

How Do You Define Luxury?

My dad was the child of Italian immigrants. His mother had been from a wealthy family but his father was a “peasant.” Apparently, there was a whole lot of drama when they decided to get married. My great grandfather threw his daughter’s clothes out into the street when he heard about her fiancé. Their honeymoon was sharing an ice cream cone sitting on the front stoop of his shoe repair shop. Not a whole lot of luxury there! My Dad was the product of this union and grew up during the depression without much luxury. My mom came from a down home southern family that was plain and simple, and truth be told, my mom really thought luxury was overrated!

For some reason, I have always responded to the luxurious. My parents insisted I got my expensive taste from my grandmother, Antoinetta. My aunt, my sister and my cousin (you know who you are), also inherited it. But, what does that mean? I know that Chris (cousin), Dianna (sister) and I all have different notions of what we feel is luxury. For example, all three of us love to travel but Chris loves to stay in unique little three-room hotels or apartments and explore on her own, I love [5-star hotels in Vietnam](#) where I can run to the concierge or front desk to get my questions answered and Dianna and her husband fall somewhere in between. I would bet you are different than anyone else too!

Since everyone’s idea of luxury is different, I try to learn about my clients and what they are really looking for in their “luxury” experience. One trip I recently planned to Australia and Vietnam included what these artists considered a luxury – they spent a day learning to carve jewelry out of bones. Another luxury experience I planned was a private tour of the Eagle’s Nest, Hitler’s Mountain Retreat in the hills of Germany. One of my favorites was an Icelandic honeymoon where the couple climbed glaciers, explored the city and took a dip in the Blue Lagoon. May not sound like luxury to many people but it made that young couple very happy - and that is what it is all about.

Not everyone thinks that sipping champagne and eating caviar is a luxurious experience, even if they have the money. Luxury is how you define it. When my husband and I planned our honeymoon, it had to be beautiful locations (the French and Italian Riviera) and a cruise (We chose Ha Long bay) but we didn't want to get dressed up and we didn't want any formal dinners. Did it feel luxurious? Yes, it did but probably not for everyone.

Call me to discover your luxury moments, whether that means hiking in the alps, staying at a villa in Da Nang or going to Nha Trang and watching your kids have the time of their lives. Whatever your bliss, I will help you find it.

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