

TRAVEL AND HOSPITALITY

Raffles showcases extravagant brand experience with actual royalty

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The royal cast of Raffles' new brand campaign. Image courtesy of Raffles Hotels and Resorts

By SARAH RAMIREZ

Luxury hospitality brand Raffles Hotels and Resorts is honoring its illustrious history with a new brand campaign starring real-life royals.

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For Raffles' new campaign film, Accor's Creative Studio enlisted Welsh filmmaker Peter Greenaway for his first commercial effort. The elegant and whimsical campaign launches ahead of the brand's expansion push in 2022.

"The new brand campaign for Raffles Hotels & Resorts, titled *Hotel Royalty Since 1887*,' has been created to reinforce the brand's ambition to serve as an influential, timeless and iconic brand," said Jeannette Ho, vice president of **Raffles** brand at Accor Hotels, Singapore.

"As a brand with an illustrious heritage, Raffles and its hotels have been the setting for countless moments of historic and cultural significance throughout its 133-year history," she said. "The new brand campaign is designed to showcase this storied pedigree through an innovative, emotive and atypical lens."

Royalty at Raffles

The new film follows an imaginary day in the life of modern royals staying at the historic Raffles Singapore, which originally opened in 1887.

Featured in the film are H.I.&R.H. Catharina von Habsburg, Archduchess of Austria, Princess of Hungary and Bohemia with her mother H.I.&R.H. Archduchess Anna Gabriele von Habsburg, born von Wrede; H.H. Maharaja Sawai Padmanabh Singh, Maharaja of Jaipur; George Spencer-Churchill, Marquess of Blandford and heir to the Duke of Marlborough; H.R.H. Princess Maria-Olympia of Greece and Denmark; and H.H. Prince Nikolai of Denmark.

The campaign alludes to how generations of royals have experienced Raffles

"The multi-generational cast of *Hotel Royalty Since 1887* were chosen because they embody the modern-day royals who have made Raffles their home' as part of their travels over the years," Ms. Ho said. "From writing to fashion and from polo to aviation, each royal cast member has a personal passion that parallels the cultural touch points celebrated by the Raffles brand."

The vignette opens in the early morning, with young people riding their bicycles up to the colonial-style hotel. The bicycles' baskets are filled with fresh flowers for the day, one of the first signs of extravagance at Raffles.

Vivaldi's "Bassoon Concerto in A Minor RV497" quickly sets the tone for the expressive and dramatic film.

Inside Raffles, breakfast is being served.

The Marquess of Blandford is handed a freshly pressed newspaper. As he reads the news, vintage-style footage plays in an overlay of the scene, recalling an earlier moment his family experienced at Raffles a visual motif that will be repeated throughout the film with other royal guests.

Elsewhere, Princess Maria-Olympia is leisurely enjoying her breakfast with a dog and bird by her side. In another part of the hotel, Prince Nikolai is painting a colorful scene and then steps into the shower, fully dressed and speaking on his mobile phone.



This is not the first time some of the featured royals have worked with luxury brands. Image courtesy of Raffles

The unexpected and meaningful royal encounters continue throughout the hotel.

By the evening, the royals gather for an elaborate feast with more stunning visuals to match.

Looking ahead

The new Raffles campaign, which will appear in print and digital media worldwide, coincides with an expansion push from the brand.

Raffles plans to double its portfolio by 2024, starting with two new markets in 2022. The hospitality brand will be entering North American territory with a new location in Boston ([see story](#)), as well as the United Kingdom with Raffles London at The OWO.

Like Raffles, fellow Accor brand Fairmont Hotels & Resorts leaned into an avant-garde aesthetic, with a new global campaign that captured the incomparable essence of travel. "Experience The Grandest of Feelings" honors Fairmont's history, celebrates extraordinary landscapes and ultimately looks to inspire future adventures ([see story](#)).

"As one of the most original and important filmmakers of our time, Peter Greenaway was selected for his artistry and unique approach to storytelling," Ms. Ho said. "Greenaway's artistic influence is evident in the vivid colors, stories and emotions portrayed throughout the campaign film."