

PRESS RELEASE

HAUTE COUTURE FASHION SHOW DELIGHTS AT CITI WORLD LUXURY EXPO SEOUL

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SEOUL, REPUBLIC OF KOREA – The highlight of the second day of Citi World Luxury Expo, Seoul was a private showing of Alexis Mabille haute couture straight from the runways of Paris Couture Week F/W 2014/15.

This is the first time the collection has been seen in Asia and designer himself, Alexis Mabille was in attendance.

The collection was inspired by a quote from Susan Sontag, “What is the most beautiful in virile men is something feminine; what is most beautiful in feminine women is something masculine.”

Comments Graham Cooke, President of World Luxury Group, organisers of World Luxury Expo, My greatest thanks to our sponsors, Citibank (Citi Prestige), Korean Air and L’Oreal Professional, without whom a fashion showcase of this calibre would not be possible.”

The highly anticipated three-day exhibition showcases 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.

Citibank has been exclusively selected as the title sponsor for the event debut in Asia.

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

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WORLD LUXURY GROUP

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