

TRAVEL AND HOSPITALITY

## Rosewood weaves together different lifestyles for latest campaign

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*Rosewood's latest campaign, Sense of Place. Image credit: Rosewood*

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Hospitality group Rosewood Hotels & Resorts is assuring guests of drastically different lifestyles that a "sense of place" can be found at its locations.

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Rosewood's latest campaign "Rosewood Regulars" is a reimagining of the resort's established philosophy. A variety of stills, content and shorts feature affluent guests with contrasting lifestyles, who all find comfort and their own personal sense of place at a Rosewood property.

"Rosewood's guiding philosophy is and has always been A Sense of Place," said Thuy Tranthi Rieder, group vice president of sales and marketing at **Rosewood Hotel Group**, Hong Kong. "Simply put, this means that we tap into the culture, heritage, and sensibilities of a destination to inspire our properties and to create truly authentic and one-of-a-kind experiences.

"With this campaign, we sought to reimagine this philosophy and showcase how Rosewood empowers guests to discover their own personal journeys and identities and create their own Sense of Place with us," she said.

Creative agency Studio Dangin partnered with Rosewood to produce the campaign.

### Sense of Place

From families, to friends, to business travelers and even rock bands, Rosewood is accommodating to all lifestyles. The hospitality brand's latest campaign looks to emphasize this, as a story weaved together through different vignettes exhibits the variety of the guests who come to stay at Rosewood locations.

One short shows Balmain creative director Olivier Rousteing in the lobby of a Rosewood hotel picking up a bucket of ice and Champagne. He runs up the stairs and through a hallway, knocking on doors as he goes.



*Rosewood's Radical scene. Image credit: Rosewood*

Three guests poke their heads out of their doors that he had knocked on and begin running after him. The designer settles down on the stairs and they all join him for Champagne.

Throughout the short, the words "revolutionary" and "sublime" flash on the screen to evoke the Rosewood lifestyle.

Another vignette shows what seems to be a powerful businesswoman walking into her hotel room with a bellboy carrying innumerable shopping bags that he has trouble keeping ahold of.

The words "incomparable" and "diplomatic" appear as she sits down on the couch, hands the boy another bag and answers a phone from another woman, who is laying out a dress for her.

The businesswoman laughs on the phone and looks at the dress as the attendant winks and smiles to the camera.

One short shows a woman who appears to be a celebrity entering a Rosewood resort as the cameras flash around her, with the words "iconic" and "legendary" appearing.

"Radical" and "audacious" are the word themes in one short that depicts a band jamming and rough housing in their Rosewood suite.



*Rosewood's Revolutionary. Image credit: Rosewood*

A family is the subject of Rosewood's fifth story, which depicts parents and their two children playing around in the morning in bed, as the father gets dressed for business. "Audacious" and "diplomatic" are the words described in this video.

#### Rosewood marketing

The hospitality group also recently further established its authority on all things travel with an assortment of in-the-know influencers via a new content hub.

"Rosewood Conversations" is an online destination aimed to create a community for those interested in luxury travel. The content hub now features weekly features from celebrities and experts ([see more](#)).

Rosewood also added another influencer to its arsenal of powerful individuals who share all they know in regard to travel, this time with a fashion journalist.

Editor-at-large for Vogue Japan, Anna Dello Russo was a recent addition to join Rosewood in its mission to provide its affluent customers with a bevy of recommendations in how to best travel. The brand ambassador shared her insight on the best travel advice, focusing on a favored location of hers, Tuscany, Italy ([see more](#)).

"We describe our guests as 'affluent explorers,'" Ms. Rieder said. "These travelers seek to connect with the world on a deep and authentic level and are dedicated to discovering truly local experiences. At Rosewood, we cater to this mindset by celebrating each guest's unique personality and personal journey and providing experiences that no other hotel brand can.

"Our activation of Studio Dargin, a creative agency that is renowned for its collaborations with the world's top fashion brands, was unprecedented within the hospitality industry," she said. "Through the campaign, we feel that our position as an innovator not only of all things travel, but also of global style, will be highlighted."