

A BIT OF HISTORY
PRESS RELEASE



LOVE AT FIRST SIGHT

The moment **Tania Jarre** set her eyes on the magnificent graded 4-storey building on the prestigious Avenue Louise in Brussels, directly next to the eponymous luxury Belgian fashion house NATAN, it was love at first sight and it was only then she envisioned the unique luxury lifestyle destination concept that would to be her business dream comes true: **CODE CIVIL**.

AROUND THE WORLD

A savvy business woman with a penchant for cutting-edge fashion, this effervescent and worldly French lady left her hometown Paris to climb up the career ladder spanning over 20 years starting in various mid-management and management sales positions for an international software giant. Her career paths took her to an international level where she had stints in the US, Ireland and the UAE, where she called Dubai her home for three and a half years before relocating to Brussels, Belgium, following her husband's significant career move. In a male-dominated corporate leadership world in Dubai, she successfully led two multinational companies offering software and business management solutions to European and Middle East clients with proven track of records of financial acumen and clients satisfaction.

ADAPTATION & REINVENTION

Thanks to her international exposures and frequent travels, Tania has been accustomed to a variety of customs, cultures, ethics and most importantly: lifestyles. She has had to adapt rapidly to the new environments she was in, be it in private or in business, to ensure an effortless

continuity of a “*normal day-to-day life*” despite her hectic schedules juggling family and business lives. Her expat status has enabled her to adapt easily without compromising her own identity, which includes the way she dresses up, the places where she goes to socialise, meet, eat and drink, and the other activities she enjoys carrying out such as art exhibition, cultural events and wellness and beauty treatments. She has had the opportunity to create her own personal style with influences from across the globe, combining something and everything she has found and has been fond of from all passages of her life: from the French luxury classic powerhouse brands to avant-garde up-and-coming local boutiques she stumbled upon during her voyages across the globe; from a quick gourmet take-away salad or sandwich lunch in between tight meeting schedules to a fancy fine dining restaurant for important business dinners or special family occasions; from attending various art and cultural events to a simple pleasure of having an relaxing manicure-pedicure and massage treatments at the end of her adrenaline-packed day.

REDEFINING THE LAW

Why **CODE CIVIL**? “*Like fashion, we do not need to be adorned with various pieces of luxury commercial brands to look and feel good within ourselves. True elegance is actually found in the simple pleasure of well-being – feeling good in your own skin by finding your own style*”. This is one of the basic elements of the foundation of French civil rights law “*Code Civil*”, that also defines the status of a person. “*Contrary to the traditional idea of what defines luxury and exclusivity, I have found out during my own personal experiences around the world that it’s by using and bringing forward various less-known, up-and-coming brands and lifestyle experiences that you get to create your very own personal identity that is second to none. Dare to be different!*”. **CODE CIVIL** is certainly not just another has-been concept store. It is a destination. A **luxury lifestyle destination**. It is a unique place where the ever-busy modern society of Brussels finds their “*sanctuary*” from the hustle and bustle of their hectic daily life. A place where not only they could shop, relax, wine and dine, meet friends or colleagues, but also to attend art and cultural events without having to shuffle from one location to the other.

UP, CLOSE & PERSONAL

The cherry on the cake, and this is what completes everything that one will find at **CODE CIVIL**, is an *über*-personalised service, with a smile that comes from the heart. “*In Singapore, for example, the salesperson of my favourite local luxury fashion boutique sends me a WhatsApp message every time she thinks there is something from the new arrivals that I may like. Our salespersons are not just hired to sell. That’s the reason why they are called “Luxury Lifestyle Concierges”*”. Just like in any luxury 5-star hotels and resorts, tailor-made service is highlighted to ensure an experience that is second to none”. **CODE CIVIL**’s “*Luxury Lifestyle Concierges*” are carefully selected to ensure they have the natural hospitable personality next to their valuable work experiences in luxury retail, gastronomy or well-being industries. The combination of the two are crucial in providing a unique lifestyle experience to our clients, which is above all the foundation of **CODE CIVIL**. Our aim is that every client leaves us entirely satisfied and will return times and times again because each visit was **an experience to remember**.