

BEHIND THE DOOR

THERE'S A NEW A-LIST MEMBERS' CLUB IN TOWN, AND GWYNETH IS RUNNING THE SHOW. **RUBY WARRINGTON** GETS HER NAME DOWN

A great club is made by the vibe of the place," explains Gwyneth Paltrow. Everybody take a deep breath, because the glamorous mistress of film, fashion, domesticity (thanks to her Goop blog) and cooking has now turned her attention to nightlife. Vibe — that holy grail that entrepreneurs the world over spend fortunes chasing — is, she says "created by a combination of the interiors being just right, the food being delicious and the people being the people you want to see and have a laugh with".

Paltrow knows this because lately she has had to think about it a lot. As an investor in, and the unofficial creative director of, the refurbished Arts Club on Dover Street, in the West End, she is so pleased with the results, she has hauled out her Christmas-card list and written to all her friends asking them to join. Move over, Soho House, the Groucho and Annabel's — Mayfair is once again the place to be. "I think we have managed to create a very special place," Paltrow continues excitedly. "A lot of thought and time and love went into how we could open a club that was a place we wanted to be. We have kept it centred on art and music, and so its vibrancy will be unique and exciting."

With Mark Ronson in charge of the dancefloor in the basement (the house band is rumoured to be Amy Winehouse's), Raphael Duntoy, the chef behind the celebrated La Petite Maison, in the kitchen, the likes of Stella McCartney, Anton Corbijn and David Adjaye signed up to consult, and, for all intents and purposes, Paltrow on the door, it's a pretty intoxicating prospect.

And it's not merely the actress flogging her name and then never showing up — Style has already been down to the club and can confirm that it is, indeed, wall-to-wall glamour, with Paltrow at the centre of it all. "I imagine I will be using the club a few times a week," she says. "The upstairs is a perfect place for a breakfast or lunch meeting, and the drawing rooms are just beautiful. The restaurant is serving world-class food. Also we are finishing the nightclub, which I wanted to be a modern take on the Café Carlyle in NYC. There really isn't anything like it in London at the moment. So I imagine between eat, drink, work and play, I shall be there very frequently indeed."



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