

# Experience the very best



## Members of Botiga enjoy the ultimate in luxury lifestyle through a portfolio of private properties scattered around the globe

"When you arrive at the villa your favourite wines are in the cellar, family photos on the mantelpiece and cigars are in the humidor." This sentence is uttered by Botiga co-founder Kit Harrison, and perfectly encapsulates the experience that members of the club can look forward to.

Botiga is a work of passion for Kit and his business partner Peter Scott. They have extensive experience in the travel industry, having run Descent, the most luxurious chalet operator in the Alps for over a decade and with great success.

Discussing the reasons for the forming of the company, Kit explains, "There are many people who love the choice that they get from hotels, but they can't stand the lack of privacy or having to abide by someone else's dress code or eat from someone else's menu plan."

For these reasons many people decide to buy a property abroad,

but this can involve a huge financial outlay and returning to the same place year after year.

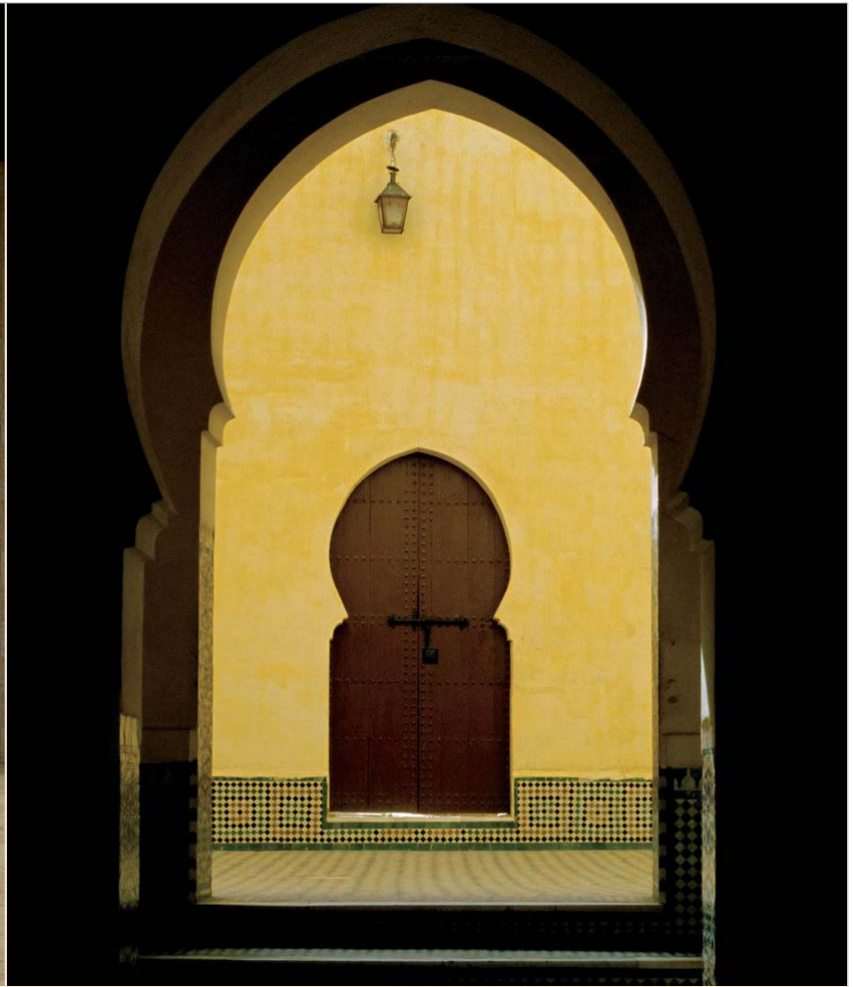
The Botiga solution is refreshingly simple: shared ownership by like-minded people of a portfolio of fabulous properties worldwide, the purchases funded by shared subscription and the running costs by the payment of low annual dues. In this way Botiga members invest in a diversified portfolio at a fraction of the cost of a single property and benefit from its increase in value and availability all year round, all without the hassle of upkeep.

The club is currently finalising the purchase of the first five of 60 luxury properties that will initially make up the Botiga portfolio. They encompass some of the world's most desirable locations; Marrakech, Andalucia, Provence, Mallorca and a lodge set in a private game reserve in Kenya.

Kit, a man who has seen more than his fair share of impressive property, speaks with a degree of awe in his voice about the private residence in Marrakech: "It's one of those buildings where you go in and just instantly feel a sense of peace and tranquility. The interior has been designed by Nicky Haslam and the grounds by Miranda Brooks. It is one of those rare buildings that makes you feel energised and alive, with a stunning backdrop of the High Atlas mountains."

As Kit goes into detail about the property it's easy to see why he is





so enthused; 10,000 square feet of living space with a separate guesthouse set amongst five acres of private olive groves. There is also a swimming pool, water garden, tennis court and Moroccan style hammam. All of this luxury is based in one of the most exciting and up-and-coming destinations in the world.

There are different levels of membership available, the most popular being the Charter 1000 Membership and Charter 500 Membership. The Charter 1000 Membership, which is full membership, allows for between four and six weeks away a year. However, the founders of Botiga realise that, in today's climate, finding time to get away can be difficult. This is exactly why, due to feedback, the 500 Membership was created, which has lower dues and allows two to three weeks use of the properties a year.

Botiga is a club owned and used exclusively by its members. All properties are purchased after consultation with members and, appreciating how quickly individual circumstances can change, switching between different levels of membership has been made easy and hassle free.

Although the demographic of the club is varied, Kit acknowledges that there are certain common characteristics. "They are high net worth and tend to be entrepreneurial, very driven, travel extensively, understand what the best is, and expect it wherever they go."

The exceptional standard of the properties provides the best in accommodation, but Botiga offers much more than just that. A whole luxury service is provided. Each property comes equipped with a staff that comprises, as a minimum, a manager, chef and maids.

The service begins even before a member has left home. A personal assistant is assigned who arranges every detail of the break; the chef is briefed on which foods to cook and when; the cellar is stocked with whatever wines and champagnes are desired and the property packed with much-loved films and music. In short, every effort is made to ensure the highest standards of living are constantly attained.

Membership of Botiga is by invitation only and a select 30 Founder Members form the initial core. The Founder phase will close shortly and only a few remain available. Not only do Founder Members benefit from the lowest share price, but their first two years of membership are dues-free. Furthermore, before Botiga's own portfolio opens in the spring next year, each Founder Member can enjoy their choice of Descent's chalets for a complimentary week's skiing this winter.

Asked to sum up the Botiga experience, Kit pauses, just for a second, and says, "It's like returning home – even if you've never been there before." ■

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