

TRAVEL AND HOSPITALITY

The Carlyle's prestige carries over into entertainment content

March 22, 2018



"Last Night at the Carlyle" launches. Image credit: Last Night at the Carlyle.

By BRIELLE JAEKEL

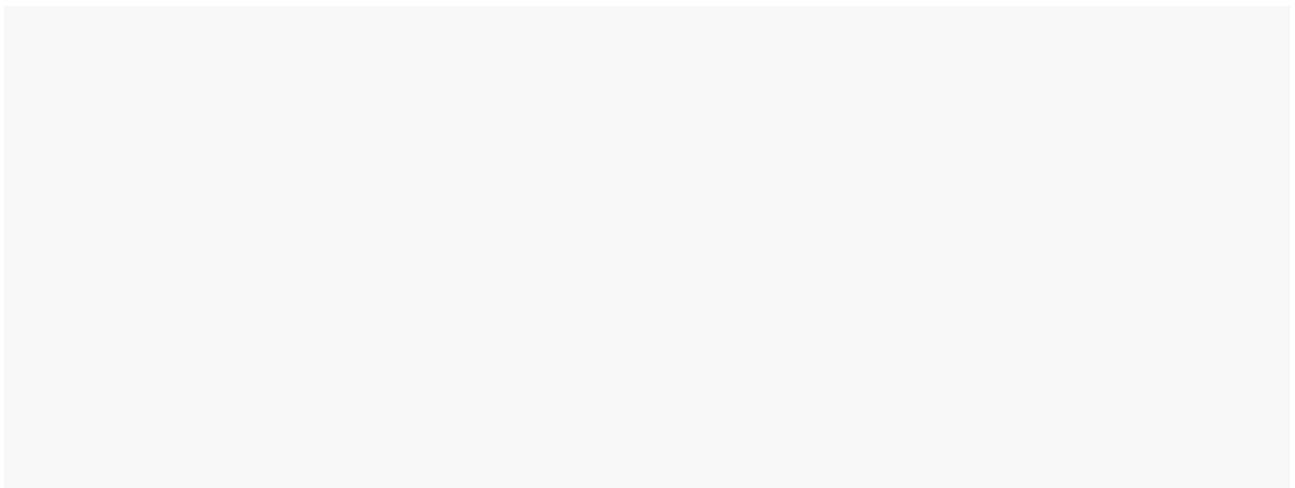
Rosewood Hotel & Resorts' The Carlyle is bringing travel enthusiasts into its world through modern entertainment with an uncommon take on lifestyle content.

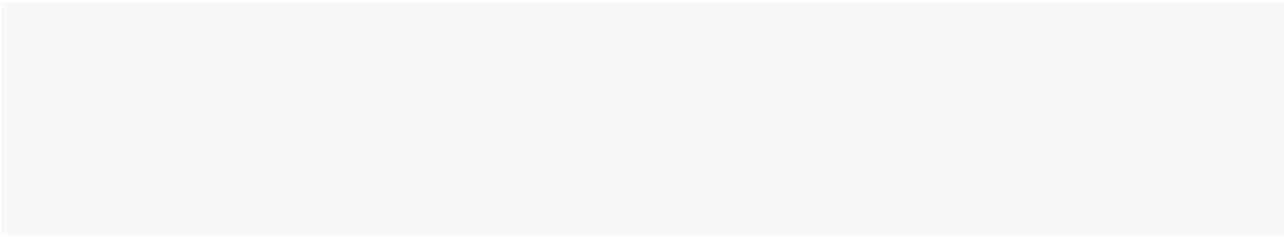
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For its Carlyle hotel in New York, the hospitality group has launched a new podcast that touches on all things travel and stories surrounding the famous hotel. "Last Night at the Carlyle" is an elegant show that evokes the essence of the New York hotel in audio form.

Carlyle and entertainment

Television personality Sara Gore and filmmaker Matthew Miele are the hosts of the new podcast, which features a variety of guests who have stayed or lived at the Carlyle.





#LastNightAtTheCarlyle | The Podcast. Coming TOMORROW! Find out what had @Matthew.Miele making this face and @Sara_Gore cracking up with @ImIsaacMizrahi in Episode 1. #LNATC #Episode1

A post shared by Last Night at The Carlyle (@lastnightatthecarlyle) on Mar 14, 2018 at 12:40pm PDT

"Last night at the Carlyle" is an extension of the upcoming documentary about the iconic hotel, created by Mr. Miele. "Always at the Carlyle" will discuss the building's 87-year history and the many famous residents who call the hotel home.

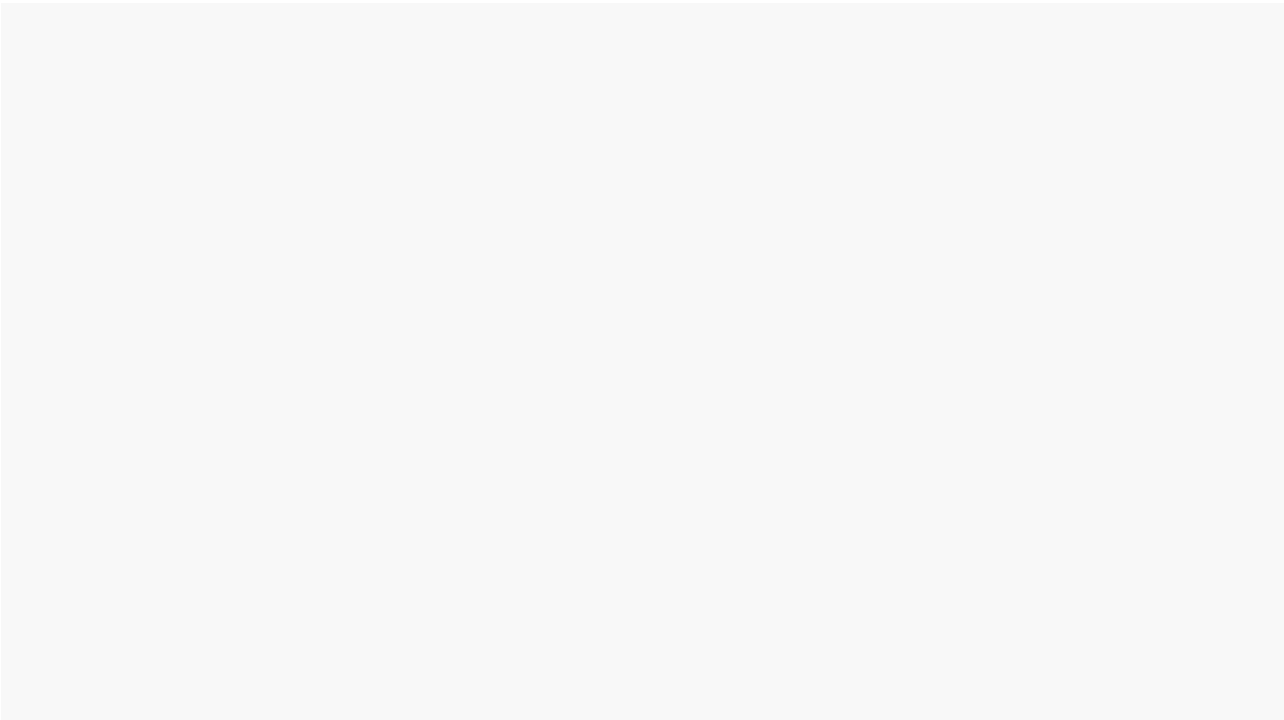
Woody Allen, George Clooney, Elaine Stritch, Anjelica Huston, Tommy Lee Jones, Vera Wang, Anthony Bourdain, Roger Federer, Wes Anderson, Sofia Coppola, Jon Hamm, Lenny Kravitz and Naomi Campbell are a few of the celebrities that will be featured in the film, among others and prominent staff.

While the film is not affiliated with the Carlyle, the hospitality brand gives its full support.

Mr. Miele's podcast expands on the storytelling aspect of the Carlyle's history and records live from the Bemelmans Bar.

Sounds of the sophisticated bar can be heard throughout the podcast, while a subtle piano score plays underneath.

The premiere episode features fashion icon Isaac Mizrahi as he talks to the host about why he enjoys performing at the Carlyle. He also reveals tidbits about the Bemelmans Bar that will also be featured in the documentary.



Sneak peek of our inaugural podcast. Fashion icon, @imisaacmizrahi, talks party etiquette and so much more. Coming March 15th to @itunes. Don't miss it. Basta people, Basta! #LNATC #Episode1

A post shared by Last Night at The Carlyle (@lastnightatthecarlyle) on Mar 8, 2018 at 9:27am PST

Retired Yankee player and musician Bernie Williams joins the podcast for its second episode, which are being released on March 22. He discusses life on the road with the Yankees.

Content creation

Podcasts are certainly unique for luxury brands to be a part of, but digital editorial content from marketers is not uncommon.

For instance, Italian luxury goods company Valextra turned to Instagram for a series of short, surreal films promoting its handbags.

In a social video series, Valextra offered a peek into the lives of five different unique and eccentric characters as they stop at a bar in Milan, where the company is based, for a break from their hectic lives. Each short film also highlights a different one of the brand's handbags as well as star a different notable Italian actor or actress ([see more](#)).

Also, Danish electronics manufacturer Bang & Olufsen's B&O PLAY vied for increased visibility in the art world with a special series celebrating the fundamental pillars of design.

Publishing on Frieze's online hub, Bang & Olufsen commissioned a video series in which craftsman in various forms of manufacturing discuss what design means to them. The series coincided with Frieze London Oct. 5-8 and put a spotlight on experts in the design field ([see more](#)).

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