

L'OFFICIEL

AUSTRIA

N° 7 - SEPTEMBER 2020 - 5,90 € - WWW.LOFFICIEL.AT

Personalities

Christian Louboutin
Nicolas Ghesquière
Charlotte Lynggaard
Alberto Morillas
J.W. Anderson
Chloé Sevigny
Claudia Schiffer
Alexa Chung
Gemma Chan
Fran Summers
Lewis Hamilton
Cindy Sherman
Maja Vukoje
Sasha Knezevic
Johanna Chronik
Laura Sängler

DIGITAL COUTURE

The "grand dame"
finally goes online.

STAR APPEAL

About the glamorous duo
of celebrities and fashion.

NEW SPIRIT OF THE TIMES

From revolutionary retail concepts to design innovations:
How the luxury industry is now transforming itself.

PHOTO: LUKAS KRAUS
COLLECTION: 2020/21, GEORGE HOBBEK, JEWELLERY: RICCIARATI
HAUTE JOAILLERIE SHOES: CASABE



DUALISM OF THE WORLDS

A game of contrasts against an incomparable backdrop awaits travellers in the Jordanian capital. Between historical cultural hotspots and contemporary design temples, the holiday becomes an expedition of discovery far from mass tourism, not least thanks to meticulous planning.

By CHRISTOPH STEINER



Under the stars and in a so-called "bubble" tent you can spend the night in the Wadi Rum desert in an impressive natural scenery.



True luxury, that much is certain, is also characterised by individuality in the well-booked travel sector. Especially in destinations off the beaten tourist tracks, the true treasures of a country can often only be discovered thanks to the wise guidance of local insiders. If you have the Middle East as a travel destination in mind, two experts are recommended: Firas Koubaydatt and Marwan Idris are the third generation of entrepreneurs behind the "Adonis" agency, which opens up the wonderful world of the Orient and especially the capital of the Jordanian Kingdom to guests from all over the world. They want to give the industry a new face and develop travel "in line with the times" to create unique experiences. Jordan offers a great deal of scope for this, especially since the capital and financial metropolis Amman is proving to be a veritable El Dorado of possibilities. "A country full of wonders, caught in the time between antiquity and modernity", says Marwan Idris and refers to local tourist guides who bring precisely those exciting cultural differences in every conceivable language closer to the international audience.

In Search of Adventure

He recommends not only the historical centre as a programme item, but also the "Musée Automobile" or tastings at the "Haddad" winery, where fine wines from the soil of the Holy Land are served. Once a week, tours lead to the desert city of Petra, which offers an almost picturesque backdrop, especially at night



Pure design - this is what awaits guests in the stylish "W Hotel", which impresses with its contemporary art.

with candlelight, and is of incomparable beauty. No less impressive is the starry sky in the Wadi Rum desert, one of the rare places on earth where you can observe the Milky Way. There, you feel like on another planet in the extraterrestrial-looking "bubble" tents, in which you can watch falling stars while lying in your bed and wake up with a view of the vastness of the desert. According to the two "Adonis" managers, this is "a spiritual experience to get in harmony with oneself and nature".

Luxurious Accommodation

Of course, in terms of accommodation, you can also go for the more classical style, as the capital is not at a loss for prestigious five-star hotels. Simple architecture made of marble and wood awaits discerning guests in the "Fairmont Hotel", for example. An oasis of modern luxury is also the "W Hotel" in the trendy district of Abdali, where a colourful interplay with modern art is emphasised. The 236 rooms and 44 suites of the recently opened hotel were designed by artists such as Dina Saadi and Bader Mahasneh. A hotspot for lifestyle aficionados who want to lose themselves in the partying crowd. For relaxation, we recommend a few days at the "Kempinski Hotel Ishtar", which is located directly on the Dead Sea and offers a counter-programme: contemplative relaxation for body, mind and soul are on the programme

here. The spa treatments range from massages to mineral peeling and, depending on the advantages of the location, also include mud baths.

Tradition meets Modernity

There is hardly any other holiday destination where you can span the

bow between historical experiences and innovative luxury and this is what makes Jordan so attractive - a fascinating game of contrasts. As a traveller, you are simply spoilt for choice, whether you prefer to follow in the footsteps of Lawrence of Arabia or the modern jet set.



Classic luxury is offered in the elegantly dignified "Kempinski Hotel Ishtar", it is distinguished by its location on the Dead Sea and the first-class spa treatments. Culinary delights await the guests in the "Haddad winery", which has been owned for generations by the family of the same name and visionarily pushes forward the millennia-old wine tradition. The exclusive travel agency "Adonis", located at 231 Rue Saint Honore, specializes in such special experiences. Further information is available at: adonistravel.com.