

IN-STORE

Anya Hindmarch creates branded atmosphere in London hotel

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Anya Hindmarch branded tea at The May Fair

By SARAH JONES

London's The May Fair hotel is boosting its position as the official hotel of London Fashion Week with help from accessories label Anya Hindmarch.

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Luxury Daily

The property is catering to its stylish guests with a branded tea based on Anya Hindmarch's cartoonish stickers, as well as window displays crafted by the brand's namesake designer and themed key cards. For Anya Hindmarch, this offers an opportunity to make an impression beyond its runway show.

"The May Fair is one of London's most stylish hotels and it makes sense to partner with Anya Hindmarch, a celebrated British designer in such a whimsical themed tea," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"The May Fair is contemporary and fashion forward in design, and it no doubt will be attractive to the fashion and creative types," she said. "The exposure to The May Fair hotel as an official partner will increase its popularity and create brand awareness to those not familiar with the hotel."

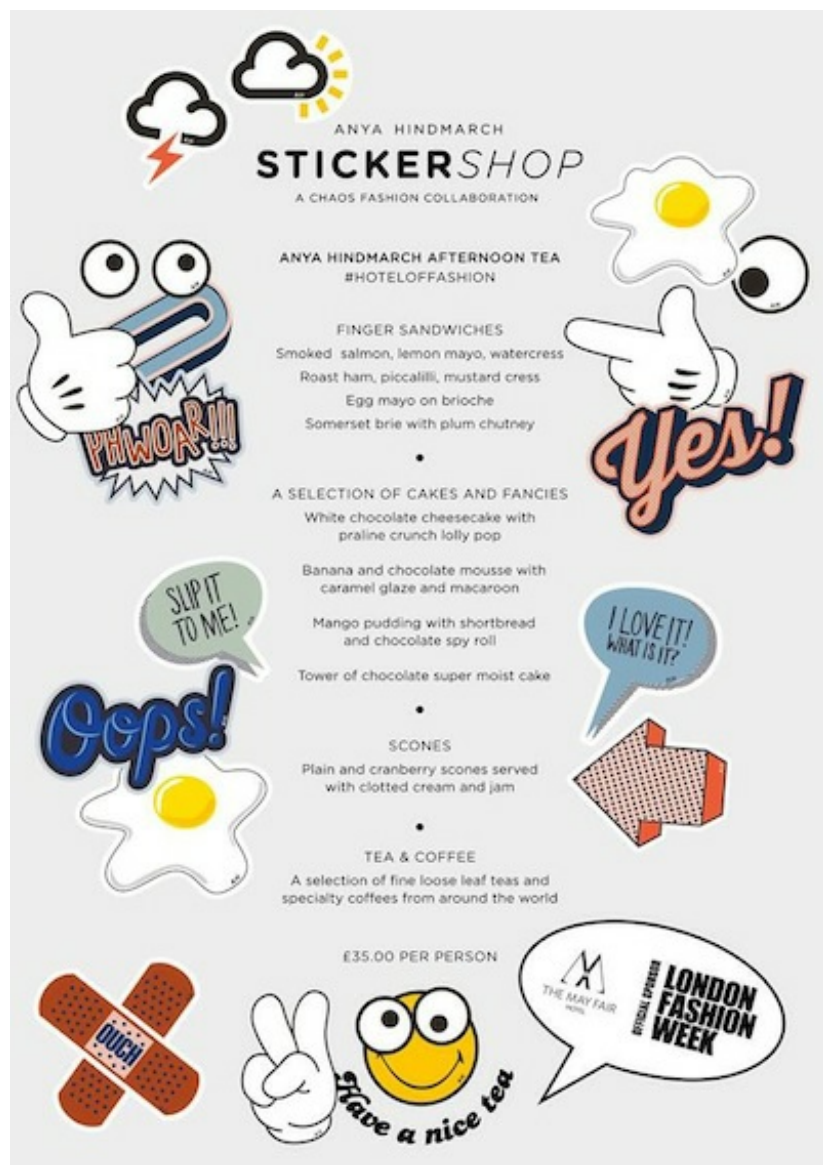
Ms. Dowd is not affiliated with The May Fair, but agreed to comment as an industry expert.

The May Fair did not respond by press deadline.

Fashion takeover

During London Fashion Week, from Feb. 16-24, The May Fair will be offering guests a 15 percent discount on overnight stays and a complimentary room upgrade.

While guests are in London to attend shows, the hotel suggests they take part in an exclusive afternoon tea, only available from Feb. 19 through March 1. The tea service is plastered with smiley faces, cartoon thumbs up and colorful pop art taken from Anya Hindmarch's latest Stickershop collection with Chaos Fashion.



Menu

A social video from the hotel animates cups, plates and food from the tea using stop motion, drawing on the playful theme.

Facebook post from The May Fair

The tea comes with a voucher for embossing at Anya Hindmarch's store.

Anya Hindmarch's window display covers the hotel's windows in stickers spelling phrases such as "Sticker them up @ LFW" and "Mwah." Trash cans by the entrance are also

embellished with googly-eyed faces.



Exterior of The May Fair

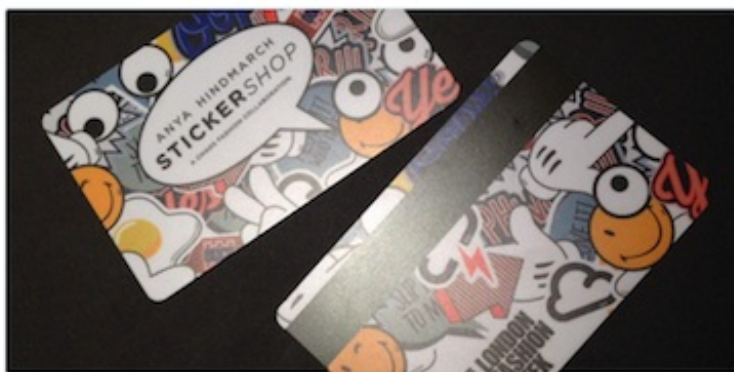
The hotel is also looking to generate social media awareness for itself as a fashion week destination with a social contest.

To enter, consumers can share a photo of themselves “striking a pose” at London Fashion Week events, within the hotel’s photobooth or in the property with the hashtag #HotelOfFashion. The winner, announced March 1, will get a one-night stay in a suite, a three-course dinner for two with Champagne and a complimentary ride from their home to the May Fair in a Mercedes-Benz.

"Using the hashtag #hoteloffashion is a clever one," Ms. Dowd said. "It will greatly publicize the hotel with creative images and closely link the hotel to London Fashion Week."

The May Fair has also been sharing photos from popular bloggers, such as Liberty London Girl.

The May Fair Hotel retweeted
Sasha Wilkins @LibertyLdnGirl · Feb 21
Ooh now THIS is a hotel keycard. @TheMayFairHotel and @anyahindmarch / Chaos Fashion #LFW #hoteloffashion #spon



Tweet from Liberty London Girl

"As we are all seeing in the current marketing strategies for the travel and hospitality brands, social media is now necessary to compete, and The May Fair will surely be using all the social media outlets to highlight happenings during Fashion Week, and further promoting their #hoteloffashion contest so locals can submit their photo via Twitter for a chance to further experience The May Fair hotel," said [Damon Banks](#), freelance journalist and media consultant, New York.

For a luxury hotel, gaining exclusive access to an apparel label during fashion week is a bragging right.

Mandarin Oriental New York is giving sartorially inclined guests the opportunity to embrace their inner model with a special room package.

Available for only two total guests, the “Runway Ready Package” includes tickets to the Altuzarra runway show, a styling session at Bergdorf Goodman and a facial at the hotel’s spa. As hotels increasingly differentiate themselves through the unique experiences they can offer their guests, this will likely help Mandarin Oriental prove its influence and access ([see story](#)).

"The May Fair, like so many hotels that partner with the Fashion Weeks of the world, has a long-standing reputation and further prove that their property is not only a great place for tourists to stay, but also a fashion-savvy destination to visit while in the city for Fashion Week," Mr. Banks said. "It’s much more than just overnight guests for a hotel like the May Fair that also has a casino, cigar bar, restaurants and more."

Fashionable fare

Branded teas allow brand fans to experience a label’s designs in a different sensory way.

British footwear and accessories label Jimmy Choo joined up with the Berkeley Hotel in London for the first time on a branded Pret-a-Portea dining experience.

During the afternoon tea, guests munched on cake and cookie versions of Jimmy Choo handbags and shoes, giving a different way to experience the brand’s designs. For Jimmy Choo loyalists and diners generally interested in fashion, these whimsical treats created a memorable brand moment ([see story](#)).

Anya Hindmarch has previously reached out to fashion week attendees through edible projects.

British accessories label Anya Hindmarch is bringing its grocery-themed fall/winter 2014 collection to life during London Fashion Week with a Kellogg’s partnership.

A milkman in a branded van is delivering boxes of “Fashion Flakes,” a limited-edition cereal collaboration based on Frosted Flakes to show goes. Having this branded food item will help Anya Hindmarch reach an aspirational audience, while showing a sense of fun ([see story](#)).

For hotels during fashion week, these partnerships are also ways to make a lasting impression.

"The May Fair often looks for the unique ways to think outside of the box," Mr. Banks said. "Always maintaining their high level of service and the overall luxury boutique feel of the hotel, they know that this type of unique marketing strategy will be something for locals and tourists to enjoy, and also one that they will remember."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/pZrjyJUX3iI>

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