

HAUTE LIVING

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HAUTE 100

OUR ANNUAL LIST OF THE MOST POWERFUL PEOPLE IN MIAMI

HAUTE PARTNERS

BY JENNIFER AGRESS



LE BASQUE:

EFFORTLESS LUXURY FOR HAUTE MIAMI NIGHTS

MIAAMI JUST WOULDN'T BE THE SAME WITHOUT its slew of celebrities on holiday, eye-candy beaches, and world-class galas, parties and events that A-listers from all over the world are dying to attend. The real MVP of these haute scenes is Le Basque, a full-scale catering and design company behind some of the Magic City's poshest and most creative events.

The company was launched in 1991 by Alejandro Muguerza. Muguerza was born and raised in the Basque country, where being a good host and serving unbelievable food is a mainstay. Le Basque has taken the world by storm, infusing a special "savoir-faire" into everything they do to create seamless events. Le Basque has gained a reputation for perfect five-star service, out-of-the-box decorations and perfectly paired dishes. This kind of quality is essential, considering its honored guests include impressive names like President Barack Obama, Carolina Herrera, Cartier, Yves St. Laurent, Julio Iglesias, Former President George Bush, Harry Winston, His Holiness The Dalai Lama, and many more.

Offering everything from concept design, destination event planning, full-scale production, catering, logistics, and consulting in English, French, and Spanish, Le Basque doesn't just provide dinner and decor. It creates an experience, one that transports guests to another world with its dream-like cre-

ativity, passion for food, and humble attentiveness. More than anything, it's the company's originality that makes it the most sought-after host in South Florida and beyond — a product of nothing other than the unique experiences and mastermind of its leader, Alejandro Muguerza, who has brought Le Basque to where it is today.

First hired to cater an event for Julio Iglesias' mother, Le Basque quickly built a reputation.

"We knew it was successful when people started talking about us immediately," Alejandro recalls. "Julio's mother loved us and she told everyone about us."

From then onward, Le Basque has been hired to plan and execute some of Miami's most prominent occasions, like the "Take Center Stage Gala" at the Adrienne Arsht Center, for example, which honored none other Mrs. Arsht herself with the theme "It's Coming Up Roses."

"Effortless, elegant and simple—that's what luxury has always been, I think," Alejandro says. When something feels overproduced, and you have way too much lighting or way too much sound, that's not luxury," he says. "It's when the flowers are exquisite, the food is perfect, the waiters are discreet and well dressed, the wine is chosen well and someone is already there to fill your wine glass when you need it—that's perfection."