

MOBILE

Four Seasons pushes bridal expertise via mobile, digital

May 7, 2012



By TRICIA CARR

Hotel chain Four Seasons Hotels and Resorts is positioning itself as an expert on luxury wedding planning with a new tablet magazine application and dedicated social media handles.

Sign up now

Luxury Daily

The hotel brand established a magazine that is available to brides on-the-go via a tablet app, a blog and a glossy magazine distributed at Four Seasons properties. There are now wedding-only Twitter and Pinterest accounts dedicated to sharing expert tips from the hotel's staff and stories from real Four Seasons brides.

"Every year, there are more than 4,500 weddings across the 86 Four Seasons properties," said Sorya Gaulin, director of corporate public relations at **Four Seasons Hotels and Resorts**, Toronto, Canada.

"By sharing the bridal stories and trends that Four Seasons has seen over the years through our different platforms, Four Seasons' leadership not just in luxury travel, but weddings as well, is extended to a broader audience," she said.

"With the introduction of this new content through our various embassies, such as Four Seasons Weddings Magazine and our Twitter handle, luxury consumers will see what

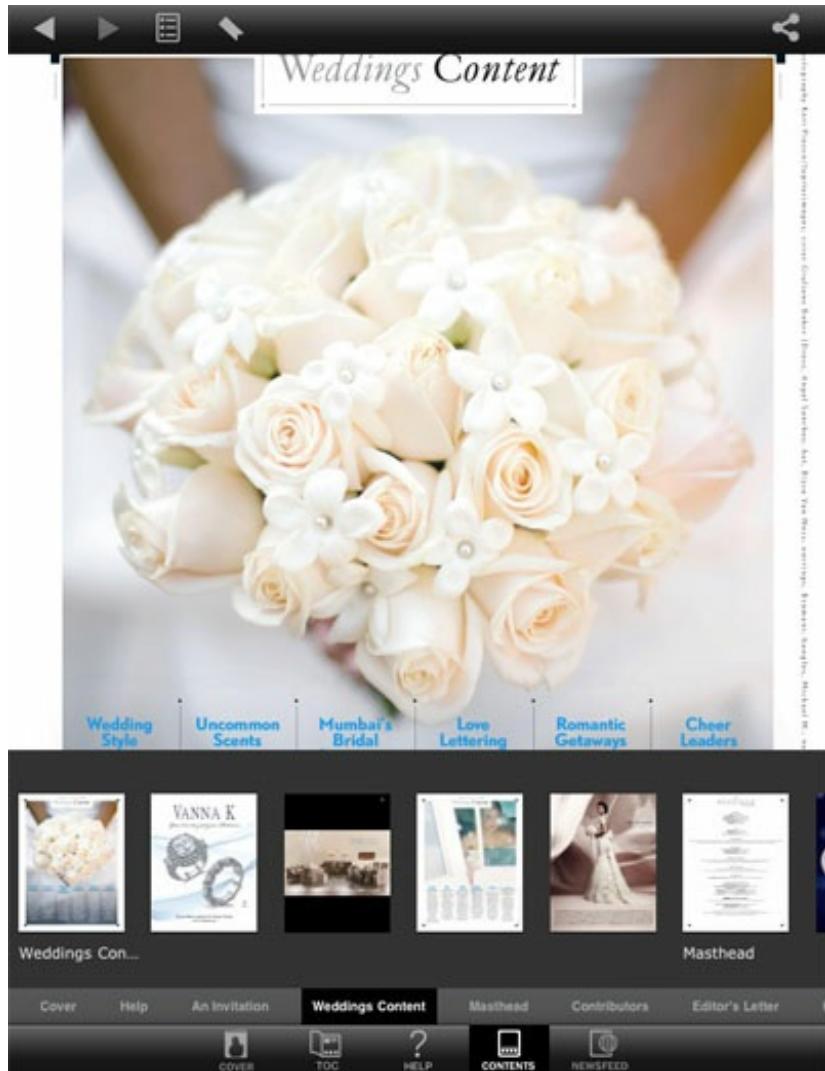
makes a Four Seasons wedding so special and become inspired to partner with Four Seasons on their special day."

Wedding app-ropriate

Four Seasons' new magazine called Weddings will be available via a free app for the iPad.

The iPad app is available for download now from the [iTunes App Store](#). An Android version will be available later this month from Google Play.

Users can browse the magazine by flipping pages or from the pop-up menu on the bottom of the screen.



Browsing panel on the Weddings magazine app

Advertisers such as Tiffany & Co. and Cartier appear in the magazine app to present engagement rings. Other bridal advertisers are showing high-end wedding gowns and gifts.



Cartier ad

Weddings magazine will also be distributed as a glossy print edition at 86 Four Seasons locations and magazine articles will be featured online at <http://fourseasonsmagazine.com/weddings>.



Four Seasons Weddings Website

The first issue of Weddings contains features on bridal gowns and accessories, floral inspirations from Paris, wedding cakes from around the world and beach, city and countryside weddings.

There are also tips from Four Seasons experts. For example, a fashion article called Blue Notes suggests shoes and accessories that a bride could wear to satisfy the “something

blue" tradition.



Blue Notes

By Kelly Smith Killian | Photography by David Lewis Taylor

In some cultures, it's tradition for a bride to don "something blue" on her wedding day to bring good luck. Choose one accessory in a sophisticated shade of blue—the colour said to symbolise purity and fidelity—to honour the custom in a faithful yet unforgettable way. **WES**

Blue Notes magazine feature

Contributors and stylists from other bridal, fashion and travel magazines will add content to the online version of the magazine.

In addition, the tablet app contains a News Feed section that shows real weddings that have taken place at Four Seasons properties. These stories are also featured on the online version.

"Although there is a universe of resources related to all things bridal, there are few that are specifically dedicated to luxury weddings," Ms. Gaulin said.

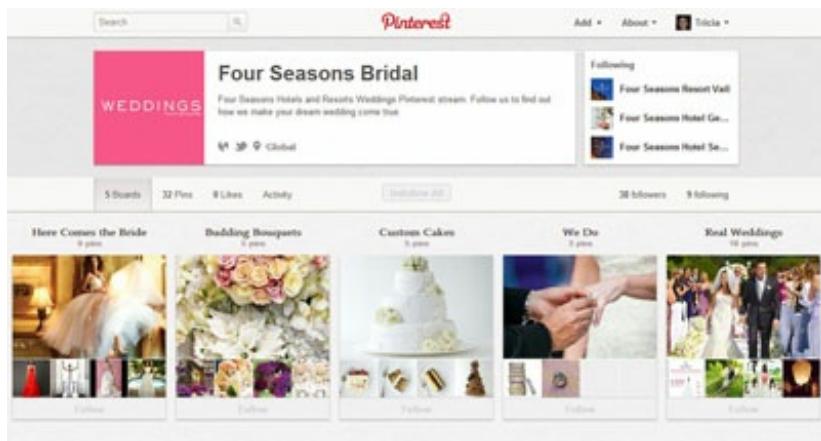
"We believe the brides looking for high levels of service, elegance and customization will welcome this highly-curated content that is delivered through the filter of the global Four Seasons footprint," she said.

Social spouse

Four Seasons created two dedicated Twitter and Pinterest accounts to offer wedding-specific content throughout the year.

Posts will offer luxury wedding trends and inspiration from real weddings at Four Seasons hotels.

The new [Pinterest page](#) will host a contest called Pin Your Dream Wedding that gives users the chance to win a \$2,500 Four Seasons gift card starting May 15. Users can “pin” photos that inspire their dream wedding to enter.



Four Seasons Bridal Pinterest page

This is the first time that Four Seasons has actively used Pinterest in a campaign, per Ms. Gaulin.

The [@FSBridal](#) Twitter handle will launch with updates from three brides who will be married this year at Four Seasons properties in Beirut in Lebanon, Boston and Toronto. These women will offer advice from different stages in planning their wedding day.



Four Seasons Bridal Twitter page

Also, all brides will be asked to share personal photos and advice via Twitter.

Meanwhile, Four Seasons will host a one-hour Twitter chat May 8 at noon Eastern Time. Consumers can participate with the hashtag #LuxBridevia on its main [@FourSeasons](#) handle.

Representatives from Four Seasons properties around the world will discuss wedding trends.

Users can RSVP for the chat at <https://magazine.fourseasons.com/luxbride-registration>.

In addition, Four Seasons established a [Four Seasons Wedding app](#) on its Facebook page that features a feed from the Weddings online magazine and news from its other social media channels.

“This medium enables us to extend the brand promise of service and customization

outside of the hotels,” Ms. Gaulin said.

“With every Tweet, every pin on Pinterest and every Facebook post, we look to expose guests and potential guests to what differentiates Four Seasons,” she said.

“It helps keep the brand top-of-mind in areas of interest to every consumer by serving up relevant and engaging content as they search online when they are planning their next getaway, vacation or celebration.”

Final Take

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