

The Beckhams
- masters at brand
stretching and wealth
management



Music and fashion tend to go hand in hand⁹³, and many stars of the music industry have moved into the clothing business, notably⁹⁴ Gwen Stefani with her brand L.A.M.B., and Madonna and Rihanna. Fragrance, too, is a popular spin-off⁹⁵ with celebrities from the world of entertainment though results have been varied⁹⁶. In recent years only Beyoncé and Britney Spears have had sustained⁹⁷ success in this sector.

Planning for the Future

Bricks and mortar⁹⁸ continue to be a smart investment. Ten years ago, Dubai was a hot spot⁹⁹ for celebrity investors, but this has declined in popularity¹⁰⁰ lately. In 2013 singer Taylor Swift spent an incredible USD 17 mln on a seven bedroom beachfront¹⁰¹ mansion¹⁰² on Rhode Island. She also owns a house in Beverly Hills and a penthouse¹⁰³ condo¹⁰⁴ in Nashville.

Los Angeles, in particular Beverly Hills, is a magnet for wealthy real estate¹⁰⁵ investors. Actress Jennifer Anniston has bought, remodelled¹⁰⁶ and sold a string of¹⁰⁷ properties there, while Ellen DeGeneres and Leonardo DiCaprio have also dabbled in¹⁰⁸ property trading there recently.

Restaurants are an appealing¹⁰⁹ option for many stars; Quentin Tarantino is co-owner of an upmarket Korean grill restaurant in New York, while Robert de Niro owns Locanda Verde, an Italian restaurant in New York's Tribeca district, and is also a co-owner of Nobu with fellow actor¹¹⁰ Sean Penn.

The Pitfalls¹¹¹ of Investing

No investments are one hundred percent guaranteed, and many famous names have lost large sums of money; this can be because of poor judgement¹¹², poor advice

or simply bad luck. Rapper Jay-Z reportedly¹¹³ lost USD 50 mln after investing in Manhattan hotel projects that failed to¹¹⁴ launch, and former England football manager Sven Goran Eriksson found himself GBP 10 mln worse off¹¹⁵ after being poorly advised on a string of property deals which included the purchase of building plots¹¹⁶ in the Caribbean¹¹⁷.

With governments keen to¹¹⁸ minimise lost tax revenues¹¹⁹, the financial dealings¹²⁰ of the wealthiest people are coming under more scrutiny¹²¹ than ever before. In the UK a host of¹²² celebrities from the worlds of sport and entertainment have recently come under the spotlight for investing in schemes¹²³ that were nothing more than devices¹²⁴ to avoid paying tax. Stars such as singer Gary Barlow and former footballer Gary Lineker have been forced to pay back millions of pounds to the treasury¹²⁵.

What Can We Learn From the Rich and Famous?

We don't all have millions to put into stocks and shares, but we can all learn from how the rich look after their wealth. Diversification¹²⁶ is the key, and putting all one's eggs in one basket¹²⁷ is asking for trouble. The savvy investor plans carefully and seeks expert advice.

⁹³ to go hand in hand *tə ɡəʊ hænd in hænd* iść ręką w rękę

⁹⁴ notably *'nəʊtəbli* zwłaszcza, szczególnie

⁹⁵ spin-off *spɪn ɒf* produkt powiązany (powstał na kanwie bądź powiązany z wcześniejszym produktem)

⁹⁶ varied *'veəriəd* zmienny, niejednoznaczny

⁹⁷ to sustain *tə sə'steɪn* utrzymać, zachować

⁹⁸ bricks and mortar *'brɪks n 'mɔ:tə(r)* *tu:* budynki, nieruchomości (ogółem)

⁹⁹ hot spot *hɒt spɒt* gorący punkt/obszar (*pot.*)

¹⁰⁰ to decline in popularity *tə dɪ'klaɪn ɪn ,pɒpjʊlə'reɪtɪ* stracić na popularności

¹⁰¹ beachfront *'bi:tʃfrʌnt* znajdujący się na plaży/na nabrzeżu (o domu) (US)

¹⁰² mansion *'mænsjən* posiadłość

¹⁰³ penthouse *'penthaʊs* apartament na ostatnim piętrze wysokościowca

¹⁰⁴ condo (condominium) *'kɒndəʊ ,kɒndə'mɪniəm* mieszkanie własnościowe (w bloku wspólnie posiadanym przez mieszkańców) (*pot.*, US)

¹⁰⁵ real estate *riəl 'ri:stet* nieruchomości

¹⁰⁶ to remodel *tə ,ri:'mɒdl* przeprojektować (budynek)

¹⁰⁷ a string of sth *ə 'strɪŋ əv 'sʌmθɪŋ* seria czegoś

¹⁰⁸ to dabble in sth *tə 'dæbl ɪn 'sʌmθɪŋ* parać się czymś, robić coś po amatorsku

¹⁰⁹ appealing *ə'pi:liŋ* atrakcyjny

¹¹⁰ fellow actor *'feləʊ 'æktə(r)* kolega aktor

¹¹¹ pitfall *'pɪtfɔ:l* niebezpieczeństwo, trudność (z czymś)

¹¹² poor judgement *pɔ:(r) 'dʒʌdʒmənt* kiepska ocena sytuacji (UK)

¹¹³ reportedly *ri'pɔ:tədli* rzekomo

¹¹⁴ to fail to do sth *tə feɪl tə du 'sʌmθɪŋ* nie zrobić czegoś, nie udać się

¹¹⁵ (to be) worse off *tə bi 'wɜ:s əf* stracić, zbiednieć

¹¹⁶ plot *plɒt* działka (budowlana)

¹¹⁷ the Caribbean *ði ,kæri'bɪən* Karaiby

¹¹⁸ keen to do sth *ki:n tə du 'sʌmθɪŋ* chętny do (z) robienia czegoś

¹¹⁹ revenues *'re:vənju:z* wpływy, przychód

¹²⁰ dealings *'di:liŋz* interesy

¹²¹ to come under scrutiny *tə kʌm 'ʌndə(r) 'skru:təni* znaleźć się pod lupą, zostać gruntownie zbadanym

¹²² a host of *ə hɒst əv* mnóstwo, multum

¹²³ scheme *ski:m* plan, projekt

¹²⁴ device *dɪ'vaɪs* *tu:* metoda, narzędzie

¹²⁵ treasury *'treʒəri* ministerstwo finansów

¹²⁶ diversification *daɪ,vɜ:sɪfɪ'keɪʃn* dywersyfikacja

¹²⁷ to put all one's eggs in one basket *tə pʊt ɔ:l wʌnz eɡz ɪn wʌn 'bɑ:skɪt* postawić wszystko na jedną kartę