



# NOT ALL WHO WANDER ARE LOST

A Few Notes from Nota Bene's Anthony Lassman

**M**y background originated in real estate. I founded what, in its time, was arguably London's most prestigious brokerage. We specialized in the marketing and sale of some of the capital's exceptional landmark homes, including two of the largest first-floor lateral apartments across four buildings on the north side of Belgravia's Eaton Square; a John Nash villa, the Holme, opposite the boating lake at Regent's Park; and many others in locations of Mayfair, Knightsbridge, etc. I subsequently went into development of turnkey projects in similar super-prime locations.

My entrance into the world of travel and publishing came out of a challenge from my wife, whose career started in modelling, then fashion design, and now fashion and lifestyle consultation. We have spent much of our lives travelling to, and being fascinated by, the world's finest places, exotic destinations, world-class hotels, cool restaurants and beach clubs etc., always critiquing and advising friends. I made notes everywhere I went, checking out best rooms and suites, finest views and most coveted tables, while Elaine focused on boutiques and "concept" stores, fashion, skin care products and luxury goods.

We relished finding special places with style—the insider places that only those "in the know" would go to and unique experiences in exotic far-flung destinations. So, creating a business out of a passion became a challenge I could not overlook. I therefore consulted with the same graphic design team who did my real estate brochures to produce the finest travel guide in the world. A month later they came up with three names and three style/layout formats. When I saw the style, format and name of the Nota Bene concept, I immediately knew this was it.

It is how the original beautifully colored Nota Bene destination review books were borne and subscribed to by many celebrities, captains of industry and important names from media, film and fashion, more than 70 percent of whom came from the United States. We built up a very impressive database. We discontinued print publishing when, by nature of client demand, our focus turned to the bespoke management of travel as an annual fee-paying services for the UHNWs. As a result of further client demand, we have recently introduced a super-prime real estate advisory buying service focusing on Europe, North America and the Caribbean. Watch this space as print will be returning soon! So my career has gone full circle, while Elaine and her team consult separately in their specialist field.

What separates Nota Bene Global most is our understanding of the world of the UHNWs. It comes as a result of having travelled at a certain level over many years with a keen eye and great passion. We live the life of the demographic we take care of, and a wonderful team of private client managers share in our vision. You have to have an understanding of what makes a place special and a property world-class. Experience and discernment are key, so we look for ambience, style and the all-important details. But above all, it is service. It is, after all, a people business, and service is everything.

We also have to be good at contextualizing who will like what, as there is rarely "one fit for all." Then there is our fertile network of high-level contacts all over the world, people who help us make things happen: hotel, villa and restaurant owners; top guides; local experts; providers of the exceptional. Our clients are defined by where they travel; our mission is to make every experience unique, underpinned by our strapline, "We know where." ♦