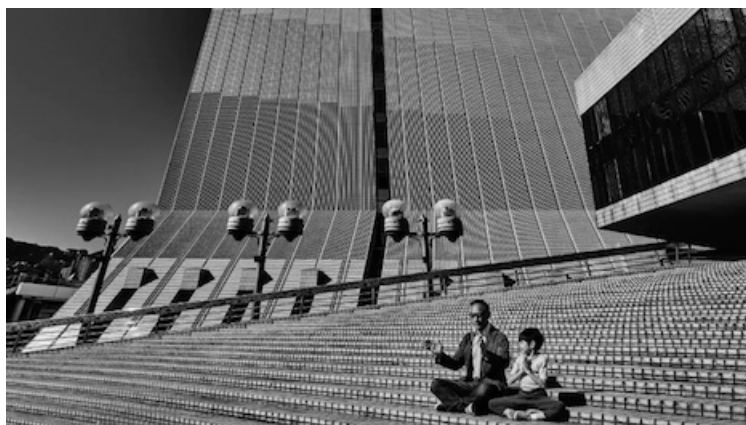


TRAVEL AND HOSPITALITY

Rosewood sets the scene for Hong Kong opening

February 27, 2019



Rosewood's Hong Kong campaign. Image credit: Rosewood

By STAFF REPORTS

Hospitality group Rosewood Hotels & Resorts is heralding the opening of its new global flagship property with an advertising campaign tied to Hong Kong.

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For the debut of the chain's first Hong Kong hotel, the brand is rolling out a new chapter of its Rosewood Regulars effort. Rosewood's campaign is meant to reflect the group's focus on the individual customer journey, communicating more about experience than the property itself.

Sense of place

Rosewood worked with Studio Dangin on its campaign, which was shot by the agency's CEO and chief creative officer Pascal Dangin. A 45-second teaser film has been shared on social media and the group's digital channels.

The entire campaign will launch on March 18 in multimedia print and digital, including four films.

Rosewood has chosen to tell intergenerational narratives centered in Hong Kong. For instance, one short features a father teaching his son about architecture, while another film shows a chef training the next generation of culinary talent.

The other films tackle themes of acting and marriage.

Rosewood's Regulars campaign

"For me Hong Kong has always represented a place of modernity that is rooted in fascinating traditions," Mr. Dangin said in a statement.

"To celebrate the momentous birth of this iconic, outstanding Hong Kong property, Rosewood and I wanted the campaign to reflect the legacy of this site, the importance of heritage for the Cheng family and the idea that with tradition comes the key to creating a compelling new narrative for the future; one inspired by generations past, but imbued with modernity, a fresh perspective and a renewed relevance for today," he said. "These characters are the embodiment of the #RosewoodRegulars."

Rosewood Hong Kong will be located on Salisbury Road in Tsim Sha Tsui within the Victoria Dockside arts and culture district. The 43-floor hotel will be located in a 66-story tower, with 322 rooms and 18 suites.

Previously, Rosewood Hotels & Resorts has appealed to female guests with a fresh campaign celebrating friendship and offering exclusive travel packages.

As travelers seek out more authentic experiences, hospitality brands are creating new packages that emphasize creating memories instead of luxurious amenities. Rosewood's Girlfriend Getaways program focuses on younger affluent women, who drive many high-end purchases today ([see story](#)).

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