

Bentley lends brand design to St. Regis New York hotel suite

Posted By [Tricia Carr](#) On September 20, 2012



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Bentley Suite at St. Regis New York

The St. Regis New York is collaborating with British automaker Bentley Motors to design a hotel suite and deem the 2013 Bentley Mulsanne the flagship vehicle in its house fleet in a move to highlight the status of both brands.

The 15th-floor Bentley suite will incorporate brand elements such as cream and neutral tones, wood finishes and custom Bentley leathers. This move builds on St. Regis parent company Starwood Hotels & Resorts' global partnership with Bentley and could keep guests mindful of the automaker if marketed with a multichannel approach.

"This exemplifies collaborations between kindred-spirit brands," said Chris Ramey, president of [Affluent Insights](#) ^[2], Miami. **"By leveraging their strengths, they create a more powerful and better-defined product.**

"In the best collaborations, both brands win," he said. **"This collaboration extends Bentley's design aesthetics into a hotel room and for the St. Regis, it allows them to increase the price of the suite by adopting that which has made Bentley famous. The elements of Bentley make that room special."**

Mr. Ramey is not affiliated with St. Regis nor Bentley, but agreed to comment as an industry expert.

[St. Regis](#) ^[3] and [Bentley](#) ^[4] could not comment before press deadline.

Suite life

The Bentley suite will open this month. It is available for \$9,500 per night.

Concurrent to that move, the hotel is introducing the 2013 Bentley Mulsanne as the flagship vehicle in its house fleet. The is the first Mulsanne model in the United States.

The bespoke St. Regis Bentley Mulsanne features a bottle cooler and crystal Champagne flutes, St. Regis crests on the headrests and custom tread plates.

Meanwhile, the 1,700-square-foot Bentley suite is made up of an entryway, one bedroom, one and a half baths, a dining room and a living with floor-to-ceiling windows that give a view of Fifth Avenue and Central Park.

Guests in the suite will have access to St. Regis Butler Service, an in-room Champagne bar and car service in the St. Regis Bentley Mulsanne within a 10-block radius.

Bentley-inspired décor in the entryway includes a black leather tile floor, perforated diamond wall made with custom Bentley leathers and accent table inspired by the Bentley dashboard.



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Bentley suite

The dining room features a media wall, four Breitling clocks that represent global time zones, a crystal chandelier, a leather rug and dark-stained white oak floors while the living room features ivory walls accented with black crown molding, a leather sofa and wing chairs, a crystal chandelier and herringbone drapery.



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Living room

In addition, the bedroom features a sleigh bed made with Bentley's burled wood as well as "root burrow" wood throughout that is suggestive of the Mulsanne model's wood veneers.



Bedroom

Both brands will likely raise awareness of the suite through outreach to existing customers along with a social media push to reach interested consumers.

For instance, Bentley posted an image of the suite on its Facebook page yesterday.

Perfect partners

Earlier this year, Bentley and Starwood's St. Regis and The Luxury Collection Hotels & Resorts entered into a global partnership that allows the hotel chains to offer Bentley driving experiences to guests.

Also, Bentley Continental Flying Spur models comprise the house fleet at St. Regis hotels around the world including St. Regis Saadiyat Island Resort in Abu Dhabi and St. Regis flagship in New York.

Both brands hoped to bring their affluent heritage to light through exclusive events, driving programs and house fleets at St. Regis and Luxury Collection flagship hotels worldwide.

Bentley and Starwood marketed the partnership by extending invitations to exclusive events to past customers. In addition, each marketer is using its Web site and social media platforms for future promotions of partnership events ([see story](#)^[8]).

It seems that Bentley is looking to get increased brand awareness in one of the largest global markets through this next move under its Starwood partnership.

Bentley joins brands such as Christian Dior and Tiffany & Co. that also collaborated with St. Regis New York to immerse affluent travelers in their brand through a designer suite.

Luxury companies should not only market products but portray a lifestyle and may want to spread their message outside of often-used brand channels.

"Good collaborations do not end and consumers do not forget, so a good collaboration transcend the collaboration itself," Mr. Ramey said. "This also reflects the change that the consumer owns your brand."

"By integrating other brand values you create a better experience," he said. "A hotel does not rent a room for the night, it rents an experience. By looking at it from that perspective, a collaboration of this ilk makes perfect sense, and the takeaway for marketers is to review and revisit how you perceive your product."

Final Take

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