

OUT OF HOME

Mandarin Oriental leverages location to fulfill wedding potential

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Mandarin Oriental, Atlanta

By FORREST CARDAMENIS

Mandarin Oriental, Atlanta is helping newlyweds ensure their special day is as good as they have always dreamed.

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All year long, the hotel will offer the Ready to Wed package, priced from \$1,200 for two nights, to give brides and grooms access to the best in styling and clothing. Going above and beyond in making wedding preparations a memorable experience is exemplar of the great service clients expect from high-end hotels.

"Atlanta is known as the shopping capital of the Southeast and Mandarin Oriental, Atlanta's location in Buckhead puts the hotel within walking distance of Atlanta's premier shopping at Lenox Square, Phipps Plaza and The Shops at Buckhead Atlanta, which is known as the Rodeo Drive of the South," said Sophie Dier, director of communications at **Mandarin Oriental**, Atlanta. "The hotel is perfectly situated to offer a luxurious shopping experience for bridal parties.

"We believe this package will appeal to locals and visitors, but it was primarily developed to offer a distinctive experience for those traveling to Atlanta to get 'ready to wed,'" she said. "Atlanta has a large drive-in market for shopping and many couples also visit Atlanta to do wedding registry's, etc."

Take a vow

The property is located within Atlanta's Buckhead neighborhood, a short drive from each of the package's destinations. The hotel will provide transportation in its new house car, a Tesla Model S.

Brides will be taken to Joan Pillow Bridal Salon, where the top stylists will assist in choosing a dream gown from a variety of designers, including Monique Lhuillier and Oscar de la Renta, over glasses of Champagne. Up to three guests can accompany the bride, and a \$300 veil will be included with the gown compliments of the store.

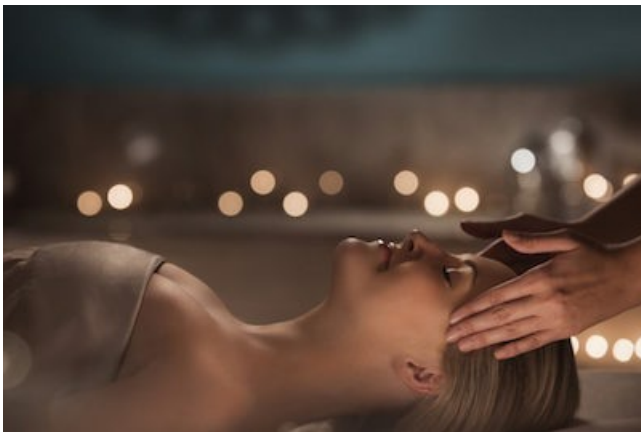


Buckhead city view

For the bridesmaids, the group will head to Bella Bridesmaids, with more than 1,000 styles from leading designers.

The groom, meanwhile, will enjoy himself at a private "Made to Measure" shopping and scotch tasting at Ermenegildo Zegna. The client, accompanied by up to five guests, will be able to customize the wedding wardrobe according to his personal style. Zegna will also offer complimentary monogramming, personalized labeling and 10 percent discounts on suit orders.

The stay includes two nights of accommodations, giving the couple plenty of time to enjoy each other's company after the shopping excursions and to explore the neighborhood's fine dining and cultural attractions. Also included in the package is an Advanced Skin Radiance Facial at the hotel's spa.



Mandarin Oriental, Atlanta spa

"Boutiques such as Ermenegildo Zegna are wonderful partners for us because they share our commitment to luxury and customized service," Ms. Dier said. "Our goal is to create an experience that is personal, passionate and surprising, and our partners in this package share the same ambition."

Wedding preparations are a mix of joy and stress, so a hotel that can minimize the latter will linger in the memories of the wedding itself, creating positive sentiment that will influence future hospitality decisions.

'Til death do you part

Because of the timeless tradition of the honeymoon, hotels often target wedding couples with property-specific packages.

For example, Four Seasons Hotels and Resorts is offering sweethearts an opportunity to wed or renew their vows at its Nevis resort.

The hotel, the only Four Seasons in the Caribbean, is offering four different packages for couples or small groups to select from, a surefire way to appeal to honeymooners with their eyes set on the Caribbean. Four Seasons' location-specific initiatives are a favored way for the brand both to show off its knowledge and place within specific locales and provide consumers with memorable experiences ([see story](#)).

In some cases, a hotel will take a broader approach and tie the brand itself to weddings.

Last June, Waldorf Astoria Hotels and Resorts highlighted the weddings held at its properties through a collaboration

with bridal blog Style Me Pretty.

Shared by Waldorf Astoria's main social channels, the sponsored post explained that Style Me Pretty's post includes the ballrooms of a number of its hotels including its New York flagship. By presenting images of past weddings planned at its properties, Waldorf Astoria may see a spike in bookings among readers of Style Me Pretty ([see story](#)).

"Mandarin Oriental is committed to creating a sense of place in each of our locations around the world," Ms. Dier said. "Mandarin Oriental, Atlanta therefore strives to find exclusive opportunities to partner with other businesses in our community to help support and promote all the fantastic things Atlanta has to offer. We want to highlight the uniqueness of the destination."

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