

TRAVEL AND HOSPITALITY

Fairmont reveals ethereal narrative in cinematic effort

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Fairmont's new global campaign highlights its ties to nature. Image courtesy of Fairmont Hotels & Resorts

By SARAH RAMIREZ

Hospitality group Fairmont Hotels & Resorts is capturing the incomparable essence of travel in its new global campaign.

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"Experience The Grandest of Feelings" honors Fairmont's history, celebrates extraordinary landscapes and ultimately looks to inspire future adventures. As the hospitality sector looks to continue recovering from the COVID-19 pandemic, luxury marketers have centered the emotional benefits of travel in their efforts.

Pursuing grandeur

Filmmaker Nathalie Canguilhem, who has collaborated with several luxury labels, directed the campaign featuring Academy Award winner Susan Sarandon.

The full version of the vignette opens with the voice of an ethereal narrator. A young blonde woman strolls inside the lobby of a Fairmont Hotel.

"Listen," she urges in a voiceover.

Fairmont embarks on a surreal voyage in nature

A call bell rings, and Ms. Sarandon who is lounging on a cozy chaise elegantly introduces the brand.

The young woman turns back to the camera, and the scene cuts to her dressed angelically in white. Another jump cut reveals the woman dressed in greenery.

"I am nature," the woman whispers. "I am self."

The film quickly begins jumping from scene to scene, showing the woman wandering the hotel or playing piano as well as more surreal frames of furniture or columns in a desert.

"From the palaces of sand to the wilds of the imagination," an unseen man whispers back to the original narrator.

The protagonist appears to be running through a floating hotel and, later, through a field in the middle of a hotel

ballroom. The scenes become increasingly imaginative, with one shot showing another woman overlooking New York while grasping the spire of a skyscraper.

Eventually, the woman is joined by other models who stroll through a refined lobby. Next, they are majestically walking through a field at twilight, with crystal chandeliers seemingly hanging from the clouds.

"A heartbeat meets fascination," the narrators say. "The grandest of feelings."

The film ends with the camera approaching a woman on a balcony that is magically perpendicular with the surface of a lake. The camera turns to reveal the woman, right side up, overlooking the snowcapped mountains in Banff, Canada.

Finally, Ms. Sarandon poses in front of the camera, standing in a foyer filled with fresh snow, to close the film's epic journey.

Showcased in the film are five iconic locations: Fairmont Le Montreux Palace in Switzerland; New York and The Plaza, A Fairmont Managed Hotel; Fairmont Banff Springs in Alberta, Canada; Fairmont Hotel Vancouver and South Africa.



Fairmont is reflecting on its heritage in a unique way. Image courtesy of Fairmont Hotels & Resorts

The locations speak to Fairmont's roots in Canada and some of the brand's most recognizable properties.

Additionally, the striking juxtaposition of sweeping landscapes and the hotels' architecture echoes Fairmont's approach to sustainability. The hotel brand first introduced its global sustainability strategy 30 years ago, well ahead of many of its peers.

In support of the campaign, the brand will soon launch "The Grandest of Escapes Exclusively by Fairmont" packages, which will bring the film to life with once-in-a-lifetime experiences.

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