

Robb Report

Travel

Luxury at the ends of the Earth

White Desert, the world's most remote glampsite, refreshes for its 10-year anniversary.

The Antarctic – one of the most uninhabitable places on Earth – hardly screams luxury. We're used to associating the South Pole with frostbite and weathered explorers, not bespoke holidays and private chefs. But the continent does have a luxury outpost, the White Desert camp, which is currently celebrating its 10-year anniversary with a complete refurbishment. The boutique camp overlooks a spectacular 200-foot icefall and has attracted guests such as Prince Harry, Bear Grylls and a number of royal families. As part of the refurb, the camp's custom-made, fibreglass sleeping pods have been revamped with en-suite bathrooms, there's a new lounge with library and bar, and the dining room has been entirely remodelled.

If you're going to make the effort to go on holiday in the Antarctic, you're hardly going to lounge around the camp all day. White Desert offers a range of day trips and longer adventures (including abseiling into glacial crevasses, kite-skiing and trekking through mazes of iridescent blue ice grottos), as well as the signature 'Emperors and South Pole' expedition, held four times a year. The eight-day trip takes 12 guests into the heart of Antarctica, starting with a two hour private flight along the dramatic coastline to witness a 6,000-strong Emperor penguin colony and their newly hatched chicks; one of the most remote and unseen wildlife spectacles on Earth. Other highlights include a visit to the Amundsen-Scott American science station and a flight across the immense High Polar Plateau to the Geographic South Pole.



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In further celebration of its 10th anniversary, White Desert has partnered with Bremont watches to create the 'The South Pole' watch. Only those who visit 90 degrees South – the lowest point on earth – are eligible to buy one of the bespoke watches, which feature a map of Antarctica, 90 degrees dial, South Pole destination timer and an engraving of the date you arrived at the pole.

The concept of 'luxuria in extremis' is something we're keen on at Robb Report – we investigated the desire to return to Eden that is driving a trend for high-end wilderness adventure that runs far deeper than the quest for a dinner-party anecdote, in our launch issue.

