

THE

FIRST LADY

OF LUXURY

Joyce Lamani is taking the world of luxury to the next level

Words by Luke Diva



VIP SOUTH AFRICA IS A LUXURY LIFESTYLE MANAGEMENT FIRM FOUNDED BY JOYCE LAMANI.

Providing luxury concierge services to clients across the globe, VIP South Africa curates once-in-a-lifetime experiences. These bespoke packages are designed for refinement and decadence, showcasing some of the world's best sights, events, and parties.

As a prominent figure in the luxury sector, founder and CEO of VIP South Africa Lamani brings a wealth of knowledge and experience to her role. She understands the art of personalised service and aims to exceed expectations by curating extraordinary experiences, sourcing exclusive products, and ensuring every aspect of her clients' requests is flawlessly executed.

'We have been building consistently over the last six years, and now in 2023, VIP South Africa aims to break the ceiling and continue offering our clients

the ultimate luxury experience. Our team of experts is dedicated to providing our clients with the highest level of service, attention to detail, and personalised service that they deserve.'

GQ: What experiences inspired you to get into the luxury business world?
Joyce Lamani: Growing up, I was always drawn to the finer things in life; more the experiences as opposed to materialistic items of high value. Navigating my youth, I then made a concerted effort to not only learn about the luxury business world (as you put it) but to enter spaces and align myself with people whom I thought at the time portrayed my idea of luxury and opulence, which of course has evolved over time.

At some point, it became apparent that I was the go-to person for many people around me in terms of recommendations for fine establishments and experiences, and I would eagerly comply as this was a passion of mine.

It was only in 2016 that I thought 'wait a minute, this is actually a necessary resource' and I could build an amazing brand off of it. That was essentially the birth of VIP South Africa, and the rest, as they say, is history.

GQ: Do you find it challenging to enter this field as a successful woman in business and how did you overcome that?

JL: I think women across all industries and sectors are overlooked, despite there being longstanding evidence showing how powerful and successful they can be, even with the lack of support and backing often afforded to men.

I think it is about time that we collectively play a role in putting a stop to this. Personally, I have had my fair share of challenges, as any entrepreneur does, but I would like to think this was also exacerbated by the fact that I am an African woman. I overcame most of my challenges, mainly by being resolute in my beliefs as to what best represented the

'Trust your intuition and strive to produce the highest levels of quality; that's what sets your business apart'

objectives I sought to achieve. Being passionate, but also flexible enough to adapt the strategy in your business goes a long way. That is mostly what worked for me – passion, resilience and adaptability.

GQ: If you think back to the moment VIP South Africa started, how has the brand evolved over the years?

JL: VIP South Africa started as a local luxury business, with a core client base consisting of local high-net-worth individuals and has since expanded its footprint to international borders and corporate clients. The business continues to evolve by taking advantage of new opportunities presented by constantly changing client demands.

From the beginning, I had always set out a vision when the idea of VIP South Africa came to mind, and every milestone reached over the past seven years represents that vision. Each day brings about a new challenge which I view as a growth opportunity, and I am excited for what is in store as we journey ahead.

GQ: What advice would you give to an entrepreneur just starting out?

JL: Start now! Whatever the idea is, start now and take as many chances as possible, and do not be afraid to fail. The more energy you put into your business, the more rewarding the results will be. It is so important to be hands-on and involved in your business, even with the smallest of details and regardless of whether or not you have a team working under or with you.

You are always the ambassador of, and responsible for, your business, so no one should know your business better than you.

GQ: What is the biggest failure you've ever experienced in business, and what did you learn from it?

JL: I have realised that failure is a part of being an entrepreneur and I have had many along the way. During the early days of VIP South Africa, I thought I could do it all by myself and failed to ask for assistance when I needed it. I think it is truly important to know when you are out of your depth and not be afraid to seek help, or hire a team of people who understand the vision of where the business is going and match that with the appropriate skills to execute on that vision.

What I have learned from my failures is that opportunities emerge when you least expect them. It's therefore important to always keep an open mind, go back to the drawing board and come back even stronger.

GQ: There's absolutely no handbook to running a successful business, but if there were, what would rule number one be?

JL: Trust your intuition (as it is always right) and strive to produce the highest level of quality. That is what sets your business apart.

GQ: Describe the VIP South Africa luxury experience in three words?

JL: Client-centric, opulence and exclusive. These are the three words that I feel best embody

everything what we do at VIP South Africa.

GQ: What is next for Joyce?

JL: Elevating my business to meet the ever-changing demands of my wonderful and supportive clients. Over and above that, as has always been the case, setting trends and not just merely following them. I guess only time will tell.

From a more personal perspective, I would say staying true to who I am and my purpose is very important to me, as well as fulfilling more of what I am called to do on earth, with the guidance of the higher power and the love of my family and friends. ♦

