



Luxury Portfolio Section

BRIONI
GIORGIO ARMANI
CARTIER

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BEST DRESSED IN BRIONI

From business wear to leisure wear, Italian tailoring and style brings Roman luxury to Bal Harbour.



Italian tailoring par excellence, which has been an international benchmark since the 1950s, turns sixty-five in 2010, and it continues to offer the highest degree of quality and sophistication.

Made in Penne, Italy in one of the districts with the most deeply rooted tailoring tradition, and drawing on expert craftsmanship in outerwear, a Brioni suit is a timeless elegant icon whose name is synonymous with style and a contemporary look.

The power suit has been recognized for years as a kind of symbol of the world's powerful people, whether they are captains of industry, top managers and businessmen, heads of state, politicians, ambassadors, or stars of stage and screen. As a testament to this excellence, in 2007, the Brioni brand was named the most prestigious luxury brand in the United States for men's fashion, according to independent research conducted by the Luxury Institute of New York.

Still committed to the highest level of sartorial excellence, Brioni began in 1945 in Italy by Nazareno Fonticoli and Gaetano Savini, the comfort of Brioni's labor-intensive and meticulous ensembles forever changed the world's view of men's tailored clothing. Named after one of the most elegant resorts

on the Adriatic coast, Brioni is the true ambassador of men's fine fashion.

To its historic boutique on Via Barberini in Rome, which saw the birth of fine tailoring and established Brioni as a post-war ambassador of elegance worldwide, the company has added prestigious international locations ready to serve the customer with the same distinction.

Capital cities of the international establishment and exclusive resorts are where Brioni prefers to launch its new "embassies": London, Paris, New York, Madrid, Los Angeles, Tokyo, Beijing, and Mumbai, or resort locations such as Aspen, Las Vegas, Porto Cervo, Portofino, St. Moritz, Capri, Marbella, Cannes, and, of course, Miami. These are places whose wide variety of dress codes means that elegance can take many forms—all equally valuable. Respect for tradition and style, as well as Brioni's major step forward with the introduction to the world of the concept of the "year-round" suit, are the springboard for every new collection.

Whether it is a suit for a man or a woman, a tie or leather garment, they reflect a continuous quest for better clothing and accessories—almost a desire to break the excellence barrier.

At Bal Harbour Shops, Brioni offers men's and women's ready-



to-wear and made-to-measure clothing in an inviting, modern-classic designed store where Roman luxury emanates. Blond and dark woods, glass accents, travertine marble, and rustic metal accents truly showcase the value of the brand. As a response to South Florida's laid-back culture, there's a bit more sportswear than is the norm for a Brioni signature store.

Brioni's leisure wear is for the customer who wants to wear the highest quality on informal occasions and where sporty clothing is traditional. For example, the sport of polo, which has an extraordinary symbolic tradition, is honored in Brioni leisure clothing. From the appeal of an ancient and virile pastime, to the elegance of the fashions and places where polo reigned over the past century, such as the Brioni Islands, St. Moritz, New York, and Miami, this sport of kings is the motivating force behind the Brioni Polo Collection.

The limited series of exclusive pieces evoke the ancient, timeless elegance of this sport of kings – all perfectly tailored. This inspiration comes from

the company's archives and polo's association with attention to wearability and practicality.

Polo has been a component of the brand from the company's beginnings, officially registering its logo, the image of a polo player, as its insignia in 1952. Trousers, shirts, ties, cardigans, blazers, jeans and belts are all part of Brioni Polo. Fabrics are luxurious and lightweight, yet despite the more casual nature of the collection, the same hand-tailoring and high-quality fabrics employed for Brioni's business attire is implemented in the creation of the polo collection.

While the long-established company has diversified beyond its mainstay of suits, it continues its focus on the desires and aspiration of its customers, ensuring that Brioni accurately interprets its wearers' one-of-a-kind way of expressing themselves. Highly stylized and detail-conscious for the exceptional customer, the opportunity to surround yourself in the best of Brioni is close at hand at Bal Harbour Shops. ✪

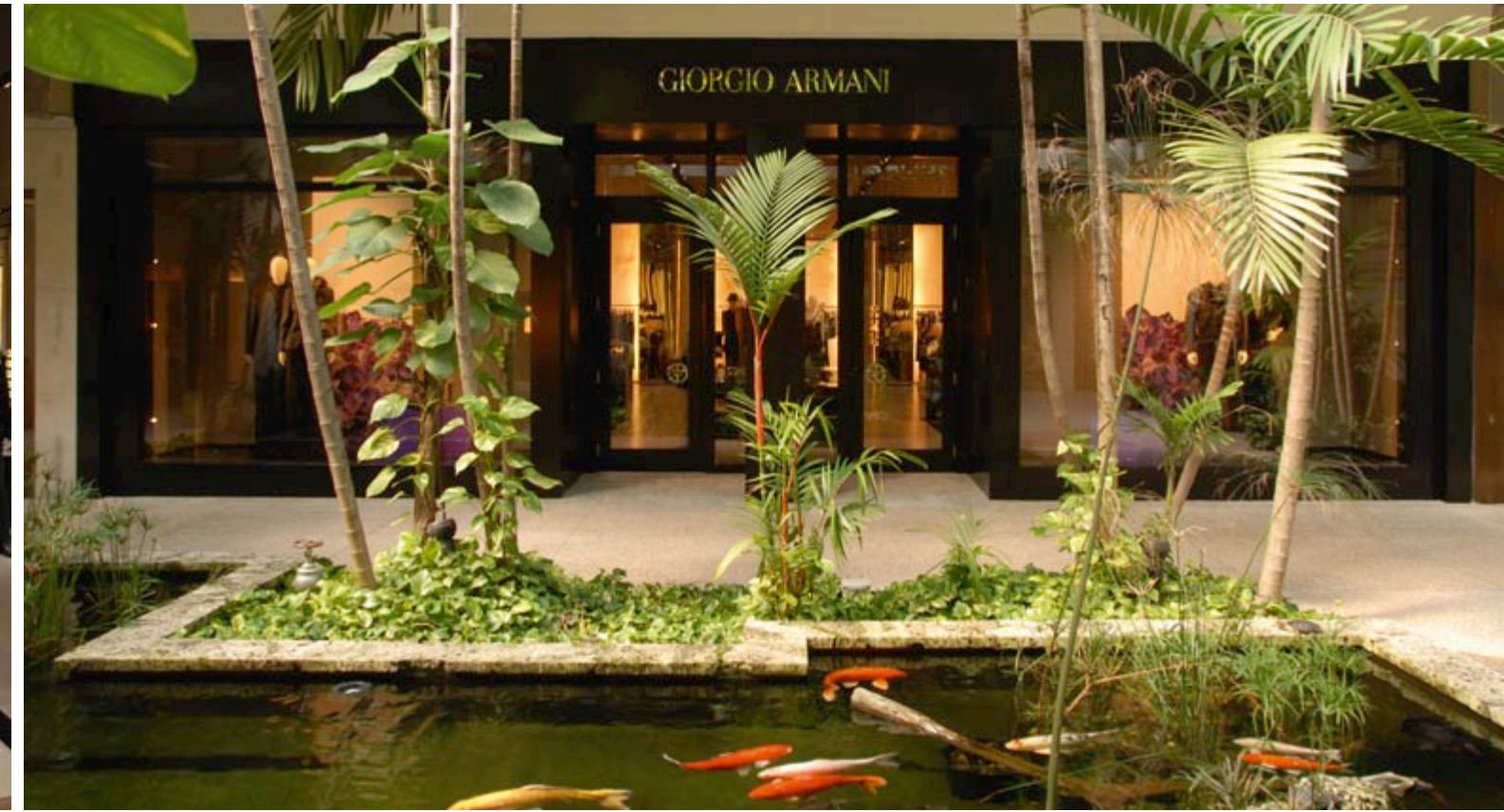
Visit Brioni in the Bal Harbour Shops, 9700 Collins Ave., Bal Harbour. Call 305.868.9399, or www.brioni.com.



Giorgio Armani

GIORGIO ARMANI BOUTIQUE REFLECTION OF DESIGNER

Giorgio Armani delivers a very personal experience at his renovated boutique at Bal Harbour.



Italian fashion designer Giorgio Armani put his personal stamp on the Giorgio Armani boutique at the Bal Harbour Shops when it reopened in 2008, and the boutique bears the sophisticated ambience of the legendary lifestyle design leader.

"I'm always looking to create an environment where the store architecture supports the presentation of the collections in a way that is modern and accessible for our customers," he says.

Mr. Armani designed the renovated boutique, which originally opened in 1997, in collaboration with an in-house team of architects, and it follows the design concept already existing at Giorgio Armani boutiques in Brussels, Belgium; Bologna, Italy; and Beijing, China.

Covering more than 3,550 square feet, the expansive interior is dedicated to Giorgio Armani's signature women's and men's apparel and accessory pret-a-porter collection. It also features an area exclusively devoted to the new Giorgio Armani Hand Made-to-Measure service for men, the ultimate in customized luxury.

The boutique is an intimate personal space in which wardrobes and trunks showcase the season's collections. A shiny dark ceiling provides a dramatic, yet comforting effect that is further enhanced by a lighting design that plays with shadow and light to create specialty focal areas. The floor, finished with gray stone panels, completes the look. Furniture, part of the Armani/Casa collection, continues the streamlining of the aesthetic.

To enter the Bal Harbour boutique is to become immersed in the Giorgio Armani experience, an environment of beauty

and luxury. Its attributes are of a brand that appeals to the most discerning clientele. At 74, Mr. Armani continues to remain at the helm of the company's direction and all aspects of design and creativity. Perhaps best known for revolutionizing fashion with his unstructured jacket during the 1980s, and after thirty years of running his own label, he now presides over a stable of collections including his signature Giorgio Armani collection, Giorgio Armani Privé, Armani Collezioni, Emporio Armani, AJ | Armani Jeans, A/X Armani Exchange, Armani Teen, Armani Junior, Armani Baby, and Armani Casa home interiors, offering a choice of lifestyles to the marketplace.



His philosophy of fashion and style, together with his entrepreneurial ability, has been central to the success of Giorgio Armani S.p.A., yet his clothes are the main attraction for everyone, from the royalty of Belgium to Hollywood's elite. Fashion magazine *Harper's Bazaar* recently proclaimed that King Giorgio was singlehandedly responsible for bringing fashion to Tinseltown, both on the red carpet and on the big screen.

Not only has he dressed many of Hollywood's A-list men and women, but he's provided costumes for leading men and women and their characters, starting with Richard Gere's wardrobe in 1980 for "American Gigolo," dressing Michael Keaton in "Batman" in 1989, and outfitting feature film stars in eleven different movies the following year including Lauren Bacall in "Misery," the cast of "Days of Thunder," including Tom Cruise and Nicole Kidman, and the "Goodfellas" cast, to name a few. And the list continues with more than 200 feature films that have been enhanced by the look of Armani.

It was George Clooney in "Ocean's Thirteen," and Christian Bale in "The Dark Knight" who found the perfect fit in Giorgio Armani Hand Made to Measure.

Hand Made to Measure is one of the special offerings for men at the Bal Harbour boutique. Armani's Fatto A Mano Su Misura (hand-made to measure) service allows men to create their own

individual Armani suit by choosing their own fabric, silhouette, lapel, vents, pockets, trouser pleats, buttons and lining.

Each suit is hand-made in Armani's men's studio in Milan and hand-fitted at the Bal Harbour boutique, with no two suits being the same. The label is signed by Giorgio Armani, and to further the individuality, the label also bears the customer's name. When Tom Cruise married Katie Holmes, Mr. Armani outfitted him with a navy blue tuxedo from the Hand Made to Measure collection with a jacket label that read, "Giorgio Armani for Tom Cruise."

At the Bal Harbour Shops, the signature men's and women's collection takes center stage with its nonchalant elegance and contemporary appeal. The latest code for the Armani man or woman refuses to recognize the hierarchy of dress. For men, looks are contemporary with a deliberate sense of shape — a dual approach that transcends a boring, traditional look so often confused with classic style. For women, each piece is combined democratically, added or subtracted as a definition of an edgy contemporary mood.

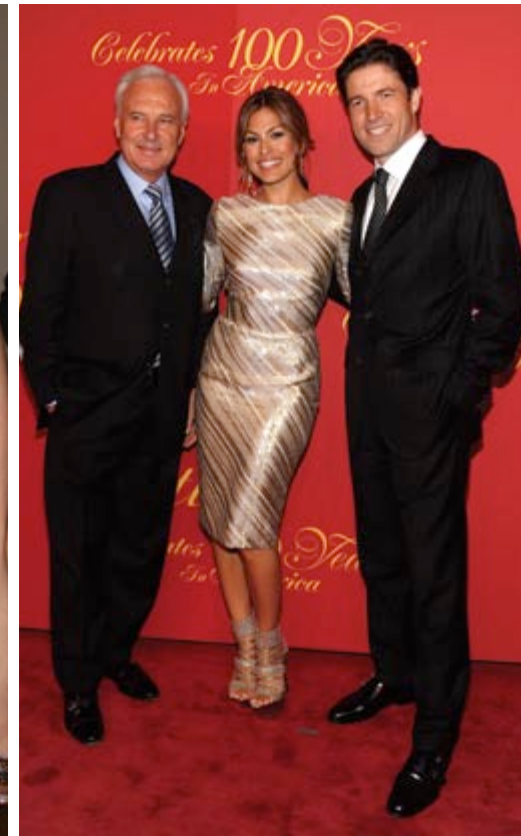
Giorgio Armani's accessory prêt-a-porter collection, of which there is a vast selection inside the boutique at Bal Harbour Shops, adds the finishing touch to the Armani wearer.

The newly renovated Giorgio Armani Boutique at Bal Harbour is a true reflection of the iconic designer, a personal expression blended with craftsmanship and modernity, and presented in a most unexpected way. ✨

Visit the Giorgio Armani boutique at the Bal Harbour Shops, 9700 Collins Ave. Call 305.861.1515, or www.giorgioarmani.com.

CARTIER IN AMERICA

The legendary French jeweler salutes one hundred years in the United States by introducing commemorative keepsake pieces and a stunning photography book.



With exhibitions of precious pieces from the company's private archives, star-studded parties, an exuberant photography book, and a patriotic bracelet crafted in true Cartier style, the French jewelry legend's centennial in America will certainly not go unnoticed. Cartier's one-hundred year history in the States is the epitome of French elegance and tradition paired with American ingenuity, freedom, and creativity.

The story of Cartier's introduction to the U.S. is the stuff of historical jewelry legend, a tale that is almost storybook, yet very real and one that has shaped the iconic jewelry maker's presence. In 1909, Cartier opened its first American boutique on the second floor of a building at 712 Fifth Avenue in New York City. The wife of a shipping magnate, Maisie Plant, became captivated by a double-strand necklace of natural pearls she saw on a visit to the shop. Meanwhile, Pierre Cartier admired the Plant mansion just down the block. He offered the Plants the necklace, valued at \$1 million at the time, in exchange for the property. Morton Plant agreed that the home was a suitable barter, and in 1917 Cartier moved his jewelry boutique to 653 Fifth Avenue, where it has been ever since. A portrait painted by Alphonse Jongers in 1918 shows Mrs. Plant proudly wearing her two-strand pearl necklace.

The building is now an official New York City landmark, so named by the New York Landmark Preservation Commission in 1970, and described as a "testimony to a bygone era, when sumptuous mansions were built on Fifth Avenue."

Throughout the years, Cartier's U.S. boutiques in New York, Palm Beach, Miami, and Beverly Hills have become places where connoisseurs of fine jewelry gather, and its centennial anniversary party at its flagship store was no exception. A-listers included Anne Hathaway, Justin Timberlake, Kate Hudson, Rachel Weisz, Sir Elton John, Eva Mendes, and Demi Moore, plus other notable dignitaries from social spheres and politics.

The party also marked the launch of the limited-edition Trinity collection. On display for its debut was the new Trinity bracelet in 18-karat yellow, rose, and white gold and diamonds, placed on individual red, white, and blue silk cords that will benefit ServiceNation, an association that aims to raise awareness about social issues in the United States. Also unveiled were other

pieces in the new Trinity collection, including a bracelet and ring featuring 100 diamond stars to celebrate one hundred years in America, that will be on sale throughout the year and available at the Bal Harbour Shops boutique, along with Cartier's other boutiques nationwide. Other commemorative pieces that will be on sale include watches and accessories.



To immortalize and document Cartier's milestone, the company enlisted photographer Bruce Weber to curate a book that contains new images Weber shot in Miami, as well as images collected from the brand's past. A photographic love letter of sorts, "Cartier I Love You: 100 Years of Cartier in America," expresses the varying dimensions of Cartier and the finely crafted and imaginative designs that are its trademark. The collector's book is available for sale in Cartier boutiques throughout the world.

New York and Beverly Hills boutiques also hosted the exhibition "100 Years of Passion and Free Spirit in America," featuring one-of-a-kind pieces from Cartier's private archive as well as historic and modern jewels worn and on loan by celebrated clients.

Several of Cartier's designs have become well-known elements of classic American style, such as the Tank Watch and the LOVE bracelet. Designed to echo the square lines of the Renault tanks used during World War I, the watch is as appealingly sleek and modern today as it was at its launch in 1917. In fact, the strikingly simple lines that give Cartier's Tank Watch its staying power were what set it apart during an era when elaborate, convoluted designs were the preferred style. With fans including Jackie Kennedy, Clark Gable, Fred Astaire, Gary Cooper, Andy Warhol, Truman Capote, and Steve McQueen, the watch has become an American legend in its own right.

The LOVE bracelet became a symbol of everlasting love and devotion during the 1970s. Its simplicity gives it an androgynous charm – men wear the LOVE bracelet just as often as women. From man to woman and woman to man, the LOVE bracelet can be gifted like a pair of precious handcuffs as two people are required to firmly close the screw bracelet. By wearing it, couples show their devotion and become part of the tradition of famous

pairs who have worn these bracelets, including Liz Taylor and Richard Burton, Ali McGraw and Steve McQueen, and Frank and Nancy Sinatra. Today, Cartier also offers a Love Charity bracelet that benefits a group of charities from UNICEF to YouthAIDS, which shows the brand's commitment to a cause.

The now famous Parisian jeweler, who arrived in New York from France in 1909, was attracted by excitement and the dynamic energy of turn-of-the-century America in the early twentieth century.

What he brought with him and what continues today is Cartier's ability to epitomize elegance, style, extravagance, and innovation. Cartier's first century has created memorable moments in the lives of many Americans, and the legacy continues.



Experience the passion of Cartier at the Bal Harbour Shops, 9700 Collins Ave., Bal Harbour. Call 305. 864.8793, or visit www.cartier.com.



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