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from the MD



Welcome

Esh Naidoo
Managing Director

Welcome to this edition of Signature, a celebration of inspiration, exploration, and elevated living. For over 70 years, Diners Club has been more than a payment card; it has been your trusted partner in creating unforgettable experiences – whether through global travel, exquisite dining, or the enjoyment of life's finer pleasures.

In this edition, we invite you to join us on a journey to the Seychelles, the perfect setting for an unforgettable family vacation. We also explore the ancient city of Cairo, where a unique blend of history, culture, and modernity offers an experience like no other.

Our carefully curated selection of destinations, lifestyle insights, and

entertainment options ensure that you have access to the very best the world has to offer. More than just a card, your Diners Club membership opens doors to a world of exclusivity and prestige, connecting you to a global community that values extraordinary experiences.

As you peruse this edition, we hope it inspires you to embark on new adventures and rekindle your passion for growth. Let us continue this shared journey of discovery, luxury, and exceptional experiences. We are grateful to have you as a valued member of the Diners Club family.

Enjoy the journey.

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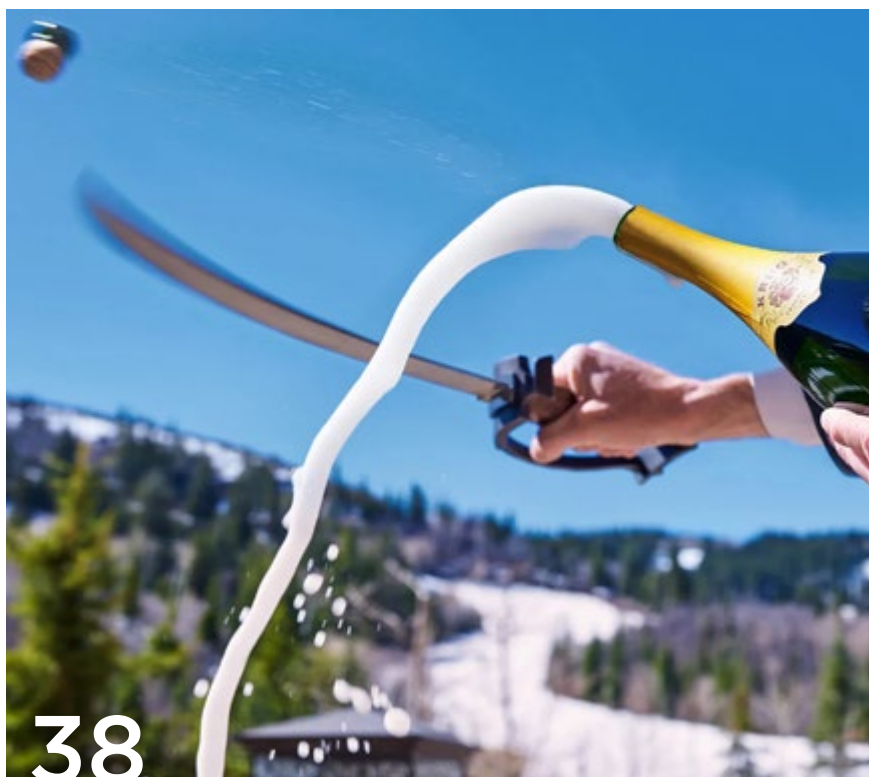
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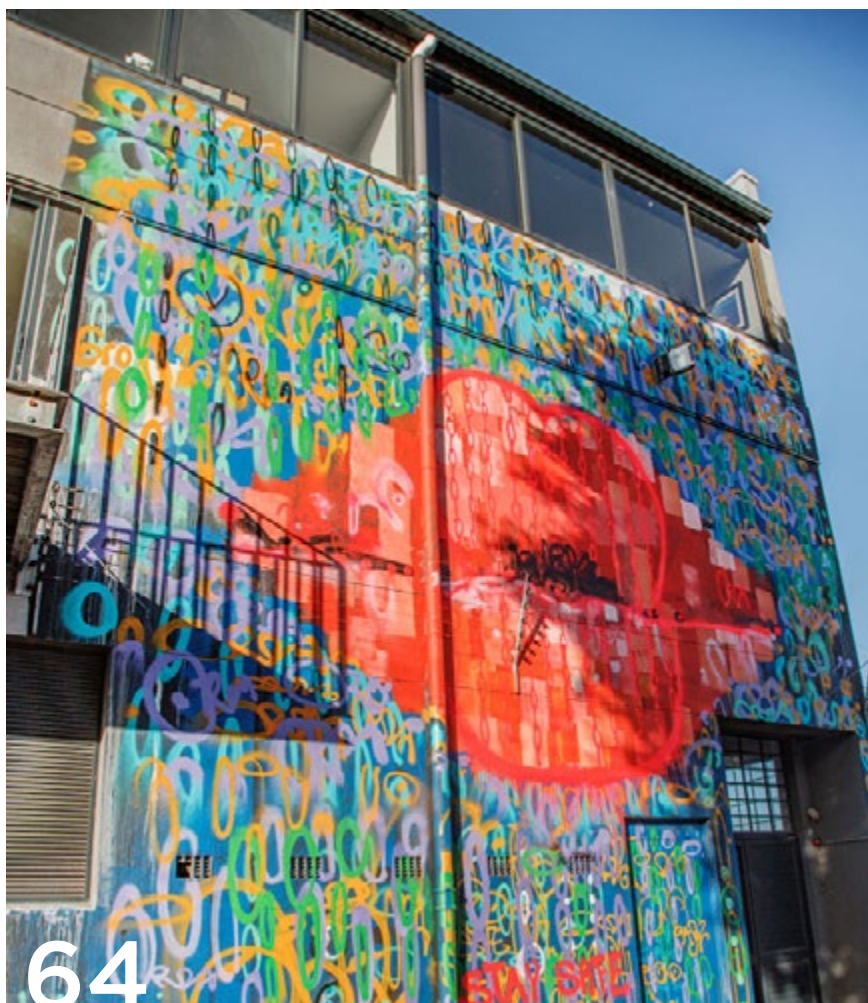


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Managing Director



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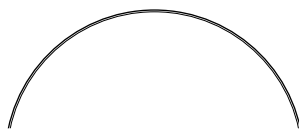
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GO THERE

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Chiva-Som Hua Hin, nestled on Thailand's picturesque shores, is a haven for wellness and sustainability. Offering more than luxury, it's a sanctuary for rejuvenation and a beacon of sustainable practices. Guests embark on holistic well-being journeys, guided by principles of rejuvenation, relaxation, and sustainability. Personalised wellness programs cater to individual needs, combining ancient healing traditions with modern therapies. The resort's commitment to sustainability extends

from energy-efficient design to responsible sourcing of locally grown, organic ingredients. Additionally, Chiva-Som Hua Hin actively preserves the local mangrove ecosystem and engages guests in eco-friendly initiatives. Through social responsibility programmes, it supports the local community. As guests depart, they carry a renewed vitality and appreciation for mindful living, inspired by Chiva-Som Hua Hin's harmonious blend of luxury and sustainability.

www.chivasom.com



MHONDORO RECEPTION & WELCOME LOUNGE

Mhondoro Safari Lodge & Villa has unveiled a private Reception & Welcome Lounge at the Welgevonden Game Reserve gate. Designed by Dutch interior designer Myriam Vogel, the facility introduces the lodge's luxurious African-European style. Guests can check in, relax, and enjoy an organic lunch showcasing fresh, home-grown food before being transported to the lodge on an open game viewer. The venue features a spacious lounge, terrace, dining area, kitchen, and shower-equipped cloakrooms. Built as a community project, it includes locally trained staff and showcases organic produce from Mhondoro's Eco-Farm. Departing guests can also enjoy its comforts before their flight.

www.mhondoro.com

WORLD-CLASS ROYAL SPA

The Royal Spa at the Palace Hotel in Sun City has been honoured with the prestigious Haute Grandeur Global Spa Award for Best Hotel Spa and Best Spa Design in South Africa. Since its opening in December 2022, the spa has garnered international acclaim for its professionalism, service excellence, and indulgent treatment menu, which includes advanced skincare technologies. Designed by David Muirhead & Associates, the spa celebrates African roots and offers a tranquil environment with neutral marbles, natural timbers, and subtle lighting. The Royal Spa features six treatment rooms, three suites with hydrobaths and sensation showers, and a Royal Salon for haircare. Set amidst a lush garden and tranquil stream, it provides a serene escape for guests.

www.suninternational.com/palace/activities/royal-spa





A WHIRLWIND ADVENTURE

Discovering Cairo in 48 Hours

As the sun rises over the Nile, casting golden hues across Cairo's sprawling landscape, the city begins to stir – a reminder that adventure awaits in every corner of Egypt's bustling capital.

If you have just 48 hours to explore Egypt's most glorious city, a well-planned itinerary is essential to capture the essence of Cairo, from its ancient wonders to its contemporary marvels.

DIVE INTO HISTORY PYRAMIDS OF GIZA

Begin your Cairo journey where history itself seems to have begun – at the awe-inspiring Pyramids of Giza. Standing as the last surviving wonder of the ancient world, the pyramids are a must-see. The largest, the Great Pyramid of Khufu, offers an optional interior tour that is well worth the effort. Nearby, the Sphinx guards the Giza plateau with a mystic calm, offering a perfect photo opportunity as the day breaks.

SAQQARA AND THE EGYPTIAN MUSEUM

After a local lunch featuring falafel and koshari, a short drive to





Mosque of Rifai and Sultan Hassan



Saqqara is in order to see the Step Pyramid of Djoser, the world's oldest complete stone building complex. This less crowded site provides a more personal glimpse into ancient Egypt's grandeur.

Returning to the city, visit the Egyptian Museum in Tahrir Square. Home to an astonishing collection of artefacts, the museum offers a comprehensive overview of Egypt's rich history, highlighted by the treasures of Tutankhamun and rare items dating back 5,000 years.

NILE DINNER CRUISE

As evening approaches, unwind with a dinner cruise on the Nile. These floating restaurants provide sumptuous Egyptian cuisine and entertainment, such as belly dancing and traditional music. It's a relaxing way to watch the cityscape illuminated against the night sky.

EXPERIENCE THE CULTURE ISLAMIC CAIRO

Start your second day in the heart of Islamic Cairo, a UNESCO World



Heritage site filled with mosques, madrasas, and monuments dating back to the Fatimid through to the Ottoman periods. Begin at the Citadel of Salah El-Din, which offers panoramic views of the city and houses several mosques and museums, including the impressive Mosque of Muhammad Ali.

Stroll down to the Khan El Khalili bazaar, a bustling market that has

served travellers and locals alike since the 14th century. Here, you can haggle over souvenirs, from handmade crafts to spices and silver. Don't forget to stop for a cup of traditional Egyptian coffee at one of the old cafés like El Fishawi, a centuries-old institution.

COPTIC CAIRO

In contrast, the nearby Coptic Cairo area



Pyramids of Giza



presents some of the city's oldest Christian churches, including the Hanging Church and the Church of St. Sergius and Bacchus, which reportedly sits above the spot where the Holy Family found refuge. The Coptic Museum

here contains a wealth of information about Egypt's Christian heritage.

ZAMALEK DISTRICT

For your final evening, head to

Zamalek, an island in the Nile that boasts an array of garden cafes, art galleries, and shops in a leafy, upscale setting. Dinner at one of the area's rooftop restaurants offers excellent food and stunning views of the Nile and the city beyond.

PRACTICAL TIPS

Getting Around: Cairo's traffic is infamous. Opt for taxis or rideshare apps like Uber for direct routes, or take the metro to avoid the congestion.

Dress Code: Respectful attire is advised, especially when visiting religious sites. Women should carry a scarf to cover their heads in mosques, and both sexes should wear clothing that covers shoulders and knees.

Stay Hydrated: Cairo can be hot, and touring can be exhaustive. Always carry a bottle of water with you.

Forty-eight hours in Cairo is barely enough to scratch the surface of this city's profound history and vibrant culture. Yet even a brief visit filled with the highlights mentioned above promises an enriching and unforgettable experience, leaving you yearning to return to explore more of what Egypt has to offer. So, dive into Cairo's chaos: marvel at its ancient monuments, shop in its lively bazaars, and let the city's energetic pulse lead you on an extraordinary adventure. 🇪🇬

by **bernie hellberg jr**
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FUN IN THE **SEYCHELLES** SUN

The Seychelles is for Families

Seychelles has emerged as a top choice for families seeking an exceptional vacation, offering unprecedented accessibility and affordability. This tropical paradise stands out not only for its stunning natural beauty but also for its traveller-friendly policies and a wide array of experiences that cater to every member of the family.



Being often referred to as the “land of perpetual summer”, the Seychelles islands boasts a climate that is consistently delightful throughout the year. With temperatures typically ranging between 24°C and 32°C, the weather is perfect for outdoor activities and beach days. The islands are free from tropical diseases, adding an extra layer of comfort and peace of mind for families traveling with young children or those concerned about health issues.

One of the most attractive features of Seychelles is its visa policy. Travelers from any nationality can visit Seychelles without the need for a visa, making it incredibly convenient for families planning a getaway. Visitors can enjoy a stay of up to 30 days without the need for extensions, which simplifies travel plans and allows families to fully immerse themselves in the island experience.

Upon arrival, families will find themselves surrounded by opportunities for fun and relaxation. Seychelles offers a diverse range of accommodation options to suit different preferences and budgets. For those seeking the pinnacle of tropical indulgence, the five-star resorts and exclusive island hideaways are ideal. These top-tier hotels go above and beyond to cater to every guest's needs, including those of younger travellers. Many of these resorts feature Kiddies Clubs and specially designed entertainment programs to keep children engaged and entertained, allowing parents to unwind and enjoy their holiday.

For families who prefer a more modest but still enjoyable stay, the Seychelles Secrets portfolio provides an excellent alternative. This collection of hotels and guesthouses has been carefully selected to offer a combination of great facilities and exceptional



Domaine de Val des Prés



value for money. These properties, spread across various islands, offer an authentic Creole experience and are set in picturesque locations that showcase the islands' renowned natural beauty. The expansion of the Seychelles Secrets portfolio means that even budget-conscious travellers can experience the charm and allure of Seychelles without compromising on quality.

Moreover, many smaller hotels and self-catering options cater specifically to families, offering adjoining rooms and other family-friendly amenities that enhance the convenience and comfort of your stay. Whether you're looking for a luxurious retreat or a cozy, budget-friendly base, Seychelles has something

to offer every type of traveller.

A JOURNEY OF DISCOVERY

A trip to Seychelles is not just about relaxation; it's also about exploration and discovery. The islands offer a rich tapestry of experiences that promise to captivate and enchant visitors of all ages. One of the most popular activities is island-hopping. The proximity of the islands of Praslin and La Digue—just 15 minutes by plane or an hour by fast catamaran ferry—makes it easy for families to explore these neighbouring gems. Each island boasts its own unique attractions, including some of the world's most renowned beaches.

On Mahé, you'll find Beau Vallon

beach, known for its golden sands and clear waters. Petit Anse and Takamaka are also noteworthy for their stunning beauty. Praslin is home to the spectacular Anse Lazio, often listed among the world's top beaches, while La Digue features the breathtaking Anse Source d'Argent, with its distinctive granite boulders and tranquil waters. If you prefer to stay on the main island of Mahé, there are more than 65 beaches to choose from, each offering its own slice of paradise.

For those seeking adventure and a deeper connection with nature, Seychelles offers extraordinary opportunities. One must-visit destination is the Vallée de Mai, a UNESCO World Heritage Site. This ancient forest is renowned for its towering palm trees and the famous coco-de-mer, a rare and intriguing double-lobed coconut. Guided walks and trails through Vallée de Mai allow visitors to explore the island's unique flora and fauna, including some of the rarest species on the planet.



Vallée de Mai, Praslin



Seychelles is also an ideal destination for water enthusiasts. The crystal-clear waters just offshore are perfect for swimming and snorkelling, revealing a vibrant underwater world teeming with colourful marine life. Fishing is another popular activity, with opportunities to cast a line in the bountiful waters surrounding the islands. Alternatively, consider taking a cruise aboard a traditional schooner, catamaran, or motor yacht to experience Seychelles from a different perspective and discover the hidden beauty of the islands by sea.

Golfers and equestrians will also find plenty to enjoy. Mahé boasts a scenic nine-hole golf course, while Praslin features an 18-hole Championship course with breathtaking ocean views. For those who prefer horseback riding, Mahé's Grand Anse offers a picturesque shoreline perfect for a relaxing ride along the beach.

DELECTABLE DELIGHTS

Dining in Seychelles is a treat for the senses, with numerous hotels and restaurants offering a variety of culinary delights. Many establishments cater to families with special menus for children, ensuring that even the youngest diners are well taken care of. Seychelles is particularly renowned for its fresh seafood, providing an opportunity to Savor some of the best and most flavourful dishes you'll find anywhere.

Ultimately, Seychelles is a destination that combines natural beauty, family-friendly amenities, and diverse activities to create an unforgettable vacation experience. The welcoming atmosphere, pristine environment, and abundance of entertainment options make it an ideal choice for a once-in-a-lifetime family holiday.

Direct flights from Johannesburg to Seychelles make it easy to reach this

tropical paradise, allowing you to start your adventure with minimal hassle. While Seychelles does not require a visa for entry, travellers should note that they need to register online at www.seychelles.govtas.com from 30 days before their travel date.

Seychelles offers an unparalleled family vacation experience with its combination of stunning beaches, diverse activities, and exceptional accommodations. Whether you're seeking relaxation, adventure, or a blend of both, Seychelles is the perfect destination to create lasting memories with your loved ones. 🏝️

by *seychelles tourism*

WHO IS HANDLING YOUR **BUSINESS TRAVEL?**

And Why They Might Be Messing It Up

Ever booked a crucial client meeting in Sandton, only to find yourself stuck in a Midrand hotel because someone didn't check the location? If you're nodding along, you're not alone. The person booking your travel can make or break your business trip – and maybe even your deal.

“Deciding who is responsible for your travel arrangements isn't just admin work; it's a critical business decision,” says Bonnie Smith, GM of FCM. “Get it wrong, and you're looking at missed opportunities, wasted time, and a lot of frustration.”

Smith takes us through the following business travel booking options to highlight the risks.

THE IN-HOUSE APPROACH

Imagine someone from finance or admin squeezing in travel bookings





between their regular tasks. Sounds efficient, right? Well, not exactly.

From booking non-refundable flights on the wrong day to choosing less-than-ideal hotels, the potential for hiccups is real. Smith says: "Oversights happen when the company's travel needs aren't someone's primary focus. These aren't just inconveniences – they can impact business outcomes and eat into your profits, too."

If you're sticking with in-house booking, invest in some training. Your

team needs to understand travel industry best practices, or you'll keep missing out on savings and efficiencies

THE DIY TRAVELLER

Letting employees book their own travel seems like a great idea. Freedom! Flexibility! What's not to love? In reality, it can get complicated fast.

From unintentional overspending to accidentally booking outside policy, this approach can lead to some tricky situations. Smith cautions, "Without proper guidelines, self-booking can quickly become a challenge for both travellers and the finance team."

If this is your preferred method, implement a user-friendly booking tool that incorporates your travel policy. And make sure everyone actually understands the rules.

THE TRADITIONAL TRAVEL AGENT

Using a regular travel agent for business trips is like using a map app that doesn't update in real time. They might not be fully equipped for the complexities of corporate travel.

While great for planning holidays, they often lack the specialised tools and knowledge required for effectively managing business travel. Think limited reporting capabilities and potential struggles with implementing corporate travel policies.

THE TRAVEL MANAGEMENT PROS

Travel Management Companies

(TMCs) like FCM specialise in corporate travel, and are armed with industry connections, advanced tech, and the ability to handle everything from simple bookings to travel emergencies.


But even experts need to be in sync with your company's needs. Smith notes, "A good TMC acts as a strategic partner in your business growth. They should understand your company culture, align with your goals, and make your travellers' lives easier."

THE AI APPROACH

AI is making its mark in travel management, promising streamlined bookings and personalised recommendations. Exciting stuff – but it's not without its challenges. There's potential for errors and the risk of losing that human touch when unexpected issues arise (and they always will in travel).

Smith's perspective? "AI is a powerful tool, but it works best when combined with human expertise and oversight."

Each approach has its pros and cons. The key is understanding the risks, preparing for potential issues, and having a clear, well-communicated travel policy.

"Regardless of your chosen method, success comes down to clear communication, regular programme reviews, and balancing cost-efficiency with traveller satisfaction," concludes Smith. 



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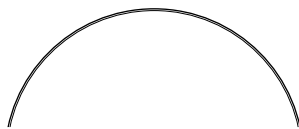


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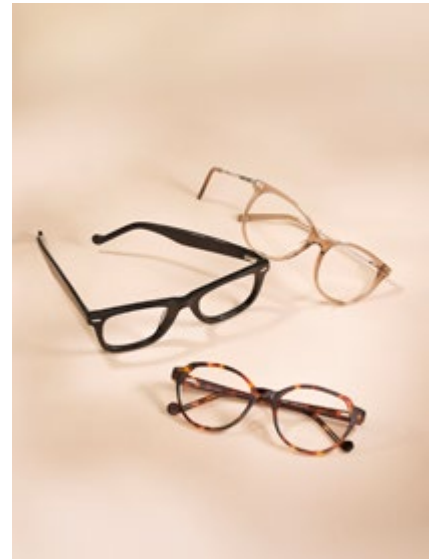


LIFESTYLE

EXQUISITE EYEWEAR FROM DE LUCA

De Luca proudly introduces its latest eyewear collection, drawing inspiration from Italy's vibrant fashion heritage. Available exclusively at Spec-Savers, this collection seamlessly blends timeless elegance with modern sophistication. Each frame, from the bold Chunky acetate to the refined Classic acetate and understated Wire frames, is designed to capture the essence of Italian style. The collection offers a variety of colors and

textures, including two-tone acetates that add depth, vibrant green hues inspired by Italy's landscapes, rich burgundy shades, and timeless transparent frames. Priced affordably at R1,799, De Luca's mission is to provide luxurious yet accessible eyewear, ensuring you stay stylish without compromising your budget. Discover the new collection at Spec-Savers and experience the allure of Italian craftsmanship at www.specsavers.co.za.

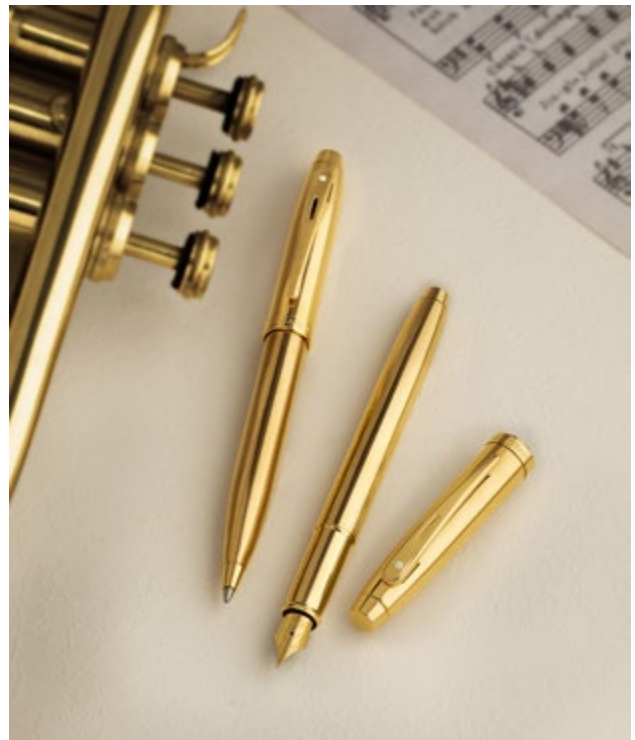


A HERITAGE OF FRAGRANCE

With a collection of four timeless scents, Montblanc introduces four unique facets of its rich heritage of creativity and craftsmanship told through the artistry of fragrance. Crafted from fine, precious ingredients, each of the four fragrances in the collection reveals a different aspect of a legendary marque: from the birth of an icon of writing culture to beauty of ink on paper, from the luxury of Montblanc leather craftsmanship to the glacial majesty of the Mont Blanc Mountain that has continuously inspired the Maison's quest for innovation and excellence. The Montblanc Collection presents a sensorial way of experiencing the distinctive pillars that are core to the brand, with each scent an opportunity to travel through time, to experience Montblanc through a new lens, to be inspired or inspire others.

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A young man with dark, wavy hair, wearing a light grey long-sleeved shirt, light grey cargo pants, and white sneakers, is walking on a gravel surface. He is carrying a dark grey Tumi backpack with orange accents. He is looking back over his shoulder towards the camera. In the background, there is a bright orange McLaren sports car, a green hedge, and a white wall with a wooden beam.

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THE ART OF SABERING

A Timeless Tradition in Champagne Celebrations

Champagne! In victory, one deserves it, and in defeat, one needs it!

– Napoleon Bonaparte

The sight of a champagne bottle being opened with a swift slice of a sword is a grand gesture that exudes confidence and celebration. For those who have successfully sabered a bottle, it's an accomplishment tied to a time-honored tradition. For others, the idea provokes a mix of excitement and anxiety. But what exactly is sabering, and where did this practice originate? And how can you master it without risking shards of glass in your drink? This guide explores the history and art of sabering, offering a step-by-step method to ensure your success.

A HISTORICAL GESTURE ROOTED IN VICTORY

The practice of sabering dates back to the Napoleonic era, steeped in legend. According to popular accounts, we owe this dramatic gesture to Napoleon Bonaparte and his army of Hussars. The

Hussars, a dashing group of light cavalry soldiers known for their bravery, were said to celebrate victories by slicing the tops off champagne bottles with their sabres.

Some stories even suggest that these soldiers used their sabering skills to charm Madame Clicquot, the widow who famously took over her husband's Champagne business and revolutionized the industry. Whether fact or fiction, these tales add a sense of romance and daring to sabering, making it a symbol of celebration and success.

THE MODERN-DAY SABRAGE

Today, sabering remains a celebrated tradition, especially in France where it is honored by the Confrérie du Sabre d'Or, or the Brotherhood of the Golden Sword. This formal group takes the art of sabrage seriously, with members ceremoniously opening bottles of champagne with their sabres while donning traditional attire.

While the Hussars and their battlefield



celebrations are long gone, sabering has found a place in modern festivities, from weddings to New Year's Eve parties, captivating onlookers with its blend of elegance and bravado.

MASTERING THE SABRAGE TECHNIQUE

If you're eager to try sabering yourself, it's important to approach the

technique with both respect and caution. Here's how to do it right:

1. Choose Your Bottle Wisely

Select a bottle of Champagne or locally produced Cap Classique for best results. These have the ideal level of pressure for sabering. Cava and Prosecco, while delightful, generally have less internal pressure and are less effective for this technique.



2. Select Your Weapon

A sharp kitchen knife can work just as well as a traditional sabre, provided it has a good weight and sturdy blade. Ensure whatever you use is sharp enough.

3. Chill the Bottle

Chill the bottle thoroughly by placing it in the freezer or submerging the neck in a bucket of ice for 15-20 minutes. A well-chilled bottle breaks more cleanly

and reduces the amount of bubbly lost upon impact.

4. Prepare the Bottle

Remove the foil and wire cage that secures the cork. Locate the seam of the bottle - a subtle line running vertically from top to bottom.

5. Position Yourself and the Bottle

Hold the bottle at a 30-45 degree angle, ensuring the neck points away from you and anyone nearby. Place your thumb



in the punt (the indent at the bottom) and extend your forefingers along the neck. Avoid wrapping your entire hand around the bottle's neck to prevent injury.

6. The Sabering Motion

Rest the blade flat against the bottle's seam and run it gently along the seam a few times. When ready, pull the blade back toward your body, apply pressure, and then swiftly thrust it along the seam toward the bottle's lip. A confident flick of the wrist should do the trick.

7. Check and Serve

If executed correctly, the neck should snap off cleanly, taking the cork with it. Before pouring, inspect the bottle for any glass shards. Once

satisfied, pour the champagne and enjoy your success.

CELEBRATING TRADITION

Sabering is more than just a party trick; it's a ritual connecting us with history and the celebratory spirit of past generations. Whether marking a milestone or adding drama to a gathering, mastering sabrage is sure to impress and delight. With the right preparation and practice, you can make sabering part of your champagne experience. After all, as Napoleon Bonaparte said, "Champagne! In victory, one deserves it, and in defeat, one needs it!" 🍾

by **bernie hellberg jr**
/photography by **unsplash.com**

STEPPING INTO CREATIVITY

Ardmore's Artistic Voyage

With each step forward, I drew deeper into Ardmore's enchanting world, an experience reminiscent of Alice falling into the rabbit hole and arriving in Wonderland.. It wasn't just an ordinary encounter; it was as if a magical realm was unfurling right before my eyes. I was immersed in a fantastical landscape of intricate narratives and hidden details within the artistry. Before me stood a magnificent piece – a hippopotamus adorned with a ceramic bowl, accompanied by monkeys playing on his back, and as I inched closer, eager to unravel the delicate artistry of the piece, I fell headlong into its story.



The hippopotamus was a sight to behold; his bottom half gleaming in pristine white while his top section was adorned with a scalloped black blanket embellished with vibrant green geometric flowers. Nestled amidst the foliage were emerald leaves, their red veins adding a touch of realism to the piece. Perched upon the hippo's back sat the ceramic bowl, intricately crafted with flowers and fruits – a testament to the artisan's skill and dedication. Surrounding the scene, mischievous monkeys frolicked with boundless energy, adding to the palpable excitement of the moment. The day of the jungle's grand parade was an annual spectacle where the animals showcased their artistic prowess. The hippo, filled with pride and anticipation, couldn't wait to unveil his masterpiece – a ceramic bowl inspired by his mentor, Bonnie. With the help of his trusty companions, the mischievous monkeys, he had poured months of effort into its creation, hoping to claim the coveted prize.

Stepping back, I couldn't help but marvel at Ardmore's prowess in the realm





of luxury African art. Their unwavering commitment to craftsmanship, creativity, and pride permeated every aspect of their work, setting them apart as a global leader in the industry.

HISTORY OF CREATIVITY

Ardmore Ceramics traces its roots back to 1985 when Fée Halsted, driven by a desire to empower others, founded the company on her farm in KwaZulu Natal. Facing adversity as a woman in the art world, she sought to create opportunities for rural communities by teaching the art of ceramics. Guided by the principle of Ubuntu – the interconnectedness of humanity – she embarked on a journey to make a meaningful contribution to society.

Under Fée's tutelage, a talented group of individuals, including Bonakele (Bonnie) Ntshalintshali, honed their craft, earning recognition and acclaim locally and internationally. Ardmore's distinctive blend of traditional African motifs with contemporary influences captivated audiences worldwide, earning them a reputation for whimsical and intricate designs inspired by African wildlife and folklore.

In 2010, Fée's children Jonathan, Catherine and Megan expanded Ardmore's horizons by venturing into the realm of fabric design, giving rise to Ardmore Home, and ultimately Ardmore Fashion several years later. By translating their iconic ceramic designs onto silk, linen and cotton, the brand found new avenues for creative expression, garnering attention from renowned designers and artists. This expansion further solidified the brand's presence in the luxury market, heralding collaborations with prestigious names like Hermès.





With a team of over 70 artists, Ardmore remains committed to economic empowerment and the preservation of African artistic traditions. Their products, characterised by vibrant colours, intricate patterns, and rich storytelling, serve as a bridge between cultures, inviting dialogue and appreciation for African heritage.

Ardmore's social impact extends beyond its products, reflecting a commitment to ethical and socially responsible practices. Each piece not only tells a story but also contributes to the livelihoods of local communities, resonating with consumers who value authenticity and sustainability.

By offering a glimpse into African culture and craftsmanship, Ardmore's creations transcend mere decor, becoming cherished symbols of cultural appreciation and conversation starters in homes and workplaces alike. With each piece being handmade and inherently exclusive, Ardmore's products appeal to collectors and design enthusiasts

seeking unique and rare treasures to adorn their spaces.

To experience Ardmore's rich legacy firsthand, visit their website at www.ardmore-design.com or hear an insightful conversation with Fée in this [video](#). For an immersive shopping experience, visit one of Ardmore's boutique stores in Cape Town, Johannesburg, or O.R. Tambo International Airport. I enjoyed touring the Cape Town store with Phillipa Strydom, the owner, who offered a glimpse into Ardmore's world of creativity and inspiration.

For a deeper understanding of their craftsmanship, visit the Ardmore Ceramic Gallery on Caversham Road, KwaZulu-Natal, where you can witness the intricate processes involved in creating each masterpiece. Guided by Fée's vision, Ardmore continues to push the boundaries of artistic expression, inviting audiences to take one step closer to their vibrant world of stories and colour. 🌍



STYLE COUNSEL

Personal Style for Every Man

“The style is the man himself,” said the aristocratic French mathematician and cosmologist George Comte de Buffon. And his words are as true now as they were four centuries ago. How to acquire style that expresses the man you are? Editor, insider and true man of style Nkosiyati “Yati” Khumalo shares his secrets.

When it comes to matters of style, there are few to beat Nkosiyati “Yati” Khumalo, an award-winning editor and content specialist who’s made his charismatic mark on platforms ranging from print, digital and social media to events. The former Editor-in-Chief of *GQ South Africa* and one of The Business of Fashion’s “500 People Shaping the Global Fashion Industry”, Yati combines an insider’s knowledge of the fashion world with a love of music, tech and contemporary African talent, making him a great guide to men’s grooming, image and expression.

HOW DO YOU DEFINE STYLE?

For me, style is not just about how you present yourself, but about how you show up in the world. Style is personality made tangible through the choices you make – and those choices inform not just your appearance, but also your interactions, your taste and the impact you have on people around you.

WHAT IS YOUR INSPIRATION?

My style is something of a hybrid – a slightly relaxed, updated version of preppy. I gravitate towards classic pieces and love fabrics that work year-round, like merino wool. Navy blue is my favourite colour, and I



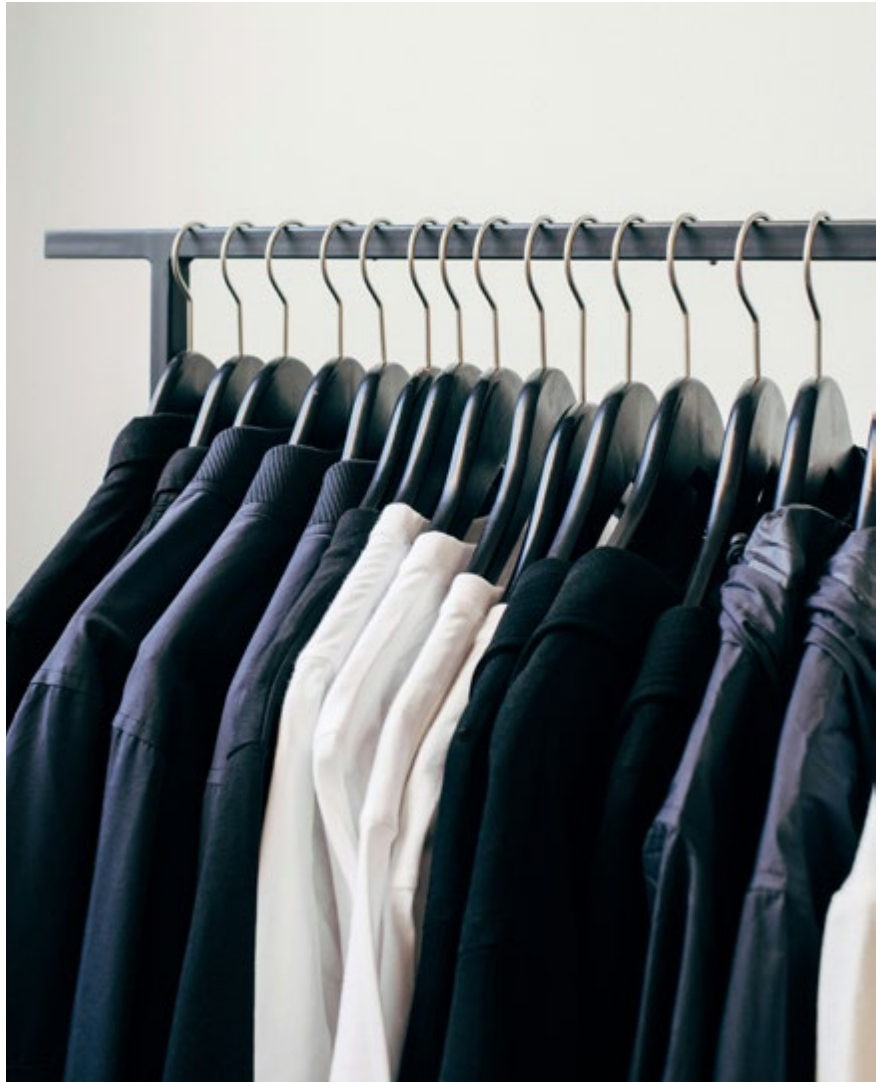
need a fountain pen, but a go-to, high-quality ball-point is great.

BEST ACCESSORIES TO BUY

Three belts work best – one brown and one black in casual style for a relaxed look, and a narrow black dress belt for more formal occasions. Sunglasses can make anyone look great, so take your time, try on many options, and bring a friend or partner for an extra opinion if you want to find a style and shape that suits your face. Analogue watches are still a man's best friend; you don't have to shell out a fortune to find a great one. If you're committed to a smartwatch, play around with various fabric straps or one or two metallic options in classic styles to elevate the look. For jewellery, have fun, but start off simple – a chain, maybe a bracelet, and a ring or two. Comfort is a key part of being stylish.

HOW HAS SOUTH AFRICAN MEN'S STYLE EVOLVED


South African men have realised that a tonne of luxury logos doesn't equate to great style, and there's more of a tendency to choose just one subtle statement piece, usually in the form of an accessory, which is brilliant.





The lesson is that you don't have to spend much to look great. I also think more men are embracing local labels, from casual to formal, and we have many wonderful choices.

YOUR BEST STYLE ADVICE?

Find a great tailor! No item of clothing looks great if it fits poorly, however much it costs, and for men, this is most noticeable in trousers and sleeves, especially when it comes to jackets and blazers. You can get almost anything tailored, from jeans to formal coats, and it's always worth the time and investment. 

by **pnina fenster**
/photography by **unsplash.com**

A HOME AND SO MUCH MORE

A Vibrant Life Awaits at Steyn City

Thought Steyn City was simply a residential address? Soon, it will be home to a premium boutique apartment hotel that will attract internationals, business travellers and families to this stunning estate in Gauteng.

With its wide array of luxury homes – from freehold and clusters to apartments and world-class leisure facilities amid a 2,000-acre parkland setting, Steyn City offers more room to breathe than you can imagine. Life here keeps improving with new

facilities, new retail, and now, a new hotel and spa.

Steyn City has long been one of Gauteng's most desirable residential addresses. Having made several appearances on rankings of the top ten lifestyle estates in the world and Gauteng's best residential estate, it's no stretch to say that it's challenging to

find a place that so effortlessly melds beautiful surroundings with stunning recreational facilities and unparalleled luxury and convenience. Couple these with sophisticated yet discreet security measures, and you have complete peace of mind in the heart of Gauteng.

Thanks to amenities like the 18-hole Nicklaus-designed championship golf





course and award-winning Clubhouse, a 45km floodlit promenade for walking and running, a 50km mountain bike track, and an equestrian centre complete with bridle trails. Also on offer are a plethora of eateries (from well-known coffee chains to family-style outdoor restaurants, bistros, and al fresco dining options), tennis and padel courts, outdoor workout stations, fitness centres, and children's play nodes. At the hub of it all is City Centre, with its treed piazzas, stunning art gallery, and high-end retail and services. Add in the Ultimate Helistop for instant access to your next destination, and this place has it all.

The launch of the Steyn City Hotel by Saxon in October 2024 will attract discerning guests. It's also just a short drive (15 minutes) from Lanseria International Airport, making it convenient for travellers from SADC countries and other major cities and international guests looking for the ultimate sojourn in Gauteng. As a

conferencing destination, you'd be hard-pressed to find another venue with so much to offer.

A STAY WITHOUT COMPARE

Like its sister establishment, The Saxon Hotel, Villas, and Spa, the Steyn City Hotel by Saxon is all about luxury and comfort. The hotel's endorsement by the Leading Hotels of the World is yet another assurance that guests' stay will be without compare, as this prestigious accreditation is reserved for establishments recognised for their unswerving accent on excellence.

Added to this is the joy of having absolutely everything you could need to make your stay relaxing: each of the 50 serviced apartments (each with either views over the lagoon or treed piazzas) is equipped with a range of appliances, including a fridge, freezer, tea and coffee-making station, washing machine, and iron, so that guests truly feel that they are in a home away from home. You're able to choose from

one- to four-bedroom apartments, with a well-appointed penthouse and presidential suite also available, all with Wi-Fi and concierge service.

Residents and hotel guests may also wish to make use of the co-working facilities at Guild, where breakfast or lunch is also served. Or gather with colleagues or clients at Guild's conferencing facilities, which offers an 80-seater conference and event area – and tailor it with some post-conference activities either on the golf course or at the Lagoon precinct.

While positioning Steyn City to cater to a new audience, these new facilities will also add an exciting dimension to the exceptional residential lifestyle offering afforded to the estate's homeowners.

To book a viewing, contact sales@steyncity.co.za or telephone +27 10 597 1040. For hotel bookings, visit www.steyncityhotel.co.za.



BENTLEY'S SUSTAINABLE **FUTURE**

Bentley Flying Spur Hybrid Odyssean Edition

Under a picturesque sky set ablaze by the breathtaking South African sunrise, we embarked on a journey in the majestic Bentley Flying Spur Hybrid Odyssean Edition, tracing our path from Cape Town towards the Du Toitskloof mountains, and to our final destination, the quaint and tranquil town of McGregor, where the road ends and our story begins.



Our route, fraught with unexpected twists and turns, led us through the historic Bainskloof Pass and onto Route 62 beyond Worcester, offering a glimpse of adventure and serenity.

CONQUERING THE ROADS LESS TRAVELLED

Travelling along the N1 past Paarl, as luck would have it, the Huguenot Tunnel was closed due to a fire raging across the mountain. With no other choice, we reluctantly headed towards Wellington and the Bainskloof Pass as our only means to cross the daunting

mountains. Many gems have been discovered on the road less travelled, and the newly restored Bainskloof Pass, initially opened in 1854, is one such jewel, mainly when traversed in a Flying Spur Odyssean. Navigating through the Bainskloof Pass, initially built for horse and cart, not modern wonders of vehicular engineering, the Flying Spur Odyssean proved itself a true marvel of modern engineering. With its potent hybrid powertrain effortlessly surmounting the pass's steep inclines, and its elegant design gracefully manoeuvring through tight hairpin bends, the Flying Spur honoured its heritage while mastering innovation.



EFFICIENCY MEETS PERFORMANCE

Following the lengthy detour, and finally arriving on Route 62 beyond Worcester, the Flying Spur was in its element, dispatching with consummate ease the long, straight, and flat stretches of road that mark the Little Karoo.

Bentley redefines luxury with the environmentally focused Flying Spur Odyssean, showcasing an innovative powertrain that combines superb efficiency with exhilarating performance. At the heart of this masterpiece lies a meticulously crafted 2.9-litre V6 engine, seamlessly integrated with an advanced electronic motor. Together, they boast 400 kW and 750 Nm of torque.

Complementing the V6 engine, an advanced electronic motor provides up to 100 kW and 400 Nm of torque. Positioned between the transmission and the engine, this motor delivers instantaneous torque for silent acceleration, eliminating any perceived turbocharger lag.

This sophisticated powertrain



propels the Flying Spur Odyssey from zero to 100 km/h in 4.3 seconds, making it the epitome of efficiency and performance. Yet, amidst this exhilarating performance, the Flying Spur remains committed to efficiency, embodying Bentley's vision of sustainable luxury.

Inside, the Flying Spur Odyssey offers a flawless integration of technology and luxury, with a dedicated button allowing control over three distinct E Modes. From EV Drive for city cruising to Hybrid Mode for long journeys and Hold Mode to conserve battery charge, this futuristic marvel of a car adapts effortlessly to every driving scenario.

A SUSTAINABLE ESCAPE

Arriving at Lucky Crane Villas in McGregor, we were greeted by an oasis of tranquillity nestled amidst breathtaking landscapes with a view over the Krans Nature Reserve and the Langeberg mountains in the distance, promising an escape from city life like no other.

The Lucky Crane Villas offer six villas of varying sizes. The three-bedroom Olive Woodpecker villa, our home for our stay, exudes an aura of modern elegance, with a perfect fusion of sophistication, comfort, and sustainability.

"Sustainability is our core focus at Lucky Crane Villas, driven by my deep connection with nature", says owner and developer extraordinaire, Monika Schmalzl. "Each Villa has solar panels that cover 60 to 70% of daily energy consumption. We use water-wise indigenous plants in our gardens and rely solely on our borehole for watering. Our toiletries are sourced from local artisans who are also committed to sustainability. Additionally, we provide recycling facilities for guests."

SUSTAINABLE LUXURY DEFINED

These same values are reflected in the Flying Spur Odyssey, which marks the brand's first stride towards integrating sustainable materials as part of its Beyond100 strategy.

Inside the cabin, the Flying Spur



Hybrid Odyssean Edition offers a harmonious blend of luxury and technology. From its tweed panels crafted from 100% British wool to its open pore Koa veneer facias, every detail exudes sophistication and sustainability. The minimalist Piano

Linen veneer centre console and bespoke three-colour leather scheme further elevate the interior, creating an ambience of refined elegance.

Equipped with Bentley's Touring Specification and a suite of luxurious amenities, including Bentley's iconic



rotating display, the Flying Spur Hybrid Odyssean Edition sets a new standard in grand touring.


The exterior boasts a serene palette of six curated colours, complemented by Pale Brodgar accents on the wheels and lower brightware.

EMBRACING ROUTE 62

Exploring the heart of Route 62, we discovered a plethora of picturesque landscapes and vibrant communities. From wineries to farm stalls, each stop along the way offers a glimpse into the richly woven tapestry of South African culture and heritage.

The vast and sustainable development that has transformed all the towns along Route 62 over the last 30 years is a heartening success story, which today stands as a beautiful

testament to the late Gert Lubbe, who invented the Route 62 concept out of necessity when he purchased the Montagu Country Hotel in 1996, in what was then a barren and forlorn little town, like all the other towns along the R62 from Oudtshoorn to Worcester. Today, Montagu and all the towns along Route 62 are thriving and growing, thanks to the gentleman who had previously founded the Oude Werf Hotel in Stellenbosch.

As our journey came to an end, we couldn't help but marvel at the Flying Spur Hybrid Odyssean Edition's perfect blend of luxury and sustainability. With its advanced connected car services and eco-conscious design, this edition embodies Bentley's commitment to shaping a greener, more luxurious tomorrow – where elegance meets eco-consciousness. 

COUNTING THE COST OF ROAMING

Avoiding Expensive Roaming Costs While Travelling

Where and how to access eSIMs that will save you an arm and a leg, and how to decide on the right service provider and package for your needs

Thanks to the rise of embedded subscriber identity module (eSIM) technology, travellers making the most of the upcoming mid-year holidays will no longer need to factor expensive international roaming charges into their holiday budgets.

Unlike physical SIM cards, eSIMs are built into mobile devices and offer users multiple lines that can be switched at their convenience. Because the embedded SIM can be remotely programmed, travellers visiting foreign countries can still use their same number but on a different profile loaded with data, talk time and other mobile services.

GLOBAL REACH

This technology's uptake has been remarkable, particularly in North America and Western Europe. Tens of thousands of sports lovers are expected to descend on Paris for the Olympics in July and August, and its popularity is expected to surge even further.

In the international travel space alone, the global number of eSIM users will increase from 40 million this year to 215 million in 2028, according to findings released by research giant Juniper in April.

Juniper also forecasts that the global eSIM market will grow from R19.16 billion in 2024 to almost R167 billion in four years. These figures are based mainly on the fact that nearly 400 mobile service providers have launched these services for smartphones across 116 countries since June last year.

"One of the biggest draws of eSIMs for travellers is avoiding expensive international roaming charges from their home carrier," says Mark Collie, Director at global eSIM service provider KnowRoaming.

"Frequent travellers also need seamless global coverage without having to purchase multiple local SIM cards in each country, so they look for options that cover multiple travel destinations under one plan."

Collie makes the critical point that travellers also want the flexibility to keep their primary SIM in their device



to receive incoming calls and SMSes, ensuring they remain reachable on their regular number while utilising an eSIM for data services.

He advises that customers always look for established brands in the eSIM space, positive user reviews, and excellent customer support channels when selecting an eSIM provider.

FIND YOUR ESIM

Various platforms offer different methods for purchasing and activating an eSIM. Some facilitate the process through their website, while others provide a dedicated app.

Irrespective of the platform, the digital purchasing flow is straightforward. Users click on an install link or button, scan a QR code, or enter a provided activation code, and follow the on-screen prompts to complete the

setup process. From there, it's simply a matter of switching the mobile data connection to the new eSIM profile and enabling data roaming for that particular channel.


Considering that costs tend to skyrocket in cities hosting events like the Olympics, travellers must compare the pricing of different packages against their usage requirements. Internet browsing, social media and streaming services should all be considered.

Packages such as those offered by KnowRoaming do offer top-up options as well.

For Collie, one of the most critical aspects is that an eSIM provides a high-quality, low-latency connection and can share data via a hotspot.

He says the eSIM journey should be as simple as possible, though he does offer a few handy tips that travellers

would do well to follow. These include:

- Purchase the eSIM in advance to avoid last-minute rushing.
- Carry a fully charged power bank when activating the eSIM upon arrival at a destination (in case the phone's battery is low from travelling).
- If eSIM activation involves QR codes, these should be saved into the phone or cloud storage for easy access.
- Users should familiarise themselves with the activation steps specific to the eSIM provider and device.
- Monitor data usage, mainly if the plan has limited data.
- Download the eSIM provider's mobile application or log in to its website to view balances and top-up requirements. 

by **knowroaming**
/photography by **unsplash.com**

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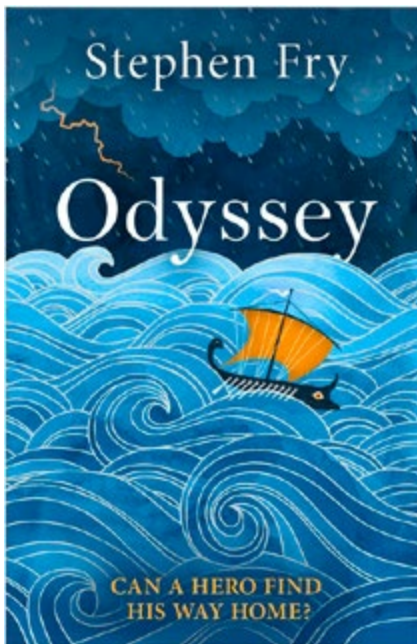
Apply today.



TO ENTERTAIN

GET YOUR KOOL ON

The iconic, two-time Grammy Award-winning and platinum hit makers Kool & the Gang will tour South Africa in November 2024. Catch them live at the Grand Arena, GrandWest, on 28 November and at the SunBet Arena, Time Square, on 30 November 2024, with special guests Earth, Wind & Fire Experience by Al McKay. Earth Wind & Fire Experience is conceived and rehearsed by Grammy Award-winning and multi-platinum recording artist Al McKay and consists of an all-star line-up, including the legendary vocalists Tim Owens, DeVere Duckett, Claude Woods as well as former EWF member Gregory Moore.



ODYSSEY

by Stephen Fry

Stephen Fry returns with a captivating conclusion to his bestselling Greek myths series, following up *Troy* with the epic tale of Odysseus' tumultuous journey home in *Odysseus' Voyage*. This final instalment brings to life Odysseus' decade-long struggle

to return to Ithaca after the fall of Troy, filled with dramatic encounters with monsters, temptations from goddesses, and the relentless curse of Poseidon. Fry's masterful storytelling ensures a riveting retelling of this classic myth, making it a must-read for fans of his previous works and Greek mythology enthusiasts.

ADDAMS FAMILY THEATRE THRILLS

Get ready for a theatrical delight with *The Addams Family Musical*, perfect for all ages. This spooky, hilarious show follows Wednesday Addams, the "princess of darkness", as she falls for a "normal" boy, Lucas, leading to a night

of mayhem and dark humour when the families meet. Starring renowned South African actors like Samantha Peo as Morticia and Tiaan Rautenbach as Gomez, the musical opens on 14 December 2024 at the Homecoming



Centre (formerly the Fugard). Directed by Garth Tavares with award-winning design, tickets are now available on Webtickets. Don't miss Cape Town's weirdest family in action!

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See website for full T&C's.

THE ART IS ON THE WALL

Celebrating South African Women Muralists

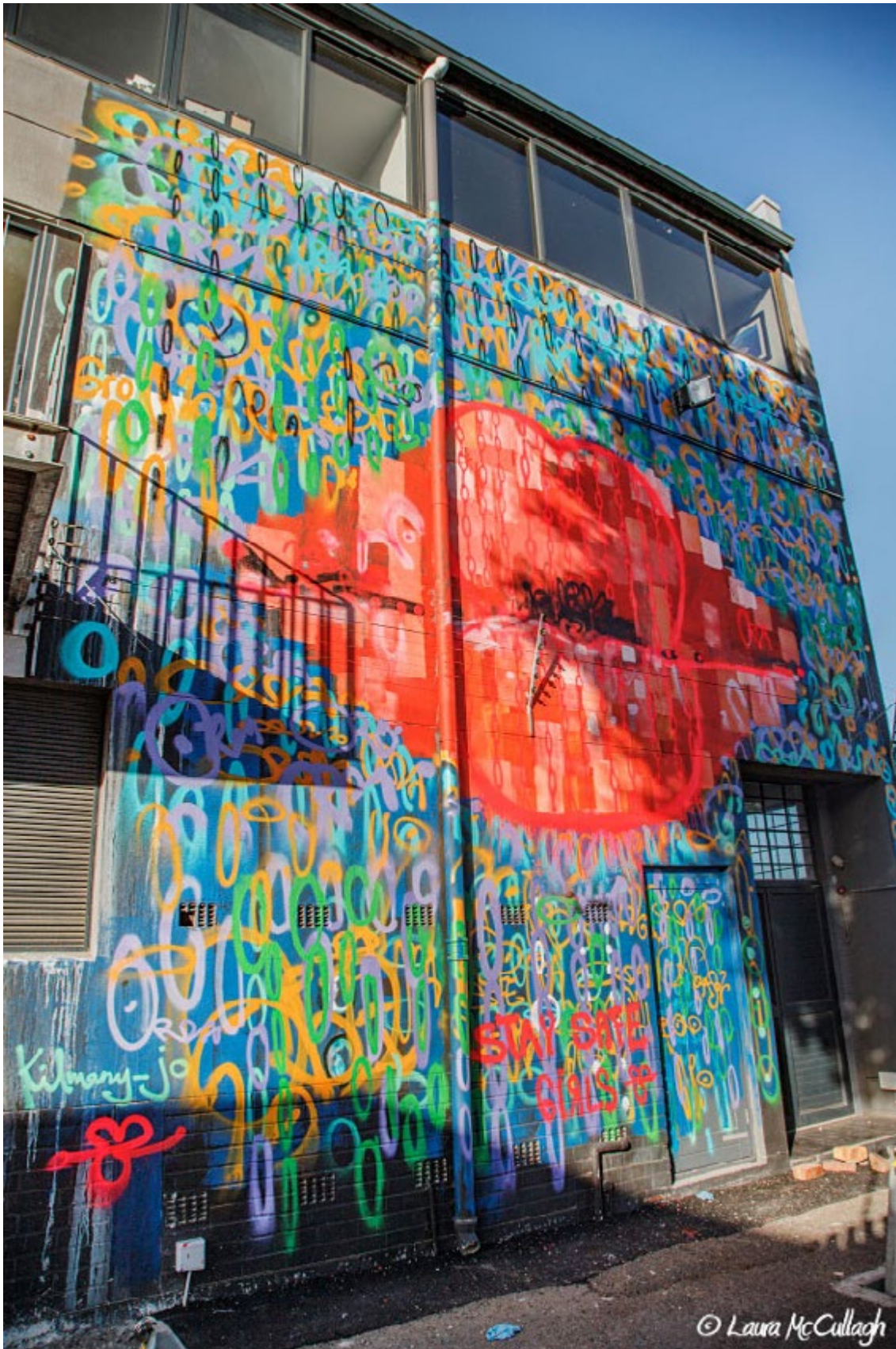
Historically, the realm of murals and street art has been predominantly male dominated, with women often facing significant barriers to entry. Despite these challenges, female artists have made their mark, using their art to convey powerful messages and transform public spaces.

According to the National Museum of Women in the Arts, ArtReview's 2018 Power 100 list of the "most influential people in the contemporary art world"

featured 40% women – though this is an improvement from 2017 and 2016, the art industry still has a far way to go to uplift more women in art, especially in contemporary art."



Faith47: *Untitled*



Kilmany-jo Liversage: "Kiss the World and the World Will Kiss You Back"

For Women's Month, Baz-Art is shining a spotlight on the remarkable contributions of South African women muralists. These artists have not only beautified public spaces, but they also convey powerful messages of unity, resilience, and empowerment through their work.

Melissa Cucci, co-founder of Baz-Art, an NPO dedicated to using public art to uplift communities, emphasizes the importance of female representation in this field, "I encourage more women to step into their power, embrace their talents, and use murals as a canvas to share their unique stories. Your voice and creativity are essential to shaping our communities and inspiring future generations."

FAITH47: UNTITLED

Faith47, also known as Liberty, began her journey as a graffiti writer in South Africa in 1997. Her multidisciplinary artistic practice includes murals, sculptures, video installations, tapestries, and drawings. Faith47's work deconstructs notions of value and place, investigating forms of domination and exploring the human condition. Her murals express a longing for a deeper connection to the wisdom of the natural world.

MOTELSEVEN: "A CREAM PUFF GONE ROTTEN"

Motelseven, created the mural "A Cream Puff Gone Rotten" as part of a three-year partnership with Flanders. This work combines humour and darkness in a bright-coloured tribute to Belgian painter James Ensor. The piece, showcased at The Crystal Ship in Ostend, Belgium, captures





Motelseven: "A Cream Puff Gone Rotten"

the playful, dark, and tongue-in-cheek nature of Ensor's work while incorporating Motelseven's passion for pastry.

ELLÉNA LOURENS: "EMBRACING OPENNESS"

Elléna Lourens' mural, "Embracing Openness," is a radiant celebration of radical love, unity, equality, and acceptance. Lourens used warm, decadent hues to create a piece that feels like a warm embrace. This mural brings multiple perspectives and lived experiences together, radiating a message of mutual respect and celebration throughout Cape Town's city centre.

VANESSA TEODORO: "THE COMMUNITY PROJECT"

Vanessa Teodoro's mural, "The Community Project," is an abstract piece based on the feeling of belonging. Through engaging with the local Portuguese community in South Africa, Teodoro's freestyle abstract work reflects the individual and unique journeys of each person. Her mural connects these experiences, celebrating the sense of belonging and togetherness that defines community.

KILMANY-JO LIVERSAGE: "KISS THE WORLD AND THE WORLD WILL KISS YOU BACK"

Kilmany-Jo crafts portraits that

blur the lines between fine art and graffiti. Her use of urban art language refreshes and challenges traditional painting conventions. Inspired by renaissance-era portraiture, her work also nods to digitized mass production and a futuristic world of perfect female cyborgs. The result is a vibrant series of large-scale paintings that blend street art, historical influences, and futuristic visions. Her piece “Kiss the World and the World Will Kiss You Back,” created for IPAF2020, exemplifies

her disruptive approach. Embracing spontaneity and chaos, Kilmany-Jo reveals the perils of conforming to patriarchal norms. Each painting serves as an act of rebellion, merging classical portrait elements with a hip-hop aesthetic to make a powerful statement about the need for change.

LELO: A NAME TO REMEMBER

Rooted in African history, Lelo is an emerging muralist to keep an eye on. Her work critically examines cultural and

Vanessa Teodoro: “The Community Project”





Elléna Lourens: "Embracing Openness"

social themes through a fine arts lens, offering a profound exploration of the intricate relationship between history and popular culture. Using materials like spray paint, acrylics, charcoal, and watercolours, Lelo's murals breathe life into the visual and auditory essence of African arts and crafts. Her vibrant and striking murals have already garnered attention, and her collaborations with internationally known South African muralists for public works in Newtown, Johannesburg, demonstrate her exceptional talent and vision.

NEARLY A DECADE OF PLACEMAKING

As Baz-Art nears its ten-year milestone anniversary, the organization is excited to expand its impact beyond South Africa. With plans to initiate placemaking projects around the African continent, Baz-Art aims to cultivate a continent-wide movement

of creativity and community-building through public art. Cucci expressed her enthusiasm for the future, saying, "Our journey over the past eight years has been transformative, not just for the spaces we've touched, but for the artists and communities we've engaged with. As we approach our ten-year milestone, we are eager to take our vision of placemaking and public art creation to new heights across Africa."

For more info, visit baz-art.co.za.

by **baz-art**

WOW YOUR WELLNESS

Wellness Trends for This Year and the Next

The wellness industry is continuously evolving and shaped by innovative research, cultural shifts, and an increasing focus on holistic health. As we navigate through 2024, several wellness trends have emerged, setting the tone for the future.

According to McKinsey, the US wellness industry has grown to nearly \$500 billion, with 82% of consumers considering “wellness a top or important priority in their everyday lives.”

The market is only growing, and people across the globe are focusing more and more on their health and overall wellness.

We take a look at the emerging wellness trends of 2024 so far and predict what’s on the horizon for 2025 and beyond.

WHAT’S HOT RIGHT NOW?

Personalised Nutrition

In 2024, personalised nutrition is a leading trend, fuelled by advances in genetic testing and artificial intelligence (AI). People are opting for dietary plans tailored to their unique DNA, microbiomes, and health needs, underscoring the shift towards individualised wellness approaches.

Prioritising Mental Health

Mental health has become a central focus, with increased awareness around psychological well-being. Mindfulness, meditation, and digital detox are gaining mainstream acceptance. The rise of mental health apps and teletherapy services is making support more accessible than ever.

Holistic Fitness

Fitness routines are evolving to incorporate physical, mental, and spiritual elements. Hybrid workouts that blend yoga, strength training, and mindfulness practices are popular. Emphasis on recovery practices, such as foam rolling, stretching, and massage therapy, is also growing.

Sustainable Wellness

Sustainability is a significant theme in wellness this year. Consumers are choosing eco-friendly products and practices, leading to increased use of biodegradable packaging, organic ingredients, and ethically sourced goods.

Sleep Optimisation

Recognising the importance of sleep, 2024 has seen a rise in technologies to enhance sleep quality. Smart mattresses, sleep trackers, and apps that monitor sleep are popular, alongside an emphasis on sleep hygiene and relaxation techniques.

At-Home Health

With the growth of telemedicine and home-based health monitoring, managing health from home has become more prevalent. At-home diagnostic tools and remote consultations are on the rise. According to McKinsey, many consumers are interested in at-home testing for various health metrics.

Fitness Tracker Advancements

Fitness trackers have become more advanced, offering comprehensive health metrics such as heart rate variability, stress levels, and sleep patterns. Popular devices include smartwatches, biometric rings, and glucose monitors, with future devices expected to cover even more health aspects.



Effectiveness Over Ingredients

Consumers are now prioritising products proven effective over those simply “clean” or natural. This shift towards evidence-based wellness emphasises scientific validation and effectiveness, though clean, proven products remain highly sought after.

Doctor Recommendations

There is a growing trend of seeking wellness products and practices endorsed by healthcare professionals. With increased scepticism towards online influencers, consumers are turning to trusted medical advice for wellness recommendations.

Stress Reduction

Increased awareness of stress's impact on health has led to the popularity of stress reduction techniques. Mindfulness meditation, deep breathing exercises, and stress management workshops are widely adopted and effective methods for managing stress.

EXPECT THESE TRENDS IN 2025

Integrative Health Approaches

In 2025, integrative health will blend conventional and alternative medicine. Holistic practices like acupuncture and herbal medicine will complement traditional

treatments, enhancing overall well-being.

Biohacking and Longevity

The pursuit of longevity and enhanced performance will drive the biohacking trend. Innovations in wearable technology, nootropics, and advanced supplements will enable precise lifestyle adjustments for optimising personal health and extending life.

Digital Detox Retreats

As digital lives become more pervasive, digital detox retreats will gain popularity. These retreats will offer a break from technology, focusing on mindfulness, outdoor activities, and wellness workshops.



Gut Health Revolution

With growing research into its links to mental health and immunity, gut health will remain a focal point. Probiotics, prebiotics, and fermented foods will continue to be popular, alongside new gut health supplements and personalised microbiome testing.

Corporate Wellness Evolution

Corporate wellness programs will evolve to address employees' holistic needs. Comprehensive initiatives will

include mental health support, fitness programs, and flexible work arrangements for better work-life balance.

AI and Wellness

AI will increasingly shape personal wellness. From AI-driven health coaches to customised fitness and mental health plans, technology will offer tailored wellness solutions and actionable health insights.

Women's Health

Women's health will receive more

attention, focusing on reproductive health, hormonal balance, and conditions affecting women, like perimenopause. Innovations in women's health technology and personalised care will drive this trend.

Weight Management

Weight management solutions will become more personalised and sustainable, incorporating nutrition, exercise, and behavioural changes, supported by advanced technologies and data analytics. The rise of weight loss drugs will continue.

Hitting the Gym or Fitness Centre

Despite the growth of home workouts, there will be a resurgence in gym and fitness centre attendance. People seek the social interaction, motivation, and diverse offerings that gyms provide.

Sexual Health

Sexual health will be more openly discussed and addressed, with products and services focusing on sexual education, therapy, and health products becoming more accessible and destigmatised.

The wellness landscape is evolving, driven by scientific advancements and societal changes. The trends of 2024 highlight a shift towards personalised, holistic, and sustainable wellness. As we look ahead to 2025, expect further integration of technology and a deeper focus on mental, physical, and environmental health. Staying informed and adaptable will be vital to navigating and benefiting from these emerging trends. 🌱

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