







MALLORCA: A PERFECT POST-CANNES ESCAPE

The Spanish island, beloved by stars like Michael Douglas and Joseph Fiennes, is rising in appeal as an understated and relaxing spot for a getaway, whether for a stay in a suite at a luxury hotel or horseback riding among rolling hills: 'You don't ever see anyone in high heels. Everyone's in jeans and a T-shirt'

By MARK ELLWOOD

The skies over Mallorca last summer were so busy that only the banking hub of Geneva bested them for private jets. So says Elliot Krauze, who runs the high-end local concierge firm Milagro. Since moving to the island from the U.K. seven years ago, he's watched it transform from a fly-andflop spot for package-holidaying Brits and Germans to the Mediterranean's discreet, elite island, equal parts Sardinia and Capri. "It's a real mixture of new and old money," Krauze explains. "Our business is catering to all those people." Just don't go there for a showy getaway, cautions London-based fashion exec Daisy Hoppen, who has long had a family home in the countryside. Mallorca is upscale, chic and understated. "You don't ever see anyone in high heels. Everyone's in

1 La Residencia Hotel in Deià is part of the LVMH-owned Belmond luxury group. Gwyneth Paltrow, Tom Hanks nd Harrison Ford are past guests. 2 Naturacavall operates horseriding excursions (from around \$66 ours) around the island. 3 Listed with Alby Euesden of The Agency, this six-bedroom, 7,100-square-foot house boasting sea iews is on the market for about \$14.9 million. It's in Santa Pon west of the capital city of Palma

jeans and a T-shirt," she says. "There's no real nightlife – this is a day island."

It's also a huge one — about 1,400 square miles — so choosing the right base is vital. Skip the capital, Palma, which can be overrun with cruise visitors, and instead burrow north toward Deià. It's long been a favorite with bold-faced stars and creatives. Ava Gardner was a regular visitor, Andrew Lloyd Webber summers there, and Michael Douglas bought an estate in nearby Valldemossa in the 1980s: The 250-acre S'Estaca was rumored to be on the market until he bought out his ex-wife Diandra Luker's share so he and current wife Catherine Zeta-Jones could continue visiting. If you can't score an invitation to stay with them, opt for a suite at the honey-colored Belmond hotel La Residencia (rooms from \$1,682 a night).



This summer, British photographer Kate Bell and her friend Magnus Reid, a chef turned artist, will open Hotel Corazon (rooms from about \$500 a night), just between Deià and nearby Sóller (pronounced SOY-uh). Book the El Corazon suite, with a vaulted ceiling and private terrace.

Last year, English restaurateur Rory McCoy moved to Sóller with his Spanish wife to open Mister McCoy's Island Ices, an ice cream shop that also sells organic wines. Idle over a long lunch at the Patiki Beach cafe, on the sand in Port de Sóller on the coast, and don't be surprised to see the likes of stylist Camilla Nickerson or photographer Gray Sorrenti at the next table.

If you want to follow the lead of Hoppen and fashion designer Katharine Hamnett, who has long owned a home there, note that the best location to buy is inland, nestled within the mountains — that's where Joseph Fiennes bought a home more than a decade ago. Think close enough to Deià to visit for dinner, but still secluded. The area's fincas, or old farmhouses, "stay really cool in the summer," according to Hoppen, who adds, "but an outdoor shower is a must" to beat the heat. Among the brokers to know are Max Gennel of Gennel Properties, The Agency's Alby Euesden and Eddy Barrera of Engel & Völkers.

Mallorca is a sporty, outdoorsy destination, with superb canyon-like hiking in the interior — the Tramuntana mountain range is a UNESCO World Heritage site, all rolling hills and charming mountain villages. Book a day exploring on horseback with Naturacavall, which offers various itineraries, including pit stops on barely visited beaches along the coast. And don't miss the chance to finesse your backhand at Rafael Nadal's academy; the Mallorca-born superstar has his own tennis school in the east of the island. The best base from which to focus on all things outdoorsy is one of the towns in the hills — try the 43-room hotel Castell Son Claret, just outside Es Capdellà (rooms from \$473).

And make time to get out on the water — chartering is relatively affordable versus scoring a superyacht in St. Tropez, according to Krauze (prices vary widely depending on the size of the boat but many run in the low- to mid-four figures). "Day charters are common, and smaller yachts are easy to book. You can pop over to Ibiza for a couple of hours," he recommends. Look out for yachts owned by Laurene Powell Jobs and Jack Ma, which regularly moor in Mallorca.



MYKONOS' ALL-OUT VILLA WARS

Competition is hotter than ever for the limited number of 'royal-worthy' rentals on the star-loved Greek isle

ach July, the idyllic Cycladic islet of Mykonos goes to war. The victors claim sprawling, ultra-luxurious party palaces, built for sipping retsing with the world's rich and famous. The less-privileged check in to double-bed hotel rooms.

A 33-square-mile speck in the Aegean Sea, Mykonos has one of the densest inventories of luxury private villas anywhere in Greece. In the summer, its population swells from about 15,000 to over 200,000 well-heeled sun-seekers each week. Last year, Elon Musk, Nicole Scherzinger and A-list stylist Warren Alfie Baker all visited. but it's the multitude of semi-anonymous European billionaires, Middle Eastern royals and American status-seekers who really keep the island's villa economy afloat.

Big names and big money are, of course, nothing new to the island. Long before Lindsay Lohan opened her ill-fated Beach House and billionaires packed out exclusive nightspots like Scorpios, Grace Kelly, Jackie and Aristotle Onassis, and Sophia Loren basked on its shores. What is new is a post-pandemic supply-and-demand crunch. Last summer, Mykonos saw record tourism (with 220,000 during one week in July), and brokers, villa owners and the government are now bracing for the peak late-summer season to be bigger.

"Mykonos is like a boutique," says Elpida Kennedy, the concierge behind the rental agency Kennedy's Group. "And last year, we saw about 30 percent more business. Many people make their reservations for next summer when they check out."

Last summer, at the 12-bedroom villa dubbed Mykonian Fantasy in Houlakia on the northern coast, an impasse unspooled between two royal renters, according to a source who asked to remain anonymous because of an NDA, "'Prince A' decided not to leave the villa," says the owner.



include Breeze Villa (top) and the eight bedroom Serenity Psarou Estate (abo which starts at about \$9,900 a night and comes with a staff of 10.

"He was having so much fun and he told his agent that he would extend his stay regardless of the contract."

However, a member of a different royal family had booked for the following week. When "Prince B" arrived and found his villa still occupied, he felt "insulted," and a team of amateur diplomats scrambled to produce a rapprochement. After two days of negotiation, Prince A offered Prince B a week on his yacht — "one of the most iconic boats in the world," the owner says. They lived happily ever after."

There are about 400 commercial villas on the island and about 120 private villas. But less than 10 are really beyond luxurious, or "royal-worthy," according to Kennedy, who adds that top properties can cost up to \$200,000 per week, while \$20,000 per week is a more standard price.

Complicating matters, brokers say Mykonos operates under a strict code of "first come, first served" and that bidding wars are mostly verboten. And, like some things in life, it can come down to being Instagram hot and culturally relevant. "Properties like these look at your profile," says Kennedy, "They decide if they want vou there or not." — CHRISTOPHER CAMERON



ST. TROPEZ, **BUT MAKE IT ITALIAN**

Forte dei Marmi on the Tuscan coast is a lure for Milan's fashion set and celebrities

he Tuscan seaside town of Forte dei Marmi became a tourist hotspot in Italy's dolce vita hevday. Ferocious local zoning laws, and a preference for discretion among the wealthy

who vacation there, have kept it largely unchanged since the Agnelli family and other wealthy Milanese turned it into Italy's answer to the Hamptons. And though it's a favorite of Miuccia

Prada, Giorgio Armani and Andrea Bocelli, all of whom have homes there. Forte's elegance is low-key — bicycle, not smokywindowed Escalade, is the default way to get around.

What first lured visitors was the beaches, which are wide. golden and miles-long, far more appealing than the pebbly patches that dot the Amalfi Coast for example — no wonder Naomi

Campbell and Zoe Saldaña have been spotted in Forte dei Marmi Even better, the sands are a few minutes' walk from the center of town, and are quilted with private beach clubs including Piero and Bambaissa, which serves terrific spaghetti with local clams. Nightlife is among the liveliest in the Med: Book a table at Twiga. the club owned by Formula One maestro Flavio Briatore, or indulge



in some time-warping disco moves at either Seven Apples or La Capannina, For accomnodation, consider the Chateau Marmont-like Augustus Hotel & Resort, with seven stand-alone villas amid a sprawling garden.

> The area, says Giacomo Maschietto, whose family runs the Augustus, is "like Palm Beach, with the feeling of St. Tropez." — M.F.

Hotel & Resort in located on the Ligurian Sea abou an hour and a hal west of Flore