

**Adele Blair**, founded Blair Lifestyle Management in Brisbane in July 2006.

Blair Lifestyle Management provides both personal concierge and lifestyle management services to both domestic and corporate clients. Blair Lifestyle Management was the first personal concierge organisation in Australia to be awarded a luxury residential contract with Mirvac.

In December 2009, Adele took her love of organising one step further and opened an online store, Green Apple Organising "The Marketplace for fresh organising ideas in bite size pieces". Green Apple Organising is a destination store offering organising product (some exclusive to Australia), information and education.

In June 2010, Adele together with Kay Marco of Hectic Helpers and Shelly Shaw of Time Squared created the Institute of Concierge and Lifestyle Managers, known as iCALM. iCALM is the only locally based industry body for the Concierge and Lifestyle Management industry.

Adele is a Certified Concierge Specialist (awarded by the International Concierge and Lifestyle Management Association), an Accredited Expert Professional Organiser (awarded by Australasian Association of Professional Organisers), in October 2010, Adele was named as Finalist in the Telstra Business Women's Awards.

Adele spent 20 years working in the corporate world in London, Sydney and Brisbane as a Personal Assistant, a Recruitment Consultant and National Administration Manager of an International Recruitment Agency.

Adele lives in Brisbane with her husband Anthony.



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