

HOSPITALITY

## LLG Events' Lauren Grech: Luxury Woman to Watch 2022

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Lauren Grech

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Lauren Grech

Founder/CEO

[LLG Events](#)

New York

*"For people to feel comfortable leaving their homes again, you're going to need to give them something they cannot attain from their living room or backyard"*

What do you most like about your job?

I love how dynamic my job is. Every day is a new challenge where I am always juggling something new and I absolutely love it.

Whether I'm dealing with a client crisis, onboarding a new client, presenting a design deck, lecturing at NYU, or meeting a client at their favorite restaurant, I am always on-the-go.

What is the biggest challenge in your work?

2020 put everyone on their toes we had to think outside the box and bring all our creative ideas online.

Being able to talk to my audience through social media is so important and my biggest challenge is creating new and interesting content that brings my followers back to LLG every day.

A content cycle is 24 hours and if you're not hustling on content to make it on their radar then you're already falling behind.

What is your work priority for 2022?

2022 is a big year for LLG. We have \$10 million in weddings under management and we are not stopping.

With six destination weddings coming up and over 15 weddings in the tri-state [New York-Connecticut-New Jersey] my priority is to deliver an exceptional service for my clients. There is a lot of nervousness around weddings right now and my goal is to keep our clients calm and focused on their future.

What is your proudest achievement in luxury?

Securing \$10 million in weddings under management after COVID. It was an uphill battle to sign on new clients after COVID and to reassure them that their wedding investment would be safe given all the uncertainty around the pandemic. I worked really hard to get our company back to where we were and I was able to even exceed my own expectations.

How do you see luxury evolving in 2022?

Luxury, specifically in weddings and hospitality, is going to be hyper-focused on personalized services.

In order for people to feel comfortable leaving their homes again, you're going to need to give them something they cannot attain from their living room or backyard.

People are not only seeking experiences, they are seeking connection. They want to know that you thought about them, that you considered their individual needs, and they only want to communicate that once.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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