

The Platinum Menu



Tokyo Story



Will You Marry Me?



Best foot forward

PLATINUM

M A G A Z I N E



December Issue Asia 04/2007 Editorial Features* Reserve Your Space by October 29

GOURMET - The Platinum Menu 2007

Two top Asian-based chefs create an exciting festive menu exclusively for Platinum Card members.

TRAVEL - Tokyo Story

51% of PLATINUM readers plan to fly First Class*

An informed and entertaining look at the most exciting new hotels in Japan's great metropolis, plus insider tips in fashion, dining and nightlife.

JEWELLERY - Will you Marry Me?

52% of PLATINUM readers plan to spend US\$5,000 – 10,000 on jewellery*

For those who lack a little inspiration, here are a few scenarios beyond simply getting down on one knee – and, of course, the perfect engagement rings which will guarantee that the answer is 'Yes'.

FASHION & ACCESSORIES - Best Foot Forward

64% plan to spend US\$3,000–5,000 on fashion*

Profile of Max Kibardin, Siberian-born, Milan-based shoe designer who – after studying architecture – has now arrived in the fashion world. His designs combine the structural beauty of architectural designs with the decorative detailing evocative of nature.

KIDS - Little Run Arouds

A light-hearted and entertaining look at the best luxury cars available in miniature sizes for children.

TECHNOLOGY - Loud and Proud

77% plan to buy audio, video, home theatre products*

Outstanding speakers with first-class sound combined with an original and vibrant design style. A joy to the ears *and* the eyes.

FASHION & ACCESSORIES - On the Piste

A selection of skiing accessories

* Planned editorial topics might be subject to change

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