



# Stay With Me: The Most Creative Hotel Brands in the World

*Catherine Harvey*

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## **Stay With Me: The Most Creative Hotel Brands in the World** Catherine Harvey

The past decade has seen an explosion in the number of boutique hotels the world over. Through clever branding and unique interiors, they capture our dreams and yearnings, providing refuge for vacationers and weary business travelers alike. No longer satisfied with the trappings of yesteryear, today's visitors require more places that speak to their sense of self or aesthetic leanings. Stay With Me features some of the most brilliant brand strategies of recent years campaigns that integrate mission with material expression. Some of the hotels profiled evoke earlier century opulence, others a quiet minimalism. Both exhibit experiential differentiation through the interplay of design elements. Many house onsite eateries that will appeal to the most discerning foodies and provide even more opportunities for identity work. From creative do not disturb signs, to menus, wayfinding, stationery, bath product packaging and more, no potential canvas is overlooked. Includes NoMad Hotel, HotelAmericano, The Standard High Line, Wythe Hotel, Palihouse Santa Monica, Hotel Lincoln, citizenM, Claridge's Hotel, The Ampersand Hotel, The London Edition, Hotel Wiesler, Hotel Daniel Vienna, Mama Shelter, Casa Camper Berlin, Michelberger Hotel, Hotel the Exchange, The Student Hotel, The Thief, Hotel OMM, Ett Hem Stockholm, Scandic Grand Central, Lux Maldives, Bulgari Hotel, Nine Hours Hotel, Wanderlust Hotel, QT Hotel, Art Series Hotel Group, and The Oyster Inn.

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