# FINAL PORTFOLIO

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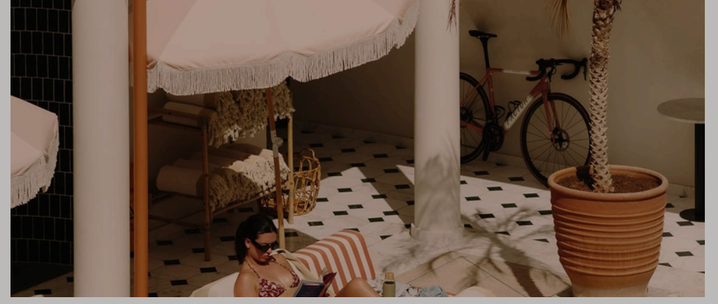
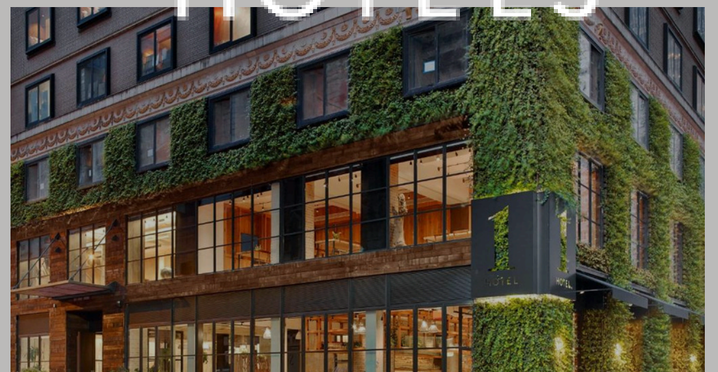
WHAT MAKES SOMETHING
*FEEL* LUXURIOUS –

IS IT **SCARCITY** AND
**HERITAGE**, OR **PURPOSE**
AND **CONNECTION**?



# 1 HOTELS

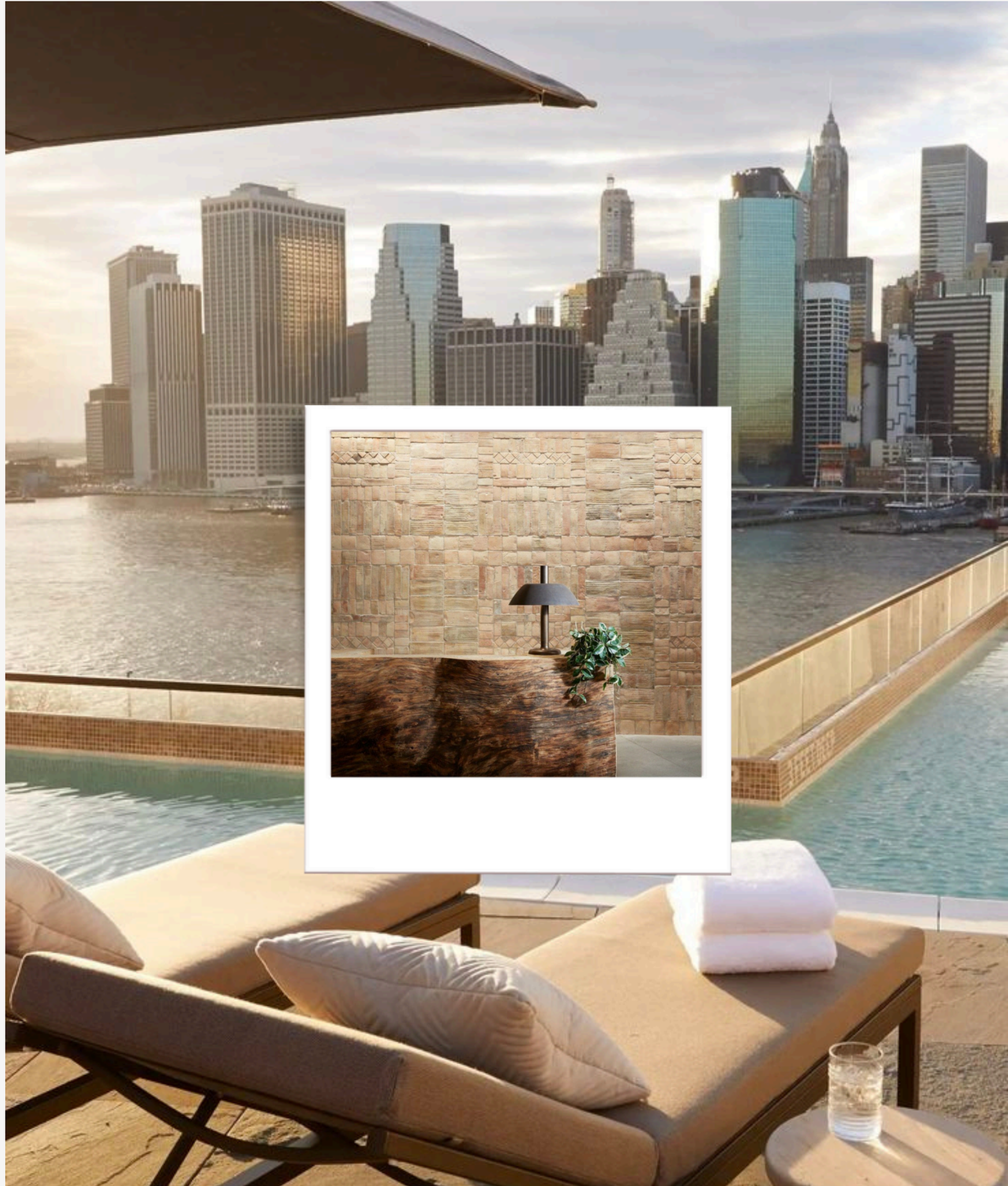


# 1

HOTEL

# HISTORY

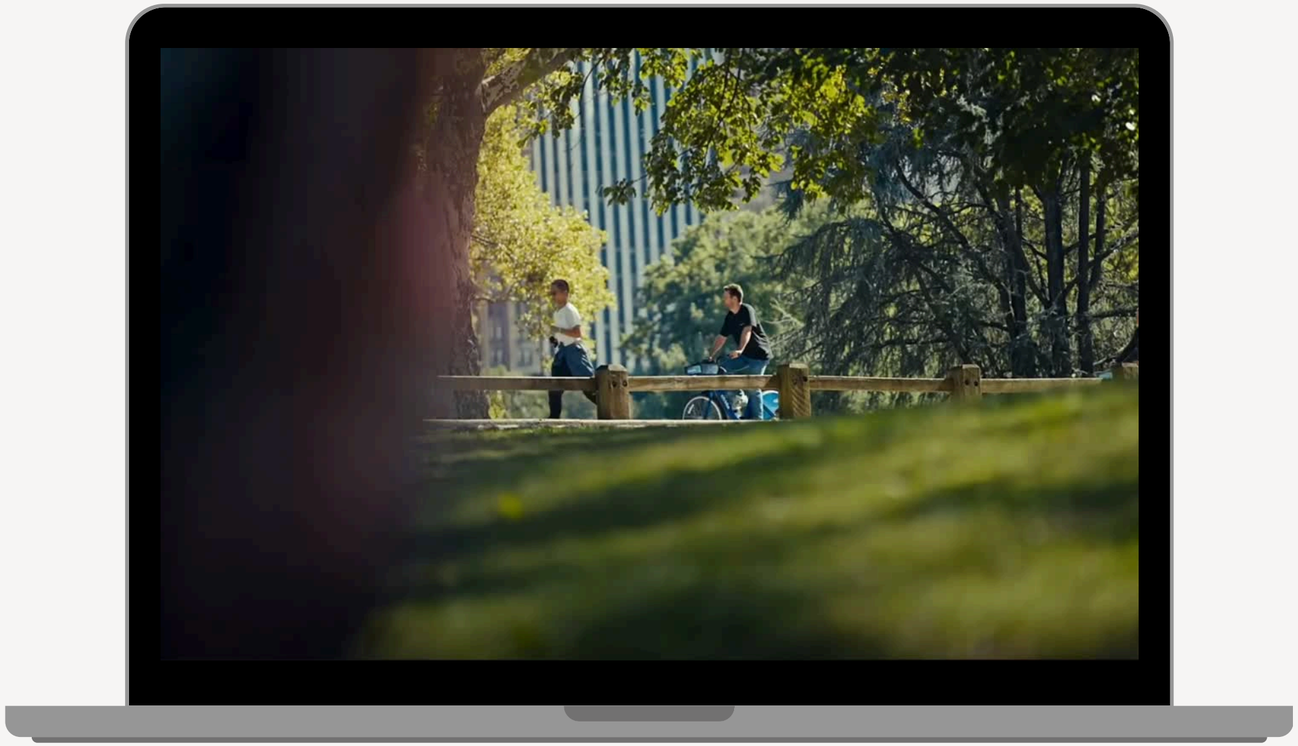
1 Hotels is a luxury hospitality brand founded by Barry Sternlicht in 2015, known for blending eco-conscious design, sustainability, and modern sophistication. With properties in major cities and resort destinations, the brand redefines luxury for the 21st century through its mission-driven approach to environmentally mindful travel.



# PHASE I

WEBSITE ANALYSIS

Aspirational, nature-driven, and user-friendly

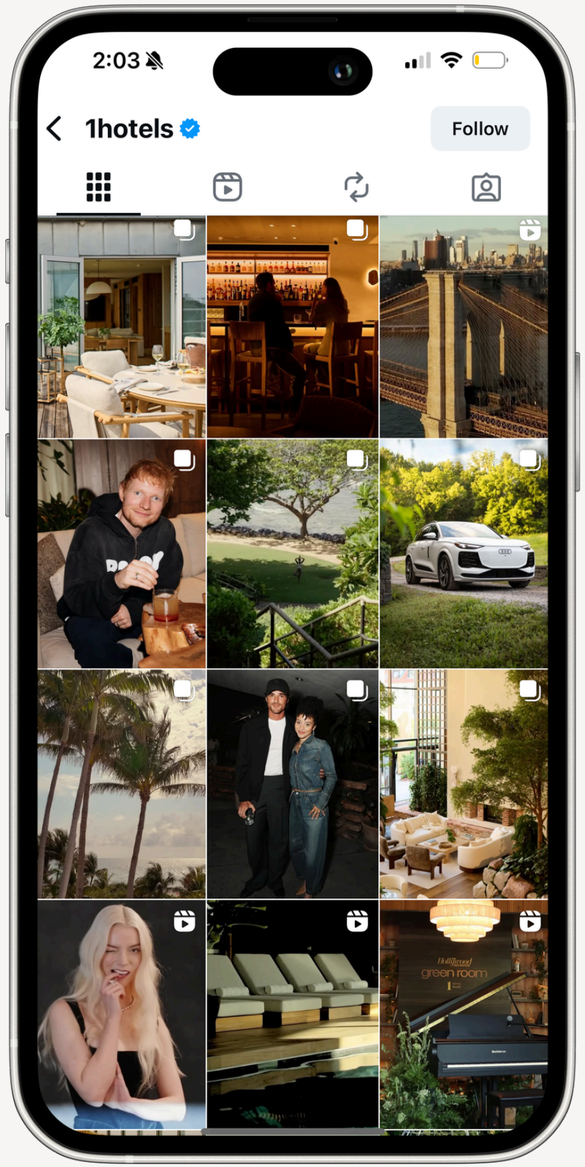


# PHASE I

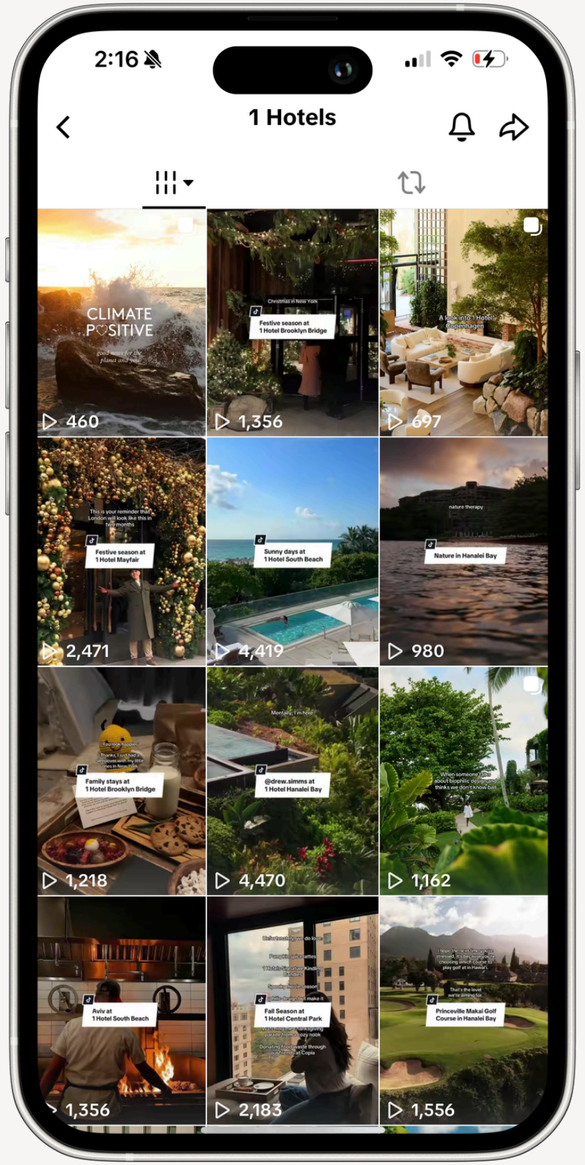
SOCIAL MEDIA ANALYSIS

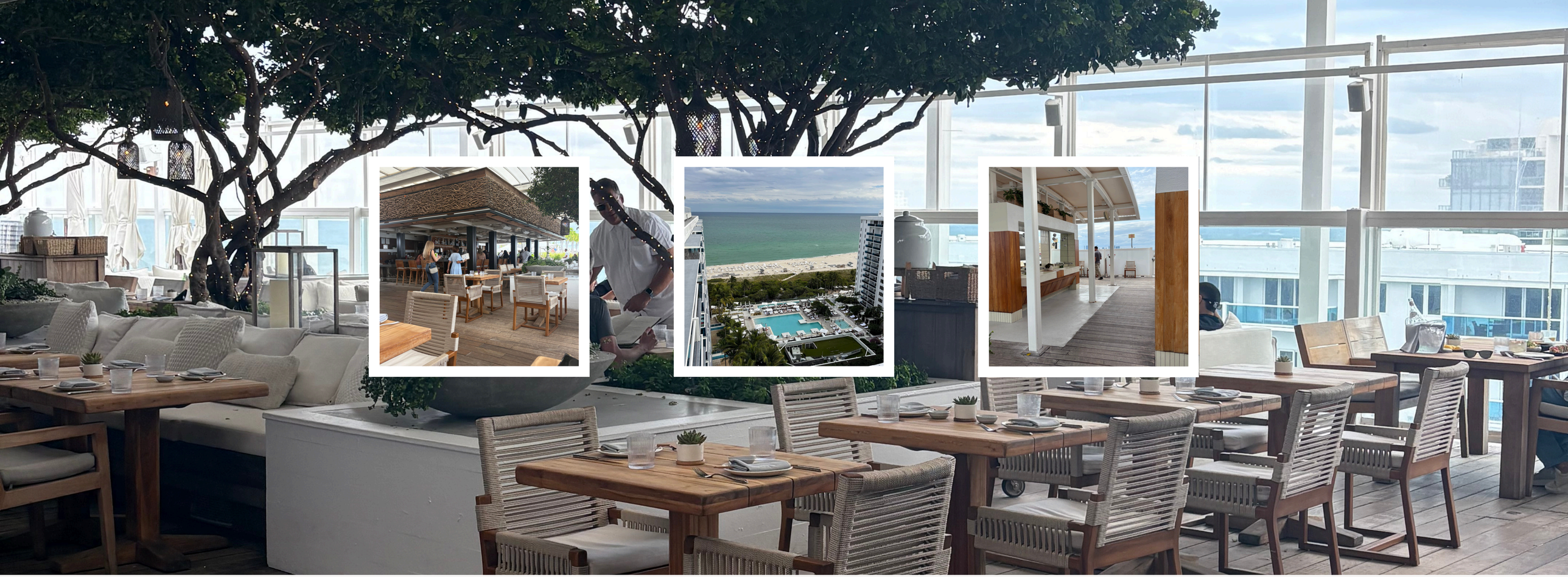
- Sophisticated, high quality, and inspiring
- Multiple property IG accounts, one main IG

INSTAGRAM



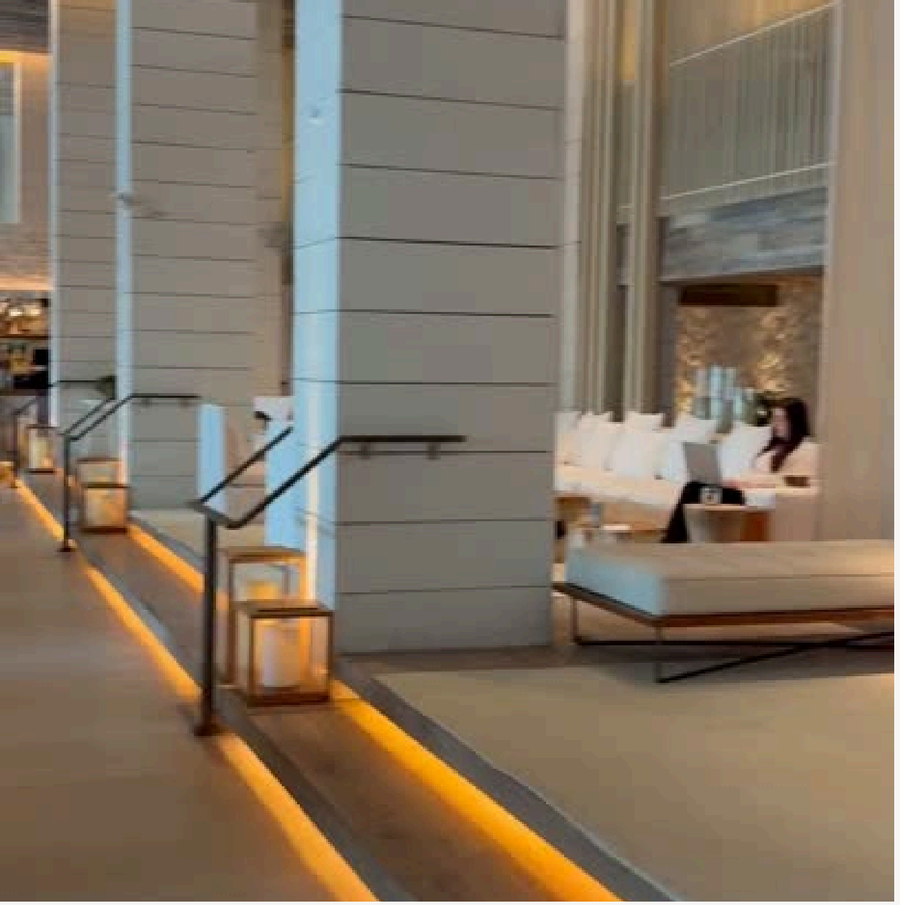

TIKTOK





# PHASE II

PROPERTY VISIT



SETTLE IN WITH
MOBILE CHECK-IN
SCAN TO DOWNLOAD OUR APP
We're happy to
welcome you home.

watr

# Cartier

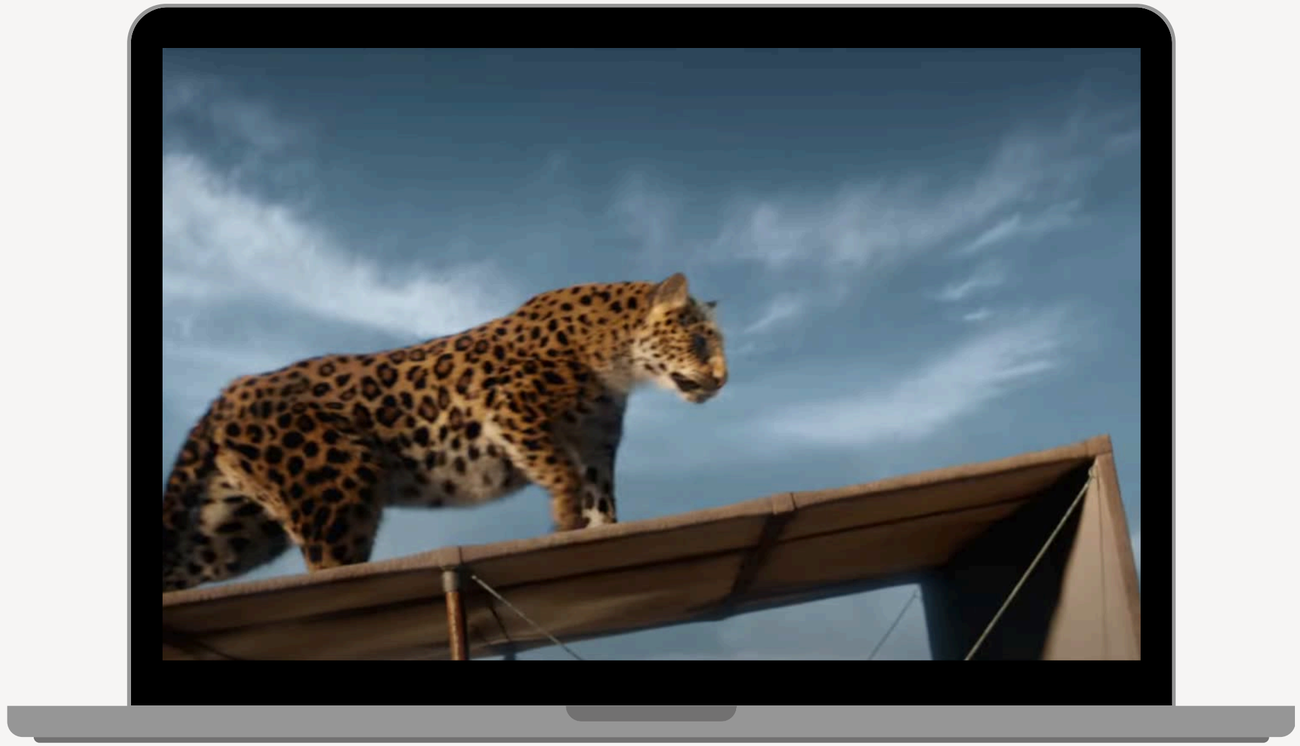
Cartier

# HISTORY

Cartier, founded in 1847 by Louis Cartier, is a global symbol of luxury, craftsmanship, and innovation. Known for its high-end jewelry, watches, and accessories, the brand embodies the motto “never imitate, always innovate.” With 270 boutiques worldwide, Cartier continues to define timeless elegance and excellence in the luxury industry.

# PHASE I

- Polished, minimal design
- Craftsmanship-focused content
- Smooth, exclusive ecommerce

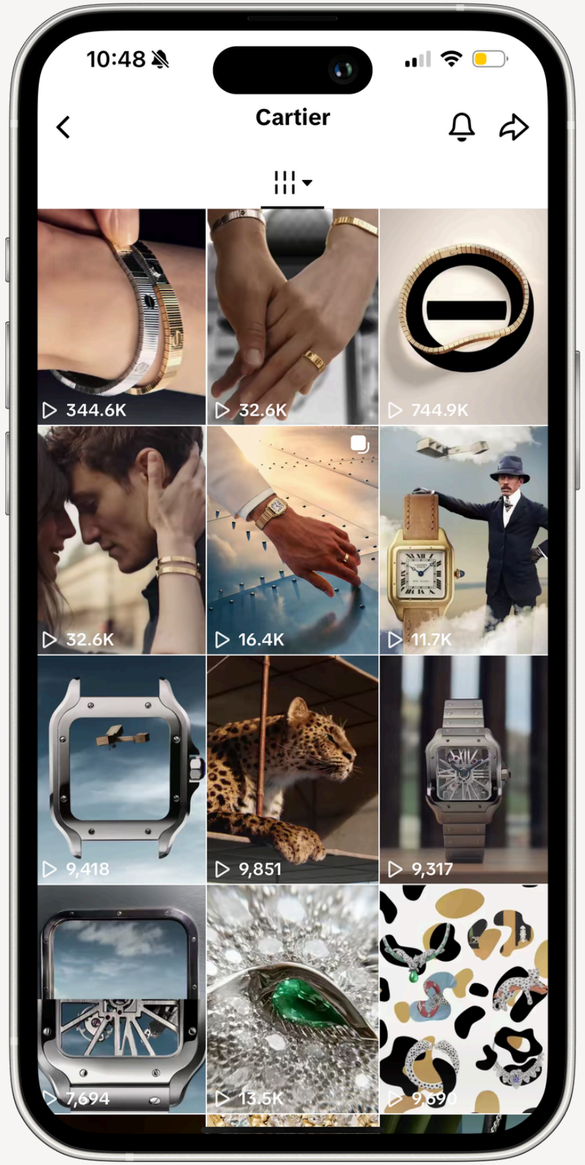


# PHASE I

- Elegant, consistent storytelling
- Strong Instagram engagement
- Luxury-focused, not sales-driven

INSTAGRAM

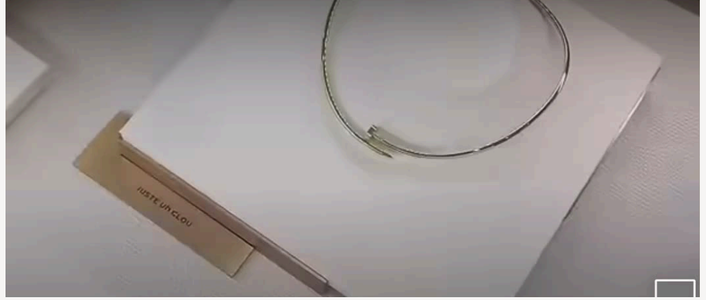
TIKTOK



# PHASE II

IN STORE VISIT

Cartier
Cartier
Cartier


JUSTE UN CLOU

# VIDEO CASE STUDY

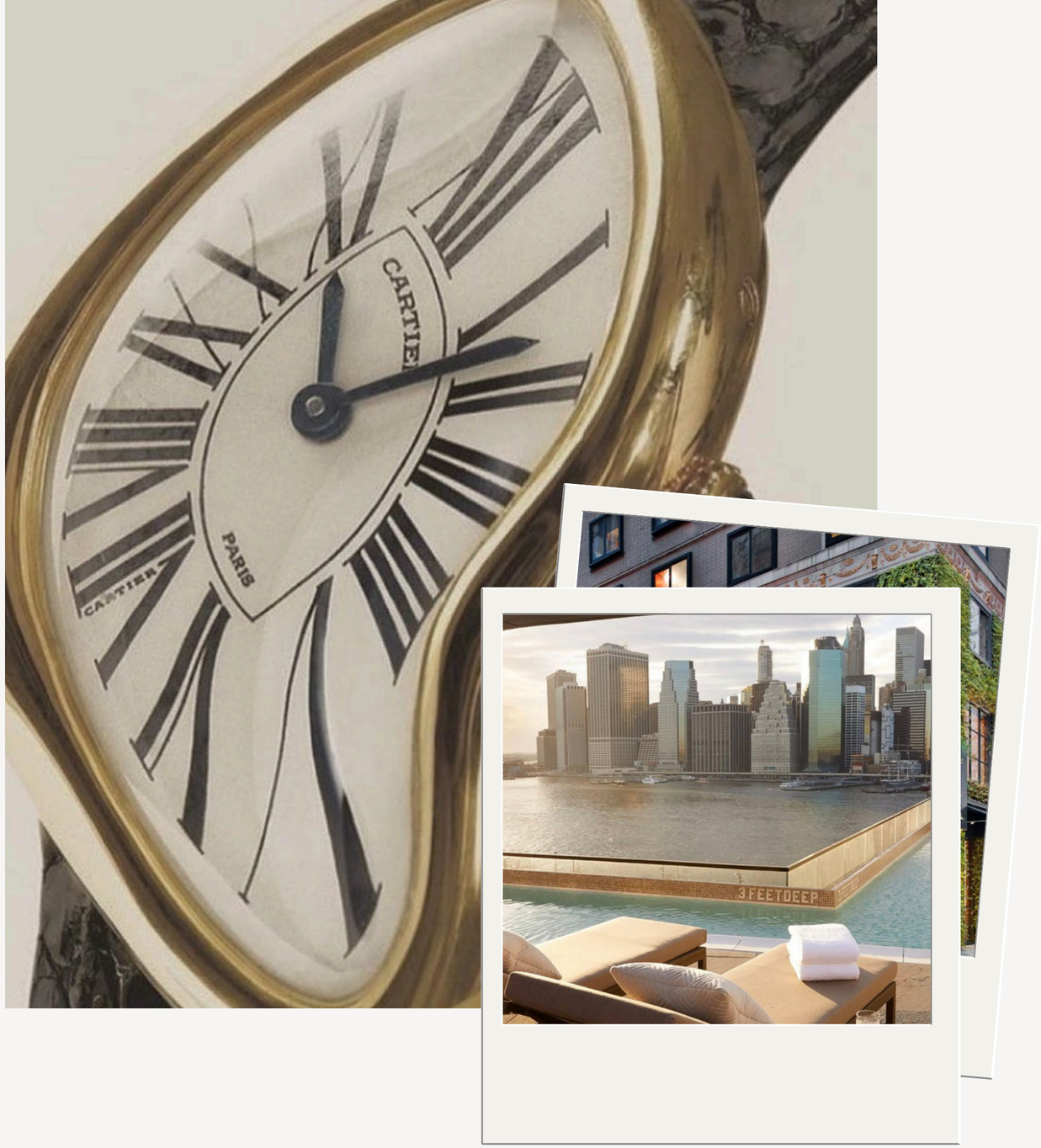
## 2015

BRAND ORIGINS

1 HOTELS

# Comparative Analysis

- Two contrasting luxury philosophies
- Distinct service and atmospheres
- Different paths to desirability



# Recommendations

## CARTIER

- Modernize tradition through exhibitions/Collaborations
- Invite-only educational experiences

## 1 HOTEL

- Limited-edition wellness experiences
- Tech-driven sustainability transparency
- Extend hospitality beyond stay

Cartier protects prestige through distance

1 Hotel builds desire through purpoe

Both strategies work – luxury can take multiple forms

Which do you think is more effective?

1 HOTELS

CARTIER