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**WhiteWave Media partners with ACG MEDIA GROUP to launch BACCARAT Malaysia in December 2013**

WhiteWave Media Group (WWMG), Asia's leading integrated luxury media group is joining forces with Malaysia's ACG MEDIA GROUP to launch BACCARAT Malaysia in December 2013.

WhiteWave's BACCARAT Magazine is Hong Kong's most vibrant and dynamic luxury and high-society publication since 1999. Featuring A-List celebrities, movers and shakers, and the very best of the luxury lifestyle, its regional expansion into Malaysia promises to seize on the potential of the country's fast-growing luxury market.

ACG MEDIA GROUP is an emerging publishing house led by Managing Director Alvin Chang who brings 15 years of industry experience to the table. The company already owns and publishes high-end home furnishing magazines such as Metropolitan Home, Fixtures and Designer Concept, and is now expanding into luxury titles.

BACCARAT Malaysia will be helmed by a highly-experienced team. Leading editorial is Winnie Yong, who has six years of experience in high-end luxury publications. She is joined by Felicia Leong as Director of Sales, who brings with her eight years of experience in luxury publishing.

Says Alvin Chang, "This partnership with WhiteWave Media Group will extend our market leadership into luxury publishing in Malaysia. BACCARAT Malaysia will be a high society magazine like no other and will inject energy and vigour into Malaysia's luxury publishing scene."

"I'm excited to bring BACCARAT to Malaysia with ACG MEDIA GROUP," says WWMG CEO Julian Peh. "Alvin is a highly experienced publisher and ACG MEDIA GROUP is a dynamic and entrepreneurial company. Malaysia is a market with great potential and we're confident ACG MEDIA GROUP will make BACCARAT an essential magazine for brands and affluent readers alike."

The launch of BACCARAT Malaysia in December is part of WWMG's active pursuit of new projects and publications to boost its portfolio. The group is also set to launch World of Watches (WOW) in Hong Kong in September and BACCARAT Indonesia in October this year.

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### **About ACG MEDIA GROUP**

ACG MEDIA GROUP is an emerging publishing house helmed by highly-experienced magazine veterans, who believe in "building brands for greatness, one story at a time." The company owns and publishes Metropolitan Home, Fixtures, Design Concept, Architect Concept, Commercial Concept, Reno&Décor and PROJECT magazines. Already a dominant force within the interior magazine space, they are now aggressively strengthening their portfolio in Malaysia's luxury market.

### **About WhiteWave Media Group**

WhiteWave Media Group is Asia's no. 1 integrated luxury media group, publishing leading luxury magazines, websites and mobile apps. With offices in Singapore, Hong Kong and Shanghai, the group combines high-quality editorial with deep technical know-how in digital delivery.

A global pioneer in online luxury publishing, the Group launched its flagship product Luxury-Insider.com in 2006. Today it is Asia's leading luxury website, with its Chinese language sister site, InLuxe.cn growing fast in its readership. With its long and proven track record for delivering successful online campaigns for the most prestigious luxury brands, the Group is the most trusted online media team in the publishing industry.

Its consistently high editorial quality has enabled the Group to make waves in the print medium as well. Building on its early success supplying content to other publishers, the Group owns and publishes BACCARAT, Hong Kong's most dynamic luxury and society magazine with more than 10 years of history.

Once again breaking new ground, the Group launched its Luxury Locator app first in Singapore, then Hong Kong in 2012. The first mobile app to list and organize the most essential luxury brand boutiques and shops in the city, it has quickly become the definitive directory for luxury shopping.

The Group's portfolio targets affluent luxury buyers across the region, making it the largest and most powerful integrated media platform for luxury marketers in Asia. With a combination of innovation, technology and media acumen, WWMG is in a prime position to assist companies with forward-thinking and effective marketing solutions.

Visit [www.WW-MG.com](http://www.WW-MG.com) for more details.