



Press Portfolio

October 2006

Facts & Figures

Duration:	17 - 19 November 2006
Place:	Hofburg Vienna 1010 Vienna, Heldenplatz
Opening times:	Daily 11 am - 9 pm Sunday 11 am - 6 pm
Admission prices:	EUR 25.- / reduced EUR 20.-
Advance booking:	Österreich Ticket Tel.: (+43 1) 96 0 96 www.oeticket.com
Website:	www.luxuryplease.com
Veranstalter:	MEDIA COMMUNICATIONS GmbH Managing Director: Gerhard Krispl Director of Marketing & Sales: Marco Mamoli Palais Kinsky 1010 Vienna, Freyung 4 Tel.: (+43 1) 533 98 58-0 Fax: (+43 1) 533 98 58-28 eMail: office@luxuryplease.com
Exhibition area:	4,000 square metres
Presented brands:	over 90
Press liaison:	leisure communication group Alexander Khaelss-Khaelssberg Tel.: (+43 664) 856 3001 eMail: khaelssberg@leisuregroup.at
Press downloads:	http://backstage.leisurecommunication.at/luxury http://www.leisurecommunication.at/presse

Press information

International world of luxury guests in Vienna

(Vienna, October 2006) From 17 to 19 November 2006, LUXURY, please. will for the very first time transform Vienna into a hot spot for the most famous luxury brands in the world. For three whole days, over 90 labels are being presented in an exhibition space of around 4,000 square metres in the Vienna Hofburg, transforming the Danube capital into a parade arena for the beautiful and the rich.

It's no longer breaking news that Vienna has in recent years been developing increasingly into a meeting point for the international jet set, and that numerous international luxury labels have moved into the inner city of the Danube capital. The new thing is, however, that Vienna will for the first time be hosting the international luxury exhibition *LUXURY, please.*, which will celebrate its world premiere and bring to Austria the best-of in international luxury brands. Ranging from A for Armani, L for Lamborghini to Z for Zürcher Kantonalbank, they will all be guesting in Vienna and showing how people can best enjoy the most beautiful sides of life. Provided they have the spare cash.

The 7,000 or so targeted visitors will see a dazzling world opening up to them, and spinning around it elegant yachts, superb private jets, the crème de la crème of designers, the most exquisite jewels and prestigious types of sport. Thus, besides the upmarket equipment firms for the classic sports of the rich - like golf and hunting - the exhibition is presenting the truly select brands favoured by the well-heeled: for example, the effervescent Mediterranean flair of the St. Tropez Polo Club, and Wally, the yacht makers; only five exclusive yachts of theirs are as yet voyaging across the wide ocean main. Nor is there any serious worry about getting to the enviable property in the sunny south or one's exclusive private islands: after all, besides upmarket automobiles such as Maybach or Porsche, there are no fewer than three private jet suppliers offering their services; naturally without check-in and irritating waiting times. Anyone who wants to feel like a billionaire at home, too, can acquire the corresponding wardrobe from the new collection by Formula One manager Flavio Briatore, aptly named by designer Fabio Galasso as "Billionaire Couture", a sound-bite to resonate in the till. A fascinating and scintillating range of articles is presented by the many clock- and watchmakers and jewellers, who will be showing their latest collections. Also, potential customers who prefer to wait a little before purchasing the next plot of real estate or island in the sun are in the best hands for increasing their assets - the private banks from Austria and neighbouring Switzerland. Whatever happens, eye-openers and a pocketful of dreams are guaranteed.

Networking platform for an up-and-coming branch of industry.

"That Vienna is the ideal location for the world premiere of the international luxury exhibition is based above all on its historic significance and geographical position," a compliment for the Danube capital paid by organiser Gerhard Krispl, who has been working for around two years on the *LUXURY please.* project. "Vienna is the strategic intersection between East and West Europe; many international concerns started out from Vienna on their

activities in the new member states; in the meantime, a pulsating luxury scene has been gaining momentum there, too," says Krispl, who is already thinking about other locations for the coming years in St. Tropez and Prague. Besides, owing to the positive economic situation there has been a constantly growing demand for luxury goods on the home front in recent years. LUXURY *please.* is a way of keeping up with this trend, for the first time creating a platform for brands and a base for a lively exchange between suppliers and consumers. According to international studies, too, the latter are becoming increasingly prepared to invest in luxury goods, indeed, are discovering the world of the *de luxe* to be a potential investment with value stability. Correspondingly, Krispl does not wish the LUXURY *please.* to be seen as a showcase of the vanities, either, but much more as an economic booster for the location of Vienna and as a marketing instrument for the entire sector, which up till now has had to be content with very restricted advertising and communication options. Buoyed up in the spirit of a vibrant communication concept, the exhibition will publish its own magazine revolving around the theme of luxury. And surely there's no harm, either, in tickling the palate a little for luxury through a visit to the exhibition.

Jet Set Landing in Vienna.

When the most luxurious brands in the world meet up, it's obvious that none of the best known leading players in luxury sector should be missing. LUXURY *please.* offers the latter a comprehensive accompanying programme as part of the show, including a premiere party in the Spanish Riding School and many other side events. The leading roles in the exhibition "cast" will be filled not only by an exclusive selection of the local upper class, but also include designer Fabio Galasso and crystal-glass heiress Fiona Swarovski, also Princess Sayn-Wittgenstein-Sayn and the Hollywood king of luxury shoes Leon Verres; they are sure to meet up with quite a few well-known faces in Vienna between 17 and 19 November. To be on the safe side, we had better expect a few extra landings of elegant private jets at Vienna Airport.

Background

Not only the devil wears Prada

- **International studies prove that more and more people are investing in luxury goods.**
- **Forecasts for the future talk of a new definition of luxury and a lasting transformation of values.**

According to an up-to-date study¹ with 21,000 respondents on all continents published by AC Nielsen in May 2006, 20 per cent of the respondents spend money on luxury goods and the trend is rising. The study, titled "Consumers and Designer Brands", states that the manufacturers of luxury products can look forward to an outstandingly high sales volume potential in Asia and Eastern Europe, where the demand for west goods is on the rise.

Meanwhile, the motivation to buy the mostly expensive brand items lies - at least in Europe and the United States - less in quality and awareness of fashion than in the social status associated with the products, which 60 per cent of the respondents say their decision to buy is based on. The Asian and Latin-American market promises rather more quality awareness, where a remarkable 40 per cent of the respondents buy luxury goods first and foremost for their better quality.

Whereas Ralph Lauren - followed by Christian Dior, Giorgio Armani, Gucci and Yves Saint Laurent - is the most popular brand in the world, the remaining brands remain subject to a generally vacillating level of popularity, depending on the individual continents. For example, there is an above-average demand for Luis Vuitton in Asia, while in the United States and continental Europe home brands are favoured; particularly the Italians and French came out of the consumer closet as "shopping nationalists", preferring to purchase their home-grown brands.

One of the most interesting markets for the luxury industry - besides the United Arab Emirates, Asia and China - is Russia, where 70 per cent of the respondents invest their money in new clothes, which corresponds to one and a half times the amount for Spain, in second place. Accessories are among the best-sellers in the designer boutiques and sell especially well in Latin America; the most popular items include shoes, sunglasses (shades!), purses, wallets and handbags, also belts and travel bags.

Australians make up the one and only group to manage very well thank you without the international glamour world; they prefer to buy the creations of their home designers, which according to the AC Nielsen study has something to do with the more casual dress code down under.

Producers of expensive genuine article have no real need to fear competition from the many cheap makes, since consumers are ready to dig deeper into their pockets for their favourite prestige brand, buying with it a portion of the image and status of the relevant market.

¹ "Consumers and Designer Brands: A Global AC Nielsen Report", published by AC Nielsen, world-wide online poll with 21,000 respondents.

The new face of luxury.

The credit card company American Express, too, mentions the increasing number of millionaires in its recently published "21st Century Living Report", a study in which a hundred designers, architects, future-studies and luxury experts address the coming requirements of the upper classes. Thus in 2004, the number of dollar millionaires worldwide rose by seven per cent to a proud total of 8.3 million people, of whom 2.6 million alone live in Europe. The study forecasts just under 800 billionaires throughout the world in 2006. It states that, in all, economic affluence towards the end of the twentieth century has contributed to an intensive dissemination of luxury goods, something that the middle classes, too, have increasingly profited from.

The "21st Century Living Report" forecasts a profound upheaval in the luxury sector for the twenty-first century, in which values will carry much more weight than prices, and personal experience will mean more than exclusiveness. While the Asian and Eastern European countries are still find themselves the first of a total of four phases of luxury awareness - in which people like to show off what they have - the West is already starting out to discover the new face of luxury. According to the authors of the study, this would bring with it a completely new definition of luxury. Pre-eminent in the new luxury awareness are the wish for individual experience, the thirst for knowledge, a personal feeling for values and an awareness of consumer behaviour and options.

The classic categorisation of luxury - such as evaluating hotels through stars - will give way in future to individually experienced, holistic concepts, in which art, taste, culinary delights and consumer options are presented as a shared world of experience, in which intellectual stimulation of the consumers is pre-eminent. The modern information society demands that the interplay of science and design take on an ever greater role, for consumers will revert more and more to the best product with the greatest technological benefits. Purely commercial values will make way for personal values, because consumers will increasingly cherish the desire for uniqueness and exclusiveness, and their personal values will gain more and more in importance. In the end, the awareness for consumer options will also be sensitised, and the industries will have to respond above all with transparency, trust and integrity.

According to "21st Century Living Report", the formative influences on future consumers when making the decision to buy will be quality awareness, an ecological conscience and an attitude of mind that supports sustainability.

Quotes

Opinions on the future of luxury

"The word luxury is often equated with 'expensive' and 'up-to-date' and many people have accepted this definition as such. However, I think the attribute of luxury is not defined by price alone, but is specified more through quality, genuineness, a degree of exclusiveness, and timelessness."

Giorgio Armani

"During the Industrial Revolution it was all about handicraft; then we lived in the service-oriented society and now we are pulling out of this and taking the plunge into the age of experience: it's all about doing something that gives us the most beautiful and best experiences."

Ian Schrager, hotelier

"Luxury is defined more and more by what you know and what decisions you make."

Marc Wanders, designer

"In future, less will certainly be more and the quality of this less will be worth more than its price."

Alexander McQueen, designer

"Once we used to spend our money to show off how much money we have, now we spend our money in order to keep up with our social responsibilities."

Heston Blumenthal, star chef

"Probably the greatest change that has happened to luxury is that it has become so accessible. Seen from an elite point of view you could say: if everyone has it, it isn't a luxury any more."

Ian Schrager, hotelier

"At the threshold of a new era of luxury, the success of each business concern will be defined in their managing to foment the curiosity of their customers and satisfy their hunger for experience. Moreover, they must offer their customers an opportunity to give expression to their social status and their ethical convictions."

George Frey, director, American Express Austria

"In the luxury market there has been a shift towards product that is not loud, does not look like money and is not identified with money. I think there's a renewed interest in real value: the value of the make of the product, its design integrity and the value of the service that surrounds it."

Tomas Maier, designer



"After years of being really obvious, luxury today is much more private. Luxury is about the knowledge and understanding of product, authenticity and personal attitude."

Bill Amberg, designer

Source of all quotes: "21st Century Living Report", published by American Express.

Programme

Four days of luxury in its purest form

Thursday, 16 November 2006

- 7 pm Welcome-Cocktail in the Hofburg
- 9 pm Premiere in the Spanish Riding School for around 800 invited guests.
By invitation only!

Friday, 17 November 2006

- 11 am - 9 pm Opening times of Luxury, please.
- 4 pm Wine presentation by "Der Schrammler"
- 7 pm Book presentation "The Collection of Sayn-Wittgenstein" by the Princess of Sayn-Wittgenstein-Sayn Nationalbibliothek
By invitation only!
- 9 pm Presentation of the travel magazine "Connoisseur Circle"
By invitation only!

Saturday, 18 November 2006

- 11 am - 9 pm Opening times, Luxury, please.
- 11.30 am Presentation by the St. Tropez Polo Club
Preview Luxury, please. 2007
Wine tasting
- 9.30 pm Luxury Night (exhibitors' party)
K47, 1010 Vienna, Franz Josefs Kai 47
By invitation only!

Sunday, 19 November 2006

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| 10 am - 12 pm | Breakfast
Presentation of a new type of luxury caviar
<i>By invitation only!</i> |
| 11 am - 6 pm | Last day of the exhibition |

Press accreditation

Visits to the exhibition and participation in the events of the accompanying programme is only possible after prior accreditation, tel.: (+43 1) 535 48 17 or online at <http://www.leisurecommunication.at/presse>.

Exhibition Directory

Luxury from A to Z

Accardia Real Estate Group	www.accardia.com
Alutechnik Matauschk	www.matauschk.com
American Express	www.americanexpress.at
Andrea Walcher Design	www.andrea-walcher.com
Armani	www.armani.com
Aston Martin	www.astonmartin.at
Augarten Porzellan	www.augarten.at
Bachhalm	www.bachhalm.at
Backhausen	www.backhausen.at
Barbour	www.barbour.com
Bentley	www.bentley.at
Betten Dörr	www.bettendoerr.at
Billionaire Italia Couture	www.billionairecouture.com
Bösendorfer	www.boesendorfer.com
BW Indoorgolf	www.indoorgolf-austria.at
Complice Stale Theodorou	www.complice-st.com
Connoisseur Cicle	www.circle.at
Country House	www.countryhouse.at
D&S Antiquitäten	www.ds-antiques.com
Davidoff	www.davidoff.com
Dedon	www.dedon.at
Diamonds in Glass	www.diamondsinglass.com
Dotzauer	www.dotzauer.com
E. Dschlunigg	www.jagd-dschulnigg.at
Ego Lifestyle	www.ego-lifestyle.com
Encore! Encore!	www.encore-encore.at
Escada	www.escada.com
Estée Lauder	www.esteelauder.com
Friedrich Otto Schmidt	www.fos.at
FWS Fiona Winter Studio	
Geba Teppiche	www.geba.cc
Glashütte Original	www.glashuette-original.com
Goldvish bei Juwelier Hübner	www.goldvish.com
Grand Holiday Apartement	www.grand-holiday.at

Grand Hotel Wien	www.lhw.com/grandhotel.com
Grossmann Airservice	www.grossmannair.at
Gullivers Lifestyle	www.lifestyleholidays.at
Haban	www.haban.at
Heldwein	www.heldwein.at
Hotel Imperial	www.luxurycollection.com/imperial
J. & L. Lobmeyr	www.lovmeyr.com
Jaeger le Coultre	www.jaegerlecoultre.com
Jarosinski & Vaugoin	www.silbervaugoin.com
Jet Alliance	www.jetalliance.at
Jil Sander	www.jilsander.com
John Smedley	www.johnsmedley.com
K47 Keyclub Vienna	www.k47-keyclub.com
Köchert	www.koechert.at
Kunsthau Popp-Wiesinger	www.kunsthau-wiesinger.at
La Perla	www.laperla.com
Lamborghini	www.lamborghini.at
Lechner & Jungl	www.lechner-jungl.com
Leon Verres	www.leonverres.com
Liska	www.liska.co.at
Lufthansa Private Jet	www.lufthansa-private-jet.com
Machold Rare Violins	www.machold.com
Majestic Emperor Train de Luxe	www.imperialtrain.com
Maserati	www.maserati.com
Maybach	www.maybach-manufaktor.com
Möbelwerkstätte Karl Gerstmann	www.raumzumleben.at
Modeagentur Parkosim	www.parkosim.at
Mont Blanc	www.montblanc.com
Nägele & Strubell	www.naegelestrubell.at
Paul Pennisi di Floristella	www.paulpennisi.com
Payer Porzellan	www.payerporzellan.at
Polo Club St. Tropez	www.polo-st-tropez.com
Porsche	www.porsche.at
Porsche Design	www.porsche-design.com
Raiffeisen Private Banking	www.raiffeisen-wien.at
Roland Koller Home Cinemas	www.homecinemas.at
Rolls Royce	www.rolls-roycemotorcars.com
Rudolf Budja Galerie	www.artmosphere.at
Schau Schau Brillen	www.schau-schau.at
Sondeks	www.sondeks.at
Stockinger First Class Safety	www.stockinger.com

Stoffwerk	www.stoffwerk.at
Swarovski Crystal Palace	www.swarovski.com
Technogym	www.technogym.at
Velentino Brautmoden	www.brautmode.at
Versace	www.versace.com
Von Köck Juewlier	www.juweliere-koeck.co.at
Wally	www.wally.com
Wenzl Innenarchitektur	www.wenzlinnenarchitektur.at
Wet Systeme	www.wet-systeme.at
Whirlpool City	www.whirlpoolcity.com
Wittmann	www.wittmann.at
Woka Lamps Vienna	www.wokalamps.com
Yaretti Motoryachts	www.yaretti.at
Zur Schwäbischen Jungfrau	www.schwaebische-jungfrau.at
Zürcher Kantonalbank	www.zkb.ch