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Dementia

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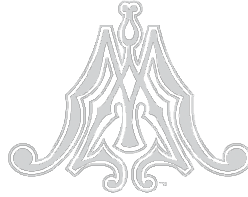


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TAKA

Offers 18 games designed to enhance cognitive skills by making training engaging and exciting! Aimed at supporting elderly individuals with a risk of dementia by:

1. **Cognitive Monitoring** - Provides user with training and assessment of brain health through predictive MMSE score every quarter.
2. **Consistent Reporting** - Provides user with automatically-generated quarterly reports of their training and assessments.
3. **Rehabilitation Recuperation** - Provides user with personalised training to specifically focus more on those with weaker cognitive functions compared to those who are stronger.



Redefining Luxury

in the Digital Age

by Toh Mu Qin

SG67 edition of Millionaireasia is aptly themed “The Innovation Issue”. In this fast-moving era, luxury and technology are converging in extraordinary ways. This issue explores how AI-driven personalisation, social commerce, and space tourism are redefining indulgence.

Our highlight for this issue is an exclusive interview with Dr. Lee Bee Wah, a name synonymous with resilience and dedication. Dr. Lee's journey from growing up in the rubber plantations in Malaysia, to becoming a significant political figure in Singapore is nothing short of inspirational. Her story, marked by humble beginnings and outstanding achievements, resonates with our core values of perseverance and leadership.

Moving on, luxury is not confined to Earth alone. Space tourism is the new frontier, offering experiences that are literally out of this world. Companies are now providing opportunities to dine under the stars in a Michelin-starred space dining experience or embark on balloon flights that offer breathtaking views of our planet from the stratosphere. These ventures are expanding the horizons of luxury travel, making it possible to explore the final frontier.

Turning our focus to technology, we explore how AI avatars are changing the way influencers and key opinion leaders curate bespoke experiences. These digital personas are not only enhancing user interaction but also personalising luxury to unprecedented levels. Imagine a world where your virtual assistant knows your preferences better than you do, offering recommendations that are perfectly tailored to your tastes. These immersive experiences are setting a new standard in the fashion industry, enabling brands to showcase their collections in a digital space that is as captivating as the real world.

In this edition, we also cover stories on health and wellness, with a particular focus on dementia, which brings us back to reflecting Dr. Lee's advocacy in this crucial area.

Join us as we navigate through this digital frontier where innovation meets luxury, reshaping how we experience indulgence in the modern age. 🏡

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15th Ageing Asia Innovation Forum (AAIF) 2024

by Alexis Toh



The 15th Ageing Asia Innovation Forum (AAIF) held on 8-9 May 2024 at the Marina Bay Sands Expo and Convention Centre in Singapore, marked a significant moment in the global eldercare landscape. This event, integrating the 12th Asia Pacific Eldercare Innovation Awards and the Ageing Asia Innovation Exhibition, showcased the world's top 100 products in categories such as Assistive Living, Home & Community Care, Active Ageing, Technology, and Rehabilitation & Wellness. With over 5,000 participants from both B2B and B2C sectors, 100 notable speakers, and 100 diverse exhibitors, the forum provided a dynamic platform for the exploration of the latest innovations in eldercare.

Hosted by Ageing Asia, the forum attracted representatives from 50 countries, uniting them under the theme “Redefining Care – Activating Communities of The Future”. This theme highlights the event's commitment to addressing the complex landscape of eldercare and its global impact. The World Ageing Festival, held from 6-10 May 2024, further fostered global knowledge exchange, cross-industry collaborations, and sector partnerships, aimed at accelerating new projects and innovations in the field.

The event drew an estimated 50,000 viewership, with 2,000 trade attendees and 3,000 consumer attendees. The forum featured 300 entrants for the Eldercare Innovation Awards, emphasising the competitive and innovative spirit of the participants. Among the highlights were the Innovation Forum, the SUSS-Geronpreneurship Innovation Festival, the Active Ageing Seminar, the Ageing Asia Exhibition, the Eldercare Innovation Awards, and the Policy Roundtable, each contributing to the rich blend of discussions and exhibitions.

A standout at the exhibition was LHWY International Pte Ltd, affectionately known as “Love Health Wealth Young”, and its partner LTPA Solution Co., Ltd. These companies have made significant strides in utilising cutting-edge Artificial Intelligence (AI) and Internet of Things (IoT) advancements to enhance brain activity, delay cognitive decline, and mitigate dementia risks.

LHWY International Pte Ltd is dedicated to empowering individuals to maintain youthfulness and health as they age. By partnering with LTPA Solution Co., Ltd, a leading

technology innovator, they offer precision training programmes designed to enhance brain activity and delay cognitive decline. Their approach is further strengthened by Charsire Biotechnology Corp., which pioneers biopharmaceutical solutions to optimise mental well-being and cognitive function. This collaborative effort showcases their commitment to promoting longevity and vitality.

Dementia, a growing public health concern globally, poses major challenges for individuals, families, and healthcare systems. With no evidence-based cure available, prevention becomes crucial. LHWY International and LTPA Solution Co., Ltd have launched innovative programmes leveraging AI and IoT to prevent and slow down the onset of dementia.

Developed by occupational therapists, the programme uses digital brain exercises and interactive devices to stimulate neural pathways' connection and regeneration, promoting cognitive health. The programmes utilise IoT devices to monitor cognitive behaviour and wearables to assess agility and movement. This data is crucial for early detection of cognitive decline and personalised intervention strategies. Collected data is analysed to predict Mini Mental State Examination (MMSE) scores, identifying individuals at high risk and issuing timely alerts. AI-driven analysis highlights potential brain deterioration, enabling early intervention through regular reports and monitoring systems.

The programmes offer three crucial advantages. Cognitive monitoring features continuous brain training and quarterly assessments of brain health through predictive MMSE scores, which help detect early deterioration before dementia occurs. Consistent reporting via automated quarterly reports reduce manpower and errors, ensuring consistent outcomes and recommendations. Rehabilitation recuperation utilises AI technology to enable personalised training, focusing more on individuals with weaker cognitive functions, thereby improving overall brain health.

The technologies and programmes' effectiveness and innovation have been recognised as LTPA Solution Co., Ltd became one of the finalists for the esteemed 12th Asia Pacific Eldercare Innovation Awards 2024 in the Innovation & Technology for Dementia category. This accolade celebrates their commitment to excellence and acknowledges the impact of their innovative solutions on elderly care practices worldwide. The exhibition at AAIF garnered significant interest, with inquiries for possible adoptions in countries like Thailand, India, and New Zealand.

The 15th Ageing Asia Innovation Forum 2024 was a resounding success, highlighting the latest advancements in eldercare. Companies like LHWY International and LTPA Solution Co., Ltd are at the forefront of these innovations, offering promising solutions for preventing and delaying dementia. Their collaborative efforts and technological advancements accentuates the potential for improving the quality of life for the elderly, paving the way for a future where ageing with dignity and vitality is achievable for all.

As we look forward to the future, it is clear that the integration of AI and IoT in eldercare will play a pivotal role in addressing the global challenge of dementia. The innovations showcased at AAIF 2024 not only provide hope for better management of cognitive decline but also inspire continued efforts towards a healthier, more vibrant ageing population. The commitment of companies like LHWY International and LTPA Solution Co., Ltd to harnessing technology for eldercare sets a powerful example, demonstrating that with the right tools and approaches, we can rediscover what it means to age well.

The discussions and exhibitions at AAIF 2024 have set the stage for future innovations in eldercare. The integration of AI and IoT is just the beginning. As technology continues to evolve, we can expect even more sophisticated tools and programmes designed to enhance the quality of life for the elderly. Future forums will likely showcase advancements in areas such as genetic research, personalised medicine, and smart home technologies, all aimed at supporting healthy ageing. As the global population continues to age, the importance of such innovations cannot be overstated, making events like AAIF crucial for fostering collaboration and driving progress in eldercare. 🏡





Raising Awareness, Embracing Resilience and Fostering Care

A Comprehensive Review of the Dementia ARC Conference by LHWY International Pte Ltd

by Alexis Toh

The Dementia ARC Conference, organised by LHWY International Pte Ltd, was an enlightening event that brought together individuals concerned about dementia to address one of the most pressing health issues of our time. The conference highlighted the importance of raising awareness, fostering resilience, and providing care for individuals with dementia and their caregivers. The ARC strategy – Awareness, Resilience, Care – forms the backbone of this initiative, offering a comprehensive approach to combating the challenges posed by dementia. This post-event review will delve into the key takeaways from the conference, focusing on awareness, resilience, and care, as well as exploring available solutions for preventing and delaying dementia.

Raising Awareness – Understanding Dementia and Its Impact

Dementia is not a singular disease but a broad term encompassing various conditions characterised by impaired cognitive abilities. The most common types of dementia include Alzheimer's disease and Parkinson's disease.

Alzheimer's Disease

Alzheimer's disease is a progressive brain disorder that gradually destroys memory and cognitive skills, eventually incapacitating individuals to the extent that they cannot perform even the simplest tasks. It is the most common cause of dementia among older adults and is marked by the build-up of amyloid plaques and tau tangles in the brain, leading to the death of brain cells.

Parkinson's Disease

Parkinson's disease, on the other hand, primarily affects movement but can also lead to dementia in its later stages. It manifests through uncontrollable movements, stiffness, and coordination difficulties, progressing to severe cognitive impairment over time. The disease is associated with the loss of dopamine-producing neurons in the brain.

The Broader Impact of Dementia

The financial and emotional toll on caregivers is overwhelming, making awareness a crucial first step in addressing dementia. By educating the public about the symptoms and progression of these conditions, we can foster early detection and intervention, which are vital for managing the disease and improving the quality of life for both patients and their families. The Dementia ARC Conference emphasised the need for widespread public education to demystify dementia and reduce the stigma associated with it.

Building Resilience – A Proactive Approach

Resilience in the face of dementia involves adopting a proactive lifestyle and enhancing nutritional intake. The Dementia ARC Conference introduced several innovative solutions aimed at slowing the ageing process and mitigating cognitive decline.

Cognitive Function Assessment

The journey towards resilience begins with a test designed to assess cognitive function, recognition capability, and memory.

This initial assessment helps identify early signs of cognitive decline, allowing for timely intervention. Participants at the conference were introduced to various diagnostic tools and techniques that can help in early detection of dementia, thereby enabling more effective management.

Artificial Intelligence (AI) Digital Brain Training

One of the standout features of the Dementia ARC Conference is the AI Digital Brain Training programme, designed to strengthen cognitive abilities. Participants undergo a Predictive Mini Mental State Examination (MMSE) to identify their risk level for dementia. Depending on their scores, they are enrolled in tailored brain training programmes.

The Brain Boost Programme (TAKA and Me-TAKA) is recommended for individuals with predictive MMSE scores between 28 and 30. It focuses on enhancing response, concentration, memory, and logic through specialised brain training exercises. The TAKA module is designed for general use, while Me-TAKA is tailored for individual needs.

The Dual Boost Programme (SPOZ and TAKA) is recommended for individuals with scores between 24 and 27. This programme combines physical exercises (SPOZ) with cognitive training (TAKA), leveraging the benefits of increased oxygen flow to the brain. Physical exercise has been shown to enhance cognitive function by improving blood flow and oxygenation in the brain.

The Multi Boost Programme (SODA/Me-SODA, SPOZ, and TAKA) is a comprehensive approach recommended for individuals with scores below 24. It involves community and individual engagement (SODA/Me-SODA), physical exercise (SPOZ), and cognitive training (TAKA). SODA and Me-SODA modules are designed to stimulate the nervous system, focusing on improving response, concentration, memory, and coordination.

The AI Digital Brain Training programme has seen successful adoption in Taiwan, Japan, Hong Kong, and Canada, with plans for expansion into Singapore at the moment, followed by Vietnam, Malaysia, Indonesia, in the upcoming year, and interest from Thailand, India, and New Zealand. The widespread adoption of this programme highlights its effectiveness in mitigating cognitive decline and enhancing brain health.

Nutritional Supplements

On top of the AI Digital Brain Training programme, Youthlocked, a dietary supplement, plays a key role in delaying and preventing dementia. It focuses on lengthening white blood cell telomeres, reducing biological age, and lowering the probability of dementia. Youthlocked combines several natural ingredients known for their anti-ageing properties.

Fostering Care – A Holistic Approach

The ARC Strategy emphasises not just prevention and resilience but also the importance of care. Providing adequate care for individuals with dementia requires a multifaceted approach that addresses both their physical and emotional needs.

Support for Caregivers

Caregivers often bear the brunt of the emotional and financial burden associated with dementia. The Dementia ARC Conference highlighted the importance of caregiver support programmes that offer respite care, counselling, and financial assistance. By supporting caregivers, we ensure they have the resources and resilience needed to provide the best care possible.

Community Engagement

Community-based programmes play a crucial role in fostering a supportive environment for individuals with dementia. Community engagement also involves educating the public about dementia and encouraging them to support individuals with dementia and their caregivers. This can include simple acts of kindness, such as offering help with daily tasks or providing companionship, which can make a significant difference in the lives of those affected by dementia.

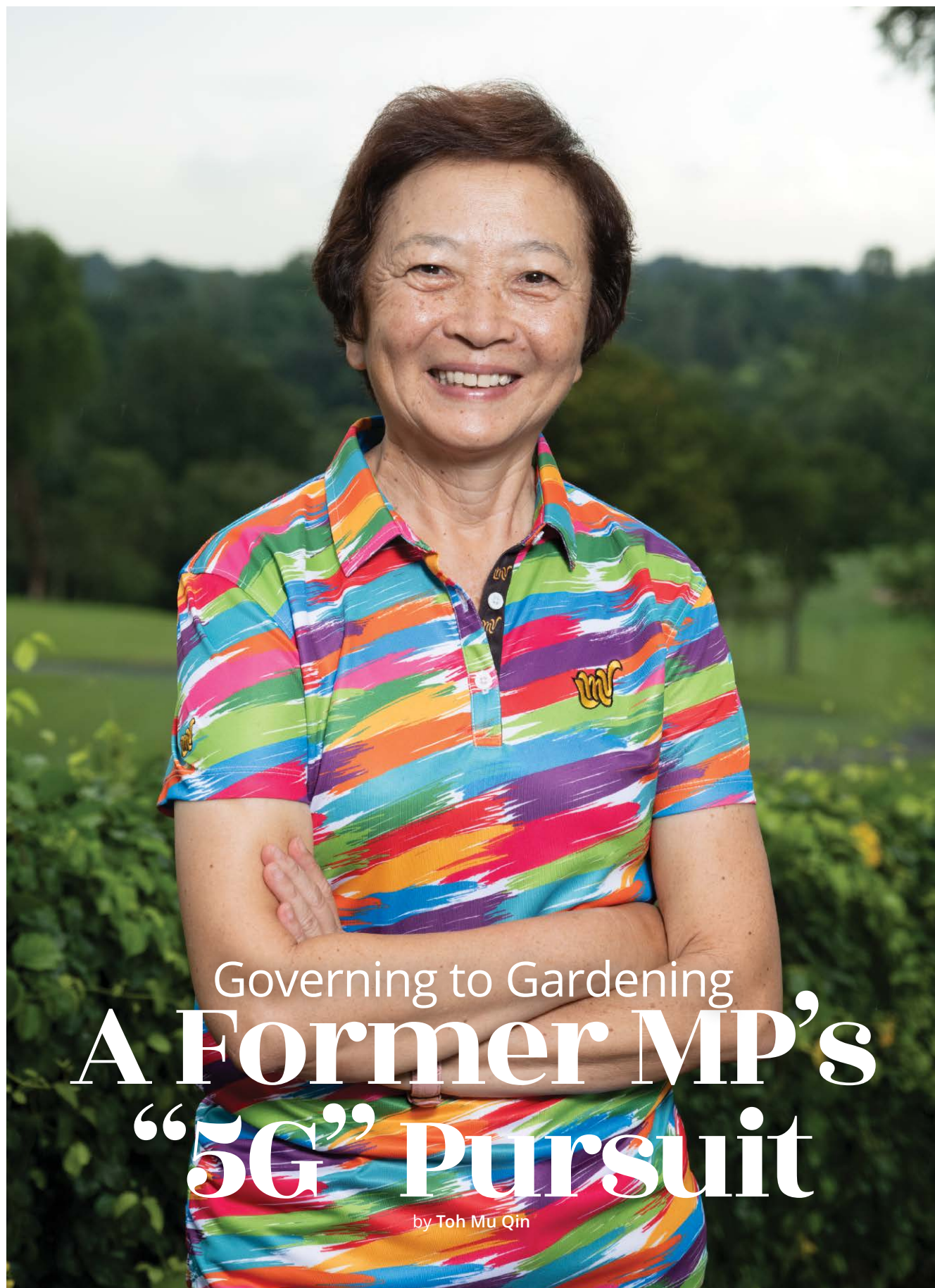
Embracing the Future with Vitality and Resilience

The Dementia ARC Conference stressed the importance of an all-rounded approach to dementia, one that includes raising awareness, building resilience, and fostering care. By adopting the ARC strategy, we can take proactive steps towards preventing and delaying dementia, ultimately empowering individuals and communities to age with vitality and resilience.

As we move forward, it is crucial to continue spreading awareness about dementia, promoting healthy lifestyles, and supporting those affected by the disease. Together, we can create a future where dementia's impact is minimised, and individuals can enjoy a higher quality of life.

The Dementia ARC Conference by LHWY International Pte Ltd has set the stage for a brighter future, where awareness, resilience, and care form the pillars of our fight against dementia. The ARC strategy is not just a programme; it's a commitment to preserving cognitive function and promoting brain health. Let's embrace this vision and work together to make it a reality. By doing so, we can ensure that individuals with dementia and their caregivers receive the support and resources they need to live fulfilling lives.

LHWY International Pte Ltd holds a Dementia ARC Conference every month. For more information on the dates and how to register for the conference, visit their website at <https://lhwy.sg>. 🏡



Governing to Gardening

A Former MP's “5G” Pursuit

by Toh Mu Qin



For adult Singaporeans, Dr. Lee Bee Wah is a name that resonates with familiarity and respect. Known for her practical approach and vibrant personality, this former politician's journey from humble beginnings to a significant political figure symbolises her resilience and determination.

Humble Beginnings – From Rubber Tapping to Educational Pursuits

Born on 6 October 1960 in Johor, Malaysia, Lee's early life was steeped in the simplicity and challenges of rural life. Her parents were rubber tappers, a demanding and labour-intensive occupation that provided meagre earnings. The family's home was a series of rudimentary huts provided by various plantation owners, as they moved from one plantation to another in search of better opportunities. This nomadic lifestyle, dictated by the productivity of the rubber trees, was harsh and unforgiving. Lee vividly recalls the gruelling task of fetching water from a well at the foot of a hill, and the basic compost toilet they used, which was often flooded during the rainy season.

Lee began her education at Kiow Min Chinese Primary School and later attended SMK Dato' Dol Said for a year before moving to SMJK Notre Dame Convent to complete her secondary education. She then went to SMK Gajah Berang, where she completed her Higher School Certificate (HSC) examination. Her academic journey was marked by a strong determination to rise above her circumstances, a trait she demonstrated from a young age.

From her humble beginnings in a rural Malaysian village to becoming a prominent political figure and engineer in Singapore, Lee's story is one of overcoming adversity and making significant contributions to society.

The eldest of eight children, Lee took on significant responsibilities early in life. Her parents' long hours at the plantations meant that she had to take care of her siblings, managing household chores and even making critical decisions for the family. Lee's enterprising spirit also emerged during these years. She sold stationery to her classmates and even managed a small weeding business at the plantation, employing her siblings to maximise the family's income. These experiences honed her leadership and entrepreneurial skills, laying a strong foundation for her future endeavours.

Lee's academic competency did not go unnoticed. At 11, when her mother suggested she stop schooling to help at home, Lee's determination led her to seek help from her English teacher, Mrs. Ng. Mrs. Ng's intervention was pivotal, securing bursaries for Lee and convincing her parents of the importance of her education. This support was crucial in enabling Lee to continue her studies and ultimately achieve her academic goals.

At 15, seeking a better environment to focus on her studies, Lee moved out of her family home. She rented a room from Mrs. Ng and supported herself through tutoring, displaying a remarkable level of independence and drive. Her hard work paid off when she received an offer from Universiti Malaya. However, her father's admiration for Singapore's then Prime Minister, Mr. Lee Kuan Yew, led him to encourage her to study in Singapore instead. Believing in the promise of a better future in Singapore, Lee embarked on a journey that would change her life.

In 1981, Lee moved to Singapore and enrolled at the National University of Singapore (NUS) before attending the Nanyang Technological Institute (NTI, now Nanyang Technological University). The transition was not easy, especially with her limited proficiency in English. Yet, her determination saw her



through. She made friends who helped her navigate the new environment and worked tirelessly to improve her language skills. Financial constraints added to her challenges, but with the help of bursaries and part-time jobs, she managed to pay for her education and living expenses.

Lee graduated with a Bachelor of Engineering (B.Eng) degree in Civil Engineering from NTI in 1985. She then received a scholarship from her then employer, ST Construction, and furthered her studies with a Master of Science (M.Sc) degree in Maritime Civil Engineering from the University of Liverpool in 1990. Her academic achievements were a source of pride and represented her resilience and hard work.

Breaking Barriers – Early Business Ventures and Engineering Ambitions

Lee's entrepreneurial spirit was evident from a young age. She sold stationery to her schoolmates and subcontracted jobs to her siblings, showcasing her early understanding of business operations. Furthermore, influenced by her mathematics teacher, Mr. Seak, who had aspired to be an engineer, Lee decided to pursue a career in civil engineering. She saw it as a means to improve her village's infrastructure and enhance the quality of life for its residents.

Graduating in 1985 during Singapore's post-independence recession, Lee faced a tough job market. Undeterred, she employed innovative strategies to secure her first job. She

became a tutor while looking for a job. While commuting from one tutee's house to another, she stopped at construction sites to note down the names of developers, consultants and contractors, before writing in to enquire if they had job vacancies. Eventually, she landed a position at a construction company working on a Ministry of Defence project at Tengah Air Base. Here, she encountered numerous challenges, including language barriers with Korean workers and the steep learning curve of managing a site's progress. Despite these difficulties, Lee's determination and adaptability shone through, marking the beginning of her successful engineering career.

After several years with ST Construction and Wing Tai Holdings, Lee was presented with an opportunity to start her own business. Encouraged by a friend who needed a professional engineer for his project, Lee took the leap into entrepreneurship. However, she consulted her husband first, ensuring that their family's financial stability was maintained. With his support, she founded LBW Consultants in 1996.

Initially a one-person operation, Lee managed everything from project bidding to document submissions. Her hard work paid off, and she gradually expanded her company, eventually hiring more staff and moving to a larger office. Under her leadership, LBW Consultants grew into a medium-sized engineering firm with over 20 employees. In 2013, the Meinhardt Group acquired her company, a decision Lee made to ensure the continued well-being of her staff and clients amidst her growing political commitments. Her contributions to the engineering field were significant, and she became the first woman president of the Institution of Engineers Singapore (IES) from 2008 to 2010.

Political Ascent – Bridging Engineering and Governance

Lee's political journey began with her election as a Member of Parliament (MP). Despite her new role, she remained deeply connected to her engineering roots, advocating for the profession in Parliament. She highlighted issues such as the lack of engineering expertise in government projects and sought better recognition for engineers. Lee's dual role as an MP and an engineer allowed her to bridge the gap between policy and practical implementation, benefiting her constituents and the engineering community. She was in Ang Mo Kio Group Representation Constituency (GRC) working with Senior Minister Mr. Lee Hsien Loong in 2006, and later served as MP for Nee Soon GRC from 2011 to 2020.

Lee was driven by a deep-seated desire to serve her community. She advocated tirelessly for the needs of her constituents, championing various initiatives to enhance their quality of life. Her tenure in office was marked by her tireless effort to fight for her residents including helping needy students, looking after the elderly, and improving the infrastructure in her constituency.

Throughout her time in office, Lee prioritised the development of healthcare facilities in her constituency, recognising the importance of accessible and affordable medical services for residents. She spearheaded numerous projects to improve healthcare access, including the construction of new clinics and the upgrading of existing ones. Her efforts extended beyond healthcare to education, where she worked closely with schools and educational institutions to promote lifelong learning and educational excellence.

In addition to her work in her constituency, she played an important role in shaping national policies and legislation. As the chairman of government parliamentary committee for the Ministries of National Development and Environment and Water Resources, she contributed her insights and expertise to issues related to environmental conservation. Lee's commitment to good governance earned her the respect and admiration of her colleagues and constituents alike, establishing her as a trusted and influential leader in Singapore's politics.

Lifelong Commitment – Philanthropy and Social Advocacy

Throughout her career, Lee remained deeply committed to giving back to society. Whether through her philanthropic efforts, community engagement initiatives, or advocacy work, she consistently sought avenues to make a meaningful difference in the lives of others. Her involvement in charitable

organisations, healthcare initiatives, and educational programmes reinforced her altruistic spirit and dedication to serving the less fortunate.

As an advocate for social causes, Lee addressed pressing issues such as poverty, healthcare access, and environmental sustainability. She collaborated with local charities and non-profit organisations to support vulnerable populations and provide essential services to those in need.

In addition to her charitable work, Lee played a key role in promoting corporate social responsibility (CSR) and sustainable business practices. She encouraged businesses to prioritise social and environmental impact alongside financial performance, emphasising the importance of giving back to the community and preserving the planet for future generations. Her advocacy for CSR resonated with business leaders and policymakers alike, inspiring positive change.

At the core of Lee's ethos lies a deep sense of gratitude. Grateful for the opportunities she has been afforded, she approaches life with humility and appreciation. She acknowledges the support of her constituents, colleagues, and family members who have stood by her throughout her journey. Her gratitude fuels her commitment to give back and inspire others to embrace a similar mindset of thankfulness and generosity.

Throughout her career, Lee has expressed gratitude for the privilege of serving her community and making a difference in people's lives. She recognises the importance of humility and integrity in leadership, acknowledging that success is not achieved in isolation but through collaboration and collective effort. Her humility endears her to others, fostering trust and respect among colleagues and constituents alike.

The influence of Lee's father, Mr. Lee Pah Sai, on her life and career cannot be overstated. A man with no formal education, he understood the value of education and was determined that his children would have opportunities he never had. His encouragement and belief in the leadership of Mr. Lee Kuan Yew were instrumental in Lee's decision to move to Singapore, setting her on a path to success.

In addition to her political and engineering careers, Lee's involvement with various organisations and her continuous contribution to society reflect her unwavering commitment to public service. Her story is one of overcoming adversity, breaking barriers, and serving as an inspiration to many.

Her father's vision for her future in Singapore, driven by his admiration for Mr. Lee Kuan Yew's leadership, proved to be a pivotal factor in her life. Lee's decision to heed her father's advice opened doors to opportunities that transformed her from a young girl in a rubber plantation to a respected engineer and politician in Singapore.



Lee's tenure as the president of IES was particularly notable. As the first woman to hold this position, she broke gender barriers and paved the way for future female engineers in a traditionally male-dominated field. Her leadership at IES and her contributions to engineering have left a lasting impact on the profession in Singapore.

Moreover, her role in the Singapore Table Tennis Association (STTA) also showcased her versatility and commitment in promoting sports. During her 6-year term in STTA, they won 1 Olympics Silver, 2 Olympics Bronze, managed to beat China in the World Team Table Tennis Championships in 2010, achieved Youth Olympic Games (YOG) Silver, and raised \$10 million for STTA.

Lee's journey is not just a story of personal success but also one of giving back to the community. Her efforts in improving her constituents' lives and her contributions to various sectors demonstrate her dedication to public service. Her story serves as an inspiration to many, showing that with determination, hard work, and the support of loved ones, one can overcome any adversity and achieve great heights.

Family Dynamics – Balancing Professional and Personal Lives

Lee's demanding career also meant that she had to prioritise her professional responsibilities over her family. She candidly acknowledged that her MP duties, presidency of the STTA, and leadership of the IES took precedence over her family. However, she maintained small but meaningful traditions, like waving goodbye to her children each morning, which reinforced their bond despite her busy schedule.

Her son, XR, and daughter, XY, have differing perspectives on her absence during their childhood. XR, who admired his mother's achievements, viewed her as a role model and the epitome of success. XY, initially resentful of her mother's frequent absences, grew to understand and admire her dedication after witnessing her work first-hand during Meet-the-People Sessions.

Embracing Retirement – The “5G” Lifestyle

Lee, a dedicated public servant, retired from politics in 2020, ending a long and illustrious career that had seen her devoting the majority of her life to her family, career, and country. After years of relentless work, she was ready to step back and enjoy a slower pace, engaging in activities that bring her joy. However, her retirement plans were disrupted by the onset of the Covid-19 pandemic, which particularly affected her ability to visit her mother in Malacca, a priority for her post-retirement life.

Reflecting on her political career, Lee recalls the demanding schedule that left little time for personal matters. Lee's father had passed away many years ago, and she regrets not spending more time with him. This loss heightened her determination to cherish the time with her mother.



Despite the pandemic, Lee stays connected with her mother through WhatsApp and video calls. She treasures these conversations but laments that nothing compares to sharing a meal together, like their favourite Bak Kut Teh. After not seeing her mother in person since Chinese New Year 2020, Lee was eager for a reunion. She planned to visit in February 2022, but her mother's concerns about the Omicron variant led to a cancellation. Finally, with eased restrictions, she visited her mother just before Mother's Day 2022.

The transition from a bustling political life to a more relaxed retirement has been a stark yet welcome change. She keeps busy with golfing, brisk walking, gym sessions, gardening, and catching up with friends. Occasionally, she visits friends in Nee Soon South, maintaining connections from her political career.

In her retirement, Lee has embraced a unique definition of “5G”, a concept she pursues with dedication:



1

Golf: Lee has been golfing before entering politics. When she became an MP, she shifted her priority – her frequency of golfing decreased, and she tapped on the network during golfing to raise funds for her needy residents. She now plays several times a week, including on Sunday afternoons with her husband and son – a luxury she couldn’t afford while immersed in her MP duties. Today, Lee indulges in her passion for golf three times a week, a sport that brings her joy and keeps her active.

2

Grandson: Spending quality time with her grandson three times a week brings Lee immense happiness and fulfilment. Embracing the role of a doting grandmother, she finds joy in spending time and bonding with her grandson. Her grandson serves as a source of inspiration and motivation, reminding her of the importance of nurturing future generations and leaving behind a legacy of compassion and integrity. Lee treasures every moment spent with her grandson.



3

Grow vegetables: Keen on learning new things, Lee took up growing vegetables, a challenging endeavour. She derives a sense of achievement from serving homegrown, fresh vegetables to her family, contributing to their healthy lifestyle. Apart from wanting to produce organic vegetables to keep her family healthy, she hopes to fulfil the government’s goal of producing 30% of each household’s own vegetable consumption by 2030, which she has already achieved. She advocates learning new things to help prevent dementia.





4

Go on holidays: True to her love for travel, Lee aims to go on a holiday once a month, exploring new places and experiencing different cultures. Travel holds a special place in Lee’s heart. Her love for it began during her time in the UK, where she pursued a Master’s degree. There, she discovered a host programme that allowed students to stay with local families and explore new cities each weekend. Post-retirement, Lee plans to travel extensively once she has spent ample time with her mother. Her ideal itinerary is simple – spend a few days playing golf, followed by sightseeing, and then more golf before returning to Singapore.

5

Good friends: Catching up with good friends over coffee or meals is a priority, ensuring she maintains her social connections and enjoys meaningful conversations.



Although Lee has retired from active politics and is enjoying a quieter life with her husband and two children, she continues to engage with societal issues close to her heart. While she may have stepped away from the political arena, her passion for serving the community remains undiminished. Lee channels her energies into advocacy work, philanthropy, and mentorship, leveraging her expertise and influence to effect positive change. She remains connected to her roots, helping her primary school improve the environment for the village children to study, lending a hand to her secondary school as and when required, and continuing to contribute to the NTU School of Civil and Environmental Engineering as the advisory committee chair and serving on various boards.

Championing Dementia – Raising Awareness and Garnering Support

Last but not least, Lee has been a formidable force in Singapore’s battle against dementia, recognising it as a “tsunami” that requires urgent and sustained action. Her contributions to dementia awareness, support, and prevention have been profound, particularly during her tenure as an MP, and continuing into her retirement.

Understanding the critical need to address dementia, Lee initiated several impactful programmes and community efforts aimed at fostering a supportive environment for those affected by this condition. During her time as an MP, Lee was instrumental in transforming Yishun into a dementia-friendly town. She spearheaded efforts to educate the community about dementia and train key community members, such as hawkers and shop assistants, to recognise and assist individuals with dementia. This training was crucial in creating a safe and understanding environment where dementia patients could feel supported and cared for during their daily activities.

Furthermore, Lee established dementia go-to points within Yishun. These designated areas provided immediate assistance and resources for dementia patients who might find themselves lost or confused. These go-to points were strategically located to ensure that help is readily available, thus offering peace of mind to patients and their families.

During the repainting of HDB flats in Yishun, Lee also took the opportunity to incorporate colours, big font size, and

themes which are helpful for residents, especially the elderly and those with dementia.

Despite these significant strides, Lee remains acutely aware of the ongoing need to enhance dementia support systems. She emphasises that more needs to be done, particularly in making other areas dementia-friendly. She envisions a future where comprehensive dementia support extends across all communities, ensuring that every individual affected by dementia receives the care and understanding they deserve.

Lee formed a personal “Healthy & Happy” group to encourage individuals around her to join her in her morning walk and engage in social interaction. Having an active and social lifestyle is a means to delay and potentially prevent the onset of dementia. She believes that by keeping both the body and mind engaged, individuals can reduce their risk of cognitive decline.

Lee's passion for dementia advocacy continues to drive her efforts even in retirement. She remains committed to raising awareness, promoting preventive measures, and fostering a community spirit that embraces and supports individuals with dementia. Her work serves as an inspiring reminder

of the impact one dedicated individual can have on public health and community well-being.

Inspiring Generations – Legacy of Resilience and Service

Dr. Lee Bee Wah's life journey is a powerful representation of resilience, determination, and a deep-seated commitment to service. From her humble beginnings in a rural Malaysian village to becoming a prominent political figure and engineer in Singapore, Lee's story is one of overcoming adversity and making significant contributions to society. Retirement brought a shift in focus but not a reduction in her passion for service. Embracing what she calls her “5G” lifestyle, Lee found joy in activities like golfing, gardening, and spending time with her grandson. Her dedication to community work continues, particularly in the field of dementia awareness and support. Her life is a narrative of overcoming odds and making impactful contributions to society. Her story is a source of inspiration, demonstrating that with determination, hard work, and the support of a community, one can achieve remarkable success and make a significant difference. Her legacy is one of resilience, leadership, and unwavering dedication to improving the lives of others. 🙏





Continuing Success in the Beauty Industry as a Women Entrepreneur **The Journey of Miss Tassanee Wannathong**

by Toh Mu Qin



In the previous issue of Millionaireasia magazine, we've explored Miss Tassanee Wannathong's inspiring story when she founded Vega Natural Co., Ltd., and steered the company to new heights of success. Building on the foundation of resilience and innovation, Miss Wannathong has led Vega Natural Co., Ltd. through challenges and triumphs, solidifying its position as one of the leaders in the beauty and wellness industry. She has not only carved out a niche for herself in the competitive beauty industry but has also managed to do so with grace, integrity, and determination. In this follow-up article, we delve deeper into her values, principles and how she perfectly balance her professional life and personal fulfilment.

Miss Wannathong's journey into the business world began with a singular dream, fuelled by her passion for beauty and a desire to make a lasting impact. Starting from scratch, she faced numerous challenges head-on. The beauty industry, known for its cutthroat competition and rapid changes, is not for the faint-hearted. Yet, Miss Wannathong's resolve remained unshaken. Nights were spent brainstorming, sketching ideas, and crafting a business model that would stand the test of time.

Her entry into the cosmetics and dietary supplements manufacturing industry was met with scepticism from many quarters. It is often said that the beauty industry is not kind to newcomers, especially women who dare to dream big. However, Miss Wannathong saw these challenges as opportunities. With a clear vision and an unwavering commitment to quality, she began building her empire. Vega Natural Co., Ltd. was not just another company; it was an embodiment of her values and beliefs.



Miss Wannathong's leadership is characterised by her steadfast adherence to honesty and integrity. In a world where shortcuts and compromises are often the norm, she has remained true to her principles. From the very beginning, she believed that integrity was the foundation upon which all meaningful relationships and successful endeavours are built. This belief was instilled in her from a young age by her parents, who emphasised the importance of being truthful and accountable in all aspects of life. In her professional life, honesty has been her guiding light. Miss Wannathong has never shied away from difficult situations or uncomfortable truths. Her transparency has earned her the respect and trust of her employees, partners, and customers. This environment of openness has fostered a culture of mutual respect and collaboration within Vega Natural Co., Ltd., driving the company to numerous achievements.

Balancing a thriving business with personal life is no small feat, yet Miss Wannathong excels in this as well. As a dedicated mother and wife, she has mastered the art of juggling professional responsibilities with family commitments. Her ability to seamlessly transition from boardroom meetings to family dinners illustrates her exceptional organisational skills and unwavering dedication to both her career and her loved ones.

Miss Wannathong's family is her anchor. She draws strength from her husband and children, who have always supported her unconditionally. She often speaks about the importance of having a strong support system and the role it plays in one's success. Her children's accomplishments fill her with pride, and she is confident that they will continue to achieve great things in their respective fields.

The beauty industry is not just about glamour; it is about perseverance, innovation, and the ability to adapt. Miss Wannathong's journey has been marked by several challenges, the most significant being the economic downturn brought about by the COVID-19 pandemic. Many businesses crumbled under the pressure, but Vega Natural Co., Ltd. emerged stronger. Miss Wannathong spent countless hours

researching new strategies, networking with industry leaders, and seeking guidance from mentors. Her perseverance paid off, and the company not only survived the downturn but also thrived.

One of the cornerstones of Miss Wannathong's success is her unwavering belief in the power of her team. She understands that the growth of her business is intrinsically linked to the growth and well-being of her employees. From the outset, she was meticulous in selecting team members who shared her passion and drive. This has resulted in a formidable alliance of talent and dedication, each member contributing uniquely to the company's success.

Miss Wannathong's leadership philosophy extends beyond the professional area. She is deeply committed to providing her employees with a positive and supportive work environment. This commitment is reflected in the numerous initiatives Vega Natural Co., Ltd. has undertaken to improve the well-being of its employees and their families. The company regularly donates to local charities and supports educational programmes, highlighting its commitment to giving back to the community.

For Miss Wannathong, honesty is not just a policy but a way of life. This principle has been the bedrock of her personal and professional relationships. She believes that trust, built on a foundation of honesty, is essential for any meaningful connection. Her openness and transparency have earned her the respect and admiration of her peers, making her a role model for aspiring entrepreneurs, especially women.

In the highly competitive world of beauty, where trends change rapidly, and customer expectations are ever-demanding, staying true to one's values can be challenging. Yet, Miss Wannathong has managed to do just that. Her commitment to quality and excellence has set Vega Natural Co., Ltd. apart from its competitors. The company's products, ranging from skincare to dietary supplements, are known for their high standards and effectiveness. This reputation has been instrumental in building a loyal customer base and expanding the company's reach globally.

As she reflects on her journey, Miss Wannathong's proudest moments are not just about the accolades and recognition her company has received. They are about the lives she has touched and the impact she has made. From providing employment to over 200 individuals to improving their families' well-being, her influence extends far beyond the confines of her company.

Looking to the future, Miss Wannathong is excited about the possibilities that lie ahead. She is committed to continuing her work of empowering women and creating opportunities for them in the workplace. She believes that women, given the right opportunities, can achieve great things and contribute significantly to society. 🌸

The Lady Behind Valencia Yachts'

Rise Amidst Covid Chaos

by A. Yash



When a crypto company client suddenly increased a yacht party guest list from 70 to 300 attendees, Evangeline Wong moved 'heaven and earth' to make sure the event went on smoothly for the client and their guests.

This included getting three yachts ready, finding enough food and beverage as well as entertainment for the 300 guests. "The party spanned over three yachts and lasted till late at night; it was the noisiest event at the marina. It was one of our biggest events and a proud moment for the team," she shared in an interview with Millionaireasia.

For this interview, we were seated on the dining deck of the company's superyacht, Star of the Sea, the biggest yacht for charter in Singapore. Evangeline or Evan as she is more familiarly known, fronts Valencia Yachts, a luxury yacht charter, management and dealership company.

Meeting her in person, she embodies the epitome of elegance and sophistication in the world of luxury yacht charters. And behind every successful woman is a powerful man – her husband, Kelvin Leong, a banker and the founder of Valencia Yachts.

Yacht Adventure

Established in 2015, Valencia Yachts started out by chance. "The seeds of Valencia Yachts were sown in 2014 when my husband Kelvin and I encountered a Leopard 51 yacht at the Singapore Yacht Show. That was our first boat and we had acquired it for our personal use. We named it Valencia after our firstborn. My husband and I actually wanted a yacht for our family and friends to enjoy during the weekends. Later on, our friends asked if they could charter the yacht for their own family and friends, and we ended up getting more calls for charter," Evan reminisced.

Recognising the potential, the couple transitioned the yacht from personal ownership to a full-fledged company, motivated by the joy they and their clients experienced during their yachting adventures. In 2017, the company embarked on a steady expansion plan, acquiring another yacht – a smaller Leopard 39 Powercat. They named it Victoria, after their second daughter.

The onset of the COVID-19 pandemic in 2020 necessitated a cautious approach to the company's expansion, but surprisingly, it led to a surge in yacht charters. "During

Covid, there was a lot of travel restrictions. The sea became an outlet for them. Even the hoteliers recognise this. Now you see Ritz Carlton offering their own yacht charter, and so do other hotel brands,” she added.

Despite initial challenges such as lockdown restrictions and manpower issues, the team worked tirelessly to meet the heightened demand, ensuring clients could enjoy yacht trips amidst travel restrictions. The subsequent years presented additional hurdles, with fluctuating group sizes and evolving regulations, but the company remained resilient.

With the stabilisation of the COVID situation, the company embarked on an expansion phase in 2022 and 2023, introducing more yachts to its fleet. And in honour of their third child Max, the couple bought their third yacht in 2022 and named it Maximum. “It’s also a play on the words ‘Max’ and ‘Mum’,” said Evan.

Built in Singapore, the 47 ft catamaran is constructed using high-quality materials and provides an ideal venue for hosting corporate events, family outings and large gatherings. From an initial investment of about US\$1 million, the company has grown substantially. Starting out with just one yacht, the company now owns and operates five vessels. A sixth yacht is expected to arrive later this year.

Currently, the biggest in its fleet is a locally built 128 ft superyacht, Star of the Sea. A superyacht is a large, luxurious motor or sailing yacht, typically over 80 feet in length. It’s often used for recreational purposes such as cruising, entertaining, and hosting events. They are generally custom-built to the specifications of the owner and can include a wide range of features and amenities.

The Star of the Sea for example, has six cabins, a jacuzzi, a dining area and a spacious flybridge. You bring up to 50 guests out for a four-hour weekend charter, costing an estimate of \$21,000. At first glance, this yacht is a classic beauty with sharp lines from bow to stern. Inside, guests will be impressed with its opulent decor and luxurious fittings.

Evan attributes the refurbished interiors to her husband Kelvin, who calls himself the ‘interior’ of the company. “I love taking care of the flooring, carpentry, furniture and internal decor,” he chipped in. But behind the glitz and glamour of owning several yachts, there is a lot of tasks that need to be taken care of. During the interview, the couple spotted some stains on the floor and a leak coming from the jacuzzi – “things that need to be fixed immediately”, they said as they instructed the crew to work on them. “Maintaining a yacht can be a nightmare,” Evan added. But that in itself opens up a new business opportunity for the company.

Yacht owners sometimes do not have time to maintain their yachts, and Valencia Yachts offers a yacht management service, currently managing a yacht for a group of shareholders. “When you have experience managing a fleet, you know the ins and outs of the boat. You also know your captains and crew. We are able to deliver what we promise to the yacht owners, for example, how many times we will wash the yacht, service the engine and the generators. Sometimes the client wants more (services), sometimes they want less, so we cater to these requirements,” said Evan.

Valencia Yachts currently boasts a dedicated team of 20 staff members including some part-timers. “One of the advantages is we have more than one yacht so our crew can get work experience on different yachts,” shared Evan.

Despite these achievements, Valencia Yachts wants to do more. When asked about the company’s North Star, Evan replied that the company has recently been awarded a dealership deal with Dubai-based Sky Walker Yachts. Valencia Yachts now hold the rights to market and sell Sky Walker Yachts in Singapore. Evan is not fazed about the fierce competition in the yachting industry, as she is confident on the unique selling points that Sky Walker Yachts have to offer, pointing out: “I think we have a winning product, and the price is attractive. We believe we have a good mix of price and aesthetics.”

Supporter of the arts and environment

Beyond the confines of luxury charters and glamorous events, Valencia Yachts also aims to be a symbol of hope for the arts and the environment. Through strategic partnerships with film producers, the company provides vital support in enabling local talent to thrive. The company recently became co-producers in two local film productions – Money No Enough 3 and King of Musang King, both directed by Jack Neo.

Star of the Sea also partners with the International Seakeepers Society to promote marine conservation. The International SeaKeepers Society is a non-profit organisation focusing on the health of the world’s oceans and climate. They work with the boating and yachting community to take advantage of their unique potential to further marine research and raise awareness about our oceans’ issues.

Part of the company’s revenue will be donated to conserving marine life, providing educational resources and oceanographic research, preserving the future well-being of the oceans. From supporting local film productions to partnering with marine conservation organisations, every journey with Valencia Yachts becomes a voyage of purpose – a celebration of creativity and a commitment to protect the planet’s precious oceans. 🌊

Legendary Journeys, Luxury Slow Travel and A Heritage-of-the- Future Legacy

by Priyanka Elhence



Arnaud Champenois, senior vice president of brand & marketing at Belmond, is the man instrumental in positioning the brand as curator of contemporary culture.

Synonymous with luxury travel and unique experiences since 1976, Belmond is known for connecting discerning travellers with the world's most remarkable destinations and journeys, spanning a collection of 47 properties across 28 countries and territories.

French-born Arnaud Champenois, Belmond's senior vice president of brand & marketing since 2016, is the man pivotal in shaping and developing the brand's long-term positioning strategy. With over 20 years' experience in luxury brand marketing, Arnaud previously held the position of senior brand director at Starwood Hotels & Resorts / Marriott International, overseeing its luxury brands in Asia Pacific. Arnaud also has over two decades of experience in luxury brand marketing for Yves Saint Laurent, Ralph Lauren, Giorgio Armani, Viktor & Rolf, and Biotherm at L'Oréal Group.

Focused on enhancing brand desirability, Arnaud's new property-first brand and marketing strategy pivots from heritage to contemporary, positioning Belmond as a curator of contemporary culture, celebrating each property's unique identity, heritage and stories. "At Belmond, heritage and artistic dialogue have always been our core vision. As curator of contemporary culture, the brand embarks on projects and partnerships in art, photography





and publishing, all underlining the uniqueness of our properties and the communities and cultures they are part of. Our property-first approach ensures that each asset has its own strong unique brand, rooted in the property's exclusive legacy and destination," says Arnaud.

Arnaud's expertise has expanded Belmond's role and relevance beyond travel, extending into the realms of arts and culture, as well as elevating its website and social media with an enhanced Belmond Customer Relationship Management offering.

Arnaud was in Singapore in March this year for the relaunch of the Eastern & Oriental Express, A Belmond Train. After a four-year hiatus, the luxury train announced its return to the tracks of Southeast Asia in February 2024, highlighting the demand for slow, luxurious travel. "We live in an incredibly fast-paced and interconnected world, conditioned by convenience where time saving is a priority, to the point that anything slow becomes revolutionary. Today, luxury travellers are looking for new, meaningful, slower-paced, sustainable and immersive experiences to (re)discover countries and landscapes, while being more engaged and immersed in the destination," says Arnaud.

"In 2023, our Trains & Cruises division saw a 16% revenue increase year on year, and we are planning a heightened focus on train travel for Belmond in 2024, constantly reinvigorating our luxury rail experiences to remain at the forefront of the industry, with new trips, new on-board experiences, new gastronomic experiences and world-leading design. With the relaunch of the Eastern & Oriental Express, A Belmond Train, Southeast Asia, guests can fully immerse in the destination of Malaysia through two routes that focus on the culture and nature of the country," Arnaud shared.

He continues, "Luxury travellers are increasingly seeking more purposeful and sustainable ways to travel, and at Belmond, we stay ahead of the curve in delivering exceptional luxury experiences to our guests by placing a deep focus on environmental and social responsibility. We run over 300 sustainability and social initiatives and partnerships around the world that generate positive impact locally."

Arnaud concludes by saying, "As the luxury travel space evolves, we want to focus on creating unique guest experiences around gastronomy, nature, wellness, and local communities and cultures while maintaining exclusivity and operational excellence. Our goal is to become the world's most desirable travel brand through a property-first approach. We aim to highlight the uniqueness of our properties, the local communities and culture through our projects and partnerships which also include art, photography and publishing." 🌟



About The Writer

Bred in The Seychelles and Kenya, Priyanka Elhence studied Hotel Management in Switzerland, coupled with working as a Recruiter in Palm Beach, before doing an MBA in Human Resources Management in London. Calling Singapore home for the past 20 years, Priyanka has been a Freelance Writer now for the past 8 years, writing about everything from luxury and dining, travel and lifestyle, to parenting and finance.



Reinventing the role of the Architect

by Dionne Bel



Photo Credit: Brigitte Lacombe

Celebrating its 40th anniversary this year, Rockwell Group has amassed a portfolio of iconic projects that has redefined the way we experience space, solidifying founder David Rockwell's status as an architectural visionary.

David Rockwell stands as a titan in the world of architecture, celebrated for his transformative designs that seamlessly blend storytelling, innovation and functionality. At the heart of his approach lies a deep awareness of the power of narrative that tells on every aspect of a project. Whether it's a hotel, restaurant, theatre or public space, Rockwell believes in creating immersive and memorable environments that are easily understood, engage the senses and evoke emotion. "For all of human history, stories have helped us build community and deepen our understanding about the world around us," he says. "Our brains are hard-wired to seek out and remember stories. I believe Rockwell Group projects are remembered for being spaces that connect people to each other, create rituals and encourage discovery, rather than for a single aesthetic or approach. Storytelling has always been my way into design. When we are encouraged to create our own stories about the spaces we encounter and inhabit, and when we are encouraged to take 'ownership' of them by making our own memories in them, creating rituals in them – think of the bench you always choose to sit on at lunch or the place you always meet a friend – we feel like we belong."

As his acclaimed architectural and design firm, Rockwell Group, marks four decades of creating inspiring physical spaces that demonstrate his innate understanding of human behaviour, Rockwell shows no signs of slowing down. The recently opened Johns Hopkins University Bloomberg Center in Washington D.C. transformed a box into an open, flexible quad for students to interact up, down and across the atrium, echoing Rockwell Group's expertise in choreographing theatrical spaces. For the lobby and restaurant of the Perelman Performing Arts Center in New York, the cultural cornerstone and final public element of the World Trade Center site that serves as a new home for artists in theatre, dance, music, chamber opera, film and media, the practice clad the ceiling in undulating sapele wood ribbons with integrated LED lighting that orient visitors and inserted a small, built-in stage with tiered seating for free public performances.

Born in 1956 in Chicago, Illinois, Rockwell's upbringing was steeped in creativity. His mother, a vaudeville dancer and choreographer who managed a theatre on the Jersey Shore, casted him in community repertory productions, instilling in him a profound appreciation for storytelling and theatricality – elements that would later surface in his work. He explains how theatre introduced him to the potency of ideas and the infinite ways those ideas, or a single script, could be expressed: "Seeing how art and beauty were created through collaboration was completely eye-opening and might have been the first clue that the power of shared experiences in the public realm would be a passion of mine, but I didn't realise it was a career path."

When Rockwell was 11 years old, his parents brought him to New York City for the first time to watch the Broadway show *Fiddler on the Roof* and to dine at Schrafft's. "It was the first time I connected theatre and restaurants as vehicles to bring people together and create instant communities," he notes. "It was also the first time I made the connection between design that was manipulated and performative – in terms of the set – and narrative." From then on, he viewed design as a tool for sharing stories and facilitating connection through common experiences. At the same time, as a child growing up in multiple cities – from Chicago and Deal, New Jersey, to Guadalajara in Mexico – he naturally gravitated to construction sets like Tinker Toys or Lincoln Logs because the building of objects served as an anchor in his life. "The desire to make things and collaborate with others started at an early age," he recalls. "As a child dealing with a lot of transitions, being able to create things allowed me to have control over something and mediate the world."

After graduating from Syracuse University with a bachelor's degree in architecture, Rockwell further honed his skills at the Architectural Association in London. These formative years laid the foundation for his distinctive approach: a mélange of architecture, engaging storytelling, experiential design and the energy, colour and spectacle of the cities of his childhood. In 1984, armed with a bold vision and a desire to

redefine conventional notions of design, he founded Rockwell Group in New York City. From early projects such as Nobu – the first was in Tribeca and marked the debut of a partnership spanning 30 years, leading to Nobu restaurants and hotels worldwide – and the W hotels to the EDITION brand in collaboration with hotelier Ian Schrager two decades later, Rockwell reimaged the concept of luxury hospitality and earned his practice a name in the field.

Today, Rockwell Group's catalogue consists of 275 restaurants, initially Sushi Zen, over 100 hotels, beginning with the W New York, and set designs for more than 100 on- and off-Broadway productions, starting with *The Rocky Horror Picture Show*. Its groundbreaking achievements in over 165 cities have reshaped the built environment and influenced the way people interact with spaces and products in a wide array of typologies, including residential, workplace, retail, transportation, healthcare, education, entertainment and furniture design. Refusing to be pigeonholed to just one design type, Rockwell states, "We don't believe in maintaining a specific aesthetic or programme type; once you've settled on a particular look and feel, you're in a straitjacket. Good design isn't a formula; it responds to its unique conditions, it surprises."

Perhaps the secret to Rockwell's success lies in his insatiable inquisitiveness about the world and desire to understand every facet of a project, starting with intense research and obsessing over how things are made and how materials are used. "As we move into our 40th year, we have sharpened our ability to break the silos of expertise to keep public spaces feeling fresh, authentic, relevant and whole," he concludes. "Rockwell Group is an environment that celebrates taking risks and our clients often come to us to support our exploration in doing so. There is an incredible amount of energy around creating something new and meaningful, and this energy gives our team a sense of purpose. We are curious, we like to ask lots of questions and, ultimately, the people who work here want to make a difference. That is quite unique about Rockwell Group and the work environment in general. It is not about doing the job or the task and going home; it is about delivering on passion and purpose." 🌿



About The Writer

Dionne Bel is a freelance journalist and editorial consultant who has lived on three different continents. Dionne loves to meet with inspirational individuals in pursuit of excellence to tell their stories: emerging and established artists, designers and craftsmen, engaging entrepreneurs and philanthropists, and the movers and shakers of the world today. She contributes regularly to regional and international titles such as *Artsy*, *Design Anthology*, *Forbes*, *Robb Report*, *Shawati* and *Tatler*, shining a spotlight in particular on art, architecture, design, horology and jewellery.

Cultivating Change

by Dionne Bel

Placing everything he makes within its social context and believing in the transformative power of design, Fernando Laposse's collaboration with Perrier-Jouët is a celebration of nature that we are called to preserve.

Fernando Laposse is a man deeply enamoured with nature and the treasures it brings. He has built a practice based on natural materials and artisanal production rooted in their geographical, historical and social contexts as a way to reconnect to his Mexican origins. Hand in hand with Mexico's indigenous farmers, he transforms humble and forgotten plant fibres such as sisal, henequén, loofah and corn leaves, as well as avocado skins, into collectible pieces of design. Who can forget his playful pink beasts at the Miami Design District, furry cabinet in agave fibre or whimsical bench resembling a long-haired dog with bangs covering its eyes? At the same time, he addresses serious issues like dwindling biodiversity, soil erosion, migration and the negative impacts of global trade on local agriculture and food culture, believing that many sustainability problems have to do with the fact that the human factor isn't taken into account.

Pioneering new materials and systems of production, Laposse hopes to build an ecosystem in which plants are at the heart of combatting local environmental challenges, whilst also reaping economic benefits for the inhabitants through employment opportunities. Raising awareness about the obstacles with which they are confronted in a globalised economy, he forms the all-important links between material and community and gives visibility to those who are unseen. "For me, it's important that there is coherence," he notes. "I use natural materials, and I like to make design decisions that make the materials shine and present stories of their origin and relationship to the communities that grow them. I think the indigenous communities of Mexico are greatly responsible for the country's cultural heritage yet they are some of the most neglected demographic, one that is victim of abuse and poverty. My work tries to highlight the challenges they are facing when they try and maintain their traditional lifestyle in today's global world."



In the case of fast-growing and renewable sisal, Laposse is reviving an age-old material that had already been used for ropes, fishnets, hammocks and utility rugs, but that was later supplanted by plastic. However, it was his Totomoxtle project using dried corn husks for marquetry adorning walls, furniture or smaller objects like lamps and vases that marked a turning point in his career. He shifted from an individual creative endeavour to a comprehensive, long-term initiative to improve the livelihoods of small-scale farmers and ensure self-sufficiency in food production. Through Totomoxtle, he aimed to transform Santo Domingo Tonahuixtla – an impoverished, remote village in a mountainous region of south-eastern Mexico where he had spent his childhood summers – for the better. Having piloted this project for years, he has been able to measure its social impact: the reintroduction of several native corn varieties that had

practically disappeared and the generation of higher incomes for several families in a place with no real preexisting craft traditions. Rather than the end consumer, priority is given to the villagers he employs and teaches new skills to, as well as the surrounding environment. As such, an integral part of his projects is documenting the issues encountered, proposing solutions and educating the public about the story behind his designs in an easy-to-digest format through mini-documentaries.

Born in Paris in 1988 to a painter mother and baker father before returning to Mexico at the age of 15, Laposse trained at Central Saint Martins in London as a product designer. Now he has been tapped by Perrier-Jouët to reinterpret its centuries-old Art Nouveau heritage for the 21st century, echoing the storied champagne house's dual passion for art and nature. Every year since 2012, Perrier-Jouët has commissioned both established and emerging creatives such as Bethan Laura Wood, Mischer'traxler and Garance Vallée to offer their own contemporary vision of Art Nouveau. Guided by the essential role flowers play within complex ecosystems, Laposse has zoomed in on the process of pollination that involves synergetic interactions between different species in his poetic installation, *The Pollination Dance*, which finds a permanent home at Perrier-Jouët's Cellier Belle Epoque in Epernay, Champagne. "*The Pollination Dance* is a space that takes you to the first moments of spring, where the insects and the flowers engage in an embrace that is necessary for the survival of life on earth," he says. "It is a brief moment, but absolutely vital and poetic."

On his first visit to the Perrier-Jouët estate, Laposse was struck by how the brand has been experimenting with regenerative viticulture in a 10-hectare section of its vineyard, with the aim to achieve 100 per cent conversion and 100 per cent of its partner winegrowers certified in sustainable viticulture by 2030. "Maison Perrier-Jouët is determined to sustain its efforts to minimise pressure on the environment," explains Perrier-Jouët cellar master, Séverine Frerson. "Above all, it is striving to help enrich the biodiversity of the Champagne terroir, to which it has been profoundly attached for more than two centuries." The starting point is regenerating the soils and increasing their fertility, with the house exploring ways to enhance biodiversity through biomass and floral plant covers, vitiforestry and green corridors. Laposse wished to recreate the moment of pollination in the vineyards, when bees and other insects go crazy for nectar and pollen, and the passage of time encompassed in each bottle of Perrier-Jouët.

Handmade in his Mexico City studio, the various elements of the installation – a mélange of local artisanal savoir-faire and cutting-edge technologies – required over six months to complete. Natural silk organza drapes have been tinted pink with a dye developed by Laposse from cochineal insects



and wild marigold flowers using ancestral techniques. They envelope a couple of branches that are actually lianas he harvested from a Mexican jungle, from which sprout a multitude of leaves and flowers from Laposse's imagination and Perrier-Jouët's trademark anemones in translucent 3D-printed, soy starch-based eco-resin resembling frosted glass. A swarm of pollinators such as honeybees, bumblebees, butterflies, moths, beetles and hummingbirds in the same material have settled on the sheer curtains, while hourglass vessels filled with pollen-mimicking yellow sand gently filter down onto the flowers and branches below. Advocating for the protection of nature, he states, "I am nature, and so are you. I think a great part of the problems we face in this world comes from the fact that we have created this myth that humans are somewhat a separate entity from the rest of the natural world."

For design and champagne collectors wishing to bring home a piece of this pollination dance, Laposse has produced *The Fleeting Dance* in a limited-edition of 15 pieces. A mouth-blown glass dome contains a microcosm of the installation, which is presented alongside a jeroboam of Perrier-Jouët Belle Epoque 2008. The brand has also released eco-packaging emulating pollen explosions, and published an anthology of poems entitled *A Song of Flowers* in Nahuatl, the native language of the Aztecs, which was co-created by Laposse and respected indigenous Mexican poet, Mardonio Carballo. Laposse concludes, "*The Pollination Dance* is the perfect embodiment of what I think design should be about: offering real-world solutions with a joyful and poetic dimension. I am convinced that solutions for local problems can be applied to global situations." 🌱



Aston Martin DBX707

A Symphony of Luxury,
Performance, and
Technological Mastery

by Toh Mu Qin

In the ever-evolving world of luxury SUVs, where the competition is fierce and the stakes are high, Aston Martin has once again set the benchmark with its latest iteration of the DBX707. This ultra-luxury SUV, already a titan in its category, now boasts an interior and an advanced infotainment system that elevate it to unprecedented heights. Launched in 2022, the DBX707 quickly ascended to the apex of the luxury SUV segment, and with these latest enhancements, it solidifies its position as the true supercar of SUVs.

The heart of the DBX707's transformation lies in its all-new interior design and avant-garde infotainment system. Aston Martin has carefully crafted an environment that exudes sophistication and modernity while ensuring that every element serves a functional purpose. The new infotainment system, developed in-house, represents a perfect blend of digital innovation and tactile physical controls, continuing Aston Martin's philosophy of harmonising the best of both worlds.

Marco Mattiacci, global chief brand and commercial officer of Aston Martin, expressed his excitement about the new DBX707, stating, "With its best-in-class performance and dynamics, world-class design, and the highest levels of luxury, the DBX707 immediately established a new ultra-luxury SUV benchmark. Now upgraded with state-of-the-art technology and a completely new interior, the DBX707 moves the game on once more, further elevating the standard by which all competitors are judged."

At the core of the DBX707's technological upgrade is the new infotainment system. This fully integrated, multi-screen setup includes wireless Apple CarPlay and Android Auto, multiple USB-C connections, and full online connectivity supported by the Aston Martin customer app. The centrepiece of this system is a top-notch Pure Black touchscreen with capacitive single and multi-finger gesture control, ensuring an intuitive and responsive user experience.

The main driver's instrument cluster, a 12.3-inch screen, is complemented by a second 10.25-inch central display integrated into the new dashboard and centre console. This dual-screen arrangement not only enhances functionality but also contributes to the cabin's futuristic aesthetic. Essential controls for gear selection, drive modes, heating, and ventilation are handled by physical switches, providing a reassuring tactile feedback that complements the digital interface.

The DBX707's interior is a masterclass in luxury and design. The new cabin architecture showcases a striking horizontal design line that bisects the upper and lower sections of the dashboard, creating a sense of space and cohesion. The use of alternating chrome materials and contemporary veneers amplifies the sense of quality, while the simplified centre console achieves a perfect balance between a sports car feel and modern luxury.

Every detail within the DBX707's interior has been thoughtfully enhanced. The new steering wheel, redesigned D-pull door release handles, and elegant vertical air vents are all matched to either bright or dark chrome interior jewellery. The front door veneer panels are now larger and available in a variety of new materials, including gloss smoked oak, gloss titanium mesh, and updated ziricote wood, as well as piano black and carbon fibre veneers.

Three distinct interior trim specifications offer bespoke detailing options – Inspire Comfort features matrix embroidery and quilting, Inspire Sport includes vector embroidery, and Accelerate incorporates Alcantara® for an added touch of sportiness. Additional detailing, such as micro piping and sateen embroidery, allows for extensive personalisation through Aston Martin's bespoke service, Q by Aston Martin.

For audiophiles, the DBX707 offers an exceptional audio experience. The standard Aston Martin Premium Audio 800W 14-speaker system is already impressive, but for

those seeking exceptional sound quality, the optional system developed with Bowers & Wilkins is unparalleled. This 23-speaker, double-amplified 1,600W surround sound system features technologies found in Bowers & Wilkins' acclaimed loudspeakers, providing a balanced and accurate sound. Dedicated 3D headline speakers, bass speakers, and a powerful subwoofer ensure a dynamic and immersive audio experience that mirrors the vehicle's own performance characteristics.

The exterior of the DBX707 has not been overlooked in this latest update. Five new paint colours – Epsilon Black, Helios Yellow, Sprint Green, Malachite Green, and Aura Green – along with the addition of Podium Green, originally exclusive to the DBX707 AMR23 Edition, offer fresh customisation options. Two new wheel finishes, Satin Black on the 23-inch Fortis wheel and Copper Bronze on the 23-inch Forged wheel, complement the existing range of Silver, Gloss Black, Textured Black, Satin Black, and Satin Black Diamond Turned finishes.

The introduction of new “presenting” door handles, which power outwards when the car is unlocked, and flush glass swivel-head door mirrors represent a sophisticated advancement driven by the adoption of a more refined Advanced Driver Assistance System (ADAS). This new mirror design not only improves camera packaging but also maximises the reflective surface for a greater field of view, enhancing overall safety.

Underpinning these extensive enhancements is the formidable hardware that the DBX707 is renowned for. The 707 PS/900 Nm 4.0-litre twin-turbocharged V8 engine, mated to a 9-speed “wet clutch” automatic gearbox, delivers an exhilarating performance. Capable of launching from 0-60 mph in just 3.1 seconds and achieving a top speed of 193 mph, the DBX707 offers supercar performance in an SUV form. Its high-tech all-wheel-drive system can send up to 100% of the torque to the rear axle on demand, ensuring unmatched driving dynamics.

Braking power is provided by 420 mm front and 390 mm rear Carbon Ceramic brakes, ensuring that the DBX707's performance is matched by its stopping power. Aston Martin engineers have further upgraded the vehicle's dynamics with a new calibration for the electronic dampers and air springs, enhancing transient body control and improving response, precision, and driver confidence.

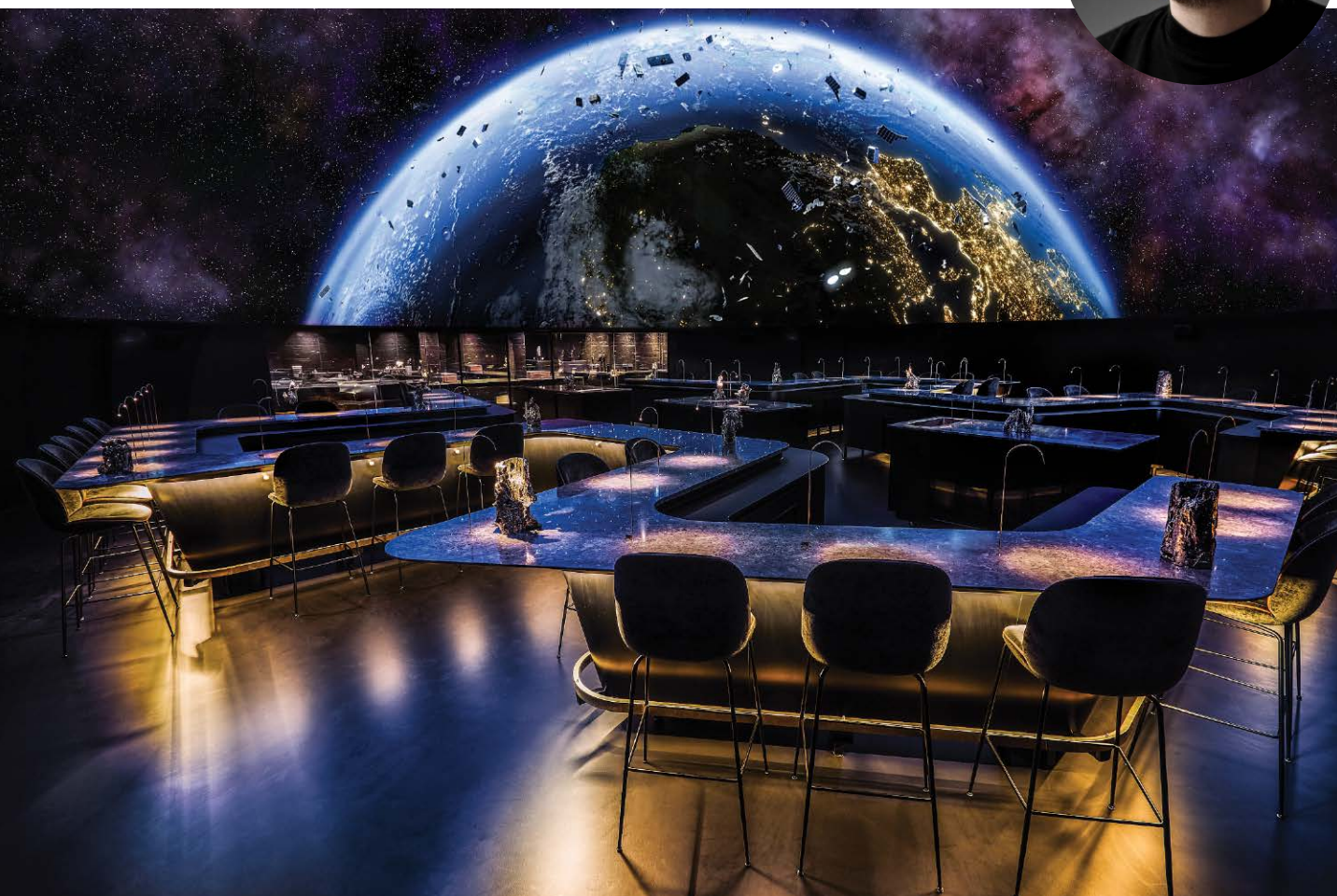
The Aston Martin DBX707, with its comprehensive interior redesign and leading-edge infotainment system, sets a new standard in the ultra-luxury SUV segment. Its blend of performance, luxury, and technological innovation makes it an astounding contender in the market. Production of the new DBX707 is set to commence in Q2 of 2024, with first deliveries scheduled to begin shortly thereafter. 🏁



A Michelin-starred Space Dining Experience

by Priyanka Elhence

SpaceVIP launches a stratospheric dining experience with Chef Rasmus Munk of Copenhagen's two Michelin-starred Alchemist, aboard Space Perspective's Spaceship Neptune.





SpaceVIP, which specialises in extraordinary luxury space travel experiences, is set to host a unique, immersive dining experience on the edge of space 99% above Earth's atmosphere, with Chef Rasmus Munk of two Michelin-starred Alchemist in Copenhagen.

The six-hour expedition will launch in 2025 from the Space Coast of Florida aboard Space Perspective's innovative Spaceship Neptune, the world's first carbon-neutral spaceship. Open to six Explorers (passengers) only, the starting price is a mere US\$495,000 per ticket.

The carbon-neutral, spaceflight experience company is on a mission to make space travel more accessible than ever before. In addition to this once-in-a-lifetime dining experience, each Explorer will also be outfitted by French luxury fashion house Ogier, with made-to-measure outfits designed using cutting-edge fabric technology developed specifically for the mission.

Space Perspective offers the safest and most accessible way to travel to space with its Spaceship Neptune, delivering a completely reimagined spaceflight experience with no training or special gear required. Featuring a pressurised capsule lifted gently by a SpaceBalloon™ (not a rocket), the spacecraft takes Explorers 100,000 ft above sea level where they will dine as they watch the sunrise over the Earth's curvature. Explorers will also have Wi-Fi on board to livestream their experience and connect with loved ones down on Earth during their flight.

And there could be no better chef to partner this incredible journey with other than Chef Munk. "Alchemist's domed main dining room draws direct inspiration from the awe

I felt as a child seeing Earth from space at the Copenhagen Planetarium for the very first time," said Chef Munk. He added, "Immersiveness is central to Alchemist's philosophy of Holistic Cuisine, and my ambition is to blend gastronomy with art and science to create awareness about social and environmental issues. With this experience, I want to highlight food as a common thread in our human existence, and it will be truly meaningful to serve it while gazing down at the Earth's curvature. I am honored to be part of what I think will be a transformative once-in-a-lifetime experience – both for the guests and myself. I look very much forward to supporting the Space Prize Foundation as the beneficiary of this expedition as well as deepening our collaboration with both leading scientific institutions and designers for this project."

Seeing Earth from space has the power to create a cognitive shift and inspire a greater appreciation for our planet and a deep connection to humanity as a whole. And using food as an essential part of human existence, this radical collaboration will help with a global paradigm shift for humanity to better protect Earth, inviting diners to re-examine their relationship with Earth.

Chef Munk's imaginative creations will augment every step of the experience, including dishes inspired by the role of space exploration during the last 60 years of human history, and the impact it has had on human society, both scientifically and philosophically. 🌌



Q The Iconic UATRE turns 20

by Priyanka Elhence



Boucheron reveals its newest summer campaign creations in celebration of Quatre's 20th anniversary.

Less is more is a phrase often used to understate the finer things in life. But at Boucheron, the striking new creations for Quatre's 20th anniversary come to life with the ethos, more is more is more.

It all began in 2004, when four distinct codes from the Boucheron archives, each seemingly at odds with the other, came together in a single genderless, urban design, to create the iconic Quatre ring. Four bands became one, embodying contemporary strength, weighing no less than 13.88 gm of gold. Using a press, without either glue or solder, the four bands are assembled by hand, with a final click signalling perfection. The collection was sparked by a choice of motifs from the archives, each of which honours a different facet of Boucheron's history.

Twenty years later, Quatre, composed of the same four signature patterns from the Boucheron archives and three colours of gold, has become



the maison's jewellery icon. And to celebrate the 20th anniversary of its collection, Boucheron's Creative Studio has designed unique creations where rings and bracelets are layered and stacked, amplifying the Quatre codes ad infinitum. One collar necklace is made up of fifty Quatre rings, each individually crafted and assembled with the savoir-faire that's unique to this collection.

In the new "Never Enough" campaign presenting these pieces, Boucheron features its ambassadors Alexa Chung, Mila Al Zahrani, Han So-Hee, Rola and Zhou Dongyu wearing different combinations of the pieces, representing their individual styles and preferences. When it comes to Quatre, too much is never enough!

The collection is constantly expanding its wearables, starting with stackable bracelets, followed by sautoir and collar necklaces, earrings and ear clips, and even hair jewellery. The new Quatre Classique pieces bring a whole new dimension to the classic ring design, through new creations that stylishly showcase the original codes of the collection. What began as a ring in 2004 is now available as chokers and bracelets, presenting new ways to wear the collection, be it stacked or worn separately.

This year more than ever, Quatre Classique is exploring every configuration and code in its new pieces, but never straying from its iconic aesthetic.

Boucheron has also created a Quatre bracelet in the form of a spool that holds no fewer than 12 pieces, two cuff bangles and 10 bracelets,

all channelling the collection's codes. There is no glueing involved, only myriad assemblies executed entirely by hand, so the wearer has total freedom and versatility in how they choose to style these pieces. Each design comes in two versions, Quatre Classique and Quatre Radiant Edition.

The number 20 also evokes harmony and balance and is often associated with rebirth, and the maison's latest Summer 2024 campaign shows off new designs that stay true to the Quatre aesthetic, reinventing it without diluting its essence. Jewellery purists can look forward to the latest Quatre chokers, rings and bracelet creations that are to be mixed, matched and layered, giving the wearer complete freedom to express one's own style.

The latest break in tradition is Quatre Aluminium, an exuberant capsule collection that boasts a host of technical innovations. The Quatre codes are reworked in resin and aluminium (a material eight times lighter than gold), that are then intricately paved with round diamonds. This is a real feat of jewellery-making virtuosity, given that each aluminium claw is extremely delicate and cannot be replaced during the setting process.

The Quatre collection pushes the boundaries in more ways than one, through the use of innovative materials. On the Quatre Classique and Quatre Black Edition designs, the Clou de Paris band of gold is enhanced by the application of Physical Vapour Deposition (PVD), a vacuum-coating process that fixes the surface colour by evaporation to give it a brilliant



shine. Another technical process is applied for the Quatre Blue Edition, Red Edition, White Edition and Double White Edition, where the Clou de Paris band is made using Hycceram®. This hybrid ceramic and elastomer compound guarantees a mirror polish and high durability.

Another style statement to celebrate the Quatre's 20th anniversary is the unfurling of the Quatre codes, an inherently rigid collection, into a flowing ribbon. To accomplish this, Boucheron's jewellers had to assemble more than a hundred parts by hand and craft connections to link them all, in order to respect the original aesthetic of the 2004 ring. The hero design of this anniversary year, a Quatre ribbon, is deployed across seven different pieces: two necklaces, a belt, three bracelets and a hair jewel.

Naturally, the special anniversary also warrants an ultra-precious edition of Quatre Classique. On a ring, a bracelet and a choker, the Double Godron code is augmented with spessartite garnets, set off by yellow sapphires on the Grosgrain. These new stones intensify the sparkle of the diamonds and contrast beautifully against the Clou de Paris' brown PVD. Assembling these groups of garnets and yellow sapphires posed a huge challenge to the maison's Gemstones department, which spent several years sourcing stones of absolutely identical colours.

This ultra-precious edition is also available in fully diamond-set creations. Each Quatre code is expressed through a specific stone cut: The Clou de Paris, which pays tribute to Place Vendôme and the maison's historical location, is represented by the princess-cut diamond; while the Grosgrain (a reference to the couture origins of Boucheron and Frédéric Boucheron's father having been a draper), is reinterpreted with the baguette diamond.

The Double Godron, a structural design that symbolises love between two people and calls to mind Boucheron's connection with architecture, is depicted through a combination of round diamonds. These three codes are banded together with a row of diamonds, symbolising eternity, which is the fourth code of the Quatre collection.

The two new Quatre Radiant Edition necklaces feature the same principle of articulation, but this time, each code is set with diamonds of a specific cut. They create a brilliant match to the Clou de Paris, Grosgrain, Double Godron, and line of diamonds. 





Aston Martin Residences Miami

Where Luxury Living Meets Automotive Excellence

by Toh Mu Qin

In a striking new chapter for one of the world's most iconic brands, Aston Martin has officially opened the doors to its first ultra-luxury real estate project – Aston Martin Residences Miami. Situated at 300 Biscayne Boulevard Way in downtown Miami, this architectural marvel has already sold 99% of its 391 condominiums, reflecting the fervent demand for the pinnacle of luxury living that this project represents. The grand opening coincides with the prestigious Formula 1 Miami Grand Prix, symbolising a new era in Aston Martin's storied history.

Aston Martin Residences Miami stands as the tallest all-residential building south of New York City. This 66-storey masterpiece is a collaboration between Aston Martin's celebrated design team and renowned architect Rodolfo Miani of Bodas Miani Anger (BMA). The result is a bold, sail-shaped structure that graces the Miami skyline, offering breathtaking panoramic views of Biscayne Bay, the Miami River, and the vibrant cityscape.

Marek Reichman, executive vice president and chief creative officer of Aston Martin, articulates the project's essence,

“Melding a captivating design aesthetic with one of the city's most idyllic locations, on one of the last parcels of the Miami waterfront, the ultra-luxury Aston Martin Residence adds further distinction to the already expressive Miami skyline. We think this project firmly sets the mark for luxury residential design around the world.”

The interiors of Aston Martin Residences Miami are quintessentially Aston Martin, showcasing the brand's renowned design DNA and precision craftsmanship. From the moment residents step into the entrance lobby, they are greeted with the spirit and thrilling essence of Aston Martin's sports cars. This meticulous attention to detail extends throughout the common areas, all designed at Aston Martin's state-of-the-art studio in Gaydon, Warwickshire.

Residents have the unique opportunity to collaborate with Aston Martin's design team to create personalised home interiors. Aston Martin's design philosophy, based on beauty and the authenticity of materials, shines through in every aspect of the residences. “Our design language is based on beauty and the honesty and authenticity of materials. Aston

Martin Residences Miami is for people who appreciate the finest quality and craftsmanship, who love the feeling of something that is timeless,” Reichman adds.

Aston Martin Residences Miami offers an extraordinary array of amenities spread over 42,275 square feet of “Sky Amenities”, located between the 52nd and 55th floors. These amenities are interconnected by a monumental glass staircase, adding to the grandeur of the space. Highlights include a two-floor fitness centre with stunning views of the Atlantic Ocean, an art gallery, two movie theatres, a virtual golf simulator, a business centre, a conference room, a kids’ playroom, and a full-service spa, beauty salon, and barber shop.

The crowning glory is the infinity pool on the 55th floor, providing panoramic views of Biscayne Bay, the Atlantic Ocean, and Miami’s glittering cityscape. The pool deck is complemented by jacuzzis, cabanas, a luxurious sky bar, and lounge, as well as a state-of-the-art chef’s kitchen, ballroom, and private dining areas.

German Coto, CEO of G&G Business Developments, expresses his pride in the project, “Reaching this important milestone makes me and my family proud to develop products that change people’s lives and have a positive impact on the city, while protecting and respecting the natural environment. Our love for beauty and passion for excellence is perfectly translated into the Aston Martin Residences that is redefining the Miami skyline.”

Rodolfo Miani, principal partner of BMA, reflects on the collaboration, “Ever since this idea started with the first draft, everything has taken on a form of majesty. Working together with the Aston Martin and G&G teams has expanded

our vision to create an architectural masterpiece that will enhance the beauty of the city.”

The residences range from expansive one to five-bedroom units and duplexes, all thoughtfully designed to reflect Aston Martin’s commitment to luxury and quality. The seven penthouses, each with private pools and spacious terraces, epitomise opulence. The highlight is the “Unique Triplex Penthouse”, a three-floor condominium spanning 27,191 square feet, located at the pinnacle of the property. This magnificent residence offers exceptional living space and exclusive access to the shimmering turquoise waters of Miami through a private superyacht marina.

For those who wish to extend Aston Martin’s design mastery into their homes, a collection of three custom-made interior styles is available – Timeless, Covert, and Indulgent. The Timeless collection embodies classic Aston Martin design with a contemporary twist, while the Covert collection draws inspiration from the interiors of darker car concepts. The Indulgent collection celebrates natural materials with a softer, calming palette. These exclusive collections ensure that each residence is a bespoke reflection of the owner’s taste and the Aston Martin legacy.

The completion of Aston Martin Residences Miami marks a significant milestone for the brand, showcasing its ability to extend its design and craftsmanship into the area of ultra-luxury real estate.

Marek Reichman encapsulates this sentiment, “Using curvilinear glass and steel and soaring 66 storeys into the sky – the tallest all-residential building south of New York City – the architectural design of the building’s exterior pays homage to the dramatic lines of our ultra-luxury high performance sports cars. Our philosophical approach to design is to always push a boundary. Always challenge, and never accept something as just enough.”

As Aston Martin continues to develop state-of-the-art design projects globally, including the Sylvan Rock private residential estate in Rhinebeck, New York, and N° 001 Minami Aoyama in Asia, the Aston Martin Residences Miami stands as a shining example of luxury, innovation, and the brand’s indomitable spirit.

Aston Martin Residences Miami is more than a place to live; it is a testament to the fusion of automotive excellence and architectural brilliance. This iconic development offers a unique lifestyle experience that combines the thrill of Aston Martin’s high-performance design with the serenity and luxury of one of Miami’s most coveted locations. With nearly all units sold, the residences are set to become a landmark of luxury living, redefining the Miami skyline and setting a new standard for ultra-luxury residential design worldwide. 



The Future of Wellness

How Youthlocked Reverses Ageing and Boosts Immunity

by Toh Mu Qin



In the dynamic landscape of health and wellness, few innovations shine as brightly as Youthlocked, a dietary supplement that is transforming our approach to anti-ageing and immunity. As a halal and vegan-friendly supplement capable of reducing biological age by up to 23 years while significantly bolstering the body's defences against infections and certain cancers¹, Youthlocked stands out as a representation to the power of modern science and meticulous formulation.

The Science Behind Youthlocked

At the heart of Youthlocked's efficacy lies its ability to elongate telomeres, the protective caps at the ends of chromosomes. Telomeres play a critical role in cellular ageing; they shorten with each cell division, ultimately leading to cell death when they become too short. Youthlocked addresses this fundamental ageing process by harnessing the power of a synergistic mixture of Plant extracts with GM-1, a potent compound derived from mangosteen, which has been scientifically proven to balance immunity and promote telomere elongation².

Telomere Elongation – Reversing Biological Age

The process of telomere elongation represents a significant advancement in anti-ageing science. Telomeres are essential for maintaining the integrity of our chromosomes, and their shortening is directly linked to the ageing process. Clinical studies have shown that continuous consumption of Youthlocked can reduce biological age by an average of five years within just eight weeks. Remarkably, some users have experienced a reduction of up to 23 years in biological age. This is measured through an epigenetic telomere length test, a reliable indicator of cellular ageing and overall health.

The benefits of telomere elongation are extensive. Users of Youthlocked report brighter, smoother skin due to enhanced cellular regeneration, significantly reducing visible signs of ageing such as wrinkles and fine lines. Improved sleep patterns are another notable benefit, with users experiencing

better sleep quality, which contributes to overall health and well-being. Additionally, Youthlocked helps manage body fat, particularly around vital organs, thereby reducing the risk of metabolic diseases such as diabetes and heart disease. Users also report lower blood pressure and glucose levels, which further support cardiovascular health. Moreover, the reduction in chronic inflammation and oxidative stress contributes to better brain health, decreasing the risk of dementia and other cognitive disorders, leading to improved memory, focus, and mental clarity.

Immunity Strengthening Through CD3/4/8 Elevation

Youthlocked's ability to boost immunity is another cornerstone of its innovative formulation. The supplement elevates levels of CD3, CD4, and CD8 T-cells, which play critical roles in the immune system. CD4 T-cells, also known as helper T-cells, activate and regulate immune responses, while CD8 T-cells, or killer T-cells, directly attack infected and cancerous cells.

By increasing these vital components, Youthlocked enhances the body's natural defence mechanisms, supporting the prevention of certain cancers, viral infections, and autoimmune disorders. Elevated levels of CD3, CD4, and CD8 T-cells ensure a robust immune response, reducing the risk of infections from viruses and bacteria. The enhanced immune response also helps in the detection and destruction of cancer cells, offering a protective effect against certain types of cancer. Additionally, the balanced immune response aids in managing autoimmune conditions, reducing the severity and frequency of flare-ups.

Key Ingredients and Their Benefits

The innovation behind Youthlocked is further evident in its all-natural ingredient list, each chosen for their potent health benefits. Mangosteen, a key ingredient, is rich in GM-1, a powerful compound known for its immune-balancing properties³. The concentrated juice used in Youthlocked is

free from harmful additives and pesticides, ensuring a safe and effective intake. GM-1's ability to modulate the immune system is central to Youthlocked's formulation.

Centella Asiatica is another crucial ingredient, known for its high phytochemical content. This plant offers strong antioxidant and anti-inflammatory benefits, strengthens the immune system, and aids in DNA repair, combating the effects of ageing at a cellular level. Guava fruit juice powder, packed with Vitamin C, dietary fibres, and phenolic compounds, reduces frailty and enhances antioxidant capacity, protecting cells from oxidative damage. Black sesame seeds, rich in antioxidants like phenolic compounds, lignans, and tocopherols, counteract oxidative stress, protect cells from damage, and promote overall skin health. Isolated soy protein, instrumental in reducing total and low-density lipoprotein (LDL) cholesterol, lowering triglyceride levels, and increasing high-density lipoprotein (HDL) cholesterol, supports cardiovascular health by activating beneficial lipid profile movements.

The Mechanism of GM-1

GM-1, derived from mangosteen, is pivotal in Youthlocked's formulation. It plays a crucial role in balancing the immune system by regulating Th1, Th2, Th17, and Treg white blood cells. This balance is essential in maintaining a robust immune system capable of responding to infections without triggering autoimmune disorders.

Operation BIM (Balancing Immunity), a project initiated by Thai researchers, highlighted the importance of GM-1 in immune modulation. The research demonstrated that GM-1 could enhance the body's immune response while preventing overreaction, which is crucial for avoiding autoimmune conditions. This balance is key to Youthlocked's ability to both strengthen immunity and protect against various diseases.

Safe and Effective Use

Youthlocked is designed for long-term use, making it a sustainable solution for those seeking to maintain youthful vitality and robust immunity. While it is not recommended for pregnant women, it is well-tolerated by immune-compromised individuals (though Youthlocked A is advised) and diabetic patients.

For optimal benefits, the supplement should be taken on an empty stomach, morning and night. The dosage varies based on age. For individuals over 50, it is recommended to start with three capsules in the day and three in the evening for the first eight weeks, then maintain with two capsules twice daily. For individuals under 50, a consistent dosage of two capsules

in the day and two in the evening is recommended, with a maintenance dose of one capsule twice daily upon achieving desired results.

Testing and Efficacy

The efficacy of Youthlocked is backed by rigorous scientific testing. Two primary tests are used to measure its impact – the Epigenetic Telomere Length Test and the CD3/4/8 Test. The Epigenetic Telomere Length Test measures the length of telomeres, providing a direct indicator of biological age. The average telomere elongation observed with Youthlocked use is +408 base pairs, equivalent to a 5.8-year reduction in biological age. The CD3/4/8 Test measures the levels of CD3, CD4, and CD8 T-cells, providing an indicator of immune function. Significant increases in these cells confirm the immune-boosting properties of Youthlocked.

Clinical trials have demonstrated the profound effects of Youthlocked on cellular ageing and immune function. A randomised, double-blind placebo-controlled trial with 32 adults aged 50-65 showed a significant increase in mean telomere length from baseline (6313 bp) to the 8-week supplementation period (6655 bp; $p < 0.05$) in the group receiving Youthlocked, while no significant change was observed in the placebo group. Additionally, the Youthlocked group exhibited a significant improvement in plasma total antioxidant capacity levels compared to the placebo group (mean change, +35 vs -38; $p = 0.006$). These findings suggest that Youthlocked effectively supports cellular health and longevity through its antioxidant capacities.

Biological Age vs. Chronological Age

Understanding the difference between biological and chronological age is crucial to appreciating the impact of Youthlocked. While chronological age measures the number of years a person has lived, biological age reflects the health and functional capacity of their cells and tissues. Biological age can be influenced by various lifestyle factors, including diet, exercise, stress levels, and sleep quality.

Youthlocked's ability to reduce biological age means that users can experience improved health and vitality, regardless of their chronological age. By elongating telomeres and boosting immune function, Youthlocked ensures that users not only live longer but also live healthier lives.

Youthlocked's innovative blend of natural ingredients, backed by rigorous scientific research, is ideal for those looking to reverse the effects of ageing and strengthen their immunity, promising a future where age is just a number and vibrant health is within everyone's reach. 🌱

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P21 TeHub



P21 TeHub, a Plug & Play 21st century Technology Exchange Hub, a premier networking hub tailored for technology enthusiasts, entrepreneurs, and industry professionals alike. Nestled within the vibrant ecosystem of innovation and business in Singapore, this exclusive club serves as a focal point for collaboration, knowledge exchange, and community building.

At the core of this Plug & Play Tech Exchange Hub, we step into a sleek, modern and versatile meeting spaces where this Tech Hub creates an exchange scene where ideas, knowledge, and resources are exchanged, shared, fostering collaboration and networking among members. Technologist Entrepreneurs mingle over drinks with nostalgic and latest tech games at P21 Battlezone Space to share and learn about the latest tech innovations and business trends.

P21 Tech Exchange Hub's appeal extends beyond its physical amenities. It serves as a nexus for thought leadership and industry insights, regularly hosting seminars, panel discussions, and fireside chats featuring prominent figures in technology and innovation. Members benefit from firsthand access to trends shaping the tech landscape, gaining invaluable perspectives that drive their ventures forward.

Networking lies at the heart of the P21 experiences. Through curated events and social gatherings, members forge meaningful connections with like-minded peers,

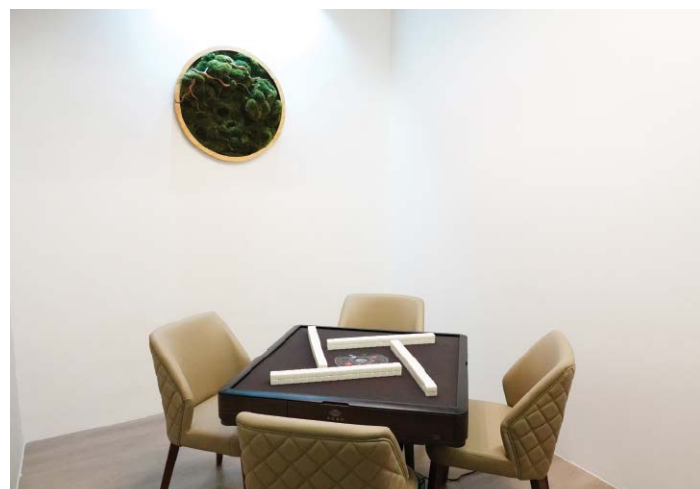


potential collaborators, and industry leaders. These interactions transcend business transactions, nurturing a supportive community where ideas flourish and partnerships thrive.

In Singapore's energetic 2nd CBD hub at Paya Lebar Industrial District, this Plug & Play Tech eHub provides unparalleled access to key stakeholders, from Angels and Venture capitalists to multinational corporations seeking innovation partners. Its role in connecting talent with opportunities underscores its significance in shaping the future of technology in Southeast Asia and beyond.

In essence, this P21 TeHub is more than a physical space; it is a catalyst for innovation, a hub of collaboration, and a foundation of Singapore's dynamic tech ecosystem. As technology continues to evolve in this 21st century, the P21 remains at the forefront, empowering its members to pioneer breakthroughs that impact industries and shape the digital landscape of tomorrow. With a curated membership of CEOs, entrepreneurs, and tech influencers, "P21 TeHub" offers unparalleled networking opportunities in an environment where innovation meets luxury.

Millionaireasia Club is an affiliate club of P21 TeHub and her members will be able to book the use of the facilities. Millionaireasia members are also given the opportunities to invest in any tech startup that P21 TeHub is looking at to mentor.



Space Tourism: **Balloon Flights Like No Other**

by R Jacob

Space tourism is here, and it's
being done the old-fashioned way.





The year 2012 was an exciting year for the world of skydiving. Austrian skydiver and daredevil Felix Baumgartner broke all records when he became the first person to skydive from a rather unusual location: the edge of space. Freefalling from an altitude of 39 km in the sky, Baumgartner became the first human to break the sound barrier outside a vehicle, reaching speeds of over 1,300 km/h. And most interestingly, there were no rockets involved. Baumgartner went all the way up to the tip of space in a helium balloon.

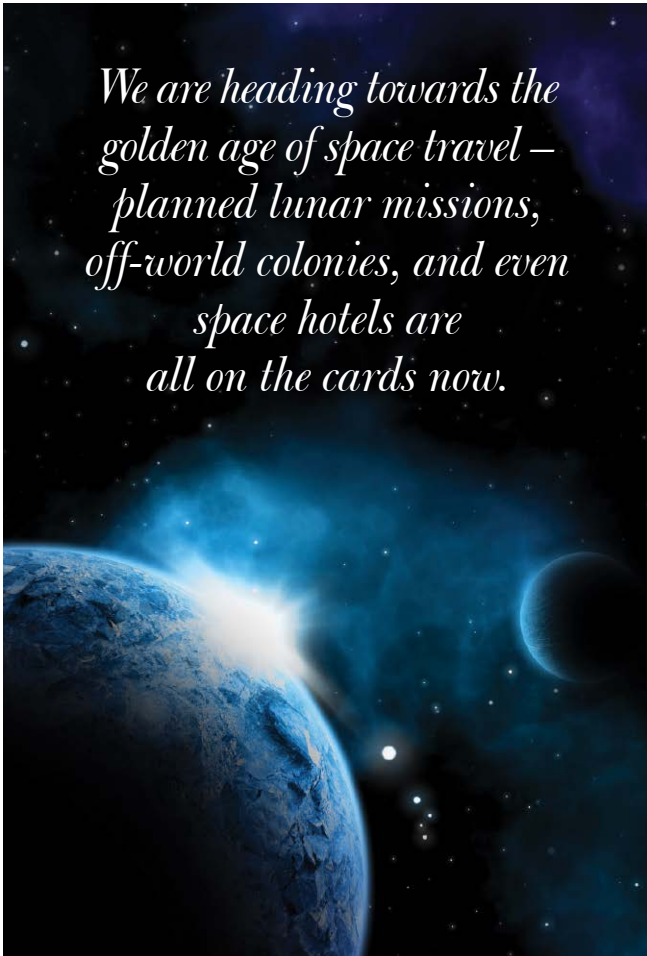
Fast forward 12 years, and people are lining up to go to space in balloons. The success of the Red Bull Stratos project, as Baumgartner's jump is officially known, demonstrated that going to space need not be only for the astronauts. In fact, balloons make the normally arduous journey quite pleasant, with passengers ascending leisurely to the stratosphere, while enjoying the most breathtaking view in the world.

Flights of Fancy

Throughout recorded history, humans have been captivated by the cosmos. Stars and celestial bodies have been revered, used for navigation, and studied to gain a deeper understanding of the remarkable science behind them, all in the pursuit of getting closer to the cosmos. Early science fiction writers created fantastical worlds through books and movies, wherein commercial spaceflight was routine and available to all. The advent of spaceflight gave rise to dreams of being able to leave our home planet in the near future, not just by trained and tested astronauts, but by ordinary civilians as well.

Most space research and innovations have been government-funded, although space tourism has been driven primarily by private companies and entrepreneurs. One of the earliest pioneers in this field is Space Adventures, a company dedicated to making spaceflight available to private individuals. In 2001, they sent an American businessman, Dennis Tito, to the International Space Station (ISS) for a fee of US\$20 million, making him the world's first space tourist. They did not do it alone – they enlisted the help of Russian cosmonauts, using a Soyuz spacecraft to transport the tourist to the ISS.

Other wealthy individuals followed suit, signalling the start of a growing demand for the fledgling space tourism industry. The new millennium also saw the rise of companies like Elon Musk's SpaceX, and Jeff Bezos' Blue Origin. Both companies have developed and contributed towards the field of reusable rocket technology, making it more efficient, accessible and eco-friendly to send individuals to space. The only disadvantage with these rocket-based designs were their long and rigorous training periods, stringent health checks, and unpleasant journey to space.



We are heading towards the golden age of space travel – planned lunar missions, off-world colonies, and even space hotels are all on the cards now.

An Unlikely Contender

Suborbital flights, however, belong to another category altogether. These trips require minimal training and debriefing for the passengers, and usually offer a few minutes of weightlessness and spectacular views. Founded by Sir Richard Branson, Virgin Galactic – one of the earliest spaceflight companies, offers passengers an experience of zero gravity and views of the earth on board their flagship SpaceShipTwo series. More companies are also exploring balloon-based technologies. One such company is HALO Space, and they plan to launch their Aurora capsule in the next couple of years. Space Perspective is another balloon-based company, with its signature Spaceship Neptune. Promising a luxurious and exclusive experience that gently brings passengers to space with the help of a helium balloon, Space Perspective plans to launch their capsule as early as the end of this year.

These gentler experiences are opening the access to space tourism. Balloons are considered a mature technology, having been used and perfected for many similar applications, such as stratospheric weather balloons. While they don't offer true

weightlessness, balloon technology companies are targeting those who seek a more leisurely and relaxed way to explore the edge of space.

A New Perspective on Space

Developed by Space Perspective, Spaceship Neptune is designed to deliver a unique space tourism experience. The balloon-borne capsule prioritises safety, comfort and luxury, compared to the high-intensity and bumpy trips offered by rocket-based flights. The balloon itself, termed the SpaceBalloon, is gigantic, with a volume of 18,000,000 cubic feet when fully expanded, and a height of over 210 metres. To put it in perspective, you could fit an entire football field inside a fully expanded balloon.

Aboard the Neptune, the journey begins at sea from the Marine Spaceport (MS) Voyager, a ship specifically intended to be used as a launch platform for the capsule. Lifted by the massive high-altitude hydrogen-filled balloon, Spaceship Neptune ascends at a sedate pace of 19 km/h, ensuring passengers are not subject to High G speeds while allowing them to appreciate the view as they soar above the Earth.

Two hours later, and the flight would have reached an altitude of approximately 30 km, culminating in a steady float in the stratosphere. The capsule floats for the next two hours, giving passengers plenty of time to take in the stunning views. Termed the 'overview effect' by astronauts, seeing the Earth from above is an experience that has been described as life-changing. The entire flight is designed to be serene and stress-free, providing a stark contrast to the rapid and intense experiences of rocket-based space travel.

The descent is equally gentle, with the balloon slowly releasing gas to bring the capsule back to Earth. The landing is usually made at sea, where the capsule is then picked up by the MS Voyager. Aside from being the launch pad for the Neptune, the ship can also transport up to two capsules, and the company has plans to expand its fleet and services worldwide using launch boats and capsules harboured across the world.

Redefining Luxury in Space Tourism

The first civilians in space did not have the most luxurious trip. Rather, they were subject to tight spaces, pragmatic utilities and other essentials. Thankfully, these conditions have undergone significant changes over the last two decades. Pioneering the way forward is the tear-drop shaped Spaceship Neptune, an absolute masterclass in setting the bar for the space tourism sector. Designed by London-based studio 'Of My Imagination', it combines functionality with elegance, sporting a sleek modern aesthetic. Tight corridors and quarters have been replaced with spacious interiors that can accommodate eight passengers along with one pilot,

ensuring ample passageways for movement and relaxation during the journey. The capsule is fitted with expansive windows along its walls, covering nearly 360 degrees around the capsule. This allows each passenger a prime, unobstructed panoramic view of the Earth's curvature and the vastness of space.

Luxury amenities include a refreshment bar stocked with gourmet snacks and beverages, allowing passengers to enjoy a drink while taking in the view. The seating is ergonomically designed, with plush recliners that provide maximum comfort and adjustability. Interactive screens and a telescope for stargazing are part of the entertainment and educational facilities. Spaceship Neptune also features a lavatory, ensuring that comfort is maintained throughout the entire six-hour journey. Advanced climate control systems maintain a comfortable temperature throughout the flight, regardless of the external conditions. The passengers also have access to high-speed internet, enabling them to share their journey in real time with friends and family back on Earth. Even the lighting is adjustable, allowing passengers to set the mood according to their preferences.

Spaceship Neptune is built to conform to the best standards of safety and accessibility. State-of-the-art engineering along with robust materials are used to ensure a high level of protection throughout the journey. Redundancy is built into all systems and is implemented with extensive testing protocols. In the event of an emergency or catastrophic failure of the balloon, supports connected to the capsule are equipped with parachutes to enable a controlled, safe return to the surface. The capsule is also designed to be accessible to a wide range of passengers, including those with mobility impairment. Additionally, the Space Perspective mission control room features several stations for monitoring flight status, weather and atmospheric conditions, and communication between Spaceship Neptune, its launch vessel and the recovery boat.

Seamlessly blending comfort and practicality alongside futuristic elements, Spaceship Neptune is a unique craft. Standing tall amongst all the other bulky and angular rocket ships, it gives a distinct impression of a luxury lounge built to travel the skies.

Taking to the Skies

Space Perspective aims to begin its first flights by the end of 2024, with several crewed and uncrewed test flights scheduled throughout the year. In fact, the CEO of Space Perspective, Jane Poynter, plans to be one of the first passengers when they begin testing crewed flights. This is not just for bragging rights; she plans to experience the trip herself to better customise and finetune all aspects of the journey. If all goes according to plan, the first commercial flight should become operational in early 2025, with passengers paying

US\$125,000 for a seat. Once fully operational, the company plans to operate over 100 flights a year.

A Galaxy full of Promise

The Neptune capsule has already changed the game in many ways. The premium for its ticket might be steep, but it is still less than half the cost of its nearest competitor, the SpaceShipTwo, which charges US\$450,000 for a seat. Additionally, as the company expands, they have plans to make the price even more competitive. With the same minimum health requirements as a commercial aeroplane, a large number of individuals have already signed up to be passengers of Spaceship Neptune. Over time, the number of passengers on the waitlist is only going to get longer.

Clearly, the future of space tourism is set to boom in the coming years. There are hundreds of ambitious plans currently coming into fruition, and thousands more in the pipeline. Citizens of the future will soon have the option to book an orbital flight to the ISS, or even the moon. Commercial space stations such as the StarLab Space Station, Axiom Station, and Orbital Reef are also planned to launch in the latter half of this decade, catering to business interests, entertainment purposes, research, and much more.

With the boom also comes regulations and environmental concerns. Efforts are being made to develop alternate fuel sources and reusable rocket technology, ensuring our leap to space does not permanently scar the planet. International collaboration will be needed to establish standards and guidelines for space tourism, and regulatory bodies will be essential to ensure the safety and sustainability of space activities.

We are heading towards the golden age of space travel – planned lunar missions, off-world colonies, and even space hotels are all on the cards now. As our technology improves, new opportunities emerge, guaranteeing that space tourism will soon become an integral part of the global travel industry. 🚀



About The Writer

Jacob is a writer with a strong tech background. An engineer turned writer/artist, he has varied interests encompassing technology, flow arts, music and entrepreneurship. Having worked in the IT and EduTech industry before moving on to establish his own business, he believes in employing a multi-faceted approach in all his endeavours.

Private Luxury Travel with Vistajet

by Priyanka Elhence

Life's better when VistaJet makes the world's greatest destinations an easy reach.

Enjoy all the benefits of a personal jet without the responsibilities that come with owning an aircraft.

Founded in 2004, VistaJet pioneered an innovative business model where customers have access to an entire fleet whilst paying only for the hours they fly, free of the responsibilities and asset risks linked to aircraft ownership.

Part of Vista, the world's first private aviation ecosystem integrating a unique portfolio of companies offering asset-free solutions to cover all key aspects of business aviation, VistaJet is the first and only global business aviation company that has been flying corporations, government leaders and private clients



to 96% of the world, including some of the most superlative destinations, for the past two decades. Recent non-stop journeys include São Paulo to the Maldives (16 hours flight time), Dubai to New York (15 hours 10 minutes), and Los Angeles to Hong Kong (14 hours 50 minutes).

VistaJet's signature programme membership offers clients a bespoke subscription of flight hours with guaranteed access to a global fleet of over 300 aircrafts, allowing them to fly anytime and anywhere in as little as 24 hours' notice.

Says Matteo Atti, VistaJet's chief marketing officer, "Personal service is at the core of what we do. Our clients like variety; sometimes they desire a home away from home, or they'll be looking for an adventure to unearth a deeper meaning. Being able to fly up to 17 hours non-stop between almost every city pair in the world means we can open unforgettable and hard-to-reach global destinations to every one of our clients, no matter where they depart from. Nothing is impossible if you can imagine it." VistaJet also offers 'Adventures In The Sky', the most extensive travellers' programme designed specially for children at high altitudes.

Since the launch of 'Private World' in 2020, VistaJet has been continuously expanding its repertoire of luxe travel destination offerings. Their network currently consists of 595 partners across 43 categories, boasting a collection of the world's best hospitality brands and accommodations for the finest suites, residences, ski lodges, yachts, private islands and historical estates.



New this year is VistaJet's summer of imaginative journeys, which include:

- *Marine tracking in South Africa led by director of 'My Octopus Teacher' with Cookson Adventure.*
Head to Cape Town and the Cederberg region for South Africa's wildlife, culture, rich gastronomic scene, and pre-historic art accompanied by archaeological researchers. One of the trip's highlights include tracking Cape Point's extraordinary marine life with Oscar-winning documentary filmmaker and naturalist, Craig Foster.
- *Trending in Costa Rica with Camper & Nicholson's*
Paddle along the rivers of Costa Rica's tropical rainforests, venture to remote dive sites, or watch humpback whales, sea turtles and dolphins in warm and crystal-clear waters – activities that are all best done aboard Trending, a stunning 50-metre superyacht.
- *Nepal & Bhutan with Pelorus*
Journey through Nepal and Bhutan to experience local spiritual and wellness rituals, which include a private prayer session with a spiritual leader (also known as Rinpoche in the Tibetan Buddhist tradition) as well as a helicopter ride to Everest Base Camp.
- *Ariel Adventures with Airlles Gordes La Bastide*
A true Provençal jewel, Airlles Gordes rules the historic village of Gordes in the region of Luberon, the epitome of an elegant escape.
- *A Wayfinder's Journey with Four Seasons Resort Maui*
Enjoy a private star-guided sailing excursion aboard a luxury Trilogy catamaran, hosted by Hawaii's distinguished celestial navigator Kala Baybayan Tanaka. The trip also includes a multi-course dinner inspired by canoe plants by Four Seasons Resort Maui's chef, Samuel Taganeca. 🌿

Zulal Wellness Resort by Chiva-Som, the largest immersive wellness destination in the Middle East, now offers stargazing for its guests.

We live in a busy world, time-starved for quality moments that matter. So how do you change that? One word – stargazing. An insightful experience into astrology, stargazing is a relaxing and rare activity that allows one to contemplate the vastness of the universe, gain perspective on their daily life, and connect with the natural world in a different way.

Zulal Wellness Resort by Chiva-Som offers guests to experience the majesty and awe of the universe through the astronomical phenomenon of stargazing. Located in Khasooma, a private desert-backed coastal area on the most northern tip of Qatar and a mere 90-minute drive away from central Doha, Zulal houses the first and largest immersive wellness destination in the Middle East. Zulal Wellness Resort's unique location between desert and the sea gives it a reduced light pollution vantage, making it the ideal spot from which to admire year-round celestial marvels, along with their menu of newly enhanced wellness experiences.

Stargazing at Zulal Wellness Resort

by Chiva-Som, Qatar

by Priyanka Elhence





Drawing on the region's rich history of pioneering astronomy research and taking advantage of the location's reduced light pollution, Zulal is inspired by the Arabic word for 'pure natural water' and is the first wellness resort in the world to blend the holistic wisdom of Traditional Arabic Islamic Medicine (TAIM) with modern therapies and health practices. The resort is built around water and pays homage to how precious fresh water was to the nomadic tribes who traversed the area in the past and how restorative it remains today.

Led by the resort's own night sky specialist, Naim Saad, guests can enjoy natural, astral phenomena visible from the Arabian Gulf such as the Equinox, comets, meteor showers, solstices, and celestial objects including the moon, Jupiter and Saturn.

Depending on the time of year and weather pattern, guests can also experience different lunar phases, moon craters, Jupiter, and Saturn and its rings, as well as constellations like Orion's Belt and the open cluster of the Pleiades. Rarer phenomena such as the Lyrid Meteor Shower (an event that happens only every 60 years) is also possible to be seen from the resort, as was expected earlier in April this year.

Zulal Wellness Resort's experts will guide guests through the night sky, explaining how constellations change throughout the seasons and impart intriguing facts on celestial bodies. Those visiting Zulal Wellness Resort's House of Wisdom can further deepen their exploration of the universe by immersing themselves in the library's copy of Planetarium, which guides readers through the mesmerising objects that our known universe encompasses.

Zulal Wellness Resort was built by Qatar's premier developers, Msheireb Properties, and is managed by Thai brand Chiva-Som (which just celebrated its 30th anniversary this year in Hua Hin). Drawing on Chiva-Som's 29 years of pioneering wellness expertise, Zulal Wellness Resort offers two distinct paths to achieving wellness goals: the adults-only Zulal Serenity; and Zulal Discovery, which invites families to connect and embark on a wellness journey together.

A private 50-minute stargazing class can be added on to any Zulal Wellness Resort by Chiva-Som's retreat or programme for QAR 200 per person (approximately U\$55). 🌌



Silversea Launches Brand New

S.A.L.T.

Culinary Experiences on Upcoming Asian Voyages

by Priyanka Elhence

Silversea's pioneering S.A.L.T. culinary programme broadens its exclusive gastronomic experiences and taste horizons on its 2024 voyages aboard Silver Nova, Silver Moon and Silver Dawn.



A little rock with big taste is the inspiration behind Silversea's newest immersive culinary programme, Sea and Land Taste or S.A.L.T.

Silversea, the leading ultra-luxury expedition travel brand, has recently launched its pioneering S.A.L.T. culinary programme to Asia aboard a series of voyages from 2024 to 2026 and beyond, on its Silver Nova, Silver Moon and Silver Dawn ships. S.A.L.T is not just about culinary excellence but is a deeply rooted element of Silversea's exclusive guest experience, offering an unparalleled culinary journey into the traditions, stories, seasonality, and communities behind each dish, essentially transforming dining into an exploration of a more intimate taste of the region's gastronomy.

Silver Moon is the epitome of Silversea's all-exclusive fleets, an opulent all-suite vessel that can accommodate 596 passengers onboard, and holds the distinction of

being S.A.L.T.'s birthplace and first launch earlier this year. Silver Moon was in Singapore for the first time ever on 29 February 2024, having embarked from Mumbai, India on 11 February 2024. The ship sailed through Cochin and Phuket before reaching Singapore, for a subsequent onward 14-day journey to Hong Kong via Thailand and Vietnam, with Hong Kong being the last stop of the voyage.

S.A.L.T. sets Silversea apart from other luxury cruise liners, offering guests not just a journey but a whole new epicurean transformational dining adventure at sea, meticulously weaving the essence of local Asian cuisine into an array of custom-designed experiences, providing guests with opportunities to not just taste but to truly connect with the essence of Asia's diverse local culinary landscapes and cultures. Silver Nova also features the addition of the S.A.L.T. Chef's Table, for a private, personalised dining experience (at an extra cost).

“Food offers a gateway into other cultures; it provides lasting memories that define a travel experience, it embodies cultural identity and individuality, and offers a deeper insight into the destination. Available on Silver Moon, Silver Dawn, and Silver Nova, S.A.L.T. immerses guests in the heart of each region we visit, allowing them to experience the local gastronomy firsthand,” says Philippa Walker, Silversea's marketing director for Asia Pacific. “This boundary-breaking concept provides Silversea guests with a complete epicurean experience, amplifying the already impressive voyage.”

The S.A.L.T Programme

Conceived by Adam Sachs, former editor-in-chief of *Saveur* magazine, S.A.L.T. Experiences are exclusive events designed for guests to experience a 360° deep dive into the flavours of the local food cultures and regions they are passing through. Balancing onshore experiences with expert knowledge, and onboard hands-on activities with the local food culture, S.A.L.T. is much more than just a concept. It's a pioneer experience of an in-depth, holistic way of visiting and immersing oneself in a destination.

Says Sachs, “I'm thrilled to guide our culinary exploration into the heart of Asia, a continent celebrated for its diverse food culture. The essence of S.A.L.T. is discovering the soul of places through their cuisines, from the intricate flavours of Japan to the lively markets

of Vietnam. We're not just tourists; we're learners and adventurers, engaging with the world through its kitchens and dining tables. The S.A.L.T. culinary programme offers unique, hands-on experiences, connecting guests with local chefs, to uncover traditional cooking techniques, and learn the stories behind the dishes they create and consume. Onboard, our activities extend this exploration with cooking labs and expert-led sessions that enrich the understanding of each meal's cultural background.”

“Silversea, a proven destination leader, doesn't merely expand sailing regions and ports of call. Under the tenacious guidance of Barbara Muckermann, president and CEO, and the innovative direction of Adam Sachs, director of S.A.L.T., the team at Silversea has developed more than just a restaurant or a series of shore excursions – they've conceived an entire ecosystem that unlocks destinations through gastronomy. Since its launch in 2021, the S.A.L.T. programme has been grounded in the idea that food is a key connector between people and places,” adds Walker.

S.A.L.T. Onboard Experiences

The S.A.L.T. Lab Silversea's interactive cooking laboratory gives guests a hands-on experience of reproducing local Asian recipes in a professional state-of-the-art kitchen. For instance, with “One Bowl, Endless Variations: The World of Laksa”, guests are





introduced to the regional variations of Laksa, from Nyonya Prawn Laksa to Sarawak Laksa, showcasing the rich tastes of Malaysia and Singapore. And "The Peranakan Kitchen" class offers insights into the blended Chinese and Malay culinary traditions of the Baba-Nyonya culture, featuring dishes such as Chicken Curry Kapit and Nasi Lemak.

Guests on Silver Dawn's 18-day adventure (4-22 December 2024) travelling through Southeast Asia and the Indian subcontinent from Mumbai to Singapore can experience the rich culinary cultures of Cochin, Colombo, and Trincomalee. In "Seafood, Spices, and... Beef: Kerala's Diverse Food Cultures", guests will dive into the coastal cuisine of Kerala, learning to make dishes like Beef Ularthiyathu and Parotta Flatbread; while "Bread with a Side of Beethoven" will focus on Sri Lanka's unique bread culture, with recipes highlighting Portuguese influences, like Maalu Paan and Mithivedi Egg Roll.

For guests who enjoy dining more than cooking, the S.A.L.T. Kitchen is home to a dynamic menu that changes daily, adapting to each new port of call, reflecting the local flavours and ingredients found in the port visited that day, but with a Silversea twist.

Complementing the food is S.A.L.T. Bar, which continues the regional focus with a menu of unique cocktails inspired by local customs and ingredients. Also available are locally produced quality wines, beers and spirits.

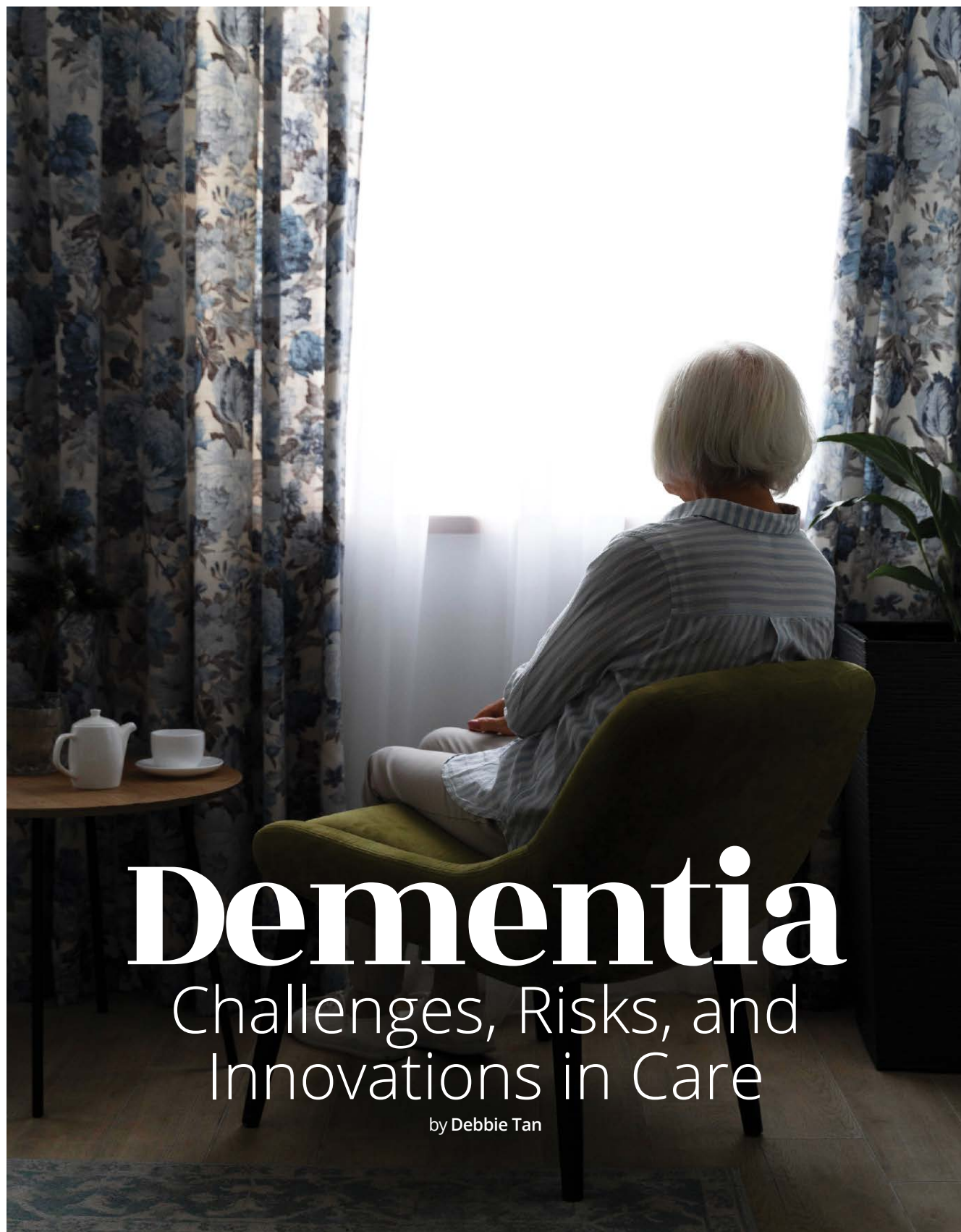
S.A.L.T. Shore Excursions

Complete the S.A.L.T. offerings with specially curated culinary-focused shore excursions on select Southeast Asian cruises for a unique insight into the regional flavours and culinary heritage of the destination. Learn about Peranakan culture at Singapore's award-winning Intan Home Museum; dive into Malaysia's unique food scene with Sabera Shaik in Kuala Lumpur; experience authentic Malay cuisine in Langkawi; or go on a plant-based culinary journey with Michelin-starred Chef Vichit Mukura in Bangkok and an organic farm visit with gourmet dining in Phuket.

Other South Asian attractions include visiting Sri Lanka's local markets and learning culinary techniques with Master Chef Dr. Publis Silva in Colombo, and a dessert art session with Chef Girish Nayak in Mumbai, showcasing traditional Indian sweets.

In East Asia, celebrate the cuisine of Osaka and uncover the intricacies of umami with a star Japanese chef; experience a kombu facility visit; indulge in a seasonal, regional lunch at a Kappo restaurant; and visit the artisans of Japanese knives in Sakai City.

S.A.L.T. is more than just tasting; it's about learning the stories behind the dishes, the secret nuances of regional spices, and the traditional techniques that define local cooking. 🍴



Dementia

Challenges, Risks, and
Innovations in Care

by Debbie Tan

As the disease progresses, they may struggle with daily routines, become disoriented, and display altered behaviours and moods.

Understanding Dementia

Dementia is a broad term used to describe a range of neurological conditions affecting the brain that leads to progressive deterioration in memory, thinking, behaviour, and the ability to perform everyday activities. It is not a specific disease but rather a syndrome characterised by a decline in cognitive function beyond what might be expected from normal ageing. This decline affects memory, problem-solving, language, and other thinking abilities, severely impacting a person's daily life and activities.

Main Types of Dementia

Alzheimer's Disease: The most prevalent type, accounting for 60-80% of cases. It is marked by the build-up of harmful proteins in the brain, leading to the death of nerve cells and brain shrinkage. This results in severe memory loss, confusion, and difficulty in performing everyday tasks.

Vascular Dementia: The second most common type, arising from problems with blood flow to the brain, often following strokes or mini strokes. This type of dementia impairs thinking skills, causing difficulty in planning, decision-making, and concentrating.

Lewy Body Dementia: Characterised by abnormal protein deposits in the brain, affecting cognition, movement, and sleep. Individuals with this type of dementia often experience fluctuating attention, visual hallucinations, and motor issues similar to Parkinson's disease.

Frontotemporal Dementia: Involves the degeneration of nerve cells in the frontal and temporal lobes of the brain, leading to profound changes in personality, behaviour, and language. People with this type of dementia may exhibit socially inappropriate behaviours, struggle with language, and experience emotional instability.

Mixed Dementia: A condition where a person exhibits features of more than one type of dementia, typically a combination of Alzheimer's disease and vascular dementia. This overlap exacerbates the decline in cognitive function and memory, making daily life even more challenging.



Who's at Risk: The Vulnerable Groups

Certain demographics face higher risks of developing dementia due to factors like age, genetics, and lifestyle.

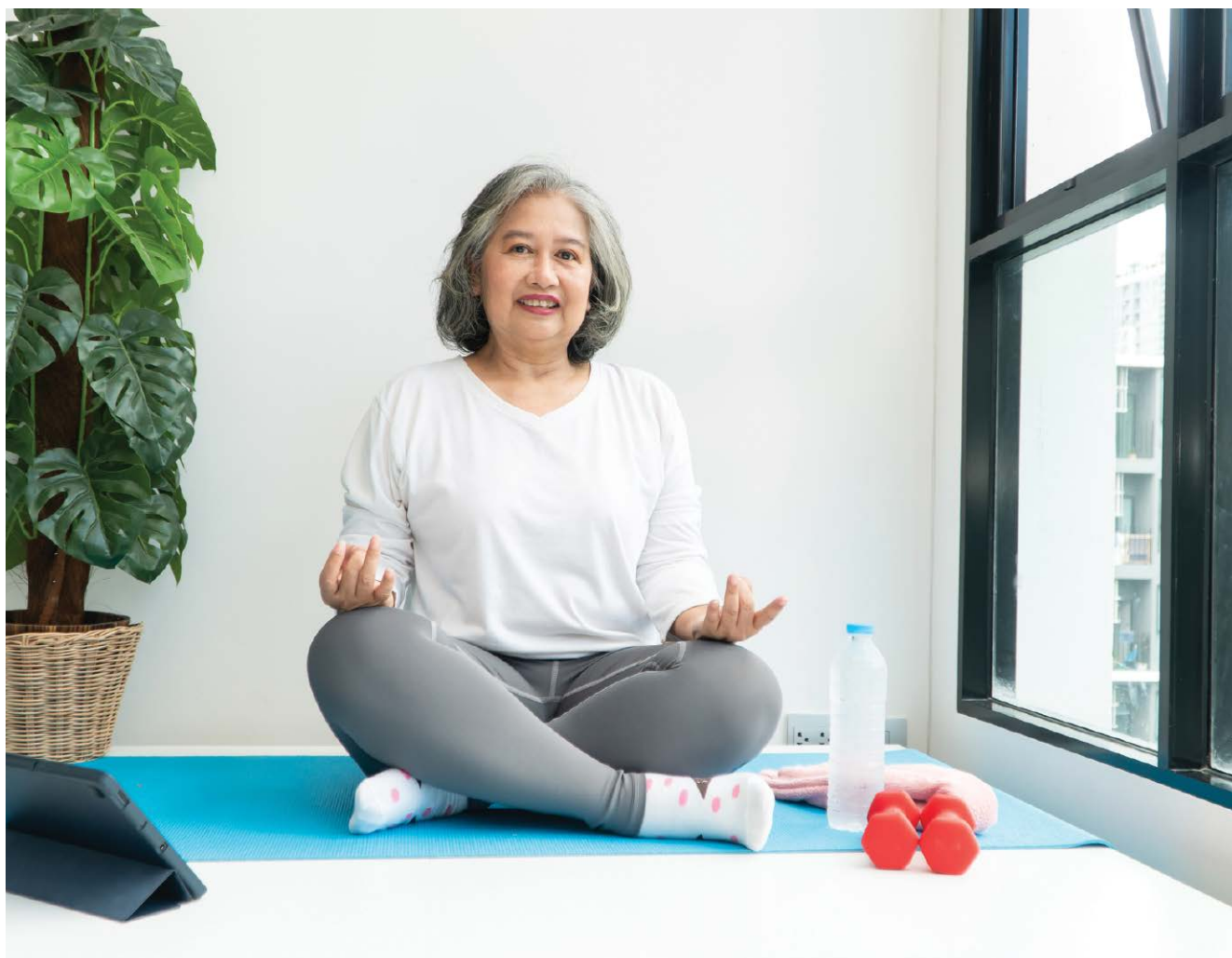
Age: Risk significantly increases with age, especially after 65.

Genetics: A family history can heighten risk, particularly in early-onset forms.

Gender: Women are more prone to Alzheimer's, potentially due to longer lifespans.

Regions and Race: Prevalence rates vary across regions and ethnicities. African Americans and Hispanics in the U.S. are at higher risk than Caucasians, possibly due to a mix of factors.

Health Conditions: Heart disease, diabetes, obesity, and a sedentary lifestyle are major contributors.



The Toll on Patients and Caregivers: A Double-Edged Sword

Dementia inflicts multiple challenges on both sufferers and their caregivers. Patients grapple with confusion, memory loss, and communication difficulties, breeding frustration and anxiety. As the disease progresses, they may struggle with daily routines, become disoriented, and display altered behaviours and moods. Caregivers face immense emotional and physical strain. They juggle health management, constant supervision, and complex behaviours, often leading to burnout and depression.

Treating Dementia: A Multifaceted Approach

Despite these challenges, a range of treatments can manage symptoms and potentially slow progression, including:

Pharmacological Treatments: These provide symptomatic relief but don't halt the disease.

Non-Pharmacological Therapies: These focus on enhancing quality of life.

Cognitive Therapies: Cognitive stimulation therapy (CST) involves structured activities to improve cognition and social interaction, showing modest improvements.

Lifestyle Modifications: Regular exercise, a balanced diet, and social engagement positively impact cognitive health. Exercise also improves mood and physical health.

Supportive Measures: Occupational therapy helps with daily activities, speech therapy aids communication, and music/art therapies provide cognitive stimulation.

Self-Diagnostic Tools: The Mini-Mental State Examination (MMSE)

Early detection of dementia is crucial for effective management. One widely used self-diagnostic tool is the

As the disease progresses, they may struggle with daily routines, become disoriented, and display altered behaviours and moods.

Mini-Mental State Examination (MMSE). This 30-point questionnaire assesses various aspects of cognitive function and serves as an initial screening tool to identify potential cognitive impairment. It is particularly useful for individuals who suspect they might be experiencing early signs of dementia or for caregivers who observe changes in a loved one's cognitive abilities.

Use Case and Target Audience: The MMSE is designed for adults who may be noticing changes in their cognitive abilities or for caregivers who are concerned about a loved one's memory, thinking, and behaviour. It can also be administered by healthcare professionals as part of a routine check-up or when cognitive decline is suspected. While the MMSE is not a definitive diagnostic tool, it is valuable for prompting further professional evaluation and facilitating early intervention.

Overview of the MMSE: The MMSE comprises a series of questions and tasks that assess different cognitive domains, including orientation, registration, attention and calculation, recall, and language. Below is a brief summary of the types of questions and tasks included in the MMSE.

Orientation: Evaluates the person's awareness of time and place. Questions may include "What is the year, season, date, day, and month?" and "Where are we now: state, county, town/city, building, and floor?"

Registration: Tests immediate memory and learning. The examiner names three unrelated objects, and the person being tested is asked to repeat them. The objects might be "Apple, penny, table".

Attention and Calculation: Measures the ability to maintain focus and perform simple calculations. Common tasks include serial sevens, "Starting from 100, subtract 7 and keep subtracting 7 (e.g., 100, 93, 86...)" and spelling backwards, "Spell 'world' backwards".

Recall: Checks short-term memory by asking the individual to recall the three objects mentioned earlier in the registration section, "What were the three objects I asked you to remember?"

Language and Praxis: Evaluates language skills and the ability to follow commands. The tasks range from naming common objects to repeating and writing sentences spontaneously.

A score out of 30 is calculated, with lower scores indicating greater cognitive decline. While the MMSE alone cannot diagnose dementia, it provides valuable and timely insights to allow individuals and caregivers to seek timely medical advice and interventions.

The Future of IoT Innovations: Transforming Health Monitoring with Wearable Technologies

The Internet of Things (IoT) is revolutionising various sectors, with healthcare being one of the most significantly impacted. One of the most exciting aspects of IoT in healthcare is the advent of wearable technologies that can live stream health data. These devices are equipped with sensors that monitor various health metrics like heart rate, blood pressure, glucose levels, and more. Currently, there are two main modalities of wearable technologies that have taken the industry by storm. The first one is smartwatches and fitness trackers. Brands like Apple, Fitbit, and Garmin have developed devices that monitor heart rate, activity levels, sleep patterns, and even detect irregularities such as atrial fibrillation. Apple





Watch, for instance, can now perform ECGs and alert users to potential heart issues, transmitting this data directly to healthcare providers in real-time. The second type of wearable technology is smart clothing and wearable biosensors. Companies like Hexoskin and Sensoria are developing clothing embedded with sensors that can monitor vital signs, movement, and other health indicators. These garments can transmit data live to medical professionals, enabling them to track a patient's health metrics during physical activity and rest, providing a comprehensive view of their health.

The Impact of Live Streaming Health Data

IoT not only enhances patient care but also provides invaluable real-time data for medical professionals, leading to more accurate diagnoses, better treatment plans, and overall improved health outcomes. The use of this data can also boost the efficacy of remote patient monitoring and telemedicine integration.

Looking Ahead

The future of IoT innovations in healthcare appears bright. Advances in artificial intelligence and machine learning are

expected to further enhance the capabilities of wearable devices, enabling more sophisticated data analysis and predictive health insights. The continued miniaturisation of sensors and improvements in battery life will make wearables more convenient and accessible for everyday use. The integration of IoT and wearable technologies in healthcare is transforming the way we monitor and manage health. With the ability to live stream health data, these innovations offer unprecedented opportunities for improving patient care and outcomes, heralding a new era of personalised medicine and proactive health management.

Upcoming Events and Product Launches

Stay tuned for our upcoming event where we will introduce cutting-edge IoT wearable tech products designed to revolutionise health monitoring. Join us as we explore the future of healthcare technology and unveil the latest innovations from our parent company. Don't miss the opportunity to witness firsthand how these advancements can enhance your health and well-being. 🏠

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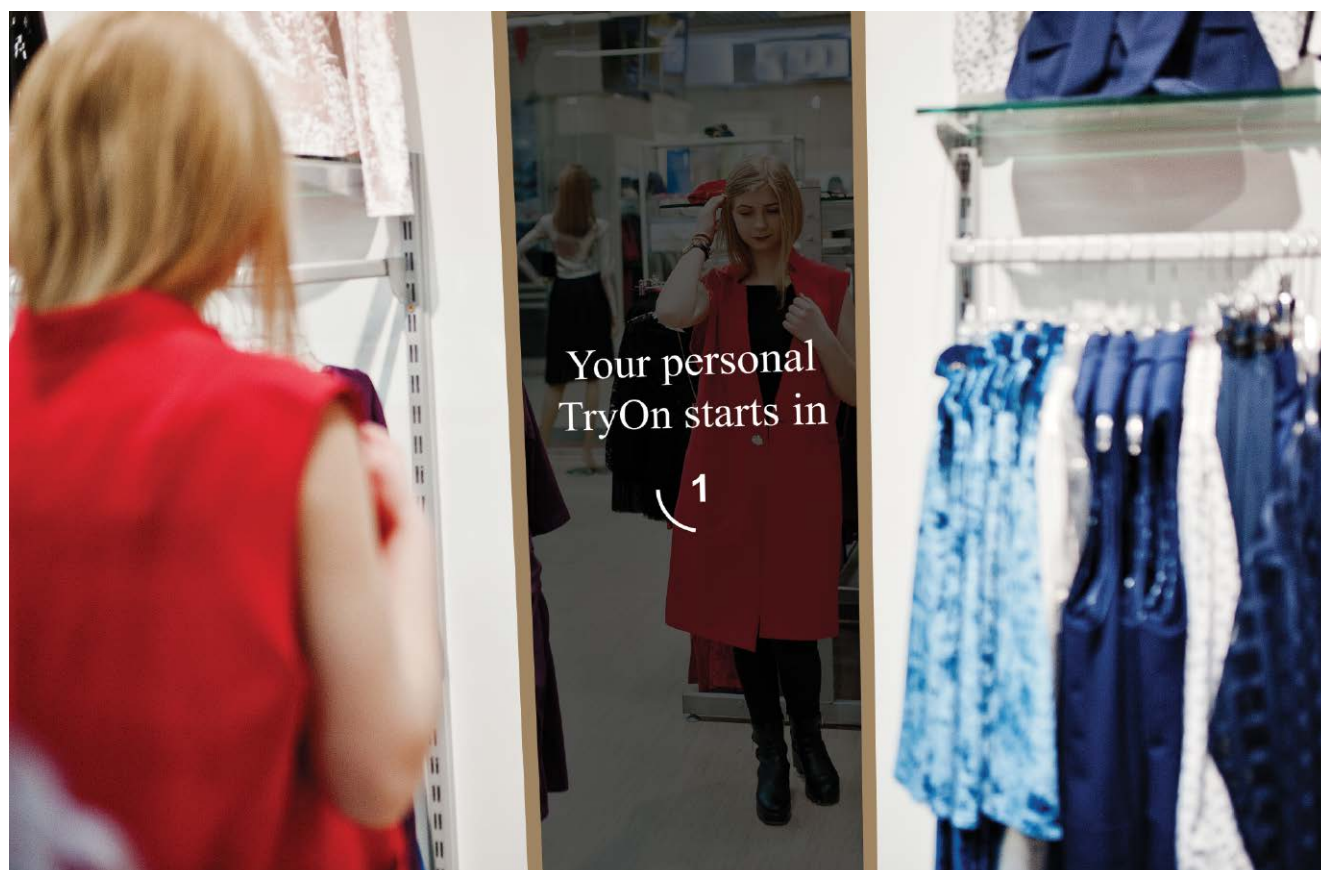
[HTTPS://LHWY.SG/](https://LHWY.SG/)



Virtual Couture

A Glimpse into AI-Driven Personalisation in Luxury Fashion

by Christina Yip



In the ever-evolving world of luxury retail, the emergence of artificial intelligence (AI) has ushered in a new era of personalised shopping experiences. Enter the world of AI-driven personalisation, where algorithms and avatars curate bespoke experiences tailored to individual tastes and preferences, revolutionising how we engage with opulence in the digital age. At the heart of this transformation lies the ability of AI algorithms to decode intricate patterns in consumer behavior, enabling luxury retailers to offer tailored recommendations that resonate with each customer on a deeply personal level. In this article, we delve into the intricacies of personalised recommendations in luxury

retail, exploring how AI is revolutionising the industry and redefining the essence of opulence.

Unveiling the Power of AI-Driven Personalisation: Revolutionising Luxury Retail Through Personalised Recommendations

At the core of AI-driven personalisation lies the remarkable capacity to decipher complex patterns in consumer behavior. Through the analysis of vast datasets encompassing online interactions, social media engagement, and past purchasing habits, AI algorithms can discern subtle nuances in individual preferences. This holistic approach enables luxury retailers to

The implementation of AI-driven in-store enhancements goes beyond mere novelty; it serves to deepen customer engagement and satisfaction.

gain deep insights into the desires and aspirations of their customers, laying the foundation for highly personalised shopping experiences.

Luxury retailer Farfetch stands at the forefront of this technological revolution, leveraging AI-powered solutions to offer personalised recommendations through its innovative 'Discover' feature. By harnessing the power of AI, Farfetch handpicks a curated selection of products tailored to each customer's unique tastes and preferences. Whether it's recommending statement pieces that align with a customer's fashion sensibilities or suggesting complementary accessories to complete a look, Farfetch's personalised recommendations resonate with consumers on a profoundly individual level.

The implementation of personalised recommendations transforms the traditional retail experience into a highly tailored and immersive journey. As customers navigate Farfetch's online platform, they are greeted with a curated selection of products that reflect their personal style preferences and aesthetic inclinations. This customised approach not only streamlines the shopping process but also enhances the overall customer experience, fostering a sense of connection and loyalty between the consumer and the brand.

Far from being prescriptive, AI-driven personalisation empowers consumers to explore and discover new products that echo with their unique tastes and preferences. By presenting customers with personalised recommendations, luxury retailers like Farfetch provide a platform for self-expression and creativity, allowing individuals to curate their own distinct sense of style. This emphasis on individuality and empowerment lies at the heart of the personalised shopping experience, driving customer satisfaction and brand loyalty. Personalised recommendations powered by AI represent a pivotal advancement in the realm of luxury retail, offering consumers unparalleled access to highly tailored and immersive shopping experiences. Through the innovative use of AI algorithms, luxury retailers like Farfetch are able to decode the complexities of consumer behavior and offer curated selections of products that resonate with each customer.

But how does AI truly personalise these experiences? The answer lies in the vast amounts of data collected from consumers' online interactions, social media profiles, and past purchasing behaviors. By analysing this data using advanced machine learning algorithms, AI can discern patterns and

preferences that even the most seasoned fashion experts might overlook. This level of personalisation goes beyond simply recommending products; it involves curating entire fashion experiences that each individual can personally relate to.

Elevating Luxury Retail: The Evolution of In-Store Enhancements through AI-Driven Personalisation

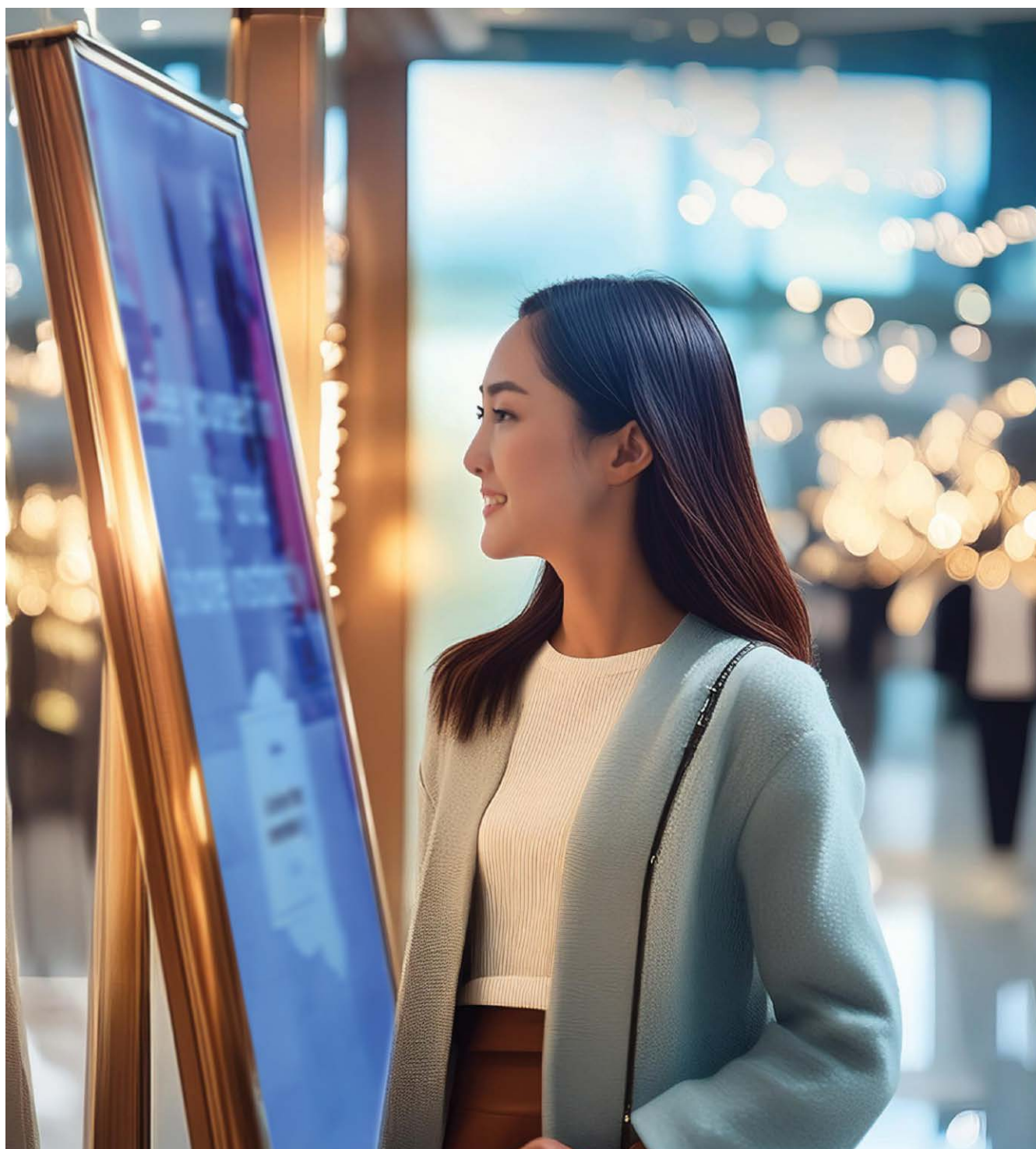
AI-driven personalisation extends beyond the digital realm, reshaping the in-store shopping experience in unprecedented ways. Take, for example, the luxury department store Neiman Marcus, which has implemented AI-powered solutions such as the 'Memory Mirror' technology to revolutionise the fitting room experience. Using augmented reality, customers can virtually try on clothing and accessories, exploring different styles and combinations without physically changing clothes. Furthermore, the technology provides personalised styling advice based on each customer's unique preferences, creating a highly tailored and immersive experience.

Luxury retailers recognise the importance of providing customers with seamless and immersive interactions, and AI technology serves as a catalyst for achieving this goal. By harnessing the power of AI, brick-and-mortar stores can offer personalised recommendations and tailored experiences that rival their online counterparts.

The implementation of AI-driven in-store enhancements goes beyond mere novelty; it serves to deepen customer engagement and satisfaction. By providing personalised recommendations and tailored experiences, luxury retailers can create meaningful connections with customers, fostering loyalty and advocacy. The 'Memory Mirror' technology at Neiman Marcus empowers customers to explore their personal style preferences in a dynamic and interactive manner, enhancing their overall shopping experience and leaving a lasting impression.

AI-driven personalisation enables luxury retailers to seamlessly integrate technology into the traditional brick-and-mortar environment, enhancing the exclusivity and sophistication of the shopping experience. By leveraging AI-powered solutions, such as the 'Memory Mirror', luxury retailers can offer customers a level of personalisation and customisation that was previously unimaginable. This fusion of technology and luxury not only sets retailers apart in a competitive market but also reaffirms their commitment to innovation and excellence.

The implementation of AI-driven in-store enhancements goes beyond mere novelty; it serves to deepen customer engagement and satisfaction.



Redefining Runways: The Era of Virtual Fashion Shows Curated by AI Avatars

For decades, fashion shows have been the pinnacle of the luxury fashion industry, showcasing the latest designs and trends on glamorous runways around the world. However, the rise of digital technology has presented new opportunities to revolutionise the traditional fashion show format. Virtual fashion shows, curated by AI avatars, represent a paradigm shift in how we experience haute couture. These digital spectacles offer a level of immersion and interactivity that rivals their real-world counterparts, allowing viewers to explore and engage with fashion in entirely new ways.

At the heart of virtual fashion shows lie AI avatars, intelligent entities that guide viewers through curated experiences tailored to their unique preferences. These AI avatars analyse data on viewers' fashion preferences, past purchases, and online interactions to curate personalised virtual runways that showcase designs perfectly aligned with each viewer's individual style sensibilities. This level of personalisation transforms the viewing experience from passive observation to active engagement, empowering viewers to explore and discover fashion in a dynamic and interactive manner.

Through sophisticated algorithms and cutting-edge technology, AI avatars guide viewers through virtual runways customised to their individual preferences, ushering in a new era of opulence and innovation. One striking example of the potential of virtual fashion shows is the collaboration between Balmain and the digital fashion platform Auroboros. Through this partnership, AI avatars curate bespoke virtual experiences that captivate audiences and redefine the boundaries of luxury. By leveraging cutting-edge technology and innovative design concepts, Balmain and Auroboros create immersive virtual environments where viewers can explore and interact with the latest couture creations in unprecedented ways. From avant-garde designs to classic elegance, these virtual fashion shows showcase the full spectrum of luxury fashion, inviting viewers to embark on a journey of exploration and self-expression.

As technology continues to evolve, the future of virtual fashion shows holds immense promise. From advanced AI algorithms to immersive virtual reality experiences, the possibilities for innovation are limitless. By embracing technology and creativity, designers and brands can push the boundaries of what is possible, redefining the very essence of fashion in the digital age.

But perhaps the most compelling aspect of AI-driven personalisation in luxury fashion is its potential to democratise access to high-end couture. By harnessing the power of technology, luxury brands can reach a wider audience and offer personalised experiences that were once reserved for a select few. This inclusivity not only expands the customer base but also fosters a sense of empowerment and self-expression among consumers who may have previously felt excluded from the world of high fashion.

As AI continues to permeate every aspect of our lives, questions around data privacy, algorithmic bias, and ethical considerations loom large. It's crucial for luxury fashion brands to tread carefully, ensuring that their AI-driven initiatives prioritise transparency, accountability, and respect for individual rights. AI-driven personalisation represents a bold new frontier in the world of luxury fashion, and offers unprecedented opportunities for creativity, self-expression, and inclusivity. By employing the power of technology, couture houses and retailers alike can create truly transformative experiences that redefine what it means to indulge in opulence in the digital age. From predictive analytics to augmented reality, emerging technologies promise to further enhance the sophistication and efficacy of AI-driven personalisation, creating truly immersive and transformative shopping experiences for consumers worldwide. 🌟



About The Writer

Having led and transformed fintech and blockchain companies across Asia since 2015, Christina is an accomplished chief marketing strategist. Her impressive track record includes accelerated growth in startups, ICO structuring, and leading marketing initiatives in various blockchain consultancy firms that worked with more than 200 blockchain projects, including Chainlink, Elrond, EOS, VeChain, NEO, Harmony, and Zilliqa. She is an expert in building effective distribution channels, forming strategic partnerships, and delivering high-impact advertising for customer acquisition, especially in the blockchain industry. Christina is also legally trained and has been actively involved in regulatory compliance topics in digital assets and emerging technologies. She is enthusiastic about the transition to Web 3.0 and believes in the creator economy fueling SocialFi projects.

The Social Frontier

Redefining Luxury Through Social Commerce

by Christina Yip

Social commerce has evolved as a natural extension of the social media revolution. As social media platforms became integral parts of people's daily lives, they also became fertile grounds for businesses to engage with consumers in new and innovative ways.



In the ever-evolving landscape of e-commerce, the intersection of social media and online shopping has given rise to a phenomenon known as social commerce. This innovative approach has not only transformed the way consumers engage with brands but has also revolutionised the luxury industry. Through the seamless integration of social media platforms with e-commerce websites, social commerce has created a unique space where consumers can

discover, interact, and purchase luxury products like never before. This article delves into how social commerce is redefining luxury, with influencers and Key Opinion Leaders (KOLs) at the forefront, leveraging AI-driven avatars to curate exclusive product selections and personalised recommendations, thereby blurring the lines between social interaction and commerce in the digital age.

The Rise of Social Commerce: Transforming the Digital Shopping Experience

Luxury brands, in particular, have eagerly embraced social commerce as a means to forge deeper connections with their audience. By harnessing the potency of storytelling and visual content, luxury brands can craft immersive experiences that resonate with consumers on a profound emotional level. From offering behind-the-scenes glimpses of craftsmanship to collaborating with influencers to showcase their latest collections, social commerce enables luxury brands to communicate their brand identity and values in a compelling manner that resonates with their discerning clientele.

Social commerce has evolved as a natural extension of the social media revolution. As social media platforms became integral parts of people's daily lives, they also became fertile grounds for businesses to engage with consumers in new and innovative ways. Initially, brands utilised social media primarily for marketing and advertising purposes, but as consumer behavior evolved, so did the role of social media in the shopping journey. The concept of social commerce gained traction as platforms introduced features that facilitated seamless transactions within their ecosystems. From 'Shop Now' buttons on Instagram posts to shoppable tags on Pinterest, social media platforms began integrating e-commerce functionalities directly into the user experience, blurring the lines between social interaction and online shopping.

Luxury brands, with their focus on exclusivity and craftsmanship, initially approached social commerce with caution. However, as the landscape continued to evolve, they recognised the opportunity to leverage these platforms to create more immersive and personalised experiences for their clientele. By embracing social commerce, luxury brands could transcend the transactional nature of traditional e-commerce and establish deeper connections with consumers based on shared values and aspirations. At the heart of social commerce lies the power of storytelling and visual content. Luxury brands excel in crafting narratives that evoke emotions and create aspirational lifestyles. Through visually captivating content, they can transport consumers into their world, offering a glimpse into the artistry and heritage that define their brand.





Social commerce allows luxury brands to leverage these storytelling techniques to create immersive experiences that captivate and engage consumers. Whether it's through behind-the-scenes videos showcasing the meticulous craftsmanship behind each product or influencer-led campaigns that bring the brand's ethos to life, social commerce enables luxury brands to forge deeper connections with their audience by weaving compelling narratives that resonate on a personal level. Moreover, visual content plays a crucial role in driving engagement and conversions in social commerce. Platforms like Instagram and Pinterest, with their emphasis on striking imagery, provide the perfect canvas for luxury brands to showcase their products in all their glory. By curating visually stunning feeds and collaborating with top-tier photographers and influencers, luxury brands can captivate their audience's attention and inspire them to explore further.

As social commerce continues to evolve, luxury brands must adapt and innovate to stay ahead of the curve. With advancements in technology and changes in consumer behavior, the landscape of social commerce is constantly evolving, presenting new opportunities and challenges for brands to navigate.

Empowering Influencers: Harnessing AI in Social Commerce

In recent years, the convergence of influencers and artificial intelligence (AI) has reshaped the landscape of social commerce, introducing innovative approaches to personalised marketing and consumer engagement. Influencers, who have long been recognised for their ability to connect with audiences on social media platforms, are now leveraging AI-driven tools and technologies to elevate their content and deliver more tailored experiences to their followers. Let's delve deeper into some real-world use cases and examples of influencers harnessing AI in social commerce.

Personalised Product Recommendations: Influencers are utilising AI algorithms to analyse their followers' preferences, behaviors, and demographics, enabling them to offer personalised product recommendations. For instance, a fashion influencer might collaborate with an AI-powered recommendation engine to suggest clothing items based on individual style preferences, body type, and previous purchase history. By providing tailored recommendations, influencers enhance the shopping experience for their followers and increase the likelihood of conversion.

Virtual Try-On Experiences: AI-powered virtual try-on experiences have become increasingly popular in the beauty and fashion industries, allowing consumers to visualise products before making a purchase. Influencers can partner with brands to showcase virtual try-on features in their content, enabling followers to experiment with different makeup looks, hairstyles, or outfits virtually. This immersive experience not only engages followers but also instills confidence in their purchasing decisions, leading to higher conversion rates.

Chatbots and AI-Powered Assistants: Influencers are integrating chatbots and AI-powered assistants into their social media platforms to enhance customer service and engagement. These AI-driven tools can answer frequently asked questions, provide product recommendations, and facilitate transactions seamlessly. For example, a beauty influencer may deploy a chatbot on her Instagram page to assist followers with skincare routines, recommend suitable products, and even facilitate direct purchases through integrated e-commerce functionalities.

AI-Generated Content Creation: AI technologies, such as natural language processing and image recognition, are enabling influencers to streamline content creation processes and produce high-quality content at scale. Influencers can use AI-powered tools to generate captions, hashtags, and even edit photos and videos automatically. This allows influencers to maintain a consistent posting schedule, engage their audience with captivating content, and focus more on strategic brand partnerships and collaborations.

Predictive Analytics for Content Optimisation: Influencers are leveraging AI-driven predictive analytics tools to optimise their content strategy and maximise engagement. These tools analyse past performance data, audience demographics, and market trends to identify optimal posting times, content formats, and topics for maximum impact. By harnessing the power of predictive analytics, influencers can fine-tune their content strategy, increase reach, and drive meaningful interactions with their audience.

In 2019, luxury fashion giant Gucci embarked on a groundbreaking digital campaign, partnering with Lil Miquela, a virtual influencer crafted through cutting-edge AI technology. Across Instagram, captivating posts and videos unfolded, showcasing Gucci's latest collections with Lil Miquela donning iconic pieces from the brand's repertoire. This collaboration not only ignited significant buzz across social media but also underscored the immense potential of AI-driven influencers in captivating audiences and bolstering brand recognition.

Meanwhile, Sephora, renowned for its prowess in the beauty industry, introduced the 'Virtual Artist' feature within its mobile app, leveraging AI to enhance the consumer

experience. Collaborating with influencers, Sephora demonstrated how followers could utilise augmented reality to experiment with various makeup products virtually. These partnerships effectively showcased the capabilities of AI-driven virtual try-on experiences, sparking increased app downloads and engagement among beauty enthusiasts.

Similarly, global fashion retailer H&M embraced AI innovation by launching an AI-powered virtual stylist chatbot on the messaging platform Kik. Teaming up with influencers, H&M encouraged followers to engage with the virtual stylist, receiving personalised styling tips and outfit recommendations tailored to their preferences. This collaborative effort exemplified how AI technology could elevate the shopping journey, empowering consumers to explore new fashion trends and styles with ease.

In essence, influencers are at the forefront of leveraging AI advancements to redefine social commerce. Through personalised experiences, streamlined content creation, and enhanced engagement, influencers are revolutionising the way brands connect with their audience. As AI continues to evolve, influencers will undoubtedly play an increasingly pivotal role in shaping the future of social commerce, utilising advanced technologies to forge innovative and impactful connections with consumers.

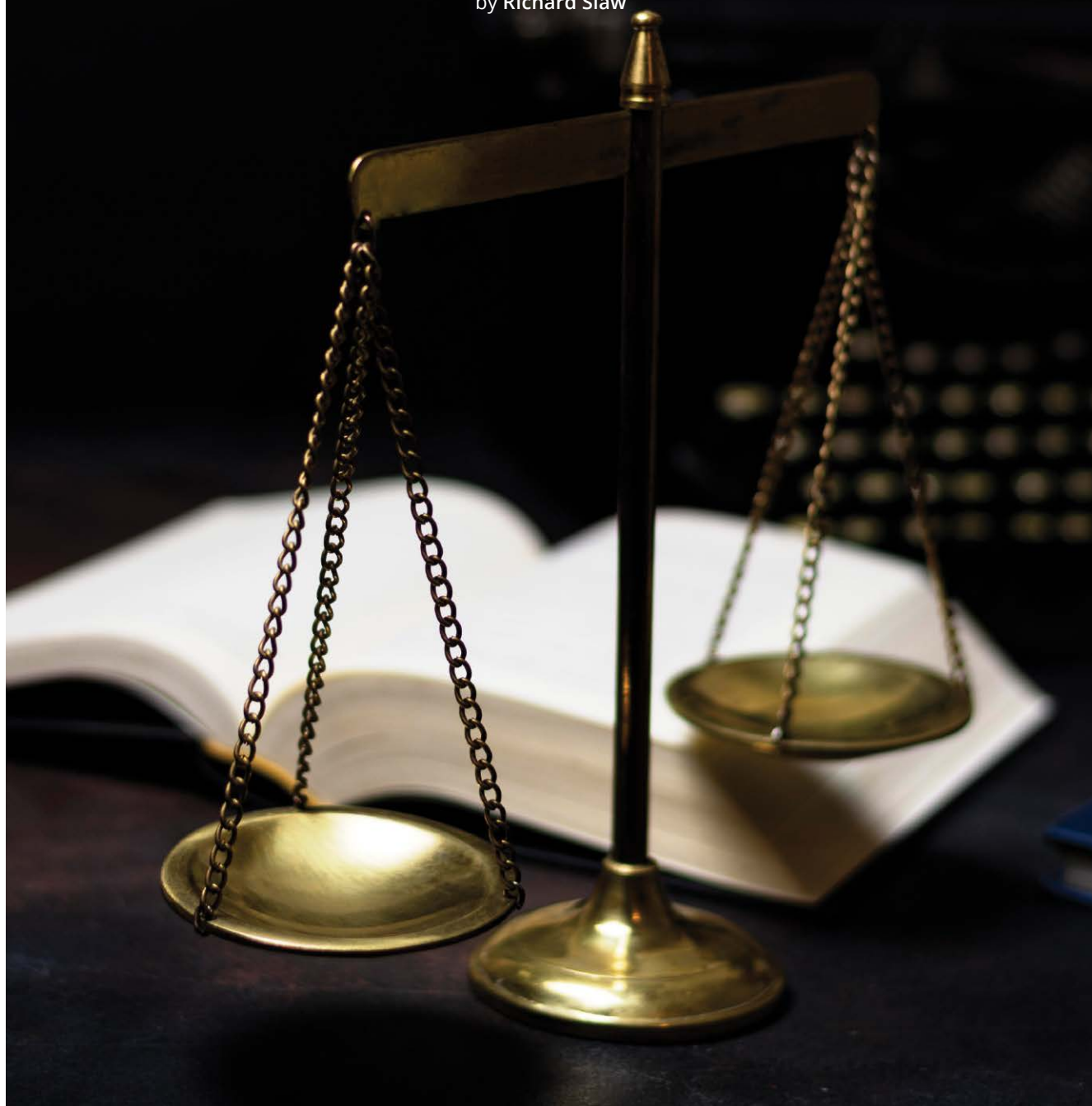
In the world of social commerce, shopping is no longer just about making a transaction; it's about embarking on a journey of discovery and indulgence. Through curated content, interactive experiences, and personalised recommendations, social commerce platforms immerse consumers in a world of luxury where every interaction feels like a VIP experience. For consumers, social commerce offers a gateway to explore and indulge in their passions, whether it's fashion, beauty, or lifestyle. From discovering new brands and products to engaging with like-minded enthusiasts, social commerce platforms provide a sense of community and belonging that transcends traditional e-commerce.

Moreover, the integration of social media and e-commerce enables consumers to seamlessly transition from inspiration to purchase with just a few clicks. Whether it's purchasing a coveted handbag featured in a fashion influencer's Instagram post or booking a luxury vacation recommended by a travel KOL, social commerce platforms make it easier than ever for consumers to turn their aspirations into reality.

By integrating social media with e-commerce, luxury brands are able to create a cohesive and immersive shopping experience that extends beyond the transactional aspect of traditional online shopping. From interactive live streams and virtual try-on experiences to shoppable social media posts and influencer-led shopping events, social commerce blurs the boundaries between social interaction and commerce, creating a smooth and integrated experience for consumers. 🌟

Frequent Drowning Cases: The Court Needs to “Seize the Pretext”

by Richard Siaw



On 9 April 2024, the parents of Qi Xiangqing finally welcomed the long-awaited justice. Seven years ago, their beloved son Qi, who was a 22-year-old language teacher from China, travelled to Malaysia for a vacation. He stayed at the Sunway Putra Hotel in Kuala Lumpur and was found drowned in the hotel pool. What was supposed to be a pleasant holiday turned out to be a heartbreaking separation. Following the incident, his parents sued the hotel for negligence in 2021 and 2022, bringing the case to both the Sessions Court and the High Court in Malaysia. However, both courts dismissed the suits as they determined that the hotel was not responsible. The couple appealed again in 2024, and the Court of Appeal finally overturned the previous judgments, ruling that the hotel was liable for the accident and ordered a compensation of RM350,000 to the deceased's family.

How did the Court of Appeal come to this decision? The court found the hotel negligent for not adopting safety measures at the time of the accident. The court noted that the hotel failed to ensure that a qualified lifeguard is on duty at the three-metre-deep pool and did not arrange for a staff to monitor the CCTV footage. The Court of Appeal believed that the hotel was responsible in ensuring the safety of pool users and was therefore liable for the accident. This benchmark decision revealed the insufficiencies of Malaysia's private pool safety regulations and has sparked a discussion on this topic.

“Unjust case” of pool drowning in Singapore

So, how does Singapore fare when it comes to private pool safety regulations? We handled a pool drowning case a few years ago. Chinese New Year is meant to be an occasion for family reunions, but a woman received the tragic news of her husband's death on the eve of the holiday. Her husband also drowned while swimming in a hotel pool, similar to the aforementioned victim. Due to the difficulty of seeking justice and the low chances of winning, coupled with the wife's grief and reluctance to “relive the trauma”, she decided not to sue the hotel. Instead, the case was settled out of court, where the hotel provided a small sum of compensation to the victim's family, and the matter was hastily resolved.

Reasons why drowning victims' families do not pursue legal action

Many families who have experienced similar incidents do not pursue legal action, primarily because there are no clear regulations holding private pool operators accountable. Thus, even if the family decides to sue, the chances of winning are slim, and they have to bear substantial legal fees. Moreover, lawsuits not only require significant money, time and effort, the family will also have to repeatedly recall the details of the incident, reopening almost healed wounds and causing tremendous psychological stress and burden. It is

hard to imagine how Qi's parents endured those long years. In addition, private pools are generally operated by large companies, such as hotels or apartment complexes. With their financial resources, a lawsuit is not a big deal to them. However, for an average person, suing a corporation is like “David versus Goliath”. It is not an easy feat for an individual to go against them.

Due to the difficulties of suing pool operators, countless victims' families are deterred, resulting in many such cases not being filed in court. Therefore, the court is unable to “seize the pretext” and use these “unjust cases” as a basis to point out legal inadequacies to the Parliament, and subsequently push for relevant legislative amendments. These cases not going to court also meant that the injustices do not get publicised, and the media cannot play its role in drawing attention to this issue.

When it comes to pool drowning cases, there is a relatively well-known incident in Singapore, and it is also one of the rare cases where the victim's family chose to commence legal action. On an afternoon over a decade ago, a man working at the National University of Singapore (NUS) drowned while swimming with a colleague in the campus pool. Although there were lifeguards on duty when the accident happened, they did not promptly notice the man's distress. It was only when the man's colleague shouted for help that the lifeguards realised something was amiss. After rescuing the man out of the water, they performed CPR on him but it was in vain. Although there was an Automated External Defibrillator (AED) and an oxygen resuscitator near the pool, the lifeguards had not been trained to use them, rendering the equipment useless.

The victim's wife sued NUS, and Hydro Aquatic Swimming School, which provided lifeguard services for the NUS pool, was also named as the second defendant. Although the court found that the lifeguards were indeed negligent, it ruled that NUS and Hydro Aquatic need not be responsible for the victim's death because the cause of death was determined to be cardiac arrest. The investigation report indicated that even with timely intervention or the use of the AED, it was highly unlikely for the man to survive. Therefore, the court concluded that the man's death was not caused by the negligence of NUS, the swimming school, or their lifeguards.

Even though the victim's wife did not win the lawsuit, it is worth noting that the judge stated in the verdict that he believed it was only fair and reasonable to hold negligent pool owners accountable. However, more than ten years later from then, our laws still fail to adequately protect the safety of private pool users, which is an issue that we should be concerned about.

When it comes to pool drowning cases, there is a relatively well-known incident in Singapore, and it is also one of the rare cases where the victim's family chose to commence legal action.





Attention to pool safety in recent years

As early as 2015, a local coroner had expressed concern over the consecutive drowning incidents, calling for hotels to address the issue seriously. At that time, two Chinese students visiting Singapore drowned on the same day. Yao was found submerged in the pool of Hotel Royal, and although doctors managed to resuscitate him successfully, he tragically passed away a few hours later. On the same day, Wu also drowned in the deepest part of the pool at Orchard Parade Hotel. It was too late by the time he was found, and he was pronounced dead at the hospital. At the time of the incidents, neither hotel had lifeguards on duty, nor did they indicate the depth of the pools; emergency equipment was also lacking. The coroner believed that local hotels should follow the standards set by public pools and improve safety measures to protect pool users. After the incidents, an investigation by The New Paper found that only two out of twenty hotel pools in Singapore had lifeguards on duty.

In recent years, some members of the Parliament also raised questions about the issue of pool safety and inquired whether the government would consider mandating the employment of lifeguards at private pools through legislation. In his reply to the Parliament, Minister for Culture, Community and Youth and Second Minister for Law, Edwin Tong stated that as of 2021, there were approximately 2,700 private pools in Singapore, including those in private residences, condominiums and clubs. All pools were required to have first aid kits and lifebuoys, as well as instructions on first aid measures to be prominently displayed on site. However, there is no requirement for lifeguards or trained professionals to be present.

Photos: Vecteezy, Freepik

Earlier this year, Sport Singapore (SportSG) also introduced two codes of practice to enhance safety standards for water sports. SportSG also expressed its intention to organise events to assist operators of private pools such as hotels and condominiums in understanding and implementing the new guidelines.

Although the aforementioned measures indicate that the authorities have paid attention to the issue, they are insufficient to serve as a deterrent. Legally, pool safety is regarded as a shared responsibility, with the primary onus still falling on the users, hence failing to exert pressure on the operators. Condominium and hotel operators seemed to only need to fulfil the bare minimum to be absolved of further responsibility. We hoped that beyond reiterating that “private pool owners are responsible for the safety of users”, concrete changes can be made to protect pool users. After all, a casually-stated slogan cannot save the lives of the victims, nor can it remove the pain of their families. Most importantly, it cannot make irresponsible operators pay the price for their negligence. 🙏



About The Writer

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溺水案件频发 法院需“借题发挥”

by Richard Siaw



2024年4月9日，一对中国父母终于等到了迟来的正义。七年前，他们的爱子，当时年仅22岁的语文老师Qi Xiangqing前往马来西亚旅游，并住在吉隆坡的双威太子酒店(Sunway Putra Hotel)。他在酒店泳池游泳时不幸溺水身亡。本该是愉快的假期，没想到最后却天人永隔。事发后，他的父母在2021年和2022年以疏忽为由将酒店先后告上马国地庭和高庭，但法院两次都认为酒店无责，并驳回诉讼。这对父母在2024年再次上诉，而上诉庭也终于推翻此前的判决，裁定酒店需为事故负责，赔偿死者家属35万令吉。

上诉庭为何会做出此判决呢？上诉庭认为酒店存在疏忽过失，在案发时没有采取安全措施，例如确保三米深的泳池有合格的救生员看守、安排酒店职员监控闭路电视画面等等。在上诉庭看来，酒店有义务确保泳池使用者的安全，因此也需为事故负责。这项标杆性的判决揭示了马国私人泳池安全法律的欠缺，引发了对泳池安全的讨论。

新加坡溺水“冤案”

那么，新加坡在私人泳池安全法律方面的表现如何呢？我们在几年前接手过泳池溺水的案子。农历新年本该是阖家团圆的日子，但一名女士却在新年前夕收到丈夫去世的噩耗。如同上述案件的死者，她的丈夫也是在酒店游泳时溺毙。由于维权十分艰难，胜算低，妻子也悲伤难耐，不愿“触景伤情”，最后并没有起诉这家新加坡酒店，选择庭外和解，酒店给了受害者家属一点赔偿，事情就草草了结。

溺水受害者家属不提告的原因

很多经历过类似事件的家属都不会提告，主要原因是没有明确的法律规定私人泳池管理者。因此，就算家属决定提告，也没什么胜算，还要支付大笔的律师费。另外，打官司不只耗费大笔金钱、时间和精力，也会让家属一次次地回忆起案情经过和细节，这样做无疑是在撕开快愈合的伤口，造成巨大的心理负担和压力。比如文

章开头提到的父母，难以想象他们是如何度过那漫长的七年时间。私人泳池一般也由大型企业(如酒店或公寓)营业。以他们的财力，打官司不算什么，但对于普通老百姓来说，可谓是“小巫见大巫”，难以与之对抗。

由于起诉泳池营业者的种种困难，许多受害者家属都望而却步，导致很多此类案件无法入禀法院。因此，法院就无法“借题发挥”，向国会提出法律上的漏洞，进而推动相关法案的修订。此外，“冤案”没有入禀法院也意味着案件没有机会公之于众，媒体不能发挥作用，让更多人关注此现象。

说到泳池溺水的案子，本地有一起比较著名的事件，也是少有的受害者家属选择起诉的案子。在十几年前的一个下午，当时在新加坡国立大学工作的一名男子跟同事在国大校内的泳池游泳时溺亡。案发当时虽然有救生员在场，但他们并没有及时注意到男子的异常，直到男子的友人大声呼喊时，他们才意识到出事了。把男子救上岸后，对他进行了人工呼吸，却已无力回天。泳池附近也配有自动体外除颤器(AED)和氧气复苏器，但救生员没有受过训练，因此没有派上用场。

受害者的妻子把国大告上法院，而给国大泳池提供救生服务的Hydro Aquatic Swimming School也成为第二被告。虽然法院判断救生员确实存在疏忽过失的情况，但国大和Hydro Aquatic并不需要为受害者的死负责，因为男子的死因被判断为心脏骤停(cardiac arrest)。调查报告显示就算及时干预或使用了AED，大概率也救不了男子，因此法院判断男子的死亡并不是国大、游泳学校和他们的救生员疏忽导致的。

在这起案件中，受害者妻子虽然没能够胜诉，但值得一提的是，法官在判决中有提到他认为对失责的泳池业者施加责任是公平且合理的。然而，十多年后的今天，我们的法律还是没办法保护私人泳池使用者的安危，这是值得我们关注的。

就算家属决定提告，也没什么胜算，
还要支付大笔的律师费。





近年对泳池安全的关注

早在2015年的时候，我国一名验尸官就因接连发生的溺水案件心生担忧，呼吁酒店要正视这个问题。当时，两名来新加坡交流的中国学生在同一天溺水身亡。Yao被发现时正被淹没在京华酒店 (Hotel Royal) 的泳池内，医生抢救虽然顺利，但他几个小时后还是不幸去世，而Wu也在同一天潜入乌节广场酒店 (Orchard Parade Hotel) 泳池的最深处，被发现时为时已晚，最后在医院宣告死亡。在事发当时，两家酒店的泳池都没有救生员值班，也没有标明泳池的深度，急救设备也是缺失的。验尸官认为本地酒店应该把公共泳池当作标杆，并提升安全水平，保护泳池使用者的安全。事发后，The New Paper的调查也发现新加坡二十家酒店中只有两家的泳池有救生员值班。

近年来，也有国会议员提出泳池安全问题，以及询问政府是否考虑通过法律强制私人泳池配备救生员。在回复国会时，文化、社区及青年部长兼律政部第二部长唐振辉说，根据2021年的数据，新加坡有约2700个私人泳池，包括私人住宅、公寓和俱乐部的泳池。所有泳池都规定要配备急救箱和救生圈，以及在显眼的地方展示急救措施的说明图，但没有规定必须有救生员或经过训练的专业人士在场。

今年初，新加坡体育理事会也推出两套安全准则，提高水上运动的安全标准。体理会也表示会举办活动，帮助私人泳池经营者如酒店和公寓，了解和实行新准则。

虽然以上措施说明问题受到重视，但力度不足以达到威慑的作用。法律上把泳池安全视为共同责任，而主要责任依旧归结在使用者个人身上，并没能对私人业者施加压力。公寓和酒店业者似乎只需要完成最低限度的工作，就能撒手不管。我们希望除了重复“私人泳池经营者有责任确保使用者的安全”的口号之外，还能做出实际的改变，保护泳池使用者的安全。毕竟一句轻描淡写的话换不回受害者鲜活的生命，抹不去家属的伤痛，更无法让不负责任的业者付出代价。



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Aston Martin Celebrates Innovation with King's Award for Enterprise and New Royal Warrant

by Toh Mu Qin

Aston Martin, the illustrious British marque synonymous with luxury and performance, has added another jewel to its crown. The company has been honoured with the King's Award for Enterprise in Innovation, one of the UK's most prestigious business accolades. This accolade recognises Aston Martin's groundbreaking approach in blending traditional handcraft with cutting-edge technology to create bespoke, functional interiors for its ultra-luxury vehicles.

Aston Martin's commitment to innovation is characterised by its patented perforating and quilting techniques. These techniques not only offer decorative finishes but also enhance the cooling function of the leather seats. This intricate process allows for the creation of perforated holes in bespoke patterns tailored to customer specifications, a feat unattainable with conventional tooling methods.

Lawrence Stroll, executive chairman of Aston Martin, expressed his pride in receiving the award, "As a company with a commitment to innovation, we are incredibly proud to be honoured with this King's Award for Enterprise, which celebrates both the ingenuity of our craftspeople and the quality of Aston Martin's bespoke interiors. Recognising our combination of handcraft and cutting-edge manufacturing technology, this award highlights the unique composition of our ultra-luxury interiors and how our manufacturing team have gone to extra lengths to ensure the highest level of personalisation is offered to our customers, whilst not compromising on our seat technology's core functionality."

The King's Awards for Enterprise, originally known as The Queen's Awards for Enterprise, were established in 1965 and renamed last year to reflect King Charles III's desire to continue the legacy of Queen Elizabeth II. Businesses awarded this honour can proudly display the King's Awards Emblem for five years, symbolising their exceptional achievements.

Adding to the celebrations, Aston Martin has been awarded a new Royal Warrant by appointment to His Majesty The King. This marks a historic milestone as it is the first time in the brand's 111-year history that Aston Martin has been appointed by the sovereign. This appointment continues the

marque's long-standing relationship with the Royal Family, showcasing the brand's enduring appeal and excellence.

Lawrence Stroll remarked on this momentous occasion, "Continuing Aston Martin's long and privileged association with the Royal Family, our appointment by His Majesty is an immensely proud and historic moment for the Aston Martin brand. The Royal Warrant also represents a recognition of our employees' commitment to British design, craft, and engineering excellence which His Majesty has long championed."

Aston Martin's connection with the Royal Family dates back to 1954 when Prince Philip, Duke of Edinburgh, took delivery of a three-litre Lagonda. The relationship was further cemented in 1970 when King Charles III, then Prince of Wales, received a DB6 MKII Vantage Volante as a 21st birthday gift. Over the years, the King has owned several Aston Martins, each uniquely customised to his specifications, highlighting his passion for British automotive craftsmanship.

In 2020, as Prince of Wales, King Charles III inaugurated Aston Martin's state-of-the-art DBX SUV manufacturing facility in St Athan, South Wales. This event marked the production of the first Welsh-built car in over 50 years and emphasised the King's support for British innovation and engineering.

The new Royal Warrant allows Aston Martin's iconic wings to be displayed alongside the Royal Arms of the Sovereign, a symbol of prestige and recognition of the brand's commitment to excellence. This emblem will now accompany Aston Martin's vehicles, enhancing their appeal and highlighting their association with British heritage and craftsmanship.

Aston Martin's latest accolades reflect the company's unwavering dedication to innovation and excellence. With the King's Award for Enterprise and the Royal Warrant, Aston Martin not only celebrates its storied past but also looks forward to a future of continued innovation and distinction. As the brand enters this new chapter, it remains committed to pushing the boundaries of luxury and performance, embodying the spirit of British craftsmanship and innovation that has made it a global icon. 🏰

THE PORTFOLIO.



With over 20 years in sales and management, Peter led Singapore's largest insurance sales force. In 2020, he pursued his motto "Live to Inspire, Inspire to Live," becoming a Master Trainer, creating innovative insurance industry programmes.

With a keen business sense, he coaches and owns over ten companies across Asia, advising CoolTouch Intelligent Co. Ltd and Rebel Group. As the chairman of PTO Holdings, he fosters a culture of Love, Trust, and Respect, emphasising employee well-being and trust in his leadership. His philosophy highlights the importance of mutual respect and confidence for achieving business success.

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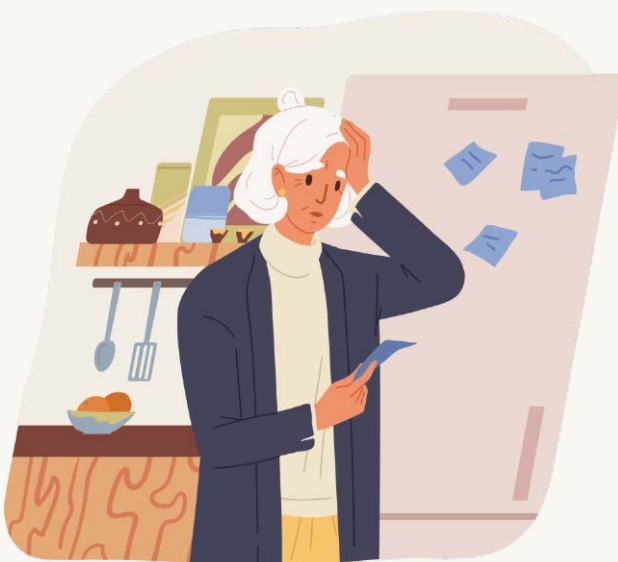
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