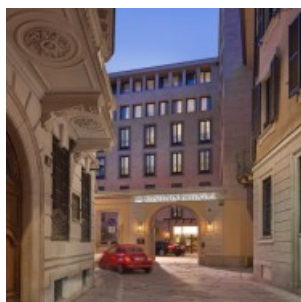


COMMERCE

Mandarin Oriental partners with designers for exclusive fashion goods

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Mandarin Oriental, Milan

By FORREST CARDAMENIS

Mandarin Oriental hotel properties are offering travelers a fashionable and exclusive escape with the brand's Style My Suite package.

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The Style My Suite package is available at the brand's hotels in New York and Milan, two of the world's largest fashion cities, and includes tailor-made experiences. Exclusive opportunities and accessories that come with the package will appeal to eager fashionistas the world over.

"Guests staying at a Mandarin oriental property are looking for an experience, not just a place where to stay," said Gregory Bradelle, director of sales and marketing at **Mandarin Oriental**, Milan. "Each and every moment of their stay has to make them feel like it has been tailored for and around them, their needs, culture or simply preferences.

"Each guest leaves the hotel with a different story to tell from the other," he said. "The hotel has to reinvent itself on a permanent basis, follow the seasons in the restaurant, be at the avant-garde of creativity to differentiate itself from the others, and whilst doing so, respects the DNA and philosophy of the group. Fashion and especially haute Couture share these exact same values."

From New York to Italy

Mandarin Oriental, New York's Style My Suite package will treat patrons to one of the newly re-styled suites in the hotel, with views looking out over Central Park, the Hudson River or the city's skyline.

Greeting visitors upon entrance will be a limited-edition Rodarte scarf, designed exclusively for Mandarin Oriental, New York and inspired by the hotel's views and sight lines of New York. In addition to the scarf, guests will also be greeted with a bottle of chilled Champagne.



Mandarin Oriental New York Central Park view

The consumer will have a say in customizing her experience. She can opt for a personal styling appointment at Bergdorf Goodman a mere 15 minute walk from the hotel and/or enjoy a Gratification cocktail in the Lobby Lounge, made with Krug Grande Cuve, among other options.

Also included in the package are two Oriental Essence Massages at the hotel's spa and complementary breakfast, either in-room or at the hotel's Restaurant Asiate. Packages begin at \$3,200 a night based on double occupancy and are available until the end of the year.



Mandarin Oriental, New York

Those preferring to go to Milan will also be housed in the hotel's newest suites. There, they can enjoy shopping excursions at a number of the city's high-end boutiques, many of which are located mere steps away.

Guests will each receive a pair of sunglasses designed by Italia Independent. As with the Rodarte scarf for the New York package, the sunglasses are exclusive to Mandarin Oriental, Milan.



Mandarin Oriental Milan exterior facade

Also similar to its sister promotion, the Milan Style My Suite includes a bottle of Champagne as a welcome gift, daily breakfast in-room or in at the hotel's Seta restaurant and an Oriental Essence Massage for two.

The Milan package, available year-round, is less expensive at around \$1,500 based on current exchange rates.

Fashionable stays

New York is widely known as a fashion capital of the world, so its visitors often come with high style on their mind. Accordingly, hotels often look to align themselves with that experience with carefully crafted packages.

In a similar package last year, Mandarin Oriental New York gave 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 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](#)).

Because fashion week attracts wealthy consumers, hotels often try to get in on the action to create an allegiance with high profile fashion brands and showcase their status.

In another case, Four Seasons Hotel New York invited fashion week goers to share their footwear choices via an on-site shoe photo booth and follow the action via Instagram and Twitter.

The hotel encouraged attendees, including fashion editors, bloggers, celebrities and other tastemakers, to visit the property through the digital- and mobile-based effort. Four Seasons asserted its status as a trendy hotel brand as influential users helped make the hotel's message go viral ([see story](#)).

Instilling a sense of place into a hotel's service is a way of offering something specific yet abstract that consumers may not be able to get from other hotels.

"One of the core values of the Mandarin Oriental Hotel Group is the Sense of Place," Mr. Bradelle said. "Each hotel will reflect the values and codes of the community it is immersed in, in terms of service, architecture or design for example, thus providing the guests with a truly local experience.

"Fashion is strongly linked to both New York and Milan and therefore need to be part of our offering, but both hotels are radically different," he said. "But the constant remains the service delivery dipped in our Oriental Heritage. We wanted the Spa to be present in the offer as it perfectly sums up what we are trying to bring our guests every day, a holistic experience: one that touches the body, the heart and most importantly the mind."