

TOYS *for* BOYS

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ALAN FAENA
JOSÉ ANDRÉS
KEN GORIN
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Show Your Hand

HOW ARMAND DE BRIGNAC UPS THE ANTE

Some 250 years ago, the Cattier champagne family, not to be confused with Cartier, started selling their grapes to champagne makers in the surrounding vineyards in Chigny les Roses in the Montagne de Reims. Their product was extraordinary and as such, coveted.

Generations of family members continued serving the winemakers who needed their crop until, about a century and three generations ago, they finally decided to take the reigns and start to develop a product of their own, from start to finish. Today, eleven generations deep, there's a new product, sold under the name, Armand de Brignac, which despite its lack of relation to the family name, has everything to do with family. In fact, it was in honor of Jean-Jacques Cattier, current owner of the house Champagne Cattier's mother, Nelly that the de Brignac name was brought about. In the 1950's she was reading a novel where there was a character

by the name of de Brignac and Armand de Brignac was registered with C.I.V.C. - Comité Interprofessionnel du Vin, straight away. While the project was clearly destined for great success, there was nothing originally done with the registered name until the 1990's when Jean-Jacques and his son Alexander Cattier, both oenologists, resurfaced the concept in the hopes of creating a prestigious cuvee for the new millennium.

In true Cattier tradition, the focus was on blending; and in 2006 the first Armand de Brignac bottles were sold at the prestige price of \$300 for their Gold Brut bottle. Now widely recognized for its

continues

WORDS _ JILIAN SANZ







attractive shine and its Ace of Spades shield, cleverly responsible for the champagne's nickname, there are actually different implementations of the product; each entirely classified by the grapes blended in its creation. Their Gold varietal, for example, blends three different vintages to achieve its chart-topping results. Following came their Rosé and Blanc de Blancs and finally a Blanc de Noirs and a Demi-Sec created simply because nobody was doing it--a continued nod to the Cattier family's trailblazing initiatives.

The luxury market of course to heed, and the champagne of exceptional quality and limited quantities became a favorite of collectors and enthusiasts the world over. One of which happened to be famed music industry heavy hitter, Shawn Carter, also known as Jay-Z. The rapper and business empresario was so impressed with the quality of production and its small-run availability--less than 3,000 Blanc de Noirs bottles are made annually--that in 2014 he decided to acquire the company for an undisclosed sum. And while most would argue that a spotlight figure like Mr. Carter would invest in a champagne brand for its glitz and any additional exposures it might offer, in this particular instance it's quite obvious that it was more about a love of brand. The Cattier family remains at the helm of all of the production in an effort to not, as they say, mess with success. And its due highly in part to not having the pressures of high production, that Armand de Brignac is able to maintain

such high levels of selectivity, using only the very first bit of the cuvee extracted from the hand-picked fruit by way of Coquart press to be certain that the highest acidity and freshest flavors are introduced. Three vintages of similarly extracted cuvee are then blended in the unique Cattier way and a dosage that has been aged in oak barrels for about a year is added at which point each bottle is aged in the family's eponymous cellars which are among the deepest in the region, famously nearly 100 feet below ground. As a ceremonious last step, each glass bottle is lapped in a metal coating and hand-finished with the application of the French pewter Armand de Brignac labels before being layed in a wooden lacquered box.

The United States remains the most important market for the brand, spearheading about 50% of its sales, but globally, Armand de Brignac remains synonymous with quality and heritage for those who understand the winemaking process and appreciate the intimacy of a family made product that spans generations of creating the Cattier way.

Ranging in price from \$300-\$850 for the 750ml bottles of the different offerings, Armand de Brignac can be found at top restaurants and nightclubs as well as for sale at fine liquor retailers. For more information on where to purchase Armand de Brignac please visit www.Armandde-Brignac.com

Digging for Gold

RESPECT THE HUSTLE

Most people don't like Gold Diggers... but I do. Gold Diggers understand the concept of mental projection.

They see themselves vividly in their mind's eye driving luxury cars, living in opulent mansions and wearing the clothes by the world's best designers. The problem is all these things cost money... money that they don't have.

So what is a beautiful woman to do when she doesn't have the bank account to support her ambitions? Getting a regular job isn't going to cut it... even great paying jobs don't pay quite enough to put a Lambo in the garage.

She could become an entrepreneur and develop an idea into a multi-national, publicly traded corporation. That will certainly put enough money in the bank to buy a mansion in Beverly Hills but statistic show that 9 out of every 10 entrepreneurs (male or female) don't make it.

Actress or Model? Absolutely, but longevity in the entertainment industry is hard to come by.

Gold Diggers know there is a shortcut. A way to get from point A to point B with no waiting. The

MODEL _ Brittany Oldehoff

PHOTOS _ CAMILO RIOS WHITE

WORDS _ JOHN MARC VERDES



DRESS
Ashish Paris

WATCH
Rolex

BRACELET
Cartier

SHOES
Christian Louboutin



—
SUIT
ACNE

SHIRT
Balenciaga

RINGS
Her: Annelisse Michelson
Him: Cast of Vices



—
DRESS
Balmain

WATCH
Her: Rolex
Him: Vacheron Constantin

BRACELET
Cartier

DRESS

Balmain

SUIT

Gucci

SHIRT

Saint Laurent

BROOCHE

Chanel

BRACELET:

Tom Binns

SHOES:

Her: Balmain**Him: Tom Ford**

shortcut isn't easy and it does take some hard work and crafty maneuvering but the payoff (literally and figuratively) is substantial.

The shortcut is simple... Find a man with a lot of money and get him to "put a ring on it." Mentally, they must be willing to take "true love" off of their list of priorities in favor of extensive financial security. Physically, they need to commit to a life of fitness (at least until the diamond ring is placed on her finger).

Many Gold Diggers use what's known as the "Pregnancy Close" to hook millionaire playboys. Once she sets her target she will do anything and everything to make sure she gets pregnant. This will either secure the ring or at the very least tie her to that man for the next 18 years. Well Done.

Millionaire playboys also have a few tricks up

their sleeves that crafty Gold Diggers must avoid... namely the "Prenup." A prenuptial agreement is a contract entered into prior to marriage. It protects the potential groom from losing any assets he collected prior to meeting the "love of his life." At this point a Gold Digger can either work out a favorable arrangement or use her acting abilities to complain about how unromantic and unloving a prenup is.

I have a lot of respect for Gold Diggers... they know they deserve the best and they are willing to go out and get it by any means necessary. Also, they can spot a Rolex or a Patek Philippe from across the room (some of the best ones can even tell you the reference number).

If you learn one thing from a Gold Digger it should be this... If you don't like your situation, do something about it.





—
ROBE
Her: Oscar de la renta
Him: Dries Van Notten

LINGERIE
Wolford



—
COAT
Celine

SHOES
Him: Gucci
Her: Christian Louboutin

RINGS
Maison Margiela

STOCKINGS
Wolford

LINGERIE
Eres

WATCH
Audemars Piguet

SHOES
Gucci



LINGERIE
Eres

WATCH
Audemars Piguet

ROBE
Oscar de la Renta




ARMAND DE BRIGNAC
CHAMPAGNE

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