

# DEPARTURES

black**BOOK**



## Party planners

### LONDON



#### INN OR OUT

Speciality: **FOOD**

Run by charismatic Swede Lena Björck, Inn or Out started life as a catering company and places a huge emphasis on excellent food and service (Lena won Businesswoman of the Year in 1999). Their food, which is often favourably compared with top London restaurants, is simply prepared and exquisitely presented. One endorsement simply reads, 'the greatest food the White House has ever had on a foreign trip'. The corporate client list is very high-end; focusing on imaginative parties in unusual venues for boardroom-level blue-chips; they've hosted Rolls-Royce at the Paris Air Show. They also cater for royalty, celebrities and many private clients. At a recent wedding they organised a transparent marquee so the gardens and house, lit to sublimely dramatic effect, could be visible throughout. On the menu? Foie gras (served with jeroboams of Chateau Yquem 1985), lobster ravioli, veal tenderloin and a stunning wedding cake. +44 20 7726 0510; [www.inn-or-out.com](http://www.inn-or-out.com).

#### FACE MANAGEMENT

Speciality: **MUSIC**

Face's roots are in the DJ world and the company has grown from a small DJ agency into the complete party planner, running product launches for Calvin Klein and Marc Jacobs and corporate bashes for city banks. Set up six years ago by Hugo Fuller and Maurits Van Rhede, Face prides itself on still being able to offer a complete range of services. They run parties across the world, recently organising four back-to-back parties at private villas in Marrakech and a bash at Cannes' Palm Beach, where Norman Jay played to an open-air crowd. Back home, they transformed Shoreditch's Light Bar into 1980s Miami (complete with stage-set Gin Palace and mirrored dancefloor) for a Miami Vice-style party for ABN Amro. Hugo also manned the decks at the Beckhams' wedding. +44 20 7731 7808; [www.facemanagement.com](http://www.facemanagement.com).

**T**HE BEST PARTY PLANNERS don't spend your hard-earned cash for the sake of it, don't design parties to suit their ego and don't compromise on attention to detail. They value each event equally, no matter how big or small, are bastions of discretion and have a contacts book that enables them to organise whatever you want. Listed are three of today's most innovative planners, each specialising in a different field.

FELIX MILNS