

Whilst you were at 30,000 feet...



Darren D., Kimberly Moore & Michael Madsen

1 woman started an elite members club 12 months ago, limited to just 300 of the world's finest people. To date over 160 individuals each worth over \$1,000,000 have joined, including 10 A-list stars and 15 royalty, paying annual subscriptions of \$8,000 to attend 6 exclusive black-tie events.

Welcome to the Echelon Club. Launched last year at the Cannes Film Festival and the Monaco Grand Prix, the newly formed Echelon Club has amassed quite a following. Founder Kimberly Moore had a strong charity events background in New York, and when one attendee highlighted the fact that very rich, busy and powerful people often flew into town just for her parties, she realised she had quite a knack.

Moving to Los Angeles inspired Kimberly to start a high-profile,

invitation-only club, to rekindle the glamour and prestige of old Hollywood, whilst raising awareness and money for her favourite charities, including Children United Nations and the Make A Wish Foundation.

The Echelon Club members can expect a bi-monthly black-tie ball at some of the world's most alluring locations, and regular invites to other exclusive events, such as gallery openings and dinners, not to mention discounts on their favourite luxuries including private jets. Recently, the US launch at one of the hottest Oscar parties in LA ensured that many of the Academy

Award nominees also have joined the set, proving that Echelon is the next big status symbol.

Kimberly Moore clearly has a passion for what she does and mixes in all the right circles to achieve it. "There is currently a waiting list to join" she explains. Is it worth the wait? If the events are even half as glamorous and captivating as its organiser, then it definitely looks that way.

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