THE WINTER MILITARY WORLD GAMES – A HIGH-ALTITUDE ATHLETIC ASSAULT IN THE ITALIAN ALPS

MONOCLE

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The ascent of Brasilia: Sharpening Brazil's foreign policy

Monocle **REPORTS** *on why yellow and green are the new red, white and blue in international diplomacy*

SEVEN STEPS TO DIPLOMATIC SUCCESS

1. Create a school for grooming diplomats
2. Pick a foreign minister with clout
3. Go on an embassy building spree
4. Invest in your own homemade (Embraer) Air Force One
5. Champion a new world view
6. Use culture to woo reluctant friends
7. Show off your sexy foreign ministry

A NATION ON THE UP

1. **BRAZILIAN DIPLOMATS:** Forty per cent more since 2002
2. **EMBASSY OUTPOSTS:** New bases from São Tomé to Pyongyang
3. **SHUTTLE DIPLOMATS:** A fleet of jets to cover the globe
4. **SEAT OF POWER:** Brazil lobbies for a Security Council seat
5. **NEW ALLIANCES:** The freedom to choose friends
6. **MAVERICK TOUCH:** Shaking up the old order on its own terms
7. **GOOD WILL:** Exploiting its softer, appealing attributes

Brasilia
Home of the new diplomacy

D/D DESIGN DIRECTORY
32-page special section for home and office

The Ministry of External Relations' Itamaraty Palace, Brasilia
Building designed by Oscar Niemeyer

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UK £5	SEK 95
USD $10	JPY ¥2,310
EUR 12 (GER)	AUD $12.95
EUR 10 (ITA)	SGD $19.90 (w/gst)
DKK 122	CDN $10.00

01 **Watch out:** Hong Kong's watch, electronics and gifts trade fairs are the biggest in the world. The most prestigious, the International Jewellery Fair in March, has been subject to heists by international crime gangs, but this year high security kept the thieves at bay.

02 **Export leader:** Hong Kong continues to top the export league tables in the retail sector. It's the world's second largest exporter of everything from fur products to watches to umbrellas to handbags.

03 **Shopping trips:** Chinese mainlanders spent some €31bn at destinations abroad, including Hong Kong, Macau and Taiwan, last year. Many shop in Hong Kong because of the city's low VAT.

Business-matching

Many of the Mangos and Nexts of the world go through Hong Kong to source Made in China buttons and fabrics for their latest collections. In fact, 600,000 international buyers pass through every year, sampling products at Hong Kong's trade fairs where they are bussed from supplier to supplier with the help of a small army of "business-matchers".

Employed by the Hong Kong Trade & Development Council (HKTDC), the 220-strong team save buyers' time and effort by finding the right suppliers on the ground. The process is made even easier with the HKTDC's sourcing web-portal, which also runs on iPhones and BlackBerrys, and its 15 trade publications, which go out to five million subscribers worldwide. And how much does HKTDC charge for the trouble? $100 (€74) per sourcing-job. — LL

Q&A: *Grace Ching*

Ching (*right*) is the buyer for ceramics shop Loveramics. Our best buy? The colourful dinner sets.

How are customers' shopping habits changing in Hong Kong?
Instead of shopping at Causeway Bay [malls], they'd now rather go to little streets like Tung Street where we're based. It's a good sign – retail in Hong Kong isn't boring anymore.

Why did you pick Tung Street to open Loveramics?
Sheung Wan has a very strong character – the buildings are old with high ceilings and, thanks to all the art galleries, it's a very cosy neighbourhood. My husband and I came here every night after dinner for about three months and knocked on everybody's doors until we found this space to rent. — LL

Q&A: *Jennifer Woo*

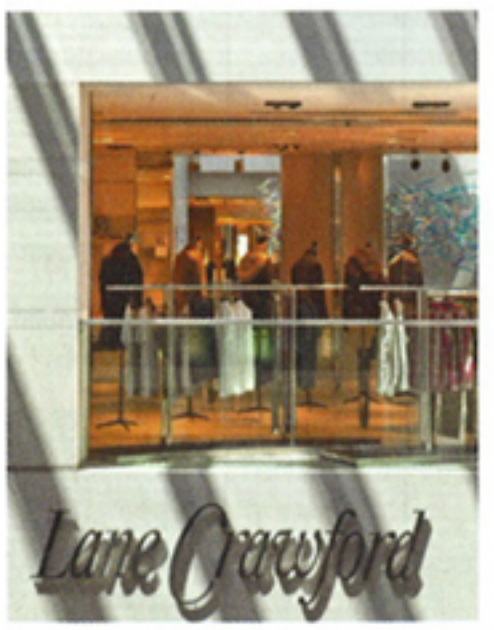
Woo (*right*) is the charismatic thirty-something president of Lane Crawford department stores. In seven years, she transformed the brand from high street to high-end after her father, the owner, handed her the creative reins.

What makes Lane Crawford unique?
Lane Crawford is an icon in the landscape, a brand born here 160 years ago that has developed with Hong Kong and its people.

What is the difference between Hong Kong and mainland customers?
Hong Kong customers had earlier access to luxury brands and so from a retail point of view they are more mature. The mainland customer is savvy, curious and adventurous when it comes to fashion.

Who and what are your international benchmarks?
We look to the five-star hotel service renowned in Asia, and to another iconic Hong Kong brand admired for its customer service, Cathay Pacific.

What's next?
We celebrate our 160th birthday, making us one of the oldest retailers in the world. We'll celebrate with exciting programmes that take heritage and reinterpret it for the future, with a twist. — ST



Q&A: *Douglas Young*

In a city relentlessly focused on the future, Douglas Young has made a name for himself by looking backwards. Goods of Desire (*top left*), the homeware and clothing shop he founded with partner Benjamin Lau in 1996, celebrates Hong Kong's heritage by playfully mixing retro and modern. Never has the store's nostalgic merchandise been more relevant than today, as the city seeks a new identity in the shadow of rising mainland China.

What is G.O.D.'s mission?
It's about pride, recognising ourselves, our own culture. I would consider my work a success if people felt more pride in what we have achieved.

What defines Asia?
The appetite for change. In the western world, there's tremendous inertia against change. Asians always want the next new thing – a new restaurant or fashion trend.

What would you fix about Hong Kong?
The standard of public design – street signs, railings – is just horrible. — AH

Just a start: Swire's investment in small-scale retail around Wanchai is encouraging but Hong Kong would benefit from more independent shops.