

TRAVEL AND HOSPITALITY

Kimpton Hotels seeks to address stress sparked by inadequate trip prep

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Available for guests to borrow for free, a complementary array of accessories will arrive at select U.S. locations on Aug. 1. Image credit: Kimpton Hotels & Restaurants

By LUXURY DAILY NEWS SERVICE

InterContinental Hotels Group's Kimpton Hotels & Restaurants is welcoming its first "Forgot It? We've Got It!" program collaborator.

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Partnering with lifestyle retailer Anthropologie, the luxury hospitality brand is soon to stock a collection of seasonal accessories, making the assortment available for guests of select U.S. locations to borrow for free. Launching Aug. 1, the complementary array represents a concerted effort from Kimpton Hotels to alleviate the stress that comes with leaving behind much-needed vacation items.

"Kimpton is a brand known for its thoughtful perks and unique personal touches that enhance the guest experience and leave lasting impressions," said Kathleen Reidenbach, senior vice president of marketing and commercial at IHG Luxury & Lifestyle Americas, in a statement.

"Knowing accessories are often the first items to get cut or overlooked while packing, this partnership and accessories collection with Anthropologie provides guests with a chic solution in the event they've forgotten that perfect clutch or great pair of sunglasses or want to add a little extra something special to their style or seasonal look whether it's for a weekend getaway, business meeting, rooftop concert or night out."

Accessory to prime

With Anthropologie being the first brand to participate in the "Forgot It? We've Got It!" offer, the label is bringing its own style to the items that will be featured on-site at Kimpton hotels.

Guests will have access to a virtual storefront, filled with curated items depending on the time of year. For the August debut, a summer edit covers belts, sunglasses and purses, any of which can be borrowed from the front desk and returned at any point during the stay.

Curated specifically by Anthropologie stylists, there are plans to bring the activation to other Kimpton locations throughout 2023. For now, the specific accessories chosen include the Faux Leather Twist-Handle Satchel, Buckle

Shoulder Bag, Woven Leather Shoulder Bag, The Blake Belt, Resin Square Chain Belt, Tinted Aviator Sunglasses, I-SEA Rosey Polarized Sunglasses and Geometric Sunglasses.

If the traveler likes an item enough to bring it home with them, there is an option to purchase it through the online market space.

The program is informed by traveler surveys, as the hotel name states. In 2022, one report revealed that 56 percent of respondents get stressed out when they attempt to replace items that they forgot to pack while on a trip 62 percent said that their ability to relax is impacted as a result.

Kimpton and its first-ever partner for the effort are attempting to help guests sidestep this issue with the luxury-friendly ([see story](#)) accessories rolling out.

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