

WHITEMIST

LUXURY LIFESTYLE CONCIERGE

2025 BROCHURE

PRIVATE MEMBERSHIP

Because Every Request Deserves a Yes.



WHERE EXCEPTIONAL IS THE STARTING POINT,
NOT THE END GOAL.

WhiteMist Luxury Lifestyle Concierge



At WhiteMist, we specialise in redefining luxury for a discerning global clientele. We are more than a concierge service – we are lifestyle architects, committed to creating ease, beauty and excellence across every touchpoint of our clients' lives. Co-founded by Amelia Mist and Luella Carr, WhiteMist was born out of a desire to offer deeply personal, highly attentive support to individuals and families whose lives require precision, discretion, and creativity. Our reputation is built on trust, incredible access, and a genuine understanding of the expectations of those who seek the very best.

HOW WE WORK

Our approach begins with a conversation. We take the time to understand your lifestyle, preferences, and expectations. Once onboarded, you will have a dedicated lifestyle manager who will serve as your primary point of contact. This person is more than an assistant; they are your advocate, ensuring every detail is executed to your exacting standards. Whether you're based in London, travelling internationally, or managing a portfolio of homes, we offer the same level of care, creativity and clarity throughout.

OUR FOUNDERS

Amelia Mist

Amelia brings years of experience from the world of luxury members' clubs, events, wine, marketing, and television. With a background in Marketing and Communications and time spent working with some of Chelsea's most high-profile clientele, Amelia has cultivated a deep network and a sharp eye for detail. Her ability to anticipate client needs and deliver with quiet sophistication is at the heart of the WhiteMist experience.



Luella Carr

With a background in PR and Journalism, I've built my career on storytelling, strategy, and creating seamless experiences.

As Concierge Manager and VIP Manager for UHNW clients, I set records including £1.6M in enquiries handled in a single month, the fastest response times, and the highest volume of high-value requests since the company's founding in 1989. Backed by a trusted global network, I now bring that expertise to WhiteMist - delivering bespoke, high-touch experiences with precision and creativity.



WHAT WE OFFER

Our services span every element of luxury living. From once-in-a-lifetime travel and unforgettable events, to sourcing private staff and securing last-minute reservations, our team acts as a discreet and knowledgeable extension of your lifestyle.



BESPOKE TRAVEL

We design personalised travel experiences that are entirely shaped around you. Whether you seek private islands, remote alpine retreats, or spontaneous city weekends, our travel team handles flights, luxury accommodations, transfers, yacht charters, and destination experiences. Our network of partners ensures access to private jets, rare villas, and off-market escapes others can't reach. Our members enjoy exclusive access to luxury hotels, resorts, and travel experiences worldwide - complete with preferred rates, complimentary upgrades, and bespoke offers available only through our private network.

PRIVATE EVENTS

We produce events globally, from intimate celebrations to milestone occasions and brand activations. Each event is tailored entirely around your vision, featuring top-tier suppliers, creative direction, and end-to-end management. Our clients trust us to deliver exceptional experiences with impeccable discretion.

REAL ESTATE

We work hand in hand with our global network of elite agents to find your perfect property. Whether you're buying, selling, renting, or investing, our team identifies homes that align with your lifestyle and taste. We manage everything from off-market viewings to interior styling and post-move services, saving you time while elevating the experience.

PRIVATE STAFF

WhiteMist helps families and individuals find trusted household staff with care and precision. From housekeepers and chefs to drivers, estate managers and nannies, we manage every stage – including interviews, shortlisting and contract support. Our goal is to ensure a seamless fit for your home and household.

DINING & CULINARY EXPERIENCES

We secure exclusive dining reservations, provide access to new restaurant openings, and offer private chef services wherever you are in the world. From curated dinner parties at home to last-minute bookings at fully-booked restaurants, our culinary service adds refinement to every dining moment.

VIP & HOSPITALITY ACCESS

From front-row seats at fashion week to Formula 1 hospitality, Premier League boxes or live concert experiences, we arrange access to some of the most in- demand events around the world. Our hospitality services include VIP lounges, backstage entry, meet-and-greets, and bespoke packages tailored to your preferences.

YACHT CHARTER

Our bespoke yacht experiences are built around your ideal itinerary, whether you're sailing the Mediterranean, Caribbean, or further afield. We handle crewed charters, onboard chefs, diving excursions, island-hopping itineraries, and more.

CHAUFFEURS & TRANSPORT

Our global network of luxury chauffeur partners ensures you travel in comfort and style. Whether for airport transfers, daily business use, or occasion-led travel, our vetted drivers offer a calm, professional and discreet service.



PERSONAL SHOPPING & GIFTING

WhiteMist provides discreet and informed support for sourcing rare fashion items, jewellery, collectables and gifts. Whether it's a bespoke watch, a seasonal wardrobe refresh or a birthday present delivered across the world, our gifting team handles it all with grace and care.

CORPORATE CONCIERGE

For businesses and executives, WhiteMist offers a full corporate lifestyle concierge package. We support clients with travel bookings, executive transport, VIP experiences, event planning, and internal staff perks. Corporate members benefit from elevated brand image and stronger relationships through thoughtful, luxury-led services.

ART & LUXURY CARS

Through our private network, members gain access to world-class art and rare, collectible automobiles. Whether sourcing investment pieces or arranging exclusive viewings, we connect you with trusted experts and opportunities not available to the public.

PRIVATE SALES & RENTALS

From rare timepieces and luxury cars to high-end properties and exclusive holiday rentals, our private network facilitates discreet acquisitions and sales. We handle every detail with complete confidentiality, ensuring a seamless and secure experience for buyers and sellers alike.



WhiteMist Concierge MEMBERSHIP



At WhiteMist, we offer a tailored approach to luxury lifestyle management, blending discretion, efficiency, and personalisation. All memberships are managed directly by the two co-founders, ensuring a close and trusted relationship throughout your journey with us.

Each membership can be Personal or Corporate, and comes with the option to be added to our exclusive community WhatsApp group, where curated insider tips, last-minute luxury opportunities, and member-only perks are shared.

Please head to the next page to read through our membership tiers.

MEMBERSHIP TIERS

WHITEMIST CONCIERGE

BRONZE MEMBERSHIP

Designed for individuals or businesses who want light-touch access to luxury support.

This experience includes:

Lifestyle recommendations and bookings up to 4 requests/month, Priority restaurant reservations, Access to private events and experiences when available, WhatsApp support during business hours (Monday–Saturday), Invitation to the exclusive WhiteMist WhatsApp community group (optional).



SILVER MEMBERSHIP

A more hands-on experience for those needing regular support and access.

This experience includes:

Unlimited lifestyle requests,
Travel planning and itinerary support,
Event sourcing and ticket procurement,
Access to personal introductions through our network
Dedicated WhatsApp support
Community WhatsApp group access,
Monthly check-in call with a founder.



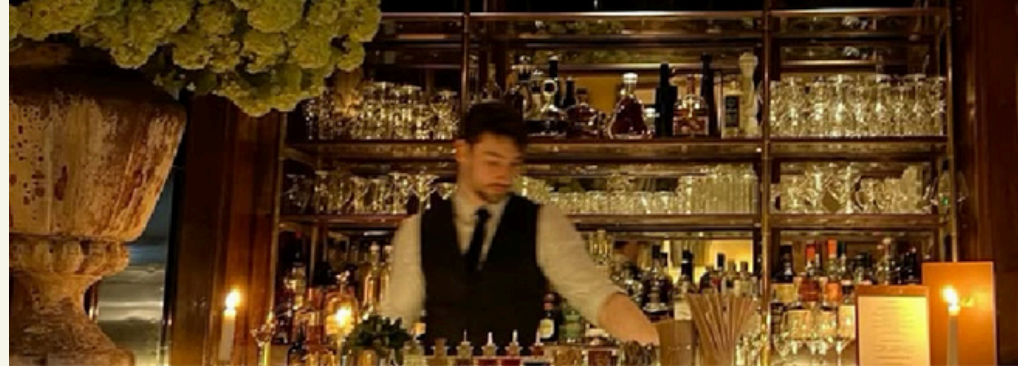
GOLD MEMBERSHIP

The most bespoke service we offer — for those who expect full immersion and discretion.

This experience includes:

Fully tailored concierge support with same-day turnaround,
1:1 concierge contact via WhatsApp with a founder,
Last-minute access to luxury events, travel, and lifestyle services,
Relocation, property sourcing, private staffing and more,
Private introductions across business, lifestyle and UHNW
networks, full access to all WhiteMist communities, events &
insider perks.





JOIN US

EVERY JOURNEY BEGINS WITH A CONVERSATION. PLEASE EMAIL US TO DISCUSS YOUR NEEDS, EXPLORE MEMBERSHIP OPTIONS, OR BEGIN CRAFTING YOUR NEXT EXPERIENCE.



ENQUIRE HERE

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