

MARKETING

## Luxury brands recognize importance of self-care through unexpected experiences

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*Self-care takes on many forms, and brands are quick to make wellness their own. Image credit: Photoholic/Unsplash*

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As the world evolves and adjusts to challenges, innovation and the unexpected, one fact remains: consumers must take care of themselves.

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The world of self-care has also evolved, as luxury brands across sectors enter the space to reimagine what the concept means and what it could possibly entail. As brands including Dior, Lexus and others reinvigorate the space, self-care expands as consumers are left with more opportunities than ever to foster and care for their minds, bodies and spirits.

"I think that there is no one way to self-care, as I like to look at it as activities that one does that help their wellbeing," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"In that concept, self-care can be a massage, taking some time with a coloring book, going for a run, et cetera," she said. "Luxury brands leaning into this process allows them to partner with other brands, place their items in the experience depending on the assortment and create a bit of an ear-worm effect where possibly something that was used in the self-care environment can be incorporated into their everyday life."

### Making the time

For many consumers, especially affluents, it may be challenging to find the time to implement self-care practices or activities. A tumultuous and demanding world does not often make self-care easy or attainable, which is why several hospitality brands are regularly building this kind of programming into their offerings.

When contemplating a city that houses a few consumers and travelers who may be overworked or in need of some wellness practices, New York comes to mind.



*Holistic psychologist and intergenerational trauma expert Dr. Mariel Buque will be releasing custom content published across Saks' digital platforms throughout the month of May. Image courtesy of Saks*

Marriott's Ritz-Carlton is expanding its presence in the city that never sleeps with a new property in the North of Madison Park neighborhood. This location offers several amenities for respite, reflection and private time.

The Ritz-Carlton Suite is located on the 37th floor, with its 2,100-square-foot space offering views of the city, a private wellness room, separate living and dining areas, a media room, a walk-in closet and a service entrance ([see story](#)).

For those who need an exact day to allow themselves relaxation, hospitality brands are waiting in the wings.

In celebrating Global Wellness Day on June 11, luxury hotel groups put mental and physical health at the forefront, inviting guests to participate in special programming centered on personal wellbeing.

Hospitality groups Four Seasons Hotels and Resorts, Ritz-Carlton and Rosewood were among the many international brands supporting Global Wellness Day and promoting wellness programming this weekend ([see story](#)).

Ecommerce platform Saks commemorated Mental Health Awareness Month with a far-reaching campaign and fundraising efforts.

The campaign will highlight the importance of positive mental health practices and will feature positive affirmation decals, exclusive digital content, a partnership with a mental health influencer and more.

On May 4, Dr. Buque hosted a virtual event on Saks' digital events platform, Saks Live, where she discussed the importance of prioritizing self-care and positive mental health practices ([see story](#)).

Continuous efforts indicate that most luxury brands, including those among fashion, beauty and auto, are shifting from transactional relationships to something more experiential that can be continually fostered.

Consumers are no longer solely able to buy a dress or perfume but instead are invited to be a part of something they will remember.

French fashion house Dior is tapping into the quirky personality of brand ambassador and actress Cara Delevingne in its latest push for self-care and pampering.

*Actress Cara Delevingne and Dior delve into some self-care*

The Parisian brand, which recently launched a pop-up spa in Portofino, invited the actress and model to enjoy a bespoke treatment at Le Jardin Des Rves Dior at Belmond Hotel Splendido. Ms. Delevingne was also invited to explore the Italian Riviera led by the brand ([see story](#)).

In March, hospitality group Four Seasons Hotels and Resorts teamed up with LVMH-owned beauty brand Guerlain to bring a new spa experience to the group's Four Seasons Hotel Montreal.

With nearly two centuries of skincare, makeup and fragrance expertise, Guerlain hopes to elevate the Four Seasons wellness center and provide a unique experience for guests ([see story](#)).

Also in March, Toyota Corp.'s Lexus powered into the health and wellness space with a new hospitality partnership.

Lexus is launching "Wellness Destinations" for consumers who are looking to be more mindful and balanced in their daily lives. The program consists of packages centered in collaborations with four luxury hospitality and wellness resorts, with complimentary transportation for every participant ([see story](#)).

Here to stay

Self-care is not merely a trend, but most likely a concept that will continue to be promoted by brands and sought after by consumers.

Global millionaires are primed to increase their spending on travel, focusing on wellness and purpose-driven trips.

According to new findings from Agility Research & Strategy, most millionaires are increasingly optimistic about their economic outlooks. As a result, they are likely to devote more of their wallet share to luxury and travel ([see story](#)).

In April, French department store Galeries Lafayette announced it was debuting a new shopping space dedicated to wellness in response to changing consumer attitudes.

Galeries Lafayette Haussmann will transform 3,000 square meters, or about 3,200 square feet, of the ground floor of its main "Cupola" building into a wellness destination. The retailer often adapts its in-store offerings to reflect new trends and better serve shoppers ([see story](#)).

"I think that life with a number of global events from social justice, the pandemic, monkeypox, navigating working from home and hybrid life people found that they needed to be able to find ways to receive comfort or to be able to distract themselves from their day-to-day," Ms. Smith said. "What may have been seen as a trippy or luxury thing to require has now become essential.

"I believe that when there is so much uncertainty, there is a need to try to restore what it means to be you as a person and self-care allows that to exist in a number of ways."

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