



Brand New *LUXURY* *HOSPITALITY* Projects

LUXURY INDUSTRY INSIGHTS & HOSPITALITY CLIENT WORK / 2025

TOP 3 LUXURY HOSPITALITY BRAND PLAYS FOR 2025 AND BEYOND

Luxury hospitality is a dynamic industry that continuously evolves to meet the high expectations of affluent travelers.

From personalized experiences to seamless technology integration, luxury hotels, resorts, and private accommodations must adapt to remain competitive. Over the past few years, we have helped our clients address a number of brand challenges that have specific solutions through better brand development and management. Here are our top three current industry brand challenges:

1. CHALLENGE: High Guest Experience Expectations
Luxury travelers today demand a near flawless stay, and failure to provide what was imagined can significantly impact a brand's reputation.

SOLUTION: A Well-Articulated (Visual and Verbal) Brand Experience

To keep guest satisfaction high, brands must close any gaps between perception and reality with all brand touch-points and materials.

2. CHALLENGE: Maintaining Exclusivity and Distinction
Luxury brands must balance exclusivity with accessibility and a lack of uniqueness can reduce the brand's appeal to high-net-worth individuals.

SOLUTION: Communicating a Unique and Ownable Brand Persona

When a brand clarifies its distinct brand personality (through a well-crafted brand positioning), all touch-points can reinforce this unique persona.

3. CHALLENGE: Appealing to The Sustainability-Minded Luxury Audience
Younger luxury travelers are very interested in how the hospitality industry (and individual brands) are both lowering harmful environmental practices.

SOLUTION: Embrace and Highlight New Luxury Values

New Luxury Values (Sustainability, Transparency, Responsible Sourcing, etc.) are rising as distinct booking requirements for Gen X and Millennials.

PAWS UP MONTANA



With 37,000 private acres in Western Montana, Paws Up is one of the largest luxury wilderness resorts in the United States. This project included a complete brand reimagining, starting with positioning, identity, creative content, new image development, collateral and web site design.

PROJECT DATES: 2024 - 2025

CLIENT SCOPE: Positioning, Identity Design, Creative Direction, Campaign Creative, Image Development, Web Site Design

BRAND OPPORTUNITY: Elevate this beloved brand into even higher tiers of status among global, ultra-wealthy travelers

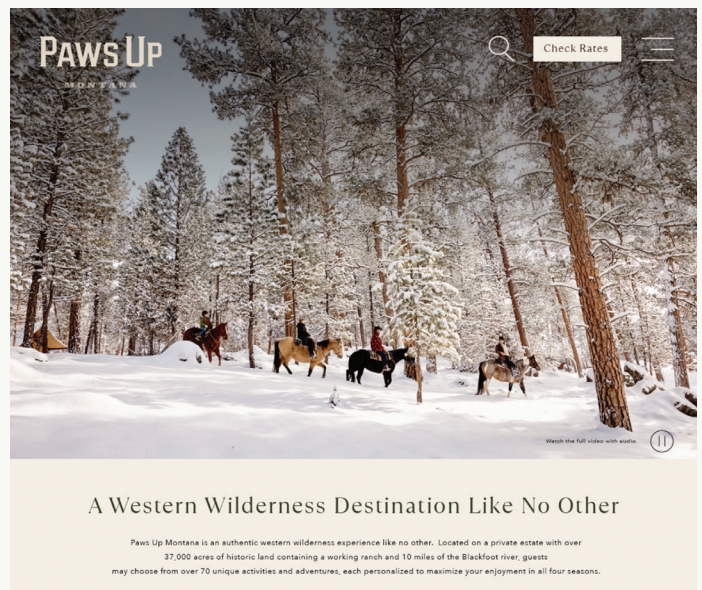
POSITIONING: Embracing the brand's unique cultural connection to an authentic western wilderness destination

CREATIVE SOLUTION: Create a higher-level luxury lifestyle brand imagery that express an immersive western experience

Brand Identity



Website Design



Brand Image Development



PAWS UP MONTANA

Marketing Campaign



Brand Collateral



KESWICK HALL CHARLOTTESVILLE



The hospitality “Grande Dame” of historic Charlottesville, Keswick Hall is a recently expanded and rebuilt luxury resort in the heart of Virginia’s horse and wine country, close to Washington DC. This brand was completely reimagined to celebrate the idyllic countryside where it pulls inspiration for every aspect of the guest experience.

PROJECT DATES: 2024 - 2025

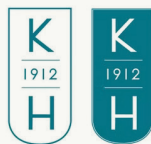
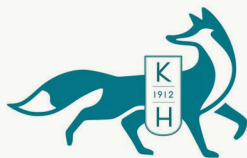
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Website Design



Welcome to Keswick Hall

A LUXURY RESORT EXPERIENCE IN CHARLOTTESVILLE VIRGINIA

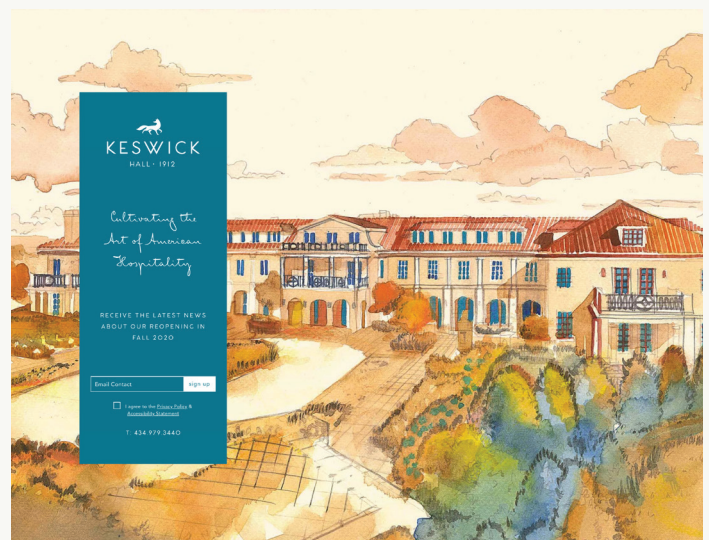
Close to Keswick Hall, a premier luxury resort in Virginia, where elegance meets unparalleled comfort. Nestled amidst the Blue Ridge Mountains, our resort offers world-class accommodations, fine dining, luxurious spa, and a championship golf course. Experience the ultimate blend of comfort and sophistication at Keswick Hall—where every moment is designed to redefine luxury.

STAY

EXPERIENCE

GATHER

Brand Image Development



KESWICK HALL CHARLOTTESVILLE

Identity Application



Brand Assets



THE HOTEL MARIA HELSINKI



The Hotel Maria is the first modern five-star hospitality experience in the entire Nordic region. Opened at the end of 2024, this hotel resort is made up of 4 historic buildings near the center of Helsinki center. As a new hospitality brand, this project started from the ground up and required a full scope of deliverables for use across every touchpoint.

PROJECT DATES: 2023 - 2024

CLIENT SCOPE: Positioning, Brand Identity Naming & Design, Creative Direction, Campaign Creative, Collateral Materials

BRAND OPPORTUNITY: Convert brand perception of this new 5-star offering as the champion of Finnish hospitality

POSITIONING: As an "Urban Oasis" for both locals and visitors to Finland, The Maria is a destination inside a destination

CREATIVE SOLUTION: Every small detail and design element reflects the character and charm of Finnish hospitality

Brand Identity



Identity Application



Brand Marketing Direction



THE HOTEL MARIA HELSINKI

Brand Assets



Luxury Hospitality Brand Consultants

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