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Luxurique: Japan and its charm on request

A new way of living unique experiences by visiting the Land of the Rising Sun. CEO Naomi Mano speaks: "We are ready to personalize the exclusive luxury that is the basis of the discovery"

Manga, sushi and kimonos. If you ask an Italian what he thinks of Japan, this would probably be the list of the first things that come to mind when talking about the Land of the Rising Sun. And as often happens, beyond the collective imagination, an ancient country with prestigious traditions hides much more. The task of Luxurique, the only event management and hospitality company (<http://www.luxurique.com>) in Japan that fully caters to the international market. We have almost a decade of experience curating luxury travel itineraries in Japan, it is to discover much more beyond the mainstream.

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Luxurique has chosen The Way Magazine for Italy to talk about luxury experiences for the first time to potential travelers in Japan coming from our Peninsula. A parallel that is not accidental: the fascination that Italians have for the Asian country is already high, cultural and commercial exchanges boast ancient history. But the discovery of an archipelago suspended between history and future, populated by 125 million people, is only just beginning. *" Our multilingual and multicultural team – says Naomi Mano, CEO of the company – has designed, produced and executed itineraries and events for independent and business travelers for years. We have welcomed high-target conference organizations, high-level celebrities, high-profile entrepreneurs and some of the world's leading luxury brands. Luxury is much more than private jets and presidential suites. We talk about high touch, personalized service: having the experiences you want when you want them, without compromises."*

The sector is functioning and is increasingly lively, above all thanks to a great rediscovery of luxury experiences by the cosmopolitan clientele who turn to Luxurique. The company has an average of 10 thousand reservations in exclusive restaurants in its history, 480 limousines booked per year, has welcomed over 6 thousand VIP guests in Japan who spend an average of 5 thousand dollars a day (excluding accommodation).



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Luxurique was founded by Naomi Mano, who has nearly 20 years of experience in luxury travel, hospitality and event management. The entrepreneur says to The Way Magazine: "We want Italians to discover a new Japan."

Naomi Mano is keen to point out that since it is not a travel agency, Luxurique mainly produces events and experiences. *" We started in 2014 by targeting high net worth and top brands who wanted to discover new faces of the country. We have had success with groups, individuals or families. We prefer to organize tailor-made experiences that can also affect small groups of people. The tailor-made nature of this type of trip is fundamental: you can request to spend a day with sumo wrestlers, see them practice their art, or understand what it means to live as a yokozuna, the highest rank that can be achieved in professional sumo in Japan".*

Alongside this there are days designed for women, for men who do business, for hospitality in private homes to enjoy how it is to live in a family. The ritual of drinking sake has bewitched, for example, *" many presidents of important brands. They come for tourism and come back with contacts that can lead to a working partnership" , underlines Naomi.*

The immersive experiences that Luxurique organizes range from competitive local sports matches experienced in a VIP box to a close encounter with reptiles, which in Japan have fueled the imaginative production of monstrous comics. *" The appeal of these aspects – says the manager with a sociological tone – changes with the generations. And also with the cultural wind. When there were several films mentioning karate, we saw an increase in visitors' interest in this discipline. Today there is more attention to service which I would define as kind: being followed in all phases of the journey with our proverbial welcome is a plus that can only be found here".*



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ACCOMODATION – Five-star services and iconic hotels are part of the Luxurique carnet. The unparalleled experience of staying in an onsen ryokan, a secluded place or a modern resort or temple where one can deepen one's understanding of Zen Buddhism remain the most unique options. But there's more.

Lake Ashi, created by a volcanic eruption 3 thousand years ago, offers a timeless stay. Okinawa is an undiscovered destination, for example, for the Japanese themselves. An island with a very tropical flavor with influences in the environment, food and architecture that transport you to a dimension that is not usually attributed to the Japanese imagination. To this we must add the discovery of the metropolitan beauty of Tokyo, the ancient temples of Kyoto and the nature reserves that allow encounters with local flora and fauna. This is an aspect that has been in great demand lately, with the progress of green awareness at a global level and the growing interest in cherry blossoms. "Usually between March and April we have continuous requests to witness this incredible phenomenon – says Naomi – which is fascinating precisely because it cannot be predicted. And then there is the mountain holiday package, with requests even from Switzerland. The profile of winter tourism is rising in anticipation of the Winter Olympics hopefully arriving in 2030."

FOOD – Food is the second general interest for those arriving in Japan. Luxurique has set up lessons where you learn to recognize the Umami flavour, and even the masterclass where you observe how master craftsmen refine the infamous Japanese knives.

The CEO of Luxurique says: "*Japan has one of the highest life expectancies in the world, and its healthy diet plays an important role in this. Our dining experience is a private demonstration by a Japanese master chef in an exclusive restaurant. Guests will learn secrets about Japanese products, ingredients, condiments and techniques used in close contact with the chef .*"

Exclusive access to some of the most spectacular locations in the country, which are otherwise closed to the public has a long list of locations. Ancient temples, immense stadiums, chic boats, traditional tea houses and modern hotels. All using various types of means of transport. From the low profile of private cars, to the rickshaw through bamboo groves to the private jet at your complete disposal. (<https://www.thewaymagazine.it>)

" It's not a static type of holiday, let's be clear – concludes Noemi –. Our Nature Adventure experience takes guests to the mountains north of Tokyo to participate in group-tailored adventure activities with kayaking, rafting, canyoning, hiking and bungee jumping , a fun way to explore Japan's unspoiled nature. In the Luxurique Samurai Experience, guests will meet a Japanese katana master for a private lesson and immersion in the Japanese art of control and concentration ."



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Christian D'Antonio

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Christian D'Antonio (Salerno, 1974) is the managing of the online lifestyle magazine [thewaymagazine.it](https://www.thewaymagazine.it). Registered as a professional journalist since 2004, written two books on pop music and participated a speaker at events and conferences on trend and luxury topics. He created, with The Way Magazine and the of the FD Media Group team, a format of public meetings innovation and design for the Milan Digital Week and Milan Design Week. He has curated public events and Milan Music Week for several years. He is currently guest on Damiano Gallo's talk shows on Discovery and has curated fashion, art and entertainment events in the NoLo neighborhood in Milan since 2017. As a judge attended the Sannolo Milano events, Positive Business Awards, Accademia pizza doc, Cooking is real, Posi fashion day, Milan Legal Week .

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