

72

Anti-luxury luxury

A new breed of luxury is emerging, in which traditional comforts are exchanged for physical and intellectual challenges.

London-based travel specialists Brown + Hudson create meticulously planned bespoke "luxpeditions" that promise transformational experiences in remote destinations, including North Korea, Panama and the Democratic Republic of Congo.

The Extraordinary Adventure Club invites travelers to test their physical and mental boundaries in order to build "renewed and lasting self-confidence." Founder Calum Morrison draws upon his Royal Marine experiences of challenging and hostile environments to create itineraries that combine coaching, mentoring and therapy over a minimum of six months.

Intellectual challenges are offered by Red Savannah's five-day Eyewitness Programme trip to Berlin in June 2018, in which visitors will be immersed in post-war and Cold War-era Germany, including audiences with former intelligence officers, historians and experts.

