

TRAVEL AND HOSPITALITY

Fairmont brings musical history into focus with songwriting series

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Fairmont put UK singer Debbie up in the Savoy, London to write music and record in the legendary Abbey Road Studios. Image credit: Fairmont Hotels and Resorts

By EMILY IRIS DEGN

Hospitality brand **Fairmont Hotels and Resorts** is providing a behind-the-scenes look at the writing process for musical artists, as told from the perspective of British singer Debbie Ehirim known publicly as simply Debbie.

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The brand offered Debbie a chance to record with Abbey Road Studios, staying at London's Savoy Hotel to write her music. Paired with the recent launch of a supportive music program for young artists, Fairmont is positioning itself as a strong ally to creative professionals and the music scene at large.

Roots of music

In the latest programming, viewers were taken on a journey into Debbie's music-writing process, on-site at Fairmont's Savoy Hotel.

Debbie speaks to the impact that the physical space in which she writes her songs has on the music itself.

The Writer's Haven from Center Stage: Debbie

"The space I'm writing in can definitely influence how I make music," Debbie says.

"Writing at the Savoy inspires me because it makes me feel like I'm on the right path, because I'm in these amazing, legendary spaces."

Sitting in her Savoy room, she works on the lyrics around the room. With the windows revealing views of London, the room appears to act as a creative refuge for the singer, providing both inspiration and a comfortable spot to work.

For this reason, Fairmont is dubbing the stay "The Writer's Haven."

Debbie is not the first figure in music to turn to the Fairmont for the sake of their craft. Pop culture legends Yoko Ono and John Lennon famously protested for peace in the Montreal location in 1969.

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A post shared by Fairmont Hotels & Resorts (@fairmonthote...

Sir Elton John, Freddie Mercury and Tony Bennet have also performed within Fairmont locations around the world. Debbie is quickly rising to fame as well, following in their footsteps, making the Fairmont an apt place for the artist to write.

Outlining her process, she describes how her songs are born from humming. From there she finds her melody, and as she puts it, the lyrics follow.

In line with a new initiative from the brand called Center Stage, she then takes viewers to Abbey Road Studios where she records the piece. The act weaves her into the new culture of music accessibility that Fairmont is spearheading in London.



Over the next three years, 1,000 hours will be dedicated to emerging artists getting to experience the magic of the famed studio thanks to Fairmont. Image credit: Fairmont Hotels and Resorts

Partnering with the world-famous studio, Fairmont is granting emerging artists 1,000 hours to record on-site, and 1,000 hours of time in its suites to write over the next three years ([see story](#)). This once-in-a-lifetime opportunity gives musicians the ability to make art where the Beatles once did at Abbey Road arguably the world capital of music.

Fairmont is recording this process, documenting the act of making music, from start to finish; from in-suite writing to elevator hits of inspiration to the feeling of coming home when stepping into the studio.

As securing studio time and finding nearby accommodations to do so has historically proven to be a challenge for musicians, Center Stage is an important move towards a more equitable industry. Not only that, but it reaffirms the

musical heritage of the brand, all while putting it at the center of many important conversations about music's place in the modern world.



Fairmont's video shows Debbie creating her "Cherry Wine" single in-suite, from finding the melody to writing to lyrics. Image credit: Fairmont Hotels and Resorts

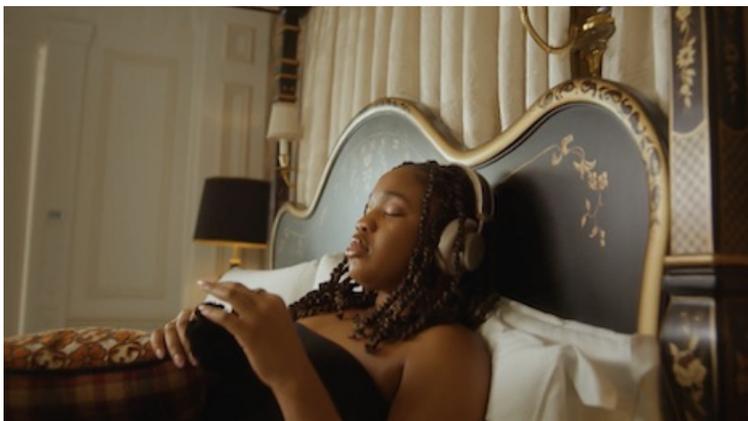
That conversation is increasingly leaning towards talks of just practices, with the current culture wanting to expand access to opportunity and the ability to thrive for artists.

Luxury is supporting this shift, working to, as Debbie puts it, give emerging artists the chance to find themselves "sitting at the same table" as their heroes.

Luxury arts

Making the world more equitable for artists is an important movement that appears to be happening among luxury brands.

Many are platforming the arts, launching humanities-centric campaigns featuring their brands and products, while others are issuing discussions surrounding inclusivity against the backdrop of their stores or locations ([see story](#)).



Opportunities like these allow more talented people to get into their desired fields, bringing more music to more people, and shrinking unjust barriers. Image credit: Fairmont Hotels and Resorts

Tying the act of making art of any kind to brands' histories and roots, like Fairmont is doing, is proving to be especially effective, with multiple brands centering their heritage in artistic drops and campaigns. Chanel recently highlighted its cinematic ties, praising the festival work of brand ambassador Kristen Stewart ([see story](#)).

Fairmont stands at a particularly beneficial position in this movement, as its roots in the world of the arts runs deep.

With the brand holding a more historic link to music than other brands who are currently showing support for the industry, rising consumers are sure to favor it, proving to value meaningful interactions with brands and advertising focused on a sense of identity.