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Taking Travel Further: Brown + Hudson Introduces the META Collection of Impactful and Memorable Journeys

London, 25 February 2020 — In an age when time is an individual's most precious commodity and the tension between global travel and climate change is at its highest, WHY travel? That is the question that Brown + Hudson is answering with its newest offering. [The META Collection](#) encompasses eight consciously crafted itineraries that take travellers to meditate with monks in the Himalayas, explore Ethiopia's Omo Valley with an anthropologist, and rafting down untouched river canyons in the Utah backcountry.

Not only does the collection allow the company to offer bespoke-style experiences on demand for the first time, but it also represents a new way of thinking about travel.

As luxury travel and its fashionable cousin transformative travel have become increasingly commoditised, we are moving into a new age. Philippe Brown, founder of Brown + Hudson describes it as META travel.

"META travel suggests travel *beyond* travel," says Brown. "It's a return to original principles. In modern parlance, it's also self-referential. It connotes travel that helps you better understand yourself as a traveller. Travel that helps you travel better."

The new itineraries are an addition to Brown + Hudson's traditional completely bespoke travel arrangements, and they reflect three principles that the company holds close. First is knowledge—built over more than 25 years and through hundreds of expeditions planned and led—of the reality, art, science, and psychology of travel. Second is purpose, to help clients better understand themselves as travellers, and to learn and grow as a result. And third is timelessness, meaning it's a concept that will endure long beyond Brown + Hudson.

This is not just lip service. Understanding clients' motives for travel—escapism, adrenaline, a sense of the exotic—has long been a key component of the company's craft. For more than 13 years, that has involved not only creativity but deep research into happiness, flow, mindfulness, and relaxation from scientists at Harvard, Stanford, Cornell, Cambridge, and the LSE. This science-based approach ensures the maximum impact, self-insight, transformation and memorability from each journey in the META Collection.

While the eight itineraries are varied, what is common across the collection is originality, access, storytelling and an undeniable wow factor. They offer clients a way to taste Brown + Hudson's inimitable style of travel without committing to a lengthy planning process.

They can be used as starting points for more customised journeys, or they can be taken off the peg—clients can book today and head off on a life-changing journey tomorrow. And as they reflect a desire to consider the hows and whys of travel, as well as to make the most of clients’ increasingly precious time, they are all carbon negative.

“As with our bespoke service, our aim is to give you an experience that will change not only the way you feel about travel, but about yourself,” says Brown.

That could mean gaining lessons on leadership in the birthplace of democracy in Greece (a topic that feels very [apt](#) right now) with the [META:MORPHOSIS](#) itinerary. Or it could mean deepening your understanding of happiness among the Buddhist monks of Bhutan with [The Road to Lhasa](#). Or buzzing adrenaline while scrambling through slot canyons and racing across the wildness of Utah with the [Wild, Wild West](#) journey.

Whether travellers meet living goddesses or test their grit against a Tour de France winner, there’s a higher purpose to all the META itineraries. But there’s also high adventure—perhaps being helicoptered to a gourmet lunch atop Nevada’s mighty Tower Butte, the 1,000-foot-tall, flat-topped stone skyscraper that has a 360° view of the ancient Navajo tribal lands below. Or sleeping warm as toast on a bed of virgin snow, beneath a billion stars at the foot the High Arctic’s tallest peak. Or riding bareback across the Mongolian Steppe that once shook beneath the thundering hooves of Genghis Khan’s Golden Horde. Expert guides, security guards, and massage therapists are called in as needed.

The META collection takes travellers to jungles and glaciers, Himalayan peaks and Madagascan forests. They may go by yacht and fishing boat, dune buggy and snowshoe, private jet and hot air balloon, utility terrain vehicle and white-water raft, helicopter and horse, paraglider and racing bike. Whatever the mode of transport, they’ll be travelling in style, luxury, and comfort commensurate with the extraordinary places they visit.

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[Brown + Hudson](#)

Based in London and with a global network, Brown + Hudson is bespoke travel company, a team of travel experts creating exquisitely crafted, richer travel stories.

Gifted with the subtlety of a therapist and the relentless curiosity of an investigative journalist, their private travel advisors use the most robust psychologist-devised interview process to fully understand their clients’

needs, interests, deepest motivations and goals.

Over 26 years of travel expertise, ongoing research and scientific insights from world leading authorities, academics and universities form the foundation of every experience they design.

For each journey they undertake, they apply rigorous logistical expertise from hundreds of journeys executed for thousands of the world's most demanding clients in the most stunning and challenging of environments.

They apply their curious minds to reimagining the world specifically for each client to create ultra-personal experiences. Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.