



“ZENITH 24 hours of Elegance 2016 by CHIVAS”

9 - 11. September, Belgrade

City of Belgrade will host the sixth edition of the finest classic car and culture of excellence event in Southeast Europe, the „**24 hours of Elegance - Concours d’Elegance & Salon of Excellence**”, from September 9-11, in partnership with **Grand Casino Beograd and Belgrade Waterfront** and in synergy with Serbian Federation of Historic Vehicles (FIVA Member), strongly supported by the City of Belgrade, Museum of Automobiles and in cooperation with the Tourist Organization of Belgrade (TOB). The event will be held under the patronage of the Royal Family of Serbia.

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. Guests will share their passion for classic cars, elegance, style and refinement.

Gathering will commence at the White Palace, on Friday, September 9, 2016, in presence of Their Royal Highnesses, Crown Prince Alexander and Crown Princess Katarina, with the opening of MASTERS OF EXCELLENCE exhibition, dedicated to the Milanese style, presenting supreme *maisons*, renowned for their artisanship, such as A.CARACENI bespoke tailors, superb gentlemen’s shoes RIVOLTA, finest handmade shirts by SINISCALCHI, and the exclusive cloth makers Lanificio F.lli CERRUTI, with support of G.H. MUMM champagne.

In the presence of **KEN LINDSAY, CHIVAS international Brand Ambassador**, will tak us for a VIP tasting of **CHIVAS REGAL Extra**, that will be held at the Royal Library, showing subtle differences between this latest offering and Chivas 12 years old whisky.

This year’s edition is dedicated to the extraordinary ZENITH timepieces, who for more than 150 years, is bringing style and substance to the wrists of sartorially minded men and women. This year Zenith has presented 3 iconic new watches that showcase the vintage, craftsmanship and the passion have never been so current and in sync with the future. The El primero 36’000 vph classic cars, eloquently epitomizes Zenith’s involvement in this world of sophistication and sport, where speed and performance are highlighted by exceptional exteriors. At the heart of its brushed steel case hums a high-precision mechanism: the legendary El Primero chronograph. The ultimate route to timeless elegance! Zenith’s rich heritage, tradition, passion and pursuit of excellence reflect the legacy of its slogan “Legends are forever” that is strongly underscored at the 24 hours of Elegance event.

At the Royal Palace, guests will enjoy the live performance of young Italian star - pianist Alessandro Martire, while the second part of our event will include charity auction followed by the presentation of the refined jewelry designer **BONATO 1960** and **couture show of ROXANA PANSINO**. At the auction, the renowned consumer electronics company **LG** will donate its latest model **LG OLED TV 4K**, to the charity foundation of Princess Katherine.



After dinner, the celebrated Cinema hall of the Palace, will host a screening of „Driving Dreams” by the author **Gianluca Migliarotti**, the world famous film director who is also a guest of ”24 hours of Elegance”. Special accent will be placed on presentation of famous **Maison of cognac-MARTELL, when Jacques Menier**, Heritage Director Martell Mumm Perrier-Jouët, will reveal a full refinement of this supreme brand.

Saturday, 12. September will be marked by “Belgrade Classic Car Show 2015”, presented by ZENITH and in partnership with UNIQUA insurance, when automobile star-cars, owned by the reputable international and local collectors will be on display. The opening will be followed by “MEMORIAL GRAND PRIX BELGRADE 1939”, a unique Tour Historique parade of the most beautiful automobiles, racing on the same route of the famous 1939 Grand Prix racetrack around Kalemegdan fortress, where the last pre war race took place.

Grand Casino Beograd hosts, for the sixth year, the prestigious car show „Zenith Concours d’Elegance 2016“, exhibition of the most beautiful models of classic cars. These beautiful cars will be evaluated by the professional jury selecting the best ones in different categories. The afternoon will culminate by the award ceremony for the coveted „CHIVAS Best of Show 2016“ award. The contest will include these splendid cars coming from all over Europe:

- CORRADO LOPRESTO, exclusively at the 24 hours of Elegance will present two gems of classic car design, unique cars from the ‘60s: 1963 LANCIA FLAMINIA 3C SPECIALE PININFARINA and ALFA ROMEO 2000 Sprint Praha Touring
- From Monte Carlo we will be showing a splendid Rolls-Royce Silver Cloud III Drop-head, of world renowned collector PAOLO BIANCHI
- His Excellency Ambassador Alfredo D’Angieri will present his famous Rolls-Royce Silver Wraith from 1957, winner at the Concours d’Elegance in Florence just a few months ago
- Franco Lombardi with a racing PORSCHE 356
- An amazing DAIMLER cabriolet, of renowned Slovenian collector Saso Hrovat

In collaboration with COLLEZIONE LOPRESTO, we will have an exclusive preview of the one off concept by ITALDESIGN, called Concept Rebel, that will be presented by the world renowned designer FILIPPO PERINI, former design director of Lamborghini, and now head of ITALDESIGN.

The second part of Saturday, September 10, at the beautiful hall of BELGRADE WATERFRONT gallery, will be dedicated to the most prestigious luxury brands, presented at our prestigious „Salon of Excellence“, held in partnership with The Economist and with support of ABSOLUT vodka and LUXLIFE.rs

At the conference and exhibition of superb handmade objects, panelists will introduce prestigious Maisons from the entire world, such as:



ZENITH - exclusive wrist-watches, who celebrate its amazing collaboration with COHIBA.

A.CARACENI tailors, masters of bespoke suits - symbols of men's elegance and milanese style whose master tailor Carlo Andreacchio will be with us.

RIVOLTA, a hundred years old milanese shoemakers will be presented by CEO Fabrizio Rivolta, maestro who designs superb men's shoes and successfully couples beauty with functionality.

A Special guest will also be a designer of luxury handmade shirts, Alessandro SINISCALCHI who will present their most exclusive models.

KEN LINDSAY, CHIVAS international Brand Ambassador, will present the secrets of their latest offering-CHIVAS REGAL EXTRA.

Latest addition to our event will be a Contemporary Art segment, that will present, in cooperation with NESOVIC FINE ARTS gallery, some of the stars of art-world of Southeast Europe hailing from Belgrade.

At 6.00 p.m., in front of Grand Casino Beograd, „CHIVAS Best of Show 2016“, award ceremony of „Belgrade Concours d'Elegance 2016 powered by Zenith “ will take place with support of numerous fans and enthusiasts of automobiles.

The 24 hours of Elegance - 2016 edition - will have its official closing with a spectacular “CHIVAS REGAL Extra - Welcome to the next level party ” in the marvelous ambience of Diva lounge in Grand Casino Beograd, in partnership with Gloria magazine, Clubbing TV and Three Fingerz Musique of Duccio Lopresto, that eventually will be the music highlight of the evening and wonderful completion of the manifestation.

Welcome to “ZENITH 24 hours of Elegance by CHIVAS”, a uniquely prestigious event, which marks Belgrade as the unexpected capital of style and refinement.

Additional information: www.24hoursofelegance.com

9th - 10th SEPTEMBER 2016



WWW.24HOURSOFELEGANCE.COM

ZENITH
WATCHES

24 HOURS OF ELEGANCE

CHIVAS

Belgrade
Classic Car Show

CONCOURS D'ELEGANCE & SALON OF EXCELLENCE

Tour Historique
of Kalemegdan Park, Belgrade

6th edition