

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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- A AFFAIRS** Oil minus corruption: Ghana gets rich nicely
 - B BUSINESS** Pulling the rug: Iran's carpet makers get knotted
 - C CULTURE** The best media store in the world? Tsutaya's big bet
 - D DESIGN** A New Zealand beach home with a Herbst crust
 - E EDITS** Locking up your money in Milan, a Stockholm 'hood and an Austrian culinary classic
- EXPO** Southern comfort: the Charleston craft revival

Charm, the next offensive. Is it time to go back to finishing school?

Why businesses, brands and nations need a new buzzword for 2012 and beyond. **MONOCLE REPORTS** on the top charmers



1 SMILE
...
A small gesture transforms transactions and makes them matter

2 BE HONEST
...
Be proud of qualities that can't be faked

3 BE TRUE
...
Have an opinion. Don't workshop your vision

4 BE FRIENDLY
...
We all want a bit more warmth

5 AND...
...
Charm is not measurable. Bad luck for copy-cat firms



Konnichiwa!
OUR JAPAN TRAVEL GUIDE
A MONOCLE GUIDE TO THE WORLD'S MOST CHARMING NATION

HEAD FOR THE HILLS:
Get your skis on for a tour of the Japan Alps (also home to famed puddings)

LISTEN TO THIS:
From J-pop to traditional tunes, you'll be filling your tote with CDs from a Nippon tour

WELL GROOMED:
Even the fluffed-up ponches are exquisitely coiffed (and behaved)

TAKE THE BULLET:
Ride the Shinkansen to see Japan at high speed

0 744 70 22446 4

02	UK £6	SEK 95
	USD \$10	JPY ¥2,310
	EUR 12 (est)	AUD \$12.95
	EUR 10 (est)	SGD \$18.90 (est)
	DKK 122	C\$N \$10.00

D
BRIEFING
Fashion

Scaling up

Stockholm [HUMAN SCALES]

Somehow Swedes always manage to get it right and the 2007-launched Human Scales is no exception. Set up by a group of friends as a jeans-only brand, the label has now grown into offering a wide collection of men's jackets, tees, shirts, jerseys and knitwear. The signature scales logo, created in collaboration with Stockholm's graphic design studio Chevychase, is on every garment and adds to the simple designs. The Winston jacket (pictured) from the Archipelago collection will keep you warm and on-trend even on the windiest days. — NG humanscales.se



Bright ideas

Paris [MANUFACTURE DES RIGOLES]

Looking for this season's perfect tote? Well, here you go. Made in St-Malo and Paris, designer Félicie Bajard's creations play with leather, canvas and porcelain detailing. And all these vivid colours to get you out of the winter blues. Go ahead, brighten up! — NG manufacturedesrigoles.com

Shoe heaven

Hong Kong [SHOE LIBRARY]

Created by interior designer Andre Fu, Lane Crawford's newly opened shoe gallery spreads over the astonishing 2,300 sq m. Romano marble and lush rugs from the Fu Collection for Tai Ping Carpets plus over 80 bespoke pieces of furniture serve as a backdrop to the abundant collection of shoes by the likes of Giuseppe Zanotti, Robert Clergie, Chloé and Lanvin. Everything from the main Great Room area and the Market Place, with its dark wood room dividers, to the fashion-inspired pastries at the Library Café was conceived to offer a top-notch shopping experience. — NG lanecrawford.com



- Best buys:**
- 01 Lanvin leather flats
 - 02 Sam Edelman's Renzo studded suede ankle boots
 - 03 Pierre Hardy's suede peep-toe high-heel pumps



Star stripes

New York
[EDITH A MILLER]

Jennifer Murray and Nancy Gibson of the recently launched womenswear label Edith A Miller are taking over a French classic – the sailor stripe. All pieces are made in a family-run knitting mill in Mohnton, Pennsylvania. We love the casual ribbed cotton day dresses and tops. — NG edithamiller.com

From the top drawer

Rotterdam [ALFREDO GONZALES]

"Socks are the most underrated piece of clothing in someone's wardrobe," says 28-year-old coffee shop entrepreneur turned sock manufacturer Dennis Ebell. Ebell who grew up in a Dutch-Mexican household launched this dandy collection of socks last November named after his alter ego, Alfredo Gonzales. These cotton socks promise to live up even the gloomiest days and outfits. — TSE alfredogonzales.com

