



ICCS
Italian Chamber
of Commerce
in Singapore

UltraLuxe

LUXURY OF NICHE

UltraLuxe



Dive into
UltraLuxe
where passions ignite
and talents shine!

We are transforming Singapore into a dazzling hub of niche luxury and unforgettable experiences. From exclusive retail to gourmet dining and thrilling discoveries, every moment a celebration of life and living.

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UltraLuxe Singapore

**Festival of Niche Luxury
Celebrating Talents & Passions**

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FLAGSHIP EXHIBITION

TENT@NGEE ANN CITY
CIVIC PLAZA LOCATED IN THE
HEART OF ORCHARD ROAD



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ULTRALUXE CURATED SHOWCASES

4-13 OCTOBER 2024

EDITION 1
4-8 OCTOBER

EDITION 2
9-13 OCTOBER

GEMAGICAL

STYLE INC.

NOUVEAU ASIA

THE PROTAGONIST

MODERNISSIMO

HOMME

UltraLuxe

INAUGURAL YEAR 2023 SAW MORE THAN 8,000 VISITORS



23 February 2023

To Whom It May Concern,

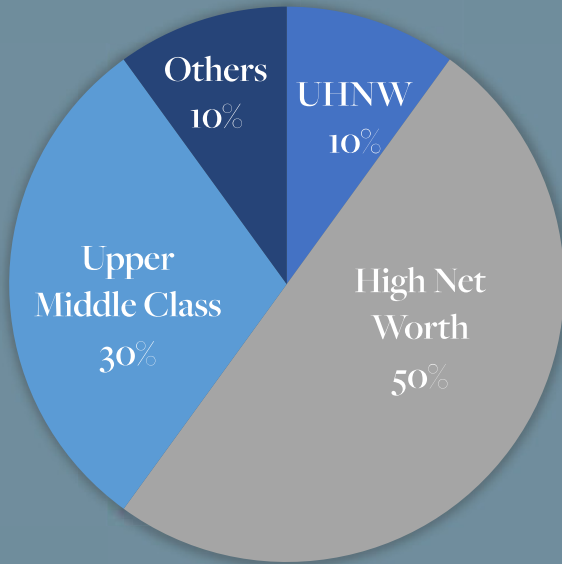
LETTER OF SUPPORT TO THE ADVOCATORS AND CO. PTE. LTD. FOR THE ORGANISATION OF ULTRALUXE FESTIVAL 2022-2024

1. This letter confirms that the Singapore Tourism Board (STB) is supportive of The Advocators and Co. Pte. Ltd.'s organisation of UltraLuxe festival from 2022-2024.
2. UltraLuxe is an annual 10-day festival organised by The Advocators and Co. Pte. Ltd. Previously known as Jeweluxe and Singapore Jewel Fest, the festival has traditionally been held in Singapore since 2003 and is attended mainly by high net-worth individuals based locally and overseas.
3. The inaugural edition of UltraLuxe 2022 brought together home-grown and international independent jewellery, watches and lifestyle brands on a single platform. Two new components (the Singapore Watch Festival and the Advocacy Showcase) were also incorporated into the festival in 2022 – a testament to The Advocators and Co. Pte. Ltd.'s commitment towards growing the quality and reach of the festival. The festival saw over 8,000 visitors (of which 30% are tourists from the region) and generated S\$1.489 million in sales revenue.
4. STB champions the development of Singapore's tourism sector and undertakes the marketing and promotion of Singapore as a tourism destination. To create vibrancy in the retail landscape for tourists, STB identifies high-quality events and works with key partners, such as The Advocators and Co. Pte. Ltd., to grow these events. We have worked closely with The Advocators and Co. Pte. Ltd. since 2017 to grow the festival as the first-in-Asia B2C jewellery and watches event and are committed to continue doing so through providing financial grants and non-financial assistance.
5. For further clarifications, please contact Ms. Crystal CHNG at Crystal_CHNG@stb.gov.sg.
6. Thank you.

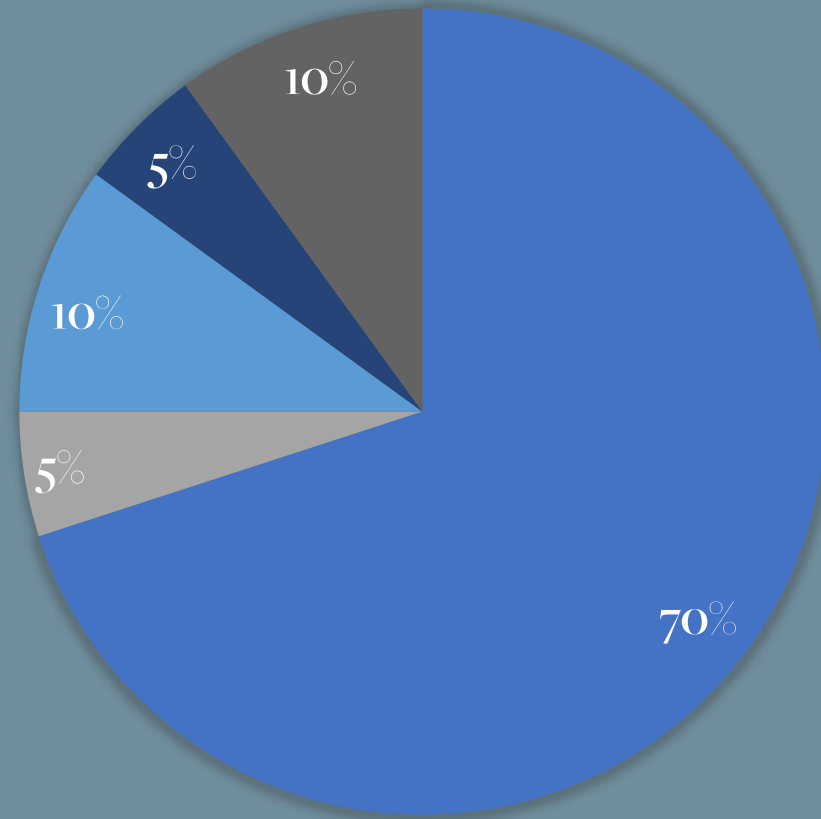
Yours Sincerely,

Ms. GUO Teyi
Director, Retail and Dining
Singapore Tourism Board

Tourism Court, 1 Orchard Spring Lane, Singapore 247729
Telephone (65) 6736 6622 Facsimile (65) 6736 9423 Website <http://www.stb.gov.sg>



Investible Assets
UHNW min. US\$30mil
HNW min. US\$1mil
Upper Middle Class min. US\$300k



- Singaporean
- P.R.C.
- Indonesian
- Vietnamese
- Australian, Malaysian, Filipino and Thai

OVER 11,000 VISITORS 2023

UltraLuxe

ABOUT US 4

Title	ULTRALUXE 2024
Venue	Tent@Ngee Ann City Civic Plaza 391A Orchard Road Singapore 238874
Opening Hours	1.00–9.00PM
Organizer	The Advocators & Co. Pte Ltd
Gross Exhibition Area	875 square metres
Exhibitors	75 from around the world
Visitors from	Indonesia, India, China, Malaysia, Vietnam, Sri Lanka, Brazil, Venezuela, Thailand, Taiwan, Italy, Germany, Australia, Philippines, United Arab Emirates, Hong Kong, Russia, U.K., U.S.A.
Media Coverage	USD 2 million

UltraLuxe



1. ACTIVITIES TO ENGAGE AND ULTRA HIGH NET WORTH
1,200 guests in 6 red carpet events, each hosting 200 guests; and 600 attendees in 12 tete-a-tetes, each with 50 turnout

2. INTEGRATED MARKETING TO REACH UHNW AND UHW IN SINGAPORE
360° digital campaign (EDM, social media and website)
generate realistic 50% turnout from UltraLuxe database



3. LOCAL PUBLICITY DRIVES QUALITY TRAFFIC
Advertising in Straits Times, Tatler and local media coverage; coupled with on-site branding along Orchard Road and Ngee Ann City drive attendance

4. PUBLICITY ATTRACT OVERSEAS VISITORS
Advertising and/or collaboration with overseas media in China, India, Indonesia, Malaysia, Vietnam, Thailand, Philippines, etc.

EFFECTIVE OUTREACH

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JeweLuxe

4-13 OCT 2024 (10 DAYS)

JeweLuxe curates the finest, trending and iconic niche jewellery houses and some of the world's most talented designers to showcase their latest creations in the heart of Singapore's prime shopping district.

Shop the likes from Harrod's, Bergdorf Goodman, Neiman Marcus...now at UltraLux Singapore



JEWELLERY BRANDS FROM AROUND THE WORLD CONVERGE

UltraLux



Advocacy

4–13 OCT 2024 (10 DAYS)

UltraLuxe/Advocacy curated showcases and panel discussions inject purpose and meaning in niche luxury, casting the spotlight on passions and talents, communities of tastemakers and game changers, advocates of sustainability, culture and ageless, and philanthropists, etc. and businesses that share this same vision..

TALENTS & PASSIONS FOR GOOD CAUSES
PURPOSEFUL LUXURY

UltraLux



9-13 OCT 2024 (5 DAYS)

UltraLuxe/Homme – the ultimate sanctuary for the modern, discerning man. Here, sophistication meets discovery in a dynamic den of the extraordinary. This is not just a space; it's a journey into a world where high-tech gadgets, premium self-care, exceptional spirits, and unparalleled travel experiences await your exploration. Each element is curated for its unique story and exclusivity.

CRAFTING A UNIQUE LIFESTYLE

At UltraLuxe/Homme, luxury is not just seen – it is about embracing experiences that define and enrich your life. Dive into the narratives behind each curation, meet the visionaries who crafted them, and interact with experts who bring these stories to life. Join us in shaping a world where lifestyle becomes a form of art.

MEN'S DEN FOR DISCOVERY
ENGAGEMENT AND NETWORKING

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DineLuxe

4–13 OCT 2024 (10 DAYS)

DineLuxe offers a mesmerizing odyssey into the realm of culinary excellence. Here, exclusive chef collaborations, innovative menus, and luxurious settings blend to create unparalleled dining experiences. Each event is a unique story, an intimate journey of flavours and cultures, meticulously crafted to captivate the senses.

INNOVATIVE, STORY-DRIVEN
EXCLUSIVE CULINARY JOURNEYS

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Ultimate LuxeScape – an exclusive, immersive showcase of niche luxury and storytelling, offering a tactile journey through the realms of iconic jewellery, fashion, timepieces, and culinary. This is where sophistication meets exclusivity, crafted to captivate high-net-worth individuals. Join us for a guided exploration of passions and inspirations, embracing the essence of a truly sophisticated lifestyle.

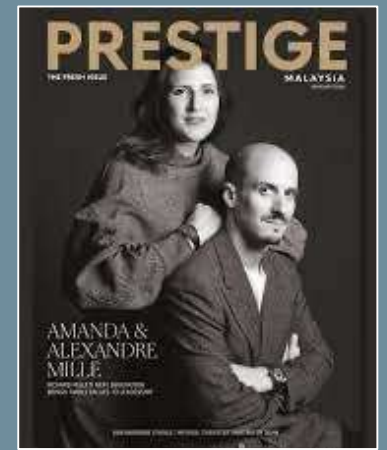
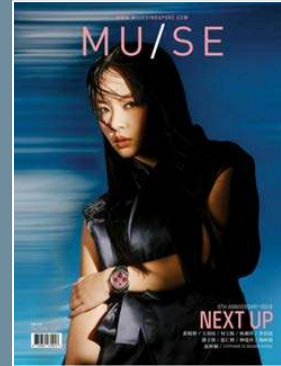
Sponsorship of capsule showcase will serve to educate and engage HNW guests to appreciate and shop Sponsor's iconic creations. Hosting 3–4 tours per day of 15 guests each will deliver over 500 potential audience over 10 days.

VIDEO: <https://www.dropbox.com/scl/fi/18kwprkp9j235vb76mixo/Ultimate-LuxeScape-2023-Video.mp4?rlkey=iyxssq1d18ofhacfkufgrujmj&dl=0>



LEGACIES OF NICHE LUXURY THE ULTIMATE LUXESCAPE

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OVER USD 2 MILLION IN PUBLICITY

UltraLuxe



FASHION DESIGNERS FROM AROUND THE WORLD
RED CARPET RUNWAY SHOWS



Panel discussion and networking event hosts UltraLuxe communities of professional elites and SME business women to share insights, make connection and enjoy self love while appreciating the finer things in life

ENTREPRENEURS AND PROFESSIONAL ELITES NETWORKING PANEL DISCUSSIONS

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Converging
Passions and
Talents of
Italy



ICCS

Italian Chamber
of Commerce
in Singapore

MODERNISSIMO



SHOW OVERVIEW + LAYOUT

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COLLECTIVE BRANDS BOOTH S19-21 OPTION



This booth visual is a mockup and not the final design which is currently being developed by Italian interior designer, Alessandro Lo Giudice



Alessandro Francesco Lo Giudice will be designing the MODERNISSIMO Showcase in UltraLuxe 2024

Alessandro obtained his Masters Degree in Architecture in Rome Italy – Università La Sapienza. His expertise was in the Design and Consultancy of Heritage Hotel projects and was highly considered in the hotel industry, involved in the design of prestigious projects in Italy, SE Asia, China and Africa.

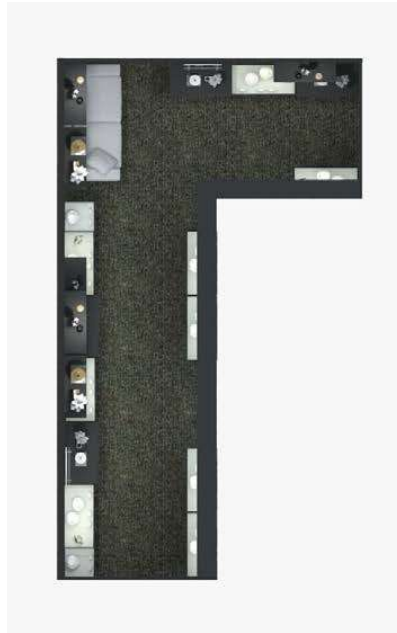
He has also served as Lecturer at the “CST” (Italian Centre for Superior Studies in Tourism) and “LUISS Public University”.

Recent years saw Alessandro pursue his passion as an entrepreneur and designer in the F&B industry, inspiring the concept of successful restaurants in Singapore.

Alessandro was awarded Merit award winner for Commercial Interior Design for Louvre Art Furniture Expo – Foshan (PRC); award by CODA AWARDS 2013

ITALY'S TALENTS AND PASSIONS MODERNISSIMO

COLLECTIVE BRANDS BOOTH S19-21 OPTION



*This booth visual is a mockup
and not the final design which
is currently being developed by
Italian interior designer,
Alessandro Lo Guidice*

ITALY'S TALENTS AND PASSIONS
MODERNISSIMO

<p>DEDICATED BRAND SHOWCASE IN EDITION 1 4-8 OCT, 1-8PM</p>	<p>BRAND PUBLICITY IN SINGAPORE AND THE REGION</p>	<p>KEY OPINION CUSTOMER AMBASSADORS PROMOTE TALENTS</p>	<p>BRAND FEATURE IN RED CARPET RUNWAY SHOW</p>	<p>EXPERIENCE SINGAPORE URBAN MANIFESTO OPTION TO ADD USD 1800</p>
<ul style="list-style-type: none"> • 1 unit 1mW x 0.5mD x 1mH low counter with brand logo sticker 	<p>Participants will be assured brand and/or jewellery feature in:</p> <ul style="list-style-type: none"> • Singapore national newspaper, The Straits Times • Singapore society online media, Tatler or Prestige • UltraLuxe Website • UltraLuxe Book 	<p>Curation of 3 KOCs from high society, professional elite and entrepreneurs to support appreciation of the Modernissimo Gallery and its participants</p>	<p>Participant's creations will be presented on the runway show of renowned independent fashion designer</p>	<ul style="list-style-type: none"> • 5 night stay in Pullman Hotel Singapore (Superior King/Twin Room) • Supper Club after-party at 33Club, the city's trending private club for talents and passions around the world

SOLO BRAND OR CO-SHARING BOOTH OPTION

OPTION 1 : SOLO BRAND 8 SQM CENTRAL BOOTH C18 / C19

Edition 1 USD 23,800

Outfitted with:

- 2 low counters c/w 4 spots each
- 2 high podiums c/w 2 spots each
- 1 branding feature
- 1 power point
- 1 table and 3 chairs

Participation package includes Secured Overnight Storage of USD 65,000 for per sqm booth space from first night of exhibition with daily pick up from and delivery to Tent; until last day of exhibition.



OPTION 2 : CO-SHARE 8 SQM CENTRAL BOOTH C18 / C19

Edition 1 USD 13,800 per brand

Per brand will be entitled to:

- 1 low counter c/w 4 spots each
- 1 high podium c/w 2 spots each
- 1 branding feature
- 1 power point
- 1 table and 2 chairs

Participation package includes Secured Overnight Storage of USD 65,000 for per sqm booth space from first night of exhibition with daily pick up from and delivery to Tent; until last day of exhibition.



Participants will also be entitled to Curated Showcase Event/s and Publicity

- One jewellery feature on one model in one red carpet event runway show, incl. hosting 10 guests
- One brand styling and introduction in The Advocacy event or panel discussion
- One signature jewellery in UltraLuxe official website
- One brand page feature in UltraLuxe official booklet
- One brand post in UltraLuxe Instagram and Facebook

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Thank
You