

MONDAY, APRIL 16, 2007

## The network party

This career is probably unique: over the course of a few days, the BASELWORLD Village has developed into a genuine Basel institution. As soon as the show closes, buyers, designers and producers gather on the 'shop floor' and under the illuminated archway to continue their newly formed business relationships. In the summer temperatures, there are many opportunities for escaping from the hustle and bustle of the trade show, developing new strategies and spending the evening relaxing with a tasty snack in the BASELWORLD Village. Visitors can pull up a comfortable wooden chair

and enjoy the jazz music or do some relaxed networking in a beer garden. Visitors who need to recharge their batteries before the next day of the show are sure to gain energy from the delicious dishes served at the Osteria Acqua restaurant. However, the BASELWORLD Village is more than just a business lounge and meeting point: it is an experience for all the senses. Light, music and the strong scent of hyacinths in bloom make a visit here an unforgettable experience. Visitors can enjoy the unique experience of the BASELWORLD Village until Wednesday. (utz) ■



## Song and dance for Milus

The guests of Milus International SA were unaware of the treat that awaited their eyes and ears this evening. Jan Edöcs, President and CEO Milus International, and his team had organised a "Highly Personal" evening with an extraordinary cultural programme. The evening commenced with ten dancers of the Zurich Ballet performing an arrangement created especially for the occasion by ballet director Hans Spoerli. The programme continued in the same rich vein with three tracks from the as yet unreleased album 'Surrender' from the US Belcanto jazz singer Jane Monheit. The Russian singer and Milus ambassador Inna Malikova was also in attendance, bringing with her a video greeting from her brother, the famous Russian pianist Dmitry Malikov, who recently became the sole male ambassador at

Milus. Of course, business matters relating to the international luxury company were also discussed. Sascha Moeri, Vice President Milus International and responsible for the German market, Doron Basha, CEO Milus USA and Quinton Chiao, CEO Milus Far East reported on new developments in their respective markets. (cete) ■



Two solo dancers of the Zurich Ballet



Catwalk in the RSW booth

### Miss Beauté

"That was a complete success," says Véronique Beuchat, Communication Manager of RSW, happily. 16 beautiful girls gathered at the RSW stand in Hall 1.1 to present the latest models from the watch collection. The models are finalists in the contest "Miss Beauté Suisse Romande 2007", a competition that RSW has been intensively involved with since last year. Consequently, Miss Beauté Suisse Romande 2006, Chloé Devinaz, is an ambassador for the women's jewellery watches. ■

### Opulent celebration

The Platinum Guild International always has something special to show the journalists at BASELWORD, who come from all over the world. The aim is to celebrate this most expensive and precious of all metals. This year, James Courage, CEO of the Platinum Guild International, greeted his guests on Saturday evening in an unusual location: inside Basel's Church of St. Elisabeth. This impressive building dates from the 19th century and is renowned for being Switzerland's most significant Neo-Gothic church. The building is a place of spiritual retreat as well as being used for international events. Specialists in the profession were able to admire the latest impressive platinum creations produced by the PGI while enjoying a four course meal. A pianist and opera singer provided delightful entertainment. Overall, a successful evening was enjoyed by all at this event for fans of the previous white metal. ■



The opera singer impressed not also by singing, but also by her opulent dress