

# ASPICIO LUXURIA

[www.aspicioluxuria.nl](http://www.aspicioluxuria.nl)

**Home sweet home**

*Lifestylehouse*

The biggest jewel heists in history

**Cat and Mouse**

The purest form of Vodka

**Perfection**



Where to find!

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Foreword

# Summeredition

The holidays are over and the whole crew is back in the office to work on the newest edition of our fabulous digital magazine. For me this holiday season last only for a week but nevertheless I enjoyed my time off with my family in lovely Berlin. Reason for my short holiday was that I had to do some editorial work for the stories I have wrote. In my search for these stories I walked against the most amazing chats and gadgets.

At the airport in Zagreb I did get to hear about a gang of thieves who has stolen the most expensive jewels to get on this earth. And back on Dutch soil I was invited at the Good Cause Rally who benefits this to all children who suffer with serious illness. This event stole my hart in a special way.

My dear colleague Maarten Jan dived in the world of Vodka and after that he talked to the businessman behind the fashion label 3V underwear.

Our most important colleague Marleen was 3 weeks off with her family but was right on time back to design this magazine otherwise we wouldn't be reading this.

I also had a meeting together with our other colleague Percy with an absolutely "hands-on" man who is just about to realizing his amazing project.....So, a magazine full of nice stories, exiting stories and a lot of gadgets. Leaves me to say, a glass of good wine, feets up and enjoy.....



  
Ser Mooij



The dream house of Erik Vasbinder

# Home sweet home

*Home sweet home*

The road from Enschede to Alkmaar is quite a ride. In the Netherlands it's goes from one extreme to the other. While driving on the A1 I discuss with my colleague how to give shape to the interview. Two and a half hours later we finally arrive at our destination. Once we've parked the car we walk towards the huge office building of URA, where owner Erik Vasbinder welcomes us. He shakes our hands and says, "walk along with me." In front of the property there lies a considerable sloop in the water, "this is for the tenants in our building". It is clear that Erik does not fill the typical image of a real estate developer. We take a seat on the boat and Erik pours us a glass of rosé. He emerges from his cooler with tasty snacks and the tone is set.



We want to talk about his latest business LSH, short for Life-Style House. While cruising it is clear to me that Erik enjoys Alkmaar, Erik was born and raised here. As the youngest in a family of five, it was just as for the rest of the family members hard work and he soon learned that life does not come easily. His father had two jobs to earn enough to support his family while his mother ensured that the five children grew up with the right values.

At the age of fifteen after reading an ad, Erik wanted at all costs to go to America as an Exchange Student, after much nagging and discussion his parents agreed to let him go school there. His foster father sold cars and every week after school and on the weekends Erik went with him. He soon learned about all about the American way of life, and that you had to be better than the competition and that you had to work hard for it. Make sure you're resourceful, inventive and always one-step ahead of everyone.

"You have to have a vision and it is  
important to show innovation"



# **Concrete, Steel and Glass** *Steel and Glass*

Despite the original plan to stay a year, he remained there on and off for a total of four years. Meanwhile Erik also made sure that he got his intermediate diploma, after he finally had to return to the Netherlands he to his first job through a friend and started as a steel bender. The basis of everything.

With 16 years of expertise as an all round builder and his entrepreneurship in the parent company URA he eventually started in 2011 LSH in Spain. This new venture was founded together with his partner Renald Moens. With as base a showpiece of a magnificent glass office on the North Holland Canal in Alkmaar. Multiple companies are accommodated here and business is good. Even this time of crisis is no obstacle for Erik to continue. However, he admits that it is harder work for less money, but to choose to be more prudent would mean the end of the entrepreneurship. "You have to have a vision and it is important to show innovation".

And Erik definitely possesses an eye for innovation. A few years back Erik was at a trade show and saw the glass house in Switzerland. He found it wonderful to have a house without any

impediments and good lines of sight. Then he got the idea to start designing villas himself. But then a villa you buy because of the lifestyle that you experience. While designing three basic elements stayed in his head, namely concrete, steel and glass. During a holiday with his wife and son he started to draw in the sand on the beach, soon these lines formed the model of his unique villa. Later, on a trip to the Volvo Ocean Race he sat on the terrace with Renald during a huge thunderstorm, but they didn't get wet. They sat under a floating canopy without any obstacles and thus his ideas increasingly took shape.

He knew then how his villa's design could perform. Literally he said "you take a glass house and a few lines in the sand and put an awning against it". Once home he began to sketch and the lines that emerged had a form that amazed his friends and foreign realtors.





## **Breath taking views**

# *Breath taking views*

Within his company he first drew and constructed everything and thereafter decided to build the first villa in Spain. Once started with the realization of the specifications and building plans for the benefit of the construction permit, in Spain, he discovered that this would not go without a fight, and it took at least seven months before construction was finished for the floating terraces of this unique villa with steel columns before planning permission could be requested within the standards of Spanish law. The building permit has been granted and is applicable throughout Spain.

Building work has now started on this unique luxury villa, which is called Villa Canberra. This is close by Marbella and Erik commutes regularly between Spain and the Netherlands to ensure that everything goes according to plan. On the website [www.lifestylehouse.eu](http://www.lifestylehouse.eu) future architectural masterpieces can be found.



Villa Canberra

These turnkey projects are a striking blend of high quality materials and glass in beautiful surroundings. The environment is extremely important to show the villa at its best. Erik seeks, together with the client, for the locations where he can realize his villas. Preferably of course in the most beautiful places of Southern Europe, but now there is demand across Europe and beyond. The construction site close to Marbella has a breath taking panoramic view of the landscape and the horizon on the sea. This is intensely enjoyable from your living room.



Villa Canberra Terras

Villa Canberra, as this villa is called, has a living area of 420m<sup>2</sup> and in order to experience the ultimate of lifestyle, space and views villa Canberra offers floating terraces. Despite the fact that this villa with its materialisation integrates naturally into its surroundings, it is essentially different from the local architecture if not construction throughout Southern Europe. Characterized by its specific rectangular shapes and story high façade openings. The living space on the ground floor is designed as an open space, with accents that make you feel protected. In addition the wide openings between the areas generate spectacular views from all angles in the house of the surroundings. The Creation of a beautiful LifeStyle.

The ground and first floor show the difference in use of the villa during the winter and summer: The ground floor is open and the large living room and spacious terrace are separated by large sliding doors. This ensures separation of heated and unheated spaces without having to sacrifice the view.

Both floors are faced to the sun and are connected on both levels with a spacious terrace, where life takes place in the summer. Low, wide glass partitions mark the terrace on the first and second floor and act as balustrades. The balustrades provide views to the typical, panoramic surroundings, punctuated by bushes and trees that the mountainous landscape of Marbella divide and characterize.

## **The future of luxury living by lifestylehouse.eu**

The interior can obviously be filled completely to your liking but the basic features are of course present, such as a complete solar panel system, under floor heating and integrated air conditioning in the ceiling and also reflective glass and electric blinds.

For safety there is also a video intercom, electric gate, full alarm system, internet and if you wish a Domotica multimedia system. Everything is operated from a central control unit. Each villa is naturally equipped with a beautiful swimming pool directed towards the breath taking views of the countryside and sea. The company LSH which Erik and Reneld

are owners of have of course several on going projects, but this has to be the showpiece of LSH. Hence the personal involvement in this project is exceptionally high. All in all, it has become clear to me that a top football player and a top entrepreneur have one thing in common. That is not only think, but also "do". We have come to know Erik as common man with common sense and a lot of guts.

If you want to see more of the special projects of LSH, take a look at his Facebook page: [www.facebook.com/lifestylehouse.eu](http://www.facebook.com/lifestylehouse.eu) or the website: [www.lifestylehouse.eu](http://www.lifestylehouse.eu)

*By: Ser Mooij*







SCAPA



The Process, in order to achieve only one thing

# Absolute Perfection

*Absolute Perfection*

A unique concept that led to one of the most sold Vodka's: ABSOLUT Vodka. This year they introduced a new luxury vodka, ABSOLUT ELYX. We take a look at how, where and why.

To ensure a consistently high quality, ABSOLUT adopts the "One Source" principle, everything from one source. Every drop of ABSOLUT is produced in Åhus, the birthplace of Lars Olsson Smith. There in the south of

Sweden the best winter wheat is included and from their private source the purest water extracted.

When in 1879 Lars Olsson Smith brought a new kind of vodka called 'Absolute y Pure Vodka' onto the market, he had no idea that a century later his unique concept would become one of the best vodka's in the world. When he was 14 years old, he controlled a third of all Vodka sold in Sweden!





## Unusual Procedure

Lars Olsson Smith, whose portrait adorns every bottle of ABSOLUT Vodka, was a Swedish self-made liquor magnate from the nineteenth century. He introduced a revolutionary new distillation method, the rectification/continuous method, which is still used today in the production of ABSOLUT Vodka. The result was clear vodka of high quality without any dangerous or unsavoury by-products.

ABSOLUT Vodka is not one, two or three times distilled, but hundreds of times in a continuous distillation process that was developed in the 19th century. Through this process all impurities are removed and ABSOLUT Vodka is distilled to the point of perfection.

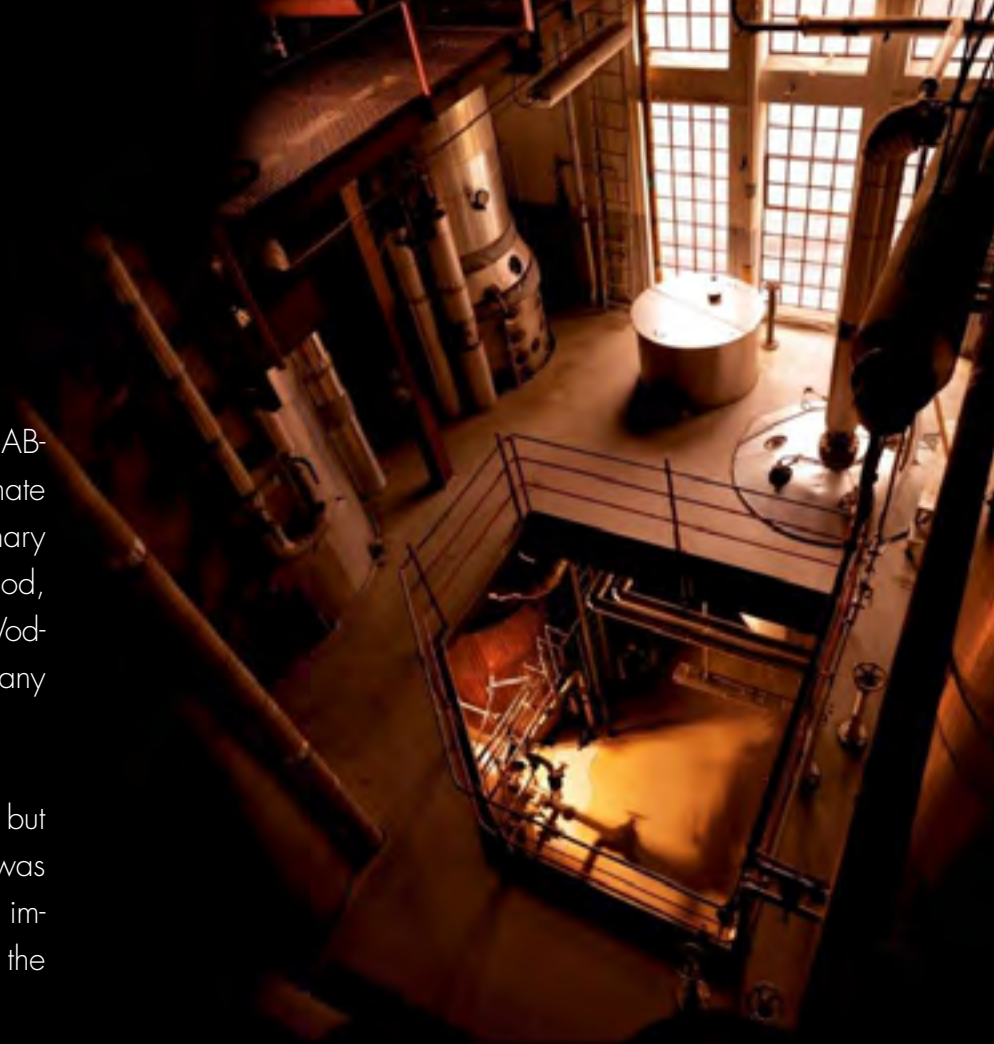
## Exclusive appearance

ABSOLUT Vodka is a high priced quality vodka and has an exclusive look. Given the target audience and the first magazine ads it was inevitable that there would be cooperation

with the art world. The first step in this direction was taken in 1985 when the New York pop artist Andy Warhol was commissioned to paint the ABSOLUT Vodka bottle. Today ABSOLUT works together with artists and designers in all the contemporary arts.

They saw early on that the design of the bottle was crucial for success. The final shape is almost entirely the result of the tenacity of one man, Gunnar Broman. He got the idea when he saw eighteenth century medicine bottles in the window of an antique shop in Stockholm. The bottles were elegant yet simple and typically Swedish. He also discovered that in the eighteenth and nineteenth centuries vodka was sold as medicine in bottles that looked not dissimilar.

Broman persisted for more than a year before the bottle was approved and the production problems were solved. The result was a bottle that is very different from the bottles of the competitors. The new version of an old medicine bottle was considered a masterpiece of glass design. The timeless shape, fine lines and exceptionally clear glass differentiate ABSOLUT Vodka from other major vodka brands.







## ■ The dawn of a new era

With this rich history ABSOLUT enters a new period. Under the supervision of its master distiller ABSOLUT has taken the time to create a new luxury vodka. And this is now ready. This exceptional vodka goes to the liquor store under the name ABSOLUT ELYX. Manufactured from the finest wheat from the Swedish estate Råbelöf and distilled in the classical way in an authentic copper boiler from 1921, the ABSOLUT ELYX can be described as exceptionally clean with a silky texture. It is the finest expression of ABSOLUT.

"In recent years we have seen a wave of super premium vodka's that are usually put down as an image" says Global Brand Director, Mathias Westphal. "ABSOLUT ELYX is different. It is a unique combination of traditional handcraft, copper distillation

and outstanding design. ABSOLUT ELYX is the result of manual processes, authentic craftsmanship and human oversight on every detail of the production. "Only a few people have the skills and knowledge to work with our old copper stills."

ABSOLUT ELYX is made in Åhus Sweden, from the best wheat from the estate of Castle Råbelöf and from the water of the pristine spring on which the distillery rests. From seed to bottle, everything is done within a radius of fifteen kilometres of the distiller in order to guarantee the quality in every detail. ABSOLUT ELYX is made for those who value integrity and can distinguish genuine quality. A perfect blend of style and substance, it is the finest expression of the expertise, creativity and passion that defines ABSOLUT.

*By: Maarten Jan Jordaan*



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# Porsche 911 Carrera 4S Facebook

Look at what Facebook is good for! They let loose a large team of Social Media specialists on the fan page of Porsche and the results are to be seen. Over 5 million likes is indeed a considerable number and it is still growing.

As a token of thanks they have at Porsche more than thought to bring out on the market a special edition. And naturally we find

that great. Porsche asked its Facebook fans for input to help develop a special edition. And this one off 911 may therefore be it. The result is an aqua or "Facebook" blue Porsche 911 with black and white racing stripes and a fixed rear spoiler.

By: Ser Mooij





## 050 Celebration

The car stands on beautiful white 20 inch rims, on the doors are the words "5m Porsche Fans". Inside the brushed aluminium doorsills are lighted with the text "911 Carrera 4S" with there under "Personally built by Porsche 5 Million Fans". If this is not a boost for the fans than I don't know what is.

This unique sports car is equipped with a 3.8 litre engine, which produces about 400 HP. This means that in 4.1 seconds the blue flashes by you at 100km/h. The top speed is around 300km/h. But you have 7 gears to get there. To do this in the most stable possible way the Porsche is equipped with the AWD Porsche Traction Management system (PTM). This not only provides a little extra safety in rain and snow but also in an even sportier driving style.

In the production of the vehicle a combination of aluminium and steel is used. Widely used and applied in the right places, this improves fuel consumption and the driving dynamics. This makes for a great weight to power ratio of 3.5 kilograms per hp.





## **Thank you**

Porsche claims that more than 54,000 Facebook fans were part of the design process and now that the car is ready the company launched a competition, which gave the chance for one lucky fan to race this beautifully crafted blue sports car at the Silverstone circuit in England.

This has been made known and it was a Facebook registered Porsche fan who had the largest number of Porsche fans in his friends list. The runners up after the winner to the tenth place have all been given a scale model of the Porsche 911 Carrera 4S "5M Porsche Fans"








**Ermenegildo Zegna**  
*Passion for Silk*





Fashion trend: Women want ...

# man cleavage

Smartly dressed, without a tie, is no longer an expression of preference for political colour, but trendy. The attention is focus on the shirt that can be worn in different ways, without standard sizes, but available in many varieties that offer the perfect fit and so by giving the man the opportunity to dress in perfect style.

The large established menswear brands last year presented their summer collection with a striking characteristic. Many with a Mediterranean orientated style, in particular that the shirt may be open at the top and in some cases almost to the navel. The message appears: Gentlemen, the upper buttons may be open! What we can read in further media coverage regarding trends in men's fashion for the coming years is that the ladies have been the drivers in this development.



## I Good care of the outward man

We wanted to investigate this controversial trend and went to take a look in Amsterdam Oud Zuid at some popular locations where Friday afternoon drinks take place, in a “scene” where many lovers of luxury lifestyle and female beauty like to move.

We observed that the Dutch man increasingly prefers a proper fitting brand name shirt, with now button lower open, though the more Mediterranean style is only adopted by a few. What the Dutch man cannot seem to leave behind is the T-shirt under a shirt, whereby the white board hampers the discrete view women.

Fortunately what the Dutch man has understood is that sunglasses in the hair on a typically Dutch cloudy summer afternoon is out. Gentlemen, this is just as out as the visible T-shirt edge. We can only hope that when a new round of Idols begins that even Henkjan Smits understands this.

3V underwear, a new Dutch name in men’s underwear, launched this summer a line of high quality deep V-neck T-shirts that will help Dutch men to adopt the fashion trend, and also to protect the jewels in his wardrobe against odours and perspiration stains. We met the entrepreneurs behind 3V Underwear and talked with Rik van Wijngaarden:

*Starting this adventure was a very simple underlying motivation, namely a personal loss, an argument that has brought many inventions and formulas international success. On the radio I listened to a message that said the international fashion world had announced that the fashion trend for men would be based on that women wanted to again see the man cleavage. Messages on the internet confirmed this and I immediately, as a Dutch “T-shirt under shirt wearing man” went shopping on the internet. I was surprised that there were only a few providers, namely leading brands, but at prices that rose far above top brand boxer shorts.*



## **I Functional and distinctive**

*With this I immediately went to work and found a partner, specializing in manufacturing and marketing in fashion and accessories, with which today 3V Underwear is active in the Dutch market, with an aim to conquer the European market.*

*Our product has to be functional, special and distinctive, high quality, extremely comfortable to wear, but also for selling purposes adapted to the male shopping behaviour: Preferably not in stores, no fitting necessary and even easier to re-order.*

*We succeeded herein by launching a line of T-shirt underwear with three different V-neck depths based on the desired number of open buttons, an "ultra comfort fit" as we call it, of a soft and comfortable to the touch bamboo textile, extra long so as not to crawl out of you trousers and tight against the body due to the use of 5% spandex. Further we will only be selling online with great attention to the ease of creating a customer account and repeat orders. We also ask our clients what high quality product they next expect from us. This may sound arrogant, but we are confident of our product.*

### **Wear what you want show what she likes**

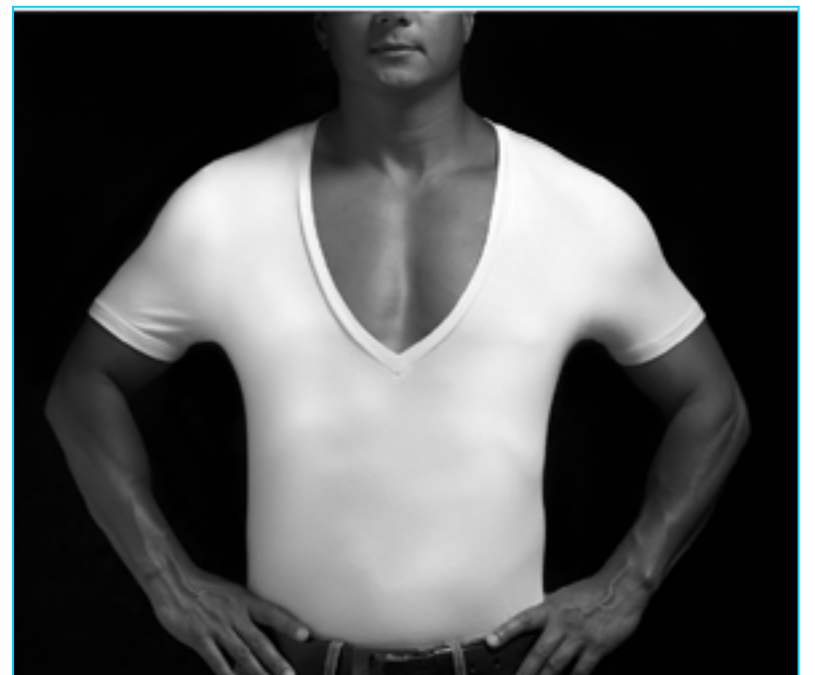
*We noticed that you see more gay men on the streets and in the nightlife that adopt the fashion trends of the established brands than straight men. In general more and more men attach increasing importance on keeping their bodies in shape at the gym, or through other sport activities. Men should undisturbed open themselves up completely to women who are curious about what's under their shirt. Hence one of our slogans "Wear what you want, show what she likes." Women are much easier about viewing each other's cleavage, though ladies use the information more discretely and with more effectiveness. They use it to their own advantage, something men should also do.*

### **Protection for your shirt**

*The objective of our product is functionality, protection of valuable clothes but with great attention to comfort and quality. Our shirts protect against odours and sweat stains, like a high quality boxer short, it is intended that an undershirt remains hidden when you wear it, but that you can also be proud of it's quality at the moment that it is seen.*

### **The lingerie thoughts in men and women**

*"We have carefully considered and have chosen to expose the interests of men and women without beating around the bush, men have opinions and thoughts on women's lingerie and how they want to see that, while women see lingerie how they themselves wear it. Here also we want to anticipate. Men too can wear more underwear that is comfortable and wherein the man feels good, whereby women shall show more interest in lingerie for men.*



**Xtra Deep V**



**XXtra Deep V**





# MODERN LIVING BY JHAB

Leolux by JHAB

Haaksbergerstraat 134/136 ■ 7513 EB Enschede



# The perfect mix by Jhab

*The perfect mix*

JHAB Interior Styling has the perfect mix of modern furniture complimented by well-known classics. The two buildings in Enschede give customers a good choice of among others Leolux, Minotti, Montis, Interleubke and Cor a truly wonderful collection.

Jos, Harry and Addie Becker are the third generation Becker's. The three brothers run their beautiful interior design shop met passion and dedication. Jos is responsible for the interior design, Harry takes a large part of sales on his shoulders and Addie completes the team by filling in the technical part.

"Grandpa Becker came in 1920 from Amsterdam to Enschede, as a painters company, Jos let me know. Coincidentally his girlfriend came from Oldenzaal, at that time moving from Amsterdam to Twente was an absolute world trip. They established themselves in the Oosten as a painting company, and so it all started tells Harry. Pa Becker was the first who started painting and decorating in people's homes. People

at that time did not do painting or wallpapering, they left it to a company and a professional, says Jos. It used to be that paint was half a factory product, only the painter could mix the paint, add a hardener or thinner to the paint and then let it dry, that was real craftsmanship, which only a professional could do," Harry laughingly says.

Soon Becker gave courses on how to paint, people did not at all know how to do this. "In this way 'do it yourself' actually started." Jos let me know, from that time on more and more paint shops opened, people could buy pots of paint in the shops themselves.

"=We saw that the paint market was changing, more and more people went to the hardware store for paint and then we said goodbye to the paint branch", says Jos. Becker wanted to work more in the field of interior designing, which has suited us well and been successful to date. JHAB stands for timeless and durable, they try to stick to this line, even during the slower times.



By: Maarten Jan Jordaan



## **Timeless additions**

"The clients that come to us usually have slightly to spend, they want a beautiful product, and that may then cost a bit more," says Jos. We will not quickly abandon our line.

Our inspiration and new ideas we get while visiting the fairs in Milan and Cologne. "It's funny to see that during the fair in Milan the Italians have a huge presence while at the fair in Cologne the Italians are less visible," says Jos. "We are looking for timeless additions to our collection, it's every time again a challenge to achieve this," Harry let me know. Fortunately JHAB succeeds time and again, "happy" with the composition of the their collection. "In our industry we don't have a season collection, throughout the year designers and furniture suppliers come with new models," says Jos.

"In the coming years we will say farewell to certain brands, lesser brands but greater choice in what we have," Jos lets me know. That will make it, in most cases, easier for the customer to make a decision. At present JHAB have two interior design shops in Enschede, both on the Haaksbergerstraat. Until the firework disaster there was also a branch on the other side of the town. Unfortunately this property was completely burnt down during the famous firework disaster in 2000.

As for the Design Furniture the Dutch are very progressive, many Dutch brands such as Leolux, Montis, Label, Pastoe, Gelderland has great fame both nationally and internationally. We distinguish ourselves both with our collection and

our sales manner, we want to think with the customer and create a sense that the customer is at the right address, that is the great strength of JHAB.



# TAO

japanese cuisine



Deurningerstraat 17  
7514 BC Enschede

[www.restauranttao.nl](http://www.restauranttao.nl)





By **Geertje**

*What does luxury mean for me? Was the first question I asked myself when I was approached to write for AI magazine. I am a woman who after a "little" self-reflection can say, that for me luxury is beautiful clothes and shoes. Beautiful is in my case often expensive and so luxurious.*

*I am ashamed of the times I stood by the cashier to pay for a pair of over priced pumps because I was convinced that my life would be incomplete without them. But what does the content of my wardrobe actually say about me?*

*After a little research I came across an interesting study. Luxury products are for women not only a means to emphasize personal style, to improve self-image or to enforce status, but in a number of cases also to discourage other women from going after their partner. That is the conclusion of a study by scientists at the University of Minnesota of more than six hundred American women. The researchers noted that luxury is seen as a signal that the woman has a particularly devoted husband, whereby competitors would be less likely to consider flirting. Good news, I thought! a win-win situation and a good excuse thereby to justify future purchases.*

*But there is more... We women are complicated creatures. The study, of women of different age groups and relationship types, showed that luxury products are used as a warning signal to other woman who may be considered as a possible threat to their romantic relationship. "Potential competitors unconsciously note, regardless of the individual who has done the actual purchase, that the male party has something to do with the purchase of the luxury product and thereby has a great devotion to his partner." "It seems irrational that Americans spend more than 250 billion dollars on feminine luxury products, each woman buys on average three handbags per year, but this consumption appears in reality for women to be an intelligent strategy to protect her romantic relationship" concludes professor Griskevicius. "Luxury products constitute a tool for women to use to warn off potential competition. Within this perspective jealous women tend to want to buy more luxury products. Luxury products have therefore an important role in a relationship."*

*Single females also show an interest in luxury goods. "The purchase should warn their female contemporaries that they themselves should be wary in the future of leaving their partners alone," the researchers say. Previous research by professor Griskevicius revealed that men especially buy luxury products in order to attract members of the opposite sex. Read: Love for cars and watches where in this magazine a lot of attention is paid... After reading this study it would now be a bit implausible to write, that I always pay for my*



*own luxury purchases, even though this would mean that at the end of my money I still have a month to go. I would therefore not be a good woman if I didn't put this new information to good use. And so to show solidarity, and not only to women, I've put the following hotspots in a list. These can from now on and without any guilty feelings or hesitation, be paid for by men.*

*Whether this is very good for your (future) relationship or not? After seeing the hotspots I would definitely want to test it....*

**xxx**  
**Geertje**

# Lisbon



*Lisbon is one of the liveliest and cheapest capitals in Europe with plenty of opportunities for lovers of culture, the shopaholic and the partygoer. An absolute must is a ride on tram 28, which takes you to the idyllic Alfama district.*

*Also worth a visit is the historic Belem district that includes the famous Torre de Belém and the Hieronymieten monastery Mosteiro dos Jeronimos. Fashionistas can undoubtedly pick to their harts content on the Avenida da Liberdade where chic fashion houses such as Louis Vuitton, D & G and Prada are situated. For more affordable price tags you need to be in the Rua Augusta in the Baixa district.*

*For those who want to savour the nightlife, Bairro Alto is the entertainment district of choice. This trendy area is the nicest district of Lisbon. In the small charming streets next to all kinds of restaurants and shops are also many bars and clubs, making it pleasantly busy on the streets in the evenings.*

*A number of bars that are to be recommended are Tasco do Chico, Mahjong and the gay bar Portas Largas. Making your way through the crowds can sometimes be difficult, but it is nice to spend the evening mixing with the locals, tourists and students. In this district there are no bouncers or entrance fees and everyone is welcome. Also the Docas, the entertainment area of the Tagus is worthwhile. One of Lisbon's biggest and best nightclubs, Lux, is located here. Here it is seen and be seen. The crowd is young and hip. Even if you just follow the trend, you can feel free to let loose here, and then recharge on one of the many mega beanbags. Every night there is DJ and if you've had it, you can sit outside on the terrace and enjoy the lovely view of the Taag.*





# Barcelona



*Barcelona is and remains a wildly popular weekend destination. The bustling city of Gaudi, Picasso and Miro. Barcelona with its beautiful buildings and monuments is a world-class city.*

*Fashionistas can shop to their hearts content in the shopping district Port Vell-Ramblas-Avinguda Diagonal. The most famous shop of Barcelona is undoubtedly El Corte Inglés on the Placa de Catalunya. In this department store, a symbol of Spanish culture, you'll find everything under one roof.*

*Seize the night? Enjoyment until the early hours can be done in the neighbourhoods of Port Vell, Port Olympic, Born and Raval. Highly recommended is Opium Mar where Armin van Buuren, Tiesto and David Guetta often turn their latest hits. Among tourists is Opium Mar the best-known club of Barcelona. The club is located on the beach of Barcelona is a trendy lounge/nightclub.*

*Overlooking the beach you can enjoy lounging on the terrace and inside your feet hit the dance floor. The entrance fee is € 20,- but on many street corners tickets are given away gaining you free access to the club. Enjoy until six o'clock in the morning the latest songs and delicious drinks. Tired from all that nightlife, you can recharge your batteries on the famous Barcelona beach.*





# Istanbul



*Istanbul was once the capital of the Roman, Byzantine and Ottoman Empire, with its more than 12 million inhabitants it is the largest city in Turkey and one of the largest cities in the world. Strategically situated on both banks of the Bosphorus and straddling two continents, this fascinating metropolis is not only the bridge between East and West but also combines a fascinating and rich past with a surprisingly modern present.*

Shopping in this busy city is a must. If only to see how negotiations work here. Istanbul is the meeting point of Eastern and Western cultures and that can be seen while shopping. On the one hand, there are plenty of markets with genuine oriental goods, where traditional Turkish people still sit behind the counter. On the other hand, the modern influence of the west is to see in the various shopping malls you encounter, spread through out the city. The ultimate shopping experience can be enjoyed in the huge shopping mall Istanbul Cevahir. This large mall is one of the largest shopping centres in Europe, and stands in the top 10 of the world! You can visit more than 300 different shops here. In addition, the six-story complex has no less than twelve cinemas! The mall even has a small roller coaster, a bowling alley and the entertainment centre Atlantis Entertainment Center. Young and old are happy here for more than a day. In the evening you can eat at one of the 42 restaurants.

What you really must see are the 'Blue Mosque' and the mosque 'Hagia Sophia', the attractively illuminated underground water repository 'Basilica Cister' or 'Yerebatan Saray' and the fairytale Topkapi Palace, situated on one of the seven hills of Istanbul and with a magnificent view of the Bosphorus. Definitely not to be missed is a visit to the Grand Bazaar, one of the largest in the world and a highlight for many.







# ACOUSTIQUE

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An unforgettable day for seriously ill children

# Good Cause Rally

It is well known that entrepreneurship goes hand in hand with trial and error. This makes the entrepreneur creative and successful as well as understanding towards other people. This concept is what numerous entrepreneurs have applied to the initiative of the Good Cause Rally, which thanks to the many sponsors was held on July 7<sup>th</sup> for the ninth time in the grounds of the Twente airbase, in cooperation with the Vliegclub Twente.

ALMagazine was there and reported on this fantastic day. Titled "Festival of Speed" the Good Cause Rally once again ensured a memorable day for children with a serious illness and their families. For this one day they can forget everything else. An overwhelming event held in the sphere of super cars and airplanes. More than 300 guests were present to admire the Ferrari's, Lamborghini's, Aston Martin's and many other race, classic and super cars on display, and naturally for the children to experience the rally. Presenter and Ambassador Bert van den Dool was there to report live and his knowledge about cars to convey to the audience. It seems as though petrol runs through his veins!!

## Guests

In order to be eligible for this day the organization enlists the help of associations such as the VOKK, the Heart and Vascular Group, Netherlands Youth Rheumatism Association, the Hart Foundation and Lucaï.







## Children are the VIP's

The GCR is a closed event, unfortunately it is not open to non-invited, in this way the focus remains on the children they are the most important on this day. Unlike last year the weather was beautiful and luckily there was the possibility of including the airplanes.

A large classic red fire engine brought the children to the runway. There were a number of aircraft from Vliegclub Twente ready to let the children experience the racing circuit from the air.

A unique American truck with real jet engines surprised the audience. The tremendous heat and deafening noise of this monster amazed one and all. There was also a stunt team present, who managed in a very short time to leave nothing behind of the 4 racing tyres from under the stunt cars. They literally went 'up in smoke'. Tukker and Ambassador Thomas Berger took care, just like last year, for the musical content and necessary entertainment.







## Selfless

The GCR is selflessly organized each year by a more and more enthusiastic board and a large group of volunteers. The terrain, groomed to perfection, decorations and catering stands do not naturally just appear.

It costs a lot of time to get an event such as GCR to pass off flawlessly. Soon after the end of GCR 2013 the board are already busy with planning the 2014 edition.

If after reading this you would like to support or want more information about this event, please go to: [www.good-causerally.nl](http://www.good-causerally.nl)

By: Ser Mooij

Photography: Niko Bloemendal, [www.bloemendal-fotografie.nl](http://www.bloemendal-fotografie.nl)



VANMOOF  
*- Noir editon -*



Greatest jewel heist in France

# The cat and mouse game

*Cat and mouse game*



It's no secret that I'm quite often on the road, and in the last half a year frequently in Eastern Europe. At the airport in Zagreb I fell into conversation with a man, he was returning from a trip to Cannes.

He told me about a large robbery that had just been committed on a jeweller in Cannes. He could not say exactly what he did but his story intrigued me and therefore I decided to go searching and found it a story that I must share with you.

On July 28th of this year, an armed man walked in broad daylight into the luxury Carlton International Beach Hotel on the elegant Croisette in Cannes, where at the moment a jewellery and diamond exhibition was taking place. Only to some 60 seconds later walk back out with a batch of jewels worth some 104 million euros. But when the thief jumped out of the window of the luxurious hotel he dropped his booty. He was able to snatch the most expensive pieces together and make his escape. The robbery in broad daylight will go down in history as the largest jewellery theft ever in France.

By: Ser Mooij



## Desole, C'est la Crise

What is more curious is that the suspected thief three days later focused his claws on the well-known watch shop "Kronometry" in this fashionable seaside resort. As if it was a scene from *Oceans Eleven* with George Clooney's alter-ego Danny Ocean, threatening to blow up the exclusive jewellery store on the Croisette in Cannes with a hand grenade. While his accomplice held the staff at gunpoint the robber filled a bag with the most expensive watches that the jeweller had in his possession. And we're not talking about a few Swatch or Breils'... Once the bag was filled they headed for the door, but for a moment before leaving the robber turned and said in French to the terrified staff "Desole, C'est la Crise" (sorry, it's a crisis). If this were a movie script this scene would be described as absolutely unbelievable. However, nothing could be less true on the South French coast.

The police indicated that there is no link between the two robberies but other critics indicate that the robbery in the Carlton was suspiciously similar to the notorious Pink Panther gang that were already linked with two other robberies of a similar nature, where they netted about 3 million euro in booty.

The Cote d'Azur has of course a two-sided reputation in the world. On the one hand it is the playground for the glitterati and the other it's the sunny base for the 'shadowy' people who have their luxury yachts moored in the azure blue Mediterranean Sea.... and when the rich of the world who have settled here are done with tanning then they frequently go shopping.

It should come as no surprise then that during the heydays in the summer the expensive designer shops and jewellers are overloaded with the most valuable pieces.

Interpol believes that the Pink Panther gang, named for the diamond in the comedy films of Peter Sellers, is a gang of about 200 jewellery robbers from the former Yugoslavia. Since the 90's this gang has been linked to numerous burglaries and robberies in over 20 countries including Japan, America, Belgium, France and Dubai, whereby this gang has robbed in total more than 400 million euro in jewellery.

The actions of this gang are characterized by perfect planning, attention to detail, their threats of extreme violence and their sense of Hollywood-like theatrics. In Dubai they drove with a couple of limousines through the armoured glass window of a jewellery store, In Paris dressed in blond wigs and scarves they walked into the Harry Winston store and left with a significant amount of loot. In St. Tropez they made a total show of it when dressed in Hawaiian shirts they stepped, with their loot, into a speedboat and with full speed sailed off while the tourists wondered where the cameras were...





## Work of the Pink Panthers?

Coincidence, or maybe not, was that a leading gang member escaped from a Swiss prison just three days before the Carlton robbery. Milan Poparic who was in jail for a robbery in 2009, was the third Panther within two months who had escaped from prison. One of the Panthers spoke with investigative journalist David Samuels who spent a year investigating the gang. He told that the gang originated from out of the black market that arose out of the international sanctions against Serbia during the Balkan Wars. The Panther told that one works from a central command that seeks out targets and indicates which gang members may run these. There were four major Panther gangs derived from one original gang of diamond thieves from Montenegro.

The thieves in this gang travelled to Italy and observed how the rich there lived. Some gang members went completely crazy and wanted to have everything in one go. This ensured that they became too greedy and some were locked up for a very long time in Italian prisons. Well, in this way you separate the wheat from the chaff and ensure that you are left with only the very smart and sensible (if that is at all possible) thieves...In Cannes where the huge wave of jewellery robberies has made for a lot of extremely angry faces, the police unions plead for more armed officers on the streets to deter thieves. This makes for a French discussion with the Secretary General of one of the major unions of the French police, who claims that of the 200 police officers in Cannes at least 60 sit behind their desks. The authorities worry that there are more raids to come and send multiple patrols out into the night. However, all the recent robberies in Cannes were carried out in broad daylight. So this is not really logical to my way of thinking...

I wonder what the authorities are waiting for...serious violence or must somebody be killed first. It is as it seems, a dangerous situation, and not to mention the reputation of Cannes. In addition, it is also a signal to other criminals who will see Cannes as an open door for them. Whoever it was that stole the diamonds from the Carlton Hotel, it looks unlikely that they will ever be found. I think that these diamonds have probably been cut and polished so that the original size and shape is no longer recognizable. In fact, the same thief could once again walk into the Carlton Beach Hotel in Cannes wearing the diamonds and no one could prove that these were the jewels and diamonds from the robbery on July 28th...

Either way, if the jewel robbery at the Carlton and the famous watch shop Kronometry is the work of the Pink Panther gang, then stand the police in France to watch and the score is 1-0 for the mouse...





# 911 50

50 Years of the Porsche 911 – Tradition: Future





We love lists: The most expensive...

# Harbours of Europe

Here the rich love to dock their super yachts. Wonderful navigating from one yacht harbour to another, working on their tans and enjoying the good life...who wouldn't want that! Unfortunately there hangs a price tag on this expensive hobby. Of course we are not talking about harbours where yachts of 15 meters are to be found. These are the harbours for the "real" thing.

The most expensive country to moor your super yacht is surely Italy. For a boat longer than 24 meters, € 2,900 euros for one night is no exception.

The French also apply fairly high mooring costs, with the absolute highlight being the Formula 1 race in Monaco. Prices can even rise to about € 15,000, - euro per night. As in 'ordinary' harbours prices here are also duly bound on the seasons. But I don't assume that the captains lose a moment's sleep over this...AL Magazine has compiled a list of beautiful harbours. The prices are based on super yachts with a length of about 70 meters.

By: Maarten Jan Jordaen







1

### CAPRI, ITALY

Average price per night: 2,900,- euro

Number of super yacht places: 10

High season 11,688,- euro: During Rolex Capri Sailing Week



3

### PORTOFINO LIGURIA, ITALY

Average price per night: 2,350,- euro

Number of super yacht places: 6

High season 17,650,- euro: Portofino Rolex Trophy in May



5

### ST. TROPEZ, FRANCE

Average price per night: 1,300,- euro

Number of super yacht places: 30

High season 13,500,- euro: International Polo Cup



2

### PORTO CERVO, ITALY

Average price per night: 2,500,- euro

Number of super yacht places: 60

High season 9,500,- euro: Delux Fair in June



4

### IBIZA MAGNA, IBIZA

Average price per night: 2,300,- euro

Number of super yacht places: 12

High season 8,000,- euro: Dance Festival in September



6

### PORT HERCULE, MONACO

Average price per night: 1,200,- euro

Number of super yacht places: 20

High season 33,800,- euro: Monaco Formula 1 Grand Prix





**BALLY**  
SWITZERLAND





# Spotted in...

# Spotted in...

## The Gadget corner

*As you may know I am a fan of all kinds of gadgets that can be found out there on this planet. During my travels through Europe I again came across some very nice things. Here is an overview of some of the most pointless (but fun) must haves.*



By: Ser Mooij



# Chanel Velvet Mat Top Coat



Chanel is of course known for its quality products. And this they do on many fronts, but when it comes to cosmetics you can almost say that Chanel has invented it and improved upon it. The 'Chanel Velvet Mat Top Coat' gives a luxurious mat effect to your nails. This limited edition topcoat ensures that each colour nail has a satiny mat finish. Price 45 euro's.



# 1965 Shelby GT-350 pool table



Good, but now one for the men then. This pool table is perfect for the true classic car collector and is produced in a very limited number. These are the only 'collectors edition' pool tables made for Shelby. Finished in original Wimbledon white and Guardsman blue with cherry wood finished edges and a solid hard wood frame. The form is obviously a real Shelby GT-350 from 1965 and is polished up with the best materials to be found. Bear in mind that the original tyres may leave tyre tracks on you floor. Price 14,000 euro's.

# *Shourouk double Cora Zambia*



*Shourouk is known for her eccentric jewellery line and the Zambia Cora chain has to be one of her finest pieces. This 'braided' necklace with multi-coloured Swarovski crystals and enamel stones gives you the feeling that summer will last forever. With a length of 17 inches, show this masterpiece off on your neck. Price: 775 euro's.*



# *VAVA Voom crystal*



*You can say what you want about the name but if you look at this bag from Valentino than is the name very appropriate, "VaVa Voom"... Women say that this bag is the perfect size, but to each his own shall we say. The Camo crystals are distributed in a camouflage pattern and cover the suede and nappa leather of this bag. On the front of this exuberant bag is a handle decorated with the famous Valentino studs and a heavy gold chain is attached so that you can wear it on your shoulder. On the inside there are two compartments for storing your most important possessions. Price: 2,000 euro's.*

# Tekno Black light Bubbles



Blowing bubbles, who hasn't done it...See how when you frenziedly blow bubbles under a black light they leave behind a bright blue glow. These luminous bubbles have been for years admired in many shows and discotheques, but the packs were only available in industrial format making home use out of all proportion. But the company Tekno have now made small handy bottles so that they can be sold in stores. Cost for the Tekno Bubbles: 4 euro's.





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It goes fast in the wonderful world of exclusive construction

# Piet Boon 2.0

## *Piet Boon*

In our last issue you could read a comprehensive profile of Piet Boon®. Yet between June of this year and now there have been a few changes.

Huys on 404 Park Avenue South is a neo-classical building dating from 1917 situated in the centre of the lively NoMad district and surrounded by turn of the century office buildings, warehouses and stately mansions out of the prosperous period of New York. Piet Boon® has been invited by the award winning property developer Kroonenberg Group to create a total concept for the renovation of commercial offices and 58 luxury apartments with elegant details and retail space on the ground floor.

"Our goal was to achieve comfortable luxury consistency throughout the property. Our design philosophy and aesthetics are ingrained into every inch of the building, from the beautiful changes on the façade to the architecture, the interior and the unique product designs. With passion, expertise and the use of a rich Dutch heritage we have created the epitome of refined luxurious sophistication in New York City".



Photography: Paul Barbera  
Styling apartment: Karin Meyn  
[www.pietboon.com](http://www.pietboon.com)  
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THE NEW FRAGRANCE COLLECTION

A new era!

# Crowdfunding

*Crowdfunding*

Social lending to each other, hereby making things possible: In Twente they call that 'neighbourliness'. What is crowdfunding actually and what are the possibilities?

Crowdfunding literally means 'financing by the crowd'. It is a collective method of financing in which several investors finance or support a specific project, mainly through an automated internet platform and social networking. Through crowdfunding you invest in products or companies. The investment can be in the following forms:

- Shares in the company
- Loan to the company
- Bond to the company (whether or not with possible conversion to shares)
- Buying the product and then deciding whether to invest or not

Also in the Netherlands a rapidly growing market is developing, because crowdfunding can bring rewards. Crowdfunding cannot only generate financial support for an idea or initiative, but also gives feedback; one builds a community up and gains size and popularity.

## ■ Taxation on crowdfunding

The concept of 'crowdfunding' is not yet known in the tax world. On the basis of the facts and circumstances the tax implications must be assessed, both by the receiving party and the paying (offering) party. You lend, donate or invest in crowdfunding. What are the fiscal implications? This is not so easy to say.



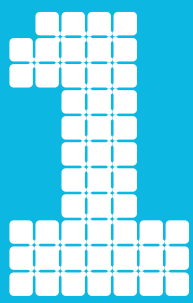
Questions that come to the forefront by the tax lawyer include:

- Do you invest as an individual or as a business?
- To whom are you lending the money (family, business, fund, etc.)?
- Is part of the money a gift or donation?
- Do you get something back (a service or product) for your investment?
- What do you get as an investor (shares, bonds, ownership, control, loan, etc.)?

The basis is that if profits are taxed, the losses are deductible. This will come into play if your company or Ltd. makes an investment. If you were to invest as a private individual, this will usually take place in box 3, unless you do more than just lending money (more than normal asset management) or you get a very large stake in the company (a substantial interest). If you are planning to use crowdfunding as a provider or recipient, then is it advisable to contact your tax advisor to properly weigh up the consequences thereof. Should you have any questions and/or comments as a result of this article, you can contact Jongbloed Tax Lawyers on phone number 088-027 00 00 ■







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