



Press Portfolio

Status: September 2007

LUXURY, please.® // Facts & Figures

Duration:	22 – 25 November 2007
Opening:	21 November 2007 (private party)
Location:	Hofburg Vienna 1010 Vienna, Heldenplatz
Website:	www.luxuryplease.com
Exhibition area:	4,000 square metres
Exhibitors:	approx. 100
Opening times:	Daily 11 am – 9 pm
Admission:	29,- euros
Advance booking (from August):	Österreich Ticket Tel.: (+43 1) 96 0 96 www.oeticket.com
Organisers:	MEDIA COMMUNICATION GMBH 1010 Vienna, Kärntnerstraße 17 Tel.: (+43 1) 890 16 67-0 Fax: (+43 1) 890 16 67-11 eMail: office@luxuryplease.com
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Press downloads:	http://presse.leisuregroup.at/luxury07



LUXURY, please.® // Press Release

World of Luxury Presentation in Vienna

(LCG – Vienna, 18 July 2007) After its successful world premiere last year, the LUXURY, please.® exhibition is being held this year from 22 to 25 November 2007 in the imperial rooms of the Vienna Hofburg. Around 100 international luxury labels are on show for four days on an exhibition space of 4,000 square metres.

The event organiser Gerhard Krispl recorded 18,650 visitors at his world premiere of the LUXURY, please.® exhibition last year in the Vienna Hofburg. Luxury goods, real estate and services estimated at around 165 million euros changed hands in only four days – so already in its first year this unique show was an economic success for the famous international luxury labels and for the many participating traditional firms from Austria.

The luxury boom has not let up in the Danube capital ever since; other international brands have opened their stores along the smart shopping boulevards of inner-city Vienna, proving that Vienna is becoming more and more of a hot spot on the international shopping scene.

Crowds of international exhibitors queuing up to land in Vienna.

The rush of exhibitors wanting to show their products on one of the coveted presentation areas in the Vienna Hofburg is therefore to be expected: among them resounding names like Bentley, Blancpain, Breguet, Breitling, Engel & Völkers, Glashütte, IWC, Jaguar, Lamborghini, Maserati, Maybach, Minotti Cucine, Phaeton, Porsche, Rolls Royce, The Swatch Group, Underwood London and Vertu are presenting their exclusive products at this year's LUXURY, please.®.

Likewise many prominent creative artists – the Italian designer Paolo Pininfarina, his fellow-countryman and architect Simone Micheli, also Ernst Fuchs – have accepted the invitation to come and play a part in designing the presentation of this luxurious event. Like last year, traditional companies merchandising Vienna products will create their own Viennese focus within the exhibition, on a space of over 200 square metres; among them Augarten Wien, Backhausen interior design, Lobmeyr, Die schwäbische Jungfrau ("The Swabian Maid") and the Wiener Silberschmiede (The Viennese Silversmiths). They are accompanied by many new



exhibitors from Austria, such as Amadeus Yachting, Huber & Lerner, the Frauscher shipyard, Ali Rahimi and the elegant Interlpenhotel Tyrol, all targeting high-powered purchasers from home and abroad.

Innovations in luxury.

Besides manifold new exhibitors, Krispl has extra attractions awaiting the visitor this year. The exhibition area is being extended over parts of Heldenplatz; on show here is a yacht designed by Pininfarina, its dimensions too large for the Hofburg interior facilities. Another open-air attraction for visitors is the Luxury Lounge, with an Oyster Bar made of ice blocks and provided by top caterers and hoteliers from Arlberg. Its motto is "Fire & Ice", infusing the flair of chic skiing resorts into the capital. Opening at 9 pm, it will be the perfect daily rendezvous of the rich and the beautiful for letting an inspiring day spent amidst luxury fade away in a delicious haze of champagne and good humour. In addition, the ceremonial staircase in the Hofburg promises an impressive view, this year conceived by Italian star designer Simone Micheli to set the scene in opulent grandeur. To ensure transport befitting the station of the sophisticated VIP public, the organisers succeeded in commissioning Maybach as Official Car Service. LUXURY, please.® in cooperation with the VIP & Business Services of Vienna International Airport is offering an exclusive VIP service for international guests, including limousine transport from and to the aircraft.

The Concept.

LUXURY, please.® sees itself not only as a luxury exhibition reflecting the lifestyle and consumer habits of its high-end target group through its exclusive presentation of luxury and quality products from home and abroad; it is also a marketing and communication platform for the world of luxury, which until now has had to make do with limited advertising and communication options. The idea of LUXURY, please.® is to be a platform for the brands, a stage for enacting the lively exchange between suppliers and consumers. The luxury show specialises in quality, style, innovations, superlative products, the latest trends, and out-of-the-ordinary business ideas. The products it presents include luxury automobiles, jets, yachts, fashion, design, art, watches, jewellery, and catering and entertainment-oriented products from all over the world. The exhibition is aiming at a target group of high-power purchasers, which is in perpetual motion across the entire planet, to emotionalise this target group for products of the highest quality standards. LUXURY, please.® wants to be economic trigger for the location of Vienna and a marketing instrument for the entire branch.



Export of the successful model.

After the successful start of LUXURY, please.[®], Krispl is delighted to announce two other venues for his luxury show: from 30 November until 2 December and only one week after the presentation in Vienna, he is guesting with a luxury salon in the top-class hotel "The Regent Esplanade" in Zagreb. The successful Austrian model is on show again from 5 to 13 April 2008 in the form of a luxury salon as part of the Croatia Boat Show in Split.

Luxury conquers the world

- **Luxury is gaining more and more in significance as an economic factor**
- **Strong growth rates in the luxury segment in Asia and Eastern Europe**
- **Two-digit growth rates in Central Europe**

Every single study on the topic of luxury proves it black on white: Saving is not sexy! This applies first and foremost to the ballistic markets in Asia and Eastern Europe. Studies by Merrill Lynch and Goldman Sachs demonstrate for example that by 2015 China will be consuming about 29 per cent of luxury goods world wide, the experts prophesying an annual growth rate of around 25 per cent between 2006 and 2010, in contrast to an annual economic growth rate of 10 per cent. The United States and Japan still top the charts in luxury consumption with 24 per cent of the the world market. But Europe is breathing down their necks, with 21 per cent of the world market. China already nudged into fourth place last year with 15 per cent, leaving Russia behind with 6 per cent – but for how long? This situation is reflected in the sales volume statistics of international luxury labels: Louis Vuitton Moët Hennessy (LVMH) with its banner product Louis Vuitton is the most successful brand on the market, worth 22.69 thousand million US dollars; by 2006, 40 per cent of this sales volume was already on the Asian market. So it isn't surprising that labels like Bally, Gucci, Salvatore Ferragamo and Louis Vuitton are greatly intensifying their activities in China and opening numerous branches in this, the most populous country in the world. Chanel's new flagship store in Tokyo for instance boasts a floor space of 6,000 square meters, also accommodating a restaurant run by top chef Alain Ducasse. And in the Ginza district in the immediate vicinity, Tod's are putting up a seven-storey building for 240 million US dollars.

Similar scenarios are being played out in the automobile industry, where for instance the German Audi Group last year notified double the sales volume within five months in the Asian region. Mercedes Benz, too, was happy to report an annual turnover plus of 20 per cent.

A Rosy Future

According to the 2006 High-End Fashion Study by Roland Berger Strategy COnsultants, the German luxury article market is also enjoying a state of constant growth. The largest share within the luxury segment is taken over by the fashion sector, with a growth rate of 12 per cent and 380 million euros sales volume in

2006. The study demonstrates that the top 10 dominate 70 per cent of the market and show a growth rate of 14 per cent. Other luxury goods, too, can look serenely towards a bright future: watches and jewellery can boast growth rates of over 8 per cent, champagne, wine and spirits show an annual plus of 5 per cent, perfume and cosmetics are each increasing annually by 4 per cent. By 2010, experts are calculating a market growth in the region of 680 million euros, in contrast to an average annual growth of the gross domestic product (GDP) of 2 per cent and an increase of assets millionaires of 3.8 per cent. Roland Berger Strategy Consultants locates the reasons for the above-average growth rates in the luxury segment in the ageing population, which is demanding increasingly higher standards; on the one hand – and in general – there is a change in attitude here towards sustainment and constancy, on the other towards individuality. The study ascribes another growth factor to the continuing boom in tourism.

The latest study by the business undertaking consultants Capgemini has come to similar conclusions. This states that the assets of all millionaires world wide amount in the meantime to 28.8 billion US dollars, which corresponds to all the gross national products of Germany, France, Japan, the United Kingdom and the United States put together. Over a million euro-millionaires live at present in the Federal Republic of Germany alone; ten years ago it was only half this number. Responsible for the increasing number of millionaires are not only the growing trading markets in stocks and shares, but also the salaries of top managers: the executive of a company quoted on the stock exchange (DAX) at present earns on average 1.25 million euros a year.

Rich Russians.

A current study published by the Nuremberg Regional Research Institute MB Research verifies what has long been clear to all economics experts: the Russian economy is booming and developing at breakneck speed. With a purchasing power of 286 thousand million euros – a rise in purchasing power per capita of 65 per cent in the last five years – it has taken over a top ranking in Europe. In St Petersburg, purchasing power in 2006 has for example risen since 2001 by 87 per cent to around 11.5 thousand million euros. In comparison, Moscow's purchasing power is scaled at 54.3 thousand million euros, in the last five years however managed to show an increase of "only" 53 per cent – noticeably slower. Economics experts see the cause of the growth primarily in the high oil and gas prices. Germany's purchasing power lies at present at 1,495 thousand million euros, this is 19.5 per cent of the volume of European purchasing power. However, in neck-and-neck contest, Luxembourg and Switzerland are leading the field.



LUXURY, please.® // Quotes

The Voice of Luxury

"Here's one philosophy of luxury: if something costs enough, it can be bought."

Zino Davidoff, entrepreneur

"The purest form of luxury is reduction. An article of clothing is perfect if you can't leave anything off it."

Jil Sander, fashion designer

"For me, luxury is primarily good taste. It's less a question of money than "savoir vivre". If you wear a badly cut cashmere jacket, you haven't saved anything, have you?"

Emanuel Ungaro, fashion designer

"Freedom is perhaps the most important element in the life of a well-balanced society, but the luxury of freedom brings with it as well an immeasurable growth of human responsibility. It is a form of being adult, a normal development away from the subservience rife in the classrooms of doctrinaire regimes."

Sir Peter Ustinov, actor

LUXURY, please.® // List of exhibitors

Luxury from A to Z.

Alpa Salotti	www.minotticucine.at
amadeus-yachting	www.amadeus-yachting.com
Anguilla Villas & Resorts	www.anguillabird.com
Archides	www.archides.at
Art Deco	www.ww-ad.at
Aston Martin	www.karner.eu
Augarten Porzellan	www.augarten.at
Auteno	www.auteno.com
Backhausen	www.backhausen.com
Bentley Wien	www.bentley.at
Berger Wintergartenoase	www.wintergartenoase.at
Billionaire Italian Couture	www.billionairecouture.com
Blancpain	www.blancpain.com
Bootswerft Frauscher	www.frauscherboats.com
Breguet	www.breguet.com
Breitling	www.breitling.com
Brilliant8	www.brilliant8.com
Chevrolet	www.maxumcars.com
Corvette	www.maxumcars.com
Cosmopolit	www.abpm.at
Croatia Boat Show	www.croatiaboatshow.com
Croatian Caribbean Yacht Charter	www.ccycc.eu
Dr. Koch Traumrealitäten	www.kochreal.at
Duravit	www.duravit.de
encore! encore!	www.encore-encore.at
Engel & Völkers	www.engelvoelkers.com/resorts
Estée Lauder	www.esteelauder.de
Ferrari da Varese // Bugatti	www.ferraridavarese.com
Fine Arts	www.harts.at

Flughafen Wien // VIP & Business Services	www.flughafen-wien.at
Gadner - Fine Jewels & Objets d'Art	www.yanagadner.at
Galerie Rauhenstein	Seilergasse 17 // 1010 Wien
Glashütte Original	www.glashuette-original.com
Glorit Haus- & Wohnbau	www.glorit.at
Golden Genius	www.golden-genius.com
Gulliver's Lifestyle	www.gullivers.at
H. Moser & Cie.	www.h-moser.com
Haban – Uhren & Juwelen	www.haban.at
Harley Davidson	www.harley-davidson-wien.at
Harry Brunner – The Luxury Artist	www.harrybrunner.com
Heimweh	www.heimweh.info
Anton Heldwein	www.heldwein.at
Hotel Zürserhof	www.zuenserhof.at
Hotspring	www.whirlpools.at
Huber & Lerner	www.huber-lerner.at
Hummer	www.maxumcars.com
Interalpen-Hotel Tyrol*****	www.interalpen.com
IWC	www.iwc.ch
Jaeger-LeCoultre	www.jaeger-lecoultre.com
Jaguar	www.jaguar.at
Jaquet-Droz	www.jaquet-droz.com
Jarosinski & Vaugoin, Silberschmiede	www.vaugoin.com
Jet Alliance	www.jetalliance.at
Josef Ostermann	www.pipes.at
K47 – keyclub vienna	www.k47-keyclub.com
Juwelier Kieback - Wien	www.kieback-wien.at
Kleindienst & Partner	www.kleindienst.ae
Kunsthandel Widder	www.kunsthandelwidder.com
Kunsthhaus Wiesinger	www.kunsthhaus-wiesinger.at
L.A.R.O.N. Häuser	www.laron.at
Lamborghini Wien	www.lamborghini.at
Le Méridien Lav	www.lemeridien.com/split
Léon Hatot	www.leonhatot.com

Lobmeyr	www.lobmeyr.com
Maserati	www.karner.eu
Matauschek Alutechik	www.matauschek.com
Maybach	www.maybach-manufaktur.at
Mazbani Design	www.mazbani.at
Mercedes-Benz	www.mercedes-benz.at
Minotti Cucine	www.minotticucine.it
Mörz Naturstein	www.joergmoerz.com
Odörfer	www.odoerfer.com
Omega	www.omegawatches.com
Piemonte Turistica	www.torinopiemonte.com
Pininfarina	www.pininfarina.com
Poggenpohl Österreich	www.poggenpohl.at
Porsche Austria	www.porsche.at
Princess Cruises	www.princesscruises.de
Rahimi & Rahimi	www.rahimi.at
Regent Seven Seas Cruises	www.rssc.com
REQUIEM4YOU	www.requiem4you.com
Rolls Royce	www.karner.eu
Rudolf Budja Galerie // Artmosphere	www.artmosphere.at
Schau Schau Brillen	www.schau-schau.at
Silver Sea Cruises	www.silversea.com
Simone Micheli Architectural Hero	www.simonemicheli.com
Six Senses Resorts & Spas	www.sixsenses.com
Skrein	www.skrein.at
Star Clippers	www.star-clippers.de
Sturm Silber	www.sturm-silber.at
Sun Resorts	www.sunresortshotels.com
Swatch Group	www.swatchgroup.com
The Regent Esplanade Zagreb	www.regenthotels.com
Underwood (London)	www.underwood-london.com
VERTU	www.vertu.com
VI Spring	www.vispring.co.uk
Von Köck	www.vonkoeck.at

VW Phaeton	www.volkswagen.at
Waterman	www.waterman.com
Wiener Silberschmiede Werkstätte	www.silberwerkstatt.at
Woka Lamps	www.wokalamps.com
Wolford	www.wolford.com
Zechmeisterstein	www.zechmeisterstein.at
Zenith	www.zenith-watches.com
Zur Schwäbischen Jungfrau	www.schwaebische-jungfrau.at

* Änderungen vorbehalten (Stand 09.2007)

LEADING PARTNERS

Honorary President KommR Brigitte Jank

Croatia Boat Show	www.croatiaboatshow.com
Croatian Caribbean Yacht Charter	www.ccycc.eu
Maybach // official car LUXURY, please.	www.maybach-manufaktur.com
k47 – keyclub vienna	www.k47-keyclub.com
Maxi Yacht Rolex Cup	www.yccsmaxi.com
VIP & Business Services	www.viennaairport.com
Vienna International Airport	
Wien Products	www.wienproducts.at
Wirtschaftskammer Wien	www.wko.at/wien
Yacht Club Costa Smeralda	www.yccs.it

SPECIAL GUESTS @ LUXURY, please. 2007 // Vienna Hofburg

Designer Paolo Pininfarina	www.pininfarina.com
Prof. Ernst Fuchs	www.ernstfuchs-zentrum.com
Simone Micheli Architectural Hero	www.simonemicheli.com