

# VENDÔME LUXURY

PRESENTS :

## vl collection

A TRADE SHOW IN THE KINGDOM OF PARISIAN JEWELLERS

For over ten seasons, Studio XXb has been organizing the Vendôme Luxury trade shows during Paris Fashion Week. It takes place in leading luxury hotels and palaces around Place Vendôme.

In March 2010, we have three prestigious venues:

Jewelry and accessories at Hôtel d'Évreux (19 place Vendôme, 75001 Paris)

Accessories at Park Hyatt (5 rue de la Paix, 75002 Paris)

Ready-to-wear at Le Meurice (6, rue de Castiglione, 75001 Paris)

**From 6 to 9 March 2010, we are dedicating a space in Hôtel d'Évreux at 19 Place Vendôme to jewelry for the VL COLLECTION.**

The location is ideal for jewelry as it's home to legendary Parisian jewellers such as Cartier, Chaumet, Boucheron, Van Cleef & Arpels and Chanel Jewelry.

For its next edition, the Vendôme Luxury receives a new prestigious partner, "l'Institut National de Gemmologie".

Thanks to the presence of highly qualified specialists and their equipment, you will be able to admire on widescreen your precious stones closer than ever.

**Our objective is to bring you into contact with key figures from the fashion industry in an ambience that is luxurious, refined and Parisian.**

We provide a number of services and facilities:

- + Fully equipped space (tables, chairs, display cases, lighting, signs, etc.)
- + Security agents, hostesses, concierge service
- + Buyer invitation and attendance (Baby Buddha, Barneys, Bergdorf Goodman, Boutique1, Bucherer, Chariots on fire, Colette, EC One, Erie Basin, Galerie Elsa Vanier, Montaigne Market, Net-A-Porter, Orr's Jewellers, Roseark, Saiki, Urban Grangehall, etc.)
- + Press invitation and attendance (Elle, Vogue, Madame Figaro, Orion, JCK Online, Dreams, etc.)
- + Communication (catalogues, modem, blogs, press releases, etc.)
- + Invitation management and RSVP tracking

Visitors include executives from department stores and owners of multi-brand boutiques from all over the world. Individual buyers are also welcome.

Opening hours for collectors :

From Saturday 6th to Monday 8th March 2010, 5pm to 8pm  
Tuesday 9th March 2010, 10am to 1pm

Opening hours for the professionals :

From Saturday 6th March to Tuesday 9th March  
from 9am to 7pm

Together, we welcome you to discover the exciting VL COLLECTION.

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**CUTTING EDGE DESIGNERS**  
**womenswear**  
**Hôtel Meurice 6,**  
**rue de Castiglione**

**VL COLLECTION new**  
**jewelry, accessories, clothes**  
**Hôtel d'Évreux 19,**  
**place Vendôme**

**VL HIGH END**  
**accessories**  
**Park Hyatt 5,**  
**rue de la Paix**

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