

THE ULTIMATE IN DESIGN - ISSUE ONE - WINTER 2010



UBER

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STYLES

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MAGAZINE

MUSTIQUE



PRIVATE LABEL WORLDWIDE,
A GLOBAL TRAVEL SPECIALIST
WITH THE KEY TO SOME VERY
SPECIAL PROPERTIES YOU
WON'T FIND ANYWHERE ELSE

Villa: Opium

PRIVATE LABEL WORLDWIDE



Villa: Sheherezade House

There are some places on earth that are so special, their secret must be jealously guarded.

The island of Mustique is just such a place. One of the unspoilt Grenadine Islands, Mustique covers just 1400 acres and around 500 (very lucky) people live there. It is also home to protected coral reefs, a variety of wildlife and the kind of beaches that only seem to exist in movies.

Over the years, it has cast its spell on everyone from royalty, dignitaries and high profile celebrities but it is the charm of the island's friendliness and special community spirit that takes families back year after year to share precious time together. And unlike many of the world's most glamorous destinations, Mustique has a very dependable safeguard – the island is privately owned and protected by the owners themselves. Naturally they want to preserve it as the ultimate place to live and this guarantees it to be an unrivalled place to visit.

With its exclusive collection of private residences available for weekly rental, luxury villa living is the ultimate essence of Mustique. Choose from an extraordinary array of architectural styles and interior designs, add private pools and sun decks, verandas with breathtaking views, every comfort of your desire and you have the perfect venue for memorable holidays and special occasions.

Such an exceptional destination requires an equally exclusive office to represent it. The island's owners (the Mustique Company), duly appointed Private Label Worldwide to undertake the role, an arrangement that has continued for some 20 years.



Villa: Hummingbird

It is no surprise then, that Private Label has an unrivalled knowledge of the island. They are also quick to point out that a paradise on earth is not, in itself, sufficient to create the superlative holiday. What is also essential is an instinctive warmth of welcome, coupled with uncompromised levels of service from truly dedicated local staff.

“Will that be all?”

Indeed, no less a body than the Guild of Professional English Butlers pays a visit to Mustique each year to train and elevate local butlers to the highest echelons of service. The goal is to maintain the outstanding service levels but never compromising on the engaging warmth that is so much part of Mustique's magic.

Private Label's success is rooted in a combination of strengths including exquisite taste, personal experience and a contacts book that must be the envy of their competitors. There is a true concierge service; quite apart from finding you the perfect villa (which they can describe in infinite detail because they have been there), they will take care of everything from a spa booking or private plane transfer to organising your perfect dinner party in some of the most stunning villas in the world.

A world apart

Private Label Worldwide personally knows other exquisite islands, private villas and unique holiday experiences around the world – in little known places that offer their own special magic and exceptional character.

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