TRAVEL AND HOSPITALITY

Jumeirah scripts hospitality story in Our Flame'

February 27, 2026

The luxury brand has launched "Our Flame," a short film written and narrated by award-winning Emirati poet Shamma Al Bastaki. Image credit: Jumeirah Group

By AMIRAH KEATON

Hospitality brand Jumeirah Group is using cinematic effects to convey its commitment to the guest experience.

The luxury brand has launched "Our Flame," a short film written and narrated by award-winning Emirati poet Shamma Al Bastaki and directed by Ghanaian-Dutch filmmaker Emmanuel Adjei. The campaign moves away from conventional hotel advertising, framing Jumeirah's approach to hospitality as a living tradition rooted in Arabian warmth and generosity.

"I was drawn to Jumeirah's vision for the film as a creative collaboration of visuals and verse, with light as its protagonist," Ms. Al Bastaki said, in a statement.

"I wanted the script to move as a contemporary echo of one of our oldest stories: strangers becoming familiar around firelight, tracing flame and starlight, to tell stories, make poetry, be met, connect, and find their way home."

Lighting the way
"Our Flame" presents a visual adaptation of a brand poem written by Ms. Al Bastaki, a rising contemporary literature star in the U.A.E.

The film follows a flame-like glow inspired by the flame within the Jumeirah logo as it travels across properties in the brand's portfolio, from Dubai's architectural icons to the cliffs of Capri and the overwater villas of the Maldives.

The light stands in for the small, deliberate acts of care that Jumeirah considers the foundation of genuine hospitality.

The 90-second film follows a flame-like glow inspired by the Jumeirah logo

Throughout the 90-second campaign film, which Jumeirah has shared across select owned and paid channels, Ms. Al Bastaki delivers a bilingual voiceover.

Her writing is deeply personal, drawing on a familiarity with the region's literary traditions to explore what it feels like to arrive somewhere and be recognized.

Mr. Adjei, whose portfolio includes collaborations with luxury houses such as French fashion house Mugler and U.S. jeweler

Tiffany & Co., brings visual know-how to the project. His direction moves between sweeping property shots and quiet, close exchanges.

Mr. Adjei's portfolio includes collaborations with luxury houses such as French fashion house Mugler and U.S. jeweler Tiffany & Co. Image credit: Jumeirah

"When I first thought about how to bring Jumeirah's hospitality to life on screen, the image that came to me was simple: warmth," said Mr. Adjei, in a statement.

"Not just in the physical sense, but in the way a gesture, no matter how small, can make someone feel truly seen and cared for," he said. "I wanted to show hospitality as something real living and breathing. It's not just about a service; it's about belonging."

Both the full film and a shorter 30-second cut created for wider distribution will appear as part of private brand engagements and cultural showcases throughout 2026.

Hospitality as narrative

Grounding the campaign in verse rather than product messaging, Jumeirah's strategy reflects broader efforts among high-end hospitality leaders using art and storytelling to articulate the emotional core of their stays.

"Our Flame" presents a visual adaptation of a brand poem written by Ms. Al Bastaki, a rising contemporary literature star in the U.A.E. Image credit: Jumeirah

Whether capturing the spirit of childlike wonder, as did The Peninsula Hotels in its holiday campaign released late last year (see story), or launching a rebrand emphasizing discovery and destination-led travel in October, Rosewood Hotels released an updated monogram and refreshed visual components, including the introduction of a new colorway it calls "Discovery Green" (see story) luxury hospitality brands have increasingly turned to cinematic formats to communicate the values that distinguish their offerings beyond physical amenities, calling attention to the intangible qualities of their guest experiences.