

24 hours of Elegance
Concours d' Elegance & Salon of Excellence
Belgrade
September 9-11, 2016.

24 hours of Elegance is the Iconic lifestyle event that makes international press and media raving about since its debut in 2011. It's sixth edition is set to mark the 2016 .



Following successful past editions, Belgrade will host this 3 day spectacle as of September 9-11.



Dedicated to refinement and quality, interesting features and exciting new experiences will be offered daily to its participants and general public.

24 Hours of Elegance promoted Belgrade into the epicenter of elegance in Southeast Europe.



It will take place from Friday to Sunday at several locations: from the Royal White Palace opening gala and charity dinner, through the Kalemegdan Fortress Tour Historique and lastly, to a series of events inside and in front of the Grand Casino Beograd.



DAY ONE
FRIDAY, SEPTEMBER 9, 2016.

Gala opening at the Royal Palace

Day 1, 19h: Royal White Palace, presentation of automotive stars from major collections



Our 2016 star cars will be from famed international collections and presented in front of the Royal Palace, at the courtyard.

Day 1, 19 30: Royal White Palace, opening ceremony for Masters of Elegance exhibition



Opening ceremony introducing Masters of Elegance exhibition . Last year stars were Florentine masters, Sartoria Liverano.



Day 1: Royal White Palace, LIVERANO&LIVERANO bespoke suits exhibition



ANTONIO LIVERANO tailoring house is the iconic florentine house of Elegance, that over a half a century is creating unique style appreciated by the most discerning clients worldwide. At the Royal Palace they will be presenting some of the most refined suits from their archives.

Day 1: Royal White Palace - STEFANO BEMER historic shoes exhibition



EXCLUSIVE PRESENTATION OF HISTORIC MODELS

STEFANO BEMER bespoke shoemakers from Florence

The Bemer's creations bring the Florentine shoemaking art to the highest level.



Day 1: Royal White Palace, exhibition of exclusive jewelry by PASQUALE BRUNI tableaux vivants



PASQUALE BRUNI

Pasquale Bruni is regarded as one of the greatest designers of fine jewelry in the world. His inimitable taste has changed the interpretation of jewelry both in terms of style as well as production techniques. Today the founder is proud to have at his side his daughter Eugenia Bruni who has been the Creative Director since 2001, and his son Daniele Bruni, the company gemologist.



A piece of jewelry created by Pasquale Bruni is more than a simple precious object, it is a work of art that charms with its minute details. It reflects every woman and tells every woman's story. It speaks of character and seduction, grace and femininity, dreams and mystery, force and passion.

Day 1: Royal White Palace, exhibition of shoes by DUCCIO VENTURI BOTTIER



DUCCIO VENTURI BOTTIER

A true Bottier, Duccio Venturi is a master in the world of Italian shoemaking. His story is actually born from a family tradition: both his grandfather and father made footwear. When his passion for this craft began, Duccio wanted to raise the level of quality of everything that was a part of family business. At the beginning of his career, Duccio Venturi started working with Franco Moschino, and later went to Paris and started collaboration with Thierry Mugler, working on some of his ground-breaking fashion shows and events, which are now part of the history of fashion in France in the 80's. In the 90s he worked with Sergio Rossi. Today with his daughter, they lead and create under the brand Duccio Venturi, producing top level designs with great style and attractive price.

Day 1, 22h: Royal White Palace(TBC) - Charity gala benefiting Princess Katherine's foundation



Charity gala Evening will be comprised of:

LIVE AUCTION

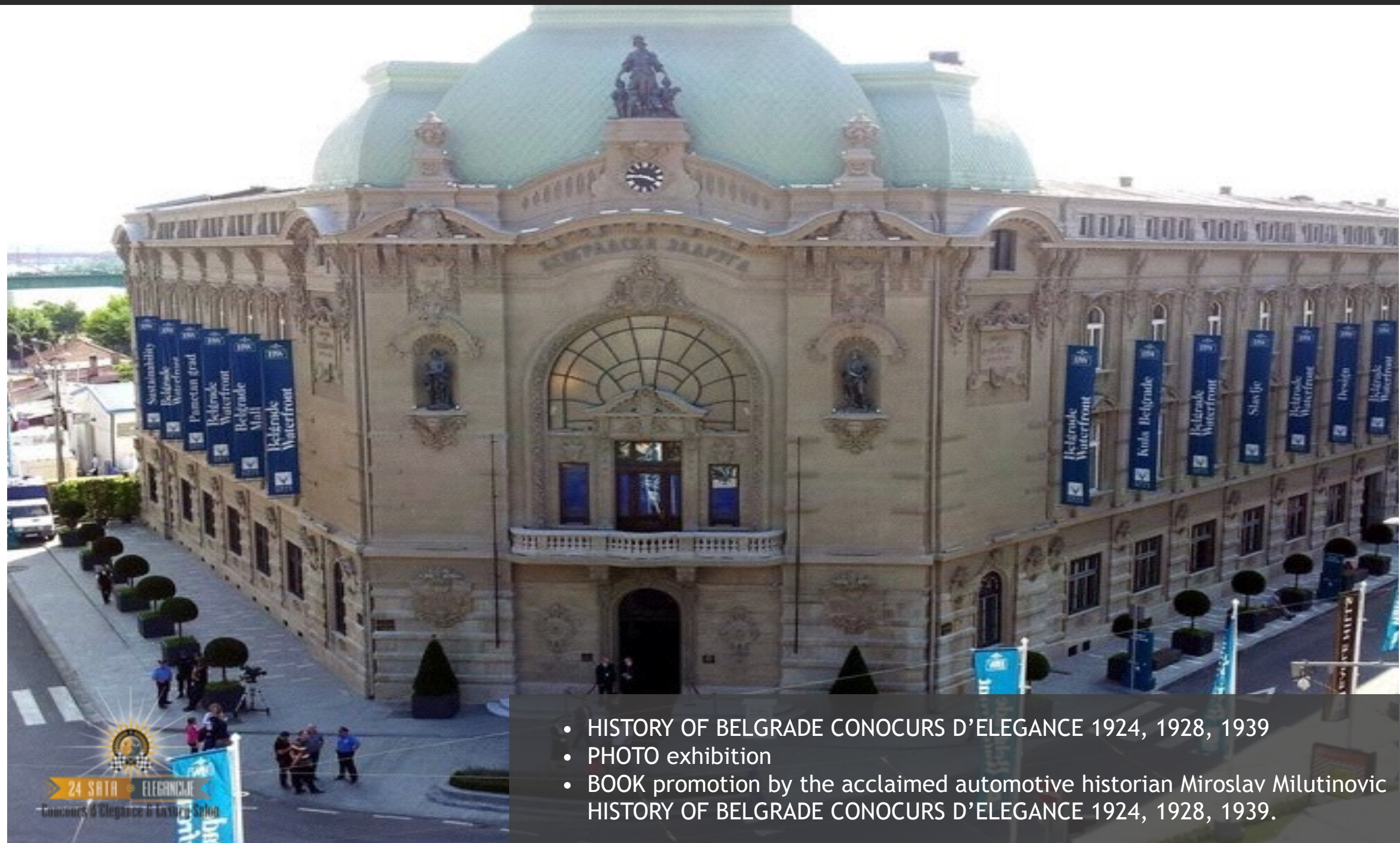
Pasquale Bruni couture jewelry show

LIVE ENTERTAINMENT

DAY TWO
SATURDAY, SEPTEMBER 10, 2016.

Tour Historique at Kalemegdan park
Belgrade Concours d'Elegance at Grand Casino Belgrade
Salon of Excellence - Conference and Exhibition

Day 2, 10h: - Belgrade Classic Car show exhibition opening,



- HISTORY OF BELGRADE CONOCURS D'ELEGANCE 1924, 1928, 1939
- PHOTO exhibition
- BOOK promotion by the acclaimed automotive historian Miroslav Milutinovic HISTORY OF BELGRADE CONOCURS D'ELEGANCE 1924, 1928, 1939.

Day 2, 12h: - Grand Tour Historique opening act, Kalemegdan Park



The unique Grand Tour Historique will celebrate its anniversary around Kalemegdan Park, thrilling the audience with superb parade of classic cars that follows 2.7 km route of last pre-war Grand Prix that took place in Belgrade in 1939 as the city race. Event continues at the Grand Casino Belgrade with Concours d'Elegance 2015.

Day 2, 13h - Opening of Belgrade Concours d'Elegance 2015 at the Grand Casino



A spectacular array of classic cars, owned by numerous collectors from around the world, will be on display in front of the Grand Casino Beograd and will compete for the Best of Show Award.

Day 2, 15-17h: - Salon of Excellence - conference & exhibition, Grand Casino Beograd



The second part of the day will be dedicated to the Salon of Excellence- Conference & Exhibition, where we will present a roster of luxury industry panelists and showcase top brands and products, within the sumptuous settings of Grand Casino Belgrade.

Luxury conference speakers were: Lorenzo Cifonelli, Pierre Corthay, Luca Rubinacci, Hugo Jacomet of Parisian Gentleman Rubinacci; Franz Botre, Monsieur; Adam Law, G.J. Cleverley; Valentino Ricci, Sciamat; Zoran Bosanac, Cerruti; Gianluca Bocache, Bocache & Salvucci; James Sherwood; Kilgour, Savile Row; Joanna Lloyds, Penhaligon's; Phillip Car, Saint Crispin's; Simone Ubertino Rosso-Vitale Barberis Canonico; Pavle Trpinac, Rolls-Royce; Gianni De Benedittis, futuroRemoto

Day 2, 15-17h: Salon of Excellence conference and expo, Grand Casino Beograd,

Speakers of the 2014 Luxury Conference included:

- CIFONELLI, Lorenzo Cifonelli, the epitome of men's bespoke couture from Paris • www.cifonelli.com
- CHIVAS, Alex Robertson, International Brand Ambassador • www.chivas.com
- TAG Heuer presenting Masterpiece Collection • www.tagheuer.com
- RENE CAOVILO, creators of ultimate ladies shoes • www.renecaovilla.com
- CORTHAY, Pierre Corthay, one of a kind shoemakers from Paris www.corthay.com
- SCABAL, Benjamin Hegemann, world renowned finest clothmakers, www.scabal.com
- Carrozzeria Touring Superleggera, Franco Ronchi, car design powerhouse • www.touringsuperleggera.eu
- Hugo Jacomet, author, presenting Parisian Gentleman portal • www.parisiangentleman.com

Speakers at the

2015 Salon of Excellence :

- LIVERANO & LIVERANO, presented by Antonio Liverano master tailor of Florence www.liverano.com
- CHIVAS, presented by Alex Robertson, international brand ambassador • www.chivas.com
- STEFANO BEMER, presented by Tommaso Melani (CEO), a symbol of excellence in craftsmanship coming from Florence • www.stefanobemer.com
- PASQUALE BRUNI, master of extravagant jewels • www.pasqualebruni.com
- Gianluca Migliarotti, acclaimed artistic film director • www.kiddandy.com
- DUCCIO VENTURI BOTTIER, contemporary ladies shoe designer
- ABED MAHFOUZ, internationally acclaimed couturier



Day 2, 18.30h: Concours d'Elegance award ceremony at Grand Casino Beograd



Concours d'Elegance Best of Show trophy

Day 2, 20-21h: Closing gala dinner with MUMM champagne reception at BELGRADE WATERFRONT



Day 2, 21-22h: LIVERANO bespoke elegance presentation and fashion installation



Previous years Sartorial Night Catwalk show was presented by Sciamat, Rubinacci, Kilgour and Cifonelli at the Grand Casino fountains.
This years invited sartorial star will be LIVERANO&LIVERANO of Florence, men's couture.

Day 2, 22h: 24 hours of Elegance party powered by CHIVAS, Grand Casino Beograd



The evening will be culminating with the **CONCOURS d' ELEGANCE** party, at Grand Casino's Diva lounge in fabulous style of CHIVAS.

DAY THREE
SUNDAY, SEPTEMBER 11, 2016.

Trunk show
at the Presidential suite of
Hyatt Regency Belgrade
(private appointments only)

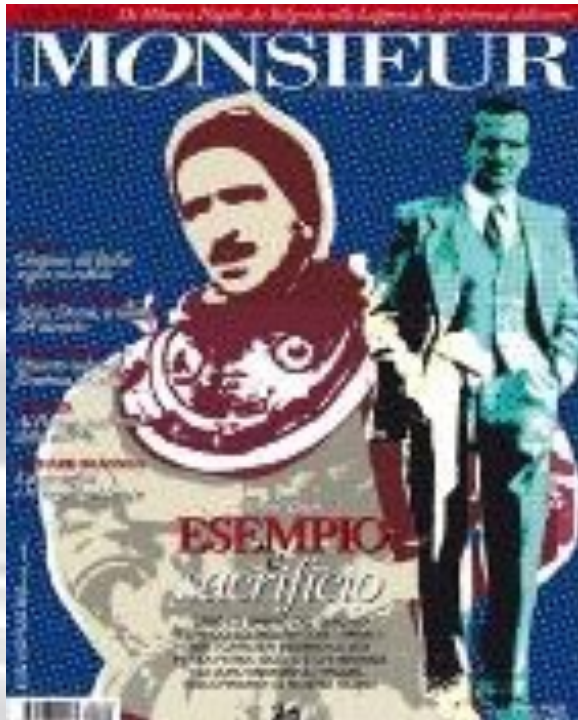
Day 3, 10-18h: 24 hours of Elegance TRUNK SHOW, HYATT REGENCY Beograd



By appointment only trunk show at the Presidential Suite of Hyatt Regency Belgrade, an opportunity for discerning clients only to enjoy private fitting for bespoke suits, shoes or jewelry....

International Media Coverage

Media Partnerships



MONSIEUR



[Monsieur, November 2011](#)

Media Partnerships

MONSIEUR



[Monsieur, November 2012](#)

Media Partnerships

MONSIEUR



[Monsieur, November 2013](#)



[Monsieur, August 2012](#)



Corriere della Sera
STYLE magazine,
october 2013

ELLE^{it}E



Elle It- September
2013

beSpoke
HOME | Attualità | Arredare | Auto | Belle Arti | Design | Diete | Fatti | Moda | Musica | News | Opinioni | Sport | Tecnologia | Viaggi | Wellness | Zodiaco | Rubrica | Abbonamenti

14 DICEMBRE 2013

beSpoke

BELGRADO: IL LUXURY TRA IL VECCHIO ED IL NUOVO

Belgrado non è mai stata più al passo con i tempi. D'ora in poi, le sue strade saranno il centro di gravitazione per gli eventi più prestigiosi dell'industria del lusso. Dall'alta moda alle sfilate, dalle sfilate per collezioni di alta gamma al protagonismo culturale del fashion e del design contemporaneo. Il secondo numero della Luxury Belgrade.

Diretta da JENNIFER LARRY GARDNER e ANN SHARPE, mentre editrice è "24 hours of Elegance" è nata alla luce in collaborazione con la famiglia reale serba e il gruppo di gestione immobiliare di Daria, Ana e Jelena, alla guida di investimenti nel lusso. Sotto la guida di BeSpoke, nella direzione della Luxury Belgrade.

La 4ª Capitale di Belgrado è stata scelta. Con la creazione del "BeSpoke" di editing, "24 hours of Elegance" è pronta per essere pubblicata. Il 24° numero di eleganza, Anna Gardner | Ogni numero della Luxury Belgrade è un'occasione per impressionare il tuo pubblico. È un bel lavoro che ti darà un'idea di quanto sei importante nel tuo settore.

Per chi ama un modo di vivere, culturale ed esclusivo, il lusso è un modo di vivere. È un modo di vivere, culturale ed esclusivo, il lusso è un modo di vivere.

BeSpoke magazine,
december 2013



[Classic & Sports Car,
France
November 2013.](#)



[Sunday Gazette,
September 2012.](#)



[Rétro Viseur](#), France
November 2013



[Red Racing Green](#),
Belgium
December 2013.



The Rake, Singapore, international



Style, Italy, September 2013.



Rendez Vous de la Mode, international october 2013



Virtuozity, Dubai, August/september 2013.



Elegance in the Adriatic
STURMANS MONTENEGRO REVEALS A 1956 MERLIN 200 TECHNOLIA (ITALIA) 2000, 4000 SUPREMACY, GLASS-UP 8007 AND THE WORLD'S BEST MURRAY AT THE IN FRONT OF ELEGANCE

"The three cars lined up outside the hotel included a 1956 Maserati A6 1500."

"Cocktails, fine dining, a perfect location and fireworks."

24 2013 **ELEGANCE**
Concepts of Elegance & Luxury Sales



Pointure, France, december 2014.



18 Concours d'élégance

CORTHAY ET CIFONELLI TRIOMPHENT À BELGRADE

Deux des plus éminents représentants de la mesure parisienne avaient fait le déplacement en Serbie pour la quatrième édition du Concours d'Élégance de Belgrade, unanimement considéré comme un événement majeur dans cette partie de l'Europe. Pendant trois jours, Corthay et Cifonelli y ont fait briller les couleurs de la France.

Lorenzo Cifonelli et Pierre Corthay

Les deux maisons ont beaucoup de points en commun : l'un et l'autre sont représentés brillamment des artisans séculaires, sont dirigés par des artisans au sommet de leur art – Pierre Corthay a été nommé d'Art en 2008 et Lorenzo Cifonelli représente avec son cousin quatrième génération de maîtres tailleurs Cifonelli à Paris – qui ont une relation respectueuse et amicale au point que les réalisations sont présentées chez l'autre, selon une démarche très logique. Les deux maisons partagent nombre de clients communs, qui savent que ces deux expressions ultimes des arts tailleur et bottier.

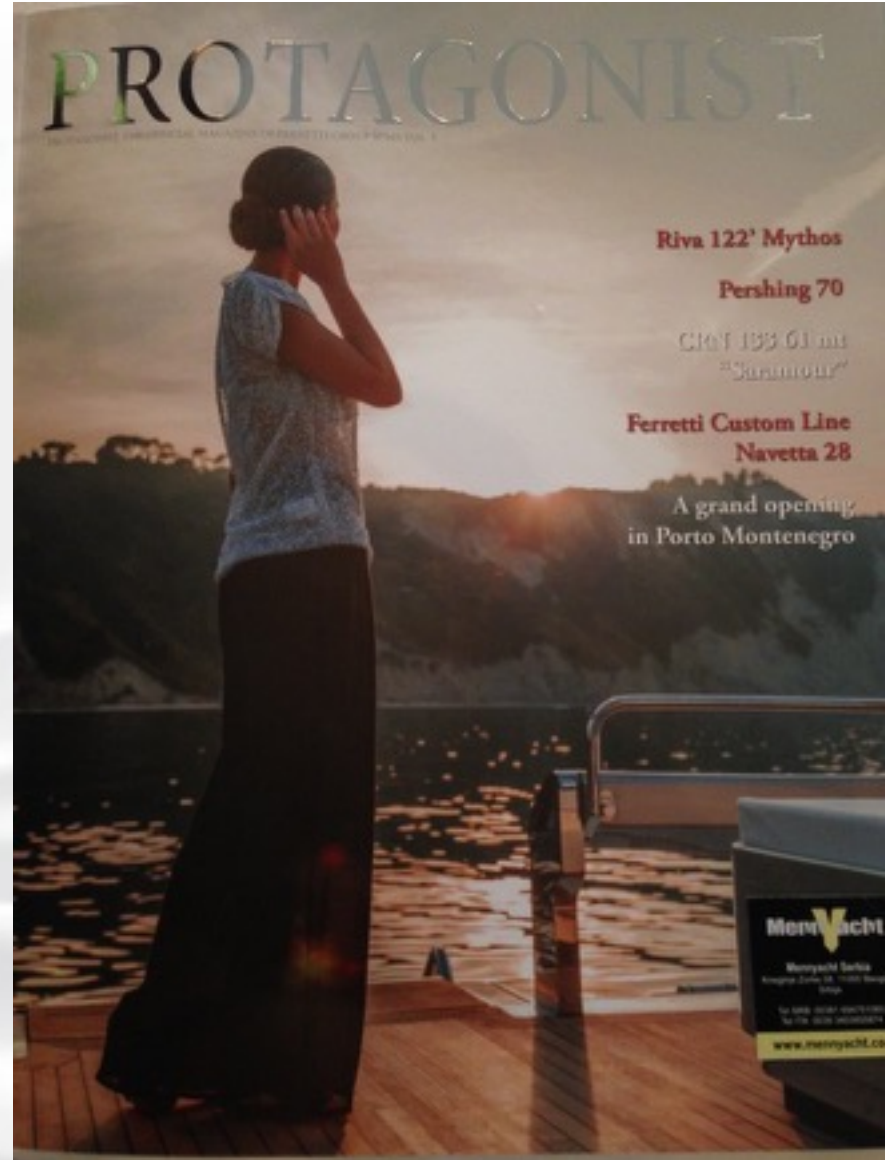
Concours d'élégance 19

Pierre Corthay et Lorenzo Cifonelli à la relation historique entre les couturiers et les bottiers

Pierre Corthay entouré de François Pouchot et Alex Dordovic, créateur et directeur de la manifestation.



Protagonist, Ferretti yacht magazine, March 2015 .



24 Hours of Elegance 2016

segments/events available for promotion of partners

24 Hours of Elegance, day 1 as of 19h-24h

Gala Opening, White Palace, exhibition, fashion show and cocktail

- Exclusive reception for VIP with charity dinner and entertainment

24 Hours of Elegance, day 2 as of 10h-13h

- Belgrade Classic car Show opening exhibition
- Grand Tour Historique at Kalemegdan Park
- Concours d'Elegance Belgrade 2015 at Grand Casino Beograd

24 Hours of Elegance, day 2 as of 15h-19h

- Salon of Excellence - exhibition & conference at Grand Casino Beograd
- Concours d'Elegance Award ceremony, Grand Casino Beograd

24 Hours of Elegance, day 3 as of 10-17h

- Trunk Show at Presidential suite, Hyatt Regency hotel

24 Hours of Elegance, day 2 as of 20h-23h

- Gala Dinner and Fashion presentation at Belgrade Waterforn
- 24 hours of Elegance Chivas Party at Grand Casino Beograd as of 22h



GOLD SPONSORSHIP at 25000 EUR covers the following

FRIDAY 9/9/2016

White Palace, 24 Hours of Elegance gala opening

- Branding of the entrance at The White Palace, where an exclusive exhibition of **LIVERANO suits**, **PASQUALE BRUNI jewelry** will be held, under the auspices of HRH Prince Peter Karadjordjevic (2x illuminated backdrops: exclusive position at the entrance, lateral from the red carpet on the both sides, dimensions 300 x 200 cm) with respect to other Partners
- Distributing your promo materials during the evening
- Special corporate gifts given to the VIP



FRIDAY, 9/9/2016

White Palace, 24 Hours of Elegance gala opening,

- Branding of the interior one position at The White Palace, where an exclusive exhibition of (1x illuminated backdrops: exclusive position at the entrance, 2 roll ups at the entrance hall).
- Display of your brand on LED screens.
- Presenting your company brand to the clients and special CSR opportunity during the Charity Auction benefiting Princess Katherine foundation.



SATURDAY 09/09/2016

Promotion during the **BELGRADE CLASIC CAR SHOW 2016**, which is comprised of:

- OPENING OF BELGRADE CLASSIC CAR SHOW EXHIBITION AT THE BELGRADE WATERFRONT GALLERY 10 00
- GRAND TOUR HISTORIQUE at Kalemegdan park 12 00
- CONCOURS D'ELEGANCE Grand Opening 13 00

Day 2- Kalemegdan, Grand Tour Historique 2016:

The opportunity for your company to be a special star partner of the Grand Tour Historique 2016, which will take place on the 2.7 km route surrounding the Kalemegdan Fortress, echoing the last pre WW2 race that took place on the same track in 1939. This is a major event celebrating 76th Anniversary of this historic race in our city.

Branding of the all venue visuals with your company logo - race start, race barriers, flags, balloons etc. & distributing your promo materials before the race.



DAY
2.

SATURDAY 10/09/2016

Belgrade Waterfront, Belgrade Classic Car Show opening exhibition 10h

- DISPLAY OF TOP CLASSIC CARS IN FRONT OF THE BELGRADE WATERFRONT
- Branding the photo exhibition dedicated to the HISTORY OF BELGRADE CONOCURS D'ELEGANCE 1924, 1928, 1939 and BOOK promotion by the acclaimed automotive historian Miroslav Milutinovic HISTORY OF BELGRADE CONOCURS D'ELEGANCE 1924, 1928, 1939.
- Branding the frames of Photo exhibition with your company logo

A unique possibility to participate at the open the **Belgrade Classic Car Show 2016.** , in front of numerous public and media representatives.

Opening of the Exhibition on occasion of the Anniversary of the race at the Kalemegdan entrance.



DAY
2.

SATURDAY

KALEMEGDAN PARK, Belgrade Classic Car Show, TOUR HISTORIQUE AROUND KALEMEGDAN PARK at 12 h

- Branding of the start ramp - backdrop with your company logo, with other major partners logo



SATURDAY, 10/09/2016, 13 00 - 20 00

Grand Casino Beograd- opening of the **Concours d'Elegance Belgrade 2016:**

Special pagoda in the prominent space of the event venue, possible VIP event for partners and friends, ideal for your company presentation in the front of numerous visitors, or presenting young serbian car designers.



DAY
2.

SATURDAY 10/09/2016,
Grand Casino Beograd, Belgrade Classic Car Show
13 h

- Opening of the Concours d'Elegance Belgrade 2016.
- Branding of the stage - backdrop with your company logo
- Branding of the VIP garden in front of the Grand Casino, where the VIP cocktail will be held

SATURDAY, 10/09/2016, - Grand Casino Beograd

- Possibility of handing out your company promo material throughout the entire event (in front of Grand Casino)
- Highlighting your company name and logo in our special **24 Hours of Elegance** brochures that will be given out throughout the entire event.
- Visibility- an extraordinary opportunity for your company to be visible on all printed materials and visual elements of the event in front of general public and media.
- Spotlight of your company in all PR appearances.



DAY

2.

SATURDAY, 10/09/2016,
Grand Casino Beograd, Luxury conference
15-17 h

- The possibility of your representative participation as the guest speaker at the lectures during the Luxury conference, which will be held in the Luxury Exhibition & Conference space inside Grand Casino
- Branding the space with your company logo

DAY

2.

SATURDAY, 10/09/2016,
Grand Casino Beograd, Luxury exhibition
17-18 h

- Branding the space with your company logo

DAY

2.

SATURDAY, 10/09/2016,

Grand Casino Beograd, Concours d'Elegance Best of Show award ceremony

18.30 h

- Branding of the stage - backdrop with your company logo, which will be placed in front of Grand Casino, along with other partners' and additional visuals in the venue

DAY
2.

SATURDAY, 10/09/2016,
Belgrade Waterfront,
Sartorial Elegance presentation LIVERANO and ladies Couture - 20 h

- Branding in front of Grand Casino or other prestigious location TBC



DAY
2.

SATURDAY, 10/09/2016,
Belgrade Waterfront,
Concours d' Elegance 2016. VIP dinner 20 30h

- Branding the tables with your company logo



DAY

2.

SATURDAY, 10/09/2016

Grand Casino Beograd or other prestigious location CHIVAS PARTY and live music
22-01 h

- Branding the space with your company logo
- Promotional gift bags given to the guests

DAY

3.

SUNDAY, 11/09/2016,
Hyatt REGENCY Hotel, Trunk Show
10 -17 h

Possibility to invite your VIP clients to the exclusive TRUNK SHOW at the Presidential suite

Bespoke Suits by **LIVERANO & LIVERANO, Florence**

Made-to-Order Shoes by **STEFANO BEMER, Florence**

Jewelry by **PASQUALE BRUNI**

Ladies shoes by **DUCCIO VENTURI BOTIER, Milano**

- **EXTRA BENEFITS**

- Special passes for the Luxury Conference & Exhibition, where the luxury items exhibition will be held, exclusively for VIP guests.
- Invitations for the exclusive Concours d' Elegance Gala event- VIP cocktail.
- Emphasizing your company's commitment on our website
- Integrating FB activity and promotion of your company on our social networks.
- Highlighting your company presence as the sponsor of this event during the opening speech at the closing ceremony.
- Liaising with your Points of sale and distributing special Invitations for the Belgrade Classic Car show events as part of the 24 hours of Elegance.
- Additional social media promotion: promoted through our social media network (Facebook, website www.24hoursofelegance.com)



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