

TRADER

JUNE/JULY 2000

TOP TRADING CITIES

• LONDON
• ZURICH

• DUBAI
• PARIS

OUR DEFINITIVE RANKING
OF THE WORLD'S 50 BEST PLACES
FOR RULING THE MARKETS

THE NYMEX MILLIONAIRE
FROM FLOOR TO FORTUNE
WHO MADE WALL STREET

LUXURIOUS LINKS
ST. ANDREWS, BALLYBUNNY
AND THE 10 GREAT
GOLF RESORTS ON EARTH

THE BUGATTI VEYRON
RUNS RAMPANT

THE FINANCIAL
• SMOKY SCOTCH
• PRIVATE EQUITY
• SPORTS WATCH

PETRO
FUTURES
MAN FINANCIAL



Display until August 27

OPEN

PARTIAL SUCCESS

Luxury goods, half off! If full ownership isn't for you, Fractional Life is here to help

MATERIAL WORLD

TRADERS, BEING TRADERS, often find themselves with a yen to pour their hard-earned market winnings into some gaudy, expensive toy — a roomy private jet, say, or a sleek yacht. Yet who needs the cost and hassle of having to de-frost your own wings on some dodgy Luton runway or power-wash the barnacles off your once-pristine hull? Fractional ownership renders those questions moot — and FractionalLife.com can help.

Founded late last year, the City-based company is a one-stop clearing house for any trader interested in a broad overview of fractional plans worldwide. It offers a host of high-end merchandise in which you can purchase a stake, giving you the benefits of ownership (private use, albeit with some strings attached) and none of the burdens (de-frosting, barnacle washing, etc.).

Care to own a piece of a prize racehorse? Enjoy classic cars, elegant wines, posh destination clubs, fine art? Queue right up. You can even pick up a share in such ephemera as women's handbags (if you're a cheeky type



TUNNEL VISION: A sleek black Lamborghini Gallardo, one of Fractional Life's many automotive offerings

with, shall we say, diverse interests), Swiss cows (you can have their milk made into cheese according to your exact specifications) and British pigs (impeccably raised to assuage the fears of anyone worried about antibiotics, growth hormones or, of course, the dreaded Mad Pig Disease).

Traders interested in learning more can do so quite easily; the massive three-day Fractional Life Expo starts August 20 at the

City's Broadgate Arena. Admission is free, and the company's full range of options — OK, maybe not the cows or pigs — will be on public display. It's surely a market on the ascent: "The way society defines luxury is becoming more experiential," says Fractional Life founder Piers Brown, who's so mad for fractional ownership that he wrote his MBA thesis on the topic. "It's not all about what you own — it's about the luxury experiences you have."

TUNES

Their Generation

REVISITING THE ORIGINAL ROCK FESTIVAL, FOUR DECADES ON



THESE DAYS, for better or worse, bloated rock jamborees are such a staple of summer that last year even offered the curious spectacle of Hedgestock, a trading-centric "festival of networking" north of London that was about as countercultural as a Bruce Kovner piano recital at Juilliard.

More in tune with the spirit of such events is *Monterey International Pop Festival* (Razor &

Tie), a new box set commemorating the fortieth anniversary of the original rock extravaganza — a halcyon hippie hoedown in northern California that predated the far-more-famous Woodstock by two full years.

The performances captured here are excellent, from the first major U.S. appearances by Jimi Hendrix and Janis Joplin to previously unreleased versions of

now-ubiquitous classics from Simon & Garfunkel ("Sounds of Silence") and Buffalo Springfield ("For What It's Worth"). Other highlights come from the Who, famously hoping to die before they get old; Otis Redding, tearing through his greatest hits just seven months before perishing in a plane crash; and local favourites the Mamas & the Papas, bringing the curtain down on three days of free love, LSD

brotherhood and poor hygiene with a triumphant "California Dreamin'."

This two-disc museum of classic rock, its sound as shiny and pristine as Dick Grasso's bald head, richly evokes that far-off time when Baby Boomers, however naively, genuinely believed they could change the world. In the event, naturally, the world changed them: In 2006, 62-year-old Roger Dalt-

rey and what was left of the Who headlined Hedgestock, turning both Marshall stacks and hearing aids to 11 while traders milled about sedately, a drink in one hand and a market-quoting BlackBerry in the other. The Summer of Love might be as dead as Daltrey once hoped to be by now — but the Monterey Pop Festival, reinvigorated by this scintillating collection, will surely live forever.

TRADER TICKER

150

NUMBER OF PEOPLE, IN THOUSANDS, EXPECTED TO PERUSE THE FRACTIONAL LIFE EXPO AT BROADGATE ARENA FROM AUGUST 20-22

200

ESTIMATED NUMBER OF ATTENDEES, IN THOUSANDS, OF THE MONTEREY POP FESTIVAL FROM JUNE 16-18, 1967

