

ADVERTISING

## Luxury Collection announces global campaign to initiate new brand voice

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*Luxury Collection Buenos Aires*

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By FORREST CARDAMENIS

Starwood Hotels & Resorts' The Luxury Collection is launching a new brand identity, complete with a global advertising campaign, to smooth the transition for consumers.

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**Luxury Daily**

"Hotels that Define the Destination" is the brand's first global ad campaign since 2011 and will showcase the hotel chain's new logo and highlight elements of experiential travel. As travelers take advantage of the Internet and other resources to plan trips well ahead of time, hotels must ensure that they can offer more than a bed to sleep in to foster loyalty, and a new brand identity will allow Luxury Collection to define itself through those additional experiences.

"This ad campaign, our refreshed visual identity, and new logo are the first phase in a brand overhaul for The Luxury Collection," said Hoyt H. Harper II, global brand leader, The Luxury Collection Hotels & Resorts, Stamford, CT. "It made the most sense to execute all three at the same time as together they better reflect our approach to experiential luxury for today's global traveler.

"The Luxury Collection preempted the demand for experiential luxury when the brand

launched just over 20 years ago with some of the world's most renowned luxury hotels in Italy, Spain and Austria, including the Hotel Danieli in Venice, Hotel Cala di Volpe in Sardinia and Hotel Imperial in Vienna. We like to say The Luxury Collection was creating Instagrammable moments long before the app existed. Now, the world's discerning travelers are increasingly turning to experience-led consumption, and our core promise to deliver authentic, ingenious experiences deeply rooted in the destination allows us to stay ahead of the competition."

#### Expand and rebrand

The re-launch and ad campaign also coincide with plans to renovate some of the brand's most iconic hotels and expand to new locations, including Dalian, China. The effort will make The Luxury Collection the world's largest luxury hotel brand by the end of the year, with more than 100 properties in total.



*Shot of Hotel Imperial, Vienna, from local trolley for "Hotels that Define the Destination" o*

"As we enter a period of significant growth for The Luxury Collection, both in the United States and abroad, Starwood is making a significant investment to drive profound consumer awareness for the brand's extraordinary collection of hotels," said Adam Aron, interim CEO of Starwood Hotels & Resorts, Stamford, CT, in a statement.

The ad campaign will last a year and cover both print and digital and will include photographs with an emphasis on placing the hotel within context of its locale. Consumers expect hotels to be integrated within the destination and have knowledgeable

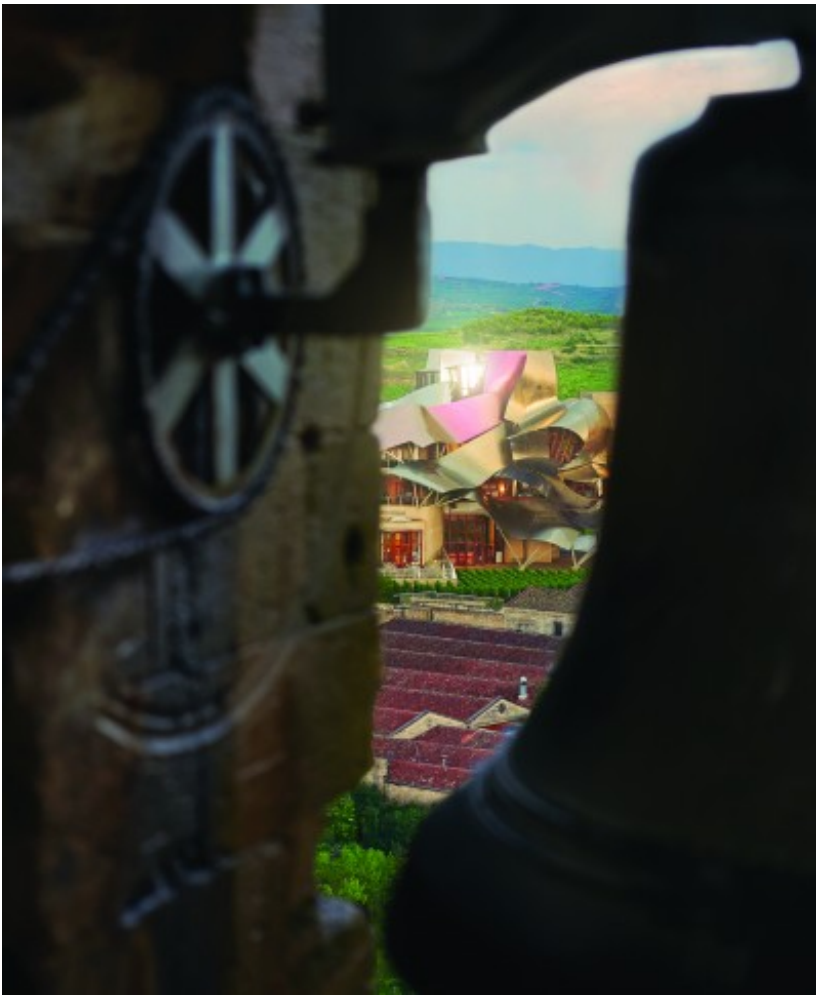
employees, so photos that capture the properties through or alongside local landmarks will give viewers a visual impression of The Luxury Collection's role within a given city.



*Hotels that Define their Destination image*

The photos, taken by Troy House, will first appear in the October issues of Travel + Leisure, WSJ. magazine, Financial Times, Robb Report, Departures and several others, with an emphasis on U.S. and United Kingdom publications, eventually giving way to a roll out to South American, European and Asian countries as well.

“Our goal with this campaign is to illustrate how our hotels are true representations of their destinations and to celebrate our guests as storytellers, collectors and explorers,” Mr. Harper said in a statement.



*Marques de Riscal, Spain, shot from church of San Andres*

For many consumers, well-established brands are inseparable from logos and other images, meaning that a complete overhaul has the potential to shock, disorient and alienate.

However, The Luxury Collection's expansion and the slow rollout of its accompanying ad campaign is likely to ease the adjustment and allow consumers a chance to acclimate to new imagery and associate it with the more experiential aspects of travel.

#### New voices

Other luxury hotel brands have also recently undergone rebranding initiatives.

Most notably, The Ritz-Carlton Hotel Company, owned by Marriott International, announced earlier this month that it is rebranding itself with a newly designed logo and voice, to be implemented across all its properties within a year.

The organization, founded in Boston in 1983, is the parent of not just the Ritz-Carlton hotel brand but also golf clubs, high-end spas and meeting centers, a leadership center, residences and the Community Footprints charity, which focuses on relieving poverty and hunger and protecting the environment. The new logo and color, the first changes in the brand's history, aim to "clarify, simplify and amplify" the brand's identity for global consumers ([see story](#)).

Also, brands in other industries have rolled out new brand identities in a way similar to

## The Luxury Collection.

Last week it was announced that French department store chain Galeries Lafayette is also conveying its creative energy through a rebranding effort that introduces a new brand logo paired with an advertising campaign.

Galeries Lafayette's rebranding is part of the department store chain's implementation of its "Ambitions 2020," a transformation plan that will assist it in becoming the key omnichannel fashion retailer in France and in international capitals. Rebranding can be risky since consumers hold associations with brand imagery, but if done well, refining a brand's perception can be modernizing and propel a new identity through visuals ([see story](#)).

"In response to the ever-evolving demand for luxury travel and coinciding with the seismic growth of the brand, The Luxury Collection developed a new brand identity that positions its hotels as *Hotels that Define the Destination* and celebrates our guests as storytellers, collectors and explorers, Mr. Harper said. "Our new identity further solidifies The Luxury Collection as a brand that offers an extraordinary collection of individual hotels that play a quintessential role in any trip to their respective destinations."

### Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/5c8EstAaeJk>

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