

In pursuit of the ultimate in decadence, CITY asked 45 people from the worlds of fashion, design, and art, what luxury is to them. Answers were as simple as spending time with friends or as outrageous as chartering a private plane. One theme did carry through; luxury is a personal pursuit, finding a way to make the unattainable a reality.

luxury is



**Entry:** luxury

**Function:** noun

**Definition:** indulgence

**Synonyms:** affluence, bliss, comfort, delight, enjoyment, exorbitance, extra, extravagance, frill, gratification, hedonism, high-living, immoderation, intemperance, leisure, luxuriousness, nonessential, opulence, rarity, richness, satisfaction, splendor, sumptuousness, treat, well-being

**Concept:** superiority

"Luxury is being able to do nothing for an extended amount of time, like sleeping or watching TV or making love. Yes, especially that for an extended amount of time." –Patrick McMullan, photographer "Luxury is having enough flowers in your own garden to make a huge, luscious bouquet ... and then another ... and another." –David Stark, author "Luxury is having your feet massaged after you take your Manolos off at the end of a long night of dancing" –Cayli Cavaco, editor, *Teen Vogue* "Luxury is the creation of a personal relationship with something that exudes quality, exclusivity, and uniqueness beyond expectation." –John Varvatos, designer "Luxury is having your own washer and dryer in your apartment" –Martyn Thompson, photographer "Luxury is being able to spend time with my daughter" –Frederique van der Wal "Luxury is essential." –Karolina Kurkova, model "Luxury is underrated." –Aby Rosen, developer "Luxury is a car and driver on a rainy day." –Desire Gruber, *Full Picture* "Luxury is certainly different for many of us. It can be anything from a product to an experience, even an emotion or feeling. But what it seems to be most often is a very special balance between style and substance." –Darius Bikoff, *Energy Brands Water* "Luxury is quality." –Marc Newson, designer "Luxury is having your email crash, the electricity go down, and the phone lines go dead." –Laura Begley, *Travel and Leisure Magazine* "Luxury is a round of golf with very good friends." –Kyle MacLachlan, actor "Luxury is edited perfection" –Martha Stewart, media mogul "Luxury is expensive" –Alberto Mugrabi, art dealer "Luxury raises the fulfillment of your senses to a level beyond the functional, challenges your ordinary aesthetic and touches

on some innate fantasy. With that in mind, my ultimate luxury is the one that deals with all the senses, you can never improve upon, is the most desired, and the most exclusive in its limited quantity and can never be remade, imitated, or replaced. That is of course, time." –Matt Lester, ad guru, *McCann-Ericson* "Luxury is a private plane." –Peter Bordes, CEO and chairman, *Empire Media* "Luxury is no longer about excess, its about access." –Harvey Spevak, CEO, *Equinox Fitness Clubs* "Luxury is a homemade dinner made for family and friends and people you love." –Katie Brown, TV host "Luxury is the number one most abused word in the real estate market, but it's also my slang word for saying, 'It don't get much better than this.'" –Michael Neumann, marketing entrepreneur "Luxury is more than you need and less than you want." –Alan Katz, publisher, *Cargo Magazine* "Luxury is, by definition, overpriced." –Nick Denton, publisher, *Gawker.com* "Luxury is peace of mind." –Kim Miles, AFG management "Luxury is handmade chocolate truffles" –Gregg Buchbinder, *Emeco* "Luxury is never having to pay the bill." –Jauretsi Saizarbitoria, entertainment editor, *Jane magazine*. "Luxury is having the time to enjoy the company of those closest to you." –Geoffrey Cooke, *Base Design* "Luxury is a pyre of your ex-lover's cashmere sweaters." –Choire Sicha, editor *Gawker.com* "Luxury means nonessential, indulgence, and splendor" –Stephen Dweck, *Jewelry Designer* "Luxury is being one block away from a Canteen Steak Sandwich" –Josh Taekman, *Buzztone Marketing* "Luxury is an uninterrupted movie." –Nicki Lorenzo, VP, *Ervin Geoffrey* "Luxury is to be able to work with the most talented people in every field in the world." –Susan Magrino, public relations and marketing executive "Luxury is a state of mind." –Ina Treciokas, *ID Public Relations* "Luxury is dinner in my bed with my beautiful wife with all the phones turned off." –Alasdair Willis, magazine publisher "Luxury is being surrounded by beauty, comfort, and opulence. More than anything else though, today, luxury is having the time to seek it, and time in which to enjoy it." –Nancy Knox, *Issey Miyake* "Luxury is finding art in an otherwise ordinary thing." –Aiko Ishikawa, writer "Luxury is converting all of your wishes into realities." –Colm Hannon, general manager of *Sandy Lane Hotel and Golf Club, Barbados* "Luxury is a long, hot shower on a cold morning." –Adam Lippes, designer "Luxury is something that human beings can do for each other. Luxury takes you somewhere over the rainbow to a place where your dreams are coming true and where entropy is being defied. Energy isn't dispersing. On the contrary, luxury puts you in a special place where you can feel the acceleration of energy and the realization of someone's goal to send you somewhere rather than nowhere." –Barry Wine, consultant "Luxury is to paint or wallpaper your walls every five years, a Vespa ET4, and loads of fresh water." –Ariel Childs, former creative director, *Wallpaper* "Luxury is time for yourself." –Massimo Vignelli, designer "Luxury is being surrounded by beautiful things, the most precious of which cannot be bought." –Celia Chen, *Plug* "Luxury is towing 'the ultimate space pod,' an Airstream International CCD Trailer, out to the American desert behind a 1959 Ford Skyliner with the The Complete Stax-Volt Singles 1959-1968 on my sound system and two million bucks in my bank account." –Lyn Altemus, web designer "Luxury is being able to do anything you want." –David Anton, *Anton Partners*.

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