

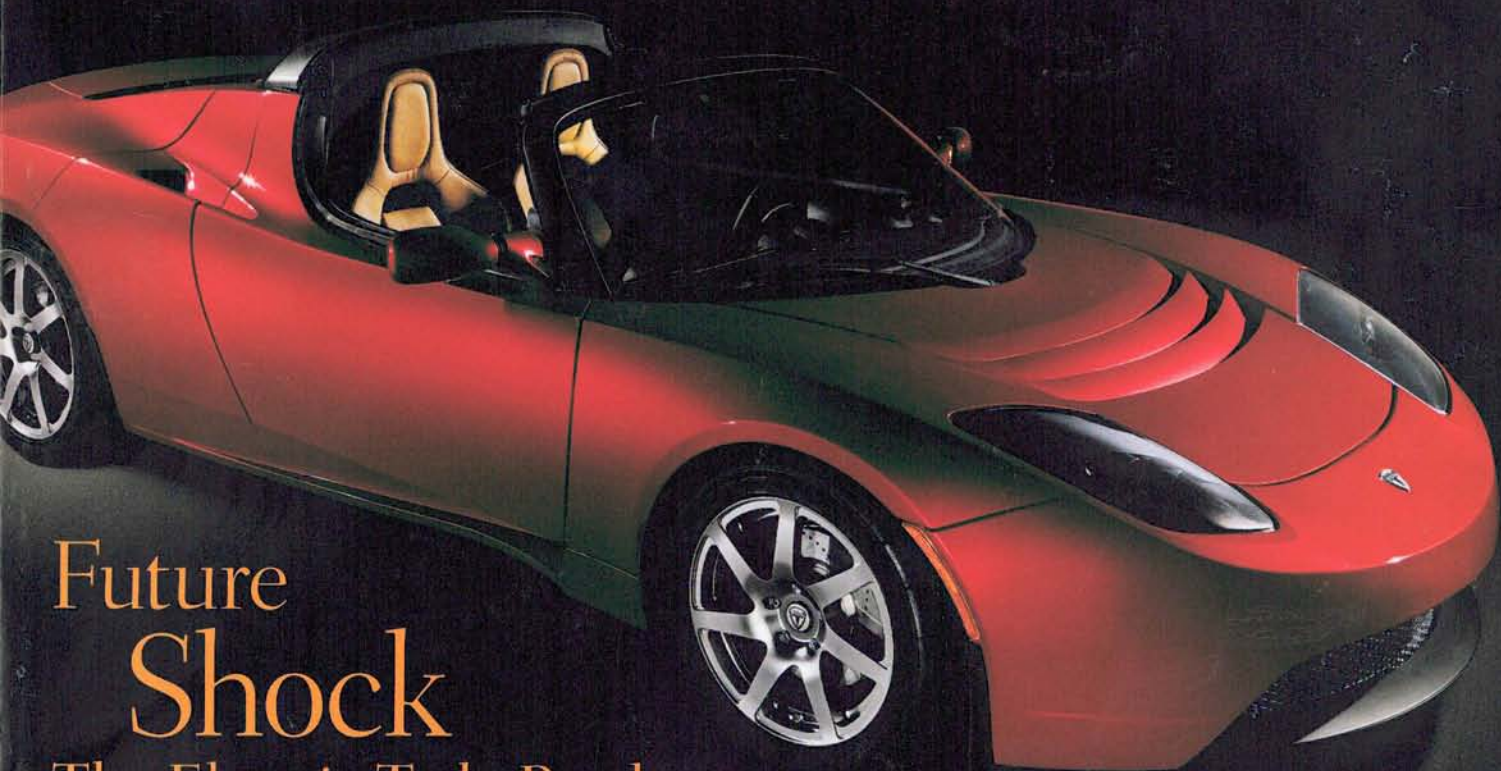
WATCHES » THE NEW FACE OF JAEGER-LECOULTRE

Robb Report

FOR THE LUXURY LIFESTYLE™

The Best of 2007

AN EXCLUSIVE PREVIEW



Future Shock

The Electric Tesla Roadster

OCTOBER 2006



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PRIVATE | PREVIEW | 2007

The most-anticipated luxuries for the coming year—and beyond.

THE JAGUAR XKR and Audi R8, two impressive upcoming autos, will be among the overwhelming majority of new cars that run on gasoline. Meanwhile, Tesla Motors expects to build 1,000 of its battery-powered Roadsters annually, beginning as early as next year. Also in 2007, Embraer will start building its new ultralarge, ultralong-range business jet, the Lineage 1000, which will rival the vaunted Boeing Business Jet. Yet at the same time, two other companies—Supersonic Aerospace International and Aerion—continue to develop supersonic business jets, while three others are working on personal air vehicles, otherwise known as flying cars, that could revolutionize private flight.

If you think the future has arrived, our Private Preview, which includes all of the aforementioned autos and aircraft, may convince you that it is forever en route. However, if history is any indication, at least one of our featured items could be as relevant four decades from now as it will be next year. When Cunard launches *Queen Victoria* next December, it will join a fleet that includes *Queen Elizabeth II*, a vessel that was launched 40 years ago and no doubt would have been featured in *Robb Report's* Private Preview 1967, if there had been one.

On the other hand, 40 years from now, the Tesla Roadster, or even the flying cars, may be viewed in the same light as the horse and buggy is today.

These and dozens of other items that promise to be the most exciting offerings for 2007 can be found on the following pages. As for their places in history, those will be determined by the future. ➤



Capella Hotels & Resorts

The stars are in alignment for this new luxury chain from an industry legend.

BY MIKE NOLAN

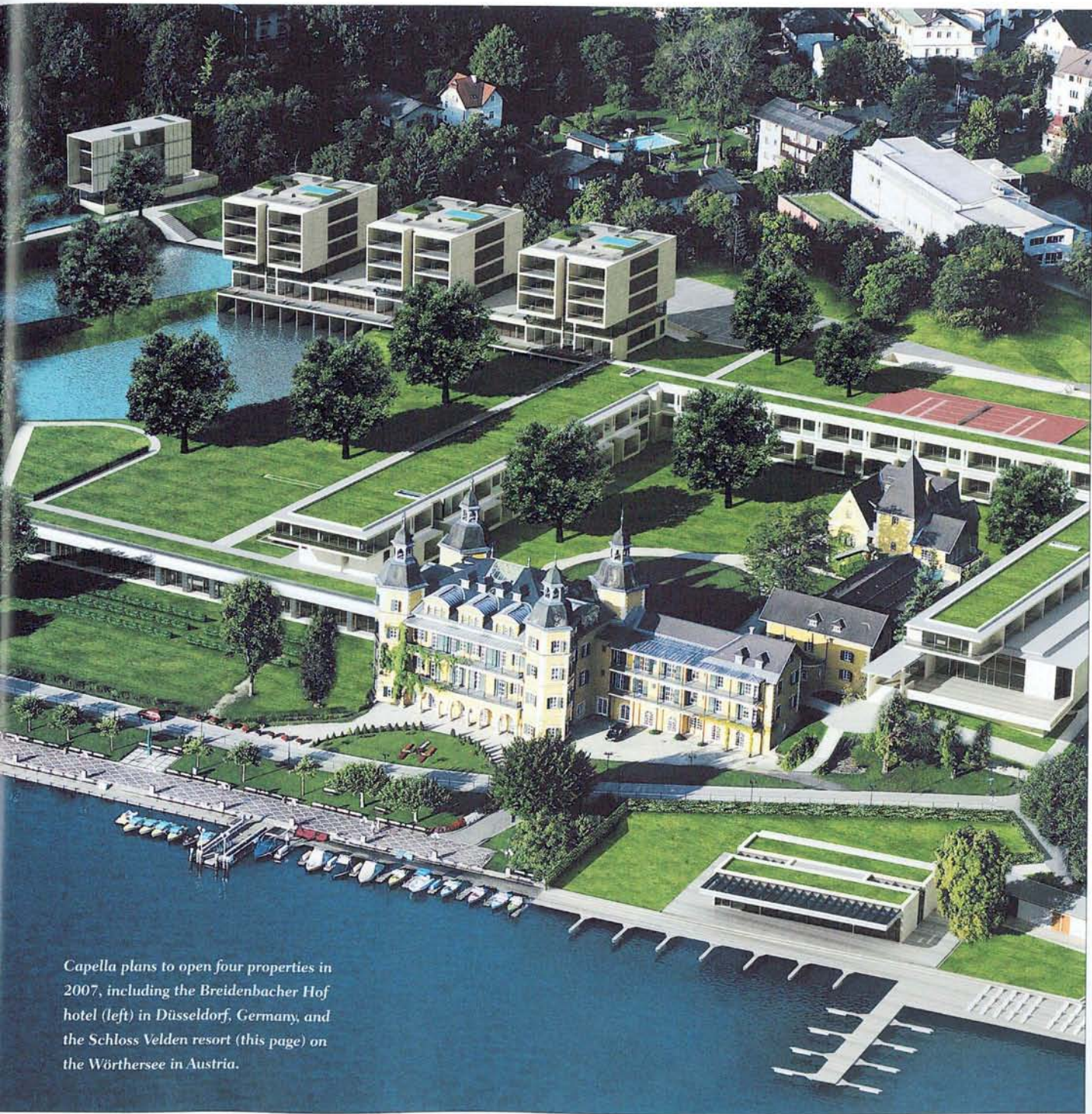
HORST SCHULZE'S career, which he began as a bellboy in his native Germany at the age of 14, could have culminated triumphantly when he reinvented Ritz-Carlton Hotels while serving as president, COO, and, ultimately, vice chairman of the company from 1988 through 2002. But Schulze, now 66, could not bring himself to retire. "Some people like to play golf," he says. "I like to play hotels."

Next year, the veteran hotelier will introduce a new hospitality brand that he believes will mark a revolution in the industry. "We aren't interested in meeting market expectations, and we aren't geared to any market," Schulze says of his Atlanta-based Capella Hotels & Resorts, which will develop, aid in the design of, and manage properties for owners. "We simply want to meet the customer's expectations."

Based on Schulze's track record, expectations should be high for the first properties in the Capella chain. The company plans to open four hotels and resorts in 2007, with another resort to follow in spring 2008 (see "Rising Stars," page 122). Several additional projects are in the works in Asia, Europe, and North America, but the world's first look at Capella will



"Once a five-star hotel starts booking large meetings, it no longer deserves the high rating." —HORST SCHULZE, CEO, CAPELLA HOTELS & RESORTS



Capella plans to open four properties in 2007, including the Breidenbacher Hof hotel (left) in Düsseldorf, Germany, and the Schloss Velden resort (this page) on the Würthersee in Austria.



A rendering of Schloss Velden's lobby

be in County Cork, Ireland, where Capella Castlemartyr will open in spring 2007.

Castlemartyr (the exact meaning of the name is lost to history, but the Gaelic word *martra*, which the English anglicized as *martyr*, loosely translates to "of the march") is a charming village a few miles from some of Ireland's most spectacular coastline. In the shadow of the town's ivy-covered, 12th-century castle sits an 18th-century manor house that was occupied, until recently, by a Carmelite school. The estate's grounds feature a large lake, two canals, open fields, and extensive stands of ancient trees.

On this idyllic site, Capella is constructing a links-style golf course and 42 homes that will be set within a walled garden and sold as private retreats. The 106-room hotel will occupy the restored manor house, which includes two expansive wings connected by a portico. Schulze says the building could contain many more rooms, but he plans to keep all of his Capella properties at a manageable size. "Sixty to 100 is the optimum number," he

RISING STARS

CAPELLA CASTLEMARTYR is the first of five properties that Capella Hotels & Resorts plans to open in the next 18 months. The remaining four—Schloss Velden, Dunboy Castle, Breidenbacher Hof, and Capella Pedregal de Cabo San Lucas—will be followed by additional projects in Asia, Europe, and North America.



Capella Pedregal de
Cabo San Lucas

Schloss Velden: This property on the shores of the Wörthersee in Velden, Austria, operated as a hotel for a century prior to becoming a private residence in 1989. After being converted back to a hotel, the lakeside chalet will open in spring 2007 with 30 rooms and suites plus another 70 accommodations in a modern addition. Velden, a year-round destination, is known as the Monte Carlo of Austria.

Dunboy Castle: Capella's second property in Ireland will open in fall 2007 on the rugged Beara Peninsula in County Kerry. Set in a former castle, the 82-suite resort

will feature an intimate spa and a cigar terrace. Guests interested in Irish history will be able to learn about the Siege of Dunboy, during which the castle's garrison of 143 Irishmen held out for two weeks in 1602 against an English army of 2,000. The 53 survivors were hanged in the town square, where Dunboy guests may choose to drink a toast to the soldiers' bravery in one of several pubs.

Breidenbacher Hof: Located on the Königsallee, Düsseldorf's famed boulevard near the Rhine, the Breidenbacher was a hotel for more than 175 years

before it closed in 1999. Capella plans to reopen the nine-story structure in late 2007 as a 100-room hotel with serviced residential apartments.

Capella Pedregal de Cabo San Lucas: Scheduled to open in spring 2008, this 66-room resort will occupy 24 acres near Land's End, the rock formation that marks the intersection of the Pacific Ocean and the Sea of Cortés in Cabo San Lucas, Mexico. Although close to town, the resort should remain secluded because it is accessible only through a 330-yard-long tunnel carved through a mountain. —M.N.



Capella Castlemartyr

states. "Guests want activity around them, to feel part of life and the world. But they also want to feel at home."

Furthermore, claims Schulze, large properties cannot deliver the personalized service that he plans to establish as the hallmark of the Capella brand. "Once a five-star hotel starts booking large meetings, it no longer deserves the high rating," he says. "They simply cannot do it and still provide the necessary service."

Schulze's focus on service is reflected in his company's name. Capella, a point on the charioteer's shoulder in the constellation Auriga, actually is a binary system, with two stars revolving around each other. The hotel chain's double-

star logo represents what Schulze sees as an intimate relationship between staff and guest. "We want to awaken the feeling of being in your mother's house," he says, "where you were taken care of as a matter of course."

Capella Hotels & Resorts, 404.649.7030, www.capellahotels.com

APPROACHING RETREATS

THE FIVE PROPERTIES from Capella are among several promising new hotels and resorts that will open in the next two years. Highlights range from Ritz-Carlton's first hotel in Russia to an environmentally sustainable hideaway on Marlon Brando's former atoll in Polynesia.

Mayakoba: This new megaresort along Mexico's Riviera Maya, 40 minutes south of Cancún, will include five luxury hotels: the Fairmont (opened this year); La Casa Que Canta, Banyan Tree, and Laguna Kai (2007); and the Viceroy (2008). All of the properties will be linked by a system of lagoons navigable by complimentary *lan-chas* (covered boats). www.mayakoba.com

Verdura Golf & Spa Resort: British hotelier Sir Rocco Forte's first resort will open in 2007 on the coast of Sicily. The \$165 million development will include a 200-room hotel, a private beach, and two Kyle Phillips-designed golf courses. www.roccofoorthotels.com

The Ritz-Carlton, Moscow: Overlooking Moscow's Red Square, the Ritz-Carlton will feature the largest guest rooms and the first full-service hotel spa in the city. Interiors will be based on turn-of-the-19th-century

Imperial Russia designs, and Michelin-three-star German chef Heinz Winkler will helm the hotel's Jeroboam restaurant. www.ritzcarlton.com

The Brando: Following Marlon Brando's death in July 2004, hotelier Richard Bailey acquired 60-year leasing rights to Tetiaroa, the actor's private Polynesian atoll 26 miles north of Tahiti. Bailey, who owns four InterContinental resorts in Polynesia, is developing one of Tetiaroa's 13 *motu* (islets) into an eco-friendly, 30-villa resort scheduled to open in 2008. The retreat will use desalinization technology to provide drinking water, solar panels for energy, and a micro treatment plant to process waste. www.thebrandoecohotel.com

Mandarin Oriental, Barcelona: Located along the Paseo de Gracia, this renovated mid-20th-century structure will house 92 guest rooms, 52 suites, a spa, and a

rooftop pool with views of Barcelona's skyline. www.mandarinoriental.com

Solage Calistoga: Mark Harmon, CEO of Auberge Resorts, will unveil his new Solage Hotels & Resorts boutique brand with the opening of this Napa Valley property in May 2007. The 89-room resort, which will feature a more contemporary design style than Auberge's properties, will include bocce courts, fire pits, a 130-foot pool, and a spa in which guests can be painted with volcanic mud. www.solagehotels.com

St. Regis Resort & Residences, Bali: The St. Regis will be the latest luxury resort along the white-sand beaches of Nusa Dua on Bali's southeastern coast. Guests will stay in one of 74 suites or 29 stand-alone villas and will have access to an outdoor swimming pool, a spa, and four restaurants. www.stregis.com

—JENNIFER HALL