

FOR IMMEDIATE RELEASE

Luxpedition – marrying the spirit of legendary explorers, with the refinement and pleasures of ultra-luxury travel.

February 1st 2018 – (London, UK): In the year that commemorates the 150th birthday of Captain Robert Falcon Scott, luxury travel company Brown + Hudson presents *Luxpedition* – a journey well beyond the realms of conventional luxury travel, a standard of ultra-bespoke service, mental and physical challenge and time commitment that befits each client.

Wild, untamed environments such as Antarctica, the Amazon and the Sahara Desert, were once the exclusive domains of professional explorers, scientists and researchers. Expeditions, as we know them, take intensive planning and are arduous, perilous, lengthy and extremely challenging.

Although these destinations are alluring, to the would-be explorer the hardships can be all too daunting. A *Luxpedition* addresses the preconceptions associated with hard core expeditions, to make them achievable for everyone, whilst retaining the same sense of daring and discovery.

Brown + Hudson Founder, Philippe Brown, describes it as “Travel defined by a shift in motivation. Travel in itself does not become life-changing. But by purposefully stepping outside your comfort zone - whether it’s geographically, physically or mentally – travel can become developmental and fulfilling”. But, he adds, “Why should those opportunities be limited to professional explorers? Families, groups of executives or solo travellers - everyone should be able to push the boundaries of what they can do and where they have been, without compromising on comfort”.

A client’s contentment and motivation may be found in the stars as they sleep in a heated, glass-roof encampment out on the Siberian shelf; or the ability to take a helicopter flight back to their luxury yurt for a soothing bath, chef-catered meal and good night’s sleep after a day hiking through the basin of the Gobi Desert?

If fear is the inhibitor, an advance team can clear the jungle camp of the less endearing creatures prior to arrival; an onsite oxygen chamber and expert in high-elevation first aid can keep fears of altitude sickness at bay.

Partnering with some of the world’s greatest explorers, expedition leaders and survival consultants guarantees seamless operational and logistical execution. Experts such as astronomers, biologists and historians enrich the whole experience and a host of adventurous pursuits keep the adrenaline flowing.

What constitutes luxury, comfort and necessity is extremely personal based on what is valuable and fulfilling to each individual. By selecting these parameters, the client has complete control over the scope and refinement of their expedition. Every minute detail is catered for.

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Brown + Hudson

Brown + Hudson is a London-based bespoke travel company, a team of travel experts creating exquisitely crafted, richer travel stories. A cross between therapists and investigative journalists, their trip planners begin by working closely with clients to understand their needs, interests, motivations and goals. Then, rather like journalists they turn their curious minds to the destination and research and reimagine it specifically for each client. Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.