



## Wishful Thinking

Need a late night flight out to your weekend pad in Sardinia? Or maybe you're the type to forget your wedding anniversary and need a last-minute table booked at that new gastro-glamour eatery everyone's been talking about? Whatever your demand, the country's latest pampering craze – concierge services – are here to cater to all your needs...

Already famous in the States, these services have been popping up in every single cosmopolitan city, from London to Hong Kong. Yet it somehow took a bit longer for the capital of Europe to jump on the bandwagon.

According to Jean-Michel Wathélet, marketing manager of Quintessentially Belgium, Brussels was just not ready. *"Belgium might have aristocracy, it doesn't have a jet-set. Until recently, there wasn't any demand for what we had to offer."* Created in London around 2000, Quintessentially is the world-wide leader in this field. It is now implanted in 44 cities, but the Belgian division was only created in late 2007.

Wondering why Brussels was deprived of such a service, Monika Pagel founded Deelite Living in 2006. Having worked for several years in international firms, her address book bursts with all the best contacts one

could have. This vibrant half German half Portuguese now works with Vincent Van de Castelle, a true Brusseeleer, who knows the city like the back of his hand. Being the concierge of a lobbying company for over a decade, he has developed an amazing ability to manage extravagant caprices with great patience and diplomacy.

Speaking over seven languages, this dynamic duo has a very international clientele, composed mainly of businessmen and politicians. Their ultimate aim: to break the taboo of the private service business. *"We really want to reach out to as much people as we can because all we want is to make their lives easier!"*

On the more exclusive side, meet Jean Verheyen, a young Belgian event organizer who single handily runs Holstars. It all started when an embassy requested his services for an important political figure. Although he prefers not to promote his services, Jean has an established clientele, among which the current president of an African state. It goes without saying that discretion, quality of service and elegance are essential prerequisites when dealing with this most demanding of clienteles.

As much as these three services may seem different in style or structure, it always comes

down to the same conclusion: time has become a precious commodity. And one doesn't need to be ultra-rich to need help from them. So next time you need a gardener in the middle of the night, or need Justin to perform at your daughter's sweet-sixteen, be sure to give these masters of the unordinary a call. (RW)

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We wouldn't tell you about the joys of tailored pampering without giving you the chance to indulge in some yourself. To win one pampering favour courtesy of Deelite Living, simply email [wewrite@thewordmagazine.be](mailto:wewrite@thewordmagazine.be) with "I Want" in the subject line and your most original wish. The email we deem to be the most original REQUEST (final provider fee not included), and which we received at the latest by midnight on Sunday 22nd June 2008, will have the chance to realize their wish.