

Les Clefs d'Or

Breidenbacher Hof concierge Lasse Zimmermann receives Golden Keys

Düsseldorf, 29. Juli 2025 - The Breidenbacher Hof extends its warmest congratulations: Lasse Zimmermann, Personal Assistant in the hotel's Concierge Team, has been admitted to the prestigious association *Les Clefs d'Or* - a globally respected recognition for outstanding concierge services in international luxury hospitality.

Since July 2022, Lasse Zimmermann has been part of the Breidenbacher Hof. His induction into the association officially honors his continuous dedication, professional excellence and genuine commitment to guests over the past two years. The Golden Keys are awarded exclusively upon recommendation by an existing member and after a thorough review by the national chapter.

With this achievement, Zimmermann joins an exceptionally exclusive circle: currently, there are only three concierges in Düsseldorf's luxury hospitality sector, two of them serving at the Breidenbacher Hof, distinguished by the emblem of *Les Clefs d'Or*. This rarity highlights both the significance of the award and the exceptional service standard of the hotel.

„It is a special honor to be part of this international community. For me, it is not only a privilege but also an incentive to support our guests every day with true passion, attentiveness and love for detail.“

- Lasse Zimmermann, Personal Assistant & Les Clefs d'Or Concierge

What does Les Clefs d'Or mean?

Les Clefs d'Or ("The Golden Keys") is the world's leading association of professional hotel concierges. Founded in 1929, the organization today has around 3,500 members in over 45 countries.

Admission requires not only many years of experience in high-end hospitality, but also an excellent reputation, profound expertise and the mastery of making the impossible possible. The two golden keys worn on the lapel are an internationally recognized seal of quality, symbolizing top-level service, absolute trustworthiness and a network that benefits guests worldwide.

Members commit to upholding ethical standards and continuous professional development to fulfill guests' individual wishes reliably and discreetly - whether arranging a limousine for Fashion Week, securing a table at a fully booked restaurant or finding a medical specialist on short notice.

Concierge excellence in the heart of Düsseldorf

Lasse's admission once again underscores the exceptional service philosophy of the Breidenbacher Hof. With him and Head Concierge Shannon Diem, two members of the team now carry the *Les Clefs d'Or* emblem - a true sign of lived excellence and international recognition.

As a Personal Assistant, Lasse Zimmermann is the guests' first point of contact - personal, attentive and dependable. He embodies not only the highest service quality but also a deep understanding of cultural expectations, local expertise and human sensitivity.



About BREIDENBACHER HOF:

Located directly on the famous Königsallee shopping boulevard in Düsseldorf's historic city center, the Breidenbacher Hof combines modernity and lifestyle with a rich past and heritage. This traditional hotel offers its guests a complete feel-good experience. Thanks to the team's first-class, personalized service and a finely curated, diverse range of offerings, a stay at the Breidenbacher Hof becomes truly unique. Owned by a Kuwaiti family, the hotel is a member of the exclusive association *Small Luxury Hotels of the World* and part of the *Selektion Deutscher Luxushotels*. The hotel is managed by Cyrus Heydarian, Managing Partner of the operating company.

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