

The Enrich List

Introduction

At HSBC Jade, we thrive on enriching experiences that make the most of life's most precious moments. Enrichment to us means broadening horizons. It's about pursuing passion projects, keeping minds and body sharp, facing fears, learning new skills, and giving back to others. All while seeing the world and keeping loved ones at the centre of it. It's no surprise that in our rapidly changing world attitudes towards wealth and what we value most have changed. More people than ever are looking for rewarding, memorable and life-affirming experiences to enrich both their lives and the lives of others. That's why we've created the Enrich List;

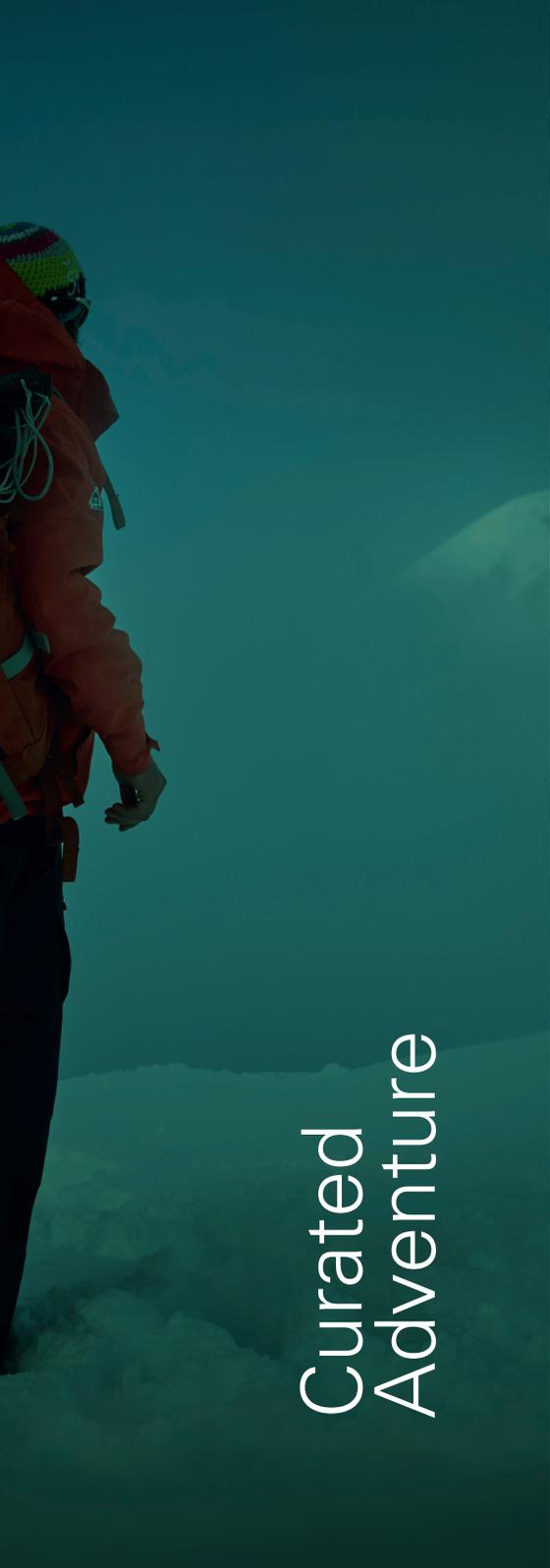
a curated portfolio of experiences identified by culture-shaping trend experts that can provide a source of inspiration and help with self-enrichment. This isn't just about locating the hottest travel destinations or restaurant openings, but about exclusive access and unique opportunities; the effects of which you can't put a price on.

HSBC Jade worked in partnership with a team of experts including global cultural insights and strategy group Crowd DNA, and leading trend forecasters the Future Laboratory and TrendWatching, to identify the factors in leading a rewarding life, from philanthropy and self-improvement to travel.



The Pillars

The Enrich List is built on four fundamental pillars. All link to the broader idea of enrichment: from self-betterment and exploration, to facing fears and taking on new challenges.



Curated
Adventure



Ultimate
Wellbeing



A Purposeful Life



Game
Changers



Curated Adventure

It's true that working hard and building success opens a world full of possibilities. While it's easy to find the trendiest holiday destinations, the Enrich List goes further than this; offering exclusive, tailored experiences with unique adventure and transformation at their heart.

Experiences under this pillar give people the chance to embark on a voyage of discovery, both geographically and personally. From radical dining experiences and multi-sensory venues, to disconnected sanctuaries and off-grid hotels - this is about immersing into the world and collecting stories and learnings to share.

01

The Most Extreme Way to Slide Down a Slope

Snowboarding? Been there, done that. It's time to level up your game and give volcano boarding a try.

This Curated Adventure experience is for thrill-seekers who want to try the most extreme way to slide down a slope.

Did we mention that the volcano is active? Cerro Negro is a live volcano in Nicaragua—erupting as recently as 1999. It's become a hotspot for extreme boarders, who can reach speeds of up to 80km per hour as they course down the volcano.

Run by tour agent Bigfoot Nicaragua, the day trip includes the hike to the "drop zone", the boarding session and, of course, well-earned mojitos afterwards. This is definitely one for the bucket list. See more [here](#).

02

Voyage to the World's Most Famous Wreckage

What if you could try something so unique, that the number of people who'd experienced it was less than those who've summited Everest—or even been to space?

Over a hundred years since the Titanic sank to the bottom of the Atlantic, you can now discover the most famous shipwreck in history for yourself. With recent expeditions concluding that, due to corrosion and deterioration, there may be nothing left of the wreck by 2030, this is definitely not one to miss.

Commencing in 2019, with further dives scheduled for 2020, each 10-day mission takes just nine adventurers on a deep ocean discovery to the Titanic's wreck. Setting off from the coast of Newfoundland, Canada, this truly is a once-in-a-lifetime trip for those seeking the ultimate Curated Adventure. Find out more about the expedition [here](#).

03

Stories with Gravity

Gain insights from pioneers that have explored the final frontier – space.

What's the real story behind those immortal 'one small step' words from Neil Armstrong? What it's really like to travel into space and look back to see the whole of planet Earth? Wonder no more with unrivalled access to the iconic people and places that have pushed humanity to explore new horizons. A totally immersive experience, you arrive via helicopter to embark on an exclusive day of discovery at the famous Kennedy Space Centre. You'll gain a deeper understanding about the moon landings, the Mars missions and

have the chance to delve into the American Astronaut Hall of Fame.

As part of the experience you will have the unique opportunity to gain a first-hand account of what life in space is really like from one of NASA's veteran astronauts over a private lunch. Book [here](#).



04 A Special Supper

Dine in the presence of a masterpiece.

Are you an art enthusiast wanting to gain exclusive access to some of the most famous paintings on the planet? Look no further than

Dinner da Vinci. This experience allows guests to enjoy a private viewing of Leonardo da Vinci's The Last Supper, along with an exclusive dinner hosted inside Milan's Basilica di Santa Maria delle Grazie.

This unique experience is an art history lover's dream, with private access to study some of the world's most recognisable paintings—but will suit anybody with an eye for beauty and a taste for the finer things in life. Book to experience it [here](#).

05 Stunning Sustainability

Introducing Svart Hotel: the world's first energy-positive hotel above the Arctic Circle.

Due to open in 2021, experience living in proximity with nature at this Norwegian haven. Its distinctive circular shape gives guests 360° panoramic views of the surrounding glacier, fjord waters and Northern Lights.

Not another building in sight, rediscover the meaning of peace and quiet. And if that's not enough to help you rest easy, Svart Hotel will use 85% less energy than a traditional hotel—harvesting enough solar energy to run the hotel and cover its construction.

While you may want to spend your day enjoying the peace and quiet, other activities available include glacier hikes, Northern Light expeditions, yoga under the midnight sun and

harvesting local delicacies.

Find out more about your Curated Adventure [here](#).

06 Free as the Wind

The Wind Collective are a global travel community founded on nomadic principles, championing freedom, adventure and creativity.

Hosting monthly group travel experiences for “the constantly curious”, the trips are built on the idea that travel isn't just about escape, but about bettering oneself and doing more for the earth.

Every trip is crafted by The Wind Collective's creative team, in collaboration with local partners and communities covering all corners of the world, with upcoming trips including India, Bali, Colombia and Japan.

Clients will enjoy an immersive experience from start to finish, engaging in cultural experiences, building a community and living their best creative life. Ideal for anyone with a sense of adventure and a desire to get off the beaten track, book your experience [here](#).

07

Off-Grid Retreat

“Don’t expect to find us on Google Maps.”

Michelin-starred chef Iliana Regan and her wine-expert wife Anna have opened the Milkweed Inn, a magical and intimate B&B located within the Michigan’s Hiawatha National Forest.

Each weekend during the summer months, guests are invited to escape the routine and “hang out completely off the grid”. Those staying in one of the inn’s unique cabins, rooms or glamping tents can relax, eat, drink, stargaze, fish, kayak, hike and more on the 100+ acre site.

Your weekend getaway is an all-inclusive package that includes accommodation, activities and meals—with a fifteen-course dinner of food grown, fished and harvested on-site to be enjoyed.

Those looking for a culinary and outdoor adventure like this can book their stay [here](#).

08

Live Like a Local

NotOnMap is a handcrafted, social-driven initiative that lets travellers from around the world visit rural parts of India which are struggling.

This Curated Adventure is about beautiful experiences in remote locations, and giving something back too.

Hosts from the community open their doors to NotOnMap travellers, extending their warm hospitality and allowing guests to truly live like a local.

80% of revenue goes towards the development of these villages, the people who inhabit them and protecting the cultural heritage of India. In return, guests will enjoy a comfortable stay, local culture and delicious food in areas traditionally less-travelled.

NotOnMap prides itself on being more than a travel company; rather, they facilitate a cultural exchange where both sides learn from and contribute to each other. Find out more about the experience [here](#).

09

Swedish-Chic Escape

Accessed only by a boat or plane and a 45km drive, Fabriken Furillen is a sustainably-designed, off-grid hotel in Gotland, Sweden.

With an industrial-chic style and Baltic Sea views, this creative and cool hotel features cast iron fireplaces in each room, a wine and gin bar and a hip restaurant serving international cuisine, with activities such as seaplane flying available to guests.

For those really looking to escape the everyday, you can book to stay in the hotel’s WiFi-free Hermit’s Cabin—the nightly rate decreases each day as a test of guest’s ability to resist modern technology.

Book your Swedish escape [here](#).

10

Find Your Tribe

Available for just two months a year, travel company Abercrombie & Kent provide the opportunity for travellers to visit the Amazon and discover the Kayapó tribe.

You’ll explore the hidden treasures of the rainforest, venturing to a traditional village and meeting the indigenous people who live there. All the while enjoying the comfort of an exclusive camp, complete with your own private chef and host.

This is an extraordinary opportunity for an immersion into a new culture like no other. Guests can join the Kayapó tribe for a hike through local trails (keeping an eye out for the unique wildlife), learn warriors’ hunting techniques and create their own body paint.

Boat safaris along the Iri River, night safaris and astronomy sessions with specialist guides are also available. You'll want to bring your camera for this one: email for more information [here](#).

11

Be Inspired by the Sea

The Minos Beach Hotel is a boutique 5-star hotel on the island of Crete. It's home to the Under the Sea Museum, an eclectic outdoor gallery of contemporary artworks by both Greek and international artists.

Located right on the water's edge, the hotel boasts aromatic gardens and its own private beach. Guests are encouraged to don their wetsuits and dive into the waters of Mirabello Bay; here they'll discover the underwater sculptures that emerge from the seabed, along with an underwater sound installation inspired by Crete's mountains.

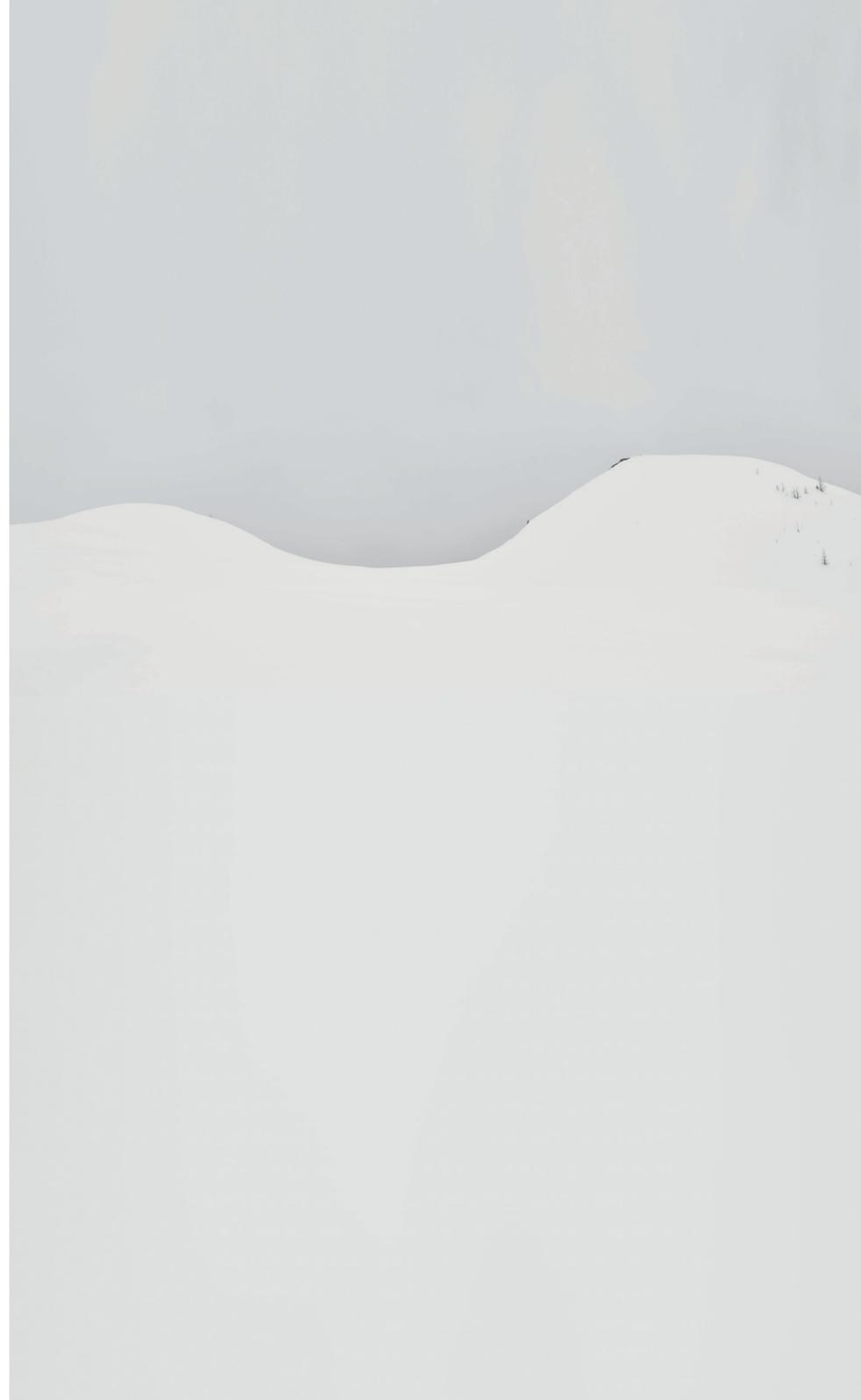
This is a wonderful, multi-sensory stay, perfect for those looking to switch off the everyday, awaken their senses and hone in on new experiences. Book this underwater adventure [here](#).

12

Straight from the Source

Canada-based company Outstanding in the Field creates radical dining experiences, hosting diners right at the source of their menu's ingredients.

Celebrating human connection, conversation and the origins of great food,



guests are seated together at a single long table. The “restaurant” is built each morning and disappears every night: a magical, momentary experience set in an extraordinary site.

The travelling restaurant has reached all fifty US states and fifteen countries around the globe. Locations have included a field at the base of the Rockies and a deserted Vancouver Beach, complete with stunning sand drawings by artist Jim Denevan and food by celebrity chef David Hawksworth.

Celebrating the hardworking hands that feed us—the farmers, chefs, fisher-people, cheesemakers, vintners, brewers—guests gather “to share the most fundamental and universal human conversation: a meal.”

Find out how to join them at the table [here](#).

13 Take Dining to New Heights

Described as “a story in 20 courses”, Ultraviolet is an innovative and fully immersive dining experience.

The first experimental restaurant of its kind, diners are exposed to sensory play through light, music, sounds and scents, alongside exquisite courses designed to entertain and challenge perceptions of taste.

Born and trained in France, former scientist

Paul Piaret’s cuisine is influenced by his travels across the world, from Paris to Hong Kong to Istanbul. Ultraviolet’s “avant-garde” set menu has sea urchin, truffle bread and lavender-honey-sesame black cod in the mix, with the restaurant’s atmosphere changing with each course.

Taking diners to new heights and equipped with high-end technology, where else would the restaurant be than China’s dynamic and futuristic hub, Shanghai? Discover more [here](#).

14 Count Your Stars

Oman is one of the best places in the world to see the stars and those seeking Curated Adventure can enjoy a private, bespoke expedition into the heart of Oman’s Wahiba Desert.



Guests on this expedition will be accompanied by an expert astronomer-historian who, when the sun sets, will share tales of the Arabian mythology surrounding the constellations. You’ll stay in traditional Bedouin tents, enjoying the highest level of comfort.

It’s also possible to arrange for experts in marine biology, ornithology and geology to join your tour.

Take a moment to pause, gain perspective and appreciate natural beauty from a truly unique spot. Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

15 Forage for Freshness

For an immersive culinary experience in Japan—combining appreciation of wild, local produce with exquisite fine-dining—look no further than Miyamasou.

A two-Michelin-starred restaurant in Kyoto, Miyamasou embodies the Japanese tradition of tsumikusa ryori: cuisine which incorporates wild, fresh, seasonal ingredients.

To gain a better understanding of tsumikusa ryori, guests have the opportunity to experience ingredient gathering with Chef Master Hisato Nakahigashi. You’ll accompany him as he forages the surrounding fields and mountains,

learning about the variety and use of the hand-picked, natural ingredients.

The menu focuses on ingredients such as wild herbs, mountain vegetables, mushrooms, river fish, game birds, boar and even bear. After savouring the exceptional dishes, guests are invited to adjourn to the tsukimidai (moon viewing room), uniquely designed for star gazing. Miyamasou awaits you, find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

16 Fall Off The Map

Sometimes you need to get lost to find yourself.

In a world of constant connectivity, Black Tomato's Get Lost programme takes clients to uncharted destinations and challenges them to explore their way out.

This is the ultimate Curated Adventure for those wanting to totally disconnect, pushing themselves to find their inner strength along the way.

Guests can choose to go alone or with a group of friends—the final destination remaining unknown until arrival. All you need to do is show up at the airport; Black Tomato will take care of the rest.

You'll be provided with the training, kit and

ground-breaking navigational technology to help you survive in the wilderness. The remote environments you may find yourself in could be anywhere in the world, from polar climates to jungle.

Prices depend on how lost you want to get: find out more [here](#).

17 Rhino Release

Venture beyond extraordinary in Great Karoo's spectacular landscape and enjoy a once in a lifetime opportunity to help save the vulnerable Southern white rhino.

In the untamed heartland of South Africa's Great Karoo, Cookson Adventures are offering a once in a lifetime chance to help relocate, name and release a white rhino into a protected 70,000-acre wilderness reserve.

Adventurers can join local rangers as they safeguard this vulnerable species against poachers on anti-poaching patrols, contribute to leopard research in the region through wildlife monitoring, have a tracker training experience and meet the local community who are supported by the reserve's work.

This is safari experience unlike any other, one where being immersed in the wild will leave both unforgettable memories and the knowledge that you have played a vital role in seeing that these majestic animals will continue to roam free. Find out more about this

experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

18 Apex Awe

When were you last truly awe-struck? Explore rarely visited islands, have your breath taken away by nature's most impressive predators, and be a part of their conservation.

Explore Mexico's rarely visited Revillagigedo Archipelago, home to some of the world's most spectacular marine wildlife and help conserve awe-inspiring shark species with a tagging and research expedition.

This Archipelago boasts a large number and variety of shark species, manta rays and some of the world's largest turtle species. It's also one of the only places on the planet where you can swim with humpback whales in total isolation.

Become part of a dedicated NGO team aboard a converted ex-Japanese fishing vessel offering spacious accommodation for just 10 guests at a time. You'll dive throughout the day guided by expert fishermen and scientists helping retrieve underwater receivers, complete shark surveys and manta ray research and spend the evenings shark tagging silkies, Galapagos and silver tip sharks.

Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

19

Perfect Family Time

Nimmo Bay Wilderness resort sits in the heart of the southern Great Bear Rainforest of British Columbia and offers families a chance to experience the region's beauty and tranquillity with no limits.

An innovator in environmental conservation and sustainability this intimate, family-owned and operated property accommodates just 18 guests at a time and has been recommended as one of the 'Unique Lodges of the World' by National Geographic.

The focus of this Curated Adventure is on quality time spent with the most important people in your life, enhanced by the opportunity to slow down, listen, learn and laugh – it is the perfect location to host an unforgettable family vacation or reunion. All activities are completely customised in-line with the desires and aspirations of guests, whatever their age and include heli-fishing, sea kayaking, whale-watching and a myriad of wilderness and wildlife adventures.

Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).



20

Tea & Horse

An off-the-grid immersive adventure with minimal access to modern technology offering a unique insight into the development of trade and transport.

A truly off-the-beaten-track expedition featuring spectacular trekking and camping in the mountains of northwest Yunnan, China.

Travellers follow in the footsteps of the ancient caravan trains, a route that's existed for over a thousand years. You can participate in discussions and field projects led by experts in the local history and culture to learn about the ancient Tea Horse trade route, exploring its anthropological, political and economic influences. This historic journey takes you to the heartlands of the minority tribes of south western China, the rice terraces of Yuanyan, the deep canyons of the Tiger Leaping Gorge - landscapes that have remained unchanged since the halcyon days of the caravans.

A stunning mix of cultural heritage and breathtaking scenery, this unrivalled journey spans centuries of traditions and trade, allowing us a rare opportunity to view a world that harks back to the Shangri-La of the Lost Horizon.

Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

21

Into the Wild with the Pandas

Venture into the mountainous soul of Sichuan, the giant panda's last wild habitat with Beshan, the local arm of Wild China.

On this action-packed journey you'll begin as a volunteer caring for giant pandas at the research base, working to protect them in Dujiangyan before heading for the heart of the Sichuan mountains. There you gain exclusive access to Tangjiahe and Laohegou, the country's most biodiverse nature reserves with their sloping hills dotted with rare ox and trees filled with snub-nosed monkeys. Accompanied by local conservation experts, you'll track giant pandas, explore ethnically diverse villages and discover one of the most bio diverse regions on Earth.

Find out more [here](#).

22

Walk with the Penguins

To experience nature at its best in a remote and relatively untouched area of the world look no further than Magdalena Island.

Board a catamaran and head out into the Strait of Magellan to Magdalena Island, a completely uninhabited barren, rock-strewn nature reserve that's home to 350,000 Magellanic penguins of Chile.

Experience something truly extraordinary as you walk among these two-foot wonders. They hunt and hatch in groups, can also travel in water at a speed of 15 miles per hour and can dive up to 318 metres deep to search for food like cuttlefish, squid, and krill. Watch them tend to their young, interact with each other and hunt small fish in the strait.

To see the penguins visit Regent Seven Seas Cruises [here](#).





Ultimate Wellbeing

Wellbeing is defined as the state of being comfortable, happy and healthy. But wellbeing is more than just a trend. More and more of us are tapping into the long-term benefits of finely tuning our bodies and minds, adapting our routines to dedicate more time to this practice.

The experiences here are designed to help HSBC Jade customers embrace the wellbeing movement and reap its benefits - not just for now, but for life.

Whether it's experimenting with the latest holistic fitness offering, experiencing neuro-enhancement treatment, or self-discovery at a bespoke retreat—this is about the mental, physical and spiritual all coming together to build a new kind of wealth.

01

Cry Your Way to Catharsis

Hiroki Terai pioneered crying therapy in response to stressful working lives in Japan.

Crying is cathartic; a chance to release and relieve stress in a natural, healthy way. But for those with hectic schedules, taking a moment out of the day for a cry isn't always possible. Worse, some disregard crying altogether, considering it a sign of weakness.

Encouraging the expression of emotion, this is an opportunity for hardworking individuals to get back in touch with themselves.

Ceremony is an important part of Japanese culture and the structure of the sessions reflects this. The Japanese are some of the least likely to cry, but Terai's services are credited with making those who try it feel lighter, de-stressed and even elated.

Find out more about the crying therapy for yourself [here](#).

02

Jungle Transformation

An eco-luxury wellness resort located in the Filipino jungle, The Farm at San Benito offers holistic treatments focused around five pillars: Diagnose, Cleanse, Nourish, Repair and Sustain.

With an emphasis on lifestyle coaching and health consultation, the aim is to return guests' bodies to their ideal, balanced state. Working with doctors and therapists, nutritionists and chefs along with yoga teachers and fitness coaches, guests can expect to embark on a life-changing journey of self-discovery.

Think detox cleanses, innovative vegan cuisine and transformative holistic healing—all set against a breath-taking mountain backdrop. Discover more about this Ultimate Wellbeing experience for yourself [here](#).

03

Holistic Healing

Modrn Sanctuary is a holistic wellness centre in New York, dedicated to healing, relieving stress and alternative health and beauty.

From a Himalayan Salt Room to one of the most unique massages in NYC, clients can expect all manner of sensory treatments designed to transport them away from city life.

This is Ultimate Wellbeing at its most supreme. Some of the more unusual treatments include advanced Cryoskin body contouring, or the immersive Sensory Crystal 7 Bed to aid sleep and rejuvenation. Other treatments include a meditation pod, IV drip therapy and non-invasive wrinkle elimination.

You can explore the range of services available [here](#).

04

Restore your Microbiome

Jeannette Hyde, nutritionist and author of *The Gut Makeover*, provides personal guidance at this replenishing Menorca retreat—with the aim of healing and restoring guests' microbiome to “rebalance heart, body and mind”.

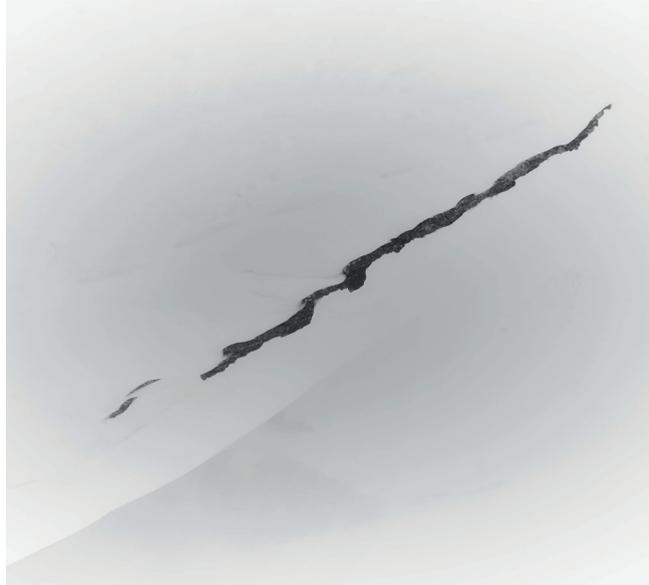
Clients taking part in The Gut Makeover will undergo a four-week eating plan, enjoying Mediterranean-inspired meals, health consultations with Hyde as well as treatments and exercise classes. With a focus on physical and emotional wellbeing, as opposed to deprivation and restriction, guests leave the retreat feeling lighter and more serene, with the bonus of sleeping better.

Not to mention the villa itself: Cugó Gran has rolling lawns, stunning sea views, an infinity pool and elegant Provençal-style rooms. Find out more [here](#).

05

A Journey Through Japan

It's time to try Ultimate Wellness, the Japanese way.



Some of the oldest wellness techniques in the world originate from Japan. Embark on this journey and try anything from immersing yourself in the natural world via shinrin-yoku forest bathing, to Kintsugi Wellness, the healing art of reconstructing broken pottery with gold.

Travel to Mount Koya and stay in a temple with Buddhist monks. Explore Okinawan cuisine with a culinary expert and discover why the Japanese live so long. Take in the views from your own private onsen (Japanese hot spring).

You can even stay onboard the Guntu, Japan's most luxurious ship—visiting local fishing villages, relaxing in the spa and indulging in fresh sushi. Email for more information [here](#).

06

The Hotel for Ultimate

Fitness

Exclusive fitness club Equinox has launched a series of 5-star hotels. With the first opening in New York this year, the Equinox Hotel is built for ultimate high performance and designed to “inspire uncompromised results”.

Each personalised, sound-proofed room is dedicated to total rejuvenation. Features include integrated technology such as a proprietary sleep system and a temperature-regulating king-sized bed. The hotel is designed to help guests take on the day with renewed focus, or to have a more restful night's sleep.

Other amenities include Equinox's own special style of fitness experiences, personal training, a performance recovery-driven spa and sublime seasonal cuisine—accompanied by breathtaking cityscape views. Find out more about stays at the hotel [here](#).

07

Routes to Personal Transformation

The Class Retreatment and The Global Immersion are two programs dedicated to personal transformation run by Taryn Toomey.

The Global Immersion is a four-day, city-based study programme. A range of lectures, visualisations, meditations and guided exercises help clients transform themselves, discover freedom and move “from a life lived on autopilot to a life lived by choice”.

At The Class Retreatment, guests are invited to “unpack their baggage” and optimise their mind, body and soul with the help of expert mentors. Choosing from one, four or six-day experiences, the retreat’s setting changes each time; past locations have included Martha’s Vineyard, Mexico, and the Dominican Republic. With a focus on adventure and restoration, your itinerary will include morning meditation, nourishing food and gentle yoga.

With Ultimate Wellbeing at their core, more info on Taryn Toomey’s programmes can be found [here](#).

08 Restore, Rejuvenate, Recover

Whether you’ve been pushing yourself at the gym or grinding the 9-5 (and beyond), sometimes our bodies just need time to recover. That’s why ReCOVER was conceived: giving hardworking individuals the space to restore and rejuvenate in whatever way they need to.

With the best recovery technology available—from CVAS to e-Stim, TENS to infrared—guests can get their bodies and minds back to tip-top condition, ready to take on new challenges with renewed form and strength.

This is a tailored experience: each individual client works with ReCOVER to receive treatment for their own specific needs.

Explore the treatments available [here](#).

09 Live Your Best Life

Transform the way you live with personalised cutting-edge neuro-technology at Field, a New York private members club with a difference.

The patterns of your brainwaves tell a tale that is uniquely you. Your brain’s activity determines almost everything about what you do and how you feel. But what most people don’t know is that you have more personal control of your brain than you ever imagined. By taking advantage of neuroplasticity - your brain’s ability to change, you have the power to update your beliefs, emotional states, attitudes, and behaviours.

Field provides symptom resolution, cognitive enhancement, and overall optimisation as well as seven-day retreats focused on ‘unlocking peak levels of wellness and performance’.

Its highly personalised approach is based on you, your history, your life, your desired outcomes, and how your unique brain works and is designed to give you access to state of mind and body of which you’d never dreamed yourself capable. Then Field helps make those states your everyday reality.

Get a system upgrade [here](#).

10 Vitamin Sea

Experience the power of the sea with a rejuvenating thalassotherapy treatment at luxury Sardinian resort, Forte Village’s ultra-modern Forte Lab and Performance Center facilities.

Dr Angelo Cerina has pioneered the thalassotherapy treatment, the original and effective method for detoxing the body with his expert medical team, which includes some of the best specialists in sports, aesthetic and dietary medicine.

The resort is also home to world class sports academies, such as the Chelsea Football Academy, where children can improve their techniques with instruction from Chelsea FC’s coaches and train with legends such as Paulo Ferreira, Dennis Wise and Tore André Flo.

Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).



A Purposeful Life

It's time to make a difference and build a meaningful legacy.

There's no doubt that successful individuals have the means to affect change. From sustainability to philanthropy, more and more affluent individuals are striving to ensure they have a positive impact on the planet.

Motivated by the need to leave behind a respected legacy and to be remembered for more than their career, this pillar is about the quest for higher purpose—whether it's starting a foundation or supporting local industries.

Experiences centre around conservational trips, community outreach and protecting the environment, including a carbon-neutral resort and a zero-waste supper club.

At the end of the day, it feels good to do good.

01

Preserve and Conserve

Championing conservation, culture, and community, the World Monuments Fund is a not-for-profit dedicated to “saving the world’s most treasured places”.

The organisation preserves, restores and supports architectural and cultural heritage sites that are at risk, whether from neglect, natural forces or human actions. As part of a drive to maintain the sites for future generations to come, you could be joining a mission to survey temples in Cambodia’s Angkor or travelling to Japan to help preserve cultural heritage damaged by the 2011 earthquake.

By booking a trip to visit a WMF site, travellers will be helping protect some of the world’s most iconic landmarks and witness first-hand the transformative impact the work has on communities, while sharing in a passion for art, architecture, history and travel.

Learn more [here](#).

02

Travel Behind the Headlines

Described as “one of the 10 best ethical travel companies in the world”, Justice Travel is a social impact travel agency that uses tourism to support human rights.

Partnering with human rights activists and community leaders, Justice Travel connects travellers looking for meaningful experiences with local leaders in need of aid transforming underprivileged areas.

Those looking to move beyond traditional tourism will be taken “behind the headlines” in small tour groups, seeing each country through the eyes of the inspiring people fighting for justice there.

You could be joining forces with independent journalists in Mexico, women-led cooperatives in Guatemala or activists leading the peace process in Colombia—expert representatives from each country are with you every step of the way.

For trips that can make a real difference, book [here](#) to be part of the community.

03

A Safari with Purpose

A safari experience with purpose at its heart, the Phinda Impact Journey is a privately-guided, small group safari experience that focusses on conservation and community development activities.

Formed by travel company &Beyond, it aims to bring to life the brand ethos of “leaving the world a better place than we found it”. Hosted in South

Africa's KwaZulu-Natal nature reserve, the trip combines personal development, community outreach and conservation activities to offer a holistic experience to guests.

The activities go deeper than a typical safari; you'll be exposed to traditional drives, a ranger training curriculum, authentic conservation and a rare insight into Zulu culture. Not to mention unparalleled wildlife experiences, like working alongside rhinos to protect them from poachers.

Find your safari experience [here](#).

04 Build Your Female Tribe

For “next level squad goals”, Girls Trip is a transformative travel experience focused on mentoring, networking and female empowerment.

It promotes solo female travel by curating an ecosystem of local and expatriate women to host and guide guests in their areas.

You might be enjoying a night on the town with industry leaders in Nairobi, before visiting Kenya's treasured national parks, conservation centres and coastline. Or you could explore Lagos with your own tribe of women from art, music, fashion, film and business industries - getting to know the city through the eyes of your local hosts.

The trip isn't just about your personal journey – although that's a big part, Girls Trip's goal is also to empower future female leaders, by facilitating and offering mentorship to local school girls. Support the scheme and book your trip [here](#).

05 Island Skill Swap

Salt of Palmar is a new travel destination in Mauritius that enables visitors and locals to connect creatively.

Those seeking to travel with greater purpose—while still indulging in the benefits of staying on a luxury island—can sign up to the hotel's skill swap platform. Here, they'll be able to share a skill of their own and, in return, learn new crafts from the islanders.

Maybe you're a designer or football coach who has expertise to share; in exchange, you might then spend a day learning from a local fisherman or basket weaver.

The hotel's philosophy is to support its island home, with a library curated by local authors and providing work and training for members of the community. It also set up a farm, sourcing fruit and vegetables for its menus here and offering local produce at a fair price.

Working to protect and preserve the local community is the basis of all they do,

highlighted by the butterfly badge awarded to the hotel by the Positive Luxury association, meaning they define Salt of Palmar as a genuinely responsible business. Book your stay [here](#).

06 Thoughtful Dining

With a focus on zero waste and regional produce, Dearborn is a modern-American supper club in Singapore helmed by chef Christopher Kong, who has worked in top Michelin restaurants around the world.

Serving greens, grains and seafood—and no red meat—Kong uses his knowledge and experience to bring diners an ever-evolving, thoughtful menu with “well executed techniques and finesse”.

Aiming to break down pretences and the formality between kitchen and dining room, Dearborn Supper Club is hosted in Kong's own home. Guests are invited to make themselves comfortable and share good times over good food in this intimate setting.

With a waiting list of six months, you can learn more about this exclusive experience [here](#).



GAME CHANGERS

Those who strive to be at the top of their game need to stay ahead of the curve.

Successful individuals are looking to retain their edge through constantly upgrading – both professionally and personally – and sharing that wisdom and experience with others.

This area is about self-discovery, leadership and stepping outside comfort zones. It's about facilitating new experiences and learning new skills—and where possible, passing these skills and experiences onto others.

Think bespoke programmes on self-mastery with life coach experts; access to private members clubs with sector-specific networking events; leadership retreats and high-quality mentoring to unleash potential.

By enhancing their intellectual and professional credibility, Game Changers won't risk falling behind.

01 Life Optimisation Through Travel Experiences

Run by former Olympians and respected personal development specialists, Chosen creates bespoke luxury travel programmes designed to help clients progress faster, fly higher and feel stronger.

Travel experiences developed by Chosen are utterly unique and tailored specifically to each client's needs, professionally and personally. Encompassing nutrition, movement, lifestyle, innovation, knowledge and art, adventure and travel and mental performance, previous alumni state that the experiences were the best investment they've ever made.

The Chōsen philosophy is inspired by the Japanese concept of ikigai, meaning "a life worth living," and the verb chōsen suru (挑戦する), "to undertake a challenge." Its bespoke experiences are designed to do just that. Discover more [here](#).

02 Taking Gastronomy to the Next Level

Feed your body and mind with this unique dining experience fusing food and science.

The three Michelin Star Restaurant El Cellar de Can Roca in Girona offers guests a next level culinary experience. Going beyond the plate and palette, the experience is designed to push senses to the next level, educating guests in the science behind the extraordinary foods they're tasting.

Based on the latest scientific studies, the experience focuses on how flavour impacts both sensory and emotional perceptual abilities, how aromas evoke certain emotions and nostalgias and how food can dominate the brain. See more [here](#).

03 Sharpen Your Skills by the Best of the Best

Special Forces and Intelligence services will test your decision making to its limits in a series of unique, high pressure 'real life' scenarios.

It's time to forget simple boardroom simulations and let Special Forces and Intelligence Services personnel test your individual limits and then build the emotional and mental resilience required to extend them.

Coached and led by former operatives who have served on the front line, attendees are taught in live scenarios, to the very highest standards. This experience takes place in undisclosed global locations and covers a range of practical skills that can be applied to your everyday: surveillance, counter-

surveillance, reactions under fire, escape and evasion, self-defence, kidnap negotiation and response.

Dealing with a high-pressure situation in work or life will never be the same.

Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).



04 Brain 2.0

Always forgetting where you've left your keys? Improve your cognitive function,

coordination and memory up to 15% with Brain Photo Modulation, an innovative treatment approved by the University of Harvard and backed by more than 700 clinical studies.

Offered at the idyllic SHA Wellness Clinic, located on the shores of the Mediterranean Sea, the treatments use neuromodulation techniques to stimulate cellular rehabilitation. Specialists apply a low intensity current through small electrodes placed on the neck, to improve neuroplasticity in the brain. The low intensity, pain-free, transcranial electric stimulations are also said to help improve language capabilities and mathematics. Find out more [here](#).

05 The Full Circle of Health

Take part in sound-healing sessions, sunrise yoga, and meditation at Circle Haus' carefully curated global luxury retreats where a holistic approach to health is married with gastronomy.

During the day, you can detach from everyday life and focus on self-improvement, with health sessions, wellness treatments and workshops. Workshops are hosted by leading wellness practitioners and Fortune 500-company speakers, which combined with the other sessions give an "experience designed to foster self-discovery and inspire purposeful

leadership".

At night, dinner will be served by renowned British chef, author and restaurateur Richard H Turner. Classically trained by legendary chefs the Roux brothers, Pierre Koffmann and Marco Pierre White, Richard's menus use ingredients to nourish and re-energise body, mind and soul.

Retreats are invitation only.

06 Transform your Consciousness

Combining ancient Asian wisdom with neuroscience, Sangha Wellness resort and spa in China is an immersive retreat spread over 189,000 square metres of lakefront peninsula on Suzhou's Yang Cheng Lake.

Its bespoke Quantum Leadership course is run by globally recognised executives, to help guests become more successful in business by becoming more in tune with themselves.

Guests take part in mindful learning, where you are supported to shift your mind set and build adaptive skills to flourish in fast-changing situations. Just over an hour and a half from the centre of Shanghai, you can collaborate with an international network of like-minded individuals and enhance your sense of connection not just with others, but nature and yourself too. Discover more [here](#).

07

The Future is Female

Become a 'Skillanthropist' and help support and mentor female entrepreneurs in conflict-affected communities.

Join over 350 'Skillanthropists' at Bpeace – volunteers that provide skills and business advice – and help promising female entrepreneurs and small business owners in countries such as Lebanon, Guatemala and El Salvador break through the barriers to growth.

Through on-site workshops or even just a few conference calls a month, you could help accelerate historically violent communities up the path to peace and prosperity. Skills that are most in need include strategy, finance, logistics or research – if you would like to enrich your life through enriching others directly, find out more [here](#).

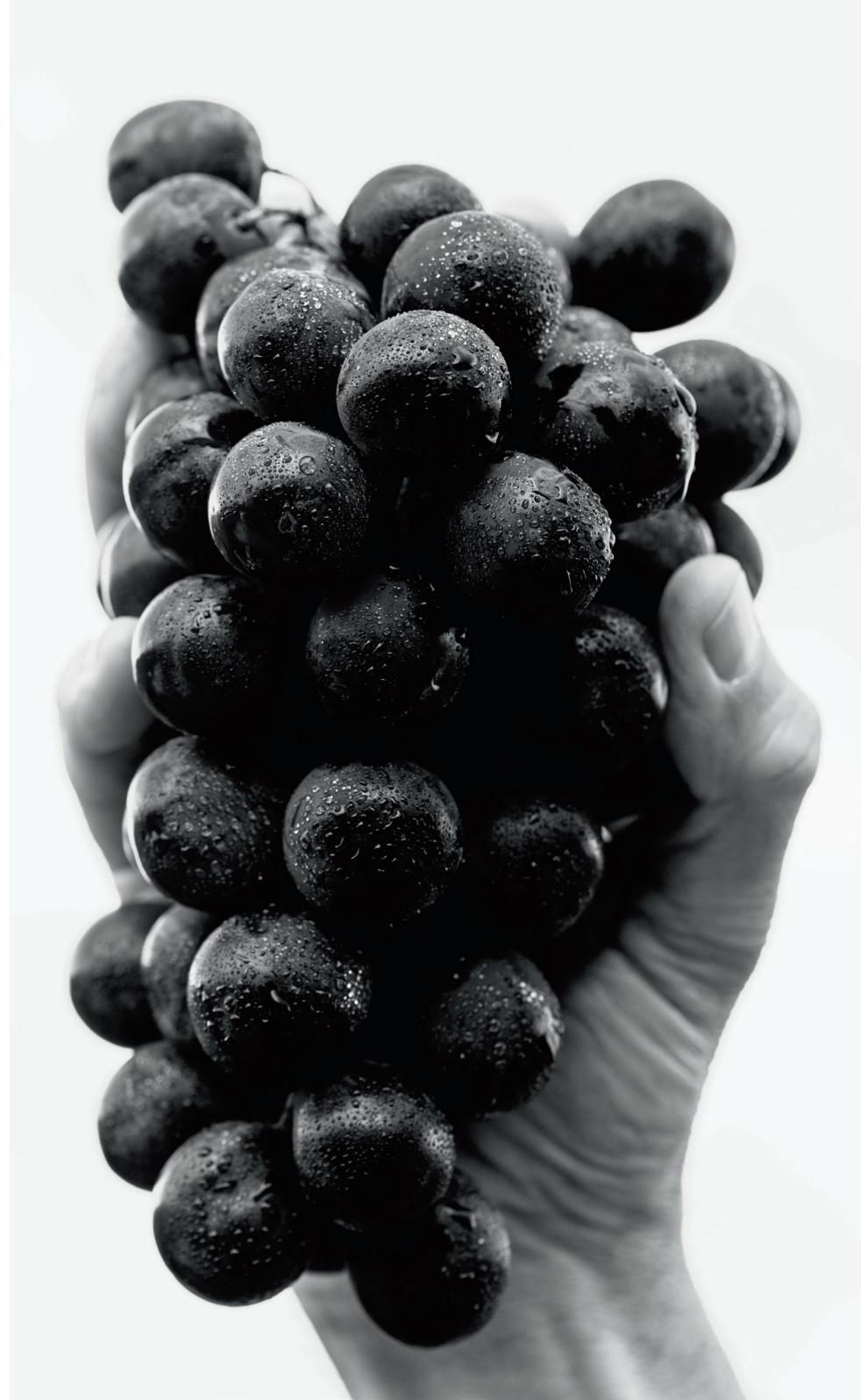
08

Asian Art Appreciation

Expand your knowledge and appreciation of Asian contemporary art with internationally celebrated gallerists.

Playing a vital role in stimulating international dialogue on Chinese and Asian contemporary art, the Pearl Lam Galleries are dedicated to championing artists who re-evaluate and challenge perceptions of cultural Asian practices.

Alongside world-renowned gallerist Pearl Lam or one of her senior experts, you will be guided on exclusive private tours of some of the world's most influential art fairs and events across Hong Kong and Shanghai, learning the craft of contemporary art appreciation and analysis. Discover your inner art critic, find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).



09

Fast Track Your Artistic Self

Deepen your appreciation of the art that matters most to you

The Cultivist is the world's only global arts club offering uniquely privileged access to every aspect of the art world.

Whether you already have a deep understanding, a passing interest or are at the early stages of wanting to learn more, the Cultivist makes the journey through art effortless and enriching. Being part of this exclusive club gives members the opportunity to move seamlessly through museums, galleries and art fairs worldwide: this means no tickets, no bookings and no complications seeing the works you want.

But it goes far deeper than that. Through a truly personal service and tailored experiences, The Cultivist gives each member a deeper appreciation of the arts that matter most to them.

Founded in 2015 by Sotheby's alumni Daisy Peat and Marlies Verhoeven, it fulfils the need for a service that focuses on delivering enriching experiences and unprecedented access to the arts, on a global scale.

The Cultivist welcomes you to a new world of art. Find out more about this experience from the Jade concierge services delivered by Ten Lifestyle [here](#).

10

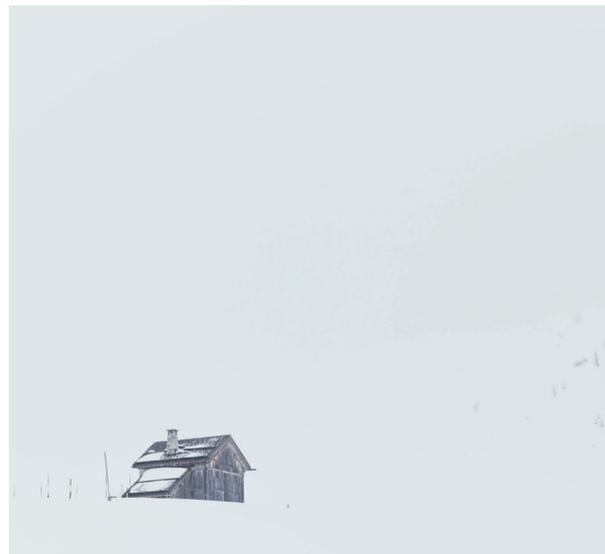
Embrace Purposeful Living

Located across Asia, Canvas values purposeful living, stimulating conversation and lasting relationships.

Members can access regular curated experiences and lifestyle offerings in multiple cities, each uniquely designed to inspire a new paradigm of human engagement, cultivate soulful encounters and create shared values.

From learning traditional cooking techniques and engaging in sustainability projects with local farms to hosting initiatives and conferences, the club seeks to propel local art, culture, cuisine and commerce into new realms.

Where canvas sails once powered the age



of exploration, members of Canvas are interpreters, reimagining a new way of living.

Start reimagining [here](#).

11

Create Meaningful Connections

Technology and social media leave us simultaneously hyperconnected yet increasingly isolated.

Norn is a modern-day members club for digital nomads travelling the world but resisting the idea that travelling often means engaging only superficially with the place you are in. Created to help people cultivate more meaningful connections in the 'real world' in an age where digital interaction has become the norm, members of Norn meet in secret locations each week to discuss new ideas that could change the world.

From salon sessions on Mythology and dinner parties with Gilbert & George the club aims to encourage members to engage in open and honest conversation and think deeper. Topics of discussion that you can engage on include altruism, ideology, fame, consumption, health, death and the future.

Join the waitlist [here](#).

12

Post Digital Play

Slash their screen time without disconnecting the WiFi. Unleash creativity at Nubo.

Approaching play with cognitive science in mind, Nubo is a day club for children up to the age of 10 in Sydney's Alexandria and Chatswood districts. The premium play space avoids digital devices and providing only simple toys and a series of different creative environments including a blue building room, an art studio and a dramatic play room with markets, dolls, tools, cars and workshops galore.

Parents are encouraged to be present and engage with play with every element of the space designed to encourage play through exploration and imagination.

Find out more [here](#).



