

TRAVEL AND HOSPITALITY

New Mandarin Oriental campaign captures sustainable luxury storefront launch

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The brands sold at Kind use sustainable, often recycled materials, and many donate a portion of proceeds to environmentally friendly causes. Image Credit: Mandarin Oriental

By LUXURY DAILY NEWS SERVICE

The Mandarin Oriental Jumeira, Dubai has opened "Kind by M.O.," a poolside store offering resort wear, swimwear and accessories made of sustainable materials.

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This marks the latest concerted effort by the brand to manage the environmental impact of its operations and to make contributions to its surrounding communities. Also available in the store will be artworks by Emirati artist Asma Baker.

"The name Kind is simple yet powerful, implying a positive attitude towards life," said Nancy Rose Kingham, Public Relations and Communications Manager at Mandarin Oriental, Jumeira.

"It's our little way to encourage kindness towards the Earth, animals, our community and even to one another. At Kind, we welcome all kinds of people and appreciate what makes every person unique. This concept reinforces that sustainability is front and centre at MO, offering our guests and the residents of Dubai an opportunity to shop responsibly in an impressive seaside setting."

Less taking, more giving

Mandarin Oriental is owned by the Jardine Matheson Group.

As more travelers become conscious of their impact on both environment and community, Mandarin Oriental continues to rise to the occasion. The "Kind by M.O." store showcases apparel from designers whose eco-friendly wares contribute to a number of causes.

African-based Pala eyewear makes sunglasses from plant-based, biodegradable materials. Women in Ghana weave the glasses' cases—thus upcycling discarded water pouches—by hand.

Both Folpetto, a line of swimwear made for girls up to age 14, and Silou, a line of women's activewear use ECONYL, a regenerated fiber made from post-consumer materials such as abandoned fish nets. Silou is founded by Tatiana Kovylyna, a former model for Victoria's Secret, and is part of "1% for the Planet," an international organization

whose members donate at least one percent of their yearly profit to environmental causes.

Another former Victoria's Secret model, Candice Swanepoel, has a line of women's swimwear available at the store, and it, too, uses ECONYL yarn. Her brand, Tropic of C maintains partnerships with many programs that support women throughout the world.

For men and boys there is Love Brand & Co., offering swim trunks and linen shirts made of 100 percent recycled material. The brand has dedicated itself to preventing the extinction of elephants. As part of this effort it donates two percent of its annual revenue to helping elephants and other wildlife, as well as rural communities.

Terzi is a line of organic Turkish beach towels, made of 100 percent cotton. Their dyes and shipping materials are all deemed ecologically friendly.

Sunkiss provides sun protection products that are reef safe and cruelty-free. Sunscreen is packaged in recycled aluminum bottles that are refillable and reusable.

In collaboration with [Mandarin Oriental](#), Sunkiss has developed a signature scent called "Mandarin," which is complimentary to guests at the hotel's beach and pool, and available for purchase at the store. Members of the local community are welcome to avail themselves of it at the nearby beach running track.

As part of the Mandarin Hotel's pledge to incorporate practices of diversity and inclusion, the "Kind by M.O." store's logo was designed by Emirati artist Asma Baker. Ms. Baker, who is on the Autism spectrum, incorporated elements of her "Little Heart People" collection in the design.

Continued Efforts

The "Kind by M.O." store is one of many recent efforts undertaken by the Mandarin Oriental Hotel Group to be conscientious members of the community. Under the guiding principle of "Acting with Responsibility," the group participates in a number of initiatives at both the local and global level regarding waste reduction, energy efficiency and marine conservation.

In October of 2019, the group pledged to ban single-use plastics across all operational departments in all of its locations ([see story](#)).

The store opens the door to guests and shoppers to join the mission.

"Kind by M.O. is our way to encourage kindness towards the earth, our community and even to one another," said Werner Anzinger, General Manager at Mandarin Oriental Jumeira, Dubai in a statement.

"This new concept...offer(s) our guests an opportunity to shop responsibly in a pristine seafront setting."