



FOR IMMEDIATE RELEASE

The inaugural issue of World of Watches (WOW) HK to launch at Watches and Wonders

HONG KONG, 23 September 2013 – WhiteWave Media Group (WWMG) will launch World of Watches (WOW) HK, the Hong Kong edition of Singapore’s first and most widely read timepiece magazine, at the inaugural Watches and Wonders show on September 25, 2013.

Published quarterly, the launch issue of WOW HK features special content geared towards the Hong Kong market including a retrospective on Jaeger-LeCoultre’s 180 years of invention, a profile on watch collector Bertrand Mak and a preview of Vacheron Constantin’s Sound of Time event at Watches and Wonders.

WOW’s editorial team in Hong Kong will be led by Ashok Soman and Abid Rahman, who bring their expertise in haute horology to the publication, while GM of WWMG Hong Kong Christy Lau and Business Development Director Jesline Law will oversee all business operations of the title.

“WOW is a trusted brand name in watch publications, and as a long time fan of the title, we’re delighted to be able to bring this haloed name to the sophisticated Hong Kong market,” said WWMG CEO, Julian Peh.

“With its coverage of the entire spectrum of collectible watches, WWMG will endeavor to ensure that WOW HK will be an essential read for watch collectors of all persuasions.”

The launch of WOW HK is part of WWMG’s active pursuit of new projects and publications to boost its portfolio. WOW is a media partner of Watches and Wonders with a media booth at the show.

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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 for more details.