

TRAVEL AND HOSPITALITY

Mandarin Oriental hosts 'LV By The Pool' pop-up

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The pop-up store and beach project are set to last through the duration of the season. Image credit: Mandarin Oriental, Bodrum

By LUXURY DAILY NEWS SERVICE

For the launch of a summer collection, French fashion house **Louis Vuitton** is setting up shop abroad in a series of exclusive resort activations.

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For one of many, the brand has tapped multinational hospitality brand Mandarin Oriental, using its home base in Bodrum, Turkey as the backdrop of a branded takeover. Set to last the duration of the season, the themed event arrives alongside a restaurant redesign involving the hotel's Blue Beach Club & Bar, as well as a newly-introduced city guide.

Beach business

Designs behind the pop-up store and beach project comprising Louis Vuitton's latest delivery take inspiration from the label's By The Pool collection.

This round of resort wear incorporates patterns modeled after Spanish and Portuguese ceramic tilework, oftentimes hand-painted onto architectural surfaces. Watercolor motifs reflected across Louis Vuitton's offline execution are rooted in the same "azulejos" detailing as the set of matching garments.

Pieces are now on sale at Mandarin Oriental's Turkish Riviera getaway.



Designs take inspiration from Louis Vuitton's By The Pool collection. Image credit: Mandarin Oriental, Bodrum

With its second Bodrum store now live, guests can expect men's and women's ready-to-wear options.

Footwear, bags, accessories, sunglasses and perfumes featuring Louis Vuitton's signature detailing and LV By The Pool designs are also in stock on-site.



The pop-up marks the opening of Bodrum's second Louis Vuitton store. Image credit: Mandarin Oriental, Bodrum

Interior design elements prioritize natural tones and materials, evoking the "elegance of unhurried days," according to the brand. The venue contains indoor and outdoor seating areas, where guests are directed to relax and enjoy a drink.

Views of Bodrum's clear blue bay waters frame Mandarin Oriental Bodrum's Blue Beach Club & Bar and play a key role in scoring the Mandarin Oriental location its very own spot in Louis Vuitton's coveted travel collection.



Views of Bodrum's clear blue bay waters frame Mandarin Oriental Bodrum's Blue Beach Club & Bar. Image credit: Mandarin Oriental Bodrum

Slotting in under Louis Vuitton's 20-year-old *City Guide* series ([see story](#)), the partners are rolling out *City Guide Bodrum*, which will debut at the Bodrum-based pop-up.

Consisting of print and digital editions covering 30 different destinations, *Summer Resorts Louis Vuitton City Guide* will house the special edition.

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