



Altima
Palm Beach



**MORE THAN 20 YEARS IN
THE LUXURY MARKET**

ABOUT

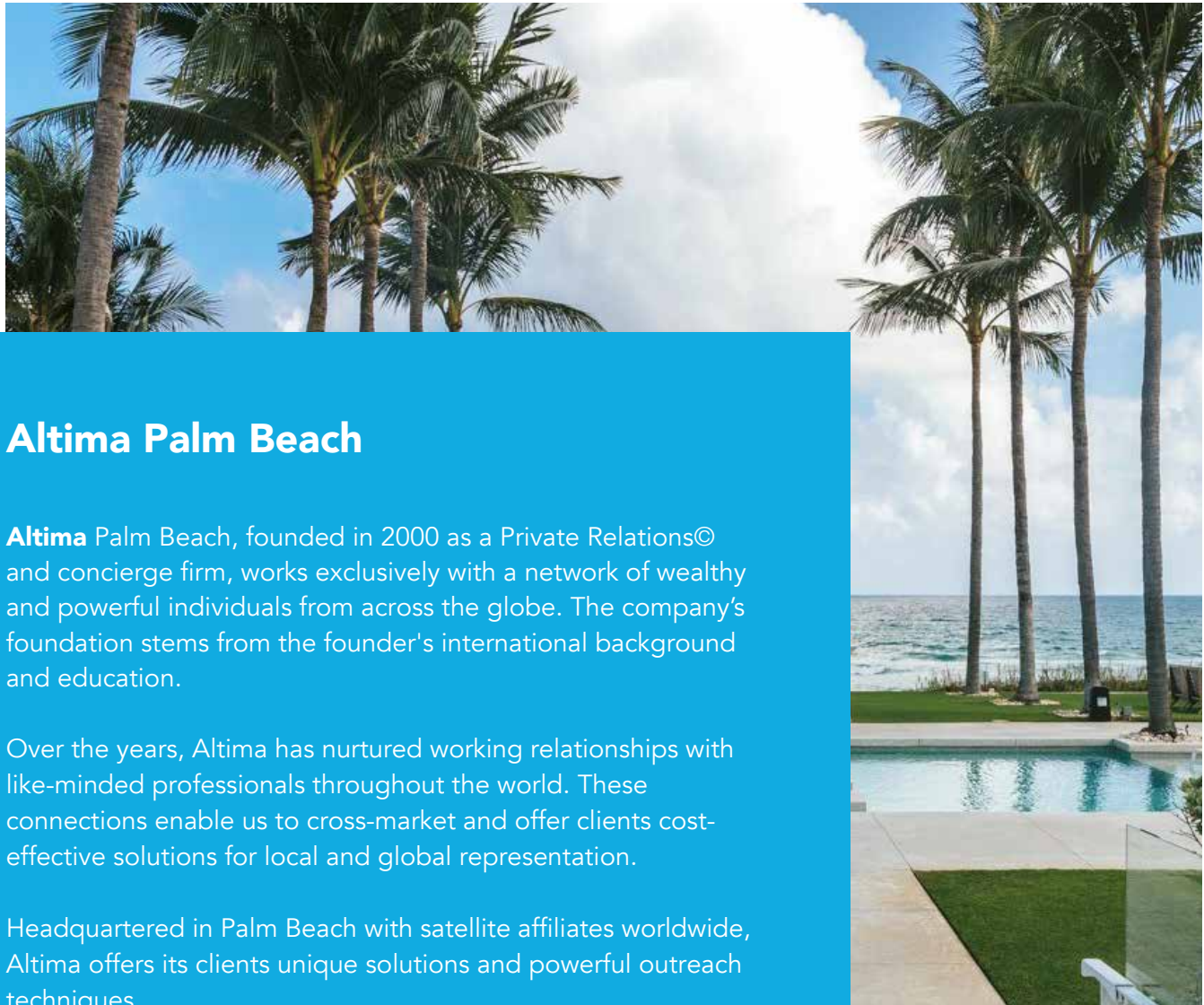


Altima Palm Beach

Altima Palm Beach, founded in 2000 as a Private Relations© and concierge firm, works exclusively with a network of wealthy and powerful individuals from across the globe. The company's foundation stems from the founder's international background and education.

Over the years, Altima has nurtured working relationships with like-minded professionals throughout the world. These connections enable us to cross-market and offer clients cost-effective solutions for local and global representation.

Headquartered in Palm Beach with satellite affiliates worldwide, Altima offers its clients unique solutions and powerful outreach techniques.





ABOUT

Executive Summary

Private Relations©– Personal relationships with an ultra-high net-worth international audience.

E-Newsletter and blog– subscriber-based database of over 12,000 qualified subscribers.

Affinity Marketing– Extensive roster of resources/clients in the luxury arena results in cost-effective, cross-pollinating marketing methodologies for luxury brands and service companies desiring continuous exposure to an affluent audience.





Private Relations

In addition to traditional marketing/public relations, Altima operates a robust social media platform that includes Altima Preferred, an email database of 12,000+ high net worth international subscribers. These engaged subscribers look to Altima for information and recommendations on the acquisition of luxury goods and experiences.



WHO WE ARE

MARIBEL ALVAREZ

President/Founder

The woman with the '24 carat rolodex'—Travel Channel 2001, founded Altima International in 2000. Fluent in Spanish, English, French, and proficient in Italian, Alvarez graduated from Le Rosey in Switzerland, and attended Duke and Georgetown Universities. She graduated Cum Laude from the University of Miami.

Prior to founding Altima International, Alvarez was a diplomat, first as attaché to the Court of St James and later as a foreign relations attaché for Costa Rica. She went on to represent Costa Rica in the United Nations (New York, 1985-1988) and later as a Delegate to the Human Rights commission in Geneva until 1995.



WHO WE ARE

CAROLINA BUIA

Partner- Media/Branding Director

Buia has 20 years in multi-media, from Newsweek to NBC, Telemundo to TIME, Billboard to Yahoo.

A former on camera and print journalist, today Buia teams up exclusively with Altima to deliver its clients multi-faceted, media exposure. She has secured coverage in major international, national and local outlets. Buia has received and been nominated for ASME (American Society of Magazine Editors) awards and is also the author of an award winning cookbook (HarperCollins).

As the former host of MAKE HOME A HAVEN, one of the most watched shows on Yahoo, Buia featured celebrity homes around the globe. She also served as a spokesperson for **Better Homes & Gardens** Real Estate for 5 years, shooting segments all over the country.

Buia has made appearances on **The View, The Today Show, Food Network, Good Morning America, NPR** and many others. Buia specializes in real estate, food, interiors, and crisis media.

A graduate of Duke University, Buia is sought out for her uncanny ability to spin a yarn and architect a narrative.



WHO WE ARE

ALEXIS POSADA TESTRAKE

Fashion/Luxury Director

Alexis Posada-Testrake brings decades of fashion marketing, merchandising and retail experience to Altima's clientele. As Fashion Director, Posada-Testrake spearheads services for an elite roster of fashion, jewelry, and accessory designers. She also builds strategic partnerships among brands and serves as Creative Director for the Altima Newsletter and its social media platforms.

Educated at Palm Beach Day School and Institut Le Rosey in Switzerland, Posada-Testrake pursued a degree in marketing at George Washington University before launching her career as a junior account executive at Altima Palm Beach. Three years later, she traded palms for skis and went to work for the global fashion line, Theory. Alexis has also worked for corporate icons like Ralph Lauren Corporation and Kate Spade & Co. In 2010, she returned to Palm Beach and founded VENUE, the first pop up store to hit Palm Beach, showcasing a revolving cast of fashion and jewelry designers. She then was hired as the manager of Juicy Couture on Worth Avenue, where she led the highest conversion rate in the country.

Today, Posada-Testrake has returned to her roots. When she's not guiding the fashion narrative for Altima's blog, she's working as a fashion stylist and expert closet curator. Of course, if you ask her, she will tell you the most fashionable way to spend a weekend is entertaining at home with her family.



WHO WE ARE



Francesca Jabbour

Executive Assistant

A grad of Texas Christian University, Francesca Jabbour is Altima Palm Beach's Executive Assistant and Social Media Manager. She combines sharp organizational skills with creative strategies to ensure seamless operations. When she's not juggling all things--and people-- related to Altima Palm Beach, Francesca loves spending time strolling along Palm Beach's icon streets. She loves discovering new finds in her favorite shoppes and trying new specials at our famed restaurants. Our well-traveled colleague is thrilled to be in Palm Beach "where some of the most exciting brands and people have decided to decamp. I love the brands we represent and being in the center of it all."



WHO WE ARE

HEATHER BUCHANAN

New York/Hamptons Luxury Correspondent

Heather's love of the Hamptons dates back to when she first dipped her toes in the sand at three weeks old. A beloved summer home in Sagaponack led to a full-time residence in Sag Harbor Village since 1999. With an undergraduate and graduate degree in Communications from Northwestern University, Heather has had a successful career honing her writing and marketing skills. She is a contributor to **Hamptons Cottages & Gardens**, **Hamptons Real Estate Showcase** and writes the nationally award-winning column **Kiss & Tell** for the James Lane Post. Heather shares her local real estate knowledge with buyers and sellers as an agent at Sotheby's International Realty in Bridgehampton.

Heather was tapped to handle lifestyle PR and marketing for **The Winter Equestrian Festival** in Wellington Florida, the **Central Park Horse Show** in NYC, and the **Longines Masters in Paris**, the premiere equestrian events in the world. She has also served as editor in chief of international equestrian luxury lifestyle magazines **Equestrio** and **Puissance America**, having spent winters in Palm Beach. Through her marketing and PR Company **HHB Media** she has worked with various clients from fashion to yachts to charities and high-end events. Heather is very connected in the cultural community of the Hamptons where she founded the **Hamptons Film Festival Screenwriters Lab** and has run the festival's VIP department. She is thrilled to share her hands-on local knowledge and personal experience of the best ways to enjoy the Hamptons.



WHO WE ARE

DOMINIQUE GALLUZZI

New York- Fashion/Jewelry
Public Relations/Branding

Dominique Galluzzi brings over two decades of experience in both the Luxury Watch/Jewelry Industry, Luxury Fashion and Publishing as PR & Events Manager and Advertising Director for numerous luxury brands such as **David Yurman, Ebel/LVMH** and **Baume & Mercier**, as well as **MANHATTAN, Gotham** and **HAMPTONS** magazines.

A native New Yorker, Galluzzi prides herself in building strong relationships with the media, her clients and their unique audiences. She has been instrumental in forging partnerships with celebrity endorsements and influencer product placements. She is well-versed in the luxury space and provides Altima an important NYC presence.

When not working, Dominique loves spending time with her family and traveling to exciting destinations.





SOCIAL MEDIA

Deliverables

- 1 Feature on Altima social media platforms multiple times each month. Including stories and posts on both Instagram and Facebook.
- 2 Showcase your brand with custom Instagram stories and highlights. Your story highlight is always pinned at the top, see circles to the right on the middle of the phone screen.
- 3 Altima creates and delivers content which resonates among our followers and your stakeholders.
- 4 Superior link building, with strong calls to action.



Performance Metrics

- 1 We deliver **3x the industry standard** in engagement (7-9% vs 3%).
- 2 Followers are **organically grown** and are the luxury Palm Beach demographic.
- 3 We currently have **Instagram** (11,000+ Followers) and **Facebook** (2000+ Likes).

CLIENT TESTIMONIALS



Maribel and the Altima team have been instrumental in the success of La Clara, our luxury condominium, consisting of 83 suites, currently under construction in West Palm Beach. Maribel has been part of the sales and marketing team from the onset of the project- from pre-launch through the entire sales program- and have been an incredible resource for us. Great Gulf operates out of Toronto, Canada and having Maribel as our boots on the ground has proven invaluable. Through her vast connections and professional network, she obtained a wide variety of media attention and coverage, planned outstanding events, and presented and developed relationships and partnerships with local likeminded brands that have complimented the La Clara brand. Her insights and knowledge of the Palm Beach market, and particularly the local real estate market, is unmatched and has been a huge asset to our team over the last 3+years. I look forward to working with Maribel and Altima in the future.

Amanda Wilson Watkins

Senior VP, Sales & Marketing, Great Gulf



Maribel Alvarez is the Palm Beach version of Holly Golightly. Like the bohemian in 'Breakfast at Tiffany's' heroine, she connects with the insanely rich with her quick wit and street smarts, and yet is extremely successful communicating at the 'grass root' level. Maribel has been part of our team since 2001.

Jorge Perez

Chairman of the Related Group of Florida



Maribel and her Altima Team are extremely professional and a pleasure to work with. Their 'out of the box' marketing expertise and extensive networking within the community consistently drove qualified traffic to our sales center. We would hire Altima without a second thought if we had a project to market in Palm Beach County.

Bradley Deckelbaum

Owner, Premier Developers



Maribel's international education, marketing experience and dedication to quality has earned her the unique ability to parlay her social connections and savvy into a business model. She understands how to market exclusive destinations and luxury goods and services in a 'subtle' but efficient way to her discerning audience. As a friend and client, I am truly impressed with how she has managed to cater to both clients and audience, without compromising either's integrity.

Massimo Ferragamo
Chairman, Ferragamo USA



We engaged Maribel's expertise when we opened our Palm Beach salon. She is well connected and highly skilled at marketing luxury brands. Maribel continues to be an asset to Frédéric Fekkai through her personal relationships and involvement in Palm Beach high profile events.

Frédéric Fekkai
President, Frédéric Fekkai & Company, LVMH Portfolio



Maribel and her team have been helping us since December 2000 when we opened our Palm Beach boutique! Her suggestions and help have always been creative, fun and in synch with the sophistication of Pucci. Thanks to her personal contacts, we have enlarged our client base and enjoyed meeting different kinds of people.

Laudomia Pucci
Executive VP, Emilio Pucci, LVMH Portfolio



Retaining Maribel Alvarez to represent Black River Caviar is one of the best business decisions I have ever made.

Graham Gaspard
President of Black River Caviar



As President of Chopard USA, I hired Maribel Alvarez from 2000 to 2002 to assist us with public relations and community outreach for the opening of the Chopard Boutique on Worth Avenue, Palm Beach. Maribel delivered great results, with significant local printed and TV coverage, as well as many valuable introductions in the community, both with private customers and prominent local charities. Thanks to their efforts, the launch and inauguration of this important boutique was a resounding success.

Thierry Chaunu

Former President of Chopard USA



I wanted to thank you for being a great strategic partner to help us with various PR and co-branding opportunities. You are wonderful at bringing brands together and you completely understand the landscape of luxury marketing and cross promotions. You are great to work with and it's always been a pleasure to join forces to advance our business together; thank you for everything!

Donna Bouchard

Vice President of Hamilton Jewelers



Maribel is not only a close personal friend, but was an excellent business partner. I enjoyed traveling the world with Maribel promoting the luxury brands and service companies before we went our separate ways. I continue to look forward to receiving news of her clients and new ventures.

Prince Michel de Yougoslavie

Private Wealth Management Advisor



I have worked with Maribel Alvarez and Altima International for more than 15 years as her offices were initially located in Via Encantada. Altima organized regular events in the via for my tenants. Always thinking out of the box, her team continues to do an amazing job.

Ms. Alvarez is well respected, and well known in South Florida as the person who gave new meaning to public relations. Her personal relationships are not limited to the Palm Beach community, but extend throughout the globe. Altima would not have this wide reach without Maribel's proven track record for finishing projects with great success.

Jane Holzer (AKA Baby Jane)
Owner of Via Encantada, Worth Avenue



My wife and I have been friends with Maribel Alvarez for over 10 years. It is always a pleasure to include Maribel at our social functions. Her international background, personality and poise are a welcome asset. On a professional level, I have met few women as hard working and committed to her clients as Ms. Alvarez. Her company, Altima International produces many philanthropic events during the Palm Beach season. I have attended many of her functions throughout the year. Maribel's energy, drive and commitment to the success of each and every one of her events continues to amaze me. Maribel is highly respected by all who know her as a hard-working single mother of three. I am proud to call Maribel my friend.

Ambassador Earle Mack
Entrepreneur and Art Collector



“



I have known Maribel Alvarez since my early days as Mayor of West Palm Beach, as her company, Altima International has been instrumental in the developments of downtown West Palm Beach. Her tireless efforts are reflected in the results she delivers to her clients as well as her commitment to the community, which she is actively involved with and donates her time to.

Maribel and her company are highly respected by the community. Altima has a reputation for hosting impeccable events and delivering a qualified audience. I have attended numerous events she has hosted where I have presided as Mayor. Maribel has always been there to greet me, introduce me to the principals and 'fill me in' as needed. She is a true professional.

Congresswoman Lois Frankel



Altima was instrumental in the successful launch of Gracida Polo. With very little time notice, they brought in top luxury brands which we hope to continue working with. The video production was phenomenal! We will be using the segment for our marketing needs.

Carlos Gracida
Polo Legend



What a winning team! Maribel, Candace and the Altima Group are a PR powerhouse that truly goes the extra mile! Their unparalleled Private Relations© and services left us most impressed! Thank you Altima for the best PR experience we have ever had!

Stephen & Pia-Maria Norris
Co-Founder of the Carlyle Group and Director of Public Relations
for Shen Yun Promotions International



I do a lot of entertaining. We have everybody and anybody, and I always like Maribel to be part of my entertained group... She is always a welcome addition with her personality, social graces and international education...

Terry Allen Kramer
Venture Capitalist, Broadway Producer



Maribel and I have worked over many years on issues related primarily to Real Estate and Public Relations. I have always found Maribel dependable, industrious, trustworthy and can recommend her without qualification.

Alfonso Fanjul
CEO Florida Crystals

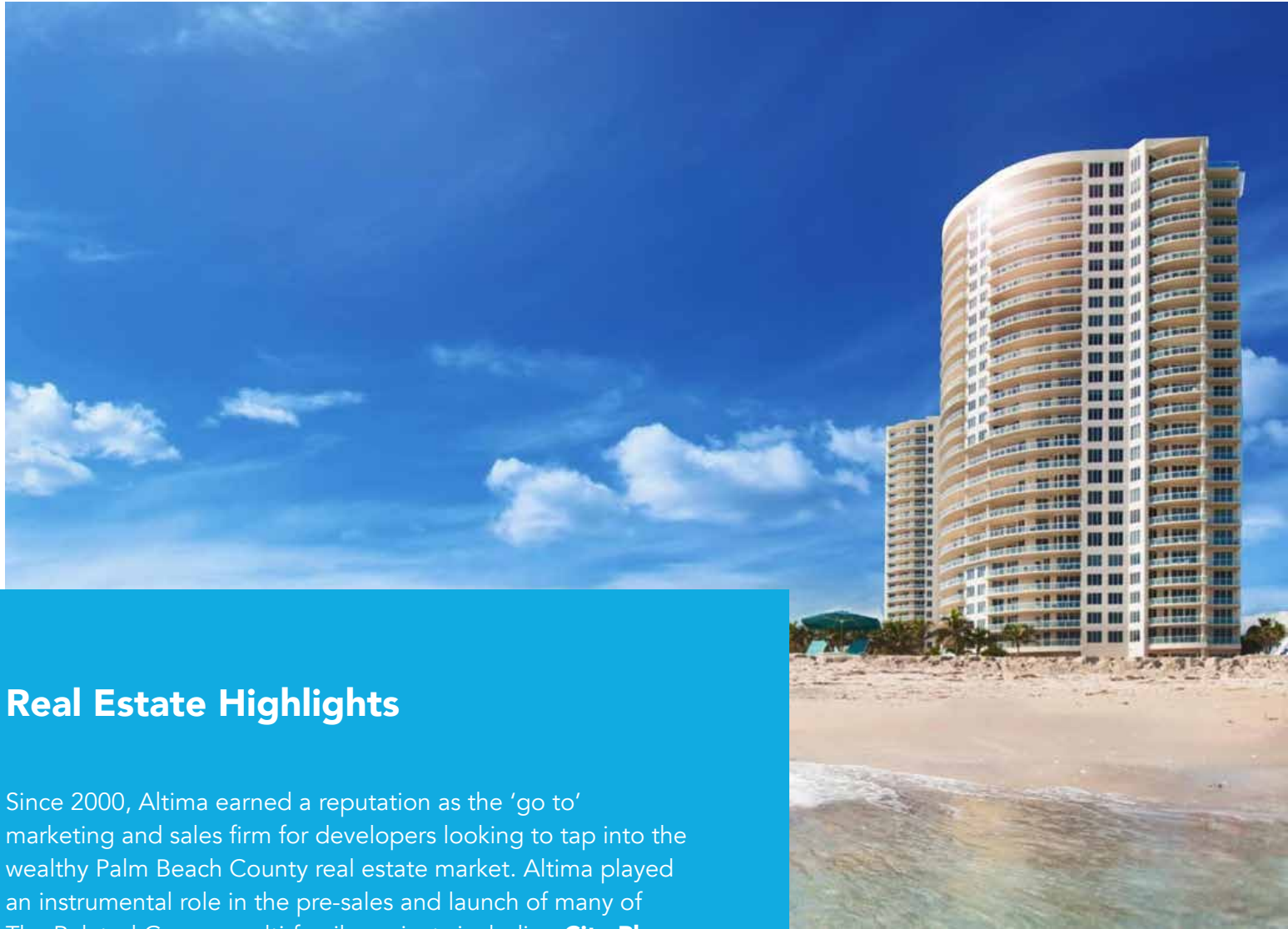
REAL ESTATE HIGHLIGHTS

HIGHLIGHTS



Real Estate Highlights

Since 2000, Altima earned a reputation as the 'go to' marketing and sales firm for developers looking to tap into the wealthy Palm Beach County real estate market. Altima played an instrumental role in the pre-sales and launch of many of The Related Groups multi-family projects including **City Place Townhomes** and **The Slade**. The Related Group continues to reach out to Altima for its Palm Beach County PR and marketing efforts.



Real Estate Highlights (Cont.)

Many other developments have engaged our professional services including Palm Beach's **Brazilian Court**; **The Whitney**; **WCI's One Watermark**; **BAP Development's 610 Clematis**; **The Strand**; **2100 South Ocean (Ritz-Carlton** on Singer Island); the tremendously successful **One Thousand Ocean** in Boca Raton. Altima has been handling Public Relations efforts for **LA CLARA**, Great Gulf of Canada's luxury residences currently under construction on Flagler Drive.





Real Estate Highlights (Cont.)

Record Sales for **CityPlace Townhomes**— Introduced concept of “affinity marketing” to generate real estate sales, including leveraging an event with **Rod Stewart** at a private estate resulting in the sell out of CityPlace Townhomes before they were brought to market.

Destination Northwood- brought in \$20 million **Andy Warhol** private collection “Athletes Series” to showcase in Northwood, creating the **Temporary Contemporary Museum** and **Andy Warhol factory**. Invited art collectors and international sports celebrities. Altima was instrumental in the development of the Northwood corridor.

Created Florida Real Estate Showcase (FRES). Secured participation of over 80 Luxury developers; attendance of international real estate brokers/end users; and international media coverage.



SPECIAL EVENTS

HIGHLIGHTS

PALM BEACH HIGHLIGHTS

Produced Grand Openings for:

Emilio Pucci

Salvatore Ferragamo

Vilbrequin

Graff

Calypso

Bice

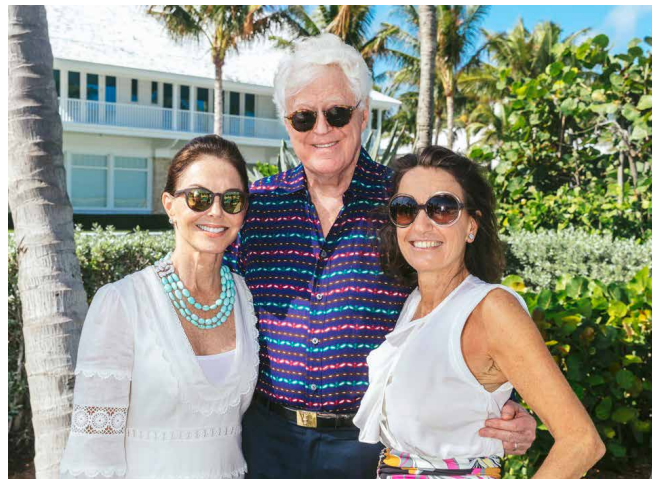
Frédéric Fekkai

Brazilian Court

Pine Creek Sporting Club

Palm Beach International Art Fair

Adelson Cavalier Art Gallery





HIGHLIGHTS

SOUTH FLORIDA EVENT HIGHLIGHTS

LaureusSport for Good Foundation Celebrity Polo Challenge and Golf Tournament (Celebrity guests included: **Hilary Duff, Monica Seles, John Legend, John McEnroe, Jack Nicklaus, Tom Smith, Nacho Figueras, Tommie Smith**, among others)

Rod Stewart Private Reception for Stop the Violence, Face the Music

Supercar Weekend Experience with **Shaq O'Neal**



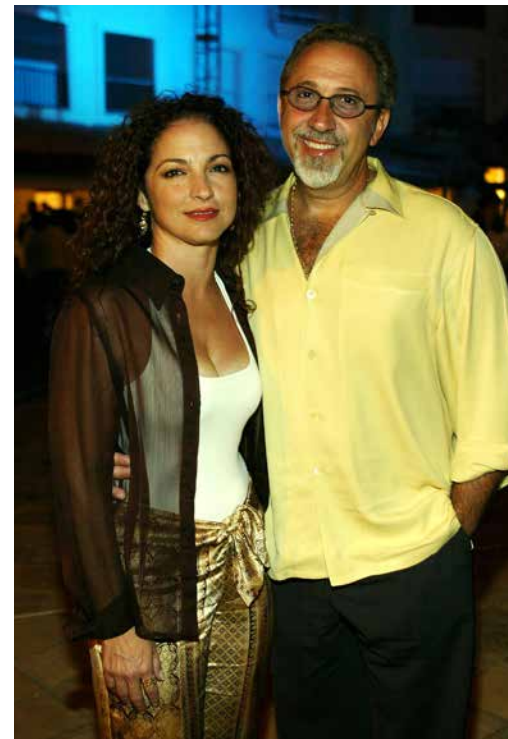
SOUTH FLORIDA EVENT HIGHLIGHTS (Cont.)

President Bill Clinton, Julio Iglesias & Jorge Perez Private Dinner

Roberto Cavalli for Gloria Estefan Foundation

Fisher Island Holiday Bazaar with **Ivana Trump**

Launched **Gracida Polo** Brand





HIGHLIGHTS

INTERNATIONAL HIGHLIGHTS

US Representative for Le Rosey—Direct access to fellow high profile alumni from 110 countries.

Represented luxury brands and produced events with members of European Royal families at events in **Marbella, Monaco, Cannes, Gstaad, Lyford Cay, Salzburg, Geneva, Hamptons, Aspen, Paris & London.**

PR affiliates and media relationships in Latin America, Europe and Middle East.

Member of by-invitation only social media networks.



CLIENT LIST



Below is a partial list of luxury brands
we have provided services to:

FASHION/JEWELRY

A.R.T. on Worth
Black River Caviar
Brioni
Calypso Boutiques
Chantecler
Catherine Prevost
DMN Paris
Emilio Pucci
Frederic Fekkai
Graff Jewelers
Hamilton Jewelers
Harry Winston Jewelers
Marina B
Sintessi by Michel Piranesi
Prince Dimitri Jewelry
Salvatore Ferragamo
Stephanie Kantis
The Silver Fund
Villebrequin



LIQUOR/CAVIAR

Atlantico Rum
Bacardi USA
Black River Caviar
Catena Wines
Caviar-Creator
Caviarteria
Chopin/Belvedere Vodkas
Domodimonti Wines
Duval-Leroy Champagne
Marky's Caviar
Moet & Chandon
Remy Martin
Spirit of the Tsars Vodka

REAL ESTATE

Colonial Development Group
Douglas Elliman
Fortune International Realty
Fite & Associates
Great Gulf
Merco Group International
City Place Townhomes
La Clara
OLARA
The Related Group of Florida
The Slade
The Strand
The Whitney
Trump Icon
Developers/Gramercy Court
Ritz Carlton Residences in Singer Island
The W Hotel/Condo in Ft. Lauderdale
One Thousand Ocean
WIMCO



*Many of our clients
prefer to keep
their activities with
Altima confidential.



Altima Palm Beach



Luxury brands Cont.:

HOTELS/CLUBS/ DESTINATIONS

Alpina Hotel/Gstaad
Bears Club
The Breakers
Casa de Campo
Castiglion del Bosco
Gstaad Palace Hotel
International Polo Club
Le Richmond, Geneve
Links at Madison Green
Marbella Club
Old Palm Golf Club
Omphoy Hotel
Pine Creek Sporting Club
Ritz Carlton Destinations Club
The Club Palm Beach
Winter Equestrian Festival
Lauderdale

RESTAURANTS

Bice Ristorante, Palm Beach
Big Time Restaurant Group
Brazilian Court Hotel
Café Saponi, West Palm Beach La
Piaggia, Miami
Le Bilboquet (Palm Beach, Sag
Harbor, New York)
Meat Market Palm Beach
Pistache Bistro, West Palm Beach
The Forge Restaurant/Miami

ARTISTS/ART GALLERIES/ ART RELATED

Adelson Cavalier
Art Palm Beach
Cavalier Galleries
Coe and Co Photography Gallery
Palm Beach Modern +
Contemporary
The Silver Fund

FINANCIAL/INSURANCE SERVICES

Banque Sarasin Geneve
JP Morgan Chase
Pictet Bank & Trust
Frank Crystal & Co.
Marsh Private Client Services
Royal Bank of Canada

YACHTS/PLANES/ AUTOMOBILES

Bentley Motors
Blue Star Jets
Camper & Nicholsons
Halcyon Jets
IYC Yachts
Marquis Jets
Net Jets
Worth Avenue Yachts



Clients





Luxury brands Cont.:

FOUNDATIONS/CHARITIES

American Cancer Society
Arthur R. Marshall Foundation
Ace for Homeless
Autism Speaks
Best Buddies International
Boys & Girls Club of Palm Beach County
Camp Interactive
WPB Fisher House Foundation
Charles Evans Foundation
Hope for Depression
It Happened to Alexa Foundation
Laureus Sport for Good Foundation USA
Make-A-Wish Foundation

Miami Science Museum
New Hope Charities
Penn Medicine Foundation
Princess Elizabeth of Yugoslavia...
Foundation
Robert F Kennedy Center for Justice &...
Human Rights
Stop the Violence/Face the Music
Susan G Komen
Vizcaya Preservation
YMCA of the Palm Beaches



