

IN-STORE

## La Mer attracts spa lovers to Park Hyatt Paris-Vendôme's Le Spa

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By JEN KING

Estée Lauder Cos.' Crème de la Mer has partnered with Le Spa at the Park Hyatt Paris-Vendôme to show off its expertise in skin and beauty care to the hotel's affluent guests.

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La Mer's skincare products will be used during spa treatments at Le Spa and will allow for increased exposure among guests unfamiliar with the brand. Although many affluent travelers frequent spas while on vacation, using a well-known product with a highly-regarded formula may help indecisive guests book an appointment.

"Crème de la Mer is known as one of the most elite skincare product lines and will likely attract luxury consumers who seek an exclusive, luxury spa experience," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"Being associated with a luxury brand such as Crème de la Mer can enhance the reputation of the hotel's spa as one of the finest spas in Paris," she said.

"Consumers will associate the product line's desirable reputation for being one of the premier beauty brands on the market with a high quality spa experience."

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

La Mer did not respond by press deadline.

### The sea and the spa

The Park Hyatt Paris-Vendôme announced the partnership on its Facebook to ensure that loyal guests and those planning a stay will be aware of Le Spa's relationship with La Mer. Along with text celebrating the partnership, the hotelier included an image of a woman getting a massage while in the foreground many of La Mer's products are shown.



*Park Hyatt Paris-Vendôme's promotional image for Le Spa and La Mer products*

In the post, the Park Hyatt Paris-Vendôme shared a link to an article on its Web site that details the partnership further.

Le Spa includes four private treatment booths where guests receive procedures including body wraps, facials and massages. The decor of Le Spa is a blend of modern architecture created by mahogany and Paris stone.

Park Hyatt Paris-Vendôme felt that La Mer would make the “moment of relaxation more complete.” The hotel also claimed that La Mer was chosen because of the “revolution in cosmetic care” the beauty maker caused with the introduction of its revolutionary sea kelp

Miracle Broth, used in many of its products.



*Park Hyatt Paris-Vendôme's promotional image for Le Spa and La Mer products*

After a treatment using La Mer serums and lotions, hotel guests will also have the opportunity to purchase the brand's products at the Le Spa store. Allowing guests to make a purchase will work to prolong the spa experience.

La Mer's The Concentrate, a highly-concentrated Miracle Broth formula, for instance, can be purchased for \$410 from the beauty maker's Web site.

To inspire bookings, Park Hyatt Paris-Vendôme posted a gallery of images from Le Spa and La Mer products. The images show the serene decor of Le Spa and a woman relaxing at the spa.

#### Travel amenities

Bringing well-known beauty or fashion brands into working relationships with properties allows for a holistic view of luxury. Other hoteliers have followed this route.

For example, 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.

The partnership marked the first time that Oscar de la Renta has created a fragrance for

another brand ([see story](#)).

Also, the Park Hyatt Paris-Vendôme has likely increase its status as a luxury hotelier among affluent travelers by partnering with high-end brands.

For instance, Swiss watchmaker Jaeger-LeCoultre targeted affluent businessmen who often travel abroad with a social video that displays functionality and fine craftsmanship.

The minute-long video features Jaeger-LeCoultre Duomètre Unique Travel Time set against a backdrop of the Park Hyatt Paris-Vendôme hotel. Showing the watch in a realistic setting supports the watch's functions by underscoring the notion that this timepiece is ideal for travelers ([see story](#)).

Park Hyatt Paris-Vendôme will likely see a rise in spa bookings due to this new collaboration.

"Loyalists to Crème de la Mer and those who identify the brand as the ultimate luxury spa line will very likely be inclined to book the hotel because of this new collaboration," Ms. Dowd said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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Embedded Video: [//www.youtube.com/embed/SMyC8v-Qj84](https://www.youtube.com/embed/SMyC8v-Qj84)

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