

PRESS RELEASE

WORLD LUXURY EXPO COMES TO DOHA

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DOHA, QATAR - World Luxury Expo, Doha, the fourth edition of the World Luxury Expo series, will be hosted at the magnificent St Regis, Doha from 14-16 November 2013.

World Luxury Expo showcases a selection of the world's leading luxury brands in one spectacular venue, where access is by invitation-only.

The World Luxury Expo series has steadily gained momentum and status in the region, having recently concluded three successful events, the first at Burj Al Arab, Dubai in January, the second in February at the palatial Ritz-Carlton, Riyadh and the third edition took place at Emirates Palace, Abu Dhabi in September 2013.

The St. Regis, Doha is the perfect setting and already boasts a vintage 1911 Rolls-Royce Motor Car, set on a floating display in the lobby which greets guests on arrival.

Tareq Derbas, General Manager at The St. Regis, Doha, says "We are looking forward to hosting World Luxury Expo, Doha, which we believe will become an annual signature event for Qatar. Our unrivalled personalized service and philosophy to provide a truly bespoke experience is a signature of The St. Regis Doha and we look forward to extending this to exhibitors and invited guests."

Comments Vincent Corver, Manager of Steinway Piano Gallery, CDC - Qatar, "CDC's Lifestyle Select concept in Qatar is presenting Steinway Lyngdorf at the Pearl Qatar. A Hi-Fi product of a visionary ambition and uncompromising quality commitment – a shared dream which brings Steinway & Sons, makers of the world's finest pianos for 160 years, and Peter Lyngdorf, one of the most forward-thinking audio innovators of our time, together. We embrace music and our desire is to bring its pinnacle of enjoyment into the homes of our discerning clientele."

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

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To celebrate their 20th anniversary, the House of Moiseikin has crafted a significant mechanical tourbillon timepiece, "Horn of Plenty – Glory". Comments Victor Moiseikin, of House of Moiseikin, "We are looking forward to presenting the very best of Russian luxury at World Luxury Expo, Doha. The Horn of Plenty – Glory is a splendid *objets d'art* and is made with over 4,800 pieces of natural gemstones: Nautilus, nephrite, diamond, demantoid, sapphire, ruby, tanzanite, amethyst and natural pearls. All coming together in vivid colour to bring images to life of leaves, fruits and a delicate fluttering hummingbird, all inspired by the Garden of Eden. More than 600 pieces of rare Russian demantoids garnets are studded in the clock, creating tremendous brilliance due to the incredibly high refraction qualities of this gem. This piece is valued at more than US\$ 2.5 million and consists of over 3,100 diamonds with the total weight of 24.524 carats."

Always a favourite is the impressive and exciting line up of some of the world's leading Luxury Automobiles including Bentley, Bugatti, Lamborghini, McLaren and Mercedes-Benz.

Kashperia will be launching the world's finest and most expensive Guthrah Shawl at World Luxury Expo, Doha. This is a limited edition collection of only 10 pieces made from 100% pure Vicuna wool which is hand-spun, hand-woven and handmade with intricate motifs from the Babylonian era. Vicuna wool is sourced from the higher reaches of Peru (above 14,000 feet) and the animal sheds its wool only once every three years. It takes the wool from three animals to make one Guthrah Shawl. The diameter of this wool used by Kashperia is 11 microns (the human hair is only 15-100 microns).

Further surprises and unique pieces will be announced daily between now and the event.

A selection of other luxury goods and services that invited guests can look forward to viewing at World Luxury Expo, Doha include specialist marine charter service company, Ship & Crew, European luxury homeware, Devine Design, Brazilian jewelry by Fr Hueb, award-winning 4K home cinema projector and 4K BRAVIA television by Sony, luxury travel services by La Conciergerie du Qatar, rare 22-carat gold tea by Qirat Tea, Hamilton Grand luxury golf residences at the world famous St. Andrews golf course, to name but a few.

Those looking to attend World Luxury Expo, Doha can request an invitation and pre-register online at <http://world-luxury-group.com/preregister/doha2013>

Following the Doha edition, World Luxury Expo will return to the Kingdom of Saudi Arabia and Abu Dhabi in 2014, creating an annual signature series of events in the GCC region.

www.worldluxuryexpo-doha.com

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