

mayfair times

MAYFAIR / ST JAMES'S / MARYLEBONE
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Dubai special

MAYFAIR'S
MR NICE: JP KLEY

PLUS
ART DUBAI
AND
DAVID BAILEY



Spike Hughes is the founder and CEO of Cohesion. The former St James's resident has years of experience as a director on the boards of funds across different jurisdictions and is a director of investment management businesses

HOW LONG HAVE YOU BEEN LIVING IN DUBAI?

I moved to Dubai in 2021. It was a significant shift but one that has been incredibly rewarding.

WHAT PROMPTED YOU TO MOVE THERE?

Primarily the ease of doing business and the excellent regulatory standards in Abu Dhabi and Dubai. The UAE has built a world-class financial ecosystem with efficient governance, forward-thinking policies and a business-friendly environment. Cohesion Asset

Management is an India-focused investment manager that manages money for very wealthy families wanting investment exposure to India. Moving to the UAE put us in a good time zone and travel proximity for India.

WHAT ARE THE ATTRACTIONS OF LIVING IN DUBAI?

The lifestyle is exceptional. You have world-class infrastructure, luxury living, great restaurants and an unparalleled focus on safety. The city is also incredibly cosmopolitan – whatever your interests, you'll find a thriving community for it.

HOW HAS DUBAI CHANGED SINCE YOU MOVED THERE?

Dubai never stands still. The skyline keeps evolving, new business districts are emerging and the city is becoming even more tech-driven. The investment landscape has matured, making it even more attractive for global investors. We have witnessed a strong migration of wealthy and successful families to Dubai.

SYNERGIES BETWEEN DUBAI AND MAYFAIR?

Mayfair and Dubai share a deep-

rooted financial culture. Both are home to sophisticated investors, global family offices and a thriving luxury market. The networking opportunities are strong in both places, and there's a shared emphasis on discretion, service excellence and wealth management expertise.

WHAT DO YOU MISS ABOUT MAYFAIR?

I miss the energy of Mayfair, the old-world clubs and the art scene. And, despite Dubai's incredible culinary landscape, there's something special about a traditional London pub.

HIDDEN GEMS IN DUBAI?

For business meetings away from the usual spots, I like the terrace at The Arts Club. Alserkal Avenue offers an artsy vibe. And if you venture outside the city, the Hajar Mountains provide a stunning natural retreat.