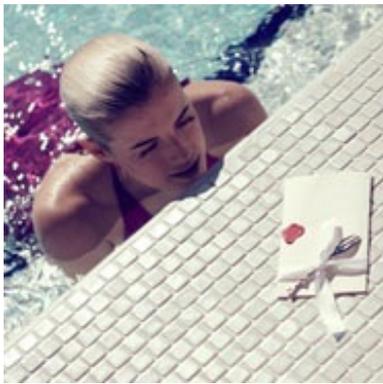


MULTICHANNEL

Luxury Collection builds awareness through original film

January 30, 2012



By RACHEL LAMB

Starwood Hotels & Resorts' Luxury Collection is aiming to draw eyes to its properties through an original film called "Here" starring actress Agyness Deyn that debuted through a private screening and pushed through digital networks.

[**Sign up now**](#)

[**Luxury Daily**](#)

The film follows Ms. Deyn on a journey that takes her to three of the Luxury Collection properties in the United States. Luxury Collection drew loyalists by allowing Starwood Preferred Guests to bid on a chance to see the exclusive premiere and stay at The Chatwal, a Luxury Collection hotel in New York.

"I believe their vision was to showcase these properties in a narrative way that would entice prospective guests to visit and build a new audience – younger, savvier, more artistically inclined – that may have not considered these properties before," said Melanie Brandman, founder/CEO of The Travel Curator, New York.

"The caliber of talent involved with this production is quite evident and it is interesting to see tastemakers in fashion and film involved in a hospitality project," she said.

Starwood was not able to comment before press deadline.

Wish you were here

The production team of Here includes Waris Ahluwalia with Luca Guadagnino, Sandro Kopp and Tilda Swinton. It was directed by Mr. Guadagnino.

Here starts with a mysterious suitor mailing a letter and train ticket to Ms. Deyn, who immediately cancels all of her plans and takes off.

Ms. Deyn visits three luxury collection hotels including The Equinox Resort & Spa in Vermont, The Phoenician Resort & Spa in Arizona and The Royal Hawaiian Resort in Hawaii.

Just as the film draws attention to the hotels itself, Here also hits on some of the major selling points of each hotel such as The British School of Falconry at the Equinox, the Mother of Pearl pool at the Phoenician and the Royal Beach Tower at the Royal Hawaiian.

The brand's motto, "Life is a collection of experiences. Let us be your guide," led the creative direction of the film, according to the Luxury Collection.

Here is available at the microsite <http://www.thefilmhere.com> and on the Luxury Collection YouTube page.

Here by the Luxury Collection

The film debuted Jan. 24 in New York. The Luxury Collection gave its most loyal customers, Starwood Preferred Guests, a chance to bid on the opportunity to attend the premiere and stay at the Chatwal.

The Luxury Collection is celebrating the release of the film through the "Here" package at the three hotels featured in the film. The package starts at \$359 per night.

At the Royal Hawaiian in Waikiki, consumers can buy a suite accommodation where the filming of Here takes place and a signature pink cake.

At the Equinox Resort & Spa in Vermont, consumers can receive room accommodation, one falconry lesson per stay and a daily breakfast for two in the restaurant.

At the Phoenician Resort in Scottsdale, consumers can book a room accommodation, a daily cabana rental at the Mother of Pearl pool and \$50 resort credit.



The Phoenician

All about the journey

Other luxury hoteliers have used video to portray their properties' best traits and locations.

For example, Orient-Express' completely digital "A Journey Like No Other" campaign spanned social media, publication Web sites such as The New York Times and Daily Beast and its own microsite ([see story](#)).

Consumers can get a view of the Orient-Express properties in Italy, Brazil and Peru in a series of videos each starring one or a few of the characters.

The campaign watches the family of Duke, Lauren, Maximilian and Penelope while they go on their journeys and explore new cities.

"Hotel brands can view projects such as Here and Orient-Express' campaign and take inspiration for how they can use alternative media – digital media, film, music, photography, perhaps a combination of all of the above – to tell a unique story about their legacy and offerings," Ms. Brandman said.

Indeed, given just how luxury fashion brands use video to display products or convey a brand lifestyle, this is even more effective for luxury hotel brands.

This is especially true if the hotelier is trying to reach a younger audience, as Ms. Brandman suspects the Luxury Collection is trying to do.

"Video hooks the consumer in a way that a simple profile piece in a magazine or a well-designed Web site cannot," Ms. Brandman said. "It tells a story and you see the properties in motion.

"It's much more of an experience and way more atmospheric," she said. "At the same time, brands have to realize that while they will attract a new consumer base, these stylistic videos might not be every prospective guest's cup of tea – sometimes people just want to read about a hotel and book a stay.

"That's fine. But I think, overall, these films are far from alienating."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.