

Ultré

CURATORS OF EXTRAORDINARY JOURNEYS

Weaving Travel Dreams Into Reality . . .

Ultré: BESPOKE ULTRA LUXURY TRAVEL



Ultré is not a travel agency. We are a private atelier of exceptional journeys for China's most discerning global citizens—those who value subtlety, precision, and the poetry of the rare. Our clients are the inheritors of legacy, the authors of new cultural chapters, and the stewards of taste. For them, travel is never a transaction; it is identity in motion.

We do not offer vacations. We sculpt meaning — through private culinary odysseys with Michelin-starred chefs, after-hours access to iconic museums, adrenaline-fueled Formula 1 circuits, or secluded alpine retreats curated with Olympic champions. Whether it's a private recital by a world-renowned violinist, a candlelit dinner in a royal palace, or a handshake with history's living architects—each moment is impossibly personal.

Every Ultré journey is a signature. We begin not with a destination, but with the client: their aspirations, their silences, their sense of time. No two itineraries are alike. No detail is left to automation. Our devotion to nuance ensures that luxury is not just accessed — it is felt.

INVISIBLE ACCESS - CURATED WORLDS

Ultré's reputation is built not on what can be seen — but on what is whispered, hidden, and impossibly rare. Ours is a world of keys to doors that don't open for others, names unlisted on any guest sheet, and vistas known only to those who have earned them. We grant privileged entry to cultural and natural wonders in ways few even know to request.

At Ultré, access is art. We choreograph encounters with soul — private performances by world-class musicians, behind-the-scenes tours of architectural icons, and secret dining experiences in venues spoken of only in hushed circles. These aren't activities. They are invitations into the heart of a place.



Imagine the Louvre, emptied only for them, as curators unveil its masterworks in the hush of evening. A centuries-old atelier where dynastic techniques still live — and where they leave with their own bespoke piece. A ruined fortress, explored with the scholar who unearthed it. A sacred grove known only to monks. Or a rooftop dinner lit by candlelight and silence, high above a sleeping city. These experiences are not found in menus or mapped by search engines. They are granted through trust, made possible by relationships, and shaped with reverence. At Ultré, wanderlust becomes narrative. Every journey is sculpted to surprise the seasoned, delight the cultivated, and live forever—not as a photo, but as a story whispered across time.

A PHILOSOPHY OF PLACE: WHERE YOU STAY IS WHO YOU ARE

For our clients, indulgence is never optional — it's the baseline. Every property we recommend is personally vetted and intentionally selected to meet not just international five-star standards, but Ultré's own: discretion, distinction, and emotional resonance.

We partner with iconic boutique hotels that marry intimacy with artistry. Think rooftop terraces with skyline views known only to insiders, private spa suites infused with local scent rituals, or hidden libraries curated by regional historians. These are not rooms — they are narratives.

And when space becomes the ultimate luxury, we offer a global portfolio of extraordinary villas. Secluded beachfront estates, vineyard hideaways, and avant-garde urban sanctuaries—all seamlessly staffed and styled for quiet grandeur. Each villa is a complete world: tailored, elegant, and saturated in beauty.

For those who seek absolute solitude, we secure access to private islands where time feels different. Imagine the morning's first light breaking over untouched coastline, their personal chef preparing breakfast while a wellness expert awaits to design their day. It is peace, redefined.

CULINARY JOURNEYS: A FEAST OF THE SENSES

At Ultré, gastronomy becomes theatre. We design culinary experiences that awaken the senses and linger in memory — private masterclasses with Michelin-starred chefs, intimate vineyard tastings guided by legacy sommeliers, or the rare pleasure of sampling balsamic vinegar drawn directly from a century-old cask.

From the season's first pressed olive oil to immersive harvest rituals, each journey deepens appreciation for provenance, craft, and flavor. These are not meals — they are edible memoirs. A celebration of the world's culinary poetry, composed exclusively for those who savor excellence.



FLAWLESS SERVICE: THE ART OF ANTICIPATION

What defines Ultré is not what we offer — it's how invisibly we offer it. Every itinerary is built on an architecture of precision, discretion, and care. Our team of seasoned travel artisans custom-designs each journey to reflect not just the preferences of our clients, but their rhythm, rituals, and deeper aspirations.

Behind every effortless moment is a thousand invisible gestures — seamless transitions, intuitive pacing, and attention that speaks quietly yet perfectly.

TAILORED ELEGANCE: MORE THAN TRAVEL

Ultré is not for those who travel to arrive. It is for those who travel to feel.

We design transformative journeys — from diving to shipwrecks in private submersibles, to watching couture take its first step onto the Paris runway from the front row. Whether it's tracing the stars with an astronomer on a desert peak or sharing a firelit dinner with a tribal elder, every Ultré moment is a brushstroke in a larger personal story.

This is not luxury for luxury's sake. It is the art of memory-making — elevated, rare, and unmistakably theirs.

ULTRÉ IS MORE THAN A TRAVEL COMPANY

We are a quiet revolution in how China's elite experience the world. We don't just organize trips. We reimagine what time, presence, and access can mean. Our clients don't travel to escape; they travel to express, to evolve, and to leave a mark without ever making a scene.

We turn the extraordinary into the effortless - layering complexity beneath calm, and weaving logistical perfection behind every seamless moment. The rare becomes the personal. The impossible becomes intuitive.

With Ultré, every journey is more than a luxury — it is a signature. A story shaped by taste, lived through memory, and told not in words, but in moments that only the truly discerning will ever understand.



Ultré: Bespoke Ultra Luxury Travel

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CURATORS OF EXTRAORDINARY JOURNEYS

Redefining Travel for a New Generation of Chinese Elite

There is a new rhythm emerging in the way China's elite explore the world. It is not dictated by trends or dictated by itineraries — it is led by instinct, defined by subtlety, and shaped by identity. Ultré exists to serve this evolution. We are not simply a curator of travel. We are a translator of desire, a discreet architect of meaning, and a trusted guide through the world's most extraordinary moments. What follows is a portrait of who we are, who we serve, and how we craft journeys that echo far beyond the return flight.

A PHILOSOPHY OF RARITY

Ultré curates the world's most exceptional travel experiences for China's most discerning travelers. We don't sell trips — we design rare, deeply personal journeys where privacy, prestige, and cultural resonance come together.

THE ATELIER APPROACH

Ultré is a luxury travel atelier. We don't serve the mainstream luxury market. Our experiences are invitation-only, crafted for those who value subtlety over show and meaning over mass. Each journey reflects not only impeccable taste — but the client's identity and aspirations.

FOR WHOM WE CURATE

Our clients are China's ultra-high-net-worth individuals: visionary entrepreneurs, second-generation heirs, cultural icons, and global investors. For them, travel is more than escape — it's expression. They look for experiences that speak to who they are, where they come from, and what they value.

BEYOND THE KNOWN

Ultré doesn't compete on quantity. We specialize in access that can't be Googled — privileges that exist behind closed doors, whispered about, never advertised. Our experiences are defined by rarity, privacy, and insider knowledge. For those who travel beyond the obvious, Ultré becomes an extension of their world.

We are not for everyone. And that's the point.

ULTRÉ'S THREE REALMS OF EXPERIENCE

TIER 1 | THE ATELIER JOURNEY: WHERE THEIR STORY BEGINS

These journeys are hand-built from the ground up—never templated, never repeated. Each is crafted with intention, intimacy, and invisible mastery. No two are alike, because no two lives are alike.

TIER 2 | EXPRESSIONS OF IDENTITY: A CURATED COLLECTION OF PHILOSOPHIES

[Each A Lens Through Which To See The World]

MYTHOS | THEIR VISION, IMMORTALIZED

These are legacy journeys — one-of-a-kind masterpieces created for those who wish to mark a moment, tell a story, or leave a trace.

SOULLINE | JOURNEYS WITH DEPTH Transformative travel for those who seek meaning beyond the map. Think: private access to ancient temples, silent expeditions into polar landscapes, and guided retreats where philosophy meets raw nature. These journeys are immersive, introspective, and designed to shift perspective—not just scenery.

A - LIST | THE SPOTLIGHT, SEAMLESSLY

For those who belong on the guest list — before the guest list exists. This tier includes VIP access to red carpet events, fashion weeks, global festivals, art fairs, and invitation-only galas. Front-row seats, backstage passes, and the moments money alone can't secure.

SILHOUET | LUXURY THAT WHISPERS

Discretion-first experiences for clients who value privacy above spectacle. Includes: ultra-private villa stays, closed gallery viewings, off-market residences, and artisan ateliers. Often designed for collectors, cultural connoisseurs, and public figures who prefer to remain unseen.

NEXTGEN | CULTIVATING TOMORROW

Elite educational travel for rising heirs, innovators, and young global citizens. Private tutorials with artists, scientists, or entrepreneurs; immersive visits to top universities and institutions; and curated exposure to global ideas, history, and excellence—designed to inspire and shape identity.

ROUGE | THE IMPOSSIBLE, DONE GRACEFULLY

Ultré's ultra-concierge tier—reserved for situations that require speed, subtlety, and global reach. From private jets within hours to last-minute security-vetted access to sold-out events, Rouge is the client's secret weapon for navigating the world without friction. If it can be done, it's done.

TIER 3 | ULTRÉ PRIVÉ : MEMBERSHIP BY INVITATION

ULTRÉ TRANSPORTÉ

Private jets, yachts, luxury ground transfers — all arranged with discretion and precision.

ULTRÉ ÉLISE

Global concierge covering the unfindable: museum closures reversed, lost luggage rerouted before it's missed, or private chefs flown in for dinner the next day.



WHERE OTHERS END, ULTRÉ BEGINS – THE PRINCIPLES THAT DEFINE OUR DISTINCTION

TRAVEL AS PORTFOLIO: DESIGNED, NOT OFFERED

Where traditional agencies present options, Ultré builds journeys the way a private wealth advisor crafts a portfolio — with intention, precision, and personal meaning. No templates. No filler. Every destination, host, and detail is curated to reflect a singular vision.

THE CLIENT IS THE COMPASS

Unlike most agencies who start with “where do you want to go?”, we begin by understanding the client: their lifestyle, rhythm, aesthetic sensibility, emotional needs, and travel history — and only then do we design. Travel follows identity, not the other way around.

UNSEARCHABLE ACCESS

Our clients aren't booking rooms — they're entering worlds. From private palace visits and off-market villas to closed-door clubs and dinners with cultural icons, we offer what cannot be Googled — because it's never listed.

THE INVISIBLE ARCHITECTURE OF SEAMLESSNESS

Our itineraries account for everything: time zone transitions, room orientations for Feng Shui, drivers fluent in Mandarin, dietary nuances at each restaurant, hidden VIP entrances, emotional pacing of the entire journey. Our clients feel only the ease — because we've choreographed the rest.

TRAVEL THAT MIRRORS IDENTITY

Each experience is designed to reinforce the client's personal brand and life story. Whether they are celebrating, recovering, exploring, or showing the world something — each itinerary is a quiet but powerful expression of who they are.

TIME, CURATED

While others sell taste, Ultré serves time. We help our clients make deliberate, story-worthy use of their most precious resource. They curate their lives — we curate the chapters worth remembering.

PRESENCE WITHOUT NOISE

Ultré operates like a private concierge: essential when needed, invisible when not. There is no awkward transactional energy — only trusted, precise presence.

REPUTATION IS SACRED

Our clients are public figures, power brokers, and stewards of legacy. We safeguard their privacy, dignity, security and visibility at every step — because in their world, excellence is not optional.

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