

PRESS RELEASE

AMERICAN EXPRESS WORLD LUXURY EXPO RETURNS TO RIYADH

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WORLD
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EXPO
RIYADH

RIYADH, KINGDOM OF SAUDI ARABIA – World Luxury Expo is returning to the luxurious Ritz-Carlton Hotel, Riyadh from 11-13 March 2015. This is the third edition of the highly anticipated three-day event being titled sponsored exclusively by American Express.

HRH Princess Nouf Bint Faisal Bin Turki Al Saud, as Chairperson of Nayyara Exhibitions, will again host the American Express World Luxury Expo under patronage. The exhibition will showcase selected luxury brands and services, from a broad selection of luxury categories, appealing to a highly discerning and select group of VIP guests.

Nizar Abou Hassan, Director Premium Products Management, American Express Saudi Arabia Limited, said "Our promise to deliver service excellence and world class experiences are showcased in our continued commitment to supporting the World Luxury Expo in 2015. The dedicated Cardmember's access lane along with the American Express Salon Prive' offering new and exclusive experiences which are aligned with our services and products designed to cater to the affluent lifestyle of our valued Card members who attend the event. We look forward to welcoming our local and international luxury brand partners who will be exhibiting a selection of their most prestigious and exclusive products in one spectacular venue."

Comments Jihad Slim, Chief Executive Officer at Nayyara Exhibitions, "Nayyara is proud to again work closely with the World Luxury Group team to ensure greater success of the American Express World Luxury Expo in Riyadh for this the third year. This is an event which continues to grow every year and hopefully for many years to come"

Steven Hill, General Manager at Al Ghassan Motors, comments "Bentley is the pinnacle of automotive luxury and we selected World Luxury Expo to reinforce our status as the ultimate luxury performance sedan benchmark by becoming the "Official Automotive Sponsor" of what has become an annual signature event for Riyadh. With its unrivalled blend of effortless drivability, a Bentley showcases exquisite luxury and craftsmanship, sculpted design and state-of-the-art technology and we look forward to share this experience to invited guests. Al Ghassan Motors is also the officially appointed distributor for Bentley, Bugatti, Lamborghini, McLaren and Lotus in Saudi Arabia."

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VIP visitors to the event can look forward to the Aston Martin debut of the historic Lagonda limited edition series of their new limousine of which there are only 200 units made for the Middle East, offered for discerning customers who are seeking the ultimate in luxury and personalisation.

Other collectors pieces include a historic 1956 Mercedes 300 SL GullWing, a Ferrari LaFerrari 2015 (one of only 499 units ever made) and a Maybach SW38 1936 (One of only three models in the world). These special automotive vintage pieces are displayed by Seven Star Car Lounge.

Another highly anticipated exhibitor at the event, CasaBella, will bring extravagance, radiance and extraordinary grandeur into a residence with ornately crafted home jewels of the Orient. A highlight of the magnificent collection that will be showcased at the event is "PURE", a resplendent hand-made peacock measuring 153cm tall, consisting of 43,985 Swarovski white crystals limited to only 18 pieces. It is interesting to note that "PURE" was chosen and collected by the Duke and Duchess of Cambridge, William and Kate on the occasion of their wedding.

Adel Al Mahboob, General Manager at The Ritz-Carlton, Riyadh, says "We look forward to again hosting the event, which has become an annual signature event for Riyadh. The Ritz-Carlton, Riyadh enjoys a pre-eminent address in the capital; originally envisioned as a royal guest palace for visiting dignitaries and heads of state. The hotels' stately architecture mirrors the extraordinary lifestyle that this event represents."

Comyns is one of the oldest and most prestigious silversmiths to come from the UK. The WC hallmark can be traced back to the 17th century. Comyns began by specialising in decorative tableware and later become renowned for its interpretative works, particularly of Paul de Lamerie, regarded by many as the greatest silversmith in 18th century England. An example of the fine craftsmanship that Comyns will present at the Expo is a life-size swan gracefully arching her neck in a preening posture, measuring almost seven metres tall, valued at USD 196,000.

Whilst enjoying the event, invited guests can look forward to sampling the finest caviar, chocolates, canapés and other gourmet delights on display.

Other exhibitors that will be on display include the luxury lifestyle portfolio of DAMAC Properties, Ladurée, a collaboration between Swarovski and Dar Al Oud fragrances, St James of London, Royal Selangor, Astas Fine Residences, the 'King of Modern Pâtisserie' - Pierre Hermé, Italian furniture and design by renowned La Contessina, Giovannetti Jewellery, Chocolat Boutique & Café, Fauchon, Golden Caviar and the British jeweller, D'Joya Jewellery, Al Nadera Jewellers and Residential London to name but a few.

World Luxury Expo features carefully selected exhibitors from luxury categories including fine art, high-end jewellery, fashion, hand-crafted time pieces, designer furniture and exquisite

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table settings, fine dining, luxury executive cars and sports cars, private aviation and luxury travel. All participating exhibitors are recognised within their respective fields, showcasing superior quality and craftsmanship.

Those looking to attend AMEX World Luxury Expo can request an invitation and pre-register online at www.wlgreg.com

Following the event in Riyadh, World Luxury Expo will continue to Mumbai in May 2015 and then return to Korea in September at the end of the year, creating an on-going annual signature series of events.

www.worldluxuryexpo-riyadh.com

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NOTES TO EDITORS:

About World Luxury Group:

World Luxury Group is the corporate head office for the executive production team of the World Luxury Expo series of events in the Middle East and Asia.

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