



**INTRODUCING KAAVIAR PR AND ARDEVIE,
THE FIRST UHNW FOCUSED, LUXURY, FULL-SERVICE AGENCIES IN GENEVA AND NEW YORK**

New York, NY and Geneva, Switzerland - February 11, 2021 — Kaaviar PR and Ardevie have officially launched under the direction of their Founders and Managing Directors, Laetitia Hirschy and Ariana Selleyan. Boasting over fifteen years of global experience in luxury PR, marketing and media with the most prestigious brands, such as BVLGARI/LVMH, Patek Philippe, Jet Aviation and Vintality to name a few, Hirschy and Selleyan are well positioned to lead their own charge.

Ultra-high-net-worth consumers are looking for the very best quality, highly customized services and a tailored approach. Kaaviar PR and Ardevie specialize in the global service of this target group to enhance the customer experience of luxury brands. Together, they are a leading global PR, brand production and marketing agency focused on the UHNW target group, with a proven track record worldwide, working with brands such as Cartier, Jacob & Co., Richard Mille and Chopard among others.

The services Hirschy and Selleyan provide are tailored to each client's needs, whether it entails organizing a watch and jewelry collectors' private event, gathering your VIP clients for an exclusive company trip on a private jet whilst showcasing your novelties, or creating a never before seen recipe for a delicacy product to help build impactful brand awareness. Thanks to their extended network, they can select and communicate through the right media channels, including the most renowned luxury online and print media publications. They have also built carefully curated teams to reach clients' individual goals such as, for example, advising hospitality and private jet companies on how to achieve a more conscious and sustainable lifestyle or reaching a higher ROI by creating their own media tools.

"We see this challenging time as an opportunity, as ultra-high-net-worth individuals have seen their purchasing power increase and remain eager to purchase luxury goods. Billionaires' wealth has risen to \$10.2 trillion amid the Covid crisis. Now more than ever, it is essential for luxury brands to work with the right agency; one that truly understands the ultra-high-net-worth individuals' mindset and knows how to attract them,"* conclude Hirschy and Selleyan.

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For more information visit:

www.kaaviarpr.com @kaaviarpr

www.ardevie.com @ardevie_agency

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About Kaaviar PR and Ardevie :

Kaaviar PR and Ardevie are leading global PR, brand production and marketing agencies based in Geneva and New York City, specialized in watches, jewelry, private aviation, gastronomy, hospitality and private banking. Our approach is 360-degree, including print, broadcast, OOH media, events, sponsoring, digital and social media, targeting UHNWI. We pride ourselves on offering result-oriented, fully customized services. With a trusted network of creative professionals across the globe, we build teams curated for a client's specific needs. We collaborate with our clients to create impactful messages and moments, ensuring their stories reach existing and new qualified UHNW audiences through the right channels, at the right time - building demand and awareness on a global scale.

*[UBS Billionaires Report 2020](#)