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JONATHAN ADLER, HORST SCHULTZE & MORE

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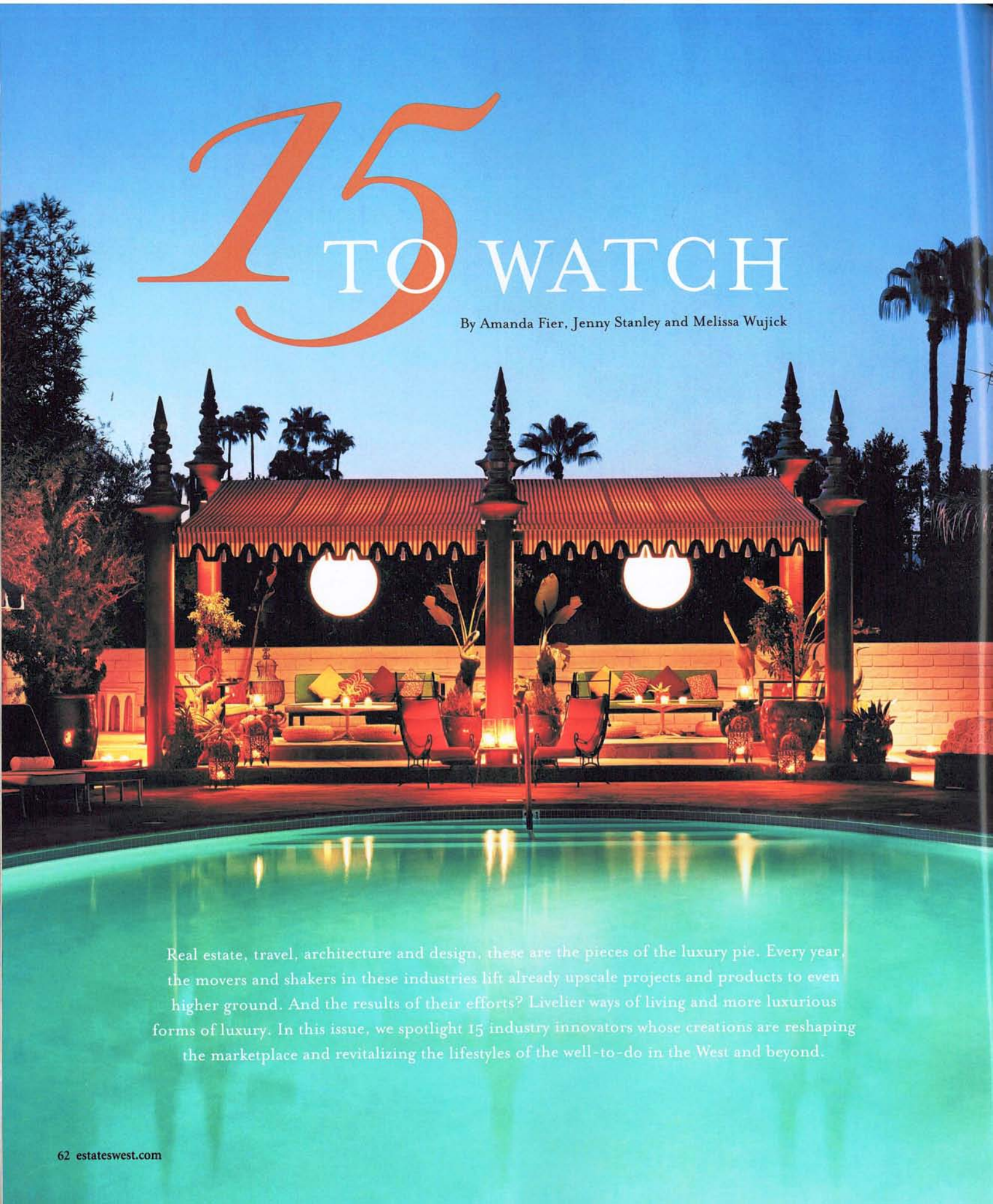
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By Amanda Fier, Jenny Stanley and Melissa Wujick



Real estate, travel, architecture and design, these are the pieces of the luxury pie. Every year, the movers and shakers in these industries lift already upscale projects and products to even higher ground. And the results of their efforts? Livelier ways of living and more luxurious forms of luxury. In this issue, we spotlight 15 industry innovators whose creations are reshaping the marketplace and revitalizing the lifestyles of the well-to-do in the West and beyond.



I3.

HORST SCHULZE
HOTELIER

Sitting in a comfortable position as vice chairman and former president and chief operating officer of The Ritz-Carlton Group, world-renowned hotelier Horst Schulze announced to his wife in 2002 that he was leaving the company to launch his own hotel enterprise. “My wife thought I was crazy,” Schulze says with a laugh. But for The Ritz-Carlton, he says, the picture was already painted—and there was an up-and-coming market to fill. “Besides,” he says, “the best part [of business] is in the creation.”

After introducing The West Paces Hotel Group (and winning back his wife’s support), Schulze found himself at the forefront of the hotel industry with a new philosophy. “I’m not catering to a market, but to individuals,” he says, explaining that the newest luxury hotel guests are not looking for a hotel experience, but a careful balance between privacy and activity. They want to see all a location has to offer and not be pushed aside by large groups. And given Schulze’s expertise in opening

dozens and dozens of hotels during his career, odds are he’s on the right track.

With projects underway like the new Capella Pedregal community in Cabo San Lucas with its innovative Yacht Club, Schulze is warming up the high-end crowd for the introduction of three new endeavors that, he says, may shock the industry. As all three projects are yet unannounced at press time, Schulze hints that one agreement has been made near the Rocky Mountains and another in a Western resort city. Some official announcements are expected this fall.

Though these new undertakings may prove beyond the imagination, you can bet they will emphasize the quality Schulze’s audience has come to expect. “I am the keeper of the values and standards of the organization,” he says, “I cannot compromise those standards.” However, he will exceed expectations. *The West Paces Hotel Group*, 404.842.7280, www.westpaceshotels.com. —J.S.