



PLATINUM



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PLATINUM
ANNIVERSARY

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PLATINUM

THE PLATINUM PEDIGREE

Established in 2004, Platinum has had the privilege of conceptualising and executing successful international events and brand experiences for a wide range of individual clients, VIPs, celebrities, companies and government agencies around the world.

Our reputation for innovation and creativity is underpinned by solid technical expertise and attention to detail, with a turnkey approach to each client brief.

Platinum is a preferred event company for a diverse collection of international luxury brands including LVMH, Richemont and Rolls Royce, entertainment legends such as Elton John and Kanye West, and government entities from Abu Dhabi and Dubai to Qatar and Saudi Arabia.

Headquartered in Dubai but with international presence and experience in some of the world's most sought-after locations such as Cannes, Hong Kong, Japan, Maldives, Monaco, Paris, Phuket, the Seychelles and Toronto, Platinum is the brand behind an exciting portfolio of high-profile society weddings, product launches and VIP celebrations.

THE PLATINUM DIFFERENCE

Driven by a passionate and innovative international team of professional experience experts with a vested interest in creating and delivering successful events, Platinum's expertise covers a broad range of technical disciplines.

We excel in delivering both small and large-scale productions often involving complicated logistical requirements, covering sound and lighting, décor, unique theming, quality catering, exemplary staffing, world-class entertainment and the full spectrum of event management services.

Creativity is incorporated into everything we do, and this starts with the services of our highly imaginative team of in-house designers and extends through to our procurement specialists for whom no client request, however challenging, is impossible.

A reputation for bold ideas and flawless execution keeps us on our toes. We don't follow the rule book when it comes to designing an event, we set new standards and continually raise the bar to deliver exceptional occasions.

The creators and curators of unique experiences and priceless memories that engage and resonate with your chosen audience, we make experience emotion.



Founder & Chairman

بلاتينيوم

تميز شركة بلاتينيوم

بفضل امتلاكها فريقاً دولياً يتمتع بالشفافية والابتكار وامتلاك الخبرات المهنية الاحترافية ولديه الرغبة الراسخة في تصميم فعاليات ناجحة وتنفيذها، تشمل خبرات شركة بلاتينيوم على مجموعة كبيرة من التخصصات الفنية.

تتميز الشركة بتقديم الخدمات الصغيرة والكبيرة والتي تتضمن في غالب الأحوال متطلبات لوجستية معقدة مثل الصوت والإضاءة وأعمال الديكور والتجهيز الفريد للمكان وتقديم الطعام ذو الجودة المرتفعة وتوفير أفراد عمل مثاليين وتقديم فقرات ترفيهية ذات طراز عالمي وتقديم مجموعة كاملة من خدمات إدارة الفعاليات.

نضع لمسات الإبداع في كل شيء نقدمه وتببدأ رحلة الإبداع بالخدمات التي يقدمها فريق المصمميين لدينا والذين يتمتعون بخيال واسع وتحصل إلى موظفي المشتريات الذين لا يستحيل عليهم طلب العميل، مهما بلغت صعوبة توفيره.

تبقينا سمعة شركة بلاتينيوم بأنها ذات أفكار جريئة وأن أعمال التنفيذ لديها لا تشوبها شائبة على أهبة الاستعداد في كافة الأوقات. عندما يتعلق الأمر بتنفيذ فعالية جديدة، لا نلماً لمعايير داخل الكتب بل نضع معايير جديدة ونرفع من سقف التحدي حتى نقدم لكم فعالية استثنائية وفريدة من نوعها.

إرت سركه بلاتينيوم

كان لشركة بلاتينيوم التي تأسست عام 2004 شرف تصميم وتنفيذ فعاليات دولية وحملات علامات تجارية ناجحة لمجموعة كبيرة من عملائها من الأفراد وكبار الشخصيات والمشاهير والشركات والوكالات الحكومية في جميع أنحاء العالم.

تركز سمعة الشركة بتميزها في نوادي الابتكار والإبداع على خبرتها الفنية الراسخة واهتمامها بالتفاصيل وامتلاكها لاستراتيجيات مخصصة لكل عميل من عملائها.

بلاتينيوم هي الشركة المفضلة لدى العديد من العلامات التجارية العالمية من الطراز الأول مثل LVMH و Richemont و Rolls Royce وغيرها من أساطير صناعة الترفيه مثل Elton John و Kanye West بالإضافة إلى العديد من الجهات الحكومية في أبوظبي ودبي وقطر والمملكة العربية السعودية.

بلاتينيوم، التي يقع مقرها الرئيسي في دبي ولها خبرة دولية في بعض الوجهات العالمية الأكثر رواجاً مثل كان وهونج كونج واليابان وجزر المالديف وموناكوس وباريس وبوكايت وسيشل وتورونتو، هي علامة تجارية ذات سجل مثير وحافل بتنفيذ حفلات الزفاف ذات الطراز الرفيع وحفلات إطلاق المنتجات واحتفالات كبار الشخصيات.

نحن هنا للإبداع تجارب فريدة وذكريات لا تقدر بثمن تتفاعل مع الجمهور الذي تختاره نحن هنا لنجعل الجميع يشعر بجمال التجربة

جريجوري ديلهاي

مؤسس الشركة ورئيس مجلس الإدارة

PLATINUM

L'HISTOIRE DE PLATINUM

Fondée en 2004, Platinum a eu le privilège de concevoir et d'organiser des événements internationaux et de créer des expériences de marque réussies pour un large éventail de clients particuliers, mais aussi pour des personnalités et des célébrités, des entreprises et des organismes gouvernementaux à travers le monde.

En matière d'innovation, notre réputation se base sur notre robuste expertise technique et notre soin pour le détail, ainsi que sur notre approche clés en main conçue pour réaliser les souhaits de nos clients.

Platinum est une entreprise d'événementiel plébiscitée par différentes marques internationales spécialisées dans le luxe, parmi lesquelles LVMH, Richemont et Rolls Royce, par des célébrités comme Elton John et Kanye West, ainsi que par des instances gouvernementales d'Abou Dabi ou de Dubaï, du Qatar ou d'Arabie Saoudite.

Basée à Dubaï et jouissant d'une présence et d'une expérience internationales dans certains des emplacements les plus prisés au monde, comme Cannes, Hong Kong, le Japon, les Maldives, Monaco, Paris, Phuket, les Seychelles et Toronto, Platinum est à l'origine d'un portefeuille passionnant de mariages mondains, de lancements de produits et de célébrations VIP de grande envergure.

Créateurs et organisateurs d'expériences uniques et de souvenirs inoubliables, symboles d'engagement et d'intérêt auprès du public de votre choix, nous suscitions de l'émotion à partir de l'expérience.



Fondateur et président

LA DIFFÉRENCE, PAR PLATINUM

Animée par une équipe internationale passionnée et innovante dont l'expérience professionnelle est au service de la création et la réalisation d'événements réussis, l'expertise de Platinum englobe une large gamme de disciplines techniques.

Nous excellons dans la réalisation de petites et grandes productions impliquant souvent des exigences logistiques complexes. Nous prenons soin de tous les aspects concernés, notamment le son et l'éclairage, le décor, les thèmes choisis, la restauration, le personnel et les divertissements. Nous proposons une gamme complète de services de gestion d'événements de la plus haute qualité.

La créativité est présente dans tout ce que nous faisons, à commencer par les services de notre équipe interne de designers, à l'imagination débordante ; on la retrouve également chez nos spécialistes en approvisionnement pour qui aucune demande de client, quel que soit son niveau d'exigence, n'est impossible.

Nous devons notre renommée à nos idées audacieuses et à une exécution sans faille, qui nous permettent de garder la tête haute. Au moment de concevoir un événement, nous dépassons les standards et plaçons la barre toujours plus haut afin de d'offrir des célébrations exceptionnelles.

PLATINUM

PLATINUM发展简史

Platinum公司成立于2004年，致力于为世界各地广泛的个人客户、贵宾、名流、企业和政府机构精心构思和举办各类国际盛会与品牌体验活动。

我们在创新与创意方面赢得的声誉依托的是扎实的技术专长和对细节的关注，对每份设计纲要均实行统包。

Platinum是路易威登、历峰和劳斯莱斯等众多国际奢侈品牌、埃尔顿·约翰和坎耶·韦斯特等娱乐圈传奇人物以及阿布扎比、迪拜、卡塔尔和沙特阿拉伯等国家和地区政府部门的首选活动策划公司。

Platinum公司总部位于迪拜，其业务和影响力遍及世界上许多最热门的地区，如戛纳、香港、日本、马尔代夫、摩纳哥、巴黎、普吉岛、塞舌尔和多伦多等，是众多备受瞩目的名门婚礼、产品发布会和贵宾庆祝活动的幕后运作品牌。

PLATINUM有何不同

Platinum拥有一支热情洋溢、极富创造力的国际专家团队，团队成员在许多技术领域均具有专长且经验丰富，致力于为客户精心策划和举办各类活动。

活动策划通常会涉及复杂的后勤要求，包括音响和照明、装饰、特定主题、优质餐饮、规范的人员配置、世界级的娱乐活动以及全方位的活动管理服务，而无论活动规模大小，我们均能游刃有余。

从我们极具想象力的内部设计师团队到采购专员的服务，创意在我们的工作中无处不在，对我们而言，无论客户的要求多么具有挑战性，一切皆有可能。

大胆的创意和完美的执行力让我们充满活力。在策划活动时，我们从不墨守成规，而是不断树立新的标杆，不断追求更高的标准，为客户提供卓越的服务。

我们致力于打造情感体验，

我们的活动策划者能够让您所选择的受众获得独特的经历和宝贵的记忆，使之感同身受、回味无穷。



创始人兼董事长

PLATINUM

ИСТОРИЯ PLATINUM

С момента основания в 2004 году компания Platinum разрабатывает и организовывает успешные международные мероприятия и фирменный стиль для широкого круга отдельных клиентов, персон VIP, знаменитостей, компаний и правительственные организаций по всему миру.

Наше стремление к инновациям и творчеству подкреплено обширными техническими знаниями, вниманием к деталям и готовностью выполнять желания заказчика «под ключ».

Platinum выбирают многие элитные международные бренды LVMH, Richemont и Rolls Royce, легенды шоу-бизнеса, такие как Элтон Джон и Канье Вест, и правительственные организации Абу-Даби, Дубая, Катара и Саудовской Аравии.

Наша штаб-квартира расположена в Дубае, а представительства открыты в ключевых точках мира: Каннах, Гонконге, Японии, Мальдивах, Монако, Париже, Пхукете, Сейшеллах и Торонто. Наше портфолио впечатляет проектами для высокого общества, среди которых – свадьбы, запуски продуктов и мероприятия для избранных.

Авторы и организаторы уникальных проектов и поставщики невероятных впечатлений, нацеленных на вашу аудиторию. Мы превращаем события в эмоции.



Основатель и
председатель

ОТЛИЧИЕ PLATINUM

Наша команда собрала профессионалов со всего мира, которые горят своим делом и хотят разрабатывать успешные мероприятия, а их техническая специализация охватывает различные сферы.

Platinum преуспела в разработке как небольших, так и масштабных проектов, в которых часто требуется грамотно организовать логистику и кейтеринг, придерживаться уникальной стилистики, спроектировать освещение, звук, декор, подобрать квалифицированных работников, пригласить первоклассных артистов и выполнить ряд других организационных задач.

Мы творчески подходим к любой задаче – начиная с того, как наши штатные дизайнеры подключают свое богатое воображение к проекту, и вплоть до наших специалистов по закупкам, которых не остановит даже самое экзотическое желание клиента.

Мы удерживаем лидерство благодаря ярким идеям и безупречной работе. При организации события Platinum не исповедует банальный подход, а задает новые стандарты и без устали их повышает.

PLATINUM

EL LEGADO PLATINUM

Platinum, fundada en 2004, ha tenido el privilegio de diseñar y organizar eventos internacionales y experiencias de marca de éxito para un gran número de clientes individuales, VIP, famosos, empresas y organismos gubernamentales de todo el mundo.

Nuestra reputación por innovación y creatividad se basa en nuestros sólidos conocimientos técnicos y atención por los detalles, con un enfoque llave en mano a los requisitos de cada cliente.

Platinum es la compañía organizadora de eventos elegida por un gran número de marcas de lujo internacionales, como LVMH, Richemont y Rolls Royce, leyendas del espectáculo como Elton John y Kanye West, así como organismos gubernamentales desde Abu Dhabi y Dubái hasta Qatar y Arabia Saudí.

Con sede en Dubái pero con presencia internacional y experiencia en algunas de las ubicaciones más codiciadas del mundo, como Cannes, Hong Kong, Japón, Maldivas, Mónaco, París, Phuket, las Seychelles y Toronto, Platinum cuenta con un extenso catálogo de bodas de alta sociedad, lanzamientos de productos y celebraciones VIP.

LA DIFERENCIA PLATINUM

Los conocimientos de Platinum, apoyados en un equipo internacional de expertos profesionales, con experiencia, innovación y pasión por crear y organizar eventos de éxito, abarcan una extensa gama de disciplinas técnicas.

Somos expertos en producciones a pequeña o gran escala que a menudo implican complicados requisitos logísticos que incluyen luz y sonido, decoración, temáticas exclusivas, catering de calidad, personal cualificado, entretenimiento de primer nivel y todo el rango de servicios de gestión de eventos.

Incorporamos la creatividad a todo lo que hacemos, lo que comienza con los servicios de nuestro imaginativo equipo de diseñadores internos y llega hasta nuestros especialistas en compras, para quienes no existe una solicitud del cliente que sea imposible, no importa lo difícil que sea.

Nuestra reputación, basada en ideas creativas y ejecución impecable, nos impulsa hacia delante. No seguimos las reglas cuando llega el momento de diseñar un evento, sino que definimos nuevos estándares y subimos el listón continuamente para ofrecer ocasiones excepcionales.

Creadores y organizadores de experiencias únicas y recuerdos imborrables que conectan e implican a su público objetivo, aportamos emoción a las experiencias.



Fundador y presidente





CORPORATE

From captivating product or brand launches to glamorous receptions, sophisticated dinners and one-of-a-kind celebrations, we redefine the criteria for a successful event.

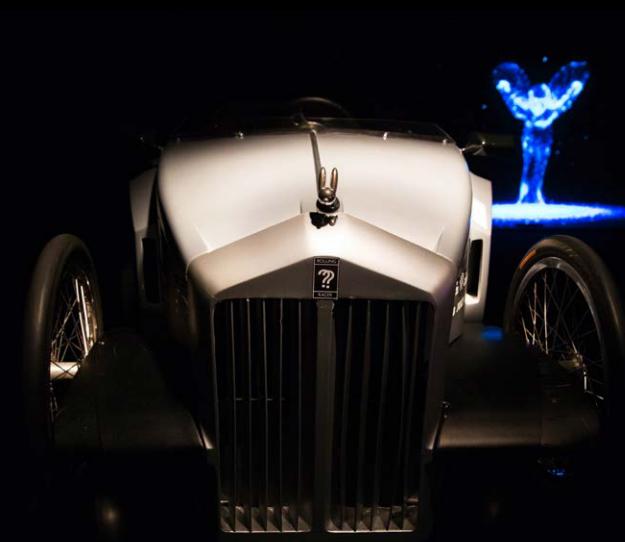
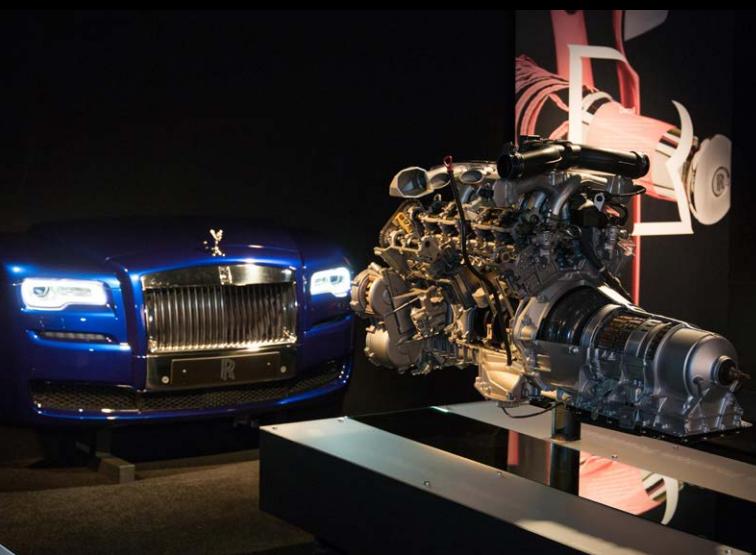
ROLLS-ROYCE

INSIDE ROLLS-ROYCE DUBAI

The first interactive public exhibition of its kind in the region, guests were taken on a multi-sensory journey to experience Rolls-Royce's world-renowned engineering, design and craftsmanship for unique insight into the remarkable lengths required to create the world's most luxurious motor car.



Accept nothing nearly right or good enough
SIR HENRY ROYCE







ROLLS-ROYCE BLACK BADGE DUBAI AUTODROME

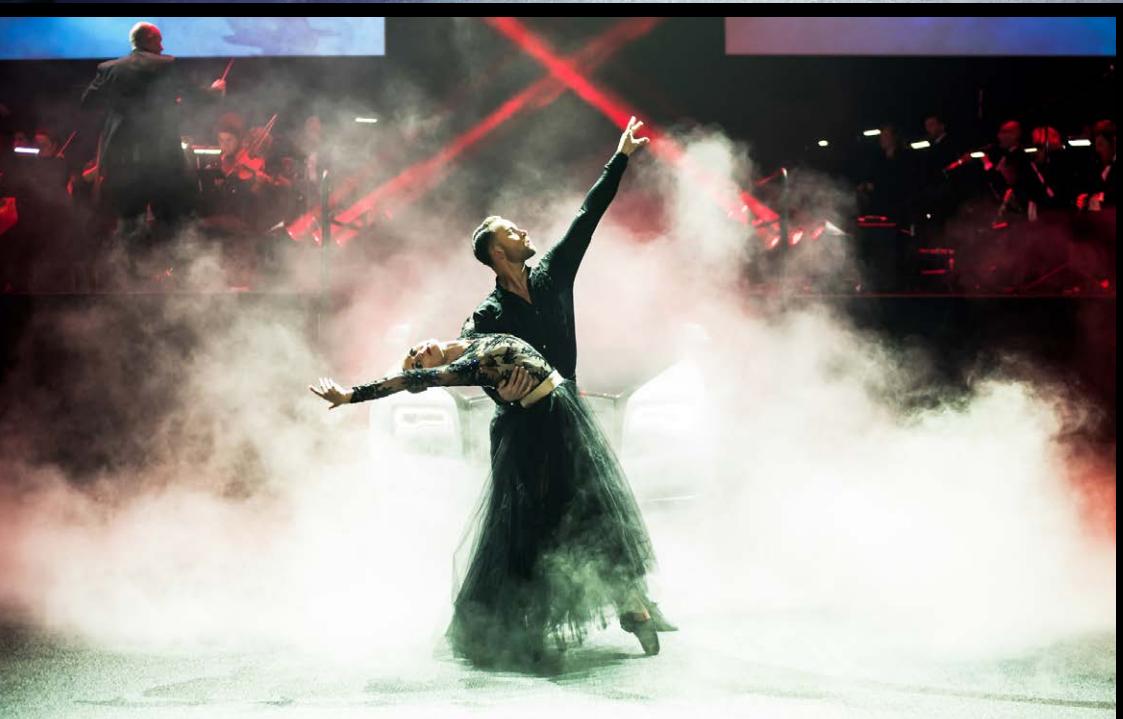
The Rolls-Royce Black Badge Drive Experience gave invited guests a one-of-a-kind opportunity to experience the power and thrill of life behind the wheel of a Black Badge Ghost and Black Badge Wraith.

ROLLS-ROYCE

THE OPUS COLLECTION LAUNCH DU FORUM, ABU DHABI

The dramatic unveiling of 10 bespoke Rolls-Royce cars in front of 300 brand patrons was set against a live musical backdrop featuring the NSO Symphony Orchestra.



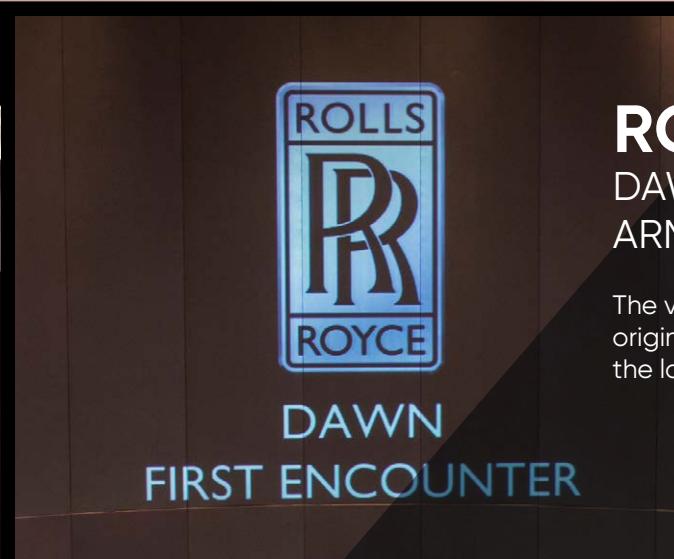


ROLLS-ROYCE

PHANTOM SERIES II LAUNCH ONE&ONLY ROYAL MIRAGE, DUBAI

An entertaining red carpet first encounter and unveiling of the Rolls-Royce Phantom Series II at the One&Only Royal Mirage in collaboration with Vertu.





ROLLS-ROYCE DAWN LAUNCH ARMANI HOTEL DUBAI

The vibrant Downtown Dubai district and region's original design hotel was the luxurious setting for the launch of the Rolls-Royce Dawn.





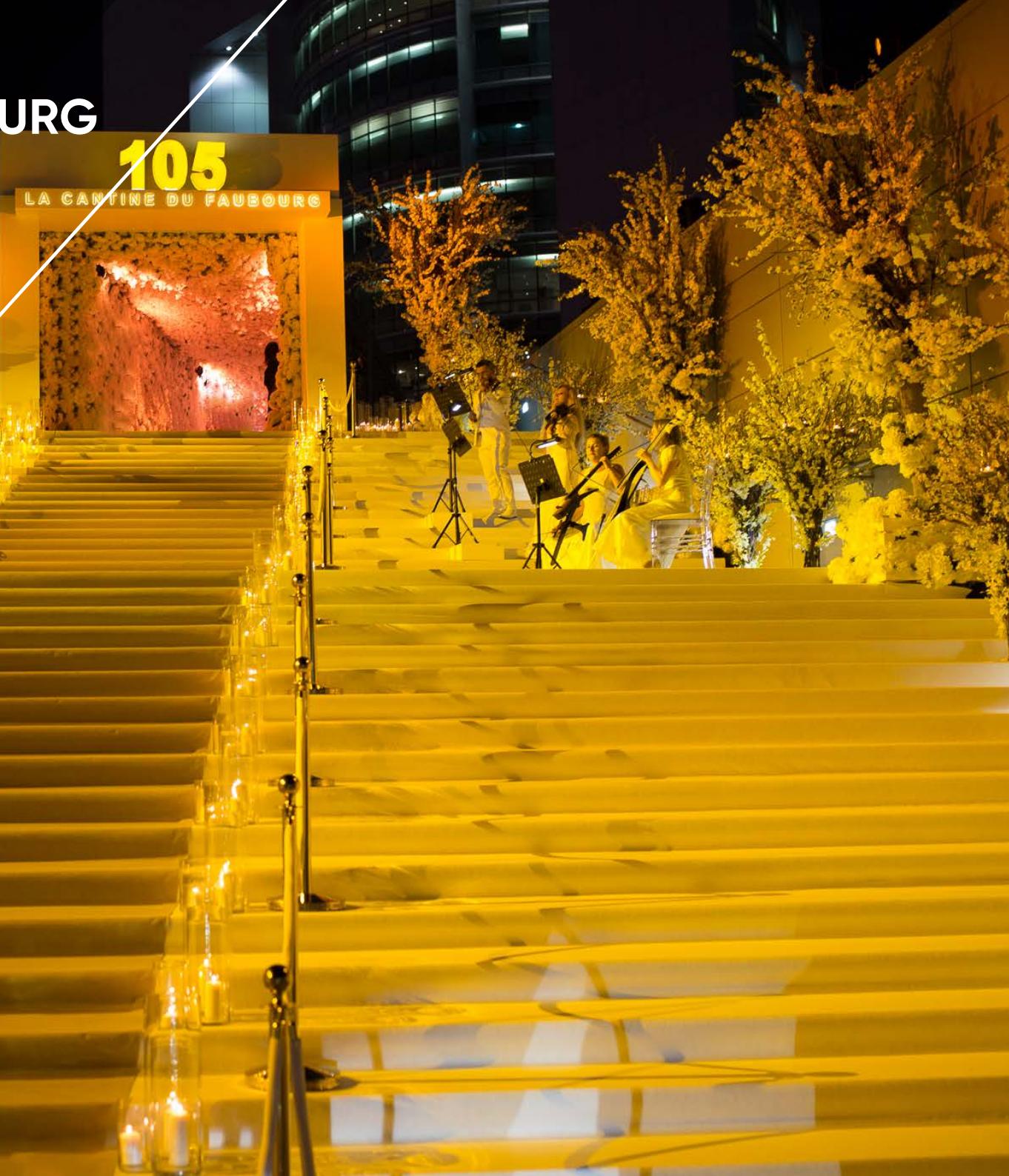
ROLLS-ROYCE WRAITH LAUNCH EMIRATES TOWERS, DUBAI

Automotive luxury twinned with high-end jewellery brand Mouawad Jewellery and in collaboration with Emirates NBD Private Banking for the launch of the Rolls-Royce Wraith to a discerning audience.

LA CANTINE DU FAUBOURG

1ST ANNIVERSARY PARTY
EMIRATES TOWERS, DUBAI

A glittering evening of live music, gourmet catering and mingling in the elegantly dressed garden setting of this popular urban dining destination.





LA CANTINE DU FAUBOURG

LA ISLA BOHO 105 2ND ANNIVERSARY PARTY
EMIRATES TOWERS, DUBAI

An iconic second anniversary event with chic bohemian influences, a gourmet cocktail menu, signature beverages and live performance by Afro-soul artist Inna Modja.

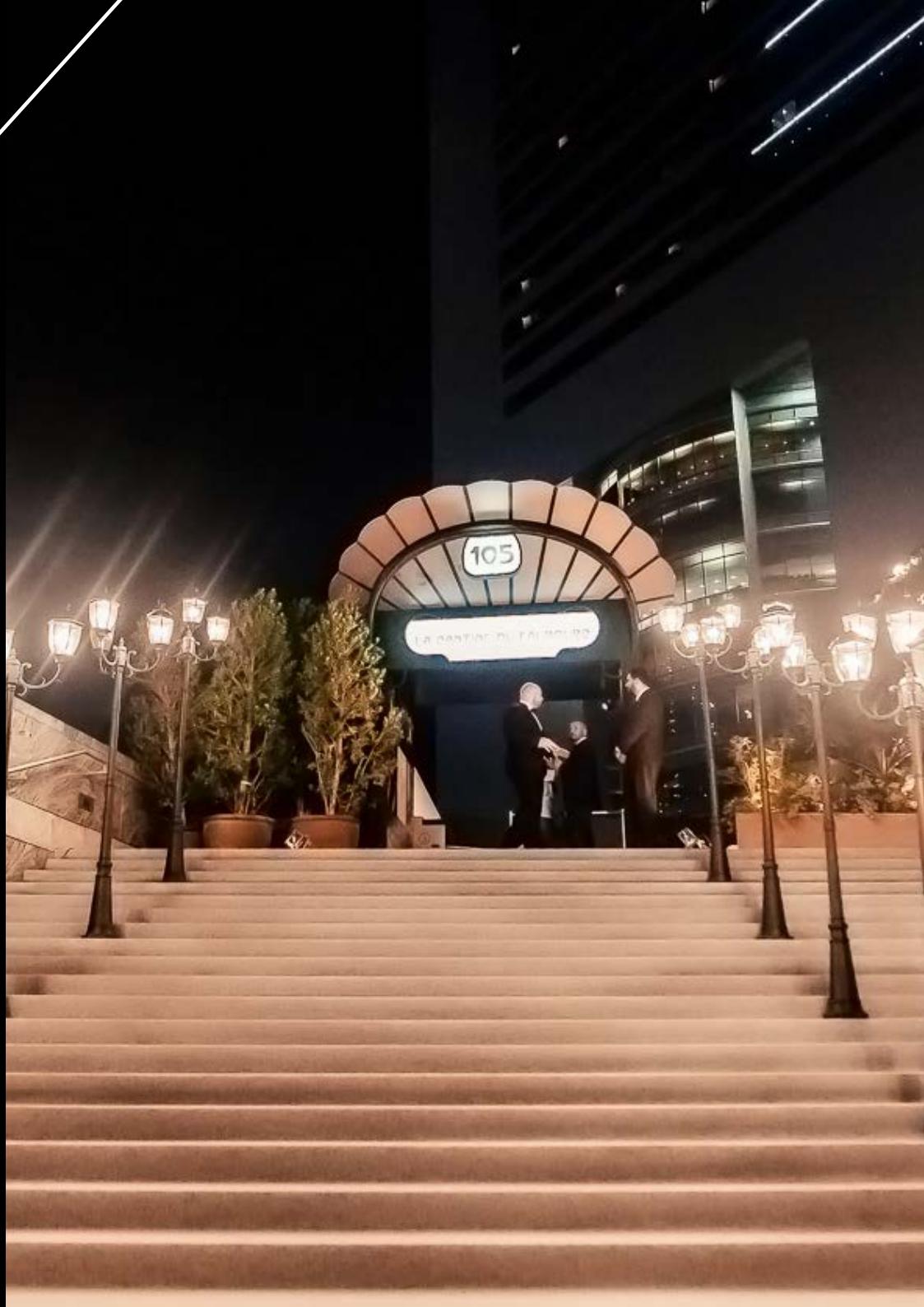


LA CANTINE DU FAUBOURG

3RD ANNIVERSARY PARTY

EMIRATES TOWERS, DUBAI

A unique play on the City of Light was brought to life in an underground universe featuring an eclectic visual take on Paris' best loved historical and cultural quartiers and the characters that live there.





LA CANTINE DU FAUBOURG

4TH ANNIVERSARY PARTY
EMIRATES TOWERS, DUBAI

A pop rock themed party to celebrate the restaurant's fourth anniversary brought a rebel ambiance to life with a setting reminiscent of the vibrant London scene of the 70s and 80s.



LA CANTINE DU FAUBOURG

CINEMA 105 PARTY

EMIRATES TOWERS, DUBAI

Held in partnership with Dubai International Film Festival, a dazzling 'live from the red carpet' evening of entertainment was attended by a prominent audience of local and international guests with music by Version Originale.









FERRARI & HUBLOT

FERRARI 25TH ANNIVERSARY WATCH LAUNCH
DUBAI

The Ferrari pit team brought the race track experience to the Al Tayer Motors showroom for the prestigious launch of an Hublot crafted Ferrari 25th anniversary commemorative watch.

MASERATI

MASERATI ALL RANGE PRESS CONFERENCE DUBAI

The thrilling tailor-made drive platform gave regional media an exclusive opportunity to test drive the latest Maserati range in a variety of exciting on and off-road scenarios.





CHOPARD CLASSIC RALLY 2018 EDITION ARMANI HOTEL, DUBAI

Organized by Chopard, along with partner Ahmed Seddiqi & Sons and Emaar Properties, the rally saw 30 classic sports cars, coming from around the region and the US race across the UAE in a challenging competitive regularity rally.

SEPHORA

SMAC

QASR AL SARAB, ABU DHABI

Sephora Middle East
Annual Convention 2019





DUBAI FIRST

ROYALE CREDIT CARD LAUNCH
DIFC, DUBAI

Dubai International Financial Centre was the iconic setting for this high-profile launch event for 300 guests in the shadow of The Gate complete with canopied dining elegance and equestrian display.









AL BARARI

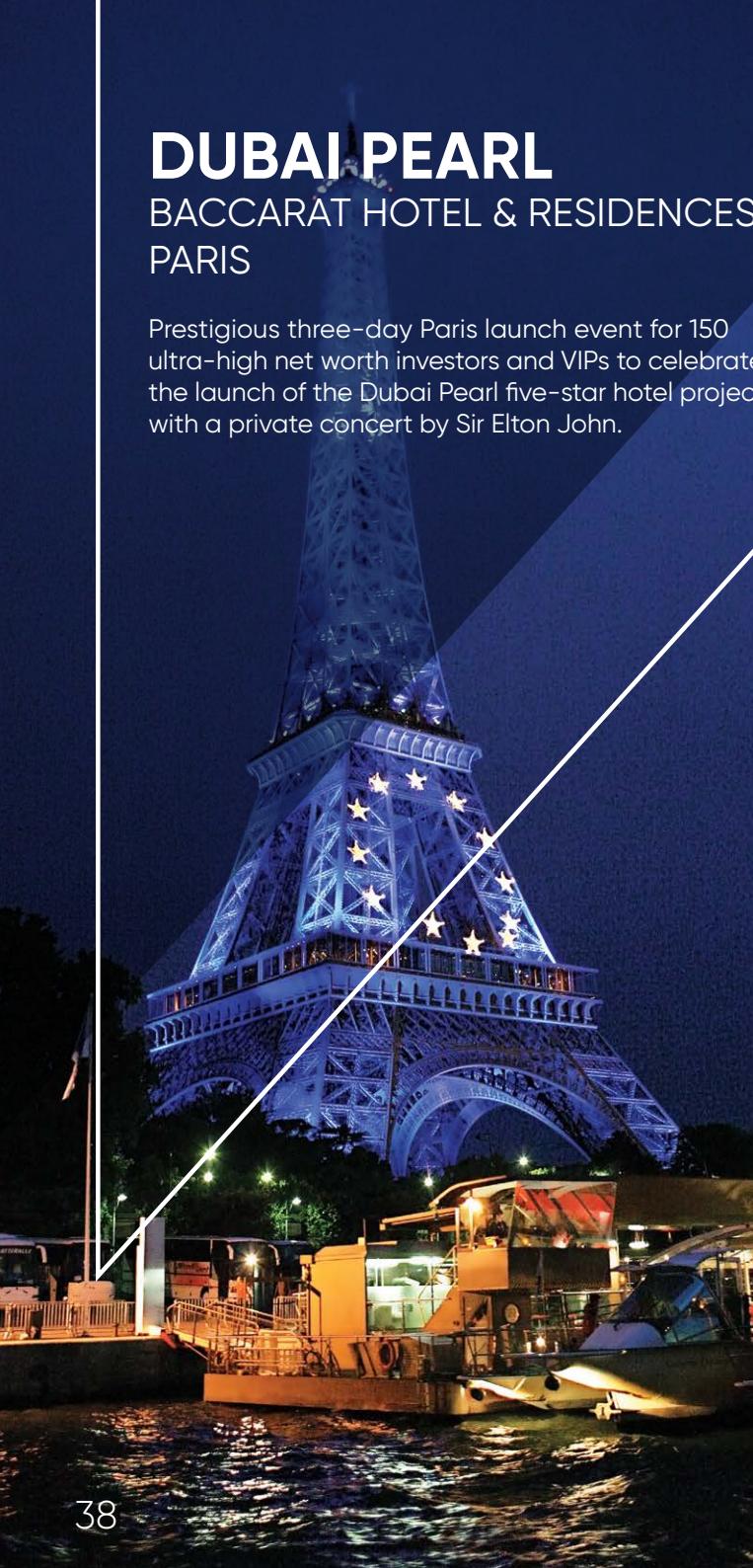
AL BARARI VILLAS LAUNCH
AL BARARI, DUBAI

Gold, white and a lush green theme to reflect the natural surroundings of the Al Barari community was the theme for the onsite launch of the Al Barari Villa in the presence of the Bin Zaal family.

DUBAI PEARL

BACCARAT HOTEL & RESIDENCES LAUNCH PARIS

Prestigious three-day Paris launch event for 150 ultra-high net worth investors and VIPs to celebrate the launch of the Dubai Pearl five-star hotel project with a private concert by Sir Elton John.





A motor racing theme underpinned this highly entertaining evening event followed by an elegant cocktail party and sparkling gala dinner.





EXHIBITIONS

Stand out from the crowd and ensure your brand is directly in the line of sight with a compelling live experience courtesy of our signature flair for presentation and exclusivity.





LORO PIANA

THE GIFT OF KINGS DUBAI OPERA HANGING GARDEN

The Dubai debut of the latest world's finest raw material from luxury Italian label with the launch of its Gift of Kings wool collection.





DUBAI WATCH WEEK

GALA DINNER
THE RITZ-CARLTON, DIFC, DUBAI

To celebrate the third edition of the luxury annual event, the gala dinner cleverly showcased the inner workings of classic timepieces with an unexpected and well received creative proposal.





DUBAI WATCH WEEK

THIRD EDITION
DUBAI INTERNATIONAL FINANCIAL CENTRE

Turnkey project for the third iteration of the high-profile showcase covering 10,000 square metres and involving 15 different settings, 45 premium suppliers over seven months of pre-event planning, 2,700 development hours, 30 days set-up and management of 1,000 staff per day.

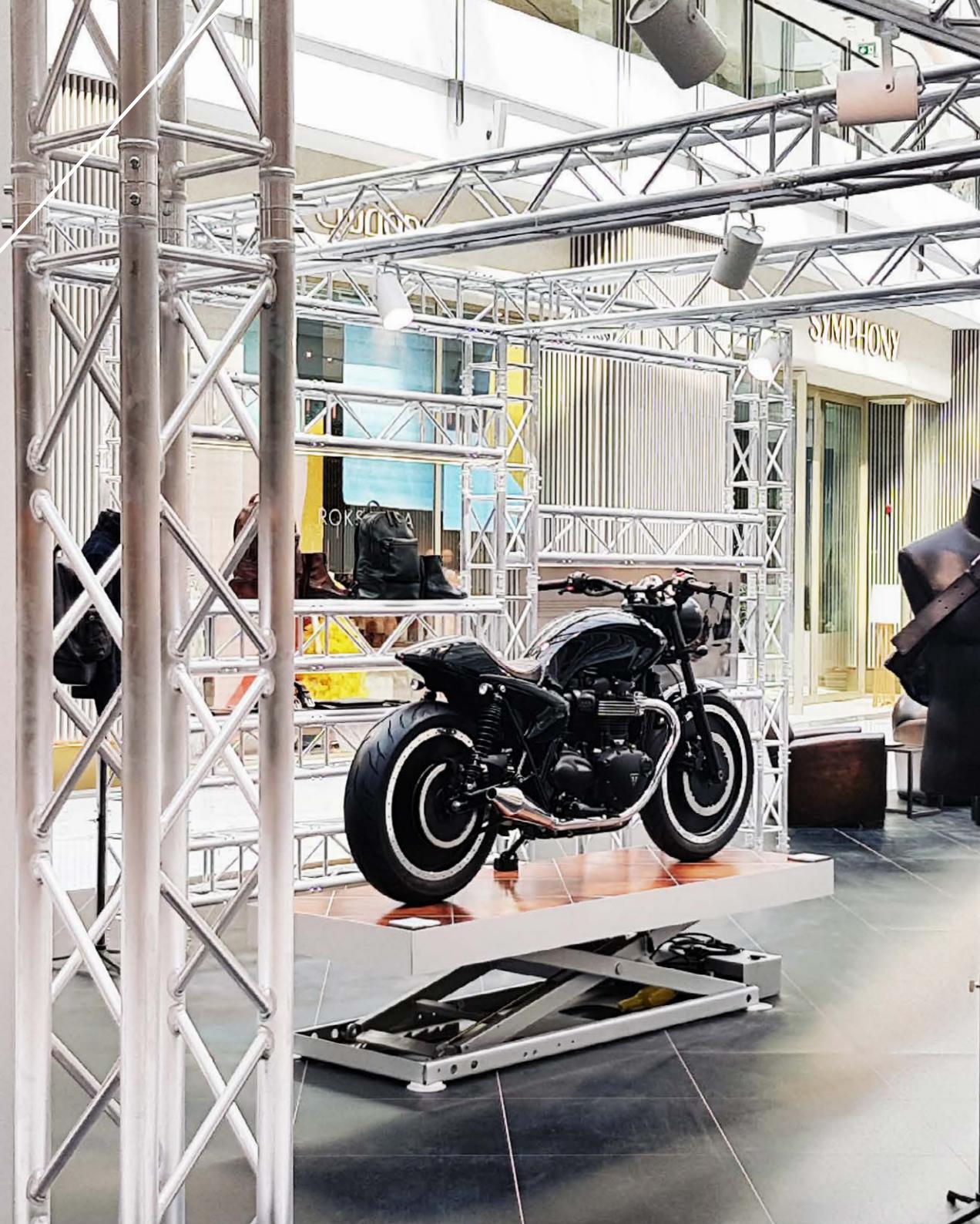
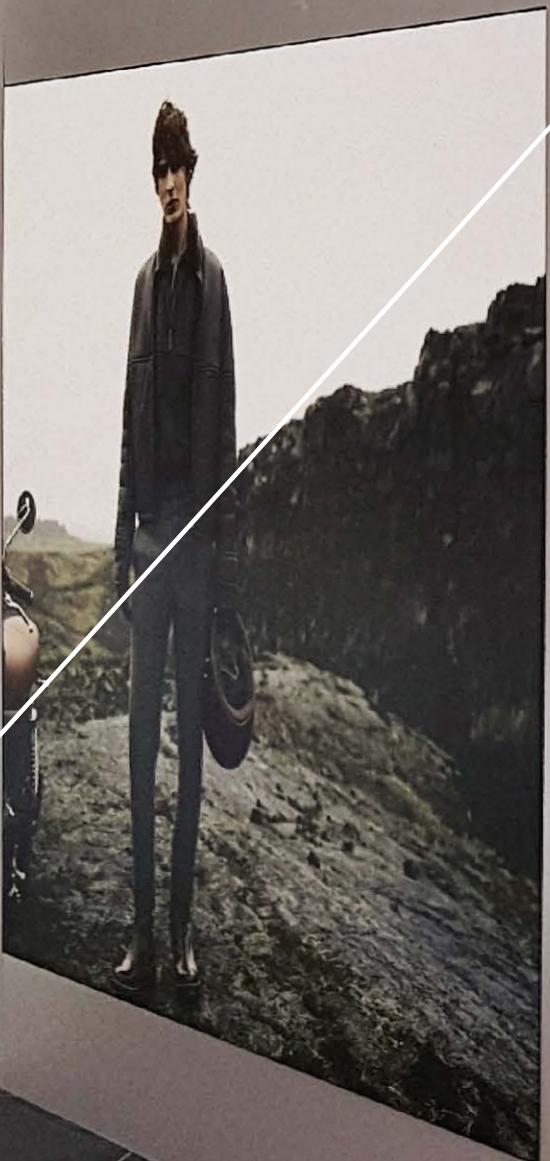


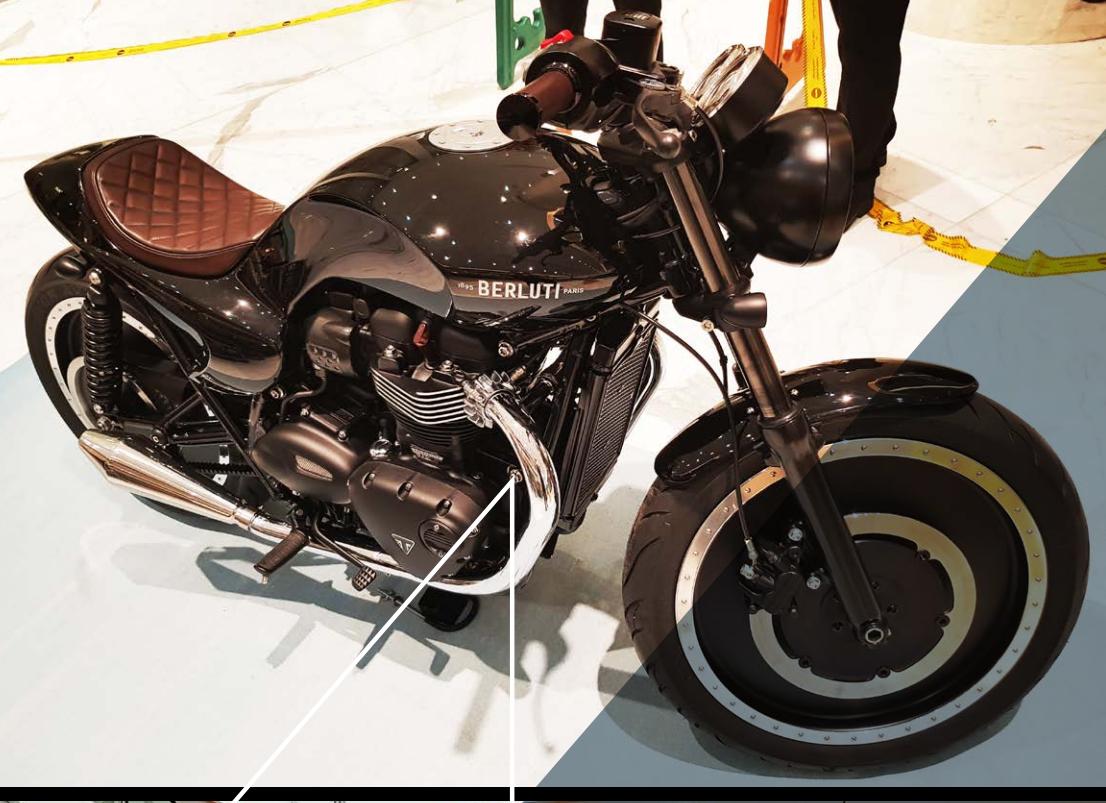






Berluti
Paris





BERLUTI OFF THE ROAD EXHIBITION THE DUBAI MALL

Berluti held its first Off The Road exhibition in New York with Dubai selected as the second of just three global destinations chosen to host the event. Eight standout and-crafted Vitello Fiore leather pieces from the brand's Off The Road collection took centre stage and were inspired by the quilted, protective aspect of the biker bomber. Guests had the opportunity to view a cross-body bag, gloves, backpack and wallet, as well as a pair of Norwegian construction boots and a helmet created in partnership with Veldt.

VAN CLEEF & ARPELS

THE POETRY OF TIME EXHIBITION
THE DUBAI MALL

Visitors were invited to enter the world of Van Cleef & Arpels in this specially constructed octagonal exhibition space with an exquisite collection of jewellery and timepieces with ballet dancers adding a whimsical touch.

Van Cleef & Arpels



The Poetry of Time

Van Cleef & Arpels

Van Cleef & Arpels



FASHION, JEWELLERY & TIMEPIECES

Platinum understands and appreciates the subtleties, nuances and demands of placing the world's finest fashion, jewellery and timepiece brands on an event pedestal.

BVLGARI

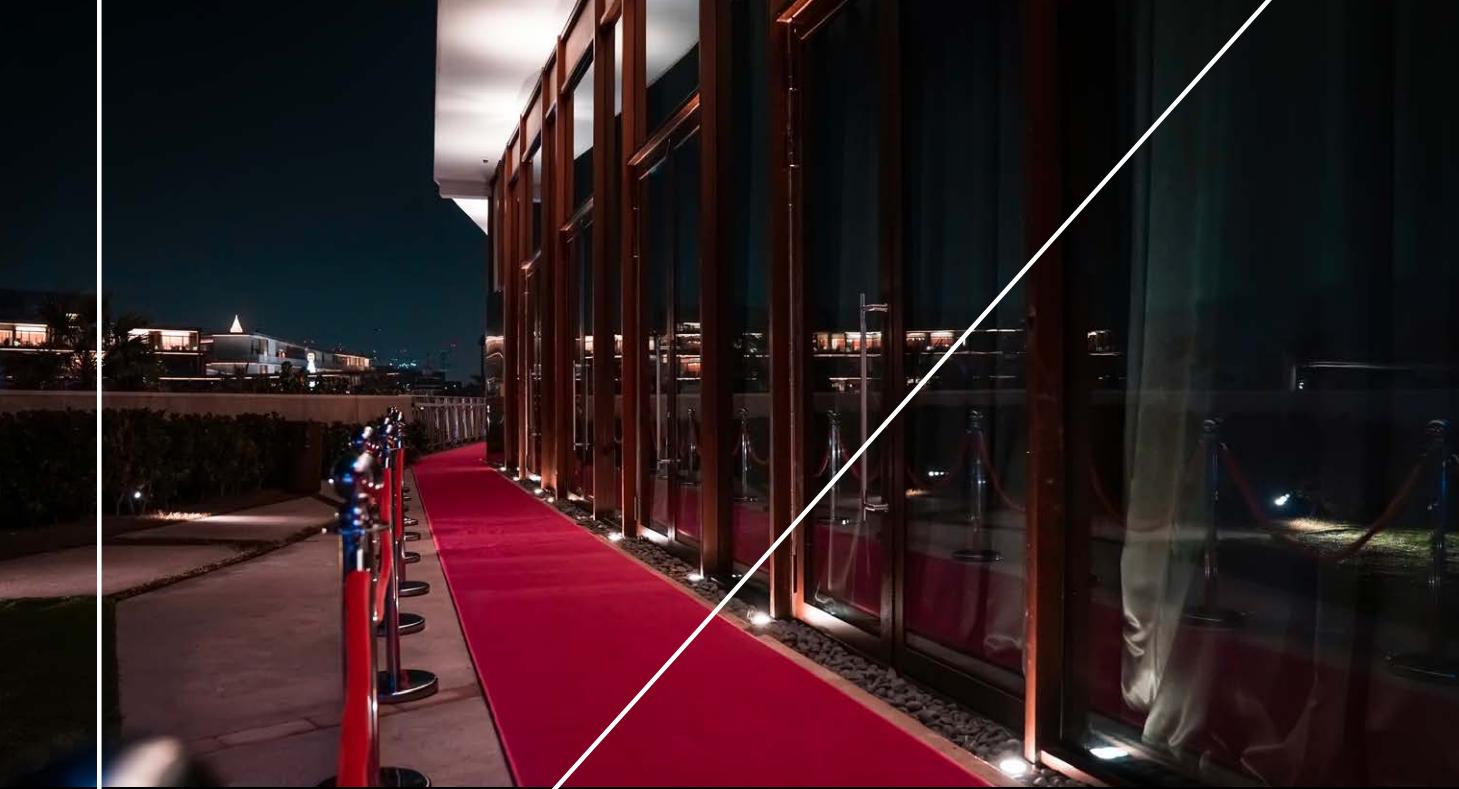
WILD POP COLLECTION LAUNCH BVLGARI RESORT DUBAI

The new Bvlgari Resort in Dubai was the setting for the regional launch of the brand's Wild Pop collection and an al fresco evening with an emphasis on slick glamour, catwalk action and a glittering finale.



BVLGARI











IWC SCHAFFHAUSEN

150-YEARS JUBILEE DINNER BURJ KHALIFA DUBAI

The iconic timepiece brand IWC Schaffhausen chose to celebrate 150 years of expert craftsmanship at the world's tallest building with an exquisitely curated evening featuring a cocktail reception, dinner and after-party event for a hand-picked guestlist of 150 VIPs.

HUBLOT

MATCH OF FRIENDSHIP

DUBAI OPERA HANGING GARDEN

The stunning outdoor setting at the heart of Downtown Dubai was transformed into a football pitch for a one-off game featuring 10 of the soccer world's acclaimed legends including Pelé and Marcello Lippi.





DIOR

FASHION SHOW

DUBAI INTERNATIONAL FINANCIAL CENTRE

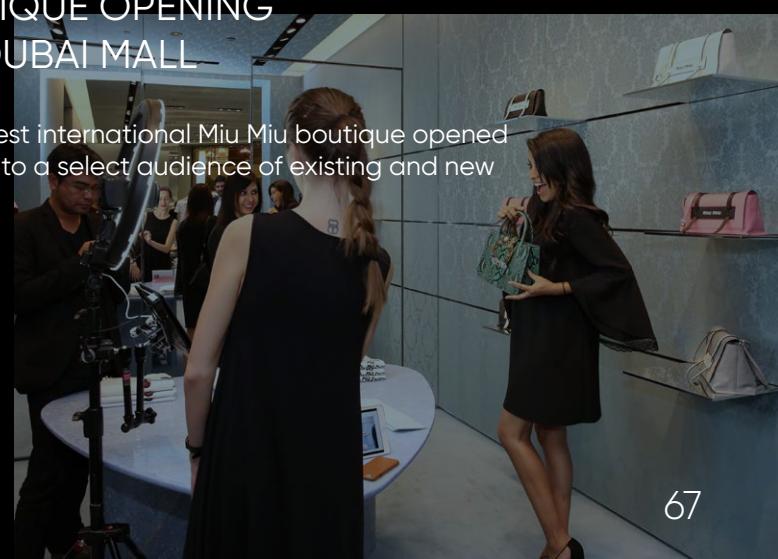
The city's financial heartland was the chosen catwalk for the Dior fashion event held in collaboration with the National Bank of Dubai's Private Banking division in the open-air setting of The Gate.





MIU MIU BOUTIQUE OPENING THE DUBAI MALL

The newest international Miu Miu boutique opened its doors to a select audience of existing and new clients.



BVLGARI

LE GEMME REALI LAUNCH BREAKFAST BVLGARI RESORT, DUBAI

A different approach to a high-end fragrance launch involving a collection of interactive activities to surprise and delight the invited audience.





THE HARMONIST LAUNCH CANNES



The opening of a new boutique from Parisian maison de parfum 'The Harmonist' was timed with the Festival de Cannes and featured a host of invited celebrities including Kate Hudson, Orlando Bloom, Karolina Kurkova, Ivana Trump and Heidi Klum. The brand's latest feng shui inspired elemental fragrance was showcased with Platinum turnkey event organisation and delivery.

SIGNATURE

LAUNCH AND GALA DINNER
DUBAI AND ABU DHABI

For the first time in the region, Signature brought together 10 brands from around the world for a five-day exhibition of exclusive, avant-garde and precious jewellery at a VIP invited guest and media reception.





CHANEL CRUISE COLLECTION DUBAI

A private island located off the coast of Dubai was the inspired Arabian Nights style setting for Karl Lagerfeld's launch of his Chanel Cruise Collection.

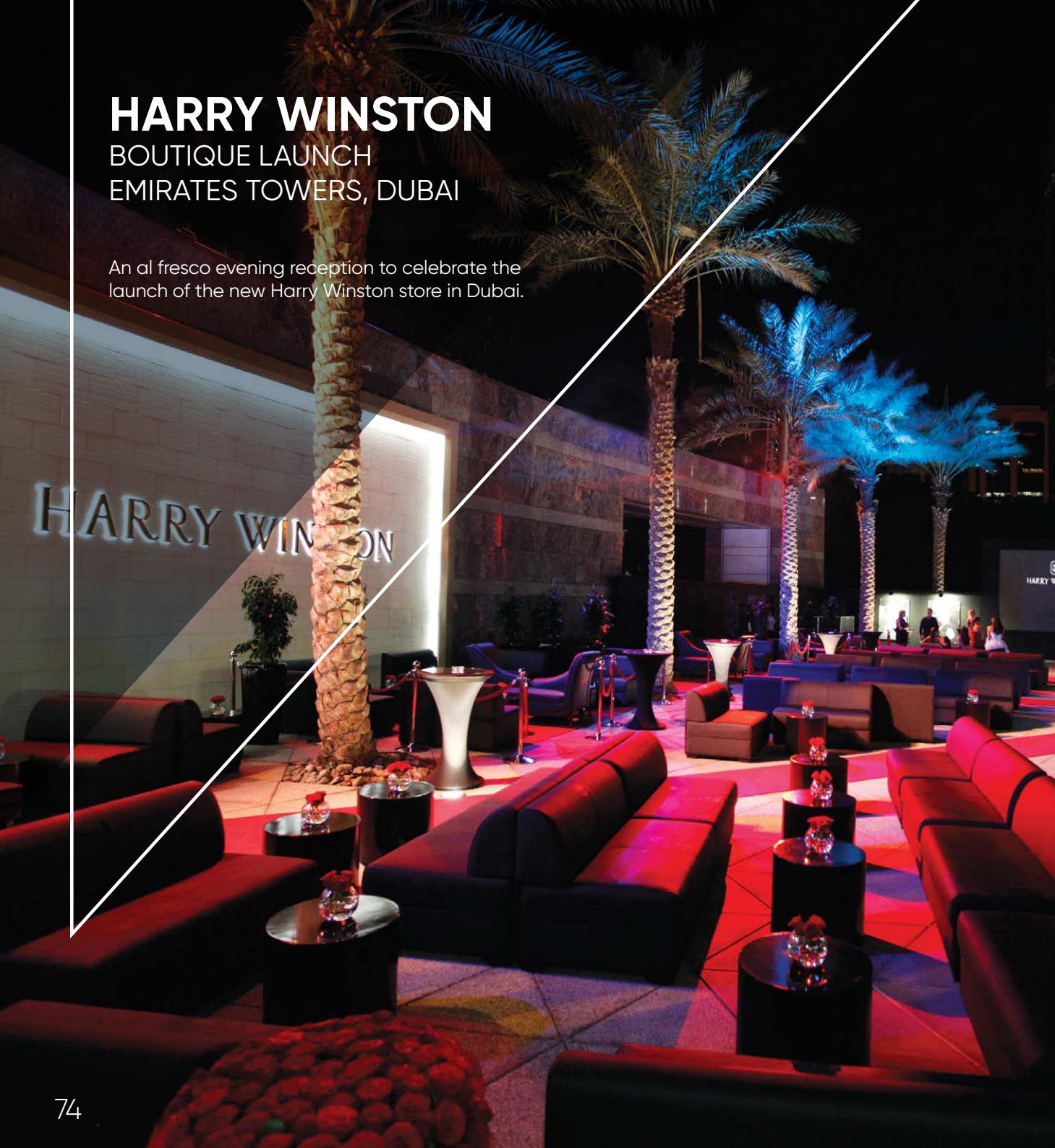




HARRY WINSTON

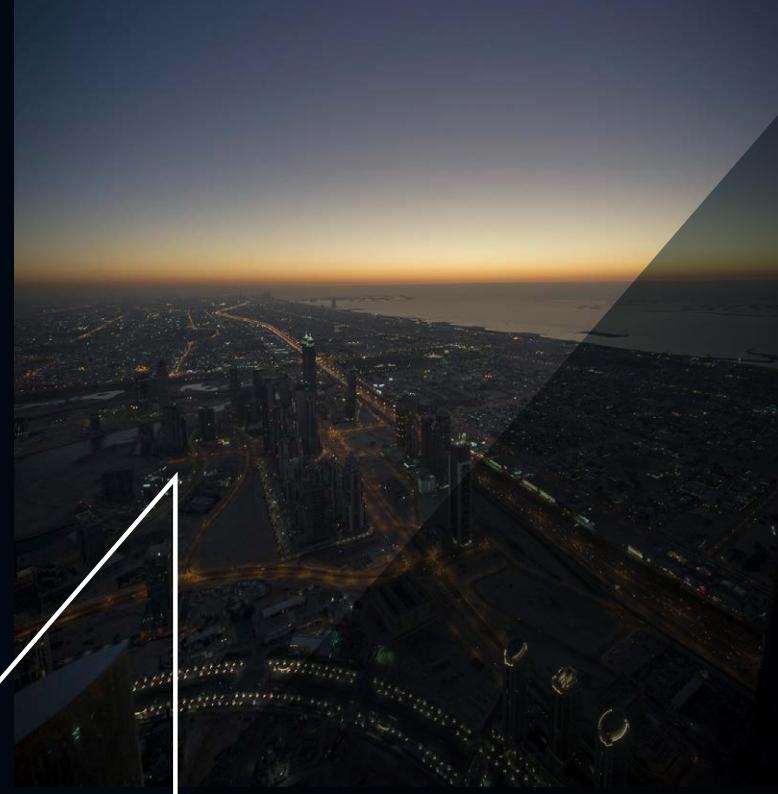
BOUTIQUE LAUNCH
EMIRATES TOWERS, DUBAI

An al fresco evening reception to celebrate the launch of the new Harry Winston store in Dubai.



CHAUMET

PARIS



CHAUMET

PRIVATE HIGH JEWELLERY EXHIBITION
BURJ KHALIFA, DUBAI

Level 153 of the world's tallest tower was transformed into a private audience styled boutique complete with a master craftsman in residence, and elegant display cases.

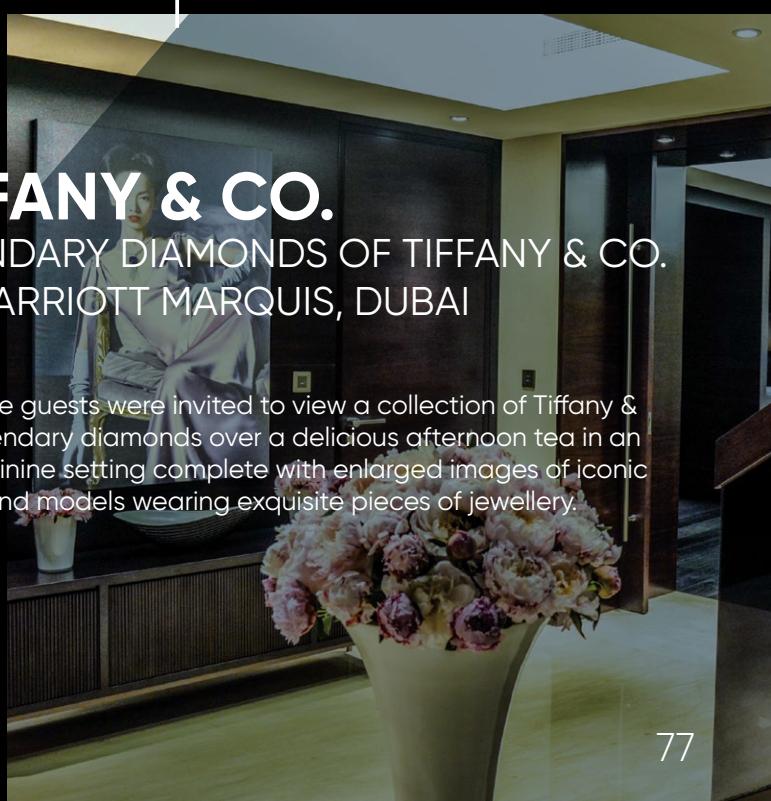
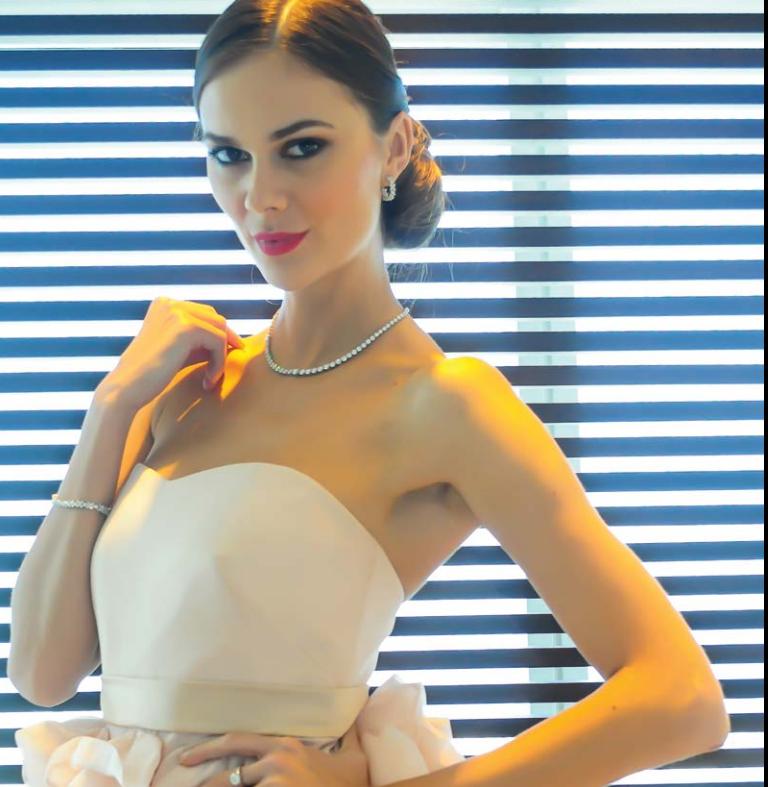


GRAFF

PRIVATE DIAMOND SALES SALON EMIRATES PALACE, ABU DHABI

A private suite at the landmark Emirates Palace was given a Graff makeover using an elegant cream palette against which a hand-selected collection of diamond pieces was showcased to female VIPs.





VIP female guests were invited to view a collection of Tiffany & Co.'s legendary diamonds over a delicious afternoon tea in an ultra-feminine setting complete with enlarged images of iconic women and models wearing exquisite pieces of jewellery.

IWC SCHAFFHAUSEN

IWC FILMMAKERS AWARD 2012-17

ONE&ONLY ROYAL MIRAGE, DUBAI

An annual event celebrating timepieces and the cinematic world, the location at one of Dubai's iconic luxury resorts welcomed a host of celebrities, entertainers and brand ambassadors from Cate Blanchett and Sir Patrick Stewart to Bryan Ferry and Rebecca Ferguson.







C
AUSEN

9th Dubai International Film Festival December 9-16, 2012

9th Dubai International Film Festival December 9-16, 2012



IWC
SCHAFFHAUSEN

IWC
SCHAFFHAUSEN

9th Dubai International Film Festival December 9-16, 2012

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IWC
SCHAFFHAUSEN

IWC
SCHAFFHAUSEN

9th Dubai International Film Festival December 9-16, 2012

VC



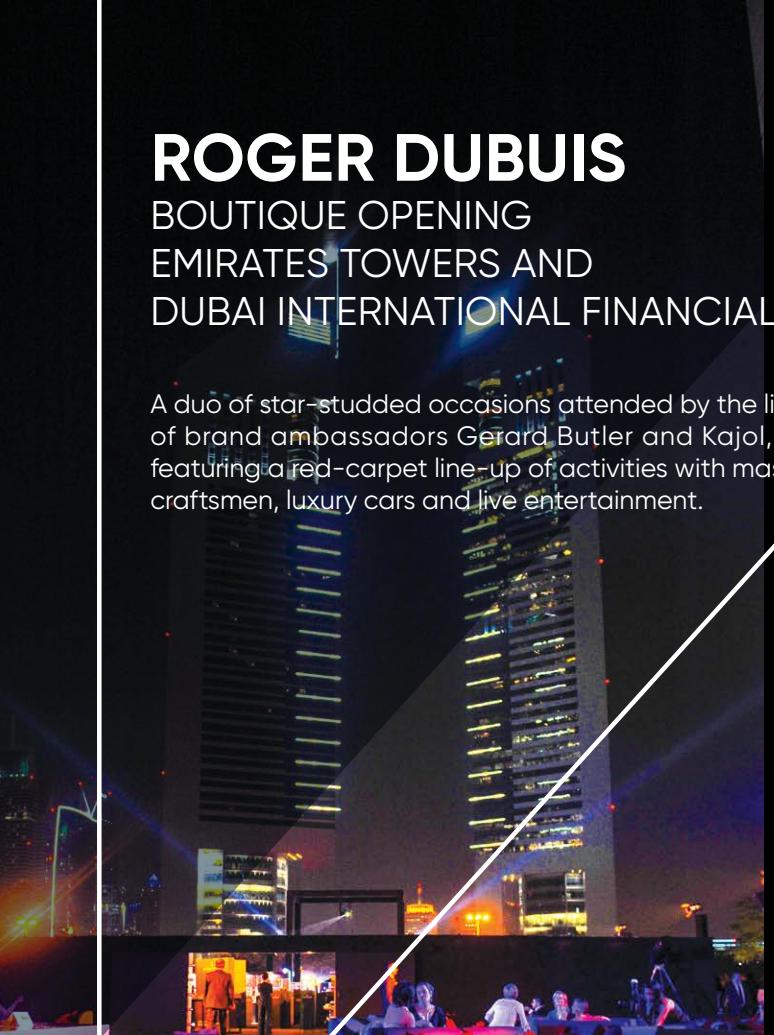
ROGER DUBUIS

BOUTIQUE OPENING

EMIRATES TOWERS AND

DUBAI INTERNATIONAL FINANCIAL CENTRE

A duo of star-studded occasions attended by the likes of brand ambassadors Gerard Butler and Kajol, featuring a red-carpet line-up of activities with master craftsmen, luxury cars and live entertainment.







GOVERNMENT

Platinum has been honoured to create and manage numerous government events over the years, and by the presence of UAE leaders, ministers and dignitaries in attendance.

**H.H. SHEIKH MOHAMMED
BIN ZAYED AL NAHYAN**

*Crown Prince of Abu Dhabi and
Deputy Supreme Commander
of the UAE Armed Forces*



**H.H. SHEIKH MOHAMMED
BIN RASHID AL MAKTOUM**

*Vice President and Prime Minister
of the UAE, and Ruler of Dubai*



**H.H. SHEIKH HAMED
BIN ZAYED AL NAHYAN**

*Chairman of Abu Dhabi
Crown Prince's Court and
Executive Council member*



**H.H. SHEIKH SAIF
BIN ZAYED AL NAHYAN**

*Deputy Prime Minister and
UAE Minister of Interior*



**H.H. SHEIKH NAHYAN BIN
MUBARAK AL NAHYAN**

*Cabinet Member and
UAE Minister of Tolerance*



HIGHNESSES & EXCELLENCIES



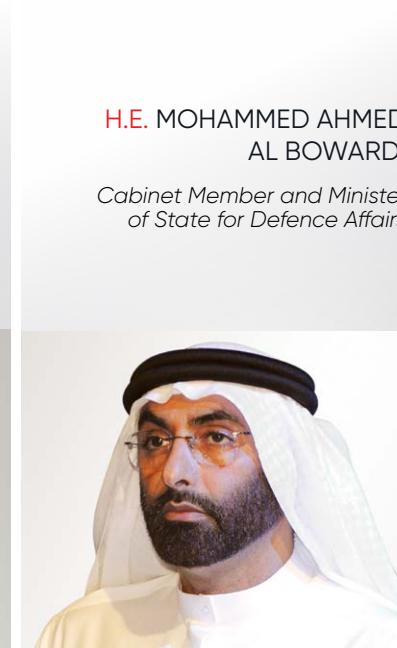
**H.H. SHEIKH MAKTOUM
BIN MOHAMMED BIN
RASHID AL MAKTOUM**
Deputy Ruler of Dubai



**H.H. SHEIKH HAMDAN
BIN ZAYED AL NAHYAN**
*Ruler's Representative in the
Al Dhafra Region and Chairman
of the Emirates Red Crescent*



**H.E. SHEIKHA LUBNA BINT
KHALID BIN SULTAN AL QASIMI**
*Cabinet Member and Minister
of State for Tolerance*



**H.E. MOHAMMED AHMED
AL BOWARDI**
*Cabinet Member and Minister
of State for Defence Affairs*



**H.E. SHEIKH RASHED
LAHEJ AL MANSOORI**
*Director-General,
General Administration of Customs,
Abu Dhabi*



ABU DHABI GOVERNMENT CALL CENTRE

800 555 CALL CENTRE LAUNCH
EMIRATES PALACE, ABU DHABI

Held in the presence of HH Sheikh Hamed Bin Zayed Al Nahyan,
HE Mohammed Ahmed Al Bawardi and
HE Rashed Lahej Al Mansoori.



ABU DHABI MEDIA GROUP THE NATIONAL NEWSPAPER LAUNCH EMIRATES PALACE, ABU DHABI

Held in the presence of HH Sheikh Mohammed
Bin Zayed Al Nahyan and HH Sheikh Hamed Bin
Zayed Al Nahyan.





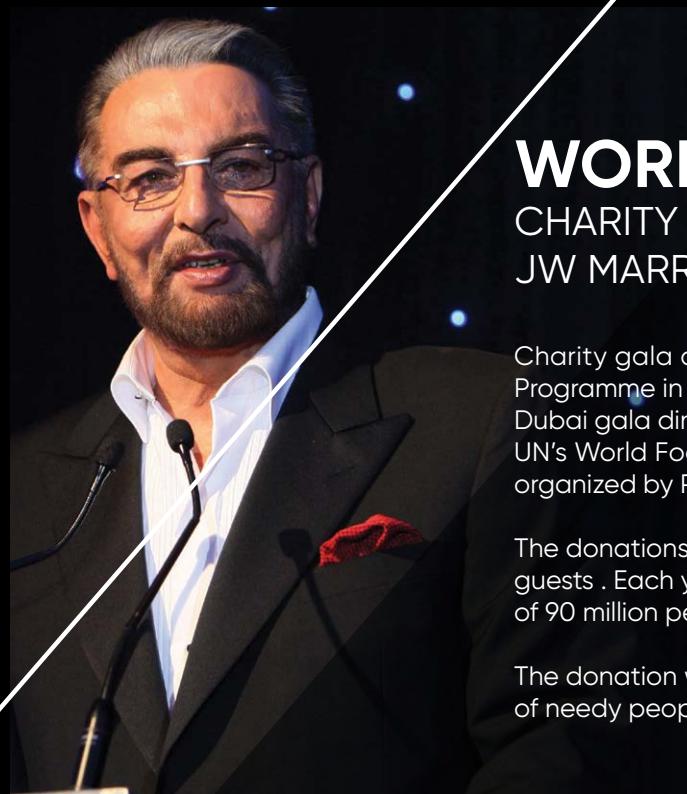
WORLD SUMMIT AWARD

AWARDS CEREMONY

YAS MARINA MEDIA CENTRE, ABU DHABI

Held in the presence of HH Sheikh Nahyan bin Mubarak Al Nahyan, HE Mohammed Ahmed Al Bawardi, HE Sheikha Lubna bint Khalid bin Sultan Al Qasimi, Peter Bruck (Chairman, World Summit Awards) and various dignitaries.





WORLD FOOD PROGRAMME CHARITY GALA DINNER JW MARRIOTT MARQUIS, DUBAI

Charity gala dinner and auction held in support of the World Food Programme in the presence of HH Sheikh Nahayan Mabarak Al Nahayan. Dubai gala dinner raises Dh1lm to help feed the needy was raised for the UN's World Food Programme at a gala dinner and auction in Dubai organized by Platinum

The donations raised at Wednesday's event, attended by more than 350 guests . Each year the World Food Programme (WFP) feeds an average of 90 million people in 70 countries.

The donation would "make a tangible impact" on the lives of thousands of needy people in the three countries.

NEW YORK UNIVERSITY

COMMENCEMENT EXERCISE 2014-17

NEW YORK UNIVERSITY, ABU DHABI

Held in the presence of HE Sheikh Nahyan bin Mubarak Al Nahyan and visiting dignitaries such as President Bill Clinton, Gordon Brown, Winnie Mandela.









CELEBRATIONS & WEDDINGS

Utmost perfection and inimitable charm, Platinum promises to create the most memorable day of your life with exquisite concepts and immaculate planning.

Whether you want to tie the knot on a grand scale with a ballroom event for 1,000-1,300 people in Dubai or on a private yacht in the Mediterranean in the company of close friends and with star-studded entertainment, Platinum offers a bespoke experience designed to your exacting requirements and budget.

We take the same tailor-made approach when it comes to special occasion celebrations such as an anniversary party in a five-star penthouse, intimate engagement dinner prepared by an award-winning chef in the privacy of your own home, or a surprise birthday party for a loved one with international DJ set and cake flown in from Cédric Grolet at Le Meurice in Paris.

Our well-travelled and well-connected team of international event professionals is committed to creating a uniquely engaging experience with our trademark attention to detail every step of the way. From hand-selected table linens, extravagant floral centerpieces, dramatic staging and state-of-the-art sound systems to our little black book of celebrity chefs, musical artists, performers and DJs, we promise to deliver exquisite perfection and create lasting memories.





PRIVATE CELEBRATION

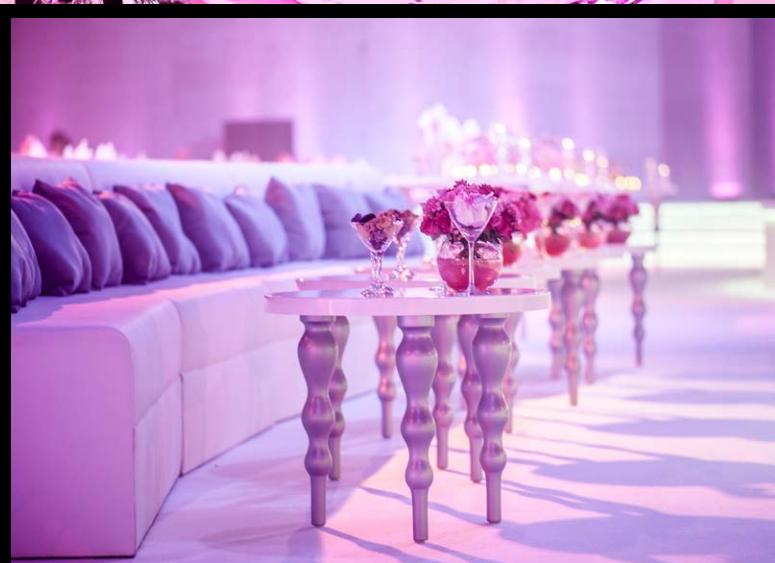
AT ATLANTIS, ONE OF A KIND.













ROYAL WEDDING

800 GUESTS IN ZABEEL HALL,
DUBAI WORLD TRADE CENTRE





GCC WEDDING

1300 GUESTS AT SHEIKH RASHID HALL,
DUBAI WORLD TRADE CENTRE.









PRIVATE WEDDING
AT ONE&ONLY ROYAL MIRAGE.



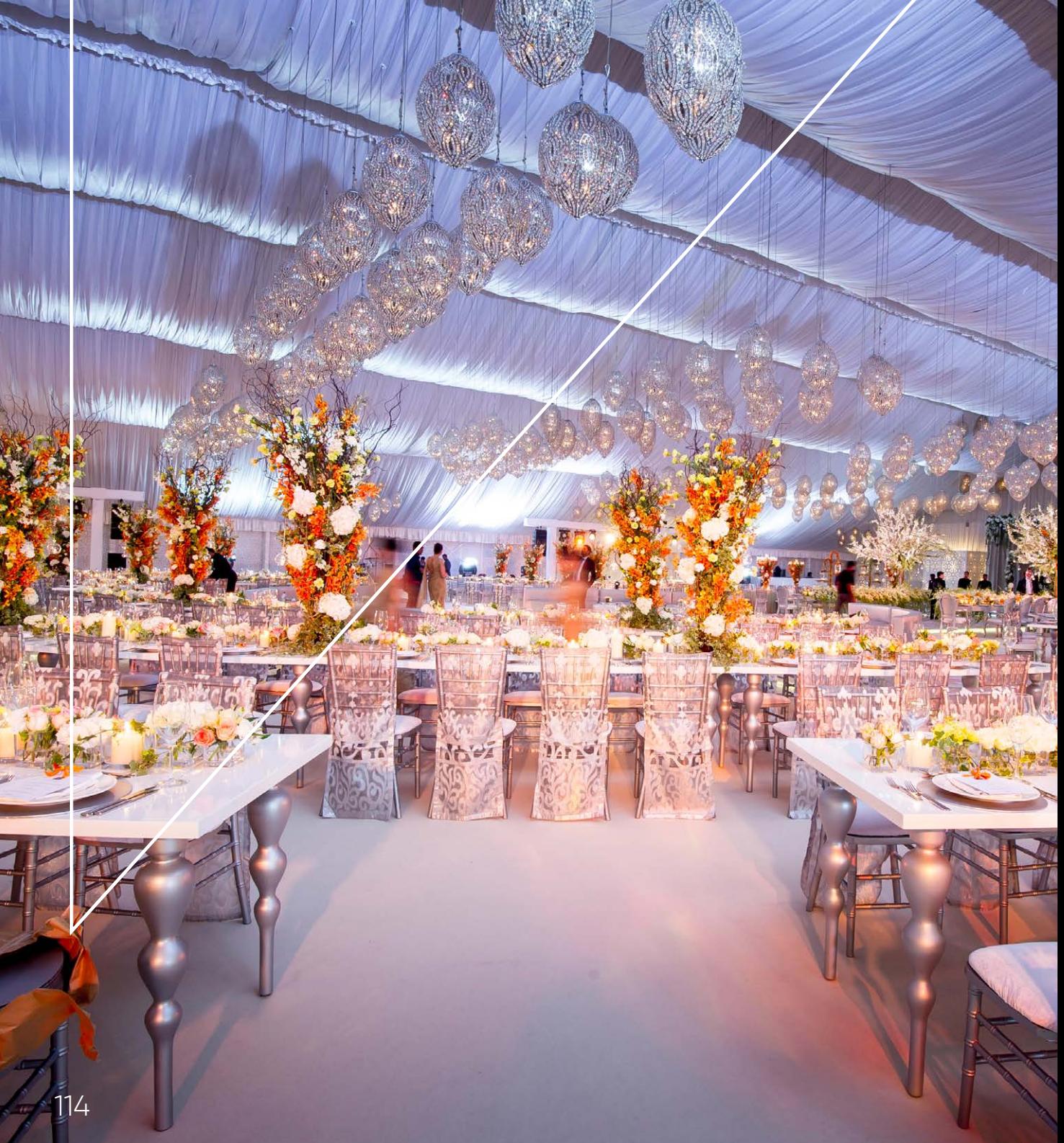


PRIVATE WEDDING
AT JW MARRIOTT MARQUIS HOTEL, DUBAI.



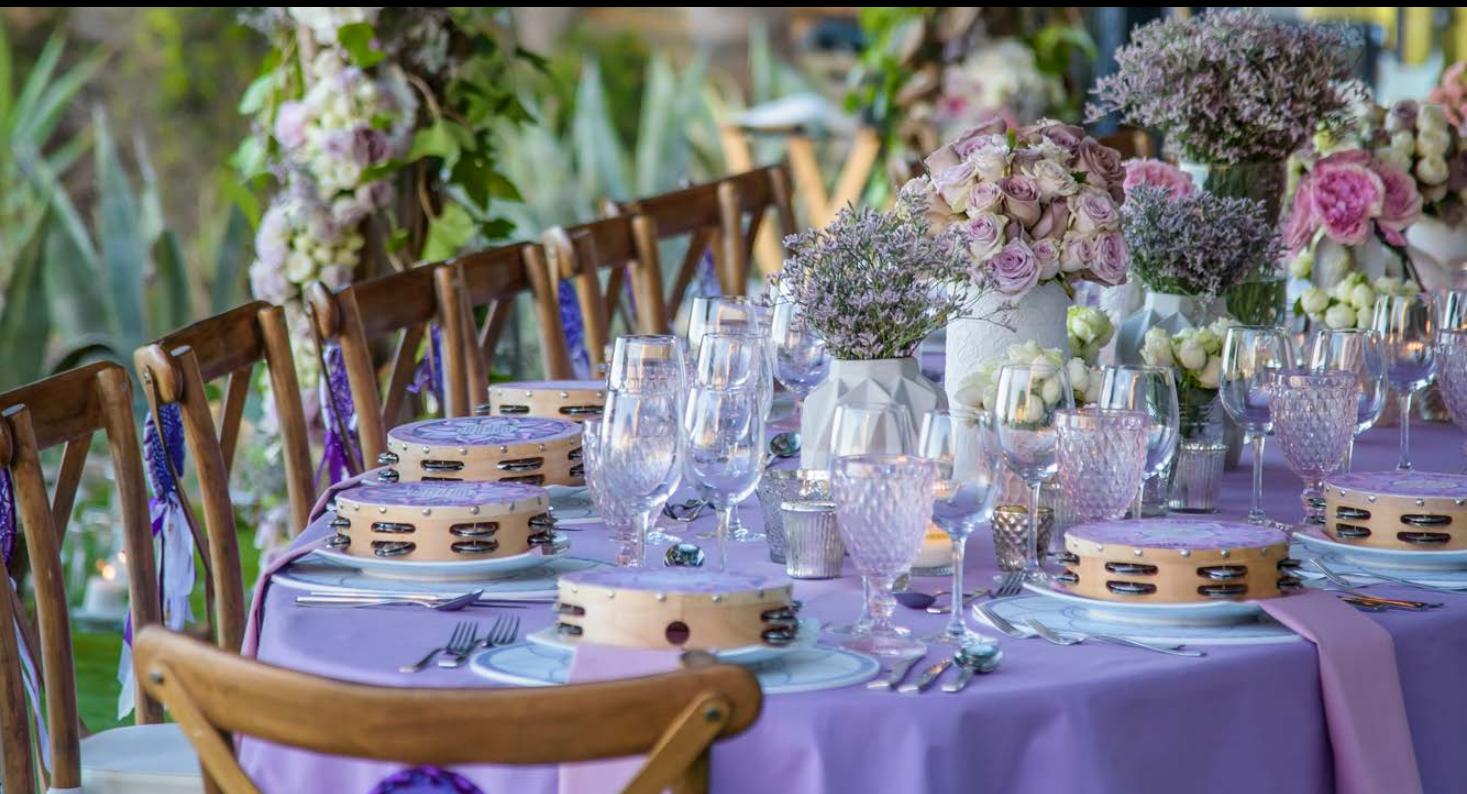
PRIVATE WEDDING
AT ATLANTIS THE PALM JUMEIRAH DUBAI.







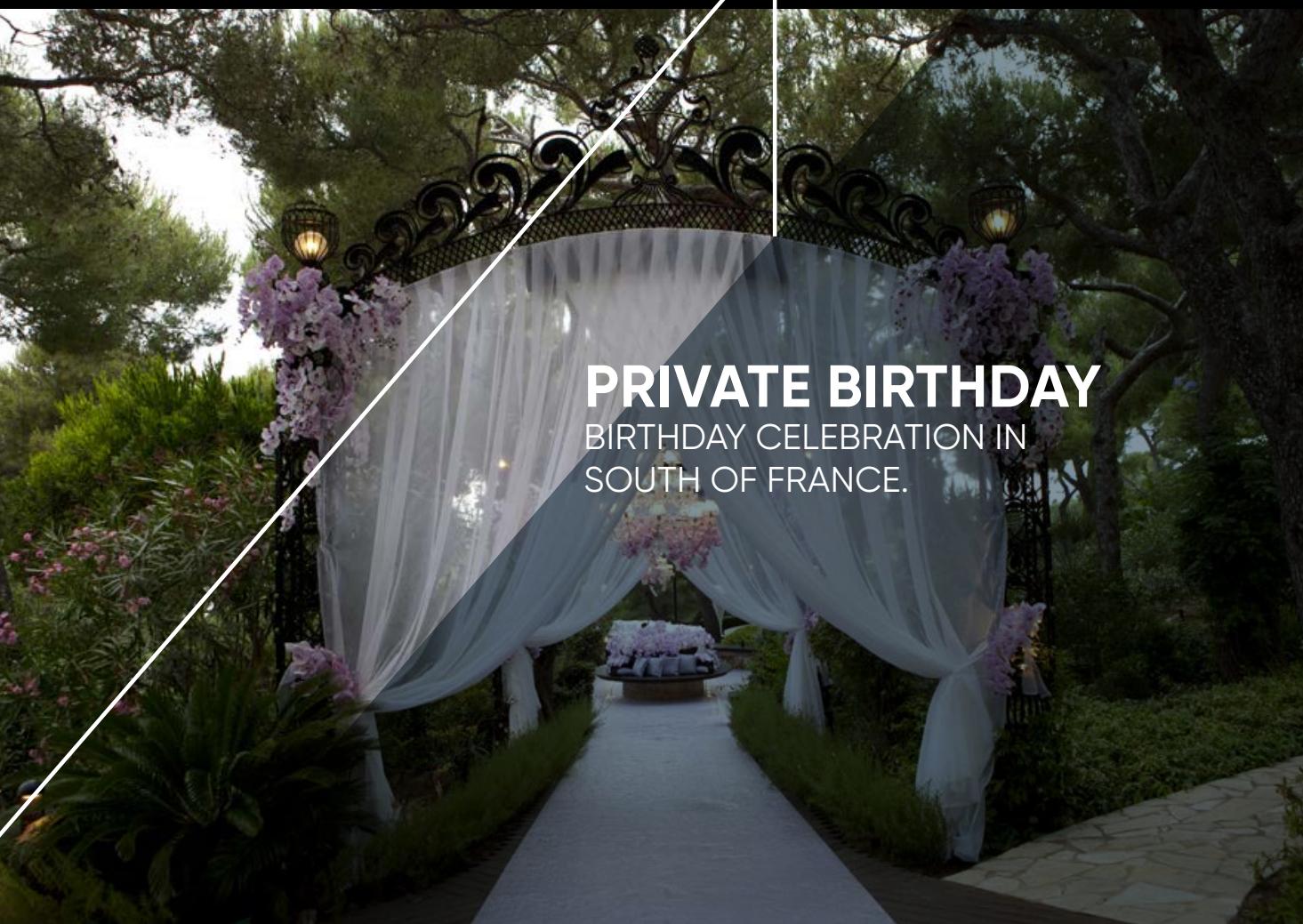
PRIVATE WEDDING
AT ATLANTIS THE PALM JUMEIRAH DUBAI.



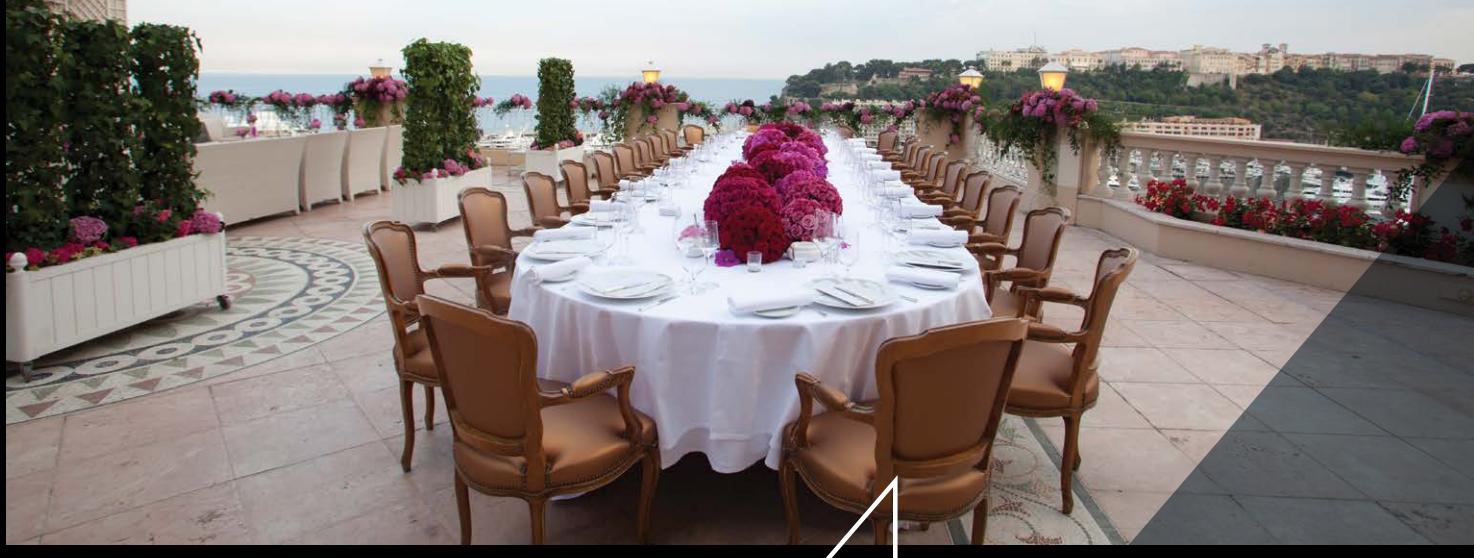
A photograph of a private birthday celebration setup on a cliffside overlooking the sea. The scene is decorated with large umbrellas, greenery, and wooden crates filled with flowers. A white chair and a small table are visible. The background shows a rocky cliff and the ocean.

PRIVATE BIRTHDAY

BIRTHDAY CELEBRATION.



PRIVATE BIRTHDAY
BIRTHDAY CELEBRATION IN
SOUTH OF FRANCE.



CELEBRITIES



ADRIANA KAREMBEU



AH-SUNG KO



ANI LORAK



ANNIE LENNOX



ARMAND VAN HELDEN



BENNY BENASSI



BERNARD ARNAULT



BILL CLINTON



CATHERINE DENEUVE



CATE BLANCHETT



CHAINSMOKERS



COMMON



CLARA ALONSO



DAKOTA FANNING



DAVID BLAINE



ELTON JOHN



EMILY BLUNT



EMMANUELLE SEIGNER



FREDERIC MITTERRAND



FREIDA PINTO



GERARD BUTLER



GORDON BROWN



HEIDI KLUM



IVANA TRUMP



JASON DERULO



JESSICA CHASTAIN



JULIETTE BINOCHE



KAJOL



KANYE WEST



KARL LAGERFELD



KAROLINA KURKOVA



KATE HUDSON



KING OF MALAYSIA



KING OF SPAIN



KRISTIN SCOTT THOMAS



LANA DEL REY



LEWIS HAMILTON



MALLIKA SHERAWAT



MARTIN SOLVEIG



MELANIE LAURENT



MF HUSSAIN



MICHAEL JACKSON



MIKA



MISCHA BARTON



NICO ROSBERG



ORLANDO BLOOM



PATRICIA KAAS



PAMELA ANDERSON



SIR PATRICK STEWART



PHARRELL WILLIAMS



PRINCE LAURENT
OF BELGIUM



ROBBIE WILLIAM



ROBERT HOSSEIN



TILDA SWINTON



TOTO CUTUGNO



VANESSA PARADIS



VALTTERI BOTTAS



WILL SMITH



ZEMFIRA



ZHOU XUN

- 
- **GLOBAL NETWORK**
 - **GLOBAL REACH**



OUR CLIENTS

- ▶ ABU DHABI ENVIRONMENT AGENCY
- ▶ ABU DHABI EXECUTIVE COUNCIL
- ▶ ABU DHABI FUND FOR DEVELOPMENT
- ▶ ABU DHABI ISLAMIC BANK
- ▶ ABU DHABI MEDIA GROUP
- ▶ ABU DHABI NATIONAL EXHIBITION CENTRE
- ▶ ABU DHABI RACING ACADEMY
- ▶ ADSSA
- ▶ ADCB – EXCELLENCY
- ▶ AGMC
- ▶ AHMED SEDDIQI & SONS
- ▶ AIR PARTNER
- ▶ AL BARARI
- ▶ AL JALILA
- ▶ AL MANARA
- ▶ AL NABOODAH
- ▶ ALDAR
- ▶ ALIEL
- ▶ AMERICAN EXPRESS CENTURION – KSA
- ▶ ASTON MARTIN
- ▶ ATLANTIS
- ▶ BARCLAYS – PRIVATE BANKING
- ▶ BENTLEY
- ▶ BMW
- ▶ BNP PARIBAS – PRIVATE BANKING
- ▶ BURJ AL ARAB
- ▶ BULGARI
- ▶ CARTIER
- ▶ CHALHOUB GROUP
- ▶ CHANEL
- ▶ CHAUMET
- ▶ DIOR
- ▶ CHRISTIAN LACROIX
- ▶ CHOPARD
- ▶ CITI GROUP
- ▶ DAMAN NATIONAL HEALTH INSURANCE
- ▶ DE BEERS
- ▶ DE GRISOGONO
- ▶ DUBAI FIRST
- ▶ DUBAI PEARL
- ▶ DUBAI PROPERTIES
- ▶ DUBAI SHOPPING FESTIVAL
- ▶ EMAL
- ▶ EMAAR
- ▶ EMIRATES NBD – PRIVATE BANKING
- ▶ EMIRATES PALACE
- ▶ EMANUEL UNGARO
- ▶ EXECUJET
- ▶ FERRARI
- ▶ FORMULA 1
- ▶ GGICO
- ▶ GEORGES V PARIS – FOUR SEASONS
- ▶ GRAFF
- ▶ GUCCI
- ▶ HARRY WINSTON
- ▶ HERMES
- ▶ HUBLOT
- ▶ ISTITHMAR WORLD
- ▶ IWC
- ▶ JEAN PAUL GAULTIER
- ▶ JULIUS BAER BANK
- ▶ JUMEIRAH
- ▶ KAZAKHSTAN GOVERNMENT
- ▶ KHALIL AL SAYEGH
- ▶ LAMBORGHINI
- ▶ LEVEL SHOE DISTRICT
- ▶ LORO PIANA
- ▶ LOUIS VUITTON
- ▶ MUBADALA
- ▶ MIU MIU
- ▶ NEW YORK UNIVERSITY
- ▶ NPCC
- ▶ ONE&ONLY ROYAL MIRAGE THE PALM
- ▶ PLAZA ATHENEE
- ▶ PLAZZO VERSACE HOTEL DUBAI
- ▶ PORSCHE
- ▶ QATAR 2022
- ▶ RALPH LAUREN
- ▶ RICHARD MILLE
- ▶ RICHEMONT
- ▶ ROGER DUBUIS
- ▶ ROLLS ROYCE
- ▶ ROYAL JET
- ▶ RUSSIAN GOVERNMENT
- ▶ SENAAT
- ▶ SEPHORA
- ▶ SIGNATURE
- ▶ SOCIETE DES BAINS DE MER
- ▶ SPEED CAR
- ▶ SUPERFUND MONACO
- ▶ TECOM
- ▶ TIFANNY&CO
- ▶ THE EMIRATES CENTER
- ▶ THE EXECUTIVE COUNCIL
- ▶ THE HARMONIST
- ▶ THURAYA
- ▶ UAE PRIME MINISTER OFFICE
- ▶ UNION PROPERTIES
- ▶ UNITED NATIONS
- ▶ VACHERON CONSTANTIN
- ▶ VALENTINO
- ▶ VAN CLEEF & ARPELS
- ▶ VERTU
- ▶ WORLD FOOD PROGRAM



OUR PRIVATE CLIENTS



XXX

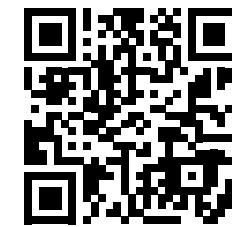
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