

The Angel Investor's Twelve Days of Christmas

By Pasha Carroll



A gift is only as good as the store in which it was purchased. That's why this year you should forget about big department store crowds and head over to the Burlington Arcade for some personal attention. Burlington Arcade, nestled on Piccadilly Street but seemingly miles away from the city, is refreshingly modern whilst still rich in tradition.

Burlington was the world's first shopping arcade built in 1819. The 200 yard long, 47-store covered promenade was built by Burlington House (now the Royal Academy) resident Lord George Cavendish, rumored to be sick of hooligans throwing rubbish, mostly oyster shells, on his property. Officially Burlington Arcade was built "for the gratification of the public and to give employment to industrious females". Even now each shop is rated a precious antique and protected by the Realm. Shop No. 61 is a designated ancient monument where no alterations are allowed. Today it is still guarded by The Beadles, liveried guards wearing traditional Edwardian frock coats and gold braided top hats, as enforced by Lord Cavendish in 1819. Since the 1800s the Arcade has endured the test of time, war, fire, robbery and even a poltergeist. Now under new ownership it is undergoing a multi-million pound face-lift.

John Baker, who represents the new ownership since February 2005, said "We are planning to create a truly 'six star' shopping experience – it will become the destination of choice for Londoners and international visitors looking for fabulous accessories for themselves, as gifts for others or for the home."

By the looks of the bustling Burlington Arcade luxury shopping is back in fashion. Take a stroll down the promenade and be a part of London's history. Buy a unique gift for someone special for each day of Christmas at the Burlington Arcade.

And for each day of Christmas, buy a unique gift for someone special or for yourself at the Burlington Arcade.

The most daunting task of the holiday season is simply figuring out the perfect gift for that certain someone. This year, *The Angel Investor* makes shopping a breeze. We recommend you forget the same old things from a high street clichés and head to Burlington Arcade for Luxury gift giving instead.

With our 12 Days of Christmas Gift Guide you will be crossing off the most important people on your list whilst receiving the personal shopping attention you deserve. But be prepared because instead of the same old bored expression, your recipients will be shouting with glee!



On the first day of Christmas this year buy an Edwardian Brooch from Johnson Walker Limited (£6800) for your Mum. The piece, circa 1910, is already a classic; just like your mother. "It is a period piece that is very hard to find now," Miss Rani Gill, Managing Director of Johnson Walker explained. The brooch comes in its own fitted case and being a period piece in a period box makes the gift even more precious. The diamonds are in a simple setting with the brilliant diamonds set in fine mounts, making it very wearable. Your mother will proudly wear her child's gift for years to come! If the loads of diamonds are a bit too much for mums taste, Miss Gill recommends buying a similar yet understated open-pierced Edwardian Brooch, also sold at Johnson Walker.

On the third day of Christmas buy a Mackintosh Globe-Trotter luggage set for the person on your list who can't seem to see enough of the world. Mackintosh handcrafted luggage makes a spectacular gift for any adventurer who loves to jet-set the globe. The Centenary collection in orange with hand-made leather trimming makes an ample statement. Globe-Trotter originally launched the line to commemorate its 100 year anniversary. Choose a 30" Extra deep suitcase with wheels (£675) for the overseas shopping sprees. The 18" Air Cabin case is perfect for a weekend ski trip (£345). And don't forget the 13" (£305) Vanity Case, because beauty never takes a vacation.



On the Second Day of Christmas scoop up an antique map for Dad. John Speed's map of England from Map World (UK) LTD (£2250) is dated 1676, making it only a shade older than he is! You will find your father reminiscing about his country and comparing the antique maps to modern ones. Antique maps are also a reflection of your father's own uniqueness, "they attempted to show what was unknown at the time. Each has its own story," Jeffrey Sharpe, Director of Map World said. Antique maps have an added appeal for investors. "They don't make them anymore. That's what makes them a good investment," Sharpe said. Besides an impeccable investment and a thoughtful and interesting gift, the antique map is a brilliant edition to the home. "They appeal to people young and old and in all parts of the world," Sharpe added. The antique map is a great gift for anyone who thinks like a father does.

On the fourth day of Christmas think about a Montblanc Watch for your son, brother, or any man coming into his own. Montblanc is not only a luxury brand infused with tradition, it is a name that is known to appreciate with time. The Montblanc Profile XL Chronograph (£1200) makes a perfect gift that any man would be proud to wear. The scratch-resistant domed sapphire crystal face, high precision quartz chronograph movement, and a sensational diamond detail on the side. This year, 2006, also marks the 100-year anniversary for Montblanc. So whether it is a limited edition watch or a writing accessory, at least one Montblanc is a must have for this holiday season.





On the fifth day of Christmas no gift is as sweet as the one you buy for a baby. My First Curl Egg (£35) from Penhaligon's is at the top of any wee tots must have list. For your own new baby or any one else you know who is celebrating their baby's first Christmas, this little locket is the perfect way to commemorate it whilst showing your sensitive side. "It is really fun to have their name and date engraved," manager Jane Roxburgh suggested. Penhaligon's also carries other popular gifts such as leather travel trays, which lay flat for easy transport and are a great way to keep track of your jewelry, money and change on holiday or at work.

On the seventh day of Christmas think of your personal assistant who is devoted to your work all year long. The Baronessa Franchetti leather handbag is large, soft calfskin, rectangular handbag in natural or black (£595) from Franchetti Bond is an excellent way to show your gratitude. It is big enough to ensure your personal assistant won't ever forget important papers again. The bag is rather exclusive, store manager David Coles said about the natural colored bag with stunning red lining. Its contemporary style suites women of all ages and makes it timeless. "It is high fashion in a classic style," Coles said.



On the sixth day of Christmas a thoughtful gift for your colleague is essential. Cufflinks from Michael Rose (£1895) are the best way to reflect passion beyond the office. The 18-carat hard enameled cufflinks are great for a man who loves wine, women, gambling and racing. "The detail is quite stupendous, it is a very old form of hard enameling" Marcus Boothby at Michael Rose explained. The shop has a large customer base of men who love hunting, shooting and fishing. "All the city people that work here have country houses," he said. Michael Rose offers bespoke enameling, making this a perfect gift for any man with a hobby. "The cufflinks are hand painted in the likes of cards, horses, and footballers and then baked into porcelain layers," Boothby said of the craftsmanship.

On the eighth day of Christmas get something different for your best friend, the wine connoisseur, for whom you usually simply buy a bottle of red. Try pairing a lovely bottle of 1966 Cos d'Estournel, St-Estèphe (high shoulder fills, some crusted capsules) with George IV Silver Wine Funnel made by Rebecca Emes and Edward Barnard I in London, made in 1822 (£1,850) from Daniel Bexfield Antiques. A wine filter is practical for a man who spends so much of his life decanting. "Proper wine has sediment and must be filtered," Bexfield said of the Funnels usage. The shop also boasts candlesticks and other accessories to set the perfect holiday table. "We do have an awful lot of city men that come in this time of year, it is a great way to spend a bonus," he said. "It is quality for your home." For a true friend, this is the gift that will hold up as long as your friendship, forever.





On the ninth day of Christmas cherish the love of your life with a Blue Lagoon ring from Hirsh (£39,995). Holidays are the best time to give a ring, whether it is the first one that says I will love you or the 50th to celebrate a lifetime together. All Hirsh rings are handmade and unique to the family business. Blue Lagoon is handmade in platinum. It features a 6.60ct cushion cut sapphire flanked by two marquise cut diamonds weighing 1.02 cts total, four pink diamonds weighing a total of 0.32cts and 22 round brilliant cut diamonds weighing 0.13cts. A unique gem in a brilliant setting is a great way to ask, "Will you..." this year.

On the eleventh day of Christmas, start thinking about yourself again with a pair of Henry shoes from Church's English Shoes (£365). When it comes to your feet, luxury should never be compromised. From The Royalty Line, "The Henry shoe is the best in class," Luca Mereu, manager at Church's said. The oxford shoe is versatile for the investor who is a jack of multiple trades, maybe a CEO by day, investor by lunch break and entertainer by night. The oak bark stained sole is water resistant, ensuring that on the rainiest of affairs, your feet will be dry and happy.



On the tenth day of Christmas don't forget that obscure person on your list, the person you barely know but will be with you for the holidays. Give this person a scarf from House of Cashmere (£29.95), the gift that simply says, "Merry Christmas". For the person you must buy for ... buy a cashmere scarf in a muted black or khaki. With London's harsh weather, you simply can't go wrong.

On the twelfth day of Christmas have your investments buy for you a silver-plated pigskin hip flask starting at £45 from Pickett. Because after all this shopping and holiday cheer, a nip of scotch is what a man like you needs. Pickett also carries cheery gifts like folios, stud boxes, backgammon and chessboards, and nearly everything else. "It is one of those shops where we do practically everything with gifting," Representative Martin Hong said. All items are customisable, making any Pickett gift a personal one.



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