

Wallpaper*

Wallpaper* bares all for Secret Elite special issue

Wallpaper*, the international design, fashion and lifestyle bible, is sharing its most prized possession: the contents of its little black book. The Wallpaper* Secret Elite special issue reveals the must-know names, numbers and places for the best in modern living around the world.

Taking in fashion and travel, culture and architecture, food and design, this is the address book for the truly discerning. From tip-offs for everything from trusted tailors and discreet international hideaways to design-minded dive bars in Manhattan and cabinet makers in Maputo, as well as truly off-the-radar innovations such as personal submarines and good-as-new vintage off-roaders, it's all here.

A Secret Elite Vault with even more covetable contacts will be available at Wallpaper.com but will only be accessible to those with the code that is printed on the Secret Elite issue spine. Continuing the secrecy theme, the issue includes a sealed section, and subscriber copies will have a special cover treated with photosensitive ink, which means key elements are visible only in sunlight.

Editor-in-chief Tony Chambers says: "The Wallpaper* Secret Elite is always one of our favourite issues, but it also raises a huge dilemma, as we have to give away our prized global contacts. But it's all for a good cause."

Publishing director Gord Ray adds: "Wallpaper* readers are incredibly discerning and want the best of everything. The Secret Elite issue will be indispensable, giving them all they need to maximise their global lifestyles."

The Wallpaper* Secret Elite issue is on sale in the UK from 12 June 2008.



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For high-res cover images go to www.ipcmedia.com/press/imagebank.php

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