



BA First Life

Date: Winter Edition

Circulation: 100,000



THE MAGAZINE FOR THE MODERN LUXURY TRAVELLER



Print by Mimi Robson, commissioned for First

W I N T E R E D I T I O N



LAST THINGS

ANTARCTIC THRILLS

Stay at the first and only luxury camp in Antarctica – a favourite of intrepid guests including Buzz Aldrin, Bear Grylls and Prince Harry. At Whichaway Camp, thrill-seekers can learn to high-line between ice peaks, rock climb and trek through iridescent blue ice grottos or trail walk to penguin colonies – all accompanied by professional polar explorers. And your trip can be guilt-free: the camp operates a zero-impact policy that ensures all waste is reduced and then removed. For the ultra-adventurous, the annual 'Race the Jet' ultimate marathon invites runners to race not only each other but the clock – the private jet that deposits you on the runway only stays for five hours, giving you a strong incentive to secure a seat on the flight home. white-desert.com



FIT FOR A PRINCESS

On your next trip to Monte Carlo, sample the luxury of the newly refurbished Diamond Princess Grace Suite at the Hotel de Paris. The vast, two-floor, 910-square-metre suite pays tribute to its namesake, with many of the princess' personal souvenirs, including favourite poems and books, on display. With two bedrooms, three walk-in wardrobes, three sitting rooms, dining room, kitchen, swimming pool, hammam and sauna, an office and spectacular terraces offering a 180° view of the Mediterranean, this is one of the most sought-after suites in the world. Its €30,000-a-night price tag comes with helicopter transfers, in-suite concierge service, mini bar, wine cellar and open bar, a dedicated private room at Thermes Marins Monte-Carlo in winter and a tent at the Monte-Carlo Beach Club during the summer. hoteldeparismontecarlo.com

Editor Tim Hulse
Deputy editor Hannah Hudson
Art director Henry Elphick
Picture editor Carl Harrison
Consultant content director Kerry Smith
Group art director Jamie McPherson
Group copy editor Bryony Coleman
Business and strategy director Ann Hartland
Senior account director Katherine Knight
Insight executive David Tourell
Luxury print director Damilit Ward
Production director Vanessa Salter
Production controller Michelle Cheesbrough
British Airways Hamish McVey, Nicci Pordage, Arti Kalia, Rebecca Sullivan
Cedar Communications
CEO Clare Broadbent
Managing director Christina da Silva
Creative director Stuart Purcell
Editorial director Maureen Rice
Commercial director Justine Daly
Head of digital Robin Barnes
Finance director Janie Moffett
Published by Cedar Communications Ltd
 85 Strand, London WC2R 0DW
 Tel +44 (0)20 7550 8000
 Web cedarcom.co.uk, bamedia.co.uk
 © 2019 Cedar Communications Ltd.
 Colour origination by Rhapsody
 Printed in the UK by Pureprint Group Ltd

First (ISSN 2397-2246) is published quarterly by Cedar Communications Ltd. All business and travel enquiries should be addressed to British Airways Plc, Waterside, PO Box 365, Harmondsworth, West Drayton, UB7 0GB. Editorial opinions expressed in *First* are not necessarily those of British Airways Plc, and the airline does not accept responsibility for any of the content. Cedar believes in the highest standards of journalistic integrity. If you have a complaint about our editorial content, please email karen.huxley@cedarcom.co.uk.

