

A PRIVATE CIRCLE OF WOMEN IN ZURICH

We are *Amara Circle.*

Curated access. Trusted rooms. Real influence.





MEET THE FOUNDER

The Founder

Julia

Mother of a six-year-old son. Working full-time within a Financial Consulting company, leading the HR team. Building a patchwork family with my partner.

Like many women in my circle, I had everything on paper. And still felt the quiet truth: *the rooms I was in did not match the woman I was becoming.*

Networking events sold visibility. I needed depth, taste and women who chose to invest in themselves on purpose.

So I built the room I wanted to walk into.

THE STORY

It was meant
to be
one afternoon.

OCTOBER 2025

One afternoon.

Amara Circle began as a single, intentional gathering of women in Zurich. Beautiful room. Honest conversation. No pitches, no agenda.

WINTER 2025-26

They wanted more.

Within weeks, the women who experienced that first afternoon asked when the next one would be. And the next. Word travelled the way it always travels in this room: privately, with conviction.

WINTER 2025

The brands found us.

Longevity clinics, beauty houses, hotels and fashion partners began reaching out. Not to advertise. To meet the women in the room.





OUR VISION

A room where *purchasing power, taste and influence converge.*

Amara Circle is a private, invitation-led community of 250 women in Zurich aged 28 to 45, with high disposable income and refined taste.

Our members invest intentionally in beauty, fashion, wellness, longevity, hotels, fine jewellery and experiences. They choose *quality over noise*, and *trust over trends*.

For brands, we offer something rare: *curated access*.

Luxury doesn't scale. *It gathers.*

A PRIVATE CIRCLE OF WOMEN SHAPING TASTE,
WELLNESS AND INFLUENCE IN SWITZERLAND

AMARA CIRCLE



05 / 34

Owned content.

Earned reach. Zero waste.

The asset bundle, media equivalence and brand-safety score a campaign agency would invoice you CHF 25K+ for. Delivered in one room. With one partner.

- 01 Owned content**
Photo and video rights, for life. Replaces a CHF 8 to 15K agency invoice.
- 02 Earned reach**
≈30% of members are creators (20K to 350K). No CHF 1.5 to 8K attendance fee.
- 03 Zero media waste**
Database curation. The exact ICP you brief us on, in person. No CPM.
- 04 Brand-safe by design**
Editorial only. Your brand next to taste, never noise. No reputational risk.
- 05 One line item**
Replaces the agency, the production team and the influencer roster.

CHF 15 to 30K

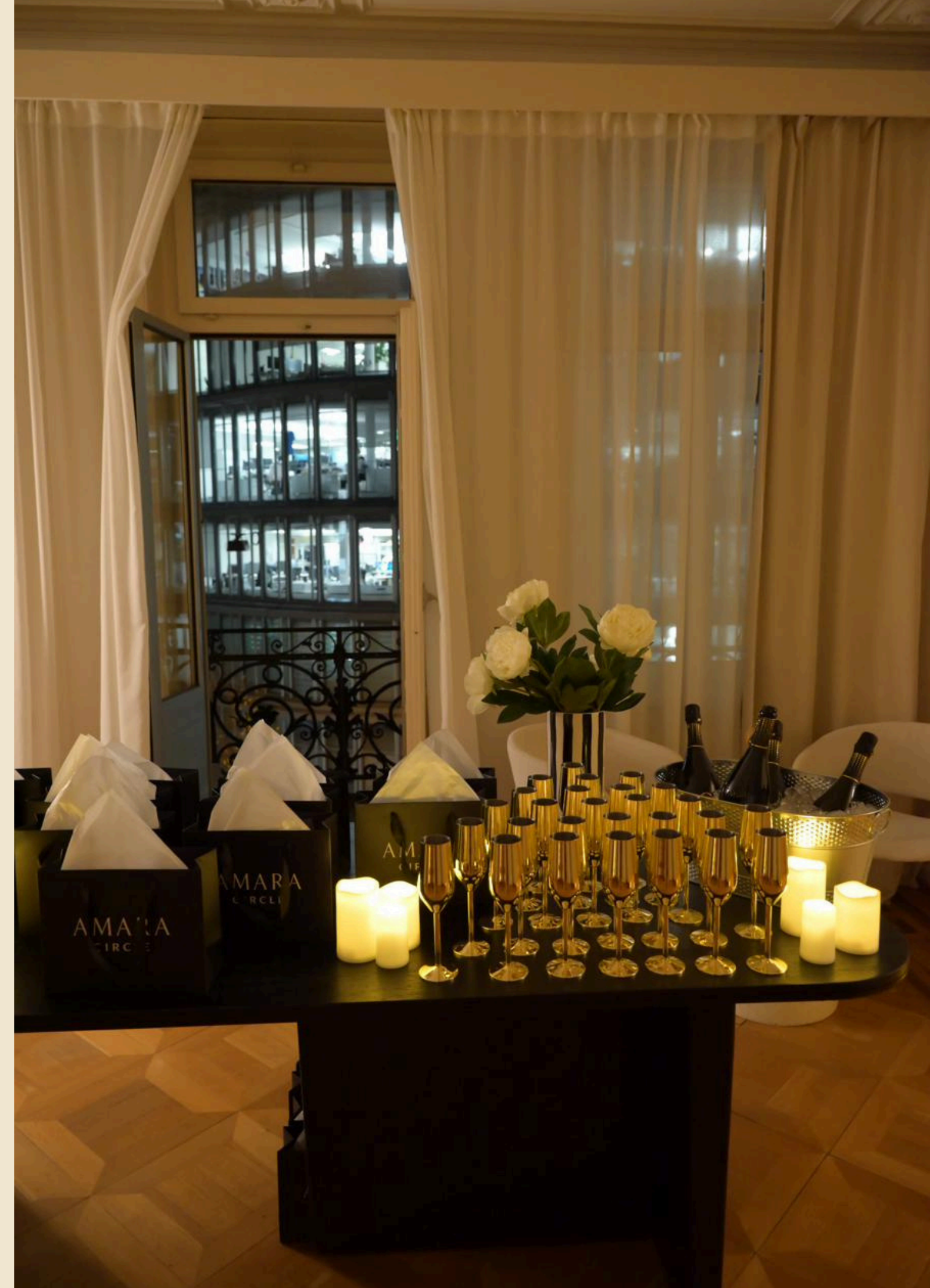
Saved per event vs agency

≈80,000+

Reach per event, member-led

100%

Trusted source, not advertising



THE INFLUENCER LAYER

≈30% of our members
are
Swiss influencers.

Roughly one in three of our 250 members is an active content creator in or around Switzerland, with audiences ranging from 20,000 to 350,000 engaged followers and consistently strong interaction rates.

≈30% Of members are content creators	20K — 350K Follower range per member	High Average interaction rate per post	Curated We select which creators attend
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*When a brand partners with us, the room **amplifies organically** through trusted creator voices already aligned with our values.*



The women who *hold the room*.

Each ambassador owns a long-term curated lane of the Amara experience. They host, curate and carry the brand into their own communities.



Jenny
AMARA BEYOND

Swedish product designer and AI advisor, 30, Zurich by choice. Sound healing, breathwork and modern rituals. She builds depth-led rooms that create calm, resonance and meaning.



Marie
AMARA JOURNEYS

Canadian opera singer, 24, pursuing her Master's at the Zurich University of the Arts. She curates brand-led journeys where the partner is woven beautifully into the full experience.



Adrianna
AMARA ATELIER

Head of Brand in longevity, 29, Zurich. Half Italian, half Polish, five languages. She owns the strategic, partner-facing architecture behind Amara's premium growth.



Beatriz
AMARA ESCAPES

Based between Zurich and Madrid, born in Spain. She curates destination escapes and elevated day experiences with strong venue identity and effortless style.

Three more women. Three more *lanes*.

Growth, longevity and beauty. Three curated lanes, each owned long term and built with established venue and brand partnerships ready to activate.



Judith
AMARA RISE

Self-development, growth leadership, inspiring talks and retreat days with an educational layer. She builds growth-led rooms where women leave clearer, stronger and expanded.



Chantal
AMARA VITAL

Movement, longevity, strength, recovery and prevention. She owns formats with real repeat potential, from the Holmes Place series to AYUN Health and Biologique Recherche.



Ariane
AMARA BEAUTY EDIT

Beauty-led events, skincare, aesthetics and elevated feminine rituals around visible results. Premium and experiential, never transactional, from skin longevity to rooftop beauty houses.

THE EVENT MULTIPLIER

20 women in the room.
Thousands watching it unfold.



An Amara Circle event is small by design — typically fifteen to twenty curated women. But what happens inside the room ripples far beyond it.

20

Women in the room

Hand-selected. Brand-aligned.

≈400

Stories published

Members re-share to their own followings, on average 20+ each

≈80,000+

Estimated event reach

Across member stories, our channels and partner amplification

100%

Trusted source

Recommendations from women who actually attended

*This is what we mean by **relevance over reach**: every viewer is one degree from someone they trust.*

BY THE NUMBERS

Right now. *One curated voice.*



4.2M

VIEWS

Fully organic, zero ad spend

1.6M

ACCOUNTS REACHED

Up 22,300% vs prior period

253.2K

INTERACTIONS

Saves, shares, comments and DMs

+11.6K

NEW FOLLOWERS

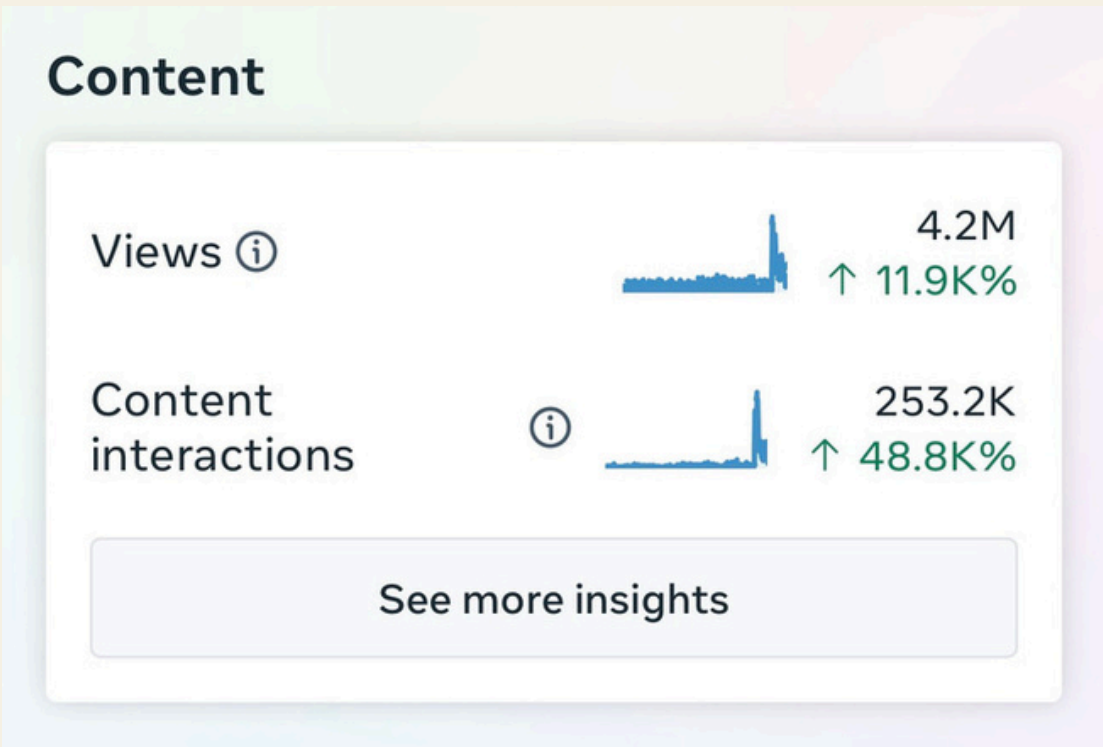
New follows, gained in weeks

Source: Instagram Insights, @amara_circle, July 2026

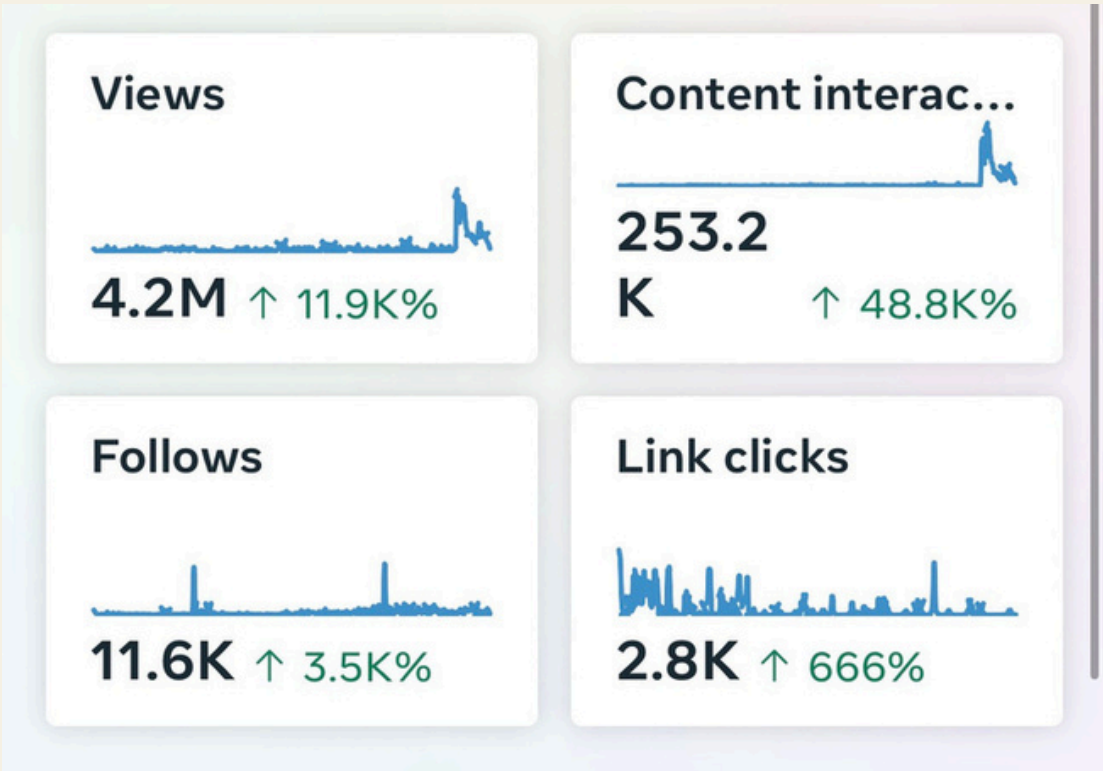
P R O O F , N O T P R O J E C T I O N

Right now. *Straight from Instagram.*

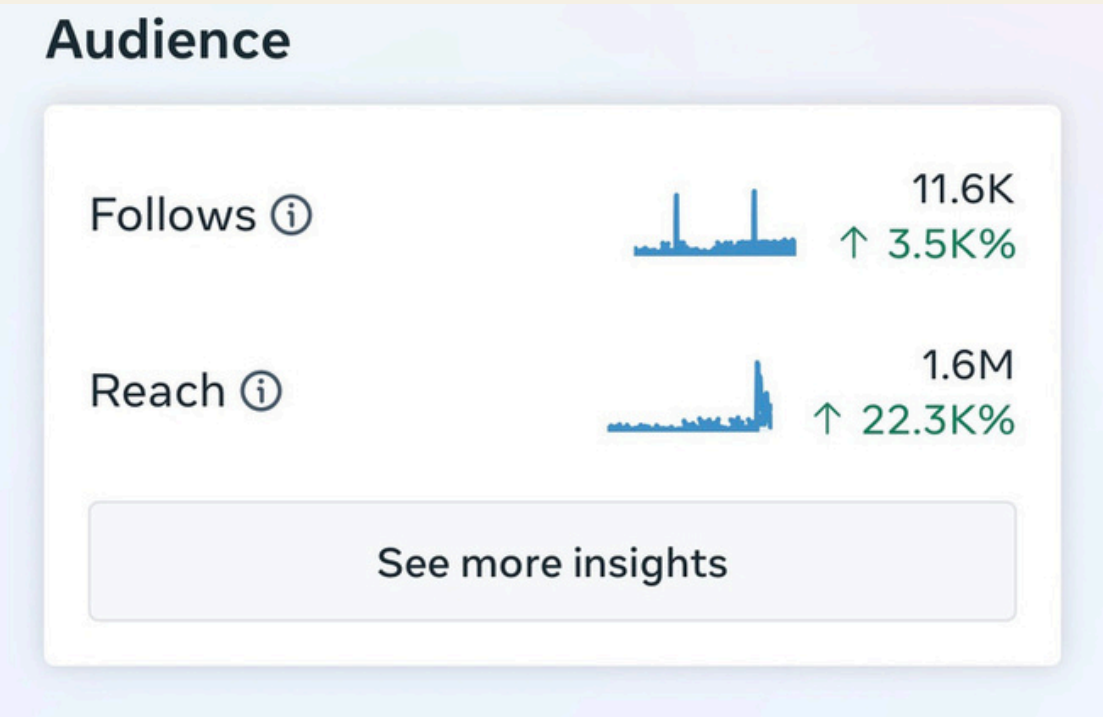
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VIEWS · 4.2M



INTERACTIONS · 253.2K



NEW FOLLOWS · 11.6K

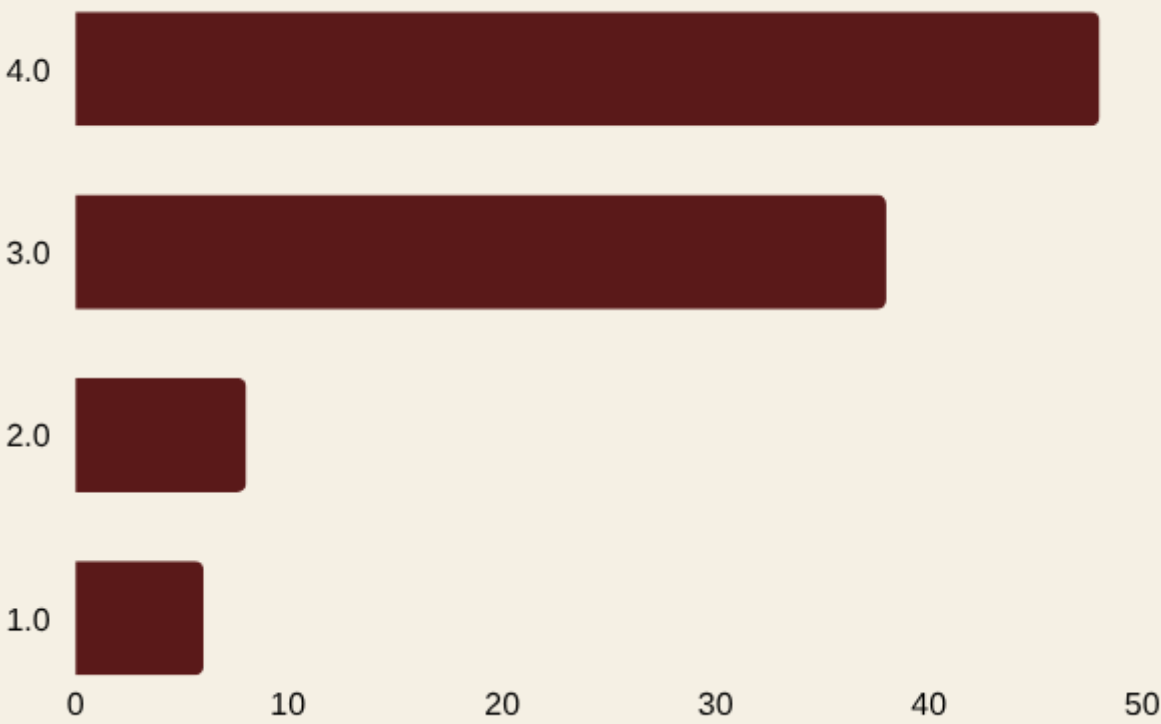
Who is actually *watching*.

Sharply concentrated in the cohort that drives global luxury spend: affluent women 28–45, anchored in Switzerland with international reach across Europe.

AGE & GENDER

78% women

AGE DISTRIBUTION

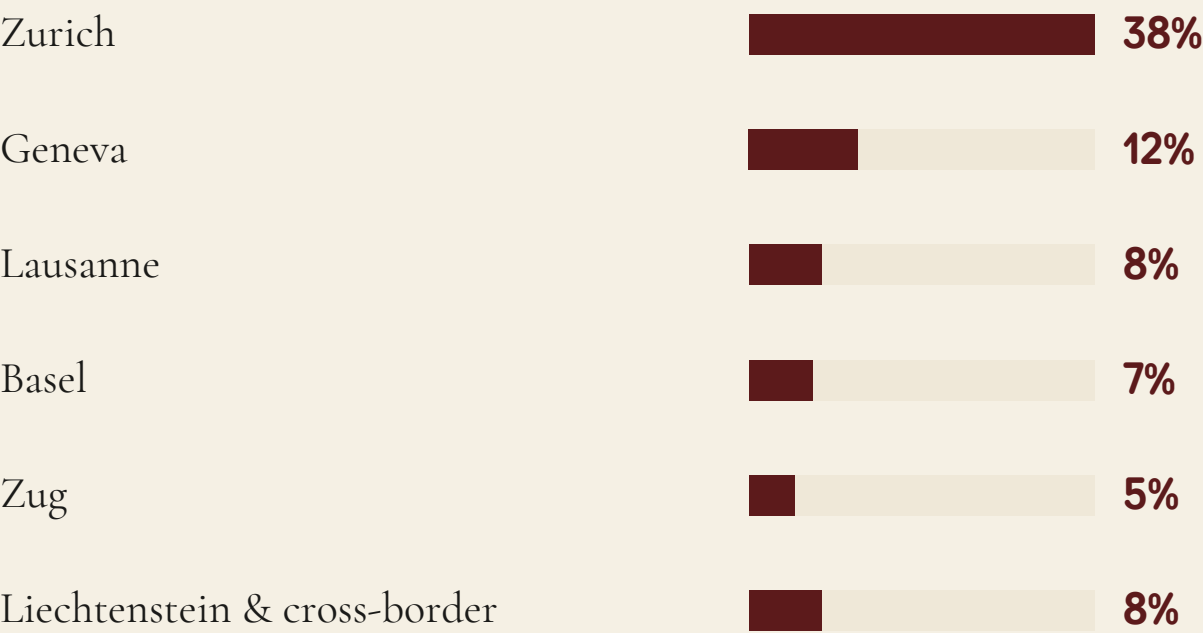


Local roots. Cross-border resonance. *The room Swiss and international luxury brands have been looking for.*

GEOGRAPHY

78% Switzerland + DACH

TOP CITIES



INTERNATIONAL REACH

22% of audience is international

KEY INTERNATIONAL HUBS

- London · Milan
 - Paris · Munich
 - Vienna · Monaco
 - Dubai · New York
- Built for brands wanting to enter or scale across Switzerland and luxury Europe.

T A R G E T A U D I E N C E

Two *personas*. One curated room.

Our demographic (28 to 45) sits inside the strongest luxury consumer group in Europe.

P E R S O N A A

The Established Investor, 32 — 45

Women aged early thirties to mid forties based in Zurich, Geneva, Zug, London and Milan. High disposable income. Strong purchasing autonomy.

Proactive, prevention-focused approach to health and longevity. Values scientific credibility, medical expertise, and refined aesthetics.

Invests in: pilates, private clinics, premium skincare, fine jewellery, high-quality supplements, curated retreats and boutique travel.



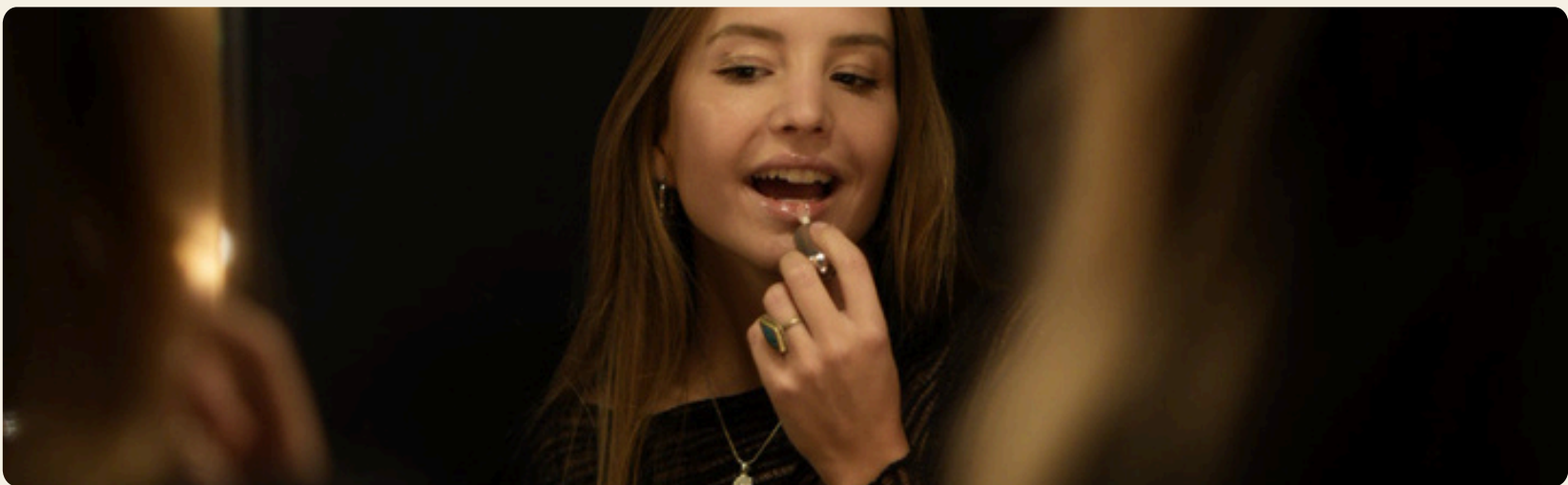
P E R S O N A B

The Aspiring Tastemaker, 28 — 35

Women aged late twenties to mid thirties aspiring to a premium lifestyle, focused on career and personal growth.

Wellness-curious, brand-conscious, and increasingly interested in longevity and self-optimisation.

Seeks guidance, community and trusted role models. Engages with brands that offer education, inspiration and a sense of belonging.



Where the *highest-spending* generations live.



GENERATION	AGE	PURCHASING POWER & BEHAVIOUR	ZURICH PRESENCE
Baby Boomers	61 — 79	High asset ownership but lower active income. Cautious spenders, value-seekers, focused on essentials.	≈14% of Zurich (≈62,000). Significant savings.
Generation X	45 — 59	Peak earning years. Highest median incomes of any generation. Open to new premium products and services.	Significant share of working population. Many in leadership roles.
Millennials	28 — 44	Largest generational group in Swiss workforce (36% in 2024). Driver of consumer trends. Values experiences, lifestyle quality, premium identity-aligned products.	≈20% of Zurich; ≈100,000 residents aged 30 to 39. Around 45,000 women in this group, highly educated and international.

Our sweet spot — Millennials & emerging Gen X — is the *most commercially valuable* cohort in Zurich.

Sources: Federal Statistical Office (Switzerland), Deloitte demographic analysis, NIQ/GfK reports.

REAL ACCESS

A 250-member circle. *CHF 36 to 42 million*
in combined annual purchasing power.



CHF 12 — 14K

Monthly discretionary spend

per Amara member, mid-point

CHF 145 — 170K

Annual lifestyle spend

per Amara member, mid-point

CHF 36 to 42M

Combined annual reach

250 members, conservative mid-point

UPPER BAND (Zug expats, C-suite, partners-of-HNW)

CHF 55 to 67 million combined annual purchasing power

Excludes property, education, household services, partner-supported and gifting purchases.

THE INFLUENCE EFFECT

The numbers *under-state*
the real opportunity.



85%

of household purchases

are made or co-decided by women

80%

of automotive decisions

women are primary or co-decision-maker

92%

of travel & vacation
spend

is female-led

94%

of home & furnishings

decided or influenced by women

THE EXPAT BOOST • Senior expat households in Zurich, Zug and Geneva (banking, pharma, tech, finance) out-spend equivalent local Swiss households by 1.5 — 2.5× in personal-discretionary categories. The Amara cohort skews toward this segment.

In wellness, *community* is the new *media*.

The category playbook has shifted. Modern luxury wellness brands, from longevity clinics and premium skincare to fine hotels, have moved past mass influencer marketing. The brands leading 2026 invest in trusted community presence: showing up where successful Swiss women with real purchasing power already trust each other.

- 01 **Personal categories need peer validation.** *Wellness purchases are intimate. Women want a friend's verdict before a clinical claim.*
- 02 **Curated rooms de-risk new behaviour.** *Trying longevity, biohacking or aesthetics inside a trusted room removes the social risk of going first.*
- 03 **First-party stories beat paid claims.** *"My friend tried this and it worked." That single sentence outperforms any campaign budget.*



Modern luxury doesn't chase crowds.

It chases *curation*.

PREMIUM BRANDS LOOK FOR ROOMS WHERE

- 01 Members match their target client profile: affluent women, 28 to 45, Switzerland.
- 02 The environment reflects luxury values.
- 03 The experience is boutique and intimate.
- 04 The story aligns with lifestyle, wellness and aspiration.
- 05 Their product lives in a context of elevated taste and real spending power.



Amara Circle is built *exactly* for this.

01 — SECTOR FIT

Beauty & *aesthetics.*

MONTHLY SPEND

CHF 400 — 1,500 / month per member

WHY THEY SPEND

Career and social visibility peaks. High-ROI mindset: what actually works, not what trends.

BEHAVIOUR

Quarterly injectables, monthly facials, premium skincare regimens, lasers and aesthetic dermatology.

BEST FIT BRANDS

Medical-grade skincare. Injectables / aesthetic clinics. Premium beauty devices. Clean luxury beauty.

AMARA CIRCLE



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02 — SECTOR FIT

Fashion & *athleisure.*

MONTHLY SPEND

CHF 800 — 3,500 (RTW & designer) + CHF 100 — 400 (athleisure)

WHY THEY SPEND

Style identity solidifies. Capsule wardrobes over trend-chasing. Investment over impulse.

BEHAVIOUR

Globus, Trois Pommes, Bahnhofstrasse, Rue du Rhône. Loyalty to brands that respect their taste.

BEST FIT BRANDS

Boutique RTW labels. Premium athleisure. Capsule designers. Wellness-meets-style brands.



Jewellery & *fine watches.*

MONTHLY SPEND

CHF 500 — 3,000 / month (annualised CHF 6K — 36K)

WHY THEY SPEND

Self-purchase is rising fast. Women buying their own fine watches and meaningful jewellery is the fastest-growing luxury segment in Switzerland.

BEHAVIOUR

1 fine watch every 2–4 years (CHF 8–35K), 2–4 jewellery purchases yearly (CHF 1.5–8K each). Increasingly, no man involved.

BEST FIT BRANDS

Independent watchmakers. Fine jewellery houses. Atelier-led brands like Cherituelle, Lilou Voigt. Heritage maisons.



04 — SECTOR FIT

Premium *automotive.*

MONTHLY SPEND

CHF 800 — 2,500 / month (lease + insurance + ownership)

WHY THEY MATTER

Women influence 80% of automotive purchase decisions, including in households where the man is the registered owner. Often the primary driver of the family vehicle.

BEHAVIOUR

Premium SUVs and EVs (Porsche, Range Rover, Mercedes EQ, BMW iX, Tesla). Quality of brand experience matters more than spec sheet.

BEST FIT BRANDS

Premium automotive (Bentley, Porsche, Range Rover, Mercedes EQ, Audi e-tron). Boutique driving experiences. Charging & lifestyle infrastructure.



Luxury hotels & travel.

MONTHLY SPEND

CHF 1,500 — 6,000 / month (~CHF 18K — 72K annual)

WHY THEY SPEND

Travel is the #1 discretionary category for affluent women. 92% of vacation decisions are female-led.

BEHAVIOUR

4–8 leisure trips and 12–24 business trips/year. Boutique 5★ over chain. Bürgenstock, Gstaad Palace, Suvretta House, Dolder Grand. Often choosing for the whole family.

BEST FIT BRANDS

Boutique 5★ hotels. Alpine retreats. Wellness resorts. Private villa rentals. Premium airline cabins. Curated travel concierges.



Longevity, wellness & *biohacking.*

MONTHLY SPEND

CHF 300 — 2,000 (longevity) + CHF 250 — 800 (fitness)

WHY THEY SPEND

Switzerland is #2 globally for per-capita wellness spend (USD 5,737/yr per GWI). Shift from looking good to aging well.

BEHAVIOUR

Annual longevity programmes, ongoing IV/peptides/HRT, premium pilates studios, retreats.

BEST FIT BRANDS

Longevity clinics (AYUN, Clinic Utoquai, Longevity Center Zurich). Supplements & nutraceuticals. Hotels & spas. Retreats. Wellness tech.



COMPETITOR LANDSCAPE

Where we sit *uniquely*.



	AUDIENCE	EVENTS	POSITIONING	BRAND FIT	LIMITATION
AMARA CIRCLE	Women 28–45, affluent, wellness-driven	Boutique retreats, curated wellness, exclusive gatherings	Luxury + wellness + selective	Luxury beauty, wellness, hospitality, fashion	None — uniquely positioned
Era Zürich	Women 20–35	Yoga, matcha, casual wellness	Casual wellness	Activewear, nutrition	Not luxury, not curated
The Girl Code	Women 18–40	Large social events	Fun, community	Mid-range lifestyle	Too broad, too big
In Vibrant Co.	Women 30–45	Elegant lunches	Networking luxury	Hospitality	No wellness pillar
Ladies Circle / BPW	Women 25–55	Philanthropy / professional	Formal	Corporate	No lifestyle / luxury aesthetic

We don't compete on size. We compete on *the quality of the room*.

Every woman in the room is *chosen*.

Amara Circle is invitation-led, with a private application process. We curate every guest list against brand fit, life stage, and the energy of the room. Brand partners can request a tailored guest list. We deliver it.

01

Application

Every prospective member applies privately. We review profile, intent, and brand alignment before any invitation goes out.

02

Selection

We choose women who reflect the values of the room: taste, depth, generosity, real interest in growth and longevity.

03

Brand Matching

For each event, we hand-select members whose lifestyle, audience and aesthetic match the partner brand. No mass invitations.

04

Protected Room

We protect the room. If a profile no longer fits, we adjust quietly. Quality is non-negotiable.

*A full room is not success if the room is wrong. **We protect the room.***

A selection of rooms we have *already built*.

A look inside past Amara Circle events. Longevity mornings, beauty rituals, long-table dinners, movement sessions and brand-hosted experiences across Zurich and beyond.



Ambassade Biologique Recherche



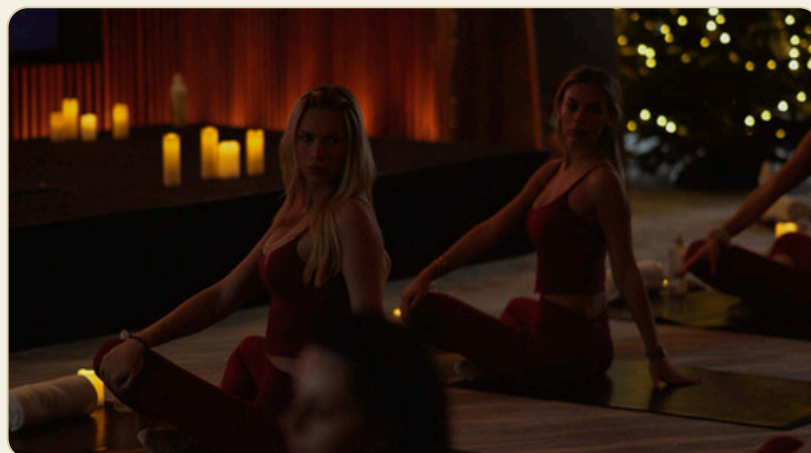
Villa Honegg Spa Afternoon



Five Zurich Pool Morning



Mandarin Oriental Piano Yoga



Christmas Special



Aesthetic Beauty Afterwork



Holmes Place May Series



Longevity Salon

Every event designed to look as beautiful in real life as it does in content.

Three *entry points* for partner brands.



01 Product Integration

Your products inside exclusive Amara Circle goodie bags or event activities. Discovery in context, not interruption.



02 Private Brand-Hosted Events

We host a curated event with you. Members wear, use, taste, and experience your product in a setting designed for storytelling.



03 Retreat & Sponsorship

We promote your retreat, hotel or wellness sanctuary to our members through our channels and private member groups.

What *Amara Circle* takes care of.

Strategic partner. Not just an event organiser.

01

Event Strategy

Strategic concept and positioning. Full on-site organisation, hosting and execution.



02

Ticketing

Premium ticketing, guest management and conversion via Luma + Stripe.



03

Content

Social media communication and visibility. Co-created marketing and brand storytelling.



04

Analytics

Targeted guest curation using our member database. Selection of guests who fit your brand.



05

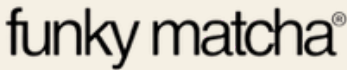
Tools

Instagram, Luma, Stripe Payments, Mailchimp newsletters, WhatsApp member groups.



Chosen by brands that *choose carefully*.

A selection of the brands we have hosted, styled and told stories with inside the room. Longevity clinics, beauty houses, fashion labels, hotels, automotive and fine drinks.



Every partnership is built on trust, taste and repeat potential.

What *brand founders* say after working with us.



“Amara Circle brings together women who don't just attend events, but engage, ask questions, and invest in their health with real curiosity and discernment. The collaboration felt natural and perfectly aligned with our philosophy.”

Ildiko Sirman

CEO, AYUN Health (Longevity Clinic)



“These were not static product shots, but real women embodying strength, softness and confidence, exactly what NUUDE stands for. Amara Circle understands how to translate fashion into experience and storytelling.”

Carol Winkler

CEO & Founder, NUUDE (Athleisure Brand)



“What stood out most was the conversion. Many guests became paying clients shortly after the event, and the quality of the inquiries was noticeably higher than from traditional marketing channels.”

Maja Martell

Founder & Owner, Glowly Zurich (Beauty Clinic)

LET'S TALK

The most powerful brands
are not
discovered.

They are *experienced*
and then
chosen.

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