

FOR IMMEDIATE RELEASE

---

**28 July 2008** – Luxury-Insider.com commences operations in Shanghai, China.

Luxury-Insider.com, Asia's leading online luxury magazine, has commenced operations in their recently established Shanghai office.

Launched as part of Luxury-Insider.com's Asia-Pacific expansion plans, the new Shanghai office will spearhead the Chinese-language edition of the magazine and provide luxury enthusiasts in Greater China with trusted luxury news and reviews.

"The Chinese luxury market is undergoing tremendous growth, and consumers here are becoming more sophisticated here everyday," said publisher Julian Peh. "Many of the Chinese luxury customers research their purchases on the Internet, and our new Chinese-language site shall be the one trusted luxury news resource for them to refer to."

The upcoming website will feature the same expert editorial content and high production standards as the English-language version.

---

## **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)

---

For all press enquiries, please contact

Ruth Ho  
Asst Business Devt Manager  
Telephone: +65 6221 2873  
Fax: +65 6221 2876  
Email: [ruth.ho@luxury-insider.com](mailto:ruth.ho@luxury-insider.com)