



XO Private launches 'The Private Collection' – the ultimate EUR 1,000 luxury travel bible for those wishing to discover a world away from the ordinary.

THE PRIVATE COLLECTION – arguably the world's most sumptuous travel tome – is being launched this autumn by XO Private, the experiential lifestyle specialist publishers.

The book, weighing in at just over six kilos a copy, will offer the elite traveller a hotlist of the globe's most extraordinary, off the beaten track high-end properties and private islands, as well as once in a lifetime experiences. Entries in this extra large (almost one metre across in size when opened!), beautifully produced, hand-finished tome have been diligently researched and handpicked by the publisher.

Offering stunning, highly inspirational photography, and printed on the highest quality art paper with a personalised, textured cover, The Private Collection book will also link digitally to the award-winning XO Private website where more detailed information (incl. video) on each property and experience will be available.

Aimed at discerning and seasoned travellers hungry for more unique experiences around the globe, the book will undoubtedly prove inspirational and an unbeatable source of information. Likewise, it will delight those consummate adventurers who might have thought that they'd exhausted the list of the world's most extraordinary and under-the-radar destinations.

A genuine collector's item and ultimate gift, the luxurious publication will showcase beach hideaways, private islands, jungle lodges, desert camps, luxury trains, tall ships as well as truly exclusive properties that solely open their doors to those who find them via word of mouth.

For the more adventurous, many 'off the map' destinations will also be featured and less visited countries such as e.g. Dominica, Papua New Guinea, Mongolia, Belize, Montenegro, Mozambique, Sao Tome e Principe, Barbuda, Uruguay, Malawi and Kyrgyzstan.

Apart from the exceptional locations cited, the new publication will identify numerous opportunities to participate in 'once in a lifetime' adventures and expeditions, such as getting fully immersed in the training and lifestyle of the Samurai in Japan, getting up close with polar bears in the Canadian Arctic, hanging out with indigenous tribes of West Papua, driving supercars with celebrity drivers in Sweden's high north, a private airship expedition in the Caribbean, hunting with eagles whilst on horseback in Mongolia or, for example, participating in a sensational helicopter safari through Ethiopia including a private dinner with the country's president.

Published in November 2016, a limited edition print run of only one thousand copies of The Private Collection will be available for pre-order from www.xoprivate.com starting October 5th. Each copy will retail at EUR 1,000 including VAT.

Every copy will be beautifully personalised, with the owner's name (or a name chosen by the purchaser) imprinted elegantly on the front cover.

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Note to Editors:

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| Book dimensions: 430mm x 290mm x 50mm | Book weight: 6,3 kg |
| Luxurious, textured hardcover publication. | Printed on 170g/m ² fine art paper |
| Hand-finished binding. | Personalised cover |

Content: 420 pages featuring 200 high-end, experiential properties and operators around the world

Images of The Private Collection book, XO Private logo, the Story of XO Private as well as background information on the publisher can be found in the dedicated PRESS section of the XO Private (www.xoprivate.com) website.

Press/PR contact: Anna Nicholas, ANA Communications
anicholas@ana-communications.com