



MARCH 2016

mayfair times

*UK Special: Christine McVie leads our celebration of all that's British
PLUS: Focus on Marylebone – where to eat, shop and live*

NEWS



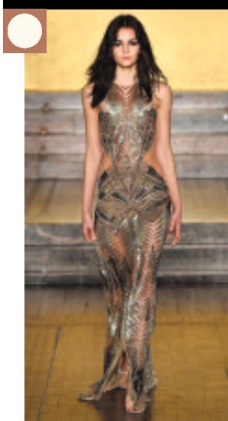
MAYFAIR'S MILLIONS AT AUCTION

February's bonanza of art sales provided solid results for Mayfair's auction houses, but contemporary art's buoyancy saw a dip, with sales failing to meet the pre-sale estimate of £164 million. In impressionist and modern art, the sales were also down, totalling £246.3 million, a 35.7 per cent fall from last February.

Berkeley Square's Phillips underachieved its goal at £24.6 million. Post-war European art was the strongest – with a record for Italian Mimmo Rotella, whose 1964 torn-poster collage of Sophia Loren and James Dean sold for £1.1 million.

Contemporary sales at Sotheby's totalled £69.5 million and impressionist, modern and surrealist (led by Picasso's ceramics and works on paper) came to £126.8 million – £212.5 million in total. At Christie's post war and contemporary, works by Lucian Freud, Francis Bacon and Peter Doig were highlights, with David Hockney's 1971 *Beach Umbrella* selling for £3.1 million, double its estimate. The sale totalled £58 million. Impressionist, modern and surreal was led by British painting, and made a solid £117.8 million.

Julien Macdonald dazzles at London Fashion Week



The fashion pack was in town last month for London Fashion Week, with many events, catwalk shows and presentations taking place in Mayfair. Julien Macdonald showcased his autumn/winter 16 collection (left) at One Mayfair in North Audley Street. And, while Burberry showed its womenswear February 2016 Collection over at Kensington Gardens – accompanied by a live performance by musician Jake Bugg – audiences at the Regent Street store were given the opportunity to view, pre-order and personalise pieces shown on the runway.



Bafta winner Julie Walters at the Bafta awards last month, wearing earrings from Star Diamond

A truly star-studded event

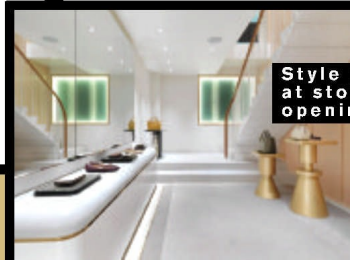
Private Mayfair

jeweller Star Diamond hosted an intimate, pre-Bafta dinner, attended by the great and the good of the film industry, at its Dover Street gallery.

Hosts Philippe Roth and Elizabeth Saltzman were joined by Olga Kurylenko, star of

Quantum Of Solace, Erin O'Connor and Charlotte Stockdale.

Guests, including some of London's top publicists, film agents and stylists, enjoyed a black and white film montage display of iconic red carpet moments illustrating stars from the past, while enjoying a dinner of tuna carpaccio and seared sea bass.



Style points at store opening

The new flagship store of luxury fashion brand J&M Davidson arrived on Mount Street last month, designed by award-winning London interior architecture firm Universal Design Studio.

The store, housed in part of a Grade II listed building by Carlos Place, will be the brand's third standalone location, and will display J&M Davidson's deluxe leather items including handcrafted belts and handbags; luxurious knitwear and a chic selection of tailored clothing. Neutral tones dominate, and a solid marble staircase provides the focal point of the store, which also features vintage furniture pieces.

104 Mount Street



**REZA
AT SOPHIA**

Sophia Contemporary, the gallery founded by Vassili Tsarenkov, Lali Marganiya and Lili

Jassemi, opens at 11 Grosvenor Street this month. The gallery's inaugural show is of established Iranian artist Reza Derakshani. Tsarenkov, the Russian and French stepson of Irina Kargina, founder of the now closed Saint Petersburg Gallery on Cork Street, told *Mayfair Times* the reason behind the Middle Eastern focus: "I worked with Russian art previously but I was very impressed by the quality of the art in the Middle East, and I felt that art from the region, Iran in particular, was very unrepresented in London".

Reza Derakshani: The Breeze at Dawn opens on March 9 and runs until April 23.



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The opening of Vogue

100: A Century of Style saw the likes of Eva Herzigova, Jerry Hall, Erin O'Connor and Mario Testino gather at the National Portrait Gallery for the centenary retrospective in February. The party, hosted by British *Vogue* editor Alexandra Shulman and Russian designer and retailer Leon Max, offered

**100 YEARS OF
BRITISH VOGUE**

guests a sneak peek at iconic images of Kate Moss, Claudia Schiffer and Linda Evangelista by photographers including Testino, Man Ray and Guy Bourdin. Robin Muir, a contributing editor to British *Vogue* and a leading writer on photography, curated the exhibition, looking through more than 1,500 issues of *Vogue*. He told *Mayfair Times*: "As *Vogue* still lives and breathes, we thought we would start the whole thing with what is happening now – and as you move through the ground floor heading towards the back of the gallery, we take you step-by-step, back through history – in a time tunnel, if you like, until you reach the very, very beginning of it all."

The exhibition, sponsored by Leon Max, is on until May 22.

By Reyhaan Day



**A match made in
heaven for mums**

Fortnum & Mason has created a new limited-edition service so customers can give mum the ultimate Mother's Day gift this month.

Five key fragrances sold on Fortnum's fragrance and beauty floor have been studied, so they can be perfectly matched to expertly arranged flower bouquets. A Bella Freud 1970 perfume has been paired with a bouquet of Norma Jean roses, matching the fragrance's notes of rose and saffron, £150; yellow roses, tuba roses and myrtle leaves have been matched to Floris's classic Cherry Blossom Eau de Parfum, £175; while Creed's Fleurissimo scent has been reimagined in flower form with lily of the valley, £175.

"At Your Service" is available at Fortnum & Mason Piccadilly until March 6, 181 Piccadilly

Erdem hand-picks art for Sotheby's

Fashion designer Erdem Moralioglu is guest curating a sale of contemporary art at Sotheby's.

Known for his use of experimental textiles, vibrant prints and exquisite craftsmanship in his eponymous label, Erdem has hand-picked works that inspire him most, as both a designer and art-collector, for Sotheby's March 15 Contemporary Curated sale on Bond Street.

Alongside artworks by the most important contemporary artists such as Yayoi Kusama and Antony Gormley, Erdem's selection spans 50 years of artistic production including



photography, abstraction and American figurative painting.

Comprising 205 works in total, the Contemporary Curated sale is expected to realise between £2.5 million and £3.5 million. **The pre-sale exhibition, also guest-curated by Erdem, will be open to the public from March 11-14 at Sotheby's, 34-35 Bond Street.**