

loungeavenue®  
design your life

Friday, 14th of August, 2009

WWW.LOUNGEAVENUE.COM



**lounge**avenue  
design your life

**WELCOME DAY**  
YOU ARE INVITED!

14 august | 11h00 - 22h00 | albertplein | knokke  
barbeque & fresh sushi | exclusive cars | lifestyle products



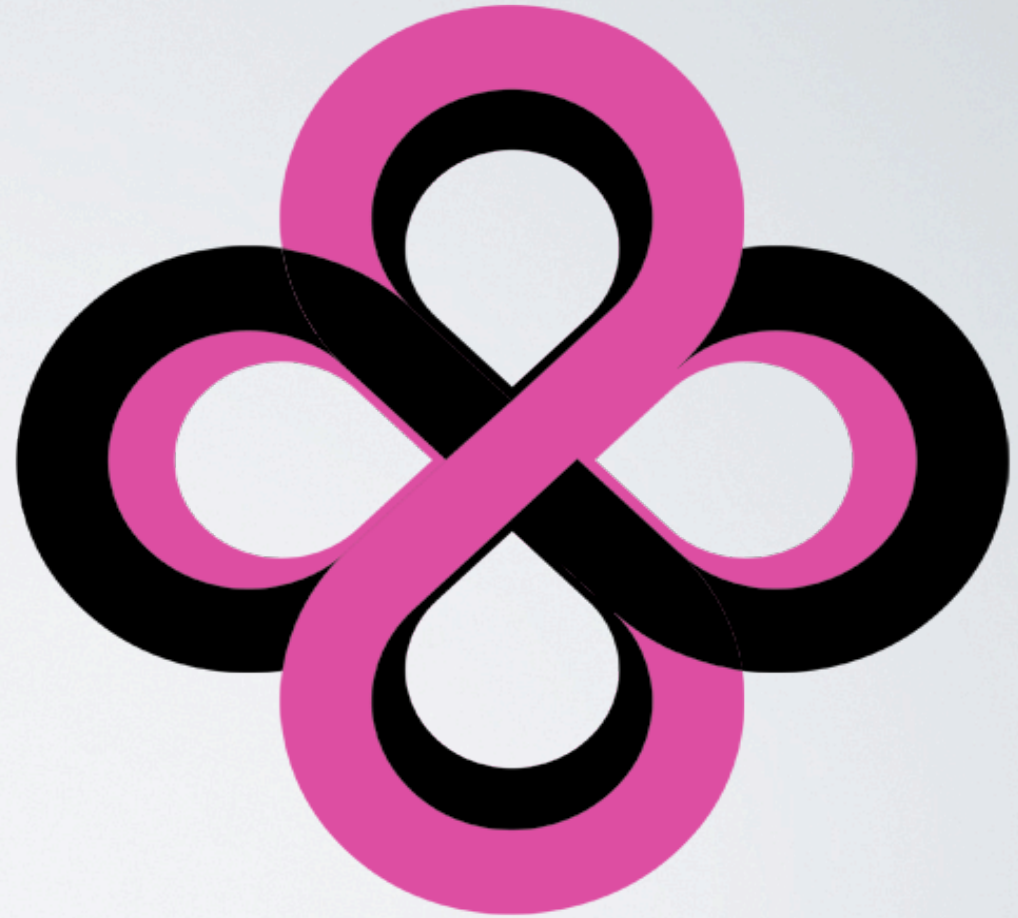


## EVENT LOCATION

Albertplein (tent/stand) 1.250M2  
8.000 visitors expected

## DATE & HOURS

14th of August, 2009  
11h00- 22h00





## 1. Mission:

LoungeAvenue is a luxury brand which offers a range of high quality lifestyle and design products from all over the world. Each product is carefully selected and made sure that it will complement and enhance your daily life and environment. On LoungeAvenue.com you can choose between the different concepts and select whether to enhance your Home, Office or Leisure place or your moments of Relaxation.

## 2. Target:

We will occupy the whole of Albertplein and be seen by all the social ranks. We are associating our name with great brands that complement our vision and give more value to our customers. The target groups are people who enjoy new design trendy products from all segments of the society.

## 3. Discover our world renowned LoungeAvenue partners:

**Martini**- enjoy the fabulous taste of Martini Rosato at their new lounge bar.(Terrazza)

**Wiesmann** - discover their luxury cars - **Yves Saint Laurent** - tease your senses with the “ELLE” lifestyle perfume.

**Marcolini** - presents his collection of exclusive chocolate- **Archirantzas** – experience the beautiful designs of Philippe Starck.

**Nespresso** - enjoy the aromatic flavors while exploring the event ?- **Mimi-Foundation** - buy a lollypop and help the fight against cancer. **Knokke-Out** - special mix of lounge music, Vedett - a personalized lifestyle beer.- **Future Top Models** - Top Models and glamour.

- **Ego Magazine** – enjoy the exclusive and Luxurious famous magazine - **Royal Sailing School of Knokke** - feel the sea and the relaxation- **Sushi Night** - enjoy the different tastes during your walk.

**Pates Partout** - Bella Italia con BBQ i Pasta





## 5. Promotion:

During the event we will offer some of our products at a promotional price that will only be available at that day in our offer corner.

Promotional products : PA-40Ti Hybrid Amplifier & Cube s speakers      Images included at the end of this presentation

## 6. After party:

A "LOUNGE AVENUE" after-party will take place in the famous Knokke Out Zoute. Knokke-Out - with staff, partners and customers who will visit us on this special event.

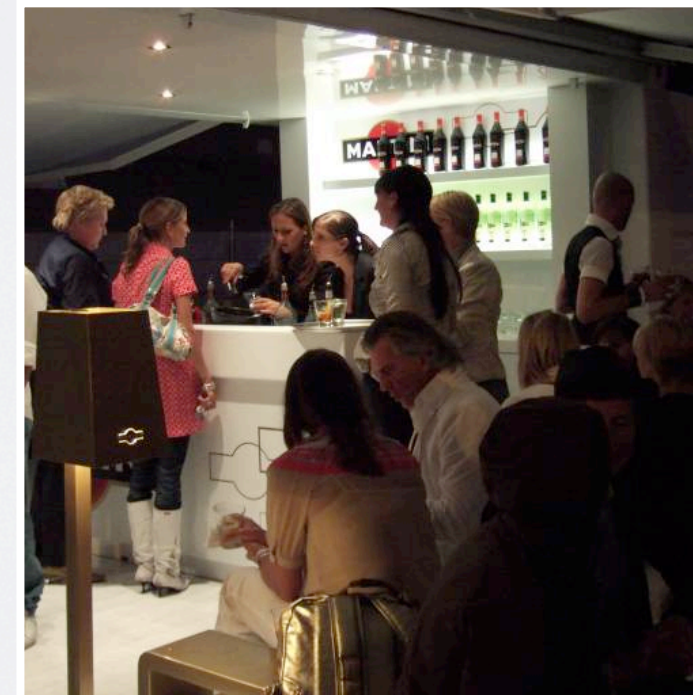


Wiesmann car





- A professional photographer will take pictures of you during the day. You can download your pictures from our website after the event
- Subscribe at the welcome & offer corner and receive a 'special deal'
- Discover the Wiesmann experience. You might be one of the lucky few to get a ride in the luxury sports car
- Experience the pure sound of Ferguson Hill speakers system (design speakers 1,60m high!)
- YSL workshop and 'ELLE' product presentation, life make-up stand, gift vouchers that you can use in all Paris XL shops will be distributed
- Mimi-Foundation - buy a lollypop and help the fight against cancer
- Special drinks will be presented at the Martini lifestyle bar (Martini Rosato)
- Archirantzas, presents special 'Philippe Starck' design & interior architecture
- 'Marcolini' chocolate collections & promotion of shop in Knokke



Martini Mobile





- Knokke-Out spreads atmosphere with lounge music at the event & after-party at Knokke-Out
- Moortgat presents it's lifestyle beer Vedett, visitors will have their bottles personalized with their own picture on the bottle.
- 'Best Models Of the World' competition from Future Top Models. Photo shoot will be made during the event, you can download your pictures on **Lounge Avenue`s website [www. loungeavenue.com](http://www.loungeavenue.com)**
- FTM organizes special fashion 'catwalk ' at the exclusive After-Party at Knokke Out.
- Sushi Night offers Japanese delicacies
- Pates Partout presents grill specialties and fresh pasta



Ferguson Hill



# Special promotion



## PA-40Ti Hybrid Amplifier from Lars & Ivan - 210,00EUR (~~€330~~)

As Hifi-fanatics, we have wondered why power amplifiers are always the same boring rectangular shape. Putting tubes at the pre-amp and showing them off in the design was a starter. The hand-made PA-40Ti Hybrid power amplifier was finished off with a smooth round shape to complement the whole amplifier with a breakthrough design

### Package Contains:

- PA-40TI Amplifier- Remote Control
- User Manual- Cables

### Product Features:

- On/Off Switch with Standby function - Volume Control
- 4 Channel Input Selector (Phono/CD/AUX/iPod)
- Stereo Headphone Output - Subwoofer Output
- Remote Control - High Quality Speaker Wire Connectors

### iPod Dock Features:

- Music Playback- Data Transfer
- iPod Charging- Video Output

### Specifications:

- Output power: 40W RMS - Frequency response (3dB): 22Hz - 22kHz
- THD+N: 0.08% @ 5W - 10W - S/N: 67dB
- Dynamic range: 75dB - Crosstalk: -55dB
- Power consumption: 79W/h @ 50% Output
- Dimension (H x W x D): 91 x 232 x 356mm - Weight: 4kg

Available Options: Colour: White, Black, Grey



# Special promotion



Cube S speakers from Lars & Ivan - 140,00EUR (~~€250~~)

How to make something boring into a designer item? The Cube S coaxial speaker set is a perfect example of Lars & Ivan's continuous strive to details. A wooden cube with eight layers of piano finishing, simple yet special designed ring at the front panel, aluminum molded logo and high class speaker connectors makes the Cube S speaker set a typical Lars & Ivan product. Not to forget the quality sound these speakers produce.

## Product features:

- Wooden Enclosure
- Piano Finishing
- Coaxial Hifi Speaker (Model: Opal 5)
- High Quality Speaker Connectors
- Resonance Isolating Aluminum Hifi Feet

## Specifications:

- Enclosure Type: Bass Reflex
- Coaxial Driver: 5 1/4" (128mm)
- Impedance: 8 Ohm
- Crossover Frequency: 2kHz
- Frequency Response ( $\pm 3\text{dB}$ ): 53.8Hz ~ 20kHz
- Maximum Recommended Amplifier Power: 125 Watts
- Power Handling (Continuous): 40 Watts
- Sensitivity (2.83V/m): 85.4dB
- Maximum Output: 110dB SPL @ 1m
- Dimension: 230 x 230 x 230mm (without aluminum feet)
- Weight: 4.5kg/unit



Available in two different colours: black and white.

# Organiser Information

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## NAME

LoungeAvenue

## CONTACTS

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## partners:



## brands:

