



## BEAUTY & GOLF TOUR 2015

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On 5th November Escape Event Management organised the third annual edition of the Beauty & Golf Tour Dubai at the beautiful Els Club. The Dubai round was the year's final event for the international tour, which has also seen 2015 events in Prague and St. Tropez. ELLE Arab World was the main media partner of the Beauty & Golf Tour Dubai event, which promoted the unique concept of engaging golfers with leading international businessmen and representatives of leading luxury brands to develop both local and international golf tourism and fashion.

The event's players enjoyed a wonderful round of golf at the stunning Els Club, and those who did not play were able to enjoy a test drive of Ferrari's exciting new California T, an art exhibition prepared by the Cermak Eisenkraft Gallery, facials by Bioderma or Esthederm Institut and many other





fashion show was put on by the haute couture dress designer Eliane Ziade, who presented an absolutely breathtaking display of evening wear and bridal couture. The B&G Tour players who modeled the designs were as perfect on the catwalk as they were on the golf course! Their training at the B&G Tour Academy really paid off.



Finally, during the awards part of the evening, the winners of the golf event were presented with unique, elegant blown glass trophies created by Preciosa, a leading Czech glass designer whose creations are internationally known. During the event, Preciosa, along with Escape Event Management, also helped to support an organisation which works with blind people in the Czech Republic, Dedina.



At the ceremony a special award was also presented for "most charming golfer". This award went to Mr. Krassimir Guergov, the proprietor of the beautiful Thracian Cliffs Golf & Beach Resort in Bulgaria, where it is anticipated that a B&G Tour event will be held in 2016.

activities. After a full day of sports and activities, guests of the event spent a delightful and sophisticated evening which started with a cocktail reception followed by a gala dinner with a delicious menu specifically created and prepared by Nobu Dubai, Atlantis The Palm.

The event also featured two separate fashion shows and a stunning musical performance by local Dubai singer Clarita. The first fashion show was for kids and hosted by Angels fashion and showcased leading brands such as Roberto Cavalli, Burberry, Jean Paul Gaultier, Ferrari, Chloe and others. The second

All in all, over 250 guests spent a wonderful day at The Els Club, and Escape Event Management, Elle Arab World, and sponsors such as Dubai Cola, FlyDubai, Sotheby's International RE, Cermak Eisenkraft, and many, many others all helped to ensure that a magical time was had by all.

Dubai Cola is a unique, exciting, lively, modern but traditional refreshing carbonated Dates & Honey beverage that can be enjoyed and shared on all occasions. Dubai Cola combines the rich heritage with the modernity of a unique new age beverage that gives it this unmatched taste that stems from the finest research combining the speciality of the traditional "Natural Dates" and selected "Honey".

For more info, photo gallery and the official video please visit:

[www.beautyandgolfdubai.com](http://www.beautyandgolfdubai.com)