

PRINT

St. Regis bolsters brand lifestyle via new biannual magazine

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BEYOND

By TRICIA CARR

Starwood's St. Regis Hotels & Resorts is targeting guests with a new in-room magazine called "Beyond" that helps the brand relate to the interests and values of its customers.

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Luxury Daily

The new oversized magazine will be published twice a year and offered to guests in their rooms during their stay at each of St. Regis' 30 hotels around the world. The first issue of Beyond mixes editorial content with a soft push for the brand as well as luxury brand advertisements from Cartier, Gucci, Christian Dior and others.

"The St. Regis brand story is extremely compelling, but until now we have possessed only limited avenues to express the signature style of St. Regis and its increasing global reach," said Daphne Selzer, director of global brand management at [St. Regis Hotels & Resorts](#), New York.

"This new magazine is a rich in-room touch point that allows us to communicate our brand philosophy, values and associations as well as to inspire our guests," she said.

Beyond is published and edited by creative branding agency [Brave New World](#).

For your reading pleasure

Aside from front-of-book advertisers, the debut issue of Beyond starts with a letter from the general manager of the property where the magazine is distributed.

For instance, Paul Nash, general manager of The St. Regis New York, greets guests to the hotel and introduces them to the new magazine in the property's edition.

The magazine follows a similar format to other consumer magazines with smaller, product-focused news at the front and longer features in the back.

The first story is "The magnificent seven," which features seven items that each have a story behind them. These include Sir Paul McCartney's first professional guitar, Gucci riding boots and The St. Regis Bloody Mary.



Bloody Mary feature

Next, a story contributed by former United States ambassador to Britain takes readers on China's Beijing-Lhasa express.

Like many other articles in the magazine, St. Regis ends the story with "Where to stay: The St. Regis Beijing; The St. Regis Lhasa Resort."



Magazine image from China

Another front-of-book section called “Smart Packing” presents products by destination and trip type.

Toward the center of the magazine is “The St. Regis Atlas” that outlines the brand’s international network of 30 hotels. It includes the “Aficionado’s Guide,” which is printed on smaller pages, but remains part of the magazine.

The lifestyle features in the first issue of Beyond explore jazz icons alongside new talent, artist Iris Apfel, the story behind St. Regis New York, Rome as a fashion capital of the world and custom luxury cars.



Story on Ms. Apfel

“The magazine will be a great source of content for us to use among other channels and platforms going forward,” Ms. Selzer said.

Another place for ads

In addition to content, St. Regis magazine is also littered with luxury brand advertisements.

Cartier, Gucci and Van Cleef & Arpels have two-page spreads in the front of the book.



Gucci spread

Bremont, Parmigiani Fleurier and Lanvin have ads on the first few pages of the magazine.



Lanvin ad

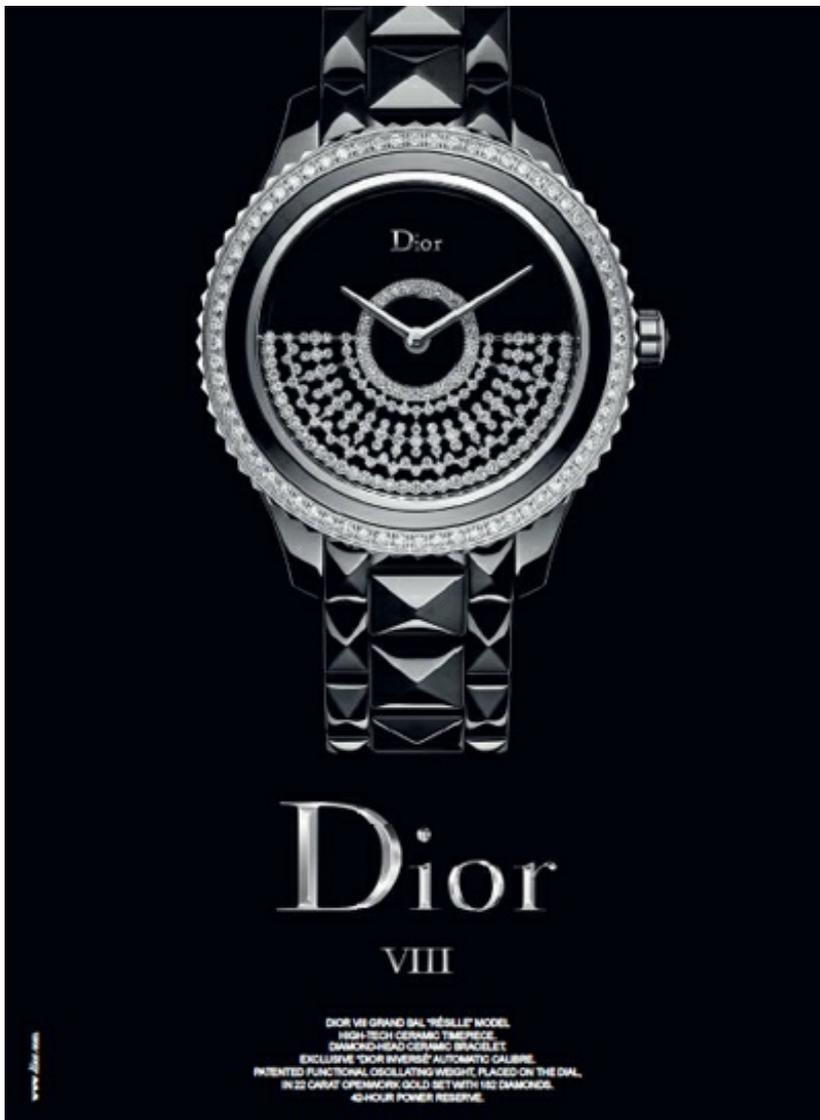
Rake, Asprey and Richard James have ads later on in the magazine, along with a placement from St. Regis.



St. Regis ad

British automaker Bentley was the only advertiser with an ad in the features section where it has a two-page spread for the new Continental GT Speed.

On the back cover is an ad for Dior watches.



Dior ad

“The magazine will always be intelligent, stylish and ambitious,” Ms. Selzer said. “It reflects the interests, values and passions of St. Regis guests with spectacular photography and insightful writing by leading journalists on everything from travel and culture to fashion and art.”

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