

# Fame Feature on Forbes Middle East

## Fame Lifestyle Management - Personal and Private Support Anytime, Anywhere



*The term "concierge" evolved from the medieval times, as the keeper of the castles in France, a high official position to the king, who looks after the needs of the royal guests and as well execute justice on behalf of the king. For the past 5 decades concierge services have been only found in hotel lobbies, by 1990 the idea came out of the hotel and became a business that provide services for many facets of our lifestyles. The concierge industry has continued to grow to what is now estimated at \$2 billion industry worldwide. And it's still growing rapidly.*

Today there are various concierge companies also known as lifestyle management offering basic concierge services. Going one step further, Dubai based concierge company Fame Lifestyle Management, is the only ICLMA (International Concierge & Lifestyle Management Association) certified member in UAE, providing incredible services to the industry

standard. They've been the ultimate helping hand to various clients including entrepreneurs, corporate brands, VIPs, celebrities, busy professionals and very involved parents, maintaining their work-life balance. "Can do" attitude, professionalism and discretion are at the very heart of what they do, as per **Ms. Kenny Onilogbo, CEO & Founder of Fame Lifestyle Management**. Fame Group was established in 2006 as a Model and Event Management Company, but just a year after they started providing concierge for the corporate industry. Travel & Hospitality was added last year, and today Fame Lifestyle is a premier lifestyle company providing bespoke executive and luxury concierge service, across UAE and abroad. The company is now well established in travel industry, including the world's finest hotels and resorts, famous luxury yachts and private jets, providing the very best of exclusive benefits for their members. So whether they require just a simple gesture like a bottle of wine sent to a certain table in a restaurant or reminding a husband not to forget his wife's birthday or their anniversary; nor a last minute tickets to a sold out concert, perhaps a front row seats at New York Fashion Week, or a pickup with a private jet in St.Moritz, they should just name it. And Fame Lifestyle will make it happen!

Strong and independent lady, the owner of the entire Fame Group declares that she is especially proud of one significant charitable project that Fame team has successfully managed. Fame Lifestyle in conjunction with a Lebanese production house created an extraordinary reality TV series for 32 Arabic children suffering from critical illnesses. The Dubai Government sponsored TV show for kids, was all about making their dreams come true, to give them joy, strength and hope.

- We still remember Salem, a 9 years old boy suffering from bone cancer, who came to Dubai from Jordan, wishing to be driven in a Lamborghini and a Ferrari by a Formula 1 driver. Upon arrival at the airport, there was a white Lamborghini Murciélago and a professional formula 1 driver waiting for him. The boy was so happy and excited while was driven around Dubai, so the next day we organized another tour to Alain in his beloved red Ferrari. Another of the favorite little clients of ours was 8 years old girl Fatima whose dream was to meet her Idol, Her Majesty, Queen Rania of Jordan. We contacted the office of Queen Rania in Jordan to

explain what we were doing and within 2 weeks, we received an official invitation for Fatima to fly out to Jordan to meet her Idol Queen Rania. Our favorite dream project was Amira fairytale. A 5 years old girl suffering from Leukemia desired to be a celebrity for a day and to meet her beloved actor Colin Firth. Fame organized a professional coaching by our top celebrity stylist on how to walk the red-carpet for her special appearance at the Dubai international Film Festival and we took her shopping for that special red carpet dress. Our top photographer and entourage followed her to the DIFF in a limousine, where she was welcomed and announced on the red carpet and finally met Oscar winner actor Colin Firth.

Kenny describes an amazing joy and emotion involved in fulfilling the dreams of those kids. She received an official email from the client and the production in charge thanking her for the support and job well done.

- We never take No for an answer, all the kids dreams we made sure we realized it, we faced many obstacles in organizing some special dreams and getting location permits' for the filming, but at the end every dream of the kids was accomplished through Fame.

She says that the picture of kids' smiling faces and excitement will stay in her memory and her heart forever. Over the top service, providing the customer an unexpected enjoyable experience, gives her real happiness and satisfaction, a strong motivation to offer the very best service they possibly could and get the job done, no matter what!

- The payoff is amazing, and I am not just talking about the financial compensation. My successful business relationships contribute an astounding personal satisfaction and endorsement. Thanks to my widespread network across the globe I am in a position to accomplish each task with style and grace. And I do not hesitate to use my favorite statement when my clients inquire something; each and every time I answer them - "Consider it done!"