



Art, safari and soul: &Beyond and Ardmore's shared journey of purposeful luxury

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Over two decades ago, two South African brands met not by chance, but through a shared heartbeat, one rooted in reverence for the continent's wild beauty, diverse cultures, and the people who protect and inspire both. Today, the evolving relationship between &Beyond and Ardmore stands as a rare and purposeful alliance, one that blends craftsmanship with conservation and creativity with care, celebrating Africa's untold stories and enduring beauty. What began as a shared admiration between like-minded storytellers has grown into a partnership defined by layered artistry, driven by purpose, and anchored in a shared devotion to Africa's people, heritage, and wild spaces. From ceramic masterpieces inspired by wildlife to bespoke accessories celebrating protected landscapes, every chapter of this partnership has sought to honour Africa's living heritage while inspiring global audiences to care.

"Both &Beyond and Ardmore were born from a love of Africa, its untamed beauty, its layered cultures, and its incredible people," says Nicole Robinson, Chief Marketing Officer at &Beyond. "What makes this collaboration so powerful is not just our shared aesthetic but our shared purpose. We believe that storytelling, whether through a safari experience or a handcrafted work of art, has the power to transform the way people connect with the world and with one another. When that story is grounded in care for the land, wildlife and people, it becomes something truly timeless."

From Ardmore's intricate hand-modelled ceramics and vividly painted tapestries to &Beyond's immersive safaris through Africa's most pristine wild spaces, both brands offer journeys of the spirit; one through craft and the other through nature. This partnership celebrates that intersection. Central to this relationship is the shared ethos of care. With &Beyond's model of conservation-led tourism, which protects endangered species, supports partner communities, and conserves vast tracts of wilderness, mirrors Ardmore's devotion to preserving African folklore, fauna, and generational artistry. Each Ardmore creation tells a story of its people, just as every &Beyond journey echoes the call of the wild.

“At the heart of every business are people, and over the years, lasting friendships have been forged between the teams at Ardmore and &Beyond,” says Fée Halsted, founder of Ardmore. “This bond is strengthened by a shared passion for the African bush, with its rich diversity of fauna and flora. Both brands are united in their pursuit of excellence, warmth, and genuine care for the communities they work with, creating a meaningful connection between Ardmore and &Beyond.”



The Phinda Pride Scarf stands as a striking embodiment of Ardmore and &Beyond’s shared passion for African wildlife, wilderness, and the spirit of Ubuntu. Launched in February 2025 for Ardmore’s 40th anniversary, the silk scarf draws inspiration from the vibrant landscapes and biodiversity of [&Beyond Phinda Private Game Reserve](#) in KwaZulu-Natal.

Its rich hues range from mahogany reds reflecting the red duiker and suni antelope, to purples inspired by the purple-crested Turaco, honouring Phinda’s rich ecology and conservation commitment that underpins its protection. At the heart of the design lies a tribute to Phinda’s lion prides, symbolising strength, unity, and familial connection values central to both brands. Golden tones evoke the Lebombo Wattle forests and sandy paths, weaving a poetic tapestry of life.

The scarf stands as a wearable work of art, inviting its wearer to carry the stories and spirit of KwaZulu-Natal’s wild beauty wherever they go. The latest evolution of this creative alliance is the launch of Ardmore’s Phinda Pride Silk Twills; elegant, hand-painted accessories inspired by the reserve’s vivid biodiversity and beloved birdlife. These versatile pieces expand on the original scarf collection and reflect how the partnership continues to grow in both purpose and artistic expression.

Ardmore is expanding its global footprint beyond the USA and UK, introducing the essence of Africa to homes and wardrobes worldwide. As &Beyond’s guests increasingly seek travel experiences that are authentic, meaningful, and purpose-driven, this partnership continues to evolve, driven by a growing international audience that values not only beauty but also stories with substance.

Today, this partnership signifies more than just a collaboration between two iconic brands; it celebrates their shared values of craftsmanship, conservation, culture, and the belief that true luxury lies not only in the details but also in the purpose and the people behind it.

Images can be downloaded [here](#)

ISSUED BY: media@andBeyond.com

T +27 11 809 4300 | F +27 11 809 4511

www.andBeyond.com

ABOUT &BEYOND

&Beyond creates luxury adventures in irreplaceable and beautiful wild places in Africa, Asia, South America and Antarctica. With an extensive portfolio of lodges, camps and yachts, we curate immersive experiences that connect guests to the beauty, culture and spirit of each destination ensuring that every journey is profoundly meaningful and leaves a lasting impact. We blend exceptional comfort with unparalleled adventure grounded in a conservation model that protects what matters most. It's how we redefine what it means to explore with purpose.

ABOUT ARDMORE

Ardmore is a celebrated South African ceramic and textile studio, renowned for its exquisite craftsmanship, vibrant designs, and captivating storytelling. Founded by Fée Halsted in 1985, Ardmore has grown into a global brand, showcasing the talent and creativity of its artists while supporting local communities and preserving the rich cultural heritage of the region.