

THE #SECRETPLACE OF MEGHAN MARKLE AND MATTHEW DADDARIO

Your journey, your destination, your secret place.

TheLuxer.com—the official e-commerce partner of **Tod's**, **Roger Vivier**, **Hogan**, **Hogan Rebel** and **Fay**—presents **#SECRETPLACE**, a photo contest that explores the endless ways our personal journeys can bring inspiration to the everyday lives of others.

A picture has the power of capturing special moments, intimate stories and private emotions. TheLuxer.com will host a dedicated section showcasing the pictures of your secret place—the one where the magic happens. Each photo will be identified by the username of its author and associated with a product from the collections on sale on the website.

CONTEST RULES

The #secretplace contest starts in May and runs for 9 weeks. No purchase is necessary to enter or win. The contest is open to all Instagram users and participants can submit unlimited pictures. Follow the instructions below to enter the contest:

1. Follow @theluxer on Instagram
2. Post a picture of your secret place using #secretplace
3. Tag 3 of your friends

#SECRETPLACE PRIZES

Every week, a jury of experts will select the best #secretplace photo. The author will receive a \$300 voucher redeemable on TheLuxer.com. At the end of the contest period, the jury will choose the best photo among the weekly winners, and the winner will be awarded a voucher to the value of \$3,000.

THE STORIES

Following up, the monthly cover story published in The Stories - the editorial magazine in TheLuxer.com - is dedicated to travel and secret places of two special guests. Meghan Markle, American actress of the TV show Suits reveals her secret places in New York during an exclusive interview. Matthew Daddario - the new star of Shadowhunters - tells us about his experience in television and the places in which he loves spending his free time.

ABOUT THELUXER.COM

TheLuxer.com—the official e-commerce partner of Tod's, Roger Vivier, Hogan and Fay—is an online boutique that specializes in limited edition products. TheLuxer.com is a window to the “Made in Italy” mindset, where taste and elegance are the paradigms.

The boutique is much more than an online store: it is an inspiring place to have an unprecedented shopping experience.

With headquarters in Milan, plus offices in New York and Shanghai, TheLuxer.com has a dedicated website for Italy, the United Kingdom, Germany, France, Spain, Holland, Austria, Belgium, USA and China.

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