

IN-STORE

Trump SoHo leverages location for NYFW offer

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Chloé Love Story fragrance promotion featuring Clémence Poésy

By JOE MCCARTHY

Trump SoHo New York is capitalizing on the traffic generated by New York Fashion Week with a relevant shopping experience.

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The property teamed up with fashion label Chloé to provide guests with a curated shopping excursion to align with fashion week plans. Fashion week presents a great opportunity for hotels savvy enough to put together a relevant package.

"Trump SoHo is bustling with activity during New York Fashion Week, from guests in town to attend the shows and event space used for product launches, to visitors heading to the spa for relaxation during the hectic week and more," said Nicole Murano, director of marketing at **Trump SoHo**, New York.

"We're excited to partner with Chloe's SoHo boutique for the private shopping experience," she said. "We also have an exclusive offer with Isaiah Hemmingway, offering a complimentary pocket round, for any hotel guest who books an appointment with Mr. Hemmingway for a bespoke suit."

Night out

Through Sept. 30, consumers who book a room at Trump SoHo can access the exclusive shopping experience with Chloé.

First, guests are asked to call the Chloé in SoHo and reference their room confirmation number. Store associates will then work with the client to organize a time and sketch out expectations.



Chloé boutique in SoHo

When the day arrives, guests will be driven to the boutique in a Mercedes-Benz where a personal stylist will be waiting. The stylist will customize a look featuring signature pieces from the brand's fall/winter 2014 runway collections that is intended for New York Fashion Week events.

Guests who spend more than \$2,500 will also receive a complementary item to enhance the outfit.



Trump SoHo shopping experience promotion

SoHo is quietly rising as a formidable rival to Fifth Avenue and Madison Avenue as the go-to shopping destination. Trump SoHo is fully aware of this shift and has made shopping an integral part of its promised experience.

For instance, the hotel is catering to its guests' propensity to shop with a shopping card that combines exclusive retail and events.

Situated in the retail dense neighborhood of SoHo in downtown New York, the hotel is able to leverage connections that are within walking distance. Since the partnership will conceivably continue to grow and has no foreseeable expiration date, guests who acquire a shopping card will likely become loyalists ([see story](#)).

Rising star

Not only are brands setting up boutiques in SoHo, but many pop-up shops are also emerging, which promotes a lively and changing atmosphere.

For instance, Marc Jacobs invited consumers to visit the brand's temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week last February.

Marc Jacobs' pop-up featured Daisy-themed artwork by artist Langley Fox Hemingway and music provided by DJ Jilly Hendrix in addition to Wi-Fi, snacks, fragrance samples and a Daisy photobooth.

Interestingly, the pop-up, which had Marc Jacobs apparel, accessories and fragrances for sale, only accepted "social currency" as payment and not the United States dollar. To make a purchase, the consumer had to use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram ([see story](#)).

Consequently, consumers will likely be touring far more than the Chloé boutique.

"For guests who attend the shows and come back with inspiration to shop, they can take advantage of our Shopping Card program, which provides exclusive savings at over 20 neighborhood boutiques," Ms. Murano said.

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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