Why HNW Travelers Pay These Stylists Over $60,000 For Trip Itineraries

From delving into textile heritage in India to learning about sustainable design in Copenhagen, here are sought-after trips stylists are offering.

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HNW travelers are seeking authentic experiences over luxury shopping.

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Lifestyle interests are set to be one of the key shapers of travel in 2026, according to hospitality group Marriott Bonvoy. More than half (56%) of UK adults have taken a trip to follow a passion—turning holidays into opportunities to immerse themselves in the things they love, the company found in a recent survey.

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For style-conscious globetrotters, opportunities for indulging in their passion for fashion while on vacation are levelling up in 2026. Taking personalized trips with renowned stylists is trending, with some travelers paying up to five figures for a tailor-made itinerary.

From delving into textile heritage in India to learning about sustainable design in Copenhagen, here are sought-after trips stylists are offering—and why travelers are ditching classic destinations for further afield.

From Copenhagen to Seoul: New destinations for fashion travel

Traveling for fashion is far from a recent fad. The well-heeled have cemented the Paris-London-New York circuit as a must-take pilgrimage. But according to

Oriona Robb, global fashion stylist with 20 years of experience in the industry, travelers are increasingly seeking alternative destinations that offer authentic design narratives rather than simply luxury shopping.

“Clients are drawn to India for its extraordinary textile heritage, Morocco for its leather artisan communities, Copenhagen for its sustainable design innovation, and even Antwerp for its avant-garde fashion scene,” she says.

“But the most intriguing trend is the emergence of unexpected fashion capitals. I'm seeing interest in Lagos for its vibrant contemporary design scene, and Seoul for its unique blend of traditional and futuristic aesthetics. These destinations offer something the established fashion capitals cannot: the opportunity to witness style evolution in real-time.”

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Meeting craftspeople and discovering traditional techniques

Robb can organize archive viewings at fashion houses, private atelier tours, and apprenticeships with master craftspeople, not just at well-established locations like Bond Street, but around the world. She’s helped clients plan five-day immersions in Rajasthan to understand block printing traditions and week-long explorations of Japanese textile techniques in Kyoto.

Robb says that when the itinerary becomes less about ticking luxury boxes and more about building a deeper understanding of how clothes are truly made, clients often come back with an altered perception of fashion. In a globalized, hyper-technological world, there's a growing hunger for traveling to find the exclusivity of localized knowledge and handicrafts.



Oriona Robb (right) is a global fashion stylist with 20 years of experience in the industry.
GETTY (LEFT), ORIONA ROBB (RIGHT)

"I've watched clients return from India with a completely transformed relationship with color and texture after experiencing traditional dyeing and embroidery processes, or come back from Japan with newfound appreciation for minimalism after witnessing the precision of kimono construction," she says. "It's no longer about owning fashion, it's about becoming custodians of craftsmanship."

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Angela Kyte, a luxury stylist, has witnessed a similar effect when she takes clients abroad. “For many clients, these trips are less about consumption and more about connection, to heritage, artistry, and self,” she says. “They’re seeking experiences that feel nourishing and meaningful rather than transactional.”

The travelers paying 5 figures for fashion itineraries

Robb says her clients are typically aged 35-55 and accomplished professionals like C-suite executives, successful entrepreneurs, or creative leaders who “understand that personal style is strategic communication.”



Kyte's clients are often going through a period of transition.
GETTY (LEFT), ANGELA KYTE (RIGHT)

As for their investment in trips, she says it varies significantly based on goals. “A comprehensive fashion journey typically ranges from $18,500 to $62,000 for a







archives ($2,480-$9,920 depending on $1,000).

Kyte adds that she’s seen a growing trend for fashion journeys that feel almost therapeutic. “Many clients come to me at points of transition, post-divorce, after major career shifts, or when stepping into new phases of visibility,” she says. “Through travel, they reconnect with beauty and inspiration in a tactile way: meeting the people who make their clothes and understanding the stories behind them.”

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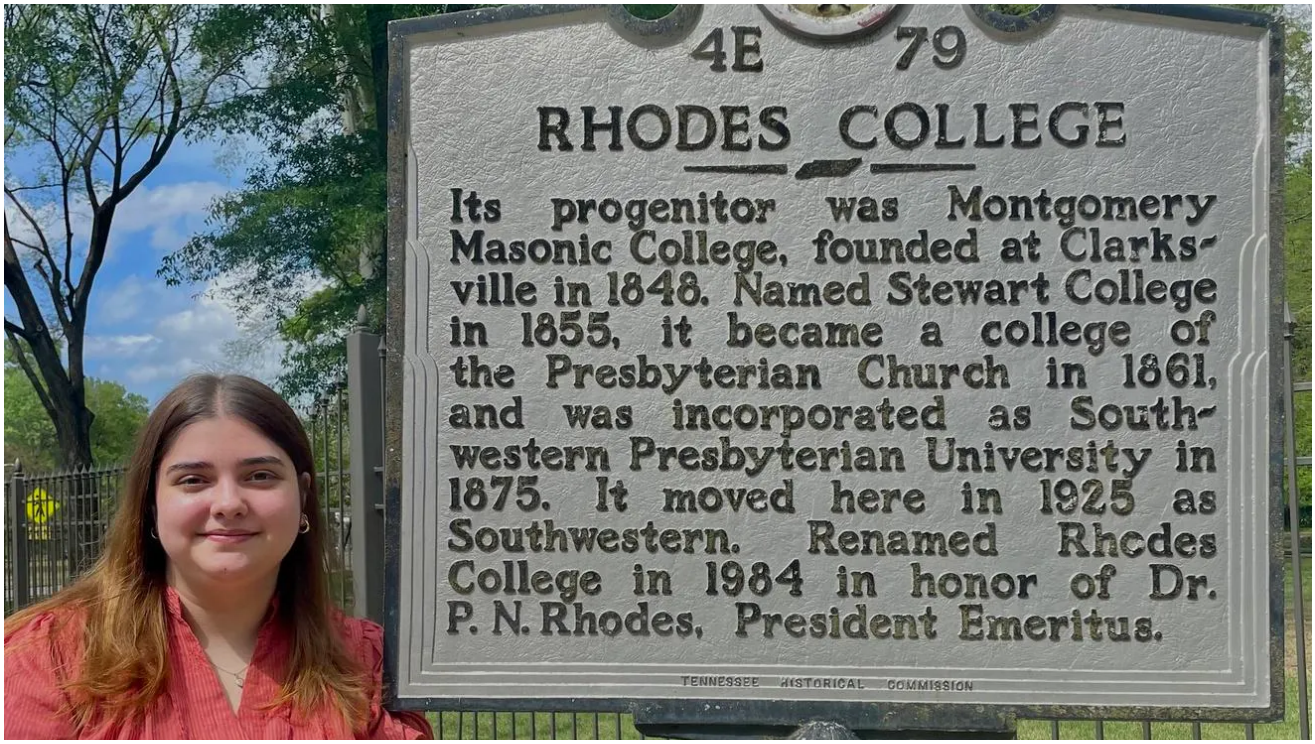
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