

N° 04



LFFO EDITION

Wealth & Family

LUXEMBOURG

The Worldwide Rise of Family Offices

Luxembourg For Family Office · luxembourgforfamilyoffice.lu

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WEALTH & FAMILY · EDITORIAL

Dear Readers

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Like every year, Luxembourg For Family Office brought families together with interesting people in a pleasant social setting, this year under the theme of the worldwide rise of family offices.



Like every year Luxembourg for family office brought families together with interesting people in a pleasant social setting. Under the “Worldwide Rise of Family Offices” family offices are definitely today the new force of nature in the world of Families and their Wealth. Family offices come in all shapes and sizes to meet the needs of family business.

Luxembourg for Family Office held its annual event at the Private Terrace of the Brasserie Guillaume with special guest painter

Guillaume Kalt and Champagne tasting. The 30th of June the conference was held at the Chateau de Septfontaines.

In addition, Luxembourg For Family Office contributed this year to the Monaco Global Family Office Investment Summit the 14th and 15th of June at the Meridien Beach Plaza Hotel in Monte Carlo. The summit is a private forum exclusively organized by family offices for family offices, ultra-elite private investors, prominent business owners, Sheiks, Royal family members, financial families and their private offices from around the world. Luxembourg For Family Office contributed to the keynote panel session “The Rise & Rise of Family Offices. We took a dive in the trend of Family Offices. The biggest part of Family offices are now younger wealth holders who are more social and environmentally conscious than the baby boomers.

Yours sincerely,

— Diana Diels, Luxembourg For Family Office

*Family offices are definitely today
the new force of nature in the
world of families and their wealth.*





WEALTH & FAMILY · LUXURY

Champagne Carbon

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Champagne Carbon was born of a challenge: to offer an alternative to traditional champagnes, combining traditional manufacturing processes with technical innovation.



Champagne Carbon was born of a challenge: to offer an alternative to traditional champagnes. This challenge, we pointed out, is based on a breakthrough product that combines traditional manufacturing processes with technical innovations.

We believe this champagne is today famous for its audacious design as well as its values of challenge and competition. Carbon is now a proper benchmark of its market. Strengthened by this asserted anti-conformism, Carbon continues to climb and pushes back its limits by asserting itself on the international stage. By placing itself at the forefront of innovation, CARBON is now a recognized international champagne brand.

The transmission of invaluable secrets: fruits of experience and love of a terroir are its fundamental dynamics. CARBON witnesses 5 generations of a family of winegrowers with the constant desire to enrich a heritage of know-how and tradition which motivated the investments of the family clan.

Today, through Alexandre MEA, the Carbon champagnes reflect a contemporary elegance linked with know-how of tradition. The idea of Alexandre is to transmit more widely the art of living “à la française”.

Carbon bottles with contemporary elegance, totally wrapped in carbon, invent the new “Dress code” of a champagne without compromise. A true jewel case that frees itself from established rules and codes while preserving French craftsmanship. A concentrate of innovation, ingenuity and modernity of which Jean-Luc Pouteau (consecrated the first best sommelier in the world) is already praising.





WEALTH & FAMILY · LUXURY

The Godet Story: the Birth of Cognac Godet

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“Claret is the liquor for boys; port, for men; but he who aspires to be a hero must drink brandy.” — Samuel Johnson (1709–1784), English writer.

The birth of cognac godet iii

ad, under the impulsion of the Roman Emperor Probus, the Gallic people is granted the privilege to grow and produce wine. Between 1130 and 1137, Guillaume X, Earl of Aquitaine, frees La Rochelle from all taxes and feudal supervision, hence promoting its harbour as the most important on the Atlantic coast for over three centuries, wine and salt being the two most traded goods.

A group of Dutch people including Bon Aventure introduced the process of “double distillation” in the region allowing the wine, transformed into eau-de-vie, to travel at a lower cost without prejudice and. First alembics introduced in the region will soon be customized and delays in the shipping of the eau-de vie waiting in the cellars in wood barrels will appear to be beneficial to the wine. Soon people will start drinking the Aunis wine distillate and aged in wood barrel. This fashion will be exported in all Europe by the Dutch merchants and will become known as “Brandwijn” (Burnt wine).

XIII, the Aunis wine, transformed into eau-de- vie, aged in wood barrel and exported by Dutch vessels sailing down to La Rochelle for the salt will become very popular in all countries bordering the North Sea.

It was fist called “Brandewijn” (“burn wine” in Dutch) and pronounced “Brandy”.

21st century, the cognac is definitely a luxury product, with all its pros and cons. Only few bon vivant or epicurean products remain and our Gastronomes are among them. Cognac today is synonymous with great quality, symbolising France and its « Art de Vivre ».

The Cognac Godet, still 100% family owned keeps on exporting to over 50 countries. Against the giant firms of the industry, the niche positioning of the Cognac Godet allows him to invent new products and to market them with different values. We are modern and traditional. Cognac remains to us a product of pleasure and our clients are people sharing a passion for the Good Life.





WEALTH & FAMILY · LUXURY

Our Family: Devavry, an Art of Living

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Our story

From the evidence of fossils, we know that vines have been growing in the

Champagne region for some 60 million years.

The cultivation of the plant however, most probably dates back to the time of the Romans who brought the vine from the Mediterranean. The Roman “Porte de Mars” arch in Reims, which dates back to the 3rd century, depicts scenes of grape harvesting that lend weight to this theory. We cannot be certain that the Rèmes, the tribe of Gauls that occupied the region at the time, were actively cultivating vines prior to the arrival of the Romans.

What does seem certain, since

Champillon is close to Reims, is that vines were very soon planted here in our village.

From vine to wine climate and soil

The Champagne region lies on a fairly northern latitude and is subject to both oceanic and continental climatic influences. Located 150km east of Paris, the area comprises 320 villages spread across 5 sub-regions, known as ‘départments’. Within these lie 278,000 plots of vines with an average size of just 18 ares (that’s less than half an acre). 17 of the region’s villages have been classified as ‘grand cru’ and another 42 as ‘premier cru’. The soil is composed primarily of limestone which provides the vineyards with an abundant natural water supply. The three main grape varieties used in the making of champagne: Pinot Meunier, Pinot Noir and Chardonnay all flourish in these conditions. Champagne Devavry owns ten hectares of land, which means that in the course of our work in the vineyards we travel about 100kms each year.

October-november-december january-february-
march-april april-may may-june june-july-
august September late March – early April





WEALTH & FAMILY · LIFESTYLE

Tesla World Record: Dream It, Do It

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Sleeping is the one activity we do most in our life. Once we are asleep our brains wind up and we start dreaming — and sometimes a dream becomes a plan.

Sleeping is the one activity we do most in our life. Once we are asleep our brains wind up and we start dreaming. When we wake up we can re-live parts of our dreams or have bits and pieces of what we dreamt about pop-up during the day.

I dreamed big and crazy.

One morning, my entire dream came back to me. I was going to do a World Record. My partner was next to me when I was putting the pieces of my dream back together and asked me about my excitement and I couldn't resist telling him my story.

"The world is evolving so fast and I want to be part of the change. Not long ago, our ancestors were using their own strength to move to places, then, horses. With the invention of the spoked wheel came along chariots and much later trains and cars. All powered by different kind of engines using various fuels. Steam, combustion and electric engines were all used in the 1900s. Electric cars had the distinct advantage of not having any vibrations, smells, nor noise compared to their gasoline or steam counterpart. They also necessitated less manual effort to start (no hand-crank to start the engine). Electric cars were used mainly in the cities because of their limited range. As infrastructure between cities developed people could go further and then chose to use combustion engine as it gave them more freedom to go where they wanted to go.

Less than a century before its creation, the electric car is coming back and as in the past we rarely see them outside the cities. "I want to prove that we can use them beyond our daily commute."

My partner was silent, listening, taking in all my emotions and excitement. He asked me what my plan was and how I wanted to achieve it.

The answer came naturally: First, the record would be 100% girlie, as women are generally more open to change and more dedicated to preserving our planet. However, we are often just marginally interested in cars. That's why I wanted the record to be attempted by a girls-only driving team. It makes the record unique and carries much more charm. Second, people are usually using electric cars in cities only, thus the record will show the world that it is possible to use an electric car for a much longer journey. The team will be crossing Europe from the northernmost point in Europe (Nordkapp in Norway) to the southernmost point in Europe (Tarifa in Spain). Then, to make it a world record, we will do it in only 4 days. This is the crazy part as we have absolutely no margin for error.

Finally, we will be called Team 4.4.0 for 4 girls 4 days 0 emissions (0 direct emissions as we all know that making energy at one point or another will create emissions).

Life is short, and we should not restrain ourselves. Everything is possible when we believe in ourselves. Dream and get out there and do stuff.

Written by *marie guerre* founder of the car'tell

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