

EIRLOOM

A LETTER FOR LAUREEN

PARIS · 1 OCTOBER 2026

From Rob

Laureen,

Thank you for Wednesday. Here's what I took away, and what the next 30 days look like.

What we learned

You have a sharp eye

In seconds you see what works in an idea and what's missing. That's a real business skill, and it's time to point it at your own ideas.

You plan beautifully

Files for everything, a calendar in your head. That's a superpower, and we're going to use it.

Your body is in transition

The shorter cycle, the lower energy and the dry skin all point to hormonal change. The blood test will show us exactly where you are. I'll send you the hormone chart and the studies so you walk into your next gynaecologist appointment fully informed.

Energy follows action

Your mitochondria, your hormones and your sense of purpose all feed it. The fastest way to more energy is to be in the middle of something you love. You already have that something: your husband's website, and the collaborations with the photographer and the porcelain artist.

The next 30 days

OCT 2 - 8

Tel Aviv

Enjoy the wedding. Save 10 gallery or artist websites you love, and write one sentence on how his site should feel.

OCT 9 OR 10

Paris

Blood test, in the morning before breakfast. Then we build the structure of the site together.

OCT 11 - 16

Biarritz

Your studio week. Build the prototype, and write one page on each collaboration.

OCT 17 - 23

Paris

Show your husband the prototype. Meet the artists if they're in town for the fairs. By Oct 22, decide what you want from each Amsterdam meeting.

OCT 24

Amsterdam

Your meetings.

OCT 31

Live

The site goes live.

You set the dates. I'll give you the structure, and I'm with you the whole way.

Moving while you travel

One box a day, 15 minutes,
anywhere: your hotel room, a
terrace, the beach.

*Send me a each day you do it, and we'll
keep a streak going.*

The daily 15

- Cat-Cow, 8 slow rounds
- World's Greatest Stretch, 3 per side
- Glute Bridge, 2 sets of 12
- Bird Dog, 2 sets of 8 per side
- Reverse Lunge, 2 sets of 8 per side, with one hand on a wall if you like
- Side Plank, 2 sets of 20 seconds per side
- Calf Raise, 2 sets of 15, then Ankle Mobility Drill, 10 per side

Plus

- A 30-minute walk every day. In Biarritz, take it along the coast.
- A swim whenever there's a pool or the sea.

Looking after your joints

- Reverse lunges are kinder to the knee than forward lunges. Keep your front knee over your toes, and go only as deep as feels

smooth.

- Give your right elbow a quiet month. Use light grips, and pull your suitcase with your left hand.
- Every movement should feel smooth. If something pinches, skip it that day and tell me.

All of this builds toward our nine holes of golf next season.

Coming from me

- The hormone chart and studies
 - Tom's programme options
 - A time for a call with the three of us
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You set the dates. I'm with you the whole way.

— *Rob*