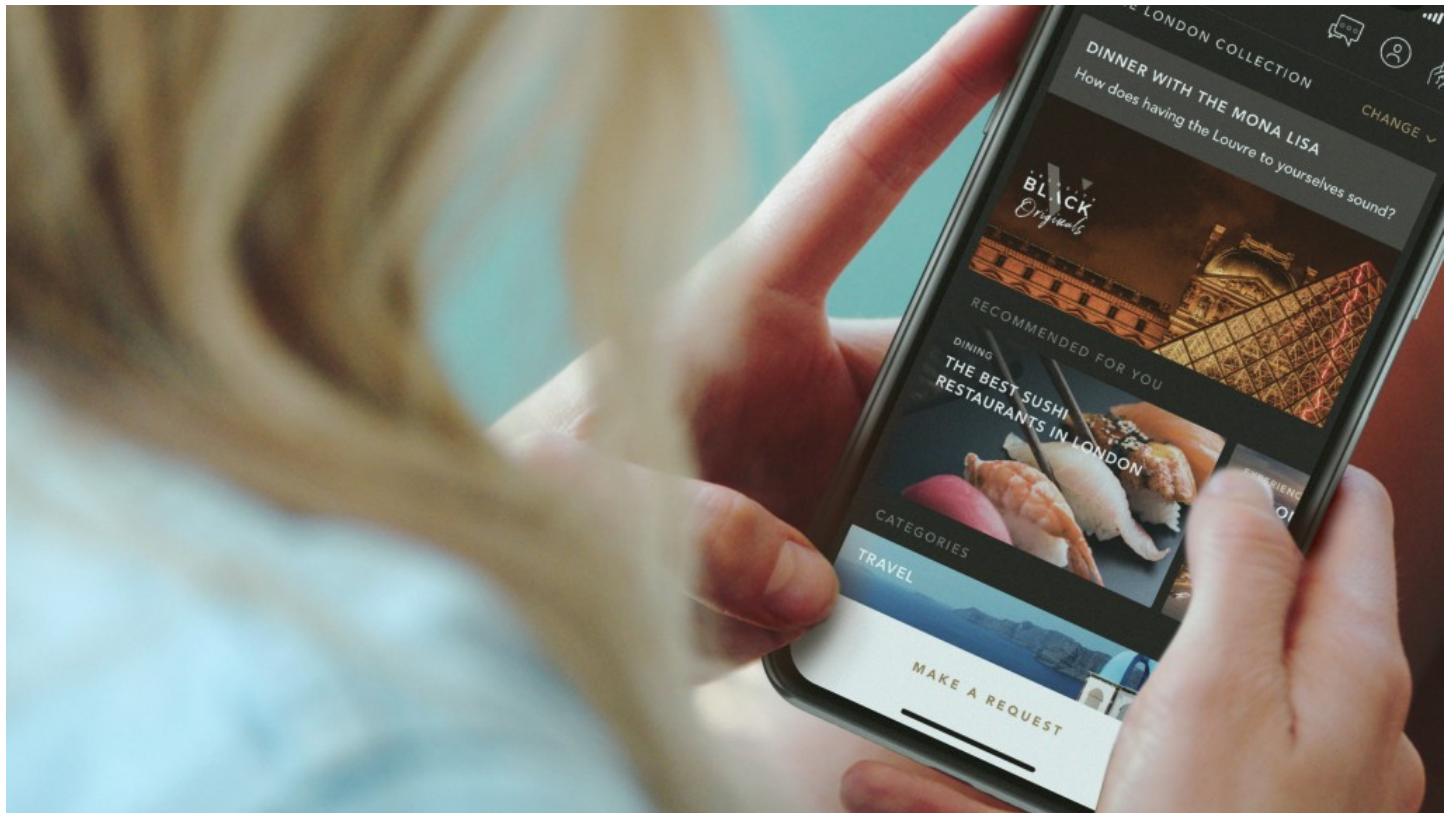


The celebrities' luxury members club comes to Sweden

Velocity Black is the exclusive concierge service used worldwide. Now the service comes to Sweden.



Stockholm, Feb 10, 2019 (Issuewire.com) - Exclusive member clubs are not common for Swedish high-income earners. Therefore, the revered Velocity Black network can be a welcome addition for Swedish business people with audacious wallets, when the service now launches in Sweden and the Nordic countries.

"We have just begun in Stockholm and will start inviting members this coming week. We believe that there is a market for Swedish members who are happy to pay for quick and smooth services when they plan their travels, restaurant visits, and other more special experiences", says [Patrik Slettman](#), an expert in hospitality and marketing who advises the company in Sweden.

So far, Velocity Black has raised \$35 million in investments, equivalent to SEK 319 million. Among early members and poster names are the Swedish model Elsa Hosk and the American profile Gigi Hadid. Velocity has members from more than 60 countries and, according to the company, has a total wealth of over \$ 300 billion.

Individual memberships cost \$ 2600, equivalent to nearly SEK 24,000, per year. In addition, a starting fee of \$ 900, corresponding to just over SEK 8,000, is added.

For the money, the members get access to be able to book an array of first-class experiences in the form of travel, restaurant visits, and other experiences. Among other things, members can fly a combat jet, swim with killer whales, go to the Oscars gala after-party or go on a personalized safari trip. In the

future, Velocity plans to also incorporate opportunities for contacts with the healthcare system and also digital care services in the service.

"It is the fastest and most convenient way to get inspired and gain access to the best experiences the world has to offer," says the company's founder Zia Yusuf.

"We target customers with more capital than they have time, they are successful and travel a lot. Our software gives them the recommendations that best suit them," says Zia Yusuf.

Each member has access to supply from all over the world, but for Swedish members who want to stay in the country, one can book a boxing lesson with former heavyweight champion Attila Levin, a song lesson with Florian Voss from the Royal Opera or a dance lesson with a professional ballerina. Already, there is a network in Sweden that works to curate local experiences.

"I think we will be very attractive to people in the Nordic countries. People are discerning about how they spend their money and they are aware of quality. Our customers work incredibly hard and value memories and experiences, they are not at home and watching Netflix all weekends," says Zia Yusuf.

About Velocity Black:

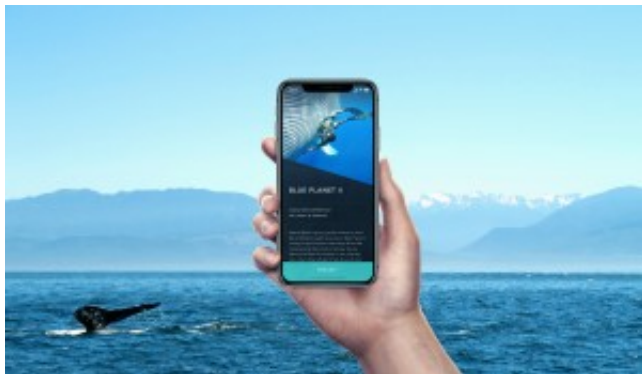
Founded, 2014 by Zia Yusuf and Alex Macdonald.

www.velocity.black

About Patrik Slettman

Owner of Marketing & Communications agency Nevermynd.

www.nevermynd.se



Media Contact

Nevermynd

ps@nevermynd.se

Gyllenstiernsgatan 16

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