

PRIVATE

THE PRIVATE COLLECTION

INSPIRATION FOR THE DISCERNING TRAVELLER



YOUR PERSONAL INVITATION Edition 2012

Personalized Edition • Luxury Travel Agency

Hong Kong

Palma de Mallorca

Prague

Frankfurt

info@xoprivate.com

www.xoprivate.com

About XO Private

Ever since its launch in 2003, XO Private has developed into a partner of reference for countless luxury properties and high-quality service companies around the world. Its unique marketing and distribution concept of providing them with unrivalled, direct access to both seriously affluent individuals and leading travel trade professionals has resulted in an absolute "must-adopt" position within the luxury travel marketplace.

Anticipating the demands of the discerning traveller for a complete luxury lifestyle experience, XO Private brings together the world's finest escapes and travel excellence companies. It offers an elegant invitation to discover a world away from the ordinary.

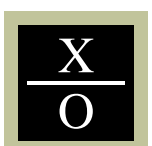
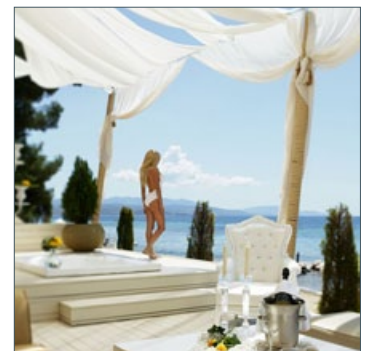
Whilst the xoprivate.com website reads as a comprehensive, one-stop source of reliable luxury travel information, XO Private is probably best known as publishers of The Private Collection portfolio, a series of yearly photographic editions in a large coffee table book format.

The Private Collection, now in its 10th Edition, has, in an absolute record time become an indispensable source of inspiration for discerning travellers and luxury travel agents alike. It is a unique, global reference publication that drives business in a most attractive, cost-effective and guaranteed way.

XO Private successfully operates its global activities from corporate locations covering Hong Kong (China), Palma de Mallorca (Spain), Prague (Czech Republic) and, most recently, also Frankfurt (Germany).

"I hope that you will enjoy flipping through the pages of this inspirational collection and that it will inspire you to share my passion for travel."

Francis Ford Coppola

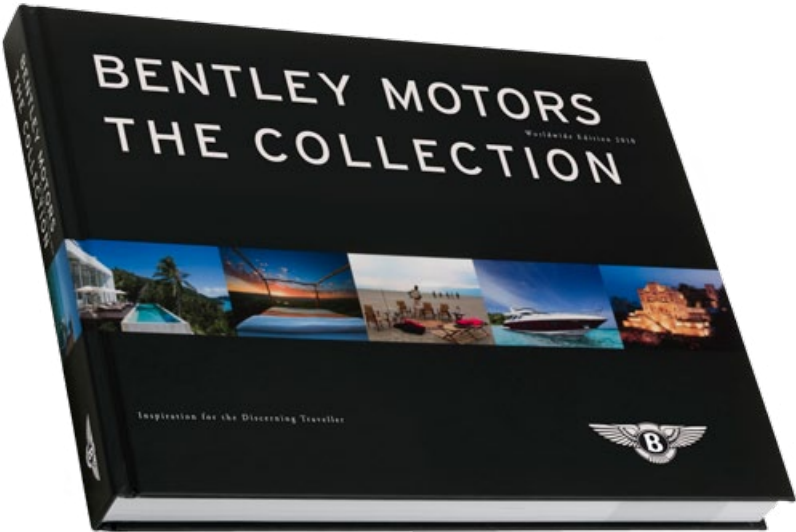


THE PRIVATE COLLECTION

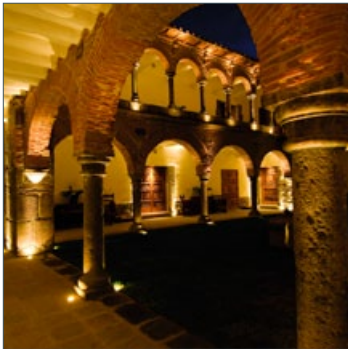
The Concept

There's an overwhelming choice and variety of options in today's marketplace for the elite among travellers to decide how and with whom they will take a journey. Moreover, given the challenging economic times and cut-throat competition, it has never been more important to be different, to stand out and to get your message of quality and service clearly across to your target market.

That is exactly where XO Private comes in as a valued partner with a most innovative and refreshing concept: a personalized edition of The Private Collection.



The Private Collection series of luxurious coffee table books has reached high net worth individuals around the globe for almost 10 years already through a very select network of exceptional corporate partners such as Aston Martin, Lombard Odier Darier Hentsch Private Bank, AirPartner, Liveras Yachts, The World, Bentley Motors, Eurocopter, Maserati, Lufthansa Private Jet, Spyker Cars and many others.



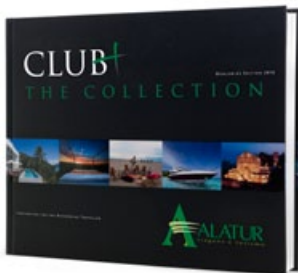


These high-profile companies immediately identified the tremendous value that a personalized edition of The Private Collection books could offer them as a luxury brand. The exceptionally high production quality of the product and the fact that these luxurious coffee table books are not sold in any book stores around the globe (thus preserving their exclusive character) have been much appreciated USP's together with the obvious fact that the subject of travel appeals to everyone.



At the request of quite a number of high-end travel agencies worldwide, XO Private has now successfully introduced the concept of personalized editions of The Private Collection specifically for the niche of luxury travel agencies.

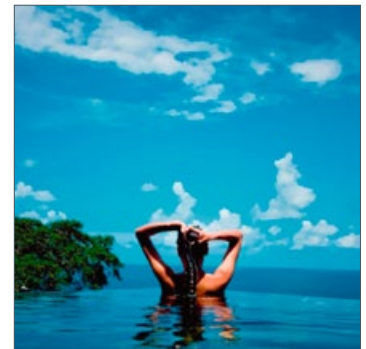
What better way to inspire your best clients for their upcoming journeys with a personalized copy of the world's most luxurious travel publication? Your own, elegant agency collection featuring your company name, your house style colours and fonts, your corporate logo and your direct contact details. There is no better way to impress your clientele whilst at the same time offering them attractive inspiration for their future travels and/or rewarding them for their much-appreciated repeat business.



A personalized edition of The Private Collection is a clear statement for what your luxury travel agency stands for: the finest and only the finest! Both existing and potential clients alike will notice only too well that your agency is definitely different from the others... and so will your colleagues in your area since XO Private offers this concept "by invitation only", including geographical exclusivity.

"The Private Collection has developed into a genuine collector's item for the discerning traveler."

Robert De Niro



The Book

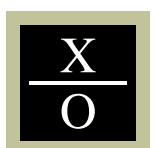
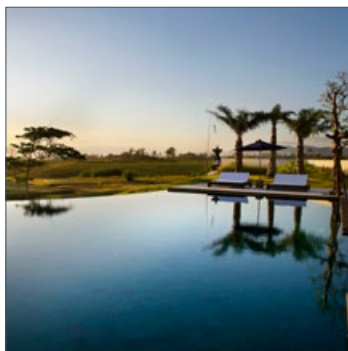
The Private Collection series of luxurious coffee table books are not just like any other quality, hardcover publication. Comprehensive research for the best reading experience and quality production have ensured their stellar development and leading position.

The Private Collection series is the only publication worldwide to feature spot gloss UV-varnish on every single photograph from the very first page till the very last of almost 400 pages of stunning photographic dreams. The reason should not come as a surprise since the exceptional UV-varnish element represents well over 30% of the overall production cost.

Moreover, the portfolio is always printed on high-quality art paper offering a silk soft touch. The mat character of the paper enable our readership to enjoy the book under a reading light without any of the annoying reflections generated by glossy paper. This choice, however, also has an unfortunate side effect: the use of mat paper also leads to a lower intensity of the colours in the visuals. By adding a layer of UV varnish on top of each single picture throughout the book, the intensity of the colours is again driven to unequalled quality levels.

The font used throughout The Private Collection is of a very standard “rounded” nature for the simple reason that the eyes of our affluent readership – usually aged between 37 and 67 years old – are used to this font from reading a daily newspaper. This small, but most important detail guarantees a much more relaxed (on the eyes) and enjoyable reading experience.

Add the avant-garde layout, the laminated hard cover, the thread sewn binding and the head & tail bands and it should be clear that the production quality of The Private Collection books is second to none.



Selective distribution

The Private Collection books are not available at any book store around the corner and/or through any of the online book stores. In order to preserve its exclusive character, The Private Collection series of coffee table books are distributed through a select number of partners based on a strict “by invitation only” process.

Full year coverage

A client who receives a personal copy of The Private Collection will have this book adorning his/her coffee table for well over 12 months given its exceptional quality and unique character. This leaves your company name and logo clearly in the picture day after day and will also lead to requests from friends and family when visiting your client and coming across your publication on the coffee table.

Sales leads & reservations

Your personalized edition of The Private Collection is guaranteed to drive sales leads and most attractive business back directly to your agency. The book has been designed to inspire through the exceptional quality of the photography and careful selection of featured products. Discerning travellers will be dreaming away about their next journey with your agency.

Image-building

You never get a second chance to make a first impression! By offering a personalized copy of The Private Collection to (potential) clients, you clearly demonstrate that your agency is different. Your message of offering a different high-quality, personalized service whilst directing your valued clientele to the finest travel experiences will be immediately understood. The copy of the book will tell them more than words will ever achieve.



Price

The upcoming edition of The Private Collection will again be released towards early-November 2011. The personalized editions for invited leading luxury travel agents around the globe will be released simultaneously.

The cut-off date for ordering personalized editions of The Private Collection is set for June 1st, 2011.

However, given the fact that XO Private offers its partners a form of geographical exclusivity, it is of the utmost importance to place your orders as soon as possible in order to avoid possible disappointments at a later stage.

The cost to personalize your edition of The Private Collection coffee table book comprises two elements:

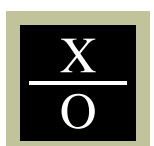
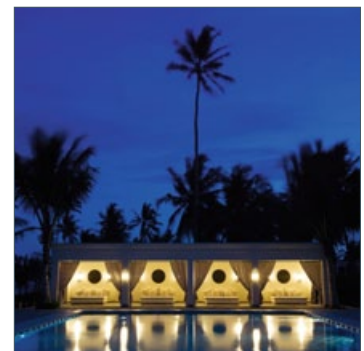
There is a one-time charge of only 490€ for the full personalization of the covers by our designers to suit your personal wishes and corporate house style. Then, the overall cost depends on the overall number of copies you plan to order for your (potential) clients:

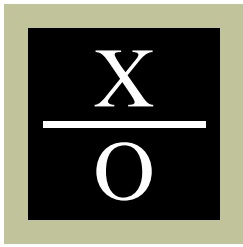
| | |
|---------------------------|-----------------|
| Starting with 100 copies: | 15,00€ per copy |
| From 250 copies or more: | 12,50€ per copy |

One hundred copies is the minimum order required for personalized books.

All ordered copies of the books will be wrapped individually in plastic foil and packaged in cardboard boxes of five copies per box. The books will then be available for pick-up from our printers stacked on a reinforced heavy-duty pallet in order to ensure safe transport without damage to the books. Additionally, we also offer the possibility to order individual shipping boxes for your personalized copies so that you can send them to your privileged clients in an attractive, customized shipping box.

Great things in life don't always come expensive!





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Contract form

Company name _____
Address _____
Postal code _____ City / State _____
Country _____
E-mail _____
Website _____
Tel _____
Fax _____

Contact person Mr/Mrs _____
Position _____
E-mail _____

Name of the agency _____

I hereby confirm the order for

The full personalization of the book covers for a **one-time charge of 490 €**

_____ personalized copies of The Private Collection – Edition 2012 at a unit price of _____/_____ € per copy

_____ individual shipping boxes for the personalized books at a unit price of 1,00€

Total amount due: _____ €

I understand that payment for the full personalization of the book covers is payable immediately upon signature of the contract whilst the balance of the payment is due prior to June 1st, 2011.

Date

Name & Signature

Account name XO Private International Ltd.
Account number 817-302904-838
Swift code HSBCHKHCHKH

HSBC Hong Kong
1 Queen's Road Central
Central, Hong Kong

XO Private International Ltd.
Suite B, 20/F, Ritz Plaza, 122 Austin Road, Tsim Sha Tsui, Kowloon, Hong Kong
info@xoprivate.com – www.xoprivate.com

Please be advised that the publishers reserve the right to refuse any applicants for advertising space, even should the full price have been paid.

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ESCAPES OF DISTINCTION – EXCLUSIVE, SOMETIMES SOPHISTICATED, SOMETIMES
ESCAPIST, SOMETIMES ADVENTUROUS, BUT ALWAYS RATHER SPECIAL.

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