



APPENDIX

Appendix 02. Figurative Expression of Hyperbole in Prestige Issues



Made by hand for those who value perfection.

Observe the glide motion second hand of a Spring Drive watch. It is unique, a precise expression of how time naturally flows. Our master watchmakers create these mainspring-powered timepieces by hand. They are accurate to within one second per day. Across the immaculately polished surfaces of the dial courses an intricate play of light and shadow that speaks of the subtle aesthetics of Japanese craftsmanship. Dedication to perfection pursued for more than half a century.

grand-seiko.com

9R65 Spring Drive
Accurate to +/- 1 second per day.

Seiko Since 1881

GS
Grand Seiko

Data Collection

Text : “Dedication to **perfection** pursued for more than half a century”

Code :*Datum*: # 17/12/PRSTG/2018

Hyperbole



Say Yes To The Dress

In nearly two decades of her career, British designer **Stella McCartney** finally launched her bridal collection this year. "It's something that I feel very passionately about and is very close to my heart," said McCartney at the launching of her very first bridal collection. Titled "Made with Love" the collection consists of 17 pieces of bridal gowns that have different takes on that perfect wedding gown. Made with Love comes off as modern, contemporary and effortlessly sexy. For this collection, McCartney also included the now-iconic frock she designed for the Duchess of Sussex Meghan Markle's wedding reception. The famous high-halter backless dress was released in black onyx and lily-white color for the collection.

Data Collection

Text : "Titled "**Made with Love**" the collection consists of 17 pieces...."

Code :*Datum*: # 33/12/PRSTG/2018

Hyperbole

STILL WINNING HEARTS

Since the company was founded in 1839, **Patek Philippe** has devoted much attention to its feminine clientele. With its lavishly decorated pocket and pendant watches, the company won the hearts of sophisticated female customers, among them Queen Victoria. In 1999, Patek responded to the expectations of a young, dynamic generation with the very feminine Twenty-4, which was designed as a perfect companion for any time of day or night. Nearly 20 years later, Patek has introduced the all-new Twenty-4 Automatic. This model has a self-winding mechanical movement in a round case, and is available in stainless steel or rose gold with dials of various colours.



Data Colection

Text : “....., the company **won** the hearts of sophisticated female customer,....”

Code :*Datum*: # 38/12/PRSTG/2018

Hyperbole

An advertisement for Lancôme Absoluée Crème Fondante Soft Cream. The image shows a large jar of cream with a dollop of cream on top, and two smaller jars on either side. The text on the jar reads "LANCÔME ABSOLUÉE CRÈME FONDANTE SOFT CREAM AUX GRANDS EXTRAITS DE ROSE WITH GRAND ROSE EXTRACTS". Below the image, the text reads "REBIRTH OF A ROSE" and "Lancôme, one of the first houses to design its own rose, has reinvented its most luxurious range, Absoluée. The Lancôme Rose, the result of thousands of hybridisations, was selected for its beauty as well as its resilient nature. This flower, transformed through biotechnological processes into an active ingredient, has unique regenerative powers on the skin that can now be found in Absoluée Soft Cream. Available at Glow Living Beauty."/>

REBIRTH OF A ROSE

Lancôme, one of the first houses to design its own rose, has reinvented its most luxurious range, Absoluée. The Lancôme Rose, the result of thousands of hybridisations, was selected for its beauty as well as its resilient nature. This flower, transformed through biotechnological processes into an active ingredient, has unique regenerative powers on the skin that can now be found in Absoluée Soft Cream. Available at Glow Living Beauty.

Data Collection

Text : “**Rebirth** of a Rose”

Code :*Datum*: # 41/12/PRSTG/2018

Hyperbole/Personification

TIMELESS ELEGANCE

HISTORY, LUXURY, BEAUTY. THREE WORDS THAT DEFINE GLOBAL POWERHOUSE BRAND **LOUIS VUITTON**. FROM LEGENDARY BAGS THAT SHAPED THE MAISON TO CONTEMPORARY, FASHION-FORWARD FROCKS, HERE IS OUR SPECIAL CURATION OF THE VERY BEST PIECES FROM THE FRENCH LABEL, FEATURING ETHEREAL-FACED ACTRESS **JULIE ESTELLE**

PHOTOGRAPHY **ZAKY AKBAR**
STYLING **PAUL DELA MERCED**

Data Collection

Text : **“Timeless Elegance”**

Code :*Datum:* # 126/12/PRSTG/2018

Hyperbole



Data Collection

Text : "Society Wedding: **Heavenly Celebration**"

Code :*Datum*: # 146/12/PRSTG/2018

Hyperbole

Sulwhasoo
Holistic Beauty from Asian Wisdom

Feather-light complexion
with sheer glow at a single touch

SHEER LASTING GEL CUSHION

Sheer glow that lasts. Lightweight texture that works.
This innovative gel foundation cushion is infused with antioxidant-rich
sea buckthorn berries for vibrant skin with a soft-matte finish.
Experience sheer glow and breathable coverage with one feather-light touch.

Solo Grand Indonesia - (021) 2338 0179 | Solo Plaza Semarang - (021) 5710 829 | Solo Mall Kelapa Gading - (021) 45333 73
Solo Central Park Mall - (021) 5088 5144 | Metro Tjandi Mallgombak | Lippo Shopping Avenue | Central Neo Sulha
Mega Kemang Plaza 4 Surabaya | Metro Pondok Indah Mall 1 | Solo Pondok Indah Mall 2
Solo Sukoharjo Mall Surabaya | SOGO Patin Van Jawa Bandung

Facebook: Sulwhasoo Indonesia | Instagram: @sulwhasooindonesia | YouTube: Sulwhasoo Indonesia

Data Collection

Text : “Feather-light complexion with sheer glow at a **single touch**”

Code :*Datum*: # 13/1/PRSTG/2019

Hyperbole

BLOOMING IN THE SNOW

Inspired by the beauty of plum blossoms blooming in the snow, **Sulwhasoo** launched the 2018 Master Craftsman Art Collection to celebrate the 16th anniversary of the ShineClassic Makeup Line through collaboration with a traditional metal inlay artisan designated as intangible cultural heritage. The collection includes ShineClassic Powder Compact, ShineClassic Multi Powder Compact and Perfecting Cushion Intense, released in limited quantities.



DOUBLE MIRROR

Guerlain has invented its first customised lipstick with a double mirror: Rouge G de Guerlain. From the nude to the extravagant shades, this exceptional



Data Colection

Text :“**Blooming in the snow**”

Code :*Datum*: # 35/1/PRSTG/2019

Hyperbole



The A.T. Cross Company is a major manufacturer of fine-writing instruments, timepieces and personal accessories. Since Richard Cross made the first pen in 1846, **Cross** has set out to reinvent the writing instrument category, combining design ingenuity with jewel-quality craftsmanship. Its latest breakthrough is a partnership with TrackR, an innovator in mobile tracking technology, to produce the world's first trackable fine-writing instrument. Now you can easily locate your pen when it's not by your side using a simple smartphone app.



estyle

A refinement in cooking materiality are carefully look, simple yet elegant, e.

Compact Steam Oven VICINO - BT 3435

Healthy meals in one touch! Steam and bake through the combination of advanced steam function with convection fan-assisted heating.

Compact Water Dispenser VICINO - BP 3435

Compliment your kitchen with first built-in water dispenser with adjustable temperature. Your desired hot beverage.

esia

; Exhaust Hood

MODE
smart living

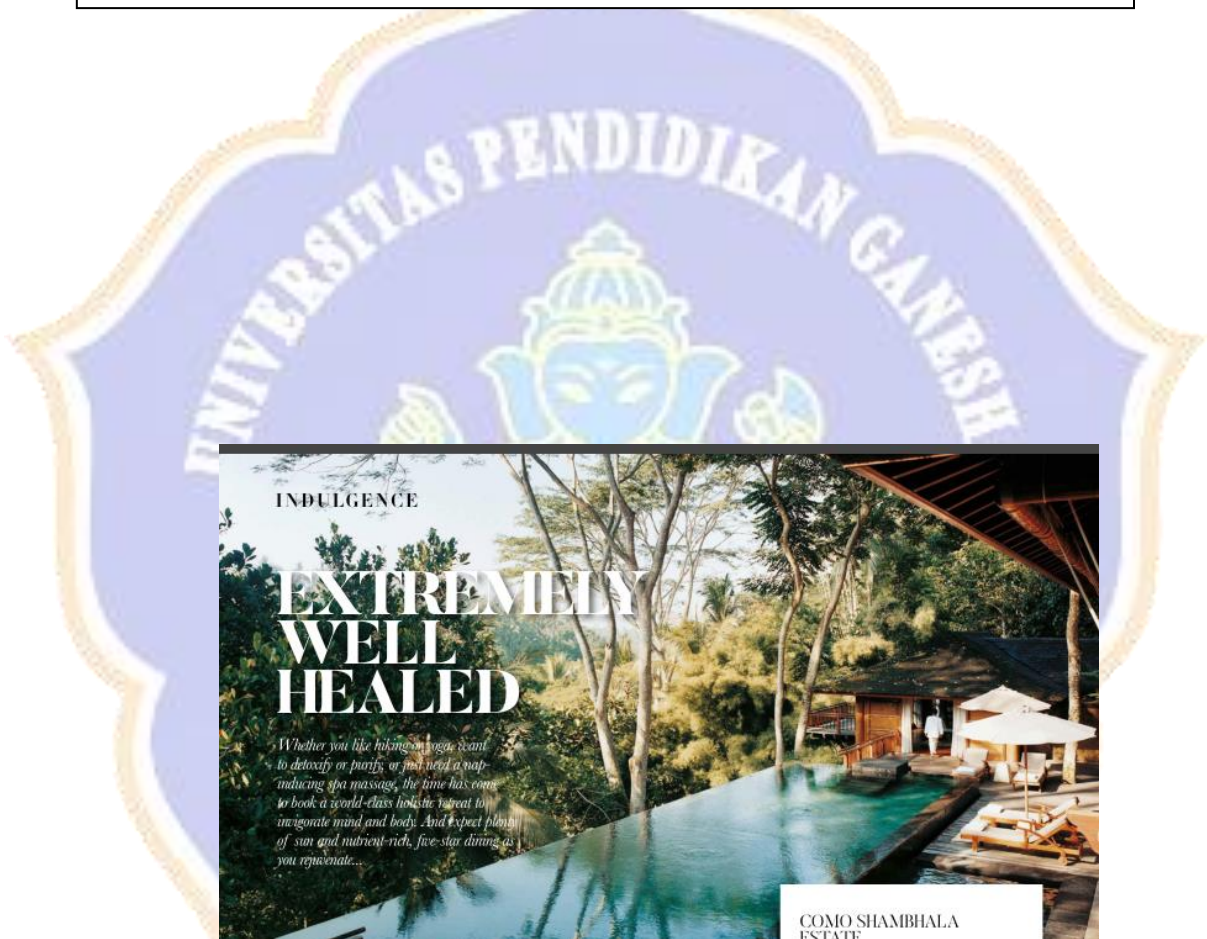
www.modena.com
nationwide call center

Data Collection

Text :“Healthy meals **in one touch**”

Code :*Datum*: # 39/1/PRSTG/2019

Hyperbole/Personification



INDULGENCE

EXTREMELY WELL HEALED

Whether you like helping your body want to detoxify or purify, or just need a mood-inducing spa massage, the time has come to book a world-class holistic retreat to invigorate mind and body. And expect plenty of sun and nutrient-rich, five-star dining as you rejuvenate...

COMO SHAMBHALA ESTATE

Como Shambhala Estate is a residential health retreat combining holistic wellness with state-of-the-art facilities and exceptional villa accommodations. The location is unique, a spiritual enclave of jungle, river and sun-rich clearings just north of Ubud. Como Shambhala's wellness programmes help guests improve specific areas of their wellbeing through targeted therapies, healthy eating options and expert consultations. The programmes are included, Ayurvedic Programme which is based on the concept that individual wellness rests on a delicate balance between three elements or Tridoshas. Cleanse Programme, which is the perfect choice for those seeking wellness from the inside. Be Active programme, is a wellness programme for those who are looking to jump-start a new fitness regime, or simply enhance their current healthy lifestyle. And the Bespoke Programme, which includes individual sessions that can be tailored to the needs of each guest.



comohotels.com
Banjar Begawan, Desa Melinggih Kelod
Payangan, Ubud, Gianyar, Bali 80571
+62 361 978 888
csestate@comoshambhala.com

Data Collection

Text :“**Extremely** Well Healed”

Code :*Datum*: # 168/1/PRSTG/2019

Hyperbole



A TIMELESS PHENOMENON

Genaissance de la Mer™

Our ultimate collection of legendary renewal. Powered by cell-renewing Miracle Broth™ – crystallized into its most potent form – three age-transcending treatments accelerate visible rejuvenation, helping erase the look of signs of time. Skin is visibly transformed.



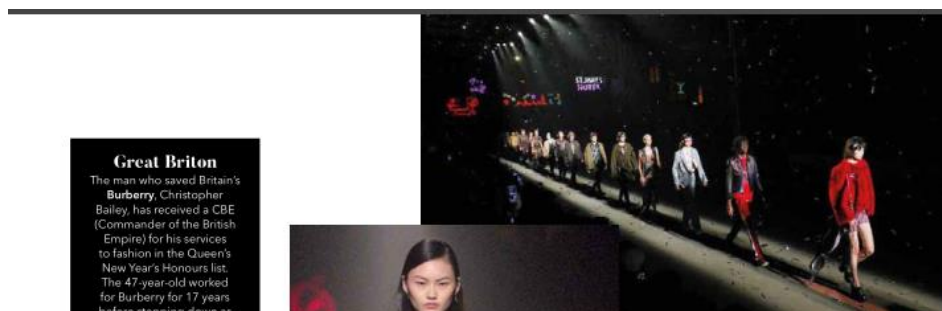


Data Colection

Text :“Skin is **visibly transformed**”

Code :*Datum*: # 25/2/PRSTG/2019

Hyperbole



Great Briton

The man who saved Britain's Burberry, Christopher Bailey, has received a CBE (Commander of the British Empire) for his services to fashion in the Queen's New Year's Honours list. The 47-year-old worked for Burberry for 17 years before starting in 2001.





Data Colection

Text :“**Designer of Dreams**”

Code :*Datum: # 31/2/PRSTG/2019*

Hyperbole/Alliteration





Data Colection

Text :“**Changing the World**”

Code :*Datum: # 156/2/PRSTG/2019*

Hyperbole





Data Colection

Text :“**Extreme** comfort”

Code :*Datum*: # 42/3/PRSTG/2019

Hyperbole



GOLDEN HOURS

L'Occitane Terre de Lumière is inspired by the “golden hour”, a moment in time just before the sun sets when the light embraces the sky. With zesty and aromatic top notes, the fragrance develops into delicate aromas of lavender, honey and almond from the south of France.



Data Collection

Text :“**Golden Hours**”

Code :*Datum*: # 41/3/PRSTG/2019

Hyperbole

VIP



RONALD LIEM AND AZEINE TAHYADI



NOVI ARWISOWO, TINA EFFENDI AND GEMAY COLEMAN

PRESTIGE LADIES LUNCHEON

Celebrating Incredible Women

"In conjunction with International Women's Day, we're celebrating the incredible you," said Ronald Liem as he welcomed 25 super stylish VIP ladies to the latest Prestige Ladies Luncheon. The event was held at Alto Restaurant at Four Seasons Hotel Jakarta on Wednesday, March 6. It was held ahead of International Women's Day, which took place a couple of days later. The annual day presents organisations with an opportunity to voice their concerns about women's roles in the world, but the luncheon took a lighter approach, featuring interesting programmes for beauty lovers and fashion addicts. The luncheon's partners were luxury skincare and makeup brand Cle de Peau Beauté, represented by Jun Kinumaki, and affordable luxury daily apparel retailer Harlan+Holden, represented by Orange Sulisto. Chef Marco Riva and his team prepared Italian spinach salad with baby spinach, fresh mixed berries, baked sliced almonds and Gorgonzola; seared garlic chicken breast with vegetable ratatouille, mashed potato and porcini cream sauce; and Upside Down Mango Cheese Cake with pistachio micro sponge and mixed berries.



STYLING SESSION TO CELEBRATE THE LUNCHEON



ELLY WILKINSON, ORANGE SULISTO, SILVIA PADALIYA AND ALVA SUSILO SPECIAL ARRANGEMENTS FOR THE LUNCHEON



Data Collection

Text :“Celebrating **Incredible Women**”

Code :*Datum*: # 66/4/PRSTG/2019

Hyperbole



THE FUTURE OF FOOD

“People travel a lot more and they want to learn about new cultures,” says GERT F. KOPERA, Executive Vice President, Restaurants Global for Hakkasan Group. “Trying new food is as big a part of that desire as looking at art, going to concerts and shows, enjoying beautiful scenery and exploring great buildings.” Chris Hanrahan reports

The restaurant scene has changed so much over the last 10 years or more that it's easy to forget how much better and more diverse it is today than it was before. People eat out more often than they used to and they're far more knowledgeable and adventurous about food than before - in good part thanks to the surfeit of cooking shows on television and the Web, helmed by an ever-growing army of celebrity chefs and foodies.

We've all witnessed the flamboyant rise of molecular gastronomy, and of “deconstructivist” cooking, nose-to-tail eating and the foraging and locavore movements. Open-concept kitchens have become the norm. We all want to eat healthier food with simpler ingredients, while also minimising our carbon footprint. Increasingly, we choose restaurants that follow socially responsible policies and practices, such as sustainable sourcing and waste reduction.

The Net and social media have had a huge impact on

The way people behave in restaurants has changed. The *businessinsider* website has published a long article about a Midtown East, New York City restaurant that carefully monitored how smartphones were affecting the actions of its customers.

In 2004, diners took an average of eight minutes to decide what to eat. By 2014, they took more than twice as long - 21 - minutes to place their orders. Much of the delay was caused by customers checking messages and surfing websites on their phones - not to mention taking selfies with their friends. And as their plates arrived, they photographed their food as well.

How will restaurants change in the next five to 10 years? One of the most qualified people in the world to answer this question is Gert F. Kopera, Executive Vice President, Restaurants Global for Hakkasan Group. During a recent visit to Jakarta, the 56-year-old hospitality industry veteran, cancer survivor and latter-day fitness fanatic (he walks 16 km a day, takes the stairs up eight flights to his office, ignores the temptations of airport lounges in favour of strolling around the terminals and even reads while walking) sat down with *Prattigya* (we suspect he would have preferred to do the interview standing up!) at Hakkasan, his company's glamorous new gourmet Cantonese restaurant, which sits on top of the Aila SCBD hotel on Sudirman.

Brand authenticity, Kopera said after leading us on a whirlwind “back of house” tour (a rare opportunity for a journalist), is something today's consumers desire more than ever. “They are looking for the real deal - genuine experiences and brands that stand for something,” he added. “Millennials, especially, are interested in discovering cool/hip dining experiences.

“People travel a lot more,” went on the top executive, who has over 30 years of global experience in hospitality and oversees his group's collection of edgy restaurants from Las Vegas to Mayfair in London and Uluwatu, Bali. “Look at what's happening in China. Up to 10 years ago, very few Chinese could travel overseas. Now, millions of them do and they all want to learn about new cultures. Trying new food is as big a part of that desire as looking at art, going to concerts and shows, enjoying beautiful scenery and exploring great buildings.

Data Colection

Text :“The **Future of Food**”

Code :*Datum*: # 79/4/PRSTG/2019

Hyperbole/Alliteration



EVITA WONGSO AND ELIZABETH WONGSO

NANCY LIE AND LIANTO WONGSO

SOCIETY WEDDING

Love in the Air

Samuel Wongso and Jacquelin Schonanda celebrated their union at Sheraton Grand Jakarta Gandaria City Hotel on Sunday, March 3. The ballroom was decorated in blue like a midnight sky and with a garden full of blooming flowers by Yu Cien Lotus Design and Lightworks. Including friends, family members and relatives, Jacquelin, known to her admirers as MJ, was not just



Appendix 01. Figurative Expression of Alliteration in Prestige Issues





Data Colection

Text :“ Say **Yes** To the **Dress**”

Code :*Datum*: # 33/12/PRSTG/2018

Alliteration





Data Colection

Text :“ Seasonal Celebrations: Good as Gold”

Code :*Datum*: # 72/1/PRSTG/2019

Alliteration





Data Collection

Text : **“Find your Flow”**

Code : *Datum*: # 162/1/PRSTG/2019

Alliteration

Great Britain
The man who saved Britain's Burberry, Christopher Bailey, has received a CBE (Commander of the British Empire) for his services to fashion in the Queen's New Year's Honours list. The 47-year-old worked for Burberry for 17 years before stepping down as President and Creative Officer in March 2018. "Burberry encapsulates so much of what is great about Britain. As an organisation, it is creative, innovative and outward looking," Bailey previously said about the brand. He joined the company at the age of 29 after graduating with a



BRIGHT LIGHTS, BIG CITY

Marking its 15th anniversary in China, Coach held its first runway show in the country, "Coach Lights up Shanghai", on Saturday, December 8 at West Bund Art Center. Inspired by Coach's optimistic and inclusive attitude, the event brought together two of the world's most vibrant cities and celebrated their energy with a neon spectacle. The collection represented a sensory experience that



Data Collection

Text “**Bright Lights, Big City**”

Code :*Datum*: # 31/2/PRSTG/2019

Alliteration

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Data Colection

Text “**Designer of Dreams**”

Code :*Datum*: # 31/2/PRSTG/2019

Alliteration

CITY MEETS COUNTRY

Whether it's a Murano glass vase or a porcelain decorative tray, a desk accessory, a chest or a picture frame, the **Hermès** Objects Spring/Summer 2019 collection features a fascinating assortment of desirable items that bring together the city and the country.



48 PRESTIGE FEBRUARY 2019

Data Colection

Text “**City meets Country**”

Code :*Datum*: # 48/2/PRSTG/2019

Alliteration/Personification



RSVP



SANDIAGA UNO, PRABOWO SUBIANTO, SANDIAGA UNO'S WIFE, SHANIYA PUNJABI, MANOJ PUNJABI AND NATIYA PUNJABI



AMRIT LAKHANI AND RACHEL LAKHANI



ROSAN ROESSLAN AND ATU ROSAN

DIWALI PARTY

Pretty as Pictures

Sandiaga Uno, Prabowo Subianto's running mate for the 2019 Indonesian presidential election wife, and his wife Nur Asia were the guests of honour at MD Entertainment's Diwali party in November. As always, Manoj Punjabi, the company's President Director, invited a number of actors and other celebrities to the annual event. For example, Gina Luthra was as pretty as a picture in a purple-gold crop top and long skirt, complete with gold scarf by Nitya Kishore for a traditional Indian look, while Olla Ramilan wore a glittery body-fit dress by Ayumi that accentuated her slim figure. The guests gathered at Ristorante Da Valentino in Kuningan for the much-anticipated evening.



SUNITA PUNJABI AND DHARMO PUNJABI



ADRIAN LI AND VANESSA LI



REZA RAHMADIAN



DINA LATIF, HAZJANI AND DIANI FERMANIANI

140 PRESTIGE FEBRUARY 2019

Data Colection

Text "**Pretty as Picture**"

Code :*Datum*: # 140/2/PRSTG/2019

Alliteration / Simile



Data Collection

Text “**Designed for Discovery**”

Code :*Datum*: # 154/2/PRSTG/2019

Alliteration / Simile



Data Collection

Text “Fancy Feast”

Code :Datum: # 157/2/PRSTG/2019

Alliteration



BERTRAND MEYLAN AND KARTIKA WIMATA



KETUT MASAGUNG AND PINKY MAWARNI

TIMEPIECE LAUNCH

Enlightened and Energized

"The H4 Neo 2 is an evolution of the H4 Neo," said Giancarlo Mantuano, HYT's Vice President for Sales. "This was the country where the H4 Neo was most successful, and that's why we've chosen Jakarta to launch the second edition." Closing his speech, he proposed a toast to partner Time International, expressing his gratitude for its support of the Neuchâtel, Switzerland-based brand. Mantuano was speaking at a cocktail on Friday, November 14 at Immigrant in Plaza Indonesia. The presentation, "Enlightened, Energized and Polarized", highlighted HYT's "intrinsic fascination with making the paradoxical meaningful". Colourful new timepieces "add a striking new dimension to the combined energy of two potentially polemic opposites - light and liquid - with the smallest dynamo ever invented, patent pending. There's an instant of tension when creativity succeeds in replacing an enigma with enlightenment."



RUDY SALIM

WATCH LAUNCH

Data Collection

Text "**Enlightened and Energized**"

Code :*Datum*: # 167/2/PRSTG/2019

Alliteration

CHAIN OF CREATIVITY

The secret to the singularity of **Diptyque Paris** is the distinct chemistry among three unique individuals: Christiane Montadre-Gautrot, Yves Coueslant and Desmond Knox-Leet. When they met, it sparked a chain of creativity, as seen in these limited-edition Roses Collection Centifolia and Damascena candles, to be found at The Papilion.



Data Collection

Text “**Chain of Creativity**”

Code :*Datum*: # 44/3/PRSTG/2019

Alliteration

Dance of diamonds

Marking the 25th anniversary of the Happy Sport, **Chopard** has reinterpreted its timepiece in an oval shape with new proportions. The bracelet, available in 18k rose gold or stainless steel, pays tribute to the original Happy Sport's "Galet" bracelet. A contemporary take on Chopard luxury style, the Happy Sport Oval Watch's modern, sporty case is framed by the sleek, feminine curve of the bezel. The dance of moving diamonds over the refined dial expresses the charm and liveliness of the Happy Diamonds concept.



Data Collection

Text "**Dance of Diamonds**"

Code :*Datum*: # 39/3/PRSTG/2019

Alliteration/Personification



FLIRTY FEATHERS

As trimmings or going full-on dresses, feathers are the detailing that spice up the runway's hits.

Data Colection

Text **"Flirty Feathers"**

Code :Datum: # 121/3/PRSTG/2019

Alliteration/Personification



BOW WOW

Description: Big and bold, long and layered, bows are spotted on various fashion pieces as a lovely statement of feminine pride.

Data Colection

Text “**Big and bold, long and layered...**”

Code :*Datum*: # 122/3/PRSTG/2019

Alliteration

UNDIKSHA

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The Net and social media have had a huge impact on restaurants and restaurateurs. "Professional (food) critics are no longer the end-all for new restaurants; their opinions are important, but sites like Yelp mean that the opinions of the everyday guests can make or break a restaurant's reputation," notes the *lightspeedly* website.

"Bloggers with enormous followings create sites devoted to their love of food and dining, leaving restaurants even more open to criticism and reviews. Things are changing fast, and restaurants have to work hard to stay competitive and relevant to an extremely fickle customer base."

The way people behave in restaurants has changed. The *businessinsider* website has published a long article about a Midtown East, New York City restaurant that carefully monitored how smartphones were affecting the actions of its customers.

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"People really want to try the local flavours they've read about or seen on TV or their smartphone screens. I think that that aspiration holds true in every price category, from fine dining down to coffee shops and food courts. So I would say that those global brands that have opened thousands of outlets - all of them looking alike and operating in more or less the same way - will not be the consumer's first choice in future. What I call the blanket brands will diminish in importance as time goes on. In fact, I see that happening already - everywhere I go."

HARUNUS MAHARISNA & ICE SARAGATO

APRIL 2019 PRESTIGE 79

Data Collection

Text "The Future of Food"

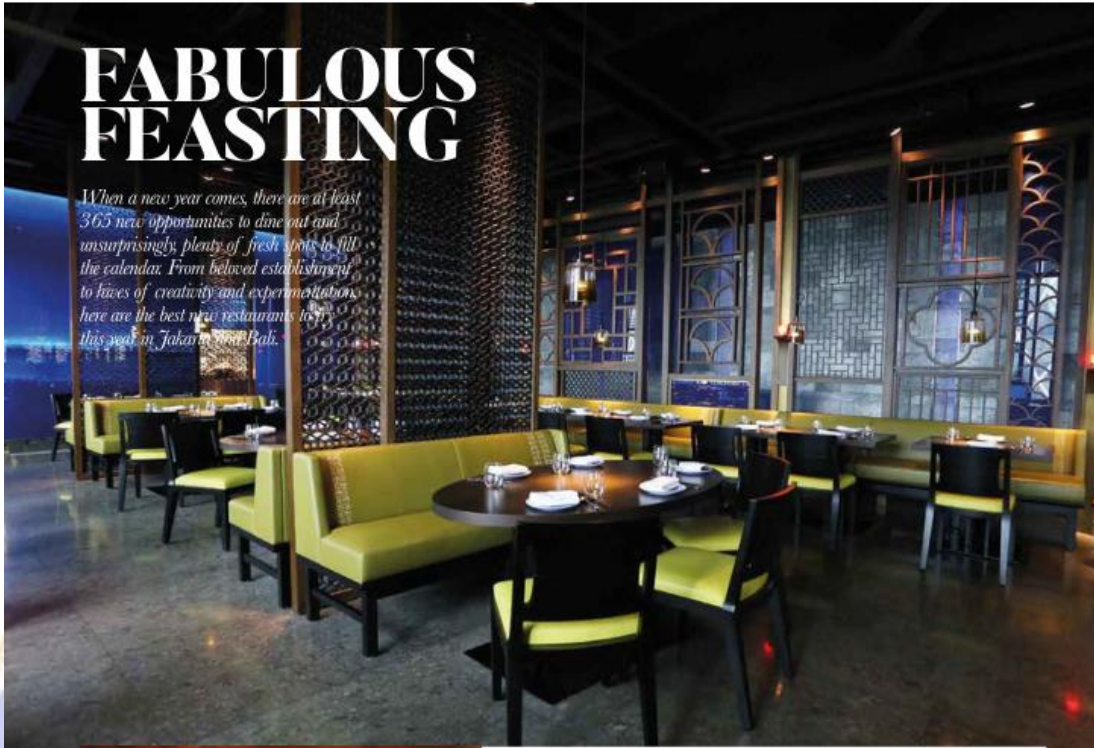
Code :Datum: # 79/4/PRSTG/2019

Alliteration/Hyperbole

DINING

FABULOUS FEASTING

When a new year comes, there are at least 365 new opportunities to dine out and, unsurprisingly, plenty of fresh spots to fill the calendar. From beloved establishments to faces of creativity and experimentation, here are the best new restaurants to try this year in Jakarta and Bali.



Data Collection

Text “**Fabulous Feasting**”

Code :*Datum*: # 170/4/PRSTG/2019

Alliteration

Appendix 03. Figurative Expression of Personification in Prestige Issues



Made by hand for those who value perfection.

Observe the glide motion second hand of a Spring Drive watch. It is unique, a precise expression of how time naturally flows. Our master watchmakers create these mainspring-powered timepieces by hand. They are accurate to within one second per day. Across the immaculately polished surfaces of the dial courses an intricate play of light and shadow that speaks of the subtle aesthetics of Japanese craftsmanship. Dedication to perfection pursued for more than half a century.

grand-seiko.com

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Accurate to +/- 1 second per day.

Seiko Since 1881

GS
Grand Seiko

Data Collection

Text “Across the immaculately ... play of light and shadow that **speaks** of the subtle aesthetic of Japanese craftsmanship”

Code :*Datum*: # 17/12/PRSTG/2018

Personification



LANCÔME
ABSOLUE
CRÈME FONDANTE
SOFT CREAM
AUX GRANDS EXTRAITS DE ROSE
WITH GRAND ROSE EXTRACTS

REBIRTH OF A ROSE

Lancôme, one of the first houses to design its own rose, has reinvented its most luxurious range, Absolué. The Lancôme Rose, the result of thousands of hybridisations, was selected for its beauty as well as its resilient nature. This flower, transformed through biotechnological processes into an active ingredient, has unique regenerative powers on the skin that can now be found in Absolué Soft Cream. Available at Glow Living Beauty.

Data Colection

Text “**Rebirth of a Rose**”

Code :*Datum*: # 41/12/PRSTG/2018

Personification/Hyperbole

AGENDA gadgets

← SOUND OF FREEDOM

Bang & Olufsen's lightweight, in-ear wireless E6 earphones are designed for a dynamic and active lifestyle. The better the fit, the better the bass: E6 earphones come with four pairs of ear fins and four pairs of ear tips in different sizes and with one pair of high-performance foam tips. They are made with strong, durable materials. The cord connecting the earphones is encased in braided textile, as used in the production of sneakers, and is easy to clean. An anodised aluminium remote enables the user to take calls, listen to music or use voice activation. Bluetooth 4.2 with AAC codecs ensures no compromise on sound quality.



Data Collection

Text **“Sound of freedom”**

Code :Datum: # 46/12/PRSTG/2018

Personification



PRIDE IN SINGAPORE

Four Seasons Hotel Singapore has unveiled its newly refurbished suites. The hotel has completed a year-long renovation of its 225 guestrooms, including the four suites, by Hirsch Bedner Associates, which led the renovations of the Jiang-Nan Chun restaurant in 2016 and even the opening of the hotel in 1994. The designs of the four suites - the Royal Suite, Governor Suite, Ambassador Suite and the Presidential Suite - take their inspiration from Singapore's history. The Royal Suite reflects the tropical splendour of Singapore Botanic Gardens, while the Ambassador Suite displays the rich and intricate designs of Peranakan culture's unique heritage and the Presidential Suite has a colonial theme. All of the hotel's rooms and suites boast large floor-to-ceiling windows that provide sweeping views of the city and surrounding greenery, brightening up the rooms with plenty of natural light. fourseasons.com

Data Collection

Text “...., while the Ambassador Suite displays the **rich** and intricate design of Peranakan culture’s unique heritage....”

Code :*Datum*: # 48/12/PRSTG/2018

Personification



Cross
 The A.T. Cross Company is a major manufacturer of fine-writing instruments, timepieces and personal accessories. Since Richard Cross made the first pen in 1846, **Cross** has set out to reinvent the writing instrument category, combining design ingenuity with jewel-quality craftsmanship. Its latest breakthrough is a partnership with TrackR, an innovator in mobile tracking technology, to produce the world's first trackable fine-writing instrument. Now you can easily locate your pen when it's not by your side using a simple smartphone app.



estyle

A refinement in cooking materiality are carefully look, simple yet elegant, e.

Compact Steam Oven VICINO - BT 3435

Healthy meals in one touch! Steam and bake through the combination of advanced steam function with convection fan-assisted heating.

Compact Water Dispenser VICINO - BP 3435

Compliment your kitchen with first built-in water dispenser with adjustable temperature to get your desired hot beverage.

esia
 Exhaust Hood

MODE
 smart living

www.modena.com
 nationwide call center

Data Collection

Text "Healthy meals **in one touch**"

Code :Datum: # 39/1/PRSTG/2019

Personification/Hyperbole



Data Collection

Text **"Driven by Nature"**

Code :*Datum*: # 141/1/PRSTG/2019

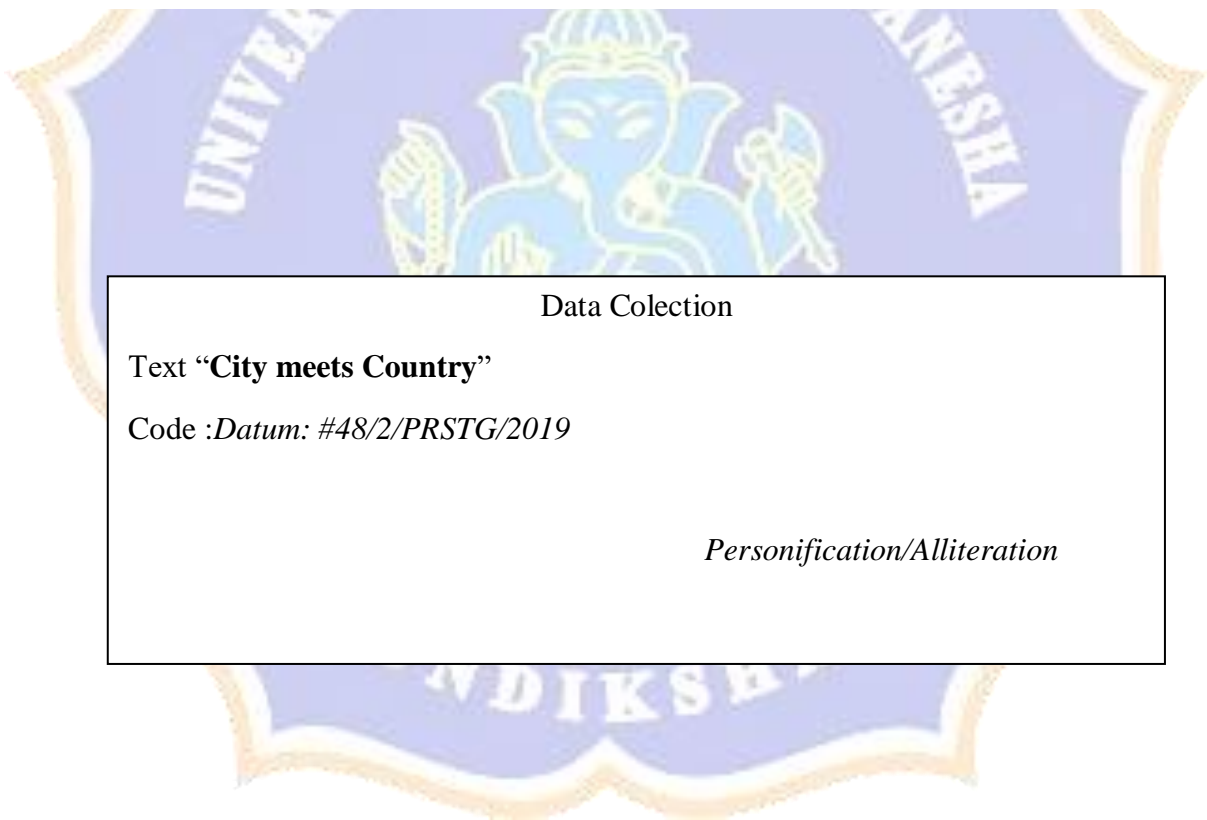
Personification

CITY MEETS COUNTRY

Whether it's a Murano glass vase or a porcelain decorative tray, a desk accessory, a chest or a picture frame, the **Hermès** Objects Spring/Summer 2019 collection features a fascinating assortment of desirable items that bring together the city and the country.



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Data Collection

Text “**City meets Country**”

Code :*Datum*: #48/2/PRSTG/2019

Personification/Alliteration

OLD MEETS NEW

Nestled in the heart of Amsterdam, at the famous museum district, **The Conservatorium** stands on the former site of the Sweelinck Conservatory of Music. The hotel is located right opposite the Rijksmuseum, Van Gogh Museum and Stedelijk Museum, and next to the luxury shopping district, the P.C. Hoofstraat. Regarded as the number one luxury hotel in the Netherlands, the hotel's Art Nouveau interiors were designed by Piero Lissoni, resulting in 129 spacious, light-filled guest rooms and suites. Conservatorium is also the home to Akasha Holistic Wellbeing Centre, a 1,000 sq m space for guests to recharge and rejuvenate with signature treatments and activities like yoga, meditation and Pilates. For food and beverage offering, the Conservatorium has the buzzy lobby-level Brasserie and Lounge for guest to enjoy Afternoon Tea, Taiko for contemporary Asian cuisine, and Tunes Bar that offers specialty cocktails. conservatoriumhotel.com



Data Collection

Text “**Old meet New**”

Code :*Datum*: # 54/2/PRSTG/2019

Personification



Data Collection

Text **"Beauty meets Fashion"**

Code :*Datum:* # 155/2/PRSTG/2019

Personification

Dance of diamonds

Marking the 25th anniversary of the Happy Sport, **Chopard** has reinterpreted its timepiece in an oval shape with new proportions. The bracelet, available in 18k rose gold or stainless steel, pays tribute to the original Happy Sport's "Galet" bracelet. A contemporary take on Chopard luxury style, the Happy Sport Oval Watch's modern, sporty case is framed by the sleek, feminine curve of the bezel. The dance of moving diamonds over the refined dial expresses the charm and liveliness of the Happy Diamonds concept.



Data Colection

Text "**Dance of Diamonds**"

Code :*Datum*: # 39/3/PRSTG/2019

Personification/Alliteration



Data Collection

Text : **"Language of the Earth"**

Code :*Datum:* # 15/3/PRSTG/2019

Personification/Hyperbole

Appendix 04. Figurative Expression of Parallelism in Prestige Issues



DO GOOD, FEEL GOOD

Chopard's new Happy Chopard Eau de Parfum Collection: Felicia Roses and Lemon Dulci builds on the Happy Diamonds, Happy Spirit and Happy Sport collections, with a new take on luxury perfumery. Caroline Scheufele's "do good, feel good" brand philosophy is realised through a collection of scents crafted from treasured natural ingredients. Available at Glow Living Beauty.

Data Collection

Text : "Caroline Scheufele's "**do good, feel good**" brand philosophy...."

Code :Datum: # 41/12/PRSTG/2018

Parallelism/ Alliteration

AGENDA *gadgets*

→ SOUND OF FREEDOM

Bang & Olufsen's lightweight, in-ear wireless E6 earphones are designed for a dynamic and active lifestyle. The better the fit, the better the bass: E6 earphones come with four pairs of ear fins and four pairs of ear tips in different sizes and with one pair of high-performance foam tips. They are made with strong, durable materials. The cord connecting the earphones is encased in braided textile, as used in the production of sneakers, and is easy to clean. An anodised aluminium remote enables the user to take calls, listen to music or use voice activation. Bluetooth 4.2 with AAC codecs ensures no compromise on sound quality.



Data Collection

Text : **“The better the fit, the better the bas”**

Code :*Datum:* # 46/12/PRSTG/2018

Parallelism/ Alliteration

BLACK TIE OR
DEEP BLUE

The Seamaster Diver 300M will take you from the bottom of the sea, to the centre of attention and to the top of the world.



SEAMASTER DIVER 300M
MASTER CHRONOMETER


OMEGA

OMEGA Boutiques:
JAKARTA • Plaza Indonesia • Plaza Senayan
Pondok Indah Mall 2 • Kelapa Gading Mall 3

Data Collection

Text : “The Seamaster Diver 300M will take you from **the bottom of the sea, the centre of attention, and to the top of the world**”

Code :*Datum*: # 3/1/PRSTG/2019

Parallelism

RSVP



Data Collection

Text : "From **Online** to **Offline**"

Code :*Datum*: # 134/1/PRSTG/2019

Parallelism



BERTRAND MEYLAN AND KARTIKA WINATA



KETUT MASAGUNG AND PINGKY MASRINI

TIMEPIECE LAUNCH

Enlightened and Energized

"The H4 Neo 2 is an evolution of the H4 Neo," said Giancarlo Mantuano, HYT's Vice President for Sales. "This was the country where the H4 Neo was most successful, and that's why we've chosen Jakarta to launch the second edition." Closing his speech, he proposed a toast to partner Time International, expressing his gratitude for its support of the Neuchâtel, Switzerland-based brand. Mantuano was speaking at a cocktail on Friday, November 14 at Immigrant in Plaza Indonesia. The presentation, "Enlightened, Energized and Polarized", highlighted HYT's "intrinsic fascination with making the paradoxical meaningful". Colourful new timepieces "add a striking new dimension to the combined energy of two potentially polemic opposites - light and liquid - with the smallest dynamo ever invented, patent pending. There's an instant of tension when creativity succeeds in replacing an enigma with enlightenment."



RUDY SALIM

WATCH LAUNCH

Data Collection

Text : **"Enlightened and Energized"**

Code : *Datum*: # 167/2/PRSTG/2019

Parallelism/Alliteration

Appendix 05. Figurative Expression of Simile in Prestige Issues



Data Colection

Text : "Play it **like** Hermes"

Code :Datum: # 11/12/PRSTG/2018

Simile

RSVP



SAIRA BIN JABAR, WAJIBI FALAH, SHIRINA PUNJABI, ANINDI PUNJABI, AND NAVILA PUNJABI



AMRIT LAKHANI AND RACHEL LAKHANI



ROSAN ROESLIANI AND AYU ROSAN

DIWALI PARTY

Pretty as Pictures

Sandiaga Uno, Prabowo Subianto's running mate for the 2019 Indonesian presidential election wife, and his wife Nur Asia were the guests of honour at MID Entertainment's Diwali party in November. As always, Manoj Punjabi, the company's President Director, invited a number of actors and other celebrities to the annual event. For example, Cinta Laura was as pretty as a picture in a purple-gold crop top and long skirt, complete with gold scarf by Nitya Kishore for a traditional Indian look, while Olla Ramlan wore a glittery body-fit dress by Ayumi that accentuated her slim figure. The guests gathered at Ristorante Da Valentino in Kuningan for the much-anticipated evening.



SUNITA PUNJABI AND DHANIKO PUNJABI



ADRIAN LI AND VANESSA LI



REZA HAKDIAN



DINA LATIEF HARJANI AND DAMI FERWATZABI

140 PRESTIGE FEBRUARY 2019

Data Collection

Text : **“Pretty as Picture”**

Code :*Datum*: # 140/2/PRSTG/2019

Simile/Alliteration



Data Collection

Text : **"Like a Fantasy"**

Code :*Datum*: # 160/2/PRSTG/2019

Simile

Appendix 06. Figurative Expression of Metaphor in Prestige Issues

PRESTIGE REPORT



THE FUTURE IS NOW

Hot on the heels of appointing a new Creative Director, Fabio Panzeri, Braun Büffel continues its bold and futuristic fresh direction with a “Retro Future Vision” themed spring/summer 2019 collection. Ricky Ronaldo reports on its launch in Singapore

THE TIME HAS COME to push a 131-year old German heritage leather brand into the future, and no one is more ready to shake things up at Braun Büffel than Fabio Panzeri, its Creative Director. The Italian designer joined the brand on June 2017 bringing to it 20 years of experience designing leather goods and accessories for brands like Prada, Helmut Lang, Etro, Dolce & Gabbana and Calvin Klein. On paper, his appointment to Braun Büffel was a natural match. But Panzeri had something more visionary planned for Braun Büffel.

Ever since his appointment, Panzeri has been redirecting the codes of the house with his radical vision, turning the Braun Büffel classic DNA into something more bold, retro and futuristic. This was hinted at his first capsule collection for the house he released last April and became clearer with the autumn/winter 2018 collection, where he took inspiration from glamorous 1970s disco charm. All of this eventually brings us to his latest collection, spring/summer 2019, which marks his first complete collection for Braun Büffel, and Prestige was among a group of international media invited to

188 PRESTIGE JANUARY 2019

Data Collection

Text :” The **Future** is Now”

Code :*Datum*: # 188/1/PRSTG/2019

Metaphor