

TRAVEL AND HOSPITALITY

## Marriott gets nostalgic, bespoke in augmenting Moments platform

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*One of the new experiences includes creating a custom look with American fashion designer Jonathan Simkhai. Image courtesy of Marriott International*

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By LUXURY DAILY NEWS SERVICE

Hotel group **Marriott International**'s Bonvoy rewards program is releasing a new set of packages ranging from nostalgic to fashionable.

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The Marriott Bonvoy Moments platform is adding a new roster of experiential packages, ideal for travelers who are looking for special, unparalleled experiences. The platform will now host two new categories, "Throwbacks" and "Tailor Made."

"These Moments speak to two trends that have become increasingly popular among our members: Firstly, the interest in nostalgic experiences; and secondly, the desire for one-of-a-kind, personalized items," said David Flueck, senior vice president, Marriott Bonvoy, in a statement.

"We're excited to be constantly bringing our members more ways to spend their hard-earned points and more reasons to get excited about being part of Marriott Bonvoy."

### New experiences

The new nostalgic and one-of-a-kind categories for the platform join an already extensive roster of activations, including sporting events, music experiences, culinary pairings and more.

Some experiences under the "Throwbacks" category include a puppy pampering day alongside American actress Jennifer Coolidge; a private performance by Grammy-nominated musician Yola; an exclusive culinary pairing with Milk Bar founder Christina Tosi and more.



*Guests can indulge their sweet teeth with Milk Bar founder, Christina Tosi. Image credit: Milk Bar*

For "Tailor Made" moments, guests can sit front row at New York Fashion Week after creating a custom look with American fashion designer Jonathan Simkhai; couples can tour The Clear Cut's New York showroom and collaborate with a jewelry expert in designing bespoke wedding bands; and design a custom suit with celebrity tailor RichFresh.

Members of the program may redeem their points for either fixed-price experiences or can use them to bid on packages through auctions using the accessible platform.

Relaunching last year, Marriott Moments offers something for everyone, including foodies, fashion lovers, the athletically inclined and more. Marriott Bonvoy emphasizes one-of-a-kind experiences rather than solely focusing on amenities upgrades ([see story](#)).

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