

# Charlotte Entrepreneur Puts VIP Touch On The Welcome Wagon

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**CHARLOTTE, NC, December 6, 2017**—Charlotte artist, entrepreneur, and philanthropist Victoria Schweizer has created a boutique niche business to complement the real estate and executive relocation markets that are so much a part of the lifeblood of this vibrant city.

**Southern Luxurie** has upgraded the traditional ways of welcoming newcomers to the neighborhood. Victoria's elaborate gift baskets include lavish products and services from the best businesses around Charlotte. Personalized delivery costs between \$100 and \$250 but the contents of the gift baskets are valued in the \$5,000 to \$10,000 range and mimic the swag bags given to celebrities at the **Oscars®**.

“People relocating to the **Queen City** are now being rewarded for their wise decision to do so. Moving to a new city can be a stressful and complicated venture” says Schweizer, adding “We provide promotional items from the finest businesses in each neighborhood which takes all the guesswork out of trying to figure that out on their own.”

Realtors, executive recruiters, and relocation specialists, among others, are showing their appreciation to new residents with these decadent baskets. Luxury realtor **Jordan T. McGee** says, “Victoria's infectious energy coupled with an insider's scoop to the Queen City was an ideal way to welcome my clients to their new home.”

Recent transplant **Sushant Shetgeri** said, “Meeting Victoria turned out to be extremely helpful for me, being new to Charlotte. The gift cards were extremely helpful and I got to know a lot of great things about this city very quickly.”

Schweizer also looks forward to opening offices around the city and state. She says, “It's a way for others to develop a new source of income in a tight economy.”

*About Southern Luxurie:*

*Southern Luxurie is a regional initiative to welcome relocating residents to Charlotte by providing them the tools necessary to navigate their new city. Gift basket contributors include monetary gift cards, products and complimentary services as incentives to meet these newcomers. For more information and to see some of the items in the gift baskets please visit [southernluxurie.com](http://southernluxurie.com).*

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