

TRAVEL AND HOSPITALITY

Rosewood adds influential fashion journalist to list of curators

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Rosewood partners with Anna Dello Russo as its latest curator

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Luxury hospitality group Rosewood Hotels and Resorts is adding another influencer to its arsenal of powerful individuals who share all they know in regard to travel, this time with a fashion journalist.

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Editor-at-large for Vogue Japan, Anna Dello Russo is the latest to join Rosewood in its mission to provide its affluent customers with a bevy of recommendations in how to best travel. The brand ambassador will be sharing her insight on the best travel advice, focusing on a favored location of hers, Tuscany, Italy.

"We are always striving to ensure our guests have the most memorable experiences possible, and what could be better than recommendations directly from one of the world's most fashionable, accomplished and well-travelled individuals," said Radha Arora, President, Rosewood Hotels & Resorts. "Much like Rosewood's guests, Anna is constantly discovering new fashions and destinations, and we believe our guests will appreciate her tips and insider knowledge."

Important influencers

Rosewood has shared a link with social media followers to a page that features an interview with Ms. Dello Russo, as well as a video version. The interview touches on Ms. Dello Russo's take on traveling to Tuscany.



Ms. Dello Russo featured in Rosewood's video

Based in Milan, the editor has a wide knowledge of Italian culture and frequents the country landscape of Tuscany.

Ms. Dello Russo's addition to the team is the latest partnership for hospitality brand's Rosewood Curator program. Through this program, Rosewood taps powerful influencers for their insider knowledge of the travel world, asking them to share their insight with customers and followers.

The hotel group is hoping consumers will be attracted to the Italian countryside from Ms. Dello Russo's recommendations and stay at its Tuscan property the Rosewood Castiglion del Bosco hotel in Montalcino.

In the interview with Rosewood posted online, Ms. Dello Russo explains that the vibrant light, genuine cuisine and well-preserved countryside is what draws her to Tuscany.

After touching on her experience staying at Rosewood Castiglion del Bosco and sharing her favorite Tuscan dish, she doles out her advice on traveling to the countryside. For instance, the editor emphasizes the importance of quality walking shoes to enjoy the countryside.



Rosewood's video

In true affluent style, Ms. Dello Russo recommends taking a helicopter ride to the Rosewood destination for a truly quintessential experience, as well as a private dinner from a Tuscan chef and a glass of Brunello underneath the stars.

Other advice includes the traveler's suggestions for the best spa treatment and shopping.

Dello Russo partnerships

Italian fashion house Dolce & Gabbana was another brand to partner with Ms. Dello Russo and encouraged consumer experimentation with her help.

In an effort shared on social media, Ms. Dello Russo, once described by photographer Helmut Newton as a "fashion maniac," starred in a video tutorial for Dolce & Gabbana's DG Straps, a handbag accessory that enables customization by consumers. Dolce & Gabbana explained that "fashion is transversal" and that DG Straps will let its consumers have more fun with its products ([see more](#)).

Rosewood is often tapping strategies similar to this to connect with its audience and craft unique experiences.

For instance, guests of Rosewood Hotel Group's London property recently had the chance to snack on bite-sized works of contemporary art during an afternoon tea service.

Rosewood London unveiled its Art Afternoon Tea menu, which drew inspiration from five internationally revered artists. The hospitality industry often turns to dining experiences as a way to dispense culture in an interactive, enjoyable way ([see more](#)).

"Anna was born in Italy and still maintains her home base in the country, so she has a unique and distinctly personal perspective on the destination," Ms. Arora said. "Because she frequently visits the Italian countryside, she knows is able to offer our guests otherwise unknown insights into the destination."

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