

KEY-2 LUXURY: PUTTING YOUR LUXURY BRAND IN FRONT OF THOUSANDS OF OUR HIGH NET WORTH KEY HOLDERS AROUND THE WORLD



“PRICELESS”
THE NEW YORK TIMES

GLOBAL EXPOSURE FOR YOUR BRAND

Key-2 Luxury ensures direct and continual exposure for your business to thousands of our high net worth individuals all over the world.

Our key holders are VIPs with a large private and corporate disposable income and we act as a recommendation as to ‘where to spend it’.

Further, by providing our key holders with your full contact details, we facilitate a direct personal relationship between you and some of the most influential people in the world.

“THE KEY RING FOR THE SUPER-RICH”
THE FINANCIAL TIMES

CURRENT KEY HOLDERS INCLUDE

Multinational company chairmen & women, directors, press and key decision makers.

Celebrities such as Madonna, Beyoncé, Eva Herzigova, Daniel Craig,
Adrien Brody and Helena Christensen.

International first and business class travellers, including the VIPS of:

Dunhill	Man Group
Hugo Boss	City Index
London Film Festival	Storm Model Agency
Jaeger-LeCoultre	MTV
Reuters	World Music Awards
The Financial Times – How to Spend It	Thomas Pink
Lamborghini-HR Owen	James Purdey & Sons
ICAP	Exclusive Resorts and others

SUPPLIERS WITH WHOM WE WORK

Exclusive suppliers include Christie's (Global), James Purdey & Sons (London), Marbella Club (Marbella), Megu (NY), Thomas Pink (Global), Nozomi (London), Marquee (NY), The Hilton Park Lane (London), MINT (HK), Pickett (London), Tao (Las Vegas), Maendler (Munich), Getty Images (Global), Hôtel Plaza Athénée (Paris), Belvedere (London), Club Take Five (Kitzbühel), Cavendish White (Global), Galvin at Windows (London), Exclusive Resorts (Global), Kensington Roof Gardens (London), Prestige Car Hire (UK), Bagatelle (NY), Nikki Beach (Marbella) and many more.

THE BOTTOM LINE

By simply offering personal contacts and a unique privilege to our key holders, you will be able to apply to join this exclusive list of global suppliers.

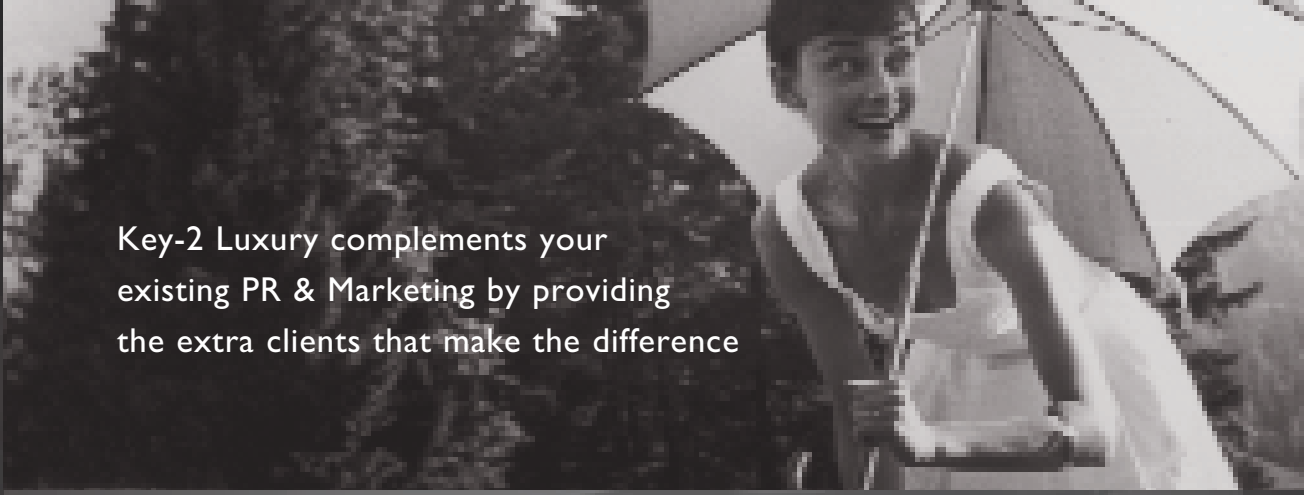
Agreements are structured in such a way as to actively encourage our key holders to spend more as a result of the VIP privileges offered by you. Indeed, the business cost of privileges offered by suppliers is far outweighed by the extra income resulting from our relationship.

Suppliers also have the benefit of bespoke opportunities for targeted advertising to this group of dynamic and influential individuals.

Key-2 Luxury takes no commission, ensuring that we are unbiased as to what we present as the very best.

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**Key-2 Luxury complements your
existing PR & Marketing by providing
the extra clients that make the difference**

SUPPLIER TESTIMONIALS

"Working with Key-2 Luxury gives Franco's the exposure to the world's most dynamic and influential guests. I am very impressed with their client list, they don't disappoint!"

JASON PHILLIPS - MANAGING DIRECTOR, FRANCO'S

"The cleverest little accessory we know!!"

ALEXIS GRABAR - MANAGING DIRECTOR, AVOLUS WORLD TRAVEL

"Working with Key-2 Luxury has given us access to a large client base who have remained extremely loyal to PJ's over the years and we hope many more to come"

ROBERT O'LEARY - GENERAL MANAGER, PJ'S

"Working with Key-2 Luxury has given us fantastic exposure to their clients, which is a valuable asset to our company. We have built a hugely productive working relationship with them. Long may it continue as it is something we really value"

CRAIG POGSON - FOUNDER, POGSON & DAVIS

"Thank you for the privilege of being associated with Key-2 Luxury"

ROBERT VAN DER HAM - HOTEL MANAGER, INTERCONTINENTAL PARK LANE

"Having worked with Key-2 Luxury for many years, we have thoroughly enjoyed our relationship and the quality of their client base. Key-2 Luxury has grown from strength to strength and we look forward to working with them for many years to come"

STEVE CARRODUS - HOTEL MANAGER, BLAKES HOTEL

"Key-2 Luxury has already built an impressive database of high net worth clients through their various corporate partners. As they continue to add exciting offers from leading brands, their exposure in the UK is set to grow"

BRIAN EGAN - MANAGING DIRECTOR, EXCLUSIVE RESORTS



PRESS TESTIMONIALS

“The silver key chains given to members of Key-2 Luxury in London are priceless; these all-access passes are sent by companies like Jaeger-LeCoultre and Dunhill to platinum-plated VIPs”

THE NEW YORK TIMES

“The key ring (is) for the super-rich... the key ring holders are big spenders with big pockets and successful people with a large disposable income”

FINANCIAL TIMES

“Key-2 Luxury is the ultimate corporate gift – and the most desirable, as it is not available to the general public”

GQ

“Creating loyalty between luxury partners and thousands of high net worth clients”

CITY AM

“The Key-2 being a VIP”

DAILY MAIL

“Power Play - The corporate gift of the jet-set generation”

CANARY WHARF MAGAZINE

“Luxury – you can't beat it. Stanley Fink of the hedge fund manager Man Group has bought his customers key rings”

THE DAILY TELEGRAPH

“The Key-2 Luxury lifestyle accessory has been set up to cater for two things: one, our love of luxury goods, and two, our love of being treated like a VIP”

BIG SPENDER

For further information, please contact one of the team:

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