

ARTS AND ENTERTAINMENT

Murder on the Orient Express inspires luxury partnerships

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Globe Trotter's luggage for Murder on the Orient express. Image credit: Globe Trotter

By BRIELLE JAEKEL

Belmond, S.T. Dupont and Bibhu are a few of the brands who are making an appearance in an upcoming film and turning movie merchandise and partners high-end.

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20th Century Fox's *Murder on the Orient Express*, released worldwide, makes its debut riddled with subtle product placements that lean on luxury and sophistication as well as inspiring product creation. While luxury travel brand Belmond acts as a backdrop for the film, Godiva, S.T. Dupont, Globe Trotter, HSN and Bibhu have created products and wardrobe.

"Taking inspiration from the movie, *Murder on the Orient Express* breathtaking sense of style and luxurious way of traveling by S.T. Dupont, we have created an exceptional lighter and writing instrument highlighting the 145 years of know-how of the French Maison S.T. Dupont," said Stephane Martin, artistic director at Dupont. "The pack is a symbolic in representation of the Princess Dragomiroff's room where she uses one of our trunk cases from 1872.

"This trunk case has been transformed into a timeless lighter and writing instrument," she said.

Luxury merchandise

The new film, based on the novel of the same name by Agatha Christie, tells the story of a murder mystery on Belmond's luxury train line, where travelers are stranded after an avalanche.

American fashion designer Bibhu Mohapatra has created a variety of women's wardrobe options that represent the film such as dresses, scarves, skirts and jackets.

Paris accessories manufacturer S.T. Dupont created a special high-end lighter and writing instrument that evokes the design of the train and film, featured in a luxury case that also represents the film's backdrop.



Image credit: ST Dupont

The luxury case is available as a limited-edition.

Godiva has created a series of chocolates featuring a mustache design, representing the mustache of many characters within the film.

Luggage maker Globe Trotter created a series of baggage, which also follows the aesthetic of the film.



Image credit: Globe Trotter

In conjunction with the film release, Belmond has announced its three new grand suites, which are set to debut in March of 2018.

"As we invest in and expand our opportunities to integrate entertainment into the HSN shopping experience, we are excited to engage new designers and partners to further elevate HSN's collections," said Bill Brand, president of HSN. "The lavish themes in Murder on the Orient Express have inspired HSN's designers to create eclectic collections using beautiful fabrics and colors that capture the extravagant lifestyles of the characters in the film."

Product placement

Product placements are becoming more prevalent in the luxury world.

For instance, Toyota Corp.'s Lexus built on its relationship with comic book and film group Marvel by taking its collaboration to the next level with an inspired concept model.

The automaker is celebrating its partnership with the superhero film "Black Panther" by creating two new vehicles that represent the film. A fictional material named Vibranium is the inspiration for the look of the reimagined LC Coupe, which sees the car glowing in a vibrant blue ([see more](#)).

Online men's retailer Mr Porter is going from costume to collection for its second partnership with the forthcoming film "Kingsman: The Golden Circle."

In 2015, Mr Porter explored its British sartorial roots through a capsule collection and content hub influenced by the feature film, "Kingsman: The Secret Service," the first film in the British spy franchise, Kingsman. Launched to coincide with London Collections: Men, Mr Porter's Kingsman 2015 capsule collection celebrated the "classic British gentleman's wardrobe" ([see more](#)).

"I strongly believe that my collection for Murder on the Orient Express is a very focused representation of the essence of the story," said Bibhu Mohapatra, designer of Bibhu. "It is modern yet it has many nuances that lean towards the era which the story is set in.

"This collection is for the modern global woman who treats life as an eventful journey and exploration," he said. "Some of my favorite pieces in the collection are the black and white deco patterned faux mink and faux astrakhan coat, the black and burgundy Ponte dress and the leather gloves."

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