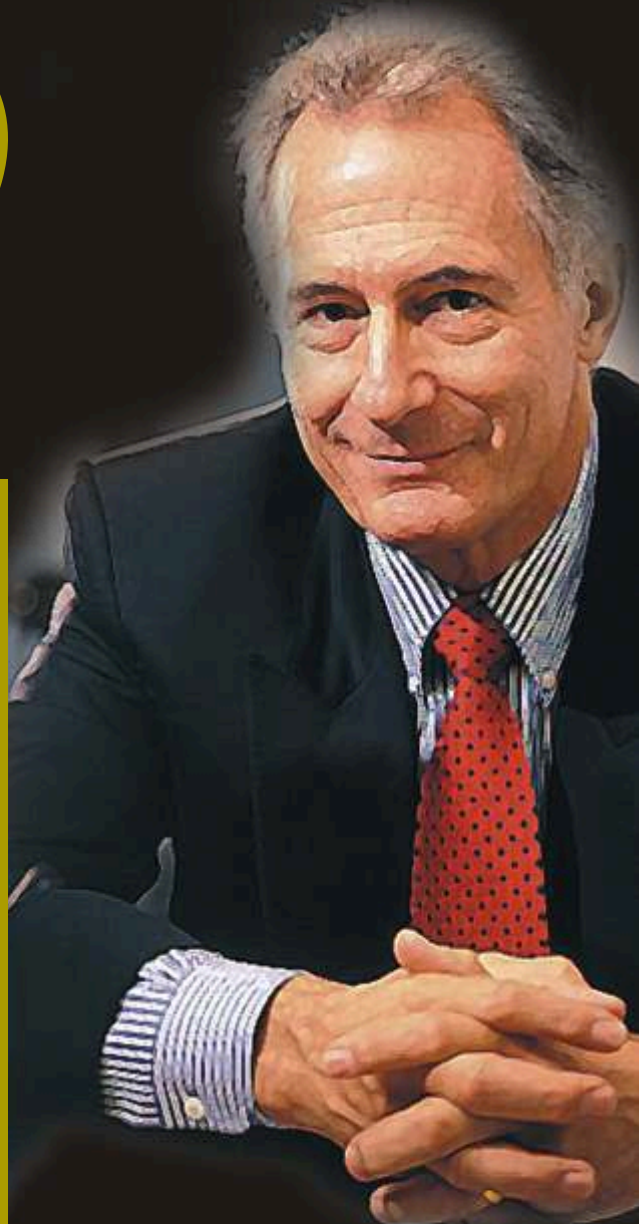




# Fiera dell'orologio e dei beni di lusso

*"I can resist everything  
except temptations"*  
(Oscar Wilde)

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



*Osvaldo Patrizzi - Official WLF Testimonial*



# Concept

Due to its historical past and geographical location, Catania has always been known for its cultural and economic innovation. Over the years its city limits have grown to incorporate neighboring towns. Today Catania welcomes creative new ideas that stimulate people's fantasy and innermost desires.

Local entrepreneurs have launched projects of economic and cultural growth that have attracted new investments, encouraged development, and led to the creation of new businesses and services.

Due to the development of its tourism industry and its openness to foreign markets, Catania has attracted a wide and diversified range of consumers seeking interesting new opportunities in the city.

**Catania** is the ideal location for exciting events with great appeal for the general public.

Over the years Catania has hosted numerous cultural events, art exhibits, and trade fairs that have promoted its image as a young and dynamic city always in step with the latest trends. In this sense, Catania possesses all the requisites to become the perfect venue for promoting world-famous luxury brands.

This is the concept behind *Watches & Luxury Fair*, one of the biggest exhibitions for the watch-making sector and for products linked to a sophisticated and exclusive lifestyle: accessories, clothing, yachts, motorcycles, cars, and luxury technology.

*Watches & Luxury Fair* will be held from November 21 to 23, 2008 at the prestigious Grand Hotel Excelsior on Piazza Giovanni Verga in downtown Catania.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



2006

AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL

TOURBILLON

SWISS

MADE

# Objectives

---

*Watches & Luxury Fair* wants to be a showcase for exhibitors presenting their finest products.

It will give exhibitors a unique opportunity to meet new clients in a venue that provides useful information and helps establish new contacts.

It is certainly a point of reference for elegant people with a luxurious lifestyle who set aside precious time for themselves and insist upon products of outstanding quality.

Besides giving Sicily and especially Catania extraordinary visibility and prominence, *Watches & Luxury Fair* will be much publicized in Italy as the most important and largest exhibition for the watch-making sector organized in Southern Italy.

Through the creation of suitable exhibition venues, more of these types of events can be held in Sicily and in Southern Italy in general. Hopefully, the sector will continue to develop as experience and professionalism increase year after year.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



# Where

Fifty-six rooms, four suites, two junior suites, and two large halls of the **Grand Hotel Excelsior** will be reserved for the exhibition.

The hotel is the ideal setting for welcoming the people for whom *Watches & Luxury Fair* was created: refined individuals who appreciate beauty in all of its forms.

Due to its size, the exhibition will be one of the most important of its kind in Italy.

**Grand Hotel Excelsior** is a modern, efficient hotel in downtown Catania that always been the prestigious venue of stellar events in the city. The elegantly understated ambiance decorated in the warm hues of Sicily presents a balanced blend of classic and contemporary style. Grand Hotel Excelsior is the ideal setting for meetings and conventions and the perfect place for tourists seeking chic comfort.

*Watches & Luxury Fair* will occupy **three floors** of Grand Hotel Excelsior:

- **1<sup>st</sup> Floor** - exhibition area for watches and jewelry and consulting services area - press room.
- **2<sup>nd</sup> Floor** - exhibition area for watches, jewelry, and luxury goods.
- **Ground floor** - reception area.

A charity auction and fashion show will also be held.

A catered refreshment area will be provided.

The exhibition area will be monitored around the clock by specialized security staff.

The entire exhibition area and stands will be locked at night.

Each morning, exhibitors in possession of a special pass will be allowed to access the exhibition area as scheduled.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior





# Program



The exhibition will be held from December 12 to 14, 2008 from 9:00 a.m. to 7:00 p.m.

## *Watches & Luxury Fair* program

### • **Friday, November 21, 2008**

#### **9:00 a.m. - Exhibition Inauguration**

Admission only by personal invitation.

Representatives of regional authorized dealers and specialized retailers will visit the exhibition from 9:00 a.m. to 1:00 p.m.

Guests of regional authorized dealers can visit the exhibition from 1:00 to 4:00 p.m. Authorized dealers will be given a specific number of invitations for their best customers.

Exhibitors will have a chance to present their new collections and most prestigious pieces to clients interested in their products.

The exhibition will be open to the general public from 4:00 to 7:00 p.m. (one-day and three-day admission tickets will be sold).

Top managers of exhibiting companies, journalists, members of Sicilian service clubs, specialized retailers, and professionals in the sector will be invited to the inaugural Grand Gala.

The exhibition area will be open during the evening.

### • **Saturday, November 22, and Sunday, November 23, 2008**

The exhibition will be open to the general public from 9:00 a.m. to 7:00 p.m. Visitors can visit the exhibition areas and take part in the various scheduled activities.

### • **Sunday, November 23, 2008**

8:30 p.m. - Watches & Luxury Fair Cocktail Party at Angiolucci Lunettes on Piazza Trento. Local authorities, exhibitors, and the top regional authorized dealers will be invited.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



## Extra activities

---

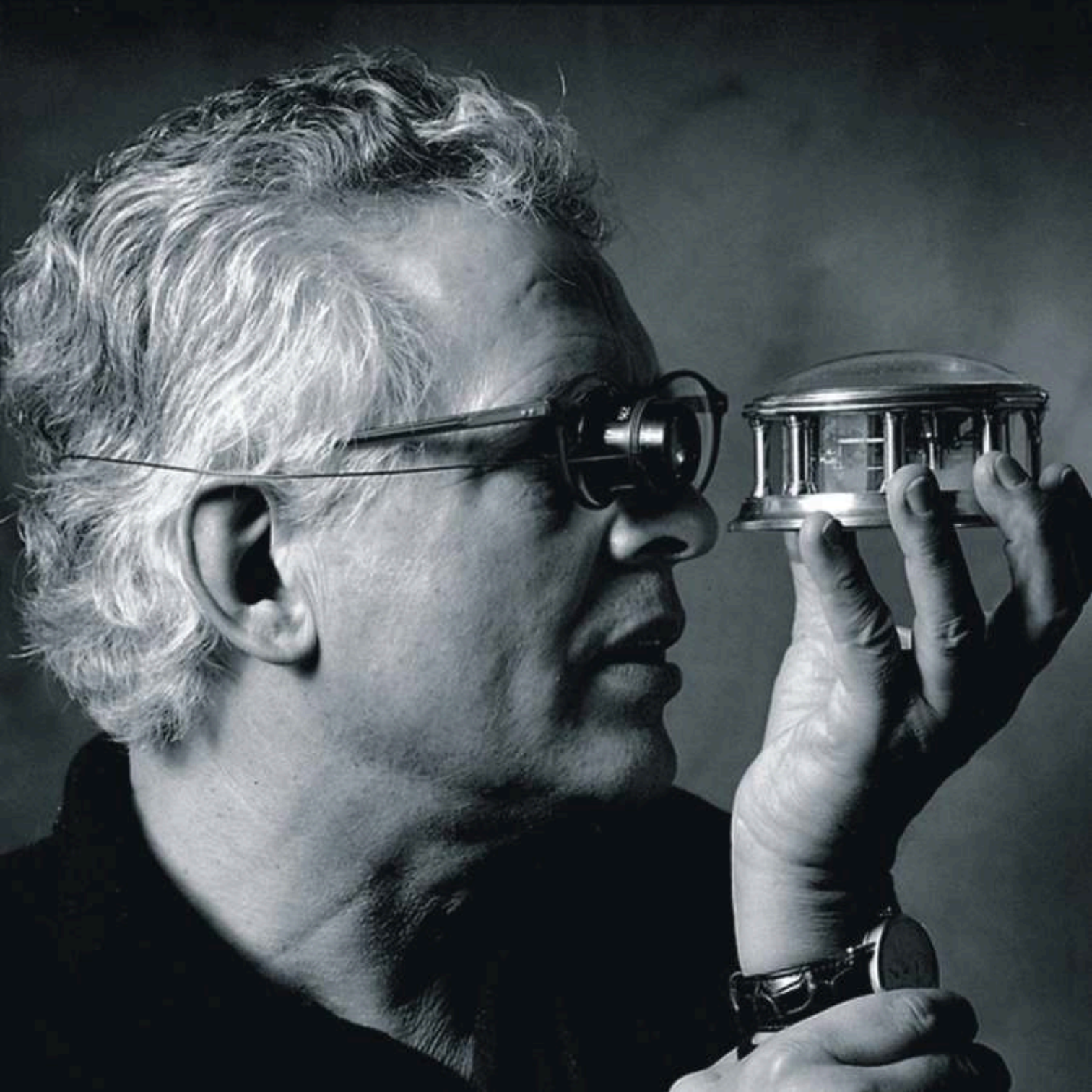
Watches & Luxury Fair will also host several extra activities:

- A charity auction of modern watches organized by Osvaldo Patrizzi. The auction, reserved to accredited guests, will catalyze the attention of watch collectors. The auction will also be broadcast on a maxi-screen set up outside the auction hall.
- A technical consulting service offered by watch and gemology experts.
- A fashion show organized by fashion apparel manufacturers present at the fair.
- A show room available for selected clients.



Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



# Characteristics

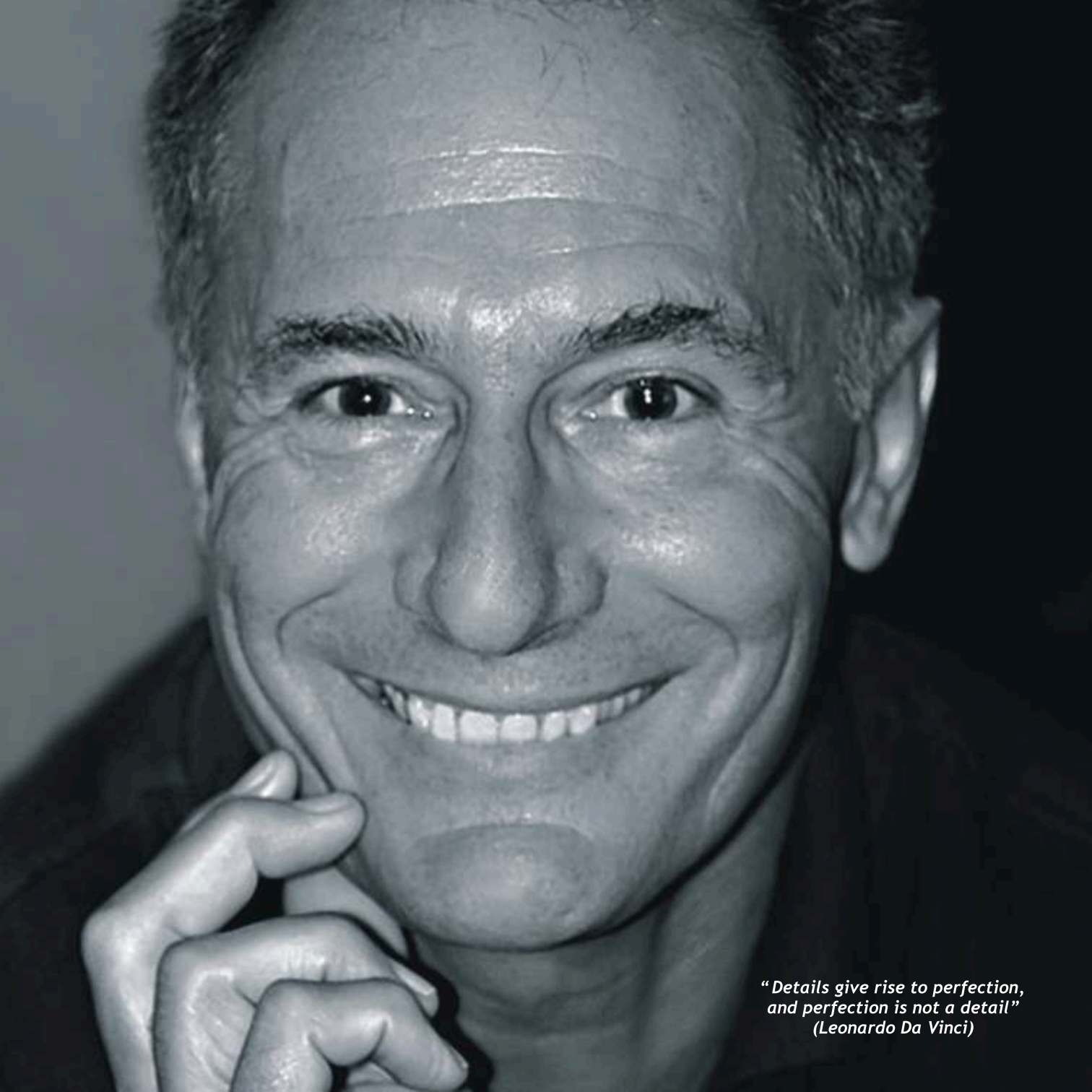
- **An auction area** organized by Osvaldo Patrizzi, in cooperation with Fair Management: the most eagerly awaited and covered event of the exhibition on a national and international level.
- **Expertise**, provided on request, in antique and modern watches and precious stones. Meetings and Open Forums organized by Osvaldo Patrizzi and Kathryn Bonanno Patrizzi.
- **Master watchmaker** Mario Fontanarosa -- with 20 years of experience in the sector and affiliations with major local distributors, the Rolex expert for Rocca S.p.A., a watches connoisseur and collector -- will place his technical-practical skills at the disposal of participants.
- **A printed leaflet** for visitors with information that will make their visit of the exhibition easier and more enjoyable. The leaflet will present exhibitors and include a description of their most representative product, a history of the company, and contact information. Information and curious facts about the history of watches and luxury goods will also be featured.

# Participants

- **Manufacturers and companies** presenting their latest products, methods and technologies.
  - National distributors assisting their dealers at the exhibition to help them establish more business contacts and acquire new clients.
  - Local and national dealers, who will have a chance to meet the competition and display and sell their products to the public, offering special deals expressly created for the Fair.
  - Luxury goods exhibitors (clothing, accessories, cars, wine and champagne), who will help attract a specific target group of potential clients.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



*“Details give rise to perfection,  
and perfection is not a detail”  
(Leonardo Da Vinci)*

# Testimonials

- **Oswaldo Patrizzi, C.E.O. of PATRIZZI & Co AUCTIONEERS**, began his career in watches at thirteen when he worked for a watch and clock restorer in Milan. In 1974, he established an auction house devoted to watches, clocks, and art objects. He is a world-renowned expert in watches, and his firm Antiquorum has been one of the world's leading auction houses for timepieces since 1987. Oswaldo Patrizzi has always been a pioneer in his sector: he was the first to present wristwatches in an auction in 1980, and he was also the first to introduce themed events, starting with "The Art of Patek Philippe" auction in 1989. Oswaldo Patrizzi also launched the collector's watch market in Asia, where he held the first auction in Hong Kong in 1979. He was the first to have a website and online auctions, and also the first to have developed a system of interactive online bidding simultaneously and in real time with classic auctions. He is responsible for selling over 75% of all the watches valued at one million dollars and up. He also created a "Grading System" that is the most reliable tool today for helping collectors, with just the catalogue at hand, to evaluate the condition of a particular watch. He has written numerous articles about his passion for watches and he is the author of many books on the world's most prestigious watch brands, which have become references for collectors and museums alike. In 2000, American journalists included Oswaldo Patrizzi in its list of the top twenty most influential figures of the 20th century in the field of watch-making. In April 2008, he has opened the new auction house Patrizzi & Co. with bases in Geneva, Milan, New York and Hong Kong.

- **Kathryn Bonanno Patrizzi**, Oswaldo Patrizzi's wife, a gemologist since 1978 specializing in colored stones, Art Deco and 1940's jewelry, has recently been elected Vice President of AGA, from which she received the title of Accredited Senior Gemologist. She has obtained certification in several specialties and is one of the few gemologists in the world to have received the F.G.A. diploma with distinction. She received the P.G. diploma and is member of ICA and GIA. She has worked as a gemologist in Asia, Europe, and the USA. She has been living and working in New York City since 1991.

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior





# Advertising planning

- 200,000 brochures distributed in the major provinces of Sicily: in airports, prestigious hotels, luxury goods boutiques, and jewelry shops.
- Posters (6x3 m) placed in the busiest areas of Sicily.
- Commercials broadcast by local and national radio and TV stations.
- Ads in local newspapers and in national magazines and specialized publications.
- Distribution of personal invitations to a specific mailing list provided by the regional dealers of top watch-makers.
- Advertorials in specialized magazines.
- Website dedicated to the event [www.wlfair.com](http://www.wlfair.com)

Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



# Contacts

---

Exhibition office:  
Via G. Patanè, 13/a  
95100 Catania  
Tel: +39 095.503584  
Fax: +39 095.7281982

Alessandro Scardilli  
+39 393.3340727  
alex@i-work.it

Massimo Zuccarello  
+39 388.7506364  
massimo@wlfair.com

Daniela Russo  
+39 347.6534489  
daniela@wegroupsrl.com

Emanuela Buonpane  
+39 340.7700120  
emanuela@wlfair.com



Fiera  
dell'orologio  
e dei beni  
di lusso

Catania  
November 21-23, 2008  
Grand Hotel Excelsior



sponsored by



Ragusa Ibla



Provincia Regionale  
di Catania



Comune di  
Catania

**REVOLUTION**  
OROLOGI ED EMOZIONI

**OM**  
la rivista di Orologi d'Autore

**Patrizzi & Co**  
AUCTIONEERS

[www.wlFair.com](http://www.wlFair.com)