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Influential Males

The PRINCE of Luxury NOEL SHU

GOOD LIFE CONNOISSEUR TURNED LUXE MARKET MOGUL
CONTINUES TO MAKE AN IMPACT ON HIGH-END INDUSTRIES

BY: MERILEE KERN, MBA

With a moniker like "The Prince of Luxury," it's clear that Noel Shu is no ordinary entrepreneur. This 27-year-old self-made millionaire has accomplished more in business than many do in an entire lifetime, already boasting a client roster that includes billionaires, celebrities and royal families. So keen is his business acumen and venerable his reputation, Shu's clout earned him a VIP invitation to the last US visit of China's president, Xi Jinping, alongside other revered titans of industry such as Bill Gates and Jack Ma.

Today, Shu brings his wealth of expertise and impeccable panache to the global luxury goods market where he spearheads ultra-super-premium products such as the finest champagne, wine and spirits as well as extraordinary multi-million dollar jewelry and timepieces of unparalleled quality - all targeted to discerning consumers on both sides of the Pacific, including China's elite, who demand the absolute best in taste and quality.

Aside from having served as a managing partner at the extolled beverage agency Prodiguer Brands (perhaps best known for selling the most expensive single bottle of champagne in the world, Gout de Diamants, for a staggering \$1.8 million), Shu's own company, Un Joyau Majestueux, recently launched its own wine brand,

Majestic Ruby. This exciting new expression made its world debut at the 2017 Oscars Celebrity Luxury Lounge at the Beverly Hilton Hotel Penthouse where it was reportedly celebrated by an array of Hollywood A-listers.

Further demonstrating his prowess in the world of fine wine, Shu is also a lauded sommelier and one of the world's leading experts on Chinese wine culture. In fact, he authored the book, "China Through a Glass of Wine," which offers a fascinating examination of China's burgeoning wine industry from an insider's perspective. From China's rich cultural history to its political climate, this title takes readers on a captivating journey through the country's viticultural victories and hopes for the future.

Another of Shu's latest ventures is a film production company, 1768 Entertainment, which brings Shu's love of luxury to the entertainment industry in the form of compelling documentaries, stories inspired by real events and suspense tales with an Asian influence.

What follows is an enlightening Q&A with this millennial mastermind through which he offers insider perspectives and lifestyle advice of note for those who like to roll like royalty (or want to look like they do). Image is everything as they say.

