

SHORT NEWS

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RENAULT, EXCLUSIVE SPONSOR OF THE EXHIBITION 'GRACE KELLY, PRINCESS AND STYLE ICON'

Renault is the exclusive sponsor of the exhibition 'Grace Kelly, Princess and Style Icon', which will be held from 5 June until 26 October 2014 in Paleis Het Loo, Apeldoorn, Netherlands. Clothing, accessories, film clips and photographs will bring to life again the fascinating story of Princess Grace of Monaco, who was both a princess and a style icon.

Grace Kelly's 1959 Renault Floride will be a unique feature of the exhibition, hence Renault's desire to affiliate itself with this French exhibition as an exclusive sponsor. The French car manufacturer will also celebrate the introduction of its new style icon, the Renault Twingo, at the same time as the exhibition.

Royal role model

As a style icon, American-born Grace Kelly (1929-1982) was one of the most photographed women of the twentieth century. The media closely followed her successful life as an American film star, royal bride and princess of Monaco. Even today, the current generation of European princesses also embody Grace Kelly's professionalism and significance as a royal role model and style icon.

As a French car brand, Renault feels closely connected to Monaco and its accompanying style and elegance. The Renault Twingo, as a modern style icon, is a fitting part of this exhibition.

The exhibition 'Grace Kelly, Princess and Style Icon' is being organised in close collaboration with Grimaldi Forum Monaco. For further information, please visit: <http://www.paleishetloo.nl/agenda/grace-kelly-prinses-en-stijlicoon/>

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Note to the editor:

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