

TRAVEL AND HOSPITALITY

## Taj Hotels places women at the heart of luxury

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*Women stand at the center of Taj Hotels' latest media campaign. Image credit: Taj Hotels and Resorts*

By NORA HOWE

Hospitality brand Taj Hotels and Resorts is promoting female empowerment through its creative and expansive campaign, "She Remains The Taj."

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The campaign, which was revealed during a special event and panel discussion on the opportunities for women held at the Taj Mahal on May 6, spotlights the limitless capabilities of women everywhere. Through the campaign, the group hopes to inspire people around the world and support women in the pursuit of scripting their own history.

She remains

As part of the ongoing campaign, a two-minute video stars several notable Indian women, including influencers and entrepreneurs: Nivritti Kumari Mewar, Archana Chandra, Sonali Bendre Behl, Priyadarshini Raje Scindia and Mira Kulkarni. The campaign name alludes to the definition of taj, or crown positioning these women as crown jewels.

While the film is primarily focused on the women, audiences may take in the intricate details and luxurious embellishments of Taj Hotels as the stars explore the properties from architecture to linens.

*The Taj celebrates women through the power of film*

"She is who she is," a female narrator says in a voiceover. "She chases the stars, spinning tales of her journey; she is here to make history her story.

"Sometimes stormy, sometimes sunny; she is always on the move," she continues. "Fearless, free-spirited; she is bold and she is the spirit of change."

One woman dips her toes in the ocean, while another rides a bike along a sunny, tree-lined route.

Young girls are shown laughing together over an elaborate breakfast tray, symbolizing that empowerment spans generations.

The vignette calls to lift up young girls up so they may grow up to believe they can accomplish anything. Themes of togetherness, support, love and strength permeate the campaign.



*Actor Sonali Bendre is among the women featured in the new campaign. Image credit: Taj Hotels*

As part of the campaign's launch, Taj hosted an event last week in celebration of women and how they may carve out a space for themselves in history. The brand's parent, India Hotels Company, is also pledging to raise women participation in its workforce to 25 percent by 2025.

In addition to a panel of speakers, Taj asked various women to describe womanhood in one word. Grace, confidence, strength and empowerment were just some of the terms used.

They were also asked to express their ideas on how the power of womanhood and advice they have for women trying to navigate today's world.

"Don't ever give up, run that race, stay true to your ambition and yourself," one said.

"I am bringing up the next generation and have the power to inculcate the values I wish to see in them that will bring about change in the world," another said.

Etched in the pages of our rich history, she owns the present and is the future.

Who better to enlighten us about womanhood than those who are the living embodiment of woman-power.

Let's hear it from our guests why [#SheRemainsTheTaj](#) [#TajHotels](#) [pic.twitter.com/PXwZMC3fVJ](https://pic.twitter.com/PXwZMC3fVJ)

Taj Hotels (@TajHotels) [May 10, 2022](#)

#### *Women of Taj offer advice to women around the world*

##### Meeting in the metaverse

For the first time, Taj is also dabbling in the metaverse. The brand launched [#SheRemainsTheTaj](#) in the metaverse, allowing attendees to network and interact with each other via the virtual space.

While the metaverse is still a new concept and businesses and consumers alike are learning to navigate the virtual world, some brands seem to be taking the plunge.

In April, the Council of Fashion Designers of America (CFDA) announced its first steps into Web3 with its first metaverse and NFT partnership and education program.

In collaboration with 5Crypto, The Sandbox and Polygon Studios, CFDA is working to develop an infrastructure for American fashion within the digital space to educate, innovate and foster community. With this partnership, CFDA hopes to bridge fashion and crypto by providing its members with the necessary knowledge and connecting them to the right resources ([see story](#)).

Virtual world platform Decentraland hosted the first Metaverse Fashion Week, and luxury labels took it as an opportunity to make a splash on the digital catwalk. Dolce & Gabbana, Etro and Selfridges were among the brands and retailers participating in Metaverse Fashion Week (MVFw), which ran March 24-27, 2022.

While more fashion labels have been experimenting with the metaverse and digital fashion, Decentraland's MVFW is the first large-scale virtual event with major industry players ([see story](#)).

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