

Lorre White  
founder White Light Consulting



## An Interview with Lorre White

### *The Luxury Guru*

To say that Lorre White's accomplishments are impressive would be an understatement. From her beginning with Wall Street trading, to helping form the NBA's own airline, to most recently selling the most expensive luxury 737 700 Boeing Jets, Lorre's had the sort of success with several careers that most people only dream of having with one. So as I walked through her marble and wood lobby and waited for the concierge to announce me, I envisioned of the type of woman I would encounter. She had to be someone who was smart and shrewd with a commanding presence, someone who rules with an **iron fist** and would bring that fist down on anyone who dared to try and cross her. When Lorre greeted me at her door dressed in a Ralph Lauren cashmere sweater, pink Chanel skirt, Giuseppe Zanotti pumps and an inviting smile, I realized two things: 1) she's not a native New Yorker and 2) every preconceived notion I had about her was wrong.

"Come in." she said warmly, and ushered me into her apartment. As we settled comfortably on her gold and red striped sofa, a sofa she designed and had made, her rescued Weimaraner, Bella, jumps into Lorre's lap and licks her face before comfortably settling down. Lorre's apartment and style are pure examples of the embodiment of living. Every piece of furniture is eye catching and makes its own statement, while simultaneously blending in with the rest of the furniture, creating an unforgettable, eclectic look for the room. I am shocked. Is this the same woman who earned a coveted Series 7 license before graduating college? Yet evidence of her success was all around. Smiling down on me were **pictures of Lorre with people from Wall Street wizards, like Warren Buffet, to hip-hop impresario Jay-Z, to a roster of internationally known athletes** (she affectionately refers to Charles Barkley as "Chucky") that would make ESPN jealous. Lorre White is a myriad of contradictions. She rules with an iron fist, no doubt, but she rules **with an iron fist in a satin glove**.

Lorre was born and raised in Virginia. While attending a prestigious prep boarding school in Richmond, Lorre simultaneously worked with modeling agencies in New York and Chicago. If that wasn't enough on her plate, she was president of the Lenten Committee, a program that allowed her the opportunity to teach at an elementary school in Porta Prince, Haiti.

I was fascinated to find out that, while continuing her modeling career and attending Simmons College in Boston, Massachusetts, Lorre obtained her Series 7 License by syndicating thoroughbred horses as an intern. This allowed her to attain one of the sought-after positions on Wall Street quickly after her undergraduate career. Unfulfilled by working in the Stock Market, Lorre leveraged her high profile Wall Street connections to found Bullish Events, an event marketing and planning agency with clients that ran the gamut from the NFL to American Express, among others. Creating memorable experiences for this exacting clientele gave Lorre a special understanding of elite marketing: people with unlimited financial resources are unaffected by traditional approaches to luxury; they must be reached emotionally, in holistic ways.

Lorre continued her internationally momentous rise to the top by taking a luxury corporate travel agency from the nation's **188th largest to being among the top 10**. During her tenure at Sea Gate Travel, (formerly MacPherson) Lorre utilized strategic acquisitions to transform this credible but quiet business into a powerhouse of luxury travel that grew to over 600 employees in size. She orchestrated hundreds of millions of dollars worth of corporate travel for global brands, including league travel for the entire NBA, the NHL and the MLB, and was instrumental in launching the NBA's own airline. She has personally escorted the United States Dream Team for several Olympic summer games, accompanied Michael Jordan and the Chicago Bulls, Charles Barkley, Stephan Marbury and other Dream Team athletes and their families on successful exhibition tours of Europe, Mexico, Australia, Greece and Monaco, and the NBA season openers in Japan.

With clients like the White House using the company's charter division, and with her many expeditions abroad, Lorre is no stranger to foreign culture or diplomacy. One penetrating attribute of her skill set, and the primary reason for heading a business development division at Sea Gate is an acute, intuitive ability to identify a target and understand exactly how to infiltrate it and open the right door. Once inside, her talent for high touch marketing kept clients both as business associates and as friends.



Lorre's aptitude for gaining is enormous; her aptitude for giving back is even vaster. I was very impressed by the unique gift-giving program she created that was not only noticed by the top tier of society which was her client base, but also helped needy children. Her idea to assist sick and/or improvised children on behalf of her prestigious clients tapped into the hearts of these CEO's and helped bring back the true idea and meaning of Christmas. Lorre answered heartbreaking letters from children; in one particular case she gave \$1,500 worth of towels and toys to one young child who only wanted a towel so he didn't have to share the single towel the rest of his family of seven had to use. Then using a different theme every year, such as a hand crafted and painted genie's bottle filled with sand, confetti and corked with a starfish held on by a satin ribbon with the message "you just unleashed the MacPherson gene onto the world and granted a child's wish" and Cartier boxes, donated personally by their client Cartier, with the message "The only thing brighter than a Cartier diamond is the smile on a Child's face at Christmas" Lorre would hand deliver a copy of the child's letter along with a letter from SeaGate (MacPherson Travel) informing the client of the donation made on their behalf. "I was informed by the assistant of one CEO that our gift was the only present he opened. Everything else he gave away to his top management team without even looking at it." Creating a situation where everyone, from the clients to her own employees, reap the rewards made Lorre White the type of person the elite wanted to do business with.

As Lorre's career and reputation grew, so did her glittering circle of friends and colleagues. Lorre annually attends the Monaco Ball, Paris Ball, Art Basel, Cannes Film Festival, Grand Prix and the Monaco Yacht Show, amongst other international events. Being an amazing connector, she opened her home in Georgica, East Hampton to the luminaries of business and high society within her personal network of C-level executives, celebrities and royals. Run much like a high end hotel, Lorre arranged sessions with a personal trainer, personal yoga sessions, massage sessions, hosted cocktail parties, had gourmet dinner's prepared for her visitors, and would sometimes surprise her guests with a feast she specially prepared herself. None of the prominent men and women could forget the incomparable personal touch she put into each and every aspect of taking care of her guests. For Warren Buffet's and Berkshire Hathaway's NetJet and their partner Marquis, **Lorre marketed the most expensive luxury item in the world** to the wealthiest tier of customers. As Vice President of Sales and Marketing, she created the wildly successful M-Club, advancing the unparalleled opulence of their \$60 million Boeing Business Jets-replete with 2 bedrooms, marble bathrooms with showers, flat screen satellite televisions, and high speed in-flight internet connections. After establishing the M-Club Lorre created its collateral, oversaw its marketing, advertising and selling, and filled the pipelines for its sales force. Lorre became the ambassador to the company and its crown jewel product by sponsoring galas, and through her attendance at luxury and charity events. Lorre's work generated a halo effect that increased profits through the interaction of the component parts of the marketing effort.

Lorre's latest creation is White Light Consulting, a luxury consulting firm. "Step into the light" she tells me with an engaging smile, dimples gleaming. I ask her about the meaning behind the name, besides the obvious. "White light means integrity. (As the President of White Light Consulting), our intent is to only work with people who have integrity." This idea ties into the idea of luxury because? **"True luxury is not having to deal with people you don't want to."** White light is also a prism, an accumulation of all the colors of the rainbow. White Light Consulting will be an accumulation of all of Lorre's talents, talents so unique that even other consulting companies have retained her. White Light Consulting will be the diplomat to the upper echelon of society, creating the feeling of luxury, class and style that Lorre so effortlessly spins in her own life. "You never lower yourself to someone else's level." Lorre tells me "Always make them rise to yours".