

Dragons Den Winner Chases Another Fortune

The extreme can be done immediately, the impossible may take a little longer...

Dragons Den winner Laban Roomes, the successful British entrepreneur and founder of Goldgenie, the luxury gifts and customisation brand, is now chasing another fortune by venturing into the concierge business, catering to ultra high net worth individuals or (UHNW) across the globe. The new business, aptly named 'Goldgenie Concierge,' is founded on a wealth of over 17 years' experience supplying a range of luxury customised and embellished products to a vast range of high profile wealthy individuals such as royalty and celebrity clients from every corner of the world.

James Caan's first and possibly the most memorable televised investment has gone from strength to strength since Laban Roomes took full control of his company by acquiring back all the investor's shares in 2013. The move into the luxury lifestyle sector is a natural progression for the Goldgenie brand as the synergy is perfect. The company is already well acquainted with both its clients and the luxury market. Based in London and with a worldwide network of suppliers across a diverse range of areas including hospitality, entertainment and wealth management, the Goldgenie Concierge team can cater to every need of their clients, who are worldly, sophisticated, discerning and accustomed to the very best of everything.

Goldgenie Concierge membership will offer a suite of services, including lifestyle and travel assistance, personal shopping, asset investment and wealth management advice alongside exclusive access and invitations to music, sporting and fashion events across the globe. These services can be tailored to meet the demands of a diverse array of individuals ranging from busy executives, innovative entrepreneurs, stay at home mothers and globetrotters who want to feel at home wherever they go.

In order to customise the services to individual needs, Goldgenie Concierge will offer new and existing clients complimentary consultations in order to ascertain each person's tastes and preferences and determine how they can best be supported. "We are excited to enhance the customer experience by offering this Concierge Membership as an additional benefit to our customers and for new clients. It is important for us to enhance our customers' experience against the backdrop of our luxury product range. Our goal is to help make our clients' dreams into a reality," said Laban Roomes, Founder of Goldgenie.

Three tier classes of membership, Gold, Platinum or Diamond, allow clients to choose a level of membership that best suits their requirements and the appropriate terms that will suit their lifestyle.

Additionally, the membership will be supported by a dedicated mobile app available on IOS and Android platforms for clients to make and manage any requests conveniently from their own smartphone. Another unique feature that can be availed by all members is the facility to make military grade security encrypted calls on their own mobile phones. This feature is sure to add to the value of Goldgenie's Concierge membership in light of the current climate of sensitivity to personal privacy and safety.

Goldgenie's move into the concierge area is further evidence of the growing global space where tech meets luxury and the company, who have been specialising in luxury technology for several years, are sure to provide the golden ticket to seamless organisation and a gilded lifestyle.

Goldgenie Concierge is launching in June 2015 and membership interest may be registered at www.goldgenieconcierge.com.

For further enquiries, please call +44 208 804 6200 or email vip@goldgenie.com