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Change Language: **LIVING ON DEMAND: the concierge lifestyle**

IT'S LAVISH. IT'S LUXURIOUS.

But most importantly, it's worth it. For today's affluent, concierge services have become a standard part of everyday life, allowing the world's elite to enjoy the moment without having to worry about getting dinner reservations at an exclusive restaurant or finding a private jet for a last minute vacation. As the demand for such services continues to grow, so too do the services offered. No matter where life takes you, there should be a consistent standard of luxury across the globe and the well-to-do are demonstrating a willingness to pay a little extra if it means guaranteeing peace of mind. "One time a client from New York contacted us to rent the exclusive Bugatti Veyron for a weekend. We used our knowledge of the market and our contacts to locate one of the most expensive cars in the world. In the end, the client got the car delivered right to his home in New York City for a weekend," recalls **Steve Edo, CEO of Pure Entertainment Group**, an established service comprised of an extensive network of the most elite agencies and lavish travel entities in the world.

With the stabilization of the global economy, factors such as peace of mind and convenience have emerged as decision drivers for today's "worth oriented" consumer. These are consumers who aren't afraid to splurge on a pair of designer sunglasses, for example, and later might confide to a friend, "I know I paid more than I should have, but it was worth it!" In particular, the growing demographic of Young Affluent tends to fall into this category, with 56% having a self-proclaimed Worth oriented bias, per the American Express Annual Survey of Affluence and Wealth conducted by Luxury Portfolio partner, the Harrison Group. Among the Young Affluent's top priorities are family, friends and having fun and concierge services have proven one of the best ways to maximize each of these in their lives.

No request is too outlandish, as such services pride themselves on their ability to fulfill the client's dreams. But with so many offerings and resources available online, these services have been forced to evolve a bit in recent years, becoming even more personalized. Today their most valuable asset is delivering clients an experience that isn't available to the general public, whether that means getting tickets to a sold-out show, having a store extend its hours for a private shopping session or getting a celebrity appearance at a birthday party. They are the fixers of the uber-wealthy, on call 24/7 to ensure that life runs smoothly no matter where you are in the world. From celebs to CEOs, the concierge lifestyle is being embraced because it supports the quality of life that these individuals have come to expect. Quintessential[^], one of the industry's frontrunners, for instance, provides each customer with a lifestyle manager who is well-versed on their interests and will proactively make suggestions tailored to the individual.

By eliminating the stress of everyday life, today's affluent are not only finding more time to spend with friends and family, but they're having more fun doing so. Simply put, bespoke service has become the norm for wealthy individuals who enjoy an elevated quality of life, and as the trend continues to grow they're showing no sign of buyers' remorse.

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