



Henry Cavill- From The Modern-Day Superman To The Iconic

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Publisher Note

Dear Readers:

In cities around the world, we see a gradual reopening of businesses, services, and public spaces as progress is being made in the fight against COVID-19. People are adjusting to the “new normal,” meaning a new way of living and going about our lives, work, and interactions with other people. The pandemic has given us time to reflect on our lives and determine what is really important in our lives and what is not. I believe that time and time again when things hit the fan, we realize that the things that money can't buy, the intangibles, are truly what matters the most. With that said, my dedication, faith, and commitment to this magazine and its readership are stronger than ever, and I am excited to present our 2020 summer issue to you.

Who better than Superman to exemplify strength, fearlessness, and confidence during times like these!! I present to you the well-known and highly sought-after actor, Henry Cavill, in this issue's cover story. This “Man of Steel” has graced our screens in the DC Extended Universe films Man of Steel (2013), Batman vs Superman: Dawn of Justice (2016), and Justice League (2017). You may also know him as the villain, August Walker, in the 2018 blockbuster film Mission Impossible—Fallout. It is evident from Cavill's accomplishments that he has been fortunate to play legendary characters who have a tough act to follow, yet playing James Bond in the future could top his list.

Talking about Superman, how about flying to a Caribbean destination sometime soon? Are you itching to get away this summer for some much-needed rest and relaxation? You might want to consider visiting Los Cabos, located at the tip of the 1,000-mile-long Baja Peninsula. The World Travel & Tourism Council has in recent weeks given the “Safe Travels” Stamp of Approval to Los Cabos as a destination that has adopted global standardized health and hygiene protocols so that visitors can experience ‘safe travels.’

You might forgo the flying and plan a staycation instead!! Why not visit the “Canadian Beverly Hills” and stay at one of the top 3 Muskoka region luxury resort properties? Just a couple of hours north of Toronto, and you are face to face with mother nature in one of Canada's best vacation destinations. Or why not visit Niagara-on-the-Lake? Home to the Shaw Festival Theatre and Canada's oldest golf course, this quaint town full of elegance, charm, and sophistication offers plenty of luxurious experiences.

What else is taking ‘flight’ this issue? The historic BMW R7 has been given new life and has garnered much praise after NMoto brought the pre-war bike to the forefront in celebration for the 85th Anniversary of its original design. The Limited-Edition BMW R7 is unparalleled in character, originality, and historical infusion, and thus will only have up to 10 bikes manufactured by NMoto for a handful of elite riders.

People can choose to see this time as the glass half-full or half-empty. Beyond the situation of COVID-19, luxury brands have a tremendous opportunity to establish a new business model - one that is more responsible, more sustainable, and in the end, more appealing to consumers of the future. This time of ‘great pause’ will revolutionize not only what we spend our money on or how we do business, but how we treat others and ourselves.

Continue to keep healthy and safe,

Carlo





The Serpa Automotive Boutique on Yonge St. in Aurora has added a unique new dimension to the GTA luxury auto scene, specializing in hard-to-find, in demand pre-owned vehicles. Our motto, Any Car, Anytime, Anywhere, means just that. Whatever vehicle you may wish, we can obtain it on the most favourable terms and bring it to you wherever you may be. With the wide network of contacts that the owners, Frank and Stefano Serpa, have developed over two decades in automotive retailing, the Boutique can best act as your representative, speaking the industry's language much more efficiently. Whether it's a super car, like Porsche, Mercedes, McLaren, Maserati or Ferrari, or less costly models like Chrysler SUVs, Jeeps or RAM trucks, talk to us.

Here are examples of two very special vehicles we recently obtained:

The Boutique's new red 2017 Ferrari F12 is something very special, only driven 458kms and with a 731-horsepower naturally aspirated 6.3-litre celebrated Ferrari classic V12 engine, a Ferrari tradition, under the hood. The Pininfarina styling is pure art and borders on magical. The shape is purposeful and beautiful. Brake-cooling ducts also contribute to aerodynamic efficiency, opening only when

staggeringly powerful carbon-ceramic brakes are at high operating temperatures. There is just nothing like a Ferrari. Except perhaps the Boutique's Rolls Royce 2018 Dawn Black Badge. The 6.6-litre twin-turbo V12 engine, with 593 horsepower and 620 lb-ft of torque, is among the best and most wonderful sounding in the world. Every part of the Dawn is free of technology for technology's sake, focused only on luxury at all costs. Containing every option and feature imaginable, with full natural grain leather, and the Black Shadow line exterior, lambswool foot mats, "Black Badge" tread plates and the Rolls symbol embossed on the headrest, this highly distinctive Serpa Automotive vehicle will take your breath away.

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Survival Mode: The Key Moves Wealthy Investors are Using to Navigate the Current Recession

BY MORGAN BYRNE



2020 started with a bang and seemed to have great promise. Then unfortunately COVID-19 grasped the world causing an immense disturbance in businesses of all sizes, within industries from hospitality to housing. In May, Canada officially entered a recession due to the economic devastation caused by the COVID-19 pandemic, the C.D.

Howe Institute's Business Cycle Council declared. While there are many factors to define the macroeconomic term, one indicator is two consecutive quarters of negative quarter-over-quarter economic growth.

This negative growth has unfortunately trickled down into the households of most Canadians, however smart investors are making profits even in this difficult economic time. While some may be fearful in regards to their real estate holdings, I would like to share a fitting

quote with you from Sir John Templeton: "The time of maximum pessimism is the best time to buy, and the time of maximum optimism is the best time to sell." So does this mean the savvy are haphazardly jumping on any deal that comes their way? Of course not! But with any great recession comes great opportunity.

Let's examine the positive points of the current landscape. As a Seller, the market is high when compared to the last seven years of data. Transactions are up by 60% in the Canadian Real Estate Market in July, while the average home price has risen by 1% in one month. For Buyers, interest rates are currently at an all-time low. Rates around 2.5% to 3.5% add up to big savings, especially for larger properties. The Canadian government has stepped in to launch a Mortgage Deferral Program as well as other great initiatives designed to reduce the virus's effect on the Canadian housing market. It would seem these would be times for prosperity and joy, but coupled with the loss of jobs and the amplified risk of rent deferral, many investors do not have the funds available to add to their portfolios.

So, what about those who do have the funds? When it comes to the decision of investing in the current market, it all comes down to the liquidity you have available. When a great deal comes on the market, an investor with available funding will be more able to make a move than one who has to arrange their resources. Single-family home sales have surged above other categories in unit sales throughout many markets in Canada. Smart investors are purchasing for the long-term, utilizing the buy-and-hold strategy popular amongst wealthy real estate investors.

Another popular buy amongst high-performing investors? Land. To finance land can be difficult as there are fewer options than when obtaining a traditional mortgage. Cash buyers can acquire land more easily, and at a better price due to the current hesitation of Sellers to list. If they are able to get their hands on a piece of land before a Developer does, they can be looking at a great increase in value overnight. As the rich know, land is the ultimate investment and as the saying goes, they're not making any more of it!

For any potential investor, the best resource during this trying time is an experienced real estate agent and ensure to find one with investment properties of their own so they will know the market from the inside out. Your agent will be the best source for accurate market data, recent rental rates and properties on the market with the best ROI, among other things. No one knows the future effects COVID-19 will have on the economy, but the help of a local expert can turn any decent guess into a wise strategy.

Morgan Byrne is a diverse agent who works

in the Greater Toronto Area. Her specialty is investment properties and getting maximum returns for her clients. She has risen to the challenge of assisting her Buyers and Sellers throughout COVID-19 and loves finding new ways to get creative in the market.

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BLEU DE CHANEL THE CHANEL SHAVING ESSENTIALS

BY ALEX JACKSON

Shaving is a delicate art that every modern, elegant and sophisticated man ought to master. At a time when beards, sideburns and mustaches have become true elements of style, sculpting facial hair is a form of personal expression, a means of asserting one's personality.

CHANEL has dedicated two new shaving products to these men: BLEU DE CHANEL Shaving Cream and BLEU DE CHANEL 2-in-1 Moisturizer for Face and Beard. Easily incorporated into a daily grooming routine, these two products provide a smooth, close shave and perfectly moisturized skin, while prolonging the aromatic, woody trail of BLEU DE CHANEL..

BLEU DE CHANEL SHAVING CREAM

With its fine, transparent texture, BLEU DE CHANEL Shaving Cream offers clear visibility and a precise, controlled shave for a custom line and cut. A versatile product that caters to all grooming needs, it leaves the skin soft, supple and pleasantly cool. For a close shave? It glides on beautifully for flawless results. For a beard or mustache? Its transparent texture lets you see exactly where to position the blade and thus master any style. It is ideal for maintaining contours (neckline, cheek area, etc.).

HOW TO APPLY?

Wet the face with warm water and then massage to apply BLEU DE CHANEL Shaving Cream using circular motions. Begin shaving in the direction of hair growth. When done shaving, rinse skin with cold water, remove excess cream, dry, and then apply BLEU DE CHANEL After Shave Balm.

Bottle 100ml

BLEU DE CHANEL 2-IN-1 MOISTURIZER FOR FACE AND BEARD

BLEU DE CHANEL 2-in-1 Moisturizer for Face and Beard is a daily essential for gentlemen. Dedicated to men sporting a beard, a mustache or a close shave, it moisturizes and scents the skin, while leaving it soft and well groomed. Its light gel texture goes on easily and leaves no residue on facial hair. The skin is soft and comfortable and the beard is more manageable.

HOW TO APPLY?

Apply 2-in-1 Moisturizer for Face and Beard on clean, dry skin for a more intense scent.

Bottle 50ml

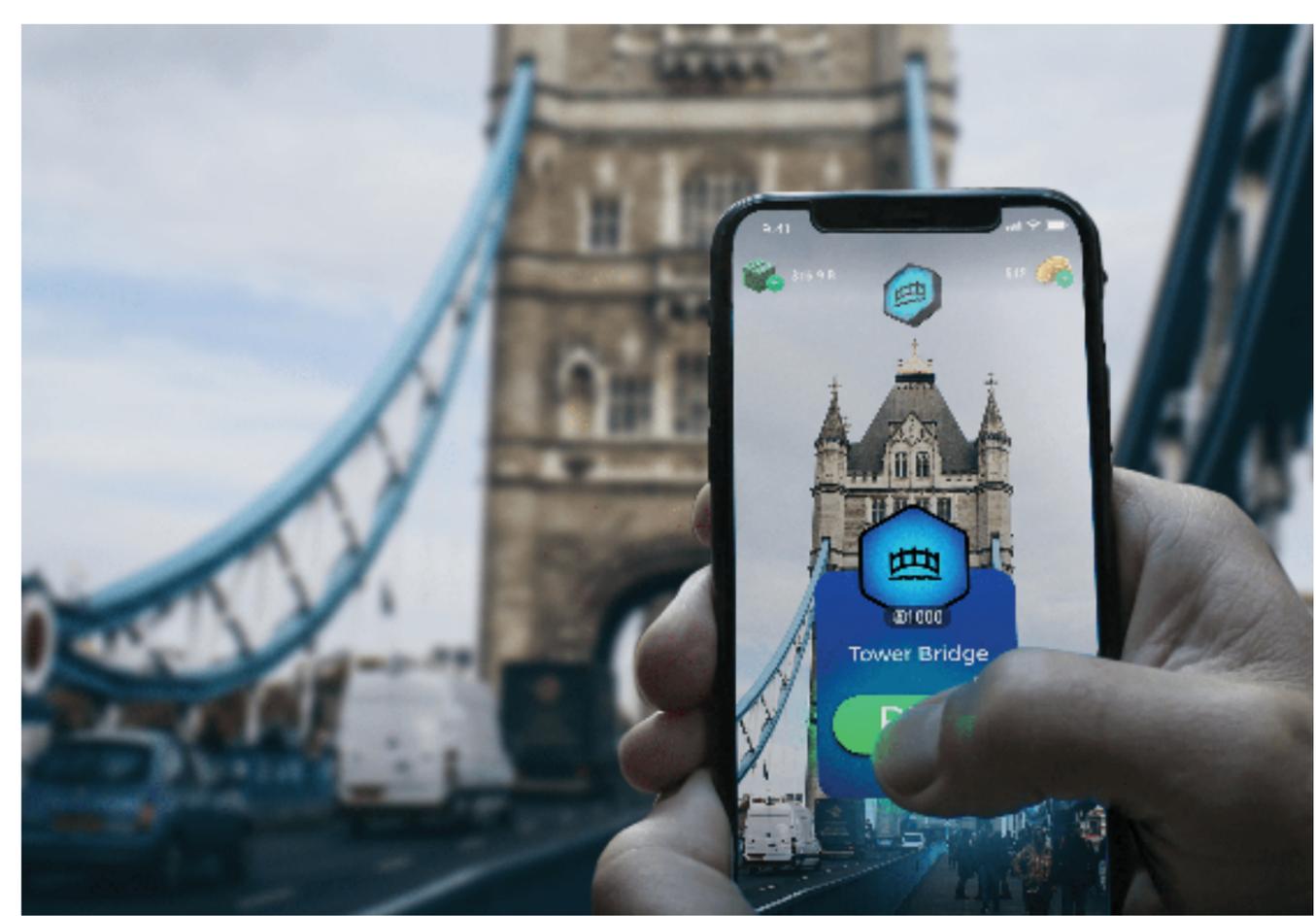




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Become a virtual real estate mogul in New York, Toronto, or anywhere on earth with Landlord Go

BY ZBIGNIEW WOZNOWSKI

Walking down the street you notice something has changed. You take out your phone hastily, to check the available properties around you. Yes! There they are! New shares and you're the first one to get them. You don't think twice, cause you know you must have them! It's not the first time when on your way to work you come across such valuable finds. We're all part of this virtual map. With more than 3 billion mobile devices on the planet today, trillions of data trails are left behind unused. Now you can enjoy this mixture of digital and real world in the Landlord GO game.

Landlord Go is a brand new game by Reality - that leverages these digital "footprints" in a fun and exciting way, allowing players to buy, sell, and collect rent on some of the world's most famous buildings and landmarks. With over 1 million players worldwide, it's the first real-world augmented reality game that uses real buildings, real people, and real prices to turn your city into an action-packed strategy game. With more than 18 110 players already making deals

for virtual ownership of the more than 71 278 in Toronto already, there's no shortage of fierce competition ready for action. You walk your neighborhood every day, seeing familiar landscapes and buildings. Now you can view those daily sights in a whole new way by owning a virtual piece of your community.

Whether you're starting small or have grand visions to own the CN Tower in Toronto or the Empire State Building in New York City, they're yours for the taking with Landlord Go.

Do you have unique knowledge of a part of your city that few others know? That local intel can translate into big profits in Landlord Go. If a new coffee shop is opening in your neighborhood and you think it's poised to become the next Starbucks, put in a bid for it, and start raking in the rent payments from the crowds lined up outside the door.

Using a massive pool of data, including detailed information about more than half a billion real world properties, Landlord Go connects the user to their city in an exciting and innovative new way that no other game can offer.



Players can start small and quickly create a vast real estate empire through savvy investing. Put properties on the market, or engage in furious bidding wars with other players, recreating the experience of competing in the thrilling real estate market right from their phone.

Landlord Go is incredibly accurate, reflecting real-world values of properties using details like distance from the city center and building amenities. By using our own data set combined with NASA satellite scans showing nighttime light emissions, we've created one of the most realistic and data-driven property dealing games ever conceived.

You can really get the feeling that the level of realism is truly what sets Landlord Go apart. Anytime another player visits your property in real life, they pay you rent in the game. The more visitors your property gets, the higher its value. Using a proprietary AI and data platform called Big Dots, we're able to add real-world data to any desktop and mobile apps.

The game is exciting as players see their fortunes grow and engage in sky-high value transactions, competing with other players for dominance in the real estate market. There's nothing quite like it available today, and nothing that even comes close to the level of accuracy and detail found in Landlord Go.

Mindfulness: Living with Presence

BY KRISTIN LARSEN



Our lives are constructed of time. How we appreciate and acknowledge that time relates to how we perceive the experiences that happen within it. One common term that describes how we relate to time in our life experiences is mindfulness. In mindfulness, you are present with a deep consciousness of the flow of inner thoughts, emotions, and the external sensations being experienced at that moment. Practising mindfulness allows someone to tap into their creativity, wisdom, curiosity, appreciation, and have a connection to people and things.

In order to have mindfulness and take the necessary steps to incorporate it into everyday living, we must first understand what it means to live mindfully. Mindfulness means having awareness by directing one's attention to what is being experienced in the present moment, without permanent attachment to judgment or over-identification in the

experience.

What would that mean to be 'present in the moment'? It could mean not ruminating over doubts or distracted by the worries of something not happening in the way it is desired or envisioned. Being present in the moment means minimizing one's attachment to doubt and worrying about things that have already happened or have not yet happened.

What would prevent or take someone away from having mindfulness? Various life examples of not having mindfulness may be: not taking the time to be mindful; being swept away in thoughts or emotions; not dedicating effort towards the practice; not making it a priority in life; avoiding acknowledgment or acceptance of it due to discomfort of situations occurring in life. Throughout my life, my personal struggles with mindfulness have been at times when I was not feeling fulfilled in my career or trying to get through experiences that brought out my insecurities. Those insecurities were my fears, my doubts, and my worries. Fear of failure seemed to creep into my mind often and this aided the displacement of presence. I failed to see the gratitude in my experiences. I was not being open to an awareness of what each experience was trying to show me or teach me. My lack of mindfulness eventually transformed into suffering. I began to lose connection with my wife, my kids, other people, and myself. I became emotionless and numb to what I was experiencing in life, consciously ignoring what was happening around me. This gave me a limited vision of choices, opportunities, and possibilities. I subscribed to being a victim of what was happening 'to me' instead of what was actually happening 'for me'.

Since practicing mindfulness, I am more present with myself by acknowledging and accepting my thoughts and emotions. Taking this action moved me closer to having self-compassion and self-acceptance. I realized that having mindfulness in moments of difficulty brought me thoughts of clarity. It gave me focus to utilize my strengths and creativity to conquer the frustrations and fear. Most importantly, it brought me to see the appreciation of each moment through presence so I could be calm with inner peace.

These simple realizations with steps of action began to alter the events in my outer world. The reason was that I was taking the time to be present with my inner thoughts and emotions. I was appreciating what life was showing me, offering me, and allowing me to experience. There was no failure in any of those realizations, which reframed my perceptions in my life. Many men struggle with mindfulness due to the nature of its core fundamentals; it involves being present with thoughts and emotions and being able to process them through effective expression. It tends to go much deeper into the areas that require more intense mindfulness. Beliefs that hold pressures and expectations begin to accumulate, causing chronic stress along with a reluctance to decipher what is causing the stress. These areas may be the expectations to be a leader, to carry all the responsibility of a financial provider, and to have ineffective communication skills in various relationships. This may lead to mental stress associated with poor coping techniques and tools.

Some effective exercises to try to cultivate mindfulness in one's life are the body scan, mindful seeing, and mindful listening. Understanding that mindfulness is a choice we all have. It does require making it a priority in life. Living with mindfulness does require practice, scheduling and dedicating to it consistently.

There are many health benefits to practicing mindfulness in life consistently. It helps one to navigate depression and anxiety by detaching from worry, doubt, self-judgment, shame, and guilt. It reduces the stress response by maintaining presence and focusing on the challenge or issue being faced as opposed to avoiding or suppressing it. When stress is reduced, the immune system begins to function more effectively, while also lowering blood pressure and anger impulses. Communication is also improved with more attention being placed on current thoughts and emotions that are needed to be expressed openly.

What steps can be taken now to begin incorporating mindfulness into each day? You can easily begin to cultivate awareness into each experience. The awareness will assist in understanding where potential stress is being created, while also understanding what

contributes to being mindful and present. With mindful awareness, we can effectively navigate through situations while being in control and calm with our reactions. Calming the breath is the key to calming the mind.

Will you choose to incorporate a mindfulness practice in your day? When would you schedule it in your day? Will you commit to it? The process becomes more powerful when you know why you are doing it and understand the purpose of what you would like to get from it. Mindfulness is appreciation and acknowledgment that in this moment we are alive to experience it. Being aware to appreciate the moments for what they are and to let go of what they are not. This is always the choice that mindfulness gives us.

Kristin Larsen is a Life Mastery Health Coach who helps men and women transform their mindset to build inner leadership with confidence and live with fulfillment so they can function effectively in their life without limitations. Cultivating an unstoppable approach to achieving results that continually multiply in health and life.





Anatomy of the Cigar

Written by ALEX JACKSON

Premium handcrafted cigars often create a sense of excitement. Like wine or any fine beverage, the construction of a cigar is a meticulous and time-consuming process. Each part of the cigar is carefully crafted by the best cigar rollers and has a crucial role in the experience of smoking. Generally, a genuine handmade cigar is made of at least three different tobacco varieties often referred to as filler, binder, and wrapping. All the flavour differences in cigars come from minor variations of these elements. You will be spending quality time with a quality product, and it will be to your benefit to reflect upon its creation before lighting up.

1. The Wrapper

The wrapper is the exterior component of the cigar you see and is responsible for making the cigar look appealing to sight and touch. The wrapper is made from a tobacco leaf, and connoisseurs can usually tell where the plant was grown and even the tobacco varieties based on some regional variations. An attractive wrapper is a thin and delicate leaf with few visible veins and a smooth texture.

Cubans will argue that the wrapper or “capa” only plays an aesthetic role, while others claim that the wrapper accounts for at least half of the cigar’s flavour. An interesting aspect of the

wrapper is that you can tell the strength of the taste and the ageing period based on its colour. The lighter the colour, the lighter the cigar’s taste and the stronger the darker. The wrapper also accounts for 60% to 90% of the cigars’ flavour. It holds a lot of the aroma of the cigar. Many cigar lovers use the cold draw technique to taste the cigar before they light it up. The aroma they taste as they draw in from the cigar is mostly from the wrapper and not necessarily from the tobacco.

2. The Binder

The binder, a robust tobacco that has a texture reminiscent of parchment, is located just below the wrapper, and it has the function of keeping in place the tobacco filler. As the wrapper is both fragile and delicate, it is not sturdy enough to carry the contents of the cigar alone. Thanks to hand-rolling techniques, this special part of the cigar remains in place and usually, no glue is being used. This portion of the cigar often plays a role in guiding the burn. Genuine Cuban cigars are burned evenly and slowly, leaving ash that resembles salt and pepper.

3. The Filler

The filler of the cigar is the tobacco you smoke and accounts for the majority of a cigar’s tobacco. Based on the type of cigar, it can be made from a single batch of tobacco, giving the cigar a uniform taste, or it can be a well-blended selection of different tobacco primings. There are a multitude of batches used and expertly blended in order to make a certain aroma, which is why the blending recipes of many producers are well-kept secrets to preserve the prestige of the cigars.

The filler tobacco can be pressed in various types, granting it several characteristics. If the cigar has a higher tobacco density, the draw is fuller and the smoke strength is higher, while a loosely pressed cigar is lighter and the draw is easier. The cigar also consists of two types of filler, long and short. The length of a cigar’s filler is often indicative of its quality, which is why the longer filler is used in the rolling of most premium handmade cigars. Cheaper machine-made cigars typically consist of short filler, which are small pieces of tobacco and are sometimes treated with chemicals to adjust the flavour.

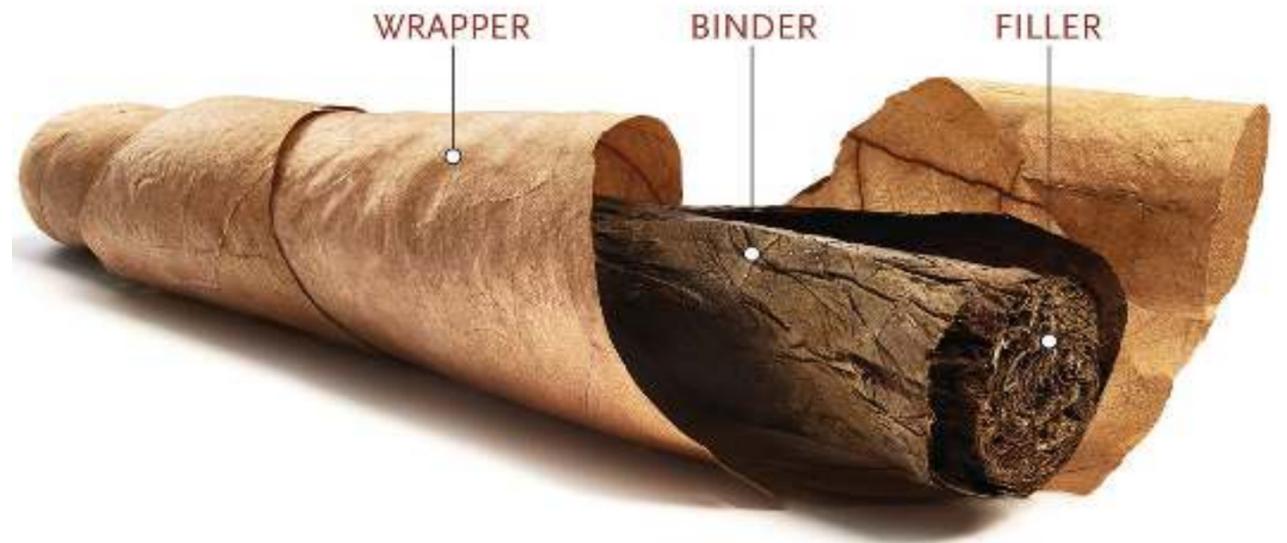
4. The Head and Cap

The cigar’s head is the capped area that you put in your mouth, and it is made from the same tobacco as the wrapper. When you are ready to smoke your cigar, you must cut the cap, the very tip of the head, so that you can draw through it. The goal in making

this cut is to create a smooth opening without compromising the integrity of the cigar, thus keeping the break clean and not frayed. You want to cut off enough for a smooth draw, but not so much that you cut into the main wrapper and risk unravelling it. There are several ways to cut a cap by either punching a hole, making a V-shaped incision or carefully slicing part of the cap off. Slicing is the most common method. The transition between the body of the cigar and the cap is a delicate line called the seam, which marks where you should stop smoking a cigar.

5. The Foot

The foot is the part reserved for lighting, preferably with a butane lighter or cigar specific match. A powerful flame that will evenly light the whole edge will help you to have an even burn and a delicious draw. Never letting the flame touch the cigar, light the foot by holding the cigar at a 45-degree angle over the flame, about three to four inches from the tip of the cigar (depending on the height of the flame). Remember to rotate the cigar while slowly puffing on it to prevent an uneven burn. You can gently blow on the foot to ensure a complete lighting.





LUXURY BRANDS STANDING TALL IN UNCERTAIN TIMES?

WRITTEN BY TERESA GRECO

The Covid-19 Pandemic is far from over. The world remains in the middle of a crisis and the end of this fight seems a far-off fairy tale.

Although the number of new infections is continuing to rise around the globe, Canada has seemingly done a fair job of “flattening the curve” which has led to re-opening of restaurants, community facilities, and retail shops. Marketers have begun to speculate how consumer habits will be altered as shoppers begin hitting the shops more frequently and well-known retailers fully open their doors again.

The real question is, has the pandemic altered the average consumer’s spending and shopping habits? Online buying has certainly overtaken the in-store method of purchasing, mainly due to fear of contracting and/or passing on the deadly virus. There is also the fact that many more consumers have been laid off and remain unemployed, thereby leading to less spending happening across the nation and around the globe. This has all prompted fears of an economic crash similar to that experienced during the Great Depression.

Marketing experts are staying positive during these uncertain times, especially when focusing on luxury brands.

“As shutdowns continue, consumers still expect reduced income and expenses. But they report some areas of increased spending and are adopting new brands, channels, and behaviors they say they will keep.” – McKinsey Covid-19 Report

While countries like India and China maintain a certain optimism, other countries like Brazil, the US and most of Western Europe seem to let pessimism take over. People tend to think their revenue will decrease in the foreseeable future and are therefore remaining quite cautious and thrifty.

Based on the behaviours by consumers in countries such as China- a nation that was hit first by the virus, and therefore remain ahead of other nations regarding “opening up” retail shops- certain habits might change but there is a lot of marketing pessimism going on here in North American. People can see the glass half-full or half-empty right? This crisis has put the world on pause mode. Does this mean that once we press the play button again that things will not restart where we left?

According to WWD, the first day that the Hermès boutique in Guangzhou re-opened after several weeks of confinement, customers rushed to the store and basically bought the entire latest collection. In one single day, the Hermès store sold for more than USD 2.5M. This is a record for Hermès and for any store in China. Call it revenge shopping or confinement frustration, customers just want to get back to their own lives.

Additionally, China has almost retrieved exactly the level of sales as the same period last year. It shows that not only households are determined to get back to “normal” but that they are acting on frustrations created by months of confinement. Consumers are expected to spend more on certain items like food, healthcare, and other personal-care items at a time like this. This being said, the key to luxury brands’ success will be to provide a very solid supply chain in order to bring availability and flexibility to customers. “A product that you cannot find, is a product you will not buy” – José Amorim, Chief Editor LuxuryActivist.com

Ecommerce is for sure an option for luxury brands but in case a brand, especially in the luxury sector, is not open to becoming a convenience, it will need to ensure that the supply chain is strong in order to keep up with activity. Consumers can easily change habits and “a product that you cannot find, is a product that you will not buy.”



Since the opening of Hermes, however, the world has witnessed new waves of the virus in China and other nations. The U.S. has experienced a massive spike in their number of cases and the push to re-open the economy does seem a slight bit premature, given the results. Therefore, perhaps the best option for Canadian consumers, is to act with caution and stick to the safest form of shopping- online, from the safety of your own home. The brands we all love can still gain support and necessary funds to remain strongholds in society.

Luxury brands have operated with extreme precautions during this Covid-19 period. Most of them dramatically reduced their advertising and adapted their communications in order to avoid any bad move that would lead to potential collapse. It is clear that this crisis will accelerate consolidation. Each industry will have their winners and losers, therefore opportunity for external growth might help companies to begin to acquire their competitors or to grow vertically.

Luxury brands with a strong international appeal do have an advantage when compared to other sectors such as automobiles, food, or design that might be more regionalized.

Virus or not, let's not forget that the world was already facing pretty big challenges. Luxury brands will have a tremendous role to play here. While fast fashion has been devastating half of the planet, luxury brands need now to face a certain responsibility. Wise consumers expect brands to be responsible and to deploy sustainable production frameworks. People understand that their power is their wallet and how they invest their money. Therefore they will choose brands wisely. Luxury brands have a tremendous advantage because they offer: Products that last; Products that often can be repaired; Respectful and more local craftsmanship; Global appeal.

Beyond the situation of Covid-19, Luxury brands have a great opportunity to establish a new business model- one that is more responsible, more sustainable and at the end more appealing to consumers of the future.





Luxury Car Manufacturers Stay Ahead Of The Pack Despite Uncertain Times

BY ALEX JACKSON

These are unprecedented times that have many businesses scrambling to keep afloat. One industry that is being severely impacted is the automotive industry. Yet, despite many automobile manufacturers reporting plummeting sales, luxury carmakers are coming out ahead. The prediction of a global downturn for the automotive sector, has not proven accurate for luxury carmakers like Ferrari and Tesla, which have recently beat sales expectations.

Let's face it, the economy is currently teetering on the brink of another Great Depression, due to the current pandemic. However, luxury brands are certainly enjoying a surprising rise in consumer spending. Over the past month, for instance, Ferrari reported better than expected earnings, which saw the Maranello carmaker's shares leap nearly 7%. And that was after the luxury carmaker had shut its factory doors during the month of March due to the pandemic.

Despite the month-long shutdown, shipments of Ferrari supercars rose 5% to 2,738, over the furlough and resulted in better earnings than expected, totaling \$1.02 billion, far-above the \$852 million projected. The rise in sales and revenue, allowed Ferrari to increase its value and share prices, thereby surpassing Ford and General Motors. The uptick in revenue for luxury car manufacturers, at first ponder, may seem astounding, yet the brands have endured the test of time for good reason. While Chinese light car manufacturers are scrambling to meet targets and reopening factories at only half capacity, brands like Ferrari and Tesla are figuratively riding things out and letting their consumers do the talking.

Consumers and clientele of luxury automotive, manufacturers, such as those of focus, generally are more

affluent and unaffected by the current economic climate. This fact plays a large role in reasoning behind the upbeat consumption of luxury automotive brands.

Skeptics at Large

The China Association of Automobile Manufacturers shared that sales were down 22% and that their carmakers have endured their weakest quarter, primarily blamed on shuttered factories, dealerships and absent consumers, who were kept at home on lockdown.

Although luxury car manufacturers seem to be weathering the Covid19 storm for the time being, there are still skeptics that are chiming in, insisting that Ferrari and Tesla will soon face the same fate as their lower-end competitors. Dennis DesRosiers, from DesRosiers Automotive Consultants, recently spoke with CBC news and noted that eventually the wheels will come off each sector of the car manufacturing industry. He indicated that this crisis is far different than the 2008 global recession and previous economic downturns, because the pandemic has kept people at home. Therefore, no one is driving, which means no fixes or trade-ins are a necessity.

"If you're not driving, your vehicle is just sitting there in the driveway and so you don't need to replace it," DesRosiers points out.

The DesRosiers auto consultant explains why he believes luxury car sales will also plummet over coming months, noting that one reason high-end manufacturers have enjoyed steady sales "is because we had a lot of what I like to



call 'pretend' luxury buyers, people who aspire to have a luxury vehicle but can't afford one." As the unemployment rate rises, and more payments are deferred, such individuals will likely have to back out of their purchase and few will be able to return to buy another luxury vehicle in the near future.

However, when speaking to South China Morning Post, China Passenger Car Association secretary general Cui Dongshu, said Tesla sold 30% of the electric vehicles in the Chinese mainland with data showing that Elon Musk's brand selling 2,620 luxury EVs in January and 3,900 units in February. Tesla, aims to produce 150,000 Model 3 sedans from its Shanghai factory. These numbers help to offset the skepticism and indicate that Musk is confident that his brand will rise above.

Investors Drawn to Ferrari By Impressive Margins and New Technology

In addition to impressive consumer confidence Ferrari has established, investors are swiftly attracted to the brand, due to its ability to consistently adapt and adopt the latest technologies. A 2019 study determined that Ferrari earned a 23.2% operating margin on each car. Based on 10,131 vehicles, that's \$94,474 per supercar, as Motor1.com has noted.

Additionally, the value of a Ferrari versus other cars on the market, is untouchable. To generate the same revenue, as one sold Ferrari, BMW would need to sell 30 vehicles, while Mercedes Benz would require 67 sold vehicles. As for lower-end automotive companies, earnings would only be on par for Ford, if they sold 908 new vehicles, and Nissan would have to sell 928, to equal the earnings of 1 sold Ferrari.

The Outlook

The three things that determine the health of the automotive industry are "credit, employment and consumer confidence," as Michelle Krebs, senior analyst for Cox Automotive shared with CNN, recently. For the moment, luxury car-buyers are unaffected by these unprecedented times, which currently allows the luxury automotive industry to breathe a sigh of relief and stay ahead of the pack.



Niagara-on-the-Lake

BY AMANDA WAKELY





Niagara-on-the-Lake is a far cry from the more ostentatious nearby Niagara Falls. A well-preserved nineteenth-century town and less commercial option for a break, this well-kept Canadian secret is worth a visit. Rows of suburban perfection with boutiques, post-colonial style houses, wineries, luxury real estate - all on the edge of Lake Ontario. Home to the Shaw Festival Theatre and Canada's oldest golf course - this quaint town full of elegance, charm, and sophistication offers plenty of luxurious experiences.

Fine Dining

As once said by George Bernard Shaw, "There is no love sincerer than the love of food." While staying in the hometown of the Shaw Theatre, it would be a shame not to enjoy a full Shavian experience and spend some quality time indulging in gourmet dining and vintages. Niagara-on-the-Lake has an impressive array of world-class dining options and is sure to impress the connoisseur. The locavores and foodies will not be disappointed either, with plenty of ethically and locally sourced food, which can be enjoyed in idyllic and stylish settings.

Treadwell

Oenophiles will be able to appreciate some fine vintage wine or champagne from their impressive wine list created by sommelier owner James Treadwell. All food is seasonal, and locally and ethically sourced, straight from the farm. Emphasizing the best artisan producers from the Niagara region and surrounding areas, their "farm-to-table" concept restaurant is sure to please.

HobNob Restaurant & Wine Bar

Enjoy an elegant evening of refined dining in a romantic and contemporary setting. HobNob is a French restaurant serving delicious, high-quality food sourced from local farms. The surroundings are also superb, a restored 1832 manor house with a cosy fireplace.

Wineries

Home to over twenty wineries, Niagara-on-the-Lake is a leading manufacturer of ice wine. A process that originated in Germany, 'eiswein,' is produced by picking grapes which have frozen on the vine resulting

in a sweet-tasting dessert wine. Take a premium private tour and go wine tasting with expert sommeliers. Inniskillin and Peller Estates are a couple of the distinguished wineries making fine wines in the area. Take full advantage of being in wine country and taste and learn about some of the most exceptional wine.

Niagara Vintage Wine Tours offer exclusive private winery tours in a limousine or Mercedes, stopping off at four notable wineries for private wine tastings with a sommelier. Also available are underground barrel tours, vintage red wine tastings, and ice wine tasting in an award-winning -10 C ice room bar.

Take some time to indulge on a private wine and chocolate tour or take a wine, whiskey, and culinary treat tour with Wineries of Niagara-on-the-Lake. Taste the finest artisan chocolate, ice wine, whiskey and enjoy some culinary treats. You can customize your itinerary to your own desire. <http://wineriesofniagaraonthelake.com>

Hotels

Prince of Wales Hotel

Stay in Victorian elegance at the Prince of Wales Hotel, located on the main street of Niagara-on-the-Lake.

Excite your palate with a meal at the hotel's romantic and contemporary restaurant Noble, with mouth-watering dishes using locally sourced food and with a French influence. Enjoy upscale eating or sip tea in the quirky tearoom.

Regent House

A luxury boutique guesthouse offering spacious accommodations. Georgian style rooms and many amenities - this provides a comfortable and elegant stay. Situated in the old town of Niagara-on-the-Lake, it is close to shops, art galleries, Lake Ontario, and North America's oldest golf course, Niagara-on-the-Lake Golf Club.



Wellness/Spas

If you are looking to please and pamper yourself, check out the 100 Fountain Spa at Pillar and Post. A spa in a 5-star country hotel with a Tuscan décor and rustic feel. Unwind and revitalize at this elegant award-winning spa with a massage or an executive/sports pedicure, followed by a drink in the bar afterwards. Or spend a whole day rejuvenating with one of the full day spa packages with a vintage stone or hot herbal stem massage.

Things to do

Shaw Festival Theatre

A delight for any visiting thespians in town, the Shaw Theatre was set up by fans of the prolific playwright George Bernard Shaw and stages Shaw and shaw-like (Shavian) plays. The second-largest theatre in Canada, this world-class theatre runs from April to December. If you fancy some culture - the Shaw is the place to be. The theatre is hoping to reopen in the fall after shutting down due to the pandemic, so be sure to keep updated on the website.

<https://www.shawfest.com/>

Horse-drawn carriage

Take a journey back in time and explore the old town on a horse-drawn carriage. Take a picturesque tour through the scenic old town and to the lakeside with a guided tour. Or take a horticultural tour through the beautiful 100 acres of the botanical gardens with a tour guide. The tours start from outside the Prince of Wales Hotel in the centre of town.

www.sentineal.carriages.ca/botanicalgardentours.com

Helicopter rides

Experience Niagara-on-the-Lake from the air in a helicopter ride and take the scenic route to the majestic and breath-taking Niagara Falls for a 20-minute ride and then back to a winery for wine tasting and a gourmet meal. Participating wineries are Peller Estate Winery, Trius Winery, Chateau des Charmes, and Vineland Estates Winery - all notable wineries. The company also has private romantic heli-tours.

www.nationalhelicopters.com



THE REVELATION OF NATURAL WINE

BY MONIQUE SIMPSON

In today's world trying to keep up with the latest 'clean eating' trends and flashy labels with an ever-growing list of food descriptors such as Paleo, Keto, Sugar Free and Gluten Free is a dizzying task. Rising health awareness continues to fuel demand for all-natural products and consumers increasing desire for more transparency in ingredient information and clean label products. The world of wine is not immune to such fashions (and fads). Vegan. Organic. Biodynamic. Orange. Natural. Sustainable. These are some of the buzzwords and credentials that an increasing number of vintners are now proudly displaying on wine labels seeking to tap into emerging consumer trends. One movement that has been generating momentum over the last two decades, and is without doubt here to stay, is the small but significant market niche of 'natural wine'.

It all sounds very pure but what exactly is natural wine? There is no legal definition, no regulating governing or certifying body and no industry standard, creating a myriad of assumptions by what the market means or understands by the term. For example, speaking with Julian Castagna (winemaker for Castagna in Beechworth, Australia) his view is that "in the Australian market natural wine appears to mean wine which contains no added sulphur but can come from conventionally farmed vineyards" which many proponents argue is anything but natural.

Drawing together the common threads from the ample material pertaining to the topic, natural wine appears not to be a definitive concept bound by prescribed, finite borders, but rather a fluid notion symbolizing a 'back to roots' ideology - growers rather than makers of wine who deliver an unmasked expression of terrior in the bottle whom embrace organic, biodynamic and sustainable viticulture, fermented with indigenous yeasts, minimalistic winemaking not adding or taking anything away from the wine thus no fining or filtering, and without the use of additives including enzymes, acidity, tannins, clarificants, and most hotly contested no or minimal addition of sulphites (less than 50 mg/l of Sulphur Dioxide is the generally accepted benchmark). Basically, it's said to be wine in its 'purest' or 'raw' form.

Ironically, the natural wine movement started long before the proliferation of clean, healthy food, diet and lifestyle ideologies of today's modern era. The natural wine story begins back in the 1950s and 1960s in Beaujolais with a gentleman called Jules Chauvet - a winemaker, a researcher, a chemist, and a viticultural prophet. Chauvet, who trained as a chemist and published widely on fermentation, later returned to his small family vineyard and Domain in Beaujolais and started making wine how they used to in the past eschewing all modern technology and chemical intervention. Chauvet's winemaking philosophy, often dubbed the "foundation of natural wine", followed his obsession with fermentation using wild yeasts and eliminating chemicals, viewing Sulphur Dioxide and other additives as "poison" that would impede wild yeasts. Chauvet was a man on his own but later became a mentor of sorts for four of today's most famous Beaujolais's Cru vigneron - Guy Breton, Jean-Paul Thévenet, and Jean Foillard, Marcel Lapiere - whom followed in Chauvet's footsteps.



Nicknamed by Kermit Lynch Wine Merchant as the ‘Gang of Four’, these quality minded producers banded together in a ‘back to nature’ movement in the 1990s. Rebelling against the swath of industrialised, highly mechanised and homogenous Beaujolais Nouveau coming from the region, the Gang of Four sought a return to terroir driven wines starting with old vines, forbidding the use of herbicides and pesticides, harvesting late, rigorously hand sorting to ensure healthy grapes, disdaining chapitalisation, adopting semi-carbonic maceration and controversially adding no (or minimal) Sulphur Dioxide.

Today, the ideology has spread with natural wines made all over the world from California to Italy to France to New Zealand, made using traditional varietals and styles (some lending themselves more towards it than others), in conjunction with a bunch of other historical genres reimagined or reinvented by the natural wine movement such as skin fermented or ‘orange wine’. Championed by a growing list of chic, hip bars and restaurants from here to London to Paris to Copenhagen, natural wines have become mainstay staples on wine lists with many establishments electing to pour natural wines exclusively.

In a world where there is a certain ‘sameness’ amongst traditional wines making it harder and harder to decipher wines regionality it’s understandable why the movement has gained traction.

As Gideon Beinstock, owner and farmer at Clos Saron in Sierra Nevada Foothills in California, describes “conventional methods and technologies at every step along the way...cover, change, distort and help the terroir with the goal of making better wines”. For Beinstock this

where the natural wine philosophy often goes array and why the movement has created so much discord among consumers, distributors and wine producers pertains to the far left of natural wine spectrum. So-called ‘radical’ proponents advocate no winemaking intervention and absolutely zero additives including sulphites, which naturally increases



the risk of creating unruly, wild wines. While obtainable the adoption of such a strict hands-off approach demands optimal fruit quality and ripeness and scrupulous, meticulous winemaking. For example, if you stop adding sulphur the wines often become inherently unstable, requiring winemakers to pay sufficient attention to protecting the wines against oxygen and spoilage bacteria. In addition, the inherent instability of these radical natural wines means no two bottles will be identical especially after ageing when the faults will inevitably become more obvious making these wines less appealing if you appreciate qualities of consistency and ageability.

There is no-where to hide with natural wines so the category tends to be polarized more than any other segment by exceptional and down -right horrid examples – sadly not all-natural wines are of acceptable quality let alone pulling off the brilliance of Marcel Lapiere wines. Furthermore, infuriating and outraging critics, true believers of natural wines tend to accept a wine despite evident defects putting it down to the ‘raw’ character of natural wine joyously using descriptors such as “kombucha like”, “wild”, “alive” and “funky”, when most would use terminology like “rotten”, and “cider vinegar”.

Today, wine enthusiasts demand ‘clean’, free of imperfections that express their unique terroir, vintage, grape variety and region – concepts that most of us refuse to dispel because the wine is a ‘natural wine’ thereby implying some sort of higher order.

Sadly, defective natural wines tend to be synonymous with the natural wine movement when to the contrary most natural wines are clean, subtle and most enjoyable.

Regardless of your opinion, what we can agree upon is that the popularity of the movement has created an increasingly environmentally conscious industry and a general trend to produce more ‘healthy’ wines reducing sulphur levels (indeed now in Beaujolais in particular now most producers use very low levels of sulphur) whilst at the same time producing wines with more quality and personality. In my opinion this is all positive news for the wine industry.

Like most prickly topics, the natural wine debate requires a pragmatic approach by both producers and consumers. The majority of natural wine



producers believe that in the end it doesn’t matter if a wine is natural, biodynamic or organic, but that taste and quality takes precedent and must be as perfect as ‘regula’r wines.

This philosophical reasoning no doubt explains why producers like Marcel Lapiere, a pioneer and benchmark natural wine estate, hasn’t adopted a steadfast ‘no sulphur’ blanket rule adding a bit of sulphur to his export wines to ensure the wines stability for their long voyage and so consumers can enjoy their brilliance on the other end of their voyage. For consumers, trying to navigate the world of natural wine is much more challenging given natural wines huge variability of styles - from cloudy, fizzy, pungent, to clean, pure, refreshing, distinctive, honest expressions – natural wines diverse personalities are as unique as the vintners who make them. For those curious and adventurous drinkers, the natural wine category brings newfound excitement inviting an opportunity to jazz up our palates with something that might be outside our conventional realms of we expect from a ‘traditional’ wine. With a touch of research on a grower’s philosophy, restaurateur and retailer recommendations regarding the wines unique flavor profile, those best enjoyed now versus those that can age, and some well heeded experimentation, each of us is bound to find some rewarding gems that will shock and awe, and dazzle and delight.



Foradori Teroldego ‘Sgarzon’ 2016

Trentino, Italy: Elizabetta Foradori has become one of Italy’s superstar winemakers and is undoubtedly the finest producers of wine made from the Teroldego grape variety. Biodynamic farming and minimal intervention in the winery give Foradori’s wines spontaneous, expressive and unique personalities. On the nose, this very special single vineyard wine reveals lifted floral aromas, dark berry fruit and sweet spice, and on the palate dazzles with a unique interplay of concentrated flavours of juicy dark cherries, blackcurrants, dark chocolate, cassis and herbs, with a long, lingering savoury finish. A deep, full bodied, refined style with robust



Castagna ‘La Chiave’ 2015

Beechworth, Australia: The first serious biodynamic winery in Australia located in the Australian Alps. For the past 20 years Julian Castagna has been making wine without artefacts which are a “true reflection of the land on which it is grown” – certified biodynamic. Made of Sangiovese grapes. On the nose the wine is complex with intense aromas of red berry fruit (raspberry and sour cherry), lifted floral aromas of violets and rose and detectable earthy notes. On the palate, the wine shows wonderful vitality and richness – its bright and fresh with finely grained, textural tannins and dynamic in flavour with upfront red fruit opening up to complex sphere of spice from the oak,



Pyramid Valley Chardonnay ‘Lion’s Tooth’ 2016

North Canterbury, New Zealand: One of Pyramid Valley’s top Chardonnay’s named after the dandelion growing in their famous home block vineyard. Premised on the philosophy of biodynamics and using minimal sulphur, this complex and intense wine is bursting with citrus and peach aromas evolving into a palate of concentrated flavours of lemon, white stonefruit and subtle toast underpinned by tantalising minerality. A lush, concentrated Chardonnay showing no shortage of power and personality complemented by its poise and lingering, creamy length.

Grand 75

1.5oz Grand Marnier Cordon Rouge
0.5oz Fresh Lemon Juice
2-3oz chilled Champagne/Prosecco

*In a Yairi mixing glass filled with ice,
add Grand Marnier and fresh lemon juice.*

*Stir to combine and chill, then strain into flute glass
and top with chilled Champagne or Prosecco.*

Garnish with a lemon twist.



Grand MARGARITA

1oz Grand Marnier Cordon Rouge
1oz Tequila
0.5oz Fresh Lime Juice
Lime wedge to garnish

*Fill a wide, shallow dish with 2-3mm of fine salt.
Cut a lime in half and rub around half of the glass rim.*

*Dip the wet half gently into the salt,
so that it adheres to the rim.*

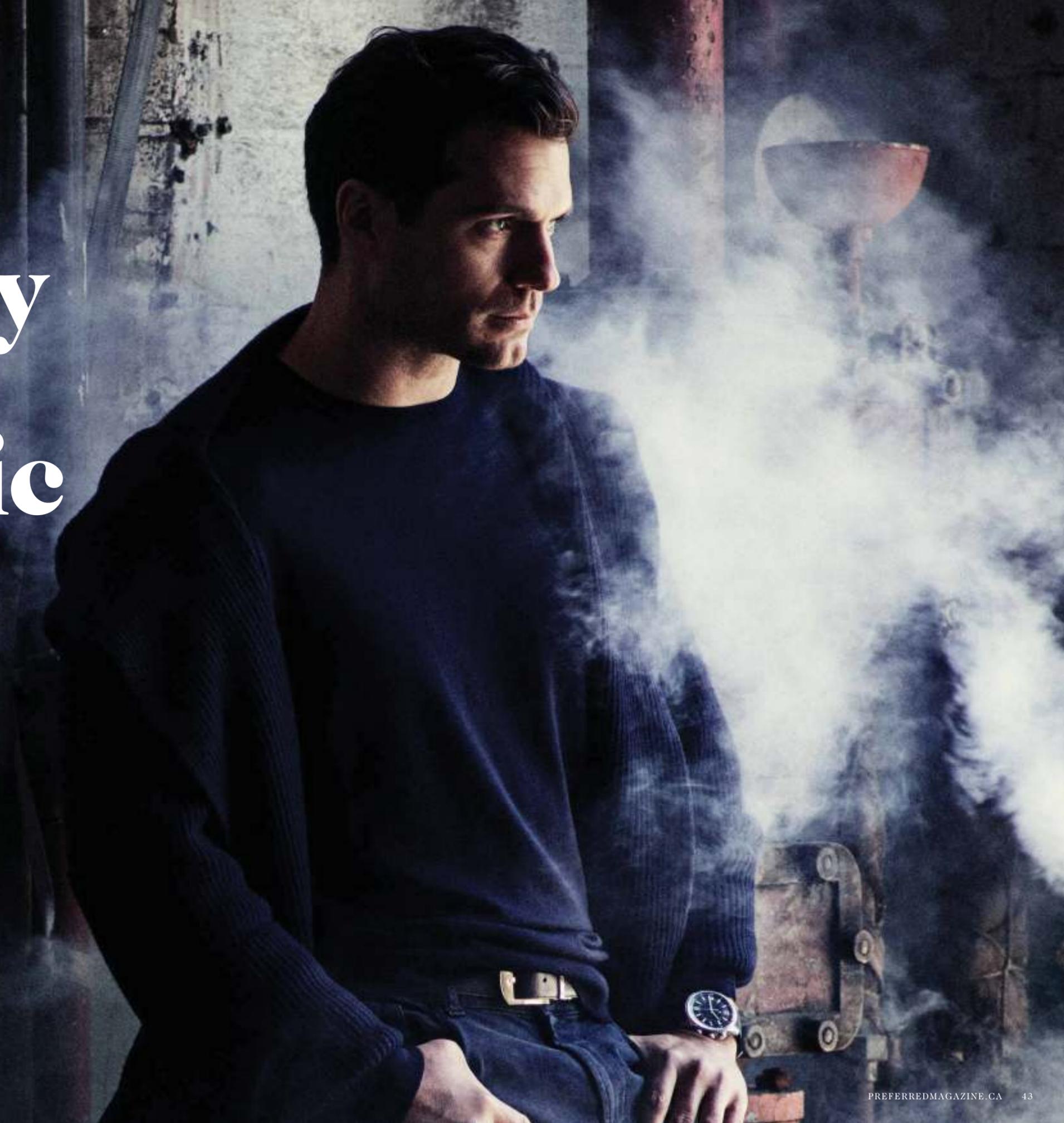
*In a cocktail shaker filled with ice, shake the
Grand Marnier, Tequila and lime juice.*

Strain into glass and garnish with lime wedge.



From the Modern-Day Superman to the Iconic Sherlock Holmes

WRITTEN BY TERESA GRECO





Having found worldly fame through a character who is best known as the last son of Krypton, Superman, in the DC Extended Universe films *Man of Steel* (2013), *Batman vs Superman: Dawn of Justice* (2016), and *Justice League* (2017), Henry Cavill's future is primed for success. Generational differences aside, and with all due respect to Christopher Reeve, Cavill is arguably considered the best Superman ever. Commercially, *Man of Steel* was the highest-grossing Superman movie of all time, making \$700 million at the box office. *Man of Steel* was the modern-day story Superman needed for today's world.

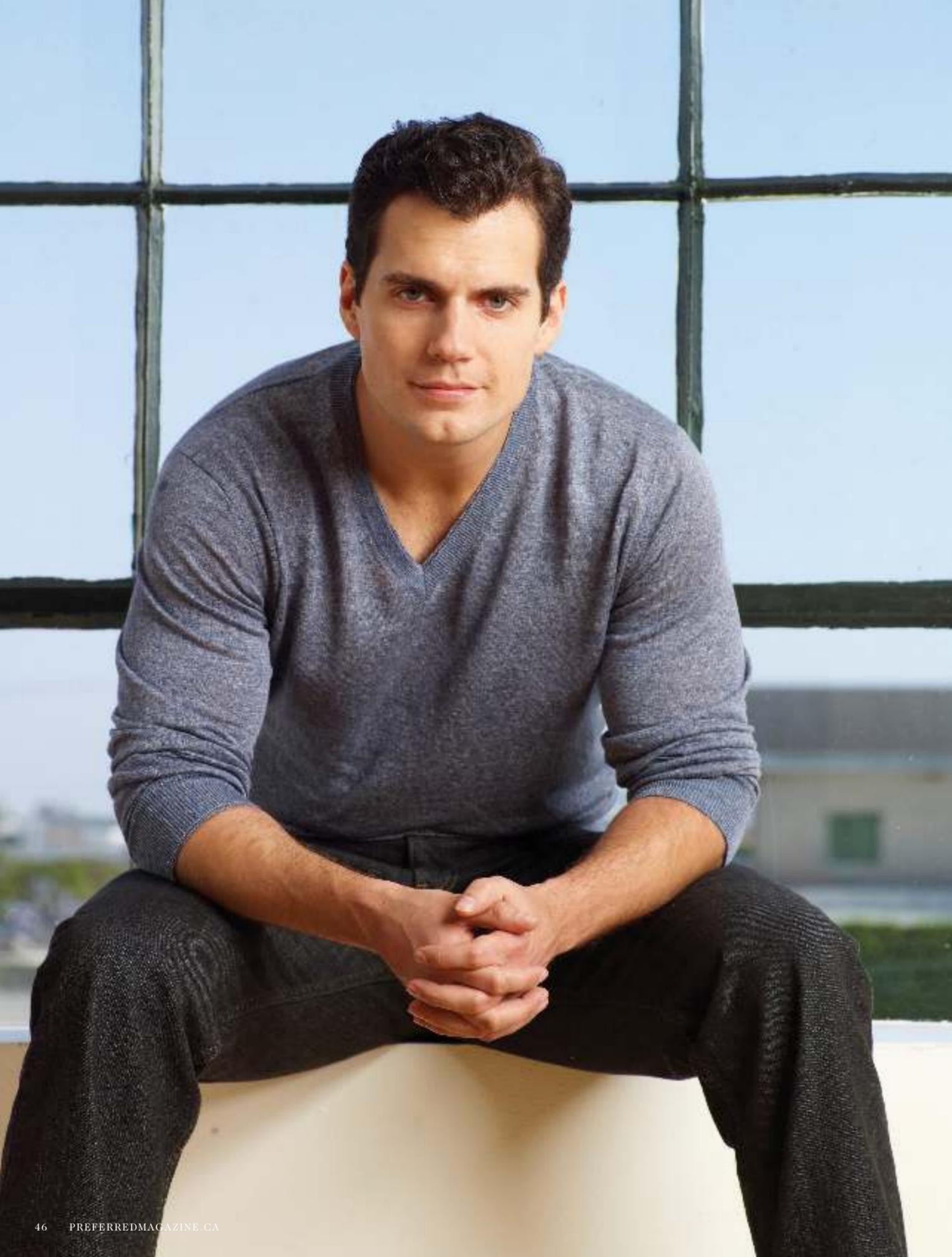
More recently, however, Henry Cavill has gone from the *Man of Steel* to playing the villain, August Walker, in the 2018 blockbuster film *Mission Impossible—Fallout*. Walker was tasked with following Ethan Hunt, played by Tom Cruise, and to eliminate him if he did anything that the CIA believed to be chaotic. Writer/director Christopher McQuarrie felt that August actually became more dangerous to Ethan Hunt as filming progressed, resulting in him becoming one of Ethan's greatest enemies.

Cavill's popularity continues with the role of Geralt of Rivia on the Netflix Drama Series *The Witcher* (2019). When you take on characters like Superman or Geralt, which have an existing fandom, there is a level of expectation that comes with playing such roles that Cavill does not take lightly, saying, "I approach every role in the same way, with 100% effort and dedication. But with an IP attached, more often than not, I am already a fan of that IP if I'm playing the character. For me, there's a heavy responsibility to do the character as much justice as possible from the source material."

Born on May 5, 1983, Henry grew up on the island of Jersey, the largest of Britain's Channel Islands, where his father worked as a stockbroker and his mother a homemaker. He is the fourth of five brothers who filled the family home with frantic energy. He was educated at Stowe School, one of England's top private schools, and was plucked out of a drama class in his final year to audition for a role in the movie *The Count of Monte Cristo*. He landed the part and never went back to class. "My career went on from there, and I ran with that ball. But I wasn't popular in school. I didn't gain any advantages. I know I wasn't the most intelligent student in school. I missed out on the university years," he says, "which, I guess, is part regrettable. But I don't like to focus on things that I missed out on."

One early supporter of Cavill was Russell Crowe, who these days plays Superman's father. Crowe was shooting a movie at Stowe, and they had a chance encounter that offered Cavill some early professional encouragement. After the exchange, Cavill received a care package from Crowe bundled with a note that read, "The journey of a thousand miles begins with a single step." That was just the boost Cavill needed to continue to pursue acting as a career. The note also served as motivation in times when "I was getting turned down for roles, I'd look at it and say, 'Okay, keep on plugging'" Cavill recollects.

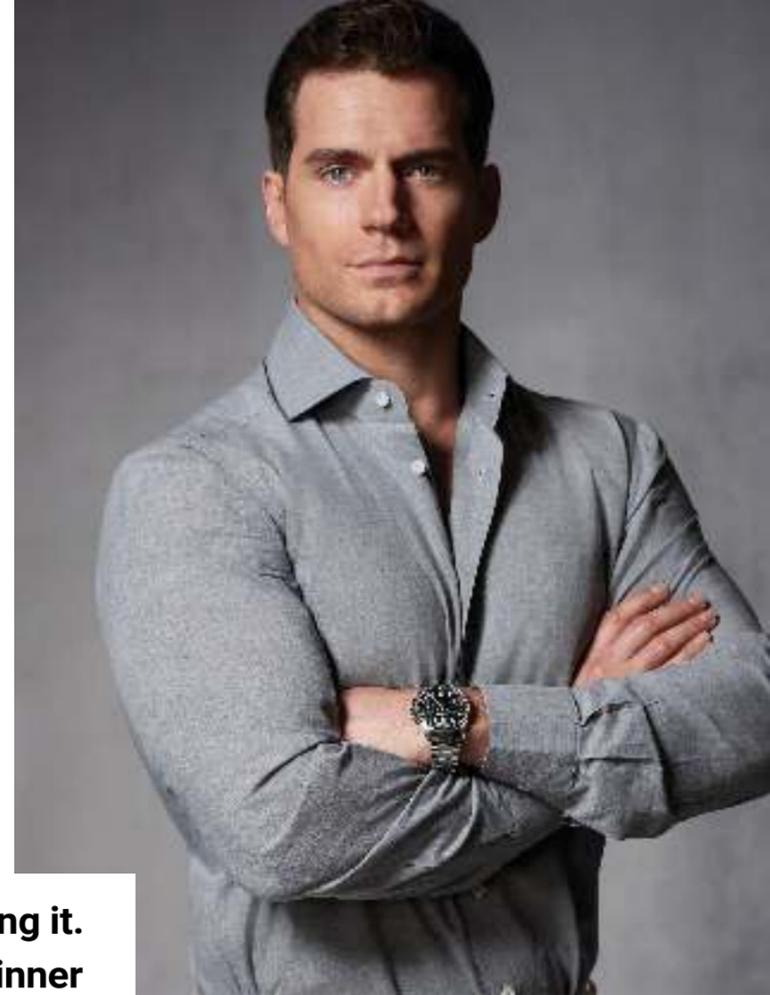
Now, as an international movie star, Cavill enjoys the fruits of his labour. Cavill's earnings are estimated to be between \$8 million and \$10 million per movie — a price tag that is likely to go up. It is rare to find a famous actor that speaks so candidly about his financial motivation, but Cavill isn't bashful when it comes to outlining the perks of his profession. "I'm not just doing this for the art. The money's fantastic, and that's something which I deem, although



It is frowned upon, very important. You've got to enjoy life! I mean, you've got to! When I'm making money I'm spending it on nice stuff, whether that be lavish holidays for me and my friends or just seeing something and going in a shop and saying, 'Yeah, I want that for the house,' and buying it. Spending money on my friends, buying dinner for everyone, drinks for everyone, it's a nice place to be, and I like people to feel cared for," he expounds.

As Cavill is a regular on red carpets around the world, he was chosen to be the unashamedly masculine face of the fashion brand Dunhill, claiming Henry "epitomises the modern British Gentleman – one who is in possession of effortless style and indefatigable self-assurance." "I work very close with Dunhill. They're fantastic – they make really stylish menswear, as well as leather goods. They design great suits– and classy casual wear, too," he raves. After having played the impeccably dressed lead role, Napoleon Solo, in *The Man from U.N.C.L.E.* (2015), Henry admits, "I have always liked wearing a good suit."

Of course, he travels a lot for work but spends most of his time in London. Cavill has a house in Kensington and often dines at Cut, Wolfgang Puck's restaurant in the 45 Park Lane hotel. "It's my favourite steakhouse," he says. Driven by a strong work ethic, Cavill prefers the opportunity to take on projects he thinks are exciting and to work with people he finds inspiring. He is interested in the James Bond 007 role. "If the opportunity were to arise, it would be something that I would strongly consider," he states, choosing his words carefully. Just like Bond, Henry is fond of sophisticated toys and gadgets. "I am very much into my PC gaming. I enjoy cars a lot but living in London, it's quite tricky to have a stable of cars because you don't really drive around London much. I take taxis or the Tube if I am



"Yeah, I want that for the house,' and buying it. Spending money on my friends, buying dinner for everyone, drinks for everyone, it's a nice place to be, and I like people to feel cared for."

worth risking it. I am going to indulge in cars a bit more in the future. I am particularly excited by the new Bentley sports car, which is a concept right now. It's called the EXP-10 Speed 6." When asked if he intends to show the producers he's interested in being the next Bond, Cavill laughs and says, "I think they know."

Despite the return of Superman in Zack Snyder's *Justice League* to be released early to mid-2021 on HBO Max, there is a glimmer of life beyond Metropolis for Cavill. "I do want to get other films in as well," he says, adding that he'd also like to try his hand at producing—especially adaptations of the science-fiction and fantasy stories of which he's an avid reader. But he'd stop short of writing them himself, as "I don't want to sully any material with my amateurism," remarks Henry. He will be seen next in the upcoming British mystery film *Enola Holmes* (2020). Scheduled to be released on Netflix this September, Cavill plays the iconic detective Sherlock Holmes. The film's script is based on the popular *Enola Holmes Mysteries* book series by Nancy Springer, uncovering a dynamic untold chapter in the life of the world's greatest detective and his brilliant family. It is evident from Cavill's accomplishments that he has been fortunate to play legendary characters who have a tough act to follow. Cavill has undoubtedly proven successful at doing that, revealing, "I see it more as timing. Timing has been everything for me, and I'm grateful for that. Getting the chance to grow and evolve, take my time. I'm a firm believer in everything happening for a reason. Certainly, when it comes to your career. And in this business, 99 percent is rejection. I'm no different from anyone else."



BLUE INDUSTRY 

GOTSTYLE

Dress Better. Do Better.

BY ALEX JACKSON

We believe that dressing well shouldn't be intimidating or elitist. We strive to educate and inspire guys on dressing better to do better. We offer different brands for different body types, concentrating on local and international brands at an opening luxury price point. Specializing in smart casual; looking chic but still being comfortable. We offer a range of lifestyle pieces from casual to suiting and made-to-measure. Personal styling and service at accessible prices.

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NEXT PAGE: lace suit by Narcos, earrings by Biko



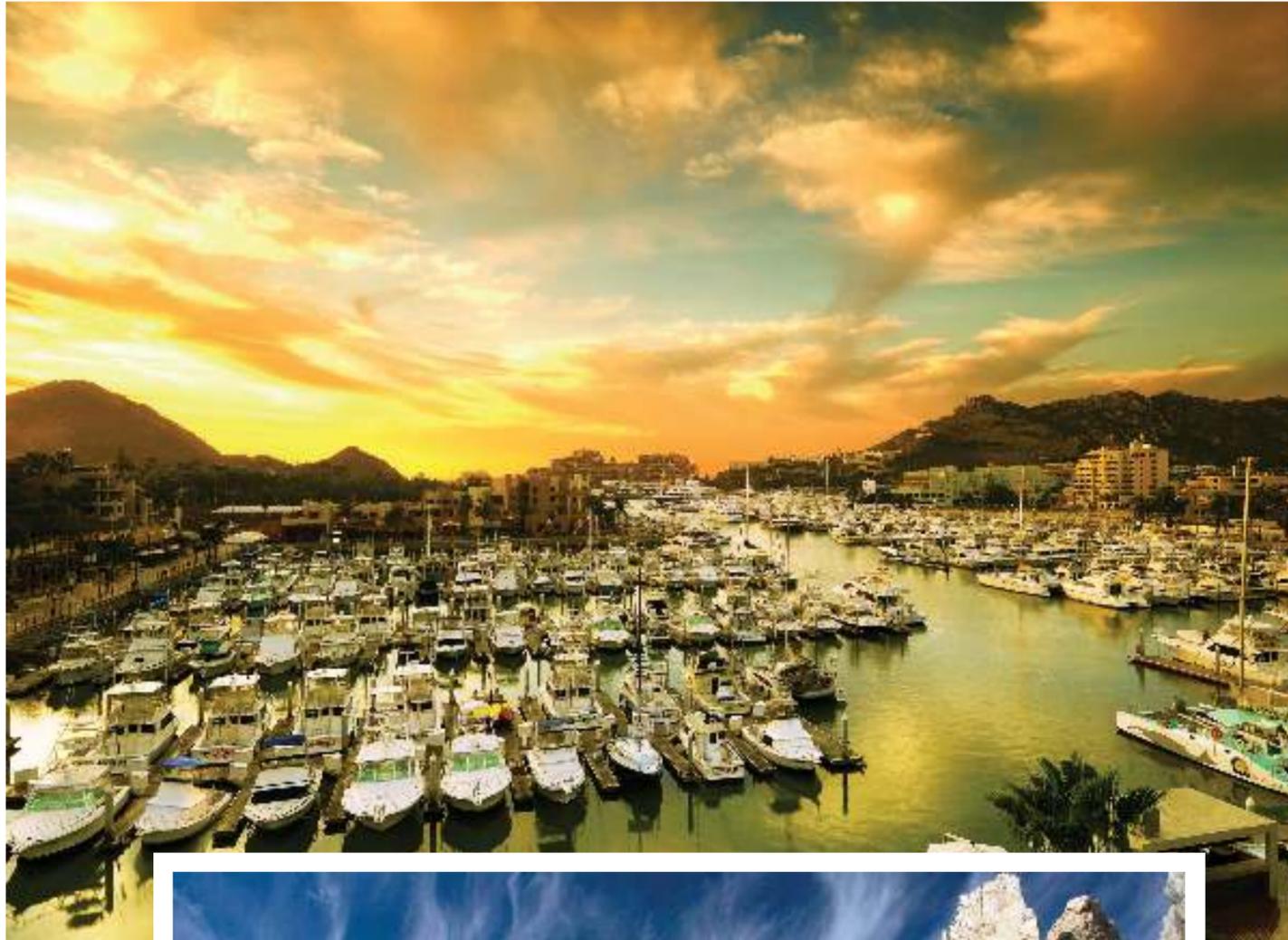
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MONTE & COE

LUXURY TRAVEL ESSENTIALS HANDCRAFTED IN TORONTO



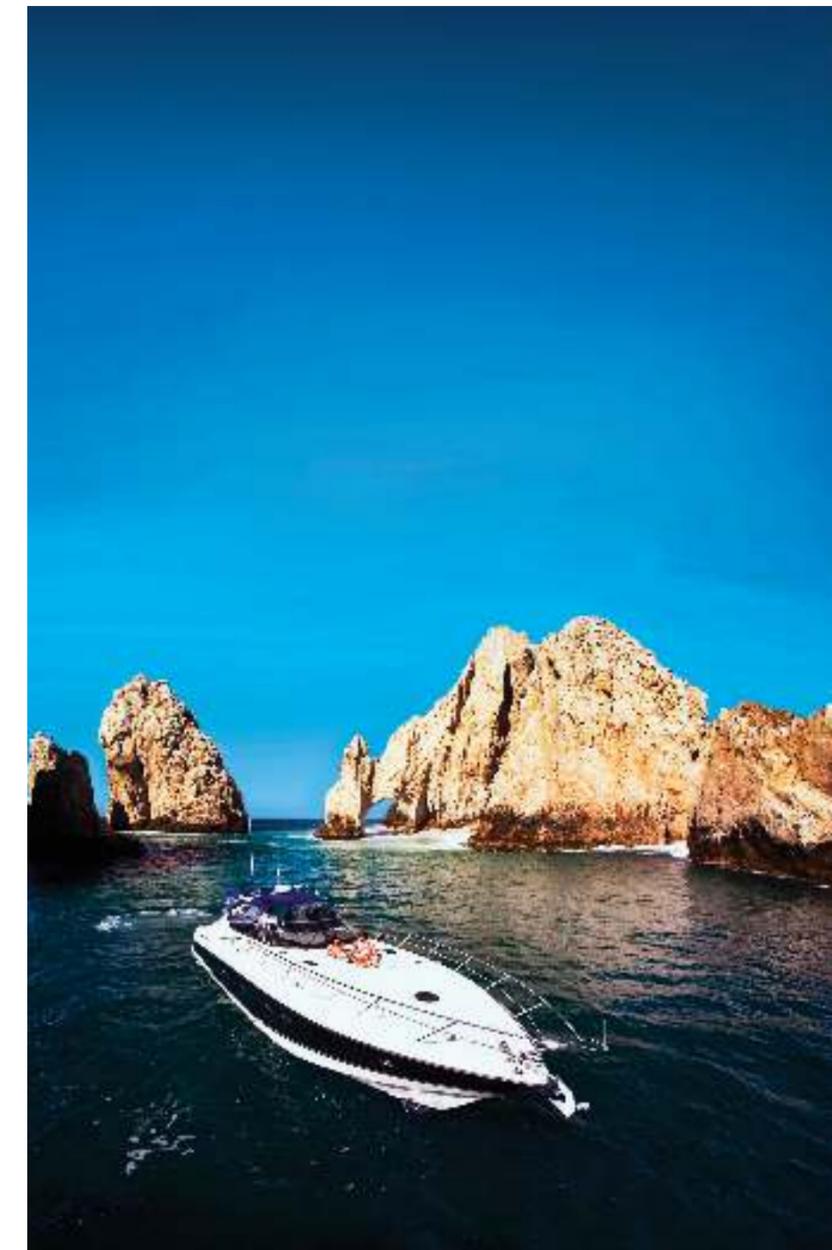
LOS CABOS REOPENING PLAN GAINS MOMENTUM DURING A GLOBAL PANDEMIC

BY TERESA GRECO

Los Cabos, located at the tip of the 1,000-mile-long Baja Peninsula, is one of the world's most diverse tourism destinations. Boasting a dramatic desert backdrop nestled by coastlines of the Pacific Ocean and Sea of Cortez, Los Cabos is home to award-winning resorts and culinary offerings considered some of the finest available anywhere. In the wake of the coronavirus pandemic, the tourism industry amongst others has been dramatically affected by a projected global loss of 75 million jobs and \$2.1 trillion in revenue by the World Travel & Tourism Council (WTTC). The WTTC has, however, in recent weeks given the "Safe Travels" Stamp of Approval to Los Cabos, Baja California Sur. The specially designed stamp allows international travellers to understand which destinations around the world have adopted global standardized health and hygiene protocols so that visitors can experience "Safe Travels."

The stamp of approval allows the reopening of establishments based on their capacity and social distancing protocols, which are applicable statewide. The government of the state of Baja California Sur and the Tourism Board have been working alongside the WTTC to obtain their global safety stamp of approval. To ensure the wellbeing of all travellers, Los Cabos has developed a transformative five-phase reopening plan centered on consistent strict standards that facilitate a safer travel environment and have created a series of standards and protocols to protect the health of all visitors, workers and the local community. "We congratulate Los Cabos for being part of this important initiative and helping us to reshape the new reality for the travel industry. Our guidelines' main objective is to build trust with all travellers. A future where travel is not only safe and secure but also provides authentic and meaningful experiences to all travellers is critical in our path forward," said Gloria Guevara, President & CEO, WTTC.

Canada is one of Los Cabos' main inbound international markets and is working closely with airlines and tour operators to resume travel connectivity to the destination following its phased reopening approach. "We are excited to reopen our doors to our international travellers and look forward to reconnecting with our Canadian friends," said Rodrigo Esponda, Managing Director, Los Cabos Tourism Board.





The way we travel might have changed, but Los Cabos' unique experiences remain the same. With a growing list of championship golf courses, rejuvenating spas, and world-renowned sport fishing tournaments, a trip to Los Cabos is a vacation you will never forget. The pristine blue waters of the Sea of Cortez create the perfect backdrop for sailing, scuba diving, surfing, snorkelling, whale watching, and kayaking. While on land horseback riding, relaxing in luxury spas and resorts and dancing 'til dawn might be more your style. If you are starting to plan your next travel adventure, Los Cabos holds the key to every door in your imagination. For more information, images, and videos from Los Cabos, please visit visitloscabos.travel

The impact of COVID-19 has brought significant change to our daily habits and practices, including the way we travel and interact with others. Although Los Cabos has created comprehensive health and safety guidelines to ensure the wellbeing of all travellers while keeping its remarkable service and high-quality standards unchanged, it is always recommended for travellers to take extra precautions to protect themselves and others while travelling during this time.





THE TOP 3 LUXURY RESORTS IN MUSKOKA TO STAY AT THIS SUMMER

BY TERESA GRECO

Do you know where you can meet Hollywood stars? No, not in Hollywood, but in Canada, in southern Ontario, in the Muskoka region. Here is an unexpected twist: the rich and famous have long favoured the Muskoka area. The figure of Steven Spielberg, Cindy Crawford, or even Madonna, can be seen behind an elite cottage or estate fence. The “Canadian Beverly Hills” attracts tourists from all over to Muskoka.

You are probably wondering what makes the properties on the list below the best out of all, and what is so special about them that they deserve to be your primary choice? What makes these hotels and resorts unique and worth your stay? To help you with an answer, they are in Muskoka.

The Muskoka area is a unique place, even for Canada. Nature and untouched ecosystems are what distinguish this tourist area from dozens of others. Just a couple of hours north of Toronto, and you are face to face with mother nature. These places, the homeland of the Iroquois, Ojibwe, and Hurons, were very much loved by Ernest Hemingway and Fenimore Cooper, who mentioned them in their works. The Muskoka region is named for the Ojibwe chief who resided there, Mesqua Ukie, 150 years ago. It is here that the largest and most elite estates (cottages) of Muskoka are located, and property prices on these lakes are among the highest in Canada, along with the ski resort area of Whistler, in the province of British Columbia.

Do you still need more exciting information to fall in love with this area? Proceed with caution. You might end up ordering a room in one of the suggested outstanding hotels with impeccable service and be on the way to making unforgettable memories right after the reading.

1. JW Marriott The Rosseau Muskoka Resort & Spa

You will feel at home thanks to the services offered by this hotel. The Rosseau, A JW Marriott Hotel provides guestrooms appointed with a flat-screen TV, a kitchenette, and a refrigerator. Guests can connect to the Internet at any time thanks to free Wi-Fi. The hotel offers room service and Concierge service to make your stay even more enjoyable. Guests arriving by car have access to free parking. The hotel features two outdoor swimming pools and three spa baths, as well as an indoor pool. Recreational amenities at the hotel include a private beach, a steam room, a 24-hour fitness center, and a children’s pool.

Spa Rosseau has treatment rooms, including for couples. Services provided include facials, body wraps, body scrubs, and body treatments. The Spa offers a range of therapeutic treatments, including aromatherapy. The Spa also features a sauna and steam room. The Spa is open daily.

The property is currently applying enhanced security measures to protect guests, using enhanced sanitation measures, and following internal and government guidelines for sanitation by the Global Cleanliness Council (Marriott). While staying at JW Marriott, you may want to visit some restaurants near the resort, such as Teca (0.0 km), The Rock Grill and Patio (1.1 km) and Pie (0.5 km).



2. Deerhurst Resort

Deerhurst Resort is a two-hour drive north of Toronto. Its history began back in 1896, and in 2010 it became the venue for the G8 summit. Every evening, guests can enjoy live performances by artists. It was here that the career of the famous singer Shania Twain began. The resort hosts prestigious Golf tournaments, cross-country and triathlon competitions, and even the Canadian ice hockey championship on the lake.

Deerhurst Resort is an excellent choice for Huntsville guests. The family atmosphere and many useful services will make your stay very pleasant. Rooms are equipped with a flat-screen TV, air conditioning, and a kitchenette. Guests can be online at any time, thanks to the free Wi-Fi that the resort offers. Deerhurst Resort Huntsville provides a 24-hour Front Desk and Concierge service to make your stay even more enjoyable. It also features a swimming pool and a restaurant. Free parking is available for those who drive to Deerhurst.

If you are looking for a place to eat nearby, go to Eclipse Dining Room (0.1 km), Compass Grill & Bar (0.1 km), or the Antler Steakhouse (0.8 km), located near Deerhurst Resort Huntsville. If you have enough time, visit the popular Hidden Meadow Farms attraction, which is a short walk from the resort.



3. Windermere House

Have you ever heard about Windermere House? This hotel is established in Windermere, Ontario, a historical place in the Muskoka area. The resort proudly calls itself “The Lady of the Lakes.” It was built in 1887 in the Victorian style, initially as a boarding house, overlooking Lake Rosso. The original structure, completed by Thomas Aitken, was destroyed by a tragic fire in 1996. The Lady of the Lake was immediately rebuilt in the image of its former historic glory, using much of the original stonework, and was ready for guests in the summer of 1997. In 2007/08 major renovations created an even more enhanced experience for hotel guests.

Windermere House Resort & Hotel is an outstanding choice for travelling in Windermere. The charming atmosphere, nature, services, and history of this place will make your stay unforgettable. As always, free Wi-Fi is available. The rooms in Windermere House Hotel come with a flat-screen TV and climate control. Guests can make use of room service during their stay. Windermere House offers its valued guests a wide variety of leisure and sports equipment to enhance your experience, including: a heated outdoor pool, outdoor tennis, horseshoes, basketball, shuffleboard, badminton, bikes, kayaks, paddleboats, canoes, bocce ball, and volleyball.

The Windermere House Pub & Patio is a must-visit while staying at the resort. If you are looking for something to do off the resort, visit Dee Bank Falls, a famous waterfall among tourists.



Today, Muskoka is in the top 20 places to see in Canada (according to National Geographic Traveler magazine). Children are often brought here to visit the museum, walk along the hiking trails (declared untouched in the guidebooks), gaze at the stars, and be silent by the fire. Tourists come here both in summer and winter. In summer, there are many pedestrian activities and entertainment. In winter, Muskoka is transformed and becomes a snow resort. Words cannot convey the full beauty of the places here!



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BMW R7 Revisited: The NMoto 85th Anniversary Limited Edition Motorcycle Astounds

BY ALEX JACKSON





The Historic BMW R7 has been given new life and has garnered praise after NMoto brought the pre-war bike to the forefront in celebration for the 85th Anniversary of its original design. Until now, the inspiration for the bike—the R7 and R5 historic models—were archived for over 70 years. The original models were only rediscovered in 2005. The R7 was built at the height of the Art Deco period. However, the sleek and appealing motorcycle, never entered production after its reveal, and was hidden away just before World War II began.

The restored 1934 BMW R7 currently sits on display at the automaker's museum in Munich, Germany, and has inspired creativity by NMoto, a South Florida bike shop, where the original R7 has been recreated and reinvigorated with awe-inspiring features.

The NMoto limited edition has garnered praise with aesthetics that were influenced by the BMW R nineT bike. The shop has also announced available alternatives and features for those who wish to customize the unique bike. Finishes in platinum gold, engine engraving, unmatched leatherwork and metal plating for all panels, up the wow factor on this incredible machine.

Designer and engineer, Christian Travert, worked alongside the BMW team to execute the delivery of the 85th Anniversary bike, that harnesses 110 horsepower at 7750 rpm and a top speed of 140 mph. The technological aspects of this limited edition are unmatched with keyless ignition, an onboard computer system and unique steering mechanisms. The ride is comfortable due to solid suspension and spoked wheels add a fantastic appeal.

The Limited Edition BMW R7 is unparalleled in character, originality and historical infusion. The bike includes 96 handcrafted features and over 1170 cc of engine capacity. Unfortunately, it will not be easy to get one of your very own—NMoto will only manufacture up to 10 units of the reimagined BMW R7 85th Anniversary bike. The modern version of this piece of history will thereby remain an admired form of artwork to most, yet riders of this exclusive bike will enjoy a heightened experience of performance and innovation.



Top-Selling Luxury Men's Watches

BY TERESA GRECO





Many of the most famous watch brands whose names have been around for years are known for their true craftsmanship. Top luxury brands create timepieces that showcase great design, superior materials, and optimal quality that are manufactured to last you a lifetime. With luxury watches selling for thousands and sometimes even millions of dollars, these timepieces are a real investment. You can rest assured that admired brands like Rolex will not regularly release new models, but instead continue to improve on their classic designs to create new watches with a timeless look. Here are some of the top-selling luxury watches one might consider adding to their collection.

Rolex Cosmograph Daytona

In 1963 the Swiss produced Cosmograph Daytona launched as a professional driver's watch. The unique timepiece was designed to meet the requirements of professional race car drivers, but the watch's appeal extended to other admirers of luxury watches. Available in a range of colour finishes, the Rolex Cosmograph Daytona is consistently on the top-selling watches chart.

Omega Seamaster

This watch was first launched on the market in 1993 and has since been worn by every James Bond. In the 1995 Bond film "Goldeneye," the Omega Seamaster Diver 300 M underwater watch first appeared and has since been featured in every movie. No one was shocked when actor Daniel Craig, the present James Bond, was appointed the official ambassador for the 300 M. The latest design has agitation toward an anti-magnetic chronometer, and the revised helium escape valve is also another upgrade. This modification prevents the watch from disruption due to shifts in pressure during deep dives at sea.

TAG Heuer Formula 1

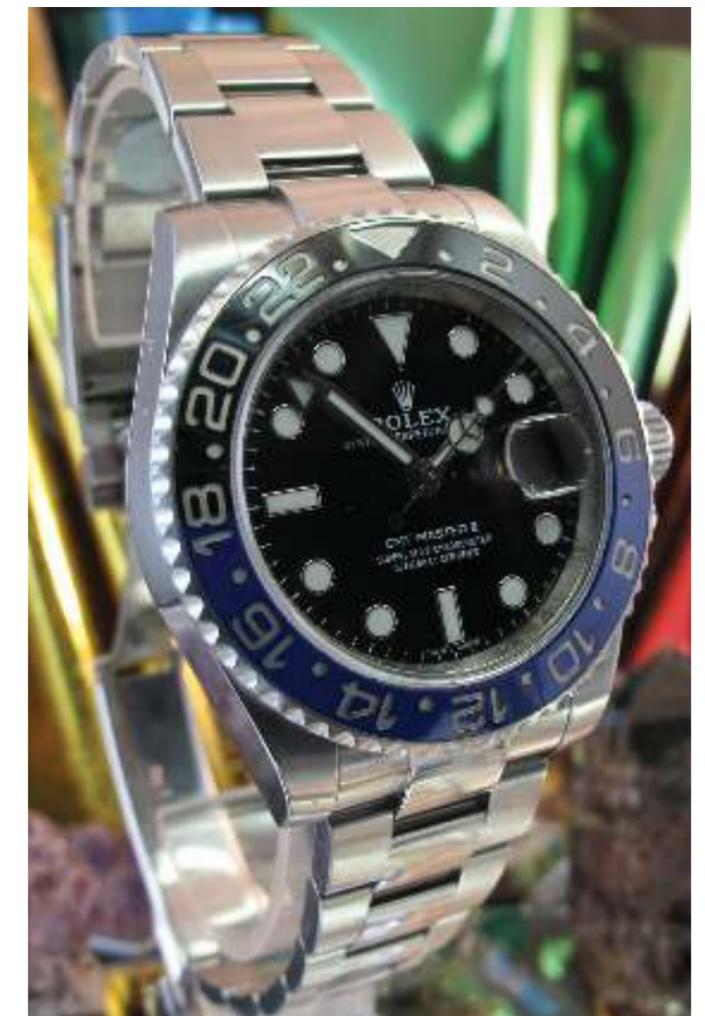
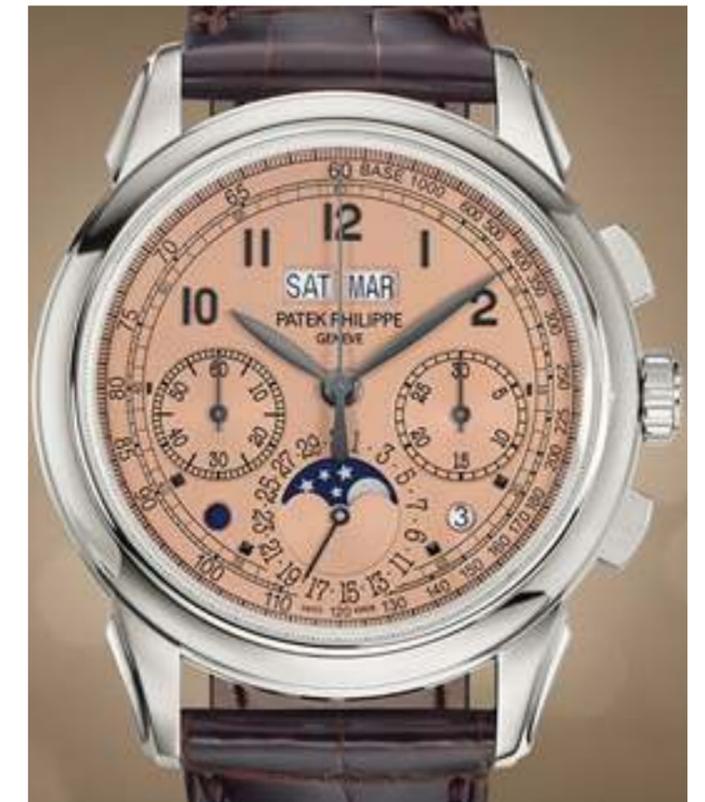
Another race watch here, this time with a battle between TAG Heuer and Formula 1. The fusion of luxury watches and racing is clearly one that has great appeal for buyers. TAG Heuer defines such chronographs as watches "for a life in motion." Masculine and trendy, these top-selling watches are great on as well as off the racetrack. There are a number of colour options and finishes to choose from, enabling each person to pick the version which best fits their lifestyle.

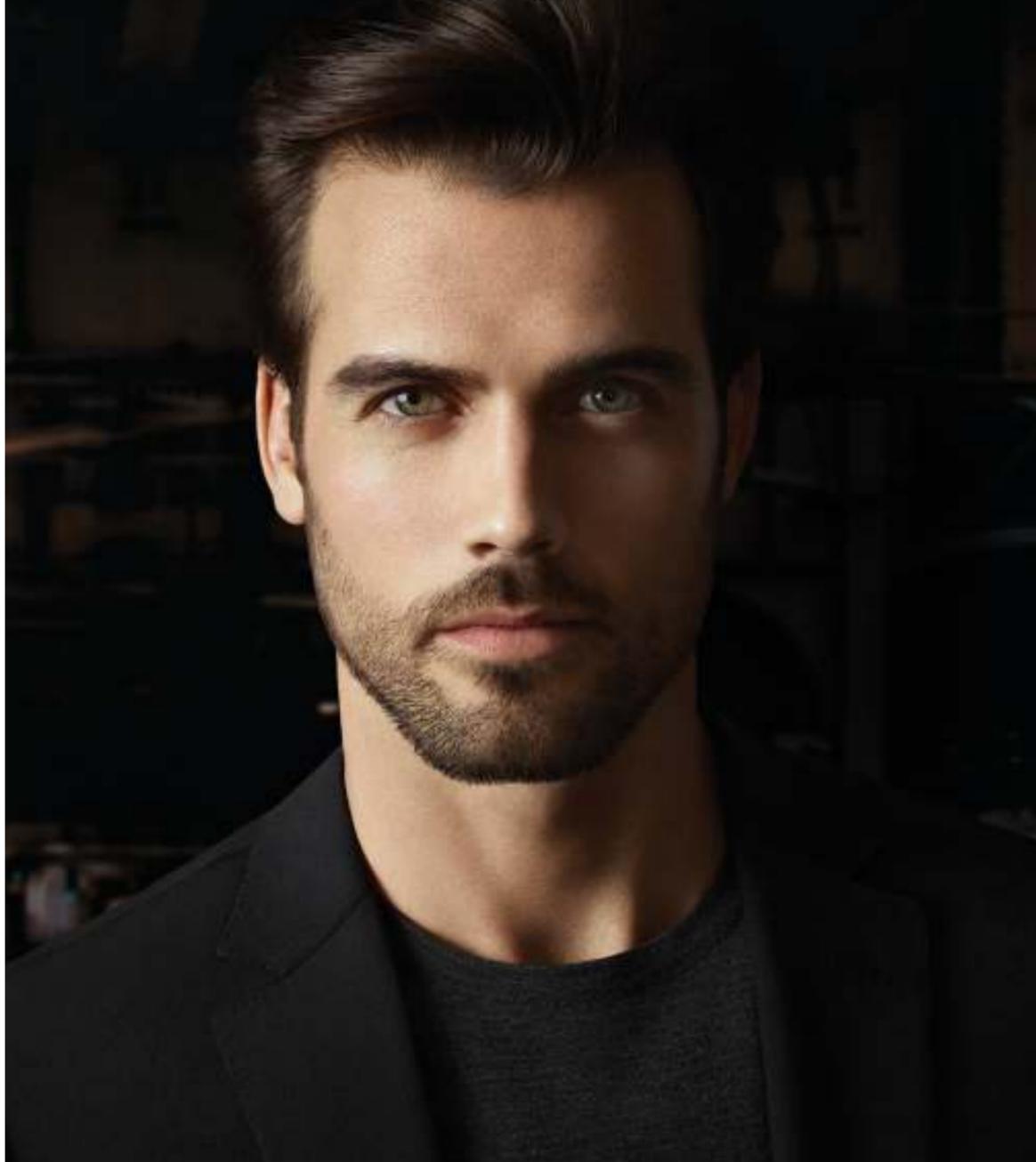


Rolex GMT-Master II

Fans of the Rolex GMT-Master II have given it a variety of nicknames inspired by the unique colour combinations available to choose from. The black and blue colour choice has been dubbed "Batman," while the red and blue colour combination has been nicknamed "Pepsi" after the soft drink. This top-selling luxury watch has a place in both pop culture and luxury living.

One of the world's most esteemed watchmakers is Patek Philippe. New launches are highly anticipated and pursued by luxury buyers, which is what helped place the manufacturer on the luxury watches chart of top sellers. The 5270P with a platinum case and a salmon dial is particularly unique and very well received. The vintage-inspired watch is quite expensive, beginning at around \$180,000, but this has not deterred interested collectors.





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