



ZENITH WATCHES 24 HOURS OF ELEGANCE CHIVAS 2015

On September 11th, city of Belgrade - the SouthEastEuropean capital of cool, hosted the FIFTH jubilee edition of „24 hours of Elegance - Concours d'Elegance & Salon of Excellence" event. This three-day spectacle, founded by Alex Dordevic of DeGorsi Luxury Consulting and co chaired by Cris Egger was dedicated to the classic car culture, refinement and quality, under the auspices of the Royal Family and in partnership with Grand Casino Beograd.

Zenith 24 hours of Elegance by Chivas, is a global event dedicated to the prestigious brands, which are the synonyms of supreme quality manufacture and craftsmanship of details. Gathering commenced at the White Palace, on Friday, September 11, 2015, under the patronage of their Royal Highnesses, Crown Prince Alexander and Princess Katherine, by vernissage of the unique exhibition of the supreme handmade clothing of the renowned Maison of Elegance LIVERANO & LIVERANO, along with the superb quality gentlemen shoes of STEFANO BEMER of Florence, with the support of G.H. MUMM champagne.

In the presence of Alex Robertson, CHIVAS International Brand Ambassador, VIP tasting of CHIVAS whiskey selection was held. Special accent was placed on the 300th anniversary of the foundation of the most famous maison of Cognac MARTELL, and in honour of this occasion Mr. Christophe Pienkowski, International Heritage Brand Amassador revealed some of the secrets of this supreme brand.

Special VIP guest was the Prince EMANUELE FILIBERTO DI SAVOIA, heir to the king of Italy, who presented his latest project, more or less unexpectedly, the line of cashmere T-shirts as an ultimate discrete chic. Prince Emanuele's family connection with Royal family of Serbia are due to the fact that his grandmother, last Queen of Italy Helen of Savoy, was a daughter of King of Montenegro who was connected to the Serbian throne.

The jubilee fifth edition was dedicated to the extraordinary achievement of ZENITH watches, which celebrate 150 years of El Primero mechanism that has changed watch industry. The visitors had the opportunity to see marvelous forms and colours of the supreme, precious jewelry of PASQUALE BRUNI, while DUCGIO VENTURI, specialist in making luxury ladies shoes was a special catwalk partner of the evening along with HM make Up of Luciano Carino and amazing photographer Edoardo Tranchese, creating uniquely chic looks. Special dessert for hedonists was a presentation of the Milanese barber's shop-laboratory „Antica Barbieria Colla", which has over 100 years long history of the ceremonial care of real gentlemen.

At the Royal Palace, the evening part of our event included charity auction followed by the presentation of the classy PASQUALE BRUNI jewelers designer in fantastic choreography by famed stylist Filip Maksimovic and his team. All collected proceeds were donated to the "Princess Katherine Foundation", while Liverano bespoke suit and the piece of luggage of Globe-Trotter company that inspired the latest CHIVAS 12 pack, were among the most attractive lots. During the evening time in the celebrated cinema hall of the Palace, a documentary movie „I colori di Antonio", a film story about Antonio Liverano, famous maestro in tailoring from Florence, by the author Gianluca Migliarotti, drew applauses of numerous VIP guests.

Saturday, 12. September was marked by "Belgrade Classic Car Show 2015", under the auspice of JAGUAR and UNIQA Insurance, started celebration of 76 years of Belgrade Grand Prix Race, in cooperation with the Serbian Federation for Historic Vehicles, Museum of Automobiles in Belgrade and strongly supported by the Tourist Organization of Belgrade (TOB). The exhibition of photographs dedicated to the book, which is to be published, « Belgrade Concours of Elegance Between the Two Wars » of Miroslav Milutinović, was among the highlights. Grand Casino Beograd for fifth time hosted the prestigious car show „CHIVAS Concours d'Elegance 2015", exhibition of the most beautiful models of classic cars, selected specially for this occasion.

Giuliano Bensi, worldwide recognized collector with the model 1947 CISITALIA 202 sc, the only one which by its design has deserved to find its place in New York Museum MOMA, won the CHIVAS Best of Show.

Other winners were 1964 Rolls Royce Phantom III, Franco Lombardi with Ferrari Dino, a racing pearl, 1955 Bentley S1 Convertible by James Young of Saso and Maria Hrovat from Slovenia, Lancia Lambda from 1928, winner in 2014. Mille Miglia that came from Florence.

The second part of Saturday, September 12, in the beautiful ambience of Grand Casino Beograd, which hosted the most prestigious world brands five times until now, was a setting for another edition of „Salon of Excellence" in partnership with the magazine The Economist and strong support of ABSOLUT and LUXLIFE.rs

At the conference and exhibition of luxury objects, numerous panelists from the industry of luxury introduced prestigious maisons from the entire world, such as: ZENITH - exclusive wrist watches which celebrate this year 150th anniversary and the creation of their famous El Primero mechanism, LIVERANO&LIVERANO masters of bespoke suits - synonyms of men's elegance. MARTELL cognac, the oldest cognac brands the world celebrate this year 300th anniversary of its existence and was presented by the international ambassador Christopher Pienkowski.

STEFANO BEMER represented by CEO Tommaso Melani, maestro who designed superb men's shoes and successfully coupled beauty with functionality, showed his most attractive models of bespoke shoemaking. Special guest was Gabriella Lanfranchi of PASQUALE BRUNI, presenting their most exclusive line of jewelry. Also, Francesca Bompieri revealed a small secret of the „five stars" service of legendary Milanese barber shop „ANTICA BARBIERIA COLLA" while Prince Emanuele Filiberto of Savoy explained his inspiration for Prince Tees brand.

The same evening, VIP guests were treated to a presentation and gala dinner at the prestigious BELGRADE WATERFRONT complex, single most important real-estate development in this part of the world. „Chivas Best of Show party" in the marvelous ambience of Diva lounge in Grand Casino Beograd, wrapped up the evening and was the wonderful closing of the Zenith 24 hours of Elegance 2015 by Chivas.



DeGorsi luxury consultancy



GRAND CASINO BEOGRAD



24 HOURS OF ELEGANCE

CONCOURS D'ELEGANCE • GRAND TOUR HISTORIQUE
SALON OF EXCELLENCE

Royal Palace, Belgrade, Serbia • 9-11 September, 2016

The most prestigious CLASSIC CAR & CULTURE OF EXCELLENCE event of New Europe!



www.24hoursofelegance.com

ATELIER
LIVERANO & LIVERANO
SARTORIA

Stefano Bemer
Firenze

PASQUALEBRUNI

ANTICA BARBIERIA
COLLA

CONCOURS & SALON OF ELEGANCE & EXCELLENCE

DUCCIO VENTURI
BOTTIER

Prince Tees

HM
hair & makeup

Q
QUINTESSENTIALLY
LIFESTYLE

