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How To Create A Bespoke Honeymoon

Posted January 16th, 2012 | 10:15 am | By Alison McGill |



On our hit list of [the 12 biggest wedding trends for 2012](#) we talk about [bespoke honeymoons](#), creating highly personalized travel experiences for your post-nuptial escape. Sounds amazing doesn't it—but how do you do it and where do you start? We spoke to Phillippe Brown, co-owner of [Brown & Hudson](#), a London-based company that creates amazing bespoke travel experiences (over 80 percent of their clients are from North America, with a significant number from Canada) to find out what's hot in honeymoons and how you can create a highly specialized one.

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What is a bespoke holiday and why is it a fantastic choice for a honeymoon?

"A bespoke travel experience is one that is above and beyond the ordinary and is for people who want an extremely unique and personal holiday. With the trips we plan, we pay extremely close attention to detail and get to know our client and exactly what they are looking for so we can plan the perfect holiday. Everything is custom-made for you and I think this is an especially perfect concept for a honeymoon. This trip is not a normal holiday and should be elevated to a level above the average."

Photo of Tanzania courtesy of [Brown & Hudson](#).



How does your company work with couples to plan bespoke honeymoons?

"We have planned every type of experience you can imagine for clients, from African safaris, to adventure holidays in India and Sri Lanka. The first step is always getting to know them and the experience they would like to have on their honeymoon. We really drill down to find out what they love—with one couple we went so far as to find out what type of eggs they liked so breakfast would be customized to them! From there we suggest some fitting destinations and start to work on the flow of the honeymoon. It is nice if we have a lot of time to do this. Ideally we like six to nine months to plan with the couple, but have created amazing trips in under four weeks!"

Photo of Mozambique courtesy of [Brown & Hudson](#).



Which places and what types of experiences are you finding popular for honeymooning?

"Culturally driven trips, active holidays and culinary-based honeymoons are very popular. As for places, we have amazing partners all over the world—Europe, Asia, Africa, Australasia, the Middle East—and have planned experiences everywhere. Some particularly popular ones for honeymooning lately include Mozambique, Sri Lanka and India."

Photo of Nepal courtesy of [Brown & Hudson](#).



What is the cost of planning a bespoke travel experience?

"Price point is something that is key for us to connect with clients on during our initial consultation. Every experience is different and so is the pricing. Having said that, typically bespoke experiences are higher priced because you are getting such a superior experience and level of service."

Photo of South Africa courtesy of [Brown & Hudson](#).



Do you have any tips for honeymoon planning?

"Make sure you don't forget about the honeymoon in your wedding planning process! Make it part of the 'to dos' and leave yourself enough time to plan a superior holiday. For a bespoke experience, look for a company that specializes in this sort of travel. Once you find a good fit, you're on the road to creating one of the most incredible vacations of your life."

Photo of Turkey courtesy of [Brown & Hudson](#).