

**PRIVÉA GROUPE**

UHNWIS AGENCY

# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### Message from the CEO of Privéa Groupe

At Privéa Groupe, we believe that true luxury goes beyond exclusivity—it is about **crafting timeless experiences, building lasting legacies, and unlocking unparalleled opportunities** for those who demand the extraordinary.

In today's rapidly evolving world, **Ultra High Net Worth Individuals (UHNWIs)** seek more than just premium services; they desire **discretion, strategic vision, and a partner who understands their unique lifestyle and aspirations**. Privéa Groupe was born out of this necessity—to bridge the gap between ambition and achievement, offering **bespoke PR, communication, and business consulting solutions** that redefine success in the luxury sphere.

With an international presence across **Monaco, Albania, Spain, Greece, Lisbon,**

**France, Italy, and the West Balkans,** we stand at the crossroads of **prestige and influence**. Our expertise spans **yachting, supercars, luxury real estate, hospitality, and high-value investments**, ensuring that our clients remain at the **forefront of sophistication and opportunity**.

At Privéa Groupe, we don't just **connect clients to luxury**—we shape the **narratives, investments, and experiences** that define the future of the elite. Whether it's **elevating global brands, orchestrating exclusive partnerships, or securing high-profile transactions**, our mission is clear: **to curate and deliver excellence without limits**.

For those who seek the **unparalleled**, Privéa Groupe is more than a consultancy—it is your **trusted gateway to the extraordinary**.

*Ultra High Net Worth Individuals (UHNWIs) seek more than just premium services; they desire discretion, strategic vision, and a partner who understands their unique lifestyle and aspirations. Privéa Groupe was born out of this necessity—to bridge the gap between ambition and achievement, offering bespoke PR, communication, and business consulting solutions that redefine success in the luxury sphere.*

**Welcome to the next era of luxury.**

**Albana Cereneci**

CEO & co-Founder, Privéa Groupe

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# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### Message from the CTO of Privéa Groupe

At **Privéa Groupe**, innovation is the foundation of our success. In a world where digital influence and technological advancement shape the future of luxury, our role is to ensure that **our clients and partners stay ahead of the curve—**with **cutting-edge digital solutions, strategic insights, and a seamless fusion of technology and exclusivity.**

As **Chief Technology Officer**, my mission is to drive **digital transformation** in the luxury sector, ensuring that our **PR, communication, and business consulting strategies** are powered by the latest advancements in **AI, data analytics, cybersecurity, and immersive experiences.** Whether it's **developing bespoke digital branding, enhancing online reputation management, or leveraging emerging technologies to create unique luxury**

**experiences,** we integrate precision and innovation into everything we do.

With an international presence in Monaco, Albania, Spain, Greece, Lisbon, France, Italy, and the West Balkans, Privéa Groupe operates at the forefront of digital luxury. Our expertise spans yachting, supercars, real estate, hospitality, and high-value investments, ensuring that our clients not only maintain exclusivity but also leverage technology to elevate their presence and influence.

**Luxury in the digital era is about more than visibility—it's about strategic positioning, security, and innovation.** At Privéa Groupe, we are committed to providing **ultra-personalized, technology-driven solutions** that reinforce our clients' standing at the pinnacle of prestige and influence.

*Luxury in the digital era is about more than visibility—it's about strategic positioning, security, and innovation.*

**Welcome to Privéa Groupe—where vision meets execution, and excellence is the only standard.**

**Anna Cereneci**  
Chief Operating Officer, Privéa Groupe

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# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### Message from the COO of Privéa Groupe

At **Privéa Groupe**, we operate at the intersection of **luxury, strategy, and influence**, ensuring that every initiative we undertake is executed with **precision, discretion, and an unwavering commitment to excellence**.

As **Chief Operating Officer**, my focus is on transforming vision into reality—**orchestrating seamless operations, curating bespoke strategies, and delivering results that exceed expectations**. Whether it's **navigating complex luxury markets, securing high-value partnerships, or crafting compelling narratives**, our team is dedicated to providing **tailored solutions that empower Ultra High Net Worth Individuals (UHNWIs) and luxury brands** to thrive in an ever-evolving world.

With a presence in **Monaco, Albania, Spain, Greece, Lisbon, France, Italy, and the West Balkans**, Privéa Groupe is more than a consultancy—it is **a strategic force that shapes the future of luxury**.

Our expertise in **yachting, supercars, real estate, hospitality, and exclusive investments** allows us to create unparalleled opportunities for our clients, ensuring they remain at the forefront of the industry.

Luxury is not just about access—it's about **strategic positioning, brand elevation, and curated experiences that define prestige**. At Privéa Groupe, we take pride in **delivering beyond expectations**, offering a level of service that is as **exclusive as our clientele**.

*With a presence in Monaco, Albania, Spain, Greece, Lisbon, France, Italy, and the West Balkans, Privéa Groupe is more than a consultancy—it is a strategic force that shapes the future of luxury.*

**Welcome to Privéa Groupe—where vision meets execution, and excellence is the only standard.**

**Enri Mato**  
Chief Operating & co-Founder, Privéa Groupe

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**INTRODUCTION TO  
PRIVÉA GROUPE**

# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### 1. Introduction to Privéa Groupe

Privéa Groupe is an elite PR, communication, and business consulting agency dedicated to Ultra High Net Worth Individuals (UHNWIs), luxury brands, and high-caliber enterprises. With a presence in Monaco, Albania, Spain, Greece, Lisbon, France, Italy, and the West Balkans, we deliver tailored, high-impact strategies that enhance brand prestige and maximize influence.

Privéa Groupe is a premier agency specializing in public relations, communication, and business consulting tailored exclusively for Ultra High Net Worth Individuals (UHNWIs). Our mission is to provide bespoke, discreet, and high-impact solutions that align with the unique lifestyles, aspirations, and business needs of our elite clientele.

With a focus on luxury, exclusivity, and precision, Privéa Groupe operates across multiple verticals, including yacht agency, sports, real estate, supercars, and more. Our team of experts combines global expertise with local insights to deliver unparalleled service.

#### Our Core Philosophy:

**Exclusivity** – We cater to a select clientele seeking bespoke, confidential, and highly effective services.

**Discretion** – We understand the importance of privacy in high-net-worth circles and ensure absolute confidentiality.

**Global Reach, Local Expertise** – Our extensive international network provides insider access to the world's most exclusive markets.

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**PRIVÉA GROUPE  
CORE SERVICES**

## Privéa Groupe – The Epitome of Luxury Consulting & PR Elevating Influence, Crafting Prestige



### 2.1. PR & Communication for Luxury Brands and Individuals

Privéa Groupe specializes in curating high-end narratives that amplify prestige and elevate brand presence in elite circles.

**Reputation Management & Personal Branding:** Crafting and maintaining a flawless public image for UHNWIs.

**Media Relations:** Securing exclusive coverage in top-tier global publications.

**Crisis Communication:** Discreetly managing sensitive situations to protect client reputations.

**Personal Branding:** Developing bespoke strategies to elevate personal and professional brands.

**Event Management:** Organizing high-profile, private events that reflect the client's stature.

#### ***PR & Communication Solutions:***

- \* Reputation Management & UHNW Personal Branding
  - \* Exclusive Media Placement (Forbes, Robb Report, FT, Architectural Digest)
  - \* VIP Event Planning & Global Networking
  - \* Social Media & Digital Influence Strategies
  - \* Luxury Brand Storytelling & Crisis Communication
  - \* Influencer & Ambassador Partnerships
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## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **2.2. Business Consulting for UHNWIs & Luxury Enterprises**

Our consulting services help individuals and businesses navigate complex global markets with precision and discretion.

**Strategic Advisory:** Providing insights and strategies for wealth preservation and growth.

**Investment Opportunities:** Identifying and securing exclusive investment opportunities.

**Market Entry Strategies:** Assisting with global expansion and market penetration.

**Partnerships & Alliances:** Facilitating strategic collaborations with luxury brands and businesses.

#### ***Key Areas of Expertise:***

- \* Strategic Business Expansion & Market Entry
- \* Concierge-Level Business Solutions for UHNWIs
- \* Investment Advisory (Luxury Real Estate, Yachting, Private Aviation, Art, & Hospitality)
- \* Mergers & Acquisitions for Luxury Brands
- \* Tax & Wealth Management Consulting

#### ***Expertise Covers:***

- \* Business Expansion & Market Entry Strategy
  - \* Mergers & Acquisitions for Luxury Sectors
  - \* VIP Concierge-Level Business Solutions
  - \* Tax Optimization & Wealth Structuring
  - \* Family Office Advisory Services
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## Privéa Groupe – The Epitome of Luxury Consulting & PR Elevating Influence, Crafting Prestige



### 2.3. Yacht & Superyacht Advisory

Privéa Groupe offers end-to-end consultancy for yacht acquisitions, sales, management, and chartering through a global network of premier brokers.

**Yacht Acquisition & Sales:** Assisting with the purchase, sale, or charter of luxury yachts.

**Customization & Design:** Tailoring yachts to reflect the client's personal style and needs.

**Crew Management:** Recruiting and managing highly skilled yacht crews.

**Exclusive Experiences:** Organizing private yacht events and expeditions.

#### ***Specialized Services:***

- \* Yacht Agency & Management
  - \* Private Yacht & Superyacht Brokerage
  - \* Custom Yacht Build & Design Advisory
  - \* VIP Yacht Charter & Concierge Services
  - \* Yachting PR & Elite Branding Strategies
  - \* Custom Superyacht Builds & Design Advisory
  - \* Bespoke Yacht Brokerage & Sales Consultation
  - \* Luxury Yacht Charter & VIP Concierge Services
  - \* Yachting Media & PR Strategy for Global Exposure & Elite Branding Strategies
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## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **2.4. Real Estate & Hospitality Investment Consulting – Exclusive Investment & Advisory**

We provide high-level consultancy for luxury real estate investments, hospitality ventures, and bespoke property acquisitions.

**Luxury Property Acquisition:** Identifying and securing prime real estate globally.

**Portfolio Management:** Optimizing real estate investments for maximum ROI.

**Interior Design & Styling:** Collaborating with top designers to create bespoke living spaces.

**Concierge Services:** Offering end-to-end property management and maintenance.

#### ***Our Expertise Covers:***

- \* Exclusive Off-Market Property Sourcing
- \* High-Value Real Estate Investment Strategies
- \* Luxury Hotel Acquisitions & Hospitality Consulting
- \* Ultra-Luxury Resort Development Advisory

#### ***Services Include:***

- \* Ultra-Luxury Property Sourcing (Off-Market & Exclusive Listings)
  - \* Private Real Estate Investment Consulting
  - \* Hospitality & Resort Development Advisory
  - \* High-Net-Worth Relocation & Citizenship by Investment
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## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **2.5. Supercar & Luxury Assets – The Art of Collecting & Investing**

Privéa Groupe connects clients with the rarest supercars, fine art, watches, and other valuable luxury assets. For automotive connoisseurs and collectors, Privéa Groupe facilitates access to the world's rarest and most exclusive supercars.

**Acquisition & Sales:** Facilitating the purchase or sale of rare and exclusive supercars.

**Customization:** Personalizing vehicles to meet the client's exact specifications.

**Collection Management:** Curating and managing luxury car collections.

**Exclusive Events:** Organizing private supercar showcases and track days.

#### ***Services Include:***

- \* Custom Supercar Procurement & Private Sales
  - \* VIP Driving Experiences & Track Days
  - \* Exclusive Automotive Brand Collaborations & PR
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## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **2.6. Sport & Entertainment – Managing Elite Talent & Experiences**

Privéa Groupe extends its expertise to elite sports management, offering tailored career and brand strategies for top-tier athletes. We offer top-tier representation and career development for athletes, entertainers, and public figures.

**Athlete Representation:** Managing PR and branding for professional athletes.

**Sports Investments:** Advising on acquisitions of sports teams, clubs, or franchises.

**Exclusive Access:** Securing VIP access to global sporting events (e.g., Formula 1, Grand Slam tournaments).

**Sponsorships & Endorsements:** Negotiating high-value deals for UHNWIs and their businesses.

#### ***Our Sports Division Handles:***

- \* High-Value Sponsorship & Brand Partnerships
  - \* Luxury Lifestyle Management for Athletes
  - \* Investment Consulting & Wealth Planning
  - \* PR & Image Consulting for Sports Personalities
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## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **2.7. Talent – Elevating Icons & Influencers**

We manage high-profile individuals across industries, offering strategic branding, financial planning, and career expansion.

**Image & Brand Management for High-Profile Figures:** Develop and maintain a flawless public image.

**Social Media & Digital Influence Consulting:** Curate content that aligns with the individual's brand and values.

**Sponsorship & Media Negotiations:** Secure high-value endorsement deals and partnerships, ensure maximum ROI for every collaboration.

**Personal Wealth Management & Business Ventures:** Provide strategic financial planning and investment advice. Offer family office advisory services for long-term wealth preservation.

#### ***Talent Services:***

- \* Image & Brand Management for High-Profile Figures
  - \* Social Media & Digital Influence Consulting
  - \* Sponsorship & Media Negotiations
  - \* Personal Wealth Management & Business Ventures
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## Privéa Groupe – The Epitome of Luxury Consulting & PR Elevating Influence, Crafting Prestige



### 2.8. Investment – Tailored Wealth Strategies for UHNWIs

Privéa Groupe curates exclusive investment opportunities in luxury markets, hospitality, real estate, and high-yield industries. Privéa Groupé specializes in providing tailored investment solutions for Ultra High Net Worth Individuals (UHNWIs). We curate exclusive opportunities in luxury markets, hospitality, real estate, and high-yield industries, ensuring our clients achieve both financial growth and lifestyle enhancement.

**Perception of Elitism:** While exclusivity is a selling point, ensure the brand doesn't come across as unapproachable. Balance exclusivity with warmth and professionalism in your communications.

**Global Appeal:** While the French-inspired name is elegant, ensure it resonates across cultures. Avoid overly complex or obscure French terms that might confuse international clients.

**Competition:** Differentiate Privéa Groupé by emphasizing your unique value proposition—whether it's your deep expertise, unparalleled discretion, or innovative approach to luxury PR and consulting.

#### ***Investment Solutions:***

- \* Strategic Investment in High-Growth Markets
  - \* Luxury Real Estate Investments
  - \* Hospitality & Lifestyle Investments
  - \* Art, Collectibles & Alternative Investments
  - \* Wealth Structuring & Tax Optimization
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**PRIVÉA GROUPE  
GLOBAL PRESENCE**



## Privéa Groupe – The Epitome of Luxury Consulting & PR Elevating Influence, Crafting Prestige



### 3. Global Presence & Strategic Locations

Privéa Groupé operates in the world's most prestigious luxury hubs, offering clients unparalleled access to exclusive opportunities, networks, and experiences. Our global presence ensures that we deliver localized expertise with an international reach. We operate in key luxury hubs, ensuring our clients have access to the best services, connections, and opportunities worldwide:

- \* **Monaco** – The heart of luxury yachting and finance
  - \* **Spain** (Barcelona, Marbella, Madrid) – Prime real estate and hospitality markets
  - \* **Greece** – Exclusive yacht charters and tourism investments
  - \* **Lisbon** – Rising luxury investment destination
  - \* **France** (Paris, Cannes, Saint-Tropez) – Luxury fashion, real estate, and entertainment industry connections
  - \* **Italy** (Milan, Rome, Sardinia) – High-end fashion, supercars, and fine living
  - \* **West Balkans** (Albania, Montenegro, Croatia) – Emerging luxury real estate and tourism sectors
  - \* **UK** (London) - A center for finance, art, and luxury real estate, home to some of the world's most prestigious events and institutions
  - \* **Dubai** - A global hub for luxury real estate, hospitality, and innovation, known for its opulent lifestyle and high-net-worth community
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**WHY CHOOSE  
PRIVÉA GROUPE?**

# **Privéa Groupe – The Epitome of Luxury Consulting & PR**

## **Elevating Influence, Crafting Prestige**



#### **4. Why Choose Privéa Groupe?**

##### **A. Elite Access & Unparalleled Networks**

We connect clients with the most exclusive circles, leveraging our insider knowledge and strong relationships with luxury industry leaders.

##### **B. Bespoke & Confidential Service**

Every client receives a tailored, high-touch approach with strict confidentiality protocols.

##### **C. Results-Driven Strategies**

We combine creative vision with strategic execution to deliver measurable impact.

##### **D. Multilingual & Multicultural Expertise**

Our team speaks multiple languages and understands the nuances of different high-net-worth cultures, ensuring seamless communication and negotiations.

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**PRIVÉA GROUPE  
TARGET AUDIENCE**

# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### 5. Target Audience - Exclusively Serving the Elite

Privéa Groupé is dedicated to serving Ultra High Net Worth Individuals (UHNWIs) who demand the highest levels of discretion, exclusivity, and excellence. Our clients are leaders in their fields, and we are committed to delivering bespoke solutions that align with their unique lifestyles, aspirations, and business needs. Our clients value discretion, exclusivity, and excellence, and we are committed to delivering services that exceed their expectations.

#### *Our Clientele:*

**Entrepreneurs & Business Leaders:** Visionaries shaping industries and driving global innovation. Seeking strategic growth, wealth preservation, and elite networking opportunities.

**Celebrities & Public Figures:** High-profile individuals requiring impeccable reputation management and personal branding. Looking to expand their influence and secure lucrative partnerships.

**Royalty & Diplomats:** Leaders who value absolute discretion and bespoke lifestyle management. Requiring tailored solutions for wealth, legacy, and global influence

**Investors & Philanthropists:** Individuals focused on high-yield investments and impactful philanthropy. Seeking curated opportunities in luxury markets and sustainable ventures

#### *Unique Value Proposition:*

- \* Bespoke Solutions: Tailored strategies that reflect the individuality of each client.
  - \* Global Network: Access to an exclusive network of luxury brands, experts, and opportunities.
  - \* Discretion & Privacy: Uncompromising commitment to confidentiality.
  - \* End-to-End Service: Seamless management of all aspects of a client's lifestyle and business needs.
  - \* Innovation & Creativity: Pioneering new approaches to luxury and business consulting.
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**PRIVÉA GROUPE  
MARKETING STRATEGY**

# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### 7. Marketing Strategy

#### Brand Positioning

- \* Tagline: “Redefining Excellence for the Elite.”
- \* Messaging: Focus on exclusivity, precision, and unparalleled service.

#### Digital Presence

- \* Website: A sleek, minimalist design with password-protected sections for clients.
- \* Social Media: Curated content on Instagram, LinkedIn, and Twitter showcasing success stories and luxury lifestyle insights.
- \* Content Marketing: Publishing thought leadership articles, case studies, and luxury trend reports.

#### Partnerships

- \* Collaborating with luxury brands, private clubs, and exclusive events to enhance visibility.
- \* Partnering with global media outlets for targeted PR campaigns.

#### Client Acquisition

- \* Referrals: Leveraging existing client networks for word-of-mouth marketing.
  - \* Exclusive Events: Hosting private gatherings to attract potential clients.
  - \* Direct Outreach: Personalized campaigns targeting UHNWIs through luxury channels.
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**PRIVÉA GROUPE**  
**CASE STUDIES & SUCCESS STORIES**



# Privéa Groupe – The Epitome of Luxury Consulting & PR

## Elevating Influence, Crafting Prestige



### 8. Case Studies & Success Stories - Let Privéa Groupé transform your vision into reality

#### **Case Study 1:** Reputation Management for a High-Profile Entrepreneur

**Challenge:** A prominent entrepreneur faced a media crisis threatening their personal and professional reputation.

**Solution:** Privéa Groupé implemented a discreet, multi-phase strategy:

- \* Conducted a thorough media audit to identify key issues.
- \* Crafted a tailored narrative to reframe the story.
- \* Secured exclusive interviews in top-tier publications (e.g., Forbes, Financial Times).

**Result:** The crisis was resolved within weeks, with the entrepreneur's reputation not only restored but elevated.

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#### **Case Study 2:** Facilitating a \$50M Luxury Yacht Acquisition

**Challenge:** A Middle Eastern royal family sought a custom superyacht that reflected their stature and lifestyle.

**Solution:** Privéa Groupé leveraged its global network to:

- \* Identify and negotiate the purchase of a rare, custom-built superyacht.
- \* Oversee design modifications to meet the family's exact specifications.
- \* Arrange exclusive charter experiences for private events.

**Result:** The family acquired their dream yacht, with Privéa Groupé managing the entire process seamlessly and discreetly.

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#### **Case Study 3:** Securing a \$10M Endorsement Deal

**Challenge:** A professional athlete needed to maximize their brand value through high-profile partnerships.

**Solution:** Privéa Groupé:

- \* Developed a comprehensive personal branding strategy.
- \* Negotiated with luxury brands to secure a \$10M endorsement deal.
- \* Managed PR campaigns to amplify the athlete's global presence.

**Result:** The athlete became a global icon, with increased sponsorship opportunities and a stronger personal brand.

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**PRIVÉA GROUPE  
FUTURE VISION**

## Privéa Groupe – The Epitome of Luxury Consulting & PR Elevating Influence, Crafting Prestige



### 9. Future Vision - Pioneering the Future of Luxury Consulting

Privéa Groupé aims to become the **global leader in PR, communication, and business consulting for Ultra High Net Worth Individuals (UHNWIs)**. We are committed to redefining excellence in the luxury sector by expanding our reach, embracing innovation, and delivering unparalleled value to our clients.

- \* **Expand into Emerging Markets:** Establish a presence in high-growth regions such as Asia, the Middle East, and Africa. Tap into new opportunities in luxury real estate, hospitality, and investments.
  - \* **Leverage Cutting-Edge Technology:** Integrate AI and data analytics to enhance decision-making and client experiences. Develop proprietary platforms for personalized service delivery.
  - \* **Set New Standards for Excellence:** Continuously innovate our service offerings to stay ahead of industry trends. Foster a culture of excellence, creativity, and client-centricity.
  - \* **Enhance Global Networks:** Strengthen partnerships with luxury brands, media outlets, and industry leaders. Build an even more exclusive network of high-net-worth individuals and enterprises.
  - \* **Sustainability & Social Responsibility:** Promote sustainable investments and ethical practices in the luxury sector. Support philanthropic initiatives that align with our clients' values.
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**CONTACT  
PRIVÉA GROUPE**

## **Privéa Groupe – The Epitome of Luxury Consulting & PR** **Elevating Influence, Crafting Prestige**



### **10. Contact Privéa Groupe**

For tailored PR, business consulting, and luxury services, Privéa Groupe is your trusted partner in exclusivity, influence, and success.

- \* **Headquarters:** Monaco
  - \* **Offices:** France, Spain, Italy, Greece, Albania, Lisbon, West Balkans
  - \* **Email:** [contact@priveagroupe.com](mailto:contact@priveagroupe.com)
  - \* **Website:** [www.priveagroupe.com](http://www.priveagroupe.com)
  - \* **Social Media:** @priveagroupe (Instagram, LinkedIn, X)
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*Thank you*

*Grazie*

*Dziękuję*

*Danke*

*Faleminderit*

**MERCI**

*Obrigado*

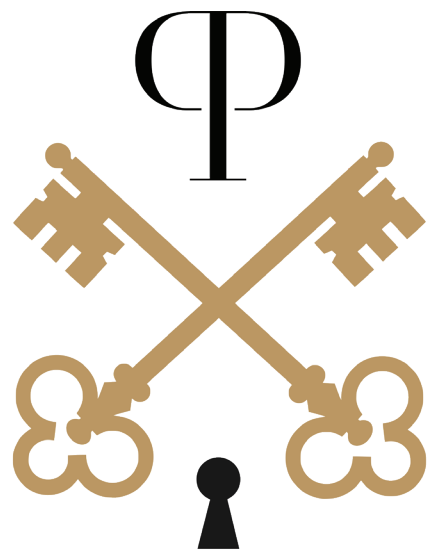
*Terima kasih*

*Gracias*

*Tack*

*Συχαριστώ*

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**PRIVÉA GROUPE**

UHNWIS AGENCY