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luxé television

LUXE television, a dynamic and fresh concept in fashion and lifestyle television programming has arrived. As well as its exciting content, LUXE is a new style of high results program that delivers advertisers in a way that counts.

the concept

In 30 minutes, Katrina Jojkity escorts LUXE television viewers around the world, interpreting and conveying what's hot and new around the world on contemporary fashion and lifestyle. As well as taking viewers behind the scenes to experience the hectic fun of fashion week and the global city it is in.

LUXE's fresh curious style will feature interviews, profiles and exciting behind the scenes footage of international fashion/lifestyle and ventures into the studios of designers, artists and musicians to reveal the emerging trends in design and culture. LUXE will also include interviews and advice from celebrities and guided tours of their wardrobes.

Recently, LUXE hit backstage at Mercedes Australian Fashion Week. Featuring interviews with prominent Australian fashion designers Wayne Cooper, Allannah Hill, Lisa Ho, Ty & Melita and supermodel Alek Wek. LUXE extensively covered London fashion week and in the program's evolution, becoming regarded as a major interpreter of UK fashion.

the presenter & producer

International in experience, Australian at heart, Katrina Jojkity is one of those cosmopolitan urbanites. Originally from Melbourne, she studied fashion design and marketing in Paris, London and Los Angeles. Katrina has worked at Vogue Living, and as a consultant in cities around the world. Currently Style Director of Tiszai Bureau de Style, based in London where she forecasts trends, working as a senior stylist for a range of clients. After launching LUXE in London to a warm reception, she has returned to Australia to bring LUXE to a new market, one that she knows and identifies as a potential base for international development.

Katrina's outgoing on-screen persona is stylish, unobtrusive, sophisticated and friendly. Established contacts around the world within the industry allow Katrina access to areas usually off-limits. With warmth and fun that is uniquely Australian, Katrina is able to present coverage that is compelling, yet accessible to viewers.

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the viewer

LUXE presents an opportunity to reach some of the most rewarding viewers possible. Viewers that enthusiastically follow the latest trends with an eye for style, with a will to spend their highly disposable income.



LUXE viewers are dedicated followers of fashion with interests not only in the designs themselves but also the background to the designs, their inspiration, who's wearing them and most importantly, where to buy them. They keenly follow the latest trends with an eye for style and have a willingness to spend their high disposable income.

The LUXE viewer aspires to a lifestyle of luxury and glamour. They have a strong interest in art, music and celebrities. They seek to surround themselves with products that complement these interests.



LUXE viewers can be profiled by the Roy Morgan Values Segments that place a high importance on innovations and look to new and different ways of expressing themselves. By utilising this tool, one can not only see what LUXE viewers want, but also why they want it.

- Young Optimists – priority on image, style and their careers
- Look at Me – priority on fashion and trends
- Socially Aware – are eager to try something new, regardless of the cost.

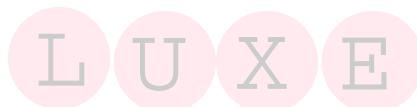


LUXE is focussed squarely on a distinct and rewarding market and provides direct access to these viewers. Conventional, mass-media placement is not able to guarantee reaching the right consumers. Companies who are trying to reach the right consumers need a vehicle that places their product squarely in front of those who count – those who buy their product, which is an essential element of LUXE.

the program

Fashion television is no longer marginal. Its attractiveness is its benefit as a targeted campaign tool. LUXE is focussed squarely on a distinct and rewarding market and provides direct access to these viewers. Conventional, mass-media placement is not able to guarantee reaching the right consumers. Companies who are trying to reach the right consumers need a vehicle that places

Each year, two series of 13 programs are produced. In each series, six episodes will cover the world's most important fashion weeks, showing the latest trends. The remaining seven episodes will travel the world examining the cutting edge in fashion, design, music, celebrities, art and travel. LUXE will visit the people and places that are at the heart of contemporary style and culture.



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the advantage

LUXE has international appeal and can be programmed within a varied range of network schedules.

LUXE has a proven formula in fashion capitals around the world.

LUXE attracts a broad demographic bound by a common high regard for fashion, lifestyle and associated topics. Scope exists to further target particular niche segments for truly effective marketing.

LUXE enables partners to access a potentially global market by having their products and services feature within the program itself by utilizing segment branding.

LUXE viewers are from the Roy Morgan Values Segments associated with image, style and their careers (Young Optimists). They have a high priority on fashion and trends (Look at Me), and are eager to try and are receptive to new things (Socially Aware)

LUXE is a highly effective advertising and branding opportunity

LUXE can attract the right consumers for its partners, because it is unique, and specially designed with advertisers in mind, it a highly effective tool for any campaign.

find out more...

Katrina is more than happy to fully explain the LUXE advantage to you and your business. She is able to organise a meeting to truly see the benefits of a LUXE partnership



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