



by Kristina Perez 17 November, 2009

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## Interview: Emma Matthew, 'Quintessentially' serving your every need

*As chief of the region's Quintessentially concierge service, your wish is Emma Matthew's business*

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Emma Matthew, grinning through the toughest requests.

Luxury concierge services such as [Quintessentially](#) have been stepping into the lives of the rich and harried -- because having two amahs and a PA is simply not enough.

The first rung of membership at Quintessentially costs HK\$40,000 annually. After that, the sky's the limit. Plebes unable to afford the personal touch can satisfy themselves with the company's [Q city guide iPhone application](#).

CNNGo spoke with Quintessentially's Asia-Pacific CEO Emma Matthew about serving the needs of the most demanding Hong Kongers.

**CNNGo:** *Why should native Hong Kongers use Quintessentially?*

**Emma Matthew:**

For someone who has lived in Hong Kong for many years, it's not necessarily just them [who need the service], it's also the support network around them -- possible business partners or personal assistants.

**CNNGo:** *How do you work with a member's personal assistant?*

**Matthew:** There are members who choose us purely for suggesting gift ideas. We'll make a note of the days around the year they require help and support and we will do the personal shopping -- we make a lot of people look very good in this town.

In Asia in particular, it's about saving face, so why would you ask a friend of a friend to help you? Why wouldn't you just use our lifestyle managers? We work very closely with a number of personal assistants and executive assistants in Hong Kong.

**CNNGo:** *What are the most frequent requests of local members?*

**Matthew:** A number of people are coming to us to help with entertaining, also to get access to particular events. We helped members get access to [Dragon-i's](#) 6th Anniversary Party, Art HK Swingin' Lounge, and [Kee Club](#) and [Volar's](#) anniversary parties. We arranged exclusive tickets for our members to attend the Singapore F1 Grand Prix, Beijing Olympics, Wimbledon Tennis Finals and

*Last year, we had a Hong Kong member who went on safari in Africa and he forgot his insulin. We got the prescription and sent the insulin direct to his safari.*

— Emma Matthew, Quintessentially Asia-Pacific CEO

Cannes Film Festival parties.

Another popular request is for items that you can't get in Hong Kong, and customized items.

**CNNGo:** *What has been the most outrageous request in Hong Kong?*

**Matthew:** Last year, we had a Hong Kong member who went on safari in Africa and he forgot his insulin. So we went to the doctor on his behalf, got the prescription and sent him the insulin direct to his safari. Also, when the Cartier Love Bracelet sold out in Hong Kong, we had to contact our offices in the Middle East to source one and have it delivered here. There is always a way you can get hold of things.

**CNNGo:** *What can you recommend to visitors to Hong Kong?*

**Matthew:** Quintessentially's member assistants tailor-make schedules for members. That being said, my favorite activities to recommend visitors are: roaming the streets in Mongkok and Yau Ma Tai to soak up the vibrant atmosphere and see daily life occurring; a meal at traditional restaurants such as [Yung Kee](#) or Luk Yu Tea House; strolling around Stanley Market to pick up Chinese trinkets while relaxing by the water; seeing the Hong Kong skyline at night, either from a private junk or while sipping a cocktail from [Aqua Spirit bar](#); and walking the Dragon's Back trail in Shek O or sailing to Potoi Island in the South China Sea to taste the delicious seafood in the one restaurant available there.

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