

THE MONTH

Luxury Collective

SURREY

VOL. 02

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WELCOME

A MESSAGE FROM LUNA:

Welcome, and thank you for reading this newsletter. It has been another busy month, and in May it's our birthday month. So much has changed in a year and I am excited to share the successes and growth with you all!

THE THRIVE CLUB IS 1!

On May 2nd and 16th this month we are celebrating our first birthday. I am thrilled to welcome Jarmila Yu on the 2nd of May who will give us an insight into tips on marketing strategies.

NEW MEMBERS

We have had many new members to the Club recently. If you have yet to submit your headshot / logo and bio to me please do so via email so that I can officially introduce you as members on Instagram. Please see the Instagram highlights for previous posts.

GOOGLE REVIEWS

I would love your help to spread the word about the Club. If you have a minute to leave a Google review I would be very grateful.

[Leave a Google Review](#)



With warmest wishes,

Luna

CELEBRATING OUR FIRST BIRTHDAY!



This month we are celebrating the 1st birthday of the Thrive Club. So much has happened since the very first meeting at the Ivy in Cobham a year ago, I am thrilled that we have grown to the point of changing venues twice and now are firmly in place at our new home at Fetcham Park. I want to thank everyone who has supported the Club over the year. Here's to the next 12 months!





FETCHAM PARK HOUSE

OUR NEW HOME

Please remember to book your preferred sessions via
the website:

www.LuxuryCollectiveSurrey.com/bookthrive

WHAT'S COMING UP IN MAY:



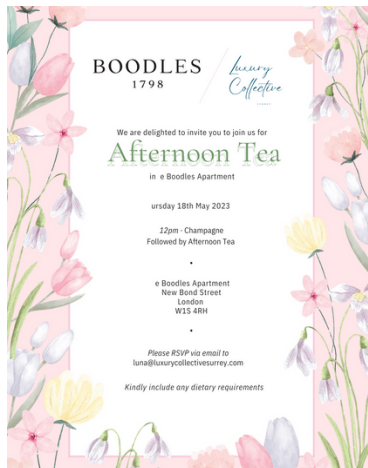
THRIVE CLUB

The Thrive Club sessions in May are the 2nd and the 16th. Please book your sessions on: www.LuxuryCollectiveSurrey.com/bookthrive



LONDON CRAFT WEEK X LUXURY COLLECTIVE SURREY

The Luxury Collective Surrey has been invited by the London Craft Week to bring four guests on board the British Pullman for a ride through the countryside whilst enjoying a Veuve Clicquot Champagne Afternoon Tea. Apply via the website, names drawn out of a hat,



BOODLES X LUXURY COLLECTIVE SURREY

On the 18th May The Luxury Collective Surrey are invited to the Boodles Apartment on Bond Street for Afternoon Tea and to look at the new jewellery collections. Places are strictly limited and are all allocated by invitation only.

WHAT'S COMING UP IN JUNE



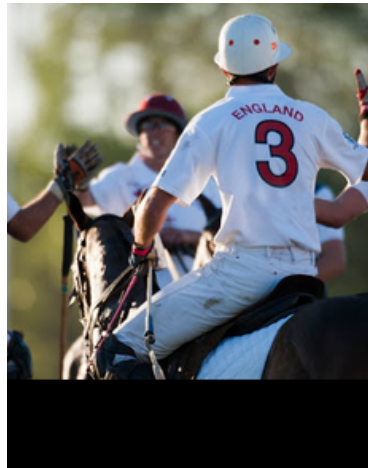
THRIVE CLUB

The date for Thrive Club June are:

7th and 20th

Please note the 7th is a Wednesday as Fetcham Park had a previous commitment on the Tuesday.

Book the session to suit you at:
www.LuxuryCollectiveSurrey.com/bookthrive



POLO IN THE PARK

Friday 9th of June is the kick off for Chestertons Polo in the Park at the Hurlingham Club. Some of you have expressed interest already, if you would like to go please let me know and I can arrange a group ticket.



BOODLES TENNIS

Boodles Tennis at Stoke Park returns this year. There are still some tickets available, if you would like to go I can try to organise a group ticket for Wednesday the 28th June.



Image : Nadine van Biljon

MEMBER SPOTLIGHT

HOW DOES SHE DO IT?

Katharina Colman - Luxe Smart Homes



BACKGROUND

Growing up in Germany, the United Kingdom and America, Katharina experienced diverse cultural influences and, from an early age, found a passion for music and technology, playing the piano and producing music. She settled in London and studied Marketing before pursuing a career in the music industry. In the mid-noughties, as the music industry transitioned into the digital world, coupled with the emergence of newly created social media platforms, Katharina sought a role at Warner Music, followed by positions at EMI and Sony Music, managing the Digital PR for music artists.

CAREER

Whilst working at EMI and Sony, Katharina enjoyed an exciting career promoting some of the biggest names in music including David Guetta, Mark Ronson and Shakira. After seven years, Katharina moved to a creative agency, where she spent the next ten years utilising her experience, knowledge and industry relations to negotiate celebrity partnerships and produce advertising campaigns for many ambitious consumer brands. When her two daughters started school, Katharina decided to leave the advertising world behind and followed her passion for technology and joined her husband at Luxe Smart Homes.

As business development lead, she now manages the marketing strategy for b2b relations for their business with ambitions to cement Luxe's position as the premier choice for Smart Home Solutions and Home Cinema Installation in the prime residential market in Surrey.

THE JUGGLE

Two years after taking a formal role within the business, Katharina identified that Home Cinema services needed more focus to reach their full potential as a revenue stream. At the same time, as we emerged from the COVID-19 pandemic, demand for residential home entertainment systems was soaring. Katharina was able to harness her experience in digital marketing and move the dial in the company's marketing strategy towards Home Cinema. As a small company, the change in voice had to be implemented internally. Over the last twelve months, subtle changes in marketing communications have meant that Luxe Smart Homes are now highly sought as a preferred choice for Home Cinema builds in the Surrey area. Rather than looking back at her previous careers as defining who she once was, she leveraged her previous experiences and applied them in her new role, which in turn has opened up new opportunities.

THRIVE CLUB APRIL 2ND



THRIVE CLUB MAY 2ND

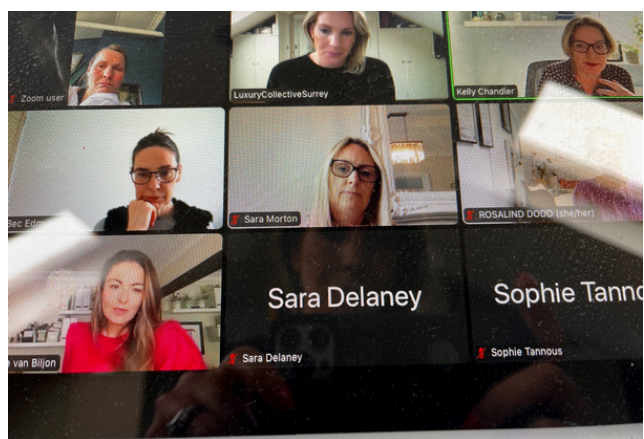
On May 2nd we opened the doors to our new home at Fetcham Park. We started a new 3 part topic on Marketing and began by identifying our weaknesses in Marketing Strategy. If anyone wants to take the free online scorecard we used please use this QR code.

MARKETING
SCORECARD





THRIVE CLUB ZOOM X KELLY CHANDLER CONSULTING



BECAUSE YOU ARE WORTH IT.

On April 27th Kelly Chandler held a Masterclass in Raising Your Rates, Knowing Your Value and Charging Your Worth. We had a great discussion with lots of action points!

Kelly is offering Thrive Members a complimentary 30 minute private VALUES session over Zoom. Please email Kelly to register interest. kelly@kelly-chandler.com.

SALON PRIVE LONDON

ROYAL CHELSEA HOSPITAL



SALON PRIVE CHELSEA

Isobel, Kate, Anna and Luna attended an unusually damp Salon Prive. We had been invited to Panama Hats to learn about their provenance and making, Boodles had also invited us for a glass of champagne and to sample the diamonds they had brought.



Luxury
Collective

SURREY

CONTACT

TC
THRIVE
CLUB

For membership enquiries, or to join us for social events please contact Luna.



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www.LuxuryCollectiveSurrey.com

THE MONTH