

**+** Toowoomba BMW launch new BMW X4, M3, M4 and 4 Series Gran Coupe

# Luxury, craftsmanship and style

Designer Q&As a popular feature with guests at BMW's fashionable launch event

THERE is no denying the craftsmanship and luxury detailing that goes into the creation of a BMW.

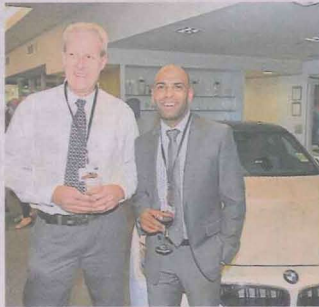
So when Toowoomba BMW held an event on September 26 to launch the new BMW X4, M3, M4 and 4 Series Gran Coupe, there was little surprise that the evening was a celebration of all things luxuriously crafted.

Not only were guests able to spend time exploring at the newest models in the BMW range, they were also entertained by talks and informative question-and-answer time with two of Toowoomba's local designers — David Boucher, of Boucher & Co, and Kiron Barui, of Wearing Memories.

Mr Boucher, who has designed and hand-crafted stunning works of art you can touch, use and desire in Toowoomba since 1977, discussed his experiences with luxury, including his 2013 collaboration with Rolls-Royce.

Ms Barui, whose innovative range of champagne-inspired jewellery has recently debuted at London Fashion Week, displayed and discussed some of her collection, much to the delight of the ladies in attendance.

The marketing manager for Southern Cross Automotive Group, Marcus Leis, said the feedback from the more than 70 people in



**+** Craig Drummond, left, and Nivard Nelson at the new model BMW launch.

PHOTOS: NEV MADSEN

attendance was positive, not only for the new models but also for the question-and-answer time with the night's special guests.

"The night was a great success," Mr Leis said.

"As always, though, it is our customers who deserve the credit — not only for making our business successful, but also for making nights like these enjoyable."



**+** Cynthia Hardy tries out the new BMW X4 at the Toowoomba BMW event.

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