

IN-STORE

## Trump SoHo taps neighborhood retailers for shopping card

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By JOE MCCARTHY

Trump SoHo is catering to its guests' propensity to shop with a shopping card that combines exclusive retail and events.

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**Luxury Daily**

Situated in the retail dense neighborhood of SoHo in downtown New York, the hotel is able to leverage connections that are within walking distance. Since the partnership will conceivably continue to grow and has no foreseeable expiration date, guests who acquire a shopping card will likely become loyalists.

"The Trump SoHo Shopping Card program is a partnership that benefits hotel guests as well as local retailers," said Nicole Murano, director of marketing at **Trump SoHo**, New York

"SoHo is a mecca for shopping, and the program provides exclusive savings to Trump SoHo guests, which is an added value to their stay," she said.

"For the retail partners, the program provides exposure to a new audience that may not have naturally walked into the store."

Rising environment

Every guest who checks into a room at Trump SoHo receives a purple Trump SoHo shopping card. Interested consumers also receive a regularly updated booklet to check out current offers.

Card specials are limited to SoHo shops to highlight the vibrant fashion environment. Luxury consumers generally think of Fifth Avenue and Madison Avenue as the sole locus of luxury in New York, but SoHo has an abundance of options.

Luxury brands that have teamed up with Trump SoHo include Bloomingdale's, Diane von Furstenberg, Hugo Boss, Longchamp Paris and Porsche Design. Various other fashion labels agreed to be featured on the card.



*Longchamp in SoHo from promotional video*

At Bloomingdale's, guests can receive an all-day visitors savings pass and complimentary gifts and delivery to Trump SoHo if \$300 or more is spent.

Visitors to Hugo Boss, Porsche Design, Longchamp Paris and Diane von Furstenberg can access 10 percent savings on purchases.

The card's breadth, and the possibility of more brands added in the future, will likely attract both international and local shoppers.



*Louis Vuitton in SoHo from promotional video*

Guests staying at the hotel will be given the option to sign up for the privileges card. Other perks from the general Trump Card include the ability to issue pre-arrival requests, "Live

the Life" experiences and complimentary upgrades.

More information can be found [here](#).

Shop some more

Luxury hotel brands regularly secure shopping partnerships with nearby brands.

For instance, Mandarin Oriental, Paris is extending the hotel chain's global shopping partnerships with high-end retailer Printemps Haussman to achieve continuity for its fashion-oriented consumers.

The J'aime la MOde package caters to global travelers and arrives just in time for the Chinese New Year. Shopping experiences are becoming essential for luxury hotels that try to anticipate the full range of consumer desires when traveling ([see story](#))

Also, Mandarin Oriental, London partnered with London department store Harrods for the second year to bring holiday cheer to families during the winter through exclusive experiences.

Guests who vacationed with children during the holiday season were encouraged to book the Mandarin Oriental's Candlelit Christmas with Harrods offer. The holiday season initiative likely appealed to travelers with smaller children who were on the lookout for Christmas activities ([see story](#)).

Finding ways to weave the concierge team into the shopping experience helps to burnish a property's credentials.

"The Trump SoHo concierge team is happy to arrange personal shopping for all guests, whether that be personal appointments at specific boutiques, or a shopping experience in the comfort of a guestroom or suite," Ms. Murano said.

Final Take

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

Embedded Video: [//www.youtube.com/embed/vuIWtLcO\\_k0](https://www.youtube.com/embed/vuIWtLcO_k0)

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