

TRAVEL AND HOSPITALITY

Luxury Collection takes Grecian tour through scavenger hunt suitcases

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Sofia Sanchez de Betak with her Globetrotter luggage for Luxury Collection

By STAFF REPORTS

Starwood Hotels & Resorts' The Luxury Collection is letting consumers take a piece of Greece with them on their travels through a collaboration with British luggage brand Globe-Trotter.

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An exclusive limited-edition suitcase collection designed by Sofia Sanchez de Betak was inspired by her trip to the country, with cases that reference her stays in Luxury Collection properties in four Grecian destinations. Each suitcase comes with a scavenger hunt map illustrated by Ms. de Betak, making them both decorative and quirky travel guides.

Packing list

Ms. de Betak created four different illustrations. Santorini recalls the Luxury Collection's Vedema and Mystique properties, while the beachfront Santa Marina influenced the Mykonos luggage.

Athena references the Hotel Grande Bretagne, with its views of the Acropolis and Athen's Syntagma Square. Ms. de Betak also visited The Romanos on Costa Navarino, which boasts olive trees and turquoise waters.

"For me, traveling is a treasure hunt I love exploring new places and creating my own memorable experiences," said Ms. de Betak. "For the design of this luggage collection, I wanted to create a scavenger hunt map inspired by my trip to Greece for fellow travelers to follow."

"A combination of insider tips from The Luxury Collection concierges and personal recommendations from locals and experts allowed me to curate the must sees' on my maps for global explorers to find."



The Luxury Collection's Globe-Trotter luggage

Each of the cases, which retail individually for \$2,005 on The Luxury Collection's ecommerce site, are 22 inches high with a collapsible handle and wheels.

"As a creative force, fashion muse, and world traveler, Sofia embodies the values and spirit of a global explorer, and like our guests, she is a traveler who truly understands and personifies experiential luxury," said Meredith Dichter, global brand director, The Luxury Collection Hotels & Resorts. "Our hotels and resorts define their destinations, and we are thrilled that our portfolio in Greece inspired Sofia to create this one-of-a-kind luggage collection for Globe-Trotter."

These suitcases might be purchased by those looking to have an extra souvenir of their own trip, or those whose trips to Greece have yet to happen. Product collaborations can serve as inspiration for would-be travelers.

St. Regis Hotels & Resorts celebrated the upcoming opening of its property in Istanbul with a specially designed scarf by Jason Wu.

The Grand Tourista Scarf, inspired by the city, which lies at the border between east and west, was available online through the Jason Wu ecommerce store and the hotel chain's Web site. Releasing this collection prior to the property's opening in February 2015 allowed consumers to symbolically experience the hotel and surrounding city before planning a stay ([see story](#)).