

# COOUTURE® EXHIBITOR NEWS

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15<sup>TH</sup>  
ANNIVERSARY  
*15 years of Excellence and Exclusivity*

EXTRA!

## Elite Jewelry and Watch Brands Join Couture in Paving the Way for 2011 and Beyond



Twelve of the jewelry industry's most established and iconic brands have committed to Couture for 2011, firmly establishing this venerable event as *the* destination for high-end design during the Las Vegas Market Week. The agreement recognizes and builds on the core Couture mantra – the best brands, shopped by the best retailers, in the best location. The brands include Marco Bicego, Charriol, Roberto Coin, Damiani, Gurhan, Hearts On Fire, Scott Kay, Kwiat, Mikimoto, Judith Ripka, Viewpoint, and David Yurman.

"We have been with Couture since its inception," said Jim DeMattei, President of ViewPoint. "The show's continual innovation and attention to the market keeps us here. No other show provides us the same quality of retailer prospects and buyers and we look forward to another three years of business growth with Couture."

Couture moved aggressively in assuaging the needs of the jewelry community by building "Couture Commitments":

1) Couture will commit to host 1,000 retailers each year from 2011 – 2013;  
2) Couture will provide transportation—in luxury cars and/or shuttles—to make transit between Wynn Las Vegas and Mandalay Bay as seamless as possible;

3) Couture will deliver the same level of five-star entertainment, amenities and networking opportunities that have become the trademark of the event;

4) Couture will continue to work closely with parent company Nielsen and employ exhibitors to build and nurture the Cornerstone and Signature Retailer programs to deliver the most vibrant and pertinent collection of retailers to the show.

"Couture has consistently taken the lead in serving the needs of the high-end designer jewelry/watch market. The 2010 event has been a resounding success for our brand. And now with this visionary program in place, they have created a long-term strategy that will benefit both exhibitors and retailers, and we

couldn't be more pleased to continue our relationship with the event," said Glenn Rothman, CEO of Hearts On Fire.

For 15 years, Couture has responded to the market wants and needs to ensure it would remain the standout destination for high-end designer jewelry. Originated in Newport Beach, CA, at the Four Seasons before moving to Scottsdale, AZ, at the Phoenician, Couture has made its home amid the splendor of Wynn Las Vegas since 2005. By balancing the exclusivity of its host model for premier retailers with the accessibility to up-and-coming and aspirational retailers, Couture's business model has a track record of success for its exhibitors that allows them to explore and open new markets.

"Couture understands our level of excellence and recognizes that with their decision of staying at Wynn Las Vegas," said Greg Kwiat, Partner, Kwiat. "Couture has set itself apart from the competition by consistently showcasing five-star properties. Our

luxury brands demand a venue of the same quality and commitment."

"I'm delighted we were able to show the Couture community a multi-year plan that underscores our strong partnership and affirms our allegiance to the event and our customers as never before," remarked Joan Landis, Couture Group Show Director. "I look forward to spearheading our progress along with the Couture Advisory Council members to refine all the specifics related to 2011 and beyond."

With stalwart anchors in place, Couture has begun retaining all the brands responsible for building this important event as well as looking forward to welcoming new luxury brands to the stellar group. Several international brands such as Bulgari have confirmed partnership with Couture, and plan to be a part of the 2011 event. The high level of confidence and optimism that marked this year's event is a clear indication of Couture's continued dominance in the high-end designer market.