

GURU OF LUXURY

HOSPITALITY INDUSTRY CONSULTING

Yvonne Roberts | PRINCIPAL

guruofluxury.com

Luxury Hotel

The objective is to develop distinctive amenities and visuals, which embody the essence of their destination, coupled with luxury customizations, timeless sophistication, and warm, gracious service. The term 'affordable luxury' is our company's niche, which translates with today's discerning travelers and travel professionals. Travelers are looking for an optimal price to quality balance when considering luxury hotels stays.

A successful luxury hotel presents an unparalleled level of service that attends to every waking—and deep sleeping—need, with luxurious bedding and premium bath products. Guests should find that each and every staff member shares a true passion for the establishment. The essence of each locale should permeate every detail of concept, design, service, and sensation. And programming should reflect the uniqueness of the property itself, further emphasizing the brand message.

Of equal significance in today's world, is a responsible luxury experience, from the organic and biodegradable products to progressive conservation and recycling programs. Water conservation, reclaimed materials, native plants, biodegradable spa products, and amenities are just some of the environmentally conscious elements we embrace. Eco-luxury travel is definitely carving its place into the luxury travel market. As a result, forty-four percent of travelers choose to stay at "green" or environmentally conscious properties.

'Sometimes life starts to feel black and white. All you need to do is get on a plane for a couple of hours and it comes back to full color. That's what travel feels like for me.'

Songwriter JOHNNYSWIM + Global Citizen



Interior Design

As an innovator of lifestyle design, to include more than 20 years experience in the luxury hotel segment, Guru of Luxury is focused on creating a unique, sustainable ambiance, further ensuring a memorable guest experience. The setting should be immersive, transformative and deeply engaging. The goal is to create a vibe that captivates guests – whom we refer to as Global Citizens – by feeling the environment beyond the visual surroundings.

The basic principles of the five elements; Wood, Fire, Earth, Metal and Water are generally defined as the Productive and Destructive cycles. And knowing how to balance the energy of these elements is complex. We harness the creative power of many – designers, artists, musicians and more – to stretch the realm of possibility and continually push the boundaries of what a unique environment can be.

We create an ultimate retreat of sensuality and soul, where sophistication and ease seamlessly blend with timeless design. An oasis filled with eclectic enchantment, with an opportunity to explore around every corner. We collaborate with the client, to come up with the visual concept of the project, all the while establishing a vibe that resonates throughout. Luxury is not just a look, it's a feeling...

'Luxury must be comfortable, otherwise it is not luxury.'

Fashion Designer COCO CHANEL + Global Citizen



Signature Collection

CUSTOM DESIGNED | 20+ Years Experience Passion for Comfort | Made in the USA

It's about exquisite taste and involved details; it spells luxury marked by a matchless style. Edging away and consciously catering to our intelligent niche clientele, searching for charming and elaborate detail pieces inspired by a variety of vogues, superior class and painstaking workmanship. Vested design and craftsmanship combined with individuality to fulfill our clients particular demands and style.

AFFORDABLE LUXURY...

- GUEST ROOMS
- MATTRESSES
- UPHOLSTERY
- HEADBOARDS
- DRAPES
- BEDDING

"In order to be irreplaceable one must always be different."

Fashion Designer: COCO CHANEL + Global Citizen

- LOBBY
- SPA
- RESTAURANTS
- BARS
- POOLSIDE CABANAS
- FITNESS CENTER



Culinary & Libations

We create a dining experience, reflective of a luxury profile. "Our experiences influence our approach, with the understanding that flavor is made up of not only taste, but all of our senses: what we see, hear, touch and smell and how every aspect of dining -- from the color and shape of a plate to the music playing in the background - affects our perception of flavor" states Yvonne Roberts, Principal and Artistic Director. "Some of my most cherished memories are to have savored an abundance of exquisite, palatable flavors alongside some of the world's most talented star chefs and winemakers"

Roberts' collaborative experiences with star chefs and winemakers include the likes of Alain Ducasse, Remi Krug, Todd English, Robert Mondavi, Norman Van Aken, Larry McGuire, Jean-Paul Jeunet, Anthony Barton, Bruno Cirino, Daniel Haas and Philippe Ruiz. All of whom represent a mere sampling of the extraordinary and celebrated food and wine professionals she's worked with throughout the years.

We believe today's ideal luxury niche is positioned as refined-casual, with attention to moderate price points, carefully positioning the establishment for broad audience appeal. Menu concepts should embrace fresh produce offerings from the local farmer's market, emphasizing the region's unique attributes. And a stellar spirits program is essential, again moderately priced, with a primary focus on value-discovery varietals, accentuated by premium stemware.

'Water Separates The People of The World; Food and Wine Unites Them.'

Guru of Luxury YVONNE ROBERTS + Global Citizen



Events

Beyond the glitz and glamour of special events, there is the important metric of guest satisfaction that will ultimately determine how the occasion will be remembered. Our experience and professionalism is reflected in our ability to listen to our clients' needs and to translate them into events that are both exquisite and flawlessly produced.

Throughout the years, we've been honored with having organized a multitude of extraordinary receptions and elaborate gala dinners with guest hosts such as Prince Albert of Monaco, the Baroness Philippine Rothschild of Mouton Rothschild, their Majesties King Juan Carlos I and Queen Sofia of Spain, President William 'Bill" Clinton and Hillary Rodham Clinton, British Prime Minister Lady Margaret Thatcher and The Maharaja Gaj Singh II of Marwar-Jodphur, just to name a few.

As talented professionals hosting signature events, we have a keen eye for the smallest of details, making it look seamless and effortless as all eyes are watching. The aura of a great guest experience does not occur naturally. To ensure success and the spirit an event will reflect, one must possess passion, style and organizational talents. We do so with the utmost finesse and creativity in order to spotlight an extravagant, picturesque and memorable venue

'Great minds discuss ideas; average minds discuss events; small minds discuss people.' –

First Lady The United States of America: ELEANOR ROOSEVELT + Global Citizen

The Cellar Club[™] Celebrity Guest Host



MICHELIN STAR CHEFS

Le Tour Des Toques | 1997-2002

NOTABLE ATTENDEES

Jean-Paul Jeunet of Jean-Paul Jeunet Philippe Jousse of Alain Chapel Joel Guillet of Les Mas du Langoustier Philippe Gauffre of Les Plaisirs d'Ausone Michael Sarran of Michael Sarran Gabriel Biscay of Maison Prunier Philippe Groule of Amphycles Bruno Cirino of Le Jardin Christian Plumail of L'Univers Phiippe Gauvreau of La Rotonde Alain Soliveres of Les Elysees Jean-Pierre Jacob of Le Bateau Ivre Jean-Marie Gautier of Villa Eugenie Alain Lorca of Le Chantecler NATIONAL STAR CHEFS Interactive Culinary Luncheons | 1995-2012

NOTABLE ATTENDEES

Jody Adams of Restaurant Rialto Mellisa Kelly of Restaurant Primo Emily Luchettia of Restaurant Farallon Maria Manso of Restaurant Asia de Cuba Nancy Silverton of Restaurant Campanile Rocco Di Spirito of Food Network Michael Chiarello of Food Network Ming Tsai of Food Network Ingrid Hoffmann of Food Network Philippe Ruiz of Restaurant Palme d'Or Elizabeth Falkner of Restaurant Citizen Cake Suzanne Goin of Restaurant Luques Susan Spicer of Restaurant Bayona Traci des Jardins of Jardiniere

WINEMAKER GALA DINNER

Principal Host Black-Tie Dinner | 1995-2012

NOTABLE ATTENDEES

<u>OPUS ONE</u> Guests of Honor Michael Silacci & Bill Kurtis

<u>iviva espana!</u>

Guests of Honor King Juan Carlos & Queen Sofia

CHAMPAGNE ROEDERER

Guest of Honor Michael Sette

<u>ANTINORI</u>

Guest of Honor Marchese Piero Antinori

CHAMPAGNE KRUG

Guest of Honor Remi Krug

CHATEAU MOUTON ROTHSCHILD

Guest of Honor Baroness Philippine de Rothschild

FAR NIENTE

Guest of Honor Larry McGuire



Health & Wellness

Knowledge is the core.

Connecting each and every source, western and eastern education alongside a bodily activity that you enjoy and achieve regularly... a habit! It is essential to have a system that best suits your needs, desires and pleasure to obtain your well-being.

I invite you to make a plan and commit to appreciate the body as the gift it is. This will support all of you, bringing inner peace and living the long and healthy life you deserve.

BILTMORE HEALTH & WELLNESS WEEKEND *Yvonne Roberts | Director + Co-Founder*

'I think our planet's immune system is trying to get rid of us.'

Writer & Novelist KURT VONNEGUT + Global Citizen

Spread The Word



Focus your message. A consistent message should be used to communicate to both internal and external audiences. Repeat your message. Repetition of a consistent message is the most efficient way to reach currently and potential customers.

Understand the power of publicity. Consumers believe the news media more than paid advertising. Public relations help to establish third-party credibility whereas others 'toot' their horn. Know your facts, know your audience and support your company's message.

We're talking about the new marketing imperatives of understanding the client as an individual, having a clear view of the client experience journey or systems of engagement and lastly, integrating the company's culture and brand to be authentically one. Until now, there was no practical way to harvest this opportunity. To sum it up, it's about the art of SPREADING THE WORD.

'Success is not final, failure is not fatal; it is the courage to continue that counts.'

Prime Minister United Kingdom WINSTON CHURCHILL + Global Citizen

About Us



Yvonne Roberts Principal | Artistic Director

A Miami native of Chilean and Danish descent, Roberts developed a passion for food, wine and entertaining while growing up in Chile. For 20+ years, Roberts has organized and hosted diverse events, from intimate gatherings to largescale affairs, overseeing the smallest details, from invitations to catering to décor while maintaining a relaxed, friendly atmosphere.

Together with her commitment to giving back to the community she was at the helm of raising more than \$6 million dollars helping charities including the Sylvester Comprehensive Cancer Center, United Way and Baptist Health South Florida.







Andres Lopez

Manufacturing Director

With more than 10+ years of experience in Operational Management, Value Engineering, and Technical Operations, Andres brings his expertise and confidence to our well-respected clients and ensures that our Furnishing and Upholstery collection will meet their high standards.

Michael Hernandez

3D Artist | Photographer

Michael brings a sharp and technical talent to the company. He allows the team to visualize ideas quickly and effectively. His design visuals & 3D renderings have guaranteed a stand out presentation each and every time.

Eileen Escarda

Photographer

Eileen translates messages visually. She creates photography and video that speaks to the needs of ad agencies, design firms, corporations, and editorial publications. Eileen is passionate about helping others achieve their goals and it is this that drives her expertise.







Testimonials

BARONESS PHILIPPINE DE ROTHSCHILD | Proprietor MOUTON ROTHSCHILD

"Yvonne Roberts is finally an American that does not use a boring white linen." "I feel as though I am once again a guest at Buckingham Palace. And the pairing of the menu with the First Growths Wines, simply perfection!"

GENERAL JAMES T. HILL | United States Army Commander U.S. SOUTHERN COMMAND

"Yvonne Roberts ran The Biltmore's Cellar Club impeccably. She is sophisticated, highly intelligent, engaging. In short she is exactly the right person to interface with like-minded consumers who expect and demand only the best and have the means to have it so."

MICHAEL MONDAVI | Proprietor

MONDAVI FAMILY VIENTARDS Yvonne Roberts director of The Cellar Club - "Magnificent innovative culinary ideas and finesse, paired with Classic Old World traditions...Genius!"

REMI KRUG | Proprietor KRUG CHAMPAGNE

"It is with great honor that I was invited to launch The Cellar Club inaugural gala dinner." "Yvonne has such great passion for food and wine that I have not seen in so very many years." I know the Cellar Club will have tremendous success with her exquisite style to details and professionalism."

Awards + Press

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"Best Wine List in South Florida" Zagat 2012

"Outstanding Wine Service" Nominee 2011 James Beard Award

"Top Ten Annual Wine Event" Biltmore International Food & Wine Weekend Wine Spectator

"Best Wine Selection" Florida International Magazine 2007

"Annual South Florida Dining Awards Superior Wine Program" Florida Restaurant & Lodging Association

"The Cellar Club shows its pedigree... it has placed the Biltmore at the center of Miami's social life." **Travel + Leisure en Español**

The Cellar $Club^{TM}$ | Seen At The Scene



CARSE





































La dama del **Club**







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