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Annastasia Seebohm Woman to Watch 2018

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Annastasia Seebohm, CEO, Quintessentially USA

By STAFF REPORTS

Annastasia Seebohm

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CEO, **Quintessentially USA**, New York

"The future will involve far greater strategic collaborations between luxury brands which seek to build stronger relationships with their most valued clients"

What do you most like about your job?

We are in a very privileged position of working with some of the world's leading brands and it is very exciting to be at the forefront of a constantly evolving luxury landscape.

I thrive on developing innovative, highly effective strategies that deliver great results for clients. For this, you also need collaborative clients, and we have partners who are cutting edge and not afraid to push boundaries and challenge traditional notions of luxury.

I've also been very fortunate to have had mentors both within Quintessentially and externally, so nurturing talent is something I'm very much committed to.

What is the biggest challenge in your job?

Travel and time.

Having offices in New York, Los Angeles, Miami and San Francisco together with holding strategic responsibility for our nine offices across the Americas region means sleep is a commodity in short supply right now.

But we are working on amazing projects and the team is so passionate about what they are doing that I feel it's absolutely worth it.

What is your work priority for 2018?

The plan is to continue sustainable growth and profit.

As we enter 2018, we will start to look at giving back.

We will be launching Quintessentially Foundation USA and as a board member in parallel to being the CEO for

Americas, I would like to see the business combine our commercial efforts with philanthropic endeavors for the U.S. market.

There's an exciting plan to come from January.

What is your proudest achievement in luxury?

During summer 2017 we delivered an experiential program for Louis Vuitton and Mot Hennessy in Hawaii.

For me, LVMH epitomizes luxury and have long held the standards within the industry, so that was a milestone moment in my career.

It reinforced that what we offer as private members club combined with a luxury agency is a unique proposition with much opportunity for continued growth.

As I tend to focus on championing our clients and staff, receiving this recognition from *Luxury Daily* is a particularly proud moment.

How do you see luxury evolving in 2018?

I believe the future will involve far greater strategic collaborations between luxury brands which seek to build stronger relationships with their most valued clients, whilst also drawing in a new audience.

By combining efforts and initiatives, such partnerships will benefit the brands themselves, but more importantly will provide a more satisfying and unexpected experience for the consumer.

At Quintessentially, we have embarked on this journey already, bringing together cross-industry clients for both online and offline experiences. The results so far have been extremely positive and leave me convinced that these are the next boundaries to push.

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