

TRAVEL AND HOSPITALITY

Dorchester Collection links changemakers to luxury stays

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The brand's latest campaign ties the stories of a talented group to its luxury stays around the world. Image credit: McCann/Dorchester Collection

By EMILY IRIS DEGN

British multinational hospitality chain Dorchester Collection is introducing digital audiences to 12 trailblazers.

The company's latest campaign brings the stories of this talented group to light, branding the global hotel according to its "vibrant community of legendary and intriguing characters from all over the world." With a dozen tales slated to roll out over the next year as part of the new *Belong to the Legend* series, the Dorchester Collection is making its business personal, encouraging high-net-worth travelers to let their stories unfold by booking a luxury stay.

Leaving a legacy

By centering the achievements of its cast, the brand is broaching a subject that is proving key to the segment as of late: legacy.

Consumers across the board, and especially those on the high-end side of the spectrum, are increasingly searching for meaning and matching values in the products that they buy and the purchases that they make. To meet this demand, industry players already inherently focused on heritage, craftsmanship and artisanry are being asked to strengthen their offerings in creative ways.

With the help of British photographer Quentin Jones, the Dorchester Collection answers the call. Introducing the campaign's theme, a two-minute video features various individuals united by their unique passions.

Dorchester Collection presents "Belong to the Legend"

"Good art, you can't go looking for it," one changemaker says, at the start of the clip.

"I never had a plan, but I had a purpose," mentions another, shown staring into a salon mirror while snipping a client's tresses.

Each character appears to interact with relics from a lifelong practice, which fill the screen as quotes about pursuing the extraordinary play out.

Some viewers may be familiar with Ms. Jones and her work, having previously helped elevate marketing at brands such as U.S. apparel and accessories label Carolina Herrera, British footwear label Jimmy Choo and French fashion house Chanel ([see story](#)).



*With the help of British photographer Quentin Jones, the brand introduces its *Belong to the Legend* campaign, debuting a short film. Image credit: Dorchester Collection*

Here, the artist captures everyone from a female pilot to an opera singer. The excerpts fold into a multichannel campaign conceived by American global advertising agency McCann.

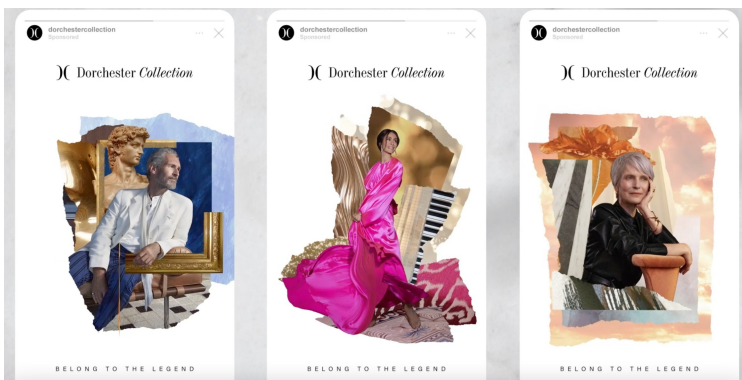
At large, the Dorchester Collection's effort communicates a desire to place people at the heart of its experiences the short film helps assert that its crew, and like-minded guests, complete the company's legacy.

Hospitality meets heritage

Dorchester Collection owns and operates nine total five-star properties worldwide.

Belong to the Legend highlights these portfolio members, which include Rome's Hotel Eden and The Beverly Hills Hotel in Los Angeles. The series involves the short film, additionally engaging audiences with social media content and a website revamp.

The campaign arrives during a time of transition at the company, and follows a few recently announced leadership changes ([see story](#)).



Three Instagram Story frames slot into the multichannel campaign, which involves a short film, social media content and a site revamp. Image credit: McCann

On Instagram, posts now live on its profile refer to the Dorchester Collection as a "community" and a "collective," using the adjective "vibrant" throughout.

The moves correlate a decision to join the luxury hotel with one of meaning, purpose and, as the assets suggest, connection, all traits with which modern consumers could identify. As far as associations go, peer marketers have also not shied away from folding heightened shows of heritage ([see story](#)) into their strategies.

At the local level, tourism advocates are making the case that their cities' histories are worth exploring in person, urging travelers to visit based on heritage, culture and traditions ([see story](#)). Nationally, organizations are partnering with luxury names to preserve the past, using the involvement of popular houses as drivers of engagement ([see story](#)).



The campaign suggests that staying at Dorchester Collection locations is not a passive experience, but an act of community engagement. Image credit: Dorchester Collection

Luxury hospitality is not the only sector that seems to be homing in on these ideals.

Automakers ([see story](#)) and those within the jewelry world ([see story](#)) have embarked on similar journeys, hosting in-person activations where the creative expertise of its workforce is made visible. Fashion has been placing dedicated spaces to the topic in central locations across stores, often highlighting craftsmanship as a core marker of brand identity ([see story](#)).

As it stands, many maisons are attempting to position their products or services as heirlooms that will, like memories, stand the test of time.

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