

TRAVEL AND HOSPITALITY

Four Seasons debuts 'Love Is Our Language' rebrand

August 31, 2022



Luxury Is Our Love Language: Four Seasons relaunches brand with vibrant and fresh perspective on the luxury experience. Image courtesy of Four Seasons

By AMIRAH KEATON

Luxury hospitality group Four Seasons is offering its own take on the definition of luxury with a rebranding that speaks to its experiential expertise.

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The hotel and resorts group has unveiled a fresh creative platform highlighting its ability to provide world-class service by exceeding client expectations time and time again. The sentiment that there is no ask too large when it comes to a stay at the Four Seasons comes alive through a series of campaign videos and imagery, all under the revamped campaign's title, "Luxury Is Our Love Language."

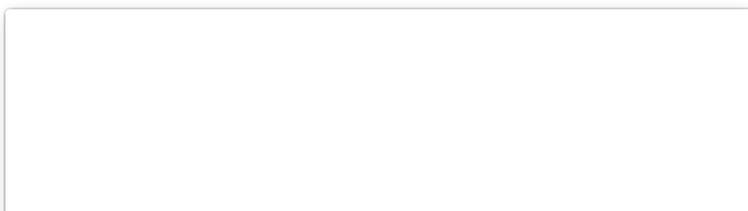
"The future of luxury will be driven by data and insights and defined by human connection and imagination," said Marc Speichert, chief commercial officer at **Four Seasons**, in a statement.

"'Luxury Is Our Love Language' is the embodiment of this vision and an authentic articulation of our values as we continue to evolve and express our brand in new ways."

"Based on a true stay"

The individual needs of guests informs their luxury experience at Four Seasons, as outlined in new campaign clips exemplifying the hotelier's highly personalized approach to client service.

"Based on a True Stay," a trio of brand videos produced and led by acclaimed director Akinola Davies Jr., proves that Four Seasons' recipe for success is based on a genuine interest in the multi-faceted dreams and desires of its clientele.



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A post shared by Four Seasons Hotels | Resorts (@fourseaso..

A campaign film from Four Seasons' "Luxury Is Our Love Language" series

Publicis Groupe's NYC-based creative collective Le Truc used real guest stories to extract the plots upon which videos are based.

"Le Truc used data and insights from guest stays to spotlight acts of unparalleled hospitality in action, and the 'Based on a True Stay' spots represent a refreshingly creative portrayal of our renowned brand of luxury with genuine heart," Mr. Speichert said in a statement.

Four Seasons' "Luxury Is Our Love Language" campaign content

In a spot titled "Monogram," an older couple arrives at the front desk of The Surf Club, a Four Seasons location in Miami-Dade, Florida.

The presentation of custom embroidered loungewear is preceded by a shot of the pair's receptionist spotting an "El Tigre" monogram, placed prominently across the male guest's outfit. The phrase is repeated throughout various aspects of his stay: a latte is topped with an "El Tigre" garnish, a steak is branded with the phrase, and so on.

The quick act is simple in inspiration, thoughtful in execution, and emblematic of the caliber of care embedded in a Four Seasons stay.

Two additional videos showcase similar values: a pony is delivered to a young girl dressed in cowboy attire at the Four Seasons' Madrid location in a video titled "Special Delivery," while "First Snow" celebrates the power of play bringing seasonal winter gifts to an Los Angeles stay.

Four Seasons' creative agency spearheaded the full 360 platform creative relaunch for the brand.

"Four Seasons is an iconic brand synonymous with luxury," said Andy Bird, founding partner and chief creative officer at Le Truc, in a statement.

"Our role was to reimagine how to convey their unique approach to hospitality in a modern fashion," he said.

"Throwing aside the tropes of old luxury and capturing the thoughtfulness that elevates guests' experiences above the standard of luxury they might expect from other high-end hotel brands.

"But in a totally unexpected manner."

Innovative itineraries

In the midst of extensive branding updates, Four Seasons has been doubling down on its 360-degree approach to luxury experiences.

The hospitality leader opened bookings for "Beyond by Four Seasons, An Exclusive Driving Journey Through Tuscany," a week-long drive experience executed in collaboration with lifestyle driving experience leader Canossa Events, as well as the city of Florence, offering an Italian escape of epic proportions ([see story](#)).

The group channeled channeling culture and cuisine in a collaboration with Chinese contemporary art institution UCCA, producing edible offerings inspired by UCCA's exhibition, Maurizio Cattelan: Wish You Were Here ([see story](#)).

With each campaign and expansion, Four Seasons continues to prove that is dedicated to setting itself apart in producing unparalleled experiences for affluents.

"[The rebrand] is a bold creative platform based on our belief that true luxury shouldn't be impersonal or rigid rather, it's about creating a meaningful sense of belonging through acts of unscripted care and the simple elegance of empathy," Mr. Speichert said.

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