

# FLAVIO BRIATORE'S BRAINCHILDREN AND THE EVOLUTION OF AN INTERNATIONAL LUXURY OPERATOR: **THE MAJESTAS BRANDS**

# ABSTRACT

## MAJESTAS IS A LEADING LUXURY GROUP OPERATING IN THE HOSPITALITY SECTOR

In April 2023, Majestas counted 3 brands, namely Billionaire, Crazy Pizza and Twiga for 20 venues, in 8 cities across 6 countries. The company also operated through a license agreement between Cova and Cipriani in Monte Carlo. The story of Majestas intertwines with the story of Flavio Briatore, a celebrity Italian manager and entrepreneur known for his passion for luxury and beauty. With a successful career in Formula One racing, Flavio transitioned into the hospitality industry, establishing a chain of iconic venues under the Majestas brand. His high-profile relationships and his passion for hospitality led to the creation of the Billionaire club format.

The initial phase of Majestas saw the opening of Billionaire, Twiga, and Cipriani Monte Carlo, driven by Flavio's instinct and network. However, the challenge arose in building sustainable brands beyond Flavio's celebrity image.

In the second phase, the leadership team, including Patrizia Spinelli and Francesco Menegazzo, focused on differentiation and growth strategies. With distinctive brand positioning, Billionaire offered a unique dining and nightlife experience, while Twiga provided a multidimensional escape with eclectic cuisine. Despite the initial success driven by Flavio's magnetism and network, the brands faced the challenging task of consolidating and growing independently of Flavio's personal brand image to ensure the long-term success of the company.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatized or modified for instructional purposes and may not accurately reflect actual events.

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**Biography**

Paolo Taticchi is Professor in Strategy and Sustainability & School Deputy Director (MBA, Global Engagement, Executive Education) at UCL School of Management.

Highly active in executive education, Paolo has trained thousands of managers and executives of Fortune Global 500 companies; and is a sought-after speaker regularly invited to give keynote talks at world-class academic, governmental and industry events. Paolo's research on corporate sustainability and performance measurement is internationally recognised. Paolo's latest books include "Corporate Sustainability in Practice", which was published in January 2021, and "Sustainable Transformation Strategy", published in June 2023.

Outside of the academy, Paolo has significant consultancy experience in the fields of strategy, education, and sustainability. He has worked in this capacity for firms of various sizes, and in a range of different industries. Today, he advises (or serves in the advisory board) influential organisations and is one of the scientific advisors of the Ministry of Environment and Energy Security in Italy.

He has received numerous awards for the impact of his work. His projects, quotes and opinions have been featured over 350 times in international media outlets. In the last three years, Paolo was indicated by Italian's leading business daily Sole 24 Ore as the most influential Italian under the age of 40.

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Chiara is a Ph.D. candidate at Copenhagen Business School and a visiting Ph.D. student at UCL School of Management. Her research focuses on corporate sustainability and social impact measurement.

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