

News Release

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Mario Testino to give keynote at International Herald Tribune “Hot Luxury” conference in São Paulo

London, March 3, 2011: The [International Herald Tribune](#) (IHT) today announced that one of the world's most celebrated fashion photographers, [Mario Testino](#), will give a keynote speech at the IHT's prestigious annual luxury conference. This year's event is entitled "[Hot Luxury](#)" and will be held in São Paulo on November 10-11 at the Hotel Unique.

Mr. Testino, of Peruvian origin, has emotional and business attachments to Latin America and is a frequent visitor to Brazil.

Speaking from Paris Fashion Week, Suzy Menkes, the IHT's fashion editor and chair of the luxury conference series, said, "I am thrilled that Mario has agreed to be part of our conference in São Paulo. Hearing from someone with such vast industry knowledge and experience will be a great benefit to our attendees who come to us to learn about all the latest trends in fine goods. We're thrilled to be heading to Brazil, where the booming economy has created a true excitement for exactly this sort of event. Having Mario there will be a real bonus."

The IHT luxury conference celebrated its 10th anniversary year in 2010 with a sell-out event in London on the theme of heritage with stellar speakers including Karl Lagerfeld, Alber Elbaz, Victoria Beckham, Angela Ahrendts and Paul Smith among many others. The conference has previously been held in Paris, Hong Kong, Dubai, Istanbul, Moscow, New Delhi and Berlin and provides an annual forum for business and creative leaders from the top echelons of the industry to gain insights, share ideas and expand their international networks.

The conference is sponsored by **Iguatemi and Mercedes-Benz Cars**.

- Ends -

About the International Herald Tribune (global.nytimes.com)

The International Herald Tribune (IHT) is the premier international newspaper for opinion leaders and decision-makers around the globe. It combines the extensive resources of its own correspondents with those of The New York Times, is printed at more than 38 sites throughout the world and is for sale in 160 countries and territories. Based in Paris since 1887, the IHT is owned by The New York Times Company. For more information about the IHT, visit ihtinfo.com

About The New York Times Company (nytco.com)

International Herald Tribune

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