

“WOMANIZER LIFE” is the new trend for Manel Ros, part of BILLIOMAR GROUP

An extraordinary passion for women has been transformed into an exclusive glamour concept by the Italian businessman becoming a worldwide attraction

New York City, May 11, 2020 (IssueWire.com) - WOMANIZER is an expression of pleasure, supported by a strategic financial strategy. I have the intention to transform the concept into an education.

Manuel Ros, Italian entrepreneur, founder of a world-leading business organization, has always been well-known for the adoration he regularly expressed towards the female's world. He is usually accompanied by beautiful and elegant ladies, often classified as a playboy from various media for the number of women present at his side.

As President of FINSOR HOLDING, he decided to join his passion with the business to create something special for women, inventing "WOMANIZER LIFE." In reality, it's just a tricky word, because the real meaning doesn't match with the concept he created.

A womanizer is a man who engages in numerous casual affairs and runs after women, his concept, called WOMANIZER LIFE, represents precisely the opposite. In the amphitheater, women have their Queen's throne. They are surrounded by men with the education to express them maximum respect, and consideration, offering particular attention, having the mission to valorize female's category at the most. A philosophy to go against stereotypes expressed against women in today's society.

WOMANIZER LIFE is a women's world, a place where to find the union of each significant element representing entertainment and enjoyment in life. "*Where there are women, there is a beautiful life,*" said Manuel Ros. The women's amphitheater is formed by different areas having the capacity to change the atmosphere during the nighttime, from being an exclusive fine-dine restaurant, going through being a piano bar, ending in a whole fashion ladies club, acquiring each format at various periods of the evening.

WOMANIZER, have a dedicated concept, where all women have free access to everything, including dinner. A woman is not authorized to pay anything; WOMANIZER takes care of each of them. Instead, starting from the restaurant side, a man has the opportunity to request a woman, if she desires to be invited.

In case she accepts, a man will have to cover only half of the bill representing the woman dinner. This intention is expressing using a customized technology system, present at each table, allowing people to socialize, chasing them, creating a special moment but especially helps those to overpass the psychological embarrassment, that sometimes does not allow humans to form a couple when the direct approach is the only solution available.

Each woman is the diamond of the amphitheater, with men at her service. A behavior code must be respected toward all queens present inside WOMANIZER. Women mean fashion, glamour, and style; on this vision, Manuel Ros decided to create a fashion avenue.

A catwalk is present inside the amphitheater, three fashion exits of women wearing different outfits, business, casual and sensual, are organized at each shift of table.

Ten models are walking all around the clients, showing the WOMANIZER fashion line. An instrument proving the woman is not an object but instead well integrated into the business economy, an engine of the society, source of sensuality and desire for all men.

There is an innovative strategy to keep all clients together, provoking into everyone the wish to stay all night long, removing the feeling to leave, surprising who reach, WOMANIZER at the first shift, along these, decide to join the amphitheater for the nightclub time.

WOMANIZER concept, offer to all guests enjoying moments create around the pleasure, having the unique purpose of delivering to each female the attention and consideration, not commonly guaranteed to the women's category during regular daily life.

A Piano Bar and NightClub are part of the elegant internal structure that is transforming along the evening, allowing everybody to enjoy their time. The luxury and delicate ambient will permit guests admiring women's expressing their femininity and sensuality supported by a dedicated soundtrack list played around women nature, offering them a unique atmosphere formes by useful melodies to release their natural elegance.

Manuel Ros desired to express his sensibility implementing a women glamour shop at the entrance of each WOMANIZER, considered the "Women World Tour." There are exposed fashion exclusive articles and accessories, identified by an extensive line of products available inside each WOMANIZER and online, having the characteristic where only men can buying for their ladies.

The concept is extended to a social purpose, Manuel Ros decided to involve various leader women associations worldwide, in charge to fight the abuse and violence that women suffer from men's actions. Part of WOMANIZER's profit will be yearly injected into majors local women associations. The strategy is to open twelve WOMANIZER's, over majors glamour and fashion capitals. A delicate sign confirming the love and respect, Manuel Ros has for women.

"WOMANIZER is for women and made around women," said Manuel Ros, expressing an evident excitement about the realization of the entire project that will take few years before seeing all venues occupys by "charming demoiselles".

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