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TRAVEL AND HOSPITALITY

## Mandarin Oriental Washington hosts The Great Republic for made-in-America pop-up

January 10, 2017



Mandarin Oriental, Washington

By STAFF REPORTS

The Mandarin Oriental, Washington is offering an exclusive shopping experience for guests visiting the United States capital for the 2017 presidential inauguration Jan. 20.



Mandarin Oriental has teamed with "quintessential Americana shop" The Great Republic, a Colorado Springs, CO-based retailer specializing in rare books, forgotten treasures and modern-day collectibles. With higher-than-normal foot traffic during next weekend's inauguration of President-elect Donald Trump, Mandarin Oriental may see visitors and guests drop by to shop The Great Republic's historic wares.

## Historic relics

For its Mandarin Oriental pop-up shop, The Great Republic will offer highly-collectible historic items in addition to a selection of gifts that have been made in the United States.

Although The Great Republic operates a boutique at CityCenterDC, guests may prefer a reprieve from the inauguration crowds by shopping within the Mandarin Oriental rather than the nearby luxury shopping center location.

Carefully curated items on sale at The Great Republic pop-up include a framed 38-star American flag circa 1876, a first edition engraving of George Washington's crossing of the Delaware River during the Revolutionary War and a first edition of Mark Twain's "Adventures of Huckleberry Finn.

A fully restored 1946 Indian Chief motorcycle will be displayed in the hotel lobby, welcoming guests to the hotel and The Great Republic pop-up.

"We want to provide our guests with a shopping experience that truly fits the occasion," said Adriaan Radder, general manager of Mandarin Oriental, Washington in a statement. "The Great Republic's celebration of the U.S. through premium, quality items that reflect the country's history, makes them the ideal partner."

The Great Republic pop-up shop will be open Jan. 17-22. The shop will be open to the public daily and by appointment.



The Great Republic's store at CityCenterDC

"We at The Great Republic are thrilled to partner with Mandarin Oriental, DC for this once every four years event," said Eddie Papczun, managing partner of The Great Republic, in a statement. "Our intent is to offer the guests of this storied property an opportunity to revel in the romance of the American experience by offering them exceptional pieces of history – that can be visually enjoyed as well as being acquired.

"Everything from a very early printing of the Declaration of Independence to letters signed by George Washington and Abraham Lincoln – the ultimate keepsake to celebrate this very special occasion," he said.

Coincidentally, in 2014, Trump Hotel Collection capitalized on the excitement surrounding the presidential election with a unique bidding initiative coinciding with the Trump International Hotel's Washington debut.

The brand worked with Forward Market Media to let politically passionate consumers bid on rooms for the week of the presidential inauguration Jan. 20, 2017. To add another element of excitement to the campaign, winning bids are legitimate only if the right candidate is predicted (see story).

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