

# WORLD LUXURY GROUP

## PRESS RELEASE

### WORLD LUXURY EXPO TO MAKE ASIAN DEBUT IN SEOUL

FOR RELEASE: 25 August 2014



WORLD  
LUXURY  
EXPO  
SEOUL

SEOUL, REPUBLIC OF KOREA – The seventh edition of World Luxury Expo series of events, will take place in Seoul at the splendid Grand Hyatt from 3-5 September 2014.

Citibank has secured the title sponsor for the Asian event debut.

The highly anticipated three-day exhibition will showcase many of the world's leading luxury brands and services, from a broad selection of luxury categories, to a highly discerning and select group of VIP guests from across Korea.

Towering nine meters into the sky will be the XCOR Aerospace 1:1 scale model of the Lynx Mark 1 spaceship. Something for the luxury traveller who aspires to an "out of this world" experience by crossing the ultimate boundary into space. Over 250 tickets valued at USD 100,000 per ticket, have been sold so far.

Comments Graham Cooke, President of World Luxury Group, organisers of World Luxury Expo, "Together we have created 'a small world of beautiful things'. One need to look no further than the new luxury space tourism, to be reminded of the new Citi Prestige Card statement 'your passport to a world of unforgettable experiences.'"

Continues Graham Cooke, "In complimentary fashion, the Grand Hyatt host venue was chosen as it boasts fine hospitality supported by tranquil surrounds and an elegant atmosphere. This is our 7<sup>th</sup> World Luxury Expo, having already completed a successful annual Expo series in the Middle East luxury capitals (namely Dubai, Abu Dhabi, Doha, Jeddah & two in Riyadh).

Seoul has been chosen as the first city in our Asian series. The luxury market here in Korea is sophisticated and Korea holds strategic importance to the greater Asian luxury market, most notably the influence that Korea now has in the region with the "Korean Wave" phenomenon and trends emanating from fashion, pop and celebrity culture, which all converge at times to influence the luxury market as well as other sectors.

# WORLD LUXURY GROUP

Seoul is also conveniently located between key luxury markets in mainland China, and Japan which makes the city of great interest to the luxury brands we deal with.

My greatest thanks to our sponsors, Citibank (Citi Prestige), Korean Air and L’Oreal Professional, without whom an event of this calibre would not be possible. Their support will enable us to develop World Luxury Expo into an annual signature event for the dynamic mega city of Seoul.”

The Expo in Seoul is the result of a joint effort between World Luxury Group and Korean local partner, Beautiful Life Productions.

Comments Tae Sik Oh, Chief Executive Officer at Beautiful Life Productions, “We are proud to partner with World Luxury Group to bring this prestigious event to Seoul. This event will continue to grow every year for many years to come and we are excited to develop our new partnership with World Luxury Group beyond Korea.”

Invited guests will be welcomed to the event with the finest hospitality including hand-made chocolates, caviar and French champagne and rare whisky.

Straight from the runways of Paris Couture Week will be the Alexis Mabille haute couture collection F/W 2014/15 collection. This is the first time the collection has been seen in Asia and this private showing will take place on the 2<sup>nd</sup> day of Citi World Luxury Expo, Seoul.

World Luxury Group recently concluded six successful World Luxury Expos. The inaugural event was held at the iconic Burj Al Arab, Dubai, the second was hosted at the palatial Ritz-Carlton in Riyadh, the third event was held at Emirates Palace, Abu Dhabi and the fourth at The St. Regis, Doha in 2013. In 2014, the fifth edition returned to The Ritz-Carlton, Riyadh in January and then continued to Jeddah in March 2014 at Park Hyatt.

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

ENDS.

ISSUED BY:

Press Office

World Luxury Group

[www.world-luxury-group.com](http://www.world-luxury-group.com) | [www.worldluxuryexpo-seoul.com](http://www.worldluxuryexpo-seoul.com)

English enquiries:

Kirsty Parry

+82 (0)10 7117 8656

[kirsty@world-luxury-group.com](mailto:kirsty@world-luxury-group.com)

Korean enquiries:

Ashley J. Kwon

+82 (0)10 3053 2132

[ashley@world-luxury-group.com](mailto:ashley@world-luxury-group.com)

**World Luxury Group (Middle East) FZ LLC**

TwoFour54, Salam St - Eastern Ring Road, PO Box 77769,  
Abu Dhabi, United Arab Emirates Tel +971 (0)2 4069594  
Company Registered in United Arab Emirates No. B.L. 284/13