

LUXURY

THE NEW TIMES

26.11.14

COME ON IN,
IT'S COLD
OUTSIDE



THE CHRISTMAS ISSUE
STARRING MARK RONSON
BIP LING
BEN GOLDSMITH
KAYA SCODELARIO
HESTON BLUMENTHAL
LADY MARY DONS A TIARA
 THE RISE AND RISE OF DOWNTOWN'S MICHELLE DOCKERY
PLUS SARAH FLOWER KNOWS HOW TO SPEND IT



POSH VIBE COOL

Which club are you?

ONE IS AWASH WITH OLD MONEY, THE OTHER IS PULLING IN THE HIPPEST CROWD IN TOWN: TWO HOT NEW CLUBS, ONLY 100 YARDS APART, HAVE LONDON'S GLITZIEST TRIBES IN THEIR SIGHTS
 REPORT by Caven **PORTRAIT** by Mitson Scott

Two households, both alike in dignity: In fair Mayfair, where we lay our scene... Shakespeare would have had a field day. They are within 100 yards of each other, their members include London's tightest elite, they each cost north of £1,000 to join and, by February, they will be vying for the crown as the capital's most exclusive club. Forget Soho House and Annabel's, there are two new kids on the most expensive block in town, and the question on the lips of the jet set is not whether to join, but which? It's a dilemma that boils down to a simple question: are you cool or old school? Do you fancy yourself hanging out with Gwyneth, dancing to Mark Ronson and drinking cocktails with Stella, or would you prefer to sup with Gemma, play poker with Ben, and boop with Iggy Marina (Montgomery)? Ben Goldsmith has invested from the Goldsmith family trust in the latter: his half-brother Robin Birley's new club, 5 Hertford Street. "Ours is going to be a young set," he says. "Gemma, Zac, and I are in our thirties, Robin's only in his fifties, and the best parties are actually a mix of ages."

The Birley name pretty much owned Mayfair's clubland through the Sixties up until the death of Sir Mark, Robin's father, in 2007. It was Robin who reintroduced Annabel's and now he is making a club that will be "all him", says Goldsmith.

The venue is a tranche of 18th-century Shepherd Market. "It's kind of Hogarthian," Goldsmith says, "with café tables on the pavement and super-sexy vaulted basement for dancing," plus a restaurant. Rifat Ozbek has done the interiors, but the style is quite English, and "Zac and I will run our high-end betting venue, Fitzdare, and there'll be a poker night."

Membership costs anything from £1,000 to £10,000 and is fast selling out. Members will be distinctly "society" — including James Tollenmacher,

Ben Elliot and Jordana Reuben, daughter of David Reuben, the aluminium and property magnate. As Goldsmith puts it: "Just imagine if the biggest names in Silicon Valley had chosen your club to be theirs too; they're those kind of people."

But as the old school push settles upon Shepherd Market, just a few streets away an altogether cooler scene has already kicked off. The Dover Street Arts Club, founded by Charles Dickens and Anthony Truolpe in 1863, was on its knees until Arjun and Jai Wasey, the restaurateurs behind Roka and Zuma, and property developer Gary Landsberg invested their millions four years ago. Last month, it opened to much fanfare, with Gwyneth Paltrow, who oversaw the renovation, serenading the Duke of Edinburgh on the night. After Gwyneth, the others followed. In place of old money, you will be more likely to find fashionistas, musicians and artists, including Stella McCartney and Tracy Emin (membership also starts at £1,000 a year). One of the main differences between the Arts Club and 5, Hertford Street is — you guessed it — the art. "We needed to keep the club artistic," says Sir Peter Blake, the club's President, who is keen to maintain links to the former Royal Academicians. "There's a bonhomie I want to keep going, like in a proper gentleman's club — well, one with a nightclub that I like a lot."

It's this mixture of old and new that attracts the creative set, according to the club's curator, Amelie von Weizel. "It's a place where ideas are exchanged. We wanted something different, a place where hedge fund guys and important artists sit side by side."

The art is certainly impressive, with a permanent collection of museum-quality work from John Baldessari to George Condo, handpainted wallpaper in the loos, and cashmere walls. In the basement is a nightclub, Club Nouveau, whose house band is Amy Winehouse's backing group, the Knights Before, with Mark Ronson, no less, as director of music. So, pool or cool? The choice is yours. Although if you haven't already decided, you are probably neither. **EX**



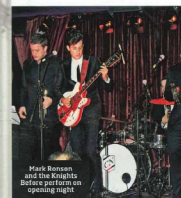
THE BIRLEY SET

JUST IMAGINE IF THE BIGGEST NAMES IN SILICON VALLEY HAD CHOSEN A CLUB: THEY'RE THOSE KIND OF PEOPLE

BEN GOLDSMITH



Sir Peter Blake and Amelie von Weizel, host for Luxe at The Dover Street Arts Club



THE ARTS SET

THERE'S A BONHOMIE I WANT TO KEEP, LIKE IN A PROPER GENTLEMAN'S CLUB — WELL, ONE WITH A NIGHTCLUB

SIR PETER BLAKE



The Duke of Edinburgh charms Catherine and Gwyneth on the opening night



Interior designer David (flourish), and Gwyneth Paltrow and Amy Winehouse's backing group the Knights Before



The Duke of Edinburgh Arts Club



Thandie Newton

Zaha Hadid

Charlotte Deakin

COURTESY OF LUXE MAGAZINE; REPORT BY MITSON SCOTT; PORTRAIT BY CAVEN