

Reluctant Mallorca Jet Set

Frank Leavers finds out why the successful German couple don't see themselves as part of the jet set – or do they?



The first time Horst Zwipp set eyes on Heidi Joachimsthaler-Lubke he was presenting his plans for a music festival in Port d' Andratx called Tres Noches. He obviously noticed this tall, elegant woman because here we are four years on and they share their lives together very happily in Mallorca. It appears that when Horst was pitching his plans to some prominent business folk in the town, he wasn't quite prepared for the fact that one woman felt that he was taking much too long in saying what he had to say, and that she, Heidi, was a busy woman and needed him to get on with it faster.

As we sat in a café bar in the port they both laughed at the memory. Was she trying to be noticed by Horst I wondered? "No, not at all, it was just that I was very busy". I glanced at Horst and he smiled knowingly at me, and under protest Heidi ruefully changed the subject whilst still denying any female wiles were being employed at that fateful meeting. Unsurprisingly after that meeting a friendship developed between them that lasted for eighteen months, and when that deep friendship deepened from mutual respect, to love, they really did know all about each other.

Horst had been a determinedly single man, who has worked night and day for over 30 years building-up his business. He started by setting up an exhibition company that serviced the motor industry in that cradle of European automobile production, Stuttgart. As his business expanded he moved into marketing and public relations and pretty soon Horst

was a corporation. Indeed so successful was he that he produced over 1,300 promotions, and launches for Mercedes Benz alone, a figure that meant he averaged an event every 1.3 days. Clearly a very profitable and vibrant business, but exhausting even for the "workaholic" Horst.

As I watched Horst and Heidi interact with each other, I could tell that there was a mutual respect between them, an equality that is not always evident among successful men and their women. Both were alarmed by the fact that my profile of them was going into the "Jet Set" edition of abcMallorca.

Heidi in particular made it very clear to me that although they had an enviable lifestyle they were not frivolous people, and it was business that came behind their relationship, not the pursuit of pleasure. Duly chastened I homed-in on Heidi's business career. Heidi is Billy's Fashion,---- so much so that many clients call her Billy, however that particular claim to fame goes to a past and much loved family dog. Heidi has a stable of shops on the island, Billy's Exclusive -- Billy's Outlet --and Billy's Intimo with its lingerie lines, in fact she has recently launched Elizabeth Hurley's swimwear collection. What made



you go for the Exclusive and Outlet split? I asked. "Billy's Exclusive is this seasons fashions and Outlet are last years, but with the same top rate quality. I get a real buzz out of the girl at the supermarket check-out being able to afford my Outlet prices--- and of course my stock is always moving", with that she threw her head back and laughed a very throaty sexy laugh.

This Bavarian girl arrived in Mallorca fifteen years ago with a clutch of languages, German, English, Spanish, Italian and French and the determination to succeed. As a mono-lingual Brit I am deeply impressed!

During this time Heidi had a son Louis, who is now 9 years old and quite obviously the apple of both Heidi and Horst eyes. Although not his biological father, Horst both encourages Louis to keep in contact with his father, and does all the sort of things with the boy that Dad's do. "After my father died, I was looking for a place that might be a bit warmer than Germany. I do a lot of business in South Africa and the USA but they are too far away". So after considering Austria, and the Italian lakes he found himself here in Mallorca six years ago and has never regretted it. "I am constantly traveling, London, Las Vegas, New York, Cape Town, so our home in Andratx is very important to me."

As Horst business's have developed over the years he has moved into concert and music promotion and artiste management.

He has managed Chris Thompson formerly of the Manfred Mann Earth Band, and songwriter for Joe Cocker and Tina Turner for 17 years, and collaborates regularly with British artistes such as Paul Young and Sarah Brightman, Roger Chapman and Alan Parsons. Horst is the promoter at the Nelson Mandela Birthday Charity Gig at London's Hyde Park at the end of June this year, Mr Mandela is someone that Horst has worked with before in South Africa and Germany. Did he and Heidi live the Jet Set lifestyle I pressed "No not really, yes we live well, and we travel extensively, but I don't think that the Jet Set thing is us". What about you Heidi, I ask, how do you see yourself "We go to parties and we enjoy them, but out of choice we would have friends around for dinner, as I love cooking. We entertain quite a bit and we have guests staying with us much of the time, they are mostly business colleagues with the odd sprinkling of friends in the entertainment world, in the summer we love to go to Es Trench beach and have family picnics." I am desperate now, he is laid-

back and ruggedly handsome and 52 years of age, she is willowy, charming and stylish and 45 (sorry about that but I can count!) both look at least five years younger than their ages and neither of them touch alcohol, apart from a glass of champagne if it's a celebration. So much for sex, drugs and rock and roll then. So Heidi have you got any tips about running a successful retail fashion business? "Yes" she said, leaning forward conspiratorially "never employ anyone under 35 years of age, make sure that they are in a stable relationship, and have lived on island for at least two years" And there was I thinking she might say something revealingly frivolous and vacuous!



Not a person to give up easily I probed Horst about the nature of this elusive Jet Set lifestyle "the people who think they are Jet Set are usually the ones who aspire to that dream, we don't just dream our dreams, we live our dreams, personally I always want to stand in the 2nd line". I think I know what he means; Heidi and Horst have it, but they just don't flaunt it. That is apart from her top of the range Mercedes and his Porsche. I knew I would get them in the end!

Reference: <http://www.abc-mallorca.com>