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50 SECRET SHOPS SPECIAL

EXCLUSIVE!

JENNIFER ANISTON

£2.80
SEPTEMBER 2001
UK EDITION



FIRST WORD

Movers and shakers

BEN ELLIOT AND LUCA DEL BONO: LIFESTYLE CONCIERGES

Ever fancied having a fairy godfather who could get you a table at Nobu, tickets to that Madonna concert, unclamp your car or sort out a locksmith when you lose your keys? Step forward 'lifestyle concierge' company Quintessentially, which promises to take care of life's little details so you don't have to. If its founders, Ben Elliot, 26, and Luca del Bono, 27, can't sort it themselves, they know a man who can...

How did Quintessentially get started?

Luca: 'We're young, busy, savvy guys who'd both been involved in the service industry, so our philosophy was about wanting to make people happy. We knew if we were too busy collecting our dry cleaning to enjoy the fun things in life, there must be other people like us, too. That was when Ben hit upon the idea of pooling lots of random resources to offer a complete lifestyle service. We both sat down and compiled a huge database of contacts, companies, products and venues worldwide. It took about six months and then we launched last December. We now have about 1,500 members.'

What kind of people use you?

Ben: 'We have members all over the world, from senior politicians to key industry players, actors, musicians – basically anyone who isn't prepared to compromise on their quality of life.'



It's a fix: Ben (left) and Luca (above) will fulfil all your needs

So, my car has been clamped, I've lost my keys and I've broken the heel on my Manolos. Will Quintessentially come to the rescue?

Luca: 'Of course. We've been asked to do a lot stranger things than that!'

Such as?

Ben: 'We had one client in Cannes who had slept in her false eyelashes on a yacht. When she took them off, she tore off her own lashes as well. We managed to get a pair of dark glasses to her, swiftly followed by an appointment with a top beautician onshore. It's all part of the service.'

Are there any services you won't provide?

Ben: 'None. As long as they're legal.'

Just how rich do I have to be to sign up with Quintessentially?

Luca: 'Basic membership of £400 per year entitles you to a whole range of discounted membership benefits – entry to galleries, shows, your name on VIP-club guest lists, as well as all the standard Quintessentially services.'

Are your own lives in order?

Luca: 'We use the company for all our needs. It's one of the perks of the job.'

So you're like modern Jim'll Fix It, right?

Ben: 'Yes, but without the shell suits.'

For details, call Quintessentially; tel 08000 156996; www.quintessentially.com