

IN-STORE

Lucchese crafts bespoke cowboy boots for Four Seasons guests

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Lucchese bootmaker

By SARAH JONES

Texas-based footwear label Lucchese is giving a handful of consumers a branded experience through a partnership with the Four Seasons Austin, TX.

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Luxury Daily

The "Texas Boot Camp" experience package includes a one-on-one consultation with a shoemaker from the brand to create a bespoke pair of boots. For both parties, this affiliation highlights their craftsmanship and service.

"We have a similar loyal customer base," said William Zeitz, executive vice president of marketing at **Lucchese**, El Paso, TX. "Both brands are about providing our clients with a high level of exceptional service."

"With Four Seasons in Austin and Lucchese being a Texas company, we wanted to do something that was Texan and would appeal to an affluent audience."

Texas two-step

The Four Season's package, part of the hotel chain's "Extraordinary Experiences Collection," will be available for two weekends, Sept. 26-28 and Dec. 5-7. For each weekend, only 16 spots will be available to make it an exclusive experience.

Each participant will have an individual meeting with a Lucchese bootmaker at the Four Seasons.



Lucchese bootmaker

Consumers will be able to pick their material from a range of color options in royal calf, bison, buffalo or suede leather. Crocodile, ostrich, python, stingray and rattlesnake are available for a more daring look.

These materials can also be mixed to form a unique boot.



Lucchese Nashville store

To further customize, consumers can select stitch patterns, color choices, toe shapes, heel style and shaft height, among other options.

Lucchese's boots are handmade, with each pair being touched 300 times by human hands in the manufacturing process. To give an idea of the craftsmanship behind the boots, the Four Seasons posted a YouTube video to the information page showing the artisans

making on style of boot.

Embedded Video: [//www.youtube.com/embed/hJO25PmJaGQ](https://www.youtube.com/embed/hJO25PmJaGQ)

Four Seasons Austin - Texas Boot Camp with Lucchese

Consumers will watch the bootmaker construct shoes. They will receive their boots six to eight weeks after their stay.

"This shows people what's possible from a custom design standpoint," Mr. Zeitz said.

"Anything's possible, the sky's the limit.

"It will also show them our design capabilities and the quality of the bootmaking."

Guests will stay at the Four Seasons Austin for two nights, giving them a full weekend to explore the Texas city.

Giving guests an authentic taste of the Lone Star State, there is also a lunch at Franklin Barbecue and a night of dancing and two-step lessons at Broken Spoke. The honky tonk has hosted famous faces, including Dolly Parton and Willie Nelson, since it opened its doors in 1964.



Broken Spoke

Prices for the package begin at \$1,147 for a single occupancy room. This cost does not include the boots, since there is such a wide variety of prices due to the many bespoke options.

To draw interest from its 32,000 Facebook fans, Lucchese shared the link to the Four Seasons' branded room package.

Fashionable stay

Other apparel labels have teamed up with hotels to curate an experience for consumers.

Mandarin Oriental Hong Kong is targeting fashionistas with a new room package centered on French fashion label Chloé.

Consumers who book will be treated to a branded tea in a room housing an exhibit about the brand's history, as well as getting other insider exclusives. This will allow the fashion brand to connect with an important target audience ([see story](#)).

Four Seasons puts an emphasis on crafting local experiences for guests at its properties.

Four Seasons Hotels and Resorts is compiling top experiences from properties around the world for its new “Extraordinary Experiences Collection” series.

The collection aims to immerse guests in a location’s culture, which inevitably leads to a wide range of potential options. Travelers have consistently professed that trips should entail original experiences, and luxury hotel brands are fundamentally shifting to meet this demand ([see story](#)).

From food to fashion, this serves as an immersion in Austin culture that guests will remember.

"Lucchese is like the Four Seasons of cowboy boots," said Maria Hirt, director of marketing at the [Four Seasons Hotel Austin](#), TX. "We felt like the brand was very similar to our own in their eye to detail, reputation and ability to customize the customer's experience.

"We wanted to offer a unique experience that would be representative of Austin and would create wonderful memories," she said. "The weekend includes world famous barbecue, customized Lucchese boots, a night of Texas two step and wonderful Four Seasons Austin experience."

Final Take

Sarah Jones, editorial assistant on [Luxury Daily](#), New York

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