



CHARLIE SIEM IN YOUR SERVICE

Charlie Siem has impeccable taste. The 33-year-old violin virtuoso, whose performance schedule takes him around the globe much of each year, is known for his on-stage perfection and his elegant life off. So much so, fashion houses like Dior, Armani, and Dunhill have featured him in their advertisements. Karl Lagerfeld, the immortalized designer who brought Chanel back to life, photographed him for a Dior Homme marketing campaign that went around the world, and also for his book “Little Black Jacket,” with French *Vogue Paris* editor Carine Roitfeld. Simply put, the music maestro knows style. He wears custom

made suits by Saville Row tailors Meyer & Mortimer, performs on a 1735 Guarneri del Gesù violin insured for \$10m and enjoys a rare cigar. Oh, and he loves sports cars. Namely, his 2019 Lamborghini Huracán Performante.

“Its design is something so dynamic I can’t help being sensually attracted to it,” says Siem, who has driven sports cars since he was old enough for a license. “I find the Performante is like glue on the road, and it fills me with confidence when driving, not to mention the almighty roar of the engine which is terrifyingly exciting on its own.”

He chose one in white because it’s “the light to me and signifies purity,” and is already driving the new wheels between Florence, Monte Carlo and the

“JAMES BOND” WITH A VIOLIN IS ALSO A LAMBORGHINI AFICIONADO

BY BAILEY BECKETT

South of France. Including down Mille Miglia, the 1,000-mile roadway that stretches through Brescia and Rome, with Siena, Modena and Parma in between. "It is a practically never-ending race track through a dream like landscape," says Siem. Indeed, Mille Miglia has been famous for hosting races since 1927, when Italian counts Aymo Maggi and Franco Mazzotti started the first open-road motorsport endurance race.

Though the car will go between multiple residences throughout Europe, Siem is a student of the world, bouncing between continents like most people run errands. Whether it's New York, London or even China, the violinist is perhaps the savviest and most charming nomad on the international scene.

Siem developed an appreciation for New York when his sister Sasha (also a musician), based in Brooklyn at the time, gave birth to her first son.

"New York has always represented a cultural center, and I am charged with its energy each time I visit," says Siem, who once performed on a cruise around the southern tip of Manhattan for an exclusive

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Chanel dinner (he sat next to Katy Perry and near Lagerfeld, who was a dear friend). "Whether it's Broadway, the Met, Carnegie Hall or the Lincoln center, I am overwhelmed by the richness in that great city."

Though his life is by all accounts glamorous, the artist has made music his highest priority. He has been performing since he was three, studying the violin at the Royal College of Music with Itzhak Rashkovsky, and later with Shlomo Mintz, while attending Eton College and Cambridge University. At only 30 years of age,

he became the youngest Professor of Music in the UK (Leeds College of Music). The musician also works with many of the world's finest orchestras (The Royal, the Moscow and the Rotterdam Philharmonic Orchestras; the Czech and the Oslo National Symphony Orchestras) and conductors (including Charles Dutoit, Edward Gardner, Yannick Nézet-Séguin, Sir Roger Norrington, Libor Pesěk and Yuri Simonov) and performed for the Queen of Denmark.

He still practices religiously, often more than four hours a day. Though he is mostly a performer, Siem in 2013 wrote his first composition "Canopy," which he performed with the English Chamber Orchestra. The song was featured on his Sony album *In the Stars*, a rare hit in the classical world.

A big hit in Siem's world? Lamborghini. "It's the pinnacle of flamboyance when it comes to a brand and it represents a level of supreme performance."

He would know. □

