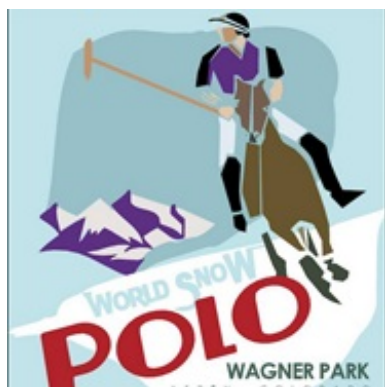


EVENTS / CAUSES

St. Regis Aspen closes out Piaget Snow Polo season with mural unveiling

December 19, 2013



By JOE MCCARTHY

The St. Regis Aspen Resort is highlighting its affinity for polo Dec. 19-20 by acting as the official hospitality partner for The Piaget World Snow Polo Championship, the final stop on the 2013 circuit.

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Luxury Daily

Guests at the property are invited to view the tournament's matches from a VIP tent that will provide an array of enticement. St. Regis' polo tradition will be followed up by another brand tradition, the unveiling of a new mural.

"St. Regis has long been associated with the world of polo, beginning at the turn of the last century when polo matches on Manhattan's Governors Island were the highlight of the New York social calendar and where St. Regis' founding family, the Astors, were a prominent fixture," said Anthony Ingham, vice president of brand management at [St. Regis Hotels & Resorts](#) in North America, London.

"The international sport of polo remains important to the St. Regis legacy and is a shared passion for our guests around the world," he said.

Final chance

The tournament will be hosted by the Aspen Valley Polo Club at Wagner Park which is

nearby St. Regis Aspen. Those playing in the tournament will be competing to rack up additional points for the final rankings of the year.

St. Regis, Audi and Piaget have teams that will compete against one another.



Piaget World Snow Championship

During the matches, guests can order St. Regis Bloody Mary cocktails and St. Regis Afternoon Tea service in the hospitality tent.

The St. Regis team will be captained by polo star and St. Regis Connoisseur, Nacho Figueras.



Mr. Figueras

The St. Regis Polo team has traveled to Abu Dhabi, China, Thailand, Mexico City and other locations for tournaments in the past two months.

Following the Aspen matches, St. Regis Aspen will unveil the hotel's new mural called "Strong Wind: The Myth of the Aspen Trees," by contemporary artist Bo Bartlett, who was commissioned to create a vibrant and whimsical mural as the focal point for the bar and lounge, according to the brand.

The resort experienced a design overhaul earlier in the year by designer Lauren Rotett, and the mural acts as a seal.

Murals have played an important role in St. Regis' history, stretching back to the King Cole Mural at the St. Regis New York commissioned by the hotel's founder John Jacob Aster IV in the early 1900s.

The mural also marks the upswing of the resort's holiday efforts that depend on the thriving ski culture in Aspen.

Guests visiting during the polo tournament and after are encouraged to take advantage of the brand-wide Family Traditions initiative, which includes dog sled rides and snowmobile tours.

Mark of luxury

Other luxury brands have recently backed polo matches.

American electric-automaker Tesla Motors participated at nonprofit organization Safety Harbor Kids's 7th annual charity polo match where donors raised education funds for parentless and homeless children.

Tesla Motors and the events financial sponsors were in attendance at the annual Safety Harbor Kids Polo Fundraiser held Sept. 7 in Pacific Palisades, CA. Participating in a charity event is one way a brand is able to display its core values while still promoting its products ([see story](#)).

St. Regis has sponsored competitive events before.

For instance, Starwood's St. Regis San Francisco bolstered its position as the official hotel of the 2013 Annual America's Cup with bespoke services for guests designed to mesh with the world of sailing.

The 2013 Annual America's Cup Summer of Racing marked the return of the event to the U.S. after 18 years. The legacy afforded by the race entwined with St. Regis' sailing history may have appealed to luxury travelers who sought a truly exclusive experience ([see story](#)).

"As St. Regis continues to grow globally, the brand has expanded its polo presence in nearly as many destinations," Mr. Ingham said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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