



24 HOURS OF ELEGANCE

Concours d'Elegance & Luxury Salon

SEPTEMBER 17. | GRAND CASINO BELGRADE | SERBIA

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DELTA GENERALI
Osiguranje



DEAR ELEGANT FRIEND,

It is with great pleasure that we welcome you to Belgrade to mark the first ever 24 hours of Elegance - Concours d'Elegance & Luxury Salon. Our city has a long-standing affair with both classic cars and style. In the 1930's Belgrade hosted the one and only downtown GRAND PRIX race. We have since greeted many a gentleman-driver and their lady companion(s), owing to our unique location between Eastern and Western Europe. This very position, at the confluence of two beautiful rivers, connects two distinct worlds, and from there emanates an inimitable style of ladies and gents that we proudly showcase around the world. The difference being, in this instance, we are highlighting 4WD, V12, 500HP - but that, my friends, is a sign of the times.

Today you will meet many luxury Industry professionals who call Belgrade their hometown; they are protagonists in the world's leading luxury houses, championing their very own essence of elegance and sense of style.

There is a bit of Belgrade in each one of them - you learn that this is something inexplicable, but innate. Beauty, originality, zeitgeist & spiritus loci all in one - something one can only be proud of.

Add, liberally, small touches to your own style, never seen before, step up the gas and above all, ENJOY.

Aleksandar Djordjevic, founder
24 hours of Elegance - Concours d'Elegance & Luxury Salon



BLAGOJA PETROVSKI



CONCOURS D'ELEGANCE FOUNDATION

www.concoursdeelegance.com

Blagoja Petrovski, born in Skopje in 1977. Since childhood he actively participated in organizing the Auto Motor Sport in Macedonia and in the Balkans, both as an organizer and as a member of organizing committees. After the studies, actively participates in the organization of Auto Motor Sport and the "Classic Car" events in Eastern Europe, and participates as a juror and a co-organizer for Classic Car events. In 2007, he founded International Foundation Concours d'Elegance, which organizes the most prestigious Concours d'Elegance events in Eastern Europe.

From 2005. – 2007. works on establishing a federation for historical cars in Macedonia, and at the same time organizes most important annual event for historic cars in Macedonia.

In 2007. after he had received the official license, the first Concours d'Elegance was organized, which was nicknamed 'Flamingo Concours d'Elegance'.

In 2008. organizes Concours d'Elegance Sofia with around 60 car-exhibitors who attended the show, where as a complementary event during the main event, the contest of young fashion designers was organized.

In 2009. organizes Concours d'Elegance at the Hilton Hotel in Sofia in cooperation with the municipality, where around 60 car-exhibitors from 10 European countries attended the show. Jury members were from all participating countries and the president of the jury was Prof. Herald Leshke.

In 2009. organizes Mountain Classics Rally in the city of Karpenisi, Greece, in collaboration with Greek club MROE.

In 2010. Concours d'Elegance at the Hilton Hotel in Sofia, the 4-th time organization with high standards of FIVA (Fédération Internationale des Véhicules Anciens) and the members of the jury from 5 European countries, again with the president of the jury Prof. Leshke Herald.

In 2010. organizes the first Eastern European Classic Challenge in the most prestigious golf club in the Balkans, in cooperation with the Greek club LEKAM, where around 80 car-exhibitors from five European countries attended the event.

Blagoja Petrovski



BRATISLAV PETKOVIĆ



www.automuseumbgd.com



Bratislav Petković

The Automobile Museum, Bratislav Petković Collection, is the newest in a series of technical museums in Serbia. The Museum was founded by the Assembly of the City of Belgrade and Bratislav Petkovic, the collector and owner of a collection comprising historically valuable cars and archive material on the domestic history of motoring.

The Museum's premises are situated in the Modern Garage, a characteristic monument of the technical culture of its age, itself declared a cultural asset. The building, designed by the Russian architect Valerij Staševski, was built in the city centre in 1929 as the first public garage. It housed the automobiles of the participants in the first international car and motorcycle race ever held in Belgrade, on September 3, 1939.

The Collection contains old and rare cars, valuable both in terms of historical evidence and for a better understanding of the application of scientific achievements, the development and technical progress of motoring in the country and abroad. Besides fifty vehicles, the oldest being a 1897 Marot Gardon, the Collection safeguards various devices, technical and scientific literature, driving-licenses, the first traffic regulations and laws, number-plates, tools, filmed and photographic records, works of art and objects of applied art. In its endeavor to be more than just a collection of automobiles, the car being an invention incorporating all the inventions of mankind - from the earliest, such as fire or wheel, to the latest, based on micro-processors - the Museum has set up an educational programme, including broadcasts, films, lectures, theatrical performances, and other forms of cultural and educational activities aimed at promoting the history of motoring. It has become the meeting place for the legendary riders, museum car collectors and lovers.





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www.zemun.rs

CITY MUNICIPALITY OF ZEMUN

City Municipality of Zemun has been an active participant in the European Heritage Days event and thus contributed to the presentation of heritage through the presentation of Zemun tradition, customs and culture.

This year, City Municipality of Zemun will participate in the event European Heritage Days and represent itself with the following tourism potential:

1. 48th International Meetings Of Writers witch will take place at the summer stage Quay in Zemun on September the 10th from 13PM till 15PM
2. Arts and Old Crafts Fair witch will take place at Gospodska street in Zemun on September the 15th, 16th, 17th, and 18th from 09AM till 19PM
3. Lets Meet The Cultural Contrasts witch will take place at Gardos Tower on September the 17th starting at 12PM till 13PM
4. 24 Hours of Elegance organized by the SuperStar worldwide communications company, under the patronage of City Municipality of Zemun. This event will take place at the area in front of the Grand casino at the Hotel Yugoslavia on September 17th from 10AM till 23PM.



Vista from Gardoš tower





MARKO LUKOVIĆ



www.marko-design.com

Professor Marko Luković, MA of industrial design, was born in Belgrade in 1977. Over 10 years, his team of specialist and experts have been successfully engaged in various areas of design. He has experience in work for top industry. Also Marko Luković works at the University of Art in Belgrade (Faculty of Applied Arts), Department of Industrial design since 2002.

Professional working areas: Industrial (Product) design / Transportation design / Packaging design / 3D CAD modeling / 3D visualization / Rapid prototyping & CNC tooling / Graphic & Web design.

- Over 70 international and domestic exhibitions, professional conferences and jury memberships.
- Over 20 realized projects (products).
- 17 international and domestic awards for design.

New interior for passenger car Fiat Serbia (ex Zastava Automobili) 2005.



ZASTAVA Auto, Marko Luković 2005

SUPERSONIC

Winning design project among 1000 participants on Michelin Challenge Design 2011, USA. Presented on Detroit Auto Show 2011.



SUPERSONIC
Marko Luković 2011



MOONRIDER
Marko Luković www.marko-design.com

MoonRider - Hybrid motorcycle

Peugeot MOONSTER Winning project among 2000 participants on Peugeot Design Contest 2020, 2001. Frankfurt Motor Show, World premiere of Peugeot MOONSTER in full size



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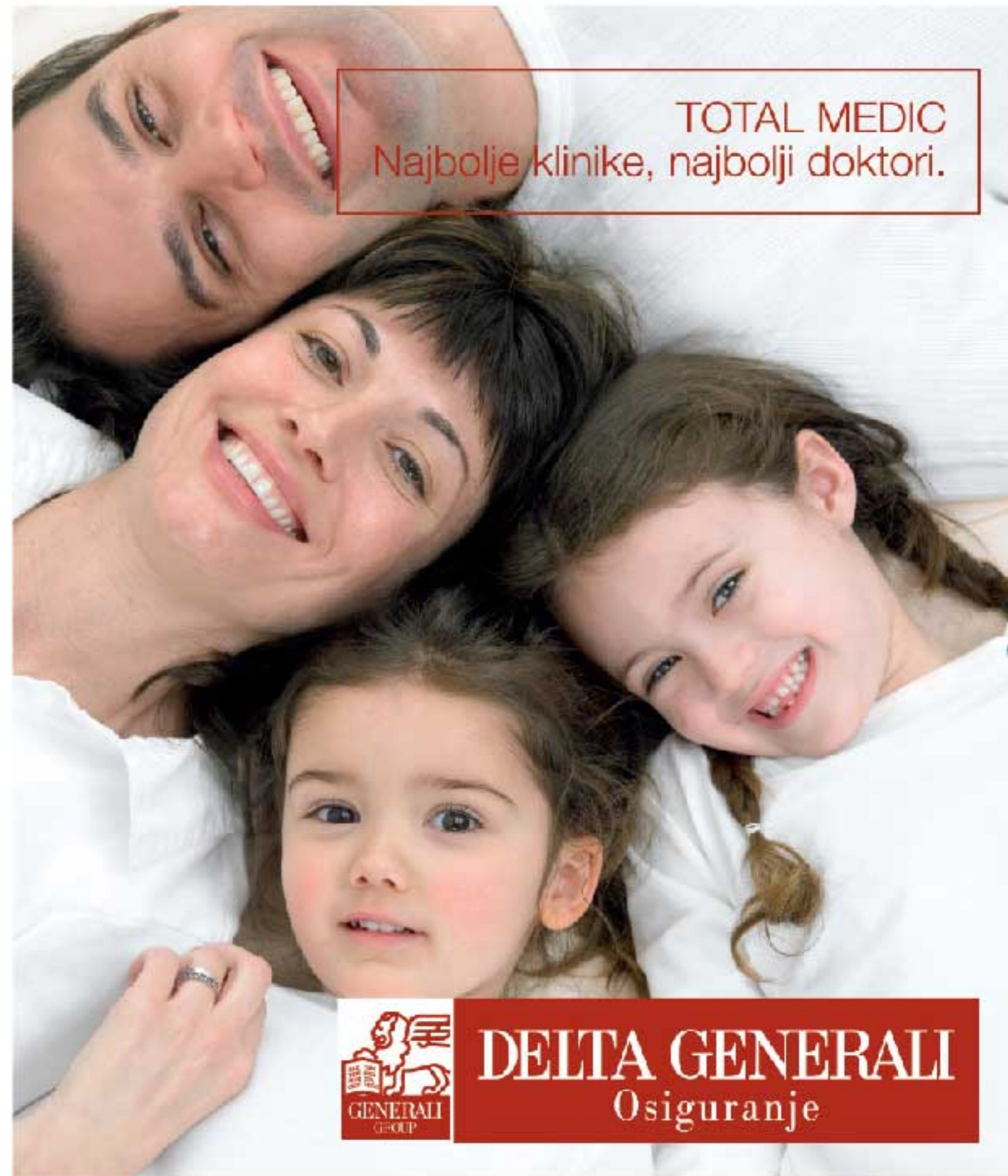
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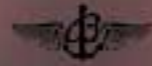


ZENITH
SWISS WATCH MANUFACTURE
1845 1984

IWC

SCHAFFHAUSEN
SINCE 1868

ULYSSE NARDIN
1846 1946



BREITLING
1884



de GRISOGONO
GENÈVE

RAYMOND WEIL
GENÈVE

 24 HOURS OF ELEGANCE



Mercedes-Benz 300d Adenauer

CONCOURS D'ELEGANCE
BELGRADE 2011

Jaguar XK140



Concours d'Elegance & Luxury Salon



Volvo P1800



Lamborghini Urraco P250

CONCOURS D'ELEGANCE
BELGRADE 2011.

CONCOURS D'ELEGANCE
BELGRADE 2011.

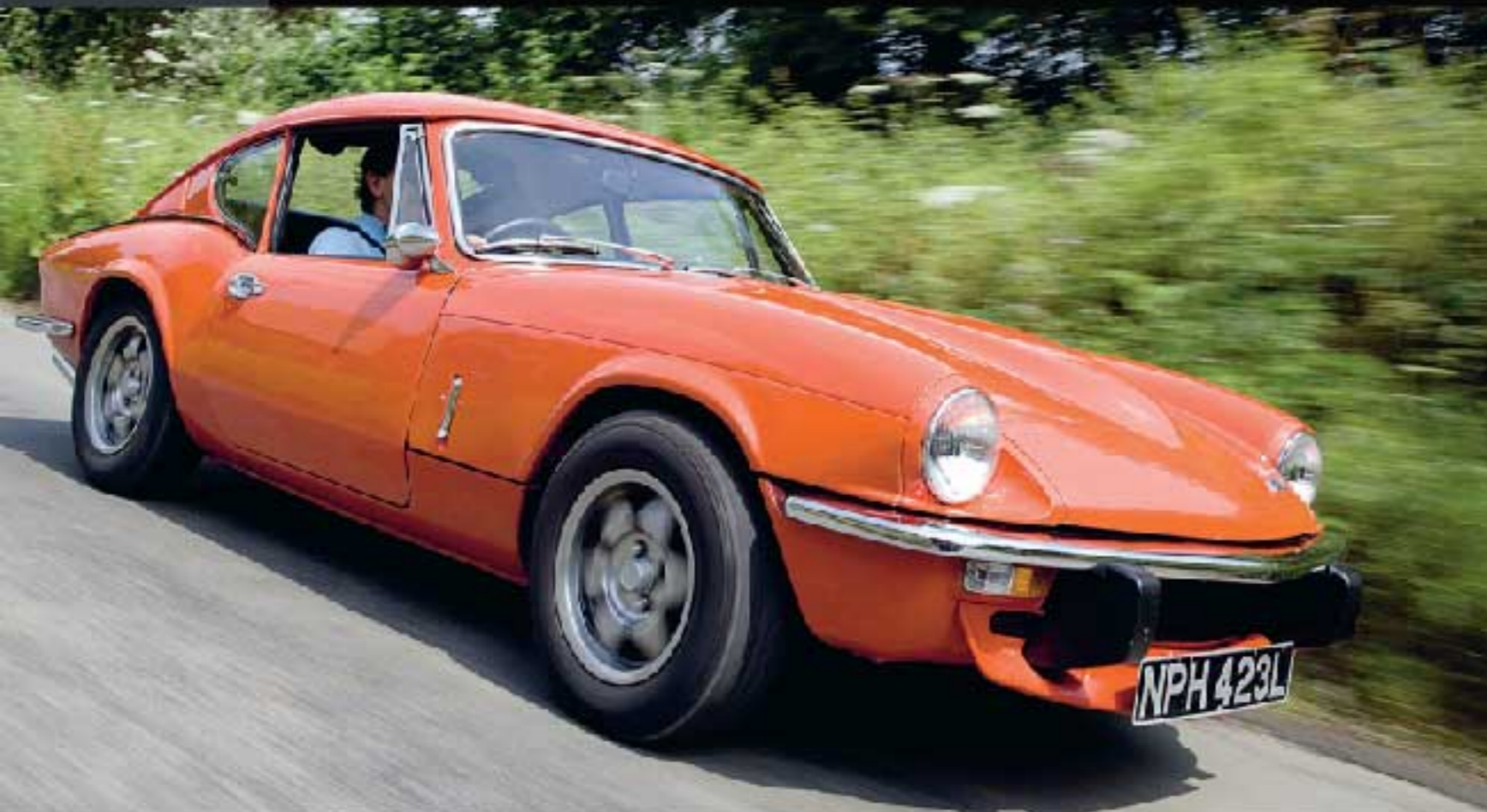
12

13

Austin Healey 3000

Triumph TR5pi





Triumph GT6

CONCOURS D'ELEGANCE
BELGRADE 2011.

Citroen DS21



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FRANZ BOTRÉ

Franz Botré, publisher and managing director of the Swan Group which heads the monthly magazine Monsieur and magazines Spirito diVino and Protagonist, practically grew up surrounded by the printed words. He was born on January 26, 1955 in Bresso (Milan). He was 14 when he began working as a typesetter and already at that time he realized that communication was his real passion. He attended evening classes and worked as a printer, lithographer, photolithographer and graphic designer. In 1980 Franz Botré became editor of the magazine Gente Viaggi (Rusconi) and later on the art director of the same publication. He also created the layouts of the magazines Il Piacere and Expression (the latter in collaboration with American Express), after that in publishing companies Rusconi and Rizzoli managing the realization of the journal Brava Casa. Later on he opened his own studio and created Express Gran Turismo, Orologi da Polso (magazine dedicated to the aficionados of the high end watches) and Alfa Romeo World. He returned to Rusconi in 1989 to design the fortnightly magazine Trendy.

Since 1991 until 2001 he was in the Class Editori SpA, where he arrived to perform the roles of the deputy director of the monthly magazine Class, author and director of Gentleman and general art director of the publishing group.

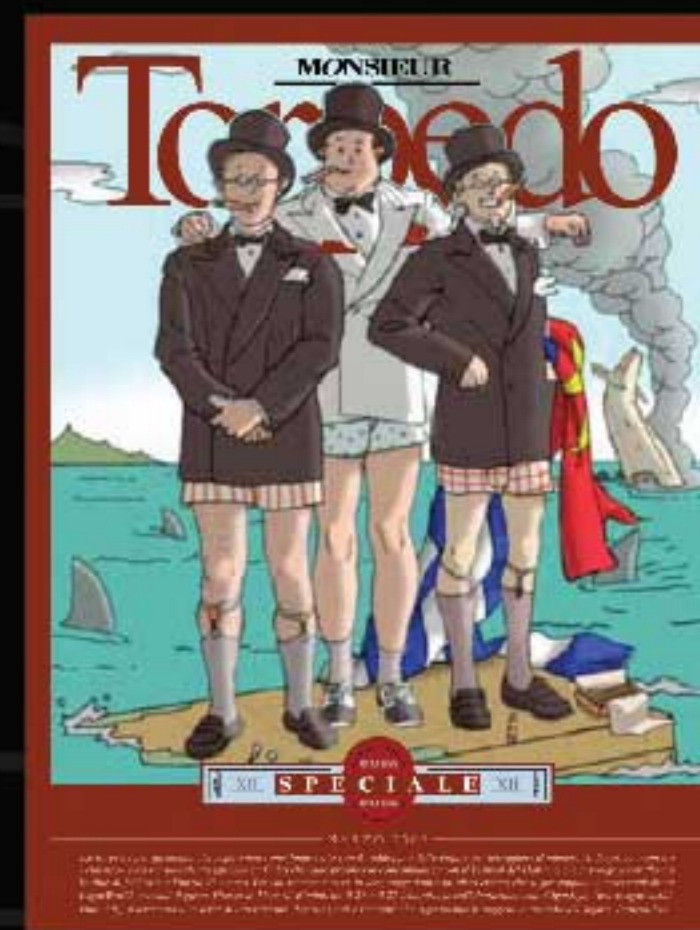
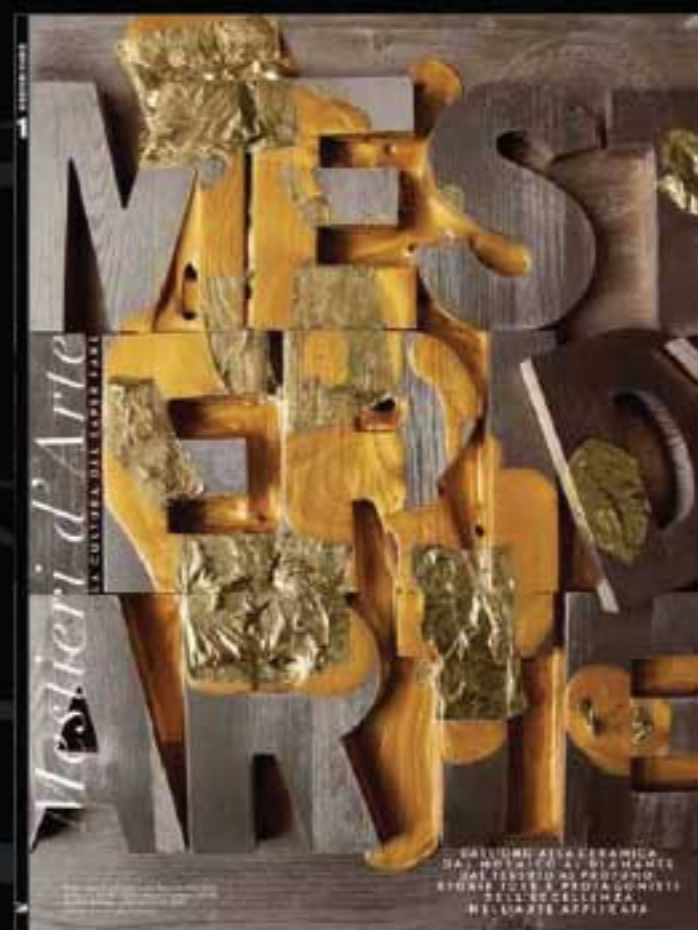
In 2001 he left the Group Class to create Swan Group, his own publishing house that launched the monthly magazine Monsieur and bimonthly magazine Spirito diVino. Since September 2009 he acquired the realization of the Protagonist, famous quarterly magazine of the Ferretti Group.

Franz Botré



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SCIAMAT



The elegance is a gift of the soul and a well-tailored suit can allow the person who wears it to make it in evident at once.
Valentino Ricci

The House of Sciamat was founded in 2002 by a young lawyer, Valentino Ricci. He decided to shape his dream and together with his wife Silvana, his brother Nicola and his dear childhood friend Pippo, he established, as a little precious jewel, the haute couture for men intended to be innovative and designed for true connoisseurs, promoting the new approach to style by a renewed relationship with clients.

The House of Sciamat is distinguished by its original forms and cuts derived from the authentic classic taste and present the result of the study and research of a concept of dressing that, rather than keeping pace with the times, intend to combine experience acquired over the years.

However, the Sciamat's activity seems to be a sort of mirror that reflects our way of life, some kind of "traslatio studii" (transfer of knowledge), aiming to transmit knowledge from man to man, but always with a personal touch.



Our method of making suits presents a real chain of hands entrusted with the realization of our manufactured artworks according to refined tailoring tradition transmitted in adequate and proper product specification which is highly respected in the course of the manufacturing process.

We have chosen excellence for every stage of production, which becomes for all of us the opportunity to deepen our knowledge and make researches in a tangible atmosphere of collaboration and synergy that can be cultivated exclusively by special staff as ours.



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ZORAN BOSANAC

Artistic Director

For more than two decades Zoran Bosanac has been building a successful career in the world of European fashion. Even though he graduated as a geophysicist engineer, thanks to his broad formal education he began work as a fashion consultant very early and immediately rose to the very top.

He signed his first contract at the beginning of the 1990s and for the next ten years worked as a stylist and consultant for Maurizio Galante, Italian house of Haute Couture, during Galante's greatest period, when the house established its position world wide.

At the beginning of the new millennium, he moved to Paris, and immediately became a buyer, stylist and expert consultant for numerous fashion studios, heading the Maria Luisa chain of famous multi-brand boutiques, a name which is synonymous with French chic.



At the same time he wrote and published articles and editorial works for renowned fashion and professional magazines: Vogue Paris, Vogue Homme, Purple, Double and others.

Zoran, as his name is pronounced abroad, worked as a consultant-stylist for famous clients from the world of show business, among whom are Mick Jaeger, Marianne Faithfull, Brad Pitt, Nicole Kidman, Jean Michel Jarre, Chiara Mastroianni and Catherine Deneuve.

In 2010 he was appointed as Artistic Director of Paris-based Italian house CERRUTI.

LUX Life



www.gjcleverley.co.uk

GEORGE CLEVERLEY

George Cleverley was born into a shoemaking family in London. George moved to Colchester in Essex with his parents when he was aged two and spent his childhood selling bootlaces and polish. After finishing his apprenticeship at 15, he was called up to the army for world war 1 and stationed in London before joining an army boot factory in Calais, France.

After the war he joined Tuzec, a high society London shoemaker on Clifford street, Mayfair. He remained there for 38 years. George left Tuzec in 1958 to start up his own business. GJ Cleverley of Cork street, Mayfair, London.

On Cork street he furthered his reputation to include some of the most illustrious names in society and became well known for making the Cleverley shape - a graceful, chisel-toed shoe which became signature to his extraordinary craft.

George passed away in 1991 at nearly 93 years of age and was working, virtually until him died.

Today, the company is still a family run business headed by George Glasgow, who worked with Mr Cleverley for over 20 years, up holding the quality that has been synonymous for over 50 years.

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George Cleverley



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COSTUME NATIONAL

www.costumenational.com

DRAGANA KUNJADIĆ CAPASSA

lives and works in Milan since 1987.

She worked as a model for prestigious fashion magazines: Vogue, Marie Claire, Cosmopolitan, Bazaar ... Fashion Designers: Christian Dior, Hermes, Burberry, John Galliano, Giorgio Armani, Gianni Versace, Costume National, Dolce Gabbana, Gianfranco Ferré, ... Photographers: Herb Rits, David Seidner, William Garrett, Gian Paolo Barbieri, Fabrizio Ferry, Oliviero Toscani ... Documentary film directed by Martin Scorsese for Armani.

Since 1995, works for fashion house Costume National as Image Consultant. Besides, she worked on styling costumes for the play "The Story of Ronald, the clown from McDonalds" (2006), "Three Sisters, or around and around Cehona" (2007). At the Consulate of Serbia and Montenegro in Milan, she organized a fashion shows for Iva Stefanovic, "Mona" and Darko Kostic.

Lately, she is creating music design for the "Costume National" shops and CNC Costume National fashion shows.

As a DJ she performed at the Teatro di Triennale, L'Urban Center Galleria Vittorio Emanuele, La Castelana, Club 400, Il Molo ...

Living with designer Ennio Capasa with whom she has two children.



Dragana Kunjadic Capasa



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www.element-by-militza.com

MILICA ILIĆ MRVIĆ

DESIGNER

Milica Ilić Mrvić, born on the 4th of May 1967 in Belgrade. Serbian-French citizen, more than twenty years has been living and working throughout the world: France, Switzerland, Austria, Italy, Germany and Japan.

Author of the collection of furniture called ELEMENT BY Militza, which is protected by copyright as a work of art. She is a member of ULUPUDS Serbia.

Milica exhibited at the furniture fair "Maison & Objet" in Paris and other group and solo exhibitions.

AWARDS

Awarded new talent prize "Prix Découvertes" by "Maison & Objet" in Paris in September 1998.

Winner of the "Prix tendency" by the "Nelly Rodi" agency, Paris.

SALES

Gallery sales, internet sales.



Milica Ilić Mrvić

BURÉ

Maison object awarded console





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*Salute to the international partners of
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- Concours d'Elegance & Luxury Salon,
Belgrade 2014.*

Mr. Boris Panich at London office

Monsieur Vuk Vidor at Paris office



NAJBRZI MAGAZIN





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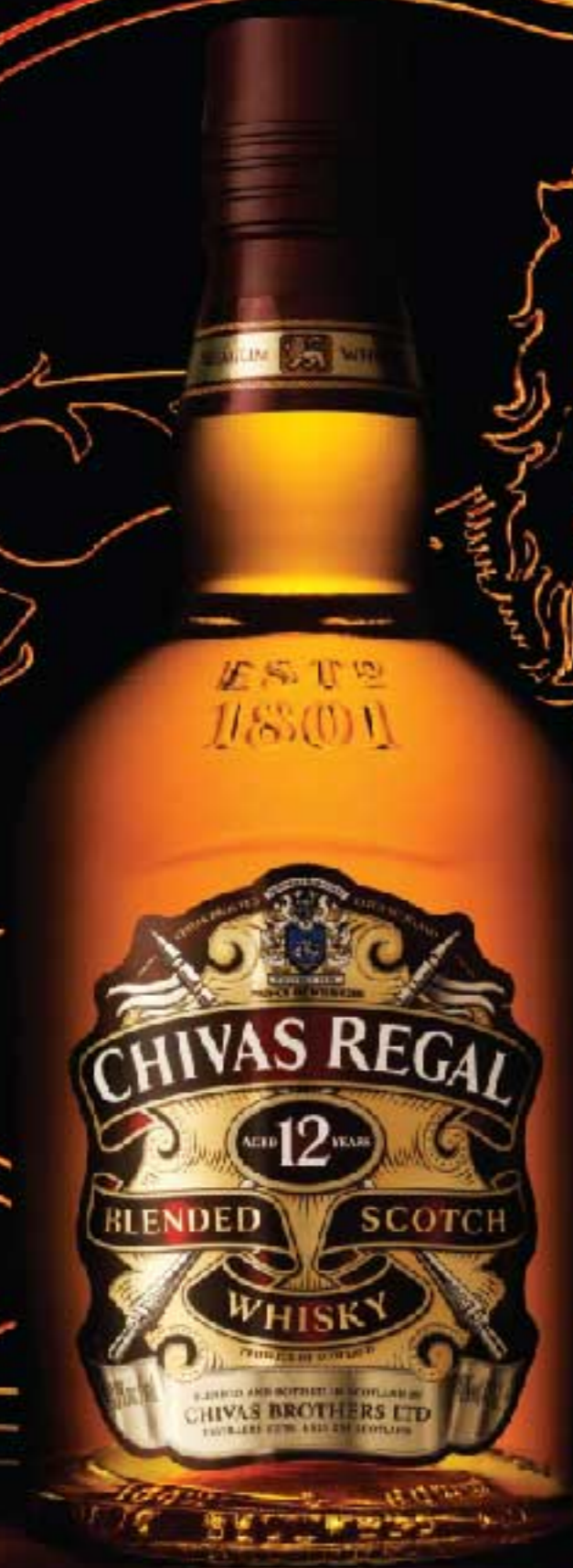
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