

TRAVEL AND HOSPITALITY

## One&Only Resorts, Mara Hoffman opine over one-of-a-kind travel experiences

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*The five-star hotel and private residence proprietor is exploring the draw of one-of-a-kind luxuries and exceptional one-offs as part of a new campaign. Image courtesy of One&Only Resorts*

By AMIRAH KEATON

Kerzner International, owner of Atlantis Resort and Residences and [One&Only Resorts](#), is repositioning the latter collection, taking lessons from fashion designer [Mara Hoffman](#) en route.

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The five-star hotel and private residence proprietor explores the draw of one-of-a-kind luxuries as part of a new campaign, wherein Ms. Hoffman helps the ultra-premium operator embrace a rare hospitable energy, one that, perhaps, exists just beyond the threshold of what money can buy. The sustainably-focused creative's stay at the One&Only Mandarin in Riviera Nayarit, Mexico is cataloged extensively as part of an immersive marketing exercise celebrating exceptional one-offs, as those both behind and in front of the camera remind viewers of where the true value in bespoke travel experiences lie.

"When selecting families to feature in the newest One&Only brand campaign, we were looking for a series of real people doing authentic things in one-off places," said Brett Armitage, chief commercial officer at [Kerzner International](#), in a statement.

"Mara Hoffman exemplifies the One&Only brand values conscientious, accomplished, and glamorous, and was purposefully paired with One&Only Mandarin as her reputation and values mirror those of the resort," Mr. Armitage said. "The campaign recognizes a desire for people to see content they can connect with."

"It further reflects the continued growth of multi-family travel and conveys the energy of the One&Only guest experience, local culture and genuine hospitality."

### Bespoke branding

A visually-engaging photo series stands at the center of the [award-winning](#) beachside location's latest effort.

Inspired by the work of celebrity photographer Slim Aarons, the update is delivered courtesy of Australian fashion photographer Lachlan Bailey. Its premise?

Essentially, the professional captures his muse as she vacations in real-time, a concept simple in theory, yet quite

meaningfully executed.



*Image courtesy of One&Only Resorts*

"Everything you see in this campaign is real their love for each other, their enjoyment, their excitement it's all real and completely unscripted," said Charli Crosland, head of brand at One&Only Resorts, in a statement.

Rather than opting for a traditionally staged setup, Ms. Hoffman, president and creative director of her own eponymous brand, appears in leisure alongside her family and friends across a variety of opulent settings.

Photos feature the star, her husband, collage artist Javier Pion and the couple's son, Joaquin.

Besides the nuclear family unit, One&Only's campaign adds a twist by inviting Ms. Hoffman's close confidants into the equation.

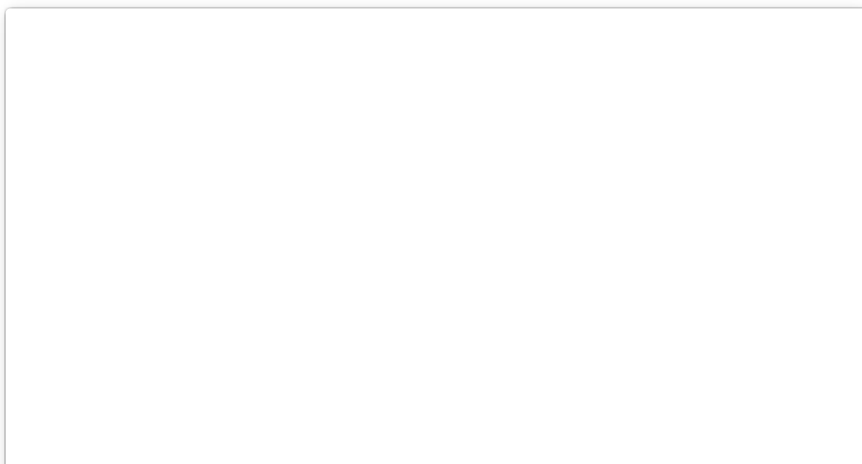


*Image courtesy of One&Only Resorts*

Lysa Cooper, a vibe enhancement specialist, and Astrid Schmidt, a psychotherapist and jewelry designer, are also present in a number of images featuring their friend.

"Capturing the mood and energy of Mara and her family at One&Only Mandarinina was one of the most perfect and authentic pairings I've been a part of," said Mr. Bailey, in a statement.

"Communicating the family characteristics and intimate interactions in such a raw environment is the essence of the campaign."



[View this post on Instagram](#)

A post shared by One&Only Resorts (@ooresorts)

Unforgotten among the standout assets, quiet moments in nature are also depicted.

All shots will launch in print and digital media outlets around the globe this month, with additional elements and activations including Ms. Hoffman to be released through the end of the year.



*Image courtesy of One&Only Resorts*

"Knowing that One&Only actively values the natural world, preservation of culture, and respect for all humans truly cemented our experience and we greatly appreciate Lachlan for capturing these special moments so beautifully," said Ms. Hoffman, in a statement.

"Between walks amongst giant trees, surfing, visiting neighboring towns, and moments of solitude and deep introspection, the balance of adventure and quiet serenity was unparalleled."

One-off adventures

Through the lens of one designer's real-life excursion, One&Only casts an image that illuminates a shared aspiration among guests increasingly seeking unique itineraries ([see story](#)) and community-conscious accommodations ([see story](#)), amidst luxury's travel boom ([see story](#)).

The company's Mexico property is no stranger to these offerings.

For starters, the luxury base is built into a coastal rainforest, surrounded by a mountain range and situated just a few feet from white-sand beaches and oceanic expanses. One&Only Resorts Mandarinina shares that low-density planning and intelligent, sustainable design and architecture were tapped throughout its development.

An experimental mindset carries over into experiential adventures, of which an expert in-house biologist, active Polo & Equestrian center and on site-spa touting ancient Mexcian healing practices and stocking high-end natural skincare player Tata Harper's products are a part.

To the point of circularity, Ms. Hoffman's personal and professional ethos strengthens said partnership.



*Image courtesy of One&Only Resorts*

A graduate of the Parsons School of Design in New York City, the designer's label got its start in 2000.

Two decades later, the enterprise remains committed to the exploration and implementation of sustainable processes and production methods, employing a blueprint that, over the years, has garnered colorful collections which aim to uplift women.

High-grade photography aside, Ms. Hoffman ensured that family moments were filmed behind the scenes, in snippets smartly mirroring user-generated content ([see story](#)) which added a layer of authenticity to intricate depictions.

Assets originating from the intimate holiday are now live worldwide, the first drop of a three-year stint that will star modern, multigenerational families who exemplify One&Only values and epitomize diversity across ethnicity, gender, age and lifestyle, according to the company.

"I am so grateful for the hospitality and respite that One&Only Mandarinina offered me, my family and my friends in one of the most luxurious resorts, outshined only by its awe-inspiring, natural surroundings," Ms. Hoffman said.

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