

# BEYOND LUXURY

DESIGNER PRODUCTS ARE NOW COMMONPLACE; WHILST CONSPICUOUS CONSUMPTION IS INCREASINGLY SEEN AS UNSOPHISTICATED. SO DISCERNING CONSUMERS ARE NOW TURNING TO BESPOKE LUXURY.

By **ANDREW FORBES**

**P**ROSPERITY HAS TRANSFORMED contemporary lifestyles. Designer and luxury brands are mainstream. What was once rare and exceptional is now increasingly commonplace.

So the luxury landscape is changing; discerning consumers desire to recapture the original notion of luxury - the epitome exclusivity.

*...the epitome of luxury lies not solely with the product, but with the service and the experience...*

Bespoke Luxury is meeting the growing demand for the rare and the exceptional – and the secret lies not solely with the product, but with the genuinely personal service and the delivery of a unique experience.

## THE EPITOME OF LUXURY

Even the most sophisticated of products are now accessible, so the truly discriminating consumer is once again valuing genuine



Photographer: Lukas Lienhard

bespoke services and experiences.

London's world-famous Saville Row tailors coined the term 'bespoke' when referring to fabric allocated for a handmade suit as 'spoken for'. As such the term is

synonymous with a tailored product or service, an experience that is unique to the client. This, in essence, is Bespoke Luxury. The desire for artisan products such as custom jewellery and tailored clothing is driving the growth in Bespoke Luxury.

So too are unique experiences; surely the most valuable of life's luxuries. From personal concierge services to private chefs, everything can be personalised.

## THE TASTE OF LUXURY

For example, Zurich-based Ralph Schelling is a talented chef who will transform your home or vacation villa into a gourmet restaurant, entirely personalised for you and your guests.

He provides a personal consultation, where he can fully understand your requirements and propose a bespoke menu using the finest local and international ingredients.

This is the future of luxury; this is Bespoke Luxury. [www.ralphschelling.com](http://www.ralphschelling.com)

*From the*  
**EDEN KITCHEN**



**By RALPH SCHELLING**  
Owner Ralph Schelling Culinary Network. Winner Swiss Culinary Cup



## Swiss Apricot Sensation

### Ingredients:

400g	Fresh or frozen apricots
40g	Sugar
30 g	Sweet cold-pressed apricot-pit oil
25 g	Dried apricot pit amaretti
200g	Cocoa butter
20 g	Bitter cold-pressed apricot oil
	Cocoaspray
	Dehydrator
	3cm half sphere silicon apricot
20 g	Abricotine AOP (apricot liquor)
3 g	Dried rhubarb juice powder
	Nebulizer

### Method:

Peel half of the apricots and dry the skin in the dehydrator at 45° during 24 hours. Afterwards pulverize the skin. Cut the remaining apricots in half, pit them, keep the pits and mix everything (including the pits) with the sugar. Caramelize the above during half an hour at 200° in the oven. The smashed pits give a delicious natural almond flavour to the apricots. Afterwards mix the mass with a bit of water and strain it. Fill the mass into the silicon apricot shapes (half bowls with approx. 3cm diameter) and freeze them. When the mass is frozen, take 2 and assemble together trying to focus that the result resembles the shape and characteristic of an apricot notch.

Afterwards freeze them again. Pulverize the dried apricot pit amaretti and melt the cocoa butter carefully (lukewarm but liquid) aromatize it with the cold-pressed oil and add the dried and pulverized apricot peels as well as half of the amaretto crumbs. Mix the remaining amaretto crumbs and oil to a separate mass. Stick a needle into the frozen “apricots” and dip them twice into the cocoa butter mix (while doing so keep on stirring, so that the powder mix doesn’t sink due to the gravity). Spray one half of the apricot with the cocoa spray, this represents the discoloration of the sun. Then put the apricots in the refrigerator for 2 hours, so that the frozen apricot pit has time to defrost. Before serving, disperse a bit of rhubarb powder in Abricotine liquor and spray this with the use of the nebulizer on one side of the apricot. This represents the morning dew.

**Preparation Time: 60 min.**

**Cook Time: 2h 30 min**

**Serves approx. 4**