

TRAVEL AND HOSPITALITY

Belmond celebrates reopening with sea-inspired series

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Belmond is preparing for the reopening of its Splendido Mare Hotel in Portofino. Image courtesy of Belmond

By KATIE TAMOLA

LVMH-owned hospitality group Belmond has introduced "Making of the Mare," a new video series celebrating the reopening of its Splendido Mare Hotel in Portofino, Italy.

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The series offers consumers a behind-the-scenes look at the hotel which will be opening following a complete renovation by French design agency **Festen Architecture**. Belmond has released the first two installments of "Making of the Mare," offering viewers a glimpse of all the decisions, details and culture that have inspired the renovation.

"This peek behind the curtains will interest fans of Belmond, luxury properties and Italophiles," said Christopher Ramey, president of **The Home Trust International**, Palm Beach. "The video effectively promotes the property DNA with a narrative that reinforces pillars of luxury."

An ode to Portofino

The first two chapters of "Making of the Mare," have offered viewers an in-depth look at the intimate details and thought processes behind the hotel's renovation.

In the introduction of the series, designer Arthur Arbesser discusses the inspiration behind the Splendido Mare uniforms and designs present throughout the hotel's interior. Mr. Arbesser lists the Portofino location as having one of the biggest influences on the designs.

Mr. Arbesser also notes that the hotel exclusively utilized Italian fabrics when crafting its designs. The fabrics were created by weavers who are predominantly from Tuscany.

The designer also noted that Portofino displays changing colors depending on the time of day, which he reflected in the deeper blue colors of the night uniforms.



Designer Arthur Arbesser discusses the inspiration behind his designs. Image courtesy of Belmond

Chapter two of the series spotlights Hugo Sauzay and Charlotte de Tonnac, the Festen interior designers who worked on the Splendido Mare.

Mr. Sauzay notes that he and Ms. de Tonnac were thoughtful in selecting furniture that would offer guests a comfortable and authentic feel.

All of the furniture, like the fabrics Mr. Arbesser selected for hotel uniforms, is Italian. The idyllic Portofino setting also influenced the interior design decisions.



Hugo Sauzay and Charlotte de Tonnac include all Italian furniture in the Splendido Mare Hotel. Image courtesy of Belmond

"The hotel is like a large home where all the rooms are different," Mr. Sauzay said in the film. "The pattern of the Terracotta that we chose represents the sun reflected on moving water, it's just a subtle reference.

"You'll realize that such connections can be found everywhere throughout the hotel," he said.

Each chapter of the series reflects the meticulous drive behind the renovation, highlighting the hotel's Italian culture and elegance.

The Splendido Mare Hotel will reopen its doors on April 16.

A behind-the-scenes invitation

Belmond joins the many brands offering behind-the-scenes series about its inner workings in efforts to be more transparent and accessible to consumers.

In a series of videos posted on Instagram with English subtitles, Bulgari and Guerlain dove into the art and science of making fragrances and demystifying some of the processes. The brands have taken advantage of the COVID-19 lockdowns to engage audiences with their brands' DNA ([see story](#)).

Bentley Motors introduced an Instagram page which includes event coverage and behind-the-scenes content from the team at Crewe. Other luxury brands also manage multiple Instagram accounts, including Aston Martin, Rolls-Royce, Land Rover and Mercedes-Benz ([see story](#)).

"Most luxury hotel brands have leveraged video to describe their property experience and how they are different," Mr. Ramey said. "Hospitality brands are keenly aware their affluent clients are teeming with excitement to travel. The promotions today determine who wins share tomorrow."

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