



wtm interview

Ivana Trump

more than
meets
the eye

Bestselling author, real estate mogul, professional athlete, mother; it seems there's very little in life that Ivana Trump hasn't succeeded in. Her list of accomplishments seems almost superhuman: novels that have been translated into 25 languages (she's also written a very successful non-fiction book); three accomplished children; competing in the Olympics; her own reality TV show, mega real estate projects around the world. These are only a few of her ventures. If you think being divorced from Donald Trump is all there's to Ivana, think again!

BY CHRISTINA FERNANDES

As the property market in Bahrain heats up, Ivana Trump, one of the most high-profile real estate moguls in the world, has decided to get in on the game. She has visited the island to announce that *Le Diamond Ivana Trump Tower Bahrain*, one of ten such projects she's developing in partnership with the Darvesh Group, will break ground at Bahrain Bay early next year.

Ivana sees the kingdom as a good place to invest. "Bahrain has everything going for itself," she says. "There's oil, there's money and there are banks from all over the world here."

She says women shouldn't be scared afraid of going for their slice of the real estate pie. "It can be intimidating when you first start out," she says. "But just do your homework and know what you want for yourself, what fits your lifestyle."

It's worth it to educate yourself about the property market, she says. "Real estate, in my opinion, is the best investment you can make," she comments. "I own properties all over the world and in the last ten years, they've all probably tripled in value."

Ivana knows a thing or two about the industry: she was vice president of interior design for the Trump organisation and was responsible for the interior design of all the group's real estate, including Trump Tower, Trump Plaza and the Grand Hyatt Hotel. She was also CEO and president of Trump's Castle Hotel and Casino,

followed by a stint as CEO and president of the Plaza Hotel. Under her leadership, the Plaza was recognised as the best luxury hotel in the USA and Ivana was named hotelier of the year in 1990.

Her partner Ahsan Hassan Darvesh, managing director of the Darvesh Group, points out: "Forbes magazine has said that the best thing that ever happened to Donald is Ivana." She listens to this with a smile. "I'm sure he doesn't like hearing that," she says contemplatively. Then she bursts out laughing: "But I don't care what that son of a gun thinks! I fought him tooth and nail!"

Ivana has been incredibly successful in the numerous career paths she's walked and she is keen to share her secrets to success. "I'm working on a book for women about how to start a small business," she says. "You can take a hobby and turn it into something profitable. It's always good to have a passion for something, it helps you succeed."

She places determination and initiative above everything else. "Fulfil your dreams. Set yourself a goal and go after it. Even if you don't succeed, at least you've tried," she says.

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Bahrain Bay will be home to Ivana's prestigious tower.



