



Luxury on the Lake

LUXURY and ETHICS
the key protagonists at Villa Erba

From 3 until 6 December, Villa Erba in Cernobbio (Como) will be the scene of an incredible event. A real feast for the eyes and heart. While it is true that this will be the debut of *Luxury on the Lake*, a high class international event dedicated to the lovers and protagonists of the *Lifestyle* sector, it will also be a great *Charity moment* because all of the funds will be donated to national and international Charity Organisations.

At just a few months from its debut the *Luxury on the Lake* programme is in constant metamorphosis. **E20Como**, the Non-profit Organisation that has organised the initiative, wanted the event to portray a totally new vision of luxury: class, exclusivity, high-quality and uniqueness, coupled with the abandonment of excess and a return to simplicity, tastefulness and discretion. An ethical trend that sees the luxury producers leaving ostentation behind them, adapting themselves to new values that range from respect for the environment to a balanced lifestyle. And so, *Luxury on the Lake* transforms itself into a unique Charity Event that **E20Como** has embraced with great enthusiasm.

With its blend of opulent mannerist and modern architecture, Villa Erba is not only an unforgettable setting to hold *Luxury on the Lake*, but it is also one of the most prestigious international structures in the world. The programme will offer an important opportunity to meet with key exponents from the classical luxury sectors - jewellery, automobiles (thirty spectacular legendary cars will be exhibited in the Sala Plenaria hall of the exhibition centre), helicopters, yachts, high fashion, tourism - and players from the *new luxury* compartment, which has never been more current than it is today. We will also be seeing ecotechnologies, such as solar panels, which add a special touch of conscientious luxury to our everyday lives.



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But this is just the beginning. The end result will certainly be a great moment, where luxury and sustainability will seduce the eyes and hearts of all.

Cervellini & Partners, with years of experience as a Media relations manager for important international Luxury Events, will be running the Press Office for the Event.

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