LifeStyle 品味生活

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田博华，享誉全球的葡萄酒专家、作家，如今常驻曼谷、纽约。
他为亚太地区众多连锁酒店及餐厅担当顾问。他致力于慈善事业，并为餐饮类学校提供奖学金。
Fred Tibbitts, Jr. is a global wine consultant and writer based at Bangkok, Thailand and with a U.S. office at New York. He operates a global social entrepreneurship for the benefit of those less fortunate, assisting some of the top hotel and restaurant chains in the U.S. and across Asia Pacific, developing their wine & spirits programmes. He also hosts hospitality industry dinners to recognize excellence, provide scholarships at hospitality and culinary schools and to make charitable donations to the UNICEF, UN-HABITAT and other worthy charities.

奢侈是一种生活态度

Luxury Cars and Luxury Wines

Lifestyle of the Rich & Famous

但凡豪奢之人，必定生活方方面面都充斥着奢侈品。他们的生活目标便是追求奢侈，而奢侈也成了他们的生活方式。对于那些没有信仰的大富之人，奢侈品主宰着一切。俗话说，物以类聚人以群分，他们不仅对奢侈品顶礼膜拜，连交际圈子中也是同一类人。他们将昂贵的奢侈品当做对现实生活中缺失的某些东西的补偿，这些东西可能是教育机会、社会地位、人与人之间的沟通，也可能是友情、亲情和爱情，或是其他任何他们无法拥有的东西。他们以此来抚慰受伤的心灵，自我欺骗，假装取得了成功，以期得到他人的认可。这就是那些所谓的富豪名流的可悲生活。

实际上“奢侈品”的定义并不是绝对的。一个人眼中的珍宝未必能入他人法眼，比如对于初次贷款买车的人来说，一辆普普通通的车就可以称得上奢侈品，因为他之前只有自行车或电动车可用，但在一个成功的商业人士或有钱人眼里，所谓豪车只能是法拉利、兰博基尼或劳斯莱斯。以此类推，有钱人喝的红酒绝非那些大众化品牌，只有最为昂贵的才能满足他们的胃口。沉迷于奢侈品的人恨不能将生活中所有的空间都用顶好的东西填满，生怕别人看不到他们的富贵与成功。

如此说来，最开心的当属世界顶级红酒生产商和经销商了，他们保证时时刻刻都有足够的储货，以供那些开名车住豪宅的人享用。如今在中国内地的大多数名酒专卖店，全世界几乎所有著名的优质红酒都能买得到，富豪们终于有机会将最名贵的红酒尽数收入囊中并大张旗鼓地炫耀一番了。

另外，红酒经销商为有一定经济实力的有车族提供适合他们的优质进口及国产红酒，让这一人群在享受现代汽车科技风尚的同时，也有机会品尝真正的美酒。与豪富们不同的是，这群雄心勃勃的人不会炫耀收藏的唐培里侬香槟、巴黎之花花仙子香槟或是勃艮第和波尔多产的葡萄酒，而是拿来精心搭配晚餐，享受美妙的生活。因此，所谓“奢侈”不过是一种生活态度，和财富多少并没有必然联系。只要还能时不时在家中或外面与爱人朋友欢聚，是不是名酒名车其实已不再重要。都说情人眼里出西施，对应在奢侈品上，也是同样道理。

For those who choose to lead a life of luxury, everything is luxury, not simply the car they drive or the place in which they live. They live to define luxury, for luxury becomes a way of life. And for those without a formal religion, luxury often becomes their god or goddess. They worship luxury and associate with others who as well consider luxury as a way of life, as compensation for whatever they find lacking in themselves, be it education, social standing, connections, companionship or whatever; they turn to a life of luxury to console their wounded egos and be recognized as having achieved success. It is the lifestyle of the rich and famous.

But "luxury" is a relative term: For what is luxury for one person is less than luxury for another. In terms of luxury cars, for a first time buyer, purchasing on credit, a basic car might be considered luxury, if the purchaser had previously only had the benefit of a bicycle or motorized bicycle; while a luxury car for a successful business person or a person of wealth might be a Ferrari, Lamborghini or Rolls Royce. And so, likewise, for the wines of the rich and famous luxury car owners, an economy red or white wine does not cut it: Only the most expensive wines will do. For those obsessed with luxury, every aspect of their lives must reflect only the highest quality in everything, lest anyone believe they are not genuinely wealthy and successful.

So, for those luxury car owners on the Mainland of real wealth, the producers and marketers of the world's most prized wine brands are only too happy to ensure that their private wine cellars and collections are fully stocked 24/7/365. And now that virtually every luxury wine the world's most celebrated producers offer for sale is available on the Mainland from the expanded variety of wine importers and distributors at most fine wine retailers, more than ever before, luxury car owners are able to include the most expensive wines available among their most prized possessions to exemplify the lifestyle of the Rich & Famous.

On the other hand, for those car owners on the Mainland of limited means, but who consider their car purchase a luxury, the wine industry has premium wines that allow these upwardly mobile, aspirational classes of people the opportunity to enjoy modern automotive style and technology as well as excellent imported and domestic wines at affordable prices. You won't find these aspirationals flaunting their Dom Pérignon, Perrier Jouët Belle Epoque or Burgundy and Bordeaux collectibles; but well made premium wines that elevate any dinner and offer ample opportunity to enjoy "The Good Life". "Luxury" is what you make of it, be you rich or hoping to be rich. So, drive the luxury you can afford; and drink with luxury accordingly, at home and "on the town" with friends, associates and lovers: For truly, luxury, like beauty is in the eye of the beholder. I am *Red Owl*, Ever Vigilant, over & out.