

HAMPTONS WELL SUITED

PORTRAIT ■ WATCH OUT



Time Traveler

Brilliant Transportation brings your living room to the L.I.E.

WHETHER YOU'RE RACING to a meeting or home to catch the kids' soccer game, there just never seems to be enough time in the day. Here to solve the problem: hedge-fund executive Richard Fertig, founder of Brilliant Transportation, a new method of vehicular travel for those constantly stuck in transit instead of being with clients or family. "You buy everything else that gives you comfort and time," Fertig says. "We're now allowing you to do that on the ground."

Like most Manhattan travelers, Fertig recalls his past trips out to the Hamptons as a nightmare. So he set about assembling a chauffeur-driven fleet of vans—including a Mercedes-Benz minibus and a Cadillac Escalade ESV—all of which feature Wi-Fi, an amplified mobile telephone, LCD screens, DirecTV, DVD and gaming-system capabilities. "Whatever you want to use us for, we're available," he says. "We're completely client-service driven." Now, with the kids able to sit (or even stand) comfortably in one of his vans, the weekend getaways start hours earlier. "It's an environment for my family to enjoy my family," he says. Simply brilliant. 212-799-5555; go-brilliant.com—JOSEPHINE CUSUMANO

