On a glorious start of the summer day, B Beyond attended the Monte Carlo Ladies Lunch, an established landmark in the social calendar of the glamorous principality.

The Ladies Lunch was established 8 years ago by the Baroness Cécile de Massy. Its President is, fittingly, Princess Charlene. The event is an expression of the “charity begins at home” tenet in that it raises funds for local causes. The 21st June 2012 lunch, which took place at the Metropole Hotel, raised an astonishing €33,000 for the AMEA Association. The AMEA Association supports autistic children and their families in a multitude of ways, poignantly described in a speech by Helene Liquier, the President of the association.

The Metropole is a long-term partner of the lunches and Cécile de Massy thanked the management for the years of support in her address. Other sponsors included MontBlanc, Fleurisia Flowers, Fred Animation and Studio Bazile. Escada provided further entertainment in the shape of a fashion show, with the statuesque models parading around the tables, adorned with exquisite MontBlanc jewellery.

B Beyond sat at the table of honour which was quite lively with Cécile de Massy herself, Monica Baccardi and two Russian ladies.

Also present were SLL (www.sustainableluxurylifestyle.org) co-founder and MCM (www.) architect Milena, Victoria Haggerty whose chateau in Cap d’Antibes is one of the most beautiful properties on the Cote d’Azur.
La Baronne de Massy (second from left to right) with some of her supporters.
Montblanc jewellery on display
Models showing the Escada Collection
Association d’Aide à l’Enfance et à l’Adolescence

The Association Ladies Lunch Monte-Carlo, raised more than €33,000 at their lunch Thursday, June 21, 2012 held at the Hotel Metropole Monte-Carlo. The funds will be entirely reversed to the association AMEA.

Association Monegasque pour les Enfants Autistes
Association Monegasque for Autistic Children

Everything was made possible thanks to the sponsorship of that exposed some of their most beautiful jewellery pieces from their Princess Grace de Monaco collection. We are also thankful for the participation of the designer ESCADA who organized a magnificent fashion show, with the models wearing Montblanc exquisite jewels. A special mention goes to our generous private donors, loyal participants and our partners Fleurisia, Fred Animation, Metropole Hotel Monte-Carlo & Studio Bazile.

Their combined generosity will assist AMEA in reaching their goals:

“To each its voice” – Give the autistic child personalized care by qualified professionals: sports, art therapy (music, painting), animal assisted therapies (horses & dogs), sessions of leisure and learning according to an individualized program, because it is important to emphasize that there are as many autistic children as forms of autism.

“Educational holidays” – Organize holidays adapted to these “different” children over a stay of 4 to 5 days with specialized educators: during the summer walks in the mountains, and in the winter toboggans, ski and dog sledding.

“A better life for the family” during their holidays, a time to relax and really enjoy the school vacations with their other children, and for the parents a time to rekindle their couple.

Mme Cécile de MASSY and her team are thankful for the continuous support of members of their Honorary committee and personalities of the Principality.

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Standing from LEFT TO RIGHT: Florence DELORY (Resp Franchises Montblanc France), Celina LAFUENTE DE LAVOTHA (Communications Ladies Lunch), Stephan ACTIS (Directeur Marketing Montblanc France), Sylvia SERMENGHI (Ladies Lunch), Rose ASPLANATO (Ladies Lunch), Cathy CAPRALE (Ladies Lunch), Michel ADE (General Director Montblanc France), Dominique REVELLY (General Secretary Ladies Lunch), Virginie AUBRY (Treasurer Ladies Lunch), Helene LIQUIER (President AMEA), Valerie GALLO (Boutique ESCADA). Seating From LEFT TO RIGHT: Susie OTERO (Directrice Montblanc International Joaillerie), Mme Cecile de Massy (President Ladies Lunch), Nathalie BANESSY (Managing Director ESCADA France). Photo by STUDIO BAZILE