

WORLD LUXURY GROUP

PRESS RELEASE

WORLD LUXURY EXPO, ABU DHABI HOSTED AT PALATIAL EMIRATES PALACE

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ABU DHABI, UNITED ARAB EMIRATES – World Luxury Expo, Abu Dhabi, the third edition of the World Luxury Expo series, will be hosted at the magnificent Emirates Palace from 27-29 September 2013, and is set to become an annual fixture for the UAE capital city.

The World Luxury Expo series has been gaining momentum and traction amongst many of the world's leading luxury brands. World Luxury Group has recently concluded two successful World Luxury Expos, the inaugural event was held at Burj Al Arab, Dubai in January and the second in February at the palatial Ritz-Carlton, Riyadh earlier this year.

World Luxury Expo showcases a selection of the world's leading luxury brands to an invitation-only three-day event to high-net worth private clientele from across the GCC region.

Abu Dhabi is fast becoming a city which is positioning itself as one of the luxury retail capitals of the world, and the luxury market in Abu Dhabi is one of the most strategically important, and indeed lucrative. Most of the premium brand retailers are planning rapid expansion into Abu Dhabi, and this trend is set to continue with a multitude of luxury retail developments in the pipe-line and developments underway in the city.

According to Knight Frank's Wealth Report 2013, the number of high net worth individuals (HNWI) in the UAE, having a fortune of US\$ 30 million (AED 110 million), is set rise by 53 per cent over the next decade.

World Luxury Expo will feature a broad selection of carefully selected categories including fine art, high-end jewellery and fashion, hand-crafted time pieces, designer furniture and exquisite table settings, automobiles, fine dining, private aviation, and luxury travel. All participating exhibitors are leaders in their respective fields, executing superior design qualities and constantly striving for the ultimate in quality and perfection.

Darren Abel, Head of Sales and Marketing at Porsche Centre Abu Dhabi, comments: "Porsche values and philosophies permeate through everything we do to ensure that we always remain true to our principles. The World Luxury Expo in Abu Dhabi presents the perfect opportunity for us to showcase Porsche's first ever Panamera Executive model, with their 15 cm longer

World Luxury Group Ltd
Registered in United Kingdom Company No. 07726888
www.world-luxury-group.com

Abu Dhabi Office Bainuna Street 34, Al Bateen, PO Box 113 100, Abu Dhabi, UAE Tel: +971 2 406 9594 Fax: +971 2 406 9810
London Office HQ 2nd Floor, Berkeley Square House, Berkeley Square, London W1J 6BD, UK Tel: +44 207 396 5532 Fax: +44 207 887 6001
Riyadh Office: Bahrain Tower, 2nd Floor, King Fahad Road, PO Box 8953, Riyadh 12214-2393, KSA Tel: +966 1 279 5129 Fax: +966 1 279 5101

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wheelbase. Available for the Panamera 4S and Turbo only, the new Executive models offer not only more rear seating space but also comprehensive features ensuring maximum comfort, convenience and privacy."

Moiseikin Jewellery is renowned for creating one of a kind jewellery pieces and *objets d'art* and will be presenting a collection at World Luxury Expo Abu Dhabi entitled the "Imperial Collection." The highlight of this collection is the "Horn of Plenty" which is a tourbillon time piece valued more than US\$ 1.5 million (AED 5.55 million) and consists of over 4,000 diamonds with the total weight of 30 carats.

Says Michael Klapfer, Sales Manager of Faustig Chandeliers, "For over fifty years, Faustig has been creating the most unique selection of world-class crystal chandeliers in Italy. As holders of several Guinness world records for the most complex and largest chandeliers, we are excited to return to Abu Dhabi to reveal several creations that have never yet been seen in the region before."

Gold & Co. London is showcasing a 24-carat, gold-plated bronze, pure bred Arabian Stallion created by Don Alberto Carlos, which stands at 2.85m tall. This artwork is from a limited edition of only nine pieces and each piece is valued at US\$ 163,354 (AED 600,000). Gold & Co, London will also present a selection of exclusively designed mobile phones made from precious metals and studded with diamonds.

B5 Art of Living LLC is presenting an innovation from human biophysical medicine, the Human Regenerator. This unique technology in rejuvenation, health and well-being is valued at over US\$ 544,000 (AED 2 million) and stems from the principle that everything, including matter, consists of physical stem cell information according to quantum physics. The development of the Human Regenerator is a masterly high-end performance with regards to realisation of progressive and new technologies.

A selection of other luxury goods and services that invited guests can look forward to viewing at World Luxury Expo, Abu Dhabi include bespoke fragrances by *haute parfumerie*, House of Sillage, Cornelio Cappellini, Giorgio Collection, Mariner furniture (presented by Interiors Furniture), Italian jeweler, Giarletta Rosmundo, will be presenting the famed Al-Noor Jewel, fine artwork by Marie Josée Primeau, and Dubai-based luxury Al Barari Luxury Villas will be on show. Doettling will be presenting bespoke German superior safes, and there will also be the finest collectors pieces by Italian Gold Line, a presentation of The Royal Collection by Sony and one of the world's most expensive headscarves by Kashperia.

Following the Abu Dhabi edition, World Luxury Expo will continue to Doha from 14-16 November 2013. Then the Expo travels to Kuwait in December and returns to the Kingdom of Saudi Arabia in 2014, creating an annual signature series of events in the GCC region.

www.worldluxuryexpo-abudhabi.com

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WORLD LUXURY GROUP

ISSUED BY:

Press Office

World Luxury Group

+971 2 406 9594

enquiries@world-luxury-expo.com

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