



"24 hours of Elegance 2012"

Following the extraordinary success of its launch premiere, the "24 HOURS OF ELEGANCE" luxury event is now set to scale new highs in style, during its new edition in 2012.

This 3-day spectacle, dedicated to refinement & quality, will be comprised of three segments, with each day - from Friday to Sunday (7th - 9th September) - focusing on a new exhilarating experience.

The 2012 gathering will kick-off on **Friday, 7th September**, with **Rubinacci - masters of style exhibition**, an extravagant display of selected historic suits of the famous style house of Rubinacci, Naples, at the mesmerizing setting of the royal White Palace in Belgrade under the auspice of HRH Prince Peter of Serbia. Exclusive selection of famous classic cars by the renowned automotive club Allegri del Volante from Florence will be on display in front of the Palace. The evening will be followed by the **CHIVAS** cocktail and the exclusive dinner in downtown Belgrade's iconic **Square Nine hotel**. During the dinner guests will be enjoying the finest selection of wines by **Tenuta Argentiera** from Bolgheri in Tuscany.

Saturday, 8th September, will be highlighted by the **Concours d'Elegance** - to be staged against the imposing backdrop of Kalemegdan Fortress, on Belgrade's waterfront and in front of the Grand Casino Belgrade. The unique **Grand Prix Historique** will take place around **Kalemegdan Park**, unique parade of classic cars that follows 2.7 km route of last pre-war Grand Prix that took place in 1939 as city race. This was the last win ever for Tazio Nuvolari, arguably the best driver of all time. During the Concours d'Elegance program in front of the Grand Casino Belgrade, **Scuderia Zagreb** will present **exclusive auto design** exhibition focusing the most creative designers in the industry.

The second part of the day will be dedicated to the **Luxury Salon & Exhibition**, during which we will present a roster of luxury industry panelists and showcase top brands and products, within the sumptuous settings of **Grand Casino Belgrade**. The exquisite offerings will range from high fashion to dazzling jewelry - all of which can be savored along with specially - conceived cocktails & musical grooves, created exclusively for the occasion.

Luxury Conference speakers are:

Luca Rubinacci, (Mariano Rubinacci tailoring house) the synonym of men's bespoke elegance from Milan, New York to Tokyo and Beijing www.marianorubinacci.net



Gian Luca Bocache, Bocache Salvucci amazing bespoke shoemakers from Rome, a true Italian craftsman www.bocachesalvucci.com

Gianni Cerrutti, creator of unique Passaggio Cravatte concept of bespoke tailored ties, one-off pieces www.passaggiocravatte.com

Gianluca Migliarotti, film director of famous O'mast movie on Neapolitan tailoring. www.gianlucamigliarotti.com

Stafano Bernabei, presenting famous winemakers Tenuta Argentia of Bolgheri in Tuscany. www.argentiera.eu

Sunday, 9th September, will be marked by **the luxury trunk show** by appointment only at the **Square Nine** hotel, where you will be able to order bespoke suits by **Rubinacci**, made to measure shoes by **Bocache Salvucci**, bespoke ties by **Passaggio Cravatte** and to create your own **Titan Black** one of a kind watch.

For more info please visit <http://www.24hoursofelegance.com> or Facebook page- 24 sata elegancije

24 HOURS OF ELEGANCE PROGRAM

DAY 1, September 7, 2012

- 19 00** Royal Palace of Belgrade(Beli Dvor) Exclusive vernissage of the exhibition of historic suits by famous Neapolitan House of **RUBINACCI-Masters of Elegance** **CHIVAS** cocktail to follow
- 21 00** **Square Nine hote Luxury Taste** - gala dinner where chefs will tantalize guests with their culinary creations, in downtown Belgrade's iconic Square Nine hotel Tasting of **TENUTA ARGENTIERA** wines

DAY 2, September 8, 2012

- 10 00** **Central Park Lounge Tour Historique** unique parade of classic cars that follows 2.7 km route of last pre-war Grand Prix that took place in 1939 as city race. This was the last win ever for Tazio Nuvolari, arguably the best driver of all time.
- 12 00** **Grand Casino Belgrade Opening of the Concours d'Elegance Belgrade 2012** The finest exhibition of classic cars in Balkan with jury selecting the Best of Show.



- 13 00** **Concours D'Elegance 2012 opening EXCLUSIVE EXHIBITION OF AUTOMOTIVE DESIGN presented by Scuderia Zagreb**
- 13 30** **Grand Casino Belgrade Chameleon terrace,** lunch and refreshments by **SOMERSBY**, by invitation only
- 15 00** **Luxury Salon conference at Grand Casino Belgrade** presenting a roster of luxury industry panellists showcasing top brands
- Luca Rubinacci**, the synonym of men's bespoke elegance from Milan, New York to Tokyo and Beijing www.marianorubinacci.net
- Gian Luca Bocache**, Bocache Salvucci amazing bespoke shoemakers from Rome, a true Italian craftsman www.bocachesalvucci.com
- Gianni Cerrutti**, creator of unique Passaggio Cravatte concept of bespoke tailored ties, one-off pieces www.passaggiocravatte.com
- Gianluca Migliarotti**, film director of famous O' mast movie on Neapolitan tailoring. www.gianlucamigliarotti.com
- Stafano Bernabei**, presenting famous winemakers Tenuta Argentia of Bolgheri in Tuscany www.argentiera.eu
- 17 00** **Luxury Salon exhibition at Grand Casino Belgrade** during which we will present luxury products ranging from high fashion to dazzling jewellery and timepieces. ABSOLUT cocktail to follow.
- 18 30** **STARS AND CARS** powered by AutoBild exclusive photo session with celebrities and vintage cars
- 19 30** **Sartorial Night Film Premiere and G.H.MUMM Champagne reception** at Grand Casino terrace Gala premiere of dazzling art movie **O'mast** by **Gianluca Migliarotti**
- 21 00** **Sartorial Night Catwalk show** at the Grand Casino fountains presented by **DISTANTE** couture fashion, **RUBINACCI** bespoke suits, jewellery and unique timepieces catwalk show.
- 21 30** **Concours d'Elegance Best of Show award ceremony at Diva Lounge**
- CHIVAS Party to follow**



DAY 3, September 9, 2012

10 00 **Bespoke trunk show at Square Nine hotel, by appointment only**

Bespoke Suits by **Rubinacci, Napoli**

Bespoke Shoes by **Bocache&Salvucci, Roma**

Bespoke Ties by **Passaggio Cravatte, Milano**

Bespoke Timepieces by **Titan Black, London**