

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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DECEMBER 11/JANUARY 12

- A AFFAIRS** Leadership race: masters of modern statecraft
 - B BUSINESS** Soft ride: the London taxi's persuasive journey
 - C CULTURE** At the mic: a day in the life of Monocle 24
 - D DESIGN** Baltic bolthole: a cosy island retreat
 - E EDITS** Our global Christmas gift guide, plus Italy's pasta power battling for minds and tummies
- EXPO** A river runs through them: a tale of two chilly Asian outposts

Our 2011/12 Soft Power survey: Who's got it – and who's lost it

Why sometimes all you need is a good song, a hot artist or an attractive leader to change perceptions of your national brand

Leaders you can learn from **01**



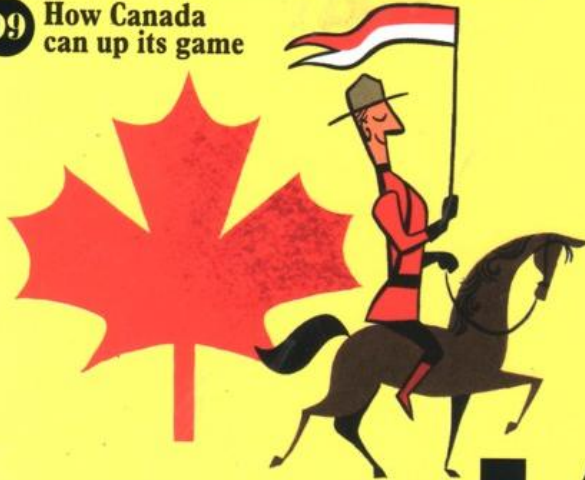
Medical safaris and new health hotspots **02**



Turkey's soap-show empire builders **03**



How Canada can up its game **09**



THE MONOCLE

NEW **100**

THE PEOPLE, PRODUCTS, PLACES AND PUPPIES THAT WILL SHAPE AND IMPROVE THE YEAR AHEAD

+1
Travel top 50
Our annual round up

+2
Denmark
A 36-page national survey

Is London heading in the right direction? **04**



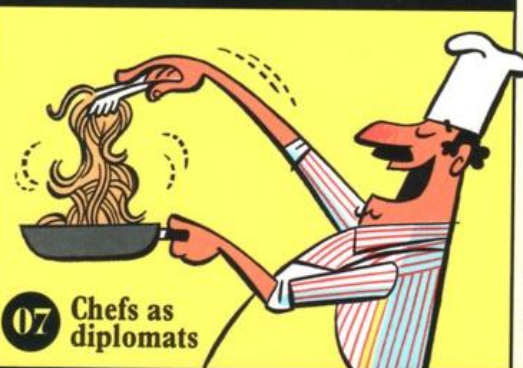
Swede dream design **05**



Brand Germany and its Mittelstand ambassadors **08**



Chefs as diplomats **07**



Make your presents felt **06**



SEK 95
USD \$10
EUR 12 (GER)
EUR 10 (ITA)
DKK 122
JPY 12,310
AUD \$12.95
SGD \$19.90 (incl GST)
CAD \$10.00

12 > UK 96

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Europe's best

Sydney [THE STANDARD]

Nicola and Orlando Reindorf (right) moved from London to Sydney 11 years ago to set up their distribution agency Flying Standard. This September they opened The Standard Store offering a smart selection of mainly European men's and women's brands such as YMC, April 77, Marshall Artist, Folk, Tricker's and Sunspel. "The shop is a reaction to online retail," says Herbert.

"We wanted to offer a good shopping experience in a friendly environment – customers get an earful from us about the brands we sell and their history." — NG
thestandardstore.com.au



Top buys:

- 01 Tricker's shoes (men's)
- 02 Humanoid printed scarf (women's)
- 03 April 77 Joey jeans in tobacco (women's)

Parka life

Berlin [WOOLRICH]

It's your perfect companion on winter expeditions or snowy city strolls – the special edition of the Woolrich Arctic Parka exclusively made for Berlin's 14oz. store. The re-release of the much-loved 1972 Arctic Parka comes in a limited edition of 600 and for the first time it is made from Byrd cloth – water-repellent and windproof fabric developed by explorer Admiral E Richard Byrd in the 1930s.

"It's a classic must-have for every winter," says Karl-Heinz Müller, owner of 14oz.

Made in Italy, the parka comes in five vibrant colours: green, yellow, orange, dark navy and royal blue (pictured). — NG
14oz-berlin.com



Paris patch

Paris [LA PRESTIC OUISTON]

La Prestic Ouiston's new ready-to-wear collection is made up of limited, individually numbered and hand-sewn pieces created by restaurateur and designer Laurence Mahéo. All of her floaty, silky creations are made in Paris and sold in her new boutique in Batignolles, down the road from her oyster restaurant, Atao. — TSE
lapresticouiston.com



On the fringe

Paris [JEAN-JACQUES ROGERS]

Jean-Jacques Rogers launched his eponymous scarf label in 1999 after working for the likes of Givenchy, Chanel, Lanvin and Balmain. Adding impeccable quality to his passion for creativity, Rogers designs all the pieces in his St Germain atelier using primarily cashmere and silk. — NG
jeanjacquesrogers.com



A real trooper

Cumbria [CHAPMAN]

Handcrafted in Chapman's Cumbrian workshops from heavyweight waterproof canvas, the new Airborne bag line draws on the original Second World War paratroop haversack. Conveniently, the models come with removable shoulder straps and the padded rear pocket fits a 13in laptop. — NG
chapmanbags.com



Career change

Amsterdam [MARCHA HÜSKES]

Marcha Hüskes launched her label in 2004 after studying fashion at the Academy of Fine Arts in Arnhem. She opts for travel-friendly blends of wool, viscose and jerseys from Italy's finest manufacturers. "The woman who wears my designs is a career woman and travels a lot. My dresses are versatile: suitable for work but also perfect for dinner," Hüskes says. — NG
marchahuskes.com

