

An Introduction to

Q U I N T E S S E N T I A L L Y



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OVERVIEW

SERVICES

WORK

Introducing Quintessentially

For 20 years, Quintessentially has been providing unparalleled access to the world of luxury experience across the globe.

Sitting at the heart of an evolving luxury landscape, we look after a global members-only community of successful and influential individuals and partner with the world's leading global brands.

We are the trusted authority for HNW and UHNW clients, enriching their lives through meaningful experiences and connections between people, place and purpose.





Specialists in Luxury Experiences

FOR HNW & UHNW INDIVIDUALS

Lifestyle Management & Concierge

Travel

Property

Art

Education

Weddings & Private Events

Philanthropy

FOR BRANDS, GOVERNMENTS & ORGANISATIONS

Brand & experience strategy

Event ideation, production & management

Experiences & logistics

Global partnerships

Communication campaigns & design



Touching All Aspects of Luxury Living

DINING EXPERIENCES

Including coveted
reservations at the best
restaurants, pop-ups
and events

TAILOR-MADE TRAVEL

Including business travel,
private aviation, holiday
planning, transport, hotel
reservations and access to
VIP travel lounges

HEALTH & WELLBEING

Private health management
with access to the world's
top spas, salons, makeup
artists, nutritionists and
fitness trainers

UNIQUE GIFTING

Sourcing gifts and personal
shopping including limited
editions and hard
to find items

ART ADVISORY

Access to fairs, private
exhibitions and collections,
private tours and talks,
advice to collectors
and enthusiasts

PROPERTY SERVICES

Property search, purchase
and rental, property
management and
household services

EDUCATION SERVICES

Guidance on early years
education to facilitating
best suited school or
university placements

EXCLUSIVE ACCESS

Tickets to sold-out
concerts, sports events,
fashion shows and
art previews

With a Global Community

Market leading geographical coverage with 60 offices, crucial to an increasingly global mobile HNW community

4 GLOBAL HUBS | 60 ON-THE-GROUND OFFICES | 1,000 SPECIALISTS

EUROPE & AFRICA

London	Belgrade
Paris	Madrid
Geneva	Ljubljana
Munich	Johannesburg
Amsterdam	Stockholm
Milan	Istanbul
Lisbon	Luanda
Tbilisi	Vienna
Athens	Baku
Budapest	Brussels
Port Louis	Sofia
Monte Carlo	Zagreb
Podgorica	Prague
Oslo	Copenhagen
Warsaw	Helsinki
Moscow	

MIDDLE EAST

(Riyadh)
Jeddah
Dubai
Kuwait City
Amman
Cairo

ASIA PACIFIC

Hong Kong
Melbourne
Shanghai
Beijing
New Delhi
Kuala Lumpur
Tokyo
Manila
Singapore
Seoul
Colombo
Bangkok

AMERICAS

Buenos Aires
Sao Paulo
Toronto
Bogota
Mexico City
Panama City
Lima
New York
Miami
Los Angeles





Proud to Work With



LOEWE



GUCCI

Cartier



Google



facebook

One&Only
RESORTS

DE BEERS



SAMSUNG



SELFRIDGES&CO



WSJ



PRIVATE

DP WORLD

automobili
Lamborghini



امكان
IMKAN



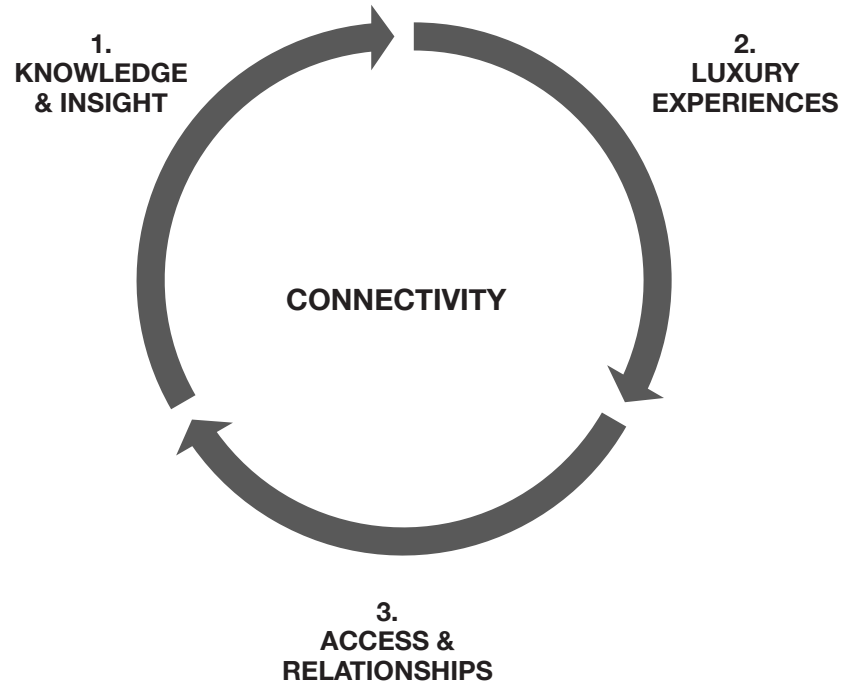


Our Unique Offer

Quintessentially is at the leading edge of luxury transformation. Having pioneered the experience economy, today our business creates meaningful connections between people, place, brands and purpose.

CORE PILLARS:

1. Knowledge and insight on a global U/HNW audience
2. Delivering luxury experiences through global travel management alongside servicing expertise and logistics
3. Creating unparalleled access through trusted relationships





Delivered Through

INSIGHT & STRATEGY

Insight & strategy to support understanding and acquisition of a global U/HNW audience

EVENTS & EXPERIENCES

Ideation, production and management of events at the highest standards

TRAVEL & LOGISTICS

Bespoke itineraries, travel experiences and management of logistics for both private and corporate clients

LIFESTYLE SERVICES

24/7
365 days
Global

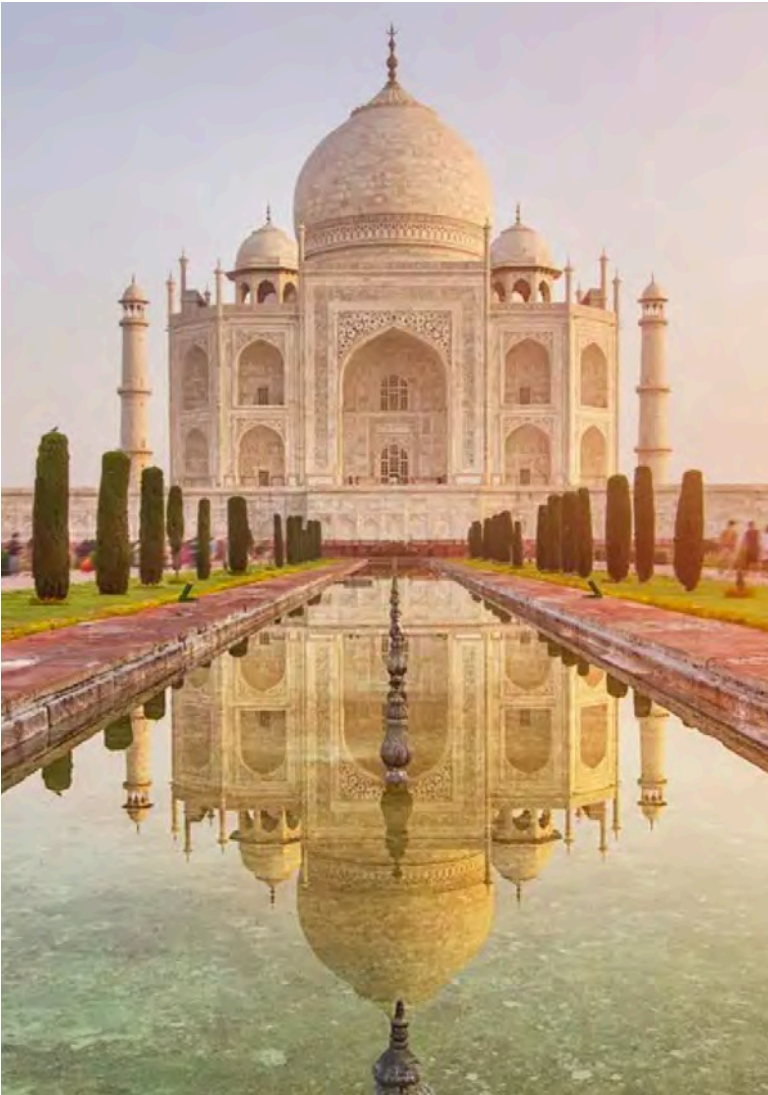
BRAND PARTNERSHIPS

Partnerships to support positioning and customer acquisition via presence and access to an influential U/HNW global audience

STAFF & TRAINING

Ensuring service standards and client experience meets the discerning expectations of a global U/HNW traveler

Our Work Tells the Story



Cartier

GLOBAL: LONDON, RIYADH, MUMBAI

We created unique, tailor-made programmes of experiences for Cartier's most treasured VVIPs, VIPs & prospects from around the world.

We closed the Taj Mahal - only ever done previously for State visits.

From hosting and servicing clients at annual High Jewellery Events to planning once-in-a-lifetime journeys across India. We have a bespoke team of experts executing to immaculate standards.

RESULTS

2 Year Partnership

Bespoke cultural, sporting and local experiences with celebrity guests

Individual programmes including all logistics, hotels, restaurant bookings and guest management

Live event production

On-site concierge



Bentley

GLOBAL

A global lifestyle launch of Bentley's Continental GT convertible across 6 markets in 24 hours to drive customer acquisition and brand engagement.

Event strategy, ideation and management alongside guest list curation to engage Quintessentially's private and corporate members as well as our private network and brand partners.

RESULTS

6 Global Launch Events in 24 hours

2200 VIP HNWI guests

Introduced 587 new leads to Bentley

Over 15 cars sold (retail price per car c. £220k) within first six months of the event



Facebook

GLOBAL

A dynamic 5-year partnership, producing in excess of 500 events for Facebook, globally.

Event formats include; global product launches, influencer workshops, media roadshows, CEO breakfasts, office openings, election tours, live broadcast coverage from the 2018 Royal Wedding, summits, hacks, testathons, policy events, BETA testing and press round tables.

RESULTS

Produce on average 2 events a week

Delivering events in over 45 cities across the globe

Helped Facebook engage with over 10,000 guests, in the last 6 months alone

Develop and successfully use the brand guidelines across all aspects of events

Regularly produce events for Facebook's executive team to include Mark Zuckerberg, Sheryl Sandberg, Nick Clegg, Chris Cox and Nicola Mendelsohn



DP World & Virgin Hyperloop One

DUBAI

Partnership between DP World and Hyperloop, the launch of Cargospeed took place on the newly launched QE2 in Dubai, UAE.

RESULTS

Bespoke event design

Guest of Honor – Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai

Event conceptualised, planned and delivered in under one month

Worldwide media exclusive with CNBC



Gucci

GLOBAL

A dual approach to partnership; (i) strategy and insight to better understand prospects and (ii) loyalty initiatives to reward existing, valuable clients.

Primary research with HNW audience informed end-to-end customer experience planning and servicing initiatives. Loyalty programmes for top clients included gifted bespoke Quintessentially memberships to increase retention, frequency and enhance relationships through data and insight reports.

RESULTS

6 year partnership

120,000 touch points

10 markets

x3 more likely to repeat purchase



Equate

KUWAIT

20th anniversary and building inauguration at EQUATE's newly opened Head Quarters in Kuwait.

RESULTS

Bespoke event design around new building

Bespoke seating & screens in the round

16 piece live orchestra

20th anniversary orchestral piece by Kuwait's leading composer

50m exterior time tunnel showcasing the company's journey



Aston Martin

GLOBAL

Create and deliver the Aston Martin Art of Living programme for the brand's top customers to build brand advocacy and generate sales through the provision of awe inspiring driving and lifestyle experiences.

RESULTS

2,000 new qualified customers

250,000 consumer touch points

£1.1 million media value

35 vehicles sold

£5.25 million sales value



De Beers

GLOBAL

Customer research initiative to gain an understanding of the motivations, needs and desires within the 5+ carat diamond market. Research comprised both quantitative analysis and qualitative 1:1 interviews with members matching the target demographic. Cumulative findings (including lifestyle/behavioural/category insights) unearthed new imperatives for the brand and business. Imperatives were translated into a final report – offering an authentic and actionable recommendation for the brand and business.

RESULTS

Quantative analysis included 18 years of behavioural data from 621 qualifying individuals

Qualitative analysis engaged 32 individuals around the world

Recommendation informed everything from market sizing to go-to-market

Strategy to brand and communications opportunities



The Royal Ballet

JAPAN

The Royal Ballet Company were touring Tokyo in June and the organisation planned to bring a group of VIP supporters. Each guest was a high level donor, and required an exceptional experience and service. Guests would attend multiple performances and sit stage side in exclusive dress rehearsals, company dinners and events. This would be wrapped up in a full end-to-end luxury, 12 night travel programme.

RESULTS

Full project & logistics management

24/7 assistance & onsite presence

Itinerary creation



Hyperloop One

DUBAI

High profile launch, Hyperloop One, the high-speed transport system set to revolutionise transportation in Dubai.

Press launch released a video teaser and global announcement in partnership with RTA in Dubai.

RESULTS

Partnership with Dubai Road Transportation Authority

Continuous event launches

3 countries in 6 months



Tom Ford

GLOBAL

Create and deliver a 'money can't buy' global influencer experience as part a new product launch. Full creation of 5 bespoke itineraries in hand picked locations to reflect the brand identity and campaign. Delivery of bespoke activities and production alongside customised dining experiences in South Africa, Oman, Cambodia, Cook Islands and Indonesia. Each itinerary was designed to highlight key branding moments for the media teams, with personalised design and bespoke styling sourced for each destination.

RESULTS

Full project & logistics management

24/7 assistance & onsite presence

Production management

Content creation

95 bespoke itineraries

Regional client management & comms

Combined reach 48.8 million



BCG

GLOBAL

A tailored program for BCG Partners. The objective was to add value by making their life easier and saving them time, daily.

Everyday assistance, resolving practical issues, travel & family planning, dinner arrangements and access to cultural events and art exhibitions.

Professional value added through networking opportunities and member events.

RESULTS

Concierge membership in 12 global markets

86% global monthly engagement rate

100% penetration

100% SLA compliant since launch



Rolls Royce

DUBAI

Quintessentially conceptualised 'Rolls-Reversed' – a series of three events to launch the Rules Rewritten campaign in Dubai. A group of hand selected 'Originals' were invited to customise the exterior of their own Rolls Royce and experience it on the road.

RESULTS

Successful client acquisition strategy

Attendance of New York based artist Bradley Theodore

Dramatic unveiling of customised vehicles

Bespoke design led brand experiences

Brand recognition and reach for prospects

Influencer engagement

And Giving Back to Our Communities



Quintessentially Foundation



Thank You

QUINTESSENTIALLY