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**27 May 2008** - Three years on, Goldarths Review is now Luxury-Insider.com, announces expansion plans.

Asia's leading online luxury magazine Goldarths Review celebrated both its third anniversary, as well as its rebranding as Luxury-Insider.com today.

Attended by luxury industry luminaries and readers, the stylish event was a standing-room only affair at the chic Bar Opiume at The Waterfront Singapore.

Luxury-Insider.com announced its Asia-Pacific expansion plans, the most notable being the upcoming launch of its Chinese-language website. Run from its newly-opened Shanghai office, this website will provide readers in Greater China with trusted luxury reviews and news.

The announcement of new sister companies was also received with interest by industry guests in attendance. Luxury Intelligence Studios (LIS), a creative agency specializing in luxury, will build on the company's experience in serving luxury clients in the online environment while LuxuryEdge, a database marketing company, will harness the direct marketing capabilities of the Internet creatively for its clients.

Readers and supporters of the online magazine were not forgotten, as they were promised stronger editorial coverage in the luxury categories of yachts, private jets and real estate, and more member benefits.

"We are excited to celebrate our metamorphosis from Goldarths Review to Luxury-Insider.com," said founder Julian Peh. "It has been a great three years, and we pledge to work even harder to improve the quality of our website and services for our readers."

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## About Luxury-Insider.com

Founded in 2005, Luxury-Insider.com is Asia-Pacific's most established online luxury magazine with expert editorial and the highest production standards on the Internet. It is headquartered in Singapore with offices in China and Switzerland.

[www.luxury-insider.com](http://www.luxury-insider.com)

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Asia's Leading Online Luxury Magazine

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