

# KEY-2 LUXURY: Q&A

## WHAT IS KEY-2 LUXURY?

Key-2 Luxury is a sleek silver key ring which cannot be bought by the general public. It is given by companies to their valued clients as a gift. The key ring offers the recipient personal contacts and a world of exclusive VIP privileges for life at some of the world's leading restaurants, retailers, clubs and bars, hotels and service providers. Benefits are available globally and augmented regularly. The key ring is also given to internal management to optimize corporate expenditure.

## WHERE HAS KEY-2 LUXURY COME FROM?

Key-2 Luxury CEO & founder David Johnstone is an expert and innovator in the luxury lifestyle & loyalty sector. Having started his career at the Grosvenor House Hotel, where he worked for 4 years from the age of eighteen, David then travelled the world as the PA to a self-made telecoms billionaire. Upon his return to the UK 10 years ago, David created the first concierge company, 'The Savile Row of Tailor Made England'. He confirmed his status as the inventor of an entirely new genre of business by developing this into the first virtual private members' club 8 years ago, The Renaissance Club. David has crystallised these years of experience into the Key-2 Luxury concept, developed from the six key principles that he considers to be the global aspirations:

- Everyone loves luxury
- Everyone loves to be privileged
- Everyone loves to be upgraded
- Everyone loves to optimize their private and / or corporate expenditure
- Everyone loves VIP recognition
- Everyone carries a set of keys

Recognised as a leader in his field, David was chosen to co-organise the Children's Party at Buckingham Palace to celebrate the Queen's 80th birthday.

## IS KEY-2 LUXURY A CONCIERGE/LIFESTYLE MANAGEMENT SERVICE/CLUB?

No. Concierge services and clubs seek to organise your life or bring you together with others, Key-2 Luxury is a lifestyle accessory which complements and upgrades the lifestyles of its holders by giving them our contacts and a unique collection of exclusive VIP privileges for life.

## HOW GLOBAL IS KEY-2 LUXURY?

You can use the key ring in numerous locations worldwide from New York to Paris and Hong Kong to London, in Switzerland, Germany and Spain. The brand is growing daily and Key-2 Luxury is continually developing globally.



# KEY-2 LUXURY: Q&A

## WHO ARE THE KEY HOLDERS?

Current key holders include the VIPs of Dunhill, Hugo Boss, Jaeger-LeCoultre, Reuters, Lamborghini-HR Owen, ICAP, Man Group, City Index, MTV, World Music Awards, James Purdey & Sons, La Zagaleta, Exclusive Resorts, the London Film Festival; and many more.

## WHAT IS THE KEY HOLDER PROFILE?

Decision-makers, entrepreneurs, journalists and celebrities, those with a high corporate or personal disposal income.

## WHICH CELEBRITIES HAVE BEEN GIVEN A KEY RING?

Beyoncé, Eva Herzigova, Helena Christensen, Daniel Craig, Adrien Brody, Madonna and many more.

## HOW DOES THE KEY RING WORK?

Having been given the key ring as a present the holder will activate it online. They will then have direct access to our personal contacts at each supplier across the globe. On presentation of the key ring at one of Key-2 Luxury's recommended suppliers, the key holder will receive the appropriate privilege that has been negotiated on their behalf.

## WHAT DO THE PRIVILEGES INCLUDE?

- Receive complimentary rounds of golf, beauty treatments and exclusive rates and upgrades in luxury hotels around the world
- Enjoy VIP entry and complimentary champagne for key ring holders and their guests at a variety of fashionable clubs
- Spend £500 on a present for a loved one and have £100 to spend on yourself
- Give a drinks party for 100 guests for your birthday and receive 50 bottles of champagne complimentary
- Take a 5 cabin yacht for 10 nights and receive 50 bottles of Veuve Clicquot complimentary

The privileges within Key-2 Luxury's global portfolio are enhanced regularly.



# KEY-2 LUXURY: Q&A

## WHERE CAN I TAKE ADVANTAGE OF PRIVILEGES?

Nikki Beach (Marbella), Megu (NY), Christie's (globally), Franco's (London), Bagatelle (NY), Stapleford Park (Leics, UK), Exclusive Resorts (globally), Thomas Pink (globally), Marquee (NY), Tao (Las Vegas), Maendler (high fashion boutique, Munich), Cavendish White (globally), Pickett (fine leather goods and luxury accessories, London) and countless exclusive hotels worldwide from the Harisch Hotel, Weisses Rössl, Kitzbühel to L'Hôtel de Crillon in Paris.

## WHY DID FINANCIER STANLEY FINK GET INVOLVED?

He bought many key rings as gifts for his VIP clients and close friends and one year later decided to become an investor and co-director. It's very much the idea of, "I loved the company so much, I bought a slice of it."

## HOW MANY KEYS ARE IN EXISTENCE?

There are currently over 10,000 key rings in the market globally.

## WHY DOES KEY-2 LUXURY APPEAL TO CORPORATIONS?

- Companies are forever searching for an original and innovative present to reward or thank those people who are important to them. Key-2 Luxury provides the most original, elegant and sophisticated experience in the market.
- Many companies who buy Key-2 Luxury key rings as gifts also give them to their valued management to optimize their corporate expenditure, whilst ensuring an enhanced entertaining experience for all concerned.
- The key ring offers companies daily verbal brand recognition by the engraving of their logo on all key rings gifted. There is therefore not only a constant subliminal & positive association between each privilege and the giver by the key holder, but others see the giver's logo too.
- The key ring can be bought for life, with no annual renewal costs.
- The key ring has a even greater cachet as it is not available to purchase by the general public. Like a good bottle of wine, it gets better with age.



# KEY-2 LUXURY: Q&A

## WHY DOES KEY-2 LUXURY APPEAL TO SUPPLIERS?

Joining Key-2 Luxury as a supplier means that your business is placed in full view of thousands of individuals with high corporate and personal disposable income.

What makes Key-2 Luxury different is that we take no commission on benefits coming to the supplier as result of their link with us. Indeed, the business cost of most privileges offered by suppliers is far outweighed by the extra income resulting from our relationship. Added benefits are the loyalty that the key ring holders display towards our suppliers, especially now that we have launched our personal contact system, and the fact that suppliers also secure constant advertising on a prestigious website with new key holders daily. Additional targeted advertising opportunities are also available.

## WHY DOES IT APPEAL TO INDIVIDUALS?

It is lovely to be given something that you cannot buy that upgrades and compliments your existing lifestyle. It is a truly luxury gift which offers a wide variety of exclusive privileges and satisfies the natural human wish to receive special treatment. This is enhanced by our providing key holders with a personal contact at each Supplier. If you travel, it is invaluable; imagine going for the first time to a foreign city or going back to a city you have not visited for many months and instantly knowing where to go and, more importantly, receiving VIP treatment by simply presenting the key ring. Or imagine receiving a complimentary bottle of champagne at one of your favourite restaurants.

## HOW CAN ONE PURCHASE A KEY RING?


Only a company can buy and give out the key ring. It is not available to purchase by the general public. The key ring is meant as a gift for a company's most important clients or as a tool for optimizing the corporate expenditure of their valued management.

**For more information, please contact Key-2 Luxury on:**

**info@key2luxury.com / www.key2luxury.com / +44 (0)870 735 0100**

Key-2 Luxury Ltd  
61 Jermyn Street  
St James's  
London  
United Kingdom  
SW1Y 6LX

T: +44 (0)870 735 0100  
F: +44 (0)870 735 0101  
info@key2luxury.com  
www.key2luxury.com



**Key-2 Luxury: Whose VIP are you?**