

EVENTS / CAUSES

Bentley, Aston Martin debut lines to ultra-affluent Luxury Review audience

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By TRICIA CARR

Bentley, Ducati and other luxury marketers will reveal new product lines to select press and ultra-high-net-worth individuals at The Luxury Review, an invitation-only event May 10 in New York.

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Luxury Daily

The Luxury Review will host brands such as Bentley, Billionaires Row, Ducati, Aston Martin and others that will show new products and services in a lifestyle experience. International event company Rand Luxury created the event as a live platform for ultra-luxury brands to reach target consumers via public relations and cross promotion within a tight group of affluent consumers.

"We find that in the pages of a magazine or online where, with social media, brands are exposed, you can never quite feel all of the aspects of a luxury brand," said Bradford Rand, president/CEO of [Rand Luxury](#), New York.

"At an event, you get to taste delicious chocolate, sample fine Scotch and experience the leather of a Bentley vehicle while speaking to brand ambassadors and getting immediate feedback," he said. "It is an intimate one-on-one setting with clients and investors at a live event."

"We put The Luxury Review on as a service to the luxury brands out there that are looking to connect with press and touch base with consumers on a live basis as opposed to the online world."

Rave review

The Luxury Review, New York, will be held at the Metropolitan Pavilion in Manhattan.

Approximately 50 brands in industries such as jewelry, timepieces, beauty, private aviation, yachting, fine wine, Champagne and spirits will be showcased at the event.

More than 250 press and media are attending with 250 of the most affluent consumers, per Rand Luxury. Participating brands could invite a dozen of their best clients.



Bentley Continental GTC convertible

For example, president of British automaker Bentley Christophe Georges will be showing the new Continental GTC convertible while Italian motorcycle manufacturer Ducati will reveal its limited-edition Superbike 1199 Panigale.



Ducati Superbike 1199 Panigale

Luxury lifestyle brand Billionaires Row is hosting the first tasting experience of its Brut

Rose Champagne, the only new Champagne from the brand in the past 25 years. Billionaires Row founder William Benson be in attendance at the tasting.



Billionaires Row Brut Rose Champagne

German camera manufacturer Leica Camera will show its new cameras for the first time in the United States. Attendees can exclusively pre-order the cameras.

Other brands showing products and services at the Luxury Review include Aston Martin, Classic Car Club Manhattan, Davidoff Cigars, Ivanka Trump Fine Jewelry, Jet Aviation and Maker's Mark.

In addition, there will be a silent auction from Grandstand Sports & Memorabilia and proceeds will benefit The American Red Cross.

The Luxury Review has taken place for three years. More than 300 media members, industry executives and high-net-worth individuals have attended past events.

The event provides public relations and media exposure for all of its sponsors with cross-promotion among each brand's best clients, per Rand Luxury.

“Revealing products at a luxury event allows people to feel that they are one of the first people to see something,” said Kimmie Smith, editor in chief of [Kitten Lounge](#), New

York. "With the power of social media, this message is now quickly shared with a number of networks and allows everyone to feel that they must have these pieces."

Power of placement

Event participation is an age-old tactic to reach luxury consumers by creating a sense of exclusivity around certain products.

For example, high-end automakers, fashion labels, aircraft, yacht and jewelry brands are heading to Concours d'Elegance in London this summer for the ultimate access to affluent consumers who are ready to spend.

Concours d'Elegance is a social event and shopping experience geared toward luxury consumers that exposes potential buyers to the latest innovations from the most extravagant brands in the world ([see story](#)).

Similar to brands that are part of exclusive Concours d'Elegance events, those participating in the Luxury Review are looking to align with an affluent lifestyle.

In addition, auto shows have seen an influx of model reveals, which could help a brand spark interest among those in attendance and via social media.

For example, automakers such as Jaguar, Land Rover, Range Rover, Rolls-Royce, Bentley and Aston Martin tapped the growing luxury market in China by releasing new vehicles at the Auto China 2012 car show and relying on press hype and social media to create awareness ([see story](#)).

"Luxury consumers and those media outlets that are connected are able to share their personal experience [at the event] and to add validation, which is always an essential," Ms. Smith said. "People like being involved and having luxury items when they know it is coveted by others."

Meanwhile, younger brands showcasing products at exclusive events could benefit by being seen alongside timeless luxury brands.

"Established brands rectify themselves by being able to show the depth of their heritage and brands that are younger are able to elevate their status by being in the same room with those that have been around longer," Ms. Smith said.

"Brands, regardless of their history, are also able to tell their stories and see how it works with their intended audience," she said.

Final Take

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