

amberlounge



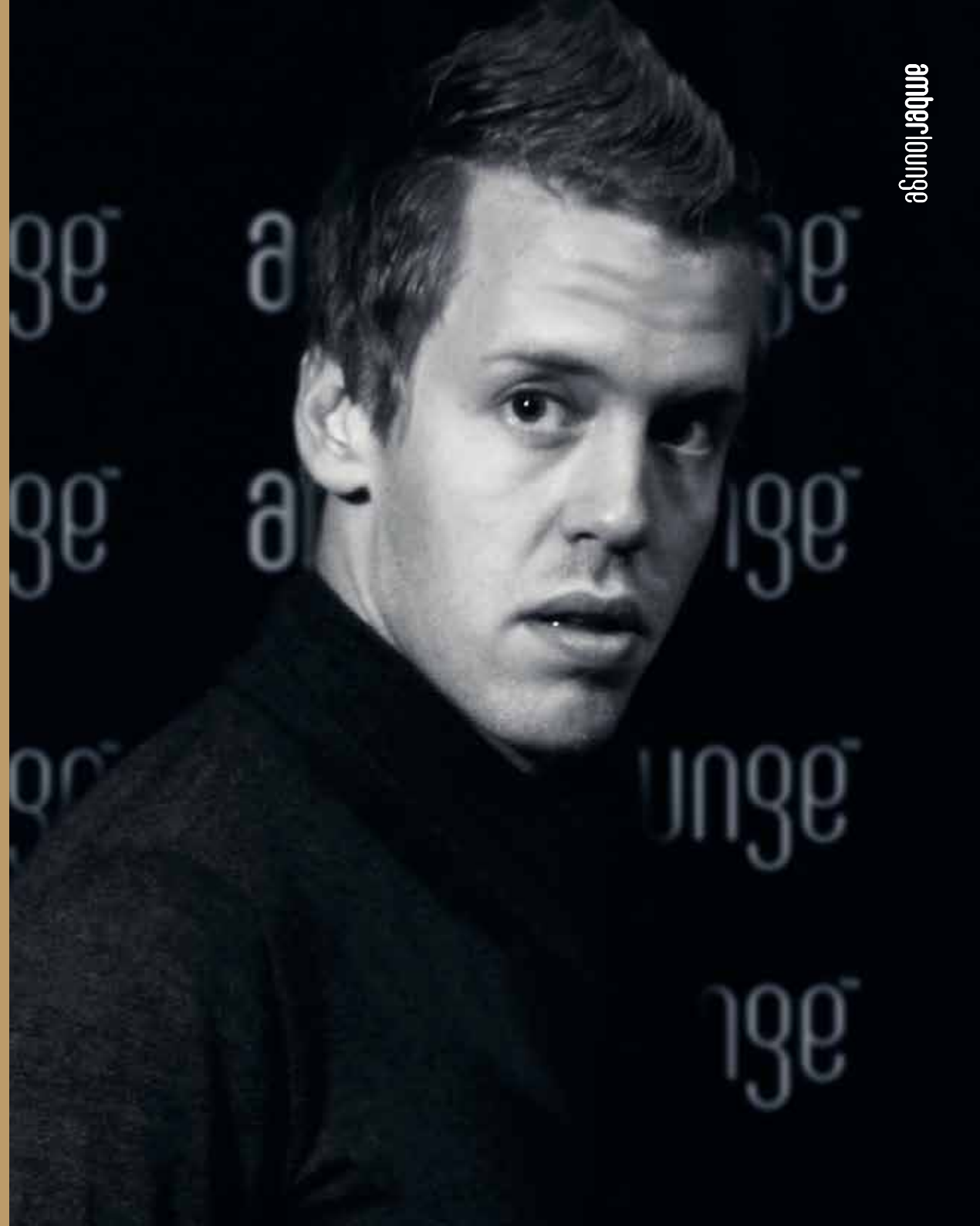
THE
ULTIMATE VIP
NIGHTLIFE
EXPERIENCE
HISTORY

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THE ULTIMATE
VIP NIGHTLIFE
EXPERIENCE
WHICH FOLLOWS
THE GRAND PRIX
SERIES AROUND
THE WORLD.
ATTENDED BY
F1 DRIVERS, FILM
STARS, MUSICIANS,
MODELS AND MORE

*The atmosphere simply buzzes –
everyone there is exactly where they want to be.*

SEBASTIAN VETTEL



AMBER LOUNGE HISTORY

- AMBER LOUNGE IS THE BRAINCHILD OF SONIA IRVINE, SISTER OF EX-FERRARI/JAGUAR F1 DRIVER EDDIE IRVINE
- THE FIRST AMBER LOUNGE WAS HELD AT THE 2003 MONACO GRAND PRIX
- IN 2006 AMBER LOUNGE EXPANDED TO INCLUDE SHANGHAI WITH BARCELONA ADDED TO MAKE THREE EVENTS IN 2007
- IN 2008 VALENCIA BECAME THE FOURTH AMBER LOUNGE OF THE YEAR AND SHANGHAI WAS REPLACED BY SINGAPORE
- IN 2009 ABU DHABI WAS LAUNCHED AND REPLACED VALENCIA AND IN 2011 BARCELONA WAS REPLACED WITH INDIA
- AMBER LOUNGE HAS MAINTAINED A FOUR EVENT PROFILE WHILST KEEPING IT FRESH BY REPLACING OLD EVENTS WITH EXCITING NEW DESTINATIONS
- AMBER LOUNGE HAS BECOME SYNONYMOUS WITH THE GLAMOUR OF GRANDS' PRIX AND HAS BUILT A REPUTATION AS THE DESTINATION OF CHOICE FOR THE F1 FRATERNITY AND CELEBRITY RACE-GOERS ALIKE

I wanted to create a stylish and unique VIP nightlife experience for F1 teams, drivers, sponsors, Celebrities and VIP's, a private haven where they can relax and enjoy themselves.

SONIA IRVINE, AMBER LOUNGE

ABOUT AMBER LOUNGE

- AMBER LOUNGE ISN'T JUST A PARTY - IT'S AN EXPERIENCE. WE PRIDE OURSELVES ON OUR LEVEL OF SERVICE & ATTENTION TO DETAIL TO ENSURE EVERY SINGLE GUEST IS TREATED AS A VIP
- WE FLY THE SAME TEAM OF PEOPLE TO ALL EVENTS AROUND THE WORLD, HENCE WE KNOW OUR GUESTS. THERE'S NO QUEUING AND ON ARRIVAL GUESTS ARE MET BY HOSTESSES WHO TAKE YOU TO YOUR TABLE, WHERE YOUR DRINKS AWAIT YOU
- THE TABLE SET UP IS DIFFERENT EACH NIGHT IN ORDER TO CATER FOR GUEST REQUIREMENTS
- WE ARE VERY SECURITY CONSCIOUS, NEVER ALLOWING CAMERAS INSIDE AMBER LOUNGE
- AMBER LOUNGE WILL RUN TWO OR THREE NIGHTS DEPENDING ON THE VENUE
- THE RICH AND FAMOUS ATTEND AMBER LOUNGE BUT OUR GUESTS COME FROM ALL WALKS OF LIFE. ALONGSIDE DRIVERS, CELEBRITIES AND THE F1 COMMUNITY THERE ARE CORPORATE NETWORKING AS WELL AS PRIVATE INDIVIDUALS THERE TO HAVE FUN

The notable Amber Lounge Fashion show raises money for charity whilst the Amber Lounge after party raises the roof!

CHRISTIAN HORNER, TEAM PRINCIPAL, RED BULL RACING

AMBER LOUNGE BUSINESS

- CORPORATES USE AMBER LOUNGE TO ENTERTAIN POST-RACE ACTIVITIES TO FACILITATE BUSINESS AND NETWORKING IN AN INFORMAL SETTING
- AMBER LOUNGE HAS BEEN USED AS INCENTIVE PACKAGES FOR COMPANIES, TO ENCOURAGE TEAM BUILDING, PROMOTE BRAND AWARENESS, AND LAUNCH A NEW PRODUCT
- MCLAREN, HSBC, BRIDGESTONE, SOC GEN PRIVATE BANKING, COUTTS, ACCENTURE, UBS, MERCEDES-BENZ, DEVERE & PARTNERS, JOHNNIE WALKER, MARTINI, BELVEDERE, CORPCOM F1 VISA CARD ARE A SMALL EXAMPLE OF CLIENTS
- THE SET UP OF AMBER LOUNGE IS VERY SPECIFIC IN THAT TABLES ARE ARRANGED ACCORDING TO CLIENT NUMBERS. A GROUP OF 40 WILL BE MADE AN OPEN AREA TO ALLOW NETWORKING. CLIENTS CAN CHOOSE BETWEEN INSIDE TABLES OR THE QUIETER TERRACE TABLES DEPENDING ON THEIR GOALS FOR THAT SPECIFIC NIGHT
- THE PASS SYSTEM MEANS GUESTS DO NOT QUEUE, AND A TABLE SYSTEM IS IN PLACE MEANING HOSTESSES KNOW IMMEDIATELY WHERE TO SEAT GUESTS
- PRE-PAYMENT OF ALCOHOL MEANS NO BILL AT THE END OF THE EVENING; IT'S AN ALL INCLUSIVE PACKAGE



Amber Lounge is so much more than a nightclub – it's a genuine VIP experience for me, the drivers and our guests

RON DENNIS CBE, EXECUTIVE CHAIRMAN, MCLAREN GROUP

AMBER LOUNGE FRIENDS

- FROM SEBASTIAN VETTEL TO ROMAN ABRAMOVICH, FROM BOND TO GARY BARLOW, THE WORLD OF CELEBRITY AND BUSINESS HAS ALWAYS LOVED THE AMBER LOUNGE EXPERIENCE
- CELEBRITIES FEEL SAFE AND TRUST THE AMBER LOUNGE TEAM TO PROTECT THEIR PRIVACY
- NO PHOTOGRAPHERS ARE ALLOWED IN AMBER LOUNGE
- THE QUALITY OF THE EVENT MEANS CELEBRITIES AND SPORTSMEN FEEL COMFORTABLE IN THEIR SURROUNDINGS GIVING OTHER GUESTS UNRIVALLED ACCESS, THE REASON ON AVERAGE MORE THAN 90% OF THIS YEAR'S F1 DRIVERS ATTENDED AN AMBER LOUNGE IN 2011



AMBER LOUNGE MONACO

- AMBER LOUNGE MONACO TAKES OVER AN AREA OF THE MERIDIEN BEACH PLAZA HOTEL AND, WITH ITS IN HOUSE DESIGN TEAM, CREATES A UNIQUE NIGHTLIFE EXPERIENCE, CREATING A SPACIOUS FUNKY INDOOR CLUB AREA PLUS STUNNING OUTDOOR POOL AND BEACH TERRACES
- THERE ARE PACKAGES TO SUIT ALL GUESTS' REQUIREMENTS: VIP TABLES WITH UNLIMITED DOM PERIGNON OR CRISTAL CHAMPAGNE ALL NIGHT, CLASSIC TABLES SERVED WITH UNLIMITED HOUSE CHAMPAGNE AND INDIVIDUAL PASSES WHICH ALLOW UNRESTRICTED ACCESS, SEATING ON THE CHILL OUT TERRACES AND UNLIMITED CHAMPAGNE AND OTHER DRINKS FROM THE AMBER LOUNGE BARS
- THE CHARITY BASED AMBER LOUNGE FASHION SHOW WAS LAUNCHED IN 2006. IN 2011 THE EVENT WAS HOSTED UNDER THE HIGH PATRONAGE OF H.S.H. PRINCE ALBERT II OF MONACO, IN BENEFIT OF THE SPECIAL OLYMPICS. HIS FUTURE WIFE, MISS CHARLENE WITTSTOCK WAS MADE A GLOBAL AMBASSADOR OF THE MOVEMENT AT THE EVENT. THE LIST OF GUESTS AT THE FASHION SHOW HAS INCLUDED HRH PRINCESS BEATRICE OF YORK, ELIZABETH HURLEY, MICHAEL JOHNSON, DAVID WALLIAMS, TAI0 CRUZ... SINCE ITS INCEPTION, AMBER LOUNGE FASHION HAS RAISED €3 MILLION FOR VARIOUS NOTABLE CHARITIES.



AMBER LOUNGE SINGAPORE

- WHEN SINGAPORE ANNOUNCED IN 2007 IT WAS TO HOST THE FIRST EVER F1 NIGHT RACE, IT WAS THE PERFECT OPPORTUNITY FOR AMBER LOUNGE TO MAKE THIS RACE ONE OF THE UNDISPUTED HIGHLIGHTS ON THE F1 CALENDAR
- AMBER LOUNGE IS THE EMBODIMENT OF THE EASTERN OPULENCE AND GLAMOUR OF SINGAPORE, THE FIRST EVENT WAS HELD IN 2008, HAVING REPLACED SHANGHAI
- SET AGAINST AN AMAZING REFLECTION WATERFALL, A PURPOSE BUILT MARQUEE PLAYS HOST TO THE HOTTEST TICKET IN TOWN
- THE SINGAPORE TOURIST BOARD SPENT MONTHS WORKING CLOSELY WITH AMBER LOUNGE TO ENSURE VISITORS TO SINGAPORE HAD A TRULY MEMORABLE VIP EXPERIENCE
- MORE THAN 1,000 GUESTS ATTEND WITH CURRENT F1 DRIVERS, THE BLACK EYED PEAS, BACK STREET BOYS, TAIO CRUZ, RUPERT GRINT, CORPORATE GUESTS AND INDIVIDUALS MAKE AMBER LOUNGE AN UNFORGETTABLE EVENING
- 2010 SAW THE INTRODUCTION OF AMBER LOUNGE FASHION INSIDE AMBER LOUNGE SHOWCASING HERVE LEGER AND IN 2011 SINGAPORE'S SOUGHT AFTER COUTURIER, FREDERICK LEE

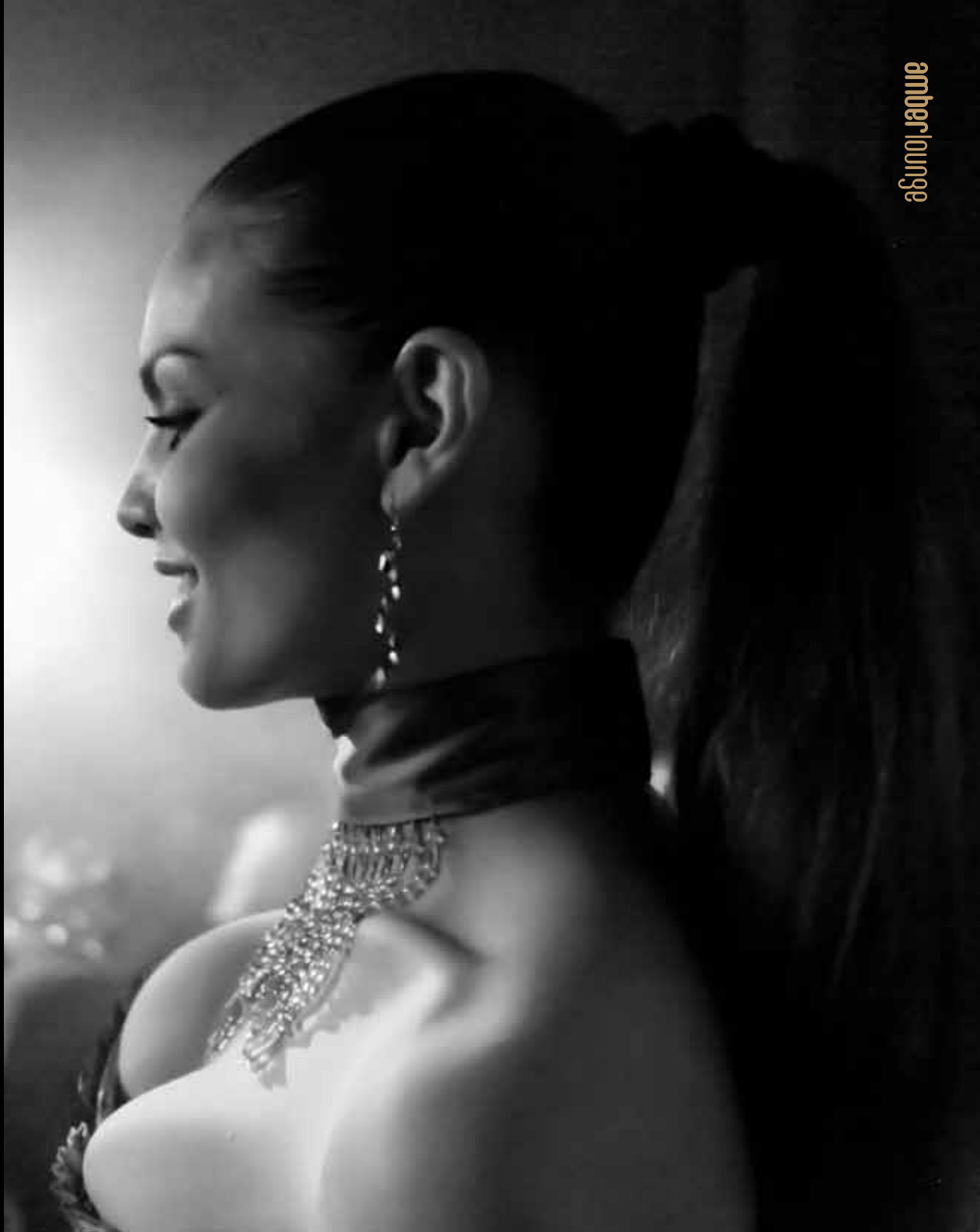


Performing at Amber lounge was awesome, to sing for such an intimate crowd of people was a truly unforgettable night!

TAIO CRUZ

AMBER LOUNGE DELHI

- 2011.... IN ONE SPECTACULAR WEEKEND AMBER LOUNGE ARRIVED IN DELHI FOR THE INAUGURAL GRAND PRIX AND SHOWED INDIA HOW TO PARTY F1 STYLE!
- HOSTED AT THE PRESTIGIOUS CLARIDGES SURAJKUND HOTEL, THE LUXURIOUS AMBER LOUNGE VENUE, BUILT ENTIRELY FROM SCRATCH FOR THE EVENT, INCLUDING ITS SIGNATURE WHITE SOFAS, GLOSSY BLACK TABLES AND BREATHTAKING SURROUNDINGS AS WELL AS THE ABSOLUTE INDULGENCE - UNLIMITED CHAMPAGNE AND PREMIUM BRAND DRINKS WHICH FLOW ALL NIGHT
- THE BESPOKE INDIAN TERRACE, NESTLED AMONGST THE TREETOPS, OFFERS A TRANQUIL RETREAT WHERE GUESTS CAN CHILL OUT ON SUMPTUOUS VELVET SOFAS AND LOOK OUT TO THE STARS IN THE SKY AND THE OUTLINE OF THE MAGICAL CITY OF DELHI



AMBER LOUNGE ABU DHABI

- 2009 SAW THE EMERGING LIGHT OF THE EMIRATES TAKE CENTER STAGE ON THE F1 CALENDAR, WITH ABU DHABI'S PURPOSE-BUILT CIRCUIT HOSTING THE ULTIMATE RACE OF THE YEAR
- AS SUCH, THE AMAZING CITY OF ABU DHABI WAS THE PERFECT VENUE TO LAUNCH A NEW AMBER LOUNGE AND PLAY HOST TO F1'S ULTIMATE 'END OF SEASON' PARTY
- THE DESIGN TEAM TOOK A BEACH SETTING AND ERECTED A PURPOSE BUILT MARQUEE WITH AN OPEN TERRACE EXTENDING OUT ONTO THE PERSIAN GULF
- THE SETTING WAS UNIQUE AND THE EXPERIENCE MIND-BLOWING AS 1,000 GUESTS PARTIED WITH NO FEWER THAN SIX FORMULA 1 WORLD CHAMPIONS ALONGSIDE AEROSMITH, JEREMY IRONS, NEVE CAMPBELL, JESSICA MICHIBATA AND EDGAR DAVIDS TO MENTION A FEW
- AMBER LOUNGE WAS DESCRIBED IN THE MEDIA AS THE 'PARTY OF THE YEAR'
- AMBER LOUNGE MOVED TO A BREATHTAKINGLY BEAUTIFUL LOCATION ON THE YAS LINKS GOLF CLUB, YAS ISLAND IN 2011 AND SAW TWELVE F1 DRIVERS PARTY ALONGSIDE DANNII MINOGUE AND THE FANTASTIC SOPHIE ELLIS-BEXTOR PERFORM SOME OF HER MOST ICONIC TRACKS



amber lounge

Amber Lounge rocks! Best parties of the year for me and my friends. We always have a blast!

NICO ROSBERG

AMBER LOUNGE SPONSOR EVENTS

OVER THE YEARS, VARIOUS BRANDS HAVE CHOSEN TO HOST THEIR PRIVATE EVENTS AT AMBER LOUNGE; SOME EXAMPLES:

- SINCE 2007, THE MCLAREN FORMULA ONE TEAM HAS FREQUENTLY UTILIZED THE LUXURIOUS SURROUNDINGS AND THE RENOWNED HOSPITALITY OF AMBER LOUNGE FOR HOSTING THEIR PRIVATE EVENTS
- IN SPAIN, THE CONCEPT HAS BEEN A RELAXED COCKTAIL FUNCTION ALLOWING MCLAREN VIP GUESTS AND MAIN SPONSORS TO NETWORK AND MEET F1 DRIVERS AND CELEBRITIES IN A GLAMOROUS SETTING
- THE EVENT INCLUDES A DRIVER APPEARANCE TOGETHER WITH AN INFORMAL TEAM MANAGEMENT Q&A SESSION AS WELL AS FREE INTERACTION AMONG GUESTS
- IN SINGAPORE, THOMAS SABO HOSTED A PRIVATE JEWELRY SHOW AND FUNCTION AT AMBER LOUNGE FOR THEIR GUESTS, WITH GREAT SUCCESS



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Amber Lounge works fantastically for us, for our partners and our guests, allowing us to genuinely mix business and pleasure.

RON DENNIS CBE, EXECUTIVE CHAIRMAN, MCLAREN GROUP

SPONSORS AMBER LOUNGE

AMBER LOUNGE OFFERS A UNIQUE PLATFORM FOR SUCCESSFUL SPONSORSHIP ACTIVATION FOR LUXURY AND PREMIUM BRANDS. EXAMPLES OF SUCCESS STORIES;

- SINCE 2004, THE GLOBAL SPIRITS GIANT DIAGEO HAS PARTNERED WITH AMBER LOUNGE IN MONACO, SPAIN, SINGAPORE AND ABU DHABI
- DEPENDING ON LOCATION, THE PARTNERSHIP HAS RANGED FROM TITLE SPONSORSHIP, BEVERAGE SPONSORSHIP OR HOSTING PRIVATE EVENTS AT AMBER LOUNGE
- THE 2009 ABU DHABI GRAND PRIX SAW DIAGEO - WITH JOHNNIE WALKER AS THE OFFICIAL BEVERAGE PARTNER - CREATE AND MAXIMIZE A UNIQUE BRANDING OPPORTUNITY
- ON THE FRIDAY NIGHT, JOHNNIE WALKER HOSTED A PARTY FOR THEIR KEY PARTNERS AND DISTRIBUTORS IN THE REGION AS WELL AS CONSUMER GROUPS
- THE AMBER LOUNGE/JOHNNIE WALKER PARTNERSHIP IS CONTINUING FOR THE 4TH YEAR AND AMBER LOUNGE IS PROUD TO HAVE WORKED WITH DIAGEO THROUGHOUT THEIR TIME AS A SPONSOR WITHIN FORMULA 1
- IN DELHI 2011, MERCEDES-BENZ HOSTED A GROUP OF DELIGHTED GUESTS AND CHOSE AN EXTENSIVE BRANDING PACKAGE, GAINING MAJOR GOODWILL AND PR BENEFITS



AMBER LOUNGE GROUP

- THE AMBER LOUNGE GROUP COMPRISES OF FOUR SEPARATE DIVISIONS ALL DEDICATED TO BUILDING THE AMBER LOUNGE EXPERIENCE
- AMBER LOUNGE - THE ULTIMATE VIP NIGHTLIFE EXPERIENCE
- AMBER LOUNGE FASHION - WHERE THE GLAMOROUS WORLDS OF GRAND PRIX AND FASHION COME TOGETHER TO CREATE A TOTALLY UNIQUE EVENT, ALL IN THE NAME OF CHARITABLE CAUSES
- AMBER LOUNGE DINING - A GOURMET DINING EXPERIENCE CREATED SPECIALLY ON A BEACHSIDE TERRACE, TAKING FULL ADVANTAGE OF STUNNING VIEWS OF THE MEDITERRANEAN OR THE BALMY WATERS OF THE PERSIAN GULF
- AMBER LOUNGE HOSPITALITY - SPECIALIZING IN BESPOKE AND EXCLUSIVE HOSPITALITY SERVICES BY USING OUR UNRIVALLED LINKS TO THE WORLD OF F1





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