

VIP FASHION  
WHAT MONEY  
CAN BUY

HOW TO GET AN  
EXPENSIVE FACE

DEBONED DUCK ON  
THE PRIVATE JET!  
SERVANTS SPILL  
THE BEANS

+76

PAGES OF THE RARE,  
THE EXCLUSIVE  
AND THE EXQUISITE

STYLER

C O U T U R E



special. Yes, the rich can be difficult, but they're not vile, and once we've got their child into the right school, they're so thankful."

Still, while a fat wallet can buy a family access to the right people, hiring the services of Two London comes with conditions. The less pleasant among the plutocracy need not apply, "no matter how rich they are".  
twolondon.co.uk

#### ❖ THE STAFF RECRUITER ANNABEL MOORSOM OF SORTED

"The London home of a high-net-worth individual might have 10-12 full-time staff, which would easily cost £11,000 a week. The standards are higher than in a hotel, with two or three housekeepers, a house manager and/or butler and a driver to take the kids to school, him to the office and her shopping. There will be garden staff, governesses, nannies (including night and weekend nannies) and kitchen staff — always one chef and sometimes two, if a family is incapable of cooking for themselves. Some just ask their private chef to make the same thing every day: maybe poached chicken and salad. Plus, there's the gym instructor, nutritionist, wellness consultant, current-affairs consultant, technology specialist, lady's maid, florist and etiquette adviser. And that's just in their London home.

"A good way to waste your money is to buy property and keep it running for that 24-hour call, but never go there. They usually have places in the south of France, Italy and Ibiza. I heard of one house in Sardinia that had fresh flowers daily for five years without the owner visiting. Yachts have the same issue. One crew had to eat lobster every day of the summer because the boss never turned up for lunch.

Some houses have built-in scent systems so the kitchen smells of fresh coffee and cakes, even though nobody has been there for months. There are interesting reasons for firing staff: housekeepers placing cushions at a jaunty angle when square is preferred. Or, 'I didn't like their trousers'; 'She looked at me funny'; 'I don't want anyone under the sign of Aries.' You see some incredible houses. Take the London townhouse with an ornate, hotel-sized ballroom. When the call comes in from Heathrow, press a button and the mosaic floor drops down and fills with water to make a swimming pool. It will be full by the time they arrive. It is all about creating an illusion."

#### ❖ THE CONCIERGE CONCETTO MARLETTA OF TOTALLY INDISPENSABLE

"The key to my success is the trust of my clients. After 25 years working front-of-house at top hotels, including the Dorchester and Claridge's, I have learnt how to gain people's trust very quickly — highly advantageous in this industry. My clients know that I get it, that I understand them and their tastes. Most important of all, they know I understand luxury. I will buy the present they like or find the right school for their child or get them the perfect Russian tour guide. My company looks after no more than 30 VIP members at a time, and they can call me 24 hours a day, seven days a week. One day, I might be hiring out a hotel in Stockholm for 200 of a client's friends, the next I will be picking up the phone at 3am to fix a private jet for someone stranded at an airport in Mexico.

"One of the most popular requests I receive is to get membership at London's most exclusive clubs. It is vital to match clients with the right one — I have joined plenty of them myself as a form of research. I like to try out everything I recommend. My clients are international and I often have to travel to them or for them. I was once picked up from my house in a car and put on Eurostar to Brussels, where I boarded a private jet to Ibiza. From there, I was driven to the eight-bedroom yacht of my client to spend four days planning his 50th birthday party at a villa in Ibiza. He was such a kind and generous man, though, and made me feel comfortable and welcome."

#### ❖ THE EDUCATIONALIST

"Hector Brown" will not reveal his real name, or that of his company, which creates bespoke teaching plans for the scions of the rich, famous, royal and powerful — "those who'll run a country, or a company of 25,000 people". With the money the rich pay him, Brown provides bursaries for the poor to receive the same personalised teaching methods. "Rich kids and poor kids have similar problems," he says. "They all suffer from chronic neglect, which



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manifests itself in hypersexualisation, drug use and negative self-definition."

His system works for swotty overachievers educated at Eton and Oxbridge and the zonked rich kids of the Instagram generation alike. He describes all children as hard-wired to love learning — if they don't, "we work out why by using a 'team of convergence'". This includes neuropsychologists, who will positively change how their brain is wired. A global approach to learning follows, drawing on every field of academic study, as well as developing the emotional intellect. Children are exposed to Kantian ethics and Plato's cave at an early age; they learn to cook with Raymond Blanc because it is an "experiential-learning exercise that teaches them details are the way you get the final result".

What he produces is "proper, evolved human beings. Take a child, give them the tools to service the incomprehensible change they will see in their lifetime and the emotional skills to feel confident, happy, empathetic, sympathetic. "The assets the children of the rich inherit can quickly become liabilities unless the child has a well-developed idea of who they are. We give them a sense of mission, and from there they will change the world that their parents' generation has left them."



The facilitators: main picture, Sarah Woodhead (left) and Dee Stirling of Two London. Top, Concetto Marletta of Totally Indispensable. Above: Raquel Azevedo. Left: Annabel Moorsom (seated), co-founder of Sorted, with her colleague Sheena Mackichan, private client consultant

#### ❖ THE INTERIOR DESIGNER BRIGITTA SPINOCCHIA OF BRIGITTA SPINOCCHIA-FREUND INTERIORS

Got a mansion to fill and don't know how to do it? Brigitta Spinocchia has some ideas. She is a woman who says that "a chandelier is the most important thing to spend money on, and it must be bespoke, or it won't capture the spirit of your home. Prices start at about £10,000 — is that a lot?" She is a former creative director for the Candy brothers, and in her world dressing rooms come with white stingray-skin doorfronts, almond gold trim, mother-of-pearl inlay and cedar interiors with aromatherapised shoe drawers. Flooring is antique, 300-year-old American walnut. In place of a three-way mirror, she installs a catwalk with a mirror at the end that takes your photograph in 3D. And that's just the dressing room, which of course has a large bespoke chandelier.

A Spinocchia client is after opulence and insane luxury, tied up with a little amusing novelty. Despite having large homes, they often want guests to stay at arm's length. "I did a number of ecofriendly treehouses and pods for one client in Ibiza," she says. "They were all connected by rope walks and wooden bridges. One had a long, polished stainless-steel slide that took the guests from the pods to the garden's main entertainment area, to arrive in seconds."

Media rooms are fairly standard now, but Spinocchia knows how to pimp them up a notch. "We installed a cinema room in a yacht where the seats vibrated and moved to the action of the movie." She often collaborates with artists to create rooms that are an entire artwork. "I am working on an installation that will be visible below a client's private swimming pool." One fantastical 10-acre garden was designed in conjunction with Tim Burton's set designer on Alice in Wonderland. Unencumbered by high-art aspirations, moodboards more often features films, fashion and fantasy. "I am developing a rotating, interactive lift with a high-profile artist for a young London couple, drawing inspiration from Charlie and the Chocolate Factory," she says. Needless to say, prices don't start at £10,000.

#### ❖ THE PRIVATE FILM-MAKER RAQUEL AZEVEDO OF DRAGON BEAR

"I create private productions for families on holiday through my film and stage production company. These are big budget — £1.5m-plus — and are educational/entertainment events spread over six days, with 2-3 hours a day in different locations. The whole family takes part, alongside professional actors, with elaborate stages and pyrotechnics.

"We usually film in the Med or the Caribbean. It might be a story about the Greek gods, Christopher Columbus or a pirate treasure hunt. All the family and their large boat crew are dressed in period clothes and become part of the production. They learn how to play instruments, games and use weapons from the period. A team of cameramen get all the footage, which we use to make a feature-length film and a photo album that is presented to the family. I'm working on a Game of Thrones-style production at the moment.

"I also heard that 10 Russian oligarchs are going to be filmed flying to Italy to drive supercars. There will be three videographers, drone cameras, a helicopter and a portrait photographer. The wives are doing an easier drive, and also flying out a stylist and huge wardrobe for a fashion shoot.