

# VOGUE HOMMES INTERNATIONAL

PARIS

HORS  
SÉRIE

KEANU  
REEVES  
face  
to face

Scoop  
BEING  
YOURSELF  
IN STYLE  
Jeans,  
t-shirts,  
in the pink,  
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jackets...

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SUPER MODELS  
are BACK

SPECIAL  
SEX  
SYMBOLS

VOGUE HOMMES INTL \$12.00 #9 SS 09  
MEN'S FASHION



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Printed in France



Nicolas is wearing his "favourite cocktail jacket", a 1977 vintage **YVES SAINT LAURENT** piece that a friend bought for him at auction.



## NICOLAS MALLEVILLE

Tousled hidalgo Nicolas Malleville hails from Argentina and became a globe-trotting MODEL before putting down roots in the YUCATÁN. Since settling there, the former ranchboy has developed Mexico's most exclusive MINI-RESORT. There's not much electricity, but more sun than you could throw a solar panel at.

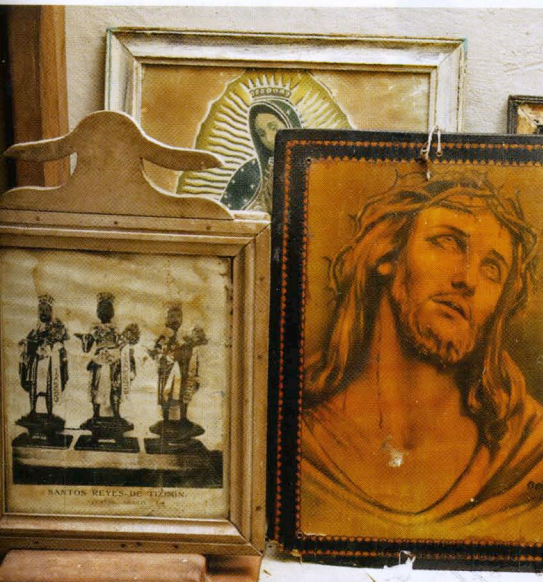
BY CAROLE SABAS  
PHOTOGRAPHS THE SELBY

Nicolas Malleville has two phones and a Blackberry. But before you can get hold of him, he has to come out of the jungle to get a satellite link. That's because, when he's not in flying to an advertising shoot, this top model lives between seashore and rainforest, some-



where on the shores of the Caribbean. Since 2001, he has been working as a hotel developer with his girlfriend Francesca, for the sheer pleasure of living in the sun 300 days a year. "I hate winter," he says simply, adding that that he's happy to be talking to a French journalist: "At least you won't compare me with André Balazs or Ian Schrager." Currently, he runs three spa hotels (Coqui Coqui in Tulum, Coba Resort, a 90-minute drive to the north west, and the latest, so new it doesn't have a name yet, which has been built in the wilds), a perfumery, a boutique and a café in Valladolid, a small town founded in colonial times, two hours by road from Cancún. But Malleville says he's no empire builder. "All I wanted was my dream house and a place where I could invite my friends." Coqui Coqui, the first house, built of white stone right on the beach at Tulum, has only seven bedrooms. Evenings are candle-lit. A whole tribe of fashion designers and A-list friends such as Jade Jagger, Sienna Miller, and Daria Werbowy come here to loll in Mayan hammocks when they need a break from the world of the red carpet.

Malleville's love of nature goes back to his childhood, growing up on a ranch in the Pampas, near Córdoba in Argentina. It was in the middle of nowhere and his parents (his father a bank employee, his mother



Nicolas has decorated his resorts with **RELIGIOUS PAINTINGS** and proudly put his clothes on display in a magnificent wardrobe at Valladolid, "my most luxurious room".

The **VUITTON** tote bag is his trusty travelling companion. As are the local essences he wears and sells at his perfumery.



a primary school teacher) taught him the time-honoured virtues of authenticity and effort. He has something of the Robinson Crusoe about him, so he enrolled in a landscape architecture course, ignoring the offer of a talent scout he met in a restaurant in Punta del Este. "He was going on about modelling and Kate Moss... I hadn't the faintest idea what he was talking about." At age 22, after finishing his studies, he headed for Europe, visiting the Bagatelle rose garden in the Bois de Boulogne in Paris, Hanbury Gardens in Italy and Kew Gardens in London. There, he began working as a decorator in Chelsea and, in the course of his research, discovered that Mexico was home to some incredible plant life. At the same time, he contacted a modelling agency, which sent him to a casting for photographer Mario Testino. The Peruvian hotshot set him on the road to fame. "The next day, I was posing for a Paul Smith ad." This was followed by work for Burberry, Donna Karan, Vivienne Westwood, Gucci, Tod's, Armani Exchange, H&M and more. Once his modelling career was in a stable orbit, he made tracks for the Yucatán, looking for the rare plant essences he had always dreamed of. It was love at first sight. With its emerald lagoons, natural caves, vanilla orchids and palm forests, he felt he had come home and subsequently opened Valladolid's first perfumery to distribute his aloe vera and eucalyptus-based fragrances, essential oils, candles and soaps. He spent \$170,000 on a beachfront plot in Tulum, followed by another plot near some pre-Columbian Mayan ruins. On New Year's Eve 2007, Eva Mendes and Kate Bosworth were with him to celebrate the opening of Coba Resort.



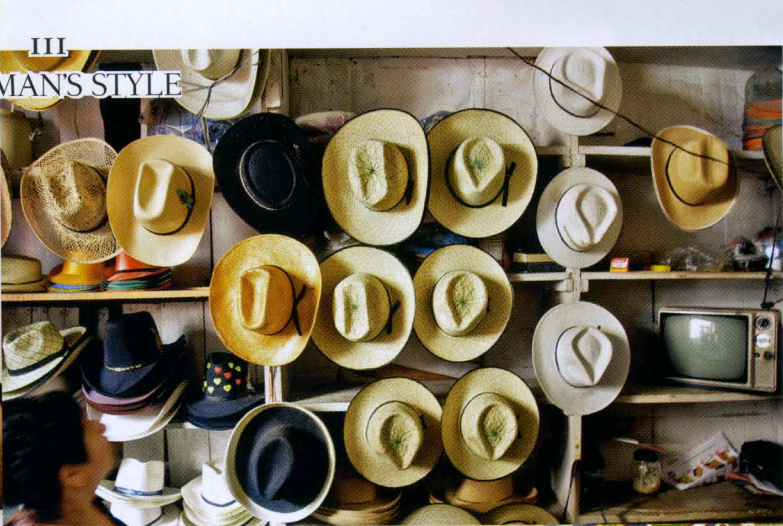
Donna Karan, and H&M. He has given up his Brooklyn apartment and moved his belongings to the Yucatán. With his girlfriend Francesca and the Maya craftsmen who work for him, he is inventing a new lifestyle that combines rustic-chic, post-colonial, minimalist and romantic.

**SAFARI LOOK** "On the style front, I'm afraid it's a bit limited right now," he says, smiling apologetically, his bare feet in the sand. When he's in Tulum, where air conditioning is unknown, his wardrobe basics are bermuda shorts with cargo pockets, and white T-shirts, seersucker pants and light cotton shirts. "Anyway, I don't get sentimental about clothes." He does, however, admit to "a very special relationship with fabrics – a sort of sensuality that is certainly related to my love of plants". He loves gauzes, rough linens and other organic fabrics just as much as he adores the "sublime woollens that I buy in Chiapas," generally in earth shades – ochre, slate, tobacco or coffee.

**BAREFOOT** "I'm fascinated by the leather monk-style sandals you can find in every little store in Mexico. I collect them: so far, I must have around 20 pairs. Generally, they come with simple, plaited, raw leather straps. They're very graphic. Some models have soles made from recycled tyres." Their plain looks match the lifestyle of this green activist who, when he opened Coqui Coqui, was careful to fit solar roof panels.

**COWBOY STYLE** Back in what some would call civilisation, Malleville switches to leather cowboy boots, his second passion. "Most of all, I love the hand-made ones, that have the mark of a craftsman." His favourites are made to measure back home in Argentina by a local bootmaker who has been supplying all the

Now aged 34, the model in leather sandals flies off twice a month for modelling gigs in London, New York or Paris. Among his repeat clients are J.Crew,



ranchos for generations. To complete his Steve McQueen look, he dons a pair of Wayfarers and one of his many leather jackets. "I've bought them all over the world, in every colour imaginable, but I got the finest ones from Guerrisold in Paris. Another major detail are his multi-coloured scarves in natural cotton. He often sports a hat, too, the local equivalent of a panama woven from palm fibres: "Francesca collects them and I wear them!"

True to his back-to-the-roots philosophy of life, Nicolas (pictured above with Francesca) is particularly fond of the **NATURAL FIBRES** used in traditional Mexican hats (top right), which he collects along with **LEATHER SANDALS** (right).

**FASHION SCHOOL** When he was living in New York, Malleville remembers, he was a Helmut Lang addict, hooked on his jeans and suits: "I even bought thirty of his shirts in one go." He loves mixing designer pieces with vintage items, such as "1970s YSL, or accessories that used to belong to my grandfather." Among his favourite brands, he has a weakness for the collections of La Dolfina in Buenos Aires: "It's a polo club that creates its own line of clothing and accessories," a nod to colonial chic. "It's the sort of romanticism that always inspires me."

**KNITS AND DRESSERS** Also very important to him are his luxury cashmere knits, for their warmth on cool Mexican evenings. He stores them in his dream wardrobe. "There's a 20-metre-high ceiling – a fantastic luxury, which I really appreciate after cramped New York living." But the humid Yucatán air can be unbearable, and its clouds of moths can do untold damage. His solution is to use a dehumidifier sprinkled with the insect-repellent oils on sale at Coqui Coqui Perfumes, which he puts inside the impressive tropical hardwood dressers sited all over the house.

**FREQUENT TRAVELLER** "I'm fascinated by cabin trunks." This is another item he collects assiduously ever

since his imagination was fired by pre-war novels in which people out of the top drawer holidaying on the French Riviera liked to impress each other with their wood and leather trunks acquired in India or New Zealand. On a more practical note, he has opted once and for all for a Louis Vuitton tote bag for his twice-monthly flights. "It was a present from Francesca that she got in Italy, and I can stuff all my things in it in record time."

**FRAGRANCES** In addition to his artisan hotelier business ("I empty the pools, repaint the walls, and so on"), Malleville continues to create new fragrances in his Valladolid laboratory. "They use simple formulas, but contain essences of outstanding quality." According to the local legend, during Spanish colonial rule, Franciscan monks listed all the rarest tropical flowers, woods, spices and exotic grasses for Queen Isabella. The Coqui Coqui Perfumes collection uses these same resources. Among his seven fragrances, the house nose personally wears the Agave and the Orange Blossom, "when I want something cooling".

**THE SPA TREATMENT** All the smart girls who spend time here fall in love with the outdoor treatments at Coqui Coqui's spa. Malleville himself doesn't have a lot of time to spend in the capable hands of his star masseuse, but he invites his guests to take advantage of his "natural beauty" offering, which involves aloe vera body wraps, coconut or wild honey scrubs, papaya body masks and whole body treatments using Mexican clay from Quintana Roo. Healthy eating and abundant yoga are the key to his good health. —

*Coqui Coqui, residences and perfumery*  
[www.coquicoqui.com](http://www.coquicoqui.com)