

Culture, Community, And Curation

An Interview with Jennie Enterprise, Founder and Chief Executive Officer, CORE:



Jennie Enterprise

EDITORS' NOTE As a life-long entrepreneur, Jennie Enterprise's passion for entrepreneurship was evident at an early age when she developed her first business at just 13 years-old: a tennis camp on Shelter Island where she spent summers with her family. Later, as a student at Fordham University, she founded her second business, an on-campus entertainment company that activated university spaces with curated cultural events. By the time she graduated from the London School of Economics and Fordham Law School, Enterprise was already developing her vision for a new kind of business, one that would meld her twin passions for community-building and curation. In 1995, that vision was realized as Reebok Sports Club, which later would be credited as the precursor for the "lifestyle club" category. In 2001, she founded CORE: as a membership-based lifestyle company.



COMPANY BRIEF Founded in New York City in 2005, CORE: (thecoreclub.com) reimagined the tradition of private communities, moving beyond the old model of rule books and dress codes, and innovating an approach in which freedom, independence and happiness would be the new center of gravity. CORE: would be defined by community with culture and curation at its heart. Today, nearly two decades later, the CORE: story of transformation continues, with a new home for CORE: New York and a global expansion underway, beginning with CORE: Milano.

What was your vision for creating CORE:, and how do you define its mission?

I began developing CORE: in the early 2000s. It was a transformational moment in our world. The boundaries between work, play and culture were starting to blur. The most dynamic individuals I knew were all citizens of the world who were relentlessly curious, actively seeking out the unlike-minded, and approaching life as a journey of discovery. I created CORE: for those extraordinary individuals.

We were early to the space and CORE: reimagined the tradition of private communities, moving beyond the old model that relied on rule books and dress codes, and embracing an ethos of freedom, independence, and happiness, where culture, community, and curation animate everything we do.

How do you describe the CORE: experience?

Our members are immersed in a world defined by dynamic and engaged community, expertly curated cultural programming and events, remarkable art and architecture, exceptional culinary experiences, luxury suites, leading-edge wellness and body care – and all within landmark properties. Our community is global and curated across 13 distinct industries, so the synergies that come out of that as members share their expertise and experience worldwide is truly extraordinary.

CORE: has never been transactional, so our relationship with our members has spanned the



CORE: New York Leo's Bar and Speakeasy (above) and 555 Restaurant (top)

chapters of their lives. Our members also know that we value privacy and discretion above all.

Will you provide an overview of the clubs?

We are deeply committed to capturing and celebrating the soul of each location, so we seek out landmark properties that are in a dialogue with their city or setting. Our new location in New York is in the beating heart of Manhattan at the iconic address of 711 Fifth Avenue. This legendary building, originally built in 1927 and designed by Bethlehem Engineering Corporation, once served as the headquarters of such famed corporations as Coca-Cola, NBC, and Columbia Pictures. Now our all-new home, which was reimaged by m2atelier, the Milano-based architectural and design firm, spans 60,000 square feet across the top four floors and includes 6,000 square feet of terrace space which offer views of both Fifth Avenue and Central Park. Our striking lobby was conceived by world renowned architect Peter Marino.

In Milano, our stunning palazzo spans six floors and is just steps away from the Duomo, tucked away on Corso Matteotti, one of the most sought after, elegant locations in this cosmopolitan city. m2atelier is restoring the palazzo to the highest of standards with thoughtful sensitivity to its rich and layered history. With abundant terraces, a beautiful courtyard, and a stunning series of culinary, wellness, and entertainment spaces, CORE: Milano will add an entirely new dimension to the Milanese way of life.

Where do you see the greatest opportunities for growth for CORE:?

We are actively seeking out destinations and gateway cities that are as internationally relevant and as culturally dynamic as New York. Our global expansion began, of course, in Milano where we have an extraordinary community, and in five to ten years, we will be well established in Europe, but also far beyond. As far as the U.S. market, we are looking at two additional locations in the coming years.



CORE: New York suite

How critical has it been to build the CORE: team, and will you discuss CORE:’s investment in training and service?

CORE: is a collective performance. The strength of our teams and our culture is essential. Our mission is to identify world-class talent and then curate the conditions for their success, which means giving them the freedom and independence to bring the full range of their individual brilliance and creativity to the table. The qualities we look for in our members are exactly the same qualities we look for in our team members: being unlike-minded, relentlessly curious, having a global perspective, and approaching every day as a journey of discovery.

In terms of training and service, that’s a commitment that we make every single day, because we are consistent, insistent, and persistent when it comes to endlessly refining and perfecting our member experience. It’s not

about training days – although those are essential – it’s about creating a mindset of excellence.

How do you focus your efforts leading CORE:, and what are the keys to being effective in the role?

Leadership is about vision and communicating that vision in a way that inspires. It’s about mission-setting, and it’s about empowering people to be creatively imaginative and bold in their thinking. It’s also about showing up every day with absolute passion and commitment, and ensuring that the spirit of the brand, our founding principles and ethos, live in our thinking and our execution every day.

Did you always know that you had an entrepreneurial spirit and desire to build your own business?

Always. I curated my first community when I was 13 years old, which was a tennis camp on Shelter Island where I spent summers with my family. Then, when I went to college, I created an on-campus entertainment company that activated university spaces with curated cultural events. From there, I was deeply involved in the development of Reebok Sports Club, which was credited as the precursor to the “lifestyle club” category. And then I founded the CORE: club. So, there’s a straight line in my entrepreneurial journey from 13 years old to today, and culture, community, and curation have been the foundation of it all.

What advice do you offer to young people beginning their careers?

Be relentlessly curious. No matter if the task in front of you seems small and inconsequential, do it to the absolute best of your ability. Make excellence and consistency your personal brand. Be a great partner to those you work with and be the person who inspires the room with your resourcefulness, resilience, and optimism. Have ambition for yourself and a vision and then pursue it with passion and humility. And have fun – embrace it all as an adventure and a journey of discovery. This is what I try to instill in our young talent. ●



CORE: New York’s terrace overlooking Fifth Avenue