

## Discover the Extraordinary *Live Like a Legend 2025* By Preferred Hotels & Resorts *Six Luxury Travel Experiences*

**NEW YORK, NEW YORK – September 25, 2025:** [Preferred Hotels & Resorts](#) is proud to unveil its **2025 Live Like a Legend** travel experiences – an offering of six truly unique moments from our Legend Collection hotels.

“Each year, our **Live Like a Legend** experiences elevate luxury travel to new heights, and 2025 is no exception,” said Lindsey Ueberroth, CEO for Preferred Hotels & Resorts. “With these experiences, guests can immerse themselves in rare and transformative travel journeys created by some of the world’s most iconic properties – with the type of exclusive access that only our Legend Collection hotels can provide. These curated experiences are designed to stay with you long after you return home, inspiring lifelong memories.”

From a dream journey curated by Armani to a private island estate for 22 guests, these experiences are a legendary addition to an extraordinary life.

### **The Experiences:**

- **[Tailored by Armani: A Dream in Design](#) | Armani Hotel Milano (Milan, Italy)** – An invitation only few will ever receive: Armani Hotel Milano is offering a rare glimpse into the fashion world during 2026 Milan Fashion Week. This exclusive journey invites guests to enjoy a three-night stay in the Armani Presidential Suite, complete with coveted, front-row access to the legendary Armani fashion show, followed by a private fitting at the Armani atelier, where master tailors will craft two made-to-order outfits, reflective of the artistry that defines Italian couture. Additional highlights include a private, guided visit to Armani/Silos, spa treatments at Armani/Spa, and culinary offerings, including in-suite dinner for two by Executive Chef Francesco Mascheroni and signature cocktail at Armani/Bamboo Bar. *From €100,000\**
- **[The Ruler of Your Own Island Estate](#) | The Branson Beach Estate (Moskito Island, British Virgin Islands)** – Live like royalty and reign over one of the Caribbean’s most exclusive escapes with a four-night stay for up to 22 at Sir Richard Branson’s private retreat. Combining unrivaled privacy with every imaginable luxury, guests can claim the entire estate as their own, including secluded villas with sweeping views of the Caribbean Sea, world-class amenities, from infinity pools and tennis courts, to paddleboarding, snorkeling, sailing, plus a dedicated team who caters to every detail, including personalized menus crafted by private chef. The experience includes a helicopter tour above vibrant waters and verdant isles, and a private tour of neighboring Necker Island where guests will encounter giant tortoises, playful lemurs, and elegant flamingos, along with a grand sunlit feast set in blissful seclusion. *From \$285,000\**
- **[Your Personal Winter Wonderland](#) | The Brush Creek Luxury Ranch Collection (Saratoga, Wyoming, U.S.)** – Set on 30,000 acres of unspoiled wilderness in the heart of the American West, The Brush Creek Luxury Ranch Collection beckons travelers with an all-inclusive experience that blends authentic Western heritage with modern luxury. Surrounded in mountain stillness under vast Wyoming skies, guests step into a winter wonderland to enjoy a four-night stay featuring spacious accommodations in a secluded Homestead Cabin – complete with exquisite

culinary moments, including wine tastings, cooking class, and immersive farm and distillery experience. Adventures range from horsemanship lessons, trail rides, and a bespoke cowboy hat fitting for four to downhill skiing on the ranch's private mountain, and snowmobiling through the untamed beauty of breathtaking Medicine Bow National Forest. *From \$40,000\**

- **[Phuket at Its Finest](#) | Andara Resort & Villas (Phuket, Thailand)** – Between jungle and sea, Andara Resorts & Villas presents a pristine island paradise where guests have the choice of two exclusive experiences. For larger gatherings, the secluded Chandara Estate is tucked away from the main resort and offers panoramic views and ultra-personalized service during a three-night stay for 14 guests with a range of activities, including a private yacht cruise to Phang Nga Bay and James Bond Island, an elephant sanctuary visit, and a poolside feast with live entertainment. A second option for couples offers a pool villa surrounded by serene beauty and thoughtful indulges extends a four-night stay for two guests at the main resort, with a private yacht cruise to the famed Phi Phi islands, a guided night market tour, a Thai cooking class, an in-villa dinner prepared by private chef, and a Champagne turndown service. *From \$25,000\**
- **[Center Court Bliss, Sky-High Nights](#) | The Post Oak Hotel at Uptown Houston (Houston, Texas, U.S.)** – Offering an extraordinary blend of sports and sophistication, The Post Oak Hotel at Uptown Houston delights the most loyal of fans with the ultimate center court experience, featuring four elite seats to a Houston Rockets game, complete with Lexus Lounge access, custom jerseys, VIP entrance with transportation. After the final buzzer, guests will retreat to the lavish Ambassador Suite for a two-night stay, and gain access to Suite 32 – a private penthouse sanctuary featuring a full basketball court, theater, gym, and panoramic skyline views. The experience is also elevated by a private, sommelier-led wine dinner in The Cellar, indulgent spa treatments, and helicopter airport transfers. *From \$70,000\**
- **[Mardi Gras, Made Yours](#) | The Windsor Court (New Orleans, Louisiana, U.S.)** – Just steps from New Orleans' famed French Quarter, The Windsor Court offers unprecedented access to invitation-only Mardi Gras moments and private events for six days of the Big Easy's best. A group of four guests will enjoy a five-night stay in the James J. Coleman Presidential Suite, complete with police-escorted black car service and privileged access to the most exclusive of experiences, from riding in the renowned Krewe of Orpheus parade, to a guaranteed table for four at Galatoire's Friday Lunch, and parade-view dinners with grandstand seating at acclaimed Herbsaint or Desi Vega's Steakhouse. Additional highlights include private entry to The National WWII Museum, M.S. Rau Antiques, and after-hours visit to the New Orleans Museum of Art – plus detox day at The Windsor Court Spa and evenings filled with live music at legendary Preservation Hall. *From \$95,000\**

Each of these member hotels participate in the [I Prefer Hotel Rewards](#) loyalty program.

Complimentary to join, Members of *I Prefer* earn points, and other value-rich benefits with eligible stays at more than 600 participating hotels and resorts worldwide. Travelers seeking memorable independent hotel experiences are invited to sign up at [iprefer.com](https://iprefer.com)

For more information, visit [LiveLikeALegend.PreferredHotels.com](https://LiveLikeALegend.PreferredHotels.com). Booking is available via personal Concierge only at (U.S.) +1-888-755-9876 or (Worldwide) +1-708-416-6459.

*\*Pricing plus applicable taxes and fees. Contact your personal concierge for full details.*

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### **About Preferred Hotels & Resorts**

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The *I Prefer*<sup>™</sup> Hotel Rewards program, Preferred Residences<sup>SM</sup>, Preferred Pride<sup>SM</sup>, and Preferred Golf<sup>™</sup> offer valuable benefits for travelers seeking a unique experience. For more information, visit [PreferredHotels.com](http://PreferredHotels.com).

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