



VIRTUOZITY

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THE FINEST THINGS IN LIFE

**FABIO
CANNAVARO**
A WHOLE NEW
BALL GAME

**AMAZING
THAILAND**
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HIN AT AMARI HOTELS

JET SET

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PRIVATE JET

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ROLLER**
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PLUS: SOCIETY EVENTS | TRAVEL | FASHION | WATCHES | RESTAURANTS

Elegance in the Adriatic

STUNNING MONTENEGRO REVEALS A 1959 FERRARI 250 TESTAROSSA, ITALIAN TAILORS, HUGE SUPERYACHTS, GLASSES OF MOËT AND THE WORLD'S BEST BRANDS AT THE 24 HOURS OF ELEGANCE.



SOME EVENTS HAVE Virtuozity written all over them and the 24 hours of Elegance was definitely one of them. Bringing together some of the world's most desirable brands, stunning classic cars and a who's who list of regional and international luxury connoisseurs, the event ran, unsurprisingly over twenty four hours in July.

Based around the luxurious Porto Montenegro, there can be few better settings in July for an event showcasing the very best in top end luxury products. The event has run for a number of years in Belgrade, the capital of neighbouring Serbia, but this was the first time the event had migrated to a second location.

Montenegro itself is quite stunning, being born out of the 1990's break up of the former Yugoslavia. Although it remained part of the smaller Yugoslavia, in 2006 the country became independent and hasn't looked back. Since those traumatic and tumultuous times, the country has fared rather well, profiting especially well as a tourist destination, making good use of its



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perfect location on the Adriatic.

The event started off with a welcome cocktail reception at the Bruno bar in the beautifully positioned Avala hotel, which overlooks one of the most desirable beach clubs on the long Mediterranean coast.

The guests included everyone from famous basketball players, Dejan Bodiroga and Dragan Tarlac, accompanied by their spouses; flying in directly from Hollywood, actress Katarina Radivojevic; top model,



Jelena Ivanovic and the Minister of Sustainable Development and Tourism of Montenegro, Branimir Gvozdenovic.

To frame the party's entrance the 24 hours of Elegance invited a few members of the Automobile Club Allegri del Volante from Florence to join in on all the fun. To say they brought their A game would be a serious understatement.

The three cars lined up outside the hotel included a 1956 Maserati A6 1500, which was driven in the 1952 Mille Miglia, a 1957 Jaguar D-Type, formerly contested by the famous Ecurie Ecosse racing team and a 1959 Ferrari 250 GT Fantuzzi Testarossa, one of the few remaining in the world.

To see one of these cars in the flesh (or

metal to be precise) is something many car enthusiasts dream of. To see all three is almost completely unheard of outside of the US show scene.

Inside, it was all cocktails and canapés as Samsung unveiled their amazing, state-of-the-art, S9 Television with an ultra-high definition screen. This huge 85-inch TV was unwrapped by a ballet dancer, accompanied by live classical musicians.

Out on the terrace, male-models displayed some of the creations from famous Italian tailors Sciamat, whilst sitting on the designer furniture of interior experts Lusso.

With great weather backing up the event, the guests then enjoyed an excellent three-course meal al fresco, followed by a firework display over the adjacent castle walls, launched from the end of the beach clubs jetty. Cocktails, fine dining, a perfect location and fireworks over water make for quite an elegant evening.

After a long lie in for the guests, the next



“Cocktails, fine dining, a perfect location and fireworks.”



day saw the brands finally get their chance to show off their very best products to the guests in the early afternoon, with Porto Montenegro’s crammed marina as a beautiful backdrop.

The developers are planning to almost double the number of berths from its current capacity. If the gaps between the many yachts already calling the beautiful little Adriatic country home are anything to go by then they won’t have any trouble filling it. Yachting has proved a big draw for Montenegro, as cheaper mooring rates tempt big yacht owners across the Adriatic from



a sample for people to try. Clive Christian recently bought the brand and is now pushing it into new markets under their name.

Urban Sea Fabrics, who are an online supplier to the yachting and interiors industry, were also there to showcase some of the fabulous fabrics they have on offer. Their range includes a fabric that you can spill red wine onto and then simply wipe off, potentially saving the owner a huge amount recovering damaged seating. They also sell material that can put up with the sun's damaging UV rays, making it ideal for the sunny Middle East market.

Alongside them were Lotusier, who specialise in authentic, hand-made items for the home and office.

With the work done and dusted the guests then headed off to the stunning Purobeach, Montenegro's top beach club. With three floors of decking and views across Porto Montenegro, the party was an excellent way to bring the event to a close. The event was supported by Belvedere Vodka and Tikves wine, who provided drinks for the whole night.

With Montenegro as a backdrop the 24 hours of Elegance was quite a party, with international guests, some of the world's best brands and the perfect location all blended together to provide that perfect blend of luxury and exclusivity. Even though the dust is yet to settle, we're already looking forward to next year's event.



Italy and around the rest of the Mediterranean.

With Moët flowing for all the visitors, the brands on show included Italian shoe artists Ducal, who presented a huge range of their beautifully handcrafted footwear.

TAG-Heuer was there as well to show off the company's Monaco V4, which is the world's first belt driven watch. If you peek closely into the inner workings, you can see the tiny band linking all the various parts of the watch's movement.

Next to them, the fragrance arm of interiors specialist Clive Christian displayed the world's most expensive perfume, including

