

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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Style
Directory
2013

Know your market – meet the players who are reinventing retail

Our 24-page **SPECIAL REPORT** on who's spending and splurging and what they want – and why bricks and mortar stores are here to stay

- A AFFAIRS** Test Mex: how doing less made Mexico City safer
- B BUSINESS** Centrefold! The Monocle blueprint for creating a better place to buy
- C CULTURE** Al Jazeera Jrs: the rising Arabic news channels and Israel's big airwaves bid
- D DESIGN** Go the distance: the e-bike's fresh ascent
- E EDITS** Antinori's architecture, Alison Goldfrapp's last meal and a prawn on the lawn

I'm glad they've got a carry-to-car rate. I don't want a ruffled pochette. See page 107

Go careful on the cookies or you'll need to try the trouser altering service. See page 109

HOW TO MAKE RETAIL WORK

From Toronto to Südtirol, Fukuoka to São Paulo, Monocle introduces the brands, designers and buyers who have mastered the art of the sell.

- 1 BE FRESH**
Stores need to evolve: offer the new, the unseen.
- 2 BE NICE**
Service is what gets people spending. Smile.
- 3 BE SLOW**
Shops are about real experience, not tech wizardry.
- 4 BE LOCAL**
Shop-keepers can be good civic leaders.
- 5 BE TIDY**
Keep your aisles and your offer clear and concise.

10 > JULY 08 SEK 05
JULY 12 JPY ¥2,310
AUG 12 EUR \$13.00
AUG 12 USD \$19.90
OCT 12 EUR 107m SGD \$19.90
OCT 12 DKK 122 C\$N \$22.00

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Alavya
Cesme, Turkey

Alavya, with its 25 rooms distributed among six traditional stone houses in addition to a pool, spa and yoga facility, is the buzz of Cesme's Alacati region. The hotel, set up by former TV and radio personality Rana Tabanca, was designed by Hakan Ezer. Modern Turkish tapestries and rugs were custom-made by Bereket in Sultanahmet, while Bebek shop Simple Life provided the linen, complete with Alavya's logo.

Run by Alacati local and former Olympic windsurfer İlknur İcinger, Alavya aims to keep a niche crowd of enthusiasts in Cesme during the winter by offering specialist cooking classes run by in-house chef Carlo Bernardini, who keeps patrons satiated from the kitchen of restaurant For Gourmet's – or Fogo for short. — ADC
alavya.com.tr



Cresto Ranch
Dunton Hot Springs, USA

Calling all adventurous travelers: if you're looking to explore the Colorado countryside you need to be quick to enjoy the seasonal camp at Dunton Hot Springs, as it closes for winter at the end of October. Cresto Ranch offers eight tents set on wooden platforms and a steel framework; each one is equipped with a king-size bed, heating stove, bathroom and private lounging porch. You even have options when it comes to your view: the Dolores river or San Juan mountains.

The camp's central building, a restored 19th-century farmhouse, features a dining room, guest salon and wraparound deck with 360-degree views of the property. After a fishing excursion or a horse ride in the 650 hectares of wilderness, we recommend you wind down on said deck with a glass of wine courtesy of Sutcliffe vineyards, which is based just 50km away. — PAE
duntonhotsprings.com

