



PRESS RELEASE

# VENDÔME LUXURY

MARCH 2009, 5th - 8th

◆  
**PAVILLON LEDOYEN**  
CARRÉ DES CHAMPS-ÉLYSÉES  
1, AVENUE DUTUIT  
75008 PARIS

◆  
**HÔTEL PARK HYATT VENDÔME**  
5, RUE DE LA PAIX  
75002 PARIS

◆  
**HÔTEL MEURICE**  
6, RUE DE CASTIGLIONE  
75001 PARIS

**The 11th edition of Vendôme Luxury from 5th - 8th March 2009 will be presenting the collections of :**

LUELLA, NATHAN JENDEN, REPETTO, OSSIE CLARK, TWENTY 8 TWELVE, NOIR, RIKA, PORTS 1961, LIEBER, DIANA BROUSSARD, BETTY JACKSON, QUEENE AND BELLE, STEINUNN, BEAVALDES, JUICY COUTURE, KORS BY MICHAEL KORS, SONAL GANDHI...

Inspired by the idea of 'concept stores', the designers' collections will be shown within a specially created setting of pure lines, magnificently realised by an interior decorator and a stage designer. Since 2003, Vendôme Luxury has seen a dazzling and lasting development alongside the most inventive designers, and within the most prestigious settings currently available in Paris : Le Meurice, Park Hyatt, and now the Pavillon Ledoyen, a venue that is both central and timeless, metropolitan and pastoral...

Since October 2008, the Pavillon Ledoyen, located between the Champs-Élysées and the Concorde, has become the major venue of "Vendôme Luxury".



◆  
*"A SPECIAL EVENT IS ONE THAT CREATES EXCITEMENT AND INSPIRATION. ITS SUCCESS IN GETTING THE MESSAGE ACROSS IS ALSO ABOUT THAT MESSAGE BEING 'OF-THE-MOMENT', ITS ORIGINALITY AND THE CREATIVITY OF THE PEOPLE INVOLVED."*

Carole de Bona

## CONTENTS

*-p3-*

### ◆ STUDIO XXb

THE CONCEPT  
CAROLE DE BONA

*-p5-*

### ◆ VENDÔME LUXURY

THE TRADE SHOW

*-p6-*

### ◆ VENDÔME LUXURY LIVE

THE FASHION SHOWS / PARADES  
VENDÔME LUXURY SENSES  
VENDÔME LUXURY ART  
VENDÔME LUXURY MOON NIGHT

*-p9-*

### ◆ INFORMATIONS



## STUDIO XXB

### THE CONCEPT

◆ The ambition of Studio xxb is to spread its contemporary vision of luxury in which all artistic forms can be combined: fashion, fine arts, design, dance, video, ...

Carole de Bona and her team aim to promote a certain 'art de vivre,' an 'art of receiving.'

For Studio xxb the goals are:

- to instill this art where there may only be commercial relationships, and to give shape to the expression of an ideal of refinement and enlightenment.
- to assure the expression of avant-garde opulence whose key words are beauty, elegance and originality.

From this advisory angle Studio xxb intends:

- to appraise current trends, and to conceptualize and disseminate them.
- to offer its customers the studio's expertise and reputation to help them regenerate and breathe new life into their identity.
- to discover new tendencies arising from the more adventurous hybrid conceptions.

Studio xxb views itself as a European interface that enables intercommunity cultural exchanges to be multiplied.

The objectives are:

- to create a European identity in the fields of fashion, opulence and contemporary art.
- to discover and share the aspects unique to each of the various creative movements, places, artists, designers and fashion designers.
- to develop this symbiotic determination within the expression of a European movement.

Having the courage to innovate is to liberate inspiration from its shackles and so break new ground, and to harness this impetus and adapt it to our customer's intentions remains our essential aim.

Positioning brand names in a new universe will help promote 'l'art de vivre,' whose essential criteria are luxury, harmony and space.

◆ Since 2003, Studio xxb has been hailed every season for organizing the 'Vendôme Luxury' trade show and fashion shows for women's ready-to-wear and haute couture.

Avant-garde brands from all corners of the world as well as big-name brands famous for their creativity that have placed their trust in us:

Anya Hindmarch, Paul Smith, Sonia Rykiel, Diane Von Furstenberg, Pringle of Scotland, Mackintosh, Nicole Miller, Cutler & Gross, Michael Kors, Allegra Hicks, Betty Jackson, Diana Broussard, Gina, Gharani Strok, Shirin Guild, Jasmine di Milo, Nicole Farhi, Kisa, Issa Couture, Christian Roth, Repetto, Marc Bower, Philipp Plein, Sarah Arnett, Strenesse, Buddhistpunk, Isabel Marant, Juicy Couture, Luella, Hemisphere Sud, Loulou de la Falaise, Loeffler Randall, PPQ, Noir, Ossie Clarke...





## STUDIO XXB

### ◆ CAROLE DE BONA, AN AVANT-GARDE SPIRIT

◆ Carole de Bona continues to shape her leading position in the fashion world, taking inspiration from and bathed in the north Italian art de vivre enriched by the intellectual vistas of a French family. A harmonious and intelligent blend of industry, design and art is taking shape and establishing itself; eclectic and curious, she travels from New York to Bombay through Venice or London, looking for new ideas. The Paris touch is thus revealed. Vendôme Luxury reflects this image, as well as being a place of meeting, life and sharing.

Carole de Bona, after having worked for different contemporary art galleries, debuted her career in public relations and event planning at Hotel Lutétia.

In 1995, she opened her gallery « Brut de Béton » dedicated to artistic creations. In 1997, she organized Roger Vivier's birthday in a very special area : under the Louvre's Pyramid.

In 2002, she launched « le 17 » on Rue De Sèvres, transforming the site of an art-deco swimming pool into a chain of showrooms exhibiting art and design, another showroom on Rue Saint-Honoré (now the store Colette), a gallery, and Espace Carole de Bona at Place des Petits-Pères...

Next came Place Vendome and it's luxurious hotels specially designed by Mansart; Berlin and it's laboratory of post-modern architecture.

She launched, in the 90's, young designers (Xüly Bet, Corinne Cobson, José Levy Jérôme Lhuillier, Isabel Marant... ) or contribute to the new era of Repetto, partner of the Vendôme Luxury since the beginning.

With Studio XXb, Carole de Bona continues to explore the universe of luxury and art for creating, on the basis of innovative concepts, new atmospheres in breath-taking surroundings.





## VENDÔME LUXURY THE TRADE SHOW

◆ We have chosen leading Parisian hotels as the backdrop for this women's luxury ready-to-wear fashion event, therefore offering our customers the ambience and level of service that correspond to their brand name image. The "Vendôme Luxury Trade Show" takes its name from the Place Vendôme, around which our venues take place in three of the most famous hotels : the Ritz Paris, the Meurice and the Park Hyatt Paris Vendôme.

Since October 2008 the "Vendôme Luxury" has reinforced its approach to luxury and elegance by setting up a new venue, after the Ritz, in the salons of the Pavillon Ledoyen. Situated in the square formed by the Champs Elysées, the Pavillon LEDOYEN provides a series of rooms with wide panoramic plate glass windows that open to the Champs-Elysées and gardens.



◆ "Vendôme Luxury" is now a "must see" event for professionals attending the Paris Fashion Week. In March and October 2008 the event attracted more than 5000 visitors from Europe, the USA and surprisingly, Asia, with a strong attendance from Japan and Korea, as well as the United Arab Emirates. Each season confirms The Vendôme Luxury Trade Show in its role as trail-blazer, and is widely recognised as much by leading French (Printemps, Galeries Lafayette, Le Bon Marché...) and international department stores (Bloomingdale's, Harrods, Harvey Nichols...) as by trend-setting boutiques such as Maria Luisa, Dover Street Market, Browns, 10 Corso Como, Shine, Joyce, Penelope, Podium, Tsum, etc. The Vendôme Luxury Trade Show also welcomes French and overseas journalists working for general or specialist media (lifestyle, fashion and trends) as well as other institutions: arts centres, embassies, chambers of commerce and fashion institutes.





## VENDÔME LUXURY LIVE

In re-forging the links with the origins of fashion, Carole de Bona invites the involvement of artists, performers and dancers in these various venues. Placing fashion and contemporary art under one roof, to offer a vision of today's art : such is the wish of Vendôme Luxury Live. A giddy mix of genres and pluridisciplinarity are at work ...Action !

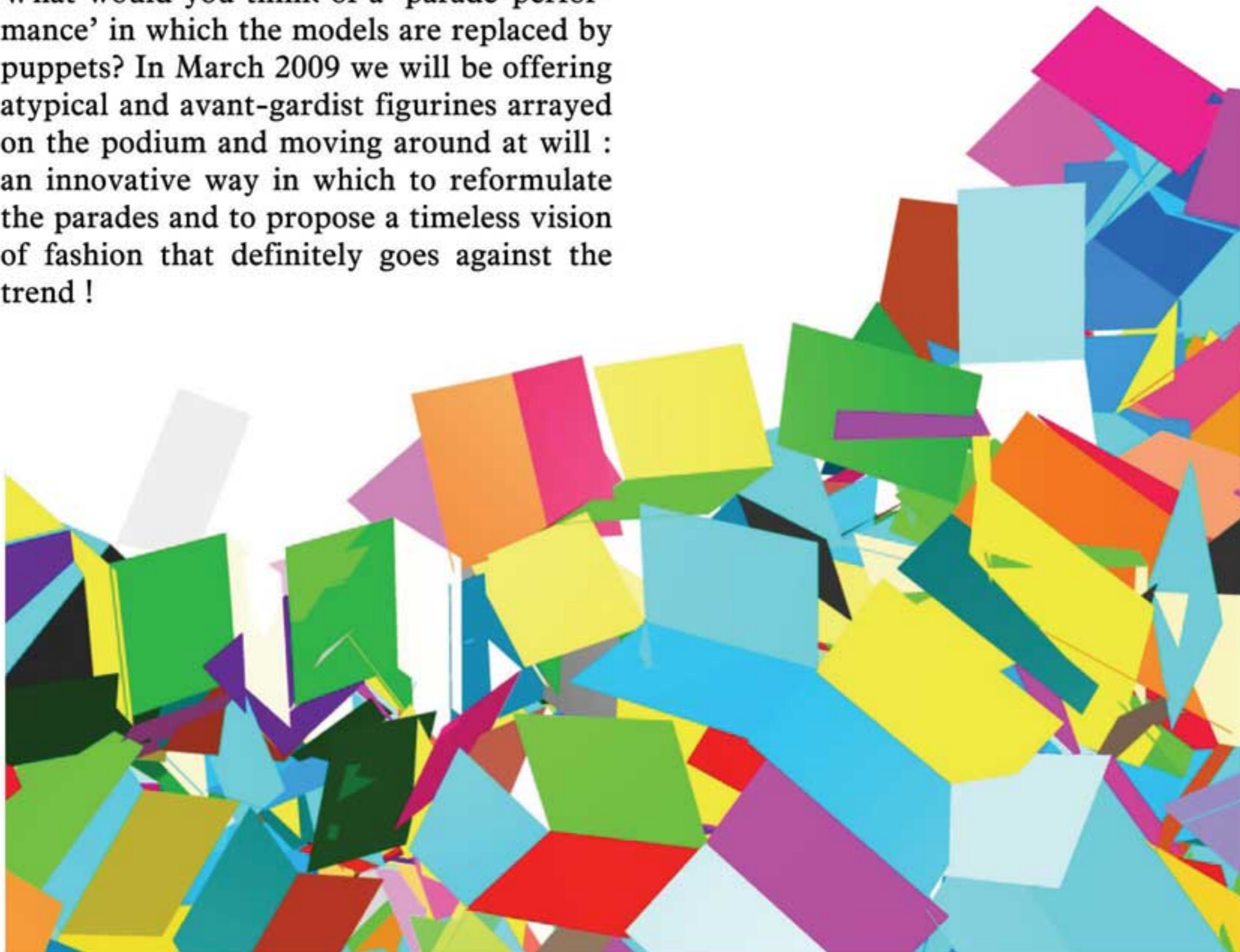
### ◆ THE FASHION SHOWS / PARADES

◆ As for each season, XXb organised in January and February 2008 the Women's Wear, Haute Couture and Designer fashion shows. In the Greco-Roman décor of the Ritz Paris pool, top brands presented their collections under the watchful eyes of media editors and the most important international buyers.

What would you think of a 'parade-performance' in which the models are replaced by puppets? In March 2009 we will be offering atypical and avant-gardist figurines arrayed on the podium and moving around at will : an innovative way in which to reformulate the parades and to propose a timeless vision of fashion that definitely goes against the trend !

### ◆ VENDÔME LUXURY SENSES

◆ You are going to enter a "depressurisation zone"...relax, don't worry, we'll take care of your reflex points and chakras in a massage/relaxation area. Take your ticket and enter into dreamy isolation bubbles, and enjoy these fully transparent and futuristic purification airlocks.



## VENDÔME LUXURY ART

### 2009 PROJECT

◆ Right in the heart of the capital, the Pavillon Ledoyen is the main artery, the nerve centre of “Vendôme Luxury” and will form the core of the artistic expression. This will inspire the Park Hyatt and the Meurice artistic annexes with a breath of revival. In this way Vendôme Luxury Live will provide an artistic counterpoint to the collections whilst continuing to impart visual rhythm to the offer.

◆ The Pavillon Ledoyen will devote a new space to contemporary creation. First constructed in 1791 and redesigned in 1842 by the architect Jacques-Ignace Hittorff with an elegant neo-classical facade, contemporary art will blend in and create a dialogue with the building’s ‘Second Empire’ décor.

Blending, crossing, creating, mixing, associating, inventing, innovating ... design and contemporary art will be fully incorporated within the showroom. Vendôme Luxury Live will therefore be proposing two levels of interpretation, the very symbol of our cultural positioning. In the gardens people will be able to discover a series of contemporary sculptures.



### RETROSPECTIVE

Last season “Vendôme Luxury” opened its doors to video directors and designers, and so declared its determination to create and bring together the worlds of contemporary art and fashion so that these universes may intersect, meet and finally intermingle.

### ◆ October 2008

Whether an idea, an intention or a project, design is a search for harmony between the forms and functions of an object. To this end, “Vendôme Luxury” invited the London-based designers McCollin Bryan. This design team produce forms with natural and organic surfaces filled with decorative effects. Their pieces play with contrasts and opposing possibilities that arise when handcrafting both traditional and modern materials. Solid but floating, negative/positive, the furniture combines an aesthetic approach with function.

“Vendôme Luxury” also gave carte blanche to video directors represented by various institutions such as :

**LE FRESNOY** (National Studio for Contemporary Arts) offers the public a year-round series of large contemporary art exhibitions, cinema programmes, concerts...Le Fresnoy is also a prestigious artistic, audiovisual and multimedia training centre.

**VIDÉOFORMES** , which since its creation has been acting as a permanent observatory of the developments in video and digital culture in the world of contemporary art.

**SHOW OFF** , the first fair exclusively dedicated to contemporary art, a fringe event independent of the FIAC (international contemporary art

### ◆ March 2008.

At the Ritz, “Vendôme Luxury” invited the performing group “Il faut brûler pour briller”. This company defines itself as an international artistic platform that organises performances that bring together artists from a wide range of horizons (dance, theatre, music, the visual arts, multimedia...) in charismatic spaces.





## VENDÔME LUXURY MOON NIGHT

◆ The Vendôme Luxury Bar opened its doors last season within the Pavillon Ledoyen gardens during the Paris Fashion Week. The bar provided a friendly and relaxing area where fashion professionals and members of the general public could share a sparkling cocktail to the sonic backdrop concocted by DJ 78 who had flown in from London. Tastings of rare, pure mineral waters during the day and surprising cocktails in the evening gave rhythm to Vendôme Live in a sonic and olfactory ambiance created by Mood Media.

◆ A new bar concept created by the quasi-industrial design company Bordbar was installed in the outside lounge of the Pavillon Ledoyen...airplane trolleys, a 'plane cabin and seats converted into bar stools were dotted around the area. The special Moon Night flight is now boarding ...



◆ Creating desires, arousing the senses and fostering creativity in a lucid and professional spirit is a key philosophy of the XXb agency





## INFORMATIONS

### ◆ Event

#### **VENDÔME LUXURY - PARIS**

DATES : 5 to 8 March 2009  
Opening times : 9am - 7pm

### ◆ Addresses :

#### **PAVILLON LEDOYEN**

CARRÉ DES CHAMPS-ÉLYSÉES  
1, AVENUE DUTUIT - 75008

#### **PARK HYATT VENDÔME**

5, RUE DE LA PAIX - 75002

#### **LE MEURICE**

6, RUE DE CASTIGLIONE - 75001

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[www.xxb.fr](http://www.xxb.fr)

[www.vendomeluxurytradeshows.com](http://www.vendomeluxurytradeshows.com)

### ◆ Some facts and figures

SURFACE AREA : 3200 Sq.m

PARTICIPANTS IN OCTOBER :  
80 COUTURE HOUSES

#### VISITORS

(fashion and trade professionals only) :

- OCTOBER 2008 : 6400
- MARCH 2008 : 6500
- OCTOBER 2007 : 6400
- March 2007 : 5100
- October 2006 : 4500
- March 2006 : 3500

#### NEXT EDITION :

1 - 4 OCTOBER 2009

#### ORGANISER :

CAROLE DE BONA

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VENDÔME  
LUXURY