

TRAVEL AND HOSPITALITY

Four Seasons Maui unveils lifestyle brand campaign

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The new campaign reimagines the resort through a fashion lens. Image courtesy of Four Seasons/Pamela Hanson

By LUXURY DAILY NEWS SERVICE

Four Seasons Resort Maui at Wailea has teamed up with renowned fashion photographer Pamela Hanson to release a new lifestyle resort campaign.

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Inspired by the photographer's destination shoots and experience shooting for *Vogue*, *Elle*, *Glamour*, *Harper's Bazaar*, *Vanity Fair* and *GQ*, the resort hand-selected Ms. Hanson to shoot on location at the 15-acre property earlier this year. With the new imagery, Four Seasons Resort Maui hopes to shine a fresh, fashion-forward light on the property.

"It was an honor to have Pamela Hanson on property to showcase the resort that we're all so familiar with in a whole new light," said Ben Shank, general manager of Four Seasons Resort Maui, in a statement.

"After a year of change, we had the opportunity to do something different at the resort and took full advantage of the opportunity to capture Four Seasons Resort Maui in a creative way."

New face of Maui

For the campaign, models were positioned in a way that showcased the beauty of the resort, shifting the perspective to the destination itself.



The resort and its surroundings are the stars of the campaign. Image courtesy of Four Seasons/Pamela Hanson

Inspired by the essence of '90s photoshoots, Ms. Hanson was joined by top models Elaine Irwin, Claudia Mason, Dajia Wilson, Frank van de Velde and Christopher Gary Lawson. The set of still imagery will be showcased through the hotel and its website and across all digital channels.

Four Seasons Maui has been known for collaborating with fashion houses such as Missoni two of the property's poolside cabanas feature Missoni furniture and as the setting for notable films and shows, such as HBO's limited series "The White Lotus."

"When I was presented with the opportunity to shoot at Four Seasons Maui, I was instantly inspired by the unique personality of the resort and the many possibilities for showcasing its beauty," Ms. Hanson said in a statement. "Typically, in high fashion shoots, the models are the subject; however, in this case, the resort was a subject of its own."

"Beautiful, graceful, timeless and forever fashionable."

In August, Four Seasons inspired travel lovers to get excited about reconnecting with the world, loved ones and themselves through a three-part video series and audio podcast, "Reconnect With The World."

The series features conversations with people about life-changing trips, reminding the world of the importance and power of connections through travel ([see story](#)).

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