



**ELEQT, the luxury online social discovery network of the Quintessentially Group,
launches in Los Angeles at The Standard Downtown LA**

Thursday, November 14th, 2013:// After having previously launched in Amsterdam, Dubai, Hong Kong, London, Long Island, Manhattan, São Paulo and Singapore a.o., ELEQT has now reached Los Angeles, California, 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.

Wednesday, November 13th, 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 Los Angeles. ELEQT welcomed hundreds of members, aspirants and associates to its LA Premiere at SPiN STANDARD at The Standard Downtown LA, a hotel unlike any other in the city catering to one of the most varied clientele bases in the industry.

Guests enjoyed complimentary premium spirits and hors d'oeuvres, as they socialized and admired the stunning Maserati Ghibli on display by The Auto Gallery. Attendees could win a two-night stay at a luxury Malibu Hills estate made available by Privé Luxury Rentals, and enjoy live entertainment by Jordan Lee. 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.

ELEQT Los Angeles will be under management of entrepreneur Hallie Bird: "Last night's launch event was everything I envisioned and more. I am excited to organize more invitation-only events in the near future to offer our members in Los Angeles a unique, local and international social networking experience. I am looking forward to further develop ELEQT in LA and provide members with both an online and offline platform for networking and information sharing."

"We have been excited to launch in Los Angeles for quite a while," continued ELEQT's CEO and Co-Founder, Ruud Smeets, "And after the overwhelming response and positive feedback we received from members and event partners in Manhattan these last couple of months, we felt the timing was finally right. A lot of people have been asking when ELEQT would launch in LA, and we are thrilled to finally be able to make this announcement."

One of ELEQT's founding members in Los Angeles, Adam Long, attended yesterday's event: "I was first introduced to ELEQT in 2011 by a friend from New York, who told me about the exclusive event invitations and offers ELEQT had been offering him. I believe membership of ELEQT is the best way to meet and mingle with like-minded professionals, enhance knowledge and expand my network. I am a proud member, and I am anxious to see more of ELEQT soon."

Other attendees included Actor and Producer Billy Zane, known for playing Hughie in *'Dead Calm'* and Caledon Hockley in *'Titanic'*; Celebrity Life Coach Melanie Mar from *'The Real Housewives of Beverly Hills'*; Robbie Laughlin host of *'E! News'*; Aiden Turner of *'Days of our Lives'*; Heather Doerksen of *'Pacific Rim'*; Melanie Papalia of *'American Pie Presents: The Book of Love'*; and Dante Basco (actor, voice actor, poet, and dancer), among others.

The 'invitation-only' ELEQT Grand Launch Los Angeles has been made possible by The Auto Gallery, Maserati, Privé Luxury Rentals, Jason of Beverly Hills, SPiN STANDARD, The Standard Downtown LA and Quintessentially Lifestyle.

END

Not for publication: For more information contact Hallie Bird, Business Development Manager, at hallie.bird@eleqt.com. For more images and previous event videos, visit <https://www.eleqt.com>, <http://www.facebook.com/eleqt> and <http://www.youtube.com/eleqt.com>.



About ELEQT

ELEQT (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 rd 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) 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).