

editor's note



LUXURY CONNOISSEUR

Manoj Murjani and other business leaders talk about marketing to the Asian luxury buyer (p.182)

day at a time, without putting him in an institution. From a young age, the author was tasked to feed Oliver his supper – a task he did not relish at first, but became a natural part of his daily routine. Through the years, though, it became clear to the family that they were blessed with Oliver in ways that were not immediately clear to them. Oliver did nothing, but his influence on his family and the depths of love they discovered they had would change their lives forever.

In some ways, isn't that what power is about? Power is influence. Too often, as human beings, we believe power is accorded to those in high offices and important positions, forgetting that each of us, regardless of our jobs or roles, has the power to make a difference.

As I write this, we have just concluded a very tightly contested Presidential election in Singapore. The highest office in our democracy was held for 12 years by a man who, with few words and a gentle nature, touched lives with his quiet power. Like SR Nathan, many chief executive officers (CEOs) who have taken up the power seat in their companies continue to drive their businesses with positivity. We highlight the achievements and visions of this new brigade of leaders in *New Faces of Power*, page 170.

As high society's most respected title and undisputed purveyor of luxury living, *Singapore Tatler* is also in the privileged position of influencing trends. Come October 5, we will be setting another industry standard by being the first magazine brand to organise a Luxury Conference, which will see six eminent speakers – all leaders of powerful luxury brands – come together for a dynamic exchange on how to market to the Asian luxury buyer. To hear from Ho Kwon Ping, Aw Kah Peng, Ravi Thakran, Paul Harris, David Lim and Manoj Murjani at the conference, please visit AsiaTatler.com to sign up.

In fact, when it comes to marketing to the Asian luxury buyer, no one understands this better than Manoj Murjani, who has in the short space of five years built Singapore-based TWG Tea into a veritable force in the beverage industry world. Find out how he did it, and the lessons he learnt, on page 182.

As Pittacus said, "The measure of a man is what he does with power." We hope this issue inspires and informs you as much as putting it together has done for our team.

– JANE NGIAM
Editor-in-Chief

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ON THE COVER

Manoj Murjani

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Watch: Patek Philippe



A STORY BY AN English teacher, Christopher de Vinck in the book *The Power of the Powerless* always comes to mind whenever I think about power and what it really means. De Vinck's essay was first published in 1985 in the *Wall Street Journal*. It stood out in this book about power, not because it is about someone in a high position, or someone very clever, or even someone who is very wealthy. In fact, it's about the author's brother, Oliver, who was born blind and mute.

The story is a touching one, detailing how Oliver's parents had the foresight to care for their child one