

IN-STORE

Ferragamo debuts first in-room amenities collection for Waldorf Astoria

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By KAYLA HUTZLER

Hilton Hotel-owned Waldorf Astoria and Italian footwear manufacturer Salvatore Ferragamo have partnered for the designer's first fragrance and bath products collection offered to guests at Waldorf Astoria hotels.

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Ferragamo has designed a 20-piece bath and amenities collection to be available exclusively in Waldorf locations around the world. The collection launched earlier this week with a reception in Mr. Ferragamo's hometown at the Waldorf-owned Rome Cavalieri.

"This is a perfect match as Waldorf Astoria Hotels & Resorts and Salvatore Ferragamo are two nearly 100-year-old brands that started with an idea and have evolved into global luxury brands," said John Vanderslice, global head of luxury and lifestyle brands for **Hilton Worldwide**, McLean, VA.

"From the many Salvatore Ferragamo luxury goods and products to the worldwide landmark destinations of the Waldorf Astoria portfolio, this partnership reflects the combined evolution of our brands," he said.

Lip service

The collection comprises 20 products including the shampoo, conditioner, shower gel and lotion amenities normally available in hotel rooms.

However, the collection also contains eau de toilette, shower gel, facial mist, lip balm, bath tablets, face cream, eye cream, shaving gel, aftershave and a bathrobe.

This is the designer's first venture into bath and fragrance products.

Additionally, this is the first time that one collection of in-room amenities will be available in all of Waldorf Astoria's properties.



Ferragamo used only Italian ingredients including tangy citrus, refined floral and precious woody notes to create the products, per the brand.

Ferragamo's Tuscan Soul Guest Amenities collection will be present in all 22 Waldorf locations by January 2012.

Indeed, the collection is already available in the Waldorf Astoria New York, Rome Cavalieri, the Roosevelt Hotel New Orleans, Trianon Palace Versailles, Waldorf Astoria Shanghai on the Bund and London Syon Park.

This is likely a smart move by the Waldorf because high-end amenities are appreciated by luxury travelers, who enjoy added value for the price points they are paying.

"This adds significant value because the luxury traveler values the comprehensive experiences and that includes using the amenities and toiletries line," said Lisa Holt, marketing director of DLS Hotels, Napa, CA.

"When you are charging a lot for a room you have to be generous," she said.

The two companies said that they both uphold a dedication to timeless luxury and therefore were ideal partners.

"Salvatore Ferragamo and Waldorf Astoria have a long history and dedication to timeless luxury," Mr. Vanderslice said.

"This partnership is a natural fit as both of our brands have a long history and commitment to luxury, the customer and excellence," he said.



Soul partners

To celebrate the official launch of the Tuscan Soul by Ferragamo collection, the hotelier and Ferragamo hosted an exclusive reception at the Rome Cavalieri Oct. 4.

At the reception, guests were invited to view imagery of various Waldorf Astoria properties and Ferragamo shoes along with selected art pieces from the Rome Cavalieri collection.

This partnership is one of many recent collaborations between the fashion and travel industries.

"They have become significantly intertwined because they represent lifestyle statements," Ms. Holt said.

"Where you go and where you stay is an expression of your lifestyle, and how you look while you're doing that and what that properties offer is all part of that mix," she said.

For example, last month designer Michael Kors created a branded travel site, Destination Kors, that displays the designer's travel destinations and inspirations ([see story](#)).

Additionally, Italian fashion empire the Armani Group will open its second hotel on Nov. 10 in Milan which will further the brand's lifestyle offerings and immerse consumers in its style ([see story](#)).

Also, Starwood's St. Regis named Jason Wu as the second St. Regis Connoisseur, a move that will involve joint digital projects and to-be-announced fashion experiences for the hotel's guests ([see story](#)).

The mixing of the two industries is likely beneficial to both parties.

The designers gain access to a group of consumers who can afford luxury items, while the hotels get a chic update to draw in new guests.

"The partnership with Salvatore Ferragamo is a natural extension of the timeless luxury that Waldorf Astoria guests have come to expect," Hilton's Mr. Vanderslice said.

"These exclusive Tuscan Soul guest amenities add a new layer of comfort and sophistication to our unparalleled guest service that makes Waldorf Astoria properties better than home," he said.

Final Take

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