

EVENTS/CAUSES

Bulgari weaves Milan Fashion Week offer for branded resort

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By JEN KING

Italian jeweler Bulgari's hotel and resorts in Milan are anticipating an influx of fashion-forward guests during the city's annual Fashion Week with a special offer.

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By organizing a special offer dedicated to all things fashion, Bulgari will highlight its associations to the fashion world. Guests who may be unfamiliar with the jeweler's lifestyle or unaware of its hotel properties will be introduced through exclusive experiences likely to create repeat guests.

"Offering special access to Milan Fashion Week will greatly appeal to the style-conscious luxury traveler who want to indulge and stay at a luxury brand name hotel like Bulgari," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"Bulgari is a contemporary luxury brand hotel which has great synergy with the fashionable set that convenes on Milan Fashion Week," she said. "It's a collaboration that makes sense."

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

[Bulgari](#) was unable to comment before press deadline.

Fashionable guests

Bulgari hotel and resorts' Milan property is offering guests planning to travel to the city for Fashion Week Feb. 18-23 an exclusive package that showcases the city's involvement with the fashion industry.

The jeweler promoted its offering on its Facebook page with a black-and-white photograph of a woman adorned with Bulgari jewelry with Milan in the background to symbolize the glamour involved with Fashion Week.

The post gives general information about the “high-fashion experience,” boasting that guests will receive “unprecedented access” to Milan Fashion Week.



For the most glamorous event of the year, the Bulgari Hotel Milan offers you a high fashion experience unlike any other. Guests in the Bulgari Suite will be given unprecedented access to Milan Fashion Week from the inside, starting next February 18 - 23, 2014. Discover more details on <http://bit.ly/1fAz02d>



Bulgari hotel and resorts, Milan's Facebook post

Bulgari has yet to cross-promote the offering on its jewelry driven Facebook page which will likely limit its potential reach. Without the cross-promotion to its main Facebook page, many enthusiasts will remain unaware of Bulgari's hospitality offerings.

A click-through on the link provided in the Facebook post lands on Bulgari hotel and residences' Web site, where travelers can discover more about the Fashion Week offer.

The Web site explains that guests who book the Bulgari Suite, located on the penthouse floor of the hotel, during Milan Fashion Week will gain access to the runway shows of participating ateliers.

Although not specified by Bulgari, Italian fashion houses Gucci, Prada, Roberto Cavalli, Dolce & Gabbana, Versace and Giorgio Armani are slotted to show their fall/winter 2014 collections.



Bulgari Suite

In addition to attending runway shows, Bulgari guests will be invited to attend Milan's most "glamorous and exclusive" events.

Also, guests will be paired with a personal shopper who will accompany them to Milan's most famous boutiques both on and off the radar and can arrange for private viewings of the collections featured during runway shows.

Fashion sense

Hotels that cater to the interests of fashion-forward travelers during Fashion Week may develop connections that result in repeat bookings.

Four Seasons Hotel New York invited Fashion Week goers to share their footwear choices via an on-site shoe photo booth and follow the action via Instagram and Twitter.

The hotel encouraged attendees including fashion editors, bloggers, celebrities and other tastemakers to visit the property through the digital- and mobile-based effort. Four Seasons asserted its status as a trendy hotel brand since the message could go viral on attendees' smartphones and tablets via the hashtag and social check-ins by influential users ([see story](#)).

Similarly, The Dorchester, London, hosted a fashion-themed tea party during London Fashion Week at which British fashion label Teatum Jones gave an exclusive preview of its autumn/winter 2012 collection.

The Teatum Jones Fashion Tea event took place Sept. 18, with the hotel supplying guests with tea, Champagne cocktails, finger sandwiches, scones and pastries while they viewed the runway show ([see story](#)).

Affluent consumers are increasingly seeking exclusive experiences while traveling. Hoteliers that take advantage of this trend will likely see an increase in repeat guests.

"By giving guests insider access to the most exclusive fashions shows during Milan Fashion Week, this experiential type of high-fashion incentive will no doubt encourage guests to book again during [future] Milan Fashion Week[s]," Ms. Dowd said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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