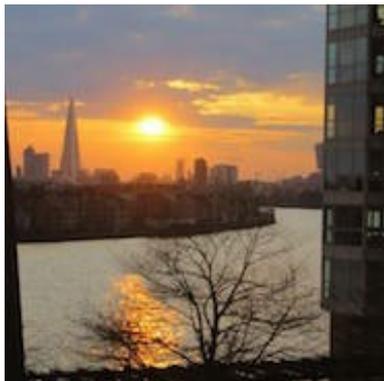


IN-STORE

Cadogan Estate offers concierge options

June 29, 2015



View from Four Seasons London

By NANCY BUCKLEY

The Cadogan Estate in London is launching a concierge service to accommodate the needs of residents in the apartments, houses and commercial offices of the community.

[Sign up now](#)

Luxury Daily

The staff of Cadogan Concierge will be available 365 days a year and will be able to assist residents in their personal wants and needs. Residential concierges are a new trend that offer a spin on traditional hospitality concierge services to accommodate the permanent resident looking for daily amenities.

“For those who live and work on the estate, the new Concierge service should help to further nurture a real sense of community,” said Hugh Seaborn, CEO of [Cadogan Estate](#), London.

“We hope it will help residents here to enjoy the best of London on their doorstep, whether that is access for sold out events, restaurant reservations, holiday plans or advice on the best private tutors or party planners,” he said.

At your service

Pre-approved domestic staff such as chefs, sommeliers, chauffers, valets, house keepers, cleaners and tutors will be available for residents to achieve maximum comfort in their

home.

Also, other services such as event planning, travel advising, dry cleaning and IT help will add extra comfort.

A complimentary restaurant reservation service offers VIP and priority bookings with specific restaurant groups in the area.

Also, members will receive a monthly digital lifestyle magazine titled Cadogan VIP. It will cover local news, events, offers and invitations from shops, restaurants, theaters and galleries nearby.

“The monthly digital lifestyle magazine, Cadogan VIP, aims to further nurture this sense of community, providing residents with local news, events, product launches and exclusive offers and invitations from shops, restaurants, theatres and galleries in the area to ensure they feel informed on what is happening in the local area,” Mr. Seaborn said.

A head concierge and lifestyle manager will be in the Cadogan main offices, and a virtual team will be able to respond to requests 24-hours a day.

“Residents across the estate, which covers around 93 acres of Chelsea and Knightsbridge, come from all over the globe - including many British families who have lived in the area for generations along with strong communities of French, American and Italian residents,” Mr. Seaborn said. “Some of our residents are usually incredibly busy people, and the entire service is built towards ensuring our members lives' are made effortless.”

Personal touch

Luxury hotels are constantly curating one-of-a-kind experiences for their guests, but crafting these packages requires sifting through the thousands of options in each city and understanding which is best for each guest.

Concierge Sales Network links New York concierges with hotels, residential buildings and retailers looking to curate experiences. The digital age has changed the role of the concierge, but with through digital tools, concierges may become more relevant than ever ([see story](#)).

Hotels have been updating their service options with campaigns such as Starwood Hotels and Resorts' The Luxury Collection's storytelling initiative that explores remote and culturally-rich information about certain regions.

The “Certified Indigenous” series provides the concierge team with an opportunity to share travel secrets and impart advice on essential places to visit. Showcasing the expertise of a concierge team on social media will allow hotel brands to infuse everyday promotional efforts with the gravity of a property's heritage ([see story](#)).

In residential buildings, the demand to keep up with digital and private services often encourages residences to offer options for their tenants.

“The Cadogan Concierge project is the first of its kind in the U.K.,” Mr. Seaborn said. “As

far as I am aware there is no other concierge and lifestyle service that is being provided estate wide. We anticipate this will be a successful new service to our residents and expect other residential concierges to follow suit.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/OGPBu7JMXJE>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.