

Star whims, 24/7 assistance: in the extravagant world of luxury concierges

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Professional footballers, CEOs, and even politicians... These very secret agencies fulfill the wildest desires of their clients and support them on a daily basis. They have opened their doors to us just a crack.

The headquarters of Premium Conciergerie is located on rue du Bac, between the Assemblée nationale, Solferino, and Saint-Germain-des-Prés. Once the code is entered, the large wooden gate opens by itself, revealing a typically Parisian cobblestone courtyard, shielded from the noise of the traffic. At its center stands a magnificent stone statue of a faun playing the flute.

It looks like one of those hidden addresses that only luxury concierges know about. One of those private hotels that they reserve for their most prestigious clients. "We must be able to welcome them in a place that resembles them," says Jérémie Vosse, its founder.

Luxury concierges cater to all the demands of their clientele. Nothing is too beautiful or out of reach. They have lost count of the extravagant requests, which they share in a tone of confidence. Their portfolio includes numerous professional footballers and other high-level athletes, CEOs, movie stars, political figures, and delegations of foreign heads of state, all very attached to this discretion. Names? "No names." In this field, it's the rule. Discretion is paramount. Unless the members decide to disclose them themselves. On Instagram, footballers Corentin Tolisso, Layvin Kurzawa, and Lilian Thuram tag Premium Conciergerie in their stories.

Being available 24/7, everywhere

The mission of these agencies: to assist all these VIPs. To save time for those who are always in a rush. Booking plane tickets, cars, drivers, hotels, restaurants, babysitters, cooks, gardeners, organizing parties... Luxury concierges relieve them of all their thankless tasks. "We even make sure their fridge is full," says Jérémie Vosse.

The true luxury, "is knowing exactly what our clients want, without them even having to tell us," emphasizes Julien Ado, director of the Allées Venues concierge and travel agency, which has already organized entire travel circuits, having just the destination as a compass.

At Premium Conciergerie, fifteen people alternate morning, day, and night shifts, including weekends. They are generally young individuals who do not yet have a family life and wish to build a career in the luxury sector.

The agencies also rely on a vast network of contacts. This address book is their ring of power. "It's a long-term job," describes Jérémie Vosse, who launched his concierge service in 2015. Almost 10 years later, the businessman knows everyone. "If a client's daughter loses her stuffed animal during the night, I will find the number of the employee who has the keys to the store, have them open it, and bring one back before dawn," he promises. Additionally, his partnership with Virtuoso, the world's leading network of agencies specializing in luxury travel, ensures him privileged access to certain hotels or cruise lines.

Luxury concierges do not hesitate to take financial risks. Jérémie Vosse has already advanced 300,000 euros for the rental of a private jet or to purchase a luxury bag. His annual revenue is around 10 million euros. What about the price of these high-end services? The services are available unlimited starting at 6,000 euros per year at Premium Concierge.