



The British Luxury Club

The British Luxury Club (BLC), founded by Max Alexander, is the newest of the new breed with its flagship private members' bar opening this June on New Bond Street. "I simply took the destination

address and James Bond came to mind and I then noted the area's high-end brands and global destinations," says Vanessa Brady whose design company, IDS, blended the BLC's understated elegance with well-timed dramatic features. The latter surfaces to dazzling effect with the bar, made up entirely of Swarovski crystals which bounce pools of light throughout the room. The 2,500 sq ft capacity club has already hosted events and private parties for fashion companies and financial institutions alike. Two of these parties saw in independent caterers with an entire staff



on hand to served dinner with tables, designer chairs, and glassware brought in for the event. The BLC's two celebrity chefs and a third in-house caterer for private events complete the dining element while the club's event manager can arrange everything from linen to ice sculptors. Sunseeker Yachts, Flawless Diamonds and Ferrari are just some of the names who are committed to recapturing a bygone elegance in the BLC's contemporary, intimate spaces. Membership is via BLC by personal invitation.