



A great show of *style and competition* at the Longines Masters of Paris

The Longines Masters is an intercontinental series as demanding as it is prestigious and a rendezvous at which elegance and glamour have always enjoyed success. In the arena, the grandstands or backstage, style is everywhere: in the very DNA of equestrian sports, the sponsors it inspires and the arts and show business personalities it attracts. And that was proved once again on Day Three by the very special guests in attendance. Élodie Fontan and Philippe Lacheau, currently promoting their latest film *Babysitting 2*, took time out to pop in on the Longines Masters of Paris. "I didn't know equestrian competitions. I was impressed by the atmosphere and the show," admitted Lacheau. Actors Anthony Delon and Gary Dourdan (CSI) also enjoyed the show.

The Style & Competition for AMADE event once more symbolized a successful combination of, well style and competition, this year. Every year teams of professional and amateur riders are invited to compete in fancy dress to raise money for the Association Mondiale des Amis de l'Enfance charity. With HRH Princess Caroline of Hanover as its president, the charity promotes and protects the rights of the most vulnerable children around the world. And once again the participants threw themselves into the event with great enthusiasm. Edwina Tops Alexander and Guillaume Canet entered the arena as the Blues Brothers to the unmistakable tune of *Everybody Needs Somebody*. Vincent Bartin had the public in fits of laughter with his Tina Turner stage outfit, accompanied by his partner Bernardo Alves sporting a Michael Jackson mask. The performance turned in by Pénélope Leprévost, accompanied by her daughter Eden, aged just 11, was highly anticipated and did not disappoint. Arriving in the arena to the theme from *Star Wars*, Pénélope as Darth Vader and Eden as Princess Leia, the duo completely won over the public and the jury. And what a glamorous jury it was with top model and actress Julie Ordon, DJ/Producer Jean Roch and actress Carole Bianic. It was the Longines duo formed by Jane Richard Philips and Camille Condé-Ferreira, as Mario and Luigi from the famous Sega video game who won the class - in style!

Just before this legendary event another name synonymous with the Longines Masters of Paris's image of luxury and style took center stage. A partner of the Masters from the outset, Gucci is still a loyal supporter of EEM CEO Christophe Ameeuw and his prestige equestrian events. This evening the Italian fashion house extended an invitation to the very best of show-jumping champions and an ever more enthusiastic public for this season's brand new class: the 1.55m Gucci Gold Cup with prize money of €100,000 to be won. The French distinguished themselves with honor in the class with second place going to Patrice Delaveau while Simon Delestre raised the trophy, presented by Charlotte Casiraghi.

EEM

RUE BLAVIER 3, 7190 ÉCAUSSINNES, BELGIUM / P +32 (0) 67 48 51 84 / F +32 (0) 67 44 28 77 / INFO@EEMWORLD.COM

WWW.MASTERSGRANDSIAM.COM



Gucci is also present with a boutique in the heart of the Prestige Village, featuring the new Gucci Cruise collection for men and women as well as some pieces of the Spring-Summer 2016 collection. Highlights include the GG Blooms and GG Caleido capsule collections.

For the very first time, Longines has opened a boutique in the Prestige Village. In the boutique one can discover the latest creations of the Longines DolceVita collection, the Official Watch of the Longines Masters of Paris.

Another Italian label in the Prestige Village really stands out: the women's equestrian fashion brand MIASUKI. Winning over the public from Day One with a fashion show to launch its new online ecommerce boutique, audiences were wowed by the innovative and chic *Moonlight* stretch bodysuits, *Pegasus* jackets, cashmere elements and frilly blouses designed to outfit riders for leisure wear as much as for competition.

Another highlight of the day, still on the theme of beauty, came at the beginning of the afternoon when the famous cabaret, Lido of Paris, presented its eponymous class for the first time. To celebrate this first sponsorship, its sublime dancers the Bluebell Girls appeared in the arena to add a touch of glamour to the course. They lit up the arena with their royal blue outfits designed by stylist Nicolas Vaudelet, each adorned with two million Swarovski crystals. These are the costumes they wear every night for their "Paris Merveilles" show staged by Franco Dragone. At the end of the class the Bluebell Girls came back to the tune of "Lady Paris" for the prize-giving ceremony, featuring rider and Longines ambassador Jane Richard Philips.

Since style could never be perfect without paying adequate attention to the body and beauty, the high-end and world-renowned French company Institut Esthederm is also present in the Prestige Village where it has a selection of products tailor-made for the skin of riders. To help clients find out more about these products, Institut Esthederm has installed a beauty room offering bespoke treatments - "Skin Coaching" - with 15 or 30-minute relaxation and personal advice sessions. Among the products on offer, the Cellular Water spray really energizes the skin. This is a chance to come across riders treating themselves to a little relaxation and "me" time.

It is no accident that the Longines Masters of Paris has an official watch called the DolceVita. The watch from Swiss watchmakers Longines perfectly embodies this successful association between a timed sport and an art of living that emphasizes style. DolceVita is a feminine watch with geometric lines and gentle curves chiseled in steel and sometimes enhanced with diamonds.

Right through the night, every style was on display on the dance floor thanks to the electro dance sound provided by DJ Wiky. The resident DJ at the VIP Room Paris put together a heart-pounding mix!

Photos available : <http://we.tl/xbOxqLc449>

MEDIA CONTACTS NEWS/LIFESTYLE France





Ciel Rouge Agency

Nathalie Belloc

nathalie@ciel-rouge.com

Telephone: +33 6 63 26 88 11

Jane Peck

jane@ciel-rouge.com

Telephone: + 33 6 07 12 24 76



Facebook

facebook.com/mastersgrandslam



Twitter

twitter.com/MastersGS



YouTube

youtube.com/mastersgrandslam



Instagram

Instagram.com/mastersgrandslam

