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PRINCE CHARLES AT 70

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# The heavenly hostess

LAUREN BERGER COLLECTION

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Lauren Berger has a passion for hospitality, artfully matching her guests around the world with spectacular accommodation



**Left:** A home in the Dominican Republic, West Indies, one of Lauren Berger's many luxury properties

**Right:** Lauren with her husband, Dr Sidney Berger



In the world of luxury travel, certain things are a given – lavish accommodation, extensive amenities and excellent service. But, for Lauren Berger, the hospitality offered to guests of Lauren Berger Collection goes far beyond this. “Hospitality is really what I’m made of,” she says. “This is not just my business, it’s my life. If I only had a day to live, I’d spend that day taking care of my guests.”

With around 300 select properties in more than 20 locations worldwide, Berger prides herself on finding the perfect home for each guest; homes that are not only elegant and sophisticated but also the perfect fit for the guests staying there. “I was born to take care of people,” she says. “It’s not just what I do for a living. I take care and decorate for my guests to make them feel like they never left the comfort of their own home.”

Lauren Berger Collection is underpinned by the philosophy of personalised hospitality, where a guest’s every whim is fulfilled, and the team combines discretion with efficient service. A 20-hour day is not uncommon for New York-based Berger, as she responds to emails and requests from guests from around the world, from Hong Kong to Brazil. However, the most important thing is that individual touch. “I try to spend as much time as I can getting to know my guests before their arrival,” she says. “Detailing in my homes is not just about comfortable beds, pillows, and blankets. It’s about paying close attention to their needs, whatever they might be.”

From the Hamptons to the Caribbean, from Paris to the Adriatic, the international properties offered by Lauren Berger Collection are spectacular. These include the magical vacation home in Westhampton Beach, New York. One of the latest luxurious additions is Chalet des Sens in Megeve in the

French Alps, whose unique quality, copious splendour and unrivalled level of comfort make for an unforgettable stay and a devoted clientele.

“This outstanding chalet is truly one of a kind, with an appearance that’s worthy of a piece of art,” says Berger. “A ski-in, ski-out chalet, it’s one of the most extraordinary and most elegant homes in the world for rent. Its quality, location, and offering of a service so caring and respectful that it makes every guest feel like royalty mean there is no competition. We couldn’t be more proud of our collaboration with the Chalet des Sens – a winter haven that’s fit for a king.”

Lauren Berger Collection offers membership programmes, while regular guests and those enjoying lengthy stays are rewarded with VIP Ambassador Concierge Service and the option to include yachts, luxury vehicles, and classic sports cars. No request is too difficult, be it private-jet services, a 24-hour butler, an in-house chef and sommelier or a crew for a luxury yacht. “There’s nothing I love more than taking care of my guests,” says Berger. “There are no limitations whatsoever, no boundaries. If it’s legal, if it’s possible, it’s done.”

The collection is expected to expand, enabling more guests to experience these outstanding levels of service and hospitality. “Some of the grandest families from around the world would like Lauren Berger Collection to represent their properties,” says Berger. “They own outstanding properties that have never been on the market.”

Whether these properties belong to royalty or the tech elite, Berger ensures every guest is given a welcome to prove the truth of her motto – “never leave home”.

[www.laurenbergercollection.com](http://www.laurenbergercollection.com)