



SPEARS'S

DESIGN FOR LIVING AWARDS

WEALTH MANAGEMENT, BUSINESS & CULTURE

SPEAR'S

About Spear's

Spear's is the multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth (UHNW) community. It is also required reading for the affluent financial services community, including the bankers, lawyers and family offices who advise the rich.

Since its launch in 2006, Spear's has established itself as Europe's leading wealth management authority, as well as for its witty and incisive commentary on arts, business and lifestyle. Using print, digital, events, awards and research-based products and services, Spear's is uniquely placed to connect financial and luxury brands to this exclusive and elusive audience.

The Spear's readership is made up of extremely wealthy individuals and families (average assets of £5 million+) and ranges from hedge fund managers to property developers, rock stars to Rich-Listers, entrepreneurs and entertainers. Spear's aims to provide an informative, entertaining and objective guide to all aspects of the high-net-worth lifestyle, from its problems to its pleasures.

The recession has meant that there has never been greater demand for a wealth-oriented media brand which prides itself on an unbiased assessment of asset managers, lawyers, bankers, family offices and art advisors. We also give them the inside scoop on the latest trends in the world of luxury.

Spear's Asia joined Spear's and Spear's Russia in 2011 in adding new reach to the brand while maintaining the essence of the original.

My favourite magazine
Sir Terence Conran

The Michelin Guide to the wealth management industry
Julien Sevaux, Stanhope Capital

Spear's is for anybody who wants to make money — and keep it
Elizabeth Hurley

WEALTH MANAGEMENT & FINANCE

ANATOMY OF A BREAKDOWN

Stephen Hill on the causes and chronology of the credit crunch — in which the financial services and the rest of the world's economy played a key role

The credit crunch is a term that has become a household name. It is a term that has been used to describe the financial crisis that has hit the world's economy. The crisis has been caused by a combination of factors, including the subprime mortgage crisis, the collapse of Lehman Brothers, and the failure of the US government to provide a bailout for the financial system. The crisis has led to a global recession, with unemployment rates rising and economic growth slowing down. The crisis has also led to a loss of confidence in the financial system, with investors pulling out of the market and banks facing a run on deposits. The crisis has been a major event in the history of the world's economy, and it has led to a re-evaluation of the financial system and the role of government in the economy.

Those who want to hedge higher-risk investments, but don't want to lose their money, should consider the following options:

- 1. Diversify your portfolio: Spread your investments across different asset classes, such as stocks, bonds, and real estate, to reduce risk.
- 2. Consider alternative investments: Look for opportunities in private equity, hedge funds, and other alternative investment vehicles.
- 3. Use derivatives: Consider using derivatives like options and futures to hedge your investments.
- 4. Consult a professional advisor: Work with a financial advisor to develop a risk management strategy tailored to your needs.

ART & COLLECTING

LOOKS GOOD ON PAPER

From Limbourg to the robust and revealing market in Old Master drawings

The art market has been a hot topic in recent years, with collectors and investors alike looking for ways to diversify their portfolios. One of the most interesting areas of the art market is the Old Master drawing market. This market has seen a resurgence in interest, with prices for Old Master drawings rising significantly in recent years. The market is driven by a number of factors, including the growing interest in Old Master art, the limited supply of Old Master drawings, and the increasing demand for Old Master drawings by collectors and investors. The market is also being driven by the growing interest in Old Master art by the general public, with many people now looking to buy Old Master art as a way to invest in the future. The Old Master drawing market is a fascinating and exciting area of the art market, and it is one that is worth watching closely in the years ahead.

TRAVEL

PALAZZO ENVY

Fancy owning spectacular property in the Italian countryside? There has never been so many desirable options. Ask Steve Spence our special in-Italy guide to the Italian countryside

The Italian countryside is a beautiful and diverse landscape, offering a wide range of property options for those looking to invest in the region. From historic villas and estates to modern homes and farmhouses, there is something for everyone in the Italian countryside. The region is known for its stunning scenery, rich history, and excellent food and wine. It is a popular destination for tourists and investors alike, and it is a great place to live if you are looking for a peaceful and beautiful lifestyle. The Italian countryside is a truly special place, and it is one that is worth exploring in more detail. This guide will provide you with all the information you need to make the most of your investment in the Italian countryside.

SPEAR'S INDICES

Our surveys are picked up by the global media and are an invaluable reference tool

The collage features several elements: a woman in a white jacket and black top, a woman in a blue dress, and multiple covers of Spear's magazine. The magazine covers show various headlines and images, including a woman in a white jacket and a woman in a blue dress. The overall theme is related to wealth management and luxury lifestyle.

SPEAR'S

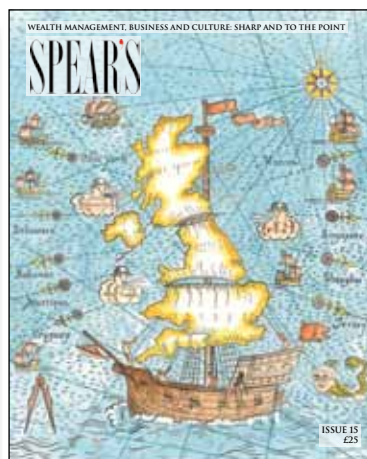
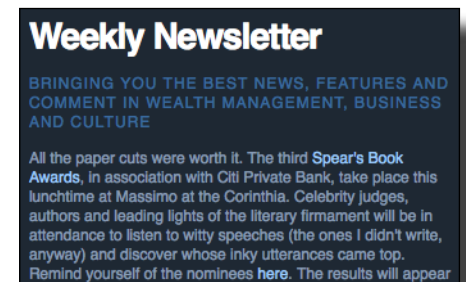
Contributors and editors

Contributors to *Spear's* include some of the most respected and renowned writers, artists and experts working today. Bestselling authors write alongside serial entrepreneurs; award-winning editors and industry gurus share their expertise and opinions; style icons and legendary photographers showcase their work.

John Arlidge, *Sunday Times* writer; **Nick Foulkes**, author and dandy; **William Sitwell**, editor of *Waitrose Kitchen*; **Godfrey Barker**, art market expert; our Mid-Atlantic Girl **Daisy Prince**; **Luke Johnson**, former chairman of Channel 4; **Clive Aslet**, editor-at-large of *Country Life*; **Anne McElvoy**, *The Economist*; **Alessandro Tomé**, *Spear's* Discriminator; **Martin Vander Weyer**, business editor of *The Spectator*; cultural commentator **Peter York**; **Andrew Roberts**, acclaimed historian; and **Anthony Haden-Guest**, legendary journalist, cartoonist and author.

Spear's founder and editor-in-chief is **William Cash**, an authority on the super-rich who regularly appears on TV and radio as a media and wealth commentator.

Spear's editor is **Josh Spero**, one of the *Observer's* rising stars of the media and was nominated as Editor of the Year and Fiona Macpherson New Editor of the Year at the prestigious BSME Awards 2011.



Cover artist

Our covers are drawn by **Adam Dant**, who won the Jerwood Prize and has been called 'a Hogarth for the twenty-first century' by the *Guardian*.



'The New Yorker of finance'

The Independent

SPEAR'S

Spear's Events

Spear's events unite the high net worth readers of Spear's with the experts, commentators and brands that populate the magazine. Each event is tailored to individual sponsor's needs, and provides a unique opportunity for brands and organisations to directly interact with highly targeted affluent, successful and influential individuals.

Spear's Design for Living Awards

Design can and should be applied to all and any aspects of a life well-lived and the wide range of categories in the Spear's Design for Living Awards will reflect this. We will go from the great to the small, we will look at the extraordinary and the everyday, we will examine the wonderful extra and the absolutely necessary. Our only criterion is that a Spear's Design for Living Award must go to people, places or things that through their sheer excellence make our life that much more worth living.

350 selected guests — from celebrated designers to the most skilled artisans, from internationally renowned style commentators to some of the world's wealthiest individuals — will attend the evening event. A reception, with bespoke cocktails and canapés, will provide an unrivalled networking opportunity before awards are presented to the finest craftspeople, the most innovative luxury brands, the best trendsetters and the most stylish individuals.

A collectable event programme, produced by the Spear's editorial team and distributed both at the event and as a supplement with Spear's magazine, will showcase each shortlisted brand, individual and organisation. The awards will aim to generate substantial targeted media coverage as well as being covered extensively in Spear's and on spearswms.com with video and photographs.

A panel of well-known and expert judges will be assembled specifically for the event. Led by William Cash, Spear's Editor-in-Chief, and Anthony Haden-Guest, legendary journalist and Spear's Arts Editor, judges will include some of the most celebrated and influential figures in the media, art, style, design and luxury spheres.



Brands we have worked with



Bespoke events that inform, influence and engage
with high net worths and opinion-leaders

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12-15 categories will be chosen from the longlist below by Spear's and sponsors.
Titles and rubrics may be changed and categories added or removed.

Supertoys

The edgiest and most inventive of the new electronica. These are the devices that turn you on.

Time Flies

This award will recognise contemporary innovation in watchmaking and watch design.

The Precious

For a contemporary jeweller who, through flawless design, makes precious elements priceless.

Heaven Scent

The contemporary scent that lingers and inspires even after the wearer is gone... That.

Heart and Hearth

For a luxury residential property development which makes going home the best part of the day.

First Resort

This award will be for those places around the world where design is applied to living on a grand scale but where god is in the details.

Home From Home

Britain has never lacked for grand hotels, but we are interested in the grandest new or refreshed establishments.

Sticks and Stones

Damn the snobbery about buying one's own furniture! We recognise a company or craftsman producing the best new items.

Taking The Waters

Spas are no longer a luxury but essential to escape the daily grind. This rewards the spa which gets even the busiest bee buzzing again.

Members Only

This is one category where the human element is very much a part of the equation. This award will look at the brightest, most cutting edge new clubs.

Mightier Than the Sword

Nothing indicates authority and style like your writing implement. Who makes yours?

Hot Wheels

Four wheels good, as George Orwell never wrote. This is for a recently launched car which has no trouble in the fast

lane and is no slow coach in the style race.

Hide and Chic

Leathery is usually a term of abuse. Not here. Who is supreme when it comes to leathery luxury?

The Coco

For a couturier or fashion designer who leads style and creates iconic beauty.

The Hippogriff Award

This will be awarded to anybody or anything which we regard as thoroughly deserving of the attention.

Spear's Award for Outstanding Contribution to British Craft

This is an award for an influential figure in British design who has made an enduring contribution through their vision, style and emphasis on craft.

Spear's Design for Living Awards 2011 Winners

THE BRUNNELL (1) David Huxley, Contemporary Classic London (Richard Bagnall)	GRAND DESIGN (9) Paul O'Connell	PALATE PLEASER (16) Ian Hart, Sacred Gin
TIME FLIES (2) Vacheron Constantin	GREAT INTERIORS (16) Nicky Haslam	THE GOLDEN DISH (17) Brett Graham, The Ledbury
THE PRECIOUS (1) Stephen Webster	GARDEN DESIRE (11) Lord Sainsbury, Landscaping, Habitat London, Landscaping Design	THE VINTNER (16) Lord Sainsbury
HEAVEN SCENT (1) Lord Sainsbury, Landscaping, Habitat London	THE ARTISAN (12) Andrew Paterson	THE HIPPOGRIFF (16) The Hippogriff Award for Outstanding Contribution to British Craft (12) David Latta
HEART AND HEARTH (1) David Latta, International Beauty Group, London, Property Group, High Street	THE FARMINGTON AWARD FOR EXCELLENCE IN CULINARY (1) Roger Barton, Edinboro, Castle Edinburgh	THE SPEAR'S AWARD FOR OUTSTANDING CONTRIBUTION TO BRITISH CRAFT (12) David Latta
CONTEMPORARY JEWELLER (7) Stephen Webster	SKIN DEEP (14) Yves Rogues	
HOME FROM HOME William Howard	THAT'S ENTERTAINMENT (10) Chris Lammerton, Newcastle	
MATERIALS OF DESIRE (16) John Deane		

William Cash opens the Awards

The post-Awards dinner at JW Steakhouse

2011 winners include

Time Flies Vacheron Constantin

Contemporary Jeweller Stephen Webster

Spirit of Desire William Yeoward

Great Interiors Nicky Haslam

Palate Pleaser Ian Hart, Sacred Gin

The Golden Dish Brett Graham, The Ledbury

The Hippogriff Masterpiece London

Some of these categories will not be repeated in 2012

SPEAR'S

A limited number of sponsorship opportunities are available

Headline Sponsorship

Sponsor receives:

- 'In Association With' naming rights
- Branding at event
- Full page advert in *Spear's* magazine (rate card: £6,500)
- Branding in event coverage in *Spear's* magazine and on spearswms.com
- Logo on event programme cover
- Outside Back Cover or Inside Front Cover Spread ad in event programme
- Full page profile in event programme
- Opportunity to provide an introductory letter to event programme
- Opportunity to present an award

Cost: £30,000

Associate Sponsorship (six available)

Sponsor receives:

- Branding at event
- Full page advert in event programme
- Full page profile in event programme
- Opportunity to present an award

Cost: £16,000

Category Sponsorship

Sponsor receives:

- 'The Your Company Award for Curating/Bespoke Tailoring/etc'
- Opportunity to present the award
- Full page advert in event programme

Cost: £9,000

Programme Opportunities

The Awards programme will be the official guide to the evening, showcasing nominated brands and individuals in a collectable, prestigious publication. The programme will be distributed to all attendees at the Awards event, as well as with all 30,000 copies of *Spear's* magazine. A number of opportunities will be available in the event programme for nominees.

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Spear's
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'A new European magazine for millionaires'
Newsweek

'Spear's is the subscription-only house journal of the indelibly rich'
The Sunday Times

'The new bible of the banking fraternity'
GQ

'The ultra high net worth set now has their own magazine'
The Guardian

'A must-read for the super-rich'
The Independent

