

TRAVEL AND HOSPITALITY

Nobu, FX unsheathes Shgun'-inspired pop-ups, cocktails

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The branded events support the release of "Shgun," a 10-episode limited series premiering Feb. 27, 2024, on Hulu. Image courtesy of Nobu

By LUXURY DAILY NEWS SERVICE

Global hospitality group Nobu is promoting a new project in partnership with Disney's FX.

Starting today, a chain of branded events will go live, supporting the release of "Shgun," a 10-episode limited series premiering Feb. 27, 2024, on Hulu. Lobby pop-ups, in-room offerings and custom cocktails are all set to immerse Nobu Hospitality guests in Atlanta, Chicago, Las Vegas, Miami Beach, and Palo Alto, California.

"We are thrilled to partner with FX to celebrate the upcoming premiere of 'Shgun,' a collaboration that aligns with Nobu's commitment to exceptional, culturally rich experiences," said Rachael Palumbo, VP of global hotel brand marketing at **Nobu Hospitality**, in a statement.

"Our team has passionately embraced the spirit of this iconic story, offering memorable experiences that pay tribute to the legacy of 'Shgun,' which we believe will resonate deeply with Nobu guests."

Honorable display

As historical nods from Japan's Sengoku period are central to the plot of "Shgun," installations celebrate fashion and culture that date back to the 1600s era.

The collaboration will transform the high-end hotel's lobbies into exhibitions that place the show's costumes on display. Those checking in between Feb. 14 and Feb. 27 will receive exclusive treats from Japanese snack subscription service Bokksu.

Participating Nobu Restaurants will also feature two bespoke cocktails on their menu. The "Samurai Brew" melds Qui Platinum Extra Anejo Tequila and Nobu Sake, while "The Haze Over Osaka" is created with a rich and smoky Iwai Tradition Japanese Whisky.



"In-room surprises" are also stated to be a part of the two-week-long activation. Image credit: Nobu

The promotion ends this month, following the debut of "Shgun" on Hulu, also owned by Disney, a frequent luxury partner ([see story](#)). The series is based on Australian-British writer James Clavell's bestselling novel of the same name.

"FX's collaboration with Nobu Hospitality is a celebration of 'Shgun' and a heartfelt tribute to Japanese culture and history that will appeal to both fans of the book and those new to the story," said Kenya Hardaway, SVP of integrated promotions at FX, in a statement.

"Every aspect of this collaboration has been carefully designed to reflect the show's essence, providing an unforgettable experience that complements the epic narrative of FX's 'Shgun' and leaves a lasting impression."

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