



escalés
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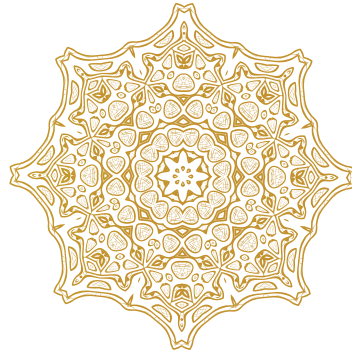
High jewellery of travel

— MOROCCO —



A trip to you, a fine jewelery piece to us ...

An evening for you, an universe we design ...



THE SULTAN'S ROAD

A journey to the origins of a kingdom



According to an ancient story, a Sultan once invited only a chosen few to discover his kingdom as he saw it.

Not through monuments or history books, but through emotions, encounters, celebrations and experiences so extraordinary they would remain etched in memory long after the journey had ended.



Me, the Sultan of these lands before they became a kingdom, invite you to follow a road that cannot be traced on any map.

*A road older than the walls, the palaces,
and the very city of Marrakech itself.*

*They say kingdoms are born from stone and power.
But the oldest ones take root in silence, in crossings,
and in a time before memory.*

*Throughout this journey, you will not simply discover places.
You will retrace a reimagined past and the making
of a kingdom in its earliest form.*

*Each stop will be an immersion into a bygone era.
Each experience, a passage into a vanished world.
Each moment, a fragment of this invisible history.*

*This is not an exploration.
It is a crossing through time.*

Welcome to The Sultan Road.



For four days, guests are transported into a world where reality and storytelling merge seamlessly.

Every detail has been carefully designed to create a sense of wonder, anticipation and discovery.

Destinations remain unknown until the very last moment. Ordinary transfers become adventures.

Dinners become theatrical experiences. A simple journey through the desert becomes the road to an extraordinary celebration.



Throughout the experience, a mysterious storyteller accompanies the group as the voice of the Sultan himself.

Appearing unexpectedly throughout the journey, he reveals fragments of a story that slowly unfolds from one chapter to the next.

This journey has been imagined around the five senses, each chapter revealing a different way to experience the kingdom.

Guests will follow the scent of spices through the hidden passages of the Medina, shape and taste Morocco with their own hands, cross the discreet thresholds of secret palaces, journey through the Atlas Mountains, follow in the footsteps of ancient travellers across the desert and arrive at a kingdom that exists for one night only.

A kingdom of music, fire, mystery and celebration, where every moment becomes a story.



Because the true luxury of this experience lies in what guests will carry with them.

And when all is over, one question will remain:

Was it real... or was it a legend?

Every evening, a new clue is secretly left in their room.

- A letter
- A symbol
- A scent
- A forgotten object

Each clue offers a glimpse of what awaits the following day without ever revealing the full picture.



DAY

1

The road before the kingdom

Before there was a city, there was a horse



“ The Sultan invites you to honor the horse, a founding creature without which no kingdom could have been born, during a welcome dinner at Selman.





The road before the kingdom

Before there was a city, there was a horse

18h30 | Sunset Cocktails at Selman

The Story Teller makes his first appearance. Dressed as the guardian of the Sultan's memory, he welcomes the guests and explains the journey that awaits them.

20h00 | Welcome Dinner Among the Arabian Thoroughbreds

- *Refined 3-course gastronomic menu prepared by the Selman chef*
- *Elegant table setup and dedicated service*
- *Live Andalusian music for a unique ambiance blending fine dining with the stables' atmosphere*

23h30 | Return to Rooms

- *A small velvet pouch containing saffron.*
- *A note reads: "Tomorrow, follow the scent."*

Nobody knows where the journey will lead next ...



DAY

2

The gates of the past

A kingdom slowly revealed



“ The Sultan invites you to the heart of
the kingdom, before leading you to a
hidden place where it slowly reveals its
deepest secrets.



The gates of the past

A kingdom slowly revealed

08h00 - 09h30 | Breakfast at Selman Marrakech

10:00 - 11:00 | Sensory Exploration of the Medina

- *Stories from the Story Teller revealing how scents and flavours once embodied wealth and prestige in the Sultan's kingdom*
- *Curated tasting moments throughout the experience featuring traditional Moroccan flavours*

12:45 - 15:00 | Private Cooking Experience at Musée de l'Art Culinaire

- *Interactive culinary experience dedicated to the sense of touch, where guests prepare a traditional Moroccan tagine alongside local chefs*
- *Shared lunch featuring the dishes created by the guests, enriched with stories of Moroccan ingredients and culinary traditions*

15:30 - 18:30 | At Leisure

No one suspects what awaits them that evening ...

The gates of the past

A kingdom slowly revealed

19:00 | Gathering at Selman Marrakech

- *The drivers, dressed entirely in black, remain silent and do not answer questions regarding the destination.*
- *Each guest receives a sealed black envelope containing a handwritten message from the Sultan inviting them to lose their way ...*
- *Cinematic music inspired by traditional Moroccan instruments accompanies the ride while the absence of the Story Teller deepens the sense of suspense ...*



The gates of the past

A kingdom slowly revealed

20:00 | Arrival at Palais Soleiman

- The convoy arrives before large wooden doors that slowly open onto a candlelit courtyard
- *The Story Teller awaits to reveal the next chapter of the Sultan's journey*

20:15 | Welcome Aperitif & First Chapter of the Story

- *Guests freely explore the palace while enjoying signature Moroccan-inspired cocktails and canapés*
- *Musicians, performers and dancers create unexpected encounters throughout the different spaces*

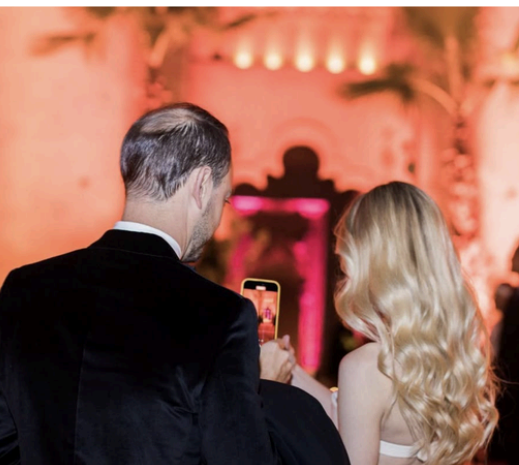
21:00 | Royal Dinner at Palais Soleiman

- *Dinner is served beneath the palace arcades around a spectacular imperial table illuminated entirely by candlelight*
- *Between courses, performers appear unexpectedly throughout the venue*

00:00 – 04:00 | The Sultan's Celebration

- *DJs, performers, dancers and interactive moments unfold throughout the evening, creating continuous surprise and immersion*





DAY

3

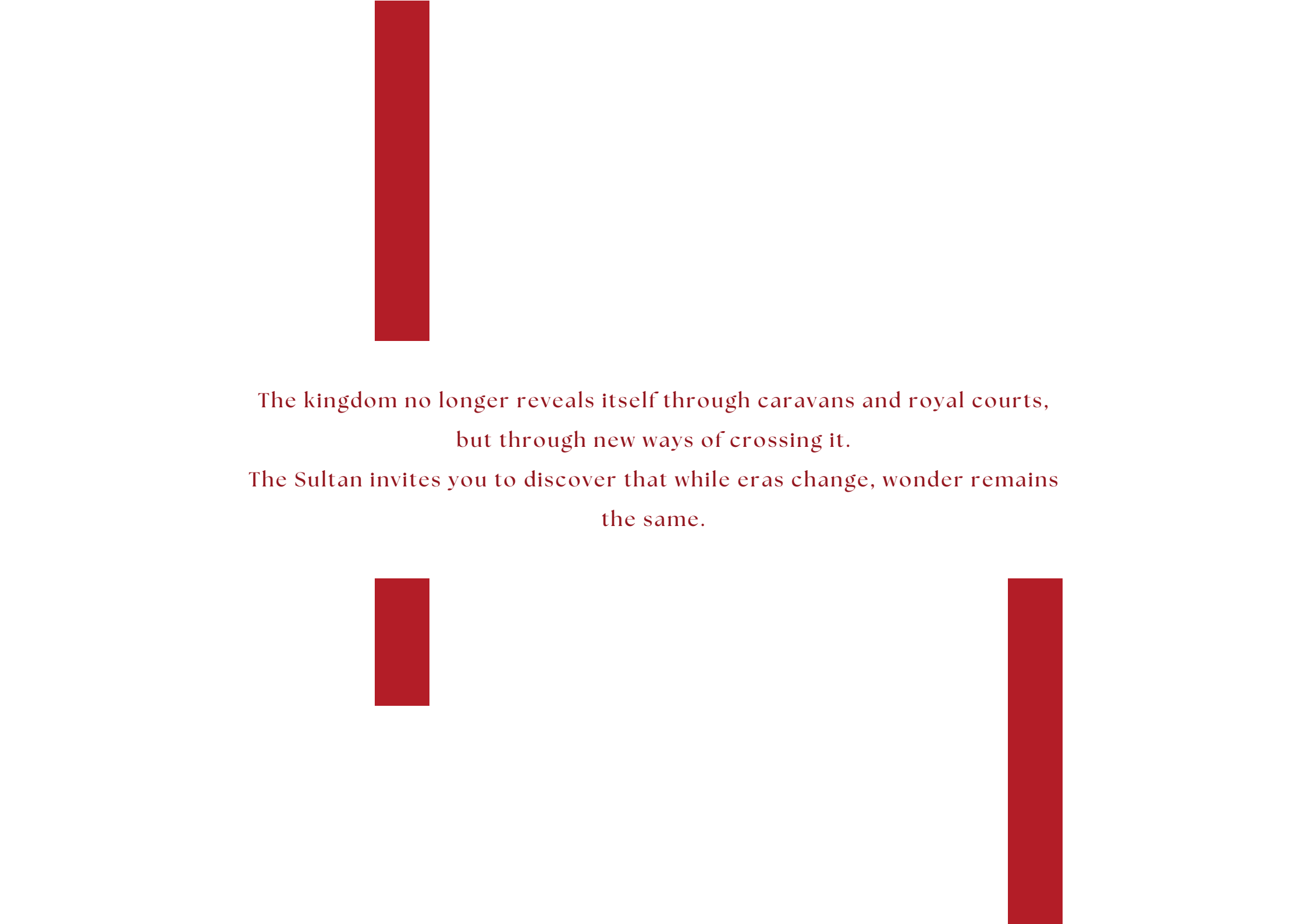
The Sovereign's Gaze

*To understand a kingdom, one must first learn to
contemplate it.*



“ Having explored the heart of the
kingdom, the Sultan now invites you to
contemplate its grandeur through
breathtaking landscapes and endless
horizons. ...





The kingdom no longer reveals itself through caravans and royal courts,
but through new ways of crossing it.

The Sultan invites you to discover that while eras change, wonder remains
the same.



The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.

Option 1

05:00 | Early morning departure from the hotel

Guests will be transferred before sunrise to the balloon departure site located just outside Marrakech. Upon arrival, they will be welcomed with coffee, tea, fresh juices, and light refreshments while watching the balloons being prepared for take-off.

06:00 | Sunrise hot-air balloon flight

This unique experience offers spectacular panoramic views and an unforgettable perspective of the region as it awakens.



The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.

Option 2

05:00 | Direct departure from the Palais Soleiman

Immediately following the celebration at Palais Soleiman, guests continue directly to the next chapter of the experience without returning to the hotel.

06:00 | Sunrise hot-air balloon flight after party

A live DJ performs or saxophonist during the flight, creating a unique soundtrack as the group drifts peacefully through the sky. This extraordinary moment combines breathtaking views, music and the magic of sunrise, offering a truly once-in-a-lifetime experience.



The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.

08:00 | Returning to Selmam Marrakech

Following the balloon flight, guests return to Selmam Marrakech for breakfast and a short moment to refresh before the adventure continues.

10:30 | Departure Towards the Atlas Mountains

After check-out, guests are transferred to the starting point of the driving experience where a fleet of Porsche Cayennes awaits.

12:00 – 15:30 | Porsche Cayenne Atlas Mountains Expedition

- Sensory journey aboard a luxury vehicle, designed to immerse guests in the landscapes and emotions of the Atlas
- A raw and adventurous perspective of Morocco, far from traditional routes

16:00 | Lunch at Casa Lalla

The perfect place to take a break in front of a magical view on the Takerkoust Lake.

18:30 | Arrival at The Sultan's Camp

No one yet imagines the unforgettable night that awaits them ...



The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.



19:00 – 20:00 | Discover the Camp

21:00 | Official Opening of The Sultan's Party

The Story Teller announces that the celebration cannot begin because the guest of honour has not yet arrived. All eyes turn towards the dunes where a procession of lantern bearers and musicians slowly appears. The host makes its grand entrance aboard a traditional Moroccan Amaria, a ceremonial carriage carried by bearers and traditionally reserved for the most important person during a celebration.

The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.

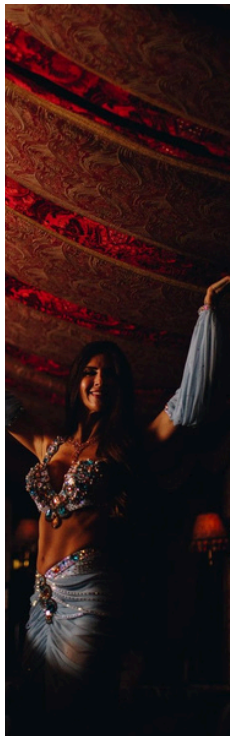
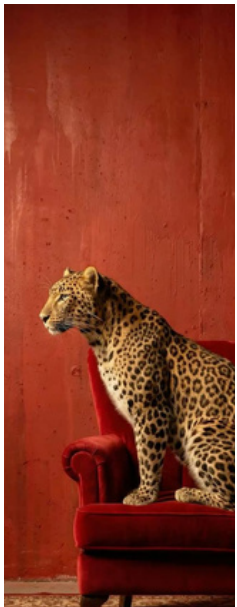
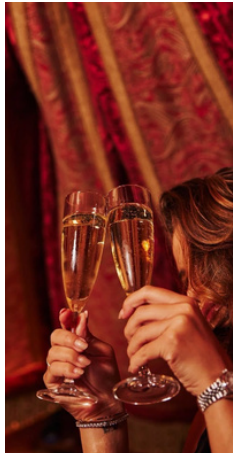


21:15 | Dinner Under the Stars

Long imperial tables are positioned beneath the stars and decorated with candles, lanterns and floral arrangements inspired by royal Moroccan celebrations.

The Sovereign's Gaze

To understand a kingdom, one must first learn to contemplate it.



22:30 | Opening of the Festival Areas

- Fortune teller tent
- Henna artists
- Snake charmer performance
- Fire performers
- Live Gnawa musicians
- Traditional drummers
- Hidden cocktail bar
- Shisha lounge
- Desert chill-out lounge



23:00 | DJ Set & Desert Celebration

The objective is to transform the camp from a dinner venue into a private desert festival inspired by Burning Man and One Thousand and One Nights. Additional fire shows take place throughout the evening.

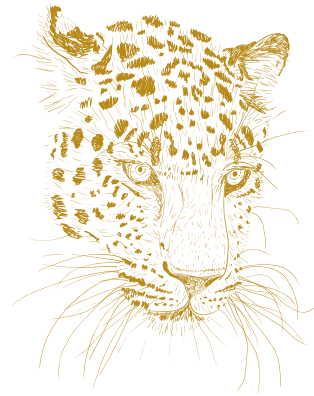
00:00 – 02:00 | The Sultan's Celebration

Guests are free to move between the different areas of the camp as a real festival.

Late-night food stations can be available throughout the camp.

02:00 | End of Official Entertainment





THE SULTAN'S PARTY

The most extravagant night in Marrakech.

Moodboard of the desert party



It is said that a Sultan organise a night in the desert for the woman he could never forget.

A woman of freedom. Unreachable. Impossible to possess, impossible to contain in time.

Each year, he hosted a grand celebration in the desert, a ritual of excess and beauty, hoping she would one day return through the gates of the palace.

But she never came back. So the Sultan commissioned a rare leopard.

An untamed creature, majestic and hypnotic, captured to be offered to her as a symbol of power and devotion.



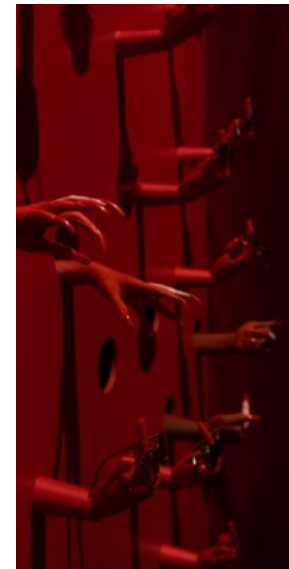
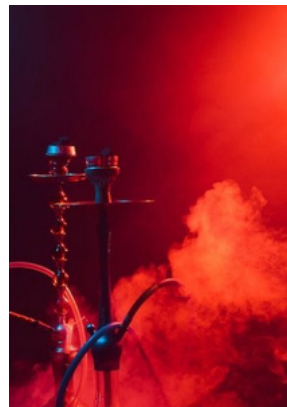
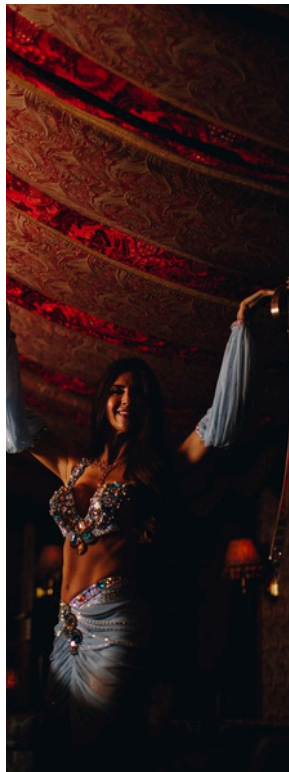
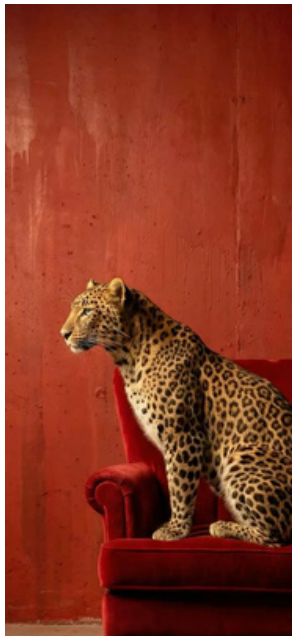
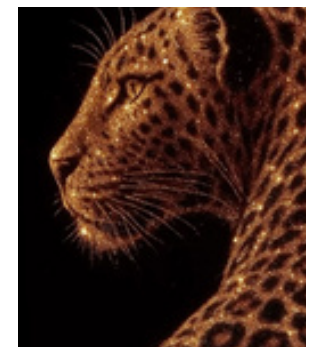
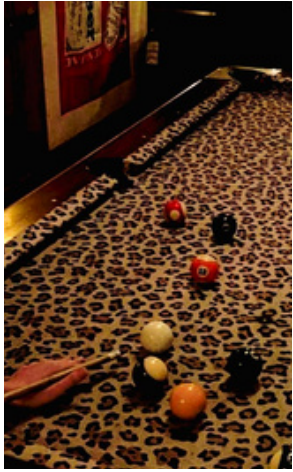
The leopard remained in the desert, a silent witness to a love frozen in time.

The party was no longer a symbol of power, but a living stage inhabited by artists, muses, musicians, poets, and dreamers from all over the world, drawn by its opulence in the hope of bringing her in his arms.

And since then, it is said that this celebration has never truly ended.

Tonight is the night. She will come.
She is the star of the night everybody and the Sultan is waiting for her.

One Thousand and One Nights rewritten through a muted, feline and decadent sensuality





————— Mysterious atmosphere —————



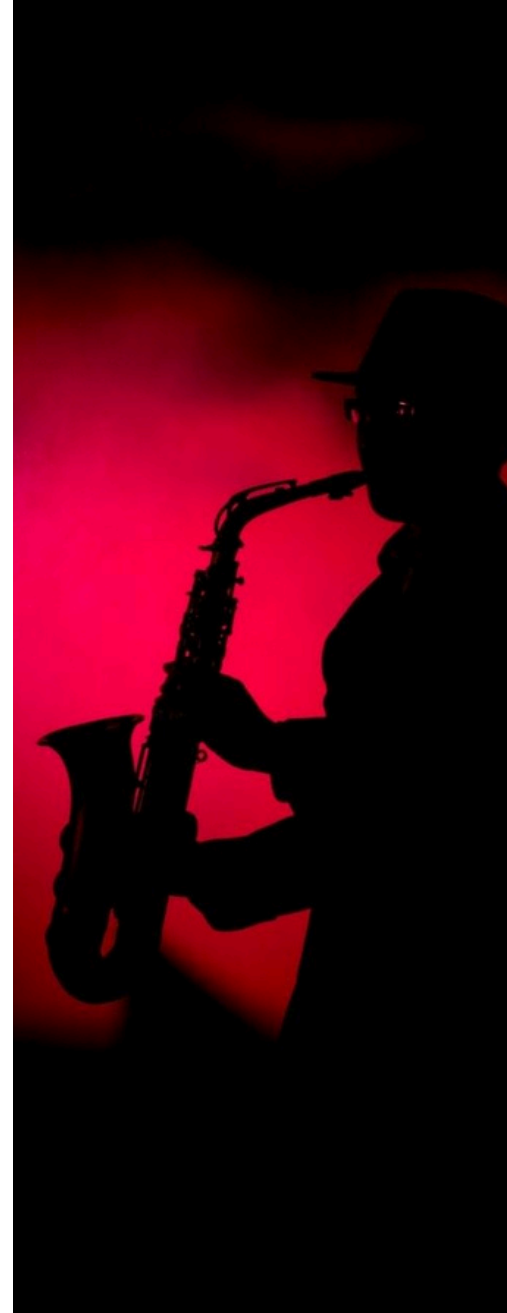
An iconic figure



Show dinner



Show dinner



Party
