



WISH UPON A STAR

AN EXCLUSIVE CONCIERGE AND EVENTS EXPERT TURNS EXOTIC VACATION DREAMS INTO REALITY

words by **Karina Antenucci**

What's on *your* bucket list? Victoria Hoffman, president of Miami-based Concierge & Events by Victoria, creates exclusive, once-in-a-lifetime experiences for her discerning clientele, who are looking for much more than a luxury hotel or private island resort.

Since 2007, Hoffman's boundless sense of adventure and creative spirit have guided her to exotic locations around the world to seek out and deliver new and exciting opportunities for her burgeoning portfolio of private and corporate clients.

Rub her genie lamp and you might get a chance to star on Broadway; access international fashion shows and mingle with top designers; go on a James Bond-esque espionage adventure; explore a vineyard not typically open to the public; visit a pop-up hotel in the form of an igloo; or join Fabien Cousteau for an underwater expedition.

No two experiences are ever the same – each one is tailored to fit your lifestyle and personal tastes.

On any given day, Hoffman can be found visiting a vineyard, château or UNESCO World Heritage site with her trusty notebook and camera in hand, planning the next big adventure for a wealthy client.

"We travel often to explore and experiment, and we really listen to our clients and ask them what they'd like to see as a bucket list experience," says Hoffman, who has worked with music artist Pitbull and New York Yankee Carlos Beltran.

With more than 16 years of advertising sales and marketing experience at major entertainment companies such as Discovery Networks, Sony Pictures and MTV, Hoffman maintains an extensive roster of discerning and worldly clients.

Among the many places she loves personally, Hoffman points to Italy for its open-air museum atmosphere steeped in thousands of years of history and civilization, and France for its inherent style and passion for gastronomy, art and fashion.

She also adores Scotland for its fine whiskeys, windswept moors, romantic castles and beautiful golf courses, and India for a glimpse into an intriguing and ancient culture that is rich and complex in its traditions and religions.

In 2016, Hoffman's concierge service will launch LuxePass, a rewards program designed to give her top clients additional privileged access to the best in art, fashion, gastronomy, sports, travel and entertainment. The more experiences a client

purchases, the bigger the return on the investment.

"Whatever is on your bucket list," says Hoffman, "we can make it a reality." **OH**

Global concierge
Unique experiences, like the Taj Mahal in India, Champagne in France or meeting New York Yankees' star Carlos Beltran, are the lifeblood of Victoria Hoffman's concierge service based in Miami.

THE DETAILS
For more information, visit conciergebyvictoria.com.