

COMMERCE

Mandarin Oriental and Chopard partner for International Women's Day

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Mandarin Oriental, Barcelona

By FORREST CARDAMENIS

Mandarin Oriental, Barcelona, Spain, is showcasing its international spirit, as it will work with Swiss jeweler Chopard to celebrate a Russian holiday.

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Although celebrated everywhere, International Women's Day on March 8 is a public holiday in Russia, providing the hotel promotion with an appropriate international edge. That focus, along with intimate and priceless experiences, will help Mandarin Oriental emphasize its dedication to its female patrons and help Chopard build new relationships.

Women's Day

Although the first Women's Day on record took place in New York on Feb. 28, 1909, the March 8 day was consistently chosen for strikes and demonstrations in Russia. A strike on Feb. 23, 1917 on the Julian calendar set off the February Revolution.

After the subsequent October Revolution, Vladimir Lenin made it an official holiday. Russia changed to the Gregorian calendar the next year, and Women's Day moved to March 8 as a result.

The holiday has therefore been most popular and celebrated in socialist countries, with the west not adopting it until 1977. However, the holiday's complicated and national histories have led some countries to focus on the political aspects of the holiday while others treat it closer to Mother's day or Valentine's Day.

Mandarin Oriental's Russian Women's Day Experience package leans toward the latter. Guests are welcomed into their rooms with a bouquet of tulips, a bottle of Champagne and a gift from Chopard. Besides the gift, patrons are given the option to privately visit a Chopard boutique, where they will be treated to more Champagne, canaps and other VIP treats, as well as a chance to look over the jeweler's collection in private.

Also included is a shopping tour of Barcelona that is tailored to the consumer's preference and includes a Russian-speaking personal shopper. Guests need not worry about purchasing too much, as a butler will take the bags back to the hotel and manage all the fine details.

Guests will also receive an 85 (\$95) spa credit, a two-hour facial and body spa treatment, daily breakfast and a complimentary fourth night.

Mandarin Oriental's package is available from Feb. 29 to March 13. Rates begin at about \$1,850 per pair.

The partnership with Chopard emphasizes the international nature of the holiday and helps Mandarin Oriental provide a unique offer that consumers could not have elsewhere. The shopping tour with a personal shopper and butler service also shows a clear move toward experiential offerings.

For Chopard, the gift and any products purchased will serve not just as a piece of jewelry, but as a memento to an experience and a holiday well spent, beginning new relationships on the right foot.

Partners in travel

Because jewelers often market their products as reminders or symbols of bigger experiences, partnerships with hotels are productive.

In another recent instance, Swiss watchmaker Jaeger-LeCoultre is sharing its spirit of invention with guests booking the penthouse suite at the newly renovated Ararat Park Hyatt Moscow.

The partnership aims to increase visibility and awareness of Jaeger-LeCoultre's Atmos Clock, a "subtle combination of tradition and modernity" similar to that of the penthouse suite's redesign. In digital content focused on the Atmos Clock, Jaeger-LeCoultre shares that presidents, prime ministers and even popes have had the timepiece in their offices, making the penthouse at the Park Hyatt Moscow a fitting display ([see story](#)).

More traditionally, a hotel brand will partner with an automaker because of more closely aligned values and offerings.

For example, German automaker Porsche has chosen Four Seasons Hotel Atlanta as the hospitality partner for its United States driving experience.

Now, fans who attend a program at the Porsche Experience Center can take advantage of special offers at the hotel, rounding out their time in the southern city. About 30,000 Porsche enthusiasts are expected to visit the center per year, making this alliance mutually beneficial ([see story](#)).