

Editor's CHOICE

Aaron Basha



JEWELRY SHOULD NOT ONLY sparkle itself, but should intrigue its viewers while also adding a little twinkle to the eye of the wearer. And no designer knows this better than Aaron Basha, the world-renowned jeweler whose beautiful rings, bracelets, charms, pendants, pins, and necklaces celebrate the joy of life. In 18 karat gold, diamonds and gems, and a dazzling array of enamel colors, Basha designs represent lady bugs, baby shoes, sea horses, robots, hearts, teddy bears and more, that are all a delight to the senses and capture the spirit of childhood whimsy.

Family inspires Basha, a third generation jeweler who has recruited his four children to work in the business. And his family, who all share a passion for jewelry and exquisite craftsmanship, personally greet customers at the door of their flagship store on New York's Madison Avenue. The jewelry is not only intricate, it's captivatingly sentimental, and Basha's designs have become an obsession among the highest stratosphere of celebrities.

Madonna, Elizabeth Taylor, Princess Caroline of Monaco, Catherine Zeta-Jones, Heidi Klum, Demi Moore, Melanie Griffith, and Faith Hill, who all consider themselves children at heart, are all loyal customers of Basha's. And it's not only women who seek the good luck and happy thoughts that come from purchasing Aaron Basha jewelry. Antonio Banderas, P. Diddy, Larry King, Lee Iacocca, and Mohammad VI, the King of Morocco, have made purchases from the often-praised Basha cufflink collection. Lord of the Rings creator Peter Jackson is an enthusiast, not surprisingly, of the ladybug ring.

Unlike jewelry that merely shows off, Basha's adorable designs are social, and stimulate conversation. The pieces are meant to evoke optimism, warm feelings, and well wishes. And Basha carries that spirit into the world, through his affiliation with the United Nations Children's Fund (UNICEF), which is the jeweler's official charity. Honoring family, love and children, are preeminent in the work of Aaron Basha. ●



Charms and a necklace from Aaron Basha's new Rose Gold Collection

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*L'Atelier de
Joël Robuchon*



Joël Robuchon

AFTER TRAVELING THE globe in search of the world's most exceptional cuisine – not a terrible assignment – visionary hotel owner Ty Warner discovered L'Atelier de Joël Robuchon and pursued its master chef and namesake. The task took two years and culminated last fall in a staggering new culinary experience in New York,

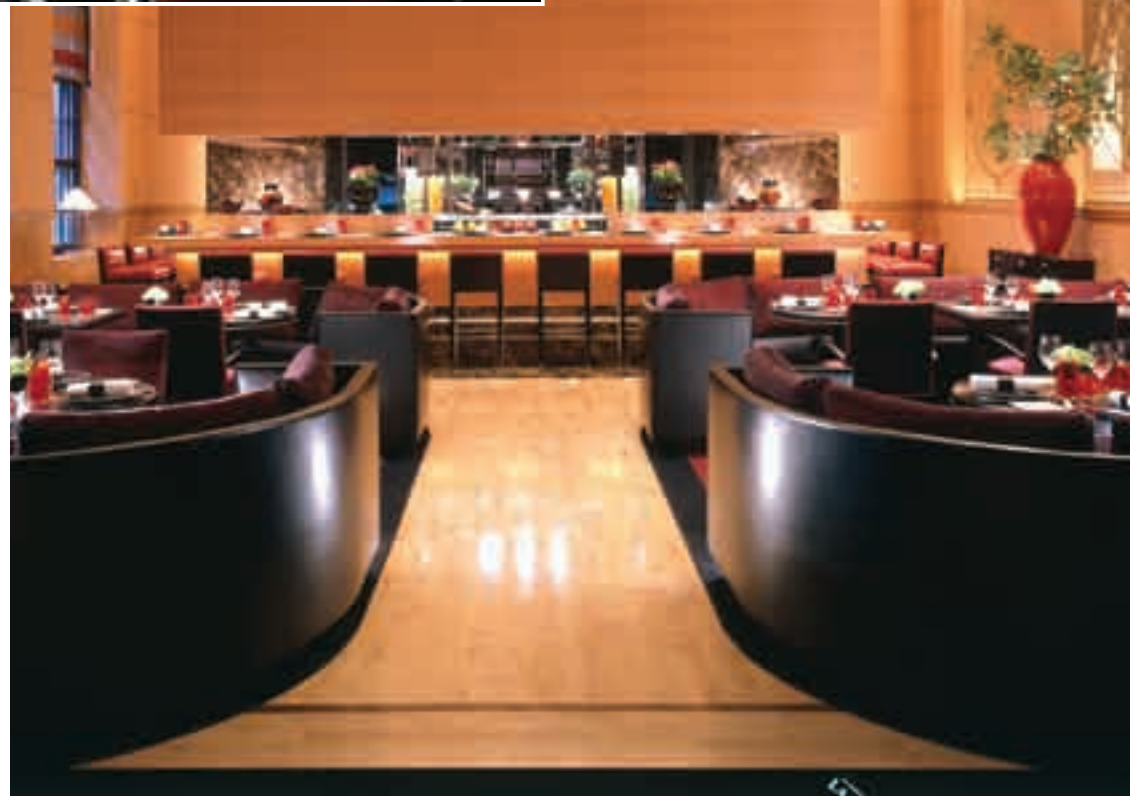
at the Four Seasons Hotel.

Luxuriant but uncomplicated, L'Atelier, French for an artist's studio, is the perfect balance between precision and imagination, a formula that produces some of the most astonishingly delectable cuisine west of Paris, and what is easily the most authentically French menu in New York. An extensive global selection of wines has a strong French presence with significant representation from major wine-growing regions around the world.

Aesthetically, Warner wanted a restaurant that would not only be one of the finest in New York City, but one whose style would complement its home, the I.M. Pei-designed Four Seasons Hotel. As such, the pure ingredients and graceful presentations are magnificent additions to Pei's suave architectural landmark. L'Atelier's casually elegant décor, a creation of interior designer Pierre-Yves Rochon, employs the classic theatrical setting – the audience of diners faces the kitchen stage.

Widely acknowledged as a culinary genius, Joël Robuchon opened his first restaurant in France in 1981 and since then has revolutionized French cooking, introducing modern innovations and cross-cultural interpretations. His touch has become known as "cuisine invisible," a blending of disparate flavors into a brilliant whole. He opened the opulent Joël Robuchon in Paris in 1994, followed by other successful restaurants in Macau, Paris and Tokyo. At L'Atelier at the Four Seasons, his creations are brought to life by his longtime protégé, Yosuke Suga. ●

The bar of L'Atelier de Joël Robuchon, with some of Mr. Robuchon's signature dishes



Editor's
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Riingo Restaurant

THE INTERNATIONALLY-RENOWNED MARCUS Samuelsson is continuing to make a splash in the New York culinary scene. The talented young chef, who was responsible for the Scandinavian-fusion sensation Aquavit, opened Riingo inside the Alex Hotel three years ago and continues to surprise and delight with his innovative, flavor-driven interpretations of American and Japanese classics. The restaurant, which is as tastefully modern as the hotel in which it resides, features Samuelsson's fusion concepts delivered by fellow Swede and Aquavit veteran, Executive Chef Jimmy Lappalainen, an expert in sophisticated, ingredient-driven cooking.

The name Riingo is derived

from the Japanese word for that iconic symbol of New York City, the apple, and encompasses all of the inspiration and variety that the city represents. Open for breakfast, lunch, dinner, and weekend brunch, Riingo also supplies the room service for the imaginative Alex Hotel. Like the Alex, Riingo's space creates a warm, yet dynamic, atmosphere. It is conducive to both intimate dinners and a bustling bar scene. And its vibrant designs reflect the hospitality of both American and Japanese cultures, infusing the room with a mood that is warm, festive, and modern.

Choose between the seductive energy of

the main dining room, the semi-private bento booths, or watch creativity in motion at the stylish sushi bar. Riingo accommodates private parties on the mezzanine level. Cocktails and bar snacks are served in the glass-enclosed lounge. Food and atmosphere are fashionably upbeat. Wherever you sit, it's time to take a bite out of Riingo. ●

The Riingo dining room (top left); Private dining in Riingo's Wine Room (bottom left); Riingo's sunlit bar (below)

