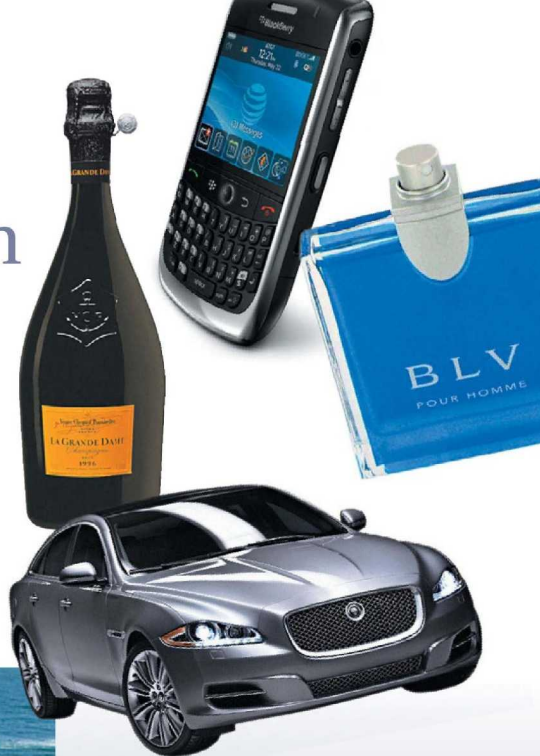


James Bermingham

How does a 25-year veteran of the hospitality industry define luxury? *Luxury Travel Advisor* checked in with James Bermingham, vice president of **Montage Hotels & Resorts** and managing director of **Montage Laguna Beach**, to find out. In his quarter of a century with luxury hotels, he has seen it all (and knows it all!). His career began at the Clarence Hotel in his hometown of Dublin. From there he moved on to work with ITT Sheraton and the Luxury Collection, as well as Mirage Resorts. So what luxury items make the cut? Read on...



VACATION SPOT: No place beats Laguna Beach, CA

CAR: I love my Jaguar XJ

FAVORITE MEAL: Shepherd's Pie with the family

WATCH: Adidas—great stopwatch for soccer games

MOBILE PHONE: BlackBerry Curve

MUSIC/BANDS: U2, Rolling Stones, all of Andrew Lloyd Webber's work

LAPTOP STYLE: Dell Latitude

SHOES: Dolce&Gabbana

SUIT: Zegna, Hugo Boss

DRINKS: Champagne, specifically Veuve Clicquot La Grande Dame Brut

BOOKS: *The Da Vinci Code*, *Lord of the Rings* trilogy

COLOGNE: Bulgari

HOBBIES: Coaching soccer and playing bad guitar

CIGAR: Davidoff 1000