

SUPERYACHT BARCELONA

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**FROM THE LOOK BOOK OF
SANTA EULALIA**

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**JEWEL OF THE
COSTA BRAVA**

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ISSUE 01__AUTUMN 2013



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'Luxury' means many things to many people. For the owner and CEO of Barcelona's iconic Santa Eulalia store, Luis Sans, it is anything that is 'extremely refined', writes Lauren Barker.

Luis Sans wears a double-breasted pinstripe suit in mid-grey cashmere. The most coveted item in his wardrobe, the suit was created by a craftsman in the Santa Eulalia workshop. "With clothes and accessories, I consider luxury as any piece with a designer's influence, special fabric or quality craftsmanship," he says. It is his appreciation for quality that enables Sans, fourth generation in the Santa Eulalia empire, to ensure the family's fashion legacy lives on.

Renowned for specialising in high-end fashion, Santa Eulalia has been an integral part of Barcelona's fashion scene for more than 170 years. The inaugural store opened in 1843 in Pla de la Boqueria by Domingo Taberner Prims, followed by a second store which opened in 1915 in San Sebastian by Cristóbal Balenciaga.

Since then the company has expanded to create both individual men's and women's fashion boutiques, with the most recent store re-opening in 2011 after refurbishment, on Passeig de Gràcia 93, designed by New York architect William Sofield.

Taking over from his father at the age of 22, Sans runs the general management and buying for the company, along with his wife who manages the women's buying. Sans says the secret to the store's success, evolving a traditional brand in a burgeoning high-street fashion market, lies in staying true to its core principles. "We provide the best of the fashion world, impeccable service, and in a comfortable and attentive atmosphere," says Sans.



Above: Santa Eulalia is a sanctuary where fashion is indulged.

Fritz Von Der Schulenburg



