



**ELEQT, the luxury online social discovery network of the Quintessentially Group,  
launches in The Netherlands at The InterContinental Amstel Amsterdam**

Saturday, May 25th, 2013:// After having previously launched in Dubai, Hong Kong, London, New York and Sao Paulo a.o., ELEQT has now reached Amsterdam, The Netherlands, via its strongly growing networks in Asia, Europe, the Middle East, Latin and North America.

ELEQT is the exclusive social discovery network for the world's trendsetters, in style and business. ELEQT brings intimacy, trust and relevance to social networking by offering a high-end audience a trusted platform to connect with their peers around the world and facilitate them to discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared, by hosting exclusive member-only events around the world and online via [www.eleqt.com](http://www.eleqt.com).

Friday, May 24th, saw an eclectic mix of entrepreneurial movers and shakers out in force to celebrate the launch of ELEQT, the exclusive social discovery network of Quintessentially Lifestyle, in Amsterdam. ELEQT welcomed hundreds of members, aspirants and associates to its Amsterdam Premiere at the "Grand Old Lady of Amsterdam", the InterContinental Amstel Amsterdam, the oldest and still most prestigious Grand Hotel in the Netherlands.

Guests enjoyed complimentary premium spirits and hors d'oeuvres, provided by hosts InterContinental Amstel Amsterdam, Black & Bianco and Peroni Nastro Azzurro, as they socialized and admired the stunning collection on display by Chopard. The evening created an ideal platform for guests to mix with like-minded and fellow style & business enthusiasts whilst celebrating the world of luxury lifestyle.

Exclusively for members of ELEQT, Quintessentially Lifestyle, and other invitees of the ELEQT Grand Launch, InterContinental Amstel Amsterdam made available its Executive Rooms for a special rate. Those who needed a room before or after the event's date, could stay the night at the luxurious five-star Amsterdam hotel that has previously provided a pillow for the night for everyone from Queen Elizabeth II to Michael Jackson and The Rolling Stones.

ELEQT Netherlands will be under management of entrepreneur Niels Voorbach and Vincent Zegger, who has previously worked at ELEQT Caribbean.



Niels Voorbach, Managing Director ELEQT Netherlands: "We are going to offer our members in the Netherlands a unique, local and international social networking experience. I am looking forward to further develop ELEQT in the Netherlands and provide members with both an online an offline platform for networking and information sharing."

ELEQT is part of the Quintessentially Group, an award-winning global private members' club with world class 24/7 luxury concierge services. Quintessentially has offices in over 70 cities around the world, and has also launched 32 luxury sister businesses comprised of experts in every luxury division, including real estate, travel, luxury retail, wine, art, and more. ELEQT has around 160,000 members from over 180 countries and has established local operations in Amsterdam, Aruba, Curaçao, Dubai, Hong Kong, London, New York, Santiago de Chile, São Paulo, Saint Martin and Singapore, with more to follow.

The 'invitation-only' Grand Launch Amsterdam took place at the InterContinental Amstel Amsterdam, and has been made possible by Chopard Nederland, Peroni Nastro Azzurro, Black & Bianco, Prescan, Azzurro Fashion Group, Eijgendaal & van Romondt, Jan van Gent Sloepen, Curaçao Tourism Board, InterContinental Amstel Amsterdam and Quintessentially Lifestyle.

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### **About ELEQT**

ELEQT ([www.eleqt.com](http://www.eleqt.com)) is the social network of the Quintessentially Group. ELEQT is the exclusive social discovery network for the world's trendsetters, in style and business. We bring intimacy, trust and relevance to social networking by offering a high-end audience a trusted platform to connect with their peers around the world and facilitate them to discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared.

#### ELEQT offers you access to:

People:	Over 150,000 of the world's trendsetters.
Hotspots:	Over 7,000 of the world's best hotels, restaurants, clubs, bars and service providers.
Lifestyle & Business Content:	Daily unique content from over 300 dedicated bloggers and individuals members.
Events:	ELEQT signature networking events around the world as well as selected 3 <sup>rd</sup> party events.
Discussions:	Several platforms to share your thoughts with other influential people.
And more....	

ELEQT is a global network with local operations and has offices in Hong Kong, Dubai, Amsterdam, London, São Paulo, Santiago de Chile, Aruba, Curaçao, Saint Martin and New York and is planning to grow to many more regions in the next years. Membership to ELEQT is purely invitation-only.

### **About Quintessentially**

Quintessentially ([www.quintessentially.com](http://www.quintessentially.com)) is the leading international luxury lifestyle and concierge company. Started in 2000 as a small London based concierge service, Quintessentially has experienced a complete transformation in a decade, and currently have offices in over 70 cities around the world. The service provided to their discerning and HNW members is proactive and personalized, catering to every member's need, from last minute restaurant bookings, travel arrangements, and access to private parties, as well as fulfilling every unusual request and successfully connecting businesses all over the world. Quintessentially can offer access to the inaccessible and can make the seemingly impossible, possible. In a bid to ensure only the very best service is delivered across the luxury market, Quintessentially has also launched 32 luxury sister businesses comprised of experts in every luxury division. This includes real estate, travel, luxury retail, wine, art, and more. ([www.quintessentiallygroup.com](http://www.quintessentiallygroup.com)).