

SOME days I still can't believe how lucky I am to do my job. I can be in Monaco one day, Los Angeles the next, at a lavish ball one minute or an exclusive party at a billionaire's mansion in the same evening – all in the name of duty.

My eyes are trained to constantly seek out suitable dates for my wealthy clients and such destinations and events are a veritable hunting ground. Even the first-class cabin on international flights has proved fruitful for finding dates.

I've got a degree in psychology and a masters in occupational psychology and it was my ability to get into the psyche of everyone from managing directors of multinational organisations to members of the aristocracy that led me to the ultra-exclusive dating agency, Seventy Thirty, 18 months ago.

Our clients must have at least £1,000,000 in liquid assets to become members and undergo a rigorous psychological assessment when they first join so we can get under their skin and determine what they are looking for in a companion.

The basic package costs £12,000. This buys a client our matchmaking services within the UK for a year. For £30,000 the platinum package guarantees them a year's unlimited international matchmaking, while other clients opt for our £60,000 12-month Black Star membership which secures them their own personal dating consultant who will work eight hours a day, five days a week to find them a date anywhere in the world.

People are always intrigued by my job and even more so by the vast sums of money clients will pay for a dating headhunter. For despite their wealth, many of my clients are deeply unhappy because they don't have a special person to share it with.

Most of them find traditional methods of finding a date – meeting someone in a bar or at a party, for example – completely unsuitable. They have assets and wealth to protect and tend to be very shy people who are often bewildered by how or where they should look for a soulmate. That's

## 'Despite their riches my clients are unhappy'

where I come in. Once I've taken a brief from a client and assessed his or her needs, it's time for me to start headhunting potential dates.

It can be hard to find dates for men. Wealthy men are often happy to date professional but not necessarily well-off ladies. Men still like to be the protectors and providers in a relationship, whereas rich women want to date rich guys.

Their past experiences have taught them that most men can't handle a woman who is earning more than they do, so they believe they stand a better chance of a long lasting relationship if I match them to a man who is their financial equal.

JEAN, a 45-year-old French aristocrat, has taken out a £30,000 platinum package for a year's unlimited international matchmaking. When I met him recently for lunch at the Ritz in Paris he confessed that his greatest problem is that women are constantly intimidated by his riches and upbringing.

He is looking for a tall, slim, natural beauty – like Brigitte Bardot in her heyday – who feels comfortable at high society polo, yachting and horse racing events. She must also be knowledgeable on world affairs so she can converse with his acquaintances.

I expected him to be more choosy but was pleasantly surprised that he was relatively open-minded and realistic.

Others are more demanding. One wealthy client told me he wanted only women with straight hair and another insisted on dates who lived within a 15-minute walk of his home so that he could fulfil a romantic notion of strolling through the moonlight with them after a night out.

Jean thinks it unappreciated to chat women up at social events, isn't attracted to any of the singletons in his inner circle and doesn't want to spend another three years searching for love, which is why he hired me.

With a clear idea of Jean's perfect date, it's now my job to mix in the same sort of wealthy, upper class circles that are part of his normal life in order to find suitable dates for him.

Thankfully my upbringing, in an affluent part of County Ireland by my horse-obsessed mother and architect father, has left me accomplished at

# Will travel the world to find your perfect partner

Working for the world's most exclusive dating agency, Rachel MacLynn, 28, scours the planet for love matches for lonely millionaires. She tells SADIE DODDS about her glamorous, jet-set lifestyle

social events. My parents threw parties and dinners and we had wealthy friends so I grew used to socialising at a young age. I don't feel intimidated by the vast wealth of my clients and I always try to remember that half of them came from nothing.

It's not difficult to get invitations to high-society events and parties because I network constantly and, like most people, the upper classes are intrigued by my job and eager to put forward their rich single friends as potential dates for my clients.

I have one male client, a 40-something multi-millionaire hotelier, who has designs on a trophy girlfriend. She must have brains and beauty, support him in his career, be engaging at social events and play the perfect hostess in their own home.

He's dated international supermodels before but found them shallow so he joined Seventy Thirty and briefed me to find a better calibre of girlfriend, with good social etiquette to boot.

Another British client, Alex, is a Daniel Craig lookalike who currently lives in Dubai where he finds it hard to meet the right sort of woman because so many shallow people are attracted by the flashiness and wealth of the Middle East. Dubai is full of the very women with their boob jobs, pumped-up pouts and Botoxed foreheads – that Alex wants to avoid. When I visited recently, I went with a

'Men can't handle a woman earning more'

**MATCHMAKER:** Rachel MacLynn sets off on her quest to pair up the beautiful and brainy with the wealthy singles

Picture: PAUL WITTEK/IC; Detail: SALOME MUNJO; Hair and makeup: NICOLE ARTER; Dress: DEBENHAME

multi-millionaire contact of mine and his friends and got talking to a beautiful Danish lady, a former model turned businesswoman. At the mention of Alex her eyes sparkled so I put her through our usual rigorous interview process then presented her details to Alex.

The pair are now organising a dinner date in Dubai.

One female client, a wealthy businesswoman in London, tasked me with finding a gorgeous, equally successful man. I went to lots of City balls and matched her to a lovely man I met who actually knows some of her friends already.

In my hunt for the perfect dates, I target classy parties, balls, events and drinks receptions in clubs, art galleries and designer boutiques where I know there will be lots of beautiful men and women.

But I have to be on my guard against gold-diggers. I can usually spot them a mile off because they are too vague about the type of man they are looking for – one 32-year-old woman told me she'd be happy to date a pensioner. That's a good indication that all she's interested in is the contents of his wallet.

Genuinely interested women focus on the personality traits, such as drive and ambition, which they find attractive in a man, as opposed to his bank balance.

Many are turned off by inherited money, wanting a man who is self-made.

It's hard to switch off and relax at parties as my eyes and ears are always trained to look for potential dates.

Most importantly, I can't afford to get stuck in conversation with the archetypal party bore who will be of no use to me.

In this job I need to be immaculate at all times so there's no room for hangovers, jaded skin or eye bags. I keep a designer wardrobe at the office so I can be in a Chanel suit one minute and a Versace evening gown the next.

I work out at the gym, eat a healthy diet, have only the odd glass of champagne at social events and get as much sleep as I can.

**K**EEPING on top of my own social life is another job in itself. I don't work weekends, preferring to spend time at home in my flat in Putney, London. I plan my diary months in advance to make sure I have time with friends, family and my boyfriend Graham, an entrepreneur I've been dating since the spring.

In the 12 months since I started this job, I've seen half a dozen couples I've matched move in together and many others enjoy blissful dates. I've also helped widowed clients find new partners and happiness again, which is enormously rewarding. But marriage isn't the ultimate goal for most of our members. They are so rich that the idea of things going wrong and ending in a costly divorce is incentive enough not to tie the knot.

I love finding Mr and Miss Rights for all my clients and, exhausting as it can be, my job is also undeniably exciting.

Not many people get to mingle with some of the world's most successful individuals and the fact that I can still make a difference to someone who, in every other respect has everything, is an unbeatable feeling.

• For further information about Seventy Thirty, call 020 7863 8880 or visit [www.seventy-thirty.com](http://www.seventy-thirty.com)