Beat: Entertainment

Masters of LXRY

New name for Miljonair Fair Holland

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USPA NEWS - This is the most exclusive fair in the Netherlands.
In recent years, Masters of LXRY has gained a reputation as the most exclusive and leading 'Luxury Event' in the Benelux. Its launch in Amsterdam in 2002 laid the foundations for what was to prove a resounding

The highly successful tenth (jubilee) edition attracted some 55,000 visitors, a slight increase on the previous year. Exhibitors at the event were enthusiastic about the level of business achieved.

Thanks to the 6,113 visitors on Business Monday, Masters of LXRY achieved the record for the largest ever networking drinks party in Europe, securing a mention in the Guinness Book of Records. Elle Macpherson, better known as 'The Body', had the honour of launching this unforgettable five-day marathon. Amsterdam´s RAI Exhibition Centre formed the backdrop for 365 exhibitors from the Netherlands and abroad and tens of thousands of admirers of everything beautiful that the world has to offer.

It is the one and only event of its kind in Europe and very much worth seeing if you have the opportunity. As the world´s most luxurious fair, it is paradise for shoppers who will be dazzle by the beautiful products on display, perhaps the price tags and catching a glimpse of a celebrity or two. If a night with free flow of champagne, exquisite cuisine, delicacies, top of the range products and glamorous entertainment rocks your boat, then is this the event for you. Though for this year the event has come to a successful end, for those eager to get a taste for it may attend a similar event which is The Summer Fair in Amsterdam.

Limited editions, collectors´ items, one-offs... At Masters of LXRY, the most extraordinary, authentic and desirable products and services are on offer. This event is the perfect platform for the luxury segment, including art and antiques, classic and sports cars, yachts and boats, tradition and design, watches and jewellery, home entertainment, sound and vision, travel, hotels and resorts.

This year too, an area covering over 20,000 m2 will feature the very best the world has to offer. The 11th edition of Masters of LXRY will be held in 2012. From 6 until 10 December, Amsterdam´s RAI Exhibition Centre will once again be bathed in luxury and wealth.

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