

INTERNET

Frette and Small Luxury Hotels go with digital for cross-promotion

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By RACHEL LAMB



Italian linen manufacturer Frette and Small Luxury Hotels group are joining forces to cross-promote a stay at one of the hotels using email blasts and Web site promotion.

Frette is promoting itself and the hotel group via emails. Consumers who click through the Frette email are automatically sent to a booking page on SLH's Web site.

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"In this particular case, it has great opportunity to seek cobranding opportunities," said Rex Whisman, president of **BrandED Consultants Group**, Denver. "As long as the brands are logically aligned, and if they stay to the original intent of the purpose of the collaboration, it's great."

“However, I think that sometimes organizations can get carried away,” he said. “If the message is clear that a consumer who purchases fine linens is informed that the experience can be seamless at a luxury hotel, it makes perfect sense.

“If the partnership is just a way to cross-promote one another without a logical connection, it could create confusion for the consumer and possibly dilute both brands.”

Mr. Whisman is affiliated with neither Frette nor SLH, which did not respond before press deadline. He agreed to comment as a third-party expert source.

SLH hotels is a portfolio of 520 small luxury brands in 70 countries.

Common thread

Frette is using email to promote this connection with SLH hotels.



Frette email

Users can read about the special Frette customer rate and then click-through the email to make reservations.

Consumers are able to book the hotels with the special rate which is dependent on the hotel and room choice.



Frette deal on the SLH site

Guests can also receive a late checkout option of 4 p.m., a room upgrade and daily continental breakfast for two.

The Frette email also provides links to the brand's social media pages, Web site and store locations.

Users can easily click through the email to access some of the brand's newest and most iconic collections.

"This is absolutely a good idea," said Lisa Holt, creative director at DLS Hotels, Napa, CA. "Many small luxury hotels have the Frette linens in the rooms already, and the synergistic approach that is saying, 'Well, your client is my client and you and I already do business together, so let's join forces to encourage the use of both of our brands.'

"It has to be done very strategically, but this is a perfect example of cobranding," she said.

In bed

The approach that Frette and SLH is taking is unusual, but it has the chance to be quite effective.

"It is usually the hotels that promote the linens, not the other way around," Ms. Holt said.

However, this tactic looks plausible.

Luxury hotels are certainly beginning to partner with other brands to boost the number of reservations.

For instance, Japanese automaker Lexus is promoting its new vehicles throughout the streets of Chicago by providing a fleet of vehicles exclusively for guests at the Elysian Hotel ([see story](#)).

Additionally, Ritz-Carlton is treating guests who participate in its Suite Dreams package in Dallas by giving away Bulgari watches, fragrances and coffee table books ([see story](#)).

"It's all about the user experience – online, in a store, or in a hotel," BrandED's Mr. Whisman said. "It all depends on whether or not Frette is giving off the impression that if you stay at the hotel and use the linens, it will be the same as it is at home.

"Successful brands are those that provide or enhance the expected experience and, in this particular case, the key message is to make sure that it will be enhanced when you're away from home," he said.

Final Take

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