

TRAVEL AND HOSPITALITY

## Belmond brings Italian glamour to life in hotel film

May 3, 2021



*The Splendido Mare Hotel is the first Belmond property renovated under LVMH ownership. Image credit: Belmond*

By SARAH RAMIREZ

LVMH-owned hospitality group Belmond is celebrating the reopening of its Portofino, Italy property with a vignette capturing the dolce vita.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Belmond's Splendido Mare Hotel is now open after months of anticipation and a renovation meant to revive the property's nautical allure. To mark the occasion, Belmond has released a montage encouraging travelers "Splendido Mare Together."

"This video is a prime example of this brilliant approach to connect with today's savvy affluent traveler," said Damon Banks, editor and managing partner at [LuxeGetaways](#), Washington, DC. "It is not a video designed to showcase the property, but instead it focuses on the localized travel experience you will enjoy when visiting Splendido Mare."

### Splendido Mare

The 90-second short begins with sunrise over Portofino, a fishing village in northern Italy overlooking the Ligurian Sea. A church bell chimes and birds are heard chirping to start the day.

Scenes of a fisherman starting his day's work are contrasted with a young woman enjoying her breakfast and morning tea on a balcony. Portofino slowly comes alive, with prep work being done in the kitchen and tables being set.

### *A glamorous look at a stay at the Splendido Mare*

As the young woman ventures out of her suite, the film offers other snippets of daily life: two chefs comparing fresh lobsters, pasta boiling in water, a man ordering gelato.

The film also follows a group on a small sailboat, diving into the bright blue waters, and one couple enjoying a lunch of paella.

As the whimsical musical score picks up, so does the vignette's pace.

Other scenes include a man riding a vespa, another man overlooking the city from the 16th-century Castello Brown,

a bartender preparing a cocktail and the friends toasting at dusk. Finally, the woman from the morning joins a group for a dance party under the stars.

A place to dine among the stars by starlight and carve through the waves at dawn. To breathe out as the clock stops, and be the best you you've ever been. [#TheArtOfBelmond](#)  
[pic.twitter.com/Y5zCR8o8gi](https://pic.twitter.com/Y5zCR8o8gi)

Belmond (@belmond) [April 30, 2021](#)

### *The campaign plays up the magic of small moments*

Altogether, the scenes show a glamorous but relaxing slice of life in Portofino a place where travelers can unwind and embrace a slower pace of life.

With only 14 rooms and suites, the Splendido Mare offers guests an intimate experience. The hotel's most famous guest was Ava Gardner, who stayed there in 1954 while film *The Barefoot Contessa*.

### Grand reveal

The Splendido Mare Hotel is the first Belmond property to be renovated under LVMH ownership, following a 2019 acquisition.

Inspired by the town's maritime heritage, French design agency Festen Architecture reinterpreted traditional craftsmanship in modern ways with antique objects and custom furnishings.

Each of the 14 rooms and suites features locally sourced and hand-varnished wood, traditionally used in the fishing and sailing boats along the harbor. The nautical knot serves as the emblem of the hotel and is referenced through various details, from glassware to individual room keys ([see story](#)).

To tease the reopening, Belmond also released a video series, "Making of the Mare," giving travelers a behind-the-scenes look at the hotel. Each chapter gave viewers an in-depth look at the intimate details and thought processes behind the hotel's renovation, with insights directly from the interior designers ([see story](#)).

With its latest campaign, Belmond is letting the new Splendido Mare speak for itself.

"I have become more and more impressed with much of the brand marketing done by Belmond in recent years," Mr. Banks said. "As with most of Belmond's marketing campaigns, this video showcases the location's activities, culinary adventures and people."