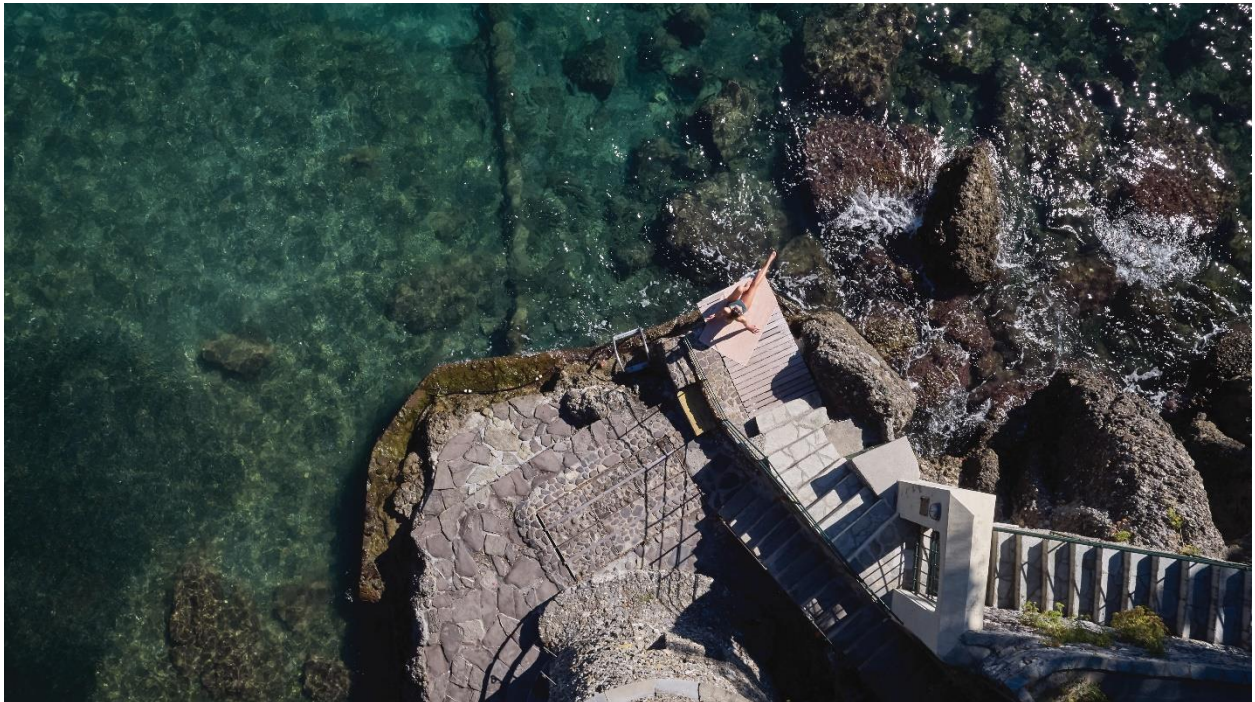




BELMOND

BELMOND GOOD LIVING - A NEW CONCEPT IN WELLBEING

A Celebration of Art de Vivre



3rd October 2019 - Today, at The Royal Academy of Arts, London, Belmond reveals Good Living - a new concept in well-being and a celebration of art de vivre. Good Living is about enriching experiences that go beyond pure wellness and create evocative memories from mindfulness and meditation; physical and mental challenges to cultural immersion and champagne moments.

'Good Living at Belmond is about avoiding the ostentatious and focusing beyond pure wellness, on authenticity and timeless experiences.

Whether it is mindfulness in Anguilla or trekking in Myanmar; the evocative scent of flowers in Madeira; poetic conversations on a literary terrace in Sicily; or experiences that unlock cultures through music.

It is about passion and discovery; and that one-of-a-kind authentic experience with an extra special je ne sais quoi that simply cannot be replicated. Plus, of course, a glass of champagne!

Comments Arnaud Champenois, SVP Brand and Marketing, Belmond.

Introducing - The Experience Makers

Belmond has appointed a council of Good Living 'Experience Makers' – experts in their field who will curate one of a kind experiences that enrich the mind and body and stir the soul.

Poetry in Motion - Gala Gordon and Isabella Macpherson

Founders of Platform Presents, Gala and Isabella are passionate about poetry and theatre and believe that poetry can open your mind and calm your senses. Inspired by Belmond's literary legacy, Gala and Isabella will curate an anthology of poems inspired by rail travel and will host a special poetry workshop at Belmond Grand Hotel Timeo, Sicily, from the literary terrace where DH Lawrence wrote the novel, Lady Chatterley's lover with the backdrop of Mount Etna.

Self-Care to Travel by - Nadia and Katia Narain Phillips

Sisters Nadia and Katia Narain, authors of Self Care for the Real World and Rituals for Every Day bring their philosophy of taking time to care for your body and mind to ensure balance and space for full enjoyment of life. Nadia and Katia will be hosting a retreat at Belmond Cap Juluca from 5th - 9th July 2020, a place of pure serenity and relaxation and will curate a Morning Ritual for Belmond guests to help them take time to feel well and enjoy every moment of their holiday.

Music for the Soul - Clemency Burton-Hill

Author of 'Year of Wonder: Classical Music for Everyday'; Clemency has a stirring passion for music and its ability to unlock emotions and express what it means to be human and exchange cultural stories through music throughout centuries. As an Experience Maker, Clemency has curated playlists that help those with busy lives to take time to just be; because when you travel, you have the luxury of time to open your mind and let the music in. Guests will be able to unlock the magic of a destination when travelling with Belmond.

A World of Flowers - Simon Lycett

Simon was seduced by the beauty of flowers and from an early age, his passion for creating magical setting in the world where everything is possible is brought to Belmond Good Living. Simon will take guests on a journey through the Gardens of Belmond, connecting with the world of flora and fauna and experiencing the life enhancing joy of connecting with nature and breathing in the scent of flowers. Simon will take centre stage at the world-famous flower festival at Belmond Reid's Palace in Madeira from 8th - 10th May 2020, where guests will be able to join a workshop to learn his craft and share his passion for floral art. Simon will also share his passion for home-made, hand-picked tea infusions from his garden, developing a floral tea recipe to be served across Belmond properties.

Inspiring Adventure -Raha Moharrak

A young woman of serious ambition and curiosity, Raha was the youngest Arab woman to summit Mount Everest. Raha will guide guests on a once in a lifetime expedition to Bhamo through the untouched north of mystical Myanmar, hosting a group of intrepid adventurers aboard the pioneering river cruise ship Belmond Road to Mandalay. She will share her knowledge and expertise of summitting the world's tallest mountains and creating guides for those looking to follow in her footsteps.

Go to [Belmond.com/GoodLiving](https://www.belmond.com/goodliving) for more and click through to watch the [Good Living film](#).

#BelmondGood Living.

Ends

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About Belmond Ltd.

Belmond Ltd., part of the world's leading luxury [group](#) LVMH Moët Hennessy Louis Vuitton, has been a pioneer of luxury travel for more than 40 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring and enriching destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to push industry boundaries, taking discerning global travellers on surprising and unforgettable journeys spanning land, water, adventure and relaxation, with international acclaim. The portfolio of 46 properties extends across 24 countries, encompassing three luxury safari lodges, two river cruises, seven luxury trains, including the iconic Venice Simplon-Orient-Express, and the legendary '21' restaurant in New York. From historic city landmarks like Belmond Cadogan Hotel and Belmond Copacabana Palace to hidden retreats at Belmond Cap Juluca and Belmond La Résidence d'Angkor, each incomparable property has its own timeless story to tell, yet the hallmarks of the brand thread through them all: heritage, craftsmanship, and a reputation for genuine, unscripted service in an unrivalled location create exceptional experiences that stir the soul. www.belmond.com.

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