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BESPOKE TRAVEL WITH BROWN + HUDSON

What would you do if you could travel anywhere and do anything? The more impossible, the better. Posed this question during dinner with Philippe Brown, owner of the London-based bespoke travel company Brown + Hudson, I surprisingly stuttered, stumbled and searched to find an answer.

It's one thing to miss a math question, but not using my imagination to come up with the trip of a lifetime? Suddenly, calling myself an adventurous soul seemed like a farce. Then again, bringing dreams to life and crafting an experience that might otherwise go unimagined is what logistically untethered Brown and his team of creative masterminds do for a living.

"We are not a standard travel company. In fact, we tend to reject most of the conventions of the travel industry. We know various corners of the world and understand our clients' world," Brown said, adding, "The art is in bringing the two together in the best possible way."

Over dinner, I heard stories of personal experiences so implausible, I was more impressed by how they did it than what they did or why.

For example, Brown + Hudson once took a client fascinated by all things 007 Bond and his wife, who loved playing the piano but suffers from a condition with severe short term memory loss, epileptic seizures and hypersomnia, to Iceland. There, the company arranged for the couple to spend time with the line producer from "Die Another Day" and for the client's wife to play the piano just for her husband on the main stage of Eldborg Auditorium at Reykjavik's iconic Harpa Concert Hall (home to Iceland Symphony Orchestra and Icelandic Opera). The whole event was filmed so that the memory could always be recaptured for her.

"We understand that the more original thinking we do, and the more original sources we involve, the more creative the result and the less comparable it will be," Brown said.