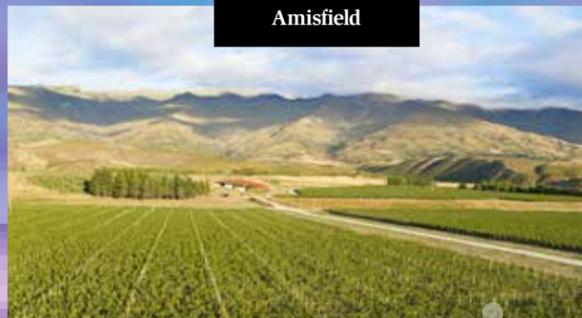




Jacqui Spice at her favourite cafe Chop Shop in Arrowtown.



Amisfield



Collective



Saffron



Matakauri



**W**hen Jacqui Spice entered the hospitality industry fresh from school she followed her instinct when it came to service. Following a career in restaurants and on super yachts in Europe and America, she quickly identified a gap in our luxury travel market, which she filled with the unique concierge company Touch of Spice. With a portfolio of luxury villas from the Bay of Islands to Wanaka, clients can spend up to \$20,000 a night. Spice's phone never goes unanswered, and her unique, personalised service includes chauffeured airport pick-ups, restaurant and golf course bookings, and in-villa chefs – nothing is left to chance. Behind her bubbly exterior is a fashionable entrepreneur who demands excellence from a business built on perfection. Catering to affluent local and international travellers, Touch of Spice is regarded as one of our most prestigious travel companies. Today, Spice has an award-winning portfolio of private villas across New Zealand as well as Norfolk Island and Sydney. "Whether it's a simple request or a more complex itinerary, we go the extra mile to ensure everything has been thought about," she says. Spice invites us into her world of unrivalled attention to detail, taking us on a tour of her home town. And, as we discover, there's so much more on offer than breath-taking scenery.

**Where do you live?**  
We live in rural Arrowtown.

**What makes Queenstown special?**  
It's truly the most beautiful place on earth. Sometimes I have to stop mid-thought on the way to work and just look out the window and go

"wow". Snow-capped mountains, lakes, beautiful golf courses, skiing, hiking, mountain biking, award-winning wineries, it's got it all! It is one of the wonders of the world in my eyes.

**What is your must-see/do tourist advice?**  
Get in a helicopter and experience the area by air – it is so breathtaking and it's another world up there. We have some amazing activities and a lot of the best ones are done by helicopter – including mountain top golf.

**Best café/coffee?**  
Chop Shop in Arrowtown is our local favourite – great food, great people, great coffee and great wine.

**Best bar?**  
This would have to be a tie between Eichardt's Hotel & Bar and The Spire Hotel for Queenstown and The Blue Door and La Rumbra in Arrowtown. We are a bit older so not really looking for full, noisy bars, more cocktail bars with great atmospheres.

**Best restaurant?**  
I have a few but Botswana Butchery, Saffron and La Rumbra are the top three.

**Best hair salon/spa?**  
I tend to go to Auckland for this and my favourite is Dry & Tea in City Works Depot, but when I am in Queenstown my favourite is Collective on Beach Street.

**Best fashion store?**  
Queenstown is a bit limited in this area to be fair, but without a doubt the best one to go and have a look through is Angel Divine. My personal favourite is Smith and Western by local designer Cesca Smith. I spend a fortune in her store every season.

**Best winery?**  
This would have to be Amisfield for its laid-back, casual approach to dining and fresh approach to food – long lunches are something we love to do and this is the perfect place to do it.

**Best adventure buzz?**  
There are so many here but you can't beat the bungy!

**Best view?**  
The best view is from The Copper House – one of our private villas in Aspen Grove – or the Skyline Gondola would have to take the cake.

**Favourite building in Queenstown and why?**  
Eichardt's Hotel – iconic and stunning to look at.

**Favourite hotel and what makes it stand out?**  
The Spire Hotel– they just do it so well here. It's like being in New York with its cocktail bar, beautiful rooms, fantastic food, funky music and great staff.

**Favourite lodge/villa and what makes it special?**  
Matakauri Lodge – its positioning is spectacular and the Owner's



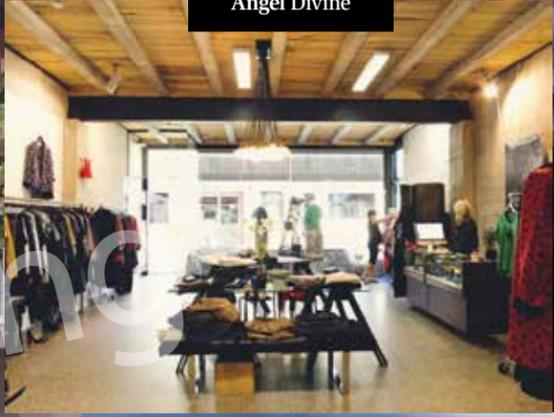
Cottage is to die for. Our premium home would again be The Copper House, which is around \$20,000 per night.

**Favourite way to spend a day relaxing in Queenstown?**  
First tracks followed by a 'skin' up Coronet Peak, breakfast at Chop Shop, a trip down to Odd Fellows for a relaxing spa treatment, lunch at Amisfield, a few pre-dinner drinks at Eichardt's and then on to dinner at Botswana Butchery... can you tell what we like to do in our down time?

**What is Queenstown's best-kept secret?**  
Local favourite, Chop Shop – it rocks!



Matakauri



Angel Divine



## Personal style

On top of running a business, Spice is also a busy mother of three. She gives us an insight into her working style.

### Describe your personal style?

I play it too safe if I am honest. I daydream about wearing fabulous clothes all the time and I think I am daring when I shop. Then I get home and think what the hell have I just bought and when am I going to wear it. I am probably what would be considered 'co-ordinated' and tailored during the day and definitely a little bit 'rock and roll' at night.

### What are your style rules?

Nothing too frilly – nothing that doesn't go together. I'm not out there trying to make a statement, I'd rather be considered as someone who dresses well.

### Do you have a work uniform?

Trelise Cooper Board Room when I'm on business and in Auckland or travelling for meetings. Otherwise it's pretty tailored and co-ordinated.

### What is the most treasured item in your wardrobe?

My shoes ... I love shoes. According to my step-daughter I buy a pair a day, which is a slight exaggeration, maybe a pair a week. And my Deadly Ponies handbags – I love them.

### Who are your style icons?

Kate Moss always looks so together and hip – I love Sienna Miller's style as well.

### Do you have a favourite fashion designer, why?

I love Yvonne Bennetti, Trelise Cooper and Gucci.

### What handbag will you carry for spring/summer?

Deadly Ponies, but I have been dropping some serious hints about a Louis Vuitton.

### What is your one fashion indulgence?

Jackets. I buy them all the time, I have as many jackets as I do shoes.



## Working week

"What we do is not for the meek and mild," says Spice of her flourishing business. "You have to be really passionate about service, about tight deadlines, about working long hours. We work in the 'need it now' world of today and not everyone can cope with that level of demand." Her drive to provide clients with an unrivalled experience sees Spice rise at 5am to check her emails. If she's not "jumping around my bedroom exercising" by 6am she misses her only window for fitness in a day that involves back-to-back meetings and working through lunch, before heading home to cook a family dinner. Has she achieved the working mother's Holy Grail of work/life balance? "The answer we'd all love to say is 'yes', but the real answer is no," Spice admits. "Work is a major part of my life seven days a week. What I do have is an incredibly supportive partner who takes care of all the things I can't." Spice lives by the mantra 'carpe diem', considers Richard Branson and Michael Hill to be inspirational business figures and pins her success on unremitting attention to detail and continuous innovation. And if she could trade jobs with anyone? "I'd love to be a yoga instructor," she says, "then I would look great, feel great and get paid for it!"

## Beauty routine

### What is your must-have beauty buy?

MAC – I love it and being in their store is like a candy store for a kid.

### What would we always find in your make-up bag?

Everything! I don't travel without make-up, even to go skiing. That's what happens when you're over 40.

### What is your favourite fragrance, why?

I haven't really had a favourite. I have a few to choose from thanks to my partner Josh. At the moment it's Coco Chanel EDP, 50ml, \$180.

### What do you think keeps a woman looking youthful?

I think being really loved, sunshine, good health and happiness keeps a woman youthful.

### What is your one beauty indulgence?

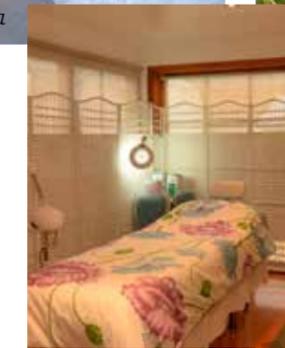
Buying expensive face creams – anything to slow down the ageing process.

### You travel with your business, what is your best advice on looking fresh when you arrive at your destination?

Cleansing your skin when you get on the plane, putting on lots of moisturiser, wearing no make-up while in-flight, and then washing and re-applying everything before you land.

### Best beauty tip?

Always put on mascara and gloss, you deserve it.



Caption xxxxxx  
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