

TRAVEL AND HOSPITALITY

Four Seasons launches first-of-its-kind shared closet service at select locations

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Vivelle aims to provide members with flexible and affordable access to luxury: Image credit: Vivelle

By LUXURY DAILY NEWS SERVICE

Luxury hospitality group Four Seasons Hotel and Resorts is letting its newest amenity out of the closet.

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In partnership with **Vivelle**, the hotel group will offer its guests in Houston and residents in Los Angeles complimentary access to designer items from brands such as French label Dior and Italian fashion brands Prada and Gucci. Vivelle is a first-of-its-kind paid membership club that offers access to a shared closet full of designer accessories and handbags.

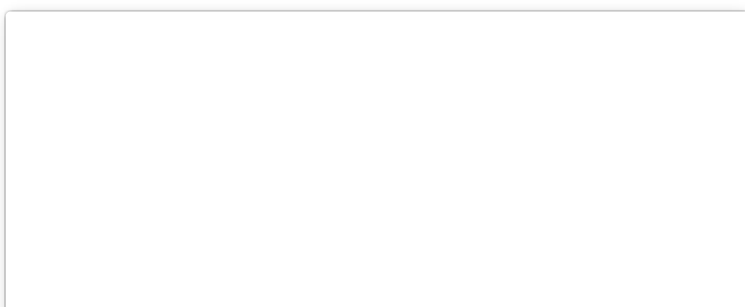
"Offering exclusive access to Vivelle's shared closet of luxury accessories is an exciting and innovative way to enhance our guest experience," said Tom Segesta, general manager of **Four Seasons Hotel** Houston, in a statement. "We see this partnership a perfect fit, further defining Four Seasons Hotel Houston as the place where urban elegance and southern charm collide."

Sharing is caring

Meanwhile, the Four Seasons Private Residences Los Angeles is the first luxury residence to offer such a service.

Homeowners there will have exclusive access to the shared closet as part of their living experience and can exchange items on Vivelle's site at their leisure.

At Four Seasons Hotel Houston, guests will have access to Vivelle's closet throughout their stay.



[View this post on Instagram](#)

A post shared by Vivrelle (@vivrelle)

Houston guests also have the option of signing up for Vivrelle at the hotel for access to a more extensive closet.

In a gesture of reciprocation, members of Vivrelle who choose to stay at the Four Seasons Hotel Houston will receive a preferred booking rate.

Among other recent experiential offerings, Four Seasons has provided its guests in Bora Bora "AwakenAn Immersive Wellness Experience," a unique program offering yoga, meditation and other activities ([see story](#)).

The emphasis on customer service continues with the Vivrelle deal.

Established in 2018, Wayne and Blake Geffen aimed to create a service that let members try out jewelry, handbags and other accessories prior to purchase.

The service emphasizes accessibility, sustainability and flexibility, allowing consumers to experience everyday luxury.

"This partnership will expand our reach across the country, and we're excited for this new era of accessory accessibility in today's travel and luxury landscape," said Blake Geffen, cofounder of Vivrelle, in a statement.

"We are thrilled to be partnering with select properties and are eager to grow the relationship with The Four Seasons," he said. "Our brands have a shared affinity for providing a luxury experience rooted in convenience, care, and customers first."

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