



V VILLA ANILA in Miami is especially glamorous at night when the black-bottom pool, terraces, garden and dock are lit up by the villa's outside lighting.

Villazzo's "V" Villas

There's a new player in the luxury villa rental niche. The name is Villazzo (www.villazzo.com) and we happen to have the scoop on the brand's spiffed-up and slimmed-down new rental program, "V" Villas.

Luxury Travel Advisor chatted with Christian Jagodzinski, Villazzo's founder, who gave us the skinny on this new concept. It's a fresh twist on the traditional villa rental, he tells us (think more flexibility and the option to add features on request). We call it bespoke villa renting.

"V" Villas was created in response to the success of Villazzo's first program, VillaHotel, which uses a highly selective process to bring villas into its fold. Under the program, a local office has a team of butlers, chefs, maids, etc. on call to handle whatever a rental client requests and to give a luxury resort feel to each home. Think Bulgari spa products, a full-time butler, fine wine selection, unpacking services and more.

Unveiled last January, the "V" Villa experience offers the same level of high-quality villas made famous by VillaHotel, but with a frugal touch. So, even though your clients have money to burn, they

won't have to pay for services they do not want or use. Rather than pay a lump sum up front that covers all services, your clients will be quoted a base price and can build from there. Translation: Pick and choose what will make a vacation most memorable. This includes personalized check-in, additional housekeeping, private chef and shopping services.

"V" Villas can be booked in some of the hottest jetset playgrounds like Miami and Saint-Tropez. We hear that more will be coming soon to Capri, Paris and Ibiza. We like Miami "V" Villa Two-Sixty, which is a paradise in the heart of the city. The villa has four bedrooms, stainless-steel kitchen and dining areas, loft-like ceilings and big windows. Add to that an outdoor pool, terrace and the sexy South Beach scene and you will see why this villa has our full backing.

In Saint-Tropez, opt for the sumptuous, yet quaint, four-bedroom "V" Villa Patricia, done up Provencal-style. Think flower-lined paths, beach access, solarium and sweeping ocean views.

Sound good? Luxury travel advisors should contact Sales Director Imane Gamay (imane.gamay@villazzo.com) with further queries.

—Meagan Drillinger

Looking to book The James Chicago? Take Note: The hotel has switched to a new GDS chain code, going from "LW" to "NY." Word is The James' GDS code switch was done to bring the brand closer to its affiliate hotels under the Denihan umbrella. Coming Soon: While The James brand is currently represented in Chicago, The James New York will open this summer in SoHo with 114 guest rooms and suites. We hear the top room will be the 1,300-square-foot Penthouse Loft on the 15th floor. www.jameshotels.com

The Ritz-Carlton, San Francisco has named Reggie Dominique (reggie.dominique@ritzcarlton.com) director of sales and marketing. Dominique knows the brand well, joining the hotel from The Ritz-Carlton, Palm Beach, where he had been director of sales and marketing since 2007. Prior to Palm Beach, Dominique held roles at Ritz-Carlton hotels in St. Louis, Marina del Rey and Pasadena. www.ritz-carlton.com

Four Seasons Hotel Macau, Cotai Strip has named Royal Rowe (royal.rowe@fourseasons.com) general manager. Rowe is known for his expertise in opening hotels and led Four Seasons' foray into Malaysia as GM of Four Seasons Resort Langkawi in 2003. www.fourseasons.com