

TRAVEL AND HOSPITALITY

## Vogue France, Sofitel launch collaborative festival in Paris

October 14, 2022



VIPs will enjoy a first look at Vogue and Sofitel's first collaborative festival. Image credit: HydraFacial France

By AMIAH TAYLOR

*Vogue France* is partnering with hospitality brand Sofitel Hotels & Resorts to host a Vogue x Sofitel Festival scheduled at the Pavillon Cambon Capucines in Paris from Oct. 14 to 15.

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The weekend is the first of many collaborative events to be held by the two French brands over the next three years. Under the theme of mastering "Art de Vivre," the two luxury giants will unveil fashion collaborations, beauty-inspired programs, immersive festivals and more between 2022 and 2025.

"To me, Sofitel is an experience that goes beyond hospitality," said Maud Bailly, CEO at Accor Southern Europe, in a [statement](#).

"It is a gateway to an alluring way of life: inviting travelers to soak in the art of living, the French elegance, culture, history and a certain savoir-faire, particular to Sofitel hotels," she said. "I am thrilled that this partnership with *Vogue* will infuse so much of our common aspirations from beauty and design to gastronomy and entertainment.

"I am particularly pleased that we have designed Vogue x Sofitel in a sophisticated way that allows our hotels to create bespoke experiences that are meaningful to each market and enhanced by *Vogue*."

The savoir-faire of Sofitel

Festival tickets, which include a one-year digital subscription to *Vogue France* and cover a four-hour window, are available on the *Vogue* website for 45 euros or approximately \$44.



*Sofitel and Vogue have partnered to bring exclusive experiences to travelers and beauty lovers everywhere. Image courtesy of CNW Group/Sofitel Hotels & Resorts*

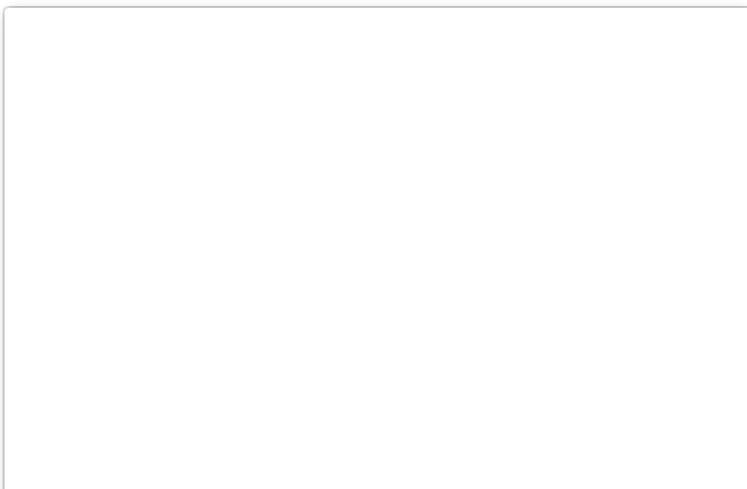
*Sofitel and Vogue have partnered to bring exclusive experiences to travelers and beauty lovers everywhere. Image courtesy of CNW Group/Sofitel Hotels & Resorts*

While the main festival will occur from Oct. 14 to 15, a VIP preview will be available on Thursday to a curated group of 150 VIPs, with the support of Grey Goose vodka and Laurent Perrier.

The Art de Vivre-themed celebration will include up to 1,000 guests from the *Vogue* and Sofitel communities. Festival attractions include a *Vogue* boutique; a 4D Sofitel MyBed experience and a Sofitel Caf.

Festival goers will also get to partake in sweet treats by Maison Carrousel and receive holistic beauty tips with Holidermie and strength and conditioning sessions with star coach Julie Pujols.

Other entertainment will include olfactory workshops with Diptyque, hairstyling services with Balmain hair Couture and beauty treatments with Le Rouge Franais, Codage and Hydrofacial and mixology lessons with Grey Goose vodka.



[View this post on Instagram](#)

A post shared by GREY GOOSE Vodka (@greygoose)

*The signature Grey Goose cocktail Martini la Mode will be available to attendees over the festival weekend*

To commemorate the Vogue x Sofitel collaboration, Sofitel has teamed up with Grey Goose vodka a French spirit brand. Grey Goose vodka created a series of exclusive cocktails for Sofitel, which will be available at the event and additionally at Sofitel destinations worldwide.

The global partnership between Sofitel and *Vogue* will feature ongoing activations and events at international Sofitel destinations, in collaboration with regional *Vogue* teams.

Upcoming sites for events include both Sofitel New York and Sofitel Washington DC Lafayette Square with Vogue US, which will begin throughout the months of October and November 2022.

The vivaciousness of Vogue

*Vogue's* latest collaboration with hospitality brand Sofitel Hotels & Resorts is not the magazine's only stint in high-end events. The *Vogue* World event served as a celebration of the publication's 130th anniversary with a distinct fashion show, featuring looks from luxury brands like Valentino, Dior, Gucci and Balenciaga. Celebrities like Lil Nas X, Serena Williams and Kanye West made appearances ([see story](#)).

Beyond creating events to entertain the glitterati and display the finest of the fashion sector, *Vogue* also became politically involved this year following Russia's invasion of Ukraine.

In an Instagram post from March 2, *Vogue Ukraine* implored brands to cease any collaborations on Russia's market and tagged several of its luxury partners, including LVMH, Kering, Richemont, Prada, Chanel, Hermès, Dolce & Gabbana and Burberry ([see story](#)).

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