



La dolce vita is a state of mind!

Soon enough summer will be upon us, filled with talk of luxury holidays, exclusive summer camps for the kids, and plans of poolside dinner parties that will be the talk of town...

Summer is my favourite season. I love the fact that everything comes to life, and the summer issue is usually one of my favourite issues to see take shape. In this issue, you will discover lots of great things, from where to go for a pair of custom-made shoes (head to this year's Millionaire's Fair), to being treated like royalty at Tortuga Bay (in Punta Cana's most exclusive resort), to Sophia Loren's dislike of plastic surgery and her decision to embrace the approaching years. Plus, our not-to-miss book review list: *What's your Expiry Date?* by Patrick Mathieu is one of my favourite reads. This book will inspire you to embrace your mortality, value your life, and live with vitality – all of which in their own way deal with luxury in one form or another. For luxury is indeed a state of mind. Allow me to explain.

How does one define luxury?

We have learned that, from a consumer point of view, there is only one benefit of luxury: a benefit that is definitively ethereal and experienced exclusively at an emotional level. This benefit is a heightened sense of enjoying life.

To many people, a hot bath is a functional activity. It is part of personal hygiene, it is routine, it is automatic, it is, in many ways, not even noticed. On the other hand, many of these same people will describe something as basic as a hot bath as a luxurious escape – a moment of peace at the end of a tiring day. Thus, to the same person, a hot bath can be both a functional routine and a luxurious treat – even on the same day, and often in the same place. The differentiating factor is not the bath or activity, but the mindset that informs the activity.

So in conclusion, luxury has different meanings and connotations under different circumstances for different people. It is strictly experiential, and requires the subject to be in a 'luxury state of mind.'

With this theory in mind, I personally like to think that luxury can be nothing more than planting flowers instead of pulling weeds, or taking vitamins in the morning instead of prescription drugs.

Until next time, remember to stay in a 'luxury state of mind' and keep reading *la Dolce Vita!*

Michelle Zerillo-Sosa
Editor-in-Chief/Co-Founder