

SPECIAL WHERE ARE THEY NOW? (FOSTER WINANS, LINDA WACHNER, JAC NASSER, ROBERT CRANDALL, AND MORE ... (PAGE 101))

FORTUNE

DISPLAY UNTIL APRIL 23, 2007

MIKE BLOOMBERG:
Is 1600 Pennsylvania Avenue
in his sights?

BLOOMBERG

AND HIS MAGNIFICENT MONEymAKING MACHINE

Mayor Mike is a force of nature, but his company is the real star.
BY CAROL LOOMIS (PAGE 60)

PLUS
THE LOFTY
AMBITIONS
OF CITADEL'S
KEN GRIFFIN
(PAGE 80)

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Pimp My Jet

TAKE ONE MIDDLE EASTERN DIGNITARY. ADD AN AIRBUS A380 AND A \$150 MILLION DESIGN BUDGET. THE RESULT? A MAGIC CARPET RIDE. **BY EUGENIA LEVENSON**

PRIVATE JET travel has always been luxurious, but industrial designer Edése Doret is taking airborne opulence to new heights. He has customized some 26 aircraft interiors for governments, corporations, and individuals, among them a recent Boeing 747 in the style of Scotland's Skibo Castle, complete with grand staircase and wood-paneled walls. Demand for custom interiors has soared along with aircraft sales: A record-setting 885 business jets shipped last year, and Boeing alone sold nine wide-body planes, including five 787 Dreamliners, to the so-called VIP mar-

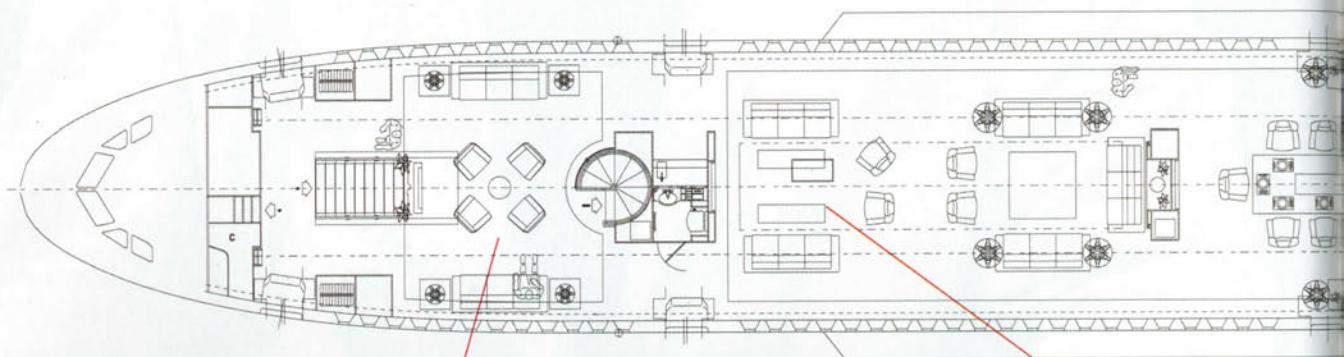
ket in 2006. Doret says clients are looking to deck out their high-flying homes with all the amenities they enjoy on the ground, from hot tubs to game rooms. Now he's midway through his most spectacular project yet: designing an Airbus A380 interior for a Middle East head of state. The plane—which has 6,640 square feet of cabin space on two decks—has not yet been delivered, but Doret estimates the cost of the interior will add \$150 million to the jet's \$300 million pricetag. "We're taking a mansion and putting wings on it," says Doret. He gave us an early peek inside his sketchbook.

Edése Doret, Edése Doret Industrial Design

www.edesedoret.com

This small New York firm draws on its expertise in product, interior, and graphic design to create custom cabins for aircraft ranging from Agusta helicopters to Boeing 747s.

MAIN DECK



• **Light touch** Wood details such as wall panels and cabinetry add texture and color while maintaining a modern aesthetic.



• **Grand entrance** Instead of a narrow hallway, the entry opens onto a bright seating area. In the background a grand staircase leads to the stateroom and guest suites.



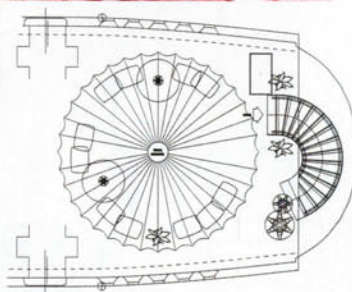
• **Inner space** Stainless-steel structures separate rooms, creating an open-plan layout that boosts the impression of space.



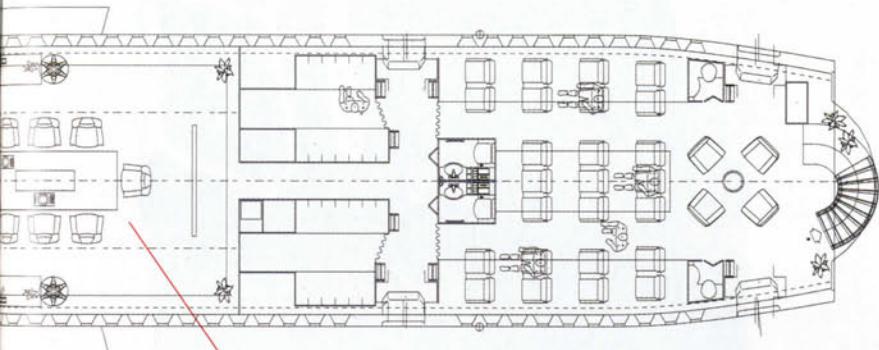
• **VIP lounge** With five couches and a tucked-away wet bar, this room is a movie theater, club room, and tea lounge all in one.



Desert nights Since the client enjoys desert retreats, Doret used leftover space on the upper deck to design a secluded area off the private dining room. He envisioned a cozy hideaway furnished with low tables and Persian rugs. On one side, the fabric-draped "tent" would open onto a mural of a glimmering desert view.



UPPER DECK



Seat with a view In addition to a 70-inch flat screen, the dining room features cabinets (to the left and right of the table) that house 42-inch pop-up monitors.



• **Living color** In contrast to neutral carpets and fabrics, leather upholstery punctuates the cabin in vibrant colors such as green and orange.

FLIGHT FASHION

If you've got the jet but can't tell a banquette from a bar stool, rest assured: These in-demand designers can help.

Jerry Gore, Gore Design Completions

San Antonio-based Gore crafts luxe interiors for the money-is-no-object crowd. Past projects include Boeing 767s for a former president of the People's Republic of China and Google founders Larry Page and Sergey Brin. To complement the made-to-order furnishings, Gore stocks cabins with custom Baccarat and L'objets glasses and dinnerware. goredesign.com

Andrew Winch, Andrew Winch Designs

As an apprentice designer at Jon Bannenberg's firm in the 1980s, Winch worked on outfitting Malcolm Forbes's Boeing 727. His own London firm specializes in yacht design but branched out to jets six years ago. Winch recently installed a wood ceiling on a Boeing Business Jet and designed a sushi bar for a client who enjoys making and serving meals to his guests. andrew-winch-designs.co.uk



Versace with TAG Aircraft Interiors

Exchanging one runway for another, the Italian fashion house now offers customized jet cabins through outfitter TAG Aircraft Interiors. The service taps designers, as well as fittings and furnishings, from Versace's home collection. To complete the look, label-conscious clients can also request the brand's signature Greek motif for the plane's exterior. tagai.aero

