

WORLD LUXURY GROUP

PRESS RELEASE

FINAL PREPARATIONS UNDERWAY AT WORLD LUXURY EXPO, DUBAI

FOR RELEASE: Monday, 14th January 2013



DUBAI, UNITED ARAB EMIRATES – On the eve of the inaugural World Luxury Expo, Dubai, the finishing touches are being made to the luxury goods exhibition at the invitation-only event held at “the world’s most luxurious hotel”, Burj Al Arab, scheduled for 15-17 January 2013.

On the closing day of World Luxury Expo, the iconic global brand, Aston Martin, will launch its global 100th anniversary celebration right here in Dubai. As the maker of exceptional high performance cars since 1913, the year 2013 marks a significant milestone for Aston Martin as the brand celebrates their centenary as a leading international luxury automotive brand.

World Luxury Expo will showcase the world's leading luxury brands across a 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.

The chairman of Agha Group, Mr Rateb Agha, will be showcasing a collection of pieces that have been privately curated over many years from all over the world. A rare glimpse into this collection reveals a sword that dates back to the 16th century; the blade is hand-made from original Jawhar and is covered in pure 22K gold. In addition to this, a one-off Fabergé Imperial Egg will be shown that is part of a museum-quality Fabergé collection that captures the very essence of the magnificent and historic Fabergé tradition.

Another very special piece in this collection is an original Holy Quran, hand-written with gold water with the pages made out of pure gazelle leather, originating from Damascus,

In the Grand Pavilion, located on the Burj Al Arab Marina Garden, invited guests can also look forward to seeing the latest ladieswear collections from acclaimed designers, Alexander McQueen and Alaïa, as well as luxury footwear from Charlotte Olympia. An exclusive range of fur pieces will be presented by J Mendel and exotic skin handbags and leather goods will be shown by Asprey and Nancy Gonzalez. There will also be a pre-view of special collections and

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limited edition pieces from Boucheron, Pomellato & H.Stern - all presented exclusively by Harvey Nichols, Dubai.

The luxury lifestyle fitness brand, Power Plate Pro7 will launch for the first time in the GCC and Middle East during World Luxury Expo.

"We are hugely excited about the launch of the Pro7 as there is no other vibration training machine with the same capabilities available on the market today," comments David Morrell, Managing Director. "This launch marks a huge technological leap forward for the brand and we can't wait to introduce the latest member of the Power Plate family to the region."

ProArt Gallery will be showcasing artwork from renowned artists, Damien Hirst and Andy Warhol. Swiss Art Gate UAE will feature selected pieces from the German artist, George Classen.

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."

Purveyors of the finest in automotive engineering will be on show during the event, namely Aston Martin, Bentley, McLaren and Mercedes-Benz.

Other luxury brands to look forward to during World Luxury Expo are displays from ART Marine, Luxury Seas Boats, Earth Platinum Atlas, Villari, Audissey Dubai, Montegrappa, Desvall Shishas, Steinway Pianos, Saxo Bank, Aston Pearl Real Estate, Kempinski Hotels, Interiors Furniture, Clio Pro, Hastens International, Cantonnet Jewellery, NasJet Private Aviation, refined shawls from Toshkana, Swiss Tourism and The London Robe Company.

T Emirates (the soon-to-be launched UAE version of The New York Times Style Magazine), Velvet Magazine, International Herald Tribune and anaZahra.com are all media partners of World Luxury Expo, Dubai.

"Reaching the sophisticated, affluent and arty readers of UAE was the natural evolution for T" said Ravi Raman, the Associate Publisher & Vice President of UMS International (which licenses T in the UAE from The New York Times News Service & Syndicate). "With the right mix of luxury, fashion, culture, art and entertainment UAE offers us the perfect home to further expand the brand in the region. In many respects there is perfect congruence between United Arab Emirates and the essence of what T stands for - luxury and culture with class and World Luxury Expo provides the perfect platform for us connect with the cultured and sophisticated".

World Luxury Expo is proudly supported by Dubai Shopping Festival and Dubai Calendar.

www.worldluxuryexpo-dubai.com

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NOTES TO EDITORS:

WORLD LUXURY EXPO EVENT PARTNERS



Dubai Shopping Festival - Launched in 1996 under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai to position Dubai as a leading tourist destination, Dubai Shopping Festival offers one of the best shopping experiences in the world and is the pioneering innovator of shopping destination tourism.

Under the DSF 2012 theme 'Dubai at its Best', the Dubai Shopping Festival will once again bring together the best in shopping and events alongside amazing opportunities to win big. With promotional offers and discounts of up to 75% across 70 malls and 6000 shops throughout the city, more than AED 100 million worth of raffles and prizes up for grabs including luxury cars, gold and cash, and more than 150 indoor and outdoor events during the 32-day festival, including local and international sporting, theatrical and musical events, street carnivals, night souks, art exhibitions, fashion shows and culture and heritage activities, DSF brings to Dubai a world of entertainment for all ages and nationalities.

DSF has become an engine of growth and diversification for Dubai's retail sector, adding an average of AED 10 billion in revenue annually. The festival has effectively brought Dubai's business community together in a citywide retail and tourism celebration that has had sustained growth and success for 16 consecutive years.

www.dubaievents.ae



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.

www.saxoworld.com



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The New York Times Style Magazine: UAE Edition

T: The New York Times Style Magazine has been at the forefront of global culture, exploring the worlds of fashion, beauty, design, living and travel with imagination, intelligence and originality. Our audience is treated to the ultimate in visual artistry combined with a rigorous aesthetic curiosity.

With an expansive viewpoint on fashion, beauty, design, travel and the good life — T is as gifted as the icons and innovators it covers — and the sophisticates who follow T's every move. T continues to globally expand its award-winning mix of entertainment and enlightenment. Setting new standards, T Emirates adds the best of local, regional stories with a distinct style and presenting select articles in a bi-lingual format (Arabic and English). It aims to be the most preferred luxury and lifestyle magazine.



anaZahra.com is a premium destination for the modern Arab woman — offering a perfect fusion of editorial excellence, quality content and inspiring community interaction.

The portal, launched in 2010, and powered by the success of Zahrat Al-Khaleej magazine, offers a unique engaging media experience and features style leaders, influential bloggers and worldwide contributors who are a direct reflection of the audience served. The destination is built on the foundations of informative, appealing, tailored and engaging content across a number of categories:

Fashion | Beauty | Health | Décor | Bridal | Entertainment | Community

www.anaZahra.com

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