

# AVENTURA™



## Hot Stuff

Annabelle Wallis

Sizzles in *X-Men: First Class*

## All in the Family

Moms who work—  
and make it work—  
with their kids

## Nicole Richie

brings her hippie-  
chic style to Aventura

## PLUS

Bespoke vacation  
planners:

They'll make your  
dreams come true



THIS PAGE: A man rows across Hangzhou West Lake in the Zhejiang province of eastern China.

OPPOSITE, FROM TOP: Sights to be seen on various itineraries from Brown+Hudson include the Mu Ta Wooden Pagoda, built in 1056, and The Hanging Monastery, built into a cliff near Mount Heng in China's Shanxi province; breathtaking wildlife and the warm, welcoming natives of Rwanda.

High-end travel planning services have got what it takes—and what you need—to take the bespoke vacation of a lifetime.

# At Your SERVICE

By Lori Capullo

THE IDEA OF TAKING A LONG, LUXURIOUS VACATION in an exotic locale is a fantasy many of us share. But the mere thought of having to figure out the logistics—how long to stay, how many days to spend in each place if there are multiple locations on the itinerary, which airline to fly and which airport to fly into, and how to maximize the entire experience if you've never been to that destination before—can be mind-numbing enough to make you forget the whole idea and just spend your vacation in the backyard instead.

But there is a way—a better, more effective way at that—to get what you want without spending endless hours parked in front of your computer, Googling until your eyes cross. It's by using a travel company that specializes in creating bespoke travel experiences—that is, custom-designed to the finest detail—for its clients. Unlike piecing together the components of your trip one by one, by yourself, hoping for the best, such experts will craft an itinerary that can include your every wish, ensuring that your precious dollars—and even more precious vacation time—are perfectly spent.

## BROWN + HUDSON

The veteran team of passionate travelers that makes up Brown + Hudson has mastered the art of creating exquisitely crafted, truly bespoke travel experiences tailored to fit individual tastes, interests and personal style. Each one-of-a-kind trip enables even the most discerning traveler to explore the world on his or her own terms.

Led by principal Philippe Brown, and with the help of expert trip planner Oliver von Holzing, Brown + Hudson creates and leads trips in regions where the team is able to draw from firsthand experience, including Europe, Africa, Asia, the Americas, Middle East, Antarctica and more. Excursions are brought to life through in-depth reconnaissance and local connections, with itineraries drafted from scratch based upon clients' individual needs. From themed trips focusing on culture, wellness, wildlife, and culinary interests to global voyages highlighting the far corners of the world, each Brown + Hudson trip is custom designed and impossible to duplicate.

Philippe Brown's background is rooted in the reality of travel and in delivering incredible travel experiences. For 16 years, Brown traveled the world researching destinations and trips for the most demanding clientele. Along with a team of expert guides or specialists, he would personally escort the clients during their experience. It is this hands-on connection that formed the basis of what became Brown + Hudson.

While many travel companies will sell packages and tweak or customize them to make them "bespoke", Brown + Hudson's trip planners take a blank sheet of paper and craft each trip from the ground up. The planner considers and visualizes the on-the-ground, minute-by-minute likely reality of the experience, along with plenty of alternatives and "what if" scenarios to ensure total flexibility. Once a client approves his itinerary, a Brown + Hudson guide is dispatched to work with local guides to ensure that the trip goes off without a hitch, help the client avoid unpleasant surprises and throw in the sorts of surprises clients will love. The client has the choice of whether the guide will be present as they travel, or remain discreetly in the background.

### The Trip Planning Process

The process begins with a getting-to-know-you visit. Brown + Hudson's trip planners fly to meet clients or a clients' representative (such as a personal assistant) to conduct a trip planning interview, where they will discuss the client's preferences, wishes and desires. The questions may also be connected to the destination and kind of experience they're interested in, such as: What have you read? What have your friends told you?

Once they're armed with answers to the client's questions, B+H's trip planners conduct exhaustive research using published sources (e.g., books, guides, and historical texts), documentary and fictional films about the region, online newspapers and magazines and their own archives of on-the-ground knowledge from the destination. "We'll delve into our travel archives, dig into published sources, news articles and historical texts; we'll use our very own Brown Book of Travel to call local friends, contacts or even hotel general managers in-country," says Philippe Brown, Founder of Brown + Hudson. "Our research is exhaustive, broad and deep. Only once we have developed our sense of what would be the perfect experience, will we involve a local partner who might have ideas, mention something we had missed or make no suggestions at all. It's important to note that throughout Brown + Hudson retains creative control of the experience and its delivery to allow for a truly bespoke, considered, flexible and spontaneous experience."

Themed itineraries may be active, culinary or wine-oriented, cultural, focused on wellness or family, or even on superyachts, and the list of destinations spans dozens of countries on seven continents. To get details and more information, visit the website at [brownandhudson.com](http://brownandhudson.com).

