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**56 GOOD BUSINESS** Richard Edelman, President and CEO of Edelman, is convinced that a core set of values will drive success for companies in the future. He shares the secrets that have helped his own company transition from consumer marketing into the world's largest public relations firm, a company that is now in the business of changing reality.

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**80 IN THE SALON OF AUDACITY** The recently concluded *Cartier. Style and History* exhibition in Paris's Grand Palais was a dreamy walkthrough of high jewellery's most fascinating objects. More than that, it was an introspection into Cartier's very heart, showing why the maison is held in lofty regard today. In Paris, Kenneth Tan takes a closer look.

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**96 LUXURY SHOPPING, AS WE KNOW IT** The Shoppes at Marina Bay Sands' recent remix has elevated it into a large scale luxury shopping mecca, allowing visitors the chance to sample all of everything.



## THE IDEA OF FRAGRANCES

Only 26 when he created Jean Paul Gaultier's *Le Mâle* – still one of the world's bestselling perfumes – in 1995, Francis Kurkdjian has continuously pushed boundaries where scents are concerned, including going back to 17th-century practices to recreate Queen Marie Antoinette's fragrance. He talks scents, artistry and the importance of ideas with *The Peak*.

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## SUIT YOURSELF

As they say, fashion is much more than clothes. It is an expression of the person that you are and can be. As the year moves into its second quarter, Ong Chin Huat delves deep to show how to kit yourself with the season's best, to dominate both the boardroom and all the rest.

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## A CUT ABOVE THE REST

Luxury suiting is more than attire. It can also help you dominate the board room and bring out that insouciant personality. Kiton's Master Tailor, Russo Arcangelo, unpicks the finer nuances of a well-made suit.

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## BORN OF POLO

Few brands are as synonymous with the game of polo as La Martina. Christy Yoong travels to Argentina to get a closer understanding of how the country's veneration for polo inspires the brand's drive for excellence.

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