



BELMOND

Belmond reveals new global campaign – The Art of Belmond Celebrating the Art of Savoir-Vivre



11 October 2017 – Belmond reveals its new look with a campaign titled, [‘The Art of Belmond’](#) – an invitation to enter the ‘Wonderful World of Belmond’.

A stylish new global advertising campaign celebrating the art of living well – the ‘Art of Savoir-Vivre’ – brings to life the heart and soul of Belmond and its global travel experiences – a world full of extraordinary characters and inspiring locations.

The new campaign supports a key part of the Company’s strategic plan to raise the brand awareness, and strengthen its position in the luxury travel market as a brand that offers genuine and authentic escapes. The full campaign launches on 11 October with a strategic media plan heavily focused on attracting new audiences to Belmond through social and digital channels.

Created by a series of artists – ‘The Art of Belmond’ includes a cinematographic film, print and digital adverts designed to inspire today’s world travellers, millennials and global citizens.

Arnaud Champenois, Senior Vice President Brand and Marketing at Belmond, comments: "The spirit of the campaign is to celebrate these magical Belmond hotels, trains and cruises with a bit of nostalgia. Our heritage is reminiscent of a

golden age of travel but at the same time there is an 'art of savoir-vivre' that fizzles through everything. Somehow, I see nostalgia being the new avant-gardism."

The Art of Savoir-Vivre - Film

The Art of Savoir Vivre is a series of six short films, following six moments of a guest experience with Belmond. They invite the audience to step into the wonderful world of Belmond, portrayed as a world that is almost as mythical as its guests.

Directed by acclaimed film director Romain Chassaing, the films follow a stylish cast of global jet setters travelling from Rio to Venice, taking their time to enjoy the art of living. Witty and quirky, it encapsulates the spirit of Belmond.

"There is also a bit of joyful fantasy in what we have created; I think the world desperately needs fantasy right now." adds Mr Champenois.

Contemporary Nostalgia - Luggage Labels

Inspired by the golden age of travel, Belmond has created a series of collectible travel stickers that reflect the individual personality of each travel experience. Five pop artists have created one for each hotel, train, river cruise and safari lodge that reinterprets the past with a modern new look - 'Contemporary Nostalgia'.

Guests will be able to build their global collection of travel stickers as they travel throughout the wonderful world of Belmond.

Travel Posters & Family Portraits

Five inspirational travel posters represent the 'Wonderful World of Belmond' in a bold new way. Full of colour and graphic illustrations, this fresh look unites the Belmond products under five collections, Historic Hotels, Resorts & Nature, Cruises, Trains and Journeys.

"Finally, we wanted to portrait some exceptional and genuine characters who have worked with us for generations and all have a tale to tell. The Art of Belmond campaign both celebrates and unites our beautiful hotels and personalities with a fresh look that marks the beginning of our new heritage." continues Mr Champenois.

There is a Family Portrait poster for every hotel, train and cruise. Each portrait tells a story and shares a memory of unique moments in a spirit that celebrates these magical travel experiences with a bit of nostalgia.

The Art of Experience

Focusing on two moments of the guest experience - the 'Wonderful World of Belmond' includes new experiences through exclusive brand partnerships:

'First Light' with Leica Sport Optics - celebrating the mornings and bringing guests closer to nature. First Light with Leica Sport Optics will be rolled out initially at Belmond Hotel Cataratas, Iguassu Falls, Brazil, Belmond La Residencia, Deià, Mallorca and Belmond Mount Nelson Hotel, Cape Town, South Africa.

'Exceptional Music in Exceptional Locations' with London Philharmonic Orchestra - musical performances set within Belmond's inspiring locations launching with a special concert at Belmond Reid's Palace, Madeira on 7 December 2017 with further venues to be confirmed.

The Art of Sharing - #TheArtofBelmond

Launching on 11 October, a strategic media plan sharing #TheArtofBelmond, drives content across social, digital and select print channels, with the aim of attracting a new global audience to the brand.

This is all combined with a new digital ecosystem including a new website full of inspiring content, linking the full range of Belmond adventures together and with a phased roll out to include personalised content for guests and a fully integrated booking system.

'This new campaign articulates who we really are and celebrates our heritage and the authenticity of our individual properties. At the same time, it tells the story of why all these beautiful properties belong together, united under the Belmond flag,' concludes Mr Champenois.

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About Belmond Ltd.

Belmond (belmond.com) is a global collection of exceptional hotel and luxury travel adventures in some of the world's most inspiring and enriching destinations. Established almost 40 years ago with the acquisition of Belmond Hotel Cipriani in

Venice, its unique and distinctive portfolio now embraces 49 hotel, rail and river cruise experiences, including one scheduled for a 2018 opening in London, in many of the world's most celebrated destinations. From city landmarks to intimate resorts, the collection includes Belmond Grand Hotel Europe, St. Petersburg; Belmond Copacabana Palace, Rio de Janeiro; Belmond Maroma Resort & Spa, Riviera Maya; and Belmond El Encanto, Santa Barbara. Belmond also encompasses safaris, eight luxury tourist trains, including the Venice Simplon-Orient-Express, and three river cruises. Belmond also operates '21' Club, one of New York's most storied restaurants. belmond.com

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