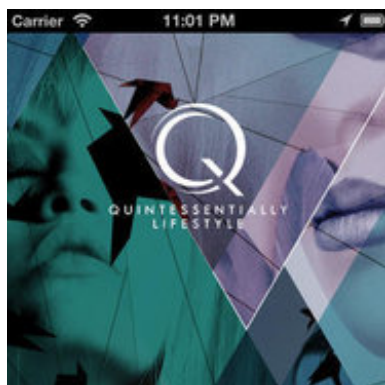


MOBILE

Quintessentially Lifestyle app uses geolocation to curate concierge experience

March 19, 2014



By JEN KING

Luxury lifestyle management and concierge service provider Quintessentially Lifestyle is ensuring that members have access to its exclusive benefits with a new mobile application.

Sign up now

Luxury Daily

Available for iPhone and Android smartphones, the eponymous app connects Quintessentially Lifestyle members to the service's Lifestyle Assistants to access a wealth of knowledge ranging from nightclub and restaurant recommendations to obtaining last-minute concert tickets. Affluent consumers generally gravitate toward experiences that have an air of exclusivity, and an app gets rid of the searching by providing a better sense of opportunities.

"With more than 50 percent of all Internet access being done via handhelds, it's essential our members have access to our content via their mobile devices," said Gary Fong, head of marketing for [Quintessentially Lifestyle](#), New York.

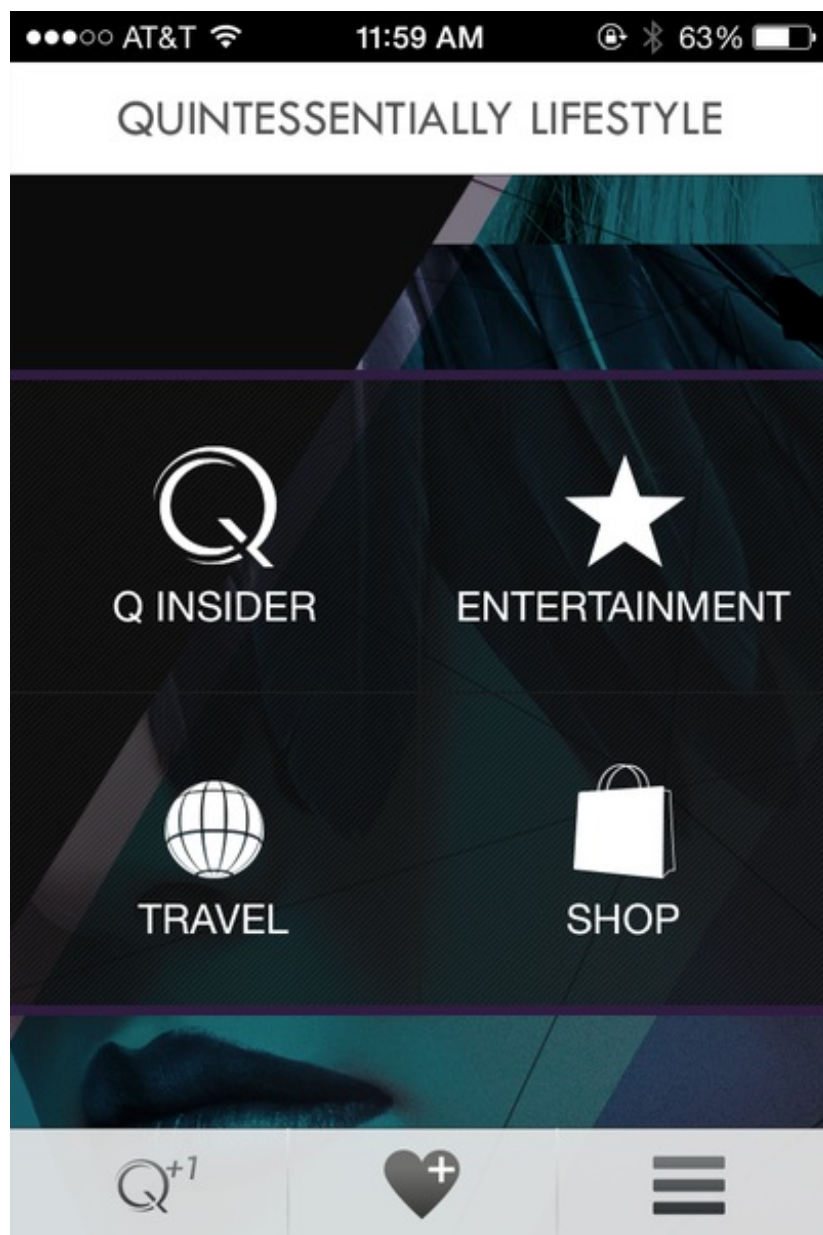
"Quintessentially Lifestyle is the only truly global concierge service," he said. "Other providers are either local or regional."

"[The app appeals to consumers] through its content, which features a host of curated lists featuring the finest restaurants, hotels, spas, bars and nightclubs."

A concierge at your fingertips

Available for members and non-members, users can browse the global knowledge of Quintessentially Lifestyle's collection of hotels, nightlife venues and restaurants directly on the app. While planning a trip in an unfamiliar city may take a lot of effort and expertise, apps like Quintessentially Lifestyle take out much of the guess work.

When the app launches, the user can choose from four initial options, Q Insider, Entertainment, Travel and Shop. Below these options are the prompt to sign-up for a full membership for Quintessentially Lifestyle, a favorites log and additional menu options such as the user's profile, a share option and current country options.



Quintessentially Lifestyle app home screen

If Q Insider is selected, a listing of "In the Spotlight" and "In Demand" destinations appear based on the user's location. For instance, if a restaurant is selected the user can read content about the cuisine, book a reservation by phone or email, visit the Web site or

pinpoint the location on a map.

Entertainment is set up similarly, but is broken down into more categories such as Restaurants, After Dark, Events and the still developing Bespoke Services where users can review investment opportunities or access real estate offerings through the Quintessentially Lifestyle app.

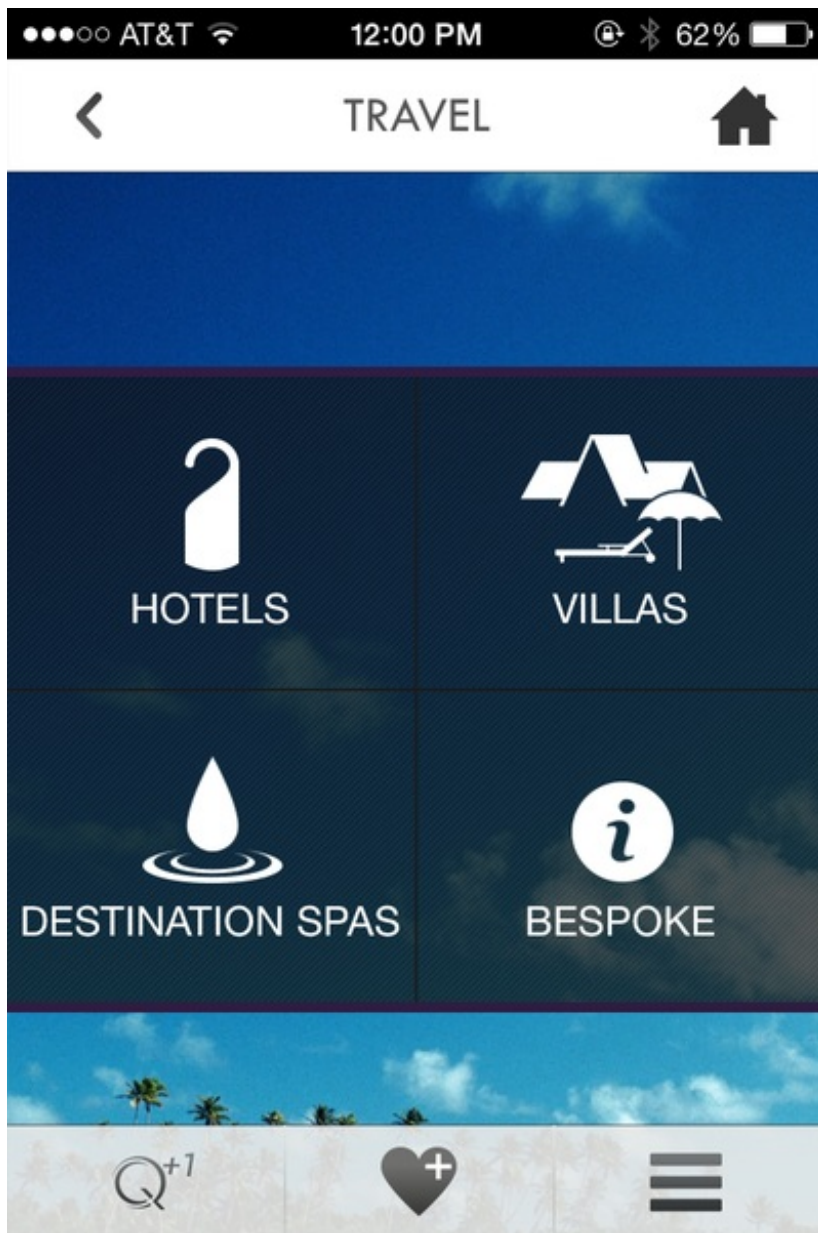


New York's ABC Kitchen, recommended by the Quintessentially Lifestyle app

Restaurants and After Dark can be searched by location, name or in the case of restaurants, cuisine. Events gives a breakdown of local and out of area events.

Travel includes tabs to explore hotels, rent a villa or book an appointment at a destination spa.

The Quintessentially Lifestyle app also has a bespoke travel service that connects users to the service provider's offices in more than 60 countries to ensure that their last minute weekend getaway or planned vacation is up to par and tailored to personal preferences.



Quintessentially Lifestyle app travel options

App users also have the opportunity to shop through the app for hand-picked wines and flower arrangements provided by Quintessentially Lifestyle. Also, users can browse a gift section where Penhaligon fragrances and Hermès Birkin bags can be viewed or personalized using the app's email service.

Although non-members can enjoy all of the above benefits, only Quintessentially Lifestyle members can connect directly with Quintessentially Lifestyle Managers and take advantage of member benefits. Membership perks include personalized last-minute deals or "Surprise & Delight" notifications that include exclusive access to tickets and hard-to-book restaurants.

The Quintessentially Lifestyle app can be downloaded, for free, for Apple or Android smartphones, [here](#).

Unlocked potential

Like Quintessentially Lifestyle, high-end smartphone manufacturer Vertu, prides itself on its concierge services that connect its users to exclusive events and opportunities.

For example, Vertu targeted couples with a complimentary two-day getaway this Valentine's Day to promote the brand's concierge services.

Consumers weighing the advantages of a Vertu smartphone may be swayed by the concierge offers. Also, timing the gifted getaway with Valentine's Day weekend likely caused a surge in interest as consumers shopped for the ideal gift for a loved one ([see story](#)).

Technologies that make daily tasks easier for affluent consumers are a growing trend.

Luxury automakers, for instance, are beginning to pair up with technology giant Apple to make their automobiles' user interfaces easier for iPhone owners to operate and more engaging.

Italy's Ferrari and Germany's Mercedes-Benz are early adopters of Apple's new CarPlay infotainment system that syncs up dashboard and wheel controls to the consumer's Apple device. Until other automakers incorporate this system, Apple's technology is going to give these two brands an advantage in the luxury market due to the proliferation of iPhone owners ([see story](#)).

Going mobile was a natural and needed transgression for Quintessentially Lifestyle.

"Not all companies witness high purchase conversions on mobile. In fact, many don't," said Shuli Lowy, marketing director of [Ping Mobile](#), New York. "The two most prominent exceptions are geo- and time-sensitive purchases. Any brand which offers location- or time-sensitive products or services must have a mobile app.

"Building a mobile app was a strategic step for Quintessentially Lifestyle as its concierge services fall into those categories," she said. "Users will benefit from the ability to browse nearby locations and upcoming events, especially when they are on the go.

"The Insider feature is also an important function for the mobile experience. The app features a concierge service for thousands of events and venues, but it is hard for consumers to explore thousands of options on a small mobile screen. Providing a list of recommendations from an insider allows app users to browse a more digestible amount of content."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/07lxbFEPEic](http://www.youtube.com/embed/07lxbFEPEic)