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InterContinental targets affluent males via Thomas Pink package

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By TRICIA CARR

InterContinental New York, Times Square, is partnering with LVMH-owned shirt maker Thomas Pink to offer a Valentine's Day package aimed at men that includes a consultation at the British brand's Madison Avenue flagship store.

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The package includes a personalized shopping trip for men to purchase an outfit to wear during the evening with a significant other. Quite a few luxury hotels have partnered with retailers to cross-promote their services during a certain holiday.

"Offering a package targeted to men is a unique marketing approach," said Tiffany Dowd, luxury hotel inspector and president at [Luxe Social Media](#), Boston. "With so much attention on Valentine's Day around women, this strategy offers men something feel-good for themselves.

"Luxury hotels do not need to be gimmicky during Valentine's Day to provide a special evening or getaway," she said. "Bespoke services and unique value-added promotions can make this holiday exceptional and memorable."

Ms. Dowd is not affiliated with InterContinental, but agreed to comment as an industry expert.

InterContinental New York was not available for comment before press deadline.

Color of the season

The “Pink Valentine’s” experience is available Feb. 14-16.

The package includes overnight accommodations and a shopping experience with a Thomas Pink consultant that is followed by a cocktails and small plates at on-premise restaurant Todd English’s Ç a Va. It starts at \$361 per night.



InterContinental New York

Upon arrival, the shopping trip is coordinated by the hotel’s concierge.

Men will receive a private consultation at the Madison Avenue flagship store. They will be measured for a shirt and will be guided to choosing the right fit and color for them.

There will also be an opportunity to shop the entire collection and create a custom wardrobe. Guests will receive a gift with the purchase of a shirt.

In addition, one shirt will be pressed and delivered to the guest in his hotel room to wear that night.



Thomas Pink spring 2013

The Valentine’s Day dinner for two at Ç a Va consists of Manhattan Martinis served with

items from the small plates menu.



Ça Va

Guests can also arrange other services through the concierge.

InterContinental New York is raising awareness for the package to guests through its in-house channels such as its property-specific Facebook page.

Perfect match

Other luxury hotels have partnered with apparel retailers recently to create tailored New York shopping experiences.

For instance, Barneys New York and Mandarin Oriental partnered to market a contest that gave a mother-daughter pair the chance to win a brand-oriented getaway package to raise awareness for the retailer's products and the hotel's spa services.

The prize comprised a stay at the hotel, a spa package, lunch at a Barneys eatery and two \$500 gift cards from the retailer.

Both marketers used their location-specific Facebook and Twitter pages to push the contest among their followers ([see story](#)).

In addition, New York-based department store Bergdorf Goodman and hospitality group The Leading Hotels of the World partnered to offer affluent consumers a holiday shopping package at four Manhattan hotels.

Consumers can book the two-night Bergdorf Goodman Shopping Package through Jan. 31 that includes a shopping and dining experience ([see story](#)).

Luxury hotel marketers can tap the reputation of a retailer to up their own status during a holiday season as well.

"Thomas Pink is known for being elegant and stylish with a focus on attention to detail," Ms. Dowd said. "It is a good fit for a luxury hotel brand like InterContinental to be aligned with such a brand."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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