

# M1NT<sup>®</sup>

S H A N G H A I

# NEWS

**FOR IMMEDIATE RELEASE**

## ALL WHITE AFFAIR with LA PERLA fashion show

May 28th, 2013, Shanghai

Gorgeous, elegant, fantastic——M1NT and LA PERLA are pleased to announce this season's "ALL WHITE AFFAIR", the most anticipated party of the summer.

M1NT is Shanghai's premium entertainment venue located on the 24th floor it has 360 degree views of the Pudong skyline as well as the Bund and People Square. Having received all of the major industry awards including Best Restaurant, Best Cocktails, Best Club and Best Design in recent years M1NT has set the benchmark in the world's most populated and fastest growing city. M1NT regularly hosts international DJ's and major international luxury brand events, including Ferrari, Jimmy Choo, Lamborghini, Diesel, Porsche and Shanghai Film Festival. Events are a huge hit with the entire A-list local and expat crowd.

LA PERLA is the leading creator of luxurious and fashionable lingerie, nightwear, swimwear, and loungewear for women and men since 1954. The fashion galaxy of LA PERLA is a sensual universe where the past beautifully meets the present and gets the best of both worlds. Lingerie echoes classic Parisian designs of the '30s, yet appear completely modern at the same time. Every LA PERLA brand offers that same elegance, that same blend of sensuality and sauciness.

On June 19<sup>th</sup>, M1NT will be dressed up in pure white to create a unique atmosphere to entertain fashion trendsetters, celebrities and business elites. The impressive night will begin at 21:00 with a VIP cocktail reception by invitation only, and will continue with the

spectacular "ALL WHITE" spring & summer collection fashion show, presented by 6 models wearing angelic and feminine LA PERLA lingerie. Sipping champagne, watching the romantic trapeze show and enjoy the lucky draw with chances to win fabulous gifts.

**ALL WHITE AFFAIR will take place on Wednesday, June 19<sup>th</sup> at M1NT Shanghai  
24 Floor 318 Fuzhou Lu Shanghai China 200001**

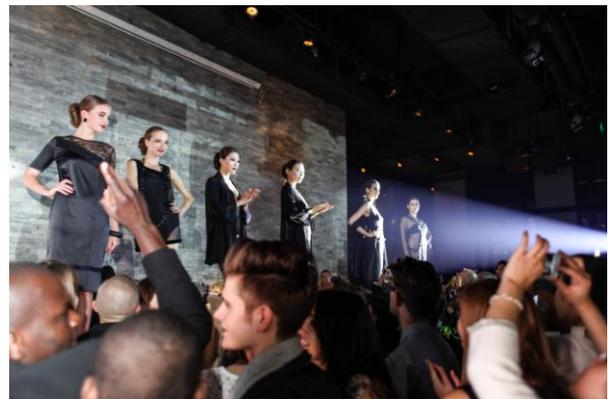
**Dress code: Casual White**



LA PERLA Show on Black Swan Party 2012 July at M1NT Shanghai



LA PERLA Show 2012 Fall&Winter Collection "Oriental Suite" on Asian Peony 2012 Oct



**M1NT**<sup>®</sup>  
SHANGHAI

**LA PERLA**

Sources

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