



DINING DELUXE AT THE DORCHESTER

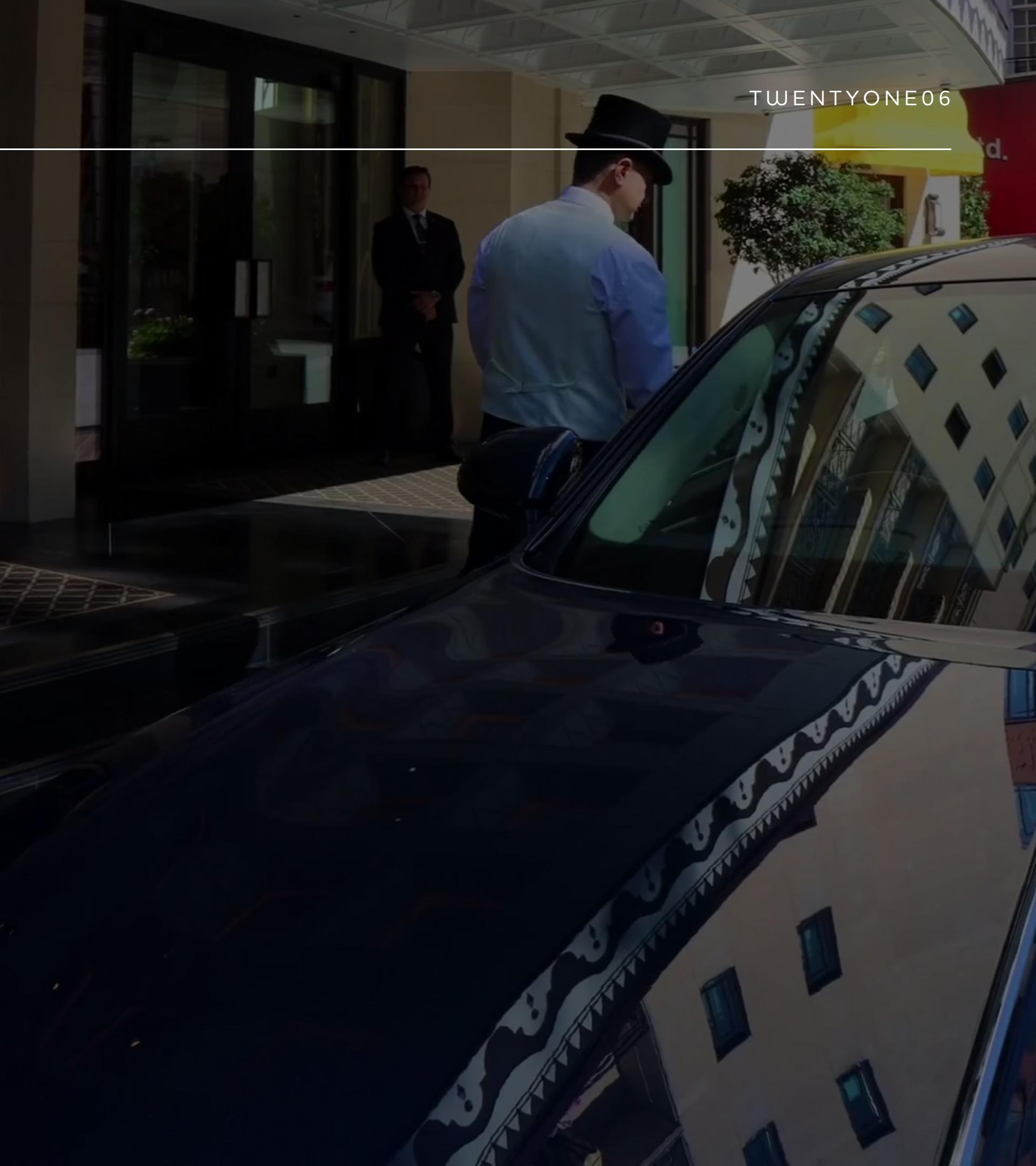
A case study on experiential design and diversified branding for a new luxury era.

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+ THE JOURNEY

THE PURPOSE
THE 360 EXPERIENCE
DIVERSIFYING LUXURY HOSPITALITY
HOSPITALITY VILLAGE CONCEPT
BRANDING DONE RIGHT
THE MENU RE-DESIGN
THE GRILL TRANSFORMATION
KEY TAKEAWAYS



+ THE PURPOSE

Experiential Design and Diversified Branding: A Case Study of The Dorchester Hotel's Success

Learn how The Dorchester Hotel achieved success and enhanced its customer journey through strategic experiential design and diversified branding. Check out this report for more information.





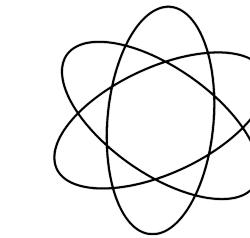
**THIS STRATEGIC SHIFT REFLECTS A
MORE HOLISTIC APPROACH TO THE
GUEST EXPERIENCE, EXTENDING BEYOND
THE HOTEL ROOM ITSELF.**



THE DORCHESTER'S REBRAND: THE 360 EXPERIENCE

The Dorchester's latest rebranding efforts are noteworthy – not only for The Grill, but also for their new restaurant and bar developments, which complement their existing branded dining options (such as Alain Ducasse and China Tang). This strategic shift reflects a more holistic approach to the guest experience, extending beyond the hotel room itself.

According to Construct's founder, Georgia Fendley, this shows the hotel's profound commitment to providing diverse and engaging dining experiences for their guests.





Redesigning spaces



Engaging with a newer audience



New dining concepts



Fresh interactive elements

+

DIVERSIFYING LUXURY HOSPITALITY

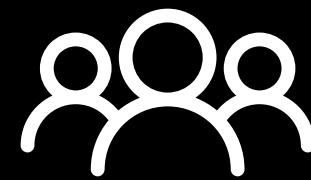
The Dorchester's strategy

The importance of diversifying luxury dining experiences lies in meeting the evolving demands of modern travelers and guests who seek more than just exceptional cuisine when they visit a luxury establishment. The Dorchester hotel in London serves as a compelling example of how diversifying dining experiences can enhance a luxury brand's appeal and relevance in the competitive hospitality industry. The Dorchester hotel recognizes that traditional fine dining may not satisfy the expectations of modern travelers. It has introduced multiple new dining concepts, such as The Grill by Tom Booton, to cater to a broader range of preferences and moods. The hotel's various dining venues offer unique and immersive experiences, targeting different segments of its clientele, making their stay more engaging and fulfilling.



**“OUR GUESTS ARE INTERNATIONAL TRAVELLERS. THEY WANT
TO BE IN A PLACE FILLED WITH LOCALS...
THEY WANT TO BE IN A PLACE WORTHY OF BEING SEEN”**

RICHARD NEWELL, DIRECTOR OF FOOD AND BEVERAGE, THE DORCHESTER HOTEL



HOSPITALITY VILLAGE CONCEPT

The Dorchester's transformation into a communal hub.

The Dorchester's use of the hospitality village concept demonstrates its dedication to creating a dynamic and inclusive environment within the hotel. By integrating local elements, offering a variety of dining and social experiences, and attracting both guests and locals, the hotel elevates its experiential design and positions itself as a destination that goes beyond traditional luxury hospitality.

A PLACE TO BE
& BE SEEN

ATTRACTING
LOCALS

MOOD ZONE
INCORPORATION

DIVERSE
VENDORS

LOCAL ELEMENT
INTEGRATION

BENEFITS

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BRANDING DONE RIGHT!

Construct London's brand story at #TheDorch

Construct London has rebranded The Dorchester Hotel's dining experience, including menus and logos. The Promenade, a multifunctional space, features a rectangular logo capturing movement and exploration, with menu inserts using a color palette to signify different times of day.

The menus are tactile and crafted from two bespoke dye leathers, adorned with a challenging blind embossed font. The design aims to create inclusive, immersive experiences connecting with guests of all ages and nationalities while aligning with the hotel's vision for a vibrant and welcoming space.

+ THE FRESH MENU RE-DESIGN

Connecting to place and target audience

The Dorchester Hotel's bars, Artists' Bar and the Vesper Bar, have unique brand identities. Artists' Bar draws inspiration from the hotel's artistic history, with a tilted rectangular motif paying homage to renowned British artists. The Renaissance typeface adds a mathematical contrast to the logo, while the harmonious color palette resonates with the classic ambiance.

The Vesper Bar caters to cocktail enthusiasts, with a silver leather menu and lemon zest highlight color. The branding elements enhance the overall bar experience and align with the hotel's vision of offering a personalized and immersive journey through design and hospitality.





THE TRANSFORMATION OF THE GRILL

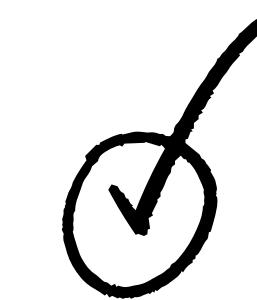
The Grill by Tom Booton

- Chef Tom Booton is the young mastermind behind the modern reboot of The Grill, a quintessential English brasserie nestled in The Dorchester.
- His imaginative additions like flowing beer taps and a dreamy soft-serve machine have given this classic eatery a fresh twist, while the open kitchen concept has created an inviting and convivial atmosphere.
- The renovation also boasts a chic utilitarian design, reminiscent of the 1930s when chefs sourced fresh ingredients daily from London's 'villages.' Personalized touches like embossed letter coasters and sell-by date welcome cards add a delightful touch to your dining journey.



KEY TAKEAWAYS

Key trends and insights



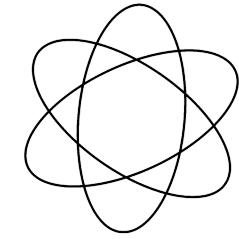
FOCUSING ON PLACEMAKING & BRAND-BUILDING

- In the hospitality industry, luxury urban hotels are becoming destinations in their own right for both guests and locals.
- With food and beverage venues transforming into stand-alone brands, hotels must offer diversity in their hospitality experience to meet consumer demands and attract a diverse range of clientele.
- To achieve this, luxury hotels must focus on placemaking and brand-building, offering high-quality, well-crafted experiences that resonate with customers.
- Make sure to keep this at the forefront of any luxury offer.



**OUR MANTRA IS, “GOOD DESIGN IS THE
ESSENTIAL ABILITY TO COMBINE
EMPATHY, CREATIVITY AND
RATIONALITY, TO MEET USER NEEDS AND
DRIVE BUSINESS SUCCESS”.**

GOVIND SHEPLEY, BA (HONS) -
CREATIVE DIRECTOR/FOUNDER



+ **TWENTYONE06**

Holistic interior design and branding agency

Established in 2018, TwentyOne06 is an integrated, multidisciplinary, design and branding agency, based in Dubai.

With a strong focus in Hospitality and Commercial design, we strive for innovation and originality in everything we do. Passionate storytellers, that love the creative process, but most importantly, deliver commercially successful projects. We are design challengers, that aim to create positive change for businesses and brands from within.

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