



To Whom It May Concern,

I write with reference to ELEQT and our recent partnership for their Los Angeles launch.

First and foremost, ELEQT is an organization that understands the concept of luxury implicitly. They are experts in honing in on an offering that resonates with affluent, intelligent and discerning audiences. Unlike some organizations though, the demonstration of luxury does not come at the expense of fun. Our event with them saw every guest laughing, dancing and enjoying themselves until the bar closed. In LA, where cocktail parties often empty out at 9pm, this is no mean feat, and testament to their skill in putting together a great event.

The team are professional yet entirely human, and not afraid of the hard work that goes into pulling off an event that looks, on the night, to be effortless.

Their holistic approach to strategy is also to be commended. The event itself was first class, but along with this we had a solid social media strategy and follow up plan, all of which meant the exposure for our brands continued long after the last guest went home.

We are already in talks about our partnership for 2014 and I am looking forward to working with the team on a continued basis.

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