

IN-STORE

## Four Seasons celebrates redesign by Tory Burch with giveaways

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By RACHEL LAMB

Four Seasons Resort Palm Beach is offering a special restyle package that includes spa credit and Tory Burch gift cards in celebration of the fashion designer's renovation of the hotel's guest rooms.

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The Restyle Package is offered from now through July 31. It requires a minimum two-night stay with rates starting at \$470 per night.

"Of all the designers selected, Tory Burch is probably Four Seasons' best choice," said Stephanie Tisch, art director at Seraph, Miami. "It has that beachy, vibrant, chic, elegant look, but it is still casual.

"A lot of the landscape in Palm Beach – bright blue skies, vivid green palm trees – are the all the same palates that Tory Burch uses," she said. "The collaboration makes perfect sense."

**Seraph** is a brand and design consulting firm that has developed advertising campaigns for luxury brands such as **St. Regis** and **Tory Burch**.

Four Seasons' makeover

The renovation was a two-year and multimillion dollar investment. It included a complete room redesign, the addition of a salon and spa and an upgraded pool terrace.

When consumers buy the “Restyle Package,” they will receive a \$500 Tory Burch gift card if they stay in one of the new suites and a \$100 promotional gift card for other rooms.

Guests will also receive a \$150 daily spa credit and a complimentary breakfast.

Four Seasons is giving itself a name as an innovator by aligning themselves with one of the most famous fashion brands in the world. The hotel is creating a very unique experience for its guests.

On the other hand, it lets Tory Burch reach out to its customers in a way that it has never done before.

Tory Burch could use this experience as a launching pad for the brand to start a home collection, like Diane von Furstenberg ([see story](#)), per Ms. Tisch.

Additionally, the offering of gift cards drives consumers to Tory Burch retail locations, with the great possibility of sales.

Location, location, location

A Tory Burch-esque luxury resort works well in Palm Beach, but would it fare as well in other parts of the world?

“The attire and the way that people dress is influenced by the landscape, and Tory Burch's new designs play off of that,” Ms. Tisch said. “But would this look good in Italy? Would it make sense in New York? Probably not.”

Ms. Tisch suggested that if Four Seasons kept up its renovation scheme, it should consider teaming with designers that make sense for particular hotels based on location.

Donna Karan or Giorgio Armani could design rooms for the hotel’s New York locale, for example.

Tory Burch recently partnered with Trump Hotel Collection when it held a multichannel promotional campaign that gave consumers a chance to win Tory Burch products and a stay in a Trump Hotel ([see story](#)).

“These two brands have the same audiences, and the location of the hotel and the designer make perfect sense,” Ms. Tisch said. “It’s giving both brands an opportunity to elevate their own products.”