

TRAVEL AND HOSPITALITY

Rosewood taps Aerin Lauder to showcase Bermuda's beauty

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Rosewood has named Aerin Lauder as its latest curator. Image courtesy of Rosewood

By STAFF REPORTS

Hospitality group Rosewood Hotels & Resorts has named beauty and lifestyle entrepreneur Aerin Lauder as one of its cultural curators.

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The granddaughter of Este Lauder, the younger Ms. Lauder has built her own namesake brand and serves as the style and image director for Este Lauder Companies. Centered on the promotion of Rosewood Bermuda, the partnership expands on the property's existing relationship with Ms. Lauder.

Bermuda bound

Ms. Lauder is the latest personality to join the Rosewood Curators program, which asks the ambassadors to share their tips on traveling to a certain locale. Previous Rosewood Curators have included designer Zac Posen, fashion editor Anna Dello Russo and actress Allison Janney.

For Rosewood, Ms. Lauder has curated advice for venturing to Bermuda, a place that has a personal meaning to her. Ms. Lauder traveled to Bermuda for her honeymoon on a suggestion from her grandmother.

Ms. Lauder also has an existing relationship with Rosewood Bermuda. Since the resort reopened in 2018 following a \$25 million renovation project, the property has featured Aerin-branded bath amenities.



Bathroom at Rosewood Bermuda. Image credit: Rosewood

Marking the brand's first line for a hotel, the collection includes six products with a coral palm scent.

In an interview featured on Rosewood's Conversations content site, Ms. Lauder shares travel memories, how she explores new locales and what she looks for in a beach destination. She also explains the role that travel plays in inspiring her collections.

"I get a lot of inspiration from travel most of the Aerin beauty fragrances and candles are inspired by places I have been," Ms. Lauder said in a statement. "The colors, scents and traditions of foreign countries fascinate me, and from the island's pink sands to bright blue water to candy colored homes, everything is just so vibrant and beautiful in Bermuda.

"What's more, it feels like you're a million miles away, but it is so easy to get to," she said. "If you're located on the East Coast, you can easily go for the weekend and have two full days at the beach."

Content has been a key marketing strategy for Rosewood.

In 2017, Rosewood further established its authority on all things travel with an assortment of in-the-know influencers via a new content hub.

"Rosewood Conversations" is an online destination aimed to create a community for those interested in luxury travel. The content hub features weekly features from celebrities and experts ([see story](#)).

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