
Salon Privé

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Inspired by such international events as Villa D'Este and Pebble Beach, Salon Privé is a three-day London gathering of luxury and supercars at the Hurlingham Club, this year held from 2nd to 4th July. The event is open only to genuine car manufacturers, such as Rolls-Royce, Maserati, Bentley, Bugatti, Porsche and Maybach. This, say the event organisers, makes it "a far more private and enticing affair", with many of the cars on display making their first ever appearance in the UK.

Alongside the exhibits is a prestigious Concours d'Elégance, which was last year won by **Jay Kay's Maserati A6G by Frua**. Indeed, well-known figures from the motoring and social scene are a key part of the event. In 2007, guests included **Jodie Kidd, Jay Kay, Lord Archer, Alain de Cadenet, Emma Parker Bowles** and **Ron Dennis CBE**.



According to the organisers, the luxury brand area (**Audemars Piguet, Boodles, Holland & Holland**, etc.) has been set up “to keep the ladies’ interest”. Fair enough –although this ‘lady’ would personally be more interested in the cars.

Guests may purchase tickets for either the daytime garden party, offering limitless champagne and superb food (available either in picnic hampers or in the **Palm Court**), or the evening **Summer Ball**, in aid of the **Prince’s Trust**, on Thursday 3rd July. Priced at £450 a ticket, the **Ball** offers an evening with all the cars on view. A champagne reception in the garden is followed by a seated dinner, where top chef **Mark Hix** has created the menu.



On the Friday evening, guests may also purchase tickets to the **Concours d'Elégance Awards Ceremony**, where all the car owners attend, alongside a list of key figures from the international motoring world such as **Andrea Zagato, James May, Sir Stirling Moss** and **Eddie Jordan**.

To purchase tickets, see www.salonprivelondon.com or telephone 0808 100 2205.

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