

# MISSION IMPOSSIBLE

It's a phrase never uttered by the people at Pure Entertainment Group.

By HO YUN KUAN



The to-do list for the team behind luxury concierge service, Pure Entertainment Group, may well look like this: private rocket charter into orbit – in progress; locate James Bond's Aston Martin DBS and deliver it to Munich – done; find and hand-deliver two limited-edition Rémy Martin cognacs, the Louis XIII Rare Cask and the Louis XIII Le Jeroboam – no problem.

The last request came from a cognac-loving Singaporean who had no luck locating the bottles despite a six-month search. Only

786 bottles of the Louis XIII Rare Cask are available worldwide.

It's an unusual brandy from a single cask that resulted in a 43.8-degree alcohol content instead of the standard 40 degrees. The cognac is sold out and hopefuls are offering the owners as much as \$32,000 for a bottle.

Rare items aside, the company also provides bespoke luxury travel experiences. It can book you a suite in a five-star hotel during peak season and get you into sites closed to regular tourists.

[www.purentonline.com](http://www.purentonline.com)

Pure Entertainment can get you a rare bottle of cognac, obtain entry to places no other travellers can access, or even send you into space.