

K R U G IS IN THE AIR

PRESS CLIPPINGS





KRUG IS IN THE AIR





Arizona



Arizona

AD	December 07	Italy	Value 39 900 €	Circulation 116 010
Vanity Fair	January 08	Italy	19 800 €	262 971
Madame Figaro	September 07	France	55 000 €	438 780
L'Optimum	October 07	France	12 200 €	47 900
Jalouse	December 07	France	3 425 €	64 010
AD	Dec 07/Jan 08	France	5 400 €	84 083
Archistorm	Jan/Feb 08	France	1 400 €	10 000
Miami Herald	December 07	USA	371 €	239 389
Time Style and Design	March 08	USA	44 790 €	55 040
Palm Beach Illustrated	March 08	USA	4 077 €	43 000
Cigar Aficionado	Feb/March 08	USA	14 491 €	252 831
Daily Telegraph National Supplement Ultra Travel	March 08	UK		866 693
Wallpaper	March 08	UK	1 400 €	107 000
Square Mile	February 08	UK		35 000
Il Tridente	Winter 08	International		10 000



AD
December 07 - Italy
Value 39 900 € - Circulation 116 010

AD LIFESTYLE

Ci sono piaceri irrinunciabili, come un sorso di champagne, che da soli evocano un mondo, che riescono a sospendere magicamente il tempo. Momenti preziosi che possono essere assimilati a lussi cui non siamo più abituati, quali, per esempio, le brevi escursioni su una mongolfiera esclusiva.

Proprio in quest'ottica è nata la mongolfiera Krug, un prestigioso salotto volante, un'elegante cesta color bianco ghiaccio ideale per una cena romantica o per un incontro d'affari ad alta quota. Sulla Krug Room volante, dove il gusto del buon vivere e l'estetica sono di casa, gli ospiti possono apprezzare sia il de-

continua a pagina 158

IL SALOTTO VOLANTE
La mongolfiera Krug per un esclusivo viaggio tra le nuvole

AD LIFESTYLE
continua da pagina 156

CHAMPAGNE E GOURMANDISES
SOPRA: una bottiglia di champagne Krug accompagna le creazioni gastronomiche di Marc Bretillot proposte agli ospiti della mongolfiera. Per il menu, lo chef si è ispirato a un viaggio tra le nuvole.

SEMPRE PIÙ IN ALTO

Attualmente la mongolfiera Krug è in viaggio: prima a Parigi, poi nei cieli di Stati Uniti, Giappone e Hong Kong. Tornerà in Europa nel 2008. Chi prenota un volo, che dura un'ora, ha diritto ad avere la mongolfiera nel luogo richiesto. Rivolgersi a Marchesi Antinori, tel. 0552359871.

La mongolfiera Krug, un esclusivo salotto nel cielo per incontri d'alto livello.
IN ALTO: gli arredi della mongolfiera, progettata da Bruno Domeau e Philippe Pèrès.

cor di gran classe, che porta la firma di Bruno Domeau e Philippe Pèrès, maestri tappezzeri francesi, sia le creazioni gastronomiche ideate dallo chef Marc Bretillot, pronto a sedurre i palati degli ospiti più esigenti.

Chi sceglie di trascorrere un'ora in questo salotto sospeso tra le nubi può gustare le proposte di un menu in tre portate che si ispirano con grande fantasia alle suggestioni di un viaggio nei cieli. Al senso di leggerezza, al piacere di fluttuare nell'aria, si rifanno i piatti creati per l'occasione da Bretillot: dalle verdure circondate da una nuvola di purea di patate alle sfogliatine d'anatra, all'eterea mousse di latte. Delizie che rappresentano uno dei motivi per lasciarsi tentare da questa esperienza, un'occasione imperdibile per vivere un'ora d'avventura riscoprendo piaceri d'altri tempi declinati con un gusto e uno stile del tutto contemporanei. □

—Mario Genova



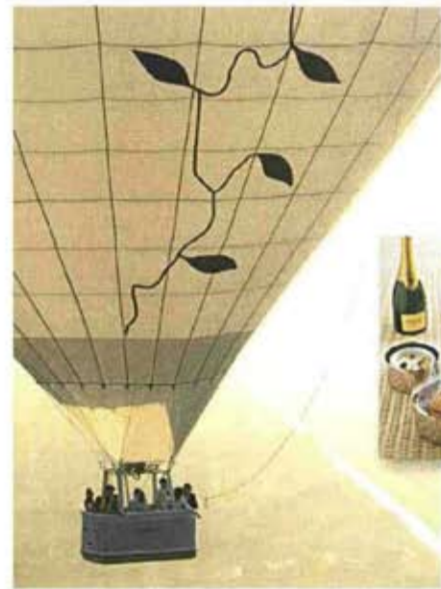
Vanity Fair
January 08 - Italy
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Madame Figaro
September 07 - France
Value 55 000 € - Circulation 438 780

VANITY À LA CARTE
*BOTTIGLIE CULT E ALTRE IDEE PER BRINDARE AL NUOVO ANNO

CHAMPAGNE SOPRA MIAMI
PRANZARE E SORSEGGIARE UNA FLÛTE DI GRANDE CUVÉE A BORDO DI UNA MONGOLFIERA CHE SORVOLO LA FLORIDA. È L'ULTIMA FRONTIERA DEL LUSSO SECONDO LA MAISON KRUG



Quando si pensa alle mete più romantiche del mondo, normalmente Miami non viene in mente. Forse, perché non l'abbiamo vista a bordo di una nostalgica mongolfiera, come i pochi fortunati che hanno partecipato al battesimo della prima Krug Room volante, avvenuto proprio nella città della Florida, lo scorso 5 dicembre, in occasione di Art Basel. Realizzata tutta in midollino, con tanto di tavolo e poltroncine, la mongolfiera è un vero e proprio salotto tra le nuvole, disegnato per la maison di champagne dai più famosi tappezzeri parigini, Bruno Dorneau e Philippe Pérès. Dopo il decollo, agli ospiti è stato servito un menu esclusivo, firmato dallo chef Marc Breillat: verdure con purè di patate, stufatine d'anatra e mousse di latte. Il tutto accompagnato da flûtes di Krug Grande Cuvée. Se l'esperienza vi tenta, con l'anno nuovo la mongolfiera torna in Europa. Il prezzo è top secret (info: 0033.688141547).

INDIRIZZI EFFERVESCENTI



Un connubio insolito, quello proposto da K-Focaccia & Champagne: gastronomia chic nel cuore di Padova, tutta cristallo, marmi e acciaio, firmata da Rossi Dimension. In lista, pane fresco e le migliori cuvée del mondo (tel. 049.8761651).



C'era anche la cantante Rihanna (foto) all'inaugurazione della Champagneerie, all'interno della boutique DSquared2, in via Vern 4, a Milano. Superstar le bottiglie di G. H. Mumm, la maison che festeggia 180 anni di storia.

LA SFIDA: VINTAGE VS POP

MATURO MA SEXY
Benoît Gouez, chef de Cave di Moët & Chandon, lo definisce «seducente». È Grand Vintage 2000, nato da un assemblaggio di uve selezionatissime, con sentore di mandorle e agrumi (da 70 euro).



PICCOLO MA DECISO
Può essere degustato con la ciancia o direttamente dalla bottiglia. È il quarto di champagne dal gusto fiorito. La confezione da 4 mignon costa 45 euro.



BOLLICINE... ON LINE

Per acquisti last minute c'è il nuovo sito Internet clicquotshopping.it, dove si può scegliere tra accessori da degustazione e le diverse linee del brand. Compresa la Yellowbar: la bottiglia da 3 litri più preziosa di Veuve Clicquot, con astuccio in pelle di struzzo o squalo. Prezzo: 1.500 euro.



DA LEGGERE

Si chiama **Style In Milan** ed è la prima guida ai ristoranti, wine bar e concept store più esclusivi della città lombarda. Tutti accomunati da una grande passione: quella per Dom Pérignon (Electa, 160 pagg., 40 euro).



DA PRIMA

All'apertura della stagione scaligera si è brindato a **Perrier Jouët**. Sull'esclusiva Palco Reale, con ospiti del calibro dell'emiro del Qatar, sono state stappate 50 bottiglie di Cuvée Belle Époque 1999, tenute al fresco in secchielli di Cristoforo.



L'OGGETTO MISTERIOSO



Ogni volta che si stappa una bottiglia si pone lo stesso problema: come mantenerne intatta l'effervescenza? La risposta più esclusiva è il bouchon de dégustation disegnato da Christian Bischoff per Ruinart Bianco de Blanc (280 euro).

A CURA DI FACOLA SALTARI. FOTO RED EYE PRODUCTION FOR EDUG

CUISINELUXE

Y A-T-IL UN CHEF DANS L'AVION ?

Servir en vol la meilleure cuisine du monde, c'est le pari de NetJets Europe. Le premier opérateur de jets privés ne pouvait pas faire moins pour une clientèle habituée aux plus grandes tables gastronomiques. Avant le départ, on consulte les menus en ligne pour choisir son repas. Entre Ladurée, Kinugawa (un des restaurants phares de la gastronomie japonaise à Paris) et l'Arpège d'Alain Passard, notre cœur balance! Le chef trois fois étoilé de l'Arpège, à Paris, nous explique ce qui l'a motivé pour se lancer dans cette aventure: « C'était une expérience nouvelle. La difficulté résidait dans le fait qu'en avion les plats préparés à l'avance avec des produits ultra-frais doivent être identiques, en qualité, couleurs, textures, saveurs, à ceux que je sers à l'Arpège. »

Le résultat: un plateau unique en son genre, servi dans une boîte façon paquet-cadeau, avec une vraie cuisine de saison, à base de légumes de son potager, ce qui est une première dans un avion.

Renseignements sur www.netjetseurope.com



ALAIN DUCASSE LA TÊTE DANS LES ÉTOILES



Depuis deux ans, les chefs d'Alain Ducasse Formation (ADF) travaillent pour réaliser une gamme complète de repas diététiques, nutritifs et... savoureux, destinés aux astronautes. Et c'est du sérieux! Cette recherche étant réalisée en partenariat

GASTRONOMIE DE HAUT VOL

LA DERNIÈRE CONQUÊTE DES CHEFS? L'ESPACE...

EN MONTGOLFIERE, EN AVION OU EN VAISSAU SPATIAL, ILS NOUS EMMÈNT VERS LES ÉTOILES DANS UN FORMIDABLE VOYAGE GUSTATIF. DÉCOLLAGE IMMÉDIAT.

DES BULLES DE CHAMPAGNE DANS UN BALLON

La maison Krug ne manque pas d'air! Elle a imaginé un repas au champagne dans une montgolfière de luxe.

« Notre vocation a toujours été de faire un champagne différent qui s'inscrit dans une recherche du luxe absolu, explique Olivier Krug. Ce projet un peu fou de repas servis à bord d'une montgolfière nous correspondait complètement. » Encore fallait-il trouver les artisans du rêve. Les designers Dorneau & Pérès ont relevé le défi: « L'espace est tellement réduit dans une montgolfière qu'il faut tout traiter dans le moindre détail. Par quoi remplacer les assiettes? Où placer les couverts? Comment ranger les pla-

Krug a fait appel au designer culinaire Marc Brétilot, un architecte du goût, pour concevoir un repas surprenant et réjouissant. Avant le départ, on déguste à terre, en apéritif, le sputnik au foie gras et l'aérienne gougère saturne au comté croustillant. La suite sera servie en plein ciel. Au gré des courants, on prend le vol-au-vent de canard recouvert d'un duvet qui s'envolera dans les airs sitôt la lunch box ouverte. On l'accompagne d'une purée de panais et d'une mousseline de pommes de terre siphonnée par le steward. Le dessert, baptisé Voie lactée, est composé d'un nuage de lait, de chèvre frais et d'Aloe vera, escorté d'une meringue. Le tout

arrosé d'un Krug Grande Cuvée. La nacelle décollera d'Italie, des États-Unis, du Japon - un véritable agenda de jet-setteuse -, avant de revenir en France à partir de juin 2008. s. g. Renseignements et réservation chez Krug, au 03.26.84.44.20.



Plus d'infos sur www.lefigaro.fr/madame



L'Optimum
October 07 - France
Value 12 200 € - Circulation 47 900



Jalouse
December 07 - France
Value 3 425 € - Circulation 64 010

FOOD

DÉLICE D'INITIÉS

DES BULLES ET UN BALLON

Une montgolfière pour déguster en altitude. Unique et forcément hors de prix.

Voilà ce que ça fait de s'habituer aux folies douces de la grande maison champenoise Krug : on veut tout, tout de suite. Un ballon pour boire des bulles en l'air ? Et comment, qu'on en est ! Sauf qu'en ce début septembre, au moment de la présentation du projet, le ballon proprement dit n'est pas terminé. En clair : ton vol, coco, tu t'assois dessus. Qu'importe. Au moment où vous lirez ces lignes, la très conceptuelle montgolfière aura bel et bien pris son envol, et c'est tout ce qui compte. Qui compte en banque, en l'espèce. Parce que si vous voulez en être, du projet « Krug is in the air », il va falloir vendre quelques vieux Warhol chez Christie's. Acheter la montgolfière ? C'est faisable. On a même entendu parler d'un demi-million d'euros, le genre de tarif qui vous fait dire qu'avec votre Ferrari à 250 000 €, vous avez fait une affaire. Alors pour ce prix-là, ami très riche, qu'est-ce qu'on t'offre ? D'abord Bruno Domeau et Philippe Pérès, tandem d'éditeurs-designers qui ont habillé une nacelle standard d'un cuir blanc bien épais, voluptueux, parfumé à souhait et, naturellement, cousu main : le blanc, pour qu'il glisse facilement, comme de l'air, sur la montgolfière. Dans chacun des cinq compartiments où prennent place huit passagers, un pilote et un « steward », encore du cuir : dans de vastes poches destinées au ravitaillement, vous trouverez une bouteille de Grande Cuvée de Krug avec ses flûtes, ainsi qu'une lunch box toute simple (gainée ici ou là de cuir blanc, naturellement) et des couverts dont il est inutile de préciser qu'ils sont en argent. Le temps de gonfler les 8 000m³ du ballon, on sirote donc quelques gorgées de champagne, en picorant les amuse-bouche signés d'un autre grand nom du design, culinaire cette fois : Marc Brétilot. Fais-moi des plats légers, coco, légers comme l'air : gougères Saturne, chips de patate douce ou d'épinard, popcorn au foie gras et caramel épicié, légumes-racine avec purée au siphon, vol-au-vent de canard servi avec ses plumes, mousse lactée et meringue, guimauves... Après une tournée internationale, la Krugolfière sera de retour en France en juin 2008. Prions pour qu'il fasse beau ! — *Suzanne Dauvin*



FIN JANVIER :
ICE CREAM, YOU SCREAM !

Ceux qui pensent que le mois de janvier sonne la fin des réjouissances ont tout faux : les Heartschallenger se chargent de l'after. Ce couple venu de L.A. a tout planté (un boulot de designer d'hôtels cinq étoiles pour madame, un groupe de rock pour monsieur) afin de partir en roadtrip vendre des suceries. Leurs bêtises sont triées sur le volet et viennent du Japon, de Chine, du Mexique... L'idée est venue à Lo (Lella) alors qu'elle n'avait que 13 ans. Elle était frustrée de toujours croquer les mêmes bonbacs et voulait en voir de toutes les couleurs. Il a suffit qu'elle rencontre Benjamin pour que son rêve se réalise. Depuis, ils sillonnent à deux les États-Unis dans leur camion rose pétant. Leur but est simple : changer le monde par la méthode douce en réveillant l'enfant qui sommeille dans nos papilles. Que ceux qui restent perplexes aillent manger des madeleines, car après L.A., New York et Tokyo, nos vendeurs volants ont choisi Paris pour terre promise. Ils débarqueront leur ice-cream truck bien garni dans les rues de la capitale. Une escale est prévue chez Colette où l'on peut, en attendant, se procurer leurs vinyls sous le nom de Heartsrevolution. Également D), un concert est prévu au Paris Paris entre deux crèmes glacées. O.S.

www.myspace.com/heartschallenger,
et www.myspace.com/heartsrevolution pour la musique.

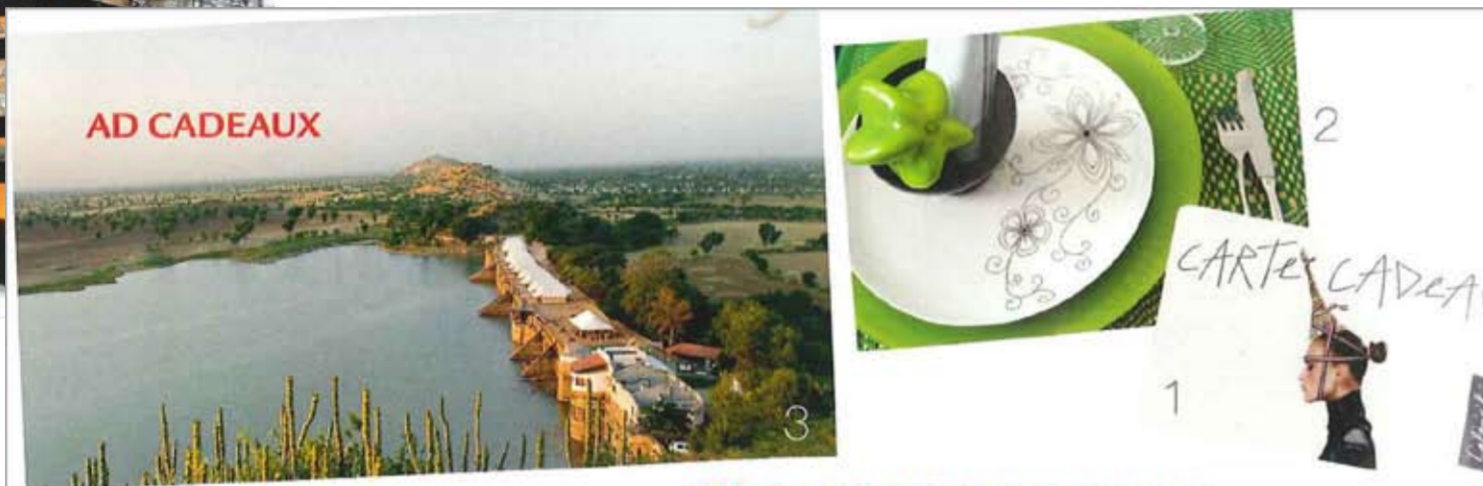


AUTOUR DU
31 DÉCEMBRE :
BULLE
DE NOËL

Un réveillon "in the air", coupe de champagne aux lèvres ? Allez, chiche ! La maison Krug propose de passer la soirée dans une montgolfière cinq étoiles. À bord, un commandant et son steward en gants blancs. Au menu, de la slow food orchestrée par le designer culinaire Marc Brétilot. Réservez votre vol au 03 25 84 44 20. Attention, ça coûte à peu près le prix d'une Ferrari. *Charlotte Balme*



AD
December 07/January 08 - France
Value 5 400 € - Circulation 84 083



ÉVADEZ-VOUS



1) La *Carte cadeau* Galeries Lafayette, simple à utiliser; valable 2 ans dans tous les magasins Galeries Lafayette, elle permet à celui qui l'offre de choisir un montant entre 20 € et 150 €. Série de huit *collectors* du photographe Jean-Paul Goude. 2) *Table by Design* est une idée de Philippe Garcia: sur simple appel, il vient dresser votre table, rafraîchir vos services en leur apportant une touche design, résolument dans l'air du temps. Relooquez votre table de Noël pour 350 € sur la base de 8 à 12 personnes. Idée cadeau: offrez un bon *Atelier d'art de la table* à l'un de vos proches. Bon cadeau valable 1 an, 60 € (www.pg-tablebydesign.com) 3) Voyage insolite en Inde, entre Ajmer et Jodhpur, un camp de 11 tentes avec tout le confort, face à un lac, une étape hors sentiers battus pour voyager autrement au Rajasthan (Asia, 34, rue de Lisbonne, 75008, tél: 01 56 88 66 29; www.chhatrasagar.com) 4) Avec sa vue sur le Bosphore, cet étonnant gratte-ciel abrite l'hôtel Ritz-Carlton dont le décor intérieur marie les influences orientales et occidentales. Plusieurs forfaits sont proposés, dont le *Week-End Package*, deux nuits (vendredi, samedi et dimanche); le dîner peut être servi dans la chambre; massage de 60 minutes et un accès libre au superbe spa. En chambre double 700 € (The Ritz-Carlton Istanbul, www.ritzcarlton.com, tél.: 00 90 (0212) 334 44 44). 5) Un *Chef à la maison*: il s'occupe de l'achat des produits frais, arrive une heure et demie avant le dîner avec ses couteaux en poche et vous propose un menu à la carte, avec un choix de plats et desserts, et vous fait participer si vous le souhaitez; en plus, il assure le service et remet la cuisine en état. Pour un dîner 4 personnes une étoile, 480 € (Chef à la maison; tél: 01 43 38 45 92; contact@chefalamaison.fr) 6) Promenade sur la Seine, *Musées au fil de l'eau* sur le yacht *Cachemire* qui propose une croisière gastronomique sous la houlette du chef étoilé Jean-Pierre Vigato et la visite privée d'une exposition au musée d'Orsay, musée des Arts décoratifs... (Yachts de Paris, www.yachtsdeparis.fr) 7) Montez au septième ciel... en montgolfière: une expérience dans les airs avec Krug qui propose un dîner à bord de la nacelle, un menu créé par le designer culinaire Marc Brétilot arrosé au champagne Krug Grande Cuvée (Maison Krug, tél.: 0033 3 26 84 44 20). 8) Cuisiner comme le chef étoilé Olivier Roellinger: venez apprendre ses secrets pour préparer des produits de la mer, l'art du potager et des épices, dans son école baptisée *La Cuisine Corsaire*. La formule classique est un cours de 3 heures, 90 €, avec 6 participants maximum et des thématiques comme le bar, les saint-jacques, les algues, les desserts... (La cuisine corsaire, place Saint-Méen, 35620 Cancale; tél.: 02 99 89 63 86; www.cuisine-corsaire.fr)

PHOTOS: JEAN DANIEL SERRIER (1), (2), (3), (4), (5), (6), (7), (8)



Archistorm
January/February 08 - France
Value 1 400 € - Circulation 10 000

architecture >



CIEUX ÉTHÉRÉS

Le champagne Krug goûte au plaisir de l'ascension céleste. En montgolfière. Renouer avec le premier appareil volant pour un tour du monde d'exception n'a rien d'anodin. Face aux engins chronophages qui subliment la vitesse, la maison champenoise s'est souvenue que le luxe ultime savait prendre son temps. Grâce à l'intervention du duo Domeau & Pérès, elle a ainsi transformé une nacelle tressée en boudoir contemporain. Une bulle précieuse, tendue de cuir immaculé, pour un dîner très privé de huit invités. Chaque angle accueille un compartiment pour deux personnes, équipé de sacs en cuir blanc contenant timbales, couverts d'argent et flûtes à champagne. Au centre, le commandant de bord dirige l'équipage. À ses côtés, un serveur délivre les mets, simples mais beaux, préparés par le designer culinaire Marc Brétilot autour du thème aérien: au sol, gougères, chips légères et concombres glacés nappés de chocolat. Puis entrée de légumes miniatures pour l'ascension, nuage de purée et pâté en croûte de canard en fermé dans une poche remplie de duvet – dont les plumes s'envolent lorsqu'elle s'ouvre... Le tout couronné d'une mousse de lait accompagnée de son auréole de meringue. Sans oublier, bien sûr, le précieux nectar – la Grande Cuvée Krug – pour accompagner ces agapes festives. Surprenant voyage des sens qui sillonnera trois continents pour faire perdre la tête à plus d'un voyageur sur terre.

Renseignements auprès de la Maison Krug: 03 26 84 44 20

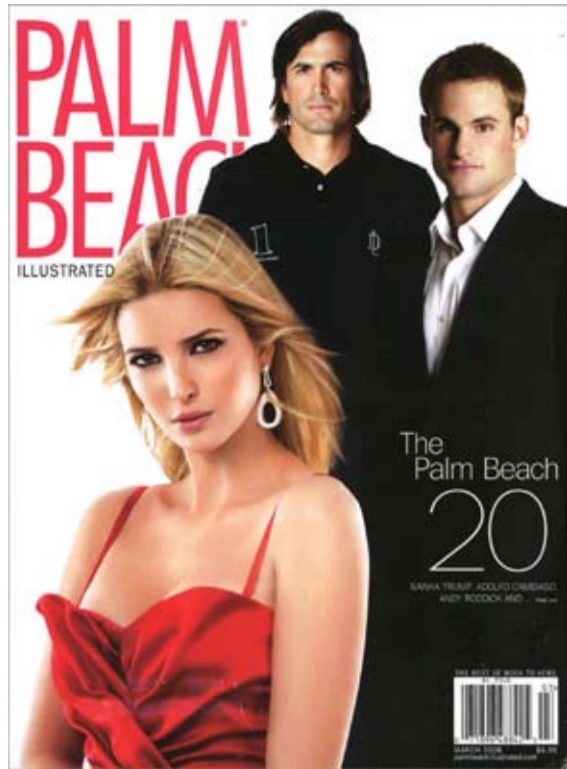


VERRES SANS MESURES

La cristallerie Baccarat a de l'or dans les doigts. Sa dernière création, baptisée « Dames », marie ce savoir-faire à la fraîcheur du trait de Stéphanie Balini, jeune designer tout juste diplômée des Arts Décoratifs. Une rencontre exceptionnelle, dont personne n'aurait pu présager. Lorsque Stéphanie Balini participe en 2005 au concours des « Talents de la création » organisé par le Comité Colbert, l'artiste travaille sur un nouveau verre de prestige qui séduit immédiatement Baccarat. Présenté à la FIAC Luxe en 2006, le projet remporte tous les suffrages, incitant la maison à produire ces précieux verres en édition limitée signée.

Les voici donc, ces fameuses « Dames », enchâssées dans un coffret gainé d'agneau par Domeau & Pérès... Douze verres d'une beauté rare, tous différents, qui reflètent chacun les différents savoir-faire de la manufacture. Gravure à la roue, taille, sablage, cristal doublé... Toutes les techniques du cristallier s'expriment en clairs-obscur délicats, à travers des guirlandes aléatoires fleuries, montées sur jambes fuselées.

www.baccarat.fr
Prix de vente: 1 500 euros le coffret de 4.



Palm Beach Illustrated
March 08 - USA
Value 4 077 € - Circulation 43 000



Cigar Aficionado
February/March 08 - USA
Value 14 491 € - Circulation 252 831

diversions • first class

voyage 225 years ago, not only takes passengers for a breathtaking ride among the clouds, it also is the ultimate epicurean experience.

KITTA, which embarked on its one-year tour in Paris in October 2007, arrived in the United States in early December, using Art Basel Miami Beach as its launching pad. It is booked for Las Vegas, Los Angeles and the Grand Canyon, but officials will try to accommodate all reservations, regardless of the location, as long as weather conditions are good for flying. The balloon will then head to Asia, and will return to Europe this summer.

Krug's hot air balloon is a bespoke experience, costing \$50,000 per guest for a two-hour flight. Upon lift-off, feelings of invincibility and weightlessness set in. The landscape below unfolds in fairy-tale fashion as the giant white orb glides higher into the air. This is living, Krug-style.



Food, flight and, of course, Champagne await guests of Krug's custom-made hot air balloon experience.

The Champagne house assembled several masters of their craft to help present KITTA, including pilot Chris Monk, a veteran with more than 18 years of flying experience. Monk will fly the Krug balloon during its entire 2008 tour.

World-renowned artisans Bruno Domeau and Philippe Pérès, of French contemporary furniture manufacturer Domeau & Pérès, customized the woven basket, dividing it into five compartments: four square corner "tables" accommodating two guests each and a central deck for the flight commander and the sommelier.



first class | FLIGHT OF FANCY

The House of Krug takes luxury to new heights with its balloon experience.

BY LOU THÉLIN

In its quest to delight guests with luxurious experiences, Krug, the boutique Champagne house, takes our breath away with its most exclusive Krug Room—a custom-made hot air balloon.

Dubbed Krug In The Air (KITTA), the balloon is a sister experience to Krug's more traditional private dining rooms, found in London's Dorchester Hotel, the Lausanne Palace & Spa in Switzerland, Hong Kong's Mandarin Oriental Hotel, Tokyo's Restaurant Tanga and the Core Club in New York. The balloon trip, which started as a tribute to the first balloon

Krug In The Air takes guests on a luxurious journey up into the clouds, highlighted by a Champagne feast.

diversions • first class



The decadent in-flight meal is inspired by the sensations of floating in the air.

Domeau and Pérès used several textures of white leather to ensure both style and comfort during the voyage. The top perimeter of the basket is lined with thick, soft, Arctic white Topo leather. The exterior of the basket is fitted with white canvas. Inside, the compartments are lined with deep-cushioned white leather for maximum comfort during landing.

Contemporary food designer Marc Brétillet, a professor at the Ecole Supérieure d'Art et de Design de Reims, has created a dinner menu inspired by the sensations felt during the flight. Before boarding, guests indulge in an on-the-ground menu that includes light appetizers such as *gnoghis* and *clap de légumes*—cheese pastries and oven-roasted vegetable chips—served with Krug Grande Cuvée.

During flight, the sommelier places small tabletops in between the compart-

ments and begins serving the in-the-air menu, which is complemented with Krug Vintage 1996. The entrée begins with a medley of vegetables and truffles, followed by a main course of *feuille de saumon*, duck terrine covered in delicate white feathers that fly away when the canteen is opened. The air-inspired dessert is a meringue mousse. Once back on the ground, guests are treated to Krug Rose and another creative dish, marshmallows infused with pink grapefruit. A breakfast menu also is available, in case the flight is rescheduled in the morning because of weather conditions.

The Krug flight is a rare balance of earthly pleasures and heavenly delights. Add nature's calming silence and gentle breezes, and it is simultaneously a poetic expression and the essence of luxury. (202-291-6200, krug.com)

The simple solution for your complex divorce.

Jeffrey D. Fisher, Esq.
Odette M. Bendeck, Esq.

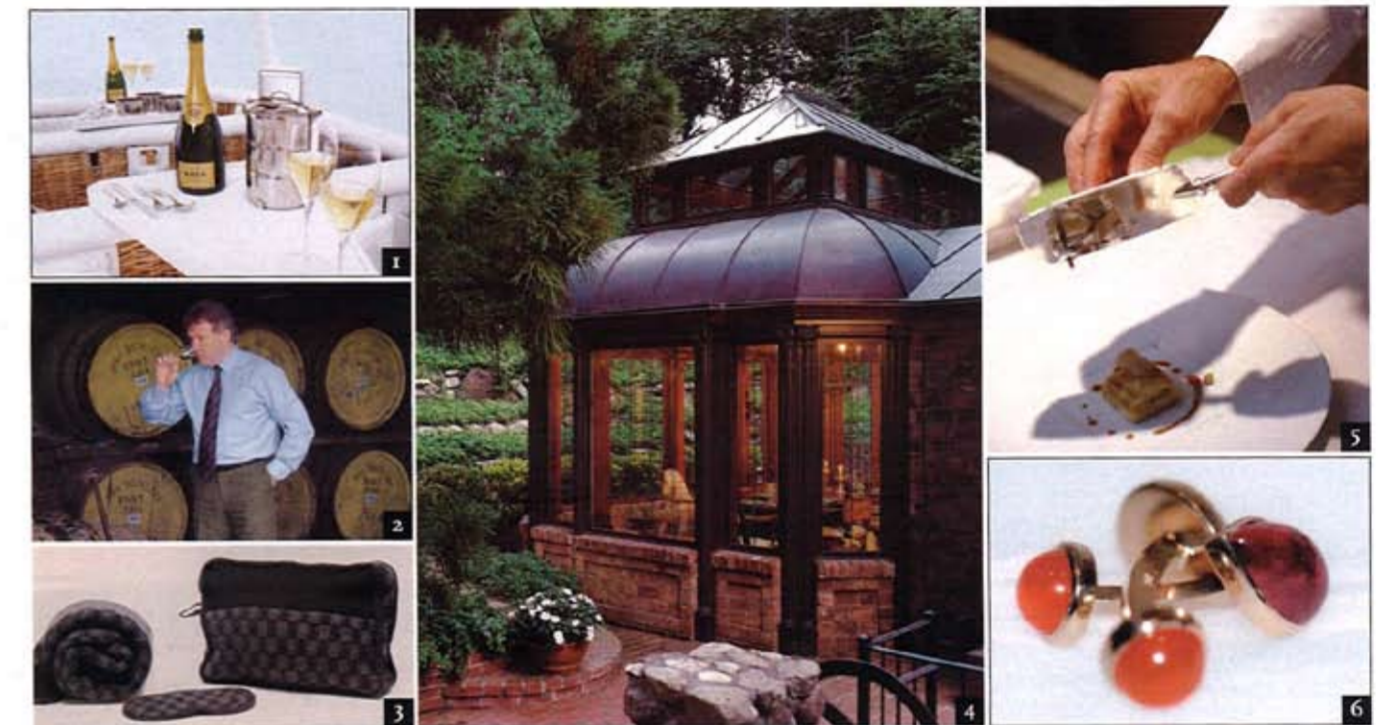
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West Palm Beach, FL 33401
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made for you



In a world of fast food and one-size-fits-all sensibilities, how often does something feel made especially for you? The "Made for You" section celebrates those items that are created with such a high quality of hand workmanship and degree of customization that they become individual to you. In each issue, our editors will endeavor to bring you special things from anywhere on the globe, choosing them solely on the basis of outstanding quality. Our goal is to give you guidance on the best of everything.

1 BUBBLY IN THE SKY—KRUG HOT AIR BALLOON

The House of Krug has a new luxury suite. In addition to its rooms at the Dorchester Hotel, Lausanne Palace and the Mandarin Oriental in Hong Kong, Krug has launched its "salon in the sky." Divided into five compartments for two persons each, the luxury balloon, designed by French artisans Bruno Domeau and Philippe Pérès, features Togo leather and traditional coachwork. Eight guests as well as a flight commander and waiter soar for two hours above Los Angeles, Las Vegas and Aspen (other destinations will be accommodated) as they dine on a sumptuous three-course meal paired with Krug Champagne. 212-251-8200

2 SCHOOL OF SCOTCH—BRUICHLADDICH ACADEMY

The premium whisky that doesn't run a tour of its distillery is getting to be the exception, but what if you're the type of spirits fan who wants to get a little more hands-on with his favorite quaff? Bruichladdich, the Islay Scotch whisky distillery that reopened a few years ago, offers the Islay Single Malt Academy for those who want to learn the craft from barley to bottle. Students work under the tutelage of master distiller Jim McEwan and distillery manager Duncan McGillivray in a residential weeklong course. Expect to break a sweat. www.bruichladdich.com/the_academy.htm

3 CASHMERE IN THE CLOUDS—RS TRAVEL SET

Long flights are made for curling up with a blanket and pillow and blotting out sight and sound. But few things are more skeezy than the thought of who just used that airline-issue blanket and pillow you've become so intimate with. Rafi, maker of fine knit goods, has a solution: the RS Travel Set, which includes a blanket, pillow cover and eye mask—all in cashmere. You'll have to find cashmere noise-reducing headphones on your own. www.raffi.com

4 SOLARIUM STYLE—TANGLEWOOD CONSERVATORIES

You and your cigar have been banished from the house—imagine that—but you don't feature standing in the wind and cold. How about taking your exile with style inside a custom-built solarium. Tanglewood Conservatories builds classic solariums to fit your space and aesthetic tastes. A range of design approaches and building materials are offered and each project includes visits to your home and an interactive meeting to discuss the smallest details of construction. www.tanglewoodconservatories.com

5 GOLF-WINE WEEKEND—PEBBLE BEACH FOOD & WINE

From March 27 through March 30, golfers and gourmands will collide at the first annual Pebble Beach Food & Wine. Dubbed the "premier epicurean lifestyle event on the West Coast," the four-day affair showcases 200 wineries and 35 celebrity chefs at one of the world's best golf settings. Dishes by chefs Eric Ripert and Thomas Keller will accompany the rare-wine auction and dinner. A grand tasting offers delicacies and vintage wine. Chefs Ming Tsai and Cat Cora will give lessons. Arturo Fuente and La Aurora cigars grace the golf tournament. www.PebbleBeachFoodandWine.com

6 THE COLOR LINKS—SUZANNE FELSEN

Color is the best word for the work of Suzanne Felsen, who offers cufflinks in a rainbow menagerie of shades and cuts that reflect a life spent traveling and studying jewelry design. Her 18-karat gold with gemstones collection released exclusively for Barney's New York features jeweled links in everything from teardrop-shaped, crimson rubellite and orange carnelian set in yellow gold to rectangular renderings of white gold paired with blue chalcidony stones. Felsen works out of two California boutiques, one in Los Angeles and the other in Santa Monica. www.suzannefelsen.com



Daily Telegraph National Supplement - Ultra Travel
 March 08 - UK
 Circulation 866 693

ultravel
DIRECTORY
 EDITED BY LISA GRAINGER

UP, UP AND SANTÉ

Flying doesn't get much more pleasurable than ballooning, floating a few hundred feet above Earth with only the occasional roar from the burner to break the silence. And this summer, Maison Krug adds an appropriate touch of decadence to the whole experience with the launch of its dinner flights over cities around the world.

The trips will be in true Krug style: the balloon – which holds eight passengers, the captain and a waiter – is handmade in Paris, with the basket upholstered in soft white leather and lined in white linen. Tucked into pockets are the sorts of accessories expected on a superyacht: silver cutlery, hand-blown Champagne flutes and bespoke crockery. The dinner menu has an expectedly ethereal theme: fluffy goatfish, fave grass on a cloud of potato, puddings of light-as-air mousse and meringue. And, naturally, lots and lots of Grande Cuvée Champagne.

The balloon's maiden voyage is over Hong Kong this month. In April it will be floating over Tokyo, then, throughout June and July, it will be in France, Italy and the UK. Dinner flights cost from £50,000 – or the balloon can be made to order, from £500,000. Further information from Maison Krug: 00 33 3 26 84 44 20.



Wallpaper
 March 08 - UK
 Value 1 400 € - Circulation 107 000

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and attract the most refined, wealthy and cultured consumers, they are practising myriad niche marketing techniques.

Gwyneth Holland, head of trends at London prediction agency The Future Laboratory, says, 'The drinks market has massively diversified over the past few years, so you don't just have your normal brands, you also have your premium brands and your super premium brands. But super premium is what premium was in the first place because normal is now supermarket, so this need for differentiation is even more important.'

No market is more competitive than premium, or rather, super premium, vodka. Trying a Gillette five-blade marketing pitch, brands are vying for purity supremacy, claiming multiple distillations of what is basically a fairly neutral tasting, odourless spirit. There is a dizzying array of super premiums, including Stolichnaya Elit (filtered at sub-zero temperatures), Smirnoff Penka (uses the 'finest cut' from the distillation process), Snow Queen (from Kazakhstan, organic and five times distilled) and Russian Standard Imperia (eight times distilled using crystal quartz filtration). In other markets, 'ultra premium' and 'vintage' are the new watchwords, with bottles retailing for hundreds of pounds. A bottle of Sagatiba's 23-year-old Preciosa cachaca recently sold at Christie's for £550, while in the cognac market, Hine has launched Mariage, a blend of 12 vintage Grande Champagne Cognacs, presented in a Baccarat crystal decanter, priced £1,995. Whisky has Whyte & MacKay, which recently launched its Rare & Prestige Collection comprising four different whiskies, most aged for 40 years, with a £3,547 price tag.

Enlisting endorsements from stylish, public figures with cultural cachet, such as architects and designers, has also been much in vogue. Wyborowa set the tone



SPIN THE BOTTLE
 Clockwise from top left: Jacquesson's Aston Martin champagne bottle, the 'Krug is in the Air' dining experience; Monkey Shoulder's drinks trolley designed by Paul Kelley; Dom Pérignon's jacobean of its 1965 vintage, which comes in a white gold sleeve, available at Harrods, priced £2,750

when it launched its Single Estate single rye vodka in 2004 in a bottle designed by Frank Gehry. Meanwhile, champagne brands can't get enough of designer labelling, with presentation bottles and accessories by the likes of Marc Newson (Dom Pérignon), Jaime Hayon and Viktor & Rolf (both for Piper-Heidsieck). At the extreme end is Karl Lagerfeld's pink guitar case for Dom Pérignon – lined with lambskin, it contains six rare vintage rosé champagnes and costs £70,000.

Then there's elitism by association; aligning with another brand to convey the jet-set image you expect your consumers to enjoy. Veuve Clicquot commissioned Porsche Design to create Vertical Limit, a stainless steel cellar tower containing a dozen magnums of Veuve Clicquot's most prized vintages. More decadent still is Jacquesson's pairing with Aston Martin. Sunk into the boot of its Rapide sports car is a chiller cabinet designed to hold two bottles of Jacquesson champagne and four flutes because it re-plays the sense that 'every journey ends in an event'.

Drinks marketing, at least at this rarefied end of the market, is now all about the experiential promise (and not the promise to have you inconsolable

or incoherent before closing time). Sponsorship is one way of linking a brand with experiences without doing the legwork. But even sponsorship is being redefined. 'Veuve Clicquot has always sponsored the traditional Season,' says Holland. 'But it's also exploring what the new Season is, so it's not just about Cowes or Ascot, but also The Big Chill and Frieze Art Fair, which lends the brand a certain cultural gravitas.' Likewise, Courvoisier is associated with London's arty restaurant and bar Bistrottheque, lending the brand a halo of cool. Hendrick's, the carefully branded 'small-batch' gin, has also aligned itself with Bistrottheque by sponsoring esoteric, literary and artistic gatherings there.

Bar consultancy firm Gorgeous Group has created several initiatives with its clients, such as The Dorchester hotel group, with guests treated to a martini mentoring session and an overnight stay. Likewise, whisky brand Monkey Shoulder is appealing to wannabe connoisseurs and discerning drinkers with the Travelling Whisky Rooms. Whisky sommelier Jamie Forbes makes home visits with a burnt oak-drinks trolley (designed by Paul Kelley), gives a tasting tutorial, talks about the distillation process and mixes cocktails.

A subtler approach is the Isle of Jura whisky distillery's eponymous Lodge, which occupies the old master distiller's house. The five-bedroom guest house offers guests the chance to experience the wild Hebridean lifestyle with arranged activities like fishing trips or a distillery tour for about £2,500 per week.

The zenith of luxury, though, has to be the bespoke experience. Echoing developments in perfumery, with people commissioning bespoke fragrances for thousands of pounds, and restaurants mixing their own unique blends of chocolate for use in all their dishes, the drinks world equivalent is your very own personal blend of whisky. The Bespoke Blend by Johnnie Walker Blue Label and Woodford Reserve's Personal Selection (so far only available in the US) start at £3,000 and \$50,000 respectively – for the latter, consumers get their very own barrel and 180 one-litre bottles of personally selected bourbon, individually labelled and bearing the buyer's name. Just in case, one imagines, you can't remember it after getting through one. ★



Square Mile
February 08 - UK
Circulation 35 000

BASKET CASE

"You've forgotten those June nights at the Riviera... the night I drank champagne from your slipper - two quarts. It would have been more but you were wearing inner soles." Smooth talker, that Groucho Marx. But he certainly had a point. It's always fun to find new ways to drink champagne.

Now the insurmountable Krug Rooms at the Dorchester Hotel, the Lausanne Palace in Switzerland and Hong Kong's Mandarin Oriental have an ascendant sibling: the Krug Balloon. A manifest expression of near-unattainable luxury, this airborne experience takes the enjoyment of my favourite fizz to whole new heights. Along with seven of your most treasured friends, a flight commander and waiter you can fly through the air with the greatest of ease, sampling golden Grande Cuvée along with a specially-designed lunch.

Krug is a global brand renowned for combining its centre of excellence with the skills and talents of others to create unique and exceptional products. In the creation of the balloon, Bruno Domeau, an artisan saddler and Philippe Pérès, a gifted upholsterer, applied traditional coachwork techniques and a contemporary aesthetic in order to create Krug's sumptuous, airborne cocoon. All decorated in butter-soft arctic white leather, it's quite a departure from their usual work of creating bespoke interiors for private jets and even the world's first tourist spaceship.

Borrowing the principles of a hand-stitched carriage saddlebag, each passenger compartment is equipped with two elegant leather pouches: one holds a three-tier lunch canteen, inspired by the classic Indian Tiffin box; another contains Krug flutes and silver cutlery. In the centre compartment your waiter is well equipped: his station is girded with white leather satchels of Krug.

I have to confess that I never knew there was such a thing as a food designer - as opposed to a chef - until I met Marc Breillot, the man behind the world's most incredible in-flight menu. On the ground enjoy light-as-air gougères like many tiny Satums, a cucumber sorbet 'Ice lolly' coated in white chocolate and the genius combination of foie-gras on popcorn with spicy caramel. In the air, the entrée will be a medley of miniature root vegetables, surrounded by a cloud of spun potatù purée. The main course, a feuilleté de canard is coddled in a down-filled pouch so that when the canteen is opened, the feathers fly away. The air-inspired dessert is a mousse of milk with a halo of meringue. All created as perfect partners to the subtlety of the Krug of course.

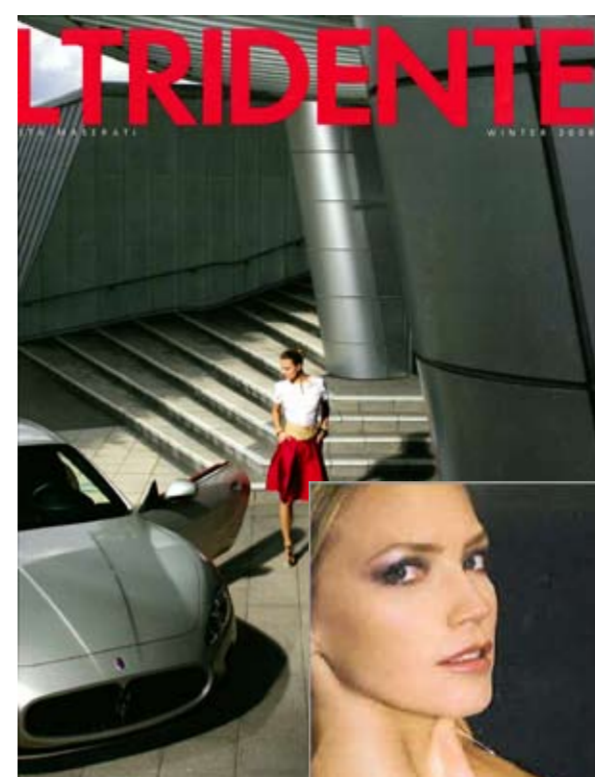
"Krug is regarded the world over as the ultimate expression of discernment and individuality and the balloon is our expression of that style," said Olivier Krug at its unveiling. I did feel obliged to have a word about the amount of Krug available on each flight. My advice is fewer guests and more bottles.

The Krug Balloon has set off for its voyage over the three continents - leaving Paris in October 2007, off to the US, Japan, Hong Kong and then back to Europe in the Summer of 2008. It is available for hire (dinner for eight during an hour's flight is €50,000) or - for really high fliers - purchase at a cost of €500,000, but expect to wait for over six months before it's delivered. ■

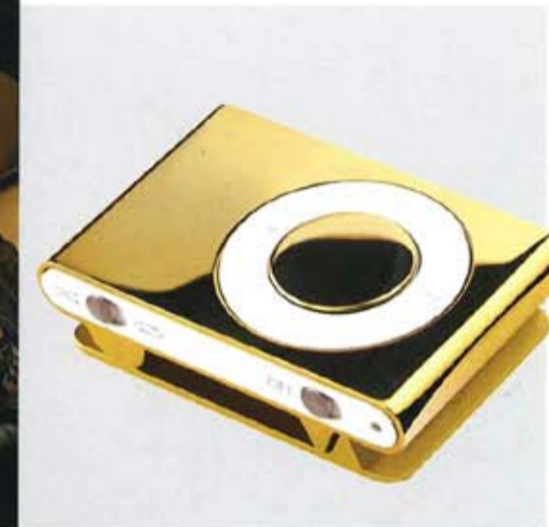
Enquiries: [Maison Krug](mailto:Maison.Krug) +33 3 26 84 44 20

www.squaremileclub.com

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Il Tridente
Winter 08 - International
Circulation 10 000



Discover couture

La couturière Carine Gilson believes in "par excellence", which is why her high-style boutique in Paris is the best place to discover hand-crafted fashion. Many pieces are so exquisite that customers wear them on the outside, as tail attire. www.carinegilson.com

Shuffle with brilliance

Dipped in 18-carat gold, this luxury version of the iPod Shuffle is designed for those who want to put a bit of bling into their music. Made by German company Xexoo, this object of desire will set you back a cool €1,500. www.xexoo.com

Come the revolution

Inspired by the Stealth Bomber, the Defy Xtreme Open Stealth is designed to slip beneath the fashion radar, pairing technical sophistication with futuristic looks. Just 100 numbered pieces of this €25,000 watch will be made: discover more at www.zenith-watches.com

Rising bubbles

Krug wants to take haute cuisine to new heights. It has built a white leather balloon that will soar up to 2,000m and host dinner for eight, where Krug Grande Cuvée will be served with a "light as air" menu. [Maison Krug](mailto:Maison.Krug) +33 3 26 84 44 20. La Krug vuole elevare l'alta cucina a nuove vette. Il noto produttore di champagne ha realizzato una mongolfiera in pelle bianca che si alzerà fino a 2.000 metri e ospiterà otto persone: durante la cena verrà servito il Krug Grande Cuvée come parte di un menu "leggero come l'aria". È disponibile il noleggio contattando la Maison Krug: +33 3 26 84 44 20.

IL TRIDENTE



Miami