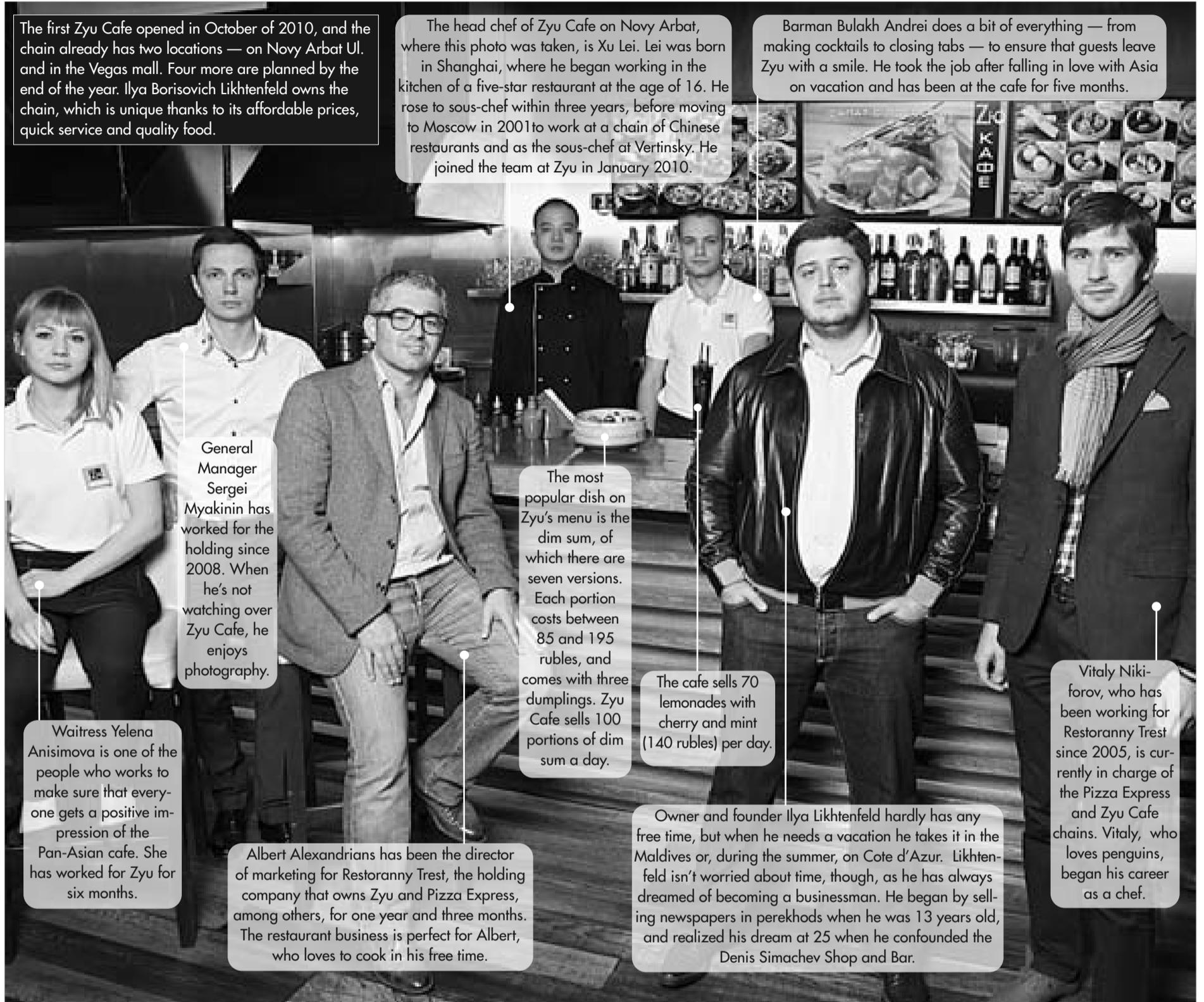


» spotlight



The first Zyu Cafe opened in October of 2010, and the chain already has two locations — on Novy Arbat Ul. and in the Vegas mall. Four more are planned by the end of the year. Ilya Borisovich Likhtenfeld owns the chain, which is unique thanks to its affordable prices, quick service and quality food.

The head chef of Zyu Cafe on Novy Arbat, where this photo was taken, is Xu Lei. Lei was born in Shanghai, where he began working in the kitchen of a five-star restaurant at the age of 16. He rose to sous-chef within three years, before moving to Moscow in 2001 to work at a chain of Chinese restaurants and as the sous-chef at Vertinsky. He joined the team at Zyu in January 2010.

Barman Bulakh Andrei does a bit of everything — from making cocktails to closing tabs — to ensure that guests leave Zyu with a smile. He took the job after falling in love with Asia on vacation and has been at the cafe for five months.

General Manager Sergei Myakinin has worked for the holding since 2008. When he's not watching over Zyu Cafe, he enjoys photography.

Waitress Yelena Anisimova is one of the people who works to make sure that everyone gets a positive impression of the Pan-Asian cafe. She has worked for Zyu for six months.

The most popular dish on Zyu's menu is the dim sum, of which there are seven versions. Each portion costs between 85 and 195 rubles, and comes with three dumplings. Zyu Cafe sells 100 portions of dim sum a day.

The cafe sells 70 lemonades with cherry and mint (140 rubles) per day.

Albert Alexandrians has been the director of marketing for Restoranny Trest, the holding company that owns Zyu and Pizza Express, among others, for one year and three months. The restaurant business is perfect for Albert, who loves to cook in his free time.

Owner and founder Ilya Likhtenfeld hardly has any free time, but when he needs a vacation he takes it in the Maldives or, during the summer, on Cote d'Azur. Likhtenfeld isn't worried about time, though, as he has always dreamed of becoming a businessman. He began by selling newspapers in perekhods when he was 13 years old, and realized his dream at 25 when he cofounded the Denis Simachev Shop and Bar.

Vitaly Nikiforov, who has been working for Restoranny Trest since 2005, is currently in charge of the Pizza Express and Zyu Cafe chains. Vitaly, who loves penguins, began his career as a chef.

seven things to buy in a perekhod



1 Lingerie — Buying stockings in a perekhod is as old as time ... or maybe just 20 years old. Either way, for those who live in the city seeing stalls peddling undergarments underground is nothing new. Some shops go beyond the simple white, nude or black bras, selling garters and thigh highs and Halloween-esque getups like naughty Santa (or Ded Moroz) outfits.



2 Icons — Nothing says religion like a grimy underground walkway, which is precisely why the ones at the end of Stary Arbat Ul. and in the web around the Paveletskaya metro station sell mini-icons, mugs printed with icon images and other goods. From books to candles, you can find all of the items you need to meet your religious needs in Moscow's underground walkways.



3 Passport pictures — In this country, you never know when you're going to need a small and serious photo of yourself. In case you are in a bind and need a picture in a hurry, head into the perekhod between the Arbatskaya-Pokrovskaya and Filyovskaya lines' Smolenskaya metro stations. There, you'll find a passport photo booth where you can take pictures in no time.



4 Fur — Have you ever been walking to the metro and thought, "I could really go for a fur vest"? If so, there are a number of stalls stocked with real fur hats, vests and even full coats around the city. Central dwellers should look for something warm in the walkways between the Pushkinskaya, Chekhovskaya and Tverskaya stations. Hats start from around 3,000 rubles.



5 Hair extensions — Hair dye and fake eyelashes are easy to find underground, as are nail polish, brushes, makeup and other cosmetics and toiletries. But the least likely product element discovered were hair extensions, which you can find down in the perekhods by the Yugo-Zapadnaya metro. There are even some kiosks where you can have them applied.