

TRAVEL AND HOSPITALITY

# The Langham heads to Australia for Your Story. Our Legacy'

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Australian performer Dannii Minogue released her debut album in 1990. Image courtesy of The Langham

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By KIRAN GILL

Hong Kong-based Langham Hospitality Group's flagship brand is continuing its "Your Story. Our Legacy" initiative.

On Jan. 23, the brand appointed Australian singer and television personality Dannii Minogue as its latest Langham Luminary. The 54-year-old stars in the brand's latest iteration of its "Your Story. Our Legacy," where the spotlight is on The Langham, Gold Coast.

"Dannii brings a spirit of creativity and confidence that resonates deeply with The Langham's rich history," said Bob van den Oord, chief executive officer of [Langham Hospitality Group](#), in a statement.

"Her career, which is defined by a remarkable range and a refined instinct for engaging audiences, reflects the very qualities we cherish," Mr. van den Oord said. "It's always a pleasure welcoming her to our hotels, and we're honored to feature her in this latest chapter of our namesake's brand campaign."

## Accomplished regulars

The "Your Story. Our Legacy" campaign, first launched in early 2025 ([see story](#)), taps the brand's most illustrious regulars to highlight how these individuals have influenced the brand's history since its operation in 1865.

"The Langham hotels around the world always feel like a glamorous home-away-from-home to me and the Gold Coast location is a splash of joy for the senses," said Ms. Minogue, in a statement.

"I find the sun and sand rejuvenating and relaxing," Ms. Minogue said. "There are so many places to explore, both inside the hotel and nearby."



*In the campaign, Ms. Minogue enjoys the property's amenities. Image courtesy of The Langham*

Ms. Minogue, as the newest recruit, turned to The Langham, Gold Coast for some much-needed relaxation, escaping her busy schedule and Melbourne's grueling winter in order to bask in the sunshine of Surfers Paradise, Australia. The Langham, Gold Coast acts as her refuge, and in the campaign assets and film, she enjoys the property's amenities and access to the beach.

In the campaign film, Ms. Minogue shares how The Langham activates all five senses, delighting in the beauty of a Langham rose, popping a bottle of champagne and enjoying a spa treatment.

"I instantly got hooked on the smell of The Langham when I first tried the Sydney location," said Ms. Minogue, in a statement.

"Since then, I have gone through many bottles of room spray and candles as I travel with them and use them at home," she said.

"I love the moment I walk through the front doors, and the fragrance isn't overpowering, but signature."

For last year's "Your Story. Our Legacy" campaign, the brand tapped talent across a wide range of industries, from athletes such as Cheung Ka-long and Wang Shun to fashion designers such as Laura Kim and Fernando J. Garcia.

### **Luxury birthdays**

The Langham's film series honors its 160 years of operation and mirrors a trend within luxury where brands utilize the medium to tell a story that honors heritage and experience. Most recently, LVMH-owned perfumer Acqua di Parma marked 110 years with a film starring German-Irish actor Michael Fassbender ([see story](#)).



*Opened to the public on Feb. 21, the show highlights centuries of horological innovation and features rare timepieces. Image credit: Vacheron Constantin*

While film represents one avenue of celebrations, others, such as Swiss watchmaker Vacheron Constantin ([see story](#)) and Swiss watchmaker Audemars Piguet ([see story](#)), are turning to exhibitions.