



# LE

THE LEGEND  
EXPERIENCE

Join John Legend on an  
exclusive private jet journey  
designed to nourish your  
mind, body and soul.

Sept. 15-25, 2015

[thelegendexperience.com](http://thelegendexperience.com)

NAPA | NEW YORK | PARIS | LONDON | MILAN | LAKE COMO

LE THE LEGEND EXPERIENCE



JOHN LEGEND WILL HOST 50 INSPIRED  
INDIVIDUALS ON A CULTURAL JOURNEY  
ABOARD THE FOUR SEASONS PRIVATE JET.

Sept. 15-25, 2015

\$120,000 USD // per person based on double occupancy

\$11,000 USD // single supplement



**NAPA**



**NEW YORK**



**PARIS**



**LONDON**



**MILAN**



**LAKE COMO**

CONNECT WITH  
INNOVATORS AND  
EXCHANGE IDEAS WITH  
THE MINDS SHAPING  
OUR WORLD.

Throughout this 11-day odyssey you'll bask in world-class accommodations, indulge in meals prepared by leading culinary artists and sample vintage wine presented by world-famous sommeliers. Between destinations you will relax in the comfort of the Four Seasons Private Jet, a Boeing 757 with a custom interior featuring leather flat-bed seats.

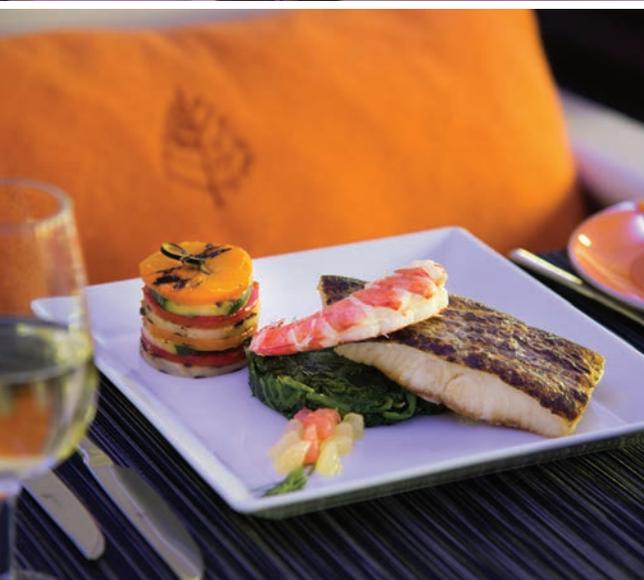
- Enjoy an exclusive concert by John Legend at the launch party for LVE Premium, his private wine label.
- Exchange views with the legendary venture capitalist Tim Draper.
- Rethink education at Harlem Village Academies.
- Go behind the scenes at Aston Martin's design studio with Marek Reichman.
- Tour Valentino's atelier.
- Explore Lake Como in the luxury of a Ferretti speedboat.



## THE FOUR SEASONS PRIVATE JET

The Four Seasons Private Jet is an experience unlike any other. Every element of this custom Boeing 757 has been completely re-imagined by Four Seasons designers to create a high standard of luxury and comfort. From reclining Italian leather seats to premier service, every aspect of this aircraft meets the standards of a Four Seasons experience.

- Dedicated Four Seasons in-flight concierge
- Custom interior with Italian leather flat-bed seats
- 6.5 feet of personal space in full seat recline
- Privacy screens and personal ottomans
- Guests receive an iPad® and Symphony One® headset
- On-demand in-flight entertainment
- In-seat power outlets and USB ports
- Gourmet meals created by our executive chef
- Dedicated Four Seasons trained flight crew and staff at your service
- Personal humidifiers available on all flights
- Spa amenities including premium skincare products



NAPA

Sept. 15 and 16

MEET LEADERS  
IN TECHNOLOGY  
AND EDUCATION  
AND INDULGE IN  
A PRIVATE WINE  
TASTING AT A  
WORLD-CLASS  
VINEYARD.

Our journey begins in beautiful Napa Valley. Here we'll experience the best California has to offer, from lush vineyards to intriguing thought leadership. You'll enjoy exclusive access to Silicon Valley's leading entrepreneurs and the most innovative thinkers in the fields of taste, business and education.



#### TALK WITH TIM DRAPER

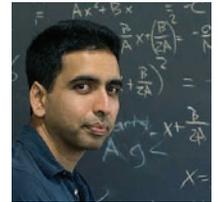
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Connect with the legendary founding partner of one of the top venture capital firms in the world. You'll have the opportunity to exchange views with this innovative thinker as he shares the inspiration behind his latest project, Draper University, a cutting-edge school that promises to change the future of entrepreneurship.

#### LEARN FROM SALMAN KHAN

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Meet the new face of education. The revolutionary Khan Academy is a non-profit educational organization that provides a "free, world-class education to anyone, anywhere."



#### PRIVATE TASTING AT RAYMOND VINEYARDS

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Enjoy a tour of Raymond Vineyards with a private tasting and discover their vision of the wine world, commitment to fine wines and dedication to sustainable growing practices.

#### PETRA NĚMCOVÁ'S HAPPY HEARTS FUND

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Attend a private auction of rare and interesting objects benefiting the Happy Hearts Fund. Co-hosted by supermodel Petra Němcová and John Legend, this prestigious event includes an exclusive concert by John Legend and the launch party for LVE Premium, his private wine label.



#### EAT FOR THE FUTURE WITH SAM KASS

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Enjoy a meal designed by former White House chef Sam Kass while you discuss his contributions to nutrition policy and his vision for improving the health of America's youth.

NEW YORK  
Sept. 17, 18 and 19

EXCHANGE VIEWS  
WITH ARTISTIC  
VISIONARIES AND  
THE BUSINESS ELITE  
IN THIS GLOBAL  
EPICENTER OF  
CULTURE AND  
INDUSTRY.

Talk with some of the world's most influential leaders in business and the arts, learn about the future of education and indulge in meals prepared by celebrated chefs. Enjoy a private tour of Harlem's artistic center and discover cutting-edge theater in this insider's view of the Big Apple.



THE FUTURE OF LUXURY AND PRIVATE BANKING

Discuss the future of private banking with one of the most influential figures in the field—Urs Rohner, the Chairman of Credit Suisse. Allen Smith, President and CEO of Four Seasons, will offer his perspective on the future of luxury accommodations.

DINE WITH MARCUS SAMUELSSON

This award-winning chef, author and restaurateur will share his truly unique insights into the art of cuisine over lunch at Red Rooster. His iconic restaurant celebrates the roots of American cuisine in one of New York's liveliest and most culturally rich neighborhoods.



RETHINK EDUCATION AT HARLEM VILLAGE ACADEMIES

Visit a school that is revolutionizing public education in our nation—Harlem Village Academies (HVA). This charter school network was founded to help children extricate themselves from the cycle of poverty. We'll learn how HVA is building a K-12 public school district and a graduate institute to train teachers, based on the ideals of progressive pedagogy.

FIND DEEPER MEANING WITH CURATOR THELMA GOLDEN

Enjoy a private tour of the renowned Studio Museum of Harlem, an epicenter of emerging African-American art and culture. Thelma Golden, Director and Chief Curator of the museum, will offer unique perspectives into this center, which broke ground in creating a space for community creativity.



SOTHEBY'S

This prestigious auction house has dealt in the most sought-after art, jewelry, wine and memorabilia in the world since 1744. Sotheby's experts in contemporary art and global wine will lead us on a journey of the senses, pairing a private collection of paintings with distinguished vintages.

## PARIS

Sept. 20 and 21

ENJOY EXCLUSIVE  
ENTRÉE TO FASHION  
INNOVATORS AS  
YOU INDULGE YOUR  
SENSES IN EUROPE'S  
MOST SEDUCTIVE  
CITY.

We arrive at Four Seasons Hotel George V in time for a private tasting in their legendary wine cellar. The experience continues with an exclusive visit to L'Ecole Van Cleef and Arpels, a private tour of the Louis Vuitton Foundation and a very rare visit to the house of Valentino.

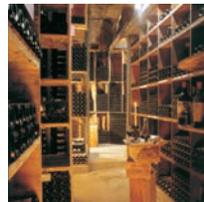


### CREATE CUSTOM ART WITH VAN CLEEF AND ARPELS

This iconic style maker will open its signature school at Place Vendôme for a private tour. During your visit you will design and create your own unique piece of art to keep as a memento of your journey.

### LEARN THE SECRETS BEHIND THE LOUIS VUITTON FOUNDATION

Enjoy a rare private tour of this fabulous art museum and cultural center. Going behind the scenes of this iconic institution, you'll learn about Frank Gehry's architecture and the foundation's cultural initiative promoting meaningful exchange between artists and visitors from around the world.



### EXPLORE THE SECRET CELLAR AT THE GEORGE V

Just a few steps from the Champs-Élysées stands the world-class Four Seasons Hotel George V, a Parisian landmark and the base for your time in France. This luxury hotel is famous for its unmatched service and spectacular, historic wine cellar, over which award-winning sommelier Eric Beaumard presides.

### VALENTINO'S ATELIER

Enjoy an exclusive private tour of Valentino's atelier. Before establishing himself in 1960, Valentino spent his formative years in Paris. Discover the brand's newest creations, meet the CEO and learn about the continued evolution of this legendary fashion house.



LONDON

Sept. 22

TAKE A RARE  
LOOK AT THIS  
GLOBAL CULTURAL  
CENTER THROUGH  
THE LENS OF  
FASHION AND  
DESIGN.

London offers us access to some of the most exciting thinkers, designers and architects of our time. You'll visit the studio of the iconic architect Norman Foster then explore the world of fashion at Condé Nast College. Our stay in London includes an exclusive design tour with Marek Reichman, head designer at Aston Martin.



#### GO INSIDE FOSTER AND PARTNERS

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Our day of exploration begins with a very rare exclusive tour of the legendary architecture studios of Foster and Partners. One of the world's most visionary designers, Sir Norman Foster has pioneered a sustainable approach to architecture. Based in London with offices worldwide, his practice enjoys an international reputation for excellence.

#### MEET SUSIE FORBES OF CONDÉ NAST COLLEGE

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Susie Forbes, Condé Nast Principal and former Deputy Editor of Vogue, will reveal new facets of educational innovation in the pulsing center of London's fast-paced fashion world. Condé Nast College is a place where a new generation of the fashion industry's best marketers, stylists, editors and journalists are beginning their careers.



#### DISCOVER THE ART OF THE VIOLIN

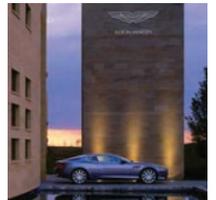
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Anyone with an interest in stringed instruments will want to attend this private tour of the legendary John & Arthur Beare Studio, the world's oldest and leading purveyor of the renowned Stradivarius violin. The firm's workshop is home to a collection of violins worth hundreds of millions of dollars.

#### INSIDE ASTON MARTIN

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No car epitomizes British style, elegance and sophistication better than the Aston Martin. Marek Reichman, Aston Martin's chief designer, will share his inside knowledge of this 100-year-old luxury brand. There, you will have an opportunity to discuss the future of ultimate performance with Reichman, and gain insight into the creation of the world's most exquisite cars.



## MILAN AND LAKE COMO

Sept. 23, 24 and 25

LAND IN MILAN  
AT THE HEIGHT OF  
FASHION WEEK  
THEN SPEED  
TO LAKE COMO,  
A CELEBRITY'S  
ITALIAN PARADISE.

We will enjoy Milan at its peak with an exclusive tour of the new Armani Museum. Then decompress as you travel through the Italian countryside to picturesque Lake Como. Here we will tour the lake in Ferretti Riva speedboats with champagne glasses in hand.



### DISCOVER GIORGIO ARMANI'S DESIGN PERSPECTIVE

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Milan's newest museum is dedicated to one of its greatest designers—Giorgio Armani. The museum houses his complete collection, offering an ideal opportunity to understand the influences and transformations of this artist. The Armani museum is located near the epicenter of Fashion Week on the Via Bergognone.

### EXPERIENCE GIAMPIERO BODINO'S CREATIVE SPACE

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Enjoy cocktails at the striking villa of Giampiero Bodino, the legendary jeweler for luxury powerhouse Richemont Group. His bespoke jewelry originates from an experiential process in which the future owner plays a pivotal role. We'll meet the maestro behind these striking creations and learn about his creative process.



### EXPLORE FERRETTI'S PAST AND FUTURE

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Discover Lake Como in the luxury, performance and timeless styling of a Ferretti speedboat. Our friends at Ferretti Yachts are providing three Riva speedboats for our enjoyment. This iconic boat is a symbol of Italy's "La Dolce Vita" era, a time of excess, glamour and leisure. We will rendezvous and enjoy fine cocktails before returning to Villa d'Este for the evening.



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