

TRAVEL AND HOSPITALITY

Mandarin Oriental brings guests behind-the-scenes of Emirates Palace rebrand

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Inclusive of the region's first "vegan rooms," plus exclusive amenities from France's Chaumet and Italy's Acqua di Parma, a new campaign from the U.A.E.-based beachfront property promotes a hotel rebrand. Image credit: Mandarin Oriental

By AMIRAH KEATON

Hospitality brand Mandarin Oriental is jet-setting over to the coasts of Abu Dhabi for a design refresh at one of the company's most notable locations.

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Per a new campaign, the U.A.E.-based beachfront property boasts a complete rebrand. The lift includes the region's first set of vegan rooms, as well as partnerships with Parisian jeweler Chaumet and Italy's Acqua di Parma Barbiere, which bring bridal offerings and an exclusive spa option to the table, respectively.

"Emirates Palace Mandarin Oriental, Abu Dhabi marks a milestone for our brand and confirms our commitment to the region," said James Riley, group chief executive of Mandarin Oriental, in a statement.

"The palace is a globally recognized landmark in the U.A.E. and we are delighted to manage a property with such rich historical and cultural relevance."

New beginnings

The hotelier has announced that the property formerly known as Emirates Palace Hotel is now officially named "Emirates Palace Mandarin Oriental, Abu Dhabi."

After undergoing a luxury rehaul, Mandarin Oriental is showcasing its latest masterpiece via a new campaign video. Previews for some of the updated perks awaiting guests are strewn throughout.

The selection ends with a disco-ball-themed soiree fit for the family. Clip aside, the hotel has plenty of exciting amenities to explore.

For starters, the Emirates Palace Mandarin Oriental features a design first for the nation.

The new Emirates Palace Mandarin Oriental, Abu Dhabi is showcased in a new video selection

A series of vegan rooms promises its guests that, from the furniture to the fixtures, no one item was constructed

using animal-based products or materials, following the feat by making an exclusively vegan in-room dining menu available to the suite's inhabitants.

Other highlights of the rebrand can be found amid its most tranquil spaces. A new addition, The Hideaway, The Spa at Mandarin Oriental taps world-renowned care practitioners.

The experience will launch a new range of skincare products by Tata Harper, a 100 percent natural, nontoxic and cruelty-free luxury skincare brand made in Vermont, as well as Oto, a CBD-powered skincare line named after the Japanese word for the space between sound and silence.

Situated on a private beach, the hotel's guests can expect to effectively spend an equal amount of time exploring the home away from home as they do discovering all corners of the Middle Eastern nation's capital.

Breaking ground

To mark the start of a refresh, Mandarin Oriental hosted a ribbon-cutting ceremony on-site, during which the hotel's signature golden fan was debuted.

The emblem is rooted in the U.A.E.'s pearl diving pastime. This iteration was designed by Abu Dhabi-born multidisciplinary artist Ahmad Saeed Al Areef Al Dhaheiri.



On Feb. 17, members of the Mandarin Oriental community gathered in Abu Dhabi for a ribbon-cutting ceremony to celebrate the hotel's revamp. Image credit: Mandarin Oriental

The chief executive and chief commercial officer of Mandarin Oriental Hotel Group were joined by notable figures including chairman of Emirates Palace Company (EPCO) H.E. Mohammed Al Junaibi, managing director of EPCO H.E. Sultan Al Hemeiri and other senior officials from EPCO's end.

"We are thrilled as Emirates Palace Mandarin Oriental, Abu Dhabi enters a new golden era of hospitality," said Mr. Al Junaibi, in a statement.

"Guided by the legacy and expertise of Mandarin Oriental Hotel Group, the resort is set to become an icon of global luxury in line with our leadership's quest to extend world-class hospitality to anyone visiting or living in the U.A.E."