

Salon Privé



Show stoppers: from the rare cars to the well-dressed women, Salon Privé is a high-calibre event

DRESS TO IMPRESS

As well as admiring the cars at Salon Privé, the ladies will be out to win a £7,500 ring, writes **Erin Baker**

As if the sight of many millions of pounds' worth of metallic dreams on four wheels wasn't enough to whet your appetite for Salon Privé this June, the organisers have added another incentive: Thursday June 23 is the event's annual Ladies' Day. In order to lure wives and girlfriends along to the "motoring garden party", the organisers have added a different sort of star attraction.

It doesn't have a number plate, however, and you don't need a garage in which to store it (a discreet safe behind an old master in the library will do). Yes, the star of the show, for the ladies at least, is a little bobby dazzler from Boodles, which is hosting the day. The jeweller is offering a £7,500 "Raindance" diamond ring for the best dressed woman on the day.

If you're wondering what to wear to the event, which involves the arduous tasks of eating lobster,

Ten per cent reduction for Telegraph readers

Salon Privé takes place at Syon Park on June 22-24, with the RM Auctions sale on June 23. Tickets start from £175 (plus VAT), including champagne, a lobster lunch, afternoon tea and access to all areas, with a preferential 10 per cent reduction for Telegraph readers - quote code DT6 when



drinking champagne and gazing at Ferraris, Maseratis and Bugattis galore, then Salon Privé suggests "Hats, heels and summer dresses" to catch the eyes of the judges.

Previous female celebrities spotted on Ladies' Day include Jodie Kidd and Penny Lancaster, so legs up to your armpits might come in handy.

ordering. Tickets are on sale at www.salonprivelondon.com or call 0800 100 2205. For corporate or group hospitality enquiries, call 01753 827633 or email jonathan@salonprivelondon.com. The VIP Launch Day is on the Wednesday, from 11am to 5pm. Boodles' Ladies' Day follows, with the added attraction of the Salon

Privé Summer Ball from 7pm to 1am (tickets sold separately) plus the chance to win that £7,500 Raindance diamond ring (pictured). The third day, on Friday June 24 includes the judging of the Concours d'Elegance and runs from 11am to 11pm. The final day also features a Pommery picnic from 7pm to 11pm and the Richard Burns Foundation charity dinner

from 6.30pm to 1am (tickets for both sold separately). Syon Park is only seven miles from central London, to the west of the capital and with easy access by road (A4/M4), rail and air (helicopter). For those wishing to stay within easy reach of the event, there is a new, five-star Waldorf Astoria Hotel within the grounds of Syon Park.

Anna Bance, founder of www.girlmeetsdress.com, suggests wedge sandals or smart pumps as a good start, given the expanses of grass that, as any woman knows, can sink a stiletto with embarrassing foot-in-shoe results. Key dress trends include floor length, bright colours and bold prints.

Her handy hint for Ladies' Day is: "Always carry a shawl which you can tuck into your handbag. If you don't use it to keep warm as the sun goes down, they are great for placing on a cold seat for extra warmth and comfort while you watch the event." A brilliant tip for the entire season, if you ask me.

Finally, don't forget some stylish sunglasses to watch the event as the sun sets. *Et voilà* - that sparkly rock should be yours.

David Bagley, one of Salon Privé's founders, is anticipating the largest yet female attendance. "We are firmly fixed on making Salon Privé the place to be, whether you are there for the cars, the luxury goods, or just a stylish day out," he said. "Our Ladies' Day is a key part of that."

Ladies' Day will not ignore the sartorial needs of men, however. Gentlemen's tailors, Kilgour, will recreate its store on all three days for the guests in Syon Park. Kilgour's stand will replicate a Savile Row tailor's workshop, demonstrating the craftsmanship that goes into a bespoke suit. Audemars Piguet, the Swiss luxury watch maker, will be exhibiting its own brand of finery, while Samsung will demonstrate a selection of its latest high-end electronics toys for boys.

Seventies classic reborn as bespoke Jensen Interceptor R debuts at Salon Privé

The new Jensen Interceptor R will make its public debut at this year's Salon Privé. Every Jensen Interceptor R is hand-built from an original donor car, refurbished and upgraded with modern specifications such as independent rear suspension, new transmission and braking systems, as well as a luxurious new interior. Each

car is a bespoke build, which can take up to six months. With a 6.2-litre, 429bhp LS3 V8 engine as used in the Corvette, the Interceptor R will accelerate from 0-60mph in less than 4.5 seconds. Its maker, Jensen International Automotive (JIA), chose Salon Privé for the car's debut because it is one of the most exclusive social events in Britain, where




An original: Jensen's modern interpretation of a Seventies classic

the rebirth of a Seventies classic fits perfectly with rare cars from Ferrari, Bugatti, Lamborghini, Aston Martin, Maserati and Rolls-Royce, as well as modern counterparts. Enthusiasts will also be able to see it in action in Salon Privé's Super Sportscar Parade. Oxfordshire-based JIA was formed a year ago with the intention of manufacturing a modern interpretation of the

Interceptor while preserving and enhancing the model's status as a British legend. Also making its debut is Spanish supercar maker GTA Motor. Its lightweight Spano, of which just 99 will be built, has a V10 engine placed in a longitudinal rear position and developing 820bhp. It has a top speed of more than 215mph, with 0-62mph in less than three seconds.




Classic curves: from Mustangs to Maseratis, there is plenty to admire




22ND - 24TH JUNE

SALON PRIVÉ

SYON PARK, LONDON







'London's Most Exclusive Motor Show!'

Wednesday 22nd June
Salon Privé VIP Launch Day
 11am - 5pm
 Fully inclusive tickets £195.00 ex vat

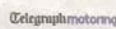
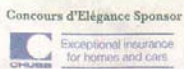
Thursday 23rd June
Boodles Ladies' Day
 11am - 5pm
 Fully inclusive tickets £175.00 ex vat

Friday 24th June
Salon Privé Concours d'Élégance Judging Day
 in association with Chubb Insurance 11am - 11pm
 Fully inclusive tickets £225.00 ex vat

Fully Inclusive Tickets Include:-

- The Salon Privé Super Car Event • The Salon Privé Concours d'Élégance in association with Chubb Insurance • RM Auction (including £50 Auction Catalogue)
- Daily Parades • Pommery Champagne & Complimentary Bar • Lobster Luncheon with specially selected Wines • Traditional English Afternoon Tea

To purchase tickets at the preferential rate (less 10%) please enter code DT5 at checkout on www.salonprivelondon.com or call the Ticket Hotline 0808 100 2205



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