

TRAVEL AND HOSPITALITY

## Luxury Collection launches Dubai-inspired fashion designs

August 8, 2019



*The Luxury Collection has launched its second fashion collaboration with Sofa Sanchez de Betak. Image courtesy of The Luxury Collection*

By STAFF REPORTS

Marriott International's The Luxury Collection is teaming up with a fashion consultant to turn the experience at its Emirati properties into a ready-to-wear capsule.

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The hotel group is renewing its partnership with Sofa Sanchez de Betak, creating its second fashion collection with the art director. Hotel brands are branching out to other categories, turning their experiential positioning into merchandise.

"Much like The Luxury Collection, Sofa is passionate about exploring new destinations, sharing unforgettable indigenous experiences and embracing perspectives that allow people to connect with travel and the world around them in a new way," said Anthony Ingham, global brand leader of The Luxury Collection, in a statement. "This creative ability, deep understanding of what it means to be a world traveler and Sofia's adventurous, effervescent spirit have made her the ultimate global explorer.

"Sofia has already shared so much about Greece and Japan through her exploration with The Luxury Collection, and we are excited to see her showcase the highly unique cultural experience of Dubai in this latest collaboration."

Arabian apparel

This marks Luxury Collection's second fashion partnership with Ms. Sanchez de Betak.

The consultant, 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 ([see story](#)).

This latest line, Chufy x The Luxury Collection: Dubai, launched on Aug. 7 in retailers including Moda Operandi, Le Bon March, Bergdorf Goodman, The Webster and Matchesfashion. The capsule will also be carried on The Luxury Collection's ecommerce store and Ms. Sanchez de Betak's Web site.

The 54-piece line is inspired by the fashion consultant's journey throughout Dubai, including a cosmopolitan stay at Grosvenor House at Dubai's marina and time at the more secluded Al Maha, which is situated 45 minutes outside of

the city in the desert.



*Al Maha is located in the desert. Image credit: Al Maha*

Experiences such as a desert safari, camel rides and falconry helped to guide Ms. Sanchez de Betak's designs. The collection also centers on the oryx, the national animal of the United Arab Emirates.

Woven throughout the collection are nods to the landscape of Dubai as well as imagery of palm trees and camels.

"The Luxury Collection's hotels and resorts are such unique expressions of their locale, and exploring this destination through the lens of their properties was eye-opening," Ms. Sanchez de Betak said in a statement. "The UAE is a country of unconventional architecture with many awe-inspiring and opulent buildings, and The Luxury Collection is able to showcase the destination's captivating contrast between desert and city experiences.

"Dubai, and on a larger scale, the UAE, has solidified itself on the global map as a travel destination, yet it's amazing to see how this country and culture remain deeply rooted in its rich history," she said.

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