01 / THE MANDATE

An exceptional team. A different kind of support.

An established household rarely needs another person taking requests. It may need experienced judgement across borders, continuity while travelling, and alternatives considered before the principal has to think about them.

A home office that travels

Krimson Kraft provides a Lifestyle Director and accompanying team who travel with the client and family. The dedicated Director is based at the client's home base. Your PAs, EAs, house managers and household staff remain an essential part of the arrangement.

Foresight, rather than another layer of oversight

Our contribution is dedicated intelligence, knowledge and experience focused on saving the principal's time. We suggest backup plans and alternatives in advance, step in when our judgement will help, and step back when it will not. The client retains control.

A relationship with people, not a request platform

The Lifestyle Director is usually available to take a brief or discuss a task in person. We do not record information where it is not required. Completed-task correspondence—including email, WhatsApp messages and voice notes—is deleted; only useful future learnings remain in a private client dossier.

The question is not: who can execute more requests? It is: where would specialist judgement protect time that your existing team cannot reasonably protect alone?

02 / WORKING ALONGSIDE YOU

Define the boundaries before the work.

Use the first conversation to agree how the relationship should operate. These are discussion points to settle together, not assumptions about your household's authority or procedures.

Ownership and authority

- Which responsibilities stay with the Chief of Staff, assistants and house managers?
- Where should the Lifestyle Director contribute judgement, coordination or accompanying support?
- Who approves arrangements, spending and changes of plan? What should always return to the principal?

Presence and communication

- What is the home base, and where will the family travel?
- When would an in-person conversation or an accompanying team be valuable?
- Who is the day-to-day contact, and what merits an update, an escalation or no interruption at all?

Discretion and continuity

- What information is genuinely necessary for the task, and who needs access to it?
- How will task completion and the deletion of related correspondence be handled?
- Which learnings would be useful to retain, without retaining the private conversation?

A well-defined partnership should support your authority and reduce the principal's involvement—not create competing instructions or another team to supervise.

03 / THE FIRST CONVERSATION

Bring context. Not the family's archive.

A broad outline is enough to explore fit. Keep identifying, medical, financial and itinerary details out of the initial enquiry unless they are necessary and an appropriate way to share them has been agreed.

A short preparation checklist

- The outcome: what uninterrupted time would look like for the principal.
- The horizon: a defined journey, a season or an ongoing global partnership.
- The setting: home base, broad travel pattern, family size and existing team structure.
- The friction: two or three recurring demands or risks that absorb attention.
- The boundaries: responsibilities to retain, approval points and preferred personal contact.

An illustrative brief

Our principal will divide the coming season between several homes. The existing EA and house managers will continue managing their usual responsibilities. We want accompanying support for the family, early advice on potential disruption, and alternatives prepared without increasing the principal's involvement. Let us discuss the right Director presence, team size and approval boundaries.

What to establish before proceeding

Ask how the proposed arrangement addresses those specific needs, what remains with your team, which decisions require approval, and what the tailored investment includes. Agree the scope and investment in writing before work begins.

This guide is for a conversation with a Senior Lifestyle Director. There is no automated briefing process and no need to submit a client dossier.

04 / INVESTMENT AND FIT

A considered investment in uninterrupted time.

Every proposal is tailored to scope, home base, family size, the required team, travel rhythm and planning horizon. The following are indicative reference ranges, not fixed packages.

Defined Journey

GBP 500–5,000 without on-ground support. Accompanying support adds GBP 500–1,000 per day per team member during travel, plus team travel, boarding and lodging.

Seasonal Home Office

GBP 10,000–50,000 per quarter without on-ground support. Accompanying support adds GBP 500–1,000 per day per team member during travel, plus team travel, boarding and lodging.

Annual Global Partnership

GBP 150,000–500,000 per annum without on-ground support. Accompanying support adds GBP 100–500 per member per day during travel, plus team travel, boarding and lodging. The lower daily investment is an intentional benefit for long-term partners.

A useful test of fit

Look for a specific contribution beyond your existing team's remit: accompanying presence, anticipatory judgement or complex cross-border coordination. Agree how you will assess the relationship—for example, fewer avoidable interruptions and less time spent by the principal on arrangements—without turning private life into a reporting exercise.

Begin with a personal conversation. WhatsApp: +44 7404 136292 · info@krimsonkraft.com · krimsonkraft.com