



## MY HAMPTONS

# Jenene Ronick

**Occupation:** CEO and Founder of Luxury Attache, wife of entrepreneur coach David Ronick, and mom of Jackson, 2.

**Current Residence:** Bridgehampton



**KDHamptons:** How would you describe your amazing company, Luxury Attache?

**Jenene Ronick:** We provide our clients a dedicated concierge 24/7. The more you use them the more you get out of it. It's like having a personal assistant for your leisure. Most of our concierges come from NY backgrounds and have traveled the world. We can do it all for our clients: plan parties and major events, organize incredible destination travel, create over-the-top dinners, feed fashion & design desires and much more.

We have private clients as well as major brands including Google, Nike, and Lifetime television.

**KDH:** What was the big break that led to you founding Luxury Attache?

**JR:** CNN hired me for guest relations for their shows. I took care of hedge fund managers, authors, athletes etc. When they would come to NYC, I would take care of them and plan their whole trip. I decided to open my own company and those contacts eventually became 50 annual clients, with fees of 20-50k a year. We are based in Manhattan with 50 employees and an office at 25th & Park Avenue.

**KDH:** Please share your typical routine in the Hamptons with our readers?

**JR:** We have a family home in Bridgehampton, a block from the ocean. We wake up early, my son Jackson hits the beach and we meet friends and dogs. Then I go to spinning at Souleyele at the Barn in Bridgehampton. Come back and take the family to a BBQ, go swimming. In the afternoon maybe some shopping at the Easthampton Lacoste shop - I love the swimsuits and bright polos and I love Heny Lehr for jeans.

**KDH:** What are you favorite East End restaurants?

**JR:** We love to meet friends on the ferry and go to Sunset Beach for steak frites and Rose upstairs. We also love Red Bar for the raw bar and big salads at Babettes for lunch. Grandpa has been going to the Candy Kitchen for 40 years and always takes Jackson to breakfast there...

**KDH:** Tell us about some of your favorite clients.



**KDH:** How has the luxury market grown or changed this summer in the Hamptons?

**JR:** The luxury market is as close as ever to being fully recovered out East. This year people are flying private again. The luxury market has shifted and is more about learning, curating, it's more personal and about spending richer time with friends and family versus hitting the trendy hotspots. More people are renting luxury boats this summer. They want to spend their money on lifestyle: taking mixology lessons, farm to table home cooking lessons, at-home training using their pools and tennis courts instead of going to the gym....those are differences I have noticed.

**KDH:** How about any new entertaining trends for Hamptons clients?

**JR:** We planned a lot of North Fork events this summer: Vineyard tasting trips and several picnic lunches in the vineyards as well.

**KDH:** What is the most over the top request from a Hamptons client? Share some scoop?

**JR:** We have had celeb chefs flown in from NYC to cook for a dinner party and flown back that nite which costs about \$35K. We also flew in a slew of NBA players fully outfitted to come play a game with the host and his friends for his 40th birthday BBQ. That even cost about \$100K. Clients oftentimes make donations to the celebrity charities to show their appreciation. Another time, we had a Cirque du Soleil troop fly in from Canada for a family party of about two hundred, which cost \$500K.

**KDH:** If you were your own client, what would be your dream request?

**JR:** The way I spend my days in the Hamptons is just what I want, but I would love to have Prosper Assouline curate a cultural library in my home, or have Chef Tom Colicchio put together a romantic dinner for my husband and friends cooking the catch of the day.

**KDH:** Favorite beauty product you can't live without?

**JR:** I love the Clarins after sun cream for your face.

**KDH:** What is your Hamptons uniform?

**JR:** I have hundreds of DVF dresses that I love to wear in the summer with my Louboutin snakeskin wedges, and orange, blue and tan color block YSL Muse bag. I always buy the kids size Ray Bans from jCrew.

**KDH:** Any new projects you are super excited about?

**JR:** Yes! The amenity space in the new Frank Gehry building in NYC, on 8 Spruce Street at the base of the Brooklyn Bridge. It is the tallest residential building in the western hemisphere. A city within the building. There are two virtual golf course simulators! We can bring in an ex-PGA pro to work on your swing. We have a screening room for clients, an indoor swimming pool, a spin room, we organize indoor triathalons...and we bring in major chefs from cooking lessons!

\*Go to [www.luxuryattache.com](http://www.luxuryattache.com) for more information.

