

# WORLD LUXURY GROUP

## PRESS RELEASE

### WORLD LUXURY EXPO LAUNCHES IN DUBAI

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## WORLD LUXURY EXPO DUBAI 2013

DUBAI, UNITED ARAB EMIRATES – The inaugural WORLD LUXURY EXPO will take place at “the world’s most luxurious hotel”, the Burj Al Arab from 15-17 January 2013.

WORLD LUXURY EXPO will showcase the world's leading luxury brands to an invitation-only three-day event to high-net worth private clientele from across the GCC region.

WORLD LUXURY EXPO will feature a broad selection of carefully selected categories including fine art, high-end jewellery & 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 always striving for the ultimate in quality and perfection.

Exhibitors will have the option to engage with guests in a variety of unique venues within the privacy of the Burj Al Arab setting. Exhibition options include luxury hotel suites for private viewings by appointment, discreet meetings, or walk-in enquiries. For main exhibitions, a state-of-the-art double-volume pavilion, architecturally designed specifically for the Burj Al Arab Marina Garden area; this will be known as The Grand Pavilion during WORLD LUXURY EXPO. For networking receptions and banquets, guests will be hosted in the Al Falak Ballroom, a palatial, two-tiered, circular ballroom in the style of an 18th century Viennese Opera House.

Middle East luxury goods sales are predicted to grow more than double the global luxury market during 2012, according to Spring update of Bain & Company's worldwide study. The region's luxury market will grow by 15 per cent, leading the strong performance of the global luxury market. While global luxury goods market to increase six to seven per cent in 2012, the study forecast.

Heinrich Morio, General Manager of Burj Al Arab, comments “The Burj Al Arab is synonymous with luxury and that after 13 years Burj Al Arab has firmly established itself as the world’s most luxurious hotel. We are looking forward to hosting WORLD LUXURY EXPO, which we believe will become an annual signature event for Dubai. Our unrivalled personalized service is

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a signature of Burj Al Arab and we look forward to extending this to exhibitors and invited guests alike."

Jakob Beck Thomsen, CEO Saxo Bank (Ltd) Dubai, comments, "WORLD LUXURY EXPO has brought together the most prestigious names in luxury goods to an iconic venue in Dubai, that mirrors the privileged lifestyle that a large part of Saxo Bank clientele enjoy, so it is befitting that we are partner of this event."

Comments Vincent Corver, Manager of Steinway Piano Gallery, CDC - Qatar, "A Steinway is an instrument of the finest quality and through our association with the CrystalRocked, there is the opportunity to own an extraordinarily distinctive, bespoke Steinway grand piano that is the perfect blend of sophistication and glamour. At WORLD LUXURY EXPO, we will be displaying a crystalized 1/6 scale model grand piano that will be revealed for the first time ever. The full scale version is valued at AED 12 million."

The world's most luxurious atlas, Earth Platinum, measuring 6x9 ft. wide, is an example of one of the unique collectors pieces that will be featured at WORLD LUXURY EXPO. It is made up of images that are stitched together with as many as 1,000 individual photos; the largest has 12,000 photos joined together. Earth Platinum is also the largest-ever atlas and only 31 copies will ever be published.

Julian Alibhai, Exclusive Distributor of Hästens beds in the GCC, says "Hästens is globally recognised as being the ultimate producer of the world's greatest handmade and bespoke beds using only the finest all-natural materials, and has been doing so for the last 160 years in Sweden. This combined knowledge has been brought together to create the bed of your dreams. We are looking forward to showcasing our premier product at the WORLD LUXURY EXPO, the Vividus, which is valued at over USD 100,000, takes 160 hours to handcraft and has been tailor-made for many well-known and respected global icons and celebrities."

Dubai's premier fashion store, Harvey Nichols, General Manager Tanya Atkinson comments, "Harvey Nichols - Dubai has entrenched itself as the market leader in luxury department store retailing and distinguishes itself in every aspect of luxury retail including the merchandise, services, retail environment, shopping experience, exclusive offers and visual merchandising. WORLD LUXURY EXPO will be a new platform bringing together a collective of luxury brands."

The Middle East remains a crucial component in the sustained growth of the global luxury market. The region has opened exciting growth possibilities for key industry players and continues to be a major destination for a wide range of luxury brands.

Following the Dubai edition, WORLD LUXURY EXPO will continue to the palatial Ritz-Carlton, Riyadh on 10-12 February 2013 and then to Doha and Abu Dhabi, creating an annual signature series of events in all four cities.

[www.worldluxuryexpo-dubai.com](http://www.worldluxuryexpo-dubai.com)

ENDS.

## NOTES TO EDITORS:

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Established in 1992 and headquartered in Copenhagen, Saxo Bank was among the first financial institutions in the world to develop an internet-based information and investment trading platform. From the outset, the Bank emphasised technology as a vital element for being competitive in the online trading industry. With a worldwide client base, Saxo Bank has been recognised for the excellence of its technology and the services it provides.

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