

TRAVEL AND HOSPITALITY

Belmond celebrates Brazilian heritage, centers Carnival in latest effort

February 8, 2023



Belmond's Rio location is celebrating 100 years along with the Carnival celebrations to take place this month. Image credit: Belmond and Fran Parente

By EMILY IRIS DEGN

LVMH-owned hospitality group Belmond is celebrating Carnival at the brand's Copacabana Palace in Rio, Brazil.

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The hotel is taking part in the festivities against the backdrop of a heritage celebration. Bringing together the history of Copacabana Palace and the city's observance of Carnival, the Copa Magic Ball is to take place on Feb. 18.

"We are proud to celebrate 100 years of Copa and are grateful to the long-serving hotel team who have helped us reach this wonderful milestone," said Ulisses Marreiros, general manager of **Copacabana Palace**, in a statement.

"It is thanks to everyone's passion and love for Copa that we are today regarded as a Rio landmark, a cultural monument that reflects the city's vibrant spirit, throughout its walls," Mr. Marreiros said. "We look forward to the next chapter."

History and heritage

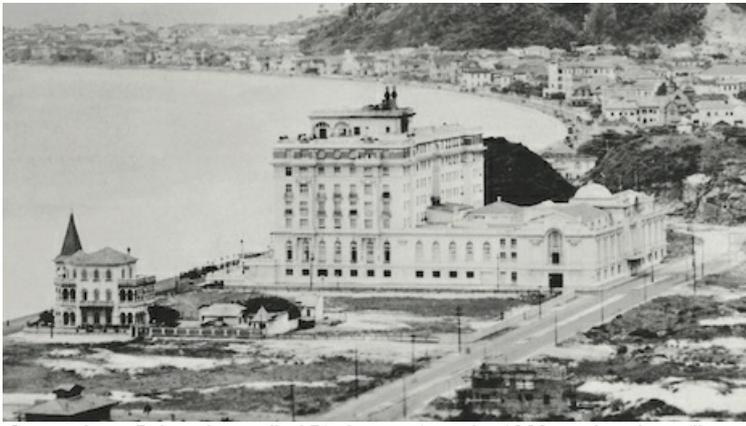
2023 is slated to be the year of Copacabana Palace grounding itself in the history of the city, as well as Carnival itself.

This year marks the centennial of the hotel. The milestone is to be the underlying theme amidst this month's Carnival celebrations.

Getting Ready For The Carnival Ball | Copacabana Palace | Belmond

The hotel has been throwing the Copa Magic Ball since 1924, playing host to legendary guests such as Brigitte Bardot and Jayne Mansfield. This rich history is to be explored at the ball, featuring the theme The Time Tunnel.'

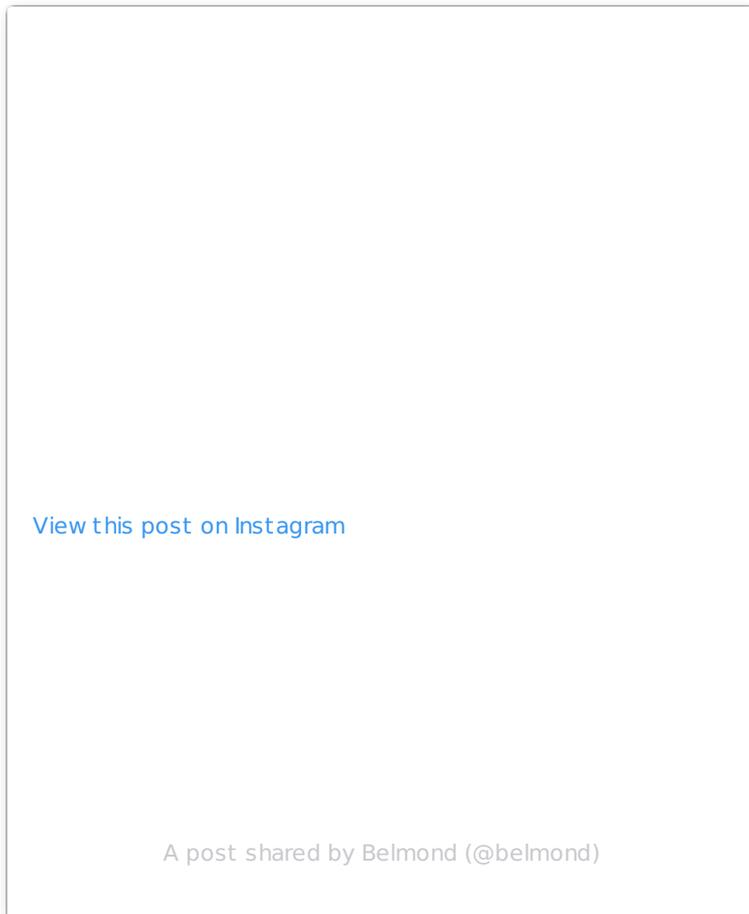
Thanks to the talents of cinematographer Daniel Cruz and artistic director Gustavo Barchilon, guests will be able to visually explore the heritage of the hotel's Carnival celebrations.



Copacabana Palace has called Rio home since the 1920s—a fact that will ground the Carnival celebrations. Image courtesy of Belmond

Imaginings of the technicolor future will collide with the glittering Carnival celebrations of the past at the event. Guests will be able to experience moments from 1923 to 2123 via decor and ambiance.

Celebrities are also to grace the Copa Ball. Supermodel Alessandra Ambrosio and Brazilian drag queen Pabllo Vittar have already invited Cond Nast Traveler and Vogue to help them get ready for Belmond's Carnival celebrations in Rio.



Throughout the month, Copacabana Palace is slated to continue cultural celebrations, platforming the city's spirit of joyful community. Amongst the other nods to Rio, the hotel is launching a Copa book and art exhibition highlighting the festival.

The hotel plans to extend this centering of Rio culture through the end of the year. In August, Belmond will host a party devoted to citizens of the city to mark the official 100-year mark of the hotel location.

Centering culture

Belmond's recognition of the host city's cultural importance is key in ethical tourism practices.

Honoring the culture in which a hotel or resort is situated, as well as giving back to the local community, helps global brands to infuse equity into their presence something than can often border on appropriation. While conversations about appropriation are not being had everywhere, Canadian department store Holt Renfrew recently explored the topic ([see story](#)).

Italian fashion house Gucci has also investigated appropriation, bringing to light the difference between appreciation and appropriation ([see story](#)).



Rio has a colorful history, and Belmond is working to respectfully honor that in the hotel's participation of the Carnival celebrations. Image courtesy of Belmond

The Afro-Brazilian festival has been taking place since in Rio 1723. With a history that storied, it is vital that global brands in the city center the culture and local narratives, rather than imparting their own lens on it.

Rio's Carnival celebration has a rich history, and it seems that Belmond is working to platform local voices in its observance of it.

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