

TRAVEL AND HOSPITALITY

InterContinental gives suites colorful makeover with global touches

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Artist Claire Luxton worked with InterContinental on colorful suites. Image credit: InterContinental

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels & Resorts is putting an artistic spin on the magic of global travel with a new collaboration.

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InterContinental has tapped British artist Claire Luxton to design and curate limited-edition suites at select properties that offer immersive experiences and honor the brand's elegant heritage. The Claire Luxton suites are now bookable in London, New York and Dubai through mid-July.

"InterContinental Hotels & Resorts has delighted worldly travelers by bringing luxury experiences to every corner of the globe for more than 75 years," said Tom Rowntree, vice president of global marketing for luxury brands at **IHG Hotels & Resorts**, in a statement.

"As we redefine our ethos of discovery and modern luxury, we're excited to welcome visitors and locals alike with a fresh approach to the guest experience, starting with our collaboration with Claire Luxton," he said. "She's tapped into her own global travels to inform and inspire her interpretation of the brand's rich heritage and pioneering spirit.

"The result is a unique experience of discovery that captures the beauty and energy of InterContinental's far-flung destinations."

Colorful stays

For the project, Ms. Luxton was inspired by her personal travels and her interpretation of the InterContinental brand.

Her signatures include sensory experiences and incorporating natural flora and fauna. For instance, the suites feature oversized butterfly figurines suspended from the ceilings to represent the brand's hotels in Japan and Southeast Asia.



The Claire Luxton suites are available through mid-July. Image credit: InterContinental

A drawn bath experience incorporates a curated soundscape, aroma and florals, such as boat orchids that symbolize InterContinental's more than 50 hotels in China. The suites also feature a special playlist, a selection of coffee table books from Ms. Luxton's favorite travels and a minibar stocked with drinks and snacks from other InterContinental destinations.

Additional touches will further enhance the experience at the participating properties.

InterContinental London Park Lane has enlisted Moyses Stevens, official florist to HRH The Queen, to create floral displays that capture the English countryside. A food and beverage menu, including cocktails and afternoon tea, inspired by the collaboration will also be available at InterContinental New York Barclay and Dubai Festival City.

"Global travel inspires my work, and I hope it shines through in every detail of the collaboration, from the foyer florals and the hotel team's custom scarves to the drawn bath experience and the artworks themselves," Ms. Luxton said. "Each flower and animal within my work for InterContinental reflects a hotel or resort from its past, present or future."

The brand's parent company, InterContinental Hotels Group, recently revamped its loyalty program as travel demand surges.

IHG Hotels & Resorts is introducing more benefits, more ways to earn, new credit card options and a new mobile app to its rebranded loyalty program. IHG One Rewards will connect members to the group's portfolio of 17 brands ([see story](#)).