

IN-STORE

## Oscar de la Renta charms Peninsula Hotel guests with fragrance, amenity collection

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By JOE MCCARTHY

U.S. label Oscar de la Renta teamed up with The Peninsula Hotels to provide guests at all of the chain's global properties with an original bathroom amenities collection and unisex fragrance.

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The partnership marks the first time that Oscar de la Renta has created a fragrance for another brand. Hotel and fashion brand partnerships such as this allow for a level of mutual benefit unmatched by other partnerships because current Peninsula guests may become consumers of Oscar de la Renta, while the fashion brand's enthusiasts may be inclined to visit the hotel.

"Oscar de la Renta's designs and sense of style are world-renowned, evoking timeless elegance and sophistication, which perfectly complements The Peninsula Hotels brand," said Robert Cheng, vice president of marketing for **The Peninsula Hotels**, Hong Kong, China.

"As the first hotel brand to have Oscar de la Renta's amenities, we hope our guests enjoy the sense of glamour that this line evokes," he said.

## Sensory connection

The Oscar de la Renta bathroom amenity collection includes shampoo, conditioner, shower gel and body lotion. Each item is presented in a clear 50ml recyclable bottle with a dark blue cap in a custom-designed rose shape.

Spa, bath and body brand Gilchrist & Soames produced the amenity line for Oscar de la Renta, the latest development in the brand's five-year partnership with Peninsula Hotels.



*The Peninsula, New York*

The fashion brand partnered with international perfume producer Firmenich to create the unisex fragrance, which is as described as a "citrus aromatic floral musk."

Other notes found in the fragrance include mandarin, bergamot, cardamon, freesia, jasmine, violet and white and green tea.

Oscar de la Renta's first fragrance "Oscar" arrived in 1977 and the brand has produced men's and women's fragrances since.



### *Oscar de la Renta*

Peninsula Hotels is currently celebrating its 25th anniversary with a series of celebratory initiatives. The Oscar de la Renta collection became available Sept. 30.

#### Shop and travel

Fashion brands often pair up with hotel or resort brands to tap into a concentrated group of consumers for extended periods.

For instance, retailer Barneys New York is partnering with vacation and travel club Exclusive Resorts to host private in-store shopping experiences for club members.

Through the “Locked In” events, club members will be able to participate in a number of exclusive in-store events at Barneys locations around the country. Barneys and Exclusive Resorts are likely to benefit from this partnership since both brands target similar consumers ([see story](#)).

Also, New York-based department store Bergdorf Goodman and hospitality group The Leading Hotels of the World partnered up to offer affluent consumers a package at four Manhattan hotels that includes a shopping and dining experience.

Consumers were able to book the two-night Bergdorf Goodman Shopping Package at one of four hotels. Partnering with a local department store close to the holiday season helped Leading Hotels of the World get bookings from local consumers who wanted an exclusive shopping experience or travelers who are visiting New York for the festivities.

([see story](#)).

If Peninsula Hotel guests laud the collection, the two brands may consider extending the partnership.

"The new amenity line has only just been placed in guest rooms this week, so guests staying with us now are experiencing the amenities for the first time," Mr. Cheng said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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