



**Q&A WITH ERIK WACHTMEISTER,
FOUNDER OF ELITE SOCIAL
NETWORK, A SMALL WORLD.**

How does someone become a member of A Small World?

They have to be invited by a member. Approximately 20 percent of our members have invite rights.

Why did you want to incorporate exclusivity into the business?

ASW was a pioneer in social networking, opening the doors to its Web site almost five years ago. It was formed to address the needs of an existing community of well-connected people around the world who were looking for a platform to connect and exchange trusted information. ASW was also formed to satisfy the need for an intimate corner of the Internet, which is often plagued by information overload and rife with commercial bias and chaotic overtones.

What is the average profile of your male and female clients?

The average age of our members is 32, with a sweet spot between 25 and 40. More than 50 percent have graduate degrees, with 65 percent living in major cities in Europe. We have an eclectic mix of professional backgrounds in finance, management consulting, public relations, law, media and entertainment. We have more than 10,000 CEOs and our members tend to be leaders, tastemakers and trendsetters with a combined annual household income of more than \$100 billion.

ASW deals with the idea of global luxury. How do you think East Coast and West Coast ideas of luxury differ in America?

LIMITED ACCESS

West Coast ideas of luxury are different if you come from the North or the South! West Coast luxury tends to center more on the home, while the East Coast [focuses] more on an international lifestyle. European luxury is normally a bit more discreet and less ostentatious than what is found in America.

What are some of the best stories you've heard about people meeting on A Small World?

There have been countless marriages and babies, large business transactions, touching stories where members have helped each other in rather extreme circumstances. We had 13,000 member-generated events last year!

What perks are available to members?

We offer access to a social Google, as well as high-end and multipurpose Zagat-type city guides, spam-free messaging, a filtered Craig's List, a global event calendar, a high-end Monster.com and a real-time forum where you can get answers from experts around the world. Exciting member opportunities are constantly being offered from our brand partners. ■



**EARNEST SEWN
CUSTOM DENIM**

It usually takes years of dedicated wear to get your jeans to fit your body like a second skin, but denim emporium Earnest Sewn, which recently opened



in Malibu's Country Mart, can speed along the process with their custom-made jeans service. In two weeks (and for \$500-\$800), the denim aficionados at ES will take you through a range of different fits, premium denim choices, thread colors, pocket designs and hardware — from skull-and-crossbones buttons to 14-karat-gold-plated rivets to Japanese buttons and more — until you have a pair of jeans that is distinctly you. For added personalization, a replica of your signature off the order form is embroidered into the pocket lining.



MARQUIS JET Eco-conscious jet-setters are now trading in their private planes for Marquis Jet Cards.

To keep up with the times, the luxury aircraft company allows clients to purchase 25-hour flight cards as well as partake in their carbon-offset program, which reduces the company's environmental impact. Where: marquisjet.com