



GURU OF LUXURY

HOSPITALITY INDUSTRY CONSULTING

Yvonne Roberts | PRINCIPAL

guruofluxury.com

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

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

Fashion Designer:

COCO CHANEL

+ **Global Citizen**

Confidentiality Agreement | Available Upon Request



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
Phippe 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

OPUS ONE
Guests of Honor Michael Silacci & Bill Kurtis
¡VIVA ESPANA!
Guests of Honor King Juan Carlos & Queen Sofia
CHAMPAGNE ROEDERER
Guest of Honor Michael Sette
ANTINORI
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

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 large-scale 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



**ZAGAT
RATED**



"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™ | Seen At The Scene



Contact Us



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