



British Embassy
Belgrade



BRITISH - SERBIAN
CHAMBER OF COMMERCE

24 HOURS OF ELEGANCE



24 HOURS OF ELEGANCE CAPTIVATED BELGRADE



Република Србија
МИНИСТАРСТВО КУЛТУРЕ
И ИНФОРМИСАЊА

Tourist
Organization
of Belgrade



Turistička
organizacija
Beograda

Belgrade was once again, host of the ever amazing “24 hours of Elegance – Concours d’Elegance & Luxury Salon,” which, with its unique content and refined segments, gathered all classic car enthusiasts and aficionados of elegance, style and refinement. This year’s event was dedicated to British excellence in craftsmanship which made it simply remarkable as well as highly sophisticated. Our 2013 edition of “24 hours of Elegance” was held in conjunction with the **British Embassy**, the **British Chamber of Commerce**, luxury concierge **Quintessentially** and **Grand Casino Beograd**, principal partner of the event.

It all began with a famous **Mumm champagne** gala, at the White Palace with **HRH Crown Prince Aleksandar**, **HRH Princess Katherine**, **HRH Princess Jelisaveta** and special guests **Sir Paul Judge**, Chairman of the British-Serbian Chamber of Commerce and **Mr. David McFarlane**, Charge d’Affaires of the British Embassy, who opened **Kilgour** of Savile Row’s exhibition of historical clothing. Prior to that, throughout the Palace’s salon, guests were able to admire photographs of vintage cars, from the book by acclaimed car historian Miroslav Milutinovic, dedicated to the late President Tito’s private collection of cars.

CHIVAS sponsored presentation of the famous **James Sherwood** and his latest book, „The Perfect Gentleman.“ Also, **TAG Heuer** showed their trademark line of watches, the Carrera series, marking their 50th anniversary and right alongside renowned perfume house, **Penhaligon’s**, which added just the right scent to the overall glamour to this event. The evening segment of our event included a charity dinner, where our guests donated generous contributions to the „Princess Katherine Foundation.“ An exclusive presentation of high–end jewellery brand **Futuro Remoto**, current global star of high-end jewellery, crowned our evening.

Saturday was marked by the “**Belgrade Classic Car Show 2013**,” powered by **UNIQA**, where stars among cars were presented, in cooperation with **The Serbian Federation of Historic Vehicles** and **Scuderia Zagreb**. Additionally, “**Auto Bild Grand Tour Historique**,” showcased a number of beautiful classic cars that paraded around Kalemegdan Park, supported by the **Tourist Organization of Belgrade** – leaving our attendees in awe.

The latter part of our day was dedicated to the “**CHIVAS Concours d’Elegance 2013**,” an exhibition of classic cars, hand-picked especially for this event, which took place in front of the **Grand Casino Beograd**, the essential partner of this event since its inception. The novelty of the year was our “Super Cars” segment, which presented **McLaren’s MP4-12c Spider**(in cooperation with National Drivers Academy NAVAK), a **Rolls Royce Phantom Coupe**, brought in directly from Rolls Royce design headquarters in Munich, and the latest **Bentley Continental GT**, presented by a private collector.

Parallel to the Concours d’Elegance, we showcased our “**Salon of Elegance**” - a conference and exhibition of luxury items, in partnership with **The Economist** magazine. This *excellence conference and style exhibition* included eminent panellists, presenting top luxury brands from around the world: **Kilgour**, pinnacle of British elegance, was excellently presented by its head cutter Mr. John Hill; **CHIVAS**, a brand that defines the category of luxury whisky, was tastefully represented by thier international brand ambassador Mr. Alex Robertson; **Penhaligon’s**, supreme perfume-makers from London, charmed us with their perfume profiling expert Ms. Joanna Lloyd; **Saint Crispin’s**, masters of unique handmade shoes, were introduced by its owner Mr. Philip Car; **TAG Heuer** characterized by avant-garde design and utmost accuracy, chose their local brand ambassador Katarina Vucetic to introduce 50 years of Carrera; **Futuro Remoto**, undisputed stars of high end jewellery design were headed by creator Gianni De Benedittis while **Vitale Barberis Canonico**, masters of the finest fabrics since 1663, gave charming introduction by their own Simone Ubertino Rosso. Author **James Sherwood** addressed attendees presenting his book, “The Perfect Gentleman”. To top it off in style, **Mr. Pavle Trpinac**, designer of the latest Rolls Royce Wraith, presented the Rolls Royce design and brand alongside **Mr. Frank Tiemann**, Director of Corporate Communications at Rolls Royce. During our luxury items showcase, our visitors enjoyed an **ABSOLUT** Vodka cocktail.

The award ceremony of Belgrade’s 3rd “Concours d’Elegance 2013” ensued. **The Alfa Romeo 6C**, owned by renowned collector, **Corrado Lopresto**, won the concours’ most coveted “**CHIVAS Best of Show**” award. **UNIQA** awarded the „**Best in Class Gentlemen and Touring Cars**“ to the 1937 **Horch 853 Sport Coupe** „Manuela“ owned by philanthropist, **Saulius Karosas**. „**Best in Class Glamour and Glory**“ went to the 1939 **Rolls Royce Wraith WXA 106**, which was presented by **Auto Bild**. “**Best in Class Sport and GT cars**” went to Giuliano Bensi, president of **Allegri del Volante**, and his 1954 **FIAT 8V**. “**Best in Class Thoroughbreds and supercars**” went to 1971 **Dino Ferrari 246 GT Berlinetta Pininfarina**, of noted journalist **Franco Lombardi**. Finally, the „**Best in Class Racing Car**“ award was given to the 1956 **Jaguar D-Type**, owned by GianPaolo Casazza of the Allegri del Volante club from Florence, presented by **TAG Heuer**.

The exclusive **Stars & Cars** photo session, powered by **Hello** magazine, brought together numerous celebrities, famous international top models and performers. Attendees then took part in exclusive Mumm champagne reception, featuring the latest film of acclaimed director, Gianluca Migliarotti, portraying Vitale Barberis Canonico company of iconic creators of the world’s most precious fabrics, which took place ont eh Grand Casino’s terrace.

The most glamorous event of the evening was our sartorial catwalk show, held in front of the Grand Casino fountains. Multi brand store **Distante** presented their new women’s 2013/2014 Fall-Winter collection, including pieces from high-end designers such as Marni, Rick Owens, Balenciaga, Gianvito Rossi, Zadig Voltaire, and Stella McCartney. Shortly thereafter, **Kilgour of Savile Row** presented the audience with their collection of finest menswear. The night’s fashion segment ended with a catwalk show of a unique vintage collection for women, presented by our special guest from Zagreb, **Das Charms** – a refined concept store with a unique collection of labels such as Lanvin, Dior, Prada and Chanel.

The **Diva Lounge at Grand Casino** became the evening’s perfect host, providing an incredible backdrop to the highlight of the night – “CHIVAS 24 hours of Elegance party.” Now, an already traditional ‘segment,’ it combined different spheres of luxury and elegance into one unforgettable evening. The closing party continued into the early morning hours, transforming Belgrade into the capital of style and elegance. Following the after-party, our invitees were treated with an exclusive dinner at Belgrade’s current hotspot of creative cuisine - **Diagonala** restaurant.

On Sunday, September 8th, stylish guests had the rare and exclusive opportunity to meet esteemed representatives of luxurious brands such as Kilgour, Saint Crispin’s, TAG Heuer Haute Horlogerie, Futuro Remoto and Penhaligon’s, during our by appointment only **Trunk Show**, which took place at the Presidential Suite of the capital’s leading hotel – **The Hyatt Regency Belgrade**.

www.24hoursofelegance.com



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24 HOURS



OF ELEGANCE

Concours d'Elegance & Luxury Salon

6TH - 8TH SEPTEMBER 2013. *Grand Tour Historique • Kalemegdan Park, Belgrade* www.24hoursofelegance.com

GRAND CASINO
BEOGRAD

CHIVAS

HYATT
REGENCY
BELGRADE

UNIQA
osiguranje

TAG Heuer
SWISS AVANT-GARDE SINCE 1860

HELLO!

Auto
Bild

DAS
CHARMES

GH MUMM
CHAMPAGNE

DISTANTE
fashion center

The
Economist

Kilgour

PENHALIGON'S
LONDON
PERFUMERS EST. 1874

VITALE
BARBERIS
CANONICO

MONSIEUR

LUX Life

SAINT CRISPIN'S™
GENUINE HAND MADE SHOES

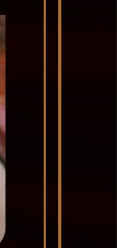
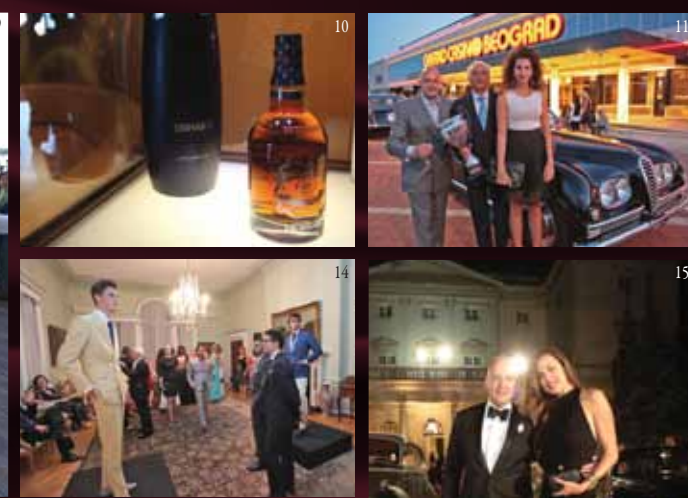
futuroremoto

beSpoke

McLaren
VIENNA

SuperStar
worldwide

CONCOURS D'ELEGANCE & LUXURY SALON



1. Alex Djordjevic, founder of the 24 hours of Elegance 2. Duska Jovanic, moderator of the Luxury salon and Goga Grubjesic, partner at SuperStar worldwide 3. Start of the Auto Bild tour Historique with Ferrari Dino 4. TAG Heuer celebrating 50th Anniversary of Carrera model 5. James Sherwood, author of The Perfect Gentleman, Alex Djordjevic, John Hill, head cutter, Martin Crawford, Kilgour 6. HRH Crown Prince Alexander in front of Rolls-Royce Phantom coupe 7. James Sherwood at the Luxury Salon conference 8. 1937 Horch 853 Sport Coupe "Manuela" in the fascinating historic track at Kalemegdan fortress 9. Hugo Jacomet of the Parisian Gentleman, Simone Ubertino Rosso of Vitale Barberis Canonico, Gianluca Migliarotti, acclaimed film director 10. Limited edition Chivas 25 years designed by Pininfarina 11. Best of Show winner Corrado Lopresto with his daughter Marta in front of the amazing 1948 Alfa Romeo 6C 2500 Pininfarina 12. Penhaligon's perfumery display at the White Palace 13. Kilgour's carwalk show at Grand Casino Belgrade 14. Kilgour's showcase at the White Palace 15. Famous actress Katarina Radivojevic 16. Giancarlo Maresca of Monsieur inspecting Saint Crispin's trunk show offering with Philip Car at the Hyatt Regency Belgrade presidential suite 17. Strunning display of Daimler, Rolls Royce Wraith and Alfa Romeo 6C in front of the White Palace, Belgrade 18. McLaren's MP4-12c Spider star of Supercar&Gt Pavillion, presented by National Drivers Academy NAVAK 19. Sir Paul Judge, HRH Crown Prince Alexander and Alex Djordjevic cutting the ribbon at Kilgour's historic exhibition 20. Giuliano Bensi, president of Allegri del Volante chatting with Emmanuel Bacquet, director of the SK collection

21. HRH Crown Prince Alexander with HRH Princess Katherine enjoying the Kilgour's exhibition 22. 1954 Fiat 8V gracing the Supercar&Gt pavilion 23. Famous tv personality, Katarina Vucetic, TAG Heuer's ambassador, participating at the Charity Auction 24. Atmosphere at the White Palace during the CHIVAS reception 25. Futuro Remoto jewelry showcase at the Royal Palace Charity Gala 26. Enchanting atmosphere at the 24 hours of Elegance Charity Gala dinner 27. Luxury items at the silent auction benefiting Princess Katherine Foundation 28. Top model Jelena Ivanovic starring in front of the majestic 1939 Rolls Royce Wraith at the Stars and Cars gala powered by HELLO! magazine 29. Splendid 1952 Lancia Aurelia Vignale from the Lopresto Collection 30. Amazing Futuro Remoto jewelry at the Luxury Salon Exhibition 31. Philantropist Saulius Karosas, SK collection owner, winner of two major prizes at the Belgrade Concours d'Elegance 2013 for Rolls-Royce Wraith and Horch Manuela 32. Mr Pavle Tripinac, designer of the latest Rolls Royce Wraith and Mr.Frank Tiemann, Director of Corporate Communications at Rolls Royce participating at the Luxury Salon Conference 33. James Sherwood's The Perfect Gentleman volumes presented at the Luxury Salon 34. Saint Crispin's made to order shoes at the Luxury Salon exhibition 35. Unique Auburn Boat-tail, from the Belgrade Museum of Automobiles 36. Spectacular 1937 Horch 853 Sport Coupe "Manuela" in the White Palace Royal Garden 37. Das Charnes couture catwalk show 38. Neapolitan philosopher and dandy Giancarlo Maresca presenting Monsieur magazine 39. Mr. Alex Robertson, CHIVAS international brand Ambassador presenting at the Charity Gala dinner 40. Distant presented latest top designers collections 41. TAG Heuer Haute Horlogerie represented by fabulous MONACO V4

CONCOURS D'ELEGANCE & LUXURY SALON