

LA
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Classiques
MODERNE

Classiques Modernes is essentially a trinity. It is divided into three distinct but related divisions, working symbiotically.



Magazine



Real Estate & Lifestyle
Management Network



Real Estate Brokerage



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Lace, Grace & Rock 'N Roll

Designer: Laure de Sagazan
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Photo by: Laurent Nivelle



Immediately after graduating from the Ulfle School of Fashion Design in 2004, Laure de Sagazan was handpicked as a designer to join the prestigious BA&SH, founded by Barbara Boccara and Sharon Kriet.

For three years, she toiled her way in this trendy Parisian fashion house, allowing her to examine the youthful sensibilities of the modern woman. Perhaps not surprisingly, such close interaction with this particular demographic allowed her to discover that the world of fashion is of timeless interconnection. The desired styles of a 21st century woman is one interwoven in threads of passing fads, unfolding classics, historical and cultural reference and, amusingly enough, influenced by music of the era.

Laure's initiation to le monde de mariage was a fortuitous accident. A cousin had begged her to create a wedding dress, complaining that all the wedding dresses are too traditional, too uptight, too "poorly," or beautiful but completely unaffordable.

Sympathizing, she relented setting her imagination on a more bohemian and modern look that would not be egregiously expensive. Before she knew it, the dress was made and news of its success spread like wildfire by word of mouth. Orders started pouring in, so she decided to take a giant leap to go out on her own. Party quickly, she had completed twenty dresses and was employing three seamstresses!

Since then, she has lived and breathed wedding designs and has not had more than a minute to reflect on her surprising vocation. "When I left BA&SH I thought to myself that it was a gamble," she muses, "but happily, I do not regret a second of it now."

Laure attributes her design inspiration from many stained vintage dresses and lacework she had unearthed in flea markets. As a child, her parents used to bring her along to thrift shops and flea markets every weekend, and that was when her fascination with vintage clothing began. At the age of eight she started sewing, and a design was born.

Simply put, Laure describes her designs as a marriage of lace and rock 'n roll. She prefers dresses without petticoats because it "gives the dresses a sense of smoothness, movement, fluidity."

"Old undiscovered films, classics, old photos of women... all can hide little nuggets of inspiration, too." She continues, "Georgette crepe is my favorite, and I love small pearl buttons. I put them everywhere". Laure explains that she spends a lot of time working out the fine details of each dress, making sure they're both minimalist and elegant.

"For me, I think elegance means not being too obvious. I like that the bride can uncover a layer of mystery through the stages of ceremony. You have a first look that is already surprising and cool. Then after, the top is unveiled and the bride's look is transformed into something ultra chic, with a bare back that's minimally covered in lace, for example. This gentle unfolding is what makes it more dramatic and sophisticated," she adds.

In the end, Laure says her excitement and greatest pleasure truly lie in the challenge of capturing the desires, character and personality of the bride, one layer at a time.

No doubt this fast rising designer would be making the dream of a perfect wedding dress come true for many little girls all over the world. But what does she wish for herself? "I missed Kate Moss's wedding already... but Lou Doillon, Alexa Chung, Clementine Poesy? That would be nice!"

Classiques Modernes Magazine serves as a multimedia platform, which allows us to share various insights and discoveries about people, places, products and services that may be of interest to our real estate and lifestyle clients as well as the general public.

The first issue of *Classiques
Modernes Magazine* was
published online in June 2011.

Inaugural
Marriage Issue

I Do.

*"Marry for Love...
whomever they are,
whatever you are."*

Birthing Modern Traditions
for a Very Classical Concept

What's In:

The Art of Prayer
The Magic Mirror
String Along
Summer Lovin'
Love on a Leash
For Pete's Sake

PLUS:

Classiques Speaks, Classiques Voices,
Styles & Ideas and more ...



LA VIE 'IPSTER

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LIVE

WILLIAMSBURG

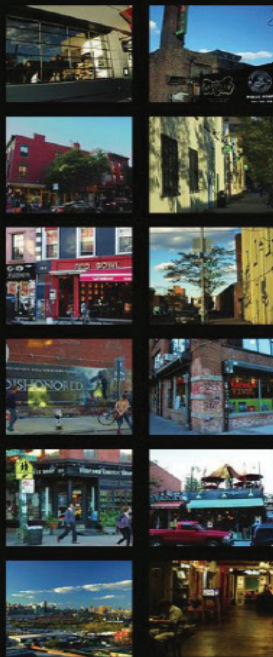
For many New Yorkers who have lived here long enough to see their beloved neighborhoods being developed to accommodate luxury residences, the process of gentrification could be a concern. Because as is often the case in many such redevelopment, modern buildings begin to replace old historic ones, mom and pop stores are overwhelmed by larger chains, and residents and local businesses are eventually priced out and pushed out of neighborhoods.

We've seen it happen mostly in Manhattan where the fast pace of luxury development has all but wiped out the essence that made each neighborhood unique.

The spirit of these communities, you see, reside in the inhabitants that make them what they are— whether they are the bohemian beatniks of the 70s in Greenwich Village, for instance, or the punk grunge rockers of the 80s and 90s East Village.

Many who have lived here for decades regard New York not a monolithic city but rather a collection of very distinct towns. For them gritty Hell's Kitchen, the laid back Upper West Side, the wistful Yorkville, the bustling Chinatown, the exuberant Wall Street, the Orphic Village and the artistry of SoHo and TriBeCa, define New York as much as the affluent families living on Fifth and Park Avenues and Central Park West.

In this city those who newly relocated live seamlessly alongside those who have been born and raised here, and the foreign owners who occasionally come to visit.



by Kenneth J. Moore, Real Estate Editor
Email: kenn@brooklynpost.com

We seek to identify factors and trends that are shaping the local and global cultural landscape.

Our features are as diverse as the interests and lifestyle of the modern renaissance man or woman: from fashion to style, beauty and hair products; architecture to furniture design; film, art, music and theater; real estate and hospitality; physical fitness to financial fitness—we cover anything that's story worthy.

Still, emphasis is made on traditionally accepted standards that have been given a uniquely modern iteration, or game changing modern designs and inventions that we believe will likely be welcomed as the new standard.



What you need to know about the magazine:

1. Classiques Modernes is a magazine written by diligent writers and produced by serious professionals. **It is not a real estate fluff publication, newsletter or advertorial. We don't just regurgitate content, we actively seek substance.** Because it is generally an online magazine, it is **not demographic specific.** What creates following is interesting content.
2. Classiques Modernes Online is available to the public for free.
3. There will be limited complimentary print issues that will be distributed to real estate and lifestyle clients and in privately held events starting Autumn 2015.
4. Advertising space both for online and print is available.
5. We are always looking for interesting subjects, talented writers and photographers.

www.classiquesmodernes.com

has global readership in all continents. At this time, the bulk of our following is for our music, fashion and real estate features mainly from S. America, U.S., Asia & Europe.

In 2013, Classiques Modernes formulated **Pratt Institute's** curriculum for the school's Fashion New Media Program. As of 2015, we are still faculty members.

You're Invited



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www.lavieclassiques.com

www.lavieclassique.com

In 2014, we formally began doing business as “**Classiques Modernes Lifestyle & Estates**” (aka Ascel Real Estate, Inc.). Ascel has been a successful real estate management firm that was established over a decade ago to cater specifically to manage the properties of relocated executives of Fortune 500 companies and out of town (foreign) investors/owners.

Today, **Classiques Modernes Lifestyle & Estates** goes beyond property management. As real estate managers, we already have been referring our clients to architects, engineers, mortgage professionals, plumbers and other real estate related service providers.

What CMLE adds is a connection to other aspects affecting a client's lifestyle: whether it's an inhome hair stylist, manicurist, private shopper, private chef, private car or private jet, we will help connect them with our curated and vetted list of top service and product providers.

What you need to know:

1. It's a complimentary service offered only to automatic members: real estate clients or residents of Classiques Modernes managed or marketed buildings.
2. Clients can request services a la carte through the website, a phone call or our app (in development). They don't have to use it. They may place a request once, occasionally or regularly for whatever, whenever.
3. It's different from a concierge in that it is ONLY for everyday lifestyle requirements. We're not catering to every whim.
4. In most cases, they negotiate with and pay service providers/vendors directly. We just "hook them up".
5. Non-real estate clients may join **by invitation** only.

Why would a client want this?

1. Because it's free and they can, especially when in a pinch.
2. Because people would rather rely on “someone who really knows someone” than Yelp, Google, Craigslist or Angie's List where the reviewer can be in rural Alabama making recommendations for New York.

Why would developers want their building to be marketed/managed by us?

1. Because this gives their structural amenities (gym, massage room, etc.) real added value.
2. It elevates the standard of living of residents; improves their brand.
2. It costs them nothing.
3. We're proven real estate professionals who seek to understand what clients really want and are willing to share it with them to help ensure more coveted buildings.

Why would WE do this?

1. Because it allows us to be in constant touch with real estate clients. The more we are in front of them, the better are our chances of representing them in all future sale, purchase or leasing transactions. A few of these transactions would already cover the entire connection service we provide.
2. It gives us an edge over any real estate company/broker.
3. Because vendors and service providers also become future sources of referrals.
4. We diversify our sources of client and income. The more clients we have, the more vendors would want to join the network. The better our network, the more clients would want to use it. The more clients rely on us, the more real estate transactions for us. When all are happy, we make money. It's really that simple.

How do we curate these vendors/service providers?

Classiques Modernes Magazine allows us to research, discover, vet and qualify the newest and best in almost every industry imaginable. The exceptional ones are invited to join the **Classiques Modernes Lifestyle Connect**. We call them “Connectibles.”

What kind/categories of services/products do we have?

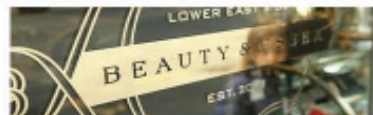
(See next page. Or visit lavieclassiques.com, click Lifestyle Connect. Password is **connectme**) We won't have **everything for everybody**. But if it's something our clients need, we will find a suitable provider.



La Vie Classiques MODERNES

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Architecture & Design
Art
Business Services
Dining Out
Engineers & Contractors
Entertaining, Private
Event Planning & Catering
Fashion, Beauty & Style
Finance & Accounting
Furniture & Decor
Grocery & Food Products
Handymen & Maintenance
Health & Fitness
Hotel & Hospitality
Housekeeping & Cleaning
Landscaping & Gardening
Language & Learning
Laundry & Dry Cleaning
Legal Services
Leisure & Recreation
Life Coach
Marketing, PR & Promotion
Medical Services
Moving & Storage
Music & Dance Instruction
Night Out Clubs/Theaters
Pet Care
Real Estate
Talent & Entertainers
Technology Support
Transportation, Air
Travel & Get Aways
Video & Photography
Wines & Spirits





CLASSIQUES MODERNES INTERNATIONAL

REALTY is a real estate brokerage firm specializing in the sale, lease and marketing of luxury cooperatives, condominiums and town houses in Manhattan and Williamsburg in particular.

We also have direct relationships with developers and brokers in Miami, Los Angeles and--soon--San Francisco. We may from time to time also market properties located abroad.

Whereas our primary market is residential properties in NYC, we also have handled sales and management of commercial buildings including multi-unit investment properties and medical buildings.

To see a sampling of our properties we've previously marketed, go to

<http://www.lavieclassiques.com/#!/previously-marketed/c1fpk>

Founders: KENNETH MOORE

Kenneth J. Moore is President of Classiques Modernes Lifestyle & Estates and Principal of Classiques Modernes International Realty. He is a savvy entrepreneur who has had wide-ranging experiences in several industries from the restaurant, hospitality and retail industries to real estate.

Always thinking of creative, cutting edge solutions to his clients needs, Kenneth Moore also founded two firms--Ascel Real Estate Inc., a property management firm, and Charles Albern & Associates, a strategic marketing consulting firm--complementing and supplementing the real estate brokerage services he already provides. In addition, he is also co-publisher and Senior Real Estate Editor of ClassiquesModernes.com an online magazine with global recognition.

Kenneth Moore has been a successful real estate agent since 1997. In his very first year, he was the top producer in what was then the newly opened Tribeca office of the oldest real estate firm in the country. From the beginning, his clients and customers have found his realness and energy refreshing.

As a result, it's not unusual for his clients and customers to call or write the company to express their appreciation and satisfaction. In 2002 he joined The Corcoran Group, the country's premier real estate brokerage firm, where he flourished even more. He is a member of the Multi-Million Dollar Club and has been on the top five of the firm's producers nationwide.

At the urging of his international clients as well as those who have been relocated by their corporations, in 2005 he established a property management company that specializes in the sale, rental and daily management of New York City townhouses, cooperatives and condominiums. Since then, its array of services has grown to include management not only of residential but of commercial properties also.

Kenneth Moore combines the strategic analysis employed by his strategy consulting company, the extensive lifestyle *creme de la creme* connections of Classiques Modernes' Lifestyle & Estates, worry-free property management, and the innovative multinational, cross-cultural exposure of an online magazine to deliver a package of premier services for his clients that is simply second to none.

LOY CARLOS

Loy Carlos has cultivated an impressive 27-year career that's included learning and excelling at all facets of business. Before taking the helm at Classiques Modernes, he was Director of Marketing and Business Development, International Division at The Corcoran Group. During his tenure, the group skyrocketed as the ***Number One Real Estate*** team in the U.S., with over half a billion dollars in property sales annually.

Prior to joining Corcoran, Loy was Executive Vice President/Director of Marketing at Triumph Property Group, then Downtown's fastest rising real estate firm. Preceding Triumph, he was Sales Manager of William B. May Company, the country's oldest real estate firm, established in 1866. Among his achievements at May was planning and overseeing the simultaneous opening of the firm's groundbreaking Tribeca and Sutton Place offices in 1996.

Today, Loy Carlos continues to find innovative ways of doing business. In 2013, he imagined a magazine that aims to discover hidden talents in the worlds of art, music, architecture, design, fashion, media, etc. Within a month, ClassiquesModernes.com was born. Within two months, the magazine had \$500,000+ readers worldwide. In 2014 Loy together with partner and Senior Real Estate Editor, Kenneth Moore, decided to expand their decade old property management firm, Ascel Real Estate. Renamed Classiques Modernes Lifestyle & Estates, it

connects all aspects of real estate clients' lifestyle requirements aside from those needed in the sale and lease of real estate. By providing connections to sitters, chefs, housekeepers, stylists, tailors, etc., Classiques Modernes helps new clients acclimate quickly. It is personal service redefined.

This incessant desire to improve the experience of clients has been Loy's trademark. Throughout his extensive career Loy has had several notable accomplishments that include:

- * first ever in real estate to introduce and utilize in-house digitized floor plans and photos
- * first in real estate to utilize the world wide web
- * first in real estate to utilize and produce videos
- * first to successfully market and represent boutique condominiums in Manhattan
- * first to market fully custom designed and finished condominiums in Manhattan
- * was consulted by the NYT in the creation of their online real estate section
- * was consulted by the WSJ in the creation of their online real estate section
- * first to refer to real estate as a function of lifestyle and to link the two concepts accordingly
- * held the record (both #1 and #2) for most expensive homes ever sold in NY. Both #1 and #2 sales were in the same year. (for confidentiality reasons, this has never been made public).

His unquestionable wisdom, professionalism and integrity has been labeled “highest on any scale of measurement” by customers and clients, which include permanent ambassadors and consul generals, high-profile celebrities, professional athletes, investment bankers, investors, developers, media and advertising executives, entertainment moguls, executives of Fortune 500 companies and more.

Loy Carlos has been featured on CBS News, in The New York Times, The Wall Street Journal, Brazilian Globo-TV, Selling New York and other print and broadcast media as an expert in real estate, business and marketing trends.

For more information and press mentions, go to:

<http://www.lavieclassiques.com/#!in-the-news/cx46>