

FIRST PERSON

## It's trickier than you think being super-rich. I should know

What to wear to a megarich wedding. What to buy the happy couple who already have everything. How to act on a private jet. Shruti Advani on the do's and don'ts of the one percent — and how to behave among them



<https://www.thetimes.com/article/d15682c8-ba60-4952-ae6a-ddb82a9778cb>

The billionaire's little black book

*Of the more than 3,000 billionaires in the world, 78 of them live in London — only New York, Hong Kong and San Francisco have more ultra-high-net-worth individuals. Here's where the capital's super-rich shop, eat, holiday and stay fit*

Holidays



Porto Cervo on the Costa Smeralda

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## Summer

- Sardinia's azure Costa Smeralda, where the superyachts began turning up in late May, drawn to its famous Yacht Club founded by the Aga Khan.
- Russian yacht owners will stick to the Turkish Riviera, avoiding European waters due to sanctions over Ukraine.
- Anywhere with a private helipad in Mallorca — easy to get to from London and plenty of jet-set residents with whom to mingle.



Lake Muskoka

ALAMY

- Muskoka in Ontario, Canada, for its lakes, forests and privacy.
- A villa in Saint-Jean-Cap-Ferrat, where the scene is still the scene. Book a table at [La Colombe d'Or](#) in Saint-Paul-de-Vence while you are there.
- Valletta, because you can get European citizenship and a passport if you invest in Malta. Plus, its deep port (famous as a haven for British warships and subs in the Second World War) is ideal for superyachts.



Villa overlooking Plage Paloma at Saint-Jean-Cap-Ferrat, France

### Winter

- Jackson Hole, Wyoming — wide open spaces, *Yellowstone*-esque skies, a burgeoning foodie world and “not too much of a scene” (yet).
- Mustique — essentially like a private car-less island for its old monied residents.
- Parrot Cay, Turks and Caicos — where the houses are enormous and a quick hop from the US.
- [Six Senses Zighy Bay](#), Oman.



Verbier

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## Skiing

- A chalet with private chef in Verbier, Courchevel or Machapuchare in Val d'Isère ([purpleski.com](http://purpleski.com)).
- Zermatt for the serious skiers, driving up for the day from Zurich, where non-skiers can kick back in the hotel Baur au Lac ([bauraulac.ch](http://bauraulac.ch)).

## Private chef



Christopher Davey with David Beckham

- Christopher Davey aka the Cotswold Guy — a favourite of David Beckham ([thecotswoldguy.co.uk](http://thecotswoldguy.co.uk)).

## Shopping



Valentino

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### **Fashion must-haves**

- [The Row's Margaux bag](#). Justified as being an “heirloom in the making”, it’s the definition of “quiet luxury”. Try to find a private jet without one on board.
- A belted [shearling coat from Toteme](#), or anything with teddy bear vibes.
- For party dresses, think [Valentino](#).
- [Saint Laurent](#) for winterwear.
- [Erdem](#) for summer dresses



Zimmermann

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- [Zimmermann](#) for resort wear.
- For children, Burberry — all the best-dressed babes are wearing a [Burberry cashmere trench](#).



Lorfords Antiques

PAUL NICHOLLS/SOUTH WEST NEWS

### **Interiors**

- A hangar at Babdown Airfield in Tetbury, Gloucestershire, houses Lorfords Antiques, the go-to for furniture and antiques ([lorfordsantiques.com](http://lorfordsantiques.com)).
- For an unusual piece it's the annual Decorative Fair in Battersea, southwest London ([decorativefair.com](http://decorativefair.com)).
- Oficina Inglesa is the place for handmade bespoke furniture ([oficinainglesa.com/en](http://oficinainglesa.com/en)).



The summer exhibition at the Royal Academy of Arts in London, left; Art Basel, October 2024

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**Art (apart from their favourite gallery)**

- Art Basel's invite-only preview.
- The Royal Academy Summer Exhibition — to bag investment pieces by young up and coming artists ([royalacademy.org.uk](https://royalacademy.org.uk)).





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### **Jewellery**

- Diamonds (of course). [Jessica McCormack's Gypsets](#) are on everyone's earlobes. Start there and work your way up to a [ball and chain](#).
- [JAR](#) in Paris, where you need an appointment and potential buyers have been known to be turned away for being tacky, having too much money or too little.
- [Tara Fine Jewelry](#), whose bespoke pieces are popular with Bollywood actresses.
- [Van Cleef & Arpels](#) for everyday diamonds and earrings.

Food



The Araki restaurant, in the West End; 5 Hertford Street, in Mayfair

### **London restaurants**

- The Araki's small sushi counter, with fish brought in fresh from Tokyo. No soy sauce allowed ([the-araki.co.uk](http://the-araki.co.uk)).
- Endo at the Rotunda — third-generation sushi master Endo Kazutoshi's place in the old BBC television centre ([endoatrotunda.com](http://endoatrotunda.com)). No phones allowed.
- 5 Hertford Street, a respite from the flashier Mayfair spots, with consistently good food and privacy assured ([5hertfordstreet.com](http://5hertfordstreet.com)).

Spas



### Estelle Manor

- Estelle Manor — an upmarket alternative to Soho Farmhouse ([estellemanor.com](https://www.estellemanor.com)).
- Amangiri, Utah — one-to-one yoga in the canyon at 5am ([aman.com](https://www.aman.com)).
- The Kusnacht Practice in Zurich for burnout ([kusnachtpractice.com](https://www.kusnachtpractice.com))

### Cars



Jaguar E-Type 4.2, 1964

#### ALAMY

- Heritage Classic Cars in South Kensington — a vintage dealer for Jaguar E-Types and Porsches ([heritageclassic.com](https://www.heritageclassic.com)).
- For the country, a Mercedes EQS SUV or an electric Range Rover (not a Tesla).

#### Airports

- Oxford Airport, Farnborough and Biggin Hill — where private jets are based. Or the private entrance at Heathrow, where you can drive right up to the door of your jet.

#### Groceries

- Bayley & Sage ([bayley-sage.co.uk](https://www.bayley-sage.co.uk)).
- Daylesford Organic ([daylesford.com](https://www.daylesford.com)).
- Panzer's for its New York-style delicacies, like homemade pecan pies ([panzers.co.uk](https://www.panzers.co.uk)).
- [Harrods Food Halls](https://www.harrods.com).

#### Prep schools

- [Sussex House](https://www.sussexhouse.com), [Falkner House](https://www.falknerhouse.com) and [the Hall](https://www.thehall.com) in London.
- [The Dragon](https://www.thedragon.com) and [Summer Fields](https://www.summerfields.com), Oxford.

#### Health

## Tweakments

- NAD+ infusions at Lanserhof on Dover Street ([lanserhof.com](https://lanserhof.com)).
- Botox at Ouronyx in St James's ([ouronyx.com](https://ouronyx.com)).



Dr Suha Kersh: the go-to doctor for natural-looking tweakments

JUDE EDGINTON

- Laser facials and the latest hi-tech treatments by Dr Suha Kersh at 23MD, Chelsea ([23md.co.uk](https://23md.co.uk)). The go-to doctor for natural-looking tweakments.
- Fat Trilogy Facial Rejuvenation at the Galen Clinic ([thegalenclinic.com](https://thegalenclinic.com)).

## Hair

- Nicola Clarke at Nicola Clarke — best for blondes. Does all the Kates — Moss, Winslet and Blanchett. Or Joel Goncalves for brunettes. Does Queen Rania of Jordan ([nicolaclarke.com](https://nicolaclarke.com)).



Spa and wellness pool at the Peninsula London

### **Gym**

- KX — gym and private members' club in Chelsea ([kxlife.co.uk](http://kxlife.co.uk)).
- The Fitness Centre at the Peninsula, Grosvenor Place ([peninsula.com](http://peninsula.com)).

### **Cosmetic surgeons**

- Dr Olivier Henry de Frahan ([docteurolivierdefrahan.com](http://docteurolivierdefrahan.com)).
- Mr William van Niekerk ([cadoganclinic.com](http://cadoganclinic.com)).