

IN-STORE

Four Seasons Dubai celebrates the stiletto in weekly series

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Manolo Blahnik pumps

By STAFF REPORTS

Four Seasons Resort Dubai at Jumeirah Beach, United Arab Emirates, is paying homage to the high heel with a new event series launching in partnership with Manolo Blahnik.

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High Heels Night, being held weekly from Oct. 6, will bring together stiletto fans at the hotel's Mercury Lounge to network and party with likeminded fashionistas. This offer may enable the property to forge longstanding connections and patronage from locals.

Heel happenings

Every week, Four Seasons Dubai will invite ladies up to its rooftop bar and lounge for an evening of entertainment. A DJ will spin a soundtrack while women sip cocktails, such as cosmopolitans, crafted by the lounge's mixologists.



Mercury Lounge

Paired with the beverages will be small bites with Mediterranean flavors, priced at half off from 7 p.m. on Tuesdays.

Each month, one lucky attendee will have the chance to win a pair of designer pumps, creating an added incentive to get women in the door.

Other hotels have played on the allure of iconic shoe brands to bring style-savvy guests to stay.

French fashion house Christian Louboutin is collaborating with Hong Kong hotel The Upper House to offer its fashion-focused guests exclusive brand experiences.

From Aug. 1 through Oct. 31, guests who book at least a two-night stay can take advantage of special branded offers that include nail treatments, themed drinks and gifts. The first partnership of its kind for the label, this will help to showcase different facets of the brand, including its recently launched beauty collection ([see story](#)).

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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