



Press Release

Hanoi, 10th December 2011

KNIGHT FRANK AND LUALA CO-HOST LUXURY & LIFESTYLE EVENT

HANOI – 10th December 2011 – Knight Frank - the world's leading independent real estate advisor coordinates with LUALA, a high-end fashion store to organize "**LUXURY & LIFESTYLE**" event from 15:00 to 19:00 pm. Participants will have the opportunities to enjoy an outdoor classical performance - LUALA Concert, fashion catwalk of top fashion brands and a special showcase and consultancy of top luxury and lifestyle properties provided by Knight Frank.

"**Luxury & Lifestyle**" is a series of special events held by Knight Frank to introduce fashionable properties in Vietnam to customers who are looking for the best lifestyle. Properties introduced at the event including: golf course properties (The Dune Residences and The Point in Danang); beachfront properties (Oceanfront Villas at Danang Beach Resort, Fantasia Villas in Cat Ba; the Fusion Alya series in Hoi An, Dalat, Binh Thuan); five-star and ideally located apartments (Azura apartments in Danang, The Pavillons Condotel in Binh Thuan and Fusion Suites in Danang)

Together with properties showcase are other special programs including LUALA concert, the first of the kind outdoor classical performances and a unique fashion show of famous brands like Francesco Scognamiglio, Giambattista Valli, Thakoon, van Laack, Hiltl and Canali. Also on this occasion, LUALA offers its special promotions: 20% discount for all guests, and for every Canali suit purchased, all guests will be offered 01 van Laack shirt; and other valued gifts and discounts.

"It is the first of its kind event in Vietnam, where the world's top fashion brands and classical music combine with the leading luxury real estate properties. Knight Frank and LUALA jointly developed this unique concept into a unique event with a desire to meet the needs of the VIP market.", said Mr. Ross Lightfoot, General Manager of Knight Frank in Hanoi.



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ABOUT KNIGHT FRANK VIETNAM

Knight Frank is the leading independent global property consultancy in the world. Our real estate and consulting services stand for the highest standards of quality and integrity in global property transactional, management and advisory services. Knight Frank has opened 243 offices worldwide, in 43 countries, in six continents and ranked eight by worldwide turnover. The presence of Knight Frank in Hanoi and Ho Chi Minh City has enhanced its strong network in the Asia Pacific Region. The company currently employs 100 people in Vietnam and is growing rapidly.

ABOUT LUALA

LUALA is a concept store located in the luxury shopping district of Hanoi (in the block next to Hanoi Opera House and opposite The Hanoi Metropole Hotel), with the aim of promoting luxury fashion and lifestyle products from the world's most prestigious brands to the successful and sophisticated men and women of the city. The store is owned and managed by DX group, one of the leading luxury fashion and lifestyle retailers in Vietnam. DX group is the exclusive distributor of brands like Canali, Escada, Etro, van Laack and Hiltl in the country, with monobrand boutiques operate in both Hanoi and Ho Chi Minh City. The store comprises of the men, women sections, and a cafe. We plan to add a bridal and home sections in near future. The general style concept is being chic, edgy, and fashion-forward. With a great love for the art, our store also supports and showcases contemporary art projects by Vietnam's leading artists on a regular basis.