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PR, MARKETING AND ADVERTISING

London gets vote of confidence with luxury PR agency Quinn's European expansion

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Brugal 1888 is Edrington's double-distilled, double-aged rum. Image credit: Edrington

By MICKEY ALAM KHAN

U.S. agency Quinn, a specialist in luxury PR with clients such as Mandarin Oriental Residences, Fraser Yachts, VistaJet, Bagatelle, Dubai's Atlantis The Royal and the Beverly Hills Conference & Visitors Bureau, has opened a London office to serve local clients as well as those from Stateside who want to expand overseas.

The \$10 million, 50-person shop currently has headquarters in New York, with offices in Los Angeles and Miami. **Quinn** has tapped Alan Twigg, Camila Gamero and Fiona Vogel to run the London operations.

"London is an ideal choice for Quinn's expansion due to its position as a leading hub for the luxury and ultra-luxury markets, which have become increasingly borderless and global," said Florence Quinn, founder/president of her eponymous agency.

"Many of our clients operate on a global scale, and London serves as a central location to cater to these clients," she said.

"Moreover, London is a magnet for luxury brands, making it a natural fit for our expansion."



Fraser Yachts is the world's No. 1 broker of superyachts. Image credit: Fraser Yachts

Please read more in the following interview with Ms. Quinn:

What are your expectations from opening a London outpost that could not be met from the United States?

The London office allows us to grow our presence in the U.K. while also servicing European, U.S. and global clients more effectively.

For instance, two of our U.S. clients, Fraser Yachts and W South Beach, have already engaged our London team.

London's status as an international city with a concentration of wealthy individuals and global assets makes it an invaluable gateway to Europe, the Middle East and Asia.

What clients will you service from the London office and what type of clients and sectors are you targeting for growth from the new office?

Our London office will continue to serve the same types of clients as our U.S. operations, focusing on ultra-luxury, luxury and lifestyle clients in sectors such as travel, hospitality, food and drink, and real estate.

Our goal is to provide our expertise to clients who value premium PR services in these sectors.



Rodeo Drive in Beverly Hills, California. Image credit: Beverly Hills Conference & Visitors Bureau

Alan Twigg and Camila Gamero, along with Fiona Vogel, will run London operations. What makes them ideal?

Alan Twigg, as a veteran in the London communications market, brings extensive experience and knowledge of the U.K. market.

Camila Gamero, our VP and a seasoned professional with nine years at Quinn, is known for her strategic acumen and results-oriented approach.

Fiona Vogel, with 20 years of property communications experience, including time as the in-house PR director at Savills, adds valuable expertise to the team.

The synergy between Alan, Camila and Fiona is a key strength.

What has Quinn's focus been over the past few years in terms of clients?

In recent years, Quinn has been dedicated to expanding our client base across all sectors.

We offer a comprehensive range of services, including media relations, social media and influencer marketing, creative conceiving, partnership development, event planning and activation.

Furthermore, we've launched a broadcast division to secure on-air segments for clients targeting UHNW individuals and Fortune 500 businesses.



Quinn worked with Atlantis The Royal Dubai, where the agency helped orchestrate a high-profile opening event featuring a \$24 million Beyonc performance attended by more than 40 celebrities, influencers and media personalities. Image credit: Atlantis The Royal

How has Quinn adapted to the changing landscape of PR with the rise of social media and influencers?

Quinn has evolved to meet the demands of the modern PR landscape, which includes a strong focus on social media and influencer engagement.

An example of our expertise in this area is our work with Atlantis The Royal Dubai, where we helped orchestrate a high-profile opening event featuring a \$24 million Beyonc performance attended by over 40 celebrities, influencers and media personalities.

We understand the power of influencers and work to leverage their reach for our clients.

What is the current state of luxury PR?

The luxury PR landscape is evolving alongside the growing population of ultra-high-net-worth individuals (UHNWIs) and their increasing wealth.

To reach this elite audience, we employ a specialized marketing approach tailored to their unique preferences and interests.

Our focus is on lead generation and understanding how to effectively engage and capture the attention of this exclusive clientele.



VistaJet is a global private aviation company. Image credit: VistaJet

What qualities do you look for in people when you hire them?

When hiring, we seek individuals who are passionate about PR, committed to our industries, and enthusiastic about agency life.

We value employees who are results-driven and dedicated to delivering exceptional work.

Fortunately, our industry attracts many talented individuals who share these qualities.

What clients is Quinn currently working for and what services are offered to them?

Here are some representative clients we are currently working with across various industries:

Travel and hotels:

- Atlantis The Royal, Dubai, including the \$24 million Beyonc performance event
- Beverly Hills Conference & Visitors Bureau in the third most expensive ZIP code in the U.S.
- Rock House, Turks & Caicos, which has an Italian-Mediterranean-style Beach Club
- Club Med, including the Exclusive Collection

Boats and jets:

- VistaJet, a global private aviation company
- Fraser Yachts, which is the largest broker of superyachts in the world

Food, wine and spirits:

- Brugal 1888 Edrington's double-distilled, double-aged rum
- Bagatelle, a French hospitality brand of luxury restaurants and beach clubs
- The Bastion Collection's Michelin-starred restaurants in Miami

Real estate:

- Mandarin Oriental Residences 10 properties worldwide, eight in development
- Oakridge Park, a \$4.5 billion mixed-use development in Vancouver with LVMH

We provide a wide range of services to these clients, including media relations, influencer marketing, partnership and collaboration initiatives, event planning, and creative conceiving.

For Oakridge Park, our work also includes reaching Chinese buyers in the U.K., Hong Kong and China.



Florence Quinn is founder/president of Quinn, one of the leading luxury PR agencies in the United States

What is the No. 1 ask of clients in PR and marketing communications?

The most crucial question clients should be asking is how we can help them achieve their brand's business goals, solve specific problems and generate revenue.

At Quinn, we are dedicated to assisting our clients in moving the business needle.

For example, our creative conceiving and media efforts have led to bookings exceeding expectations for clients like Grace Bay Resorts.

We focus on delivering tangible results, such as helping premium rum Brugal 1888 secure placement in the largest supermarket chain in Florida, and generating buyers for the Residences at St. Regis Los Cabos through strategic PR.



Zemi Beach House in Anguilla

What advice would you give clients and luxury marketers in terms of PR in this current climate?

In the current landscape, we see a trend towards club-based, membership-oriented societies.

We advise clients to consider creating club and membership programs to cater to the desire of individuals to be part of exclusive, closed communities where their interests are met.

Such programs not only enhance the client's brand image, but also create opportunities for valuable partnerships and collaborations with other luxury brands.

Building strong connections with consumers through these programs is key to success in luxury PR and marketing today.

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