

Juanita Casanas & Drew M. Aaron

Text by JOSÉ MARÍA ÁLVAREZ
Photo by TOMEU COLL

These two successful entrepreneurs were attracted to the Island of Calm by its magnetism (and unrivalled opportunities). Their extensive knowledge of the financial market and world of art encouraged them to establish Lionsgate Capital.



LIFE (A BETTER ONE) IN MALLORCA

Founded by Juanita and Drew, based in Palma, specializing in mortgage advisory services for those clients who would like to either purchase a luxury home, or a work of art.

One of the most decisive tasks we have to undertake in the course of our life is surely to find a place where to live. It is a moment marked by an important aspect which can make a significant difference: the human factor (as Graham Greene would say). Far away from spy novels, the story of Juanita Casañas and Drew M. Aaron can be entitled as an adventurous journey undertaken between Marbella, Buenos Aires, London, Philadelphia, New York and Palm Beach with a happy end in Mallorca. Juanita, born in England, British mother and Argentine father, raised in Marbella (thus a born globetrotter), came to Mallorca almost ten years ago, as a Director of the bank Santander. “I was living in England and the bank Santander got in touch with me since they were interested in my services and working experience. They gave me the possibility to choose any destination in Spain and I opted for Mallorca. I think that on this island I found what I loved about Marbella - the mixture between nature and deep-rooted culture, urban development and sustainable growth... And the sea and its perfect climate, of course”, she confesses. Drew, was based in New York as the CEO of The Aaron Group (one of the main distributors of paper in the world). Moreover, he has held positions on various prestigious Boards of Directors in the world of art, architecture and design in North America. In addition, he is a renowned collector of Warhol and Basquiat. This American has been in love with the island for many years. For the last ten years, he and his wife (the Czech top model Hana Soukupova) spent their summer holidays in Mallorca. “When we decided to form a family, we opted for the Balearic Islands since the climate, quality of life and the opportunities for children outbeat all our other options”, Aaron explains. It was a special moment in our life since we had to find a home, build a new life. “We visited up to fifty different properties located in various areas of Mallorca. It was a long process and all estate agents always mentioned the same name when it came to recommend us someone who would provide us credible information concerning the mortgage: Juanita Casañas”, he recalls. And so, in a casual and professional way, their friendship was born and an idea that led to the beginning of this new adventure. Drew is in charge of customers coming from all parts of the world with the idea to settle in Mallorca. Lionsgate Capital stands for global knowledge of the financial sector specialised in professional mortgage services for those who long to purchase a luxurious house or property in Mallorca. In addition, Lionsgate works with clients interested in contemporary art since it offers advisory services in terms of purchase and sale of valuable artworks. Of course, there are more services provided by this full-service luxury firm. Because this is just the beginning..