

MONOCLE

1 Agenda

- Iberia's fashion runway
- Bossing the Bosphorus
- The small cities hosting big
- Scotland's softest sell: goats

2 Global views

- How to fill empty Europe
- On Brazil's election trail
- Why a jacket's cut matters
- PLUS: 50-page style special

3 Inventory

- Chow with the Alsations
- Life on the Joo Chiat Road
- Vienna's best new digs
- Tech to improve your life

Why it's time to make an effort again

INSIDE: *The people, places and businesses intent on making things better*

TRAVEL

Wiser

What to see:

We pitch up in the Deep South for tips on staying dapper and seek inspiration from Portland to Pristina.



DRESS

Sharper

What to wear:

Our bumper Style Directory has looks to liven up any wardrobe and brands to know. Plus: big-player interviews.

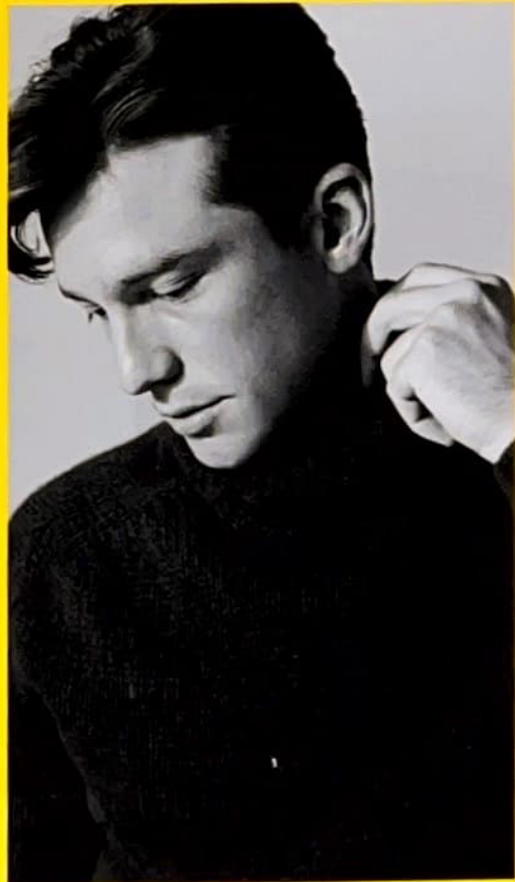


STUDY

Smarter

What to learn:

A special report on why and where to try new skills, whatever your age. Here's to staying curious.



Take a look, it's worth the effort.



UK £7
USD \$14
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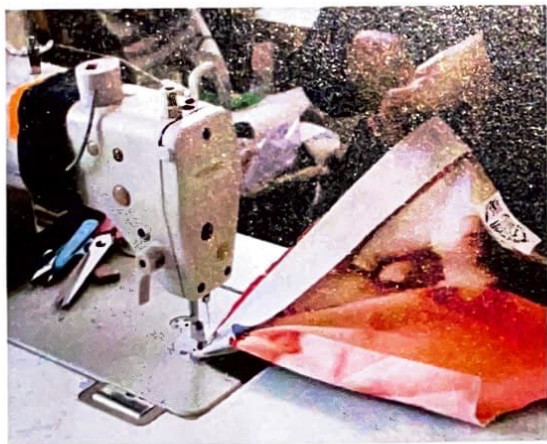
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OUTDOOR GEAR — SOUTH AFRICA

Full sail

South African brand Sealand intercepts flotsam and jetsam before it hits landfill, transforming them into apparel and accessories for those who spend their days on the water. Co-founder Jasper Eales lives just down the coast from Table Mountain: “I grew up a stone’s throw from the best beach. I was a junior lifeguard at eight, and it taught me respect for the ocean.” Sealand uses items that have been “B-Graded” – primarily unwanted sails – that are no longer fit for their intended purpose.

At the brand’s bright Cape Town factory in the Hout Bay neighbourhood, staff strip the mesh that sits underneath old fabric advertising banners to use as lining



for bags – duffel bags sell for about €235. Others measure yacht sails for backpacks. Eales comes from an industrial-design background and personally tests every product, using it outdoors in Cape Town. “The brand is an extension of my lifestyle and what I aspire to,” he says.

The company is sailing away from its wholesaling roots to its own bricks-and-mortar shops. The two partners agree that if Sealand is to remain authentic, its growth will need to be steady and sustainable. “Expansion is on the horizon, but we are doing things sensibly,” says Eales. In a country with high unemployment, Sealand has attracted workers with wages above the South African minimum. And by reusing textiles, the company is converting sails to sales. — SBL
sealandgear.co.za

HOTELS — GLOBAL

Q&A

Anthony Capuano
CEO of Marriott International

MONOCLE checks in at the new and understated Westin hotel in London to talk about the power of good hospitality and making an effort with Anthony Capuano, CEO of Marriott International – the world’s largest hotel chain. — DHO

How strongly did you feel the initial effect of the pandemic?

No one ever showed us a model that says what happens if business drops 90 per cent overnight. For the first time in my 27-year history with the company we were viewing circumstances through the lens of survival. We had to raise billions of dollars of liquidity.

And how’s the recovery?

The speed with which demand has come back is stunning. It’s been leisure-led but both business travel and group travel are recovering steadily.

What about hiring?

We are probably casting a wider net than prior to the pandemic, meaning we’re finding some enthusiastic new associates who have little or no hospitality experience. Thankfully, we’ve got the training platforms. But it is a steeper challenge than hiring someone who’s worked in hospitality for a decade.

Which projects are you most excited about?

That’s a little like asking which of my children is my favourite. We’ve just opened a W in Rome and we just signed a Bulgari there too. One of our partners managed to open a Moxy right on Broadway. I’m quite excited about the brand. For next-generation travellers, Moxy seems to have a design aesthetic that appeals.

HOUSING — CANADA

Modern love

There are many factors to consider when buying a house but architectural value is becoming a fixture on that list. “People tell us, ‘Our dream is to get a West Coast modern house’,” says Trent Rodney, co-founder of an estate agency in Vancouver that’s named after the mid-century style and which deals in architect-designed houses. Since launching in 2017, Rodney’s agency has sold Arthur Erickson’s famed 1968 Starship House (pictured), among others. It now sells an average of two properties a week. The recent success of brokers such as London’s The Modern House suggests a considerable appetite for homes eschewing passing architectural trends.

But Vancouverites didn’t always covet such homes. “When we started, other realtors made fun of us,” says Rodney. Not any more. — TLE
westcoastmodern.ca

