

# Q&A

with

Sophie Shelton & Hope Dowlen

 **As the leading luxury lifestyle and concierge management company in London, please tell us a bit about your company and how both of you got together.**

We founded 48 London in 2015, having both met while working in By Appointment, the Private Shopping Department at Harrods. Working closely together with UNHW and HNW clients, public figures, Royalty and Heads of State from around the world, we put our extensive experience together with the aim of creating a concierge service with a difference. We noticed a gap in the market for a concierge service that truly offered a completely personalised experience, where clients could ask us anything and at the forefront of our ethos lay our desire to connect our clients with the very best experts for them in all aspects of their lives. 48 London offers a highly bespoke service, tailored towards the individual, family or corporation, covering three main elements Your Life, Your Style and Your Wellbeing, we pride ourselves on nurturing genuine and organic relationships with all clients, offering them a discreet and dedicated service no matter where they are in the world. We both have a can-do attitude and strive to exceed expectations, our shared ethos and understanding of our clients and our drive to never say no (we are yet to experience a request we cannot fulfil since 2015) makes us a dynamic team, both bringing different talents and expertise to 48 London, we had always hoped to work together in a greater capacity during our time in Harrods and nearly 8 years in to running 48 London, we are just as excited about our business today as we were when we first set up.


 **What has been your experience so far with wealthy HNWIs / Family Offices from the Middle East?**

We have a wealth of experience with clients from all around the world, we are especially expert in working with Middle Eastern clients, given our background in Harrods Personal Shopping Department, dealing with a number of very influential clients from the Middle East, this set us in good stead. We assist our Middle Eastern clients predominantly when they are travelling, most recently we assisted a client from Saudi Arabia who was celebrating his honeymoon and we organised the whole thing from start to finish. It was a three-month honeymoon across the USA and Caribbean, where we coordinated private yachts, jets, helicopters, luxury villa's, ski chalets, hotels and an itinerary with activities and restaurant bookings for every day, as well as a number of exceptional surprise immersive experiences along the way, all executed with a three-week turnaround time.



Sophie Shelton & Hope Dowlen

We assist our Middle Eastern clients with itineraries while they are visiting London, we can help with anything from sourcing them short term rental properties, family friendly activities, tickets to sold out events, private travel arrangements and personal shopping experiences to name a few. There is no limit to what we can achieve for our clients, and we truly enjoy working with a whole host of clients from all around the Middle East, we are lucky to work with some fantastic clients from all across the region.

 **How different are VIPs in handling their daily tasks from the "normal" person, can we guess that they handle time more precious, wouldn't you agree?**

We certainly agree with this, many of our clients lead extremely busy lives, which is why they have enlisted our help to assist in streamlining their every day and leaving them to be able to focus on the important things. Time is a real luxury for our clients, we have noticed this even more so post pandemic, and we have seen a rise in requests for unique experiences, longer holidays in an assortment of far-flung destinations and once in a lifetime events, not to mention a huge focus on wellness as a whole. We treat our clients' time as precious, and endeavour for them to spend their free time doing what they love and living every moment, while we expertly curate their day to day.



### How does your usual working day look like?

No two days are the same and this is one of the many reasons we love what we do! For example, this week we have been sourcing an original Damian Hirst for a client's home, putting together a bespoke pregnancy plan, organising trips in Sweden, Spain and Lake Como, sourcing a private jet to Italy, sourcing sold out tickets to a number of key music concerts globally, an authentic Vietnamese private chef to a client's home to produce a personalised Vietnamese menu for a birthday dinner and sourcing a private ballet teacher and piano teacher for a client who is hoping to take up some new hobbies this year. This is purely in a nutshell and there are plenty more requests we have received this week, however this shows the variety of the types of requests we receive and fulfil for our clients. We encourage our clients to 'ask us anything' and we love a challenge! In between all the requests, we meet with clients and partners frequently too and ensure to attend important events and visit new spots in London that we can then recommend to clients too! There does need to be more than 24 hours in a day sometimes at 48 London!



### Has there been any extraordinarily (funny) moment you would like to share with us ?

There have been so many it is hard to pick any specific moments, we really could write a book. Whilst we keep client confidentiality at the forefront, an amusing moment we can share is when we set up a full Christmas grotto in a client's home in Florida in the peak of the Floridian sunshine, we had to bring Santa to the house via the outside road by foot so as not to ruin the surprise. We turned quite a few heads walking along the road with Santa dressed in his finest costume, complete with a giant sack and carrots for his reindeers! I think we successfully spread the Festive spirit around the neighbourhood and Santa made not just our client's children's days too by waving to passers-by and wishing them a Merry Christmas!



Sophie and Hope co-hosting the KBA Medical Forum in London 2022



### finally: If there is one important lesson, you have learned in all those years from your experience in your business, what would that be?

There is a plethora of lessons we have learned and continue to learn working in this business, however something that has always served us well is being kind. Firstly, being kind and understanding with employees, partners, clients and anybody that we meet along the way on a daily basis. The majority of our work is with other people, and it is so important to act respectfully and kindly to everybody, kindness is a lasting and impactful impression, we deal with some very sensitive requests that our clients have entrusted us with, acting with compassion and kindness is so very important to us. Secondly, staying true to who we are and what we have always set out to achieve, along the way there will always be people who may make you question what you do or try to make you waver from your ethos and we have both stuck very firm to this.



# 48. london

48 London is a leading lifestyle management and concierge company offering a personalised approach tailored to the individual.

Our Bespoke service is what sets us apart. Through our specialist knowledge and connections both at home in the UK and across the globe, we ensure our members have access to the finest there is to offer.

From holiday planning and customised travel itineraries, bringing the perfect celebratory event to life, household and lifestyle management, personal wellness and health, one on one appointments with designers, procuring coveted luxury items, interior design and beyond, 48 London takes care of every aspect of your life.



48. london

## THE TEAM



### *Sophie Shelton*

*"Sophie's strong sense of professionalism and organization are the two main reasons we work well together as a duo.*

*Drawing on her experience as both a business woman and a mother of two, Sophie multi tasks with ease. She is a strong believer that anything is possible with some hard work and determination and brings this attitude into her everyday work at 48 London.*

*She is a natural leader and leaves no stone unturned when fulfilling client requests, no matter how weird or wonderful.*

*Rest assured that when Sophie is looking after you, you are in the safest and smartest of hands."*

*- Hope*



### *Hope Dowlen*

*"It's quite rare that you find someone that you just click with in a working capacity as well as personally and I'm lucky to have found this with Hope.*

*She is extremely efficient, reliable and personable as well as having one of the best eyes I've seen for anything client-related whether it be personal shopping or coming up with the most brilliant and unique options for anything that our clients request.*

*Hope strives to ensure that her clients feel as though when they ask for her help and guidance they are safe in the knowledge that their needs and wishes will be met to the best of her ability."*

*- Sophie*

48. london



## YOUR LIFE

We get to know what makes you tick, anticipating all your wants and needs to transform special occasions and experiences into the memories of a lifetime.

Ensuring the smooth running of your everyday life means knowing you personally.



Once we get to understand your lifestyle and priorities, we are then ready to support you in any way that you need.

From bringing the perfect celebration to life, managing a family relocation, assisting with an interior design or renovation project, travel planning and itinerary preparation, to smaller details such as preparing your home pre-arrival, arranging private chefs or booking your favourite restaurants.



## YOUR STYLE

We offer a wide range of personal styling services, tailoring each appointment to address your specific needs. From wardrobe curation and bespoke tailoring to one-on-one appointments with designers and securing coveted items via our trusted industry contacts.

As well as our own expertise, we provide members with unparalleled access to luxury brands, haute couture ateliers and leading professionals in fashion.

Personal shopping, gift purchasing for special occasions and reliable styling consultations can all be arranged.

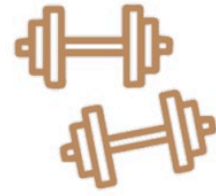


“ —————

*Style is a way to  
say who you are  
without having to  
speak*

————— ”

48. london



## YOUR WELLBEING

We offer a holistic end-to-end service with a strong focus on wellness, with the ever increasing pace of life, your wellbeing is our priority.

We are firm believers in the philosophy that happiness develops from within and a content mind makes for a beautiful life.

We are always thinking ahead as to how we focus not only on your individual wellbeing, but that of your family too.



With world-class personal trainers, nutritionists, doctors, beauticians, health specialists and life coaches at our fingertips, we can find the perfect match to enhance your body and mind and improve your wellbeing.

48.london



We can't wait to meet you and get started.

Please email, call us

+44(0)7899 977 081

+44(0)7780 911 360

hello@48london.com



[www.48london.com](http://www.48london.com)