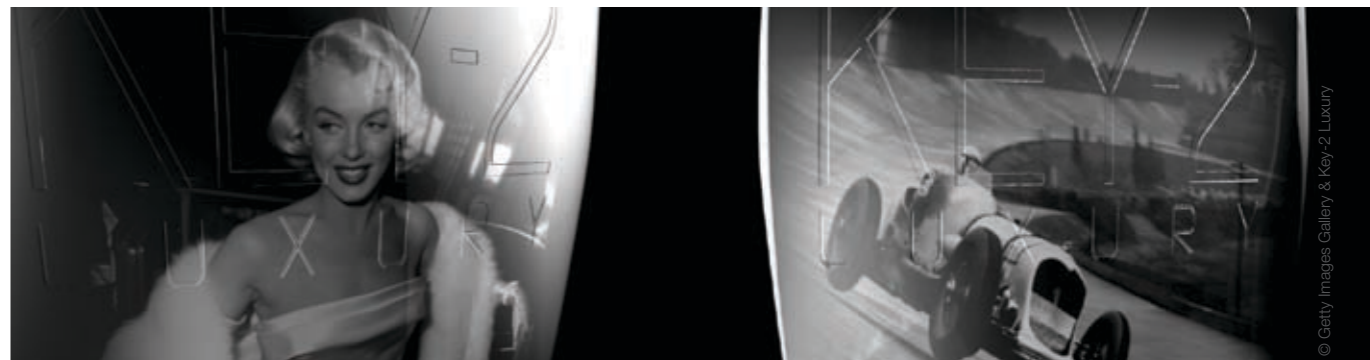
Key-2 Luxury is at the top end of the market. It is not a concierge or lifestyle management company; it is simply a luxury lifestyle accessory that the recipient cannot buy.

The key ring is for the discreet and the discerning, and those who hold one can rely on it to be dependable as it is with them at all times.

The sleek key ring perfectly complements an already privileged lifestyle. Key-2 Luxury is changing the face of corporate gifts forever, offering suppliers' exposure to top clientele, their clients, friends and family; and the holders a luxury gift for life.

As David Johnstone sums up succinctly "The keyring is like a good bottle of wine- it keeps on getting better and better with age" 

For further information please contact
KEY-2 LUXURY on 0870 735 0100
see www.Key-2.com.





GALVIN'S AT WINDOWS

Key-2 Luxury RECOMMENDS

Restaurants

NOZOMI

Situated in the heart of Knightsbridge, Nozomi has quickly established itself as a premier destination for gastronomes and discerning bar goers, with its sublime range of traditional Japanese dishes, superb drinks and chic design. The front of house cocktail bar with its dark wedge floors, bespoke silver grey leather seating and stunning black granite bar cleverly mixes contemporary style with subtle touches of Art Deco... the perfect setting to indulge in a pre-dinner cocktail from the diverse list on offer.

14-15 Beauchamp Place | Knightsbridge | London | SW3 1NQ
Tel: 020 7838 1500 | www.nozomi.co.uk

L'ESCARGOT

Greek Street is probably the heart of Soho and L'Escargot is surely the heart of Greek Street - one of London's most fashionable and well-established eateries. The ground floor restaurant buzzes with life and excitement, while upstairs the Picasso Room provides a more intimate and discreet ambience for fine dining.

48 Greek Street | London | W1D 4EF
Tel: 020 7437 6828 | www.whitestarline.org.uk

BALTIC

Baltic, on the corner of The Cut and Blackfriars Road, is the most recent venture from Jan Woroniecki. A sleek, modernist entrance opens onto the Amber Bar on the left & a large atrium roofed dining room ahead. The restaurant specialises in Eastern European cuisine, with 40ft wooden trussed ceilings, skylights & galleries.

74 Blackfriars Road (Corner of the Cult) | London | SE1 8HA
Tel: 020 7928 1111 | www.balticrestaurant.co.uk

THE BELVEDERE

Dating back to 17th Century, The Belvedere was once the Summer Ballroom to the Jacobean mansion that was Holland House. It stands, not only in the middle of one of London's most beautiful parks, but in one of the capital's most fashionable areas. Offering an oasis of tranquility, it is surrounded by lawns, stunning flower gardens and a picturesque fountain, yet is also conveniently located only minutes away from the buzz of High Street Kensington and Notting Hill. After a dramatic redesign by David Collins, The Belvedere has been re-launched to much acclaim and now offers superb cuisine in a unique location.

Off Abbotsbury Road | London | W8 6LU
Tel: 020 7602 1238 | www.whitestarline.org.uk

ORIGIN

Located on the first floor of The Hospital, Origin Bar and Dining Room is about choice - drink in the easy, upbeat bar or eat in the more intimate dining room. The food is simple but bold, familiar but new. The dining room is more considered and thoughtful. Chef Adam Byatt is devoted to the use of traceable products, independent farms and intelligent ingredient sourcing.

The Hospital | 24 Endell Street | London | WC2H 9HQ
Tel: 020 7170 9200
www.origin-restaurant.com

BLAKES RESTAURANT

Blakes restaurant has an unrivalled reputation for the originality and contents of its superb menu. Each dish, devised by Anouska Hempel, is a skilful blend of East and West, all elegantly presented to look as good as they taste. The Chinese room and Blakes bar adjoin the restaurant. The restaurant and Chinese room are highly sought after venues for private and corporate parties.

33 Roland Gardens | London | SW7 3PF
Tel: 020 7370 6701
www.blakeshotels.com



MANGO TREE

MANGO TREE

No doubt about it, the Mango Tree is a glittering diamond in the crown of Thai cuisine. The interior is a no-expense-spared "Westified" take on luxurious Eastern décor - elegant, dramatic and fully feng-shuied. The service is excellent, and the fresh, beautifully presented food even more so! The Pad Thai is a must, of course, as it's the national dish, but also because it is topped with a huge king prawn caught in an omelette net. In fact, simply on grounds of flavour it would be a shame to miss out anything on the menu. But as that's a tad unrealistic, we highly recommend the meung cum - betel nut leaves served with peanut, lime, ginger, chilli, toasted and dried shrimp, followed by banana and sweet black bean in coconut sticky rice with ice cream. Mango Tree - a genuine gem; cherish it.

46 Grosvenor Place | London | SW1X 7EQ
Tel: 020 7823 1888
www.mangotree.org.uk

GALVIN'S AT WINDOWS

Take in stunning views of Hyde Park, Knightsbridge and the city from this 28th floor destination venue. Unwind in luxurious surroundings with an Oscar Wilde cocktail as you enjoy Provencal Olives or Oak smoked salmon and piquello peppers on toast from the tapas menu of this glamorous London bar.

22 Park Lane | London | W1K 1BE
Tel: 020 7208 4000
www.galvinsatwindows.com

ROAST

Within a landmark London building, a culinary treat awaits. Using the finest of the country's seasonal produce, a restaurant has been created dedicated to the best of British cooking. Historically, French dining standards have been considered the benchmark from which everyone



ROAST

had to be judged and it was the received opinion in certain influential quarters that in this context, British cooking did not match up. At Roast, we aim to help set the record straight and there can be no better location from which to undertake this exercise than Borough Market, where 10,000 food lovers flock each weekend to shop for the goods of some of Britain's best farmers and producers.

The Floral Hall | Stoney Street
London | SE1 1TL
Tel: 020 7940 1300
www.roast-restaurant.com

EMBASSY

This chic-looking confection, with its cream suede décor, continues to score considerable style points while serving top-notch French classics injected with a modern spin. Plump, sautéed sea scallops with asparagus & sauternes is typical of the stylish starters, at once both fresh & decadent, while top mains include rump of lamb with warm cabernet sauvignon

dressing or breast of corn-fed chicken with celery & lemon thyme risotto.

29 Old Burlington Street
London | W1S 3AN
Tel: 020 7851 0956
www.conceptvenues.co.uk/embassy

SRI THAI CITY

Superior quality food of exceptional authenticity served in a restaurant that is alive with atmosphere equally suited for business lunches as well as for a social or romantic dinner. Ken Hom, a world renowned authority on South-East Asian cuisines who acts as a consultant chef, has designed an extensive menu that offers exciting and flavoursome dishes combining a variety of all time favourites with some new and innovative recipes.

Bucklesbury House
3 Queen Victoria St | EC4N 4TQ
Tel: 020 7827 0202
www.orientalrestaurantgroup.co.uk/sri_thai_city

JUST THE BRIDGE

Enjoy the river terrace on sunny days with one of the best views you'll ever find of the capital in its riverside glory, or on normal days you can take refuge in the bright blue-highlighted bar or restaurant with fun carnivorous fish decorating the walls. The menu, created by executive Chef Peter Gladwin, reflects his passion for different dishes from around the world. The current carte includes such dishes as Spiced Spinach Soup or Seared Tuna Fish with Lemongrass. The restaurant also boasts a terrific wine list...

1 Paul's Walk
Millennium Bridge North Side
London | EC4V 3QQ
Tel: 020 7236 0000
www.justthebridge.com

LANES

Lanes opened in 2003 under the joint ownership of James Robertson and Hamish Smith, who met while working for Marco Pierre White, and gained a Remy Award in 2004 for best new restaurant in London. The bright dining area is decorated with regularly changing displays of art, creating an atmosphere which is as suited to business lunches as a meal with friends or colleagues. The comfortable bar area offers a choice of sofas and stools and, in addition to the full drinks list, also serves a bar snack menu with favourites

Key-2 luxury recommends

such as tempura courgette and green beans with rocket pesto.

East India House | 109-117 Middlesex Street | London | E1 7JF
Tel: 020 7247 5050,
www.lanesrestaurant.co.uk

SMOLLENSKY'S

Smollensky's does so many things well; it's hard to know where to begin. During the week, the place is peopled with business folk for working lunches and relaxing evenings, while at weekends, lunches are packed with happy families enjoying the entertainment, while evenings are lively and relaxed. The modern American menu features a hair-raising 20oz T bone steak with a choice of seven sauces. Most popular pudding is Erna's chocolate mousse, but they're all irresistible. Nicely balanced international wine list and friendly welcoming bar.

105 Strand | Covent Garden
London | WC2R 0AA
Tel: 020 7497 2101

Nash Court | Canary Wharf
London | E14 5AG
Tel: 020 7719 0101

Tower Bridge, Hermitage Wharf
22 Wapping High Street
London | E1W 1NJ
Tel: 020 7680 1818

17 Park End Road
Oxford | OX1 1HU
Tel: 01865 793 793
www.smollenskys.co.uk

MINT LEAF

Mint Leaf has become one of the most exciting additions to London's restaurant scene. Serving Indian food in a beautifully designed contemporary environment, the restaurant offers a wonderful sense of occasion and spectacle. The dark wood, leather and stone of the restaurant are softened by spectacular flower arrangements, candles and a highly sophisticated lighting system designed by Darren Orrow who has most recently worked on Stella McCartney's new London store.

Suffolk Place | SW1Y 4HX | London
Tel: 020 7930 9020
www.mintleafrestaurant.com



MINT LEAF





BOWLER BAR AND GRILL

Bowler Bar & Grill in the heart of Chelsea, is fast becoming an institution with locals & visitors alike who are used to that little bit extra. Only the finest quality ingredients from across Britain are used to create their 'British with a twist' menu. Unashamed carnivores, owners Justin Green & David Graham provide customers with famed Inverurie beef from Aberdeenshire. Steak is cut to order in a variety of sizes... up to 500 grams & served with their inspired 'Bowler' house sauce. The bar is bound to impress too – 16 wines by the glass, as well as some seriously big classic fresh fruit cocktails which are sure to be a hit with the most hardened party crowd. The décor is hip - comfortable red banquettes, large leather armchairs & Osborne & Little wallpaper in the bar all contribute to create a buzzy yet relaxed atmosphere with a separate bar & restaurant area you will feel at home whatever the occasion.

2a Pond Place | Chelsea
London | SW3 6QJ
Tel: 0207 5895876
www.bowlerbarandgrill.co.uk

CARPACCIO

Carpaccio is credited for its authenticity as a genuine and atmospheric Italian eatery. Owner and founder Guido Campigotto's roots in Northern Italy have been echoed in the style and menu of the restaurant. Design influences emanate from the fifteenth century painter Carpaccio and all possible ingredients are sourced from their native Italy. An electric atmosphere and exquisite food have made Carpaccio a firm favourite for a night out and the perfect choice for private functions.

4 Sydney Street | Chelsea
London | SW3 6PP
Tel: 020 7352 3433
www.carpaccio.uk.com

Luxury Hotels

STAPLEFORD PARK

Secluded in the heart of some of England's most attractive and enjoyable countryside, Stapleford Park Country House Hotel and Sporting Estate, provides standards of hospitality & elegance found in only a few hotels & resorts around the world. Steeped in history, the hotel boasts 55 unique, individually designed, bedrooms reflecting the style of their creators with such famous names as Crabtree & Evelyn, Mulberry and Savoir Beds.

Nr Melton Mowbray | Leicestershire
LE14 2EF | England
Tel: 01572 787000
www.staplefordpark.com

THE G HOTEL

From the moment you step inside the G you know that you are in a uniquely special place, it is one which evokes not only old-fashioned Hollywood glamour but also the hotel's location near the romantic coastline of Galway. The dark and intimate reception area sets the tone, with black glass walls acting as a frame for a tank of Connemara-bred seahorses and bespoke concierge wall, designed by Philip Treacy. Covered in white Venetian plaster and reminiscent of a seashell, this is a hint of the surprises to come.

The G Hotel | Wellpark
Galway | Co Galway | Ireland
Tel: +353 (0)91 865200.
www.theghotel.ie



Male & Female Grooming

JASON SHANKEY MALE GROOMING

Jason Shankey Male Grooming established in Belfast in 1997 and enjoying a growing reputation as the UK's finest Male Grooming business, Jason Shankey is a pioneer of the male grooming business in the UK.

19 Jerdan Place | Fulham Broadway
London | SW6 1BE
Tel: 0207 386 3900
www.jasonshankey.com



STUART PHILLIPS HAIRSTYLIST

As official Hairstylist to the British Academy Television Awards, celebrity hairstylist Stuart Phillips values the importance of a first class service. Although his VIP skills are in high demand throughout the year transforming the tresses of celebrities for award ceremonies, red carpet events and international photo shoots, Stuart prides himself on the extremely high standards that he sets at his luxury Covent Garden salon.

Stuart Phillips Salon
25 Monmouth Street | Covent Garden
WC 2H 9DD | London
Tel: 020 7379 5304
www.stuartphillips.co.uk

SHYMALA AYURVEDA SPA

Shymala Ayurveda Spa is London's most exclusive Day Spa & Lifestyle Club in Kensington and is the only spa in London offering authentic traditional Ayurvedic



treatments to promote natural health and beauty from within. Shymala Ayurveda has become an exclusive haven for celebrities and local residents.

152 Holland Park Avenue | Kensington
London | W11 4UH
Tel: 0207 348 0018
www.shymalaayurveda.com

Retail & Lifestyle

RAJ MIRPURI

3 decades of bespoke tailoring excellence, 2 fittings to ensure the perfect fit, 1 choice. Raj Mirpuri Bespoke Couture. Choose from a selection of over 10,000 fabrics from our collections of Dorneuil, Loro Piana, Scabal and Holland & Sherry fabrics. Relax in the midst of the contemporary showroom and be as creative as you want. The label is solely dedicated to bespoke clothing and each garment is hand stitched exclusively for you.

110 New Bond Street | London | W1S 1EB
Tel: 020 7907 9110 | www.mirpuri.com



G-CLUB

G-Club is a private members' club. Everything they offer is new but evocative of a bygone era 1920-1969. They design and create their own unique products for members to use and own. They offer

uniquely stylish events for their members which they call "Peak Experience"...these are defined as profound and emotional experiences which become positive lifetime memories.

Tel: 01903 741 123
www.gclub.gb.com



PURE EVENTS

Pure Event Management & Hospitality specialises in producing and managing bespoke events for the corporate market. They pride themselves on their service, attention to detail and creativity, knowing that whatever the event, your reputation is in their hands. As a result, events are designed around your specific marketing and branding objectives, to deliver the right messages and achieve the maximum return on investment. Whether you need to motivate or incentivise staff, entertain top clients or reward your top achievers, Pure will use their years of experience and industry relationships to deliver a service-focused, successful event, on time and to budget.

Pure Event Management and Hospitality
35 Harwood Road | London | SW6 4QP
+44 (0)20 7736 8103
www.pureevents.net
enquiry@pureevents.net

JEFFERY WEST

Since the mid Eighties, the partnership of Jeffery - West has been designing and evolving footwear for men and women. Begun by Mark Jeffery and Guy West, the aim of the company has always been to set new standards that are simply seasons ahead

key-2 luxury recommends

of everyone else. Year after year, they achieve this goal. Jeffery-West give today's designs a level of luxury and comfort more in keeping with the elegance of the heyday of British shoemaking - the ultimate age of skill and innovation. Using only the best of materials they have developed footwear with traditional characteristics. And underpinning these is the Goodyear Welt - the best method for quality shoe construction yet devised.

16 Piccadilly Arcade | Jermyn Street
London | SW1Y 6NH
Tel: 020 7499 3360

16 Cullum Street | Leadenhall
London | EC3M 7JJ
Tel: 020 7626 4699
www.jeffery-west.co.uk

JEEVES OF BELGRAVIA

Jeeves opened in London's Belgravia district in 1969 soon establishing itself as "an auxiliary service to the fashion industry", a position they have held for more than 30 Years. They are now without doubt, the United Kingdom's most prestigious clothes care company; an accolade they owe in part to their association with some of the world's most famous fashion designers and retailers.

Tel: 0207 235 1101
www.jeevesofbelgravia.co.uk

IMAGE CONSULTANCY

The services on offer are designed to help women make the most of themselves-through makeup, the colour and style of the clothes they wear, organising their wardrobe and helping them to shop more efficiently and effectively. There are no three-way mirrors... the environment is one of support; resulting in a positive and fun learning experience.

Tel: 07909 960021
katewarbs@yahoo.co.uk

GETTY IMAGES GALLERY

The Getty Images Gallery opened in 1997. Its aim is to make one of the greatest collections of photography in the world accessible to all. The Gallery is host to regular photography exhibitions throughout the year, showcasing photography from the Hulton Archive as well as incorporating material from other Getty Images collections such as News, Sport and Entertainment.

46 Eastcastle Street | London | W1W 8DX
Tel: 0207 291 5385
www.gettyimages.com



CITY GOLF & HEALTH CLUBS

City Golf & Health Clubs is an exclusive private members' club located in the heart of the City of London, opposite the Bank of England. The Club is a unique concept combining the finest golf academy, Executive Gym and members club in one central city location. City Golf & Health Clubs is the finest golfing academy in London with PGA professional tuition, as well as our Biomechanical Golf Training Program.

40 Coleman Street | London | EC2R 5EH
Tel: 0207 796 5962 | www.citygolfclubs.com



JAMES PURDEY & SONS

JAMES PURDEY & SONS

Established in 1814, Purdey are world renowned for making the finest bespoke guns and rifles, hand built and finished in their London factory by craftsman gun makers. Purdey also offers a wide range of exclusive shooting clothing and accessories for men and women, made to the same exacting standards as their guns.

Audley House
57-58 South Audley Street
London | W1K 2ED
Tel: 020 7499 1801 | www.purdey.com

ADOREUM

Adorem is a private client jewellery service, dedicated to sourcing for its members, the very finest jewellery, watches, objets d'art and luxury gifts. The philosophy of Adorem is to provide members with an unbiased and discreet personal service. Whether a member requires guidance and advice regarding a special gift for a loved one, wants to design their own piece of jewellery or needs a private viewing of pre-selected watches, personal

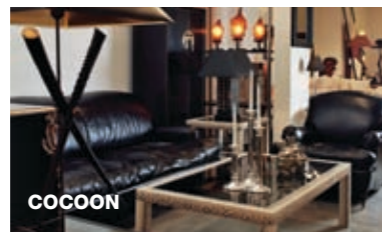
jewelers are on hand to save them valuable time and provide expert advice.

41 & 43 London Street
Norwich | NR2 1HU
Tel: 01603 62 64 62
www.adorem.co.uk

PRESTIGE CAR HIRE

Prestige Car Hire are specialists in the rental of performance and luxury cars including Mercedes car hire, BMW car hire, Porsche car hire, Jaguar car hire, Mini car hire, Ferrari car hire, Audi car hire, Volvo car hire and other quality marques. We can arrange car rental and car delivery from our base in London, England to city, local, and airport locations throughout Great Britain. We regularly hire cars to clients across the UK, ranging from the City of London or Heathrow, to Liverpool, Birmingham, Manchester, or Scotland.

101E High Street
HA8 7DB | Middlesex
Tel: 0870 4600 604
www.prestigecarhire.co.uk



COCOON

COCOON

Cocoon Furniture is an exciting addition to Westbourne Grove's vibrant Notting Hill. Divided over two floors, Cocoon's spacious showroom combines an eclectic collection of essential must-haves with

one-off designs for the home. Cocoon's captivating window displays are enough to draw you in and once inside, you're guaranteed to be inspired by the variety of products. Cocoon Furniture exhibits an extensive range of pieces from all around the world. One-off treasures and antiques sourced from Africa, Europe, the Middle East and Asia are re-upholstered, painted and styled to make a truly original statement, unique to Cocoon.

106 Westbourne Grove | London | W2 5RU
Tel: 0207 243 2200
www.cocoon-furniture.co.uk

BULLET MOTORCYCLES

Bullet Motorcycles is London's ultimate urban bike shop. They pride themselves on personal service, offering a discrete haven where their diverse range of customers, from motorcycle racers to comedians, actors to bankers, can browse through an Aladdin's cave of motorcycling. Whether you desire vintage Vespa or the electric Vectrix, Belstaff clothing or Davida helmets, Bullet Motorcycles is the place to go.

49-51 New Kings Road
London | SW6 4SE
Tel: 0207 736 3811
www.bulletmotorcycles.com

ANCA C

Anca C is an elegant boutique specialising in glorious women's clothes and accessories from exclusive designer labels, including the unique collection of jewel-coloured dresses and boleros by the eponymous Anca C. Anca is a fixture on the social scene and her collection reflects London's celebrity status. She prides herself on selecting and designing beautiful separates and dresses that can easily be transformed from day to evening wear. There is also an exquisite range of stunning evening clothes for red carpet occasions. Situated in the capital's famous and fashionable Knightsbridge area, Anca C is renowned for the high level of personal customer service it offers to its international and stylish clientele. Private appointments can be made.

167 Draycott Avenue | London | SW3 3AG
Tel: 020 7584 7646 | www.ancac.com

BLAKE'S FLOWERS

Blakes Flowers is a high quality floral design company specialising in simple, beautiful & innovatively designed flowers. The company specialises in amazing hand tied bouquets, corporate & business events, weddings, exotic & office plants, fine chocolates & gift items. The company's passion for flowers is matched by its belief in providing clients the highest

level of customer care & professional ethics & by using only the finest & freshest produce available.

Tel: 0800 256 776



CAVENDISH WHITE

www.blakesflowers.com

CAVENDISH WHITE

Chartering a yacht is without doubt the ultimate holiday. A super yacht has all the luxury of a floating five star hotel and from the moment you step on board, the world is your oyster. Whether you wish to wake up in the Caribbean, to moor in any of the charming harbours along the Italian coast, or even watch whales in the Arctic the choice is entirely your

Tel: 0207 381 7600
www.cavendishwhite.com

LOUIS MARINETTE

Louis has a discerning eye for detail and is fascinated with ladies; their look, style and personality; and therefore relishes the challenge of designing a hat suited to their outfits whether outrageous, flamboyant or understated. However the outcome, they always look dazzling and chic with effortless style. Louis quite literally travels to all corners of the globe from the Himalayas to Bird Island in the Seychelles, seeking out treasures of trimmings from gems, feathers, shells and rare fabrics. Once you meet this charismatic designer, you know the encounter will be a magical experience.

36a Sloane Gardens | Sloane Square,
London | SW1W 8DJ
Tel: 0207 730 3050
www.louismariette.com



THOMAS PINK

THOMAS PINK

Thomas Pink was established in 1980s London, when they reinvented the formal business shirt, and built their reputation

for quality and traditional standards. Their original Black Label shirt, for example, is tailored on an authentic block and made from 38 separate components, with a 14-piece, hand-turned collar. Since then, the full range of shirts has grown considerably, to include classic and contemporary styles, 'Slim Fit' and original cuts, and over 250 ready-to-wear designs for men and women.

85 Jermyn Street | London | SW1Y 6JD
Tel: 020 7930 6364
www.thomaspink.co.uk

BRORA

Brora was established twelve years ago with the aim to offer classic fine quality Scottish cashmere with a contemporary twist, with prices that offer real value for money. Designed by the in-house team, manufactured by the oldest mill in Scotland and delivered quickly to your door, Brora cashmere remains unrivalled.

Tel: 020 7229 1515
www.brora.co.uk



FIRE HOUSE

This private members' club has been recently refurbished and re-launched and now attracts a dynamic and vibrant crowd from all over London. Set over three floors, each offering a different experience, Fire House is a fantastic new venue for entertaining friends or just hanging out. Competitively priced membership ensures a diverse mix of members and guests from the young and trendy to the rich and famous.

3 Cromwell Road | South Kensington
London | SW7
Tel: 020 7584 7258
www.firehousesw7.com

TRADER VIC'S

Trader Vic's is the legendary cocktail bar and restaurant for tropically minded urbanites. A mood lagoon tucked away beneath the London Hilton on Park Lane; it is the home of the Mai Tai and sets the standard for Island cuisine.

22 Park Lane | London | W1Y 1BE
Tel: 020 7208 4113
www.tradervics.com

KOSMOPOL

Nominated for Flavr Bar Awards and London Bar and Club Awards Kosmopol is well known for its excellent cocktails. A Small Swedish Boutique Style bar,

key-2 luxury recommends

with muted Scandinavian décor, could be a distant relative to the Light bar, with cocktails every bit as good. Kosmopol bar is the local honey pot with respect to both the cocktails they serve and the people which consume them! Situated in the centre of "Chelsea Beach" on Fulham Road, just 5 Minutes from Kings Road, Gloucester Road and South Kensington, Kosmopol is the perfect location for after work drinks, pre dinner and club cocktails or for your private party, that will always impress.

138 Fulham Road | London | SW10 9PY
Tel: 020 7373 6368
www.kosmopol.net

KINGLY CLUB

The Kingly Club is one of London's most desirable venues; an intimate space to mix, party and enjoy the finest service, vintage champagne, sushi and great music in a post modern environment. The Kingly Club has been cleverly designed to maximise the space and create a sleek and exciting venue including a stunning glass bar, salt water aquariums, designer bathrooms and unique lighting.

4 Kingly Court | London | W1B 5PW
Tel: 020 7287 1331
www.kinglyclub.co.uk

M1NT

M1NT is London's first shareholders bar. Put simply this is an extension on the membership concept, whereas the shareholders all share in the profits of the bar. Clientele are a diverse mix of young & old alike, that have one thing in common - a discerning palate for exquisite cocktails. What would you expect to find at M1NT: excellent service & drinks, great music and fantastic atmosphere.

57 Jermyn Street | London | SW17 6LX
Tel: 020 7491 2653 | www.m1nt.co.uk

THE ROOF GARDENS, KENSINGTON

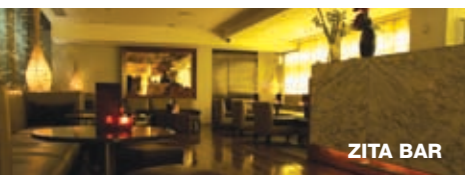
Following its refurbishment, The Roof Gardens Club now has a lighter, brighter appeal thanks to its new colour scheme of white and silver, with a dash of pink to inject just the right amount of 'bling'. A



THE ROOF GARDENS, KENSINGTON

stunning feature wall of Damask mosaic in silver and white tiles and full length mirrors and crystal chandeliers overhanging the silver bar give a glamorous feel to the space. Guests are welcome to enjoy the new décor whilst sipping a cocktail at one of the bars or wander round the one and half acres of gardens with a glass of Champagne. The Club's relaxed, party atmosphere makes it comfortable and welcoming whether out for post supper drinks or partying with a group of friends.

99 Kensington High Street
London | W8 5SA
Tel: 020 7368 3999
www.roofgardens.com



ZITA BAR

ZITA BAR

Zeta Bar is a stylish, boutique bar in the heart of Mayfair and is famed for its Feng Shui decor, funky DJs and delectable fresh fruit cocktails. Zeta Bar's most renowned feature is its legendary cocktails. All the bartenders at Zeta are top mixologists and have created an exciting and extensive cocktail list. A feature which is unique to Zeta Bar is

the contemporary philosophy on cocktail making, where fresh, natural and healthy cocktails are created using freshly squeezed fruit and freshly chopped herbs.

Hilton Park Lane | 35 Hertford Street
London | W1J 7SD
Tel: 020 7208 4067 | www.zetabar.com

CAFÉ DE PARIS

Café de Paris is an injection of unashamed, unadulterated and undiluted vintage glamour. Since 1924, it has played host to the who's who of the silver screen, stage and the European social elite. The Café is a genuinely stunning environment, refitted as a valentine to its period heyday, complete with pillars, a frankly enormous chandelier and grand, sweeping staircases. Club nights run from Wednesday through to Saturday providing cutting edge West End entertainment and some of the most lavish parties London has ever seen.

9 King Street | London | WC2 8HN
Tel: 020 7395 5806
www.cafedeparis.com

DOON

Set deep in the heart of Trafalgar Square, Doon is one of London's sexiest, late night cocktail lounge bars.

Decorated in a palette of provocative reds, the striking subterranean space serves a

stunning array of signature cocktails, and fabulous food against a backdrop of the latest sounds.

66 Trafalgar Square | London | WC2N 5DS
www.doonstairs.co.uk

TOWNHOUSE

The weekend's so massive at the Townhouse the bar can't contain the party, spilling revelers out onto the streets like a giant popcorn machine. We therefore needn't point out that this place gets packed out but the regulars are so pretty, you'll want to throw yourself into the throng.

31 Beauchamp Place | London | SW3 1NU
Tel: 020 7589 5080
www.lab-townhouse.com

RUMI

Come and enjoy the intimate atmosphere at Rumi, a Cocktail lounge situated in the heart of the Kings Road's buzzing nightlife. Rumi provides a welcoming, mellow space in which you can assure on meeting an interesting and sophisticated crowd, or dance to the elevating tunes that gradually increase beats as the evening progresses.

531 Kings Road | London | SW10 0TZ
Tel: 020 7823 3362 | www.rumibar.com

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5th Avenue at 61st Street
New York | NY 10021 | USA
Tel: 001 212 838 8000
www.tajhotels.com

MSAMBWENI HOUSE - KENYA

Msambweni means "The land of Sable Antelope" on Kenya's south coast. The house is in a quiet, unspoilt, unique setting on the beach, surrounded by 28 acres of natural land. The house offers 700 feet of private, palm tree-lined, white sandy beach along a tropical 4 mile coastline, where guests can really feel 'at one' with nature. The house stands on a 40ft high



MSAMBWENI HOUSE

cliff and boasts one of the most beautiful and spectacular infinity pools. There is a winding jetty which reaches a perfect sun-downer spot on a cliff overlooking the Indian Ocean, where guests can enjoy a pre diner cocktail under the African sky and listen to the sound of lapping waves.

Msambweni | South Coast | Kenya
Tel: +254 (0) 4 052098
www.msambweni-house.com

WEISES ROSSL HOTEL - KITZBUHEL

To have the opportunity to live and relax in decadently elegant privacy is the reason why the Harisch Hotel Weisses Rössl Kitzbühel has become a second home for guests from all over the world. A small hideaway for all that search for more than just the simple function of a hotel bed. Furnished in the typical country house style, the 68 rooms and suites are equipped with all amenities of a leading 5 star hotel while still maintaining a private atmosphere and cosiness by using sumptuous materials such as silk, satin and marble.

Weisses Rossl Hotel | Bichlstrasse 5
A-6370 Kitzbühel | Austria
Tel: +43 5356 71900
www.roesslkitz.at



RESTAURANT NEUWIRT

KAHANDA KANDA - SRI LANKA

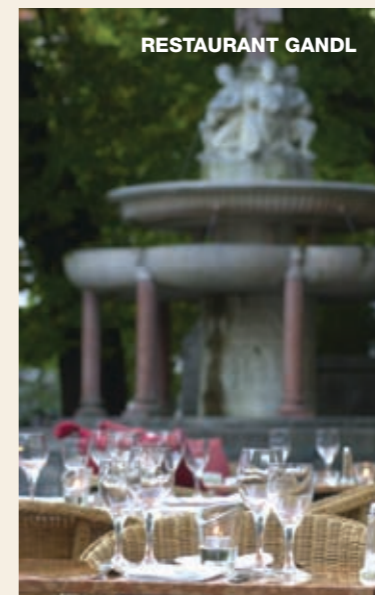
Kahanda Kanda is an oasis of style, perched on a hill-top ridge and surrounded by tea plantations, providing the perfect setting for the discerning traveller to experience true relaxation and comfort. We offer a level of service and luxury rarely seen in Sri Lanka; there is a stunning 20 metre swimming pool, air conditioned gym, massage room and home cinema.

Kahanda Kanda Galle | Sri Lanka
Tel: +94 (0) 91 223 6499
www.kahandakanda.com

RESTAURANT NEUWIRT - KITZBUHEL

Since 1884, everything at the Neuwirt is about the highest quality, new ideas and creativity. In the cosy but lofty ambience of the three wooden parlors or in the terrace outside under the arcades, Chef Stefan Hofer is creating the culinary delights of Austrian high cuisine with many additional international specialties. Wolfgang Lintschinger as the restaurant manager advises the guests in choosing the perfect wines for dinner. He takes great care in giving a very attentive service ensuring all guests have an enjoyable experience.

Restaurant Neuwirt Kitzbuhel
Florianigasse 15 | A-6370 Kitzbühel
Austria
Tel: +43 5356 6911-58
www.restaurant-neuwirt.at



RESTAURANT GANDL

Key-2 luxury recommends

RESTAURANT GANDL - MUNICH

In the surroundings of the "Lehel", a traditional part of Munich, you will find the well-known restaurant "Gandl" on the terraces in the shadow of St. Anna church offering a modern, Mediterranean style menu. Using the freshest and highest quality ingredients, light lunches are inspired by Italy and the evening menu has a very French influence; celebrating classical and contemporary cuisine in a cordial and professional ambience.

Restaurant Gandl | Feinkost Speisen Bar
St.-Anna-Platz 180538 Munich
Munich | Germany
Tel: +49 89 29 16 25 25
www.gandl.de

CLUB TAKE FIVE - SALZBURG

If you are looking for an exclusive, unforgettable night in Salzburg, Club Take Five has recently opened and is the only place to go! A spacious, luxurious VIP gallery area, 4 bars and the exclusive



CLUB TAKE FIVE

champagne lounge, guarantee an extraordinary party night. The Club Take Five is renowned for being a place where VIP's meet and where the hippest events are organised.

Club Take Five
Gstätengasse 7 | 5020 | Salzburg | Austria
www.club-takefive.com

Key-2 Luxury RECOMMENDS ABROAD



WEISES ROSSL HOTEL



HOTEL OPERA

HOTEL OPERA- MUNICH

When you enter the Hotel Opera, you will easily forget the stress of the fast paced city around you and relax into the peaceful surroundings. The hotel is situated in the popular quarter, St. Anna-Altstadt which has its own monastery and there are plenty of charming little shops and cafes surrounding the idyllic market place. Munich shows you its very private side as coming back from a long day of shopping you will feel the peaceful character of a cozy village within the city.

Hotel Opéra
Sankt Anna-Strasse 10 | Lehel
D - 80538 Munich | Munich | Germany
Tel: +49 89 2104940
www.hotel-opera.de

HÔTEL PLAZA ATHÉNÉE - PARIS

Located on the prestigious Avenue Montaigne, at the crossroads of fashion, entertainment and business, the Hôtel Plaza Athénée radiates an incomparable charm which seduces an elegant and international clientele. The interior decoration of the rooms combines the tradition, warmth and comfort of a private home.

Hôtel Plaza Athénée
25 Avenue Montaigne | Paris
75008 | France
Tel: +33 1 53 67 66 65
www.plaza-athenee-paris.com

THE PIERRE NEW YORK

The Pierre has been a New York landmark since 1930 and rises majestically above Fifth Avenue and Central Park. A tranquil refuge in the heart of the city, this historical hotel combines the luxurious ambience of the finest European residences with modern amenities and impeccable standards of service. The hotel is located close to a wide array of New York's fabled attractions, from the renowned shopping of



CASINO AUSTRIA

MAENDLER - MUNICH

Maendler is the recognized leading store for high-fashion ladies wear and accessories in Munich. Established in 1934 in the center of Munich, Maendler is well known for a wide selection of international designer collections. Their goal is to present the newest trends and fashion to their customers in highly modern and sleek surroundings. They showcase brands such as Chloe, Alexander McQueen, Jil Sander, Donna Karen, Roberto Cavalli and John Galiano, as well as a wide range of collections from New York and L.A.

Maendler | Theatinerstr, 7
80333 Munich | Munich | Germany
Tel: +49 89 24 22 88 50



MAENDLER

CASINO AUSTRIA - KITZBÜHEL

An evening at the casino is more exciting than any film, clubbing event, concert or party! Give in to the exhilarating moments when luck decides: at roulette, blackjack, poker, easy roulette, the wheel of fortune and the gaming machines with the Mega Austria Jackpot. Here, you will not only find a great deal of excitement and pleasure but you can also make an evening of it, by pampering your pallet in the restaurant. An evening at the casino is one you will not easily forget...be their guest.

Casinos Austria AG Kitzbühel Hinterstadt 24 | 6370 Kitzbühel | Kitzbühel | Austria
Tel: +43-5356-62 300-110
www.casinos.at

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Discover Europe's nine Chic Outlet Shopping Villages near nine of Europe's favourite cities and find previous seasons' collections from the world's leading brand names in fashion and home ware, reduced by up to 60% off the original recommended retail prices, all year round. The retail gods knew just what they were doing when they created these villages.

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- Brussels/ Düsseldorf:** Maasmechelen Village +32 89 77 40 00
- Frankfurt:** Wertheim Village +49 9342 9199 111
- Munich:** Ingolstadt Village +49 841 88 63111
- Dublin:** Kildare Village +353 45 520 501

M1NT - HONG KONG

M1NT Hong Kong offers a corporate environment by day, in which shareholders and members can conduct comfortable meetings, check e-mails, host presentations or simply relax over a cup of coffee and a paper. By night, M1NT transforms into a loungey cocktail environment where Dom Perignon is the pouring champagne and average cocktail prices are HK\$120. Live international DJs will be a regular fixture and the drinks menu offers everything from vintage champagnes to Vantage sports cars.

108 Hollywood Road | Central | Hong Kong
Tel: +852 2261 1111



M1NT

HIPPOCAMPUS - MUNICH

Sergio Artiaco, the Maître d', is a very competent patron for his international clientele. Together with Chef Cosimo Ruggiero they opened Hippocampus in 1998. Great attention to detail in the design and finish of the restaurant, outside and in, makes for a comfortable, stylish and luxurious place in which to dine and is why the garden of the Hippocampus in particular, has been mentioned by several magazines as being one of the most beautiful restaurant gardens in Munich. 

Hippocampus | Mühlbauerstrasse 58 | 80333 Munich | Munich | Germany
Tel: 089 47 58 55
www.hippocampus-restaurant.de



HIPPOCAMPUS



LOUIS MARIETTE