



A Biography of David Johnstone

With over 20 years' experience in the luxury and lifestyle sector, Johnstone has an innovative approach to the creative commercial sector with proven success in the creation, development and implementation of a wide range of luxury, leisure and media related marketing initiatives.

After a Management Training Course and nearly 5 years at the Grosvenor House Hotel, Johnstone went on to found the first ever Lifestyle Management company: the Savile Row of Tailor Made England. The experience allowed Johnstone to take his expertise in the lifestyle world into the sophisticated concept of the Renaissance Club, the online members club that made headlines with its revolutionary 28 parties in 28 days.

Johnstone organised over 300 parties during his 4.5 years as Managing Director and his network portfolio was awe inspiring. From organising the Super Car Rally of 2000 from London, Germany, Budapest, Vienna and eventually to Prague, to an

event at the Palace for the Queen's birthday, Johnstone unquestioningly solidified his reputation in events.

Since 2004, and the creation of Key-2 Luxury, allowing VIP key ring holders delicious access to the world of the super chic with its impressive network of privileges. Johnstone created a corporate gift unlike any other. The Key-2 Luxury key ring caught the attention of hedge fund legend and philanthropist Stanley Fink, who in 2007 teamed his name with Johnstone and became a partner with the creation of Free Holdings, a conglomerate of luxury, philanthropic, loyalty and lifestyle businesses.

Johnstone went onto create globalpr.net, Champagne for Life, The Global Party, The Global Charity Trust, The Movement 365, ChariTable Bookings, and now possesses over 30 businesses within the luxury lifestyle company Free Holdings continues ever increasing its reach and synergy.

Johnstone's and Fink's holding company Free Holdings is keenly watched by press and admirers. Johnstone is a recognized luxury lifestyle and media expert.

For further information:

www.freeholdings.net

www.globalpr.net/davidjohnstone

www.palladiumpr.com