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# WORLD

## art of life

### Headhunters seek out perfect match

**LONDON, England (CNN) -- Too busy with their careers to find love, Nicole Harcourt and Jasper Self have put their fate in the hands of a dating matchmaker with a difference.**

Susie Ambrose is the director of London-based dating agency Seventy Thirty.

Her bespoke business is not for everyone, though -- you need to apply if you do not have \$2 million dollars in liquid assets.

"Our members who are wealthy, dynamic, fantastic, intelligent and very interesting people," she told CNN.

"And our employees, our team of experts, come from either psychology, psychotherapy or psychoanalysis background. They absolutely understand people's needs and their desires in life."

An annual membership starts at \$24,000 and goes up to \$110,000.

This black star level provides a 24-hour matchmaker and gives protection from gold-diggers.

For all members, if a suitable match is not on Susie's books, her team will go and track him or her down -- a so-called dating headhunter.

"What's different with us is that we do not rely on our pool of members. We go out and we head hunt constantly," Ambrose said.

"Because if I was just to sit and wait and rely on my membership, members would be unsatisfied and they would wait forever because everybody has different desires and different expectations."

But before clients can meet prospective partners, they have to go through the paces.

First up, a visit to the dating coach.

From here, the information goes on to form a client's profile -- this is what potential matches will read.

London design and event planner Nicole Harcourt, 33, and Jasper Self, 33, an art dealer, had a date together, arranged by Seventy-Thirty.

Both have a passion for art and Ambrose sees a potential to spark.

In the business of dating -- first appearances do count. So to make sure members exude the right image, a style consultation is offered.

And the verdict?

"Really, really enjoyable. Great fun, had lots of good conversations, enjoyed some fantastic fine wine, and ended up leaving at about 1:45 a.m. Kind of late, so I guess we got on, if you think about it that way," Self told CNN.

Harcourt also told CNN the date had been a success.

"We've arranged to see each other again. Initially it was to go for a jog, but now we're going to meet up for dinner. So it will be nice, looking forward to it," she said.

Could this be true love? If not both can be assured that Susie and her team will keep searching for their perfect match.

— CNN's Diana Magnay contributed to this report.



**Londoners Nicole Harcourt and Jasper Self gave Seventy Thirty's service a try.**

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Would you trust a dating headhunter to find your perfect date?

Yes

No

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