

PRESS RELEASE

**FINAL PREPARATIONS UNDERWAY FOR AMERICAN EXPRESS WORLD LUXURY EXPO
RIYADH**

9 March 2015



WORLD
LUXURY
EXPO
RIYADH

RIYADH, KINGDOM OF SAUDI ARABIA – On the eve of the third American Express World Luxury Expo in Riyadh, the finishing touches are being made to the luxury goods exhibition at the invitation-only event being held at the luxurious Ritz-Carlton Hotel, Riyadh from 11-13 March 2015.

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 of 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 premium products proposition designed to cater to the affluent lifestyle of our valued Cardmembers. We look forward to welcoming the local and international luxury brand partners who will be exhibiting a selection of their most prestigious and exclusive products in one spectacular venue."

A magnificent highlight of the jewellery collection from British jewellers, D'Joya - the Art of Jewellery - is the Casa Batlló shell ring featuring a large, exquisite cultured South Sea Baroque pearl weighing 26.8 carats and cast in 18k gold. Pivotal inspiration for this collection was by renowned architect, Gaudi and his unorthodox approach to design and unique creations, larger than life creations.

Armaggan are purveyors of the finest objet d'art, jewels and hand-made textile products from Turkey. All Armaggan jewellery pieces are crafted with their own exclusive, trademarked shade of 18k gold. The collection is proudly designed and produced in Turkey in limited editions in their own ateliers and studios.

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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."

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.

Comyns, one of the oldest and most prestigious silversmiths, will showcase a diminutive Model T-Ford measuring almost half-a-metre in length. Made of 78 separate components, this model is precise in every detail, including its fully articulated doors, hood, windshields and wheels. It also features a set of tools gilded in 24k gold which is concealed under the backseat - valued at USD 100,000.

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.

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 S.T. Dupont timepieces, a luxury lifestyle portfolio of DAMAC Properties, Ladurée, exclusive Cartier and Boucheron eyewear by Mugla Optical, a collaboration between Swarovski and Dar Al Oud fragrances, home entertainment systems by AVC, Royal Selangor, Astas Fine Residences, the 'King of Modern Pâtisserie' - Pierre Hermé, Nora Garden designers, Japanese cosmetic collection by Karin and boutique resorts on some of the most beautiful islands in the Maldives, Coco Privé.

Other exhibitors include Italian furniture and design by La Contessina from Italy, Bowers & Wilkins audio systems by Archimedia, cosmetic surgery and healthcare services by Adama Clinic, Bang & Olufsen, Emirates NBD, De'Longhi designer coffee systems, rare oud by Saad Bashammakh, Kaya Skincare, Fauchon, exclusive sleep solutions by Matt Royal, Golden Caviar, Narcissus Hotel & Residence, Al Nadera Jewellers, Penthouses London, and Top VIP Travel services 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 return Korea in September and then continue to Mumbai in October, creating an on-going annual signature series of events in 2015.

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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