MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

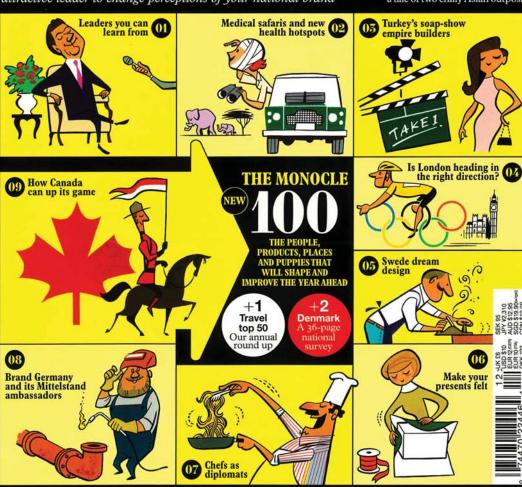
Our 2011/12 Soft Power survey: Who's got it – and who's lost it

Why sometimes all you need is a good song, a hot artist or an attractive leader to change perceptions of your national brand

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- A AFFAIRS Leadership race: masters of modern statecraft
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- D DESIGN Baltic bolthole: a cosy island retreat
- E EDITS Our global Christmas gift guide, plus Italy's pasta power battling for minds and tummies

EXPO A river runs through them: a tale of two chilly Asian outposts









Travel Top 50

44/50 **QANTAS'S NEW** PREMIUM PROJECT

Most eagerly airline awaited project

There's still considerable mystery surrounding what form Qantas's new "premium" Asia-based airline will take. What is known is that short-haul Airbus aircraft will form the bulk of the fleet but beyond that there's little else that's clear. Will it resemble PrivatAir and function with a one-class, low seat count and high service? Or will it be a hybrid offering two classes but cater to business class travellers? Whatever the model, we're keen to see how it shakes up the upper end of the Asian market.



42/50 SUNSPEL BOXERS Ideal in-flight companion

If you like to fly in cool comfort then we can highly recommend Sunspel's boxers for their trim cut and high-quality cotton. Not only are they perfect for keeping everything comfortable for longhauls between Europe and Asia, they're also good under our ideal in-flight combo.



43/50 THE UPPER HOUSE

Best set-up for in-room entertaining

It's not always appropriate to invite people back to your room for drinks but when it is, the Upper House offers the best arrangement for fixing cocktails, playing tunes and getting in the mood. The finishes are elegant, the views captivating and the lighting ideal for hosting a few or just a chosen one.





