



## OCTIUM & VOGUE GIOIELLO PRESENT:

## A GOLDEN ERA

A TRIBUTE TO HERITAGE

On September 17th, just as Milan Fashion Week was geared for liftoff, Octium and Vogue Gioiello partnered to present an exclusive showcase of Octium's master fine jewelry creations and reveal of an extension to luxury lifestyle. This special event marked the highlight of the opening night of Milan Fashion Week on VOGUE's Fashion Night Out 2013 at the legendary Palazzo Visconti in the heart of Milan.

Core to Octium is a vision of design that is simple yet sophisticated, universal vet distinct, and always evolving. Brand icon, the slanted octagon is an iconic shape steeped in history and cultural significance while contemporary and chic in style. It symbolizes balance, timelessness and creation, all of which distinguish the language of Octium's creative intellect and conceptual designs. Exemplified by the Octium Co-Founders: husband and wife team Mr. Fahad Al Hajiri and Sh. Alanood Al Sabah, the Octium experience translates luxury with significance, style and stir while always paying tribute to a beautiful legacy that is fine jewelry and luxury living. It is sure that every experience envelops its patrons in a journey that celebrates beauty, art and lavishness.

The definitive approach at Octium is to bridge the penchant of the 21st Century consumer with an elegance that is classical in quintessence. With expansion operations underway, Octium aims toestablish its global identity while recently setting up a point of operations in New York City.

In partnership with the industry's most sought after name in publishing. VOGUE Gioiello in association with VOGUE Italia, offered a platform for Octium's breathtaking manifestations. Octium and Vogue Gioiello share a vision for the magnificence of culture. tradition and embellishment through contemporary interpretations. The brand epitomizes ornate displays that give way to a new concept of luxury jewelry. Previously working together, Vogue Gioello has media sponsored Octium's first Anniversary in 2010 in Kuwait and collaborated on exclusive appearances in the trade's most prestigious events such as the Las Vegas Couture Show and the forthcoming event in Milan, all of which is simply the foundation of a prolific relationship.

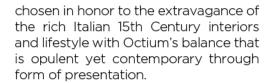
To celebrate the theme for the evening is a tribute to heritage and reverence to fine materials. The Palazzo Visconti was



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Setting the scene will be beautiful seating areas in more intimate ballrooms, depicting traditional and glorious Arabian themes from Kuwait's Golden Era and rich past. Within the opulent frescoed walls were the sleek mirrored gold exhibit towers that softly reflected the rich interiors, creating a perfect balance of old and new. Prominent in the showcase were the display of Octium's most iconic pieces from the extensive line of collections Octium Creates, now in its fourth generation and revered one-off bespoke designs. The collections explore Octium's signature design in diverse themes and materials crafted in gold diamonds and gemstones, celebrating color, design and expression. Significantly architectural, the collections are brought to life through salient, original and contemporary creations while remaining enchantingly elegant.

The evening also announced the reveal of Octium's first ever luxury life style extension, paying tribute to Fashion Week, with the unveiling of The AUGUSTINE Collection: a high end, limited-edition line of bejeweled evening clutches. The AUGUSTINE

Collection presents 8 bejeweled clutches (8 in relation to the brand's prefix Oct-), all meticulously handmade in Italy and crafted in the most sumptuous shades of matt and shiny crocodile leather, superb 9k gold, precious gemstones and diamonds. Directly extracted from elements that are true to Octium, these belieweled clutches have been designed in shapes that fuse organic and fluid movement with facets that are bold and valiant. With always a perfect balance of elegance, lifestyle design and the intricacies of fine jewelry, The clutch's illustrious gold faceted chain may also be worn as jewelry pieces. Since Octium's inception, the brand has gained recognition for its unparalleled vision, infinite creativity and an inimitable interpretation of luxury lifestyle. These kev elements were the attractions in making this collection one that was eagerly awaited by Octium's aficionados.

Forward-thinking Octium's evolution in product and presentation knows no boundaries in its imagination of luxury design and how it fits in our lives. Always underscored by the brand's unmistakable signature style. Care is given that every facet of the encounter indulges and delights with an approach that is rooted in a pursuit to always be meticulous and innovative while balanced with timeless quality.



