

TASTE AND_EXCELLENCE OF HOSPITALITY



THE MOST EXCLUSIVE SOCIAL_NETWORKING WEB CLUB ON THE RIVIERA BECOMES ALIVE! <
MUSIC SUN IS SHINING BY DJ TIËSTO <
WWW.LEGRANDCLUB.NET <

> BY_STELLA MATTHEW

Since its beginning, the web has often been used as a tool to meet new people, but in recent years the interaction between web-users has grown dramatically, spawning a new generation of networking sites. The notion of Web 2.0, or an internet model where content is created and shared by users, has given birth to some of the most popular sites the internet has ever seen. So much so, that anybody who is anyone, wants to be part of the online social networking scene. Sites such as Facebook, MySpace and SmallWorld have fuelled the social networking trend, but while that is all very well and good, what happens if you talk online with someone, like them, would actually like to meet them in a, shock horror, non virtual situation and it turns out that they live in South Africa whilst you live in Paris? "That's where more exclusive social networking sites like LeGrandClub.net come in," says Piergiorgio Cappuccio, founder of LeGrandClub.net. "We hold limited edition parties across the Riviera throughout the season, so our members can meet each other in a relaxed but funky social situation. We are present at every major Riviera function, from the APT tennis tournament, the Cannes Film Festival and the Monaco Grand Prix, but we also hold a New Years Eve party as many, many people like to spend New Years Eve on the Riviera but do not want to just go out to dinner. Because so many of our members do not actually live on the Riviera, we also offer a bespoke service to our members for accommodation, either hotel or villa rental, yacht charter and a limousine service for around and about. We really look after our members".



We offer incredible services both to our sponsors and to our members through LeGrandClub.net quality brands are promoted before, during and after the parties, to a demographic of young, rich and enthusiastic clientele. We have visibility all over Europe and a strong follow up that creates positivity and harmony within our group...

- Piergiorgio Cappuccio
for Style Monte-Carlo- Milano, October 2008

Created last year, because of a "void in the networking market", LeGrandClub remains very exclusive in the best possible way. "New members can only be invited by existing members and it is only then that you then find out about the parties etc. We have a European selection committee and access is only granted once your application has been approved. There are different levels of membership: black, diamond and blue which provide varying degrees of access to the parties. The idea is to get similar thinking people together in a relaxed informal situation as meeting people still remains hard for people with busy lifestyles. This way, everybody is happy, our sponsors as they know they are being provided with the perfect demographic for their products and our members as they know that they are getting the best possible bespoke service for their needs..."

