

**W M**  
W H I T E M I S T  
**W M**



*Welcome to*

**WHITEMIST  
LUXURY LIFESTYLE  
CONCIERGE**

# INTRODUCTION



**LUELLA CARR**

---

**CO-FOUNDER**

Luella's academic background in PR & Journalism has shaped her multifaceted skill set, seamlessly integrating education with hands-on experiences. Her keen understanding of communication and media nuances enhances her ability to curate bespoke experiences for clients, setting her apart as a dynamic force in the industry.

With an innate creative flair, Luella brings a unique perspective to her role, consistently delivering unparalleled service to clients. As a co-founder of WhiteMist, an independent concierge venture established with Amelia, Luella continues to redefine industry standards, solidifying her position as a luminary in the luxury concierge landscape. Her influential network and commitment to excellence position her for continued success in the sector.

With a rich background in the events industry, particularly catering to UHNW clients, Luella has cultivated an extensive and influential network. Her prior roles as a Concierge Manager and VIP Manager provided her with invaluable insights, leading to the inception of WhiteMist—an independent concierge venture co-founded with Amelia. Notably, Luella set a record for the highest number of concierge enquiries in a month, coupled with the fastest response rate, at the UK's leading restaurant & venue guide company established in 1990, showcasing her commitment to excellence in the luxury concierge landscape.

Furthermore, Luella's strategic prowess extends beyond her achievements in the concierge realm. During her tenure, she effectively managed the highest-value concierge enquiries in a single month, setting another remarkable record in her career. This accomplishment highlights her exceptional organisational and problem-solving skills, emphasising her ability to handle high-value transactions with finesse.



**AMELIA MIST**

---

**CO - FOUNDER**

Amelia, having served on the membership team at one of Chelsea's most renowned members' clubs, brings a wealth of professional expertise to the luxury concierge landscape. During her tenure, she adeptly cultivated relationships with UHNW individuals, solidifying a substantial network within the exclusive enclave of Chelsea. This experience was a pivotal element in her decision to carve a niche aligned with her skills and connections.

With an illustrious career spanning over six years, encompassing marketing, events, and influential roles within the influencer/television domain, Amelia sought to leverage her multifaceted expertise in an industry close to her heart. Armed with a studying in Marketing and Communications from The American International University of Richmond, Amelia ventured into the world of "Made in Chelsea," a prestigious television show synonymous with the opulence of London's upscale Chelsea district.

This immersive experience not only added depth to her professional journey but also provided a unique perspective into the discerning expectations of a clientele accustomed to luxury living. Amelia's extensive network and her background in the luxury lifestyle industry, complemented by her hands-on involvement in a high-profile TV show, distinctly position her as an exemplary professional for the luxury concierge lifestyle industry. Her adept navigation of industry nuances and unparalleled understanding of client expectations make her exceptionally well-suited to orchestrate bespoke experiences that define the pinnacle of luxury.

# 4 benefits of WHITEMIST LIFESTYLE

**1**

Time Efficiency:

Prioritise your time by handling various tasks and responsibilities, allowing you to focus on what matters most.

**2**

Personalised Attention:

Enjoy a tailored and exclusive experience with luxury concierge services. The dedicated concierge understands your preferences, ensuring that every service and recommendation aligns with your unique lifestyle.

**3**

Access to Exclusive Experiences:

We provide privileged access to exclusive global events, venues, and many further experiences.

**4**

Stress Reduction:

By entrusting tasks to WhiteMist, you alleviate stress and streamline your daily life. From travel arrangements to household management, the concierge takes on responsibilities, allowing you to enjoy peace of mind and a more relaxed lifestyle.

W/M  
WHITENIST  
W/I

LIFESTYLE

# WHITEMIST LUXURY LIFESTYLE CONCIERGE:

## *Redefining Your Lifestyle Experience*

---

*Embark on an extraordinary journey with WhiteMist Lifestyle Concierge, where we reimagine the essence of opulent living through our comprehensive 360-degree lifestyle services. Our devoted concierge teams are dedicated to providing seamless support, addressing every aspect of our members' lives with tailored attention and proactive solutions.*

### *Core Features:*

*Holistic Lifestyle Assistance: From everyday support to handling impromptu requests, we're here to cater to all your needs. Our goal is to elevate your lifestyle, ensuring it reflects convenience, sophistication, and alignment with your preferences.*

*Exclusive Privileges: Delight in exclusive access to a world of luxury, including renowned restaurants, high-profile events, and rare wines. As a WhiteMist member, step into an exclusive domain where luxury knows no boundaries.*

*Tailored Memberships: Crafted with precision, our memberships are designed to offer the most personalised, in-depth, and proactive service available 24/7. We recognise each member's uniqueness, and our approach reflects this individuality.*

*Global Partner Network: Enjoy preferential rates and exclusive perks across our global network of partners. Whether you're globetrotting or seeking local experiences, our partnerships ensure a seamless and enhanced lifestyle.*

*Diverse Member Events: Immerse yourself in our vibrant member events, where curated experiences await. From cultural happenings to social gatherings, our calendar showcases the diverse and enriching lifestyle we offer.*

*At WhiteMist Luxury Concierge, we transcend conventional concierge services to curate experiences that embody opulence. Elevate your lifestyle with us – where every moment becomes a manifestation of refined living.*



# WHITEMIST LUXURY CONCIERGE: BESPOKE TRAVEL EXPERIENCES

## *Bespoke Travel Experiences*

---

Indulge in the epitome of personalised luxury with WhiteMist's Tailor-Made Travel services. Our renowned team, backed by extensive global connections and exclusive partnerships, specialises in creating unparalleled travel experiences that are truly exceptional.

**Unmatched Expertise:** Benefit from our award-winning expertise as we meticulously plan and curate bespoke itineraries tailored to your unique desires. Whether you crave the opulence of luxury hotels, the tranquility of private islands, or the allure of alpine retreats, we bring your dream holiday to life.

**Comprehensive Services:** Leave the details to us as we secure flights, arrange private aviation, organise seamless transfers, and acquire coveted reservations at the world's most luxurious accommodations. From hotels and villas to resorts and spas, we ensure your stay is nothing short of extraordinary. Additionally, our expertise extends to crafting reservations for luxury yacht charters and arranging exclusive on-location experiences. Experience travel like never before with WhiteMist Luxury Concierge, where every journey is a masterpiece of sophistication and exclusivity. ✈️🌍🌟

# PRIVATE EVENT PLANNING & ORGANISING

*Bespoke start to finish*

---

Crafting unique experiences in captivating, highly desired destinations worldwide, our reputation spans the globe for delivering exceptional event production. From intimate gatherings to grand celebrations, we are known for our commitment to excellence, meticulous attention to detail, and the art of creating lasting memories. Collaborating with top-tier suppliers and talents, we advocate fiercely for our clients, ensuring timely and budget-friendly execution, making each event a timeless moment in history.







**REAL ESTATE**  
**Global Luxury Real Estate Experts**

---

In the realm of WhiteMist Luxury Lifestyle Concierge, our dedication surpasses the ordinary, delving into the intricacies of your real estate preferences. No detail is left unexamined, ensuring an unparalleled level of service that begins with creating a warm welcome upon your return. As global real estate experts with a distinguished reputation, we collaborate with top-notch property agents worldwide to discover properties that align with your criteria.

Our access extends to an extensive portfolio of prestigious homes, marketed openly and discreetly. This exclusive privilege enables us to present meticulously curated options before they hit the market widely, ensuring you have exclusive access to the finest properties tailored to your location, architectural style, and budget. Once these choices are presented, we take the lead in arranging or attending viewings on your behalf, always mindful of your unique requirements.

Upon identifying your dream home, our collaboration with developers, designers, and lifestyle specialists ensures every aspect meets and exceeds your expectations. At WhiteMist, we redefine luxury living by curating an unmatched real estate experience that goes beyond the conventional, ensuring your home is not merely a space but a reflection of your distinctive lifestyle.

Understanding the demands of your busy schedule, if you find yourself pressed for time to personally view properties, rest assured, we've got it covered. WhiteMist Luxury Lifestyle Concierge will meticulously select the most suitable property consultant, whether on a global or local scale, to represent you in the viewing process. Your unique preferences and requirements will be communicated seamlessly to ensure that your real estate journey is expertly managed, even when time is a luxury.



## PERSONAL SHOPPING & GIFTING

*Curating Exclusive Fashion, Rare Collectibles, and  
Distinctive Gifts*

---

Specialising in curating and acquiring the most sought-after fashion trends, exquisite jewellery, luxury timepieces, unique gifts, and limited-edition collector's items, our global network of private shopping specialists provides exclusive access to the pinnacle of global luxury. Beyond that, we go the extra mile by offering a unique service to ensure you never miss a birthday or anniversary again.

Our international team of specialists recognizes that selecting the ideal gift is a profoundly personal journey. With a commitment to making each occasion memorable, we engage in thoughtful discussions with you to understand your preferences. Additionally, we offer a personalized service to organize and send birthday presents as recurring events, relieving you of the stress of remembering important dates. Count on us to create bespoke edits of timeless pieces and exquisite collectibles that truly reflect your distinctive taste and style.



# PRIVATE JETS & HELICOPTERS

## *Our Luxury Private Jet & Helicopter Charters*

---

Our mission revolves around crafting air travel experiences that are not only seamless and stress-free but also surpass the expectations of our most discerning clients. Tailored with your absolute comfort and satisfaction in focus, our bespoke flights service is meticulously designed to help you save time and energy while indulging in the five-star experience you rightfully deserve.

At WhiteMist, our luxury travel services redefine the art of seamless and indulgent journeys. Picture a world where every aspect of your travel experience is meticulously curated to surpass your expectations. From the moment you embark on your journey, our concierge team takes charge, ensuring that every detail, from travel arrangements to accommodations, is nothing short of extraordinary. Our commitment to excellence means you can savour the convenience of bespoke itineraries tailored to your preferences, whether it's a leisurely escape or a business expedition.

We go beyond the expected, offering exclusive access to private jets, luxurious accommodations, and personalised experiences that immerse you in the epitome of opulence. Your comfort and satisfaction are paramount, and our dedicated team is poised to handle every aspect of your travel seamlessly, leaving you with memories of unparalleled elegance and sophistication. At WhiteMist, we transform travel into an exquisite journey, where every moment is a testament to the art of luxury concierge services.



# YACHT CHARTER

## *Our Luxury Private Jet & Helicopter Charters*

---

Embark on an extraordinary voyage with WhiteMist's luxury yacht charter services, where opulence meets unparalleled adventure. Our commitment to crafting the most exclusive and breathtaking itineraries sets us apart.

Picture a seamless journey where every detail is meticulously curated, from navigating the crystal-clear waters of the Mediterranean to cruising along the exotic coastlines of the Caribbean. Our dedicated team specialises in making the impossible possible, ensuring your yacht charter experience surpasses even the loftiest expectations. Indulge in secluded island retreats, explore vibrant underwater worlds with elite diving excursions, and savour gourmet dining under the stars—all within the confines of your private floating sanctuary.

With WhiteMist, your luxury yacht charter becomes a symphony of unparalleled experiences, where every moment is a testament to our dedication to excellence and the art of making dreams come true on the high seas.



# STAFF

## *Sourcing household staff & Interviews*

---

Delivering Outstanding Household Staffing Solutions At WhiteMist Luxury Lifestyle Concierge, our dedicated lifestyle managers collaborate with trusted partners to meet our members' requirements for private domestic household staff.

Whether you seek housekeepers, nannies, gardeners, drivers, or estate managers for long or short-term contracts, we've got you covered. Finding the perfect addition to your home demands more than just trust; it requires expert guidance to ensure a seamless and successful placement.



# CHAUFFEUR

*Luxury Chauffeur services In our  
exquisite fleet*

---

Our luxury concierge services offer an exclusive chauffeur experience tailored to your needs. Indulge in our exquisite fleet of luxury vehicles, driven by trained professionals prioritising your safety and comfort.

Our seamless booking process, transparent pricing, and commitment to exceptional customer service ensure a memorable and hassle-free journey. Beyond chauffeur services,

Elevate your transportation with our commitment to sophistication and convenience.



# CULINARY SERVICES

*Private Dining, Reservations, Private  
Chef*

---

Welcome to a world where dining transcends the ordinary. At WhiteMist Luxury lifestyle, we are delighted to introduce our exclusive private chef experiences, curated to transform your culinary moments into extraordinary memories, all within the comfort of your chosen setting.

**Why Choose WhiteMist for Private Chef Experiences?**

WhiteMist offers access to a global network of talented chefs, specialising in creating bespoke culinary experiences that bring a world of flavours to your table. We make last-minute bookings effortless, keep you ahead of culinary trends, and understand the importance of crafting exceptional moments with precision and efficiency.

**Private Chef Experiences, Anywhere, Anytime:**

Take the luxury of a private chef with you on your holiday, creating personalised culinary journeys in the most scenic destinations. Whether hosting an intimate gathering at home or organising an event at a chosen venue, our private chefs bring their expertise to you, immersing you in a culinary experience tailored to your unique occasion. At WhiteMist, our luxury concierge service goes above and beyond to elevate your dining experiences. Whether you're planning a gathering with family, friends, or clients, we meticulously curate restaurant selections tailored to the occasion. Our dedication extends to securing last-minute bookings, ensuring that you have the perfect culinary setting for your moments.

Moreover, we stay ahead of the curve by staying informed about the latest openings of new venues and restaurants. This means you can trust us to keep you updated with the newest and most exciting spots in town. At WhiteMist, we understand the importance of creating memorable moments, and our commitment to precision and efficiency ensures that every dining experience becomes an exceptional one.



# HOSPITALITY & VIP TICKETS

*Exclusive tickets globally*

---

At WhiteMist, we pride ourselves on providing unparalleled access to some of the most sought-after experiences, and our expertise extends to securing hospitality and VIP tickets for prestigious events, including the Formula One Grand Prix, Premier League matches, and major concerts. For enthusiasts of the high-speed world of Formula One, our concierge service excels in arranging exclusive hospitality packages that immerse you in the thrilling atmosphere of the races. From prime seating locations to access to VIP lounges, we ensure that your Formula One experience is nothing short of extraordinary.

Our services don't stop at Formula One. Whether you're a fervent football fan or a music aficionado, we curate bespoke hospitality packages for Premier League matches, concerts at iconic venues like Wembley and the O2, and other major sporting and music events. Imagine enjoying a football match from the comfort of a private box or soaking in the electrifying ambiance of a live concert with VIP privileges.

At WhiteMist, we understand that these events are not just about the spectacle; they're about creating unforgettable memories. That's why our dedicated team meticulously coordinates every detail, ensuring that your hospitality experience is seamless, luxurious, and tailored to your preferences. Elevate your event-going experience with WhiteMist, where we turn your attendance at major sporting and music events into an opulent affair.





# MEMBERSHIP PACKAGES

Best for Families or Individuals

MOST POPULAR



## AD-HOC ASSISTANCE

Ad-Hoc Assistance Membership Plan – your key to on-demand convenience and tailored support. As a member, you gain exclusive access to our white-glove service whenever and wherever you need it. Enjoy the ease of last-minute reservations, instant travel arrangements, and ad-hoc problem-solving at your fingertips.

Billed by the  
Hour



## LIFE MANAGEMENT

Introducing our Life Management Membership Plan – Your Day-to-Day Personal Assistant. At WhiteMist, we believe in transforming your daily life into a seamless, stress-free experience. With our membership plan, enjoy the luxury of having a dedicated personal assistant at your fingertips, ready to handle all your day-to-day needs.

Monthly  
Retainer



## PROJECTS

Introducing our One-Off Assistance Membership Plan – Your On-Demand Lifestyle Concierge. At WhiteMist, we understand that life comes with unexpected demands. With our membership plan, enjoy the flexibility of one-off assistance for those singular projects and sudden needs.

Quoted  
Individually

[www.whitemist.uk](http://www.whitemist.uk)

CORPORATE

# CORPORATE TRAVEL

*Travel Management & Meetings*

---



*Strategic Business Travel Coordination & Meetings*  
Benefiting from an extensive global network of reliable partners, we harness our connections to provide negotiated fares from major airlines and exclusive delegate rates with hotels. Our comprehensive travel solution is tailored precisely to address your corporate travel and meeting requirements. Our adept team stands ready to assist you in every aspect of your meeting or conference, including venue selection, contract negotiation, and comprehensive delegate management services.



# WHY BECOME A CAPITAL A LIST CORPORATE MEMBER?

---

## ***Elevate Your Corporate Standing with WhiteMist Corporate Membership***

*Outshine competitors by extending our London corporate concierge service to both your esteemed clients and dedicated staff.*

*Forge and nurture client relationships in premier locations, securing new business opportunities and ensuring client retention. We comprehend the significance of aligning venue choices with both your brand values and those of your clients.*

*Care for your staff by organizing corporate team events and providing exclusive perks, fostering loyalty and satisfaction among your employees.*

*Liberate internal company resources, allowing for prioritization of other business aspects.*



# CORPORATE MEMBERSHIP FEATURES

*Our Corporate benefits outlined*

---

## **Corporate Membership Features:**

- *Communication Channels: Enjoy convenient access via telephone, email, and Whatsapp for recommendations, table bookings, corporate travel, and travel arrangements at London's top establishments.*
- *Event Planning: Let us organise and source venues for staff team events, conferences, Christmas parties, and more, ensuring seamless and memorable corporate experiences.*
- *VIP Club Access: Benefit from entry and priority table bookings at London's top VIP clubs, creating unforgettable experiences for your clients and team.*
- *Exclusive Invitations: Gain entry for your team to invite-only events, including premieres, fashion parties, and venue launch nights. Stay connected to the vibrant pulse of London's social scene.*
- *International Event Access: Acquire tickets for international events such as awards ceremonies, sporting events, and concerts, expanding your corporate horizons.*
- *Special Perks: Enjoy exclusive perks at London's premier establishments, from VIP treatment to complimentary drinks and priority reservations.*
- *Members-Only Parties: Access exclusive members' parties at top London venues with complimentary drinks, providing a unique networking opportunity.*
- *Business Hospitality: Rely on us for organising business dinners, meetings, corporate travel, and other hospitality requirements, ensuring a seamless and impressive corporate image.*
- *Chauffeur Services: Enjoy the convenience of chauffeur-driven transportation, adding an extra layer of sophistication to your corporate engagements.*

# Corporate Membership

---

Experience the epitome of corporate excellence with WhiteMist Lifestyle Concierge Membership.

---

**£225 PER MONTH**

*(including VAT), without  
any contractual  
obligations.*



## EDITORIAL COVERAGE

Read about our latest hotspots!

---

Central to our online community, the editorial platform stands as a cornerstone. Immerse yourself in meticulously crafted narratives contributed by esteemed writers and our in-house experts, addressing the passions of both members and clients.

Brands are invited to align with these channels through carefully curated content, establishing a direct and engaging connection with our elusive audience.

Our multi-channel approach includes prominent editorial features, social media presence, event highlights, an online magazine, and exclusive email communications. Experience the power of storytelling with our uniquely curated editorial platform.



# NEXT STEPS TO JOINING WHITEMIST

*The next steps at becoming a member... Personalised Luxury Concierge Experience Awaits You*



*At WhiteMist, we prioritise understanding your unique preferences and needs. Our journey together begins with an initial phone call, allowing us to delve into your lifestyle and gain insights into the services you desire. This conversation marks the beginning of a personalised relationship that goes beyond traditional concierge services.*

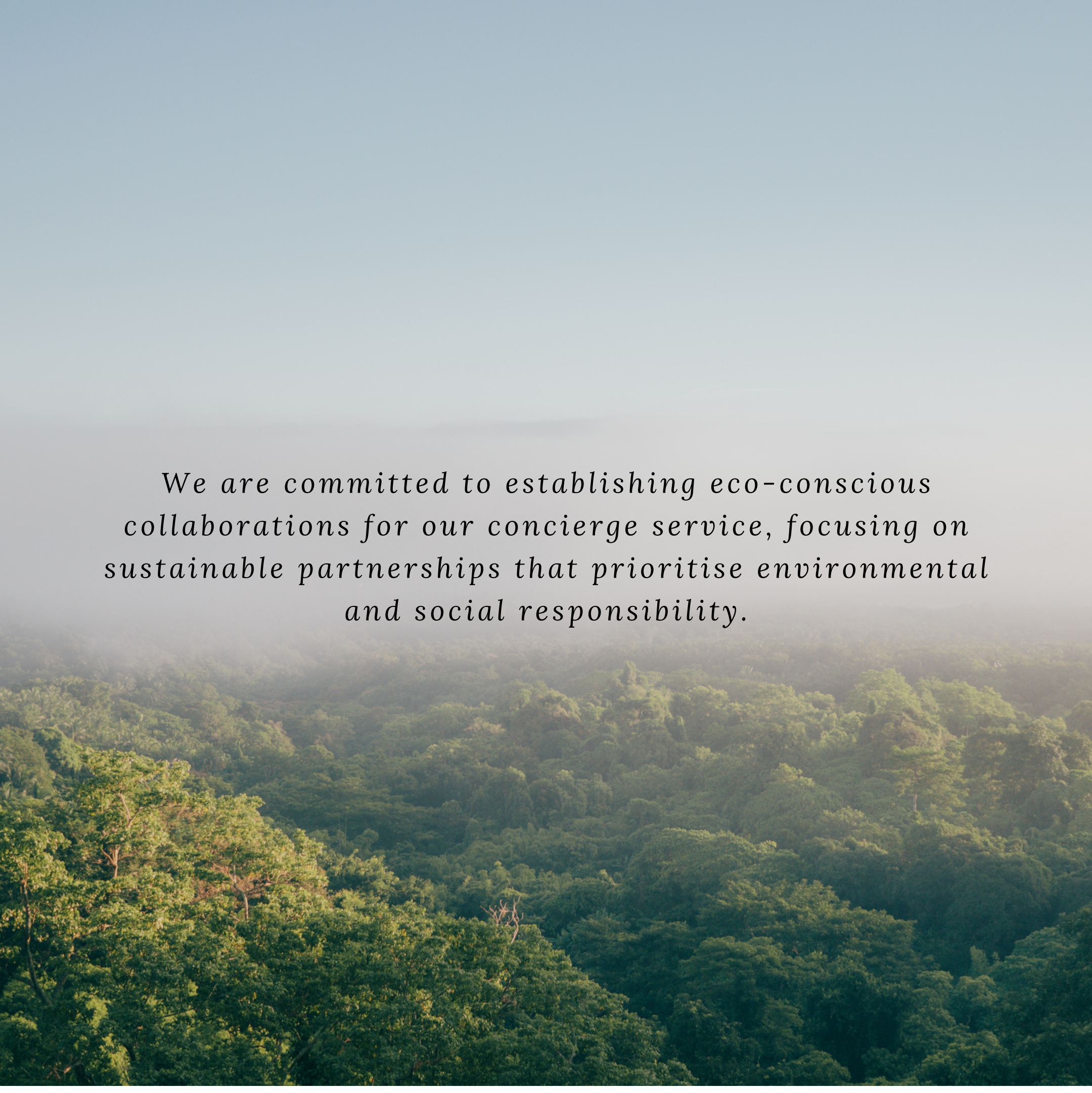
*Whether you prefer in-person meetings or virtual connections, we adapt to your busy schedule. Our goal is to build a strong relationship, and we believe that understanding your needs is the key to delivering unparalleled service. Experience the luxury of personalised concierge services with WhiteMist - where your preferences shape your journey.*



*Following our initial discussion, you'll be connected with your dedicated concierge agent. This agent will serve as your primary point of contact, ensuring seamless communication and exceptional service. Your dedicated concierge is committed to understanding your preferences and crafting a bespoke experience that aligns with your lifestyle.*



SUSTAINABILITY

An aerial photograph of a vast, dense tropical forest. The trees are a mix of vibrant greens and darker shades, creating a textured canopy. In the far distance, a body of water is visible, partially obscured by a light haze or mist. The sky is a clear, pale blue, suggesting a bright, sunny day. The overall scene conveys a sense of natural beauty and environmental stewardship.

*We are committed to establishing eco-conscious collaborations for our concierge service, focusing on sustainable partnerships that prioritise environmental and social responsibility.*

# Book a *Consultation*

EMAIL US TO  
DISCUSS:



[enquiries@whitemist.uk](mailto:enquiries@whitemist.uk)



[www.whitemist.uk](http://www.whitemist.uk)

