

IN THE NEWS
June 2010

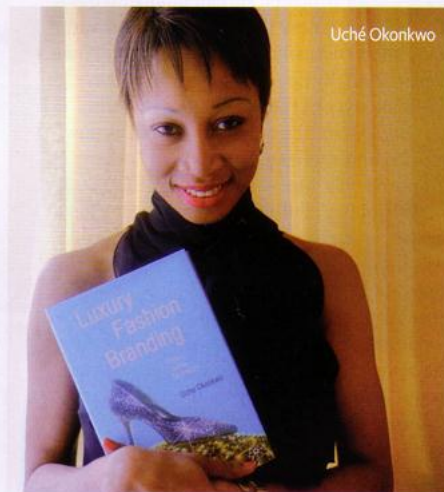
Little Tattle

PEOPLE WHO MAKE THE TOWN TICK

Luxury Lessons

DISCOVER THE INTRICATE DETAILS OF BUILDING A LUXURY BRAND AT THE LUXURY BUSINESS CIRCLE WORKSHOP

THOSE WHO HAVE WONDERED how the luxury business works are invited to participate in the **LUXURY BUSINESS CIRCLE WORKSHOP**, to be held at the Mandarin Oriental, Kuala Lumpur from June 21 to 22. This workshop is organised as part of efforts to help champion the development of emerging luxury brands in Southeast Asia and Malaysia. Jointly organised by Luxe Corp France and AB & Artho, this workshop will be conducted by Luxe Corp's team of luxury business analysts and strategists from Paris. "A workshop like this will provide participants with a closer look at defining and valuating the luxury product experience," says Uché Okonkwo, the executive director of Luxe Corp. Whether it is fashion, beauty, cosmetics, jewellery, home fashion, accessories, wine and



Uché Okonkwo

spirits or other luxury categories, entrepreneurs are invited to understand and apply the business strategies needed to develop luxury brands in the current market context with a one-to-one consulting approach. For more information on this workshop, visit www.luxe-mag.com



GRIST TO THE RUMOUR MILL

PARTY INTERRUPTED A recent party organised by a prominent socialite had to be postponed, much to the chagrin of her guests who always await her high-flying parties. The reason was because the supplier from whom she purchases fresh ingredients was unable to receive his stock from Europe due to the volcanic ash situation. Apparently, without Norwegian salmon and French cheese on her menu, she believes her personal chef's skills will not shine through and there will be no culinary enjoyment for her guests when the food quality is compromised. Spoken like a true epicurean.

GREEDY GUEST Money can buy you status, but it sure can't buy you class, as one prominently titled businessman demonstrated at a private luxury car launch. While other guests waited patiently for the food to be served at the buffet line, one hungry gentleman went straight to the kitchen to demand that food be served to his table. Last we heard, he was effectively crossed off the invitation lists of several prospective hosts of private parties in the future. Who could blame them?

Musical Flight

JOIN ACCLAIMED VIOLA PLAYER MAXIM RYSANOV AT THE MPO THIS MONTH AS HE GUIDES US ON A JOURNEY TO ITALY

TO BE HELD AT THE DEWAN Filharmonik Petronas from June 19 to 20, indulge in music therapy with *Visions of Italy*, a performance brought to you by the Malaysian Philharmonic Orchestra. This performance sees the dashing **MAXIM RYSANOV** showcasing his talent on the viola under the baton of acclaimed conductor **YAN PASCAL TORTELIER**. Recognised as one of the world's best and most charismatic viola players, London-based Rysanov is highly praised by music enthusiasts

worldwide for his talent and passion. Inspired by Lord Byron's *Childe Harold*, French composer Berlioz takes his audience on a journey to Italy in the company of a young man – depicted by the epic viola of Rysanov – on a voyage of self-discovery. Other than Berlioz's *Harold in Italy*, *Visions of Italy* also features Tchaikovsky's *Francesca da Rimini* and Hindemith's *Nobilissima Visione*. To find out more about this performance, contact 03-2051 7007 to book your tickets.



Maxim Rysanov

Yan Pascal Tortelier