

Your wish is their command

You may not be able to summon a genie from Aladdin's magic lamp to make your wishes come true, but luxury concierge services are proving themselves to be the next best thing, as **Lucy McGuire** discovers

Anyone who regularly travels to new destinations – either for business or pleasure – will understand the appeal of a lifestyle concierge service. By employing an expert concierge assistant to hone your itinerary, you can enhance your travel experience in a multitude of ways.

Offering everything from personal chauffeurs to dinner bookings at the world's most sought-after restaurants, concierge services offer members exceptional privileges, VIP treatment and outstanding attention to detail – that is, if you choose the right one.

When considering a concierge service, the key things to look for are testimonials from existing members and examples of how the service has gone above and beyond to fulfil the requests of their clientele. If there's a sought-after Hermès bag or exceptionally rare Patek Philippe watch you thought was unattainable, the best concierge services could prove you wrong. As well as meeting logistical requests and travel itineraries, many concierge experts have genie-like qualities and can often accomplish the seemingly impossible. Boasting charitable foundations and niche services too, you will find all sorts of appealing features from the best lifestyle companies.

Concierge groups cover a variety of specialisms, from bespoke travel and aviation to entertainment, leisure and retail. Many will offer both private and corporate packages, while others also branch out into home and estate services.

Quintessentially Lifestyle, for example, is a global concierge service with its finger on the pulse of the entertainment and food scenes. The company has become the go-to service for those keen to enjoy what they describe as the “privileges that money simply can't buy.”

Those privileges, of course, depend upon the membership you select. Quintessentially has two tiers, with their Dedicated

Below: Luxury concierges can provide an array of services, from lifestyle management to VIP event access

membership starting at US\$4,500, which includes VIP access to film premieres and festivals such as Coachella, as well as the Oscars, Royal Ascot and New York Fashion Week. If you splash out on their Elite Membership – which starts at US\$16,500 – you can enjoy entry to charity fundraisers with the Royal Family and previews of the Frieze art fair and other top art shows, as well as prestigious events held at 10 Downing Street.

Aside from membership-wide experiences, Quintessentially prides itself on meeting some very personal requests, and upholds a strict limit of 5,000 members. From wrapping a supercar in bespoke gift decoration to setting up a flashmob of dancers in New York for a member's wife, they go to great lengths to deliver their bespoke services.

The company say they have now dealt with more than two million member requests – and their clients' requests are getting bigger and more challenging ►





Left: A concierge could help you rub shoulders with George Clooney at A-list events
Below: Companies such as One Concierge and Quintessentially pride themselves on being able to arrange anything their clients desire, from VIP access to more quirky requests

too, from the unusual and extravagant to the downright crazy. Quintessentially has, for example, closed the Sydney Harbour Bridge for a private climb to stage a unique marriage proposal, arranged a party for 300 at the Pyramids in Egypt, created a romantic meal for two on an iceberg, and even built a replica 'Bat Cave' in a member's home for one avid film fan.

Since launching in London in 2000, the company has expanded into over 60 cities around the world, providing an unbeatable global lifestyle management service. From Buenos Aires to Beirut, New Delhi to New York, Moscow to Milan, and in destinations as diverse and far-flung as Maputo, Ljubljana, Istanbul, Jakarta and Seoul, Quintessentially Lifestyle's global fixers are on hand to provide the ultimate in insider, specialist and localised knowledge – plus a host of exclusive benefits, preferential rates, special offers, unique deals and the very best in service wherever you happen to be.

Another name to look out for is One Concierge – a global company that offers everything

from VIP event access and corporate event management, to personal 'lifestyle solutions', while you are either travelling or at home.

One Concierge's membership options can be tailored to the individual client, and the company claims to grant you unlimited access to 'over 150 concierge and lifestyle management services as well as event access to over 50,000 events', red-carpet access included.

One Concierge's concierge specialists are on call 24 hours a day in over 115 countries, and their Travel concierge service package starts from a reasonable annual fee of US\$1,000. This offers features such as negotiated hotel rates, airport transfers and first and business class fares. Their Executive, Bespoke and Lifestyle memberships are available for US\$3,000, US\$8,000 and US\$18,000 respectively, with options to personalise your package with personal shopping services, travel itinerary planning, PR management and other luxury privileges.

One Concierge claims to have served a whole range of high net



worth families, politicians and high profile clients, with a global reach of 10,000 reputable partners, and the company pride themselves on 'delivering the inaccessible'.

If you want to go one step above the rest, their UniQ'e service – as the name suggests – delivers ultra-unique and authentic experiences such as celebrity performances and luxury escapes to the most exclusive destinations on the planet.

Whichever type of lifestyle management you are looking for, these highly-sought after concierge groups certainly deliver on quality, exclusivity and style. The question is: which one will you go for? ■

For more information, visit www.quintessentially.com or www.oneconcierge.com

