



Illustration by Karine Faou

ARE YOU AN HNI?*

With the world – and its grandmother – on Facebook, London’s high-flyers are finding their cliques elsewhere. Etan Smallman discovers where the super-elite are meeting up online

* **HIGH NETWORK INDIVIDUAL**

For the world’s jet-setters – accustomed to velvet ropes and VIP sections – sharing a virtual space with a few billion others can be alarming. Thankfully a host of sites is stepping in to solve this #highclassproblem with a combination of invitation-only policies and rigorous vetting procedures. Welcome to the world of elite social networking.

FOR THE WELL-BRED SOCIALITE

BEST OF ALL WORLDS

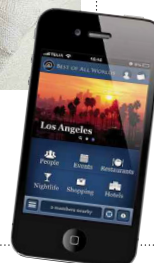
Swedish count Erik Wachtmeister (right) was hunting boar on the Bismarck family’s estate in northern Germany when he came up with the idea for Stockholm-based Best of All



Worlds. Set up three years ago to cater to what he calls ‘top influencers’, it was partly funded by members of the Saudi royal family. Members use the site to find a polo

partner or to share reviews of the latest nightclub. They’re also given ten invitations to hand out. Features include city guides, an event calendar and discussion forums. ‘London is our most important city,’ says the 60-year-old count. Why? ‘Because we are a European brand with a European soul and London is the capital of Europe.’ **Cost Free.** Revenue comes from subtle advertising and sponsored recommendations for services.

Who’s in? Wachtmeister is far too discreet to say, but it’s thought there are several international Royals on the site. (bestofallworlds.com)



ADRIAN LOURIE

FOR THE TOO POSH TO POST



THE MARQUE

No time to create a profile? Enter The Marque, a kind of invite-only LinkedIn where all the hard work is done for you. Once you've been asked to join by another member, and have passed the strict vetting process (users need to be 'involved in decisions that run their business'), you can sit back as a dedicated 'relationship manager' crafts your profile for you. Each one incorporates work history, education, business interests and, er, inspirational quotes. Search-engine optimisation will get your page to the top of Google's results, so it becomes the de facto source of information about you. Launched in April by Andrew Wessels (above), a South African-born former venture capitalist, it's preparing for a roll-out in the US in the autumn. Vice-presidents be warned – this 'success-based club' is only for the highest of high-fliers. **Cost** £1,000 a year. **Who's in?** Carphone Warehouse founder Charles Dunstone, property tycoon Nick Candy and financier Ben Goldsmith (personal interests: 'cricket and the natural world'). (themarque.com)

FOR THE JETROSEXUAL

A SMALL WORLD

Nicknamed 'MySpace for millionaires', the world's first private online social network has a very reluctant poster boy. Streatham MP and one-time Labour leadership candidate Chuka Umunna used the site back in 2006 to whinge that 'most of the West End haunts seem to be full of trash and C-list wannabes' (he has since apologised). Founded in London in 2004 – the same year as Facebook – users create profiles, issue friend requests and then seek travel and shopping recommendations from each other, safe in the knowledge that their colleagues have 'similarly high expectations of luxury'. In 2013, its owners conducted a purge of 'individuals who did not meet our standard of decorum', with more than two-thirds thought to have been culled. **Cost** A modest £75 a year. **Who's in?** The average Small Worlder is in their mid-thirties and a frequent traveller. London is in the top three most-active cities. (asmallworld.com)



It's a small world
Actors Carey Mulligan, Dianna Agron (above) and (left) Warris Ahluwalia and Nestlé heir Patrick Liotard-Vogt at A Small World's 10th anniversary Gstaad Winter Weekend Fondue last year

USERS SEEK RECOMMENDATIONS FROM COLLEAGUES WITH 'HIGH EXPECTATIONS OF LUXURY'



FOR THE TOP-NOTCH NETWORKER

ELEQT

Eleqt users post a bio, photos and updates and send friendship requests to other members. So far, so Facebook. Where the site differs is the social calendar advertising exclusive parties (Dubai, below), premieres and conferences. That and the fact that those on it are filthy rich. Launched in 2012, as part of concierge specialists the Quintessentially Group, it's now owned by business service experts the EFactor Group and based in Portland Place. Membership is invitation-only: the vetting process is based on factors including your job and your motivation for wanting to join. On the forums you'll find networkers looking to hire an engineer for a 130ft yacht in Mykonos, and an investor wanting to purchase a hotel for \$50m plus. **Cost** £3,000 a year. **Who's in?** Rich jet-setters; two-thirds have salaries of over £150,000. (eleqt.com)



DOMINIC O'NEILL, BEANYC.COM/REX SHUTTERSTOCK. MATTEO PRANDONI/BEANYC.COM. ANDRE VALENTIN, JENNY GOODALL

FOR THE SEXUAL ELITE

THE LITTER BOX

The online alter ego of Killing Kittens, the private members' sex club founded by K Middy's racy BFF Emma Sayle, The Litter Box was set up in 2010 as a website for the KK community, but relaunched as a fully fledged Facebook-style platform in April. Boxers create profiles that spell out what they're looking for – romance, play, fantasy, etc – and then add other users as friends or send them a 'kiss'. There are forums and private chat rooms, as well as an online boutique selling upmarket sex toys. A webcam chat function and app are in the pipeline. Wannabe members need to send a photo for approval; a third of applicants are rejected. 'They don't have to be supermodels,' says Sayle (right) coyly, 'just attractive-looking people who take care of themselves.' **Cost** £10 to £100 a month, depending on the level of access required. **Who's in?** So far, 45,000 users have made the cut, almost 14,000 of them in London including 'a good number of sporting celebs and some young MPs'. (killingkittens.com/the-litter-box)



FOR THE CURIOUS CEO

OPPORTUNITY NETWORK

It's lonely at the top, so it's only fair that bosses get their very own networking platform. The Opportunity Network is an anonymous, invitation-only circle of CEOs launched in March 2014 by Brian Pallas (above), a 28-year-old Milan-born former private equity consultant. The company now has 20-plus staff and offices in New York, London, Barcelona, Santiago and Dubai. You need to be put forward by a large financial institution to join; small fry need not apply – the average user manages a company with revenues of between £25m and £500m. Members can share business opportunities anonymously. If another person is interested in a deal, the Network introduces them so they can take the conversation offline. Current opportunities include a project to build a hotel in Colombia, a £13m Italian vineyard for sale (with mansion and swimming pool), and a 'landmark' US office building with 'a price tag slightly north of \$1bn'. **Cost** £1,000 a year. **Who's in?** There are 3,000-plus 'anonymous' members in 75 countries. (opportunitynetwork.com)



THE ONE THAT NEVER MISSES A SHOT

CHANGING PHOTOGRAPHY

WITH YOUR CHOICE FROM 30 PHOTOS PER SECOND

LUMIX G7 is the latest addition to our 4K range that lets you shoot ultra high-definition video and then select individual frames as stunning photos, simply and smartly. The camera's interchangeable lens system frees your creativity, so you can develop your photography in your own time, while the camera body is packed with useful, intuitive features to help you make the most out of life's unmissable moments.

Find the 4K LUMIX for you at panasonic.co.uk/4Kphoto

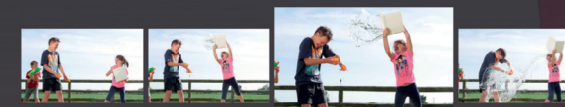


PHOTO BY RUSS ORFVE

Panasonic



Pick the perfect photo from your 4K video



June 15

June 15

LUMIX PHOTO 4K