

TRAVEL AND HOSPITALITY

Luxury Collection turns travel experiences into fashion

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The Suiran in Tokyo was one of the Luxury Collection properties that inspired the collection. Image credit: The Suiran

By STAFF REPORTS

The Luxury Collection Hotels & Resorts is teaming up with creative director and graphic designer Sofia Sanchez de Betak to translate travel memories into apparel and accessory designs.

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Ms. de Betak, who also goes by the nickname "Chufy," visited Japan and explored the country through the lens of Luxury Collection properties. This source of inspiration fueled an exclusive co-branded Chufy x The Luxury Collection fashion capsule.

"I fell in love with the culture of Japan when I visited for the first time five years ago, and so I was thrilled to explore the destination with The Luxury Collection upon my return as their hotels are such unique and cherished expressions of their locations," said Ms. de Betak in a statement.

"Both The Prince Gallery in Tokyo and Suiran in Kyoto had beautiful kimonos waiting for me in my room upon arrival, and I ended up wearing each lovely garment throughout my travels," she said. "This attention to detail and personal connection to the destination truly resonated with me, and ultimately inspired me to create my own versions with bold prints and my favorite fabrics."

Destination designs

The Luxury Collection's capsule includes ready-to-wear, sleepwear and accessories. Styles range from a kimono dress to a bomber jacket.

Ms. de Betak's designs are infused with Japanese motifs such as cherry blossoms, Koinobori fish and dragons. She also took inspiration from matchboxes and vintage textiles she picked up while in Japan.



The Luxury Collection worked with Sofia Sanchez de Betak. Image courtesy of The Luxury Collection

The collection, which retails for \$369 to \$2,500, will be exclusively available through The Luxury Collection's ecommerce site, Chuffy.com and retailers The Webster, Matchesfashion.com, Bergdorf Goodman and Five Story.

"With an adventurous spirit, a gift for storytelling and keen eye for design, Sofia is the true embodiment of a Luxury Collection global explorer," said Anthony Ingham, global brand leader for The Luxury Collection and W Hotels Worldwide, in a statement. "We are thrilled that her experiences at our iconic hotels in Japan provided inspiration for this incredible capsule collection.

"Perfectly aligned with The Luxury Collection's core passions, each unique piece is reminiscent of Japan's indigenous charms, treasures and spectacular settings."

Marriott International's The Luxury Collection previously let consumers take a piece of Greece with them on their travels through a collaboration with British luggage brand Globe-Trotter.

An exclusive limited-edition suitcase collection designed by Ms. Sanchez de Betak was inspired by her trip to the country, with cases that reference her stays in Luxury Collection properties in four Grecian destinations. Each suitcase comes with a scavenger hunt map illustrated by Ms. de Betak, making them both decorative and quirky travel guides ([see story](#)).