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LONDON'S PREMIER PARTY QUEEN

LIZ BREWER

RELAXES IN HER SUMPTUOUS CHELSEA HOME AND TALKS TO OK! ABOUT HER HECTIC BUT GLAMOROUS LIFESTYLE

Liz Brewer organises the best parties in London, or anywhere else for that matter. It might be Shirley Bassey's 60th birthday party held on a huge yacht in Cannes, Ivana Trump's engagement party at Syon House, or her own annual picnic party in the car park at Ascot. Whatever the occasion, it's always Liz who dreams it all up and makes it happen.

The party guru invited *OK!* into her six-bedroom house just off London's Eaton Square, which she shares with her 19-year-old daughter Tallulah, to talk about her glamorous profession.

How would you describe your job?

With difficulty I cover so many fields and wear so many different hats. I represent high profile private

clients like Ivana Trump. I do charity events and I do launches of all kinds. Very often the party is just the end result of the project once the mechanics and the finances are in place. I do a lot of one-off events. I don't do day to day public relations, but I am Ivana Trump's European spokesperson, while Shirley Bassey is a best friend. I've never had a client who wasn't a personal friend too.

How do you prioritise your day?

I can't really tell you that but if I say I'm going to do something, I'll do it, even if it means working all through the night or the weekend. I only need four solid hours sleep a night. Very often I'll work until the early hours of the morning, but then I'll wake up at 6.30am and flick television channels for a while ▶

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I don't walk that line, I do what I can.

until I reckon I know what is going on in the world. I get up at 7am and go down to my basement office to get my email and overnight faxes. Then the post arrives at 8am. And the phone starts really early. I have three telephones and one mobile and they really start aggressively at 11am. I don't have a secretary or any office help because I really think it's better for me to answer my own phone. That way I can deal with situations the minute they happen.

How did you embark on this career?

Life is a learning experience and a progression. I started out at a very young age – in my teenage years, I was – from a very strict family. I ran away from home and decided I wanted to run my own discotheque in Portugal. It was an extraordinary experience. The government was quite poor and they had only just opened the Algarve to tourism. I went there and I just did my own thing. I was very lucky because at that time, in the early Seventies, if you had enough guts, enthusiasm and energy, you could make it on your own terms. The Beatles, Cilla Black and Cliff Richard all used to go there. Cliff Richard used to sing at the club. It was a great success. *The Sunday Mirror* said that I had single-handedly destroyed the Algarve!

What was the next step in your career?

Well, the Portuguese government then asked me to promote the Algarve and so did the governments of Florida and Greece. And British Transport Hotels asked me to promote all their major sites, which were some of the best hotels in Britain at the time. I used to spend the winters in England and the summers in Portugal.

So what brought you back to England?

The Portuguese revolution, and so then I started this consultancy. My first job was to launch Wedges nightclub, which became Stocks, on the King's Road. I put together a committee of ten whom I considered to be the movers and shakers in London. Each one was allowed to have ten honorary members and that was that.

What happened next?

I was asked to launch Bennetts nightclub in Battersea. Roddy Llewellyn was doing the garden for it and John (Rendall, Liz's ex-husband) was his partner. That's how we met.

Roddy was going out with Princess Margaret at the time. After that there was this whole batch of nightclubs. Then in 1971 I had this phone call from the late Lord Harley, who was then head of the Council for the Protection of Rural England. He asked me if I would do their first ever fund-raising event. It was held at Aubrey House in Notting Hill and I decided on a theme of Thomas Hardy's rural England and it was quite wild. Nigel Dempster was locked in stocks and Patrick Lichfield took the pictures. It was my first ever charity event and it was an honour to be asked to be involved. In those days it was just the established charities. Then I was asked to do a lot more charity events like the annual Pied Piper ball organised by Pat Harnsworth, the late Viscountess of Rothermere. I was then asked to launch restaurants like Mr Kai in Mayfair. I insisted that all the waiters wore coolie hats complete with pigtails for the opening, but there was a bit of a furore about that because they felt it was beneath their dignity.

You divorced John Rendall after eight years. How did that affect you?

Fallulah was very upset, but I sent her to boarding school, which turned out to be a great success in

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You're not a conventional PR person at all. You seem to get so involved with your clients...

I know about PR and I've been in this business for 25 years and it's not just about writing press releases. For me, I think it's very hands on and personal. I like working with people who have the same energy as me. What endeared me to Ivana was her amazing energy. We both get up early and we work and we play. She's into buying properties, she has her boat and she has her family life. She's a very busy woman. I'm the same – my work is my play and my play is my work.

The charity scene has changed a great deal since you started. Is there a lot of new money around...

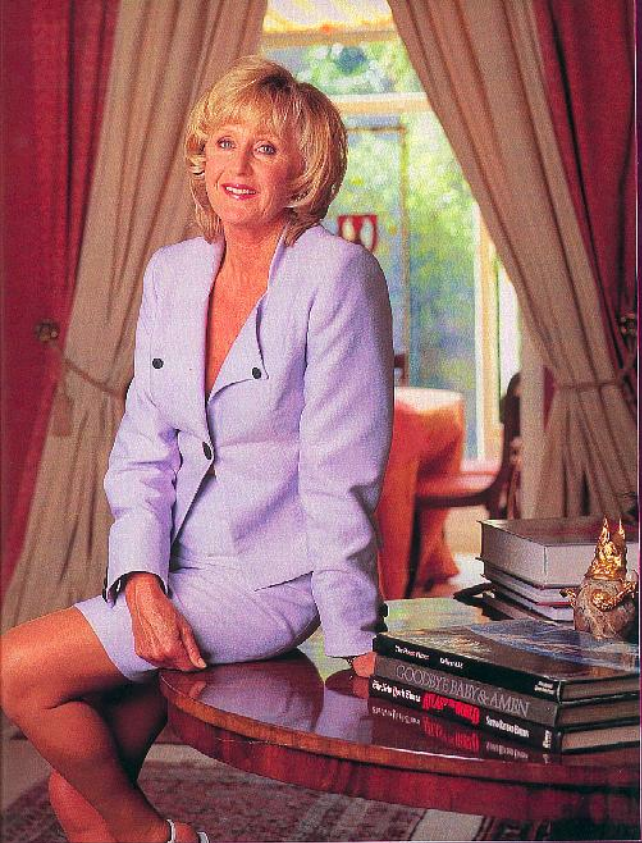
It's a very different scene now from when I started. It has enlarged so much and has become much more competitive. I have no problem at all with new money unless it's misused. I respect people who work hard and make it a success. And all the time I'm looking for sponsors for my charity events.

You live in a very, very big house for just you and Tallulah...

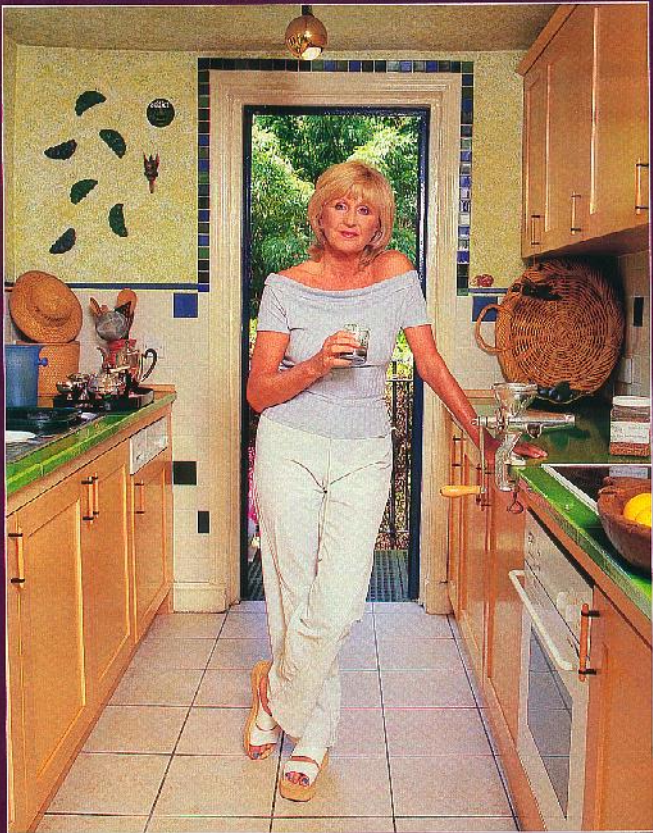
I use every inch of my house. I very deliberately lock myself away in my basement office so that I won't be disturbed. I can't even see a tree. I bought the house about 20 years ago, before I got married. First of all I painted every room white and then I slowly repainted it room by room. The top bedroom is full of my clothes because I never throw anything away. It's full of Zandra Rhodes and Bill Gibb dresses plus Ossie Clark, which Tallulah has been wearing a lot recently. Then there's the guest room and Tallulah's room, my bedroom and bathroom, the double living room, and as well as the office, there's a party room in the basement.

Have you changed the house much since you bought it?

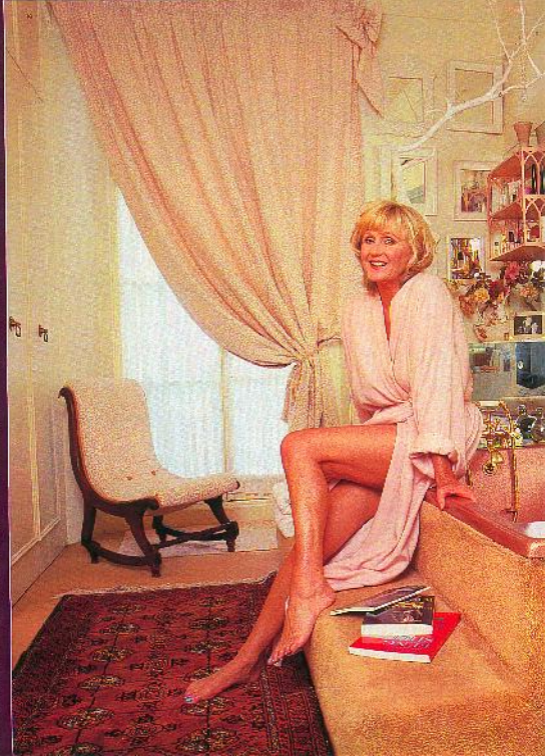
I recently had it 'Feng Shuid' by Lillian Too and Helen Oon, who have written a wonderful book on the subject. The living room was all red and tiger print until recently. They said there was too much aggression with too much ▶



In the middle of writing a book titled *Liz Brewer's Ultimate Party Book For Now... And Forever After*. She says, 'It's an in-depth guide to how to throw all the millennium parties that are bound to be taking place thereafter.' With all this activity going on in her life, she says, 'I can't remember because I lie about it so often,' she admits. 'My driving license says one thing, my passport another.'



Liz takes a rare moment to relax in her lovely kitchen. In order to maintain her enormous energy levels, she goes to the Optimum Health Institute in Austin, Texas, which specialises in regeneration, revitalisation and rejuvenation. She also benefits from the Institute's recommended wheatgrass juice diet





Liz gets by on about four hours sleep a night, usually waking at about 6.30am. 'The phone starts really early,' she says, 'and I have to check my email and overnight faxes.' Liz likens her disregard for sleep to that of her friend Ivana Trump. She adds, 'We both get up early and we work and then we like to play'

vin and not enough yang. So I threw it all out. They also said I needed a romantic picture at the end of my bed. And they suggested a fond near the front door to keep the money coming in. It worked almost immediately. — I have an unexpected inheritance. I totally and utterly believe in all these things.

You seem to have enormous amounts of energy. How do you conserve it?

I go at least twice a year to the Optimum Health Institute in Austin, Texas where they specialise in regeneration, revitalisation and rejuvenation. I know that I've got a genetic cancer problem — both my mother and father died from it

and my sister has had it. After six months chemotherapy she couldn't even get out of her bed. But after just one week at the Institute, her blood tests had changed completely and she was back to her normal self, which was unbelievable. I'm a totally committed vegetarian and I continue the Institute's wheatgrass juice diet when I'm at home. I really do think that's why I'm so full of energy and buzzing around all the time. It's now become part and parcel of my everyday life.

Do you have a philosophy?

You have to have a dream and you have to want to make the dream happen. But in the end it's really the essence of what life is all about — making it happen. **OK!**