



SIENNA CHARLES

Designing ultra-luxury travel & lifestyle experiences
exclusively for our members.





OUR FOUNDER

The Sienna Charles story began in 2008 when I was living in New York. It was my mission to create a company that combines my passions for travel and luxury, while making a point of truly understanding and delivering on the wants and needs of the world's most discerning people.

Since then, I have traveled to over 90 countries, spending over 200 days a year on the road, personally vetting, selecting and curating the finest things in life, becoming one of the foremost authorities in the luxury industry.

[Read More](#)

siennacharles.com

TRAVEL

At Sienna Charles, we specialize in providing luxury travel services that transform seemingly impossible dreams, into unrivaled reality.

UNLIMITED FULLY SERVICED TRIPS

Our Members enjoy unlimited fully serviced domestic and international trips. Whether it's traveling for family, business, adventure, or wellness; simply tell us what you're looking for, we'll provide curated options for you to pick from- then we handle the rest.

KNOWLEDGE AND EXPERIENCE YOU CAN TRUST

Jaclyn has curated longstanding relationships with hotels and restaurants around the globe, giving our members access to the best experiences in luxury travel. Our expansive network of liaisons and profound knowledge of our clients' preferences ensures that you can relax and enjoy the journey in comfort.

PEACE OF MIND WITH 24/7 SERVICE

No matter where you are in the world, Sienna Charles provides 24/7 on-trip service for any issue you may encounter. Our dedicated team will provide real-time support when you need it most, giving you peace of mind along your journey.



DINING

Fully serviced recommendations and reservations at the most refined restaurants, personally vetted by our founder Jaclyn.

THE REQUEST PROCESS

Our Members simply text the concierge line with what they need, perhaps a 'Formal business dinner for 6 tomorrow night in Beverly hills'. The concierge team will then curate some options that fit the request, and text them back for you to pick from.

PERSONALIZED RECOMMENDATIONS

Jaclyn personally vets each restaurant to make sure you get only the finest options. Our Concierge team saves you time and energy by pairing your preferences with Jaclyn's vetted list, to provide you with a carefully curated list of restaurants that are tailored to your tastes.

WHITE-GLOVE SERVICE

Once you pick the restaurant, our team will take care of it all - from making to confirming your reservations, all you need to do is make the request. If you have any changes or questions, you can text us 24/7 and we will take care of the rest.



ACCESS TO DINING



PRIVATE



TRENDY



FINE DINING

EVENTS

Enjoy access to the most coveted & sold-out events, paired with our complete servicing for a true VIP experience.

UNLOCK THE UNAVAILABLE

Our members can access things you can't get anywhere else; sold out events, private viewings, restricted locations and more. You'll have access to all the best events and experiences without any of the red-tape.

THE PURSUIT OF PASSION

Follow your passions and hobbies to the fullest - with access to experiences like playing golf on the Augusta National course, going behind the scenes with the drivers at a Formula 1 Grand Prix, or cooking lessons with Celebrity Chef Massimo Bottura.

FULL VIP TREATMENT

Beyond access to the event, we provide our members with a fully serviced concierge experience. Our team will take care of transportation, accommodations, and all dining needs for a VIP experience that can't be found anywhere else.



WHY OUR MEMBERS CHOOSE SIENNA CHARLES



To Get Their Time Back

Many members have been trying to book travel on their own or by using up their assistant's time to book. Executing properly requires extensive research and planning that most don't have time for.



Lack of True Luxury Providers

The amount of providers positioning themselves to the UHNW is ever increasing, while the quality is often declining as they tend to gear towards the millennial and Instagram generation. Filtering through the noise to find the best providers is a key frustration for many of our members prior to joining.



Needing More Cohesive Service

Another approach is to try to piece together several service providers (Yacht Brokers, Travel Agencies, Activity Providers) themselves, and the communication is lost between them all resulting in a disconnected experience.

PRESS

Forbes

forbes.com

Sienna Charles can make anything happen for their guests - from art consultancy and acquisition to the facial treatments, including as well the most unique trip to a remote part of the world.

[Read More](#)

CNN

cnn.com

From the room type to food allergies, what type of restaurants they like, what time they like to wake up, what newspapers they want in the room, what type of tour guides they like... we take every detail into account.

[Read More](#)

**Condé Nast
Traveler**

cntraveller.in

I was enamored with food and wine and service. And that led me to travel, to try different restaurants and experiences. I had this innate sense of what high-net-worth individuals wanted. I knew how to please them because my expectations are the same.

[Read More](#)

Unlimited

Our core membership, for the seasoned executive who requires their travel and dining experiences to be fully covered and elevated year round.

- ✓ Unlimited Fully Serviced Travel - Domestic and International
- ✓ Unlimited Curated Dining Reservations while Traveling and at Home
- ✓ VIP Event Access - Tickets to Sold Out and Hard to Get Events
- ✓ Last Minute Availability - Travel, Events, and Dining
- ✓ Recurring Date Night Planning

\$75,000 Annually

Exclusive

The comprehensive plan, for those with multiple houses and passions to explore, that want every aspect of their life serviced cohesively.

- ✓ Everything in the Unlimited Package, Plus:
- ✓ Wellness & Fitness Appointments in Your Home Cities
- ✓ Hiring House Staff - Assistants, Chefs, Estate Managers, Etc.
- ✓ Planning Private Events
- ✓ Procuring Luxury Items & Art
- ✓ Dual Citizenship Assistance

\$150,000 Annually

Bespoke Membership

For those with more individual or complex needs, bespoke memberships are tailored specifically to you and your unique situation, whether you need additional support for your personal or business life.

By Invitation Only

THE SIENNA CHARLES ROADMAP

1

We Learn Your Preferences and Collect Your Documents

2

You Make a Request via Text or Email

3

You Select Your Options

4

We Book and Confirm Your Itinerary

5

We Reconfirm Every Aspect of Your Itinerary Prior to Your Arrival

6

You Receive Your Itinerary, Calendar Invites, and Access to Our Mobile App

7

We provide 24/7 On-Trip Support



This presentation is proprietary information of Sienna Charles and is not to be shared publicly.

siennacharles.com