



Merchants of Excess

There are travel genies who can get you special access. Forbidden doors in Venice would open, restaurants in Paris where reservations have to be made months in advance would suddenly grant you a table and you'd see museums the way not many have.

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Loredan has a healthy appreciation for the fussy nature of Indian clients, and what it takes to please folks who're used to buying platinum treatment in their own country. "I have my arms wide open for Indians. I understand them, I know what they want," says Loredan, who is also on the organising committee of the India-Venice festival that's scheduled to take place in his city next year. This year, he also made contact with an important friend of friends: **New York-based Pallavi Shah**, founder of the gold-standard travel tour company **Our Personal Guest (OPG)**. The former communications director of Air India runs what she calls "a couture operation in a mass-market world". Across the world, OPG and its blue-chip contacts offer trust-fund babies, CEOs, and all manner of the riche, holidays filled with orchestrated delights. Like hanging out with a genuine-article Venetian count...