

MODERN LUXURY

San Diego

MAY 2025

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THE 2025 BEST OF
LUXURY TRAVEL AWARDS:
THE MOST SPECTACULAR
PLACES AROUND THE GLOBE

DREAM Weaving

Screen Siren Samara Weaving



TABLE OF CONTENTS



38



28

4
LETTER FROM
THE PRESIDENT
& GROUP PUBLISHER

6
LETTER FROM THE EDITOR

INSIDER.

21
SPOTLIGHT
City Ballet of San Diego
concludes its 32nd season with
two showstopping performances.

22
AGENDA
San Diego's social calendar is
brimming with incredible events
this May, from outdoor festivlas to
dazzling on-stage performances.

28
THE GUIDE
Whether you crave top-shelf tequila
or fresh fish tacos, San Diego's 10
best Mexican restaurants serve the
region's finest cuisine with flavor
and flair.

32
ON THE SCENE
These local happenings were all the
rage around San Diego recently.

36
ARBITER
As she expands Carlsbad's Schubach
Aviation to the East Coast, owner
and CEO Kimberly Herrell reveals
her timeless travel staples.

38
SHOPS
Dress up your summer wardrobe
with fresh apparel from new
San Diego boutiques.

40
DINING
Celebrity chef Claudette Zepeda is
back in the spotlight with Leu Leu,
an experiential culinary lounge now
open in Leucadia.



Globe Trotter

As she expands Carlsbad's Schubach Aviation to the East Coast, owner and CEO Kimberly Herrell reveals her timeless travel staples. *by ALLISON MITCHELL*

As the owner and CEO of Carlsbad's Schubach Aviation (schubachaviation.com), Kimberly Herrell is an expert world traveler. After joining the premier jet charter operator in 2005, she took on the role of president in 2018 before acquiring the company in January 2020. Since then, she's elevated Schubach's service through an exclusive culinary program with San Diego's Waverly restaurant and its Michelin-starred chef Brian Redzikowski. In 2022, she amplified Schubach's commitment to supporting the local community through Miles That Matter, a philanthropic endeavor benefiting San Diego's Monarch School, Shelter to Soldier, the Museum of Contemporary Art San Diego and Curebound.

Next, she's expanding Schubach to the East Coast. "We are opening an office in Manhattan," reveals Herrell. "We're super excited to bring our aviation expertise and brand of service to East Coast private travelers. I'm looking forward to spending a lot of time in New York City this year, establishing our East Coast presence."

She'll also spend time traversing the globe with her husband, Ryan Herrell, and their 13-year-old daughter, Ella. "I love spending time on boats, and I love the Mediterranean. My dream trip would be to spend the summer with my family on a boat in the Mediterranean or the Adriatic Sea," says the Encinitas resident. "Our best trip, though, is the one that we repeat most summers: Start in the South of France in a town called Saint-Jean-Cap-Ferrat, spend some lazy days at the beach clubs and then head to Capri when we are ready for more action. I live for boat days around Capri and the Amalfi Coast."

Here, Herrell shares a few of her favorite hotels and on-the-go essentials.



"I've traveled a lot, and Grand Hotel Timeo in Sicily is one property that took my breath away. You can feel the history—it was built in 1873—and the views are truly spectacular from every room." belmond.com



"Our Challenger 350 is roomy, quiet and has plenty of premium comfort features, including a flat cabin floor and stand-up height design, plus quick access to in-cabin baggage compartments. Its transcontinental range means you can travel nonstop from coast-to-coast and beyond." schubachaviation.com/challenger-350



"Tucked away in a residential neighborhood, Hotel Bel-Air is our family go-to for weekend getaways. They have perfected the art of relaxed luxury—everything is perfectly in place, but feels effortless." dorchestercollection.com



"Loewe's mini slit raffia tote is easy to carry and the perfect size to throw all of your on-the-go items inside but still feels elevated. It works well for both the beach and the beach club." saksfifthavenue.com



"Rancho Valencia Resort & Spa is just 20 minutes away, but you feel you're a world away. It's laid-back luxury perfected, from the rooms and food to the incredible spa. The level of service really stands out." ranchovalencia.com



"FPM Milano's Bank 55 Spinner is chic and also super durable. It's an international carry-on, so you get an extra inch of packing space." neimanmarcus.com



"Lunya's washable silk sleep mask is part of my perfected in-flight sleep routine. It does a great job at helping minimize light and doubles as a headband for my pre-sleep skincare routine." lunya.co



"Isabel Marant's Beth sneakers are the cool-girl travel shoe. They go with everything and are super comfortable for long walking days. They're elevated without being too much." isabelmarant.com



"I've taken Janessa Leoné's Felix packable raffia straw bucket hat all over the world. It has a substantial brim for sun protection, and the flexible crochet means it can be tucked away in a suitcase or tossed in a beach bag." janessaleone.com