

TRAVEL AND HOSPITALITY

St. Regis gathers tastemakers for one-off experiences

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Georgina Chapman and Keren Craig of Marchesa. Image courtesy of St. Regis

By STAFF REPORTS

St. Regis Hotels & Resorts is responding to consumers' desire for personalization with the assistance of a handful of tastemakers.

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The hospitality chain's "Exquisite Experiences," kicking off summer, enables guests to collaborate with connoisseurs such as designers and perfumers on one-of-a-kind creations. While also an opportunity to have a unique experience, these packages leave guests with not only memories but a physical token of their time with the brand.

Custom creations

St. Regis' Extraordinary Experiences is launching with three packages.

One option whisks guests to designer Jason Wu's showroom in a Bentley. Starting at \$50,000, the experience will enable consumers to work with the designer to create their ideal gown.

Similarly, Marchesa's Georgina Chapman and Keren Craig will work with a woman to create the wedding gown of her dreams. Beginning at \$60,000, this experience also gives the client tickets to the label's bridal presentation.

Arquiste, which worked with St. Regis on its signature scent, is also offering a custom consultation. The company's founder Carlos Huber will meet with consumers over three smelling sessions to design a scent just for them with an experience starting at \$20,000.



Arquiste's scent for the St. Regis, Caroline's Four Hundred. Image courtesy of St. Regis

While service and quality are still pillars of luxury hospitality, experiences are increasingly the differentiator between hotel brands.

A Waldorf Astoria executive at Forrester Research's Forum for Customer Experience Professionals East 2013 said that luxury hotels compete against one another with guest experiences.

During the session titled "From High-Touch to High-Tech: Personalizing Service Delivery for Today's Luxury Traveler," the executive discussed the changing expectations of the luxury traveler. Now, hospitality brands should focus on creating unique guest experiences since affluent travelers are looking for exclusive offers ([see story](#)).

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