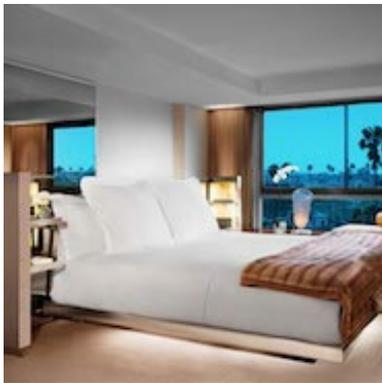


INTERNET

Luxury Collection enters ecommerce to bring hotel experience directly to consumers

September 19, 2014



Guest room at SLS Hotel, a Luxury Collection hotel in Beverly Hills

By STAFF REPORTS

Starwood Hotels and Resorts' The Luxury Collection is letting guests recreate their stay at home with a new retail Web site.

[**Sign up now**](#)

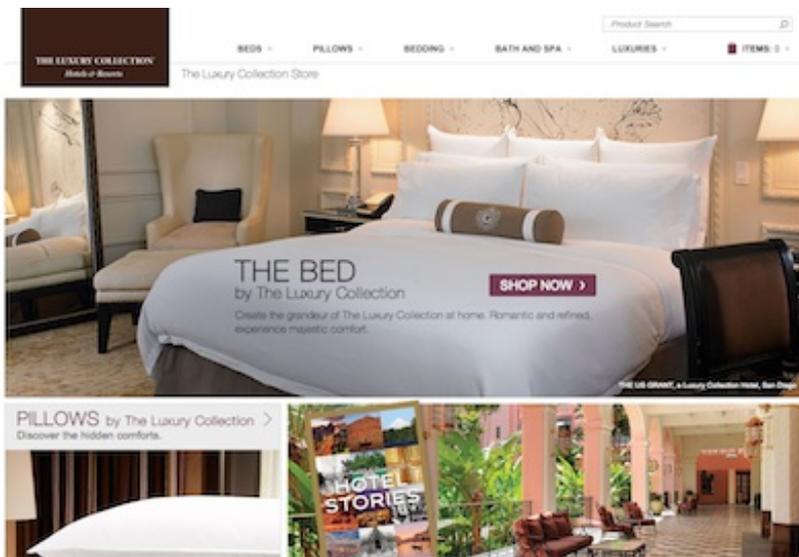
Luxury Daily

On The Luxury Collection Store, consumers can purchase bedding, towels and robes, as well as art. Allowing consumers to own part of the group's hotels will help to remind them of their travel experiences and expand the length of the trip.

Hotel at home

To get attention for its new online store, The Luxury Collection posted to social media, linking to the new dedicated microsite.

On the ecommerce site, large images of the products taken at properties fill the homepage.



Homepage for The Luxury Collection Store

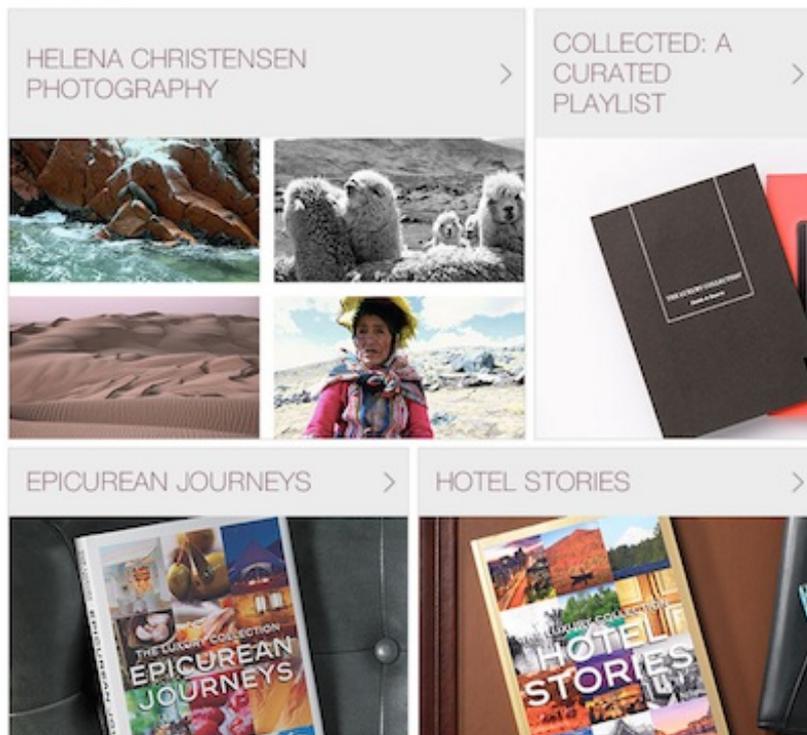
A slideshow of hotels plays automatically to give a sense of the range of design, from the very modern Hotel Marques de Riscal in Elciego, Spain to the open-air Royal Hawaiian in Waikiki. This also helps consumers see how the bed linens and other items would fit into a number of homes and lifestyles.

Consumers can purchase the BeautyRest Black mattress that was designed specifically for The Luxury Collection, and top them with pillows, sheets and duvet covers in white or Champagne accent.

The spa experience can also be recreated through towels and robes.

In addition to bed and bath essentials, the site sells “luxuries.”

Luxuries



Screenshot of The Luxury Collection Store

Consumers can buy prints from photographer, former supermodel and Luxury Collection

global ambassador Helena Christensen's first project, for which she traveled to Peru to capture the spirit of the place ([see story](#)).

Also available are a curated playlist, cookbook and a coffee table book of hotel stories.

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